

COMMUNICATION SURVEY



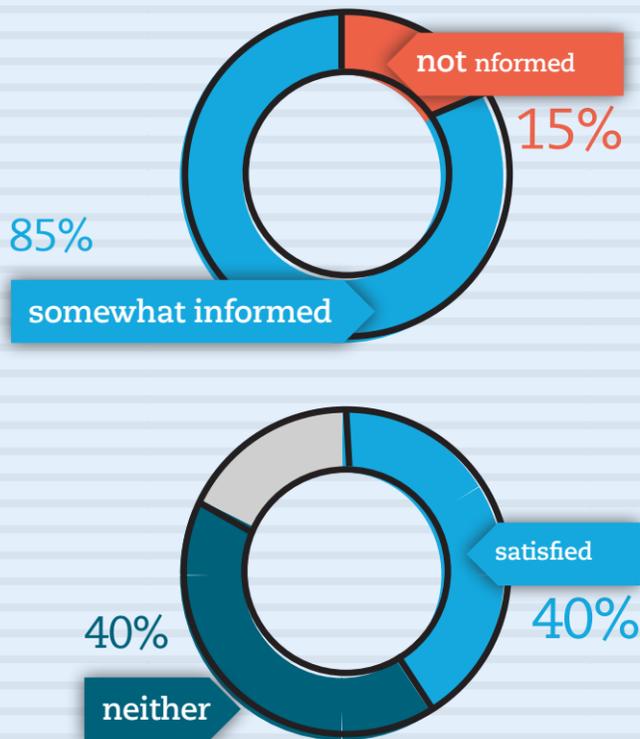
Thank you to everyone who provided their feedback to our recent Communication Survey.

We had an overwhelming response to the survey, with over 308 respondents letting us know their thoughts online and in hard copy.

Informed and satisfied

Most people feel they're somewhat informed about Council's activities. But 15 per cent of you said that you don't feel informed, so there's room for improvement.

Around 40 per cent of people feel satisfied about the information they receive from Council. A further 40 per cent feel neither satisfied or dissatisfied. We've prepared a plan to address this, which is outlined in more detail opposite.



Hearing about Council activities



You told us that the most common ways you hear about Council's activities are through the local newspapers (Kingston Moorabbin Leader and Mordialloc Chelsea Leader), Facebook, and Council's very own bi-monthly publication, Kingston Your City (KYC). Most residents (77 per cent) receive KYC in their letterboxes.



Social media was also up there. Most people (80 per cent) said that they're active on social media, and that Facebook and Instagram are the services they use most.



You've also told us that you want to read a broad range of stories in KYC, including Council event updates.

A majority of respondents (72 per cent) are happy with the current frequency of KYC, which is bimonthly.

A majority of people (43 per cent) don't recall seeing Council's regular advertisement (Your Kingston Update) in the local Leader newspapers. In response, we're looking at ways to improve both the visibility and relevancy of the information Council provides in Your Kingston Update so that you're better informed.



Quite a few people aren't receiving or aware that Council provides a range of e-newsletters for a range of Kingston services and initiatives.

See opposite for subscribe details.

Contact with Council

Most people surveyed had been in contact with us over the last twelve months – mostly by phone, visiting us in person or email. We'll continue to make sure that these services – and our others – reflect Council's commitment to providing superior customer service.

Community engagement



It is important that we actively seek your feedback on a range of important issues across the municipality. Community engagement is therefore a key component of Council's role.

Just over half of people surveyed (57 per cent) feel like they have the opportunity to provide comment on Council's plans and strategies, and a majority (75 per cent) haven't been involved in a consultation during the last year.

To ensure that every resident feels like they have a voice and to encourage you to get involved in Kingston consultations, we'll investigate new tools and technologies to make providing feedback easier, as well as regularly letting you know when consultations are on or coming up.

Where to next?

Using the valuable feedback you provided, we have developed a proactive plan to improve the way Council communicates with you. Over the coming months, we will be:

- ✓ making it easier for you to know what's happening in your area through the introduction of suburb based e-newsletters
- ✓ reinforcing our commitment to community engagement by making it easier to provide for the community to provide feedback
- ✓ better promotion of the important decisions made at our Council Meetings
- ✓ letting you know how we're lobbying on your behalf
- ✓ explaining the planning and population challenges facing our City and how Council intends to manage these challenges
- ✓ reviewing our communication channels to make sure you're hearing us loud and clear.

Let's keep in touch

GET KYC DELIVERED

[✉ kingston.vic.gov.au/kyc](mailto:kingston.vic.gov.au/kyc)

SUBSCRIBE TO E-NEWSLETTERS

[✉ kingston.vic.gov.au/subscribe](mailto:kingston.vic.gov.au/subscribe)

HAVE YOUR SAY

[✉ kingston.vic.gov.au/haveyoursay](mailto:kingston.vic.gov.au/haveyoursay)

CONNECT WITH US

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If you have any questions, suggestions or comments, we'd love to hear from you!
Contact Council's Communications & Events team on 1300 653 356 or comms@kingston.vic.gov.au