



# **Community Communications Survey**



## Background

The Huon Valley Council Annual Plan 2019/2020 identifies the following action:

*Develop and implement a Communications Strategy to provide a two-way avenue for effective communication between the community and the Council.*

The aim of developing a communications strategy is to improve the way in which the Huon Valley Council engages with our community. It was recognised during the development of the Community Engagement Framework that understanding our community and having our community understand Council is essential to delivering services that respond to the needs of the community and assists the organisation in achieving its goals.

Key considerations of the Strategy development include:

- Increasing awareness of council's services and offerings
- Promoting greater understanding of the role and value of Council
- Encouraging engagement and feedback from the community
- Enhancing the brand reputation of the Huon Valley Council as an organisation

The Strategy will take into consideration the community demographic as well as internal and external factors such as appropriate communication channels and available resources.

## Purpose

The purpose of this survey is to help the Huon Valley Council better understand the needs of the community and how we can communicate with the community.

We have endeavoured to keep the survey as brief as possible, but need as much information as you can provide to help improve our communications and to support the development of the Communications Strategy.

Council is committed to improving its communication with all community members, and is grateful for your help in making this happen. Please refer this survey on to friends and family – the more results we receive, the better we can improve and focus our communication with you.

The results of the survey will be presented to a future Council Meeting and published on Council's website. If you have any questions about this survey, please contact Council's communications team on (03) 6264 0300 or email [hvc@huonvalley.tas.gov.au](mailto:hvc@huonvalley.tas.gov.au).



## 1. About You

### Your age:

- |  |  |
|--|--|
| <input type="checkbox"/> 14 and under    | <input type="checkbox"/> 45-54 years old   |
| <input type="checkbox"/> 15-24 years old | <input type="checkbox"/> 55-64 years old   |
| <input type="checkbox"/> 25-34 years old | <input type="checkbox"/> 65+ years old     |
| <input type="checkbox"/> 35-44 years old | <input type="checkbox"/> Prefer not to say |

### Which locality do you live in?

- |  |   |
|--|---|
| <input type="checkbox"/> Abels Bay           | <input type="checkbox"/> Judbury          |
| <input type="checkbox"/> Brooks Bay          | <input type="checkbox"/> Lonnvale         |
| <input type="checkbox"/> Cairns Bay          | <input type="checkbox"/> Lucaston         |
| <input type="checkbox"/> Castle Forbes Bay   | <input type="checkbox"/> Lune River       |
| <input type="checkbox"/> Cockle Creek        | <input type="checkbox"/> Mountain River   |
| <input type="checkbox"/> Crabtree            | <input type="checkbox"/> Nicholls Rivulet |
| <input type="checkbox"/> Cradoc              | <input type="checkbox"/> Peverata         |
| <input type="checkbox"/> Cygnet              | <input type="checkbox"/> Petchey's Bay    |
| <input type="checkbox"/> Deep Bay            | <input type="checkbox"/> Police Point     |
| <input type="checkbox"/> Dover               | <input type="checkbox"/> Port Huon        |
| <input type="checkbox"/> Eggs & Bacon Bay    | <input type="checkbox"/> Raminea          |
| <input type="checkbox"/> Franklin            | <input type="checkbox"/> Randalls Bay     |
| <input type="checkbox"/> Garden Island Creek | <input type="checkbox"/> Ranelagh         |
| <input type="checkbox"/> Gardners Bay        | <input type="checkbox"/> Southport        |
| <input type="checkbox"/> Geeveston           | <input type="checkbox"/> Surges Bay       |
| <input type="checkbox"/> Glaziers Bay        | <input type="checkbox"/> Surveyors Bay    |
| <input type="checkbox"/> Glen Huon           | <input type="checkbox"/> Upper Woodstock  |
| <input type="checkbox"/> Glendevie           | <input type="checkbox"/> Verona Sands     |
| <input type="checkbox"/> Grove               | <input type="checkbox"/> Wattle Grove     |
| <input type="checkbox"/> Hastings            | <input type="checkbox"/> Woodstock        |
| <input type="checkbox"/> Huonville           | <input type="checkbox"/> Other            |
| <input type="checkbox"/> Ida Bay             |   |

### What is your gender?

- Male
- Female
- Prefer not to say

## 2. General communication feedback

### How well informed do you feel you are about Council activities?

- Over informed
- Very informed
- Somewhat informed
- Not informed
- Not informed and not interested



**How satisfied are you with the information you receive from Council?**

- Very satisfied
- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Very dissatisfied

**Where are you most likely to hear about Council activities?**

- Word of mouth
- Local newspaper
- Local radio
- Council's website
- Council's Facebook page
- Community noticeboards
- Rates notices
- At Council facilities
- Newsletters
- Other

**Have you had direct contact with Huon Valley Council in the past 12 months?**

- Yes
- No

**If yes, how so?**

- At the customer service centre
- At Council facilities
- Other face-to-face contact (e.g. meetings)
- Email
- Phone
- Other \_\_\_\_\_

**How frequently do you listen to the audio recording of Council Meetings?**

- Always after a Council meeting
- Sometimes
- Never

**How likely are you to watch a video stream of Council meetings?**

- Very likely
- Somewhat likely



- Neutral/No option
- Somewhat unlikely
- Very unlikely

**Did you attend a Council Community Information Session held around the Huon Valley in February and March 2019?**

- Yes
- No

**How likely are you to attend a Council Community Information Session in the future?**

- Very likely
- Somewhat likely
- Neutral/No option
- Somewhat unlikely
- Very unlikely

**3. What are you most interested in receiving information on?**

**Please indicate what information you are most interested in hearing about:**

- Council or public meetings
- Upcoming events
- Upcoming projects
- Budgets
- Recreation events and news
- Road and maintenance works
- Waste and recycling
- Emergency management updates/news
- Employment opportunities
- Advertised development application
- Decisions from Council meetings
- Community engagement
- Other [please list] \_\_\_\_\_

**4. Our media outlets**

**Which of the following local newspapers do you read in hardcopy?**

- Huon News
- The Cygnet and Channel Classifieds
- The Mercury
- The Bush Telegraph



**Which of the following do you read online?**

- Huon News
- The Cygnet and Channel Classifieds
- The Bush Telegraph
- The Mercury

**Do you listen to the local radio station, Huon FM?**

- Yes
- No

**Do you recall seeing regular Council advertisements in any of these publications?**

- Yes
- No

**Do you visit the Council noticeboards around the Valley?**

- Yes
- No

**Do you know where the Community noticeboards are in the Valley?**

- Yes
- No

## **5. Community engagement**

**Do you feel you have the opportunity to comment on Council's plans and projects?**

- Yes
- No

**Have you ever read about or taken part in community engagement in the last 12 months?**

- Yes
- No

**How did you find out about it?**

- Council's 'Have Your Say' webpage
- Word of mouth
- Local newspapers
- Council's Facebook page
- Noticeboard poster
- At Council locations
- Other \_\_\_\_\_



**What was the name of the engagement project?**

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**Have you ever visited the 'Have Your Say' page on the website?**

- Yes
- No

**Level of interest for community engagement activities:**

- Very interested
- Somewhat interested
- Somewhat uninterested
- Not interested at all

**If council were to change the way it conducts community engagement, which method would suit you?**

- More on the website
- Social media
- Email
- On-site events

## **6. Council website**

**How often do you visit Council's website [www.huonvalley.tas.gov.au](http://www.huonvalley.tas.gov.au)?**

- Daily
- Weekly
- Monthly
- Every six months
- Never
- If not, why? \_\_\_\_\_

**I mostly access the Huon Valley Council website to find information on (please choose all that apply):**

- Online services
- Online payments
- To report an issue
- Council news
- Council events
- A career at Council
- Council tenders



- Development applications
- Waste management
- Council agendas and minutes
- Other (please specify) \_\_\_\_\_





**How useful do you find the information on Council's website?**

- Very useful
- Mostly useful
- Occasionally useful
- Not useful
- Other (please specify) \_\_\_\_\_

**How user-friendly do you feel the Council's website is?**

Excellent					Not user-friendly
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**How can Council improve the website to better suit your needs?**

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**7. Council newsletter**

Council is considering implementing a Council newsletter.

**How useful would you find a newsletter as a form of communicating with you?**

- Very useful
- Mostly useful
- Occasionally useful
- Not useful

**How frequently would you like to see a newsletter issued?**

- Fortnightly
- Monthly
- Quarterly
- Six Monthly

**What types of stories would you like to see in a newsletter?**

- Community stories
- Profiles of Council workers
- Events in and around the area
- News about Council projects and upgrades
- Other \_\_\_\_\_



**Where should Council publish a newsletter?**

- Huon Valley Council website
- Huon Valley Council Facebook page
- Huon Valley Council Twitter
- Email subscription
- Local Newspapers
- Printed in Council buildings
- Other (please specify) \_\_\_\_\_

**Would you subscribe to an email newsletter?**

- Yes
- No

**8. Social media**

**Are you active on social media?**

- Yes
- No

**Please tick which of Council's social media sites you follow:**

- Huon Valley Council Facebook
- Huon Valley Visitor Information Centre Facebook
- Huon Valley Visitor Centre Instagram
- Geeveston Visitor Centre Facebook
- Geeveston Visitor Centre Facebook
- HVC Youth Services Facebook
- Huon Valley Children's Services Facebook
- Huonville Reuse Shop Facebook
- Port Huon Sports & Aquatic Centre Facebook
- Cygnet Sports Centre Facebook
- Dover Give it a Go Facebook
- The Huon Valley Instagram
- The Huon Valley Facebook

**What social media platform(s) do you use?**

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Google Plus+
- Snapchat
- Other \_\_\_\_\_



**Do you think social media is a useful way for Council to communicate with you?**

- Yes
- No

**Do you have any comments or recommendations regarding the Huon Valley Council's use of social media? (optional)**

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**9. How do you think Council can improve its communication and how information is delivered to you?**

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