# SCENIC RIM REGIONAL COUNCIL CUSTOMER SATISFACTION SURVEY RESULTS FEBRUARY - MARCH 2022



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# 1. Executive summary

Scenic Rim Regional Council conducted a Customer Satisfaction Survey (CSAT) on 2 February, 2022 to 27 March 2022 on Council's new online community engagement platform, Let's Talk Scenic Rim. The survey's intention was to gain an understanding of customer satisfaction across a wide range of Council services, facilities and Council run events.

The CSAT was open to all members of the community who wished to participate and was advertised on Council's website, and social media.

This report provides a summary of the feedback received.

# 1.1 Survey highlights

A total of 98 surveys responses were received. There were 90 received online via Let's Talk Scenic Rim and 8 via a paper copy.

- 99% or respondents identified as living in the Scenic Rim region
- Top two services that customers identified as very satisfied or satisfied where, Waste Services 46% and Council-owned Facilities 44%
- The two service areas that were identified being the least satisfied were, Planning and Development Services 17% and Roads and Footpaths 17%
- 8.16% of respondents were under the age of 42
- 83.67% of respondents were over the age of 42
- 8.16% of respondents were unknown

# 2. Project background

Outlined in the <u>Scenic Rim Regional Council Customer Experience Strategy 2021-2023</u>, (Strategy) delivering services for our customer and our communities is the single most important thing we do each day.

The importance of surveying our customers is recognised in both the Scenic Rim Regional Council Customer Experience Strategy 2021-2023 and the <u>Scenic Rim Regional Council Community Engagement Strategy 2021-2026</u>. This survey also aligns with Council's <u>Customer Charter</u>, in particular its intent 'To be loved by our community'.

Committed to delivering on strategic actions and to bring our Customer Charter to life, a Customer Survey Framework on 7 December 2021. This CSAT was the first customer survey scheduled to be conducted.

Let's Talk Scenic Rim is a new way for customers and the community to engage with Council. This survey was one of two engagement pieces made available when Let's Talk Scenic Rim was launched on 2 February 2022. Council has envisaged as customers and community are more aware of the benefits of using Let's Talk Scenic Rim and the opportunity to be part of the community panel and contribute to wide range of conversations, response numbers to survey's such as this will grow.

Community engagement, such as this survey, will help determine how satisfied customers are with the existing services, programs and events and through the comments what opportunities Council have to improve them.

#### **Community engagement objectives** 3.

The community engagement objective for this survey was to:

#### Purpose:

- Gain customer satisfaction insight on a range of Council services, programs and events
- Provide a starting point to track customer satisfaction of Council services over time.

#### 4. **Survey communication**

This consultation used Council's online survey tool on Let's Talk Scenic Rim.

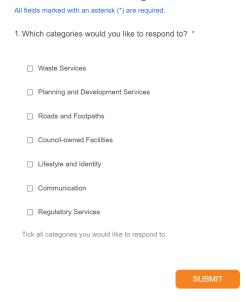
A wide range of channels were used to promote the satisfaction survey with examples available in the Appendix of this document.

- Scenic Living magazine- included in the distribution of Council rate notices in January 2022
- Media release as part of the launch of Let's Talk Scenic Rim
- Media release to advise of survey extension period
- Let's Talk e-newsletter
- Let's Talk email blast to followers to advise of survey extension period
- Council Website
- Council social media platforms

A registration incentive promotion was conducted with a random prize draw available for everyone who registered and responded to the CSAT. Prizes consisted of tickets to The Long Sunset, tickets to a show of choice at The Centre Beaudesert, and several Eat Local cookbooks.

#### **5**. Satisfaction survey

The majority of Council services and activities that impact our customers and communities were determined and categorised. Customers had a choice of which category/s they wanted to respond to.



Each category of service then had specific questions regarding the level of satisfaction for that particular service, event or program. There was an opportunity for respondents to add any comments about each category.

<sup>\*</sup> Please note Council considers its customers to be anyone who we provide a service to or have dealings with.

	Very satisfied	Satisfied	Neither satisfied dissatisfied	nor Dissatisfie	ed Very dissatisfied
Bin collection services	0	0	0	0	0
Recycling and waste stations	0	0	0	0	0
Waste recycling education programs Garage Sale Trail; Re-imagine Waste	( )	0	0	0	0
Street and park bins	0	0	0	0	0
Vould you like to add any comme	ents about our	r waste servi	ices?		
lease rate your level of satisfaction	n with the follow	wing planning	g and developmen	t services	
	Very satisfied S	Nei atisfied	ther satisfied nor dissatisfied	Dissatisfied d	Very lissatisfied
Planning approval process	í S	satisfied Nei		Dissatisfied d	•
Planning approval process Building and/or plumbing approval process	satisfied	atisfied	dissatisfied	d	lissatisfied
Building and/or plumbing approval	satisfied	catisfied	dissatisfied	O	lissatisfied
Building and/or plumbing approval process  Access to planning and/or building	satisfied S	o o	dissatisfied	O O	o
Building and/or plumbing approval process  Access to planning and/or building information on the website	satisfied S	o o	dissatisfied	O O	o
Building and/or plumbing approval process  Access to planning and/or building information on the website  Providing planning information  Providing building and/or plumbing	satisfied S	O O O	dissatisfied  O  O  O	0 0 0	o
Building and/or plumbing approval process  Access to planning and/or building information on the website  Providing planning information  Providing building and/or plumbing information	satisfied S	O O O	dissatisfied  O  O  O	0 0 0	o

Please rate your level of satisfaction with the following waste services

2.

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	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Sealed road quality (For example lin narkings, signage)	e O	0	0	0	0
Gravel road quality (For example road width, signage)	0	0	0	0	0
Sealed road maintenance (For example surface repair)	0	0	0	0	0
Gravel road maintenance (For example surface repair)	0	0	0	0	0
Footpaths	0	0	0	0	0
	ion with the	following Co	ouncil-owned facilities		
Please add your comment here ease rate your level of satisfact	on with the solution with the	following Co	ouncil-owned facilities Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
ease rate your level of satisfact	Very		Neither satisfied nor		
	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	dissatisfied
ease rate your level of satisfact	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	dissatisfied
ease rate your level of satisfact	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	dissatisfied
ease rate your level of satisfact ccessibility of parks laintenance of parks	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied  O	dissatisfied

7.

8.

9.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied		
Arts and Culture (For example shows, kids movies, exhibitions, identity and heritage programs)	0	0	0	0	0		
Libraries (For example school holiday program, Senior Tech Savvy)	0	0	0	0	0		
Environmental programs (For example Million Trees, Land for Wildlife)	0	0	0	0	0		
Healthy and active programs	0	0	0	0	0		
Support local business	0	0	0	0	0		
Regional Events (aimed at enticing visitors to the Scenic Rim e.g. Eat Local Week, Winter Harvest Festival)	0	0	0	0	0		
Community events (For example Movies in the Park, Australia Day)	0	0	0	0	0		
Would you like to add any comments about our Council-run lifestyle programs, cultural programs, and community events?  Please add your comment here							
Please add your comment here							

Please rate your level of satisfaction with the following ways Council communicates							
	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied		
Access to information (For example social media, website)	0	0	0	0	0		
Keeping you informed (For example Scenic Living, Council advertisements)	0	0	0	0	0		
Responding to your inquiry or request in a reasonable amount of time	0	0	0	0	0		
Council's response to your inquiry or request	0	0	0	0	0		
Council's response was informative	0	0	0	0	0		

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Would you like to add any comments about how Council communicates?

Please add your comment here...

Community consultation and

events including COVID19

Community consultation and

engagement with the community

Response to local disaster events

Access and communication of disaster

engagement

13.

including COVID19

#### Please rate your level of satisfaction with the following regulatory services 14.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Environmental protection and vegetation	0	0	0	0	0
Dog registration & animal keeping	0	0	0	0	0
Animal management	0	0	0	0	0

Please	add	VOLLE	comment	here

# 6. Survey results and findings

# 6.1 Survey activity on Let's Talk Scenic Rim

Let's Talk Scenic Rim Analytics

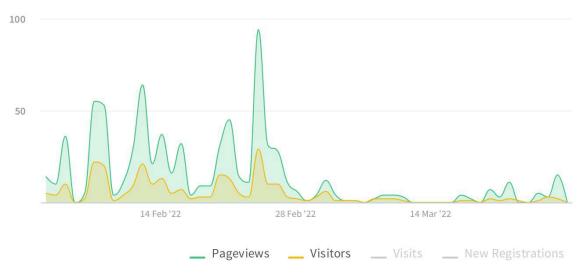
- 271 aware participants
- 171 informed participants
- 90 engaged participants

Below describes what Engaged visitors, Informed visitors and Aware visitors means.

Engaged visitors	Informed visitors	Aware visitors
Contributed on Forums	Viewed a video	Visited at least one Page
Participated in Surveys	Viewed a photo	(minimum 1 minute on a page)
Contributed to Newsfeeds	Downloaded a document	
Participated in Quick Polls	Visited the Key Dates page	
Posted on Guestbooks	Visited an FAQ list Page	
Contributed to Stories	Visited Instagram Page	
Asked Questions	Visited Multiple Project Pages	
Placed Pins on Places	Contributed to a tool (engaged)	
Contributed to Ideas		
A single participant can perform multiple	actions	

# Visitors Summary

Let's Talk Scenic Rim from 02 Feb'22 to 27 Mar'22

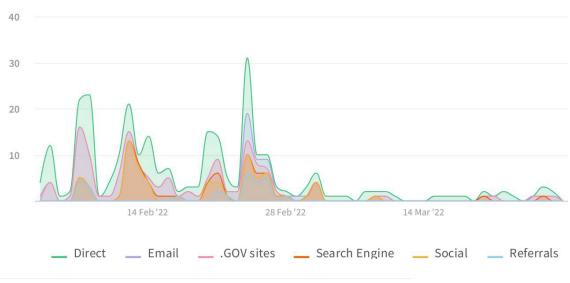


## Highlights



# Visits by Channel

Let's Talk Scenic Rim from 02 Feb'22 to 27 Mar'22



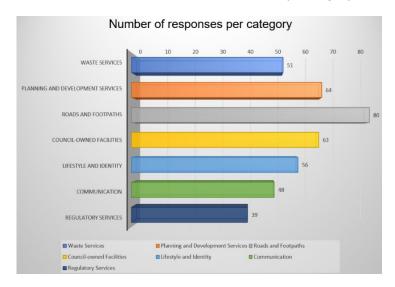
TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	148	79 (53.4%)	49 (33.1%)
SOCIAL	45	24 (53.3%)	8 (17.8%)
EMAIL	13	7 (53.8%)	3 (23.1%)
SEARCH ENGINE	8	5 (62.5%)	5 (62.5%)
.GOV SITES	60	45 (75%)	18 (30%)
REFERRALS	28	25 (89.3%)	6 (21.4%)

## Survey participation by area

Geographic Area	No. of surveys received
Aratula	1
Beaudesert	3
Outside Scenic Rim	4
Boonah	6
Boyland	1
Canungra	4
Coochin	1
Eagle Heights	3
Fassifern Valley	1
Gleneagle	2
Harrisville	1
Kalbar	1
Kooralbyn	14
Laravale	1

Geographic Area	No. of surveys received
Milbong	1
Milford	1
Mount Alford	1
Nindooinbah	1
North Tamborine	4
Rathdowney	1
Tamborine Mountain	33
Tamborine	5
Anonymous – Paper Copy	8
Total	98

Number of customer responses per survey category.



#### 6.2 Survey results

There were a total of 98 respondents to the survey which is not considered to be at industry standard for our population. Strategies have been put into place to increase future customer survey responses to what is considered industry standard or best practice. Survey data revealed a disproportionate number of responses by area across the Scenic Rim.

40.1% Tamborine Mountain area

15.3 % Kooralbyn area

8.1% Boonah area

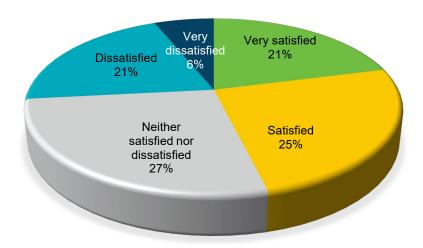
Remaining 36% was widely spread across the region.

Quantitative and qualitative data was collected from survey responses via paper copies and on Let's Talk Scenic Rim.

#### 6.3 Quantitative Data

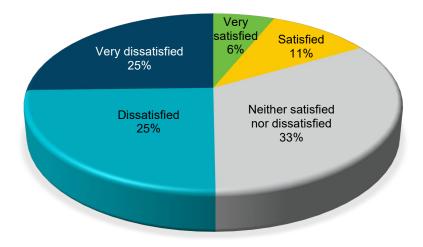
Overall quantitative survey results for the seven categories are below.

#### **Overall Waste Services**



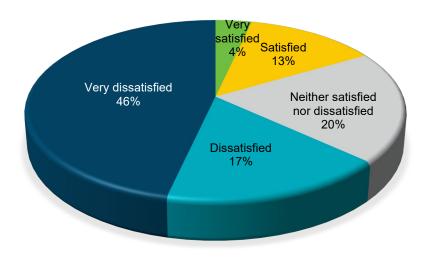
Survey results above are from 51 responses.

## **Overall Planning and Development**



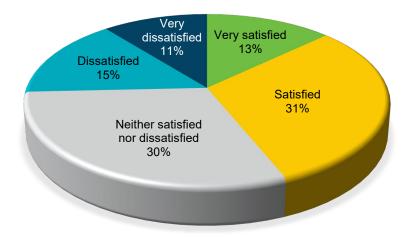
Survey results above are from 64 responses.

## Overall Roads and Footpaths



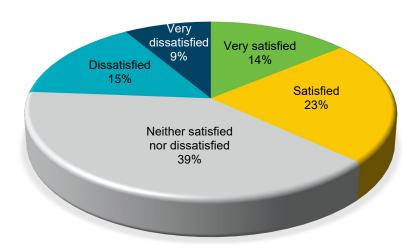
Survey results above are from 80 responses.

## Overall Council-owned facilities



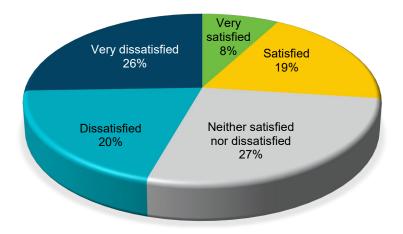
Survey results above are from 63 responses.

## Overall Lifestyle and Identity



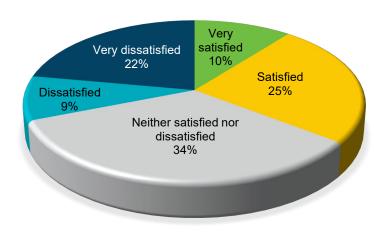
Survey results above are from 56 responses.

## **Overall Communication**



Survey results above are from 48 responses

# **Overall Regulatory Services**



Survey results above are from 39 responses.

#### Highlights - Qualitative Responses 6.4

Council appreciates the time taken to complete the survey and provide valuable feedback and will be used to productively continue the path of becoming a customer-led organisation. Whilst Council is grateful for the feedback received, any defamatory comments will not be taken into consideration.

The combination of customer comments and survey data shows there is a common awareness and appreciation that Council is doing some things very well such as:

#### **Waste Services**

76% of responses were very satisfied or satisfied with their bin service 62% of responses were very satisfied or satisfied with their recycling and waste stations

#### Council-owned Facilities

60% of responses were very satisfied or satisfied with the accessibility of parks 44% of responses were very satisfied or satisfied with the maintenance of Council parks

#### Lifestyle and Identity

45% of responses were very satisfied or satisfied with library programs 38% of responses were very satisfied or satisfied with the environmental programs

#### Communication

34% of responses were very satisfied or satisfied with their response for Council to their enquiry or request

#### **Regulatory Services**

44% of responses were very satisfied or satisfied with their services from animal management Although survey response numbers were not as high as Council would prefer, there were some commonality in the nature of many comments received.

- Several customers commented they would like some form of kerb side pick up
- Improved recycling opportunities at central landfill and some of the transfer stations
- Many customers would appreciate Council to provide green waste bins or pick up
- Very happy with the waste services
- Planning is a very confusing topic to many of the general public and would like information sheets using concise information and infographics to assist with planning jargon
- Some customers from Tamborine Mountain would like less development on the mountain, while others would like more tourist development
- There was robust feedback received around the condition and maintenance of Council roads
- Across the region there was a strong desire for more footpaths and bicycle ways to be constructed
- A clear aspiration for parks to be disability accessible and for toilet facilities to be at these parks
- Continue to upgrade and increase the number of playgrounds across the region
- Visitors often comment on how clean the toilet facilities are in Scenic Rim
- Council-run programs should be better advertised
- Communications with Council are positive by employees who obviously care
- The quality and volume of communication Council provides needs to improve
- A perceived lack of transparency from Council due to a lack of information provided

- Council's website can be difficult to navigate
- Improve systems to make it easier to report issues

These highlights are not every comment submitted in the CSAT but are the most customer shared viewpoints across the seven categories in the survey.

#### How Council is working to improve customer satisfaction 6.5

Council continues its journey to improve our customer's experience and understands this cannot happen overnight and is going to be an ongoing part of how we do business. Council's newest strategies are founded on the principle that serving our customers and community are the reason we exist.

The Scenic Rim Regional Council Customer Experience Strategy 2021-2023 spells out that every single customer interaction is important to us. Many initiatives in this strategy and other recently approved strategies are designed to address many of the challenges customers face and are mentioned above.

Some initiatives to help address customer and community challenges and enhance their customer satisfaction have been completed or are currently underway.

- A refresh of Council's website has been completed to begin to make navigation easier and find the information you are after. This project is ongoing and will continue to develop a more user-friendly platform.
- A new community engagement tool has been implemented (Let's Talk Scenic Rim) which will make it easier for the customers and the community to become part of a community panel and participate in conversations that are important to them.
- Customers will soon be able to log a request via online at a time that is convenient to them. The first phase will be live by mid-July 2022 which provide access to a selection of requests. The full suite of online request are planned to be live in the next financial year.
- A project has commenced to enable online customer forms to have the ability to be submitted electronically.
- Council is planning to implement a much more user-friendly technology solution to make it easier for customers to navigate the planning scheme.
- Through Council's various grants programs (Community Grants, Regional Events Grants, Environmental Grants) it supports the community to deliver projects for the betterment of the community
- Council partners with Queensland government to support local arts and culture in the region through the Regional Arts and Development Fund.
- A free How to reduce waste booklet has been created by Council's Waste Services area containing great tips on How to reduce waste, How to recycle, Council Waste Services and much more.
- In line with our Playground Strategy 2019, there have been several playgrounds either constructed or upgraded:
  - ✓ Billabong Park, Kooralbyn 2017
  - ✓ DJ Smith. Canungra Park playground installation 2017
  - ✓ Jubilee Park Beaudesert playground stage 1 and 2 2017 and 2018
  - ✓ Springleigh Park Boonah playground 2019
  - ✓ Lions Park Tamborine Mountain playground 2019 ( Nature play Regional Excellence Play and Leisure Australia Awards

- ✓ Kalbar Civic Centre playground upgrade 2020
- ✓ Moffatt Park Aratula playground 2020
- ✓ Bowman Park Mt Alford playground upgrade 2021
- ✓ Tiny Tots Church Street Boonah playground upgrade 2021
- ✓ Tamborine Memorial Hall playground upgrade 2021
- ✓ Queens Park Harrisville playground upgrade 2021
- ✓ Current Rathdowney Memorial Grounds Playground is being upgraded which will include new allabilities features.

Council has developed a range of strategies recently that include a number of initiatives/projects targeted to enhance our customers and communities lifestyle, liveability and address current topical issues such as waste recycling and reduction. In addition to our new strategies there are several environmental initiatives such as One Million Trees Program, Habitat Protection Program and Council's Environmental Grants program which provides funding to community groups, schools, businesses and individuals who are undertaking that provide environmental services.

There are however constraints such as financial, limited resources and natural disasters that make it challenging for Council to provide everything we would like for our customers and community. Council remains committed to continue its course of becoming a truly customer-led organisation.

# **Appendix**

## How the survey was communicated

This consultation used Council's online survey tool on Let's Talk Scenic Rim.

Let's Talk Scenic Rim



Home » Customer Satisfaction Survey

# **Customer Satisfaction Survey**









The Customer Satisfaction Survey is part of Council's commitment to build a customer-led organisation. Surveying is one way for Council to listen to our businesses, ratepayers, residents and community groups and measure our progress over time.

We want to better connect with our communities and better understand your needs and satisfaction with our services.

Surveying our customers is an initiative in the Scenic Rim Regional Council Customer Experience Strategy 2020-2023 and recognised in the Scenic Rim Regional Council Community Engagement Strategy 2021-2026.

Please take a moment to take part in our quick customer satisfaction survey.

#### MEDIA RELEASE



## Let's Talk Scenic Rim ready to go live!

18 January 2022

Scenic Rim Regional Council has endorsed the launch of a new digital engagement platform, Let's Talk Scenic Rim, and is encouraging residents to be the first to register.

Let's Talk Scenic Rim is an accessible and inclusive online engagement tool that will help Council connect with a broader section of the community and engage in two-way conversations across a range of activities.

Scenic Rim Mayor Greg Christensen said that the way Council engages with current and potential residents, ratepayers, business owners, community groups, investors and government agencies is of vital importance.

"This exciting online engagement tool provides opportunity for people to participate. It also removes barriers by connecting with people in their own space and time and supporting safe and respectful conversations," he said.

"Council decisions are informed by community input and actions stemming from the recently adopted Community Engagement Strategy 2021-2026 set us on a path for improved engagement that will, in turn, support better decision-making and have a positive impact on the future of our region."

One of the strategy's first actions is the launch of the digital engagement portal.

"Let's Talk Scenic Rim is our community's new one-stop-shop for information, updates, reports, and engagement events, and where Council will be listening and reporting back on outcomes.

Not everyone is able or may feel comfortable participating in formal community consultations in-person. With this new online portal, we can 'meet people' where they are and remove the constraints of distance, mobility and timing, Cr Christensen said.

Anyone, at any time, can read documents and information on a variety of projects housed on Let's Talk Scenic Rim.

To participate, community members can sign up to the community panel, a short registration process. Members can contribute to any or all consultation opportunities once the projects are live from 2 February.

"The registration process helps us to evaluate each project's engagement demographics to allow us to identify and reach out to members of the community not already participating.

"We are committed to making meaningful changes to put our customers at the heart of everything we do," Cr Christensen said.

We will endeavour to coordinate opportunities for open and honest conversations across some existing and proposed upcoming Council projects and programs including Council's Growth Management Strategy; Council's Draft Growth Management Strategy and a Council Services Satisfaction Survey."

Be one of the first to register on the Let's Talk Scenic Rim site before the official launch on 2 February 2022 when consultation on projects will open.

The Strategy, Policy and Customer Charter are available on Council's website.

The Scenic Rim Regional Council Community Engagement Strategy 2021-2026 at

**f** • •

- www.scenicrim.qld.gov.au/corporate-publications
  Community Engagement Policy at www.scenicrim.qld.gov.au/council-policies-documents
- Customer Charter at www.scenicrim.qld.gov.au/customer-charter.

#### MEDIA CONTACT

Lynn Mathers - Community and Stakeholder Engagement Officer P: (07) 5540 5111 M: 0409 201 674 E: media@scenicrim.qld.gov.au

Follow Council: www.facebook.com/ScenicRimRC

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#### Several Council social media posts (examples of some)



LET'S TALK SCENIC RIM 🌦

To ensure the community has plenty of time to respond to the project, we have extended the consultation periods for the Growth Management Strategy and Customer Satisfaction Survey.

If you haven't already contributed, jump in now as we would love to hear your perspective. Both projects are open for consultation until 27 March. Let's talk!

Find out more and have your say https:// letstalk.scenicrim.qld.gov.au/





Council has opened the Customer Satisfaction Survey on its brand new online community engagement platform, Let's Talk Scenic Rim.

The Customer Satisfaction Survey runs until Sunday 27 February and will gather community feedback as the next step towards creating an even more customer-focused organisation.

Community members are encouraged to take part in the survey to help Council to continue to improve its services for the more than 43,000 people who call the Scenic Rim home.

Through the survey, Council is seeking feedback on its waste services, planning and development services, roads and footpaths, Council-owned facilities, the region's lifestyle and identity, and communications and regulatory services.

For more information and to access the survey, view Council's media release here 👇 https://www.scenicrim.qld.gov.au/news/article/ 658/a-call-out-to-the-community-to-have-asay-on-council-services