

'SHARE YOUR VIEWS ON LIVERPOOL' SURVEY POST REPORT

LIVERPOOL
CITY
COUNCIL

FEEDBACK REPORT

11 April 2022

Background

Council is reviewing its ten-year Community Strategic Plan (CSP) '*Our Home Liverpool 2027*' which sets the vision and strategic objectives for the future of Liverpool over the next 10 years. The purpose of this plan is to identify the community's aspirations and priorities for the future and deliver appropriate strategies to address these.

Following the endorsement of the Community Engagement Strategy for the new Community Strategic Plan on 30 June 2021, Council launched phase one of community engagement in October 2021 to reassess the needs and priorities of the community including the changes that have taken place over the last five years.

In developing the Community Strategic Plan 2022-2032, Council prepared a survey titled '*Share your views on Liverpool*'. The survey was mailed to approximately 80,000 residencies in the local government area with the aim to gain an insight on how they would describe Liverpool, their favourite things and ideas to make Liverpool a better city.

The objective was to ensure that engagement activities were inclusive and that a variety of opportunities were available for the community to share their vision and have their say. In this instance, it was identified that targeting a larger sample size audience via a mailout would enable Council to capture accurate data that represents a full and diverse sample of the population.

The following report provides an insight to the method of engagement delivered, an analysis and key findings of the data received.

Engagement Activity

Survey - '*Share your views on Liverpool*'

Overview

In October 2021 the local community were invited to participate in the '*Share your views on Liverpool*' survey with the aim to gain an insight on how the community view Liverpool in the present moment, how they would describe Liverpool, their favourite things and ideas to make Liverpool a better city.

Engagement Approach

The '*Share your views on Liverpool*' survey was delivered via Australia Post to approximately 80,000 residencies (including street, roadside and PO Boxes) in the local government area. The survey included an open letter from the Mayor who addressed the COVID-19 pandemic and the importance of vaccination as part of the '*Let's Go Livo*' campaign. The Mayor also encouraged residents to participate in the survey and provide their insight for the development of the new Community Strategic Plan.

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The survey was presented on a reply-paid DL flyer and residents were given the opportunity to either submit their comments in writing and post it to Council or submit their comments electronically by scanning the QR code featured on the flyer. In addition, an incentive to win one of ten, \$100 EFTPOS gift cards was promoted to further encourage participation. Residents were also invited to register their details if they wished to be involved in future Council engagement activities pertaining to the review of the Community Strategic Plan.

The survey was open for comment from 11 October to 12 November 2021 and the following questions were presented;

1. Use three words to describe the city of Liverpool
2. What is your favourite thing about living in Liverpool?
3. How can we make Liverpool a better city to live in? Give us two ideas.

Survey (delivered with 'Let's Go Livo' campaign)

The image displays two promotional flyers. The left flyer is a survey flyer for Liverpool City Council, featuring a QR code to scan for an online survey, a \$100 EFTPOS gift card incentive, and three questions: 'Use three words to describe the City of Liverpool', 'What is your favourite thing about living in Liverpool?', and 'How can we make Liverpool a better city to live in? Give us two ideas!'. It also includes contact information for the Chief Executive Officer and the Liverpool City Council logo. The right flyer is titled 'COVID-19 VACCINATIONS LET'S GO LIVO' and features a photo of Mayor Wendy Waller. The text on this flyer encourages residents to get vaccinated, visit the Council's website, and complete a survey. It also mentions the Community Strategic Plan and provides social media links for Liverpool City Council.

Marketing and Promotional Activity

Council aimed to target a broad demographic that represented a diverse sample of the population, and to inform the community of the review of the Community Strategic Plan.

Council generated awareness by promoting the survey through various marketing mediums, including Council's website, social media platforms, community facilities social media platforms, childcare centre



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App, Liverpool home library service, the local Liverpool Champion news website and printed promotional collateral including posters and flyers at Council venues.


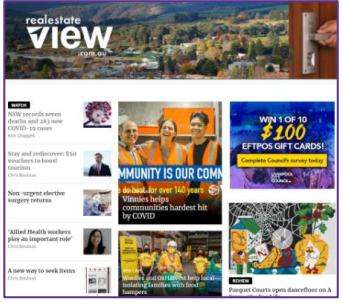

Council also worked closely with stakeholders and service providers within the community to further promote the survey and encourage participation, including members of Council committee groups and district forums. The Mayor also promoted the survey across planned promotions such as the Mayor's Message in the 'Let's Go Livo' publication and media releases.

The COVID-19 pandemic restrictions did not allow face-to-face engagement and it was important for Council to acknowledge this barrier and to introduce alternate forms of effective marketing and promotional activities to ensure that all members of the community were informed.




The following table provides a list of the marketing and promotional strategies used.

Delivery	Medium	Description	Sample
Media	Council Media Release	Council distributed a media release on 11 October 2021 to launch the review of the Community Strategic Plan.	
	Council Mailout and Printed Surveys	<p>The Mayor wrote to all residents in Liverpool informing them of the survey and encouraged them to get vaccinated as part of Council's 'Lets Go Livo' COVID-19 campaign.</p> <p>Council mailed 79,645 reply-paid surveys to Liverpool residents. Residents were also given the option to participate in the survey via a QR code.</p> <p>These surveys were also distributed via Liverpool home library service offered during the COVID-19 lockdown.</p> <p>There were 1495 online responses and 208 written responses to the survey.</p>	



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	<p>Liverpool Champion Newspaper</p>	<p>A digital article featured in the Liverpool Champion on 11 October 2021. The Mayor provided an insight on the review of the Community Strategic Plan, its significance and encouraged residents to visit Council's website to share their vision of the future Liverpool.</p> <p>In addition, a digital advertisement promoting the survey was featured in the local Liverpool Champion newspaper on 12 November 2021, reaching 5000 page impressions</p>	 
	<p>Council's Instagram</p>	<p>Four (4) posts promoting the survey were featured on Council's Instagram page which reaches more than 5000 followers.</p> <p>Casula Powerhouse Arts Centre and Council libraries also cross promoted the survey on their respective Instagram pages.</p>	
	<p>Council's Facebook</p>	<p>Four (4) posts were featured on Council's Facebook page which reaches more than 31,000 followers.</p>	

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		<p>Casula Powerhouse Arts Centre and Council libraries also cross promoted the survey on their respective Facebook pages.</p>	
	<p>Council's LinkedIn profile page</p>	<p>Four (4) posts were featured on Council's LinkedIn profile page which reaches more than 8156 followers.</p>	
<p>Promotional Posters</p>		<p>Promotional posters were displayed in Council's libraries, customer service centre, Casula Powerhouse Arts Centre and Community Hubs.</p> <p>Table cards were also displayed at Casula Powerhouse Arts Centre's Bellbird Cafe.</p> <p>A total of fifty-nine (59) survey responses were received through the above avenues.</p>	

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Digital	Community Strategic Plan (CSP) dedicated Council Website page	<p>The active survey was accessible on a dedicated webpage titled 'Community Strategic Plan' that featured on Liverpool Council's website during the promotional period.</p> <p>The page received 849 page views.</p> <p>Council's website home page featured a direct link to a dedicated 'Share your views on Liverpool' survey.</p>	
	Council's Email Signature	During the survey period, Council's email signatures featured a banner advertising the survey and provided a direct link to the survey.	
	Email	Council Officers' sent an email to their respective community stakeholder databases to share and promote the survey.	N/A
	Council Childcare Centres – Story Park App	A cross promotion of the survey was coordinated with Council's childcare centres on their StoryPark App to reach parents and families.	N/A
Face -to-Face (Via Microsoft Teams)	Committee Group and Community District Forum Meetings	Council engaged with community members from four Council committees and four Council District Forums to discuss the review of the Community Strategic Plan and gather feedback. A tailored survey was sent to members prior to the meeting to gain an insight of priority themes that would assist in informing the engagement agenda. A total of 35 representatives were involved.	N/A
	Community Stakeholder Interviews	Council engaged with 11 community stakeholders and promoted their participation in the survey.	N/A

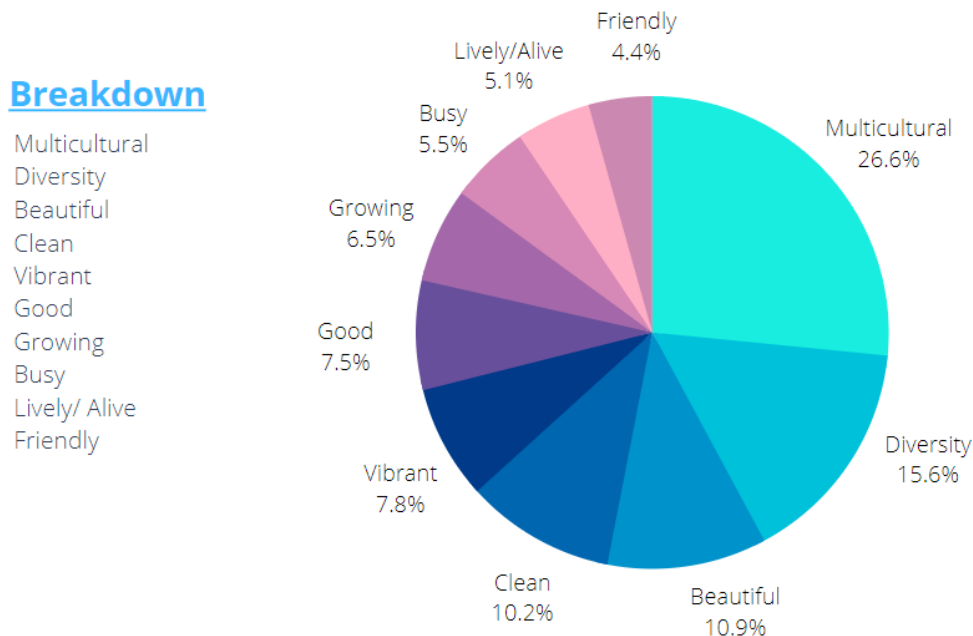
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Overview of feedback

A total of 1703 people participated in the 'Share your views on Liverpool' survey. Of this, 1495 submitted their responses electronically and 208 were received via post. Of the total number of entries, 198 were classified as spam, these included duplicate and unrelated entries that referred to Liverpool in the United Kingdom. These comments were not included in the analysis. Sixty-two percent (62%) of residents requested to be involved in future engagement. The data generated from the large sample size has been collated, analysed and grouped into common themes as follows;

Survey Question 1 – Use three words that describe the city of Liverpool

The chart below represents the key words that were used by residents to describe their city.



Overall Sentiments

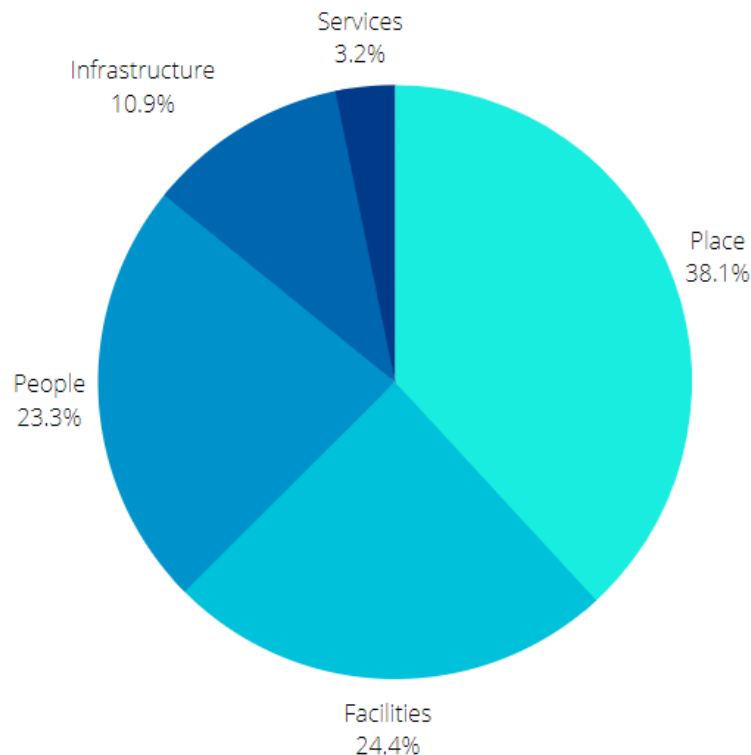
Tabled below are the top five (5) themes presented for questions one. These have been ranked from the most times presented to the least. An overall analysis of each theme has also been provided to gain a better understanding of what was conveyed within the overall context of the survey.

Theme	Percentage of times presented	Analysis
Atmosphere	44.30%	Mostly positive descriptors of a liveable and active environment with a strong sense of acceptance, belonging and excitement for future opportunities. However there was division on feeling safe.
Social Identity	25.40%	A culturally and individually diverse, hardworking people - predominately families.
Physical Environment	22.80%	A large and conveniently located LGA. A busy and growing urban city juxtaposed with suburbia, open and natural spaces. Most residents state the LGA is clean and tidy, however a higher number do not agree describing Liverpool as untidy, dirty and polluted.
Facilities	5%	Acknowledgement of a strong retail presence and public facilities.
Infrastructure	2.50%	Acknowledgement of current infrastructure allowing access to jobs, education and travel however there is frustration with roads and parking.

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Survey Question 2 – What is your favourite thing about living in Liverpool?

The chart below represents the key words that were used by residents to describe their favourite thing about living in Liverpool.



Overall Sentiments

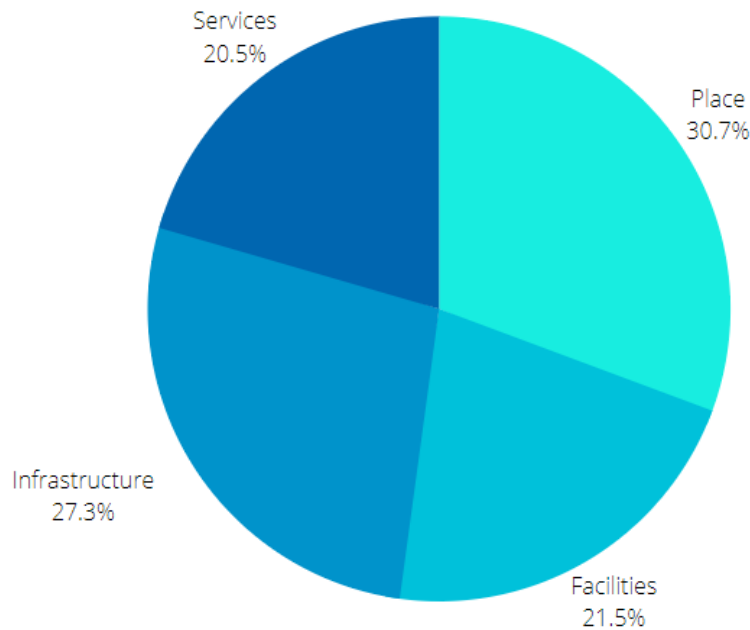
Tabled below are the top five (5) themes that arose, these have been ranked from the most times presented to the least. An overall analysis of each theme has also been provided to gain a better understanding of what encompasses each key theme.

Theme	Percentage of times presented	Analysis
Place	38.10%	Everything is close and convenient in Liverpool with access to amenity and essential services. The space feels positive, clean and safe. There are spaces to spend time in including natural ones, and there is every opportunity to stay local.
Facilities	24.40%	Several shopping options ranging from essentials, food, to major retail and fashion. Food is diverse and largely representative of the multicultural community. Recreational facilities are loved, as well as Council's CPAC and local parklands.
People	23.30%	Friendly, diverse and multicultural community, largely family orientated.
Infrastructure	10.90%	Notable growth and development around infrastructure, local access to transport options, medical and educational institutions.
Services	3.20%	A community that loves events, accessibility to their Council and health services. General reference to 'services' and their abundance.

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Survey Question 3 – How can we make Liverpool a better city to live in? Give us two ideas.

The chart below represents a summary of question two (refer to the above chart). The findings list the top five key areas that residents feel are important and require attention to improve liveability in Liverpool.



Overall Sentiments

The chart below represents the top twenty (20) common ideas and priorities that residents feel should be considered to improve the liveability of the city. The ideas have been ranked from the most times presented to the least.



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Tabled below are the top four (4) themes that arose, these have been ranked from the most times presented to the least. An overall analysis of the areas has also been provided to gain a better understanding of what encompasses each area.

Area	Percentage of times presented	Analysis
Place	30.70%	Liveable green and beautiful spaces that are affordable, sustainable, interesting and safe.
Infrastructure	27.30%	Less congested and more organised development of infrastructure. Notable concern over population growth, crowds, traffic and lack of access/liveability.
Facilities	21.50%	Strong request for activity, entertainment and dining. Requests for both natural and built recreational spaces. Basic amenity requests such as bubblers, toilets and wayfinding enhancements.
Services	20.50%	Clean and maintained physical environment. Enhancement of Council advocacy and communications with the public. More events.

Ideas and priorities that were raised by the community have been organised by theme in the table below.

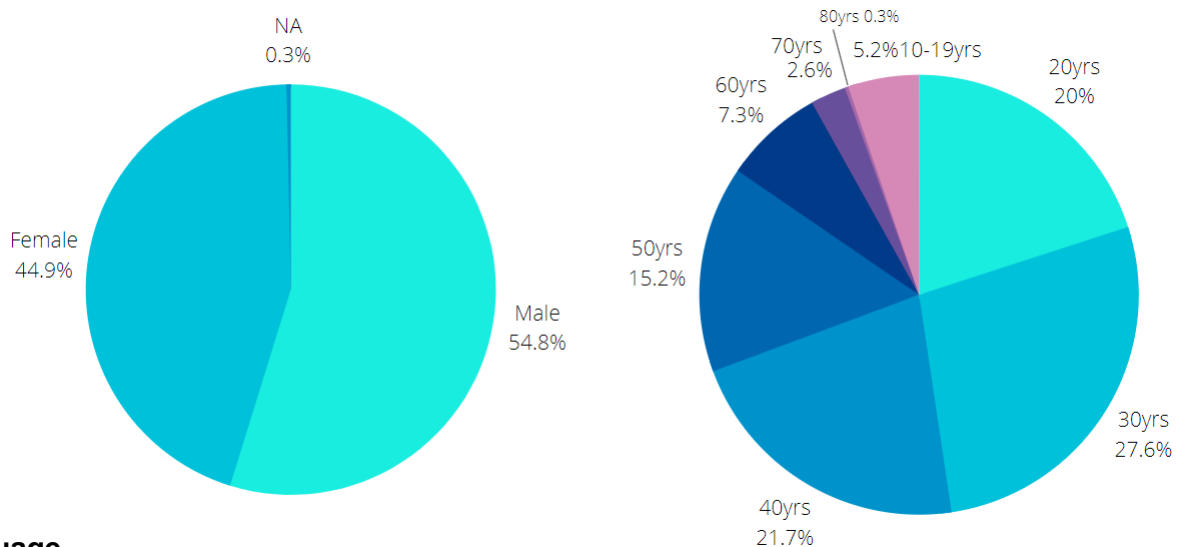
THEME	CATEGORY		
Place	- Accessible - Better parks - Community - Eco friendly - Gardens - Green spaces	- Liveability - More jobs - More parks - More trees - Nightlife - Noise pollution	- Open space - Public art - Safer - Use river
Infrastructure	- Better paths - Better planning - Better roads - Education	- Hospital - More lighting - Parking - Shelter	- Traffic management - Transport
Facilities	- Better shops - Bubblers - Café culture - Co working spaces - Council spaces	- Dining options - Dog parks - Eat street - Leisure options - Markets	- Recreational spaces/places - Toilets - Tracks (cycle/walking) - Water parks - Way finding improvements
Services	- Cleaning - Events - Improve communications	- Maintain grass - Maintain trees - Other	- Shuttle bus - Maintain parks

Demographics Overview

Council received and analysed 1289 submissions. A total of forty-six percent (46%) of participants were from the Liverpool LGA. The remaining participants were located within a postcode shared by Liverpool and a neighbouring Council or were from another LGA. A detailed analysis of varying demographic indicators has been provided below to gain a more comprehensive profile of the participants. *Note: These questions were an option on the digital survey only.*

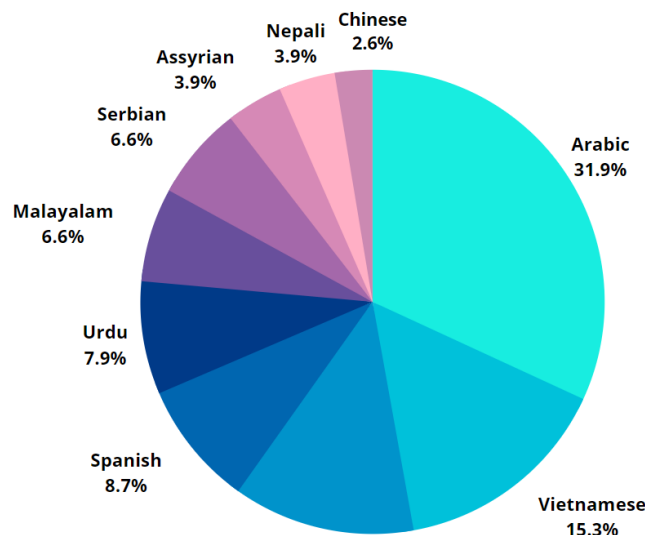
Gender and Age Analysis

Of the participants involved in the survey 44.9% identified as female, 54.8% identified as male and 0.3% chose to not disclose their gender. When assessing the age of participants, the majority fell within the 20, 30 and 40 year-old categories.



Language

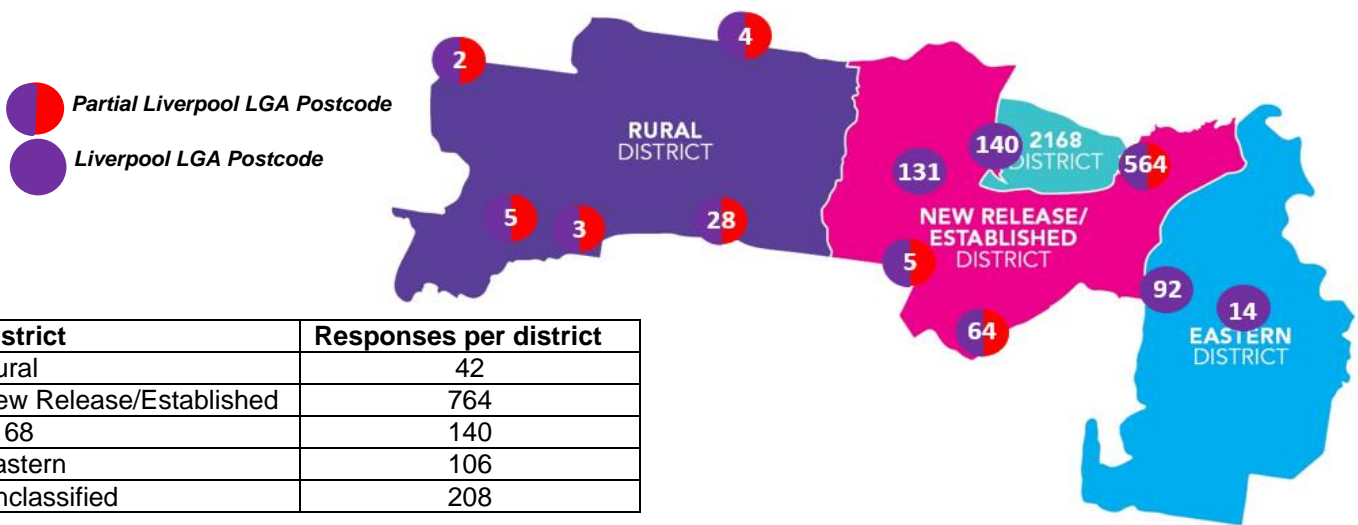
In total 85% of respondents spoke English, 5.6% spoke no English and 8.7% spoke partial English. There were 35 different languages with 20 dialects across them registered. The analysis shows 8.7% of participants not only can speak English but are bi/multilingual. The below chart represents a visual of the top 10 languages/dialects assessed from the survey



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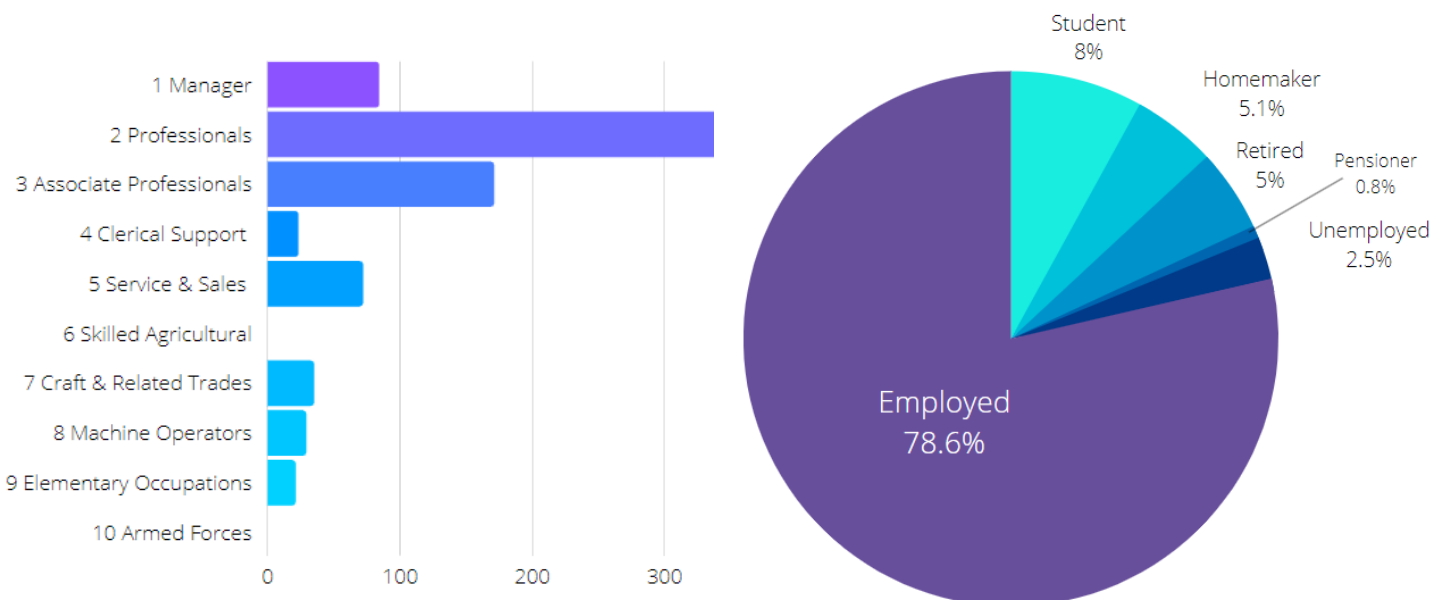
Postcode

Of the 26 postcodes identified, more than 12 (46%) were from the Liverpool LGA. The remaining participants were located within a postcode shared by Liverpool and a neighbouring Council. Participants from There the Canterbury-Bankstown, Fairfield, Parramatta, Campbeltown and Camden Council LGAs represented 2% of responses. The below table identifies survey responses received by district along with a visual representation of specific locations of response.



Occupation

There were 67 occupations identified across all participants of the survey. When categorised against International Standard Classification of Occupations (ISCO), it was identified that most participants can be classified as Level 2 Professionals representing the education, healthcare, engineering, finance and government sectors. The below graphs categorise all 67 occupations under the ISCO standards.



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Conclusion

The traditional method of face-to-face engagement during the consultation period was replaced with digital and written forms of marketing and promotional strategies due to the COVID-19 restrictions.

The initial change in engagement methods raised concern regarding the rate of inclusion. Three prominent challenges were identified; ownership and usage of digital devices, diverse literacy levels (including digital) and awareness of engagement (outreach).

To address these challenges, Council explored multiple marketing and promotional strategies and was able to quickly adapt and implement effective ways to reach its diverse community. There was a strong response rate and participation from the community, particularly with the survey mailout. In addition, Council's Facebook platform, word of mouth, print collateral (posters and flyers) and access to the survey QR code also proved to be effective.

Council would like to thank the participants for their time and valuable contributions, and sharing their knowledge, experiences and ideas to shape the future of Liverpool.

For any questions or further information, please contact Liverpool Council at lcc@liverpool.nsw.gov.au