City of Norwood Payneham & St Peters

Community Survey 2017
Research Report

Project Director:
Jason Dunstone
jason@squareholes.com

Project Manager:
Linley Bertram
linley@squareholes.com

Research Analyst / Writer:
Phil Detoya
phil@squareholes.com

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Businesses: 1 February to 21 March 2017

Client contact:
Olivia Franco [Strategic Projects Coordinator]
ofranco@npsp.sa.gov.au

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

[J/N 161103 | P/N 16101]

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Table of Contents

Executive Summary

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City of Norwood Payneham & St Peters

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 regular community survey to establish how the Council is performing on a number of key indicators.

Square Holes was commissioned by the Council to undertake the survey in 2017 and conduct the necessary research with businesses and residents in the Council area. Detailed in this report are the findings of the 2017 community survey, which adds to the survey data that was collected by the Council in the previous surveys in 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 2013, 2011 and 2009 community surveys

Methodology

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

- The resident survey was conducted door to door across Council wards, with flyers distributed to households who were unavailable, providing an online survey link.
- The business survey was conducted via telephone to randomly selected businesses within the Council area, with an option to complete online if unavailable.
- The table below outlines the number of surveys completed.

	Residents	Businesses
Sample achieved	**421**	**194**
	17 online **404** door-to-door	**18** online **176** telephone
Distribution of survey	Square Holes	Square Holes
Questionnaire length	15-20 minutes	15 minutes
Margin of error	4.8%	7.1%
Collection Dates	30 Jan 2017 – 9 March 2017	30 Jan 2017 – 20 March 2017

The target of 200 surveys was not reached due to difficulties in gaining business participation within the timeframe. The Council assisted in encouraging businesses to participate, however the process was extremely challenging in gaining response due to lack of time available for businesses to complete the survey.

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

Whilst no quotas were set for resident age, gender or ward, the aim for this 2017 survey was to maintain consistency with the 2013 sample. The resident sample achieved was a very close representation of the population in age and gender, with a slight skew towards those aged 65+. Please see demographic breakdown on page 53.

The Survey

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

- increase clarity and meaning of questions
- add additional questions that the Council wanted to seek feedback on for community consultation and engagement
- reduce the number of similar questions.

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 2017 compared with 2013
- Business responses in 2017 compared with 2013
- Analysis by ward to identify any similarities or differences

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 7, the yellow graph tells us that for every increment of 1 regarding satisfaction with the presentation & cleanliness of the Council area, overall satisfaction increases by 0.206 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.

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.

2017 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
✓ Fortnightly collection of green organics	✓ Fortnightly collection of green organics
✓ Fortnightly collection of recyclables	✓ Fortnightly collection of recyclables
✓ Protecting native flora & fauna	✓ Feeling safe at night
✓ Library services	✓ The amenity of our major commercial & retail areas
✓ Access to public open space	✓ Promoting & attracting special events
✓ Feeling safe at night	✓ Access to services and facilities
✓ Undertaking environmental initiatives	✓ The presentation & cleanliness of the Council area
✓ Access to services & facilities	✓ The level of community spirit

There were 47 measures across 7 sub-areas in the 2017 survey for **residents**.

- 4 were added [appearance of new development within Council area, community halls & centres, protection of heritage buildings & character areas, environmental sustainability]
- 4 saw no change
- 9 decreased [by 0.2 or less]
- 30 increased [20 with changes of 0.2 or less]

There were 27 measures across 5 sub-areas in the 2017 survey for **businesses**.

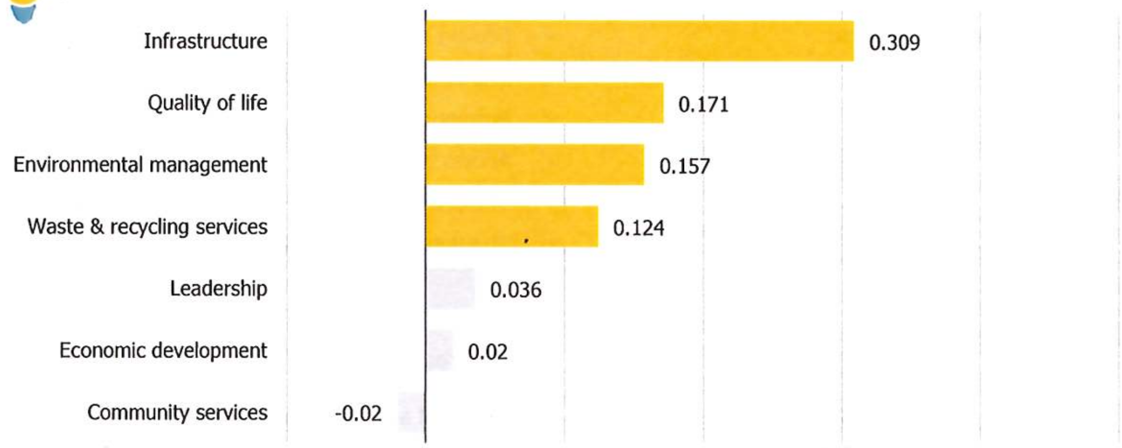
- 2 measures were added [appearance of new development within Council area, environmental sustainability]
- 5 saw no change
- 17 saw decreases [12 were of 0.2 or less]
- 3 increased [by 0.2 or less]

In summary, these results suggest that **businesses are slightly less satisfied in 2017** than residents, who are more satisfied than they were in 2013.

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 tell us that for every increment of 1 in overall satisfaction with Infrastructure, overall satisfaction with the Council increases by 0.309, making it the most significant contributor to overall satisfaction with the Council.

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

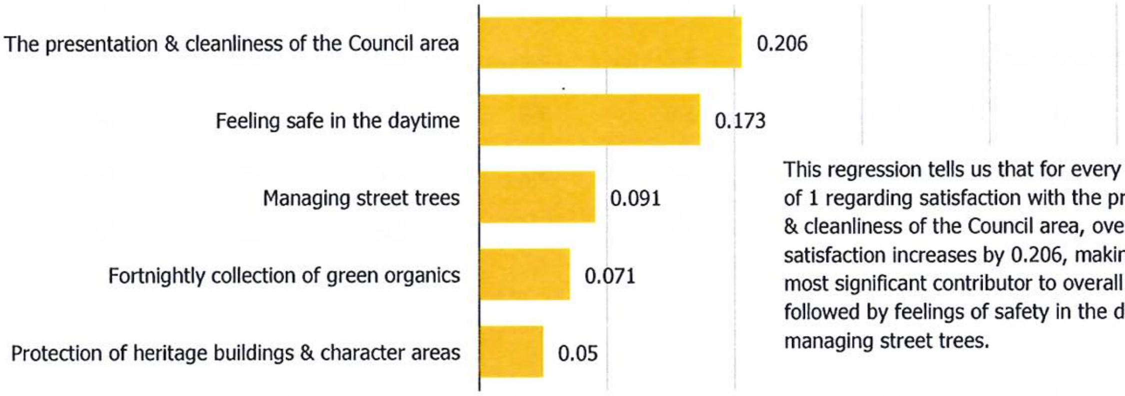


[Regression coefficients, coloured bars indicate statistical significance. Grey bars, while they show some effect, they are not statistically significant and should be viewed as indicative.]

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 [infrastructure], **feelings of safety** [quality of life], and **management of street trees** [environmental management] 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?

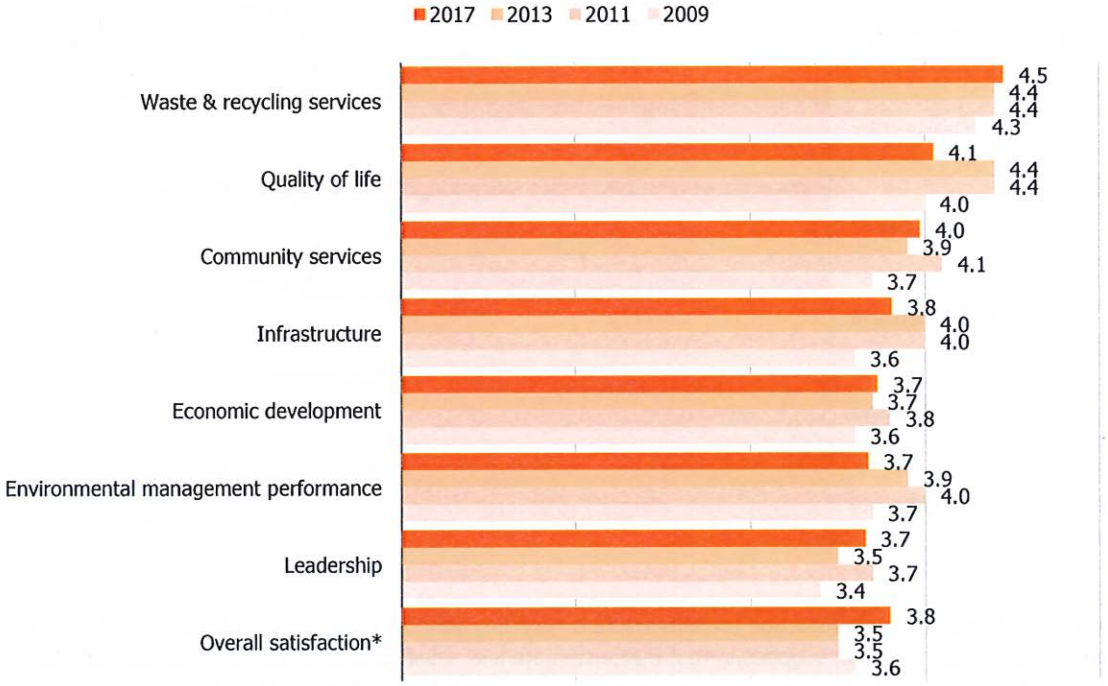
[Regression coefficients, only statistically significant results depicted]



This regression tells us that for every increment of 1 regarding satisfaction with the presentation & cleanliness of the Council area, overall satisfaction increases by 0.206, making it the most significant contributor to overall satisfaction, followed by feelings of safety in the daytime and managing street trees.

Overall satisfaction, aggregated from each area [residents]

[Q2, 3, 4, 5, 6, 7, 8, 13]



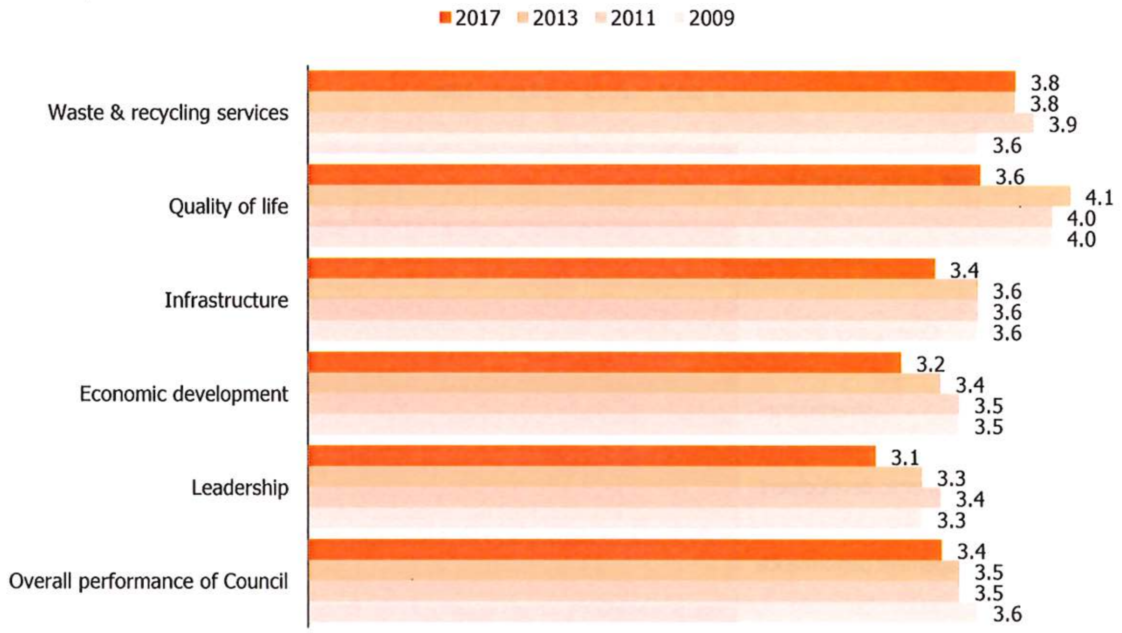
Improvements to satisfaction across most sub-areas indicate positivity amongst residents towards the Council area: overall satisfaction with the Council increased by 0.3.

Overall satisfaction was highest with waste & recycling services, reaching its highest levels since 2009 [4.5]. Satisfaction with quality of life was also high [4.1], despite decreasing 0.3 from 2013. Satisfaction towards Council leadership was lowest, but still positive [3.7] and had increased 0.2 since 2013. Differences between wards are depicted on the next page.

Overall satisfaction	Maylands Trinity	W Norwood Kent Town	Torrens	Kensington	St Peters	Payneham
Waste & recycling services	4.4	4.3	4.4	4.5	4.5	4.6
Quality of life	4.0	4.2	4.0	4.0	4.1	4.1
Community services	3.9	3.9	4.1	4.0	3.9	4.2
Infrastructure	3.7	3.9	3.8	3.8	3.7	4.0
Economic development	3.7	3.9	3.7	3.7	3.6	3.8
Environmental management performance	3.6	3.9	3.5	3.8	3.6	3.9
Leadership	3.6	3.7	3.6	3.6	3.6	3.9
Overall satisfaction	3.7	3.9	3.8	3.8	3.9	4.0

Overall satisfaction, aggregated from each area [businesses]

[Q3, 4, 5, 6, 7]



Businesses indicate highest satisfaction towards waste & recycling services [3.8]. In each other area, decreases to satisfaction were measured, suggesting that businesses are less satisfied in 2017 than in 2013 towards the Council or the Council area. Of particular note was a decrease in satisfaction with quality of life [3.6].

The satisfaction with overall performance of the Council in 2017 was derived from 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

Slight improvements were found in resident satisfaction with access to services & facilities and opportunities for community engagement. The proportion of residents that participated in physical exercise at least once a week decreased slightly, but remained close to the target level of 83%.

Objective	Indicator	Target	Change from 2013
1. Convenient & accessible services & facilities	Level of community satisfaction with access to service & facilities	Maintain a rating of 3.5 or above	Resident: **+0.2** [4.2] Business: **-0.3** [3.6]
3. An engaged and participating community	Level of resident satisfaction with opportunities for community engagement	Increase the rating to 3.5 or above	Resident: **+0.1** [3.6] Business: **+0.3** [4.0]
4. A strong, healthy, and resilient community	Percent of residents participating in weekly physical exercise activity	Maintain or increase the level of resident participation at 83%	Resident: **-2%** [81%]

Cultural Vitality

Resident satisfaction with the character of their local area has remained consistent with results from 2013. Participation also remains consistent, with 70% having attended a particular Council-run event in the past 3 years. Business participation has dropped, driven partially by the omission of 'The Parade Food Wine & Music' event and a lower engagement with the Norwood Christmas Pageant.

Objective	Indicator	Target	Change from 2013
4. Pleasant, well-designed sustainable urban environments	Level of resident satisfaction with the character of the local area and the Council area in general	Maintain a rating of 3.5 or above	Resident: No change [4.2]
5. Dynamic community life in public spaces and precincts	Percent of residents participating in Council-run events	Maintain or increase the level of resident participation from 2013 levels	Resident: No change [70%] Business: **-14%** [13%]

Economic Prosperity

The proportion of residents who operate a home-based business has remained consistent with 2013 results. Similarly, changes to the level of sponsorship amongst local businesses for local community activities remains unchanged at one-third.

Objective	Indicator	Target	Change from 2013
3. New enterprises and local employment opportunities	Percent of residents in paid workforce who operate a home-based business	Maintain or increase from 13%	No change [13%]
5. A local economy supporting and supported by its community	Level of business sponsorship for local community activity	Maintain or increase from 40% [2013 measured at 34%]	**-1%** [33%]

Summary of key issues and opportunities

Residents

- **Infrastructure – roads & footpaths**
  - There is a perception that Council has not taken sufficient action to maintain and clear certain footpaths, or maintain roads.
  - Residents commonly indicated that an improvement to the Council's service delivery would involve addressing concerns regarding infrastructure.
  - Of all infrastructure-related attributes, satisfaction with footpaths was lowest of any attribute and had decreased since 2013.

- **Environment – trees & watercourses**
  - Sustainability and management were also key issues.
  - Complaints about Queensland box trees were common; their leaves and gumnuts cluttering footpaths and drains, making them a safety hazard, and the roots of the trees damaging footpaths.
  - Of all environmental management-related attributes, satisfaction with managing street trees was lowest of any attribute in this section [decreasing since 2013] and it had the most impact on overall satisfaction.

Businesses

- **Economic development – Council engagement**
  - Increasing engagement and support was commonly mentioned as one way the Council could improve its service delivery.
  - Only 9% were aware of the Economic Development Coordinators [2% had used], and many businesses indicated they desired more direct communication and consultation with the Council to improve business prospects in and around their area.

- **Infrastructure – roads & footpaths**
  - The Council area was perceived to be affluent and safe, but marred by accessibility issues [i.e. parking, road traffic, road surfaces, footpath damage].
  - Satisfaction with the provision & maintenance of roads was a significant contributor to overall satisfaction with infrastructure; in 2017 it decreased slightly to 3.5 in 2017 from 3.8 in 2013.

Recommendations

In consideration of the feedback, from both residents and businesses, the following three key recommendations are made as focus areas for the Council:

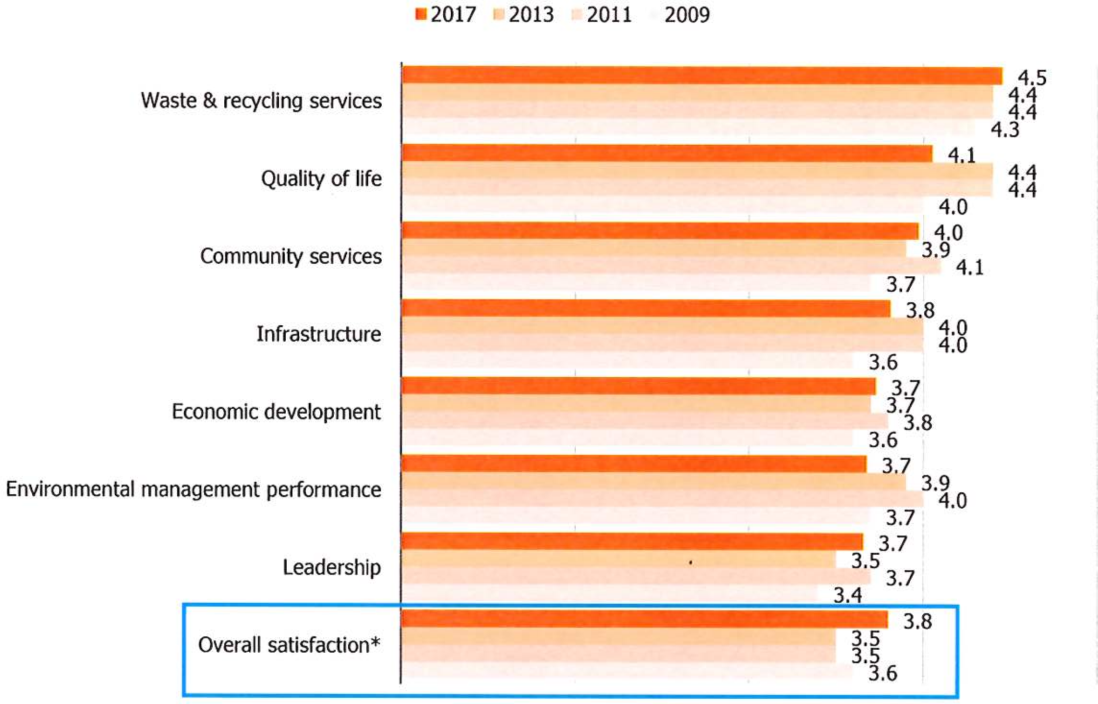
1. Maintain appearance and cleanliness of the Council area
2. Address issues with street trees
3. Increase direct engagement with businesses

Residents

Overall satisfaction of residents

Resident satisfaction remains positive [above 3.0] in all areas, with satisfaction highest towards waste & recycling services [4.5]. Decreases in overall satisfaction with quality of life, infrastructure, and environmental management performance were found compared to the results from 2013, but remained consistent with or higher than in 2009. Overall satisfaction with the Council, however, had increased to 3.8 from 3.5 in 2013.

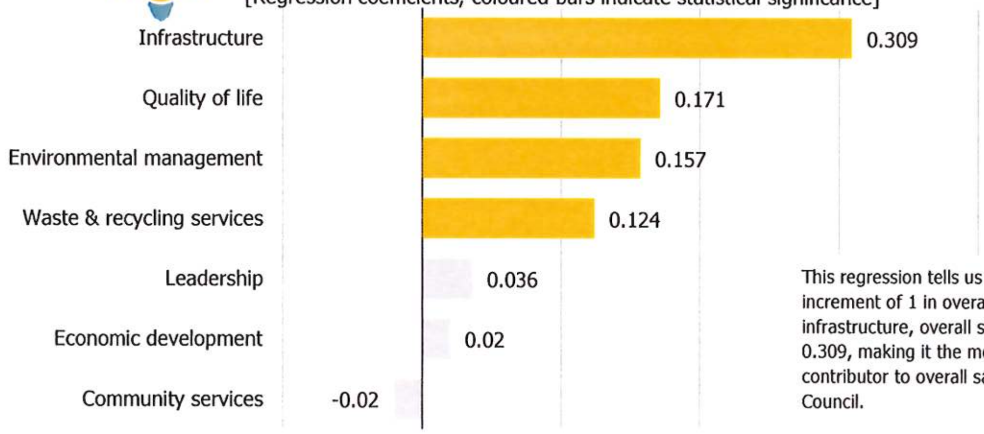
Overall satisfaction, aggregated from each area
[Q2, 3, 4, 5, 6, 7, 8, 13]



*The measure for overall satisfaction with the Council [3.8] was changed slightly in the 2017 survey from 'Overall performance of Council'.

After considering each performance area, the area with the most impact on overall performance is **infrastructure**. The three areas with low impact also had at least 10% of respondents indicate 'Don't know', suggesting residents may not be aware enough to provide a meaningful response.

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

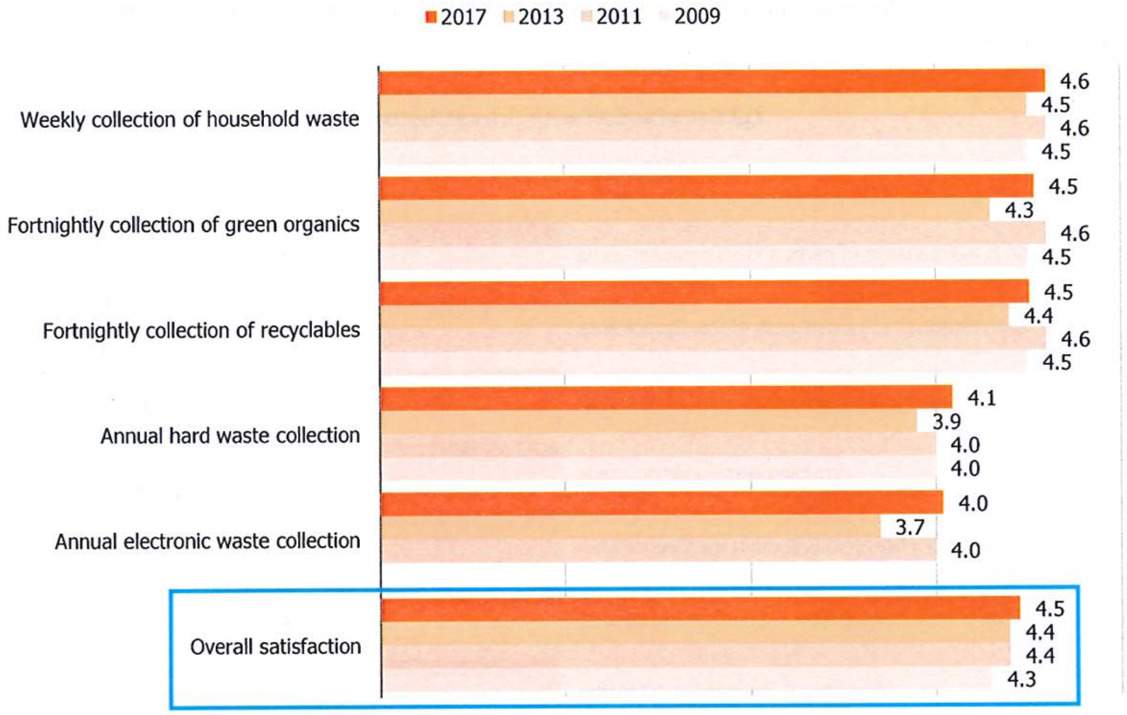


This regression tells us that for every increment of 1 in overall satisfaction with infrastructure, overall satisfaction increases by 0.309, making it the most significant contributor to overall satisfaction with the Council.

Waste collection & recycling

Satisfaction with waste collection & recycling remains relatively stable, with slight increases across each measure based on results from 2013. Residents are most satisfied with **the weekly collection of household waste.** Overall satisfaction remains high, increasing steadily from 2009.

Q2 Satisfaction with waste collection & recycling

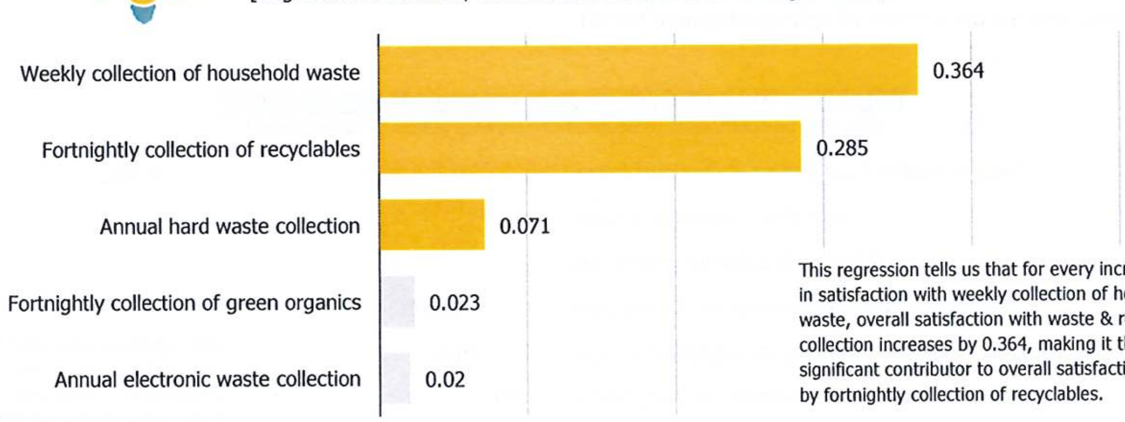


After conducting a regression analysis, **weekly collection of household waste** and **fortnightly collection of recyclables** were found to contribute most to overall satisfaction. Therefore maintaining current service levels with these two services are most important for maintaining resident satisfaction.

Of note is electronic waste collection where 42% of residents indicated 'Don't know', accounting for the low impact to overall satisfaction [41% also indicated satisfied or very satisfied].

What has the greatest impact on overall satisfaction?

[Regression coefficients, coloured bars indicate statistical significance]



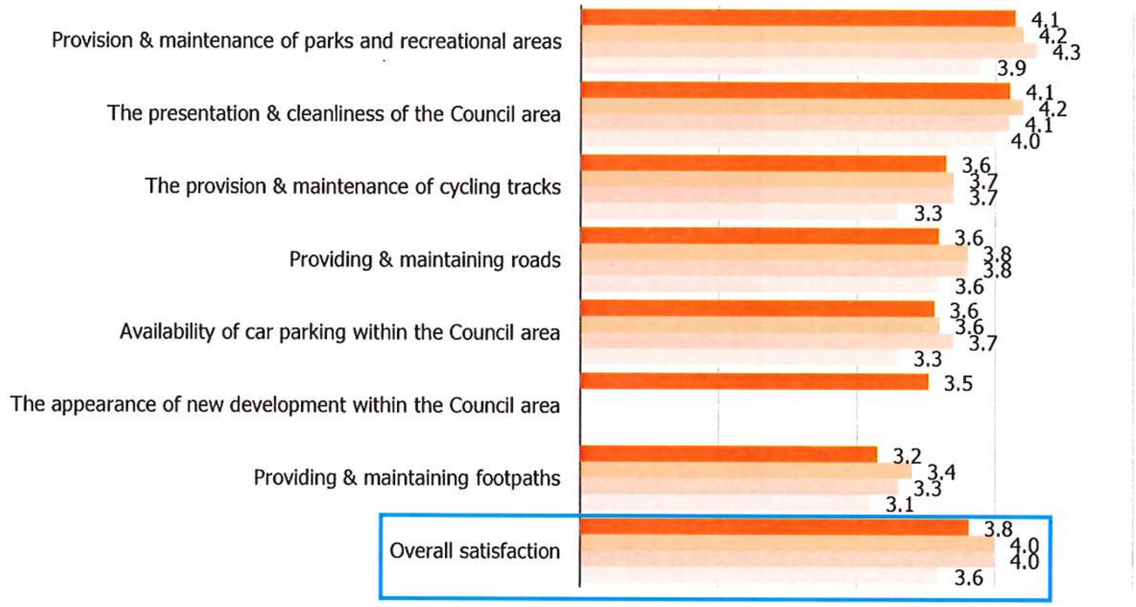
This regression tells us that for every increment of 1 in satisfaction with weekly collection of household waste, overall satisfaction with waste & recycling collection increases by 0.364, making it the most significant contributor to overall satisfaction, followed by fortnightly collection of recyclables.

Infrastructure

Satisfaction had decreased slightly across all sub-measures since 2013, but remains higher than was measured in 2009. Residents were most satisfied with the **provision & maintenance of parks & recreational areas** [4.1] and **the presentation & cleanliness of the Council area** [4.1]. Overall satisfaction had slightly declined from 4.0 to 3.8 since 2013.

In the latest survey iteration, 'the provision and maintenance of walking paths' was replaced with 'the appearance of new development within the Council area' as the former was considered under 'providing & maintaining footpaths'.

Q3 Satisfaction with infrastructure

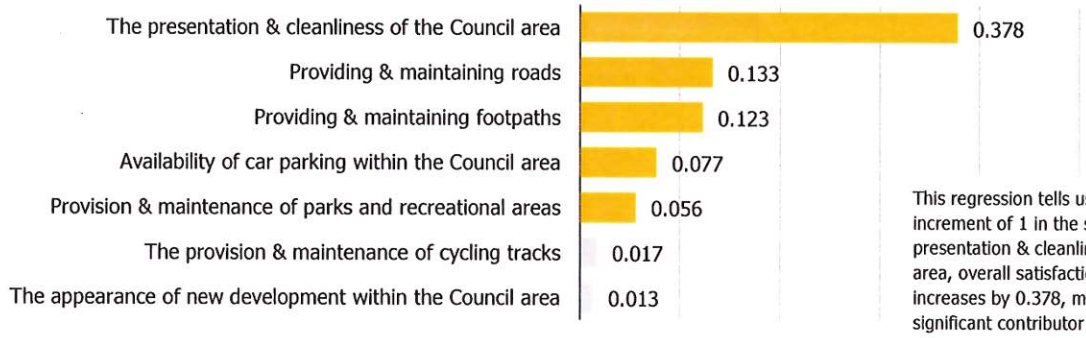


A regression analysis reveals the **presentation & cleanliness of the Council area** has the strongest impact on overall satisfaction towards infrastructure. Remembering that infrastructure affects overall satisfaction with the City of Norwood Payneham & St Peters most, a priority should be placed on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

Noting the two areas with least impact, residents indicated 'don't know' to a higher extent for cycling tracks [36%] and the appearance of new development [22%].

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 presentation & cleanliness of the Council area, overall satisfaction with infrastructure increases by 0.378, making it the most significant contributor to satisfaction.

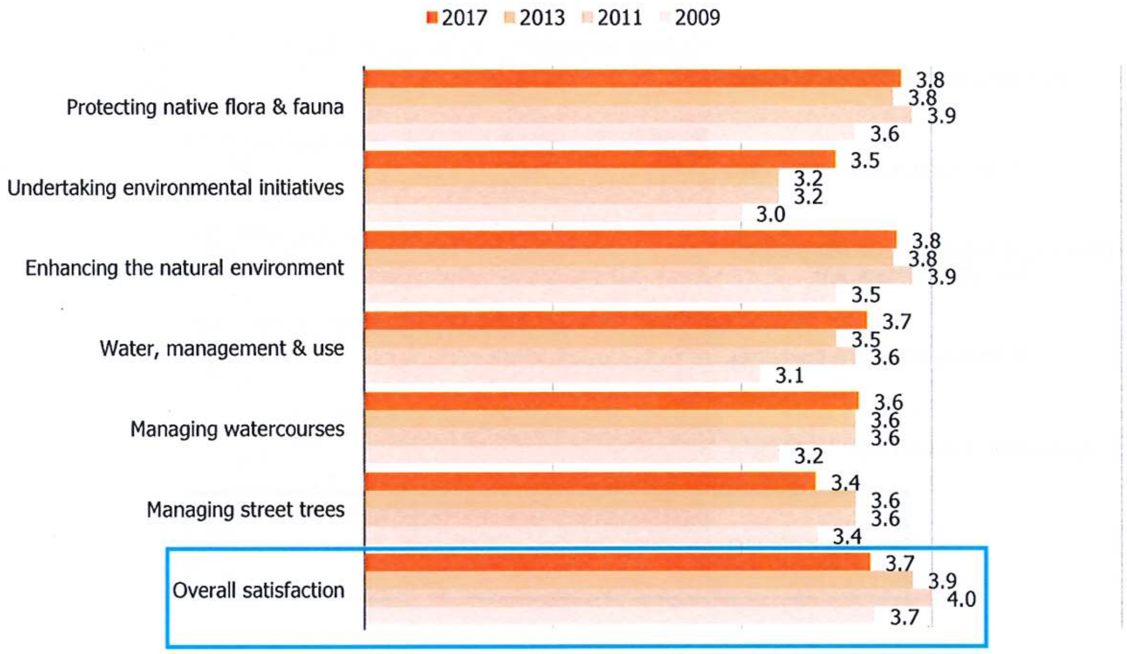
The environment

In this survey iteration, 'climate change initiatives' was changed to 'undertaking environmental initiatives', while 'water management' was changed to 'water management & use'. These wording changes were made to improve the clarity and meaning of the options.

Satisfaction with **protecting native flora & fauna** is highest, while **managing street trees** is lowest [3.4]. While satisfaction towards **managing street trees** is mostly positive [48% indicated satisfied/very satisfied], it is also the attribute where the most dissatisfaction was measured [23% indicated dissatisfied/very dissatisfied]. This sentiment is echoed in other parts of the research, such as in areas of high priority for Council.

Overall satisfaction had slightly decreased since 2013 from 3.9 to 3.7.

Q4 Satisfaction with environmental management



The significance of managing street trees is also revealed via regression analysis. Both managing street trees and watercourses contribute most to overall satisfaction with environmental management, hence the slight decrease in overall satisfaction shown above. Street tree branches & gum nut droppings, as well as mitigating flood risks and maintaining drains/gutters were common concerns raised in relation to these issues.

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 managing street trees, overall satisfaction towards environmental management increases by 0.351, making it the most significant contributor to overall satisfaction.

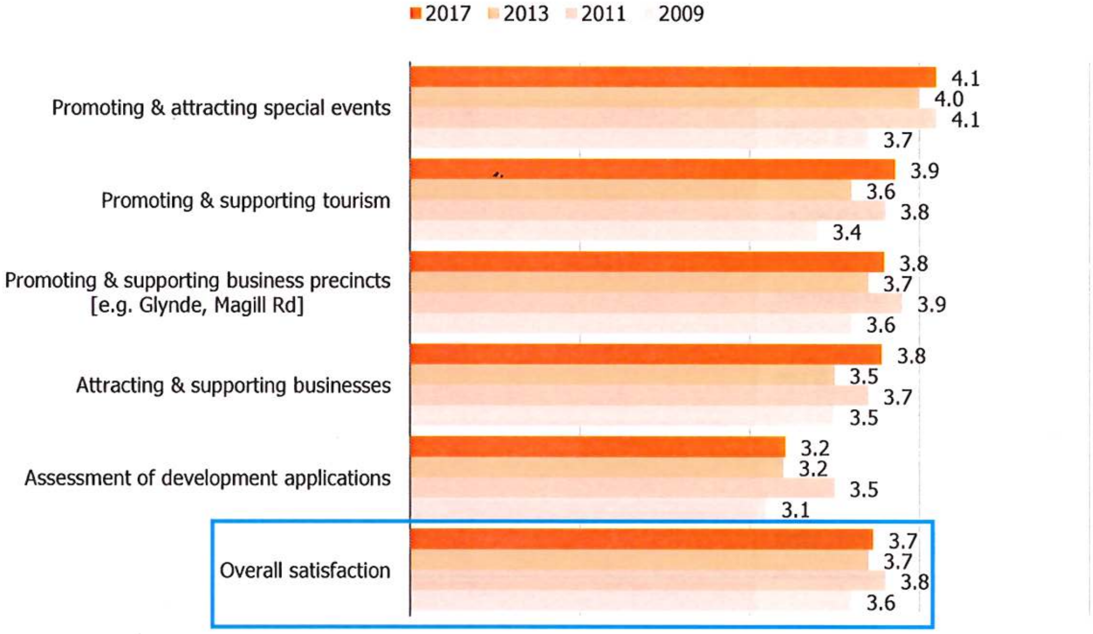
Economic development

Minor changes were made in the 2017 survey; 'promotion of tourism' was changed to 'promoting & supporting tourism' and 'revitalisation of major shopping precincts' was changed to 'promoting & supporting business precincts'.

Overall, satisfaction with economic development attributes remains consistent with previous years' results, with **promoting & supporting tourism** and **attracting & supporting businesses** featuring the highest levels of satisfaction measured so far.

Overall satisfaction has remained consistent with only a slight decrease since 2011.

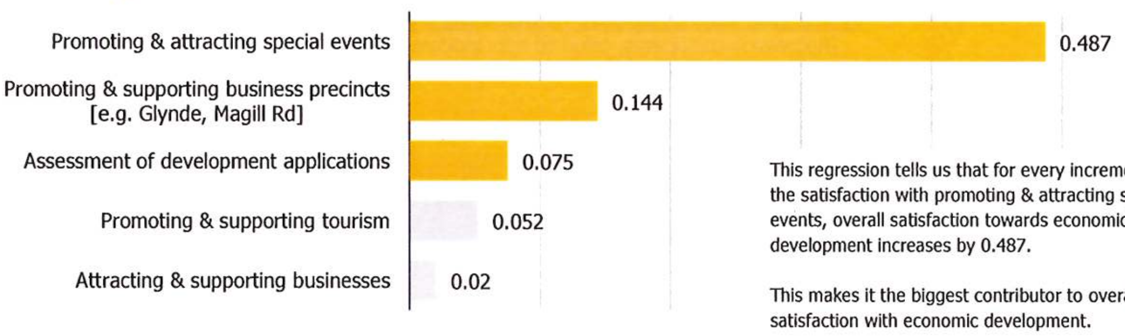
Q6 Satisfaction with economic development



Regression analysis reveals **promoting & attracting special events** to have a large significant impact on overall satisfaction. To this end, improving overall satisfaction requires memorable promotion of special events to residents and to a lesser extent, promoting and supporting the business precincts.

What has the greatest impact on overall satisfaction?

[Regression coefficients, coloured bars indicate statistical significance]



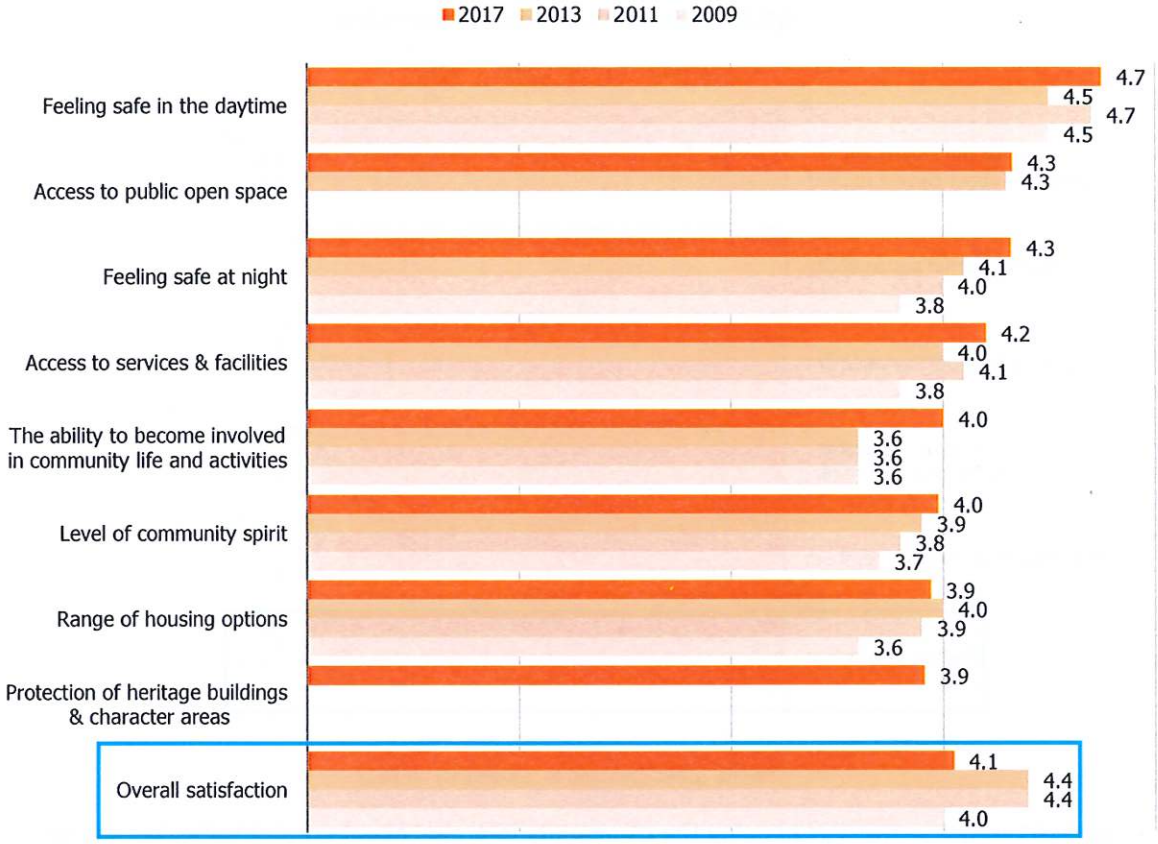
This regression tells us that for every increment of 1 in the satisfaction with promoting & attracting special events, overall satisfaction towards economic development increases by 0.487.

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

Quality of life

One attribute was added to this survey question in 2017; **protection of heritage buildings & character areas**, which measured one of the lower levels of satisfaction [3.9], along with the **range of housing options** [3.9]. In summary, satisfaction levels were slightly higher than was measured in 2013, however overall satisfaction decreased from 4.4 to 4.1.

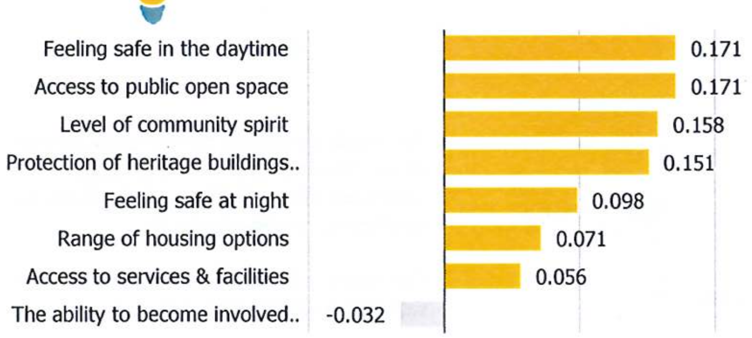
Q7 Satisfaction with quality of life



A regression analysis was unable to determine any specific sub-measure that contributed to the decrease to overall satisfaction. However, almost all sub-measures were found to have a mild effect on overall satisfaction, suggesting satisfaction may only be weakly affected by satisfaction in each area.

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 feeling safe in the daytime or access to public open space, overall satisfaction increases by 0.171.

Each sub-measure contributes only a small amount to overall satisfaction, however their effects combined may be noteworthy.

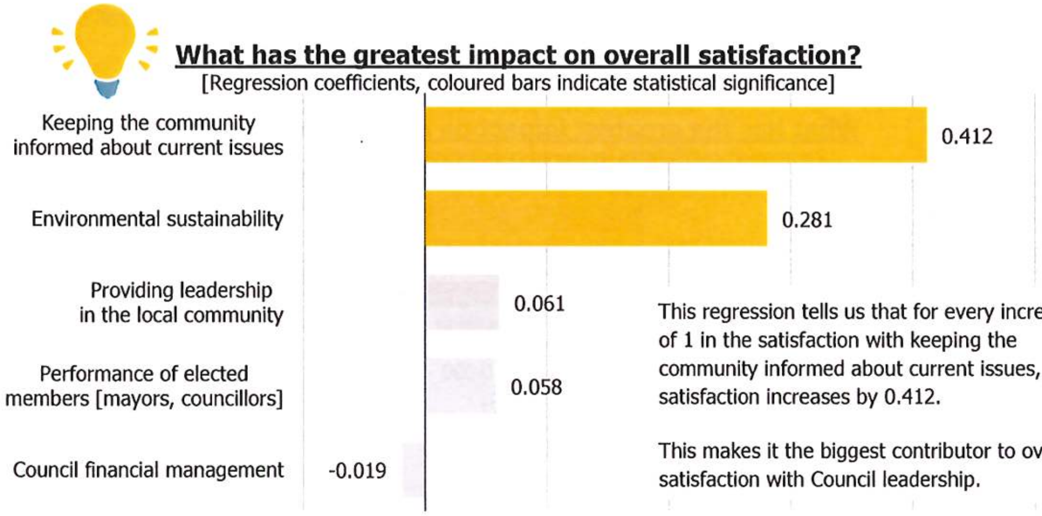
Council leadership

Overall satisfaction remains relatively consistent with previous years but did show some slight improvement since 2013 from 3.5 to 3.7 in 2017.

A new measure was added in 2017 [**environmental sustainability**], which was found to have a relatively high level of satisfaction amongst residents. Increases in satisfaction across each sub-measure were measured, except for **performance of Elected Members**, which decreased only slightly by 0.1 from 2013.

*Word 'public' changed to 'community' in 2017

A regression analysis reveals that **keeping the community informed about current issues** has a large significant impact on overall satisfaction. This coupled with the impact of **environmental sustainability** may contribute to the increase of overall satisfaction from 3.5 to 3.7.

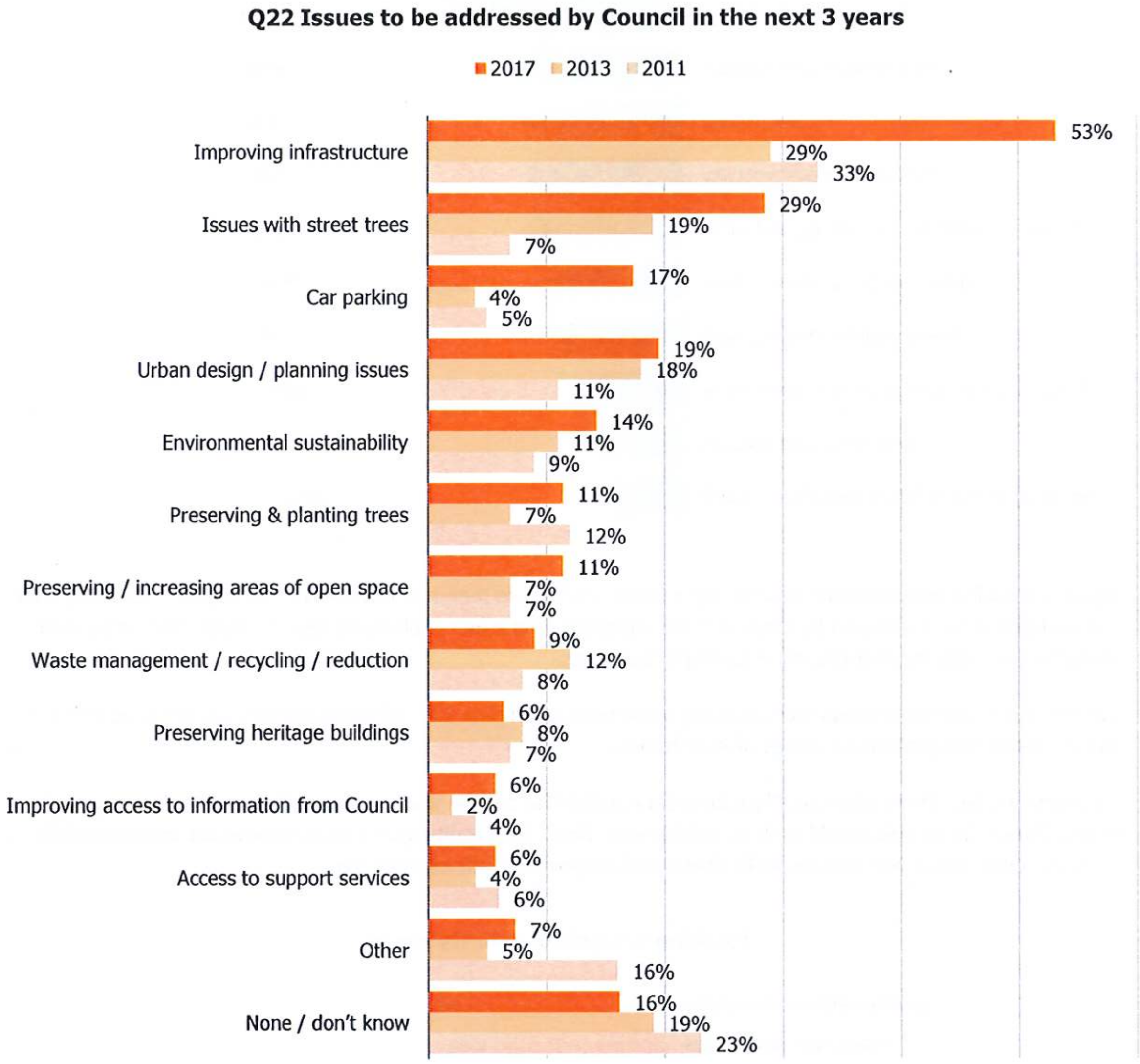


This regression tells us that for every increment of 1 in the satisfaction with keeping the community informed about current issues, overall satisfaction increases by 0.412.

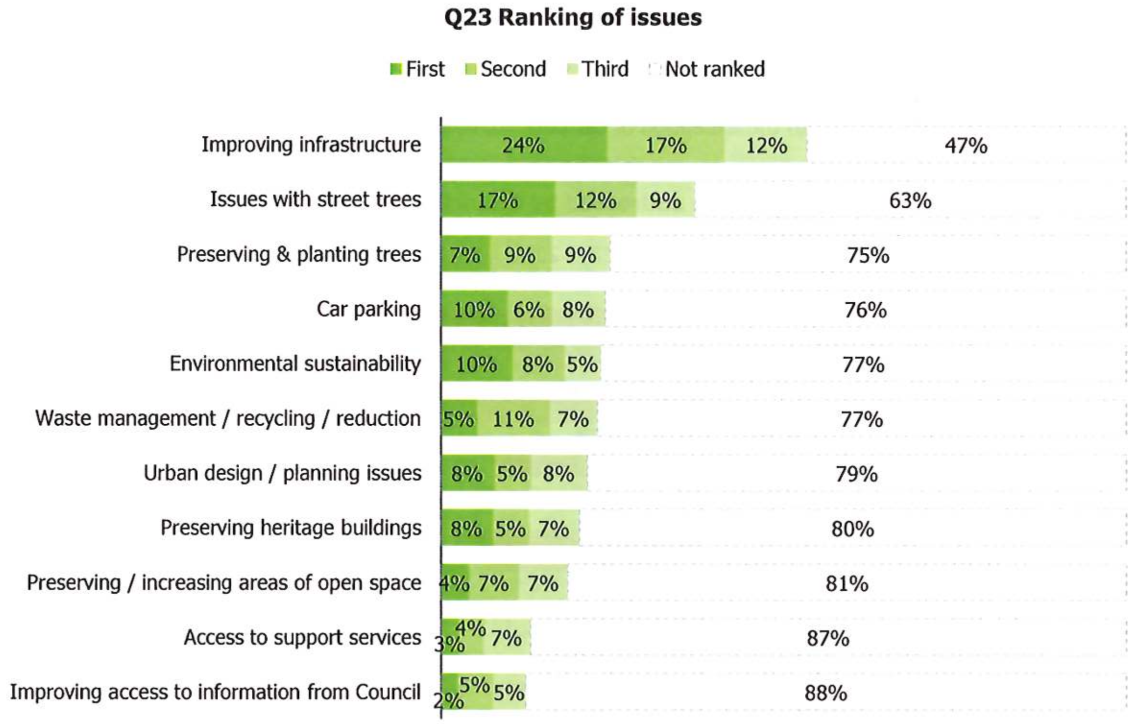
This makes it the biggest contributor to overall satisfaction with Council leadership.

Issues of importance

Improving infrastructure [53%] remains the most prominent issue residents want addressed by the Council in the next 3 years, followed closely by issues with street trees [29%] and car parking [17%]. These issues remain consistent with previous years, with the exception of car parking, which has more than doubled since 2013.



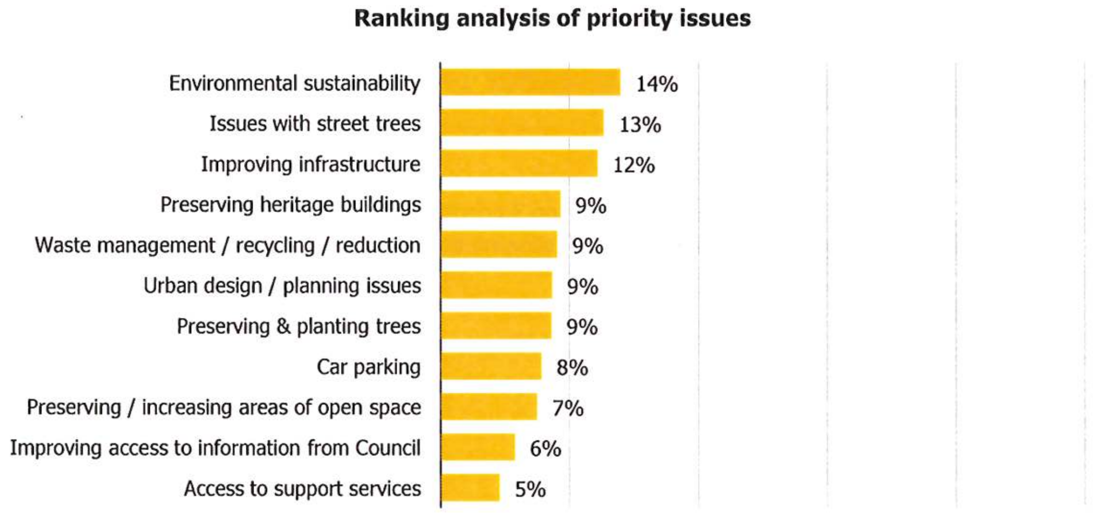
As part of this question, residents could also rank their top 3 priorities. These priorities have been ordered based on the number of responses, and are presented on the following page.



Again, improving infrastructure was the top priority, with more than half of residents surveyed [53%] indicating it is an issue to be addressed by Council [24% indicated it as a first-preference issue]. Street trees were also ranked as an issue by over one-third [37%] of residents.

Car parking and environmental sustainability were notable, in that 10% of those surveyed had indicated these two issues as first-preference issues of importance.

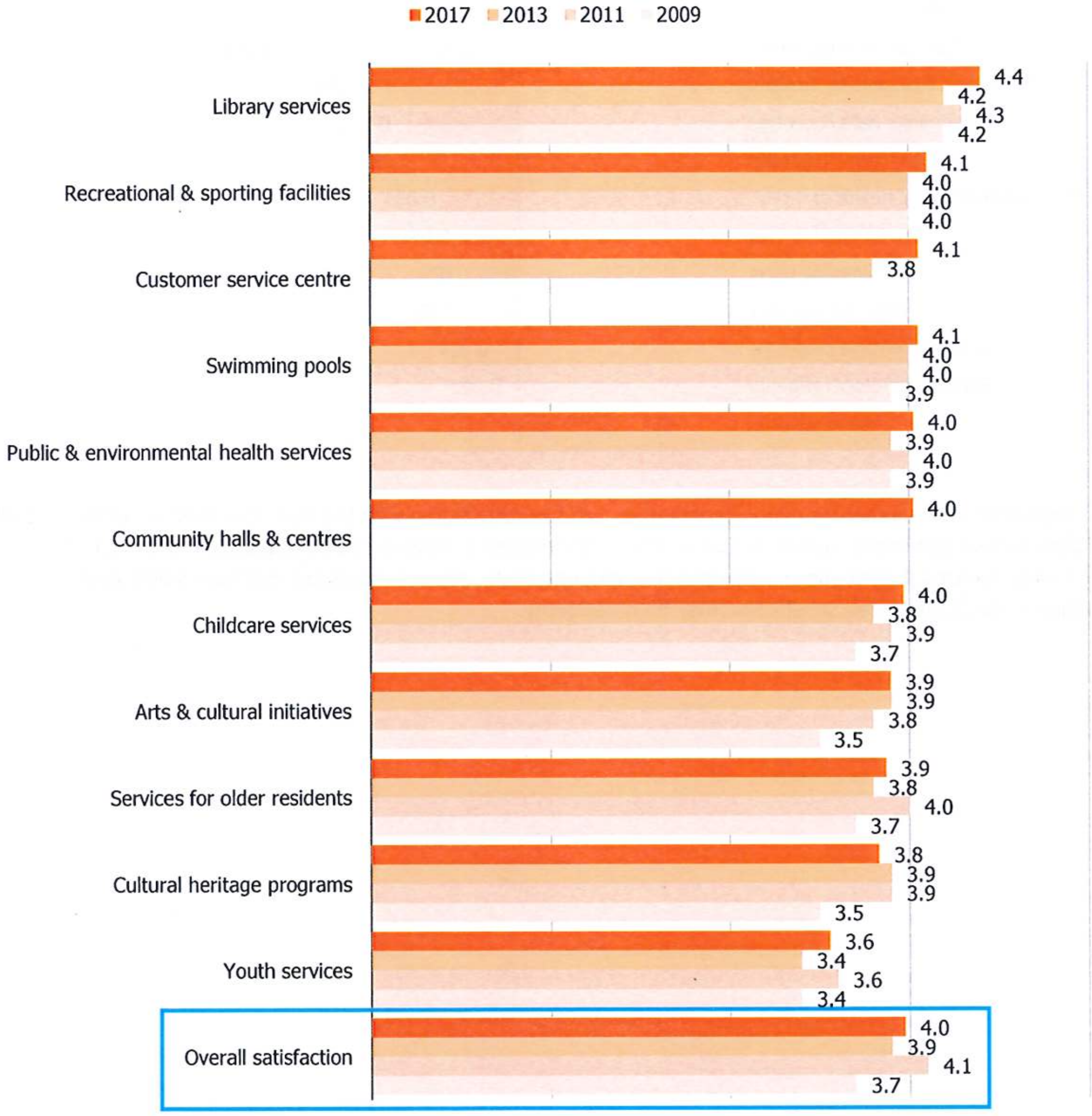
A ranking analysis that factors in all ranking data across the sample was conducted to estimate the probability a proportion of the sample would rank an attribute as 'first'. The results reveal **environmental sustainability** is a key concern, along with **issues with trees** and **improving infrastructure**.



Community services

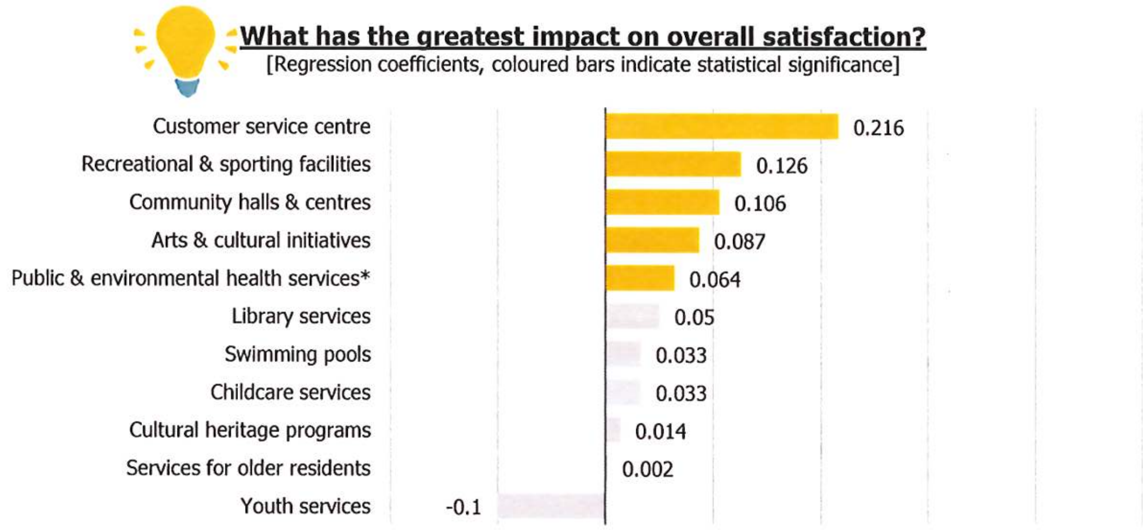
Overall, satisfaction with almost all community services has improved. Overall satisfaction has also increased since 2013 from 3.9 to 4.0. Satisfaction with **library services** remains highest [4.4], increasing slightly from satisfaction measured in 2013, while **community halls & centres**, a newly listed community service, rates quite highly with an average satisfaction of 4.0.

Q5 Satisfaction with community services



A regression analysis of satisfaction with each service finds that **recreational & sporting facilities** and **community halls & centres** are important to maintain.

Intuitively, providing a means by which residents can interact with Council directly [i.e. **a customer service centre**] can help improve perceptions of the Council and increase awareness of services, thereby improving satisfaction with services provided overall.



This regression tells us that for every increment of 1 in the satisfaction with the customer service centre, overall satisfaction with services increases by 0.216. This is the biggest contributor to overall satisfaction with community services. Furthermore, while the contributions of the other services are relatively small, their combined effects on overall satisfaction may be noteworthy.

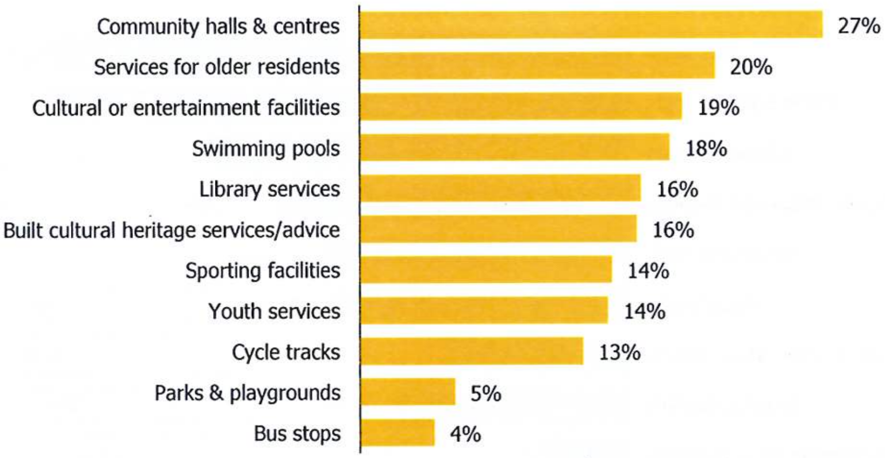
Council services usage

The likelihood of residents using services has remained relatively consistent over time:

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

*changed in 2017 from 'cultural heritage services'

Q10 Potential use

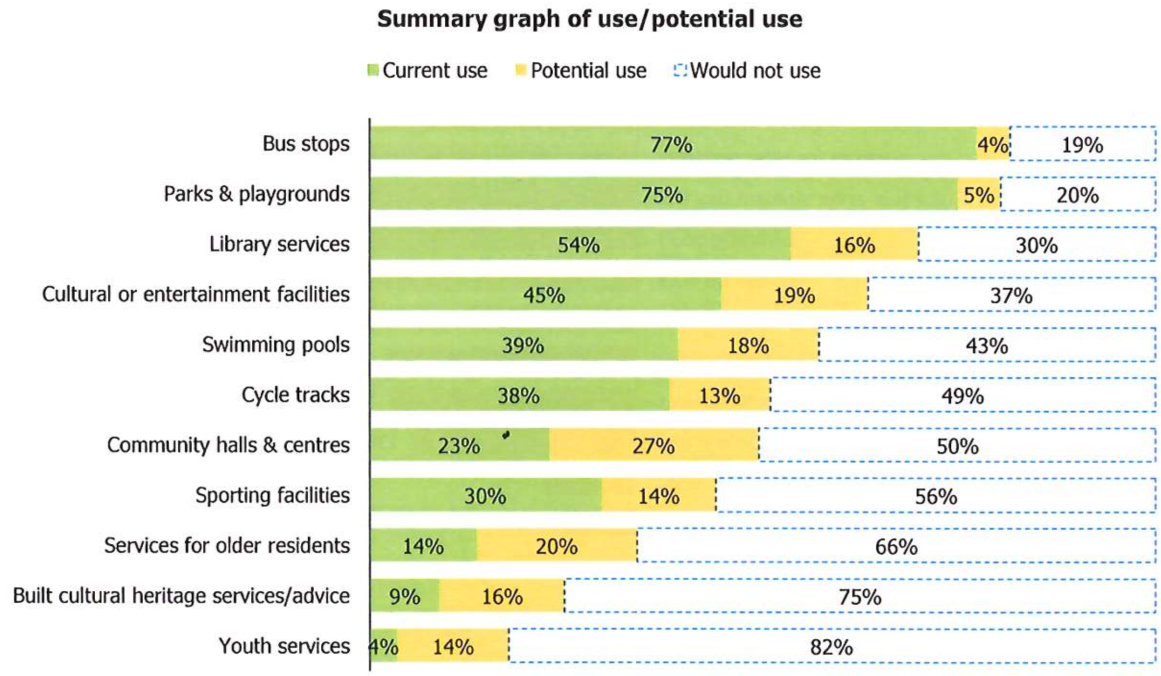


Demographic differences of residents were examined and indicated they would potentially use the listed services. The following distinctions were found:

- Potential use of swimming pools [53%] and sporting facilities [42%] is highest amongst those aged 18 - 24.
- Potential use of youth services is similar between those aged 18 to 24 [42%] and 25 to 30 [40%].
- Potential use for services for older residents is highest amongst those aged 55 and older.
- Potential use of library services is higher amongst males [34%] than females [19%].
- Potential use of cycle tracks is higher in Maylands Trinity Ward [30%]
- Potential use of cultural or entertainment facilities is higher in Kensington Ward [41%]

When asked of those that would potentially use the service, awareness was noted as the most common barrier.

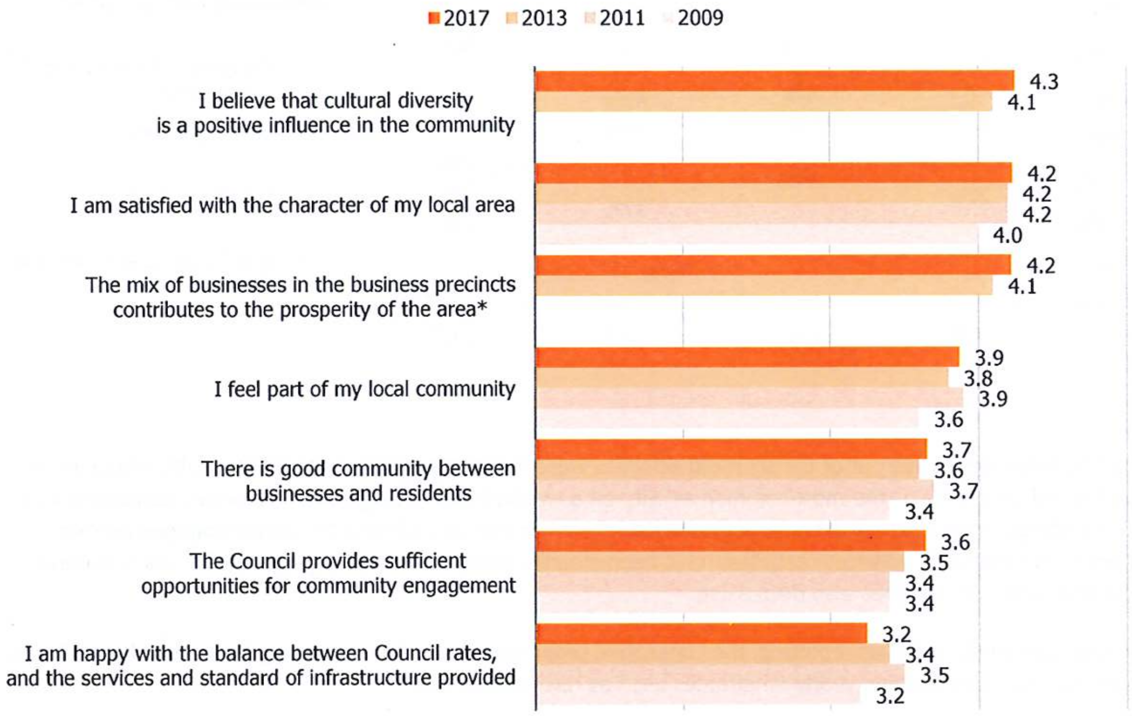
Q10 [% based on whole sample, n=421]	**Awareness**	**Cost /free**	**Transport / access**	**Timing /venue**	**Other**
Community halls & centres	21%	6%	2%	4%	<1%
Services for older residents	16%	3%	2%	5%	2%
Cultural or entertainment facilities	16%	1%	1%	4%	2%
Swimming pools	11%	5%	2%	5%	2%
Library services	10%	1%	2%	5%	2%
Built cultural heritage services/advice	13%	3%	<1%	2%	1%
Sporting facilities	11%	4%	1%	2%	2%
Youth services	11%	2%	<1%	3%	3%
Cycle tracks	9%	-	1%	1%	4%
Parks & playgrounds	4%	-	1%	1%	<1%
Bus stops	1%	-	-	1%	1%



Perception statements

Overall, residents agree with the range of statements provided, suggesting positive perceptions towards the City of Norwood Payneham & St Peters. Residents most agreed with the statement **'cultural diversity is a positive influence in the community'**, with slight increases to agreement compared to measurements in 2013.

Q11 Level of agreement with statements

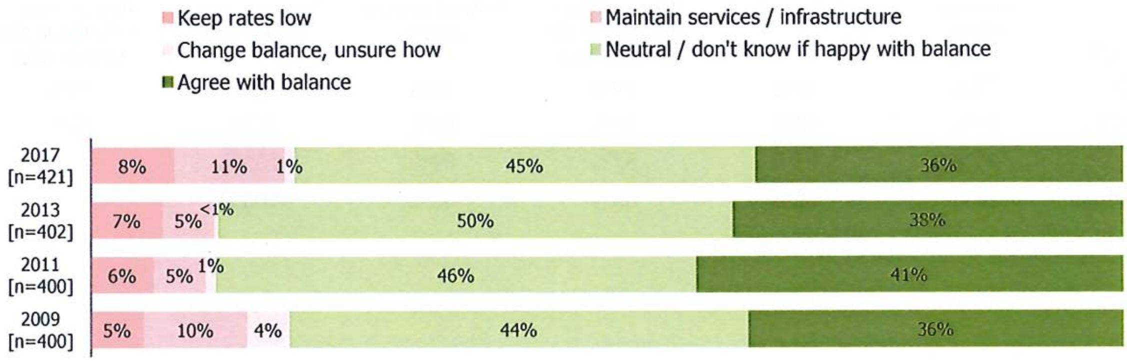


*Changed in 2017 from 'The cosmopolitan character of business precincts contributes to the prosperity of the area.'

The statement with the least agreement related to the perceived balance between Council rates and the standard of infrastructure & services provided; 20% did not agree that they were happy with the balance.

Then, when asked to choose between maintaining services / infrastructure or maintaining low rates, these respondents preferred to maintain services/infrastructure [11%] than keep rates low [8%]. Consistent with previous analysis, 'don't know' responses were merged with the neutral point of the scale [3].

Q12 Happiness with balance between rates and services/infrastructure provided
[Red indicates those that rated 1=strongly disagree or 2=disagree]



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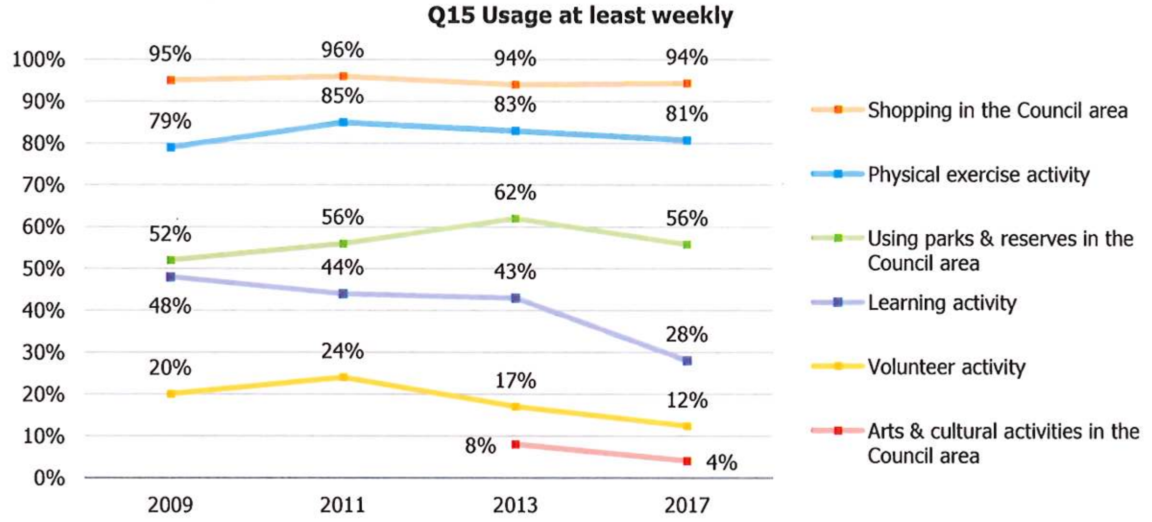
Participation in selected activities



Overall, decreases in five out of the six listed activities were measured compared to 2013 results. Shopping in the Council area remains the most common activity on a weekly basis [94%], having remained consistent with 2013 findings, while physical exercise activities [81%] remain the second most frequently engaged activity. Learning activities and volunteer activities have been steadily decreasing, with engagement in arts & cultural activities in the Council area also decreasing.

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						
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
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%	-

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
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%	-

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. Residents most preferred an evening timeframe [from 7pm to 9pm, 34%] on a weekday [44%], however 38% indicated they did not want to participate at all.

Times [Q21]	
Morning [between 9am to 12pm]	13%
Afternoon [between 12pm and 4pm]	16%
Evening [between 7pm to 9pm]	34%
All of the above / **no preference**	5%
None of the above – I don't want to participate	38%

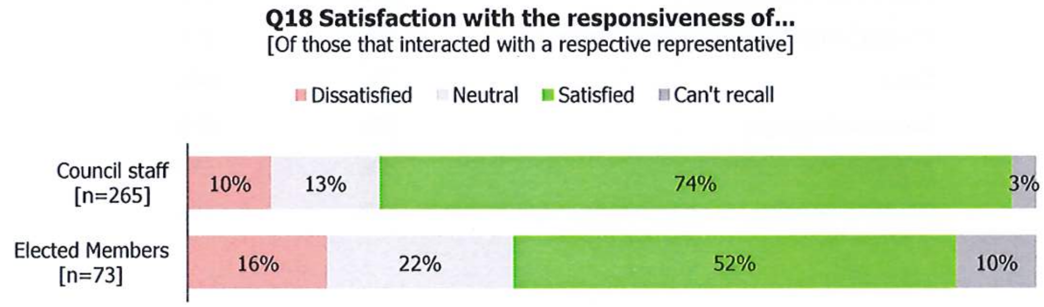
Days [Q21]	
Weekdays	44%
Weekends	15%
All of the above / **no preference**	7%
None of the above – I don't want to participate	38%

Residents were also asked whether they had interacted 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.

With this distinction, it became much clearer that interactions with Council staff are more common than with Elected Members. Just under two-thirds of residents [63%] had ever interacted with Council staff, while only 17% had interacted with an Elected Member.

Q16 /Q17	**2017** Council Staff [n=265]	**2017** Elected Members [n=73]	**2013**	**2011**	**2009**
			[Combined staff and Elected Members]		
Within the last week	7%	1%	9%	8%	10%
Within the last month	9%	1%	13%	11%	12%
Within the last 3 months	11%	2%	13%	11%	14%
Within the last 6 months	12%	1%	9%	8%	8%
Within the last year	12%	3%	9%	11%	13%
Within the last 2 years	7%	3%	4%	6%	7%
Within the last 5 years	4%	3%	3%	3%	8%
Ever	63%	17%	63%	61%	74%
Can't recall	8%	10%	11%	5%	5%
Never	29%	72%	26%	34%	21%

Of those that had interacted with an Elected Member or Council staff, the satisfaction with the responsiveness of the Council staff or Elected Member was also measured. Residents indicated they were more satisfied than dissatisfied with their respective interaction.



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Finding out about Council services & activities

Information via Council publications/fliers & LookEast are currently at their highest level of use [37% and 33% respectively]. While information via the Council's website has dropped since 2013, the proportion of residents using it to find out about Council services & activities remains higher than was measured in 2009. Furthermore, when examining usage amongst age brackets, some distinctions were clear;

- Of those that get their information via the LookEast publication, 95% are aged 31 or above.
- Those aged 18 to 24 are much more likely to find information via social media pages [24%] and much less likely via the LookEast publication [3%].
- Information via Messenger articles is highest amongst those aged 55 to 64 [41%].

Q19	2017	2013	2011	2009
Other Council publications/fliers	37%	26%	11%	8%
LookEast	33%	26%	16%	24%
Council's website	29%	36%	25%	23%
Messenger articles	27%	37%	6%	2%
Word of mouth	22%	16%	6%	21%
Libraries/noticeboards	10%	8%	26%	13%
Council staff	10%	18%	11%	8%
Council's monthly Messenger column	9%	7%	33%	40%
Other	7%	4%	12%	12%
Precinct websites and Facebook*	7%	3%	-	-
Community events	5%	5%	25%	7%
Do not find out information	10%	7%	-	5%

*Split in 2017 to social media [6%] & precinct websites [<1%]

Residents were also asked from which media they would prefer to find out information. Council publications and LookEast remained the top sources, while emails were the most common response in 'Other'. Those aged 18 to 30 were the main driver for the higher preference of information via social media pages.

Q20	Current	Preferred
Other Council publications/fliers/mail outs/fridge magnets	37%	46%
LookEast publication	33%	37%
Council's website	29%	32%
Messenger articles	27%	28%
Word of mouth	22%	15%
Council Libraries / Library Noticeboards	10%	13%
Contact with Council staff	10%	7%
Council's Monthly Messenger Column	9%	8%
Other	7%	14%
Social media pages	6%	10%
At community events	5%	5%
Precinct websites	<1%	1%

Attendance at Council-run events

Attendance to the Norwood Christmas Pageant is at its highest level [42%], and remains the most commonly attended event since 2011 [38%], with Parades on Norwood Parade doubling in attendance from 15% to 34%.

Q14	2017	2013	2011
Norwood Christmas Pageant	42%	37%	38%
Parades on Norwood Parade [Fashion parade]	34%	15%	11%
Norwood on Tour Race [Tour Down Under]*	30%	25%	34%
Norwood on Tour Street Party [Tour Down Under]*	24%		
St Peters Fair	24%	16%	13%
Twilight Carols & Christmas Market	17%	-	-
Taste Glynde	10%	-	-
Australia Day celebration	10%	5%	4%
Food Secrets of Glynde Bus Tour	7%	-	-
Cultural Heritage Events	6%	6%	5%
Youth Arts & Events	5%	4%	1%
Melodies in the Park	4%	-	-
Every Generation Concert	3%	2%	-
Attendance at any of these events	70%	70%	70%
Did not attend any of these events	30%	30%	30%

*Tour Down Under was split in 2017

Final suggestions [Q24]

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?"*

The primary areas of concern for residents are:

- **Maintenance** [66 responses] – footpaths, roads, drains and overgrown trees
    - "Please fix footpaths."
    - "Footpaths & roads."
    - "Better maintenance of streets."
    - "Improve footpath & street lighting."
    - "Qld Box trees - risk of walkers slipping - year round mess - love to see replaced with suitable street trees."
    - "Roads to be kept maintained. Maintain trees."
    - "Sweep the roads of dead leaves."
- **Traffic management & parking** [47 responses] – parking availability, traffic flow, speed limits
    - "Address issue of narrow streets that are used as cut through."
    - "Fix road speed management."
    - "Support residents with car parking issues - no fines after 2 hrs if resident".
- **Communication / consultation** [36 responses] – engaging the community & keeping them informed
    - "Improving the information flow, i.e. just letting us know what is happening."
    - "Communication, let residents know what's happening in community."
    - "More communication with residents, Councillors door knocking, finding out if any issues."
- **Services** [33 responses] – more frequent rubbish collection
    - "Increase re-cycling capacity - every week or 2nd bin."
    - "Book an appointment for rubbish / hard-waste collection."
    - "Recyclables and green waste collection weekly instead of fortnightly."
- **Development / planning aspects** [23 responses] – opposition to sub-divisions or increasing density, upgrading/improving appearance of area
    - "Do up Magill Road, it's ugly near where we live."
    - "Get the Coles area organised, shop owners don't know what's happening and it affects them."
    - "Stop sub-dividing blocks."

n=349 respondents provided comments.

Businesses

Perceived advantages / disadvantages of operating in NPSP Council Area

More than half of businesses surveyed indicated the location [48%] and proximity [51%] of the City of Norwood Payneham & St Peters to the City were an advantage to businesses operating in the area.

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

Advantages listed in the 'Other' category most commonly include the types of people shopping [affluent, friendly] and the area itself [vibrant/busy, safe, Norwood has a strong identity].

However disadvantages were also indicated, with parking issues being the most common [29%]. Of those listed, many related to the Council; high focus on The Parade or certain types of businesses at the expense of other areas [e.g. Kensington Road], or a lack of communication or support by Council. Road infrastructure was also common, with roads being unsuitable for the volume of traffic and access being the primary concerns.

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

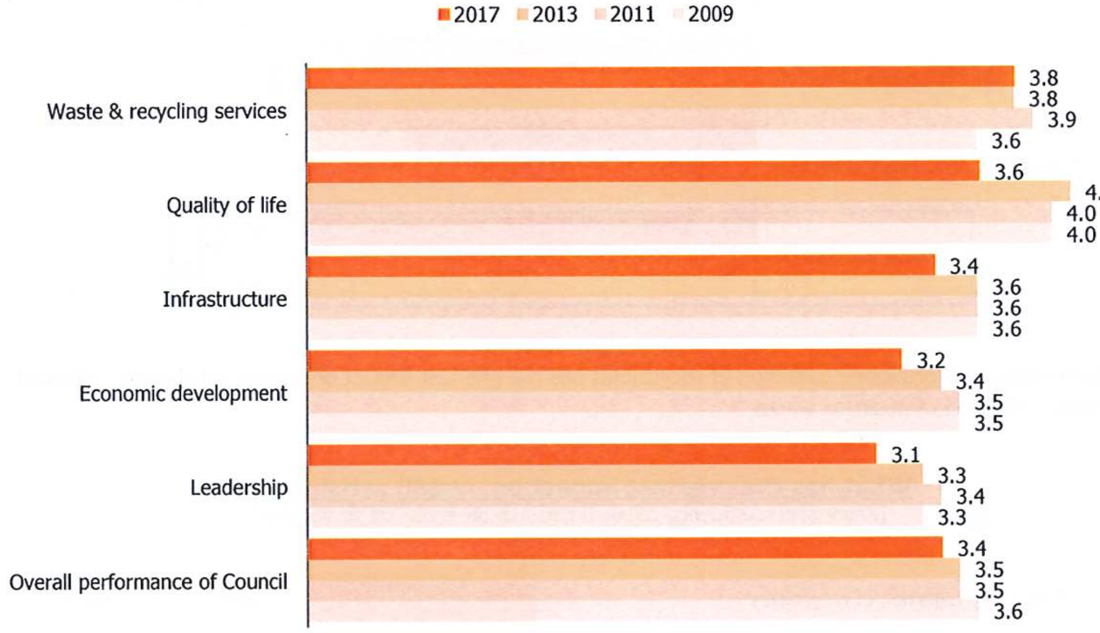
^Changed from 'Issues with Council'

Overall satisfaction of businesses

Businesses indicate highest satisfaction towards waste & recycling services [3.8]. In each other area, decreases to satisfaction were measured, suggesting that businesses are less satisfied in 2017 than in 2013 towards the Council or the Council area.

Of particular note was a decrease in satisfaction with quality of life [3.6]. This was primarily attributed to a decrease in satisfaction with access to services and facilities.

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

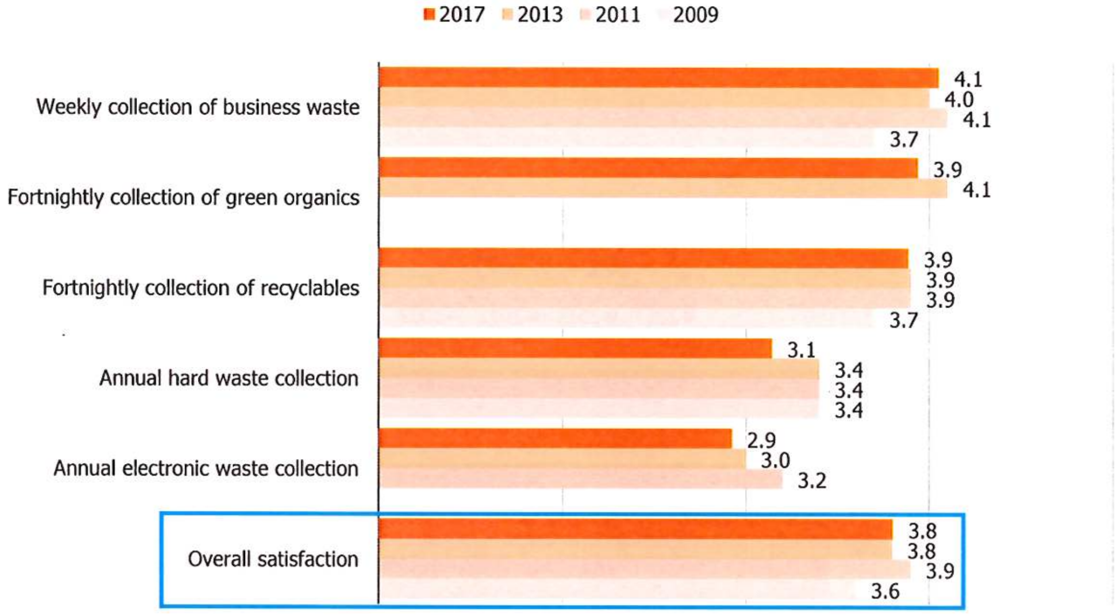


The satisfaction with overall performance of the Council in 2017 was derived from average satisfaction in each area. The importance and satisfaction questions from the 2013 survey were removed in 2017 to decrease the length of the survey and therefore the overall performance rating was an average of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

Waste collection & recycling

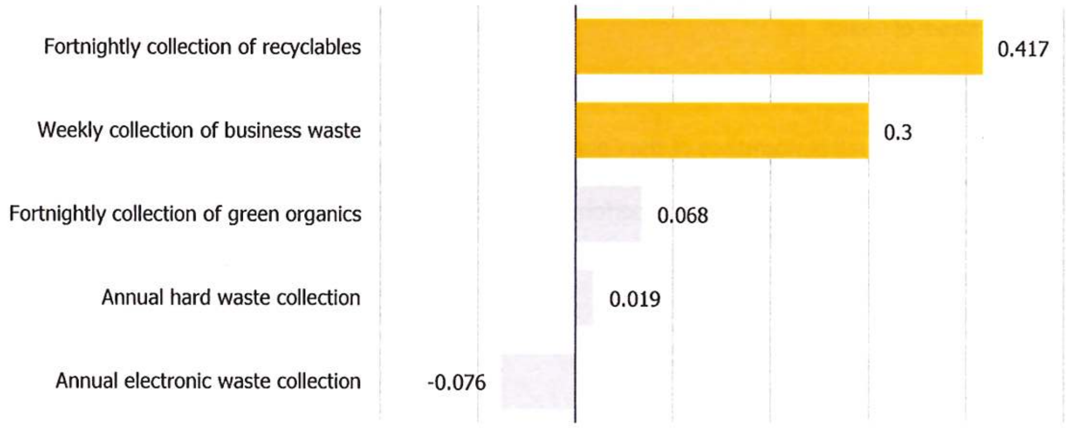
Satisfaction was highest with the **weekly collection of business waste**, having increased by 0.1 since 2013 to levels consistent with 2011. Satisfaction with annual electronic waste collection dropped to 2.9 – the lowest recorded, however 79% of businesses indicated 'Don't know', suggesting that e-waste collection is not an overwhelming issue. Overall satisfaction has remained consistent with 2013, only slightly below that of 2011.

Q3 Satisfaction with waste collection & recycling



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

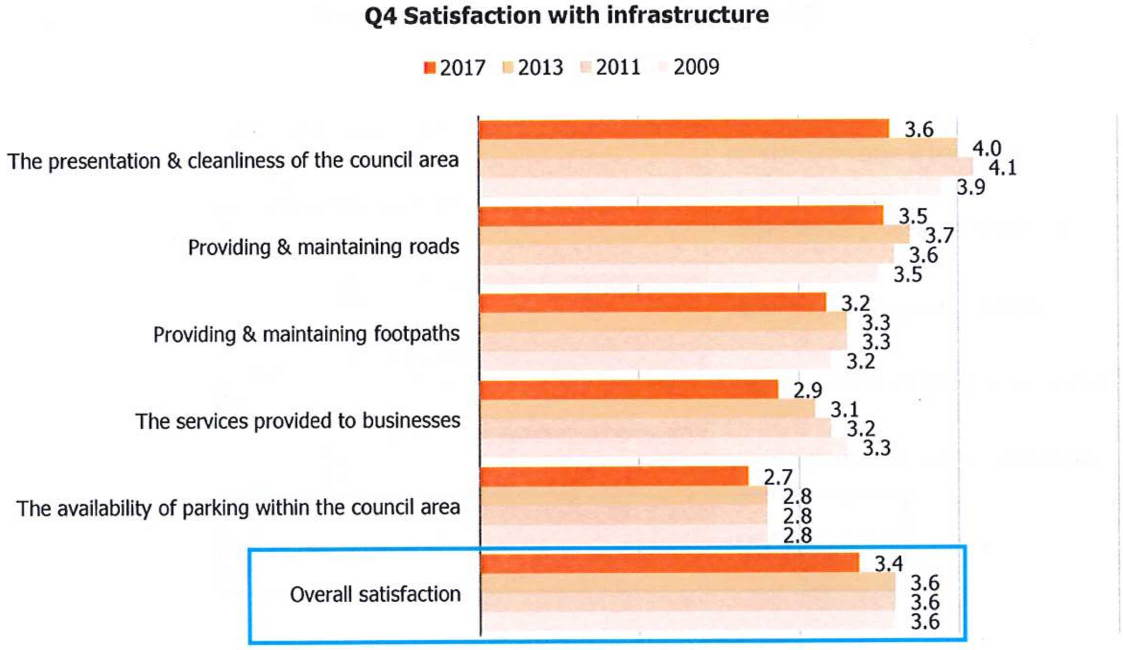
What has the greatest impact on overall satisfaction?
[Regression coefficients, coloured bars indicate statistical significance]



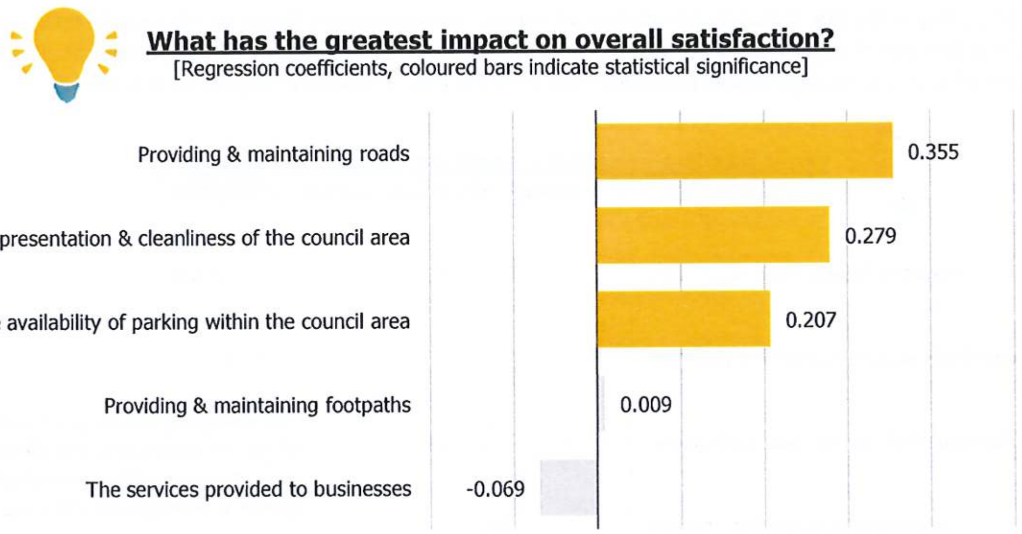
This regression tells us that for every increment of 1 in the satisfaction with fortnightly collection of recyclables, overall satisfaction with waste collection & recycling increases by 0.417. This and satisfaction with the weekly collection of business waste are critical in maintaining overall satisfaction with the service.

Infrastructure

Average satisfaction in all areas of infrastructure has decreased since 2013, in particular the **presentation & cleanliness of the Council area** [3.6]. Satisfaction with the **services provided to businesses** was steadily decreasing since 2009, recording its lowest levels in 2017 at 2.9. Overall satisfaction also decreased after three consecutive measures of stability, suggesting attention is required in this area.



Using a regression analysis, the three areas with most impact to overall satisfaction with infrastructure becomes clear. Issues here are consistent with feedback provided in 'What are some disadvantages of operating in the Council area', namely road infrastructure [access, parking, suitability for traffic flow].

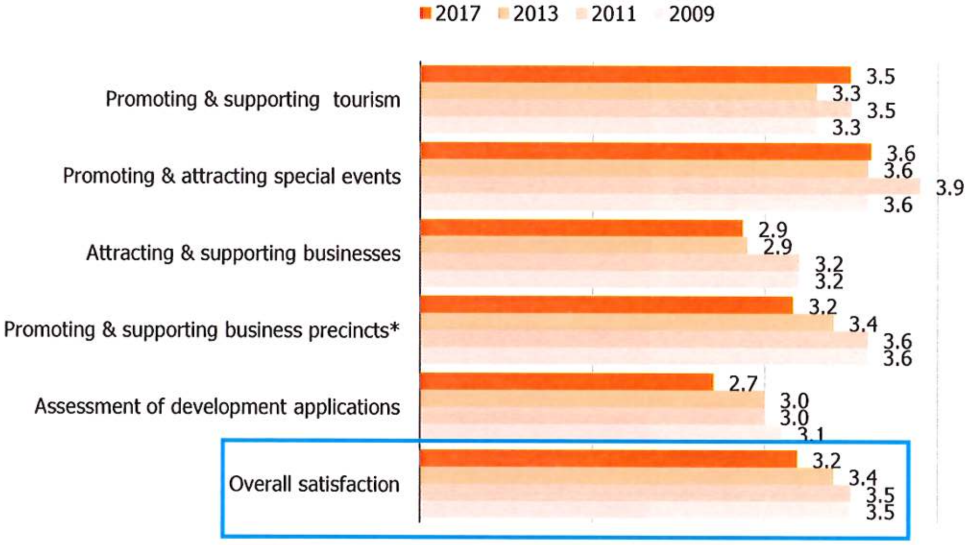


This regression tells us that for every increment of 1 in the satisfaction with providing and maintaining roads, overall satisfaction with infrastructure increases by 0.355. This, in addition to the presentation & cleanliness of the Council area, and availability of parking, are critical to maintaining or improving overall satisfaction with infrastructure.

Economic development

Satisfaction has remained consistent with previous years for the **promotion & supporting of tourism** [3.5] and **special events** [3.6], however overall satisfaction has decreased to its lowest levels. Decreases to **promoting & supporting business precincts** and **assessment of development applications** are noteworthy, particularly due to findings from the regression analysis.

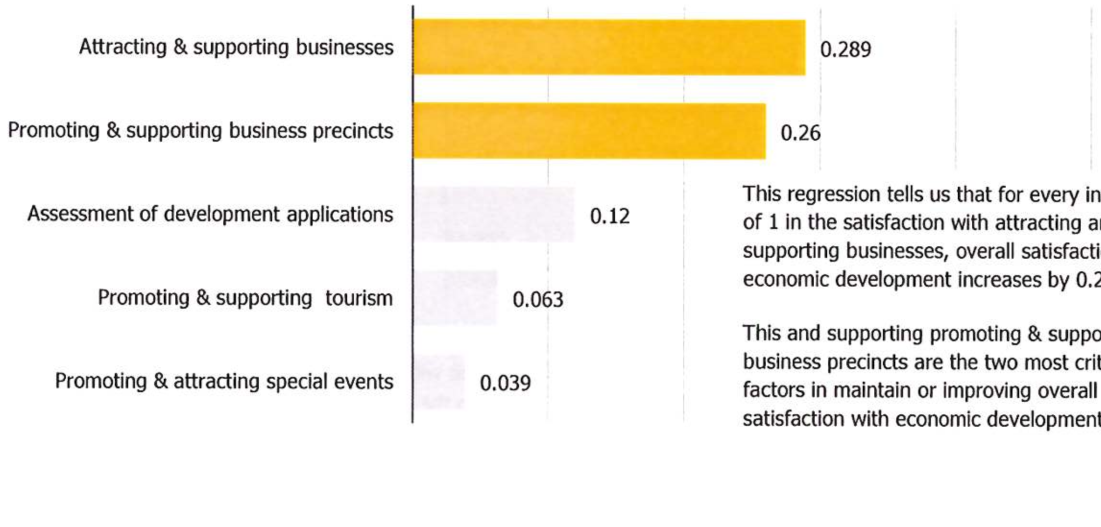
Q5 Satisfaction with economic development



*Changed in 2017 from 'Revitalisation of major shopping districts'

The greatest impact to overall satisfaction arises from the degree of satisfaction with Council's **attraction and support of businesses** to the Council area. **Promoting & supporting business precincts** also has a moderate impact. The decrease to **promoting & supporting business districts**, while in part may be related to the change of label, also emphasises some comments left by businesses when asked about 'disadvantages with operating in the Council area'; namely lack of support or engagement from Council and the focus on The Parade at the cost of other nearby businesses. Improving perceptions of support of businesses should be considered a priority to improve overall satisfaction with the City of Norwood Payneham & St Peters.

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 attracting and supporting businesses, overall satisfaction with economic development increases by 0.289.

This and supporting promoting & supporting business precincts are the two most critical factors in maintain or improving overall satisfaction with economic development.

Quality of life

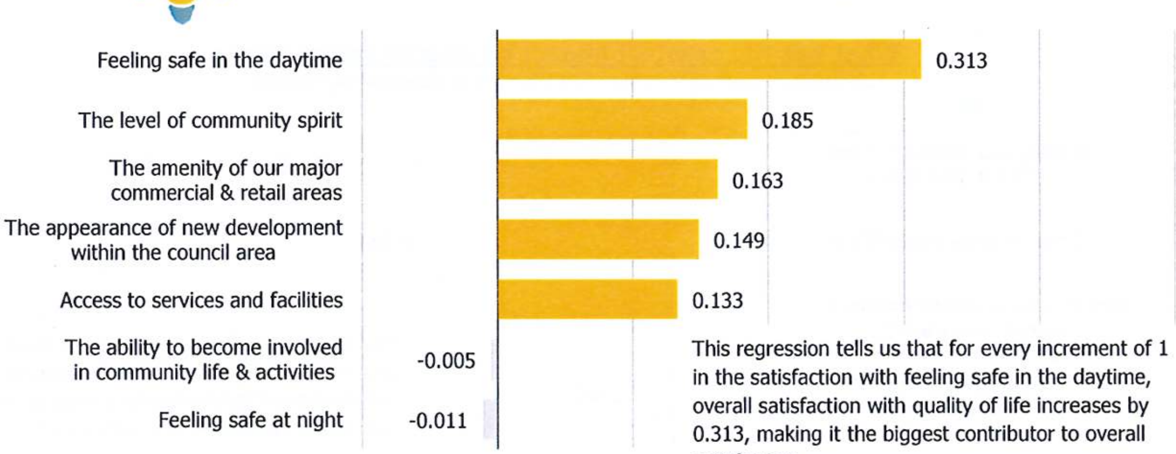
Satisfaction with **feelings of safety in the daytime** have remained high [4.4] and consistent with previous years' findings, while **feelings of safety at night** has been steadily increasing since 2009.

Q6 Satisfaction with quality of life

Feelings of safety in the daytime contributes most prominently to overall satisfaction. However, to explain the decrease in overall satisfaction, other factors such as **community spirit** and **access to services & facilities** can be attributed, as both have decreased since 2013. The five statistically significant factors combined may also have compounding effects, contributing to the decrease in overall satisfaction.

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 feeling safe in the daytime, overall satisfaction with quality of life increases by 0.313, making it the biggest contributor to overall satisfaction.

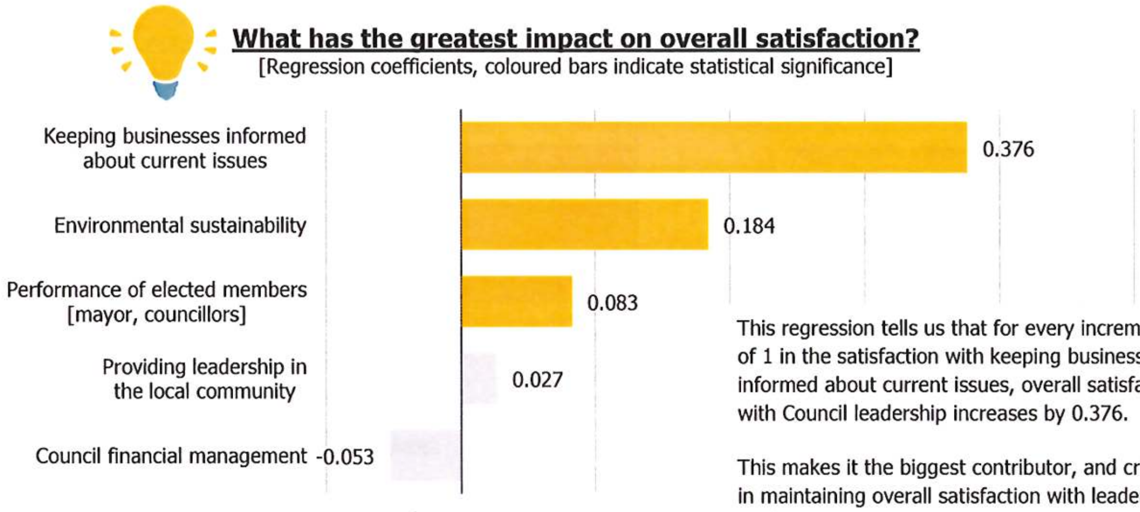
Furthermore, while the other areas affect overall satisfaction less, their combined effects on overall satisfaction should also be considered.

Leadership

The attribute **environmental sustainability** was added in 2017 and is found to be the area with the most satisfaction. However, satisfaction with Council leadership is only moderate, sitting at the mid-point of the scale [3.0] for three of the five attributes.

Notably, more than half [55%] of businesses surveyed indicated 'Don't know' regarding **Council financial management**, and 41% indicated 'Don't know' for **performance of Elected Members**, suggesting that businesses in the Council area are not well-informed about Council activities regarding spending or governance.

Keeping businesses informed about current issues has the most impact on overall satisfaction with Council leadership. Consequently, engagement with businesses by Council will improve their 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 0.376.

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

Issues of importance

Car parking remains a high priority area for businesses, with more than one-third indicating it as an issue to be addressed in the next 3 years.

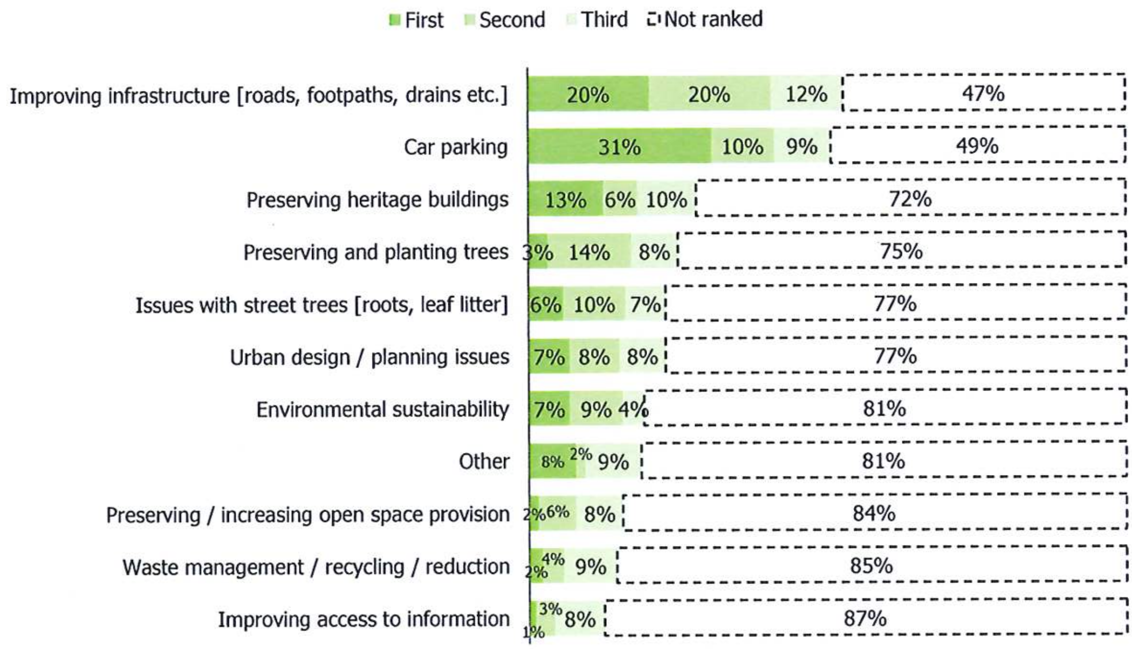
Q19	2017	2013	2011
Car parking	39%	28%	30%
Improving infrastructure [roads, footpaths, drains etc]	29%	28%	28%
Urban design / planning issues	21%	17%	12%
Promoting business*	13%	8%	9%
Issues with street trees [roots, leaf litter]	9%	-	-
Improving access to information	8%	6%	5%
Environmental sustainability	6%	-	-
Waste management / recycling / reduction	6%	6%	5%
Preserving heritage buildings	5%	5%	2%
Preserving trees	4%	5%	4%
Preserving / increasing open space provision	2%	5%	4%
Other [specify]	7%	8%	4%
Total - specifying issues	83%	81%	95%
None / Don't know	17%	19%	5%

*Taken from 'Other' feedback in 2017, 2013 & 2011 results adapted from 'Economic development'

Businesses were also provided a chance to rank the issues as a matter of priority. 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.

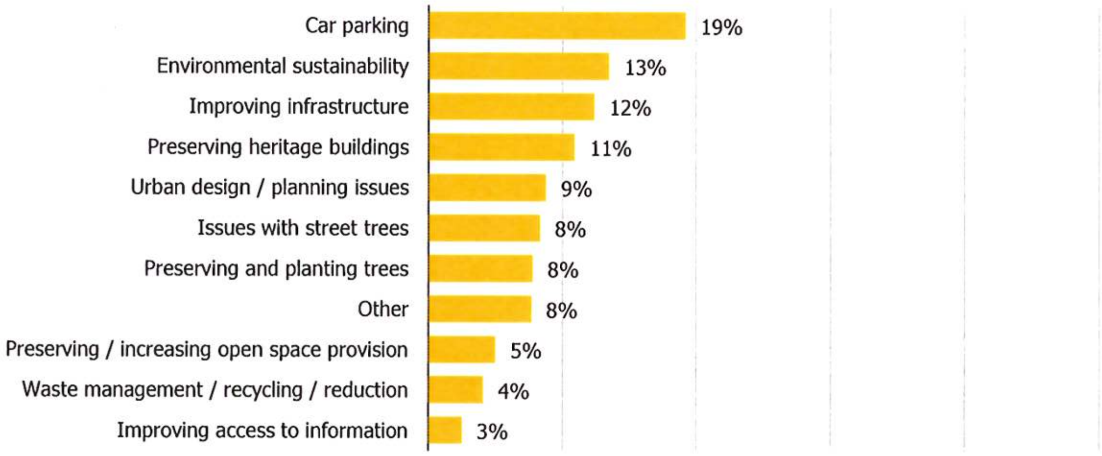
Unsurprisingly, infrastructure is a large priority with 53% of businesses ranking either first, second or third. Similarly, 51% of businesses indicated car parking is a priority, with 31% indicating it as a first preference priority issue for the Council.

Q20 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, car parking arises as a primary concern of businesses in the Council area.

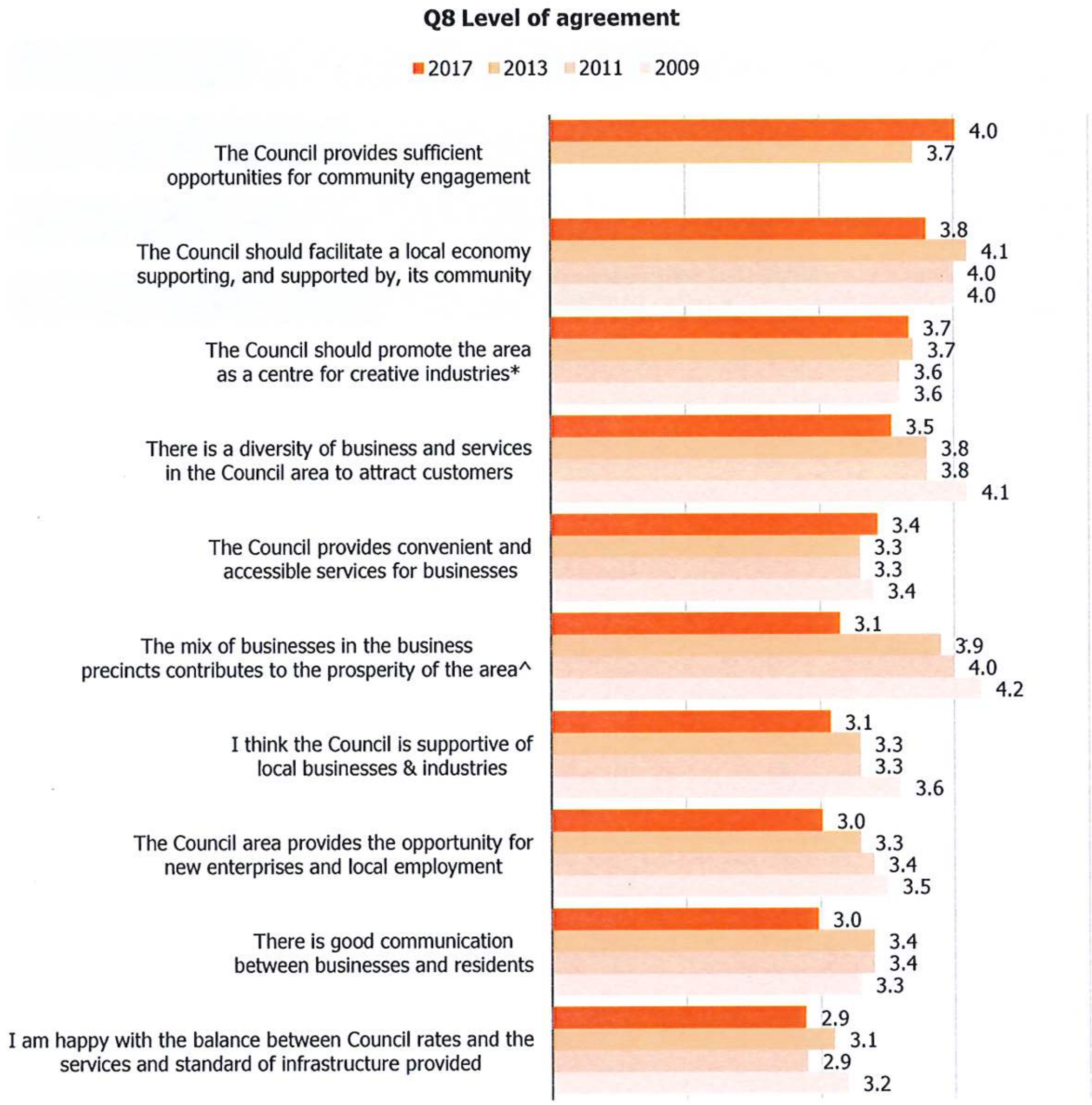
Ranking analysis of priority issues



Perception statements

The level of agreement has decreased for seven of the 10 attributes, suggesting slightly less agreement than in previous years overall. Additionally, agreement with the statement: **the mix of businesses in the business precincts contributes to the prosperity of the area** has decreased since 2009, measuring at its lowest point in 2017. Similarly, agreement with the Council providing **opportunity for new enterprises and local employment** [3.0] and the Council being **supportive of local businesses & industries** has been decreasing, possibly highlighting a disengagement from businesses.

Overall, average agreement remains above 3.0 [mid-point], however the decreases should be noted as perceptions may be shifting towards dissatisfaction.

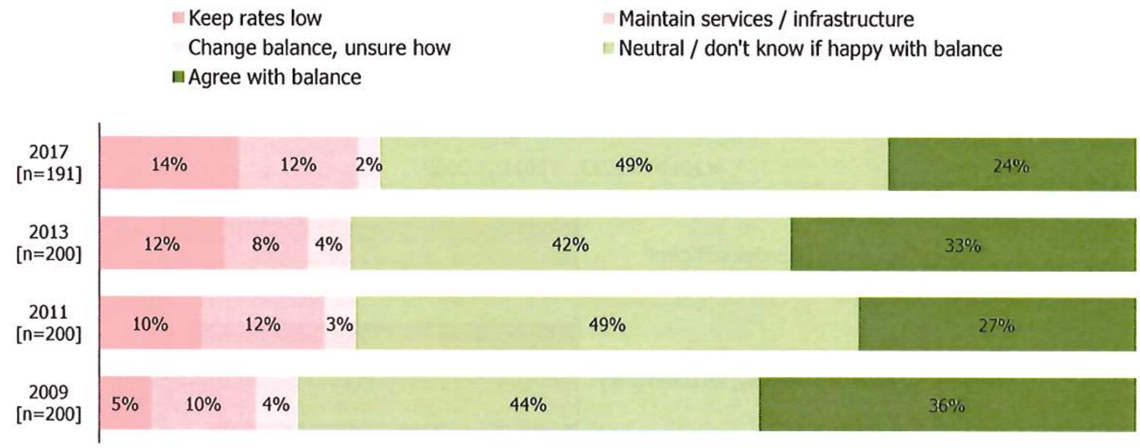


*Changed from 'The Council should promote the area as a leading centre for new media in Australia' in 2017
^Changed from 'The cosmopolitan character of the business precinct contributes to the prosperity of the area' in 2017

Businesses also indicated whether they were happy with the balance between rates and services/infrastructure provided. In 2017, businesses were less satisfied; 28% indicated disagree/strongly disagree, while in 2013 only 24% had indicated disagreement.

At least half of those that disagreed [14%] indicated they preferred lower rates.

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. Businesses most preferred evening times [7pm to 9pm, 46%] on weekdays [64%]. Just over one-quarter did not want to participate [28%].

Times [Q21]	
Morning [between 9am to 12pm]	21%
Afternoon [between 12pm and 4pm]	9%
Evening [between 7pm to 9pm]	46%
All of the above / **no preference**	1%
None of the above – I don't want to participate	28%

Days [Q21]	
Weekdays	64%
Weekends	4%
All of the above / **no preference**	3%
None of the above – I don't want to participate	28%

Council representatives

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

Q12, 13	**2017** Council Staff [n=111]	**2017** Elected Members [n=34]	**2013**	**2011**	**2009**
			Combined Council staff and Elected Members in 2013, 2011, 2009		
Within the last week	10%	2%	5%	12%	9%
Within the last month	7%	2%	13%	10%	13%
Within the last 3 months	9%	4%	8%	9%	11%
Within the last 6 months	9%	2%	9%	9%	9%
Within the last year	13%	6%	17%	12%	14%
Within the last 2 years	10%	2%	10%	9%	7%
Within the last 5 years	6%	2%	5%	8%	7%
Ever	66%	20%	72%	74%	71%
Can't recall	12%	18%	9%	5%	7%
Never	21%	62%	19%	21%	22%

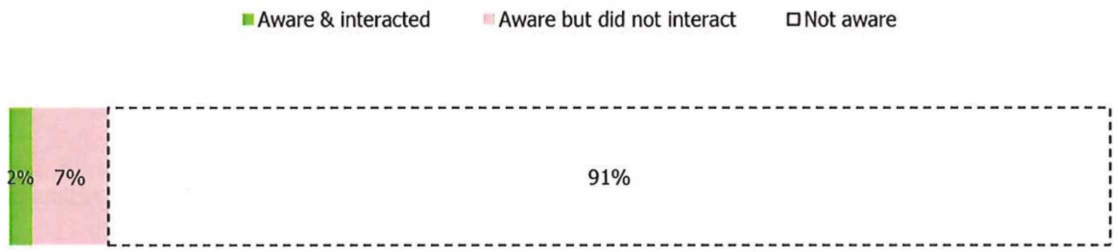
Overall, satisfaction with the interaction was more positive than negative.

Q14, 15 Satisfaction with the responsiveness of...
[Of those that interacted with a respective representative]

Economic Development Coordinators

Businesses were also asked whether they were aware that the Council has employed two Economic Development Coordinators; 9% were aware, however the majority [91%] were not aware. Only 2% of those surveyed had interacted with the Coordinators.

Q23 Awareness of Economic Development Coordinators



Three respondents left a comment on this:

- "I love them they are amazing."
- "They introduced themselves but haven't really needed to have anything more to do with them."
- "Very enthusiastic."

Information about the Council

Businesses tended to find out information regarding Council services and activities via the Council website [42%], making it a valuable touch-point. Other Council publications, as well as LookEast were also considered valuable.

Of particular note is social media usage; in previous years the distinction between precinct websites and social media pages was not made. However in 2017 when this was distinguished, awareness via social media pages was found to be a notable 6%.

Current Sources [Q16]	2017	2013	2011	2009
Council's website	42%	29%	35%	31%
Other Council publications/fliers /mail outs/fridge magnets	21%	15%	26%	20%
LookEast	17%	7%	14%	4%
Messenger articles	15%	17%	18%	17%
Council staff	7%	17%	22%	22%
Social media pages*	6%	1%	-	-
Precinct websites*	4%			
Word of mouth	5%	7%	8%	6%
Community events	3%	3%	-	-
Council's monthly Messenger column	3%	6%	1%	2%
Other^	16%	5%	5%	7%
Do not find out information	10%	10%	10%	13%

*'Precinct websites and Facebook' was split in 2017 to distinguish each source individually
^Responses in other were commonly via email, letterbox drop or by phone call

Based on current sources, the preferred sources of information for businesses is meeting demand. However, again in the 'Other' category, email was the most common item mentioned, highlighting a possible opportunity for reaching business owners in the Council area.

Preferred Sources [Q17]	2017	2013	2011	2009
Other Council publications / fliers / mailouts / fridge magnets	28%	26%	34%	42%
Council's website	28%	22%	29%	20%
LookEast	16%	5%	12%	4%
Messenger articles	10%	15%	14%	2%
Social media pages	9%	1%	-	-
Precinct websites	3%			
Council's monthly Messenger column	5%	5%	5%	13%
Council staff	3%	13%	11%	10%
Community events	1%	<1%	-	-
Council's Library / Library notice boards	1%	1%	3%	1%
Word of mouth	1%	1%	0%	2%
Other	38%	3%	2%	4%
None/don't know	-	3%	1%	3%

Involvement with Council-run events

Involvement with Council-run events has decreased since 2013, with 87% of businesses indicating they had not participated in any of the listed events.

Parades on Norwood Parade and the Norwood Christmas Pageant share the highest level of involvement [4%], with involvement in the Christmas pageant decreasing notably from 2013 by 6%.

Q18	2017	2013	2011
Parades on Norwood Parade	4%	5%	4%
Norwood Christmas Pageant	4%	10%	11%
Taste Glynde	2%	-	-
Norwood On Tour Street Party [Tour Down Under]*	2%	5%	7%
Norwood On Tour Race [Tour Down Under]*	2%		
Precinct Networking Breakfasts & Events	2%	4%	-
Australia day celebration & citizenship ceremony	2%	1%	1%
St Peters Fair	2%	4%	1%
Twilight Carols & Christmas Market	1%	-	-
Melodies in the Park	1%	-	-
Youth Arts & Events [Canvas & Poolside]	1%	<1%	2%
Cultural Heritage Events	-	-	-
Food Secrets Of Glynde Bus Tour	-	-	-
Every Generation Concert	-	<1%	-
Involvement	13%	27%	21%
None of these	87%	73%	79%

*Tour Down Under was split in 2017

The main involvements for each ward are listed below:

Torrens [n=9]

- Taste Glynde [1 business]

St Peters [n=18]

- Norwood On Tour Race [2 businesses]
- Norwood on Tour Street Party [2 businesses]

West Norwood Kent Town [n=89]

- Parades on Norwood Parade [4 businesses]
- Norwood Christmas Pageant [5 businesses]

Kensington [n=11]

- Parades on Norwood Parade [1 business]
- Norwood Christmas Pageant [1 business]
- Norwood on Tour Street Party [2 businesses]

Maylands Trinity [n=32]

- Twilight Carols & Christmas Market [2 businesses]
- St Peters Fair [2 businesses]

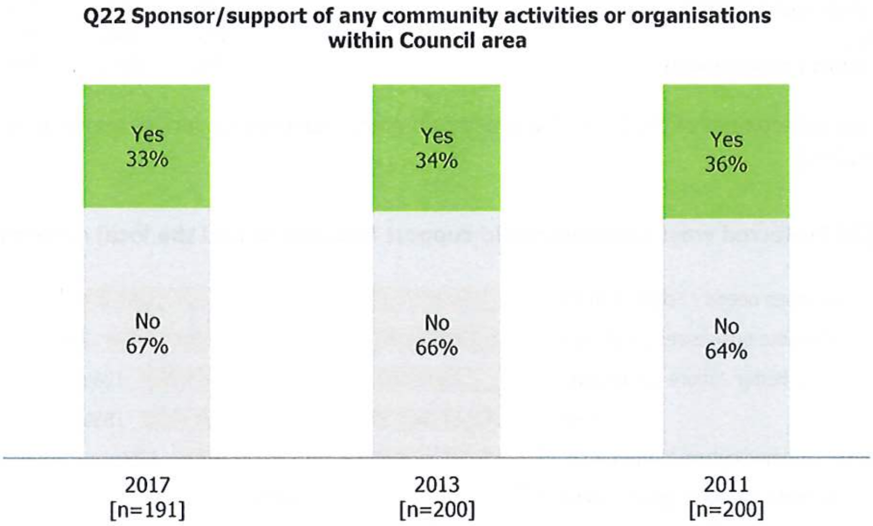
Payneham [n=32]

- Taste Glynde [2 businesses]

Local business support of other local activities/organisations

Level of support by local businesses has not changed significantly since 2011, with one-third [33%] having supported local activities/organisations in 2017.

Charities are the most commonly supported group [13%], followed by schools and sporting clubs/groups [12% for both].



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

Business development

As part of business development, business owners expect the Council to better communicate or share information [27%], and to promote businesses/the area [26%]. Increases in the proportion of businesses indicating these expectations possibly highlight a growing need to engage with them.

Q24 Expectations of Council in relation to business development

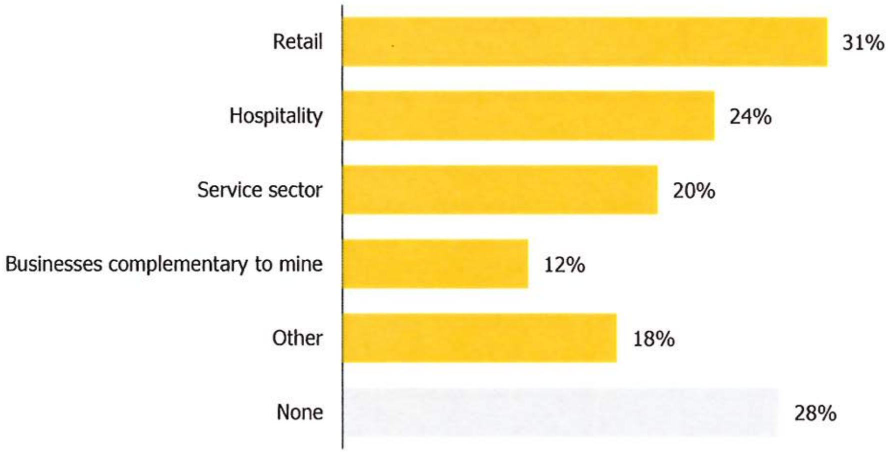
	2017	2013	2011	2009
Better communication / information	27%	10%	10%	4%
Look after the businesses needs / listen to them	26%	23%	20%	28%
Promote businesses / the area	25%	19%	14%	7%
Better / more car parking	17%	6%	10%	4%
Maintain / provide good service	10%	10%	9%	8%
Other [specify]	3%	3%	3%	11%
None /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

Having noted the expectations of the Council, businesses prefer to have the Council look after their needs and listen to them [27%].

Q25 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 [31%]. Hospitality is also a common suggestion [24%], however at least one-quarter of those asked did not think more business needed to be attracted. The business-types listed in 'Other' are presented on the following page.

Q26 Types of businesses to attract



Types of business to attract [by Precinct]

The Parade, Norwood	Magill Road	Payneham Road	Glynde Corner
Complementary Businesses			
▪ Arts and design ▪ Technology services ▪ Residential & commercial ▪ Art galleries ▪ A gym ▪ Boutiques ▪ Unique & interesting shops	▪ Manufacturing ▪ Digital and creation or innovation business	▪ Accountants ▪ Education-type organisations ▪ Dental technicians	▪ Small, private
Other			
▪ Light industry ▪ Anything to attract more people ▪ High-end retail ▪ High-end food places to eat. ▪ Manufacturing ▪ Lunch vans for homeless people.	▪ More mining companies, financial services or investing groups we can use	▪ Small professional ▪ Promotional	▪ Small businesses ▪ creative manufacturing

Note: n=31 responses. No other precincts were mentioned.

Final suggestions [Q27]

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, three main areas emerge; Council engagement, infrastructure, and attracting businesses to the area. A list of some quotes that summarise the sentiment of the feedback is provided:

- **Council engagement** [50 responses] – taking the time to communicate with businesses, presenting themselves as available for help.
    - "Follow up on issues when you say you will. 'Yes, I will have someone give you a follow up call' Then nothing happens.' Yes we will organise a bike rack for the front of your shop'. Then nothing happens. etc. etc."
    - "Get more businesses involved when there is going to be road work/closures etc. just more consultation."
    - "Just contact business, make the effort to speak to them."
    - "More hands on communication."
    - "Maybe the Economic Development Coordinator should come and visit me and we can have a chat and see what they are all about."
    - "To knock on the door of a business and have a chat."

- **Infrastructure** [23 responses] – improving appearance, addressing drainage issues and improving roads.
    - "Traffic, congestion, lack of parking for customers."
    - "Fix infrastructure, footpaths need some work, as well as the roads, trees are overgrown and drop a lot of leaves, block the gutters and causes problems."
    - "Don't just fix infrastructure on one part of Magill Road and stop."
    - "Cleaning of rubbish footpaths and roads, drainage and reducing flooding for businesses."
    - "Just the roads they desperately need help."
    - "Improve roads footpath upkeep."

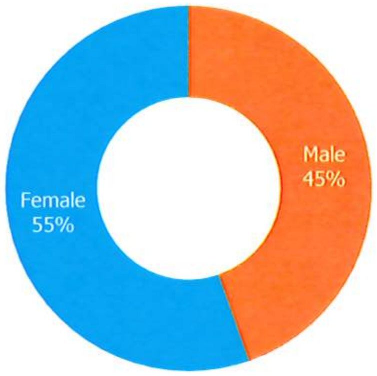
- **Attracting more businesses / customers to the area** [15 responses]- Renewing focus on Kensington Road, attracting a diverse business mix.
    - "Create a late night atmosphere."
    - "Kensington Road has been forgotten totally by the Council... one by one all businesses are closing down and the ones that are left are struggling. All the focus has gone to Magill Road."
    - "Keep encouraging the Payneham area."
    - "Attract more of the fashion businesses to the area."
    - "Pay attention to the whole area, not just the Norwood Parade. Retail stores should provide their own customer's parking, there's not enough parking where I am in, and they end up parking in MY customer's parking, which the Council insisted on my having one."

N=109 respondents provided comments.

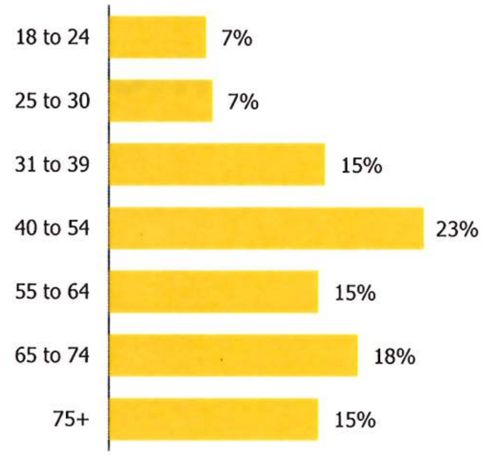
Demographics

Resident Demographics

Q25 Gender

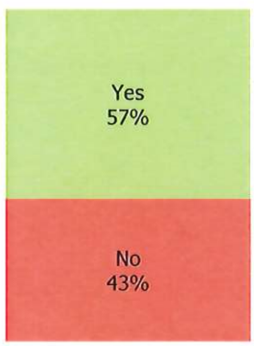


Q26 Age

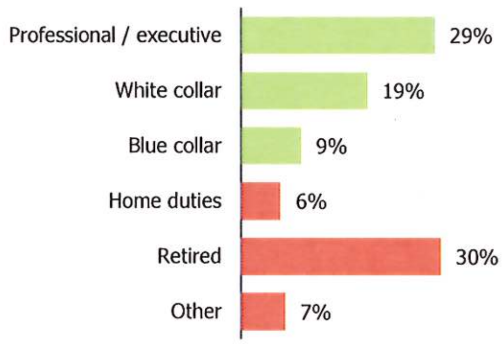


Q29 Household Composition	
Young family: couple or single parent with most children under 6	8%
Middle family: couple or single parent with most children aged from 6-15 years	12%
Mature family: couple or single parent - most children>15 years and 1+ at home	14%
Young couple: married or living together with no children in home	9%
Single people: people of any age living alone or sharing accommodation [under 40]	12%
Mature couple or single: couple/single in middle/late aged groups - no children at home	45%

Q27 In paid employment?



Q27 Employment details



13% of those residents in paid employment [professional/executive, white collar, blue collar] operate a home-based business [Q28]

Residence

Torrens	16%
Felixstow	8%
Marden	4%
Royston	4%

St Peters	13%
Joslin	5%
St Peters	5%
College Park	2%
Hackney	2%

West Norwood Kent Town	17%
Norwood [West of Edward]	10%
Kent Town	6%

Kensington	14%
Norwood [East]	3%
Kensington	6%
Marryatville	3%
Heathpool	2%

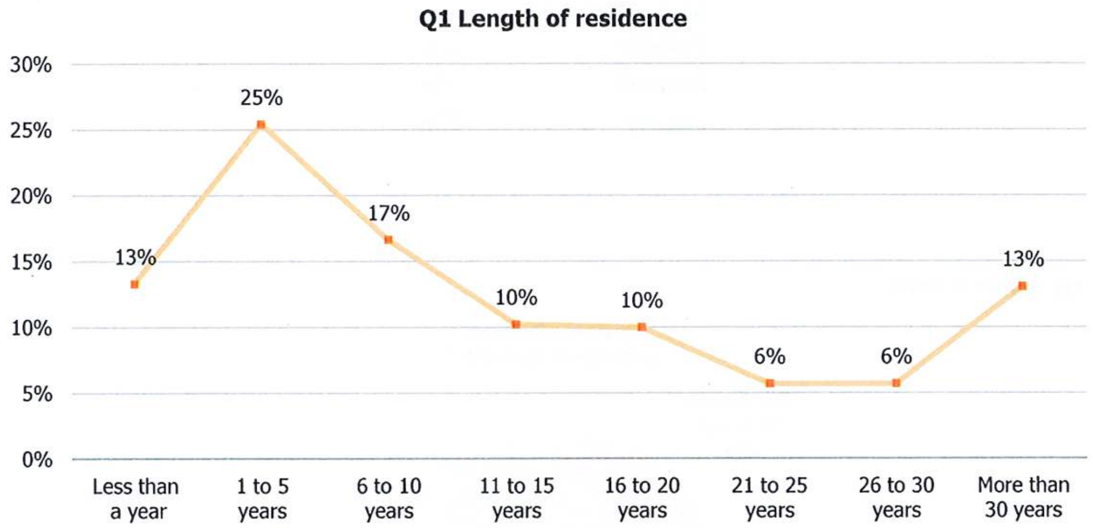
Maylands Trinity	29%
Trinity Gardens	4%
St Morris	6%
Firle	6%
Payneham South [Coorara/Divett]	4%
Evandale	5%
Maylands	2%
Stepney	2%

Payneham	11%
Glynde	4%
Payneham	5%
Payneham South	2%

Q31 suburb & ward

One-quarter of the residents surveyed have been living in the City of Norwood Payneham & St Peters for 1 to 5 years [25%], with the 6 to 10 year time frame being the second most common length of residence [17%].

Interestingly, the same proportion of those who have been living in the Council area for more than 30 years [13%] is the same as living there for less than a year [13%].



17% of residents indicated they identify with an ethnic or cultural group other than Australian. This was more common in the 31 to 39 age bracket, where 34% had specified 'other'. Those identifying as 'Australian' were much more common in the St Peters and Kensington Ward. Ethnic/cultural groups mentioned:

Q30	2017	2013
Indian subcontinent	5%	6%
Chinese	2%	2%
Other Asian	2%	4%
British Isles	2%	5%
Italian	2%	4%
Other European	2%	2%
Greek	<1%	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	3%
Marden	1%
Royston	2%

St Peters	9%
Joslin	-
St Peters	7%
College Park	1%
Hackney	2%

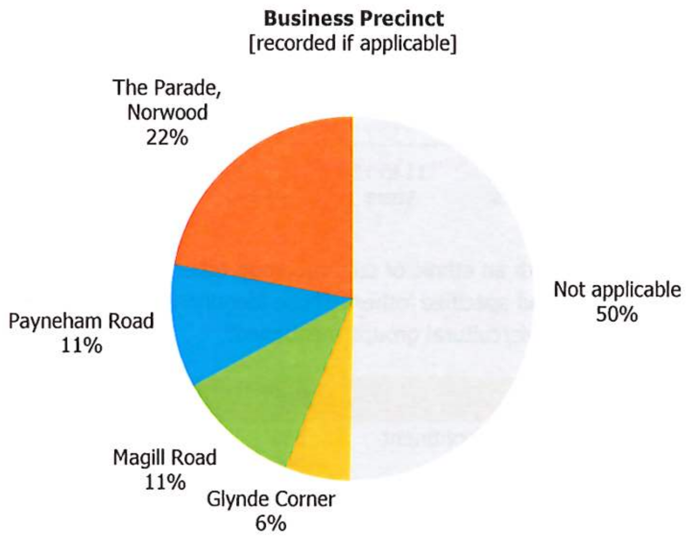
West Norwood Kent Town	47%
Norwood [West of Edward]	31%
Kent Town	15%

Kensington	6%
Norwood [East]	5%
Kensington	-
Marryatville	1%
Heathpool	-

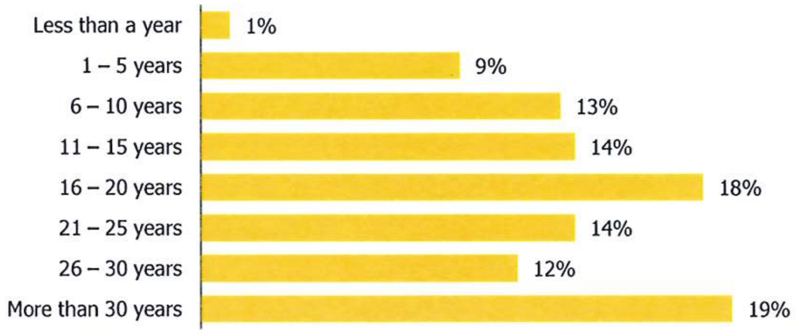
Maylands Trinity	17%
Trinity Gardens	1%
St Morris	-
Firle	1%
Payneham South [Coorara/Divett]	-
Evandale	2%
Maylands	2%
Stepney	10%

Payneham	17%
Glynde	10%
Payneham	6%
Payneham South	1%

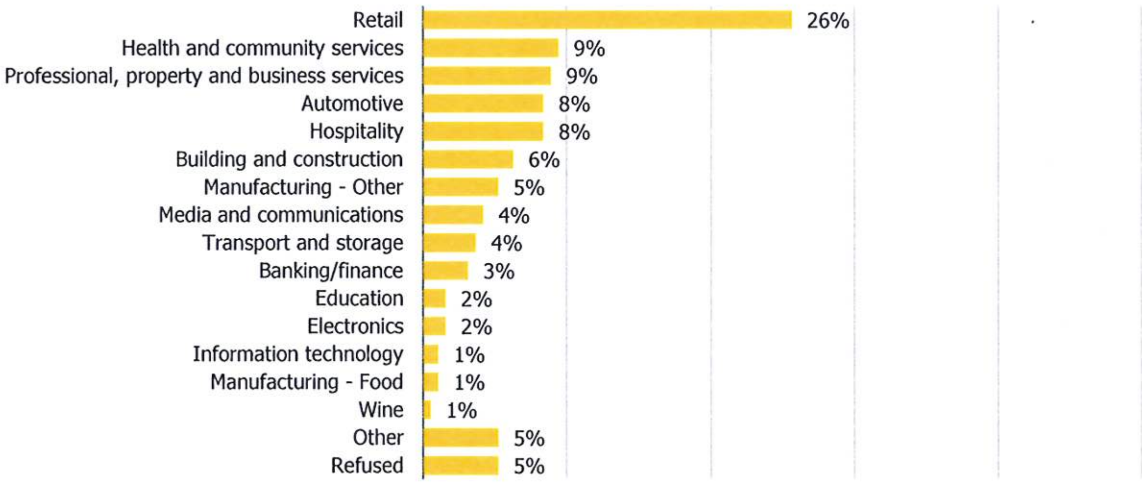
Q1 suburb & ward



Q2 Length of operation in City of Norwood Payneham & St Peters
[n=191]



Q28 Industry type



Surveys

Resident Survey

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

We are conducting a Resident Survey on behalf of your local Council, 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 – THAN AND TERMINATE

WASTE COLLECTION AND RECYCLING

2. **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 <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 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
Annual hard waste collection	5	4	3	2	1	6
Annual electronic waste collection	5	4	3	2	1	6
Overall satisfaction	5	4	3	2	1	6

INFRASTRUCTURE

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 infrastructure within the City of Norwood Payneham & St Peters 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 tracks	5	4	3	2	1	6
The appearance of new development within the Council area	5	4	3	2	1	6
Overall satisfaction	5	4	3	2	1	6

THE ENVIRONMENT

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 the environmental management performance 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
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. **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 community services provided by the City of Norwood Payneham & St Peters.**

	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 services	5	4	3	2	1	6
Services 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 etc.*

ECONOMIC DEVELOPMENT ACTIVITIES

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 <u>satisfaction</u> 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

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 quality of life 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
Protection of heritage buildings and character areas	5	4	3	2	1	6
Overall satisfaction	5	4	3	2	1	6

LEADERSHIP

8. **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 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

9. **Does anyone in your household use the following services or facilities? [YES=1]**

10. IF NO: **Would anyone in your household like to use these service or facilities if the Council publicised it better, or provided it in a way that was better suited to your needs?**
[NO=2]
[YES – REASONS =3-7] - **What would have to change to encourage you to use this service or facility?**

SINGLE RESPONSE FOR EACH SERVICE

		BARRIERS					
	use now	**would not use**	**aware ness**	**cost**	**transport / access**	**timing / venue**	**other**
Community halls & centres	1	2	3	4	5	6	7
Built heritage services / advice	1	2	3	4	5	6	7
Cycle tracks	1	2	3	4	5	6	7
Parks and playgrounds	1	2	3	4	5	6	7
Library services	1	2	3	4	5	6	7
Youth services	1	2	3	4	5	6	7
Services for older residents	1	2	3	4	5	6	7
Sporting facilities	1	2	3	4	5	6	7
Swimming pools	1	2	3	4	5	6	7
Bus stops	1	2	3	4	5	6	7
Cultural or entertainment facilities	1	2	3	4	5	6	7

11. **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.**

	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

12. IF UNHAPPY WITH THE BALANCE BETWEEN RATES AND THE SERVICES AND STANDARD OF INFRASTRUCTURE PROVIDED (FINAL STATEMENT: CODE 1, 2 IN Q11):

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

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

2 ....Maintaining services and the standard of infrastructure is more important

3 ....Don't know

13. **Please rate on a scale of 1 to 5, what is your <u>overall satisfaction</u> with the City of Norwood Payneham & St Peters?**

EVENTS AND ACTIVITIES

14. **Have you attended any of the following Council-run events in the last 3 years:** READ OUT 01-14 [NB not all current/ongoing]

01 ......Parades on Norwood Parade [Fashion Parade]

02 ......Australia Day Celebration & Citizenship Ceremony

03 ......Melodies in the Park

04 ......Youth Arts & Events [Canvas, Poolside]

05 ......Cultural Heritage Events [such as History Week]

06 ......Food Secrets of Glynde Bus Tour

07 ......Every Generation Concert

08 ......Norwood Christmas Pageant

09 ......Twilight Carols & Christmas Market

10 ......St Peters Fair

11 ......Taste Glynde

12 ......Norwood on Tour race [Tour Down Under]

13 ......Norwood on Tour Street Party [Tour Down Under]

14 ......none of these

15. ASK ALL: **How often do you participate in the following?**

- **Volunteer activity**
- **Physical exercise activity**
- **Learning activity [such as online studies, adult education etc.]**
- **Shopping in the Council area**
- **Using parks and reserves in the Council area**
- **Arts and cultural activities in the Council area**

01 .... Daily
02 .... Several times a week
03 .... Once / twice a week
04 .... Fortnightly
05 .... Monthly
06 .... Every three months
07 .... Every six months
08 .... About once a year
09 .... Less often
10 .... Never
11 .... Don't know / not sure

DEALINGS WITH COUNCIL

16. **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

17. **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

18. And how satisfied were you with the responsiveness of the staff member/Elected Member? (as for each 16 and 17).

19. **How do you find out information about the Council's services and activities?** UNPROMPTED, MULTIPLE RESPONSE

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

20. **How would you prefer to receive information about the Council's services and activities?** UNPROMPTED, MULTIPLE RESPONSE, CODES AS ABOVE

21. **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?** 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

IMPORTANCE

22. **In your opinion, what are the major issues that the Council should be addressing in the next 3 years?** UNPROMPTED MULTIPLE RESPONSE

01 ......Preserving heritage buildings

02 ......Preserving and planting trees

03 ......Issues with street trees [roots, leaf litter]

04 ......Preserving / increasing areas of open space

05 ......Environmental sustainability

06 ......Waste management / recycling / reduction

07 ......Improving infrastructure [roads, footpaths, drains etc.]

08 ......Improving access to information from Council

09 ......Access to support services

10 ......Urban design / planning issues

11 ......Car parking

12 ......Other – SPECIFY

13 ......None / don't know

23. **Could you please rank the above issues in order of importance – first, second and third:** READ OUT 1-10 ABOVE

24. **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

25. **Gender**

1...Male

2...Female

26. **In which of these age groups do you fall?**

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+

27. **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.)

28. IF IN PAID EMPLOYMENT (CODES 1-3 IN Q28): **Do you operate a home based business?**

1........Yes
2........No

29. ASK ALL: **Which of these groups best describes this household?**

1 SINGLE PEOPLE: 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

30. **What cultural group do you consider you belong to?** UNPROMPTED

1-----------Australian / no particular group
2-----------Aboriginal / TSI
3-----------Other – SPECIFY

31. RECORD SUBURB AND WARD OF INTERVIEW

<u>Torrens Ward</u>
01 ......Felixstow
02 ......Marden
03 ......Royston Park

<u>St Peters Ward</u>

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

<u>West Norwood Kent Town Ward</u>
08 ... Norwood *
[WEST OF EDWARD]
09 ..... Kent Town

<u>Kensington Ward</u>
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.

Business survey

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.

RECORD SUBURB AND WARD OF INTERVIEW

Torrens Ward

01…… Felixstow
02…… Marden
03…… Royston Park
04…… Joslin

St Peters Ward

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**

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

1. **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
Annual hard waste collection	5	4	3	2	1	6
Annual 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

2. **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 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

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 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

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 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 appearance of new development within the Council area	5	4	3	2	1	6
Overall satisfaction	5	4	3	2	1	6

LEADERSHIP

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 <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

6. **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) There is a diversity of business and services in the Council area to attract customers	5	4	3	2	1	6
d) The mix of businesses in the business precincts contributes to the prosperity of the area	5	4	3	2	1	6
e) The Council area provides the opportunity for new enterprises and local employment	5	4	3	2	1	6
f) The Council should promote the area as a centre for creative industries	5	4	3	2	1	6
g) The Council should facilitate a local economy supporting, and supported by, its community	5	4	3	2	1	6
h) The Council provides sufficient opportunities for community engagement	5	4	3	2	1	6
i) There is good communication between businesses and residents	5	4	3	2	1	6
j) I am happy with the balance between Council rates, and the services and standard of infrastructure provided	5	4	3	2	1	6

7. 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 services and the standard of infrastructure is more important

3 .... Don't know

8. **Do you think there are any <u>advantages</u> of operating a business within the Council area?** IF SO **– what are they?** UNPROMPTED

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

9. **Do you think there are any <u>disadvantages</u> of operating a business within the Council area?** UNPROMPTED

1 .... Lack of parking / parking issues

2 .... Rates / rent is 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 .... No disadvantages

DEALINGS WITH COUNCIL

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

11.

01	Within the last week	06	Within the last two years
02	Within the last month	07	Within the last five years
03	Within the last three months	08	More than five years ago
04	Within the last six months	09	Can't recall
05	Within the last year	10	Neve

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

13.

01	Within the last week	06	Within the last two years
02	Within the last month	07	Within the last five years
03	Within the last three months	08	More than five years ago
04	Within the last six months	09	Can't recall
05	Within the last year	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 do you find out information about the Council's services and activities?** READ OUT 01-13, MULTIPLE RESPONSE

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. **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

18. **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...... Parades on Norwood Parade [Fashion Parade]
02...... Australia Day Celebration & Citizenship Ceremony
03...... Melodies in the Park
04...... Youth Arts & Events [Canvas, Poolside]
05...... Cultural Heritage Events [e.g. History Week]
06...... Food Secrets of Glynde Bus Tour
07...... Every Generation Concert
08...... Norwood Christmas Pageant
09...... Twilight Carols & Christmas Market
10...... St Peters Fair
11...... Taste Glynde
12...... Norwood on Tour race [Tour Down Under]
13...... Norwood on Tour Street Party [Tour Down Under]
14...... Precinct networking breakfasts and events
15...... none of these

19. **In your opinion, what are the major issues that the Council should be addressing in the next 3 years?** UNPROMPTED MULTIPLE RESPONSE

01...... Preserving heritage buildings
02...... Preserving and planting trees
03...... Issues with street trees [roots, leaf litter]
04...... Preserving / increasing areas of open space
05...... Environmental sustainability
06...... Waste management / recycling / reduction
07...... Improving infrastructure [roads, footpaths, drains etc.]
08...... Improving access to information from Council
09...... Car parking
10...... Urban design / planning issues
11...... Other – SPECIFY
12...... None / don't know

20. **Could you please rank the following issues in order of importance – first, second and third:** READ OUT 1-10 ABOVE

21. **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

22. 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

23. **Were you aware that the Council has employed two Economic Development Coordinators?**

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

24. **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

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

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

26. **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

27. 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:

City of Norwood Payneham & St Peters

Community Survey 2017
Research Report

[J/N 161103 | P/N 16101]