COMMUNITY RECOGNITION AND COMMUNICATION EFFECTIVENESS RESEARCH

Undertaken for Hornsby Shire Council

Report   July 2015

Contents

EXECUTIVE SUMMARY

Straight Talk undertook research for Hornsby Shire Council on community recognition and communication effectiveness. The research objectives were to:

- Understand community perceptions of Council
- Explore brand awareness
- Understand current levels of interest in Council facilities, events and activities
- Identify previous exposure to Council's communications
- Review the effectiveness of Council's existing communications
- Identify preferences for future contact.

Straight Talk designed a research approach to collect data through four different methodologies. These methodologies were:

1. A random telephone survey
2. An online survey
3. Intercept surveys
4. Focus groups.

A total of 2,286 people were reached through the research process – 305 people participated in the random telephone survey, 1,895 people completed the online survey, 64 people were reached through the intercept survey and 22 people took part in the focus groups.

The research outcomes are summarised below:

- There was an extremely high level of awareness and recognition of Council's brand and participants were positive about the brand
- Participants from CALD communities perceived Council more positively than working families and younger people. Perceptions of Council were linked to community expectation of Council's role, as well as the length of time people had lived in the LGA
- Positive words used to describe Council were balanced, progressive and community based. This is reflective of the excellent work Council is doing at engaging with CALD communities. Less positive words used to describe Council were inefficient and bureaucratic
- A high percentage of the community had been involved in a Council run activity. Preferred activities were food and wine festivals, street festivals, bushwalking, cycling, swimming and other leisure activities. These cater for the older demographic wanting to attend Council events, as well as younger families
- Research identified current overall satisfaction with the frequency of Council contact and the types of communication methods used. In particular community members were positive about the E-Newsletter and website, both of which were well read and recognised. The website was overwhelming listed as the preferred source for information, followed by phone

- Email (from Council staff or the E-Newsletter) and the local newspaper were identified as the preferred places to receive information

- The topics and themes that were consistently mentioned as being of interest for the community were waste, development, events and local news

- Suggested improvements for individual communications included:
  - Provide information in summary form on Council's website and ensure it is easy to access
  - Tailor the E-Newsletter to individuals and update the functionality of the E-Newsletter (by setting it up so dates automatically populate in the receiver's diary or by listing the events in chronological order)
  - Provide a clearer tagline on posters and banners, to help clarify the purpose of these communications
  - Each social media platform should have a greater focus on purpose, audience and functionality, and all platforms should be used as a tool to engage in discussion rather than just communicate.
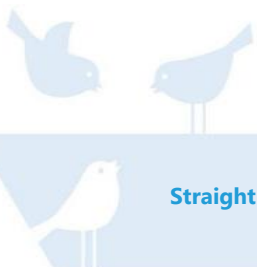
1. INTRODUCTION

1.1. Report purpose

This report has been prepared by Straight Talk for Hornsby Shire Council (Council) to document the outcomes of a comprehensive research study focussing on community recognition of Council's brand and the effectiveness of Council's communication approach and methods. The research study is intended to build on previous research in the area of communications undertaken for Council.

Straight Talk, research, communications and engagement specialists, worked in partnership with Jetty Research, independent researchers, to prepare for, facilitate and report on a comprehensive research process, which included a demographically representative telephone survey, online survey, intercept survey and series of focus groups. The results of the above have been jointly analysed to inform the research findings summarised in this report.

1.2. Report structure

This report contains an additional five sections. These are:

- 🐦 **Section 2** - Provides a background to the review, including the outcomes of previous research and the purpose and objectives of this research
- 🐦 **Section 3** - Outlines the research approach and explains the research activities undertaken
- 🐦 **Section 4** - Summaries the outcomes of the research based on the areas of research focus
- 🐦 **Section 5** - Provides participant feedback on the focus group process
- 🐦 **Section 6** - Draws conclusions on the research.
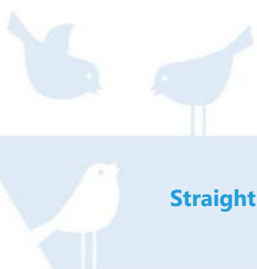
2. BACKGROUND TO RESEARCH

2.1. Research context

Hornsby Shire Council (Council) is responsible for managing community facilities, assets, services and activities for over 165,000 residents in the Hornsby Local Government Area (LGA). This includes communication about Council managed:

- Facilities – such as the Library and Hornsby Aquatic Centre
- Assets – such as local parks and footpaths
- Services – such as waste and kerbside collections
- Activities – such as community events and festivals.

Council faces a number of challenges in communicating with its local community. These include:

- The local government area (LGA) is geographically a large area (46,230 hectares)
- It is geographically diverse – a range urban, suburban and rural environments exist, as do a number of significant major roads and areas of environmental importance
- It is a multi-cultural community – just under 20% of the population arrived in Australia within the five years prior to 2011, and over a quarter of residents in the Hornsby LGA speak a language other than English at home
- There are a number of significant infrastructure projects (such as North Connex and North West Rail Link) that impact on local residents but are not under the control of Council.

Council needs to communicate for multiple purposes: the community needs to be informed, updated and engaged on a wide variety of issues that affect them, as well as provide opportunities for connection, capacity building and empowerment. It crucial that Council's communications are clear, recognisable and accessible and the methods chosen are appropriate for the diverse community.

2.2. Outcomes of previous research

Council has previously undertaken research in different elements of its communications approach.

The most significant piece of previous communication research undertaken was done in mid 2012 as part of a broader community engagement process to inform Council's Community Strategic Plan (Hornsby Shire 2020). This research focused on a range of topics, one of which was communication. Some of the feedback in relation to communications included:

- Council's local press advertisements are recognised primarily from the Council logo, the illustration within the main banner, as well as the overall layout and the strong blue at the base of the ad

- Adverts are too 'wordy'. Future adverts should contain well segmented sections of information and should prominently feature social media icons
- Emails were favoured for news alerts, street banners for special events, posters for regular events, and letterbox drops for specific council services i.e. Council clean-ups
- Council was seen to be conservative, knowledgeable and active (but not courageous).

More recently, Council's Socio-Cultural consultation, mid 2014, highlighted the need for better communication about social and cultural services. Participants in the consultation suggested Council should improve its website, better use newspapers and build stronger links with the multicultural media. The consultation also indicated low levels of awareness for large scale festival events.

2.3. Research purpose and objectives

Straight Talk, in partnership with Jetty Research, were engaged to undertake further research in relation to the recognition of Council's brand and communications and the effectiveness of Council's current communications. With this in mind, the following research objectives were agreed with Council to guide the focus of research:

1. Understand community perceptions of Council – i.e. how Council can be described and its role
2. Explore brand awareness – i.e. how well known the brand is
3. Understand the level of interest in Council facilities, events and activities – how many people participate in activities and what future activities are they interested in attending
4. Identify previous exposure to Council's communications – how people currently contact or hear from Council
5. Review the effectiveness of Council's existing communications – what people think about individual communication methods such as the website, E-newsletter and social media platforms
6. Identify preferences for future contact – how often, how and about what do people want to hear from Council.
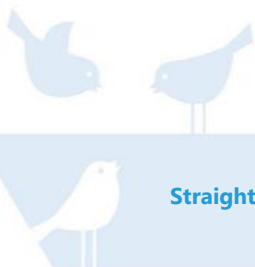
3. METHODOLOGY

Overall, 2,286 people participated in the research process.

Research was undertaken between 6 May and 18 June 2015 and included a mixture of qualitative and quantitative research methods. Each method was selected to address the agreed research objectives and target a spectrum of people from across the LGA. The four research methods used were:

- A random telephone survey
- An online survey
- Intercept surveys
- Focus groups.

The reason for the selection of each method, details of the timescales and number participants is provided in the table below. More detailed information on each technique follows the table.

	Purpose	Time scale	Number of participants
Random telephone survey	To reach a demographically representative sample of residents living in the Hornsby LGA	Undertaken between 6 May 2015 and 12 May 2015	**305**
Online survey	To hear from interested self-selected wider community respondents	Online between 11 May 2015 and 5 June 2015	**1,895**
Intercept surveys	To randomly intercept 'time poor' residents at locations of high community footfall	• Hornsby Train Station - Tuesday 2 June 2015 (7.30am to 9.30am) • Hornsby TAFE/ Westfield - Thursday 4 June 2015 (12.30pm to 2.30pm) • Hornsby Aquatic Centre - Thursday 18 June 2015 (3pm to 5pm)	23 13 28 **64**
Focus groups	To hear from residents that are typically hard to reach including: Culturally and Linguistically Diverse (CALD), Younger People and Working Families	• CALD group - Thursday 4 June 2015 (6pm to 8pm) • Younger people group - Wednesday 10 June 2015 (6pm to 8pm) • Working families group - Thursday 11 June 2015 (6pm to 8pm)	5 9 8 **22**
		Total number of participants	**2,286**

3.1. Random telephone survey

The telephone survey was statistically robust and demographically representative, with a large sample size (305 responses). The results presented for the telephone survey were weighted to match the demographics of the Hornsby LGA census 2011.

The CATI survey was conducted as follows:

- Phone numbers were selected via a postcode-specific database of verified random digit telephone numbers. The company who supplied this list, Sampleworx (www.sampleworx.com.au), is a well-known and highly respected supplier of randomised telephone numbers to the market research industry

- Survey questions were constructed collaboratively between Council, Straight Talk and Jetty Research, based on satisfying the research objectives

- Following one evening of pilot testing (to confirm average survey length, question clarity etc.), Jetty Research conducted the survey over approximately 7 nights. Residents were phoned between 3.30pm 8.00pm each weekday evening (Monday to Friday), and on Saturday from midday to 5pm

- To maximise response rates, potential respondents were called on up to five occasions at different times of the afternoon and evening

- Respondents were screened to ensure they were of a minimum age (normally 18), and live within the Hornsby LGA. Permanent Council employees and councillors were excluded

- Though the survey process was random, it aimed for a robust mix of ages, gender and suburb, results have been post-weighted to match the demographics of the Hornsby LGA by age and gender, as per 2011 ABS Census data

- Survey data was entered into SPSS (which allows for detailed cross-tabulations and, if required, analysis of variance calculations), with the open comments entered into Microsoft Excel. These comments were also coded (i.e. themed) in an attempt to quantify key issues of importance.

The random sampling error for a representative survey of 305 adult Hornsby LGA residents is +/- 5.6 per cent at the 95 per cent confidence level. This means that were we to conduct the same survey 20 times, results should be representative for the overall survey population to within +/- 5.6 per cent in 19 of those 20 surveys.

A copy of the telephone survey is in Appendix A.

3.2. Online survey

An online survey (to match the questions asked in the telephone survey) was uploaded to Council's website. Whilst there were a large number of participants who participated in the online survey (1,895), it was an entirely opt-in, self-select process and therefore the results are not representative of a demographic sample of the Hornby community. The outcomes of this sample are useful in presenting the views of residents receiving regular communications or who already engage with Council.

The survey was promoted:

- Via Council's E-Newsletter in May 2015 and June 2015

- Posts on Council's Facebook page
- Press advertising in the Hornsby Advocate, Hills News and the Bush Telegraph on 14 May 2015.

3.3. Intercept surveys

Intercept surveys were undertaken in four locations during the research process. These locations were selected because they have a high pedestrian footfall. The aim was to target community members that were otherwise unlikely to participate in research methods. These intercept surveys were not promoted in any way and the participants were chosen at random. These locations chosen were:

- Hornsby Train Station – to talk to morning commuters
- Hornsby TAFE – to talk to students
- Hornsby Westfield – to talk to afternoon shoppers
- Hornsby Aquatic Centre – to talk to families with young children.

3.4. Focus groups

Focus groups targeted particular groups of residents that Council find it typically hard to reach and engage in research processes. These groups were:

- Culturally and Linguistically Diverse (CALD) residents – those who speak another language at home
- Younger people – those who are younger than 39 years old
- Working families – those who have children and work full-time or part-time.

Focus group participants were recruited by Jetty Research who made a follow-up telephone call to select survey participants. During the telephone survey participants were asked whether they would be interested in attending a focus group to discuss Council's communications in more detail. Two weeks prior to the focus groups the survey participants that expressed an interest in attending a group and that fit into one of the targeted groups were telephoned.

The ideal number of participants for a focus group is between six and eight participants, therefore a total of 30 people were recruited to attend the groups to allow for drop-outs on the night. 22 people participated in the focus groups, an average of seven per group. Participants were given an $80 stipend payment to thank them for their participation.

All three focus groups followed the same structure, with a few additional questions tailored to each group at the end. A copy of the focus groups run sheet is provided in Appendix B. Participants gave Straight Talk permission to voice record each group. Separate audio files have been provided to Council.
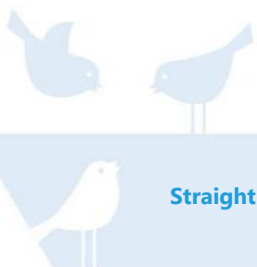
4. OUTCOMES

4.1. Perceptions of Council

At a glance

All focus group participants found it hard to describe Council through only one word.

Across the three focus groups individuals' experiences were the key factor in determining how they described Council. Participants in the CALD focus group tended to describe Council based on their broad experience of the community, including interactions with Council. CALD participants were much more positive about Council. Words used to describe Council included community, balanced and progressive. This reflects the good work Council is doing welcoming newly arrived migrants to the community.

Participants in the younger people and working families groups focussed their descriptions more specifically on Council as an organisation and the services Council provides. These words were less positive and included inefficient, cagey, faceless and bureaucracy.

Across all three focus groups the pattern emerged that participants believe Council currently communicates about activities, events and festivals sufficiently. All three groups identified Council needs to communicate better on local news and mayor/councillor activities.

It was a common belief across the groups that it is Council's role to inform through communications. CALD participants had fewer further ideas on what Council's role is for communications than the younger and working families. The younger and working families gave more detailed responses on what Council should be delivering through communications. The younger people group emphasised it is Council's role to provide two way communications.

What words would you use to describe Council? (Focus groups only)

CALD

Out of the three focus groups, the CALD group provided the most responses to this exercise. CALD participants used positive words to describe Council, these were: 'Peaceful', 'Community', 'Balanced' and 'friendly'.

In addition to describing Council using one word, the following inputs were made by the CALD group:

> '*Interact with local people.*'
>
> '*Progressive – looking to improve things, the events they hold.*'
>
> '*Trying to reach all – arts exhibition.*'
>
> '*Balanced – good transport and services, proximity to all areas, manageable.*'
>
> '*Providing facilities.*'

The CALD group's one word descriptions can be seen in Figure 1.

Figure 1 CALD

There was a general perception that Council did well in welcoming new residents and migrants to the area.

Younger people

The perceptions of the younger participants were less positive. The younger people group's one word descriptions of Council can be seen in Figure 2.

Figure 2 Younger people

This group often used more than one word to describe Council and tended to elaborate on their description, for example:

> '*Unresponsive: my father in law is Italian and I had to call Council for him. Council came out and then never responded.*'

> '*Big budgets, lacking efficiency: compared to commercial businesses.*'

> '*Not customer focused.*'

One participant described Council as having a:

> '*Big mouth, no ears.*'

Other participants agreed this statement was an accurate description of Council and it became a slogan that the group referred to multiple times throughout the session.

Working families

Most of the working families group found it hard to express themselves in single words and when they did describe Council they used negative language. The single words they did use to describe Council can be seen in Figure 3.

Old Stagnant Daggy Slow Cagey

Figure 3 Working families

Rather than saying a single word they raised some of the following points:

'Slow in movement - in developing Western side of Hornsby, except some developments.'

'Cagey - don't disclose information.'

'Tag provider – could have tags on social media.'

What do you think is Council's role when it comes to communications? (Focus groups only)

CALD

CALD participants identified that Council's role is to communicate about events and local news. A number of participants had previously heard about and attended Council run events. It was raised that people don't want to hear about just 'bureaucratic and political stuff', however they would like to hear about how Council spends its funds.

Younger people

All participants in the younger people focus group agreed Council's role when it comes to communications is to inform. The focus group came to the consensus that Council does not currently inform the community enough on what the role of Council is and what work they do for the community.

'Everyone loves events, but are not familiar with Council's role in the running of the local area. We need more information on what Council does for the community.'

It was a common suggestion that Council needs to conduct two way communication. The perceived role of Council is that they will go beyond only providing information and will facilitate channels for the community to provide feedback.

'Inform when citizens have opportunity to voice their opinion and help shape decision.'

'Negative feedback occurs after decision is made because input hasn't been considered.'

'Community needs to have a voice. We're the residents, we live here.'

It was agreed Council should be transparent in their communication. Currently the community does not understand what processes Council follows to make decisions.

> '*Policies around building are not transparent, my experience with Council is them saying 'what I like is what you'll get'.*'

There were also comments that the accessibility of information, in relation to its length and content, should be considered and participants would prefer it in summary form.

> '*Want quick and precise points of information.*'

> '*With new swimming pool laws, no summary was provided on website, only link to act.*'

It is also Council's role to provide communications that are accessible to people who speak English as a second language.

> '*Communication needs to be interpretative for English as a second language speaker: needs to be accessible in multiple languages. Many foreigners don't know how to engage with Council, don't know where their rates go.*'

Working families

In the working families group it was a common belief Council's communications need to be informative and importantly they need to reach everyone in the Council area, which geographically and in terms of population numbers is large.

> '*Should make 100% effort to contact all residents about issues in area, that's what rates should pay for.*'

> '*Best way to get services to community is to inform them in as many ways as possible. It's a large council so need to keep up with different forms of communication. Meet the needs of the community. It's a waste of tax payers' money if no one finds out about events e.g. pool fun days.*'

Council is currently seen to communicate well about events. It was raised that Council also needs to communicate what their purpose and plan for the future is, which is currently not seen to be achieved.

> '*I get the latest events off Facebook, but don't know what Council's overall plan is.*'

> '*I don't know what the council does. Maybe they should communicate what they stand for, what they do, what their plan is for the future.*'
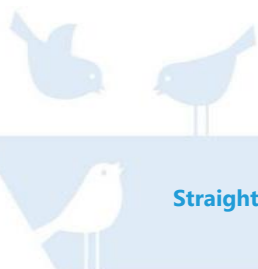
4.2. Brand awareness

> **At glance**
>
> Overall brand awareness of Hornsby Council is high. The telephone survey indicated that 72% of the broader community had seen Council brand or logo in the past week. The figures for the self-selected online survey were even higher, with 90.5% of these respondents having seen the brand and/or logo (from here on just referred to as brand). Intercept survey participants, who were randomly selected people on the street, had a similarly high level of exposure to Hornsby Council's brand. The different surveying methods yielded varying response:
>
> 👆 The telephone survey respondents had been exposed to the brand on buildings, rates notices or signs
>
> 👆 The online survey participants were much more likely to have been exposed to the brand in an email
>
> 👆 Both online survey and intercept survey participants were more likely to have been exposed to the brand on Council vehicles and in the newspaper as well as garbage bins, which were the most frequent place intercept survey participants saw the brand.
>
> The brand and logo was well recognised by focus group participants. Focus group participants were generally positive about Council's brand. They didn't have particularly strong feelings about the logo and thought it was recognisable. Whilst they noted that the branding was similar to some other organisations (in terms of the use of squares to deliver snappy bits of information) they thought this was effective. They did not associate the logo or brand strongly with Council's performance. When they thought of Council they visualised its role in managing services for the community, rather than the logo.

Where in the past week have you seen Council's logo or brand? (Q9 Telephone survey, Q2 Online and Intercept surveys)

Telephone survey

Table 1 - Telephone survey Q9 "Where in the past week have you seen Council's logo or brand?"

	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Nowhere	**28%**	23.8%	27.5%	32.4%	23.8%	28.0%	24.7%	33.0%
On a building	**16%**	15.4%	16.8%	15.4%	16.7%	24.1%	14.0%	8.6%
Rates notice	**16%**	19.6%	13.3%	15.3%	15.9%	10.3%	20.6%	15.6%
A sign, poster or banner	**14%**	16.0%	11.3%	13.5%	13.7%	10.3%	20.4%	8.2%
Newspaper	**13%**	12.3%	13.6%	12.7%	13.9%	10.4%	11.5%	20.2%
Garbage truck or other council vehicle	**11%**	13.7%	10.2%	14.8%	8.3%	6.9%	13.5%	14.6%

	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Brochure or flyer	**8%**	11.0%	7.6%	3.6%	12.8%	10.1%	8.0%	6.7%
Website	**7%**	6.7%	8.2%	4.8%	8.9%	10.3%	5.1%	5.3%
Garbage bin	**6%**	6.3%	5.8%	4.6%	6.7%	10.3%	4.9%	.6%
Facebook, Instagram or Twitter	**2%**	1.7%	2.7%	0.0%	4.1%	3.4%	2.4%	0.0%
Emails	**2%**	0.6%	2.3%	2.4%	1.6%	0.0%	3.7%	2.1%
Other	**6%**	2.8%	8.8%	5.9%	6.1%	0.0%	9.9%	7.1%
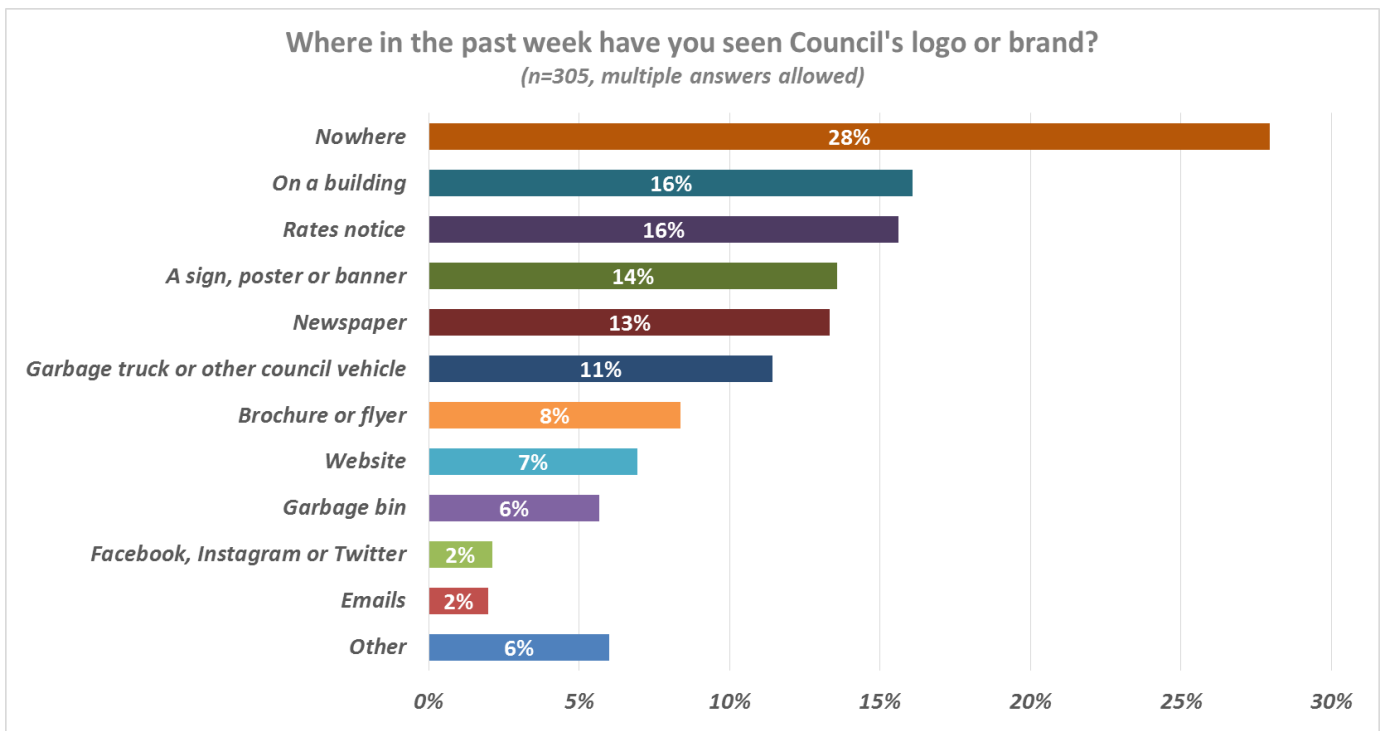
Figure 4 - Where council's brand was seen

72% of respondents had been exposed to Council's brand in the previous week. With 28% of responses, "Nowhere" was the most popular single answer. Council buildings and rates notices were the most common media where Council's brand was seen (16% each), followed by signs/banners (14%), newspapers (13%) and Council vehicles (11%).

Significant cross-tabulations

🖐 Men were significantly more likely not to have seen Council's brand than women (32.4% vs 23.8%)

🖐 Respondents who were 60 years or more were significantly less likely to have seen Council's brand on a building than the youngest group 18-39 years (8.6% vs 24.1%)

🔥 The middle age group (40-59 years) was significant more likely (20.4%) than the older (8.2%) and younger groups (10.3%) to have seen a Council branded sign, poster or banner.

Online survey

Table 2 – Online Survey Q2 – "Where in the past week have you seen Council's logo or brand?"

| | Total | Household Composition | | Gender | | Age Range | | | | |
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Emails	**50.9%**	54.1%	50.3%	51.6%	51.7%	63.6%	58.1%	50.4%	50.5%	52.5%
Council vehicle (eg garbage truck)	**47.1%**	46.0%	49.1%	44.3%	52.5%	54.5%	45.9%	42.2%	53.1%	55.6%
Newspaper	**38.0%**	37.3%	39.0%	39.0%	37.9%	27.3%	32.4%	37.5%	40.0%	49.5%
Garbage bin	**35.7%**	39.7%	34.8%	34.3%	39.0%	81.8%	42.8%	37.0%	32.1%	46.5%
Website	**30.3%**	29.6%	32.2%	30.4%	31.5%	27.3%	29.3%	30.0%	32.9%	27.3%
A sign, poster or banner	**24.4%**	28.0%	23.3%	27.0%	22.6%	63.6%	29.3%	26.3%	22.1%	22.2%
On a building	**20.0%**	23.2%	18.3%	20.2%	19.8%	27.3%	26.6%	19.0%	18.7%	21.2%
Brochure or flyer	**18.3%**	18.0%	19.4%	17.7%	20.1%	45.5%	17.6%	18.4%	18.5%	23.2%
Facebook, Twitter or Instagram	**10.8%**	18.9%	7.4%	13.0%	8.7%	18.2%	23.9%	13.3%	5.8%	4.0%
Nowhere	**9.5%**	8.4%	9.4%	9.8%	8.5%	0.0%	10.4%	8.4%	9.8%	8.1%
Other	**6.1%**	6.9%	6.7%	7.3%	6.1%	0.0%	6.3%	7.5%	6.9%	2.0%
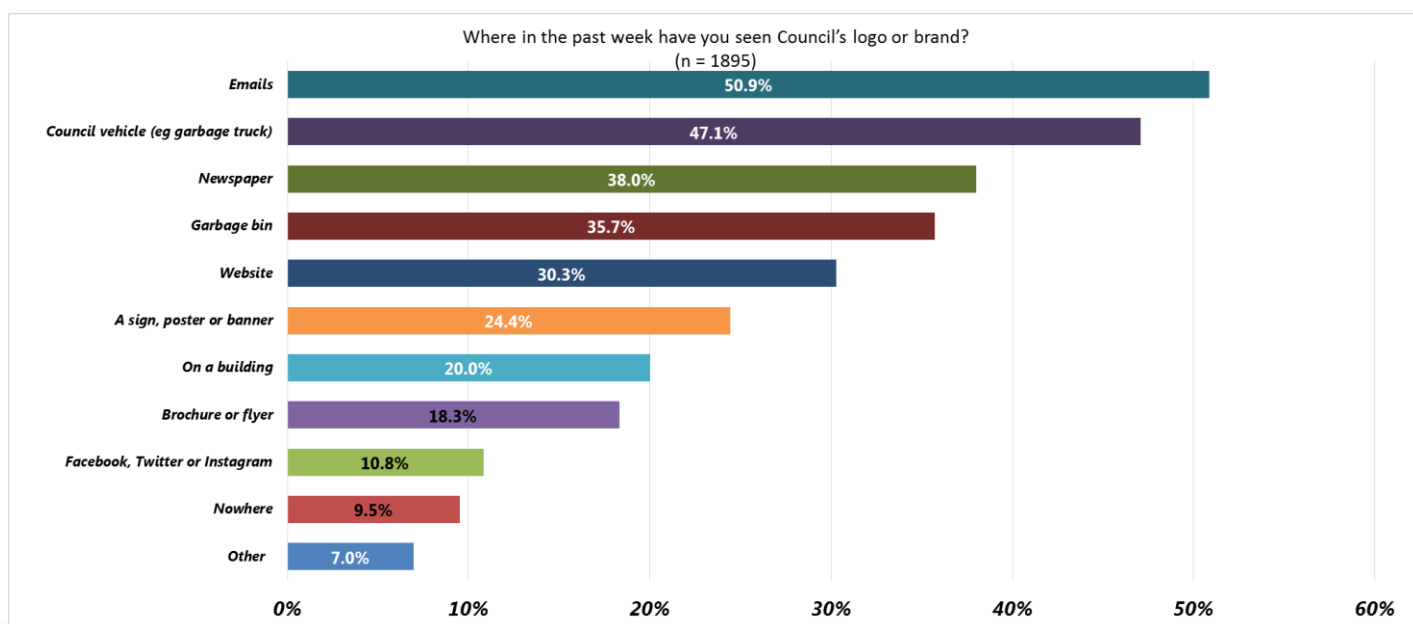
Figure 5 - Online survey Q2

Participants in the online survey showed a much higher exposure to Council's brand. 91.5% had seen the brand, with only 9.5% selecting the nowhere option. These participants reported recognising the logo or brand in a variety of locations. Emails in particular were overwhelmingly more likely to have been seen by an online survey respondent, the most commonly cited medium (50.9%). This is likely reflective of the fact that many of these participants were invited to participate in the online survey via the e-newsletter. Other frequently nominated media were Council vehicles (47.1%) and newspapers (38.0%).

Intercept survey

Table 3 - Intercept survey Q2 "Where in the past week have you seen Council's logo or brand?"

|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Garbage bin	**46.9%**	40.5%	57.1%	43.5%	52.9%	71.4%	59.1%	34.6%	28.6%	0.0%
Council vehicle (e.g. garbage truck)	**39.1%**	35.1%	38.1%	34.8%	47.1%	28.6%	50.0%	38.5%	14.3%	0.0%
Newspaper	**35.9%**	37.8%	38.1%	37.0%	35.3%	14.3%	63.6%	23.1%	14.3%	100.0%
On a building	**34.4%**	35.1%	28.6%	32.6%	35.3%	42.9%	40.9%	30.8%	14.3%	0.0%
Website	**26.6%**	21.6%	33.3%	21.7%	41.2%	42.9%	31.8%	26.9%	0.0%	0.0%
Brochure or flyer	**26.6%**	27.0%	28.6%	26.1%	29.4%	28.6%	22.7%	26.9%	28.6%	100.0%
A sign, poster or banner	**25.0%**	27.0%	23.8%	26.1%	17.6%	42.9%	22.7%	23.1%	14.3%	0.0%
Emails	**20.3%**	16.2%	33.3%	17.4%	29.4%	28.6%	18.2%	15.4%	42.9%	0.0%
Facebook, Twitter or Instagram	**14.1%**	13.5%	14.3%	13.0%	17.6%	14.3%	18.2%	15.4%	0.0%	0.0%
Nowhere	**10.9%**	8.1%	14.3%	10.9%	11.8%	14.3%	4.5%	11.5%	28.6%	0.0%
Other	**9.4%**	13.5%	4.8%	13.0%	0.0%	0.0%	4.5%	15.4%	14.3%	0.0%
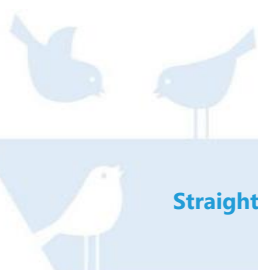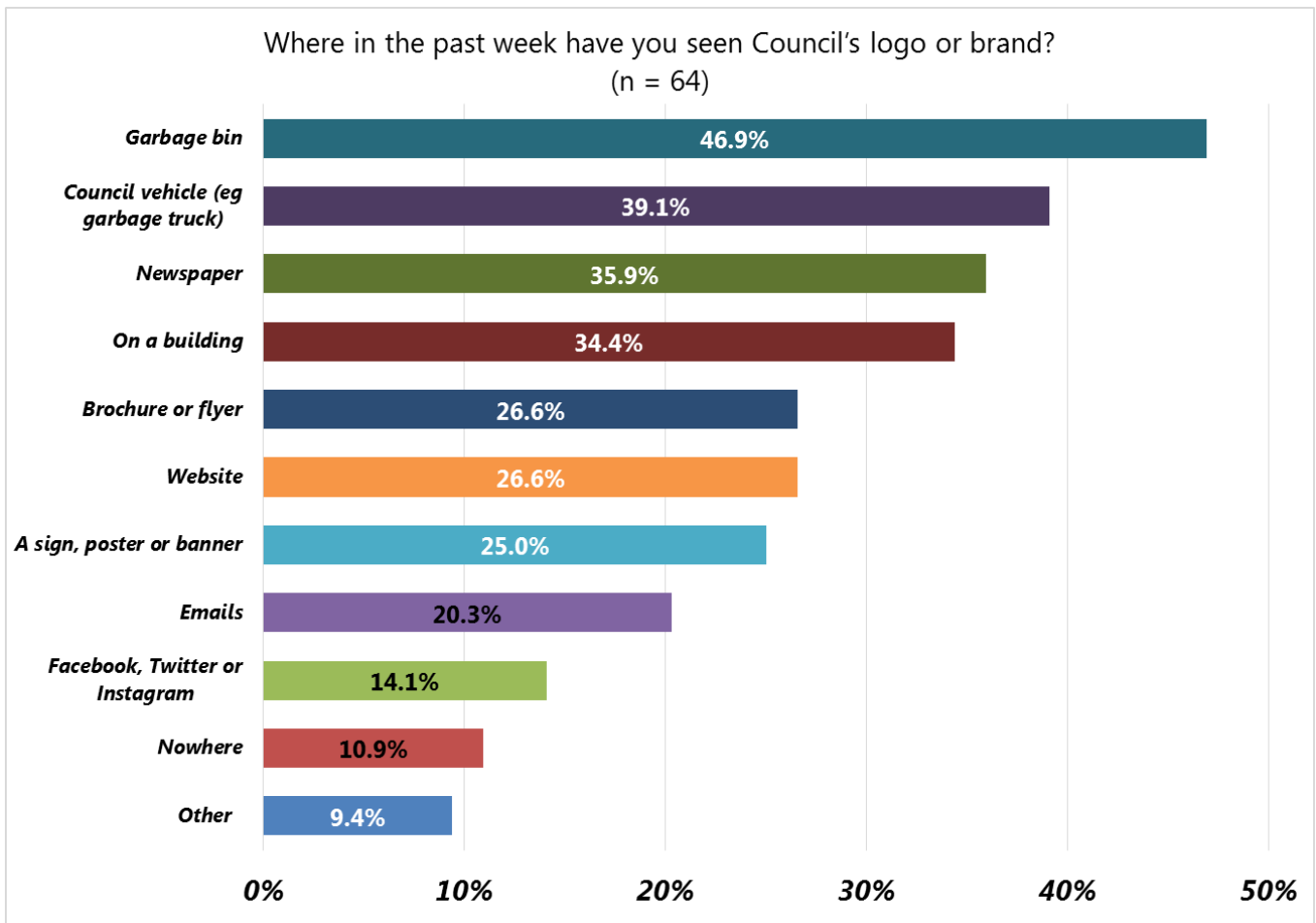
Figure 6 - Intercept survey, Q2

The vast majority of intercept respondents had seen Council's brand in the last week (89.1%), with only 10.9% of responding answering that they hadn't seen Council's brand in this time period. The most common place to see Council's brand was garbage bins (46.9%), followed by Council vehicles (39.1%) and newspapers (35.9%).

When you see Council's logo next to information, do you trust and respect the information is accurate? (Focus groups only)

People struggled to answer this question so it was reframed and they were asked what they thought about the logo more broadly.

What springs to mind when you see Council's logo?

CALD

In the CALD group the logo was seen as an identification tool, which reveals Council is the service provider.

> 'I look at the logo and say 'that means Council'. It will be run by Council.'

Participants did not have strong feelings towards the design of the logo and there was some confusion as to what was pictured in the logo.

> 'Is that a tree? I thought it was a river with trees.'

Younger people

Most participants in the younger people group thought Council's logo is unimportant, with the comments made:

'I don't care about the logo.'

'I've never paid any attention to it.'

Some people from this group thought Council should not spend money on marketing. The point was raised that a revitalisation of the logo would be a waste of money.

'If it will cost money to change, don't change it.'

'They're not a brand, they are a service provider. Don't worry about brand, better to utilise resources into things like better services.'

Direct communication with the community was seen as more valuable than Council's branding.

A small number of participants saw value in the logo as a tool for Council to portray itself to the community. However it was agreed that there's disconnect between how Council and the community view the community.

'The community see us as bush shire but Council is pushing ahead high rises, yet advertises bush in posters.'

When participants had seen the logo, their attitude to the information it was attached to had not changed. It was agreed that each individual's personal experience with Council was the key factor is determining their attitude to information from Council.

'Fix customer services, live the brand and the brand will take care of itself.'

Working families

Among the working families focus group the logo led to wariness and scepticism. The accuracy of the information that the logo was attached to was dependent on where the logo was found, for example people trust bins are Council owned when they see the logo on them. However it was thought that Council does not openly attach its logo and branding to all information. There was perceived lack of transparency by Council.

'Good at promoting the things they want to promote, some things they don't want known about are brushed under the table.'
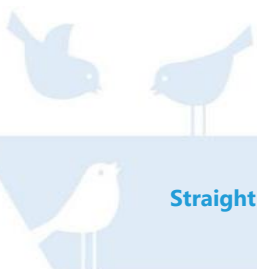
4.3. Level of interest in Council facilities, events and activities

At a glance

The different surveys revealed there is a disengaged minority who are probably much less active in the community generally. A significant group of the broader community surveyed via telephone, 46.3%, had not participated in any activity. However, the more engaged community members who opted in to the online survey were much more likely to have participated (70.7% had participated), as were people who were randomly selected on the street (90.5% had participated). This suggests that people disengaged with the nominated council activities are more disengaged generally, more likely to stay home in preference to walking on the street and are not engaged with Council online either.

Not living in a household with children under 18 is the strongest single demographic correlation with not participating, although a member of this 'disengaged minority' is also more likely to be older, and (slightly) more likely to be female. By contrast, a typical person stopped on the street for the intercept survey, who was more likely than not to have visited both the Aquatic centre and the library in the past six months, was typically a woman aged 25 to 55, raising children under 18 as part of a couple.

Whilst a member of the community at large, as represented by the telephone survey, was about as likely as an intercept survey respondent to have visited a council community centre or attended a community event (all 20% +/- 5%), the Aquatic Centre and the Library were much more heavily used by those engaging in the online and intercept surveys – this appears to have had a large effect on overall engagement.

When asked about what activities they would like to see, it is clear that people from households without children under 18 are generally less interested in engaging. The telephone survey showed that in the broad community, this group showed less interest for every single activity suggested, a pattern repeated in the online and intercept surveys as well. There was also a pronounced preference of respondents in the middle age groups for these activities, although this could well be because those with children also tend to be in these age groups.

Across the surveys and the demographic groups considered, food and wine festivals and street festivals were the most popular suggested activities, with majorities of each survey and almost every sub-group endorsing these activities. The third most common responses, identified through both the telephone and online survey, were bushwalking, cycling, swimming and other leisure activities.
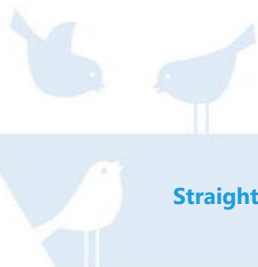
Which of the following have you done in the past six months? (Q8 Telephone survey, Q1 Online and Intercept surveys)

Telephone survey

Table 4 – Telephone survey Q8 "Which of the following have you done in the past six months?"

|	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
None of these	**46.3%**	38.4%	49.1%	50.0%	42.9%	37.9%	47.2%	57.1%
Visited a Council community centre	**22.7%**	24.5%	22.0%	20.0%	25.2%	24.1%	24.2%	17.5%
Visited the Hornsby Aquatic Centre	**22.1%**	35.2%	13.8%	21.7%	22.5%	27.8%	24.5%	11.2%
Attended a Council run event	**18.0%**	25.1%	12.9%	14.7%	21.0%	17.0%	18.1%	18.1%
Spoke to a councillor on council-relate	**11.1%**	12.2%	10.1%	10.3%	11.3%	3.5%	15.3%	14.1%
Been involved in a community action movement	**10.8%**	5.5%	15.3%	8.8%	13.2%	6.9%	9.8%	17.7%
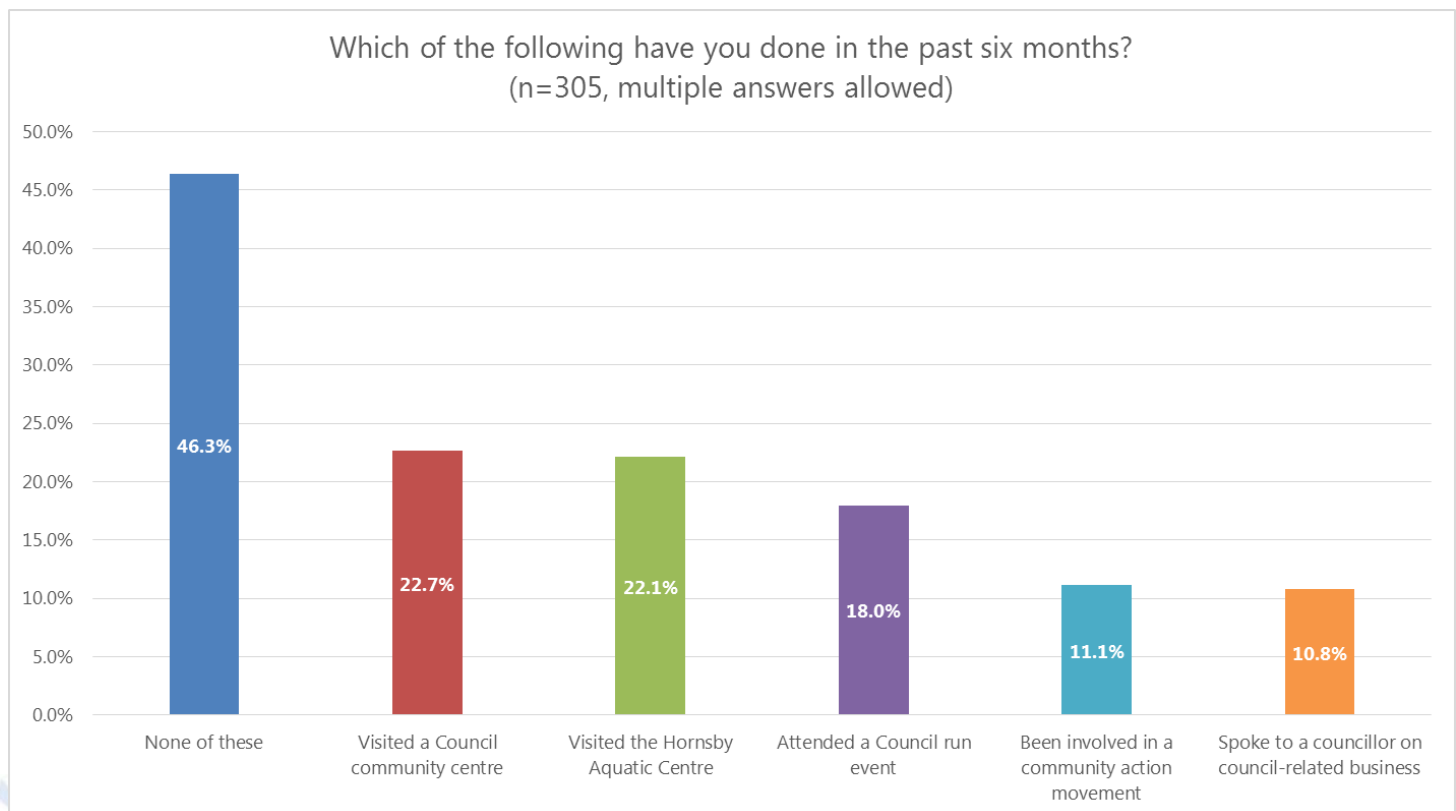
Figure 7 - Telephone survey Q8

53.7% of telephone survey respondents had participated in at least one of the nominated activities, with 46.3% selecting none of these. The most popular activities were visiting a Council community centre (22.7%), the Hornsby Aquatic Centre (22.1%) or a Council run event (18.0%)

Significant cross-tabulations

- The youngest group (18-39 years) were significantly more likely to have visited the Hornsby Aquatic Centre than the oldest group (60+ years) (27.8% vs 11.2%)

- Households with children under 18 were significantly more likely to have attended a Council run event (25.1% vs 12.9%) and the Hornsby Aquatic Centre (35.2% vs 13.8%) than those without children under 18

- Respondents from Ward C were significantly less likely to have visited the Aquatic Centre (10.3% vs average of 22.1%) and were significantly more likely not to have participated in any activity (62.1% vs average of 46.3%) than respondents from the other two wards.

Online survey

Table 5 - Online survey Q1 "Which of the following have you done in the past six months?"

| | Total | Household Composition | | Gender | | Age Range | | | | |
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Visited Council's Library	**46.9%**	52.6%	45.4%	53.8%	40.6%	45.5%	50.5%	46.3%	48.0%	49.5%
Visited the Hornsby Aquatic Centre	**29.3%**	46.6%	20.4%	33.5%	25.4%	36.4%	45.9%	35.1%	22.1%	12.1%
None	**29.3%**	20.1%	32.6%	23.3%	34.4%	27.3%	22.5%	27.2%	30.8%	33.3%
Attended a Council run event (e.g. The Westside Vibe, an author talk at the library, a native plant giveaway)	**22.8%**	29.2%	19.9%	25.5%	20.6%	27.3%	30.2%	25.4%	19.5%	19.2%
Visited a Council community centre	**20.2%**	25.1%	17.1%	21.8%	17.6%	36.4%	23.0%	18.8%	19.1%	23.2%
Been involved in a community action movement	**14.0%**	13.2%	14.8%	15.1%	12.8%	27.3%	9.0%	12.2%	16.3%	19.2%
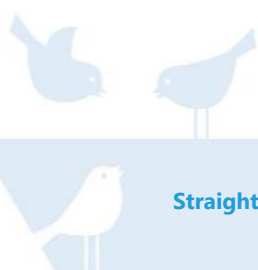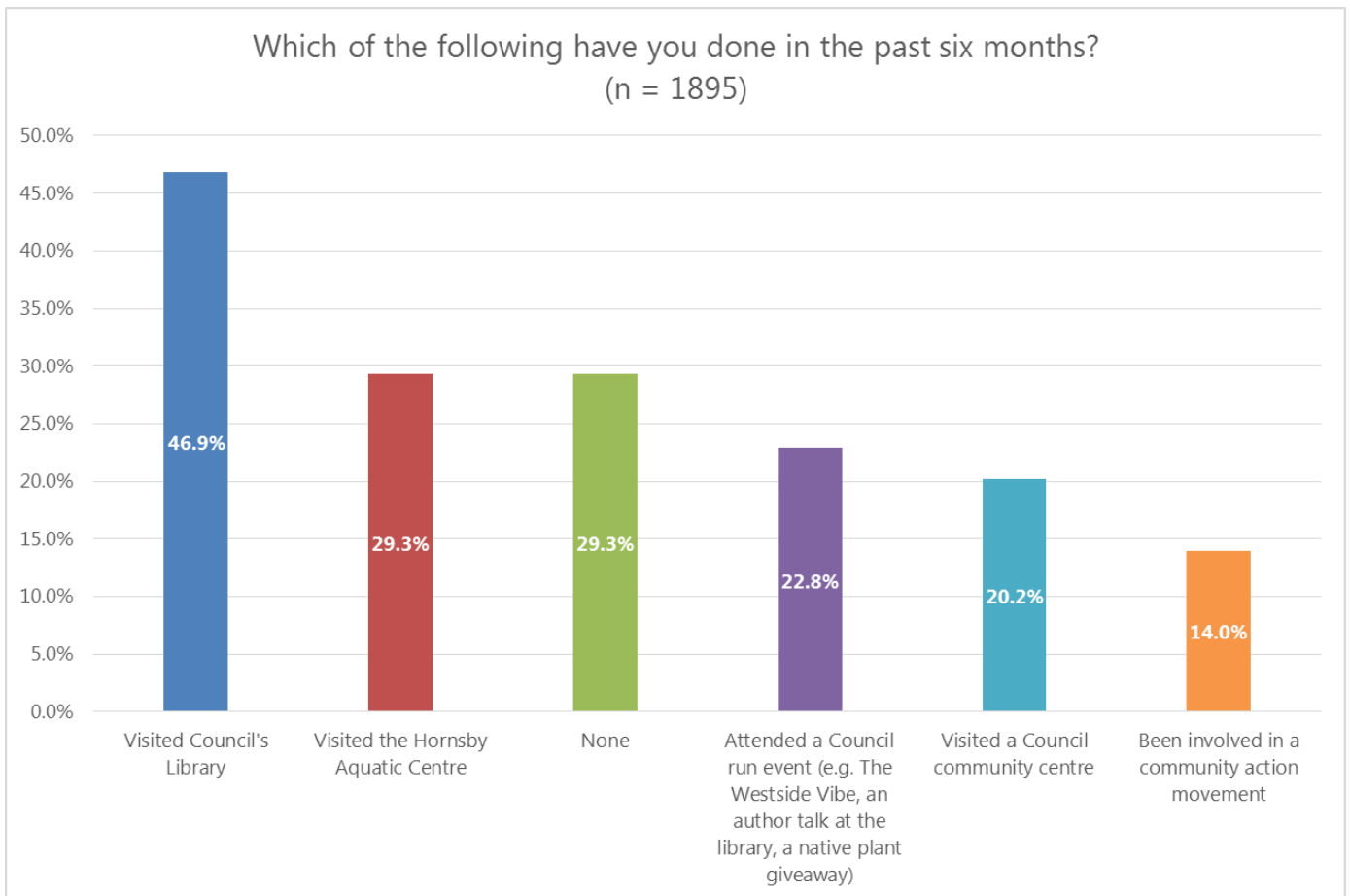
Figure 8 - Online survey Q1

Respondents to the online survey were much more likely to have engaged with a Council facility event or activity, with only 29.3% responding none, meaning 70.7% had participated in at least one activity. Visiting the Council library (46.9%) was the most popular response, followed by visiting the Hornsby Aquatic Centre (29.3%) and attending a Council run event (22.8%).

Significant cross-tabulations

🔥 Women were significantly more likely than men to have engaged in every activity except community action movements (where there was no significant difference), and were significantly less likely than men to answer "None" (23.3% vs 34.4%).

Intercept survey

Table 6 - Intercept survey Q1 "Which of the following have you done in the past six months?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Visited the Hornsby Aquatic Centre	**65.6%**	86.5%	38.1%	73.9%	47.1%	28.6%	86.4%	65.4%	57.1%	0.0%
Visited Council's Library	**59.4%**	70.3%	42.9%	60.9%	58.8%	57.1%	68.2%	53.8%	57.1%	100.0%

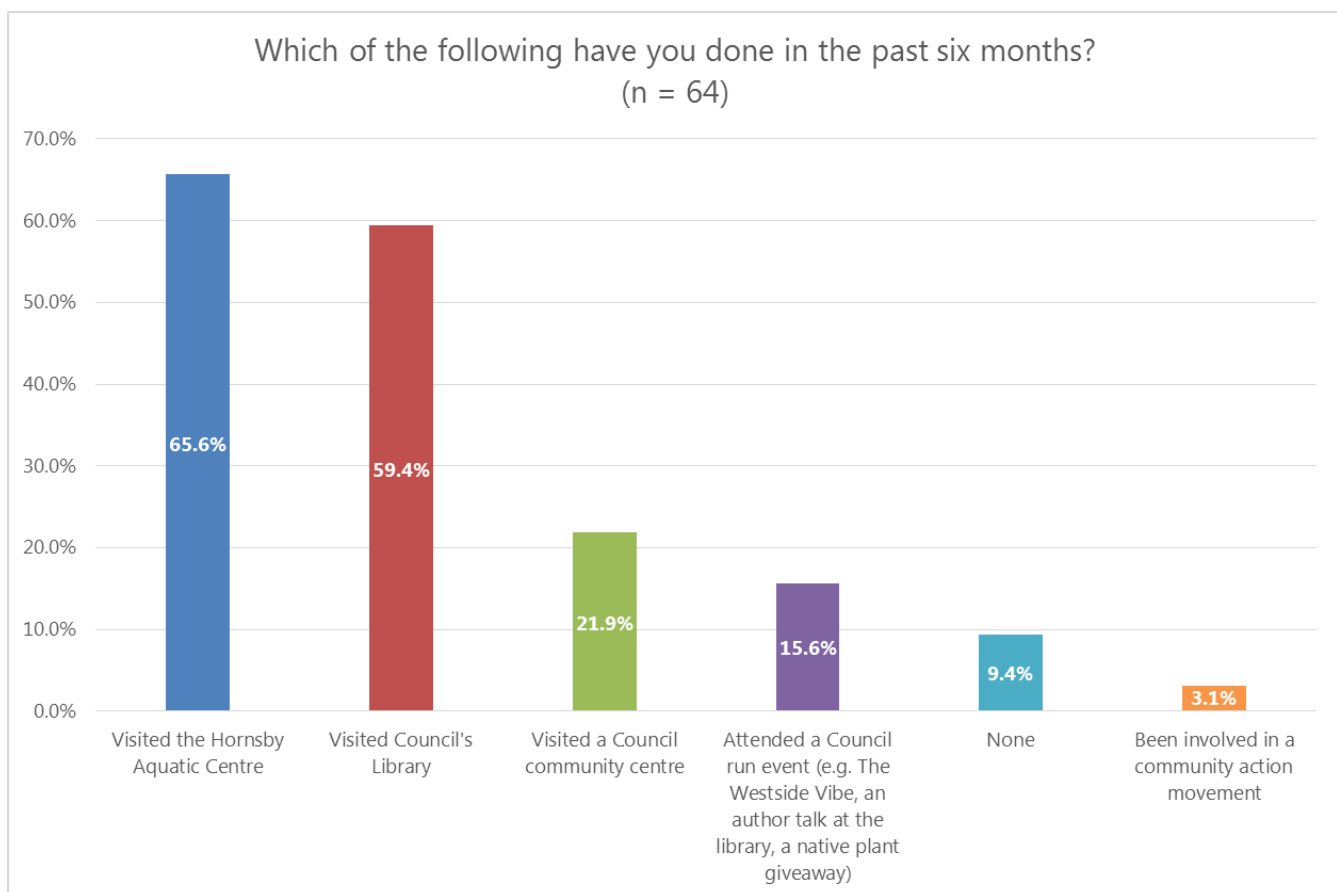|		Household Composition		Gender			Age Range			
Visited a Council community centre	21.9%	27.0%	14.3%	21.7%	23.5%	0.0%	22.7%	30.8%	14.3%	0.0%
Attended a Council run event (e.g. The Westside Vibe, an author talk at the library, a native plant giveaway)	15.6%	18.9%	14.3%	19.6%	5.9%	28.6%	9.1%	23.1%	0.0%	0.0%
None	9.4%	2.7%	14.3%	4.3%	17.6%	0.0%	4.5%	7.7%	28.6%	0.0%
Been involved in a community action movement	3.1%	2.7%	4.8%	2.2%	5.9%	0.0%	0.0%	3.8%	0.0%	100.0%

Figure 9 - Intercept survey Q1

Around two-thirds of respondents had visited the Hornsby Aquatic Centre (65.6%), and a majority had visited Council's library (59.4%). 21.9% had visited a Council community centre. Just 9.4% hadn't attended a Council facility or event in the previous six months.
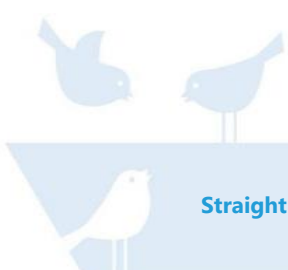
Which of the following events would appeal to you? (Q20 Telephone survey, Q14 Online and intercept surveys)

Telephone survey

Table 7 - Telephone survey Q20 "Which of the following events would appeal to you?", only asked of respondents who had not engaged with a nominated Council service, event or facility (Q8)

|	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Food and wine festivals	**64.7%**	76.8%	63.7%	64.1%	65.3%	81.8%	69.3%	43.7%
Street festivals	**51.9%**	64.2%	47.5%	51.2%	52.7%	54.7%	58.0%	42.1%
Bushwalking, cycling, swimming or other	**50.8%**	55.7%	53.1%	55.2%	46.1%	54.2%	54.2%	43.7%
Movies	**47.5%**	73.0%	38.8%	43.8%	51.5%	72.4%	47.3%	25.4%
Local community days	**42.0%**	54.9%	39.0%	39.6%	44.6%	54.7%	41.9%	30.7%
Family day in the park	**28.5%**	61.1%	11.4%	20.3%	37.4%	44.9%	24.0%	19.4%
None of these	**10.7%**	1.5%	14.2%	11.4%	10.0%	9.3%	4.3%	19.7%
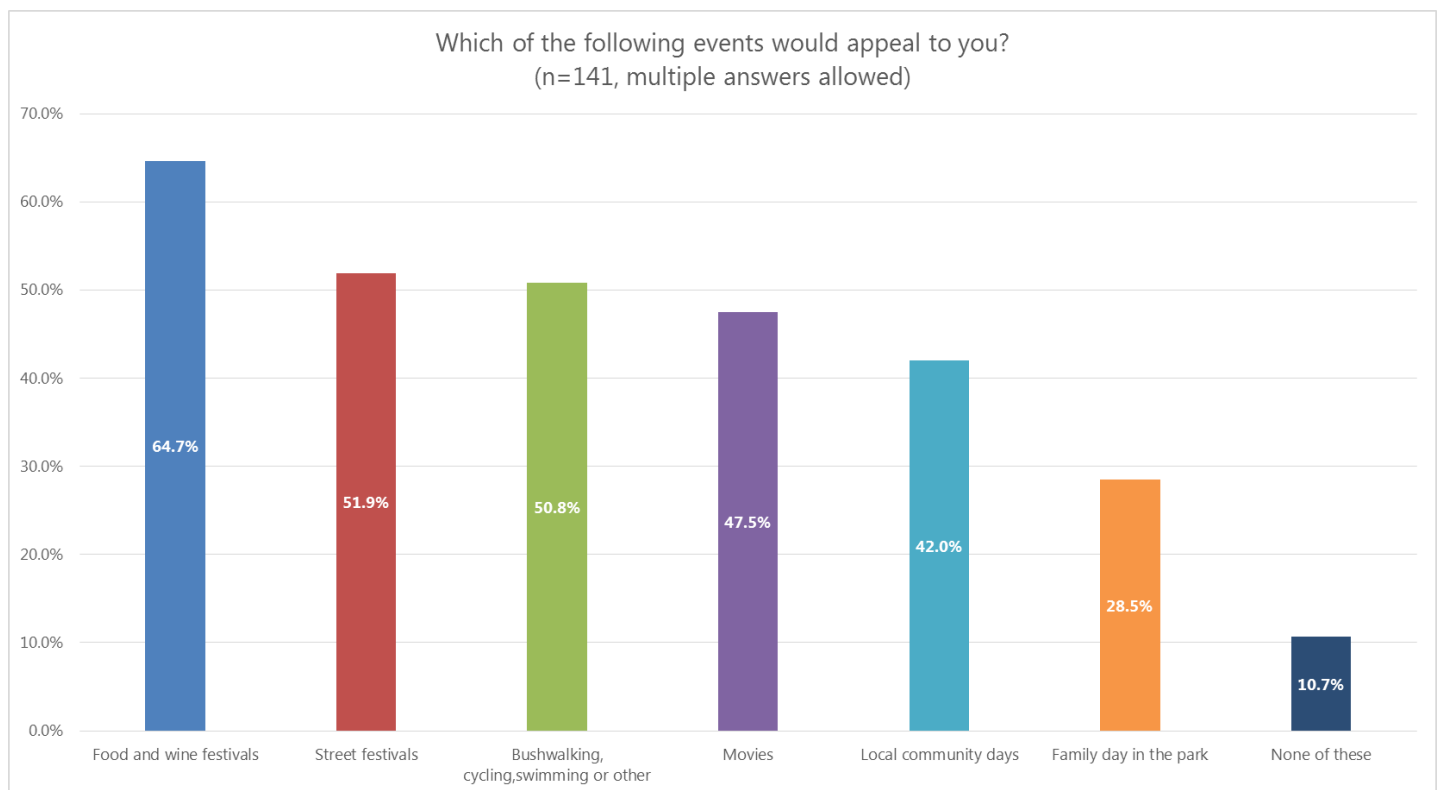
Figure 10 - Telephone Survey Q20, only asked of respondents who had not engaged with a nominated Council service, event or facility (Q8)

This question was only asked of respondents who answered none of these to Q8 of the telephone survey. Food and wine festivals were very popular with these respondents (64.7%). A majority also endorsed street festivals (51.9%) and active outdoor events like bushwalking, cycling or swimming (50.8%).

Significant cross-tabulations

🔥 The youngest age group (18-39 years) was significantly more likely to endorse all of the activities than the oldest age group (60+ years)

🔥 Respondents from households with children under 18 were significantly more likely to endorse all of the activities, except for active outdoor events, than respondents from households without children under 18

🔥 Respondents from Ward A were significantly more likely to endorse a range of events, than respondents from Ward C.

Online survey

Table 8 - Online survey Q14 "Which of the following events or activities would appeal to you?"

|		Household Composition		Gender		Age Range				
	Total	**Children < 18 present**	**No Children < 18**	**Female**	**Male**	**18 to 24**	**25 to 39**	**40 to 55**	**56 to 75**	**76+**
Food and wine festivals	**60.7%**	68.4%	57.4%	64.1%	57.1%	72.7%	69.4%	65.5%	56.2%	43.4%
Street festivals	**55.6%**	69.2%	49.4%	61.2%	50.2%	63.6%	70.7%	63.6%	46.5%	42.4%
Bush walking	**44.4%**	50.9%	41.8%	46.6%	42.4%	45.5%	47.3%	49.1%	41.6%	30.3%
Local community days	**43.6%**	50.7%	39.8%	47.8%	39.4%	54.5%	49.5%	43.1%	44.1%	33.3%
Leisure activities (e.g. swimming at local pool)	**39.3%**	58.1%	29.8%	44.2%	34.9%	63.6%	57.2%	46.7%	30.7%	19.2%
Movies	**37.3%**	49.7%	31.7%	43.3%	31.2%	81.8%	49.5%	44.8%	27.4%	33.3%
Family day in the park	**30.8%**	60.1%	15.0%	33.2%	28.6%	45.5%	59.9%	40.0%	16.5%	10.1%
Cycling	**19.7%**	30.4%	14.0%	18.3%	21.2%	9.1%	26.1%	28.2%	11.8%	6.1%
Other	**14.7%**	12.9%	15.2%	14.0%	15.6%	9.1%	11.3%	14.9%	15.2%	18.2%
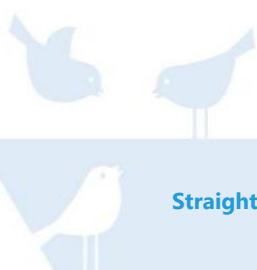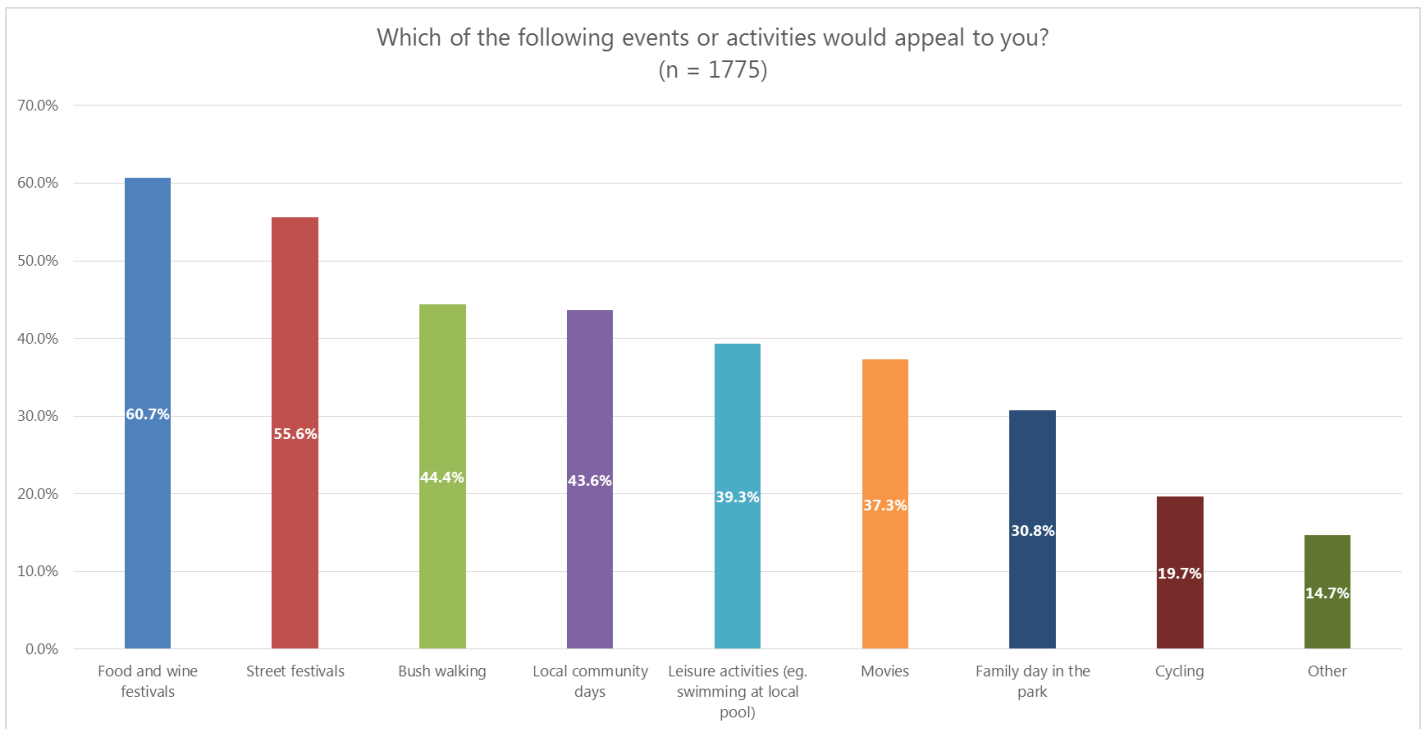
Figure 11 - Online survey Q14

As opposed to the telephone survey, all respondents of the online survey were asked this question. The results basically accorded with the telephone survey, with same top three nominated activities (allowing for the slightly narrower wording of the "bush walking" option in the online survey). Food and wine festivals were the most popular (60.7%), followed by street festivals (55.6%) and bush walking (44.4%).

Significant cross-tabulations

- Women were significantly more likely than men to endorse each of the nominated activities except bush walking and cycling, where there was no significant difference

- There was a general tendency for the middle aged groups (25 to 36 years & 40 to 55 years) to endorse the nominated activities significantly more than the oldest two aged groups (56 to 75 years and 76+ years)

- There was a strong tendency for respondents from households with children under 18 to endorse the nominated activities significantly more than respondents from households without children under 18.

Intercept survey

Table 9 - Intercept survey Q14 "Which of the following events or activities would appeal to you?"

		Household Composition		Gender		Age Range				
	Total	**Children < 18 present**	**No Children < 18**	**Female**	**Male**	**18 to 24**	**25 to 39**	**40 to 55**	**56 to 75**	**76+**
Food and wine festivals	**63.5%**	73.0%	47.6%	69.6%	47.1%	42.9%	72.7%	73.1%	14.3%	100.0%
Street festivals	**57.1%**	73.0%	33.3%	54.3%	64.7%	42.9%	68.2%	53.8%	57.1%	0.0%

		Household Composition		Gender		Age Range				
Family day in the park	50.8%	75.7%	14.3%	50.0%	52.9%	0.0%	72.7%	53.8%	28.6%	0.0%
Movies	50.8%	64.9%	23.8%	56.5%	35.3%	42.9%	68.2%	50.0%	0.0%	100.0%
Bush walking	46.0%	56.8%	33.3%	50.0%	35.3%	42.9%	40.9%	65.4%	0.0%	0.0%
Leisure activities (eg. swimming at local pool)	41.3%	48.6%	33.3%	43.5%	35.3%	14.3%	40.9%	46.2%	57.1%	0.0%
Local community days	33.3%	43.2%	19.0%	32.6%	35.3%	14.3%	36.4%	34.6%	42.9%	0.0%
Cycling	22.2%	27.0%	14.3%	19.6%	29.4%	14.3%	18.2%	34.6%	0.0%	0.0%
Other	6.3%	5.4%	4.8%	8.7%	5.9%	28.6%	9.1%	3.8%	0.0%	0.0%

Which of the following events or activities would appeal to you?
(n = 63)

- Food and wine festivals — 63.5%
- Street festivals — 57.1%
- Movies — 50.8%
- Family day in the park — 50.8%
- Bush walking — 46.0%
- Leisure activities (eg. swimming at local...) — 41.3%
- Local community days — 33.3%
- Cycling — 22.2%
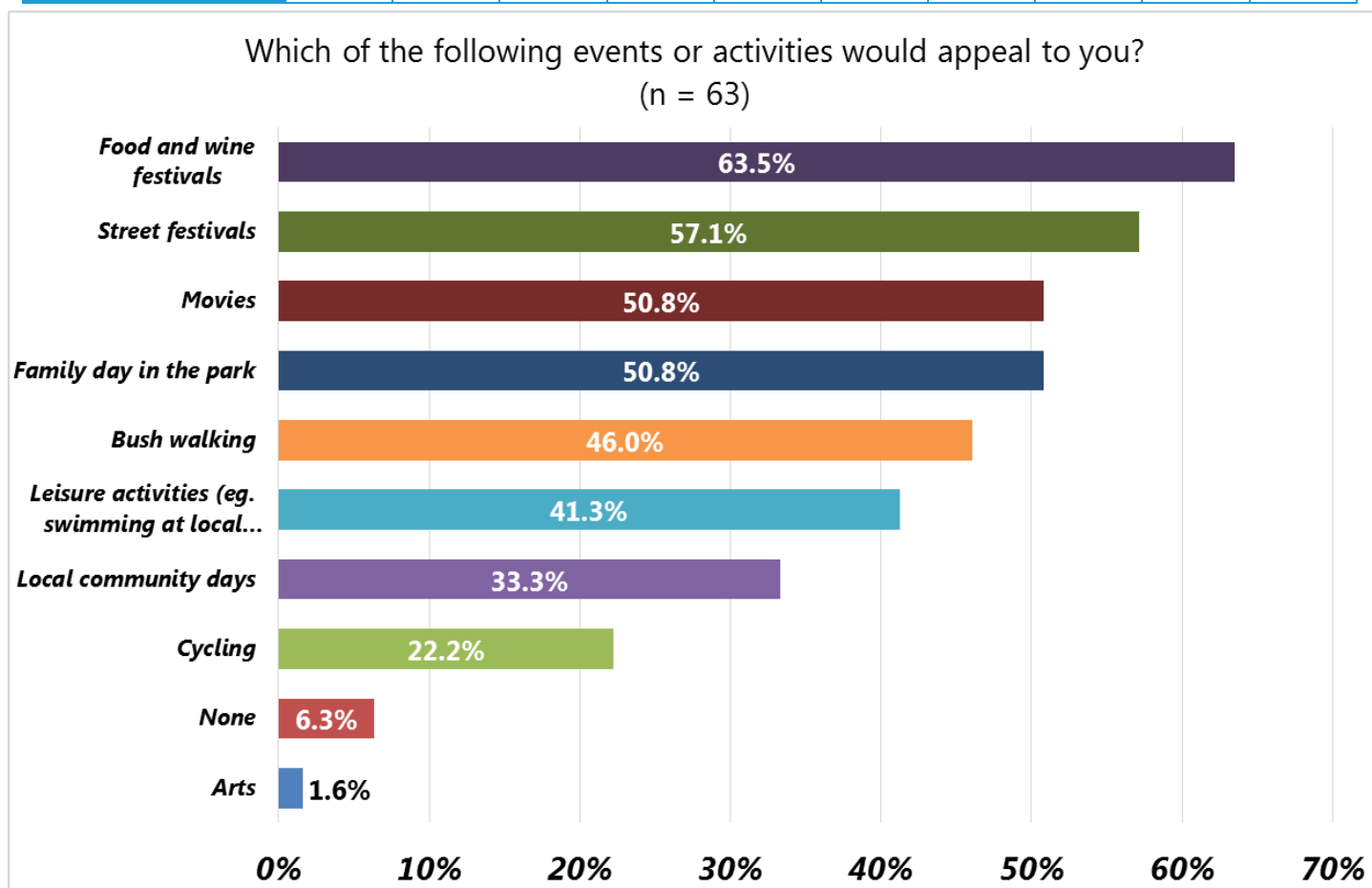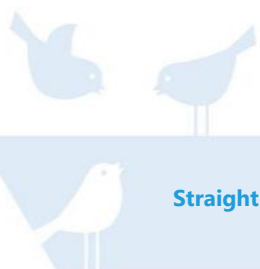- None — 6.3%
- Arts — 1.6%

Figure 12 - Intercept survey Q14

Food and wine festivals were the most popular events or activity category with respondents to the intercept survey (63.5%), followed by street festivals (57.1%), movies and family days in the park (50.8% each).

4.4. Previous exposure to Council's communications

At a glance

A member of the community at large, as represented by the telephone survey, was less likely to seek information regarding Council than a participant in the online or intercept surveys, fitting with the general pattern that respondents to the two latter surveys are more engaged with Council.

When people did seek information from Council, they overwhelmingly used the website, with around three times as many using this method. The next most popular method to contact Council was to phone Council – this pattern was consistent across the surveys. Email and the local newspaper were also noted as places residents sought information.

Rates notices were the most common way that people heard from Council across the survey methods. A member of the community at large or an intercept survey participant is also likely to hear from Council via the local newspaper. However, an online survey respondent is more likely to hear from Council via an email or What's On guide than the newspaper.

The most common information that the community was unable to find (by at least 5% of the telephone survey participants) related to waste, development application updates, events, tree preservation, parks and capital works.

4.4.1. Contacting Council

Have you sought any information regarding Council services, facilities or events within the past six months? (Q10 Telephone survey, Q3 Online and Intercept surveys)

Telephone survey

Have you sought any information regarding Council services, facilities or events within the past six months?
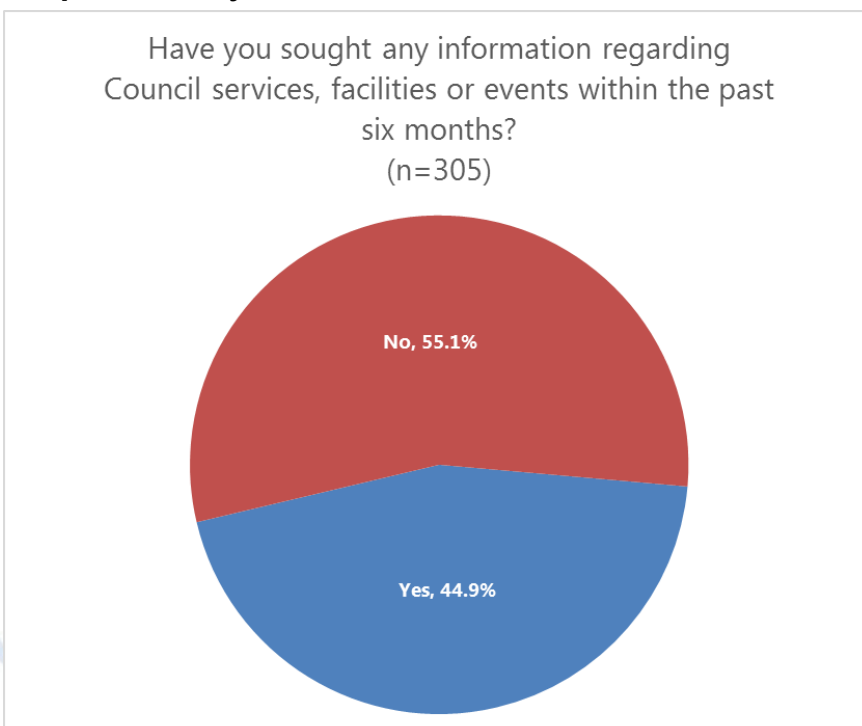(n=305)

No, 55.1%

Yes, 44.9%

Figure 13- Telephone survey Q10

A majority of respondents (55.1%) to the telephone survey had not sought information regarding Council services, facilities or events within the past six months.

Online survey

Table 10 - Online survey Q3 "Have you sought any information regarding Council services, facilities or events within the past six months?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Yes	**66.0%**	74.7%	62.8%	70.5%	62.3%	72.7%	73.0%	69.6%	63.5%	56.6%
No	**34.0%**	25.3%	37.2%	29.5%	37.7%	27.3%	27.0%	30.4%	36.5%	43.4%

Have you sought any information regarding Council services, facilities or events within the past six months? (n = 1890)

No, 34.0%
Yes, 66.0%
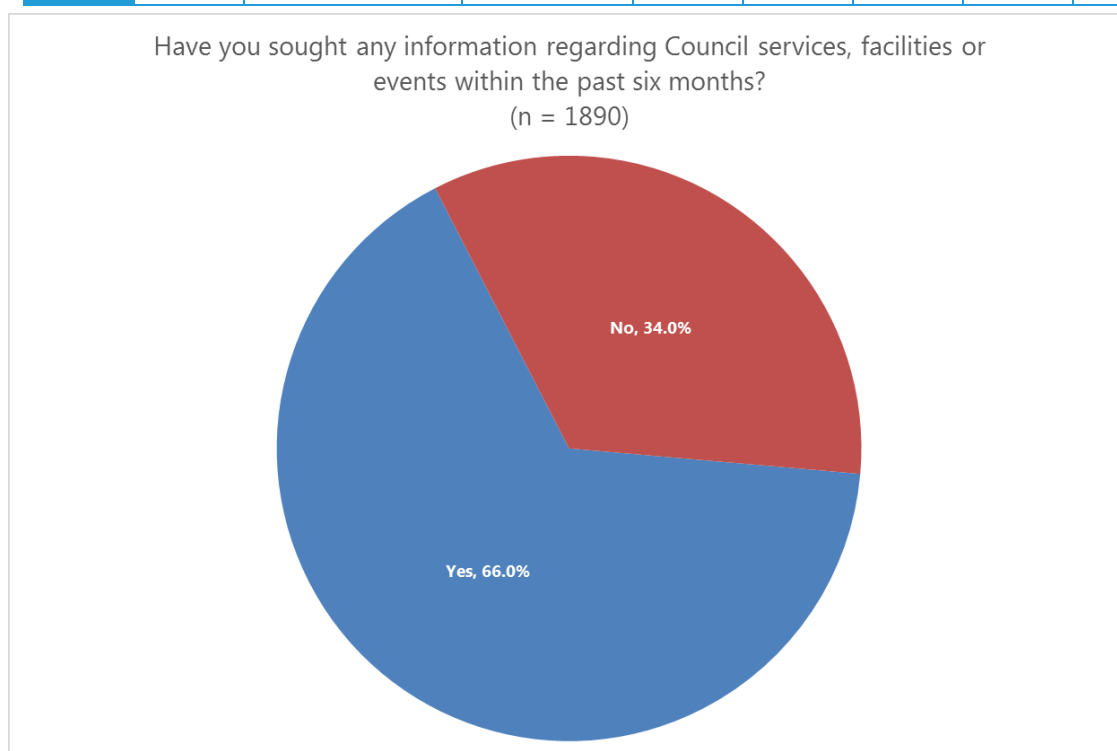
Figure 14 - Online survey Q3

Roughly two-thirds of respondents had sought information regarding Council services, facilities or events in the past six months (66.0%), more than those selected randomly for the telephone survey.

Significant cross-tabulations

🐦 Women were significantly more likely to answer yes, (and significantly less likely to answer no), than men (70.5% vs 62.3%)

🐦 The two middle age groups (25 to 39 and 40 to 55 years) were significantly more likely than the two older age groups (56 to 75 and 76+) to answer yes.
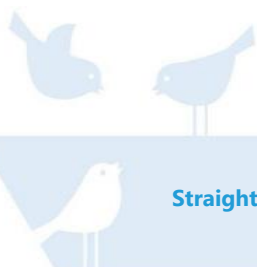
Intercept survey

Table 11 - Intercept survey Q3 "Have you sought any information regarding Council services, facilities or events within the past six months?"

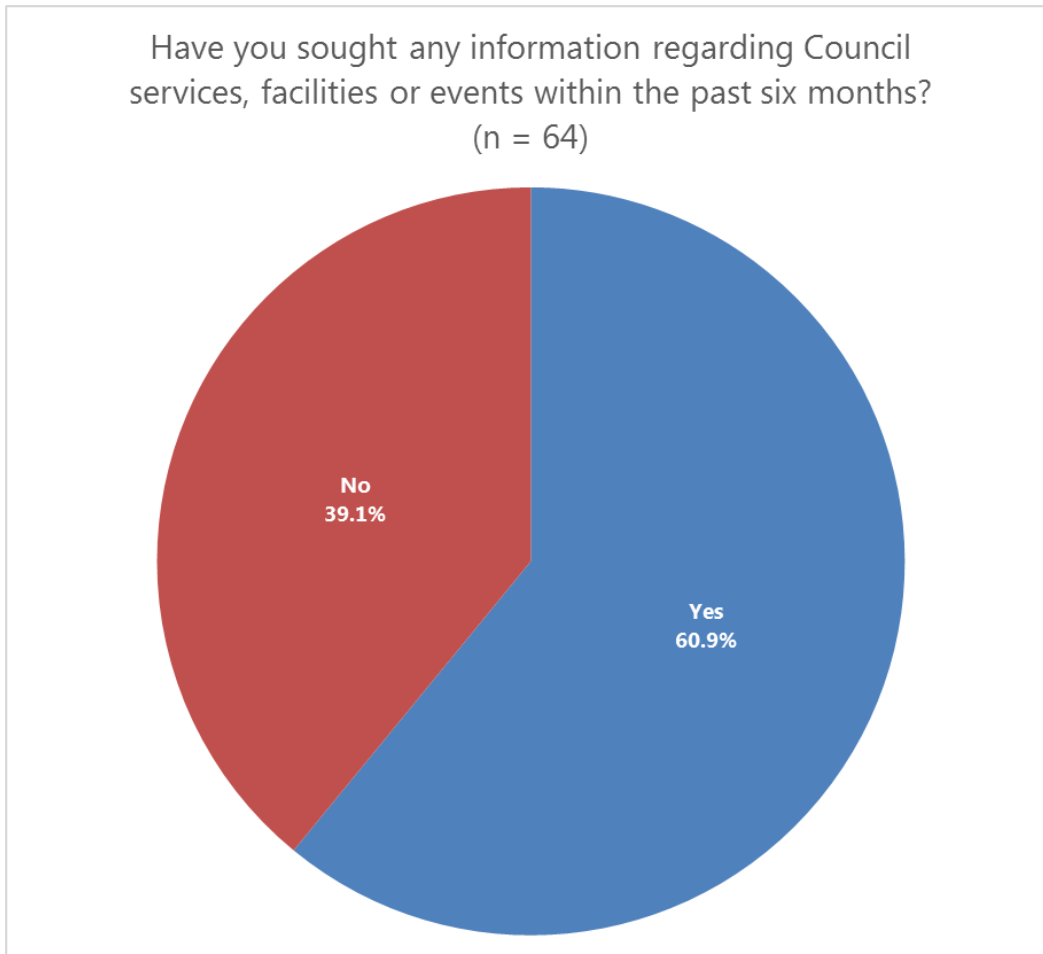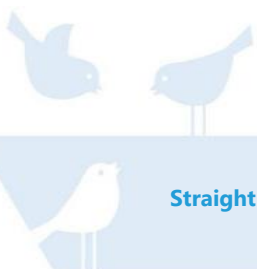|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Yes	**60.9%**	64.9%	57.1%	60.9%	58.8%	42.9%	63.6%	57.7%	71.4%	100.0%
No	**39.1%**	35.1%	42.9%	39.1%	41.2%	57.1%	36.4%	42.3%	28.6%	0.0%

Figure 15 - Intercept survey Q3

A majority of respondents to the intercept survey had sought information regarding Council in the past six months (60.9%).

Where have you sought this information? (Q11 Telephone survey, Q4 Online and Intercept surveys)

Telephone survey

Table 12 - Telephone survey Q11 "Where have you sought this information (regarding Council)? Only asked of respondents who answered yes to Q10

|		Household Composition		Gender		Age Range		
	Total	**Children < 18 present**	**No Children < 18**	**Female**	**Male**	**18-39**	**40-59**	**60+**
Website	**72.6%**	75.3%	73.6%	70.2%	74.4%	84.5%	72.8%	53.3%
Phone call	**29.7%**	36.0%	22.3%	22.0%	35.2%	30.3%	24.9%	39.3%
Email	**2.2%**	1.1%	3.4%	1.1%	3.0%	0.0%	2.3%	5.4%
Local newspaper	**5.8%**	8.8%	2.6%	2.1%	8.4%	7.6%	4.6%	5.7%
Rates notice	**0.8%**	1.1%	0.7%	0.0%	1.4%	0.0%	1.2%	1.5%
Brochure or flyer	**2.0%**	3.7%	0.7%	1.7%	2.3%	0.0%	4.0%	1.5%
E-newsletter	**0.5%**	1.1%	0.0%	0.0%	0.9%	0.0%	1.2%	0.0%
Other	**7.2%**	5.8%	6.9%	11.2%	4.4%	8.0%	5.1%	10.5%
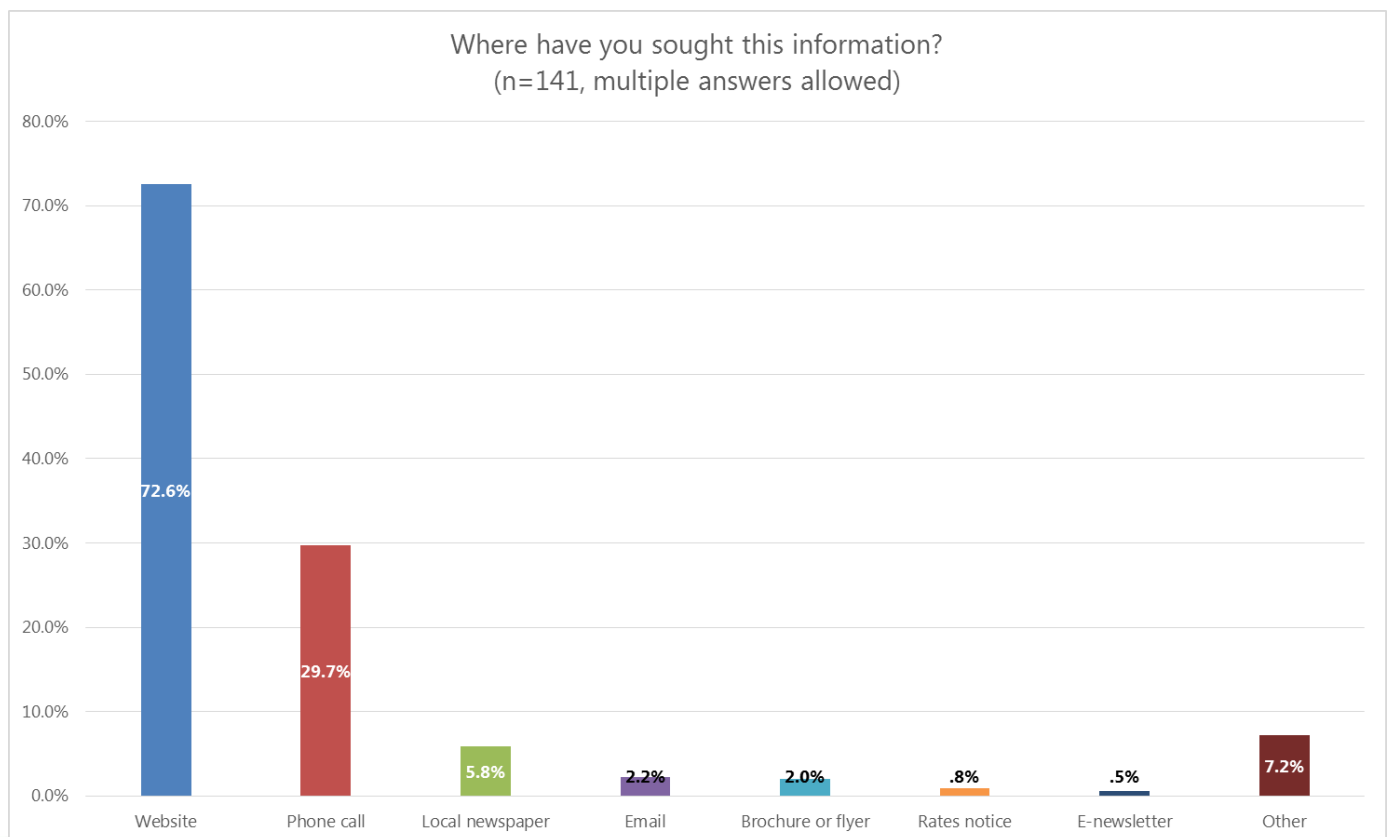
Figure 16 - Telephone survey Q11, only asked of respondents who answered yes to Q10

This question was only asked of respondents who indicated that they had sought information on Council (detailed in previous section). The most popular method by far to seek information was to use a website (72.6%), followed by making a phone call (29.7%) and looking in the local newspaper (5.8%).

Significant cross-tabulations

🔥 The youngest age group (18-39 years) was significantly more likely than the oldest age group (60+ years) to use a website to seek information on Council (84.5% vs 53.3%)

🔥 Women were significantly more likely than men to use a phone call to seek information on Council (35.2% vs 22.0%)

🔥 Respondents from households with children under 18 were significantly more likely than those from households without children under 18 to use a phone call to seek information on Council (36.0% vs 22.3%).

Online survey

Table 13 - Online survey Q4 "Where have you sought this information?", only asked of respondents who answered "yes" to Q3

|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Website	**73.9%**	61.9%	44.2%	55.0%	44.5%	72.7%	64.0%	56.1%	43.3%	26.3%
Phone call	**33.1%**	22.3%	20.9%	21.7%	21.9%	27.3%	19.8%	20.4%	23.0%	26.3%
Email	**23.9%**	15.8%	16.3%	16.1%	16.5%	36.4%	16.7%	14.8%	17.6%	14.1%
Local newspaper	**20.6%**	14.9%	13.1%	16.5%	10.7%	36.4%	11.3%	13.3%	13.7%	21.2%
Brochure, flyer	**12.8%**	10.1%	8.0%	10.7%	6.2%	36.4%	13.1%	7.9%	7.3%	10.1%
Rates notice	**10.0%**	8.6%	6.0%	8.0%	5.1%	9.1%	9.9%	6.1%	6.6%	3.0%
Spoke to Councillor	**8.3%**	5.8%	5.5%	5.1%	6.2%	9.1%	4.5%	5.7%	5.8%	6.1%
Facebook	**6.8%**	7.7%	3.0%	6.2%	2.6%	18.2%	10.8%	5.2%	2.4%	0.0%
Other	**6.7%**	3.4%	4.3%	3.8%	4.2%	9.1%	2.7%	3.9%	4.4%	4.0%
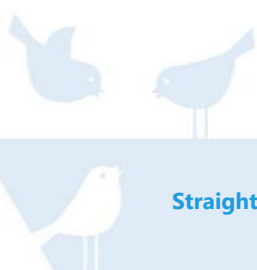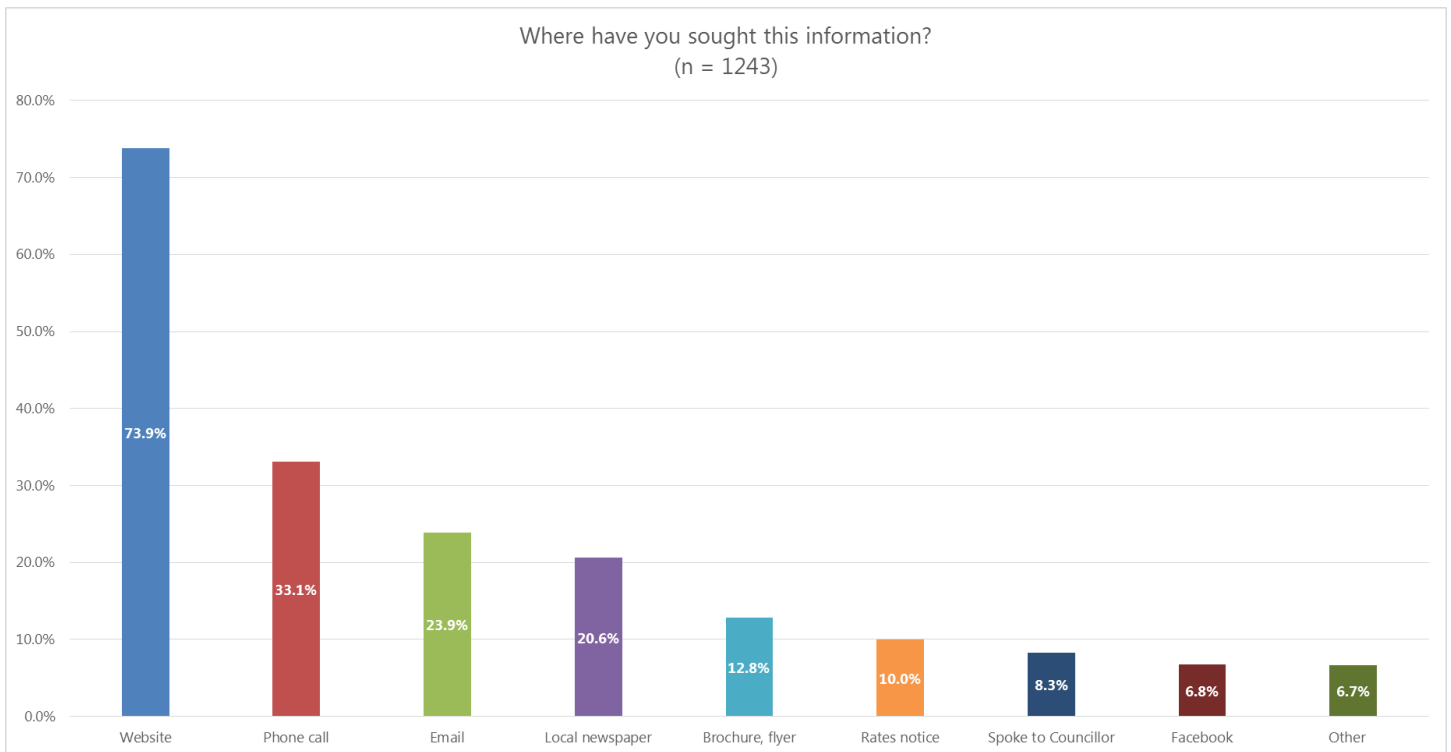
Figure 17- Online survey Q4, only asked of respondents who answered "yes" to Q3, multiple responses permitted.

The two most popular methods of seeking information on Council amongst online survey respondents were website (73.9%) and phone call (33.1%), which closely matched the telephone survey results. However, email was the third most popular method, with 23.9% of respondents, much higher than in the telephone survey (2.2%), which is the second time that email has been highly preferred in the online survey compared to the telephone survey.

Significant cross-tabulations

🔥 Women were significantly more likely than men to seek information via a website, a local newspaper, a brochure/flyer and Facebook. Overall women sought information via more media than men

🔥 The oldest age group (76+ years) was significantly less likely to seek information via a Website, Phone call, local newspaper, or Facebook than the middle aged groups.

Intercept survey

Table 14 - Intercept survey Q4 "Where have you sought this information (about Council services, activities etc.)?"

| | Total | Household Composition | | Gender | | Age Range | | | | |
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Website	**56.4%**	45.9%	23.8%	43.5%	11.8%	28.6%	40.9%	38.5%	14.3%	0.0%
Phone call	**17.9%**	8.1%	14.3%	10.9%	11.8%	0.0%	13.6%	3.8%	28.6%	100.0%
Local newspaper	**17.9%**	18.9%	0.0%	13.0%	5.9%	0.0%	27.3%	0.0%	14.3%	0.0%

	Household Composition			Gender		Age Range				
Email	**17.9%**	8.1%	4.8%	8.7%	5.9%	0.0%	13.6%	3.8%	14.3%	0.0%
Rates notice	**12.8%**	8.1%	0.0%	6.5%	5.9%	0.0%	13.6%	3.8%	0.0%	0.0%
Brochure, flyer	**10.3%**	5.4%	4.8%	6.5%	5.9%	14.3%	13.6%	0.0%	0.0%	0.0%
Spoke to Councillor	**10.3%**	0.0%	4.8%	0.0%	5.9%	0.0%	0.0%	3.8%	0.0%	0.0%
Facebook	**2.6%**	2.7%	0.0%	2.2%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%
Twitter	**2.6%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Unsure/can't recall	**2.6%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	**15.4%**	13.5%	23.8%	10.9%	35.3%	14.3%	9.1%	23.1%	28.6%	0.0%

Where have you sought this information? (n = 39)

- Website: 56.4%
- Phone call: 17.9%
- Local newspaper: 17.9%
- no answer: 17.9%
- Email: 12.8%
- Rates notice: 10.3%
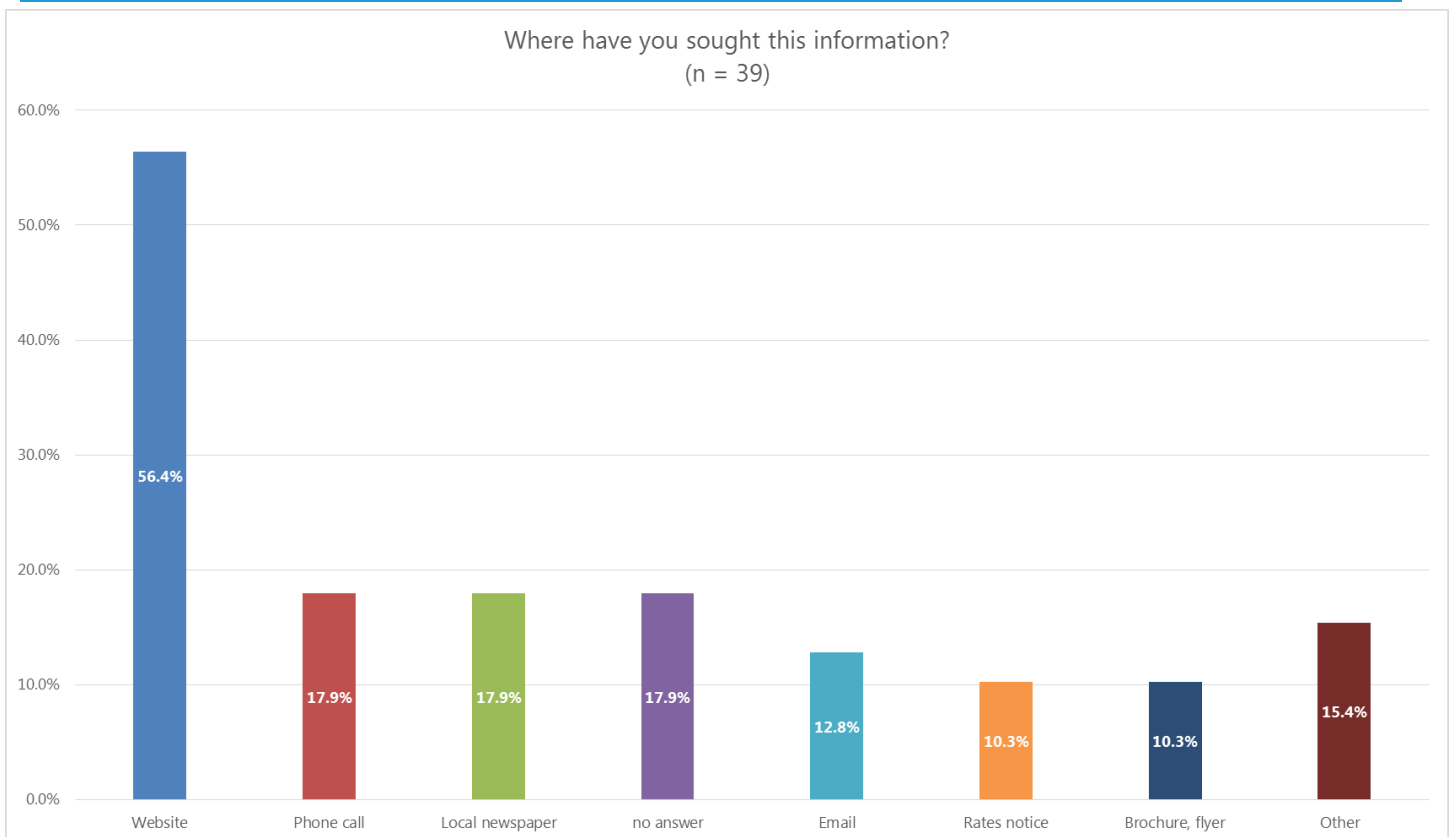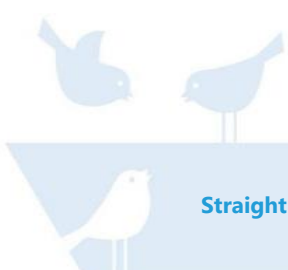- Brochure, flyer: 10.3%
- Other: 15.4%

Figure 18 - Intercept survey Q14

Council's website was the most popular place that respondents had sought information about Council (56.4%). Making a phone call or using the local newspaper were the next most common answers (17.9% each), with far fewer respondents nominating these methods.

Has there been any information you have sought but not been able to find? (Q12 Telephone survey)

Telephone survey

Has there been any information you have sought but not been able to find?
(Themed responses, n=27)
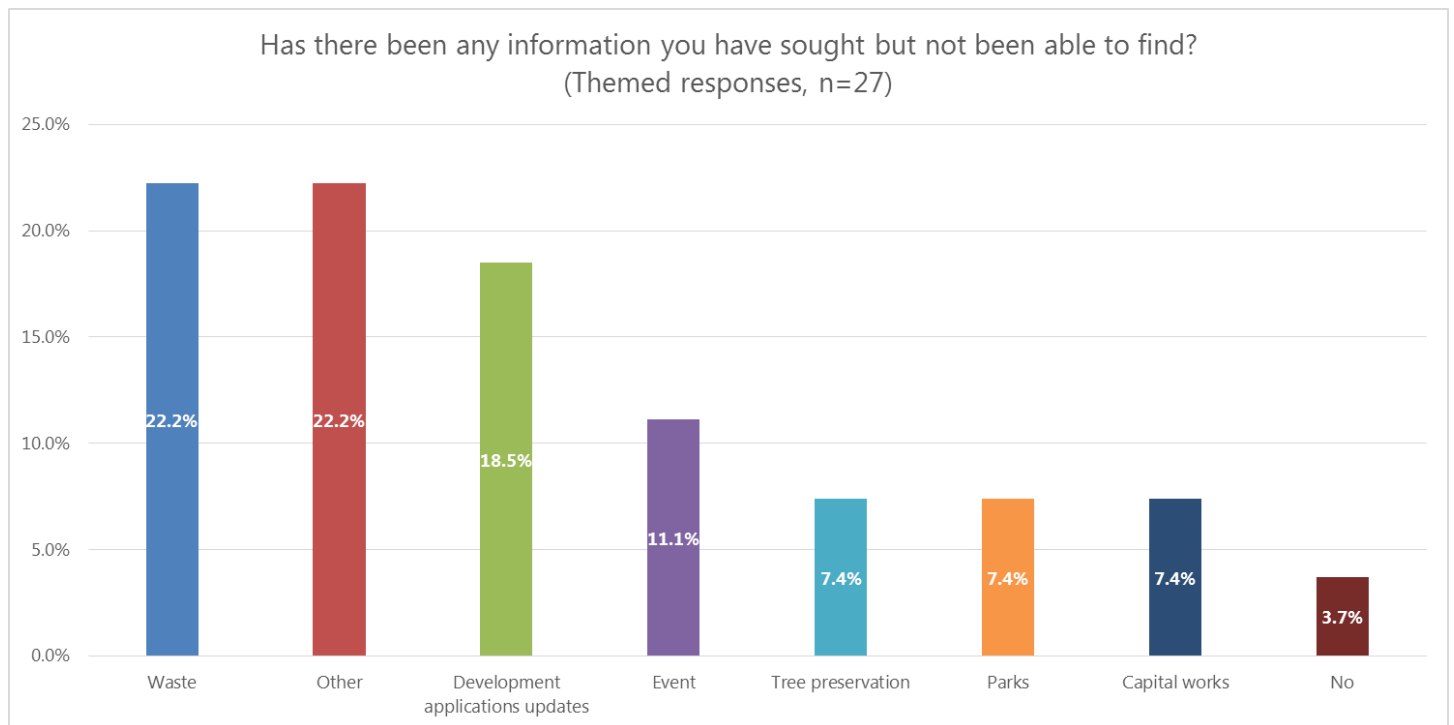
Figure 19 - Telephone survey Q12, answers categorised into themes

This was an open ended question, attracting a wide range of responses. The responses referenced by more 5% of respondents can be grouped into the following themes:

- Waste (22.2%)
- Development applications updates (18.5%)
- Events (11.1%)
- Tree preservation (7.4%)
- Parks (7.4%)
- Capital works (7.4%).

4.4.2. Hearing from Council

Which of the following Hornsby Shire Council communication have you received or seen in the past six months? (Q 15 Telephone survey, Q9 Online and Intercept surveys)
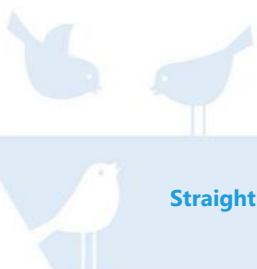
Telephone survey

Table 15 - Telephone survey Q15 "Which of the following Hornsby Shire Council communications have you received or seen in the past six months?"

	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Rates notice	**78%**	76.2%	79.4%	82.0%	74.2%	55.4%	91.2%	88.7%
Newspaper stories	**55%**	54.8%	57.8%	53.0%	57.0%	58.6%	54.0%	51.4%
Newspaper advertisements	**55%**	52.1%	56.3%	55.8%	53.6%	51.7%	52.5%	61.4%
What's On guide	**41%**	43.7%	36.2%	31.1%	49.6%	23.9%	47.5%	52.7%
Waste information	**38%**	41.8%	38.8%	31.0%	45.0%	30.6%	46.8%	36.5%
Library material	**35%**	41.4%	29.4%	24.6%	44.6%	34.2%	32.2%	39.5%
Email	**24%**	26.6%	22.5%	23.8%	24.2%	20.5%	28.1%	21.6%
School Holiday guide	**21%**	24.8%	19.2%	18.0%	24.3%	13.8%	24.7%	26.5%
Facebook post	**14%**	20.8%	11.3%	12.4%	15.8%	31.0%	8.0%	0.6%
Twitter update	**1%**	0.0%	2.4%	2.6%	0.0%	3.5%	0.0%	0.0%
Instagram image	**1%**	0.0%	2.4%	2.6%	0.0%	3.5%	0.0%	0.0%
Other	**6%**	5.9%	6.1%	4.7%	7.3%	3.4%	7.6%	7.5%

Which of the following Hornsby Shire Council communications have you received or seen in the past six months?
(n=305, multiple answers allowed)

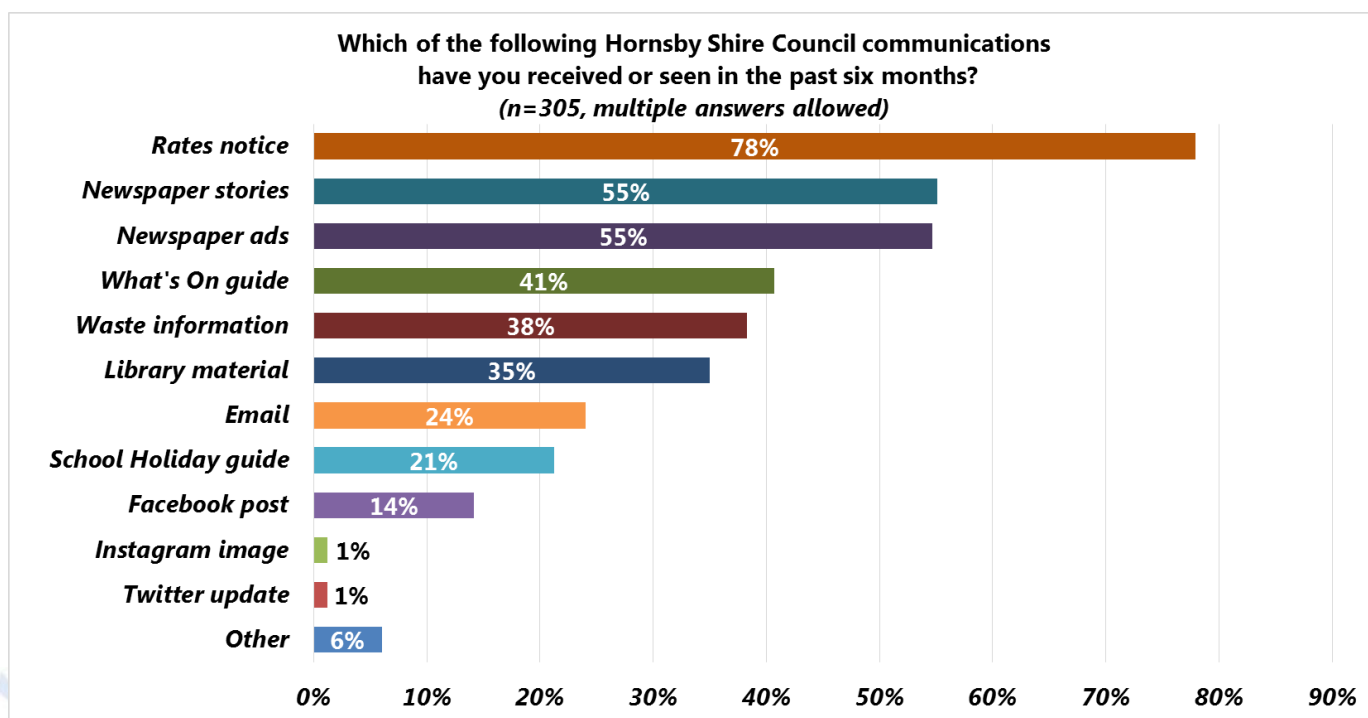|	
Rates notice	78%
Newspaper stories	55%
Newspaper ads	55%
What's On guide	41%
Waste information	38%
Library material	35%
Email	24%
School Holiday guide	21%
Facebook post	14%
Instagram image	1%
Twitter update	1%
Other	6%

Figure 20 - Telephone survey Q15

Rates notices were the most frequently cited communications by respondents (78%), followed by newspaper stories and newspaper ads (55% each).

Significant cross-tabulations

- Women were significantly more likely than men to have seen or received a What's on guide, library material, and Waste information

- The youngest age group (18-39 years) was significantly less likely to have received or seen a rates notice than the two older age groups (40-59 and 60+ years) (55.4% vs. ~90%)

- The oldest age group (60+ years) was significantly more likely than the two younger age groups (18-39 and 40-59 years) to have seen or received a newspaper advertisement (61.4% vs. ~52%)

- The youngest age group (18-39 years) was significantly more likely than the two older age groups (40-59 and 60+ years) to have seen a Facebook post (31.0% vs ~4%)

- The oldest age group (60+ years) was significantly more likely than the youngest age group (18-39 years) to have seen or received a What's on guide (52.7% vs. 23.9%)

- The middle age group (40-59 years) was significantly more likely than the youngest age group (18-39 years) to have seen or received Waste information (46.8% vs. 30.6%)

- Respondents from households with children under 18 were significantly more likely to have seen or received library material than others (41.4% vs. 29.4%)

- Respondents from ward C were significantly less likely to have seen or received newspaper stories than respondents from the other two wards (45.0% vs ~59%).

Online survey

Table 16 - Online survey Q9 "Which of the following Hornsby Shire Council communications have you received or seen in the past six months?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Rates notice	**79.4%**	81.4%	80.7%	77.6%	83.3%	27.3%	71.6%	80.9%	83.4%	77.8%
Email	**65.4%**	67.5%	65.5%	62.5%	70.9%	45.5%	67.6%	65.2%	67.6%	65.7%
What's On guide	**44.4%**	44.5%	45.6%	50.2%	40.1%	27.3%	44.6%	43.3%	47.3%	51.5%
Newspaper advertisements	**39.7%**	40.0%	41.5%	39.8%	42.4%	36.4%	33.8%	39.1%	43.3%	53.5%
E-Newsletter	**33.9%**	34.5%	36.2%	34.0%	36.7%	9.1%	34.2%	35.5%	37.1%	25.3%
Newspaper stories	**32.1%**	26.8%	36.2%	31.3%	34.7%	9.1%	18.9%	26.0%	41.2%	52.5%
Waste information	**26.1%**	22.3%	28.3%	26.4%	27.1%	9.1%	19.8%	24.5%	30.3%	33.3%
Library material	**24.7%**	24.4%	25.8%	30.8%	19.3%	9.1%	21.2%	21.3%	30.3%	29.3%
School Holiday guide	**18.4%**	30.4%	12.6%	24.3%	13.1%	18.2%	23.0%	21.9%	15.9%	14.1%

		Household Composition		Gender		Age Range				
Facebook post	**13.5%**	22.3%	10.4%	15.9%	11.8%	36.4%	27.0%	18.5%	6.9%	4.0%
None	**2.2%**	1.2%	2.2%	2.1%	1.7%	27.3%	1.8%	1.6%	1.9%	1.0%
Twitter update	**1.5%**	2.9%	0.9%	1.1%	2.2%	9.1%	2.3%	2.1%	1.0%	1.0%
Instagram image	**0.5%**	0.7%	0.3%	0.3%	0.5%	0.0%	1.4%	0.1%	0.3%	1.0%
Other	**3.2%**	2.9%	2.5%	3.3%	2.0%	9.1%	3.2%	2.4%	2.5%	4.0%

Which of the following Hornsby Shire Council communications have you received or seen in the past six months?
(n = 1857)

- Rates notice — 79.4%
- Email — 65.4%
- What's On guide — 44.4%
- Newspaper advertisements — 39.7%
- eNewsletter — 33.9%
- Newspaper stories — 32.1%
- Waste information — 26.1%
- Library material — 24.7%
- School Holiday guide — 18.4%
- Facebook post — 13.5%
- None — 2.2%
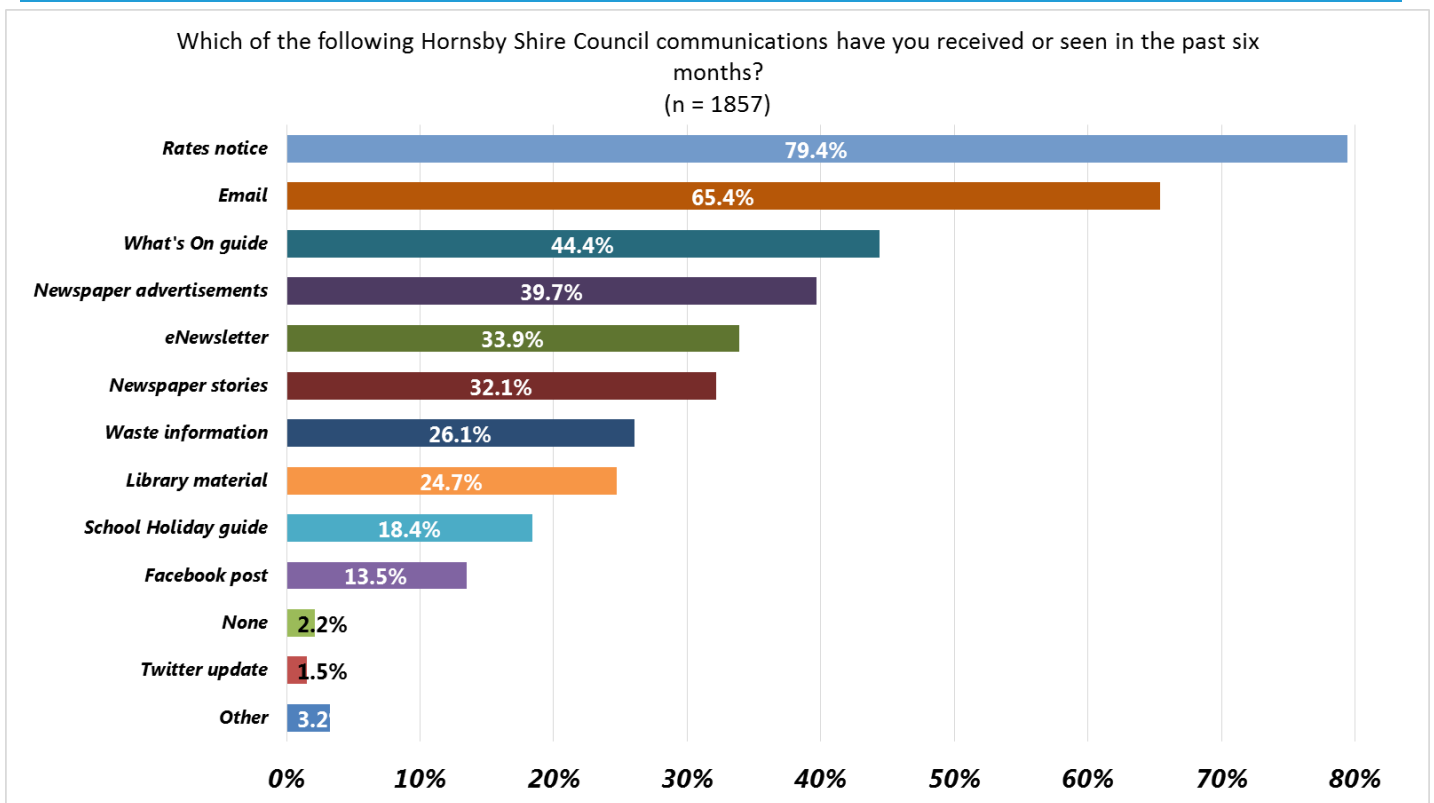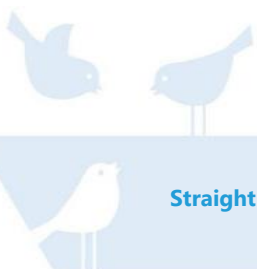- Twitter update — 1.5%
- Other — 3.2

Figure 21 - Online survey Q9

Rates notices were the most common communication that respondents had seen or received (79.4%), a result which concurred with the telephone survey. However, "email" was much more frequently nominated by respondents to the online survey, and was the second most commonly cited (65.4%). What's on guide was the next most common (44.4%).

Significant cross-tabulations

🖊 Men were significantly more likely than women to have received or seen a rates notice (83.3% vs. 77.6%) or an email (71.0% vs. 62.5%)

🖊 Women were significantly more likely than men to have seen or received a Facebook post (15.9% vs. 11.9%), what's on guide (50.2% vs. 40.2%), School holiday guide (24.3% vs. 13.1%) or library material (30.8% vs. 19.3%).

Intercept survey

Table 17 - Intercept survey Q9 "Which of the following Hornsby Shire Council communications have you received or seen in the past six months?"

|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Rates notice	**58.7%**	67.6%	52.4%	63.0%	47.1%	14.3%	54.5%	73.1%	71.4%	0.0%
Newspaper advertisements	**44.4%**	54.1%	38.1%	52.2%	23.5%	14.3%	59.1%	38.5%	57.1%	0.0%
Newspaper stories	**41.3%**	45.9%	33.3%	45.7%	29.4%	28.6%	50.0%	42.3%	28.6%	0.0%
Email	**36.5%**	35.1%	38.1%	30.4%	52.9%	28.6%	36.4%	30.8%	57.1%	100.0%
What's On guide	**36.5%**	40.5%	38.1%	45.7%	11.8%	28.6%	22.7%	42.3%	57.1%	100.0%
Waste information	**34.9%**	43.2%	23.8%	39.1%	23.5%	0.0%	36.4%	38.5%	42.9%	100.0%
Library material	**31.7%**	37.8%	23.8%	39.1%	11.8%	14.3%	45.5%	19.2%	42.9%	100.0%
eNewsletter	**23.8%**	18.9%	28.6%	17.4%	41.2%	0.0%	22.7%	26.9%	42.9%	0.0%
Facebook post	**20.6%**	21.6%	14.3%	17.4%	29.4%	14.3%	22.7%	23.1%	14.3%	0.0%
School Holiday guide	**20.6%**	32.4%	0.0%	23.9%	11.8%	0.0%	31.8%	19.2%	14.3%	0.0%
None	**7.9%**	8.1%	4.8%	6.5%	11.8%	28.6%	9.1%	3.8%	0.0%	0.0%
Twitter update	**3.2%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Instagram image	**1.6%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	**1.6%**	2.7%	4.8%	2.2%	5.9%	14.3%	0.0%	3.8%	0.0%	0.0%
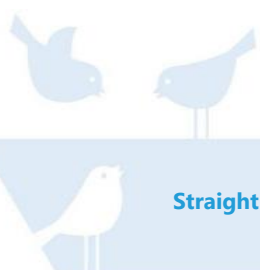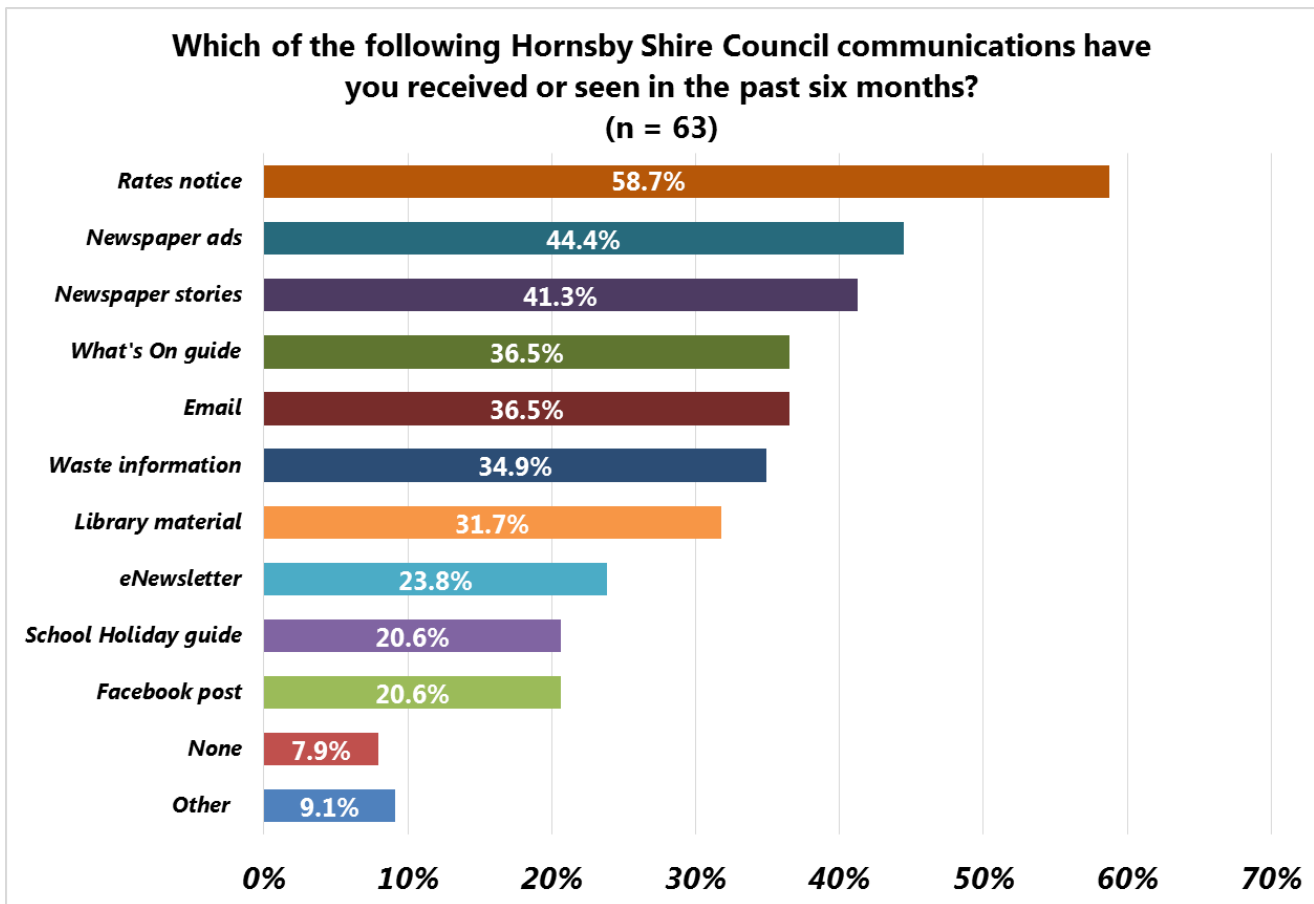
Figure 22 - Intercept survey Q9

The most common communications that respondents had received or seen were rates notices (58.7%), newspaper ads (44.4%) and newspaper stories (41.3%). Only 7.9% of respondents hadn't received or seen any communication from Council in the past six months.
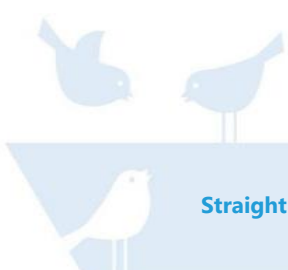
4.5. Review of existing communication channels

At a glance – Website

Across all three surveys, the majority of respondents who had visited Council's website had done so three or more times. Across the community as a whole, young people were more likely to use Council's website. This was also reflected in the focus groups, where every participant in the younger people focus group had used the website, compared with a smaller majority in the CALD and working families groups.

In general, people are accessing the website seeking information on a range of topics. The website was referenced as the first place people look for information, as well as a good place to get further detailed information on a specific topic.

The information that was most commonly sought on the website related to waste services, generally kerbside pick-up dates, but also other waste related enquiries. For the community at large, Council events were another topic that people sought at Council's website. Participants in the online and intercept surveys were more interested in information on Council facilities, which accords with the greater engagement of these respondents with the Aquatic Centre and Library in particular. Participants in the focus groups were also interested in kerbside pick-up dates as well as events and local news.

The online survey suggests that development information is the category of information that is most likely to be sought but not found on the website, followed by information on waste and facilities.

The online survey and intercept surveys indicate that a majority of people are aware that the website is available on mobile devices.

The focus groups provided the opportunity to discuss the website in detail. The vast majority of participants had used the website in the last six months. Participants were generally positive about the layout and branding of the site and felt it served its function. Whilst sometime some information was hard to find participants rarely left without eventually finding what they were looking for. Participants were particularly complimentary about the links to the Library site, the 'themes' and 'quick links', the simplicity of the site and the contents of the information. It was referenced as the first place many participants go to look for information.
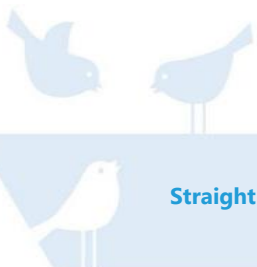
At a glance – E-Newsletter

The majority of focus group participants received the E-Newsletter and were complimentary about its format and content. Each group liked different aspects of the e-newsletter:

- CALD participants liked that the E-Newsletter presented information in a summary format, which was easy to read

- The younger people group also spoke positively about the way the information was presented and liked that further information could be obtained if required

- The working families group spoke less positively about the presentation of information and spoke favourably of the E-Newsletter when they found the information relevant to them individually.

Suggestions for improvement included updating the functionality of the E-Newsletter (by setting it up so dates automatically populate in the receiver's diary or by listing the events in chronological order) and tailoring the E-Newsletter for individuals (based on a series of opt-in categories). Design, functionality and relevance were deemed to be the most important factors for consideration.

At a glance – Posters and banners

All three focus groups identified elements of the posters and banners which they liked. These discussions tended to focus on design and visual appearance. Participants had different ideas about what the purpose of the posters and banners was – some felt they were to advertise the area, others thought they were to promote online and social media functions and some people thought their sole purpose was to promote Council.

Participants liked the images used and the consistency of the branding used (the squares) in the E-Newsletter. Participants also liked the range of colours.

Participants felt that the purpose of these posters and banners needed to be clear to the wider community. Active wording to define the purpose was identified as essential – this might be 'Discover your surroundings', 'Showcasing the shire or 'Log into Hornsby'

At a glance – Council's page in the Hornsby Advocate

The number of people from each focus group who were aware of or who had seen Council's page in the Hornsby Advocate was relatively small. Only six participants said they had seen the page. Whilst the interest in the page was limited, there was an acknowledgement that the newspaper was a good method for communicating with older members of the community. Participants in some of the groups mentioned their parent or grandparent liked reading the page.

At a glance – Facebook

The majority of the focus group participants had a Facebook account but only eight participants had 'Liked' Council's Facebook page. Participants felt the site wasn't used effectively enough and would prefer it be used as a two way communication tool and to provide 'up to date' news. It was also noted that often people hear more from Council from seeing others liking its posts rather than following them directly. Of all the social media platforms this was the preferred method for future contact.

At a glance – Twitter

Participation on Twitter varied greatly across the focus groups. Six of the nine participants in the younger people group had a Twitter account, compared with three participants across both the CALD and working families groups. None of the participants followed Council on Twitter. Participants were surprised at the limited use of the account and suggested Council should follow more people.

At a glance – Instagram

Participation on Instagram was very low across the focus groups. Only four participants had an account and none of these users had followed Council. It was suggested that the purpose of this account should be more clearly defined. Participants suggested that Council use the account to promote events and arts across the LGA. It was also suggested this medium could be targeted at younger people – who are more likely to use the platform. It was also suggested that Council could encourage the community to use a hashtag on their posts at Council events so that Council could re-publish the image on their own page. This would increase awareness and followers.

At a glance – YouTube

Across the three focus groups people were least familiar with Council's YouTube channel, out of all social media platforms, and no one had visited the channel. It was suggested that it could be used to provide clear and simple messages, with videos from Councillors or the Mayor, as well as a way to promote events or give the community hints on managing their property.
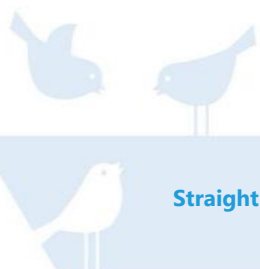
4.5.1. Website

How many times have you visited Council's website in the past six months? (Q 13 Online survey, Q5 Telephone and intercept surveys)

Telephone survey

Table 18 - Telephone survey Q13 "How many times have you visited Council's website in the past six months?", only asked of respondents who had indicated that they visited Council's website

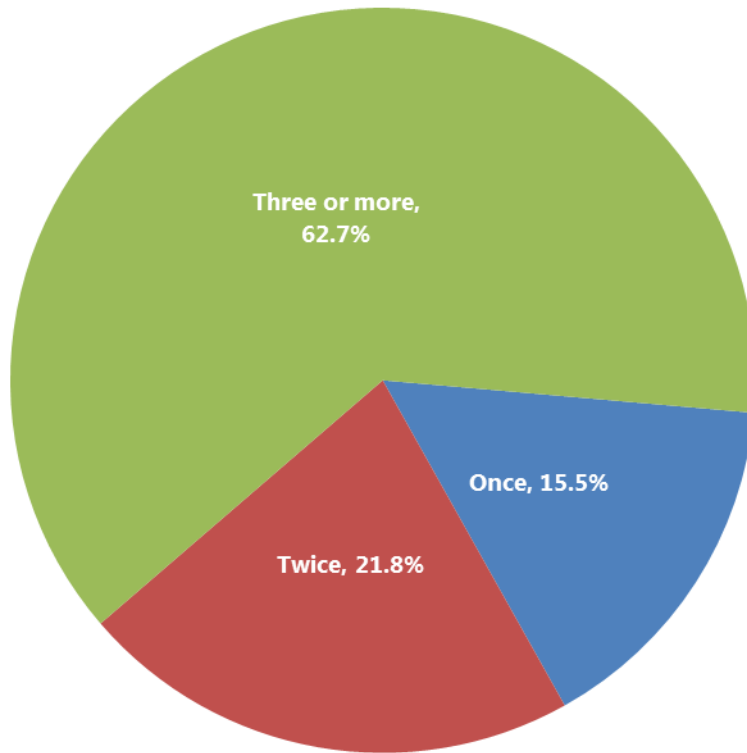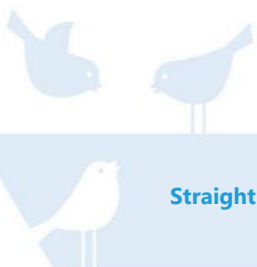|	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Once	**15.5%**	10.2%	19.6%	26.8%	8.1%	10.0%	18.2%	23.5%
Twice	**21.8%**	24.5%	17.6%	19.5%	24.2%	27.5%	18.2%	17.6%
Three or more	**62.7%**	65.3%	62.7%	53.7%	67.7%	62.5%	63.6%	58.8%

Figure 23 - Telephone survey Q13, asked of respondents who responded "website" on Q11

This question was only asked of respondents who indicated they used Council's website in question 11. A majority of respondents had visited the website three or more times in the last six months (62.7%). The next most common answer was twice (21.8%), followed by once (15.5%).

Significant cross-tabulations

🐦 The youngest age group (18-39 years) were significantly more likely to have visited the website twice (27.5% vs. 17.6%) or three times or more (62.5% vs. 58.8%) than the oldest group (60+ years).

🐦 Women were significantly more likely than men to have visited the website twice (24.2% vs. 19.5%) or 3 or more times (67.7% vs. 53.7%) and significantly less likely than men to have visited once (8.1% vs. 26.8%)

Online survey

Table 19 - Online survey Q5 "How many times have you visited Council's website in the past six months?", only asked of respondents who answered "website" to Q4

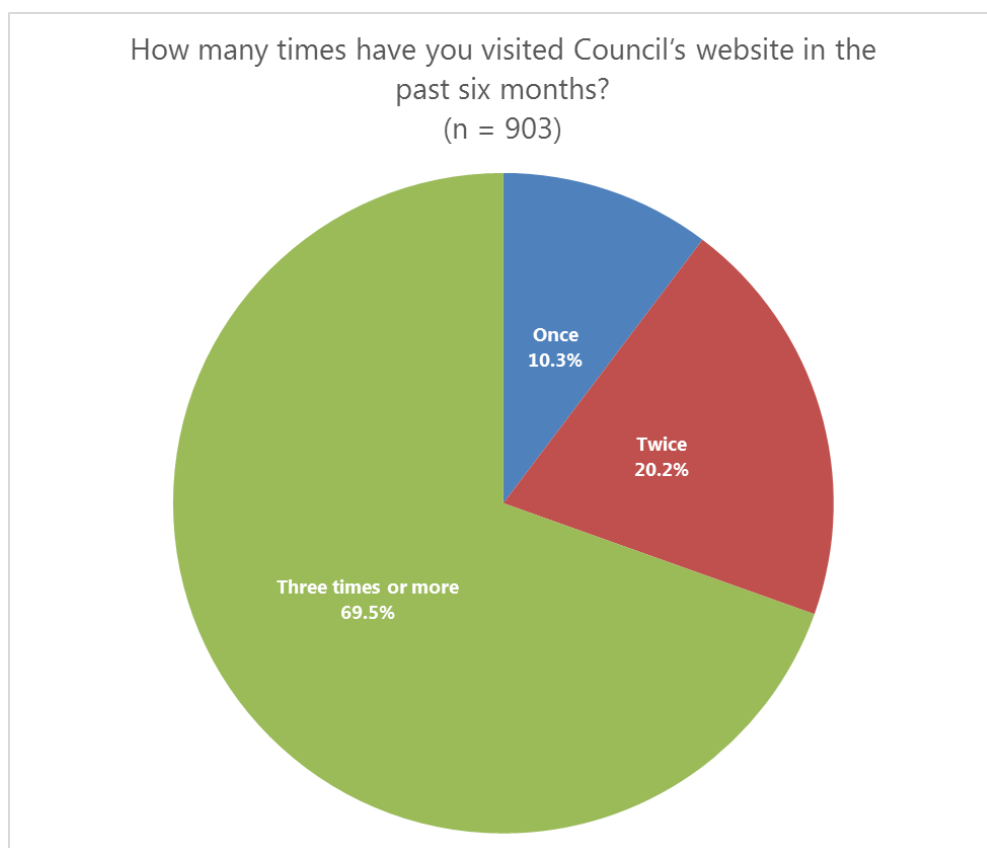|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Once	**10.3%**	6.2%	4.5%	6.5%	3.4%	27.3%	6.8%	5.2%	4.4%	2.0%
Twice	**20.2%**	11.3%	9.7%	12.9%	6.9%	9.1%	14.4%	10.9%	9.0%	3.0%
Three times or more	**69.5%**	44.3%	30.0%	35.5%	34.3%	27.3%	42.8%	40.0%	29.9%	21.2%

Figure 24 - Online survey Q5

This question was only asked of respondents who indicated they used Council's website in question 4. A majority of respondents had visited the website three or more times in the last six months (69.5%). The next most common answer was twice (20.2%), followed by once (10.3%). These results were similar to the telephone survey.

Significant cross-tabulations

🖐 Men were significantly more likely than women to have visited the site 3 or more times (77.0% vs. 64.7%), and significantly less likely than women to have visited once (7.6% vs. 11.8%) or twice (15.4% vs. 23.5%). This result is at odds with the telephone survey.

Intercept survey

Table 20 - Intercept survey Q5 "How many times have you visited Council's website in the past six months?", only asked of respondents who had sought information from Council's website

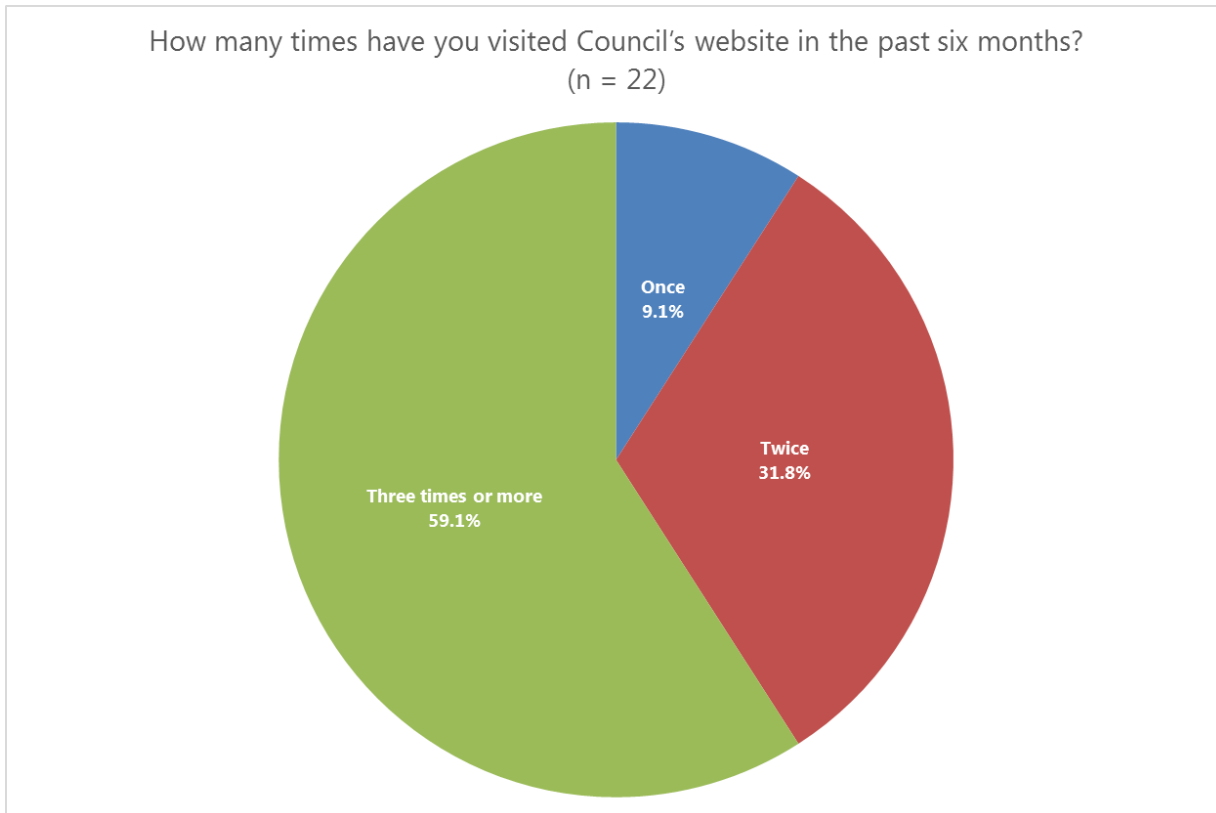| | **Total** | **Household Composition** | | **Gender** | | **Age Range** | | | | |
		Children < 18 present	**No Children < 18**	**Female**	**Male**	**18 to 24**	**25 to 39**	**40 to 55**	**56 to 75**	**76+**
Once	**9.1%**	2.7%	4.8%	2.2%	5.9%	14.3%	0.0%	0.0%	14.3%	0.0%
Twice	**31.8%**	16.2%	4.8%	15.2%	0.0%	0.0%	18.2%	11.5%	0.0%	0.0%
Three times or more	**59.1%**	27.0%	14.3%	26.1%	5.9%	14.3%	22.7%	26.9%	0.0%	0.0%

Figure 25 - Intercept survey Q5

This question was only put to respondents who answered that they had sought information from Council's website, as per question 4. These respondents had mostly visited Council's website 3 or more times (59.1%) in the past six months, followed by twice (31.8%) and then once (9.1%). This accords with the other surveys – it is most common for people who do use the Council website to do so regularly.
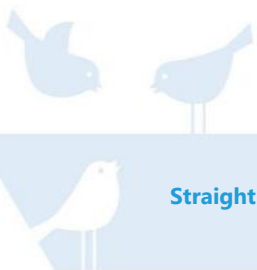
What information have you sought from the website in the past six months? (Q 14 Online survey, Q6 Telephone and intercept surveys)

Telephone survey

What information have you sought from the website in the past six months?
(n=102, multiple answers allowed)

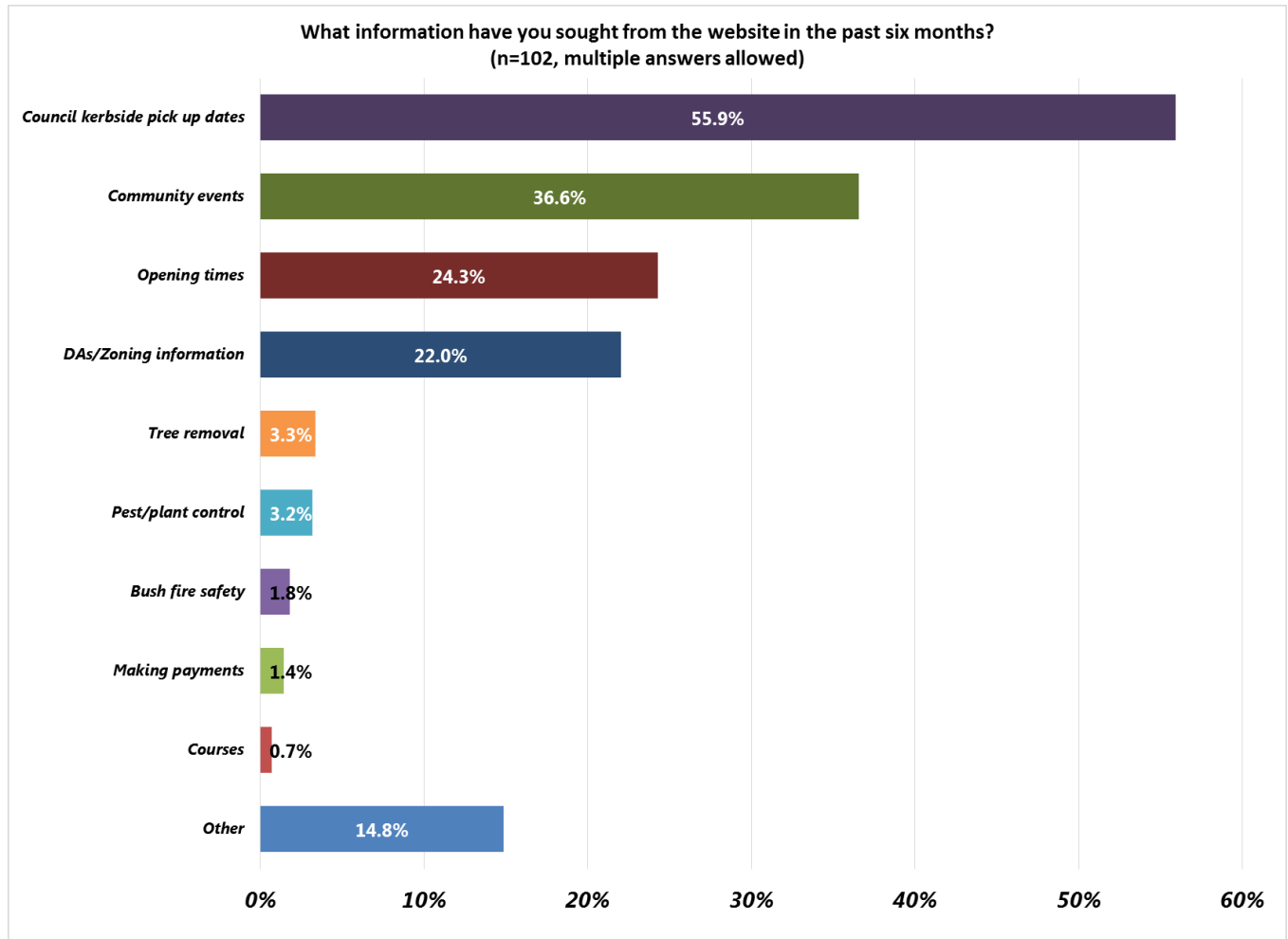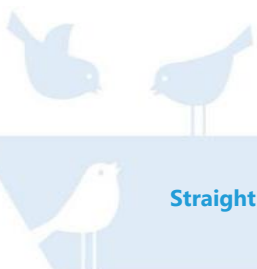| Category	Percentage
Council kerbside pick up dates	55.9%
Community events	36.6%
Opening times	24.3%
DAs/Zoning information	22.0%
Tree removal	3.3%
Pest/plant control	3.2%
Bush fire safety	1.8%
Making payments	1.4%
Courses	0.7%
Other	14.8%

Figure 26 - Telephone survey Q14, only asked of respondents who answered "website" to Q11

This question was only put to respondents who had sought information from Council's website, as per question 11. The most commonly sought information was Council kerbside pick up dates (for waste) (55.9%), followed by community events (36.6%), and opening times (24.3%). Development application and zoning information was also commonly sought (22.0%).

What information have you sought from the website in the past six months? (themed, n = 899)

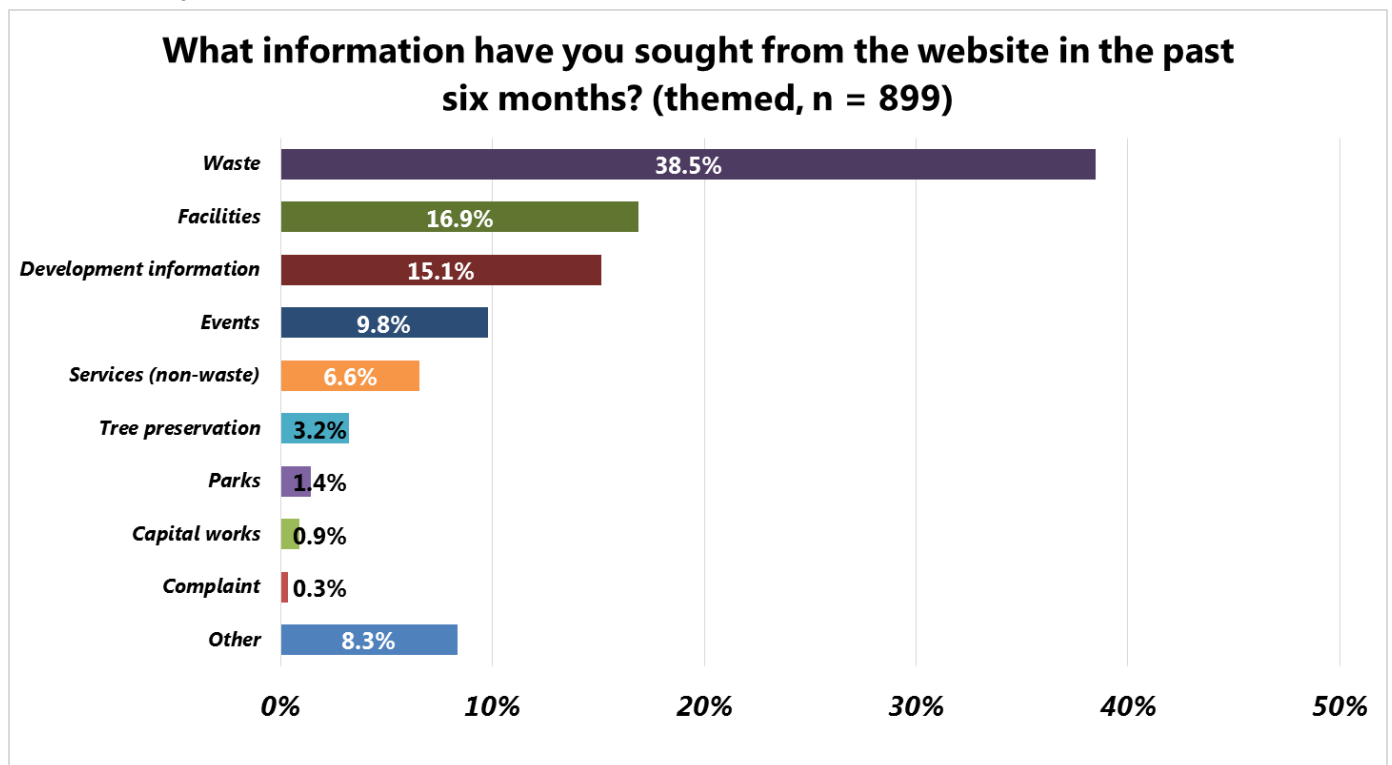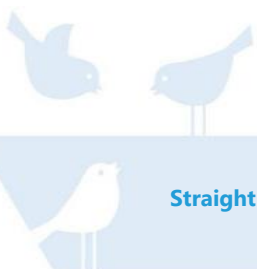| Category	Percentage
Waste	38.5%
Facilities	16.9%
Development information	15.1%
Events	9.8%
Services (non-waste)	6.6%
Tree preservation	3.2%
Parks	1.4%
Capital works	0.9%
Complaint	0.3%
Other	8.3%

Figure 27 - Online survey Q6, categorised into themes

This was an open response question, answers were categorised into themes. The themes which received more than 5% of responses were:

🕊 Waste (38.5%), which consisted mainly of respondents searching for information on waste pick up dates, but also included enquiries about special kinds of waste, bin replacement and others

🕊 Facilities (16.9%), which included enquiries about the Council pools, the library as well as various community centres and other council facilities

🕊 Development information (15.1%), which included enquiries for information on zoning and restrictions, how to lodge a development application and what was involved, as well as updates on development applications.

🕊 Events (9.8%), general or specific enquiries about Council run or other local events

🕊 Services (non-waste) (6.6%), enquiries about a range of services that Council runs, such as a native plant giveaways, local volunteer projects and services for particular groups like children or the elderly.

What information have you sought from the website in the past six months? (themed, n=21)

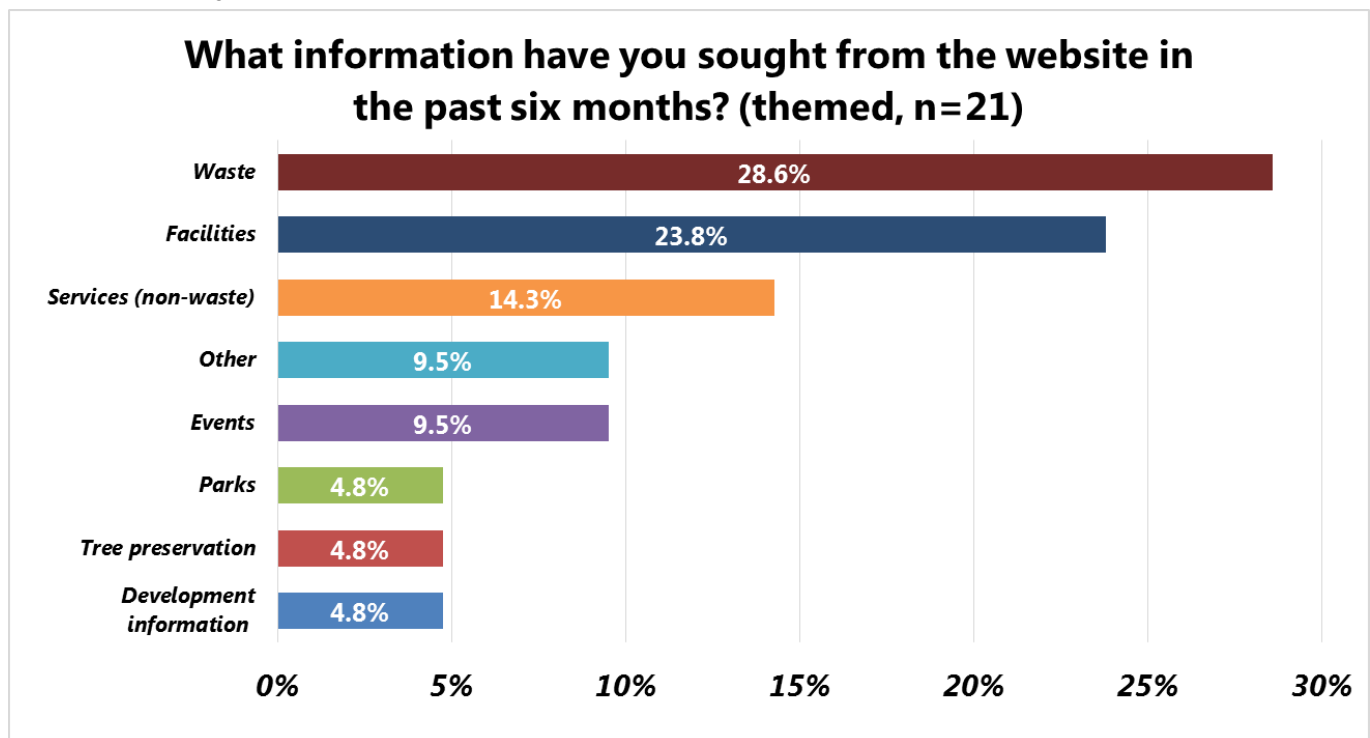| Category	Percentage
Waste	28.6%
Facilities	23.8%
Services (non-waste)	14.3%
Other	9.5%
Events	9.5%
Parks	4.8%
Tree preservation	4.8%
Development information	4.8%

Figure 28 - Intercept survey, Q6, categorised into themes

This was an open response question, answers were categorised into themes. Only 21 responses were provided about the information sought. The top four response themes (all above 5%) were:

- Waste (28.6%), which included mostly respondents using the website to seek information regarding waste pick up dates
- Facilities (23.8%), including information on community centres, pools and the library
- Non-waste services (14.3%), including children's activities and volunteering
- Events (9.5%), general enquiries about what's on in the local area.

What information have you sought from the website? (Focus groups only) / Has there been information you have sought but not been able to find? (Q7 Online and Intercept surveys, Focus groups)

All focus group participants were asked what information they had sought from the website. They were then asked if there was any information they had sought but could not found. When answering the first question participants tended to elaborate on how successful their experience was, inadvertently answering the second question. As a result, the responses to the two questions from each focus group have been combined below.

CALD

Multiple (3) participants in the CALD group sought information about events from the website.

> '*I go to find out about what activities are on. Normally it will be a working progress thing. You get information in relation to what you are looking for*.'

> *'Sometimes I go looking for activities for children. I don't know any more than I read there.'*

> *'I am much interested in activities in library and kids school program.'*

CALD participants found information on events easy to locate, but it was raised that it can be difficult to locate other information.

> *'Some of the information I find out on the website. I find it easy.'*

> *'Sometimes it's hard to find stuff.'*

> *'Sometimes you expect more information.'*

Specifically, waste information was sought but not always found.

> *'To find the street collection page, it's hard to find.'*

> *'We used to get a letter box drop that came with your rates to get information on when kerbside clean-up information. That was convenient.'*

One participant found it difficult to locate information on rates.

> *'I want to find out when my rates get direct debited. I couldn't find out when payments due.'*

Younger people

Two participants from the younger people group had regularly accessed the website for information regarding the library. Both participants had a positive experience and said information on the library was easily located.

> *'Went on a lot when younger, to use library to find books, it was awful. It is now a lot better since last went on.'*

> *'Library facility very good.'*

Two participants sought waste information from the website, specifically regarding kerbside clean ups. Both participants found this information difficult to locate.

> *'Annoying to find information about council cleanup – can't we have map not street based?'*

> *'The large rubbish collection has hard wording to search for, clean up with a k is ridiculous.'*

It was raised that certain information is difficult to find on the website.

> *'Applications for camping should be available online. You shouldn't have to go into Council.'*

The younger people group elaborated on the topic of the website and made suggestions on what information the website should provide.

> *'The website should have all information you need 24/7, except if it's personal, in an easy to format, dot point summary with detailed below. I live a busy life with small children which makes it difficult to call council during the day.'*

The idea of a frequently asked questions section was suggested and endorsed by the rest of the group.

'Maybe include a frequently asked Q&A section – nearly all companies have this. There would be common questions for example regarding Council clean-ups.'

The younger people group engaged strongly with the website and were asked the further question, 'What is it you do and don't like about the presentation of information?'

Likes:

'I like how departments are individualised, themes at top tool bar help.'

'It's a basic set up, which is good for less tech savvy people, for example mums. Quick links are good.'

Dislikes:

'With building and trees, had to know name of tree before could see picture. Should see picture then name – led to us just chopping the tree down.'

'Events are great, but main reason Council's exist is buildings, pool, trees, rubbish - this information is difficult to find.'

'Council building regulations are hard to find.'

'Links are there, core business on right hand column, but information behind is lacking.'

'Translation of webpage for non-English speakers - difficult to access, normally in top right with visuals e.g. flags, currently located near bottom which makes it less accessible.'

'Information is more important that appearance with a council website. Visiting a council website is a function not a pleasure, needs functionality.'

Working families

Most participants in the working families group identified Council's website as the primary location they visit to seek information from Council.

'It's the first place to visit to seek particular information.'

'Go to website before calling Council.'

'Calling council is random, you don't know if you'll get the answer you need.'

People visited the website in search of a range of news, updates and information. Examples of information sought include:

- Kerbside pickup dates
- Developments
- Contacts
- Community activities
- Sporting grounds closures.

Most of the people who sought information from Council's website went directly to the website, but some would enter the site as a result of searching for information through search engines such as Google.

'I tend to google information and be taken to the direct page.'

There was a degree of difficulty expressed when navigating the website.

'Get lost clicking on links sometimes.'

When people did find the information they sought on the website, they encountered the issue of having to download some information as it was uploaded as a PDF. Participants found e-versions of information were often just PDFs of the printed version. Participants believed providing PDFs showed a lack of commitment by Council to provide technology friendly information. Accessing information through PDFs was described as cumbersome and dissuaded people to consume the information.

'Information in PDFs is really annoying – downloading creates an issue.'

''E-version' is just a PDF of printed version.'

The majority of the working families participants had sought information on the website regarding developments and changes in the community, but had been unable to locate this information.

'Developments – the closing of Epping pool, selling off of Cheltenham community centre – both happened very quickly, and very little communication.'

'Lucky to find out information about changes, find out after it happens.'

'Not nearly enough discussion about changes to services, assets, developments.'

'No explanation of changes, for example changing street name – don't know why it happened, so it seems a waste of rate payers money (specifically Pacific Highway).' (2)

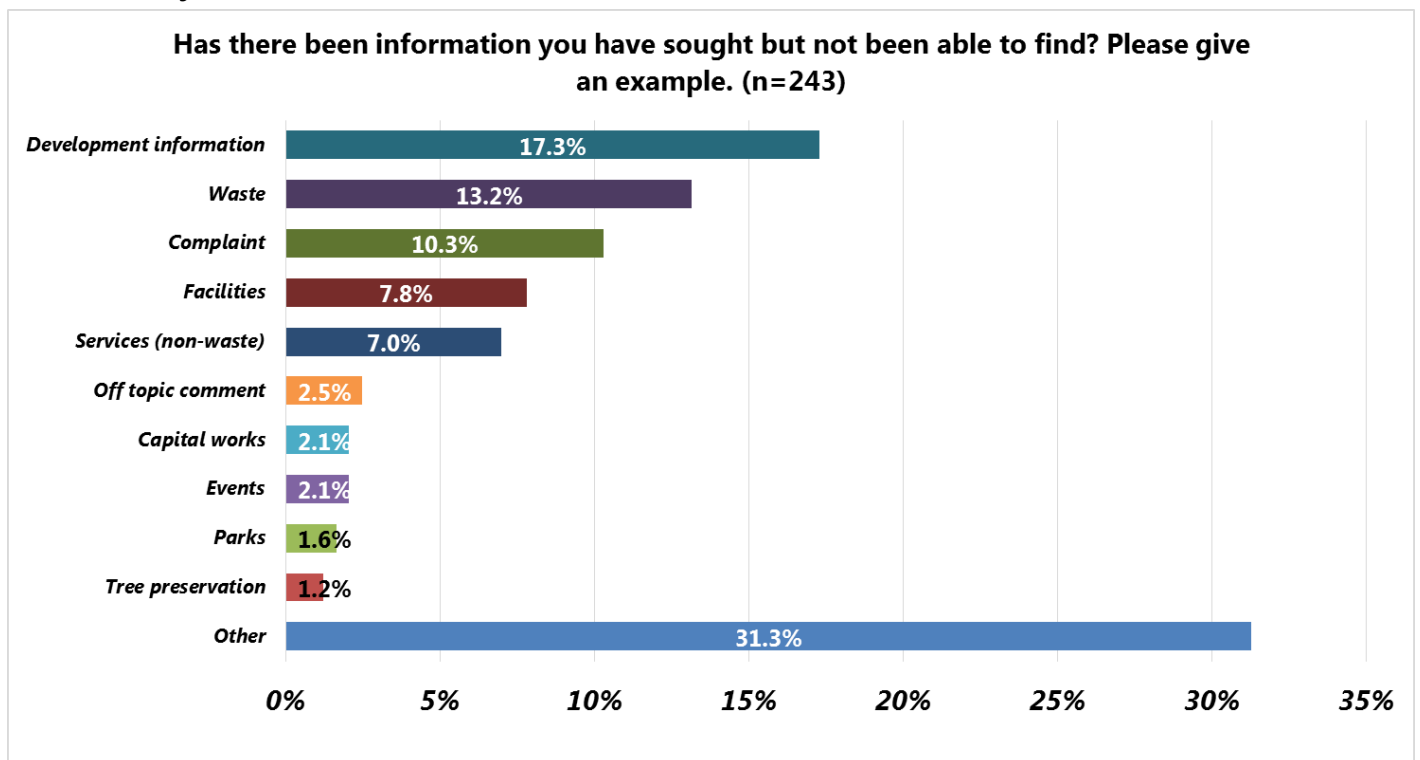**Online survey**

Figure 29 - Online survey Q7. Answers categorised by theme.

This was an open-ended question that attracted a wide variety of answers. Many answers were simply "no" or something to the effect that the respondent had found the information they wanted. These responses were excluded from the analysis. The five most common response themes (each with more than 5% of responses) were:

- Development information (17.3%), specifically information on zoning and restrictions, how to lodge a development application and what was involved, as well as updates on development applications – both respondent's own and their neighbours'
- Waste (13.2%), mainly waste pick up information
- Complaints (10.3%), mainly that the respondent had not found the information they sought, often blaming the website design
- Facilities (7.8%), including information about the aquatic centre (including information on a proposed closure of Epping aquatic centre), community centres and facilities and the library.
- Services (non-waste) (7.0%), mainly services provided for particular groups like young people and the elderly.

Intercept survey

This was an open ended question. The question was poorly answered with only four responses that were not "no". They are listed below.

- "Council collection dates"
- "School holiday activities, kerbside cleanup - timeframe for pickup stated as 'reasonable time' which isn't specific enough"
- "The calendar functionality isn't very good, would like a complete list of what is on on a single weekend. The DA conditions are hard to navigate - see what is viable in terms of housing development or extension."
- "Timetable for adult classes aren't easy to find (Zumba etc)".

Are you aware the website is available on mobile devices such as tablets and smart phones? (Q8 Online and Intercept surveys, Focus Groups)

Online survey

Table 21 – Online survey Q8 "Are you aware the website is available on mobile devices such as tablets and smart phones?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Yes	**70.9%**	70.8%	70.5%	70.0%	72.6%	63.6%	71.6%	68.8%	73.2%	72.7%
No	**29.1%**	29.2%	29.5%	30.0%	27.4%	36.4%	28.4%	31.2%	26.8%	27.3%
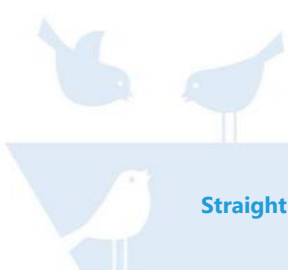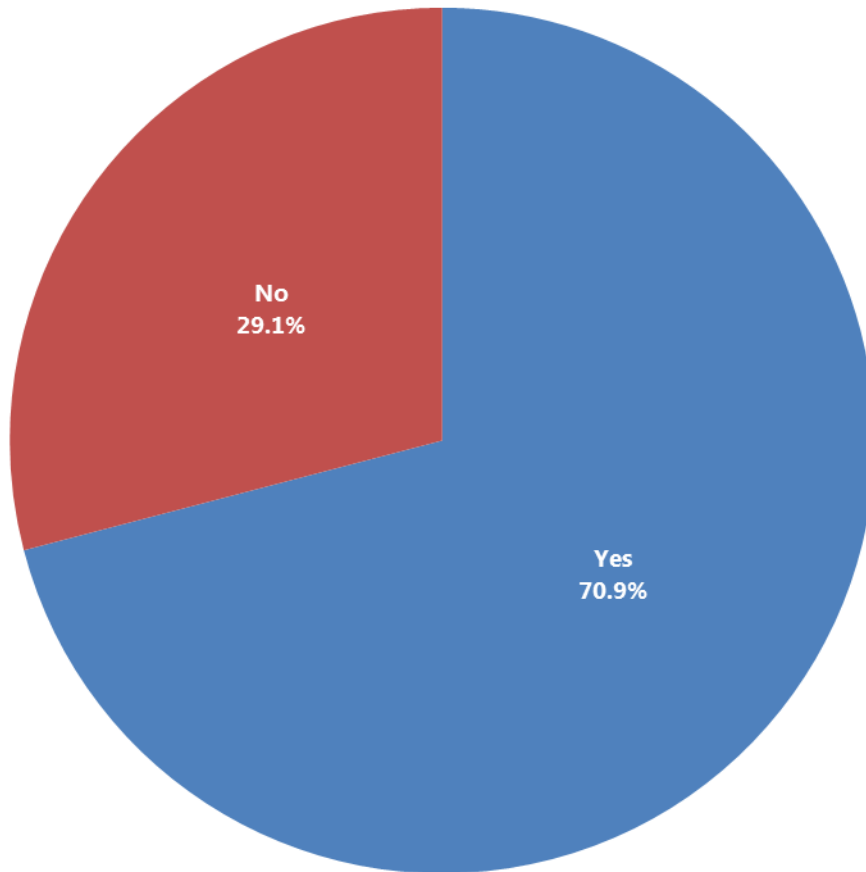
Figure 30 - Online survey Q8

Over two thirds of respondents were aware that the website is available on mobile devices (70.9%).

Intercept survey

Table 22 – Intercept survey Q8 "Are you aware the website is available on mobile devices such as tablets and smart phones?"

		Household Composition		Gender		Age Range				
	Total	Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Yes	**65.1%**	67.6%	61.9%	60.9%	76.5%	85.7%	50.0%	65.4%	85.7%	100.0%
No	**34.9%**	32.4%	38.1%	39.1%	23.5%	14.3%	50.0%	34.6%	14.3%	0.0%
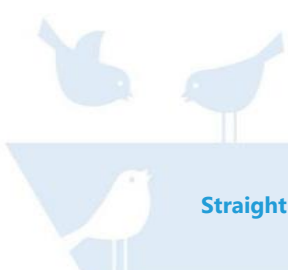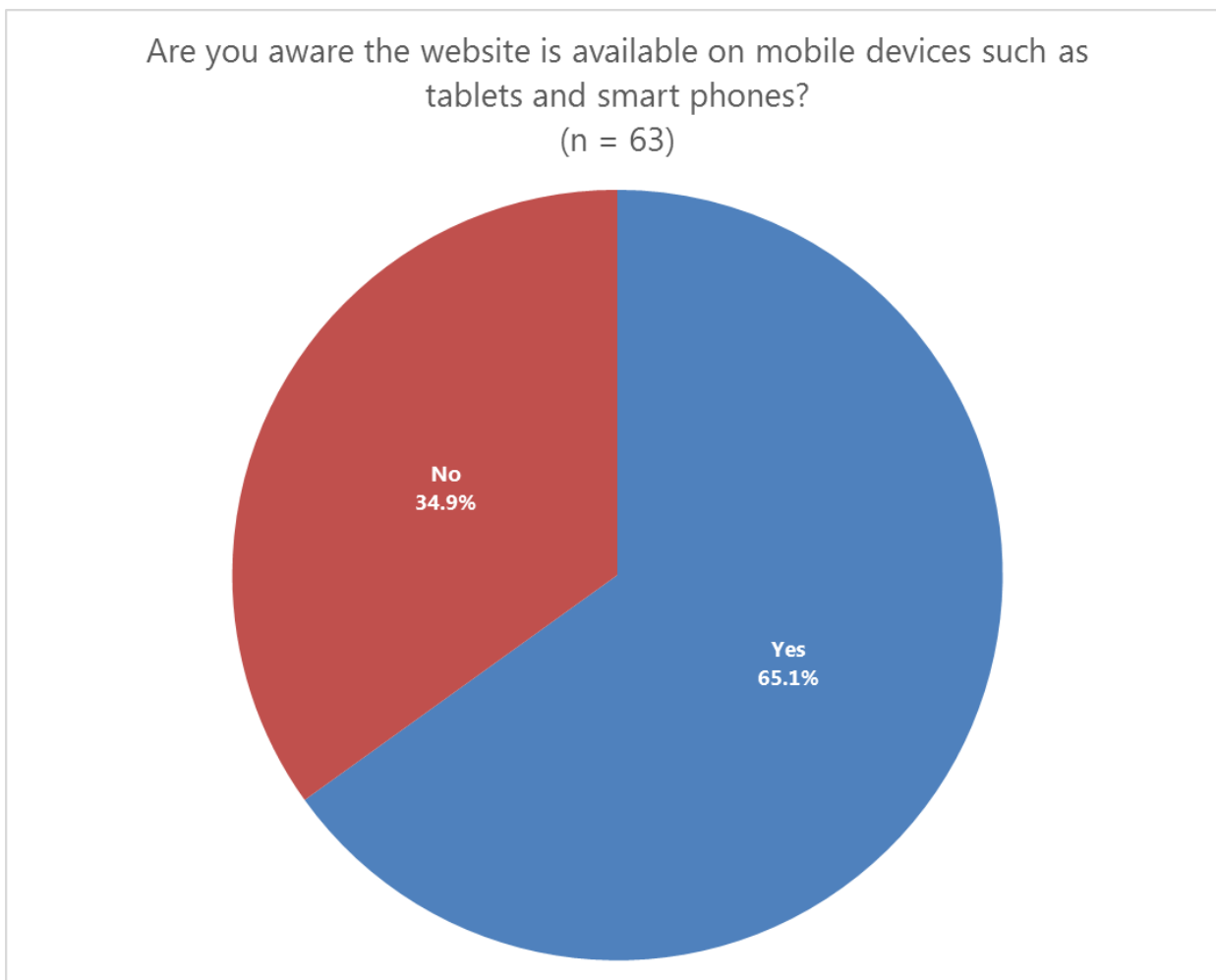
Figure 31 - Intercept survey Q8

A large majority, almost two-thirds of respondents to the intercept survey, were aware the website is available on mobile devices (65.1%).

4.5.2.   E-newsletter

What do you like about it? (Focus groups only)

CALD

People from the CALD group liked the e-newsletter, as there was a consensus it is easier to read content in a digital rather than hard copy format.

> '*It is convenient because we live on the net these days. I used to enjoy the papers but now everything is in front of you on the iPad or computer.*'

> '*I am more likely to read it that hard copy material.*'

Another positive element of the e-newsletter raised was that the information is in summary form, making it easy to consume.

> '*It's short attention stuff in the email.*'

> '*E-newsletter was useful for bitesize info and they go elsewhere to seek more information.*'

Younger people

The younger people group liked the e-newsletter for the type of information it presented and how it presented this information. People valued the inclusion of variety of information, which was presented in an engaging way; using a combination of images and small amounts of text.

> *'I like that the next council meeting date is listed.'*

> *'I like it for the tell us what you think survey.'*

> *'You can just click on elements you like.'*

> *'Not bad, like it for its short descriptions.'*

> *'I like the colours, brightness, pictures mix with well words.'*

Working families

Most participants in the working families group only liked the e-newsletter if the content was tailored to their specific interests. In most cases, participants found only certain parts of the e-newsletter relevant.

> *'Don't find particularly useful – mostly just scan it – not much relevant, generally too random for me.'*

> *'Depends on how much time and what mindset you're in. Also only look at topics I'm interested in. Interested in school holidays.'*

> *'If it's relevant, for example a plant giveaway.'*

One participant praised the design and presentation of the e-newsletter.

> *'I like it: the colours, panels. Looks alright on a desktop. Eye-catching. Quick to see all info in one go.'*

What could be improved? (Focus groups only)

CALD

When the e-newsletter communicates information, particularly on events, people want to be able to save the information and access it elsewhere at a different time. It was suggested that for events, the e-newsletter functionality would be improved by being capable of feeding directly into the individual's personal calendar on the devise they are using.

> *'If there are activities and being able to click on the dates and then save it straight into your calendar it would be good.'*

> *'I read the newspaper over Breakfast – I'll cut stuff out and stick it on the fridge. You get more information in the local newspaper so I will read more.'*

Younger people

The design of the e-newsletter was identified as an initial barrier, which stopped participants from engaging with the content.

> *'Too busy for me, too much content in a small area.' (2)*

It was suggested that changing the layout of the e-newsletter could help improve the relevance of the information. It was a common thought that there was no clear pattern in the way the information was structured and presented. For events, one participant suggested it would be more logical to present them in chronological order.

> *'Could sort via time line.'*

> *'Currently no logical sense in how they sort the issues.'*

> *'North Connex is centre of e-newsletter however it's a state issue, Council can't respond – it's not their decision.'*

The concern was also raised that e-newsletter highlights information, which can't be found in depth on the website.

> *'Website doesn't back up information on e-newsletter, when I contacted Council for information about bees, I was just passed around.'*

> *'Website lacks details and more concrete specific information, we need depth.'*

> *'Newsletter provided headlines, attention grabbing – but there's no detail elsewhere.'*

Working families

The working families group found lack accessibility and relevance to be the main issues with the e-newsletter. One participant praised the design of the e-newsletter, however this participant could rarely appreciate the design because it would not load properly on the mobile device they used.

> *'I receive it through my work email and half the pictures don't load. I would like to be able to look at it while on lunch at work. Is it too big a file? Looks fabulous if it loaded properly.'*

The majority of participants were concerned that the e-newsletter is not relevant. Content and information are seen as more valuable than design.

> *'Too much information on the page: a lot of information I don't care about. More focus on being stylish than useful. Not organized well, a schedule of information, for example a calendar would be easier.'*

> *'I don't like it. It's reasonably gimmicky, limits what can actually be presented, I want to see what impacts me – which is often not on their events or news. Would prefer a different package with clearer information sections, for example a section on developments and one on all community events in one area.'*

> *'Don't need pretty colours and pictures for developments and projects like North Connex. It's over the top.'*

> *'Should capture postcodes with email addresses and tailor relevant information, for example closing of Epping pool to Epping residents.'*

> *'Prioritising of topics is random.'*

What kind of information should be included in it? (Focus groups only)

There were limited responses to this specific question, as people often inadvertently answered this question through the previous two questions.

CALD

All participants in the CALD group said the e-newsletter was useful for bite-size information. Participants go elsewhere to seek more information. One of the preferred places to seek more information is the library.

Younger people

The younger people group thought the e-newsletter needs to provide relevant information that keeps the local community up-to-date.

'Issues on newsletter need to be relevant to council and community.'

'Would be helpful to know the agenda of the Council meetings, maybe a link in e-newsletter to minutes from previous meeting and potential agendas. For example, mountain biking is being covered by Council tonight, but I didn't find this out through Council, I found out through an advocacy group.'

Working families

There was a consensus in the working families group that the information in the e-newsletter needs to be relevant to the reader. If the content is not relevant, the e-newsletter is seen to have little value.

'Provide area specific news.'

'Interests should be segregated into events, infrastructure/developments.'

'There's often a lot of publicity about events, for example Christmas, but major developments go under the radar, very quiet.'

4.5.3. Posters and banners

What do you like about it? (Focus groups only)

CALD

Participants in the CALD group engaged with posters and banners to be informed. The majority of the group believed Hornsby Council's posters and banners are not informative. This raised the question of what is the purpose of the posters and banners. Participants were unsure if the posters and banners were targeted at the local community or to people from outside the community.

'The posters aren't informative. Most people know it's a bushland shire. We don't need pictures. I don't think posters are useful.'

'It's an ad to say isn't Hornsby great. Waste of rates.'

Younger people

The younger people group praised the design elements of the posters and banners, but were unsure of their purpose.

'Gorgeous images, colours, similar colour schemes, I like what they look like but don't understand what they are for. There's no call to action.'

It was suggested there purpose was to encourage community members to explore the area. If this is the purpose, it was a common belief that there should be more information available about the location.

'Makes you want to discover places, for example Fagan Park.'

'Social media links should be bigger to inspire action.'

Working families

The working families tended to be critical of the posters and banners for lacking a clear purpose.

'Pretty, but a waste of money – no one is noticing them, what are they advertising?'

'If you want to advertise – have information, for example include maps.'

'Information isn't targeted enough, heritage buildings would be good.'

'Look at pictures and think where are they?'

It was identified that posters and banners have the potential to be a great form of communication, if they had a clear purpose.

> *'Great starting point – work on where to locate the posters.'*

> *'Need to showcase the shire.'*

What could be improved? (Focus groups only)

CALD

The majority of the CALD group believed the posters and banners should provide more information through text.

> *'The posters at the moment don't have much information. More like the e-newsletter. Some information on where picture are so people look into it.'*

> *'People like to know where pictures are taken.'*

Younger people

The consensus among the younger people was that the posters and banners would have greater value if more information was provided. If this information is not provided in the form of text on the posters and banners, it should be provided through links. The younger people group believed the purpose of the posters and banners should be to direct the local community to information online.

> *'Could include more active wording for example 'Join in the conversation', 'Discover your surroundings'.'*

> *'Social media so small – add wording for example 'Log in to Hornsby'.'*

> *'Make icons and links more prominent.'*

> *'Need instruction and enticement.'*

> *'The value would be provided in further links, for example Bobbin Head bush walk.'*

> *'Poster equivalent should be on website, pictures should link to information.'*

Working families

Two participants from the working families group thought the posters and banners could be improved by changing the design.

> *'Standard feel, style and layout. It is what everyone is doing: doesn't stand out.'*

> *'It's daggy.'*

However the majority of the working families were more concerned with the usefulness than design of the posters and banners.

> *'Don't worry about consistency with newsletter, do what works.'*

> *'Could use images on web with drop down information.'*

> *'Need to be in areas where people are.'*

> *'In shopping centres, everyone uses digital signage: it's better than posters.'*

> *'Only poster remember seeing was driving out of Westfield, advertising pool, it's a memorable place.' (2)*

4.5.4. Council's page in the Hornsby Advocate

CALD

The two members of the CALD group who hadn't seen Council's page raised the point that in the past they engaged with the Hornsby Advocate but they had transitioned to engaging with different methods of communication.

> '*It was one of the main sources but now it isn't delivered to us anymore.*'

> '*There is a lot more on e-page than here. We used to cut these out and put on fridge.*'

Younger people

The majority of the younger people group had not engaged with Council's page in the Hornsby Advocate, and did not intend on engaging with it in the future. One participant made a comment indicative of the entire groups' attitude that was the Hornsby Advocate targeted an older age group.

> '*My grandmother reads it in the Advocate, it's a different demographics contact point.*'

There was a trend in the younger people group to access online communication methods in preference to print versions.

> '*Social media is more personalised, happy to flick through on feed, not in paper.*'

> '*Local papers get driven into the driveway, I read news online these days.*'

Working families

The two participants from the working families group who had seen Council's page in the Hornsby Advocate had differing views of its value. One participant found it a good source of information, while the other participant did not find it useful.

> '*You find everything you need, clear headings. Find out what's happening and where, then can put on calendar.*'

> '*Bit of an ad of what's going on. I'm more interested in what impacts me, for example developments (Ryde has developments in the middle of the paper). Should have all information together, developments as part of Hornsby Council's section to make more accessible.*'

4.5.5. Facebook

CALD

Only three participants from the CALD group use Facebook, and from these three only one person follows Council. The majority of CALD participants expressed little desire to communicate with Council through Facebook. One participant said they would prefer to communicate with Council 'directly by phone'.

Younger people

The younger people group valued a Council Facebook page for providing up-to-date information.

> '*Really up to date information by the minute, for example there's a bush walk in Galston Gorge.*'

> '*I visited page for Anzac Day to find out when the Dawn services were.*'
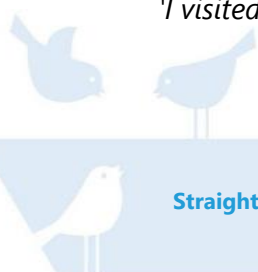
This group held some scepticism towards Facebook as a communication method, as a result of the way Facebook functions. All participants who had engaged with information on Council's Facebook page had actively sought out the page. No participant had seen a post made by Council in their news feed, with the exception of when a Council post had been liked or commented on by one of their Facebook 'Friends'.

> *'Facebook prioritises things so not guaranteed you'll see page in your feed.'*

> *'Most of the things seen are because a friend has liked it, due to the Facebook formula. You have to go out of your way to see information.'*

As part of a follow-up discussion, those people who were on Facebook but did not like Council's page were asked if they were now encouraged to like the page. One participant said yes, to see upcoming events, and two other participants were not encouraged to like the page.

> *'I don't use Facebook much.'*

> *'I don't want feeds, don't want to be looked up via the Council's page.'*

All participants in the younger people group believed Council could improve their Facebook presence by engaging with the medium in a more interactive way and providing responses to the community.

> *'Content good, communications poor.'*

> *'Social media can be two way communications – community will respond but Council won't respond back.'*

> *'Council provides no closure on issues, poor form, not the right way to use social media.'*

> *'For example there were negative comments regarding hall closures and there were no Council responses, even if other community members like your comments.'*

The younger people group believe the purpose of social media, and in particular Facebook, is to provide a forum for dialogue. Currently, Council's Facebook page does not achieve two way dialogue. The younger people group made clear that if Council decides to use its Facebook page as a two way communication channel, Council needs to invest adequate resources to ensure the dialogue is of a high quality.

> *'We want responses, otherwise why have it? Leaves a bad taste in your mouth.'*

> *'Invite dialogue but doesn't respond. If a company did this they would lose business.'*

> *'Other councils respond to concerns.'*

> *'Otherwise you're using Facebook as an email (one way communication).'*

> *'Do they have dedicated resources to manage social media and provide responses?'*

> *'I've used twitter to contact other companies like Qantas because if you call you're put on hold. These companies respond to your tweets within 2 minutes.'*

> *'Talk back to your community.'*

> *'If a mower shop can have a chat bubble on web, why can't Council? But is a double edged sword if bubble is bad.'*

Working families

The three participants from the working families group who liked Council's Facebook page had not seen posts from Council, as a result of the formulas Facebook uses to generate newsfeeds. Participants had accessed the Facebook page to view information updates and events. One participant used the Facebook

page to make a complaint. Other community members responded to this complaint, however Council did not respond. This previous experience made participants question the purpose of Council's Facebook page.

> '*What is the purpose of it? – doesn't appear they are using it as a form of consultation, which could be good if they did. Is it part of their consultation strategy?*'

The working families group believed Council could improve their Facebook page by utilising it for two way communication.

> '*Community provides their feedback but then Council doesn't respond, do they even read it?*'

> '*They should reply to the community's posts.*'

> '*They're using it as a cheap focus group, just an opportunity for them to see what community says but not respond to. Facebook shows just a few people opinions.*'

In follow up to the discussions of Facebook as a form of two way communication it was asked if the participants would assume they'd receive a response if they posted a question on the wall of Council's Facebook page. The consensus was that quality responses, where appropriate, would be expected.

> '*Reponses would make them look more human.*'

> '*Don't need to respond to every comment, just respond to the subject matter, if there's a general consensus acknowledge.*'

> '*Don't just want automatic replies that defeats the objective. Needs to be authentic.*'

A quality response was deemed to be not only direct answers to questions, but also responses that directed the community member to the appropriate place to handle their concern.

4.5.6. Twitter

CALD

The CALD group had the smallest percentage of participants who used Twitter, only one person. This person said they use Twitter to "follow news". When asked if they would tweet to Council, the response was "If important yes".

Most participants didn't know Council had a Twitter page. There was little enthusiasm among the remaining participants to communicate with Council through Twitter.

> '*If I need something I would prefer to talk to them directly by phone. It's answered in seconds. I don't mind going to internet for general information but if I have a problem I want to talk to somebody.*'

Younger people

The younger people group had the highest percentage of participants who used Twitter, although none of the participants had engaged with Council on the platform. The younger person group collectively thought Council could better utilise Twitter as a communication channel. Council's Twitter presence could be improved by creating two way communication and tailoring content to be appropriate to the medium.

> '*No interaction currently occurring on Twitter.*'

> '*They are only following 57 people, it would be nice if they followed their followers to see what their community members are posting.*'

> '*Need to respond, two way communications.*'

'Surprised at how little they use it.'

'Could do 6 to 8 tweets a day.'

'Currently using it to give out large amounts of information. Do quick accessible posts.'

'Could include small, bite size information for example agenda for council meetings.'

Working families

Few people from the working families group used Twitter. When those who aren't on Twitter were asked if they would ever be interested in Council's Twitter the unanimous answer was no. This group wanted to know the purpose of Council's Twitter page, which was unapparent.

> *'Common issue with social media, they don't show you why you should care. Purpose of each social media is unclear. Give each platform a specific purpose.'*
>
> *'Council should use it as a communication tool. It's currently pointless, and there to tick a box. They don't maintain it and make it useful.'*
>
> *'Just have it, to be seen as having it.'*
>
> *'They could use it for things that are happening real time, people could know day to day what decisions the council was making. But Council don't like releasing information quickly, can they be real time?'*

The working families group thought Twitter may be an inappropriate platform for an organisation like Council.

4.5.7. Instagram

CALD

The CALD group has limited understanding of Instagram as a platform, and how Council could utilise it. The one Instagram user from the group identified the platform has a creative focus, with the comment "Good thing for the creative minded people. The migrants' photo exhibition is good."

Younger people

Very few participants in the younger people group used Instagram, but there was generally a comprehensive knowledge of how the platform works. There was a perceived lack of awareness of Council's Instagram page.

> *'They only have 170 followers, obviously not enough people know about it.'*

This group identified Council could better utilise Instagram to engage the community. If Council were to change how they utilise Instagram, the younger people believed it could become a local community forum for photographs.

The group had a number of suggestions on how Council should utilise Instagram.

> *'Use it to post pictures of events <u>after</u> the event, to encourage people to go to future events. People see something is 'kinda cool' and would be encouraged to go to future events, for example music festivals for youth, aquatic centre on a great day, movie nights.'*
>
> *'Share pictures taken by residents at events. Encourages people to look at content when they are tagged in it.'*
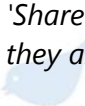
'If you look at the hashtags they are using they don't actually create a conversation just sound quirky.'

'Should develop a hashtag across all social media. Allows people to easily access across all social media.'

'If council was more proactive with social media could easily develop.'

'Council needs to be more proactive. They have a big mouth and no ears.'

Working families

Only one participant from the working families group was an Instagram user. The majority of the working families group thought Instagram was an unnecessary form of communication for Council to use.

'Why do they even have it, they already have Twitter and Facebook. Wasted site that you get minimal use.'

'Don't need it.'

'Would have to go elsewhere to find information.'

'Not enough going on in local area to warrant regular photos. Information more important than graphics.'

'Council needs to define different purposes for every social media. Go to platforms for different purposes. Get community involved in contributing to social media.'

4.5.8. YouTube

CALD

The CALD group identified YouTube can be a powerful medium for conveying messages, if used correctly.

'YouTube is becoming a really powerful tool. If I go overseas I can watch ABC news on it.'

'My wife catches up with the news from South America.'

However participants identified YouTube is not a great tool for Council to utilise, while there is lack of awareness that the Council's channel exists.

'Council needs to inform us that they are on YouTube so we start to use it.'

If Council were to better utilise its YouTube channel it would be an appropriate medium to showcase visual materials, for example exploring skate parks. However there are other communication methods utilised by Council that highlight visual information and are accessed by the community. YouTube was identified as having limited value.

Younger people

Only one participant in the younger people group was interested in Council's YouTube channel.

'I would watch to see Council's perspective on the area. Feel Council is in a different world to the residents.'

The group was opposed to Council investing resources into a YouTube channel, as they believed it is difficult to locate information on this platform. If Council were to pursue a YouTube channel it would need to have a clear purpose and create content of a high quality.

'Too much crappy content on YouTube.'

'Only good quality content should be uploaded.'

Working families

Participants in the working families group were unsure of the purpose of Council's YouTube channel. None of the participants had seen a video produced by Council.

'What's on it?'

There were suggestions that YouTube could be used to promote events, provide information and be a platform to showcase local work. Participants thought the YouTube channel could have some value if it presented information relevant to the audience.

'Good way to promote events, for example a plant giveaway – a lot of people wouldn't know what it's like, also bike tracks – people don't know what they're like, and would be like wow. Show the community a quick snapshot of different areas of the area.'

'Might look at videos, for example about bees. Would be good to link up to Facebook and Twitter, for example the mountain bike track. If I was looking for a particularly subject and it popped up I would look at.'

'Could be a platform for local community groups to publish their material.'

'Get the community involved, a tool to highlight community work.'

'If it's a pertinent issue in the community, for example comment from Mayor.'

'It'd be a good way to hear from Councillors and Mayor.'

However, overall there was scepticism as to the value of a Council YouTube channel. For a Council run YouTube channel to be successful it would need to have a clear purpose and provide high quality information, which could not be found through other communication methods.

'It has to be really good, really relevant, less than 15 seconds.'
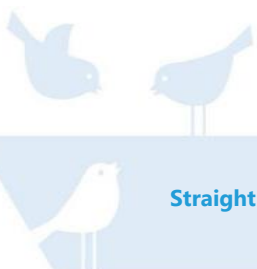
4.6. Future contact – frequency, channels and topics

At a glance

Across all three surveys, only a minority of respondents, around a third, wanted to be contacted by Council more frequently. Older people responded no to the prospect of being contacted more often, more frequently and responded yes less frequently than younger people. The online and intercept survey respondents were generally more receptive to being contacted by Council more often (although no responses still far outstripped yes responses on average), which fits with these participants' general tendency to be more engaged with Council.

- Respondents to the telephone survey would most prefer Council to contact them via direct mail, followed by email updates and then with rates notices

- Direct mail was much less popular with online survey participants and email updates were strongly preferred. Whilst it would be a natural conclusion to draw that this result is likely at least partly because many online survey participants had found the online survey via Council's e-newsletter (selection bias)

- It should be noted that the intercept survey, which has no selection bias with respect to the email method of contact, also returned email as the most popular contact method – it is possible that those more heavily engaged with Council generally prefer email as a contact method.

Respondents to the telephone survey most wanted to hear most about upcoming events, followed by public notices and reminders. Reminders and upcoming events were also popular topics amongst the online survey respondents, but they wanted to hear about local issues and new facilities or services even more – they were much more interested in hearing about topics across the board. Respondents to the intercept survey wanted to hear about upcoming events and new facilities and services. In general women were more interested in upcoming events, as were respondents from households with children under 18.

In the focus groups, the CALD group identified that they want to hear predominately about events, whereas the younger people and working families groups were more concerned with hearing about and discussing local issues.

By far the most preferred methods for future communication referenced by focus groups participants were email, Facebook (if used more effectively) and the local newspaper.

4.6.1. Frequency of contact

Would you like to hear from Council more regularly than you do now? (Q16 Telephone survey, Q10 Online and Intercept surveys)
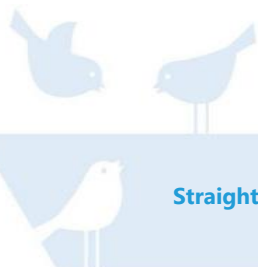
Telephone survey

Table 23 - Telephone survey Q16 "Would you like to hear from Council more regularly than you do now?"

	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Yes	**31.3%**	30.3%	33.5%	29.9%	32.3%	37.4%	27.4%	28.8%
No	**68.7%**	69.7%	66.5%	70.1%	67.7%	62.6%	72.6%	71.3%
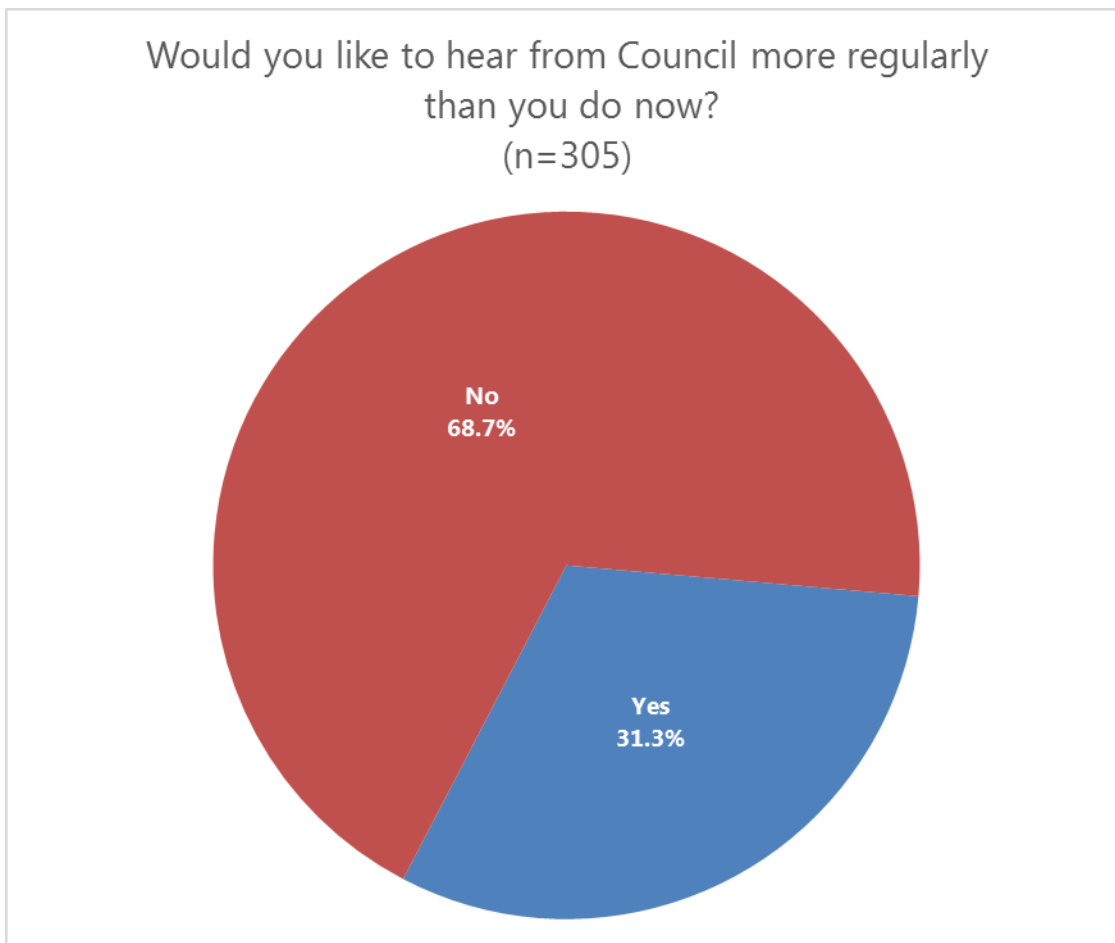
Figure 32 - Telephone survey Q16

Over two-thirds of respondents did not want to hear from Council more regularly (68.7%).

Online survey

Table 24 - Online survey Q10 "Would you like to hear from Council more regularly than you do now?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
No	**47.2%**	44.2%	50.4%	47.8%	47.8%	36.4%	40.5%	45.8%	51.7%	49.5%
Yes	**28.6%**	29.6%	27.6%	27.0%	29.7%	27.3%	31.5%	29.3%	26.4%	27.3%

		Household Composition		Gender		Age Range				
Unsure	**24.3%**	26.3%	22.1%	25.2%	22.6%	36.4%	27.9%	24.9%	21.9%	23.2%

Would you like to hear from Council more regularly than you do now?
(n = 1855)

- No 47.2%
- Yes 28.6%
- Unsure 24.3%
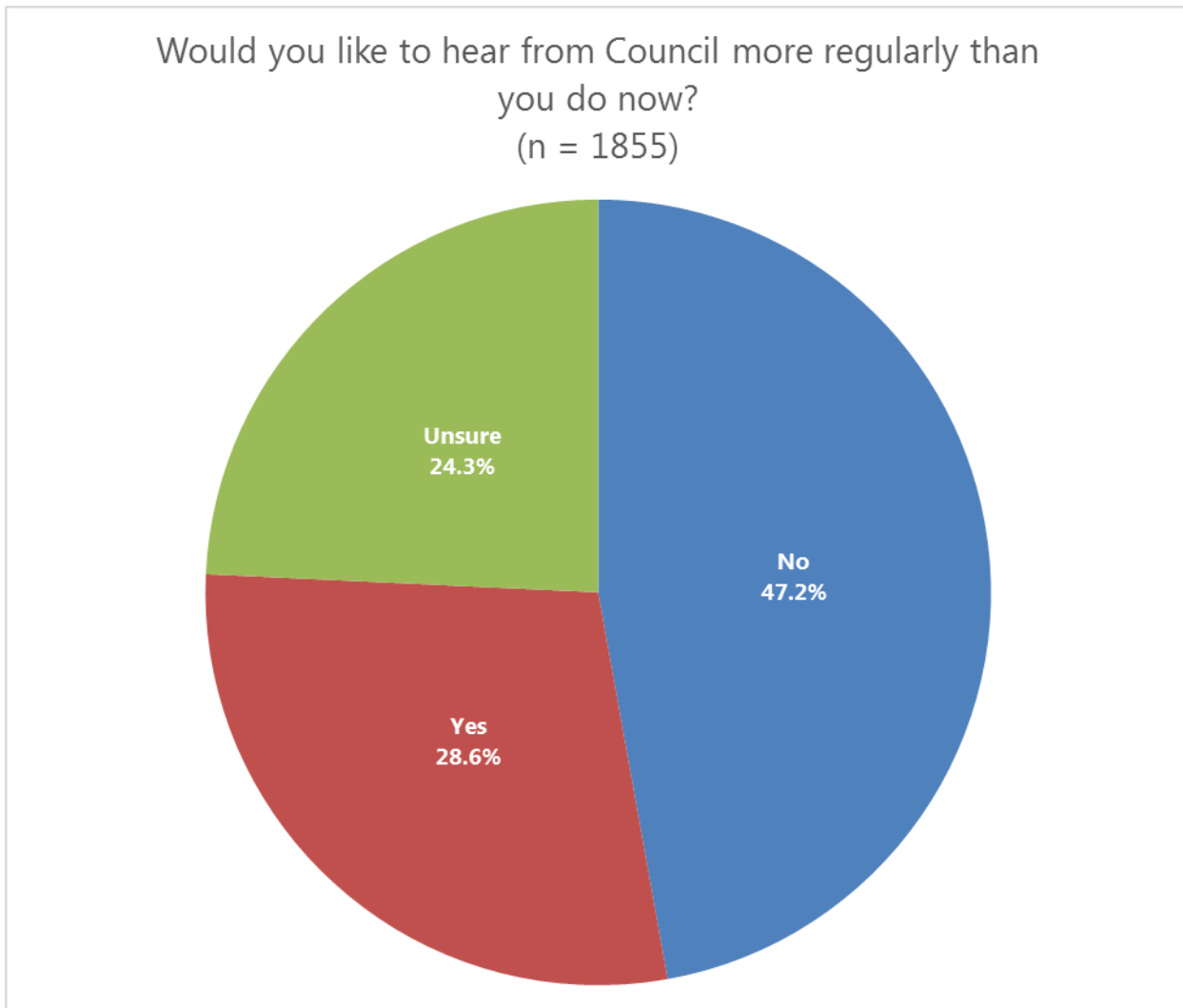
Figure 33 - Online survey, Q10

The most common response to this question was "No" (47.2%), making up about half of responses. The remaining responses are fairly evenly split between "Yes" (28.6%) and "Unsure" (24.3%).

Intercept survey

Table 25 - Intercept survey Q10 "Would you like to hear from Council more regularly than you do now?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
No	**54.0%**	51.4%	57.1%	54.3%	52.9%	28.6%	36.4%	69.2%	71.4%	100.0%
Yes	**33.3%**	37.8%	23.8%	34.8%	29.4%	28.6%	50.0%	23.1%	28.6%	0.0%
Unsure	**12.7%**	10.8%	19.0%	10.9%	17.6%	42.9%	13.6%	7.7%	0.0%	0.0%
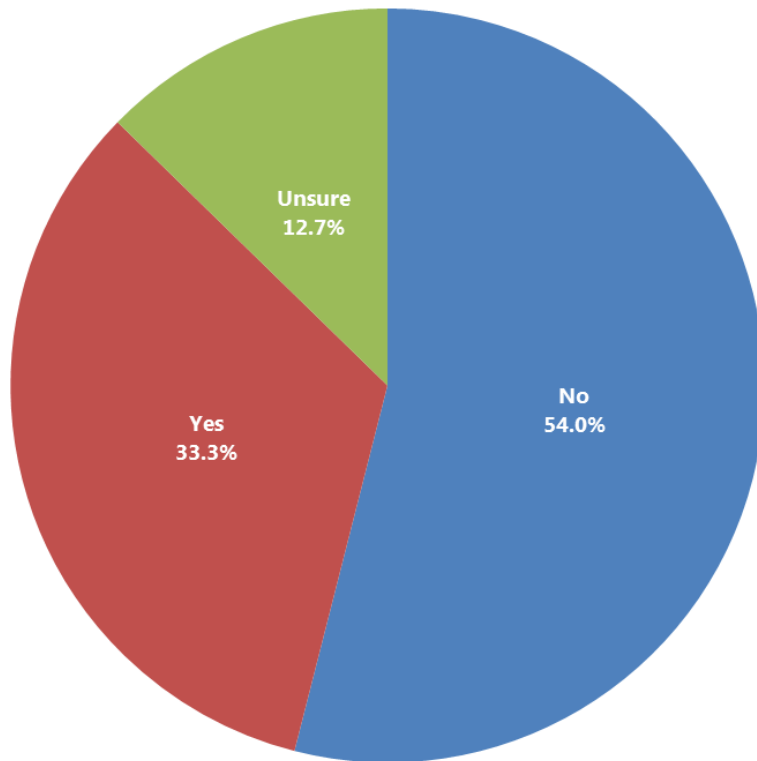
Figure 34- Intercept survey Q10

Most respondents to the intercept survey would not like to hear from Council more often (54.0%). A third would like to hear from Council more often (33.3%) whilst the remainder are unsure (12.7%).
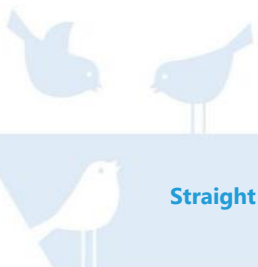
How often would you like Council to communicate with you? (Q19 Telephone survey, Q13 Online and Intercept surveys)
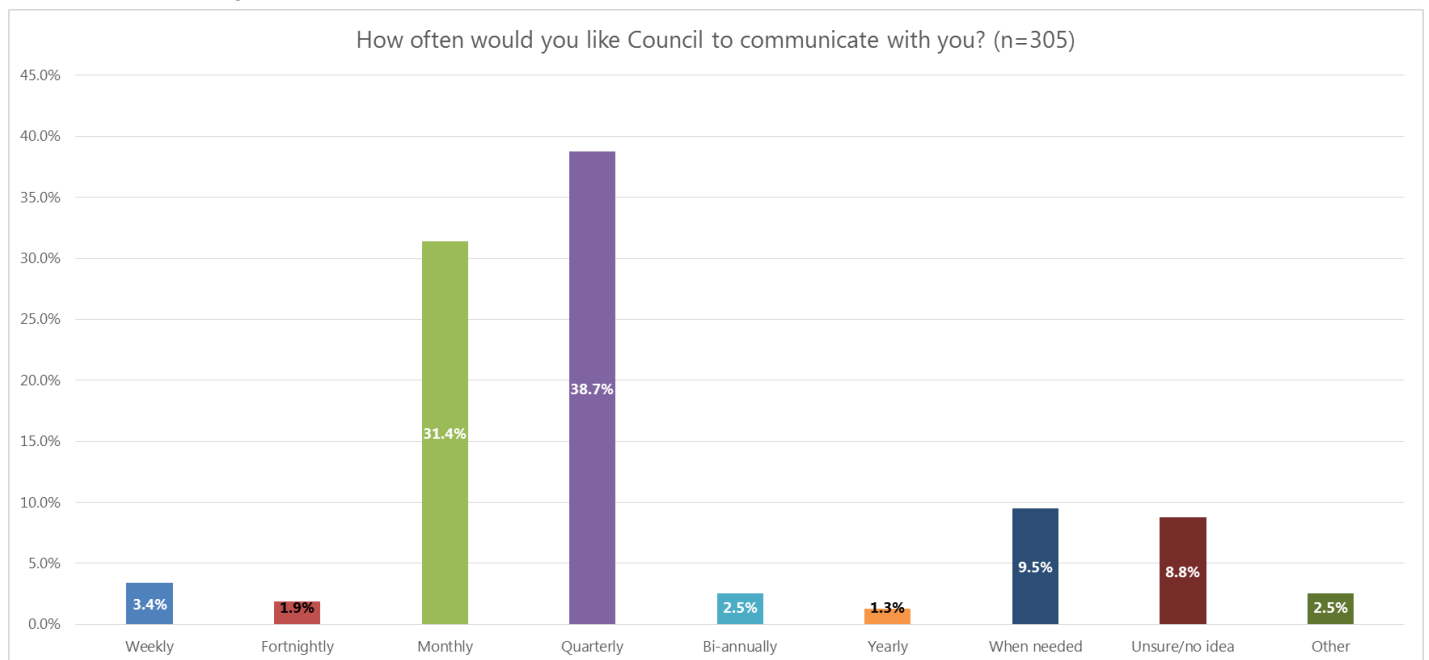
Telephone survey

Figure 35 - Telephone survey Q19, how often respondents would like to be contacted by Council

The vast majority of respondents would like to be contacted either quarterly (38.7%) or monthly (38.7%). These options were chosen much more frequently than other time periods. Another common answer was that Council should contact them "when needed" (9.5%).

Online survey

Table 26 - Online survey Q13, how often respondents would like to be contacted by Council

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Weekly	**9.4%**	12.0%	8.0%	9.9%	9.2%	9.1%	15.3%	11.2%	6.6%	7.1%
Fortnightly	**13.2%**	16.5%	11.8%	12.9%	13.8%	45.5%	16.7%	15.5%	10.9%	5.1%
Monthly	**45.0%**	44.7%	45.6%	44.7%	45.8%	0.0%	48.6%	41.0%	47.3%	55.6%
Quarterly	**20.7%**	16.3%	22.4%	19.8%	20.9%	9.1%	10.8%	21.0%	22.7%	21.2%
Unsure	**6.6%**	6.9%	6.5%	7.2%	5.9%	27.3%	5.9%	6.0%	7.1%	6.1%
Other	**5.0%**	3.6%	5.5%	5.5%	4.4%	9.1%	2.7%	5.2%	5.4%	5.1%
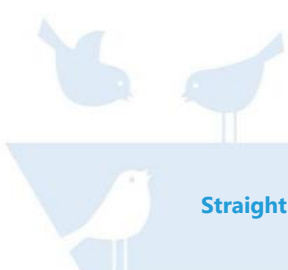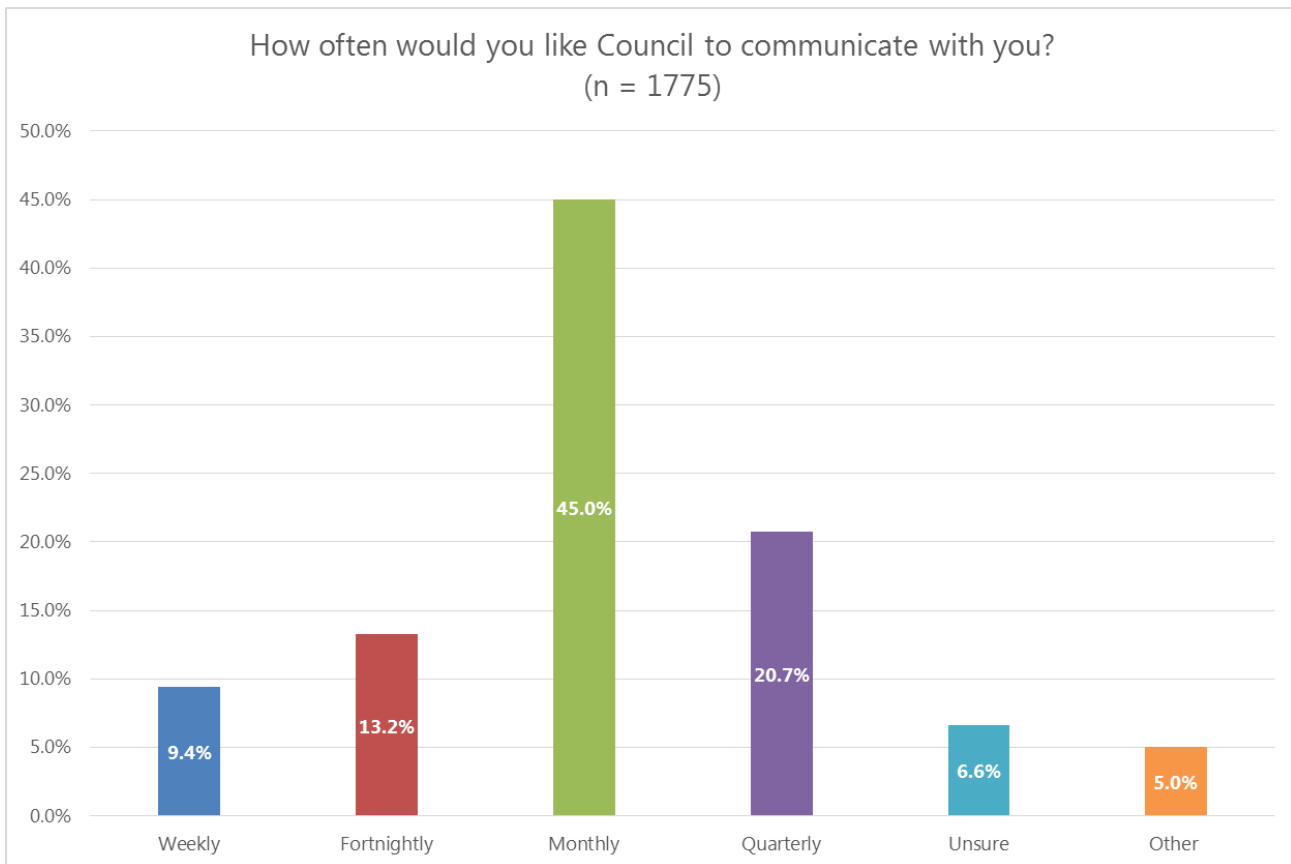
Figure 36 - Online survey Q13, how often respondents would like to be contacted by Council

Respondents to the online survey most frequently nominated that they would like to be contacted monthly by Council (45.0%), followed by quarterly (20.7%) and fortnightly (13.2%).

Intercept survey

Table 27 - Intercept survey Q13 "How often would you like Council to communicate with you?"

| | Total | Household Composition | | Gender | | Age Range | | | | |
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Weekly	**11.1%**	16.2%	0.0%	8.7%	17.6%	0.0%	18.2%	11.5%	0.0%	0.0%
Fortnightly	**14.3%**	13.5%	14.3%	15.2%	11.8%	28.6%	18.2%	7.7%	14.3%	0.0%
Monthly	**42.9%**	37.8%	47.6%	45.7%	35.3%	71.4%	40.9%	34.6%	42.9%	100.0%
Quarterly	**17.5%**	13.5%	28.6%	19.6%	11.8%	0.0%	9.1%	26.9%	28.6%	0.0%
Unsure	**4.8%**	2.7%	9.5%	2.2%	11.8%	0.0%	0.0%	7.7%	14.3%	0.0%
Other	**9.5%**	16.2%	0.0%	8.7%	11.8%	0.0%	13.6%	11.5%	0.0%	0.0%
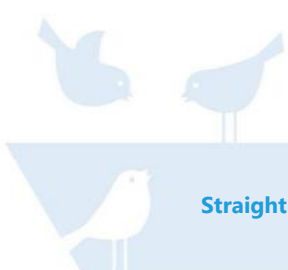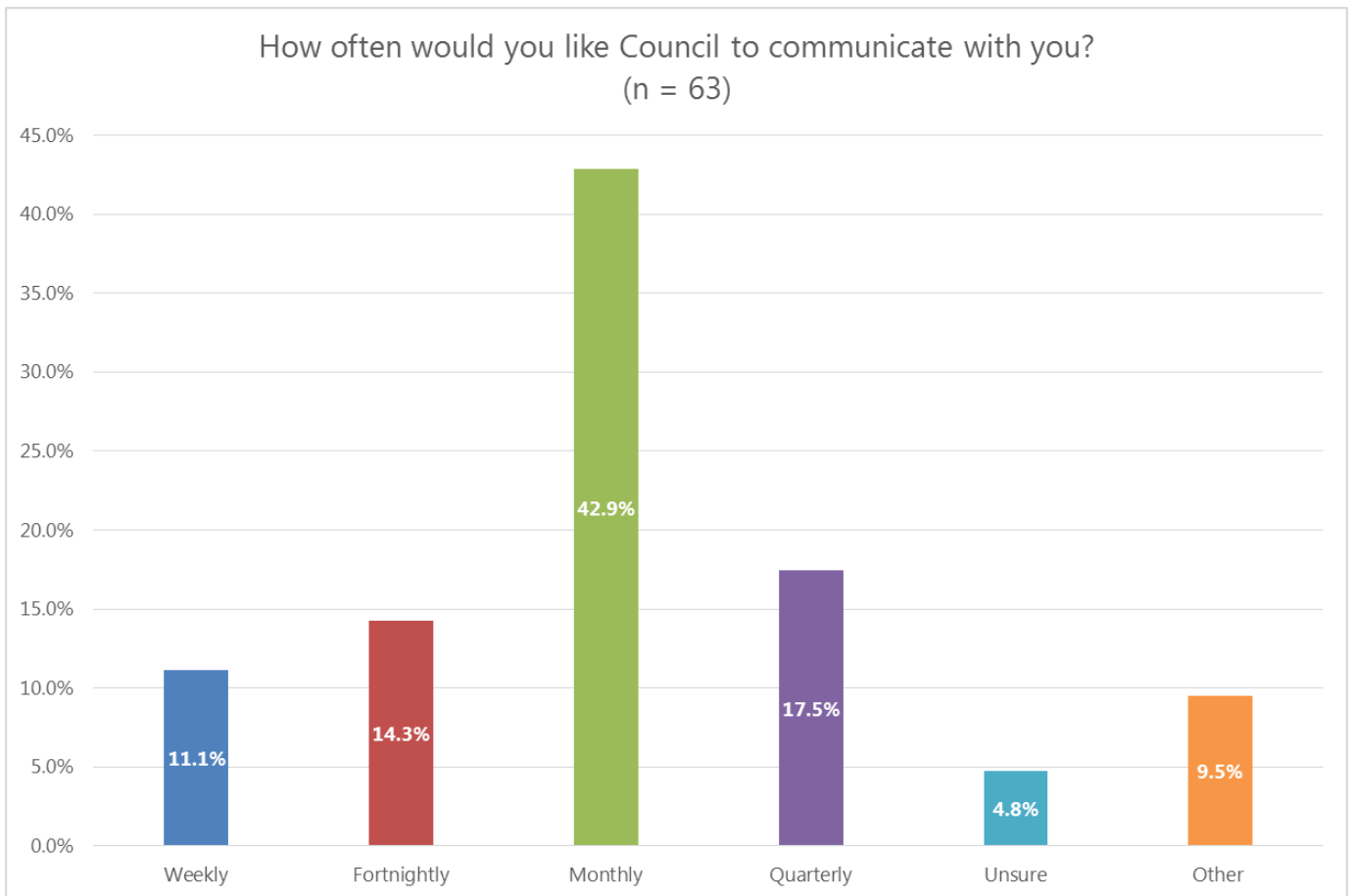
Figure 37 - Intercept survey Q13

The most popular answer to this question by respondents was that they would like to be contacted monthly (42.9%). The next most popular answers were quarterly (17.5%) and fortnightly (14.3%).

4.6.2. Preferred methods of communication

How would you prefer Council to communicate with you? (Q18 Telephone survey, Q11 Online and Intercept surveys, Focus groups)
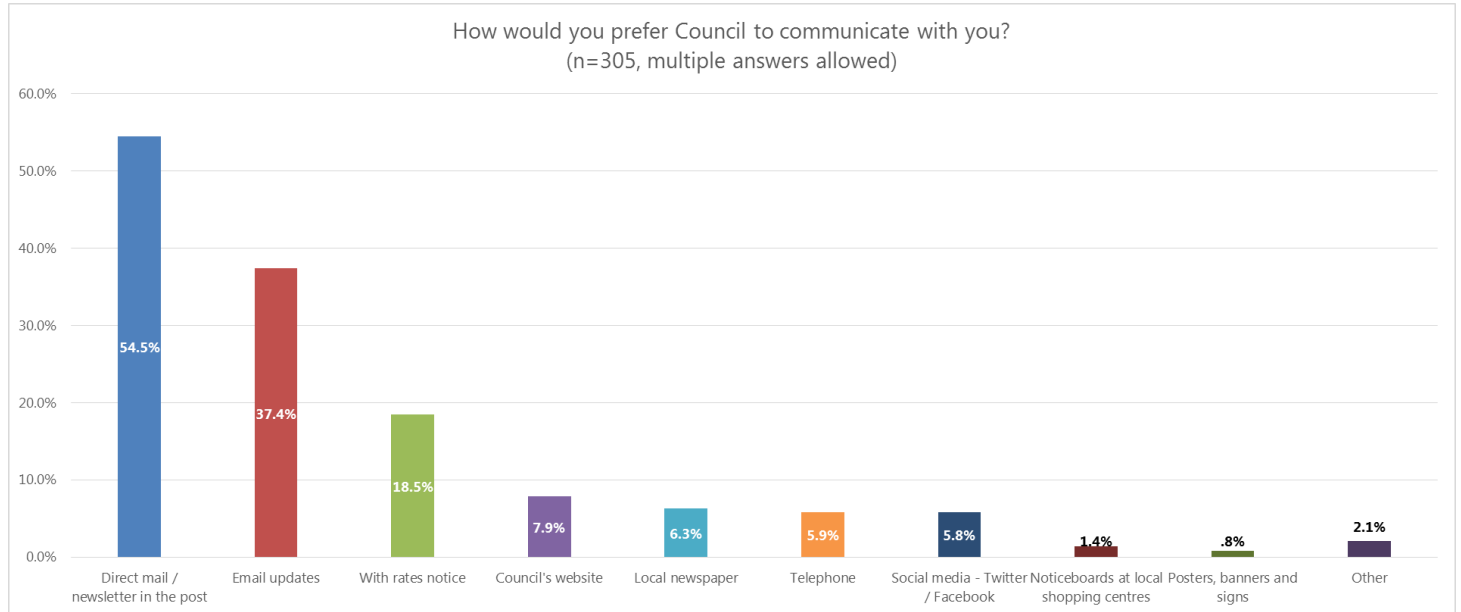
Telephone survey

Figure 38 - Telephone survey Q18

A majority of respondents would like Council to communicate with them via the post (54.5%), followed by email updates (37.4%) and rates notices (18.5%).

Significant cross-tabulations

✋ The oldest age group (60+ years) were significantly more likely than the middle age group (40-59 years) to nominate direct mail as a preferred method of communication (65.5% vs. 47.2%).

Online survey

Table 28 - Online survey Q12 "How would you like Council to communicate with you?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Email updates	**77.6%**	75.8%	78.8%	74.5%	81.7%	63.6%	82.4%	76.1%	78.3%	77.8%
With rates notice	**45.2%**	42.3%	47.3%	45.0%	45.8%	18.2%	37.4%	42.4%	49.0%	59.6%
Council's website	**31.7%**	28.7%	33.3%	30.9%	32.8%	0.0%	25.7%	32.8%	33.6%	28.3%
Direct mail - newsletter in the post	**17.7%**	18.4%	16.6%	18.7%	15.5%	27.3%	18.9%	16.4%	17.4%	16.2%
Social media - Twitter / Facebook	**10.3%**	16.8%	7.5%	11.9%	8.7%	45.5%	22.5%	13.3%	5.0%	0.0%

	Household Composition			Gender		Age Range				
Posters, signs and banners	**5.5%**	6.7%	4.5%	6.7%	4.0%	9.1%	5.4%	6.3%	4.7%	5.1%
Noticeboards at local shopping centres	**4.8%**	4.5%	5.0%	5.3%	4.1%	36.4%	3.2%	4.8%	4.4%	7.1%
Telephone	**1.4%**	1.7%	1.0%	1.1%	1.6%	0.0%	1.8%	1.6%	1.0%	1.0%
Other	**5.7%**	5.2%	6.0%	5.9%	5.9%	0.0%	2.7%	6.3%	6.6%	5.1%

How would you like Council to communicate with you? (Please choose your two preferred methods) (n = 1775)

Email updates: 77.6%, With rates notice: 45.2%, Council's website: 31.7%, Direct mail - newsletter in the post: 17.7%, Social media - Twitter / Facebook: 10.3%, Posters, signs and banners: 5.5%, Noticeboards at local shopping centres: 4.8%, Telephone: 1.4%, Other (please specify): 5.7%
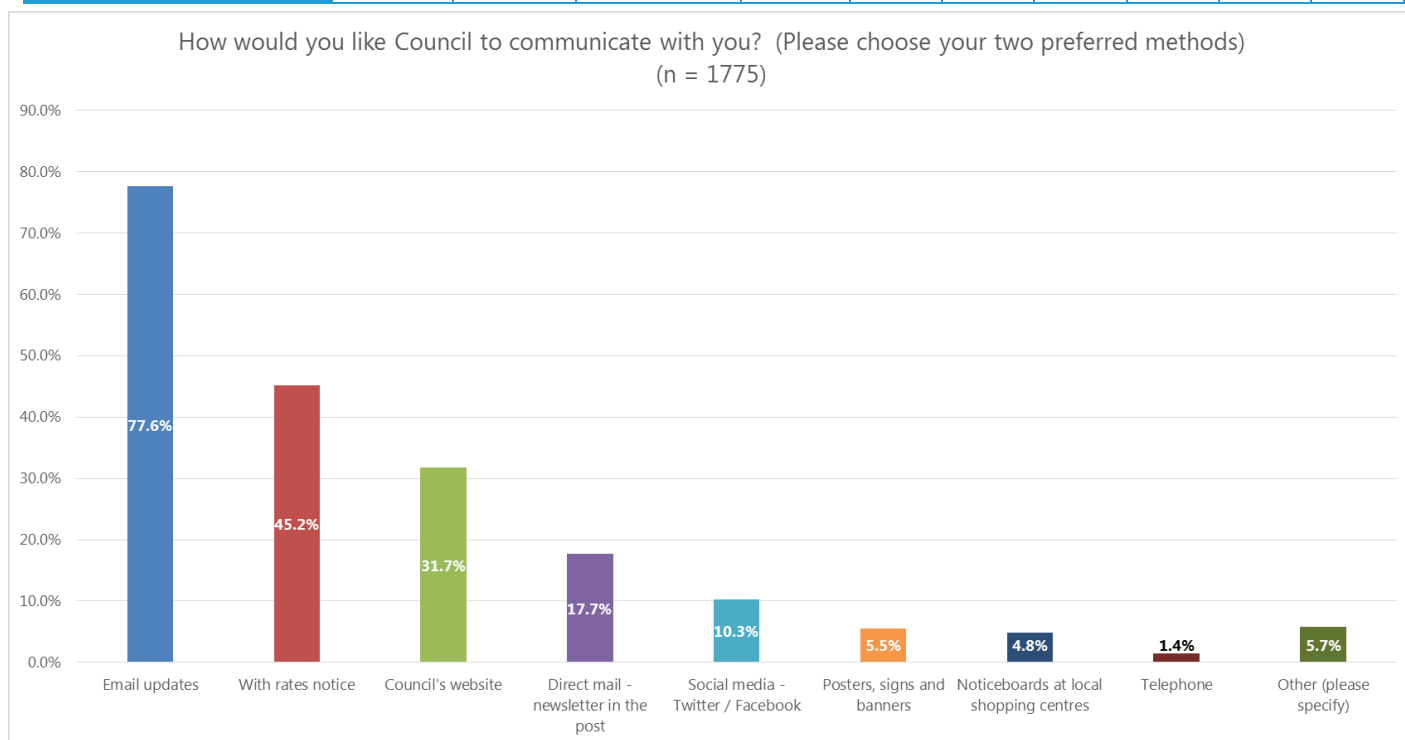
Figure 39 - Online survey Q12

A majority of respondents to the online survey would like to be communicated with via email updates (77.6%), followed by rates notices (45.2%) and council's website (31.7%). Only 17.7% of respondents wanted to be contacted by direct mail, contra the telephone survey, where this was the most popular method.

Significant cross-tabulations

🐦 Men were significantly more likely than women to prefer email updates (81.7% vs. 74.5%) and significantly less likely than women to prefer social media (8.7% vs. 11.9%) and posters, signs and banners (4.0% vs. 6.7%) as a means of communication.
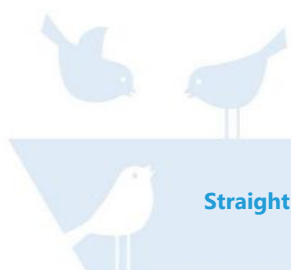
Intercept survey

Table 29 - Intercept survey Q12 "How would you like Council to communicate with you? (Please choose your two preferred methods)"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Email updates	**61.9%**	62.2%	61.9%	60.9%	64.7%	100.0%	68.2%	50.0%	57.1%	0.0%
Social media - Twitter / Facebook	**30.2%**	29.7%	33.3%	28.3%	35.3%	71.4%	27.3%	23.1%	28.6%	0.0%
Direct mail - newsletter in the post	**28.6%**	24.3%	38.1%	32.6%	17.6%	28.6%	22.7%	30.8%	28.6%	100.0%
With rates notice	**25.4%**	27.0%	23.8%	32.6%	5.9%	0.0%	22.7%	30.8%	42.9%	0.0%
Council's website	**20.6%**	21.6%	23.8%	19.6%	23.5%	0.0%	13.6%	30.8%	14.3%	100.0%
Posters, signs and banners	**15.9%**	24.3%	0.0%	17.4%	11.8%	0.0%	22.7%	19.2%	0.0%	0.0%
Telephone	**3.2%**	0.0%	9.5%	0.0%	11.8%	0.0%	4.5%	0.0%	14.3%	0.0%
Noticeboards at local shopping centres	**3.2%**	2.7%	0.0%	0.0%	11.8%	0.0%	0.0%	7.7%	0.0%	0.0%
Other (please specify)	**3.2%**	8.1%	9.5%	8.7%	17.6%	0.0%	18.2%	7.7%	14.3%	0.0%
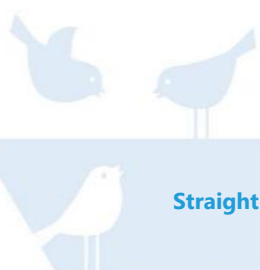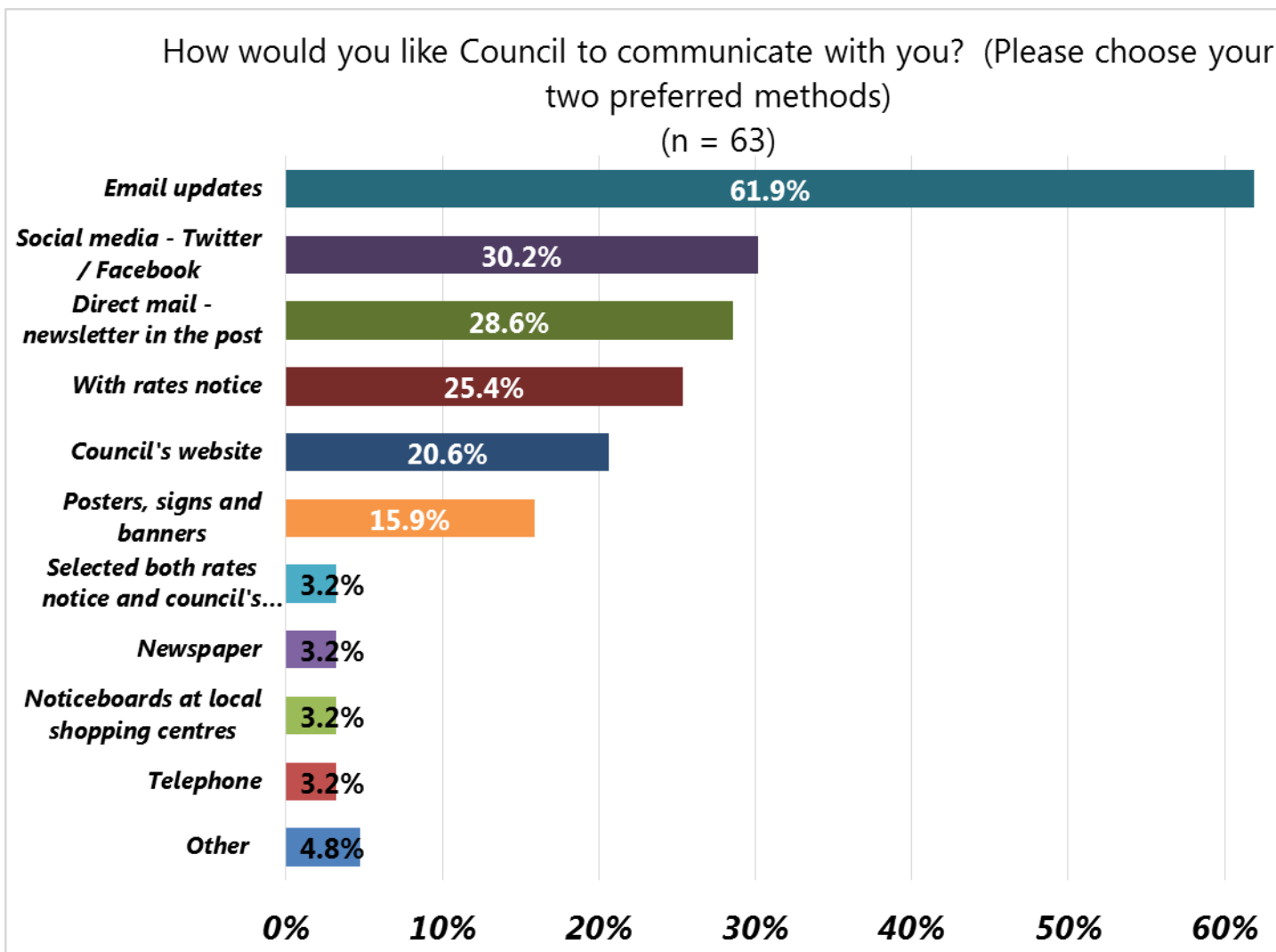
Figure 40 - Intercept survey Q12

Email updates were preferred by a majority of respondents (61.9%) for updates from Council, followed by social media (30.2%) then direct mail/newsletter in the post (28.6%).

Focus groups

In each focus group session every individual participant was asked how they would like to be contacted by Council. The preferred methods of communication can be seen in the table below:

	CALD	Younger people	Working families	Total
Email	6	9	7	22
Facebook	3	3	3	9
Local newspaper		1	6	7
Posters		3	1	4
Twitter	2	1		3
Mail		2	1	3
Weechat	2			2

	CALD	Younger people	Working families	Total
Website			2	2
Text message		1		1

CALD were specifically asked…

Do you ever translate the website into another language?

There was a lack of awareness that the website could be translated into another language. The CALD group thought it would be valuable to have a translation service available.

> '*I think it is a good idea to use the translate.*'

> '*That would be good for people from many different backgrounds.*'

> '*I think some of the immigrants didn't have the chance to go and learn English so it's a good idea.*'

Other participants from the CALD group thought Council should go one step further in addressing language barriers.

> '*Advertise the translation tools so people use it.*'

> '*Council need to promote lessons for English.*'

Younger people were specifically asked…

How can Council best be in contact with young people?

- Email: but how do you get everyone's emails?
- Banners
- Information at library: lots of people study there
- School newsletters
- School websites
- P&Cs newsletters, to target young parents
- Childcare centre: newsletters
- Targeted information: for example during Mandarin story time at the library, provide non-library related information during this time
- Provide incentives, for example freebies
- Aquatic centre
- Go to places young people populate
- Social media.

Working families were specifically asked…

Council information is sometimes targeted to kids, parents and busy families, what has been your experience of this information?
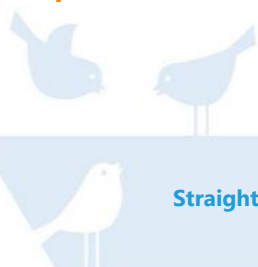
Most participants, who were interested in information for children and families, had actively sought out this information. People found the information provided was of an average quality and relevant to only a particular age group of children.

> '*I've actively sought out what's on for kids. Found generic information.*'

> '*I tend to google for information, but my son is under one, most is for kids of school age.*'

> '*Library does reading days: had to search for information, it's not obvious.*'

In follow-up, people were asked where they look for events targeted at families and children. A number of mediums were identified:

- The Advocate newspaper (3)
- Website (2)
- Website for library events
- Library noticeboard
- Google
- North Shore mums website (non-Council website).

Additionally, the group was asked if they think Council targets a specific age group of children. The majority of the group believed that Council targets predominately primary school aged children.

> '*Not a lot on for older kids, there's mountain bike track and pool.*'

4.6.3.   Topics of interest

What you would you like to hear about? (Q17 Telephone survey, Q11 Online and intercept surveys, Focus groups)

Telephone survey

Table 30 - Telephone survey Q17 "What would you like to hear more regularly about?", only asked of respondents who indicated they wanted to hear from Council more often

	Total	Household Composition		Gender		Age Range		
		Children < 18 present	No Children < 18	Female	Male	18-39	40-59	60+
Upcoming events	**67.8%**	88.8%	56.9%	59.3%	75.1%	81.7%	66.8%	44.6%
Public notices	**46.0%**	48.0%	49.7%	40.9%	50.4%	63.4%	38.1%	26.5%
Reminders	**41.7%**	47.2%	39.0%	42.1%	41.3%	36.2%	47.8%	42.9%
New facilities or services	**38.8%**	42.8%	34.6%	39.3%	38.4%	27.2%	53.1%	39.3%
Developments/planning	**20.9%**	20.3%	21.7%	21.6%	20.3%	27.2%	14.6%	18.4%
Tips and hints for the home, garden and other topics	**15.9%**	18.8%	15.6%	15.9%	15.9%	18.3%	17.3%	9.8%
Other	**18.7%**	16.4%	22.3%	13.5%	23.1%	17.9%	12.8%	28.3%
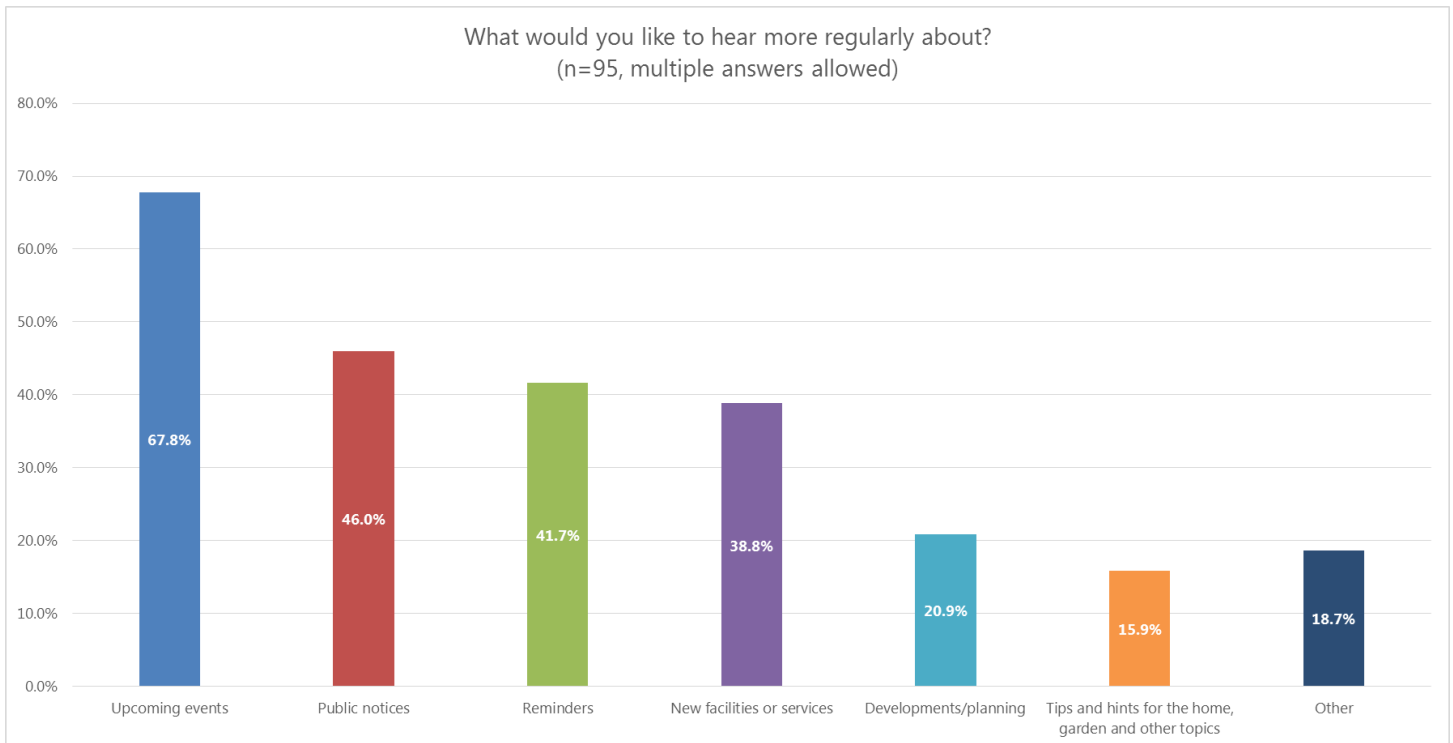
Figure 41 - Telephone survey Q17, only asked of respondents who indicated they wanted to hear from Council more often

Around two-thirds of respondents to this question wanted to hear more regularly about upcoming events (67.8%), followed by public notices (46.0%) and reminders (41.7%).

Significant cross-tabulations

🔸 The youngest group (18-39 years) was significantly more likely than the oldest group (60+ years) to want to hear more about upcoming events (81.7% vs. 44.6%) and public notices (63.4% vs. 26.5%).

🔸 The middle aged group (40-59 years) was significantly more likely than the youngest group (18-39 years) to want to hear about new facilities or services (53.1% vs 27.2%) and reminders (47.8% vs. 36.2%)

🔸 Women were significantly more likely than men to want to hear more about upcoming events (75.1% vs. 59.3%)

🔸 Respondents in households with children under 18 years of age were significantly more likely to want to hear about upcoming events than respondents in households without children under 18 years (88.8% vs. 56.9%)

🔸 Respondents in Ward A were significantly less likely to want to hear more about new facilities or services than respondents from Wards B & C (22.5% vs. ~47.5%).

Online survey

Table 31 - Online survey Q11 "What would you like to hear more regularly about?"

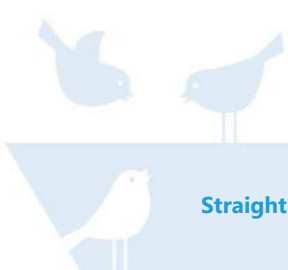|	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Local issues	**74.2%**	43.1%	36.5%	38.0%	40.1%	54.5%	44.1%	40.1%	36.4%	37.4%
New facilities or services	**73.5%**	43.0%	36.8%	39.3%	39.0%	63.6%	46.8%	41.5%	34.7%	36.4%
Reminders (e.g. bin collection dates, kerbside collection dates, rate payment dates, festival dates)	**72.0%**	40.9%	36.1%	38.0%	37.9%	27.3%	45.0%	39.9%	34.3%	37.4%
Upcoming events	**63.9%**	41.2%	29.1%	36.3%	30.8%	45.5%	46.4%	36.3%	28.1%	28.3%
Tips and hints for the home, garden and other topics	**39.6%**	25.1%	18.5%	22.5%	19.0%	27.3%	29.3%	23.0%	16.5%	19.2%
Council meetings	**29.5%**	21.1%	12.8%	14.7%	16.6%	18.2%	16.7%	19.1%	12.9%	9.1%
Other	**13.8%**	8.6%	6.4%	7.6%	7.1%	0.0%	4.5%	9.4%	6.6%	6.1%
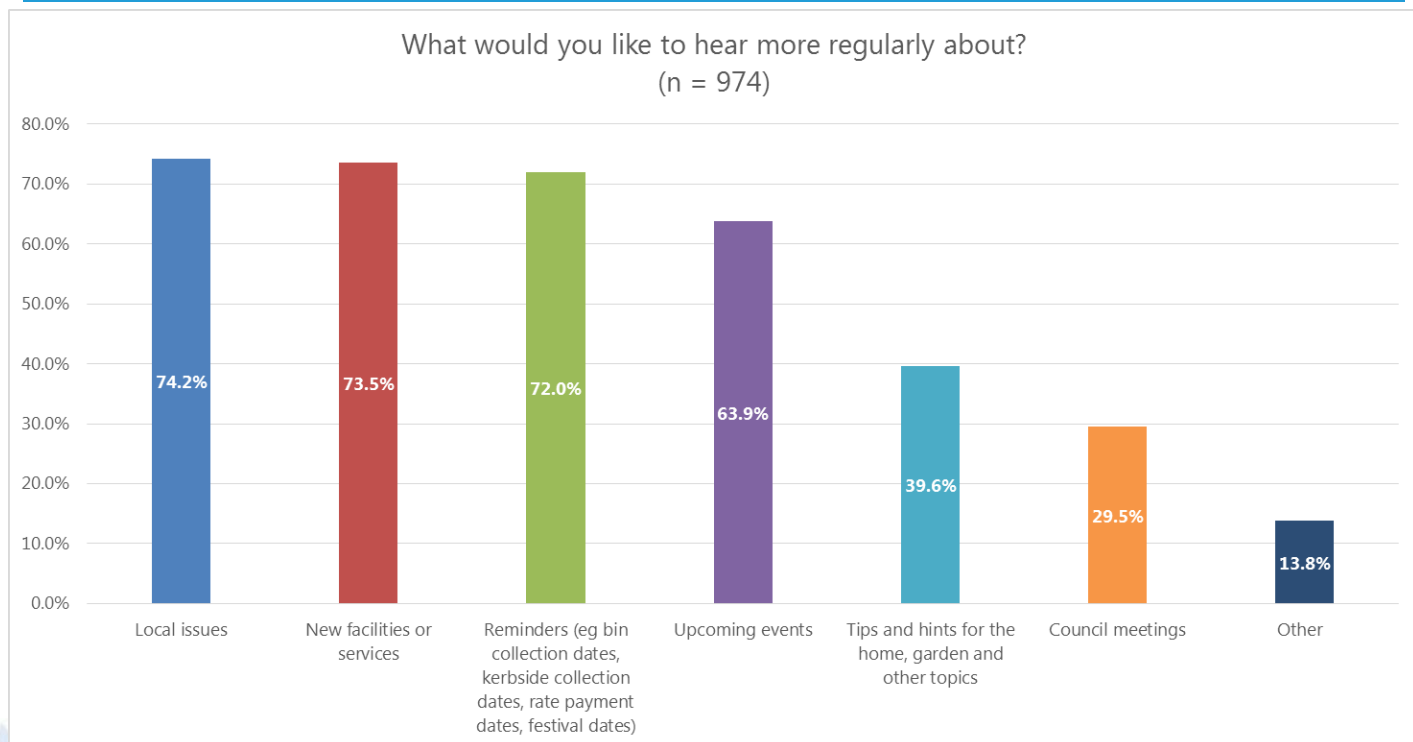
Figure 42 - Online Survey Q11, only asked of respondents who indicated they wanted to hear from Council more often

Respondents to the online survey who answered this question wanted to hear most about local issues (74.2%), followed closely by new facilities or services (73.5%) and reminders (72.0%). A majority of respondents also wanted to hear about upcoming events (63.9%). These results are quite different to those in the phone survey.

Significant cross-tabulations

🖎 Women were significantly more likely than men to want to hear about upcoming events (69.5% vs. 59.0%) and tips and hints for the home garden etc. (43.2% vs. 36.3%).

Intercept survey

Table 32 - Intercept survey Q11 "What would you like to hear more regularly about?"

	Total	Household Composition		Gender		Age Range				
		Children < 18 present	No Children < 18	Female	Male	18 to 24	25 to 39	40 to 55	56 to 75	76+
Upcoming events	**73.3%**	37.8%	33.3%	34.8%	35.3%	71.4%	40.9%	26.9%	14.3%	0.0%
New facilities or services	**60.0%**	32.4%	19.0%	26.1%	35.3%	14.3%	45.5%	19.2%	28.6%	0.0%
Reminders (e.g. bin collection dates, kerbside collection dates, rate payment dates, festival dates)	**43.3%**	21.6%	19.0%	15.2%	35.3%	14.3%	31.8%	15.4%	14.3%	0.0%
Local issues	**40.0%**	16.2%	23.8%	15.2%	29.4%	14.3%	31.8%	11.5%	14.3%	0.0%
Tips and hints for the home, garden and other topics	**26.7%**	16.2%	9.5%	10.9%	17.6%	0.0%	27.3%	3.8%	14.3%	0.0%
Council meetings	**6.7%**	2.7%	4.8%	0.0%	11.8%	0.0%	9.1%	0.0%	0.0%	0.0%
Other (please specify)	**3.3%**	8.1%	4.8%	8.7%	0.0%	0.0%	4.5%	7.7%	14.3%	0.0%
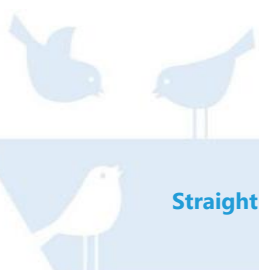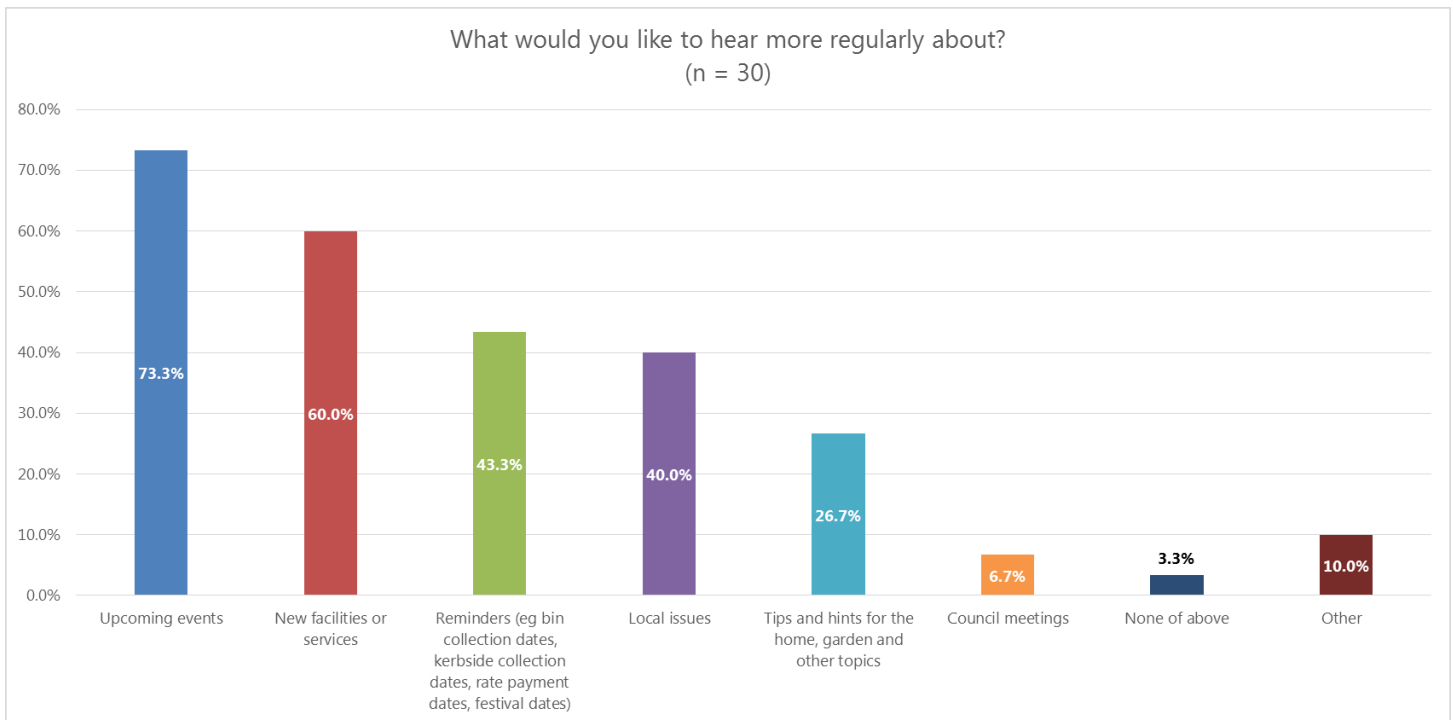
Figure 43 - Intercept survey Q11

Respondents to the intercept survey would most like to hear about upcoming events, with nearly three-quarters nominating this category (73.3%). A majority would also like to hear about new facilities or services (60.0%). Reminders (43.3%) and local issues (40.0%) were both also popular responses to this question.

Focus groups

CALD

The CALD group highlighted a number of topics they would like to hear about from Council, including:

🐦 Events

🐦 Activities

🐦 Community organisations and groups.

> '*I have been to a few of the book launches in the library.*'

Participants in the CALD group were more interested in hearing about community services, and did not express an interest in hearing about local news.

> '*People don't want to hear so much bureaucratic and political stuff.*'

Younger people

Participants in the younger people group identified a number of topics they would like to hear from Council about:

🐦 Local events

🐦 Local issues

🐦 Developments.

Collectively the group identified that everyone in the community wants to hear about different topics. It was suggested that the Council provides individualised communications, based off individual's preferences.

'Want to hear about things that will enhance your life, which is different for every individual. Impossible to get right for everyone. More often than not council gets it wrong with most.'

'Hornsby Shire is a big area, provide localised news…Opt in localised news. People want targeted, specific information.'

'A dynamic e-newsletter that is based off your preferences and interests. Different e-newsletter to different groups, for example maybe based on post-code, interests.'

'Want to be able to choose your news, not Council force feeding information.'

Working families

There was consensus among the working families group that they do not just want to hear information about news, developments, and issues from council; people want two way dialogue between the Council and community. The provision of information through consultation was significantly more valued than just a one way communication stream from Council. Two way communication was valued for promoting transparency and increasing overall knowledge.

'Need to provide people with face to face opportunities to provide their feedback.'

'Have seen feedback stall at Westfield centre, should have in other areas.'

'Feedback is all one way, it goes into Council but that's where it stops. Don't know what's happening behind the scenes.'

As a follow up question, the working families group were asked what they thought were the best methods for two way communication. Answers to this question tended to be cynical, as participants had little faith in Council's ability to achieve two way communication.

'I don't think this council is capable of doing it, when you ring up you don't get responses, just speak to customer service – the relevant department should call you back. Lived here all my life nothing has changed, Council does what they want to do.'
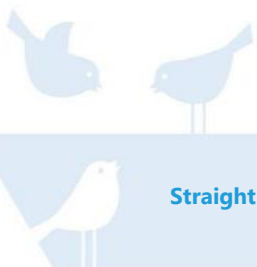
5. FOCUS GROUP PARTICIPANT FEEDBACK

At the end of the Hornsby Community Recognition and Communication Effectiveness focus groups individual feedback was obtained using a feedback form to explore participant satisfaction with the focus groups including suggestions about how the session might be improved. All of the **23** participants in these groups provided feedback at the end of the focus group session:

🐦 Six participants in the culturally and linguistically diverse group

🐦 Nine participants in younger people group

🐦 Eight participants in the working families group.

Overall there was a very high level of satisfaction with the workshop process. This is demonstrated by the graph below.

Individual feedback

Statement	Rating
The focus group timing was appropriate	4.5
The venue was appropriate	4.7
The focus group objectives were clearly stated	4.7
The facilitator preseted clearly and logically	4.9
The focus group content was interesting	4.7
The facilitator allowed me and others to have a say	4.9
There were opportunities to participate in an engaging and appropriate way	4.9

Participants were complimentary about all aspects of the focus groups but were particularly impressed by the way the group was facilitated, as it allowed them to voice their opinions and hear the views of other community members.

The average ratings for all the statements were all above 4.7 in a 5 point rating scale where 5 equalled 'strongly agree' and 1 'strongly disagree' and there was very little deviation. The scores ranged from 4.5 – 4.9, with the majority of scores being 4.7 and above.

When asked whether they had any suggestions about how the focus group could have been improved participants mentioned the following:

- 'Perhaps an agenda in advance so we can research topics and contribute in more detail'
- 'Electronic presentation aids – bit more engaging'

When asked if they had any additional comments about the project, participants mentioned the following:

- 'I am encouraged that Hornsby is showing/promoting pride in this unique and beautiful area of Sydney. Keep up the good work!!'
- 'The kids events need a revamp not much is appealing year in year out'
- 'Events skewed to primary school age kids, would be good to have events for teenagers'
- 'Respond more often'
- 'Communication needs to be two ways. Thank you for giving us the opportunity to say this'
- 'Generally think it is not targeted enough. Should aim to communicate the most important issues to community. Don't think this is achieved currently'
- 'In general, Hornsby is a big council so it might be challenging to run events for all. So a timeline for different suburbs would be helpful'
- 'Very happy with emails'.
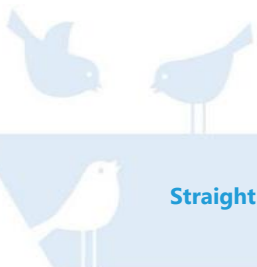
6. CONCLUSION

Through a robust research process led by Straight Talk and Jetty Research, 2,286 community members provided feedback on Council's branding and communications.

Overall there was an extremely high level of awareness of Council's brand. 72% of the demographically representative sample of the wider community had seen the brand/logo in the week prior to the survey, compared with 90.5% of those who completed the online survey. Exposure to the brand was reported via a wide variety of methods - buildings, rates notice, signs, bins, emails, newspapers etc. This demonstrates that having branding and the logo in a wide variety of locations allows Council to reach the diverse communities in the LGA. Participants in the focus groups were positive about the branding, indicating the services provided by Council are more important to them than its brand.

CALD participants in the focus groups we more positive about Council describing them as balanced, progressive and community based. This is reflective of the excellent work Council is doing at engaging with this group. This group demonstrated lower expectations when it came to the topics Council should be communicating on, mainly wanting to her about events. Working families and younger people had a higher expectation for information, wanting more information on local news, services, events and activities - this related to less positive perceptions - they used words such as inefficient and bureaucratic.

Just under half of the demographically representative sample had attended a Council event or activity; compared with over 70% of self-select participants and 90% of those completing an intercept survey. This indicates a relatively high activity level. In particular, people with children under 18 were much more likely to have participated in an activity, as were females, suggesting activities targeted for families are of interest.

Food and wine festivals, street festivals, bushwalking, cycling, swimming and other leisure activities were the most preferred activities identified. These cater for the older demographic wanting to attended Council events, as well as younger families.

Research identified current overall satisfaction with the frequency of Council contact and the types of communication methods used. In particular community members were positive about the E-Newsletter and website, both of which were well read and recognised. The website was overwhelming listed as the preferred source for information, followed by phone. Email (from Council staff or the E-Newsletter) and the local newspaper were identified as the preferred places to seek information. Rates notices and the 'What's On' guide were both recognised as common ways the community wants to hear from Council.

The topics and themes that were consistently mentioned as being of interest for the community were waste, development, events and local news. Participants felt it was sometimes difficult to find information on waste and development applications. Information on events was positively praised. Participants across all the research methods requested more localised news.

Specific feedback on individual communications and areas for improvement is provided below:

🔥 Website - high website usage was demonstrated. People access the website to look for particular information and are generally successful in finding what they need. Participants were positive about the website functionality, design and clear on its purpose. Feedback suggests the waste collection and pick up dates should be located in an obvious place on the homepage, as should information on Council's main facilities

- E-Newsletter - overall satisfaction with this method was demonstrated. Participants liked the design, functionality and content of the newsletter. Suggestions for improvement included updating the functionality of the E-Newsletter (by setting it up so dates automatically populate in the receiver's diary or by listing the events in chronological order) and tailoring the E-Newsletter for individuals (based on a series of opt-in categories)

- Posters and banners - Whilst participants liked the design and visual appearance of the posters and banners they purpose of these were not clear to participants. It was suggested that a clearer tagline might help clarify the purpose of these communications

- Council's page in the Hornsby Advocate - Whilst there was little interest in this in the focus groups the demographically representative sample of participants recognised the local newspaper as one of their preferred methods of hearing from Council. It was suggested this page is the preferred communication for older community members in the LGA.

- Social media platforms - were not recognised as preferred communication methods in the surveys. Participants in the focus groups suggested that Council might choose to focus its efforts on Facebook, and that the focus should be on two way conversation and regular news updates. It was suggested that for the social media platforms to be more effective there should be a greater focus on their purpose, audience and functionality, and they should be used as a tool to engage in discussion rather than just communicate.
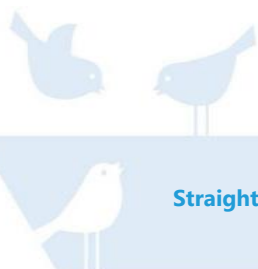
APPENDIX A - TELEPHONE SURVEY
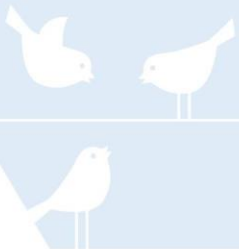
Version 1 Hornsby_Brand_Survey_2015

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Q1.   Hi my name is (name), and I'm calling from Jetty Research on behalf of Hornsby Shire Council. Council is conducting a short survey today and would appreciate your time to let us know how you find out about your local services, events and activities and your views of Council's communication methods. The survey will only take 5 minutes, all answers are confidential and we're not trying to sell anything. Would you be willing to assist council with a quick survey this afternoon/evening?

Yes	1		
No	555		Q1

Answer If Attribute "No" from Q1 is SELECTED

Q2.   Thank you for your time. Have a great afternoon/evening.

End

Q3.   Firstly can I confirm that you live in the Hornsby Shire?

If NO survey will terminate

Yes	1		
No	555	Go to Q5	Q3

Q4.   Which suburb do you live in?

UNPROMPTED

Arcadia	1
Asquith	2
Berrilee	3
Berowra	4
Brooklyn	5
Beecroft	6
Canoelands	7
Castle Hill	8
Cherrybrook	9
Cowan	10

Dangar Island	11	
Carlingford	12	
Cheltenham	13	
Dural	14	
Glenhaven	15	
Fiddletown	16	
Forest Glen	17	
Glenorie	18	
Hornsby	19	
Hornsby Heights	20	
Eastwood	21	Q4
Epping	22	
Laughtondale	23	
Normanhurst	24	
North Epping	25	
Maroota	26	
Middle Dural	27	
Pennant Hills	28	
Thornleigh	29	
Mt Colah	30	
Mt Kuring-gai	31	
Singletons Mill	32	
Wahroonga	33	
Waitara	34	
Wisemans Ferry	35	
Westleigh	36	
West Pennant Hills	37	
z-None of these	38	
Galston	39	
Milsons Passage	40	

Answer If Attribute "z-None of these" from Q4 is SELECTED

Q5.   I'm sorry but this survey is for only Hornsby Shire Council residents. Thank you for your time. . . . . . .

End

Q6.   And are you a permanent council employee or a councillor at Hornsby Council?

If YES survey will terminate as permanent staff and councillors do not qualify

Yes	1	Go to Q5
No	555	Q6

Q7. May I have your first name for the survey?

_____ Q7

_____

Q8. Thanks [Q7]. Which of the following have you done in the past six months?

PROMPTED (except last). Tick any that apply, or NONE OF THESE

Visited a Council community centre	1	Q8_1
Attended a Council run event (e.g. Westside Vibe, author talk at local library or native plant giveaway)	2	Q8_2
Visited the Hornsby Aquatic Centre	3	Q8_3
Been involved in a community action movement	4	Q8_4
Spoke to a councillor on council-related business	5	Q8_5
None of these	99	Q8_6

Q9. Where in the past week have you seen Council's logo or brand?

UNPROMPTED - Probe and tick any that apply

On a building	2	Q9_1
A sign, poster or banner	3	Q9_2
Emails	4	Q9_3
Newspaper	5	Q9_4
Website	6	Q9_5
Facebook, Instagram or Twitter	7	Q9_6
Brochure or flyer	8	Q9_7
Garbage truck or other council vehicle	9	Q9_8
Garbage bin	10	Q9_9
Nowhere	99	Q9_10
OTHER		Q9_O

Q10. Have you sought any information regarding Council services, facilities or events within the past six months?

UNPROMPTED

Yes	1		
No	555	Go to Q15	Q10

Q11. **Where have you sought this information?**

Website	1	Q11_1
Phone call	2	Q11_2
Email	3	Q11_3
Local newspaper	4	Q11_4
Rates notice	5	Q11_5
Brochure or flyer	6	Q11_6
Facebook	7	Q11_7
Twitter	8	Q11_8
E-newsletter	10	Q11_9
Unsure/can't recall	99	Q11_10
OTHER		Q11_O

Q12. **Has there been any information you have sought but not been able to find?**

Q12

Q13. **How many times have you visited Council's website in the past six months?**

Answer If Attribute "Website" from Q11 is SELECTED

Once	1	
Twice	2	Q13
Three or more	3	

Q14. **What information have you sought from the website in the past six months?**

Answer If Attribute "Website" from Q11 is SELECTED

Q14

Q15. Which of the following Hornsby Shire Council communications have you received or seen in the past six months?

Rates notice	1	Q15_1
Newspaper advertisements	2	Q15_2
Email	3	Q15_3
Newspaper stories	4	Q15_4
Facebook post	5	Q15_5
Twitter update	6	Q15_6
Instagram image	7	Q15_7
What's On guide	8	Q15_8
School Holiday guide	9	Q15_9
Library material	10	Q15_10
Waste information	11	Q15_11
OTHER		Q15_O

Q16. Would you like to hear from Council more regularly than you do now?

Yes	1	
No	555	Q16

Q17. What would you like to hear more regularly about?

Answer If Attribute "Yes" from Q16 is SELECTED

Upcoming events	1	Q17_1
New facilities or services	2	Q17_2
Public notices	3	Q17_3
Tips and hints for the home, garden and other topics	4	Q17_4
Reminders (e.g. bin collection dates, kerbside collection dates, rate payment dates, festival dates)	5	Q17_5
OTHER		Q17_O

Q18. How would you prefer Council to communicate with you?

Email updates	1	Q18_1
With rates notice	2	Q18_2
Council's website	3	Q18_3
Social media - Twitter / Facebook	4	Q18_4
Direct mail / newsletter in the post	5	Q18_5
Telephone	6	Q18_6
Noticeboards at local shopping centres	7	Q18_7
Posters, banners and signs	8	Q18_8
OTHER		Q18_O

Q19. And how often?

Weekly	1	
Monthly	2	
Quarterly	3	Q19
Unsure/no idea	99	
OTHER		

Q20. [Q7], which of the following events would appeal to you?

Answer If Attribute "None of these" from Q8 is SELECTED

Family day in the park	1	Q20_1
Local community days	2	Q20_2
Food and wine festivals	3	Q20_3
Movies	4	Q20_4
Street festivals	5	Q20_5
Bushwalking, cycling,swimming or other leisure activities	6	Q20_6

Q21. I just have some demographic questions to finish off. Firstly may I have your age range?

18-24	1	
25-39	2	
40-55	3	Q21
56-75	4	
76+	5	

Q22. Gender?

Male	1	
Female	2	Q22

Q23. Including yourself, how many people live in your household?

UNPROMPTED

1	1	
2	2	
3	3	
4	4	
5	5	
6	6	Q23
7	7	
8	8	
9	9	
10	10	
More than 10	11	

Q24. Do you have any children under 18 living at home?
Do not answer If Attribute "1" from Q23 is SELECTED

Yes	1	
No	555	Q24

Q25. Which of the following statements apply to you?

PROMPTED

Working full-time	1	
Working part-time	2	
Seeking work	4	Q25
Not seeking work	5	
OTHER		

Q26. Do you speak a language other than English at home

Yes	1	
No	555	Q26

Q27. Assuming the time and location in convenient for you, would you be potentially interested in attending a focus group with your time rewarded, to discuss some of these questions further?

Expressions of interest.			

Yes	1		
No	555	Go to Q29	Q27

Q28. Fantastic, I just need to take your details and Council will be in contact at a later date. Firstly May I have your?

Prefer EMAIL.Details will be kept seperate from survey answers		

Name	1	Q28_1_1
Surname	2	Q28_1_2
Email	3	Q28_1_3
Best daytime phone	4	Q28_1_4

Go to Q31

Q29. Would you be interested in receiving email updates from Council on events in your local area?

Email address or NO	

	Q29

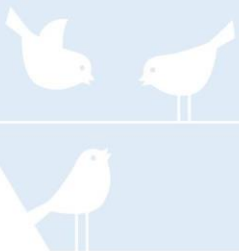**Q31.** That brings us to the end of the survey. Hornsby Council greatly appreciates your time and feedback. Did you have any questions before we finish? Thank you and have a great afternoon/evening

End

APPENDIX B -
FOCUS GROUP RUN SHEET

FOCUS GROUP RUN SHEET

Project:	Hornsby Shire Council's communications research project				
Focus groups: (7 attendees each - recruit 9 to allow for drop outs)	1. Culturally and linguistically diverse group (languages other than English spoken at home) 2. Younger people (<39 years of age) 3. Working families (with children and working F/P time)				
Date:	1. Thursday 4 June 2015 2. Wednesday 10 June 2015 3. Thursday 11 June 2015	**Time:**	6 - 8pm	**Duration:**	2 hours each
Venue:	**4 and 10 June** - Hornsby RSL Club, The Boardroom 4 High St, Hornsby NSW 2077 **11 June** - Council Chambers, Function Room 1 269 Peats Ferry Road, Hornsby NSW 2077	**Team Members:**	Deborah Metcalf, James Page and Rachelle Alchin		

Time	Session	Content	Materials
30 minutes prior to start 5.30-6pm (30mins)	Set-up and sign-ins Welcome	• Room and catering set-up • Participant sign-in, up to 15 minutes prior to start	Sign-in sheet Catering (Council to organise with venue) Tables in one big square/U shape 8 chairs Printed prompt material
6pm - 6.10pm (10mins)	Welcome Purpose and outline	1. Thank you for coming - we know there are lots of things you could be spending your evening doing 2. I'm James/Deborah and this is Rachelle/James. We're from Straight Talk - Straight Talk is a community and engagement consultancy. We plan and facilitate a range of events for councils across NSW to get feedback from the community on important issues that affect them. Hornsby Shire Council has engaged us to undertake a series of focus groups with the community 3. You are here today to discuss Council's communication materials and channels 4. Thank you for participating in either the telephone survey or online survey. With our research partners at Jetty Research, we heard views from 300 people across the telephone survey and 1700 views across the online survey within in the Hornsby government area on the communications they receive from Council, what they see around their neighbourhood, and how they seek out information 5. This feedback is a window to what a demographically representative population of Hornsby thinks about the communication methods and messages coming from Council 6. Tonight we are going to look at a few communication materials in a bit more detail and hear your views and what is and isn't working for you 7. Today is part of a broader consultation to get feedback from the community, in addition to the telephone survey and online survey open until Friday 12 June 2015 8. The reason we have invited you all to participate is we are targeting groups who are commonly underrepresented in engagement processes -including culturally and linguistically diverse communities, working families and younger people	

Time	Session	Content	Materials
		9. We don't expect you to know everything about Council and what it does- we want you to respond based on the information we provide. There are no right or wrong answers - we are here to capture your views on the future of your local area 10. My role is to make sure you all get a fair opportunity to have a say 11. To help us have a good discussion I ask that just one person talks at a time - this will also help us take notes 12. We have not invited Council to participate in the discussion because we want you to able to talk freely 13. You are welcome to raise your hand and ask a question or to clarify anything at any point 14. A few bits of housekeeping - please keep your phones on silent, grab a cup of tea or food before we get stuck in, location of toilets and exits.	
6.10 - 6.20pm (10 mins)	Introductions	Going around the table please tell us: **Name?** **Time living in the Hornsby local area?** **How much contact do you have with Council?** **What do you think Council's role is when it comes to communication?** **What kinds of issues and topics should it communicate on?**	Ice breaker and participant introductions
6.20 - 6.50 (30 mins)	Knowledge about Council's current communications	1. **Prior to today have you seen the Hornsby Shire Council branding look (hold up pack - eNewsletter, Facebook page, Twitter page, Instagram, Rates Insert)** (Have a scan of the information pack at the tables). **Is there too much or too little information?** 2. **Have you seen this Council communication?** (hold up A3 colour copy of eNewsletter). **It's Council's monthly eNewsletter which goes out to around 22,000 email inboxes and this is the first edition distributed in January.** (I just want rough numbers of who got it in the mail/new Council branding look started in Dec 2014). **Did you receive it? Did you read it? What did you like about it? What didn't you like about it?**	Pack of communications - printed prompt material: - eNewsletter - social media pages (info on current likes/followers) - website home page - shopping centre poster (photo of it on site for context)

Time	Session	Content	Materials
		What kind of information would you like to see in the newsletter?	- library poster
		3. **Have you seen this Council communication?** (hold up A3 colour copy of social media pages).	- Rates insert
		Do you use social media? What do you use it for? What information would you like receive from Council across social media?	- Advocate newspaper full page ads from Council
		For those who use Council's social media: What did you like about it? What didn't you like about it?	
		4. **Have you seen this Council communication?** (hold up A3 colour copy of shopping centre poster).	
		Did you read it? What did you like about it? What didn't you like about it?	
		5. **Do you use the Council's website?** (hold up A3 colour copy of Council home page).	
		Yes: Why? What do you use it for? How easy do you find it to use?	
		No: Why not? What would you like to see?	
		6. **Have you seen this Council communication?** (hold up Advocate newspaper full page advert).	
		Do you read the Hornsby Advocate? Do you read the Council advertisements? What did you like about it? What didn't you like about it?	
6.50 - 7.10pm (20mins)	Brand / logo awareness	**Now to understand a bit more about the Council brand. Using some describing terms - If Council was a brand what would it look like?**	Visual cards of Council logo and brand (poster header - square box look)
		Describing gender, age group, values, hobbies, clothing, stereotype etc (unprompted)	
		Note taking on opinions will help gather a sense of the brand identity for Council	
		When you see the Council's logo, do you trust and respect the information is accurate or the facility is of high quality?	Visual cue of building facility with logo on the front sign
		Note take opinions to understand the strength of the brand.	
		Are there aspects of Council's services and assets which are poorly communicated? Are they misunderstood or misinterpreted by you, your family or friends perhaps?	
		Are there any barriers for you to look to Council for the information you need?	

| Time	Session	Content	Materials
7.10 - 7.55pm (45 mins)	New communications and channels	Earlier we talked over the current communications and information Council provides to its residents like yourselves. Now let's discuss some new communications and information Council could explore in the future. And to start off the topic - **What do you think is Council's role when it comes to communications?** Some of the responses in the surveys we've been undertaking shows people would like to hear less often from Council overall but more about events, local issues and other suggested ideas. **With this in mind, what do you want to hear from Council about?** Prompts: • Upcoming events • New facilities or services • Local issues Council meetings • Tips and hints for the home/garden/other topics • Reminders for bin collection/rate payments/event dates. **How would Council best reach you?** Prompts: • Email updates • With rates notice • Council's website • Social media - Facebook or Twitter? • Direct mail through the post • Telephone • Noticeboards at local shopping centres • Posters, signs, banners • Others (from the survey: smartphone app, local paper, in person, SMS, direct email, reply to calls/emails to Council, posters at Library) **Is there any particular style of format information should be in?**	

Time	Session	Content	Materials
		How often would you like the information? And why is that your preference?	
		• **Focus group CALD**: Are you aware information is available in other languages? Would you prefer these communications?	
		• **Focus group youth**: Are you aware Council information is sometimes targeted to young people? How can Council best reach young people with communication material? How often?	
		• **Focus group families**: Are you aware Council information is sometimes targeted to kids, parents and busy families? How can Council best reach busy families with communication material? How often?	
7.55pm - 8.00pm (5 mins)	Next steps and close	1. Thank you for participating in the focus group. 2. People can still participate by completing the online survey for the next 24 hours - please access it from Council's website on the home page and have your say. 3. Please complete the quick feedback form on how you found tonight's workshop. 4. The next steps are for us to produce a succinct summary report on the issues discussed around Council's current communications, and how, when and what type of information groups like yourselves need from Council in the future. 5. If you would like to see a copy of the report please make sure you leave an email address with us when you collect your stipend.	Remind participants to complete online survey Copy of post event feedback form Stipends and sign out forms

APPENDIX C - PARTICIPANT PROFILE
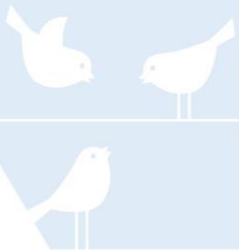
Participant profile

Table 1 - Key demographics for Hornsby LGA and surveys

Household Composition

	Hornsby LGA 2011 Census		Telephone		Online		Intercept	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Children < 18 present		51.1%	122	39.9%	582	35.5%	38	63.3%
No Children < 18		48.9%	158	51.8%	1056	64.5%	22	36.7%

Gender

	Hornsby LGA 2011 Census		Telephone		Online		Intercept	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Female		51.3%	118	61.8%	923	53.5%	46	73.0%
Male		48.7%	116	38.2%	802	46.5%	17	27.0%

Age Range

	Hornsby LGA 2011 Census		Telephone		Online		Intercept	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
18 to 24		12.1%			11	0.6%	7	11.1%
25 to 39		23.1%			222	12.9%	22	34.9%
40 to 55		32.1%			670	38.8%	26	41.3%
56 to 75		24.1%			723	41.9%	7	11.1%

	Hornsby LGA 2011 Census	Telephone		Online		Intercept	
76+	9.3%			99	5.7%	1	1.6%
18-39	35.3%	39	9.5%				
40-59	38.6%	143	47.0%				
60+	26.1%	132	43.4%				

Suburb

	Telephone		Online		Intercept	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Beecroft	36	11.8%	76	4.4%	1	1.6%
Epping	27	8.9%	119	6.9%	1	1.6%
West Pennant Hills	20	6.6%	43	2.5%	0	0.0%
Cheltenham	19	6.2%	39	2.3%	0	0.0%
Mt Kuring-gai	17	5.6%	23	1.3%	0	0.0%
Asquith	15	4.9%	45	2.6%	2	3.2%
Pennant Hills	15	4.9%	75	4.3%	2	3.2%
Westleigh	15	4.9%	64	3.7%	0	0.0%
Berowra / Berowra Heights / Berowra Waters	12	3.9%	111	6.4%	2	3.2%
Cherrybrook	12	3.9%	106	6.1%	1	1.6%
Mt Colah	12	3.9%	87	5.0%	4	6.3%
Carlingford	10	3.3%	32	1.9%	0	0.0%
Arcadia	9	3.0%	22	1.3%	0	0.0%
Brooklyn	9	3.0%	24	1.4%	0	0.0%
Hornsby Heights	9	3.0%	0	0.0%	0	0.0%
Normanhurst	9	3.0%	62	3.6%	1	1.6%
Thornleigh	9	3.0%	114	6.6%	5	7.9%
Cowan	8	2.6%	0	0.0%	0	0.0%
Wahroonga	8	2.6%	47	2.7%	0	0.0%
Hornsby	6	2.0%	341	19.8%	31	49.2%
Castle Hill	4	1.3%	32	1.9%	1	1.6%

	Telephone		Online		Intercept	
Dural	4	1.3%	29	1.7%	0	0.0%
Berrilee	3	1.0%	0	0.0%	0	0.0%
Glenorie	3	1.0%	17	1.0%	0	0.0%
Glenhaven	2	0.7%	0	0.0%	0	0.0%
Eastwood	2	0.7%	0	0.0%	0	0.0%
Laughtondale	2	0.7%	0	0.0%	0	0.0%
North Epping	2	0.7%	57	3.3%	1	1.6%
Maroota	2	0.7%	0	0.0%	0	0.0%
Canoelands	1	0.3%	0	0.0%	0	0.0%
Forest Glen	1	0.3%	0	0.0%	0	0.0%
Middle Dural	1	0.3%	0	0.0%	0	0.0%
Waitara	1	0.3%	38	2.2%	5	7.9%
Other	0	0.0%	122	7.1%	0	0.0%

Language spoken at home

Language	Telephone		Online		Intercept	
English	260	85.2%	1522	88.2%	48	76.2%
Cantonese			39	2.3%	0	0.0%
Mandarin			33	1.9%	6	9.5%
Hindi			20	1.2%	1	1.6%
Other	45	14.8%	111	6.4%	6	9.5%

Employment Status

	Telephone	
Working full-time	132	43.2%
Working part-time	73	24.1%
Seeking work	11	3.7%
Not seeking work	59	19.4%
Retired	26	8.5%
Other	3	1.0%
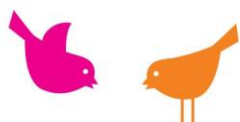
Household size (persons)

	Telephone	
1	26	8.0%
2	89	29.8%
3	47	15.6%
4	74	24.6%
5	44	14.0%
6	20	6.7%
7	1	0.2%
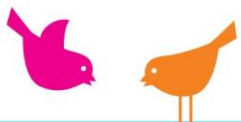
APPENDIX D - ANALYSIS NOTES
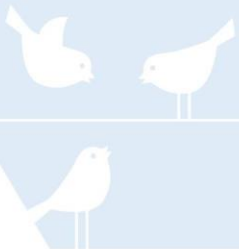
Analysis notes

Weighting

The telephone survey sampled a higher proportion of women, and a higher proportion of older and middle aged people than live in Hornsby LGA based on the 2011 Census. Because the telephone survey data was weighted so that the results were balanced for the age and gender of Hornsby LGA. All telephone survey results discussed below are discussions of weighted figures.

Because the online survey was opt-in and therefore not representative, responses have not been weighted and are instead presented as a raw representation of the respondents to the survey. As the survey is opt-in, there is an additional hazard to applying weighting as this practice could encourage respondents to answer demographic questions in a way that will maximise their statistical impact.

The intercept survey collected too few responses to allow weighting that would be statistically sound.

Household composition

The Census figures for household composition are estimated by using the figures for persons present in houses where children under the age of 15 are present (not 18), as this is the figure available in the Census data. For the online and intercept surveys, there were two categories of household composition that included "majority of children over 18". These figures have been added to the "no children under 18" figures, even though there is the possibility that some children under 18 are present in the household. These answers did not make up a large proportion of responses.

The telephone survey did not accurately represent the household composition of the Hornsby LGA, under-representing households with children under 18. The weighting for age and gender did not address this anomaly – the telephone survey should be read as under-representing households with children under 18, and this should be noted where the cross-tabulation indicates a derivation between households with and without children under 18.

The online survey likewise under-represents households with children under 18.

The intercept survey somewhat over-represents households with children under 18.

Gender

The telephone survey somewhat over-represented women but this effect has been addressed through statistical weighting.

The online survey represents the gender proportions of the Hornsby LGA quite well.

The intercept survey significantly over-represented women and this should be noted when interpreting the results of the survey.

Age

The telephone and online surveys under-represented young people and over-represented the middle age groups. The intercept survey over-represented younger groups but under-represented the oldest group. The telephone survey has been weighted to properly represent the age groups, but the online survey and intercept surveys do not accurately represent Hornsby LGA's age proportions and this should be noted when interpreting the results.

Significant cross-tabulations

Statistical software was used to analyse the results of all three surveys and significant cross-tabulations were identified. Important and noteworthy cross-tabulations have been included in the analysis. Cross-tabulations of no apparent significance were not included for the sake of brevity.

Data presentation

The demographic breakdown tables that accompany most survey results are based on the percentage of respondents who answered both the question at hand as well as the relevant demographic question. Because some respondents answered only the question at hand but not the demographic question, this means that the sample involved is different by a small amount. It should also be noted that all figures are rounded.

It should also be noted that some answers that received few results (always less than 5%), were included into the other category where it was cumbersome to present every answer. This applies to nominated answers and especially to long form answers specified by the "other" option on many of the questions on the online and intercept surveys. These answers were also inspected to see if they fit into a nominated category and where appropriate added in.

STRAIGHT TALK

hear every voice,
know where you stand