

MEDIA RELEASE | 24 May 2022

Council receives findings from its Community Satisfaction Survey and thanks participants for their involvement

***Were you contacted to share your feedback on the Council's performance earlier this year?
Thank you for sharing your thoughts!***

The City of Victor Harbor's Community Satisfaction Survey was carried out throughout March and early April by reputable market research company, newfocus.

As part of the research, 300 residents, 100 businesses and 26 non-resident ratepayers were randomly selected and surveyed via computer assisted telephone interviews and online surveying to gain feedback on a broad range of services and projects offered by the Council.

Many positives findings are reflected in the results, as well as some room for improvement.

Overall, the results showed that 45% of those surveyed were satisfied with the Council's performance, with residents currently the most satisfied and non-resident ratepayers the least satisfied.

Perception of the Victor Harbor Library was particularly positive, with 81% of people satisfied with the Library's services.

The City of Victor Harbor's overall customer service also scored well, with 71% satisfaction overall and 72% satisfaction with the methods available to liaise with Council.

Preferences for receiving information about Council varied between age groups, with people under 49 years of age preferring digital methods and people over 49 preferring traditional print-based methods.

Overall, email/e-news was the most popular option for receiving information from Council, with 41% of people surveyed preferring this method of communication.

In terms of major projects, seven out of 10 people also appeared to support the development of a sport and recreation precinct, and almost six out of 10 support car parking infrastructure for McKinlay Street.

Suggestions for improvement often related to infrastructure management. The results suggest that our community places a high level of importance on services relating to planning and development, road and footpath maintenance and traffic management.

Support for local businesses and economic development initiatives were also identified as having room for improvement.

From an environmental perspective, waste management services and coastal protection were deemed very important by the community.

City of Victor Harbor Mayor, Dr Moira Jenkins, said the research has been extremely valuable for helping the Council understand where the community's priorities lie and where improvements can be made.

"We know there is always room for improvement in the services we provide to our community, and this research has given us timely information on what our community wants to see prioritised."

"Our Library and customer service appear to be meeting the needs of our community, but we acknowledge the community desires more in areas such as public infrastructure," said Mayor Jenkins.

"We're committed to delivering a broad range of services and programs that help to keep our city vibrant, clean and safe."

"Services and projects that protect our stunning coastline, improve our roads and footpaths, and support our local economy will continue to be a key focus moving forward."

"We would like to thank all community members who participated in the survey and shared their honest, insightful feedback on how they feel Council is performing."

Council is reviewing the findings from the survey and looking to see how priority areas may be best integrated into the 2022/23 Annual Business Plan and Budget following the current consultation process.

The Community Satisfaction Survey Analysis Report can be viewed in full at www.victor.sa.gov.au.