

## 2020/21 CUSTOMER SATISFACTION MONITOR — IMPROVEMENT PLAN

The 2020/21 Customer Satisfaction Monitor results show that overall satisfaction ratings remain high, and most residents were satisfied with the services provided by the City of Joondalup. **Despite achieving high scores for “overall satisfied”**, there are opportunities for improvement across some of the service areas measured. Eight of the **City’s service** areas were identified as potential opportunities to increase very satisfaction ratings. Ratings and corresponding improvement actions are listed in the table below:

SERVICE	2017/18 RATING	2020/21 RATING	REPORT RECOMMENDATIONS/COMMENTS	IMPROVEMENT ACTIONS	TIMING
Value for money from rates	24.6% very satisfied (8-10/10)  64.2% overall satisfied (6-10/10)	39.1% very satisfied (8-10/10)  72.1% overall satisfied (6-10/10)	Whilst the satisfaction with value for money from Council rates is the lowest performing key performance indicator in comparison to the others measured, satisfaction has significantly increase since 2018.	<ul style="list-style-type: none"> <li>Develop and publish service planning and service level information <b>on the City’s website</b> to raise awareness and enhance understanding of the cost and performance of City services.</li> </ul>	From 2022/23
Customer service experience	N/A	68.1% very satisfied (8-10/10)  84.5% overall satisfied (6-10/10)	This was a new key performance indicator that was introduced in 20/21. While overall satisfaction levels remain high, results, with more than 2 in 3 very satisfied (8-10/10) and more than 4 in 5 satisfied (6-10/10), the City should continue to investigate opportunities to increase satisfaction with customer service experience.	<ul style="list-style-type: none"> <li>Implement the centralisation of customer service and care within the organisation.</li> <li>Conduct a review of the Customer Service Charter.</li> <li>Investigate options to implement a new Customer Relations Management system.</li> <li>Consider the introduce a survey specific to customer service and care that explores satisfaction levels in more detail.</li> </ul>	From 2021/22
Cultural services	66.8% very satisfied (8-10/10)  92.6% overall satisfied (6-10/10)	50.1% very satisfied (8-10/10)  84.8% overall satisfied (6-10/10)	The delivery of cultural service activities and events were largely impacted by COVID-19. Respondents offered several suggestions for improvement which included holding smaller and more localised events, partnering with other groups and agencies may present opportunities to leverage resources. Retaining strong brand recognition <b>will be critical to ensuring the City’s</b> contribution is recognised for future events and not lost in the partners branding and naming of events.	<ul style="list-style-type: none"> <li><b>Review the City’s cultural service activities</b> and ensure <b>alignment with the City’s adopted Cultural Plan.</b></li> <li>Maintain partnerships with key stakeholders and community groups that may combine resources.</li> <li>Raise brand awareness by promoting the schedule of community cultural events that provide opportunities for community participation.</li> <li>Continue to evaluate <b>the City’s cultural program through</b> participant and event feedback mechanisms.</li> </ul>	From 2021/22

City communications	41.9% very satisfied (8-10/10)  75.9% overall satisfied (6-10/10)	47.5% very satisfied (8-10/10)  80.8% overall satisfied (6-10/10)	Respondents indicated that the community newspaper had been a likely source of information <b>and noted that it's distribution channel may have decreased over time.</b> Comments were made about effectiveness of social media, which may not fill the gaps left by the newspaper, but also the impact that platforms can have controlling disseminated information. It is proposed that further specific research related to City communications would be useful to explore the effectiveness and reach of current mechanisms.	<ul style="list-style-type: none"> <li>• Undertake a communications survey to determine effectiveness and preferred means of community communication.</li> <li>• Review effectiveness of the current e-newsletter software and continue promotion to increase subscriptions.</li> <li>• <b>Conduct a review of the City's Corporate Marketing Plan.</b></li> <li>• Seek user input to <b>inform the review of the City's website</b></li> <li>• Investigate ways to have greater use of videos and social media to promote City services.</li> <li>• Liaise with community newspaper representatives to discuss distribution channels.</li> <li>• Conduct research into new and best practice communication approaches and methods in other local governments.</li> <li>• Investigate opportunities to use customer data to personalise information such as using email addresses stored in COJ systems).</li> </ul>	From 2021/22
Community development	N/A	46.1% very satisfied (8-10/10)  82.1% overall satisfied (6-10/10)	It was noted that COVID may have impacted the delivery of some programs and initiatives. However, several comments indicated a lack of <b>awareness of the City's programs amongst</b> residents, which may be resolved via improved advertising measures and appropriate communications through a variety of channels.	<ul style="list-style-type: none"> <li>• Increase awareness of the community programs and initiatives through promotions and <b>communications via the City's website</b> and social media outlets.</li> <li>• Continue to deliver and promote both City-led and community-led programs, initiatives, and information.</li> <li>• Evaluate the effectiveness of community programs, initiatives, and events through feedback evaluation forms.</li> <li>• Maintain collaborative partnerships with key stakeholder organisations and community groups.</li> </ul>	From 2021/22
Parking management and provision	N/A	41.5% very satisfied (8-10/10)  75.3% overall satisfied (6-10/10)	Most comments received relating to suggested improvements to parking were classified into three themes: parking costs, parking fines, and parking availability. Some suggestions included linking cheap/free parking options with the Joondalup CAT service and encouraging businesses and venues to promote the Joondalup CAT service. Other suggestions included providing clear signage that display location of available bays.	<ul style="list-style-type: none"> <li>• Liaise with the Public Transport Authority and the Department of Transport and advocate for suggestions and changes to the train station parking and public transport options including the Joondalup CAT service.</li> <li>• Promote benefits of parking services and options through City communication avenues, as well as festivals and events.</li> <li>• Investigate feasibility to install an additional multi-story car parking facility within the Joondalup City Centre.</li> <li>• Liaise with schools to encourage better parking practices and management amongst parents.</li> <li>• Conduct daily and targeted patrols within the Joondalup City Centre, local activity centres as well as suburban parking.</li> </ul>	From 2021/22

Community consultation and engagement	28.4%** very satisfied (8-10/10)  65.2%** overall satisfied (6-10/10)	40.0% very satisfied (8-10/10)  74.3% overall satisfied (6-10/10)	Community consultation and engagement is one of the areas that the City will find it the most challenging to improve in, as community members can confuse their view not being adopted with lack of consultation. If the City is not already doing this, consideration could be given at the conclusion of the consultation to explaining and sharing the rationale behind for the adoption of the specific outcome following the consultation and being specific at the start of the consultation of the parameters within which the consultation is working i.e., what can and <b>can't be changed</b> . In-depth research done in this area for other local governments indicates that people require more information about the limitations of the consultation and that this needs to be provided at each stage of the consultation.	<ul style="list-style-type: none"> <li>• Update <b>the City's</b> consultation website page to provide clear and transparent information on the status of current and future projects, processes and timeframes as well as outcomes.</li> <li>• Increase opportunities for residents to provide feedback such as focus groups, listening posts and interactive mapping to supplement current consultation mechanisms.</li> <li>• <b>Raise awareness of the City's Community Consultation Policy</b> and the Planning Consultation Local Planning Policy and publication of consultation outcome reports.</li> <li>• Continue to encourage residents and key stakeholders to register for the Community Engagement Network.</li> </ul>	From 2021/22
Tourism and visitor attraction	N/A	38.8% very satisfied (8-10/10)  77.8% overall satisfied (6-10/10)	The City has a diverse range of things for visitors to see and do. Whilst the survey participants have made a number of suggestions, residents may appreciate more of the what the City already has to offer through communications encouraging them to be a tourist in their own City.	<ul style="list-style-type: none"> <li>• Implement actions within the Destination City Plan that outlines strategies for attracting more visitors to the area.</li> <li>• Develop, implement, and promote activities to position Joondalup as destination to work and visit</li> <li>• Build on existing partnerships with neighbouring Local Governments and stakeholders to assist with promoting the area.</li> <li>• Partner and deliver promotional campaigns to highlight the <b>City's main attractions</b>.</li> <li>• Liaise with event promoters to attract vibrant cultural, community and sporting events to the region.</li> <li>• Facilitate initiatives in partnership with the Joondalup Visitor Economy Network to allow cross promotion of events and attractions.</li> </ul>	

\*\* Community consultation and engagement was not measured in 2017/18 so 2016/17 results have been provided for comparison