# THE VOICE OF OUR COMMUNITY

Informing our 2018-19 Annual Business Plan and Budget

2017 Community Indicators Survey

# WHY ARE WE THINKING ABOUT THIS NOW?

- deeper understanding of our community's perception

- linking what we do to what they say

- get us to start our thinking for 2018-19

2017 Community Indicators Survey

CITY OF
Port Adelaide Enfield

# City Plan 2030



**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 |

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

- Everything we do should be taking us towards achieving the City Plan outcomes.

- We need to consider both our current work and new thinking through the City Plan outcomes

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2017 Community Indicators Survey

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# COUNCIL'S DIRECTION FOR ENGAGEMENT

- Council wanted more engagement **up front and early in the process**

- Council wanted engagement **with businesses**

- Council wanted the community voice to **inform the budget and the services** we provide now and for new ideas

- Opportunity to use the community survey as a key engagement tool to help **planning, prioritising and budgets**

2017 Community Indicators Survey

# 2017 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 (Field Teams, Customer Experience, Youth, Community Centres, Libraries)

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

- Significantly bigger number of participants across age groups and wards (2,309)

- Increased questions to build more information to help inform planning and budgeting

2017 Community Indicators Survey

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# 2017 Survey – Who Told Us What They Thought?

**Total Respondents**
**2,309**

McGregor Tan 24%
PAE 76%

- McGregor Tan
- PAE
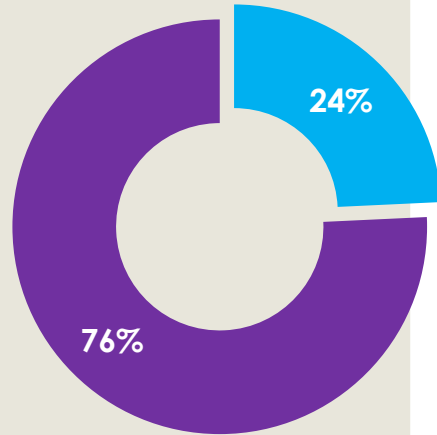
## Ethnicity

- ATSI
- Australian
- British
- Chinese
- Filipino
- German
- Greek
- Indian
- Italian
- Vietnamese
- Other

92%
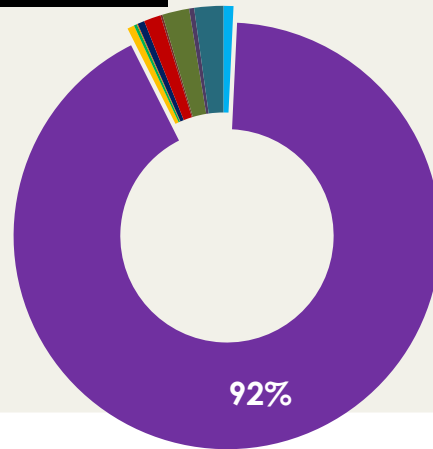
## Ward Representations

- Enfield 17%
- Klemzig 12%
- Northfield 19%
- Outer Harbor 13%
- Parks 9%
- Port Adelaide 14%
- Semaphore 16%

## Age Groups

- 18 - 24 — 4%
- 25 - 34 — 18%
- 35 - 49 — 31%
- 50 - 59 — 21%
- 60 - 69 — 16%
- 70 - 84 — 9%
- 85 plus

## Access

- Email link — 55%
- Facebook — 34%
- Instagram — 1%
- Phone interview — 7%
- Website link — 1%
- Word of mouth — 2%
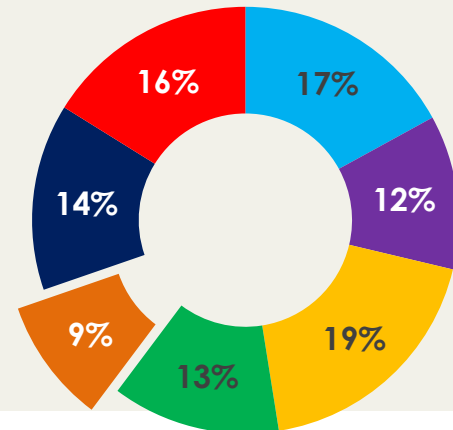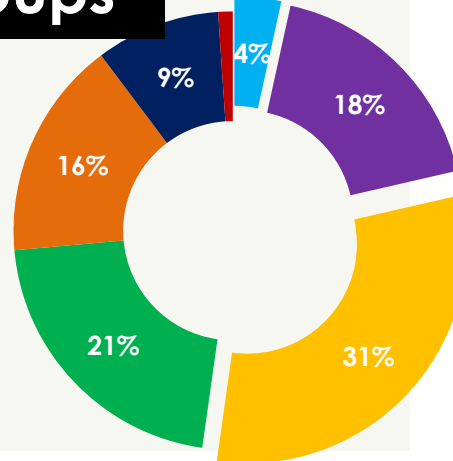
## Gender

(5) responded as 'others'

42%    58%

2017 Community Indicators Survey

CITY OF Port Adelaide Enfield

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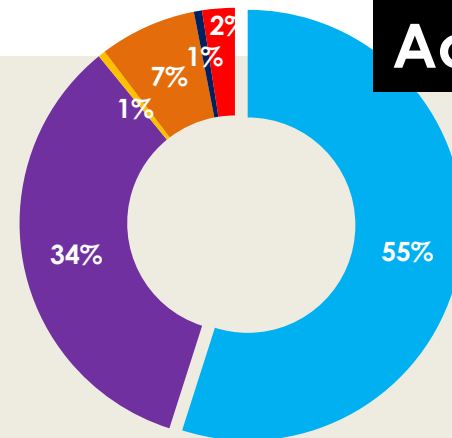
# 2017 Survey – Participation of Businesses

**Total business owners respondents**
**194**

- Residents
- Business owners

9%

91%

## Length of time in PAE

- Less than 1 year
- "1-3 years"
- "4-5 years"
- More than 5 years

17%
25%
15%
44%
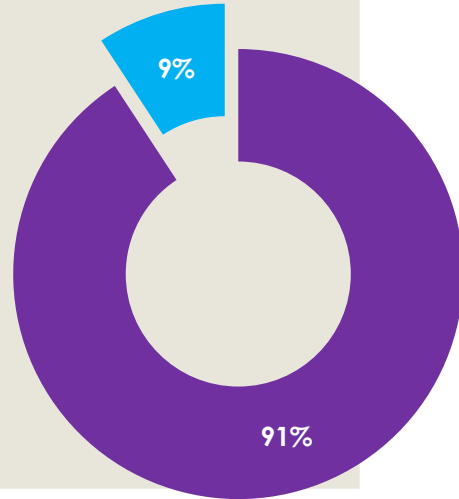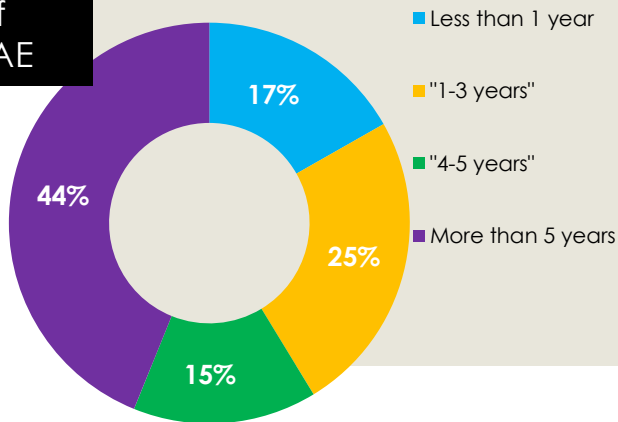
## Principal industry

- Construction, Machinery & Homes
- Food & Beverages
- Real Estate
- Retail & Consumer Durables
- Entertainment & Leisure
- Healthcare & Pharmaceuticals
- Manufacturing
- Business Support & Logistics
- Advertising & Marketing
- Finance & Financial Services
- Telecommunications, Technology, Internet & Electronics
- Transportation & Delivery
- "Non-profit"
- Automotive
- Education
- Agriculture

12% 12% 9% 9% 9% 9% 8% 6% 5% 5% 5% 4% 4% 3% 3% 1% 1%

City of Port Adelaide Enfield

# City Scorecard
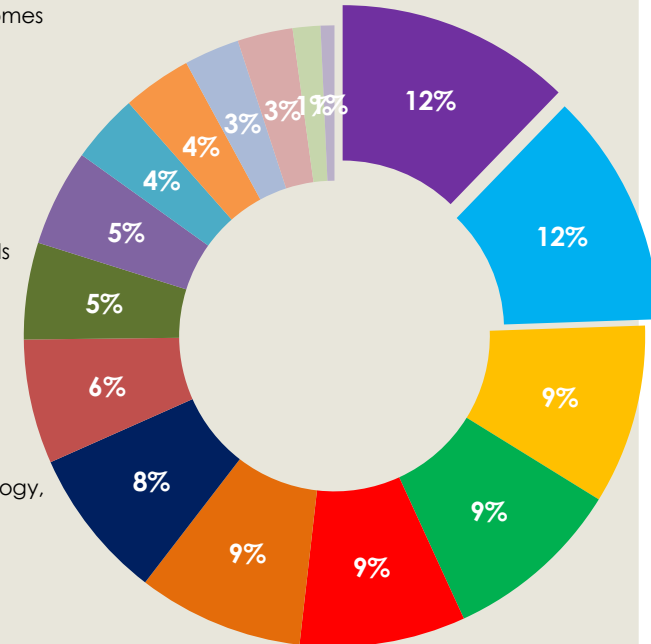
## ECONOMY: *A city of opportunity*

| OUTCOME | INDICATOR | 2016 BASELINE | 2017 | TREND |
|---------|-----------|---------------|------|-------|
| Prosperous | gross regional product | $7.75 billion | $8.08 billion | ⬆ |
| Growing | proportion who feel that they can easily access information and organisation | 3.4 | 3.8 | ⬆ |
| Connecting | number of local jobs | 70,070 | 70,286 | ⬆ |

## COMMUNITY: *A city that supports community wellbeing*

| OUTCOME | INDICATOR | 2016 BASELINE | 2017 | TREND |
|---------|-----------|---------------|------|-------|
| Healthy | proportion who say they are healthy | 3.4 | 3.9 | ⬆ |
| Inclusive | proportion who feel they are part of their local community | 3.4 | 3.5 | ⬆ |
| Cohesive | proportion who say they feel safe in their neighbourhood or community | 73% | 3.6 | |

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

| OUTCOME | INDICATOR | 2016 BASELINE | 2017 | TREND |
|---------|-----------|---------------|------|-------|
| Distinctive | proportion who say the city's heritage is effectively managed | 3.2 | 3.1 | ⬇ |
| Adaptable | city adaptability score | | TBD | |
| Sustainable | proportion who say the city's natural environment is effectively protected | 3.3 | 3.3 | ↔ |

## PLACEMAKING: *A city where people love to be*

| OUTCOME | INDICATOR | 2016 BASELINE | 2017 | TREND |
|---------|-----------|---------------|------|-------|
| Belonging | city net promoter score | +70 | +25* | |
| Accessible | proportion who say they can easily access places and services across the city | 4.1 | 3.8 | ⬇ |
| Creative | Proportion who feel they had an opportunity to participate/experience local arts and cultural activities | 57% | 62% | ⬆ |

## LEADERSHIP: *A city confident in its leaders*

| OUTCOME | INDICATOR | 2016 BASELINE | 2017 | TREND |
|---------|-----------|---------------|------|-------|
| Strategic | proportion who say council delivers value for the rate dollar | 3.1 | 3.2 | ⬆ |
| Accountable | proportion who are satisfied with council services | 3.5 | 3.5 | ↔ |
| Engaged | proportion who say council is engaging with residents and ratepayers | 3.1 | 3.0 | ⬇ |
| | proportion who say council is engaging with organisations | 3.0 | 3.3 | ⬆ |
| | proportion who say council is engaging with businesses | 2.9 | 3.0 | ⬆ |

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# 2017 Community Indicators Survey

# City Scorecard Findings:

## ECONOMY:
*A city of opportunity*

2017 Community Indicators Survey

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**Q1 Relationship by Q33 gender**



Female: 59% / 48%

Male: 41% / 52%

■ I do not own a business in Port Adelaide Enfield Council area (n = 1774)  ■ I own a business in Port Adelaide Enfield Council area (n = 141)

# ECONOMY: *A city of opportunity*
How are they talking to us?
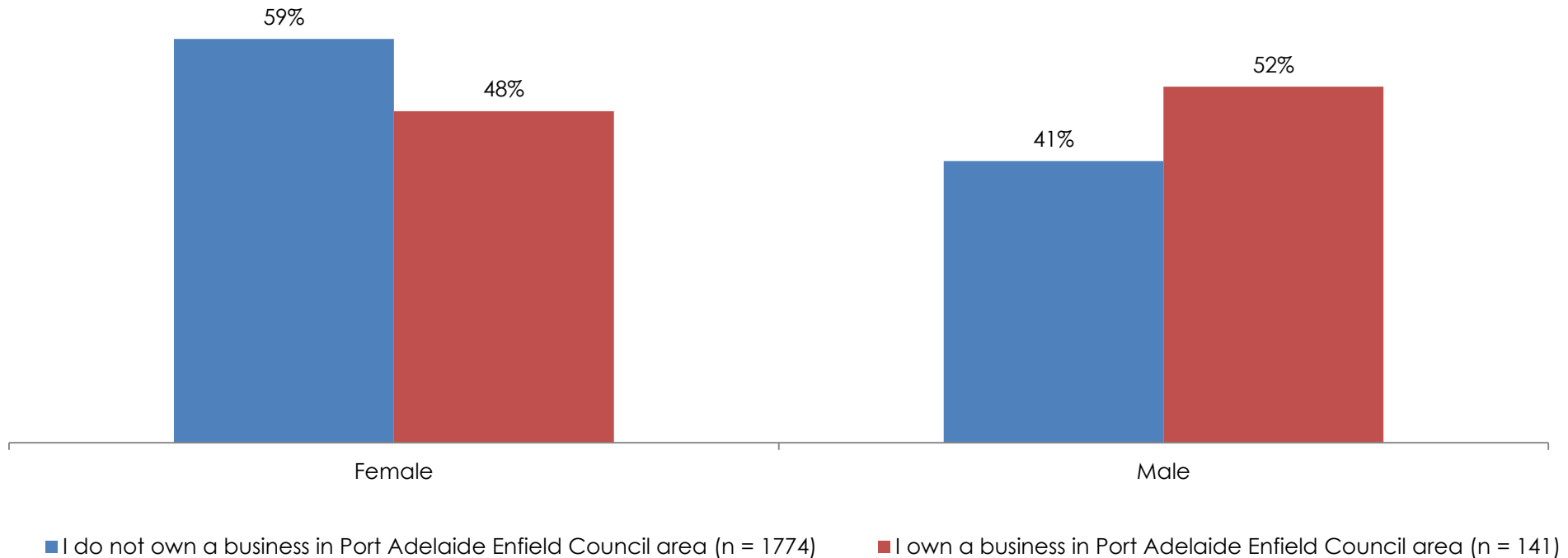
**TAKEAWAY:** Direct email contact with business owners is key to engagement

## Q1 Relationship by Access
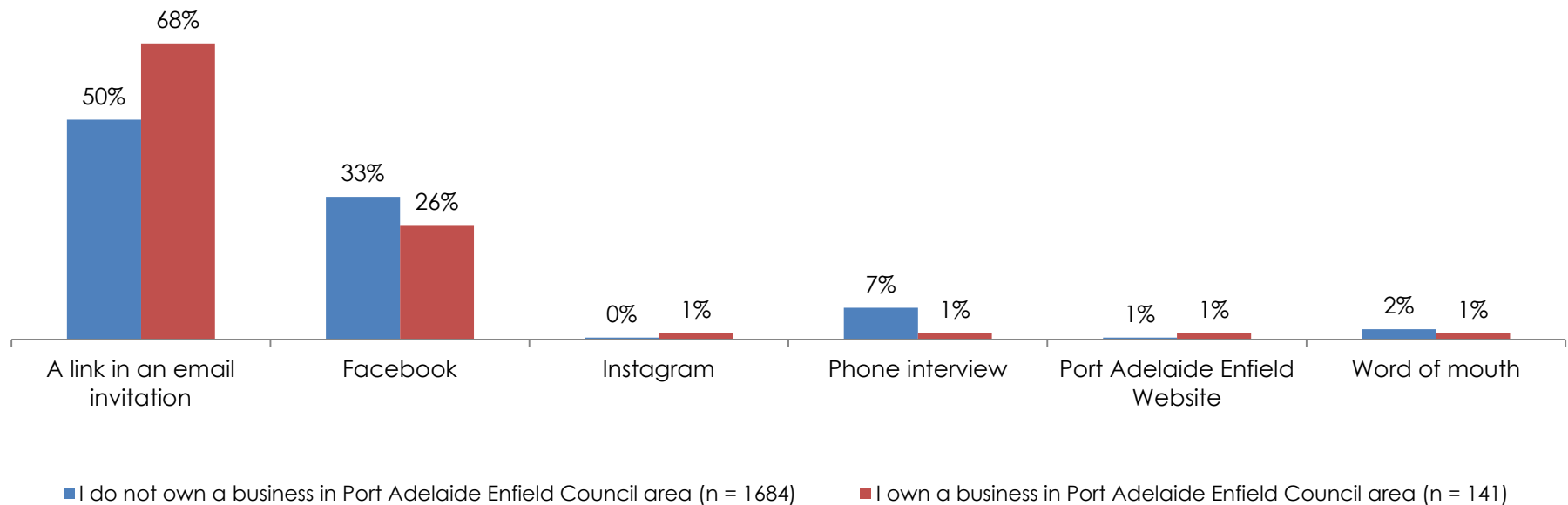


Bar chart showing percentages for "I do not own a business in Port Adelaide Enfield Council area (n = 1684)" (blue) and "I own a business in Port Adelaide Enfield Council area (n = 141)" (red):

- A link in an email invitation: 50%, 68%
- Facebook: 33%, 26%
- Instagram: 0%, 1%
- Phone interview: 7%, 1%
- Port Adelaide Enfield Website: 1%, 1%
- Word of mouth: 2%, 1%

■ I do not own a business in Port Adelaide Enfield Council area (n = 1684)   ■ I own a business in Port Adelaide Enfield Council area (n = 141)

## Business ownership by Ward



Outer Harbor — 11%, 8%
Port Adelaide — 30%, 17%
Semaphore — 24%, 5%
Parks — 5%, 44%
Enfield — 16%, 10%
Klemzig — 1%, 7%
Northfield — 13%, 10%

■ I own a business in Port Adelaide Enfield Council area (n = 134)　　　■ Jobs by Ward (n = 66440)

# ECONOMY: *A city of opportunity*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| We have achieved a significant response from business owners in this years survey. The responses received allow us to better understand who is engaging with us and who is not.<br><br>For business owners an ongoing relationship with Council seems to be key if we are to understand their needs and expectations.<br><br>Parks, which represents the area with the most jobs in the Council area was underrepresented in this years sample, as where female business owners.<br><br>Key questions:<br><br>• How can we boost email/contact detail collection of business owners? (consider collecting and recording new business applicants through planning, and the environmental health team)?<br>• How can we target business owners in the Parks and Klemzig areas?<br>• Do we know the breakdown of female:male business ownership in PAE?, is this really an underrepresentation?)<br>• If it is, how can we better engage female business owners?<br>• Is there an incentive we could offer next year that might boost response rates? | Business owners, especially in Parks and Klemzig, and female business owners. | Economic development, City Development, Development Services, Community and Environmental Health, Community Development, Libraries, |

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**Gross Regional Product**
City of Port Adelaide Enfield

**$8.08 B (2016)**
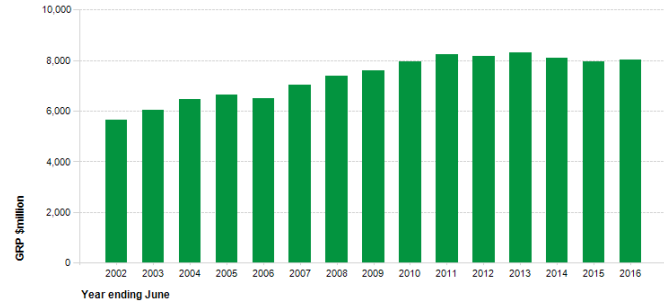


Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

**Local jobs**
City of Port Adelaide Enfield

**70,286 (2016)**
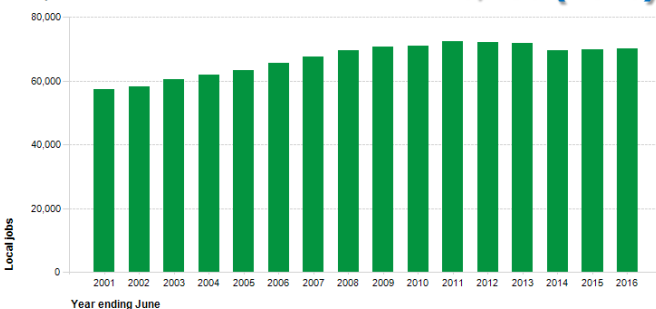


Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

**TAKEAWAY:** Business owners in every ward report having easy access to information and organisations



| Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
|---|---|---|---|---|---|---|
| 3.9 | 3.9 | 3.9 | 3.7 | 3.7 | 3.9 | 3.9 |

# ECONOMY: *A city of opportunity*
So what do businesses think we should be doing?
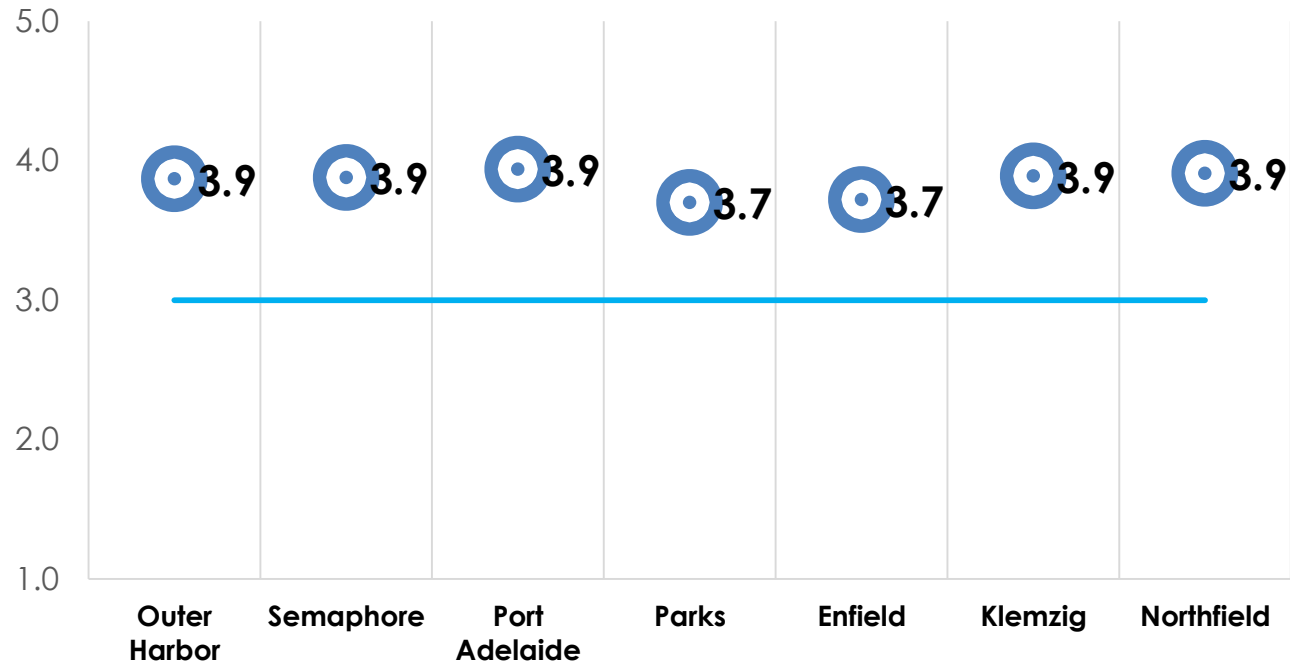
**TAKEAWAY:** Business owners think we should be the playing the role of advocate on their behalf

## What should Council do to promote economic opportunities to the region?
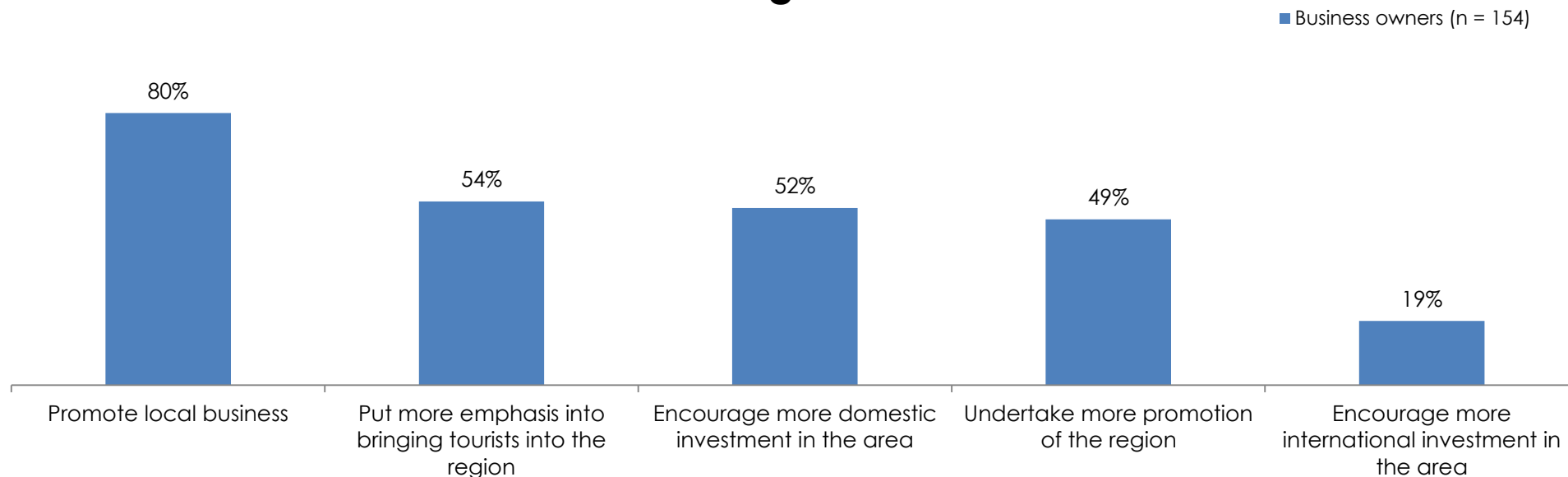
■ Business owners (n = 154)



- Promote local business — 80%
- Put more emphasis into bringing tourists into the region — 54%
- Encourage more domestic investment in the area — 52%
- Undertake more promotion of the region — 49%
- Encourage more international investment in the area — 19%
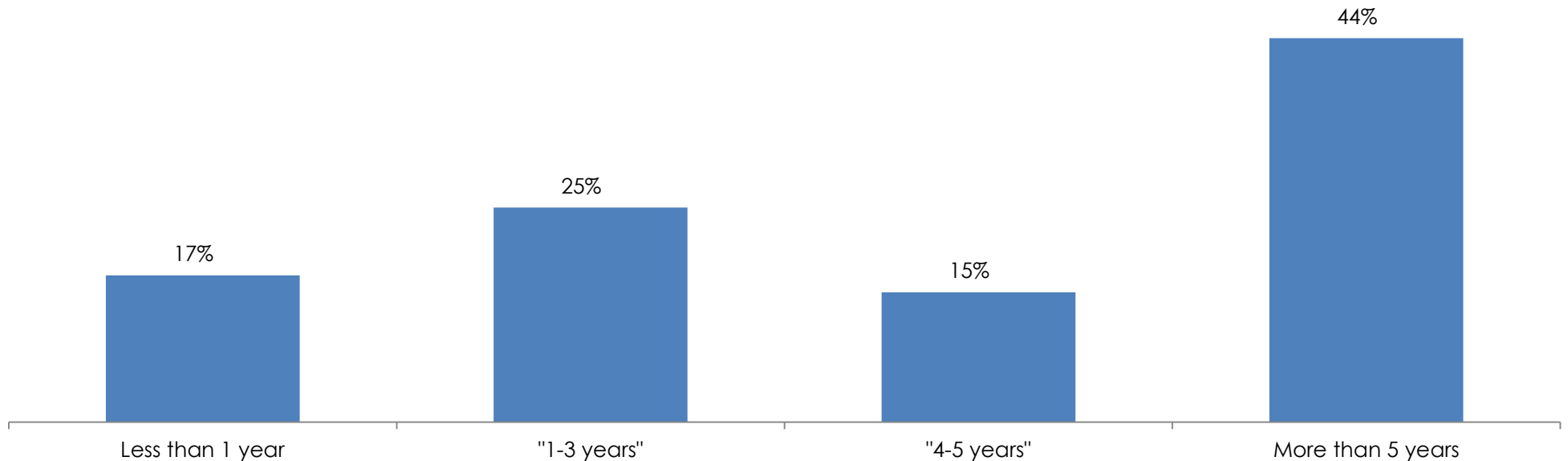
# ECONOMY: *A city of opportunity*

## So what do businesses think we should be doing?

**TAKEAWAY:** Newer business owners are more focused on bringing tourists to the area, where as more experienced business owners believe Council should be promoting local businesses



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

| Category | Less than 1 year | "1-3 years" | "4-5 years" | More than 5 years |
|---|---|---|---|---|
| Undertake more promotion of the region | 19% | 19% | 18% | 21% |
| Put more emphasis into bringing tourists into the region | 26% | 26% | 12% | 19% |
| Promote local business | 30% | 26% | 35% | 34% |
| Encourage more international investment in the area | 6% | 8% | 7% | 8% |
| Encourage more domestic investment in the area | 20% | 20% | 28% | 18% |

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Less than half of our respondents are new business owners (less than 4 years).<br><br>We have significant opportunities to engage with new business owners through our planning and environmental health services.<br><br>There is a lack of new business engagement from areas away from the Port.<br><br>Key questions?<br><br>• How can we capture contact information of new business owners, development applicants, and those that we are conducting environmental health checks with?<br>• How can we better understand the needs of new business owners who aren't in the Port?<br>• What opportunities are there for relationship development with business owners in Klemzig? | New business owners | Economic development, Development Services, Community and Environmental Health, |

# ECONOMY: *A city of opportunity*
## Social Licence to Operate: a measure for our reputation

**TAKEAWAY:** SLO relates closely to our reputation. We probably won't hear from the 52% very often.

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

## SLO Proxy score

| Very low SLO | Low SLO | Neutral SLO | High SLO | Very high SLO |
|---|---|---|---|---|
| 3% | 14% | 52% | 21% | 10% |

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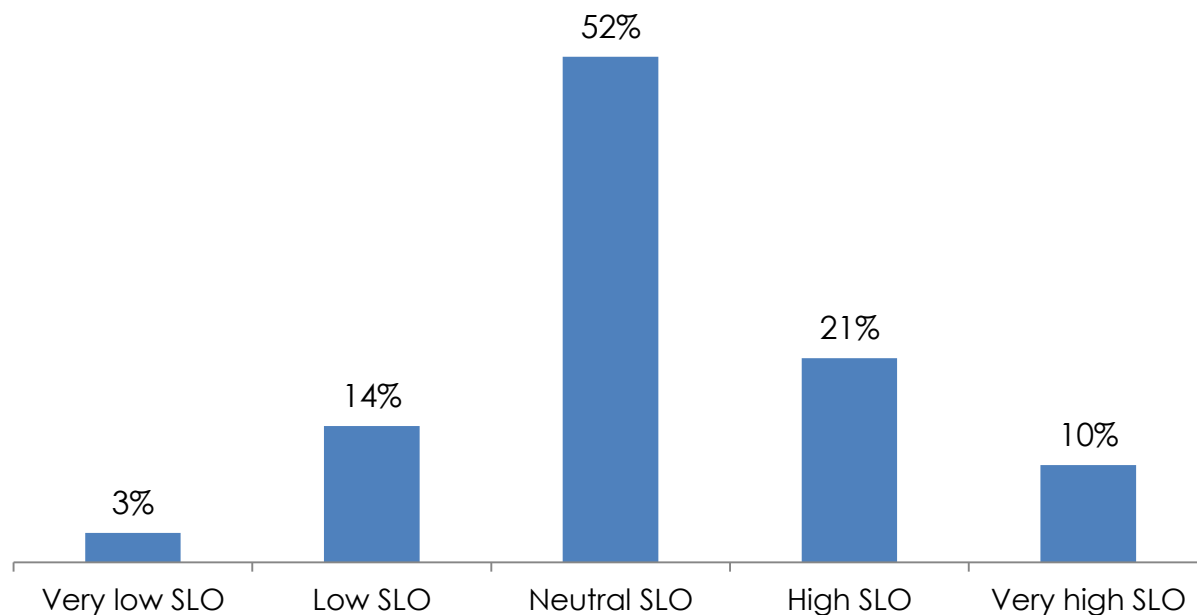
**TAKEAWAY:** Business owners afford Council a lower SLO than the average resident

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

## Q1 Relationship by SLO Proxy score



Legend:
- I do not own a business in Port Adelaide Enfield Council area (n = 1684)
- I own a business in Port Adelaide Enfield Council area (n = 151)

| | Very low SLO | Low SLO | Neutral SLO | High SLO | Very high SLO |
|---|---|---|---|---|---|
| Do not own business | 3% | 13% | 53% | 21% | 10% |
| Own business | 3% | 25% | 46% | 17% | 9% |

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## Q6 Operated business by SLO Proxy score
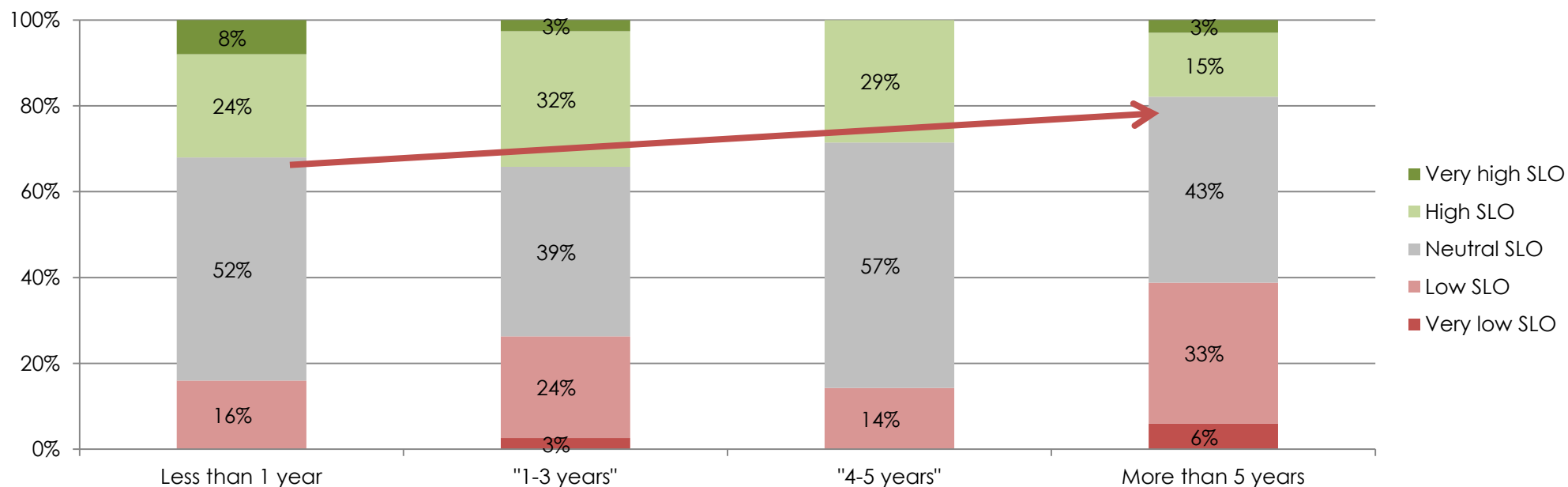


Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

Less than 1 year: Very high SLO 8%, High SLO 24%, Neutral SLO 52%, Low SLO 16%

"1-3 years": Very high SLO 3%, High SLO 32%, Neutral SLO 39%, Low SLO 24%, Very low SLO 3%

"4-5 years": High SLO 29%, Neutral SLO 57%, Low SLO 14%

More than 5 years: Very high SLO 3%, High SLO 15%, Neutral SLO 43%, Low SLO 33%, Very low SLO 6%

# ECONOMY: *A city of opportunity*
## Social Licence to Operate: a measure for our reputation

**TAKEAWAY:** Business owners are most dissatisfied with Council's provision of services, their ability to influence decisions, and our information sharing



◆ I do not own a business in Port Adelaide Enfield Council area (n = 1619)

■ I own a business in Port Adelaide Enfield Council area (n = 143)

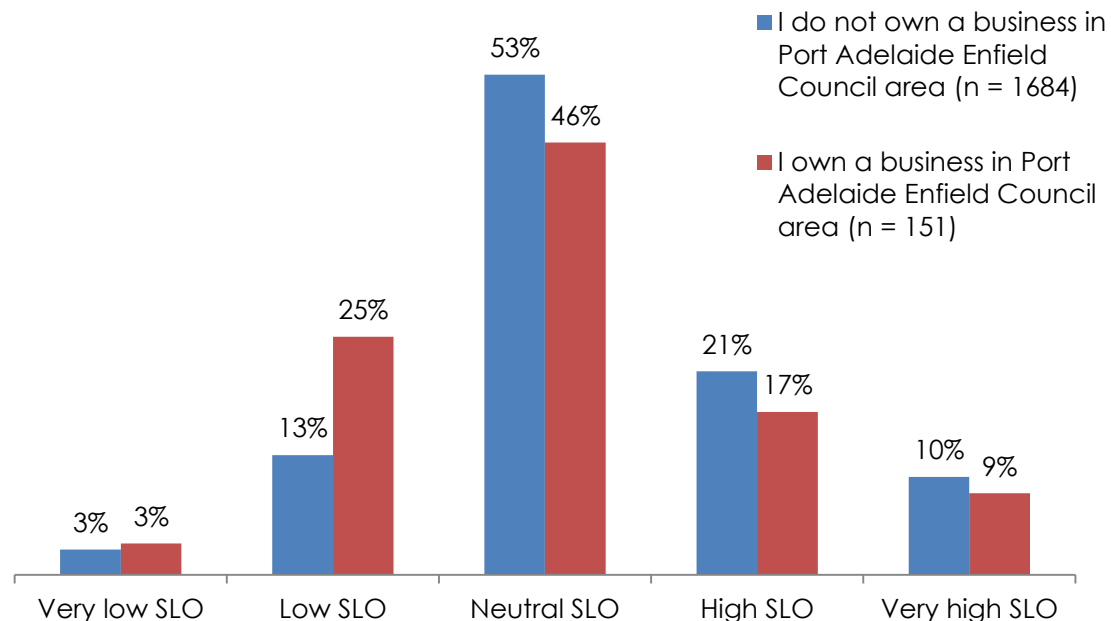| | Council treats everyone fairly | I can influence Council's decision make process | Council is concerned about the things that matter to me | Council openly shares information that is important to me | Council provides value for money in return for the rates I pay each year | I am satisfied with Council's provision of services in the last 12 months |
|---|---|---|---|---|---|---|
| I do not own a business | 3.25 | 2.84 | 3.19 | 3.36 | 3.19 | 3.51 |
| I own a business | 3.09 | 2.60 | 2.99 | 3.07 | 2.93 | 3.24 |

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# ECONOMY: *A city of opportunity*

## Social Licence to Operate: a measure for our reputation

| | | |
|---|---|---|
| 4.5 | | |
| | **3.98** | |
| | 3.80 | |
| 3.5 | | |
| 2.5 | | |

**A relationship with council is beneficial to me** — 3.98 / 3.80

**Council generally delivers on its promises** — 3.43 / **3.29**

**I am satisfied with my relationship with Council** — 3.53 / **3.25**

**Council listens to me** — 3.26 / **3.13**

**Council is critical to the wellbeing of the community** — 4.02 / **3.95**

**Council responds quickly and effectively to issues or problems when I raise them** — 3.48 / **3.17**

◆ I do not own a business in Port Adelaide Enfield Council area (n = 1619)

■ I own a business in Port Adelaide Enfield Council area (n = 143)

2017 Community Indicators Survey

# ECONOMY: *A city of opportunity*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Business owners believe that a relationship with Council is critical to the wellbeing of the community and to themselves as business owners. However there is a decline in social licence the longer business owners operate in our Council area.<br><br>They are dissatisfied with the provision of services, with their relationship with Council and believe that Council does not respond quickly or effectively to issues or problems when they are raised. In short they don't feel valued or listened to.<br><br>Key questions:<br><br>• How can we involve businesses more in our decision making processes, communicate more effectively so they understand our decisions and feel valued? | • Business owners | Communications and marketing, Economic development, IT, Customer experience project |

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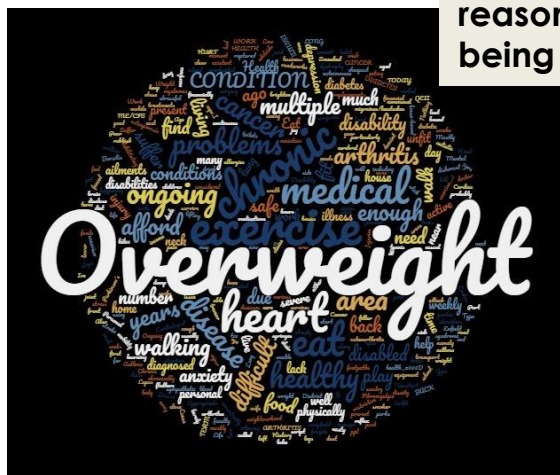
**reason for being unhealthy**

**TAKEAWAY:** There is little difference in perceptions of health between wards.
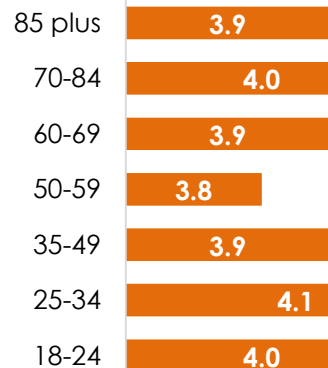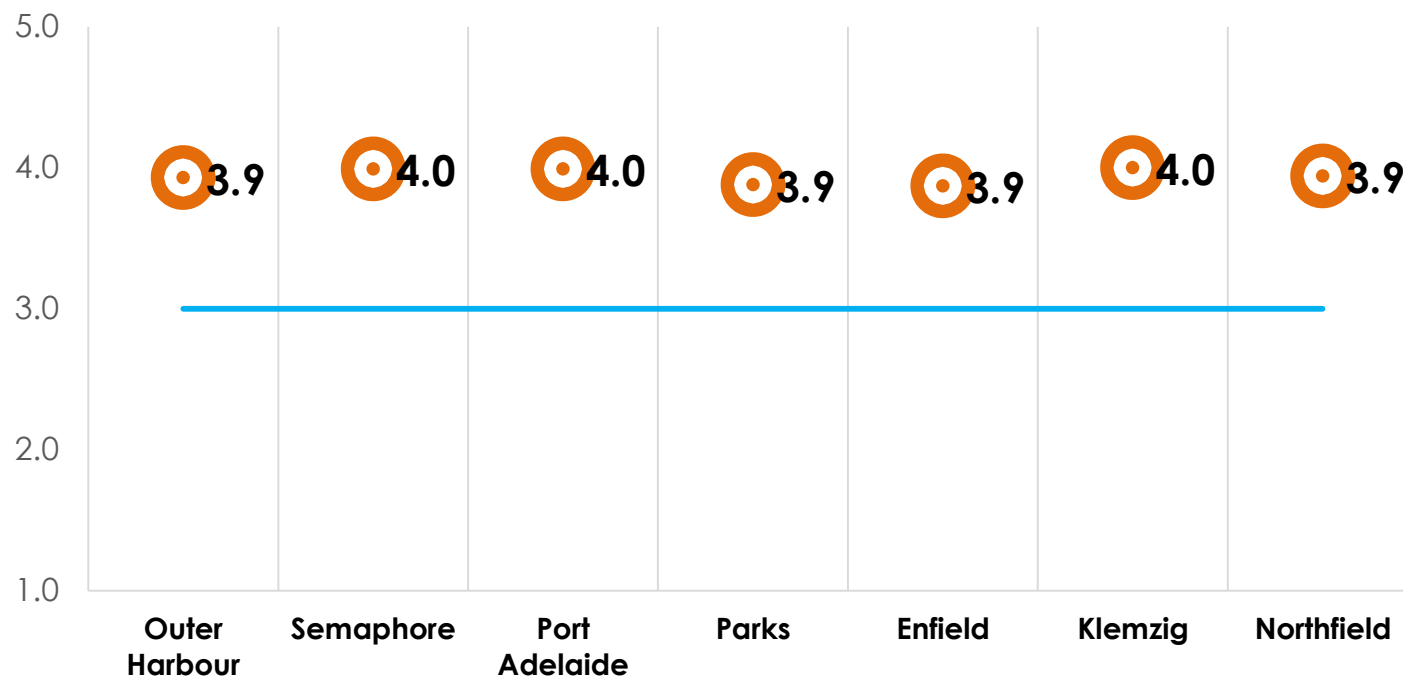
| Ward | Score |
|---|---|
| Outer Harbour | 3.9 |
| Semaphore | 4.0 |
| Port Adelaide | 4.0 |
| Parks | 3.9 |
| Enfield | 3.9 |
| Klemzig | 4.0 |
| Northfield | 3.9 |

**results by age group**

| Age group | Score |
|---|---|
| 85 plus | 3.9 |
| 70-84 | 4.0 |
| 60-69 | 3.9 |
| 50-59 | 3.8 |
| 35-49 | 3.9 |
| 25-34 | 4.1 |
| 18-24 | 4.0 |

# COMMUNITY: *A city that supports community wellbeing*

proportion who say they are healthy

2016
**3.4**

2017
**3.9**

**TAKEAWAY:** Males and females report different levels of health perception. (It is not clear whether this is due to actual health outcomes or differences in how the genders answered the survey).

## Proportion who say they are healthy by Gender
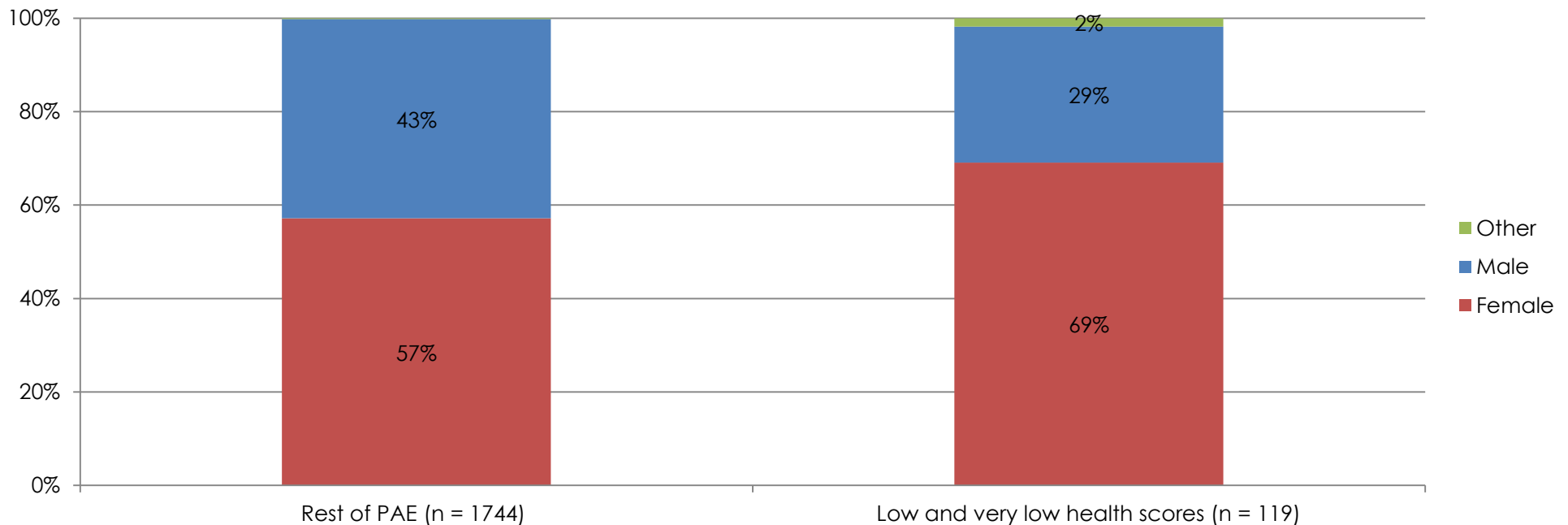


| | Rest of PAE (n = 1744) | Low and very low health scores (n = 119) |
|---|---|---|
| Other | | 2% |
| Male | 43% | 29% |
| Female | 57% | 69% |

**COMMUNITY:** *A city that supports community wellbeing*

proportion who say they are healthy

2016
**3.4**

2017
**3.9**

**TAKEAWAY:** Those with the lowest health scores are 9 times more likely to be disabled and not able to work than community members who reported neutral or positive health scores.
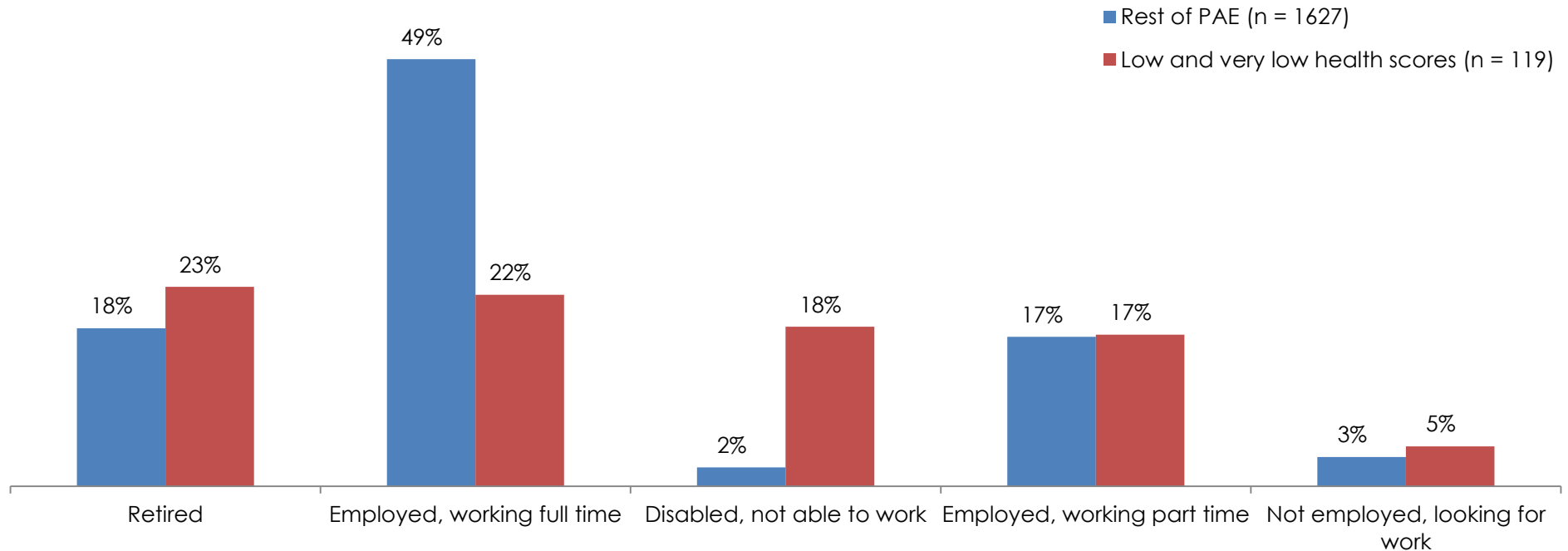
■ Rest of PAE (n = 1627)
■ Low and very low health scores (n = 119)

| Category | Rest of PAE | Low and very low health scores |
|---|---|---|
| Retired | 18% | 23% |
| Employed, working full time | 49% | 22% |
| Disabled, not able to work | 2% | 18% |
| Employed, working part time | 17% | 17% |
| Not employed, looking for work | 3% | 5% |

City of Port Adelaide Enfield

**COMMUNITY:** *A city that supports community wellbeing*

proportion who say they are healthy

2016 **3.4** | 2017 **3.9**

**TAKEAWAY:** Most residents do not make a direct connection between their health and the work that Council does.

## You indicated that you do not consider yourself to be healthy, can you please briefly explain why that is?
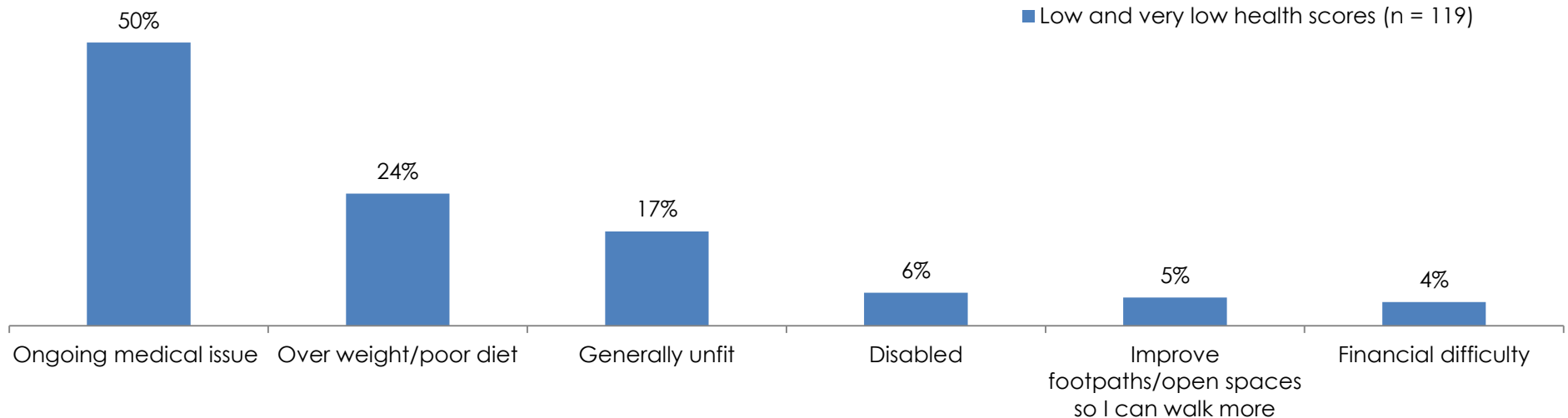
■ Low and very low health scores (n = 119)

| Category | Percentage |
|---|---|
| Ongoing medical issue | 50% |
| Over weight/poor diet | 24% |
| Generally unfit | 17% |
| Disabled | 6% |
| Improve footpaths/open spaces so I can walk more | 5% |
| Financial difficulty | 4% |

2017 Community Indicators Survey

Port Adelaide Enfield

**COMMUNITY:** *A city that supports community wellbeing*

proportion who say they are healthy

2016
**3.4**

2017
**3.9**

**TAKEAWAY:** However there are correlations between health and the built environment in which residents live

## Proportion who feel healthy By Is there a public space in your neighbourhood you feel proud of?
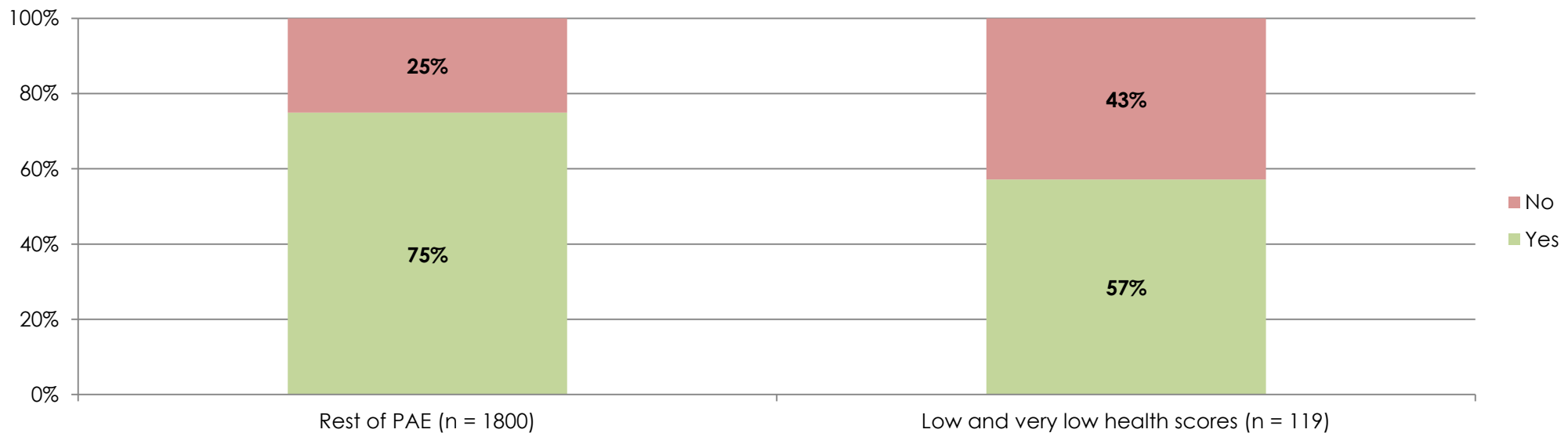
Rest of PAE (n = 1800): Yes 75%, No 25%

Low and very low health scores (n = 119): Yes 57%, No 43%

Legend: No, Yes

**TAKEAWAY:** And the way residents relate to the rest of the community. With 1 in 3 residents with low health scores not feeling part of their community.

## Proportion who say they are healthy By Community connection



Legend:
- Disagree strongly + Disagree
- Neutral
- Agree strongly + Agree

**I feel part of my community**
- Rest of PAE (n = 1657): 54% Agree, 32% Neutral, 13% Disagree
- Low and very low health scores (n = 119): 33% Agree, 33% Neutral, 33% Disagree

**I can easily join in community activities that are relevant to me**
- Rest of PAE (n = 1657): 60% Agree, 28% Neutral, 12% Disagree
- Low and very low health scores (n = 119): 37% Agree, 29% Neutral, 34% Disagree

**I can make a valuable contribution to my community**
- Rest of PAE (n = 1657): 56% Agree, 35% Neutral, 8% Disagree
- Low and very low health scores (n = 119): 41% Agree, 32% Neutral, 27% Disagree

**COMMUNITY:** *A city that supports community wellbeing*

proportion who say they are healthy

2016
**3.4**

2017
**3.9**

**TAKEAWAY:** More than half of those residents with low and very low health scores talk to their neighbours less than once a week

## Proportion who say they are healthy By Community connection

■ Disagree strongly + Disagree    ■ Neutral    ■ Strongly agree + Agree



| | My neighbours are friendly and willing to help others | | I can easily access places and services in the Council area | | I feel safe in my neighbourhood | | I can get my help from my neighbours when needed | | I talk to my neighbours more than once a week | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Rest of PAE (n = 1755) | Low and very low health scores (n = 119) | Rest of PAE (n = 1755) | Low and very low health scores (n = 119) | Rest of PAE (n = 1755) | Low and very low health scores (n = 119) | Rest of PAE (n = 1755) | Low and very low health scores (n = 119) | Rest of PAE (n = 1755) | Low and very low health scores (n = 119) |
| Disagree strongly + Disagree | 11% | 24% | 5% | 21% | 13% | 27% | 13% | 30% | 36% | 55% |
| Neutral | 24% | 29% | 19% | 24% | 21% | 20% | 28% | 25% | 20% | 11% |
| Strongly agree + Agree | 65% | 46% | 77% | 55% | 66% | 53% | 60% | 45% | 44% | 34% |

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# COMMUNITY: *A city that supports community wellbeing*

proportion who say they are healthy

2016
**3.4**

2017
**3.9**

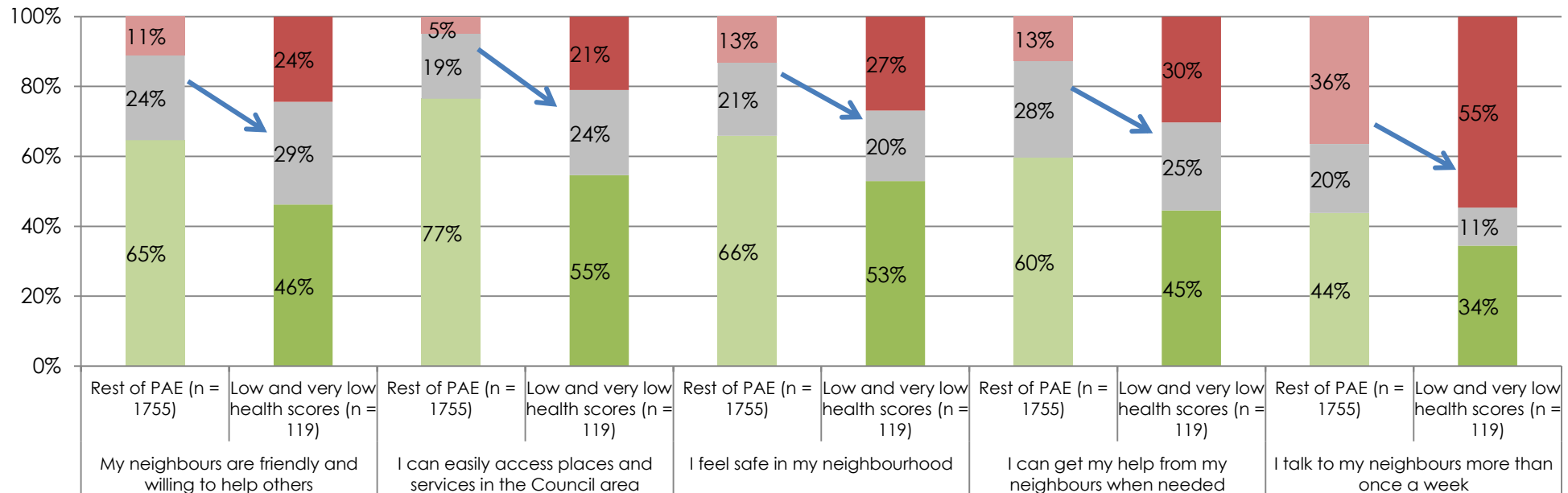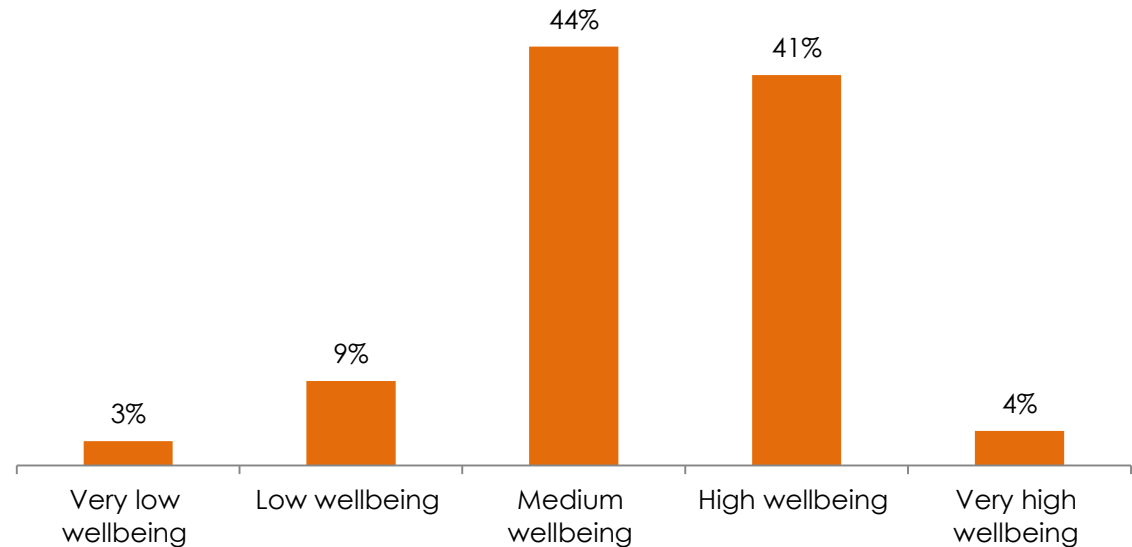**TAKEAWAY:** More than 1/10 residents feel disconnected in their community (these are the only English-speaking residents)

1. I feel part of my community
2. I can easily join in community activities that are relevant to me
3. I can make a valuable contribution to my community
4. My neighbours are friendly and willing to help others
5. I can easily access places and services in the Council area
6. I feel safe in my neighborhood
7. I can get help from my neighbours when needed
8. I talk to my neighbours more than once a week
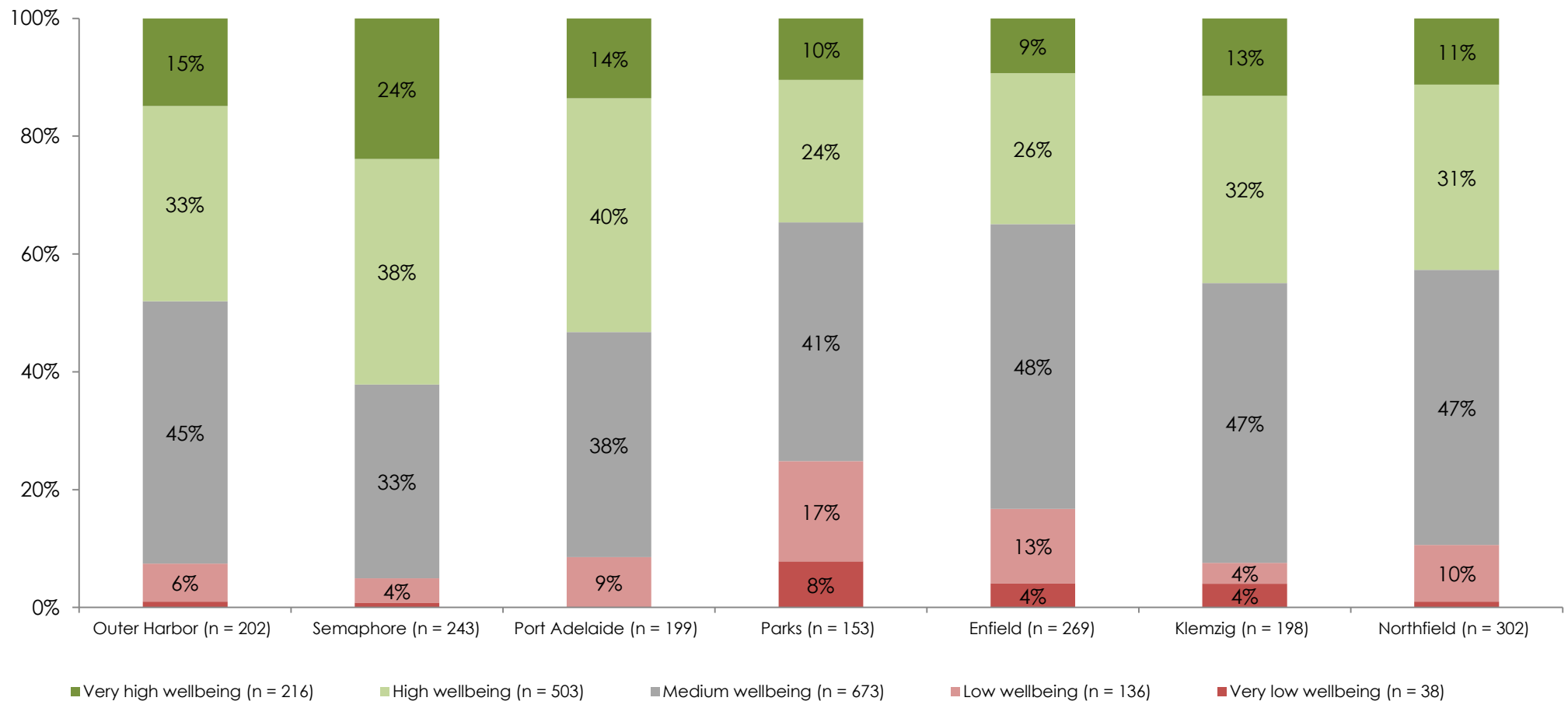
## Wellbeing Proxy Score (n = 1755)



| | | | | |
|---|---|---|---|---|
| 3% | 9% | 44% | 41% | 4% |
| Very low wellbeing | Low wellbeing | Medium wellbeing | High wellbeing | Very high wellbeing |

COMMUNITY: A city that supports community wellbeing
Wellbeing scores by Ward

TAKEAWAY: Wellbeing scores are closely correlated to the SEIFA index

Wellbeing scores by Ward (%):

| Ward | Very high | High | Medium | Low | Very low |
|------|-----------|------|--------|-----|----------|
| Outer Harbor (n = 202) | 15% | 33% | 45% | 6% | |
| Semaphore (n = 243) | 24% | 38% | 33% | 4% | |
| Port Adelaide (n = 199) | 14% | 40% | 38% | 9% | |
| Parks (n = 153) | 10% | 24% | 41% | 17% | 8% |
| Enfield (n = 269) | 9% | 26% | 48% | 13% | 4% |
| Klemzig (n = 198) | 13% | 32% | 47% | 4% | 4% |
| Northfield (n = 302) | 11% | 31% | 47% | 10% | |

Legend: Very high wellbeing (n = 216) | High wellbeing (n = 503) | Medium wellbeing (n = 673) | Low wellbeing (n = 136) | Very low wellbeing (n = 38)
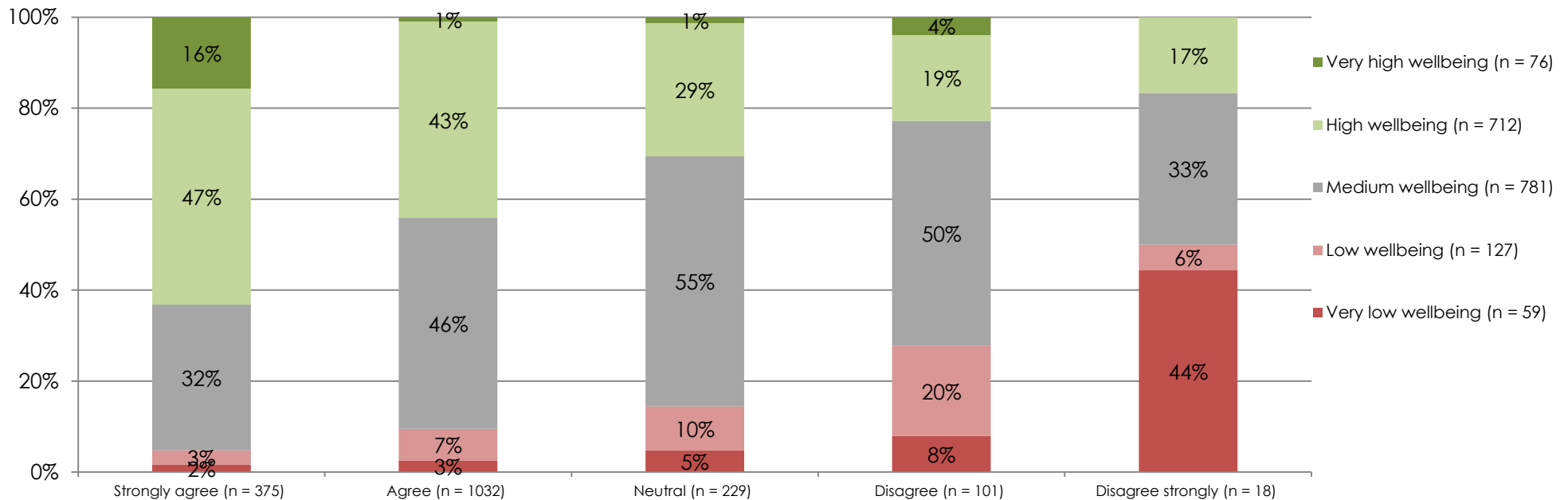
**TAKEAWAY:** Health and wellbeing are closely related. Half of those who do not consider themselves to be healthy have low wellbeing scores

## I consider myself to be healthy By Wellbeing proxy score



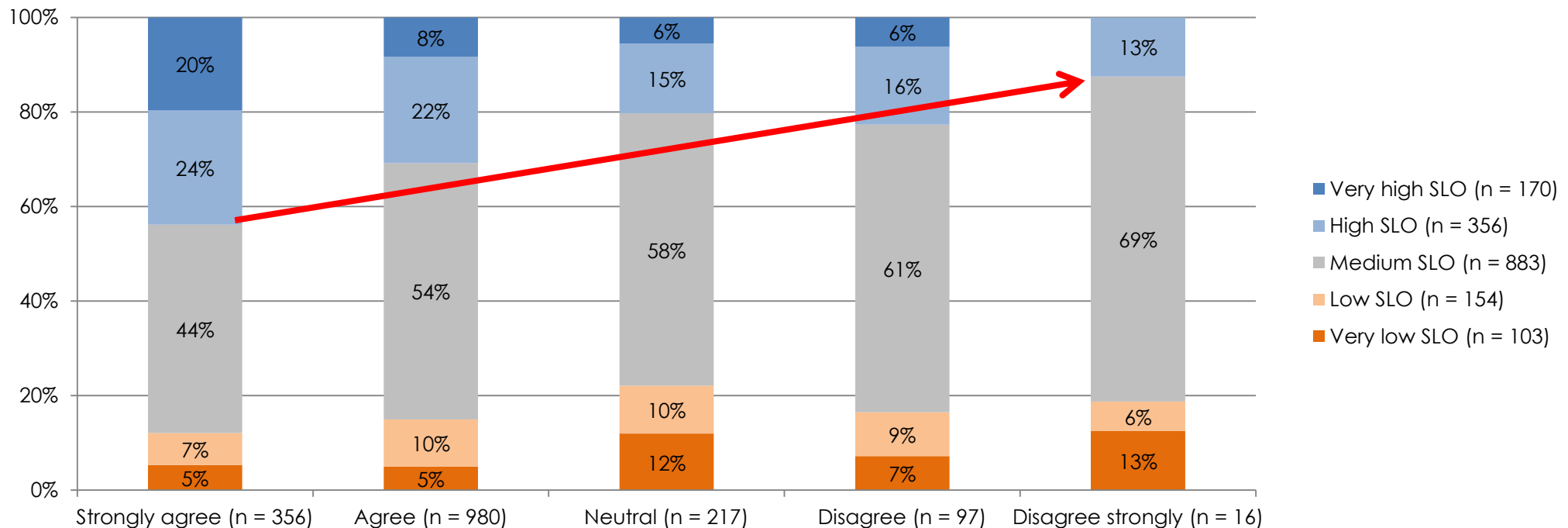| | Strongly agree (n = 375) | Agree (n = 1032) | Neutral (n = 229) | Disagree (n = 101) | Disagree strongly (n = 18) |
|---|---|---|---|---|---|
| Very high wellbeing (n = 76) | 16% | 1% | 1% | 4% | — |
| High wellbeing (n = 712) | 47% | 43% | 29% | 19% | 17% |
| Medium wellbeing (n = 781) | 32% | 46% | 55% | 50% | 33% |
| Low wellbeing (n = 127) | 3% | 7% | 10% | 20% | 6% |
| Very low wellbeing (n = 59) | 2% | 3% | 5% | 8% | 44% |

**TAKEAWAY:** The healthier residents are the more likely they are to afford Council a high SLO.

## Proportion who say they are healthy By SLO proxy score



Legend:
- Very high SLO (n = 170)
- High SLO (n = 356)
- Medium SLO (n = 883)
- Low SLO (n = 154)
- Very low SLO (n = 103)

| | Strongly agree (n = 356) | Agree (n = 980) | Neutral (n = 217) | Disagree (n = 97) | Disagree strongly (n = 16) |
|---|---|---|---|---|---|
| Very high SLO | 20% | 8% | 6% | 6% | 13% |
| High SLO | 24% | 22% | 15% | 16% | |
| Medium SLO | 44% | 54% | 58% | 61% | 69% |
| Low SLO | 7% | 10% | 10% | 9% | 6% |
| Very low SLO | 5% | 5% | 12% | 7% | 13% |

City of Port Adelaide Enfield

# COMMUNITY: *A city that supports community wellbeing*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Council's reputation is correlated to the health and wellbeing of residents.<br><br>The worse residents perceive their health and wellbeing to be the more let down by Council they feel.<br><br>To protect and build Council's reputation therefore investment in health and wellbeing outcomes would be beneficial although difficult to directly measure the in terms of perception.<br><br>Targeting sections of community with the lowest health, and wellbeing outcomes would likely maximise the reputational gains for Council, or at least minimise negative perceptions.<br><br>**Key questions**: How we identify and engage those with the lowest health and wellbeing outcomes?<br>How do we connect these groups with Community Centres, Libraries, their geographic location, community groups.<br>What is our role in and approach to facilitating residents to find information and connect with relevant groups (especially non-Council run groups/programs). | • Enfield, Parks, and Kilburn residents,<br>• Disabled, isolated residents, non-English speaking residents,<br>• unemployed residents. | • Community Development<br>• Community Health and Wellbeing<br>• City Development<br>• Libraries and Community Centres |

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Port Adelaide Enfield

**TAKEAWAY:** Community connection is closely related to age, and socio-economic status.
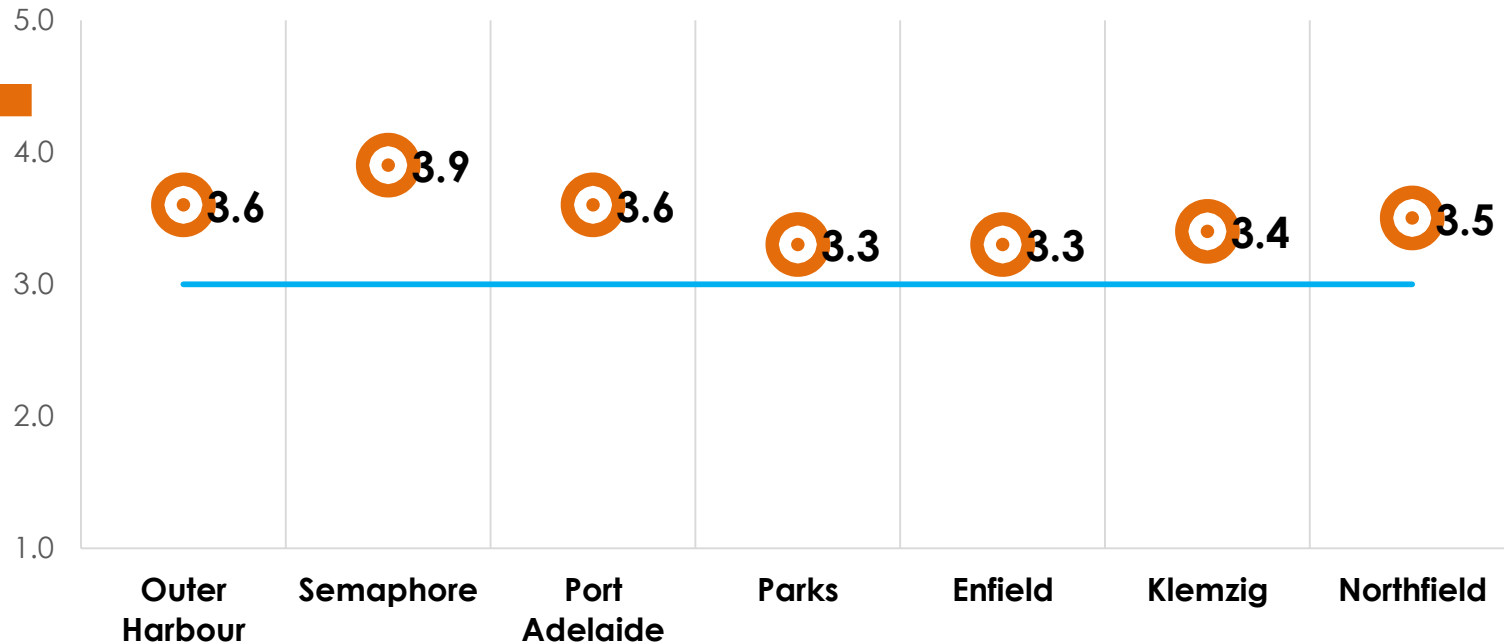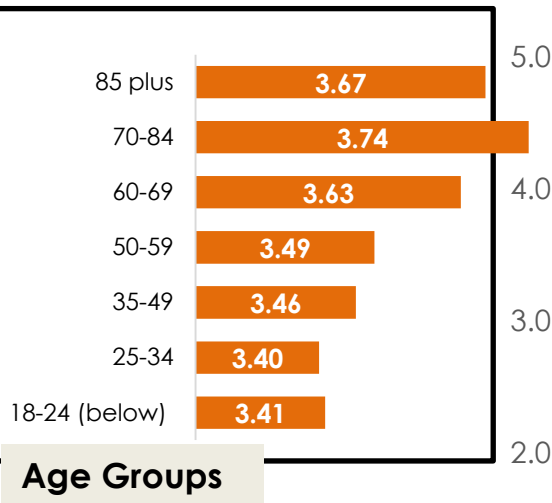
| Age Groups | |
|---|---|
| 85 plus | 3.67 |
| 70-84 | 3.74 |
| 60-69 | 3.63 |
| 50-59 | 3.49 |
| 35-49 | 3.46 |
| 25-34 | 3.40 |
| 18-24 (below) | 3.41 |

Outer Harbour: 3.6
Semaphore: 3.9
Port Adelaide: 3.6
Parks: 3.3
Enfield: 3.3
Klemzig: 3.4
Northfield: 3.5
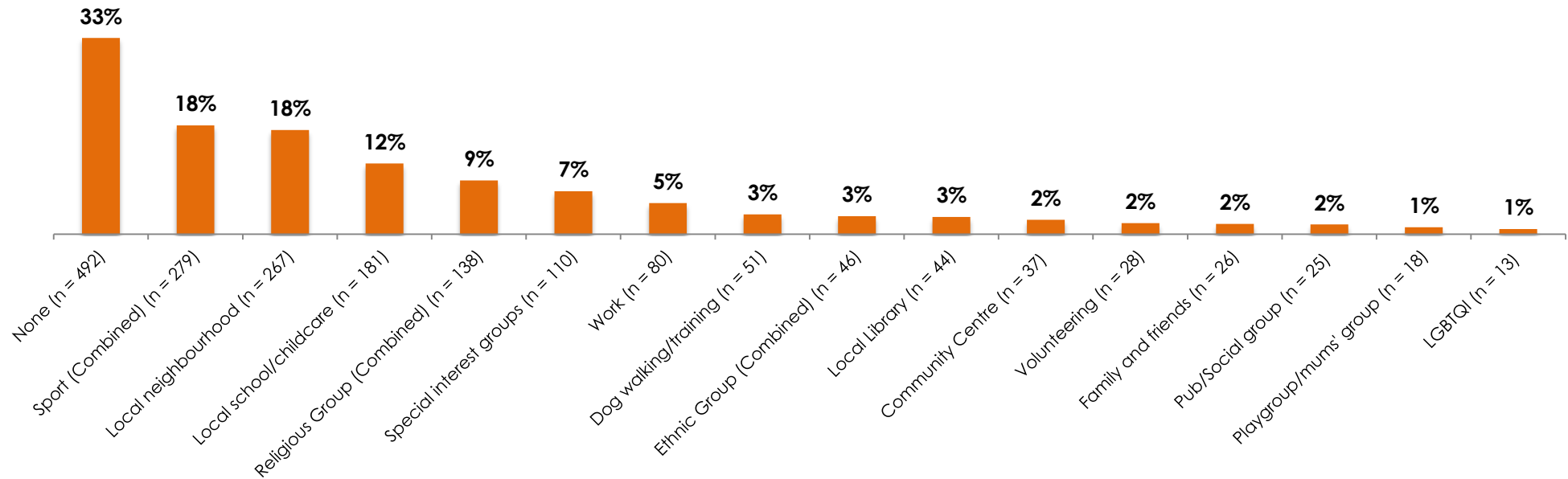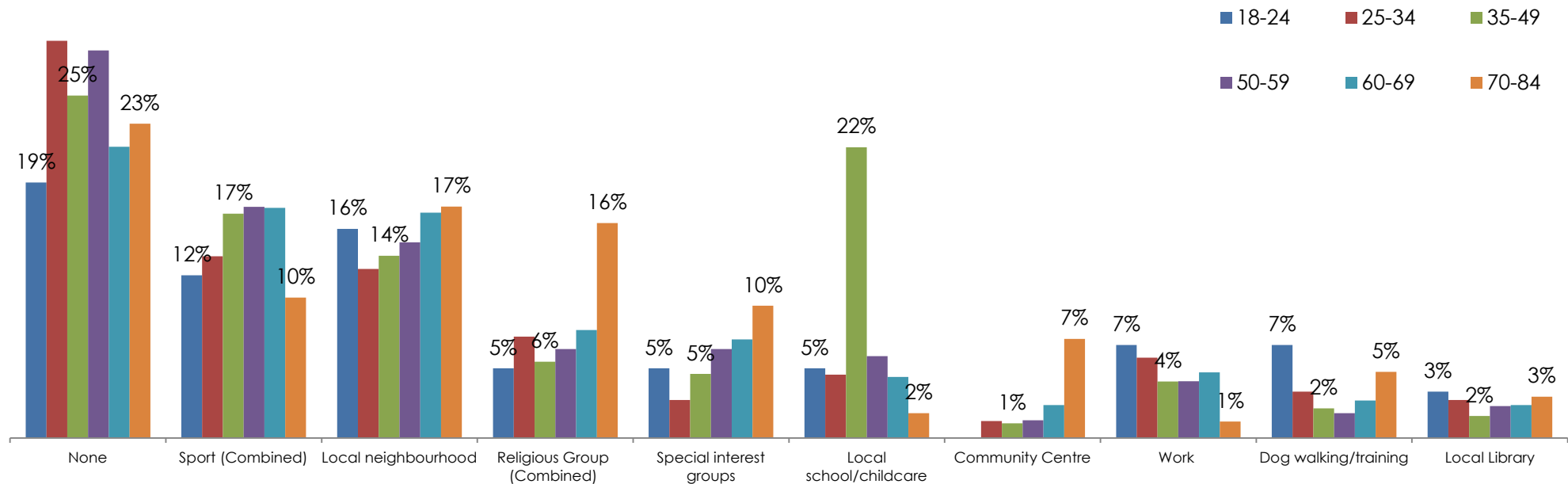
City of Port Adelaide Enfield

# COMMUNITY: *A city that supports community wellbeing*
Briefly describe any communities you feel part of....

**TAKEAWAY:** 1 in 3 residents don't feel connected to ANY community.

**Please briefly describe any communities you feel part of…**
**(n = 1516)**

| Category | % |
|---|---|
| None (n = 492) | 33% |
| Sport (Combined) (n = 279) | 18% |
| Local neighbourhood (n = 267) | 18% |
| Local school/childcare (n = 181) | 12% |
| Religious Group (Combined) (n = 138) | 9% |
| Special interest groups (n = 110) | 7% |
| Work (n = 80) | 5% |
| Dog walking/training (n = 51) | 3% |
| Ethnic Group (Combined) (n = 46) | 3% |
| Local Library (n = 44) | 3% |
| Community Centre (n = 37) | 2% |
| Volunteering (n = 28) | 2% |
| Family and friends (n = 26) | 2% |
| Pub/Social group (n = 25) | 2% |
| Playgroup/mums' group (n = 18) | 1% |
| LGBTQI (n = 13) | 1% |

*at least 10 mentions

# COMMUNITY: *A city that supports community wellbeing*

Briefly describe any communities you feel part of....

## Please briefly describe any communities you feel part of....

Legend: ■ 18-24  ■ 25-34  ■ 35-49  ■ 50-59  ■ 60-69  ■ 70-84

None: 19%, 25%, 23%
Sport (Combined): 12%, 17%, 10%
Local neighbourhood: 16%, 14%, 17%
Religious Group (Combined): 5%, 6%, 16%
Special interest groups: 5%, 5%, 10%
Local school/childcare: 5%, 22%, 2%
Community Centre: 1%, 7%
Work: 7%, 4%, 1%
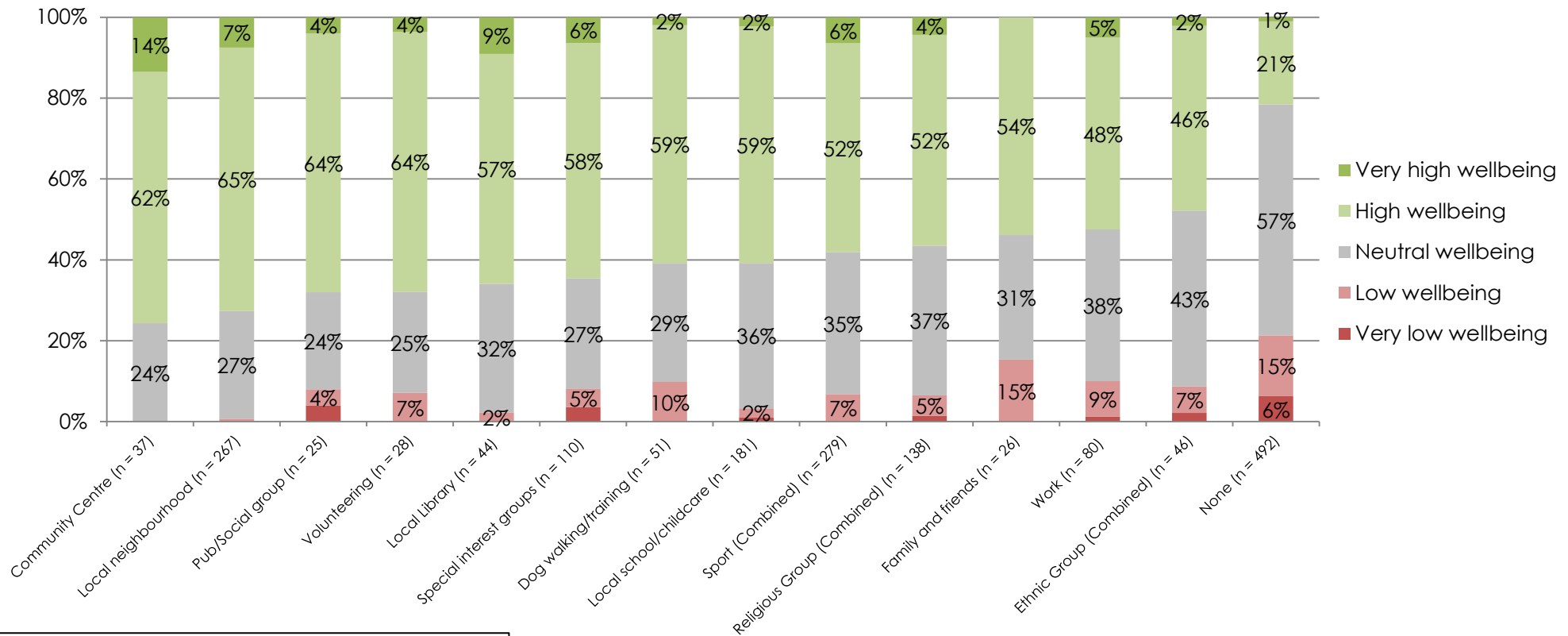Dog walking/training: 7%, 2%, 5%
Local Library: 3%, 2%, 3%

# COMMUNITY: A city that supports community wellbeing

Briefly describe any communities you feel part of by wellbeing proxy….

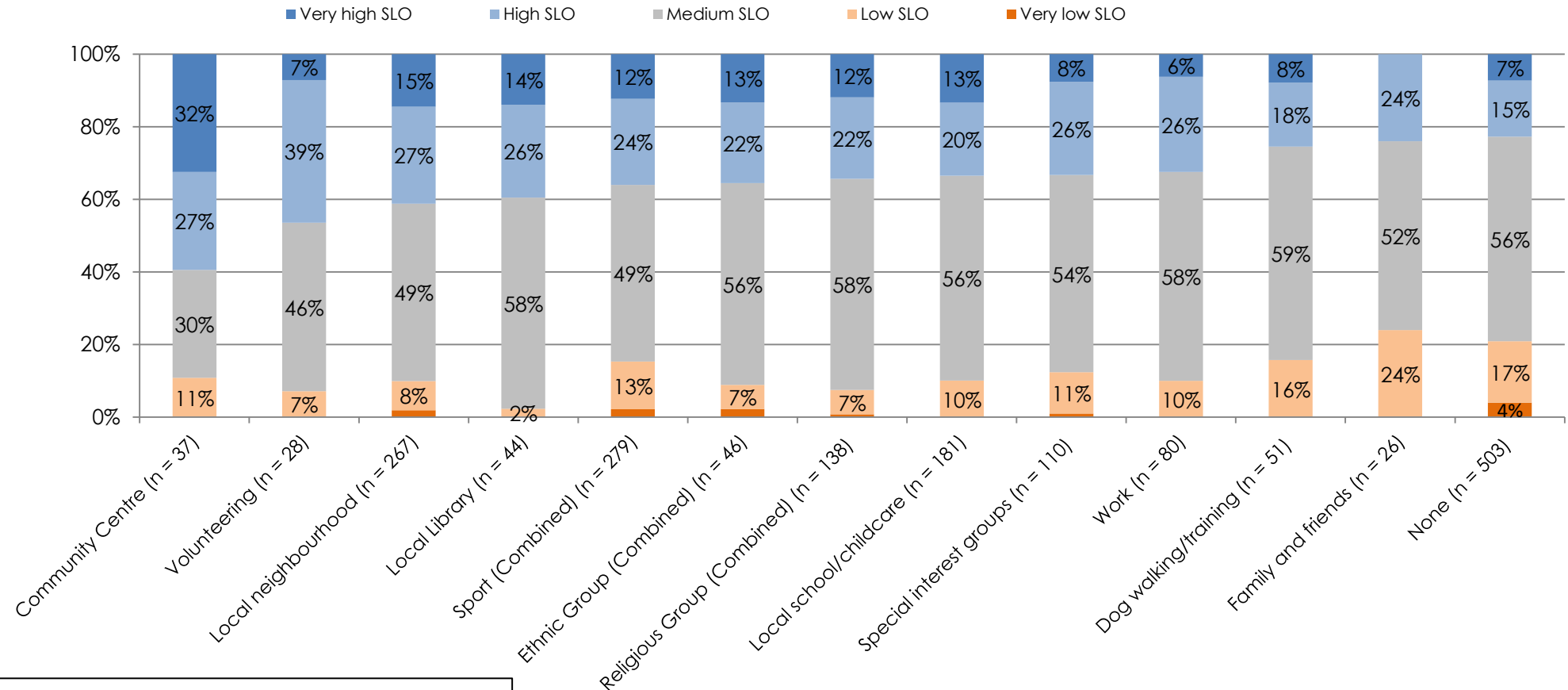**TAKEAWAY:** Location based community connection affords the greatest wellbeing scores.

Legend:
- Very high wellbeing
- High wellbeing
- Neutral wellbeing
- Low wellbeing
- Very low wellbeing

| Category | Very low | Low | Neutral | High | Very high |
|---|---|---|---|---|---|
| Community Centre (n = 37) | | | 24% | 62% | 14% |
| Local neighbourhood (n = 267) | | | 27% | 65% | 7% |
| Pub/Social group (n = 25) | 4% | | 24% | 64% | 4% |
| Volunteering (n = 28) | 7% | | 25% | 64% | 4% |
| Local Library (n = 44) | 2% | | 32% | 57% | 9% |
| Special interest groups (n = 110) | 5% | | 27% | 58% | 6% |
| Dog walking/training (n = 51) | 10% | | 29% | 59% | 2% |
| Local school/childcare (n = 181) | 2% | | 36% | 59% | 2% |
| Sport (Combined) (n = 279) | 7% | | 35% | 52% | 6% |
| Religious Group (Combined) (n = 138) | 5% | | 37% | 52% | 4% |
| Family and friends (n = 26) | 15% | | 31% | 54% | |
| Work (n = 80) | 9% | | 38% | 48% | 5% |
| Ethnic Group (Combined) (n = 46) | 7% | | 43% | 46% | 2% |
| None (n = 492) | 6% | 15% | 57% | 21% | 1% |

*at least 25 mentions

City of Port Adelaide Enfield

# COMMUNITY: *A city that supports community wellbeing*

Briefly describe any communities you feel part of by wellbeing proxy….

**TAKEAWAY:** The more involvement Council has with a community the greater the SLO benefit.

Legend: Very high SLO · High SLO · Medium SLO · Low SLO · Very low SLO

| Category | Very high SLO | High SLO | Medium SLO | Low SLO | Very low SLO |
|---|---|---|---|---|---|
| Community Centre (n = 37) | 32% | 27% | 30% | 11% | |
| Volunteering (n = 28) | 7% | 39% | 46% | 7% | |
| Local neighbourhood (n = 267) | 15% | 27% | 49% | 8% | |
| Local Library (n = 44) | 14% | 26% | 58% | 2% | |
| Sport (Combined) (n = 279) | 12% | 24% | 49% | 13% | |
| Ethnic Group (Combined) (n = 46) | 13% | 22% | 56% | 7% | |
| Religious Group (Combined) (n = 138) | 12% | 22% | 58% | 7% | |
| Local school/childcare (n = 181) | 13% | 20% | 56% | 10% | |
| Special interest groups (n = 110) | 8% | 26% | 54% | 11% | |
| Work (n = 80) | 6% | 26% | 58% | 10% | |
| Dog walking/training (n = 51) | 8% | 18% | 59% | 16% | |
| Family and friends (n = 26) | | 24% | 52% | 24% | |
| None (n = 503) | 7% | 15% | 56% | 17% | 4% |

*at least 25 mentions

CITY OF Port Adelaide Enfield

# COMMUNITY: *A city that supports community wellbeing*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| The four largest communities that residents feel part of are: Sporting groups, local neighbourhoods, schools/childcare centres, and religious groups.<br><br>**Key questions:**<br>How do we maximise participation in these groups?<br><br>Is our built environment focused on inclusivity and promoting new members to join and reducing barriers to participation such as disabled access, non-english speaking signage and programming, providing transport for less mobile community members. And how does this impact on new major projects?<br><br>How do we understand who young people consider to be their community? And therefore connect with and engage young people with community?<br><br>How do we collect and share networks relevant to young people, and communicate with them in a way that is meaningful to them? | Sporting Groups, local neighbourhoods, Schools and childcare centres, religious groups | • Community Development<br>• Parks and Gardens<br>• City Development<br>• City Assets<br>• Key projects: Lightsview, Parks Library, Kilburn Blair Athol renewal. |

**COMMUNITY:** *A city that supports community wellbeing*

proportion who say they feel safe in their neighbourhood or community

2016
**73%**
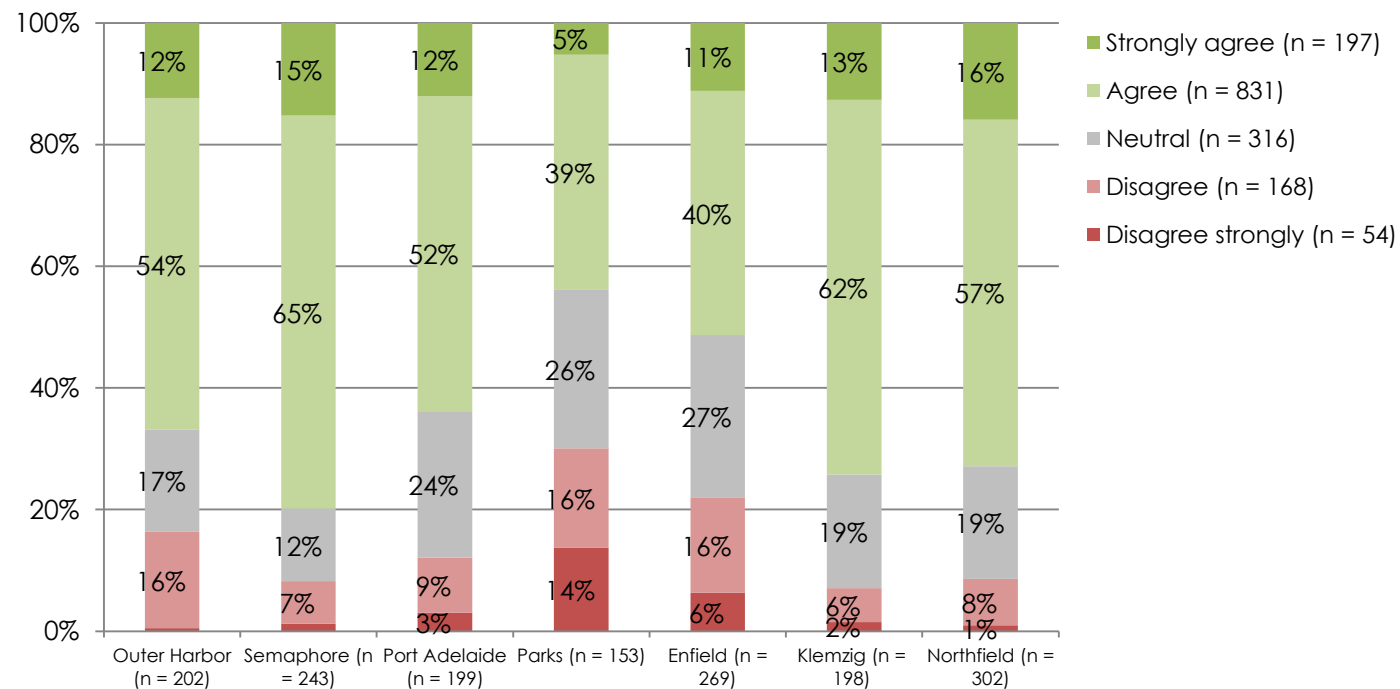
2017
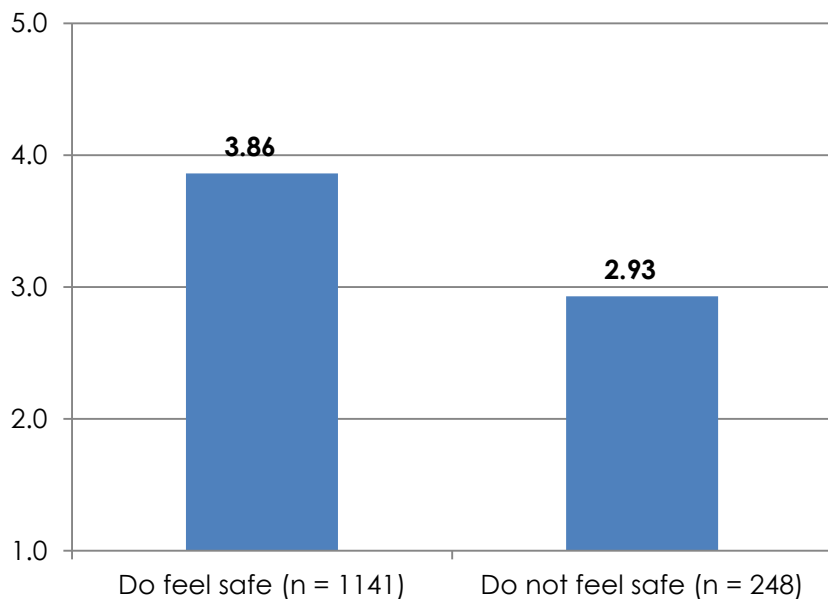**3.6** *

**TAKEAWAY:** Parks and Enfield residents have significantly lower perceptions of safety than the rest of PAE

*Better street lighting as we live on a street that feeds to the railway station and pub and the street is very dark at night and makes us feel unsafe."*
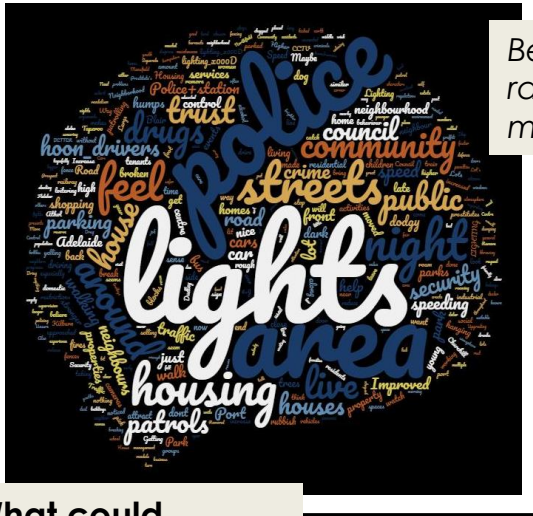
**What could improve your perception of safety?**

\* Change in methodology: 2016 - Yes, No, Don't Know 2017 - Scale of 1 - 5
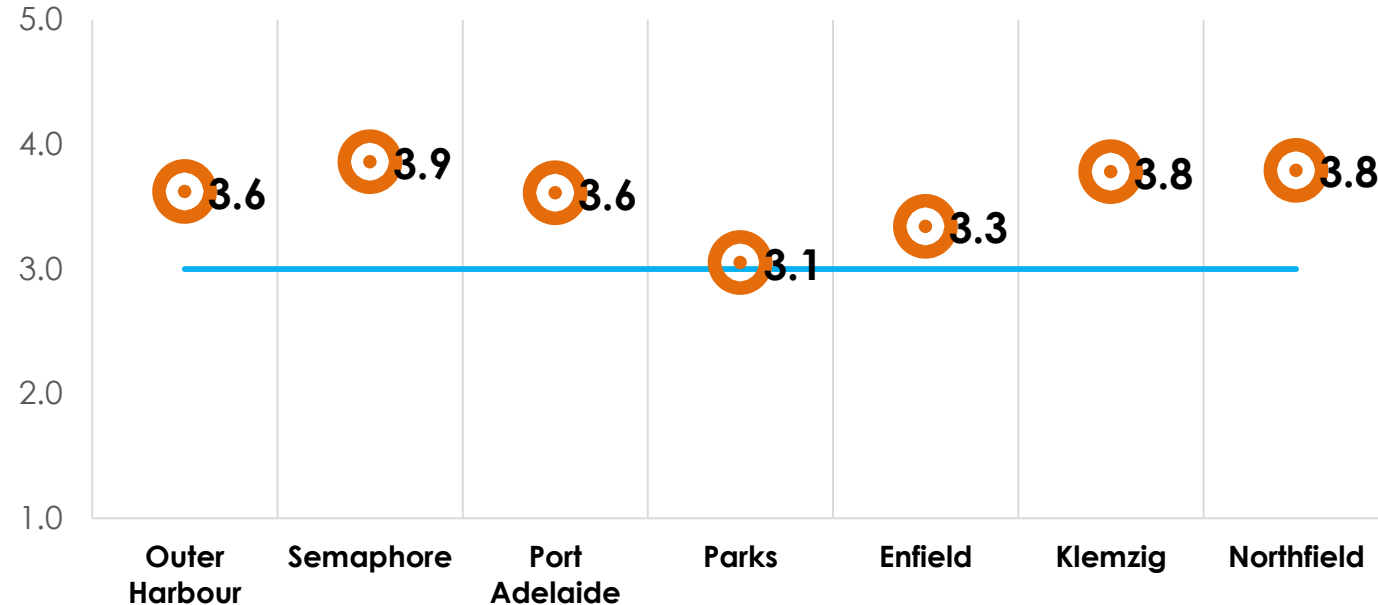
| | | | | | | |
|---|---|---|---|---|---|---|
| Outer Harbour | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
| 3.6 | 3.9 | 3.6 | 3.1 | 3.3 | 3.8 | 3.8 |

# COMMUNITY: *A city that supports community wellbeing*

proportion who say they feel safe in their neighbourhood or community
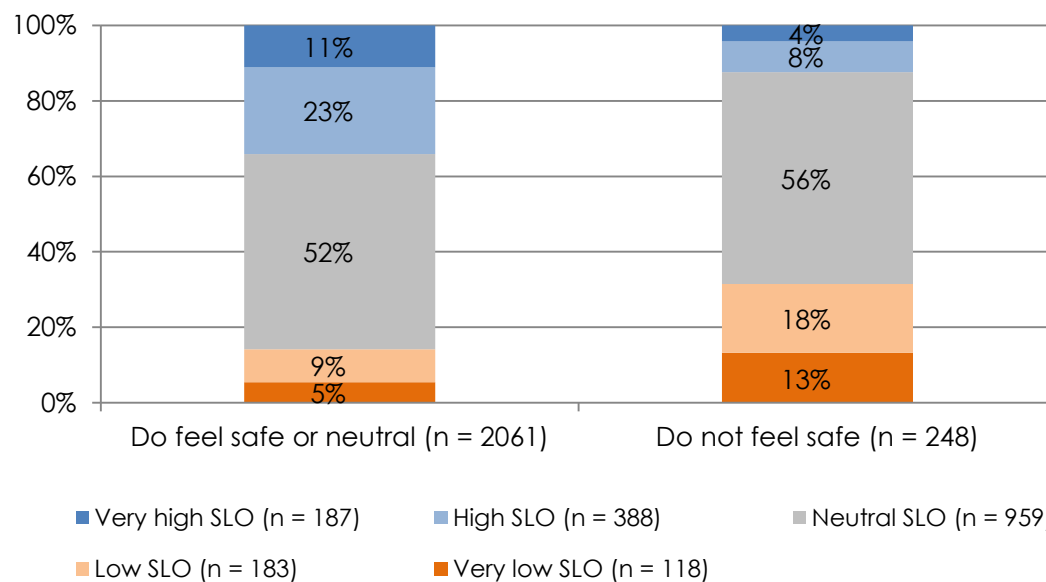
2016 **73%**

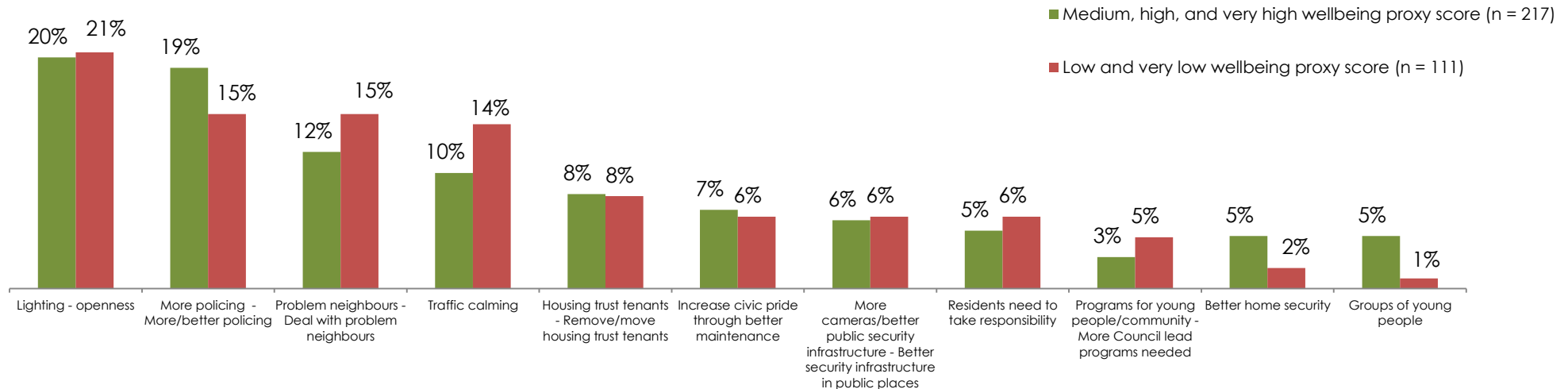2017 **3.6** *

**TAKEAWAY:** 14% (248 residents that we heard from) do not feel safe in their neighbourhoods

## I feel safe in my neighbourhood
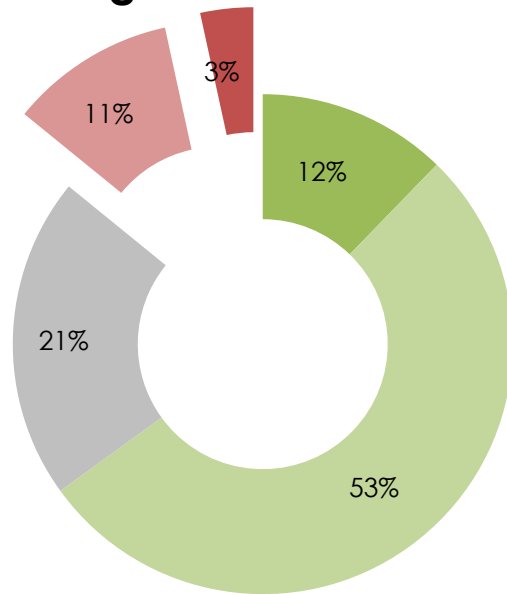


- Strongly agree (n = 215)
- Agree (n = 926)
- Neutral (n = 366)
- Disagree (n = 188)
- Disagree strongly (n = 60)

## I feel safe in my neighbourhood



- Strongly agree (n = 197)
- Agree (n = 831)
- Neutral (n = 316)
- Disagree (n = 168)
- Disagree strongly (n = 54)

| | Outer Harbor (n = 202) | Semaphore (n = 243) | Port Adelaide (n = 199) | Parks (n = 153) | Enfield (n = 269) | Klemzig (n = 198) | Northfield (n = 302) |
|---|---|---|---|---|---|---|---|
| Strongly agree | 12% | 15% | 12% | 5% | 11% | 13% | 16% |
| Agree | 54% | 65% | 52% | 39% | 40% | 62% | 57% |
| Neutral | 17% | 12% | 24% | 26% | 27% | 19% | 19% |
| Disagree | 16% | 7% | 9% | 16% | 16% | 6% | 8% |
| Disagree strongly | | | 3% | 14% | 6% | 2% | 1% |

City of Port Adelaide Enfield

proportion who say they feel safe in their neighbourhood or community

2016 **73%**

2017 **3.6** *

**TAKEAWAY:** Not feeling safe relates closely with community connection and overall wellbeing

**TAKEAWAY:** This impacts on whether residents trust us and whether we have a relationship with them

## Wellbeing proxy score by I feel safe in my neighbourhood

- Do feel safe (n = 1141): 3.86
- Do not feel safe (n = 248): 2.93

## SLO proxy score by I feel safe in my neighbourhood

**Do feel safe or neutral (n = 2061):**
- Very high SLO: 11%
- High SLO: 23%
- Neutral SLO: 52%
- Low SLO: 9%
- Very low SLO: 5%

**Do not feel safe (n = 248):**
- Very high SLO: 4%
- High SLO: 8%
- Neutral SLO: 56%
- Low SLO: 18%
- Very low SLO: 13%

- Very high SLO (n = 187)
- High SLO (n = 388)
- Neutral SLO (n = 959)
- Low SLO (n = 183)
- Very low SLO (n = 118)

CITY OF Port Adelaide Enfield

**TAKEAWAY:** The lower wellbeing residents experience the more specific their safety concerns are.

### What would help to improve how safe you feel in your neighbourhood By wellbeing proxy score



- ■ Medium, high, and very high wellbeing proxy score (n = 217)
- ■ Low and very low wellbeing proxy score (n = 111)

| Category | Medium/high | Low/very low |
|---|---|---|
| Lighting - openness | 20% | 21% |
| More policing - More/better policing | 19% | 15% |
| Problem neighbours - Deal with problem neighbours | 12% | 15% |
| Traffic calming | 10% | 14% |
| Housing trust tenants - Remove/move housing trust tenants | 8% | 8% |
| Increase civic pride through better maintenance | 7% | 6% |
| More cameras/better public security infrastructure - Better security infrastructure in public places | 6% | 6% |
| Residents need to take responsibility | 5% | 6% |
| Programs for young people/community - More Council lead programs needed | 3% | 5% |
| Better home security | 5% | 2% |
| Groups of young people | 5% | 1% |

*"More street lighting and regularly pruning trees along the streets to minimise hiding spaces for strangers lurking in the dark. Regular police checks and presence to reduce incidents occurring at all. Self defense courses and how to be a stronger community." (25-35yr old female from Kilburn)*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Parks suffers from the lowest perceptions of safety of any ward in PAE.<br><br>Lighting and infrastructure maintenance are key issues highlighted by the community that relate to perceptions of safety. As well as the way the area is policed.<br><br>**Key questions:**<br><br>How does City Assets identify and prioritise infrastructure renewals, maintenance, and upgrades relating to community wellbeing and safety outcomes.<br>How does PAE interact with SAPOL and other relevant organisations to address community safety issues? | • SAPOL,<br>• City Assets. | • Community Development<br>• Parks and Gardens<br>• City Assets |

# COMMUNITY: *A city that supports community wellbeing*

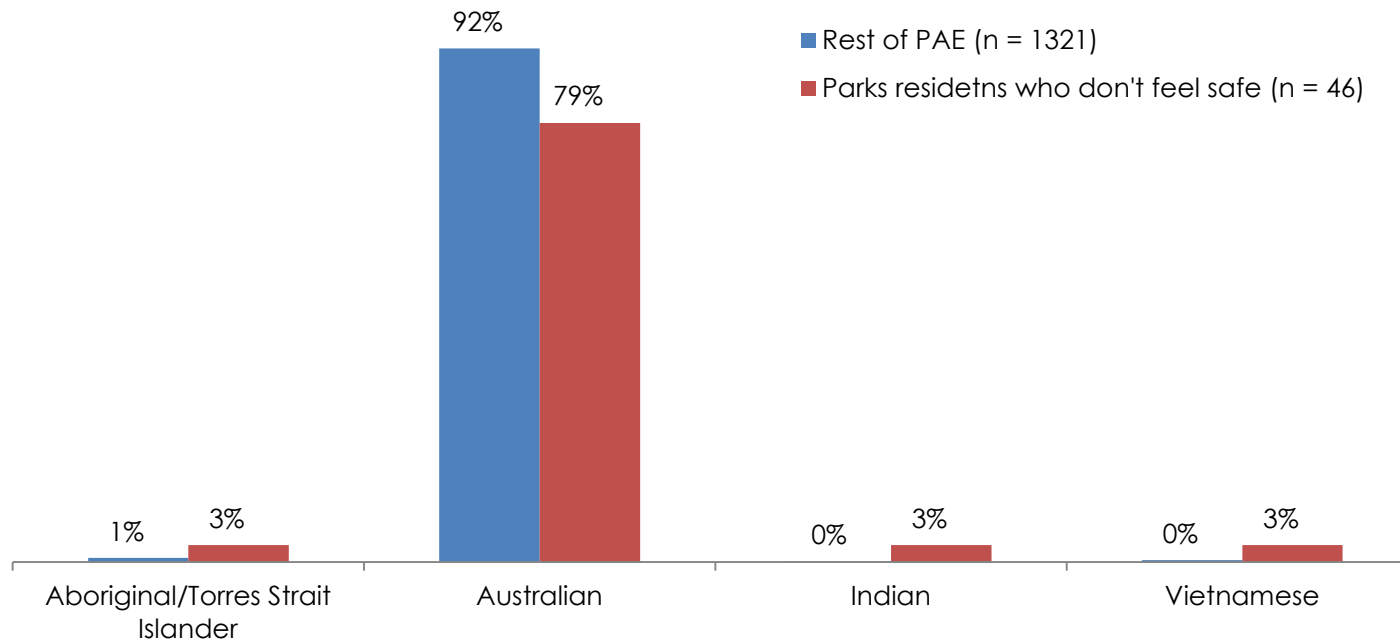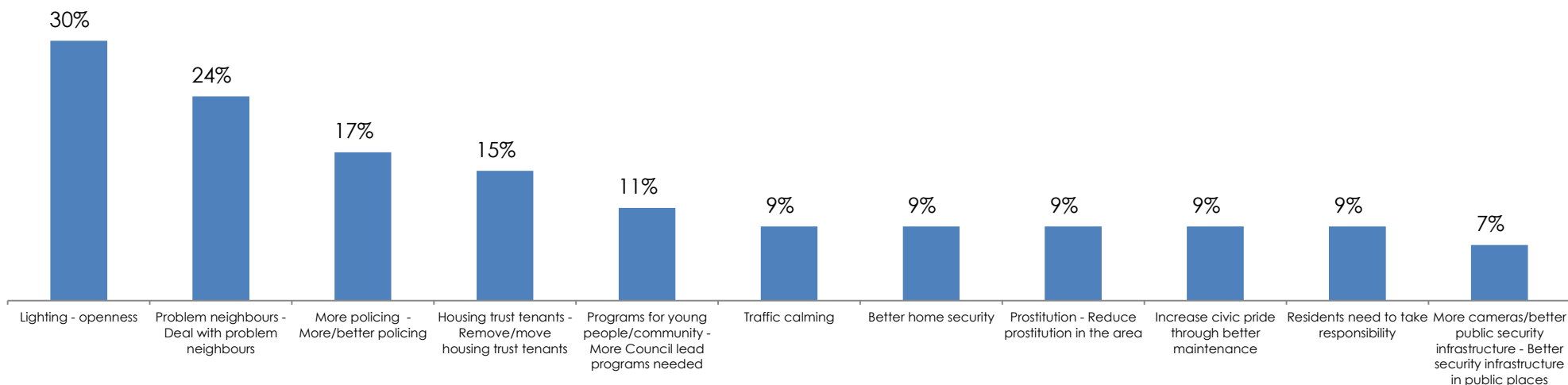| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Parks suffers from the lowest perceptions of safety of any ward in PAE.<br><br>Those who feel least safe are younger residents, females, and those from CALD communities. They tend to be social isolated or at least disconnected from the wider community.<br><br>**Key questions:**<br><br>How are we addressing young adults, especially females, and CALD community groups in the area to build relationships and further explore relevant programs to build social cohesion and a sense of connection for these groups.<br><br>How can we maximise the use and focus of the Parks Library as a connection point for these groups and proactively seeking out involvement from the CALD community and young mums in the area to be involved in programming and service offers at the facility. | • Youth groups,<br>• non-English speaking cultural groups,<br>• residents groups,<br>• schools and childcare centres in the area. | • Community Development<br>• Parks and Gardens<br>• Key projects: Parks Library, |

**COMMUNITY:** *A city that supports community wellbeing*
proportion who say they feel safe in their neighbourhood or community (Parks)

**TAKEAWAY:** The Parks residents who feel the least safe are young females, especially young mums.

**Parks residents who don't feel safe (n = 46)**
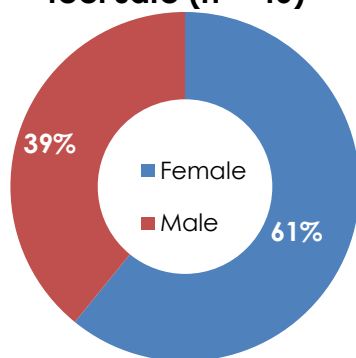
- Female 61%
- Male 39%

Total sample response:
Female – 58%
Male – 42%

**Parks residents who don't feel safe By age group**

- Rest of PAE (n = 1775)
- Parks residents who don't feel safe (n = 46)

| Age group | Rest of PAE | Parks residents who don't feel safe |
|-----------|-------------|-------------------------------------|
| "18-24"   | 3%          | 4%                                  |
| "25-34"   | 18%         | 30%                                 |
| "35-49"   | 31%         | 26%                                 |
| "50-59"   | 21%         | 17%                                 |
| "60-69"   | 16%         | 13%                                 |
| "70-84"   | 9%          | 9%                                  |
| 85 plus   | 1%          | 0%                                  |

2017 Community Indicators Survey

City of Port Adelaide Enfield

**TAKEAWAY:** The issue is magnified for our residents who do not identify as Australian and do not feel part of the wider community

## Proportion who feel safe By Ethnicity



- Rest of PAE (n = 1321)
- Parks residetns who don't feel safe (n = 46)

| Aboriginal/Torres Strait Islander | Australian | Indian | Vietnamese |
|---|---|---|---|
| 1% / 3% | 92% / 79% | 0% / 3% | 0% / 3% |

The group who feel least safe in their community are also significantly less likely to feel part of their community, able to join in community activities, or to make a valuable contribution. Combined this results in far lower overall wellbeing scores for this group. Furthermore 54% of this group do not feel connected to any community.

**TAKEAWAY:** Residents in Parks feel like the police do not patrol the area enough and that a lack of lighting general maintenance of buildings and infrastructure facilitates unsavory behaviour.

**Parks residents who don't feel safe (n = 46)**
**By what would help to improve how safe you feel?**



| Category | % |
|---|---|
| Lighting - openness | 30% |
| Problem neighbours - Deal with problem neighbours | 24% |
| More policing - More/better policing | 17% |
| Housing trust tenants - Remove/move housing trust tenants | 15% |
| Programs for young people/community - More Council lead programs needed | 11% |
| Traffic calming | 9% |
| Better home security | 9% |
| Prostitution - Reduce prostitution in the area | 9% |
| Increase civic pride through better maintenance | 9% |
| Residents need to take responsibility | 9% |
| More cameras/better public security infrastructure - Better security infrastructure in public places | 7% |

*"Better lighting in my area. It can feel a little bleak at night. Where I live there are prostitutes working on the street. I no longer catch a bus from my local bus stop as I have been propositioned while waiting." (Female Parks resident 60-69 yrs old)*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Lack of lighting and general infrastructure and maintenance concerns seem to be correlated with community perceptions of safety in Parks.<br><br>Underlying this however is a broader lack of a sense of community connection among CALD communities in Parks.<br>It is worth noting that the survey was completed only by English speaking residents and there is a strong possibility that better engagement with non-English speaking communities could further highlight this issue.<br><br>Key question:<br>How do we communicate, engage with, and collect contact information about non-English speaking communities.<br>How is the Parks Library going to address this need. | • CALD communities<br>• community leaders in Parks. | • Community Development,<br>• Placemaking,<br>• City Assets. |

**TAKEAWAY:** As with Parks it s the young female residents who feel least safe, however in Enfield it is the residents who identify as Australian who feel least safe whereas in Parks it is the non-Australian groups who feel least safe.

**Enfield residents who don't feel safe (n = 50)**



36% Male
64% Female
- Female
- Male
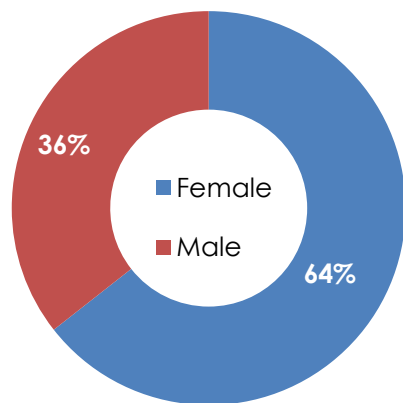
There is a higher proportion of residents who identify as Australian who don't feel safe (84%) as opposed to the rest of PAE (74%).
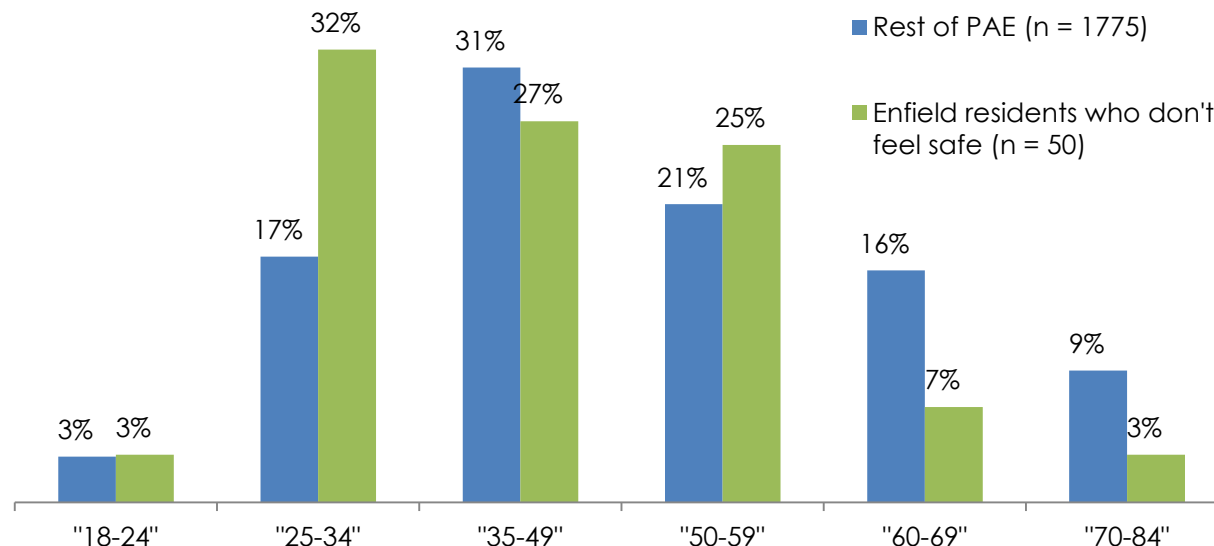
Total sample response:
Female – 58%
Male – 42%

**Enfield residents who don't feel safe By age group**



- Rest of PAE (n = 1775)
- Enfield residents who don't feel safe (n = 50)

| Age group | Rest of PAE | Enfield residents |
|-----------|-------------|-------------------|
| "18-24" | 3% | 3% |
| "25-34" | 17% | 32% |
| "35-49" | 31% | 27% |
| "50-59" | 21% | 25% |
| "60-69" | 16% | 7% |
| "70-84" | 9% | 3% |

City of Port Adelaide Enfield

**TAKEAWAY:** Enfield residents who don't feel safe are more likely to be responsive to Council communications than the average resident. This is perhaps due to the sample for this survey being mainly English speaking residents ad further work to understand the non-English speaking community should be considered.

## Enfield residents who don't feel safe By communication preferences
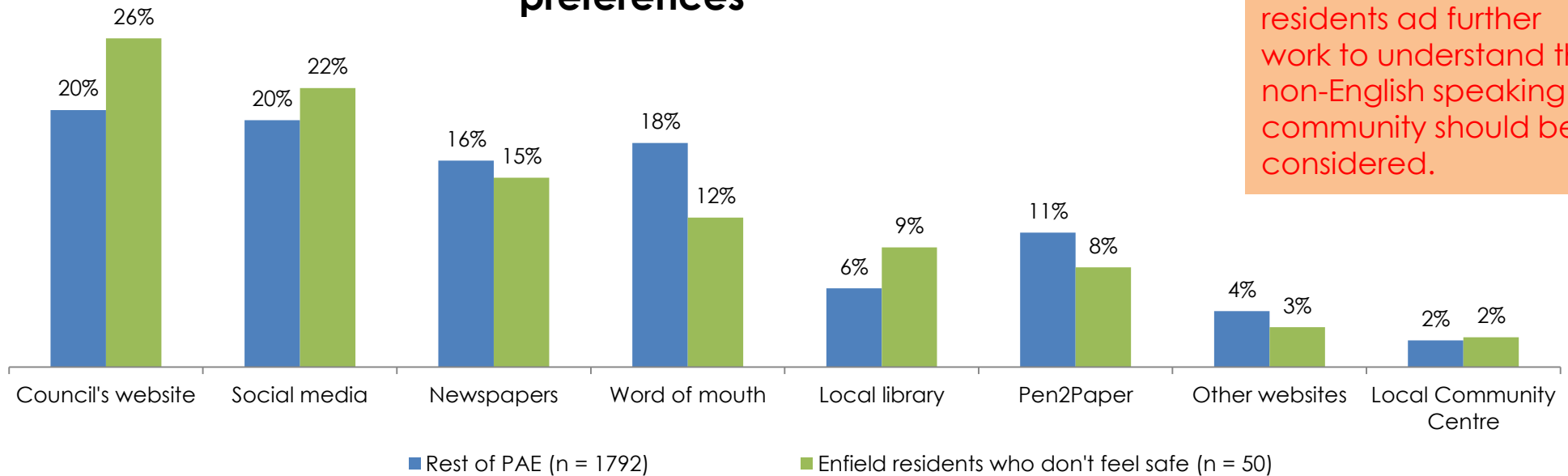


| Communication | Rest of PAE (n = 1792) | Enfield residents who don't feel safe (n = 50) |
|---|---|---|
| Council's website | 20% | 26% |
| Social media | 20% | 22% |
| Newspapers | 16% | 15% |
| Word of mouth | 18% | 12% |
| Local library | 6% | 9% |
| Pen2Paper | 11% | 8% |
| Other websites | 4% | 3% |
| Local Community Centre | 2% | 2% |

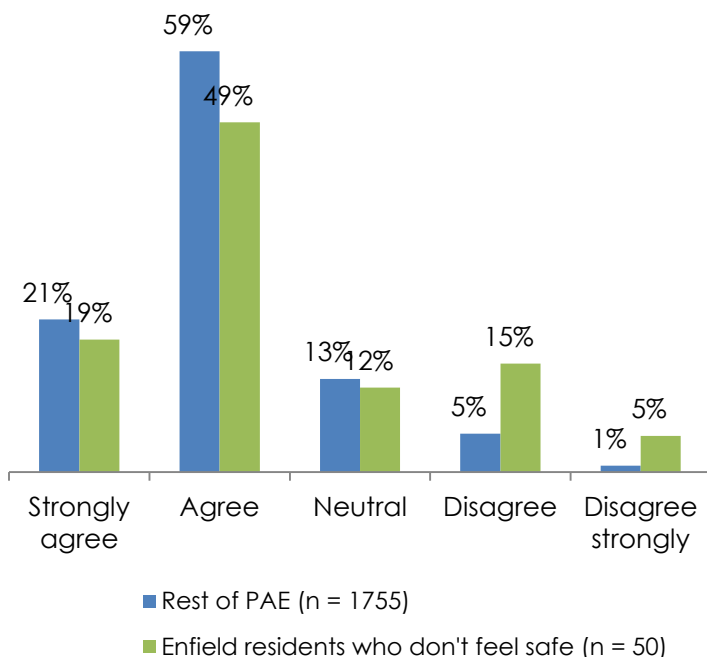■ Rest of PAE (n = 1792)  ■ Enfield residents who don't feel safe (n = 50)

# COMMUNITY: *A city that supports community wellbeing*

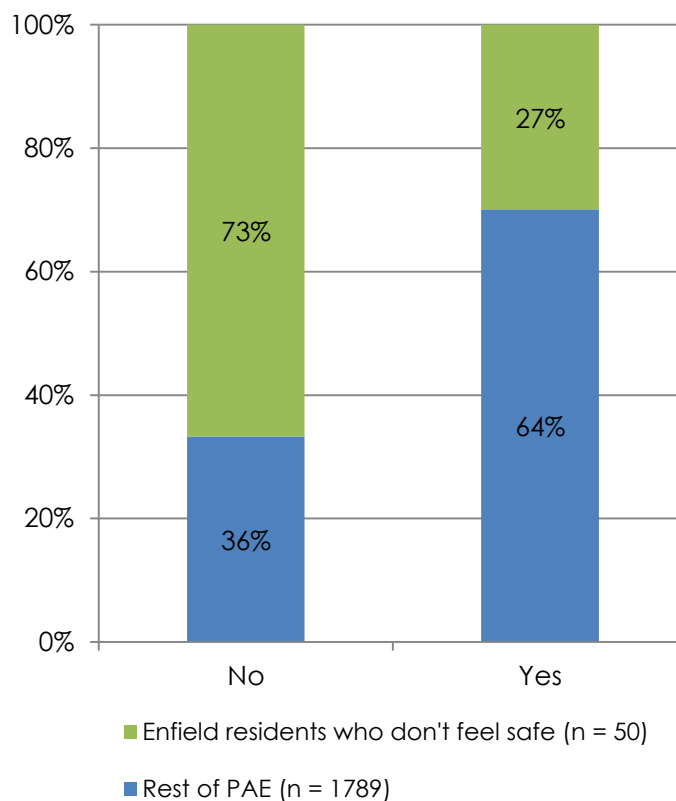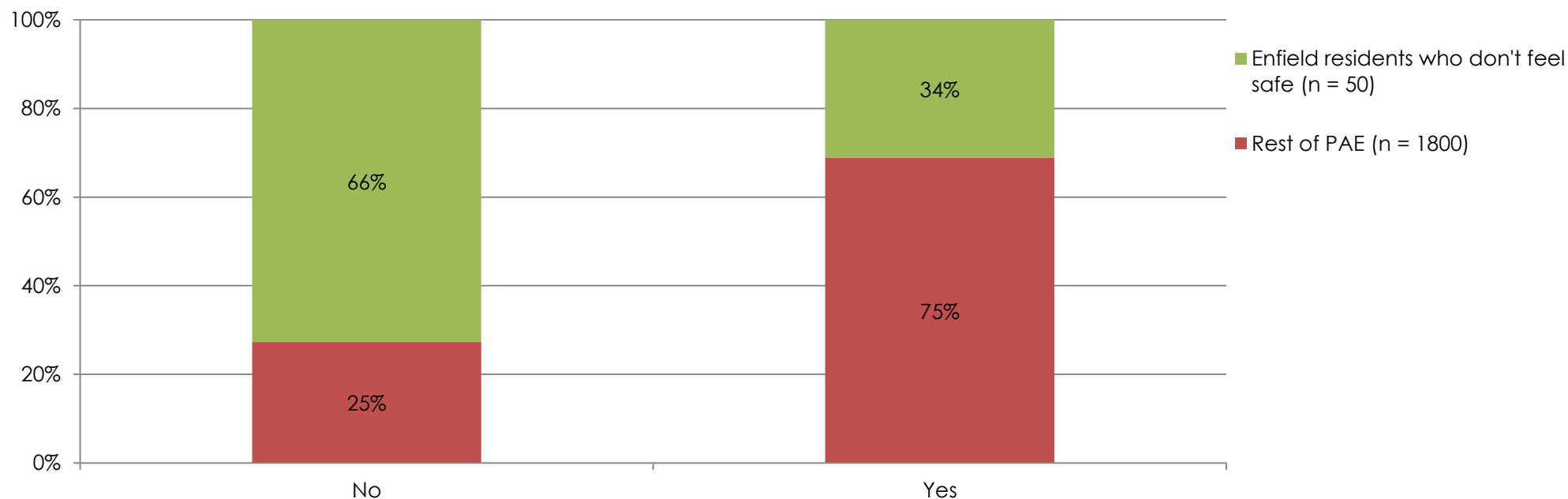proportion who say they feel safe in their neighbourhood or community (ENFIELD)

**TAKEAWAY:** When considering engagement/communication approaches for these groups Enfield library, council's website, and local parks (signage/park days) would likely be the best way for Council to reach these groups.

**Enfield residents who don't feel safe By When was the last time you visited**

Chart categories (grouped by location):

**Your local library**
- Rest of PAE (n = 1779): In the last week 15%, In the last month 18%, In the last year 18%, More than a year ago 22%, Never 26%
- Enfield residents who don't feel safe (n = 50): In the last week 17%, In the last month 15%, In the last year 24%, More than a year ago 12%, Never 32%

**Your local community centre**
- Rest of PAE (n = 1779): In the last week 7%, In the last month 5%, In the last year 14%, More than a year ago 17%, Never 57%
- Enfield residents who don't feel safe (n = 50): In the last week 2%, In the last month 8%, In the last year 10%, More than a year ago 15%, Never 64%

**A council owned or run open space (parks and gardens)**
- Rest of PAE (n = 1779): In the last week 48%, In the last month 24%, In the last year 14%, More than a year ago 4%, Never 10%
- Enfield residents who don't feel safe (n = 50): In the last week 34%, In the last month 22%, In the last year 12%, More than a year ago 14%, Never 19%

**Council's website**
- Rest of PAE (n = 1779): In the last week 11%, In the last month 31%, In the last year 34%, More than a year ago 9%, Never 15%
- Enfield residents who don't feel safe (n = 50): In the last week 20%, In the last month 29%, In the last year 34%, More than a year ago 7%, Never 10%

Legend: ■ In the last week  ■ In the last month  ■ In the last year  ■ More than a year ago  ■ Never
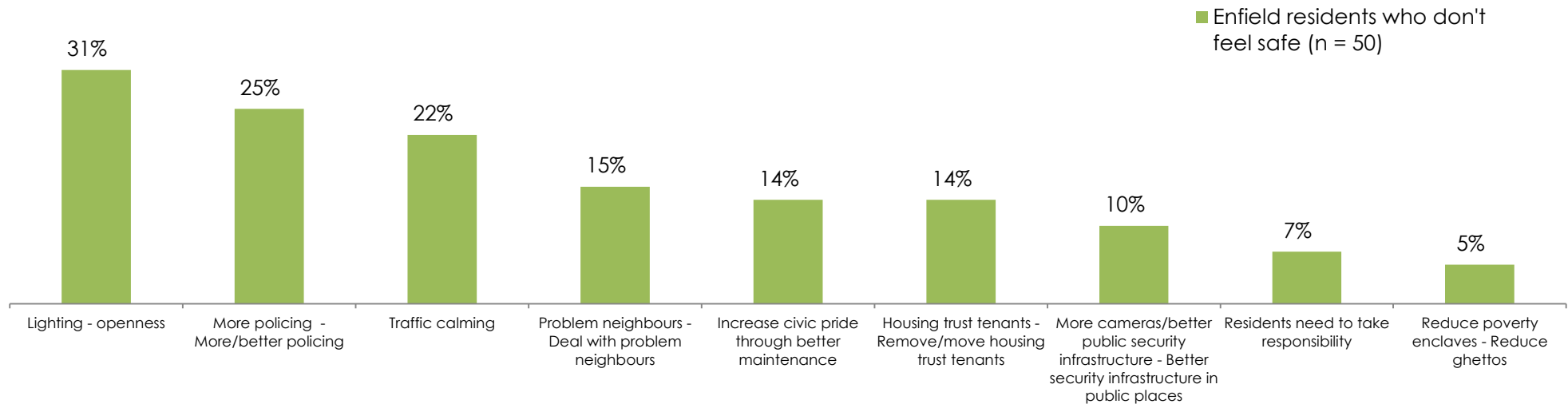
COMMUNITY: A city that supports community wellbeing
proportion who say they feel safe in their neighbourhood or community (ENFIELD)

TAKEAWAY: A sense of safety and belonging to community are closely related attempts to address this issues should be focused therefore on building community connection.

**Enfield residents who don't feel safe By I feel part of my community**
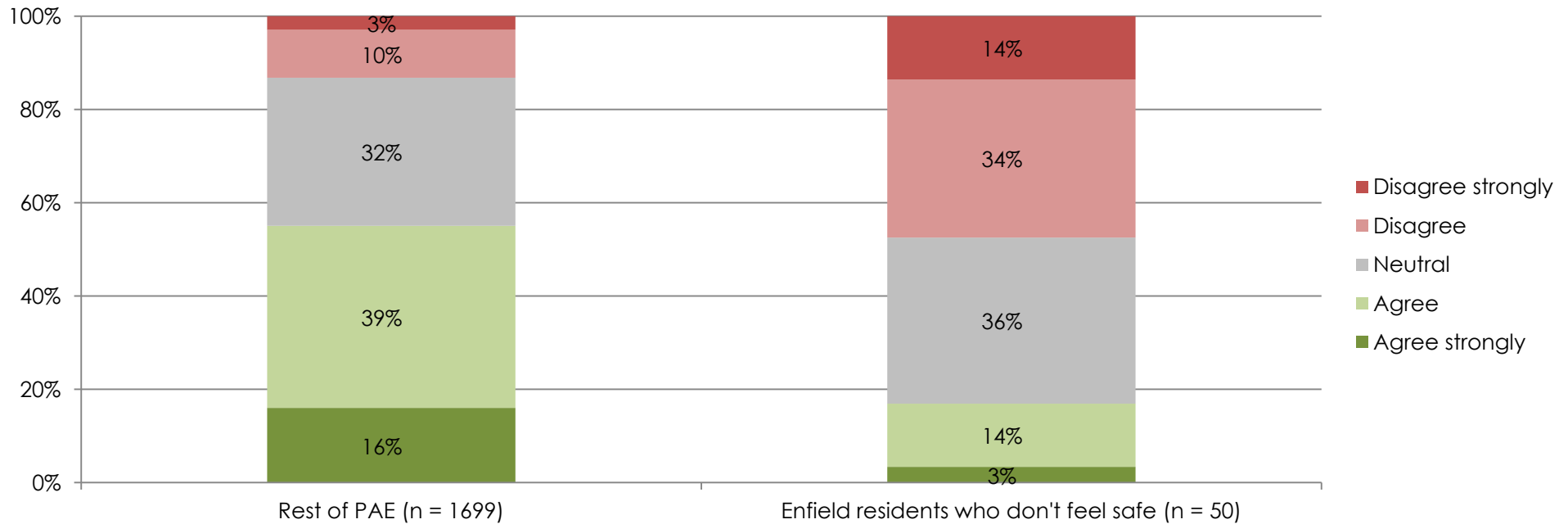
Rest of PAE (n = 1699):
- Agree strongly: 16%
- Agree: 39%
- Neutral: 32%
- Disagree: 10%
- Disagree strongly: 3%

Enfield residents who don't feel safe (n = 50):
- Agree strongly: 3%
- Agree: 14%
- Neutral: 36%
- Disagree: 34%
- Disagree strongly: 14%

Legend:
- Disagree strongly
- Disagree
- Neutral
- Agree
- Agree strongly

City of Port Adelaide Enfield

**TAKEAWAY:** There is a strong correlation between health and overall wellbeing (safety is a component of wellbeing), and ability to participate in local events. Programs and initiatives could be combined to address health issues while bringing together those groups who feel less safe and building a sense of community connection.

### Enfield residents who don't feel safe By Proportion who consider themselves to be healthy



| | Strongly agree | Agree | Neutral | Disagree | Disagree strongly |
|---|---|---|---|---|---|
| Rest of PAE (n = 1755) | 21% | 59% | 13% | 5% | 1% |
| Enfield residents who don't feel safe (n = 50) | 19% | 49% | 12% | 15% | 5% |

■ Rest of PAE (n = 1755)
■ Enfield residents who don't feel safe (n = 50)

### Enfield residents who don't feel safe By Ability to participate in arts and cultural events



| | No | Yes |
|---|---|---|
| Enfield residents who don't feel safe (n = 50) | 73% | 27% |
| Rest of PAE (n = 1789) | 36% | 64% |

■ Enfield residents who don't feel safe (n = 50)
■ Rest of PAE (n = 1789)

**TAKEAWAY:** Lighting, police presence, and traffic calming measures are key to addressing Enfield residents' perceptions of safety.

## Enfield residents who don't feel safe By What would help you feel more safe



Legend: ■ Enfield residents who don't feel safe (n = 50)

- Lighting - openness: 31%
- More policing - More/better policing: 25%
- Traffic calming: 22%
- Problem neighbours - Deal with problem neighbours: 15%
- Increase civic pride through better maintenance: 14%
- Housing trust tenants - Remove/move housing trust tenants: 14%
- More cameras/better public security infrastructure - Better security infrastructure in public places: 10%
- Residents need to take responsibility: 7%
- Reduce poverty enclaves - Reduce ghettos: 5%

# COMMUNITY: *A city that supports community wellbeing*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Enfield's safety concerns are more evenly spread between Australian and non-Australian community members, attempts to bring different cultures together to should be made to reduce cultural divides.<br><br>Community centre's draw older audiences therefore attempts will need to be made to reach younger groups in the community through different channels or approaches. | • Community leaders in Enfield,<br>• mums' groups<br>• Enfield Library<br>• Enfield Community Centre (wellbeing pilot?)<br>• Local community groups,<br>• neighbourhood watch/resident groups<br>• SAPOL | • Community Development<br>• Libraries<br>• Community Centres Placemaking<br>• City Assets. |

City of Port Adelaide Enfield

City Scorecard Findings:

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

2017 Community Indicators Survey

**TAKEAWAY:** Those over 50 are the least satisfied with how heritage is being managed in PAE

## Q24 Heritage effectively managed by Q32 age group
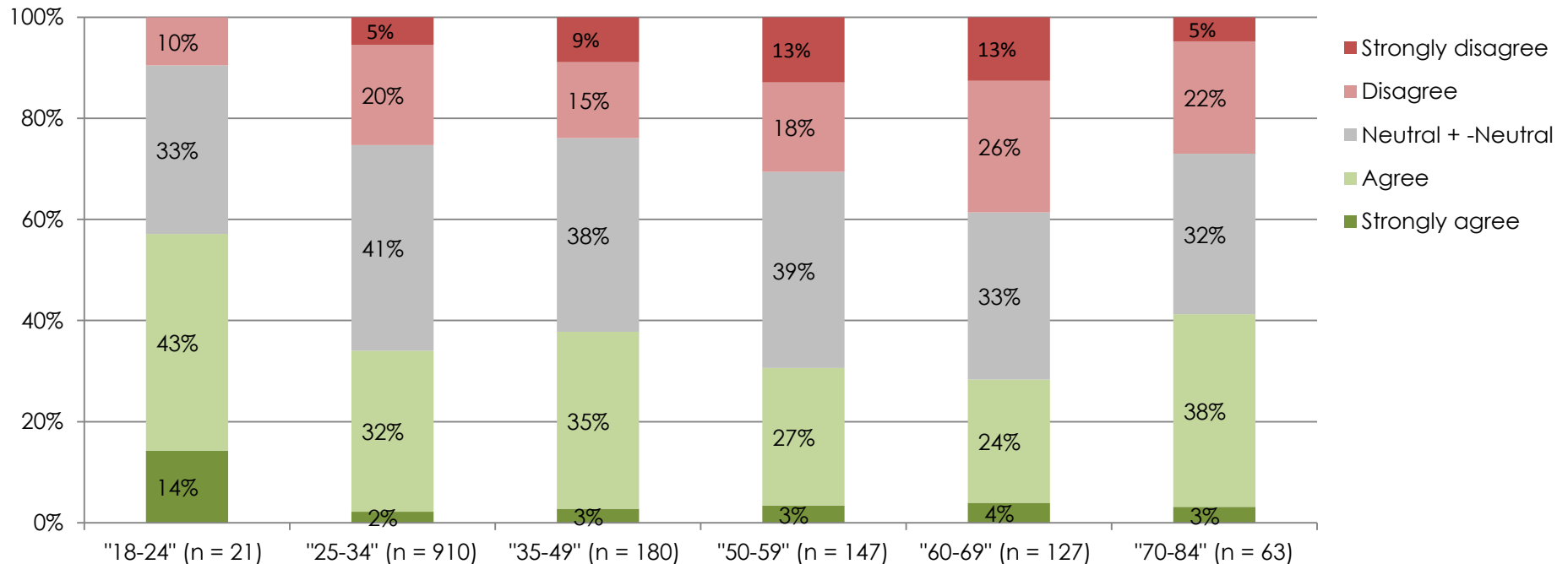


| Age group | Strongly agree | Agree | Neutral + -Neutral | Disagree | Strongly disagree |
|---|---|---|---|---|---|
| "18-24" (n = 21) | 14% | 43% | 33% | 10% | |
| "25-34" (n = 910) | 2% | 32% | 41% | 20% | 5% |
| "35-49" (n = 180) | 3% | 35% | 38% | 15% | 9% |
| "50-59" (n = 147) | 3% | 27% | 39% | 18% | 13% |
| "60-69" (n = 127) | 4% | 24% | 33% | 26% | 13% |
| "70-84" (n = 63) | 3% | 38% | 32% | 22% | 5% |

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

proportion who say the city's heritage is effectively managed

2016
**3.2**

2017
**3.1**

**TAKEAWAY:** 1 in 3 residents have a personal interest in heritage issues

## Which of the following best describes your involvement or interest in heritage issues?  (n = 1872)
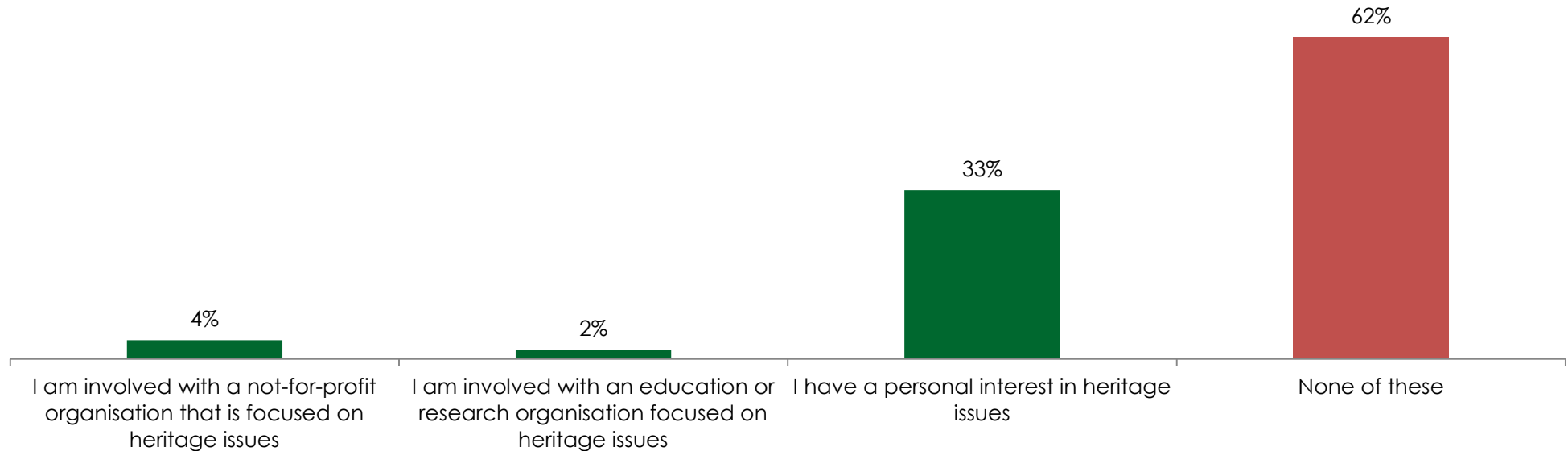


| | | | |
|---|---|---|---|
| 4% | 2% | 33% | 62% |
| I am involved with a not-for-profit organisation that is focused on heritage issues | I am involved with an education or research organisation focused on heritage issues | I have a personal interest in heritage issues | None of these |

**TAKEAWAY:** The most informed residents are the least satisfied

## Q24 Heritage effectively managed by Q23 heritage
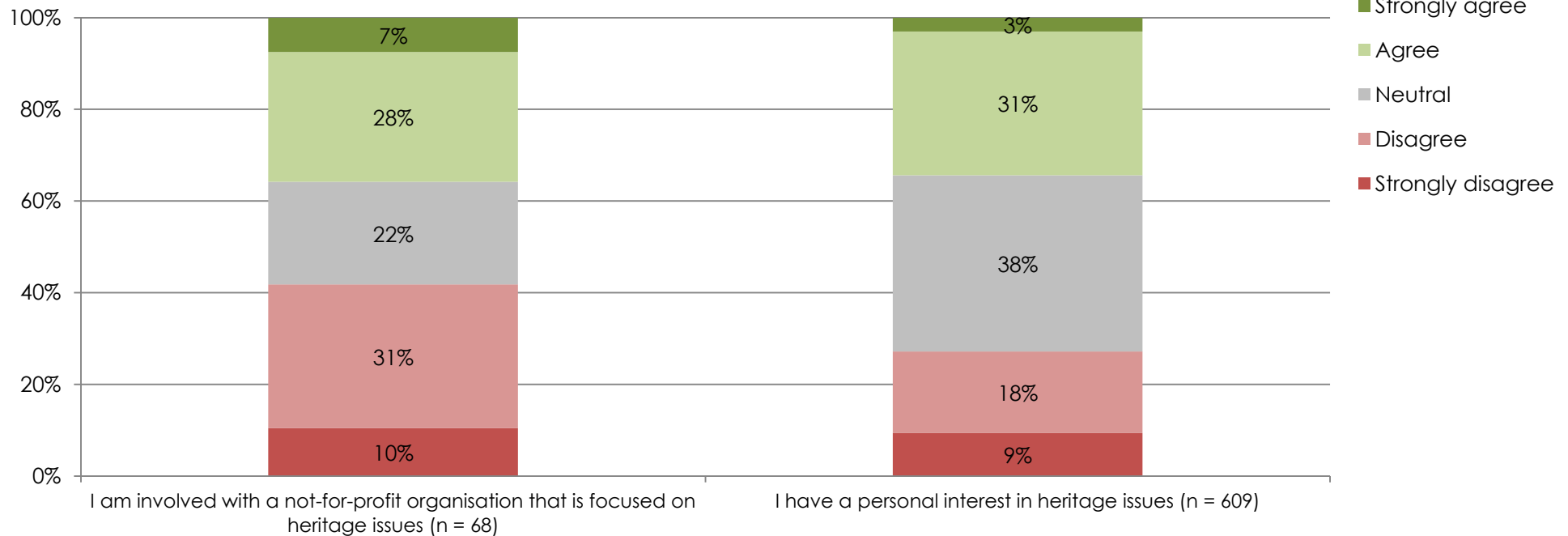


Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**I am involved with a not-for-profit organisation that is focused on heritage issues (n = 68)**
- Strongly agree: 7%
- Agree: 28%
- Neutral: 22%
- Disagree: 31%
- Strongly disagree: 10%

**I have a personal interest in heritage issues (n = 609)**
- Strongly agree: 3%
- Agree: 31%
- Neutral: 38%
- Disagree: 18%
- Strongly disagree: 9%

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

proportion who say the city's heritage is effectively managed

2016
**3.2**

2017
**3.1**

**TAKEAWAY:** Protection and management of the Port to attract tourism and economic benefit are seen as the most critical issue by those involved with not for profits focusing on heritage issues



| Category | Percentage |
|---|---|
| Better management and protection of heritage buildings in the Port | 27% |
| Stop building new buildings in heritage areas | 15% |
| Stop building new houses which detract from community amenities | 11% |
| Need to protect heritage from developers/property owners | 11% |
| Develop but maintain the integrity of the waterfront | 7% |
| Save Shed One | 6% |
| Incentivise property owners to maintain their heritage buildings | 6% |
| Heritage issues slow down progress | 4% |
| Need better communication with local residents | 4% |

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

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Those most focused on heritage issues are focused on issues around Port Adelaide.<br><br>Protection of PAE's historical buildings, especially in relation to development of the area for housing and new build developments are key drivers of tension for this group.<br><br>Careful and deliberate communication with impacted residents/stakeholders is required, to navigate tensions between development and heritage protection.<br><br>Key questions:<br>• How do we track who are most important stakeholders are for development consultations/engagements?<br>• How does the City Plan 2030 impact on how we make decisions about development applications and major projects?<br>• How do we capture and record conversations with key stakeholders about heritage issues?<br>• How does heritage link into Placemaking/branding? | • Impacted residents and stakeholders,<br>• Property owners/developers | • Development services,<br>• Placemaking,<br>• City Development,<br>• City Assets |

## Q24 Heritage effectively manag by Non-health related wellbeing proxy



Legend:
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

| Non-health related wellbeing proxy | Very low wellbeing | Low wellbeing | Medium wellbeing | High wellbeing | Very high wellbeing |
|---|---|---|---|---|---|
| Strongly disagree | 17% | 21% | 9% | 6% | 16% |
| Disagree | 17% | 24% | 22% | 17% | 14% |
| Neutral | 58% | 39% | 42% | 36% | 22% |
| Agree | 8% | 9% | 28% | 36% | 35% |
| Strongly agree | | 6% | 1% | 5% | 14% |

**Non-health related wellbeing proxy**

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

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Heritage is most important to those with high wellbeing outcomes.<br><br>This group are most likely to be well connected and politically savvy, i.e. powerful stakeholders. Early and detailed engagement should be undertaken to understand risks and needs of stakeholders.<br><br>Key questions:<br><br>• How do we assess stakeholders in terms of social licence risk potential?<br>• How do we deliberately and proactively foster relationships with organisations/key stakeholder groups? | • Self selecting stakeholders,<br>• National Trust,<br>• Local heritage groups | • City Development,<br>• Placemaking,<br>• Development services,<br>• City Assets, |

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

city adaptability score (TBD)

**total renewable capacity in the city**

**43,804** kilowatts

**37** megalitres **recycled water use** (council operations only)

**tree 25% canopy over** (for council parks and reserve assets only)

**total waste collected** (2016-17)

**60,514** tonns
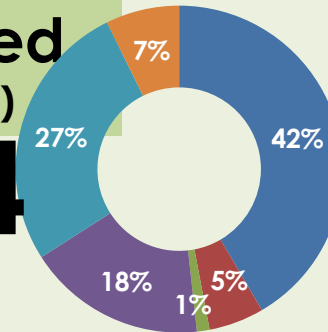
- Kerbside General — 42%
- Kerbside Hard Refuse — 5%
- Street Litter Bin — 1%
- Kerbside Recycling — 18%
- Kerbside Green — 27%
- Bulk Green Organics — 7%

CITY OF Port Adelaide Enfield

**TAKEAWAY:** The least satisfied residents are those in the Western part of PAE
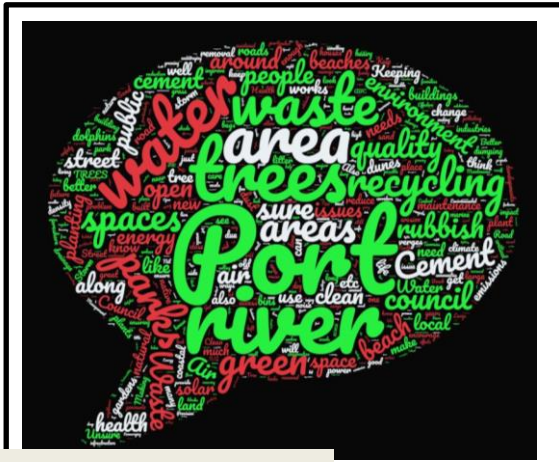
**Most critical environment issue**
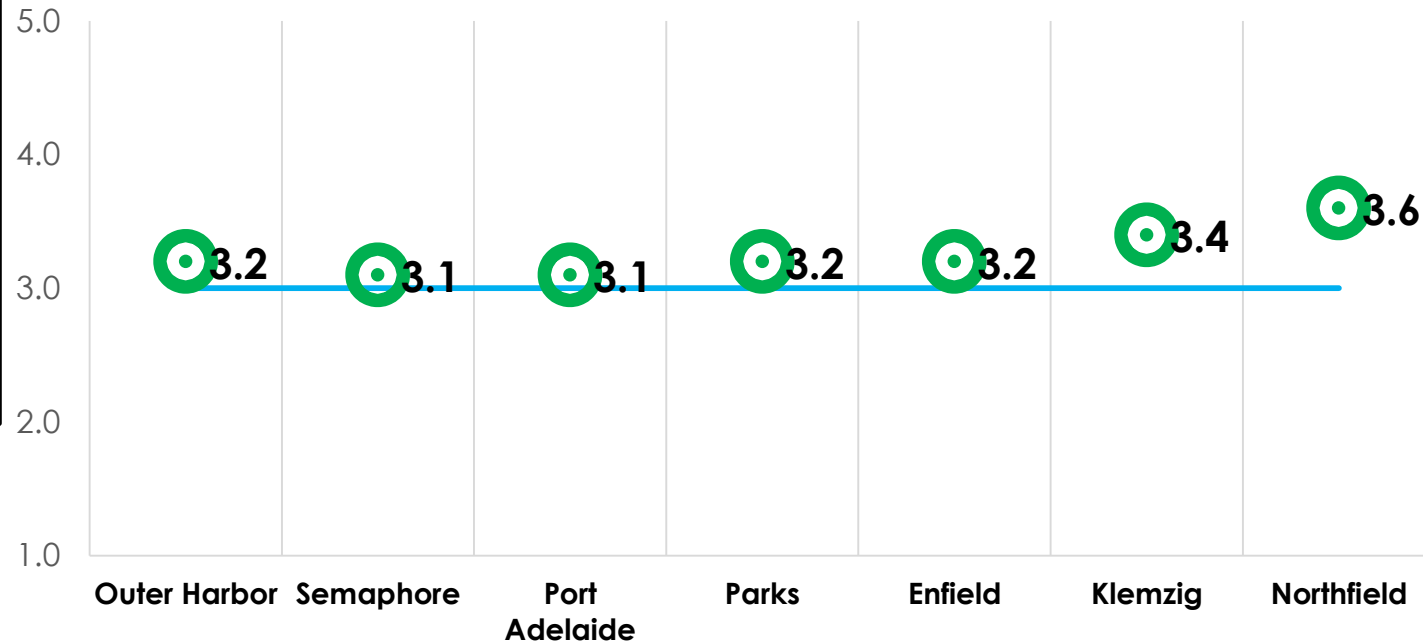
| | | | | | | |
|---|---|---|---|---|---|---|
| Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
| 3.2 | 3.1 | 3.1 | 3.2 | 3.2 | 3.4 | 3.6 |

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

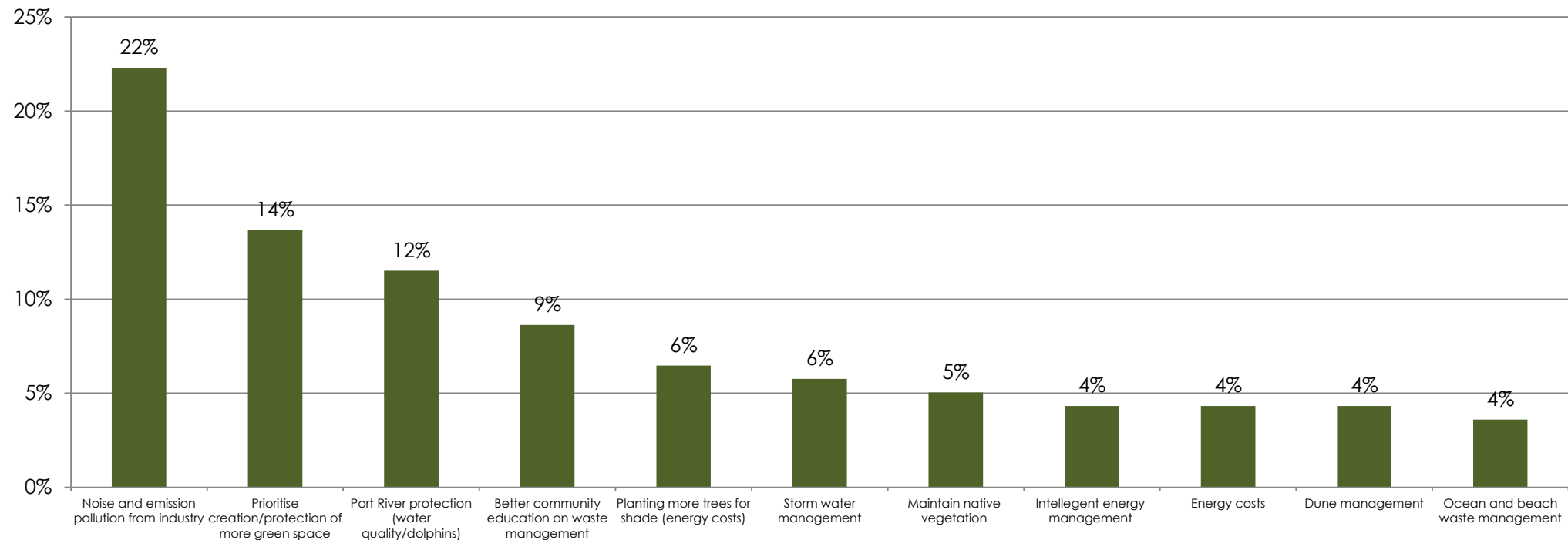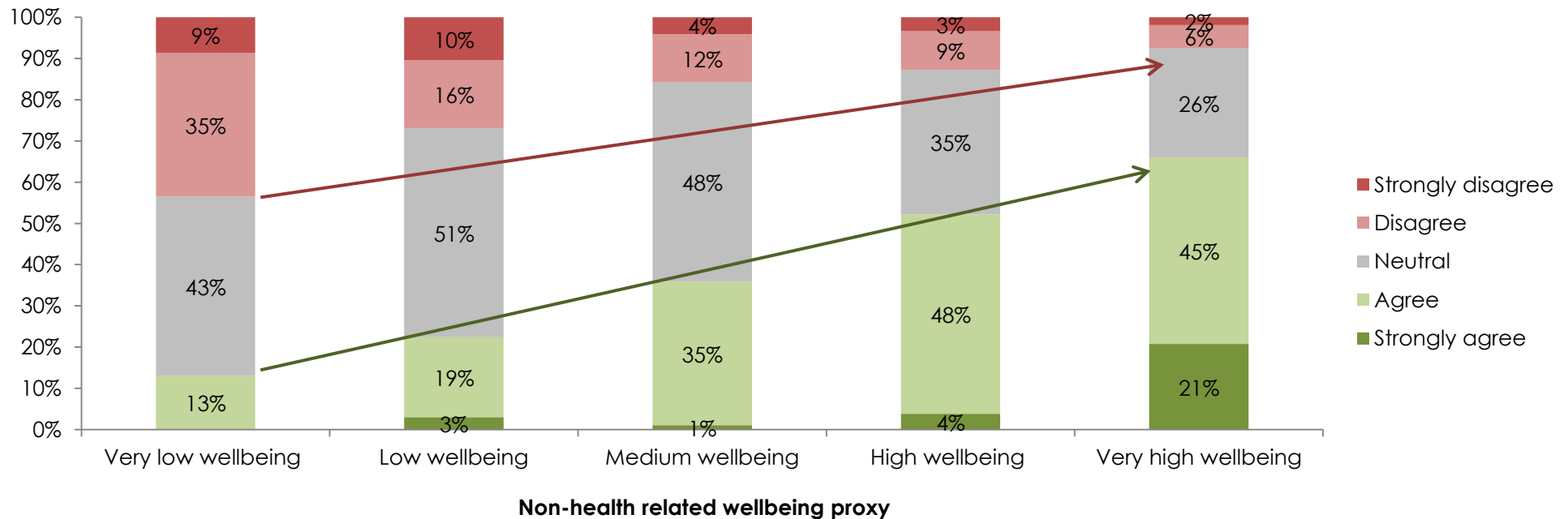proportion who say the city's natural environment is effectively protected

2016
**3.3**

2017
**3.3**

**TAKEAWAY:** Those most focused on the environment are the least likely to believe the environment is being effectively managed

## Which of the following best describes your involvement in environmental issues? By proportion who say the environment is effectively managed
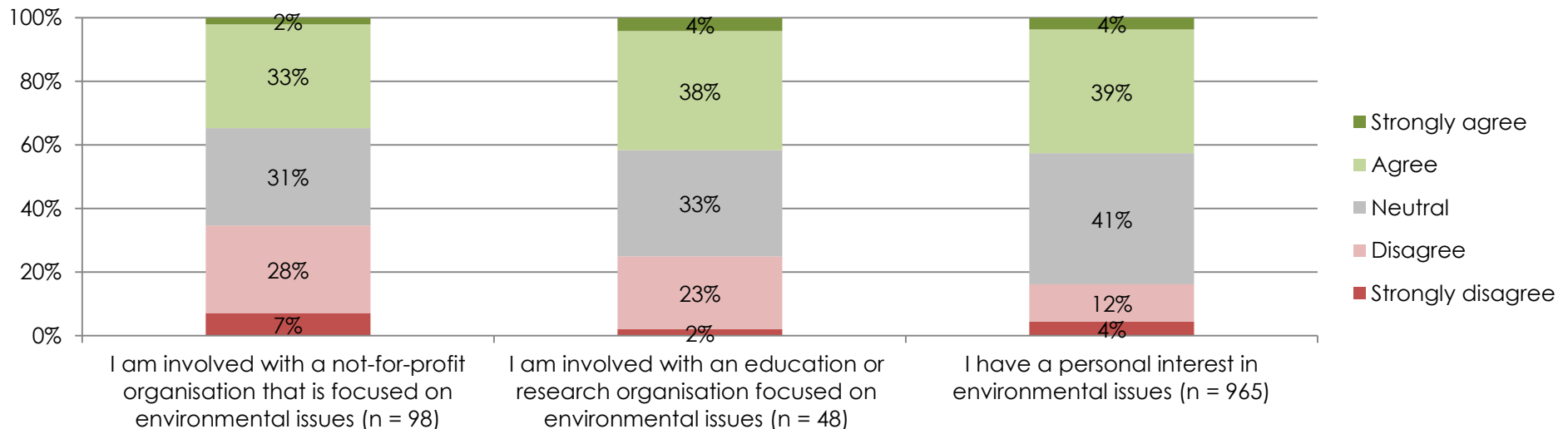


Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

| | I am involved with a not-for-profit organisation that is focused on environmental issues (n = 98) | I am involved with an education or research organisation focused on environmental issues (n = 48) | I have a personal interest in environmental issues (n = 965) |
|---|---|---|---|
| Strongly agree | 2% | 4% | 4% |
| Agree | 33% | 38% | 39% |
| Neutral | 31% | 33% | 41% |
| Disagree | 28% | 23% | 12% |
| Strongly disagree | 7% | 2% | 4% |

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

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

2016 **3.3**   2017 **3.3**

**TAKEAWAY:** Our key stakeholders want us to reduce commercial impacts on the environment, protect existing assets, and create new assets

## 'Q28 environment prioritising by Environment involved stakeholders (n = 127)

| Category | Value |
|---|---|
| Noise and emission pollution from industry | 22% |
| Prioritise creation/protection of more green space | 14% |
| Port River protection (water quality/dolphins) | 12% |
| Better community education on waste management | 9% |
| Planting more trees for shade (energy costs) | 6% |
| Storm water management | 6% |
| Maintain native vegetation | 5% |
| Intellegent energy management | 4% |
| Energy costs | 4% |
| Dune management | 4% |
| Ocean and beach waste management | 4% |

**TAKEAWAY:** There is a strong positive correlation between wellbeing and perceptions of effective environmental management

## Q27 Environ effectively manage by Non-health related wellbeing proxy



**Non-health related wellbeing proxy**

Legend:
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

| | Very low wellbeing | Low wellbeing | Medium wellbeing | High wellbeing | Very high wellbeing |
|---|---|---|---|---|---|
| Strongly disagree | 9% | 10% | 4% | 3% | 2% |
| Disagree | 35% | 16% | 12% | 9% | 6% |
| Neutral | 43% | 51% | 48% | 35% | 26% |
| Agree | 13% | 19% | 35% | 48% | 45% |
| Strongly agree | | 3% | 1% | 4% | 21% |

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Our key stakeholders for the environment want us to:<br>• limit or better manage the impact industry is having on our natural environment, and on residents health and wellbeing through pollution;<br>• Make better us of our existing green spaces and environmental assets (wetlands, beach, dunes) through not over developing PAE with high density housing and new buildings, waste management, and community education; and<br>• Prioritise the creation of new useable green spaces for the community, and help to manage energy costs and combat climate change,<br>Key questions:<br>• What is Council's role in terms of advocacy on behalf of reisdents:industry?<br>• How does development services interact with our environmental indicators/targets?<br>• How do we prioritise City Plan 2030 outcomes when they conflict? i.e. environment and economy?<br>• How do we manage third party organisations when their goals oppose the City Plan 2030's objectives?<br>• How do we ensure that projects and plans are aligned to the City Plan and aware of/collaborating with the work of others within PAE? | • Business owners,<br>• Environmental asset users,<br>• Local environmental groups, | • City Development,<br>• Strategic planning and environment,<br>• Development services,<br>• Community and environmental health,<br>• Community Development |

# City Scorecard Findings:

# PLACEMAKING:

*A city where people love to be*

CITY OF
Port Adelaide Enfield

PLACEMAKING: *A city where people love to be*

A measure for community connection

TAKEAWAY: The central part of PAE reported the lowest wellbeing scores, with 1 in 4 in Parks reporting low or very low wellbeing
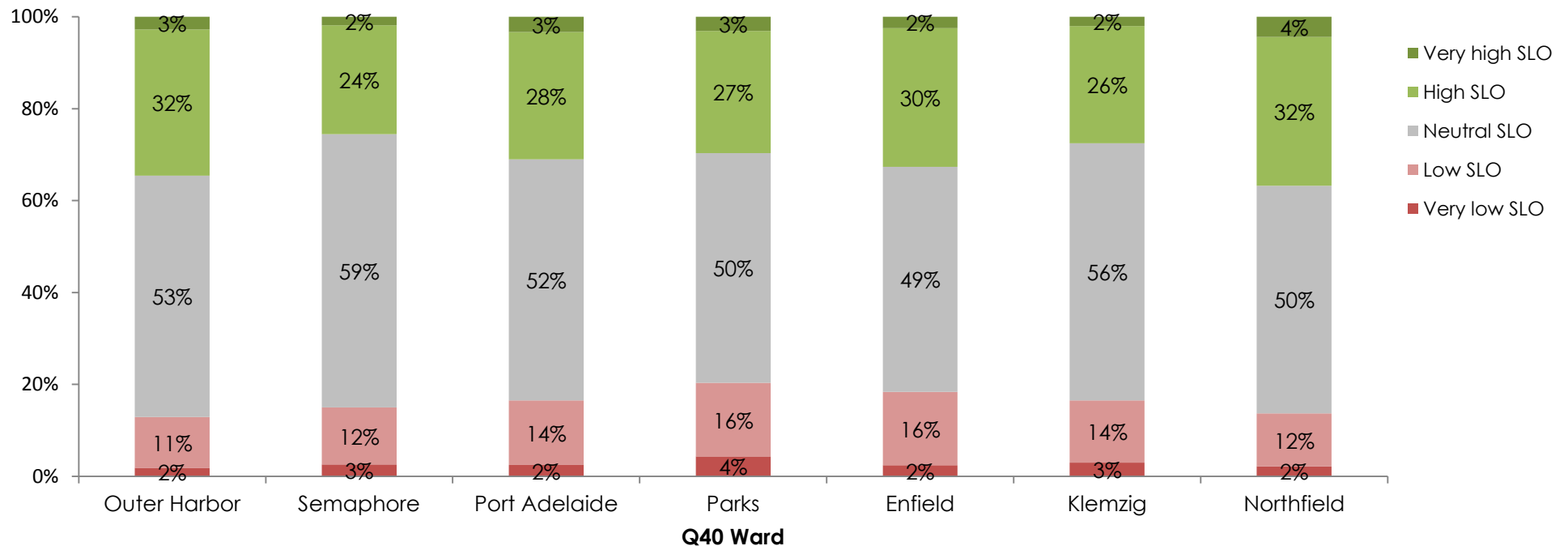
Legend:
- Very high wellbeing (n = 216)
- High wellbeing (n = 503)
- Medium wellbeing (n = 673)
- Low wellbeing (n = 136)
- Very low wellbeing (n = 38)

| | Outer Harbor (n = 202) | Semaphore (n = 243) | Port Adelaide (n = 199) | Parks (n = 153) | Enfield (n = 269) | Klemzig (n = 198) | Northfield (n = 302) |
|---|---|---|---|---|---|---|---|
| Very high | 15% | 24% | 14% | 10% | 9% | 13% | 11% |
| High | 33% | 38% | 40% | 24% | 26% | 32% | 31% |
| Medium | 45% | 33% | 38% | 41% | 48% | 47% | 47% |
| Low | 6% | 4% | 9% | 17% | 13% | 4% | 10% |
| Very low | | | | 8% | 4% | 4% | |

2017 Community Indicators Survey

CITY OF Port Adelaide Enfield
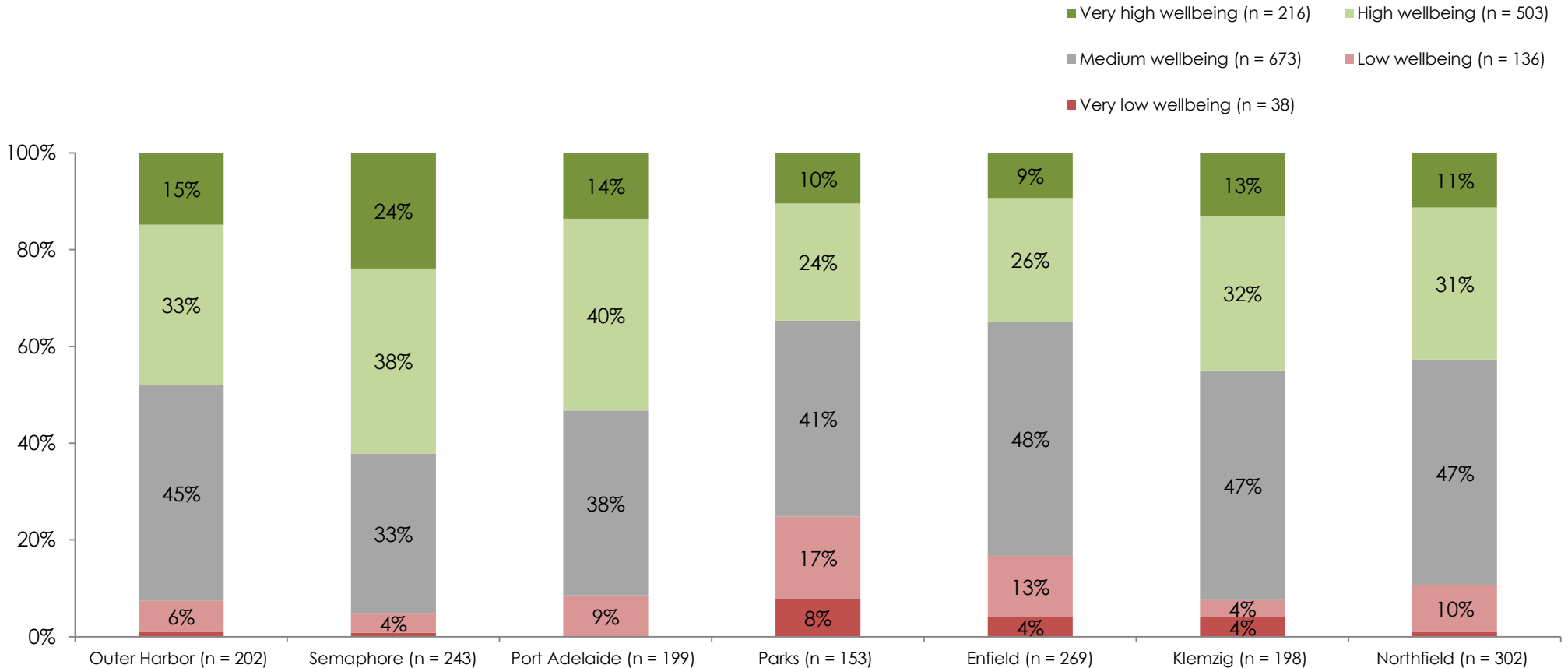
**PLACEMAKING:** *A city where people love to be*

A measure for our reputation

**TAKEAWAY:** There is a strong correlation between wellbeing and SLO scores.

## SLO Proxy score by Q40 Ward

| Ward | Very high SLO | High SLO | Neutral SLO | Low SLO | Very low SLO |
|------|---------------|----------|-------------|---------|--------------|
| Outer Harbor | 3% | 32% | 53% | 11% | 2% |
| Semaphore | 2% | 24% | 59% | 12% | 3% |
| Port Adelaide | 3% | 28% | 52% | 14% | 2% |
| Parks | 3% | 27% | 50% | 16% | 4% |
| Enfield | 2% | 30% | 49% | 16% | 2% |
| Klemzig | 2% | 26% | 56% | 14% | 3% |
| Northfield | 4% | 32% | 50% | 12% | 2% |

**Q40 Ward**

Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

2017 Community Indicators Survey

City of Port Adelaide Enfield

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



DETRACTORS · PASSIVES · PROMOTERS

0 1 2 3 4 5 6 · 7 8 · 9 10

% PROMOTERS minus % DETRACTORS = **NPS** SCORE
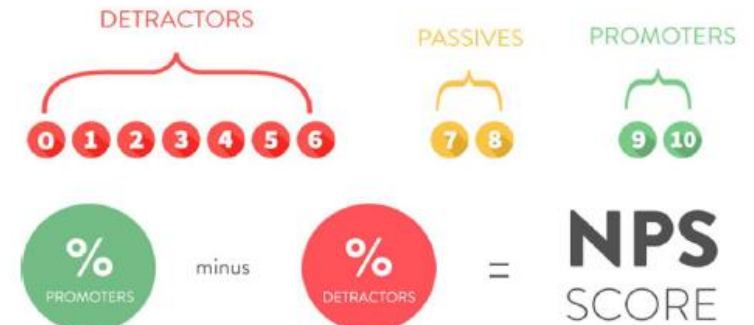
## 2016

**Q.** Would you recommend living in the City of Port Adelaide Enfield to others?

1 – Yes, 2 – No, 3 – Don't Know

**1 – (2+3) = NPS SCORE**

# PLACEMAKING: *A city where people love to be*

city net promoter score

2016 **+70**

2017 **+25**

**TAKEAWAY:** Very low wellbeing equates to negative attitudes towards the places where people live

**sample organisations**

TARGET **+28**  TESLA **+97**  nab **-10**  Apple **+47**

| | Very low wellbeing | Low wellbeing | Medium wellbeing | High wellbeing | Very high wellbeing |
|---|---|---|---|---|---|
| | -54 | -32 | 7 | 43 | 73 |

City of Port Adelaide Enfield
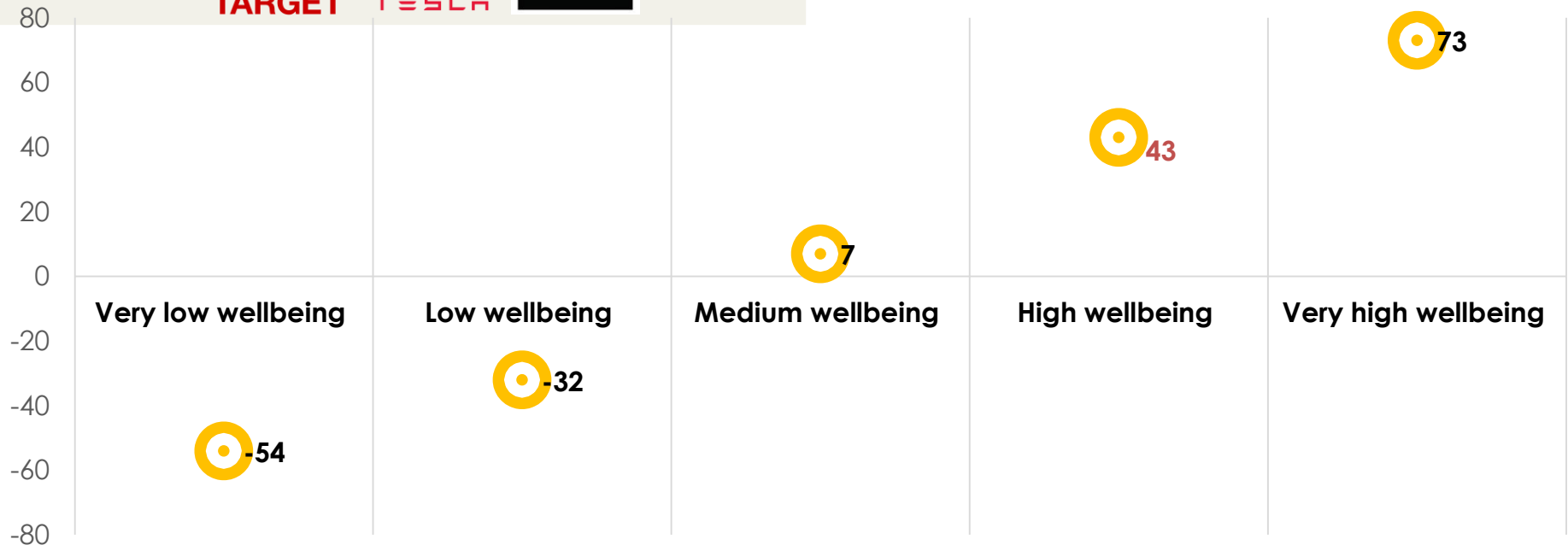
# PLACEMAKING: *A city where people love to be*

city net promoter score

2016 **+70**

2017 **+25**

**TAKEAWAY:** To have a majority of residents feeling advocating for our City we need to achieve a high SLO

**sample organisations**

TARGET **+28**  TESLA **+97**  nab **-10**  Apple **+47**

| | | | | |
|---|---|---|---|---|
| | | | | 61 |
| | | | 37 | |
| | | 5 | | |
| Very low SLO | Low SLO | Neutral SLO | High SLO | Very high SLO |
| | -28 | | | |
| -47 | | | | |

City of Port Adelaide Enfield

# PLACEMAKING: *A city where people love to be*
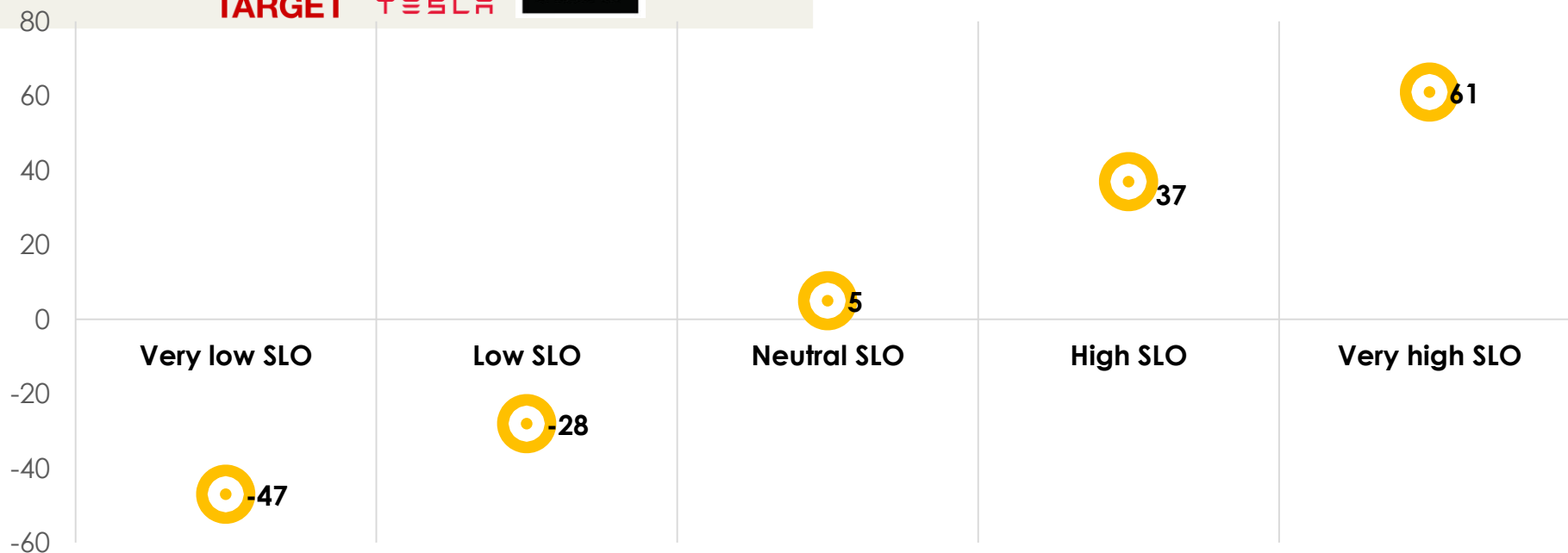
| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| • Connection to and positive attitudes towards place and connected to basic wellbeing needs being met and a sense of trust towards Council and an understanding and valuing of the work that we do.<br><br>Key questions:<br><br>• How do we identify priority placemaking activities with wellbeing and reputational indicators in mind?<br>• Can we measure the positive impact placemaking activities and events have on communities?<br>• What about activities owned by others? | • Low wellbeing scorers, other placemaking and event organisers impacting our residents | • Placemaking, events, and community engagement,<br>• Environmental health,<br>• City development<br>• Community development |

# PLACEMAKING: *A city where people love to be*

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

2016 **4.1**    2017 **3.8**
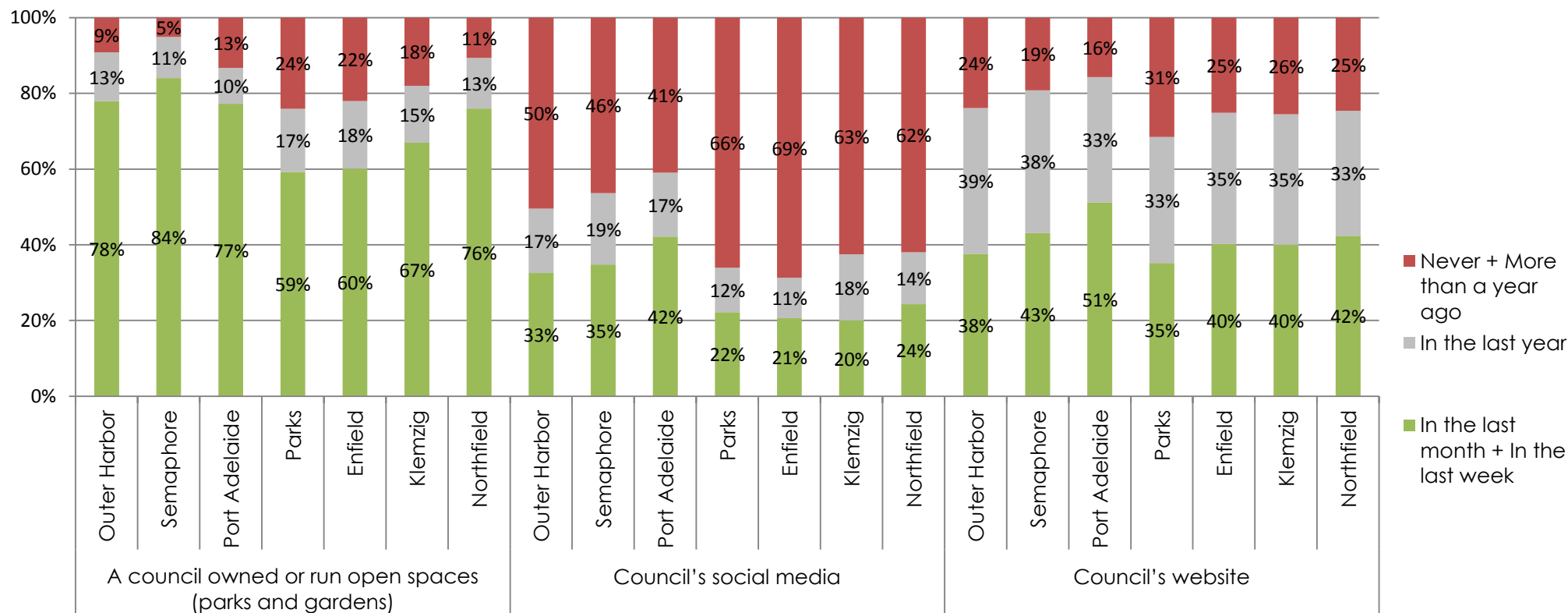
**TAKEAWAY:** Access to places and services is closely related to proximity of Council buildings

| Location | Score |
|----------|-------|
| Outer Harbor | 3.8 |
| Semaphore | 3.9 |
| Port Adelaide | 4.0 |
| Parks | 3.7 |
| Enfield | 3.8 |
| Klemzig | 3.8 |
| Northfield | 3.9 |

CITY OF Port Adelaide Enfield
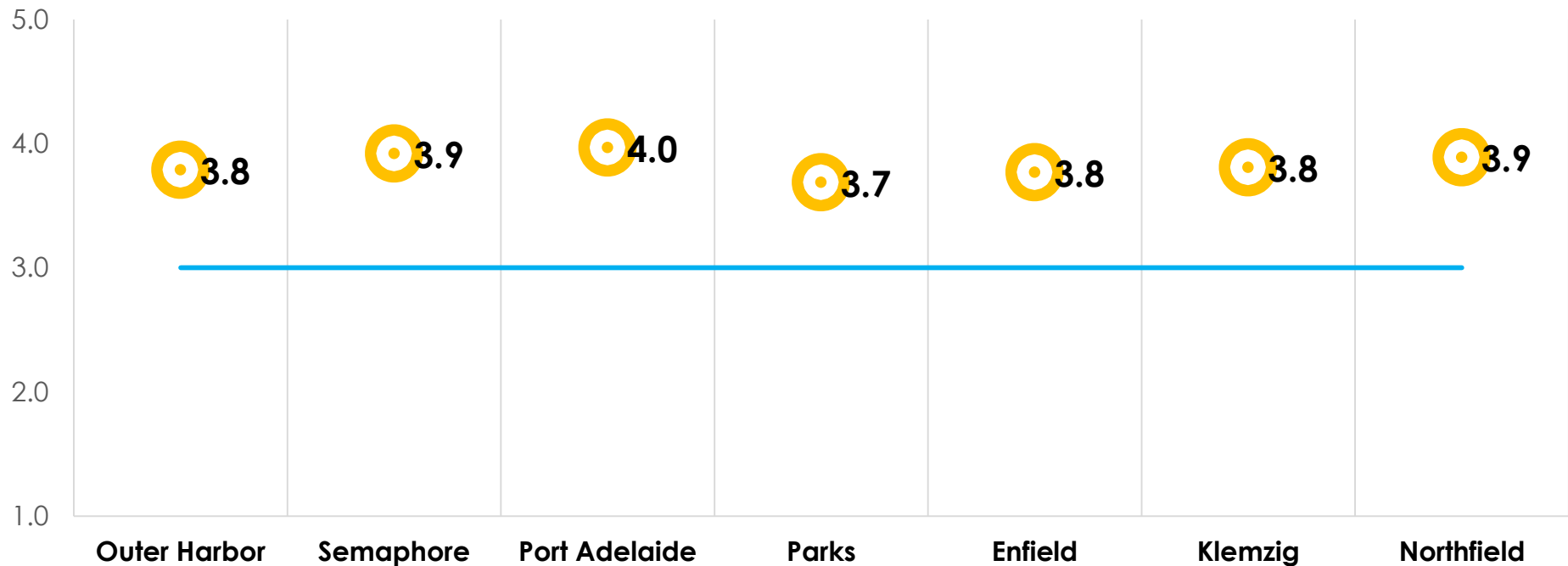
**PLACEMAKING:** *A city where people love to be*
proportion who say they can easily access places and services across the city

2016 **4.1**   2017 **3.8**

**TAKEAWAY:** Access to places and services is closely related to proximity of Council buildings

## Proportion who say they can easily access places and services across the city by Ward
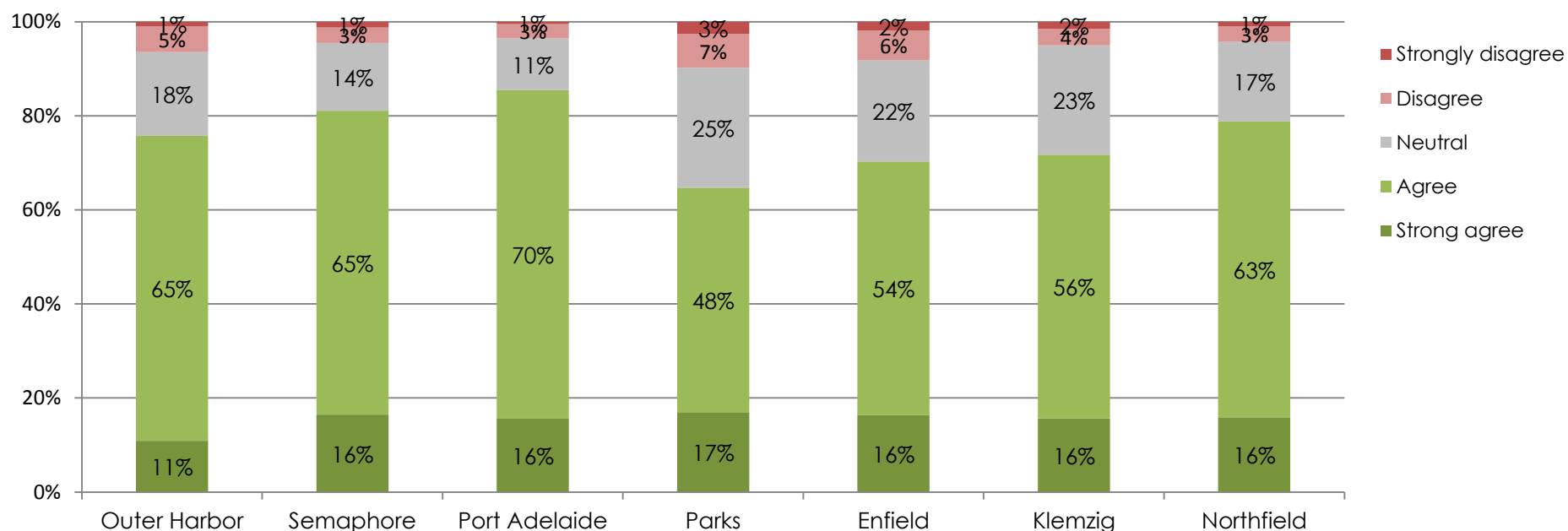
| Ward | Strong agree | Agree | Neutral | Disagree | Strongly disagree |
|------|------|------|------|------|------|
| Outer Harbor | 11% | 65% | 18% | 5% | 1% |
| Semaphore | 16% | 65% | 14% | 3% | 1% |
| Port Adelaide | 16% | 70% | 11% | 3% | 1% |
| Parks | 17% | 48% | 25% | 7% | 3% |
| Enfield | 16% | 54% | 22% | 6% | 2% |
| Klemzig | 16% | 56% | 23% | 4% | 2% |
| Northfield | 16% | 63% | 17% | 3% | 1% |

**PLACEMAKING:** *A city where people love to be*

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

2016 **4.1**   2017 **3.8**

**TAKEAWAY:** Council halls for hire attract the least use from residents across all wards.

Chart categories:
- Your local library
- Your local community centre
- Council offices (Port Adelaide, Enfield or Greenacres)
- Council managed hall for hire

Wards (each group): Outer Harbor, Semaphore, Port Adelaide, Parks, Enfield, Klemzig, Northfield

Legend:
- Never + More than a year ago
- In the last year
- In the last month + In the last week

**Your local library**

| Ward | Never + More than a year ago | In the last year | In the last month + In the last week |
|---|---|---|---|
| Outer Harbor | 62% | 15% | 23% |
| Semaphore | 38% | 20% | 43% |
| Port Adelaide | 48% | 16% | 36% |
| Parks | 65% | 12% | 22% |
| Enfield | 44% | 21% | 35% |
| Klemzig | 45% | 25% | 31% |
| Northfield | 46% | 21% | 33% |

**Your local community centre**

| Ward | Never + More than a year ago | In the last year | In the last month + In the last week |
|---|---|---|---|
| Outer Harbor | 75% | 17% | 9% |
| Semaphore | 75% | 16% | 9% |
| Port Adelaide | 76% | 15% | 9% |
| Parks | 75% | 14% | 10% |
| Enfield | 74% | 10% | 16% |
| Klemzig | 78% | 12% | 11% |
| Northfield | 71% | 14% | 15% |

**Council offices (Port Adelaide, Enfield or Greenacres)**

| Ward | Never + More than a year ago | In the last year | In the last month + In the last week |
|---|---|---|---|
| Outer Harbor | 50% | 34% | 16% |
| Semaphore | 46% | 35% | 19% |
| Port Adelaide | 41% | 36% | 24% |
| Parks | 62% | 27% | 10% |
| Enfield | 54% | 25% | 20% |
| Klemzig | 57% | 27% | 16% |
| Northfield | 58% | 24% | 18% |

**Council managed hall for hire**

| Ward | Never + More than a year ago | In the last year | In the last month + In the last week |
|---|---|---|---|
| Outer Harbor | 87% | 7% | 6% |
| Semaphore | 85% | 7% | 8% |
| Port Adelaide | 85% | 12% | 4% |
| Parks | 90% | 5% | 6% |
| Enfield | 92% | 4% | 3% |
| Klemzig | 89% | 6% | 5% |
| Northfield | 85% | 7% | 8% |

CITY OF Port Adelaide Enfield

**PLACEMAKING:** *A city where people love to be*

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

2016 **4.1**    2017 **3.8**

**TAKEAWAY:** More than ¾ of residents are using our open spaces, this could represent an untapped resource for communication

Legend:
- Never + More than a year ago
- In the last year
- In the last month + In the last week

**A council owned or run open spaces (parks and gardens)**

| Category | Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
|---|---|---|---|---|---|---|---|
| Never + More than a year ago | 9% | 5% | 13% | 24% | 22% | 18% | 11% |
| In the last year | 13% | 11% | 10% | 17% | 18% | 15% | 13% |
| In the last month + last week | 78% | 84% | 77% | 59% | 60% | 67% | 76% |

**Council's social media**

| Category | Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
|---|---|---|---|---|---|---|---|
| Never + More than a year ago | 50% | 46% | 41% | 66% | 69% | 63% | 62% |
| In the last year | 17% | 19% | 17% | 12% | 11% | 18% | 14% |
| In the last month + last week | 33% | 35% | 42% | 22% | 21% | 20% | 24% |

**Council's website**

| Category | Outer Harbor | Semaphore | Port Adelaide | Parks | Enfield | Klemzig | Northfield |
|---|---|---|---|---|---|---|---|
| Never + More than a year ago | 24% | 19% | 16% | 31% | 25% | 26% | 25% |
| In the last year | 39% | 38% | 33% | 33% | 35% | 35% | 33% |
| In the last month + last week | 38% | 43% | 51% | 35% | 40% | 40% | 42% |

**2017 Community Indicators Survey**

# PLACEMAKING: *A city where people love to be*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Geographic proximity to services is closely related to their use by residents. Visibility of what we do (branding, marketing) will be critical to building our social licence.<br><br>Key questions:<br><br>What policies and practices impact our ability to use parks and gardens for communication/marketing of council services?<br><br>How do we consider other languages for signage and potential communication opportunities in our open spaces, and buildings? | • All residents | • City assets<br>• Communications and marketing<br>• Placemaking |

# PLACEMAKING: *A city where people love to be*

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

2016 **57%**　2017 **62%**

## TAKEAWAY: The closer to the Port residents are the more arts and culture they feel engaged with

**Age Groups**

| Age | % |
|---|---|
| 85 + | 47% |
| 70 - 84 | 52% |
| 60 - 69 | 63% |
| 50 - 59 | 67% |
| 34 - 49 | 64% |
| 25 - 34 | 59% |
| 18-24 (under) | 66% |
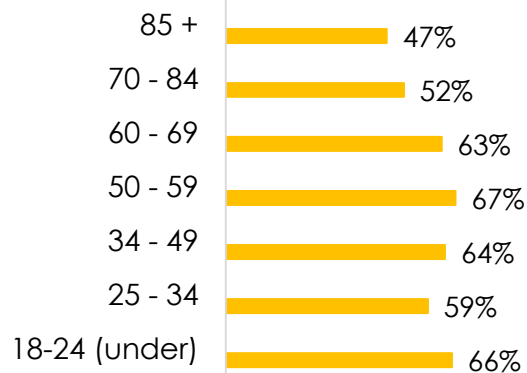
The main barriers to participation were time, and knowledge of what was happening, and a lack of relevance of activities for some groups (non-English speaking, young males, working age residents without children) as well as a perceived under-servicing of the Eastern part of the city
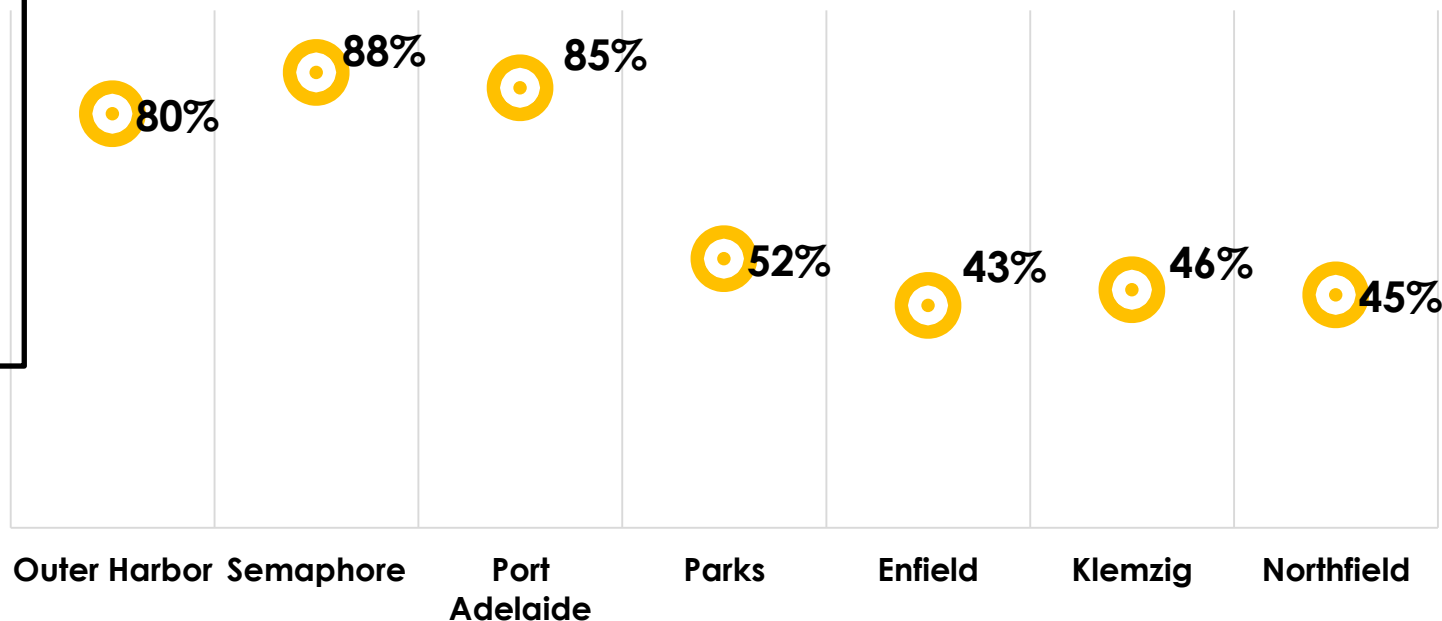
Outer Harbor **80%**　Semaphore **88%**　Port Adelaide **85%**　Parks **52%**　Enfield **43%**　Klemzig **46%**　Northfield **45%**

City of Port Adelaide Enfield

**PLACEMAKING:** *A city where people love to be*
proportion who feel they had an opportunity to participate/
experience local arts and cultural activities

2016
**57%**

2017
**62%**

**TAKEAWAY:** The closer to the Port residents are the more arts and culture they feel engaged with

## Is there a public space in your neighbourhood you feel proud of? by Ward
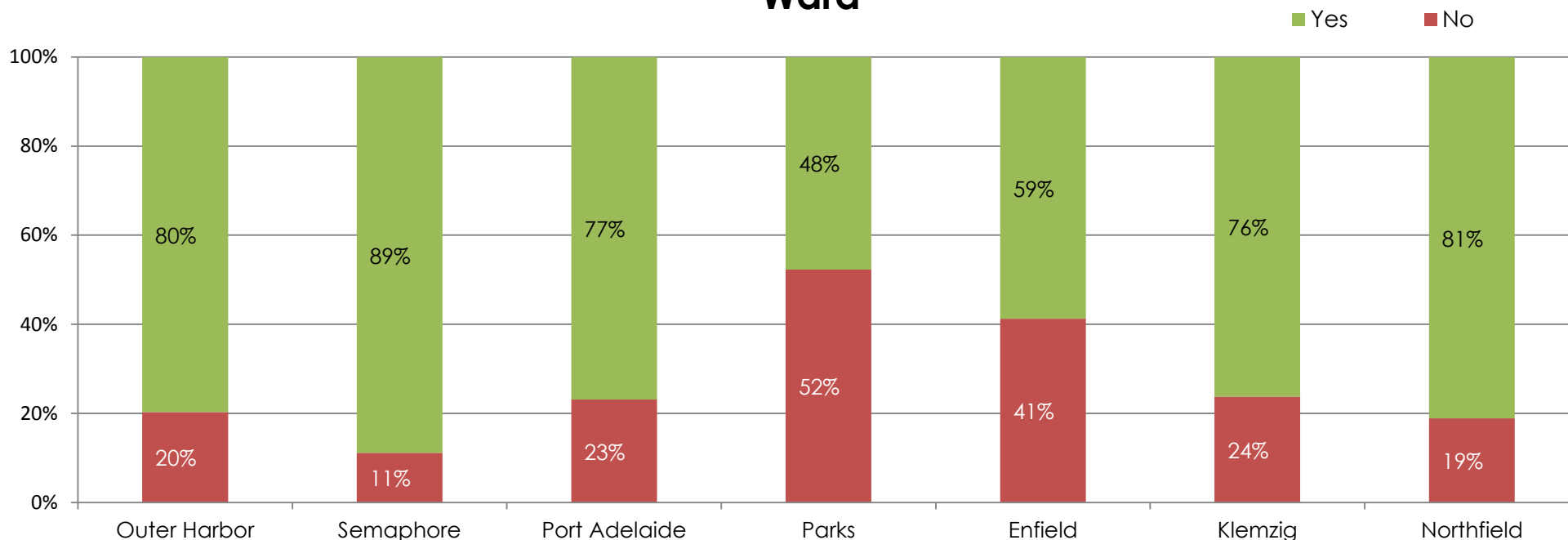
■ Yes  ■ No

| Ward | Yes | No |
|------|-----|-----|
| Outer Harbor | 80% | 20% |
| Semaphore | 89% | 11% |
| Port Adelaide | 77% | 23% |
| Parks | 48% | 52% |
| Enfield | 59% | 41% |
| Klemzig | 76% | 24% |
| Northfield | 81% | 19% |

# PLACEMAKING: *A city where people love to be*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| The closer to the Port residents are the more arts and culture they feel engaged with.<br><br>Key questions:<br><br>How do we prioritise arts and events locations and budget allocation?<br>Are there opportunities to partner with others who can deliver these services? | • Eastern residents | • Placemaking,<br>• City Development,<br>• Community Deveopment |

City of Port Adelaide Enfield

# PLACEMAKING: *A city where people love to be*

How do the community relate to place?

**TAKEAWAY:** 18% of the community define their community as the place where they live.

## Please briefly describe any communities you feel part of…
### (n = 1516)
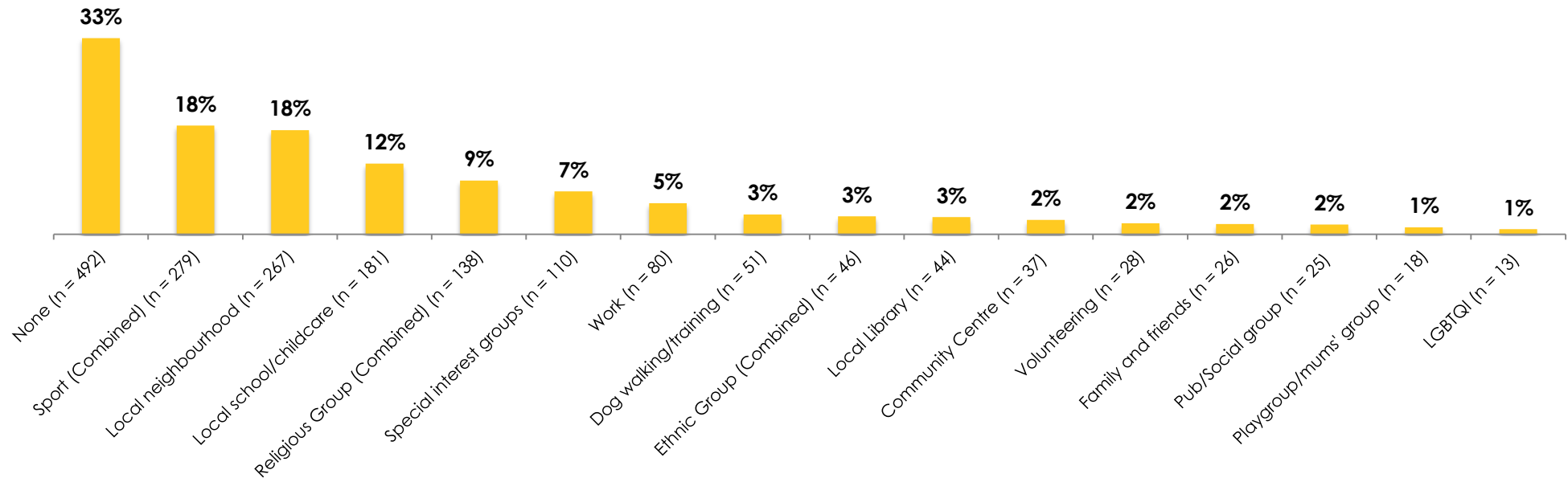


| Category | Percentage |
|---|---|
| None (n = 492) | 33% |
| Sport (Combined) (n = 279) | 18% |
| Local neighbourhood (n = 267) | 18% |
| Local school/childcare (n = 181) | 12% |
| Religious Group (Combined) (n = 138) | 9% |
| Special interest groups (n = 110) | 7% |
| Work (n = 80) | 5% |
| Dog walking/training (n = 51) | 3% |
| Ethnic Group (Combined) (n = 46) | 3% |
| Local Library (n = 44) | 3% |
| Community Centre (n = 37) | 2% |
| Volunteering (n = 28) | 2% |
| Family and friends (n = 26) | 2% |
| Pub/Social group (n = 25) | 2% |
| Playgroup/mums' group (n = 18) | 1% |
| LGBTQI (n = 13) | 1% |

City of Port Adelaide Enfield
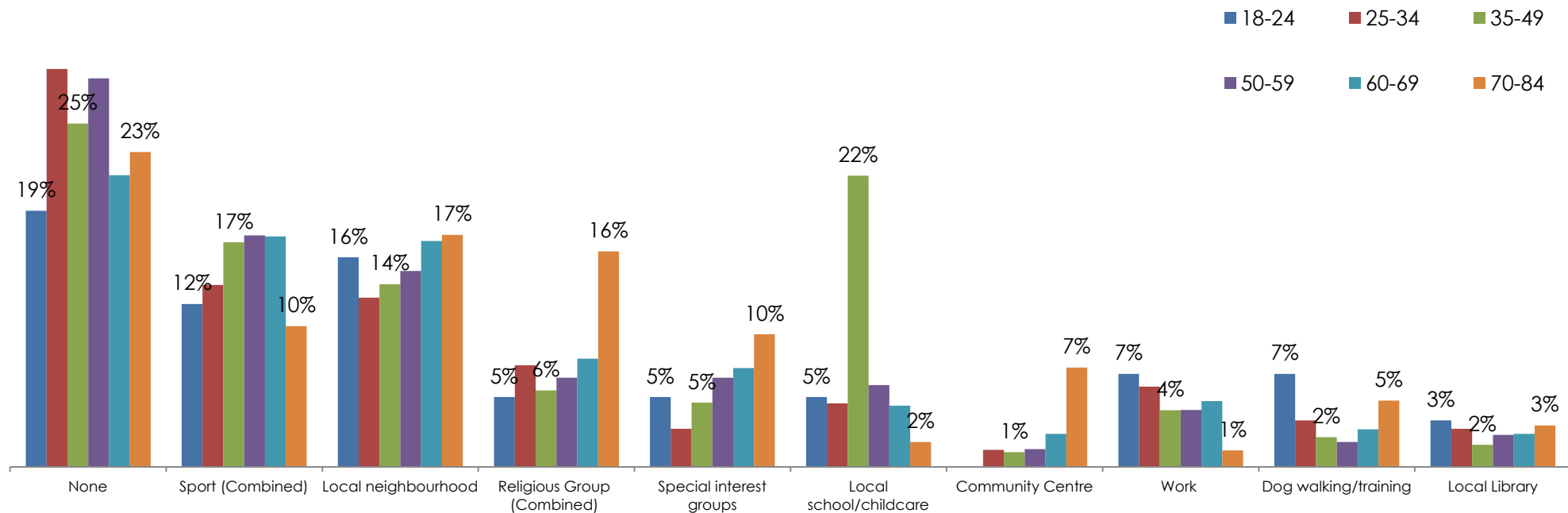
# PLACEMAKING: *A city where people love to be*

## How do the community relate to place?

**TAKEAWAY:** And offers some of the highest wellbeing implications for residents

Chart legend:
- ■ Very high wellbeing
- ■ High wellbeing
- ■ Neutral wellbeing
- ■ Low wellbeing
- ■ Very low wellbeing

| Category | Very low | Low | Neutral | High | Very high |
|---|---|---|---|---|---|
| Community Centre (n = 37) | | | 24% | 62% | 14% |
| Local neighbourhood (n = 267) | | | 27% | 65% | 7% |
| Pub/Social group (n = 25) | 4% | | 24% | 64% | 4% |
| Volunteering (n = 28) | 7% | | 25% | 64% | 4% |
| Local Library (n = 44) | 2% | | 32% | 57% | 9% |
| Special interest groups (n = 110) | 5% | | 27% | 58% | 6% |
| Dog walking/training (n = 51) | 10% | | 29% | 59% | 2% |
| Local school/childcare (n = 181) | 2% | | 36% | 59% | 2% |
| Sport (Combined) (n = 279) | 7% | | 35% | 52% | 6% |
| Religious Group (Combined) (n = 138) | 5% | | 37% | 52% | 4% |
| Family and friends (n = 26) | 15% | | 31% | 54% | |
| Work (n = 80) | 9% | | 38% | 48% | 5% |
| Ethnic Group (Combined) (n = 46) | 7% | | 43% | 46% | 2% |
| None (n = 492) | 6% | 15% | 57% | 21% | 1% |

City of Port Adelaide Enfield

# PLACEMAKING: *A city where people love to be*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Defining community base don where you live has implications and is implicated by overall wellbeing.<br>Therefore prioritising wellbeing issues to enhance places is critical when considering placemaking priorities. Understanding what place means to people and why through effective engagement will be vital.<br><br>Key questions:<br><br>• Do we consider basic wellbeing issues when planning placemaking arts and events?<br>• What would help to facilitate these considerations from an engagement perspective? | • PAE | • Placemaking<br>• Community development,<br>• City Assets |

**LEADERSHIP:** *A city confident in its leaders*

proportion who say council delivers value for the rate dollar

2016
**3.1**

2017
**3.2**

**TAKEAWAY:** There are only slight variations between wards, Parks reported the lowest perceptions of value

| | | |
|---|---|---|
| 5.0 | | |
| 4.0 | | |
| 3.0 | | |
| 2.0 | | |
| 1.0 | | |

Outer Harbor **3.2**  Semaphore **3.2**  Port Adelaide **3.3**  Parks **2.9**  Enfield **3.1**  Klemzig **3.2**  Northfield **3.3**

**LEADERSHIP:** *A city confident in its leaders*

proportion who say council delivers value for the rate dollar

2016 **3.1**  2017 **3.2**

**TAKEAWAY:** For every ward except Port Adelaide 1 in 5 people do not feel we provide value for the rate dollar

## Council provides value for the rate dollar By Q40 Ward
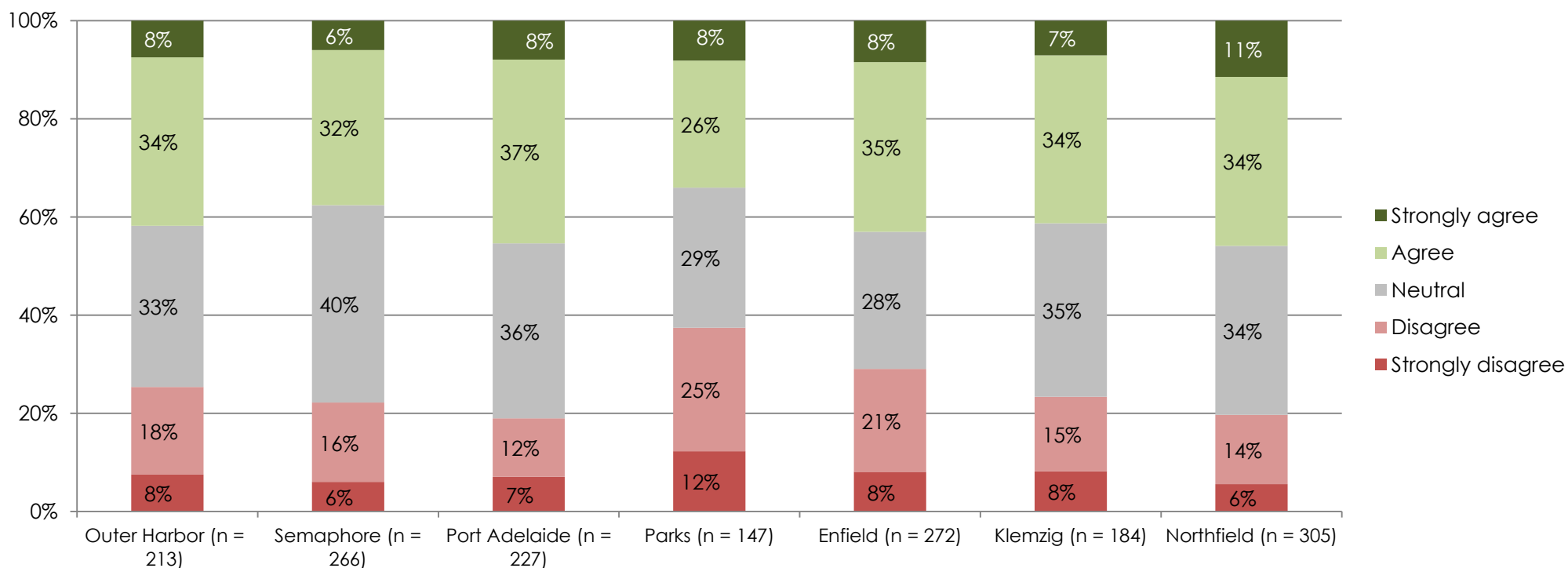
| Ward | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|------|------|------|------|------|------|
| Outer Harbor (n = 213) | 8% | 18% | 33% | 34% | 8% |
| Semaphore (n = 266) | 6% | 16% | 40% | 32% | 6% |
| Port Adelaide (n = 227) | 7% | 12% | 36% | 37% | 8% |
| Parks (n = 147) | 12% | 25% | 29% | 26% | 8% |
| Enfield (n = 272) | 8% | 21% | 28% | 35% | 8% |
| Klemzig (n = 184) | 8% | 15% | 35% | 34% | 7% |
| Northfield (n = 305) | 6% | 14% | 34% | 34% | 11% |

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

City of Port Adelaide Enfield
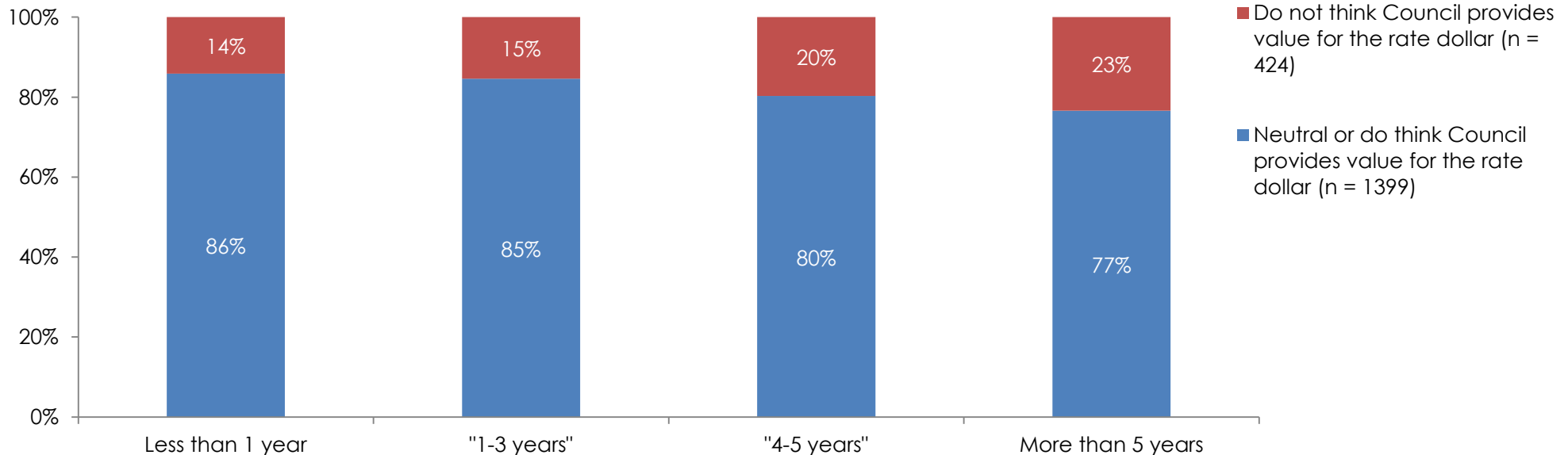
**LEADERSHIP:** *A city confident in its leaders*

proportion who say council delivers value for the rate dollar

2016
**3.1**

2017
**3.2**

**TAKEAWAY:** There is a strong correlation between feeling engaged and perceptions of value for the rate dollar, particularly among business owners

## Q5 Agreement by proportion who say Council delivers value for the rate dollar



Legend:
- Agree strongly
- Agree
- Neutral
- Disagree
- Disagree strongly

**Council engages with business adequately (n = 159)**

Neutral or do think Council provides value for the rate dollar: 83%, 88%, 77%, 41%, 20%

Do not think Council provides value for the rate dollar: 17%, 13%, 23%, 59%, 80%

**Council engages with relevant organisations adequately (n = 159)**

Neutral or do think Council provides value for the rate dollar: 95%, 88%, 67%, 33%, 14%

Do not think Council provides value for the rate dollar: 5%, 12%, 33%, 67%, 86%

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| A lack of feeling engaged adds to perceptions of not perceiving value for the rate dollar.<br><br>The longer someone is in the Council the more likely it is that Council will do something which they disagree with, at this point how engaged you feel becomes more important and more destructive to Council's reputation.<br><br>Ensuring all interactions with Council are positive or as well managed as possible is critical to not damaging trust in the first place.<br><br>Key questions:<br><br>How do we track and evaluate customer experience.<br>Do we keep and refer back to records of customer interaction when dealing with customers/stakeholders?<br>How do we make sure we close the loop and maintain ongoing rather than transactional relationships? | • Customers, all project stakeholders/rate payers. | • All,<br>• Communications,<br>• Corporate services |

## Proportion who say council delivers value for the rate dollar By proportion who say the city's heritage is effectively managed



| | |
|---|---|
| 5.0 | |
| 4.0 | |
| 3.0 | |
| 2.0 | |
| 1.0 | |

- 4.07 — Strongly agree that the city's heritage is effectively managed
- 4.80 — Agree
- 3.53 — Neutral
- 1.45 — Disagree
- 1.15 — Disagree strongly that the city's heritage is effectively managed

City of Port Adelaide Enfield

**LEADERSHIP:** *A city confident in its leaders*

proportion who say council delivers value for the rate dollar

2016
**3.1**

2017
**3.2**

## Proportion who say council delivers value for the rate dollar By proportion who say the city's natural environment is effectively managed



- 3.91 — Strongly agree that the city's natural envirnment is effectively managed
- 3.42 — Agree
- 3.24 — Neutral
- 2.75 — Disagree
- 2.55 — Disagree strongly that the city's natural envirnment is effectively managed
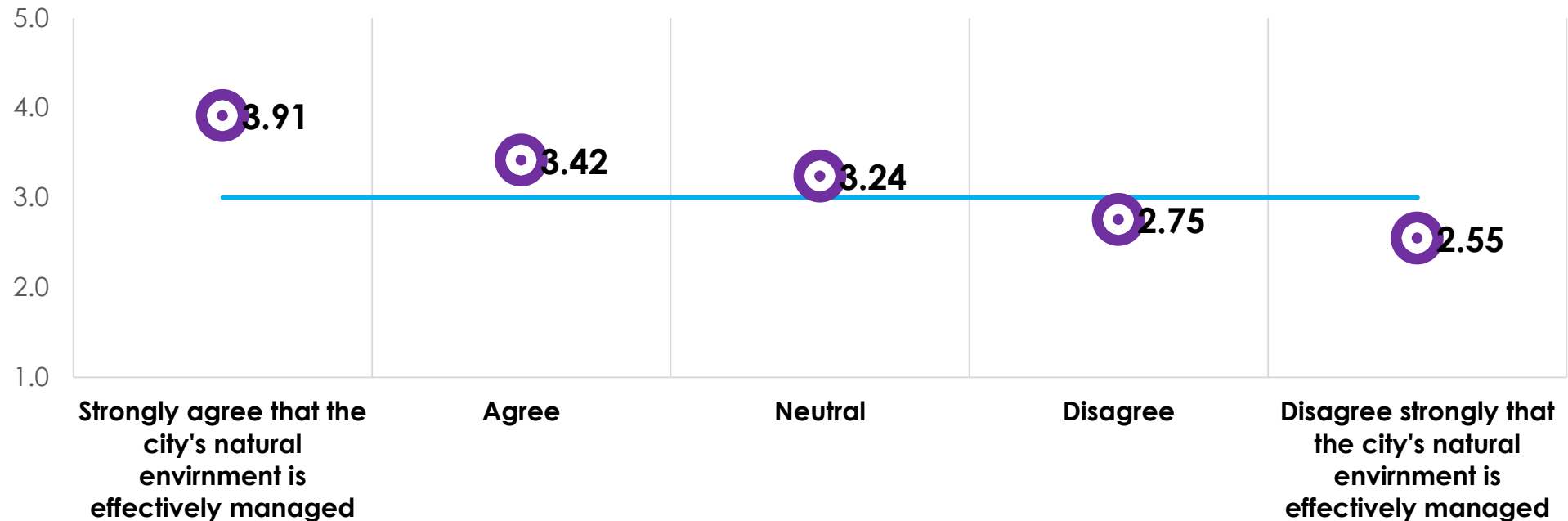
**TAKEAWAY:** Those who do not think Council provides value have lower wellbeing outcomes than the average PAE resident

1. I feel part of my community
2. I can easily join in community activities that are relevant to me
3. I can make a valuable contribution to my community
4. My neighbours are friendly and willing to help others
5. I can easily access places and services in the Council area
6. I feel safe in my neighborhood
7. I can get help from my neighbours when needed
8. I talk to my neighbours more than once a week

**Proportion who say Council provdes value for the rate dollar by Non-health related wellbeing proxy**



Legend:
- Do not think Council provides value for the rate dollar (n = 424)
- Do think Council provides value for the rate dollar (n = 706)

| Wellbeing proxy | Do not think Council provides value | Do think Council provides value |
|---|---|---|
| Very low wellbeing | 2% | 0% |
| Low wellbeing | 20% | 4% |
| Medium wellbeing | 51% | 36% |
| High wellbeing | 26% | 52% |
| Very high wellbeing | 1% | 8% |

City of Port Adelaide Enfield

# LEADERSHIP: *A city confident in its leaders*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Council's reputation is correlated to the health and wellbeing of residents.<br><br>The worse residents perceive their health and wellbeing to be the more let down by Council they feel.<br><br>To protect and build Council's reputation therefore investment in health and wellbeing outcomes would be beneficial although difficult to directly measure the in terms of perception.<br><br>Targeting sections of community with the lowest health, and wellbeing outcomes would likely maximise the reputational gains for Council, or at least minimise negative perceptions.<br><br>**Key questions**: How we identify and engage those with the lowest health and wellbeing outcomes?<br>How do we connect these groups with Community Centres, Libraries, their geographic location, community groups.<br>What is our role in and approach to facilitating residents to find information and connect with relevant groups (especially non-Council run groups/programs). | • Enfield, Parks, and Kilburn residents,<br>• Disabled, isolated residents, non-English speaking residents,<br>• unemployed residents. | • Community Development<br>• Community Health and Wellbeing<br>• City Development<br>• Libraries and Community Centres |

City of Port Adelaide Enfield

**TAKEAWAY: Perceptions of value for the rate dollar are impacted by the relationship our community has with us**

## SLO proxy score By Proportion who say Council delivers value for the rate dollar
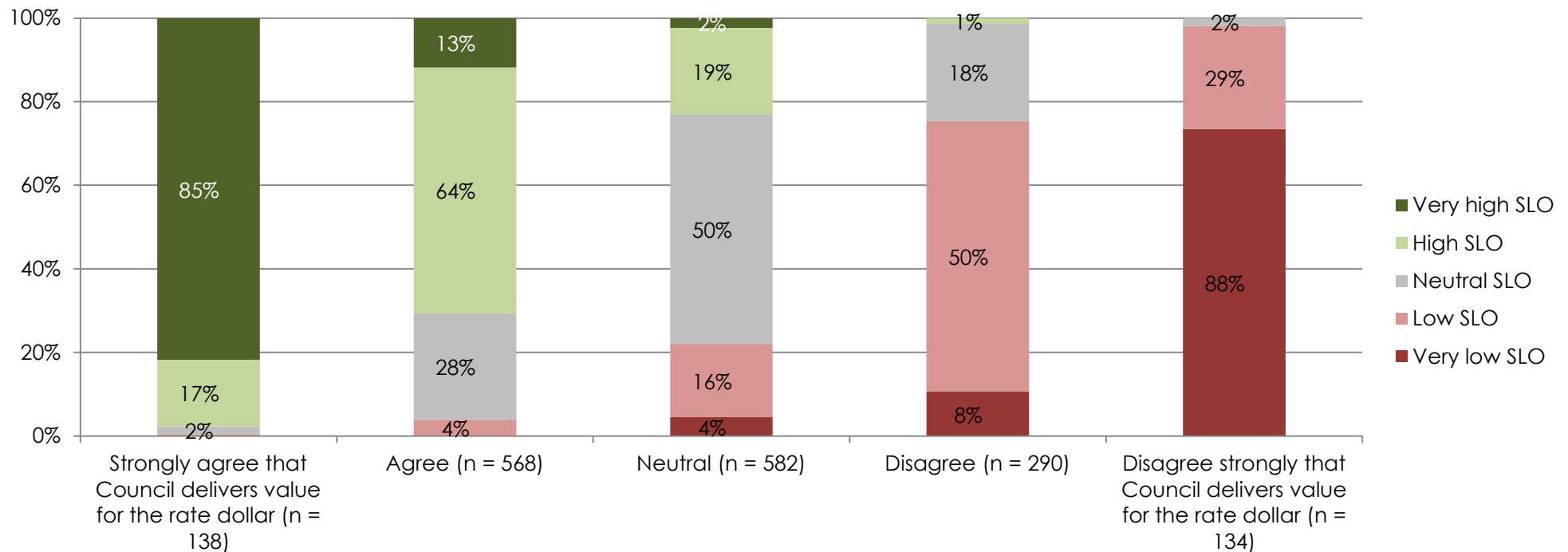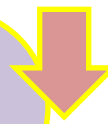


- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

**LEADERSHIP:** *A city confident in its leaders*

Social licence to operate – a measure for our reputation

2016 **3.1**   2017 **3.0**

**TAKEAWAY:** As with value for the rate dollar our reputation declines over time for residents

## Q8 Time lived by SLO proxy score
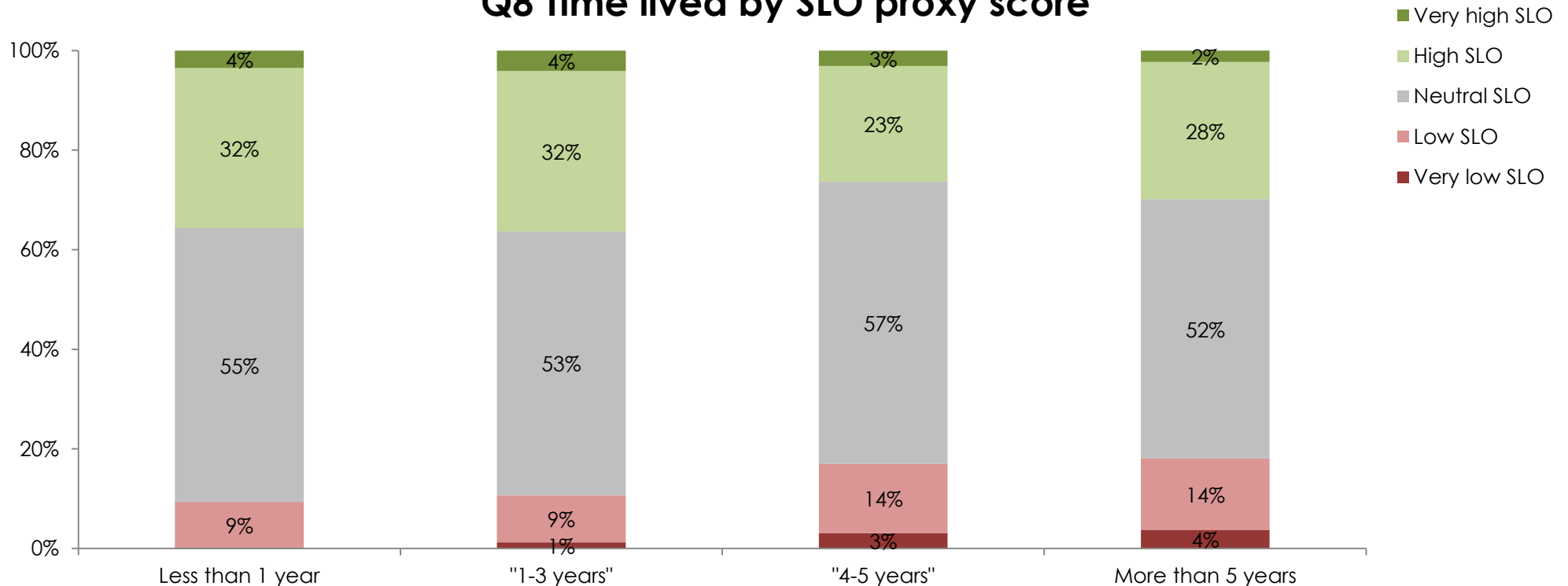
Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

| | Less than 1 year | "1-3 years" | "4-5 years" | More than 5 years |
|---|---|---|---|---|
| Very high SLO | 4% | 4% | 3% | 2% |
| High SLO | 32% | 32% | 23% | 28% |
| Neutral SLO | 55% | 53% | 57% | 52% |
| Low SLO | 9% | 9% | 14% | 14% |
| Very low SLO | | 1% | 3% | 4% |

**LEADERSHIP:** *A city confident in its leaders*

Social licence to operate – a measure for our reputation

2016
**3.1**

2017
**3.0**

**TAKEAWAY:** Business afford Council a far lower SLO than the average resident

## Q1 Relationship by SLO proxy score
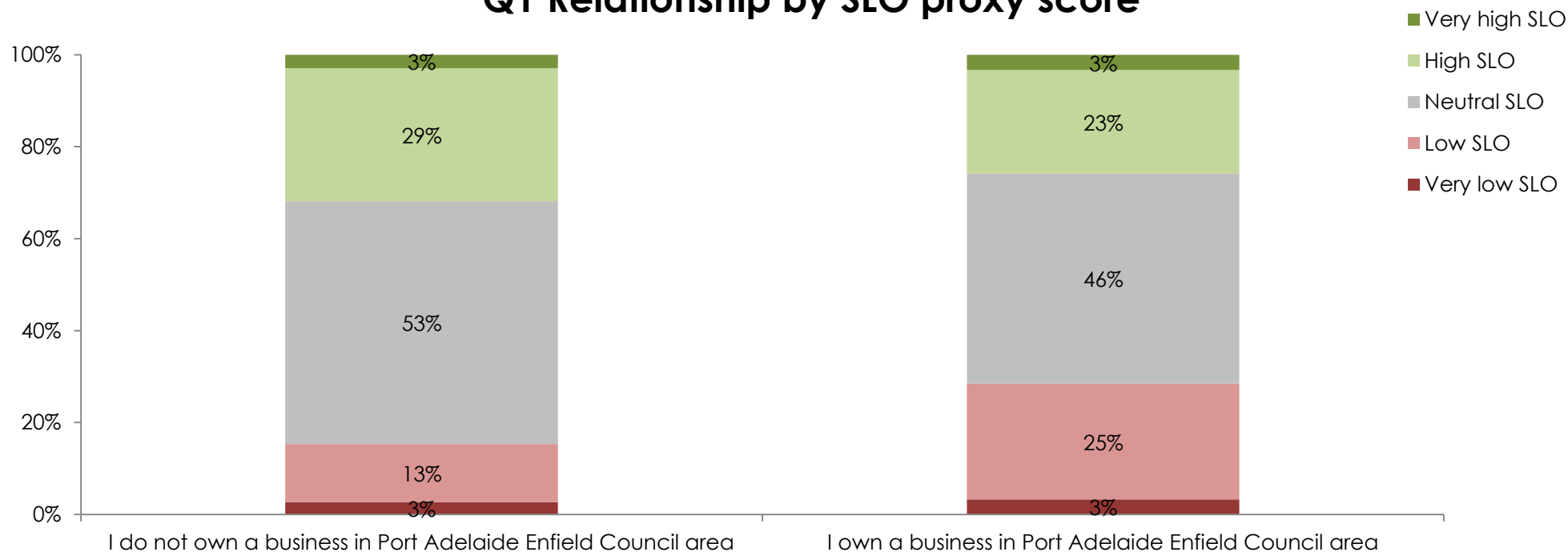
Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

**I do not own a business in Port Adelaide Enfield Council area**
- 3% (Very high SLO)
- 29% (High SLO)
- 53% (Neutral SLO)
- 13% (Low SLO)
- 3% (Very low SLO)

**I own a business in Port Adelaide Enfield Council area**
- 3% (Very high SLO)
- 23% (High SLO)
- 46% (Neutral SLO)
- 25% (Low SLO)
- 3% (Very low SLO)

**LEADERSHIP:** *A city confident in its leaders*

Social licence to operate – a measure for our reputation

2016
**3.1**

2017
**3.0**
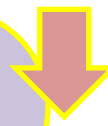
**TAKEAWAY:** Those who do not participate in arts and cultural activities are nearly twice as likely to perceive a poor relationship with Council

## Q30 participate arts-cultural by SLO proxy score
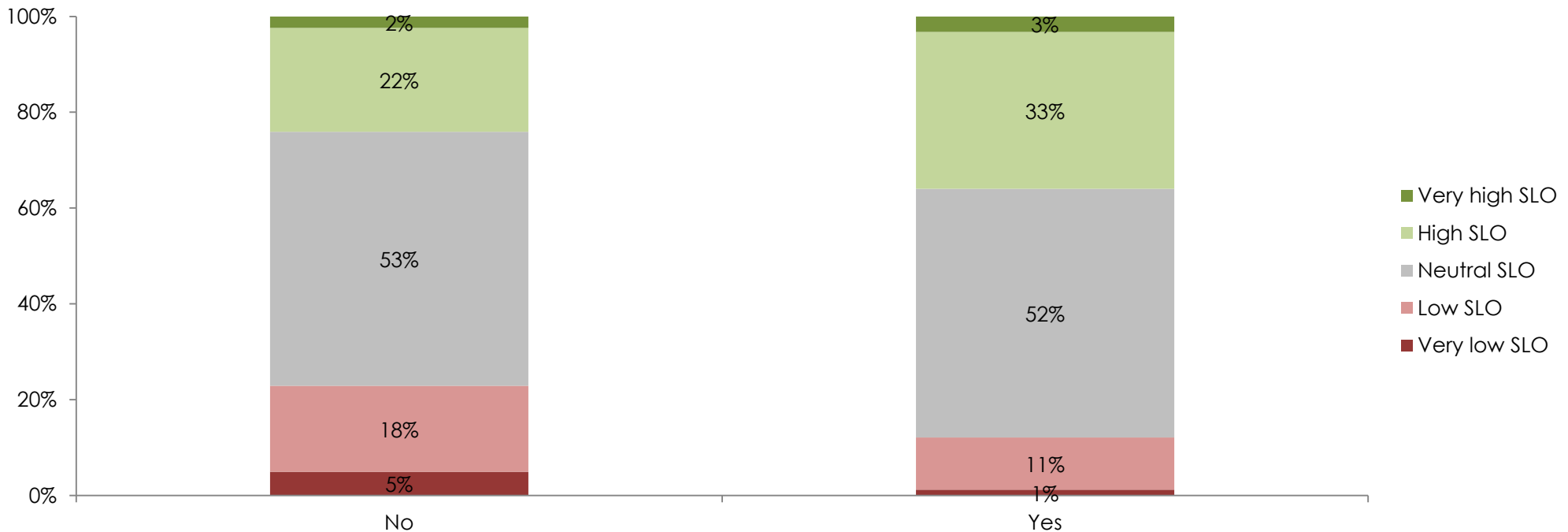


Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

No:
- 2%
- 22%
- 53%
- 18%
- 5%

Yes:
- 3%
- 33%
- 52%
- 11%
- 1%
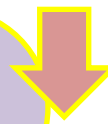
**TAKEAWAY:** Access and use of public spaces is critical to our reputation with community

## Q12 public space by SLO proxy score
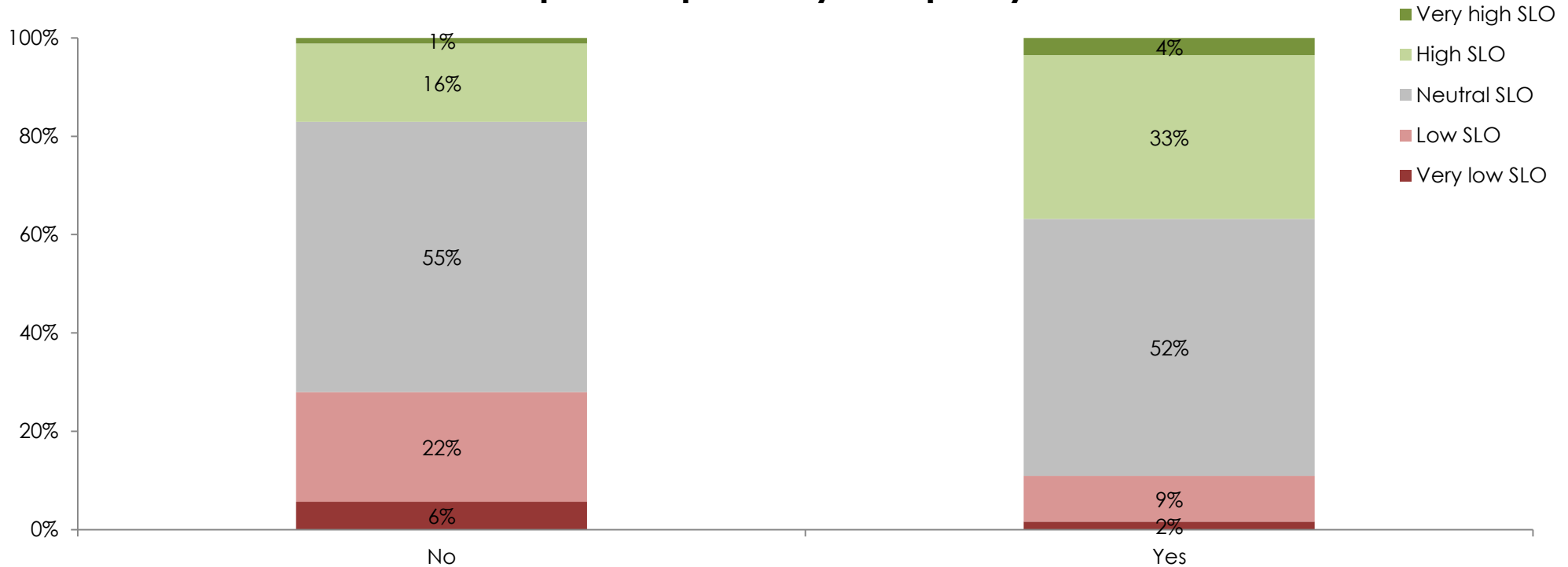


Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

**No:**
- High SLO: 16%
- Very high SLO: 1%
- Neutral SLO: 55%
- Low SLO: 22%
- Very low SLO: 6%

**Yes:**
- Very high SLO: 4%
- High SLO: 33%
- Neutral SLO: 52%
- Low SLO: 9%
- Very low SLO: 2%

**TAKEAWAY:** 78% of those who agree or strongly agree that heritage is effectively managed have a strong psychological identification with the work that we do

## Q24 Heritage effectively managed by SLO proxy score
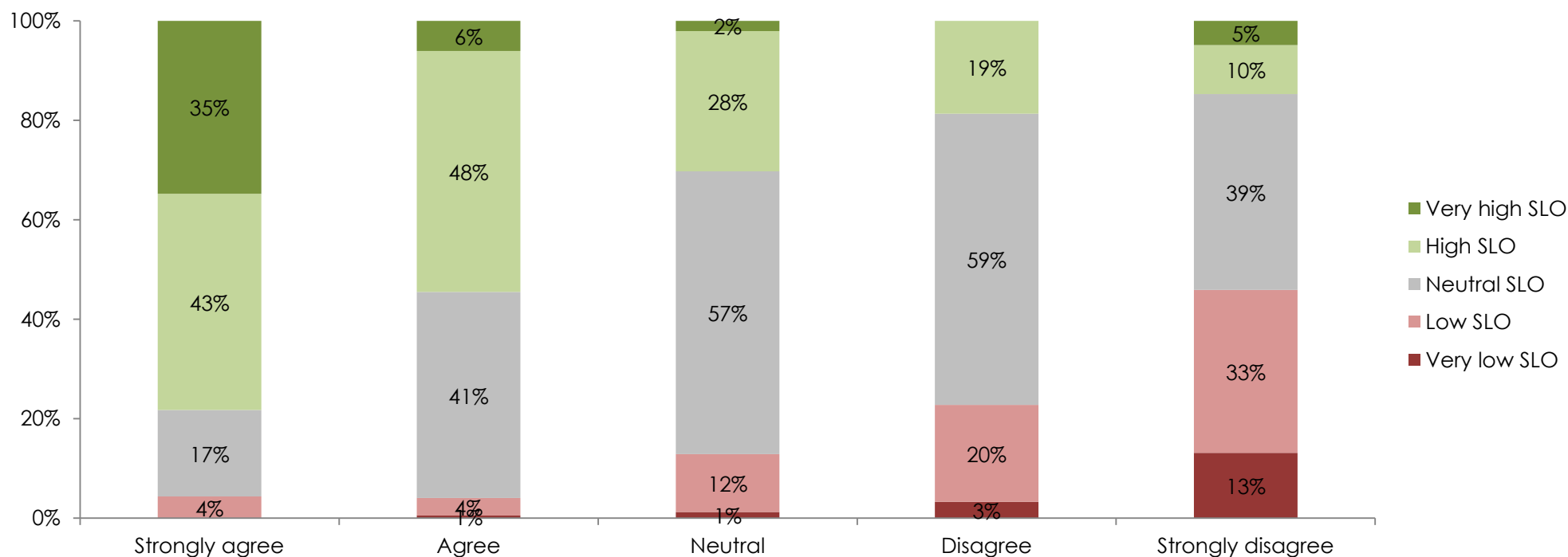


| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|---|---|---|---|---|
| Very high SLO | 35% | 6% | 2% | | 5% |
| High SLO | 43% | 48% | 28% | 19% | 10% |
| Neutral SLO | 17% | 41% | 57% | 59% | 39% |
| Low SLO | 4% | 4% | 12% | 20% | 33% |
| Very low SLO | | 1% | 1% | 3% | 13% |

**LEADERSHIP:** *A city confident in its leaders*

Social licence to operate – a measure for our reputation

2016
**3.1**

2017
**3.0**
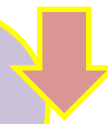
**TAKEAWAY:** As with heritage if we do a good job, **and people care** we are in a good place

## Q27 Environ effectively managed by SLO proxy score
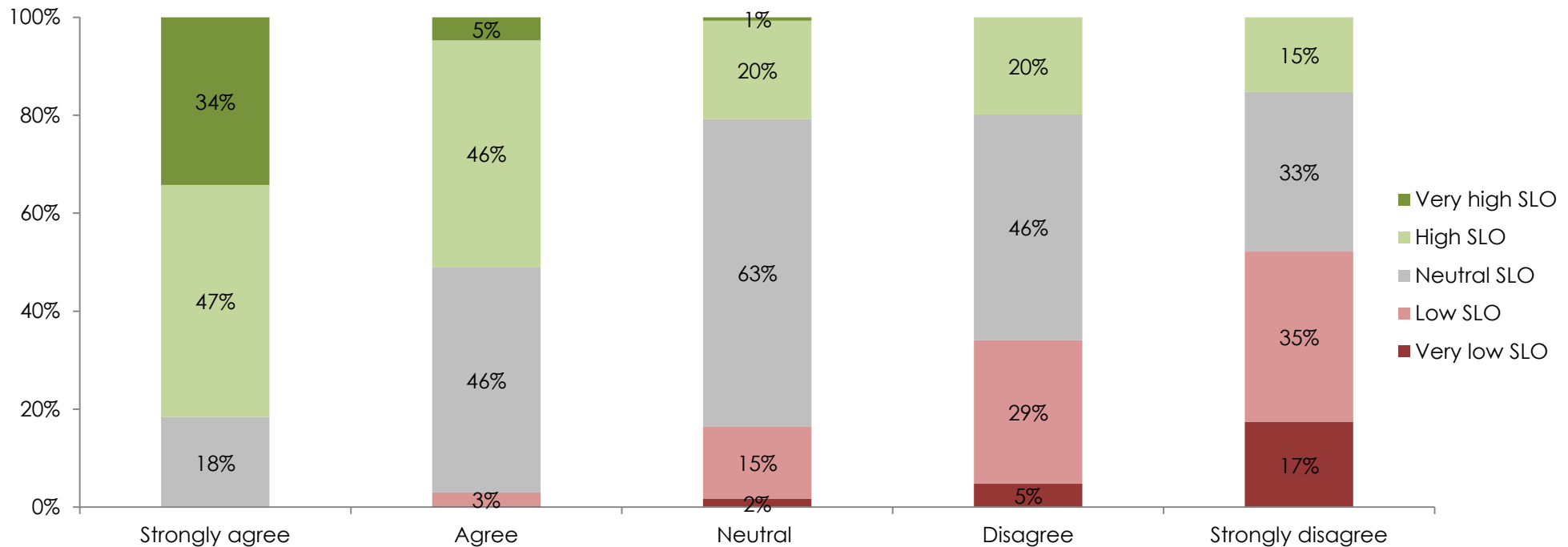


Legend:
- Very high SLO
- High SLO
- Neutral SLO
- Low SLO
- Very low SLO

| Response | Very low SLO | Low SLO | Neutral SLO | High SLO | Very high SLO |
|---|---|---|---|---|---|
| Strongly agree | | | 18% | 47% | 34% |
| Agree | | 3% | 46% | 46% | 5% |
| Neutral | 2% | 15% | 63% | 20% | 1% |
| Disagree | 5% | 29% | 46% | 20% | |
| Strongly disagree | 17% | 35% | 33% | 15% | |

# COMMUNITY: *A city that supports community wellbeing*

Briefly describe any communities you feel part of by social licence to operate proxy….

**TAKEAWAY:** Social licence at the highest level equates to physiological alignment with Council

Legend:
- Very high SLO
- High SLO
- Medium SLO
- Low SLO
- Very low SLO

| Category | Very high SLO | High SLO | Medium SLO | Low SLO | Very low SLO |
|---|---|---|---|---|---|
| Community Centre (n = 37) | 32% | 27% | 30% | 11% | |
| Volunteering (n = 28) | 7% | 39% | 46% | 7% | |
| Local neighbourhood (n = 267) | 15% | 27% | 49% | 8% | |
| Local Library (n = 44) | 14% | 26% | 58% | 2% | |
| Sport (Combined) (n = 279) | 12% | 24% | 49% | 13% | |
| Ethnic Group (Combined) (n = 46) | 13% | 22% | 56% | 7% | |
| Religious Group (Combined) (n = 138) | 12% | 22% | 58% | 7% | |
| Local school/childcare (n = 181) | 13% | 20% | 56% | 10% | |
| Special interest groups (n = 110) | 8% | 26% | 54% | 11% | |
| Work (n = 80) | 6% | 26% | 58% | 10% | |
| Dog walking/training (n = 51) | 8% | 18% | 59% | 16% | |
| Family and friends (n = 26) | | 24% | 52% | 24% | |
| None (n = 503) | 7% | 15% | 56% | 17% | 4% |

*at least 25 mentions

## 2017 Community Indicators Survey

CITY OF Port Adelaide Enfield

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| In order to build strong relationships we need to understand;<br>• the history of our customers interactions with Council,<br>• What they care about,<br>• What we have done that impacts on those perceptions;<br><br>Key questions:<br><br>• How do we track and monitor relationships with key stakeholders/communities?<br>• How do we ensure we act as one organisations when dealing with stakeholders?<br>• Who is accountable for positive or negative interactions with stakeholders? (Could be different sections/teams, or everyone, depending on who the stakeholder is)?<br>• Do we have a proactive relationship building/managing approach for key stakeholder groups? | • Project stakeholders, all communities | • All |

# LEADERSHIP: *A city confident in its leaders*

## SLO: How do you get information about your local area

2016 **3.1**  2017 **3.0**

**TAKEAWAY:** We are preaching to the choir, when people don't like you they don't listen to you



Legend:
- Newspapers
- Other websites
- Social media
- Pen2Paper
- Local library
- Local Community Centre
- Council's website

| | Very low SLO | Low SLO | Neutral SLO | High SLO | Very high SLO |
|---|---|---|---|---|---|
| Newspapers | 20% | 19% | 17% | 16% | 14% |
| Other websites | 5% | 6% | 5% | 4% | 3% |
| Social media | 22% | 20% | 21% | 19% | 18% |
| Pen2Paper | 8% | 9% | 11% | 11% | 12% |
| Local library | 3% | 5% | 6% | 7% | 8% |
| Local Community Centre | | 1% | 2% | 3% | 5% |
| Council's website | 17% | 21% | 20% | 22% | 25% |
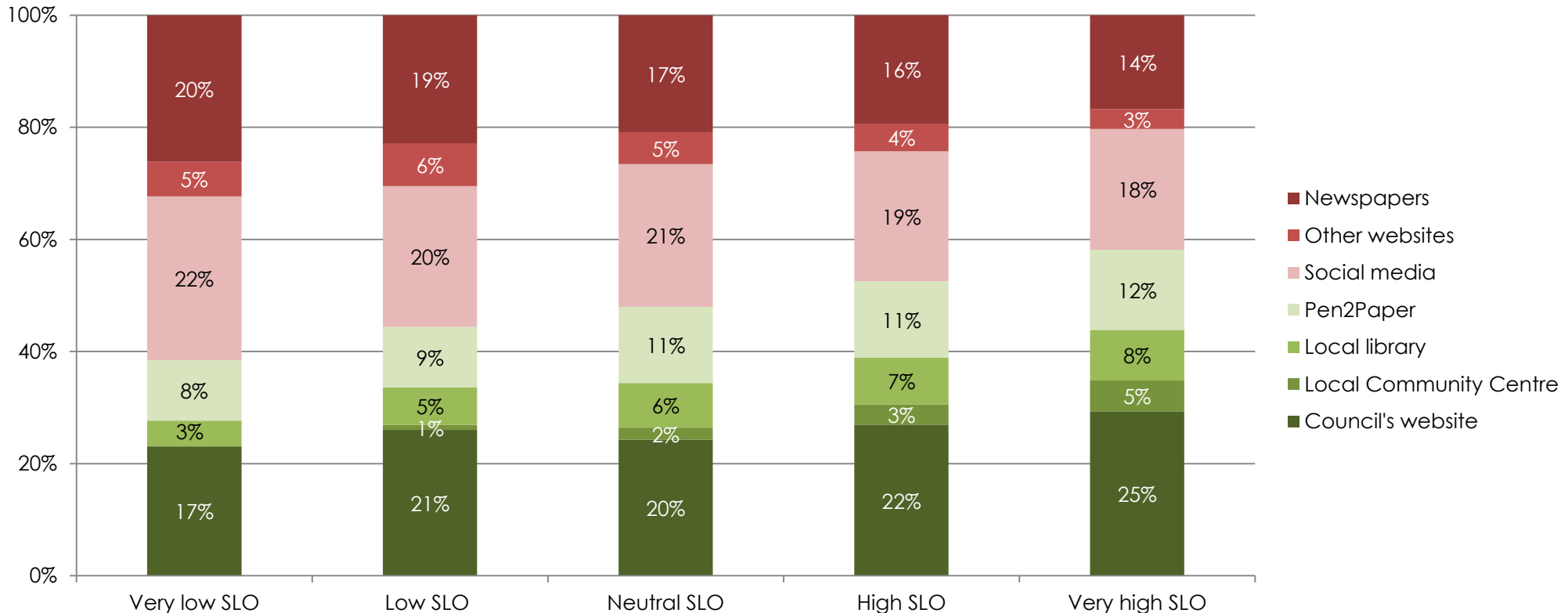
*Up to 3 communication methods selected per respondent

## 2017 Community Indicators Survey

CITY OF Port Adelaide Enfield

**PLACEMAKING:** *A city where people love to be*

city net promoter score

2016 **+70**  2017 **+25**

**TAKEAWAY:** If residents don't think we add value they will not be our advocates

**sample organisations**
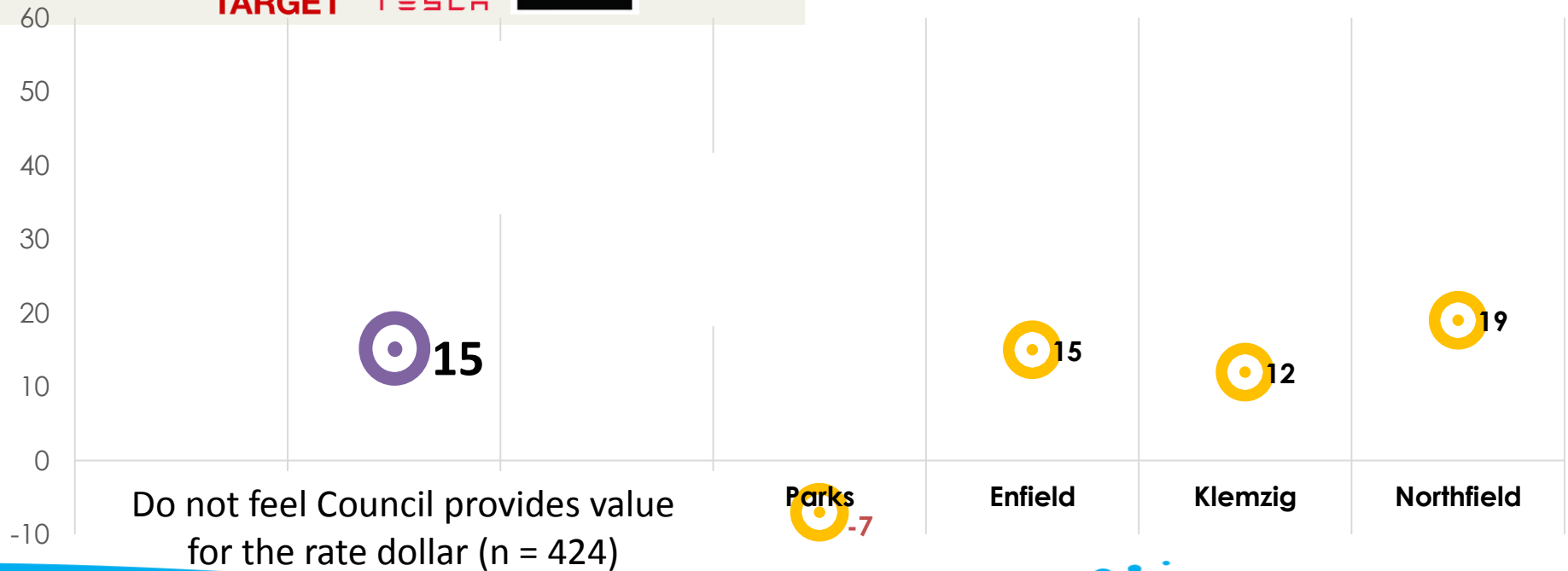
TARGET **+28**  TESLA **+97**  nab **-10**  Apple **+47**

60
50
40
30
20
10
0
-10

**15** (Target icon)

Do not feel Council provides value for the rate dollar (n = 424)

**Parks** -7
**Enfield** 15
**Klemzig** 12
**Northfield** 19

2017 Community Indicators Survey

City of Port Adelaide Enfield

122

# PLACEMAKING: *A city where people love to be*

city net promoter score

2016 **+70**    2017 **+25**

**TAKEAWAY:** If we can maximise our SLO our community will do the promotion for us

**sample organisations**    TARGET **+28**    TESLA **+97**    nab **-10**    Apple **+47**

# LEADERSHIP: *A city confident in its leaders*

| Highlight | Key Stakeholders | Relevant Sections |
|---|---|---|
| Self-promotion only works for people who already like you.<br><br>When stakeholders are angry, or distrustful they will listen to anyone but you.<br><br>If you anger someone you will need a third party to and consistent action to start rebuilding your relationship (communication/marketing is not the answer).<br><br>Key questions?<br>• Do we maximise reputational uplift from positive work through a consistent and powerful brand?<br>• Are we aware when we have damaged our reputation with communities/customers?<br>• What do we do to try to repair damaged relationships?<br>• Are we using third parties to talk about the positive things we are doing?<br>• Do we know who our advocates are in the community? How do we enable and empower them?<br>• Do we know where negative commentary comes from and why? | • Key project stakeholders,<br>• All communities,<br>• Rate payers, | • Communications and marketing,<br>• Customer services,<br>• Customer experience project,<br>• All |

# WHAT WILL BE OUR FOCUS FOR 2018-19?

# Priorities:

| In the EAST<br>Poor health outcomes are correlated to poor community cohesion and in turn, our social licence to operate. | 💲 | 👥 | 🌳 | 🏘 | 🏛 |
|---|---|---|---|---|---|
| Identify and addressing poor health and wellbeing outcomes, particularly for Parks, Enfield, the elderly, people with disabilities, non-English speaking. | | ● | | | |
| Look at our existing and new community facilities and public spaces such as parks and offer programming that creates connection and wellbeing | | ● | | ● | ● |
| Build connections with key community influencers to reach into community | | ● | | | ● |

# Priorities:

| In the EAST<br>Safety in Parks and Enfield | 💲 | 🧑 | 🌳 | 🏘 | 🏛 |
|---|---|---|---|---|---|
| Look at how our asset maintenance and renewal (e.g. lighting, traffic calming etc.) helps safety outcomes | | | | | ● |
| Look at how community facilities including new Parks Library can help with safety and connection | | ● | | ● | ● |
| Work with partners to address safety | | | | | ● |

# Priorities:

| In the WEST<br>Environment and heritage are of concern to this community | 💲 | 🧑 | 🌳 | 🏘️ | 🏛️ |
|---|:---:|:---:|:---:|:---:|:---:|
| Preservation and conservation of buildings and waterfront precincts with a balance of development versus heritage protection | ● | | ● | ● | |
| Industry, community and environmental interfaces issues | ● | | ● | | |

# Priorities:

| ACROSS Council<br>Shift to a social licence approach for engagement with community, a unified whole of organisation approach to relationship management. | 💲 | 👥 | 🌳 | 🏘 | 🏛 |
|---|---|---|---|---|---|
| Relationship management, engagement and communication | | | | | ● |
| Building partnerships with key stakeholders | | | | | ● |

# Priorities:

| ACROSS Council<br>Building a strong connection to place and equitable access and participation | | | | | |
|---|:---:|:---:|:---:|:---:|:---:|
| Connection to local places and neighbourhoods | | ● | | ● | |
| Access to information, places and arts and cultural activities across city | | ● | | ● | ● |

# Priorities:

| ACROSS Council<br>Building our focus on customer experience, community perception and our organisational culture | | | | | |
|---|:---:|:---:|:---:|:---:|:---:|
| Customer experience focus | | | | | ● |
| Improving community's perception on how council is using community funds in improving quality of life in the City | | | | | ● |
| Continue to develop our workplace culture to focus on achieving great outcomes for the community | | | | | ● |
| Think about what we should stop, start or change to deliver City Plan | | | | | ● |

# END

## thank you

2017 Community Indicators Survey

CITY OF
Port Adelaide Enfield