

# 2023 ANNUAL COMMUNITY SURVEY (STRATEGIC)

*Presentation of results*







# About the research

## **Background:**

ACS is the only fully representative survey conducted in our City.

A trend survey conducted since 2013.

Since 2017 the trend survey is undertaken on a biennial basis alternating with strategic surveys.

## **Aims and objectives for 2023:**

To seek the community's opinion on strategic topics given by the Council Member body at a Council Member Workshop held on 26 October 2023:

- How important are parks and reserves;
- Purchasing land for open space;
- Future of Aged Care;
- Cultural / inclusive engagement / programming / services;
- Understanding what residents value most about their suburb; and
- Food waste.



# About the research

## Methodology and Sample

Random sampling of records was used with stratification by age, gender and ward. Fieldwork was conducted between the 25 November to the 17 December 2021.

Total survey respondents (n=836)

Computer Assisted Telephone Interview (CATI)



Total sample CATI → n=800

Online – Engage Burnside



Total online sample → n=36



## THEME 1

### Future of aged care

Commonwealth funding for our Home Support services is changing. More research is needed to better inform a business case, and appropriate business model, to determine if Council would be successful in delivering this service with little to no impact to ratepayers.

Research explored:

- our resident's knowledge of the aged care services delivered by Council.
- the level of resident support for a “user pays” model, or a contribution toward a service.
- if residents, or their family members, would be interested in using a service in next few years.

75% of our community are aware that Council provide at least one of the services tested.

29% of our residents believed they or other family members residing within the area would be interested in using ANY of the aged services provided by Council.

The interest in using these services increased with age and was higher amongst females.

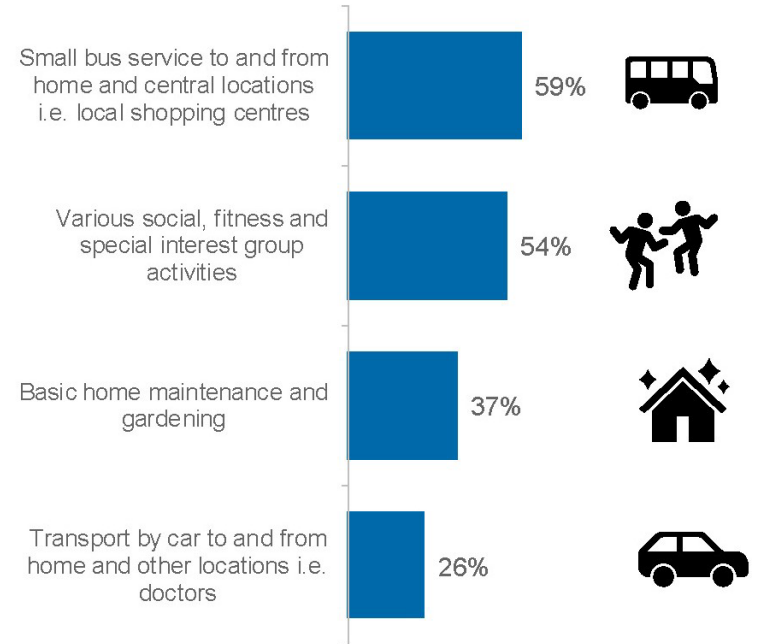
The children of parents were more interested in these services than self/spouse.

The services of most interest:

- Basic home maintenance and gardening
- Social fitness/activities

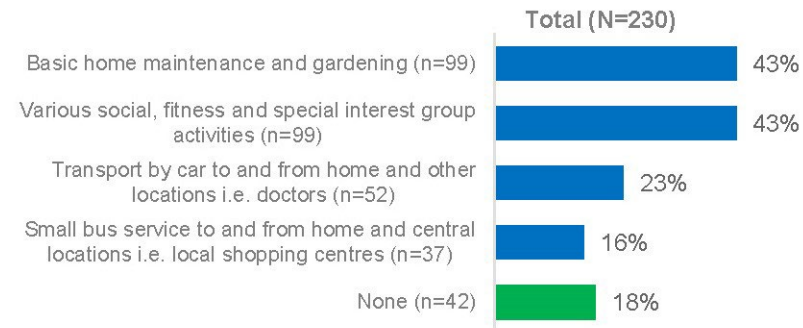
*The research suggests that children of older persons are key targets to promote aged care services for their parents.*

### Aged Care Services Aware of (% yes response)



Which of the following aged care services are you aware that Burnside Council provides

### Interest in using services



Ignoring costs, which of those aged care services provided by Burnside Council would you be interested in using in the next 12 months? Select all [services] that apply.



## Are our community prepared to pay?

90%-95% of potential users would be prepared to contribute/pay towards using these services.

The residents were prepared to pay:

- Basic Home Maintenance from \$21-\$80 – with average approx. \$39
- Small Bus – up to \$5 per trip one way
- Car transport varied, with 33% between \$6-\$10 and 30% \$11-\$20 – with average approx. \$13
- Social fitness – 64% said up to \$10

In your opinion, what would [prox1] be prepared to pay for  
Burnside Council service of....:

(Note: Question asked in context of hierarchy: self, or spouse,  
or parent etc

## THEME 2



### How important are parks and reserves?

In the context of the preparation of the Open Space Layer that is underway, and to understand what open space values resonate with residents according to age and suburb, the research will explore how important are parks and reserves to residents. We are asking about:

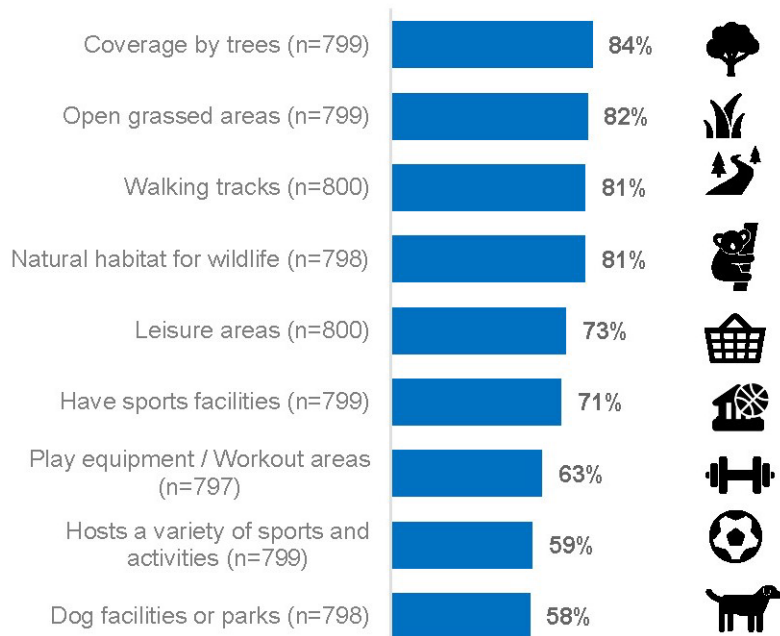
- Open grassed areas
- Big trees
- Lots of trees
- Habitat for wildlife
- Formal sports facilities
- Walking tracks
- Leisure areas (ie picnic or barbecue)
- Workout areas
- Dog facilities
- Play equipment
- Heritage or cultural value
- Beautiful places to visit

**95%** of the residents surveyed rated parks and reserves as important with 75% Very Important (5) and 20% Important (4) – (out of 1-5 pt scale).

The most valued aspect is the **natural nature of parks and reserves**.

While various play/leisure activities in parks and reserves are also valued, these appear more subject to life stage and family status.

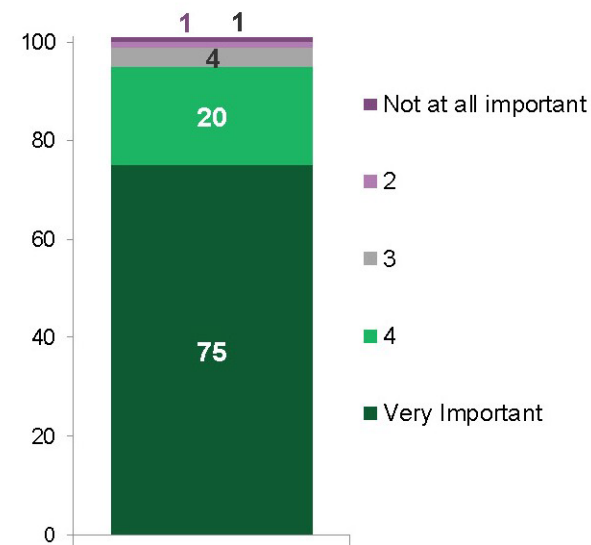
### Importance of Parks and Reserves Attributes



How important are each of the following aspects of parks and reserves in the Burnside Council area to you....

### Overall Importance of Parks and Reserves

**95%**  
T2B



Overall how important are parks and reserves in the Burnside Council area to you?

★ top-2-box (T2B) refers to combined responses of important/very important, agree/strongly agree



## How can Council improve parks and reserves?

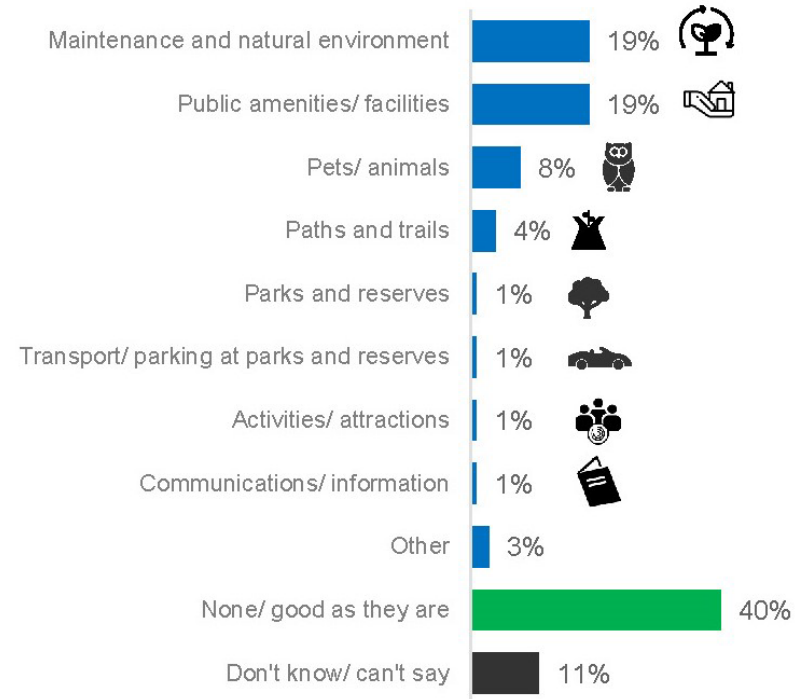
40% of residents could not offer suggestions to improve parks and reserves being satisfied with the current status.

Most content were older aged residents 85+ years (57%) and 75-84 years (51%).

The top two emerging themes to improve parks and reserves are:

- Maintenance and natural environment (includes maintenance / beautification and various aspects of tree management).
- More public amenities/ facilities includes mostly playground aspects for children and toilets.

## Emerging Themes (n=799)



In what ways could Council improve parks and reserves in the Burnside area for you? (unprompted)

## THEME 3



### Cultural / inclusive engagement / programming / services

Council acknowledges different abilities and welcomes people from various cultural backgrounds while providing support for all age groups.

As our population changes, it's essential to recognise evolving needs and ensure diversity and inclusion are properly addressed.

This theme explores whether residents desire increased investment in cultural and inclusive engagement, services, and programs. This feedback will inform activities associated with the Disability, Access and Inclusion Plan and the Reconciliation Action Plan, as well as determine the community's interest in culturally inclusive activities designed to embrace our residents' diverse ancestral backgrounds (ie materials offered in different languages, multi-cultural events).

**77%** of our residents support Council supporting those in need in our community.

The community is generally divided when it comes to Council investing more in multicultural and social diversity, with 41% in support; 22% opposed and 33% non-committal.

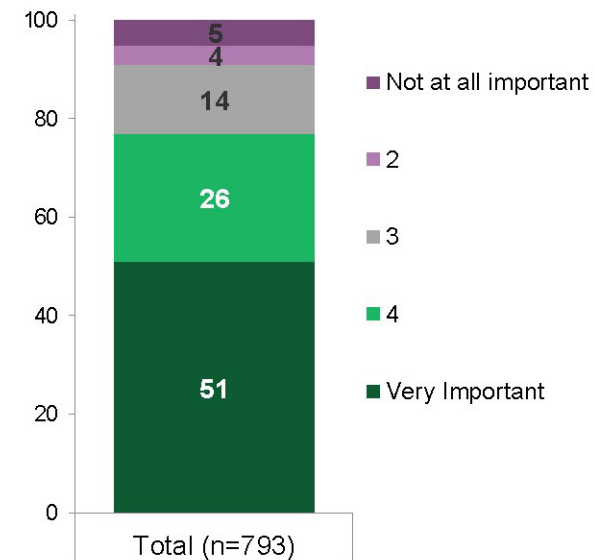
This position notably linked to cost-of-living issues – where residents view this type of spending as ‘not core business’.

Residents supported Council investing more in:

- Those living with disabilities (86%)
- Those living with health issues (includes mental health) (83%)
- Multicultural events (food, music, dance etc) (75%).

### Importance of Supporting People From Diverse Backgrounds

77%  
T2B

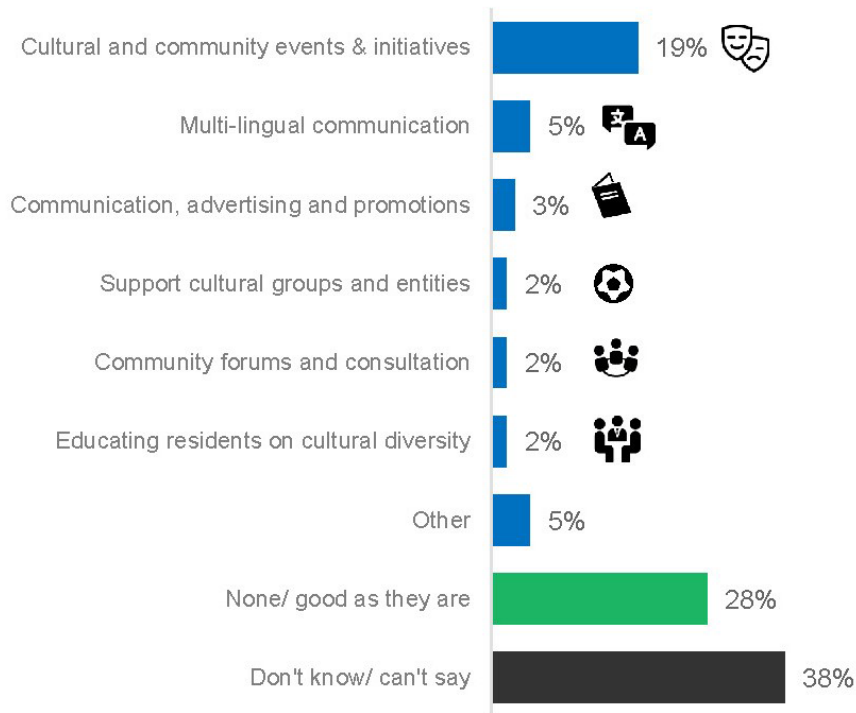


How important to you is it that Burnside Council supports people from different cultural, social and economic backgrounds?

★ top-2-box (T2B) refers to combined responses of important/very important, agree/strongly agree



### Emerging Themes (n=794)



In what ways should Burnside Council do more to support cultural and social diversity in the area? (unprompted)

### We asked the community what Council could do to support cultural diversity

38% of residents did not know or could not say and a further 28% believed Council was doing enough and no more was needed to support those in need.

The remaining 34% of residents offered some opinion.

19% said *Cultural and community events & initiatives* (more cultural events, fairs and festivals etc).

This was followed by (and by a far margin): *Multi-lingual communications* (which includes providing translation services as well as support with learning English).

An opportunity to educate:

Beyond events and festivals there appears lack of understanding of what Council does, could do, or should do, to support cultural diversity.

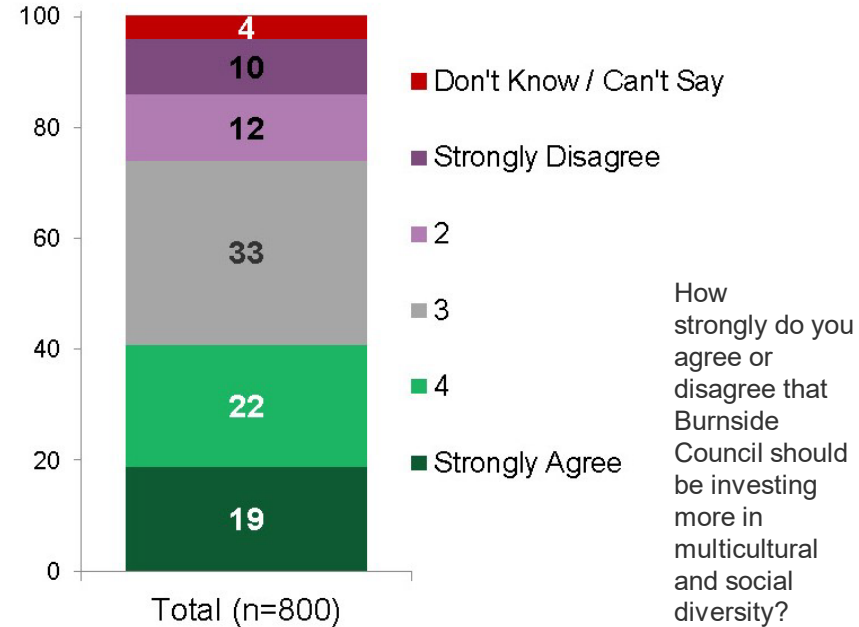
## Should Council increase their investment in multicultural and social diversity?

The community is divided when it comes to Council investing more in multicultural and social diversity, with 41% in support; 22% opposed and 33% non-committal.

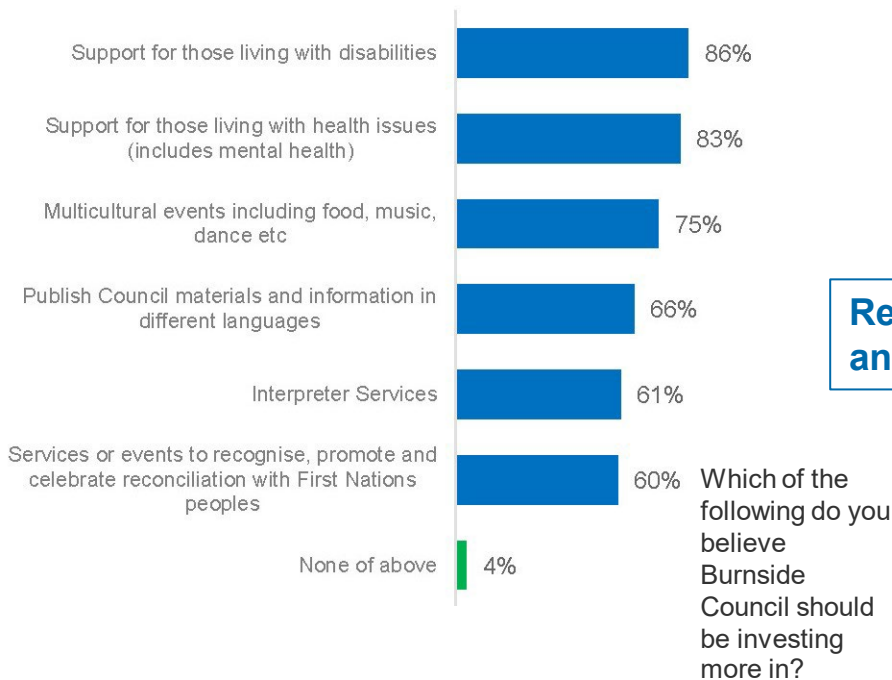
Reiterating prior conclusions, while residents may be supportive of Council supporting cultural and social groups there is less support for and potentially resistance towards Council increasing investment in this area; linking to residents' cost-of-living challenges.

### Agreement on Council investing more in cultural diversity

41%  
T2B



### Investment Areas (n=800)



**Residents do support Council investing in disability and health and some cultural events.**

★ top-2-box (T2B) refers to combined responses of important/very important, agree/strongly agree

## THEME 4



### Food waste

Research will create an evidence base to understand people's household habits before a planned trial of the weekly collection of organics in 2024. Responses will give us a better understanding of how households manage kitchen organic waste, including management at home (which is largely unknown and not informed by bin audits). Further responses can be used to develop relevant information packs and promotional materials for the trial in 2024.

- the benefits and barriers to using the green organics bin.
- the benefits of using the organics bin for kitchen scraps.
- what volume of kitchen scraps are disposed in the household green bin.
- the barriers to using the organics bin for kitchen scraps.
- the volume of kitchen scraps used for home composting.
- how often should the organics bin be collected.



**50% of residents reported to have never placed their kitchen scraps in the Red Landfill bin.**  
34% said that they often do and 15% said sometimes.



How often does your household place food waste in the Red Landfill bin instead of the Green Organics bin?

## 35% of residents said they have home composting.

However having home composting reduces, but does not eradicate, the use the Red Landfill bin for food waste.



## Of the 50% that put food waste in the Red Landfill bin, how much of their waste are food scraps?

This is difficult for residents to estimate. Food waste audits will give a more reliable answer.

Notwithstanding it is a perception by 1:5 residents that over 25% of the volume of waste in Red Landfill bins is food waste.

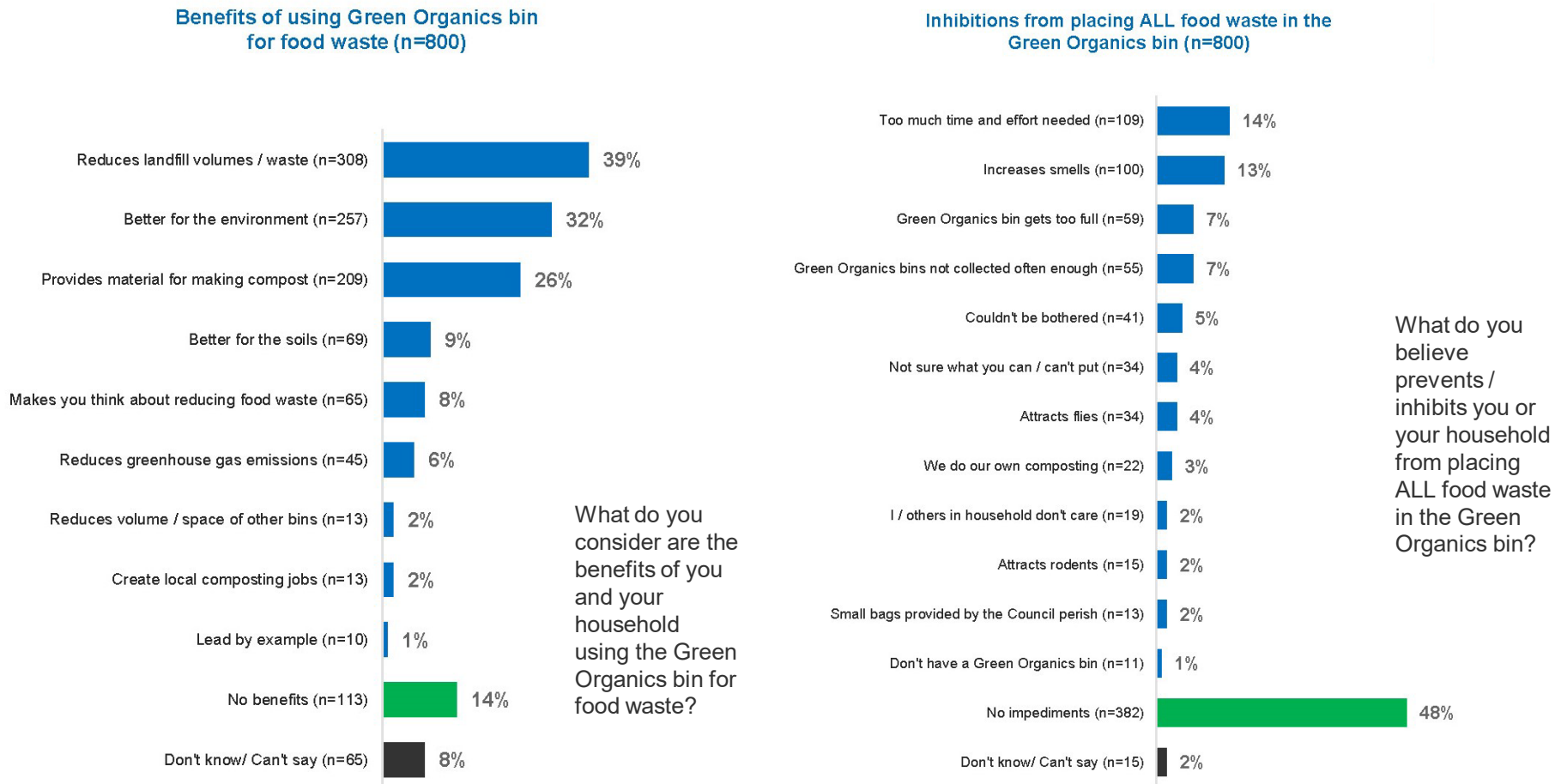
This proportion reduces to 11% if one has home compost.

## What are the barriers to using the Green Organics bin for kitchen scraps?

Our residents tell us that they put food waste in the Green Organics bin for altruistic reasons – *It reduces landfill volumes (39%)* and *Better for the environment (32%)*.

The barriers are *Too much time and effort needed (14%)*; and *Increases smells (13%)*.

**Opportunity** – to educate the 48% who have no impediments and those that perceive no benefits in using the Green Organics bin for food scraps (14%).





## THEME 5



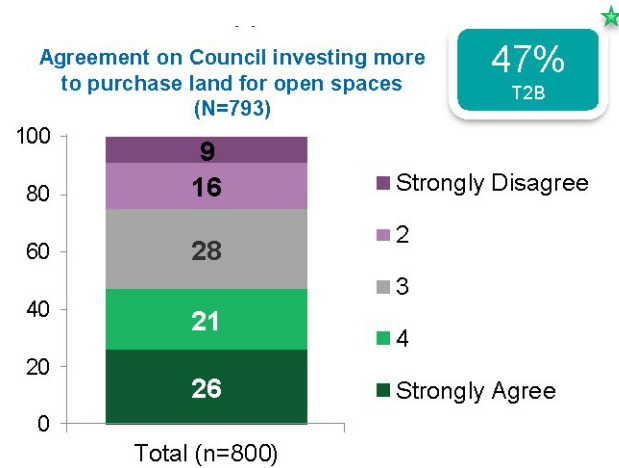
### Purchasing land for open space

In the context of the preparation of the Open Space and Public Realm Layer that has commenced, and to understand the community's acceptance of investment in the acquisition of new open space parcels.

The population of the City of Burnside of Burnside is projected to increase by over 2,100 people by 2041. What is the resident appetite for Council to invest in more open space to support this growth? Noting that this investment could impact rates or debt levels.

## The community is divided on purchasing land for open spaces and how Council should fund it.

**47%** of our community support Council investing in the purchase of land to create new open spaces; 25% are opposed and 28% are neutral.

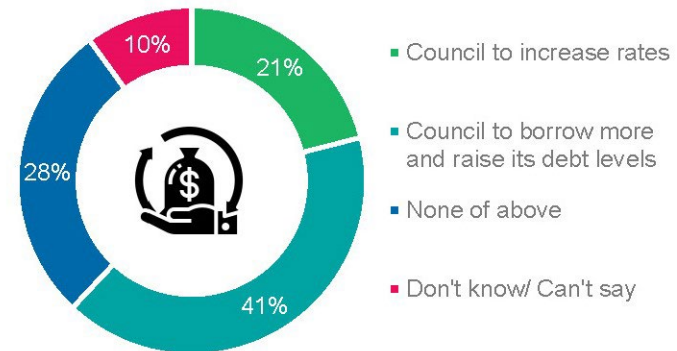


To what extent do you agree or disagree that Council should invest more to purchase land to create new open spaces?

## The community is divided on purchasing land for open spaces and how Council should fund it

41% prefer Council borrow and raise debt levels; 21% would increase rates; close to a third (28%) is opposed to either option.

Agreement on Council investing more to purchase land for open spaces (N=800)



If Council were to purchase land for new open spaces which of the following funding options would you prefer Council to adopt?



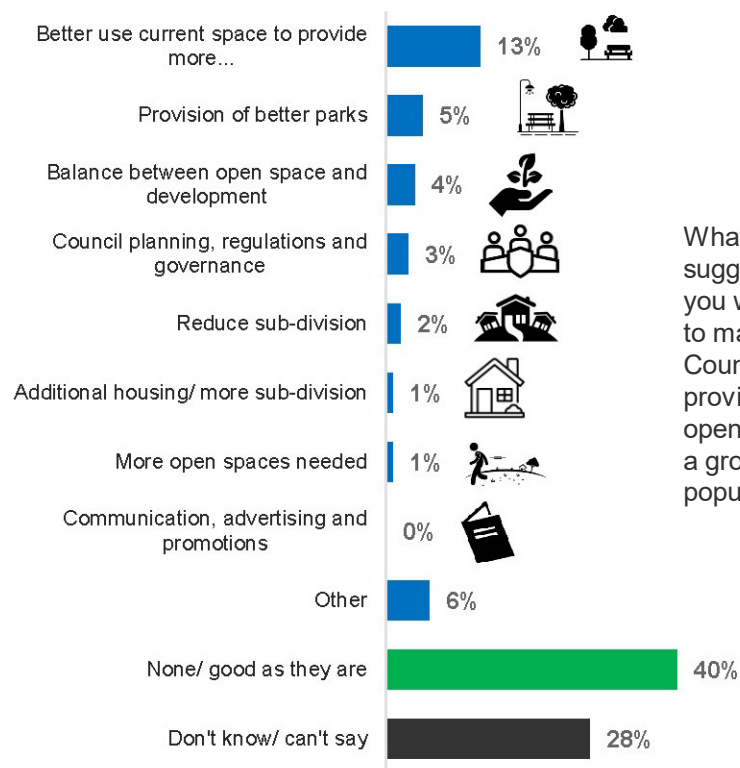
top-2-box (T2B) refers to combined responses of important/very important, agree/strongly agree

## How can Council better use the open spaces we currently have?

**40%** believed nothing else was needed, that the open spaces are good as they are; 28% could not offer suggestions.

Residents expect Council to explore opportunities to enhance the use of existing spaces and facilities rather than creating new spaces.

### Suggestions to Council on providing spaces for a growing population (n=796)



What suggestions you would like to make to Council about providing open spaces for a growing population?



## THEME 6



### Understanding what residents value most about their suburbs

To understand what residents value the most about the suburb in which they live, with a view to gain an insight into how they might respond to the future consultation on the Master Plan Code Amendment. This information will be used to develop the relevant engagement plan and material.

Research will explore the importance of each of the following features:

- Traditional building character (ie heritage)
- Low building heights
- Access to views
- Access to direct winter sunlight
- Access to on-street car parking
- Tree cover
- Low traffic volumes
- Open space within walking distance (eg 400m)
- Proximity to shops or work
- Proximity to public transport
- The ability to subdivide your property in the future.

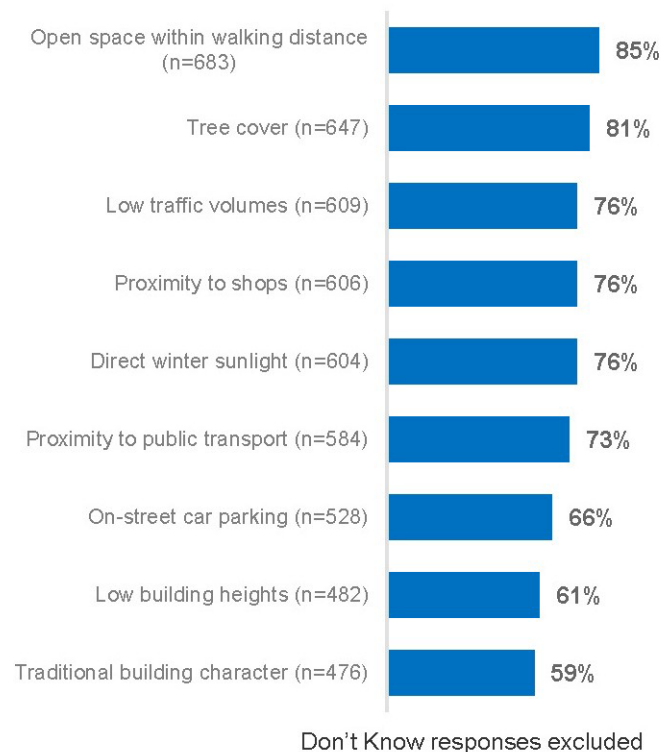
## Open spaces and the natural environment are the most important to our residents.

**85%** of our community said that it was important that *Open space is within walking distance* from their homes; 81% valued *Tree cover*.

Least important, although still valued by 59% of our community, is *Traditional building character*.

These results indicate that consideration is needed for Wards that have limited, or no, open space within walking distance to homes.

### Importance of various aspects where residents live (N=800)



How important are the following aspects of where you live...(Don't Know responses excluded)

## What do residents most value about their suburb?

Based on the aspects tested in this study, the importance of open spaces and the natural environment is a recurring theme shared across all age and gender and location cohorts – and care is needed on any decisions impacting these.

Residents 65 years plus tended to place greater importance on each aspect.

Younger aged residents <35 and 35-44 tended to be lower than other groups.

Females tended to place greater importance on aspects than males.

No main trends emerged across Wards.

How important are the following aspects of where you live...(Don't Know responses excluded)

	TOTAL (n=800)	WARD					
		Kensington Park (n=138)	Kensington Gardens and Magill (n=133)	Burnside (n=126)	Beaumont (n=144)	Eastwood and Glenunga (n=134)	Rose Park and Toorak Gardens (n=125)
Open space within walking distance	85%	89%	87%	83%	81%	87%	85%
Tree cover	81%	88%	75%	80%	77%	82%	86%
Low traffic volumes	76%	75%	83%	75%	75%	79%	71%
Proximity to shops	76%	79%	79%	75%	68%	74%	81%
Direct winter sunlight	76%	81%	71%	77%	78%	78%	72%
Proximity to public transport	73%	71%	83%	71%	71%	71%	70%
On-street car parking	66%	64%	67%	66%	65%	64%	71%
Low building heights	61%	66%	57%	57%	60%	63%	62%
Traditional building character	59%	69%	53%	51%	58%	57%	69%

	Top 3
	Bottom 3





**Thank you**

***Questions?***