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Council identifies room for improvement in 2023 Community Satisfaction Survey results

The 2023 Community Satisfaction Survey results have been received by the City of Victor Harbor.

The survey was undertaken throughout March and April by market research company, newfocus to help the Council understand more about community perceptions in relation to its service delivery and future priorities.

It is the second consecutive year that the Council has undertaken this survey, with the results providing a foundation for future benchmarking and tracking of Council's performance.

The views and experiences of 352 residents, 100 businesses and 81 non-resident ratepayers were captured through a mix of random telephone interviews and online surveys.

Overall, satisfaction with the City of Victor Harbor's performance remained on par with results from 2022 with a marginal decline of 2% for those who were satisfied or very satisfied.

Customer service was identified as an area where improvements can be made, with declines across all related performance measures in the 2023 survey. The results are reflective of circumstances faced by the Council over the months prior to the survey which resulted in limited staff resources. In response to this, changes were made to the customer service charter allowing for longer timeframes to respond to customers.

Providing and maintaining roads and footpaths is considered the second most important service delivered by Council, behind waste and recycling management, however it achieved the lowest satisfaction rating at 29%. This was also highlighted in an open-ended question that asked for specific areas Council should focus on to improve its performance where the most common responses related to roads and footpaths.

Service areas where Council performed best included the Victor Harbor Library, open space provision and maintenance, and waste management and recycling services.

City of Victor Harbor Chief Executive Officer, Victoria MacKirdy, said undertaking this research will help Council better service residents and ratepayers.

"Thank you to everyone who took the time to participate in the satisfaction survey. We really appreciate your time. The information we have gathered is highly valuable," said Ms MacKirdy.

"Undertaking this type of survey removes any assumptions from our planning and provides an evidence-based foundation to inform service delivery and project programming."

“Both the 2022 and 2023 surveys show that our community places a high level of importance on all of the services delivered by Council. However, it is the core functions relating to how we manage roads, rates and rubbish that are considered to be most important.”

“While there are a number of positives to take away from the survey results, it is clear that Council has some work to do in order to achieve better results in the future.”

“Now that we have two years of results, we can drill deeper into the findings to understand where and why our services are not being delivered to community expectations. We can also put measures in place to improve performance.”

An action plan will be prepared by Council administration in collaboration with Council Members by the end of August 2023. Progress towards achieving the outcomes of this plan will be reported back to the community.

The 2023 Community Satisfaction Survey Findings Report can be viewed online at www.victor.sa.gov.au.