2018 Community Indicators Survey

The Voice of Our Community 2018
Annual Business Plan and Budget

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City Plan 2030

CITY OF
Port Adelaide Enfield

'A City that values its diverse community and embraces change through innovation, resilience and community leadership'

ECONOMY A City of opportunity

What it looks like	Indicator
• Prosperous	gross regional product
• Connected	proportion who feel that they can easily access information and organisations
• Growing	number of local jobs

COMMUNITY A City that supports community wellbeing

What it looks like	Indicator
• Healthy	proportion who say they are healthy
• Inclusive	proportion who feel a part of their local community
• Cohesive	proportion who say they feel safe in their neighbourhood or community

ENVIRONMENT A City which cares for its natural environment and heritage

What it looks like	Indicator
• Distinctive	proportion who say the city's heritage is effectively managed
• Adaptable	city adaptability score
• Sustainable	proportion who say the city's natural environment is effectively protected

PLACE MAKING A City where people love to be

What it looks like	Indicator
• Belonging	city net promoter score
• Accessible	proportion who say they can easily access places and services across the city
• Creative	proportion who feel they had an opportunity to participate/experience local arts and cultural activities

LEADERSHIP A City confident in its leaders

What it looks like	Indicator
• Strategic	proportion who say council delivers value for the rate dollar
• Accountable	proportion who are satisfied with council services
• Engaged	proportion who say council is engaging with the people and relevant organisations and businesses

2018 SURVEY: our approach

- Hybrid data collection (PAE/Consultant)

- Use of variety of access points (phone, email, social media, website, word of mouth, postcards)

- More teams involved, including staff with CALD connections and youth team

- Use of existing contacts/networks (NAR, Business Network, Community Centre users)

- Slightly bigger number of participants across age groups and wards (2,321 from 2,309)

- Greater participation of CALD community and young people

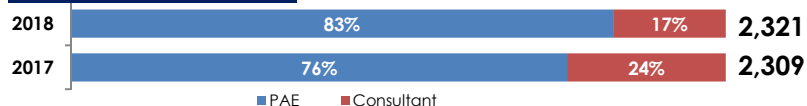# 2018 Survey – Who Told Us What They Thought?

OUR CITY

124,818	**33%**	**32%**	**37**
ERP, 2017	BORN OVERSEAS	LANGUAGE AT HOME OTHER THAN ENGLISH	MEDIAN AGE

GENDER

2018	36% / 63%
2017	42% / 58%

■ Male ■ Female ■ Other

RESPONSES

2018	83% / 17%	2,321
2017	76% / 24%	2,309

■ PAE ■ Consultant
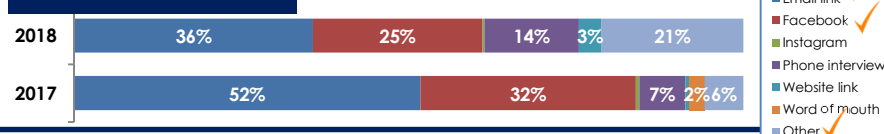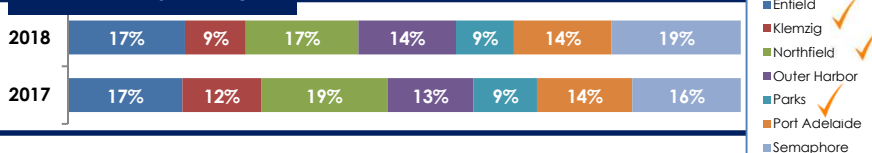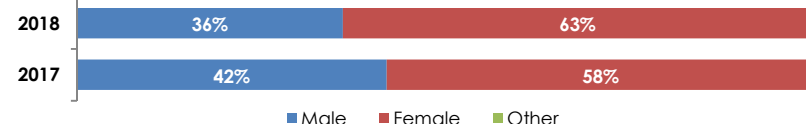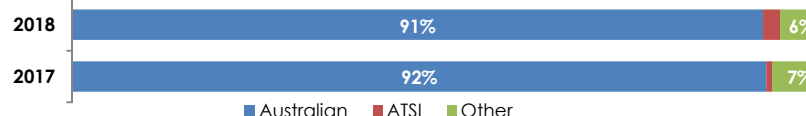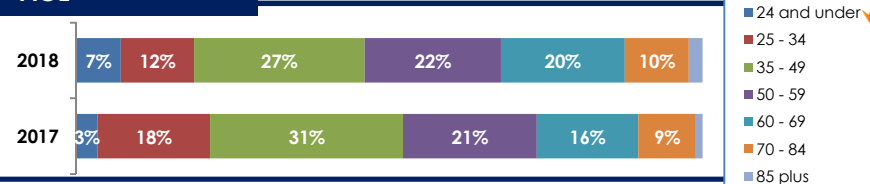
ETHNICITY

It is interesting to note that while 24% (570) of the respondents were born overseas on 6% identified their ethnicity as non-Australian.

2018	91% / 6%
2017	92% / 7%

■ Australian ■ ATSI ■ Other

ACCESS

2018	36% / 25% / 14% / 3% / 21%
2017	52% / 32% / 7% / 2% / 6%

■ Email link ✓
■ Facebook ✓
■ Instagram
■ Phone interview
■ Website link
■ Word of mouth
■ Other ✓

AGE

2018	7% / 12% / 27% / 22% / 20% / 10%
2017	3% / 18% / 31% / 21% / 16% / 9%

■ 24 and under ✓
■ 25 - 34
■ 35 - 49
■ 50 - 59
■ 60 - 69
■ 70 - 84
■ 85 plus

WARD REPRESENTATION

2018	17% / 9% / 17% / 14% / 9% / 14% / 19%
2017	17% / 12% / 19% / 13% / 9% / 14% / 16%

■ Enfield
■ Klemzig ✓
■ Northfield ✓
■ Outer Harbor
■ Parks ✓
■ Port Adelaide
■ Semaphore

BUSINESS OWNERS

2018	140
2017	194

City of Port Adelaide Enfield

2018 City Indicators Survey

City Scorecard

| OUTCOME	INDICATOR	2016 BASELINE	2017	2018	TREND
ECONOMY: *A city of opportunity*					
Prosperous	gross regional product	$7.75 billion	$8.08 billion	$9.06 billion	
Growing	proportion who feel that they can easily access information and organisation	3.4	3.8	3.8	
Connecting	number of local jobs	70,070	70,286	75,932	
COMMUNITY: *A city that supports community wellbeing*					
Healthy	proportion who say they are healthy	3.4	3.9	3.9	
Inclusive	proportion who feel they are part of their local community	3.4	3.5	3.5	
Cohesive	proportion who say they feel safe in their neighbourhood or community	73%	3.6	3.7	
ENVIRONMENT: *A city which cares for its natural environment and heritage*					
Distinctive	proportion who say the city's heritage is effectively managed	3.2	3.1	3.0	
Adaptable	city adaptability score		TBD		
Sustainable	proportion who say the city's natural environment is effectively protected	3.3	3.3	3.2	
PLACEMAKING: *A city where people love to be*					
Belonging	city net promoter score	+70	+25	19	
Accessible	proportion who say they can easily access places and services across the city	4.1	3.8	3.8	
Creative	proportion who feel they had an opportunity to participate/experience local arts and cultural activities	57%	62%	62%	
LEADERSHIP: *A city confident in its leaders*					
Strategic	proportion who say council delivers value for the rate dollar	3.1	3.2	3.2	
Accountable	proportion who are satisfied with council services	3.5	3.5	3.5	
Engaged	proportion who say council is engaging with residents and ratepayers	3.1	3.0	3.0	
	proportion who say council is engaging with organisations	3.0	3.3	3.0	
	proportion who say council is engaging with businesses	2.9	3.0	2.7	

2018 City Indicators Survey

ECONOMY: *A city of opportunity*

proportion who feel that they can easily access information and organisation
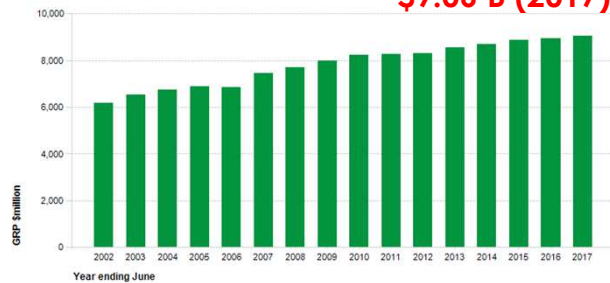
2018
3.8

trend
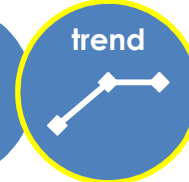
Gross Regional Product
City of Port Adelaide Enfield

$9.06 B (2017)

Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

Local jobs
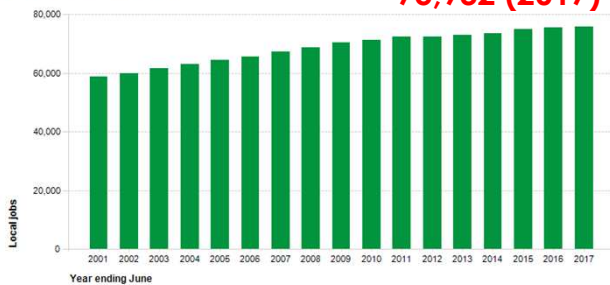
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75,932 (2017)

Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

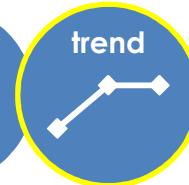| Outer Harbor	Semaphore	Port Adelaide	Parks	Enfield	Klemzig	Northfield

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ECONOMY: *A city of opportunity*

proportion who feel that they can easily access information and organisation

2018
3.8

trend
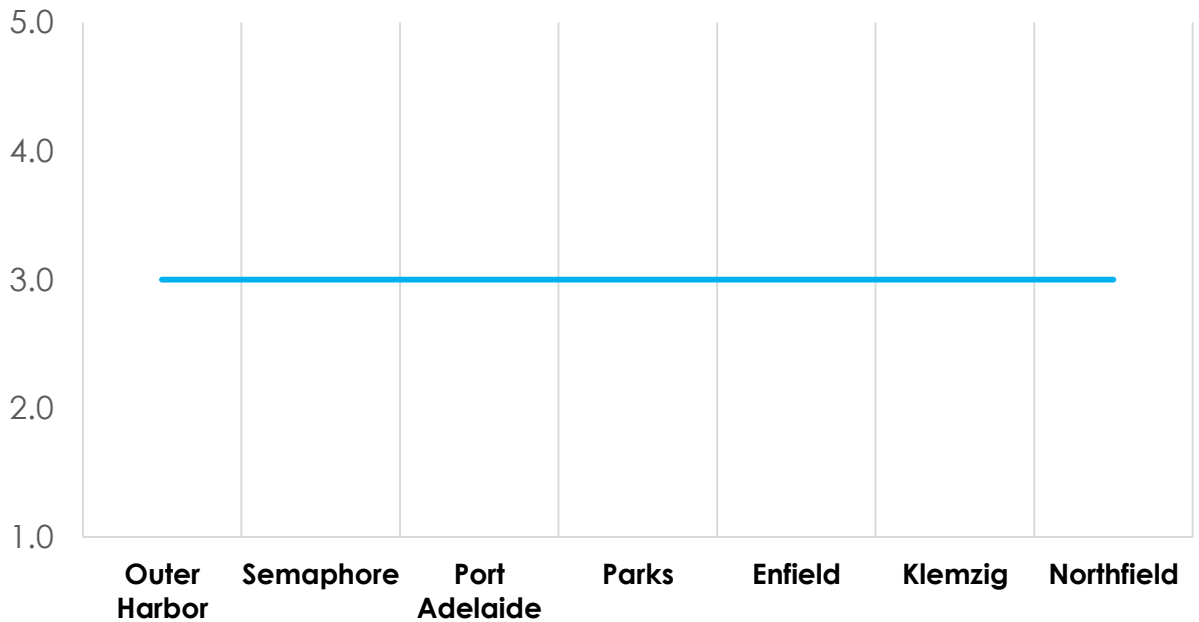
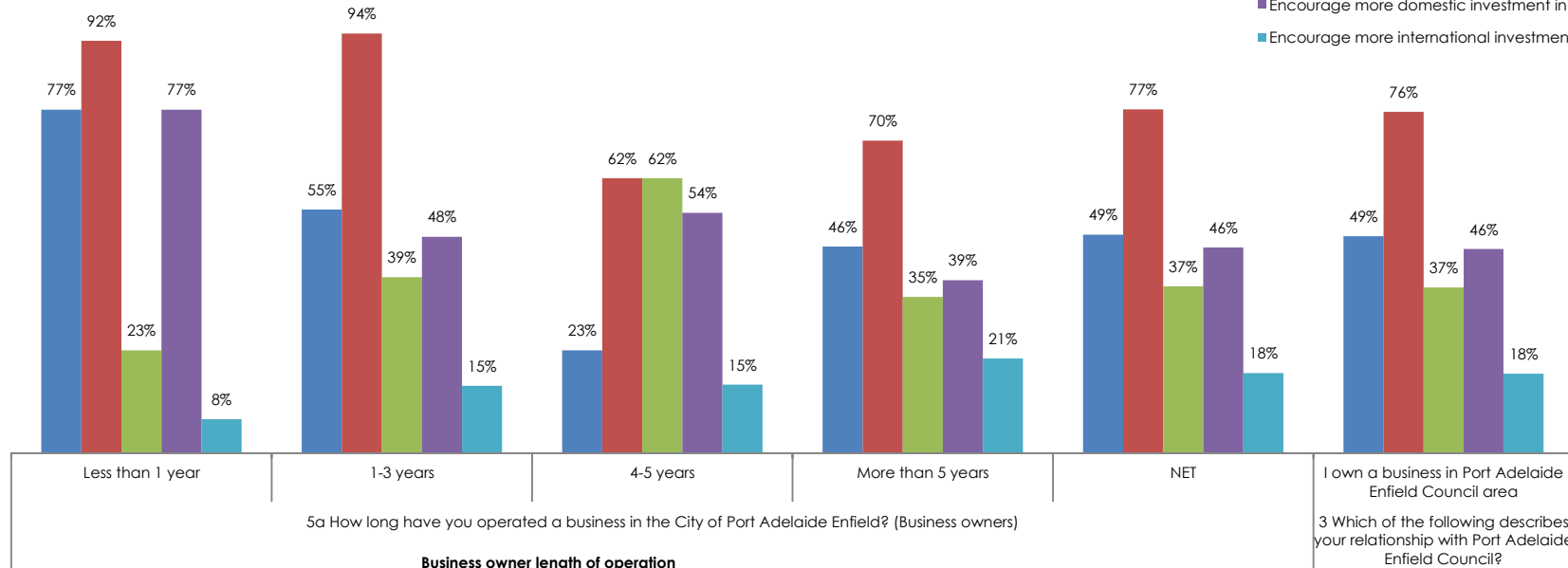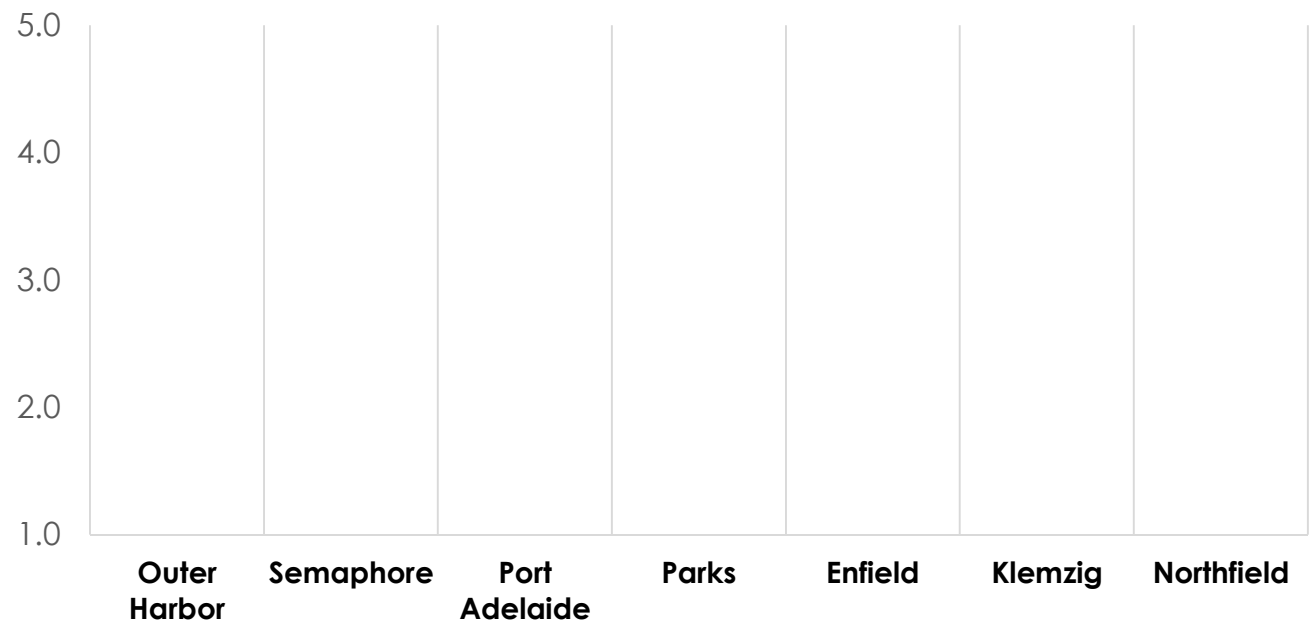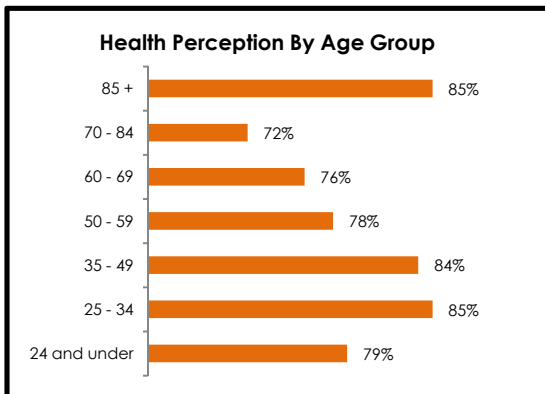**What should Council do to promote economic opportunities to the region?**

■ Undertake more promotion of the region
■ Promote local business ✓
■ Put more emphasis into bringing tourists into the region
■ Encourage more domestic investment in the area
■ Encourage more international investment in the area

	Less than 1 year	1-3 years	4-5 years	More than 5 years	NET	I own a business in Port Adelaide Enfield Council area
Undertake more promotion of the region	77%	55%	23%	46%	49%	49%
Promote local business	92%	94%	62%	70%	77%	76%
Put more emphasis into bringing tourists into the region	23%	39%	62%	35%	37%	37%
Encourage more domestic investment in the area	77%	48%	54%	39%	46%	46%
Encourage more international investment in the area	8%	15%	15%	21%	18%	18%

5a How long have you operated a business in the City of Port Adelaide Enfield? (Business owners)

3 Which of the following describes your relationship with Port Adelaide Enfield Council?

Business owner length of operation

City of Port Adelaide Enfield

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COMMUNITY: *A city that supports community wellbeing*

proportion who say they are healthy

2018
3.9

trend

Health Perception By Age Group

Age Group	Percentage
85 +	85%
70 - 84	72%
60 - 69	76%
50 - 59	78%
35 - 49	84%
25 - 34	85%
24 and under	79%

5.0

4.0

3.0

2.0

1.0

Outer Harbor   Semaphore   Port Adelaide   Parks   Enfield   Klemzig   Northfield

CITY OF
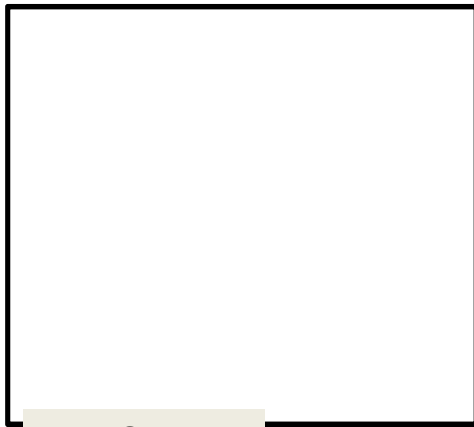Port Adelaide Enfield

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COMMUNITY: *A city that supports community wellbeing*

proportion who feel they are part of their local community

2018
3.5

trend

Age Groups

| | Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |

City of Port Adelaide Enfield
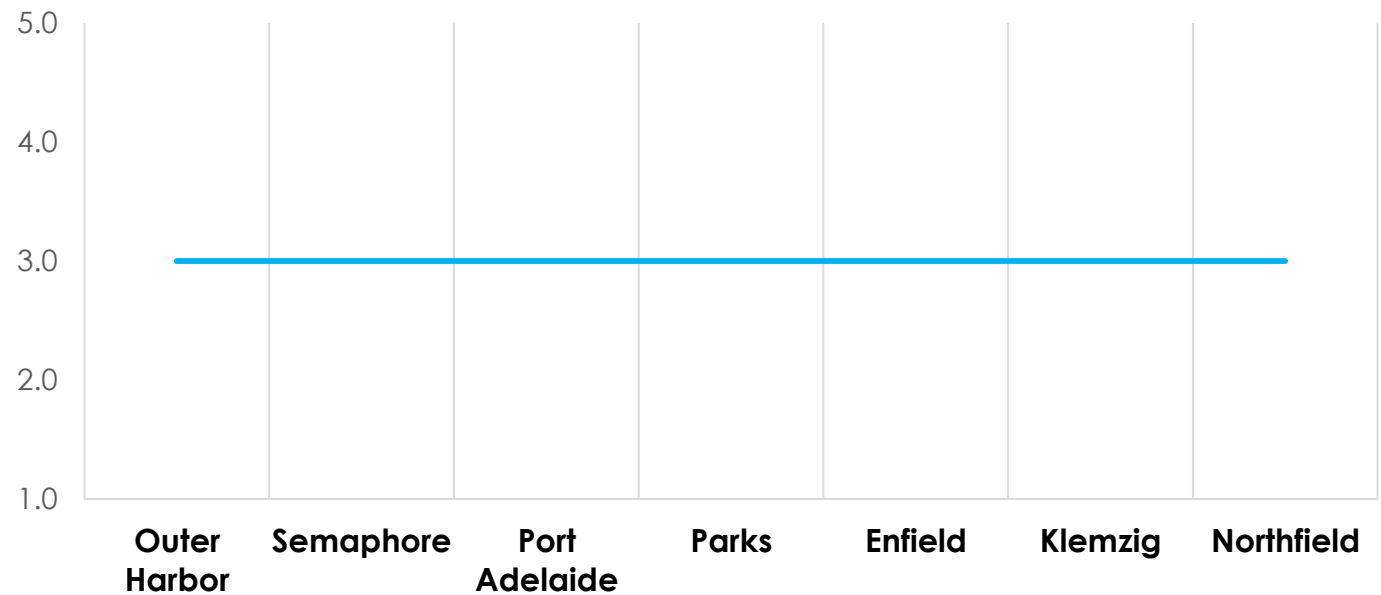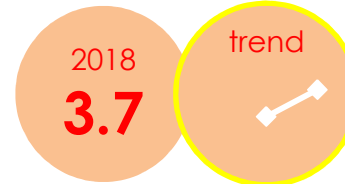
COMMUNITY: *A city that supports community wellbeing*

proportion who say they feel safe in their neighbourhood or community

2018
3.7

trend

What could improve your perception of safety?

Felt Unsafe By Age Group

Age Group	Value
85 +	0.04
70 - 84	0.1
60 - 69	0.11
50 - 59	0.17
35 - 49	0.12
25 - 34	0.17
24 and under	0.1

5.0

4.0

3.0

2.0

1.0

Outer Harbour | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield

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