

Community and Engagement Feedback Report-Summary

January 2021 – March 2021

A snapshot findings of Community and Engagement Survey 2021

Survey Question	Answers and Responses
Question 1- What is your age?	0.65% 15-18 age group 3.39% 19-24 age group 11.99% 25-34 age group 20.86% 35-44 age group 19.30% 45-54 age group 21.64% 55-64 age group 19.69% 65+ 2.48% prefer not answer (n=764) 3.64% Skipped
Question 2-.Which suburb do you live in	2.05% Albanvale 2.43% Albion 3.46% Ardeer 0.0% Braybrook 0.0% Brooklyn 4.99% Cairnlea 0.0% Calder Park 14.21% Deer Park 2.56% Delahey 1.66% Derrimut 0.90% Hillside 1.79% Kealba 2.82% Keilor

Survey Question	Answers and Responses
	5.63% Keilor Downs 0.38% Keilor East 1.41% Keilor Lodge 0.0% Keilor North 0.90% Keilor Park 4.23% Kings Park 12.68% St Albans 3.97% Sunshine 2.82% Sunshine North 11.52% Sunshine West 6.79% Sydenham 11.27% Taylors Lakes 0.0% Tullamarine 1.54% Other (please specify) Other suburbs include Altona, Brookfield, Caroline Springs, Hopper’s Crossing, Melton, Point Cook, Southbank, Seabrook, Taylors Hill, Wheelers Hill (n=781) 1.88% Skipped
Question 3-Thinking about what you know about Council services, events and activities, would you say that you know	1.57% A great deal 5.89% A lot 32.33% A moderate amount 48.82% A little 11.39% None at all (n=764) 4.02% Skipped
Question 4-How satisfied are you with the information you receive from Council	7.39% Very Satisfied 51.23% Satisfied 27.63% Neither Satisfied nor Dissatisfied 11.15% Dissatisfied 2.59% Very Dissatisfied (n=771) 3.14% Skipped

Survey Question	Answers and Responses
Question 5 Have you had direct contact with Brimbank City Council in the last 12 months	40.77% Yes 59.23% No (n=758) 4.77% Skipped
Question 6-Where are you MOST likely to hear about Council services, activities and events? Please tell us your top three	12.78% Word of mouth 18.29% Brimbank Star Weekly 21.87% Council's Website 14.58% Council's Facebook 1.41% Council's Instagram 0.77% Council's LinkedIn 18.29% Council's E-newsletters like Brimbank View and Creative Brimbank 69.05% Direct Mail - letters from Council including the Brimbank Insider which comes in the rates notice 8.82% At Council facilities (community centres, customer service centres, libraries) 6.49% Other (please specify) Others include phone calls from/to Customer service, posters/printed flyers at retail outlet/via mail, Newsletters via mail (not e-newsletters), Brimbank events smartphone app, various local community Facebook pages (not only Brimbank Council's page), TV news, Google news, Twitter (n=782) 1.76% Skipped
Question 7- Where would you PREFER to hear about Council services, activities and events? (please choose the top three)	5.53% Word of mouth 38.02% Brimbank Star Weekly 19.26% Council's Website 19.65% Council's Facebook 3.42% Council's Instagram 0.89% Council's LinkedIn 42.33% Council's E-newsletters like Brimbank View and Creative Brimbank* 70.34% Direct Mail - letters from Council including the Brimbank Insider which comes in the rates notice 12.17% At Council facilities (community centres, customer service centres, libraries) 13.81% Other (please specify) Significant responses in Others can be divided into:

Survey Question	Answers and Responses
	<p>Newsletters via direct Mail (25%), Posters, pamphlets or Ads via direct mail or in shopping centres (14.68%), Phone (12.84%), 10.09% Text messages 4% Not interested, 4% don't know English, 2.75% Brimbank Learning, Seniors' book, 0.92% Community Facebook pages (non-Brimbank FB pages, like Brimbank resident page, local neighbourhood, etc.), 0.92%, 1.83% News, via TV, Google, Internet etc.</p> <p>*includes respondents who mentioned email preference in Others (n=789) 0.88% Skipped</p>
<p>Question 8-How do you think Council can improve its communication and how information is provided to you</p>	<p>Suggestions include: Regular communication, updated information in Council's website FAQ or Q&A options in website, two-way communication via social media, Availability of information in different languages other than English, Better access to Council's communications through inclusivity of visually impaired and multiculturalism</p>
<p>Question 9-Do you read the local newspaper?</p>	<p>36.39% Yes 63.61% No (n=764) 4.02% Skipped</p>
<p>Question 10- Do you recall seeing our regular Council one page advertisement "Brimbank BUZZ" in the local newspaper?</p>	<p>30.75% Yes 69.25% No (n=761) 4.40% Skipped</p>
<p>Question 11- Have you taken part in any community consultation with Council in the last 12 months?</p>	<p>8.38% Yes 91.62% No (n=740) 7.40% Skipped</p>
<p>Question 12-Do you feel you have the opportunity to provide your comments and feedback on Council plans and strategies?</p>	<p>57.66% Yes 42.34% No (n=685) 13.94% Skipped</p>
<p>Question 13-How would you like Council to tell you there is a consultation coming up?</p>	<p>19.78% Social media 50.46% An email telling me 2.03% Information from a community leader</p>

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	<p>37.71% Printed materials (posters/flyers) 11.83% Brimbank City Council website 20.33% The local newspaper (Star Weekly) 3.14% SMS notifying me of what consultations are happening in my area 0% A website I can visit to have my say 0% An online survey I can complete 21.44% Hard copy information in my letterbox 0.18% Information in the local paper 0.55% Workshops and face to face events 0.92% I'm not really interested 2.77% Other (please specify) Others include phone calls (86.67%) and information from library or on Customer service centres (n=541) 32.04% Skipped</p>
<p>Question 14- How would you like to tell Council your feedback when Council is making big decisions that will impact you? (pick up to three)</p>	<p>41.38% Phone call 11.69% Participate in a webinar 53.64% Survey 3.64% Workshop 15.13% Listening post (an event where you come to ask questions and listen to experts) 17.82% Community meeting 9.96% Community group 9.77% Other (please specify) Others include: Emails, Direct mails, social media as well as project specific approach according to the scope of the project Additional info: 33.72% Online and 4% in person/face to face (n=522) 34.42% Skipped</p>
<p>Question 15- Do you have any other comments about how Council could encourage you and others to participate in community engagement</p>	<p>Suggestions include to improve community engagement includes: Incentives such as free tickets to local events and/or vouchers and gifts to local businesses or donations to charities Better communication methods, face to face meetings</p>

Survey Question	Answers and Responses
Question 16- Are you on social media? For example Facebook, Instagram, Twitter, Snapchat, TikTok or YouTube	58.47% Yes 41.53% No (n=744) 6.53% Skipped
Question 17- What social media channels do you use regularly? (Tick all that apply)	51.08% Facebook 21.35% Instagram 6.49% Twitter 7.70% LinkedIn 2.70% SnapChat 1.89% TikTok 8.65% YouTube 43.24% None of the above 1.49% Other (please specify) Others include message apps like Whatsapp and Wechat (n=740) 7.04% Skipped
Question 18- Do you follow any of these Council social media channels?	80.22% I don't visit any of these 16.21% Brimbank Council Facebook 3.43% Brimbank Council Instagram 0.69% Brimbank Council Twitter 1.65% Creative Brimbank Facebook 0.69% Creative Brimbank Instagram 1.51% Brimbank Leisure Facebook 1.79% Brimbank Libraries Facebook 0.00% Brimbank Youth Instagram 0.82% Brimbank Neighborhood Houses Instagram 2.75% Other (please specify) Others include Brimbank Neighborhood Houses Facebook and different non-Council local Facebook Pages such as Brimbank Community Facebook Group, Watergardens Community Page, Sunshine Community Page (3020), Friends of Koroit Creek, Taylors Watch and Community Watch, local community page, senior citizens and multicultural community page (n=728) 8.54% Skipped

Survey Question	Answers and Responses
Question 19-How often do you visit Council's website brimbank.vic.gov.au?	0.0% Every day 1.38% A few times a week 1.24% About once a week 4.01% A few times a month 6.64% Once a month 47.58% Less than once a month 39.14% Never (n=723) 9.17% Skipped
Question 20-What do you mostly visit Council's website brimbank.vic.gov.au for	21.12% Online services 9.09% Online payments 13.85% To report an issue 19.44% Council news 1.68% Community Consultations - to have my say 13.85% Council events 2.80% Council jobs 4.48% Planning advice 12.45% To make a booking 1.82% Information about the Council meetings and Councillors 14.83% Others 40.0% None of these Others include: To get information about different services of Council, such as Health, Library, Leisure and Childcare services or specific information including Covid19 regulations or business grants. (n=715) 10.18% Skipped
Question 21-Council has a number of websites. What Council websites do you know about?	94.73% brimbank.vic.gov.au - Council's main website 42.18% Brimbank Libraries 29.64% Brimbank Leisure Centres 7.64% Brimbank Youth Website 7.64% Learning in Brimbank 7.45% Creative Brimbank 6.0% Brimbank JobLink 3.27% Brimbank Localised

Survey Question	Answers and Responses
	4.73% Brimbank Business Link 7.45% Brimbank Your Say 0.73% Other (please specify) Details in Other included lack of internet access and 'does not know' any of the mentioned sites (n=550) 30.90% Skipped
Question 25-Would you like to register for Council's e-newsletter	27.08% Yes 66.58% No 6.34% Already registered (n=757) 4.66% Skipped
Question 26-Would you like to register to Your Say- Council's online engagement platform	21.12% Yes 76.49% No 2.39% Already registered (n=753) 5.16% Skipped

Key highlights

- 39.79% know 'A moderate amount' or more about Council's services, events and activities.
- 58.62% are either satisfied or very satisfied with our communication process while more than one in four are neither satisfied nor dissatisfied.
- Direct Mail including the Brimbank Insider which comes in the rates notice (69.05%), Council website (21.87%), and Council's E-newsletters like Brimbank View and Creative Brimbank (18.29%) and local newspaper Brimbank Star Weekly (18.29%) are main sources of information to hear about Council's services events and activities.
- Direct Mail (70.34%), Council's E-newsletters like Brimbank View and Creative Brimbank (48.33%) and Brimbank Star Weekly (38.02%) are the residents' preferences for receiving information about Council's services, events and activities.
- 69.25% do not recall seeing Brimbank Buzz in the local newspaper.
- 57.66% believe they have an opportunity to provide feedback to the Council.



- Email from Council (50.46%), printed materials (37.71%) and hard copy information (21.44%) are top three preferred communication method for information related to consultation on plans and strategies.
- Survey (53.63%), Phone call (41.38%) and Community meeting (17.82%) are preferred communication methods for provide feedback on Council's plans and strategies.
- 58.47% our residents have social media presence with 51.08% Facebook and 21.35% Instagram users of which 16.21% Facebook and 3.43% Instagram followers of the respective official accounts of Brimbank Council.
- 94.73% are aware of Council's main website brimbank.vic.gov.au while 42.18% and 29.64% are aware of Brimbank Libraries and Brimbank Leisure Centers websites, respectively.
- 47.58% of residents visit our website, brimbak.vic.gov.au once in a while either to find general or specific information they want (40.0%) and 21.12% visit the websites for purposes related to our online services and 19.44% for Council news.
- Our survey has been successful in adding 200 more residents to our e-newsletter subscription and more than one-third of residents have expressed an interest in 'Your Say' and are also willing to be contacted by Council in future for any community engagement activities.