

Community priorities survey

FINAL REPORT
20 August 2021



ACT
Government

YOUR SAY
PANEL

Background

The ACT Government engaged the YourSay Panel to identify current community priorities for the Government to address and ascertain Canberrans' communication preferences for keeping informed.

The research will be used to inform Government planning and approaches to program and service delivery along with communication of related information to communities within the ACT.

Methodological notes:

- The results have been weighted to reflect relative population proportions based on the ABS Census
- The methodology is biased towards those with internet and computer literacy, which may impact data relating to communication preferences
- In single choice questions, results may not add up to 100% due to rounding



How many?

2,149

Who?

Canberrans 16+

When?

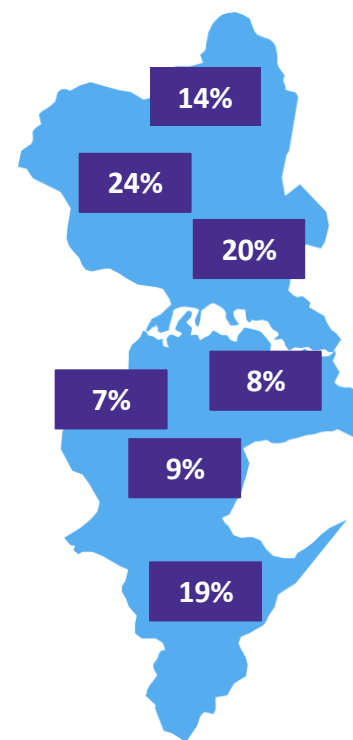
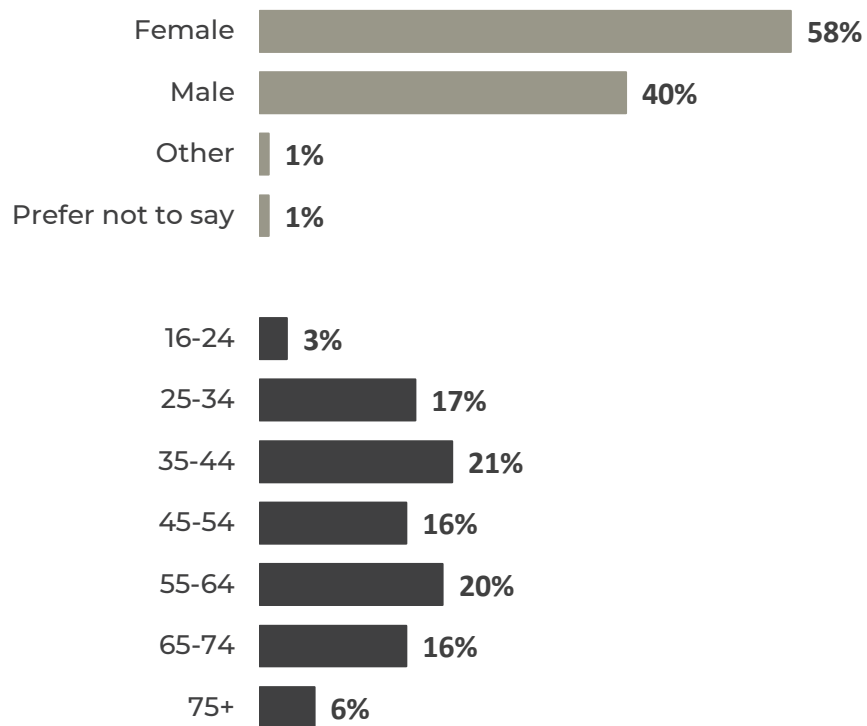
**30 Jul – 5 Aug
2021**



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Sample profile (unweighted)



Headlines

- Health services are a priority for Canberrans, while essential services, climate action and support for disadvantaged groups are also important
- Housing affordability has emerged as a new issue and is the highest priority for young Canberrans
- Six in ten Canberrans were satisfied with the quality of Government services, with many others neutral
- Around half of Canberrans said they felt informed about Government services
- Those who were not feeling informed were largely unaware of services in their suburb and often unengaged with this kind of information
- Nonetheless, when seeking information, the large majority were able to find what they were looking for
- ACT Government channels play a considerable role in where people turn for information about their local area, with younger Canberrans tending towards social media and informal avenues and older turning more towards traditional media sources



Top 5 priorities

Health	48%
Affordable housing	35%
Essential services	33%
Climate action	27%
Disadvantaged groups	27%



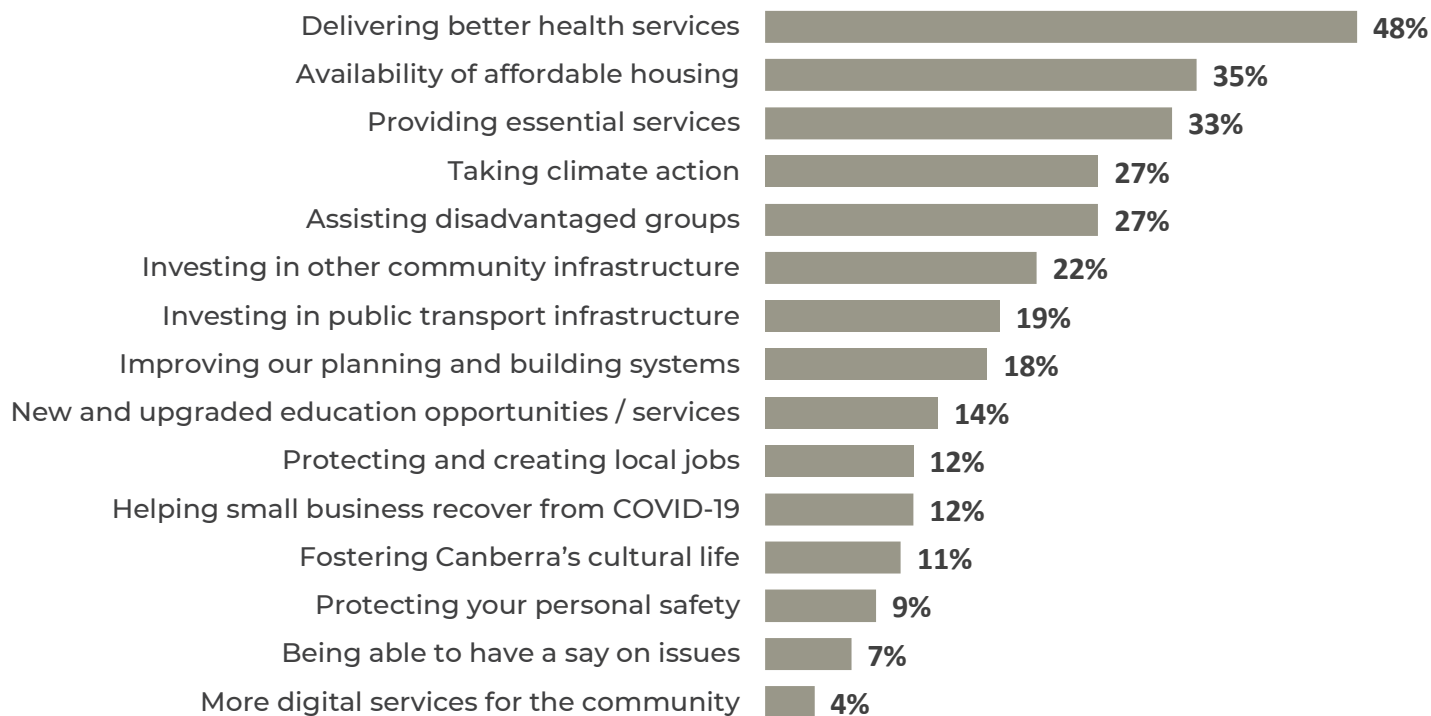
Top 5 channels for local info

ACT Gov websites	47%
OurCanberra	46%
General social media	39%
ACT Gov social media	36%
Print / online news	34%

Community priorities

Biggest priorities are better health services, housing affordability, and provision of essential services

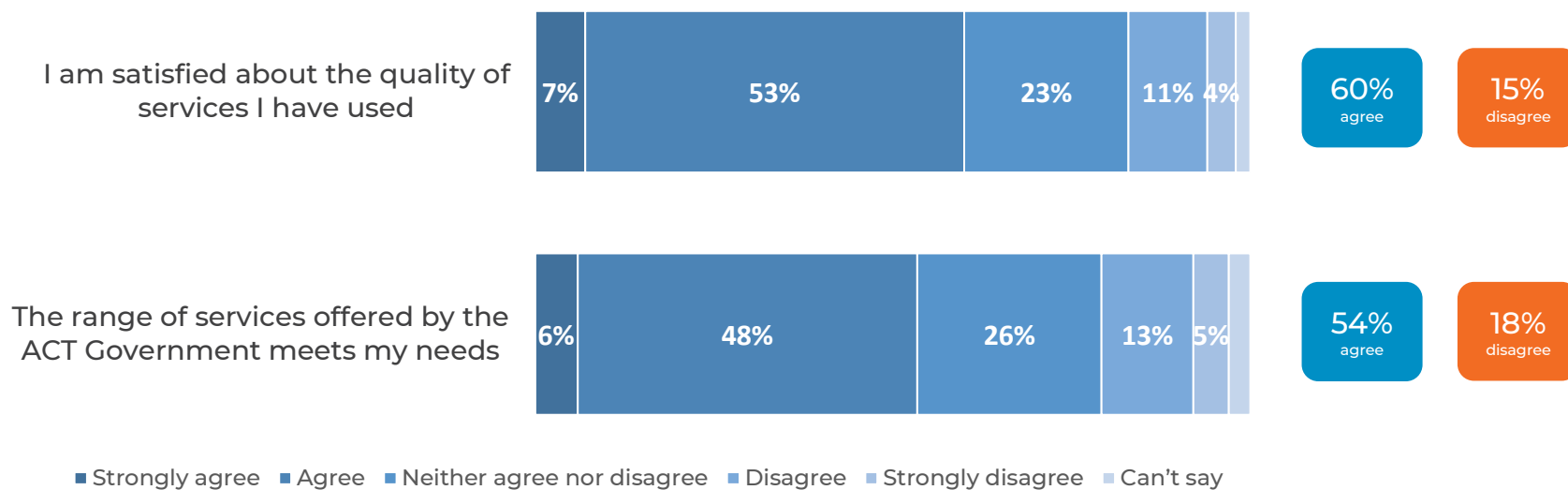
*Q. Of the following areas, which do you feel are most important for the ACT Government to focus on?
(Select up to 3)*



Government services

Six in ten are satisfied with the quality of services, with just over half agreeing that services meet their needs

Q. Considering everything, to what extent would you agree with the following statements:



Service dissatisfaction often comes down to issues with provision and quality

Q. Which particular service(s) were you less than satisfied with?

Common themes include:

- Local road quality / street maintenance etc
- Health service access and availability
- Waste services and recycling
- Access Canberra services – shopfront and digital
- Public transport, bus network
- Planning and development
- Public housing – availability, maintenance

Q. Why were you less than satisfied with that particular service?

In general, common sentiment includes:

- Experienced long wait times, waiting for something to happen
- Did not receive what is needed
- Affects my environment, liveability, makes life difficult
- Reflects poorly on the ACT
- Poor customer service, inefficiencies encountered when dealing with Government

Government information

Around half of Canberrans are feeling well informed, with many others neutral about it

Q. Considering everything, to what extent would you agree with the following statements:

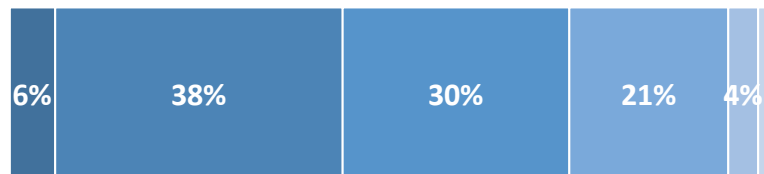
I am well informed about the range of ACT Government services offered across the ACT



59%
agree

14%
disagree

I am well informed about the range of ACT Government services available in my suburb



44%
agree

25%
disagree

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
Can't say

Not feeling informed often stems from lack of awareness and engagement with information available

Q. Why do you say that you are not well informed?

Common themes include:

- Not aware of services, what is available – especially in my local suburb
- Don't have time to look, engage with media, social media, listen to radio etc
- Tend to just skim read things – e.g. OurCanberra
- Never hear anything, nothing is publicised
- Hard to find / navigate information online
- Would not know where to go to find out

Q. And in what ways can the ACT Government help you to become better informed?

Ideas include:

- Traditional approaches – e.g. letterbox drop, newsletter, advertising, social media etc
- Localised information in local area – e.g. at local shops, schools etc
- Directory / guide to services at suburb level
- Better online functionality
- Approachable shopfronts / Access Canberra
- *Need to be interested / open to information – doesn't really interest me*



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Information sought on last occasion – common areas

COVID-19 –
vaccination,
testing,
travel advice

Vehicle rego,
licencing

Fix My Street
type issues

Bulky waste,
green bins,
collection

Health services

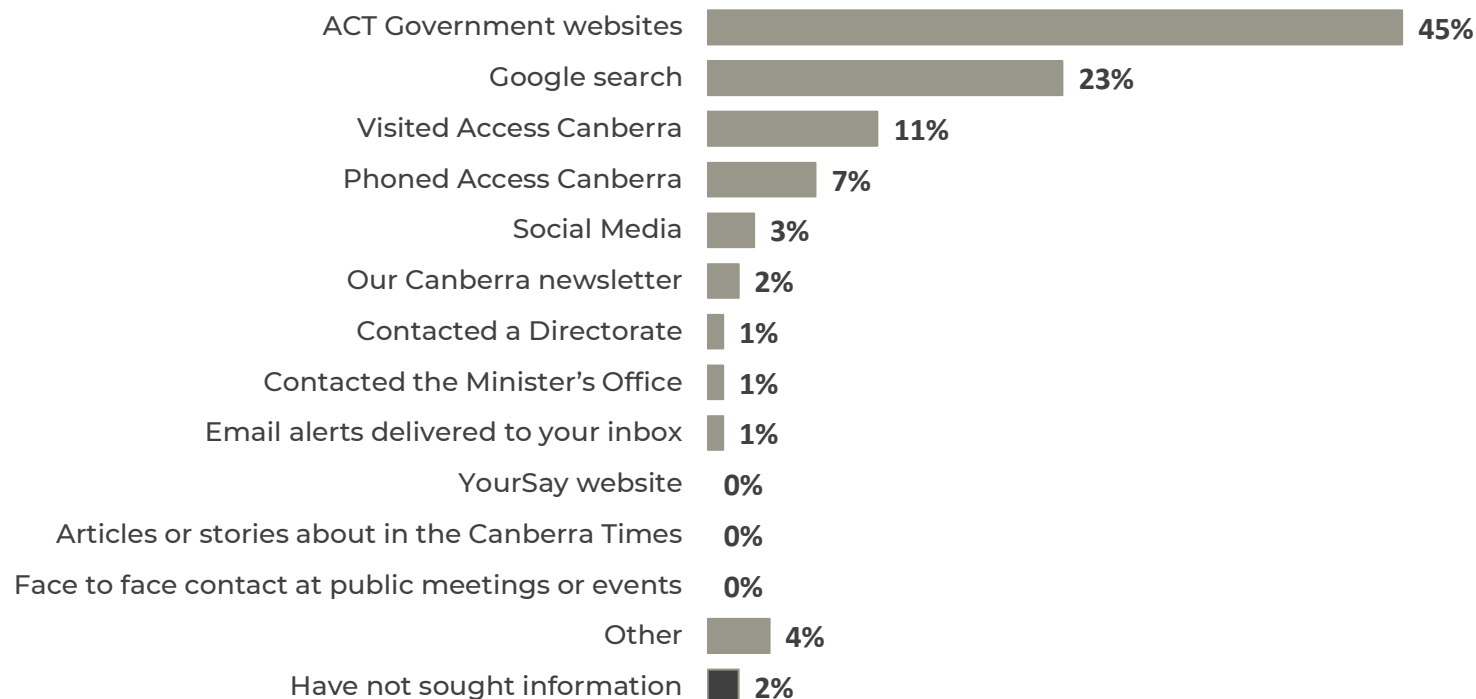
Transport info,
MyWay

WWVP

Planning,
development

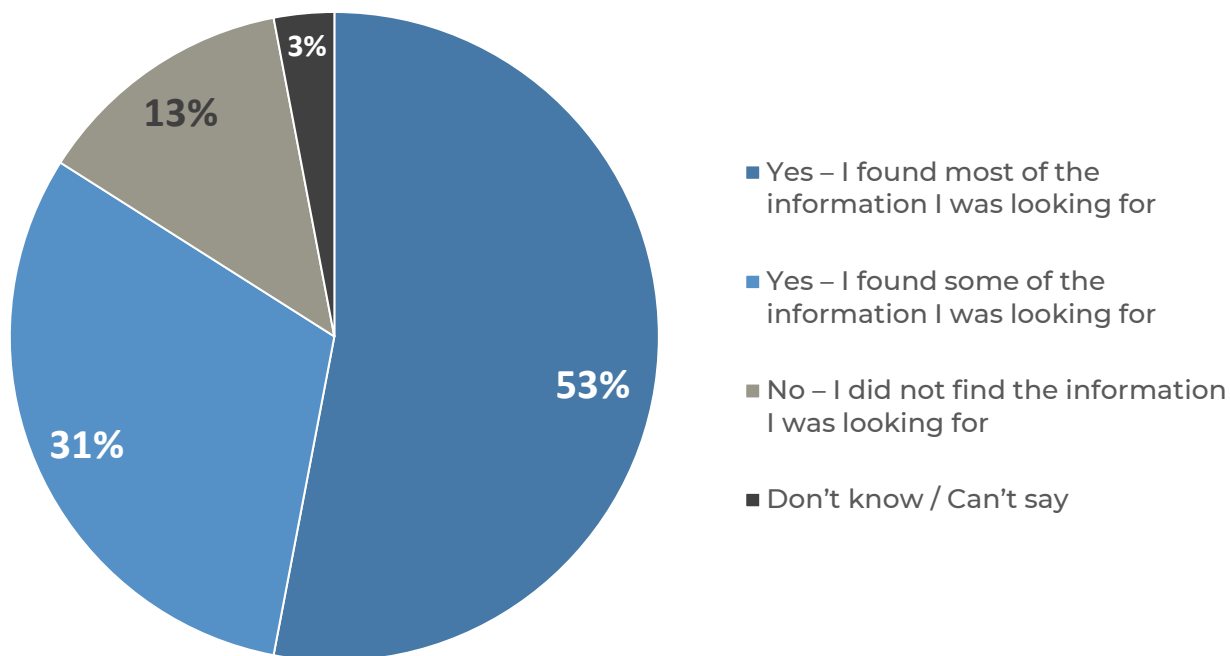
Most common pathways for seeking information from the ACT Government are online

Q. Again, thinking about the last time you were looking for information from the ACT Government, what was the MAIN channel or source you used to find it?



More than eight in ten were able to find the information they were looking for

Q. And were you able to find what you were looking for?



Channel preferences for local information

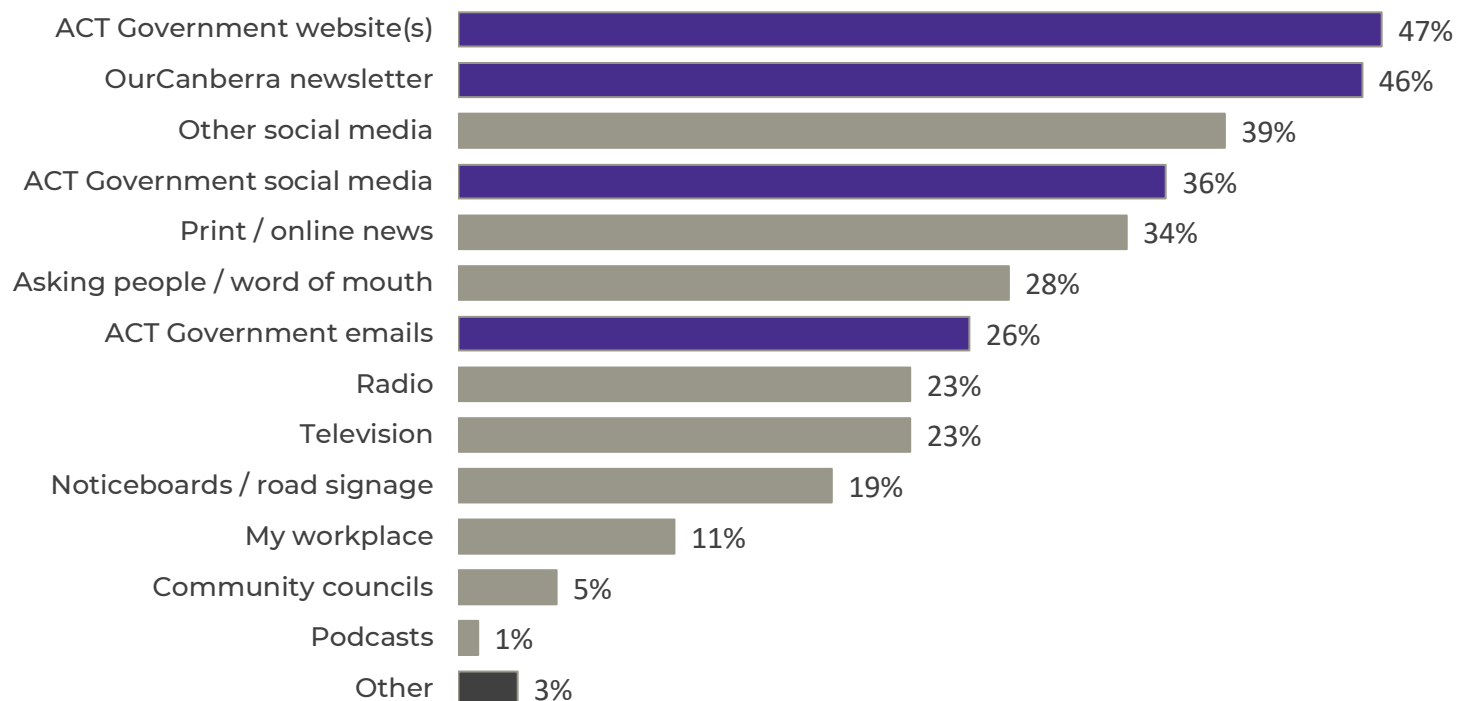


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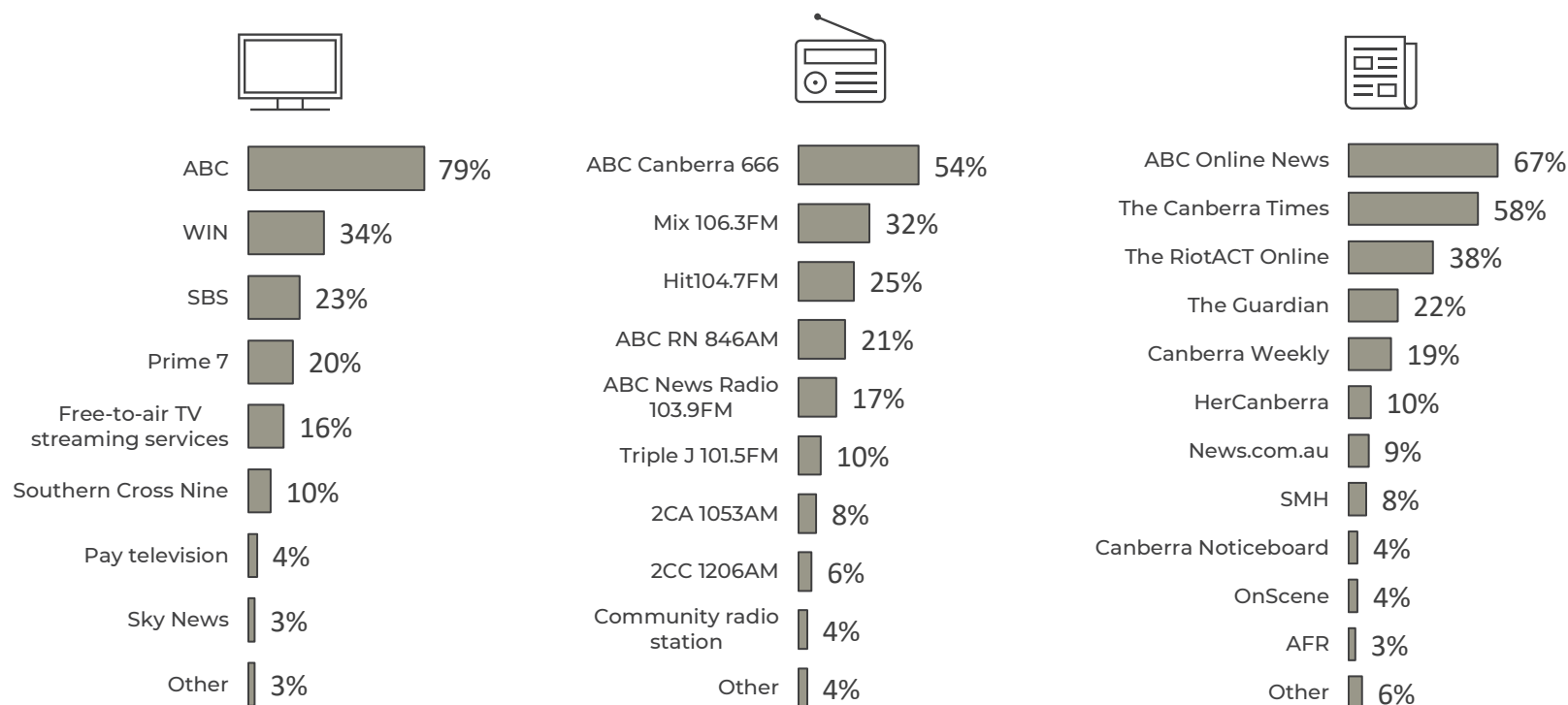
ACT Government sources are a prominent channel for keeping informed about local issues

Q. Which of the following channels do you use most to keep informed about important issues which affect the area in which you live? (Select up to 5)



ABC tend to feature as the most common traditional media source for local information

Q. Please select the sources you use the most to keep informed about important issues which affect the area in which you live (choose up to 3)

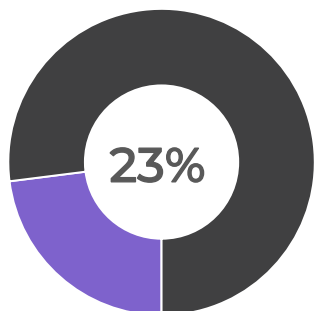




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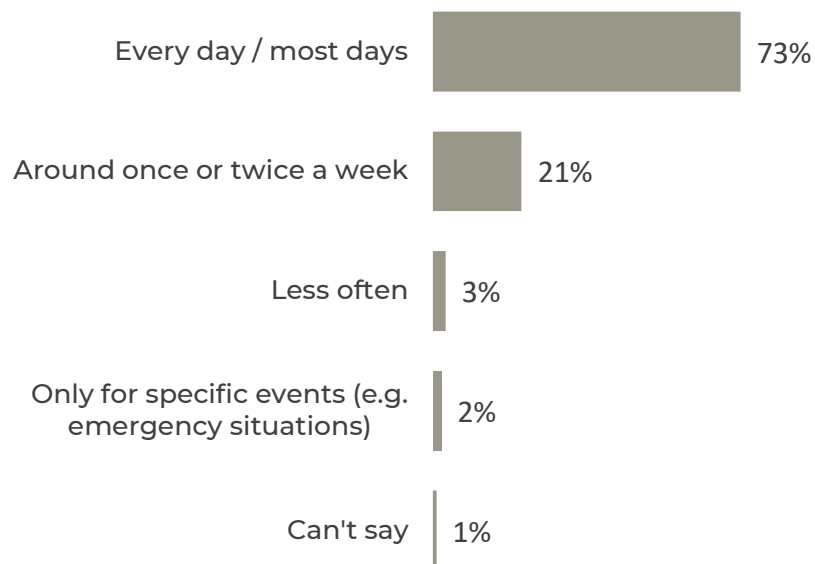
Most people listening to the radio for local information do so on a regular basis



Around one quarter of
Canberrans listen to
the radio for local info

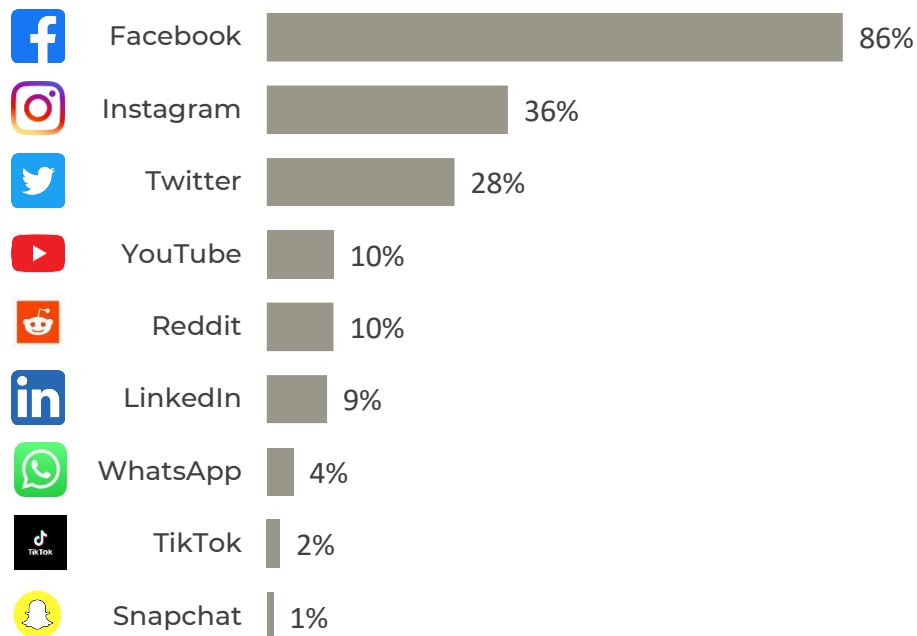


Q. In general, how often do you listen to the radio to keep informed about important issues which affect your area?



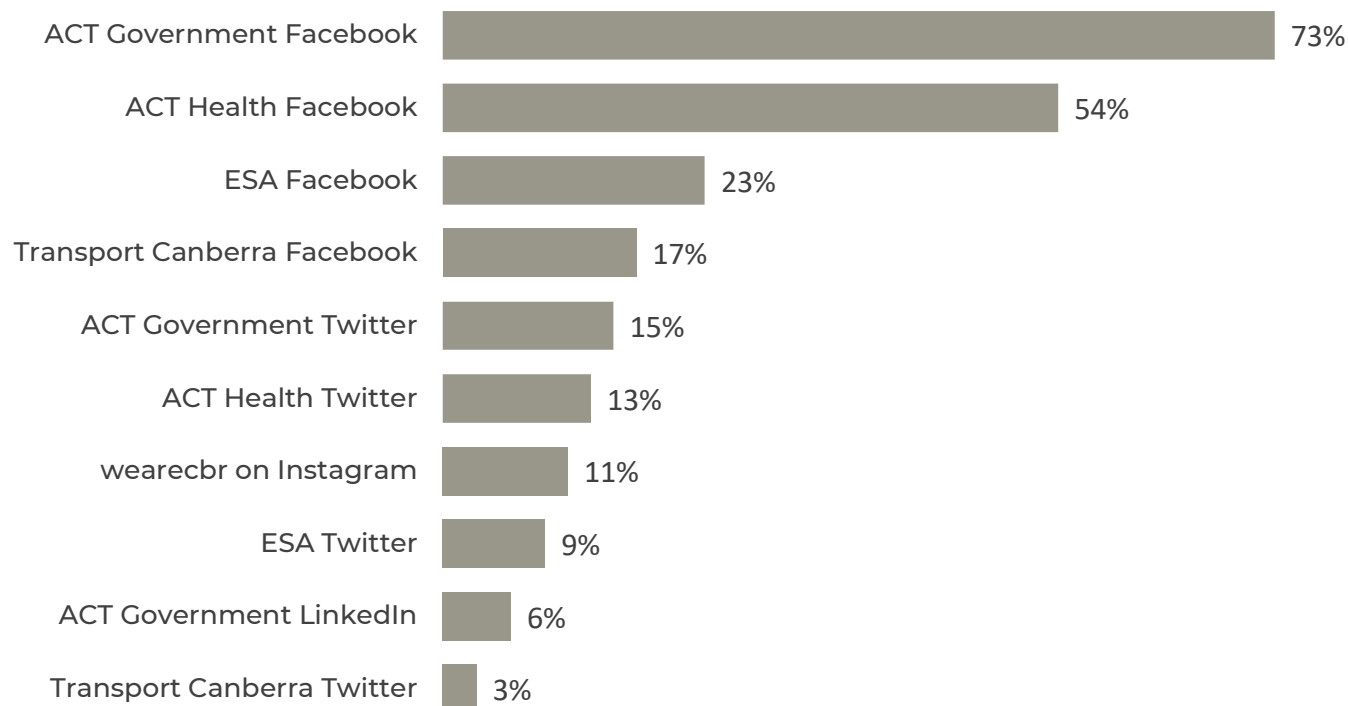
Facebook is the dominant social source of local information, with Instagram and Twitter also featuring frequently

Q. Please select the social media platform(s) you use the most to keep informed about important issues which affect the area in which you live. (Select up to 3)



Facebook dominance extends to use of ACT Government social channels

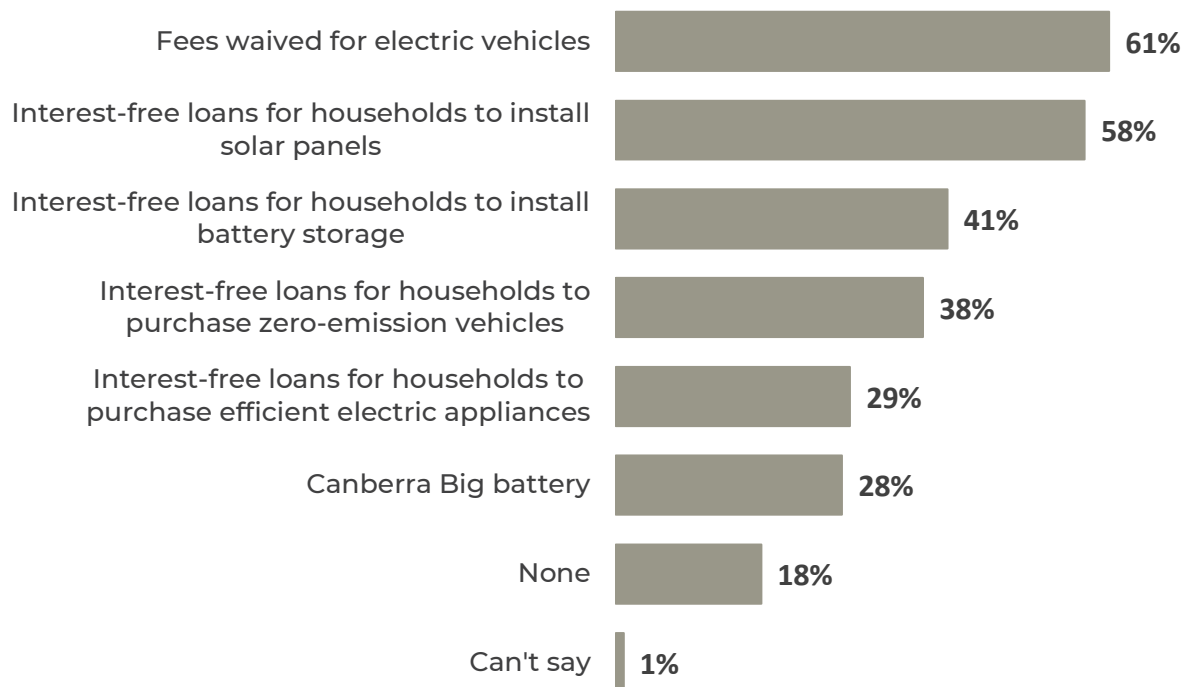
Q. Please select the ACT Government social media source(s) you use the most to keep informed about important issues which affect the area in which you live. (Select up to 3)



Awareness of climate action initiatives

Six in ten Canberrans are aware of the waiving of fees for electric vehicles and interest free loans for solar

Q. Before today, were you aware of any of the following ACT Government climate action initiatives?





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