

EVEN BETTER
FUTURE

CSP REVIEW

Shoalhaven
City Council

Shoalhaven City Council

CSP Review – Evaluation Report

CSP Review Team

July 2013

D13/189474



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1 CSP Review Project Details

1.1 Document Location

This document is only valid on the day it was printed.
Trim doc – D13/189474

1.2 Revision History

Date of this revision: 24/06/2013

Date of Next revision: N/A

Revision date	Previous revision date	Summary of Changes	Changes marked
		First issue	

1.3 Approvals

This document requires the following approvals.

Name	Signature	Title	Date of Issue	Version
Gordon Clark		Strategic Plan and Infrastructure Strategy Section Manager	1/08/2012	Final

1.4 Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Russ Pigg	General Manager	1/08/2012	Final
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Peter Swan	G23 Team member	1/08/2012	Final

2 Evaluation Report

2.1 Purpose

The purpose of this report is to finalise the Community Strategic Plan (CSP) review process. This will be achieved by; reviewing the project background and identifying the project achievements, strengths and areas that could be improved for future engagement projects of this kind.

Background

Shoalhaven City Council has adopted the Integrated Planning and Reporting (IPR) framework. To meet the current IPR legislation, in particular Clauses 1.9 and 1.11 of the Department of Local Government (DLG) Integrated Planning and Reporting Guidelines, Council is required to complete a review of its Community Strategic Plan (CSP) by 30 June 2013.

An Engagement Strategy was also adopted for the project to:

- enhance community understanding of and confidence in Council's planning and delivery of services, works and projects, towards the vision outlined in the Community Strategic Plan;
- ensure that all parts of the community are informed about and have the opportunity to be involved in the review of the Community Strategic Plan, realigning its vision and strategies towards a plan that is compelling and relevant for the entire city;
- embrace compelling and relevant communications and engagement principles and methodologies.

The G23 Team was formed as a result of Council Min 13/1099 – Review of Community Strategic Plan – Project Scope and Engagement Policy, to conduct a review of the current CSP - Shoalhaven 2020. The G23 team comprised a mix of staff from different areas across the organisation and various positions to ensure a workable cross-section of staff and positions. The G23 team met on a weekly basis and used emails and Sharepoint as the main communication methods. Sub-teams were formed to ensure an even distribution of workload across the team members. Sub-teams were used for; media, reviewing documents and CSP structure, attending community meetings, developing an infrastructure survey, interviewing agency staff and reviewing the Resourcing Strategy.

The project scope (Attachment 1) provides a detailed breakdown of the project objectives and time line for work to be carried out.

The project had three key objectives –

- To review the CSP having regard to the relevant DLG IPR Guideline and other considerations.

- To update the CSP to reflect a contemporary long-term vision, strategic directions and objectives for the Shoalhaven, with a minimum ten year timeframe.
- To reflect the review outcomes in Council's adopted Delivery Program and Operational Plan for 2013/14.

Two key issues identified in the Scope are the lack of a dedicated budget and the short time frame to complete the work. Staff involved in the G23 team were expected to carry out their normal duties as well as meeting the demands placed on them by the project.

2.2 Achievement of Project Objectives

1. *To review the CSP having regard to the relevant Division of Local Government (DLG) IPR Guideline and other considerations.*

The CSP – Shoalhaven 2020 was reviewed in line with the DLG IPR Guidelines. Attachment 2 is the completed Checklist required when submitting the CSP to DLG.

The G23 Team reviewed White Papers and relevant community, industry and government documentation regarding the outlook and factors affecting change for the Shoalhaven region, the Shoalhaven City Council and local Government as a whole. This work was summarised as a set of discussion cards and published in an Issues Paper for community consumption and to help generate community dialogue.

2. *To update the CSP to reflect a contemporary long-term vision, strategic directions and objectives for the Shoalhaven, with a minimum ten year timeframe.*

The revised CSP – Shoalhaven 2023 is a reflection of the community's concerns and aspirations for the next 10 years. More than 1000 responses were received from the community during two separate engagement phases. The first phase collected information on what is great about the Shoalhaven and what could make it better, through a targeted set of post cards, street stalls and workshops. Discussion arising from the Issues Paper was also used to inform the CSP Review process.

The second phase collected information on the draft CSP – Shoalhaven 2023. Phase 1 responses were analysed and used to rewrite the draft CSP – Shoalhaven 2023. The Draft CSP was placed on exhibition for a period greater than 28 days and the community informed. Responses collected from

the community about the draft document were collated and used (where appropriate) to update the draft CSP.

The third phase of the project included Council's adoption of the revised CSP – Shoalhaven 2023 on 21 June 2013 and informing all stakeholders of the new CSP. A communication plan (Attachment 3) was developed to ensure all stakeholders were adequately informed of the new CSP.

3. *To reflect the review outcomes in Council's adopted Delivery Program and Operational Plan (DP/OP) for 2013/17.*

The draft CSP was provided to managers responsible for input into the 2013/17 DP/OP. The extremely tight timeframe around the CSP reduced the time managers had to review the CSP and align the DP/OP Activities and Tasks with the Objectives and Strategies of the CSP. Even with the short timeframe, the DP/OP 2013/17 was written with reference to the revised CSP and placed on exhibition for public comment.

2.3 Performance

The Project Scope (Attachment 1) provides a timeframe for completion of the CSP Review. While the 31 June 2013 deadline was met the original timeline blew out by more than 6 weeks. The main reasons for the over run was the under estimation of project time required, disruptive effects of the Christmas / New Year break as well as the difficulty in aligning key project stages with Council meetings.

With regard to budget performance, it is difficult to estimate as no budget was allocated for the project. Total costs which included: printing, engagement survey, data analysis, promotion and Graphics was around \$25,000; this figure does not include staff time, estimated to be around 600 hours (about \$30,000).

2.4 Effects

The minor changes associated with timing were not formally recorded. However they were discussed in team meetings and appropriate actions were put in place to ensure the effects on the project were minimal.

2.5 Change Issue Statistics

Not applicable

2.6 Total Impact

Changes made to project timing caused limited disruption to the CSP. However, the development of the DP/OP 2013/17 was effected with staff having less time to adequately develop Activities and Tasks to align with the revised CSP.

2.7 Quality Statistics

Not applicable

2.8 Post-project Review

A project log (Attachment 4) was also written to capture the positive and negative aspects of the project. The main points to consider for future community engagement type projects are:

- A greater need to advertise / create awareness of public sessions
- New methods of engagement need to be developed and implemented.
- Use of plain English
- Targeted engagement specific to groups
- Better use of Rate notice reminders and water rate mail outs
- Provide training for team leaders on what is expected in the role and how to undertake effective engagement
- Improved engagement with CCBs
- Ensure Staff and the Call Centres are made aware of all stages of the project
- Spend more time engaging with Staff
- Provide better admin support for Project Managers
- Create short task descriptions for team members that outline the objectives and expectations of their role within the project
- Make use of phone conferencing facilities to engage with project team members and staff from distant locations

To help improve future engagement projects an engagement phone survey was carried out after the CSP – Shoalhaven 2023 was adopted by Council. An independent survey was designed by a consultant from UOW and conducted by IRIS Research. The survey aimed to identify the number of citizens:

- aware of (and participated in) the CSP Review process
- believing Council has listened to them during the CSP Review process
- rating Council’s reputation as an organisation that understands their concerns and represents community aspirations as good or excellent

Attachment 5 is the consultant’s report for the data collection carried out among randomly selected Shoalhaven residents during the last week in May and first week in June 2013. Key findings from the research include:

Table 2.1: KPIs and measures for the CSP Review’s Engagement Strategy

KPI	Measure	Score
The number of citizens aware of the CSP Review project	Stated awareness of CSP Review, prior to doing the survey	17%
	Saw advertising and engagement initiatives	41%

	that were part of the CSP Review	
The number of citizens who actively participated in the CSP Review	Prompted participation through four main channels, plus 'other'	10%
The number of citizens believing the Council has listened to them during the CSP Review project.	Perception that Council 'did enough' to seek community feedback during the Review	28%
	Belief that, in preparing the new CSP, Council will have paid ' <i>a great deal</i> ' or ' <i>some</i> ' attention to the community feedback it received in the Review	62%
The number of citizens rating Council's reputation as an organisation that understands their concerns and represents community aspirations as good or excellent.	Ratings of Council's performance in being ' <i>an organisation that really understands its community, their concerns and their hopes for the future</i> '	36%

While the report showed good community awareness and involvement in the CSP Review process it would seem the numbers especially for participation are high. While more than half of Shoalhaven's residents could have been made aware of the CSP Review process, given the 40,000 postcards that were sent out, it is more difficult to understand the 10% figure for people who actively participated. Ten percent of Shoalhaven's population would be more than 9000 people; however, actual feedback from individuals and groups amounted to less than 2000. The most likely reason for such a large discrepancy could be that respondents were confusing the Shoalhaven Local Environment Plan (SLEP) with the CSP Review, given the SLEP was being actively promoted in the community before, during and after the CSP Review process.

Council will need to do more to engage with the community to obtain their views with only 28% of the community indicating that Council had done enough. It is however encouraging to see that 62% of the community felt Council will pay attention to community feedback when preparing documents that require community input.

Council now has a base line for the community's rating of Council's reputation as an organisation that understands their concerns and represents community aspirations with 36% of the community stating it is good or excellent. Future engagement processes can now be carried out and their impact accessed against this indicator.

Within the report other engagement strategies showed that 65% of the community would want to receive an email community newsletter from Council, 30% would 'Like' or follow Council on Facebook and 60% would take the time to read an electronic community notice board. These results clearly indicate that other engagement

strategies that could be used to better engage with the community, especially those groups (young people, residents newer to the area and people not reached by a CCB) currently not well-targeted by existing strategies.

Attachment 1:- Project Scope – CSP Review for 2012/13 – Sept 2012

Background

Shoalhaven City Council has adopted the Integrated Planning and Reporting (IPR) framework. To meet the current IPR legislation, in particular Clauses 1.9 and 1.11 of the Department of Local Government (DLG) Integrated Planning and Reporting Guidelines (shown below), Council is required to complete a review of its Community Strategic Plan (CSP) by 30 June 2013.

1.9 The Community Strategic Plan must be reviewed every four years. From 2012, each newly elected council must complete the review by 30 June in the year following the local government elections and roll the planning period forward by at least 4 years so that it is always a 10 year minimum plan.

1.11 The review must include the following:

- A report from the outgoing council on the implementation and effectiveness of the Community Strategic Plan in achieving its social, environmental, economic and civic leadership objectives over the past four years*
- A review of the information that informed the original Community Strategic Plan*
- A Community Engagement Strategy, as prescribed by the Local Government Act and Essential Element 1.5.*

The following is a link to the DLG IPR website:

http://www.dlg.nsw.gov.au/dlg/dlghome/dlg_generalindex.asp?sectionid=1&mi=6&ml=9&ArealIndex=IntPlanRept

Project objectives

The project has three key objectives –

- To review the CSP having regard to the relevant DLG IPR Guideline and other considerations.
- To update the CSP to reflect a contemporary long-term vision, strategic directions and objectives for the Shoalhaven, with a minimum ten year timeframe.
- To reflect the review outcomes in Council's adopted Delivery Program and Operational Plan for 2013/14.

Project approach

The project is not expected to require the complete review and re-writing of the CSP, given that it was developed through significant community and stakeholder engagement in 2009/10 and adopted in June 2010. The project approach should –

- Integrate work tasks, engagement processes and key decisions, and
- Focus on the review nature of the project.

The Project Schedule attached outlines the key phases of the project, with the objectives of adopting a revised CSP on or before June 2013 and sufficiently defining key changes early enough to allow the 2013/14 Delivery Program and Operational Plan to reflect the Objectives and Strategies of the revised CSP.

The Project Schedule recognises that active community engagement over the Christmas and New Year period is generally not likely to achieve optimum participation and response, however, does offer the opportunity to at least inform ‘absent owners’ at a time when they are present in the Shoalhaven. This period is reserved primarily for policy review and development work and decisions, after initial community engagement and before a final engagement phase early in 2013.

Project Resources

The IPR Officer will lead, facilitate and co-ordinate the review process.

The Project Team will consist of selected staff members who will be asked to undertake additional tasks above their normal duties. Senior management recognises that support will be required to help maintain a balanced workload for staff involved in the CSP Review Project Team.

Limited administrative resources are directly allocated to the project but appropriate resources across the organisation may be called upon to support the delivery of key tasks.

Team members

Name	Council area	Ext
Peter Swan	IPR Officer	3535
Rob Donaldson	Assistant General Manager	3270
Richard Payne	Media Manager	3595
Cinnamon Dunsford	Senior Strategic Planner	3511
Mark Henning	Business Manager - CSO	3225
Ben Stewart	Acting Works and Services Manager - CSO	3298
Alan Blackshaw	Coordinator Community Services	3128
Monika Oke	Financial Services	3285
Martin Uptis	Infrastructure Planning Manager	3219
Kim White	Finance and Corporate Management	3347
Jessica Rippon	Strategic Planning	3228
Warwick Papworth	Ulladulla Section Manager	8925
Tony Holmes	Shoalhaven Water Customer Service	3336
Leigh Wallace	Finance and Corporate Business Units	3338

Budget available for outsourced activities is a revote amount from 2011/12 - \$12,700. This budget needs to meet project costs including those associated with engagement processes.

CSP Review Engagement Strategy

The Engagement Strategy for the CSP Review is attached, based on Council's Community Engagement Policy (itself based on the IAP2 framework for engagement) and the DLG IPR Guidelines.

The Strategy responds to both the 'review' focus of the project and the requirement to enable the review outcomes to be considered in formulating the next Delivery Program and Operational Plan. It includes levels of Information, Consultation and Involvement at various phases of the project.

Project Schedule

Work completed

- Draft CSP Review Scope
- Develop CSP Review Engagement Strategy

Preliminary Stage – Engage [Inform]

- Early advice to community and stakeholders, on the project objectives and schedule
- Website information
- Media – media releases, newspaper editorials
- Social media: Blog, twitter, Facebook

Stage 1 – Issues Paper

- Review previous Issues Paper (2009)
- EoT Report
- Census 2011 trends
- Regional alignments
- Elected Council strategic directions and goals
- Framework improvements to consider-
 - o Revise KRAs to People, Environments, Economy, Infrastructure, Governance
 - o CSP 'icon projects' (10 year timeframe)
 - o Delivery Program – services/function; new/project initiatives
 - o KPI and progress reporting – services/functions; new/project initiatives

Stage 2 – Engage [Inform and Consult]

- Website information
- Media – media releases, newspaper editorials, advertisements, radio interviews
- Displays at libraries and Administration buildings
- Fact sheets
- Public meetings
- Possible on-line survey
- Social media: Blog, twitter, Facebook
- Reply-paid Postcards
- Submissions

Stage 3 – Directions Paper and Draft One

- Target absent owners, Inform, preparation for stage
- 2010 CSP

- Issues Paper
- Stage 2 Engagement inputs
- Resourcing Strategy iterative testing – finance, assets, workforce and IT+T

Stage 4 – Engage [Inform and Involve]

- Website
- Media – media release, editorials, advertisements, radio interviews
- Social media: Blog, twitter, Facebook
- Display copies at specific locations
- Workshops – North, Central and South
- Community / Stakeholder Reference groups

Stage 5 – Final Draft

- Stage 4 Engagement inputs
- Review all inputs from previous Stages
- Draft One revised

Stage 6 – Adopt revised CSP

- Adopt CSP 2023

Stage 7 – Engage [Inform]

- CSP 2023
- Website
- Media release
- Display copies at specific locations
- Internal Council release and information program
- Alignment of key communications themes to CSP strategic directions

Table 1: Time line for CSP review

	Phase 1		Phase 2		Phase 3		
	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Sept	CSP Review Scope CSP Engagement Strategy Council endorsement of Scope and Strategy						
Oct	Engage -Inform Develop Issues Paper Inform stakeholders Elected Council strategic directions Consult with staff	Engage on Issues Paper – Inform and consult					
Nov		Engage on Issues Paper – Inform and consult	Develop Directions Paper				
Dec			Develop first draft revised CSP Inform – absent owners and visitors, of stage 4 opportunity				
Jan				Engage on Directions Paper and first draft CSP – Inform and Involve			
Feb					Develop final draft CSP		
March						Adopt revised CSP	Engage on revised CSP – Inform
April							
				Engagement with Stakeholders			

Attachment 2:- CSP Self-Assessment Checklist

Integrated Planning and Reporting Self-Assessment Checklist

Shoalhaven City Council

Community Strategic Plan (CSP)

Provide link to document on Council's
website:

<http://doc.shoalhaven.nsw.gov.au/Displaydoc.aspx?Record=D13/123349>

	Requirement	Reference	Yes	Partial	No	N/A	Link to evidence/examples	Comment
Submitting the CSP								
1.20	CSP submitted to DLG within 28 days of Council endorsement	A - s402 (7)	X					Email sent to DLG 18 June 2013
Reviewing the CSP								
1.21	CSP is reviewed every four years (ie review to be completed by 30 June following local government elections)	EE - 1.9	X				Council meeting 25 September 2012 Council meeting 21 May 2013	Minute 1099 from Council's Ordinary meeting held 25 September 2013, shows Council's endorsement of the CSP Review process. Council meeting 21 May 2013, minute 503 is the adoption of the new CSP
1.22	Revised CSP has been rolled forward so still has a minimum 10 year timeframe	EE - 1.9	X				Shoalhaven 2023 - CSP	
1.23	Report on progress on implementation of CSP and effectiveness in achieving its objectives over last 4 years has been presented to final meeting of outgoing	EE 1.10	X				http://doc.shoalhaven.nsw.gov.au/displaydoc.aspx?record=D12/196355	End of Term report completed and adopted by Council on 28 August 2012, minute 998.

CSP Review 2012/13

End Project Report

Date: 15 August 2013

	council						Minute - adoption of End of Term Report	
1.24	Information that informed the CSP has been reviewed	EE 1.11	X				http://doc.shoalhaven.nsw.gov.au/displaydoc.aspx?record=D12/286358	An Issues Paper was developed and published on Council's website before the start of Stage 2 and the community workshops
1.25	The Community Engagement Strategy has been reviewed	EE 1.11	X				http://doc.shoalhaven.nsw.gov.au/displaydoc.aspx?record=D12/230229	Report to Council's ordinary meeting 25 September 2012, with reviewed Engagement Strategy for adoption.
1.26	The revised Community Engagement Strategy was implemented for the CSP review	EE 1.11	X				http://doc.shoalhaven.nsw.gov.au/displaydoc.aspx?record=D13/59652	Appendix A - Engagement Strategy, page 26

Attachment 3:- Communication Plan – CSP Shoalhaven 2023 release

No.	Stakeholder	Communication	Responsible	Action
1	Respondents to the request for submissions on the Draft CSP	All respondents who made a submission by email or who identified an email address to be sent an email with the CSP 2023 and the CSP Review Phase 2 Engagement report.	Peter	Completed
2	DLG	Email DLG a link to the CSP 2023 within 28 days of Council's endorsement	Peter	Completed
3	CCBs	Send email to all CCB's with a copy of the text only version and link to Council's web site	Peter	Completed
3	Community	Media release on the launch of the new CSP	Richard	Completed
4	Community	Text only CSP provided to Nowra and Ulladulla Admins	Peter	Completed
4	Councillors	Provide Councillors with a graphic version, text only version and 10 A3 versions	Peter	Completed
5	Libraries and Admin buildings	Set up displays in the Libraries and Admin buildings	Peter	Completed
6	State Agencies	Send out copies of the CSP graphic version and a link to Council's web site	Peter	Completed
7	Rate payers	Consider inserting a flyer in the rates notice for 2013/14	Peter	Mayor will cover the CSP in her information to rate payers
8	Staff	All staff email and website notice board	Peter/Richard	Completed

Attachment 4:- Lessons Learned Log



Lessons Learned Log

**Community Strategic Plan
Review**

1 Lessons Learned Log History

1.1 Document Location

Trim doc – D13/

1.2 Revision History

Revision one

1.3 Approvals

G23 Team

1.4 Distribution

G23 Team members, Strategic Planning Manager

2 Purpose

The purpose of the Lessons Learned Log is to be a repository of any lessons learned during the project that can be usefully applied to other projects. At the close of the project it is written up formally in the Lessons Learned Report. Minimally it should be updated at the end of a stage, but sensibly a note should be made in it of any good or bad point that arises in the use of the management and specialist products and tools at the time of the experience

3 Management/Quality Process Assessment

[What management and quality processes:

- Went well
 - Great team of people all willing to put in the effort. Although a core group of people put their hand up for more than their fair share
 - Good spread of team members from across the organisation, although lacking in the environment area
 - Good attendance at meetings especially during the first phase where there was heavy workload
 - Communication Plan in place
 - Scope of works and engagement strategy key to the successful completion of the project.
 - Regular meetings held
 - Having a dedicated resource running the project
 - Sharepoint site
 - Project completed with the adoption of a new CSP before the end of May 2013
- Could have been better
 - Timing - having the project run over the Christmas break – people on leave caused some disruption
 - Improved by in by project team – utilise brainstorming

- Greater by in from senior staff and Councillors
 - More workshops with internal staff, Councillors and senior staff
 - Small groups were a bit hit and miss, some worked very well, being self managed and well led, others were disjointed with members working as individuals which limited the learning benefit that could be gained by all members
 - Small groups were not necessarily arranged according to peoples skill set. More discussion with team members could have improved skill mapping
 - Were lacking
 - Project management – not knowing how hard to push individuals and groups to complete work – not knowing their work load
 - Difficult to find a time for meetings that worked for all team members
 - Good admin support
-

4 Deviations

- Timeframe – very tight timeframe and having to report to infrequent Council meetings meant an over run during the end of Phase one
-

5 Method/Tool Performance

- Sharepoint site worked well especially in the initial stages of the project
 - Postcards were by far the best way to gain feedback from the community
 - Community workshops were poorly attended
-

6 Recommendations

- Better use of Rate notice reminders and water rate mail outs
 - Provide training for team leaders on what is expected in the role
 - Ensure Staff and the Call Centres are made aware of all stages of the project
 - Spend more time engaging with Staff
 - Provide better admin support
 - Utilise alternative engagement techniques
 - Improve workshop formats and structures
-

7 Measurements of Effort

- Low cost of project \$6,500 in materials and services and about \$30,000 in labour time, most of which was absorbed within team member's normal duties
-

8 Quality/Test Assessment

- Survey to assess the engagement strategy is currently being developed and will be conducted between 24 May and 14 June.

Attachment 5:- CSP Engagement Survey



**Community Strategic Plan Review
Follow-up community survey, June 2013**

Final report

DRAFT

Prepared for:

Shoalhaven City Council

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14 June 2013

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Appendix A: Annotated survey questionnaire

Introduction

Background

In 2012 and early 2013, Shoalhaven City Council undertook a review of its 2010-12 Community Strategic Plan (CSP). As part of the Review process, Council undertook a range of community engagement activities to seek public feedback on the old Plan and help shape the new one. *Shoalhaven 2023* – the new Community Strategic Plan (CSP) – was adopted by Council on 21 May, 2013.

Council commissioned the University of Wollongong to conduct this community survey in June 2013. The primary purpose of this survey was to evaluate the effectiveness of Council's Engagement Strategy for the 2012-13 CSP Review. The survey also provided an opportunity to inform Council's planning for community engagement more broadly.

Survey methodology

The questionnaire was designed by Duncan Rintoul from the University of Wollongong, in close consultation with Peter Swan from Council's Integrated Planning and Reporting team. The full questionnaire is attached at Appendix A, annotated with the overall weighted results.

The survey fieldwork was managed by IRIS Research, by telephone interview. Sampling was random within each Ward, with minimum age and gender quotas across the LGA as a whole to ensure a representative coverage that was appropriate for Council's purposes.

Snapshot of the sample

The findings in this report are based on 302 complete interviews: 113 from Ward 1, 93 from Ward 2 and 95 from Ward 3. After weighting for age and gender, the shape of the sample is summarised in Table 1 below.

Table 1: Key characteristics of the weighted sample

Time lived in the area		Age	
1-5 years	10%	16-25	13%
6-10 years	8%	26-35	11%
More than 10 years	82%	36-45	14%
Sex		46-55	18%
Male	49%	56-65	18%
Female	51%	66+	27%

Key findings

KPI measures for the CSP Review Engagement Strategy

Council set four Key Performance Indicators (KPIs) for the CSP Review. Data relating to these KPIs is set out in Table 1.1 below, taken from the results described in Section 2.

Table 1.1: KPIs and measures for the CSP Review's Engagement Strategy

KPI	Measure	Score	Detail in...
The number of citizens aware of the CSP Review project	Stated awareness of CSP Review, prior to doing the survey	17%	Section 2.2
	Saw advertising and engagement initiatives that were part of the CSP Review	41%	Section 2.3
The number of citizens who actively participated in the CSP Review	Prompted participation through four main channels, plus 'other'	10%	Section 2.4
The number of citizens believing the Council has listened to them during the CSP Review project.	Perception that Council 'did enough' to seek community feedback during the Review	28%	Section 2.5
	Belief that, in preparing the new CSP, Council will have paid 'a great deal' or 'some' attention to the community feedback it received in the Review	62%	
The number of citizens rating Council's reputation as an organisation that understands their concerns and represents community aspirations as good or excellent.	Ratings of Council's performance in being 'an organisation that really understands its community, their concerns and their hopes for the future'	36%	

Community engagement more broadly

Sources of information: Most people find out about local issues, new developments, community events and what's happening at Council from local media (86%) or word of mouth (45%). Only one-in-four (25%) find out about these things direct from Council.

Interest in local issues:

- Three-quarters of local residents claimed to be *quite interested* (50%) or *extremely interested* (26%) in the local economy and local environmental and planning issues
- Two-thirds (65%) said they were similarly interested in local social issues

- 61% said they were *quite interested* (40%) or *extremely interested* (21%) in “what’s happening at Council”.

Direct feedback to Council:

- 45% said they had previously provided direct feedback to Council at some point, e.g. *“told them what you think about an issue relevant to you, be it about the community, the environmental, the economy or [something] else”*.
- 34% said they would like to give Council more direct feedback than they currently do.

Community Consultative Boards (CCBs):

- In suburbs served by a registered CCB or Chamber of Commerce:
 - 32% were unaware of their CCB
 - 32% were aware of the CCB but had no contact with them
 - 36% had some sort of involvement in their CCB (even if only in a minor way, e.g. by reading a CCB newsletter)
- In suburbs without a CCB, 46% said that if a Community group was set up in their local area, specifically to provide feedback to council on important local issues, they would want to be involved in that group.

Other engagement strategies:

- 65% said that if Council had an **email community newsletter**, they would want to receive it.
- If Council used **social media** to provide information and receive feedback from the community, 30% of people said they would ‘Like’ or follow Council on Facebook, and 5% follow Council on Twitter.
- 60% said that if Council set up an **electronic Community Notice Board** in their local town or village, this is the kind of thing they would stop to look at.
- Each of these ‘newer’ engagement strategies held more appeal for groups that are not currently well-targeted by existing strategies. This includes younger people, residents who are newer to the area, and people not currently reached by a CCB.

CSP consultations

Although the questions about the CSP consultations are presented first in this report, they were in fact asked two-thirds of the way through the survey, after the questions reported on in Sections #-#. See Appendix A for details.

Awareness of the CSP

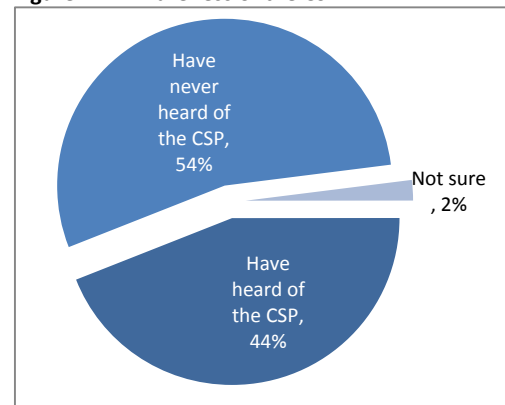
The survey interviewer explained that “*For the last few years, Council has had something called a ‘Community Strategic Plan’.*”

Just under half (44%) said they had heard of the CSP. Awareness was greater among:

- People in contact with their local Community Consultative Board (61%)
- 46-65 year olds (62%)
- Men (48%)
- People who had been living in the area for 10+ years (45%)

Awareness of the plan was lowest among 16-25 year olds (21%).

Figure 2.1: Awareness of the CSP



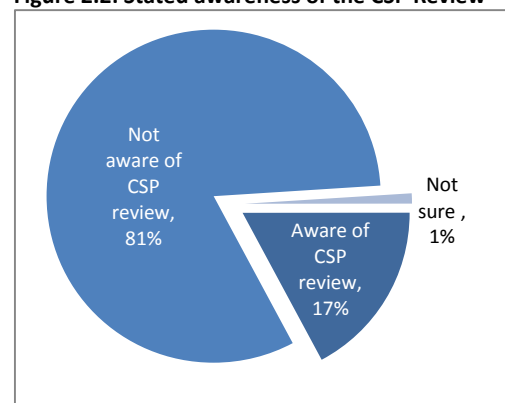
Stated awareness of the CSP Review

The interviewer then added that “*During last Summer and into Autumn this year, the Plan was reviewed.*”

One in six people (17%) said they were ‘aware that this review was going on’. Stated awareness was higher among people in contact with their local Community Consultative Board (33%) and men (24%), and almost non-existent among 16-25 year olds (3%).

However, as will be seen in the following section, more than double this number of people had seen the advertising and promotions for the review.

Figure 2.2: Stated awareness of the CSP Review



Promotion and engagement strategies

The interviewer went on to explain that “*Council did a few things to try and let people know this review was on*”, and then asked people whether they had seen each of the four engagement activities shown in Figure 2.3.

In total, even though only 17% of the sample said earlier that they were aware of the review taking place, more than twice this number (42% in total) had in fact seen the advertising for it. The results validate Council’s approach of undertaking a mix of promotional approaches, including:

- Ads and articles in local newspapers (seen by 19% of people surveyed)
- Postcards distributed through Rates notices (15%) and other channels (5%)
- Street stalls staffed by Council employees (10%).

Word of mouth was also an important source of information about the review:

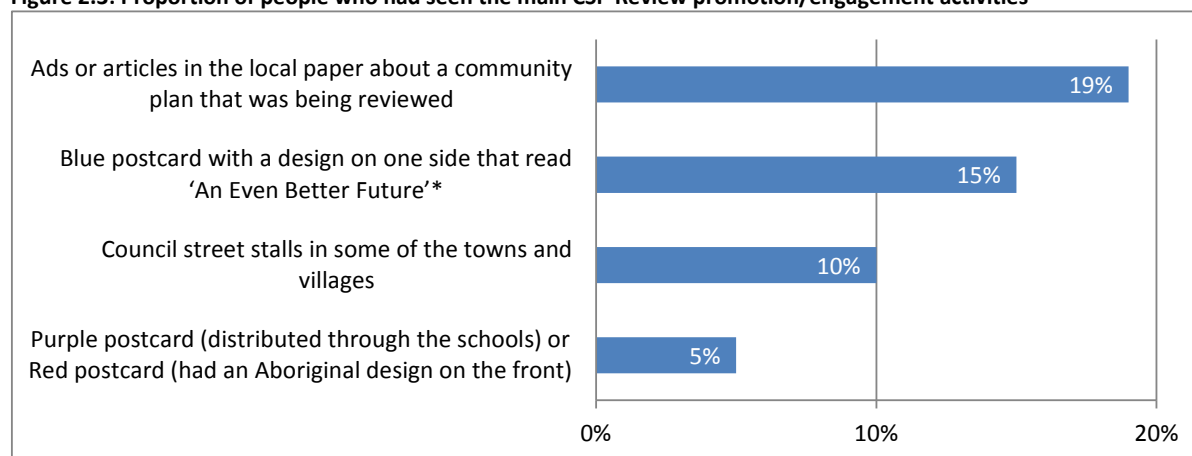
- Among those who provided input to the review (see over), one-third reported telling others (friends, family members, workmates etc) about the Plan and that it was being reviewed.
- Overall, one in eight people (13%) said that the review had “*come up in conversation with a friend, family member or workmate*”.

Other sources of information about the Review included:

- community newsletters or through their CCB
- through the library service
- communication with council officers (e.g. “*I own a business in Nowra and I heard when I did applications for a DA*”).

Table 2.2 overleaf shows similar levels of overall awareness across the LGA (albeit somewhat subdued among 16-25 year olds).

Figure 2.3: Proportion of people who had seen the main CSP Review promotion/engagement activities



* The blue postcard had two questions on the back about what’s great about the Shoalhaven and what would make it better. It went out with Rates notice reminders in October 2012.

Participation in the Review

Those who were aware of the Review were asked whether they had taken any action to provide feedback to Council about the old plan, or to help shape the new Plan. The interviewer stepped through a number of options, set out in Table 2.2 over the page.

Overall, 30 people said they provided input in some way. This amounts to:

- 10% of the sample overall (n=302)
- 24% of the 124 people who knew about the review or had seen the advertising/promotion.

Table 2.1: Provision of input into the CSP review during 'last summer and into Autumn this year'

	Yes	No	Not sure	Yes as a % of those who knew about the review or saw the ads n=124	Yes as a % of total n=302
Sent Council a letter, postcard or email	9	113	2	7%	3%
Spoke to a Council representative at a street stall	9	115	-	7%	3%
Went to a community workshop or meeting about the Plan	8	116	-	6%	3%
Phoned the special 'Even Better Future' info-line and left a recorded message	2	121	1	2%	1%
Provided feedback to Council or had input in some other way*	14	109	1	11%	5%
Total provided input	30			24%	10%

* 'Other ways' mostly related to personal conversations with Councillors or Council staff.

As seen in Table 2.2, provision of input was more common among:

- people in contact with a local Community Consultative Board (18%)
- men (14%), as opposed to 5% for women
- 25-65 year olds (12%) rather than 65+ year olds (7%) or 16-25 year olds (3%).

Table 2.2: Proportion of people who were aware of the CSP Review or had seen the promotion/engagement activities

	Ward			In contact with a CCB		Sex		Age				Time in the area		Total
	1	2	3	Yes	No	Male	Female	16-25	26-45	46-65	66+	<11 years	11+ years	
n=	114	93	95	79	222	148	154	38	74	107	81	53	249	302
Aware and provided input	8%	12%	11%	18%	7%	14%	5%	3%	11%	12%	7%	11%	9%	10%

Aware, but did not provide input	34%	29%	29%	33%	31%	29%	34%	26%	22%	36%	36%	28%	32%	31%
Subtotal aware	42%	41%	40%	50%	38%	43%	39%	29%	32%	49%	43%	40%	41%	41%
Not aware	58%	59%	60%	50%	62%	57%	61%	71%	68%	51%	57%	60%	59%	59%

Perceptions of Council’s efforts to listen to the community

Having explained Council's approach to advertising and promoting the Review in these lead-up questions, the interviewers then asked: “Do you think Council did enough to seek community feedback during the review of the plan?”

Around one in four (28%) said that they feel Council *had* done enough to seek community input; the dominant view was that more should have been done. This view was expressed by:

- 72% of all respondents (n=302)
- 56% of those who had made comment and had input into the review (n=30)
- 42% of the people with prior knowledge of the Review (n=50, i.e. ‘Yes’ in Figure 2.2).

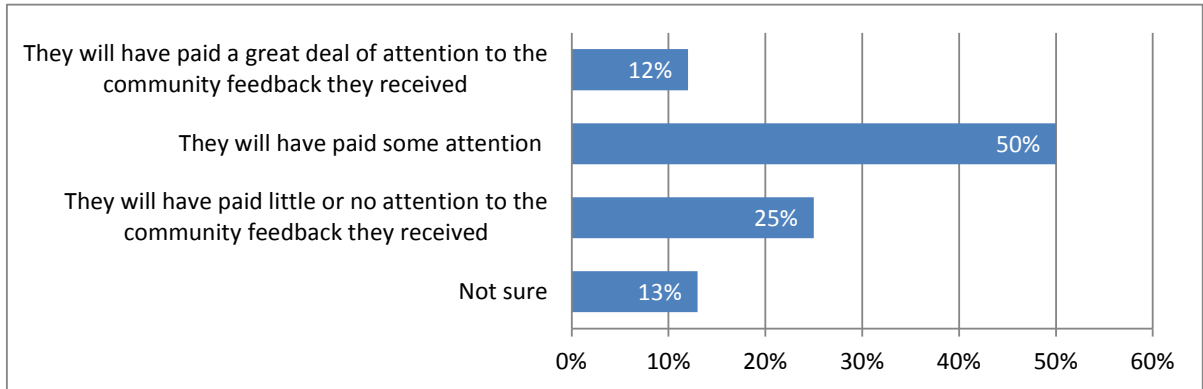
Table 2.3: Proportion of people who were aware of the CSP Review or had seen the promotion/engagement activities

	Prior awareness of CSP				Prior awareness of Review				Gave input to the Review		Total	
	Heard of plan before		Unaware / not sure		Aware of review		Unaware / not sure					
	n	%	n	%	n	%	n	%	n	%	n	%
They did enough	46	35%	39	23%	30	58%	55	22%	13	44%	85	28%
They didn't do enough	85	65%	131	77%	22	42%	195	78%	17	56%	217	72%
Total	132	100%	170	100%	52	100%	250	100%	30	100%	302	100%

People were then told that “the new Plan has just been approved by Council” and asked “in writing the new plan, do you think Council will have paid much attention to the community feedback it received?”. The results (Figure 2.4) show that:

- The dominant assumption (50%) is that Council will have given community feedback *some* attention (50%), but not a great deal.
- One in four people (25%) are cynical, believing that Council will have paid *little or no* attention to the feedback it received. This cynical view was less common in Ward 1 (19%) than in Ward 3 (30%) or Ward 2 (26%).
- Only one in eight (12%) assume that community input received a *great deal* of attention.

Figure 2.4: Perceptions of how much attention Council will have paid to community feedback on the CSP.

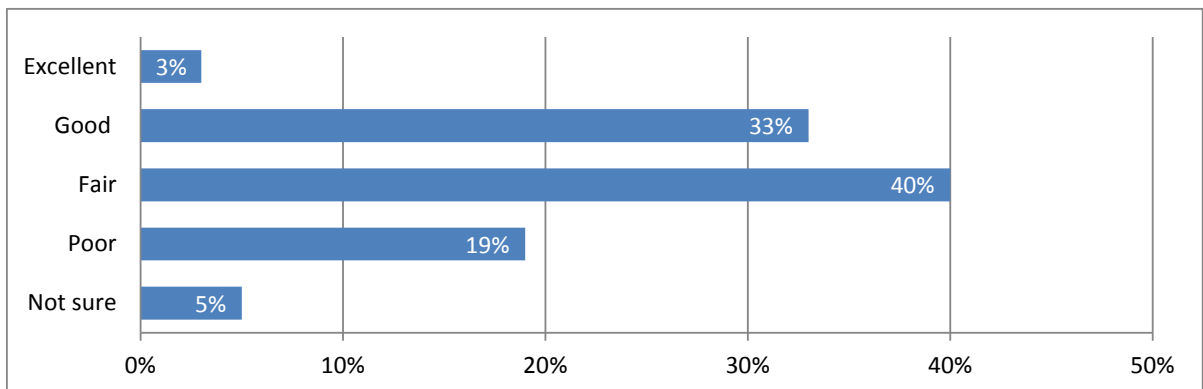


Finally, respondents were told that: “*Shoalhaven Council wants to be an organisation that really understands its community, their concerns and their hopes for the future*”, and then asked: “*How would you rate Council on that at the moment?*”.

The results (Figure 2.4) show three main positions:

- 36% see Council in a positive light, believing that it currently has a *good* (33%) or *excellent* (3%) understanding of the community and its concerns and aspirations
- 40% felt that Council was doing a ‘fair’ job
- One in five (19%) took issue with Council’s performance on this measure, describing it as *poor*. Criticism was stronger among men (24%) and people living in Ward 2 (23%) and Ward 3 (21%), compared to 14% among women and 13% in Ward 1.

Figure 2.4: Ratings of Council’s performance in being “an organisation that really understands its community, their concerns and their hopes for the future”.



Broader community engagement

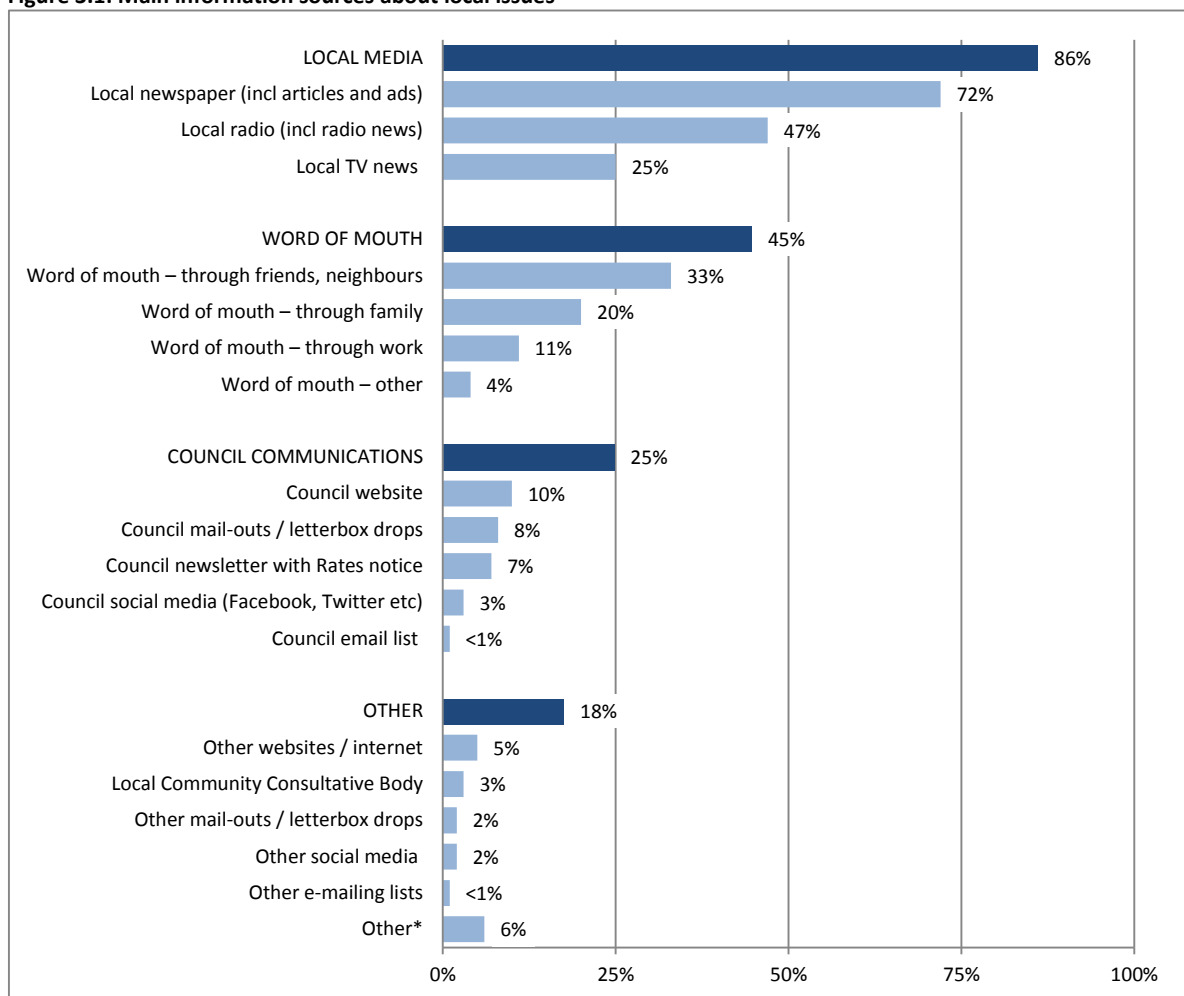
Existing information sources about local issues

In order to understand existing communication channels, the interviewers asked people: “*What are the main ways you find out about local issues, new developments, community events or what’s happening at Council?*”.

A clear hierarchy of information sources emerged (Figure 3.1):

- Local media is the dominant information source, particularly the local newspapers, followed by radio and then television news
- Word of mouth is the next main source, through a variety of sources
- Council communication is the third main source, including a mix of channels.

Figure 3.1: Main information sources about local issues

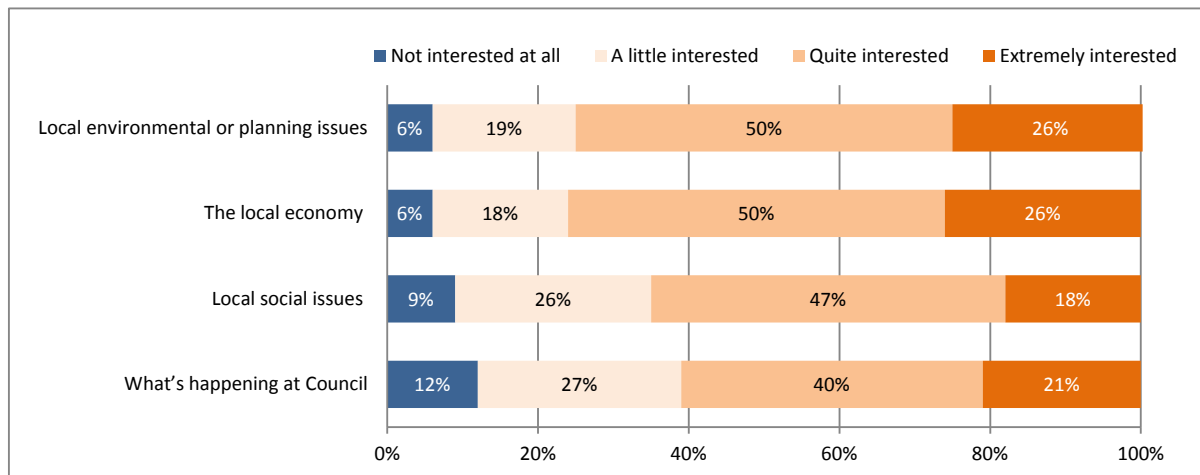


Interest in local issues

Additional survey findings reinforce the case for community engagement around local issues and council business. As seen in Figure 3.2:

- Three-quarters of local residents claimed to have more than a passing interest in the local economy and local environmental and planning issues, with 50% *quite interested* and 26% *extremely interested* on both counts.
- Two-thirds (65%) said they were similarly interested in local social issues
- 61% said they were *quite interested* (40%) or *extremely interested* (21%) in “what’s happening at Council”.

Figure 3.2: Interest in local issues



Somewhat predictably, greater interest in each of these topics was reported by people who had some contact with their local Community Consultative Board, and less interest across the board was reported by 16-25 year olds.

Beyond this, other patterns of high or low interest across the LGA included:

- People who had moved into the area in the last 10 years were more interested than longer-term residents in the local economy and local environmental and planning issues.
- Women expressed more interest than men in local social issues.
- Ward 3 residents showed more interest in the local economy than those living in the north.
- Ward 1 residents expressed more interest than others in “what’s happening at Council”.

Experience and preferences with giving direct feedback to Council

Some **45% of respondents stated that they had previously provided direct feedback to Council**: *“told them what you think about an issue relevant to you, be it about the community, the environmental, the economy or [something] else”*.

This claim was more commonly made by people aged 46-65 (58%) and rarely made by those aged under 26 (21%). The result was close to the overall score for those aged 26-45 (45%) or 66+ (41%).

Having established this, the interviewer then asked: *“Are you comfortable with how much Council hears from you at the moment?”* In response:

- **34% said they would prefer to give Council *more* direct feedback than they currently do**
- 66% were happy to leave things as they are
- No-one said they would prefer to give Council *less direct feedback* than at present.

Interest in providing more direct feedback was greater among:

- 26-55 year olds (44%), compared with lower rates among 45-65 year olds (34%), 66+ year olds (28%) and 16-25 year olds (24%).
- Men (38%) rather than women (29%)
- People who have given direct feedback in the past (38%), as opposed to 30% among those who have not.

Community Consultative Boards

Shoalhaven LGA is home to 23 Community Consultative Boards (CCBs), as well as one Business Chamber. In interviews with people who live in a suburb that has a CCB or Business Chamber, residents were asked about their level of awareness and involvement with these groups.

Figure 3.3 shows that people fell into three roughly equal groups: 32% unaware of their CCB, 32% aware but not in contact with them, and 36% with some sort of involvement in their CCB (even if only in a minor way, e.g. by reading a CCB newsletter).

Figure 3.3: CCB awareness and involvement (n=220 in suburbs with a registered CCB or Chamber of Commerce).

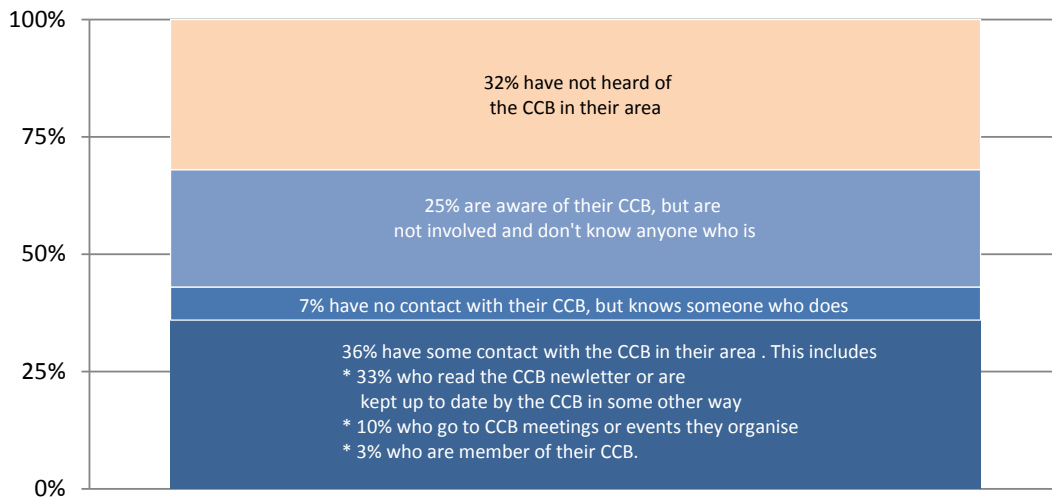


Table 3.1 below shows that:

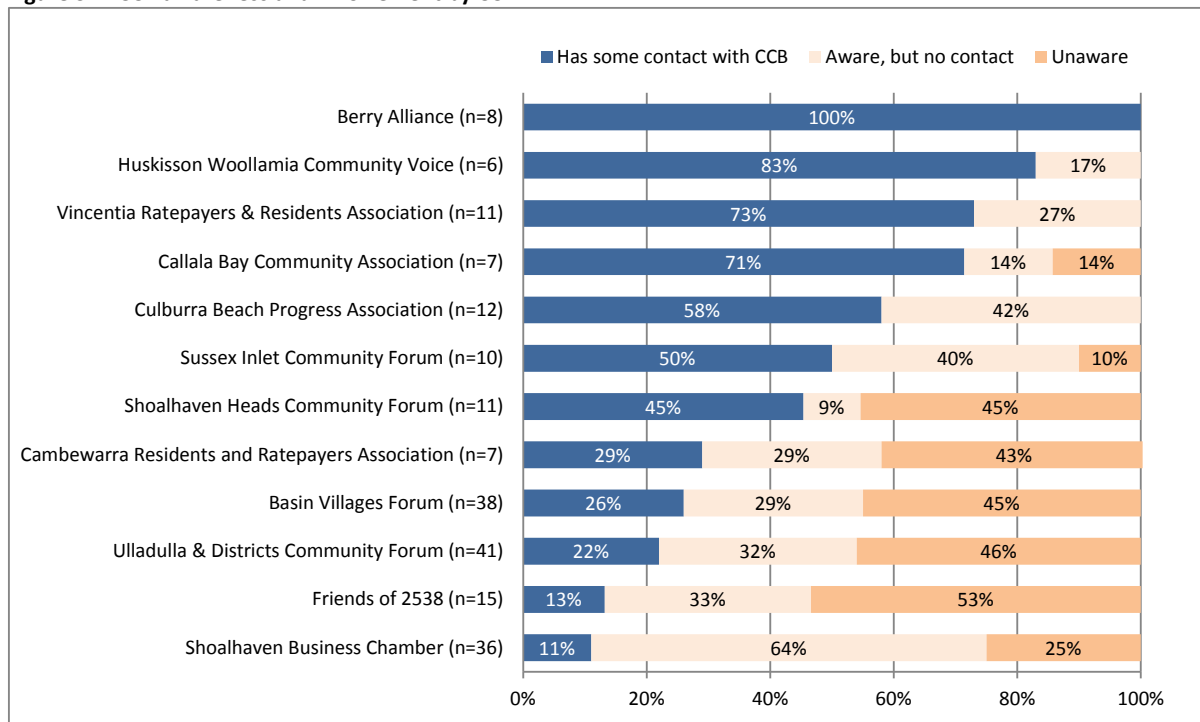
- Awareness of CCBs was lower among those newer to the area (50%) than those who had lived in the area for more than 10 years (72%).
- Contact with a CCB was more common:
 - In Ward 2 (46%) than Ward 1 (37%) or Ward 3 (27%)
 - Among those aged 45+ (44%) than 26-45 (26%) or 16-25 (7%).

Table 3.1: CCB awareness and involvement.

	Ward			Sex		Age				Time in the area		Total
	1	2	3	Male	Female	16-25	26-45	46-65	66+	<11 years	11+ years	
	n=	46	81	94	113	107	27	46	82	65	40	
Unaware of CCB	28%	27%	38%	30%	34%	74%	39%	23%	20%	50%	28%	32%
Aware, but not involved	35%	27%	35%	32%	33%	19%	35%	29%	40%	18%	36%	32%
Involved in CCB	37%	46%	27%	38%	34%	7%	26%	48%	40%	33%	37%	36%

CCB contact by group is shown in Figure 3.4 below, only for the CCBs where the catchment area had a valid sample size of more than n=5. Caution should be exercised in interpreting these results, due to the small sample sizes involved.

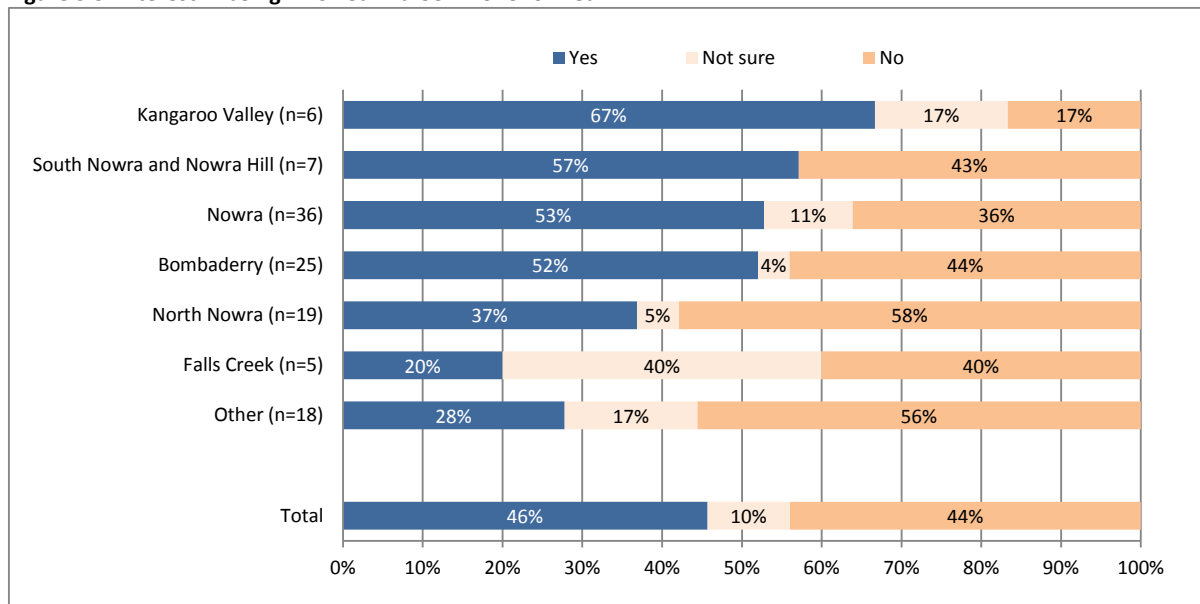
Figure 3.4: CCB awareness and involvement by CCB.



People living in a suburb without a CCB were asked: *“If a Community group was set up in your local area, specifically to provide feedback to council on important local issues, would you want to be involved in that?”*

Responses to this question were mixed: **46% said they would want to get involved**, 44% said they would *not* want to be involved and 10% were not sure. Although sample sizes are not large enough to be definitive, it appears that interest in getting involved varied from one location to the next, and was stronger in Kangaroo Valley and around Nowra than elsewhere (see Figure 3.5).

Figure 3.5: Interest in being involved in a CCB if one formed.



Other engagement strategies

In the closing set of questions, residents were told that *“Council is considering a few different ways of engaging with the community”* and asked to react to a number of different possible approaches.

Email newsletters

Two-thirds of residents (65%) said that, if Council had an email community newsletter, they would want to receive it. Interest in this was:

- Stronger in Ward 2 (73%) compared with Ward 1 (63%) or Ward 3 (60%).
- Stronger for those newer to the area (72%), compared with 64% for those who had been living locally for more than 10 years.
- Weaker among 65+ year olds (51%) than others (63% for 16-25 year olds, 74% for 26-45 year olds, 72% for 46-65 year olds).

Social media

Residents were asked about *“social media as a way to get updates from Council and give them feedback”*. Overall, 30% of people said they would ‘Like’ or follow Council on Facebook and 5% follow Council on Twitter (Figure 3.6).

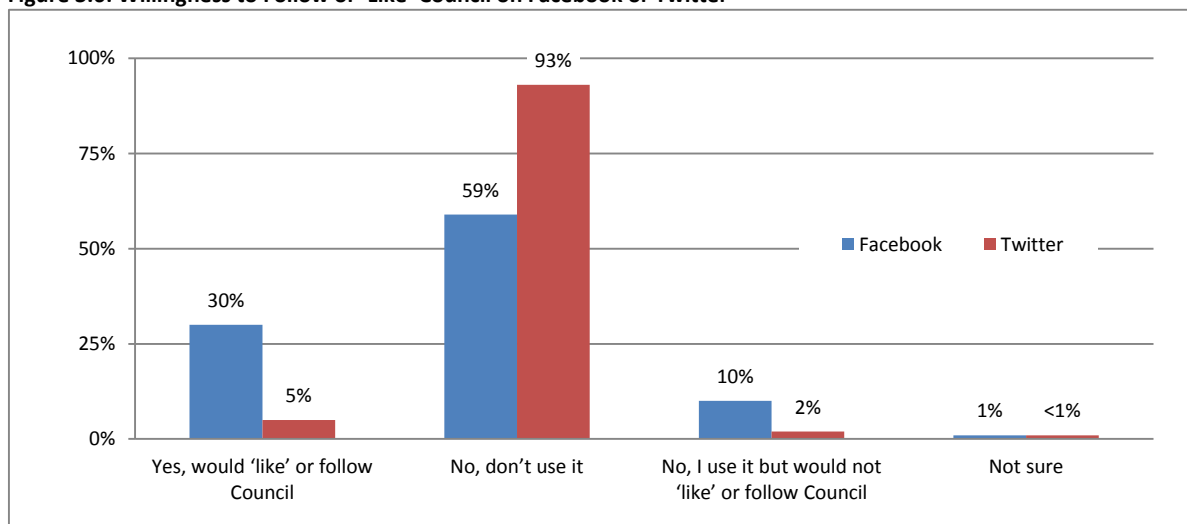
Willingness to ‘Like’ Council on Facebook declined with age, from 75% among 16-25 year olds and 45% among 26-45 year olds, to 22% among 46-65 year olds and 7% among those aged 65+.

Facebook was also a more popular option:

- among those not currently reached by a CCB (34%) rather than those involved with a CCB (20%)

- among more recent movers to the area (43%) rather than those who had lived locally for more than 10 years (28%)
- in Wards 1 and 2 (33%-34%) rather than Ward 3 (23%)
- among women (34%) rather than men (26%).

Figure 3.6: Willingness to Follow or 'Like' Council on Facebook or Twitter



Community notice boards

Just under half of the residents surveyed (47%) said they were aware of a Community Notice Board in their local town or village. Note to Peter, to test the value of static notice boards, we could wash this result against a list of suburbs that you know for sure already have one. Otherwise further analysis on this particular question is a bit meaningless.

These residents (n=142) were then asked how often they read what is on the Community Notice Board. For the most part, people who knew of these Notice Boards checked them at least every few months (28%) or more often (36%). Only a minority (12%) ignored them completely (Table 3.3).

Table 3.3: Current readership of Community Notice Boards.

	% of those who are aware of a Community Notice Board in their local town or village (n=142)	% of total sample (n=302)
Once a month or more	36%	17%
Every few months	28%	13%
Less often	24%	11%
Never	12%	5%
NA – not aware of any CNBs		53%
Total	100%	100%

All residents were then asked: "If Council set up an electronic Community Notice Board in your local town or village – similar to a big screen TV with information

images that change every 5 seconds or so – is that the kind of thing you would stop to look at?”

The response here was reasonably positive, but not overwhelming: 60% said they would stop to look at an electronic Notice Board, while 35% said they would not look and 5% were unsure.

Importantly, however, electronic Boards may be helpful in reaching groups that are not currently well-targeted by existing strategies. This includes:

- Young people: 90% of those aged 16-25 said they would stop and look, compared with 53%-58% in other age groups.
- People not currently in contact with a CCB: 63% said they would stop and look, compared with 49% of those currently reached by their CCB.

Appendix A: Annotated survey questionnaire

Introduction

Hi, this is ___-from IRIS, the research company in Wollongong. We're doing a short survey for Shoalhaven City Council about local community issues.

Is the number I'm calling in the Shoalhaven Council area? That's from Berry in the north down to Durras North in the South, and inland until the Moreton National Park finishes.

Yes

No *[Thank and close]*

If not sure, refer to suburb list in QA1 below

The survey will just take 10 minutes – would someone in your household be available?

Yes *[If more than one person available, ask for whoever (aged 16+) had the last birthday within the available quotas – prioritise younger and male as these are the harder quotas to fill]*

No *[Thank and close, or arrange a call back]*

Read out usual confidentiality / QA statements.

Part A: Screener questions

Before we start, I have a few quick questions to make sure we speak to enough people from across the whole area.

A1 What suburb do you live in? *[Do not read out]*

Valid n	Suburb/village	Ward (for sampling)	Community Consultative Board (CCB) – for reference in Part C
3	Basin View	Ward 3	1> Basin Villages Forum
3	Bawley Point	Ward 3	2> Bawley Point/Kioloa Progress Association
1	Bendalong	Ward 3	3> Red Head Villages Association
-	Berrara	Ward 3	4> Sussex Inlet Community Forum
8	Berry	Ward 1	5> Berry Alliance
26	Bomaderry	Ward 1	NONE – Do not ask Part C
-	Budgong	Ward 1	6> Budgong Community Group
1	Burrier	Ward 1	NONE – Do not ask Part C
3	Burrill Lake	Ward 3	7> Ulladulla & Districts Community Forum
8	Callala Bay	Ward 2	8> Callala Bay Community Association
2	Callala Beach	Ward 2	9> Callala Beach Progress Association
6	Cambewarra	Ward 1	10> Cambewarra Residents and Ratepayers Association

-	Comerong Island	Ward 2	NONE – Do not ask Part C
2	Coolangatta	Ward 1	NONE – Do not ask Part C
1	Cudmirrah	Ward 3	4> Sussex Inlet Community Forum
13	Culburra Beach	Ward 2	23> Culburra Beach Progress Association
-	Cunjurong	Ward 2	3> Red Head Villages Association
1	Currarong	Ward 2	22> Currarong Progress Association
-	Depot Beach	Ward 3	11> Murramarang Progress Association
1	Dolphin Point	Ward 3	NONE – Do not ask Part C
-	Durras North	Ward 3	11> Murramarang Progress Association
2	Erowal Bay	Ward 2	1> Basin Villages Forum
5	Falls Creek	Ward 1	NONE – Do not ask Part C
1	Fishermans Paradise	Ward 3	12> Conjola District Lakecare Association
2	Greenwell Point	Ward 2	13> Greenwell Point - Get to the Point
6	Huskisson	Ward 2	14> Huskisson Woollamia Community Voice
1	Hyams Beach	Ward 2	NONE – Do not ask Part C
5	Kangaroo Valley	Ward 1	NONE – Do not ask Part C
2	Kings Point	Ward 3	7> Ulladulla & Districts Community Forum
1	Kioloa	Ward 3	2> Bawley Point/Kioloa Progress Association
2	Lake Conjola	Ward 3	12> Conjola District Lakecare Association
-	Lake Tabourie	Ward 3	20> Tabourie Lake Ratepayers & Residents Association
3	Manyana	Ward 3	3> Red Head Villages Association
1	Meroo Meadow	Ward 1	NONE – Do not ask Part C
14	Milton	Ward 3	21> Friends of 2538
1	Myola	Ward 2	9> Callala Beach Progress Association
4	Narrawallee	Ward 3	7> Ulladulla & Districts Community Forum
19	North Nowra	Ward 1	NONE – Do not ask Part C
36	Nowra	Ward 1 or 2	24> Shoalhaven Business Chamber
5	Nowra Hill	Ward 1	NONE – Do not ask Part C
8	Old Erowal Bay	Ward 2	1> Basin Villages Forum
2	Orient Point	Ward 2	15> Orient Point Progress

			Association
23	Sanctuary Point	Ward 2 or 3	1> Basin Villages Forum
11	Shoalhaven Heads	Ward 1	16> Shoalhaven Heads Community Forum
2	South Nowra	Ward 1 or 2	NONE – Do not ask Part C
3	St Georges Basin	Ward 3	1> Basin Villages Forum
9	Sussex Inlet	Ward 3	4> Sussex Inlet Community Forum
3	Tapitallee	Ward 1	NONE – Do not ask Part C
4	Terara	Ward 2	NONE – Do not ask Part C
2	Tomerong	Ward 1 or 2 or 3	17> Tomerong Community Forum
31	Ulladulla	Ward 3	7> Ulladulla & Districts Community Forum
11	Vincentia	Ward 2	18> Vincentia Ratepayers & Residents Association
2	Wandandian	Ward 3	19> Wandandian Progress Association
-	Woollamia	Ward 2	14> Huskisson Woollamia Community Voice
5	Worrigea	Ward 2	NONE – Do not ask Part C
-	Other (specify)		NONE – Do not ask Part C

Notes: (a) If Ward quota is full, thank and close. Minimum 80 per ward. (b) For analysis, classify the suburbs by Ward as per table above. (c) There is no good way to untangle multi-ward suburbs, just allocate people in these suburbs to the relevant wards on an alternate basis.

A2 How long have you lived in the Shoalhaven area? [Only read out codes if necessary]

-	Less than 6 months <i>[Thank and close]</i>
-	6 months to 1 year
10%	1-5 years
8%	6-10 years
82%	More than 10 years

A3 How old are you turning this year? [Read out codes if necessary]

Record age _____

Age groups for sampling quotas

13 %	16-25
11 %	26-35
14 %	36-45
18 %	46-55
18 %	56-65
27 %	66+

A4 Record sex:

49 %	Male
51 %	Female

*If age/sex quota is full, ask if anyone else available within the available quotas
Reflect overall age and sex structure of Shoalhaven across the full 300.*

Part B: Local issues

B1 I'm going to read out a few different things, and I'd like to know how interested you are in them. The first one is: _____. Your options are...

[Read out]

<i>Rotate starting place for (a), (b) and (c). Leave (d) as the last one every time</i>	Extremely interested	Quite interested	A little interested	Not interested at all	<i>Don't know</i>
a) Local social issues	18%	47%	26%	9%	-
b) Local environmental or planning issues	26%	50%	19%	6%	<1%
c) The local economy	26%	50%	18%	6%	<1%
d) What's happening at Council	21%	40%	27%	12%	1%

B2 What are the main ways you find out about local issues, new developments, community events or what's happening at Council. Anything else? *[Do not read, select all mentioned]*

72 %	Local newspaper (incl articles and ads)
47 %	Local radio (incl radio news)
25 %	Local TV news
3%	Local Community Consultative Body (e.g. Progress Association, Business Chamber)
10 %	Internet – Council website
5%	Internet – other (specify _____)
7%	Council newsletter with Rates notice
8%	Mail-out / letterbox drop – From Council
2%	Mail-out / letterbox drop – other
<1%	Email – on a Council e-mailing list
<1%	Email – on some other e-mailing list
3%	Social media – Council (Facebook, Twitter)
2%	Social media – other
11 %	Word of mouth – through work
20 %	Word of mouth – through family
33 %	Word of mouth – through friends, neighbours
4%	Word of mouth – other
	OTHER (Specify _____)

Part C: CCBs

Cross reference list of CCBs to suburbs is at A1.

VALID N FOR THIS SECTION IS 221 (n=81 excluded as there is no CCB in their suburb)

C1 In your local area, there is a body called the [____ CCB title – get title from table at A1____]. Have you ever heard of this group? *[Do not read out]*

n=15 1	68 %	Yes
n=64	29 %	No, have never heard of it → <i>Go to Part D</i>
n=7	3%	Not sure → <i>Go to Part D</i>
n=22 1		TOTAL

C2a *[If aware of CCB]* Are you currently a member of this organisation? *[Do not read out]*

n=6	3%	Yes
n=14	66%	No, not a current member
5		
-	-	Not sure
n=71	32%	NA – not aware of CCB

C2b *[If aware of CCB]* In the last 12 months, have you gone to any of their meetings or attended anything they've organised? *[Do not read out]*

n=23	10%	Yes
n=12	58%	No, haven't attended
8		
-	-	Not sure
n=71	32%	NA – not aware of CCB

C2c *[If aware of CCB]* And in the last 12 months, have you read a newsletter of theirs, or been informed about local issues by them? *[Do not read out]*

n=7	33%	Yes
2		
n=7	34%	No, haven't read anything/been informed
6		
n=4	2%	Not sure
n=7	32%	NA – not aware of CCB
1		

SUMMARY: INVOLVED WITH CCB

n=79	36%	Aware and involved
n=72	33%	Aware but not involved
n=71	32%	Not aware
n=22	100%	TOTAL with a CCB in their suburb
1		

INVOLVEMENT WITH CCB, BY CCB

	Valid n	Involved in CCB		Aware, but not involved		Unaware	
CCBs with a sample size over n=5							
Berry Alliance	8	8	100%	0	-	0	-
Huskisson Woollamia Community Voice	6	5	83%	1	17%	0	-
Vincentia Ratepayers & Residents Association	11	8	73%	3	27%	0	-
Callala Bay Community Association	7	5	71%	1	14%	1	14%
Culburra Beach Progress Association	12	7	58%	5	42%	0	-
Sussex Inlet Community Forum	10	5	50%	4	40%	1	10%
Shoalhaven Heads Community Forum	11	5	45%	1	9%	5	45%
Cambewarra Residents and Ratepayers Association	7	2	29%	2	29%	3	43%

Basin Villages Forum	38	10	26%	11	29%	17	45%
Ulladulla & Districts Community Forum	41	9	22%	13	32%	19	46%
Friends of 2538	15	2	13%	5	33%	8	53%
Shoalhaven Business Chamber	36	4	11%	23	64%	9	25%
CCBs with a sample size under n=5							
Red Head Villages Association	4	3		0		1	
Callala Beach Progress Association	3	3		0		0	
Greenwell Point - Get to the Point	2	2		0		0	
Bawley Point/Kioloa Progress Association	4	2		2		0	
Conjola District Lakecare Association	3	1		0		2	
Wandandian Progress Association	2	1		0		1	
Currarong Progress Association	1	1		0		0	
Orient Point Progress Association	2	0		1		1	
Tomerong Community Forum	2	0		0		2	

Qualification for C3: *If Yes at C1 and then No at C2a, C2b and C2c → Go to C3
If Yes at C1 and then Yes at C2a, C2b or C2c → Go to Part D*

C3 *[If aware of CCB, but not involved]* **Do you know anyone who goes to their meetings, or things they organise, or reads their newsletters?** *[Do not read out]*

n=1	Yes
6	
n=5	No, don't know anyone involved
5	
-	Not sure

SUMMARY 2: OVERALL CONTACT WITH CCB

n=79	36%	Aware and involved
n=16	7%	Aware and not involved – although know someone who is
n=55	25%	Aware, but not involved and don't know anyone who is
n=71	32%	Not aware
n=22	100	TOTAL with a CCB in their suburb
1	%	

Part D: Feedback and input to Council

D1 **Apart from voting in Council elections, have you ever given Council any direct feedback – told them what you think about an issue relevant to you, be it about the community, the environmental, the economy or anything else?** *[Do not read out]*

45	Yes
%	
54	No, haven't given direct feedback

%	
<1%	Not sure

D2 Are you comfortable with how much Council hears from you at the moment? Would you prefer to give Council... *[Read out]*

34%	More direct feedback than you currently do
-	Less direct feedback than you currently do
66%	No change, leave things as they are

CROSSTAB – D1 BY D2

	Have given direct feedback (n=138)	Have not given direct feedback (n=164)	Total
Would prefer to give more direct feedback than you currently do	38%	30%	34%
No change, leave things as they are	62%	70%	66%
Total	100%	100%	100%

Part E: CSP consultations

E1 For the last few years, Council has had something called a ‘Community Strategic Plan’. Have you ever heard of this plan? *[Do not read out]*

44%	Yes
54%	No, have never heard of it
2%	Not sure

E2 During last Summer and into Autumn this year, the Plan was reviewed. Were you aware that this review was going on? *[Do not read out]*

17%	Yes
81%	No, not aware of this review
1%	Not sure

E3 Council did a few things to try and let people know this review was on.

- a) There was a **BLUE postcard** that had a design on one side that read ‘An Even Better Future’. On the back there were two questions about what’s great about the Shoalhaven and what would make it better. It went out with rates notice reminders in October last year (2012). Do you remember seeing this **BLUE postcard**? *[Do not read out]*

15%	Yes
80%	No, didn’t see BLUE postcard

%	
5%	Not sure

- b) There was also a **PURPLE postcard** about the review, that went out through the schools, and a **RED postcard** that had an Aboriginal design on the front. Did you see either of those? *[Do not read out]*

5%	Yes
93%	No, didn't see PURPLE or BLUE postcard
2%	Not sure

- c) Did you see any ads or articles in the local paper about a community plan that was being reviewed? It might have mentioned 'CSP Review' or 'Even Better future' in the title. *[Do not read out]*

19%	Yes
74%	No, didn't see any relevant ad/articles in local paper
7%	Not sure

- d) There were also some Council street stalls in some of the towns and villages. Did you see any of those? *[Do not read out]*

10%	Yes
89%	No, didn't see any street stalls
2%	Not sure

- e) Did it ever come up in conversation with a friend, family member or workmate – that there was an overall community plan being reviewed, and you could have your say? *[Do not read out]*

13%	Yes
85%	No, didn't come up in conversation
2%	Not sure

Qualification for E3: *If yes at E2 → Ask E3
If no/not sure at E2 → Go to E4*

- E4** *[If aware of CSP review consultations]* Did you find out about the review any other way, apart from what we've already discussed? *[Do not read out]*

N=1 6	Yes (specify _____)
N=3	No, that covers it

6	
N=5	Valid n, who knew at E2 that the review was taking place
2	

Qualification for E4: *If yes at E2 or any of the E3 items → Ask E5*
If no/not sure at E2 and all of the E3 items → Go to Part F

E5 *[If knew about the review or saw any of Council's main advertising]* **Did you provide any feedback to Council about the old plan, or to help shape the new Plan? For example, over last summer and into Autumn this year...**

	Yes	No	Not sure	Yes as a % of those who knew about the review or saw the ads n=124 (i.e. 41% of the sample)	Yes as a % of total n=302
Did you send Council a letter, postcard or email?	9	11 3	2	7%	3%
Did you phone the special 'Even Better Future' info-line and leave a recorded message?	2	12 1	1	2%	1%
Did you go to any community workshops or meetings about the Plan?	8	11 6	-	6%	3%
Did you speak to a Council representative at a street stall?	9	11 4	-	7%	3%
Did you provide feedback to Council or have input in some other way?	14	10 8	1	11%	5%
TOTAL PROVIDED INPUT	30			24%	10%

Qualification for E5: *If Yes to any of the items in E4 → Ask E5*
If No to all the items in E4 → Go to Part F

E6 *[Valid n = 30 people who provided feedback or input in the review]* **Did you tell anyone else about the Plan and that it was being reviewed – friends, family members, workmates? *[Do not read out]***

N=1	Yes
1	
N=1	No
8	
N=1	Not sure

Part F: Council as a listening organisation

F1 Do you think Council did enough to seek community feedback during the review of the plan? *[Do not read out]*

28 %	Yes, they did enough
72 %	No, they didn't do enough
-	Not sure

F2 The new Plan has just been approved by Council. In writing the new plan, do you think Council will have paid much attention to the community feedback it received? Your options are... *[Read out]*

12 %	They will have paid a great deal of attention to the community feedback they received
50 %	They will have paid some attention
25 %	They will have paid little or no attention to the community feedback they received
13 %	<i>[Do not read out]</i> Not sure

F3 Shoalhaven Council wants to be an organisation that really understands its community, their concerns and their hopes for the future. How would you rate Council on that at the moment? *[Read out]*

3% %	Excellent
33 %	Good
40 %	Fair
19 %	Poor
5% %	<i>[Do not read out]</i> Not sure

F4 Council is considering a few different ways of engaging with the community.

a) If Council had an email community newsletter, would you want to receive it? *[Do not read out]*

65 %	Yes
32 %	No, would not want to receive
2% %	Not sure

b) Are you aware of any Community Notice Boards in your local town or village?

[Do not read out]

47 %	Yes
51 %	No, not aware of any → <i>Go to F5</i>
2%	Not sure → <i>Go to F5</i>

c) *[Valid n=142, answered yes at F4b]* How often do you read what's on the Community Notice Board? Would you say... *[Read out]*

36%	Once a month or more	17% of total n=302
28%	Every few months	13% of total n=302
24%	Less often	11% of total n=302
12%	Never	5% of total n=302
	NA – not aware of any CNBs	53% of total n=302

F5 If Council set up an electronic Community Notice Board in your local town or village – similar to a big screen TV with information images that change every 5 seconds or so – is that the kind of thing you would stop to look at?

[Do not read out]

60 %	Yes
35 %	No, would not stop and look
5%	Not sure

F6 What about social media as a way to get updates from Council and give them feedback...

a) If Council was on Facebook, for example, would you 'Like' them or follow them?

[Do not read out. If the answer is no, clarify why]

30 %	Yes, would 'like' or follow Council
59 %	No, don't use Facebook
10 %	No, I use Facebook but would not 'like' or follow Council
1%	Not sure

b) And if Council had a Twitter profile, would you follow them on that?

[Do not read out. If the answer is no, clarify why]

5%	Yes, would follow Council
93	No, don't use Twitter

%	
2%	No, I use Twitter but would not 'like' or follow Council
<1%	Not sure

*Qualification for F6: If respondent skipped Part C or lives in Nowra → ask F6
Otherwise, go to closing script*

F6 *[If skipped Part C or lives in Bombaderry or Nowra]* **If a Community group was set up in your local area, specifically to provide feedback to council on important local issues, would you want to be involved in that? *[Do not read out]***

n=5	45	Yes
3	%	
n=5	46	No, wouldn't want to be involved
2	%	
n=1	10	Not sure
2	%	

Close

That's the end of the survey, thanks very much for taking the time to help me today.

Before you go though, Council does in fact have a few email newsletters, and is on Facebook, so if you want to get online and follow that up, that's up to you. Would you like me to give you Council's website address, or a phone number?

We can't pass on your details to them – that's against privacy regulations.