

LOCAL GOVERNMENT RESEARCH GROUP



*“we love our local
communities”*

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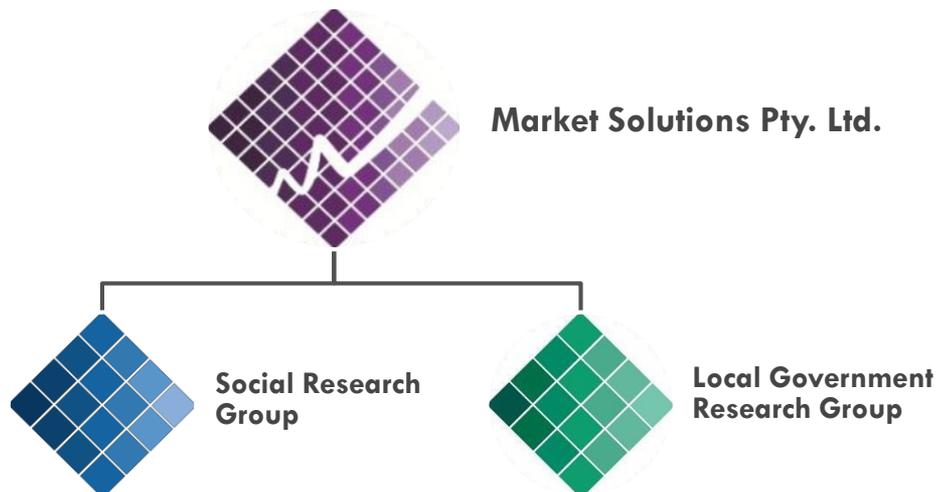


We love our local communities!

Introducing the Local Government Research Group

Company overview

Directors



Our Directors are supported by teams of experienced research professionals including project managers, data analysts, our fieldwork management team and over 100 casual interviewing staff.

Market Solutions is a full-service market and social research company that has provided research services to Councils since 1994.

As a company we adhere to the highest industry standards and practices:

- ISO 20232:2012 accredited
- AMSRO member
- AMSRS/QPMR members

Our two new divisions have been established to highlight our extensive knowledge and experience in social and government research.

Local Government Research Group



The Local Government Research Group (LGRG) has been established to bring into focus our work for local council decision makers covering an extensive range of council services and programs. Market Solutions has extensive experience in the local government sector and an understanding of the associated constraints within which research is conducted.

LGRG provides a complete range of research services and methods that are tailored to meet council needs in the most efficient way. The Local Government Research Group also offers training sessions for council staff who are required to conduct their own research projects using internal resources (e.g. questionnaire design, online survey development, data preparation and analysis, etc.).



PROJECT EXPERTISE

- customer satisfaction research
- community consultations
- strategic reviews of services
- reviews of performance measures
- evaluation of council plans
- research training for council staff
- communications testing & refinement
- program evaluation
- local business attitudinal research
- staff climate surveys
- stakeholder research
- behaviour change
- ad hoc research projects

Core Research Services

Qualitative

Focus groups (face to face or online)

Online discussion boards

Depth interviews (face to face or phone)

Forums & integrated groups

Recruitment for qualitative research

Quantitative

Telephone surveys (on site call centre)

Online surveys (in house secure hosting)

Telephone recruit to self-completion

Intercept, observation & mystery shopping

Accompanied journeys /experiences

We offer end to end project management or can be contracted for any discrete component:
Research advice - Recruitment - Questionnaire design - Data collection - Data entry - Data analysis - Reporting

Our Council clients range from those with extensive research knowledge to first timers. We work closely with our clients providing guidance and advice as required along the way.

Main study types

Community or population attitude, knowledge and behaviour surveys

Population profiling to understand community needs and behaviour

Example

Collecting Census style information from residential households or obtaining community views

Customer experience or satisfaction studies

Determine satisfaction with council services and interactions and improvement priorities

Example

Benchmarking and/or measuring resident or business satisfaction with Council services

Service or product development and evaluation

Provide a customer/user perspective and aides development and refinement

Example

Testing new ways of interacting with Council

Communication evaluation

Review and refinement of communications materials via a range of mediums

Example

Review of Council publications, website, letters or other communication materials

Image and branding research

Brand testing and development and insight into brand perceptions and corporate image

Example

Logo/strapline development testing or corporate image research

Stakeholder research

Stakeholder engagement and consultation to provide strategic advice

Example

Interviewing key stakeholders to seek input into Council initiatives or provide feedback on projects



RECENT PROJECT SHOWCASE

Cardinia: Social Health Check

For more information contact: Petrina Dodds Buckley, Team Leader Social and Community Planning at Cardinia Shire Council, 03 5945 4265

The Social Health Check for Growth Areas is a survey of residents who have lived in their current home within Cardinia Shire estates for one to eight years. This research provided a benchmark for Cardinia Shire Council to track the social health status of residents and help 'check in' with the community, identify priorities, values and quality of life issues.

In a recent press release, Mayor Cr Leticia Wilmot said,

"This survey is not about Council or Council's performance, it is about the residents and what issues keep them awake at night. Our Shire is experiencing an exciting but also challenging time, because with an influx of new residents to our urban growth area, many of our residents are facing hardships. There are long commutes to reach employment and social services as well as increases to the cost of living. This research will provide an insight into the lives of our communities living in the urban growth area."

This is a unique piece of research that aimed to "check in" with residents of Cardinia's growth areas. The research not only acted as a benchmark for evaluating the social health of the community, it provided an advocacy tool which, it was hoped, will open a pathway for continued dialogue between Council and new residents. The project went beyond the usual bounds of research in that it was designed as a means of connecting with residents and exploring the Shire through their eyes.

The feature of this research, that differentiates it from previous research, is that it was designed as a conversation with residents, with a specific focus on their personal values, experiences and priorities.



Research Objectives

- To establish a baseline measure of the social health status of residents in Cardinia's growth corridor area
- To explore issues regarding quality of life, personal values and needs
- To identify areas of need in terms of services and intervention
- To develop indicators or measures of community performance
- To act as an advocacy tool and build a connection between Council and residents
- To compliment Council's extensive work in the area of public health



EXCELLENCE IN LOCAL GOVERNMENT AWARDS

Winner

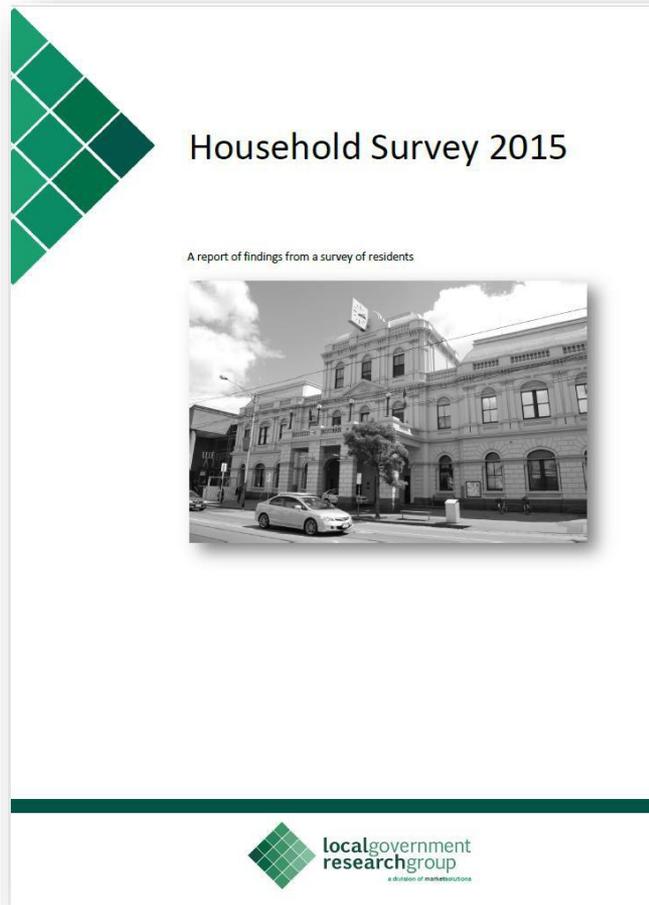
Growth Area Social Check, Cardinia Shire Council



In 2014, Cardinia Shire Council developed the Growth Area Social Health Survey which aimed to determine the current social health status of residents living within their urban growth area. The focus was to 'check in' with residents and have a conversation regarding how they were coping and what day to day challenges they were experiencing living in a new estate area. Residents were surveyed on four key areas: estate planning, services and facilities, sense of community and social and personal issues. The results of this is social research project were unprecedented and provided invaluable information on the residents who participated and the areas they identified that needed attention in regards to services, infrastructure and intervention. Furthermore the research findings have already informed Council guidelines and frameworks and moving forward, they will have an impact on future planning of estates and service delivery.

Moreland: Household Survey

For more information contact: Robyn Mitchell, Senior Research Officer at Moreland City Council, 03 9240 2365



We first conducted the Moreland City Council Household survey in 2011. It is a bi-annual survey of Moreland residents that captures demographic information and data relating to resident behaviour and lifestyle.

The Local Government Research Group completed the third survey in 2015. This survey provides feedback from residents with regards to:

- Demographic profiling
 - Health and wellbeing
 - Employment and education
 - Transport
 - Communication
 - Household finances
 - Caring and volunteering
 - Gambling behaviour
 - Community services
 - Local retail trade
-
- Priority areas - local facilities, infrastructure & services
 - Changes for the environment

The above contact at Moreland City Council has used the services of the Local Government Research Group for over 10 years and can be contacted as a reference

The project is one of many studies conducted by Moreland City Council as a means of understanding the nature and diversity of their residential population in the face of continued growth and change.

LGCPs Cycling Participation Survey

For more information contact: Belinda Tsao, Company Director at the Local Government Research Group on 03 9372 8400

All Australian Councils are invited to participate in a subsidised survey measuring cycling participation. The Local Government Cycling Participation Survey has been conducted every year since 2011. It is conducted alongside a large scale national cycling participation study designed by CDM Research and Austroads and run every other year.

The key benefits of involvement in the research are:

- the robust and representative nature of the study
- the availability of time series data
- free comparison to state and national data
- project design and set up costs have already been paid by Austroads so Councils only pay for their municipality's fieldwork and reporting costs.

Participating Councils have the option of receiving base cycling information or an additional set of attitudinal questions. Copies of the questionnaires and an example report are available on request.

The data allows Council to set benchmarks for cycling strategies, understand how residents use bicycles and identify opportunities for behaviour change and promotion of cycling as a sustainable transport option.

Base Survey	Base + Attitudinal Survey
<ul style="list-style-type: none"> • The % of residents that ride a bike in a typical week, month & year • Cycling participation by age & gender • The purpose of bicycle riding • The number of bicycles in the household 	<ul style="list-style-type: none"> • The % of residents that ride a bike in a typical week, month & year • Cycling participation by age & gender • The purpose of bicycle riding • The number of bicycles in the household • Opinions of local cycling conditions • Level of comfort when riding in the local area • Priorities for Council actions to improve conditions for cyclists • Suggestions for Council actions to improve local cycling conditions

The following costing includes administration, fieldwork and reporting costs specific to individual councils and excludes set up and design costs covered by Austroads.

Options	Fee (Excl. GST)	GST	Fee (Incl. GST)
Base Survey (100 interviewing hours)	\$9,800	\$980	\$10,780
Base + Attitudinal Survey (150 interviewing hours)	\$14,000	\$1,400	\$15,400

REGISTRATIONS FOR 2018 ARE OPEN TO EXPRESS INTEREST VISIT

<http://www.marketsolutions.com.au/lgcps-2018/>

Melbourne: 100 Ways to Move It

For more information contact: Liz Beardall, Projects Coordinator, Recreation Services at City of Melbourne, 03 9658 8703



100 Ways to Move it Melbourne was run as part of Healthy Together Active Cities Melbourne (HTACM), an initiative of City of Melbourne, the Victorian Department of Health and the Victorian Health Promotion Foundation (VicHealth). HTACM was designed to highlight the benefits of physical activity and healthy food choices to the 350,000 plus people who work in the CBD every day.

The initiative aligns with the umbrella of Healthy Together Victoria which incorporates policies and strategies to support good health across Victoria as well as supporting locally led community initiatives. HTACM was conducted over a 12 month period from September 2013 to August 2014. As part of this, 100 Ways to Move it Melbourne used events and information to act as prompts to get workers moving.

The Local Government Research Group has recently completed a project involving intercept interviews with City workers to provide the City of Melbourne with an evaluation of the 100 Ways to Move it Melbourne campaign in terms of:

- Awareness and opinions of the campaign
- Interest in and use of Healthy Together Active Centres
- Message and call to action effectiveness

The research demonstrated the effectiveness of the campaign and offered suggestions for refinement. Council is now seeking to distribute the campaign more widely. Please feel free to contact City of Melbourne using the above details if the campaign is of interest to your Council.



Community Satisfaction

For more information contact: Robyn Mitchell, Senior Research Officer at Moreland City Council, 03 9240 2365

Over the years the Local Government Research Group has conducted community satisfaction studies for several Councils.

Our community satisfaction surveys are designed to provide comparability to the Department of Transport, Planning and Local Infrastructure (DTPLI)'s annual community satisfaction survey of Victorian residents or provide additional measures required by individual councils.

Community Satisfaction surveys are tailored to each Council, however we have found that there are some typical topics that are covered such as:

- Overall community satisfaction with Council's service performance to identify areas for improvement
- Community perceptions of Council's corporate indicators
- Community perceptions of their local area
- Community satisfaction with delivery of key Council services and communications

These surveys often provide feedback on a selection of one-off measures or indicators of particular interest to the Council. We are mindful of Council reporting needs and tailor our analysis and reporting to meet internal requirements.

EXAMPLE OF ANALYSIS OF FREE TEXT COMMENTS

"What would need to improve to make you more satisfied with Council services?"

Coded themes and sub-themes

Maintenance and cleanliness

X no. of comments or X% (sig. increase from X%)

Improve street cleaning
(X comments or X%)

Tidier rubbish collection services
(X comments or X%)

Graffiti
(X comments or X%)

Animal control and cleanliness
(X comments or X%)

Summary of sub-theme responses

Clean up leaves in gutters and general street rubbish in side and back streets, not just main roads

More conscientious/careful rubbish collection contractors and more frequent collection/emptying of bins

More/quicker graffiti removal

More policing of cleaning up after dogs and signage reminding people of penalties

Reviews

The Local Government Research Group strives for excellence and continuous improvement. We seek feedback from our clients on a project by project basis as well as through our own annual customer satisfaction survey. The following are some local government client comments regarding our strengths received in our 2015 survey:

“Customer service and responsiveness was fabulous. They were very flexible about changes and followed up regularly. The final report was well written and met the objectives.”

“Delivers a quality product, value for money, strives to work with us to deliver the most useful data for whatever the project aims are.”

“Competitiveness of pricing, expertise of staff, unbelievable flexibility, meet timelines, comprehensive reports, you like having a laugh!!”

“Flexibility, knowledge and responsive.”

“Willingness to work with client.”

The LGRG has a strong commitment to building relationships with our clients. We conduct ourselves professionally at all times but we enjoy using humour in our interactions. We strive to gain a thorough understanding of each individual Council so we can match our services to your needs.



CONTACT US

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