



CITY OF PROSPECT

2022 RESIDENTS SURVEY REPORT

JANUARY 2023 | REF 12249

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Methodology and background

This research was conducted by McGregor Tan from Tuesday 15 November 2022 to Tuesday 10 January 2023.



The purpose of the resident survey is to measure resident satisfaction with the range and performance of Council services and to measure public perceptions of issues specific to the Council at the time of the survey.

Where possible results have been compared to previous resident surveys.

The qualitative focus group was designed to complement the quantitative research to understand the perceptions of residents living in the City of Prospect area on a range of areas for investment that the Council is considering.



Market research has been conducted in accordance with ISO 20252.

Research was distributed through McGregor Tan's online panel, the largest panel of South Australians used exclusively for market research purposes.

Participants were provided with at least 3 reminders to encourage and provide opportunity for participation.



A sample of 300 randomly selected City of Prospect residents were surveyed via a mixed methodology of online, face to face and telephone.

Results have been weighted to 2021 ABS.

One focus group of 9 participants was conducted with residents living in the City of Prospect area. The focus group was undertaken at Prospect's own Payinthe building along Prospect Road.



Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while driving innovation and new technologies.

A black and white photograph of a COTTO restaurant. The building has a light-colored facade with a dark awning over the entrance. A large mural of a tropical scene with palm trees and a waterfall is on the right side of the building. Several large patio umbrellas are set up in front of the entrance, and people are visible sitting at outdoor tables. The word 'COTTO' is visible on a sign above the entrance and on a vertical sign to the left.

Executive summary

Executive summary – Residents survey



Satisfaction

When it comes to overall satisfaction with the council, the majority (70%) were found to be satisfied with how the council is performing.

Most residents were satisfied with their direct contact with members and staff and contact with the council was found to be higher in West and North wards.

The satisfaction rate for waste collection and recycling services was particularly high at 80%, while the lowest satisfaction rate was for car parking and controls, with less than 31% of residents reporting satisfaction.



Areas for improvement

Residents have identified several areas for improvement that they would like the council to focus on in the future, including community engagement and consultation, preservation of older heritage buildings, promotion and support of environmentally sustainable practices, car parking and controls, traffic management, street and road maintenance, and open and accountable practices.

Half of the respondents took the opportunity to provide additional feedback, emphasizing the need for the council to prioritize improvements in footpaths, roads, streets, garden and verge maintenance, as well as more effective management of parking needs.



Future investment focus

Looking towards the future, over a third of residents believe that an environmental focus should be the top priority for the next 4 years. Residents would like to see the council invest funding in increasing tree planting and reducing waste. However, they showed least interest in the council investing funding in carbon offset initiatives.

In terms of business-related initiatives, residents showed a preference for council investing in business support initiatives and start-up or entrepreneurial spaces. They showed least interest in the council investing funding in social programs.



Council comparison and NPS

The City of Prospect has a higher overall satisfaction rating (3.8) compared to other councils (average of 3.2), and also outperforms most other councils in services that can be compared.

Central, North, and East Wards achieved a higher Net Promoter Score (NPS) than the average of 34, suggesting that residents in these wards are more likely to recommend living in the area.

Executive summary – Focus group



Current and future perceptions

The main street of Prospect (Prospect Road) and the artistic nature of the area is currently what residents' feel are the most well-known features of the City of Prospect. Many liked the flow from the City through to Prospect Road.

Looking into the future of the City of Prospect, the incorporation of measures to increase and improve sustainability is desired, along with the attraction of more eateries which boast a vibrant and lively nightlife to the area and its surrounds.

Overall, residents are very happy with the current direction of the City of Prospect, particularly those who have seen its growth over the past decade.



Prospect's strengths

The effort and organisation of the wide array of community events and programs that the City of Prospect offers is greatly appreciated by residents. The events provide a sense of belonging for those who live in the area and allow others to come and enjoy the surrounds and festivities that Prospect offers.

A couple felt that if funding needed to be reduced in any area, adjustments could be made to the way community events are organised to lower costs to Council.

The library redevelopment was also noted to create a welcoming public space for people to enjoy for a variety of reasons.



Areas for improvement

Some felt that the historical features of the City of Prospect could be further emphasised through tours and plaques, while others suggested that the Air Raid Shelter should be promoted as a community event space for events like the Fringe Festival to ensure it is utilised to its fullest capacity.

Multi-story developments and subdivided blocks were noted as sore points for the area. Most cited the lack of architectural uniqueness of the buildings, lack of available parking facilities to accommodate the increased flow of people to and from the area, and the decrease in ability to enjoy your own space because of neighbours being in close proximity for their dislike for these more modern developments in the area.



Priority investment areas

Residents were asked to complete two activities. The first activity required assigning the highest and lowest priority area for investment using green and red sticks respectively. They assigned major events and community programs the highest priority, while improving infrastructure was assigned the lowest priority area.

The second activity saw them allocating \$500K of Council money to various investment areas, split up however they chose. Major events, improving infrastructure and community programs were the top 3 areas for investment, while supporting local businesses through administrative support received the lowest allocation.



RESIDENTS SURVEY

The background image shows the exterior of a COTTO restaurant. The building is light-colored with a dark roof over the entrance. A sign with the word 'COTTO' is visible above the entrance. In the foreground, there are white patio umbrellas and wooden planters. A teal banner with rounded corners is overlaid on the image, containing the text 'Council Benchmarking and Net promoter score'.

Council Benchmarking and Net promoter score

Prospect is outperforming other councils










When comparing the overall satisfaction rating of the City of Prospect Council (3.8 out of 5) to that of other councils (an average mean of 3.2), Prospect outperformed other councils.

	PROSPECT	Average Mean of Councils A-F	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E	COUNCIL F
	Mean		Mean	Mean	Mean	Mean	Mean	Mean
Overall satisfaction	3.8	3.2	2.7	3.6	3.0	3.7	2.8	3.2

The City of Prospect performed better than most other councils in the “Satisfaction of Services” category

For services that could be compared, the highest satisfaction rating in comparison to other councils was achieved for the following services: Waste collection/ recycling services, Community events, Parks, reserves, gardens and Street scaping.

Only Car parking / parking controls did not rate higher than other councils.

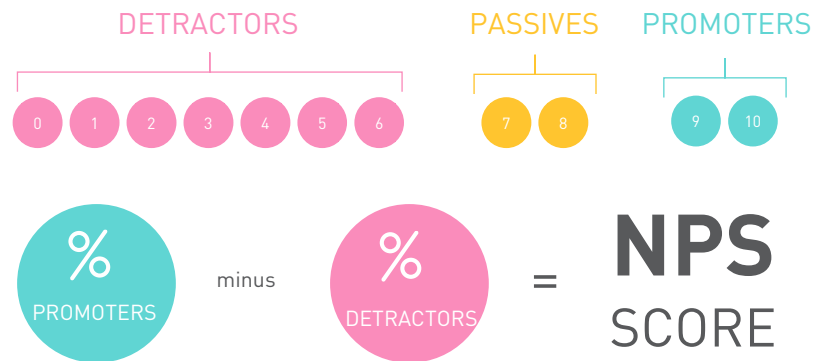
Satisfaction with Services	Prospect	Council A	Council B	Council C	Council D	Council E
	Mean	Mean	Mean	Mean	Mean	Mean
Waste collection / recycling services	 4.2	2.7	3.2		3.8	
Community events	 3.9	2.9	3.3	3.1		
Parks / reserves /playgrounds	 3.9	3			3.7	3.9
Street scaping - tree planting and landscaping	 3.9	3				
Animal management / education	 3.8	3.1	3	2.9		
Arts and cultural programs and events	 3.8		3		3.5	
Community engagement and consultation	 3.6	2.4	2.9	2.8		
Road maintenance	 3.3	2.3	2.8	2.8	3.1	
Traffic management	 3.3		2.5			3.4
Car parking / parking controls	2.9	3.2				

Overall net promoter score

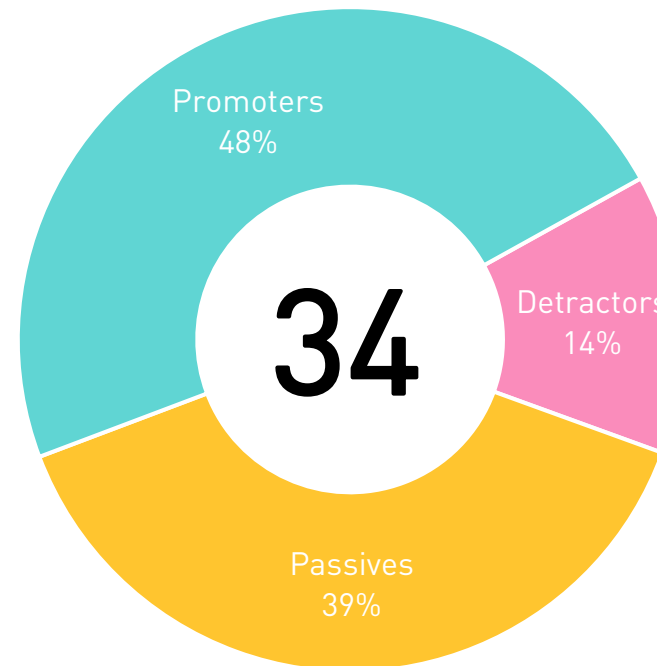
Prospect Council achieved a Net Promoter Score ('NPS') of 34, identical to 2020.

The NPS measures loyalty rather than satisfaction. The more people are out there recommending the Prospect Council to family and friends (promoters) the better and the higher the NPS will be. On the other hand, the more 'detractors' there are i.e. those that spread bad word of mouth, the lower the NPS will be.

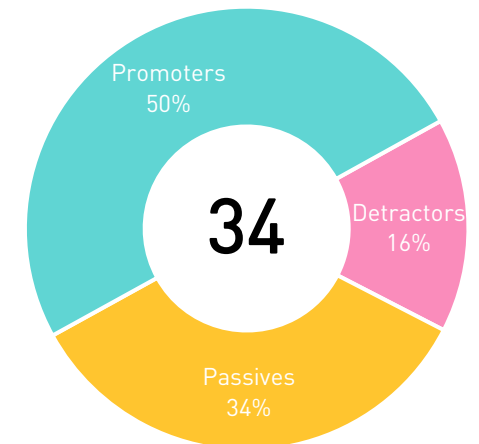
Almost half (48%) indicated that they are highly likely to recommend living in the City of Prospect. These respondents are defined as "promoters" and can be classified as "super fans" of the council area, compared to just 14% who are classified as "detractors" and would not recommend living in the City of Prospect to others.



2022: Net Promoter Score- Prospect Council Residents



2020 Net Promoter Score Prospect Council Residents

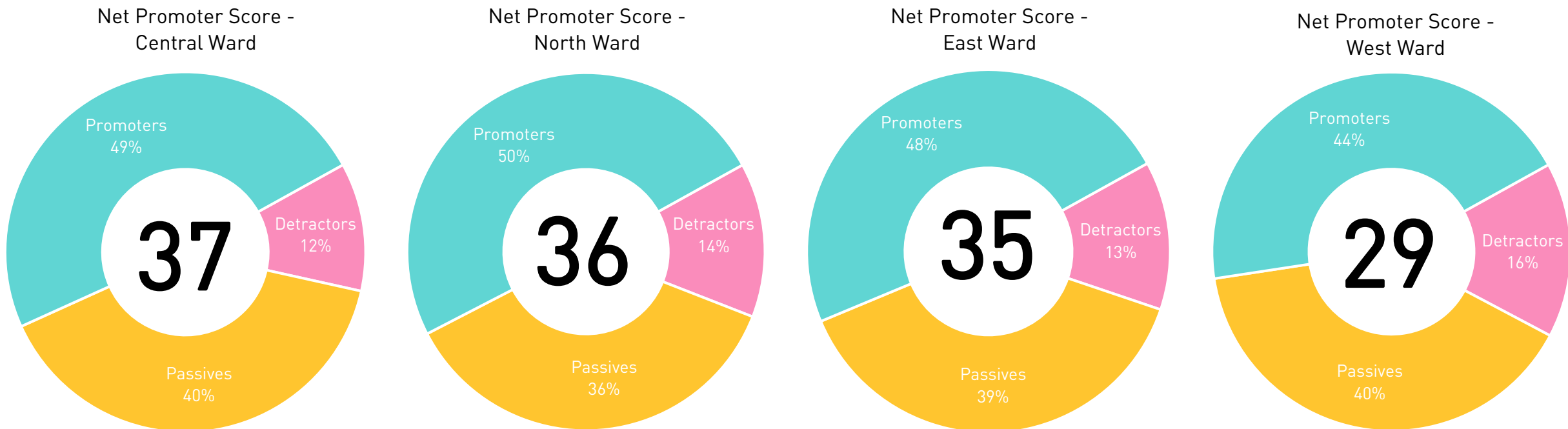


Net promoter score by ward

Based on the research, Central ward (NPS: 37), North ward (NPS: 36) and East ward (NPS: 35) all achieved a higher NPS than the average NPS of 34. The percentage of “Detractors” was also the marginally lower for Central ward when compared to the other wards.

West ward had the lowest percentage of “Promoters”, the highest “Detractors” and high “Passives”. It would appear that this ward is bringing down the average NPS for the Council area and could be considered an area of focus should the Council wish to increase its average NPS.

	NPS	Promoters	Detractors
City of Prospect : Overall	34	48%	14%



A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a sunset is painted on the side of the building. In the foreground, there is outdoor seating with white umbrellas and wooden planters. People are sitting at the tables. The name 'COTTO' is visible on a sign above the entrance and on a vertical sign on the left side of the building.

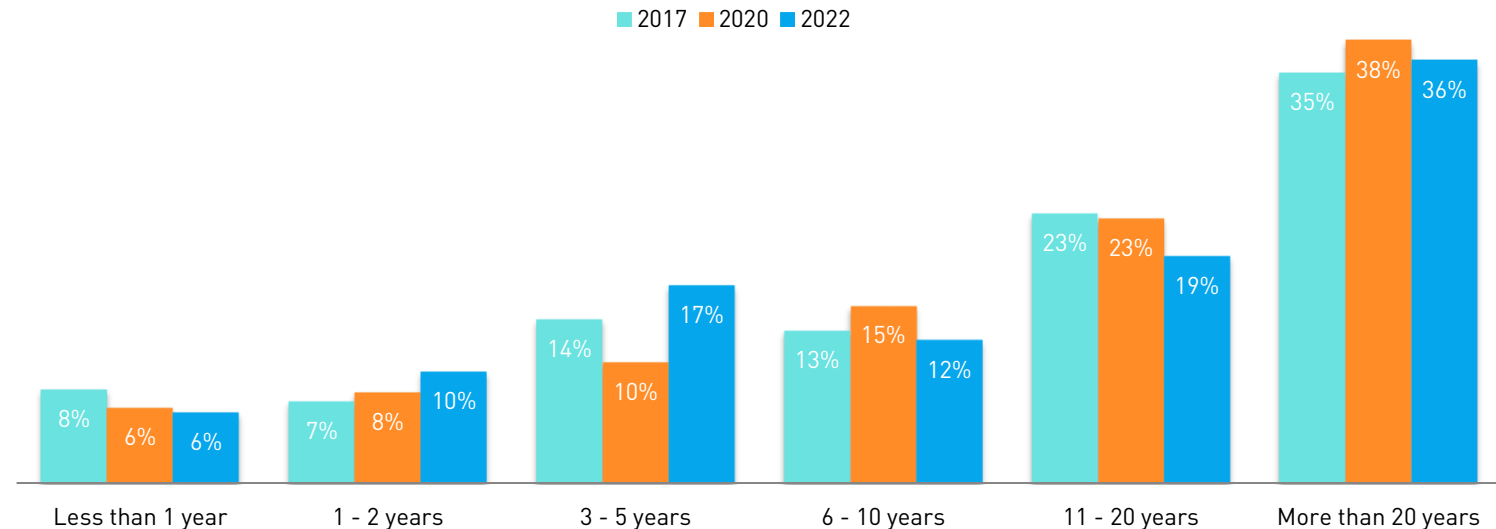
General analysis

Over half have lived in the City of Prospect for more than 10 years (55%)

Additionally, 36% of residents reported that they had lived in the area for more than 20 years.

Older respondents, aged 40 and above, were more likely to have lived in the City of Prospect for over 20 years, while younger respondents, aged under 40, were more likely to have lived in the area for 5 years or less.

There were no significant differences between the length of time lived in the City of Prospect and the Ward.



2022	NET	Central ward	East Ward	West Ward	North Ward
10 years or less	45%	44%	47%	37%	51%
More than 10 years	55%	56%	53%	63%	49%
More than 20 years	36%	40%	39%	37%	28%

Over half the residents believe that the council is responsive to community needs

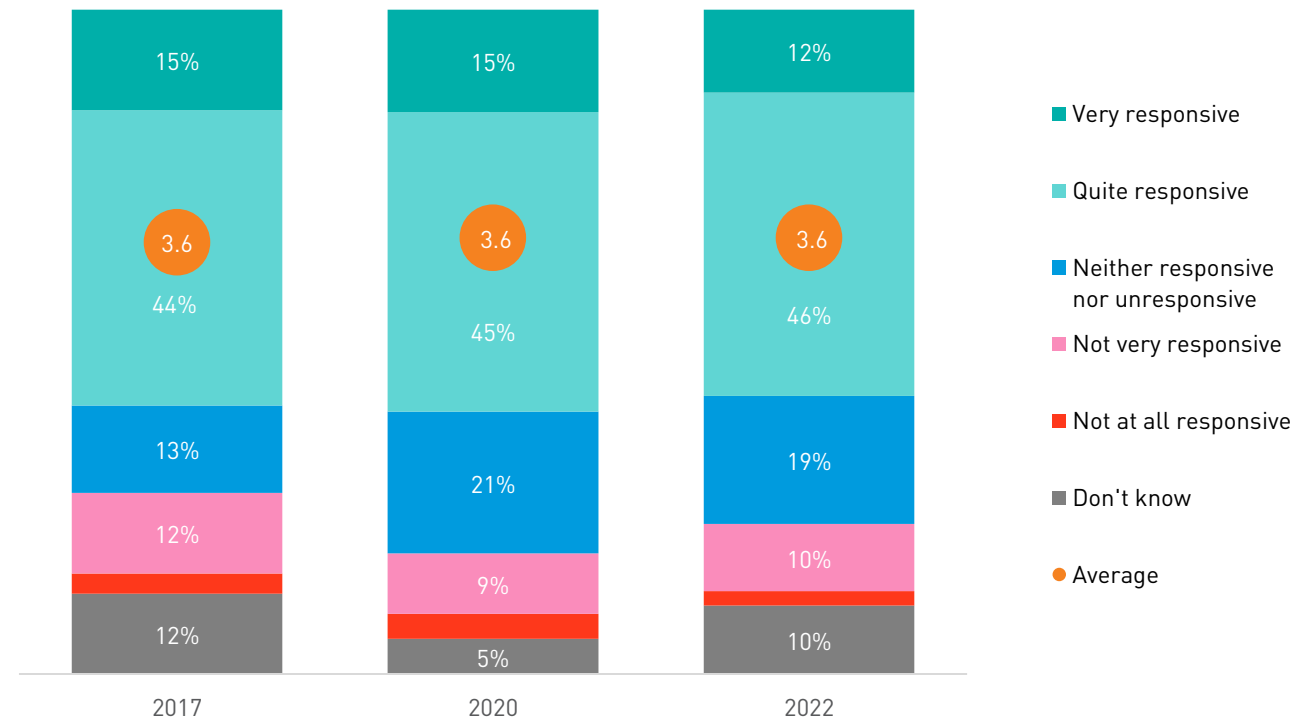
2022: Responsiveness
to community needs
58% - 3.6

A moderate rating was achieved for the Council's responsiveness to community needs.

The responsiveness of the Council has remained relatively stable since 2017. In 2022, 58% of residents indicated that the Council is responsive to community needs, which is an increase from the 51% recorded in 2017.

Approximately one in ten (12%) indicated that the Council is **very responsive**, which is also comparable to the results achieved in 2020, 2017, 2015 and 2010.

Residents in the West ward were significantly more likely to state the Council is **not responsive** (21%) - North (11%), Central (11%) and East (6%).



A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a waterfall is painted on the side of the building. In the foreground, there is outdoor seating with white umbrellas and wooden planters. People are sitting at the tables. The word "COTTO" is visible on a sign above the entrance.

Overall Satisfaction

Seven in ten residents were satisfied with how the council is performing

2022: Overall Satisfaction

70% - 3.8

Overall, respondents were moderately satisfied with the City of Prospect.

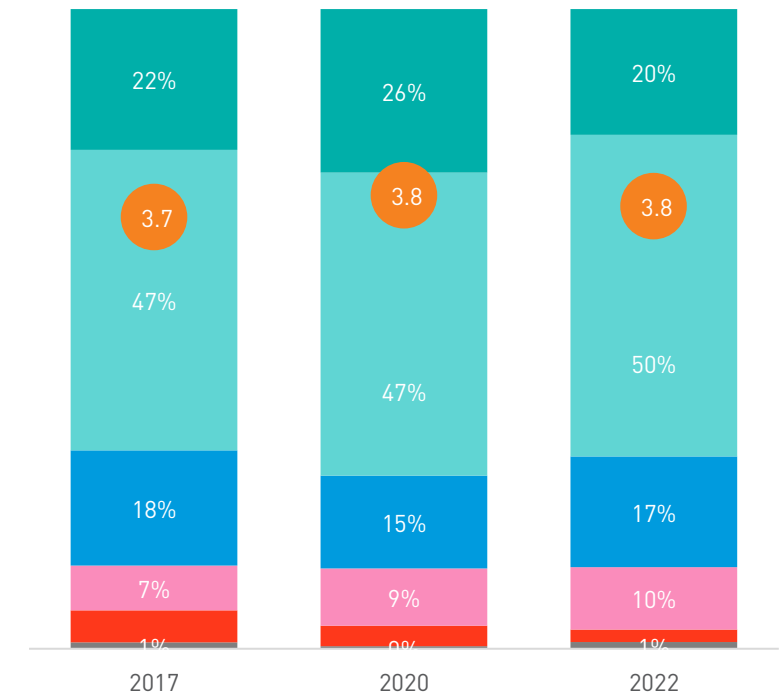
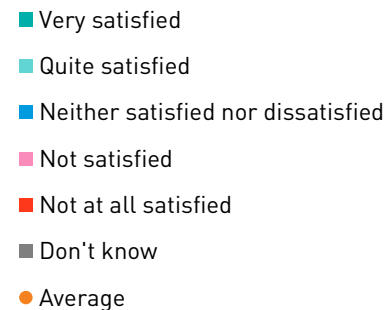
The majority were satisfied (70%), -3pp decline from 2020 (73%) and on par with 2017 (68%).

The proportion of residents who indicated that they are very satisfied with the City of Prospect has remained similar between 2015, 2017, and 2022. The highest level of those very satisfied was recorded in 2020.

(18% 2015 | 22% 2017 | 26% 2020 | 20% 2022).

The majority of those who indicated the council was **responsive** were also satisfied - 73% (30% very satisfied). The average satisfaction for this group was above the overall average at 4.3.

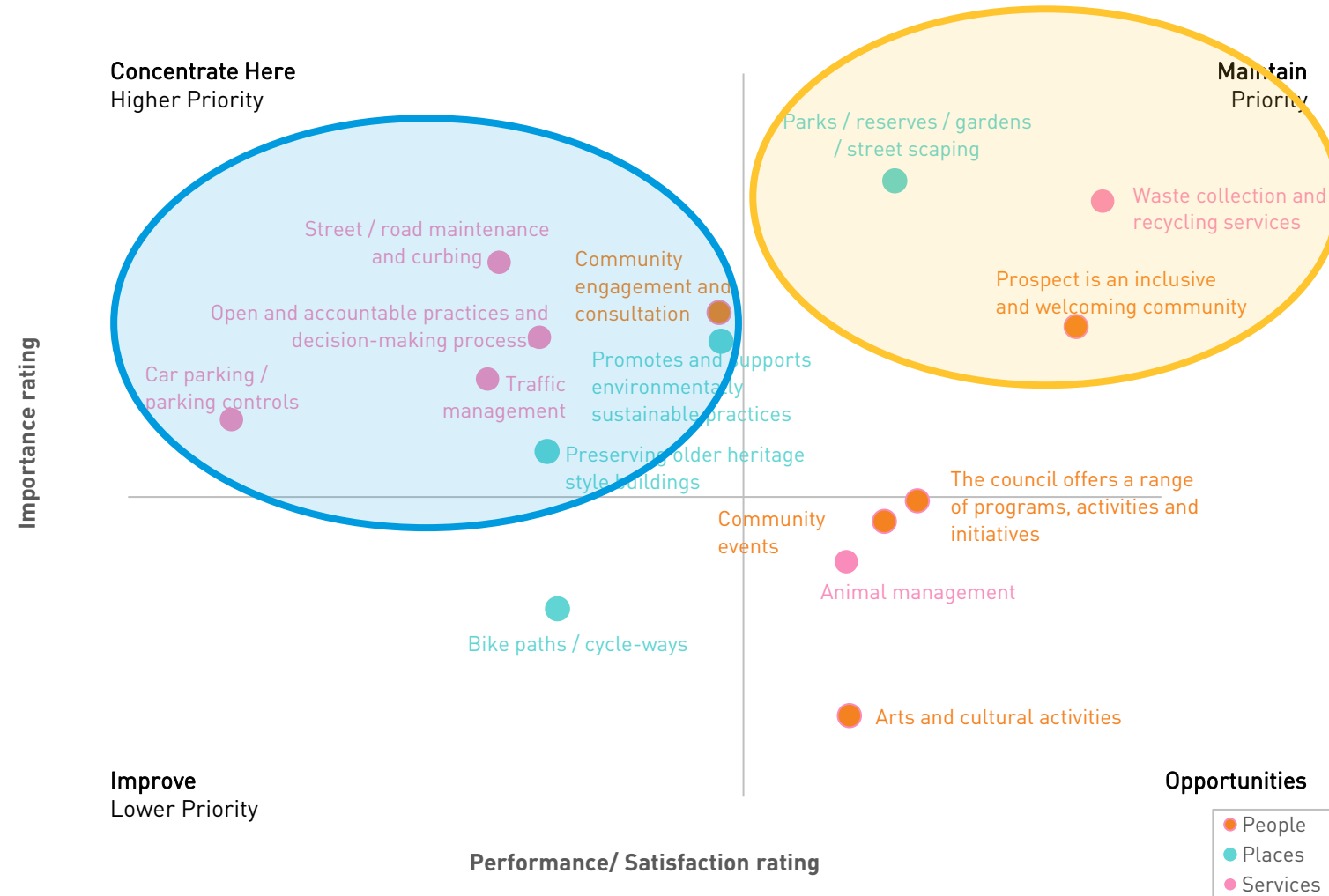
East (74%) and Central (72%) wards recorded higher levels of overall satisfaction than average.



Way forward

In order to drive higher satisfaction among residents, the Council should continue delivering on and driving focus on the following:

	CONTINUE DELIVERING ON:	DRIVE EXTRA FOCUS ON:
People	<ul style="list-style-type: none"> Inclusive & welcoming community 	<ul style="list-style-type: none"> Community engagement and consultation
Places	<ul style="list-style-type: none"> Parks, reserves, gardens, street scaping 	<ul style="list-style-type: none"> Preserving older heritage buildings Promoting and supporting environmentally sustainable practices
Services	<ul style="list-style-type: none"> Waste collection and recycling services 	<ul style="list-style-type: none"> Car parking and parking controls Traffic management Street / road maintenance Open and accountable practices and decision-making processes



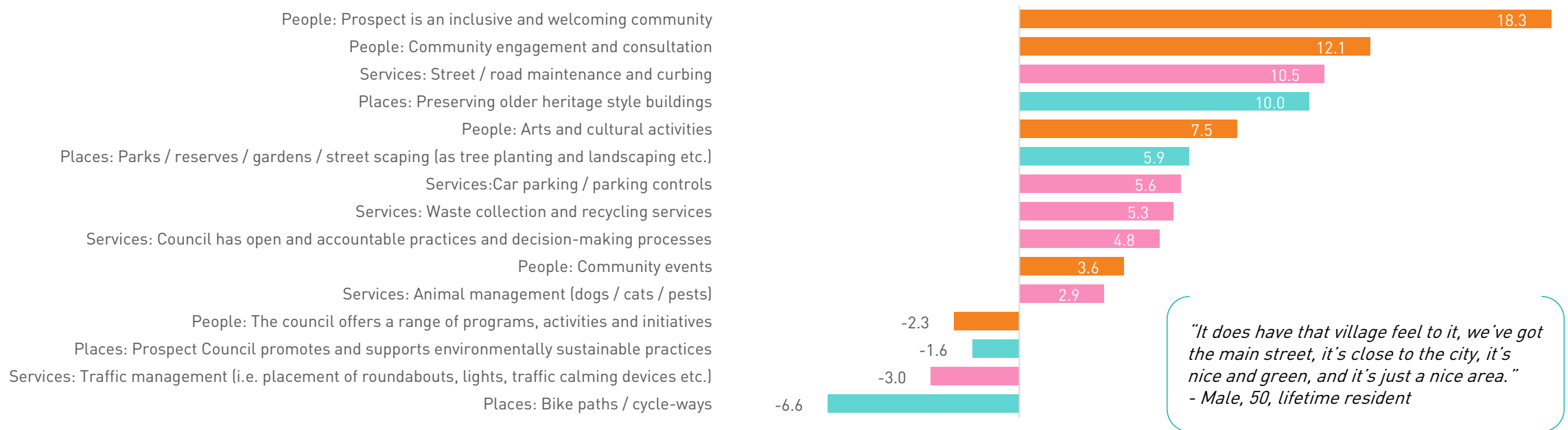
Multiple regression

Key drivers of satisfaction and derived importance

Respondents were asked to provide their overall satisfaction with the Council and then asked how satisfied they were with a number of statements relating to People, Places and Services.

Improvement in the satisfaction of “Prospect seen as inclusive and welcoming”, “community engagement and consultation” and “street/road maintenance and curbing” should directly impact and is likely to improve overall satisfaction for the Council.

Drivers of Overall Satisfaction with the Council





Satisfaction with People

Almost half believe they have had appropriate opportunity to provide feedback

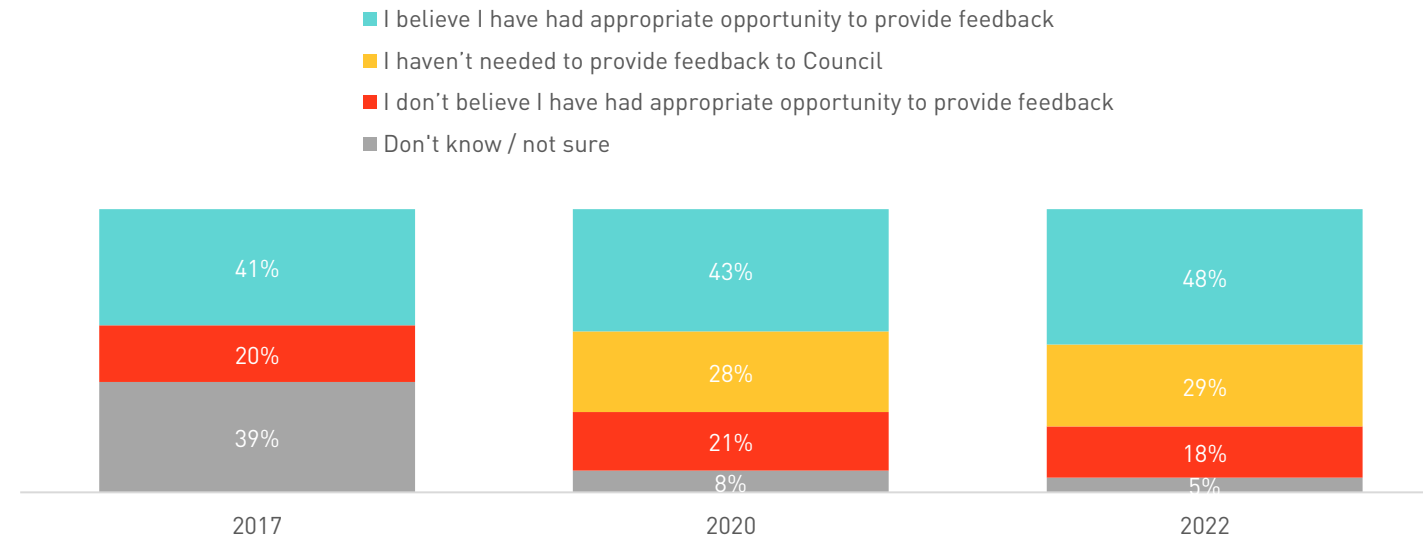
The belief that there is an opportunity to provide feedback to the council has steadily increased since 2017, by 7 percentage points.

In line with 2020, 29% of residents indicated that they had no need to provide feedback to the council, with this being more likely among those aged 18-24 (58%).

Older residents (aged 40 and above) were more likely to report having had the opportunity to provide feedback (56%), compared to those under 40 (36%).

Less than one in five residents (18%) did not believe they have had the appropriate opportunity to provide feedback, which is a decrease from both 2017 and 2020.

RESEARCH AREA	2017	2020	2022
Opportunity to provide feedback to Council	41%	43%	48%



* The code 'I haven't needed to provide feedback' was added in 2020

Requests for service or assistance were found to be the most common reason for residents to contact the council

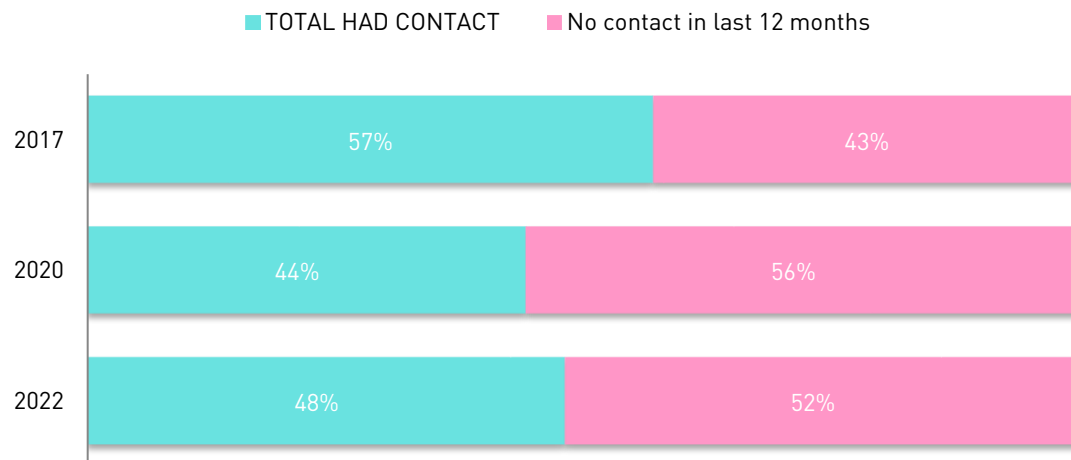
Half of the respondents reported contact with the council in the past year (48%, n=144), with 48% of those contacts being requests for services or assistance and 21% being enquiries.

Contact with council marginally increased from 2020 (+4pp) however is well under the 57% who had contact in 2017.

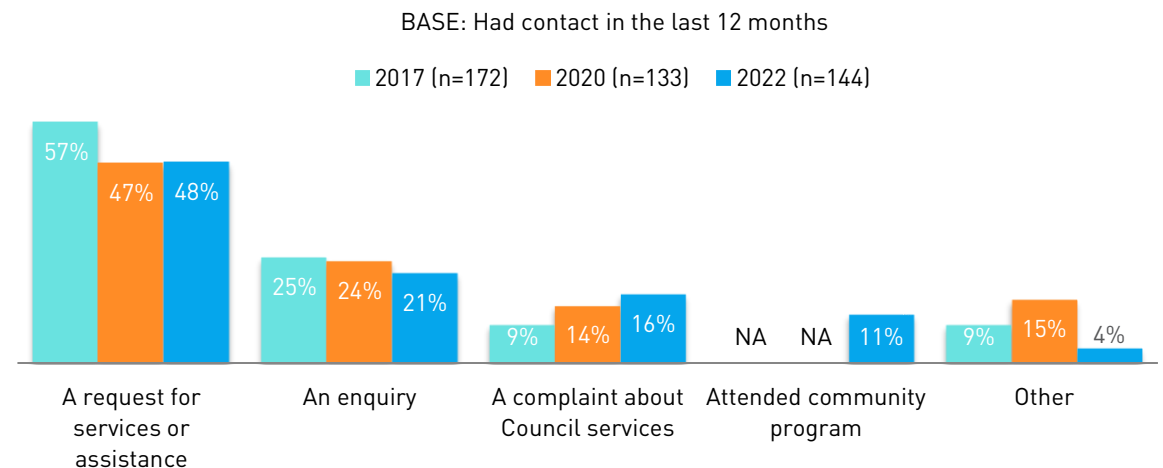
Those living in the West (54%) and North (52%) wards had more contact in the last 12 months than those in East (45%) or Central (42%) wards.

Residents aged 40 and above were significantly more likely to have had contact with the council, with 59% reporting to have had contact, particularly those aged 55-64 (69%), and those who have lived in the area for more than 10 years (58%).

Contact with the Council



Type of Contact

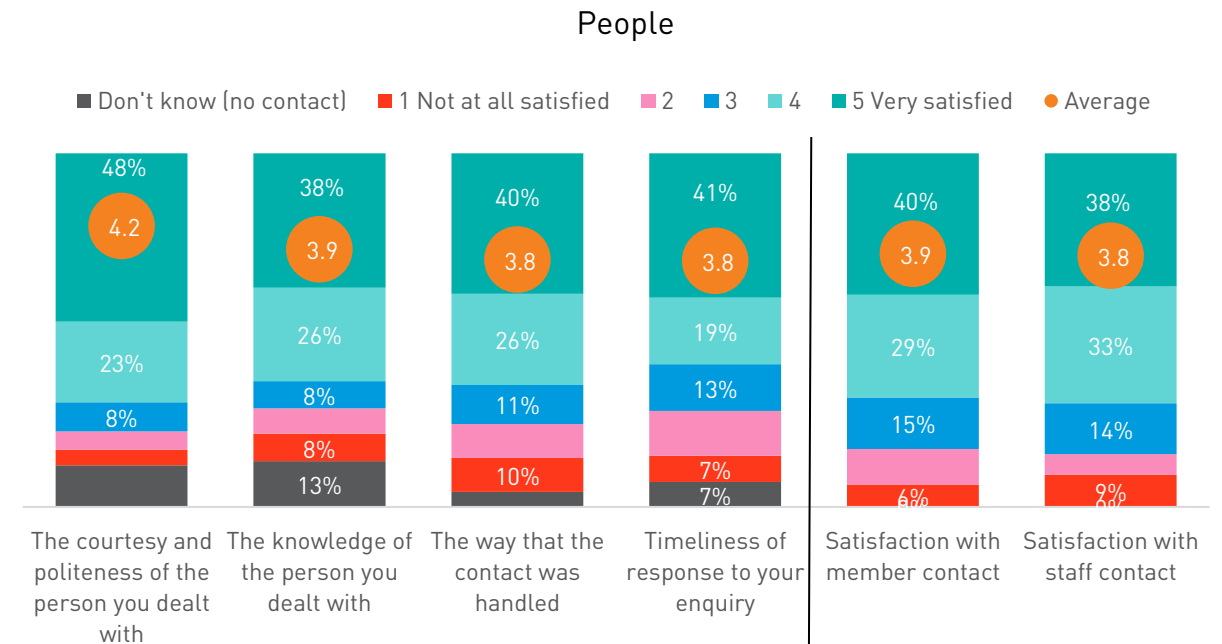


Seven in ten residents satisfied with council staff and courtesy and politeness

Among the different attributes tested for ‘people’, courtesy and politeness recorded a high satisfaction rating of 4.2 out of 5 (70% satisfaction) and timeliness of response recorded the lowest (3.8, 60% satisfied)

Overall satisfaction with council staff was marginally higher than council members (71% satisfaction and 69% respectively).

RESEARCH AREA	OVERALL SATISFACTION [%]	AVERAGE SATISFACTION RATING
Courtesy and politeness (n=127)	70% 2020: 75% 2017: 80%	4.2
Knowledge of the person you dealt with (n=126)	64% 2020: 63% 2017: 70%	3.9
Way the contact was handled (n=138)	65% 2020: 65% 2017: 72%	3.8
Timeliness of response to your enquiry (n=134)	60%	3.8
Contact with council members (n=71)	69% 2020: 56% 2017: 60%	3.9
Contact with council staff (n=129)	71% 2020: 71% 2017: 75%	3.8



Approximately one in two residents very satisfied with courtesy and politeness (48%)

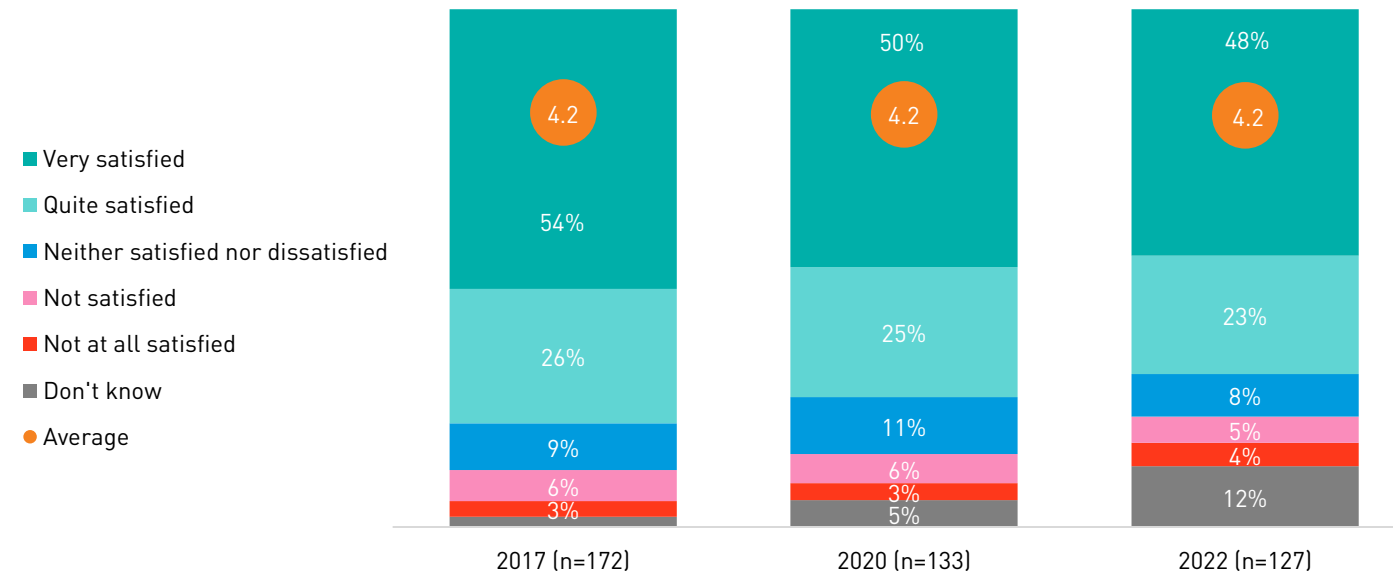
RESEARCH AREA	OVERALL SATISFACTION (%) n=127	AVERAGE SATISFACTION RATING n=127
Courtesy and politeness	70% 2020: 75% 2017: 80%	4.2 High satisfaction

The overall satisfaction (70%) in this category has marginally declined from 2020 (75%) and 2017 (80%), due to an increase of +7pp in 2022 for those who did not provide a satisfaction rating (don't know).

The majority of those who made an enquiry (86%), a request for services or assistance (72%) or attended a community program (82%) were satisfied with the courtesy and politeness of the person they dealt with, however, those that made a complaint (44%) were less satisfied.

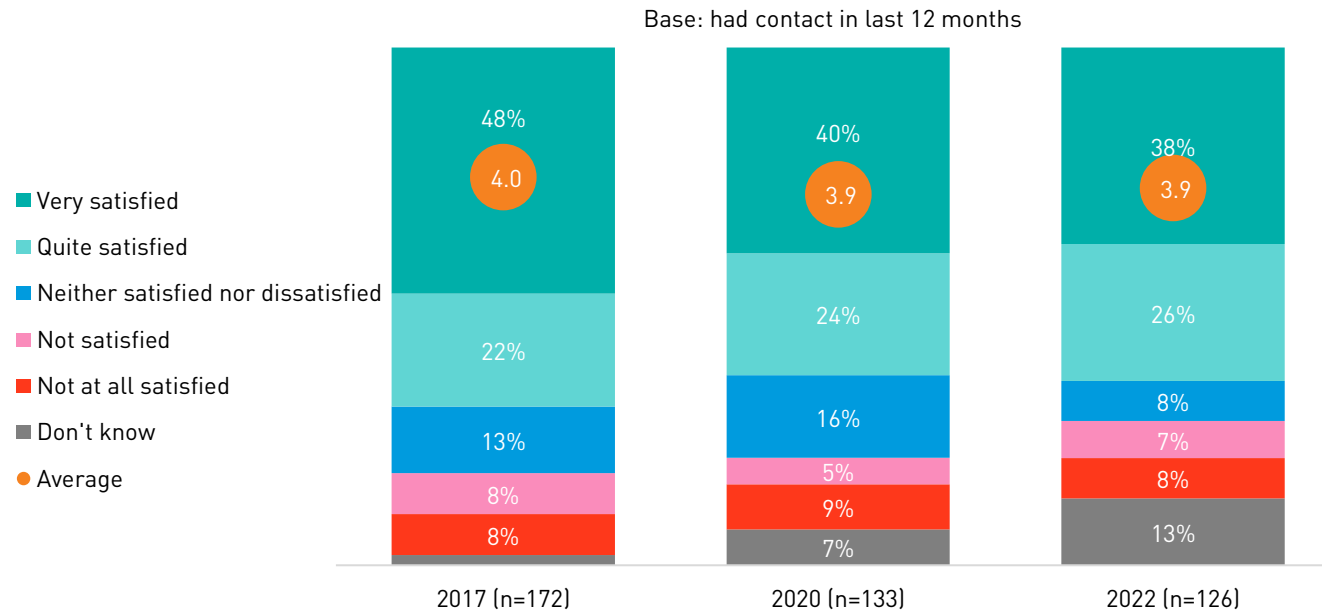
There was little variation in satisfaction across most wards (Central 72%, East, 70% and West, 74%). However North ward ratepayers (65%) were less satisfied.

Base: had contact in last 12 months



Approximately two thirds of residents were satisfied with the knowledge of the person they dealt with

RESEARCH AREA	OVERALL SATISFACTION (%) n=126	AVERAGE SATISFACTION RATING n=126
Knowledge of the person you dealt with	64% 2020: 63% 2017: 70%	3.9 Moderate satisfaction



On average, respondents have a moderate level of satisfaction with the knowledge of the person with whom they dealt with, giving a rating of 3.9 out of 5. Consistent with 2017 and 2020.

Four in ten respondents indicated they were **very satisfied** (38%) while less than one in ten respondents indicated that they were very dissatisfied (8%).

The majority of those who attended a community program (75%), made an enquiry (73%) or a request for services or assistance (72%) were satisfied with the knowledge of the person they with, however, those that made a complaint (30%) were less satisfied.

There was little variation in satisfaction across the wards (North, 66% Central 65%, East, 63%, and West, 63%).

Two in three residents satisfied with the way the contact was handled

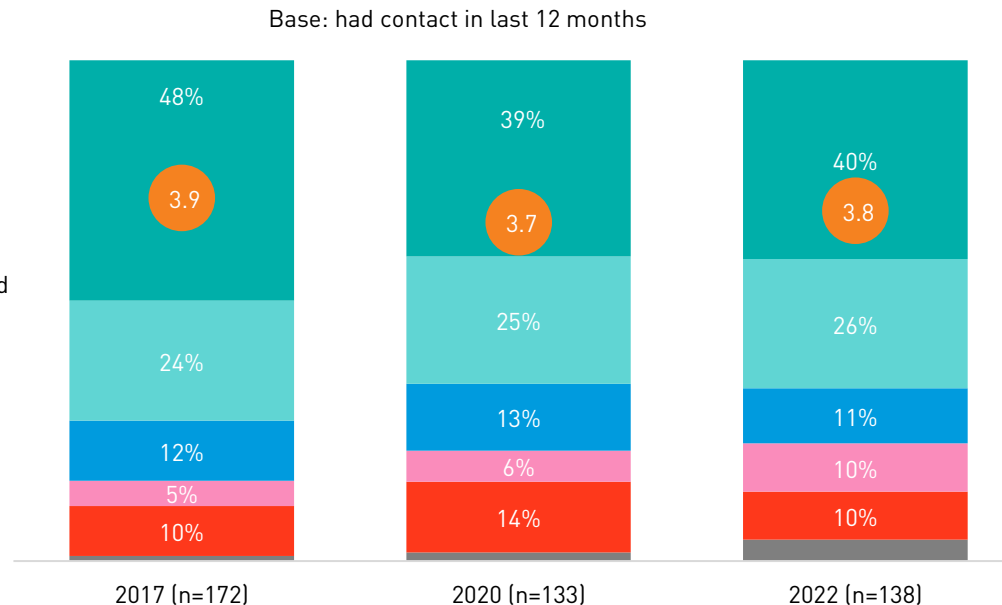
RESEARCH AREA	OVERALL SATISFACTION (%) n=138	AVERAGE SATISFACTION RATING n=138
Way the contact was handled	65% 2020: 65% 2017: 72%	3.8 Moderate satisfaction

The overall satisfaction for the way the contact was handled (65%) is consistent with 2020 (65%) but lower than the 72% recorded in 2017.

The majority of those satisfied with the way the contact was handled were very satisfied (40%).

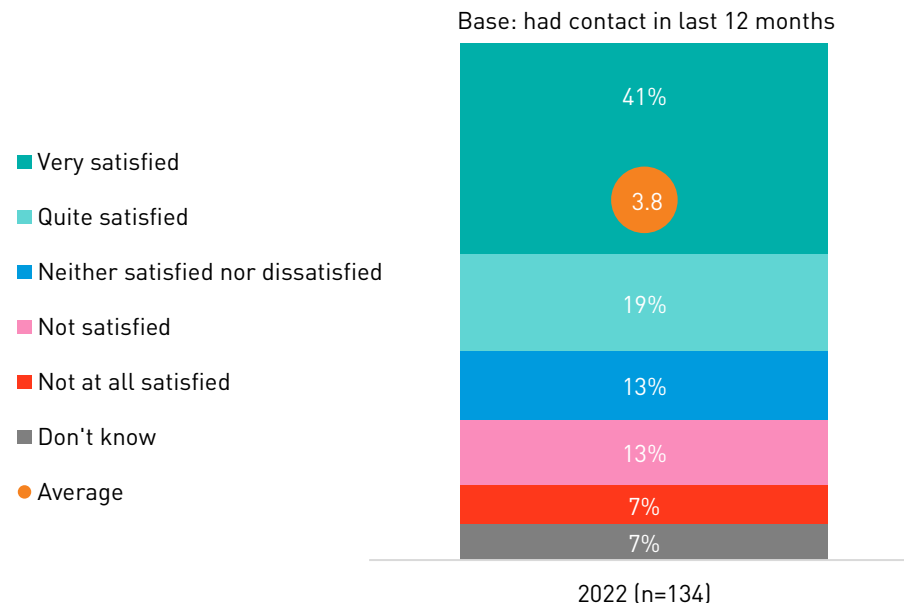
The majority of those who made a request for services or assistance (75%), made an enquiry (74%) or attended a community program (74%) were satisfied with how the contact was handled, however, those that made a complaint (29%) were less satisfied.

Those living in the West ward were least satisfied - 53%, while East ratepayers were most satisfied (78%). Central (69%) and North (65%) were aligned.



Those making complaints were least satisfied with the timeliness of response to enquiries

RESEARCH AREA	OVERALL SATISFACTION (%) n=134	AVERAGE SATISFACTION RATING n=134
Timeliness of response to your enquiry	60%	3.8 Moderate satisfaction



Overall satisfaction with timeliness of response to enquiries achieved a solid 60%, with the most very satisfied (41%).

The majority of those who made an enquiry (74%), a request for services or assistance (68%), or attended a community program (61%) were satisfied with the timeliness of response to the enquiry. However, those that made a complaint (19%) were much less satisfied with the timeliness of response.

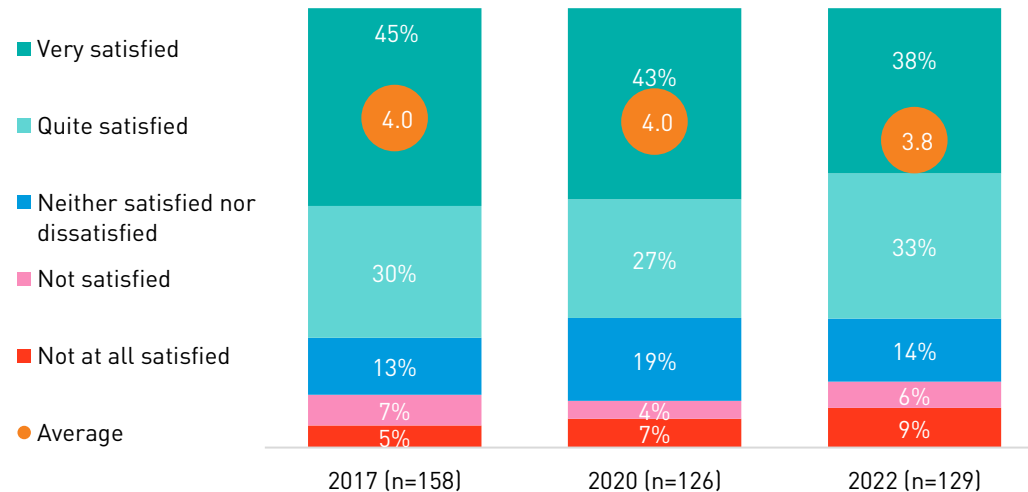
Those living in the East ward were most satisfied (70%), while North residents were least satisfied (44%). Central (64%) and West (62%) wards were aligned.

Majority of residents satisfied with direct contact with members and staff

Seven in ten residents were satisfied with their direct contact with staff (71%), with the majority of them stating they were very satisfied (38%). This result is consistent with 2020, but it is a decrease of 5 percentage points from 2017.

Ratepayers in the East (85%) and West wards (70%) were most satisfied, while Central (66%) and North residents (63%) were less so.

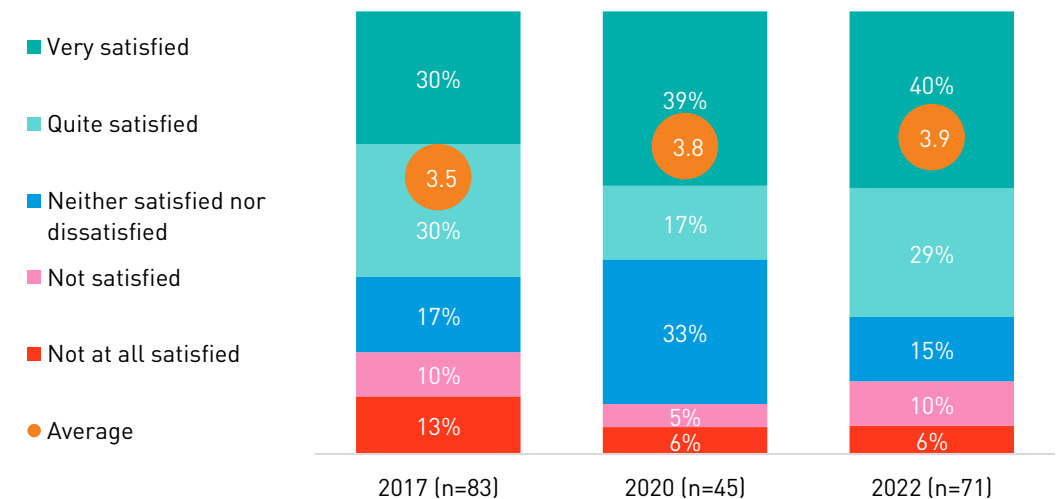
RESEARCH AREA	OVERALL SATISFACTION (%) n=134	AVERAGE SATISFACTION RATING n=134
Direct contact with staff in last 12 months	71% 2020: 71% 2017: 75%	3.8 Moderate satisfaction



Seven in ten residents were satisfied with their direct contact with members (69%) with the majority of them stating they were very satisfied (40%). Satisfaction with members has been steadily increasing since 2017.

Those living in the West ward were most satisfied (80%), while North residents were least satisfied (56%). Central (69%) and East (68%) were aligned.

RESEARCH AREA	OVERALL SATISFACTION (%) n=134	AVERAGE SATISFACTION RATING n=134
Direct contact with member in last 12 months	69% 2020: 56% 2017: 60%	3.9 Moderate satisfaction



Contact with council was higher in West and North wards

All attributes received positive satisfaction ratings in all wards, except for the timeliness of response to inquiries from residents in the North ward, which had a satisfaction rate of only 44%.

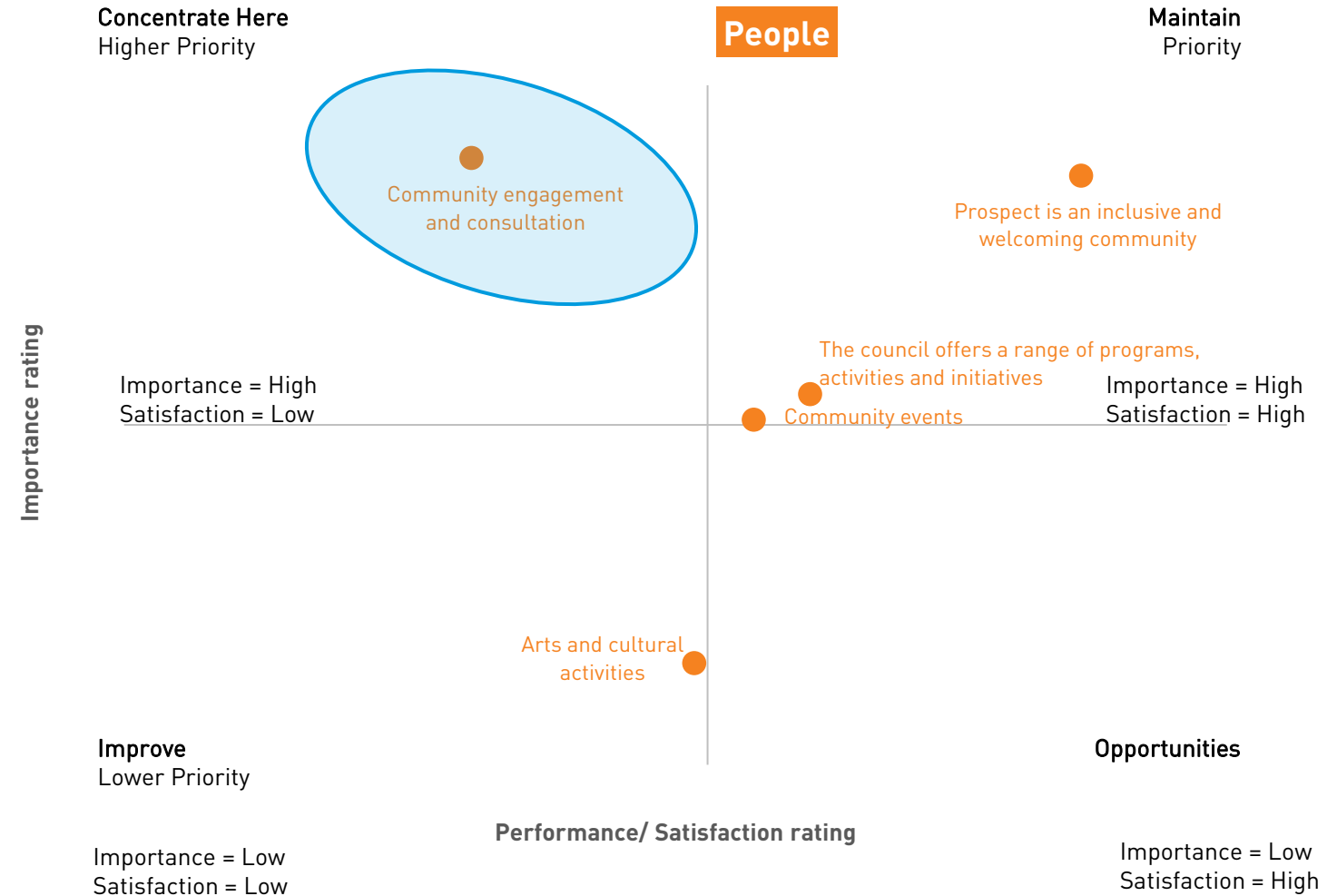
	Contact with council		Total Satisfaction on attributes				Total Dissatisfaction on attributes			
	Incidence	Wards contribution	Courtesy and politeness	Knowledge of the person	Way the contact was held	Timeliness of response to enquiry	Courtesy and politeness	Knowledge of the person	Way the contact was held	Timeliness of response to enquiry
Total	48%	-	70%	64%	65%	60%	10%	15%	19%	20%
West	54%	28%	74%	63%	53%	62%	6%	15%	22%	17%
North	52%	25%	65%	66%	65%	44%	15%	17%	19%	27%
East	45%	24%	70%	63%	78%	70%	3%	10%	16%	19%
Central	42%	23%	72%	65%	69%	64%	15%	18%	20%	18%

Focus on community engagements and consultation

The Council should continue working towards building the perception of the City of Prospect being an 'inclusive and welcoming community', offering a range of programs, activities and community events.

Working towards 'community engagement and consultation' should be a key priority area for the Council as it has high importance but lower levels of satisfaction.

This was also reflected in the lower satisfaction levels towards the way the contact was handled and courtesy / politeness of the staff dealing with the queries / complaints.



Importance vs Satisfaction analysis: 'People'

Area	Importance	Average	Satisfaction	Average	Action
Prospect is an inclusive and welcoming community	88% 2020: 82% 2017: 82%	4.5 2020: 4.4 2017: 4.4	75% 2020: 77% 2017: 71%	4.2 2020: 4.1 2017: 4.0	Maintain - Priority
Community engagement and consultation	88% 2020: 85% 2017: 74%	4.5 2020: 4.4 2017: 4.2	56% 2020 : 51% 2017: 49%	3.6 2020: 3.5 2017: 3.5	Concentrate here – Higher priority
The council offers a range of programs, activities and initiatives	75% 2020: 70% 2017: 74%	4.2 2020: 4.1 2017: 4.1	60% 2020: 61% 2017: 60%	3.9 2020: 3.8 2017: 3.8	Maintain - Priority
Community events	79% 2020: 76% 2017: 74%	4.2 2020: 4.1 2017: 4.1	66% 2020: 70% 2017: 70%	3.9 2020: 4.0 2017: 4.0	Maintain - Priority
Arts and cultural activities	66% 2020: 64% 2017: 65%	3.8 2020: 3.8 2017: 3.9	60% 2020: 60% 2017: 61%	3.8 2020: 3.8 2017: 3.8	Improve - Lower Priority

Multiple regression

Key drivers of satisfaction and derived importance ‘People’

Respondents were asked to provide their overall satisfaction with the Council and then asked how satisfied they were with a number of statements relating to People.

The derived importance of each factor is listed below:

- Community engagement and consultation (34%)
- Prospect is an inclusive and welcoming community (30%)
- The council offers a range of programs, activities and initiatives (19%)
- Arts and cultural activities (12%)
- Community events (6%)

Improvement in the satisfaction of “community engagement and consultation” should directly impact and is likely to improve satisfaction for the Council.



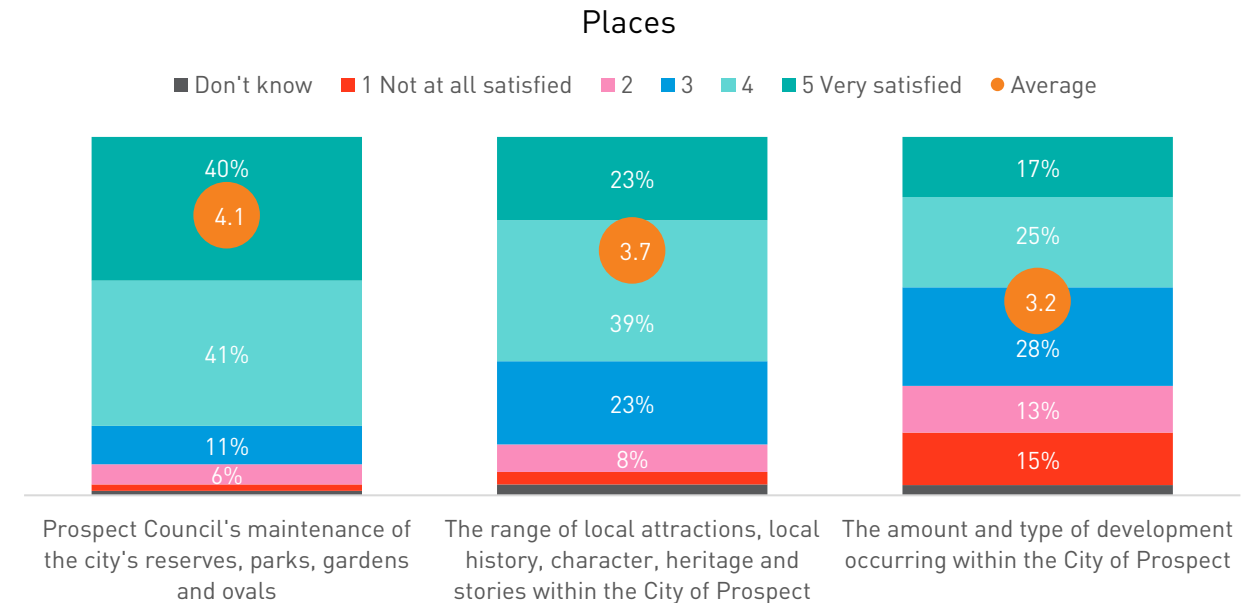
A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a waterfall is painted on the side of the building. In the foreground, there is outdoor seating with white umbrellas and wooden planters. People are sitting at the tables. The restaurant's name 'COTTO' is visible on a sign above the entrance and on a vertical sign on the left side of the building.

Satisfaction with Places

Satisfaction is highest for maintenance of city's reserves, parks, gardens and ovals

Satisfaction is increasing for both for the range of local attractions, local history, character, heritage and stories and the amount and type of development occurring.

RESEARCH AREA	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Maintenance of the city's reserves, parks, gardens and ovals	81% 2020: 81% 2017: 78%	4.1 High satisfaction
The range of local attractions, local history, character, heritage and stories	63% 2020: 58% 2017: 57%	3.7 Moderate satisfaction
The amount and type of development occurring	42% 2020: 35% 2017: 38%	3.2 Mixed satisfaction



Eight in ten residents satisfied with Council's maintenance of the city's reserves, parks, gardens and ovals

Overall satisfaction with the maintenance of the city's reserves, parks, gardens and ovals achieved a solid 81% with the four in ten very satisfied (40%).

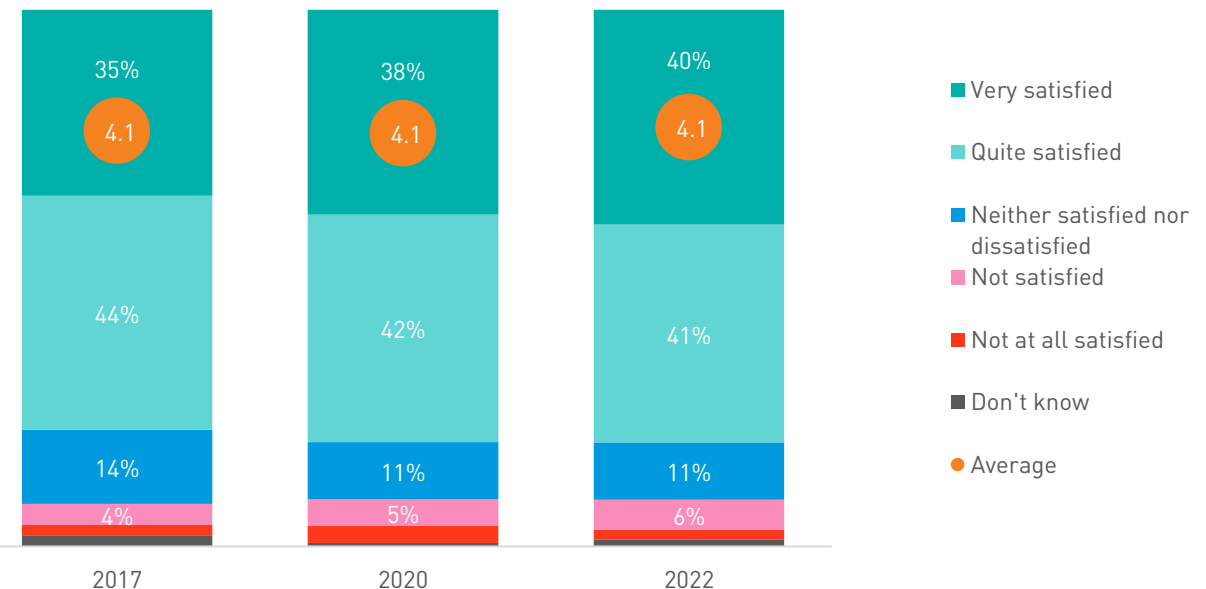
Residents who express satisfaction with the Council at an overall level were significantly more likely to be satisfied with this aspect (87%).

Results were similar across the wards: West (84%), East (83%) Central (78%), and North (77%).

Satisfaction was strong among both females (82%) and males (79%), with little variation between those under 40 (82%) and those over 40 (80%).

This aspect has consistently received satisfaction rates between 78% and 81% from 2017 to 2022.

RESEARCH AREA	OVERALL SATISFACTION (%) n=45	AVERAGE SATISFACTION RATING n=45
Maintenance of the city's reserves, parks, gardens and ovals	81% 2020: 81% 2017: 78%	4.1 High satisfaction



Six in ten residents satisfied with the range of local attraction, local history, character, heritage and stories within the City of Prospect

Overall satisfaction with the range of local attraction, local history, character, heritage and stories was a respectable 63% - 23% very satisfied.

Residents who express satisfaction with the Council at an overall level were significantly more likely to be satisfied with this aspect (71%).

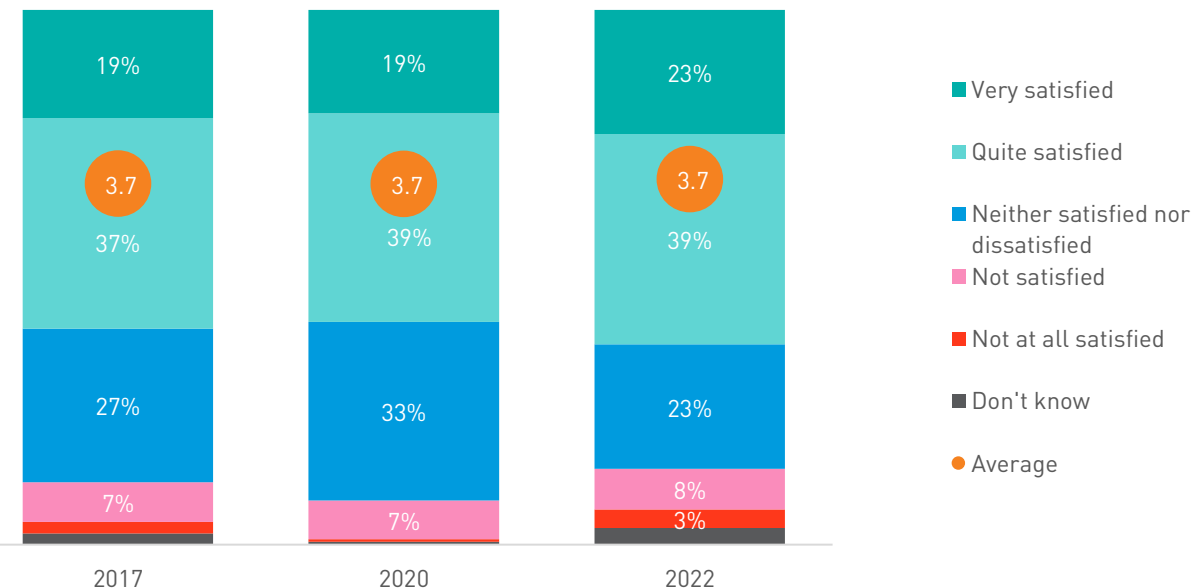
Satisfaction across wards ranged from 53% to 72%. East (72%) Central (63%) North (62%), West (53%).

Satisfaction levels were consistent across gender, with males (63%) and females (62%) reporting similar levels of satisfaction. Similarly, there was little variation among age groups, with those under 40 (64%) and those 40 and older (62%) satisfied.

From 2017 to 2022, satisfaction rates for this aspect have remained consistently between 57% and 63%.

"The Air Raid Shelter is really, really interesting, I don't think it is publicised enough and they don't have regular opening days which makes it hard to visit. I'd recommend locals to get in though as it's fantastic. You could use [the Air Raid Shelter] for a Fringe Event or something like that"
- Female, 68, 24-year resident

RESEARCH AREA	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Range of local attraction, history, character, heritage and stories	63% 2020: 58% 2017: 57%	3.7 Moderate satisfaction



Approximately two in five satisfied with the amount and type of development occurring within the City of Prospect

Overall satisfaction of the amount and type of development was 42% - 17% very satisfied.

Residents who expressed satisfaction with the Council at an overall level were significantly more likely to be satisfied with this aspect (52%).

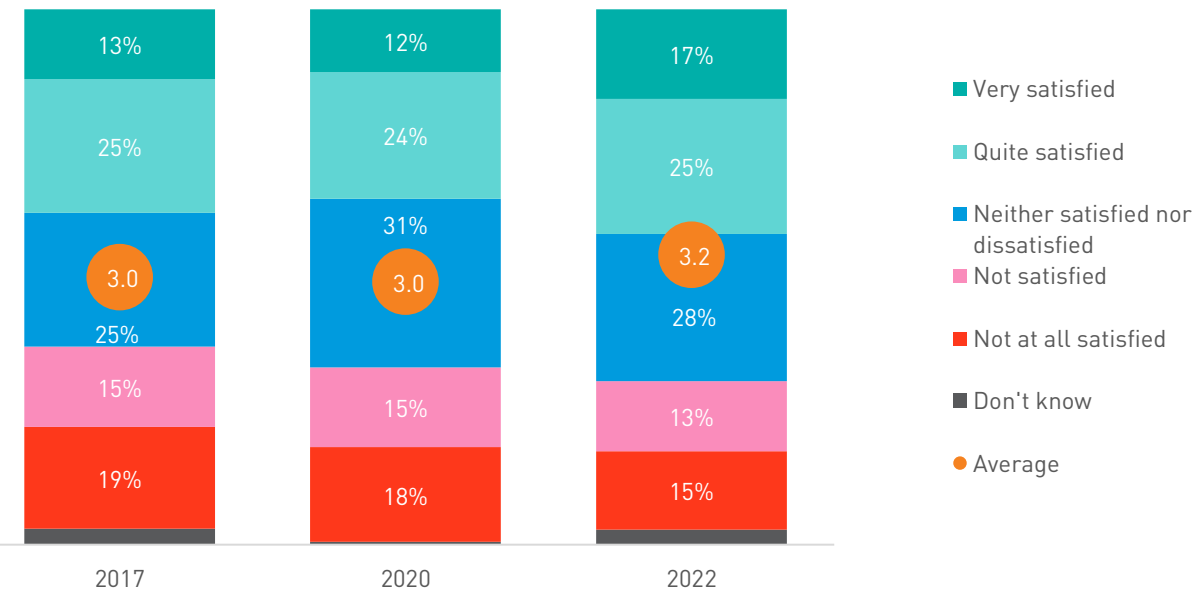
Those in the East ward (55%) were most satisfied while those in the North (25%) significantly less so. Central (44%) and West (43%) wards were aligned. Increased satisfaction within the North ward should increase the overall satisfaction.

Males (47%), those under 40 (59%), and residents who have lived in the area for 10 years or less (56%) were significantly more satisfied than females (37%), aged 40 or older (30%), and those who have lived in the area more than 10 years (31%).

Satisfaction for this aspect has been recorded between 35% to 42% from 2017 to 2022.

RESEARCH AREA	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING n=45
Amount and type of development	42% 2020: 35% 2017: 38%	3.2 Mixed satisfaction

"I think the presentation of the area has increased over the last 10 years, people see Prospect in a really positive light now and the development of coffee shops and things has expanded the street. I'm really happy with the direction we're going in and I hope that continues."
- Female, 23, lifetime resident

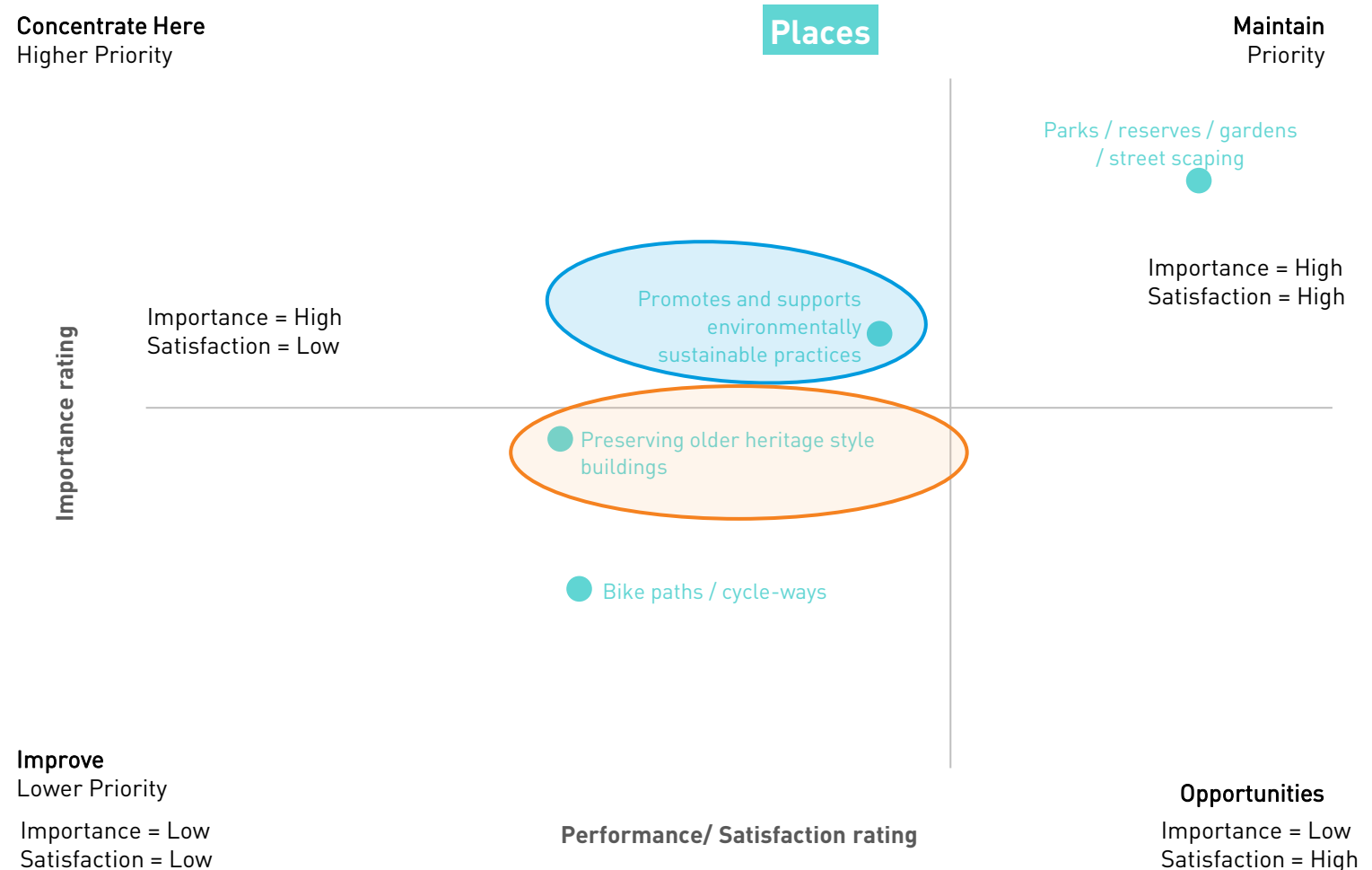


Focus on promoting and supporting environmentally sustainable practices

Council should continue working towards maintaining parks / reserves / gardens and street scaping.

Council should prioritise focus on 'environmentally sustainable practices' and 'preserving older heritage style building' as these attributes have high / moderate importance but lower satisfaction.

These attributes could help increase the satisfaction around 'amount and type of development occurring within the City of Prospect' which is the only attribute that has dropped on satisfaction in this year.



Importance vs Satisfaction tracking: 'Places'

Area	Importance	Average	Satisfaction	Average	Action
Parks / reserves / gardens / street scaping	96% 2020: 93% 2017: 92%	4.7 2020: 4.6 2017: 4.6	70% 2020: 80% 2017: 78%	3.9 2020: 4.1 2017: 4.1	Maintain - Priority
Prospect Council Promotes And Supports Environmentally Sustainable Practices	85% 2020: 82% 2017: 80%	4.5 2020: 4.4 2017: 4.3	54% 2020: 61% 2017: 53%	3.6 2020: 3.8 2017: 3.7	Concentrate here – Higher priority
Preserving Older Heritage Style Buildings	80% 2020: 78% 2017: 78%	4.3 2020: 4.3 2017: 4.2	43% 2020: 49% 2017: 45%	3.4 2020:3.4 2017: 3.4	Improve - Lower Priority
Bike Paths / Cycle-ways	70% 2020: 69% 2017: 71%	4.0 2020: 3.9 2017: 4.0	49% 2020: 46% 2017: 39%	3.3 2020:3.5 2017: 3.3	Improve - Lower Priority

Key drivers of satisfaction and derived importance : 'Places'

Respondents were asked to provide their overall satisfaction with the Council and then asked how satisfied they were with number of statements relating to Places.

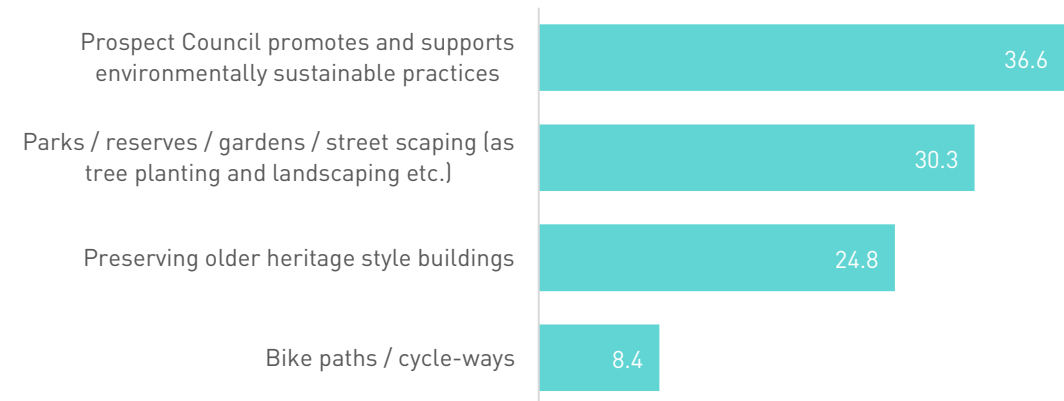
The derived importance of each factor is listed below, in order of derived importance:

- Prospect Council promotes and supports environmentally sustainable practices (37%)
- Parks / reserves / gardens / street scaping (30%)
- Preserving older heritage style buildings (25%)
- Bike paths / cycle-ways (8%)

Promoting and supporting environmentally sustainable practices and street scaping - tree planting and landscaping are also the biggest drivers of overall satisfaction with 'Places' – hence driving higher satisfaction on these attributes should directly impact satisfaction for the Council.

Having an environment focus also ranked as the top priority for council to focus on for the next 4 years.

Driver of Satisfaction : Places



"I think there could be more of a focus on the environment, like eco wetlands and really bringing recycling into people's homes."
- Female, 39, 2-year resident

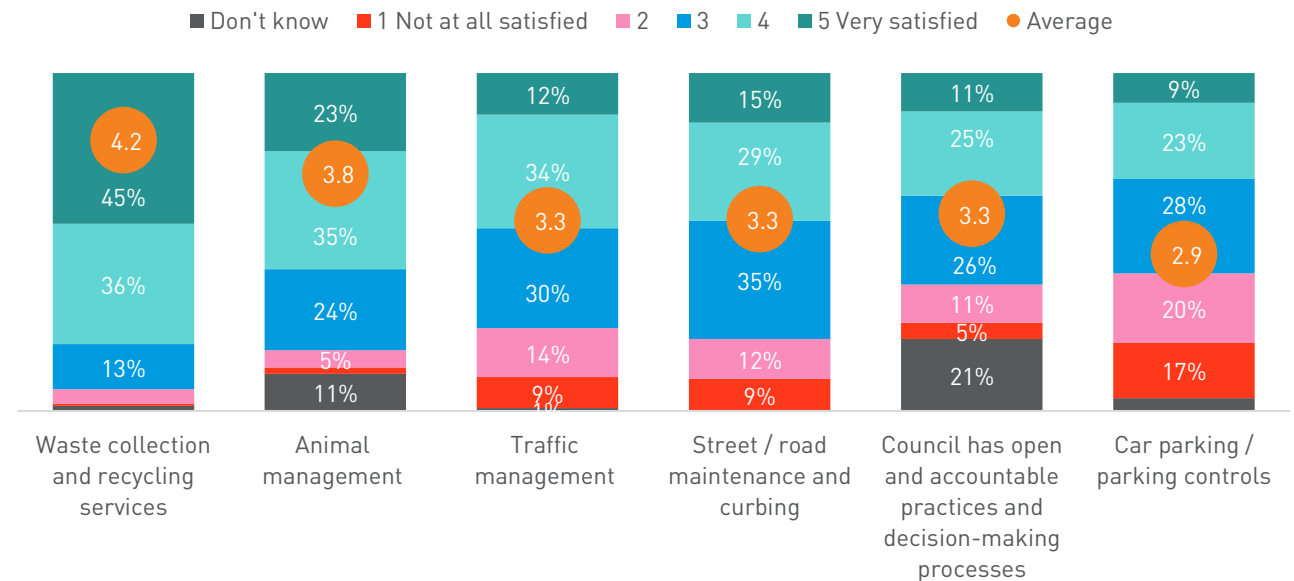


Satisfaction with Services

Waste collection / recycling services recorded a high level of satisfaction while most other services recorded mixed levels of satisfaction

Among the different attributes tested for 'services', most are satisfied with waste collection and recycling services, recording a high satisfaction rating of 4.2 out of 5 (80% satisfaction), while car parking / parking controls attracted the least satisfaction (2.9 out of 5, 31% satisfaction).

RESEARCH AREA	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Waste collection / recycling services	80% 2020: 86% 2017: 80%	4.2 High satisfaction
Animal management	58% 2020: 60% 2017: 50%	3.8 Moderate satisfaction
Traffic management	46% 2020: 47% 2017: 47%	3.3 Mixed satisfaction
Street / road maintenance and curbing	44% 2020: 53% 2017: 47%	3.3 Mixed satisfaction
Council has open and accountable practices and decision-making processes	36% 2020: 40% 2017: 34%	3.3 Mixed satisfaction
Car parking / parking controls	31% 2020: 41% 2017: 44%	2.9 Mixed satisfaction



Four in five residents satisfied with waste collection and recycling services

Overall satisfaction for waste collection and recycling services was strong at 80%, with 45% of residents reporting being very satisfied.

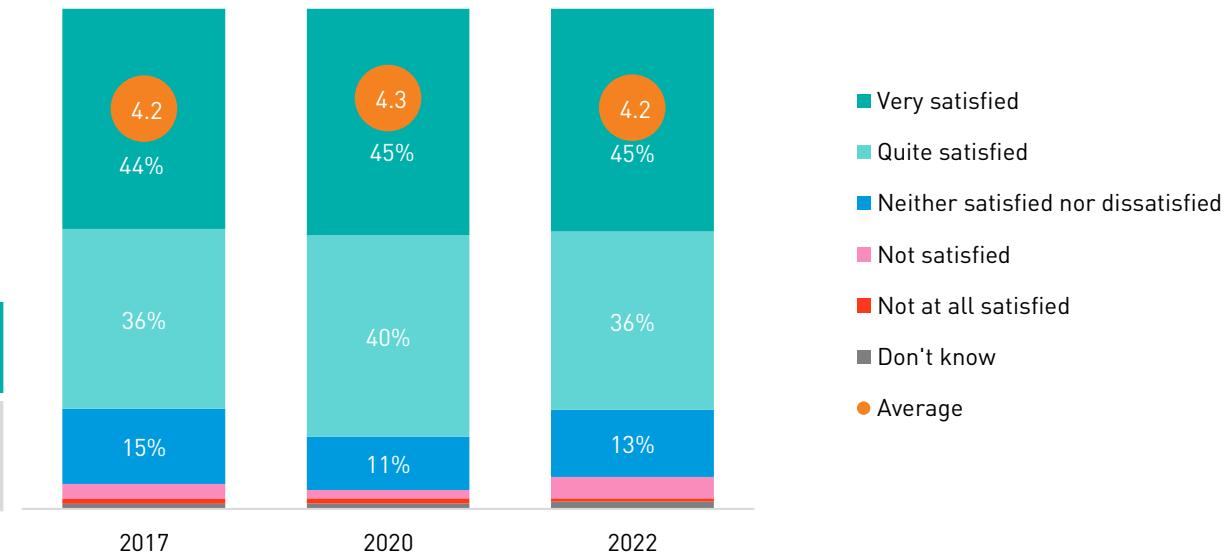
Those who expressed satisfaction with the Council overall were also significantly more likely to be satisfied with this service (86%).

High satisfaction levels were recorded across all wards, ranging from 84% in the East to 75% in the West. (Central 82%, North 79%).

There were no major variations among subgroups, but some groups reported higher levels of satisfaction than others. Those aged 18-24 (87%), 65 and older (87%), and males (86%) expressed higher levels of satisfaction, while females (74%) and those aged 25-30 (73%) reported lower levels of satisfaction.

Satisfaction with this service has remained consistently high, ranging between 80% and 86% from 2017 to 2022.

RESEARCH AREA	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Waste collection and recycling services	80% 2020: 86% 2017: 80%	4.2



Over half the residents are satisfied with animal management

Overall satisfaction with animal management was a respectable (58%) of with 23% of residents reporting being very satisfied.

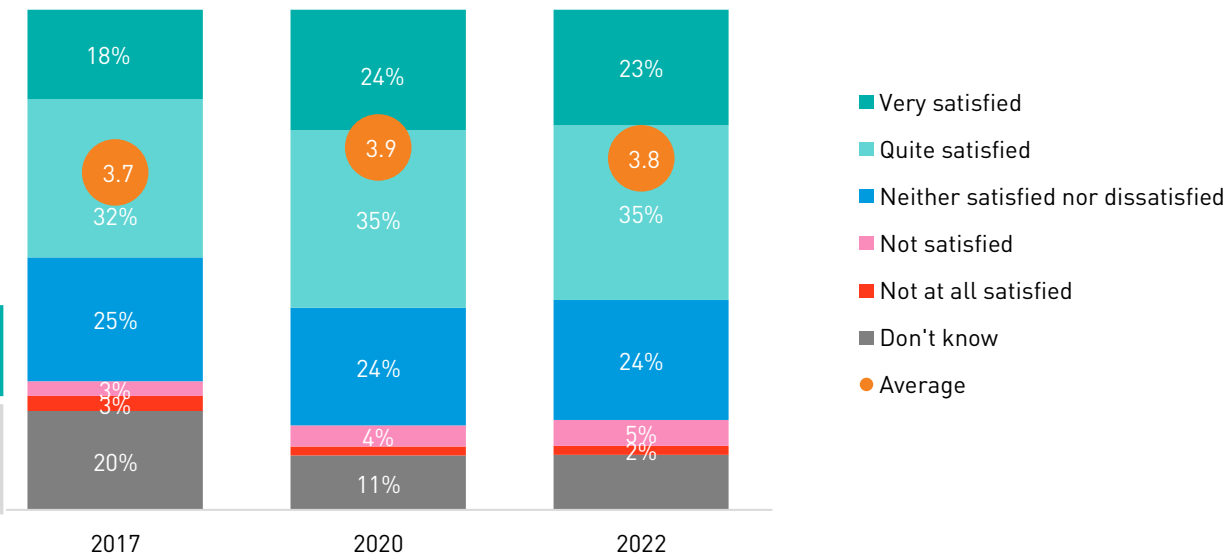
Residents who expressed satisfaction with Council at an overall level were more satisfied with this aspect (63%).

Those in the West ward recorded the highest satisfaction (71%), while the other wards were similar - Central (55%), East (53%), North (53%).

There were no major variations among subgroups, although females (61%) reported higher levels of satisfaction than males (55%) with this service.

From 2017 to 2022, satisfaction rates for this service have remained consistently between 50% and 60%.

RESEARCH AREA	OVERALL SATISFACTION [%]	AVERAGE SATISFACTION RATING
Animal management	58% 2020: 60% 2017: 50%	3.8



More than two in five residents are satisfied with traffic management

The satisfaction rate for traffic management was 46%, with 12% of residents reporting being very satisfied.

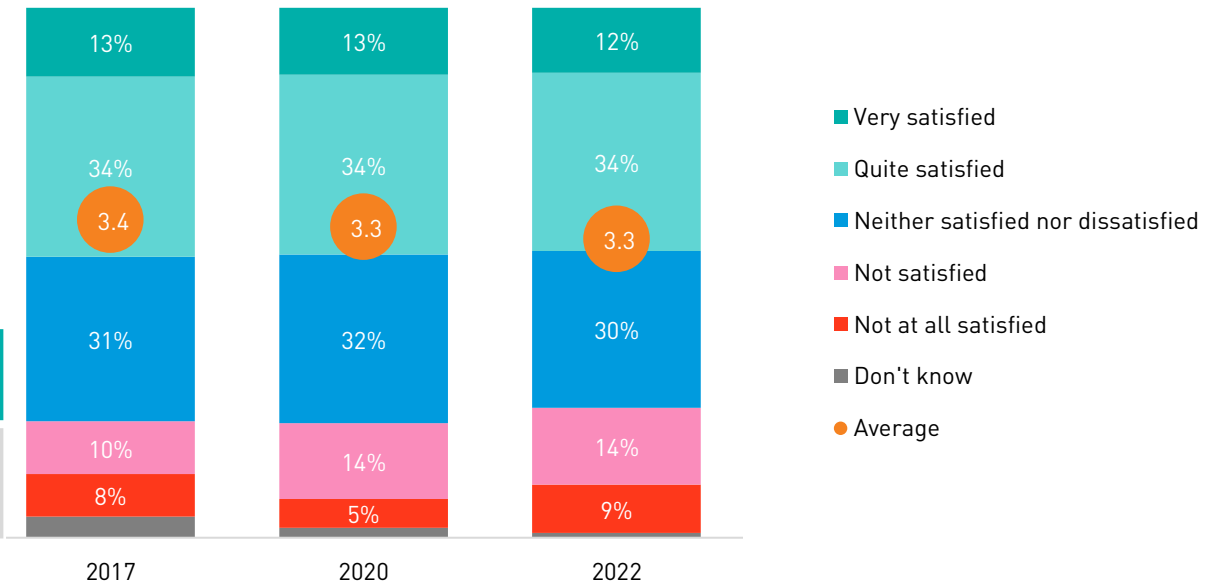
Those who expressed satisfaction with the Council overall were also significantly more satisfied with this aspect, at 53%.

Satisfaction levels were similar across all wards, with Central at 49%, East and West at 46%, and North at 42%.

There were no significant differences among subgroups, but males were slightly more satisfied than females at 47% and 45% respectively.

From 2017 to 2022, satisfaction with this service has remained consistent at 46% to 47%.

RESEARCH AREA	OVERALL SATISFACTION [%]	AVERAGE SATISFACTION RATING
Traffic management	46% 2020: 47% 2017: 47%	3.3



The satisfaction rate for street and road maintenance and curbing was 44%

The overall satisfaction rate for street, road maintenance, and curbing was 44%, with 15% of residents reporting being very satisfied.

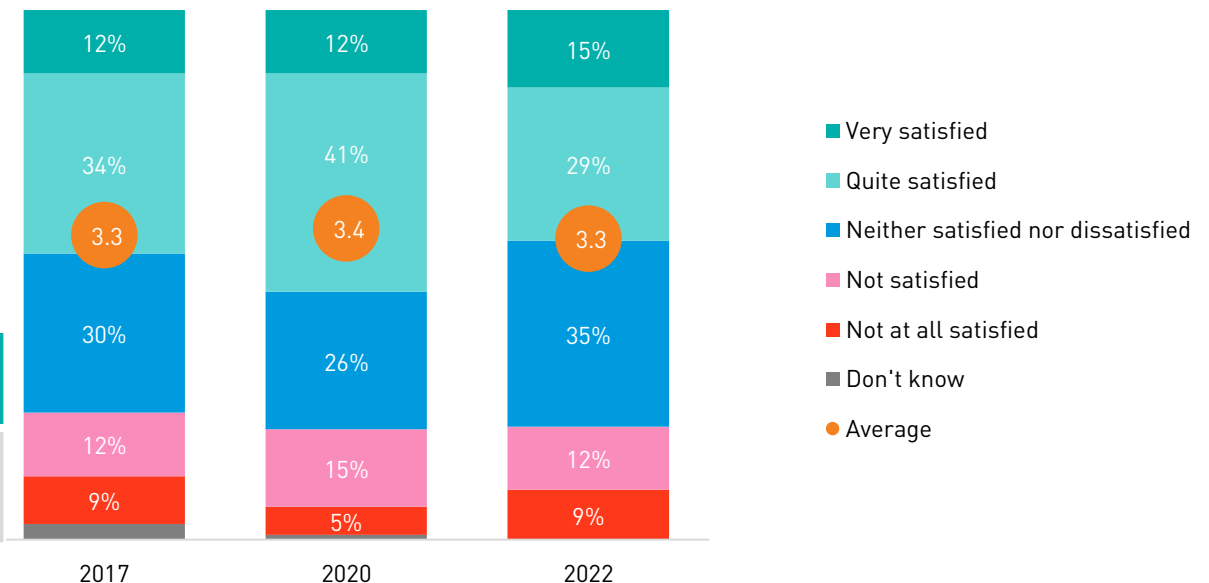
Residents who expressed satisfaction with the Council overall were also significantly more satisfied with this aspect, at 51%.

The highest satisfaction rate was found in the East ward (50%), while the lowest was in the North ward (34%). Central and West wards recorded identical satisfaction levels at 45%.

No major differences were observed among subgroups, although males (45%) and those 40 or older (45%) were slightly more satisfied than females (42%) and those aged 18-39 (41%).

From 2017 to 2022, satisfaction with this service has fluctuated between 44% and 53%.

RESEARCH AREA6	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Street / road maintenance and curbing	44% 2020: 53% 2017: 47%	3.3



Over a third of residents are satisfied with practices and decision-making processes

Overall satisfaction with open and accountable practices and decision-making processes achieved 36% with 11% very satisfied.

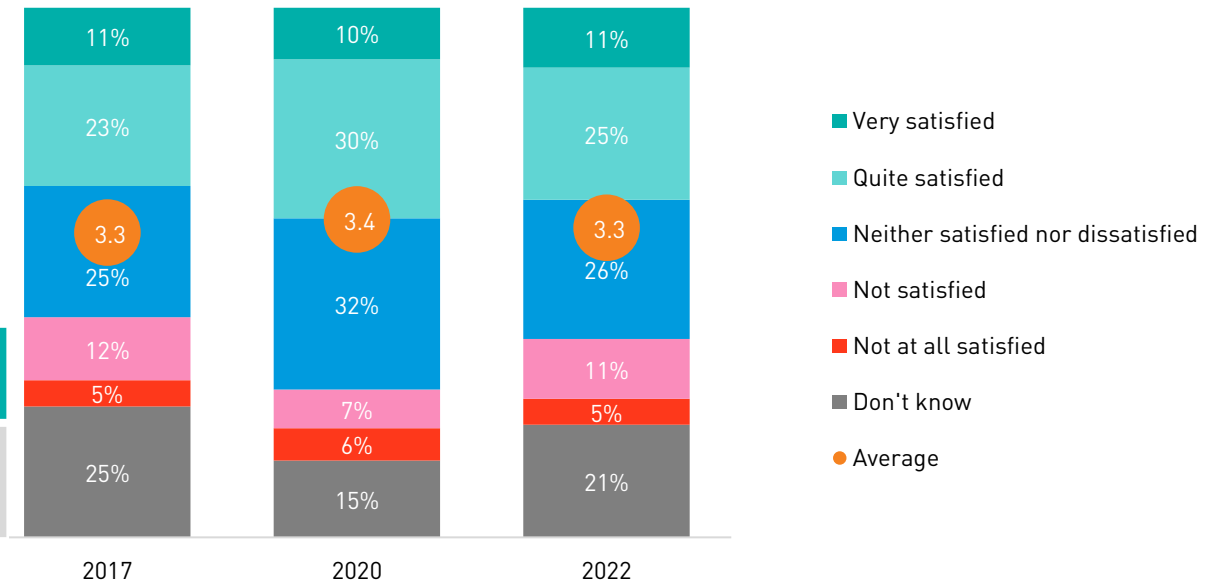
Residents who expressed satisfaction with the Council at an overall level were significantly more satisfied with this aspect (44%).

Those in the North ward recorded the highest satisfaction (42%), while the other wards were similar - East (39%), Central (34%), West (31%).

There were no significant differences among subgroups, although males (39%) and those under 40 (42%) expressed higher levels of satisfaction than females (33%) and those aged 40 or older (32%).

Between 2017 and 2022, satisfaction for this service has fluctuated between 34% to 40%.

RESEARCH AREA	OVERALL SATISFACTION [%]	AVERAGE SATISFACTION RATING
Council has open and accountable practices and decision-making processes	36% 2020: 40% 2017: 34%	3.3



The satisfaction rate for car parking and controls was the lowest, with less than a third of residents reporting satisfaction

The overall satisfaction rate for car parking and controls was 31%, with 9% of residents reporting being very satisfied.

Residents who expressed satisfaction with the Council overall were also significantly more satisfied with this aspect, at 41%.

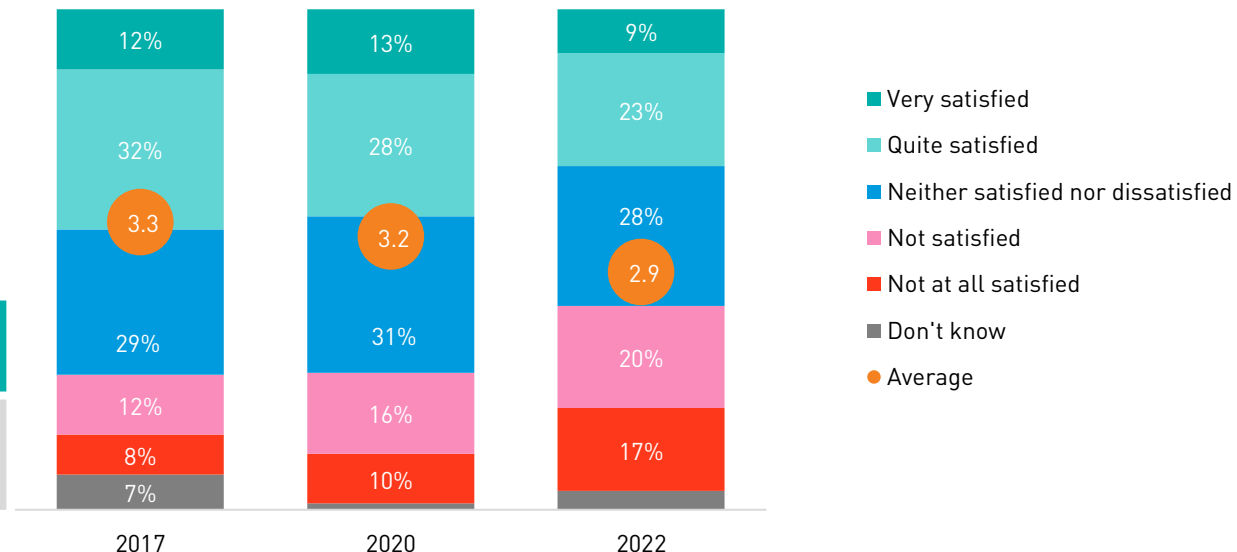
The lowest satisfaction rate was found in the North ward at 26%, while all other wards recorded similar levels of satisfaction - East (36%), Central (32%) and West (31%).

No significant differences were observed among subgroups, those aged 18-39 (35%) were more satisfied than those aged 40 or older (29%).

From 2017 to 2022, satisfaction levels for this service have remained stable, ranging from 41% to 44%.

"To bring more people in, they need to have more parking. People often complain about this to me as I own a business along Prospect Road."
- Female, 58, 20-year resident

RESEARCH AREA6	OVERALL SATISFACTION (%)	AVERAGE SATISFACTION RATING
Car parking and controls	31% 2020: 41% 2017: 44%	2.9

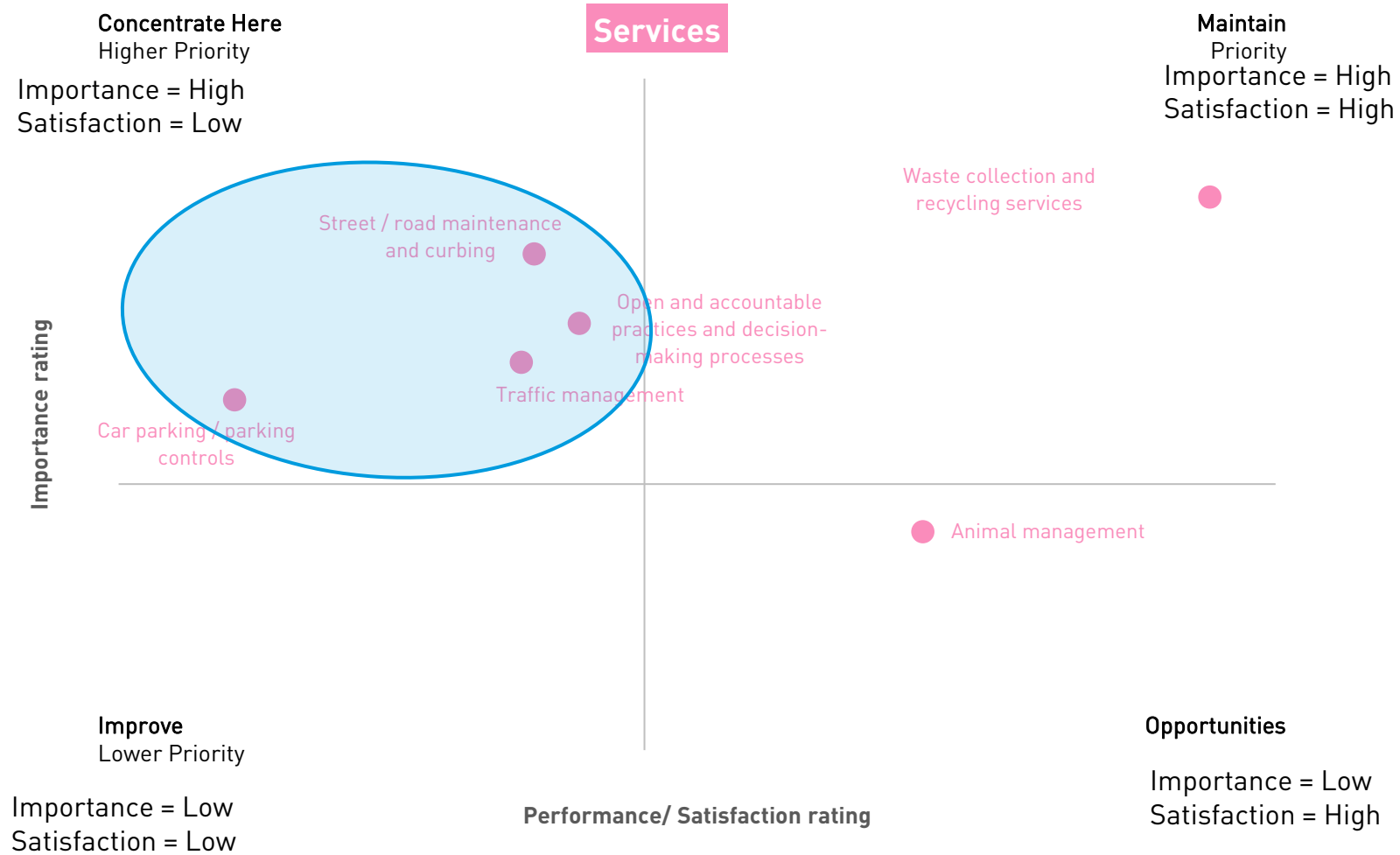


Focus on Car parking, Traffic, Streets, and being open and accountable

The Council should continue working towards maintaining waste collection and recycling services.

The Council should prioritise focus on 'car parking / parking controls', 'traffic management', 'street / road maintenance and curbing' and being 'open and accountable practices and decision-making processes' as these attributes have high / moderate importance but lower satisfaction.

Focusing on car parking and parking controls could help increase the satisfaction traffic management.



Importance vs Satisfaction tracking: 'Services'

Area	Importance	Average	Satisfaction	Average	Action
Waste collection and recycling services	94% 2020 & 2017 not asked	4.7 2020 & 2017 not asked	80% 2020 : 86% 2017: 80%	4.2 2020: 4.3 2017: 4.2	Maintain - Priority
Street / road maintenance and curbing	93% 2020: 87% 2017: 81%	4.6 2020: 4.3 2017: 4.3	44% 2020 : 53% 2017: 47%	3.3 2020: 3.4 2017: 3.3	Concentrate here – Higher priority
Council has open and accountable practices and decision-making processes	81% 2020: 80% 2017: 72%	4.5 2020: 4.4 2017: 4.3	36% 2020: 40% 2017: 34%	3.3 2020:3.4 2017: 3.3	Concentrate here – Higher priority
Traffic management	88% 2020: 77% 2017: 74%	4.4 2020: 4.1 2017: 4.1	46% 2020: 47 2017: 47%	3.3 2020:3.3 2017: 3.4	Concentrate here – Higher priority
Car parking / parking controls	82% 2020: 73% 2017: 67%	4.3 2020: 4.0 2017: 3.9	31% 2020: 41% 2017: 44%	2.9 2020:3.2 2017: 3.3	Concentrate here – Higher priority
Animal management (dogs / cats / pests)	72% 2020: 67% 2017: 65%	4.1 2020: 4.0 2017: 4.0	58% 2020: 60% 2017: 50%	3.8 2020:3.9 2017: 3.7	Opportunities

Key drivers of satisfaction and derived importance 'Services'

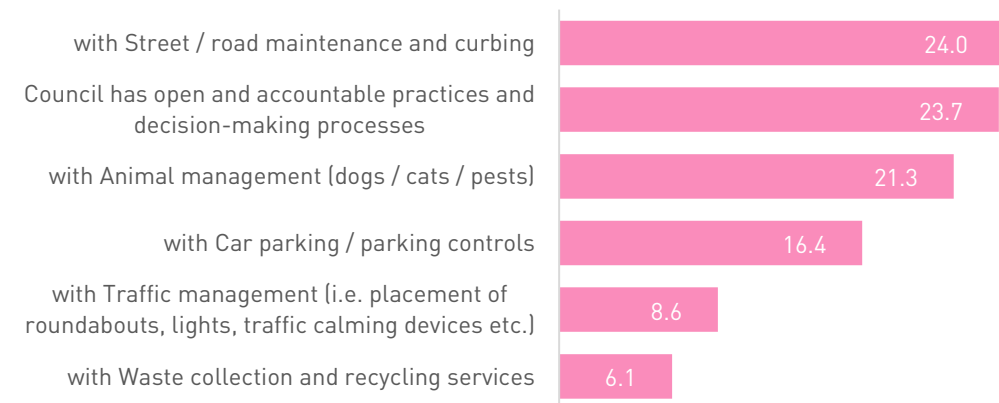
Respondents were asked to provide their overall satisfaction with the Council and then asked how satisfied they were with number of statements relating to Services.

The derived importance of each factor is listed below, in order of derived importance:

- Street/road maintenance and curbing (24%)
- Council has open and accountable practices and decision-making processes (24%)
- Animal management (21%)
- Car parking / parking controls (16%)
- Traffic management (9%)
- Waste collection and recycling services (6%)

Improvement in the satisfaction of 'street/road maintenance and curbing' and 'Council being open and accountable' are likely to improve overall satisfaction with the Council.

Driver of Satisfaction : Services

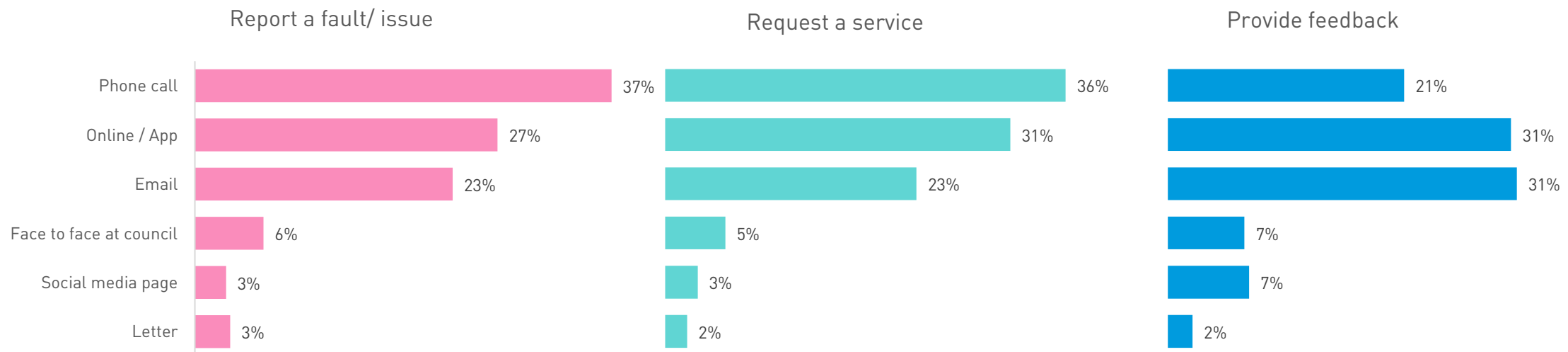


A black and white photograph of a COTTO restaurant. The building has a modern design with a dark awning over the entrance. A large mural of a tropical scene with palm trees and a waterfall is on the right side of the building. Several large patio umbrellas are set up outside, and people are sitting at tables. The word "COTTO" is visible on a sign above the entrance and on a vertical sign to the left.

Communication

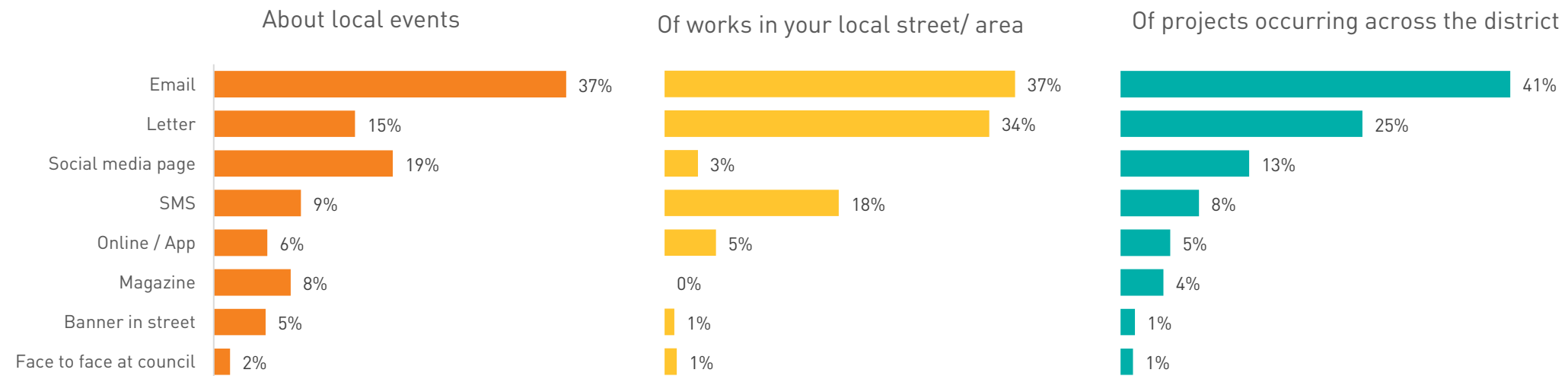
Residents prefer to communicate with the Council through phone calls, online apps and emails over other methods

Residents aged 55-64 were found to be more inclined to contact the council through phone calls to report faults and issues (60%), or request services (58%). On the other hand, residents were less likely to use phone calls to provide feedback to the council (21%).



Residents prefer to receive communication from the council about local events, works, and projects across the district via email

Communication via letter is also preferred by residents for information on works in their local street or area (34%), and for projects occurring across the district (25%). Additionally, residents suggest that the council should also use social media to inform them about local events (19%) and projects happening across the district (13%).



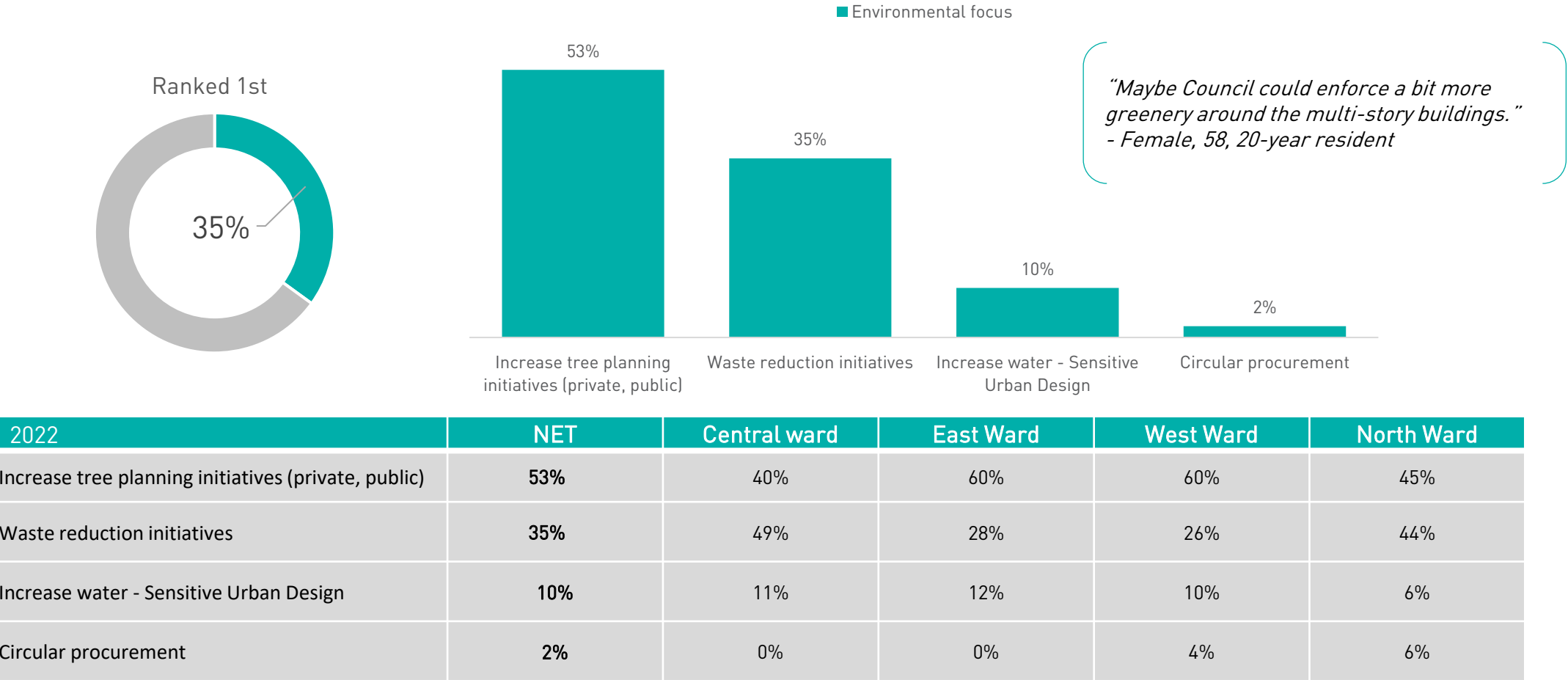
A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a waterfall is painted on the side of the building. In the foreground, there is outdoor seating with white umbrellas and wooden planters. People are sitting at the tables. The text "COTTO" is visible on a sign above the entrance and on a vertical sign on the left side of the building.

Future priority areas

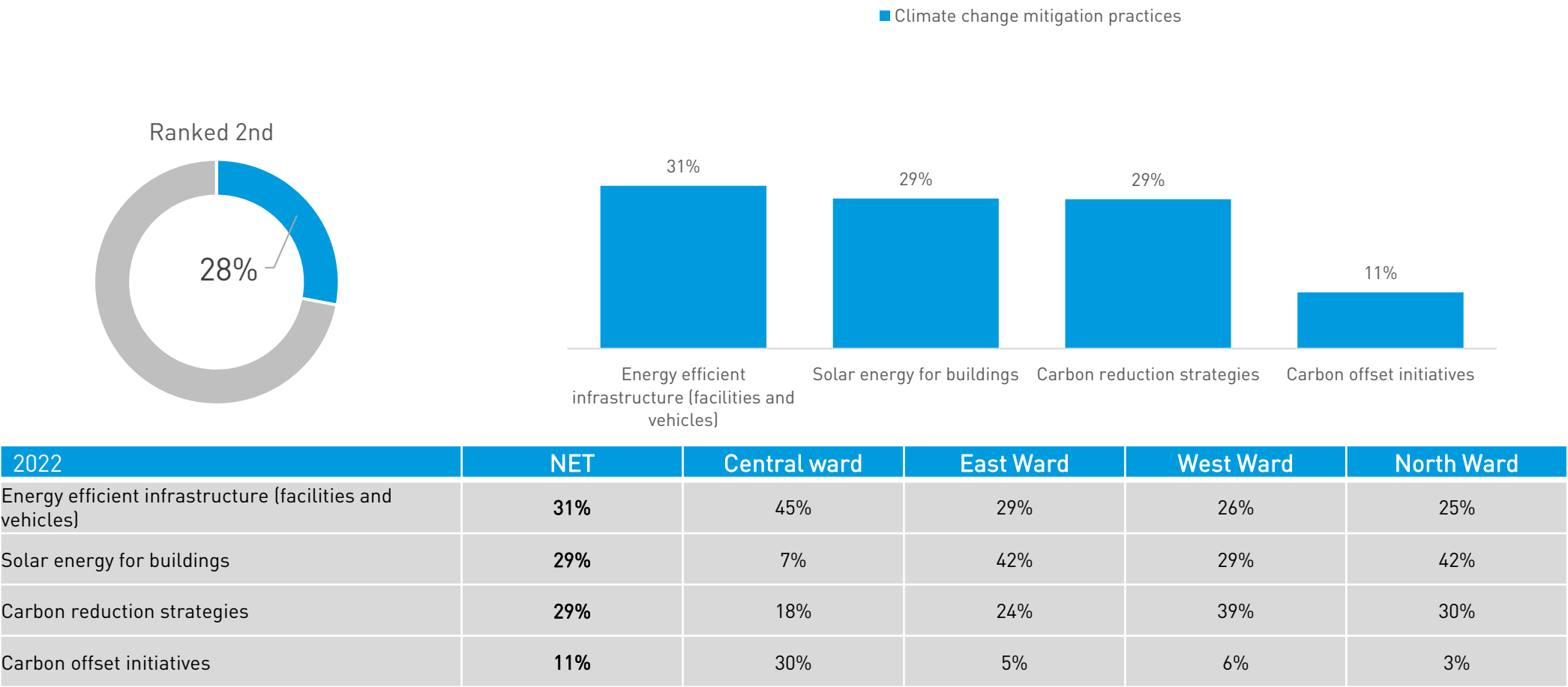
Over a third (35%) of residents consider that an environmental focus should be the top priority for the next 4 years

	1 ST PRIORITY	2 ND PRIORITY	3 RD PRIORITY	4 TH PRIORITY
Environmental focus (e.g. tree canopy, waste management)	35%	33%	24%	7%
Climate change mitigation practices (solar panels, reduction of carbon emissions)	28%	24%	20%	29%
Economic development	21%	19%	25%	35%
Community programs and events	15%	24%	31%	29%

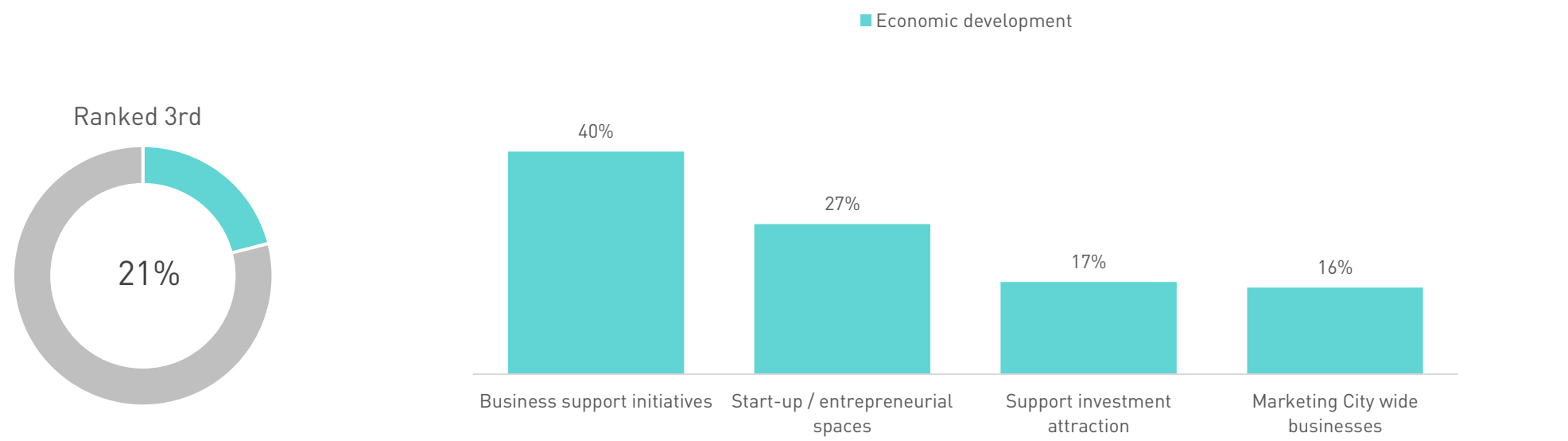
Ranked 1st: Residents would prefer to see Council invest funding in increasing tree planting and reducing waste



Ranked 2nd: Residents showed least interest in the council investing funding in carbon offset initiatives



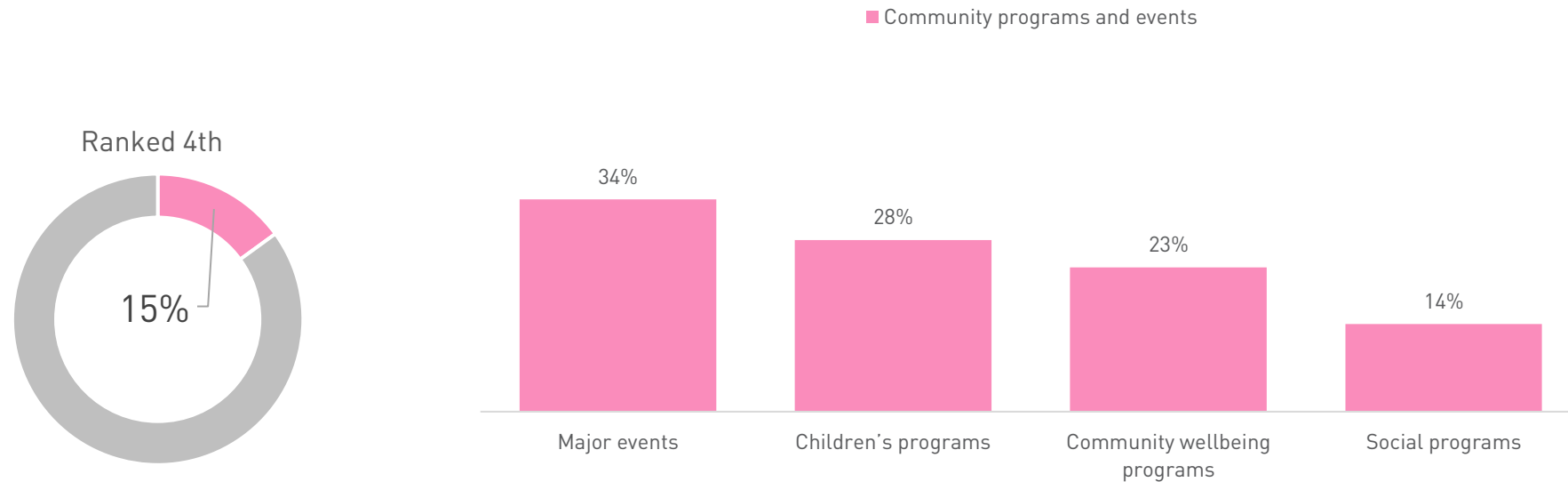
Ranked 3rd: Residents showed a preference for council investing in business support initiatives and start-up or entrepreneurial spaces



“It’s not just Prospect Road, there’s Northeast Road and Churchill Road that have a lot of businesses as well. It’s a great community so let people know what’s around and what’s happening.”
- Female, 58, 20-year resident

2022	NET	Central ward	East Ward	West Ward	North Ward
Business support initiatives	40%	28%	47%	59%	37%
Start-up / entrepreneurial spaces	27%	23%	49%	22%	17%
Support investment attraction	17%	27%	4%	0%	26%
Marketing City wide businesses	16%	22%	0%	19%	19%

Ranked 4th: Residents showed most interest in major events and least interest in the council investing funding in social programs

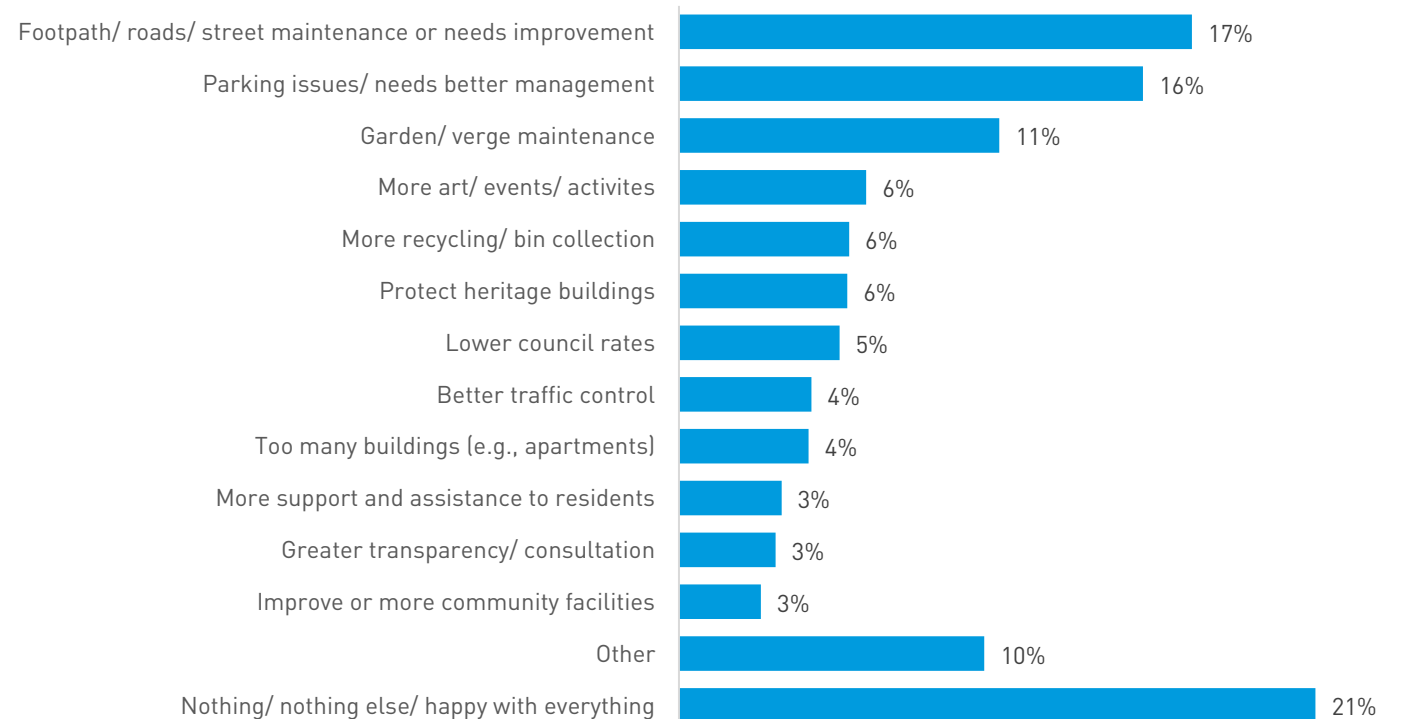


"[Community events/programs] draw a lot of people to the area and it's a really nice communal feel about the whole thing. It makes it feel like we are getting some value for the rates we pay as well rather than just rubbish collection."
- Male, 71, 40-year resident

2022	NET	Central ward	East Ward	West Ward	North Ward
Major events	34%	17%	50%	47%	37%
Community wellbeing programs	23%	37%	13%	30%	0%
Children's programs	28%	28%	29%	17%	41%
Social programs	14%	18%	9%	6%	21%

Residents would like the council to focus on improving footpaths and roads, street, garden and verge maintenance and managing parking needs more effectively

Half (n=156) of the respondents took the opportunity to provide additional feedback on what they would like to see the Council focusing on or advocating for, with a variety of suggestions being made.





FOCUS GROUP

A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A sign with the word "COTTO" is visible on the building. In the foreground, there are several large, light-colored patio umbrellas and people sitting at outdoor tables. To the right, there is a large mural on the wall depicting a tropical scene with palm trees and a body of water. The entire image is framed by a teal border with rounded corners.

Vision for the future

Residents feel Prospect is well-known for its main street and artistic culture

Many felt that Prospect Road had become a continuation of O'Connell Street, allowing for greater flow from the city to the area, while murals decorating streets in the area gave vibrancy and life to the village-like area.

Majority had lived in Prospect for over 20 years, with some saying they moved away for a short time and eventually moved back to the area. When asked why they decided to stay here or come back to the area, most agreed that the City of Prospect made them feel like they live in a village. Many agreed there was a real sense of community in the area provided by the various community events and well-maintained surrounding areas. The flow on to and from Prospect into the city and the centrality of the area to other points in Adelaide was also favoured.

Many felt that that the City of Prospect was well-known for its main street (Prospect Road). One woman who had lived in Prospect since 1998 expressed that she felt Prospect Road had since become a continuation of O'Connell street, incorporating a range of boutique eateries and restaurants to be enjoyed by locals and attract residents from other areas to Prospect. One mentioned the North Adelaide Football Club, and a few agree the street murals created a sense of artistry and local culture within the community.

*"The murals and artwork on the main strip and side streets."
- Female, 58, 20-year resident*

*"It does have that village feel to it, we've got the main street, it's close to the city, it's nice and green, and it's just a nice area."
- Male, 50, lifetime resident*

*"It's changed a lot since we've lived here in the sense that you have O'Connell Street with all the restaurants and everything on it. I think Prospect Road has become a continuation of that."
- Female, 68, 24-year resident*

*"The North Adelaide Football Club."
- Female, 28, lifetime resident*

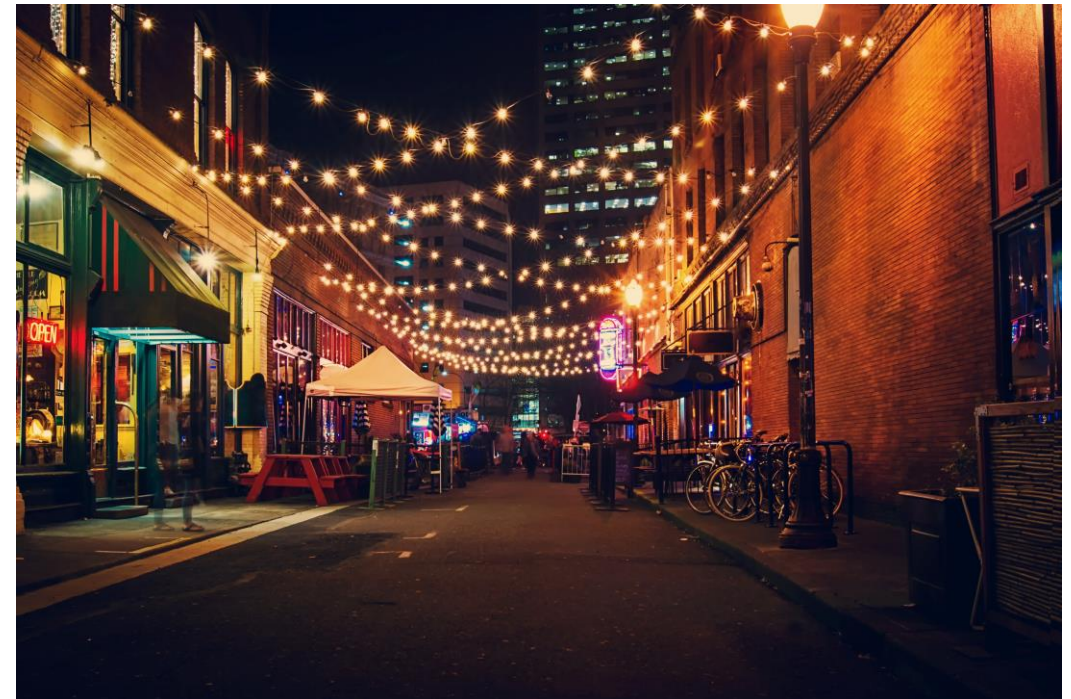
Attracting more evening business to the area is envisioned for Prospect's future

The direction taken by Council in recent years was favoured by constituents for facilitating its evolution as a desired place to live and visit.

Resident's vision for the future centred around the City of Prospect being a champion in sustainability and incorporating a greater range of facilities, such as parking, to be able to accommodate increasing numbers of visitors and apartment-dwelling residents to the area.

One commented that he felt as if Prospect was in competition with Norwood, so having a vibrant space along the main street by attracting more businesses that evoke a sense of nightlife to the area would also be beneficial when looking at the future of the City of Prospect.

Overall, residents expressed contentment with the general direction of the City of Prospect and hoped it would continue to move more in the same direction in the future. Lifetime residents felt very connected to the area and enjoyed having seen the evolution of their home over the past decade to one that is well-known and seen in a positive light by residents of other areas.



Prospect has the potential to be a champion in sustainability

Upgraded infrastructure and facilities are needed to accommodate the increasing flow of visitors and residents to the area.

A mum in the group expressed wanting to see the City of Prospect being a leader in the sustainability space, with most agreeing that the area had ample opportunity to be able to incorporate various sustainability measures. Almost all agreed that the lack of available parking in the area was creating frustration for many business owners, visitors, and residents. One also expressed that the multi-story buildings do not accommodate enough parking spaces for the number of people they house.

"I think there could be more of a focus on the environment, like eco wetlands and really bringing recycling into people's homes."
- Female, 39, 2-year resident

"More of the same of the direction it is going in. I've seen shops come and go and change and evolve, the walk along the main strip is really beautiful and we've got these tiny amazing places that people from outside of Prospect somehow know as well."
- Male, 50, lifetime resident

"To bring more people in, they need to have more parking. People often complain about this to me as I own a business along Prospect Road."
- Female, 58, 20-year resident

"Attracting more businesses aligned with the eateries. I feel like Prospect competes with Norwood, so having something kind of like the Parade – very vibrant at night with lots of eateries and lots of people around, and parking to support that as well."
- Male, 42, 12-year resident

"I think the presentation of the area has increased over the last 10 years, people see Prospect in a really positive light now and the development of coffee shops and things has expanded the street. I'm really happy with the direction we're going in and I hope that continues."
- Female, 23, lifetime resident

A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a sunset is painted on the side of the building. In the foreground, there is outdoor seating with white umbrellas and wooden planters. People are sitting at the tables. The word "COTTO" is visible on a sign above the entrance.

Current investments

Community events are highly appreciated by residents for creating belonging

Seeing Council give back to the community in ways other than standard services facilitated resident's positive outlook toward paying the area rates.

Considering the time of year the groups were conducted, in the lead up to the Christmas period, festivities and community were at the forefront of respondents mindset. This drove discussions around community programs and major events.

Community events came through quite strongly within the group as an area of Council investment that was held in high regard. Most agreed that seeing or hearing about community events in the area made them feel like the rates that they pay to live in the City of Prospect was worth it, because they could see it being used to benefit the community in ways other than standard services, such as rubbish collection. Almost all agreed there was a lot of effort by Council to create a lively atmosphere for residents to enjoy and foster an abundant sense of community.

Many felt that the Council's investment in events for the community was important because it provided a sense of belonging and identity to residents.

Some felt that the library redevelopment provided a versatile indoor public space that was great to host events for families, and the broader public due to its array of meeting/ function areas.



Community events could involve the community more in their organisation

Some felt that street parties and other events could incorporate everyone bringing a plate to share with one another to lower the cost to Council for organising the events so that funding can be increased in other investment areas.

"I think some events they host they are probably putting a bit more money in than they need to. They provide free food for everyone but it could be more like bring your own potluck style and that way the council will save a lot of money."
- Female, 23, lifetime resident

"I think inviting food trucks to come down would be a great idea. It helps promote other businesses and brings people to the area to go out walking and discover."
- Female, 58, 20-year resident



The library redevelopment provides a great communal space

The abundance of eateries in the area was felt to be important for sharing Prospect with non-residents.

The group felt very positive and happy about the current improvements and redevelopments going on in the area, further validating earlier commentary that the general direction taken by Council in recent times is supported by Prospect's constituents. Most felt that the parks and ovals in the area provided great spaces to host a wide array of community events and programs, with many being welcoming of more events happening in the area to draw people in and strengthen the local economy.

"Restaurants and cafes really kind of attract people in from different areas."

- Female, 23, lifetime resident

"The redevelopment of the library gets used quite well. They've done a really great job with this as a communal space. I definitely think they put a lot of effort into community events as well."

- Female, 39, 2-year resident

"[Community events/ programs] draw a lot of people to the area and it's a really nice communal feel about the whole thing. It makes it feel like we are getting some value for the rates we pay as well rather than just rubbish collection."

- Male, 71, 40-year resident

"That park that we have there around Menzies court [Prospect Oval] is a good sporting precinct and a good entertainment precinct. It is done very nicely, and I think more could happen there too."

- Male, 71, 40-year resident

"[Community events/ programs] make people who live here have a sense of pride, and it makes us feel like a community. I think people who live here really want to take care of each other and our space."

- Male, 42, 12-year resident

Some of the historical features of Prospect might be under emphasised

More consideration toward public facilities at playgrounds is needed to keep the areas family-friendly.

Participants were asked about what services or facilities in the Prospect area they thought were being under utilised but were still important to incorporate in the City of Prospect's culture.

A couple from the older age groups noted the Air Raid Shelter is a great versatile space that should be promoted and used more for public events, along with tours around Prospect to highlight its historical features

A parent who has been living in the area for 2 years noted that J. Rattley Reserve along Harvey Street was her usual spot to take her young children, but because there is no access to public restrooms there, she now avoids that park.

"My wife and I do a lot of stuff during history month, but there isn't a lot that happens here. I think the Council could easily organise tours around the City of Prospect which highlight particular historical and geographical aspects of the area. A lot of other areas have the heritage plaques, but I haven't seen too many around here."

- Male, 71, 40-year resident

"The Air Raid Shelter is really, really interesting, I don't think it is publicised enough and they don't have regular opening days which makes it hard to visit. I'd recommend locals to get in though as it's fantastic. You could use [the Air Raid Shelter] for a Fringe Event or something like that"

- Female, 68, 24-year resident

"The park along Harvey Street [J. Rattley Reserve] doesn't have any toilets. You used to be able to access the ones at the cemetery but they have been locked the last few times. This makes it not so user friendly when I have a young child who will undoubtedly want to go to the bathroom, so I just don't go there anymore."

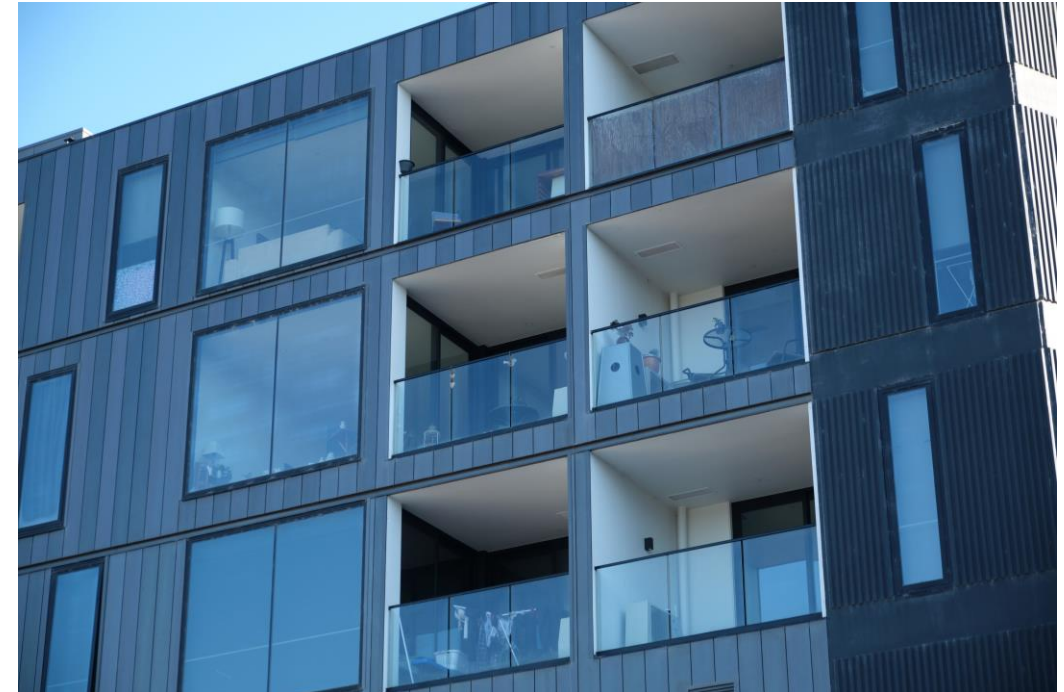
- Female, 39, 2-year resident

Multi-story developments and subdivided blocks of land create tensions

Consideration toward the types of trees used in future developments is warranted to facilitate a safe clean area for residents.

Many long-term residents had quite strong views around the multi-story developments in the area and how modern approaches to property, such as subdividing blocks, have decreased their ability to enjoy the space they live in and the area around it. Some agreed the architecture of the multi-story buildings was unappealing, and more thought could be taken when designing them to give them a more unique architectural feel and incorporate some greenery or artwork around them to have them fit in more with the surrounds.

The types of trees planted in the Prospect area have also created some issues for residents, where the falling flowers, leaves, and nuts lead to streets not looking well-maintained because of the mess it creates on the surrounding roads and pavements.



"[The multi-story buildings] are ugly, there's no architecture involved. It needs to be more aesthetically pleasing because at the moment it just looks dated, like the ABC building."

- Male, 42, 12-year resident

"I live on Prospect Road and also own a business down there. The Jacaranda trees weren't originally on the plan, but they got planted and I've been complaining ever since. It blocks all of my gutters."

- Female, 58, 20-year resident

"I've grown up in a house with a front, back, and two side yards and I personally don't really enjoy the fact they knock down houses, and subdivide the block and build two smaller houses side by side. You kind of lose the aspect of enjoying your own space in a nice area."

- Female, 28, lifetime resident

"I've noticed they are putting up heritage precinct signs on streets now. I don't actually know what this means or if it means they are going to put my rates up if I live in one of those heritage sites."

- Female, 68, 24-year resident

"Obviously it is logical from an economic perspective because you can now put 16 people where just one person previously lived, but it is visually affecting the area. The speed at which the change is occurring I think is annoying a lot of people."

- Male, 71, 40-year resident

"Maybe Council could enforce a bit more greenery around the multi-story buildings."

- Female, 58, 20-year resident

"Multi-story developments are going to be eyesores in five to ten years."

- Male, 50, lifetime resident

"Some councils do your council strip and clear the trees and curb and everything, but Prospect don't I noticed. That's why you see some houses with grass and weed while others are nicely done."

- Female, 58, 20-year resident

"I know this little old lady, she has this backyard garden and now just has a huge shadow over it. Where she had one neighbour, it's now 24 families I think. Where do they all park? What about the noise? I'm all for progress but it's got to be a compromise."

- Male, 50, lifetime resident

"The small yellow trees, we have one right at the front of our house and it's almost dangerous to the point where you slip on it but it's on us to clean it up. They sweep the streets up but there's no one doing that all the time."

- Female, 28, lifetime resident

A black and white photograph of a COTTO restaurant. The building has a modern design with a dark roof and large windows. A large mural of a tropical scene with palm trees and a waterfall is painted on the side of the building. In the foreground, there is outdoor seating with several large white umbrellas and wooden planters. People are sitting at the tables. The restaurant's name 'COTTO' is visible on a sign above the entrance and on a vertical sign on the left side of the building.








Value of investments

Major events and community programs were the highest priority investment areas

Improving infrastructure was considered a low priority area for the City of Prospect to invest in.

With the group conducted in the lead up to the Christmas period, there were strong and passionate conversations around community programs and major events which may have influenced the assigned priority you see with the green dots.

Participants were asked to use red stickers (lowest priority) and green stickers (highest priority) to assign a level of importance to various investment areas considered by the Council. Major events and community programs were areas considered by residents to be a high priority area for investment, while investing in infrastructure improvements was the lowest priority for investment in the Prospect area.

Major events	
Community programs	
Supporting local businesses through administrative business support	
Investment into inclusive and accessible infrastructure	
Supporting business owners	
Improving sporting club infrastructure	
Service levels and deliveries	
Reconciliation with First Nations	
Improving infrastructure	

Most would invest more in major events and less in business admin support

Participants were asked to reinvest \$500,000 of the Council's money into various investment portfolios, the results of which are below

	Male, 23	Female, 23	Female, 28	Female, 39	Male, 42	Male, 50	Female, 58	Female, 68	Male, 71	TOTAL
Major events	\$150K	\$70K	\$50K	\$50K	\$70K	\$200K	\$100K	\$70K	\$200K	960K
Improving infrastructure	\$150K	\$40K	\$100K	\$30K	\$60K	\$100K	-	\$150K (+ Improving traffic management)	-	\$630K
Community programs	\$20K	\$60K	\$50K	\$40K	\$70K	\$50K	\$100K	-	\$100K	490K
Service levels and deliveries	\$60K	\$50K	\$100K	\$30K	\$50K	\$50K	\$50K	\$100K (+mowing nature strip)	-	\$490K
Investment into inclusive and accessible infrastructure	\$20K	\$50K	\$50K	\$30K	\$70K	-	\$50K	\$100K (+ Braille signage)	\$100K	470K
Improving sporting club infrastructure	\$20K	\$30K	\$50K	\$60K	\$60K	\$10K	\$100K	\$80K	-	410K
Other		\$30K for sustainability support (e.g., plastic recycling, solar panels sponsorships)	\$100K for communications to promote services, events. Business, digital development	\$100K for sustainability/ environment		\$50K for promotion/ advertising				\$280K
Reconciliation with First Nations	\$10K	\$60K	-	\$30K	\$60K	-	-	-	\$100K	\$260K
Supporting business owners	\$40K	\$40K	-	\$30K	\$30K	\$40K	\$50K	-	-	230K
Supporting local businesses through administrative business support	\$20K	\$70K	-	\$20K	\$30K	-	\$50K	-	-	190K

Top 2 areas for investment

More direct communication around community events is needed

Activities at public places targeted toward primary school aged children as well as early years is desired.

Most felt that there was a heavy reliance on the word of mouth around when and where community events and programs were being held, and that it is Council's responsibility to spread the word through more direct means of communication. A few thought the Prospector could be used as a tool for communications, however some wanted a more regular letterbox drop or social media posts to keep up to date with the local events and programs being run in the area.

One mum with young kids found there were more activities in the area for those in early years as opposed to also catering for those at primary school age. She felt more activities designed to include this age group would also be beneficial within the community.

One 12-year resident (male, 42) mentioned the inclusion of intergenerational community hubs where old and young people meet to provide social interaction and share wisdom to pass down from older generations to younger ones could also be beneficial for the community.

"I feel there is more opportunity to make recycling batteries and textiles and other things like that more practical."
- Female, 39, 2-year resident

"I wish there was more promotion on these things, I didn't even know the street gets shut off for Christmas parties, that's the first time I'm hearing that."
- Female, 23, lifetime resident

"I think the events at the library and events overall could be better promoted, some of the art stuff I hear about from my neighbours but other than that you don't really hear about them, but they are good events when you go."
- Female, 28, lifetime resident

"I feel like there's a bit of a gap. Like there's rhyme time and story time, but there's a bit of a middle ground with crafts and just little drop in things that don't really seem to have a presence of any kind for 3-7 year olds."
- Female, 39, 2-year resident

Street lighting and roads were noted as areas for infrastructure improvements

Accessibility and inclusiveness of playground infrastructure is welcomed and can also be made more inclusive in some areas.

The trees lined on certain streets were felt to be obstructing the streetlights, making the areas very dark and creating an unsafe feel for women walking home after dark. Maintenance around these to allow light to flow onto the street and consideration into the future planting of trees will also aid in addressing this concern.

A couple noted that playgrounds in the area could incorporate more disability-friendly infrastructure to allow those who are not able-bodied to also enjoy the surrounds.

It was felt that sporting club infrastructure was already being improved/redeveloped in the area, so this was not an area for investment people thought needed to be immediately attended to.

"I live in the Nailsworth area and the lighting on the street is really scary at nighttime. There are lights but they are covered by trees usually and you can't always see the end of the street because it's that dark."

- Female, 23, lifetime resident

"Prospect Road is really well maintained, but Main North Road can be a pain if I'm riding my bike along the footpath, it's really bumpy and when I'm in the car there's usually a whole bunch of potholes that haven't been filled yet."

- Female, 23, lifetime resident

"The park on Buchanan Street has a path that sweeps around the corner, otherwise you have to go up a set of stairs to access the playground, so I thought that was nice."

- Female, 28, lifetime resident

"I'm not sure where a non-abled bodied person could go to use the playgrounds really, maybe that's something to consider – some accessibility swings or other things like that."

- Female, 39, 2-year resident

Access to express buses could be better aligned with proximity to schools

Overall, most feel that the Council does an exceptional job with their services and deliveries.

"I think it's pretty good as it is. On the website you can report potholes and pavers, and someone really quickly comes out to photograph and inspect it and does something about it or reports back to us saying it's not up to them or they're looking into it. They are incredibly fast."

- Male, 50, lifetime resident

"They need a bus service in front of Nailsworth Primary School. My kids go there and it's really inconvenient to drop them off then have to walk over Sefton Park to catch the express. When these kids grow up and move onto high school, having an express bus right in front of the primary school would actually be a lot better."

- Female, 39, 2-year resident



Opportunity for First Nations representation through artwork and murals.

Most felt the naming of recent infrastructure (e.g., the library redevelopment) was a good representation of reconciling with First Nations.

"I think the Council is doing the right thing in terms of naming names and that sort of thing."

- Male, 71, 40-year resident

"It would be nice if there was more Indigenously designed artwork and murals on the walls and sculptures and things like that designed by a more diverse group of people."

- Female, 23, lifetime resident



Public consultation with business owners and more promotion of businesses in the Prospect area is desired

A few in the group mentioned that only businesses in close proximity to the Council were being promoted on its social media platforms.

A business owner in the group felt that there was not much back and forth communication between business owners and Council, with more support needed by Council to address the issues that are affecting businesses in the area. Open consultation was noted as an area for the Council to improve on with business owners, while others felt there could be more promotion by Council for businesses in the wider area of Prospect, and not just those along the main street of Prospect Road.

"It's not just Prospect Road, there's Northeast Road and Churchill Road that have a lot of businesses as well. It's a great community so let people know what's around and what's happening."

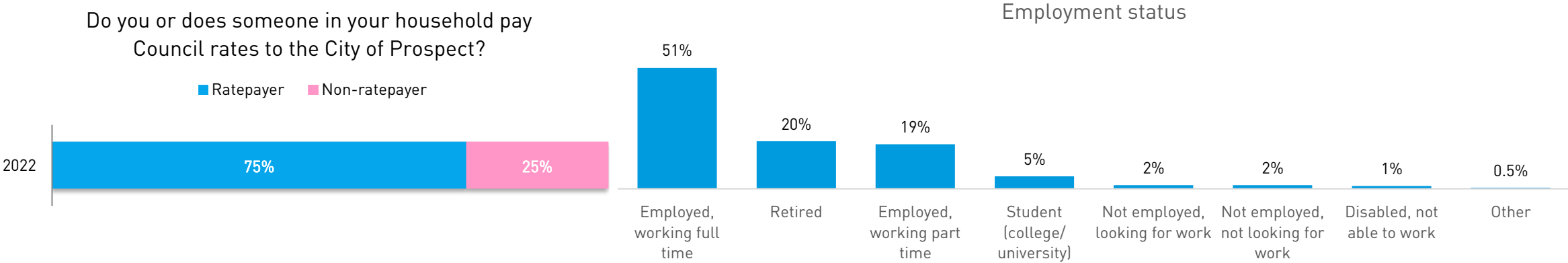
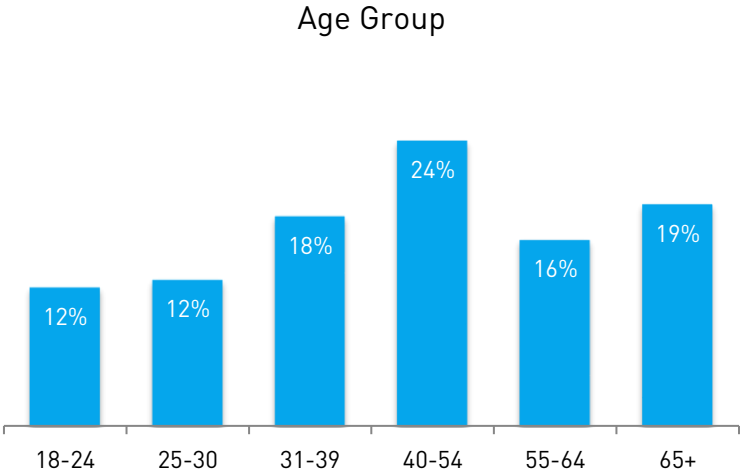
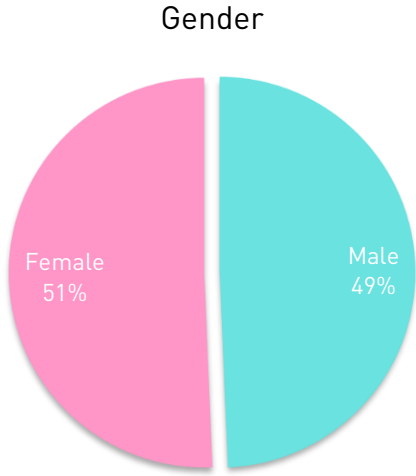
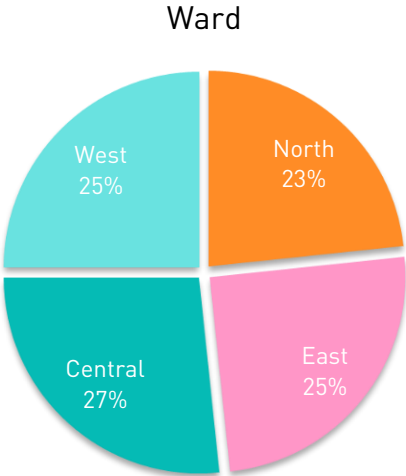
- Female, 58, 20-year resident


"This hub here is really good, when I first came here maybe there was one or two cafes or restaurants. But you look at what's happening now it's fantastic, but it is really focussed on this one part, and a lot of other stuff has been left behind a bit."

- Male, 71, 40-year resident



Appendix 1: Residents Survey Respondent Profile





Appendix 2: Residents Survey Additional Comments

Additional comments

Additional comments can provide a richness to the open-ended questions, but in this report, where possible, comments have all been coded to quantify the responses.

This section lists a selection of responses, made by individual interviewees, which did not fit within the coded responses. These comments are included for completeness, but always remember they are minor responses, negligible in relation to the main, coded data. In other words, remember that these are generally isolated comments, providing flavour but not constituting the main ingredients.

To retain the colour and authenticity of the verbatim comments, they have been left largely unedited except for minimal spell checking.

D5 Which of the following categories best describes your employment status? Other

Prefer not to say.

Maternity leave.

Q7 Would you describe your last contact with the Council as... Other

Concern about development on Prospect Road.

Traffic management.

Complaint about electronic signage allowed by council.

Recommendation for citizen of the year.

Meeting of residents re congestion in street.

Keeping up to date with council matters through social media.

Additional comments

**Q24 Are there any other areas not included above that you would like to see Council focusing on/ advocating for?
If so, please specify what areas. (optional to answer). Other**

Noise.

Control of vermin, noise, pet husbandry, e.g. Rabbits, poultry.

Encouraging use of bike lanes to reduce relying on cars.

Have the hi fi shop on Prospect Road clean his windows and shop front. It's an eyesore and embarrassing.

Community battery.

Affordable housing.

Housing.

New staff in council.

The council is sacrificing a long-term sustainability for a short-term gain.

Need to improve customer service, especially face to face. Someone did an excellent job, someone did poorly.

Giving rental tenancy a change by means of loosening the stranglehold of landlords e.g. real estate agents and rents.

Proper financial management.

Electrification of buildings and removing gas from residual addresses.

First home buyer assistance.

We have a problem on our street - there is a house across the street, a council house which is overcrowded and its a very serious social issue, its very loud and chaotic - its highly political area, on a daily basis we live with excessive noise its constantly covered in trash - its an aboriginal housing trust. We have made complaints over the last few decades, but nothing seems to be done about that.

Environment.

More emphasis on plant-based lifestyle in the community. We know the impact that animal agriculture is having on the planet, but so many refuse to do anything about it and choose to stay ignorant. Frustrating..



Appendix 3: Guide to Reading the Report

Guide to Reading the Report

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.



Appendix 4: Sampling Tolerance

Sampling Tolerance

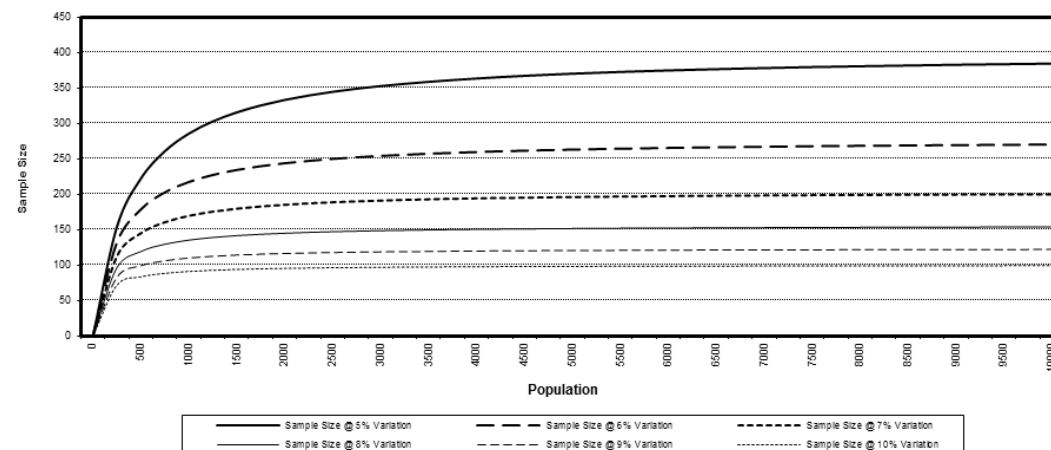
It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.


Optimum Sample Sizes to Ensure the Given Maximum Variation



MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

A photograph of a lit incandescent lightbulb on a dark wooden surface. The bulb is in sharp focus, with its filament glowing. To its right, another unlit bulb is out of focus. The image is overlaid with large geometric shapes: a teal triangle on the left, a white diagonal band, and a red triangle on the right.

Appendix 5: Survey Tools



2022 Resident Survey Questionnaire

Project No: 12249

City of Prospect – 2022 Residents’ Survey
COMMERCIAL IN CONFIDENCE

FINAL

Sample: n=300		City of Prospect Residents and Ratepayers	
Mixed methodology		Online / Face to Face / Top up CATI	
Other information:		Representative of Gender and Age 18+	
		Approximate length of survey 15 minutes depending on answers	
Total questions: 33	2 screeners	26 questions	5 demographic

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a **survey** on behalf of the City of Prospect and would appreciate your opinions, we do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after. The survey should only take 15 minutes of your time.

Participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. The answers from all survey participants will be gathered together and presented in a report to the Council, no individual answers are attributable to an individual participant.

CATI introduction:

Good my name is from McGregor Tan Research, the independent market research company. We are conducting a survey on behalf of the City of Prospect and would appreciate your opinions. We do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after.

Before I begin, we would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes and participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. The answers from all survey participants will be gathered together and presented in a report to the Council, no individual answers are attributable to an individual participant.

Screener 1: Are you, or is anyone in your household, an elected member of the City of Prospect Council or employed by the City of Prospect Council?
[Single response](#)

1.	Yes	Thank and terminate
2.	No	continue

Screener 2: Are you a resident or ratepayer in the City of Prospect Council area?
 If yes, do you pay rates? [Multiple response](#)

1.	Yes, I pay rates to the City of Prospect for a residence (Ratepayer)	continue
2.	Yes, I pay rates to the City of Prospect for a business (Ratepayer)	continue
3.	Yes, I live in the area but do not pay rates (Resident)	continue
4.	No, not a resident or ratepayer	Thank and terminate

The first few questions are so we can achieve a good demographic spread of residents and ratepayers within the City of Prospect.

**Questions in blue align with panel – do not change codes or question numbers*

D1 Gender_MTR Are you... **Select one**

1.	Male
2.	Female
3.	Non-binary / Gender fluid / Differently identify

D2 YOB What year were you born? **Enter a number**

<i>Hidden: Automatic recode into the following age groups</i>		
1.	18 to 24	1998 to 2004
2.	25 to 30	1992 to 1997
3.	31 to 39	1983 to 1991
4.	40 to 54	1968 to 1982
5.	55 to 64	1958 to 1967
6.	65+	1922 to 1957

D3 What is your postcode and suburb?

1.	5081	1. Collinswood
		2. Medindie Gardens
2.	5082	3. Fitzroy

3.	5083	4. Prospect
		5. Ovingham
		6. Thorngate
		7. Broadview
		8. Nailsworth
4.	9999	9. Sefton Park
		10. Ratepayer - do not live within the City of Prospect

D4 Please look at the map and tell us which ward you live in.

Ward		
1.	North	
2.	West	
3.	Central	
4.	East	

GENERAL:

1. [Ask all:](#) How long **in total** have you lived in the City of Prospect?

Enter 0 for less than 1 year [Prompted/read out, single response](#)

Numeric box	
1.	Less than one year
2.	One or two years
3.	Three to five years
4.	Six to ten years
5.	Eleven to twenty years
6.	More than twenty years

2. [Ask all:](#) How responsive do you consider Prospect Council is to community needs? [Prompted/read out, single response](#)

1.	Not at all responsive
2.	Not very responsive
3.	Neither responsive nor unresponsive
4.	Quite responsive
5.	Very responsive
6.	Don't know

3. **Ask all:** How do you rate your **overall level of satisfaction** with the City of Prospect, where 1 is not at all satisfied and 5 is very satisfied?
Prompted/read out, single response

1.	Not at all satisfied
2.	Not satisfied
3.	Neither satisfied nor dissatisfied
4.	Quite satisfied
5.	Very satisfied
6.	Don't know

4. **Ask all:** Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to **recommend living** in the City of Prospect to others? (*Net Promotor Score*)

PEOPLE:

The following questions are about the local community and contact with the Council.

5. **Ask all:** Council is committed to obtaining community feedback on many important issues (such as planning and budgets, traffic management and park/ playgrounds upgrades etc).
To what extent do you believe you have had appropriate opportunity to provide feedback to Council on these significant issues? **Prompted/read out, single response**

1.	I believe I have had appropriate opportunity to provide feedback
2.	I don't believe I have had appropriate opportunity to provide feedback
3.	I haven't needed to provide feedback to Council

4.	Don't know / not sure
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6. [Ask all:](#) Apart from the library service and paying or receiving your rates, have you had any contact with Prospect Council in the last 12 months, such as enquiries, complaints, request for services/assistance or attending community programs etc.? [Prompted/read out, single response](#)

1.	Yes
2.	No Go to Q10

7. [Had contact in the last 12 months \(code 1 in Q6\):](#)
Would you describe your last contact with the Council as... [Prompted/read out, single response](#)

1.	An enquiry
2.	A complaint about Council services
3.	A request for services or assistance
4.	Attended community program
5.	Other..... specify

8. [Had contact in the last 12 months \(code 1 in Q6\):](#)

On a scale of 1 to 5 where, 1 is not at all satisfied and 5 is very satisfied, how satisfied were you with...? [Prompted/read out \(rotated\)](#)

	1 Not at all → 5 Very satisfied satisfied					Don't know/ na
The way that the contact was handled	1	2	3	4	5	6
The courtesy and politeness of the person you dealt with	1	2	3	4	5	6
The knowledge of the person you dealt with	1	2	3	4	5	6
Timeliness of response to your enquiry	1	2	3	4	5	6

9. [Had contact in the last 12 months \(code 1 in Q6\):](#)

Using the same 1 to 5 scale, how satisfied or dissatisfied were you with any direct contact that you may have had in the last 12 months?

[Prompted/read out \(rotated\)](#)

	1 Not at all → 5 Very satisfied satisfied					Didn't have any contact
Council member	1	2	3	4	5	6
Council staff	1	2	3	4	5	6

10/11 We would like you to rate first, the importance and then, your level of satisfaction with each of the following, with 1 being not at all important or satisfied and 5 being the very important or satisfied.

10. Ask all: How **important** is ... to you? Prompted/read out (rotated)

11. Ask all: And how **satisfied** are you with this? Prompted/read out (rotated)

	Q10.Importance 1 Not at all 5 Very Don't important important know		Q11. Level of satisfaction 1 Not at all 5 Very Don't satisfied satisfied know	
	How important is ... to you?		And how satisfied are you with this?	
Arts and cultural activities	1 2 3 4 5	6	1 2 3 4 5	6
Community engagement and consultation	1 2 3 4 5	6	1 2 3 4 5	6
Community events	1 2 3 4 5	6	1 2 3 4 5	6
Prospect is an inclusive and welcoming community	1 2 3 4 5	6	1 2 3 4 5	6
The council offers a range of programs, activities and initiatives	1 2 3 4 5	6	1 2 3 4 5	6

PLACES:

The next few questions are about local heritage, buildings, parks and places.

12. **Ask all:** On a scale of 1 to 5 where, 1 is not at all satisfied and 5 is very satisfied, how satisfied are you with ... [Prompted/read out \(rotated\)](#)

	1 Not at all → 5 Very satisfied satisfied					Don't know
Prospect Council's maintenance of the city's reserves, parks, gardens and ovals	1	2	3	4	5	6
The amount and type of development occurring within the City of Prospect	1	2	3	4	5	6
The range of local attractions, local history, character, heritage and stories within the City of Prospect	1	2	3	4	5	6

13/14 Ask all: We would like you to rate first, the importance and then, your level of satisfaction with each of the following, with 1 being not at all important or satisfied and 5 being the very important or satisfied.

13. Ask all: How **important** is ... to you? Prompted/read out (rotated)

14. Ask all: And how **satisfied** are you with this? Prompted/read out (rotated)

	<u>Q13. Importance</u> Not at all Very Don't important important know		<u>Q14. Level of satisfaction</u> Not at all Very Don't satisfied satisfied know	
	How important is ... to you?		And how satisfied are you with this?	
Bike paths / cycle-ways	1 2 3 4 5	6	1 2 3 4 5	6
Parks / reserves / gardens / street scaping (as tree planting and landscaping etc.)	1 2 3 4 5	6	1 2 3 4 5	6
Preserving older heritage style buildings	1 2 3 4 5	6	1 2 3 4 5	6
Prospect Council promotes and supports environmentally sustainable practices	1 2 3 4 5	6	1 2 3 4 5	6

SERVICES:

The following questions are about the Council's services and initiatives.

15/16 We would like you to rate first, the importance and then, your level of satisfaction with each of the following, with 1 being not at all important or satisfied and 5 being the very important or satisfied.

15. Ask all: How **important** is ... to you? Prompted/read out (rotated)

16. Ask all: And how **satisfied** are you with this? Prompted/read out (rotated)

	Q15 Importance Not at all Very Don't important important know		Q16 Level of satisfaction Not at all Very Don't satisfied satisfied know	
	How important is ... to you?		And how satisfied are you with this?	
Animal management (dogs / cats / pests)	1 2 3 4 5	6	1 2 3 4 5	6
Car parking / parking controls	1 2 3 4 5	6	1 2 3 4 5	6
Street / road maintenance and curbing	1 2 3 4 5	6	1 2 3 4 5	6
Traffic management (i.e. placement of roundabouts, lights, traffic calming devices etc.)	1 2 3 4 5	6	1 2 3 4 5	6

Council has open and accountable practices and decision-making processes	1 2 3 4 5	6	1 2 3 4 5	6
Waste collection and recycling services	1 2 3 4 5	6	1 2 3 4 5	6

COMMUNICATIONS:

Rotate Q17 and 18

17. **Ask all:** Please choose your preferred method of communication **to the Council** to: [Prompted/read out single response per enquiry type](#)

(Do show NA)	Online / App	Email	Social media page	Letter	Phone call	SMS	Magazine	Banner in street	Face to face at council
Report a fault/ issue	1	2	3	4	5	NA	NA	NA	9
Request a service	1	2	3	4	5	NA	NA	NA	9
Provide feedback	1	2	3	4	5	NA	NA	NA	9

18. Ask all: Please choose your preferred method of communication **from the Council** for: Prompted/read out single response per enquiry type

(Do show NA)	Online / App	Email	Social media page	Letter	Phone call	SMS	Magazine	Banner in street	Face to face at council
Notification about local events	1	2	3	4	NA	6	7	8	9
Notification of works in your local street/ area	1	2	3	4	NA	6	7	8	9
Notification of projects occurring across the District	2	3	4	5	NA	7	8	9	7

FUTURE PRIORITY AREAS:

19. Ask all: In addition to core council business (i.e., roads, footpaths, community infrastructure) please rank the following in terms of priority with TOP being the highest priority and BOTTOM being the lowest priority for Council to focus on in the next 4 years?

Please drag across in preferred order Prompted/read out (rotate)

Climate change mitigation practices (solar panels, reduction of carbon emissions)
Economic development
Environmental focus (e.g. tree canopy, waste management)
Community programs and events

20. **Only show if Climate change ranked 1 in Q19: Climate change:** Where would you prefer to see Council invest funding? [Prompted/read out single response](#)

1.	Carbon reduction strategies
2.	Energy efficient infrastructure (facilities and vehicles)
3.	Solar energy for buildings
4.	Carbon offset initiatives

21. **Only show if Economic development ranked 1 in Q19: Economic development:** Where would you prefer to see Council invest funding? [Prompted/read out single response](#)

1.	Business support initiatives
2.	Marketing City wide businesses
3.	Support investment attraction
4.	Start-up / entrepreneurial spaces

22. **Only show if Environment ranked 1 in Q19: Environment:** Where would you prefer to see Council invest funding? [Prompted/read out single response](#)

1.	Increase water-Sensitive Urban Design
2.	Increase tree planning initiatives (private, public)
3.	Waste reduction initiatives
4.	Circular procurement

23. **Only show if Community ranked 1 in Q19:** Community: Where would you prefer to see Council invest funding? [Prompted/read out single response](#)

1.	Major events
2.	Community wellbeing programs
3.	Children's programs
4.	Social programs

24. **Ask all:** Are there any other areas not included above that you would like to see Council focusing on/ advocating for? If so, please specify what areas. [\(optional to answer\)](#)

	(open text box)
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CLASSIFICATIONS:

D5 **Ask all:** Which of the following categories best describes your employment status? [Prompted/read out single response](#)

1.	Employed, working full time
2.	Employed, working part time
3.	Not employed, looking for work
4.	Not employed, NOT looking for work
5.	Student (high school)
6.	Student (college / university)
7.	Retired
8.	Disabled, not able to work
9.	Other (specify)

On behalf of the City of Prospect and McGregor Tan thank you for taking the time to complete this survey.

McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. The answers from all survey participants will be gathered together and presented in a report, no individual answers are attributable to an individual participant.

Add:

SURVEY ACCESS

PRIZE DRAW

ADD FIELD TEAM

HEAR ABOUT SURVEY

McGregor Tan is accredited to the highest professional industry standards (ISO 20252:2019 Market, Opinion and Social Research) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.





Focus Group Discussion Guide

Moderator's focus:

The research should gain an understanding about:

- City of Prospect resident preferences for council investment
- Key improvement areas of focus for the City of Prospect

The objectives can be broadly classified as:

- Identify the investment priorities of City of Prospect residents

Research aims:

- Identify the investment priorities of City of Prospect residents
- Determine areas for improvement for the City of Prospect
- Understand the values of City of Prospect residents

WELCOME – 2 minutes

- Housekeeping- toilets, emergency evacuation points
- Attendance list- confidentiality and review of signed non-disclosure statements prior to continuing
- Session will be viewed and recorded for reporting purposes only
- Outline rules of play and respect parameters

INTRODUCTION – 5 minutes

- Please tell me your name, age, and how long you have lived in the City of Prospect?
 - What do you feel the City of Prospect is currently known for?
 - What would you like City of Prospect to be known for in the future? (Vision)
Probe: 10 years in the future

Learning outcomes

- WH&S
- Confidentiality & NON-DISCLOSURE
- Approval to film and record session
- Acknowledgement of client viewing
- Manage expectations

- Thinking about what the City of Prospect provides for its residents, what are the services and facilities that you feel are most valued in the community?
E.g., events, playgrounds, sporting infrastructure, community programs, etc.
 - Why are these important?
- Are there any City of Prospect services or facilities that you feel are under-utilised but are still important?
- Is there anything the council does or provides that you feel they should stop? Why?
- In order to achieve your vision for the future, is there anything missing from council to achieve that vision? What and why?

Learning outcomes

- Determine what residents find most valuable about their council
- Identify areas of satisfaction and dissatisfaction

INVESTMENT IMPORTANCE 45 MINS (5 MINS FOR EACH SECTION)

I will now go over a few services and facilities, I would like to know your thoughts on each of these areas as a focus for investment in the City of Prospect... (5 minutes on each section)

- **Service levels and deliveries** (Definition: the services which the council provide to our community e.g.: street sweeping, library services, events, public garden maintenance, as well as core services which are footpaths, rubbish etc.)
 - *Probe: What would you improve?*
- **Improving Infrastructure**
 - *Probe: What would you improve?*
- **Investment into inclusive and accessible infrastructure** (buildings, playgrounds etc.)
 - *Probe: Any facility in particular? Any improvements or something new?*
- **Major events**
 - *Probe: What events would you like to see or see improved?*
- **Improving sporting club infrastructure**
 - *Probe: What would you improve? Any club in particular?*
- **Supporting local businesses through administrative business support**
 - *Probe: What support would you like to see?*
- **Supporting business owners**
 - *Probe: What support would you like to see? Any types of businesses in particular?*
- **Community programs**
 - *Probe: What programs would you like to see? Any programs not currently available?*
- **Reconciliation with First Nations**
 - *Probe: What milestones would you like to see?*

Learning outcomes

- Determine how important residents feel each aspect are for investment
- Identify specific facilities and services where residents would like investments made
- Identify desired outcomes for investments

Activity 1

On a master sheet (A3) please come and stick your priority stickers

- We are now going to ask you to prioritise each of these factors. Please place a green sticker for the area which you perceive as the highest priority and red sticker is for the least.

Activity 2

- **We now have a worksheet we would like you to complete.**
- The worksheet asks you to imagine you have \$500,000 to use of the council's money, please fill the worksheet in to signify where you would prioritise the funds. You are welcome to divvy out the money in any amount, as long as it totals \$500k. If there is something you feel worthy of funding that is not on the list, please specify this in 'other'.

Learning outcomes

- Determine residents most important area for investment
- Identify any areas not mentioned that are deemed important for investment

Thinking about what we have discussed tonight and the future direction of the City of Prospect...

- Thinking about your vision we discussed in the beginning of our discussion, has that changed? Why?
- How could the investments we discussed tonight help with this goal?
- The budget for Council is limited, in order to fund your future vision, what would you stop funding instead?

Learning outcome:

- Determine what long term outcomes residents would like the discussed investments to have
- Client driven enquiries



McGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.

THANK YOU

