

Quality of Life Community Survey Report 2023

City of Holdfast Bay

23rd June 2023

Intuito
MARKET RESEARCH



Contents

1. Introduction	3
2. The brief and situation analysis	4
3. Market research objectives	5
4. Research strategy and methodology	6
5. Executive summary	7
6. Key findings	17
7. Questionnaire	45

1. Introduction

Intuito is delighted to present the findings for the Council's annual Quality of Life Community Study conducted in May 2023 amongst residents of the City of Holdfast Bay.

In past years, Council has written a letter to 3,000 residents advising them of the survey and asking for them to participate – this year that did not occur due to a lack of time. Intuito was asked to provide a KPI score to Council by 17th May for inclusion in annual reporting which we achieved. This report provides the results to all questions asked in the survey. Survey collection was achieved using:

- Face-to-face intercept surveys in and around Glenelg and Brighton
- Intuito database was used for residents to complete the survey online
- Your Holdfast new platform for online completions
- Small number of telephone surveys

We had a tremendous response on Your Holdfast with 348 responses (down from 389 responses in 2022, up from 245 in 2021 and up from 307 in 2019) even without the 3,000 letters from Council. We conducted face-to-face intercepts in libraries at both Brighton and Glenelg, on Jetty Road Glenelg and other public places such as the beach, shopping centres and local playgrounds to capture the younger demographics. We achieved a total sample of 622. It should be noted that the new Your Holdfast platform has some difficulties with 0 to 10 rating questions and when we looked at the results of the Your Holdfast compared to our interviewer assisted surveying the results were substantially different (and the Your Holdfast scores were wildly different to the previous surveys that we have conducted). After discussion with your staff, we agreed to only analyse the 274 responses for the rating scales but that we would include all 622 responses to open-ended commentary as residents would expect that their comments matter.

On further investigation, we have concluded that the ratings achieved for face-to-face intercepts are significantly higher than those from Your Holdfast. This has meant in order to provide a comparable result for each of the ratings scales we have needed to apply a weighting. We are satisfied that this gives Council a representative score for each of the relevant questions.

The first online response was received on 26th April, 2023 and the last was on 22nd May, 2023 which was the cut-off date for Your Holdfast. Face-to-face interviewing commenced on 26th April, 2023 through to 16th May, 2023. The total sample is 662 (compared to 668 last year). We were working to very tight deadlines and achieved what was needed.

Once again, we worked hard this survey period to ensure a representative demographic breakdown based on the Local Council population including the very hard to find under 30-year-old. Chasing demographics has resulted in nearly half of all people surveyed living in Glenelg. We believe the demographics were more valuable than geographic representation as we still have half of our sample from other suburbs within the City of Holdfast Bay.

2. The brief and situation analysis

This study was designed to measure residents' quality of life, to seek community ideas on how the area and Council services may be developed and improved, to seek community opinion on Council's performance and to understand communities' satisfaction with Council service delivery.

Background to the brief

The City of Holdfast Bay has conducted an annual survey of residents entitled 'Quality of Life' for the past 9 years except for 2021 where due to COVID there was no survey. Intuito has managed the last eight studies since 2014. The study's primary purpose is to measure the quality and level of satisfaction with Council's services and to provide community input into Council's Annual Business Plan and budget process. Methodology for the survey changed in 2014 from online to telephone because surveys prior to 2014 received inadequate sample sizes and sample skews to the older demographic which made it difficult to draw robust conclusions and were not reflective of the diversity and evolution of residents living in the City of Holdfast Bay. The collection method has further evolved to be partially online and partially face-to-face intercepts given the decline in household landlines. Since 2014 the collection methods deployed have consistently achieved a minimum of 400 response sample.

There are four strategic key result areas that relate to service and program delivery and these include building a strong community, creating a sustainable environment, tourism and events and local business, and enhancing city design.

Project Scope

The key deliverables included:

- Conduct a community survey to achieve Council's objectives.
- Use the 2022 survey questionnaire as the basis for the survey work this year.
- Conduct a survey, achieving a minimum of 400 ratepayer respondents ensuring the sample is balanced to reflect the community profile.
- Collate all data and provide a quantitative report on the findings to Council.
- Manage any complaints received during the delivery of the survey and report same to Council along with actions taken to rectify issues.
- Present an overview of the report to the Administration Leadership team and to Council.

3. Market research objectives

The overarching objective of the community market research study was to gauge resident perceptions of their neighbourhood and Council area as a community and place to live, gauge awareness of Council's services, perceptions of and levels of satisfaction of these services and to seek community ideas on how the area and Council services may be developed and be improved into the future.

Specific objectives for the Community Survey include:

- To ascertain the community's feelings about the quality of life in the City, enabling Council to capitalise on those unique elements of the local area that enhance people's feelings of well-being, and identify issues where Council may have an impact.
- To seek community ideas on how the area and Council services may be developed and be improved into the future.
- To seek community opinion on Council strategic, financial, and asset objectives and principles.
- To understand the community's satisfaction with Council service delivery.
- To understand the community's feelings toward the three major high streets.
- To ascertain what aged care services respondents might like to access for themselves or those they care for now and into the future.

4. Research strategy and methodology

Community Survey

It has been a progressive trend that those answering landlines are more likely to fall into the older age brackets and that it has been increasingly more difficult to achieve a representative sample using telephone interviewing. In order to counter this trend. For this reason, we have opted for self-completion and intercepts with an interviewer.

The questionnaire was built in the two platforms – ‘Your Holdfast’ and replicated in an offline platform for face-to-face and telephone interviews (iPad).

The ‘Your Holdfast’ survey was extremely successful in attracting self-completed participants (348 in total); however, the integrity of the ratings questions and scores is in question. The reason for this is that when people opened the survey in Your Holdfast, they see on screen 0 – 6 only and they need to actively move to the right to see 7 – 10. We know for certain based on several comments from survey participants that this has impacted the scores substantially. If Council is to continue using this platform and a 0 – 10 scale, the platform developers need to be made aware of this issue. Council could consider in future using 1 – 5 scales but this would complicate the longitudinal nature of this survey.

A mix of suburbs was sought and because most surveying was by self-completion, these were obtained via natural attrition rather than strict quotas.

A total of 274 interviews have been analysed and we aimed for samples representative of the Council's population and achieved a representative spread. In previous surveys we have screened for ratepayers meaning that we did not achieve quotas in the younger demographics of 18-30 as often this age group do not own a property but this was relaxed again this year to include all people living in the City of Holdfast Bay.

Age bracket	Target	Achieved
18-24 years	9%	4.4%
25-30 years	7%	7.3%
31-39 years	14%	15.7%
40-54 years	23%	20.1%
55-64 years	18%	13.5%
65+ years	29%	39%

We have analysed and included all open-ended commentary from both our interviewer sample of 274 and the Your Holdfast sample of 348.

Emerging or re-emerging issues

- Suburb representation is based on natural selection.
- The survey length over the phone and face-to-face was around 15 minutes.
- A change in methodology will affect outcomes – there are now 3 methods of data collection which together enable participation to be more accessible to everyone.

5. Executive Summary

The following tables compare the various measurement attributes and have been asked the same over the past 8 years and indicates where there has been a significant difference of $\pm 3\%$ shift up or down. Scores that are not significantly different are classified as equal and are marked with an '=' symbol. We saw 19 improvements this survey period and only 9 aspects that declined marginally. There were just 6 aspects that fell slightly below the Council KPI of 7 out of 10. Overall it is a good year.

Safety

	2015	2016	2017	2018	2019	2020	2022	2023	Shift
I feel safe in my neighbourhood	8.0	8.5	8.3	8.2	8.1	8.45	8.2	8.0	↓
Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	7.7	8.3	8.3	8.2	8.1	8.3	8.2	8.3	↑
There is plenty of lighting along paths and in parks in the City of Holdfast Bay	6.7	7.3	7.5	6.8	6.7	7.3	7.1	7.0	↓

Social



	2015	2016	2017	2018	2019	2020	2022	2023	Shift
I can get to places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.)		8.4	8.5	8.5	8.4	8.9	8.7	8.7	=
The City of Holdfast Bay provides programs that foster social interaction and community wellbeing	7.0	7.7	8.0	7.7	7.4	7.8	7.6	7.6	=

Quality of Life





	2015	2016	2017	2018	2019	2020	2022	2023	Shift
How likely is it that you would recommend the City of Holdfast Bay as a place to live to others?		9.2	8.3	8.8	8.5	8.7	8.7	8.55	↓

Community


	2015	2016	2017	2018	2019	2020	2022	2023	Shift
Providing and maintaining sporting facilities	7.6	8.0	8.25	7.95	7.8	8.2	8.1	8.3	↑
Providing and maintaining open space and reserves		7.8	8.3	8.1	8.0	8.4	8.3	8.4	↑
Providing and maintaining playgrounds		7.9	8.45	8.0	7.9	8.3	8.2	8.4	↑
Providing arts and cultural experiences and opportunities					7.2	7.4	7.5	7.8	↑
Providing library services and programs	8.1	8.7	8.5	8.5	8.35	8.7	8.6	8.6	=
Providing and maintaining community centres and programs			7.9	8.0	7.75	8.0	7.8	7.9	↑
Providing services and programs for older people and people living with disability	7.6	7.6	7.6	7.85	7.4	7.7	7.5	7.5	=
Providing services and programs for young people aged 14-24 years	7.3	7.1	8.3	6.7	6.3	6.45	6.5	7.2	↑
Providing services and programs for families with young children	7.3	7.5	8.6	7.7	7.55	7.6	7.4	7.7	↑


Providing services and programs that encourage a healthy and active lifestyle	7.7	8.1	8.6	8.0	7.9	8.0	7.65	8.1	
Providing services and programs for those from a variety of ethnic and multicultural backgrounds	6.1	6.9	7.3	7.1	6.7	6.9	6.9	7.4	

Local environment







	2015	2016	2017	2019	2019	2020	2022	2023	Shift
The management of storm water drainage	7.0	6.6	7.3	6.9	6.6	7.0	6.8	6.8	=
Maintaining beaches and coastal areas	7.4	7.6	8.35	8.0	7.8	8.1	8.0	8.1	
Managing native vegetation, and natural environment	7.1	7.4	8.1	7.5	7.3	7.8	7.7	7.5	
Planting and maintaining street trees		6.8	7.75	6.5	6.6	7.1	7.0	6.8	
Providing adequate waste management services	7.3	7.5	8.1	8.15	7.8	8.3	8.0	8.2	

Tourism and events and local business

	2015	2016	2017	2019	2019	2020	2022		Shift
Council support and promotion for tourism and events	6.6	8.0	8.5	7.8	7.5	7.6	7.6	7.85	

Range of businesses/services and local conveniences in the area	7.4	7.6	8.35	8.0	7.8	8.1	8.1	7.8	
---	-----	-----	------	-----	-----	-----	-----	-----	---

Public services and management

	2015	2016	2017	2019	2019	2020	2022	2023	Shift
Providing and maintaining roads and kerbing	6.9	7.0	7.35	7.0	6.9	7.2	7.3	7.1	
Providing and maintaining footpaths	6.35	6.8	6.7	6.1	6.3	6.5	6.5	6.4	
Providing and maintaining cycle networks	7.2	7.9	8.2	7.2	7.2	7.3	7.2	7.55	
Providing and maintaining public toilets	6.1	6.7	7.25	7.3	7.0	7.3	7.2	7.4	
Satisfaction with Jetty Road, Glenelg				6.6	6.85	7.2	7.1	6.7	
Satisfaction with Jetty Road, Brighton				7.8	7.5	7.8	7.6	7.95	
Satisfaction with The Broadway Glenelg				7.65	7.6	7.7	7.8	7.85	=

Council performance

	2015	2016	2017	2019	2019	2020	2022	2023	Shift
How strongly do you agree that Council provides good financial management and value for your rate dollar?	6.4	6.7	7.35	6.7	6.3	6.75	6.8	6.95	↑
How satisfied are you with the distribution of information and consultation with the community?		7.0	7.6	6.7	6.5	6.9	6.7	6.9	↑
How would you rate your satisfaction with performance and quality of service provided by Council?				6.8	6.6	7.1	6.9	7.2	↑

Likelihood to recommend the area – Net Promoter Score

Residents' likelihood to recommend the City of Holdfast Bay as a place to live to others is slightly down at 8.55 (from 8.7 in 2022, and 8.7 in 2022, up from 8.5 in 2019, down from 8.8 earlier in 2019 and short of the high of 9.2 experienced in 2016). The score this year equates to a Net Promoter Score of +50.3 (slightly down from +53.7 in 2022, and +52.8 in 2020, up from +44.8 in November 2019, down from +58.75 in March 2019 and up from +47.5 in 2017, down from +75 in 2016) out of 100. This score is extremely pleasing and remains in the green traffic light zone.

The key reasons why people would recommend the City of Holdfast Bay as a place to live remain very consistent with past surveys with the main factors in order of frequency of mention being:

- Access and convenience
- It is a great place, lovely place to live, nice
- The beach
- Good services and facilities / amenities
- Clean / safe
- Lifestyle, living in the area
- Friendly, family and community feel
- Negative aspects (safety, lighting, noise, crowds, parking and expensive)
- Atmosphere, vibe, feel
- Environment
- Good council
- Quiet

The major issues this year are around safety and other issues concerning Jetty Road, Glenelg. Homelessness, indigenous vagrants, young 'louts' (antisocial behaviour in general), disagreement

about Moseley Beach Club using a public beach, empty shops, and poor selection of retail on Jetty Road, Glenelg, lack of upmarket restaurants, and the need for a facelift.

Satisfaction with the three major main streets

Three individual questions were included again this survey to determine satisfaction with the three major high streets in the precinct.

Mainstreet	Average score	Net Promoter Score
Jetty Road, Glenelg	6.7	-5.8
Jetty Road, Brighton	8.0	+35.4
The Broadway	7.9	+35.5

Jetty Road Glenelg fell dramatically this year to 6.7 (down from 7.1 in 2022, down from 7.2 in 2020, and from 6.85 in 2019, up from 6.6 earlier that year). Jetty Road Brighton at scored 8.0 (significantly up on 7.6 in 2022, and 7.8 in 2020, and 7.5 in 2019 and 7.8 in 2019). The Broadway at Glenelg scored the 7.9 (up slightly on 7.8 in 2022, and 7.7 in 2020, and 7.6 in 2019 and 7.65 earlier that year).

Jetty Road Glenelg

There were more positive comments than negatives for Jetty Road Glenelg with 6 commenting that they don't go there often or at all. There were often positives and negatives from many residents. The aspects included:

Positives

- Convenient
- Easy to access
- Love the tram
- Easy parking
- Vibrant / good feel
- Good choice shops
- Bright and happening
- Positive / busy
- Love it / nice
- A great place

Negatives

- Run-down / tired / old
- Empty shops
- Construction works
- Hard to park
- Crowded
- Traffic problems
- Bad footpaths
- Unclean / dirty
- Loud cars and motor bikes
- More variety needed
- Too touristy

Jetty Road Brighton

Jetty Road Brighton has long been a destination of note as a village café and dining precinct situated by the seaside. It is more appealing to many than Jetty Road Glenelg and is regarded more highly than The Broadway this survey. The positives far outweigh the negatives. 46 people said they do not go to Brighton.

Positives

- Better than Glenelg
- Love it / good place
- Vibrant / atmosphere
- Good selection of shops
- Convenient / easy / accessible
- Clean and tidy
- Less crowded / less busy
- The beach
- Clean / safe

Negatives

- Slower pace / laid back
- Parking first and foremost
- Cramped / congested
- Too many cars
- Busy / overcrowded
- Dogs everywhere
- Not enough to do / shops close too early
- Congested footpaths

- Need for more pedestrian crossings
- Traffic management

- Need better restaurants / cafes

The Broadway Glenelg

The Broadway at Glenelg was viewed in the same manner as the previous surveys being seen as a quaint and quiet area with nice little shops and good cafes. Its charm rests in its attractiveness created from the trees, wide footpaths and cleanliness and its reputation as a place for locals rather than tourists continues. 121 people out of 662 said they do not go or do so rarely.

Positives

- Nice / great / lovely
- Ample parking / easy access
- Lovely to walk
- Clean / safe / love it
- Ambiance / appearance / neat / organised
- Vibrant
- Variety of shops / eateries / pubs

Negatives

- Village feel / atmosphere
- Speeding in a 40 zone
- Safety
- Not as much to do
- Needs more shops / cafes
- Poor bike path
- Burnt out supermarket / not rebuilt
STILL

Council performance

KPI	Average score	Net Promoter Score
Council provides good financial management and value for your rate dollar	7.0	-9.2
Satisfaction with the distribution of information and consultation in the community	6.9	-1.0
Satisfaction with the performance and quality of service provided by Council	7.2	-5.5

All three questions scored well above that of previous years which is exciting to see. Financial management increased to 7.0 from 6.7 in 2022, 6.75 in 2020 and 6.3 in 2019. Satisfaction with the distribution of information and consultation increased to 6.9 from 6.7 in 2022, 6.9 in 2020 and 6.5 in 2018. And the last question relating to overall satisfaction with the performance and quality of service provided by Council also increased significantly to 7.2 (up from 6.9 in 2022, 7.1 in 2020 and 6.6 in 2019 and 6.8 earlier that same year).

Aspects that Council should focus on over the next four years

Once again, many of the comments were multi-faceted and for some respondents, particularly those that completed the survey on Your Holdfast, expansive, with the areas of focus remaining like previous surveys. The top aspects that Council should focus on are in order of frequency of mention:

- Infrastructure / tree maintenance / lighting
- Beach maintenance / climate / environment / tree planting
- Parking / traffic
- Safety / homelessness / policing
- Better communication / community involvement / services
- Glenelg Jetty Rd
- Council spending / stop redevelopment
- Events / tourism / activities / community groups
- Library / services / amenities / parks
- Cleaning / rubbish pick up
- Aged / disability Care

- Support / attract businesses / reduce business rates
- Future planning
- Storm water
- Keep going as is / I like it

Aged care services

The services that have the greatest appeal in the community are wellness classes (51%), household chores (48%), social opportunities (44%), home modifications (41%) and assistance with transport (39%).

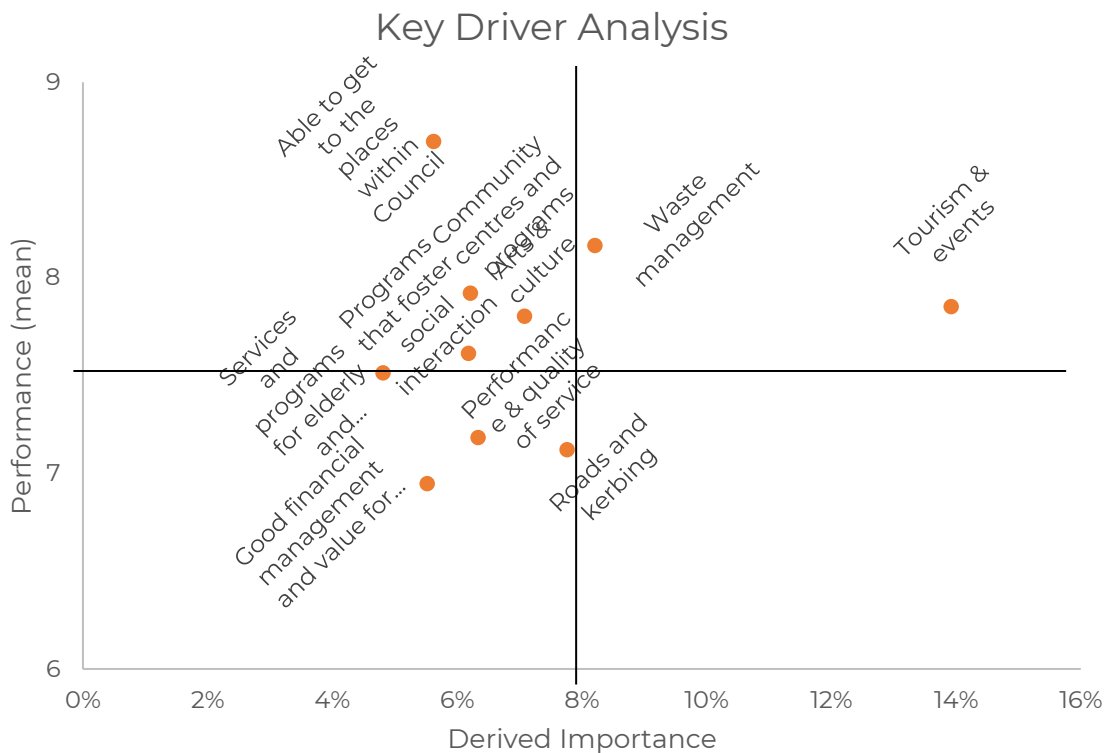
Regression

The regression analysis (which is a key driver analysis for better net promoter scores) indicates that the following attributes are both important and have high levels of satisfaction amongst residents:

- Tourism & events
- Waste management

Other attributes that perform well are the ability of residents to get around, community centres and programs, arts and culture, programs that foster social interaction, maintenance of roads and kerbs and programs for older people and those living with disability.

The regression also highlights that the overall satisfaction with the performance and quality of services provided by Council and satisfaction with the financial management of Council are two valuable levers to improve net promoter scores and therefore higher satisfaction amongst residents.



Measurement	Derived Importance	Satisfaction (mean)
How would you rate Council on supporting and promoting tourism and events?	14%	7.85
Providing adequate waste management services	8%	8.2
Providing and maintaining roads and kerbing	8%	7.1
Providing arts and cultural experiences and opportunities	7%	7.8
How would you rate your overall satisfaction with the performance and quality of service provided by Council?	6%	7.2
Providing and maintaining community centres and programs	6%	7.9
The City of Holdfast Bay provides programs that foster social interaction and community well-being	6%	7.6
I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.)	6%	8.7
How strongly do you agree that Council provides good financial management and value for your rate dollar?	6%	6.95
Providing services and programs for older people and people living with disability	5%	7.5
Providing and maintaining playgrounds	5%	8.4
Providing library services and programs	4%	8.6
Managing native vegetation and natural environment	3%	7.5
How satisfied are you with Jetty Road, Brighton?	2%	7.95
Planting and maintaining street trees	2%	6.8
How satisfied are you with The Broadway, Glenelg?	2%	7.85
Providing and maintaining public toilets	2%	7.4
Maintaining our beaches and coastal areas	2%	8.1
Promoting services and programs that encourage a healthy and active lifestyle	1%	8.1
How satisfied are you with the distribution of information and consultation with the community?	1%	6.9
The management of storm water and drainage	1%	6.8
Providing and maintaining open space and reserves	1%	8.4
I feel safe in my neighbourhood	1%	7.9
Providing services for those from a variety of ethnic and multicultural backgrounds	1%	7.4
How would you rate the range of businesses/services and local conveniences in the area?	0%	7.8
There is plenty of lighting along paths and in parks in the City of Holdfast Bay	0%	6.9
Providing services and programs for families with young children	0%	7.7
How satisfied are you with Jetty Road, Glenelg?	0%	6.7
Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds	0%	8.3
Providing and maintaining footpaths	0%	6.4
Providing and maintaining sporting facilities (e.g. ovals, tennis courts, etc.)	0%	8.3

Providing services and programs for young people aged 14-24 yrs	0%	7.2
Providing and maintaining cycle networks	-1%	7.55

Conclusions

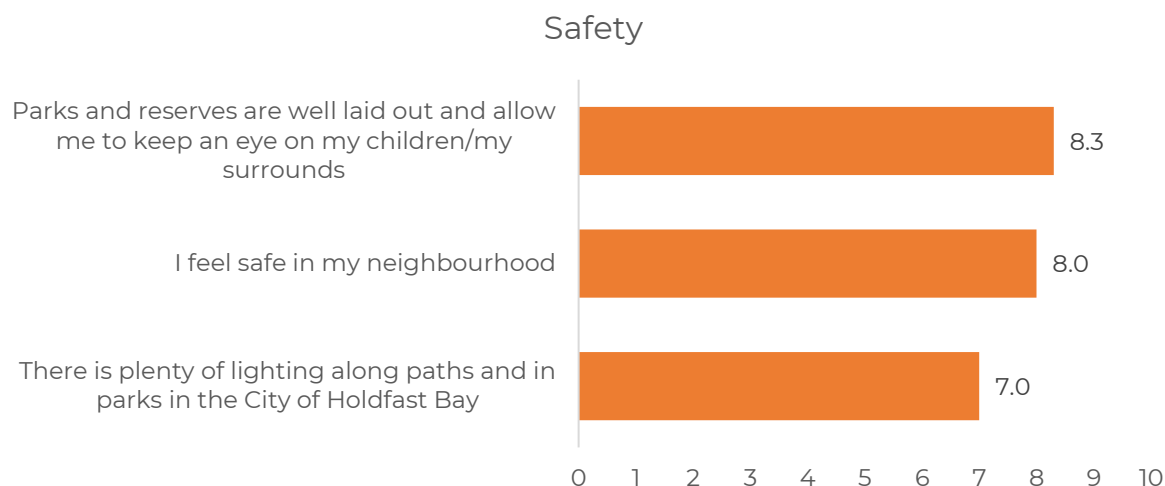
The outcome this survey is good for Council with a large percentage of areas scoring higher than 2022. It is pleasing to see how much residents enjoy living in the City of Holdfast Bay with an exceptional NPS score of +50 (consistent with previous years). Scores for Council performance have also increased this survey taking them to around 7 out of 10 which meets Council's KPIs.

Jetty Road Glenelg came in for considerable criticism as we expected but there are now more positives than negatives despite the construction works. Most appreciate it as a precinct that has a great vibe, is busy in a good way, and offers a good variety of shops and eateries. The negatives are that it is looking old and tired, the empty shops do little to encourage visitation for some, and the construction works make it less accessible than usual. Jetty Road Brighton is generally loved and scores just slightly higher than The Broadway.

6. Key Findings

Safety

Q1: The first set of questions I'm going to ask you relate to safety. Please rate the following statements on a scale of 0 to 10 where 0 = Disagree and 10 = Strongly Agree. Scores are weighted.



Respondents were asked to rate three statements about safety on a scale of 0 to 10 where 0 meant strongly disagree and 10 meant strongly agree.

Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds.

243 respondents provided a response to this question resulting in an average score of 8.3 (comparable with 8.2 in 2022, 8.3 in 2020, 8.1 in 2019, 8.2 earlier in 2020 and 8.3 in 2017 and 2016, up from 7.7 in 2015 and comparable with 8.3 in 2014). 31 people were unsure.

I feel safe in my neighbourhood.

272 respondents provided a response to this question resulting in an average score of 8.0 out of 10 (slightly down on 2020 at 8.4, and 8.1 in 2019, 8.2 earlier in 2019 and down slightly on 8.3 in 2017, and 8.5 in 2015). Only 2 people were unsure.

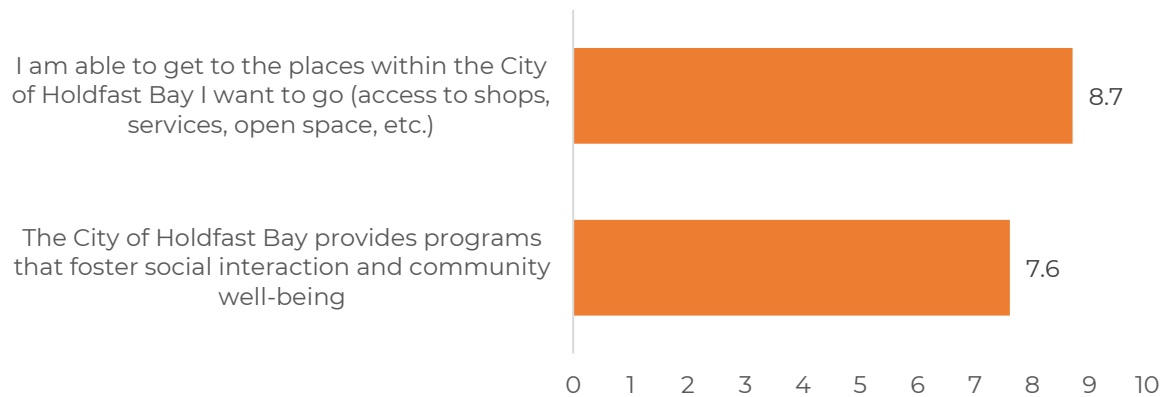
There is plenty of lighting along paths and in parks in the City of Holdfast Bay.

237 respondents provided a response to this question resulting in an average score of 7.0 (down slightly from 7.1 in 2022, down on 7.3 in 2020, significantly up from 6.7 in 2019, 6.8 earlier that same year but down on 7.5 in 2017, down on 7.3 in 2016 and up from 6.7 in 2015 and 6.95 in 2014). 37 people were unsure.

Social

Q2: Now this set of questions relates to the social aspects of living in the area. Please rate the following statements on a scale of 0 to 10, where 0 = Disagree and 10 = Strongly Agree. Scores are weighted.

Social aspects



I am able to get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.).

272 respondents provided a response to this question resulting in an average score of 8.7 (equal to 8.7 in 2022, lower than 8.9 in 2020, significantly higher than 8.4 in 2019, and 8.5 earlier that same year and in 2017, and 8.4 in 2016). Only 2 people were unsure.

The City of Holdfast Bay provides programs that foster social interaction and community well-being.

236 respondents provided a response to this question resulting in an average score of 7.6 (equal to 7.6 in 2022, down from 7.8 in 2020, up from 7.4 in 2019, comparable with 7.7 earlier in 2019, down from 8 in 2017, and comparable with 7.7 in 2015 and up from 7.5 in 2014). 38 people were unsure.

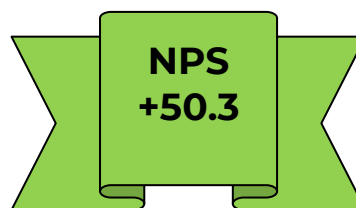
Likelihood of recommending (NPS)

Q3: On a scale of 0 to 10, where 0 is very unlikely and 10 is very likely, how likely is it that you would recommend the City of Holdfast Bay as a place to live to others? The score is weighted.



When asked the likelihood of recommending the City of Holdfast Bay the rating was 8.55 (slightly down from 8.7 in 2022, comparable to 2020 and 2019, down from 8.8 earlier that year, up from 8.3 in 2017, down from 9.1 in 2016).

Application of a Net Promoter Score reveals a score of positive 50.3 (down slightly from 53.7 in 2022, and from 52.8 in 2020, up from 44.82 in 2019, down from +58.75 earlier that year, up from 47.5 in 2017, and significantly down from 75 in 2016). This year's score remains in the green traffic light territory for scores of 50 and above.



Q4: Why did you rate your answer this way?

Face-to-face

- Access and convenience (89 comments)
- It's a great place, lovely place to live, nice (72 comments)
- The beach (70 comments)
- Good services and facilities/Amenities (44 comments)
- Clean / safe (41 comments)
- Lifestyle, living in the area (40 comments)
- Friendly, family and community feel (36 comments)
- Negative aspects (31 comments)
- Atmosphere, vibe, feel (26 comments)
- Environment (11 comments)
- Good council (4 comments)
- Quiet (2 comments)
- Other (1 comments)

The one 'other' response was:

- Good for elderly

YourHoldfast

- It's a great place, lovely place to live, nice (126 comments)
- Negative aspects (108 comments)
- Access and convenience (82 comments)
- Good services and facilities / Amenities (67 comments)
- The beach (53 comments)
- Lifestyle, living in the area (41 comments)
- Friendly, family and community feel (39 comments)
- Clean / Safe (31 comments)
- Atmosphere, vibe, feel (20 comments)
- Environment (11 comments)
- Quiet (8 comments)
- Good council (7 comments)
- Other (2 comments)

Other responses included:

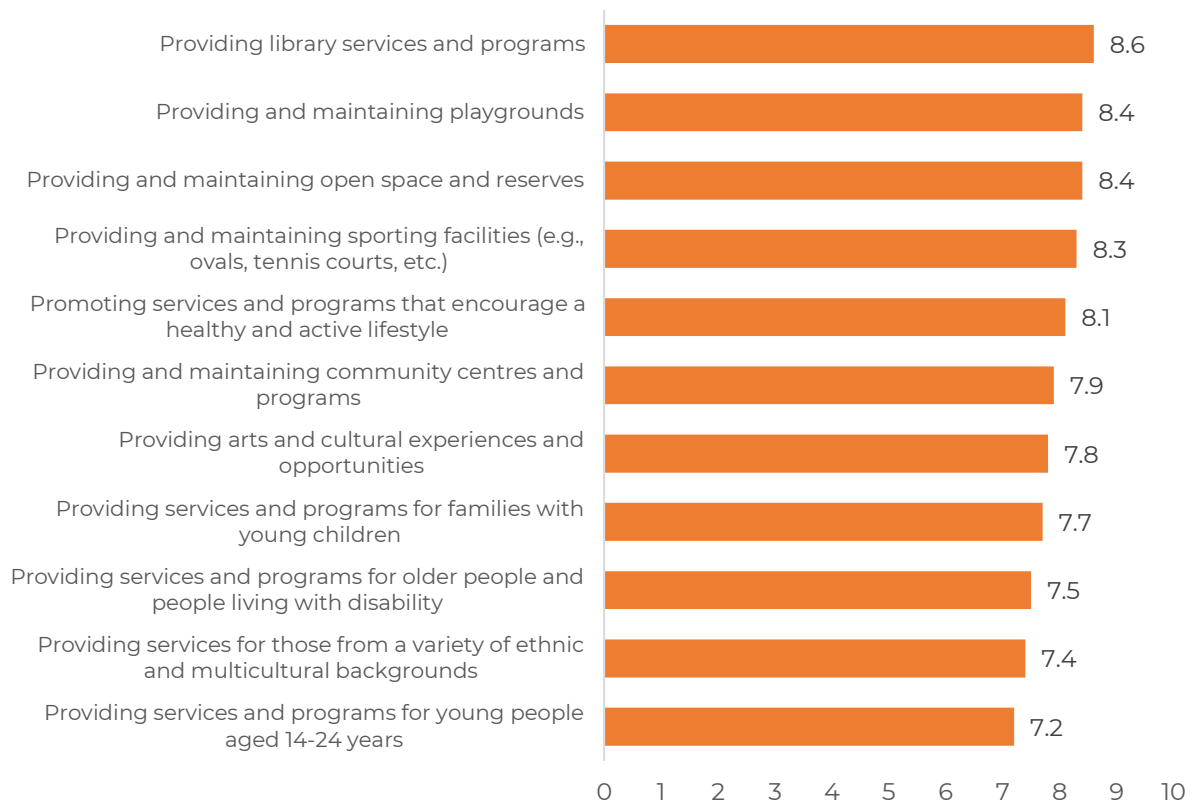
- I have lived here on and off all my life and always return! It's a convenient area close to all services and shopping. Having the beach within easy walking distance is an added bonus! Sporting facilities are now 1st class, the only thing I would like to see added is a completely fenced dog park!
- Score only goes to 6 not 10 = great location but rather overwhelming the older a person gets. We have drug deals going on near us that the police have been unable to eliminate. Guess this happens everywhere. Older people do not feel safe walking alone at night

Council provides a range of services and facilities. The following questions are about how satisfied you are with Council's performance in the delivery of these services and facilities.

Delivery of services and facilities

Q5: Please rate on a scale of 0 - 10, where 0 is very unsatisfied and 10 means you are very satisfied. Scores have been weighted.

Services and facilities



Providing library services and programs?

243 respondents provided a response to this question resulting in an average score of 8.6 (comparable to 8.6 in 2022, slightly down from 8.7 in 2020, up from 8.35 in 2019, equal with 8.6 earlier that year, up from 8.5 in 2017, slightly down from 8.7 in 2016). 31 respondents were unsure.

Providing and maintaining playgrounds?

216 respondents provided a response to this question resulting in an average score of 8.4 (significantly higher than 8.15 in 2022, slightly higher than 8.3 in 2020, up from 7.9 in 2019 and up from 8 earlier that year, slightly down from 8.5 in 2017, and up from 7.9 in 2016). 58 respondents were unsure.

Providing and maintaining open space and reserves?

256 respondents provided a response to this question resulting in an average score of 8.4, (slightly up on 8.3 in 2022, comparable to 8.4 in 2020, up from 8 in 2019 and 8.1 earlier that year, up on 8.3 in 2017, up from 7.8 in 2016). 18 respondents were unsure.

Providing and maintaining sporting facilities? (e.g. ovals, tennis courts etc.)

220 respondents provided a response to this question resulting in an average score of 8.3 (up on 8.11 in 2022, down from 8.4 in 2020, up from 7.8 in 2019, 7.95 earlier that year, comparable to 8.3 in 2017, up from 8 in 2016 and 7.6 in 2015). xx respondents were unsure. 54 people were unsure.

Promoting services and programs that encourage a healthy and active lifestyle?

212 respondents provided a response to this question resulting in an average score of 8.1 (up on 7.65 in 2022, and 8 in 2020, up from 7.9 in 2019, and 8 earlier that year, down from 8.6 in 2017, and comparable to 8.1 in 2016). 62 people were unsure and did not provide a rating.

Providing and maintaining community centres and programs?

193 respondents provided a response to this question resulting in an average score of 7.9 (slightly higher than 7.8 in 2022, slightly down on 8 in 2020, up on 7.75 in 2019, down from 8 earlier that year, comparable with 7.9 in 2017). 81 respondents were unsure.

Providing arts and cultural experiences and opportunities?

221 respondents provided a response to this question resulting in an average score of 7.8 (up on 7.5 in 2022, and 7.4 in 2020, and 7.2 in 2019. (There are no comparisons to previous years as this was a new question in 2019). 53 respondents were unsure.

Providing services and programs for families with young children?

155 respondents provided a response to this question resulting in an average score of 7.7 (up on 7.4 in 2022, and 7.6 in 2020, 7.55 in 2019, comparable to 7.7 earlier that year, down from 8.6 in 2017, up from 7.5 in 2016). 119 respondents were unsure.

Providing services and programs for older people and people living with disability?

133 respondents provided a response to this question resulting in an average score of 7.5 (equal to 7.5 in 2022, slightly down on 7.7 in 2020, up from 7.4 in 2019, down from 7.85 earlier that year, comparable with 7.6 in 2017, and 7.55 in 2016). 141 respondents were unsure.

Providing services and programs for those from a variety of ethnic and multicultural backgrounds?

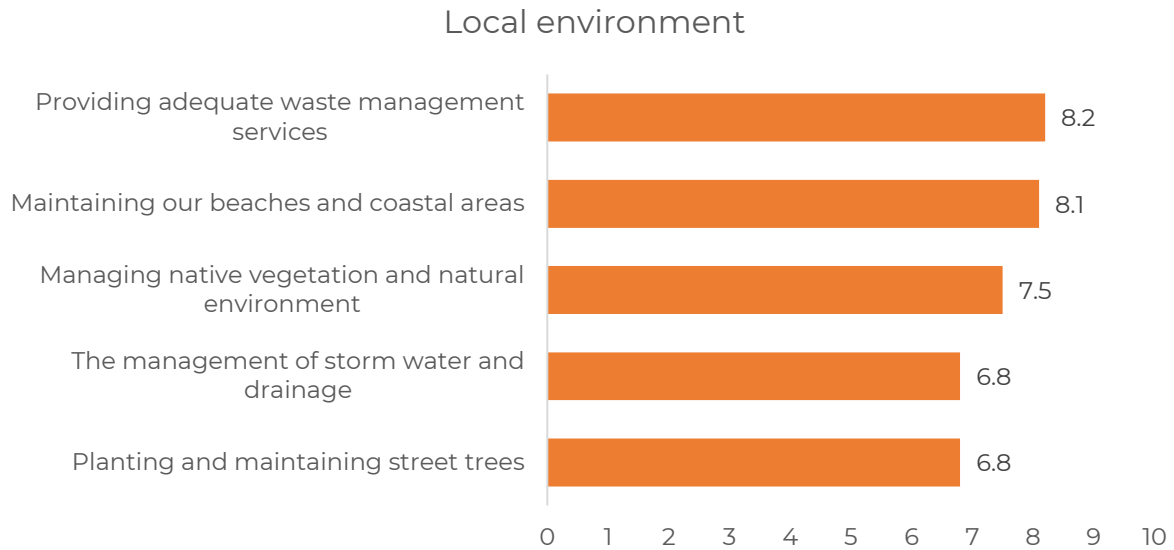
135 respondents provided a response to this question resulting in an average score of 7.4 (significantly up on 6.9 in 2022, up on 6.9 in 2020, up from 6.7 in 2019, and from 7.1 earlier that year, comparable to 7.3 in 2017, up from 6.9 in 2016). 139 respondents were unsure.

Providing services and programs for young people aged 14-24 years

116 respondents provided a response to this question resulting in an average score of 7.2 (a significant improvement on 6.5 in 2022, and 6.45 in 2020, up from 6.3 in 2019, and 6.7 earlier that year, down from 8.3 in 2017, and comparable to 7.1 in 2016). 158 respondents were unsure.

Local environment

Q6: On the same scale where 0 is very dissatisfied and 10 is very satisfied, respondents were asked to rate the following.



Providing adequate waste management services?

266 respondents provided a response to this question resulting in an average of 8.2 (up on 8 in 2022, down from 8.3 in 2020, up from 7.8 in 2019, comparable to 8.15 earlier that year, slightly up on 8.1 in 2017, up from 7.5 in 2016). 8 respondents were unsure.

Maintaining our beaches and coastal areas?

268 respondents provided a response to this question resulting in an average of 8.1 (slightly up on 8 in 2022, comparable to 8.1 in 2020, up from 7.8 in 2019, up on 8 earlier that year, down from 8.4 in 2017, up from 7.6 in 2016). 6 respondents were unsure.

Managing native vegetation and natural environment?

263 respondents provided a response to this question resulting in an average of 7.5 (down from 7.7 in 2022, and 7.8 in 2020, up from 7.3 in 2019, equal to 7.5 earlier that year, down from 8.1 in 2017, up from 7.4 in 2016). 11 respondents were unsure.

The management of storm water and drainage?

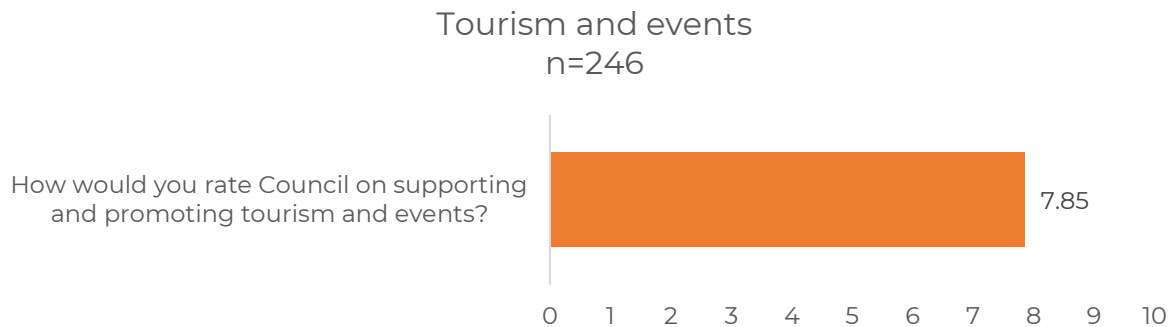
250 respondents provided a response to this question resulting in an average of 6.8 (equal to 6.8, down from 7, up from 6.6 in 2019 and 6.9 earlier that year, down from 7.3 in 2017, significantly up from 5.6 in 2016). 24 respondents were unsure.

Planting and maintaining street trees?

267 respondents provided a response to this question resulting in an average of 6.8 (down from 7 in 2022, and 7.1 in 2020, up from 6.6 in 2019, and 6.5 earlier that year, down from 7.8 in 2017, equal to 6.8 in 2016). 7 respondents were unsure.

Tourism and events

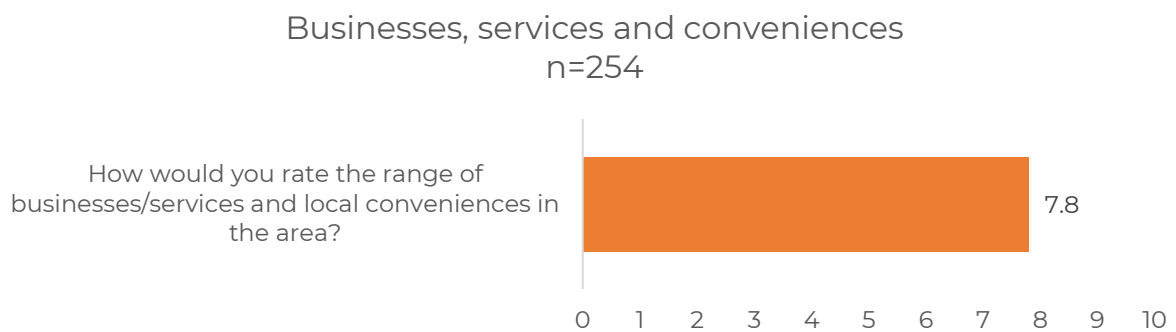
Q7: Now we would like to ask you about events and tourism in the area. On the same scale where 0 is very unsatisfied and 10 is very satisfied, how would you rate Council on supporting and promoting tourism and events?



246 respondents provided a response to this question resulting in an average of 7.85 (up on 7.6 in 2022, and 7.6 in 2020, and 7.5 in 2019, equal to 7.8 earlier that year, down from 8.5 in 2017, down from 8 in 2016). 28 respondents were unsure.

Local business

Q8. How would you rate the range of businesses/services and local conveniences in the area?

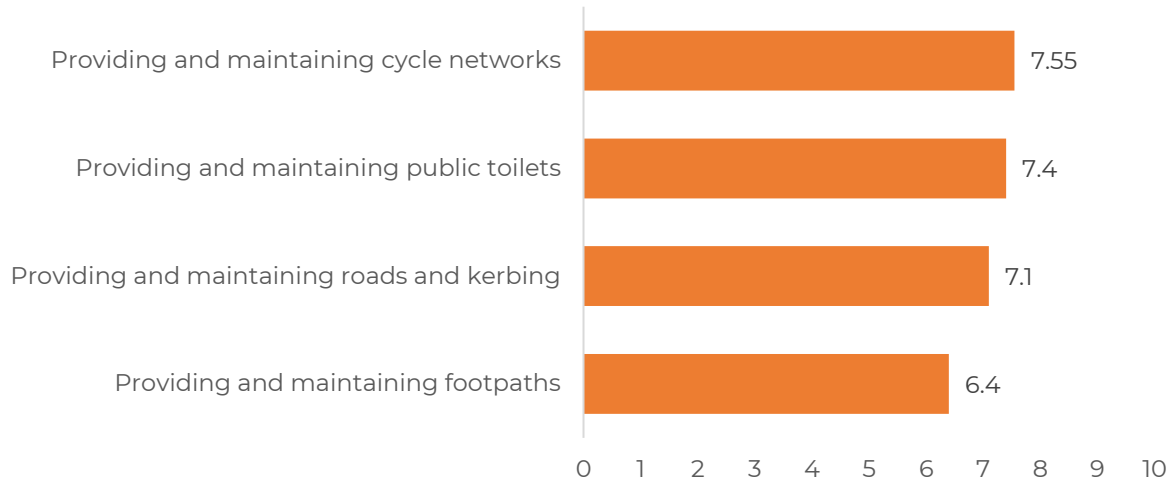


254 respondents provided a response to this question resulting in an average of 7.8 (down from 8.1 in 2022, and 8.1 in 2020, up from 7.6 out of 10 in 2019, slightly down from 7.9 earlier that year, down from 8.6 in 2017, and 2016). 20 respondents were unsure.

Public services and management

Q9: On the same scale where 0 is very dissatisfied and 10 is very satisfied, respondents were asked to rate the following public services and management?

Public services and management



Providing and maintaining cycle networks?

205 respondents provided a response to this question resulting in an average of 7.55 (up from 7.2 in 2022, up on 7.3 in 2020, and 7.2 in 2019 and 7.2 earlier that year, down from 8.2 in 2017, down from 7.9 in 2016). 69 respondents were unsure.

Providing and maintaining public toilets?

216 respondents provided a response to this question resulting in an average of 7.4 (up from 7.2 in 2022, and 7.3 in 2020, up from 7.0 in 2019, and 7.3 earlier that year and in 2017, up from 6.7 in 2016). 58 respondents were unsure.

Providing and maintaining roads and kerbing?

267 respondents provided a response to this question resulting in an average of 7.1 (equal to 7.1 in 2022, down from 7.3 in 2022, and 7.2 in 2020, up from 6.9 in 2019, up from 7.0 earlier that year, down from 7.4 in 2017, and up from 6.95 in 2016). 7 respondents were unsure.

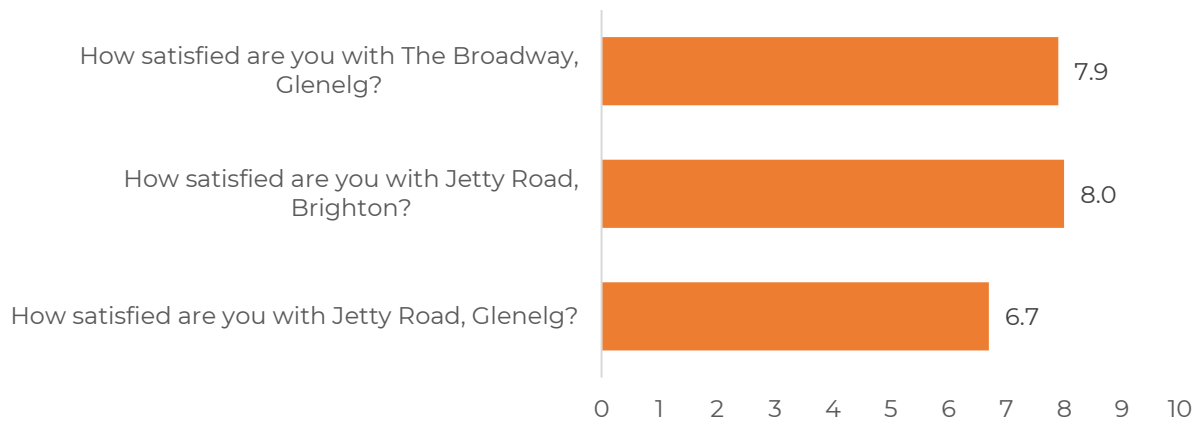
Providing and maintaining footpaths?

270 respondents provided a response to this question resulting in an average of 6.4, (slightly down from 6.5 in 2022, and 6.5 in 2020, slightly up from 6.3 in 2019, up from 6.1 earlier that year, down from 8.7 in 2017, down from 6.8 in 2016). 4 respondents were unsure.

Satisfaction with three major main roads

Q10: All respondents were asked to provide a rating on a scale 0 to 10 scale, where 0 is very dissatisfied and 10 is very satisfied with the three major main roads in the City of Holdfast Bay namely Jetty Road, Glenelg, Jetty Road, Brighton and The Broadway, Glenelg.

Satisfaction with major streets

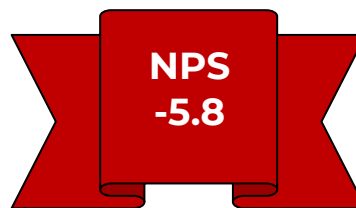


As predicated, Jetty Road Glenelg scored significantly lower this year compared to last. Jetty Road Brighton overtook The Broadway and is now rated the favourite amongst the three major streets.

Jetty Road, Glenelg n=259



259 respondents provided a response to this question resulting in an average of 6.7 (down from 7.1 in 2022, and 7.2 in 2020, and 6.85 in 2019 and slightly up on 6.6 earlier that year). 15 respondents were unsure. We have calculated an NPS score for Jetty Road, Glenelg as follows:



Q11. Why did you rate your satisfaction with Jetty Road, Glenelg this way?

Face-to-face

- Dirty / needs a facelift / dull (55 comments)
- Great selection of shops / services / facilities and activities (55 comments)
- Empty shops / high rents (49 comments)
- Too busy / crowded / avoid (35 comments)
- Access / convenient / easy (32 comments)
- Parking difficult / public crossings (30 comments)
- Poor selection of shops / service / facilities and activities (25 comments)

- Good atmosphere / environment / neighbourhood / family (23 comments)
- Not Safe / homeless (22 comments)
- Love it / nice / great place to go (19 comments)
- Clean / safe / maintained (12 comments)
- Not easy to get around / construction works (10 comments)
- The Beach (7 comments)
- Other (12 comments)
- Vibrant / good feel (7 comments)
- Activities / events (2 comments)

Other responses included:

- Because the traders have a lot of say with parking & one way street. Not enough zebra crossing.

Closed shops and pub on the beach.

- The current oligopoly of ownership of rental retail/dining venues hinders better restaurants and clothing stores. Rents are too high, Glenelg has similar housing values to say Norwood, but Jetty Road shops are mainly high turnover/ low quality in comparison. Should be council or government intervention to disallow this to occur.
- Get rid of Taplins it has destroyed Jetty Rd. There are not enough parks around the library.
- Good shops, services, needs a tourist info kiosk
- Has everything for tourists
- I do not agree with the pub on the beach where use public space for private beach club
- It is a little tiring but has so much potential. Would be good for rent to be lower to help out small businesses
- Not enough free car parking unless you are going to Woolworths. It is good having the tram traveling all the way to the beach, but having the street parking on the street makes it unsafe. Think Jetty Road should be closed to cars during peak summer periods on the weekends and public holidays
- Pedestrian access to goods and services above average. Car parking is quite good. High performance cars and motorcycles need to be monitored carefully. Tram services a good support at night and weekends
- They must respect the charm of the street e.g., planting & shops look after their shop fronts. Don't sell off to developers. I don't like the ferris wheel. I think it should be a priority to keep the old buildings and not high rises.
- We have all these interested people e.g., pedestrians' cyclists' business motorist motorcycles so it's a recreational area. All contribute to noise level & lack of space & pollution.

YourHoldfast

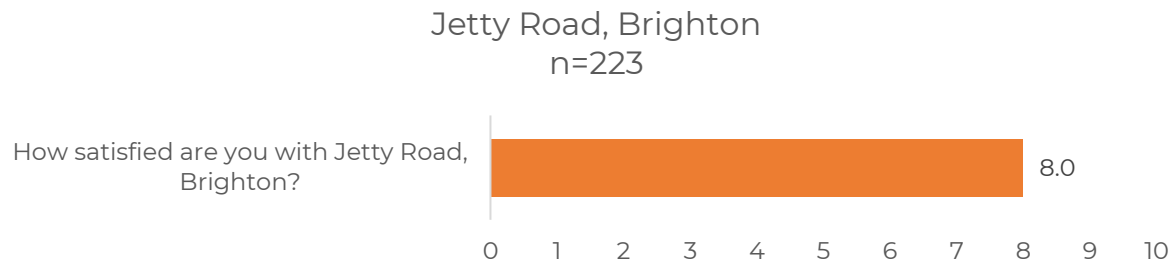
- Dirty / needs a facelift / dull (106 comments)
- Traffic / parking difficulties / public crossings (77 comments)
- Empty shops / high rents (69 comments)
- Poor selection of shops / service / facilities and activities (55 comments)
- Not safe / homeless (41 comments)
- Too busy / crowded / avoid (38 comments)
- Great selection of shops / service / facilities and activities (37 comments)
- Access / convenient / easy (29 comments)
- Not easy to get around / construction works (26 comments)

- Love it / nice / great place / good Council (20 comments)
- Council spending / policy / building (13 comments)
- Other (11 comments)
- Good atmosphere / environment / neighbourhood / family (8 comments)
- Clean / safe / maintained (7 comments)
- Vibrant / good feel (6 comments)
- Activities / events (3 comments)
- The beach (1 comments)

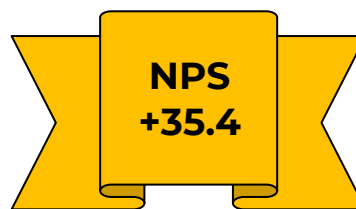
Other responses included:

- As a resident I feel the jetty should be extended as it was many years ago. The foundation pylons are still there after all these years. Cruise ships could be a great advantage for our area financially.
- Because the stupid design of the input screen does not allow me to read the topic and access the higher scores at the same time!
- Convert to pedestrian mall. Vehicle crossings only to Partridge/Gordon Streets and Brighton Road. Move bus interchange to Brighton Road (purchase properties at Dunbar Terrace/Jetty Road to establish. Bus only crossing of trams just east of trams points (say 100 m east of Jetty Road). Run historic trams on one track and mainline trams on the other (during weekends). Encourage Street frontage to be remodelled to historic outlook. Make it a village again!
- Dirty, wet in winter commercial properties do not maintain stormwater Dow Encourage Street of the sea urchin, please, it's an embarrassment
- It is almost purely a tourist hub that focusses on visitors from outside the council district. High rents are the focus and as such local some shops are put aside in favor of tourist ice cream parlors and coffee shops. Jetty road Brighton is going the same way. Success for investors, often talked about by locals as a loss of community. I think we need to focus more on upgrading places like the council-owned clubs to offering accommodation to other community offerings when not in club use.
- There is no provision to provide a neutral answer. I do not frequent Jetty Road except on very limited occasions.
- There is too much focus on this area, and it has been an ongoing failure. It will not revive until shopping centres are abandoned. Specialty shops and boutiques are too expensive for the local demographic and will not be enough to keep it going. Tourists also will not keep it going. It used to be a regular weekly shopping place but not now. Too easy to visit Marion
- What do you mean by satisfied? As a place to park? As a place to walk? As a place to find a restaurant
- Tram seating footpaths
- Turn it into a mall
- Would be great if there was a pedestrian only stretch of Jetty Road

Q12: On the same 0 to 10 scale, where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with Jetty Road, Brighton?



223 respondents provided a response to this question resulting in an average of 8.0 (significantly higher than 7.6 in 2022, and 7.8 in 2020, and 7.5 in 2019, and 7.8 earlier that year). 51 respondents were unsure. We have calculated an NPS score for Jetty Road, Brighton as follows:



Q13. Why did you rate your satisfaction with Jetty Road, Brighton this way?
Face-to-face

- Great selection of shops / service / facilities and activities (87 comments)
- Too busy / don't go / haven't been in a while (68 comments)
- Love it / nice / great place to go / frequent a lot / attractive (49 comments)
- Good atmosphere / environment / neighbourhood / family (38 comments)
- Parking difficult / pedestrian crossing difficulty / speeding (38 comments)
- Vibrant / good feel (19 comments)
- Clean / safe / maintained (15 comments)
- Empty / poor selection of shops / service / facilities and activities / limited opening hours (11 comments)
- Access / convenient / easy (10 comments)
- Not easy to get around / construction works (8 comments)
- Activities / events (5 comments)
- Dirty / needs a facelift / dull (5 comments)
- The beach (3 comments)
- Other (2 comments)

Other responses included:

- Great shopping and restaurants, the only issue is there is very limited parking, so the side streets get very congested with them causes issues when we get visitors. Possible solutions would be introducing some resident permit zones and for very narrow streets making the roads one direction could help
- Like the new lighting

YourHoldfast

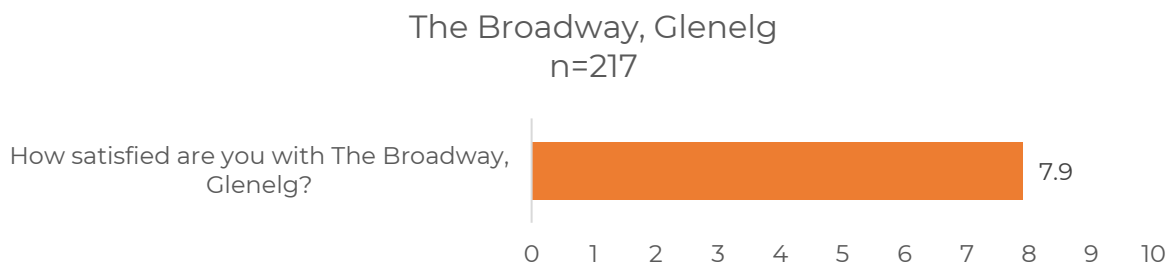
- Great selection of shops / service / facilities and activities (78 comments)

- Parking difficult / pedestrian crossing difficulty / speeding (70 comments)
- Too busy / don't go / haven't been in a while (69 comments)
- Love It / nice / great place to go / frequent a lot / attractive (49 comments)
- Good atmosphere / environment / neighbourhood / family (44 comments)
- Vibrant / good feel (38 comments)
- Access / convenient / easy (27 comments)
- Empty / poor selection of shops / service / facilities and activities / limited opening hours (25 comments)
- Not easy to get around / construction works (25 comments)
- Clean / safe / maintained (21 comments)
- Dirty / facelift / dull (11 comments)
- Other (8 comments)
- Activities / events (3 comments)
- The beach (3 comments)

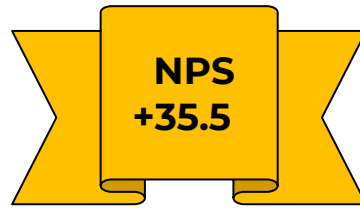
Other responses included:

- Because the stupid design of the input screen does not allow me to read the topic and access the higher scores at the same time!
- Great coffee shops and a nice buzz to it. The only issue is lack of parking. Street parties are good fun although I didn't get wrestling/ boxing at the last one. More music orientated events would be good.
- I am neither satisfied nor dissatisfied.
- It seems to get all of council's attention (compared to Jetty Road Glenelg)
- This is a very pleasant strip of cafes and shops, but far too congested on the Southern side. My suggestion is that the opposite side of the street be rezoned to accommodate businesses and traffic flow be reduced.
- Too many bogans take their dogs to local businesses I would otherwise visit.
- Your template needs adjusting so that people can view it on screen (only 8 ratings on the scale of 1-10 show). in this box a large template area is provided yet only allow 500 characters. I have typed 3 different answers in here already and have now given up as the last required '- 65' characters before I could move to the next page. I solved my Jetty Road Brighton issues by moving away but lost a beloved pet on Dunluce due to people racing down that street to the beach - s/b 40 km limit there

Q14: On the same 0 to 10 scale, where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with The Broadway, Glenelg?



217 respondents provided a response to this question resulting in an average of 7.9 (slightly higher than 7.8 in 2022, 7.7 in 2020, and 7.6 in 2019 and 7.65 earlier that year). 57 respondents were unsure. We have calculated an NPS score for The Broadway as follows:



Q15: Why did you rate your satisfaction with The Broadway, Glenelg this way?

Face-to-face

- Great selection of shops / service / facilities and activities (81 comments)
- Love it / nice / great place to go / not too busy (49 comments)
- Don't go / don't know about it (46 comments)
- Clean / safe / maintained / quiet (19 comments)
- Empty shops / poor or less selection of shops / service / facilities and activities (16 comments)
- Access / convenient / easy (15 comments)
- Good atmosphere / environment / neighbourhood / family (13 comments)
- Parking difficult / pedestrian crossings / speeding (11 comments)
- Vibrant / good feel / friendly (11 comments)
- Activities / events (10 comments)
- Dirty / facelift / dull (10 comments)
- Not easy to get around / not much to do there (8 comments)
- The beach / shoreline (6 comments)
- Busy / crowded / avoid (5 comments)
- Other (1 comment)

The other response was:

- More history about the Broadway

YourHoldfast

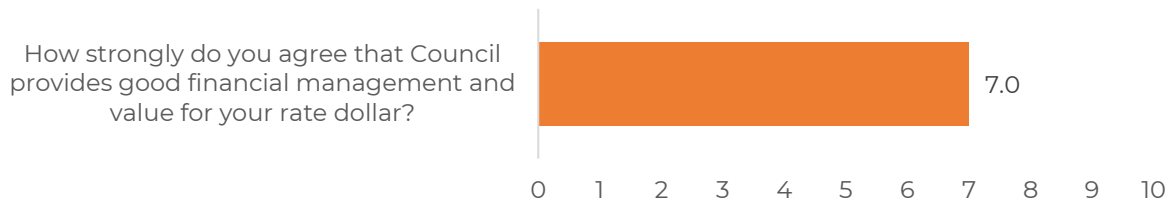
- Don't go / don't know about it (75 comments)
- Great selection of shops / service / facilities and activities (71 comments)
- Love it / nice / great place to go / not too busy (68 comments)
- It's ok / could be better / has potential / improving (48 comments)
- Access / convenient / easy (40 comments)
- Good atmosphere / environment / neighbourhood / family (25 comments)
- Dirty / dull / not safe (21 comments)
- Empty shops / poor or less selection of shops / service / facilities and activities (21 comments)
- Parking difficult / pedestrian crossings / speeding (21 comments)
- Vibrant / good feel / friendly (20 comments)
- Clean / safe / maintained / quiet (15 comments)
- Not easy to get around/ not much to do there (10 comments)
- Other (4 comments)
- Busy / crowded / avoid (2 comments)
- Activities / events (1 comment)

Other responses included:

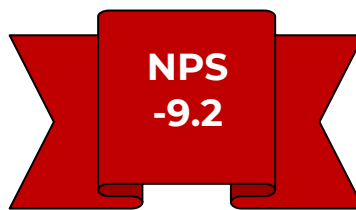
- Because the stupid design of the input screen does not allow me to read the topic and access the higher scores at the same time!
- We don't go there!
- Not sure what you mean by Broadway?
- We love eating down here but please put some bike racks in!!! There are none around the Broadway hotel precinct – ridiculous
-

Q16: On the same scale where 0 is totally disagree and 10 is totally agree, how strongly do you agree that Council provides good financial management and value for your rate dollar?

Council provides good financial management n=217

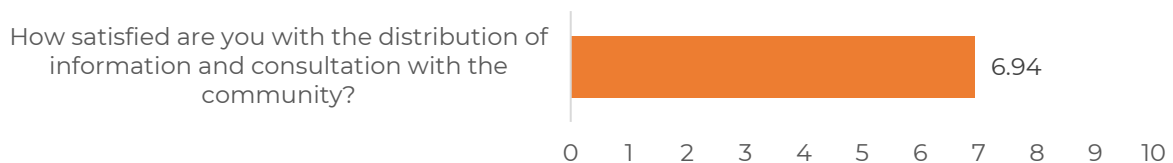


217 respondents provided a response to this question resulting in an average of 7.0 (up from 6.8 in 2022, and 6.75 in 2020, up from 6.3 in 2019, and 6.7 earlier that year, down from 7.35 in 2017 and equal to 7.0 in 2016). 57 respondents were unsure. We have calculated a net promoter score as follows:

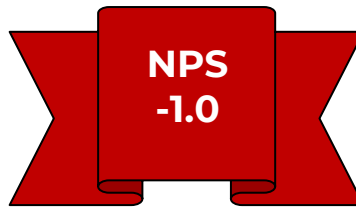


Q17: On the same 0 to 10 scale where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with the distribution of information and consultation with the community?

Satisfaction with distribution of information and consultation n=235

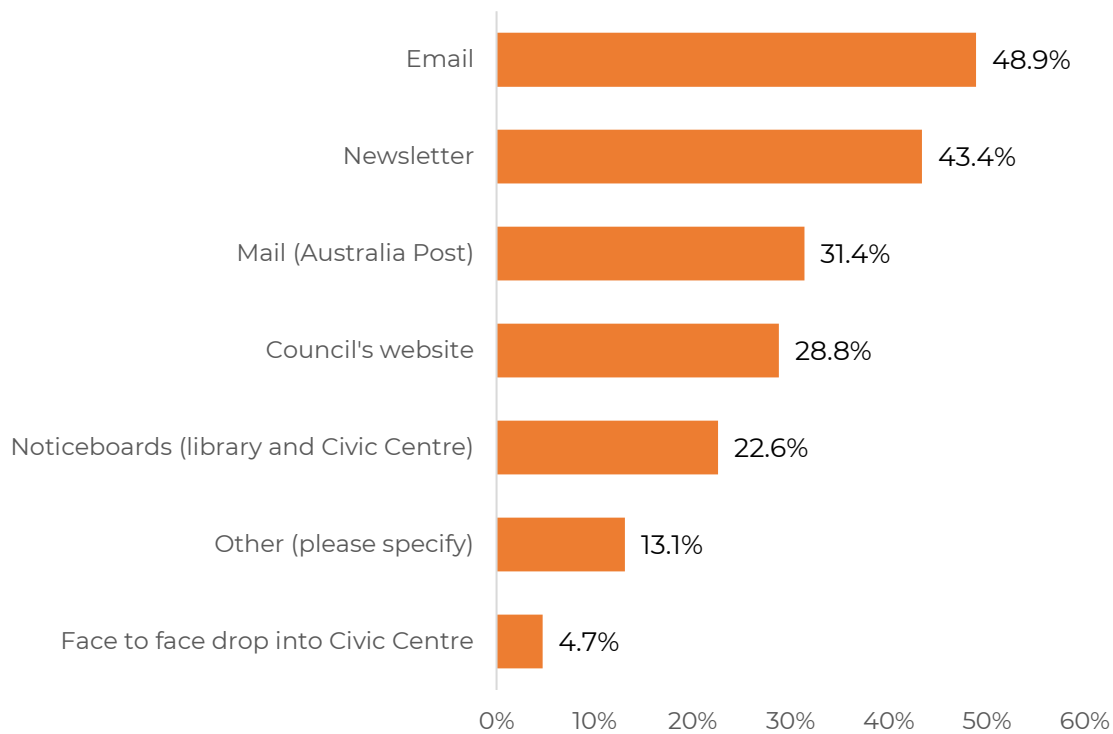


235 respondents provided a response to this question resulting in an average of nearly 7.0 (up from 6.7 in 2022, comparable to 6.9 in 2020, up from 6.5 in 2019, up from 6.7 earlier that year, down from 7.6 in 2017 and up from 6.7 in 2016 and up from 6.4 in 2014). 39 respondents were unsure. We have calculated a net promoter score as follows:



Q18: How would you prefer to receive information about Council's services and activities?

Preference to receive information from Council
n=274



Email and newsletter are the two most preferred information channels for residents to receive information about Council's services and facilities.

Those more likely to prefer email are aged 18-24 and 31-64 years, professionals/executives/managers, singles living alone or in shared accommodation, young couples, middle and mature family households, and those living in Hove.

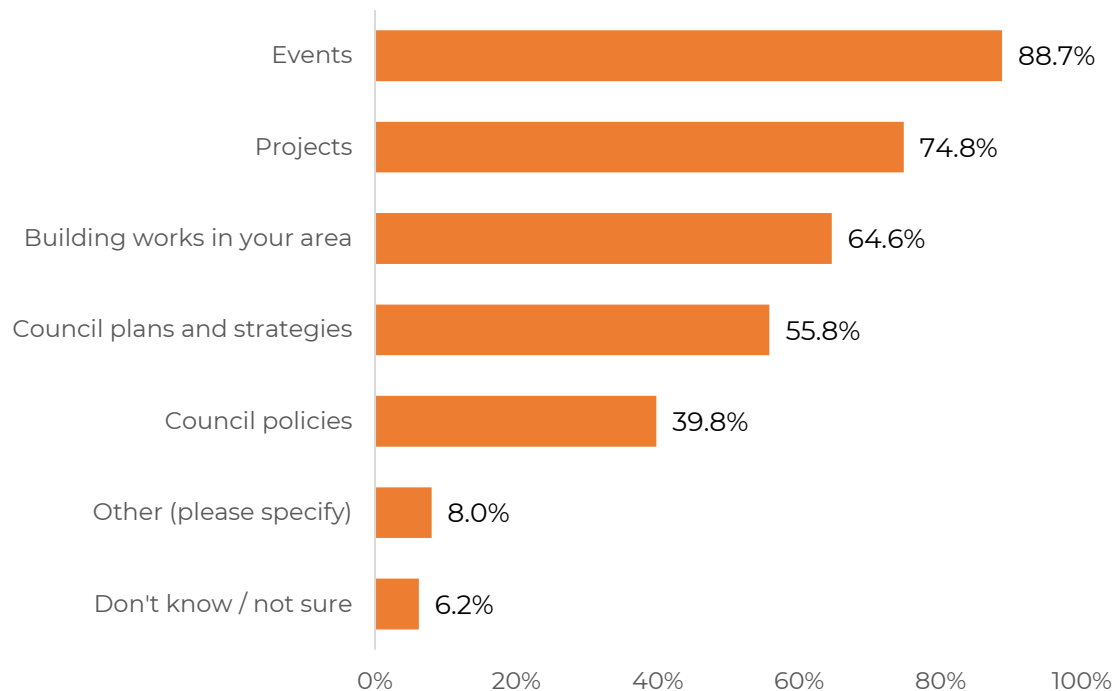
Those more likely to prefer newsletters are males, those aged 55+ years, retirees, those living in mature family and mature couples/singles households, those earning \$20,000-\$39,999pa, \$80,000-\$99,999pa and \$180,000+pa, and those living in Brighton, Somerton Park, and Hove.

Those more likely to prefer the mail via Australia Post are aged 25-30, 55-64 and 75+ years, those in home duties, young couples, and mature couples/singles, those earning \$20,000-\$39,999pa and \$150,000-\$179,999pa and those living in Glenelg.

Those more likely to prefer your website are aged 25-30 years, and 40-64 years, professionals/executives, white- and blue-collar workers and those in other employment, those in single, young couple, middle and mature family households, and those living in Brighton.

Q19: What types of things would you like Council to inform you about?

What information would you like to receive from Council?
n=274



Events, projects, building works in your area and Council plans and strategies are of most interest to residents.

Those more likely to be interested in event information are females, those aged 31-54 years, professionals/executives/managers, those in home duties and in other employment, middle family households, those earning \$40,000-\$59,999pa, \$80,000-\$99,999pa and \$180,000+pa, and those living in Somerton Park and Hove.

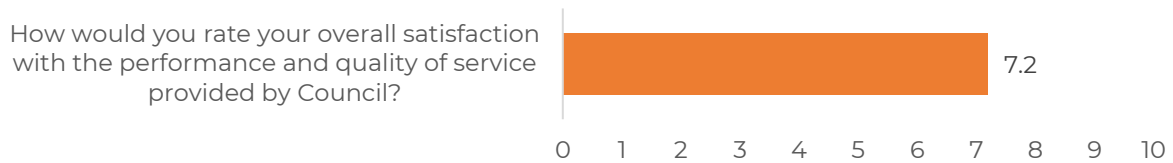
Those more likely to be interested in project information are males, those aged 40-64 years and 75+ years, professionals/executives/managers, and those in home duties, middle and mature family households, those earning \$20,000-\$59,999pa, \$80,000-\$149,999pa and \$180,000+pa, and those living in Hove.

Those more likely to be interested in building works in their area are those aged 40-64 years, professionals/executives/managers, and those in home duties, middle and mature family households, those earning less than \$20,000pa, \$80,000-\$149,999pa and \$180,000+pa, and those living in Glenelg.

Council plans and strategies are of more interest to those aged 40-64 years and 75+ years, professionals/executives/managers and those in home duties, young and mature family households, low-income earners and those earning more than \$100,000pa, and those living in Glenelg.

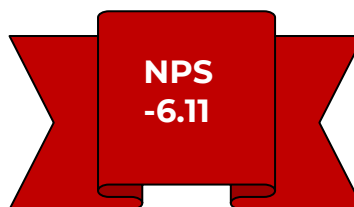
Q20: On the same 0 to 10 scale, how would you rate your overall satisfaction with the performance and quality of service provided by Council?

Overall satisfaction with the performance and quality of service provided by Council
n=273



273 respondents provided a response to this question resulting in an average of 7.2 (up significantly on 6.9 in 2022, slightly up on 7.1 in 2020, significantly up from 6.6 in 2019 and 6.8 earlier that year, and equal to 7.2 in 2017). One person was unsure.

We applied a Net Promoter Score to this question by subtracting the number of detractors (those rating 0-6) from the number of promoters (those rating 9 – 10). The score is negative 6.1 (better than negative 18.4 in 2022 and negative 11.8 in 2020 but significantly improved on negative 29.3 recorded in 2019 and negative 21 recorded earlier that year).



Aspects for Council to focus on

Q21. Which aspects do you think are the most important for Council to focus their efforts on over the next four years?

All respondents were asked what they believe to be the most important for Council to focus their efforts on over the next four years. The responses were open-text, and the majority were multi-layered and fell into several categories and whilst the categories were very similar to those from the last survey there were some shifts in the number of comments within the categories. Many of the comments were extensive in their nature with multiple aspects and therefore have been placed within the category of most dominance or first mention.

Face-to-face

- Infrastructure / tree maintenance / lighting (49 comments)
- Beach maintenance / climate / environment / tree planting (42 comments)
- Parking / traffic (31 comments)
- Safety / homelessness / policing (27 comments)
- Better communication / community involvement / services (26 comments)
- Glenelg Jetty Rd (23 comments)
- Council spending / stop redevelopment (17 comments)
- Events / tourism / activities / community groups (17 comments)
- Library / services / amenities / parks (17 comments)
- Cleaning / rubbish pick up (14 comments)
- Aged / disability Care (13 comments)

- Support / attract businesses / reduce business rates (11 comments)
- Future planning (10 comments)
- Storm water (10 comments)
- Keep going as is / I like it (8 comments)
- Other (3 comments)

Other responses included:

- Cheaper option for pavements would have been large concrete pavers
- I think they could do with improving jetty Rd lighting at wiggles reserve. Don't change sign unless it is absolutely necessary e.g., gender signs.
- More times and dates for immunisation and road/ pedestrian crossing

YourHoldfast

- Infrastructure / tree maintenance / lighting (101 comments)
- Council spending / policy / stop redevelopment (79 comments)
- Beach maintenance / climate / environment / tree planting / dog control (74 comments)
- Parking / traffic (65 comments)
- Safety / homelessness / policing (49 comments)
- Events / tourism / activities / community groups (43 comments)
- Library / services / amenities / parks (35 comments)
- Cleaning / rubbish pick up (32 comments)
- Glenelg Jetty Rd (28 comments)
- Better communication / community involvement / services (26 comments)
- Aged / disability care / health (24 comments)
- Support / attract businesses / reduce business rates (22 comments)
- Future planning (21 comments)
- Residential rates / housing (20 comments)
- Storm water (14 comments)
- Other (10 comments)
- Keep going as is / I like it (8 comments)

Other responses included:

- A bit behind Marion Council
- Ban dogs from public places and spaces so people (including children) can use them in peace. Pet(s) are the responsibility of their owners and belong in their backyards, not out in public to be a nuisance to the rest of the community.
- Build a bigger, better jetty.
- Getting rid of the beach bar.
- I have a special interest in the maintenance and improvement of the North Brighton cemetery. It has been sadly neglected. I would like to see a monthly inspection and cleanup of dead tree branches and general rubbish.
- I would like to see Glengowrie come under the holdfast council, as many of my friends in the area of Glengowrie use holdfast for almost all services & locally I believe the people of that area are contributing from spending, eating out & using the facilities holdfast offer
- Noisy neighbours need to be addressed
- Patawalonga
- To be honest and fair with all the residents and concentrate on all areas equally. I feel that some areas are more favourite than others. Just in your survey, you ask what can be

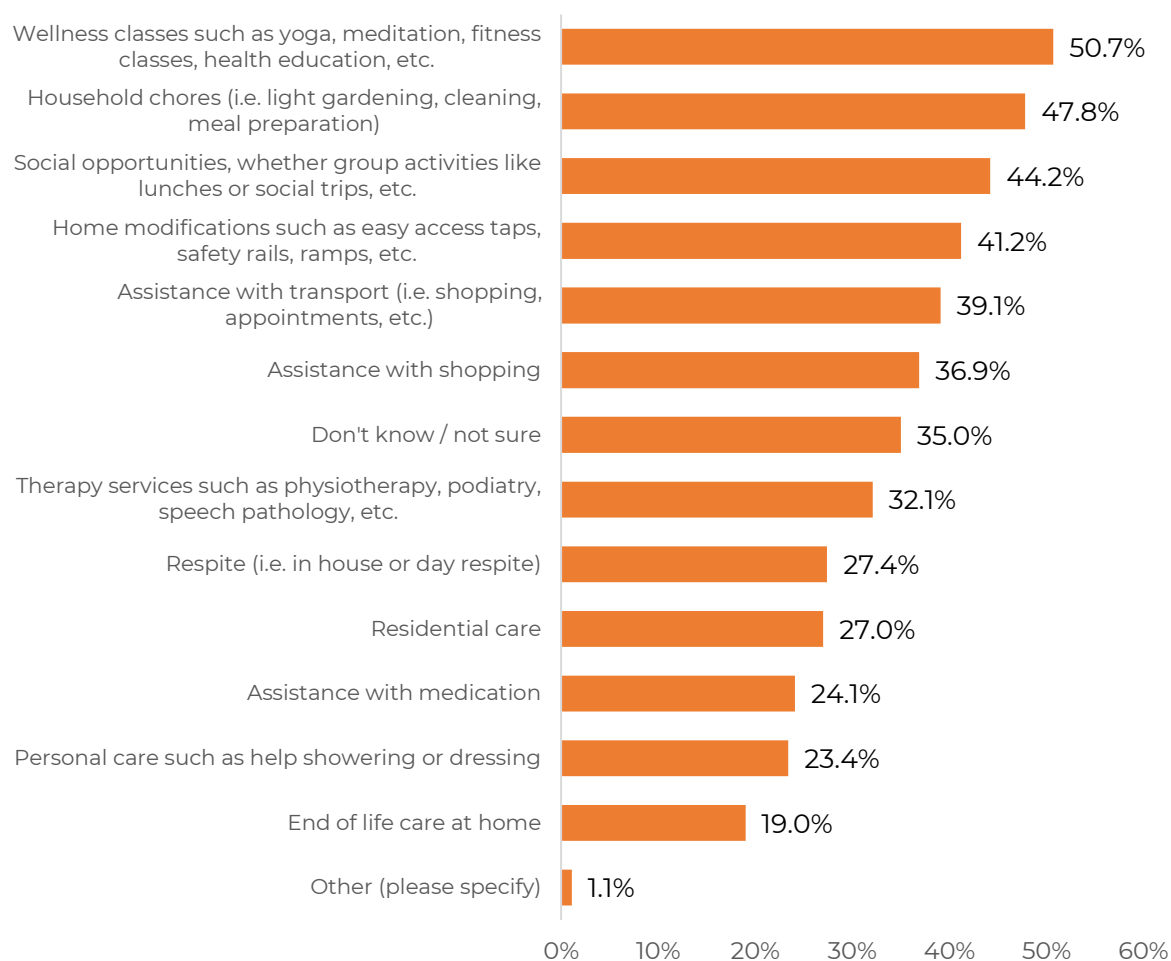
improved in Glenelg, Jetty Road Brighton, and The Broadway. But how about Seacliff, Hove and so on?

- You can't change the weather' - Should be the motto of every council member. Therefore, taking advantage of the weather year-round is critical. Brighton-Seacliff in particular is non-active for 9 of 99 months of the year yet is Adelaide's best beach. Need to change the thinking around this.

Q22: Which of the following services for older community members do you think you (and / or a family member) may wish to use in the future? (Multiple choice)

Services for older community members

n=274



Wellness classes is the most popular service at 52% (41% in 2022) closely followed by household chores at 48% (down significantly on 59% in 2022).

Those more interested in wellness classes are females, those aged 65+, those in home duties and retirees, mature couples/singles households, those earning less than \$39,999pa and \$60,000-\$79,999pa and those living in Glenelg.

Those more likely to be interested in household chores are females, those aged 55+ years, those in home duties or retirees, mature couples/singles, those earning \$20,000-\$39,999pa and \$60,000-\$99,999pa and those who live in Glenelg.

Those more likely to be interested in social opportunities are females, those aged 55+ years, those in home duties and retirees, single people living alone or in shared accommodation and mature couples/singles those earning less than \$40,000pa and \$60,000-\$79,999pa, and those living in Glenelg.

Those more interested in home-modifications are aged 55+years, those in home duties and retirees, mature couples/singles, those earning \$20,000-\$39,999pa, \$60,000-\$99,999pa, and those living in Glenelg and Hove.

Other comments from face-to-face included:

- Council is there for roads, rates, and rubbish; I don't think these services are best provided by councils.
- Family should assist the elderly wherever possible the council cannot provide total care. education and encouragement to be self-sufficient and healthy diet. promote more assistance from neighbours. Household audits for lighting, trip hazards, less clutter, access to healthy winter sunshine.
- I am good at the moment.

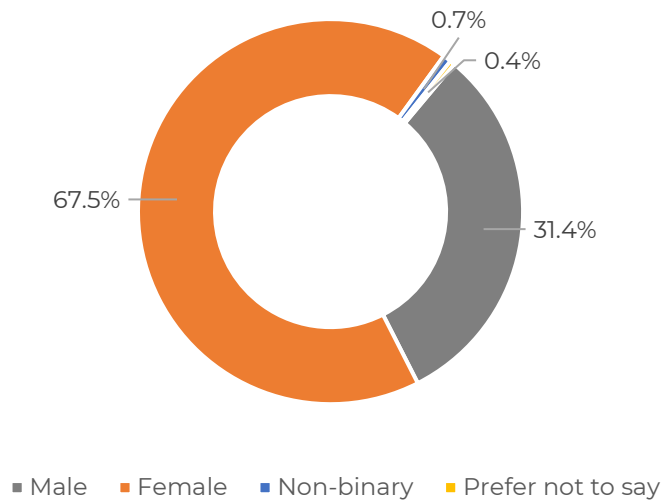
Other comments from YourHoldfast included:

- Any 'active senior' activities. Please put in some 'stretching towers' or adult sized equipment in some of the park areas, not just kids climbing frames ... that way as we walk around, we can do our stretches, etc also. Such equipment is too expensive for home purchase
- Anyone aging (which Glenelg residents definitely are) will need/use all of the above
- Can more publicity be provided to people under 65 who want to access NDIS but need help!
- Dementia support for carers, respite for hour or two, inter-generational programs to link with teens or children
- Dog walking
- Garden and maintenance
- I think all of these options are necessary and should be available to people to choose which options suit their circumstances.
- library services
- None
- none of the above. It is not the role of Council to be providing these services
- None. However, as a single parent with no family I might have used some!
- Peace Education Program
- There are other agencies both government and private that provide these services this is not Council core business and should not be provided at a cost to ratepayers.
- Timeframe for this question matters
- Very deficit focus, little offered for active ageing e.g., Digital inclusion, education and learning, targeted support for minority groups, accessible outdoor fitness equipment, walking groups. active citizenship
- Ways in which to continue to engage with the community and feel useful in some way, even if very small.
- Whilst I ticked these all, I do not consider that it in the councils remit to provide these services

- Why is the council providing such services????
- Would never help older community members without being paid. Nothing is ever done for free.

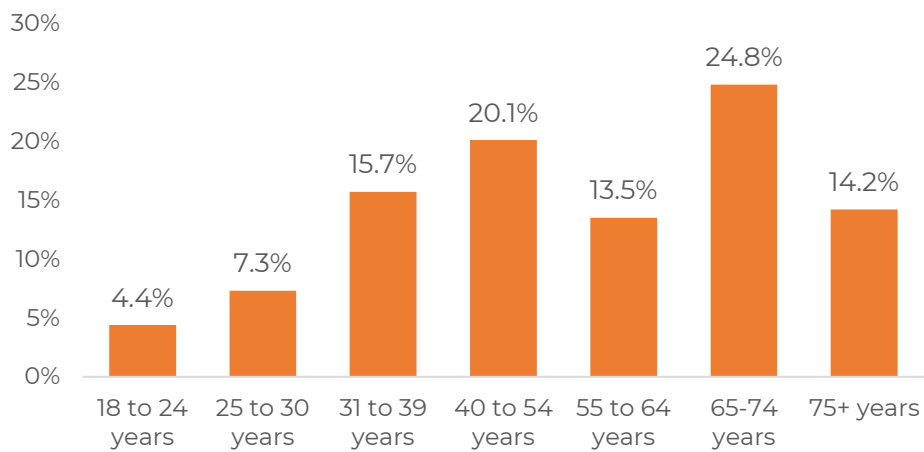
Q23: Record gender.

Gender n=274



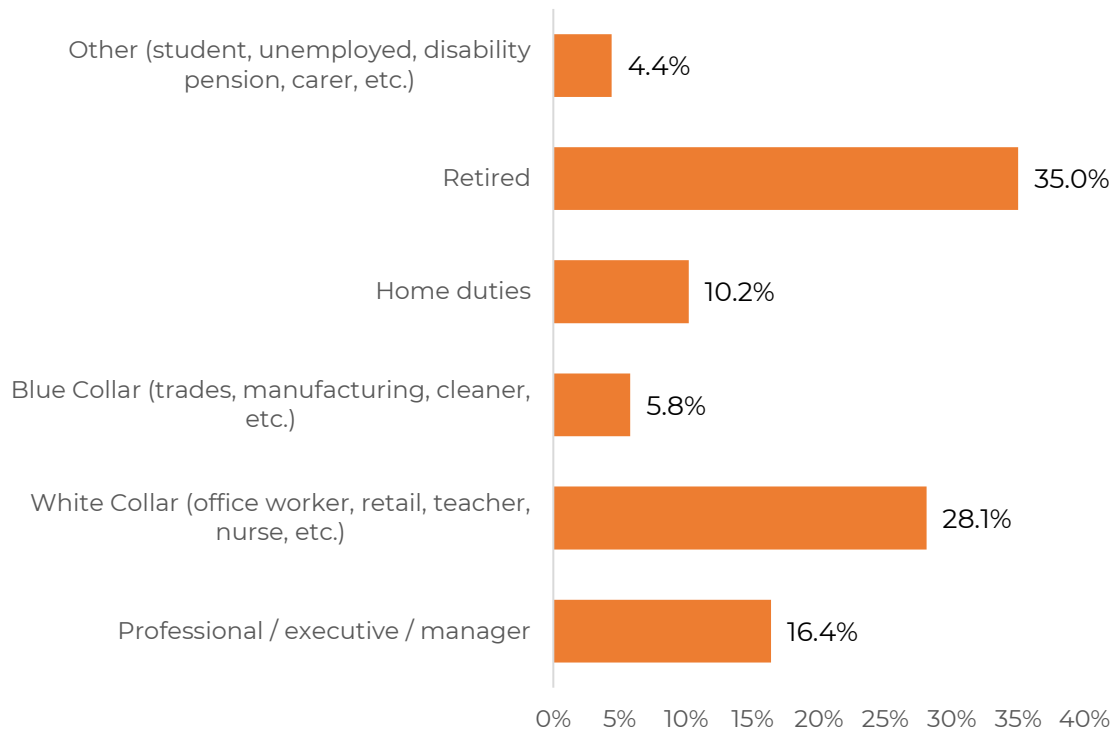
Q24: In which of these age groups do you fall?

Age n=274



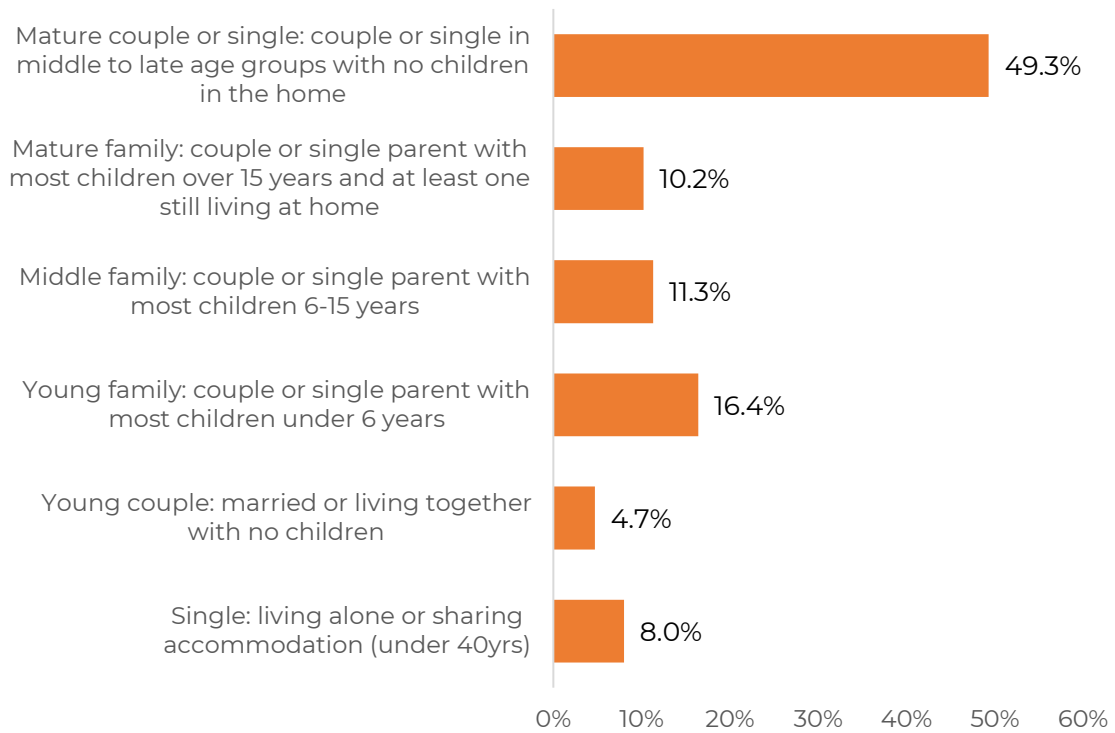
Q25: How would you describe your employment?

Employment
n=274

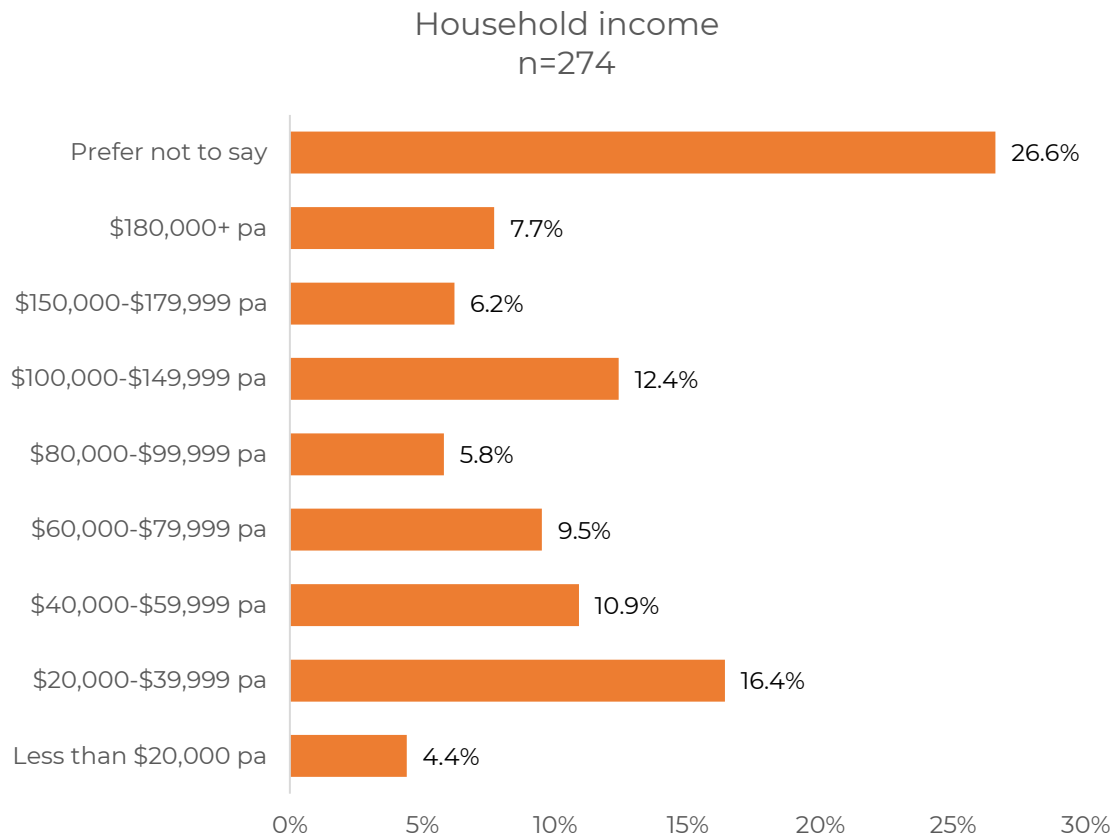


Q26: Which of these groups best describes your household?

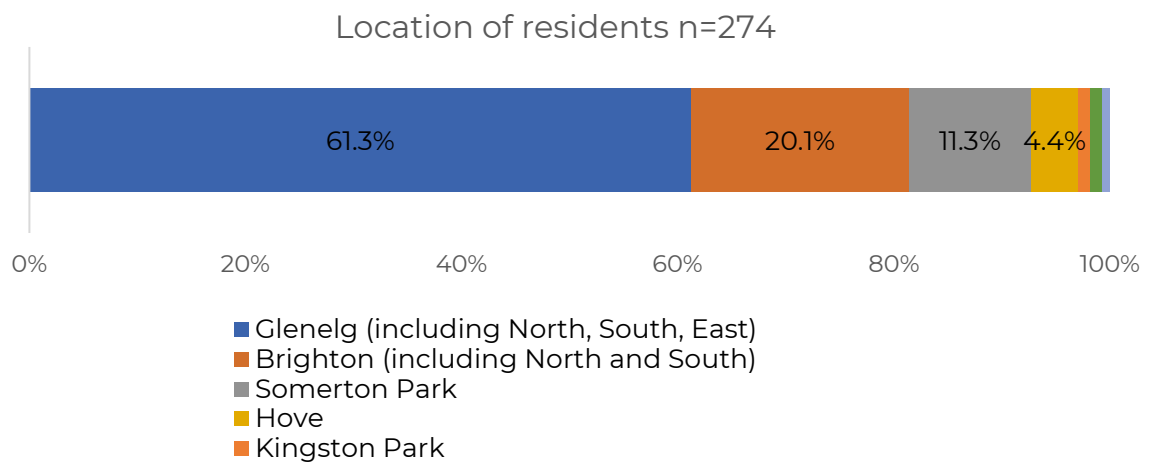
Household composition
n=274



Q27: Which of the following best describes your household income?



Q28: Which City of Holdfast Bay suburb do you live in?



Q29: As a final question, is there any other feedback you would like to give Council? (Responses are not mandatory. Space has been provided just in case you have a respondent who has something additional they'd like to mention.)

Face-to-face

- Maintenance / cleaning / waste collection (15 comments)
- Parking / traffic / public transport (15 comments)
- Good council / good job (12 comments)
- Services / facilities / amenities (10 comments)
- Tourism / events / activities (7 comments)
- Safety / homelessness (6 comments)
- Trees / greening (6 comments)
- Other (5 comments)
- Aged / disability (4 comments)
- Beach (4 comments)
- Improved communication / Information (4 comments)
- Infrastructure (3 comments)
- Health / wellbeing (2 comments)
- Redevelopment (2 comments)
- Stormwater (2 comments)

Other responses included:

- Mosley beach club shouldn't be on public land
- Noise pollution from pub on the beach
- Thank you for the opportunity to do the survey.
- There should be more lighting at James miller reserve. Residents should have a special opportunity to access the tennis courts and BBQ.
- We were upset by the movement of the tram to the hills. It should have stayed in Glenelg.

Your Holdfast

- Council spending / rates / policy (58 comments)
- Good council / good job / enjoy living here (56 comments)
- Improved communication / information / other councils (38 comments)
- Maintenance / cleaning / waste collection (33 comments)
- Parking / traffic / public transport (23 comments)
- Other (18 comments)
- Redevelopment / beautify (16 comments)
- Services / facilities / amenities (13 comments)
- Infrastructure (12 comments)
- Tourism / events / activities (12 comments)
- Safety / homelessness (11 comments)
- Trees / greening (9 comments)
- Aged / disability (7 comments)
- Stormwater (5 comments)
- Beach (4 comments)
- Health / wellbeing (1 comment)

Other responses included:

- Encourage more diversity on the council

- I am frustrated that my rates are based on property value as that has no relationship to the value I get as a single person in my house. Council should manage spending as most of us householders need to; as in careful prioritising and reducing debt., I love the beach, coast path and Library and Alwyndor services. I'd love some shade structures on the beach. I saw some at Wallaroo.
- I would like to see some more responses come out of these surveys
- Lengthen the jetty, bring in cruise ships, parking cheaper and less expensive rent for businesses
- My wife and I would like to see the Sculpture situated by St Andrew's by The Sea would be much better placed in a children's playground where it would be more appropriate surely there must be a more suitable sculpture for such a pleasant area.
- Please also actively protect the plovers from dogs., P.S. I am not a dog hater; they just need to be controlled.
- Please look at rezoning Glengowrie into the Holdfast Bay council zone, it's quite silly that half a postcode (5044) is in a different council zone and it's a known fact that residents of Glengowrie are zone to holdfast bay schools, they shop, eat out & use holdfast services
- Re this survey, there should have been opportunities to select 'not applicable' or 'don't know' in many of the questions. Recycling... what are we to do with soft plastics now there is a pause on sending them back to the supermarkets?
- Some answers were guesses as I did not have enough information to give informed number - not possible to score a 10 as survey only showed up to 6
- Some of the questions in this survey should include an option to select 'not applicable' or '99' as I do not have enough experience to answer them, e.g. I have no children and no physical disabilities, so I am unaware of the services available for these categories.
- The previous question about suburb omitted Seacliff Park (only included Seacliff)
- The stupid design of the input screen does not allow me to read the topic and access the higher scores at the same time!
- There seems to be a lack of genuine engagement and consultation. Even surveys like these can be easily skewed by the way in which a question is asked. I note there was no opportunity to say "don't know" which means the results will be less reliable.
- This did take longer than 10 mins
- This is the worst survey that I have ever done. The fact that you have to scroll to the side to see options '9', '10' and '99' is a disgrace. Please undertake a review of this survey and know how to do survey design.
- This survey isn't well designed. For example - all the questions that asked about children park facilities are not relevant to us - there should have been an N/A response for us. We really have no idea. And I have no idea if the council is spending our rates well. If it's just a perception, then how do you analyse that?
- This survey was terrible to complete. options 9, 10 and 99 were not visible without scrolling. When you scroll you lose sight of the question. One page with multiple questions is a lot of scrolling back and forth. I stopped doing this. the highest mark I gave after a few pages was 8 as that was the highest, I could see without having to scroll. Again, a terribly designed interface. Getting the small things right is important.
- What happened to Seacliff Park suburb in q29

7. Questionnaire

Q1: The first set of questions I'm going to ask you relate to safety. Please rate the following statements on a scale of 0 to 10 where 0 = Disagree and 10 = Strongly Agree.

Strongly disagree
0 1 2 3 4 5 6 7 8 9 10 Strongly agree
Unsure

- I feel safe in my neighbourhood
- Parks and reserves are well laid out and allow me to keep an eye on my children/my surrounds
- There is plenty of lighting along paths and in parks in the City of Holdfast Bay

Q2: Now this set of questions relates to the social aspects of living in the area.

Strongly disagree
0 1 2 3 4 5 6 7 8 9 10 Strongly agree
Unsure

- I can get to the places within the City of Holdfast Bay I want to go (access to shops, services, open space, etc.)
- The City of Holdfast Bay provides programs that foster social interaction and community well-being

Q3: On a scale of 0 to 10, where 0 is very unlikely and 10 is very likely, how likely is it that you would recommend the City of Holdfast Bay as a place to live to others?

Very unlikely
0 1 2 3 4 5 6 7 8 9 10 Very likely

Q4: Why did you rate your answer this way?

Council provides a range of services and facilities. The following questions are about how satisfied you are with Council's performance in the delivery of these services and facilities.

Q5: Please rate on a scale of 0 - 10, where 0 is very unsatisfied and 10 means you are very satisfied.

Very unsatisfied
0 1 2 3 4 5 6 7 8 9 10 Very satisfied
Unsure

- Providing and maintaining sporting facilities (e.g. ovals, tennis courts, etc.)
- Providing and maintaining open space and reserves
- Providing and maintaining playgrounds
- Providing arts and cultural experiences and opportunities.
- Providing library services and programs
- Providing and maintaining community centres and programs
- Providing services and programs for older people and people living with disability
- Providing services and programs for young people aged 14-24 years
- Providing services and programs for families with young children
- Promoting services and programs that encourage a healthy and active lifestyle
- Providing services for those from a variety of ethnic and multicultural backgrounds

Q6: Now we'd like to talk about the local environment. On the same scale where 0 is very unsatisfied and 10 is very satisfied how would you rate the following:

Very unsatisfied
0 1 2 3 4 5 6 7 8 9 10 Very satisfied
Unsure

- The management of storm water and drainage

Q15: Why did you rate your satisfaction with The Broadway, Glenelg this way?

Q16: On the same scale where 0 is totally disagree and 10 is totally agree, how strongly do you agree that Council provides good financial management and value for your rate dollar?

Totally disagree Totally agree
0 1 2 3 4 5 6 7 8 9 10 Unsure

Q17: On the same 0 to 10 scale where 0 is very unsatisfied and 10 is very satisfied, how satisfied are you with the distribution of information and consultation with the community?

Very unsatisfied Very satisfied
0 1 2 3 4 5 6 7 8 9 10 Unsure

Q18: How would you prefer to receive information about Council's services and activities?

- Mail (Australia Post)
- Newsletter
- Face to face drop into Civic Centre
- Noticeboards (library and civic centre)
- Email
- Council's website
- Other (please specify) _____

Q19: What types of things would you like Council to inform you about?

- Events
- Projects
- Building works in your area
- Council policies
- Council plans and strategies
- Don't know / not sure
- Other (please specify) _____

Q20: On the same 0 to 10 scale, how would you rate your overall satisfaction with the performance and quality of service provided by Council?

Very unsatisfied Very satisfied
0 1 2 3 4 5 6 7 8 9 10

Q21: Which aspects do you think are the most important for Council to focus their efforts on over the next four years?

Q22: Which of the following services for older community members do you think you (and / or a family member) may wish to use in the future?

- Household chores (i.e. light gardening, cleaning, meal preparation)
- Home modifications such as easy access taps, safety rails, ramps, etc.
- Assistance with shopping
- Assistance with transport (i.e. shopping, appointments, etc.)
- Social opportunities, whether group activities like lunches or social trips, etc.
- Wellness classes such as yoga, meditation, fitness classes, health education, etc.
- Assistance with medication
- Personal care such as help showering or dressing
- Respite (i.e. in house or day respite)
- Therapy services such as physiotherapy, podiatry, speech pathology, etc.
- Residential care
- End of life care at home
- Don't know / not sure
- Other (please specify) _____

Q23: Record gender.

- Male
- Female
- Non-binary
- Prefer not to say

Q24: In which of these age groups do you fall? (read out)

- 18 to 24 years
- 25 to 30 years
- 31 to 39 years
- 40 to 54 years
- 55 to 64 years
- 64 to 75 years
- 75+ years

Q25: How would you describe your employment? (read out)

- Professional/executive/manager
- White Collar (office worker, retail, teacher, nurse, etc.)
- Blue Collar (trades, manufacturing, cleaner, etc.)
- Home duties
- Retired
- Other (student, unemployed, disability pension, carer, etc.)

Q26: Which of these groups best describes your household? (read out)

- Single: living alone or sharing accommodation (under 40yrs)
- Young couple: married or living together with no children
- Young family: couple or single parent with most children under 6 years
- Middle family: couple or single parent with most children 6-15 years
- Mature family: couple or single parent with most children over 15 years and at least one still living at home
- Mature couple or single: couple or single in middle to late age groups with no children in the home

Q27: Which of the following best describes your household income? (read out)

- Less than \$20,000pa
- \$20,000-\$39,999pa
- \$40,000-\$59,999pa

-
- \$60,000-\$79,999pa
 - \$80,000-\$99,999pa
 - \$100,000-\$149,999pa
 - \$150,000-\$179,999pa
 - \$180,000+pa
 - Prefer not to say

Q28: Which City of Holdfast Bay suburb do you live in? (read out)

- Glenelg (including North, South, East)
- Brighton (including North and South)
- Somerton Park
- Hove
- Seacliff
- Kingston Park
- Other (for property owners not living in the area) _____

Q29: As a final question, is there any other feedback you would like to give Council? (Responses are not mandatory. Space has been provided just in case you have a respondent who has something additional they'd like to mention.)