The Voice of Our Community 2019 (topline results)

CITY OF
Port Adelaide Enfield

City Plan 2030

'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

Why are we thinking about this now?

- deeper understanding of our community's perception
- linking what we do to what they say, considered alongside other information we have about our community (feedback, experience, administration knowledge)
- get us to start our thinking for 2020-21

2019 SURVEY: our approach

Standard methodology

- Hybrid data collection (PAE/Consultant)
- Use of variety of access points (phone, email, social media, website, word of mouth, postcards, printed surveys)
- Various teams involved, including staff with CALD connections and youth team
- Use of existing contacts/networks (NAR, Business Network, Community Centre users)

Improvements

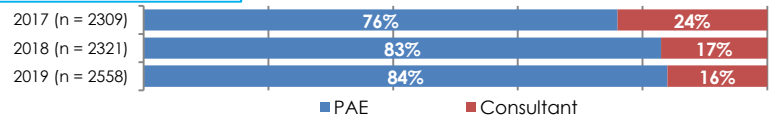
- Greater elected member participation
- Increased efforts in Parks and Klemzig wards
- Integration of business and inclusive community surveys
- Use of volunteers for data collection and encoding

2019 Survey – Who Told Us What They Thought?

OUR CITY

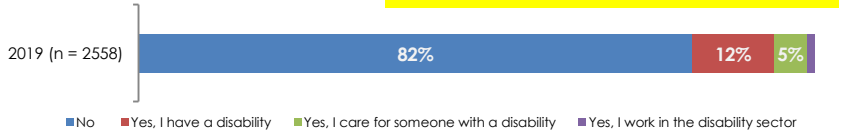
126,120	33%	32%	37
ERP, 2018	BORN OVERSEAS	LANGUAGE AT HOME OTHER THAN ENGLISH	MEDIAN AGE

RESPONSES

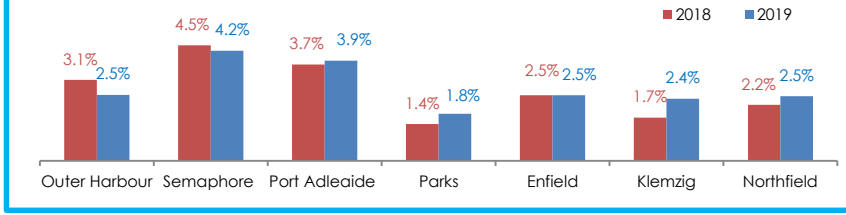


IMPACTED BY DISABILITY

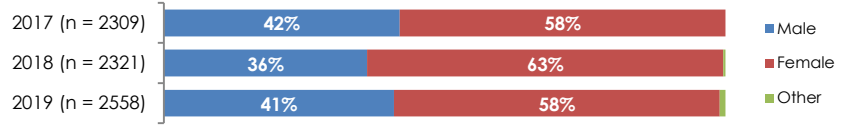
(new) 18% (428 people) of respondents are impacted by disability on a daily basis!



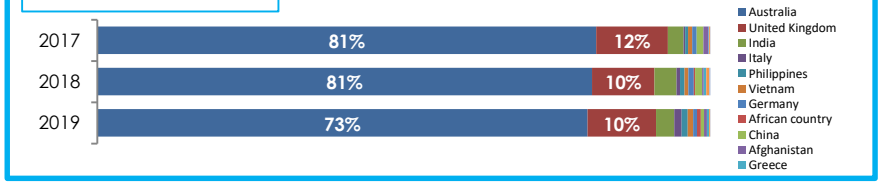
WARD REPRESENTATION – As % of eligible electors



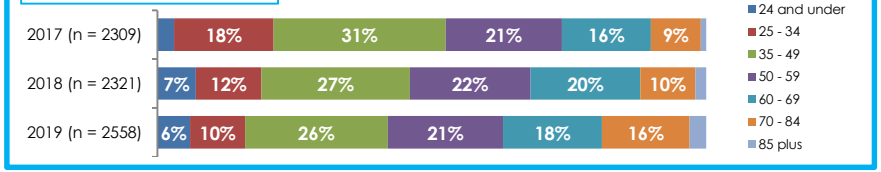
GENDER



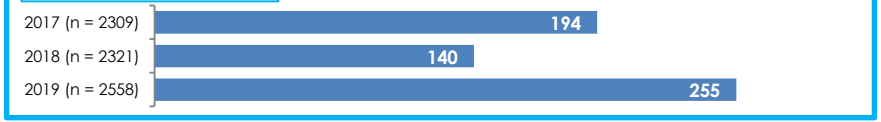
COUNTRY OF BIRTH



AGE



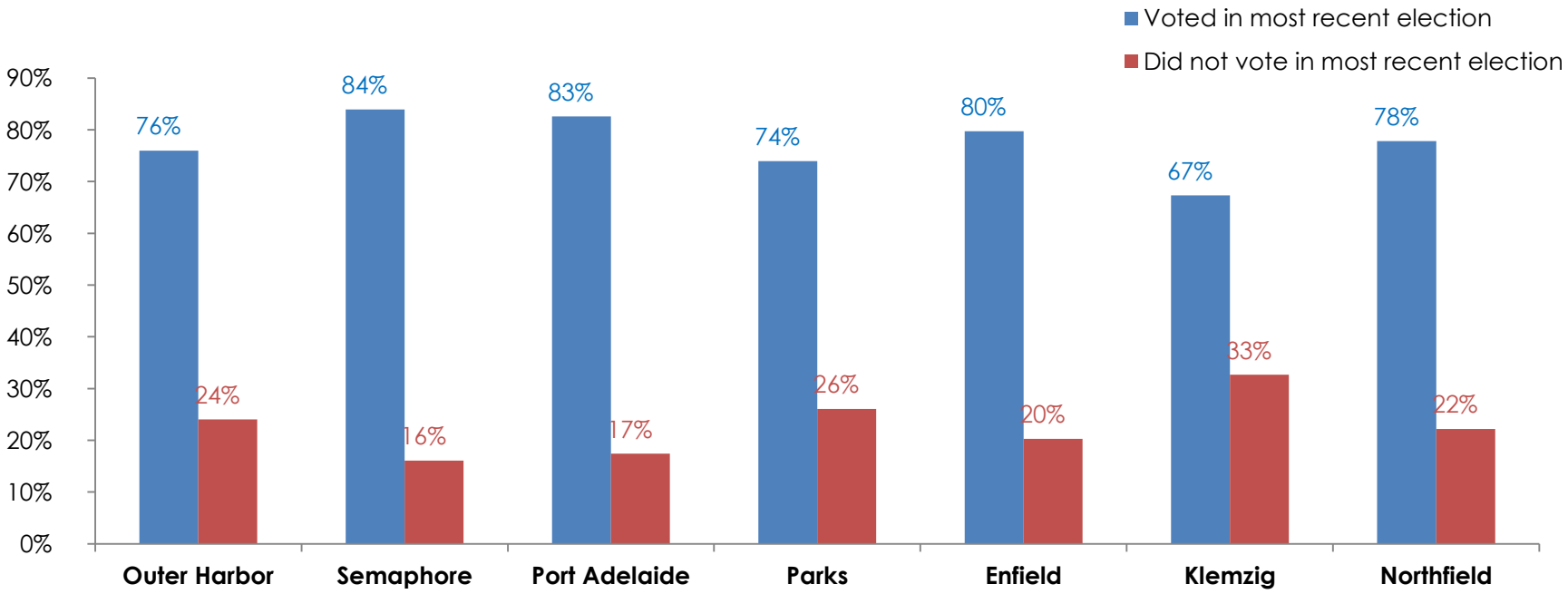
BUSINESS OWNERS



CITY OF Port Adelaide Enfield

2019 Community Indicators Survey

2019 Survey – Who Told Us What They Thought?



City Scorecard

OUTCOME		INDICATOR	2016 BASELINE	2017	2018	2019	change from prev. year
ECONOMY: *A city of opportunity*							
	Prosperous	gross regional product	$8.8 billion	$9.0 billion	$9.3 billion	not avalable	-
	Growing	proportion who feel that they can easily access information and organisation	3.4	3.8	3.8	3.8	-
	Connecting	number of local jobs	74,831	76,330	77,048	not avalable	-
COMMUNITY: *A city that supports community wellbeing*							
	Healthy	proportion who say they are healthy	3.4	3.9	3.9	3.9	-
	Inclusive	proportion who feel they are part of their local community	3.4	3.5	3.5	3.5	-
	Cohesive	proportion who say they feel safe in their neighbourhood or community	73%	3.6	3.7	3.6	-0.1
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	2.9	-0.1
	Sustainable	proportion who say the city's natural environment is effectively protected	3.3	3.3	3.2	3.1	-0.1
PLACEMAKING: *A city where people love to be*							
	Belonging	city net promoter score		+25	+19	+15	-4
	Accessible	proportion who say they can easily access places and services across the city	4.1	3.8	3.8	3.8	-
	Creative	proportion who feel they had an opportunity to participate/experience local arts and cultural activities	57%	62%	62%	57%	-5%
LEADERSHIP: *A city confident in its leaders*							
	Strategic	proportion who say council delivers value for the rate dollar	3.1	3.2	3.2	3.2	-
	Accountable	proportion who are satisfied with council services	3.5	3.5	3.5	3.5	-
	Engaged	proportion who say council is engaging with residents and ratepayers	3.1	3.0	3.0	3.0	-
		proportion who say council is engaging with organisations	3.0	3.3	3.0	3.3	+0.3
		proportion who say council is engaging with businesses	2.9	3.0	2.7	3.1	+0.4

CITY OF Port Adelaide Enfield

City Scorecard Findings:

ECONOMY:

A city of opportunity

TOP LINE RESULTS:

- Our economic indicators are consistently showing improvements.
- Significantly larger response from business community which has impacted overall scores for most areas.
- Online communication is key for this group.
- Business owners scored Council lower than residents on every social licence metric except ‘A relationship with Council is beneficial to me’.
- Business owners perceive the least value for their rate dollar compared to any other group.

ECONOMY: *A city of opportunity*

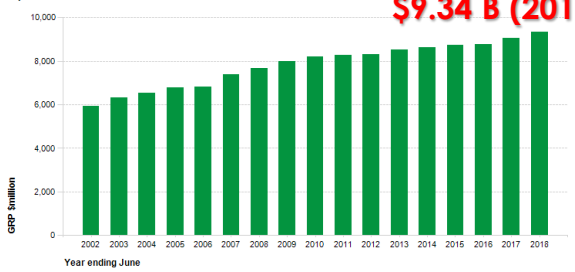
proportion who feel that they can easily access information and organisation

2017	2018	2019
3.8	3.8	3.8

Gross Regional Product

City of Port Adelaide Enfield

$9.34 B (2018)

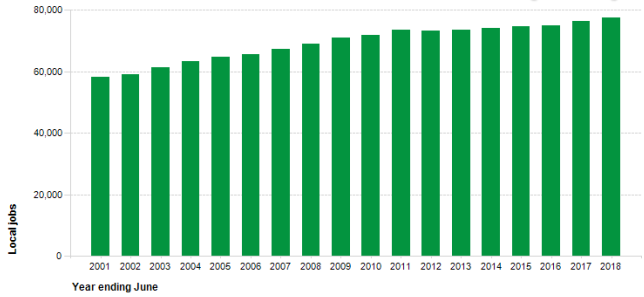


Source: National Institute of Economic and Industry Research (NIEIR) ©2018
Compiled and presented in economy.id by .id the population experts

Local jobs

City of Port Adelaide Enfield

77,415 (2018)



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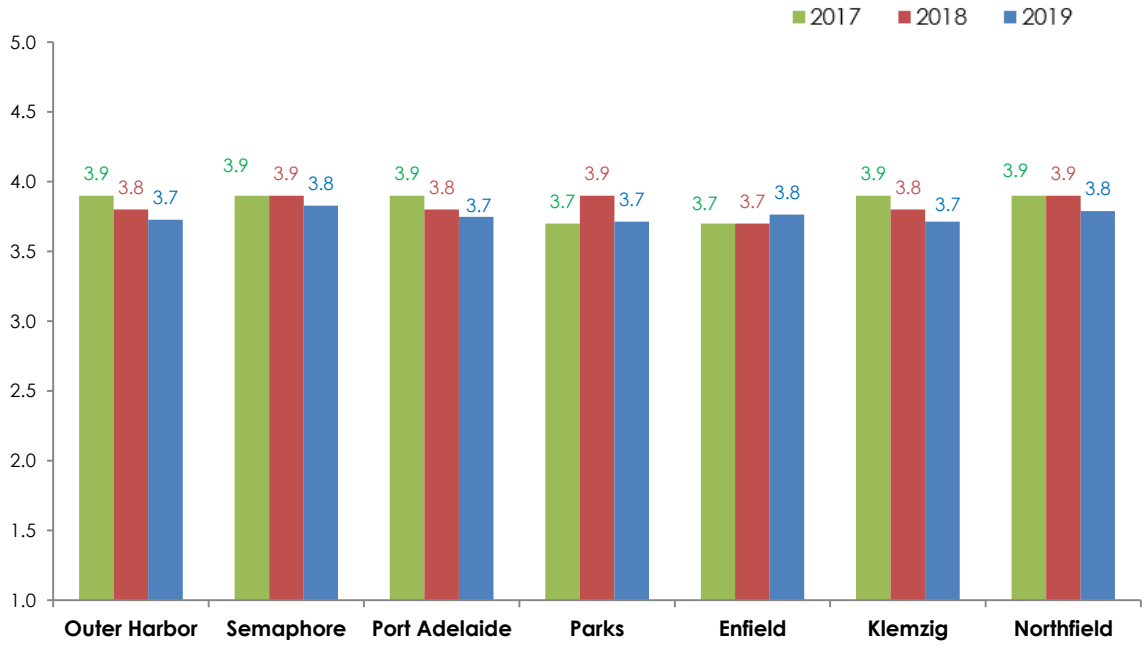
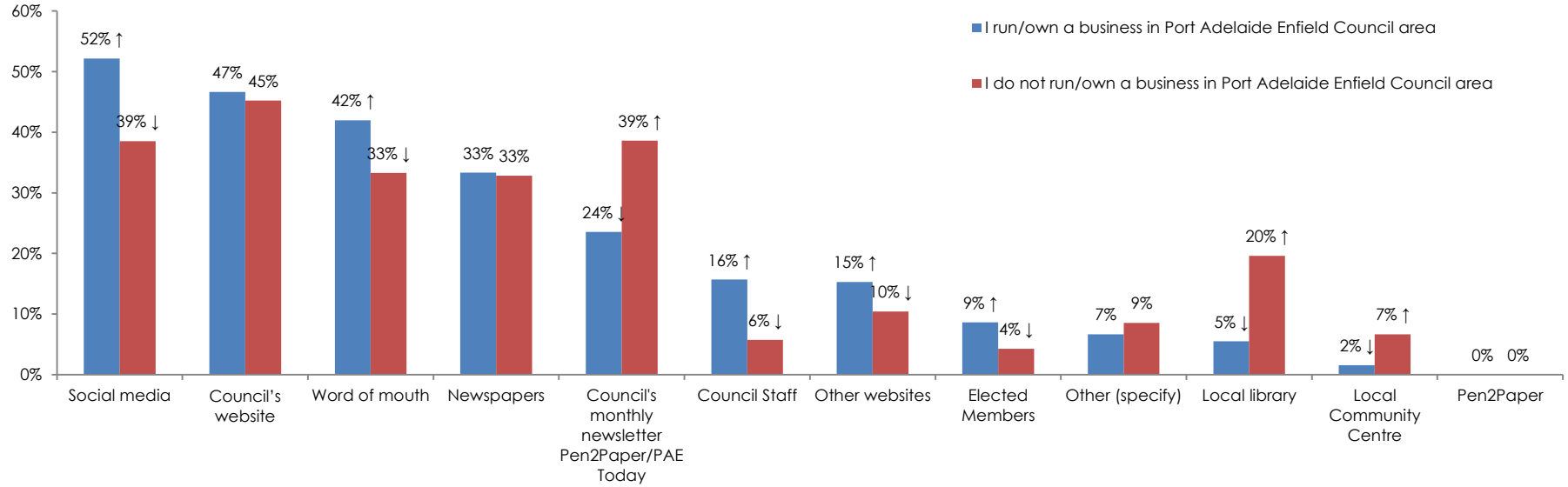


CITY OF
Port Adelaide Enfield

ECONOMY: *A city of opportunity*

How businesses get their Council information



City Scorecard Findings:

COMMUNITY:

A city that supports community wellbeing

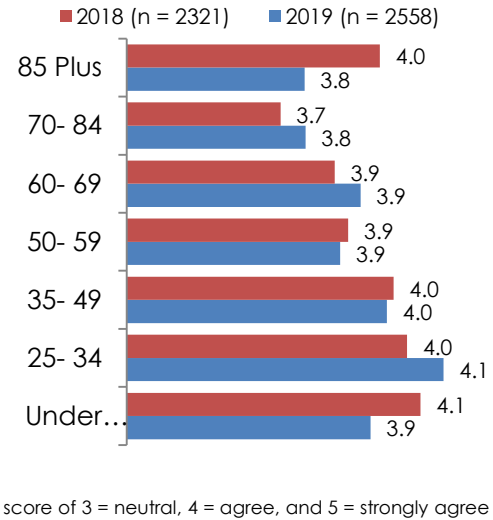
TOP LINE RESULTS:

- Parks has seen a significant increase in the number of people feeling connected to their community, and a slight increase in perceptions of safety.
- A similar trend an be seen at Enfield where feeling of connection to their local community increased in 2019.
- Safety scores for the rest of Council (except Enfield) have declined, particularly in Outer Harbor and Northfield.

COMMUNITY: *A city that supports community wellbeing*

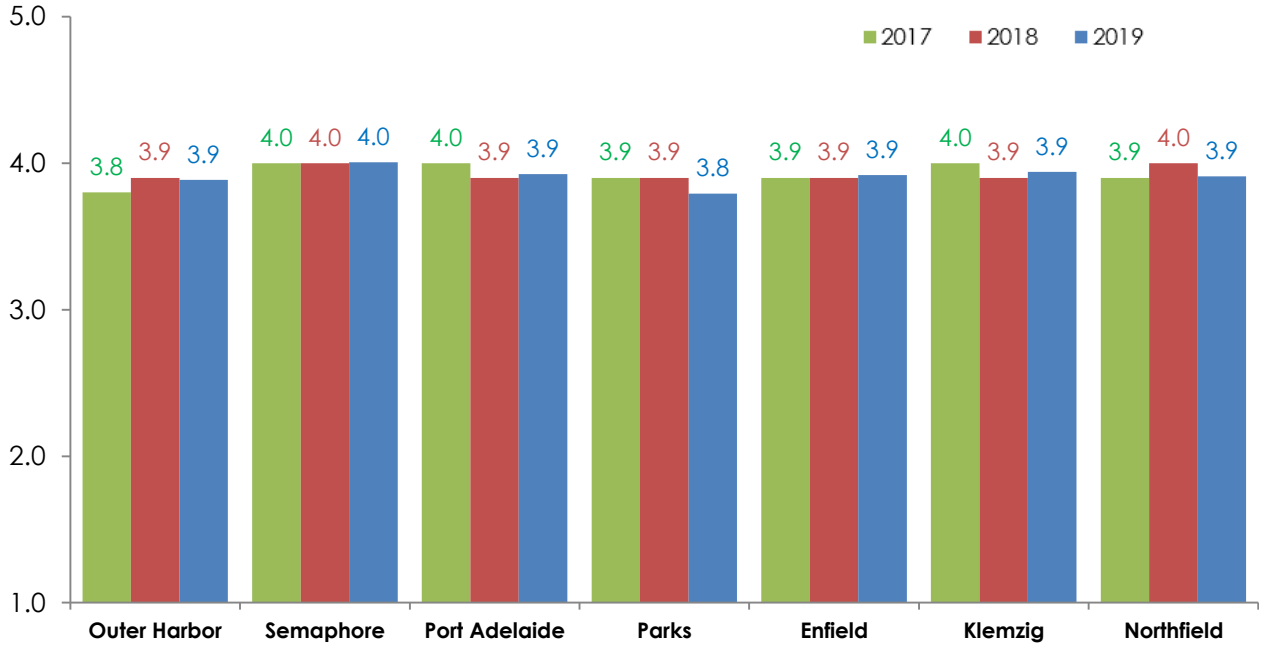
proportion who say they are healthy

2017	2018	2019
3.9	3.9	3.9



A score of 3 = neutral, 4 = agree, and 5 = strongly agree

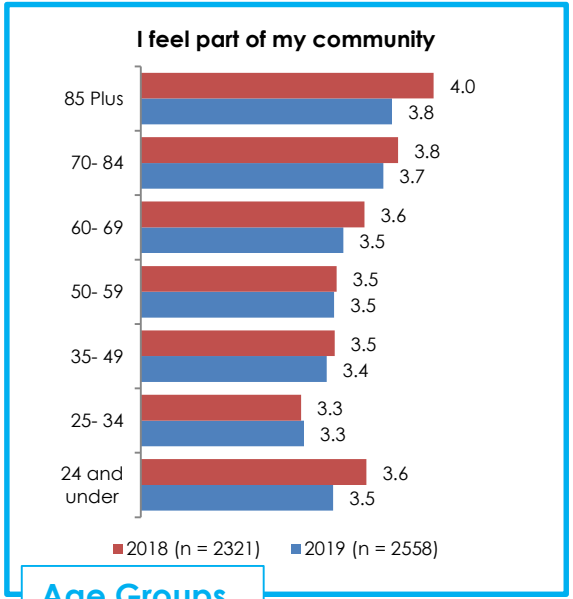
Age Groups



COMMUNITY: *A city that supports community wellbeing*

proportion who feel they are part of their local community

2017	2018	2019
3.5	3.5	3.5



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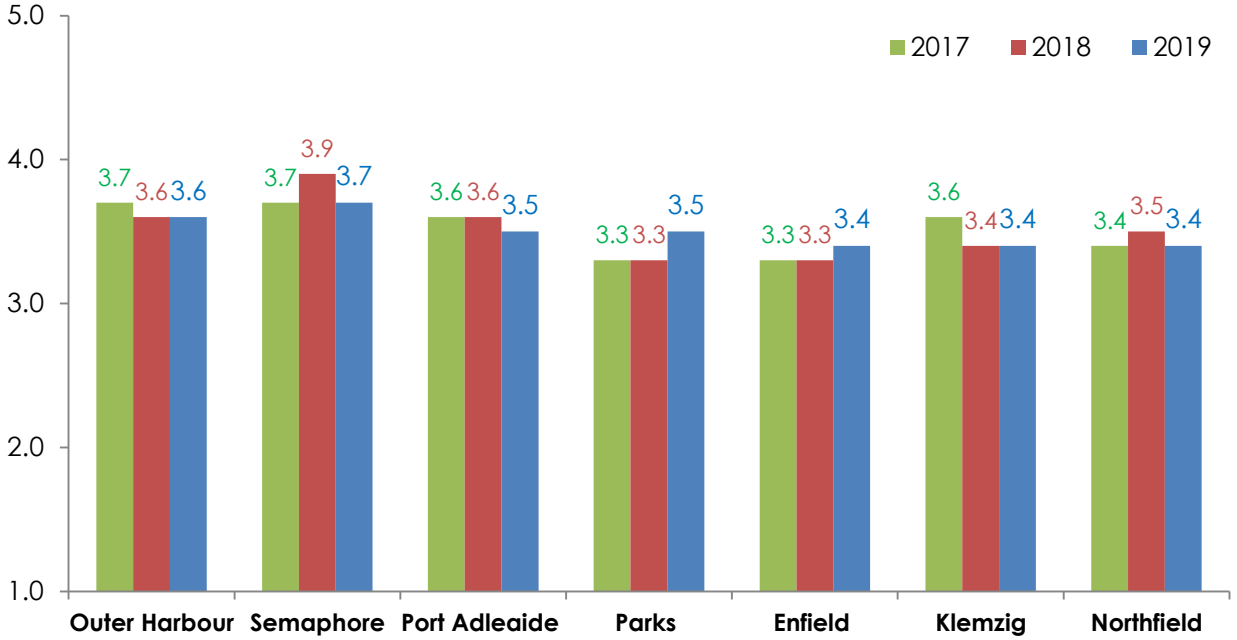
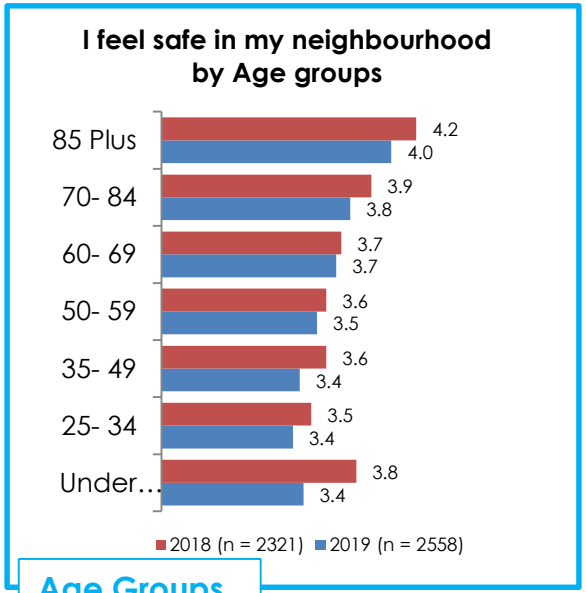


COMMUNITY: *A city that supports community wellbeing*

proportion who say they feel safe in their neighbourhood or community

2017	2018	2019
3.6	3.7	3.6



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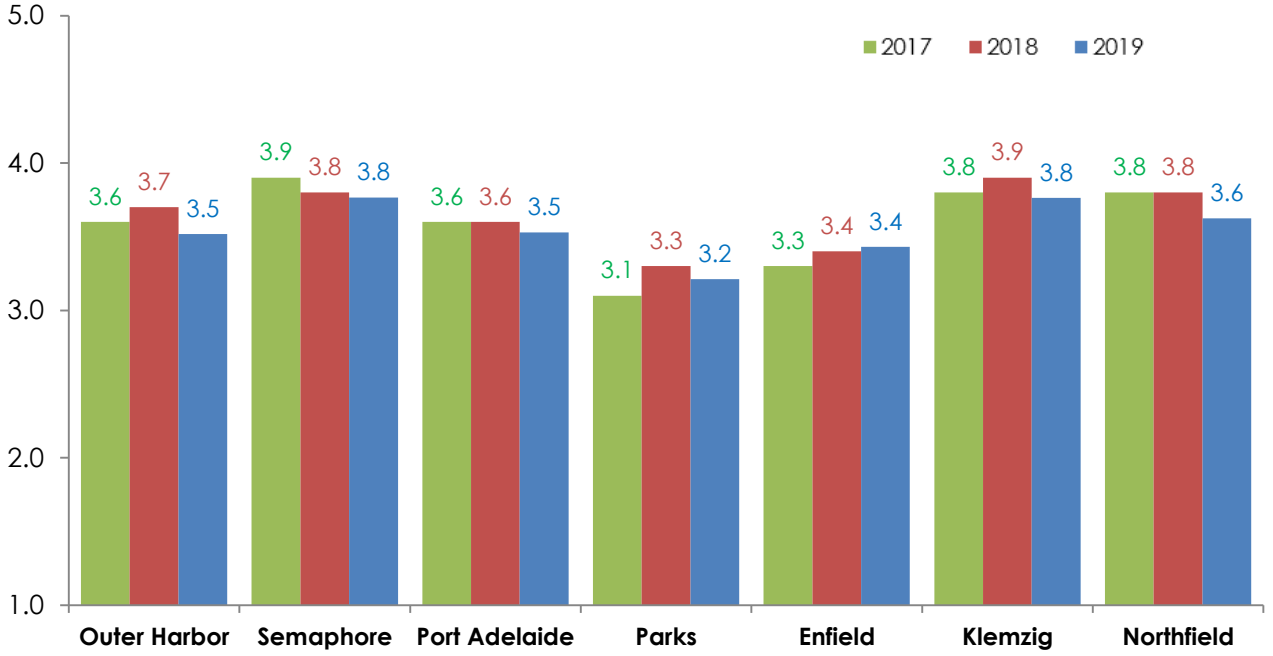


CITY OF Port Adelaide Enfield

City Scorecard Findings:

ENVIRONMENT:

A city which cares for its natural environment and heritage

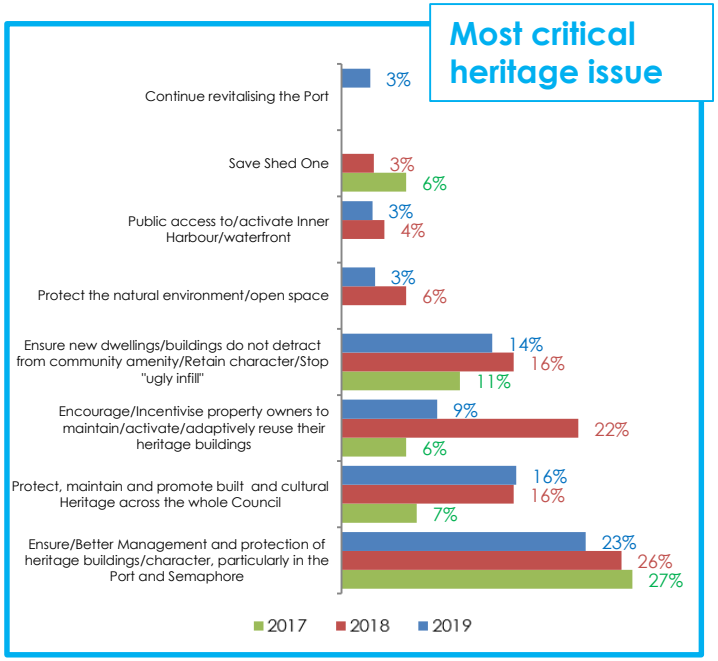
TOP LINE RESULTS:

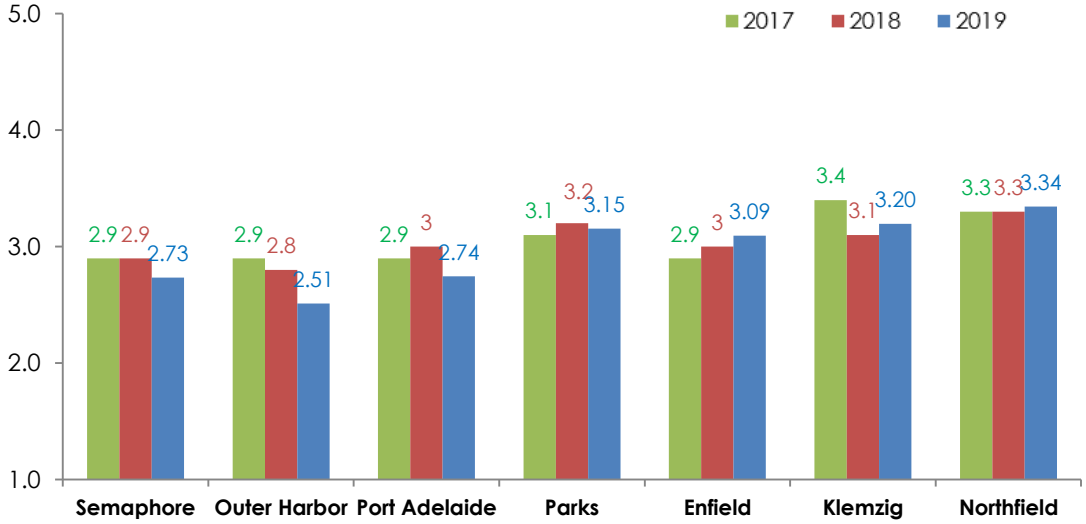
- Significant decreases in heritage management scores in the West, countered by improved scores in the East.
- Year on year improvements to perceptions of heritage management in Enfield.
- Ensuring better management of heritage buildings in Port Adelaide and Sempahore remains the top heritage issue.
- Decreases in environmental management scores across the city, but most markedly in Port Adelaide and Outer Harbor.
- Educating the community about waste management continues to increase its importance.
- There has been a dramatic increase in the number of residents naming Coastal protection and dune management as a key focus for Council.

ENVIRONMENT: *A city which cares for its natural environment and heritage*

proportion who say the city's heritage is effectively managed

2017	2018	2019
3.1	3.0	2.9



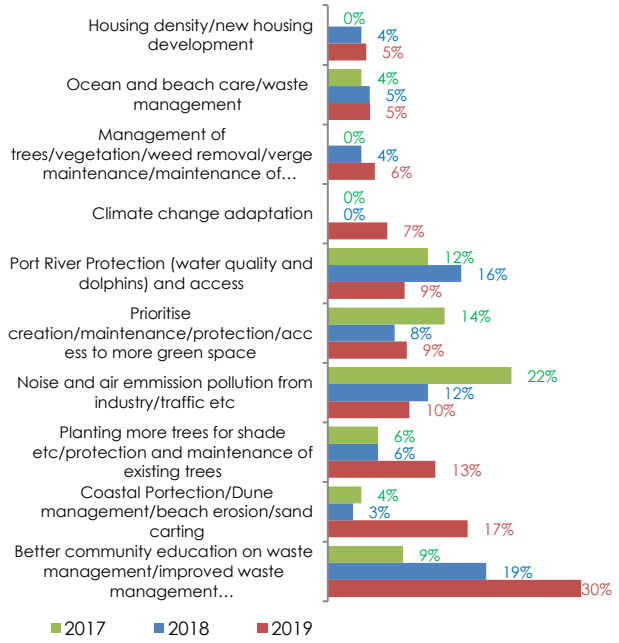


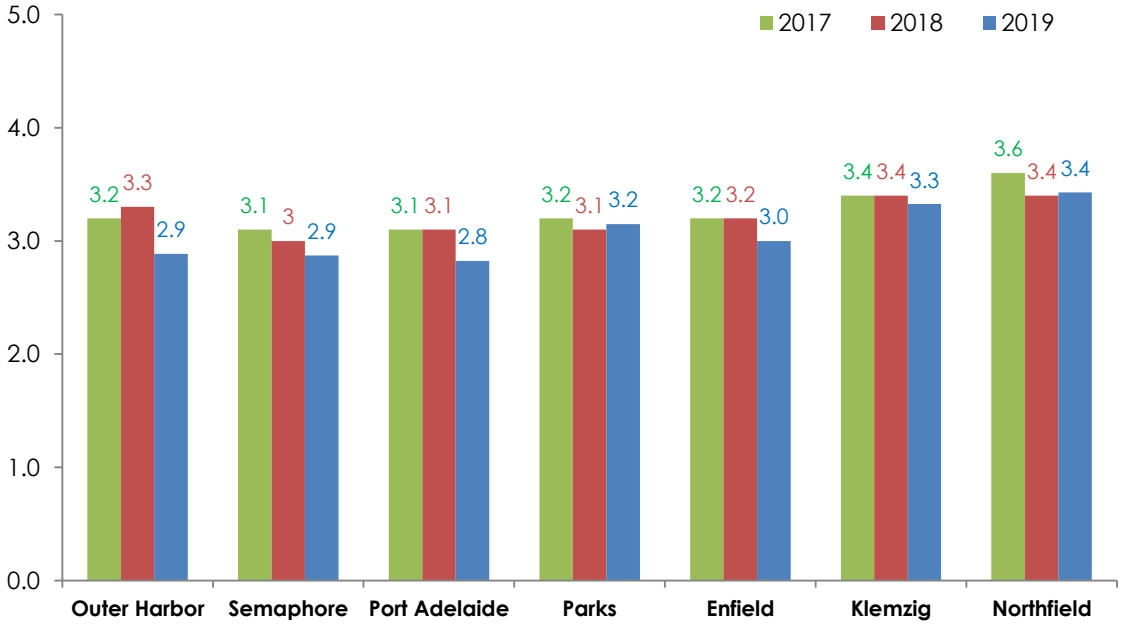
ENVIRONMENT: *A city which cares for its natural environment and heritage*

proportion who say the city's natural environment is effectively protected

2017	2018	2019
3.1	3.2	3.1

Most critical environment issue





City Scorecard Findings:

PLACEMAKING:

A city where people love to be

TOP LINE RESULTS:

- Large reduction in Net Promoter scores for Outer Harbor, and Klemzig, and a slight increase in Parks.
- Reduction in Net Promoter score across all age groups.
- Some large reductions in the Proportion who feel they had an opportunity to participate/experience local arts and cultural activities, mainly in the West, and some positive movement in the East. Outer Harbor saw the largest reduction for this metric.

PLACEMAKING: *A city where people love to be*

city net promoter score

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: 'using a 0-10 scale, how likely is it that you would recommend the City of Port Adelaide Enfield to a friend or colleague?'

Respondents are grouped as follows:

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

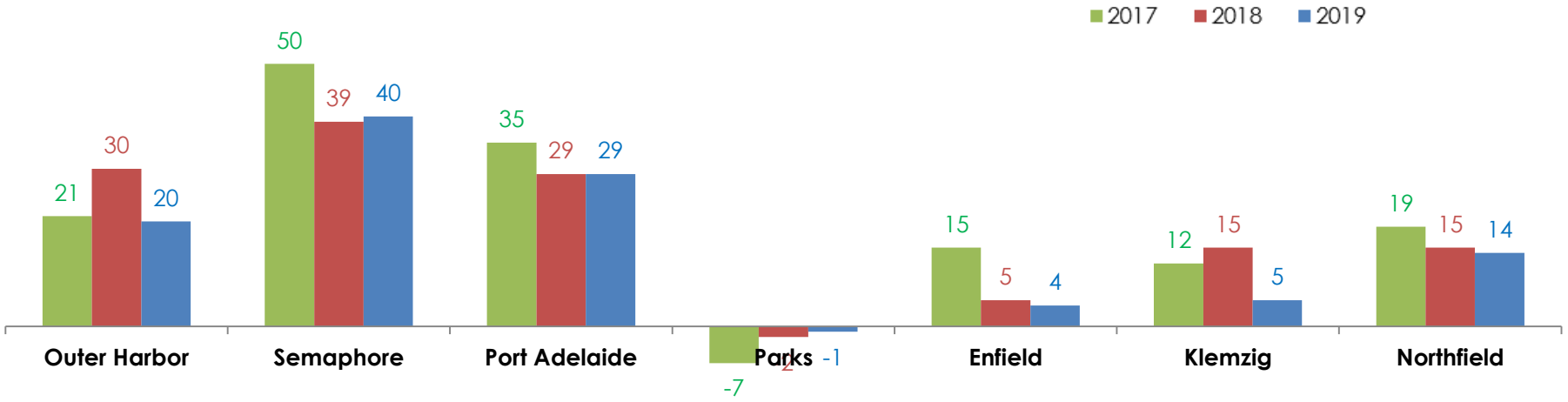
2017 Methodology

PLACEMAKING: *A city where people love to be*

city net promoter score

2017	2018	2019
+25	+19	+15

nab -14 | IKEA -9 | +47 | COSTCO WHOLESALE +79 | CITY OF PROSPECT +34

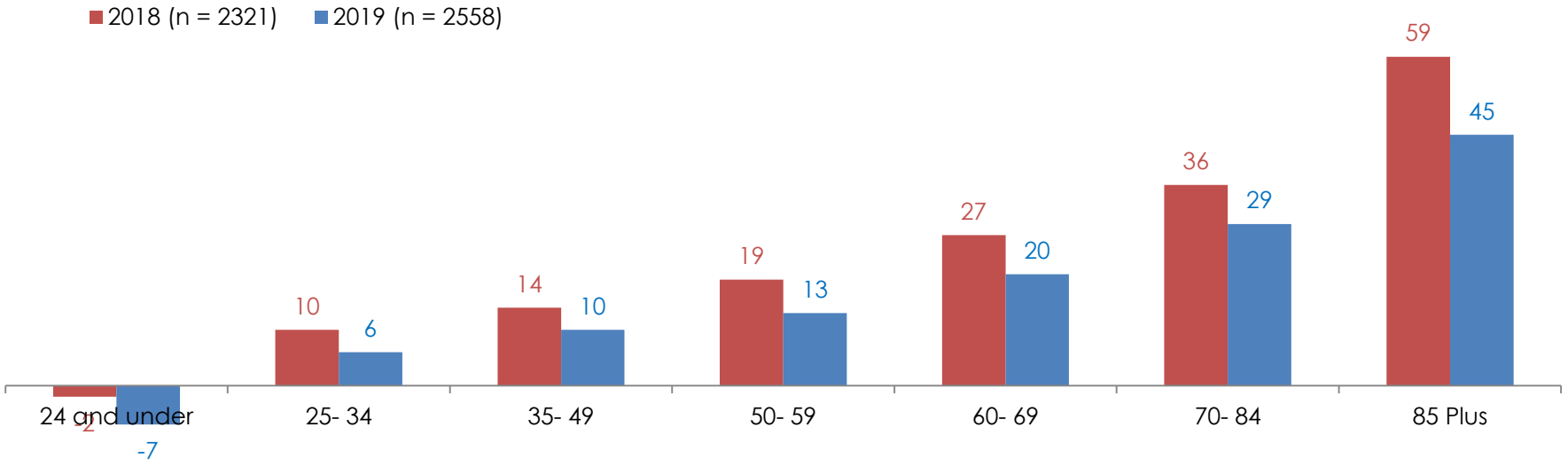


PLACEMAKING: *A city where people love to be*

city net promoter score

2017	2018	2019
+25	+19	+15

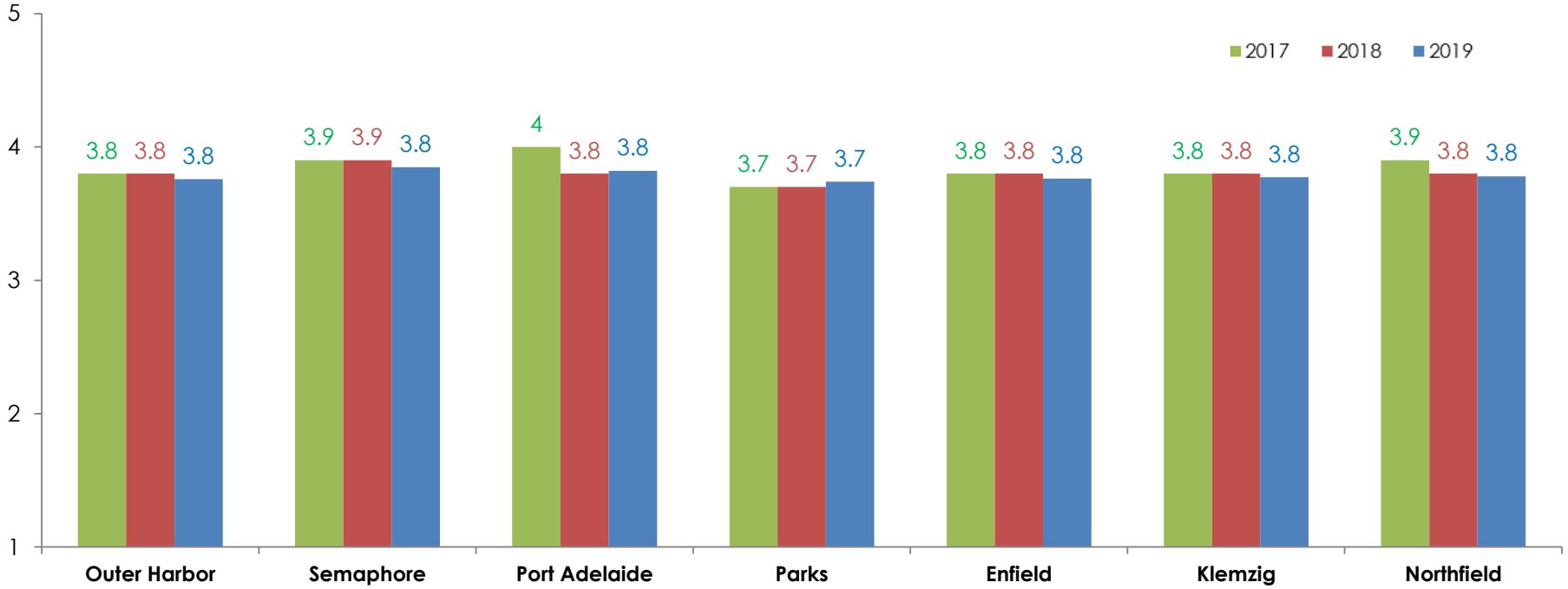
NPS by age group



PLACEMAKING: *A city where people love to be*

proportion who say they can easily access places and services across the city

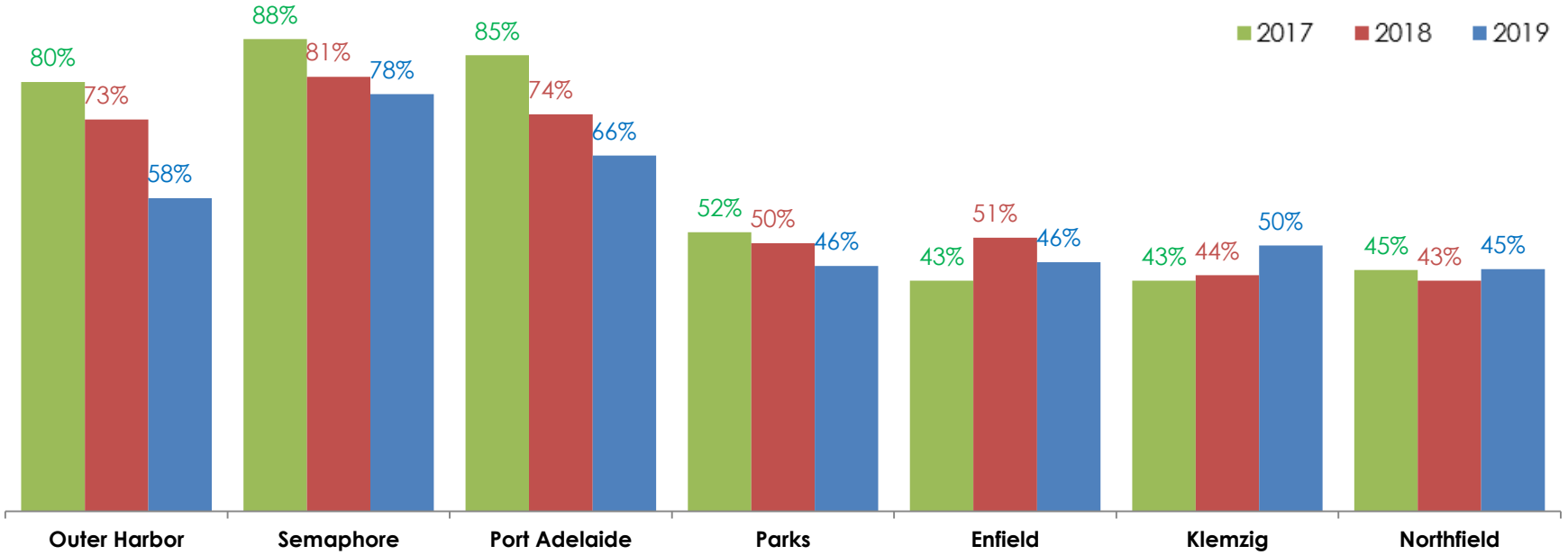
2017	2018	2019
3.8	3.8	3.8



PLACEMAKING: *A city where people love to be*

Proportion who feel they had an opportunity to participate/experience local arts and cultural activities

2017	2018	2019
62%	62%	57%



City Scorecard Findings:

LEADERSHIP:

A city confident in its leaders

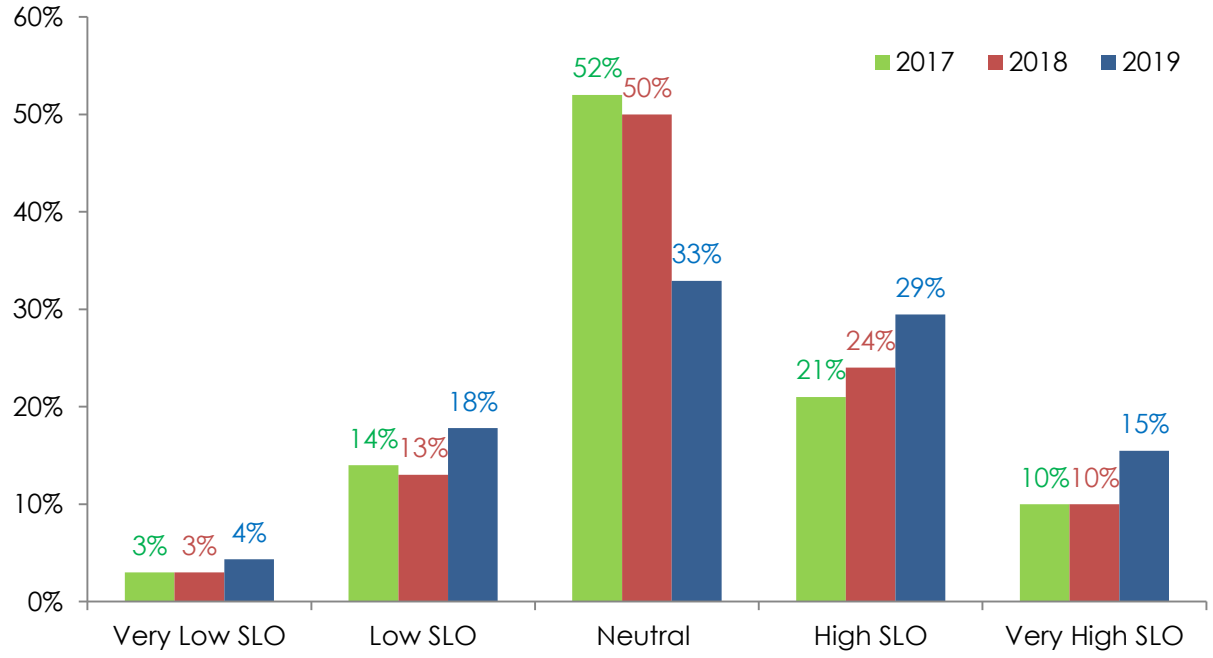
TOP LINE RESULTS:

- Engagement with businesses and organisations has improved across Council
- Decline in the value for the rate dollar score for Port Adelaide was impacted by the increased response from businesses.
- Those impacted by disability had the lowest value for the rate dollar perception.
- Social licence scores have improved and are beginning to move through the maturation process/ increased polarisation of responses.

LEADERSHIP: *A city confident in its leaders*

Social licence score

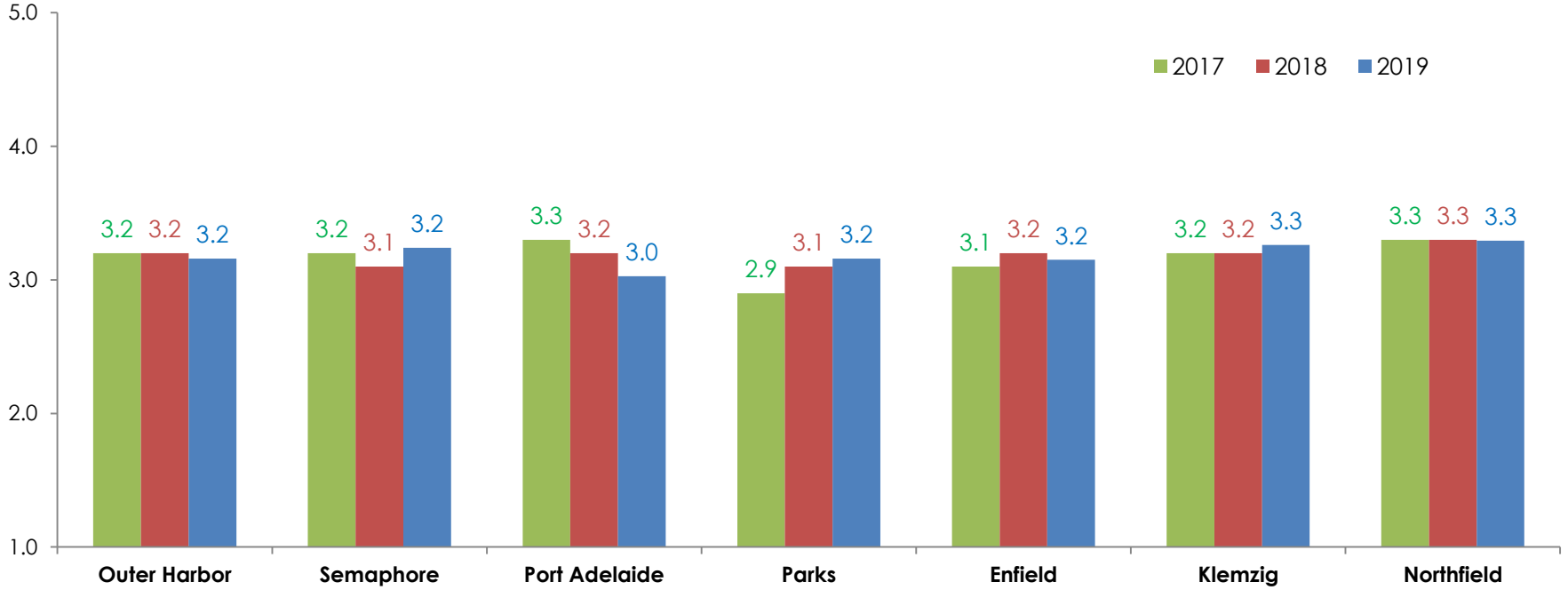
1. A relationship with Council is beneficial to me
2. Council generally delivers on its promises
3. I am satisfied with my relationship with Council
4. Council listens to me
5. Council is critical to the wellbeing of the community
6. Council responds quickly and effectively to issues or problems when I raise them
7. Council treats everyone fairly
8. I can influence Council's decision making process
9. Council is concerned about the things that matter to me
10. Council openly shares information that is important to me



LEADERSHIP: *A city confident in its leaders*

proportion who say council delivers value for the rate dollar

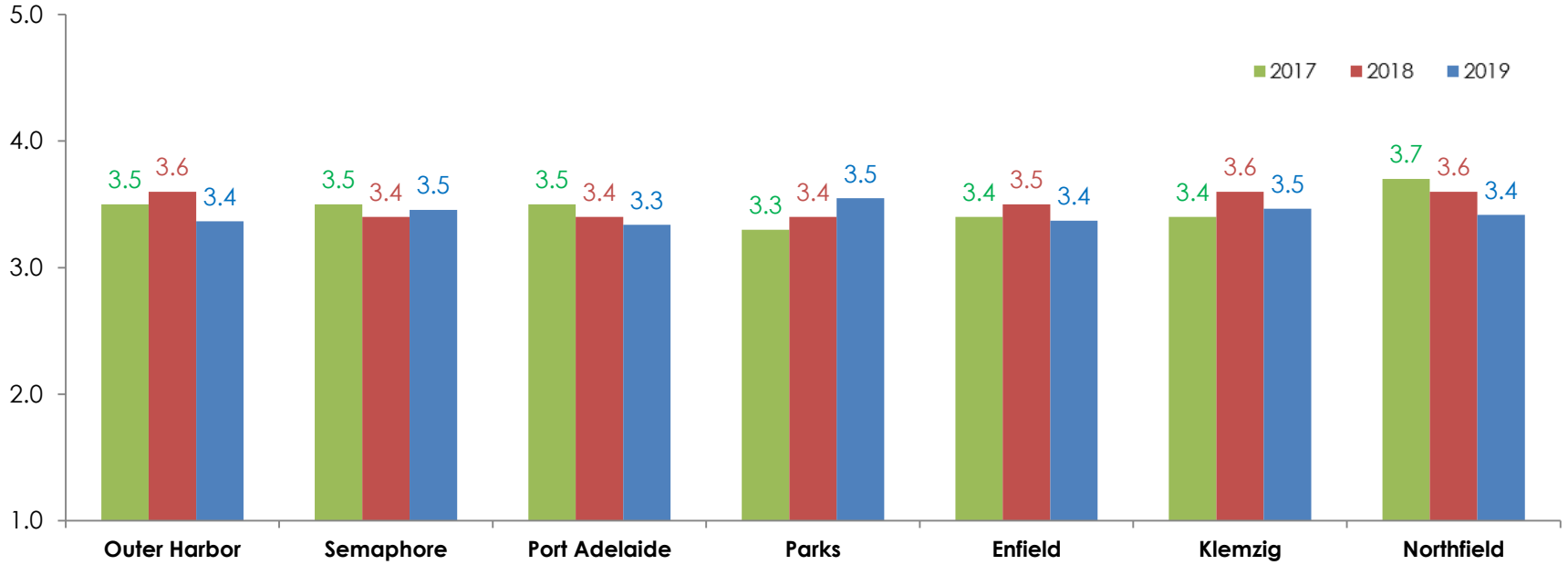
2017	2018	2019
3.2	3.2	3.2



LEADERSHIP: *A city confident in its leaders*

proportion who are satisfied with council services

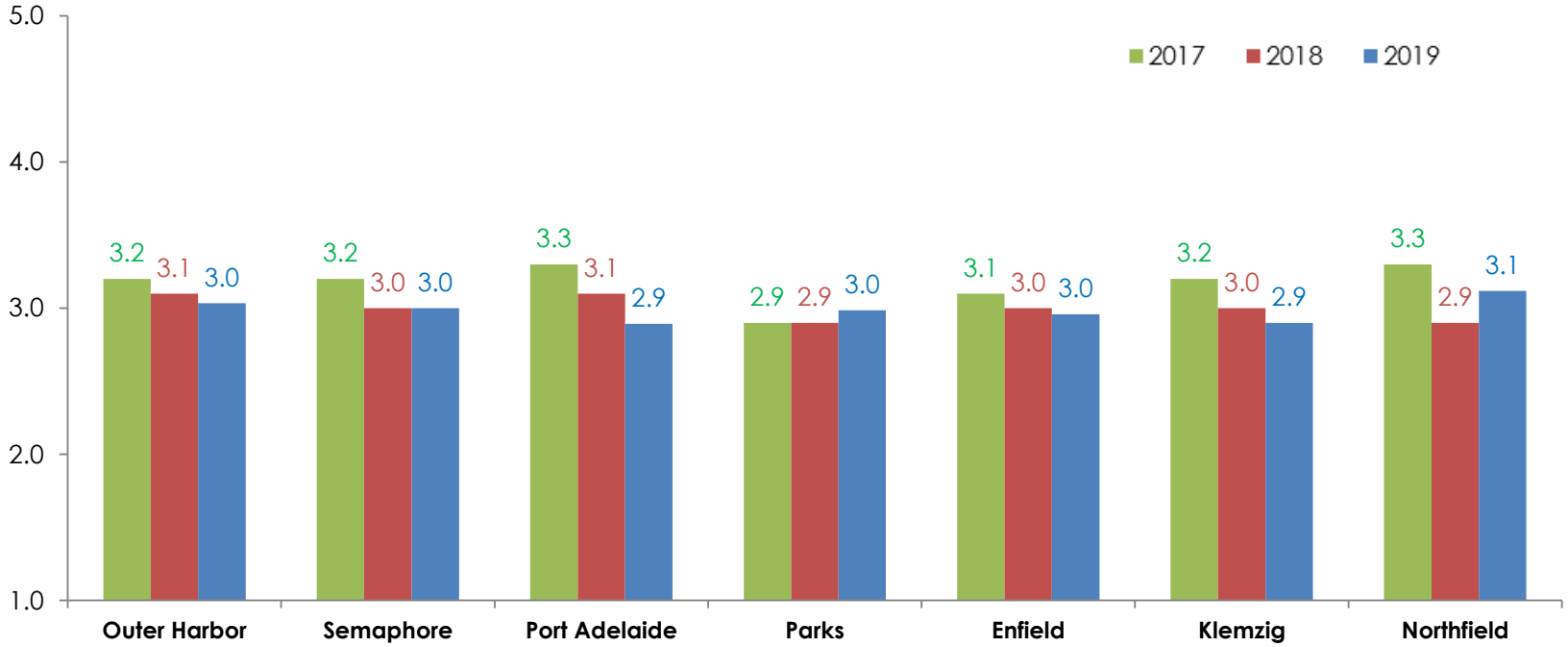
2017	2018	2019
3.5	3.5	3.5



LEADERSHIP: *A city confident in its leaders*

proportion who say council is engaging with residents and ratepayers

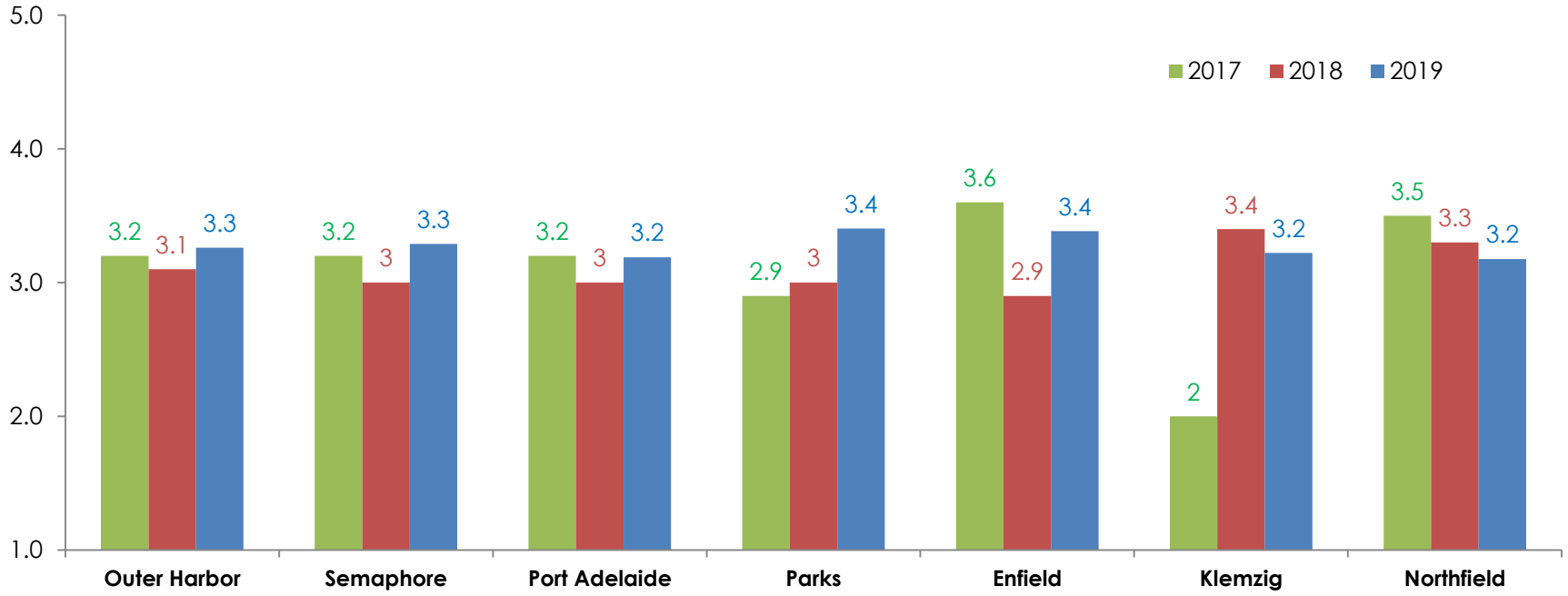
2017	2018	2019
3.0	3.0	3.0



LEADERSHIP: *A city confident in its leaders*

proportion who say council is engaging with organisations

2017	2018	2019
3.3	3.0	3.3

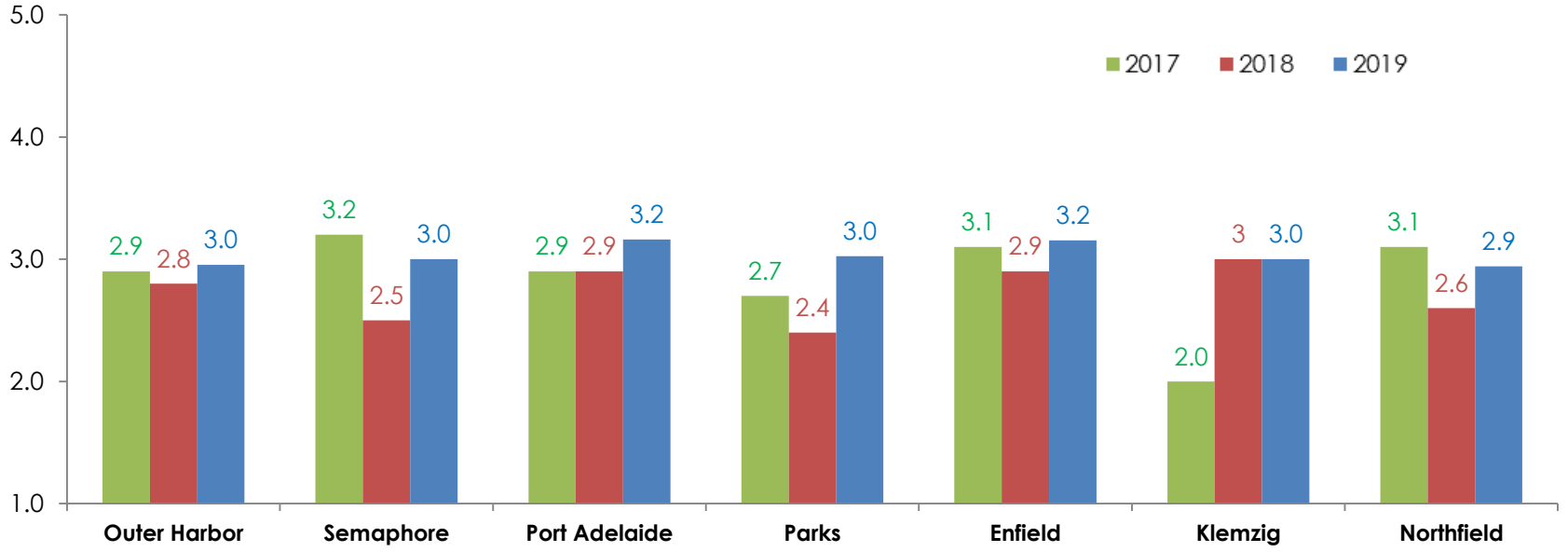


*Very small sample size for this question in 2017.

LEADERSHIP: *A city confident in its leaders*

proportion who say council is engaging businesses

2017	2018	2019
3.0	2.7	3.1



*Chart/ward scores and total PAE scores do not necessarily tally as they draw on different data sets

2019 SURVEY: our approach

- opportunity for deeper dive for each ward (similar to 2018 survey)
- start thinking about priorities
- assessment of survey methodology and frequency

2019 Survey – Who Told Us What They Thought?

OUR CITY

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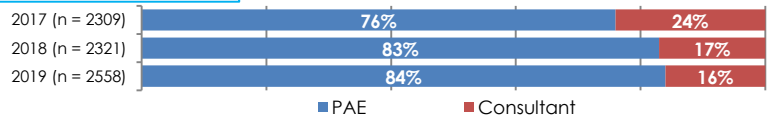
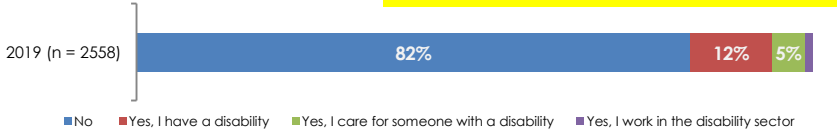
RESPONSES

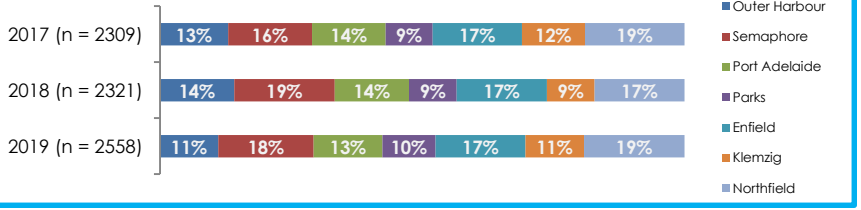


IMPACTED BY DISABILITY

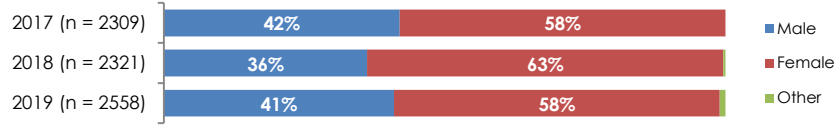
(new) 18% (428 people) of respondents are impacted by disability on a daily basis!



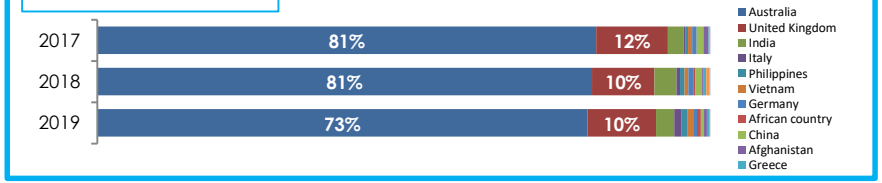
WARD REPRESENTATION



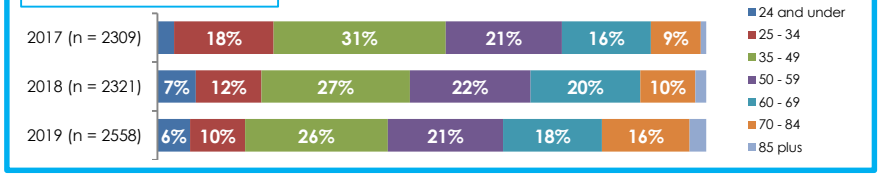
GENDER



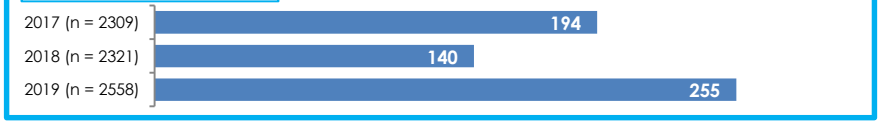
COUNTRY OF BIRTH



AGE



BUSINESS OWNERS



City of Port Adelaide Enfield