

# Lismore City Council Customer Experience Survey

Incorporating the voice of community in all that we do.

## Overview

Throughout October and November 2023, Lismore City Council conducted a community survey, designed to understand the thoughts of the community on the service offered by the Council. The survey was comprehensive, with 530 community members taking part in multiple locations including the Back Lismore Show, Nimbin, CBD and online.

Around 126 hours of community feedback was gathered with each survey taking just under 15 minutes to complete. This survey established a baseline from which to measure the effectiveness of Council initiatives and the sample size provided 95% confidence of accuracy with the data.

Survey questions considered key Customer Experience themes of:

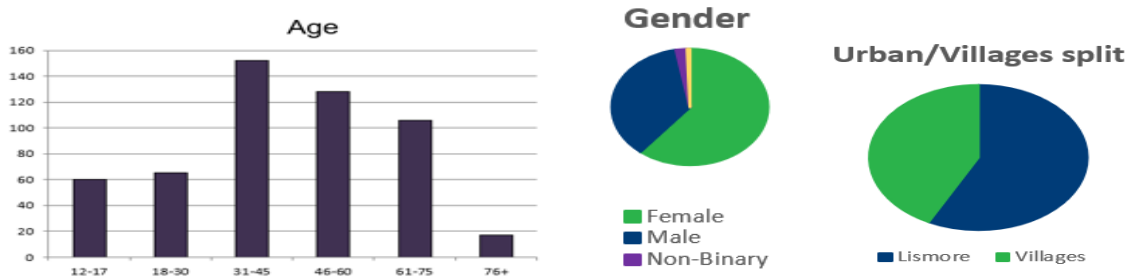
- I know where to find help.
- You know who I am.
- I'm kept in the loop.
- My time is valued.
- I'm heard and my opinion matters.
- I trust Council to deliver on their commitments.

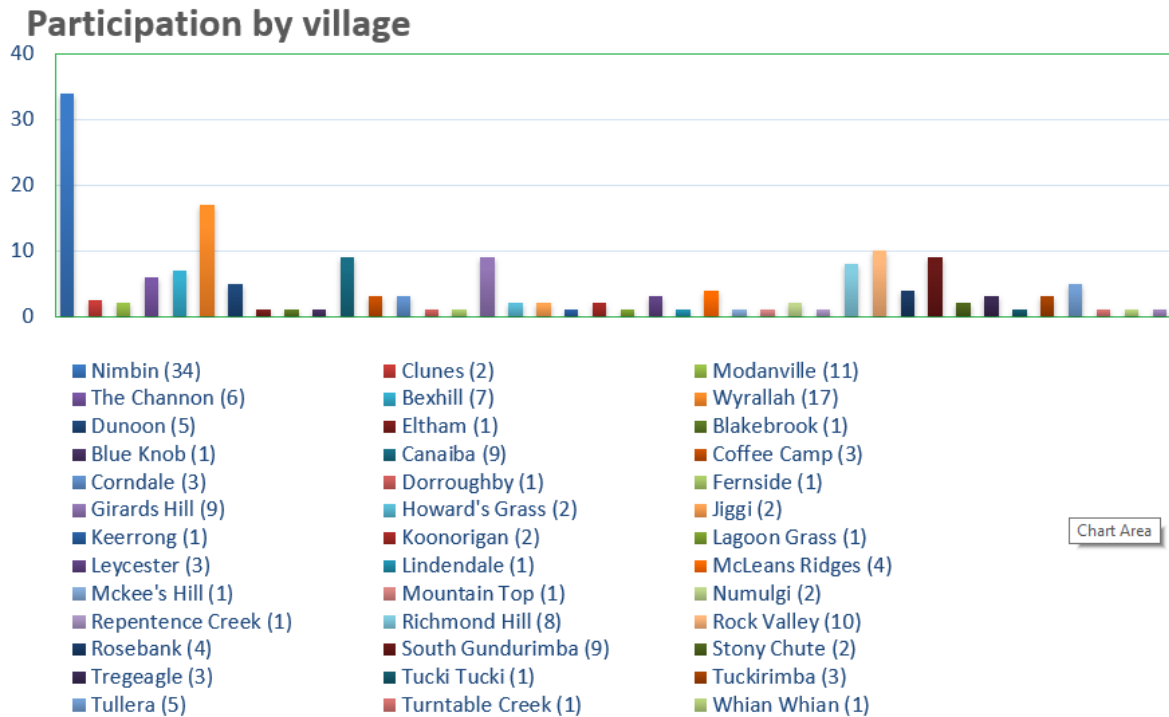
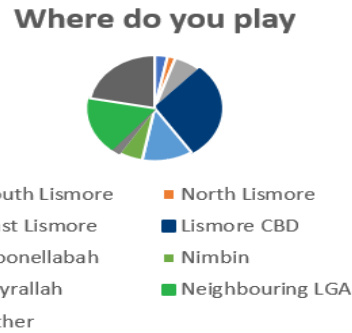
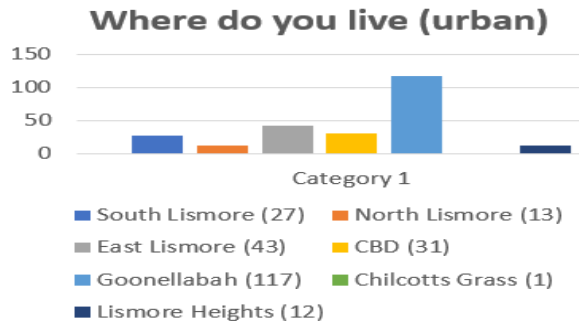
Additionally, sub-groups within the community were asked targeted questions, with the groups selected being:

- Community members who have specific needs to interact with Council (for example visual impairment and neuro diversity)
- Business community
- Youth (ages 12-17)
- Villages
- Environmentally engaged.

## Demographics

A broad cross-section of the community took part, with largely balanced representation.










## Customer Experience Themes


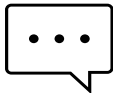
### I know where to find help.

	• 80%	It's easy to connect with Council
	• 28%	Last contact was in the community
	• 34%	Prefer self-service Council options
	• 61%	First contact resolution
	• 65%	Prefer direct human contact






## You know who I am.

	<ul style="list-style-type: none"> <li>• 61%</li> </ul>	Information should be used to tailor customer interactions
	<ul style="list-style-type: none"> <li>• 66%</li> </ul>	Council records are comprehensive
	<ul style="list-style-type: none"> <li>• 62%</li> </ul>	Want to know what's happening
	<ul style="list-style-type: none"> <li>• 33%</li> </ul>	Prefer paperless communication
	<ul style="list-style-type: none"> <li>• 33%</li> </ul>	Prefer short communication over more in-depth communication

## I'm kept in the loop.





	<ul style="list-style-type: none"> <li>• 63%</li> </ul>	Prefer email contact to advise of delays to public works
	<ul style="list-style-type: none"> <li>• 24%</li> </ul>	Prefer text communication to advise of delays to public works
Preferred communication channel	<ul style="list-style-type: none"> <li>• 32%</li> <li>• 30%</li> <li>• 15%</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Facebook</li> <li>• Mail</li> </ul>
What do we people want to hear about	<ul style="list-style-type: none"> <li>• 70%</li> <li>• 54%</li> <li>• 49%</li> <li>• 44%</li> <li>• 41%</li> </ul>	<ul style="list-style-type: none"> <li>• Community events</li> <li>• Roads</li> <li>• The environment</li> <li>• Grants</li> <li>• Recovery</li> </ul>

## My time is valued.





	72%	Want to interact with Council at a time that suits them
	96%	Value simple processes that save time
	89%	Want to tell their story once
	88%	Want to know when public works are due for completion
	70%	Council processes are too time consuming

**I'm heard and my opinion matters.**






**I trust Council to deliver on their commitments.**

	87%	Expect Council to record all feedback
	67%	Council represents the people of the LGA
	93%	Expect feedback is used in the planning process
	43%	Council resolves issues promptly

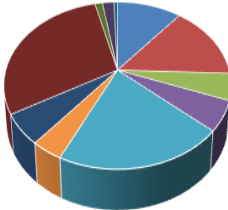



**Youth**

	61%	Would become involved if given the chance
	42%	Do not feel consulted on matters that impacted them
	Best ways to connect	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Talk to us.</li> <li>• Through school</li> </ul>
	What do you want Council to know	<ul style="list-style-type: none"> <li>• We need more activities.</li> <li>• Improve the facilities.</li> <li>• Fix flood affected roads</li> </ul>






**The Business Community**

	50%	Council understands business needs
	52%	Council supports business growth
	77%	Proud of the business centre (CBD)
	55%	Believe the CBD is well maintained
	77%	The business centre connects with the local community





## People with specific needs to engage with Council.

	<b>Participant breakdown</b>	<ul style="list-style-type: none"> <li>• Non-digital (17)</li> <li>• Deaf or hard of hearing (23)</li> <li>• Blind or low vision (8)</li> <li>• Cognitive disability (9)</li> <li>• Physical disability (32)</li> <li>• Dementia (6)</li> <li>• Mobility aid (9)</li> <li>• Neuro diverse (46)</li> <li>• Epilepsy (2)</li> <li>• Severe anxiety (3)</li> </ul>
	<b>32%</b>	<b>Council should do more to support people with specific needs</b>
	<b>39%</b>	<b>Have someone close to them who have specific needs that should be considered by Council</b>
	<b>Key Opportunities</b>	<ul style="list-style-type: none"> <li>• Better communication</li> <li>• Consideration of specific needs in the early design phases of projects</li> <li>• Quiet spaces at events</li> <li>• Better promotion of services</li> </ul>

## Villages (Nimbin specific)

	<b>38%</b>	<b>Nimbin is supported by Council</b>
	<b>18%</b>	<b>Services provided to Nimbin are sufficient</b>
	<b>18%</b>	<b>Infrastructure is well maintained</b>
	<b>50%</b>	<b>Believe fixing potholes and roads are the #1 priority</b>
	<b>What can Council do better</b>	<ul style="list-style-type: none"> <li>• Better amenities</li> <li>• Better maintenance</li> <li>• Improve infrastructure</li> </ul>

## Environmentally Engaged

	49%	Want to hear about environmental initiatives
	40%	Interested in koala management
	3%	Know about our Council Environment team
	3%	Council is recognised as a leader on the environment

## Next steps

How we use the information from the Customer Experience survey is the most important part of the process. Council will use the information in the following ways:

- Communicate the information to the Community and Councillors so that everyone knows what we've been told.
- Briefing Council teams on the needs and expectations of our Community.
- Use the information as a baseline, helping us to measure our progress as time goes by
- Include the feedback in the early design stages of programs so that the voice of the customer is represented in all that we do.

The Community will be notified about the steps we'll take to respond to what we've been told. Be sure to stay in the loop and a special thanks to those who took the time to have their say.