

19.12 COMMUNICATIONS SURVEY RESULTS AND DRAFT MEDIA AND COMMUNICATIONS STRATEGY – REPORT NO. AR24/33742

Committee:	Council
Meeting Date:	21 May 2024
Report No.:	AR24/33742
CM9 Reference:	AF23/328
Author:	Sharny McLean, Media and Communications Coordinator
Authoriser:	Sarah Philpott, Chief Executive Officer
Summary:	This report provides a summary of the results of a community communications survey and presents the draft Media and Communications Strategy for endorsement.
Strategic Plan Reference:	Goal 1: Our People
	Goal 2: Our Location
	Goal 3: Our Diverse Economy
	Goal 4: Our Climate, Natural Resources, Arts, Culture and Heritage
	Goal 5: Our Commitment

REPORT RECOMMENDATION

1. That Council Report No. AR24/33742 titled 'Communications Survey Results and Draft Media and Communications Strategy' as presented on 21 May 2024 be noted.
2. That the Media and Communications Strategy, as attached to Council Report No. AR24/33742 be endorsed.



TYPE OF REPORT

Corporate

BACKGROUND

The City of Mount Gambier aims to keep the community informed about Council operations, decisions and activities with clear communication supplied in various formats across multiple platforms.

To understand how Council can best communicate with residents, the media and communications department issued a communications survey through consultation platform Have Your Say Mount Gambier to identify community preferences around news and information to ensure that communication is targeted to suit the needs of the community.

The survey contained 38 questions to gain an understanding of communication preferences to inform and prioritise activities within the draft City of Mount Gambier Media and Communications Strategy. The strategy outlines a framework of actions, priorities and initiatives to foster effective communication and engagement with all stakeholders.

PROPOSAL

Communications survey feedback summary

162 survey submissions were received. Most respondents (156) were City of Mount Gambier ratepayers/residents, most (54) were 65 years old or older, and female (91).

General communication

- Most respondents (90) felt they were somewhat informed by Council communications.
- Most respondents (73) were neither satisfied or dissatisfied with the information they receive from Council.
- Most respondents were most likely to hear about Council activities through local news social media accounts (79), 70 heard via word of mouth, 51 through a local newspaper, 40 on Council's social media accounts, 39 on local radio, 16 on Council's website, 13 listed other places such as mail, email, Facebook, My Local Services phone app, brochure in letter box, the library and 5 indicated they hear about Council activities at Council offices/facilities.
- 80 respondents have had direct contact with Council in the past year, 82 had not. Of those who had contact with Council, 31 had done so via email, 30 by phone, 23 at the customer service centre, 21 at Council offices/facilities, 8 had had other face to face contact (meetings), 3 via social media and 3 listed other, including the My Local Services phone app.
- Respondents were most interested in information about upcoming projects (129), upcoming events (107), waste and recycling (105), community engagement (105), road and maintenance works (95), budgets (72), emergency management updates/news (69), Council meetings (63), tourism (57) and other including: environment, dog and cat management, recreational areas, building plans, walking and riding, community events and Council actions and decisions (15).

Media outlets

- When asked which newspapers respondents read in hard copy, the majority (69) indicated that they read *Lifestyle 1 (Mt Gambier Times)*. 67 don't read hard copy newspapers. 54 read *The Border Watch*, 32 read *The SE Voice* (now online only), 19 read *The Advertiser*, 5 read *The Australian*, 5 listed other, 4 read *The Herald Sun*, and 3 read *The Age*.
- When asked which newspapers/news articles respondents read online, most (94) indicated they don't read newspaper/news articles online. 25 respondents listed Facebook,



Limestone Coast Community News, Mount Gambier Chat Group, News.com.au, ABC News etc as sources of news online, 20 listed *The SE Voice* and *The Advertiser* respectively, 13 said they seek news from *The Border Watch* and The Mount Gambier News respectively, 7 indicated they view *Lifestyle 1 (Mt Gambier Times)*, *The Advertiser*, 5 *The Australian* and 4 *The Age* online.

- When asked which radio stations respondents listen to, most (56) indicated they listen to SAFM Limestone Coast, 48 said ABC South East, 41 said they don't listen to radio, 36 said Triple M Limestone Coast, 22 said 5GTR FM, 16 other including 2GB, ClassicFM, Triple J, SEN, ABC Melbourne, ABC National and 6 said Lime FM.
- 127 respondents indicated that they don't recall seeing or hearing Council advertisements on any media platforms. Of those who indicated they had, (35) listed Facebook, *The SE Voice*, *Lifestyle 1 (Mt Gambier times)*, *The Border Watch*, and radio stations Triple M, ABC News and 5GTR FM as the source.

Council's website

- Most respondents (157) have access to a computer/device and an internet connection at home. Five do not.
- Most respondents (82) indicated that they visit Council's website every six months. 40 respondents never visit the website as they: didn't know it existed, haven't felt the need to, or find it difficult to navigate. 32 respondents visit the website monthly, 7 weekly and 1 on a daily basis.
- Of those who visit the website, 76 access the website by computer, 51 by phone and 33 by tablet.
- Respondents usually access Council's website for:
 - Waste management (49)
 - Council news (41)
 - Online services (40)
 - Council events (38)
 - Dog and cat management (32)
 - Online payments (32)
 - To report an issue (23)
 - Council agendas and minutes (12)
 - Other (11) for general information about council services and regulations, to visit Have Your Say (community consultation platform), the Library, to lodge event forms etc.
 - Development applications (10)
 - Careers at Council (6)
 - Council tenders (3)
- Of those who use the website, most find it occasionally useful (60), mostly useful (42), not useful (15), very useful (10) or haven't used it enough to comment.
- Most respondents (57) rate the website as a 3 on a scale of 1 being poor, to 5 being excellent. 34 rate it as a 4, 16 rate it 16, 13 rate it 1 and 10 rate it as 5.
- When asked what would improve the website to better suit respondent's needs, respondents indicated:
 - More community event content,
 - Easier navigation,
 - Additional information on community consultations,
 - Clearer tabs and fresh information,
 - Improve navigation and search functionality,
 - Online access to services, and
 - Text to read feature and videos translated to Auslan.



My Local Services phone app

- 44 respondents use the My Local Services phone app, 117 do not.
- Of those who do, respondents indicated it was helpful for remembering which bins go out each week. Feedback also indicated that messages can be cut off and incomplete on the app, it could provide more information and it doesn't work at times.

Council newsletter

- Most respondents (137) indicated that they would find a newsletter useful. 24 said they would not find it useful. Of those who do wish to receive a newsletter, most (76) indicated they would like to receive a monthly newsletter, 59 indicated that they would prefer a quarterly newsletter and 9 said they would like to see a newsletter every six months.
- The type of information respondents would like to see in a newsletter includes:
 - News about Council projects, outcomes and upgrades (135),
 - Events in and around the area (116),
 - Community stories (69),
 - Profiles of Council employees (39), and
 - Other – environment, minutes of meetings, future planning and budgets, waste collection etc. (15)
- Most respondents (95) believe a newsletter should be distributed via email subscription, 72 respondents believe it should be issued via Council's website, 70 through Council's social media accounts, 36 via local newspapers, 20 printed in Council offices and 15 other – via the library, printed and posted.
- 130 respondents indicated they would subscribe to an email newsletter, while 31 would not.

Council meetings

- Most respondents (54) indicated they would be very unlikely to watch Council meetings online. 52 respondents indicated that it would be somewhat likely that they would. 26 respondents said it would be somewhat unlikely that they would watch meetings online. 15 are neutral about it, while 14 say it's very likely that they would choose to watch Council meetings online.
- Of those who indicated that they would watch Council meetings online, 65 said they would prefer the meeting to be recorded to watch in their own time. 65 said they wouldn't watch. 31 would prefer Council meetings to be live streamed to watch in real time.
- If a Council meeting was recorded, respondents indicated that they would require the following features:
 - Bookmarking (54),
 - Captions (46),
 - Transcript (45),
 - Audio description (11),
 - Sign language (7), and
 - Translation to another language (4).

Social media

- Most respondents (131) are active on social media. 31 indicated they are not.
- Of those who are active on social media, 52 access/use social media more than five times per day. 41 more than three times per day, 32 once a day, 2 once a week and 4 once a month.



- Of those who are active on social media, most (130) use Facebook, 64 use YouTube, 62 are on Instagram, 20 are on Twitter/X and TikTok, 17 are on YouTube and 3 are on Reddit, Telegram and Rumble.
- Respondents follow the following Council social media accounts:
 - Facebook**
 - City of Mount Gambier (96)
 - Mount Gambier ReUse Market (62)
 - Mount Gambier Library (61)
 - The Riddoch Arts & Cultural Centre (39)
 - City of Mount Gambier Impounded Dogs (16)
 - Visit Mount Gambier (10)
 - Mount Gambier Visitor Centre (6)
 - Youth Activation Group (YAG) (2)
 - X/Twitter**
 - City of Mount Gambier (2)
 - Mount Gambier Library (2)
 - The Riddoch Arts & Cultural Centre (2)
 - Instagram**
 - City of Mount Gambier (12)
 - The Mount Gambier Library (7)
 - The Riddoch Arts & Cultural Centre (4)
 - Mount Gambier Visitor Centre (1)
 - Visit Mount Gambier (1)
 - Youth Activation Group (YAG) (1)
 - LinkedIn**
 - City of Mount Gambier (2)
- Most respondents (113) indicated that social media is a useful way for Council to communicate with them. 18 said it isn't useful.
- Suggestions regarding Council's use of social media include:
 - *"Council could interact with the public on social networks to answer question(s) put forward by the public, hopefully providing feedback on projects that will affect ratepayers."*
 - *"Feedback always tends to be predominantly negative which is usual for social media, maybe consider turning comments off?"*
 - *"I think people should hear more from all council members. It would be nice to get to know them on a personal level through uploaded videos stating who they are, what they do and what projects they are working on for our community."*
- How can Council improve its communication with you? Some examples:
 - *"Be more open with any projects that are going to cost or affect the ratepayers."*
 - *"Email newsletter."*
 - *"More honest communication and less self-serving double speak."*
 - *"Immediately after I make a report you get a generic email but you never get a follow up email from anyone."*
 - *"Actually reply to emails/phone calls within a timely manner and execute resolutions instead of having to be recontacted over and over."*
- The preferred form of communication from Council was via email and social media.

To seek the views of a younger demographic, members of the Mount Gambier Youth Activation Group were asked to complete the communications survey in April 2024 (included in the communications survey results attached).

Two respondents, a male and female aged between 15 to 25 years old provided feedback.



- Both respondents indicated that they were somewhat informed by Council activities and felt neutral about the information they received from Council.
- Both were most likely to hear about Council activities through word of mouth, social media and posters.
- Both were most interested in receiving information on upcoming events, projects, community engagement and tourism.
- One read Lifestyle 1 (Mount Gambier Times) and the other doesn't read newspapers in hard copy. One reads the Border Watch online, and the other doesn't read newspaper/news articles online.
- One respondent listened to SAFM Limestone Coast and Lime FM and the other doesn't listen to radio.
- One respondent recalls seeing Council advertisements in Lifestyle 1 (Mount Gambier Times). The other did not recall seeing Council advertisements.
- Both have access to a computer and internet connection, but never visit Council's website citing that *"There isn't anything on the website that I need"*.
- One respondent had downloaded and used the My Local Services phone app.
- Both respondents indicated that they would not find a Council newsletter useful and would not subscribe to an email newsletter.
- One respondent was neutral to the option of watching a Council meeting online, while the other indicated that it would be very unlikely that they would watch a Council meeting online. If they were to watch a meeting online, one would prefer it to be recorded to watch in their own time, while the other would not watch in the first place.
- If a Council meeting was recorded, the respondents indicated that they would require captions, a transcript and bookmarking.
- Both respondents are active on social media. One uses social media more than five times per day and the other more than three times per day. The respondents use Facebook, Instagram, YouTube, Whatsapp, Snapcat and Reddit.
- Respondents follow City of Mount Gambier's Facebook page, the Library, The ReUse Market and the Youth Activation Group.
- Both respondents indicated that social media is a useful tool to communicate with them.
- Suggestions regarding Council's use of social media include:
 - *"Advertise big important events that apply to many people."*
- How can Council improve its communication with you?
 - *"Make whatever you need to communicate short and simple otherwise people lose interest."*

The feedback received during the survey process has been considered alongside other analytical data to inform and prioritise the actions outlined in the draft Media and Communications Strategy.

While most respondents felt somewhat informed by Council's communications, the survey shows there is room for improvement. Respondents indicated that they currently get their news and information from social media accounts and local news outlets and are most interested in information about Council's upcoming projects, events, and the provision of other services. The survey also highlighted an opportunity to further promote the benefits of the My Local Services phone application for residents and ratepayers and the importance of regular content revision and usability testing on Council's website.

Recommendations included in the draft Media and Communications Strategy:

1. Develop and distribute a bi-monthly Council newsletter to an opt in subscription-based email list as a trial for six months. Continuation dependant on the level of community interest/uptake (establish a distribution list of 500+ email addresses).
2. Review the usability of Council's website and content in conjunction with Council's subject matter experts.
3. Develop guidelines and a promotional plan for the My Local Services App.



4. Communications survey results summary to be published on Council's website and on community consultation platform Have Your Say Mount Gambier.

LEGAL IMPLICATIONS

N/A

STRATEGIC PLAN

Goal 1: Our People

Goal 2: Our Location

Goal 3: Our Diverse Economy

Goal 4: Our Climate, Natural Resources, Arts, Culture and Heritage

Goal 5: Our Commitment

COUNCIL POLICY

[M130 Media – Statements on behalf of Council](#)

[Social Media Guidelines](#)

ECONOMIC IMPLICATIONS

Some tasks outlined within the draft Media and Communications Strategy (including updating Council's professional image library and management system, Disability Access and Inclusion Plan (DAIP) Key Performance Indicators and actions for the website and the branding review) will require budget allocations.

ENVIRONMENTAL IMPLICATIONS

N/A

SOCIAL IMPLICATIONS

N/A

CULTURAL IMPLICATIONS

N/A

RESOURCE IMPLICATIONS

N/A

VALUE FOR MONEY

Some tasks outlined within the draft Media and Communications Strategy (including updating Council's professional image library and management system, Disability Access and Inclusion Plan (DAIP) Key Performance Indicators and actions for the website and the branding review) will require budget allocations.

RISK IMPLICATIONS

N/A

EQUALITIES AND DIVERSITY IMPLICATIONS

Council will provide printed copies of the bi-monthly email newsletter to residents as requested.

ENGAGEMENT AND COMMUNICATION STRATEGY

Communications survey submissions opened on Thursday 21 September 2023 and closed Friday 20 October 2023.

The promotional theme around the survey was: 'How do you want to hear from Council?'



A total of six advertisements were published in local publications *The Border Watch*, *The SE Voice* and *Lifestyle 1 (Mt Gambier Times)* to promote the survey. Promotional social media posts and stories also featured on the City of Mount Gambier's Facebook and Instagram pages, including boosted posts. The Media and Communications Coordinator also undertook a radio interview with ABC South East to promote the survey.

Printed copies of the survey were made available at Council sites including the Civic Centre, Library, Riddoch, ReUse Market and the Waste Transfer Station.

During the consultation period, the media and communications team were present at the Farmers and Makers Market at the Cave Garden on Saturday 14 October 2023 to speak to interested people about the survey and Council communications.

IMPLEMENTATION STRATEGY

Most of the actions outlined in the draft Media and Communications Strategy are already underway. The strategy is used as a guide for the media and communications department to ensure Council meets its aims, objectives and goals to provide the local community with timely and relevant information about services, projects, activities and decisions of Council.

CONCLUSION AND RECOMMENDATION

This report seeks Council endorsement of the draft Media and Communications Strategy, informed by feedback received from the community communications survey.

ATTACHMENTS

1. Draft Media and Communications Strategy [↓](#) 
2. Communications Survey – Community Consultation Feedback Summary [↓](#) 





Media and Communications Strategy



May 2024





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INTRODUCTION

The City of Mount Gambier Media and Communications Strategy presents a comprehensive framework detailing communication priorities and initiatives, designed to foster active engagement with all stakeholders. This strategic approach aligns with the objectives outlined in both the City of Mount Gambier 2020-2024 Strategic Plan and the City Futures Paper, ensuring a cohesive and unified vision.

MEDIA AND COMMUNICATIONS DEPARTMENT

The media and communications department is dedicated to promoting Council's services, resources, programs, and initiatives to strengthen and safeguard our reputation. The department serves as the primary point of contact for all media enquiries and is responsible for coordinating and creating communication materials across multiple platforms.

Aligned with the M130 Media - Statements on behalf of Council Policy, this strategy supports council staff and elected members in addressing media enquiries effectively, accurately, and efficiently. We aim to foster public understanding of Council's services, activities and issues, ensuring transparent and open communication with our community.

OUR GOALS

Our goal is to ensure that our ratepayers and residents are well-informed about the various programs and services we implement on a daily basis to enhance the quality of life in Mount Gambier.

We aim to provide timely and relevant information to our community about services, projects, activities and decisions of Council.

As communicators, it is our responsibility to deliver clear and effective information to the Mount Gambier community, keeping residents updated on the latest developments and events in the local area.



WHAT AND WHERE WE COMMUNICATE

We recognise that our communications activities are crucial to the way our community interprets and understands Council decisions. We aim to provide timely and relevant information to our community.

City of Mount Gambier has various functions and services that require effective communication, including those of other business units:

- The Riddoch Arts and Cultural Centre.
- Mount Gambier Library.
- Mount Gambier Visitor Centre.
- Visit/Discover Mount Gambier, and
- Mount Gambier ReUse Market.

Council is committed to leveraging digital and social media, empowering the media and communications department to serve as an information broadcaster. By actively engaging with the community and promoting Council initiatives, we strive to expand our online presence and social media reach.

In addition to digital channels, traditional media outlets play a crucial role in our communication efforts. Establishing and maintaining strong relationships with local journalists is vital for effectively conveying Council's messages and presenting a positive image of Mount Gambier.

OUR OBJECTIVES

1. Enhance community awareness and understanding of Council services, activities, projects, planning, and decision making processes through targeted communication initiatives.
2. Proactively provide clear, timely, and accessible information through diverse communication channels that cater to the needs of the community.
3. Foster stronger relationships with the community by implementing Council communication activities that inspire confidence and trust.
4. Empower staff and Councillors to effectively communicate Council business to the community through capacity-building initiatives and training.
5. Strengthen the City of Mount Gambier's brand identity and visual presence by maintaining consistency and enhancing engagement across all communication platforms.



Action Plan

INTERNAL OPERATIONS

ACTION	MEASURE OF SUCCESS	TIMEFRAME
Schedule monthly meetings with general managers within the organisation (in addition to regular meetings with department managers as appropriate) to identify media and communication opportunities for upcoming and ongoing work.	<ul style="list-style-type: none"> Develop and maintain annual media and communications plan to keep the community informed about Council services, projects, programs and decisions. Develop frequent stakeholder communication on significant projects to inform of interruptions and reduce complaints to customer service. 	In progress
Review staff ownership of website content to ensure accuracy and improved user experience.	<ul style="list-style-type: none"> Increased regular content update requests for the intranet and corporate website. Improved engagement. Decrease in content enquiries. 	In progress
Review usability of the Council's website, engaging with relevant staff to identify areas for improvement.	<ul style="list-style-type: none"> Improved understanding of community expectations regarding website functionality and guidance regarding additional information required/desired on the website. 	In progress
Develop workflow guide for staff to follow when they require media, communications and marketing support.	<ul style="list-style-type: none"> Operations are streamlined. Clear understanding of procedures and processes to help media and communications team serve internal and external customers effectively. 	In progress
Review and update brand and writing style guide for consistency.	<ul style="list-style-type: none"> Council's brand and writing style guide is effectively used by staff. 	Impending
Refresh and update Council's professional image library and management system to enable easier access.	<ul style="list-style-type: none"> Increased interest and engagement in Council's assets, website and social media platforms. Positive brand reinforcement. 	In progress Budget required
Review current and future brands across the organisation to see how they work together.	<ul style="list-style-type: none"> Brand agency to provide a review with clear guidance on using City of Mount Gambier and sub-brands to ensure consistency. Staff to implement reviewed brand assets. 	Impending Budget required
Refresh City of Mount Gambier branding and templates for staff use. Include a suite of templates for staff to use for posters, newsletters, fact sheets, presentations etc.	<ul style="list-style-type: none"> Updated material distributed to staff for use. Materials used effectively by staff. 	Impending
Investigate additional resourcing for the media and communications team.	<ul style="list-style-type: none"> Review the amount of contract work requested by the organisation. Total the annual value of work for the organisation, including internal resources/work and the annual cost of contractors. 	Budget required



EXTERNAL OPERATIONS

ACTION	MEASURE OF SUCCESS	TIMEFRAME
Conduct research to understand preferred community communication and engagement methods.	<ul style="list-style-type: none"> Application of recommendations as actions within Council's Media and Communications Strategy. Demonstrated understanding of the best ways to engage with the community. 	Completed
Close the loop on community feedback by communicating the findings of the communications survey and how they have been used in planning and decision-making.	<ul style="list-style-type: none"> Share results of communications survey. Improved confidence and trust in Council communications. 	Impending
Develop and distribute a bi-monthly Council newsletter to an opt in subscription-based email list.	<ul style="list-style-type: none"> Build a distribution list of 500+ email addresses. 	Impending
Monitor social media to identify community concerns/potential confusion and address any issues on official Council platforms (website/media releases and statements/social media).	<ul style="list-style-type: none"> Improved confidence and trust in Council information/communications. 	Ongoing
Continue to communicate on social media platforms with photos, videos and stories to keep people informed about the services we deliver.	<ul style="list-style-type: none"> Levels of engagement – Google analytics, social media analytics. 	Ongoing
Increase the use of video content to communicate. Eg. <ul style="list-style-type: none"> Short videos with Council staff to explain complex/technical information. Develop a series of short educational videos focusing on the different areas of Council and what they do. Short video about how to best contact Council through our communication methods and customer service team. 	<ul style="list-style-type: none"> Levels of engagement – Google analytics, social media analytics. 	Impending
Update Newsroom with media releases regularly and link to social media.	<ul style="list-style-type: none"> Levels of engagement – Google analytics, social media analytics. 	Ongoing
Review and prioritise communication actions in line with the Disability Access and Inclusion Plan (DAIP).	<ul style="list-style-type: none"> Inclusion of prioritised DAIP Key Performance Indicators within Council's Media and Communications Strategy 	Impending Budget required
Work with relevant teams to develop guidelines and a promotional plan for the My Local Services App.	<ul style="list-style-type: none"> Levels of engagement - Number of resident downloads and linked addresses using the platform. 	Impending



WORK WITH THE MEDIA

ACTION	MEASURE OF SUCCESS	TIMEFRAME
Issue media releases regarding Council services, resources, programs and initiatives.	<ul style="list-style-type: none"> Increased publication of Council services, resources, programs and initiatives in the media. 	Ongoing
Provide honest and timely information in response to media enquiries.	<ul style="list-style-type: none"> Continued confidence and trust in Council communications. 	Ongoing
Organise media briefing sessions for significant projects with key spokespeople.	<ul style="list-style-type: none"> Increased publication of key messages within the media. Continued confidence and trust in Council communications. 	Ongoing
Arrange quarterly meetings for media outlets with the Mayor and CEO.	<ul style="list-style-type: none"> Continued confidence and trust in Council communications. 	Ongoing

INFORM STAFF

ACTION	MEASURE OF SUCCESS	TIMEFRAME
Improve intranet navigation and content and promote it as the key internal communication channel.	<ul style="list-style-type: none"> Increased use of Intranet by staff. 	Ongoing
Work with relevant teams to implement single sign-on.	<ul style="list-style-type: none"> Increased use of Intranet by staff. 	Completed
Distribute media releases to staff at the same time as the media.	<ul style="list-style-type: none"> Staff feel more engaged and share a consistent message in their networks. 	Ongoing
Provide quarterly media and communications updates with the CEO to be shared with staff at meetings.	<ul style="list-style-type: none"> Staff are better informed and understand the decisions being made that impact their day-to-day work. Improved communication between Council's executive team and staff. 	Ongoing



SUPPORT OUR ELECTED MEMBERS

ACTION	MEASURE OF SUCCESS	TIMEFRAME
Provide media training for Councillors.	<ul style="list-style-type: none"> • Communication of correct information and appropriate key messages. • Confidence to deliver messages to the media where required. 	Ongoing
Brief spokespeople/Councillors on key issues.	<ul style="list-style-type: none"> • Communication of correct information and appropriate key messages to the community and media. 	Ongoing
Develop of series of short videos/ explainer documents/infographics about the decision making process in the Chamber.	<ul style="list-style-type: none"> • Levels of engagement - social media analytics. 	Impending
Issue media releases regarding community issues and decisions following Council meetings.	<ul style="list-style-type: none"> • Publication in the media. • Newsroom statistics and analytics. 	Ongoing
Film and post video summaries of Council meeting outcomes for the community.	<ul style="list-style-type: none"> • Levels of engagement - social media analytics. 	Ongoing
Work with Elected Members to film video content to share on Council's social media platforms. <ul style="list-style-type: none"> • Bios, reason for being on Council, special interests, favourite part about living in the community etc. 	<ul style="list-style-type: none"> • Levels of engagement - social media analytics. 	Ongoing



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Communications Survey

SURVEY RESPONSE REPORT

05 June 2012 - 08 April 2024

PROJECT NAME:

Communications Survey



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024



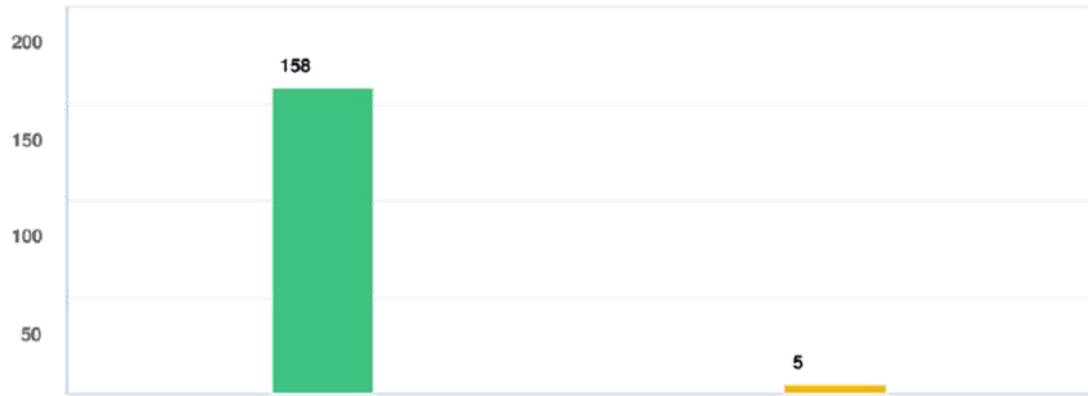
SURVEY QUESTIONS

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Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q1 Are you a City of Mount Gambier ratepayer/resident?

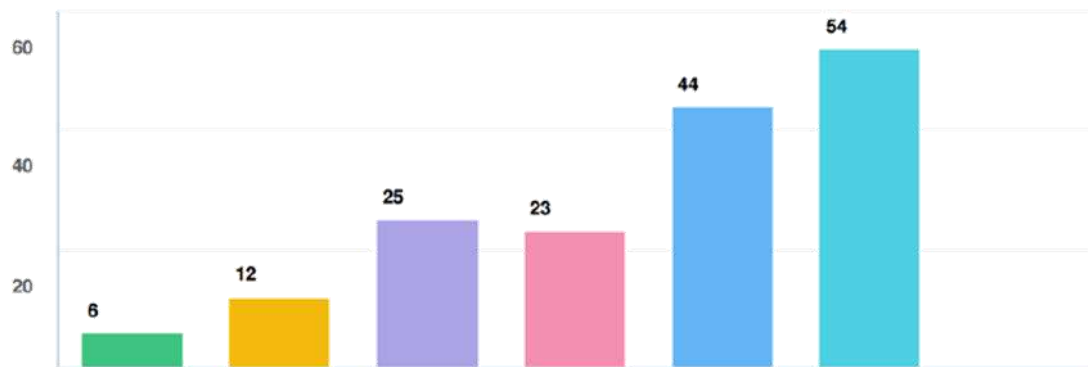


Question options

- Yes
- No

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question

Q2 What is your age?



Question options

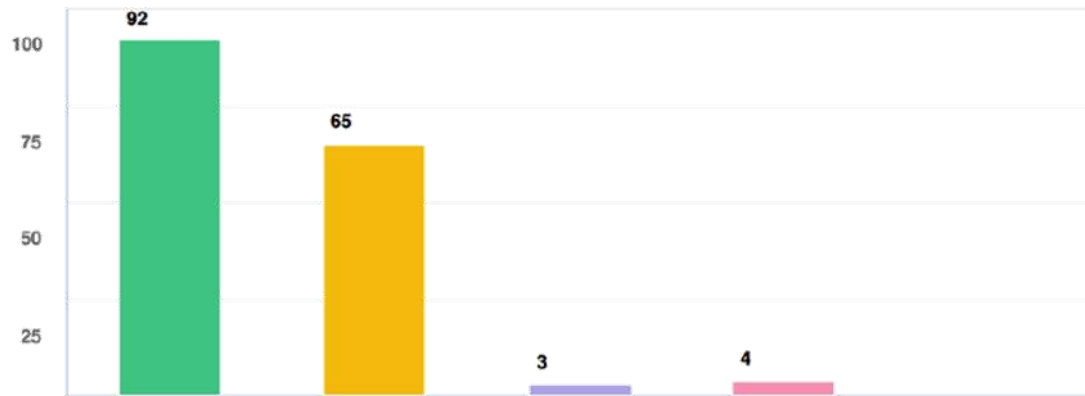
- 15 to 25 years old
- 25 to 34 years old
- 35 to 44 years old
- 45 to 54 years old
- 55 to 64 years old
- 65 years old and older
- 14 years old and under

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q3 To which gender identity do you most identify?

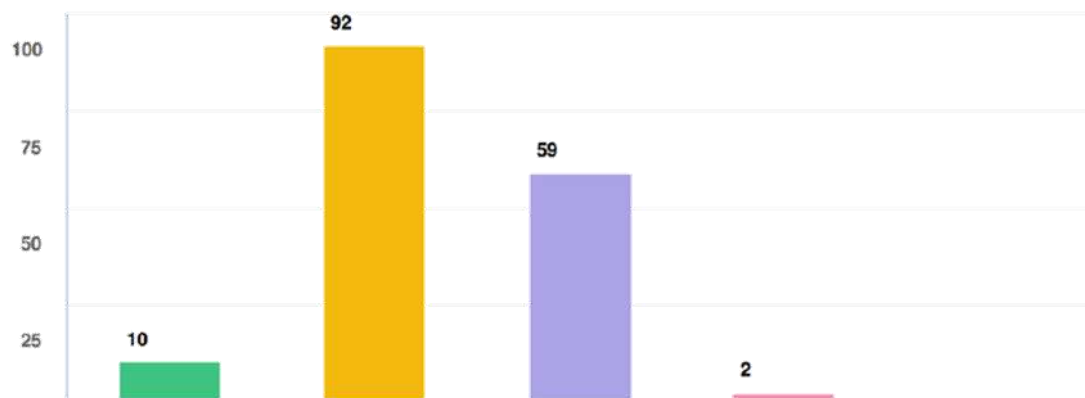


Question options

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

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question

Q4 How well informed do you feel you are about Council activities?



Question options

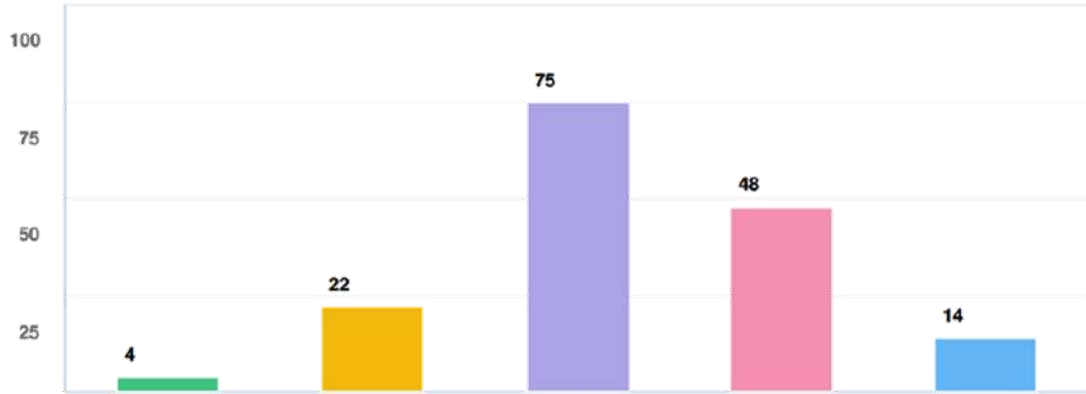
Very informed Somewhat informed Not informed Not informed and not interested Over informed

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q5 How satisfied are you with the information you receive from Council?



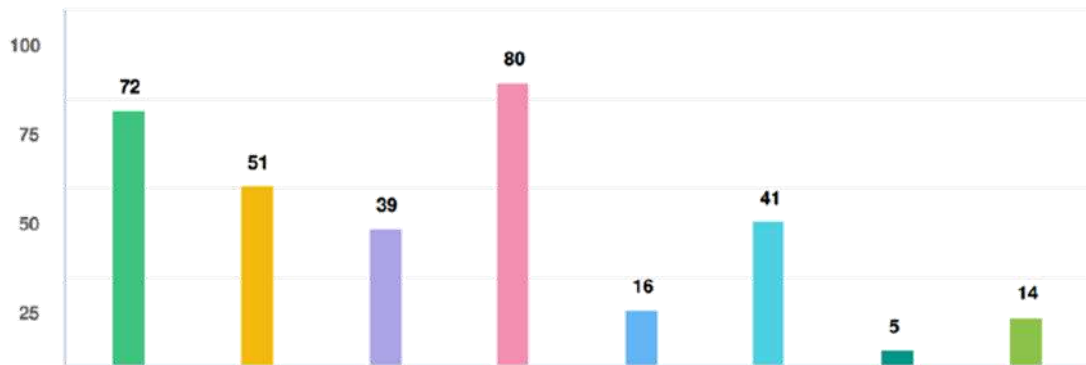
Question options

- Very satisfied
- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Very dissatisfied

Optional question (163 response(s), 1 skipped)

Question type: Checkbox Question

Q6 Where are you most likely to hear about Council activities?Select all that apply



Question options

- Word of mouth
- Local newspaper
- Local radio
- Local news social media accounts
- Council's website
- Council's social media accounts
- At Council offices/facilities
- Other (please specify)

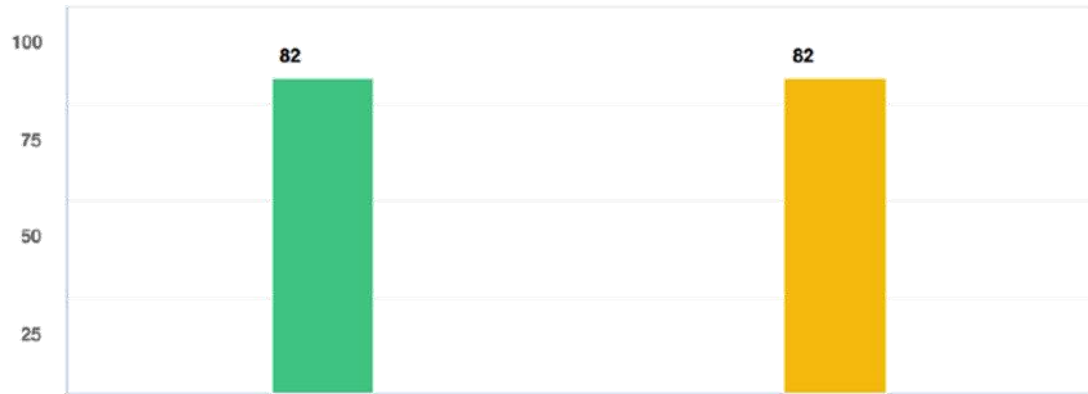
Optional question (164 response(s), 0 skipped)

Question type: Checkbox Question



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q7 Have you had direct contact with the City of Mount Gambier in the past 12 months?

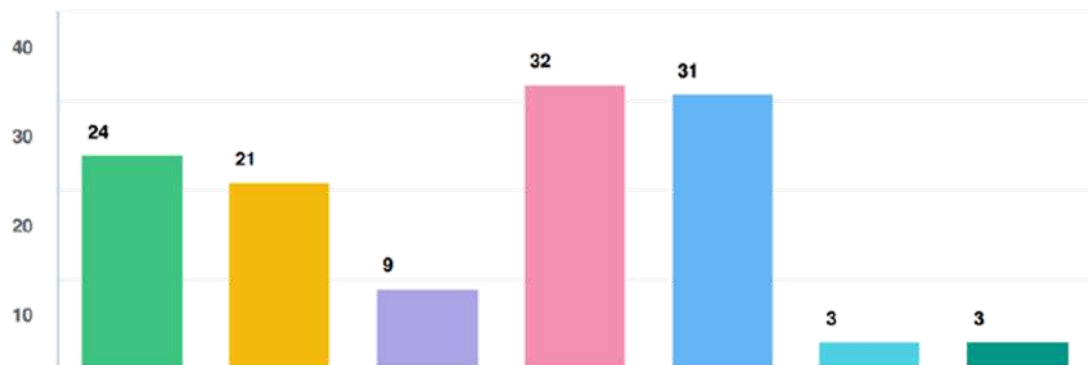


Question options

- Yes
- No

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question

Q8 If yes, how so? Select all that apply



Question options

- At the customer service centre
- At Council offices/facilities
- Other face-to-face contact (eg. meetings)
- Email
- Phone
- Social media
- Other (please specify)

Optional question (83 response(s), 81 skipped)
Question type: Checkbox Question



Q8. Other Responses

No information

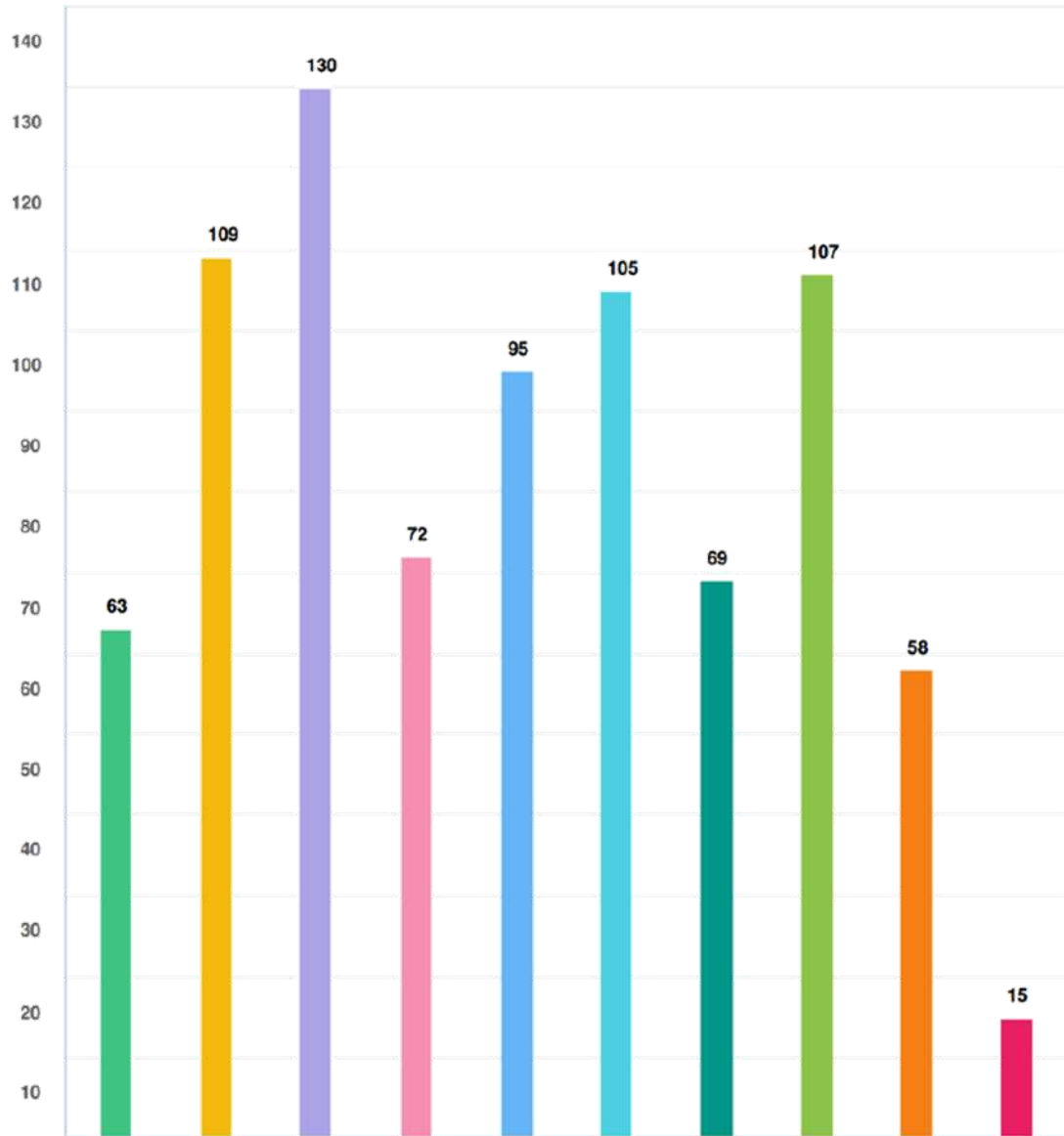
Use of the my local app

via a lucky contact with the council website about an iupcoming meeting



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q9 What Council information are you most interested in receiving? Select all that apply



Question options

- Council meetings
- Upcoming events
- Upcoming projects
- Budgets
- Road and maintenance works
- Waste and recycling
- Emergency management updates/news
- Community engagement
- Tourism
- Other (please specify)

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question



Q9. Other Responses

Environment

I would like to know how the council are managing the animal welfare problem.

Location of disabled car parks

Make sure no 15 min cities come to mount Gambier

Changes to council owned property eg what is JAZZ Academy being used for now

Recreational areas

Dog and cat management

Why are they spending so much money on blue lake sports park when it's on the outskirts of town and their other local football clubs that could use the money also

Where is the money spent?

Building Plans

what is happening about the trees from the bushfire

walking and riding

Council actions and decisions - surely council is bigger than just a rate collection agency. Problem is nowhere near all that transpires gets reported in the tissues. Why not a genuine council newsletter, properly prepared and distributed?

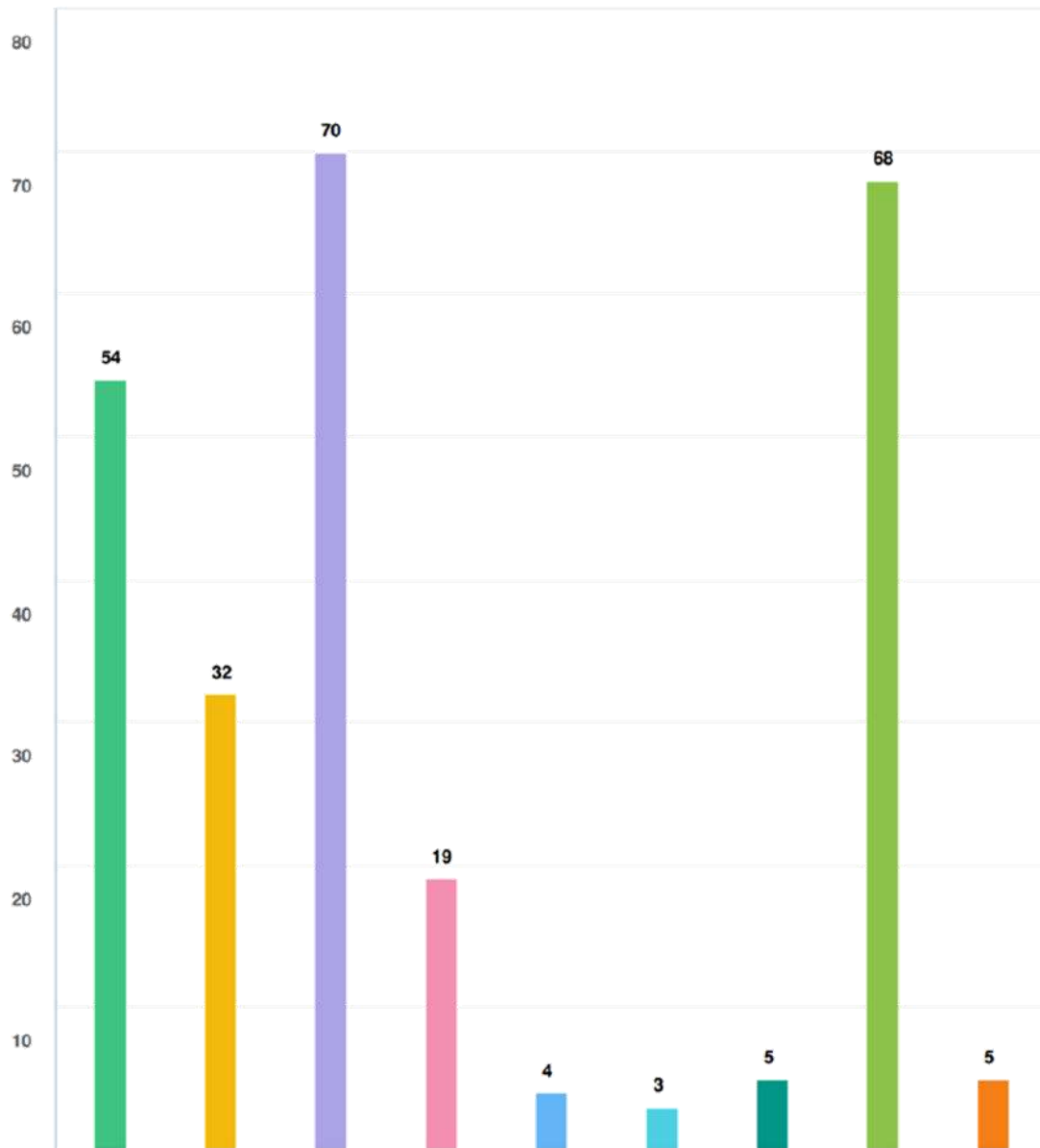
Community events

Minutes from Council meetings put at the Library to read.



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q10 Which of the following newspapers do you read in hard copy? Select all that apply



Question options

- The Border Watch
- The SE Voice
- Lifestyle1
- The Advertiser
- The Herald Sun
- The Age
- The Australian
- I don't read newspapers in hard copy
- Other (please specify)

Optional question (164 response(s), 0 skipped)
 Question type: Checkbox Question



Q10. Other Responses

Facebook

sunday mail

The Saturday Paper

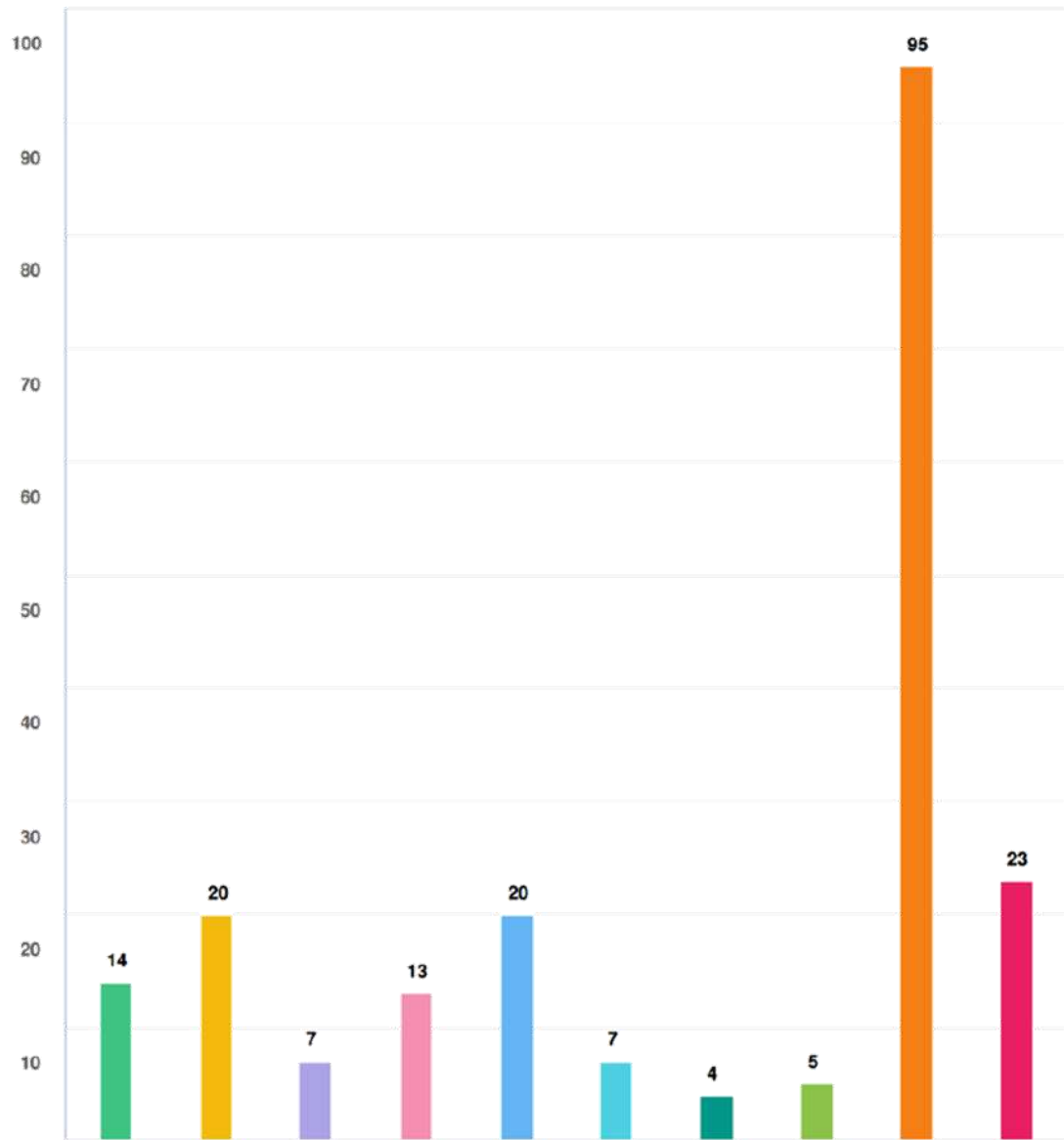
I can't afford any which the council don't understand.

I do not use mobiles, computers etc due to my disability.



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q11 Which of the following newspapers/news articles do you read online? Select all that apply



Question options

- The Border Watch
- The SE Voice
- Lifestyle1
- The Mount Gambier News
- The Advertiser
- The Herald Sun
- The Age
- The Australian
- I don't read newspaper/news articles online
- Other (please specify)

Optional question (163 response(s), 1 skipped)

Question type: Checkbox Question



Q11. Other Responses

Limestone Coast Community News Facebook

Mount Gambier Chat Group.

via facebook link

Facebook

Limestone coast news and ABC southeast

ABC South East newsletter

They all cost money

InReview

None

News.com.au AFR

Limestone Coast Community News

News.com.au

ABC app

News.com.au

I read the guardian online

The Epoch Times The Guardian

Facebook ..limestone coast news Abc

Limestone Coast and ABC News.

Limestone coast community news Facebook page. SAPOL posts

The Guardian

Definitely do not subscribe to the above, do subscribe to independent media and Mount Gambier Community pages on social media.

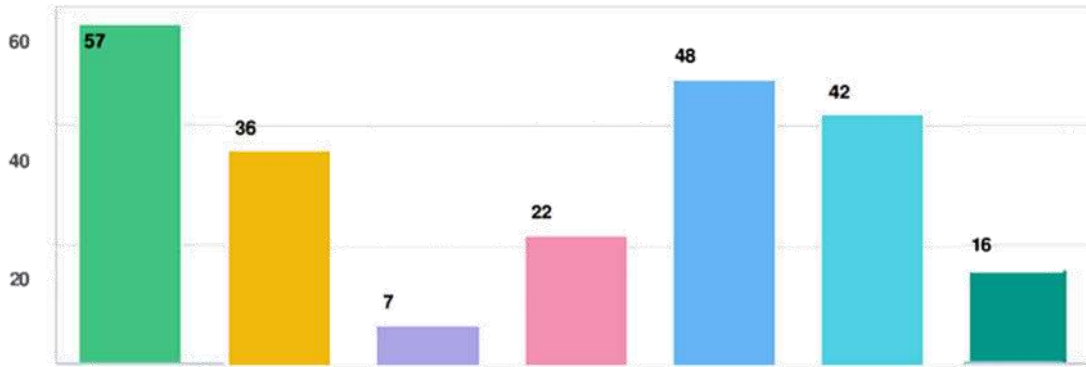
Online clips of different papers

I can't afford any which the council don't understand



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q12 Which of the following radio stations do you listen to?Select all that apply

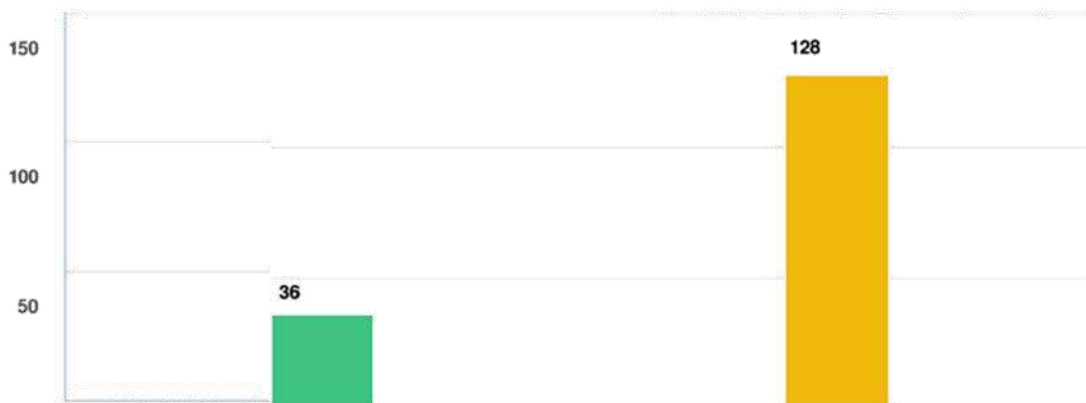


Question options

- SAFM Limestone Coast
- Triple M Limestone Coast
- Lime FM
- 5GTR FM
- ABC South East
- I don't listen to radio
- Other (please specify)

Optional question (164 response(s), 0 skipped)
 Question type: Checkbox Question

Q13 Do you recall seeing/hearing Council advertisements in/on any of the media platforms mentioned above?



Question options

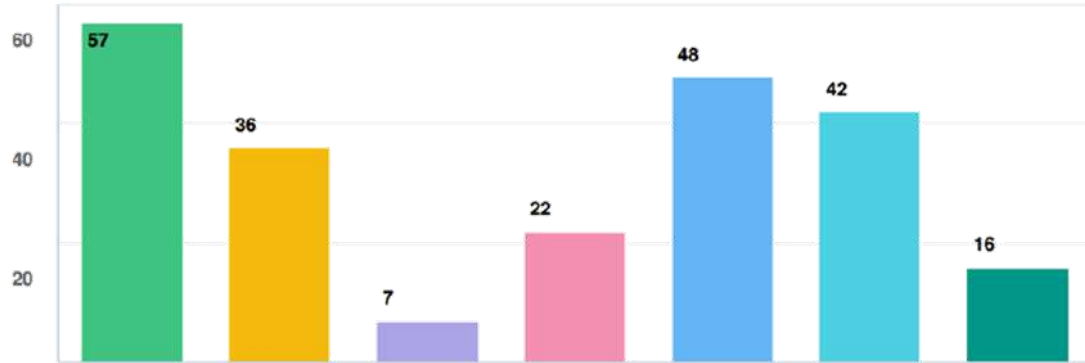
- Yes
- No

Optional question (164 response(s), 0 skipped)
 Question type: Checkbox Question



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q12 Which of the following radio stations do you listen to? Select all that apply

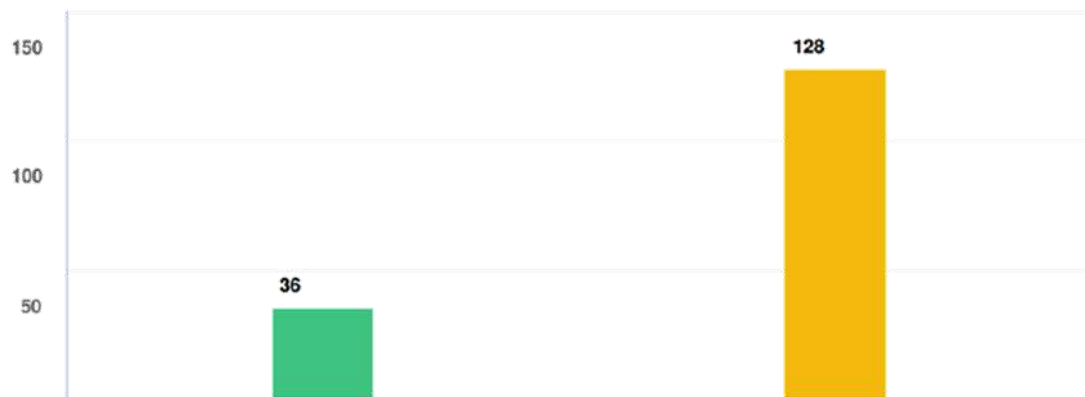


Question options

- SAFM Limestone Coast
- Triple M Limestone Coast
- Lime FM
- 5GTR FM
- ABC South East
- I don't listen to radio
- Other (please specify)

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question

Q13 Do you recall seeing/hearing Council advertisements in/on any of the media platforms mentioned above?



Question options

- Yes
- No

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question



Q12. Other Responses

2GB

ClassicFM

2sm

Jjj

946

Triple J

SEN

Generally, online radio stations, but I listen for the music, not the news. I prefer to get my news via local online news sources.

Triple m Adelaide

ABC Radio National

Triple J

Triple J or Steaming Services

ABC Radio Melbourne

ABC Radio Melbourne

ABC Radio National. Sometimes.

Triple J



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q14 | If yes, which platform?

[REDACTED] 9/24/2023 12:32 PM	On Facebook, I'm disgusted by council's decision to not support Seawf
[REDACTED] 9/28/2023 10:28 AM	facebook
[REDACTED] 9/29/2023 01:28 PM	Social media and ABC
[REDACTED] 9/29/2023 09:37 PM	Facebook
[REDACTED] 9/30/2023 11:19 PM	Unsure
[REDACTED] 10/01/2023 08:33 PM	Papers
[REDACTED] 10/02/2023 11:23 AM	Se voice
[REDACTED] 10/04/2023 05:13 PM	The organics bin radio commercial
[REDACTED] 10/04/2023 05:28 PM	Newspaper and radio
[REDACTED] 10/04/2023 05:44 PM	Lifestyle
[REDACTED] 10/04/2023 07:50 PM	Online articles
[REDACTED] 10/04/2023 08:39 PM	Radio
[REDACTED]	Facebook



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

10/04/2023 09:20 PM

[REDACTED]

ABC News

10/04/2023 09:38 PM

[REDACTED]

Radio and newspaper

10/04/2023 09:28 PM

[REDACTED]

The Border Watch

10/04/2023 10:46 PM

[REDACTED]

Lifestyle magazine

10/05/2023 07:03 AM

[REDACTED]

Tripple m

10/05/2023 07:54 AM

[REDACTED]

Radio

10/05/2023 01:47 PM

[REDACTED]

The newspapers

10/05/2023 03:01 PM

[REDACTED]

Facebook, maybe.

10/05/2023 04:12 PM

[REDACTED]

newspaper

10/05/2023 08:25 PM

[REDACTED]

Lifestyle 1 & radio

10/05/2023 09:34 PM

[REDACTED]

Border Watch

10/06/2023 08:43 AM

[REDACTED]

Newspaper

10/06/2023 01:47 PM

[REDACTED]

ABC South East via Facebook

10/07/2023 02:41 AM



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

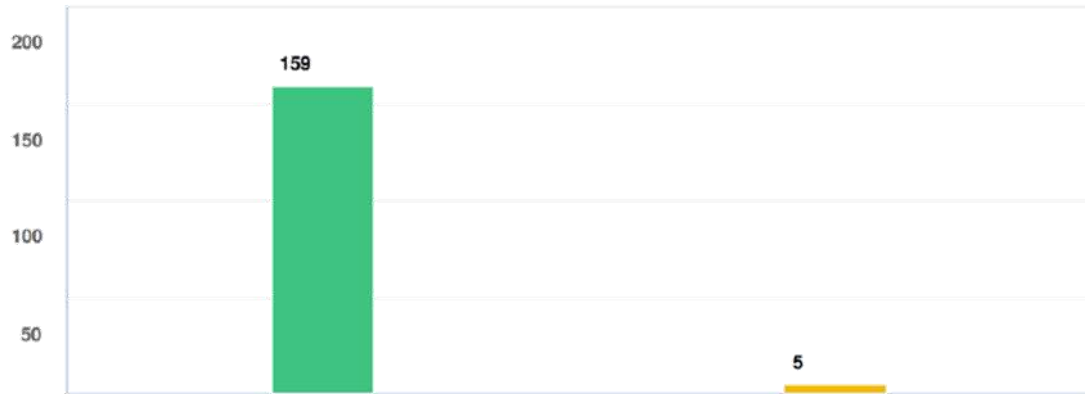
[REDACTED]	facebook
10/07/2023 02:47 AM	
[REDACTED]	5gtr and triple m
10/09/2023 09:26 PM	
[REDACTED]	Radio
10/11/2023 06:16 PM	
[REDACTED]	5GTRFM
10/12/2023 10:12 AM	
[REDACTED]	Radio
10/12/2023 10:04 PM	
[REDACTED]	Local newspapers
10/14/2023 09:25 AM	
[REDACTED]	Can't remember
10/14/2023 11:55 AM	
[REDACTED]	Lifestyle Newspaper
4/02/2024 08:35 PM	

Optional question (34 response(s), 130 skipped)
Question type: Single Line Question



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Q15 Do you have access to a computer/device and an internet connection at home?



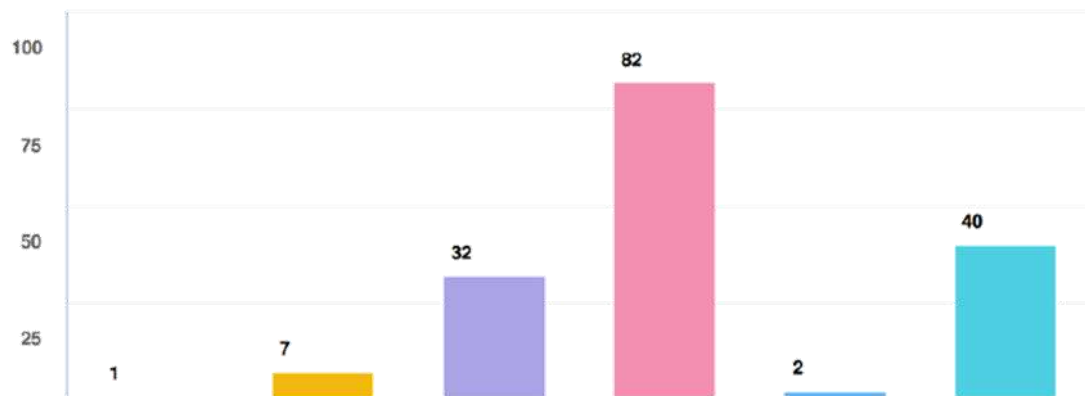
Question options

- Yes
- No

Optional question (164 response(s), 0 skipped)

Question type: Checkbox Question

Q16 How often do you visit Council's website www.mountgambier.sa.gov.au?



Question options

- Daily
- Weekly
- Monthly
- Every six months
- Never, why?
- Never - please explain why?

Optional question (164 response(s), 0 skipped)

Question type: Checkbox Question



Q16. Never, Please Explain Why Responses

didn't know they had a website

Haven't felt the need

Difficult to navigate.

Nothing there. Needs update on WHATS ON IN TOWN. council to show what's on

I used to for tourism as I worked in it but it's confusing

only when I want information about the garbage pick up

Never had a need

No need to

Full of half truths

Actions speak louder than words , the council seems to do bugger all in wye except steal my money (as rates) for which I see a net zero

They do what they like we got no saying need a vote on Australian day

Haven't found a need

Haven't felt the need to

It's a disorganised mess. I cannot find specific answers to my questions.

not interested in and don't have time for websites

Only to pay my rates

Very generic website, Very to find things, not so many online services you can access.

On access it to find phone numbers or email addresses.

Never needed too

why as there does not seem to be anything to see

Only when i need to

Only accessed when an issue arises



Cause it's not relevant to me and anyways, what is the point of the council when there isn't any counciling happening??

I didn't know

Didn't know it was there

Didn't know it existed

Limestone news on Facebook

Didn't know you had one

Never

Have no reason to.

hadn't considered it

Just haven't thought about it

Havent had any reason to

Just don't think too.

do not choose to have the internet of mobile phone.

Didn't know they had one.

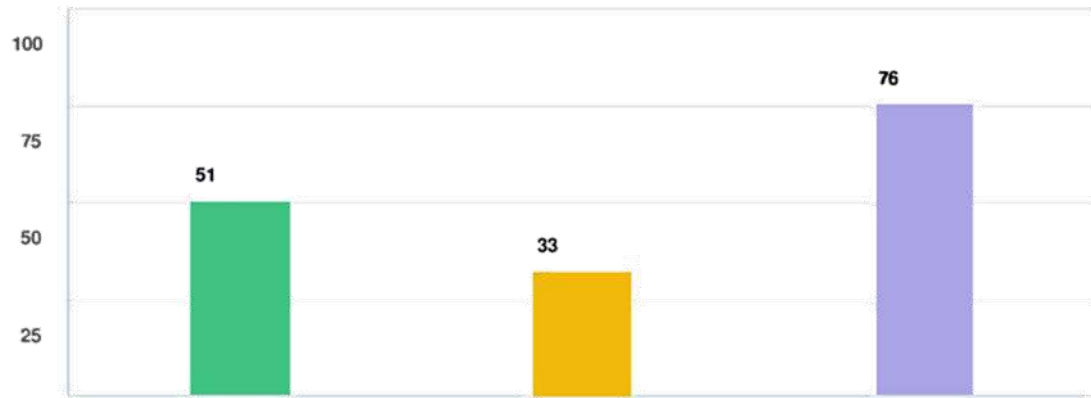
Never needed it

No need



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q17 How do you normally access the City of Mount Gambier website?



Question options

● Phone ● Tablet ● Computer

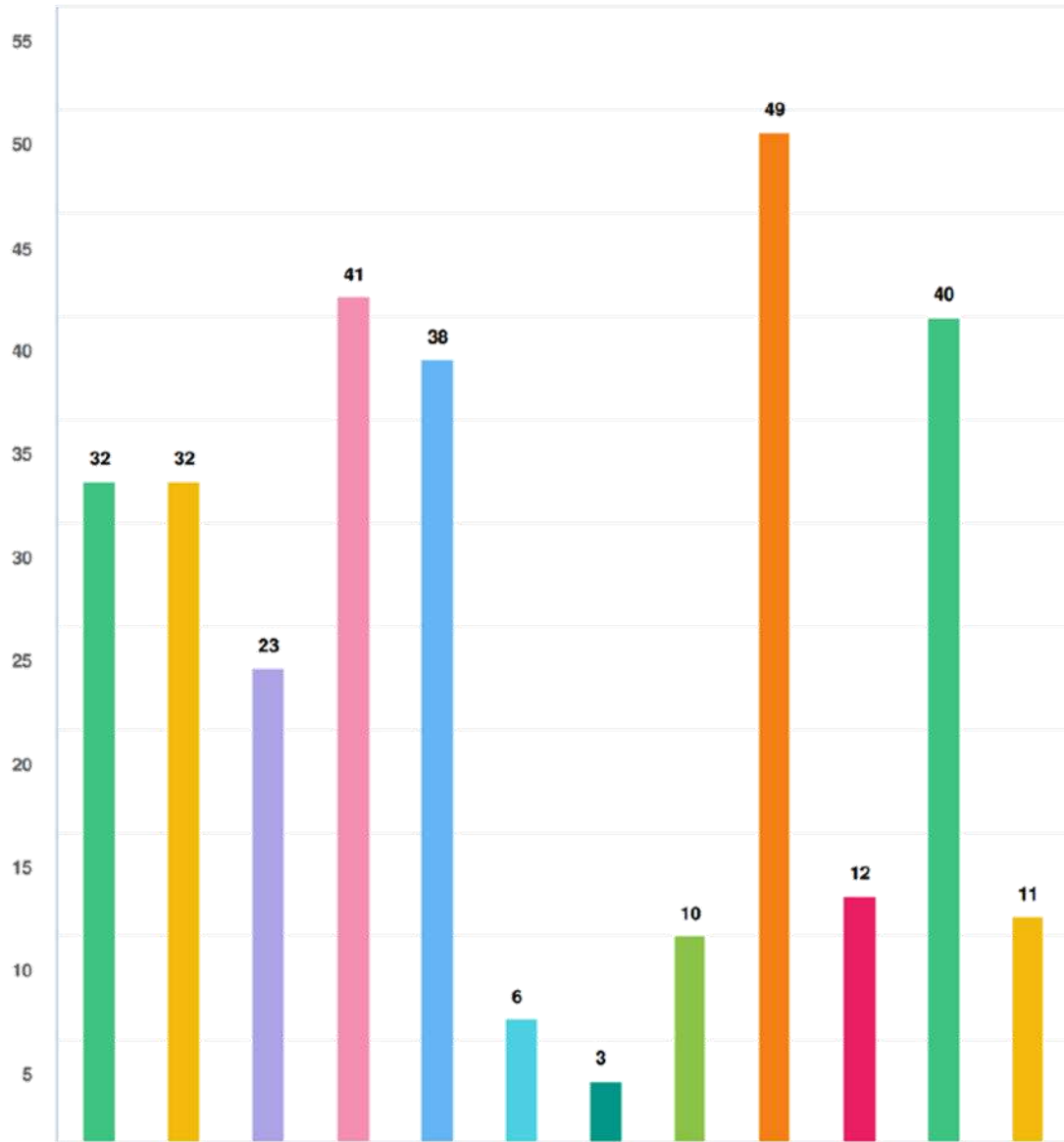
Optional question (131 response(s), 33 skipped)

Question type: Checkbox Question



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

Q18 I mostly access the City of Mount Gambier website to find information on: Select all that apply



Question options

- Online services
- Online payments
- To report an issue
- Council news
- Council events
- Careers at Council
- Council tenders
- Development applications
- Waste management
- Council agendas and minutes
- Dog and cat management
- Other (please specify)

Optional question (128 response(s), 36 skipped)

Question type: Checkbox Question



Q18. Other Responses

information re services available

General information about council regulations in particular what is council approved for neighbours building fences etc

To see where my rates are being wasted.

Lodge event forms

Have Your Say

YAC

To find out where to disabled bathroom access key

Recreational and cultural events

Library

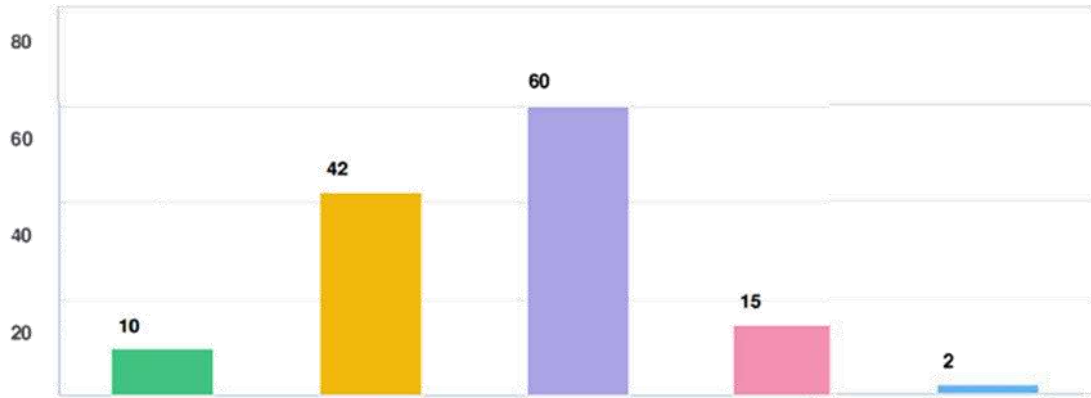
Mount Gambier information

Community consultations like this one



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Q19 How useful is the information on Council's website?



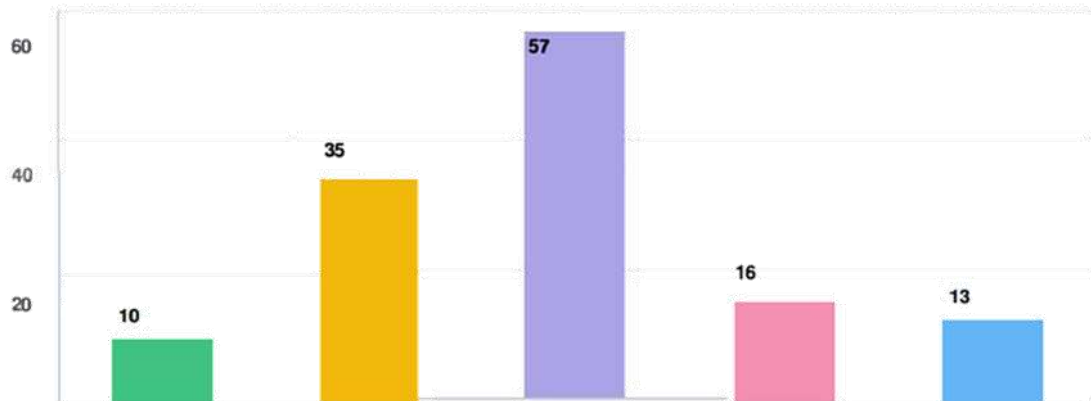
Question options

- Very useful
- Mostly useful
- Occasionally useful
- Not useful
- Other (please specify)

Optional question (129 response(s), 35 skipped)

Question type: Checkbox Question

Q20 How user-friendly is Council's website?



Question options

- 5 (Excellent)
- 4
- 3
- 2
- 1 (Poor)

Optional question (128 response(s), 36 skipped)

Question type: Checkbox Question



Q19 Other Responses

haven't used it as yet

I don't use it enough to know



Q21 How can Council improve the website to better suit your needs?

[REDACTED]
9/22/2023 11:19 PM

Have more community event on there

[REDACTED]
9/23/2023 05:17 PM

Easier navigation. So hard to find anything

[REDACTED]
9/24/2023 12:32 PM

We need a newly elected council they have been a dismal failure

[REDACTED]
9/26/2023 03:09 PM

Proper transparency. It's like secret women's business now!

[REDACTED]
9/26/2023 11:03 PM

More information on community's consultation on council project.

[REDACTED]
9/28/2023 10:28 AM

very hard to find what you need, clumsy & outdated

[REDACTED]
9/28/2023 01:08 PM

Events calander

[REDACTED]
9/29/2023 01:37 PM

don't know until I use it

[REDACTED]
9/30/2023 06:26 PM

Have all relevant linkd under o.e heading in the menu

[REDACTED]
9/30/2023 06:36 PM

Needs clearer tabs, and much, much more and clearer information.

[REDACTED]
9/30/2023 10:03 PM

Listen to public advice and respond. Oh, clean up blades or street signs. Near the OTR service station on Princess Highway, the fire hydrant needs to be repaired as do all the signs with moss and mould on the sign to be clean. The mayor needs to take a drive around town. Clean up our town.

[REDACTED]
9/30/2023 11:10 PM

Just keep doing what you do, it largely works

[REDACTED]
10/01/2023 09:11 AM

Information regarding Australian Citizenship application and presentation



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[REDACTED]
10/01/2023 02:01 PM

Put ALL THE EVENTS EVEN IF NOT COUNCIL RUN

[REDACTED]
10/01/2023 08:33 PM

Make it easier for people who didn't grow up using computers

[REDACTED]
10/01/2023 10:18 PM

I'm not a web designer

[REDACTED]
10/01/2023 11:10 PM

More user friendly; easier to find things (better navigation); more information readily available

[REDACTED]
10/02/2023 07:20 AM

Be better

[REDACTED]
10/02/2023 07:59 PM

Be more open and honest

[REDACTED]
10/03/2023 06:06 PM

Regular updates of council meetings

[REDACTED]
10/03/2023 06:27 PM

Get a reliable phone / internet service that doesn't cost me a fortune

[REDACTED]
10/03/2023 07:16 PM

I will not happen

[REDACTED]
10/03/2023 10:08 PM

Clearer and more concise

[REDACTED]
10/04/2023 04:24 PM

Update content more often

[REDACTED]
10/04/2023 04:26 PM

Navigation

[REDACTED]
10/04/2023 04:24 PM

Improve search function/results



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

█
10/04/2023 04:28 PM

Search facility could be improved.

█
10/04/2023 04:46 PM

To be up to date with all Events within Council covered area.
Highlighted on Social media.

█
10/04/2023 04:39 PM

No idea, never looked at it except to find a contact phone number

█
10/04/2023 04:44 PM

All good

█
10/04/2023 05:13 PM

I think the Council website is excellent as it is. I can always find the information that I need.

█
10/04/2023 05:28 PM

N/a

█
10/04/2023 05:25 PM

Haven't looked at it. Don't need to

█
10/04/2023 05:44 PM

I see most Council information through online Community chat groups (on Facebook) and in my Facebook feed. Also at the Public Library.

█
10/04/2023 05:39 PM

Too hard to find things

█
10/04/2023 05:57 PM

More intuitive search engine

█
10/04/2023 07:04 PM

Search function could be improved. Can be hard to find what you want.

█
10/04/2023 06:53 PM

Make user-friendly

█
10/04/2023 07:06 PM

Make it easier to navigate to find contact details and specific forms etc



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[REDACTED]
10/04/2023 07:19 PM

Hard to find when dump is open.- put it on front page. Pop Quick links at the top of front page rather than the bottom.

[REDACTED]
10/04/2023 07:50 PM

Not sure

[REDACTED]
10/04/2023 09:38 PM

Listen to the Ratepayers because we pay your wages.

[REDACTED]
10/04/2023 09:45 PM

Be updated and easy to navigate

[REDACTED]
10/04/2023 10:46 PM

Online access to services, Online mapping information, online service requests and live tracking.

[REDACTED]
10/05/2023 07:03 AM

More information and make it user friendly

[REDACTED]
10/05/2023 09:34 AM

Make it more user friendly

[REDACTED]
10/05/2023 10:08 AM

No idea use your websites metadata to see what is being and used and what is not.

[REDACTED]
10/05/2023 01:03 PM

All good for what I require

[REDACTED]
10/05/2023 03:01 PM

Nothing springs to mind

[REDACTED]
10/06/2023 11:00 AM

if i used it more i would be able to answer this question

[REDACTED]
10/06/2023 01:47 PM

A monthly update could be beneficial

[REDACTED]
10/06/2023 02:03 PM

They don't, nobody visits it only when there is a sliver of importance.

[REDACTED]

Expanded reporting of decisions and councillors' views really is



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10/09/2023 03:14 PM	needed. Papers and radio do not do justice. We need to know what our elected reps and saying and how they vote
[REDACTED] 10/11/2023 07:47 AM	Unsure
[REDACTED] 10/11/2023 06:16 PM	Be more open some items hats to find out negotiate
[REDACTED] 10/11/2023 06:57 PM	Be more open with what is being planned around the town
[REDACTED] 10/12/2023 10:12 AM	Tend to only use it for contact numbers.
[REDACTED] 10/12/2023 10:04 PM	Show proper departmental email addresses instead of a generic city@mountgambier.sa.gov.au address. This just avoids responsibility.
[REDACTED] 10/13/2023 10:53 AM	Be more proactive
[REDACTED] 10/13/2023 05:29 PM	no idea.
[REDACTED] 10/15/2023 01:47 PM	Having a text to read feature Having videos and videos translated as well as in Auslan
[REDACTED] 10/15/2023 05:24 PM	More simple headings that you can scroll through
[REDACTED] 10/16/2023 10:06 PM	make it more user friendly
[REDACTED] 10/19/2023 02:11 PM	N/A - Can't think of anything, sorry!
[REDACTED] 10/23/2023 10:42 AM	Only use if needed.



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[REDACTED]
10/23/2023 12:39 PM

Make people aware about the website.

[REDACTED]
4/02/2024 08:35 PM

- User friendly - Upcoming events

[REDACTED]
4/05/2024 02:33 PM

There isnt anything on there that I need

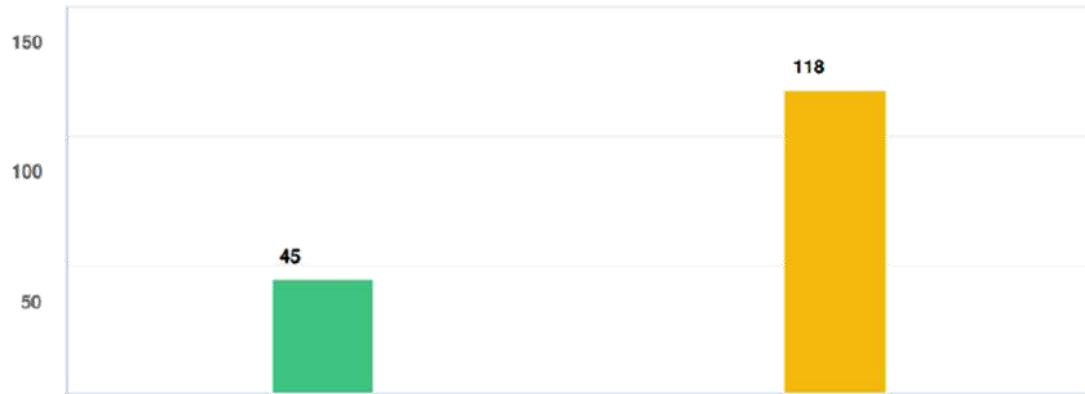
Optional question (68 response(s), 96 skipped)

Question type: Essay Question



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Q22 Do you use the My Local Services phone app?



Question options

- Yes
- No

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question

Q23 If yes, do you find it useful?Please explain below

- 9/22/2023 03:54 PM Yes. It tells me what bin week it is and sends me a reminder.
- 9/22/2023 11:19 PM Yes for bin reminders
- 9/26/2023 11:03 PM Some what helpful to a new user.
- 9/28/2023 10:28 AM only just signed up
- 9/29/2023 01:28 PM Yes, but can have more info on it
- 9/29/2023 04:12 PM It helps to remind of bin night and which bins to put out



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[REDACTED]
9/29/2023 07:30 PM

Which bin to put out

[REDACTED]
9/30/2023 09:21 AM

What bin to use and if they are having collection issues

[REDACTED]
9/30/2023 06:35 PM

Somewhat. I only use it to see what bins go out. There is never any info about late bin collection etc.

[REDACTED]
9/30/2023 10:03 PM

No

[REDACTED]
10/01/2023 09:11 AM

Very useful

[REDACTED]
10/01/2023 10:18 PM

I tried using it but council information wasn't on there eg when buns were collected. So I gave up

[REDACTED]
10/01/2023 11:10 PM

It's ok. But it appears that the send and solve function isn't a high priority since those issues are still reoccurring

[REDACTED]
10/02/2023 07:07 AM

Yes

[REDACTED]
10/03/2023 04:17 PM

It is useful. Waste notifications

[REDACTED]
10/04/2023 04:30 PM

No because it's not kept up to date

[REDACTED]
10/04/2023 04:33 PM

Have used a few times. It was good.

[REDACTED]
10/04/2023 04:39 PM

Not really, it's great it says [REDACTED] are running late but never a timeline. I've waited 4 days for my bins to get emptied

[REDACTED]
10/04/2023 05:13 PM

Check rubbish days.



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██████ 10/04/2023 05:16 PM	Yes re waste management and direct link to council
██████ 10/04/2023 05:28 PM	Handy to report any works needing to be done. I like the bin notification too
███ 10/04/2023 05:34 PM	When it sends you notifications regarding what bins go out but they seemed to have stopped recently
██████ 10/04/2023 05:57 PM	Brilliant for checking when the recycling and organic bins go out.
██████ 10/04/2023 05:49 PM	reminds us to put the bins out
██████ 10/04/2023 06:43 PM	Used it to work out bin night.
██████ 10/04/2023 06:55 PM	Yes, confirming which bin to put out and delays to pick up
██████ 10/04/2023 07:04 PM	It's fairly new. Notifies about bins and delays which is ok. Haven't used any other aspects of it.
███ 10/04/2023 06:53 PM	Yes easy to use
██████ 10/04/2023 07:48 PM	To find out when the bins will be emptied
██████████████ 10/04/2023 10:46 PM	Yes
██████ 10/05/2023 07:03 AM	Can tell it wasnt set up by council as it actually works
██████ 10/05/2023 07:19 AM	Yes
██████	Very handy



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10/05/2023 01:52 PM

[REDACTED]

Very useful

10/05/2023 02:00 PM

[REDACTED]

Helpful for remembering which bins go out which week, and for receiving updates regarding delays to bin collection

10/05/2023 03:01 PM

[REDACTED]

Not really. Bit repetitive.

10/05/2023 04:12 PM

[REDACTED]

I have only recently discovered and started using the app. So far it seems to meet my needs.

10/05/2023 05:11 PM

[REDACTED]

Fairly useful to find information

10/05/2023 09:34 PM

[REDACTED]

Unsure

10/11/2023 07:47 AM

[REDACTED]

TBD

10/11/2023 07:33 PM

[REDACTED]

Yes but it doesn't work overly well

10/16/2023 03:01 PM

[REDACTED]

No, messages are cut off and incomplete

10/16/2023 10:06 PM

[REDACTED]

Yes, for bin collection.

4/02/2024 08:35 PM

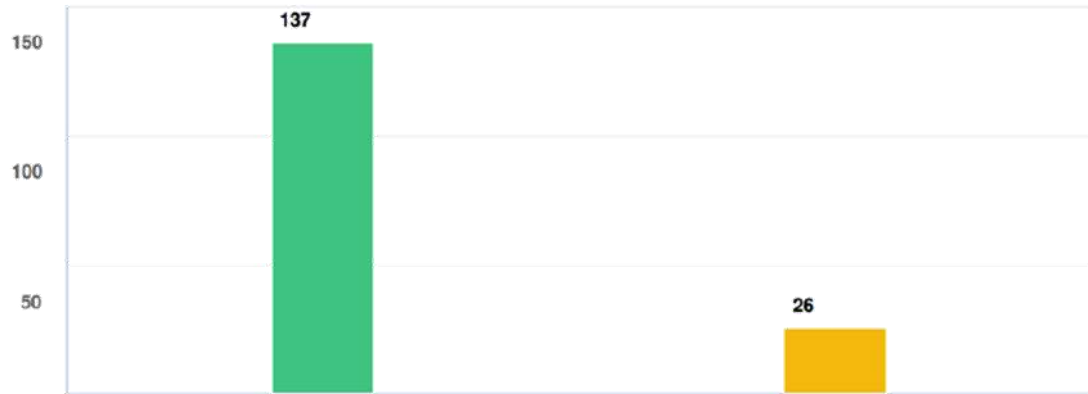
Optional question (43 response(s), 121 skipped)

Question type: Essay Question



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Q24 Would you find a Council newsletter useful?

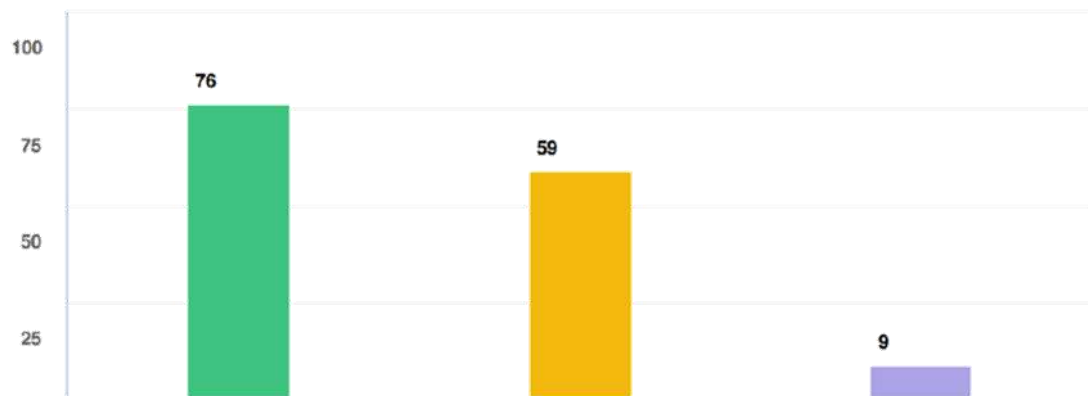


Question options

- Yes
- No

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question

Q25 If yes, how frequently would you like to receive a newsletter?



Question options

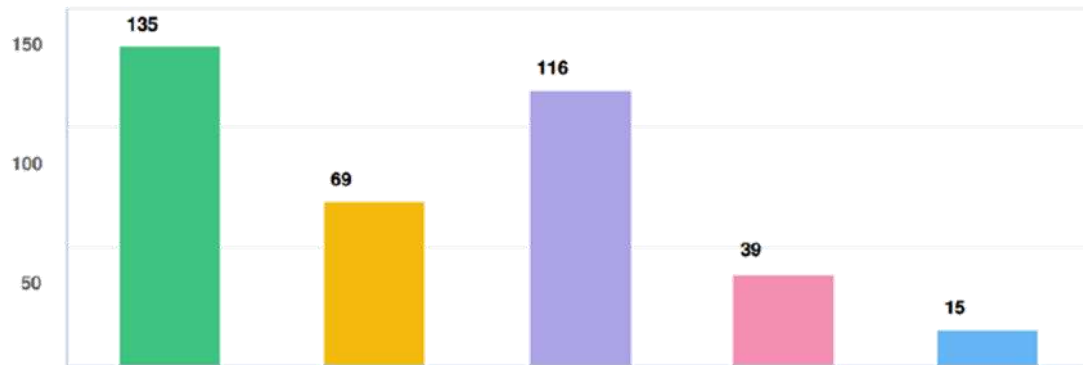
- Monthly
- Quarterly
- Every six months

Optional question (144 response(s), 20 skipped)
Question type: Checkbox Question



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Q26 What type of information would you like to see in a newsletter? Please select all that apply

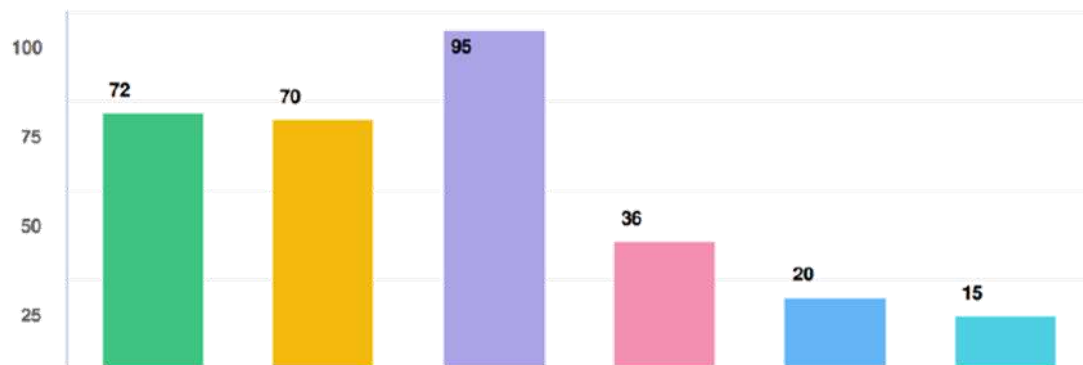


Question options

- News about Council projects, outcomes and upgrades
- Community stories
- Events in and around the area
- Profiles of Council employees
- Other (please specify)

Optional question (144 response(s), 20 skipped)
Question type: Checkbox Question

Q27 Where should Council publish a newsletter?



Question options

- City of Mount Gambier website
- City of Mount Gambier social media accounts
- Email subscription
- Local newspapers
- Printed in Council offices
- Other (please specify)

Optional question (144 response(s), 20 skipped)
Question type: Checkbox Question



Q27. Other Responses

Social Media.

In the my local app

Have you say question and answers.

Facebook in a events group only not on council's website

No. Waste

Junk mail/letterbox drop

Pointless

Send via post RMB I need to travel 50 KM ROUND TRIP TO GET MAIL INTERNET IS SKETCHY

Public library, Riddoch gallery, local supermarket pin-up boards

printed and posted out

limestone coast community news

Letterbox

Written and sent in the mail.

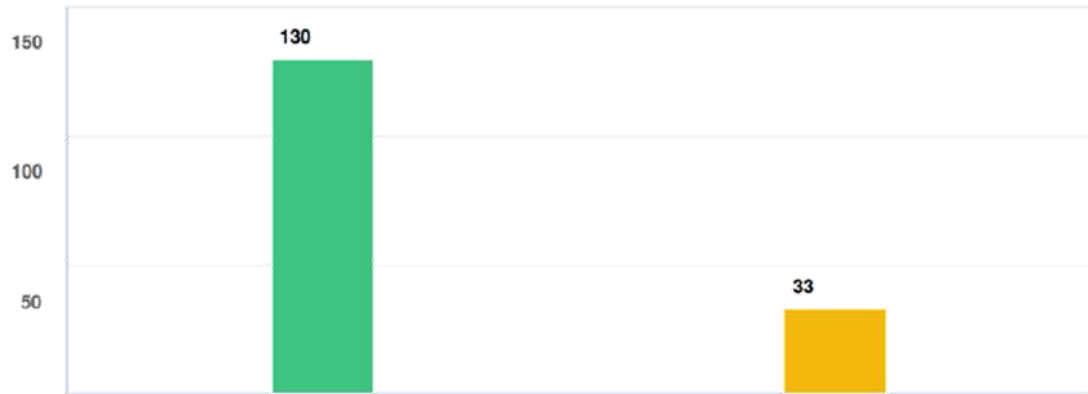
Library

Library



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Q28 Would you subscribe to an email newsletter?

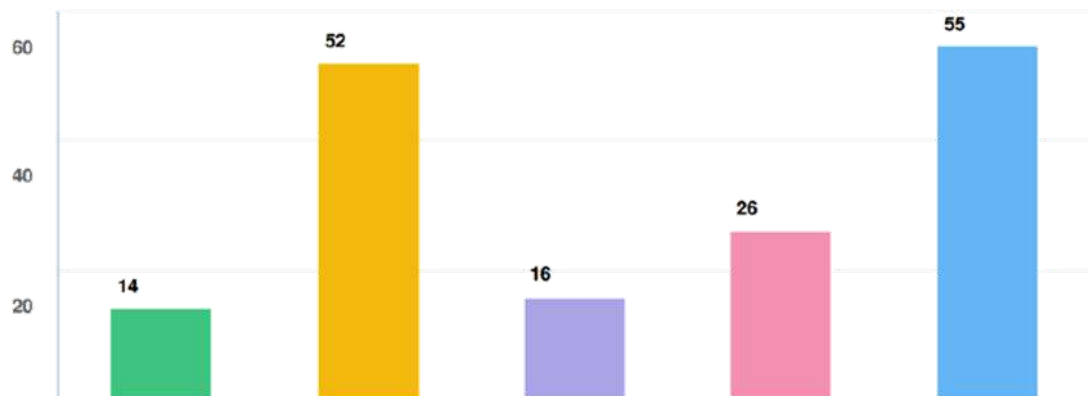


Question options

- Yes
- No

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question

Q29 Would you watch Council meetings online?



Question options

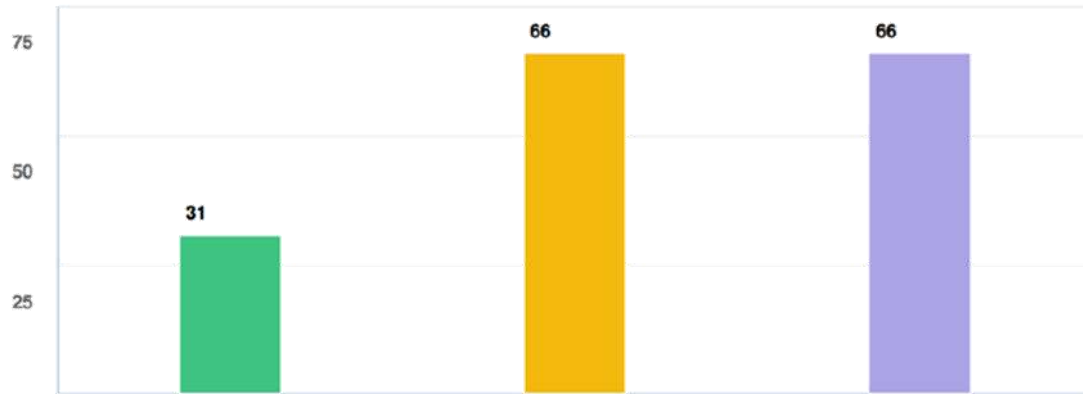
- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very Unlikely

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question



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Q30 How would you watch a Council meeting online?



Question options

- Live streamed to watch in real time
- Recorded to watch in your own time
- I wouldn't watch

Optional question (163 response(s), 1 skipped)
Question type: Checkbox Question

Q31 If a Council meeting was recorded, what features would you require?



Question options

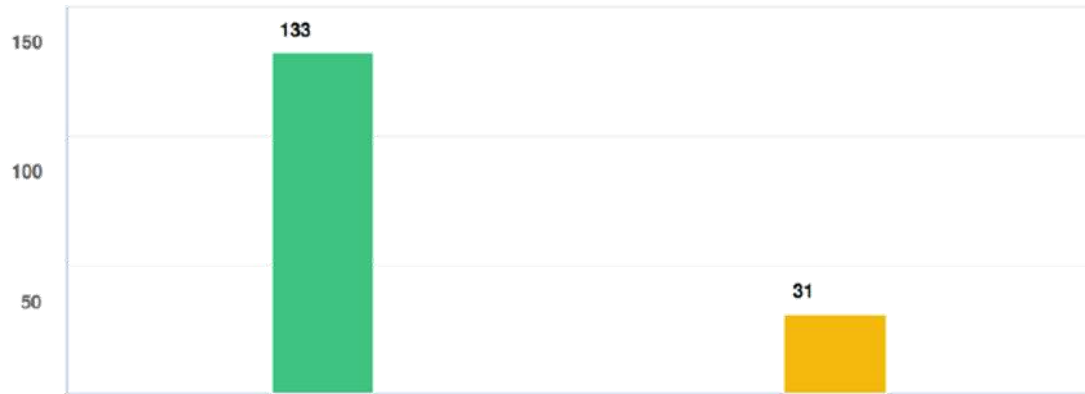
- Captions
- Transcript (written script of proceedings and discussions)
- Sign language
- Audio description (separate narrative audio track that describes important visual content)
- Bookmarking (indicate points of interest in the recording)
- Translation to another language - please identify which language?

Optional question (109 response(s), 55 skipped)
Question type: Checkbox Question



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Q32 Are you active on social media?

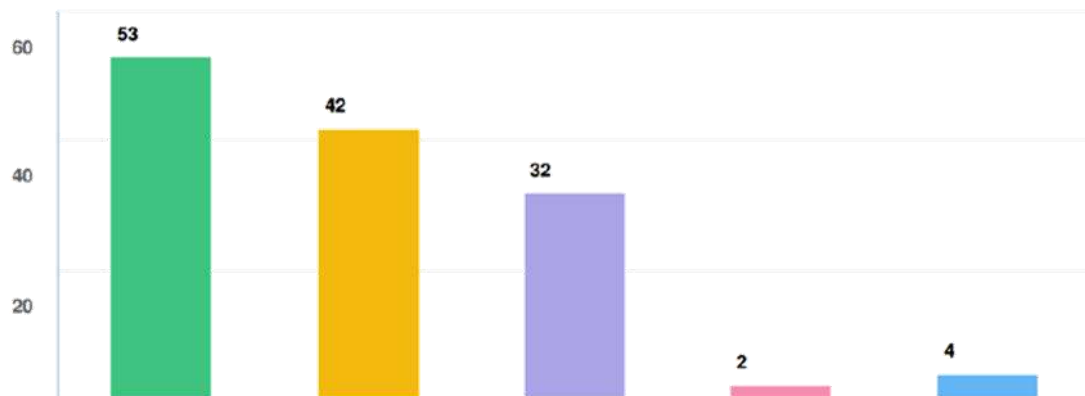


Question options

- Yes
- No

Optional question (164 response(s), 0 skipped)
Question type: Checkbox Question

Q33 If yes, how often do you access/use social media?



Question options

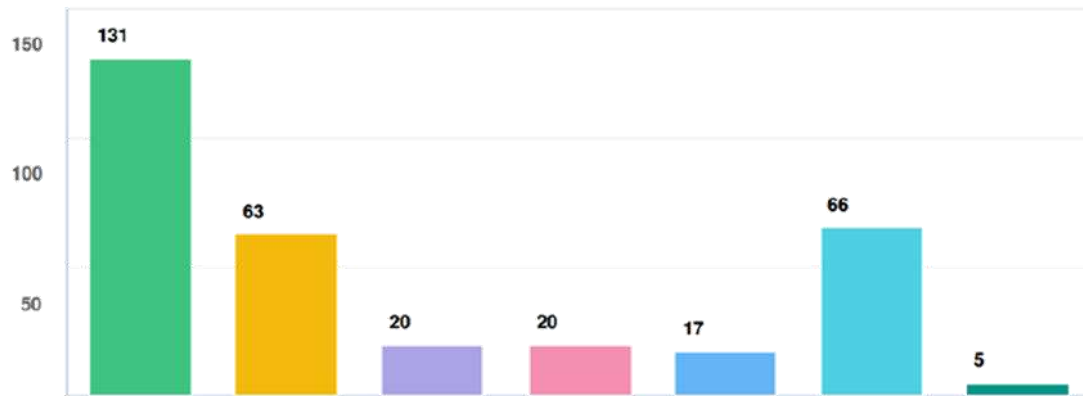
- More than five times a day
- more than three times a day
- Once a day
- Once a week
- Once a month

Optional question (133 response(s), 31 skipped)
Question type: Checkbox Question



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Q34 Which social media platforms do you use?



Question options

- Facebook
- Instagram
- TikTok
- Twitter / X
- LinkedIn
- YouTube
- Other (please specify)

Optional question (132 response(s), 32 skipped)

Question type: Checkbox Question



Q34. Other Responses

Reddit

Telegram and rumble

Reddit

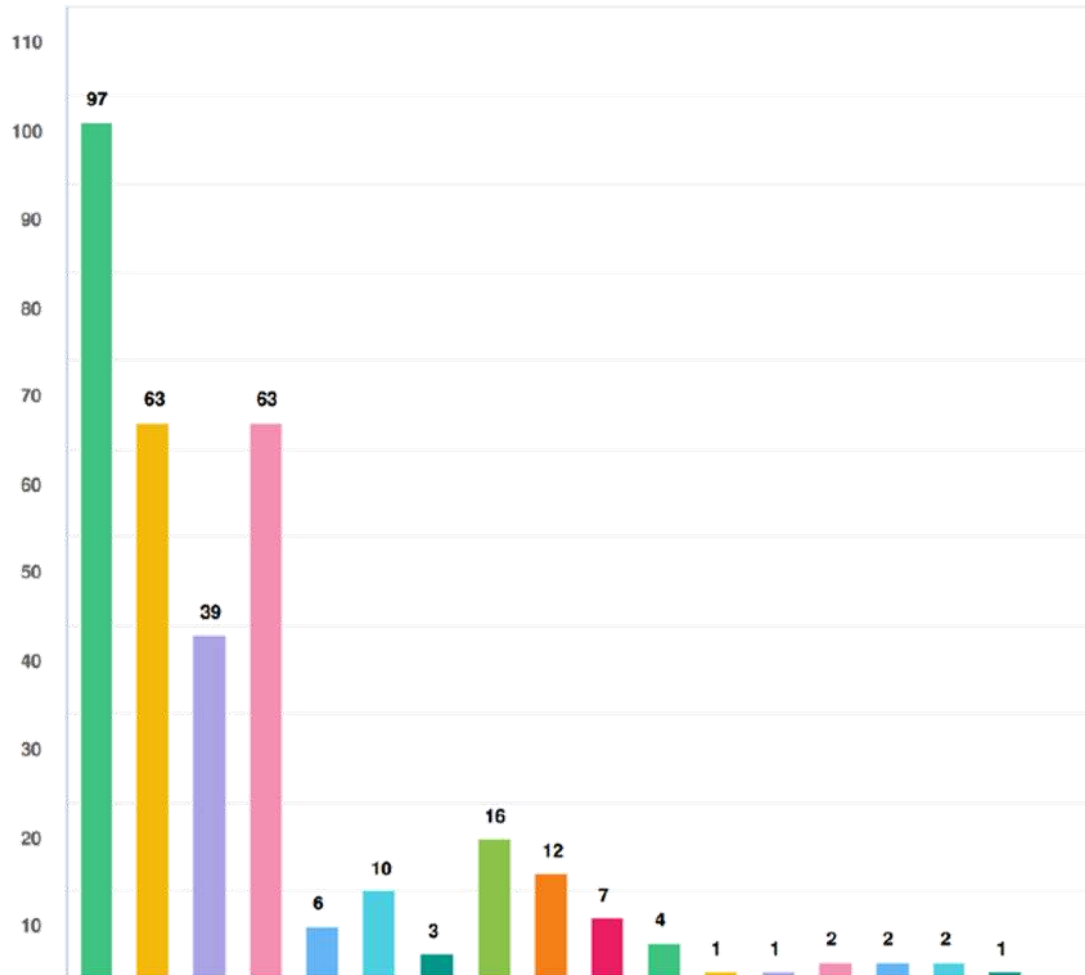
Whatsapp

Snapchat, Reddit



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Q35 Please select which Council social media accounts you follow:



Question options

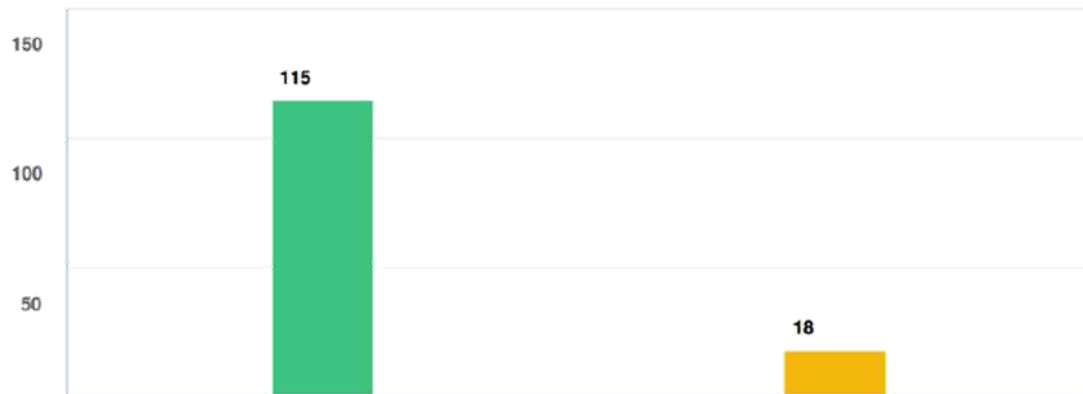
- Facebook - City of Mount Gambier
- Facebook - Mount Gambier Library
- Facebook - The Riddoch Arts & Cultural Centre
- Facebook - Mount Gambier ReUse Market
- Facebook - Mount Gambier Visitor Centre
- Facebook - Visit Mount Gambier
- Facebook - Mount Gambier Youth Advisory Group
- Facebook - City of Mount Gambier Impounded Dogs
- Instagram - City of Mount Gambier
- Instagram - Mount Gambier Library
- Instagram - The Riddoch Arts & Cultural Centre
- Instagram - Mount Gambier Visitor Centre
- Instagram - Visit Mount Gambier
- Twitter / X - City of Mount Gambier
- Twitter / X - Mount Gambier Library
- Twitter / X - The Riddoch Arts & Cultural Centre
- LinkedIn - City of Mount Gambier
- Instagram - Mount Gambier Youth Advisory Group

Optional question (116 response(s), 48 skipped)
 Question type: Checkbox Question



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Q36 Is social media a useful way for Council to communicate with you?



Question options

- Yes
- No

Optional question (133 response(s), 31 skipped)
Question type: Checkbox Question

Q37 Do you have any recommendations regarding the City of Mount Gambier's use of social media?

█ Please n more videos of the Mayor speaking. I want to read not listen
9/23/2023 05:17 PM

█ We want more truth, No Welcome To Country crap, No use of
Aboriginal names, No apologies for being on our own land!
9/26/2023 03:00 PM

█ Council could interact with the public on social networks to answer
question put forward by the public, hopefully providing feedback on
projects the will affect rate payers.
9/26/2023 11:03 PM

█ need to be more active. not used enough. check out wattle range
councils theres is much better use.
9/28/2023 10:28 AM

█ Feedback always tend to be predominantly negative which is usual
for social media, maybe consider turning comments off?
9/29/2023 01:28 PM



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9/29/2023 01:37 PM

promote the facebook sit better



9/29/2023 04:12 PM

To have other people not just the mayor speak, e.g., other council members or employees



9/29/2023 07:30 PM

Tell everyone what really happens and tell the truth on project costs and running costs, especially Wulanda!



9/30/2023 07:50 AM

Consistent engagement instead of only reporting issues



9/30/2023 06:35 PM

Needs full information, not sanitised or obfuscated in any way. Council is for the people and should be completely open to the ratepayers.



9/30/2023 10:03 PM

Start and listen.



9/30/2023 11:19 PM

I am not a big user of social media therefore I have no recommendations that I can make - Sorry!



10/01/2023 09:11 AM

To provide correct detailed information



10/01/2023 08:33 PM

Didn't realise you had so many sites. Maybe advertise more



10/02/2023 07:20 AM

No



10/02/2023 08:29 AM

More useful content



10/02/2023 07:59 PM

Posts are evasive fluff that are changed AT WHIM to deflect public criticism



10/04/2023 04:24 PM

No



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10/04/2023 04:46 PM

Give well in advance notification of City and District Events



10/04/2023 04:44 PM

No



10/04/2023 05:13 PM

I don't think socials is the right context for delivering council news. Plus, the algorithm isn't likely to show me council posts consistently unless I like/engage with their posts consistently - which I wouldn't because I'm more interested in personal accounts on socials.



10/04/2023 05:28 PM

No



10/04/2023 05:54 PM

Doesn't have to be a daily post - just say weekly updates except I guess for lost dogs etc



10/04/2023 07:04 PM

Keep it current and relevant



10/04/2023 07:50 PM

None



10/04/2023 09:20 PM

Less obscurity.



10/04/2023 09:38 PM

Be transparent.



10/05/2023 07:03 AM

More interaction from city council on facebook. As well as elected councillors not running local council pages so we as a community get un biased information



10/05/2023 01:03 PM

No, but prefer email



10/05/2023 04:12 PM

Yes. Do it. Us old farts won't be around forever.



I enjoy the library podcasts , I would subscribe to a podcast.



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10/07/2023 02:41 AM

█
10/11/2023 10:01 AM

I think people should hear more from all council members. It would be nice to get to know them on a personal level through uploaded videos stating who they are, what they do and what projects they are working on for our community

█
10/11/2023 06:16 PM

No

█
10/13/2023 10:53 AM

No

█
10/13/2023 05:29 PM

no

█
10/15/2023 01:47 PM

Make it accessible! talk to people within the community who advocate for people with language barriers and disabilities

█
10/15/2023 05:24 PM

Advertise your social media accounts in a rates letter so people know about them I didn't know you had more

█
10/19/2023 02:11 PM

None - While I use social media, I don't use it enough to have a worthwhile suggestion.

█
10/23/2023 12:39 PM

People don't always see things, only if they looked it up, so wouldn't always be seen.

█
4/05/2024 02:33 PM

Advertise big important events that apply to many people.

Optional question (40 response(s), 124 skipped)

Question type: Essay Question

Q38 How can Council improve its communication with you?

█
9/24/2023 12:32 PM

Be more open and honest



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[REDACTED]
9/26/2023 03:09 PM

Tell the truth, be open, transparent, no agendas.

[REDACTED]
9/26/2023 11:03 PM

Be more open with any projects that are going to cost or affect the rate payers.

[REDACTED]
9/28/2023 08:38 PM

I would like to be updated when animals are found, and what the council are doing to help them, since they have stopped funding AWFL.

[REDACTED]
9/29/2023 01:28 PM

I have successfully communicated with council in the past so have no issues

[REDACTED]
9/29/2023 01:37 PM

via newsletters

[REDACTED]
9/29/2023 04:12 PM

By taking on board what the ratepayers say and actioning it. By instead of been an organisation that defends its position, be an organisation that listens to its ratepayers and acts on what they ask. Stop having 'consultations' with ratepayers and then doing what Council members intended to do anyway, regardless of ratepayers opinions. Learn from your mistakes. The councils reputation is at an all time low, and it's time that you found out why and started to repair the damage. Stop with the attitude 'it's councils way or the highway'. Be pro active rather than reactive/defensive. Having said that, what you have done with the railway lands has been fantastic, the councils best work yet.

[REDACTED]
9/29/2023 07:30 PM

Tell rate payers what really is the status and debt of the council

[REDACTED]
9/30/2023 06:35 PM

Again, stop being political and start being open and clear, telling the truth honestly and fully.

[REDACTED]
9/30/2023 10:03 PM

Start a program to here the public. Take the good and bad and work to see a outcome.

[REDACTED]
9/30/2023 10:57 PM

Monthly newsletter



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[REDACTED]
9/30/2023 11:19 PM

email Newsletter

[REDACTED]
10/01/2023 09:11 AM

Email Newsletter

[REDACTED]
10/01/2023 02:01 PM

An events page only

[REDACTED]
10/01/2023 08:33 PM

Email on a regular basis

[REDACTED]
10/01/2023 10:18 PM

As a rate payer, I don't care about communication - I would rather live in a council area that sweeps the street, mows the verges and looks after it rather than live in a council area that is just a bin service and not a very good one. Just saying. The library is great though.

[REDACTED]
10/02/2023 07:20 AM

As above

[REDACTED]
10/02/2023 07:59 PM

Council needs to lift its game significantly

[REDACTED]
10/03/2023 01:25 PM

More truth and transparency

[REDACTED]
10/03/2023 06:05 PM

Regular emails informing me of community information

[REDACTED]
10/03/2023 06:27 PM

Start by placing signage on Warreanga road directing all silage trucks to 50 kmh or ISR main highway routes , and signage advising residents animals have the right to be on the road as per road rules or alternatively place a sidewalk with traffic barriers to protect from vehides in excess of 100kmh

[REDACTED]
10/03/2023 06:25 PM

Idk don't make the effort to follow council,there's not a lot council can do.my loss.

[REDACTED]
10/03/2023 07:16 PM

Listen what we tell you



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██████████
10/04/2023 04:24 PM

No

██████████████████
10/04/2023 04:26 PM

Honesty, completeness

██████
10/04/2023 04:28 PM

More honest communication and less self-serving double speak.

██████████████████
10/04/2023 04:29 PM

Be more direct and open with communications

██████
10/04/2023 04:46 PM

Email/Facebook is much more likely to be engaged in than going to Council website.

██████
10/04/2023 04:44 PM

Email newsletter of you have one

██████████████
10/04/2023 05:13 PM

I think the level of communication that I receive personally is excellent. However, I know that quite a few of the people in this particular retirement village do not have electronic devices and so can't access information that way. Also, some of them are not very mobile and so probably don't venture out too much. Perhaps a printed, letterbox-delivered newsletter, if only to places like retirement villages and suchlike, would be useful so that more of the population could be informed of Council news.

██████████
10/04/2023 05:08 PM

I think email would allow me to catch up on council news at a time that is convenient to me. I don't think social media is the right context for me to properly absorb council news.

██████████
10/04/2023 05:13 PM

Email newsletter would allow me to read council news at a time that is convenient to me

██████
10/04/2023 05:28 PM

-

██████████████
10/04/2023 05:44 PM

I rely on the Public Library for accessing a lot of information, as I'm there regularly getting books for my grandchildren or attending events with them. Information is best provided in places where people are already going (supermarkets, cafes, libraries etc.) Most people don't



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have time to go out of their way for information.



10/04/2023 05:34 PM

More communication then I get now would be an improvement



10/04/2023 05:57 PM

I use X -Twitter, as is quite succinct



10/04/2023 05:54 PM

Immediately after I make a report you get a generic email but you never get a follow up email from anyone



10/04/2023 07:04 PM

More proactive. Make us aware of what's a priority for council and why



10/04/2023 06:53 PM

Update information Make it relevant



10/04/2023 07:50 PM

It's doing ok



10/04/2023 09:20 PM

The suggested email of a monthly newsletter would be of interest.



10/04/2023 09:38 PM

Already mentioned in previous question



10/04/2023 09:45 PM

Actually reply to emails/phone calls within a timely manner and execute resolutions instead of having to be recontacted over and over.



10/04/2023 10:46 PM

Or I would say how can Council provide me readily available ways to get my information myself.



10/05/2023 07:03 AM

Actually become more active



10/05/2023 07:28 AM

I don't receive any, so anything would be an improvement



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[REDACTED]
10/05/2023 09:34 AM

Be more open

[REDACTED]
10/05/2023 10:08 AM

It's not rate payers jobs to do all the follow up, I had to make multiple contact to the council to ask for progress Updates for Bin issues and Building Permits etc.

[REDACTED]
10/05/2023 01:03 PM

Email Newsletters

[REDACTED]
10/05/2023 04:12 PM

Via email and social media. The local papers are too politically conservative, right wing really. Issues around equity matter to me and social media can help with that. Closed forums, such as email communication, can work well too.

[REDACTED]
10/05/2023 05:11 PM

I think a quarterly emailed newsletter with a 'wrap up' or brief version of information and events etc over the previous 3 months, with links to more detailed information, would be great.

[REDACTED]
10/05/2023 05:39 PM

Filming the council meetings and making the notes of the meetings available for the community to easily access is a great way for people to know just what is being discussed and by whom at these meetings

[REDACTED]
10/05/2023 08:25 PM

via a newsletter (paper) they currently have an email address which is not used

[REDACTED]
10/05/2023 09:34 PM

Regular updates through email

[REDACTED]
10/06/2023 11:00 AM

newsletter

[REDACTED]
10/06/2023 01:47 PM

Regular email

[REDACTED]
10/06/2023 02:03 PM

No comment.

[REDACTED]
10/06/2023 03:31 PM

Via a newsletter, keeping us informed and allowing us to get in touch when we have an issue. As a resident I get disillusioned when I ask if



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	a service can be provided and it is dismissed and not considered or no follow up with me.
<p>██████████ 10/09/2023 03:14 PM</p>	Monthly newsletter
<p>██████████████████ 10/09/2023 09:25 PM</p>	By letting me know what is happening in the mount is a good start
<p>███ 10/11/2023 10:01 AM</p>	As above
<p>█ 10/11/2023 06:16 PM</p>	If like to know how council arrive at an agendas outcome, I've never been asked till now what I want. EG is it true the Opus music Cafe is fighting council to have live music there. I've been there quite a few times and enjoy the live music. Where they are situated send harmless and out of the way as to not admit anyone.
<p>██████ 10/11/2023 06:57 PM</p>	By being more transparent
<p>███ 10/11/2023 07:33 PM</p>	Be mindful of accessibility options and requirements
<p>██████ 10/13/2023 10:53 AM</p>	Be more proactive in promoting it
<p>██████████ 10/13/2023 08:29 PM</p>	Don't know.
<p>██████████████████ 10/15/2023 01:47 PM</p>	email news letters
<p>██████████████ 10/15/2023 05:24 PM</p>	Advertise your social media accounts in a rates letter so people know about them I didn't know you had more
<p>██████████ 10/16/2023 03:01 PM</p>	Email newsletters on a regular ie. monthly basis would be helpful
<p>██████ 10/16/2023 10:06 PM</p>	be more diligent



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██████████
10/20/2023 11:31 AM

Keep community updated with projects or ask what projects the community would like.

██████████████████
10/23/2023 10:42 AM

By face to face info stands at market/library on a regular basis.

██████████████████
10/23/2023 11:02 AM

By regular written communication sent every three months.

██████████████████
10/23/2023 12:39 PM

Well I notice you are quick to add surcharge on rates after paid installments and still only 12 days late but you just want more money 2% extra each month as well if not paid. Not caring in these extraordinary times.

██████████████████
10/23/2023 12:51 PM

Yes indeed, post all events etc via mail (Aust Post).

██████████████
4/05/2024 02:33 PM

Make whatever you need to communicate short and simple otherwise people loose interest.

Optional question (76 response(s), 88 skipped)

Question type: Essay Question

Q39 What is your preferred form of communication from Council?

██████████
9/22/2023 03:54 PM

Email if regarding important major road works or changes to things impacting me. Facebook for everything else.

██████████████████
9/22/2023 11:19 PM

Email, text, social media

██████████████
9/24/2023 12:32 PM

Email

██████████████
9/26/2023 03:09 PM

Email

██████████

Email.



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9/26/2023 11:03 PM

[REDACTED]

E mail

9/26/2023 08:38 PM

[REDACTED]

Probably email

9/29/2023 01:28 PM

[REDACTED]

newsletter, reply to emails

9/29/2023 01:37 PM

[REDACTED]

Email

9/29/2023 04:12 PM

[REDACTED]

Newsletter, subscription and web site

9/29/2023 07:30 PM

[REDACTED]

Email

9/30/2023 07:50 AM

[REDACTED]

Newsletter telling us everything that's going on in Council.

9/30/2023 06:35 PM

[REDACTED]

Facebook and email

9/30/2023 10:03 PM

[REDACTED]

Email

9/30/2023 10:57 PM

[REDACTED]

Email

10/01/2023 09:11 AM

[REDACTED]

None lol phone call

10/01/2023 02:01 PM

[REDACTED]

Email or newsletter with rates notice

10/01/2023 08:33 PM

[REDACTED]

You need me? Send me a letter about the specific issue. You have my address. Email is bs- I get 200 a day and read nine of them.

10/01/2023 10:18 PM



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[REDACTED]	Email
10/02/2023 07:20 AM	
[REDACTED]	email
10/02/2023 07:54 AM	
[REDACTED]	Email
10/02/2023 08:29 AM	
[REDACTED]	Information without self promotion please
10/02/2023 06:15 PM	
[REDACTED]	Email
10/03/2023 08:54 AM	
[REDACTED]	Email
10/03/2023 04:17 PM	
[REDACTED]	Email
10/03/2023 09:05 PM	
[REDACTED]	Personal man to man don't hide behind a computer keyboard
10/03/2023 06:27 PM	
[REDACTED]	Facebook
10/03/2023 06:25 PM	
[REDACTED]	Some 1 dose not tell you and cut you of
10/03/2023 07:16 PM	
[REDACTED]	Email
10/04/2023 04:24 PM	
[REDACTED]	Email
10/04/2023 04:26 PM	
[REDACTED]	Social Media and Email
10/04/2023 04:24 PM	
[REDACTED]	Information on website.
10/04/2023 04:28 PM	



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[REDACTED]
10/04/2023 05:19 PM

Email

[REDACTED]
10/04/2023 04:30 PM

Email

[REDACTED]
10/04/2023 04:29 PM

Email direct

[REDACTED]
10/04/2023 04:46 PM

Email

[REDACTED]
10/04/2023 04:44 PM

Email or Facebook

[REDACTED]
10/04/2023 05:13 PM

I prefer online communication, mostly through social media. For direct communication I would prefer to speak to a Council employee, rather than email. I know that's old-fashioned but I prefer a more personal way of communicating.

[REDACTED]
10/04/2023 05:08 PM

Email newsletter

[REDACTED]
10/04/2023 05:13 PM

Email

[REDACTED]
10/04/2023 05:13 PM

Social media and radio

[REDACTED]
10/04/2023 05:16 PM

Email

[REDACTED]
10/04/2023 05:28 PM

Social media

[REDACTED]
10/04/2023 05:44 PM

Facebook, email

[REDACTED]
10/04/2023 05:34 PM

Email



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██████	Email
10/04/2023 05:39 PM	
████████████████████	Email.
10/04/2023 05:43 PM	
██████	X-Twitter, email
10/04/2023 05:57 PM	
██████	Email
10/04/2023 05:54 PM	
██████	Email
10/04/2023 05:49 PM	
██████	email
10/04/2023 06:43 PM	
██████████	Email and social media
10/04/2023 07:04 PM	
██████	Email
10/04/2023 06:53 PM	
██████	Email or facebook
10/04/2023 07:06 PM	
██████████	Letterbox
10/04/2023 07:30 PM	
██████	News letter,not just in our council rate notice
10/04/2023 07:48 PM	
██████████	Email is good
10/04/2023 07:50 PM	
████████████████████	Social media or email
10/04/2023 08:39 PM	
██████████	Email Monthly Newsletter.
10/04/2023 09:20 PM	



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

[REDACTED]
10/04/2023 09:38 PM

Email

[REDACTED]
10/04/2023 09:45 PM

Phone, email

[REDACTED]
10/04/2023 10:46 PM

Online portal

[REDACTED]
10/05/2023 07:03 AM

Facebook, instagram and emails

[REDACTED]
10/05/2023 07:28 AM

email

[REDACTED]
10/05/2023 07:54 AM

email

[REDACTED]
10/05/2023 08:33 AM

Email

[REDACTED]
10/05/2023 09:34 AM

Emails

[REDACTED]
10/05/2023 10:08 AM

Email as unfortunately it provides evidence of the lack of effort applied by the council and it's members.

[REDACTED]
10/05/2023 01:03 PM

Email

[REDACTED]
10/05/2023 01:52 PM

Email

[REDACTED]
10/05/2023 02:00 PM

email

[REDACTED]
10/05/2023 03:01 PM

Newspaper/Online

[REDACTED]

email



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10/05/2023 04:12 PM

[REDACTED] Email

10/05/2023 05:11 PM

[REDACTED] email/paper as council do not use the email address

10/05/2023 08:25 PM

[REDACTED] Email

10/05/2023 09:34 PM

[REDACTED] email

10/06/2023 11:00 AM

[REDACTED] Email

10/06/2023 01:47 PM

[REDACTED] Neither.

10/06/2023 02:03 PM

[REDACTED] email

10/07/2023 02:41 AM

[REDACTED] email

10/07/2023 02:47 AM

[REDACTED] Newsletter or email -

10/09/2023 03:14 PM

[REDACTED] Lifestyle newspaper

10/09/2023 09:25 PM

[REDACTED] Phone [REDACTED]

10/11/2023 10:01 AM

[REDACTED] email

10/11/2023 06:16 PM

[REDACTED] Facebook

10/11/2023 06:57 PM



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[REDACTED]

E mail

10/12/2023 09:07 AM

[REDACTED]

If it is direct to me - email. When garbage dates change you are still writing letters - pointless when not getting to me.

10/12/2023 10:12 AM

[REDACTED]

Email

10/12/2023 08:10 PM

[REDACTED]

mail or email

10/13/2023 10:53 AM

[REDACTED]

email

10/13/2023 05:29 PM

[REDACTED]

Email

10/14/2023 11:55 AM

[REDACTED]

email

10/15/2023 01:47 PM

[REDACTED]

Phone

10/15/2023 05:24 PM

[REDACTED]

email

10/16/2023 03:01 PM

[REDACTED]

email

10/16/2023 10:06 PM

[REDACTED]

Email

10/20/2023 11:31 AM

[REDACTED]

As above and letterbox and Lifestyle 1. Also, don't dress things up to make yourselves look good. Spend money on local services/infrastructure. It's not all about tourism. Tell the truth, encourage dissent and debate.

10/23/2023 10:42 AM

[REDACTED]

In written form.

10/23/2023 11:02 AM



Communications Survey : Survey Report for 05 June 2012 to 08 April 2024

[REDACTED]
10/23/2023 12:39 PM

By post.

[REDACTED]
4/05/2024 02:33 PM

Social Media and word of mouth

Optional question (101 response(s), 63 skipped)

Question type: Single Line Question

