

## **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.



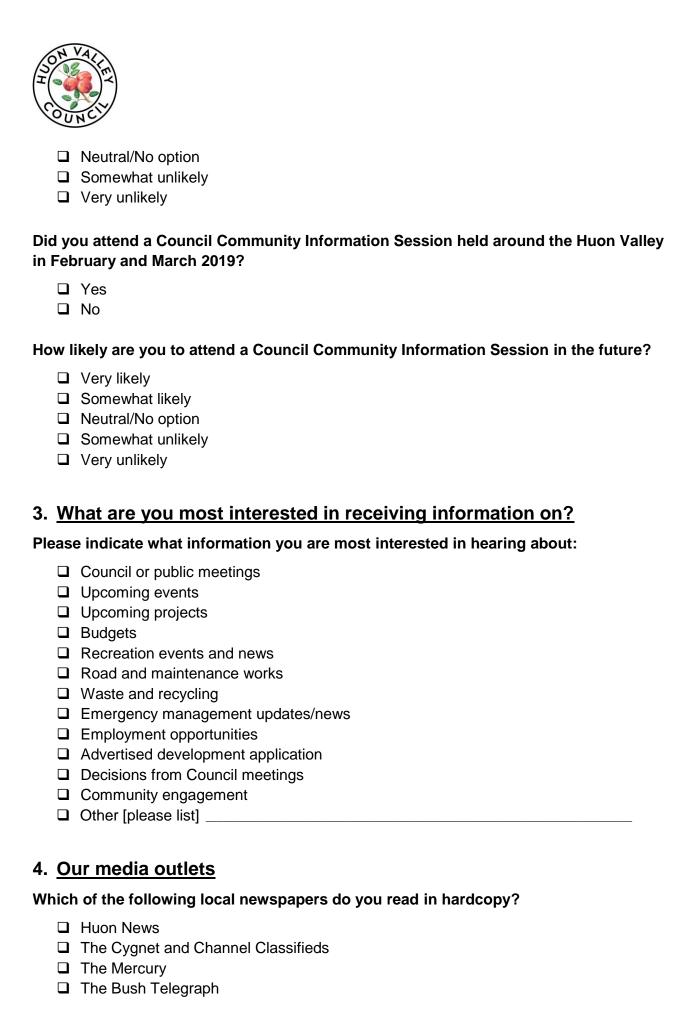
## 1. About You

· · · <u>/ · · · · · · · · · · · · · · · ·</u>	<del></del>		
Your a	age:		
	14 and under 15-24 years old 25-34 years old 35-44 years old		45-54 years old 55-64 years old 65+ years old Prefer not to say
Which	locality do you live in?		
	Abels Bay Brooks Bay Cairns Bay Castle Forbes Bay Cockle Creek Crabtree Cradoc Cygnet Deep Bay Dover Eggs & Bacon Bay Franklin Garden Island Creek Gardners Bay Geeveston Glaziers Bay Glen Huon Glendevie Grove Hastings Huonville Ida Bay		Judbury Lonnavale Lucaston Lune River Mountain River Nicholls Rivulet Pelverata Petcheys Bay Police Point Port Huon Raminea Randalls Bay Ranelagh Southport Surges Bay Surveyors Bay Upper Woodstock Verona Sands Wattle Grove Woodstock Other
What i	is your gender?		
	Male Female Prefer not to say		
2. <u>G</u> e	eneral communication feedback		
	vell informed do you feel you are about Cour Over informed Very informed Somewhat informed Not informed	ncil	activities?

■ Not informed and not interested



HOW S	atisfied are you with the information you receive from Council?
	Very satisfied Satisfied Neither satisfied or dissatisfied Dissatisfied Very dissatisfied
Where	e 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 y	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 f	requently do you listen to the audio recording of Council Meetings?
	Always after a Council meeting Sometimes Never
How li	kely are you to watch a video stream of Council meetings?
	Very likely Somewhat likely

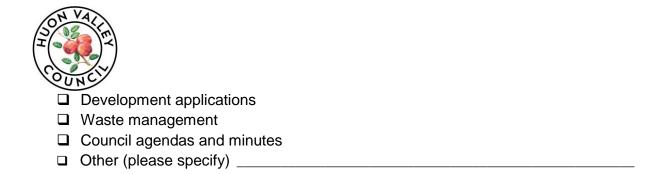




which of the following do you read online?
<ul> <li>☐ Huon News</li> <li>☐ The Cygnet and Channel Classifieds</li> <li>☐ The Bush Telegraph</li> <li>☐ The Mercury</li> </ul>
Do you listen to the local radio station, Huon FM?
□ Yes □ No
Do you recall seeing regular Council advertisements in any of these 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?
<ul> <li>□ Council's 'Have Your Say' webpage</li> <li>□ Word of mouth</li> <li>□ Local newspapers</li> <li>□ Council's Facebook page</li> <li>□ Noticeboard poster</li> <li>□ At Council locations</li> <li>□ Other</li> </ul>



What was the name of the engagement project?	
Have you ever visited the 'Have Your Say' page on the website?	
□ Yes □ No	
Level of interest for community engagement activities:	
<ul> <li>□ Very interested</li> <li>□ Somewhat interested</li> <li>□ Somewhat uninterested</li> <li>□ Not interested at all</li> </ul>	
If council were to change the way it conducts community engagement, which method would suit you?	
<ul> <li>□ More on the website</li> <li>□ Social media</li> <li>□ Email</li> <li>□ On-site events</li> </ul>	
6. Council website	
How often do you visit Council's website www.huonvalley.tas.gov.au?	
<ul> <li>□ Daily</li> <li>□ Weekly</li> <li>□ Monthly</li> <li>□ Every six months</li> <li>□ Never</li> <li>□ If not, why?</li></ul>	
I mostly access the Huon Valley Council website to find information on (please choose all that apply):	
<ul> <li>□ Online services</li> <li>□ Online payments</li> <li>□ To report an issue</li> <li>□ Council news</li> <li>□ Council events</li> <li>□ A career at Council</li> <li>□ Council tenders</li> </ul>	





	Very under Mostly Occasion	useful / useful sionally seful	useful	e information on Council's website?
How (	user-fri	endly (	do you	feel the Council's website is?
Excell		•	•	Not user-friendly
5		3	2	1
How (	can Co	uncil iı	mprove	the website to better suit your needs?
			<b>slette</b> ng imple	ementing a Council newsletter.
How (	useful v	would	you fin	d a newsletter as a form of communicating with you?
	Very ι			,
	Mostly			
	Occas	sionally	useful	
	Not us	seful		
How 1	requer	ntly wo	uld you	ı like to see a newsletter issued?
	Fortni	ghtly		
	Month	ly		
	Quart	erly		
	Six M	onthly		
What	types	of stori	ies wou	ıld you like to see in a newsletter?
	Comn	nunity s	tories	
		•	ouncil w	orkers
	Event	s in and	daroun	d the area
<u> </u>	News Other		Council	projects and upgrades



W	nere	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)
Wo	ould	I you subscribe to an email newsletter?
		Yes
		No
_	0 -	
ð.	<u> 50</u>	ocial media
Are	e yo	ou active on social media?
		Yes
		No
	_	
Ple	ease	e 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
	_	The Fident valley Facebook
Wŀ	nat s	social media platform(s) do you use?
		Facebook
		Twitter
		Instagram
		LinkedIn
		YouTube
	_	
	_	
		Google Plus+ Snapchat



Do	you think social media is a useful way for Council to communicate with you?
	□ Yes □ No
	you have any comments or recommendations regarding the Huon Valley Council's e of social media? (optional)
9.	How do you think Council can improve its communication and how information
	is delivered to you?