

COMMUNICATIONS SURVEY RESULTS

2014/2015



RESULTS OF 2014/2015 COMMUNICATIONS SURVEY

In December 2014, Council ran a Communications Survey to help us understand and improve the way we communicate and engage with you.

The survey had three aims:

1. To gain practical input on what you want to hear more of and how we can best deliver that information to you
2. To assess the value and impact of Council's communications
3. To benchmark communications metrics in order to measure effectiveness over time

Please read on to find out the results of the survey.

1. ABOUT YOU

528 people answered the survey



Female: 321



Male: 207

You live in the following suburbs:



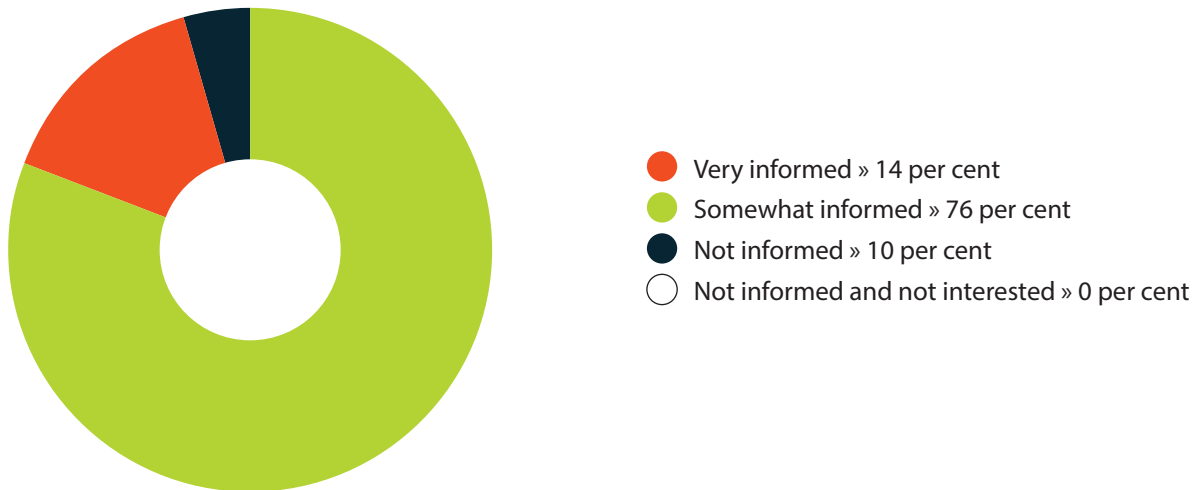
- Bondi Beach » 22 per cent
- Bondi Junction » 19 per cent
- North Bondi » 12 per cent
- Bronte » 14 per cent
- Dover Heights » 5 per cent
- Queens Park » 5 per cent
- Rose Bay » 5 per cent
- Tamarama » 3 per cent
- Vaucluse » 5 per cent
- Waverley » 8 per cent
- Outside Waverley » 2 per cent



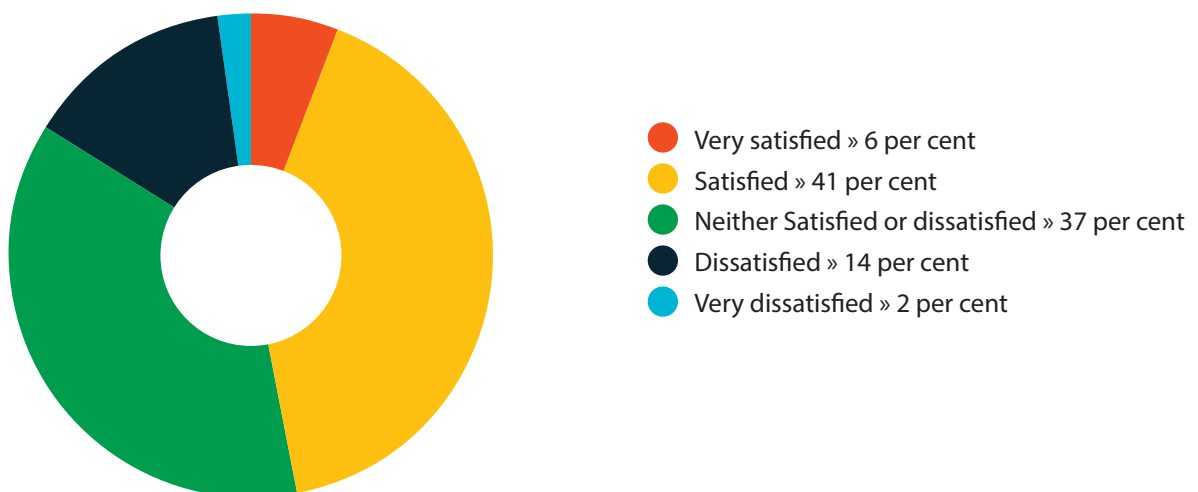
- 18-29 » 7 per cent
- 30-39 » 21 per cent
- 40-49 » 20 per cent
- 50-64 » 33 per cent
- 65+ » 15 per cent
- Prefer not to say » 4 per cent

2. GENERAL COMMUNICATION FEEDBACK

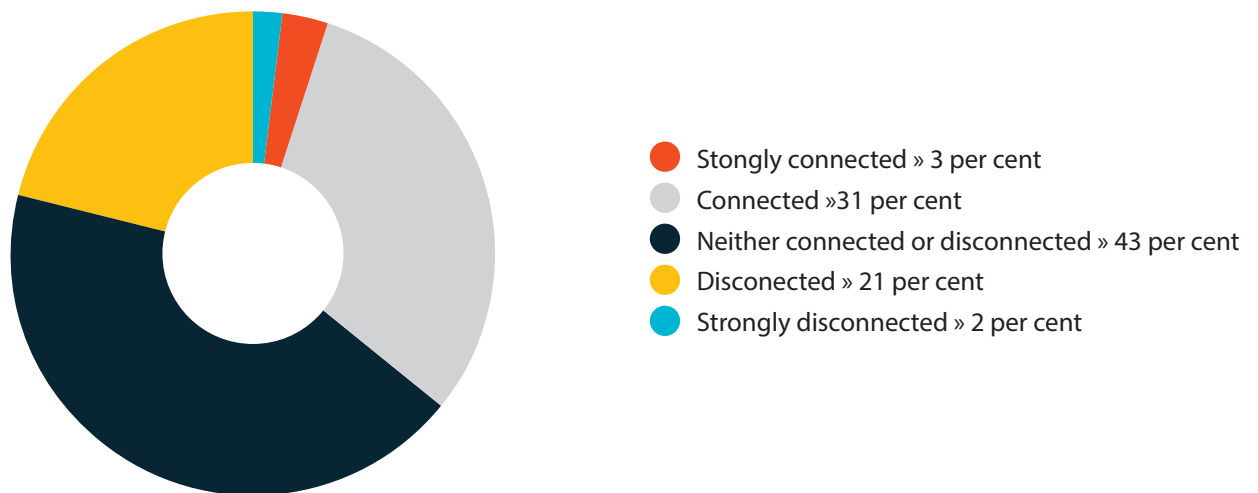
2.1 How well informed do you feel you are about Council activities?



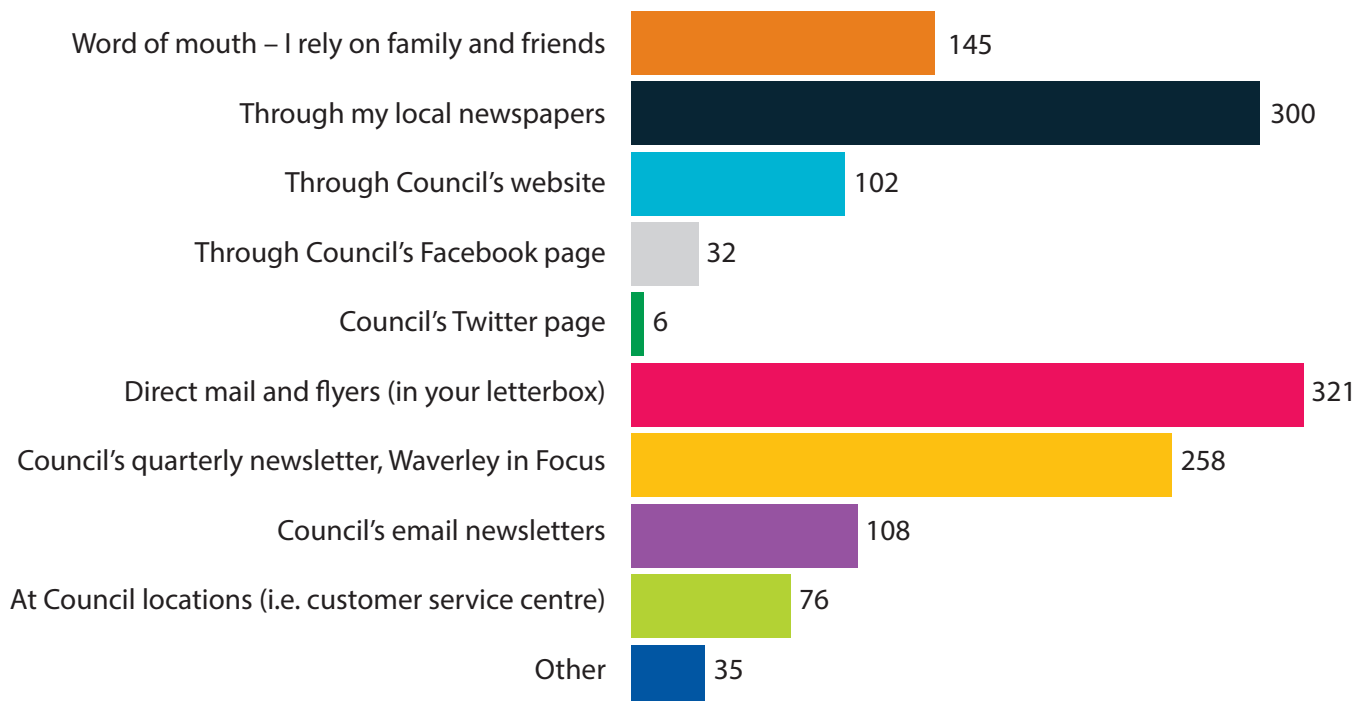
2.2 How satisfied are you with the information you receive from Council?



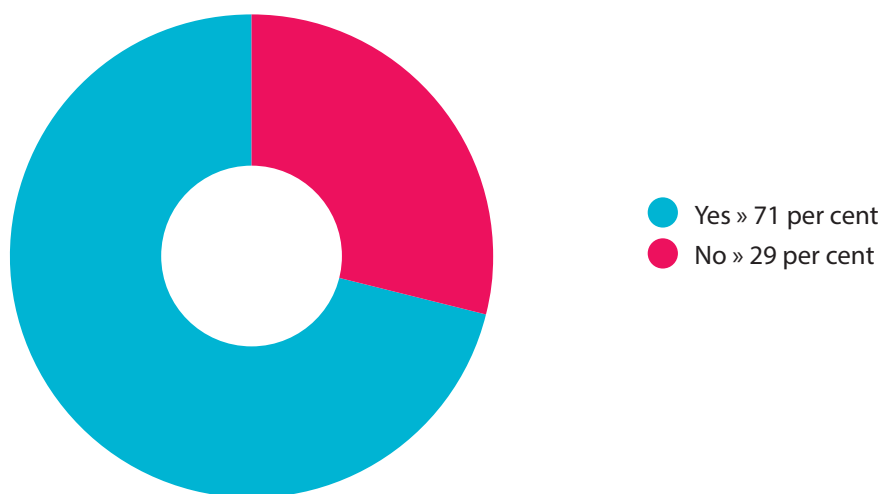
2.3 How connected do you feel to Council?



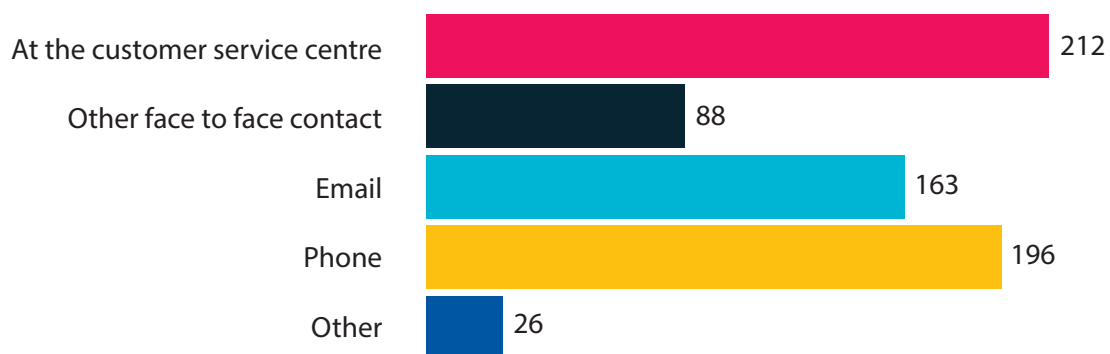
2.4 Where are you most likely to hear about Council activities?



2.7 Have you had direct contact with Waverley Council in the past 12 months?



2.8 If yes, how so?



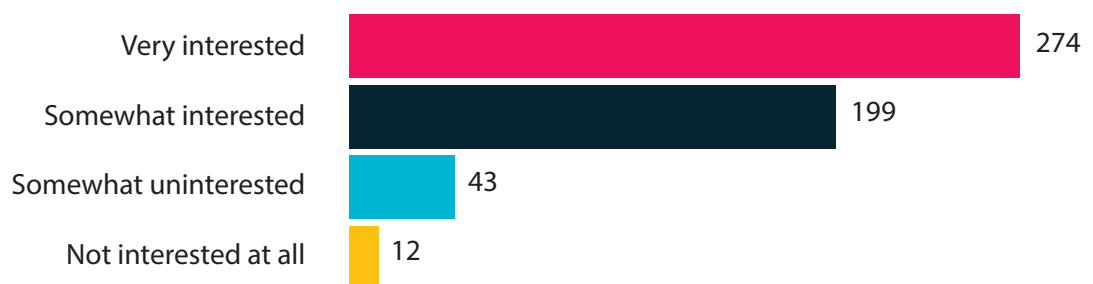
3. WHAT YOU'RE INTERESTED IN RECEIVING INFORMATION ON

3.1 You're very interested in receiving information on:

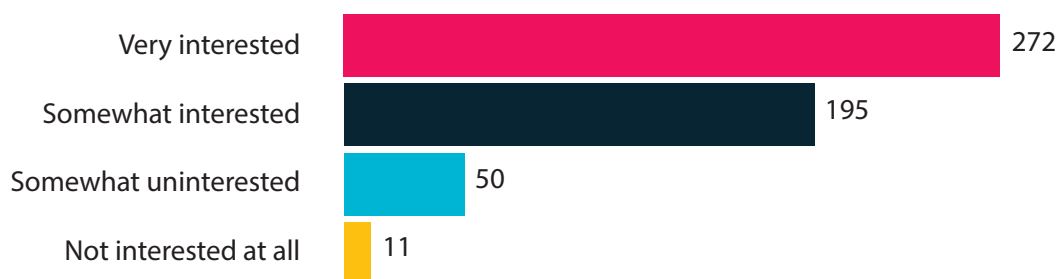


Below is the level of interest per topic.

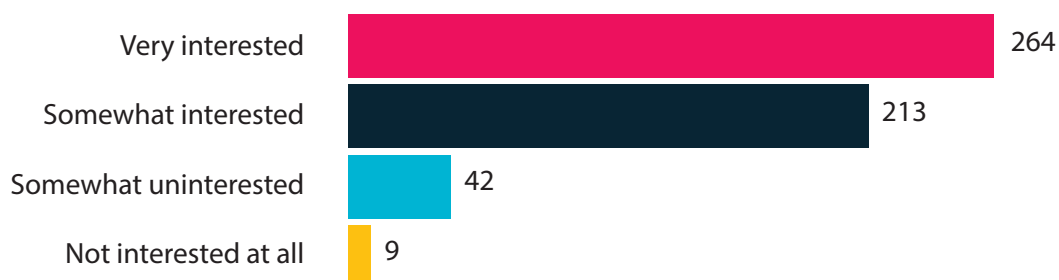
3.2 Community consultations:



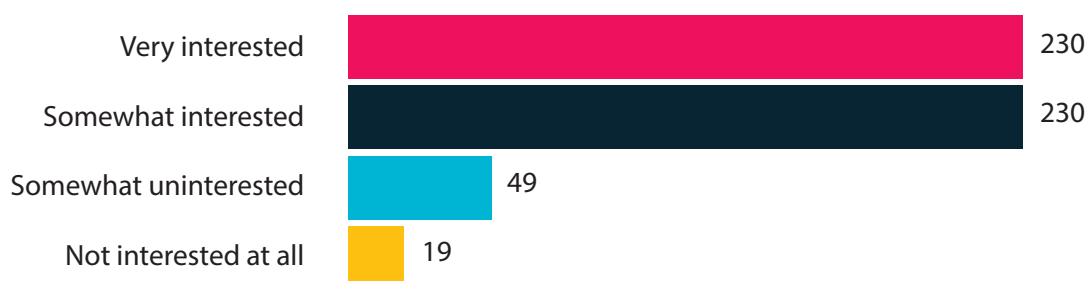
3.3 Environmental projects:



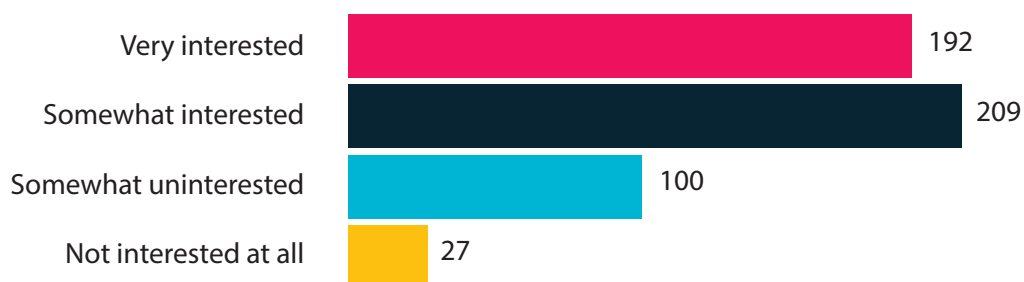
3.4 Waste and recycling:



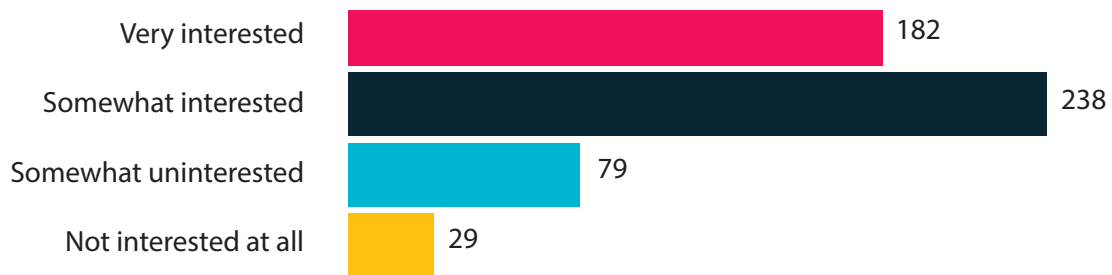
3.5 Road and footpath works



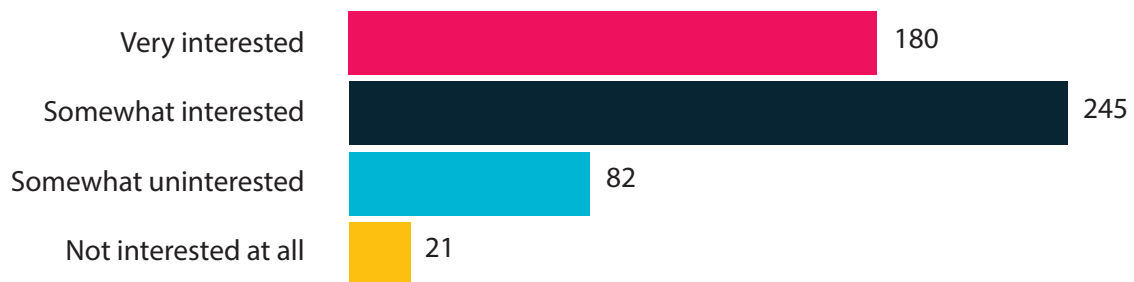
3.6 Private development proposals



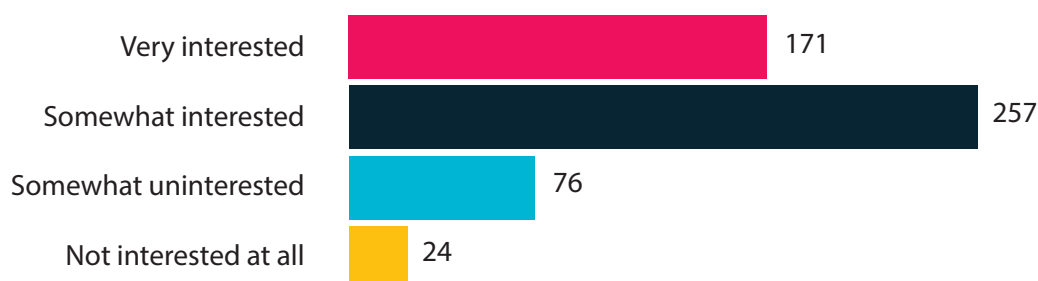
3.7 Community facility and playground upgrades



3.8 Decisions from Council meetings:



3.9 Council events:



3.10 Other

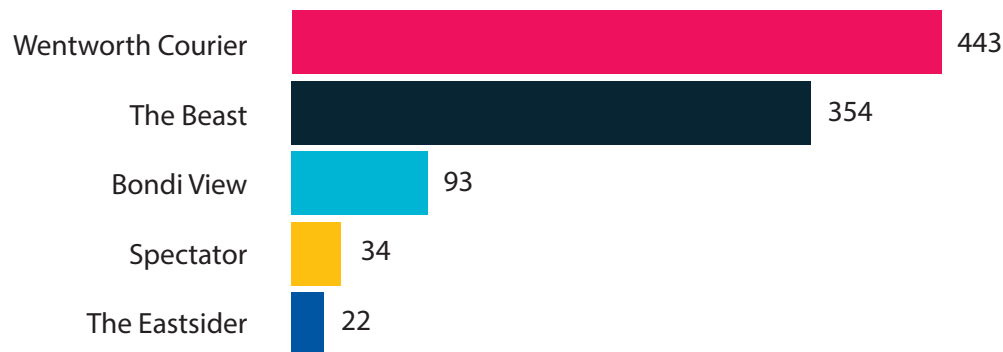
Approximately 42 per cent of survey respondents stated they were interested in receiving information on 'other' areas of Council or Council initiatives. Suggestions were varied and majority were specific to the respondent's location ie. local play space upgrade and roadworks.

Some common themes included:

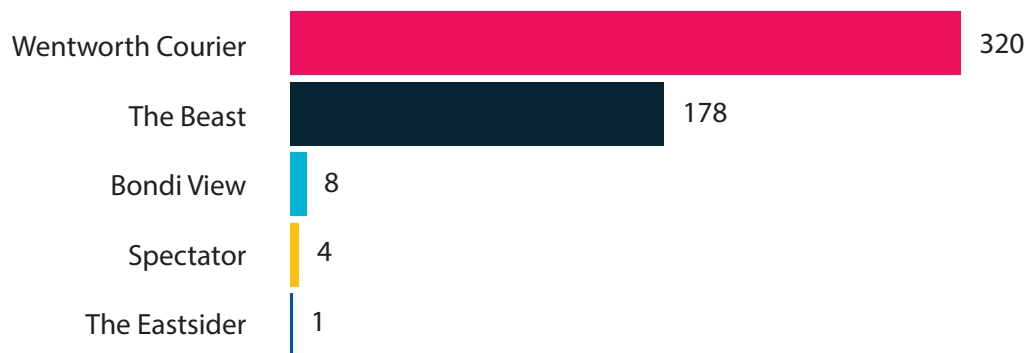
- Parking: there were several requests to communicate any changes to parking particularly around Bondi and Bronte
- Council budget updates: some respondents wanted to hear more about Council's budget progress and forecasts. There were also comments around communicating the cost of individual projects
- Library news: there were several comments from respondent stating they wanted to know more about our library, its services and events
- Information on local government reform: there were many comments from respondents wanting an update on local government reform. Please note, this was before Waverley Council ran consultation on the 'Future of Waverley'.

4. OUR LOCAL PAPERS

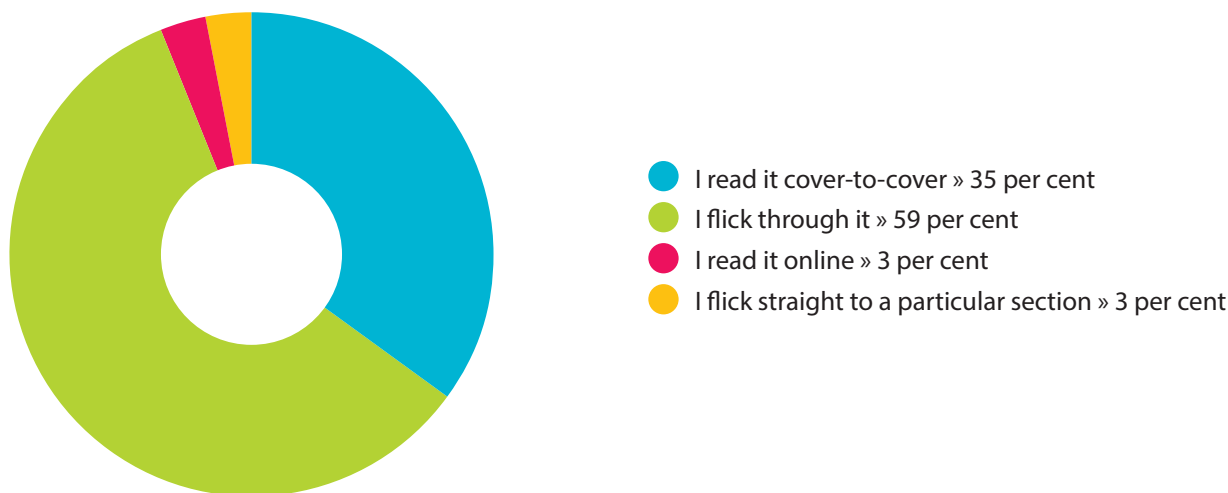
4.1 Which of the following do you read in hard copy or online?



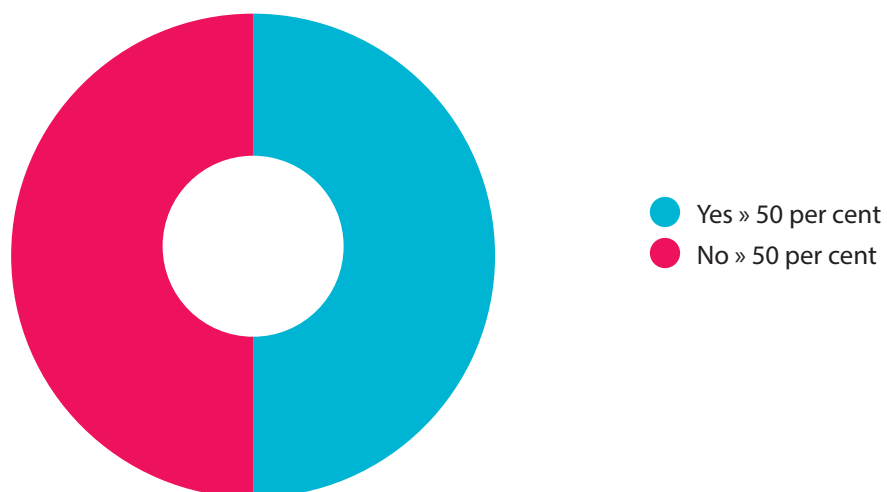
4.2 Which newspaper do you read most often:



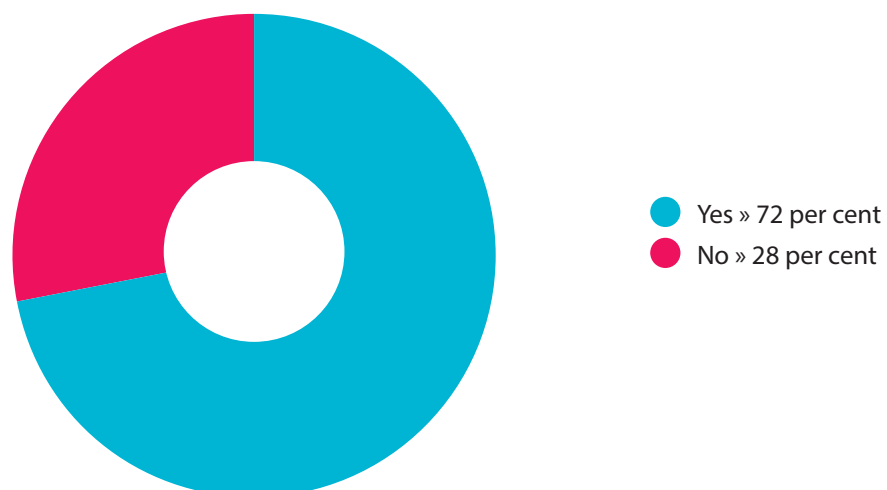
4.3 Your reading habits with your most-read publication:



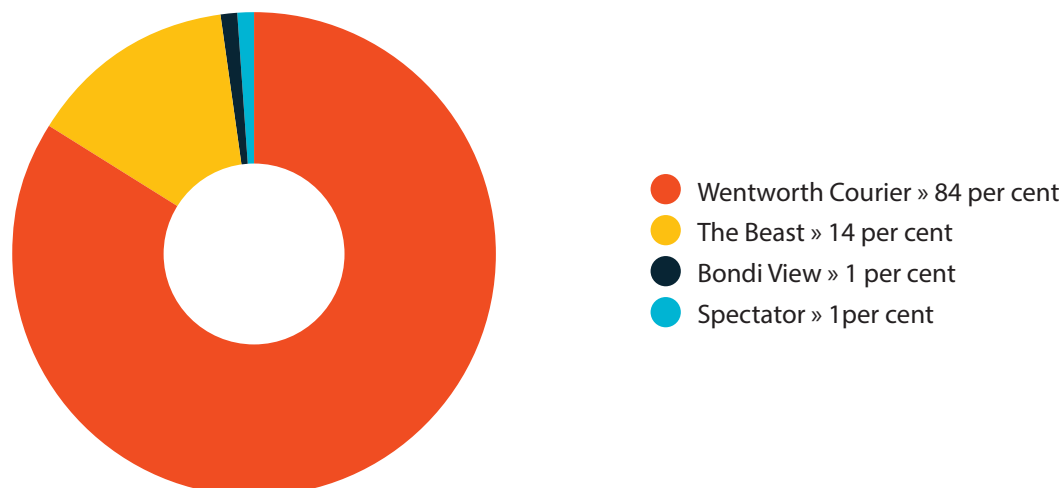
4.4 Do you recall seeing an advertisement about Waverley Council in a local paper?



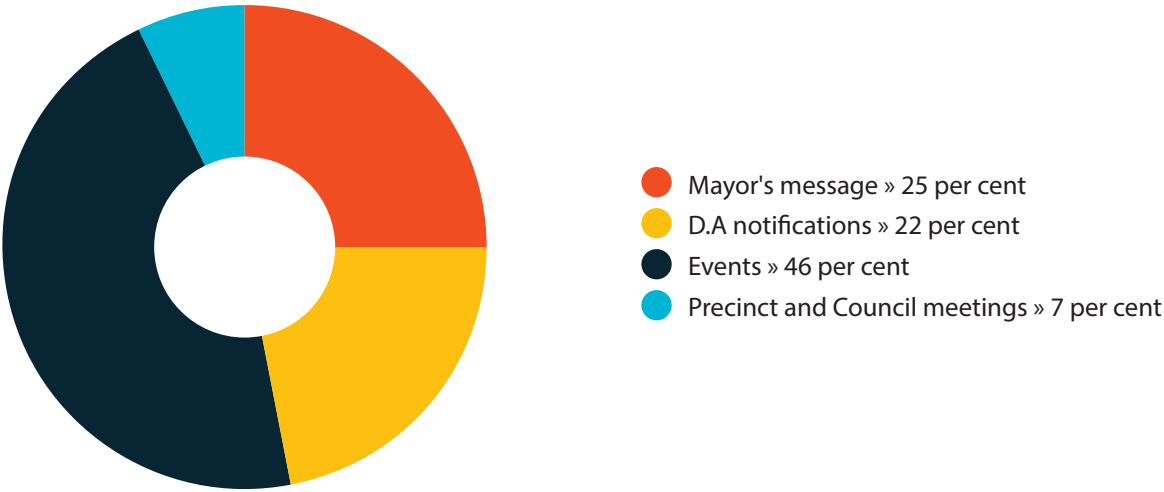
4.5 Do you recall seeing our regular Council page (with the Mayor's column) in any of our local papers?



4.6 Which one?

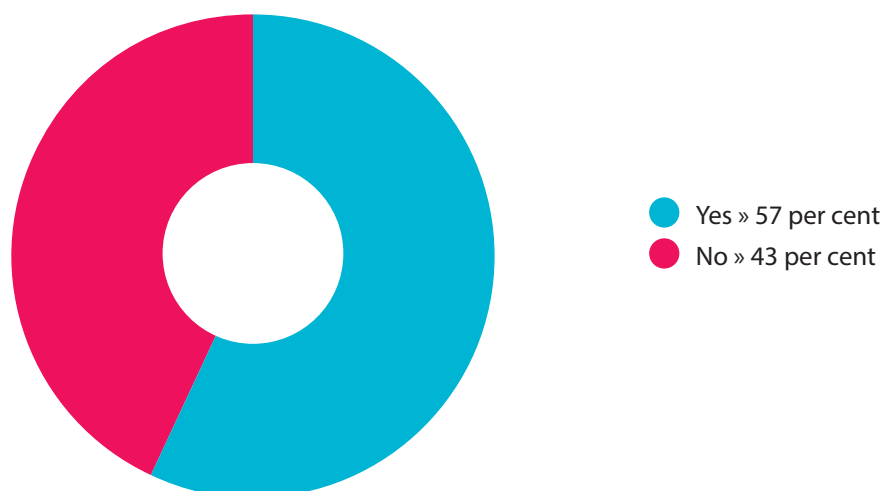


4.7 Which part of our Council page do you usually read?



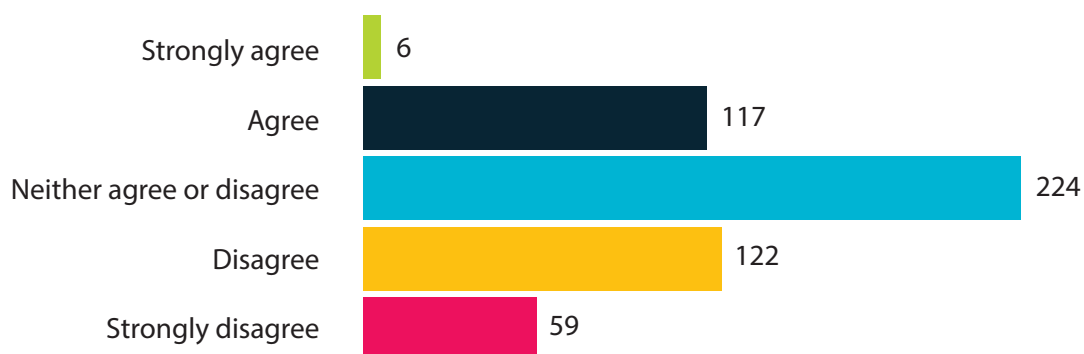
5. OUR COMMUNITY CONSULTATIONS

5.1 Do you feel like you have the opportunity to provide your comment on Council's plans and strategies?

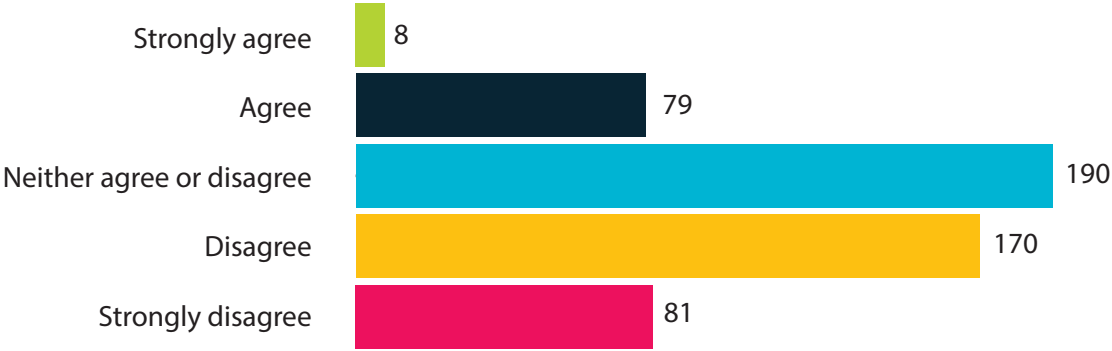


5.2 We asked you to assess the following statements:

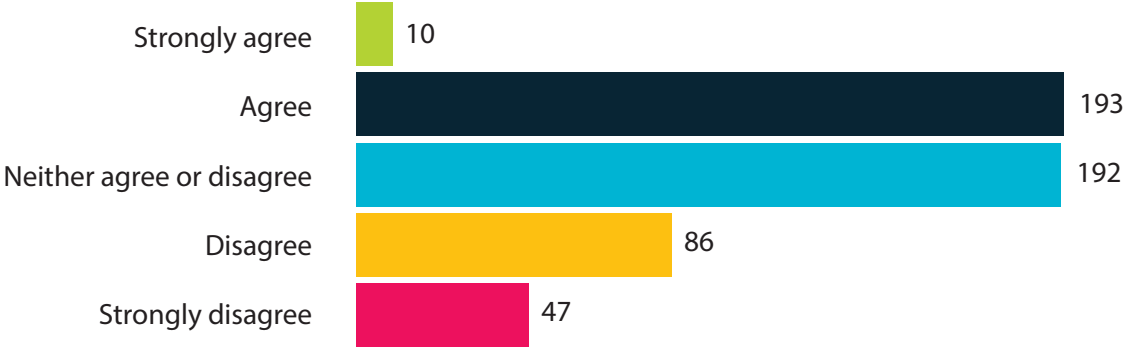
I believe Council considers my feedback when making decisions:



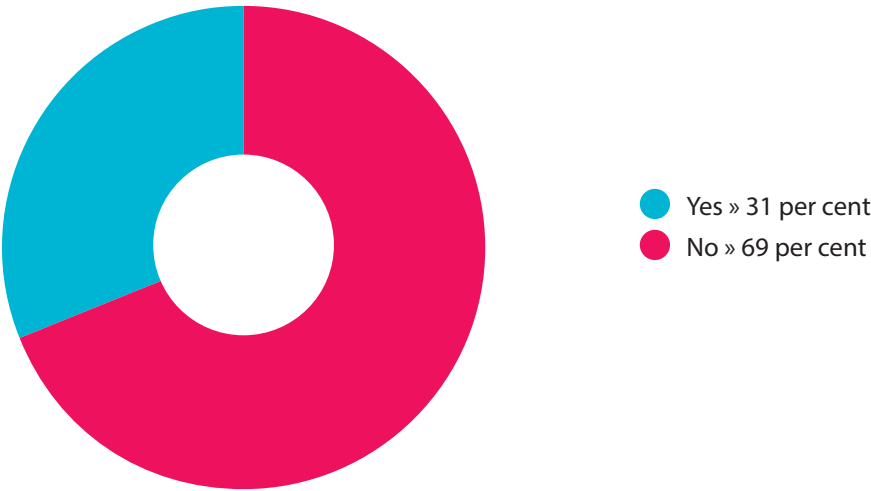
I feel I can influence Council's decisions:



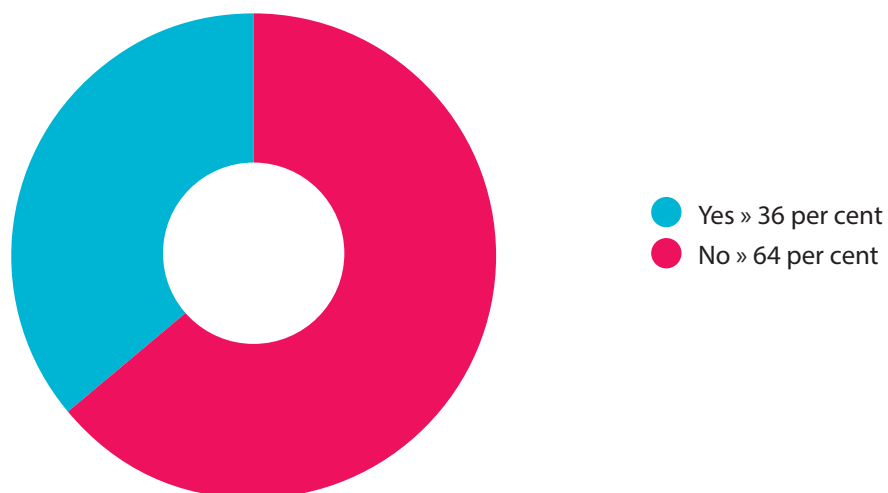
I believe Council provides appropriate ways to provide feedback:



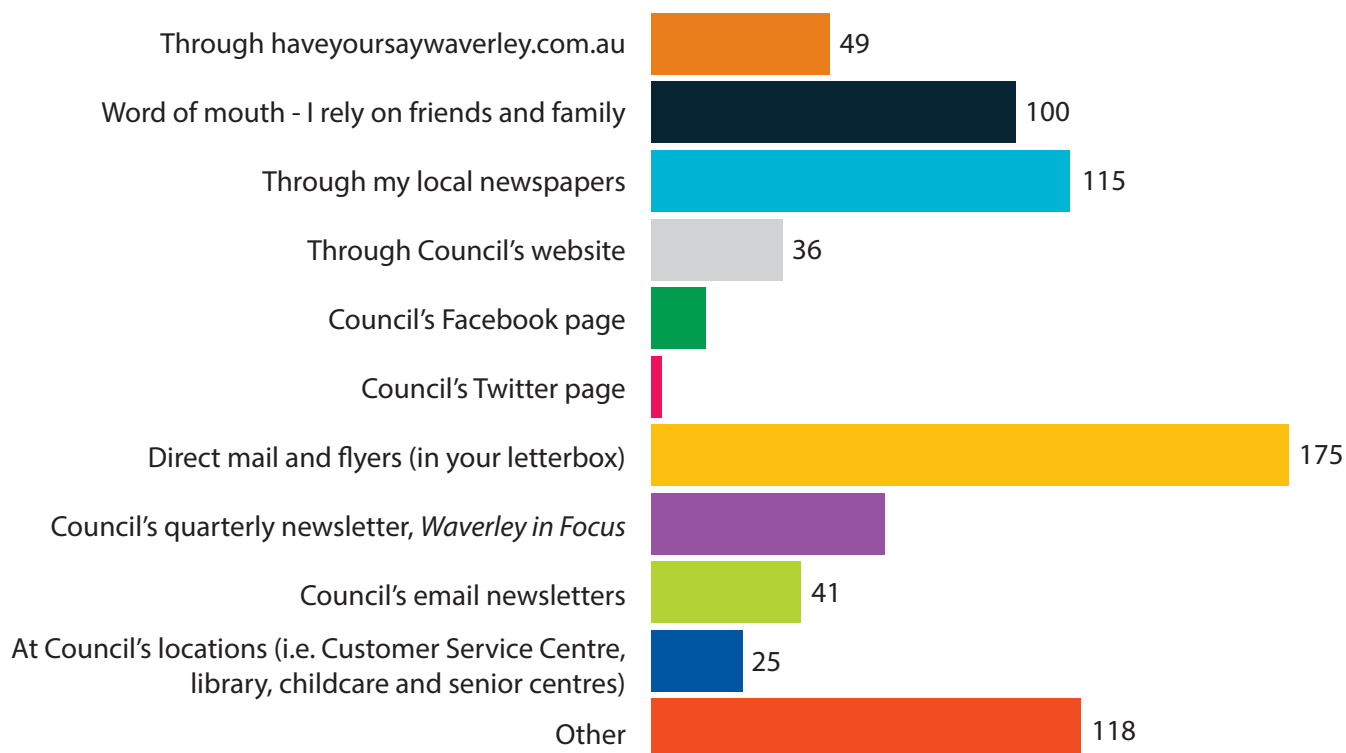
5.3 Have you ever used Council's haveyoursaywaverley.com.au site?



5.4 Have you read about or taken part in community consultation in the last 12 months?



5.5 How did you find out about the last community consultation you were involved in?

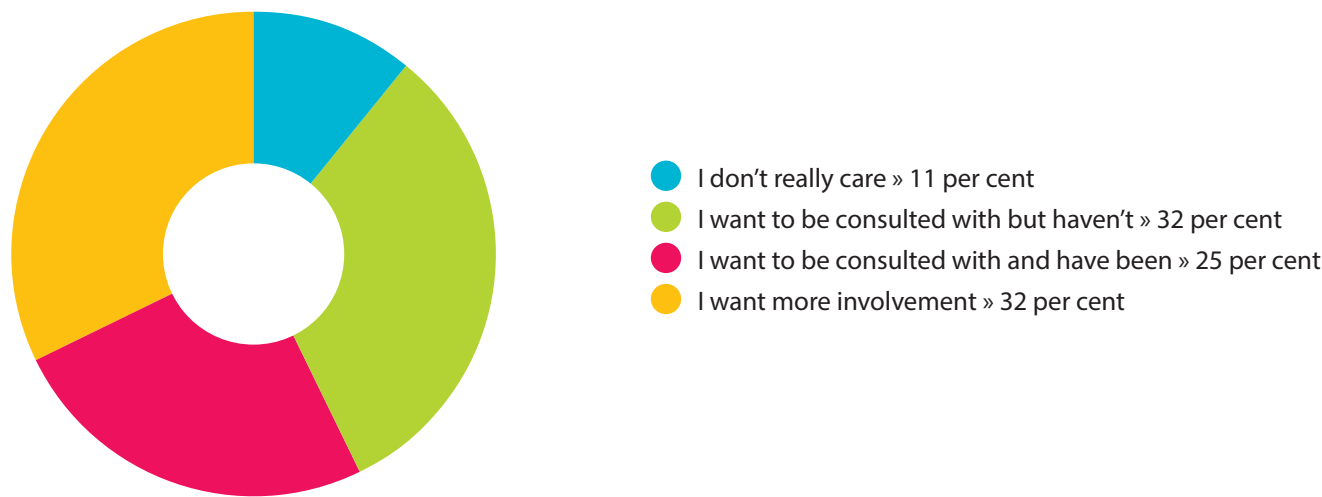


5.6 Other

25 per cent of survey respondents stated they found out about the last consultation they were involved via two main 'other' ways.

- Community groups, such as 'Save Bronte'
- Precinct meetings

5.7 How much do you care about 'having your say' on our plans and strategies?



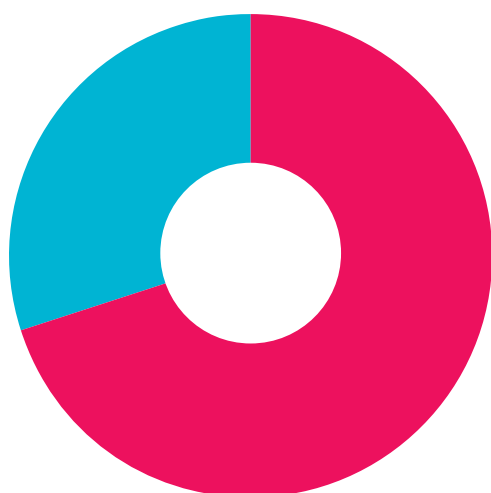
6. WAVERLEY IN FOCUS

6.1 How well does *Waverley in Focus* keep you informed about Council activities?



- Very well » 22 per cent
- Somewhat informed » 64 per cent
- Not informed at all » 14 per cent

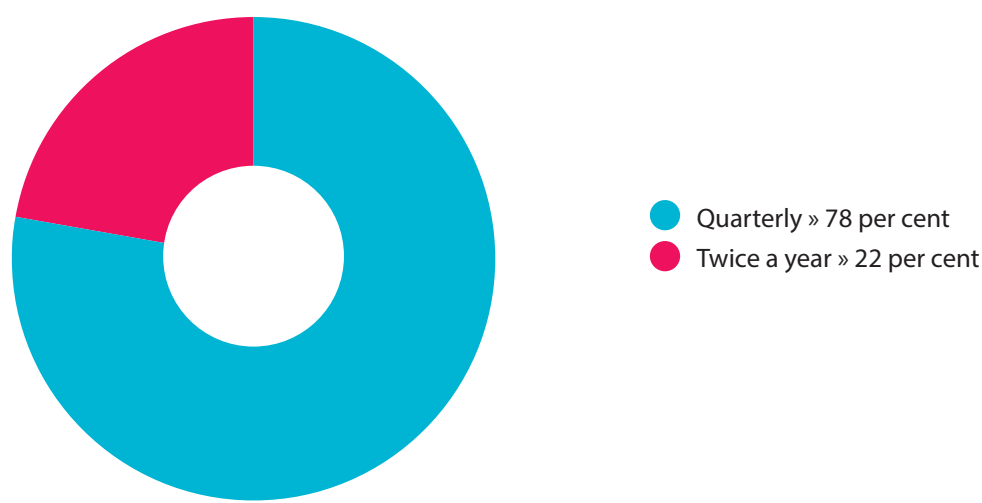
6.2 Below is an image of the 2014 Spring edition of *Waverley in Focus*. Do you remember receiving it?



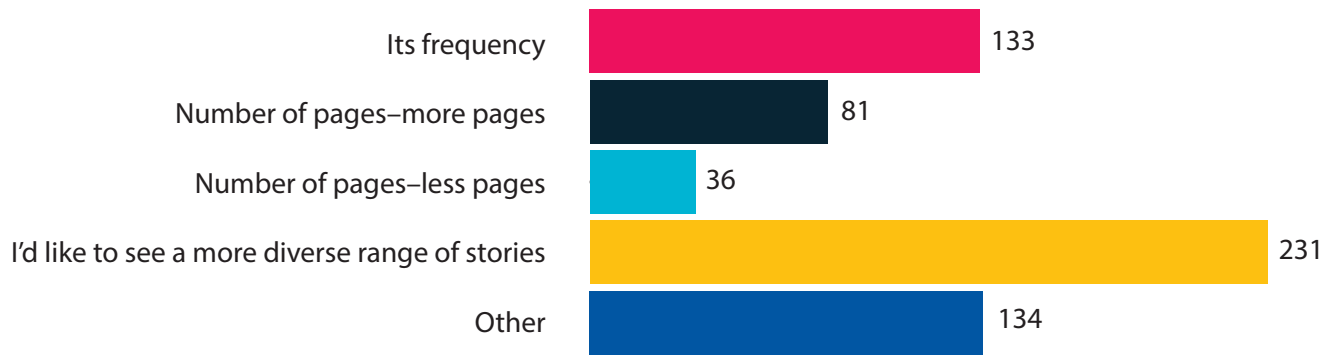
- Yes » 30 per cent
- No » 70 per cent



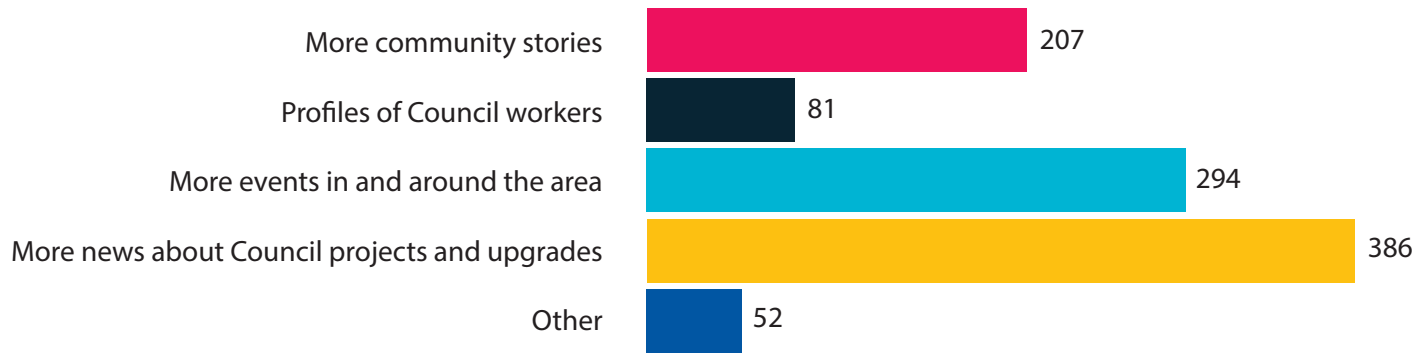
6.3 How often would you like to receive *Waverley in Focus*?



6.4 What would you change about *Waverley in Focus*?



6.5 What types of stories would you like to see?



6.6 Other

25 per cent of survey respondents also had additional suggestions for *Waverley in Focus*. Suggestions were varied, but mainly focused on two themes:

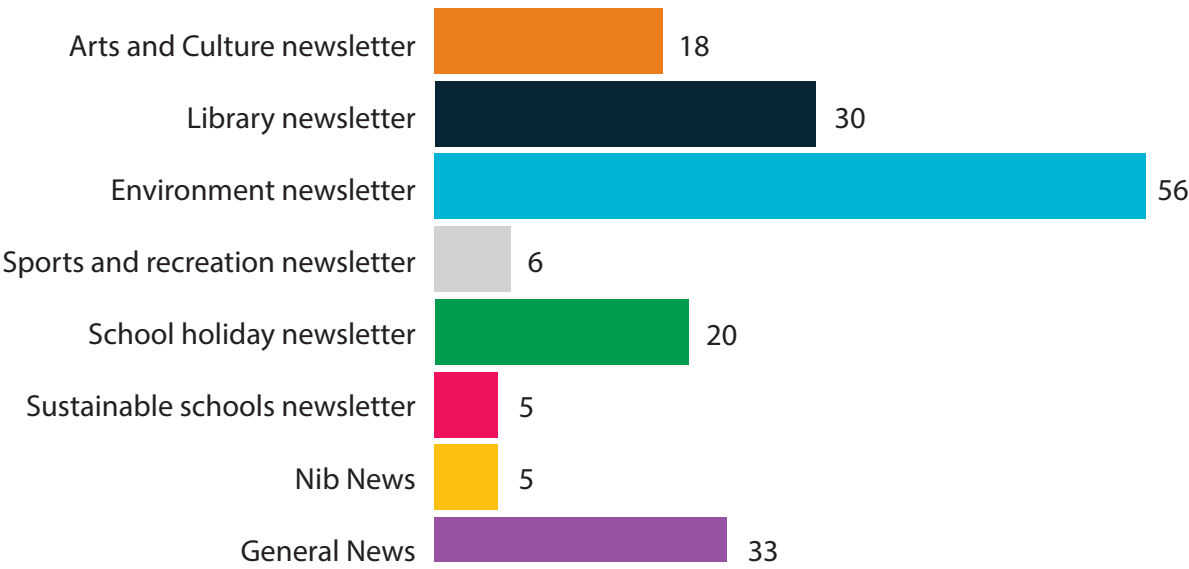
- Enewsletter option: though a digital version of *Waverley in Focus* available on Council's website, there were some comments about the quarterly publication also being made available in an enewsletter format
- Inconsistency in delivery: quite a number of people pointed out that there was an inconsistency with delivery. **NOTE:** We are working on this, and we are also exploring ways for the publication to be delivered to apartment buildings that have limited access.

7. OUR ENEWSLETTERS

7.1 Do you currently subscribe to any of our newsletters?

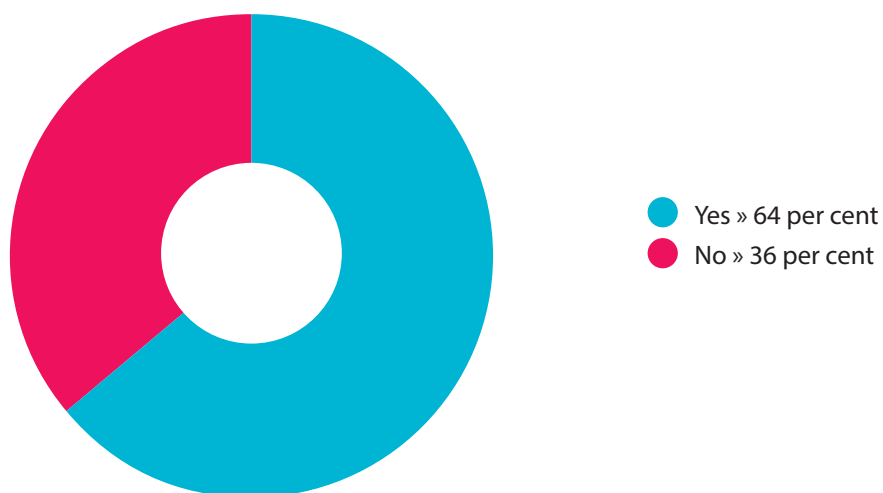


7.2 Which one?

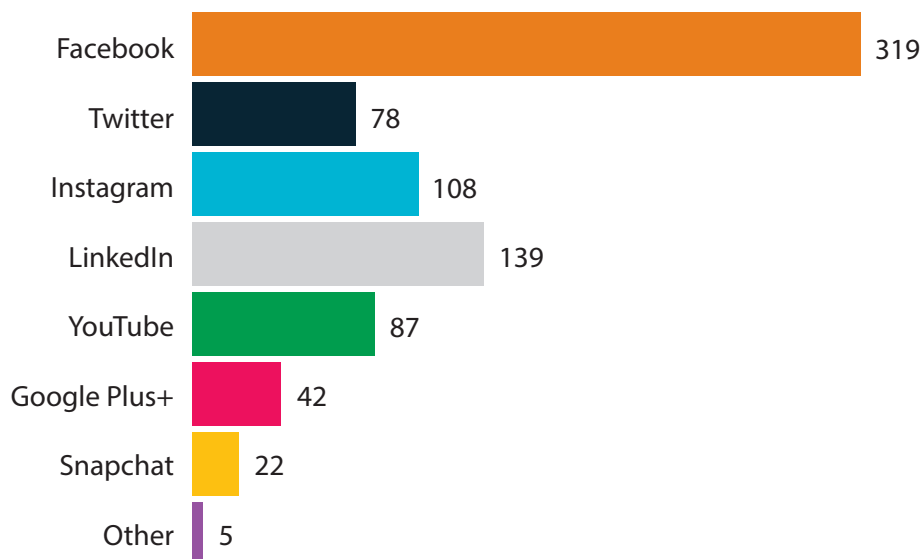


8. SOCIAL MEDIA

8.1 Are you active on social media?



8.2 Which platform(s) are you on?



9. WHAT DO YOU THINK COUNCIL CAN DO TO IMPROVE ITS COMMUNICATION AND HOW INFORMATION IS DELIVERED TO YOU?

406 of 528 respondents (77 per cent) had extra suggestions. Though feedback was mixed, the common statement from respondents was to communicate projects, initiatives and issues that are relevant to their specific location, for example: roadworks or upgrades at a nearby play space.

Additionally, there were seven common themes:

1. More transparency in communication

Approximately 6 percent of the 406 people who answered this question stated they wanted to be told more about:

- Council's plans and proposal not just implementations
- Council's concerns / issues and proposed solutions (not just 'good news')
- Decisions from Council meetings.

2. Timing

Approximately 2 per cent of the 406 people who answered this question stated they wanted:

- To learn about projects / initiatives well before their implementation
- More time to give feedback on consultations.

3. Listen to and acknowledge feedback

Approximately 5 per cent of the 406 people who answered this question stated:

- Council needs to let the community know when feedback is taken on board, and if not, Council needs to explain why
- Council needs to listen and acknowledge community's suggestions.

This theme correlates with our questions around community consultation. When we asked the community if they believed Council considers their feedback in making decisions, 224 of the respondents said they neither agreed nor disagreed. This was followed by 122 people selecting 'disagree'.

4. Follow up communication

Approximately 3 per cent of the 406 people who answered this question stated:

- They want to be kept informed on projects / initiatives as they progressed
- They want to be told of any changes (positive or negative) to projects / initiatives
- They want to know the outcome of the consultations they are involved in.

5. Stronger social media presence

Approximately 8 per cent of the 406 people who answered this question stated they generally wanted more content on 'social media' – the two platforms mentioned were Facebook and Twitter.

Some respondents also mentioned they were not aware of Council's already existing social media platforms. After being told about them during this survey, they signed up.

6. Improvements to Council's website

Approximately 3 per cent of the 406 people who answered this question stated they wanted to see improvements to Council's website to make information easier to find. Comments around improvements were generally to make the website more 'user friendly', and there were two specific sections of the website mentioned:

- The search engine: there is a general feeling that the search function returns too many pages
- Project updates: there were some comments around projects updates being hard to find. People relied on being given a direct url.

7. An increase in electronic information delivery

Approximately 14 per cent of the 406 people who answered this question generally stated they were not aware of Council's newsletters. This also correlates two questions in the survey:

1. When asked if respondents currently subscribed to any of Council's newsletter 82 per cent answered 'no'
2. When asked how respondents want to receive information in the future, majority stated they want to receive information via newsletters.

Other suggestions included providing an electronic version of *Waverley in Focus* and providing regular email updates on projects that are relevant to resident's specific location.

Next steps:

Thank you to everyone who provided their feedback on our Communication Survey earlier this year.

Where possible, the results and your suggestions have already started to be applied. This includes:

- Readjusting our Council page in local news publications to make it easier to read and more engaging
- Providing more information on roadworks that are in high-transited area
- Streamlining our community consultation guidelines to help us better engage with you
- Providing you with ongoing updates on projects / upgrades that are of interest to you
- Promoting the various e-newsletters we have and encouraging sign up
- Providing a wider range of stories, including project updates, in *Waverley in Focus*
- Continuing to utilise and improve our social media content
- Reviewing our Council website to see what improvements can be made.

The results will also feed into other strategic documents, including a Communications and Engagement Framework.

Our aim is to run a Communications Survey every second year, as it will help us index what improvements are working and what areas need attention. The next Communications Survey is due to run at the end of 2016.

