City of Norwood Payneham & St Peters

Community Survey 2019
Research Report

Project Director:
Jason Dunstone
jason@squareholes.com

Senior Project Manager:
Linley Bertram
linley@squareholes.com

Research Analyst / Project Manager:
Suriya Pugazhenthi
suriya@squareholes.com

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Client contact:
Rosanna Francesca [Economic Development & Strategic Coordinator]
RFrancesca@npsp.sa.gov.au

Square Holes Pty Ltd
8-10 Regent Street North, Adelaide 5000
www.squareholes.com

[J/N 190308 | P/N 19011]

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Executive Summary

Introduction

The City of Norwood Payneham & St Peters has developed *CityPlan 2030: Shaping Our Future. CityPlan 2030* is the Council's long-term Strategic Management Plan for the City of Norwood Payneham & St Peters. It has been developed to ensure that the Council's priorities and strategic directions are oriented towards fulfilling the City's vision over the next 20 years and beyond:

- *A City which values its heritage, cultural diversity, sense of place and natural environment*
- *A progressive City which is prosperous, sustainable and socially cohesive, with a strong community spirit*

As part of this, the City of Norwood Payneham & St Peters conducts a community survey every two years to establish how the Council is performing on a number of key indicators.

Square Holes was first commissioned by the Council to undertake the survey in 2017 and conduct the necessary research with businesses and residents in the Council area. The Council most recently reviewed *CityPlan 2030* in 2017 to reflect changes in the community's aspirations and broader societal trends.

The 2019 Community Survey aims to measure how the Council is progressing with the updated plan as part of the Council's commitment to business excellence, continuous improvement and sustainability principles. Detailed in this report are the findings of the 2019 community survey, and its analysis against the survey data that was collected by the Council in the previous surveys in 2017, 2013, 2011 and 2009.

The Mission

"To explore and measure community satisfaction, performance ratings, and importance of key areas across a range of Council services and facilities."

Objectives

- Measure overall satisfaction with the Council and the services it provides
- Measure the importance of Council's services to the community
- Determine if respondents use specific services, which they have rated, and if not, why
- To measure public perceptions of community well-being
- To collect data which tracks progress in achieving the *CityPlan 2030* targets
- To provide an analysis comparing the results with the 2017, 2013, 2011 and 2009 community surveys

City of Norwood Payneham & St Peters

Methodology

The survey was undertaken in two parts, the residential component and the business component.

- The resident survey was conducted face-to-face with randomly selected residents within the Council area at central location shopping centres, libraries and then supplemented by door to door for representation across Council wards.
- The business survey was conducted via telephone to randomly selected businesses within the Council area, with an option to complete online if unavailable. Additionally, survey invites were also sent to the Council's business database (Remplan).
- The table below outlines the number of surveys completed.

	Residents	Businesses
Sample achieved	**401**	**203**
	401 face-to-face	**130** online **73** telephone
Distribution of survey	Square Holes	Square Holes
Questionnaire length	15-20 minutes	15 minutes
Margin of error	4.9%	7.9%
Collection Dates	15 May 2019 – 8 June 2019	13 May 2019 – 7 July 2019

Sampling and Statistical Validity

Statistical accuracy is a function of the sample size. The larger the sample size, the greater the statistical accuracy of the results. The following table represents the statistical validity of the sample sizes proposed in this study: 200 businesses and 400 residents.

A sample size of 400 with a 95% confidence level means that if we repeated the survey 100 times, we would expect an answer to any question to vary less than 5% in 95 of the 100 cases.

BINOMIAL PROPORTION QUESTIONS LEVELS OF ACCURACY

SAMPLE SIZE	MARGIN ERROR AT THE 95% CONFIDENCE INTERVAL
100	10%
200	8%
300	6%
400	5%
600	4%
800	4%

Representative Sample

The aim for this 2019 survey was to maintain consistency with the 2017 sample with a representative ward distribution as well as age and gender. The resident sample achieved was largely representative of the South Australian population in age and gender. Please see demographic breakdown on page 59.

The Survey

The survey questions remained predominantly consistent with the 2017, 2013, 2011 and 2009 surveys to ensure reliable tracking across key measures. Some minor changes were made to:

- increase clarity and meaning of questions
- additional areas for rating under 'Environment' and 'Quality of life'
- remove any similar wording of attributes

The survey utilises a 5-point Likert scale to determine satisfaction [1 being very dissatisfied, 5 being very satisfied], and a 'don't know' response. The mean score is derived from this five-point satisfaction scale. Since the mid-point of the scale is 3, responses above 3.0 indicate higher satisfaction.

	5 Very satisfied				**1 Very dissatisfied**	**Don't Know**
Likert Scale Example	5	4	3	2	1	0

Analysis

Analysis was conducted to compare the following:

- Resident responses in 2019 compared with 2017
- Business responses in 2019 compared with 2017
- Analysis by ward to identify any similarities or differences
- Analysis against early surveys conducted in 2013, 2011 and 2009

Regression Analysis

Regression Analysis was conducted to identify attributes that have the most impact on overall satisfaction. A regression analysis is a statistical analysis that helps describe the relationship between variables, for example an **outcome variable** [overall satisfaction] and **predictor variables** [satisfaction] of sub attributes that affect overall satisfaction.

For example, on page 8, the yellow graph tells us that for every increment of 1 regarding satisfaction with the presentation & cleanliness of the Council area, overall satisfaction mean increases by 0.228. This means that people are likely to be more satisfied overall, if they are satisfied with the presentation and cleanliness of the Council area. If they are not satisfied with the presentation and cleanliness, they are less likely to be satisfied overall.

The figures on the regression analysis graph can be interpreted as below:
<0.2 – Weak impact
0.2 – 0.3 – Moderate impact
>0.3 – Strong impact

Report Notes

Throughout the report, please note the following:

- Graphs may contain data where the graph line is longer or shorter than another line representing the **same number**. This is due to the subsequent numbers on the right hand side of the decimal point that are not shown on the graph itself due to rounding. For example 3.7 may be shown twice on the same graph however one number may represent 3.729442970822 whereas the other number may be 3.700000006 therefore the graphical lines are slightly different.

2019 Summarised

Top 10 areas of highest satisfaction	
Residents	Businesses
✓ Feeling safe in the daytime	✓ Feeling safe in the daytime
✓ Weekly collection of household waste	✓ Weekly collection of business waste
✓ Library services	✓ Fortnightly collection of green organics
✓ Fortnightly collection of recyclables	✓ Fortnightly collection of recyclables
✓ Fortnightly collection of green organics	✓ The amenity of our major commercial and retail areas
✓ Access to public open space	✓ Access to services and facilities
✓ Range of housing options	✓ Feeling safe at night
✓ Provision and maintenance of parks and recreational areas	✓ The presentation and cleanliness of the Council area
✓ Access to services and facilities	✓ The level of community spirit
✓ Recreational & sporting facilities	✓ The ability to become involved in community life and activities

There were 49 measures across 7 sub-areas in the 2019 survey for **residents**. Some key changes and results are highlighted below.

- 11 saw no change
- 25 decreased [by 0.2 or less]
- 7 decreased [by 0.3 to 0.5]
- Highest decrease was 0.7 [electronic waste collection]
- 3 increased [0.3 or less]
- 2 sub-measures were added [responding to climate change and amenity of our major commercial and retail areas]
- 1 sub-measure [the appearance of new development within the Council area] was moved from 'Infrastructure' to 'Quality of life' and amended to 'nature of new development within the Council area'
- Slight word revisions were made to sub-measures measures [word 'annual' removed from hard / electronic waste collection, 'youth services' was changed to 'youth programs', 'services for older residents' was changed to 'services and programs for older residents']

There were 27 measures across 5 sub-areas in the 2019 survey for **businesses**. Some key changes and results are highlighted below.

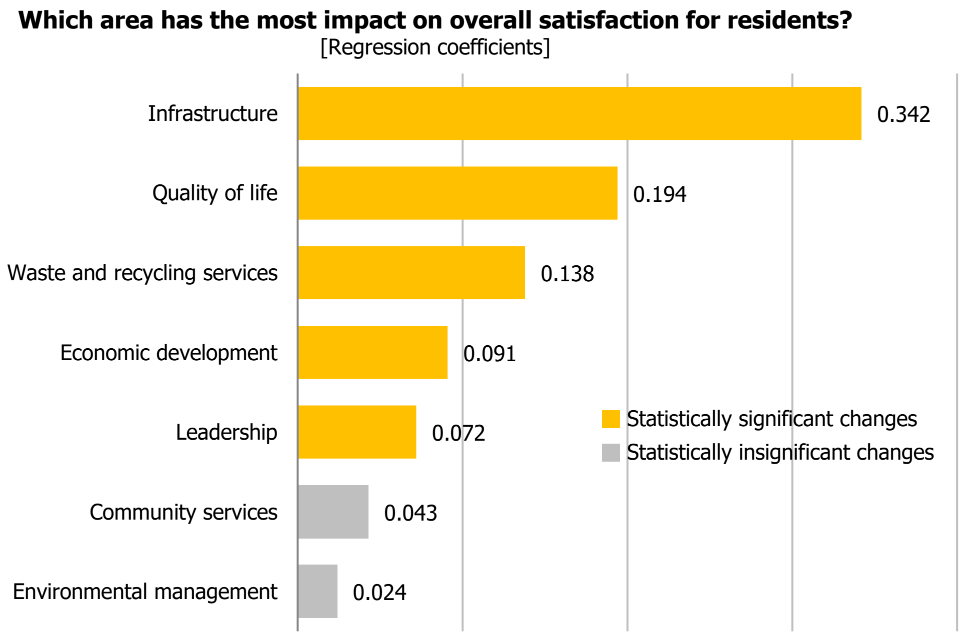
- 18 increased [0.3 or less]
- 4 saw no change
- 5 decreased [0.3 or less]
- No new measures were added in 2019
- Slight word revisions were made to sub-measures [word 'annual' removed from hard / electronic waste collection, 'the appearance of new development within the Council area' was changed to 'the nature of new development within the Council area']

In summary, these results suggest that **businesses are more satisfied in 2019 than 2017**. However, residents tend to be **less satisfied than what they were in 2017** when compared across the different areas.

A regression analysis was also able to discern which areas had the greatest impact on overall satisfaction with the City of Norwood Payneham & St Peters.

Overall satisfaction was asked of each of the following topics/Council service areas along with overall satisfaction with the Council. The results below indicate that for every increment of 1 in overall satisfaction with **Infrastructure**, overall satisfaction with the Council increases by 0.342, making it the most significant contributor to overall satisfaction with the Council.

This remains the same as in 2017.

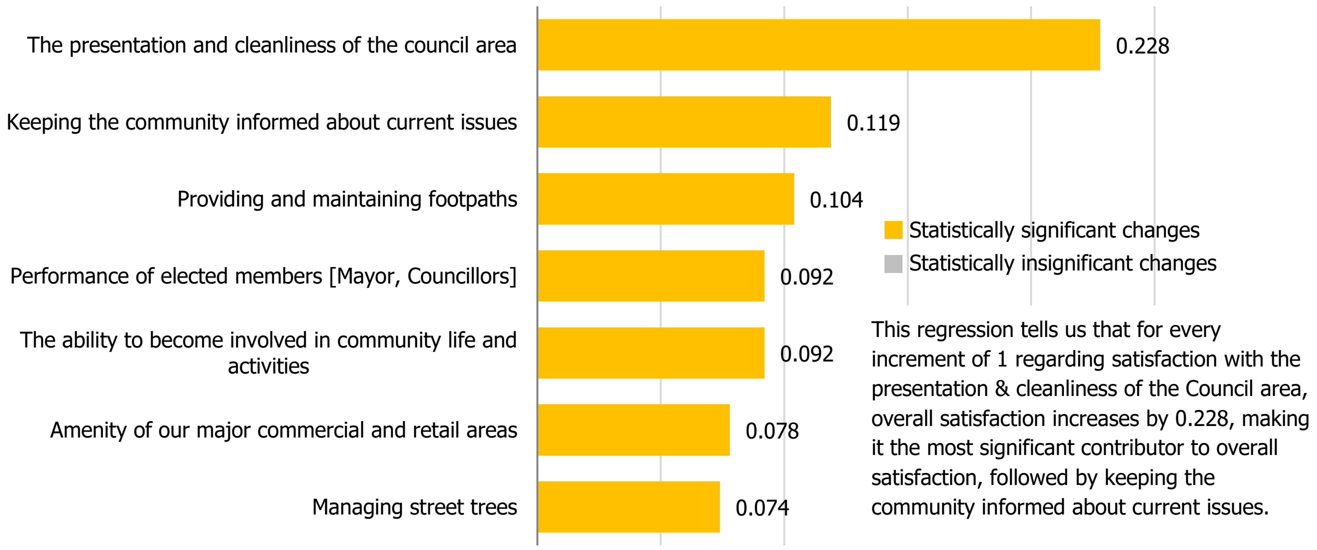


[Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, they are not statistically significant and should be viewed as indicative.]

Each sub-measure was also analysed to determine which particular attributes would affect overall satisfaction with the Council. It was found that **presentation & cleanliness** of the Council area [infrastructure], **keeping the community informed about current issues** [leadership], and **providing and maintaining footpaths** [infrastructure] were the top 3 sub- measures that would affect overall satisfaction, consistent with the broad-level regression analysis.

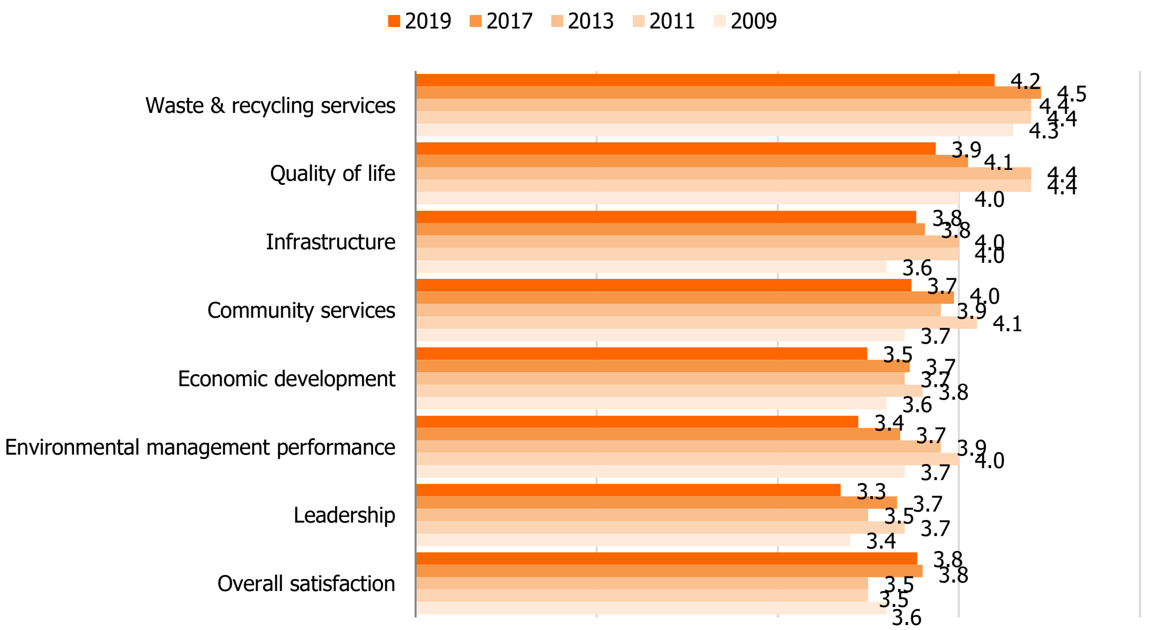
Which area has the most impact on overall satisfaction for residents?

[Regression coefficients, only statistically significant results depicted]



Overall satisfaction, aggregated from each area [residents]

[Q2, 3, 4, 5, 6, 7, 8, 12]

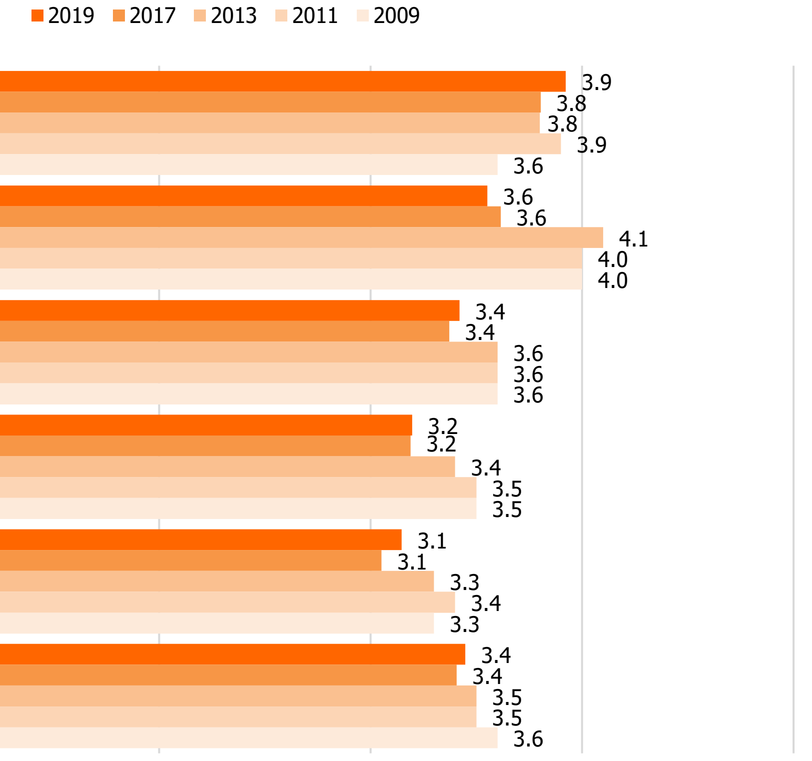


Satisfaction was relatively high across most sub-areas [3.5 and above] although there has been slight decrease in the figures when compared to 2017. However, overall satisfaction with the Council remains consistent with 2017 [3.8].

Overall satisfaction was highest with waste & recycling services, while satisfaction towards Council leadership was lowest, but still positive [3.3]. Differences between wards are depicted on the next page.

Summary of overall satisfaction across wards (Residents)							
	Overall	**Maylands Trinity**	**W Norwood Kent Town**	**Payneham**	**Torrens**	**St Peters**	**Kensington**
Waste and recycling services	4.2	4.3	4.1	4.2	4.3	4.1	4.2
Quality of life	3.9	3.8	3.9	3.9	3.9	3.8	3.9
Infrastructure	3.8	3.8	3.8	3.9	3.8	3.8	3.6
Community services	3.7	3.9	3.8	3.7	3.7	3.6	3.6
Economic development	3.5	3.5	3.5	3.4	3.7	3.3	3.5
Environmental management performance	3.4	3.5	3.3	3.4	3.7	3.3	3.4
Leadership	3.3	3.4	3.3	3.4	3.3	3.3	3.4
Overall satisfaction	3.8	3.7	3.8	3.9	3.7	3.7	3.8

Overall satisfaction, aggregated from each area [business]
[Q3, 4, 5, 6, 7]



Businesses indicate highest satisfaction towards waste & recycling services [3.9]. Satisfaction across all areas were maintained when compared to 2017, indicating that businesses are generally satisfied with the Council's services.

The satisfaction with overall performance of the Council in 2019 was derived from the average overall satisfaction in each area.

CityPlan 2030 Outcomes

Certain outcomes described in the *CityPlan 2030* are tied to specific measures in the community survey. Updates to these measures are listed below.

Social Equity

- Significant improvements were found in resident usage of facilities such as bicycle routes and bus stops.
- The level of satisfaction with access to services & facilities decreased slightly among residents but improved among businesses.
- The level of satisfaction with community engagement however was a significant decrease among businesses.

Objective	Indicator	Target	2019 results	Change from 2017
1. Convenient & accessible services, information & facilities	Level of community satisfaction with access to service & facilities	Achieve a **resident** satisfaction rating **of 4.2 or above**, and a **business** satisfaction rating of **3.8 or above**	Resident: 4.1 Business: 3.8	Resident: **-0.1** Business: **+0.2**
2. A people-friendly, integrated, sustainable and active transport and pedestrian network.	Percentage of residents currently using the City's bicycle routes and bus stops	Achieve a minimum of **80% of residents using bus stops** and **40% of residents using bicycle routes**	Resident Bicycle routes: 46% Bus stops: 82%	Resident Bicycle routes: **+8%** Bus stops: **+5%**
3. An engaged and participating community	Level of resident satisfaction with opportunities for community engagement	Achieve a **resident satisfaction** rating of **3.7 or above**, and a **business satisfaction rating of 4.0 or above**	Resident: 3.8 Business: 3.3	Resident: **+0.2** Business: **-0.7**

Cultural Vitality

- Resident satisfaction with the social and cultural diversity has remained consistent with results from 2017 but there is a slight decrease in the satisfaction with the character of local area.

Objective	Indicator	Target	2019 results	Change from 2017
2. A community embracing and celebrating its social and cultural diversity.	Rating level of residents who believe that cultural diversity is a positive influence in the community	Achieve a **rating of 4.2 or above**	Resident: 4.3	Resident: No change
4. Pleasant, well-designed sustainable urban environments	Level of resident satisfaction with the character of the local area	Achieve a **satisfaction rating of 4.3 or above**	Resident: 4.1	Resident: **-0.1**
5. Dynamic community life in public spaces and precincts	Percentage of residents attending Council-run events	Achieve at least **70% of residents attending a Council-run event**	Resident: 74%	Resident: **+4%**

Economic Prosperity

- Businesses note a positive shift in economic prosperity in 2019.
- The satisfaction with Council's performance in attracting and businesses has increased slightly.
- The level of agreement with the business mix within the business precincts contributing to the prosperity of the city noted a significant increase.
- Similarly, changes to the level of sponsorship amongst local businesses for local community activities have increased by 8%.

Objective	Indicator	Target	2019 results	Change from 2017
1. A diverse range of businesses and services	Level of business satisfaction with Council's performance in attracting and supporting businesses	Achieve a rating from businesses of 3.5 or above	Business: 3.0	Business: **+0.1**
2. Cosmopolitan business precincts contributing to the prosperity of the city	Level of agreement by businesses that the mix of businesses in the business precincts contributes to the prosperity of the area	Achieve an agreement rating from businesses of 3.5 or above	Business: 3.6	Business: **+0.5**
5. A local economy supporting and supported by its community	Level of business sponsorship and support for local community activities	Achieve 35% of business sponsorship and support for local community activities	Business: 41%	Business: **+8%**

Summary of key points

Residents

Overall satisfaction with the Council among residents has remained consistent with 2017 at 3.8. Infrastructure is found to have the highest impact on overall satisfaction.

The key areas of focus are:

- **Infrastructure – roads, footpaths & heritage buildings**
    - Presentation & cleanliness of the Council area has the strongest impact on overall satisfaction towards infrastructure.
    - Some of the primary concerns mentioned by residents in this area are to maintain the footpaths and roads, clearing of pathways and clean gutters.
    - Of all infrastructure-related attributes, satisfaction with footpaths was rated the lowest similar to 2017.

- **Environment – trees & watercourses**
    - Environmental sustainability and management were also mentioned as key issues.
    - Of all environmental management-related attributes, satisfaction with the newly added measure of responding to climate change was the lowest suggesting that it is a critical area for attention.
    - Regression analysis results suggest that managing street trees and enhancing natural environment have the strongest impact on overall satisfaction towards environment.

Businesses

Overall satisfaction with the Council among businesses has remained consistent with 2017 at 3.4. However, there is a clear positive shift in the satisfaction with the Council for many of the sub-measures.

The key areas of focus are:

- **Infrastructure – roads, footpaths & drains**
    - Similar to 2017, businesses highlighted accessibility-related issues to be addressed [i.e. car parking, road traffic, road surfaces, footpath damage], car parking being the priority.
    - Satisfaction with the presentation & cleanliness of the Council area was the highest contributor to overall satisfaction towards infrastructure.

- **Leadership – Council engagement**
    - Increasing engagement and support towards businesses was a commonly mentioned area for improvement. It is crucial to keep businesses regularly informed about current issues.
    - Providing leadership in the local community that focuses on the needs and expectations of businesses while attracting a diverse business mix will boost overall satisfaction with the Council.

Recommendations

In consideration of the quantitative analyses and open-ended feedback from both residents and businesses, the following key recommendations are made as focus areas for the Council:

Residents:

1. Improving infrastructure (e.g. footpaths and roads)
2. Maintaining appearance and cleanliness of the Council area
3. Focusing on environmental sustainability initiatives

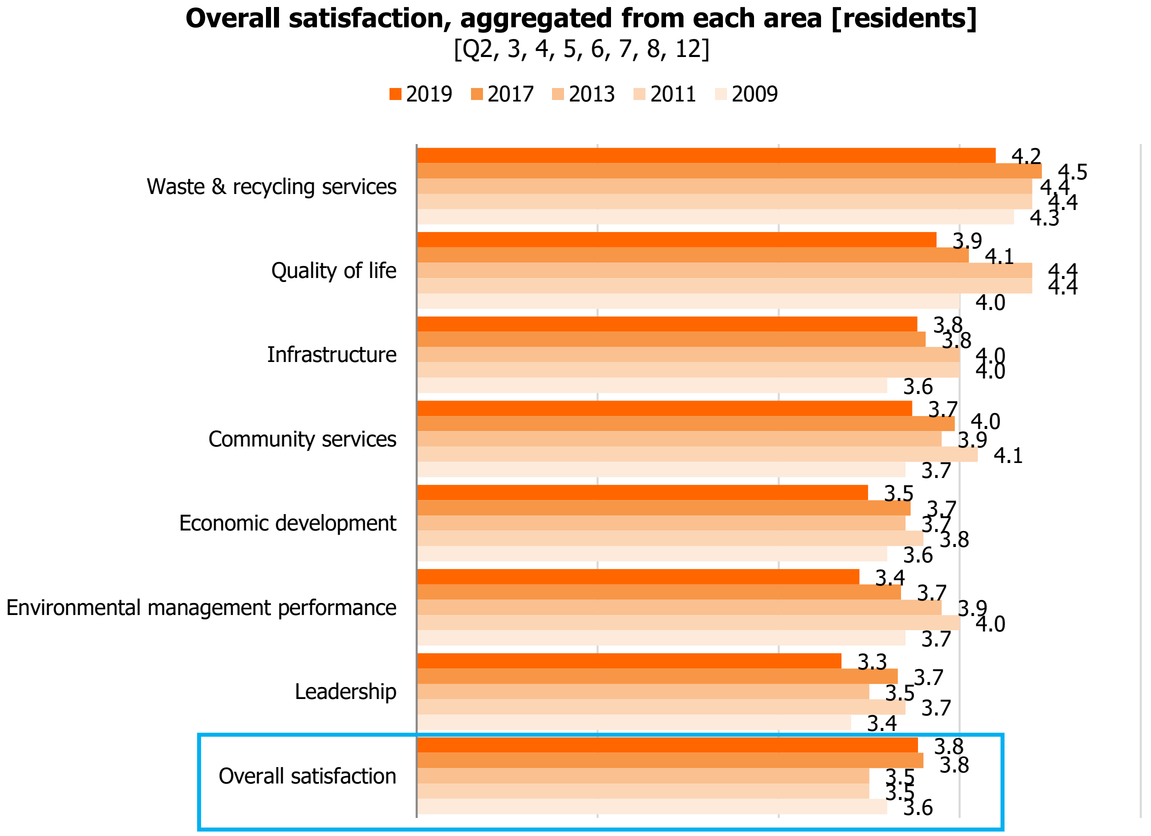
Businesses:

1. Increasing direct engagement and support services for businesses
2. Improving infrastructure (e.g. signages and roads)
3. Addressing car parking issues within business precincts

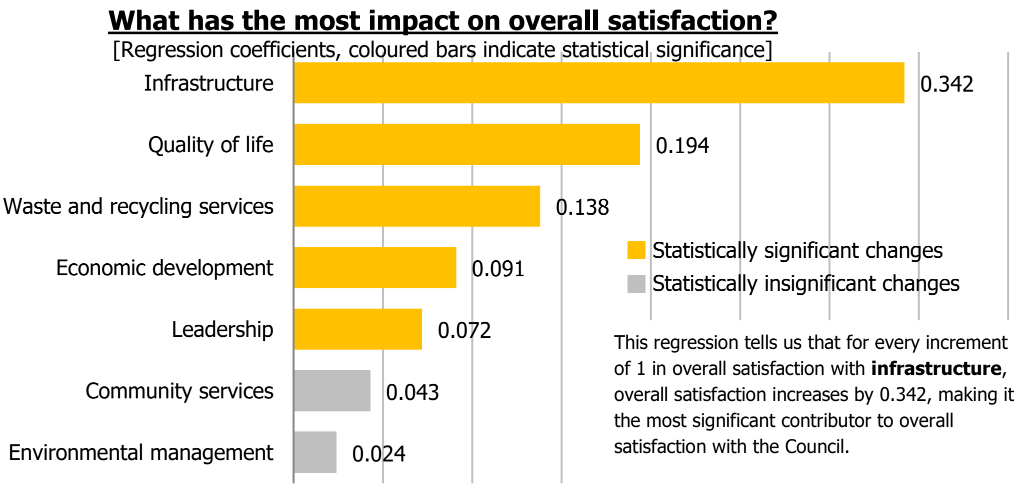
Residents

Overall Satisfaction of Residents

Resident satisfaction remains positive [above 3.0] in all areas, with satisfaction highest towards waste & recycling services [4.2]. Decreases are noted in overall satisfaction with waste & recycling services, quality of life, community services, economic development, environmental management performance and leadership when compared to the results from 2017. Overall satisfaction with the Council, however, had remained consistent with 2017.

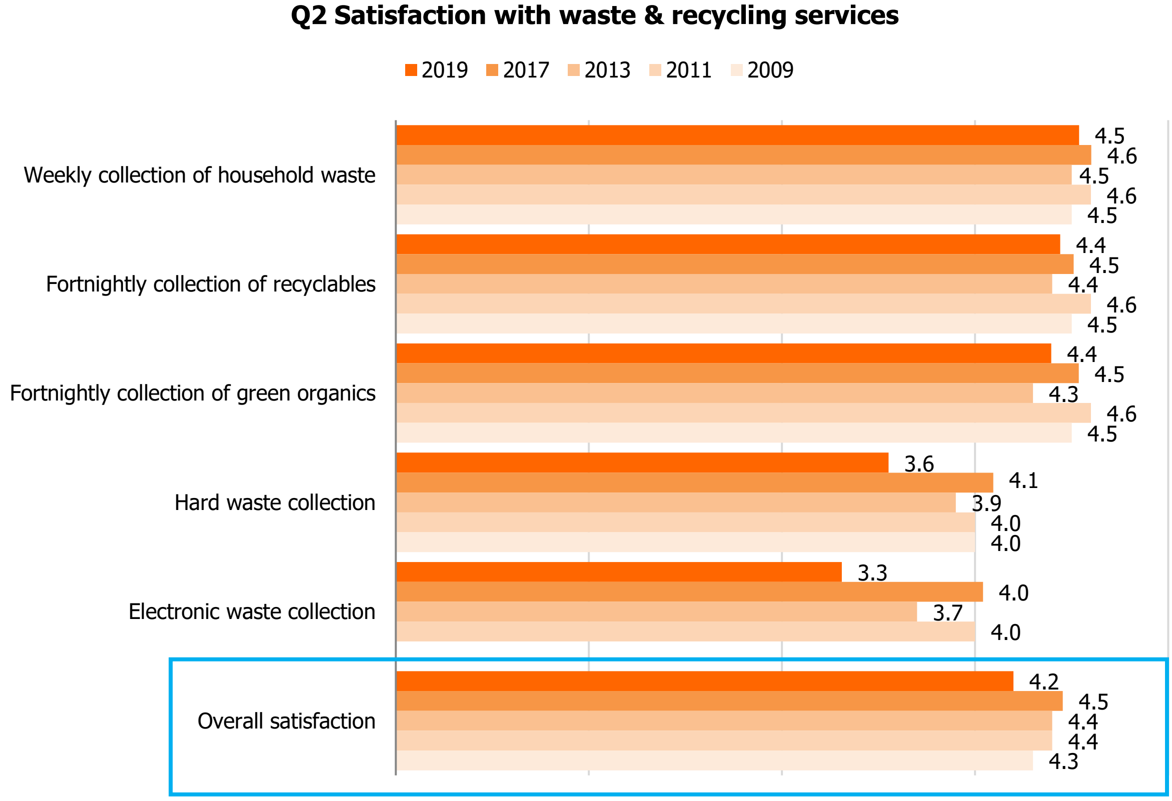


After considering each performance area, the area with the most impact on overall performance is **infrastructure [0.342]**. **Environment management** and **Community services** have the lowest impact and this could be due to a large number of respondents indicating 'Don't know' for several sub-areas which suggests awareness or engagement with the services could be low.



Waste & Recycling Services

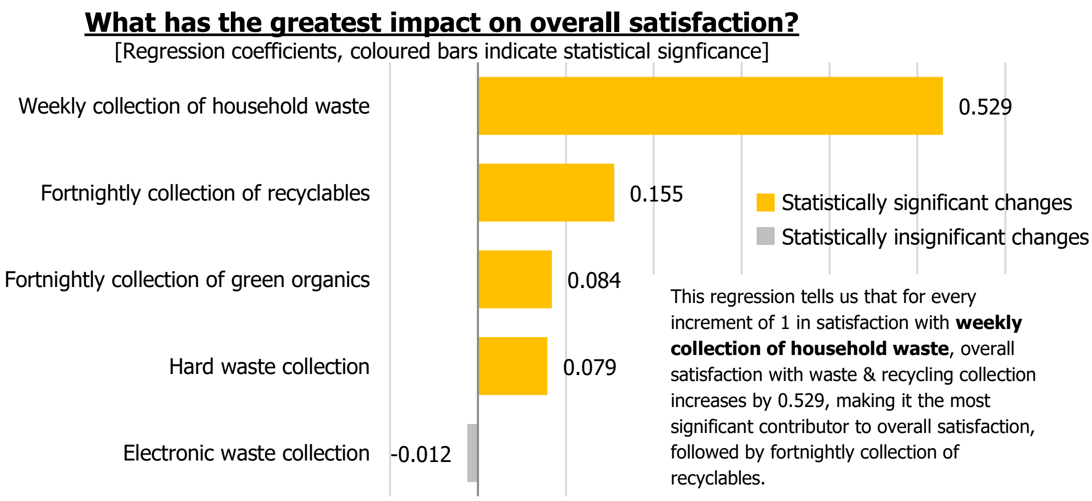
Satisfaction with waste collection & recycling remains relatively stable, with slight decreases across most measures since 2017. The most significant decreases were noted for 'hard waste collection' [3.6] and 'electronic waste collection' [3.3]. Overall satisfaction remains high (above 4.0) although it is at the lowest since 2009.



*The word 'annual' was removed from hard waste and electronic waste collection in 2019

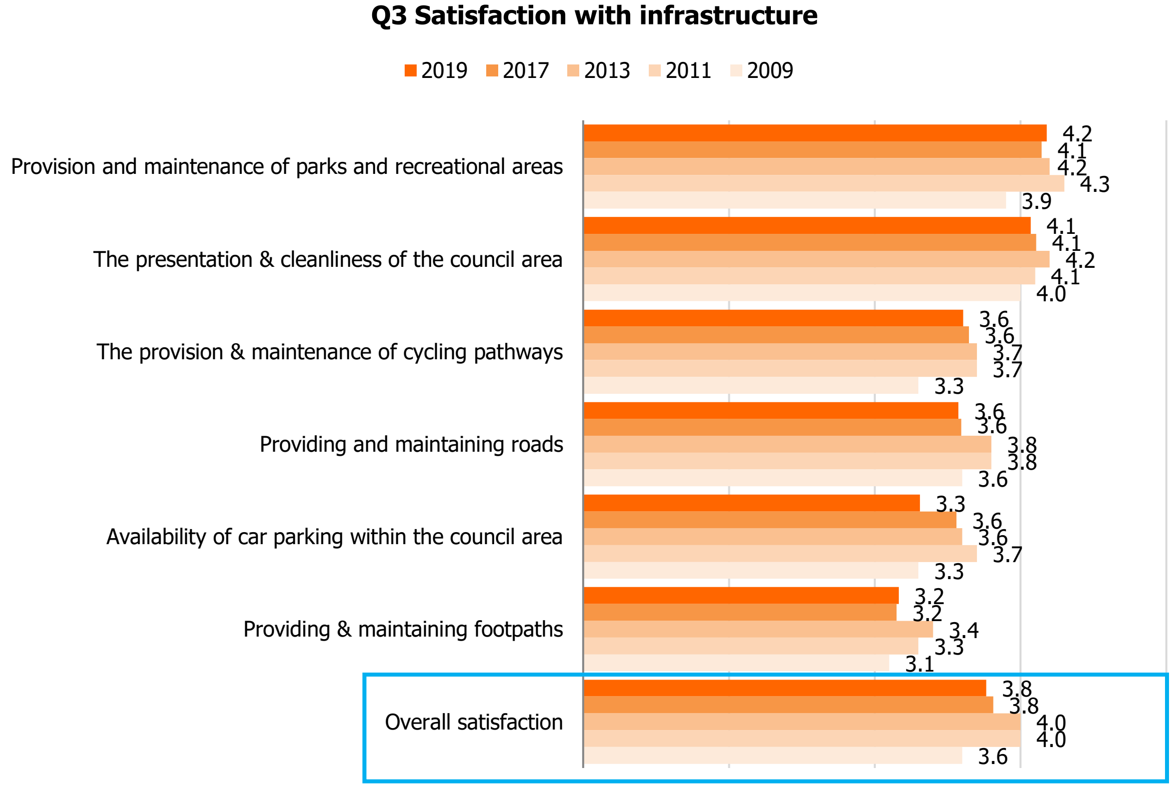
After conducting a regression analysis, **weekly collection of household waste** and **fortnightly collection of recyclables** were found to contribute most to overall satisfaction. Therefore, maintaining current service levels with these two services are most important for maintaining resident satisfaction.

Of note is **electronic waste collection** where 57% of residents indicated 'Don't know', accounting for the low impact to overall satisfaction [20% also indicated satisfied or very satisfied].



Infrastructure

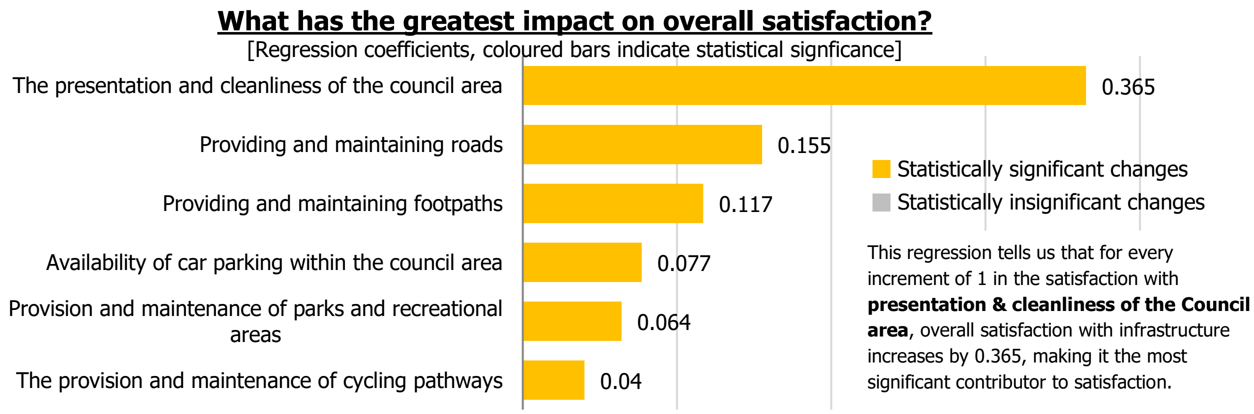
Satisfaction is mostly consistent across all sub-measures since 2017, except for 'availability of car parking within the Council area' which has decreased. Residents were most satisfied with the **provision & maintenance of parks & recreational areas** [4.2] and **the presentation & cleanliness of the Council area** [4.1]. Overall satisfaction remains stable with 2017 results.



*Note: Sub-measure 'The appearance of new development within the Council area' was moved to 'Quality of life' section and amended to 'The nature of new development within the Council area'.

A regression analysis reveals the **presentation & cleanliness of the Council area** has the strongest impact on overall satisfaction towards infrastructure. Since the infrastructure has the highest impact on overall satisfaction with the City of Norwood Payneham & St Peters, a priority should be placed on maintaining the presentation & cleanliness of the Council area for residents.

The 'provision and maintenance of cycling pathways' was noted to have the least impact. However, residents indicated 'don't know' to a higher extent for cycling tracks [30%] than to other sub-areas.

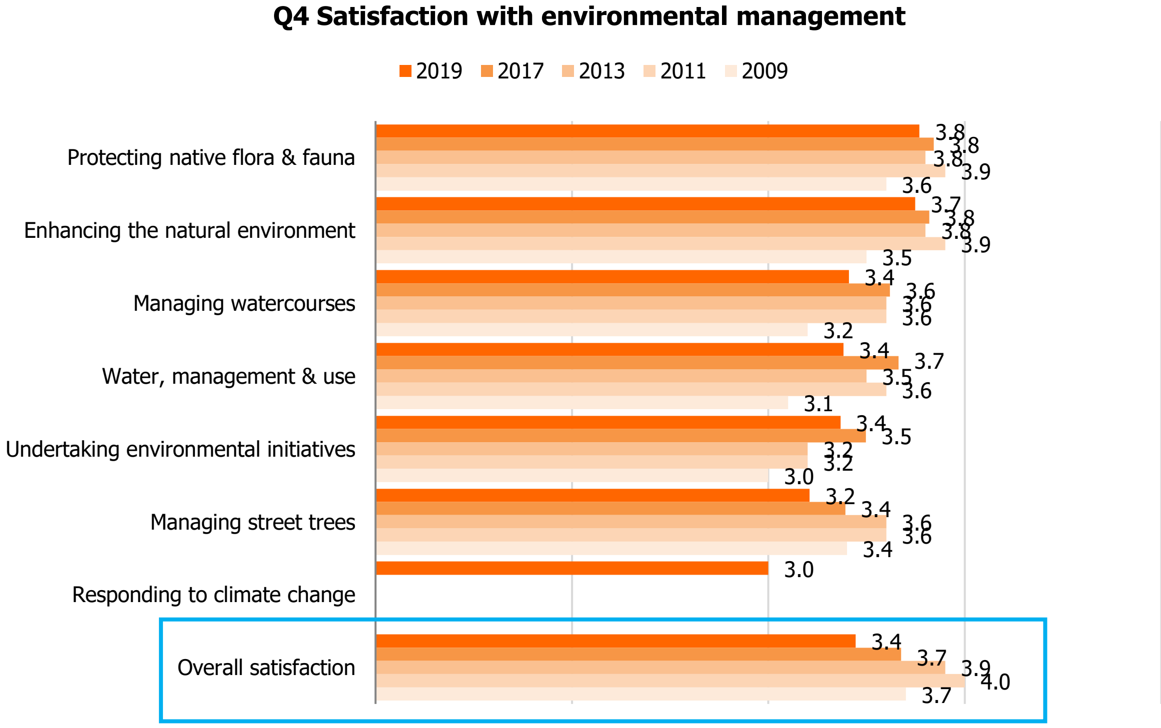


The Environment

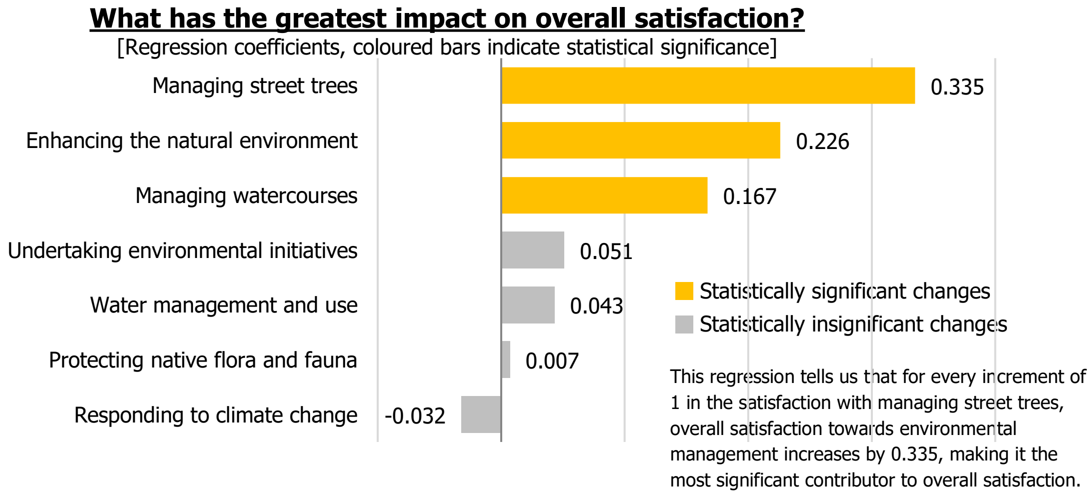
In this survey iteration, 'responding to climate change' was added to the list of measures to be rated and ultimately received the lowest satisfaction rating.

Satisfaction with **protecting native flora & fauna** is highest [3.8] and **managing street trees** is lowest [3.2], since **responding to climate change** was a newly added sub-measure in 2019. While satisfaction towards **managing street trees** is mostly positive [46% indicated satisfied/very satisfied], it is also the attribute where the most dissatisfaction was measured [28% indicated dissatisfied/very dissatisfied]. This was also mentioned as one of the high priority areas for Council to improve on. When compared across wards, residents from St Peters had the lowest level of satisfaction [2.9] while residents from West Norwood Kent Town expressed highest level of satisfaction [3.4].

Overall satisfaction has decreased since in 2019 [3.4] when compared with 2017 [3.7].



The significance of managing street trees is also revealed via regression analysis. Managing street trees, enhancing the natural environment and managing watercourses contribute most to overall satisfaction with environmental management.

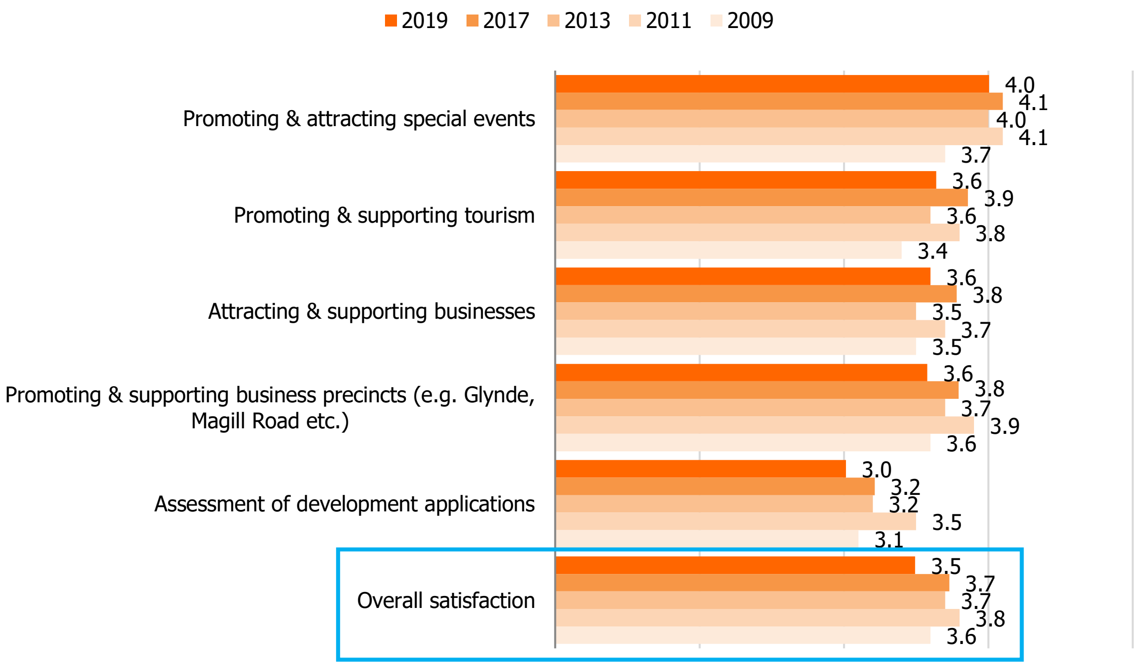


Economic Development

Overall, satisfaction with economic development decreased across the various attributes as compared with previous years' results. **Promoting & supporting special events** has the highest level of satisfaction while **assessment of development applications** emerged as the lowest.

Overall satisfaction has remained fairly consistent with only a slight decrease since 2017.

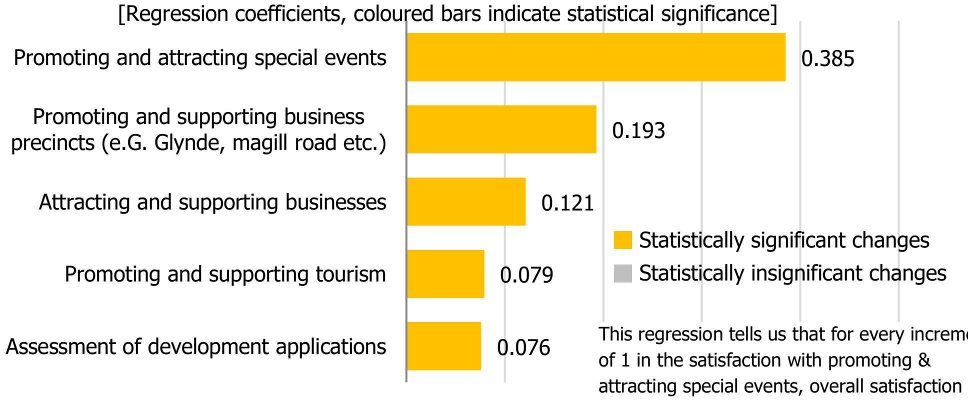
Q6 Satisfaction with economic development



Regression analysis reveals **promoting & attracting special events** to have a large significant impact on overall satisfaction. Improving overall satisfaction requires memorable promotion of special events to residents while also rendering good support to businesses in the precincts.

What has the greatest impact on overall satisfaction?

[Regression coefficients, coloured bars indicate statistical significance]



This regression tells us that for every increment of 1 in the satisfaction with promoting & attracting special events, overall satisfaction towards economic development increases by 0.385.

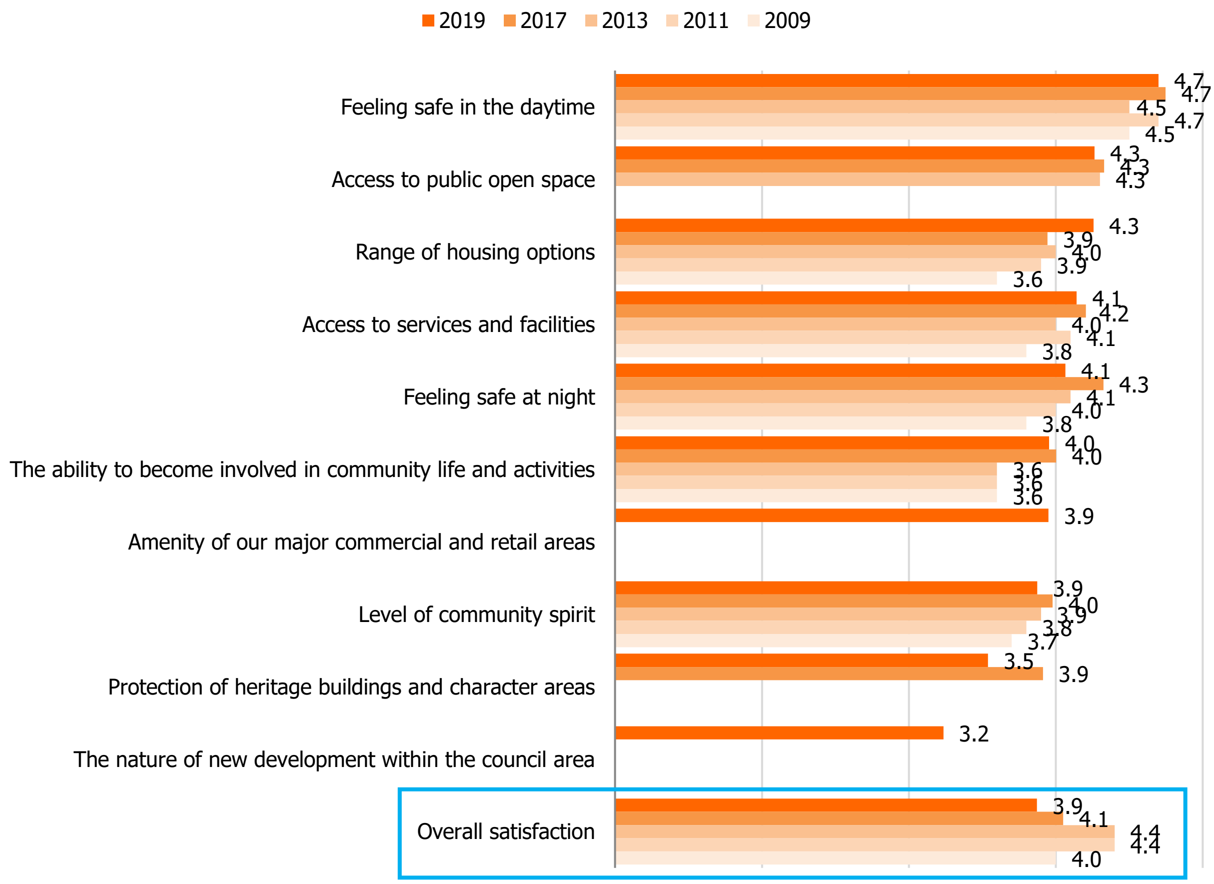
This makes it the biggest contributor to overall satisfaction with economic development.

Quality of Life

For the 2019 survey, new sub-measures such as 'amenity of our major commercial and retail areas' and 'the nature of new development within the Council area' were added.

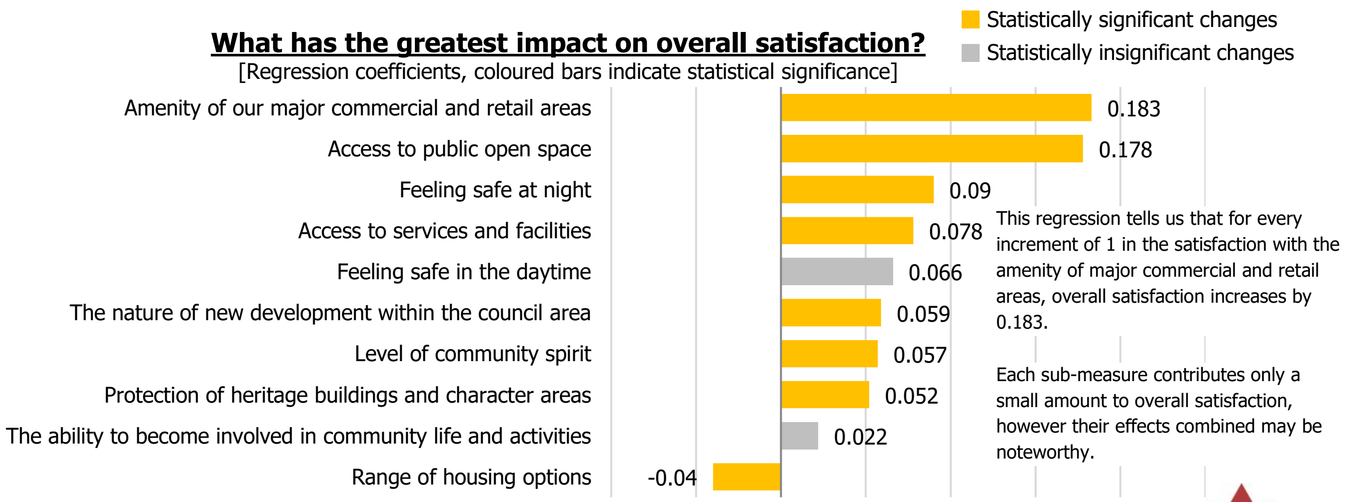
Feeling safe in the daytime [4.7] was measured as the attribute with highest level of satisfaction while **the nature of new development within the Council area** emerged as the area of lowest satisfaction.

Q7 Satisfaction with quality of life



There was no one significant measure that had a major impact on overall satisfaction. Most sub-measures were found to have a mild effect on overall satisfaction.

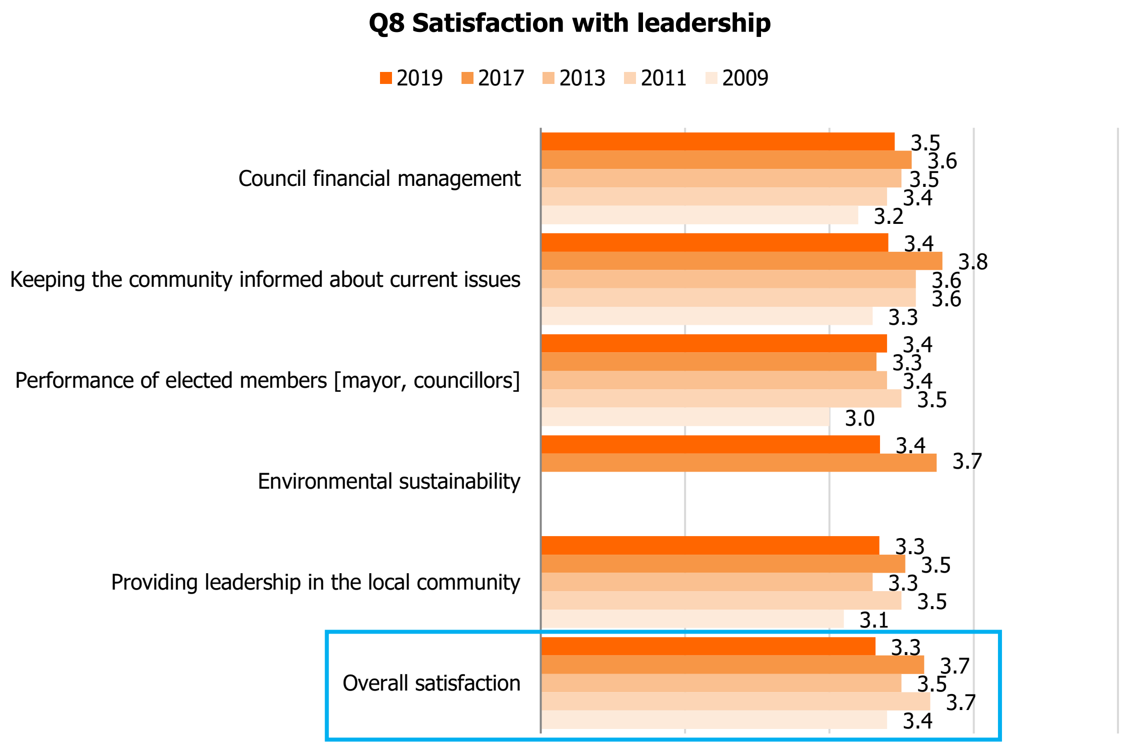
What has the greatest impact on overall satisfaction?
[Regression coefficients, coloured bars indicate statistical significance]



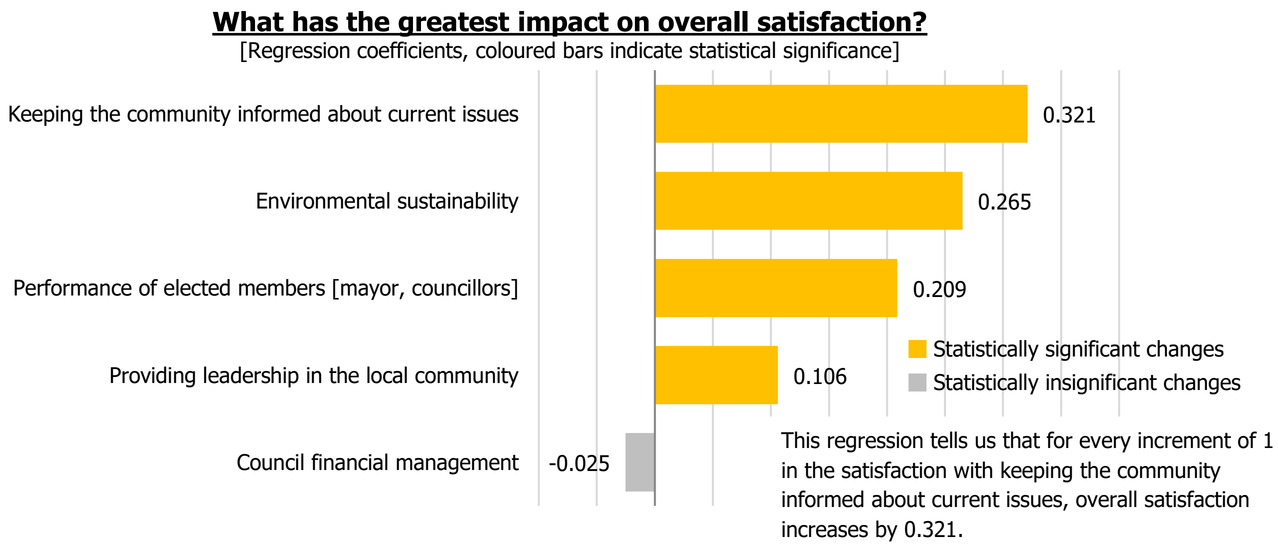
Council Leadership

Overall satisfaction has decreased from 3.7 in 2017 to 3.3 in 2019. All areas of leadership were mostly positive with an average satisfaction of above 3.0 although most measures noted a slight decrease in satisfaction from 2017.

Council financial management was the highest contributor to the overall satisfaction with leadership while **providing leadership in the local community** was rated the lowest.



A regression analysis reveals that **keeping the community informed about current issues** has a large significant impact on overall satisfaction. Frequent and regular communication and engagement with the residents have a high impact on the overall satisfaction with the leadership.

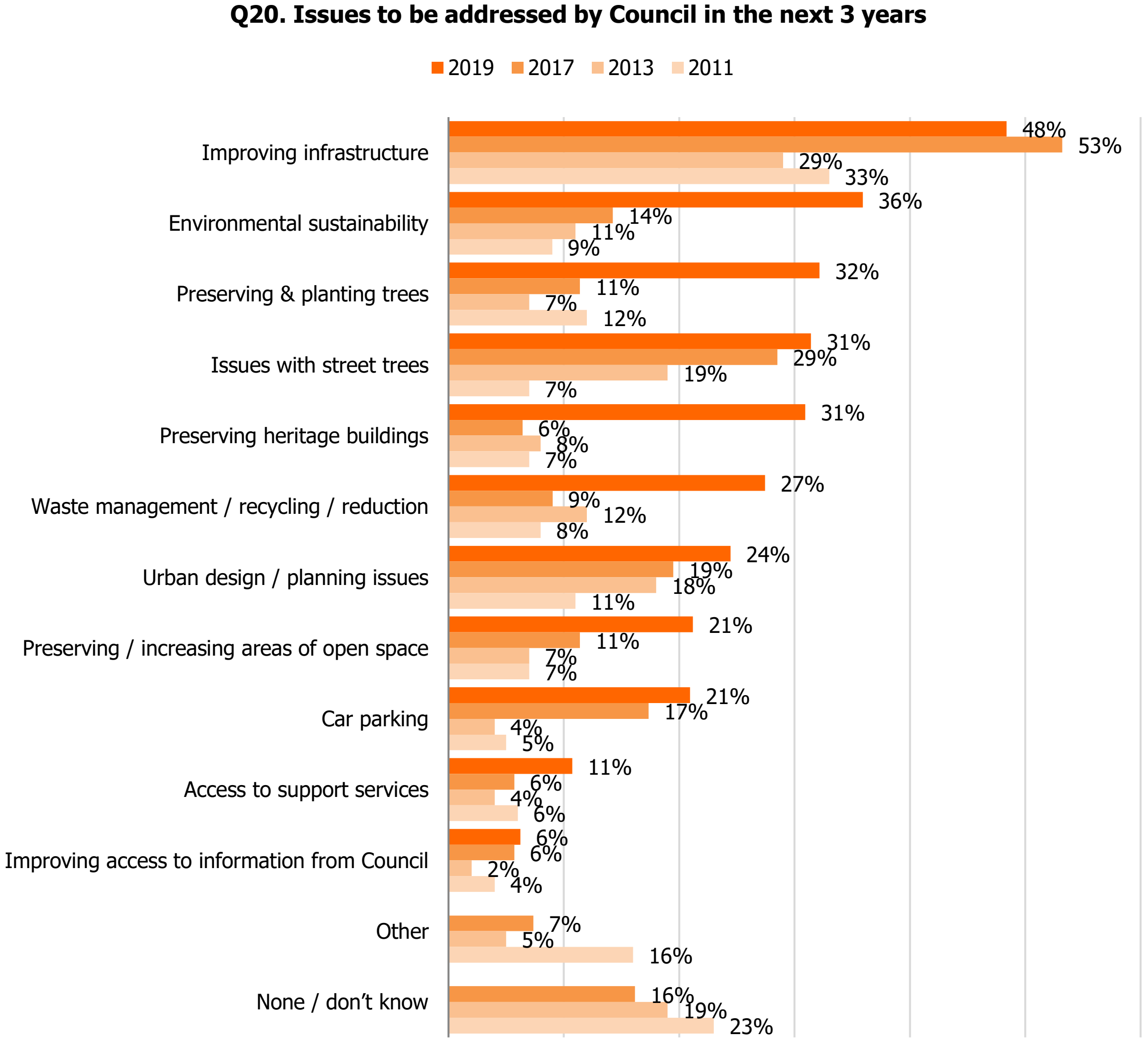


Issues of Importance

In this iteration of the survey, participants were only asked to rank the top three major issues that Council should be addressing in the next 3 years. This was a slightly different approach compared to previous years whereby respondents were asked to list all issues to be addressed and then rank the top three from the selected issues. The results for 2019 may seem more inflated than previous years due to each respondent ranking three major issues along with the removal of 'don't know' and 'other' options. However, the order of importance remains unaffected.

The graph below shows the aggregate of all issues raised in general without accounting for ranking (i.e. the sum of those who have ranked the issues as top three).

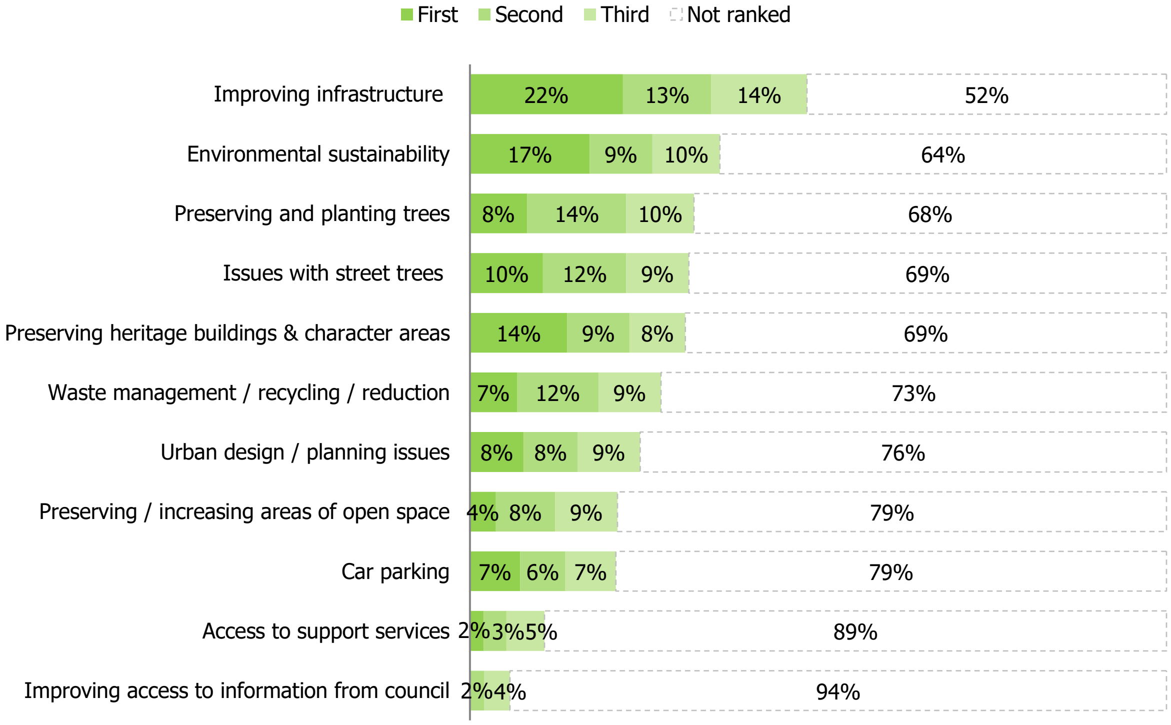
Improving infrastructure [48%] remains the most prominent issue residents want addressed by the Council in the next 3 years. The top three areas that have the greatest increase since 2017 are 'preserving heritage buildings', 'environmental sustainability' and 'preserving & planting trees'.



The graph below shows the breakdown of ranking given to each issue. Issues have been sorted based on proportion of ranking; more important issues will generally have more votes than less important issues, whether they are first, second, or third.

When analysing the ranking data, **improving infrastructure** was the top priority, with close to half of the residents surveyed [48%] indicating it is an issue to be addressed by Council [22% indicated it as a first-preference issue]. **Environmental sustainability** was also ranked as an issue by 36% of residents followed by **preserving & planting trees** [32%].

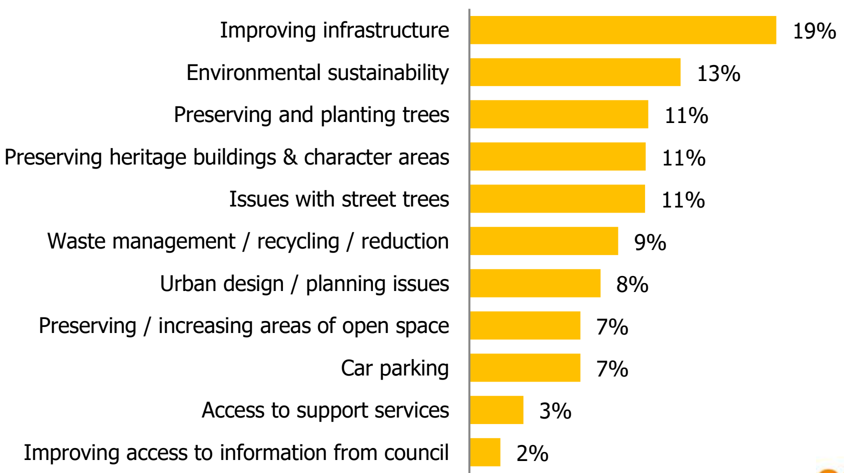
Q20 Ranking of issues



The results were quite similar to 2017 with 53% indicating improvements to infrastructure as the main issue to be addressed followed by one-third of the residents indicating issues with street trees [37%].

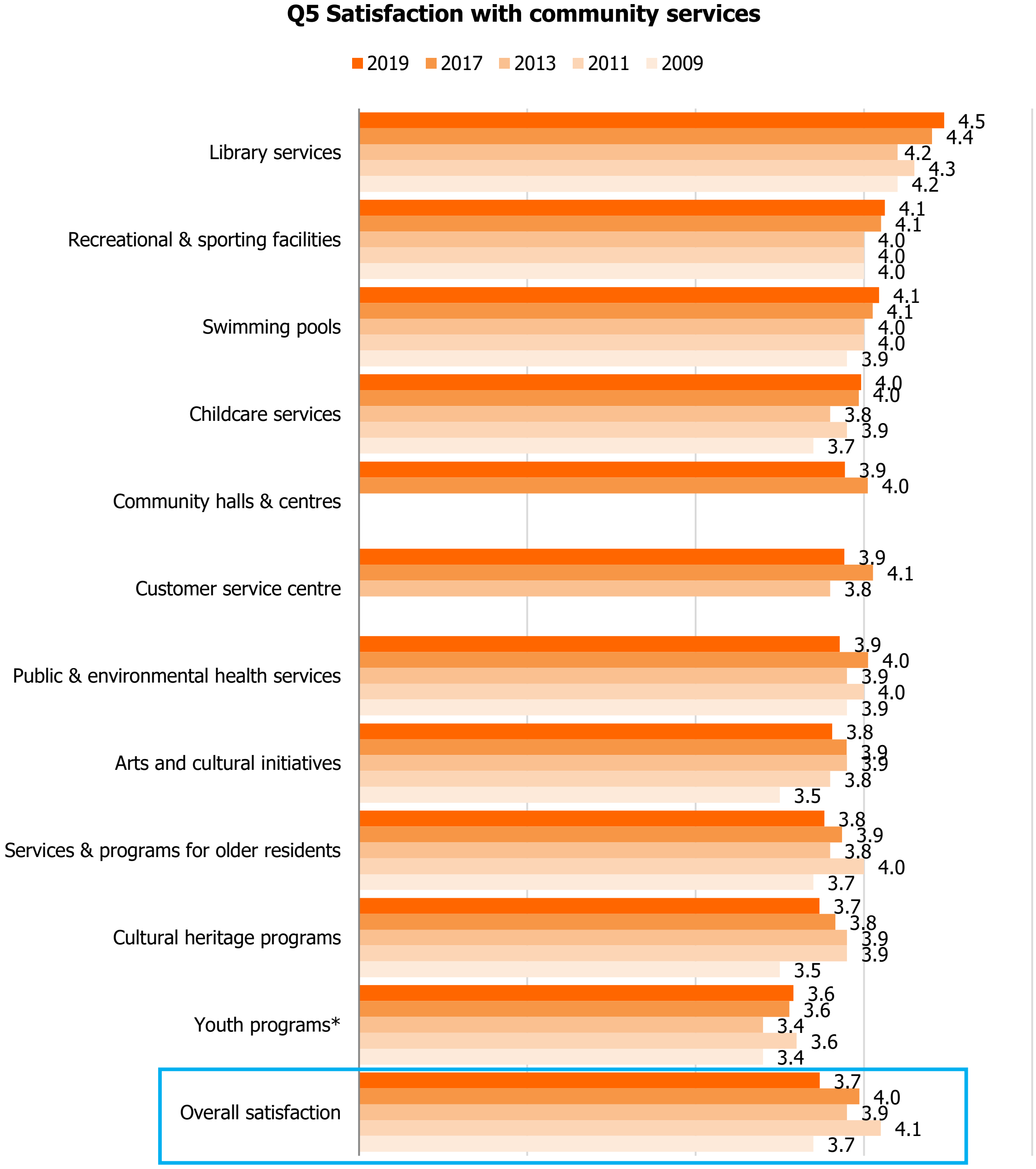
A ranking analysis gives further clarity as to which issues are a priority. The following graph outlines an analysis that factors in all rankings across the sample and estimates the proportion that would rank an attribute as 'first'. The results reveal **improving infrastructure** is a key issue, along with **environmental sustainability** and **preserving and planting trees.**

Ranking analysis of priority isuues



Community Services

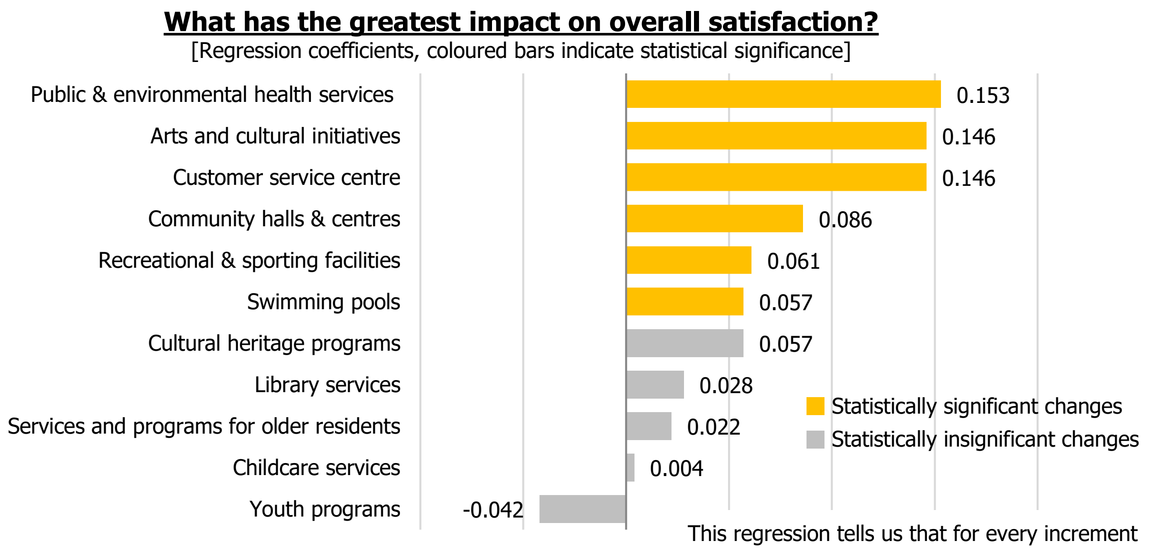
Satisfaction with almost all community services has remained fairly consistent with 2017 results, with slight fluctuations noted. **Library services** emerged as the highest [4.5], increasing slightly from satisfaction measured in 2017, while **youth programs** were rated the lowest [3.6].



*Note: 'Youth services' was changed to 'Youth programs' in 2019

A regression analysis of satisfaction with each service finds that several factors such as **public & environmental health services, arts and cultural initiatives and customer service centre** have moderate impact on overall satisfaction.

Increase of public & environmental health services, higher engagement with the residents and more arts & cultural initiatives will help improve the perceptions of community services provided by the Council.



This regression tells us that for every increment of 1 in the satisfaction with the public & environmental health services, overall satisfaction with services increases by 0.153. This is the biggest contributor to overall satisfaction with community services.

Council Services Usage

The usage of various Council services is seen to have increased over time.

Parks & playgrounds [88%] were most highly frequented area followed by **bus stops** [82%], **library services** [69%] and **cultural or entertainment facilities** [68%]. Consistent with the regression analysis above, **youth programs** have the least engagement among residents in the Council area.

Q9 Current use [over time]	2019	2017	2013	2011
Parks & playgrounds	88%	75%	80%	-
Bus stops	82%	77%	-	-
Library services	69%	54%	55%	63%
Cultural or entertainment facilities	68%	45%	-	-
Bicycle pathways	46%	38%	42%	36%
Swimming pools	45%	39%	40%	41%
Sporting facilities	41%	30%	-	-
Community halls & centres	31%	23%	16%	29%
Services & programs for older residents	14%	14%	12%	16%
Built cultural heritage services/advice	12%	9%	8%	19%
Youth programs	4%	4%	4%	6%

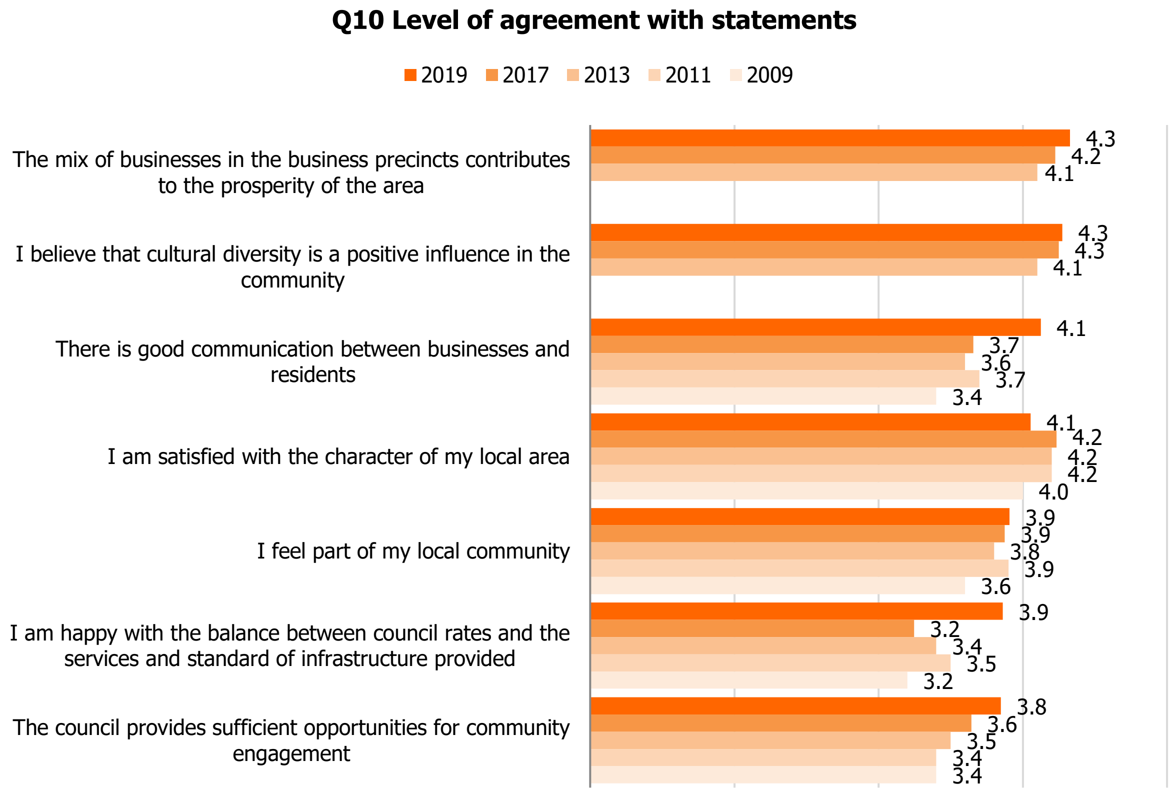
When examining the barriers for non-usage of services, a high proportion of residents indicate that there is no need for the services, hence the low contributions of these services towards the overall satisfaction. At least 4 in 5 residents mentioned that they did not have a need for youth programs, built cultural heritage services / advice and services & programs for older residents.

Q9b [% based on whole sample, n=401]	No need	Awareness	Cost	Transport/access	Timing/location	Other
Youth programs	88%	4%	-	-	1%	1%
Built cultural heritage services / advice	81%	3%	-	-	1%	2%
Services & programs for older residents	79%	4%	-	<1%	2%	2%
Community halls & centres	60%	7%	<1%	-	2%	1%
Sporting facilities	49%	4%	<1%	<1%	4%	3%
Bicycle pathways	48%	2%	-	<1%	1%	2%
Swimming pools	43%	3%	<1%	1%	3%	5%
Cultural or entertainment facilities	21%	5%	-	<1%	3%	1%
Library services	21%	2%	-	<1%	4%	2%
Bus stops	16%	<1%	-	<1%	1%	1%
Parks & playgrounds	9%	1%	-	<1%	1%	<1%

*Note: 'No need' was added as an option in 2019.

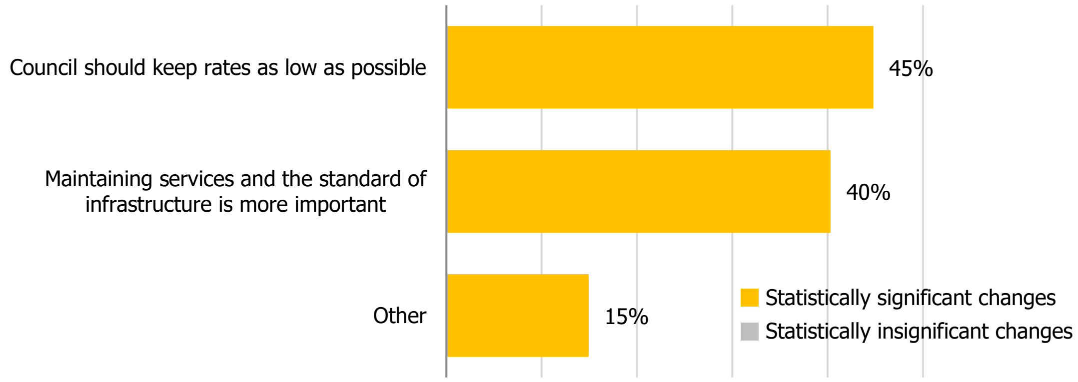
Perception Statements

Overall, residents exhibited a high level of agreement [3.8 and above] with the range of statements provided, suggesting positive perceptions towards the City of Norwood Payneham & St Peters. Residents most agreed with the statement '**the mix of businesses in the business precincts contributes to the prosperity of the area**'. Some significant increases were noted for '**there is good communication between businesses and residents**' [3.7 to 4.1 in 2019] and '**I am happy with the balance between council rates and the services and standard of infrastructure provided**' [3.2 to 3.9 in 2019].



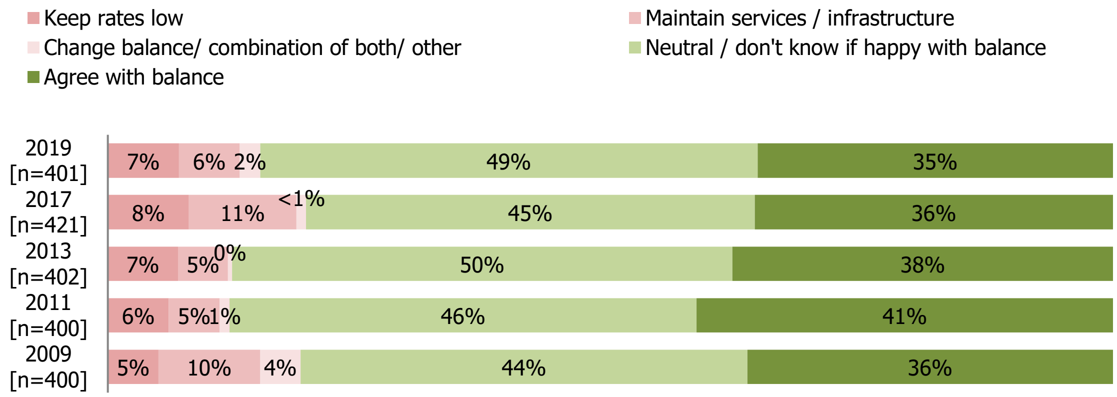
Among those who indicated that they were not happy with the balance between rates and services provided, a higher proportion mentioned that Council should keep rates as low as possible [45%] as compared to maintaining services / infrastructure [40%].

Q11 Preference between rates and services / infrastructure provided
[Those who rated 1=strongly disagree or 2=disagree only, n=67]

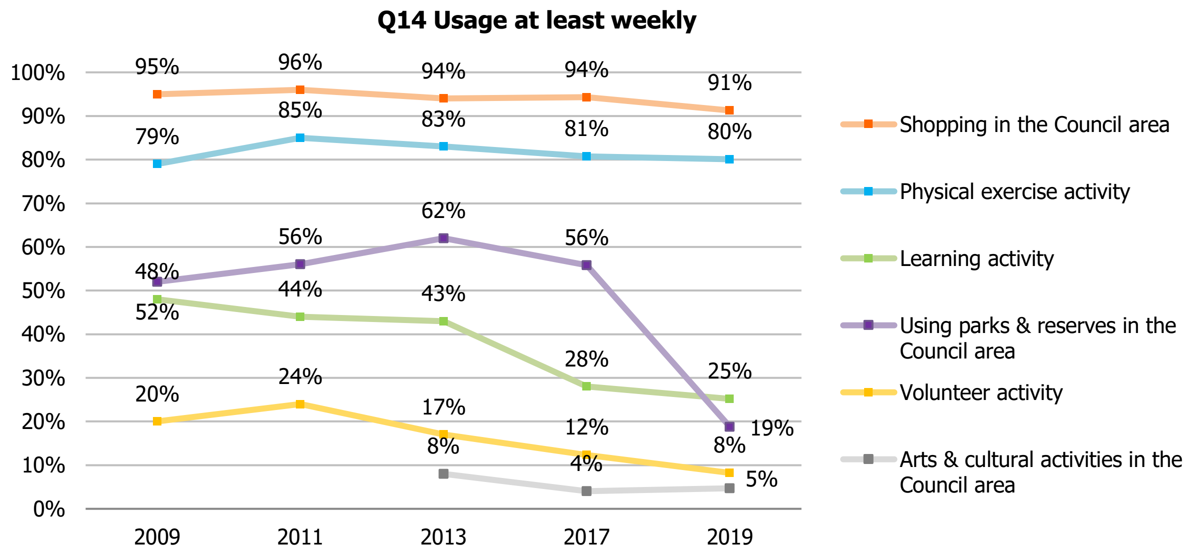


When analysing the sample as a whole, 7% mentioned preference to keep low rates over maintaining services / infrastructure [6%]. This indicates the majority of the dissatisfied residents are looking for a balance between low rates and maintenance of services / infrastructure.

Q11 Happiness with balance between rates and services/infrastructure provided
[Red indicates those that rated 1=strongly disagree or 2=disagree]



Participation in Selected Activities



*Note: The options for frequency of participation were slightly different in 2019.

There was a slight revision to the question in 2019, particularly in the frequency brackets for the participation in the activities. The option of 'once/twice a week' was removed to make the frequency of visit more distinct.

Overall, decreases were noted for almost all the activities in 2019. Shopping in the Council remains the most common weekly activity [91%] followed by engaging in physical exercise activity [80%]. The most significant drop was noted for use of parks & reserves in the Council area, however, 98% of the residents use this area in 2019 as compared to 79% in 2017, indicating that more residents are using the facility now but at a lower frequency.

In accordance with previous reporting, the cumulative proportion of residents engaging in the listed activities is used, with the 6 month and yearly timeframes used as reference points.

Up to every 6 months						
Q14	Volunteer activity	Learning activity	Using parks & reserves in the Council area	Physical exercise activity	Shopping in the Council area	Arts & cultural activities in the Council area
2019	34%	42%	92%	91%	100%	60%
2017	23%	34%	77%	84%	98%	32%
2013	27%	47%	82%	87%	98%	25%
2011	34%	48%	76%	87%	99%	-
2009	32%	53%	74%	86%	99%	-

Note: The options for frequency of participation were slightly different in 2019. 'Once / twice a week' and 'Less often' were removed while 'Every three months' and 'Every six months' were merged into 'Every three to six months'.

Up to once a year						
Q15	Volunteer activity	Learning activity	Using parks & reserves in the Council area	Physical exercise activity	Shopping in the Council area	Arts & cultural activities in the Council area
2019	40%	46%	98%	92%	100%	76%
2017	25%	36%	79%	84%	98%	39%
2013	34%	49%	90%	88%	98%	55%
2011	43%	53%	87%	89%	100%	-
2009	42%	59%	83%	88%	100%	-

Note: The options for frequency of participation were slightly different in 2019. 'Once / twice a week' and 'Less often' were removed while 'Every three months' and 'Every six months' were merged into 'Every three to six months'.

Engaging with Council

Residents were given an opportunity to indicate when would be the most suitable times for participating in a Council engagement session regarding Council projects. Similar to 2017, residents most preferred an evening timeframe after office hours [between 7pm to 9pm] on a weekday [45%].

33% indicated they did not want to participate at all.

Times [Q19]	**2019**	**2017**
Morning [between 9am to 12pm]	16%	13%
Afternoon [between 12pm and 4pm]	17%	16%
Evening [between 7pm to 9pm]	31%	34%
All of the above / **no preference**	6%	5%
None of the above – I don't want to participate	33%	38%

Days [Q19]	**2019**	**2017**
Weekdays	45%	44%
Weekends	10%	15%
All of the above / **no preference**	14%	7%
None of the above – I don't want to participate	33%	38%

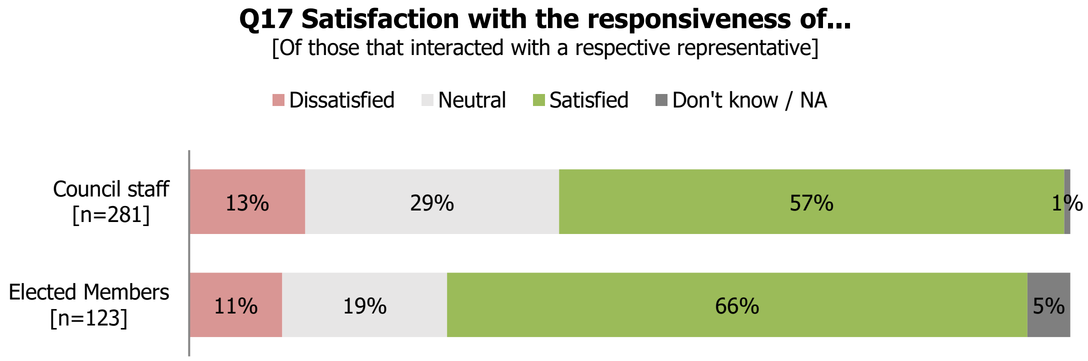
Interaction

Residents were asked about their interaction with Council staff or Elected Members, when the interaction was, and whether they were satisfied with it. In 2017, changes to the survey distinguished whether residents were referring to interactions with Council staff or Elected Members.

Similar to 2017, interactions with Council staff are more common than with Elected members. There is also an increase in the frequency of interaction with Council staff from 2017 (27% within the last 3 months) to 2019 (43% in the last 3 months). Interactions with the Elected Members however, continues to remain low.

Q15 /Q16	**2019** Council Staff [n=401]	**2019** Elected Members [n=401]	**2017** Council Staff [n=421]	**2017** Elected Members [n=421]	**2013** [Combined Staff and Elected Members]	**2011**	**2009**
Within the last week	13%	2%	7%	1%	9%	8%	10%
Within the last month	14%	3%	9%	1%	13%	11%	12%
Within the last 3 months	16%	4%	11%	2%	13%	11%	14%
Within the last 6 months	10%	6%	12%	1%	9%	8%	8%
Within the last year	11%	7%	12%	3%	9%	11%	13%
Within the last 2 years	5%	3%	7%	3%	4%	6%	7%
Within the last 5 years	2%	3%	4%	3%	3%	3%	8%
More than 5 years ago	2%	3%	2%	3%	2%	2%	2%
Ever interacted with Council	74%	31%	63%	17%	63%	61%	74%
Can't recall	4%	5%	8%	10%	11%	5%	5%
Never	22%	65%	29%	72%	26%	34%	21%

Of those who interacted with an Elected Member or Council Staff, the satisfaction with the responsiveness was largely satisfactory with only 13% indicating dissatisfaction with Council Staff and 11% indicating dissatisfaction with Elected Members. A more timely responses to the queries from the staff member will improve the perception of communications between the residents and the Council.



Communication of Council Services & Activities

Information is most preferred to be received via LookEast [32%] and the Council's website [30%], similar to 2017 results. There is a significant drop in preference of Council's publications / fliers in 2019 [29%] as compared to 2017 [46%]. This could be due to a higher proportion of people relying on information gathered via social media pages in 2019. Furthermore, when examining usage amongst age brackets, some distinctions were clear;

- Of those who get their information via the LookEast publication or Council publications / fliers generally tend to be older, aged 40 or above [88% and 72%].
- Those aged 30 and below, were highly inclined to seek information via social media pages [46%].
- Information via Messenger articles is highest amongst those aged 55 to 64 [35%].
- Of those who mentioned 'other' category, email was most commonly noted followed by post.

Q18	2019	2017	2013	2011	2009
LookEast	32%	37%	5%	12%	4%
Council's website	30%	32%	22%	29%	20%
Other Council publications/fliers	29%	46%	26%	34%	42%
Other	24%	14%	3%	2%	4%
Social media pages	21%	10%	-	-	-
Messenger articles	16%	28%	15%	14%	2%
Libraries/noticeboards	16%	13%	1%	3%	1%
Word of mouth	6%	15%	1%	-	2%
Council's monthly Messenger column	5%	8%	5%	5%	13%
Council staff	5%	7%	13%	11%	10%
Community events	3%	5%	<1%	-	-
Precinct websites and Facebook	3%	1%	1%	-	-
Do not find out information	1%	3%	3%	1%	3%

Note: In 2019, residents were only asked about preferred sources or information and not about current sources of information.

Attendance at Council-Run Events

Simliar to 2017 results, the Norwood Christmas Pageant had the highest attendance [42%] and remains the most commonly attended event since 2011 [38%], followed by Norwood on Tour Race [35%] and Parades on Norwood Parade [28%].

Q13	2019	2017	2013	2011
Norwood Christmas Pageant	42%	42%	37%	38%
Norwood on Tour Race [Tour Down Under]	35%	30%	25%	34%
Parades on Norwood Parade [Fashion on Parade]	28%	34%	15%	11%
St Peters Fair	26%	24%	16%	13%
Norwood on Tour Street Party [Tour Down Under]	20%	24%	-	-
Twilight Carols & Christmas Market	17%	17%	-	-
Jazz in the park*	16%	-	-	-
Taste Glynde	16%	10%	-	-
Melodies in the Park	13%	4%	-	-
Cultural Heritage Events	12%	6%	6%	5%
Australia Day celebration	12%	10%	5%	4%
Food Secrets of Glynde Bus Tour	9%	7%	-	-
Zest for life festival*	6%	-	-	-
Youth Arts & Events	3%	5%	4%	1%
Every Generation Concert	-	3%	2%	-
Attendance at any of these events	74%	70%	70%	70%
Did not attend any of these events	26%	30%	30%	30%

*New additions in 2019

Final suggestions [Q21]

The last question in the survey before demographics and classifications was an open-ended question asking: "*If you had one suggestion or comment for the Council as to how it could improve its service delivery, what would it be?"*

Overall, 283 respondents provided suggestions on areas for improvement.

The primary areas of concern for residents are:

- **Maintenance** [60 responses] – footpaths, roads and overgrown trees
  - Clean up leaves more frequently.
  - Consistency in maintenance of footpaths and roads, seems haphazard. In our street the footpath on one side is paved and the other side is still bitumen.
  - Fix roads and footpaths.
  - Keeping gutters clean on roads, flooding is too common.
  - Prune street trees so branches don't fall on people and cars. Fix footpaths where tree roots have lifted them.

- **Communication and consultation / responsiveness** [47 responses] – engaging the community & keeping them informed, responding to feedback efficiently
  - Communication is hit and miss. They should inform residents what is happening in their area.
  - Feet on the ground: interact with community on a face to face basis.
  - Get back to people with queries. Had a dog issue the other week and they never got back to me.
  - More information about new developments, improvements and services in my local area.
  - Provide a way to interact with Council digitally, an app would be useful to get info on community events and waste management services. Can send in photo of problem with footpath or road.

- **Traffic management & parking** [41 responses] – parking availability, traffic flow, speed limits
  - Car parking, residents can't park. Issue permits on merit and more timed parking.
  - Review time restrictions for car parking on The Parade.
  - Speed limit to be lowered on John Street, cars going too fast and noisy… dangerous around oval and kids' playground area.
  - Upgrade the roads, widen them to reduce traffic congestion.

- **Development / planning aspects** [36 responses] – opposition to sub-divisions or increasing density and heritage contributors, upgrading/improving appearance of area
  - Maintain character by limiting high-rise developments and box housing.
  - Don't build on the open spaces, keep it green and friendly.
  - Restrict the demolition of heritage buildings.
  - An outdoor learning centre in the park for Indigenous plants.
  - Would be nice if there was a square on The Parade with a park. Implement more energy efficient developments.

- **Services** [18 responses] –rubbish collection, recycling
  - Hard rubbish to go back to once a year. As it is now, there is hard rubbish left in the street, sometimes for weeks. It is unsightly.
  - Many houses have a lot of junk in their front yard. Could the Council be able to do something about the junk in their yards?
  - Recycling batteries and electrical goods. Organise it properly.
  - Recycling should be weekly.
  - Street sweeper to come more often.

Businesses

Perceived Advantages / Disadvantages of Operating in NPSP Council Area

76% of the businesses surveyed indicated central location [76%] of the City of Norwood Payneham & St Peters was the biggest advantage to businesses operating in the area. Two-thirds of the businesses also indicated that location is good for customers and businesses.

Advantages Q10	**2019**	**2017**	**2013**	**2011**	**2009**
Close to City / central location / ideal location	76%	51%	46%	46%	29%
Location is good for customers / business	66%	48%	54%	35%	14%
We're close to other businesses / facilities we use	29%	8%	13%	8%	3%
It has a positive image as a shopping destination	28%	8%	9%	10%	4%
Get business from passing vehicle / pedestrian traffic	22%	6%	5%	8%	5%
Other advantages	6%	25%	12%	12%	16%
Total - stating advantages	86%	80%	83%	6%	62%
Don't know / not sure if any	7%	7%	1%	4%	8%
No advantages	7%	13%	16%	20%	31%

Only 12 businesses mentioned 'other' advantages. Quality of homes, facilities and demographic of people were identified as other beneficial factors for operating a business in the Council area.

Consistent with all the other years, parking issues were raised as the greatest disadvantage to the business area [52%] seeing an increase of 23% from 2017. Several other concerns raised were to do with rent and rates being too high and lack of support from Council.

Among the 20 businesses who mentioned 'other' disadvantages, areas of concerns mentioned were regarding management of parking control and improving road infrastructure to manage volume of traffic and clearer access to businesses.

Disadvantages Q11	**2019**	**2017**	**2013**	**2011**	**2009**
Lack of parking / parking issues	52%	29%	25%	22%	14%
Rates are too high^	20%	12%	11%	8%	7%
Rent is too high^	20%				
Traffic is too heavy	17%	8%	9%	6%	3%
Council is too restricting / red tape	12%	3%	-	-	6%
Other disadvantages	10%	24%	1%	1%	7%
Business and residents have conflicting needs	-	-	1%	1%	-
Issues with Council	-	-	6%	5%	-
Issues with particular location / neighbours	-	-	4%	7%	-
Total - stating disadvantages	74%	57%	52%	43%	32%
Don't know / Not sure	15%	6%	1%	-	2%
No disadvantages	11%	37%	47%	57%	66%

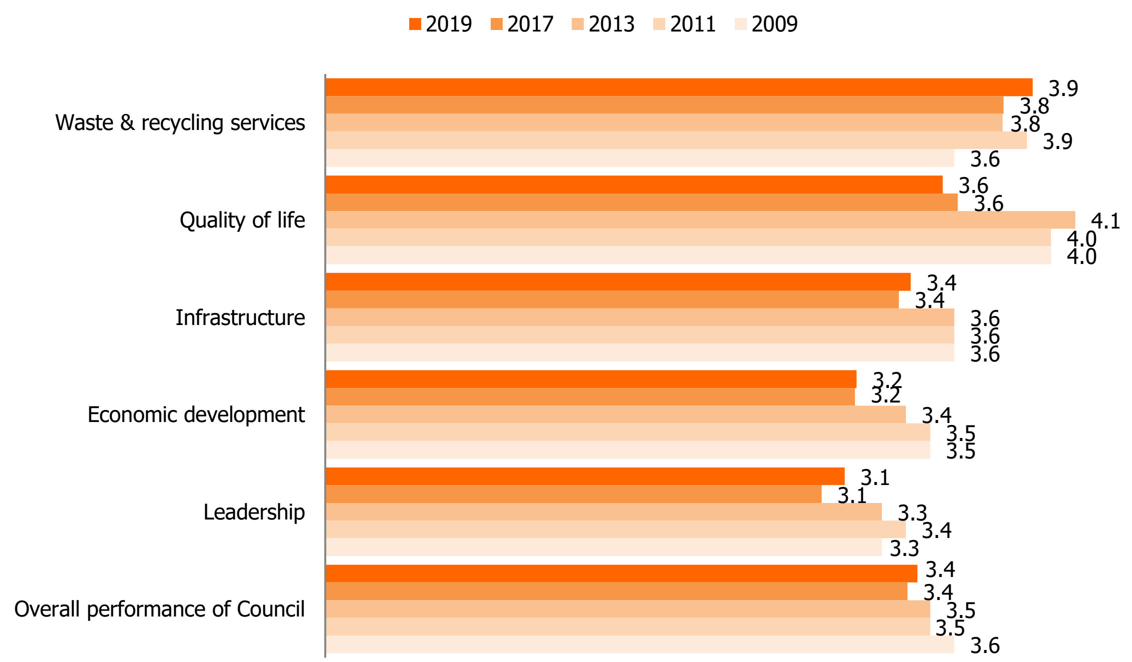
^ 'Rates/ rent is too high' was combined for years 2009 – 2017.

Overall Satisfaction of Businesses

Businesses indicate highest level of satisfaction towards **waste & recycling services** [3.9] which records a slight increase as compared to 2017. The satisfaction with all other areas remained consistent with 2017. Results indicate that businesses are generally satisfied with the Council or the Council area with no major areas of concern to be addressed since the last time the survey was conducted in 2017.

However, greater focus in the leadership and economic development (least satisfied areas) will lead to higher overall satisfaction with the performance of Council among the businesses.

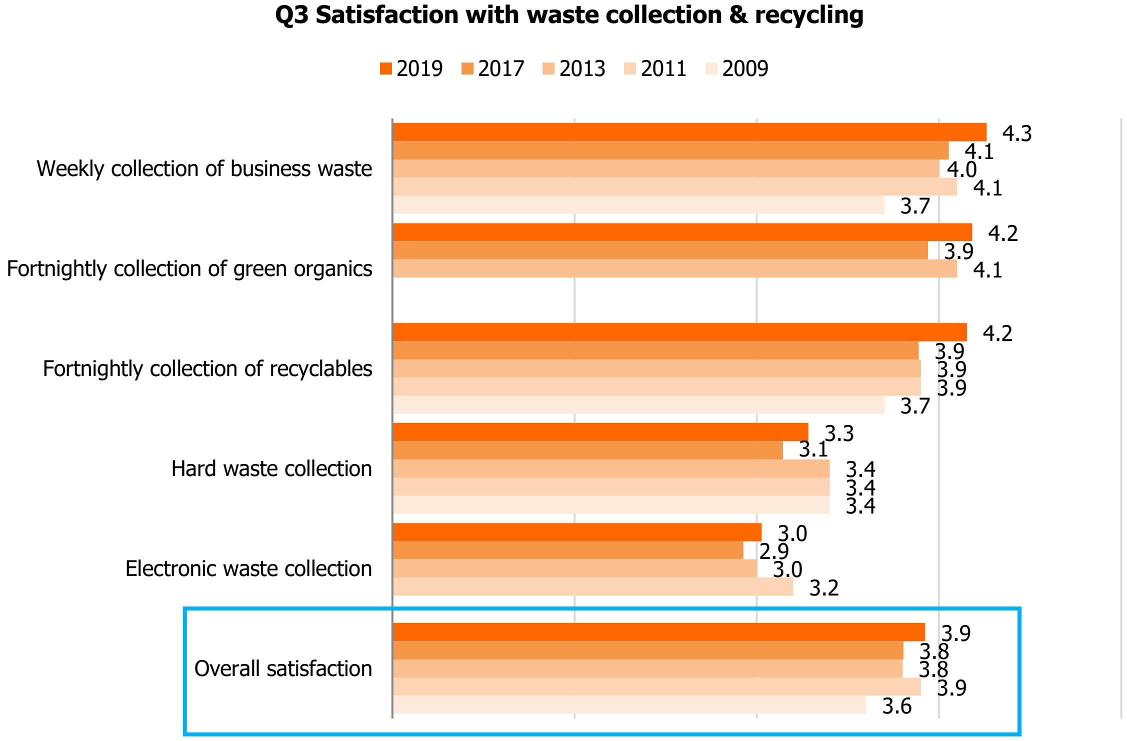
Overall satisfaction, aggregated from each area [business]
[Q3, 4, 5, 6, 7]



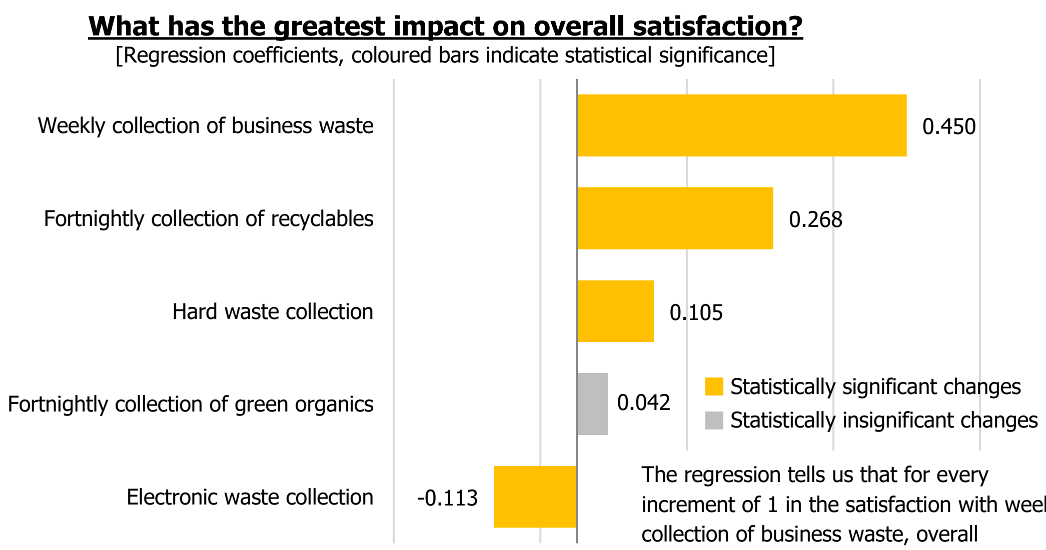
The satisfaction with overall performance of the Council in 2019 and 2017 was derived from average satisfaction in each area. The importance and satisfaction questions from the 2013 survey were removed in 2017 to decrease the length of the survey and therefore the overall performance rating was an average of the satisfaction with each service area.

Waste Collection & Recycling

Satisfaction with the **weekly collection of business waste** [4.3] recorded the highest level of satisfaction in the ten-year period, followed closely by **fortnightly collection of green organics** [4.2]. All other sub-areas also noted an increase in satisfaction attributing to a 0.1 increase in the overall satisfaction with waste collection & recycling. Satisfaction with **electronic waste collection** was the lowest, however 63% of businesses indicated 'Don't know', suggesting that e-waste collection is not an overwhelming issue or that businesses may not be aware of the service.



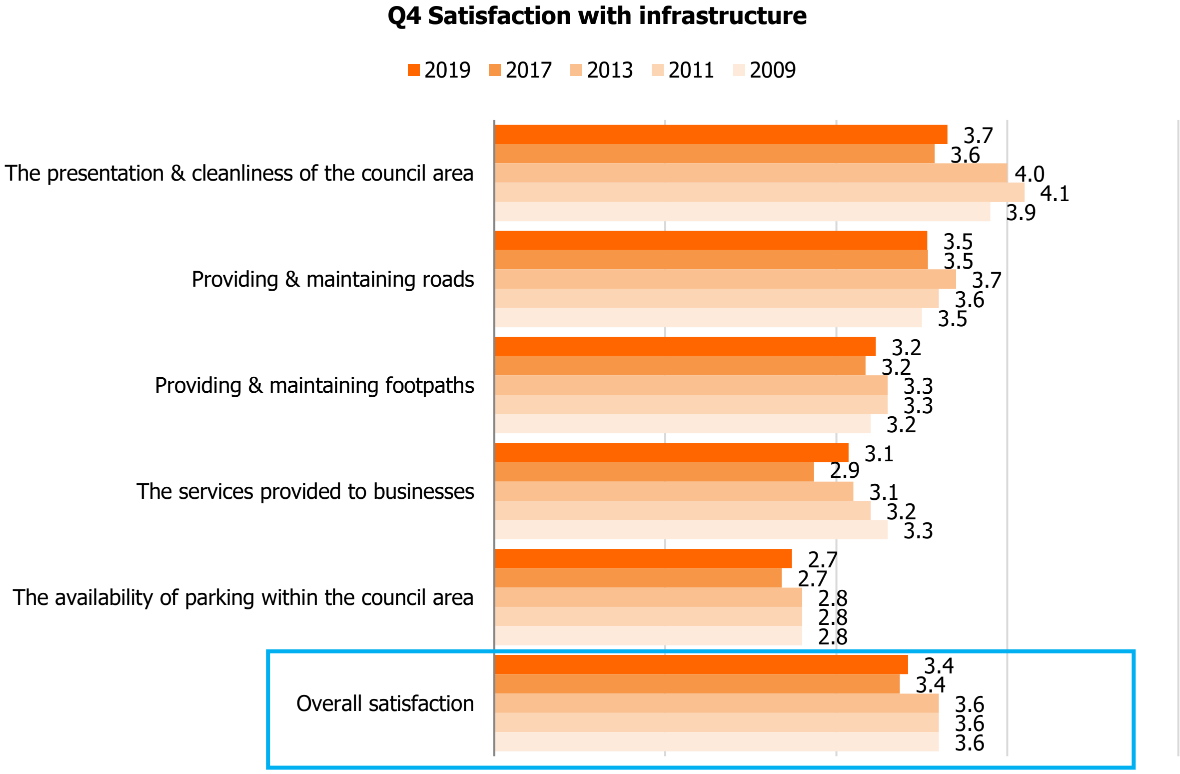
For businesses, the weekly collection of business waste has the greatest impact on overall satisfaction, followed by fortnightly collection of recyclables.



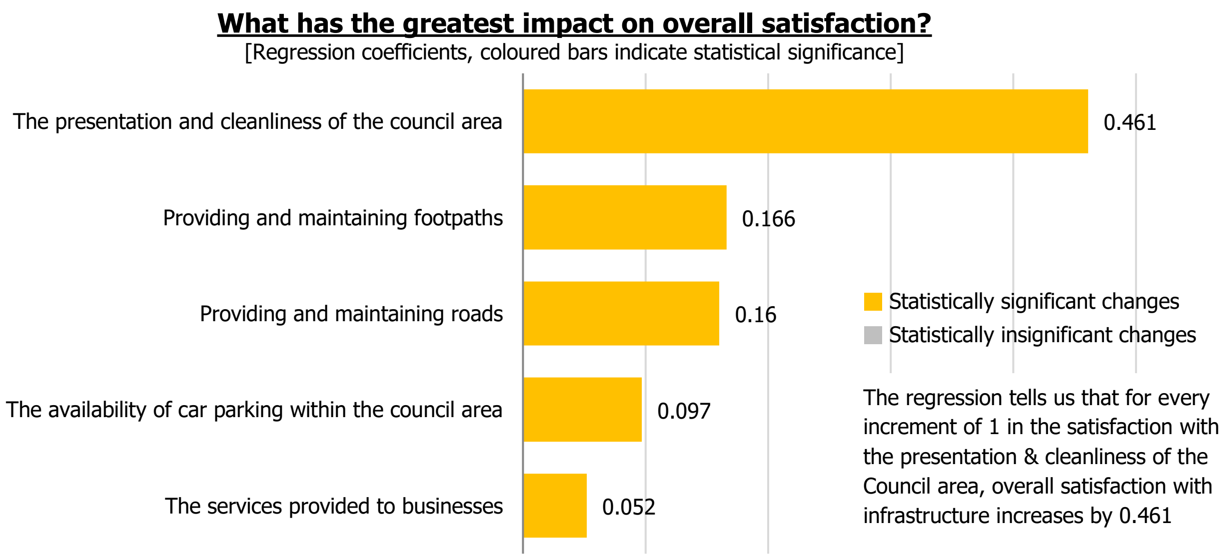
The regression tells us that for every increment of 1 in the satisfaction with weekly collection of business waste, overall satisfaction with waste collection & recycling increases by 0.450. This coupled with satisfaction with the fortnightly collection of recyclables are critical in maintaining overall satisfaction with the service.

Infrastructure

Average satisfaction in all areas of infrastructure have maintained or shown slight increase since 2017. The satisfaction with **presentation & cleanliness of the Council area** was the highest [3.7] while the **availability of parking within the Council area** was the lowest [2.7] suggesting a greater focus is required in this area. Overall satisfaction however remains consistent with 2017 results.

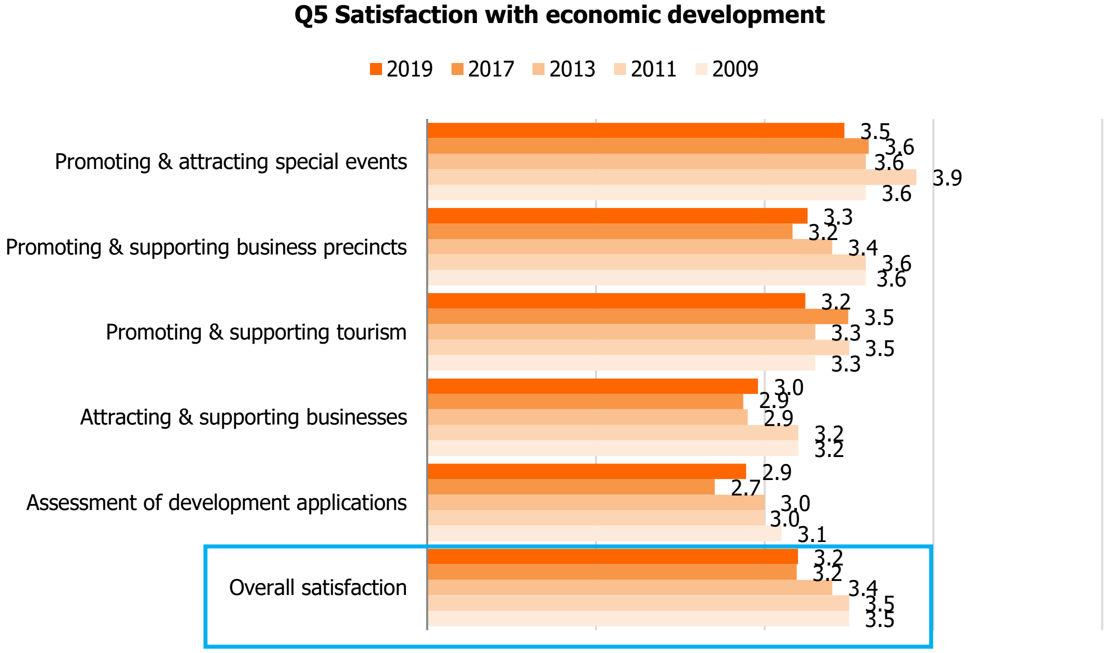


Using a regression analysis, it is revealed that all sub-areas have mild (<0.1) to strong impact on overall satisfaction with infrastructure. The presentation and cleanliness of the Council area is clearly the major factor that impacts the overall satisfaction. Continued improvement to road infrastructure [providing and maintaining footpaths, road and car parking] is one of the main areas to be addressed to further boost overall satisfaction.

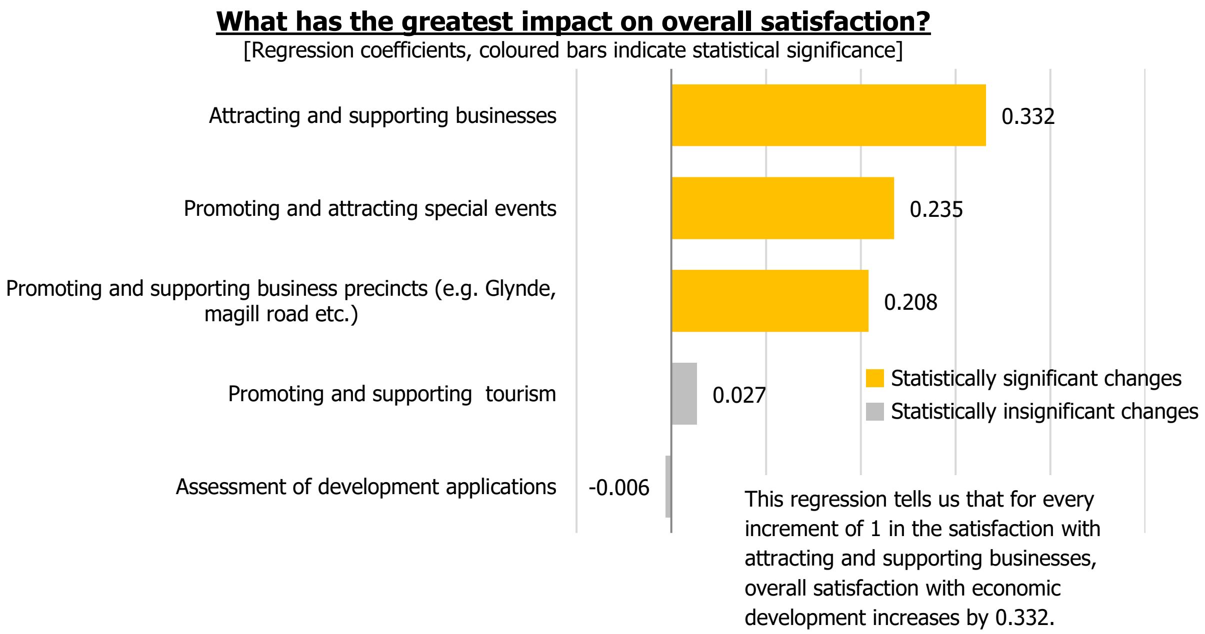


Economic Development

Overall satisfaction with economic development has remained consistent with 2017 [3.2]. Slight fluctuations in several sub-areas are noted. **Promoting & attracting special events** [3.5] and **promoting & supporting business precincts** [3.3] were highest areas of satisfaction **while assessment of development applications** was the lowest [2.9], although this was an 0.2 increment when compared to 2017.

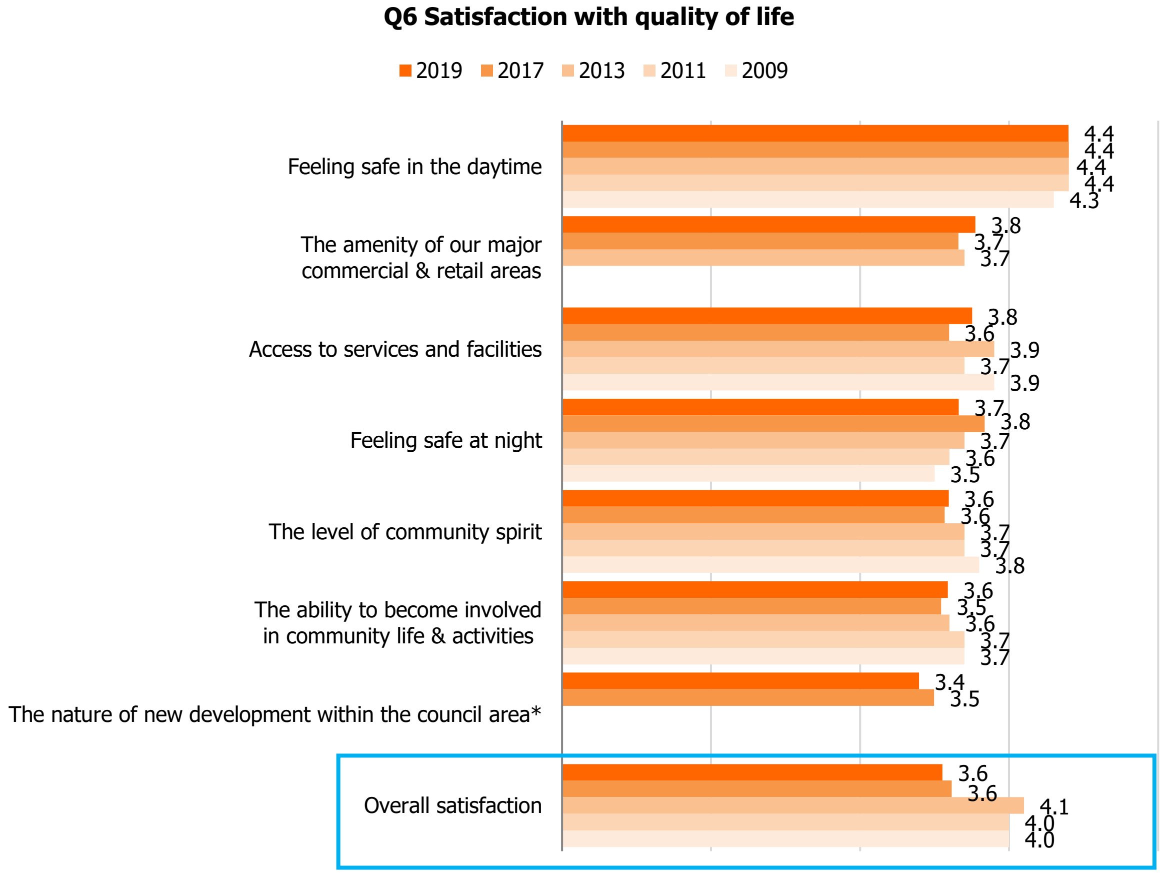


The greatest impact to overall satisfaction arises from Council's **attraction and support of businesses** to the Council area. Furthermore, **promoting & attracting special events** and **supporting business precincts** also has a moderate impact on overall satisfaction.



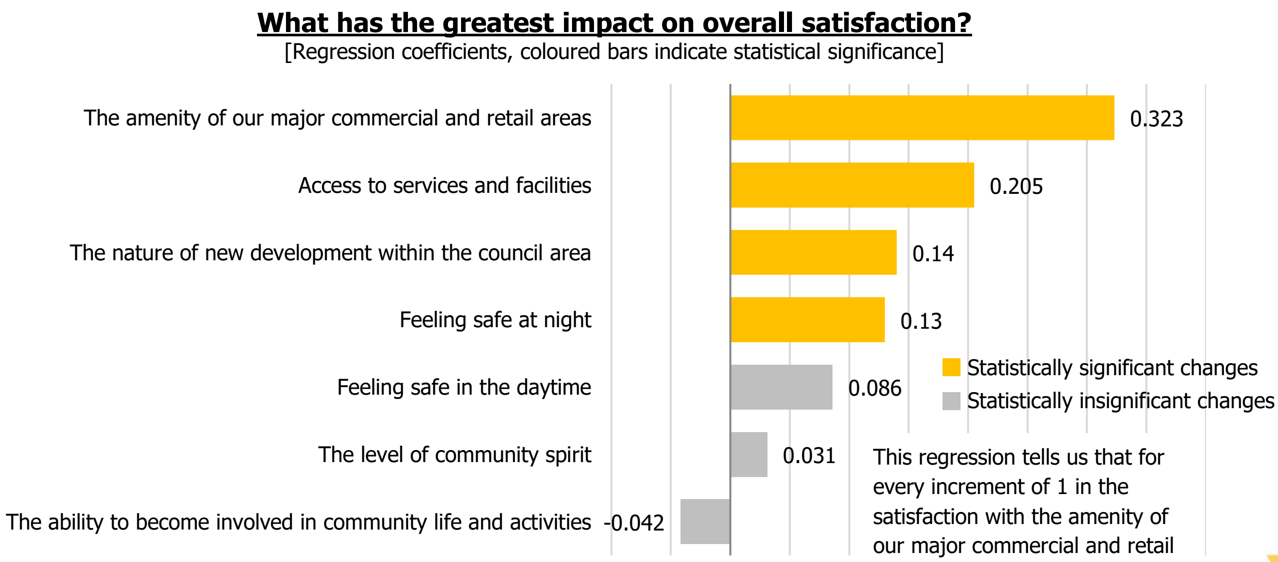
Quality of Life

Satisfaction with **feeling safe in the daytime** continues to remain high in 2019 [4.4] and consistent with previous years' findings, while **the nature of new development within the Council area** saw a slight decrease as compared to 2017 and was rated the lowest [3.4].



*Note: 'The nature of new development within the Council area' was changed from 'The appearance of new development within the Council area' in 2019.

The amenity of major commercial and retail areas contributes most prominently to overall satisfaction.



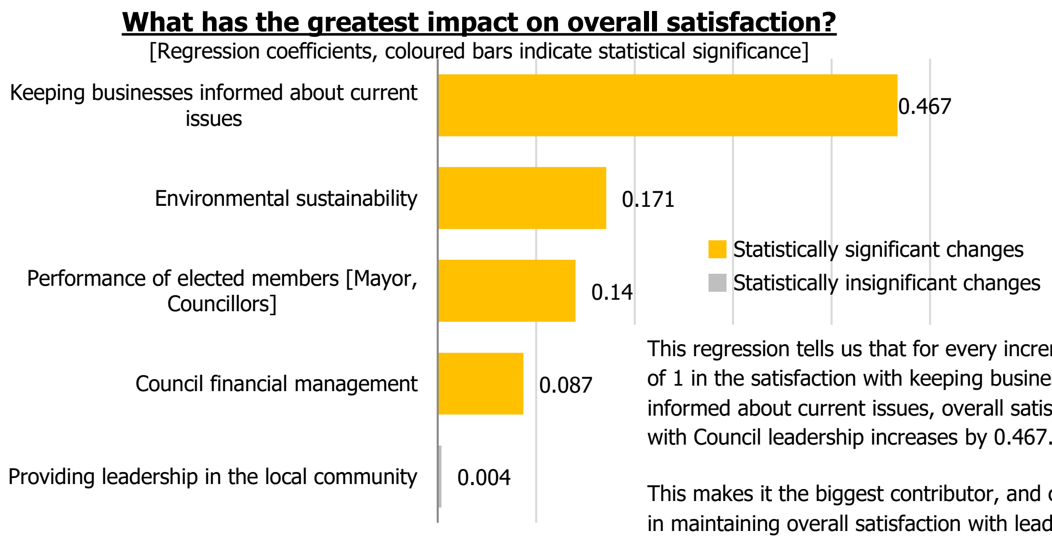
This regression tells us that for every increment of 1 in the satisfaction with the amenity of our major commercial and retail areas, overall satisfaction with quality of life increases by 0.323.

Leadership

The attribute **environmental sustainability** was added in 2017 and is found to be the area with the highest satisfaction for both 2019 and 2017. All other areas of leadership note an increment suggesting that the businesses have a positive outlook on the Council's leadership.

It is important to note that 46% indicated 'Don't know' regarding **Council financial management**, and 38% indicated 'Don't know' for **performance of Elected Members**, suggesting that businesses in the Council area are disengaged or unaware about Council activities regarding spending or governance. Although the proportions of those aware of such activities have improved since 2017, there is still opportunity for Council to engage and interact with businesses further.

Keeping businesses informed about current issues has the most impact on overall satisfaction with Council leadership. As suggested by open-ended feedback from businesses, higher engagement with businesses by Council will lead to improved perceptions and satisfaction with Council.



This regression tells us that for every increment of 1 in the satisfaction with keeping businesses informed about current issues, overall satisfaction with Council leadership increases by 0.467.

This makes it the biggest contributor, and critical in maintaining overall satisfaction with leadership for businesses.

Issues of Importance

In this survey iteration, businesses were directly asked to rank the three major issues that Council should be addressing in the next 3 years. This was a slightly different approach compared to previous years whereby respondents were asked to list all issues to be addressed and then rank the top three from the selected issues. The results for 2019 may seem more inflated than previous years due to each respondent selecting three major issues.

Improving infrastructure emerged as a high priority area for businesses followed by **car parking**. Interestingly, environmental sustainability, issues with street trees and preserving heritage buildings & character areas are also becoming more prominent areas to be addressed in the next three years.

Q18	2019	2017	2013	2011
Improving infrastructure [roads, footpaths, drains etc]	50%	29%	28%	28%
Car parking	39%	39%	28%	30%
Environmental sustainability	30%	6%	-	-
Issues with street trees [roots, leaf litter]	29%	9%	-	-
Preserving heritage buildings and character areas^	29%	5%	5%	2%
Urban design / planning issues	28%	21%	17%	12%
Preserving and planting trees^	21%	4%	5%	4%
Waste management / recycling / reduction	19%	6%	6%	5%
Preserving / increasing open space provision	16%	2%	5%	4%
Improving access to information from Council	11%	8%	6%	5%
Access to support services	8%	-	-	-
Promoting business*	-	13%	8%	9%
Other [specify]	-	7%	8%	4%
Total - specifying issues	100%	83%	81%	95%
None / Don't know	-	17%	19%	5%

Note: In 2019 survey, this question was asked as a ranking question for the top three issues only. Therefore, no 'other' category is presented.
*Taken from 'Other' feedback in 2017, 2013 & 2011 results adapted from 'Economic development'
^Worded slightly different in previous years

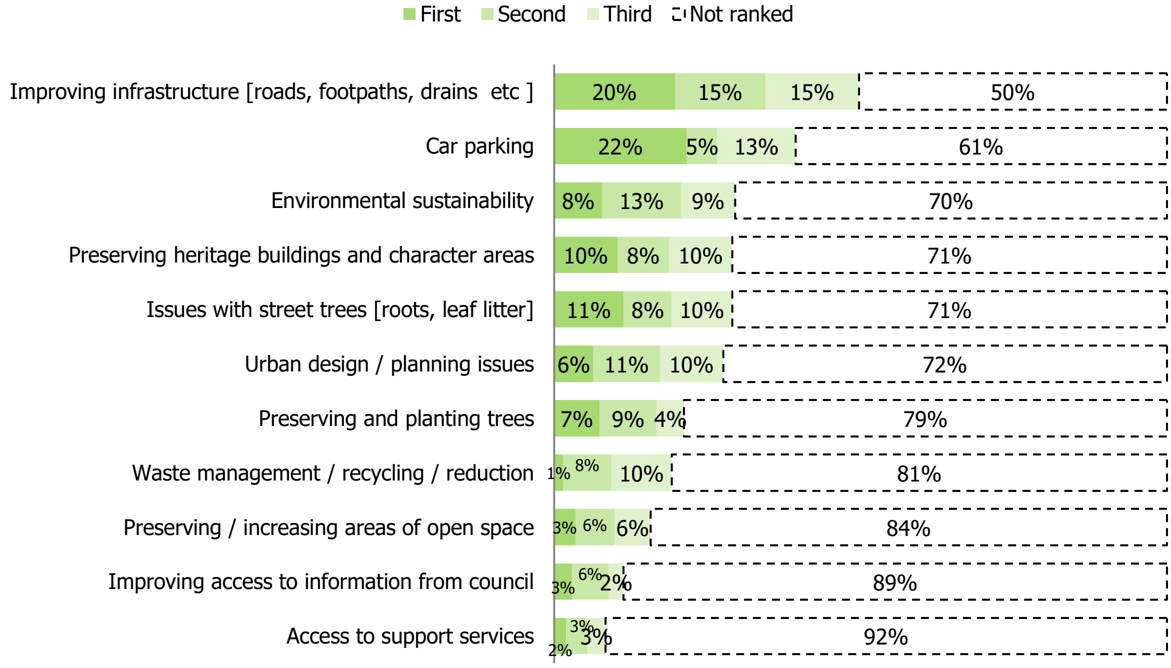
square holes®

City of Norwood Payneham & St Peters

The graph below shows the breakdown of ranking given to each issue. Issues have been sorted based on proportion of ranking; more important issues will generally have more votes than less important issues, whether they are first, second, or third.

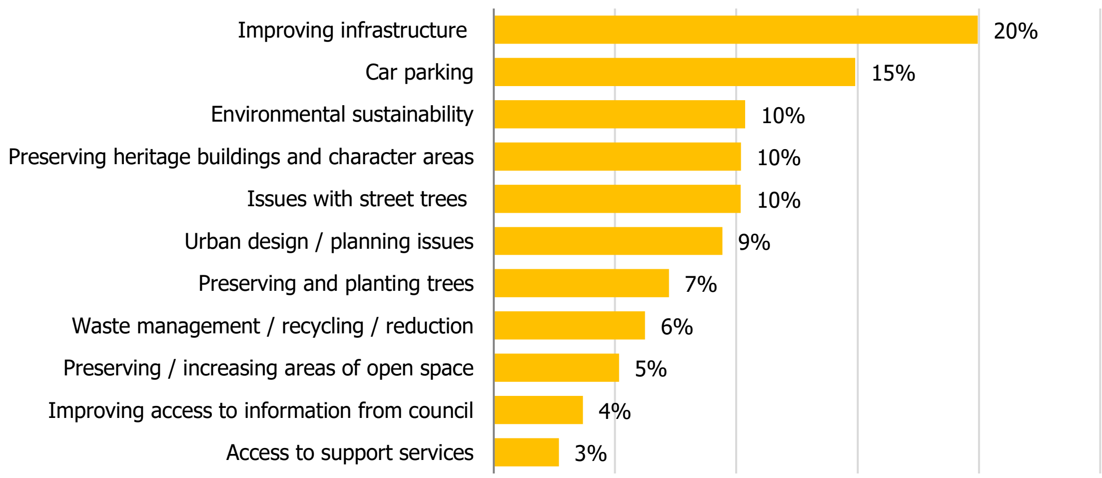
When examining the ranking more closely, it is revealed that 22% ranked car parking as the priority issue while 20% ranked improving infrastructure as a primary area to be addressed by the Council in the next three years.

Q18 Ranking priority issues



A ranking analysis gives further clarity as to which issues are a priority. The following graph outlines an analysis that factors in all rankings across the sample and estimates the proportion that would rank an attribute as 'first'. Again, **improving infrastructure** arises as a primary issue for businesses in the Council area.

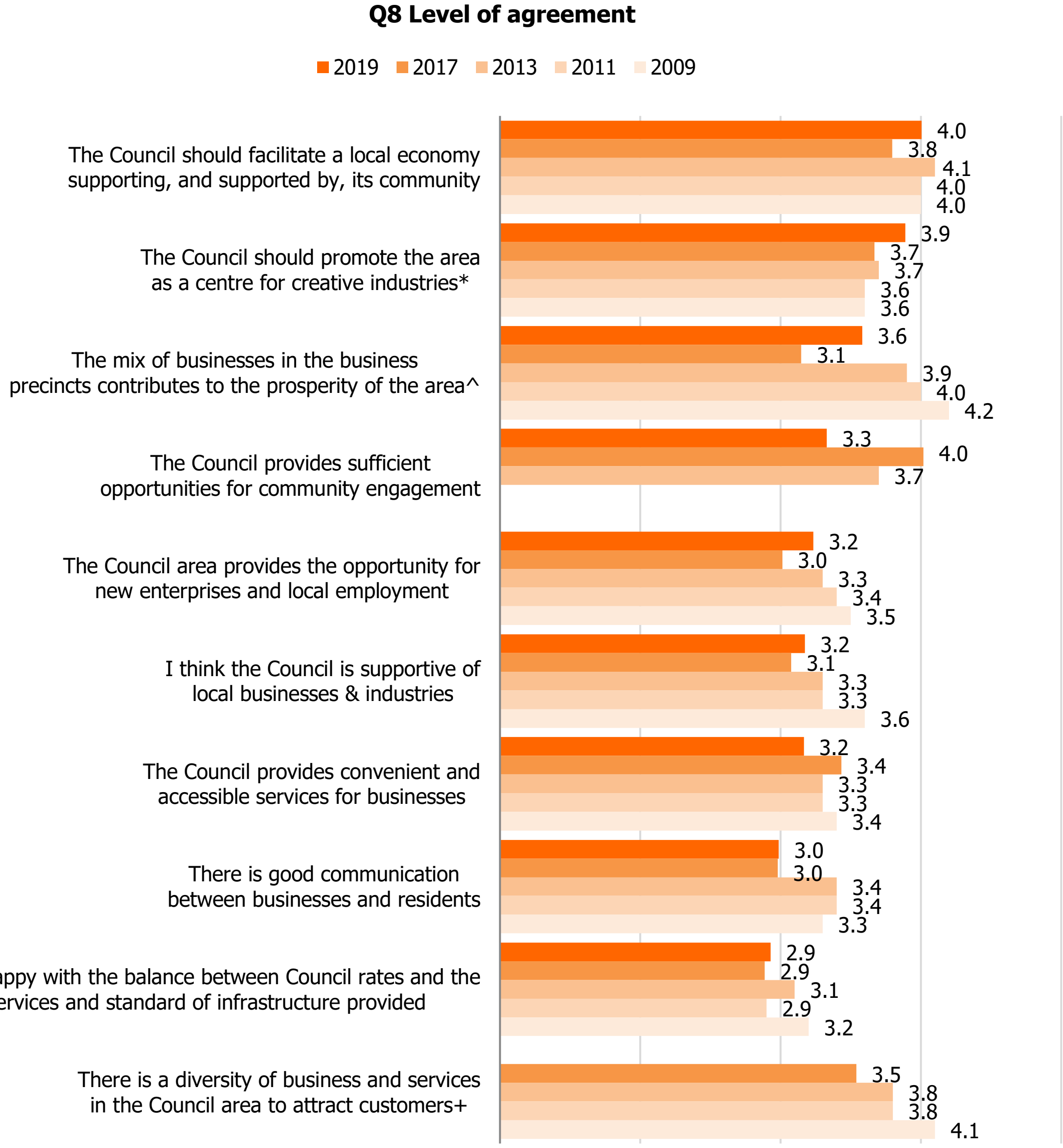
Ranking analysis of priority issues



Perception Statements

Overall, average agreement remains above 3.0 [mid-point] except for balance between Council rates / services & infrastructure provided. The increases in many of the factors suggest a more positive shift in satisfaction.

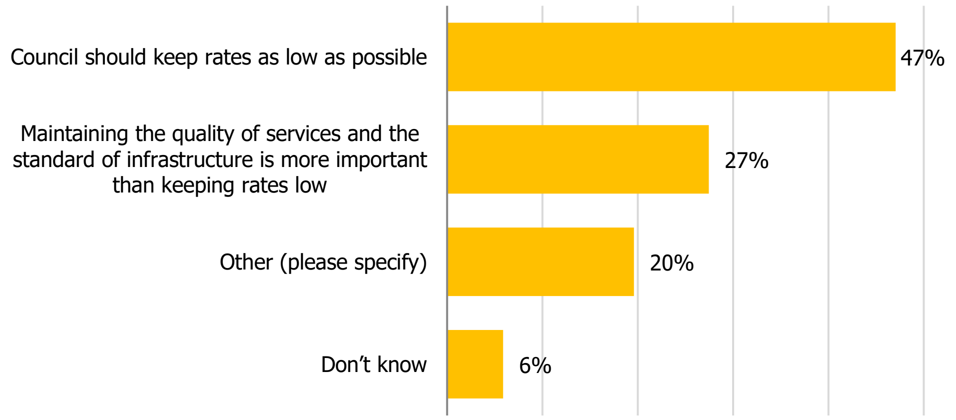
The level of agreement has increased for five of the 10 attributes while rating remained consistent for two of the attributes suggesting higher level of agreement than in previous years overall. Agreement with the statement: **the Council should facilitate a local economy supporting, and supported by, its community** has increased by 0.2 since 2017. While agreement with **the council provides sufficient opportunities for community engagement** records a 0.7 decline in rating suggesting that there is oppourtunity to have more events to encourage community engagement.



Note:
*Changed from 'The Council should promote the area as a leading centre for new media in Australia' in 2017
^Changed from 'The cosmopolitan character of the business precinct contributes to the prosperity of the area' in 2017
+'There is a diversity of business and services in the Council area to attract customers' was removed for 2019.

Businesses also indicated whether they were happy with the balance between rates and services/infrastructure provided. Among those who indicated dissatisfaction (25% of the businesses), 47% preferred low rates over maintaining the quality of services and the standard of infrastructure provided.

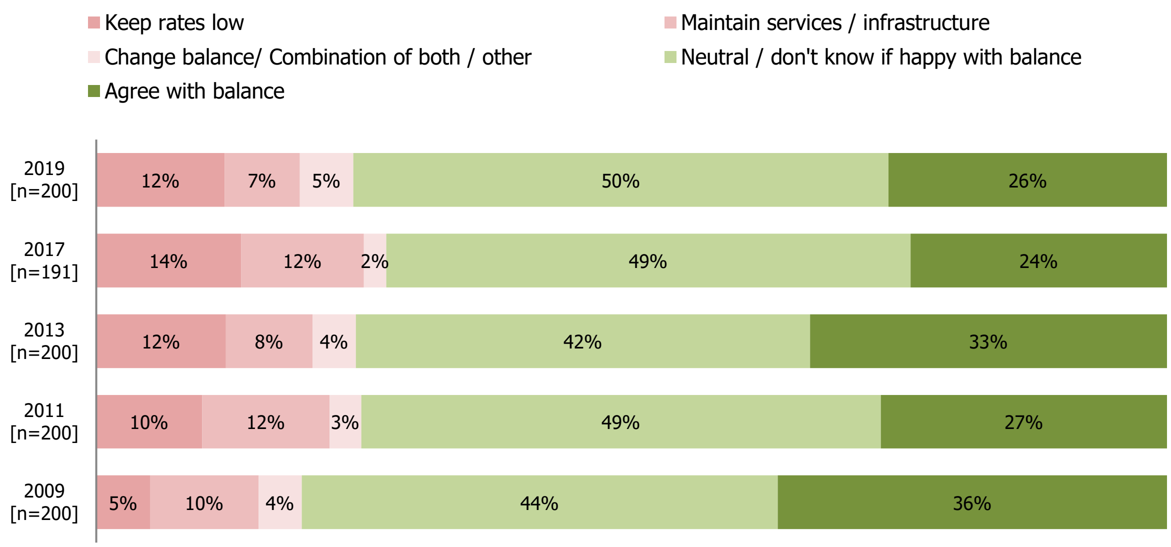
Q9 Preference between rates and services / infrastructure provided
[Those who rated 1=strongly disagree or 2=disagree only, n=51]



When analysing the sample as a whole, 12% of this business community indicated lower rates as being more important than services / infrastructure provided. Those who mentioned 'other' category, indicated a better balance between keeping the low rates and improved infrastructure.

Overall, 26% of the businesses indicated agreement with the balance while only 24% indicated disagreement in 2019.

Q9 Happiness with balance between rates and services/infrastructure provided
[Red indicates those that rated 1=strongly disagree or 2=disagree]



Engaging with the Council

Businesses were given an opportunity to indicate when would be most suitable for them to participate in Council engagement sessions regarding Council projects. Similar to 2017, businesses most preferred evening times [7pm to 9pm, 46%] on weekdays [62%]. 35% of the businesses mentioned that they did not want to participate.

Times [Q19]	**2019**	**2017**
Morning [between 9am to 12pm]	21%	21%
Afternoon [between 12pm and 4pm]	19%	9%
Evening [between 7pm to 9pm]	43%	46%
All of the above / **no preference**	6%	1%
None of the above – I don't want to participate	35%	28%

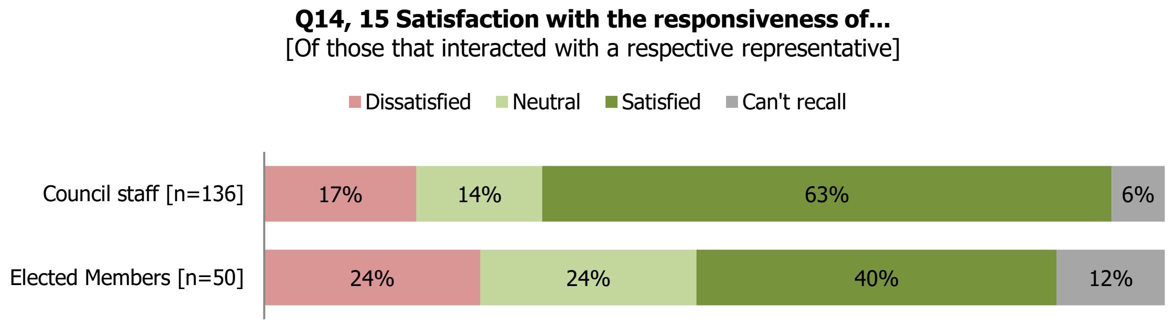
Days [Q19]	**2019**	**2017**
Weekdays	62%	64%
Weekends	10%	4%
All of the above / **no preference**	5%	3%
None of the above – I don't want to participate	35%	28%

Council representatives

Engagement with Council representatives [staff or Elected Members] was also measured. Similar to residents, interactions with Council staff are more common than with Elected Members.

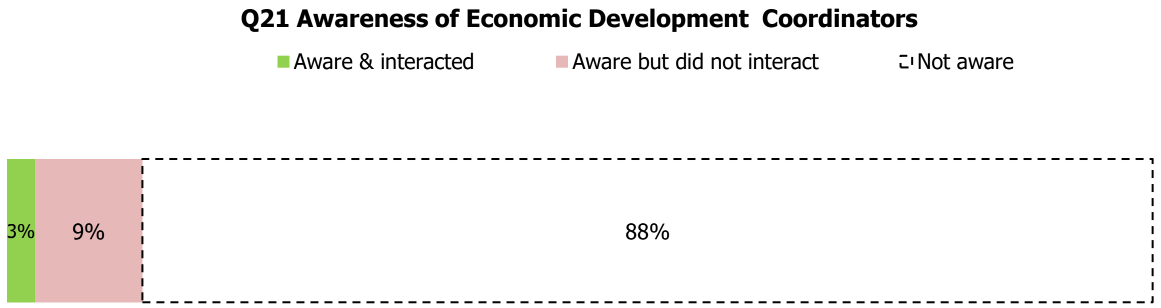
Q12 /Q13	**2019** Council Staff [n=203]	**2019** Elected Members [n=203]	**2017** Council Staff [n=191]	**2017** Elected Members [n=191]	**2013**	**2011**	**2009**
					Combined Council staff and Elected Members in 2013, 2011, 2009		
Within the last week	9%	1%	10%	2%	5%	12%	9%
Within the last month	7%	1%	7%	2%	13%	10%	13%
Within the last 3 months	11%	3%	9%	4%	8%	9%	11%
Within the last 6 months	11%	3%	9%	2%	9%	9%	9%
Within the last year	9%	4%	13%	6%	17%	12%	14%
Within the last 2 years	12%	5%	10%	2%	10%	9%	7%
Within the last 5 years	3%	2%	6%	2%	5%	8%	7%
More than 5 years ago	4%	4%	4%	2%	5%	5%	1%
Ever interacted with Council	67%	25%	66%	20%	72%	74%	71%
Can't recall	12%	19%	12%	18%	9%	5%	7%
Never	21%	57%	21%	62%	19%	21%	22%

Overall, satisfaction with the interaction with both Council staff and Elected Members was more positive than negative.



Economic Development Coordinators

Businesses were also asked whether they were aware that the Council has employed two Economic Development Coordinators; 12% were aware, however the majority [88%] were not aware. However, only 3% of those surveyed had interacted with the Coordinators.



- Summarised feedback stated that the team were efficient, organised and helpful, yet there was opportunity to better understand the pressure business owners are under.

Communication of Council Services & Activities

Businesses prefer to find out information regarding Council services and activities primarily through the Council's website [39%], making it a valuable source. Other Council publications [27%], as well as LookEast [25%] were also considered important sources.

Of particular note is social media usage; which has more than doubled in usage in 2019 as compared to 2017. 32% of the businesses also mentioned 'other' category and direct email was the most common item mentioned, highlighting a possible opportunity for reaching business owners in the Council area.

Preferred Sources [Q16]	**2019**	**2017**	**2013**	**2011**	**2009**
Council's website	39%	28%	22%	29%	20%
Other Council publications / fliers / mailouts / fridge magnets	27%	28%	26%	34%	42%
LookEast	25%	16%	5%	12%	4%
Social media pages	20%	9%	1%	-	-
Precinct websites	11%	3%			
Messenger articles	12%	10%	15%	14%	2%
Council's monthly Messenger column	8%	5%	5%	5%	13%
Precinct networking events	7%	-	-	-	-
Community events	5%	1%	<1%	-	-
Council staff	4%	3%	13%	11%	10%
Word of mouth	4%	1%	1%	0%	2%
Council's Library / Library notice boards	2%	1%	1%	3%	1%
Other^	32%	38%	3%	2%	4%
Do not find out information / Don't know	4%	-	3%	1%	3%

^ Responses mentioned in 'other' category were email, letterbox drop or phone call

Involvement with Council-run events

Involvement with Council-run events has decreased steadily since 2013, with 84% of businesses indicating they had not participated in any of the listed events.

Norwood Christmas Pageant showed the highest level of involvement [6%], followed by Norwood On Tour Street Party [4%].

Q17	2019	2017	2013	2011
Norwood Christmas Pageant	6%	4%	10%	11%
Norwood On Tour Street Party [Tour Down Under]	4%	2%	5%	7%
St Peters Fair	3%	2%	4%	1%
Norwood On Tour Race [Tour Down Under]	2%	2%	-	-
Fashion on Parade	2%	-		
Taste Glynde	2%	2%	-	-
Jazz in the park*	1%	-		
Precinct Networking Breakfasts & Events	1%	2%	4%	-
Cultural Heritage Events	1%	-	-	-
Twilight Carols & Christmas Market	1%	1%	-	-
Youth Arts & Events [Canvas & Poolside]	1%	1%	<1%	2%
Australia day celebration & citizenship ceremony	0.5%	2%	1%	1%
Food Secrets of Glynde Bus Tour	0.5%	-	-	-
Melodies in the Park	0.5%	1%	-	-
Symphony in the park*	0.5%	-	-	-
Every Generation Concert	-	-	<1%	-
Parades on Norwood Parade	-	4%	5%	4%
Involvement	16%	13%	27%	21%
None of these	84%	87%	73%	79%

*New additions in 2019

The main involvements for each ward are listed below:

Torrens [n=9]

- St Peters Fair [1 business]

St Peters [n=29]

- St Peters Fair [1 business]

West Norwood Kent Town [n=76]

- Norwood Christmas Pageant [6 businesses]
- Norwood on tour street party [5 businesses]
- Fashion on parade [5 businesses]
- Norwood on tour race [3 businesses]
- St peters fair [1 business]
- Jazz in the park [1 business]
- Precinct networking breakfasts and events [1 business]
- Youth arts & events [1 business]
- Cultural heritage events [1 business]
- Twilight carols & Christmas market [1 business]
- Australia day celebration & citizenship ceremony [1 business]

Kensington [n=18]

- Norwood Christmas Pageant [3 businesses]

Maylands Trinity [n=42]

- Taste Glynde [3 businesses]
- Norwood Christmas Pageant [2 businesses]
- St Peters Fair [2 businesses]
- Norwood on tour street party [1 business]
- Precinct networking breakfasts and events [1 business]
- Cultural heritage events [1 business]
- Twilight carols & Christmas market [1 business]
- Food secrets of glynde bus tour [1 business]
- Symphony in the park [1 business]

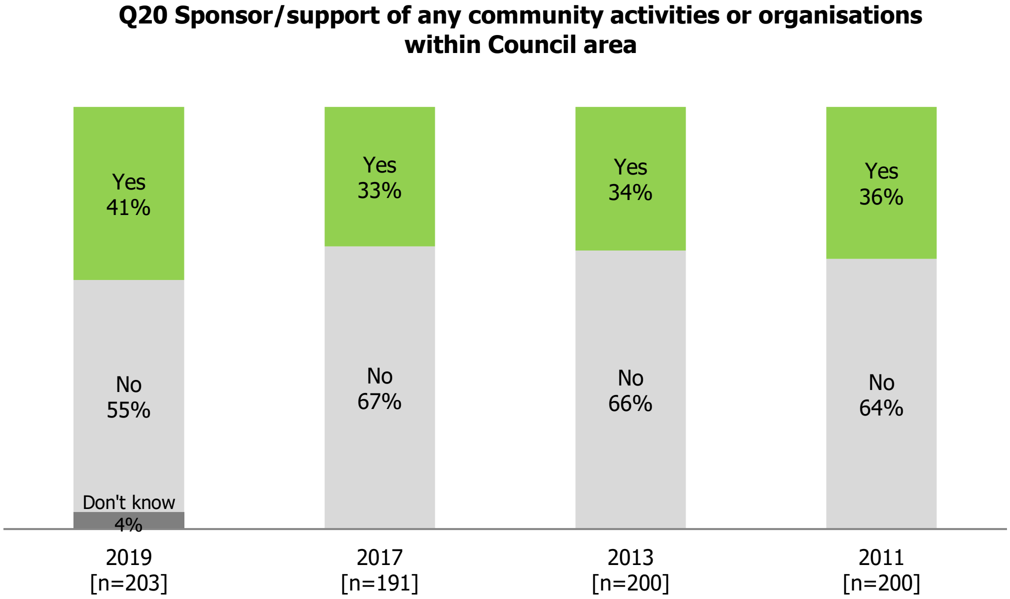
Payneham [n=29]

- Norwood on tour street party [2 businesses]
- Norwood on tour race [2 businesses]
- Jazz in the park [1 business]
- Taste Glynde [1 business]
- Norwood Christmas Pageant
- St Peters Fair [1 business]
- Precinct networking breakfasts and events [1 business]
- Youth arts & events [1 business]
- Melodies in the park [1 business]

Local business support of other local activities/organisations

Level of support by local businesses has increased significantly from 33% in 2017 to 41% in 2019. This is the highest level of support recorded when compared to previous years.

Charities are the most commonly supported group [20%], followed by schools [15%] and sporting clubs/groups [13%].



	2019	2017	2013
Charities	20%	13%	11%
Schools	15%	12%	14%
Sporting clubs / groups	13%	12%	10%
Social / service clubs	9%	8%	3%
Council events /activities	4%	-	3%
Other	7%	8%	6%

Business Development

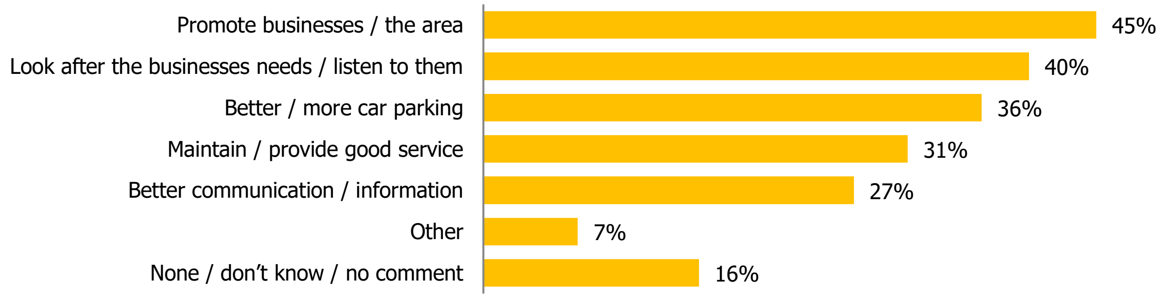
As part of business development, business owners expect the Council to facilitate by promoting businesses / area [45%] and looking after the business needs / listening to them [42%]. Increases in the proportion of businesses indicating these expectations once again highlights a growing need to regularly engage and interact.

Q22 Expectations of Council in relation to business development

	2019	2017	2013	2011	2009
Promote businesses / the area	45%	25%	19%	14%	7%
Look after the businesses needs / listen to them	42%	26%	23%	20%	28%
Maintain / provide good service	33%	10%	10%	9%	8%
Better / more car parking	33%	17%	6%	10%	4%
Better communication / information	30%	27%	10%	10%	4%
Other [specify]	10%	3%	3%	3%	11%
None / don't know / no comment	18%	24%	41%	39%	41%

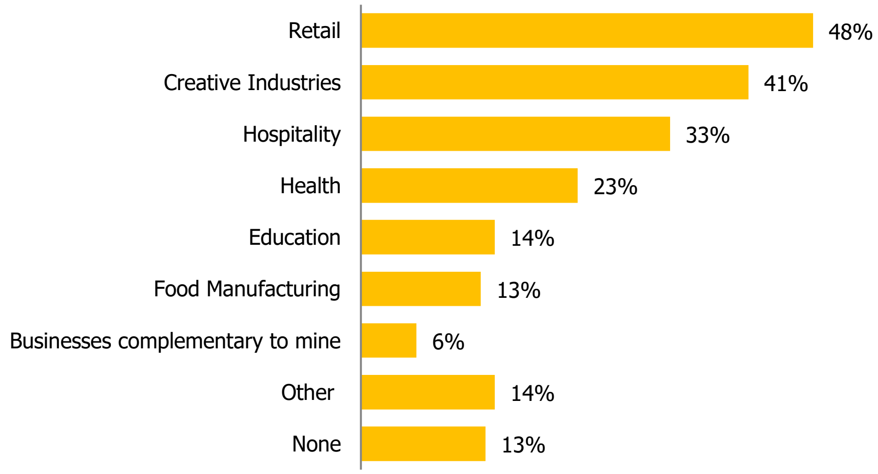
When businesses were asked how the Council could support businesses and local economy, again more visible promotion of businesses and area was mentioned [45%] as the priority focus.

Q23 Preferred ways Council should support businesses and the local economy



Businesses indicate that the primary business-type that Council should attract to the area is retail [48%]. Creative industries [41%] and hospitality industries were the next most commonly suggested business types. 13% of the businesses asked did not think more business needed to be attracted. The business-types listed in 'Other' are presented on the following page.

Q24 Types of businesses to attract



Types of business to attract [by Precinct]

The Parade, Norwood	Magill Road	Glynde Corner	Other precincts	Not part of any precincts
Complementary Businesses				
▪ Cycling ▪ Professional business	▪ Sustainable business ▪ Vegan options	▪ Industrial company	▪ Financial services ▪ Architect firm ▪ Engineering	▪ Engineering company ▪ Media ▪ Marketing ▪ Automotive / car maintenance ▪ Professional services ▪ Industrial ▪
Other				
▪ Environmental sustainability	▪ Deli ▪ Supermarket	▪ Small businesses ▪ Medical	▪ Hairdresser ▪ Service bases industries ▪ Manufacturing ▪ Dental ▪ Cafes	▪ Small businesses ▪ Creative industries ▪ Light manufacturing ▪ Showroom ▪ Warehousing ▪ Private businesses ▪ Media ▪ Marketing

Note: n=30 responses. Other precincts include Stepney triangle, Portrush Road, Parade West, Nelson Street, King William Street, Fullarton Road, George Street, Chapel Street and Beaulah Road.

Final suggestions [Q25]

The last question in the survey before classifications was an open-ended question asking: "*If you had one suggestion or comment for the Council as to how it could improve its service delivery, what would it be?"*

Based on feedback from businesses, four main areas emerge; Council engagement, infrastructure, attracting businesses to the area and maintenance and services. All other areas of improvement are listed under 'other areas of improvement'. A list of some quotes that summarise the sentiment of the feedback is provided below:

- **Council engagement** [55 responses] – more frequent and timely communication with the businesses, increasing awareness of the available services and presenting themselves as available for help.
  - Deliver on what is committed to. I have two outstanding issues with Council at the moment. Tree fell over 1 week ago restricting access to the street. Council called told each time it will be resolved no action - can't enter via the front of the premises. Large hazard reported for the footpath two months ago exposing a 1.5 metre drop. Safety cones placed day after notification and have sat there for 2 months - not professional looking or safe.
  - Discuss issues with us and what we complain about with action.
  - Getting back to me in reasonable time without having to follow up several times about my concern.
  - Listen to the business leaders and constituents in the Council area.
  - One on one engagement with businesses to discover their needs and issues.
  - Provide regular updates of services, events, and Council's new activities in regular emails.

- **Infrastructure** [36 responses] – improving signages, addressing parking issues and improving roads.
  - Areas such as Norwood should have more free parking so that people can access and spend without getting fined.
  - Change the turning right signal pattern for the lights at Portrush Road and Payneham as well as Eight Ave and Payneham Road.
  - Improve project management of infrastructure works - e.g. linear park upgrade, street upgrades.
  - Lighting required throughout Council area.
  - Upgrade the roads and footpaths in the area so we don't look like a second-class suburb
  - Better signage as lots of laneways are confusing and signage better for businesses down lanes, so traffic knows what is there.... i.e. The Medical Clinic has no signage at the laneway entrance!

- **Attracting more businesses / understanding business needs** [22 responses]**-** greater understanding of the needs and expectations of businesses and attracting a diverse business mix.
  - Look at what the businesses in the area have to offer and don't just focus on one specific precinct.
  - We need to bring businesses closer and meeting other business and getting to know each other/better communication between businesses and Council.
  - Would love to see small bars licence into the Norwood Parade area.
  - More communications about relevant events - perhaps a database in which business preferences for support and events is used to be more selective with the events highlighted.

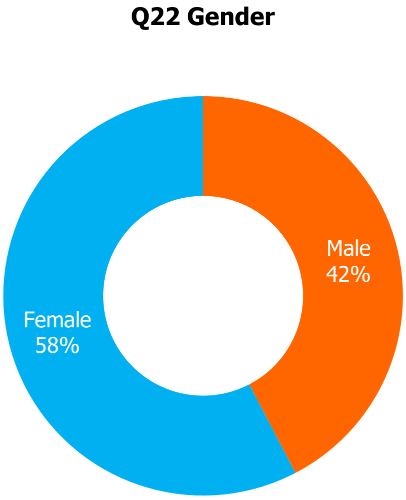
- **Maintenance and services** [11 responses] – proper maintenance of roads and footpaths, more frequent clearance of hard rubbish
  - In my area I am happy with things except the fact that the Council will not pick up hard rubbish from a business.
  - Many footpaths are dangerous due to tree roots and really need to be addressed as a matter of urgency.
  - Need more help with leaves, tree debris and need more reasonable policies where trees overhang our properties.
  - Get rid of the Queensland Christmas Box trees.

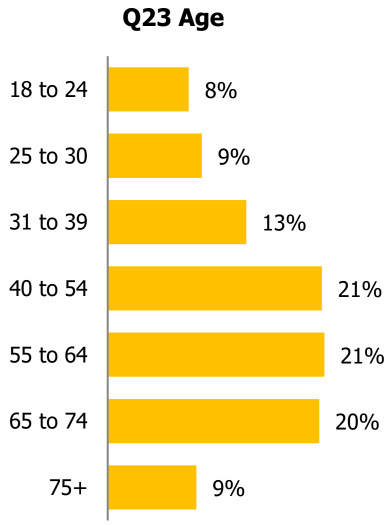
- **Other areas of improvement** [17 responses]
    - We recently participated in a City of West Torrens festival. I was very impressed by the approach they've taken to provide regular festivals/events for their community. It was a lovely refreshing well attended day. Gordon Anderson co-ordinated it beautifully and we had many comments from locals that they loved the variety of events that were offered throughout the summer.
    - To have closure of roads, for things like the Christmas pageant, on Sundays, our rents are high, and we lose big trade when the road is closed on Saturdays.
    - Support and a strong strategy in place to promote events happening in the space, Council initiated or not.
    - Reduce Council rating upon businesses
    - Bring back the Food and Wine fair and/or the Orange Lane Markets.

N=140 respondents provided comments.

Demographics

Resident Demographics





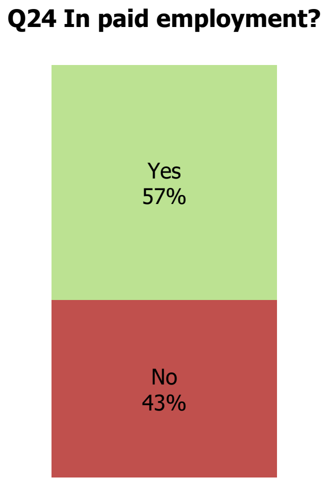
Census data Norwood (2016)	
Gender	% breakdown
Male	48%
Female	52%

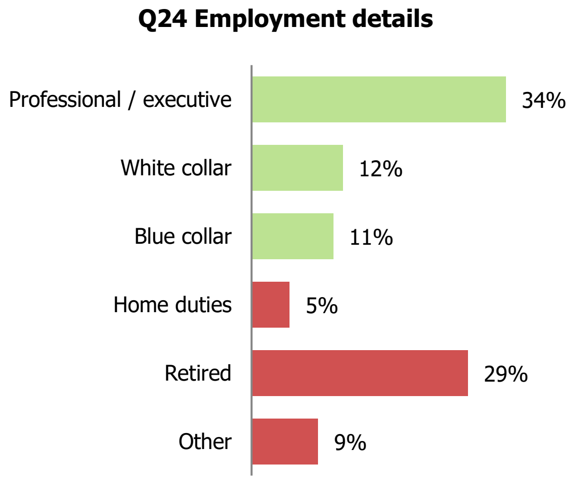
Source:
https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/401051017?opendocument

Census data Norwood (2016)	
Age	% breakdown
20 - 24	9%
25 - 29	12%
30 - 39	19%
40 - 54	22%
55 - 64	15%
65 - 74	13%
75+	10%

Note: Percentage are re-calculated based on eligible age brackets only (i.e. aged 18+).

Q26 Household Composition	
Single people: people of any age living alone or sharing accommodation (under 40)	13%
Young couple: married or living together with no children in home	7%
Young family: couple or single parent with most children under 6	7%
Middle family: couple or single parent with most children aged from 6-15 years	12%
Mature family: couple or single parent - most children>15 years and 1+ at home	19%
Mature couple or single: couple/single in middle/late aged groups - no children at home	42%





14% of those residents in paid employment [professional/executive, white collar, blue collar] operate a home-based business [Q25]

Residence

Torrens	17%
Felixstow	6%
Marden	8%
Royston	3%

St Peters	13%
Joslin	<1%
St Peters	10%
College Park	2%
Hackney	1%

West Norwood Kent Town	17%
Norwood [West of Edward]	14%
Kent Town	3%

Kensington	12%
Norwood [East]	5%
Kensington	5%
Marryatville	1%
Heathpool	<1%

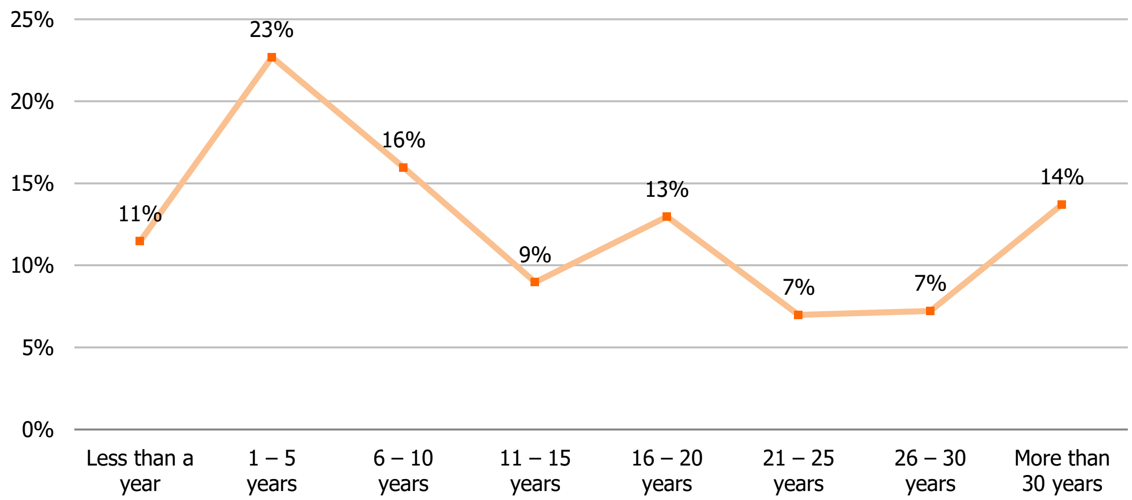
Maylands Trinity	27%
Trinity Gardens	4%
St Morris	4%
Firle	4%
Payneham South [Coorara/Divett]	3%
Evandale	4%
Maylands	2%
Stepney	5%

Payneham	13%
Glynde	9%
Payneham	4%
Payneham South	-

23% of the residents surveyed have been living in the City of Norwood Payneham & St Peters for 1 to 5 years, with the 6 to 10 year time frame being the second most common length of residence [17%].

14% of the residents have been living in the Council area for more than 30 years.

Q1 Length of residence



15% of residents indicated they identify with an ethnic or cultural group other than Australian. Those identifying as 'Australian' were much more common in the Kensington Ward. Ethnic/cultural groups mentioned:

Q27	2019	2017	2013
European	6%	5%	7%
Indian subcontinent	4%	5%	6%
Chinese	2%	2%	2%
Other Asian	2%	2%	4%
British Isles	1%	2%	5%
Americas	1%	-	-
Other	-	<1%	1%
African	-	1%	2%

Business Demographics

The following statistics represent the location of the business respondents in the survey.

Torrens	5%
Felixstow	1%
Marden	3%
Royston	1%

St Peters	11%
Joslin	1%
St Peters	8%
College Park	-
Hackney	2%

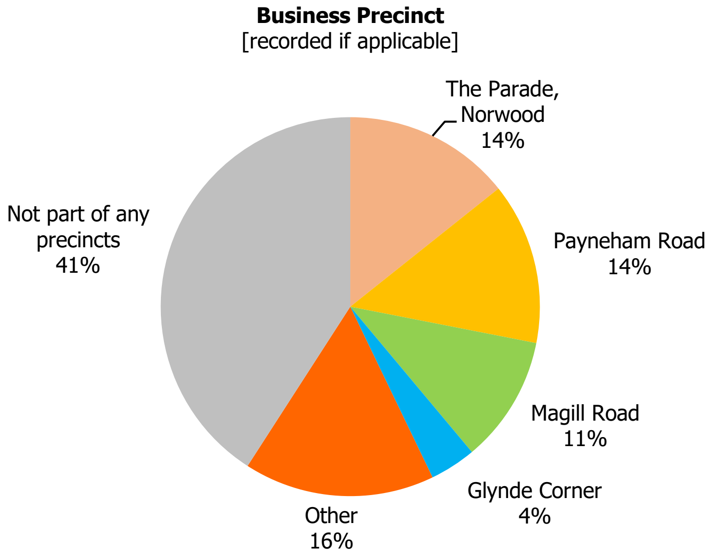
West Norwood Kent Town	36%
Norwood [West of Edward]	25%
Kent Town	11%

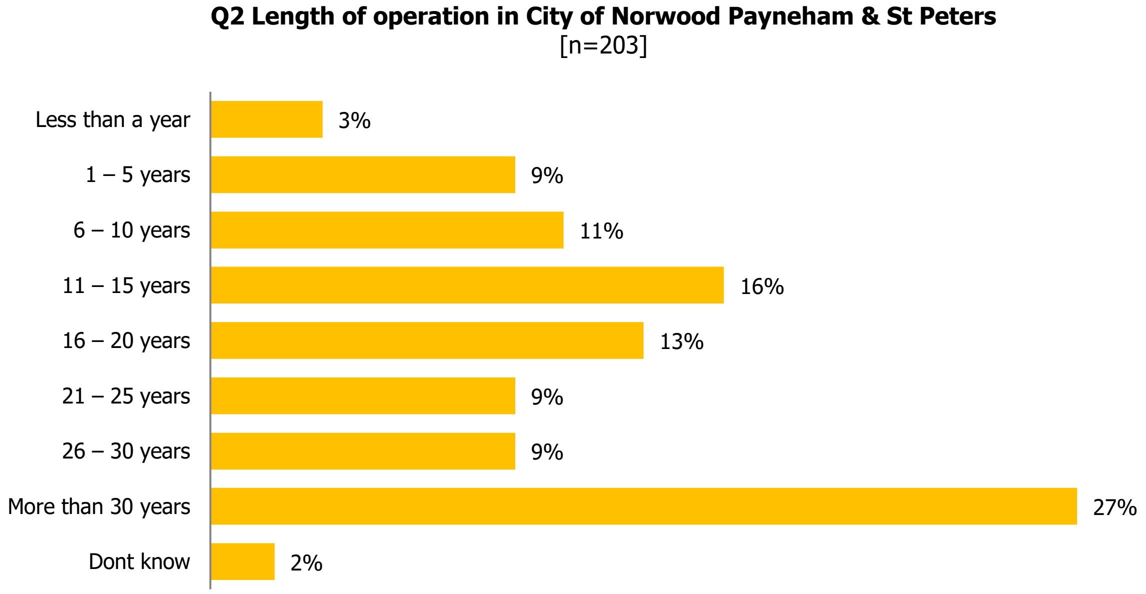
Kensington	11%
Norwood [East]	7%
Kensington	3%
Marryatville	<1%
Heathpool	-

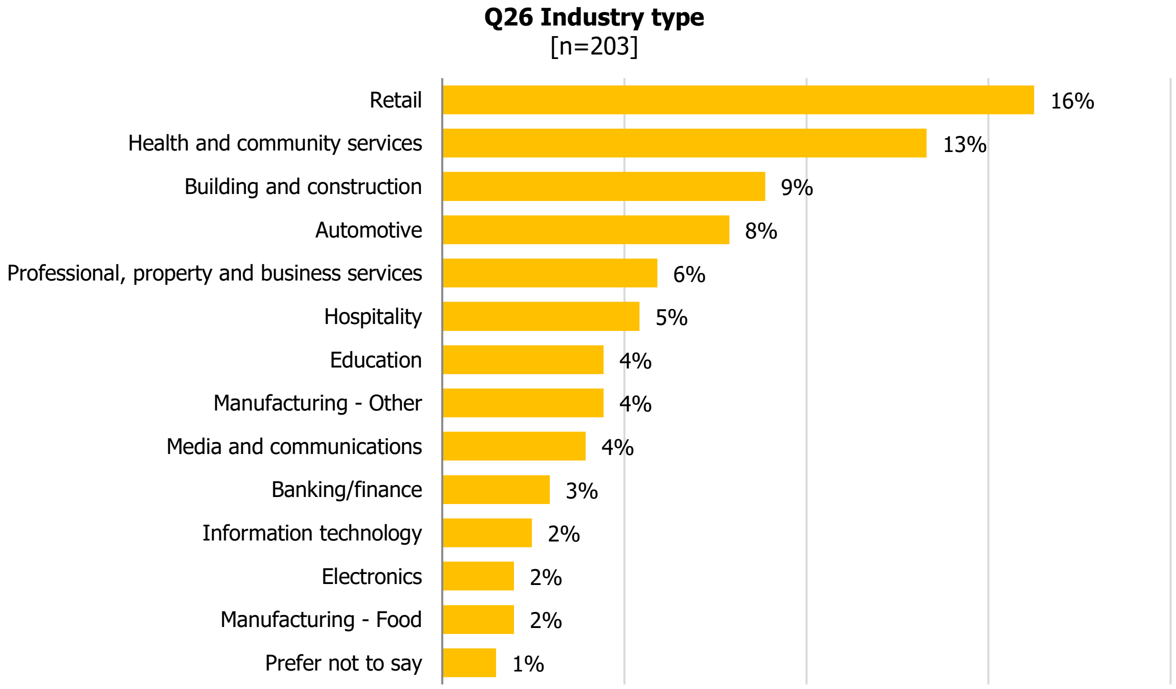
Maylands Trinity	24%
Trinity Gardens	3%
St Morris	4%
Firle	1%
Payneham South [Coorara/Divett]	<1%
Evandale	1%
Maylands	1%
Stepney	12%

Payneham	13%
Glynde	6%
Payneham	7%
Payneham South	<1%

Q1 suburb & ward & business precinct




Q2 Length of operation in City of Norwood Payneham & St Peters
[n=203]
Less than a year
3%
1 – 5 years
9%
6 – 10 years
11%
11 – 15 years
16%
16 – 20 years
13%
21 – 25 years
9%
26 – 30 years
9%
More than 30 years
27%
Dont know
2%


Q26 Industry type
[n=203]
Retail
16%
Health and community services
13%
Building and construction
9%
Automotive
8%
Professional, property and business services
6%
Hospitality
5%
Education
4%
Manufacturing - Other
4%
Media and communications
4%
Banking/finance
3%
Information technology
2%
Electronics
2%
Manufacturing - Food
2%
Prefer not to say
1%

Surveys

City of Norwood Payneham & St Peters

RESIDENT SURVEY 2019

GOOD .... I AM .... FROM SQUARE HOLES.

WE ARE CONDUCTING A RESIDENT SURVEY ON BEHALF OF, THE CITY OF NORWOOD PAYNEHAM & ST PETERS AND WOULD APPRECIATE YOUR OPINIONS.
[THE COUNCIL VALUES YOUR OPINIONS AND THE SURVEY WILL BE USED TO PLAN FOR THE FUTURE AND IMPROVE THE SERVICES DELIVERED TO YOU BY YOUR COUNCIL.]

THE SURVEY WILL TAKE ABOUT 15 MINUTES OF YOUR TIME.

1. **HOW LONG HAVE YOU LIVED WITHIN THE CITY OF NORWOOD PAYNEHAM & ST PETERS?**

CODE SUBURB - REFER TO MAP IF NECESSARY

1 ......Less than a year
2 ......1-5 years
3 ......6-10 years
4 ......11-15 years
5 ......16-20 years
6 ......21-25 years
7 ......26-30 years
8 ......More than 30 years

IF NOT – CHECK ADDRESS – THANK AND TERMINATE

WE WILL START WITH SOME RATINGS QUESTIONS. PLEASE RATE, ON A SCALE OF 1 TO 5, WHERE 5 IS VERY SATISFIED AND 1 IS NOT AT ALL SATISFIED, YOUR LEVEL OF SATISFACTION WITH THE FOLLOWING SERVICES PROVIDED BY THE CITY OF NORWOOD PAYNEHAM & ST PETERS: [SHOW CARD A]

Waste collection and recycling

2. **IN RELATION TO THE WASTE AND RECYCLING SERVICES**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
WEEKLY COLLECTION OF HOUSEHOLD WASTE	5	4	3	2	1	6
FORTNIGHTLY COLLECTION OF RECYCLABLES	5	4	3	2	1	6
FORTNIGHTLY COLLECTION OF GREEN ORGANICS	5	4	3	2	1	6
HARD WASTE COLLECTION	5	4	3	2	1	6
ELECTRONIC WASTE COLLECTION	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

Infrastructure

3. **IN RELATION TO THE <u>INFRASTRUCTURE ASSETS</u> WITHIN THE COUNCIL AREA.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
PROVIDING AND MAINTAINING ROADS	5	4	3	2	1	6
PROVIDING AND MAINTAINING FOOTPATHS	5	4	3	2	1	6
AVAILABILITY OF CAR PARKING WITHIN THE COUNCIL AREA	5	4	3	2	1	6
PROVISION AND MAINTENANCE OF PARKS AND RECREATIONAL AREAS	5	4	3	2	1	6
THE PRESENTATION AND CLEANLINESS OF THE COUNCIL AREA	5	4	3	2	1	6
THE PROVISION AND MAINTENANCE OF CYCLING PATHWAYS	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

The environment

4. **IN RELATION TO THE <u>ENVIRONMENTAL MANAGEMENT PERFORMANCE</u> OF THE CITY OF NORWOOD PAYNEHAM & ST PETERS.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
PROTECTING NATIVE FLORA AND FAUNA	5	4	3	2	1	6
ENHANCING THE NATURAL ENVIRONMENT	5	4	3	2	1	6
MANAGING STREET TREES	5	4	3	2	1	6
UNDERTAKING ENVIRONMENTAL INITIATIVES	5	4	3	2	1	6
RESPONDING TO CLIMATE CHANGE	5	4	3	2	1	6
WATER MANAGEMENT AND USE	5	4	3	2	1	6
MANAGING WATERCOURSES	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

Council & community services

5. **IN RELATION TO THE SERVICES PROVIDED BY THE COUNCIL.**

	5 Very satisfied		→		1 Very dissatisfied	Don't know
LIBRARY SERVICES	5	4	3	2	1	6
RECREATIONAL & SPORTING FACILITIES	5	4	3	2	1	6
SWIMMING POOLS	5	4	3	2	1	6
PUBLIC & ENVIRONMENTAL HEALTH SERVICES *	5	4	3	2	1	6
CHILDCARE SERVICES	5	4	3	2	1	6
YOUTH PROGRAMS	5	4	3	2	1	6
SERVICES AND PROGRAMS FOR OLDER RESIDENTS	5	4	3	2	1	6
CULTURAL HERITAGE PROGRAMS	5	4	3	2	1	6
ARTS AND CULTURAL INITIATIVES	5	4	3	2	1	6
COMMUNITY HALLS & CENTRES	5	4	3	2	1	6
CUSTOMER SERVICE CENTRE	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

***** *Immunisation, food inspection and food handling requirements, inspections of hairdressers, tattooists for compliance with hygiene standards; noise & nuisance complaints; storm water & pollution complaints.*

Economic development activities

6. **IN RELATION TO THE PERFORMANCE OF THE CITY OF NORWOOD PAYNEHAM & ST PETERS IN THE AREA OF ECONOMIC DEVELOPMENT.**

	5 Very satisfied		→		1 Very dissatisfied	Don't know
PROMOTING AND SUPPORTING TOURISM	5	4	3	2	1	6
PROMOTING AND ATTRACTING SPECIAL EVENTS	5	4	3	2	1	6
ATTRACTING AND SUPPORTING BUSINESSES	5	4	3	2	1	6
PROMOTING AND SUPPORTING BUSINESS PRECINCTS (E.G. GLYNDE, MAGILL ROAD ETC.)	5	4	3	2	1	6
ASSESSMENT OF DEVELOPMENT APPLICATIONS	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

Quality of life

7. **IN RELATION TO THE <u>QUALITY OF LIFE</u> IN THE CITY OF NORWOOD PAYNEHAM & ST PETERS COUNCIL AREA.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
FEELING SAFE IN THE DAYTIME	5	4	3	2	1	6
FEELING SAFE AT NIGHT	5	4	3	2	1	6
THE ABILITY TO BECOME INVOLVED IN COMMUNITY LIFE AND ACTIVITIES	5	4	3	2	1	6
LEVEL OF COMMUNITY SPIRIT	5	4	3	2	1	6
ACCESS TO SERVICES AND FACILITIES	5	4	3	2	1	6
RANGE OF HOUSING OPTIONS	5	4	3	2	1	6
ACCESS TO PUBLIC OPEN SPACE	5	4	3	2	1	6
THE NATURE OF NEW DEVELOPMENT WITHIN THE COUNCIL AREA	5	4	3	2	1	6
PROTECTION OF HERITAGE BUILDINGS AND CHARACTER AREAS	5	4	3	2	1	6
AMENITY OF OUR MAJOR COMMERCIAL AND RETAIL AREAS	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

Leadership

8. **IN RELATION TO THE <u>LEADERSHIP</u> OF THE CITY OF NORWOOD PAYNEHAM & ST PETERS.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
COUNCIL FINANCIAL MANAGEMENT	5	4	3	2	1	6
KEEPING THE COMMUNITY INFORMED ABOUT CURRENT ISSUES	5	4	3	2	1	6
PROVIDING LEADERSHIP IN THE LOCAL COMMUNITY	5	4	3	2	1	6
PERFORMANCE OF ELECTED MEMBERS [MAYOR, COUNCILLORS]	5	4	3	2	1	6
ENVIRONMENTAL SUSTAINABILITY	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

DOES ANYONE IN YOUR HOUSEHOLD USE THE FOLLOWING SERVICES OR FACILITIES? [READ OUT] **[SHOW CARD C]**

Q9b. [If no] **WHY NOT? WHAT ARE THE BARRIERS?** [DO NOT READ OUT]

			BARRIERS					
	Yes	**No**	**aware ness**	**cost**	**transport /access**	**timing / location**	**No need**	**Other**
COMMUNITY HALLS & CENTRES	1	2	3	4	5	6	7	8
BUILT HERITAGE SERVICES / ADVICE	1	2	3	4	5	6	7	8
BICYCLE PATHWAYS	1	2	3	4	5	6	7	8
PARKS AND PLAYGROUNDS	1	2	3	4	5	6	7	8
LIBRARY SERVICES	1	2	3	4	5	6	7	8
YOUTH PROGRAMS	1	2	3	4	5	6	7	8
SERVICES AND PROGRAMS FOR OLDER RESIDENTS	1	2	3	4	5	6	7	8
SPORTING FACILITIES	1	2	3	4	5	6	7	8
SWIMMING POOLS	1	2	3	4	5	6	7	8
BUS STOPS	1	2	3	4	5	6	7	8
CULTURAL OR ENTERTAINMENT FACILITIES	1	2	3	4	5	6	7	8

10. **PLEASE RATE, ON A SCALE OF 1 TO 5, WHERE 5 IS STRONGLY AGREE AND 1 IS STRONGLY DISAGREE, YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS. [SHOW CARD B]**

	5 Strongly agree	**→**			**1 Strongly disagree**	**Don't know**
THE COUNCIL PROVIDES SUFFICIENT OPPORTUNITIES FOR COMMUNITY ENGAGEMENT	5	4	3	2	1	6
I BELIEVE THAT CULTURAL DIVERSITY IS A POSITIVE INFLUENCE IN THE COMMUNITY	5	4	3	2	1	6
THE MIX OF BUSINESSES IN THE BUSINESS PRECINCTS CONTRIBUTES TO THE PROSPERITY OF THE AREA	5	4	3	2	1	6
I FEEL PART OF MY LOCAL COMMUNITY	5	4	3	2	1	6
I AM SATISFIED WITH THE CHARACTER OF MY LOCAL AREA	5	4	3	2	1	6
THERE IS GOOD COMMUNICATION BETWEEN BUSINESSES AND RESIDENTS	5	4	3	2	1	6
I AM HAPPY WITH THE BALANCE BETWEEN COUNCIL RATES AND THE SERVICES AND STANDARD OF INFRASTRUCTURE PROVIDED	5	4	3	2	1	6

If unhappy with the balance between rates and the services and standard of infrastructure provided (final statement: code 1, 2 in q10), ask q11:

11. **WHICH OF THE FOLLOWING WOULD YOU PREFER**? [READ OUT]

1 ...... COUNCIL SHOULD KEEP RATES AS LOW AS POSSIBLE
2........MAINTAINING THE QUALITY OF SERVICES AND THE STANDARD OF INFRASTRUCTURE IS MORE IMPORTANT THAN KEEPING RATES LOW.
3 Other: Specify_________________ [do not read out]

4 ...... Don't know

12. **PLEASE RATE ON A SCALE OF 1 TO 5, WHAT IS YOUR OVERALL SATISFACTION WITH THE CITY OF NORWOOD PAYNEHAM & ST PETERS? [SHOW CARD A]**

5 Very Satisfied	**→**			**1 Very dissatisfied**	**Don't know**
5	4	3	2	1	6

EVENTS AND ACTIVITIES

13. **Have you attended any of the following Council-run events in the last 3 years? M**

[READ OUT 01-14] [NB not all current/ongoing]

01......FASHION ON PARADE [FASHION PARADE]

02......AUSTRALIA DAY CELEBRATION & CITIZENSHIP CEREMONY

03......MELODIES IN THE PARK

04… JAZZ IN THE PARK

05….YOUTH ARTS & EVENTS [CANVAS, POOLSIDE]

06….CULTURAL HERITAGE EVENTS [SUCH AS HISTORY WEEK]

07….FOOD SECRETS OF GLYNDE BUS TOUR

08….ZEST FOR LIFE FESTIVAL

09….NORWOOD CHRISTMAS PAGEANT

10….TWILIGHT CAROLS & CHRISTMAS MARKET

11….ST PETERS FAIR

12….TASTE GLYNDE

13….NORWOOD ON TOUR RACE [TOUR DOWN UNDER]

14….NORWOOD ON TOUR STREET PARTY [TOUR DOWN UNDER]

15…SYMPHONY IN THE PARK

16….None of these

14. ASK ALL: **How often do you participate in the following? [SHOW CARD D]**

	Daily	Several times a week	2-4 times per month	Once a month	Every three to six months	About once a year or less	Never	Don't know / not sure
VOLUNTEER ACTIVITY	1	2	3	4	5	6	7	9
PHYSICAL EXERCISE ACTIVITY	1	2	3	4	5	6	7	9
LEARNING ACTIVITY [SUCH AS ONLINE STUDIES, ADULT EDUCATION ETC.]	1	2	3	4	5	6	7	9
SHOPPING IN THE COUNCIL AREA	1	2	3	4	5	6	7	9
USING PARKS AND RESERVES IN THE COUNCIL AREA	1	2	3	4	5	6	7	9
ARTS AND CULTURAL ACTIVITIES IN THE COUNCIL AREA	1	2	3	4	5	6	7	9

DEALINGS WITH COUNCIL

15. **WHEN WAS THE LAST TIME YOU HAD ANY DEALINGS WITH COUNCIL STAFF? [SHOW CARD E]**

01 .... Within the last week
02 .... Within the last month
03 .... Within the last three months
04 .... Within the last six months
05 .... Within the last year
06..... Within the last two years
07..... Within the last five years
08..... More than five years ago
09..... Can't recall
10..... Never

16. **WHEN WAS THE LAST TIME YOU HAD ANY DEALINGS WITH ANY OF THE ELECTED MEMBERS (MAYOR AND COUNCILLORS)? [SHOW CARD E]**

01 .... Within the last week
02 .... Within the last month
03 .... Within the last three months
04 .... Within the last six months
05 .... Within the last year
06.... Within the last two years
07.... Within the last five years
08.... More than five years ago
09.... Can't recall
10.... Never

17. **AND HOW SATISFIED WERE YOU WITH THE RESPONSIVENESS OF THE STAFF MEMBER/ELECTED MEMBER?** (as for each 15 and 16). **[SHOW CARD A]**

	5 Very satisfied		**→**		**1 Very dissatisfied**	**Don't know / NA**
Q15 – Council Staff	5	4	3	2	1	6
Q16 – Elected Members	5	4	3	2	1	6

18. **HOW WOULD YOU <u>PREFER</u> TO RECEIVE INFORMATION ABOUT THE COUNCIL'S SERVICES AND ACTIVITIES?** M [Unprompted]

01 ....At community events
02 ....Council's website
03 ....Precinct websites [e.g. Magill Road, The Parade]
04 ....Social media pages
05 ....LookEast publication [Council newsletter published 6 monthly]
06 ....Other Council publications / fliers / mailouts / fridge magnets
07 ....Council's Monthly Messenger Column
08 ....Messenger articles
09 ....Council Libraries / Library Noticeboards
10 ....Contact with Council staff [at customer service centre, phone calls etc.]
11 ....Word of mouth [friend / family / colleagues]

12 ....Other – SPECIFY
13 ....Do not find out information about Council's services and activities

19. **IF YOU WERE TO PARTICIPATE IN A COUNCIL ENGAGEMENT SESSION ON A PROJECT [E.G. COMMUNITY WORKSHOP, INFORMATION NIGHT ETC.], WHICH OF THE FOLLOWING DAYS AND TIMES WOULD BEST SUIT YOU?** M
[SHOW CARD F]

TIMES
01 .... Morning (between 9am to 12pm)
02 .... Afternoon (between 12pm and 4pm)
03 .... Evening (between 7pm to 9pm)
04 .... None of the above - I don't want to participate
05 .... All of the above / no preference

DAYS
01 .... Weekdays
02 .... Weekends
03 .... None of the above - I don't want to participate
04 .... All of the above / no preference

20. **IN YOUR OPINION, WHAT ARE THE THREE MAJOR ISSUES THAT COUNCIL SHOULD BE ADDRESING IN THE NEXT 3 YEARS. PLEASE RANK THE ABOVE ISSUES IN ORDER OF IMPORTANCE – FIRST, SECOND AND THIRD:** [UNPROMPTED BUT PROBE WITH SHOWCARD F IF NECESSARY]

	Select one per column		
	1st	2nd	3rd
PRESERVING HERITAGE BUILDINGS & CHARACTER AREAS	1	2	3
PRESERVING AND PLANTING TREES	1	2	3
ISSUES WITH STREET TREES [ROOTS, LEAF LITTER]	1	2	3
PRESERVING / INCREASING AREAS OF OPEN SPACE	1	2	3
ENVIRONMENTAL SUSTAINABILITY	1	2	3
WASTE MANAGEMENT / RECYCLING / REDUCTION	1	2	3
IMPROVING INFRASTRUCTURE [ROADS, FOOTPATHS, DRAINS ETC.]	1	2	3
IMPROVING ACCESS TO INFORMATION FROM COUNCIL	1	2	3
ACCESS TO SUPPORT SERVICES	1	2	3
URBAN DESIGN / PLANNING ISSUES	1	2	3
CAR PARKING	1	2	3

21. **IF YOU HAD ONE SUGGESTION OR COMMENT FOR THE COUNCIL AS TO HOW IT COULD IMPROVE ITS SERVICE DELIVERY, WHAT WOULD IT BE?** OPEN ENDED

CLASSIFICATIONS

22. **Gender**
1…Male
2…Female

23. **IN WHICH OF THESE AGE GROUPS DO YOU FALL? [SHOW CARD G]**
1 ...... 18 to 24
2 ...... 25 to 30
3 ...... 31 to 39
4 ...... 40 to 54
5 ...... 55 to 64
6 ...... 65 to 74
7 ...... 75+

24. **ARE YOU IN PAID EMPLOYMENT?**
IF YES: WHAT IS YOUR OCCUPATION?
1 ...... Professional/executive
2 ...... White collar
3 ...... Blue collar
IF NO: **COULD YOU PLEASE TELL ME HOW YOU DESCRIBE YOUR OCCUPATION?**
4 ...... Home duties
5 ...... Retired
6 ...... Other (e.g. looking for work, student, etc.)

25. IF IN PAID EMPLOYMENT (CODES 1-3 IN Q24): **DO YOU OPERATE A HOME BASED BUSINESS?**
1 ...... Yes
2 ...... No

26. **WHICH OF THESE GROUPS BEST DESCRIBES THIS HOUSEHOLD? [SHOW CARD G]**
1 SINGLE PERSON: people of any age living alone or sharing accommodation (under 40)
2 YOUNG COUPLE: married or living together with no children in the home
3 YOUNG FAMILY: couple or single parent with most children under 6
4 MIDDLE FAMILY: couple or single parent with most children aged from 6-15 years
5 MATURE FAMILY: couple or single parent - most children > 15 years and 1 + at home
6 MATURE COUPLE OR SINGLE: couple/single in middle/late age groups - no children at home

27. **WHAT CULTURAL GROUP DO YOU CONSIDER YOU BELONG TO?** UNPROMPTED
1 --------- Australian / no particular group
2 --------- Aboriginal / TSI
3 --------- Other - SPECIFY

28. RECORD SUBURB AND WARD OF INTERVIEW

Torrens Ward
01 .... Felixstow
02 .... Marden
03 .... Royston Park

St Peters Ward
04 .... Joslin
05 .... St Peters
06 .... College Park
07…Hackney

West Norwood Kent Town Ward
08 .. Norwood *
[WEST OF EDWARD]
09 .... Kent Town

Kensington Ward
10 .... Norwood *[EAST]
11 .... Kensington
12 .... Marryatville
13 .... Heathpool

Maylands Trinity Ward
14.... Trinity Gdns
15.... St Morris
16.... Firle
17.... Payneham South *****
[COORARA/DIVETT]
18.... Evandale
19.... .Maylands
20.... Stepney

Payneham Ward
21.... Glynde
22.... Payneham
23.... Payneham South *****

ON BEHALF OF THE CITY OF NORWOOD PAYNEHAM & ST PETERS AND SQUARE HOLES, I WOULD LIKE TO THANK YOU FOR YOUR TIME AND COMMENTS. THEY ARE VERY MUCH APPRECIATED.

AS PART OF QUALITY CONTROL PROCEDURES MY SUPERVISOR RECONTACTS A PERCENTAGE OF PEOPLE I SPEAK WITH, TO CHECK I HAVE BEEN DOING MY JOB PROPERLY. ONCE THE VALIDATION PERIOD HAS FINISHED YOUR NAME AND CONTACT DETAILS WILL BE REMOVED FROM YOUR RESPONSES TO THIS SURVEY. MAY I CONFIRM YOUR NAME AND PREFERRED CONTACT NUMBER?

THANK YOU FOR YOUR PARTICIPATION

Record Interviewee Name: ____________________

Contact number: ____________________

I declare the information obtained is true and correct, and that I have conducted this interview as instructed according to the ICC/ESOMAR Code of Conduct.

Nb if respondent has any issues or questions for Council, provide with a Council customer services business card.

City of Norwood Payneham & St Peters

BUSINESS SURVEY 2019

Good .... I am .... from Square Holes.

We are conducting a survey of businesses on behalf of your local Council, the City of Norwood Payneham & St Peters, and would appreciate the opinions of the owner or most senior manager of the business.

The Council values your opinions and these will be used to improve the services delivered to you by your Council. The survey will take about 15 minutes of your time.

1. RECORD SUBURB AND WARD OF INTERVIEW

Torrens Ward
01......Felixstow
02......Marden
03......Royston Park

St Peters Ward
04......Joslin
05......St Peters
06......College Park
07......Hackney

West Norwood Kent Town Ward
08 ... Norwood *
[WEST OF EDWARD]
09..... Kent Town

Kensington Ward
10..... Norwood *[EAST]
11..... Kensington
12..... Marryatville
13..... Heathpool

MaylandsTrinity Ward
14 ..... Trinity Gdns
15 ..... St Morris
16 ..... Firle
17 ..... Payneham South *****
[COORARA/DIVETT]
18 ..... Evandale
19 ..... .Maylands
20 ..... Stepney

Payneham Ward
21 ..... Glynde
22 ..... Payneham
23 ..... Payneham South *****

NB – also record PRECINCT if applicable

2. **How long has your business been operating in the City of Norwood Payneham & St Peters?**
REFER TO MAP IF NECESSARY

1 .... Less than a year
2 .... 1-5 years
3 .... 6-10 years
4 .... 11-15 years
5..................16-20 years
6..................21-25 years
7..................26-30 years
8..................More than 30 years

IF NOT – CHECK ADDRESS – THANK AND TERMINATE

WASTE COLLECTION AND RECYCLING

3. **Please rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, your level of <u>satisfaction</u> with the following in relation to the waste and recycling services provided by the City of Norwood Payneham & St Peters.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
WEEKLY COLLECTION OF BUSINESS WASTE	5	4	3	2	1	6
FORTNIGHTLY COLLECTION OF RECYCLABLES	5	4	3	2	1	6
HARD WASTE COLLECTION	5	4	3	2	1	6
ELECTRONIC WASTE COLLECTION	5	4	3	2	1	6
FORTNIGHTLY COLLECTION OF GREEN ORGANICS	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

INFRASTRUCTURE

4. **Please rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, your level of <u>satisfaction</u> with the following in relation to infrastructure within the City of Norwood Payneham & St Peters.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
PROVIDING AND MAINTAINING ROADS	5	4	3	2	1	6
PROVIDING AND MAINTAINING FOOTPATHS	5	4	3	2	1	6
THE AVAILABILITY OF CAR PARKING WITHIN THE COUNCIL AREA	5	4	3	2	1	6
THE SERVICES PROVIDED TO BUSINESSES	5	4	3	2	1	6
THE PRESENTATION AND CLEANLINESS OF THE COUNCIL AREA	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

ECONOMIC DEVELOPMENT ACTIVITIES

5. **Please rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, your level of satisfaction with the following in relation to the performance of the City of Norwood Payneham & St Peters in the area of economic development.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
PROMOTING AND SUPPORTING TOURISM	5	4	3	2	1	6
PROMOTING AND ATTRACTING SPECIAL EVENTS	5	4	3	2	1	6
ATTRACTING AND SUPPORTING BUSINESSES	5	4	3	2	1	6
PROMOTING AND SUPPORTING BUSINESS PRECINCTS (E.G. GLYNDE, MAGILL ROAD ETC.)	5	4	3	2	1	6
ASSESSMENT OF DEVELOPMENT APPLICATIONS	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

QUALITY OF LIFE

6. **Please rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, your level of satisfaction with the following in relation to the quality of life in the City of Norwood Payneham & St Peters.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
FEELING SAFE IN THE DAYTIME	5	4	3	2	1	6
FEELING SAFE AT NIGHT	5	4	3	2	1	6
THE ABILITY TO BECOME INVOLVED IN COMMUNITY LIFE AND ACTIVITIES	5	4	3	2	1	6
THE LEVEL OF COMMUNITY SPIRIT	5	4	3	2	1	6
ACCESS TO SERVICES AND FACILITIES	5	4	3	2	1	6
THE AMENITY OF OUR MAJOR COMMERCIAL AND RETAIL AREAS	5	4	3	2	1	6
THE NATURE OF NEW DEVELOPMENT WITHIN THE COUNCIL AREA	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

LEADERSHIP

7. **Please rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, your level of <u>satisfaction</u> with the following in relation to the leadership of the Norwood Payneham & St Peters Council.**

	5 Very satisfied	→			1 Very dissatisfied	Don't know
COUNCIL FINANCIAL MANAGEMENT	5	4	3	2	1	6
KEEPING BUSINESSES INFORMED ABOUT CURRENT ISSUES	5	4	3	2	1	6
PROVIDING LEADERSHIP IN THE LOCAL COMMUNITY	5	4	3	2	1	6
PERFORMANCE OF ELECTED MEMBERS [MAYOR, COUNCILLORS]	5	4	3	2	1	6
ENVIRONMENTAL SUSTAINABILITY	5	4	3	2	1	6
OVERALL SATISFACTION	5	4	3	2	1	6

OVERALL IMPORTANCE AND SATISFACTION RATINGS

8. **Please rate, on a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree, your <u>level of agreement</u> with the following statements in relation to the Council.**

	5 Strongly agree	→			1 Strongly disagree	Don't know
A) THE COUNCIL PROVIDES CONVENIENT AND ACCESSIBLE SERVICES FOR BUSINESSES	5	4	3	2	1	6
B) I THINK THE COUNCIL IS SUPPORTIVE OF LOCAL BUSINESSES AND INDUSTRIES	5	4	3	2	1	6
C) THE MIX OF BUSINESSES IN THE BUSINESS PRECINCTS CONTRIBUTES TO THE PROSPERITY OF THE AREA	5	4	3	2	1	6
D) THE COUNCIL AREA PROVIDES THE OPPORTUNITY FOR NEW ENTERPRISES AND LOCAL EMPLOYMENT	5	4	3	2	1	6
E) THE COUNCIL SHOULD PROMOTE THE AREA AS A CENTRE FOR CREATIVE INDUSTRIES	5	4	3	2	1	6
F) THE COUNCIL SHOULD FACILITATE A LOCAL ECONOMY SUPPORTING, AND SUPPORTED BY, ITS COMMUNITY	5	4	3	2	1	6
G) THE COUNCIL PROVIDES SUFFICIENT OPPORTUNITIES FOR COMMUNITY ENGAGEMENT	5	4	3	2	1	6
H) THERE IS GOOD COMMUNICATION BETWEEN BUSINESSES AND RESIDENTS	5	4	3	2	1	6
I) I AM HAPPY WITH THE BALANCE BETWEEN COUNCIL RATES, AND THE SERVICES AND STANDARD OF INFRASTRUCTURE PROVIDED	5	4	3	2	1	6

9. IF UNHAPPY WITH THE BALANCE BETWEEN RATES AND THE SERVICES AND STANDARD OF INFRASTRUCTURE PROVIDED (STATEMENT j: CODE 1, 2 IN Q14):

Which of the following would you prefer? READ OUT, SINGLE RESPONSE

1........Council should keep rates as low as possible

2........Maintaining the quality of services and the standard of infrastructure is more important than keeping rates low

3…**Other (specify)**

4........Don't know

ONLINE ONLY: OPEN Q: Do you think there are any advantages of operating a business within the Council area? IF SO **– what are they?** UNPROMPTED

For phone: Do you think there are any advantages of operating a business within the Council area?

10. **Do you think any of the following, are advantages of operating a business within the Council area?**

1........Close to the City / central location / ideal location
2........Location is good for customers / business
3........Get business from passing vehicle / pedestrian traffic
4........It has a positive image as a shopping destination
5........We are close to other businesses / facilities we use
6........Other advantages – SPECIFY
7........Don't know / not sure if any advantages
8........No advantages

ONLINE ONLY: OPEN Q: Do you think there are any disadvantages of operating a business within the Council area? IF SO **– what are they?** UNPROMPTED

For phone: Do you think there are any disadvantages of operating a business within the Council area?

11. **Do you think any of the following are disadvantages of operating a business within the Council area?** UNPROMPTED

1........Lack of parking / parking issues
2........Rates are too high
3........Council is too restrictive / red tape
4........Traffic is too heavy
5........Other disadvantages – SPECIFY
6........Don't know / not sure if any disadvantages
7…….Rent is too high
8........No disadvantages

DEALINGS WITH COUNCIL

12. **When was the last time you had any dealings with Council staff?**

01......Within the last week
02......Within the last month
03......Within the last three months
04......Within the last six months
05......Within the last year
06..... Within the last two years
07..... Within the last five years
08..... More than five years ago
09..... Can't recall
10..... Never

13. **When was the last time you had any dealings with any of the Elected Members (Mayor and Councillors)?**

01......Within the last week
02......Within the last month
03......Within the last three months
04......Within the last six months
05......Within the last year
06..... Within the last two years
07..... Within the last five years
08..... More than five years ago
09..... Can't recall
10..... Never

14. And how satisfied were you with the responsiveness of the staff member?

15. And how satisfied were you with the responsiveness of the Elected Member?

	VERY DISSATISFIED 1	2	3	4	VERY SATISFIED 5	DON'T KNOW
COUNCIL STAFF	1	2	3	4	5	6
ELECTED MEMBERS	1	2	3	4	5	6

16. **HOW WOULD YOU <u>PREFER</u> TO RECEIVE INFORMATION ABOUT THE COUNCIL'S SERVICES AND ACTIVITIES?** UNPROMPTED, MULTIPLE RESPONSE, CODES AS ABOVE

01......At community events
02......Council's website
03......Precinct websites [e.g. Magill Road, The Parade]
04......Social media pages
05......Precinct networking events
05......LookEast publication [Council newsletter published 6 monthly]
06......Other Council publications / fliers / mailouts / fridge magnets
07......Council's Monthly Messenger Column
08......Messenger articles
09......Council Libraries / Library Noticeboards
10......Contact with Council staff [at customer service centre, phone call etc.]

11......Word of mouth [friend / family / colleagues]

12......Other – SPECIFY

13......Do not find out information about Council's services and activities

17. **Has your business been involved in any of the following Council-run events in the last 3 years:**
READ OUT 01-15 [NB not all current / ongoing]

01......FASHION ON PARADE [FASHION PARADE]

02......AUSTRALIA DAY CELEBRATION & CITIZENSHIP CEREMONY

03......MELODIES IN THE PARK

04….JAZZ IN THE PARK

05….YOUTH ARTS & EVENTS [CANVAS, POOLSIDE]

06….CULTURAL HERITAGE EVENTS [E.G. HISTORY WEEK]

07….FOOD SECRETS OF GLYNDE BUS TOUR

08….ZEST FOR LIFE FESTIVAL

09….NORWOOD CHRISTMAS PAGEANT

10….TWILIGHT CAROLS & CHRISTMAS MARKET

11….ST PETERS FAIR

12….TASTE GLYNDE

13….NORWOOD ON TOUR RACE [TOUR DOWN UNDER]

14….NORWOOD ON TOUR STREET PARTY [TOUR DOWN UNDER]

15….PRECINCT NETWORKING BREAKFASTS AND EVENTS

16…SYMPHONY IN THE PARK

17….None of these

18. **IN YOUR OPINION, WHAT ARE THE THREE MAJOR ISSUES THAT COUNCIL SHOULD BE ADDRESING IN THE NEXT 3 YEARS. PLEASE RANK THE ABOVE ISSUES IN ORDER OF IMPORTANCE – FIRST, SECOND AND THIRD:** [UNPROMPTED BUT PROBE IF NECESSARY]

	Select one per column		
	1st	2nd	3rd
PRESERVING HERITAGE BUILDINGS AND CHARACTER AREAS	1	2	3
PRESERVING AND PLANTING TREES	1	2	3
ISSUES WITH STREET TREES [ROOTS, LEAF LITTER]	1	2	3
PRESERVING / INCREASING AREAS OF OPEN SPACE	1	2	3
ENVIRONMENTAL SUSTAINABILITY	1	2	3
WASTE MANAGEMENT / RECYCLING / REDUCTION	1	2	3
IMPROVING INFRASTRUCTURE [ROADS, FOOTPATHS, DRAINS ETC.]	1	2	3
IMPROVING ACCESS TO INFORMATION FROM COUNCIL	1	2	3
ACCESS TO SUPPORT SERVICES	1	2	3
URBAN DESIGN / PLANNING ISSUES	1	2	3
CAR PARKING	1	2	3

19. **If you were to participate in a Council engagement session on a project or program [e.g. workshop, information night etc.] which of the following days and times would best suit you?**
UNPROMPTED, MULTIPLE RESPONSE

TIMES
01......Morning (between 9am to 12pm)
02......Afternoon (between 12pm and 4pm)
03......Evening (between 7pm to 9pm)
04......None of the above - I don’t want to participate
05......All of the above / no preference

DAYS
01......Weekdays
02......Weekends
03......None of the above - I don’t want to participate
04......All of the above / no preference

20. ASK ALL: **Does your business sponsor or support any community activities or organisations within the Council area?**

1........Charities
2........Schools
3........Social / service clubs
4........Sporting clubs / groups
5........Council events / activities
6........Other – SPECIFY
7........Don't know/not sure
8........No

21. **ARE YOU AWARE THAT THE COUNCIL HAS AN ECONOMIC DEVELOPMENT TEAM TO ASSIST BUSINESSES?**

IF UNSURE: Prompt with Economic Development staff members names – Stacey and Jen.
IF YES: Have you been in contact with the Coordinators? Do you have any feedback regarding this?
1........Yes
2........Other feedback

IF NO: MOVE TO QUESTION 24

22. **What are your expectations of the Council in relation to business development within the Council area?** UNPROMPTED

1........Look after the businesses needs / listen to them
2........Maintain / provide good service
3........Promote businesses / the area
4........Better communication / information
5........Better / more car parking
6........Other – SPECIFY
7........none / don't know / no comment

23. **In what ways would you like the Council to support businesses and the local economy?**
UNPROMPTED - CODES AS ABOVE

24. **What types of business do you think that the Council should be attracting to the Council area?**
UNPROMPTED, MULTIPLE RESPONSE

1........Retail
2........Hospitality
3........Education
4........Health
5........Food Manufacturing
6........Creative Industries [e.g. design, visual arts, performing arts, film etc.]
7........Businesses complementary to mine – SPECIFY [+ PRECINCT]
8........Other – SPECIFY [+ PRECINCT]
9........none

25. **If you had one suggestion or comment for the Council as to how it could improve its service delivery, what would it be?** OPEN ENDED

CLASSIFICATIONS

26. **Type of Business**

01......Agriculture
02......Automotive
03......Banking/finance
04......Building and construction
05......Defence
06......Education
07......Electronics
08......Health and community services
09......Hospitality
10......Information technology
11......Manufacturing - Food
12......Manufacturing - Other
13......Media and communications
14......Professional, property and
business services
15......Retail
16......Science and technical services
17......Transport and storage
18......Wine
19......Other – SPECIFY
20......Refused

On behalf of the City of Norwood Payneham & St Peters and Square Holes,
I would like to thank you for your time and comments. They are very much appreciated.

As part of quality control procedures my supervisor recontacts a percentage of people I speak with, to check I have been doing my job properly. Once the validation period has finished your name and contact details will be removed from your responses to this survey. May I confirm your name and your preferred contact number?

If you have an issue or a question you would like to raise with Council I can give you a general phone number or email address. [8366 4555 or email: townhall@npsp.sa.gov.au] CAN PROVIDE CUSTOMER SERVICE BUSINESS CARD

Thank you for your participation

Record interviewee name: ______________________

Record business name: ______________________

Contact number: ______________________

I declare the information obtained is true and correct, and that I have conducted this interview as instructed according to the ICC/ESOMAR Code of Conduct.

DETAILS:

Date	

Interviewer name	
Signed	

City of Norwood Payneham & St Peters

Community Survey 2019 Research Report