

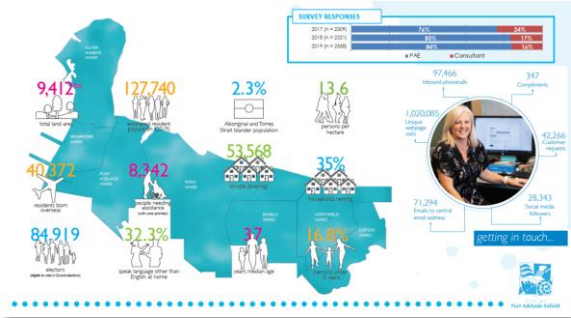


2021 Community Survey

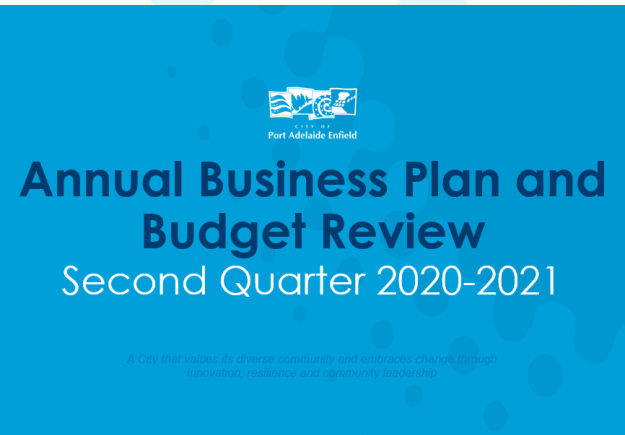
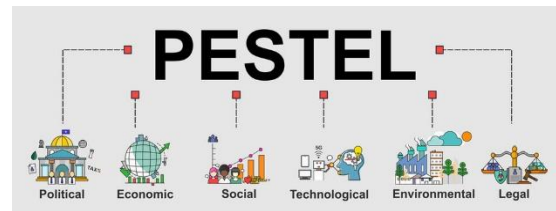
Voice of the Community

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

VOICE OF THE COMMUNITY



LEGISLATION



our corporate practice

2021 SURVEY: our approach

- Data collection done by internal staff and analysis by consultant
- Elected member participation
- Use of variety of access points (phone, email, social media, website, word of mouth, postcards, printed surveys, Adshells on bus stations)
- Various teams involved, including staff with CALD connections and youth team
- Use of existing contacts/networks (NAR, Business Network, Community Centre users)
- Increased efforts in Parks and Klemzig wards

Make **YOUR** difference count



What do we want to know?

- community perception post-COVID-19
- impact of our projects in the last two years to community perception
- linking what we do to what they say



2021 Survey – Who Told Us What They Thought?

OUR CITY

129,530

ERP, 2020

33%

BORN OVERSEAS

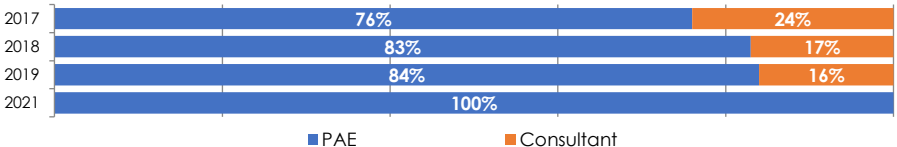
32%

LANGUAGE AT HOME
OTHER THAN ENGLISH

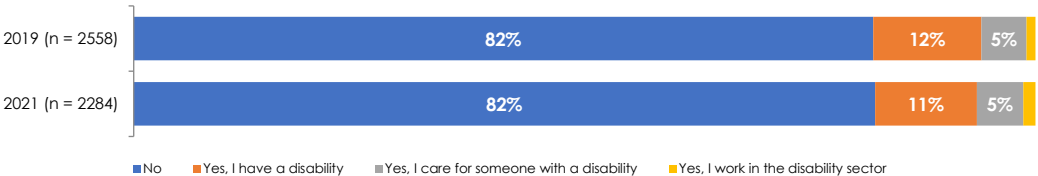
37

MEDIAN AGE

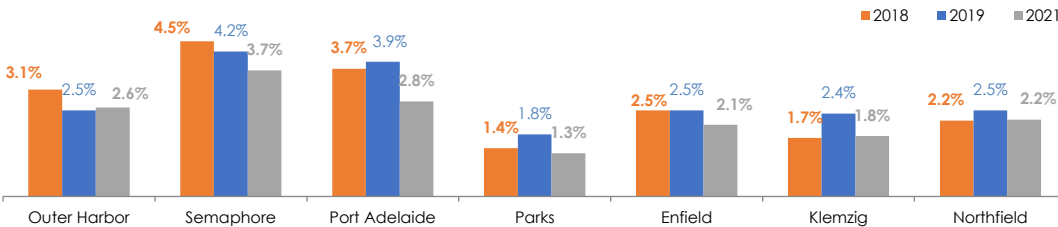
RESPONSES



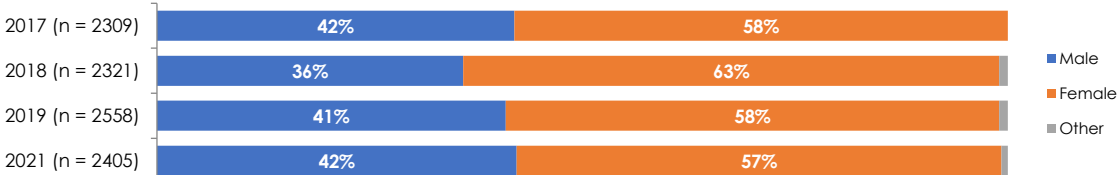
IMPACTED BY DISABILITY



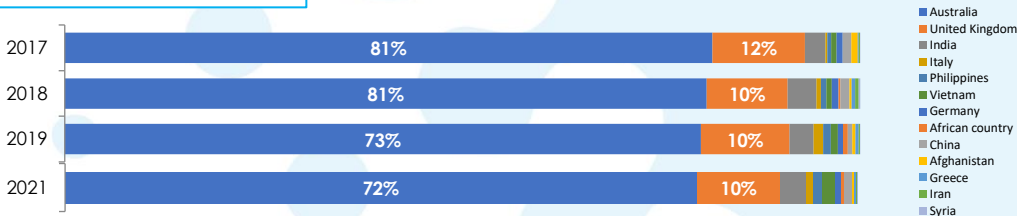
WARD REPRESENTATION – As % of eligible electors



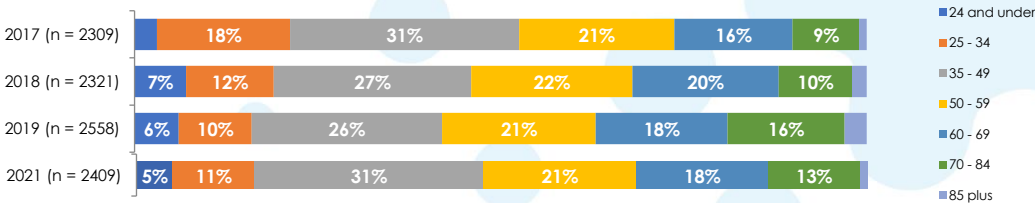
GENDER



COUNTRY OF BIRTH



AGE



BUSINESS OWNERS

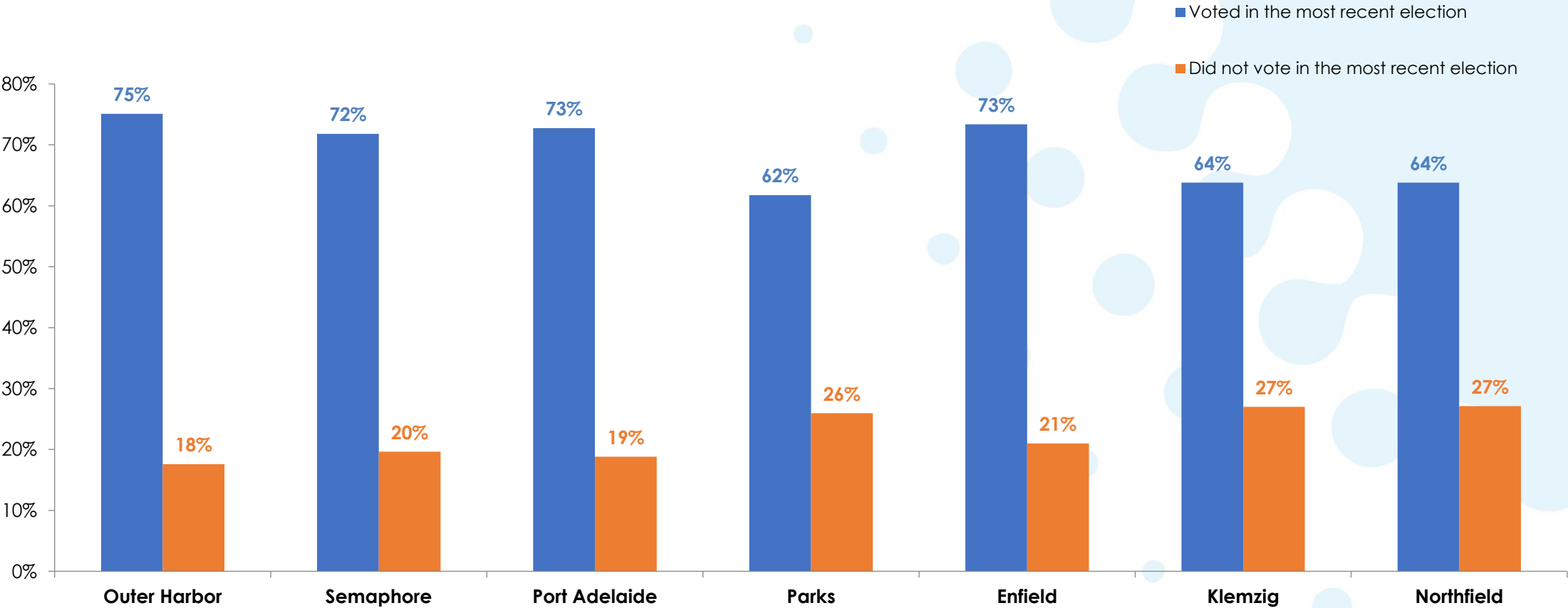


Note: 2021 figures represent percentage of completed responses only



CITY OF
Port Adelaide Enfield

2021 Survey – Who Told Us What They Thought?



(n = 2,092)



City Scorecard

OUTCOME	INDICATOR	2016 BASELINE	2017	2018	2019	2021	change from prev. year
ECONOMY							
Prosperous	gross regional product	\$8.8 billion	\$9.0 billion	\$9.3 billion	not available	\$9.7 billion	-
Growing	proportion who feel that they can easily access information and organisation	3.4	3.8	3.8	3.8	3.7	-0.1
Connecting	number of local jobs	74,831	75,580	75,932	77,415	81,680	+4,265
COMMUNITY							
Healthy	proportion who say they are healthy	3.4	3.9	3.9	3.9	3.9	-
Inclusive	proportion who feel they are part of their local community	3.4	3.5	3.5	3.5	3.5	-
Cohesive	proportion who say they feel safe in their neighbourhood or community	73%	3.6	3.7	3.6	3.6	-
ENVIRONMENT							
Distinctive	proportion who say the city's heritage is effectively managed	3.2	3.1	3	2.9	3.1	+0.2
Sustainable	proportion who say the city's natural environment is effectively protected	3.3	3.3	3.2	3.1	3.1	-
PLACEMAKING							
Belonging	city net promoter score		+25	+19	+15	+16	+1
Accessible	proportion who say they can easily access places and services across the city	4.1	3.8	3.8	3.8	3.8	-
Creative	proportion who feel they had an opportunity to participate / experience local arts and cultural activities	57%	62%	62%	57%	47%	-10%
LEADERSHIP							
Strategic	proportion who say council delivers value for the rate dollar	3.1	3.2	3.2	3.2	3.2	-
Accountable	proportion who are satisfied with council services	3.5	3.5	3.5	3.5	3.5	-
Engaged	proportion who say council's engaging with residents and ratepayers	3.1	3.0	3.0	3.0	3.1	+0.1
	proportion who say council's engaging with organisations	3	3.3	3	3.3	3.2	-0.1
	proportion who say council's engaging with businesses	2.9	3	2.7	3.1	3.0	-0.1



City Scorecard Findings:

ECONOMY:

We are a thriving and a business-friendly City

TOP LINE RESULTS:

- Economic indicators reflect the impact of COVID-19, as GRP slightly drops jobs are retained (mainly due to jobkeeper)
- Lower response from business owners compared to the high of 2019
- Business owners again perceive less value for their rate dollar compared to residents
- Perception of ease of access to information slightly decreased but highest at Northfield, Klemzig, Port Adelaide and Semaphore. Social media (for businesses) and the website (for residents) are the preferred source of information.



ECONOMY: We are a thriving and a business-friendly City

Proportion who feel that they can easily access information and organisation

2017
3.8

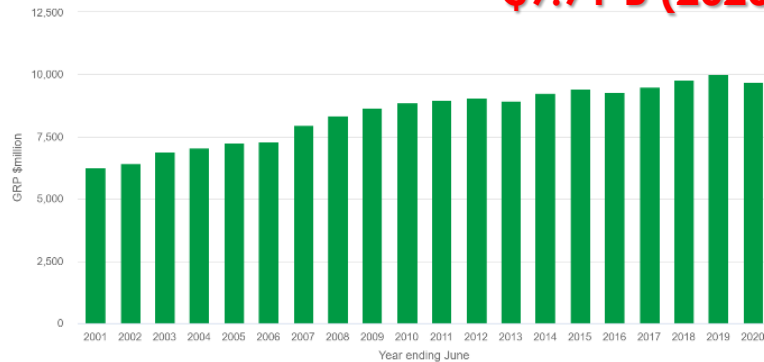
2018
3.8

2019
3.8

2021
3.7
[n=3,306]

Gross Regional Product
City of Port Adelaide Enfield

\$9.71 B (2020)

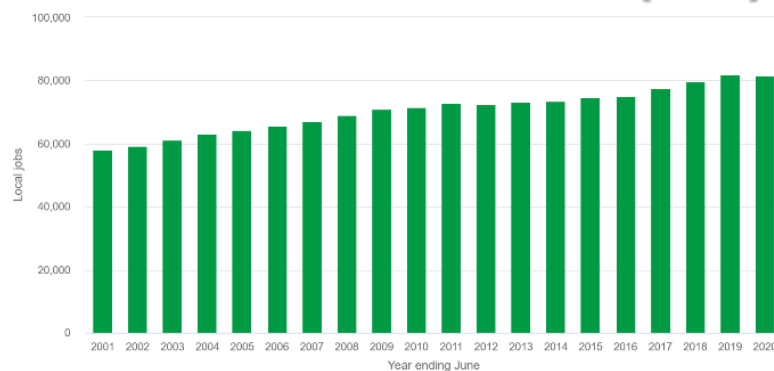


Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)

.id informed decisions

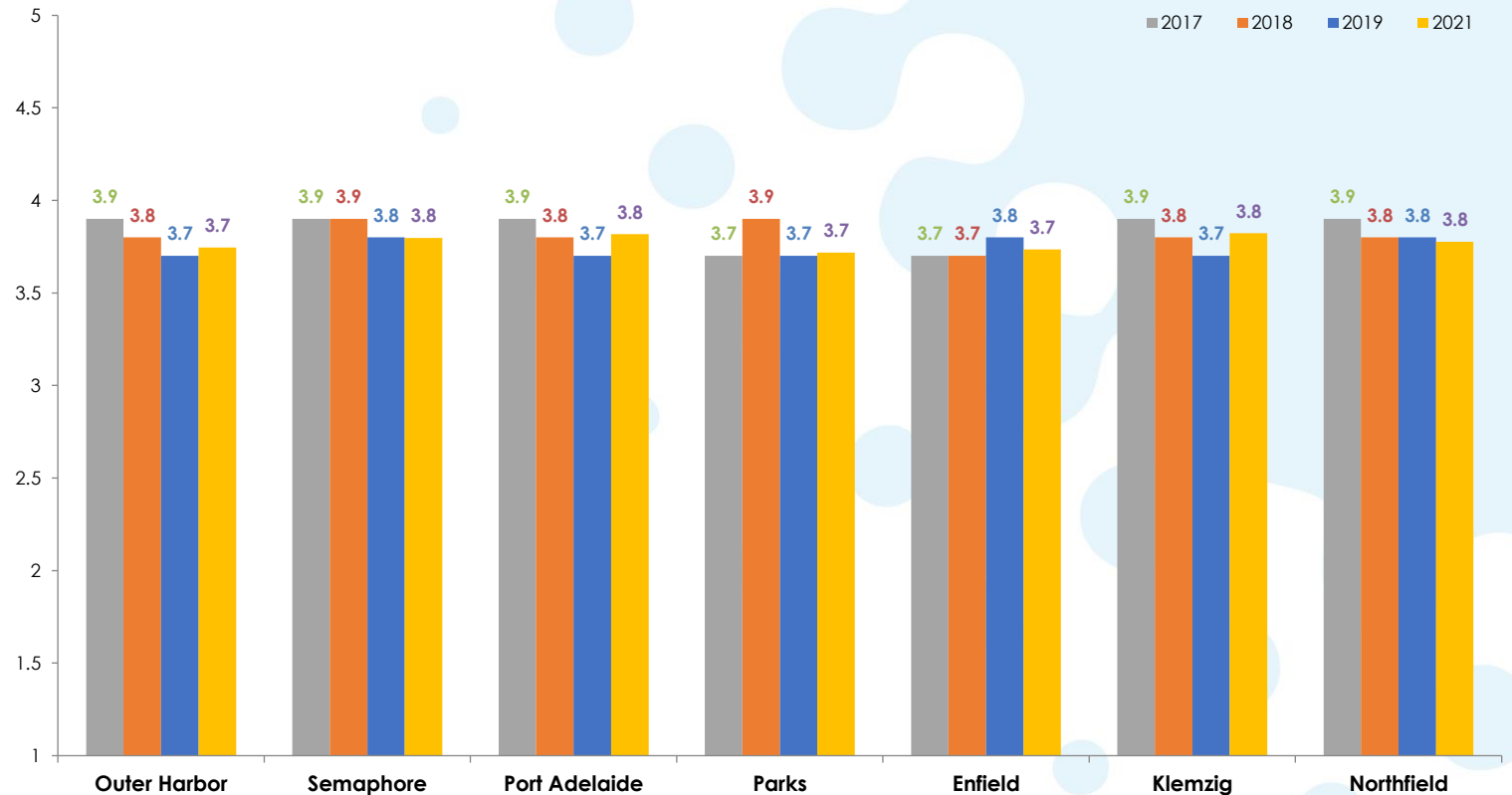
Local jobs
City of Port Adelaide Enfield

81,680 (2020)



Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)

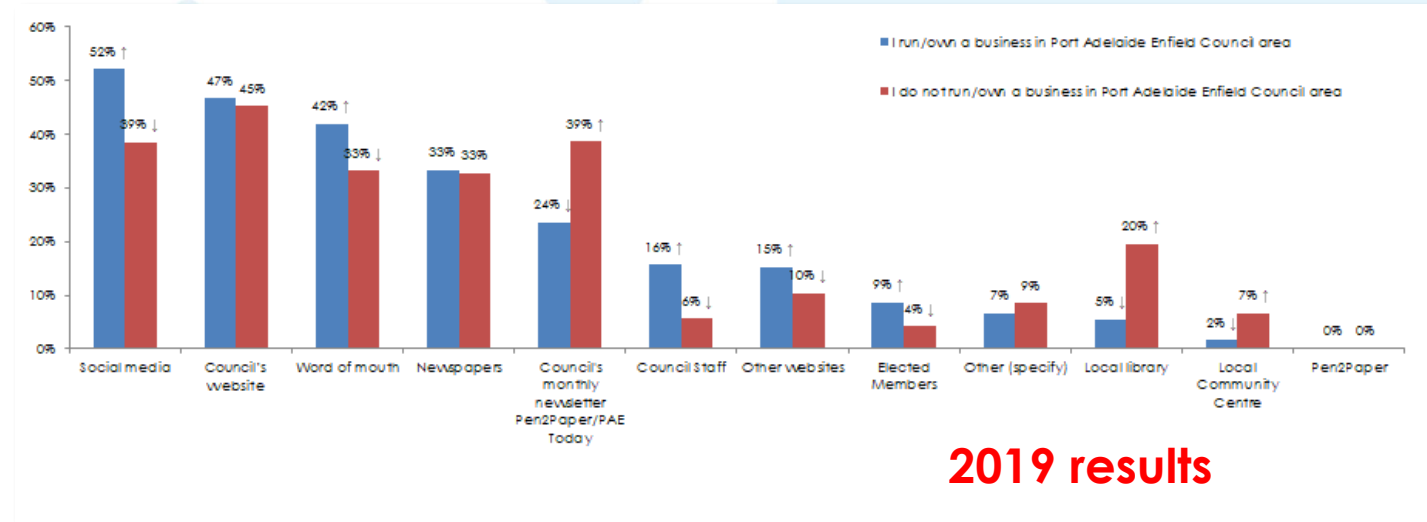
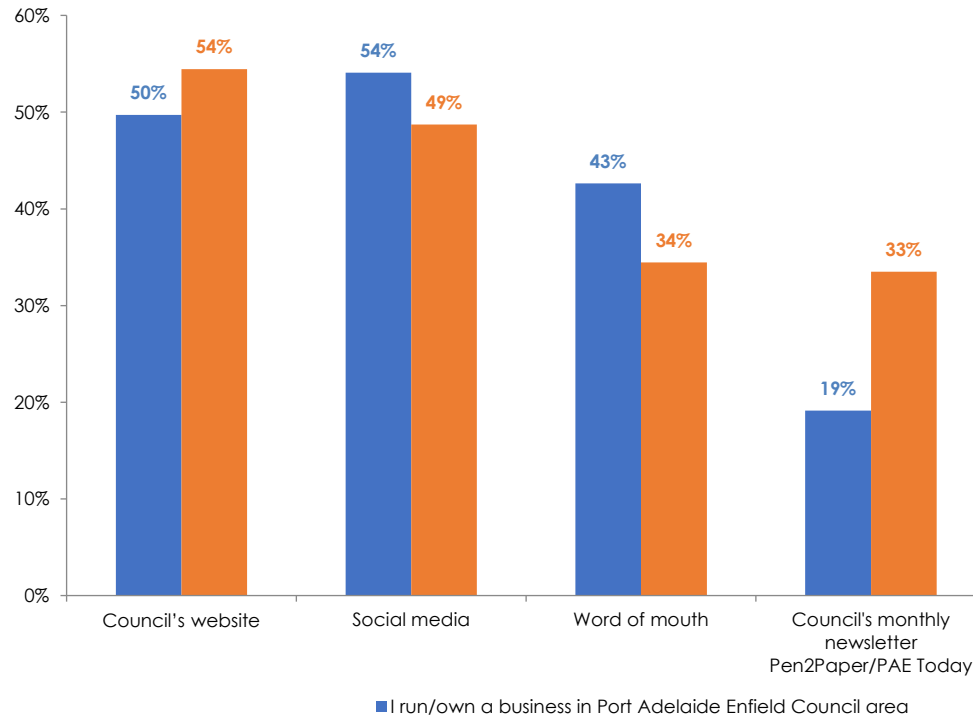
.id informed decisions



CITY OF
Port Adelaide Enfield

ECONOMY: We are a thriving and a business-friendly City

How businesses get their Council information



City Scorecard Findings:

COMMUNITY:

We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

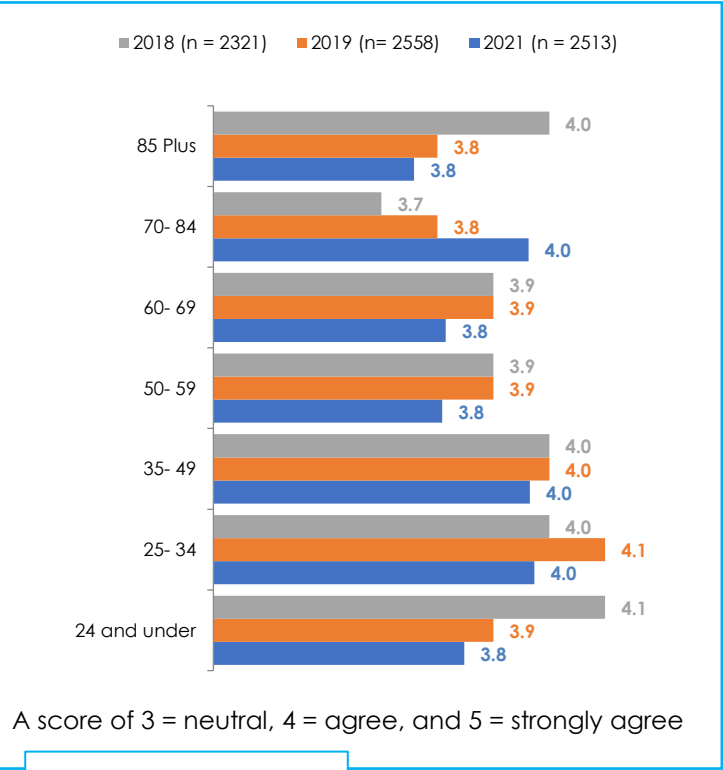
TOP LINE RESULTS:

- The proportion of those who say they are healthy has remained stable across council areas
- Like previous years, Semaphore shows the highest level of people feeling connected to and safe within their community
- Safety scores for all council areas (except Klemzig) have slightly increased, after decreasing in 2019
- The perception that council is critical for the community's wellbeing generally increases with age (and is highest in Semaphore)
- Those that feel part of their community feel safer in their neighborhood than those who feel less connected

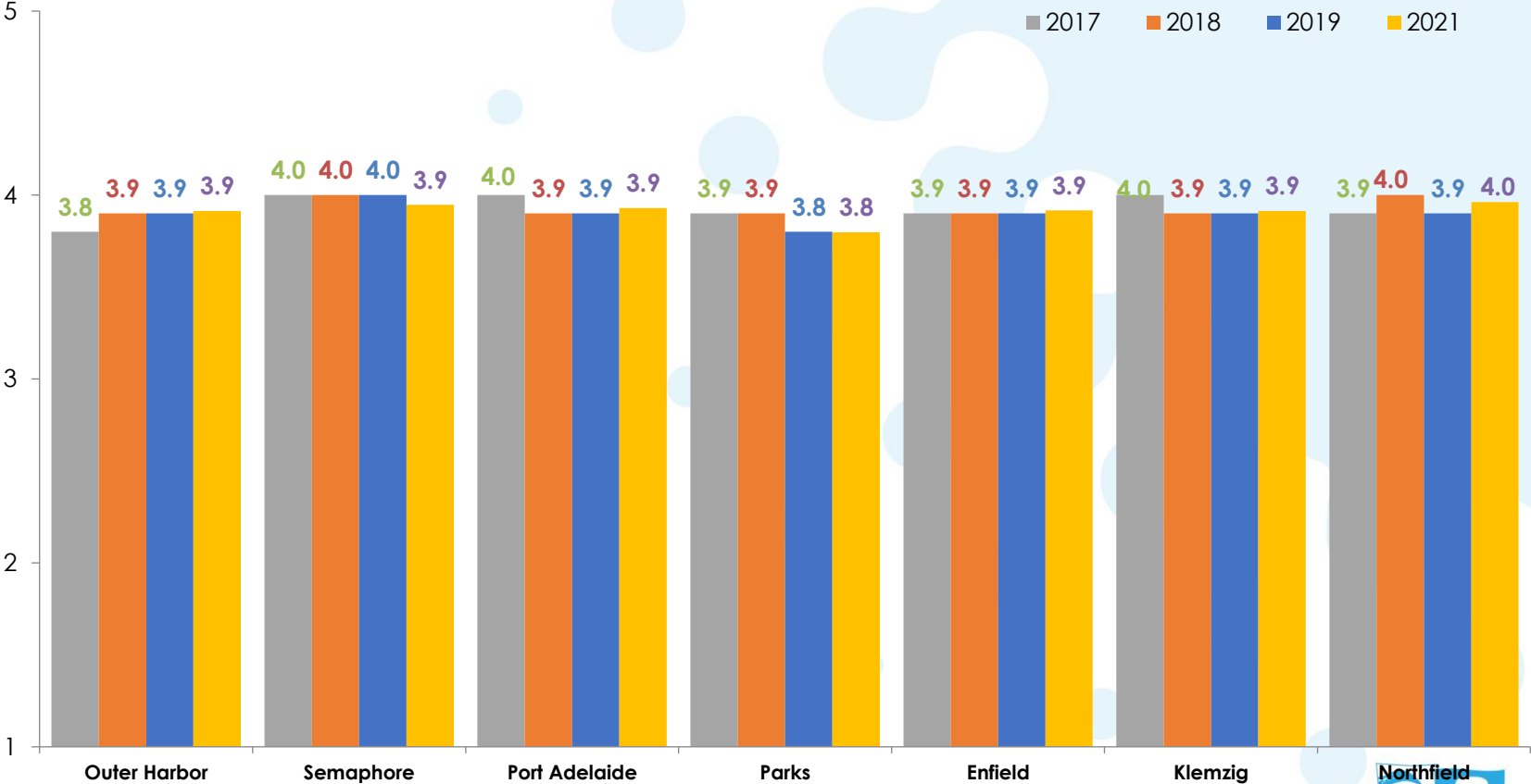


COMMUNITY: We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

Proportion who say they are healthy

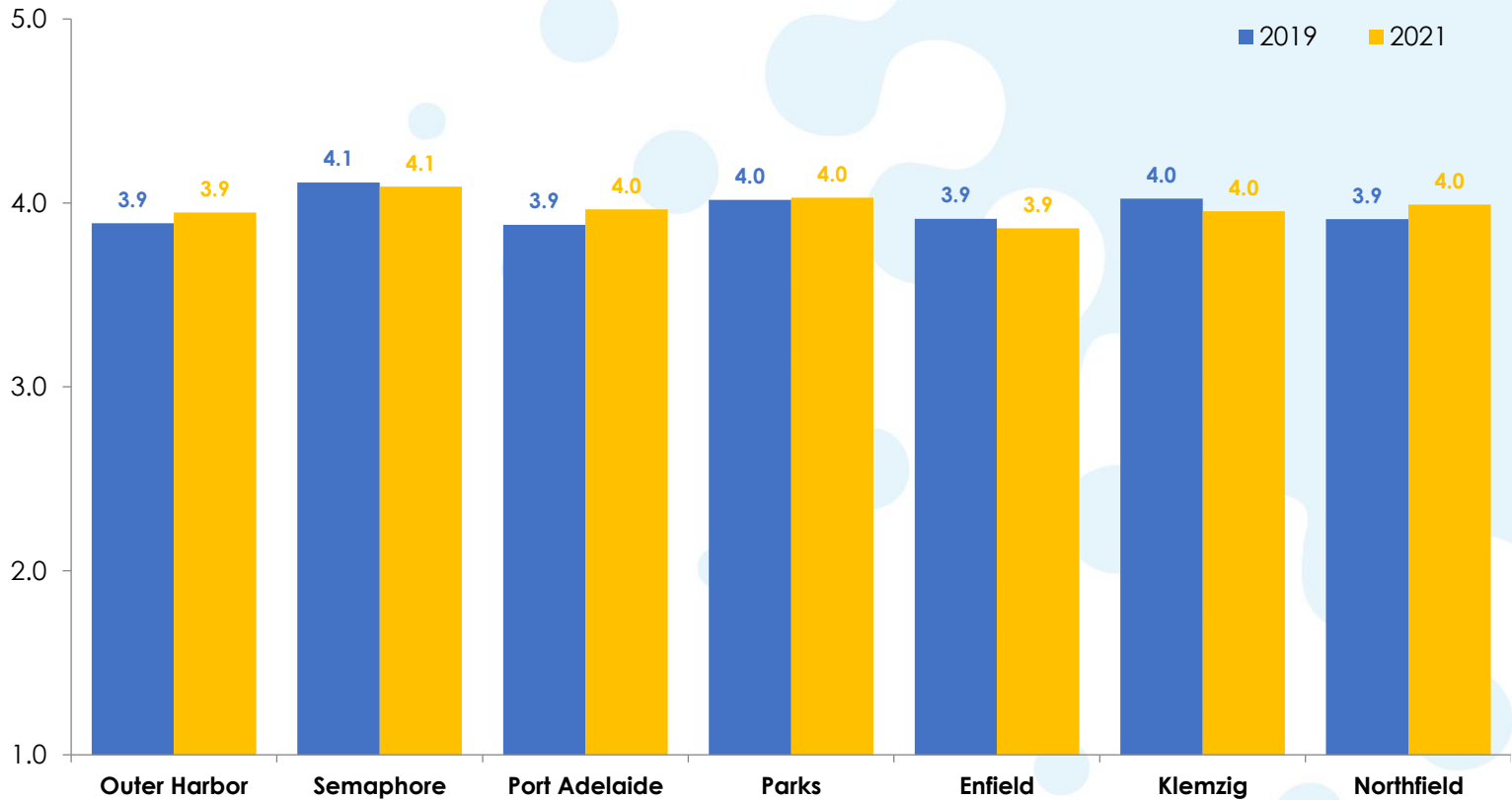
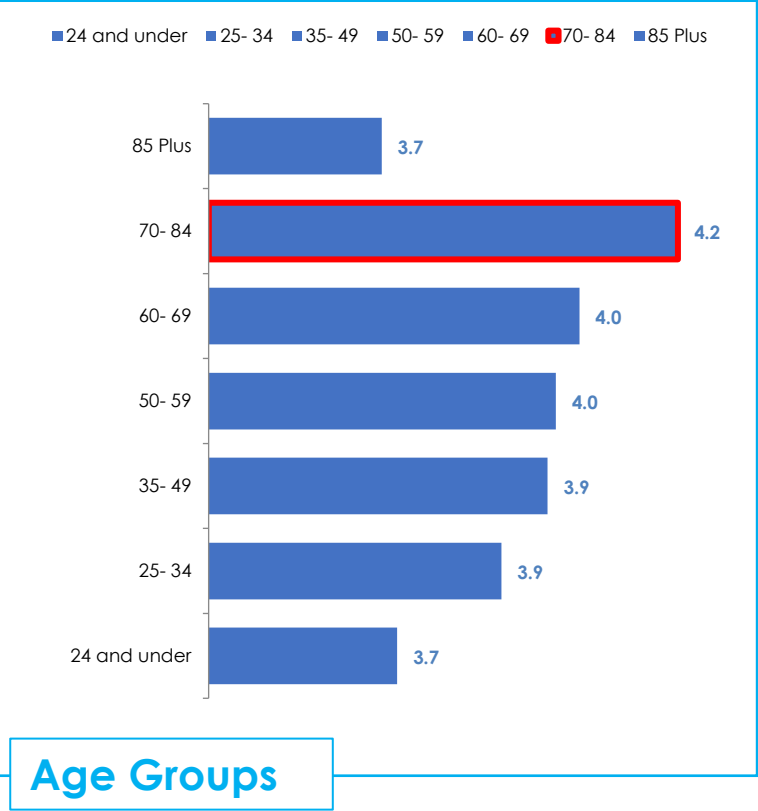


Age Groups



COMMUNITY: We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

Proportion who say Council is critical to the community's wellbeing



COMMUNITY: We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

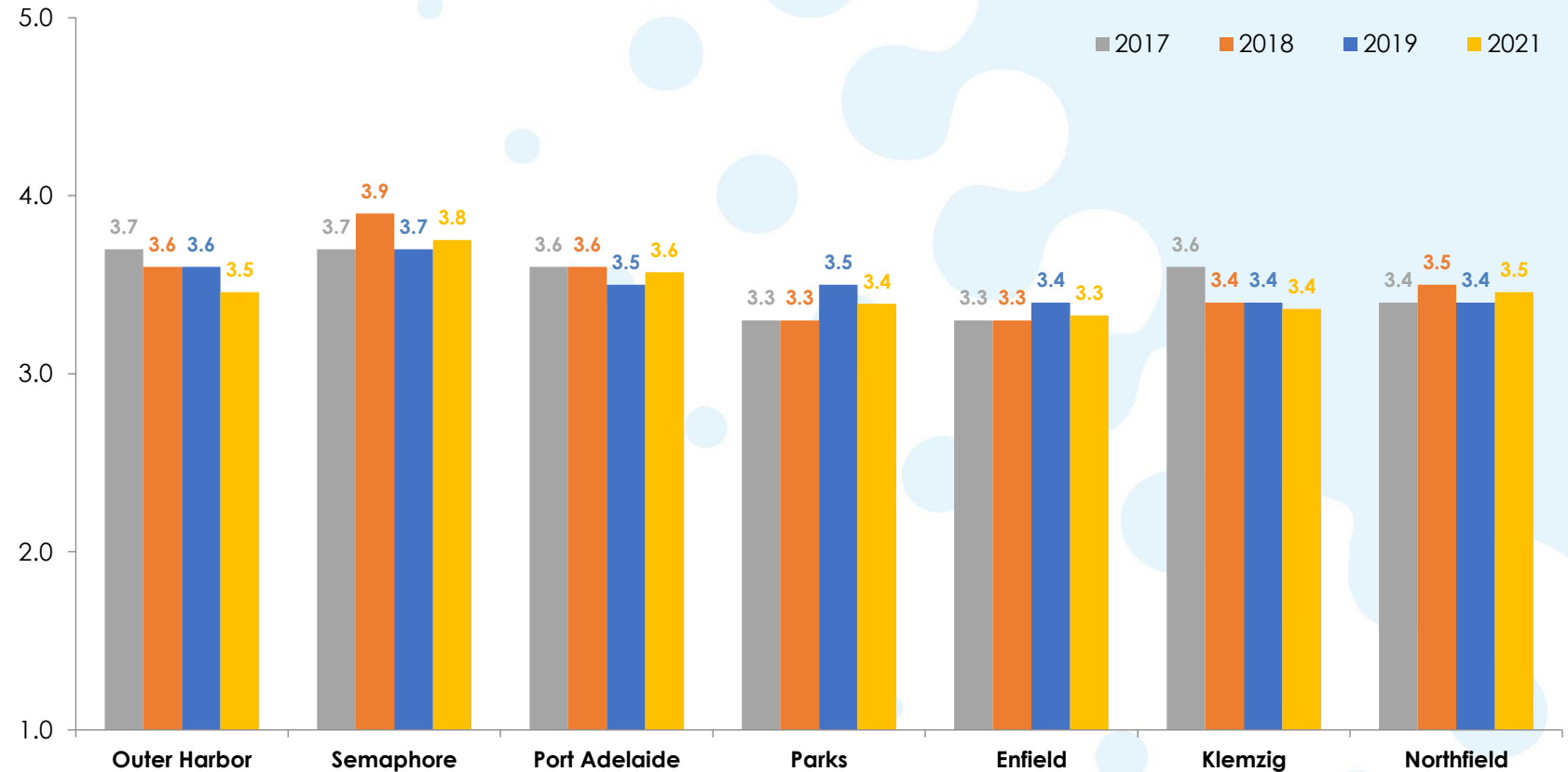
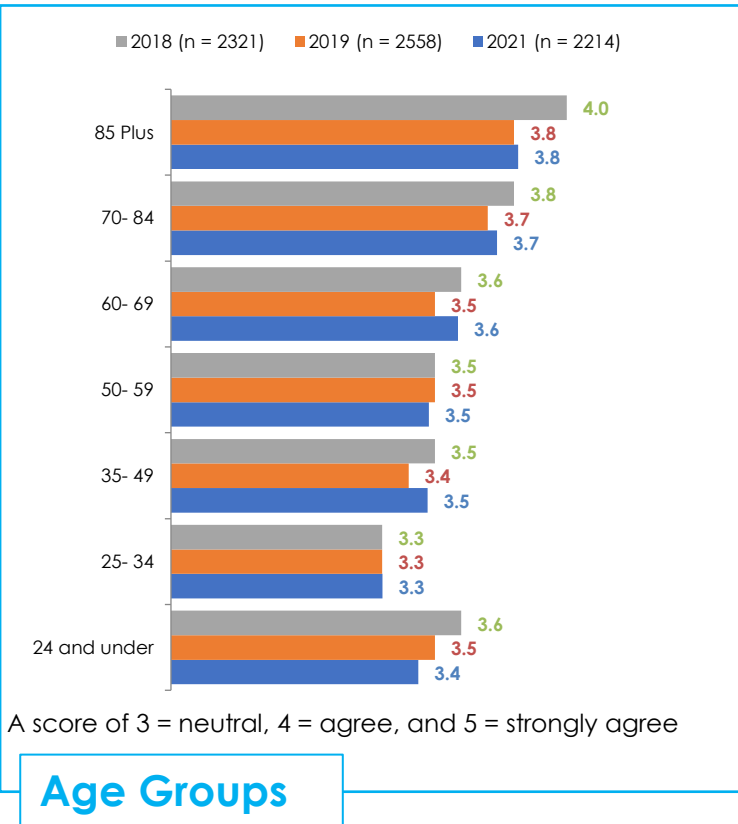
Proportion who feel they are part of their local community

2017
3.5

2018
3.5

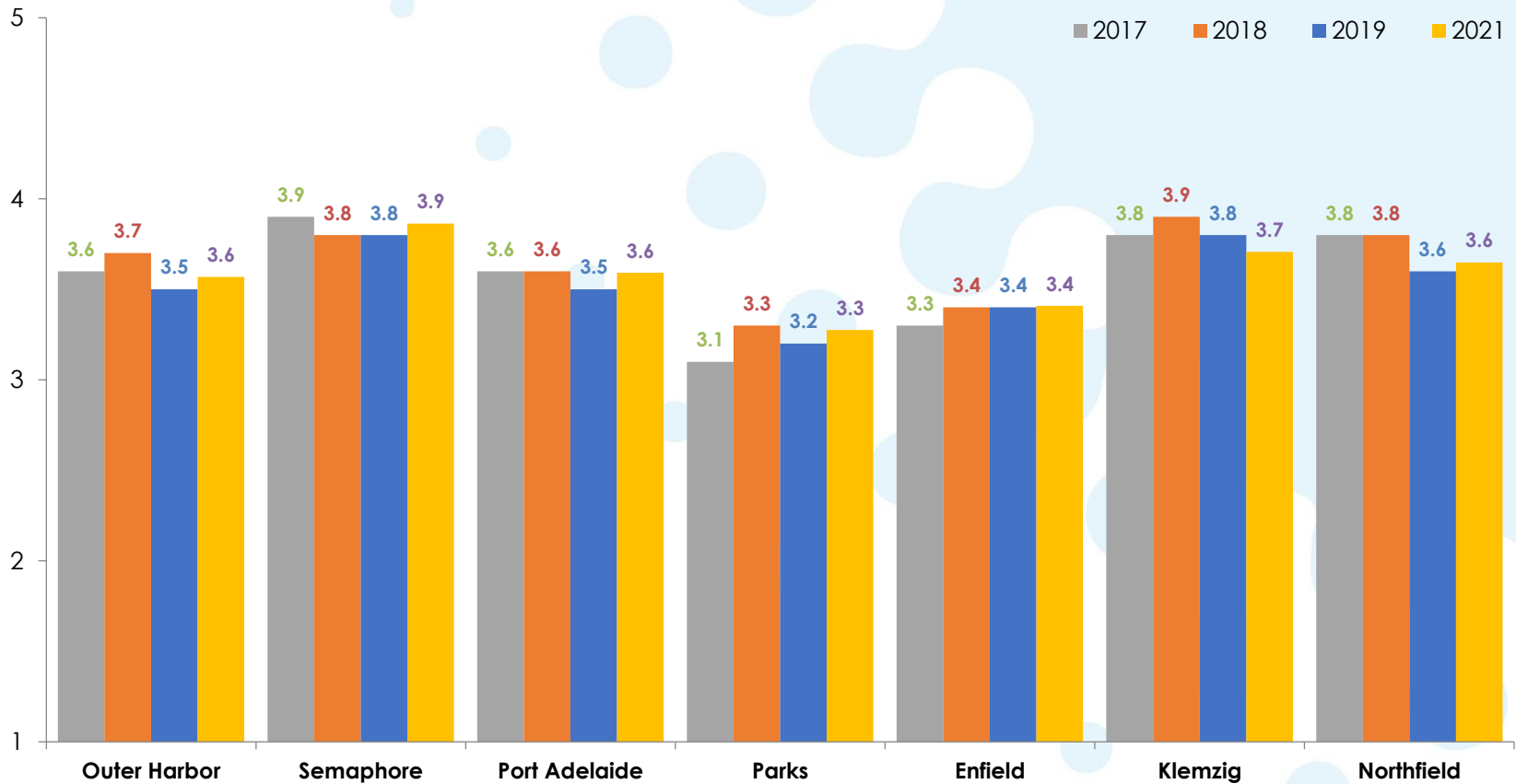
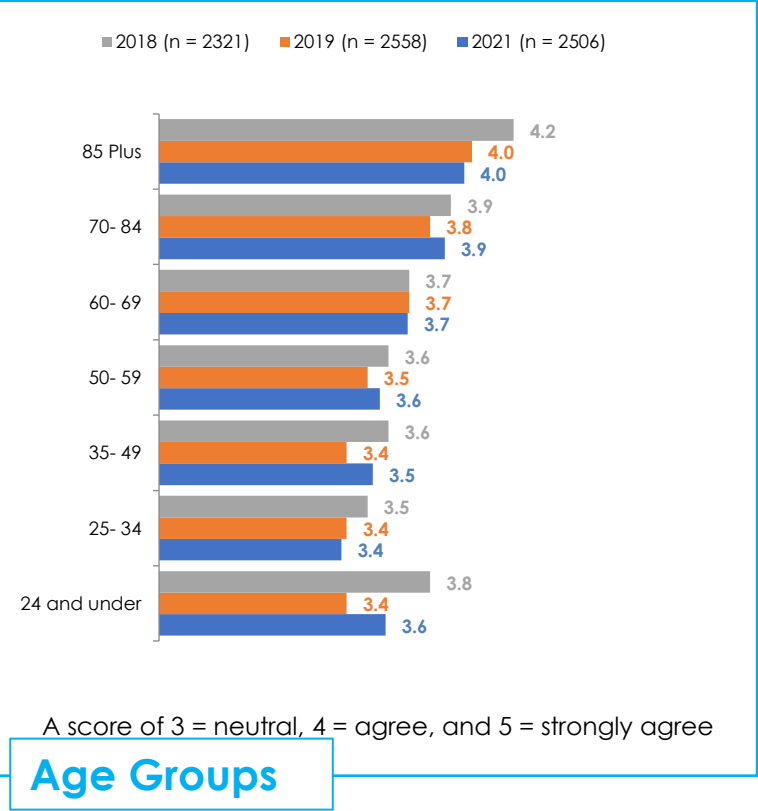
2019
3.5

2021
3.5
[n=2,499]



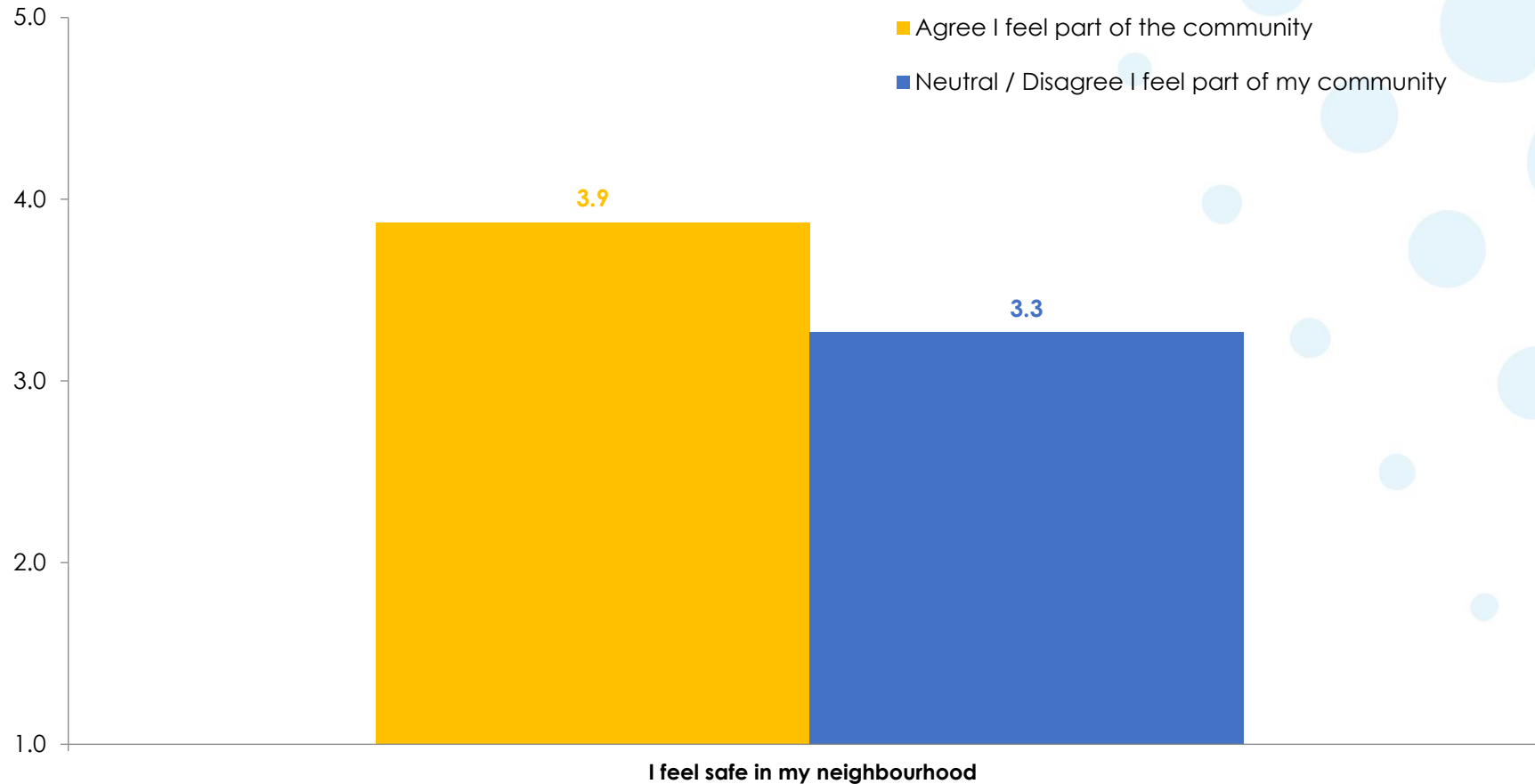
COMMUNITY: We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

Proportion who say they feel safe in their neighborhood or community



COMMUNITY: We are a safe, vibrant, inclusive and welcoming City for our residents, businesses and visitors alike.

Proportion who say they feel safe in their neighborhood or community profiled by those who feel part of their community



The question 'I feel safe in my neighbourhood' has been profiled by agreement with the question 'I feel part of my community'

Results show, on average those that feel part of their community have higher levels of feeling safe in their neighbourhood



City Scorecard Findings:

ENVIRONMENT:

We are a low carbon, water sensitive and resilient City and our built heritage is protected, embraced and celebrated

TOP LINE RESULTS:

- Semaphore and Port Adelaide show the greatest involvement with heritage and environmental issues
- Continuing the trend, the perceptions of heritage management in Enfield continues to improve. Whilst Outer Harbor and Port Adelaide have seen the greatest increase from 2019 measures
- The management and protection of heritage building and character, particularly in Port and Semaphore remains the most critical heritage issue. Whilst the protection, maintenance and promotion of built and cultural heritage across the whole council is also of importance
- Both Outer Harbor and Port Adelaide have noticed improvement from 2019 environmental scores, whilst Semaphore remains lower
- Better community education on waste management/ improved practices and coastal protection / dune management etc. the most critical environmental issues



ENVIRONMENT: We are a low carbon, water sensitive and resilient City and our built heritage is protected, embraced and celebrated

Proportion who say the city's heritage is effectively managed

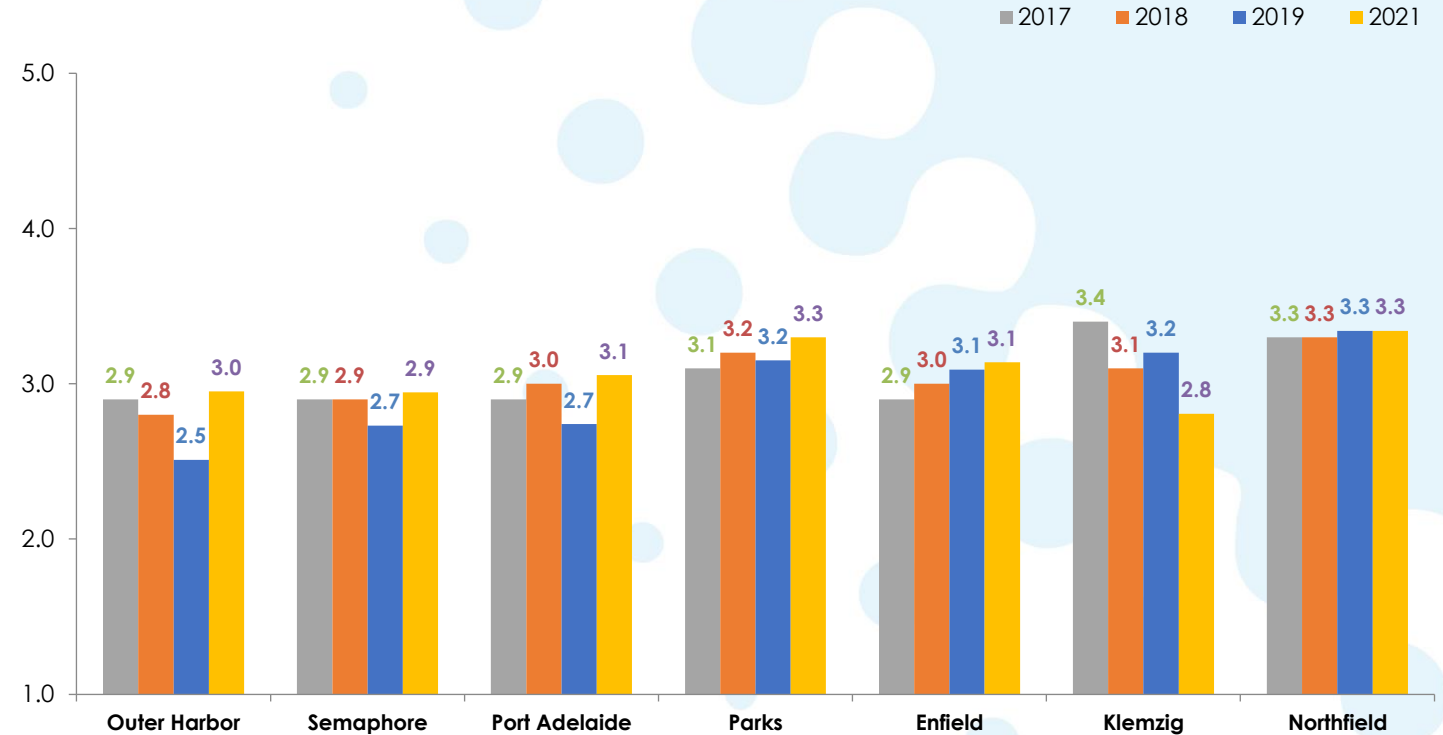
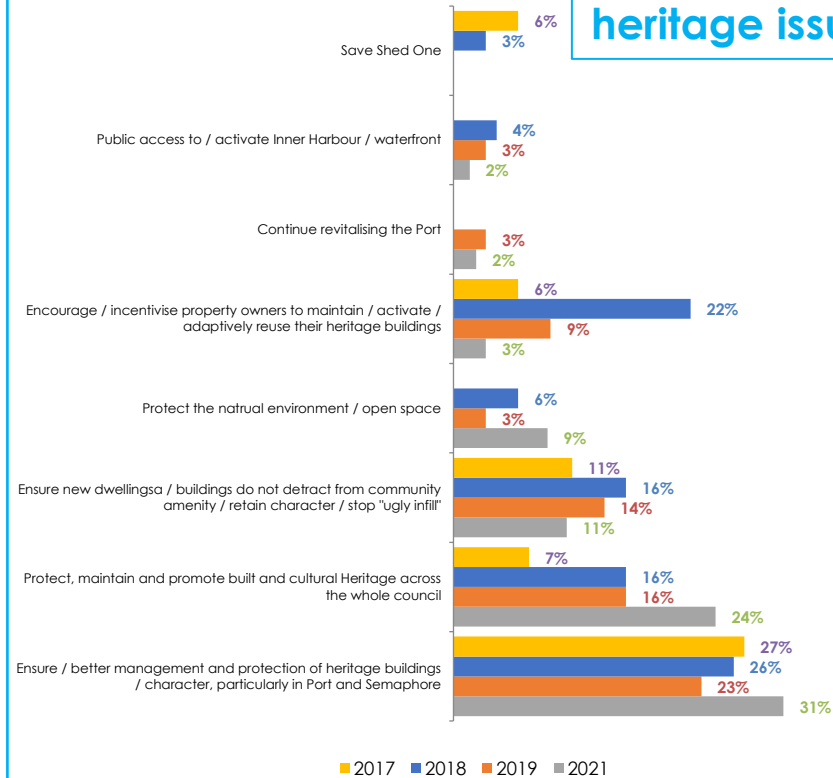
2017
3.1

2018
3.0

2019
2.9

2021
3.1
[n=508]

Most critical heritage issue



ENVIRONMENT: We are a low carbon, water sensitive and resilient City and our built heritage is protected, embraced and celebrated

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

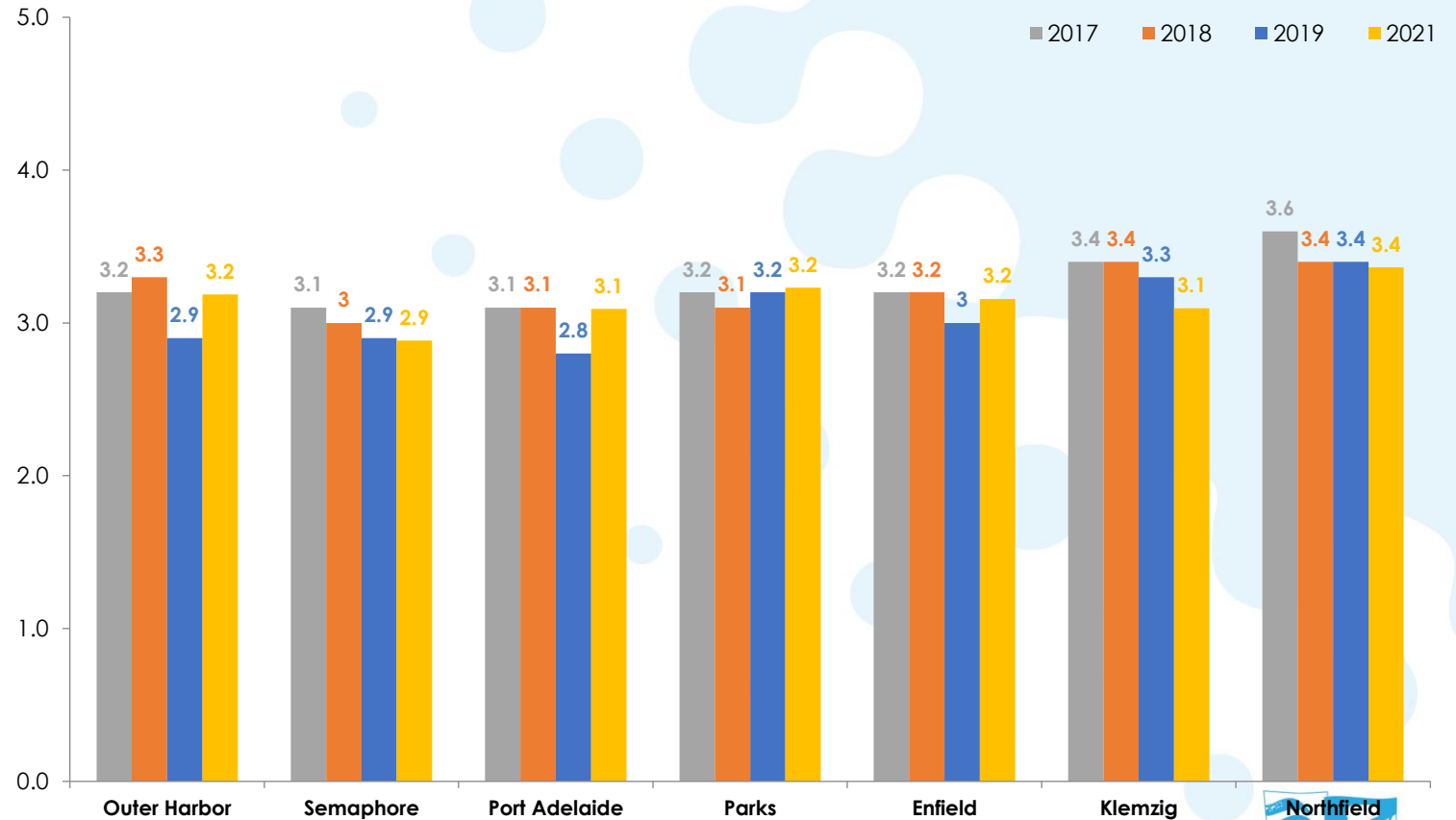
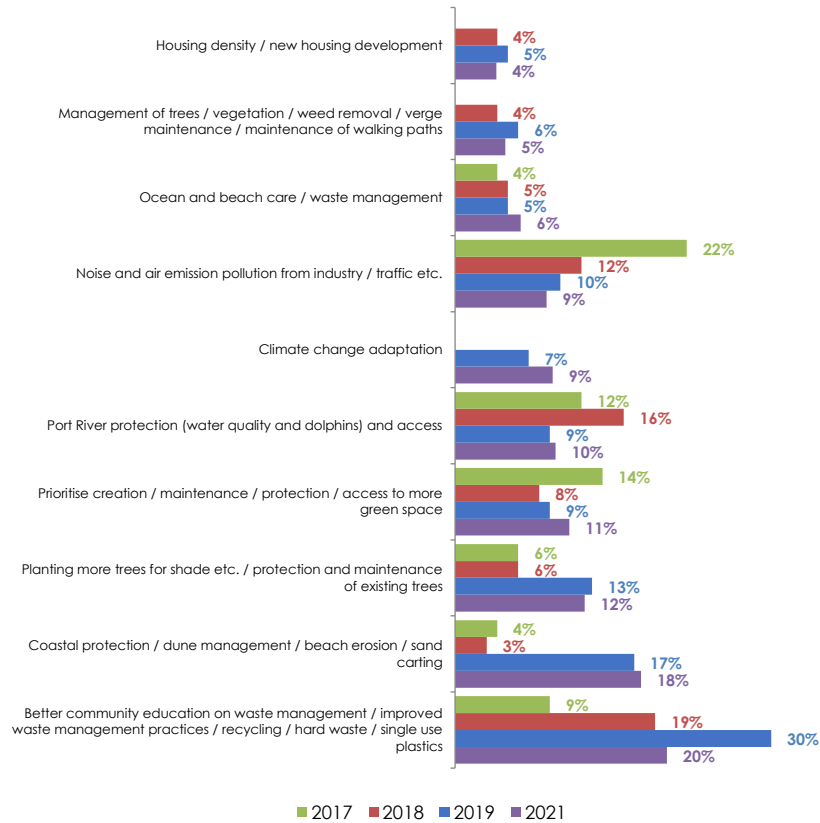
2017
3.1

2018
3.2

2019
3.1

2021
3.1
[n=984]

Most critical environment issue



City Scorecard Findings:

PLACEMAKING:

We are a unique and distinctive collection of active places, created and cared for through strong partnerships

TOP LINE RESULTS:

- All but two areas (Enfield and Klemzig) have seen an increase to their Net Promoter Score. Outer Harbor notes the largest increase in NPS
- Port Adelaide and Northfield have remained most consistent for Net Promoter Scores since 2017
- Those aged 35 to 84 have all noted positive increases to their NPS, whilst those 34 and under and 85 plus have all decreased
- The proportion who felt they could easily access places and services slightly decreased in Outer Harbor, Enfield and Klemzig
- Impact of COVID-19, particularly the significant reduction in events across the City is reflected in this year's results. Across all areas there has been a reduction in the proportion who feel they had an opportunity to participate / experience local arts and cultural activities.



PLACEMAKING: A city where people love to be

City net promoter score

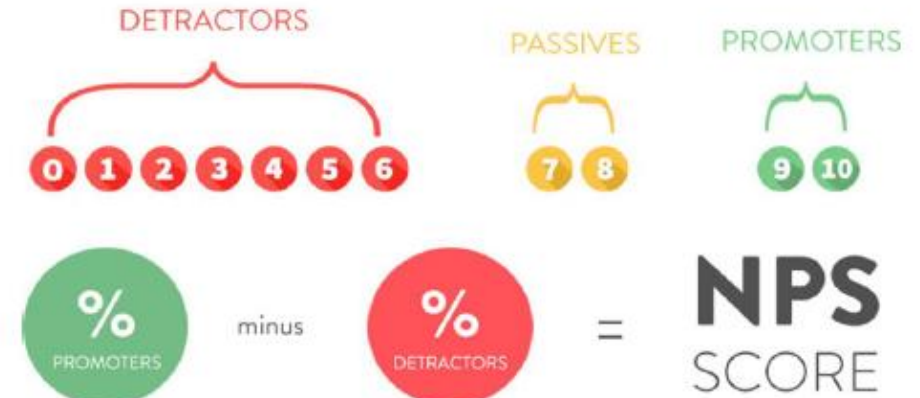


Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

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

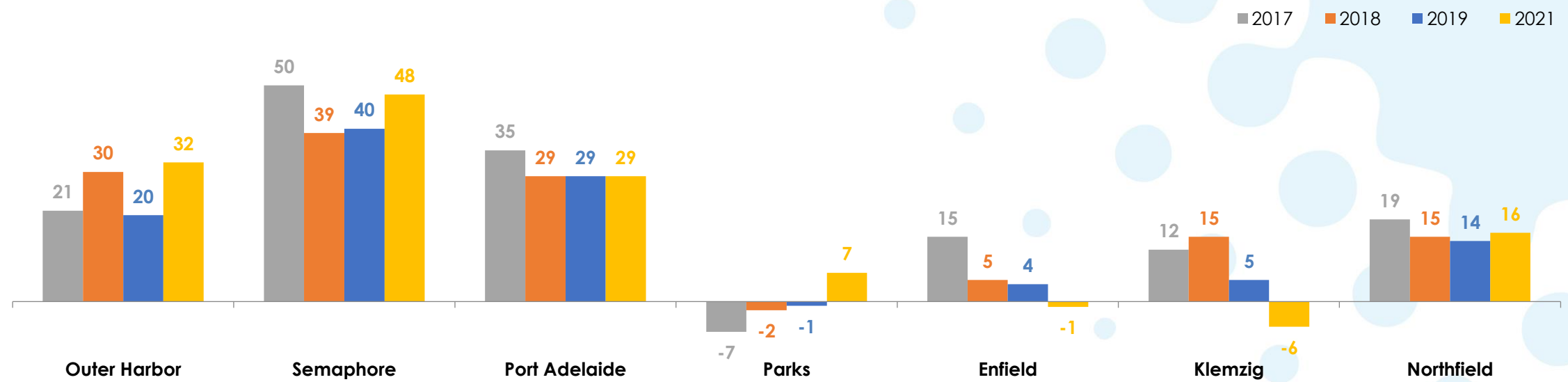
Respondents are grouped as follows:

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



PLACEMAKING: We are a unique and distinctive collection of active places, created and cared for through strong partnerships

City Net Promoter Score

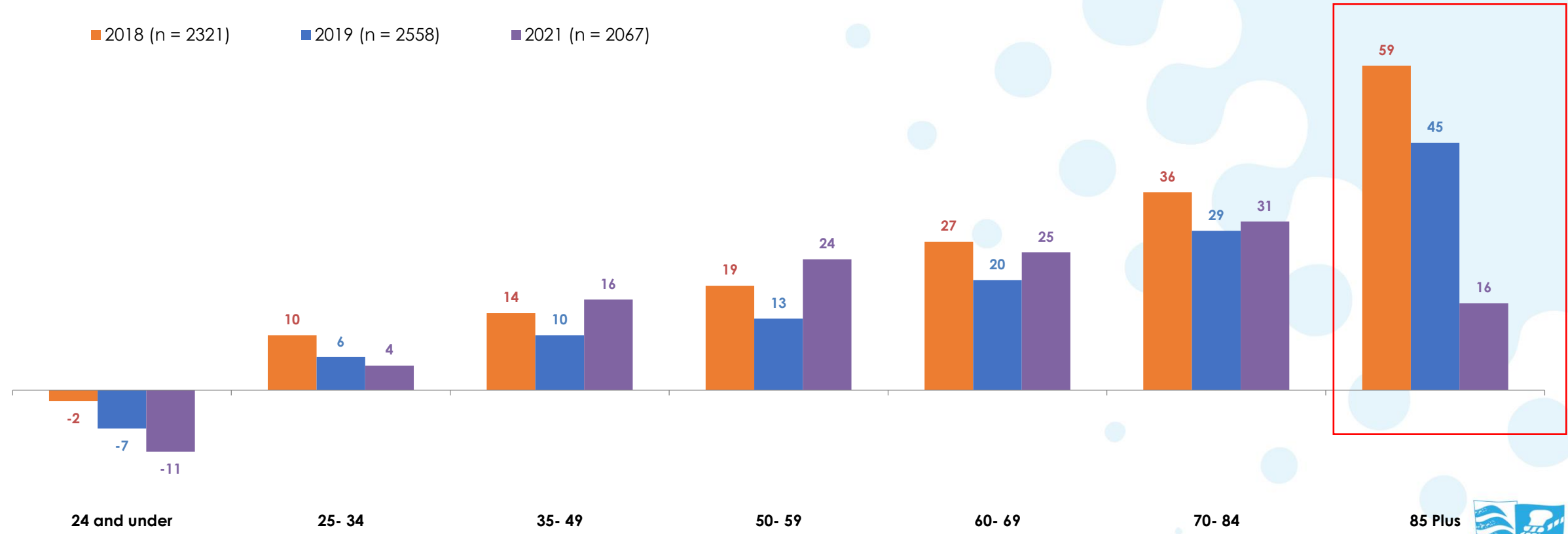


PLACEMAKING: We are a unique and distinctive collection of active places, created and cared for through strong partnerships

City Net Promoter Score

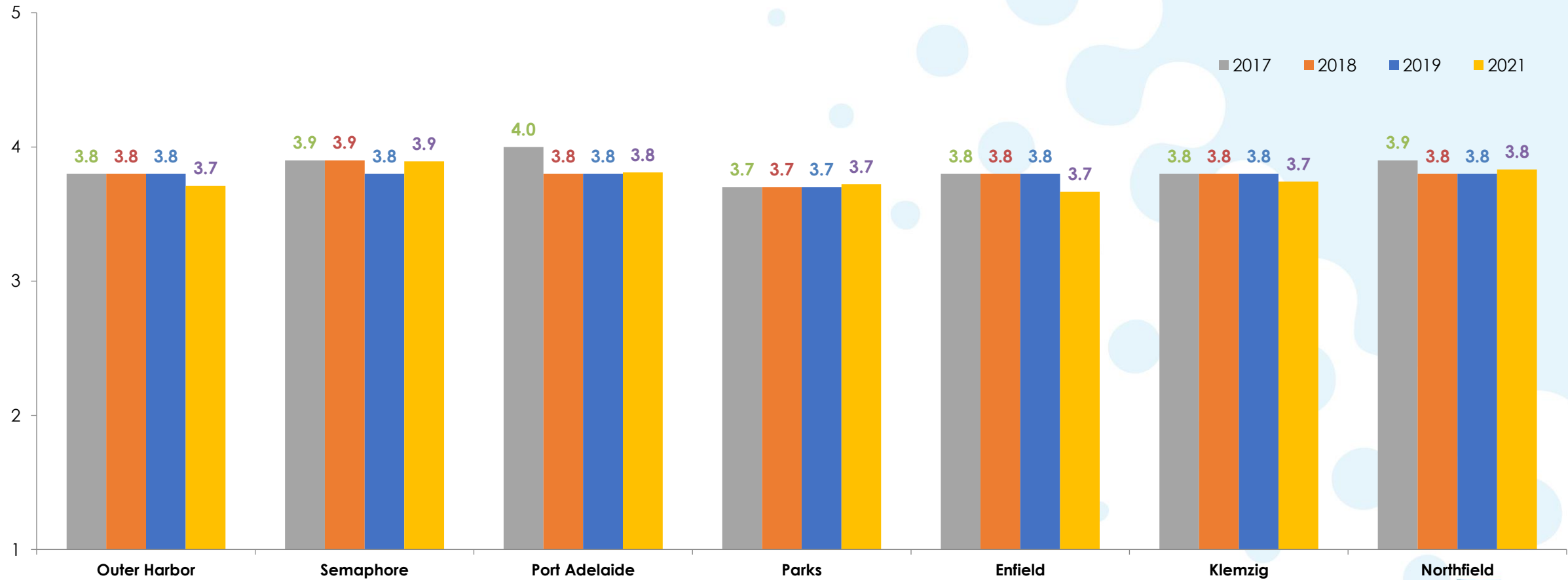


NPS by age group



PLACEMAKING: We are a unique and distinctive collection of active places, created and cared for through strong partnerships

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



PLACEMAKING: We are a unique and distinctive collection of active places, created and cared for through strong partnerships
Proportion who feel they had an opportunity to participate/experience local arts and cultural activities

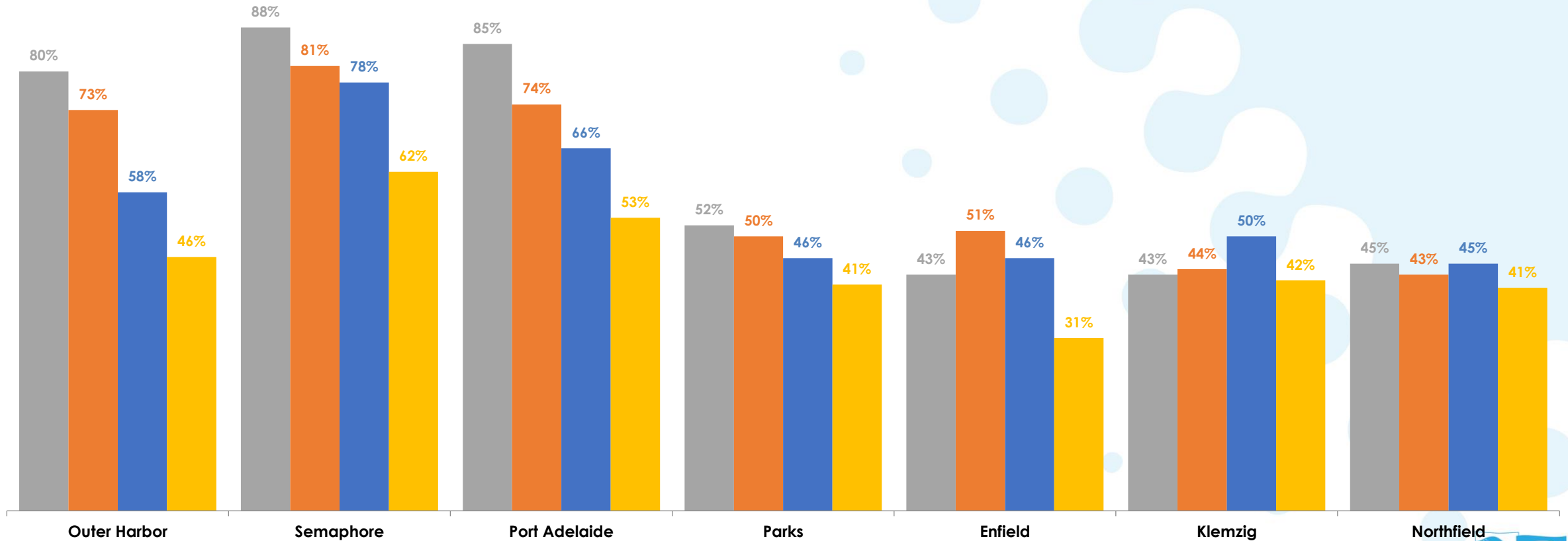
2017
62%

2018
62%

2019
57%

2021
47%
[n=2,276]

■ 2017 ■ 2018 ■ 2019 ■ 2021



City Scorecard Findings:

LEADERSHIP:

We are an innovative, collaborative and high performing leader within local government

TOP LINE RESULTS:

- The proportion who say council is engaging with residents and ratepayers has slightly increased (highest in Northfield, Port Adelaide and Klemzig)
- Social license score of either high or very high have observed a tracking high

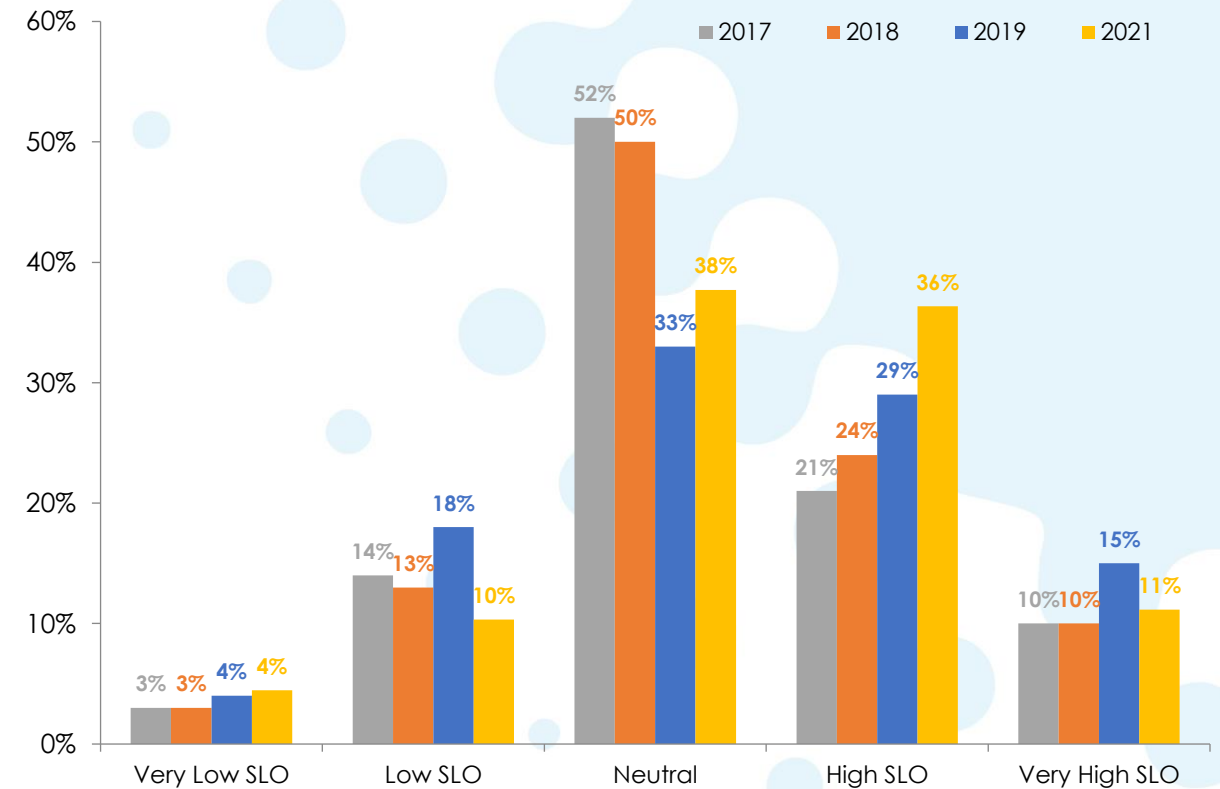


LEADERSHIP: We are an innovative, collaborative and high performing leader within local government

Social Licence to Operate score

Contributing aspects: Ordered by average score

2019: 3.9	1.	Council is critical to the wellbeing of the community (4.0)
2019: 3.8	2.	A relationship with council is beneficial to me (3.8)
2019: 3.5	3.	I am satisfied with my relationship with Council (3.5)
2019: 3.4	4.	Council responds quickly and effectively to issues or problems when I raise them (3.4)
2019: 3.4	5.	Council generally delivers on its promises (3.4)
2019: 3.4	6.	Council openly shares information that is important to me (3.3)
2019: 3.2	7.	Council listens to me (3.2)
2019: 3.3	8.	Council treats everyone fairly (3.2)
2019: 3.3	9.	Council is concerned about the things that matter to me (3.1)
2019: 3.0	10.	I can influence Council's decision-making process (2.8)



Note: The Social Licence Score has been calculated by measuring the average agreement level (using a 5 point scale) across each of the 10 contributing aspects



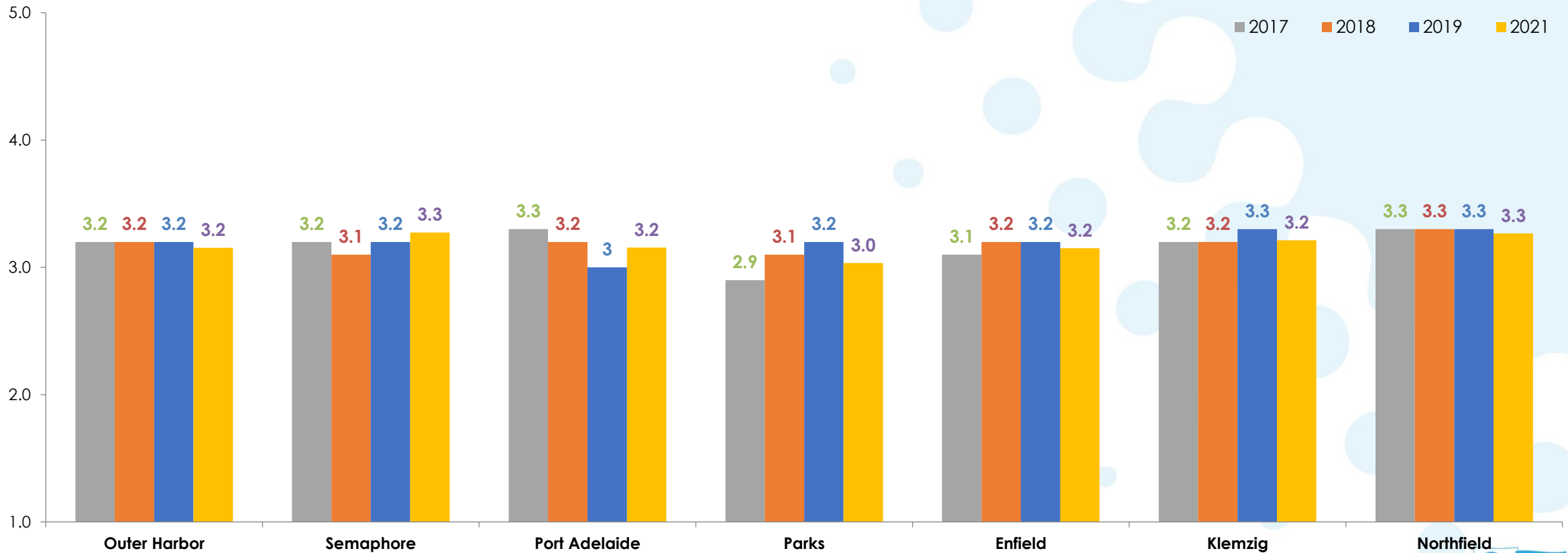
LEADERSHIP: We are an innovative, collaborative and high performing leader within local government
Proportion who say council delivers value for the rate dollar

2017
3.2

2018
3.2

2019
3.2

2021
3.2
[n=2,277]



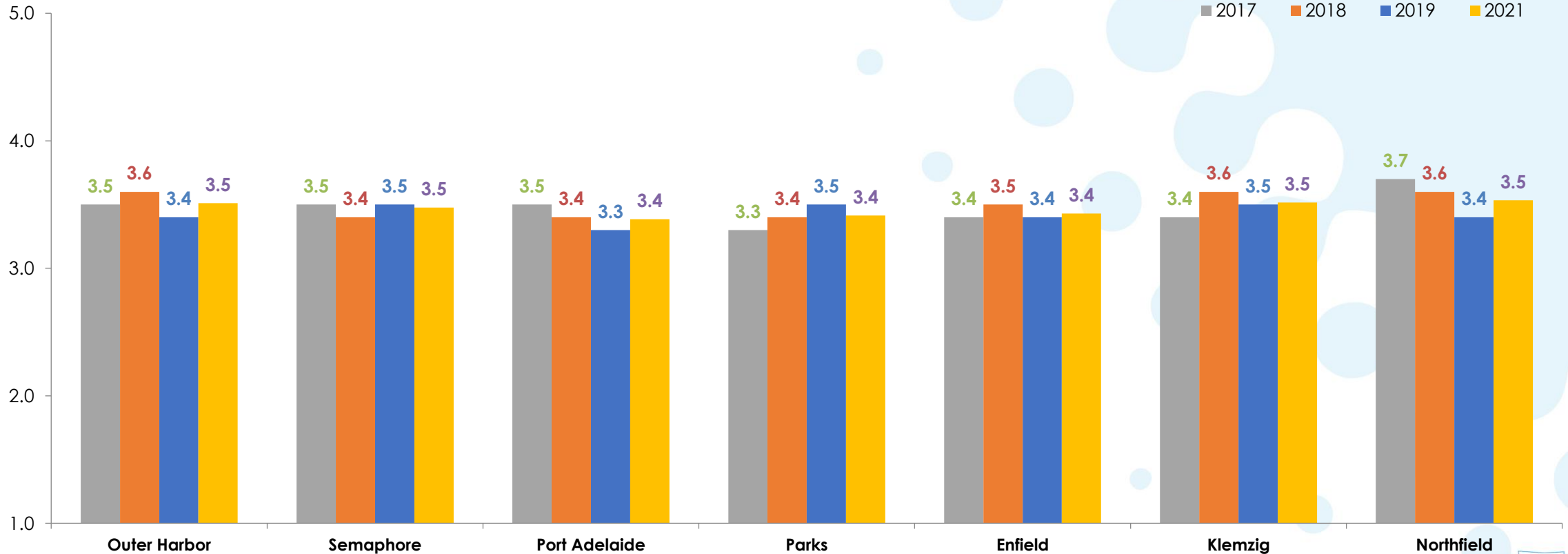
LEADERSHIP: We are an innovative, collaborative and high performing leader within local government
Proportion who are satisfied with council services

2017
3.5

2018
3.5

2019
3.5

2021
3.5
[n=2,393]



LEADERSHIP: We are an innovative, collaborative and high performing leader within local government
Proportion who say council is engaging with residents and ratepayers

2017
3.0

2018
3.0

2019
3.0

2019
3.1
[n=3,024]

