

Metropolis RESEARCH

Banyule City Council

2024 Communications Survey

June 2024

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Executive summary

Introduction and methodology

Metropolis Research was commissioned by the Corporate Communications Department of Banyule Council to conduct primary research of the Banyule community to explore a range of issues around how Council communicates, engages and consults with the community.

This research builds on similar surveys conducted for the City of Banyule in 2015 (by Metropolis Research) and in 2020 (conducted by a different survey provider).

A total of 503 random sample door-to-door surveys were conducted, as well as 66 self-selected online surveys completed by residents.

It is important to bear in mind that the random sample respondents reflect the views of the underlying Banyule community, whilst the self-selected online survey respondents reflect only the views of the those in the community sufficiently engaged with Council to be aware of the survey and sufficiently motivated to take the active steps necessary to participate. This leads to a significant skew in the self-selected online survey results.

Key findings:

The key findings from the 2024 *Communications Survey* were that current community levels of engagement with Council were relatively modest, although respondents reported a relatively strong level of interest in knowing about the activities of Council.

The most important communication tools for Council remain the two printed publications (*Banyule Banner* and *News From Our Neighbourhood*), along with the Council website, as well as interest by smaller numbers in various other channels

There was, however, significant variation in the preferred methods of receiving information observed across the municipality, and by respondent profile (mostly by age and language).

Satisfaction with Council overall was "good" at 6.7 but was three percent below the metropolitan Melbourne average (as recorded by Metropolis Research in *Governing Melbourne*). Satisfaction with communication was also "good" at 6.7 out of 10, however satisfaction with community consultation and engagement was nine percent below the metropolitan average and was recorded at a "solid" level of 6.3 out of 10.

Satisfaction with Council's key publications and channels was "very good" to "excellent", with both the *Banyule Banner* and the Council website recording satisfaction scores somewhat higher than the metropolitan Melbourne average.

The community continues to report interest in a wide range of information from Council, including events and activities, roadworks, Council infrastructure projects, and other issues.

Community interest in engaging with Council via social media remains relatively solid (at around one-quarter), although interest in receiving SMS notifications from Council was significantly higher at more than half of the respondents.

Summary of findings:

The following outlines the key findings from the 2024 *Communications Survey*:

- ***Interest in knowing about Council works, services, and programs*** – average interest was 7.0 out of 10 or "strong interest" with 46% very interested, and nine percent "not interested".

- ***Satisfaction with aspects of Council communications*** – respondents were asked to rate satisfaction with three aspects:

    - *Overall satisfaction with Council* - was 6.7 out of 10, three percent below the metropolitan Melbourne average of 7.0, with 33% "very satisfied" and seven percent "dissatisfied".

    - *Council communications (how Council informs the community)* – was 6.7 out of 10, with 37% "very satisfied" and nine percent "dissatisfied".

    - *Council's community consultation and engagement* – was 6.3 out of 10, nine percent below the metropolitan Melbourne average of 7.2, with 29% "very satisfied" and 13% "dissatisfied".

- ***Recognition of Banyule branding*** – 37% of respondents were able to correctly identify the Banyule image from a set of four (including three neighbouring councils).

- ***Current and preferred methods of receiving information from Council*** – respondents were again asked to select from a list all the current methods they receive information and the methods that they would prefer:

    - The top seven *current methods of receiving information* were the *Banyule Banner* (77%), *News From Our Neighbourhood* (48%), and the website (39%), direct mail / letterbox drop of information (38%), information sent with the rates notice (28%), telephoning Council (18%), and emailing Council (13%).

    - The top eight *preferred methods of receiving information* were the *Banyule Banner* (58%), *News From Our Neighbourhood* (31%), and the website (29%), direct mail / letterbox drop of information (29%), telephoning Council (19%), and emailing Council (18%), information sent with the rates notice (16%), and speaking face-to-face with Council staff (16%).

- ***Banyule Banner*** – respondents were asked several questions about the *Banner*, as follows:

    - *Awareness* - 76% (down from 83%) of respondents were aware of the publication.

    - *Receiving and reading* - 77% (down from 92%) of respondents say they skim read at least some of the publication, with 12% not reading it and five percent report that they don't receive it.

    - *Preferred information* in the publication included local events and activities (72%), building and works projects (57%), Council services (52%), and Council infrastructure projects (51%).

- *Overall satisfaction* with the publication was 7.7 or "very good", up three percent from 7.4 in 2020, which was two percent above the metropolitan Melbourne average of 7.5, with 61% "very satisfied" and just one percent "dissatisfied".
    - Satisfaction with other aspects included ease of reading (8.4 up from 8.1), frequency (7.8 up from 6.9), relevance of articles (7.3 up from 7.0), and how interesting the content was (7.2 up from 7.1).

- ***News From Our Neighbourhood*** – respondents were asked several questions:
    - *Awareness* - 45% (up from 40%) of respondents were aware of the publication.
    - *Receiving and reading* - 43% (down from 82%) of respondents say they skim read at least some of the publication, with 13% not reading it and 23% reporting that they don't receive it.
    - *Overall satisfaction* with the publication was 7.3 or "very good", down two percent from 7.5 in 2020, with 48% "very satisfied" and three percent "dissatisfied".
        - Satisfaction with other aspects included ease of reading (8.2 up from 8.0), frequency (7.5 up from 7.2), relevance of articles (6.9 down from 7.3), and how interesting the content was (6.9 up from 7.2).

- ***Council e-newsletters*** – respondents were asked several questions about the publication:
    - *Awareness* - 17% of respondents were aware of the publication.
    - *Interest in receiving a general interest e-newsletter* - 46% of respondents reported that they were interested in receiving such a publication, with most preferring monthly publication.

- ***Council's website*** – respondents were asked several questions about the publication:
    - *Visiting the website* - 46% (down from 64%) of respondents reported that they had visited the website in the last 12 months.
    - *Finding required information on the site* - 82% of respondents who visited the website reported that they found all the information they required, whilst 14% said they needed additional information. The most common types of information required were local events and activities (44%), roadworks information / disruptions (39%), and building and works projects (38%).
    - *Overall satisfaction* with the website was 7.9 or "excellent", up seven percent from 7.2 in 2020, which was one percent above the metropolitan Melbourne average of 7.8, with 66% "very satisfied" and two percent "dissatisfied".
        - Satisfaction with other aspects included ease of reading (8.2 up from 7.4) and finding the information the respondent required (7.8 up from 6.9).

- ***Social media*** – respondents were asked several questions about social media:
    - *Use of platforms* – the most common social media platforms used by respondents included Facebook (58% down from 66%), Instagram (47% up from 29%), WhatsApp (33%), YouTube (30%), LinkedIn (21% down from 30%), and Twitter / X (16% down from 36%).
    - *Follow Council on social media* – 23% of respondents follow Council on social media, including Facebook (20% up from 19%) and Instagram (4% down from 5%).
    - *Preferred information* from Council on social media included local events and activities (48%), roadworks information / disruptions (41%), and Council infrastructure projects (26%).

- ***SMS notifications from Council*** – 56% of respondents reported that they were interested in receiving notifications / important reminders from Council via SMS, as follows:
    - *Preferred information* from Council by SMS notification included roadworks information / disruptions (44%), local events and activities (39%), and important reminders (28%).

- ***Community consultation and feedback*** – respondents were asked several questions about consultation and providing feedback to Council:
    - *Participated in consultation / provided feedback* – 17% (down from 23%) of respondents reported that they had participated in consultation / provided feedback in the last year.
    - *Method of participation* – 27% of respondents participated in person, 46% online, and 28% via a combination of both.
    - *Preferred methods* – the four most preferred methods of participating were completing an online survey (48% up from 34%), speaking directly with someone in-person (32% up from 4%), speaking directly with someone on the phone (30% up from 26%), and completing a face-to-face or mail out survey (24% up from 9%).
    - *Barriers to participation* – the most common barriers related to a lack of time (26%), work commitments (16%), a lack of interest (9%), family commitments (7%), the perception that Council won't listen to the results (7%), and their busy lifestyle (4%).

- ***Council initiatives*** – respondents were asked to rate their knowledge of 11 Council initiatives:
    - *Food and Garden waste rollout* 5.5 out of 10, with 43% knowing a lot and 34% knowing little.
    - *Carols by Candlelight* was 5.2 out of 10, with 37% knowing a lot and 37% knowing little.
    - *Northeast Link Advocacy Campaign* was 4.8 out of 10, with 32% knowing a lot and 42% knowing little.
    - *Twilight Sounds* was 4.1 out of 10, with 27% knowing a lot and 50% knowing little.
    - *Malahang Festival* was 3.6 out of 10, with 21% knowing a lot and 58% knowing little.
    - *2028 Zero Emissions Commitment* was 3.5 out of 10, with 18% knowing a lot and 57% little.
    - *Electrify Everything* was 3.3 out of 10, with 20% knowing a lot and 58% knowing little.
    - *Community Vision* was 3.2 out of 10, with 15% knowing a lot and 60% knowing little.
    - *Banyule Community Fund* was 2.9 out of 10, with 15% knowing a lot and 65% knowing little.
    - *Banyule ThinkTank / Banyule Futures* was 2.7 out of 10, with 11% knowing a lot and 68% knowing little.
    - *Eco Festival* was 2.6 out of 10, with 14% knowing a lot and 68% knowing little.

- ***Elected Council*** – respondents were asked to identify the current Mayor and the local Councillor, as follows:
    - 36% of respondents said they could identify *the Mayor*, with 23% identifying Cr. Tom Melican.
    - 28% of respondents reported that they could identify their *local Councillo*r, with significant variation observed across the municipality.

Introduction

Metropolis Research was commissioned by the Corporate Communications Department of Banyule Council to conduct primary research of the Banyule community to explore a range of issues around how Council communicates, engages and consults with the community.

This research builds on similar surveys conducted for the City of Banyule in 2015 (by Metropolis Research) and in 2020 (conducted by a different survey provider).

Specifically, the research aims to explore:

- Satisfaction with Council – including the overall performance of Council, and its performance keeping the community informed and community consultation and engagement.
- Interest in knowing about Council works, services, and programs.
- Current and preferred methods of receiving information from Council.
- *Banyule Banner* – including awareness, receiving and reading, satisfaction with selected aspects, and preferred methods of receiving.
- *News From Our Neighbourhood*- including awareness, receiving and reading, satisfaction with selected aspects, and preferred methods of receiving.
- *Council e-newsletter* – including awareness and interest in receiving a general interest e-newsletter.
- *Council website* – including frequency of visits, whether required information was found, additional information required, and satisfaction with selected aspects.
- *Social media* – including use of social media platforms, following Council on social media, and preferred information from Council via social media.
- *SMS notifications* from Council.
- *Community consultations* – including participation, methods of participation, barriers to participation and preferred methods of putting views forward to Council.
- Knowledge of 11 *Council initiatives*.
- *Elected Council* – including knowledge of the current Mayor and local Councillor.
- *Respondent profile* – including age, gender, language spoken at home, disability status, housing situation, and period of residence in Banyule.

Methodology and response rate

The *Communications Survey* was conducted as a door-to-door, in-person, interview style survey of approximately 15 minutes duration.

The survey was conducted of a randomly approached sample of households (of all dwelling types) drawn proportionally from across each of the suburbs and localities of Banyule.

The door-to-door, face-to-face interview style survey methodology was employed for this project, as it provides the richest interaction with residents, encourages their thoughtful participation in the research, records a substantially higher response rate, and provides a sample that is more representative of the underlying Banyule community than can be obtained via other methods.

The surveying was completed from the 4th till the 29th of May 2024.

Most surveys were completed on Saturdays and Sundays from 11am till 5pm, as this is the best time to ensure that the sample is most randomly selected and therefore representative of the underlying population, with no more than 15% completed daylight hours weekdays.

The sample was pre-weighted by precinct population, to ensure that each precinct contributed proportionally to the overall municipal results.

The final sample of surveys were then weighted by age and gender, to ensure that each age / gender group contributed proportionally to the overall municipal result.

A total of 2,637 households were approached with a view to inviting them to participate in the research. Of these:

- No answer - 1,345
- Refused – 789
- Completed – 503

This provides a response rate of 39%, which represents the proportion of households personally invited to participate in the research who participated.

This strong response rate reflects well on the door-to-door methodology, although Metropolis Research notes that this response rate is somewhat lower than has been typically recorded in 2024 for community satisfaction surveys conducted using the same methodology. This variation reflects the fact that fewer residents were interested in Council communication related issues than with the broader community satisfaction surveys. This is commonly observed for issue specific research such as this communications survey.

The 95% confidence interval (margin of error) of these results is plus or minus 4.4% at the 50% level. In other words, if a yes / no question obtains a result of 50% yes, it is 95% certain that the true value of this result is within the range of 46% and 54%.

This is based on a total sample size of 500 respondents, and an underlying population of the City of Banyule of approximately 126,500.

The 95% confidence level around the precinct level results is approximately plus or minus 11%, based on an average sample size of approximately 72 respondents.

The 95% confidence level around the gender-based results is approximately plus or minus 6%, and for the age groups averages around plus or minus 10%.

In addition to the main random sample survey, the survey was available online at Council's website for completion by interested residents.

The survey was available online from XX to XXX.

It is important to bear in mind that the self-selected online survey respondents reflect the views only of those in the community sufficiently engaged with Council to be aware of the survey and prepared to take the active steps necessary to participate in the research.

The random sample survey, by contrast, reflects the views of the underlying City of Banyule community.

Glossary of terms

Precinct

The results of this report are presented at both the municipal and precinct level. The term precinct is used by Metropolis Research to describe the sub-municipal areas for which results are presented, as agreed with officers of Council. These are outlined in detail following.

Measurable and statistically significant

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e., the difference is statistically significant. This is because survey results are subject to a margin of error or an area of uncertainty.

Significant result

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

Marginal / somewhat / notable

Metropolis Research will describe some results or changes in results as being marginally, somewhat, or notably higher or lower. These are not statistical terms, rather they are interpretive. They are used to draw attention to results that may be of interest or relevant to policy development and service delivery.

In order of significance, "marginal" is the least significant, followed by "somewhat", and with "notable" the most significant of the subjective terms used to describe variations that were not statistically significant.

These terms are often used for results that may not be statistically significant due to sample size or other factors but may nonetheless provide some insight into the variation in community sentiment across the municipality or between groups within the community, or in changes in results over time.

95% confidence interval

Average satisfaction results are presented in this report with a 95% confidence interval included. These figures reflect the range of values within which it is 95% certain that the true average satisfaction falls.

The 95% confidence interval based on a one-sample t-test is used for the mean scores presented in this report.

The margin of error around the other results in this report at the municipal level is plus or minus 4.4%.

Satisfaction categories

Metropolis Research typically categorises satisfaction results to assist in the understanding and interpretation of the results.

Metropolis Research has worked primarily with local government and developed these categories as a guide to satisfaction with the performance of local government across a wide range of service delivery and policy related areas of Council responsibility.

The scores presented in the report and are designed to give a general context about satisfaction with variables in this report, and are defined as follows:

- ***Excellent -*** scores of 7.75 and above are categorised as excellent.
- ***Very good -*** scores of 7.25 to less than 7.75 are categorised as very good.
- ***Good -*** scores of 6.5 to less than 7.25 are categorised as good.
- ***Solid -*** scores of 6 to less than 6.5 are categorised as solid.
- ***Poor -*** scores of 5.5 to less than 6 are categorised as poor.
- ***Very Poor -*** scores of 5 to less than 5.5 are categorised as very poor.
- ***Extremely Poor*** – scores of less than 5 are categorised as extremely poor.

Precinct map

The following map provides details on the seven precincts comprising the City of Banyule, as provided by officers of Banyule City Council.

The results for each question included in the survey have been provided at both the municipal and precinct level (where a sufficient sample exists at the precinct level).



Region breakdown

Banyule City Council - 2024 Communications Survey

(Number and percent of total respondents)

Region	*Suburb*	*Sample size (weighted)* *Number*	*Percent*
South	Eaglemont	14	3%
	Ivanhoe	53	11%
	Ivanhoe East	17	3%
	Total	**83**	**17%**
West	Heidelberg Heights	29	6%
	Heidelberg West - Bellfield	29	6%
	Total	**58**	**11%**
Mid	Heidelberg	30	6%
	Macleod	25	5%
	Rosanna	30	6%
	Total	**86**	**17%**
East	Lower Plenty	14	3%
	Viewbank	28	6%
	Yallambie	13	3%
	Total	**55**	**11%**
North	Greensborough	61	12%
	Total	**61**	**12%**
North West	Bundoora	43	9%
	Watsonia	22	4%
	Watsonia North	17	3%
	Total	**82**	**16%**
North East	Briar Hill	14	3%
	Montmorency	39	8%
	St Helena - Eltham North	25	5%
	Total	**78**	**15%**
	Total respondents	**503**	**100%**

(*) based on Banyule Council's Community Profile, produced by i.d consulting

Communication

Interested in knowing about Council works, services, and programs

Respondents were asked:

> *"On a scale of 0 (not interested at all) to 10 (very interested), how interested are you in knowing about Council works, services, and programs in your local area?"*

Respondents were asked to rate how interested they were in knowing about Council works, services, and programs in their local area.

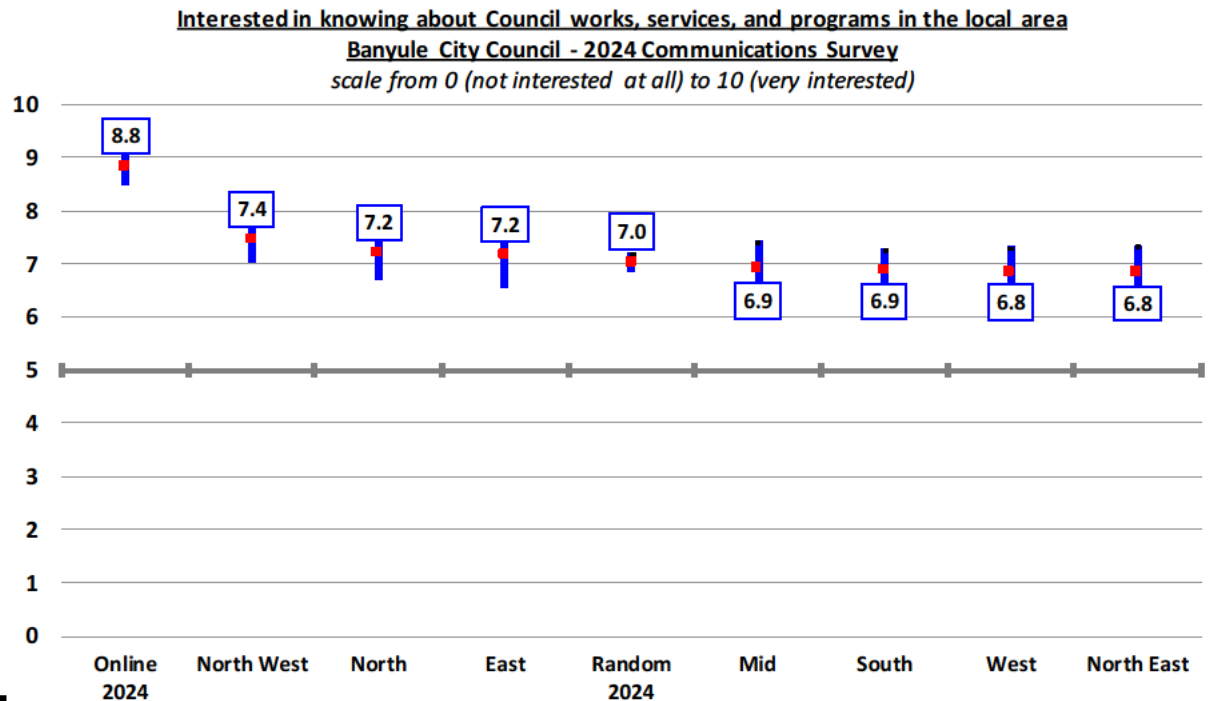
On average, the random sample respondents rated their interest in knowing about Council works, services, and programs in their local area at 7.0 out of 10, or a strong level of interest.

This group of randomly sourced respondents reflect the views of the underlying Banyule community, as they did not self-select themselves to participate in the research.

The small sample of 66 self-selected online survey respondents were significantly more interested in knowing about Council, with an average interest of 8.8 out of 10.

These self-selected online survey respondents reflect only the views of those in the community who were already sufficiently engaged with Council to be aware of the online survey, and who were sufficiently motivated to take active steps to seek out and complete the survey. As a consequence, their views reflect only this small sub-set of the community.

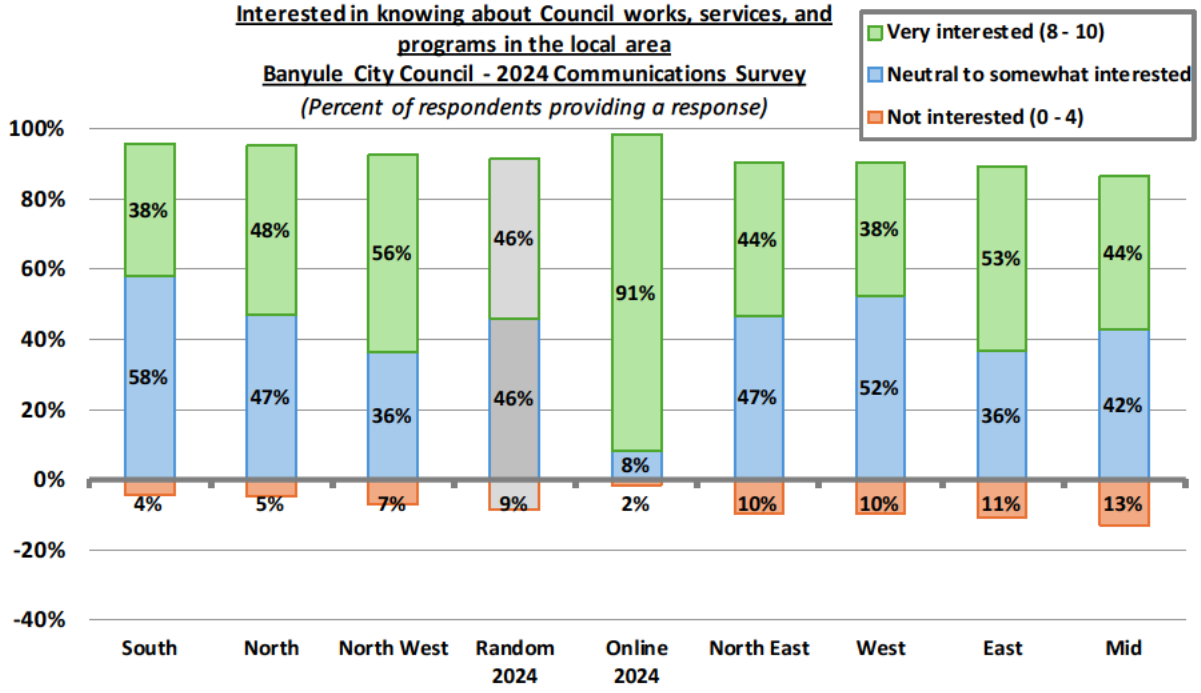
Whilst there was no statistically significant variation in this result observed across the municipality, it is noted that respondents from Northwest precinct were notably (4%) more interested in knowing about Council than the municipal average.



The following graph provides a breakdown of these results into the proportion of respondents who were "very interested" in knowing about Council (i.e., rated interest at 8 or more out of 10), those who were "neutral to somewhat interested" (i.e., rated interest at five to seven), and those who were "not interested" (i.e., rated interest at less than five out of 10).

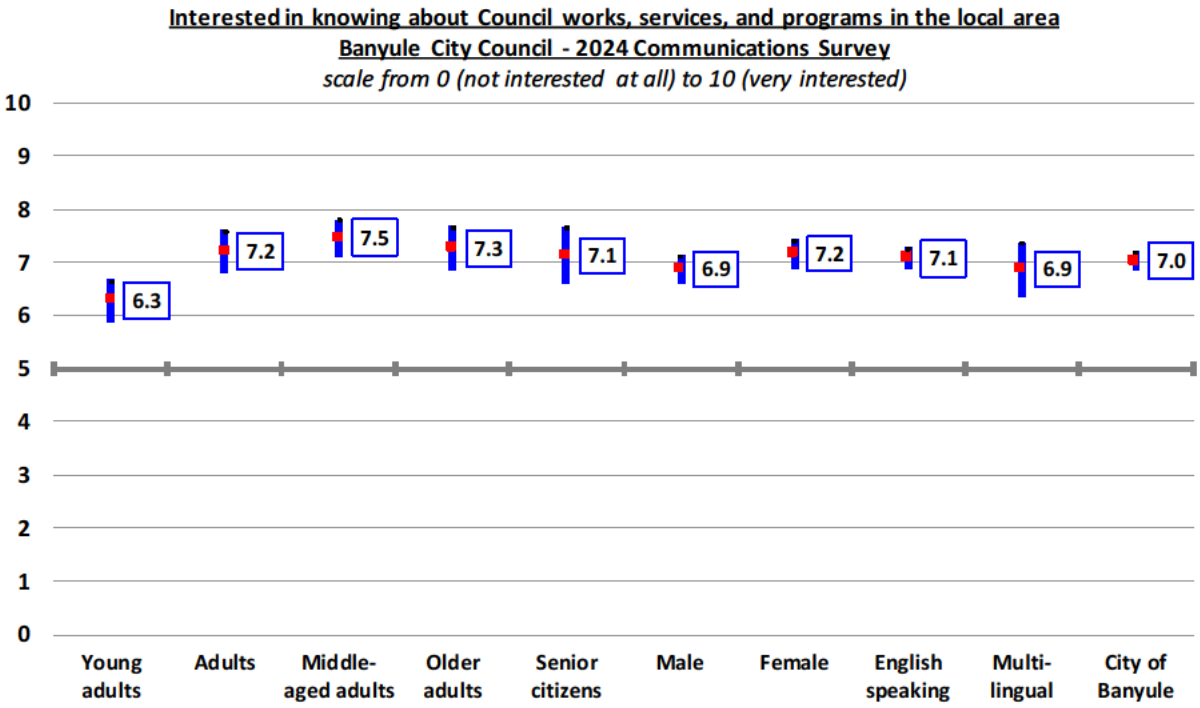
Consistent with the nature of the self-selected online survey respondents, 91% were "very interested" in knowing about Council, compared to 46% of the random sample respondents.

It is noted that respondents from South (38%) and West (38%) precincts were somewhat less likely to be "very interested" in knowing about Council, whilst 13% of respondents from the Mid precinct were "not interested".

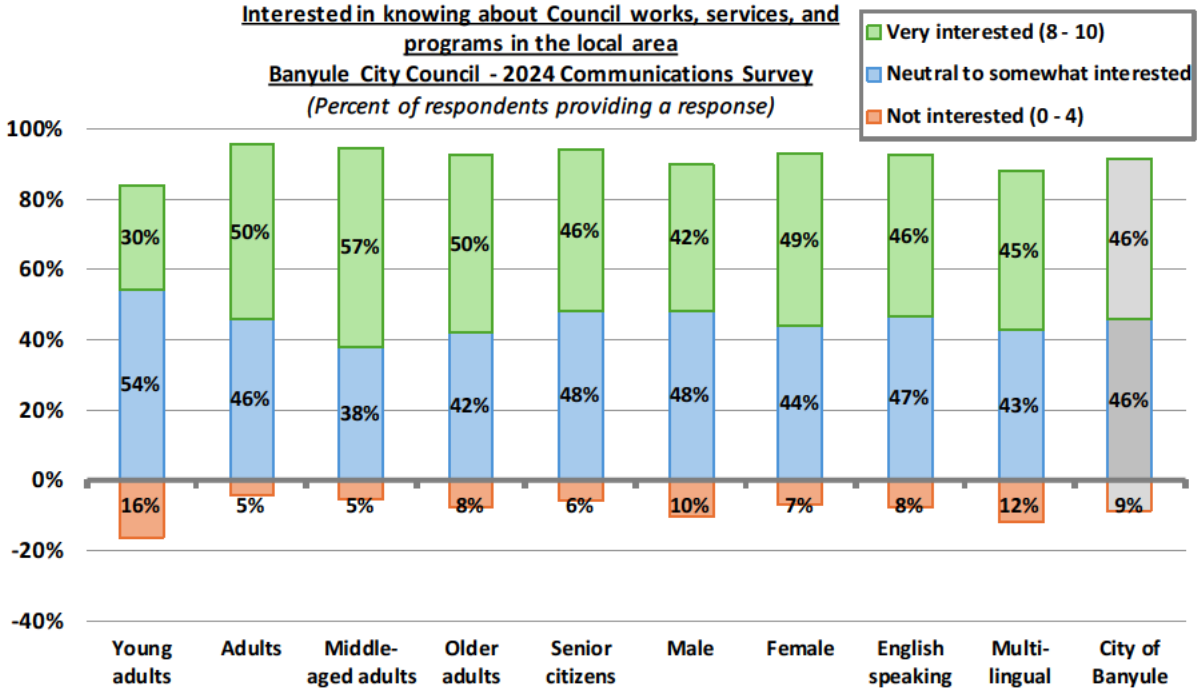


There was some variation in the average interest in knowing about Council works, services, and programs in the local area observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were measurably less interested in knowing about Council than the municipal average.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were notably more interested in knowing about Council than the municipal average.
- ***Gender*** – female respondents were somewhat (3%) more interested in knowing about Council than male respondents.
- ***Language spoken at home*** – there was no substantial variation in this result observed by the language spoken at home.



It is noted that 16% of young adults (aged 18 to 34 years) were "not interested" in knowing about Council.



Satisfaction with selected aspects of Council's communication

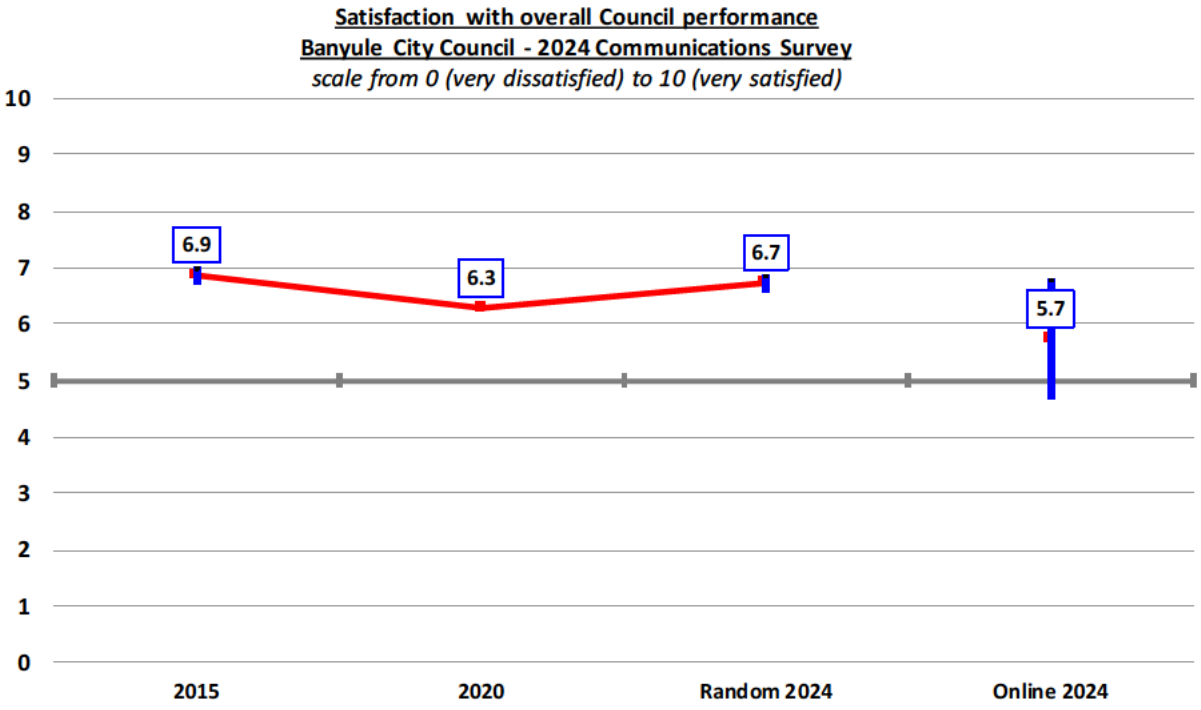
Respondents were asked:

"On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied are you with the following?"

Respondents were again in 2024, asked to rate their satisfaction with three aspects of Council performance, including overall performance, how well Council informs the community, and Council's community consultation and engagement performance.

Overall Council performance

Satisfaction with Council's overall performance was 6.7 out of 10, an increase of four percent on the unusually low 6.3 recorded in 2020. This was a "good" level of satisfaction, and consistent with the long-term average since 2015 of 6.6 or "good".



It is important to bear in mind that the 2020 survey was conducted by a different survey provider using a different methodology. The 2020 survey also added together both random sample and self-selected survey respondents, which will have resulted in a lower satisfaction score.

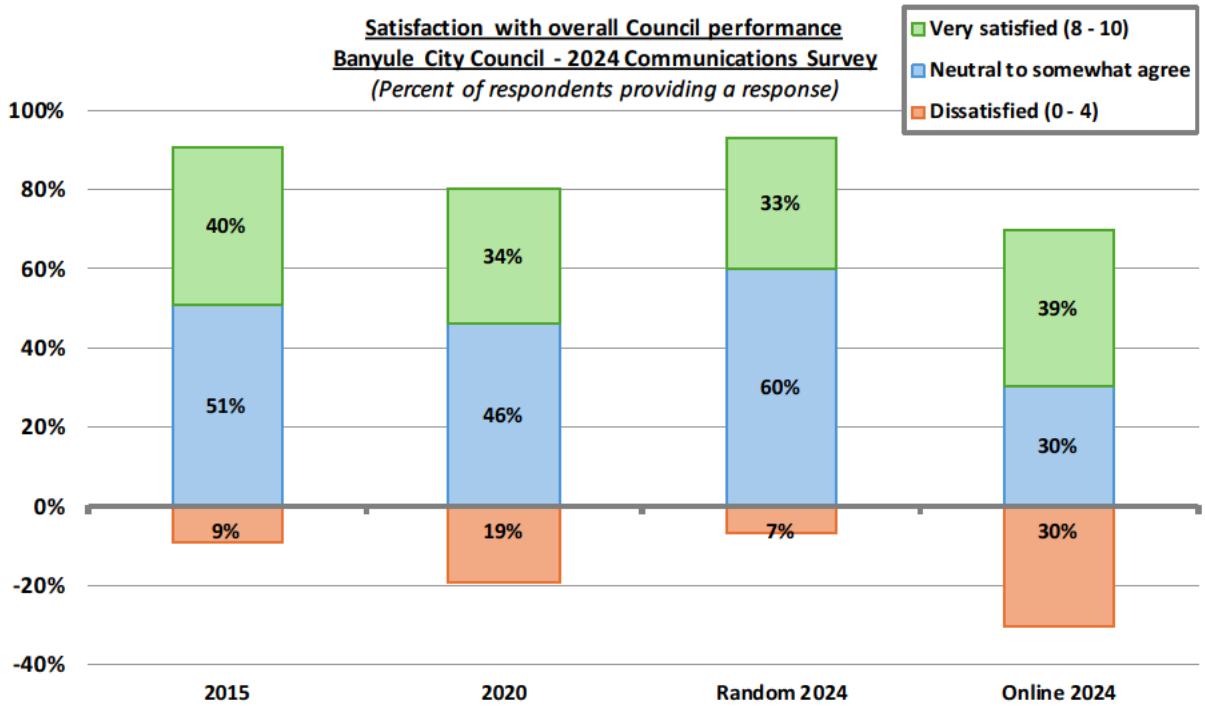
This is further borne out by the fact that the 33 self-selected online survey respondents who provided a score rated satisfaction with Council's overall performance at just 5.7 out of 10, or a "poor" level of satisfaction.

Metropolis Research has consistently observed that self-selected survey respondents will rate satisfaction with Council lower than randomly selected respondents who reflect the views of the underlying community.

The following graph provides a breakdown of satisfaction into the proportion of respondents "very satisfied" (i.e., rated satisfaction at eight or more), those who were "neutral to somewhat satisfied" (i.e., rated satisfaction at between five and seven), and those who were "dissatisfied" (i.e., rated satisfaction at less than five).

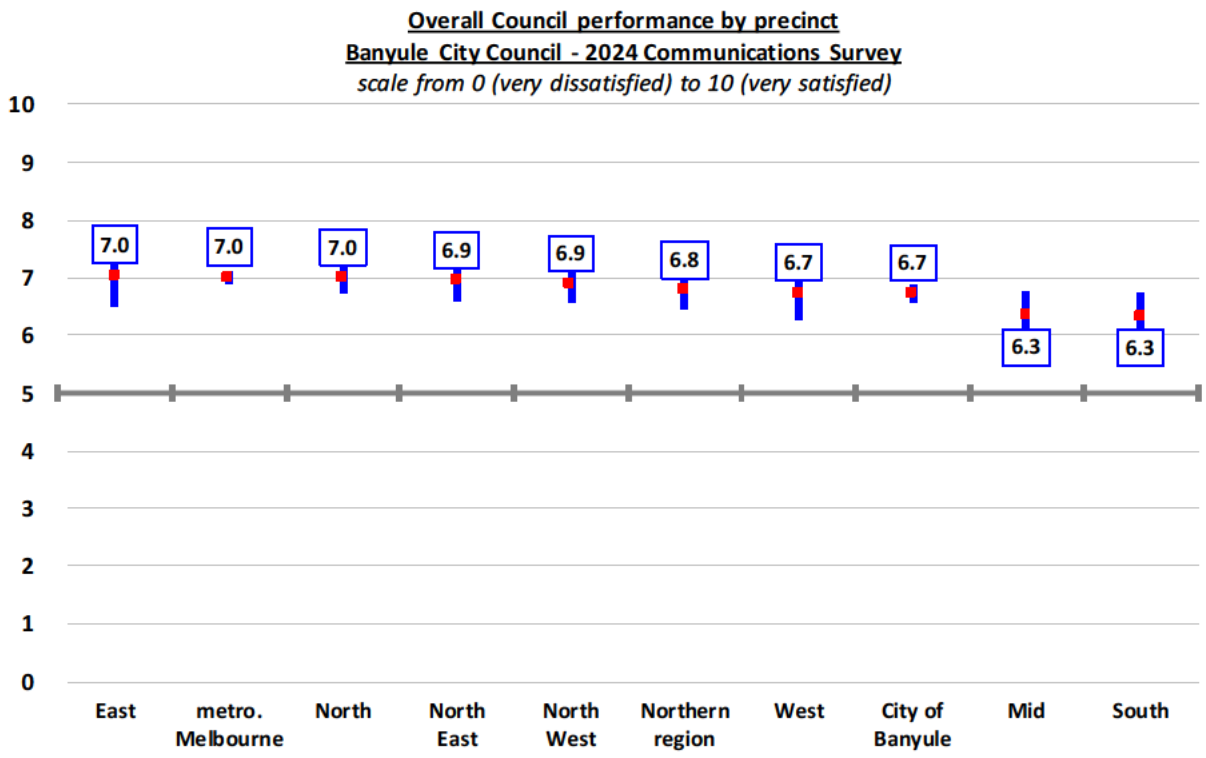
One-third of the random sample respondents were "very satisfied" with Council's overall performance, whilst seven percent were "dissatisfied". By way of comparison, the 2024

Attention is drawn to the 30% of self-selected online survey respondents who were "dissatisfied" with Council's overall performance. This reflects the natural skew in self-selected respondents, who tend to report lower levels of satisfaction.

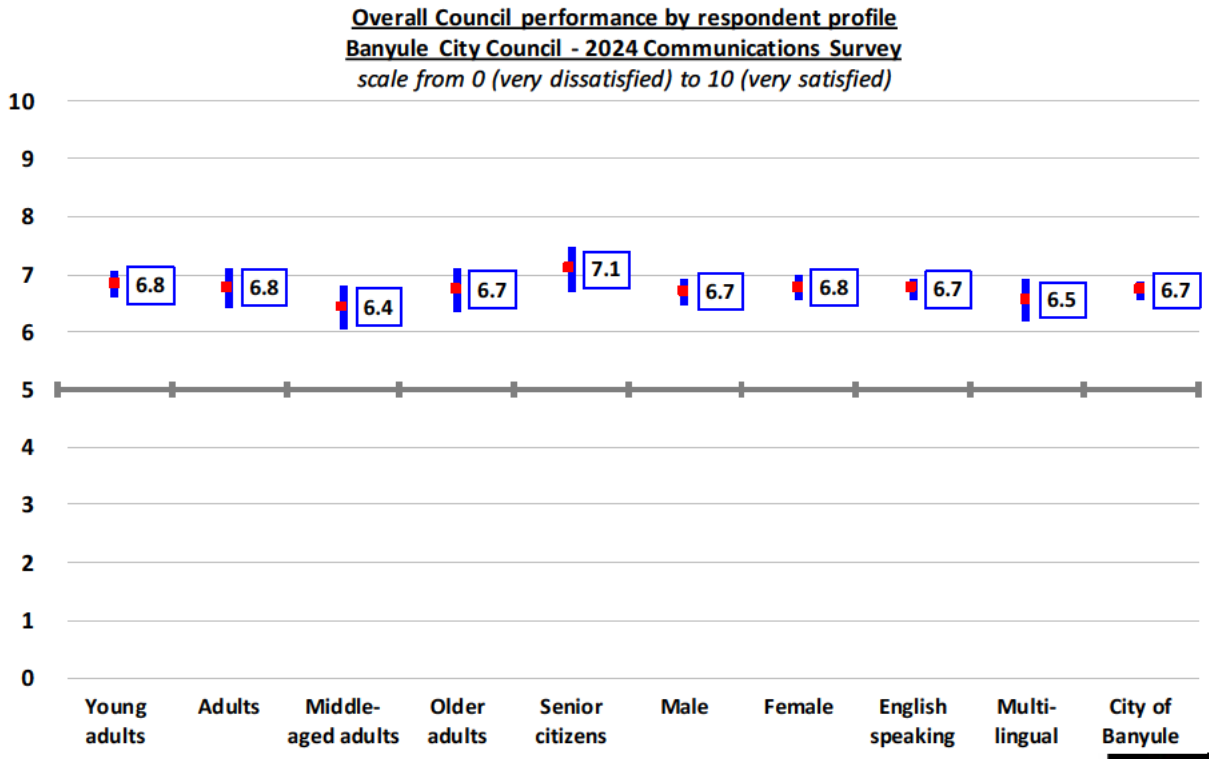


By way of comparison, this result was measurably lower than the 2024 metropolitan Melbourne average overall satisfaction with local government of 7.0, as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research in January 2024, using the same door-to-door, in-person methodology.

There was no statistically significant variation in this result observed across the municipality. It is noted, however, that respondents from the East and North precincts were somewhat (3%) more satisfied than average, whilst respondents from Mid and South precincts were notably (4%) less satisfied, and at "solid" rather than "good" levels.



There was some variation in satisfaction with Council's overall performance observed by respondent profile, with senior citizens (aged 75 years and over) notably (4%) more, and middle-aged adults (aged 45 to 59 years) somewhat (3%) less satisfied, and at a "solid" rather than a "good" level. This variation by age structure is broadly consistent with results observed elsewhere by Metropolis Research over many years, although it is typically found that young adults (aged 18 to 34 years) tended to be more satisfied than average.



The following table outlines the 37 responses received from random sample and 11 comments received from self-selected online survey respondent dissatisfied with Council's overall performance. A wide range of issues were canvassed by a handful of respondents.

Reasons for dissatisfaction with overall Council performance
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
Don't get much information / communication at all	2
Lack of response / no priority to responses / inconsistent response from Council	2
All my complaints and requests to the Council have fallen on deaf ears and nothing has been done	1
All they want is to collect rates	1
Bins are not emptied	1
Building approvals permit is very slow	1
Continual approval for multiple projects and lack of parking	1
Council needs to do better with engaging with the people	1
De Winton Park has no bins, not well maintained	1
Footpaths	1
Grumpy about interventions on nature strips (told to prune them)	1
I can see the Council is trying but there is always room for improvement	1
I don't know what's going on	1
I'm not happy with the Government, local or otherwise	1
Inflexible Council in the removal of my tree	1
Not terribly transparent specifically the transfer of Rosanna Library	1
Potholes are back again on the laneway between Townsend St and Rotherwood Rd. A bin truck driver did an illegal turn on the road	1
Rates are high and the services provided are not equivalent to it. For example, I have not seen street trees maintained and street sweeping at Bellevue Ave	1
Roads	1
Some rules should not exist. They are very restrictive with what you can do with your land as I am not allowed to trim the tree without any qualifications	1
Street maintenance	1
The bins are really annoying	1
The communication is poor	1
The Council does not listen to issues the community raises, and I have lost all respect for the Council	1
The Council has not addressed issues such trimming street trees at Catalina St as it has touched electric wires	1
The rubbish only gets collected once every two weeks	1
They cropped off all the trees	1
They don't maintain the street and roads in Karella Cres	1
They run the consultation, but the outcome is still the same	1
They sold off the library	1
They waste money on useless things like compost bins	1
They're not efficient and don't think they spend money wisely	1

Things don't get done. Too much talk but no execution	1
Trees	1
Trees come to the property but don't get useful communication	1
Total	**37**

Reasons for dissatisfaction with overall Council performance
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Reason	*Number*
Badly lacking in the environment / parkland management area. Need to substantially increase Bush crew funding so that another Bush crew team (2 people) can be employed. The new Bush crew team is required to service the lower part of Darebin Creek below Southern Road for two days a week and the Yarra River west of Burke Road for three days a week. Both the Lower Darebin and the Yarra River including Wilson Reserve are badly neglected by Council with both areas only getting four hours a week attention from the current Bush crews leaving Environmental Volunteers to do the major weed control in those areas	1
Council wastes precious time and money on projects that the community can do without. The importance of community needs doesn't seem to be in line with the people	1
Decisions being made with predetermined outcomes. Inability to develop an unbiased survey or undertake proper consultation	1
Having lived in other Council areas, it appears that the Banyule Councillors seem more interested in their own pursuits than actually representing the community	1
I have lost faith in the Council to act in a balanced, fair and sensible manner	1
I hope for a better performance. I do not want my Council thinking they should do anything other than looking after their ratepayers and other residents	1
Overall, in the area of communications regarding pets, Council behaviour was unethical, biased and out of touch with what residents and dogs need. In addition, Council assumes everyone has a smartphone and / or can access the net. Many cannot	1
Recent consultation on dog controls was abused by Council with community feedback taken completely out of context and misrepresented. Feedback that did not support the Council's proposed severe controls was not reported and control changes that were not in any way supported by the feedback were claimed falsely to be justified by the feedback	1
Sneaking, sly, hypocrite. Pretend green credentials but allows near complete destruction of tree cover in any developer's interest	1
Total	**9**

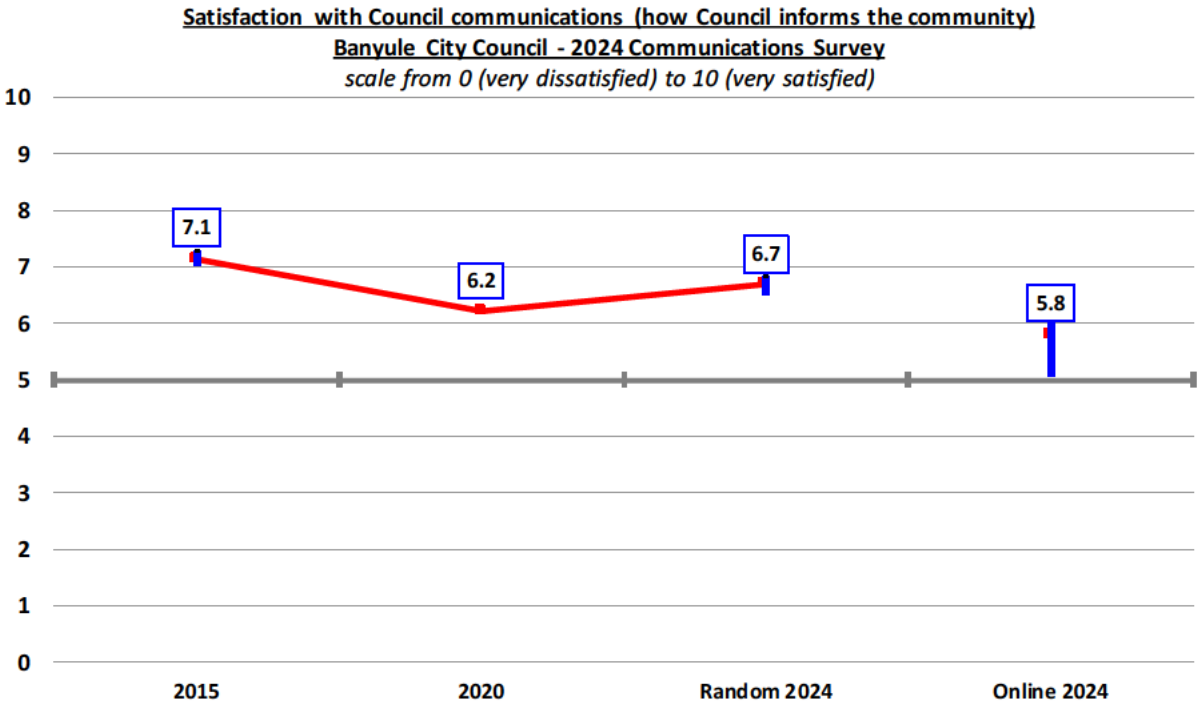
Council communications (how Council informs the community)

Satisfaction with Council communications (how well Council informs the community) increased notably this year, up five percent to 6.7 out of 10, which was a "good", up from a "solid" level of satisfaction.

This result remains consistent with the long-term average satisfaction since 2015 of 6.7 or "good".

As discussed in relation to overall satisfaction, the 2020 results were not directly comparable to the 2015 or 2024 results, as they combined both randomly selected and self-selected respondents. This will result in a lower satisfaction score, which is evident in these results.

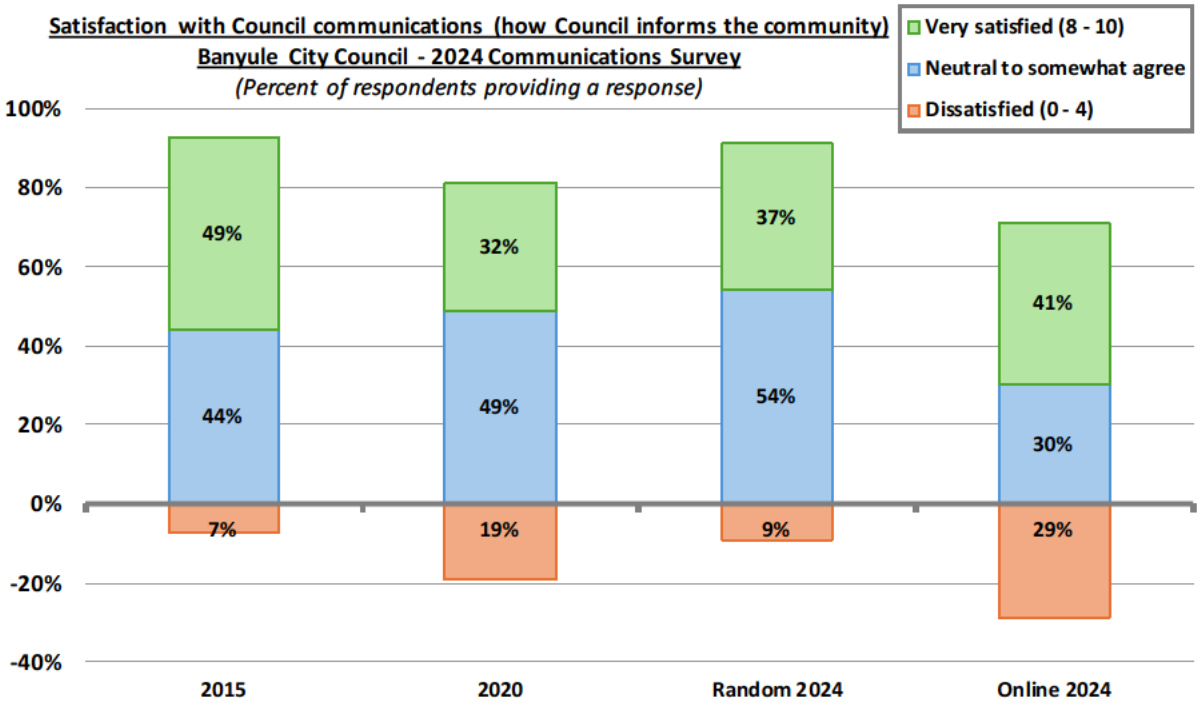
This is further borne out by the fact that the 66 self-selected online survey respondents who provided a response to this question rated satisfaction at a "poor" level of 5.8 out of 10.



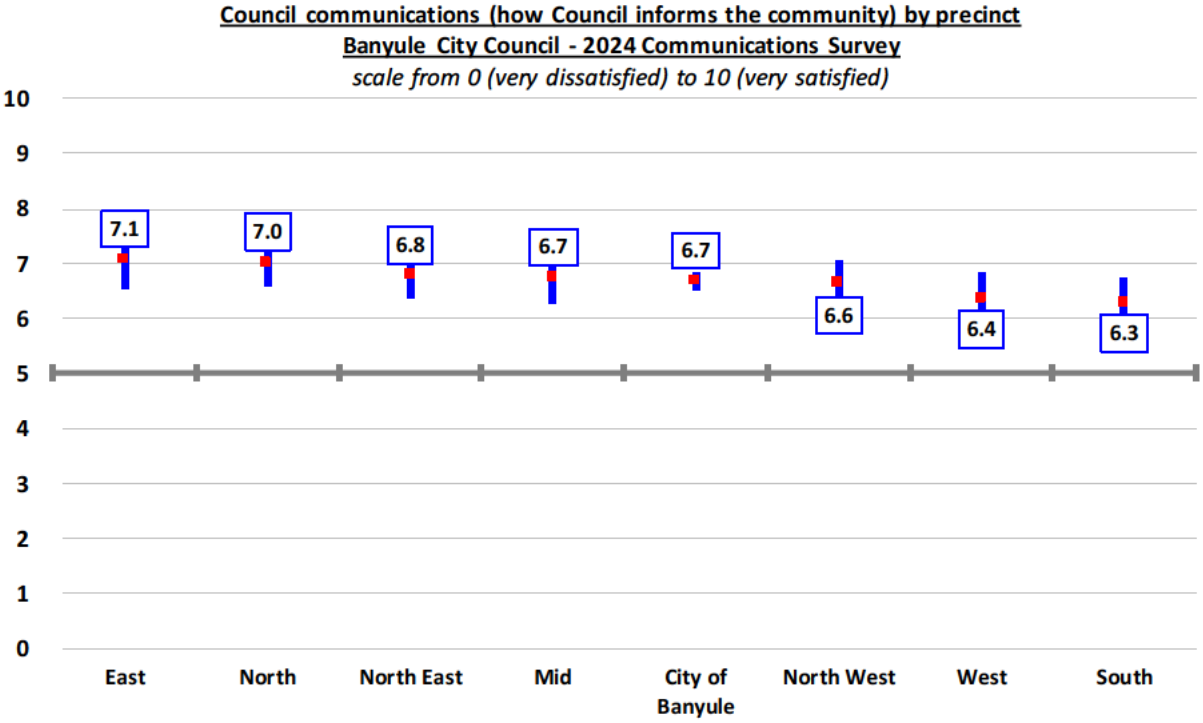
A little more than one-third (37%) of random sample respondents were "very satisfied" with how well Council informs the community, whilst nine percent were "dissatisfied".

This result reflects the underlying Banyule community level of satisfaction with how well Council informs the community.

It is noted that 29% of the self-selected online survey respondents were "dissatisfied" with how well Council informs the community.



There was no statistically significant variation in this result observed across the municipality. It is noted, however, that respondents from the East and North precincts were somewhat (3% to 4%) more satisfied than average, whilst respondents from West and South precincts were somewhat (3% to 4%) less satisfied, and at "solid" rather than "good" levels.



There was some variation in this result observed by respondent profile, with senior citizens (aged 75 years and over) notably (5%) more, and middle-aged adults (aged 45 to 59 years) somewhat (3%) less satisfied, and at a "solid" rather than a "good" level.

Council communications (how Council informs the community) by respondent profile
Banyule City Council - 2024 Communications Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



The following table outlines the 42 reasons why respondents were dissatisfied with Council's communication. A range of issues were canvassed by a small number of respondents, with the perception of a lack of communication the most prominent.

Reasons for dissatisfaction with Council communications (how Council informs the community)
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
No communication / information at all	8
No proper and effective communication	5
Don't hear any updates from Council	3
Because I don't know anything / much	2
Can be more digital / electronic	2
Aside from the newsletter I don't know anything, it's more intentional	1
Communication is on flyer not digital	1
Decisions are made before informing us	1
Don't get any communication from Council, needs to be more transparent	1
Electronic communications are better	1
I made a complaint at the local oval and didn't respond	1
I sent an email to the Council almost a week ago, but they have yet to reply	1
I tried to have an application form to remove the tree because the person who came to trim it said I need to apply but I kept getting kicked off on the website	1
Just moved here	1
No communications other than the Banner	1
Often there is work going on and you were not notified	1
Other people told me that when they approach the Council nothing gets done	1

The online and phone call communication lines are not efficient, and the process is too cumbersome	1
There is no cleaner and sweeper in the street for Nell St Watsonia	1
There is no communication by the Council about bin collection on public holidays	1
There is no consultation from the Council	1
There was no information available regarding new rules prior to implementation	1
They don't tell us what we want to know	1
They seem to forget us; we are not notified	1
We don't hear about things until it's actually happening	1
We have not directly communicated with them	1
We only find out last minute	1
Total	**42**

The following table outlines the 11 comments received from online survey respondents who were dissatisfied with Council's communication.

Reasons for dissatisfaction with Council communications (how Council informs the community)
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Reason	*Number*
As a pet owner, I was not personally informed of policy proposals that would negatively impact my ability to exercise safely with my dog and my mental well-being	1
Communication may be there, but I have to go looking for it. It's not like the old fashioned letter to the resident stuff anymore	1
Council performance re: tree problem maintenance and paving problems in Briar Hill over the last 10 years have for the most part been far from satisfactory. Recently though I experienced a miracle because of a Council representative so I feel some hope. Doesn't quite make up for past inexcusable failures but this representative did influence a solution that I didn't think possible because of past Garden Department performance. Please get back to basics and look after those that pay rates	1
Have had basically no communication except for magazine which is not timely or how most people gain information these days	1
I have no communication	1
I have too many conversations with people that don't know anything is happening and the cost until it's too late. It's almost a full-time job trying to work out what Council is up to. The methods to reach the community needs to change or improve	1
Information as well as questions posed by the Council have been unbelievably biased	1
Information only comes after decisions made	1
No community communication about the destruction of highly diverse native plant beds on the west side of the Recovery Centre and no communication about the new 600 sqm exclusion zone in the middle of Cummins Reserve which removes the public from a large part of a supposedly public park	1
Since the demise of the local paper, information has to be sought out. And public information sessions are limited and usually at inconvenient times	1
The Council only communicates to the community when it suits their agenda. The communication on the Dog in Public places consultation barely even makes its way to dog owners. I have a lack of faith in the Council if this is how they handle things	1
Total	**11**

Council's community consultation and engagement

Satisfaction with Council's community consultation and engagement declined somewhat in 2024 from the 2015 result, down 4% to 6.3 out of 10, which was a "solid", down from a "good" level of satisfaction.

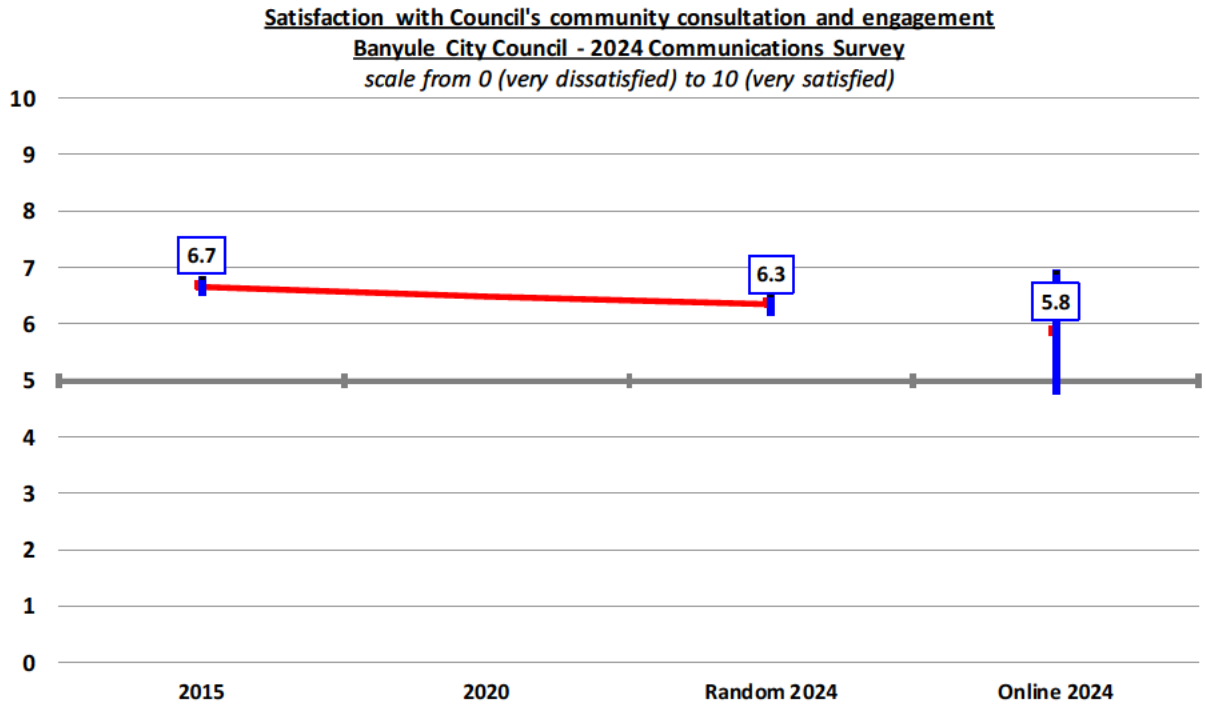
The 39 self-selected online survey respondents who provided an answer to this question rated satisfaction with Council's community consultation and engagement notably (5%) lower than the random sample respondents at 5.8 or a "poor" level of satisfaction.

By way of comparison, this result was measurably and significantly (9%) lower than the metropolitan Melbourne average satisfaction with community consultation and engagement of 7.2 out of 10 or "good".

This result was also notably (5%) lower than the average for the six northern region councils (including Banyule, Darebin, Hume, Merri Bek, Nillumbik, and Whittlesea).

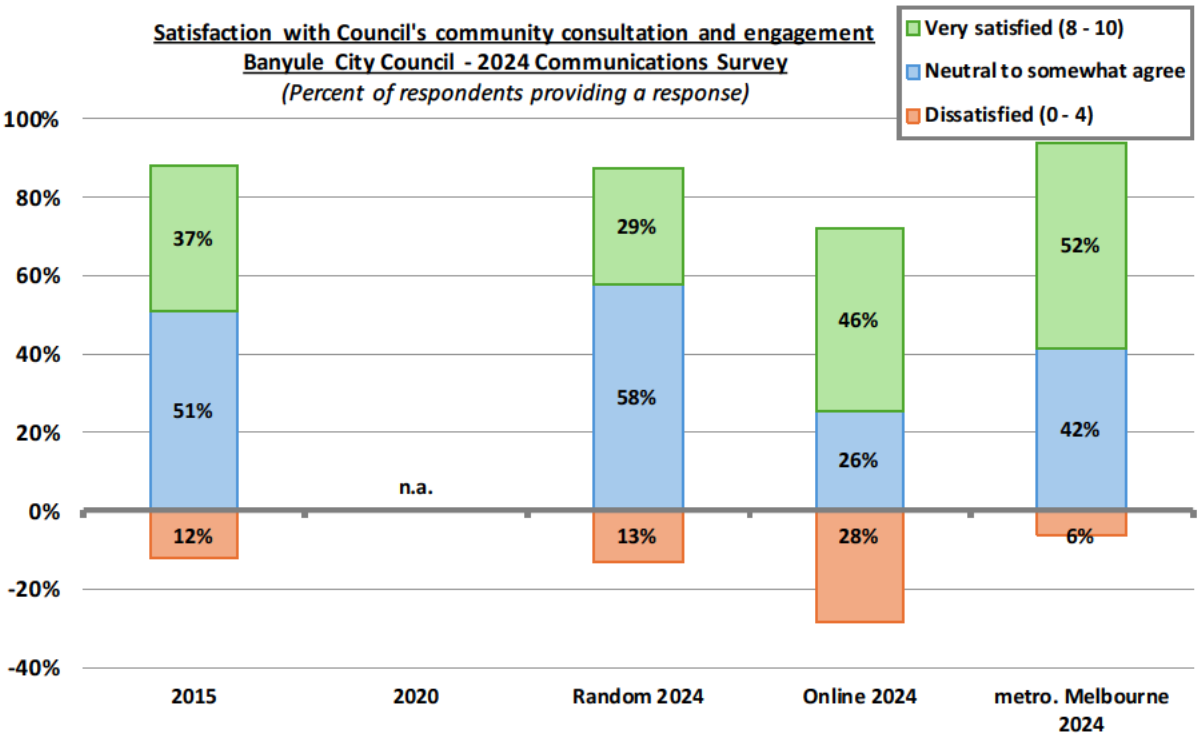
These comparisons were sourced from the 2024 *Governing Melbourne* research conducted independently by Metropolis Research using the same methodology.

Metropolis Research suggests that this is a poor result for Banyule City Council, with satisfaction significantly lower than the metropolitan Melbourne average.

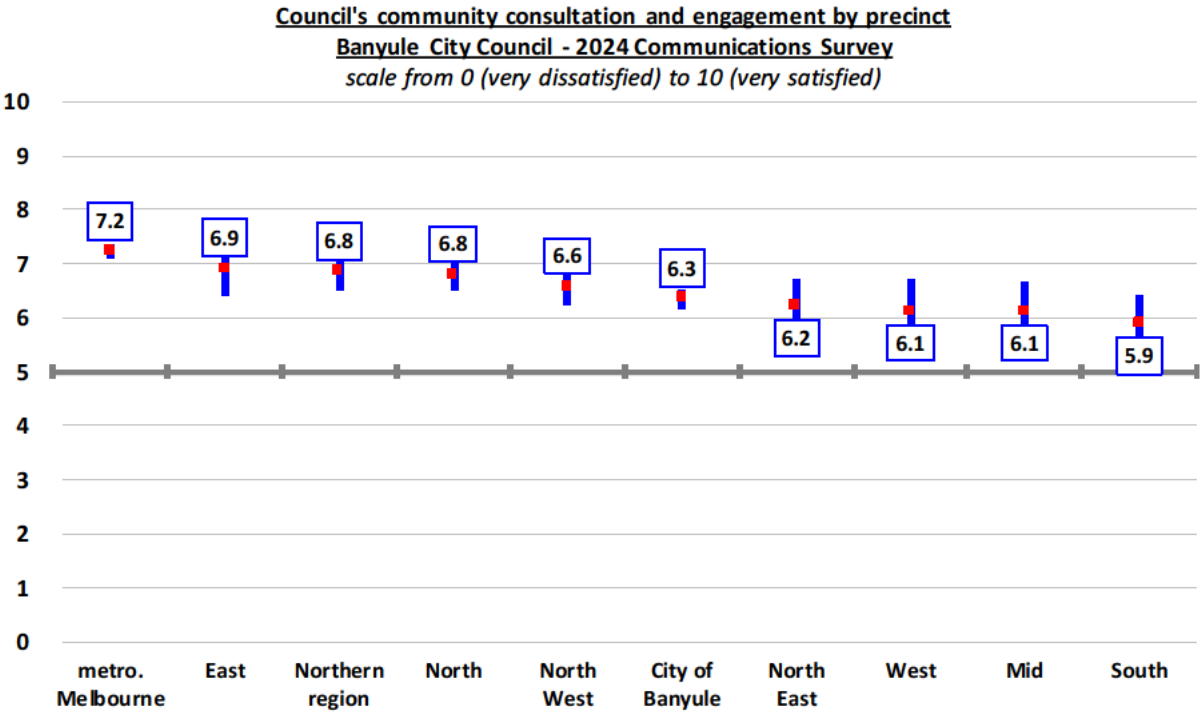


It is noted that only marginally more than half the proportion of respondents from Banyule were "very satisfied" with Council's community consultation and engagement than the metropolitan Melbourne average, whilst more than twice as many were "dissatisfied".

It is also noted that 28% of the 39 self-selected online survey respondents were "dissatisfied" with Council's community consultation and engagement performance.

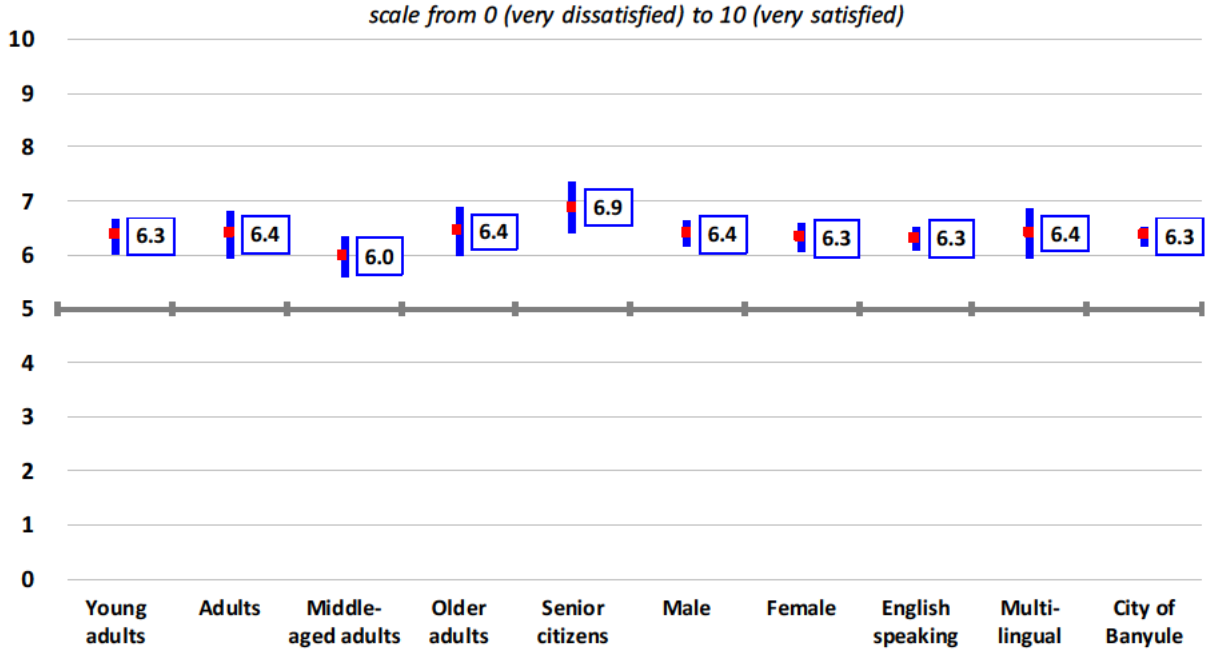


There was no statistically significant variation in this result observed across the municipality, although it is noted that respondents from the South precinct were notably (4%) less satisfied than average and at a "poor" rather than a "solid" level of satisfaction.



There was some variation in this result observed by respondent profile, with senior citizens (aged 75 years and over) notably (6%) more satisfied than average, and at a "good" level, whilst middle-aged adults (aged 45 to 59 years) were somewhat (3%) less satisfied.

Council's community consultation and engagement by respondent profile
Banyule City Council - 2024 Communications Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



The following table outlines the 48 comments received from the random sample respondents and 12 from the self-selected online respondents in relation to dissatisfaction with Council's community consultation and engagement performance.

Reasons for dissatisfaction with Council's community consultation and engagement
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
Council doesn't have enough engagements / consultations / interactions	12
I am not aware of consultation and engagement sessions	9
No communication / updates	4
Apart from Banyule News they don't do much	1
Billboard with QR in the park	1
Communication is on a flyer, not digital	1
Council does not listen to the needs of the community, so there is no consultation or engagement	1
Decisions are made before informing us	1
I don't get the feedback about what's happening in the town	1
I don't hear from the Council except for the newsletters	1
I don't really know too much	1
I feel like no real outreach is done before Council makes decisions and the decisions are not clearly disseminated	1
I have seen that they tried to change the regulation about dog leashing	1

It's community information not engagement	1
Just flyers and stuff	1
Never feel like it is a consultation because they already know what they want	1
Not happy with this Council at all	1
Not satisfied with Council services	1
Not seen any programs for multicultural events	1
The Council is leasing out Chelsworth Park to Ivanhoe Grammar which we are very unhappy about as this ties up a public park for private use. For example, we like to walk our dog there after school and on Saturdays, but it is usually being used by sports teams from Ivanhoe Grammar, Ivanhoe Grammar also seems to prioritise boys' teams. I've never seen their girls' teams playing there. We feel a public park, shouldn't be handed over to private schools for management and priority use	1
The Council is very biased and only engages with some of the community members	1
There is no consultation by Council about choice of street trees and cutting of trees	1
There is no visibility of this	1
They seem to forget us; we are not notified	1
We don't hear about things until it's actually happening	1
You are not particularly informed about what they are doing except for the newsletters	1
Total	**48**

Reasons for dissatisfaction with Council's community consultation and engagement
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Reason	*Number*
Community consultations are fake, e.g. underhand Woolworths / Library sell-out. Council had no intentions of listening to rate payers	1
Consultation being done for sake of it when decisions are already made. Deciding who gets information and who doesn't around key issues. Have to rely on word of mouth from others to find out about things going on	1
Consultation regarding pet policy proposals were a joke and 'upgrades' to dog parks non-existent	1
What's more, requests for safety lights at Price Park have been consistently shut down	1
Council has not adequately responded or amended their bias in community surveys	1
I have too many conversations with people that don't know anything is happening and the cost until it's too late. It's almost a full-time job trying to work out what Council is up to. The methods to reach the community needs to change or improve	1
I'm pretty oblivious to this. If it's not in my face I don't go looking	1
My experience engaging with Council has been disappointing, the amount of times I received responses from the Council about queries on proposals, they have just been generic copy paste responses	1
No communication	1
No community consultation or engage	1
Recent consultation on dog controls was abused by council with community feedback taken	1
Supposed surveys of Council population are too small and yet Council appears to use them to make important decisions	1
Total	**12**

Images that look like they were developed Council

Respondents were asked:

> *"Which, if any of the following images look like they were developed Banyule City Council?"*

Respondents were asked which, if any, of four images looked like they were developed by Banyule City Council. Two-thirds (67%) of respondents selected at least one of the images, at an average of 1.3 images per respondent, with 37% correctly identifying the Banyule image.

These results clearly reflect relatively low levels of engagement with Council by many in the community, with only 37% correctly identifying the Banyule image.

Images that look like they were developed Banyule City Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*2024*	
	Number	*Percent*
Image One	85	17%
Image Two	109	22%
Image Three	184	37%
Image Four	73	15%
Total responses	**451**	
Respondents identifying at least one response	*338 (67%)*	









There was some variation observed across the municipality, with respondents from West precinct measurably (18%) less and respondents from North precinct notably (11%) less likely than average to correctly identify the Banyule image.

Images that look like they were developed Banyule City Council by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Image One	14%	7%	13%	40%
Image Two	17%	28%	19%	18%
Image Three	35%	19%	42%	42%
Image Four	19%	7%	13%	25%
Total responses	**71**	**35**	**74**	**69**
Respondents selecting at least one image	*60 (72%)*	*27 (46%)*	*60 (71%)*	*47 (84%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Image One	11%	12%	24%	17%
Image Two	28%	28%	18%	22%
Image Three	26%	49%	37%	37%
Image Four	10%	13%	14%	15%
Total responses	**46**	**83**	**72**	**451**
Respondents selecting at least one image	*37 (60%)*	*57 (69%)*	*51 (66%)*	*338 (67%)*

There was some variation observed by respondent profile, with middle-aged adults (aged 45 to 59 years) notably (7%) more likely than average to correctly identify the Banyule image.

There was no meaningful variation in these results observed by gender or language.

Images that look like they were developed Banyule City Council by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Image One	12%	13%	19%	27%	13%
Image Two	18%	22%	26%	23%	20%
Image Three	32%	36%	44%	38%	33%
Image Four	19%	13%	16%	14%	5%
Total responses	**104**	**77**	**127**	**102**	**39**
Respondents identifying at least one response	*81 (62%)*	*67 (73%)*	*91 (74%)*	*66 (66%)*	*32 (58%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Image One	20%	14%	17%	19%	17%
Image Two	22%	21%	21%	26%	22%
Image Three	37%	36%	36%	38%	37%
Image Four	14%	15%	14%	12%	15%
Total responses	**223**	**224**	**359**	**85**	**451**
Respondents identifying at least one response	*37 (60%)*	*57 (69%)*	*51 (66%)*	*51 (66%)*	*338 (67%)*

Current and preferred communication methods

Respondents were asked:

> *"What are all the ways you recall receiving information about Council activities and services in the last 12 months, and what are all the ways you would prefer?"*

Respondents were again in 2024, asked to select from a precoded list of 21 methods (including "other"), all the methods by which they currently receive information and all the methods by which they would prefer to receive information from Council.

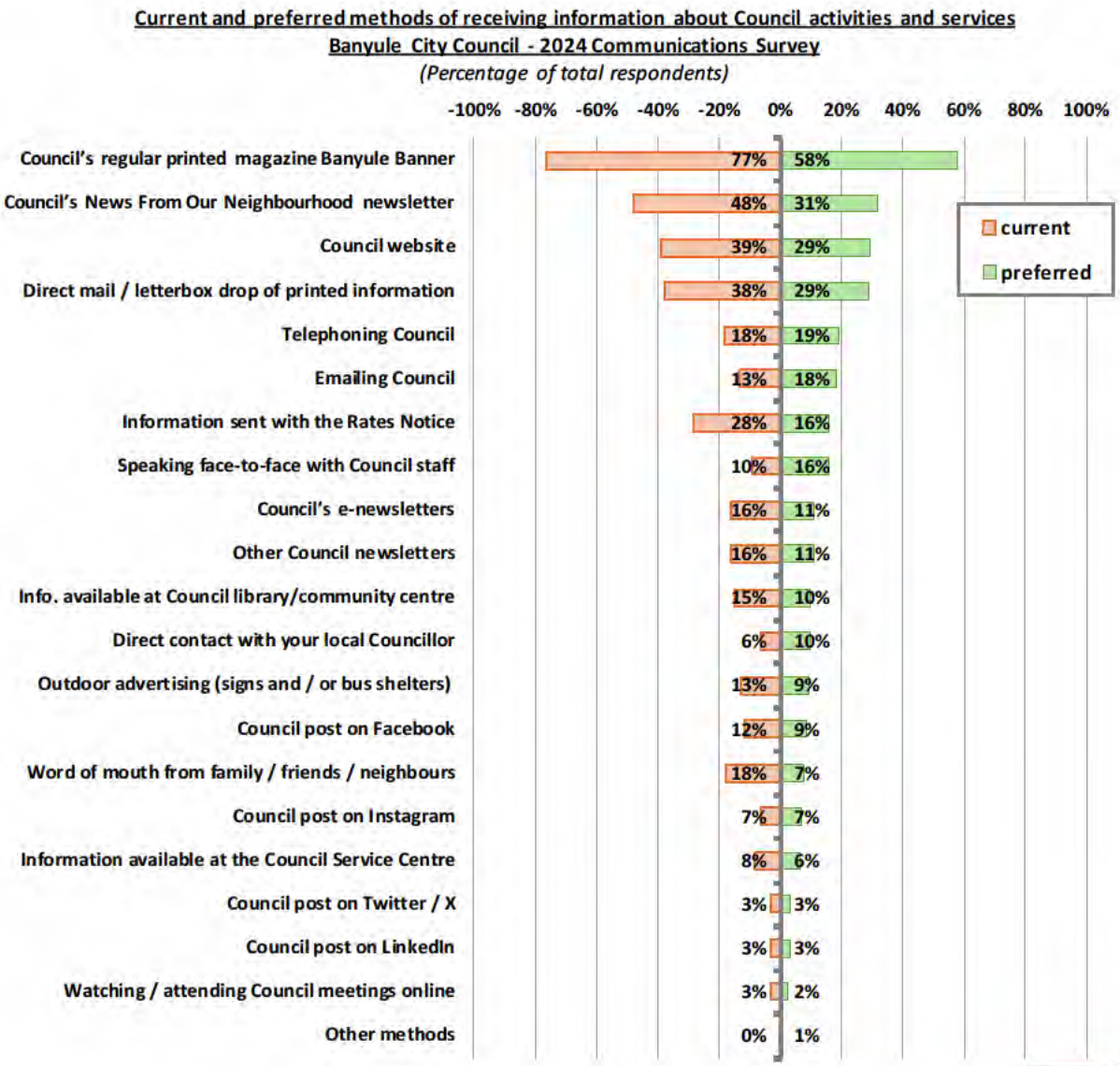
In 2024, 95% of respondents nominated at least one method by which they currently receive information, and 86% nominated at least one preferred method.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider, using a different methodology, and combining results from the random sample and self-selected online survey respondents into the one set of published results.

This does have the effect of overestimating interest in electronic communication methods, as the self-selected online survey respondents were skewed towards those more engaged with Council, as well as being skewed towards those more comfortable with engaging with Council online, as they completed the online survey via the Council website.

It is also important to bear in mind that the 2020 results may well have been impacted by the pandemic, which Metropolis Research observed had significant impacts on how communities engaged with their local council.

The most common methods by which respondents currently receive information from Council were the *Banyule Banner* (77%), *News From Our Neighbourhood*(48%), the website (39%), direct mail / letterbox drop of information (38%), and information sent with the rates notice (28%). With the exception of the rates notice, these methods were also the most preferred methods.



There was some change in these results observed over time, as follows:

- ***Increased current methods*** – included the *Banyule Banner* (up 5%), *News From Our Neighbourhood* (26%), direct mail / letterbox drops of information, and Council's e-newsletters (15%).
- ***Decreased current methods*** – included telephoning (down 18%) and emailing Council (4%).
- ***Increased preferred methods*** – included the *Banyule Banner* (up 9%), *News From Our Neighborhood* (23%), the website, and speaking face-to-face with Council staff (13%).
- ***Decreased preferred methods*** – included emailing Council (down 9%) and Council posts on Facebook (11%).

Metropolis Research notes that in 2024 and in 2015, respondents nominated an average of a little more than four methods by which they currently receive information and an average of a little more than three methods by which they prefer to receive information. This compared to a little more than two current and two preferred methods recorded in 2020.

Current and preferred methods of receiving information about Council activities and services
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Method	*Current*		*2020*	*2015*	*Preferred*		*2020*	*2015*
	Number	*Percent*			*Number*	*Percent*		
Council's regular printed magazine *Banyule Banner*	387	77%	72%	66%	291	58%	49%	32%
Council's *News From Our Neighbourhood newsletter*	242	48%	22%	29%	158	31%	8%	15%
Council website	198	39%	44%	38%	148	29%	22%	20%
Direct mail / letterbox drop of printed information	192	38%	0%	31%	146	29%	26%	9%
Information sent with the *Rates Notice*	143	28%	n.a.	n.a.	81	16%	n.a.	n.a.
Telephoning Council	91	18%	36%	37%	98	19%	0%	19%
Word of mouth from family / friends / neighbours	90	18%	23%	16%	37	7%	1%	5%
Other Council newsletters	82	16%	22%	n.a.	54	11%	13%	n.a.
Council's e-newsletters	81	16%	3%	n.a.	55	11%	16%	n.a.
Info. available at Council library/community centre	76	15%	10%	14%	49	10%	2%	7%
Emailing Council	67	13%	17%	n.a.	90	18%	27%	n.a.
Outdoor advertising (signs and / or bus shelters)	64	13%	25%	7%	45	9%	10%	4%
Council post on Facebook	59	12%	17%	2%	44	9%	20%	2%
Speaking face-to-face with Council staff	48	10%	16%	n.a.	81	16%	3%	n.a.
Information available at the Council Service Centre	41	8%	6%	13%	31	6%	0%	4%
Council post on Instagram	34	7%	1%	n.a.	35	7%	7%	n.a.
Direct contact with your local Councillor	32	6%	n.a.	n.a.	49	10%	n.a.	n.a.
Council post on Twitter / X	17	3%	1%	0%	15	3%	3%	0%
Council post on LinkedIn	16	3%	n.a.	n.a.	14	3%	n.a.	n.a.
Watching / attending Council meetings online	15	3%	4%	4%	12	2%	2%	2%
Other methods	1	0%	n.a.	0%	3	1%	n.a.	0%
Total responses	**1,976**		**1,378**	**2,880**	**1,536**		**1,258**	**1,291**
Respondents identifying at least one method	*478*	*(95%)*	*602*	*682* *(97%)*	*432*	*(86%)*	*602* *(100%)*	*420* *(60%)*

Current communication methods

There was some variation observed in the current methods of receiving information from Council observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to receive information via direct mail / letterbox drop of information, information with the rates notice, word of mouth, and outdoor advertising.

- ***West*** – respondents were somewhat more likely than average to receive information from the website, word of mouth, and information available at council library / community centres.

- ***Mid*** – respondents were somewhat more likely than average to receive information from *News From Our Neighbourhood*, direct mail / letterbox drop of information, information with the rates notice, telephoning Council, other Council newsletters, emailing Council, and direct contact with a Councillor.

- ***East*** – respondents were somewhat more likely than average to receive information via the rates notice, other Council newsletters, Council posts on Facebook, speaking face-to-face with Council staff, and information available at the Council Service Centre.

- ***Northwest*** – respondents were somewhat more likely than average to receive information from outdoor advertising.

- ***Northeast*** – respondents were somewhat more likely than average to receive information via the *Banyule Banner* and by emailing Council.

Current methods of receiving information about Council activities and services by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Council's regular printed magazine *Banyule Banner*	76%	66%	81%	58%
Council's *News From Our Neighbourhood newsletter*	46%	41%	57%	45%
Council website	40%	52%	38%	31%
Direct mail / letterbox drop of printed information	49%	36%	47%	18%
Information sent with the *Rates Notice*	36%	17%	36%	36%
Telephoning Council	19%	5%	34%	20%
Word of mouth from family / friends / neighbours	31%	29%	19%	4%
Other Council newsletters	22%	5%	26%	25%
Council's e-newsletters	13%	22%	20%	15%
Info. available at Council library / community centre	16%	29%	8%	11%
Emailing Council	16%	10%	20%	7%
Outdoor advertising (signs and / or bus shelters)	20%	5%	9%	7%
Council post on Facebook	14%	7%	12%	25%
Speaking face-to-face with Council staff	13%	3%	13%	16%
Information available at the Council Service Centre	7%	9%	8%	15%
Council post on Instagram	10%	5%	7%	9%
Direct contact with your local Councillor	6%	2%	12%	9%
Council post on Twitter / X	6%	0%	5%	4%
Council post on LinkedIn	1%	2%	6%	7%
Watching / attending Council meetings online	2%	2%	6%	9%
Other methods	0%	0%	0%	0%
Total responses	**368**	**202**	**397**	**208**
Respondents identifying at least one response	*81 (98%)*	*52 (90%)*	*81 (95%)*	*53 (96%)*

Current methods of receiving information about Council activities and services by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*North*	*North West*	*North East*	*City of Banyule*
Council's regular printed magazine *Banyule Banner*	84%	83%	86%	77%
Council's *News From Our Neighbourhood newsletter*	49%	44%	53%	48%
Council website	30%	38%	46%	39%
Direct mail / letterbox drop of printed information	36%	40%	29%	38%
Information sent with the *Rates Notice*	21%	23%	24%	28%
Telephoning Council	15%	9%	21%	18%
Word of mouth from family / friends / neighbours	15%	21%	4%	18%
Other Council newsletters	11%	7%	15%	16%
Council's e-newsletters	11%	17%	14%	16%
Info. available at Council library / community centre	20%	21%	4%	15%
Emailing Council	7%	10%	19%	13%
Outdoor advertising (signs and / or bus shelters)	16%	24%	4%	13%
Council post on Facebook	7%	15%	4%	12%
Speaking face-to-face with Council staff	7%	4%	10%	10%
Information available at the Council Service Centre	3%	10%	6%	8%
Council post on Instagram	3%	7%	6%	7%
Direct contact with your local Councillor	2%	2%	9%	6%
Council post on Twitter / X	0%	5%	1%	3%
Council post on LinkedIn	0%	5%	0%	3%
Watching / attending Council meetings online	0%	2%	0%	3%
Other methods	0%	0%	1%	0%
Total responses	**206**	**317**	**279**	**1,976**
Respondents identifying at least one response	*58 (95%)*	*78 (95%)*	*75 (96%)*	*478 (95%)*

There was also notable variation in the current methods of receiving information from Council observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were somewhat more likely than average to receive information via Council posts on Instagram and Council posts on LinkedIn.
- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to receive information from other Council newsletters, Council's e-newsletters, and direct contact with local Councillor.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to receive information from the *Banyule Banner*, Council's website, and information with the rates notice.
- ***Older adults (aged 60 to 74 years)*** – respondents were somewhat more likely than average to receive information from the *Banyule Banner, News From Our Neighbourhood*, direct mail / letterbox drop of information, and information available at Council library / community centres.

- ***Senior citizens (aged 75 years and over)*** – respondents were somewhat more likely than average to receive information via the *Banyule Banner*, *News From Our Neighbourhood*, direct mail / letterbox drop of information, speaking face-to-face with Council staff, and direct contact with local Councillor.

- ***Male*** – respondents were somewhat more likely than female respondents to receive information from the website.

- ***Female*** – respondents were somewhat more likely than male respondents to receive information from information available at Council library / community centres, Council posts on Facebook, and Council posts on Instagram.

- ***English speaking*** – respondents were somewhat more likely than multilingual respondents to receive information from direct mail / letterbox drop of information, information from the rates notice, other Council newsletters, and information available at Council library / community centres.

Current methods of receiving information about Council activities and services by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Council's regular printed magazine *Banyule Banner*	58%	73%	84%	89%	89%
Council's *News From Our Neighbourhood newsletter*	32%	45%	52%	59%	65%
Council website	35%	42%	48%	40%	25%
Direct mail / letterbox drop of printed information	35%	37%	34%	43%	45%
Information sent with the *Rates Notice*	18%	26%	36%	35%	27%
Telephoning Council	9%	24%	19%	22%	22%
Word of mouth from family / friends / neighbours	21%	13%	12%	23%	24%
Other Council newsletters	13%	24%	13%	20%	15%
Council's e-newsletters	12%	21%	17%	18%	15%
Info. available at Council library/community centre	9%	14%	16%	21%	18%
Emailing Council	9%	12%	17%	17%	9%
Outdoor advertising (signs and / or bus shelters)	15%	10%	11%	13%	16%
Council post on Facebook	15%	14%	16%	4%	5%
Speaking face-to-face with Council staff	6%	10%	5%	14%	20%
Information available at the Council Service Centre	9%	12%	6%	7%	7%
Council post on Instagram	11%	7%	8%	2%	4%
Direct contact with your local Councillor	4%	12%	3%	6%	11%
Council post on Twitter / X	5%	5%	3%	1%	2%
Council post on LinkedIn	7%	3%	2%	1%	0%
Watching / attending Council meetings online	2%	5%	3%	2%	2%
Other methods	0%	0%	1%	0%	0%
Total responses	**425**	**375**	**500**	**438**	**233**
Respondents identifying at least one response	*119 (92%)*	*88 (95%)*	*117 (96%)*	*96 (95%)*	*55 (100%)*

Current methods of receiving information about Council activities and services by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Council's regular printed magazine *Banyule Banner*	76%	78%	77%	77%	77%
Council's *News From Our Neighbourhood newsletter*	47%	50%	47%	52%	48%
Council website	44%	34%	40%	40%	39%
Direct mail / letterbox drop of printed information	38%	38%	41%	27%	38%
Information sent with the *Rates Notice*	30%	26%	30%	24%	28%
Telephoning Council	16%	20%	18%	16%	18%
Word of mouth from family / friends / neighbours	16%	20%	19%	16%	18%
Other Council newsletters	18%	16%	17%	11%	16%
Council's e-newsletters	18%	15%	17%	12%	16%
Info. available at Council library / community centr	13%	18%	17%	8%	15%
Emailing Council	12%	14%	14%	12%	13%
Outdoor advertising (signs and / or bus shelters)	11%	14%	14%	9%	13%
Council post on Facebook	9%	15%	13%	9%	12%
Speaking face-to-face with Council staff	11%	9%	10%	10%	10%
Information available at the Council Service Centre	9%	7%	9%	4%	8%
Council post on Instagram	4%	9%	8%	4%	7%
Direct contact with your local Councillor	8%	5%	6%	4%	6%
Council post on Twitter / X	3%	4%	4%	1%	3%
Council post on LinkedIn	3%	4%	3%	2%	3%
Watching / attending Council meetings online	3%	3%	3%	3%	3%
Other methods	0%	0%	0%	0%	0%
Total responses	**922**	**1,031**	**1,650**	**308**	**1,976**
Respondents identifying at least one response	*226 (95%)*	*244 (95%)*	*390 (96%)*	*82 (91%)*	*478 (95%)*

Preferred communication methods

There was some variation observed in the preferred methods of receiving information from Council observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to prefer to receive information via Council posts on Instagram.
- ***West*** – respondents were somewhat more likely than average to prefer to receive information from information available at the Council library / community centres.
- ***East*** – respondents were somewhat more likely than average to prefer to receive information via the rates notice, word of mouth, and other Council newsletters.

- ***North*** – respondents were somewhat more likely than average to prefer to receive information via direct mail / letterbox drop of information, outdoor advertising, and direct contact with a local Councillor.

- ***Northwest*** – respondents were somewhat more likely than average to prefer to receive information from outdoor advertising.

- ***Northeast*** – respondents were somewhat more likely than average to prefer to receive information via the *Banyule Banner, News From Our Neighbourhood,* Council website, telephoning Council, by emailing Council, and Council posts on Instagram.

Preferred methods of receiving information about Council activities and services by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Council's regular printed magazine *Banyule Banner*	52%	45%	60%	49%
Council's *News From Our Neighbourhood newsletter*	28%	22%	31%	36%
Council website	27%	29%	22%	33%
Direct mail / letterbox drop of printed information	29%	43%	23%	13%
Information sent with the *Rates Notice*	13%	10%	16%	27%
Telephoning Council	13%	7%	15%	20%
Word of mouth from family / friends / neighbours	11%	5%	2%	15%
Other Council newsletters	11%	9%	10%	20%
Council's e-newsletters	12%	10%	9%	7%
Info. available at Council library / community centre	8%	17%	10%	4%
Emailing Council	12%	24%	14%	22%
Outdoor advertising (signs and / or bus shelters)	2%	7%	7%	5%
Council post on Facebook	8%	5%	5%	9%
Speaking face-to-face with Council staff	8%	34%	14%	16%
Information available at the Council Service Centre	4%	3%	3%	5%
Council post on Instagram	13%	7%	2%	2%
Direct contact with your local Councillor	7%	7%	9%	13%
Council post on Twitter / X	4%	0%	2%	5%
Council post on LinkedIn	5%	2%	2%	2%
Watching / attending Council meetings online	2%	2%	3%	2%
Other methods	0%	2%	0%	0%
Total responses	**224**	**168**	**225**	**168**
Respondents identifying at least one response	*75 (90%)*	*53 (91%)*	*69 (81%)*	*46 (83%)*

Preferred methods of receiving information about Council activities and services by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*North*	*North West*	*North East*	*City of Banyule*
Council's regular printed magazine *Banyule Banner*	59%	62%	72%	58%
Council's *News From Our Neighbourhood newsletter*	30%	30%	41%	31%
Council website	16%	33%	45%	29%
Direct mail / letterbox drop of printed information	36%	30%	28%	29%
Information sent with the *Rates Notice*	13%	15%	19%	16%
Telephoning Council	10%	15%	53%	19%
Word of mouth from family / friends / neighbours	3%	0%	8%	7%
Other Council newsletters	15%	9%	5%	11%
Council's e-newsletters	5%	15%	15%	11%
Info. available at Council library / community centre	13%	12%	5%	10%
Emailing Council	10%	10%	37%	18%
Outdoor advertising (signs and / or bus shelters)	18%	21%	3%	9%
Council post on Facebook	11%	13%	8%	9%
Speaking face-to-face with Council staff	16%	17%	14%	16%
Information available at the Council Service Centre	5%	11%	10%	6%
Council post on Instagram	0%	9%	14%	7%
Direct contact with your local Councillor	15%	12%	6%	10%
Council post on Twitter / X	2%	6%	3%	3%
Council post on LinkedIn	2%	7%	0%	3%
Watching / attending Council meetings online	2%	1%	3%	2%
Other methods	3%	9%	0%	1%
Total responses	**174**	**275**	**302**	**1,536**
Respondents identifying at least one response	*47 (77%)*	*68 (83%)*	*74 (95%)*	*432 (86%)*

There was also notable variation in the preferred methods of receiving information from Council observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were somewhat more likely than average to receive information via Council posts on Instagram and Council posts on LinkedIn.
- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to prefer to find information available at the Council Service Centre and watching / attending Council meetings online.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to prefer to receive information from the *Banyule Banner* and Council's website.
- ***Older adults (aged 60 to 74 years)*** – respondents were somewhat more likely than average to prefer to receive information from the *Banyule Banner, News From Our Neighbourhood*, direct mail / letterbox drop of information, telephoning Council, and speaking face-to-face with Council staff.

- ***Senior citizens (aged 75 years and over)*** – respondents were somewhat more likely than average to prefer to receive information via the *Banyule Banner*, *News From Our Neighbourhood*, direct mail / letterbox drop of information, information sent with the rates notice, outdoor advertising, speaking face-to-face with Council staff, and direct contact with local Councillor.

- ***Male*** – respondents were somewhat more likely than female respondents to refer to receive information speaking face-to-face with Council staff.

- ***Female*** – respondents were somewhat more likely than male respondents to prefer to receive information by telephoning Council and Council posts on Facebook.

- ***English speaking*** – respondents were somewhat more likely than multilingual respondents to prefer to receive information from direct mail / letterbox drop of information, information from the rates notice, other Council newsletters, and speaking face-to-face with Council staff.

Preferred methods of receiving information about Council activities and services by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Council's regular printed magazine *Banyule Banner*	39%	53%	70%	64%	69%
Council's *News From Our Neighbourhood newsletter*	23%	29%	37%	36%	35%
Council website	34%	30%	37%	22%	15%
Direct mail / letterbox drop of printed information	25%	25%	25%	37%	44%
Information sent with the *Rates Notice*	8%	16%	19%	21%	24%
Telephoning Council	9%	20%	24%	26%	22%
Word of mouth from family / friends / neighbours	8%	5%	5%	9%	9%
Other Council newsletters	8%	13%	13%	10%	13%
Council's e-newsletters	12%	12%	7%	11%	15%
Info. available at Council library / community centre	7%	13%	11%	9%	9%
Emailing Council	18%	15%	20%	21%	13%
Outdoor advertising (signs and / or bus shelters)	8%	9%	5%	10%	18%
Council post on Facebook	10%	14%	9%	4%	5%
Speaking face-to-face with Council staff	9%	12%	15%	24%	29%
Information available at the Council Service Centre	5%	11%	5%	7%	4%
Council post on Instagram	15%	7%	7%	2%	0%
Direct contact with your local Councillor	5%	15%	5%	12%	20%
Council post on Twitter / X	7%	1%	2%	1%	4%
Council post on LinkedIn	6%	4%	1%	0%	2%
Watching / attending Council meetings online	2%	7%	2%	2%	0%
Other methods	0%	1%	1%	0%	0%
Total responses	**334**	**289**	**391**	**329**	**190**
Respondents identifying at least one response	*110 (85%)*	*79 (85%)*	*109 (89%)*	*82 (81%)*	*49 (89%)*

Preferred methods of receiving information about Council activities and services by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Council's regular printed magazine *Banyule Banner*	58%	57%	58%	59%	58%
Council's *News From Our Neighbourhood newsletter*	33%	31%	31%	30%	31%
Council website	31%	27%	29%	32%	29%
Direct mail / letterbox drop of printed information	28%	31%	30%	22%	29%
Information sent with the *Rates Notice*	16%	16%	17%	10%	16%
Telephoning Council	16%	22%	19%	19%	19%
Word of mouth from family / friends / neighbours	6%	9%	7%	7%	7%
Other Council newsletters	12%	10%	12%	6%	11%
Council's e-newsletters	11%	11%	11%	11%	11%
Info. available at Council library / community centre	8%	11%	10%	7%	10%
Emailing Council	18%	17%	17%	20%	18%
Outdoor advertising (signs and / or bus shelters)	9%	9%	9%	7%	9%
Council post on Facebook	6%	11%	8%	11%	9%
Speaking face-to-face with Council staff	18%	14%	17%	13%	16%
Information available at the Council Service Centre	6%	7%	6%	7%	6%
Council post on Instagram	6%	8%	7%	7%	7%
Direct contact with your local Councillor	10%	10%	10%	7%	10%
Council post on Twitter / X	2%	4%	3%	3%	3%
Council post on LinkedIn	3%	3%	2%	4%	3%
Watching / attending Council meetings online	2%	3%	2%	2%	2%
Other methods	1%	0%	0%	1%	1%
Total responses	**717**	**798**	**1,252**	**260**	**1,536**
Respondents identifying at least one response	*203 (86%)*	*222 (86%)*	*353 (87%)*	*74 (82%)*	*432 (86%)*

Banyule Banner

Awareness of the Banyule Banner

Respondents were asked:

> *"Council sends a printed newsletter the Banyule Banner to residents eight times a year. Before today, were you aware of the Banyule Banner?"*

Consistent with the results recorded in the previous surveys, approximately two-thirds (76%) of the random sample respondents reported that they were aware of the *Banyule Banner*.

This result was down notably (7%) on the 2020 result, however, Metropolis Research notes that the 2020 results included both random and self-selected respondents in the same figure, which will have resulted in a higher result than was recorded for the random sample respondents in 2015 and 2024.

This is further borne out by the fact that almost all (94%) of the self-selected online survey respondents were aware of the *Banyule Banner*.

Aware of the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

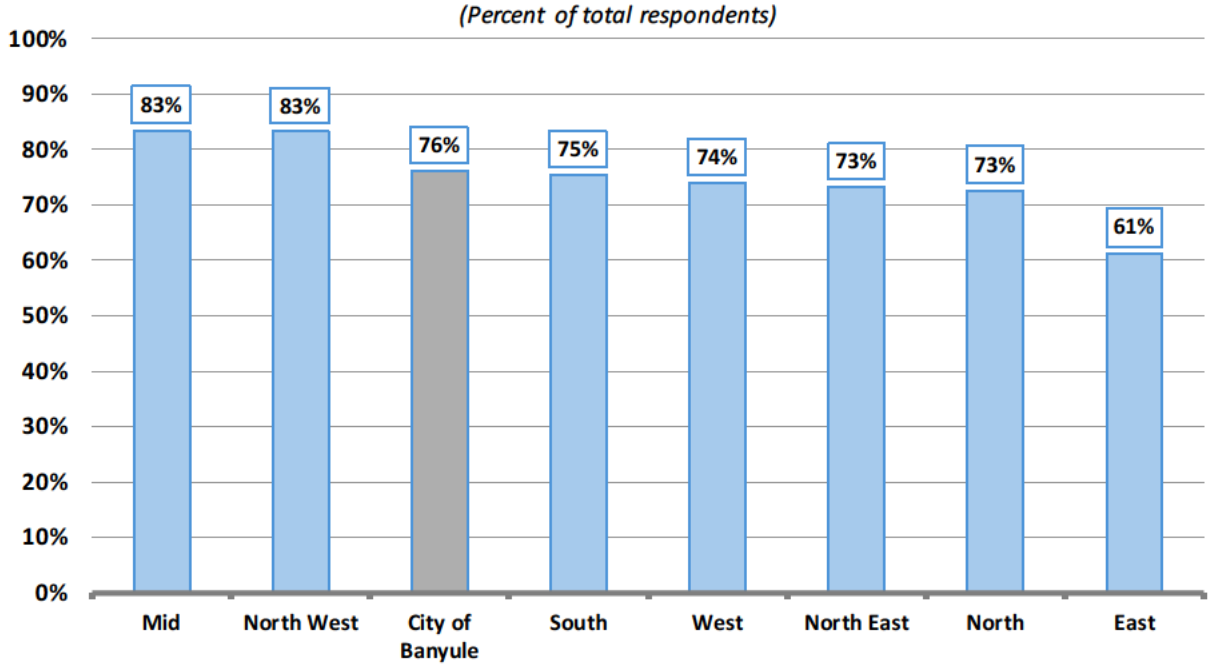
Response	*Random*		*2020*	*2015*	*Online*	
	Number	*Percent*			*Number*	*Percent*
Yes	380	76%	83%	73%	62	94%
No	95	19%	17%	24%	3	5%
Don't know / can't say	28	6%	0%	3%	1	2%
Total	**503**	**100%**	**602**	**701**	**66**	**100%**

There was notable variation in this result observed across the municipality, with respondents from Mid and Northwest precincts notably (7%) more likely to be aware of the publication, whilst respondents from the East precinct were measurably (15%) less likely to be aware.

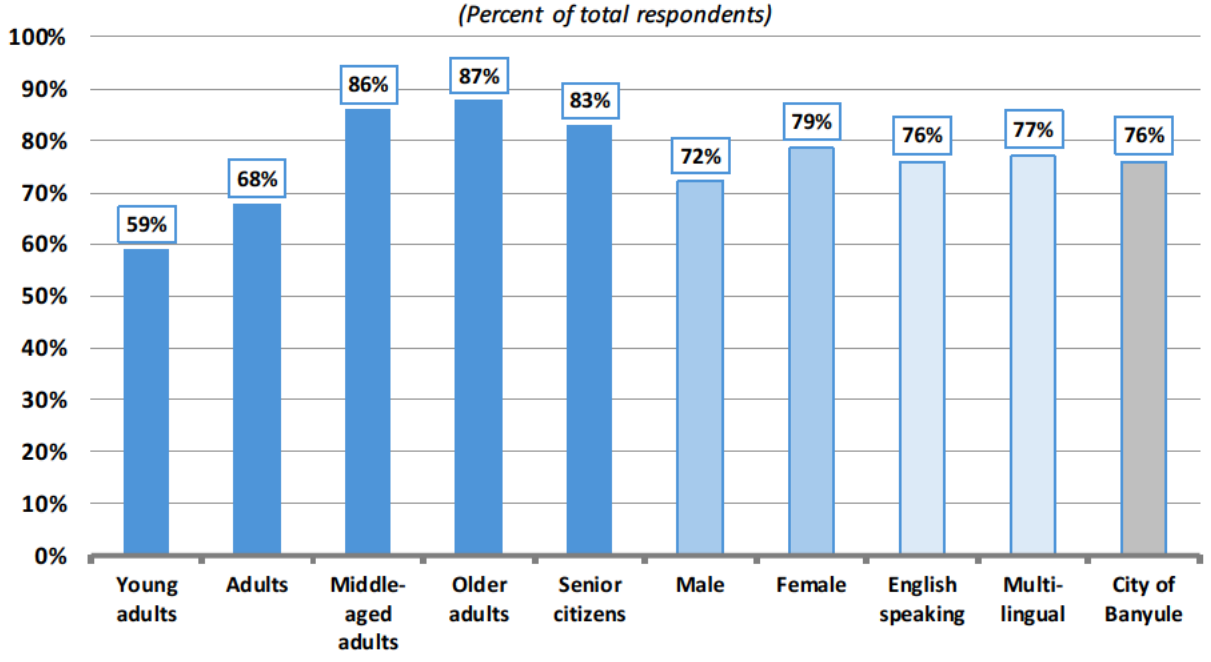
There was some variation in this result observed by respondent profile, as follows:

- ***Age structure*** – younger respondents (aged 18 to 44 years) were measurably less likely to be aware of the *Banyule Banner* than older respondents (aged 45 years and over).
- ***Gender*** – female respondents were measurably (7%) more likely to be aware of the publication than male respondents.
- ***Language spoken at home*** – there was no meaningful variation based on language spoken at home.

Aware of the *Banyule Banner* by precinct
Banyule City Council - 2024 Communications Survey
(Percent of total respondents)



Aware of the *Banyule Banner* by respondent profile
Banyule City Council - 2024 Communications Survey
(Percent of total respondents)



Receiving and reading the Banyule Banner

Respondents were asked:

"Regarding the Banyule Banner, would you say that you typically?"

Approximately three-quarters (77%) of the random sample respondents reported that they skim read at least part of the *Banyule Banner*, with 25% reading all of it in detail.

The 66 self-selected online survey respondents were significantly more likely than the random sample respondents to read all of the *Banyule Banner* in detail, reflecting their greater level of engagement with Council than the random sample respondents.

It is important to bear in mind that the random sample respondents reflect only the sub-set of the Banyule community who were sufficiently engaged with Council to be both aware of the survey and motivated to take the active steps necessary to participate.

The random sample respondents, by contrast, reflect the views of the underlying Banyule community.

Receiving and reading the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020*	*2015*	*Online*	
	Number	*Percent*			*Number*	*Percent*
Read all of it in detail	127	25%	23%	47%	31	47%
Read some of it in detail	130	26%	40%		22	33%
Skim read at least part of it	131	26%	29%	22%	7	11%
Don't read it	60	12%	4%	n.a.	3	5%
Don't receive it	25	5%	4%	20%	1	2%
Don't know / can't say	30	6%	0%	11%	2	3%
Total	**503**	**100%**	**490**	**701**	**66**	**100%**

There was some variation in receiving and reading the *Banyule Banner* observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to report that they didn't receive it.
- ***West*** – respondents were somewhat more likely than average to report that they didn't read it or receive it.
- ***Mid*** – respondents were somewhat more likely than average to skim read at least part of it.
- ***Northeast*** – respondents were somewhat more likely than average to read all of it in detail.

Receiving and reading the *Banyule Banner* by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Read all of it in detail	24%	13%	24%	32%
Read some of it in detail	25%	33%	24%	30%
Skim read at least part of it	29%	5%	35%	20%
Don't read it	12%	32%	11%	5%
Don't receive it	11%	9%	3%	3%
Don't know / can't say	0%	8%	4%	11%
Total	**83**	**58**	**86**	**55**

Response	*North*	*North West*	*North East*	*City of Banyule*
Read all of it in detail	26%	20%	37%	25%
Read some of it in detail	22%	26%	24%	26%
Skim read at least part of it	31%	33%	22%	26%
Don't read it	10%	6%	11%	12%
Don't receive it	0%	6%	2%	5%
Don't know / can't say	11%	9%	3%	6%
Total	**61**	**82**	**78**	**503**

There was substantial variation in receiving and reading the *Banyule Banner* observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were more likely than average to report that they didn't read it, receive it, or don't know, reflecting significantly lower levels of engagement with the *Banyule Banner* than older respondents.

- ***Adults (aged 35 to 44 years)*** – respondents were more likely than average to skim read at least some of the *Banyule Banner*.

- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to read some of it in detail.

- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were notably more likely than average to read all of the *Banyule Banner* in detail.

- ***Gender*** – female respondents were notably more likely than males to read all of it in detail, whilst male respondents were more likely to skim read it or not read the *Banyule Banner*.

- ***Language spoken at home*** – respondents from English speaking households were notably more likely to read all of it in detail, whilst respondents from multilingual households were somewhat more likely to not read it or to not know.

Receiving and reading the *Banyule Banner* by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Read all of it in detail	9%	18%	24%	40%	52%
Read some of it in detail	22%	26%	36%	20%	22%
Skim read at least part of it	24%	35%	26%	26%	15%
Don't read it	23%	8%	8%	10%	6%
Don't receive it	10%	8%	2%	1%	3%
Don't know / can't say	12%	5%	5%	3%	2%
Total	**130**	**92**	**122**	**101**	**55**

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Read all of it in detail	20%	31%	27%	15%	25%
Read some of it in detail	25%	26%	26%	27%	26%
Skim read at least part of it	30%	22%	27%	22%	26%
Don't read it	14%	10%	11%	19%	12%
Don't receive it	4%	6%	5%	5%	5%
Don't know / can't say	7%	5%	4%	13%	6%
Total	**238**	**258**	**406**	**90**	**503**

Preferred information from the Banyule Banner

Respondents were asked:

"What information regarding what Council does in your local area would you like to see in the Banyule Banner?"

Consistent with the results recorded in 2015, more than four-fifths of respondents nominated at least one type of information that they would like to see in the *Banyule Banner*.

The 2024 survey included a wider range of information types, with the most preferred types of information being information on local events and activities (72%), building and works projects (57%), Council services – what's available, how to access (52%), Council infrastructure projects (51%), and Council spending decisions and priorities (48%).

The small sample of self-selected online survey respondents were more likely to prefer information on Council services what's available, how to access (82%), local events and activities (74%), and Council spending decisions and priorities (73%).

Preferred information for the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2015*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Local events and activities	363	72%	n.a.	49	74%
Building and works projects	289	57%	39%	45	68%
Council services *(what's available, how to access)*	263	52%	46%	54	82%
Council infrastructure projects	255	51%	n.a.	40	61%
Council spending decisions and priorities	243	48%	42%	48	73%
Local laws, regulations, and rules	216	43%	n.a.	35	53%
Community consultations	213	42%	n.a.	45	68%
Stories about local people	165	33%	n.a.	27	41%
Other	6	1%	2%	5	8%
Total responses	**2,013**		**4,890**	**348**	
Respondents identifying at least one response	*423 (84%)*		*616 (88%)*	*63 (96%)*	

There was some variation in the preferred information available in the *Banyule Banner* observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to prefer information on Council services, Council spending decisions and priorities, community consultations, and stories about local people.

- ***Mid*** – respondents were somewhat more likely than average to prefer information on Council services.

- ***Northwest*** – respondents were somewhat more likely than average to prefer information on building and works projects, and local laws, regulations, and rules.

- ***Northeast*** – respondents were somewhat more likely than average to prefer information on Council spending decisions and priorities, and stories about local people.

Preferred information for the *Banyule Banner* by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Local events and activities	78%	62%	73%	69%
Building and works projects	63%	47%	55%	55%
Council services *(what's available, how to access)*	65%	40%	63%	47%
Council infrastructure projects	55%	50%	56%	38%
Council spending decisions and priorities	58%	36%	55%	29%
Local laws, regulations, and rules	48%	34%	42%	25%
Community consultations	51%	34%	47%	27%
Stories about local people	46%	29%	40%	24%
Other	0%	0%	2%	2%
Total responses	**386**	**193**	**371**	**174**
Respondents identifying at least one response	*76 (91%)*	*41 (71%)*	*71 (83%)*	*47 (85%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Local events and activities	62%	76%	76%	72%
Building and works projects	56%	67%	56%	57%
Council services *(what's available, how to access)*	41%	41%	59%	52%
Council infrastructure projects	51%	48%	53%	51%
Council spending decisions and priorities	43%	49%	58%	48%
Local laws, regulations, and rules	38%	61%	44%	43%
Community consultations	38%	40%	50%	42%
Stories about local people	16%	20%	46%	33%
Other	0%	1%	3%	1%
Total responses	**211**	**330**	**347**	**2,013**
Respondents identifying at least one response	*49 (81%)*	*69 (83%)*	*71 (91%)*	*423 (84%)*

There was also some variation in the preferred information available in the *Banyule Banner* observed by respondent profile, as follows:

- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to prefer information on Council services.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to prefer information on local events and activities, building and works projects, Council infrastructure projects, Council infrastructure projects, Council spending decisions and priorities, and local laws, regulations, and rules.

- ***Older adults (aged 60 to 74 years)*** – respondents were somewhat more likely than average to prefer information on building and works projects, and local laws, regulations, and rules.
- ***Senior citizens (aged 75 years and over)*** – respondents were somewhat more likely than average to prefer information on Council services.
- ***Gender*** – female respondents were somewhat more likely than male respondents to prefer information on local events and activities, Council services, and stories about local people.
- ***Language spoken at home*** – respondents from English speaking households were somewhat more likely than respondents from multilingual households to prefer information on local events and activities.

Preferred information for the *Banyule Banner* by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Local events and activities	61%	76%	81%	74%	71%
Building and works projects	36%	60%	75%	63%	55%
Council services *(what's available, how to access)*	35%	62%	58%	54%	60%
Council infrastructure projects	29%	53%	66%	57%	53%
Council spending decisions and priorities	33%	50%	63%	50%	45%
Local laws, regulations, and rules	26%	41%	52%	53%	47%
Community consultations	31%	48%	49%	41%	45%
Stories about local people	28%	28%	39%	37%	29%
Other	0%	0%	2%	2%	4%
Total responses	**363**	**384**	**591**	**438**	**224**
Respondents identifying at least one response	*92 (71%)*	*81 (88%)*	*113 (93%)*	*89 (88%)*	*46 (83%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Local events and activities	70%	74%	73%	66%	72%
Building and works projects	58%	56%	58%	52%	57%
Council services *(what's available, how to access)*	48%	56%	52%	50%	52%
Council infrastructure projects	50%	51%	51%	50%	51%
Council spending decisions and priorities	47%	48%	48%	49%	48%
Local laws, regulations, and rules	41%	44%	44%	41%	43%
Community consultations	40%	43%	41%	42%	42%
Stories about local people	29%	36%	33%	30%	33%
Other	1%	2%	1%	1%	1%
Total responses	**913**	**1,058**	**1,633**	**344**	**2,013**
Respondents identifying at least one response	*201 (85%)*	*215 (83%)*	*351 (86%)*	*66 (74%)*	*423 (84%)*

Satisfaction with selected aspects of the Banyule Banner

Respondents who were aware of the *Banyule Banner* were asked:

"On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the Banyule Banner?"

Respondents were again in 2024, asked to rate their satisfaction with four aspects of the *Banyule Banner* and then overall satisfaction with the publication.

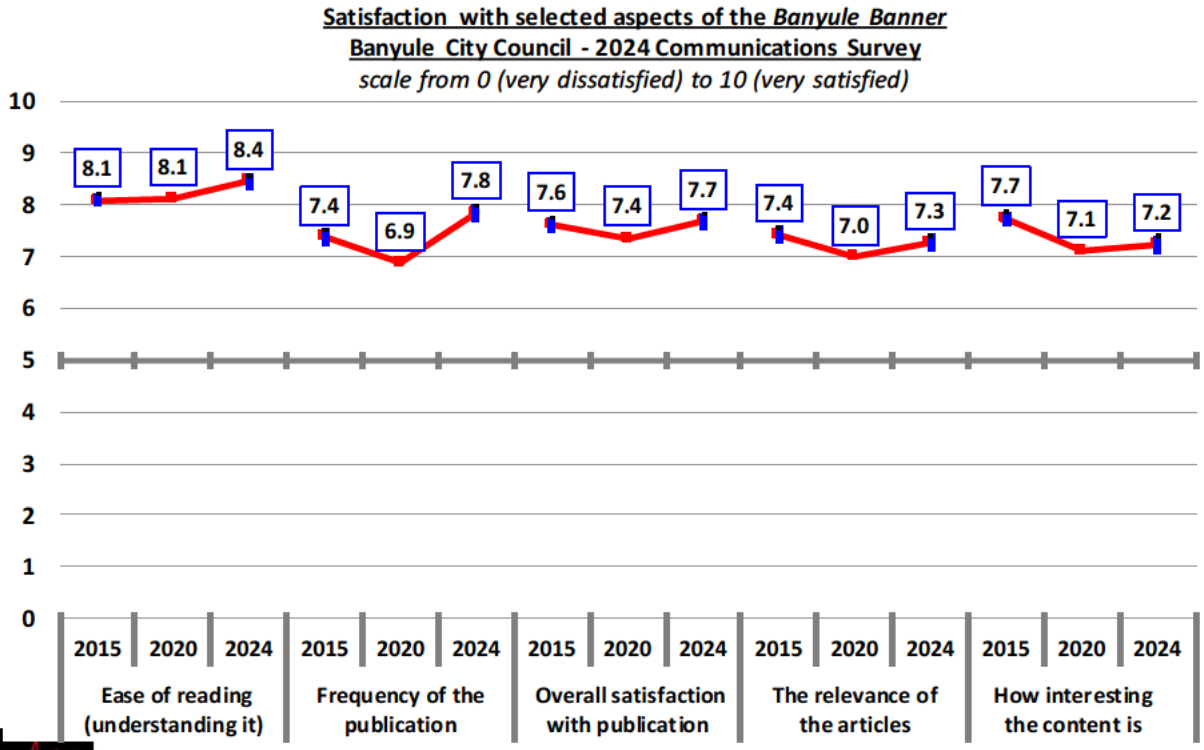
Satisfaction with all five aspects of the *Banyule Banner*, including overall satisfaction increased at least marginally this year from the results recorded back in 2020.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider using a different survey form and using a different methodology. The 2020 survey results also combined the results from the random sample and the self-selected online survey respondents, which will have had the effect of somewhat muting the satisfaction scores.

Satisfaction with these five aspects of the *Banyule Banner* can best be summarised as follows:

- ***Excellent*** – for ease of reading (understanding) the *Banyule Banner*, and the frequency.
- ***Very Good*** – for overall satisfaction with the publication and the relevance of the articles.
- ***Good*** – for how interesting the content was.

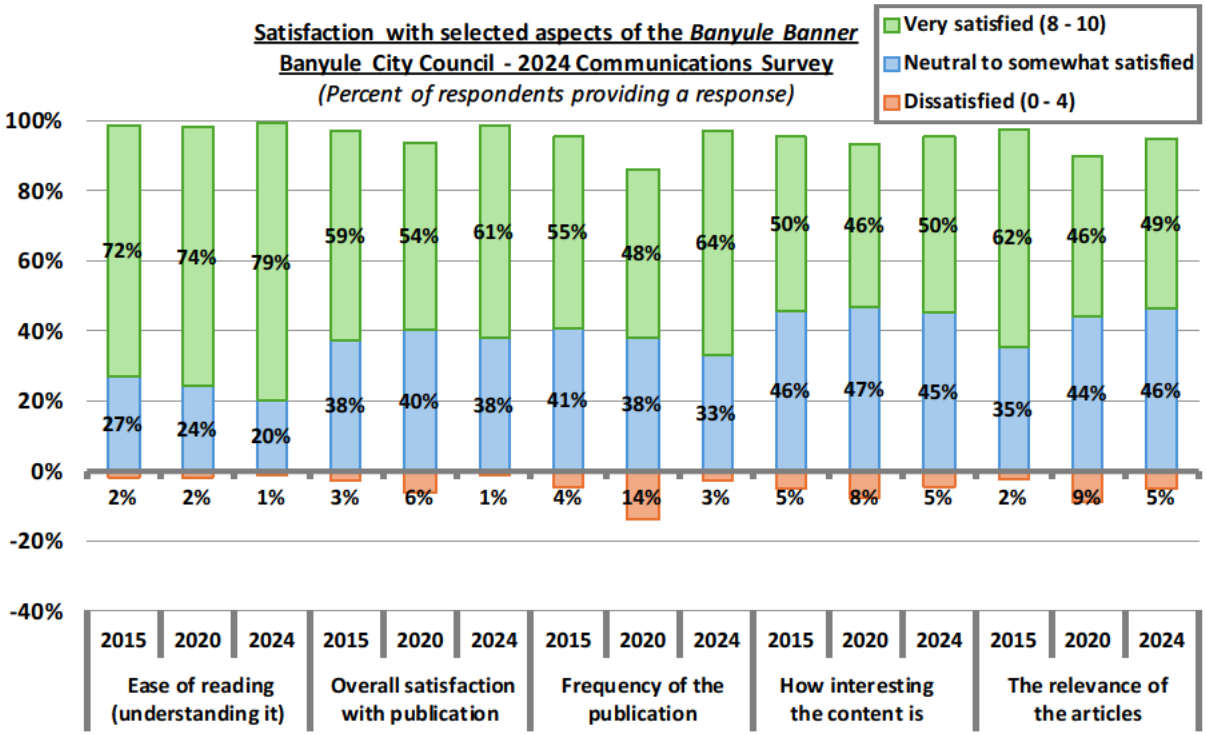
By way of comparison, the 2024 metropolitan Melbourne average satisfaction with "council's regular printed newsletter" was 7.5 out of 10, or a "very good" level of satisfaction, as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research using the same door-to-door, in-person methodology.



The following graph provides a breakdown of satisfaction into the proportion of respondents (providing a score) who were "very satisfied" (i.e., rated satisfaction at eight or more), those who were "neutral to somewhat satisfied" (i.e., rated satisfaction at five to seven), and those who were "dissatisfied" (i.e., rated satisfaction at less than five).

Metropolis Research draws attention to the fact that approximately half or more of the respondents who provided a satisfaction score were "very satisfied" with each of the five aspects of the *Banyule Banner*.

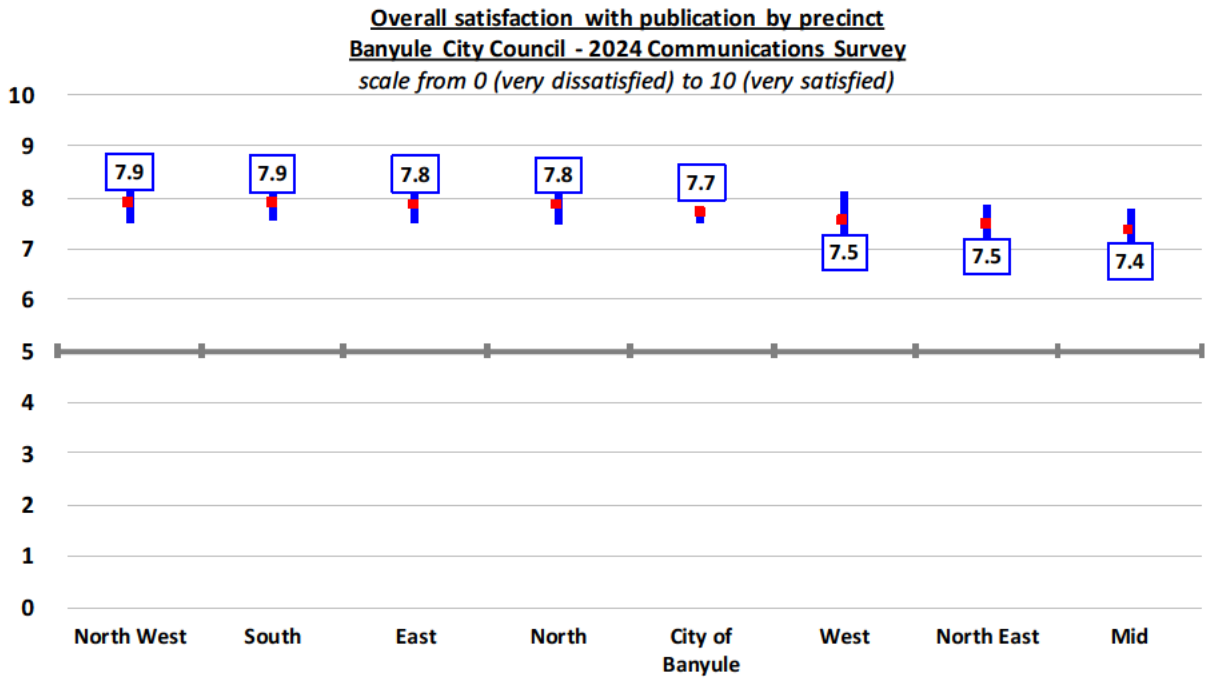
It is noted, however, that five percent of respondent providing a response were "dissatisfied" with how interesting the content was and the relevance of the articles in the *Banyule Banner*.



Overall satisfaction with publication

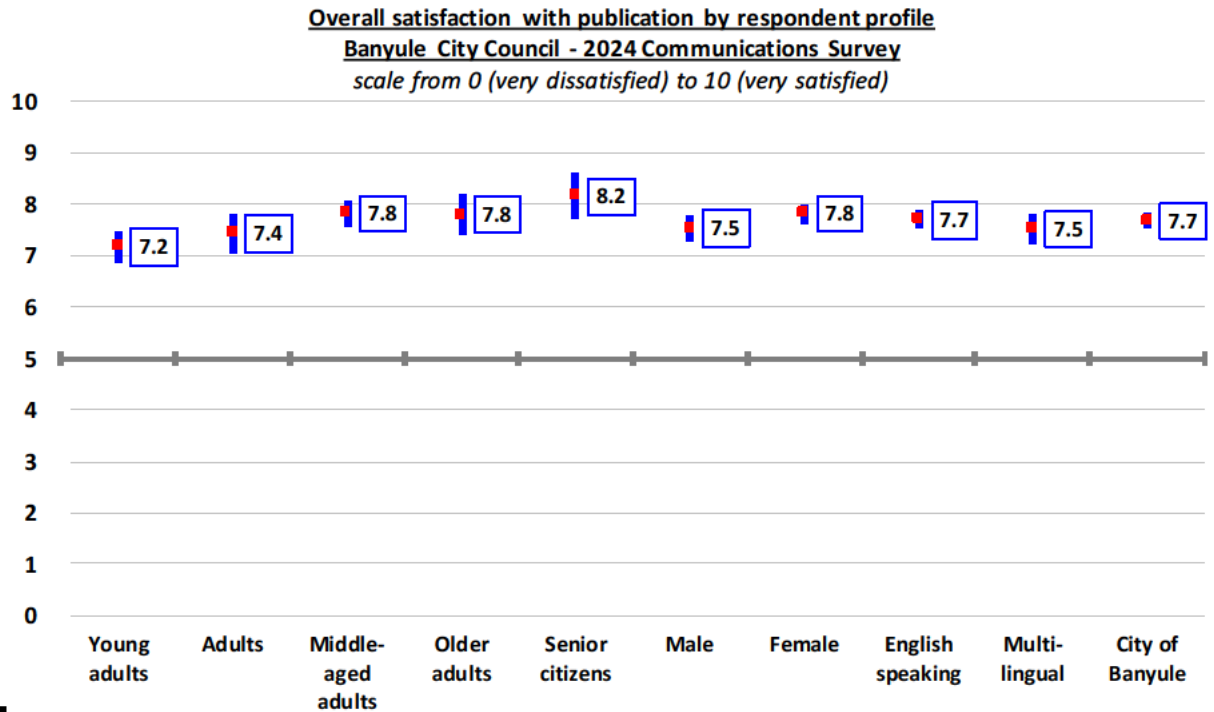
There was no statistically significant variation in overall satisfaction with the *Banyule Banner* observed across the municipality, although it is noted that respondents from Northwest, South, East, and North precincts rated satisfaction at "excellent" levels, whilst those from the West, Northeast, and Mid precincts rated it as "very good".

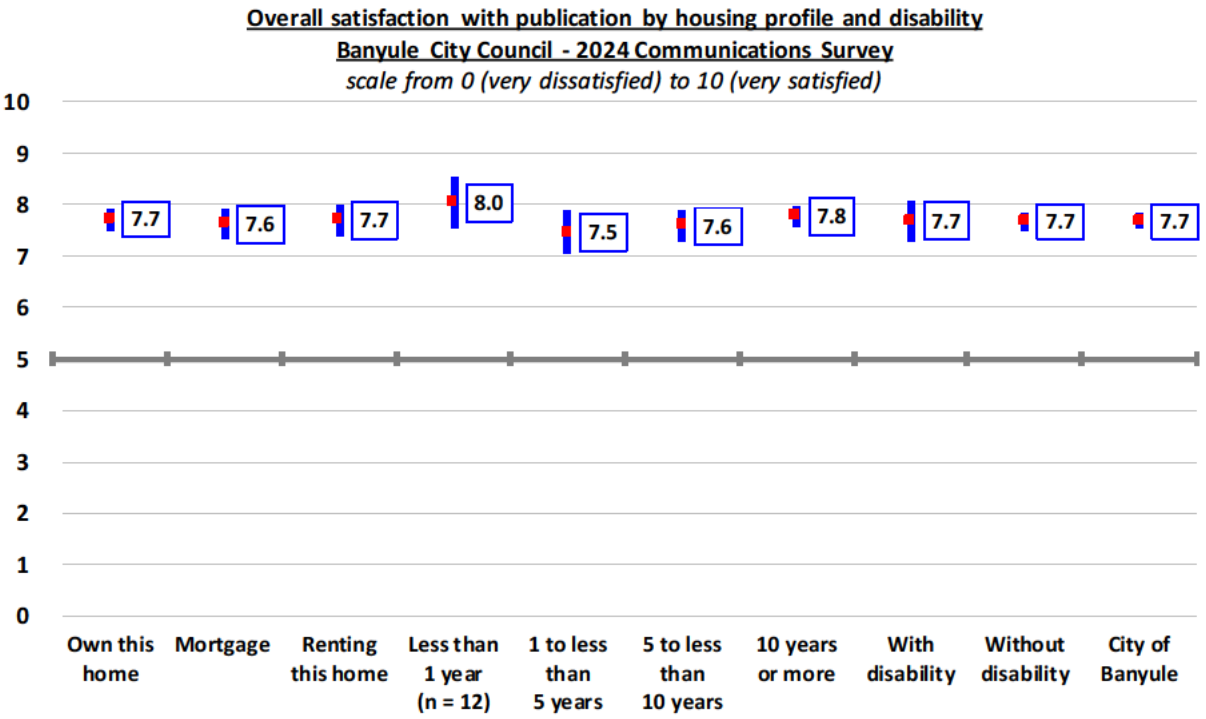
Metropolis Research notes that overall satisfaction with the *Banyule Banner* was broadly consistent with the metropolitan Melbourne average of 7.5 out of 10.



There was some variation in overall satisfaction with the *Banyule Banner* observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were measurably less satisfied than average and at a "good" rather than "very good" level of satisfaction.
- ***Senior citizens (aged 75 years and over)*** – respondents were notably more satisfied than average and at an "excellent" level.
- ***Gender*** – female respondents were somewhat more satisfied than males, and at an "excellent" level.





Reasons for dissatisfaction with the publication

Respondents dissatisfied with the publication were asked:

"If satisfaction with the overall satisfaction rated less than 6, why do you say that?"

There were 13 comments received from respondents dissatisfied with the *Banyule Banner*.

Reasons for dissatisfaction with the publication of the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
I prefer the digital copy	2
A lot of not relevant information about children	1
Doesn't cover everything	1
I don't read it	1
I don't want to know anything about the Council	1
It is unnecessary	1
More community engagement like events	1
More information about Council services	1
Most information is unnecessary	1
Not very informative	1
Seems like a propaganda sheet	1
Too many newsletters	1
Total	**13**

Preferred frequency of publishing the *Banyule Banner*

Respondents dissatisfied with the frequency of the publication were asked:

"If satisfaction with the frequency rated less than 6, how often should it be published?"

There were just 12 comments received from the respondents dissatisfied with the frequency of publishing the *Banyule Banner*.

These comments include a mix of those who preferred more frequent, less frequent, and no publications.

Frequency of the publication of the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number of responses)

Response	*Number*
More frequently 1 every fortnightly currently no freequency	2
Because it is our main source. More than the current number	1
Half a year	1
It should be online	1
Less than current	1
Monthly	1
No need to send me	1
Once a month	1
Too often, you can send me one once a year that's all	1
Twice a year	1
We receive it 4 times in a year at Doon Court	1
Total	**12**

Preferred methods of receiving the Banyule Banner

Respondents were asked:

"How would you prefer to receive the Banyule Banner?"

Consistent with the result recorded in 2020, almost all (92% down from 98%) of respondents nominated at least preferred method of receiving the *Banyule Banner*, at a consistent average of approximately 1.5 methods per respondent.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider using a different survey form and using a different methodology. The 2020 survey results also combined the results from the random sample and the self-selected online survey respondents.

This will have had the effect of somewhat overstating preferences for electronic engagements, as one-third of the survey respondents were self-selected respondents who completed the survey online.

In 2024, the most preferred method of receiving the *Banyule Banner* was by a printed copy mailed directly to the respondents' letterbox, with 67% (up from 36%) preferring this method.

Metropolis Research strongly suggests that this increase reflects the hybrid methodology employed in 2020, as well as other factors around the pandemic that may have been influencing results in 2020.

Whilst a printed copy mailed directly to the respondents' letterbox was by a significant margin the most preferred method of receiving the *Banyule Banner*, it is important to note that almost one-quarter of respondents prefer a copy emailed to them, and 18% preferred a copy available for download from the website.

There were also notable numbers of respondents who preferred that the publication be available for collection from a variety of locations across the municipality.

Preferred methods of receiving the *Banyule Banner*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*2024*		*2020*
	Number	*Percent*	
Printed copy mailed directly to my letterbox	338	67%	36%
Electronic copy emailed directly to me	115	23%	44%
Electronic copy available from Council website	89	18%	23%
Printed copies available to collect at shops	63	13%	16%
Printed copies available to collect at Council offices, library or community centres	50	10%	13%
Other	0	0%	5%
Total responses	**655**		**825**
Respondents identifying at least one response	*462 (92%)*		*587 (98%)*

There was some variation in the preferred methods of receiving the *Banyule Banner* observed across the municipality, as follows:

- ***West*** – respondents were somewhat more likely than average to prefer an electronic version emailed to them, and printed copies available to collect at Council offices, library, or community centres.

- ***Mid*** – respondents were somewhat more likely than average to prefer a printed copy mailed directly to the letterbox.

- ***East*** – respondents were somewhat more likely than average to prefer an electronic copy available for download from the website, printed copies available to collect at shops, and printed copies available to collect at Council offices, library, or community centres.

- ***North*** – respondents were somewhat more likely than average to prefer an electronic copy emailed to them.

Preferred methods of receiving the *Banyule Banner* by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Printed copy mailed directly to my letterbox	72%	60%	76%	51%
Electronic copy emailed directly to me	23%	33%	20%	15%
Electronic copy available from Council website	25%	26%	9%	29%
Printed copies available to collect at shops	14%	9%	7%	35%
Printed copies available to collect at Council offices, library or community centres	10%	19%	8%	18%
Other	0%	0%	0%	0%
Total responses	**119**	**85**	**103**	**81**
Respondents identifying at least one response	*82 (98%)*	*48 (84%)*	*80 (93%)*	*49 (89%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Printed copy mailed directly to my letterbox	62%	72%	71%	67%
Electronic copy emailed directly to me	34%	22%	14%	23%
Electronic copy available from Council website	11%	12%	14%	18%
Printed copies available to collect at shops	8%	5%	14%	13%
Printed copies available to collect at Council offices, library or community centres	3%	6%	9%	10%
Other	0%	0%	0%	0%
Total responses	**74**	**96**	**96**	**655**
Respondents identifying at least one response	*54 (89%)*	*75 (91%)*	*74 (95%)*	*462 (92%)*

There was notable and significant variation in the preferred methods of receiving the *Banyule Banner* observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were somewhat more likely than average to prefer an electronic copy emailed to them and available for download from the website.

- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to prefer an electronic copy emailed to them.

- ***Middle-aged, older adults, and senior citizens (aged 45 years and over)*** – respondents were notably more likely than average to prefer a printed copy mailed directly to their letterbox.

- ***Male*** – respondents were somewhat more likely than female respondents to prefer a printed copy available to collect at shops.

- ***Female*** – respondents were somewhat more likely than male respondents to prefer a printed copy mailed directly to their letterbox.

- ***Language spoken at home*** – respondents from English speaking households were somewhat more likely than respondents from multilingual households to prefer a printed copy mailed directly to their letterbox, an electronic copy available from the website, printed copies available at shops, and printed copies available to collect at Council offices, library, and community centres.

Preferred methods of receiving the *Banyule Banner* by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Printed copy mailed directly to my letterbox	47%	59%	78%	79%	85%
Electronic copy emailed directly to me	30%	30%	22%	13%	13%
Electronic copy available from Council website	32%	24%	11%	7%	5%
Printed copies available to collect at shops	18%	17%	7%	11%	7%
Printed copies available to collect at Council offices, library or community centres	12%	11%	8%	11%	5%
Other	0%	0%	0%	0%	0%
Total responses	**178**	**130**	**154**	**122**	
Respondents identifying at least one response	*114 (88%)*	*85 (92%)*	*119 (97%)*	*91 (90%)*	*52 (94%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Printed copy mailed directly to my letterbox	65%	70%	69%	59%	67%
Electronic copy emailed directly to me	21%	24%	23%	22%	23%
Electronic copy available from Council website	17%	18%	18%	13%	18%
Printed copies available to collect at shops	15%	10%	14%	4%	13%
Printed copies available to collect at Council offices, library or community centres	8%	11%	11%	6%	10%
Other	0%	0%	0%	0%	0%
Total responses	**298**	**344**	**550**	**95**	**655**
Respondents identifying at least one response	*215 (91%)*	*240 (93%)*	*380 (94%)*	*75 (84%)*	*462 (92%)*

News From Our Neighbourhood

Awareness of the News From Our Neighbourhood

Respondents were asked:

> *"News From Our Neighbourhood is a ward newsletter that Council sends from your local Councillor four times per year. Before today, were you aware of the publication?"*

Consistent with the results recorded in the previous surveys, 45% (up from 40%) of respondents reported that they were aware of the *News From Our Neighbourhood*.

Metropolis Research notes that this publication was previously called the *Ward Newsletters*.

The small sample of self-selected online survey respondents were somewhat more likely to be aware of the publication than the random sample respondents.

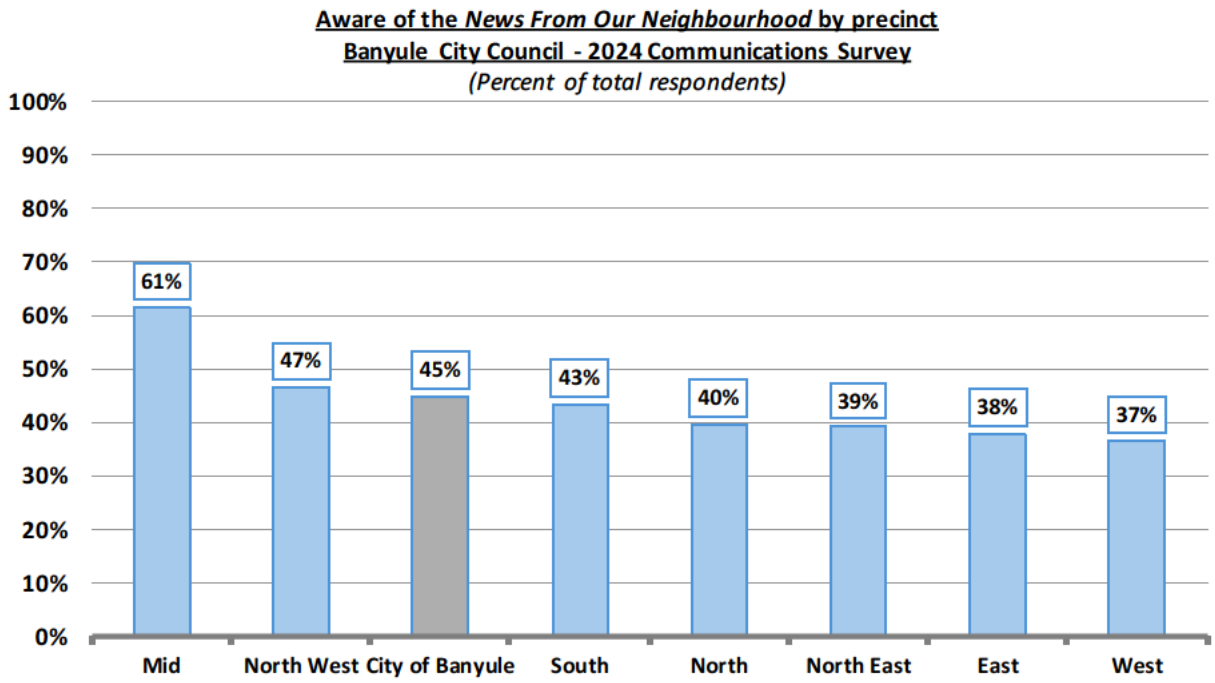
This result clearly reflects the fact that the self-selected online respondents were already more likely to be engaged with Council than the random sample respondents, as they were sufficiently engaged with Council to be online at the Council website and motivated to take the steps necessary to choose to participate.

Aware of the *News From Our Neighbourhood*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020*	*2015*	*Online*	
	Number	*Percent*			*Number*	*Percent*
Yes	224	45%	40%	40%	36	55%
No	231	46%	60%	56%	25	38%
Can't say	48	10%	0%	4%	5	8%
Total	**503**	**100%**	**602**	**701**	**66**	**100%**

There was notable variation in awareness of *News From Our Neighborhood* observed across the municipality.

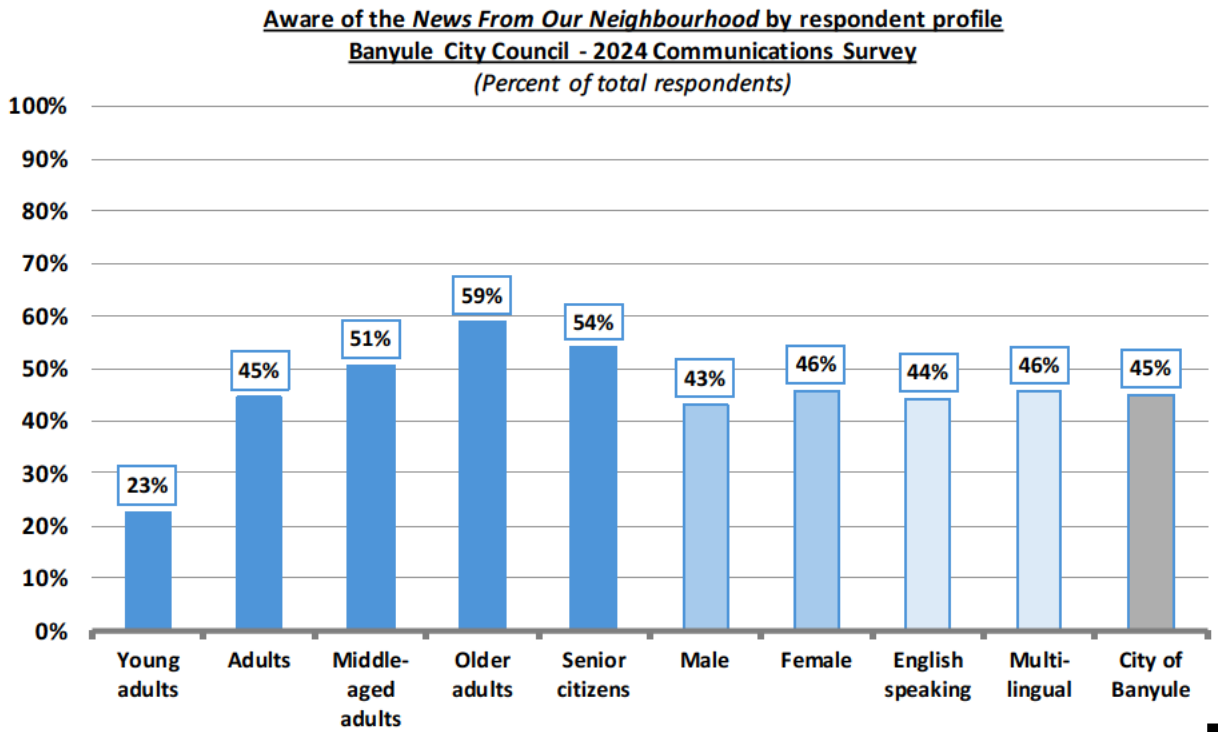
The respondents from the Mid precinct were measurably more likely to be aware of the publication, whilst respondents from Northeast, East, and West precincts were marginally less likely to be aware of the publication.



There was significant variation in this result observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were measurably less likely to be aware of the publication than average.
- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were notably more likely than average to be aware of the publication.

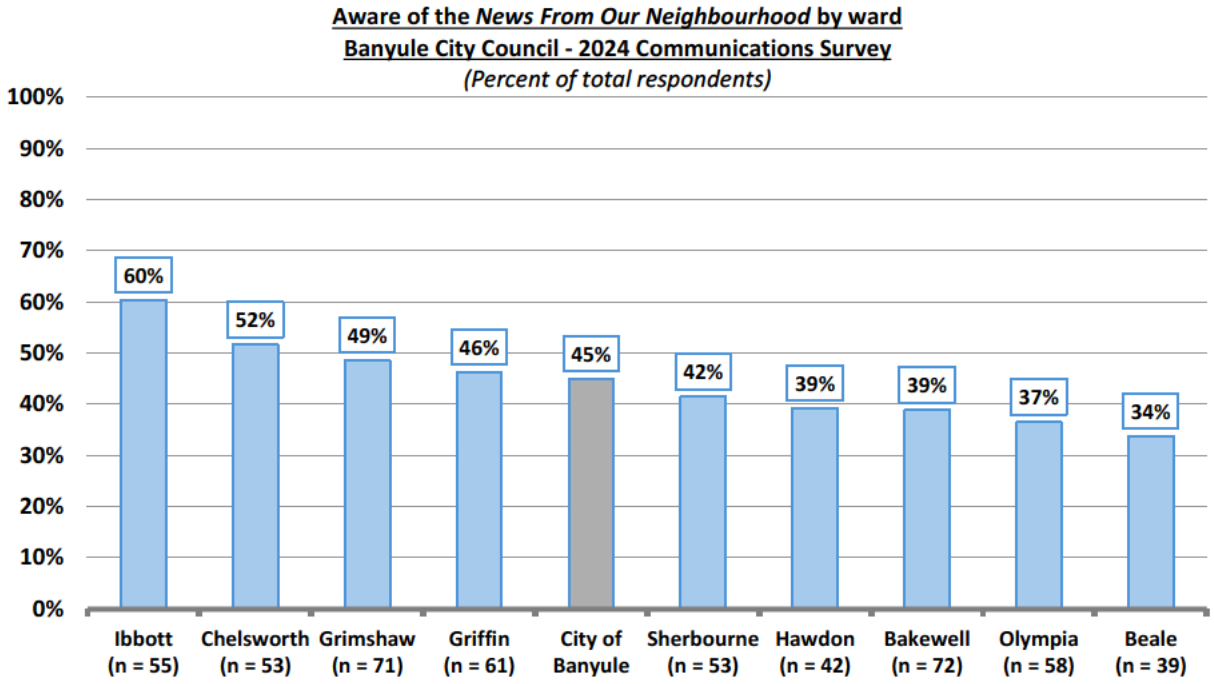
There was no meaningful variation observed by gender or language spoken at home.



The following graph provides a comparison of awareness of the News From Our Neighbourhood across the nine wards comprising the City of Banyule.

Readers are advised to exercise some caution in the interpretation of these results given the small sample size at the ward level.

It is noted that 55 respondents from Ibbott ward were notably more likely than average to be aware of the publication, whilst 39 respondents from Beale ward were somewhat less likely.



Receiving and reading the News From Our Neighbourhood

Respondents were asked:

"Regarding the News From Your Neighbourhood, would you say that you typically?"

In 2024, one-quarter (25%) of the total sample of random survey respondents reported that they read at least some of the *News From Our Neighbourhood*, a significant decline on the 49% who reported that they read at least some of the publication in 2020.

Metropolis Research notes the change in methodology between 2020 and 2024, and that the previous survey provider combined the results for random sample and self-selected respondents. It is possible that this variation may have been a factor in the change over time.

It is noted, however, that the 66 self-selected online survey respondents were somewhat more likely to read at least some of the publication than the random survey respondents, although the variation was not significant.

These results do suggest relatively modest levels of engagement with *News From Our Neighbourhood* in the Banyule community in 2024.

Receiving and reading the *News From Our Neighbourhood*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Read all of it in detail	66	13%	24%	8	12%
Read some of it in detail	61	12%	25%	14	21%
Skim read at least part of it	90	18%	33%	10	15%
Don't read it	66	13%	10%	5	8%
Don't receive it	117	23%	8%	18	27%
Don't know / can't say	103	20%	0%	11	17%
Total	**503**	**100%**	**226**	**66**	**100%**

There was some variation in the results for receiving and reading the *News From Our Neighbourhood* observed across the municipality, as follows:

- ***South*** and ***West*** – respondents were somewhat more likely than average to report that they didn't receive the publication.
- ***Mid*** – respondents were somewhat more likely than average to report that they skim read at least part of it.
- ***East*** – respondents were somewhat more likely than average to report that they read all of it in detail, and that they didn't receive it.
- ***Northeast*** – respondents were somewhat more likely than average to report that they read all of it in detail.

Receiving and reading the *News From Our Neighbourhood* by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Read all of it in detail	9%	6%	10%	29%
Read some of it in detail	7%	16%	9%	19%
Skim read at least part of it	22%	4%	38%	9%
Don't read it	17%	13%	16%	7%
Don't receive it	33%	38%	18%	32%
Don't know / can't say	13%	23%	9%	4%
Total	**83**	**58**	**86**	**55**

Response	*North*	*North West*	*North East*	*City of Banyule*
Read all of it in detail	11%	8%	23%	13%
Read some of it in detail	13%	11%	13%	12%
Skim read at least part of it	17%	19%	8%	18%
Don't read it	17%	12%	9%	13%
Don't receive it	2%	16%	27%	23%
Don't know / can't say	40%	34%	21%	20%
Total	**61**	**82**	**78**	**503**

There was substantial variation in receiving and reading the *News From Our Neighbourhood* observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were somewhat more likely than average to report that they didn't read the publication or to not know.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to report that they didn't read the publication.
- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were somewhat more likely than average to read all of it in detail, with senior citizens also more likely to read some of it in detail.
- ***Gender*** – male respondents were somewhat more likely than female respondents to report that they didn't read the publication.
- ***Language spoken at home*** – respondents from English speaking households were more likely than those from multilingual households to report that they read of all the publication in detail, whilst respondents from multilingual households were more likely to report that they don't know.

Receiving and reading the *News From Our Neighbourhood* by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Read all of it in detail	7%	12%	11%	21%	22%
Read some of it in detail	6%	14%	14%	12%	19%
Skim read at least part of it	12%	19%	20%	22%	15%
Don't read it	18%	14%	10%	11%	12%
Don't receive it	30%	19%	30%	15%	17%
Don't know / can't say	27%	22%	15%	20%	16%
Total	**130**	**92**	**122**	**101**	**55**

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Read all of it in detail	12%	14%	15%	5%	13%
Read some of it in detail	13%	11%	12%	14%	12%
Skim read at least part of it	18%	18%	18%	18%	18%
Don't read it	16%	11%	13%	14%	13%
Don't receive it	24%	23%	25%	17%	23%
Don't know / can't say	17%	23%	18%	32%	20%
Total	**238**	**258**	**406**	**90**	**503**

The following table provides a comparison of these results across the nine wards comprising the City of Banyule. Readers are advised to exercise some caution in the interpretation of these results given the very small sample size at the ward level. With that in mind, the following variations were noted:

- ***Chelsworth Ward*** – respondents were somewhat more likely than average to report that they didn't receive the publication.
- ***Griffin Ward*** – respondents were somewhat more likely than average to report that they skim read at least part of the publication.
- ***Hawdon Ward*** – respondents were somewhat more likely than average to report that they read all of the publication in detail.
- ***Ibbott Ward*** – respondents were somewhat more likely than average to report that they skim read at least part of the publication.
- ***Olympia Ward*** – respondents were somewhat more likely than average to report that they didn't receive the publication.
- ***Sherbourne Ward*** - respondents were somewhat more likely than average to report that they read all of the publication in detail.

Receiving and reading the *News From Our Neighbourhood* by ward
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Bakewell*	*Beale*	*Chelsworth*	*Griffin*	*Grimshaw*
Read all of it in detail	10%	18%	4%	15%	8%
Read some of it in detail	12%	20%	10%	5%	12%
Skim read at least part of it	18%	6%	21%	30%	19%
Don't read it	15%	11%	17%	15%	14%
Don't receive it	2%	21%	39%	16%	19%
Don't know / can't say	44%	24%	10%	18%	29%
Total	**72**	**39**	**53**	**61**	**71**

Response	*Hawdon*	*Ibbott*	*Olympia*	*Sherbourne*	*City of Banyule*
Read all of it in detail	27%	8%	6%	30%	13%
Read some of it in detail	20%	10%	16%	10%	12%
Skim read at least part of it	8%	38%	4%	11%	18%
Don't read it	8%	18%	13%	6%	13%
Don't receive it	32%	21%	38%	32%	23%
Don't know / can't say	5%	5%	23%	13%	20%
Total	**42**	**55**	**58**	**53**	**503**

Satisfaction with selected aspects of the News From Your Neighbourhood

Respondents who were aware of the *News From Our Neighbourhood* were asked:

"On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the News From Our Neighbourhood?"

The 217 respondents who reported that they at a minimum skim read at least part of the *News From Our Neighbourhood* were asked to rate their satisfaction with five aspects of the publication, including overall satisfaction.

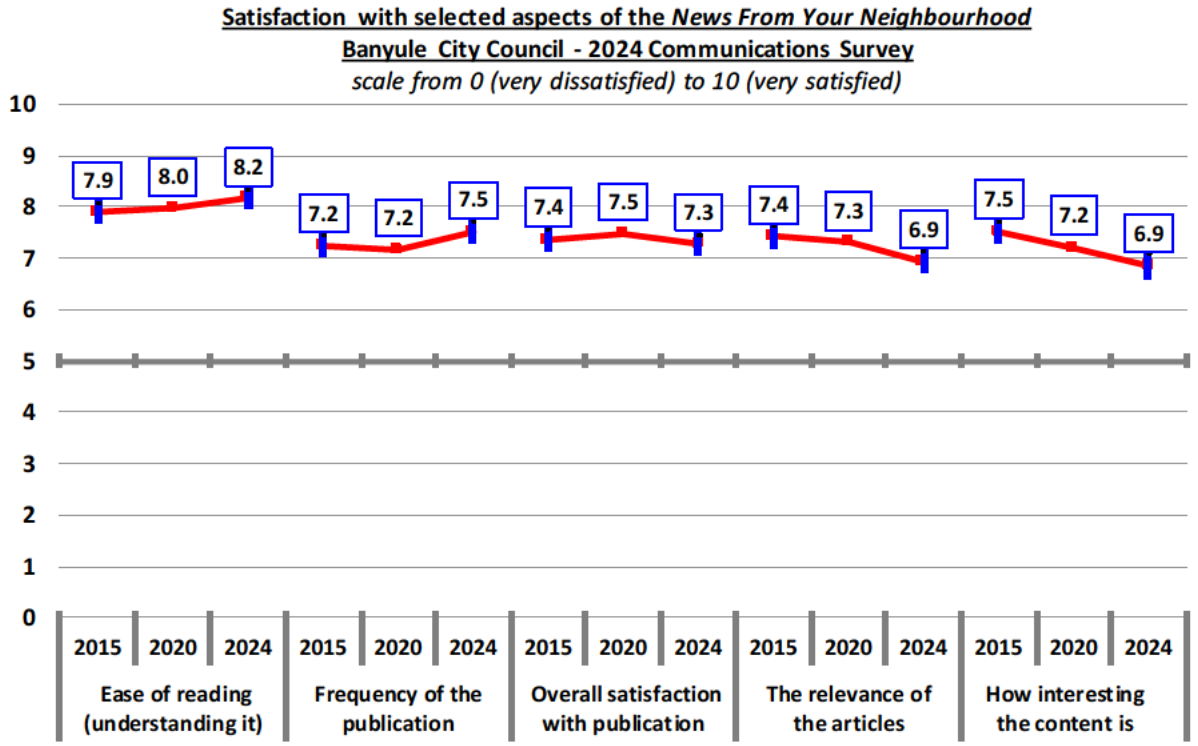
Satisfaction with two aspects (ease of reading and frequency of publication) increased somewhat this year, whilst overall satisfaction (down 2%), the relevance of articles (down 4%), and how interesting the content was (down 3%) all declined somewhat.

None of these variations were statistically significant.

It is also important to bear in mind that the 2020 results were conducted by a different survey provider, using a different methodology, and combining the results from random sample and self-selected respondents. These variations may well have an impact on the comparability of the results over time.

Satisfaction with these five aspects of the publication can best be summarised as follows:

- ***Excellent*** – for ease of reading / understanding.
- ***Very Good*** – for the frequency of and overall satisfaction with the publication.
- ***Good*** – for the relevance of articles and how interesting the content was.

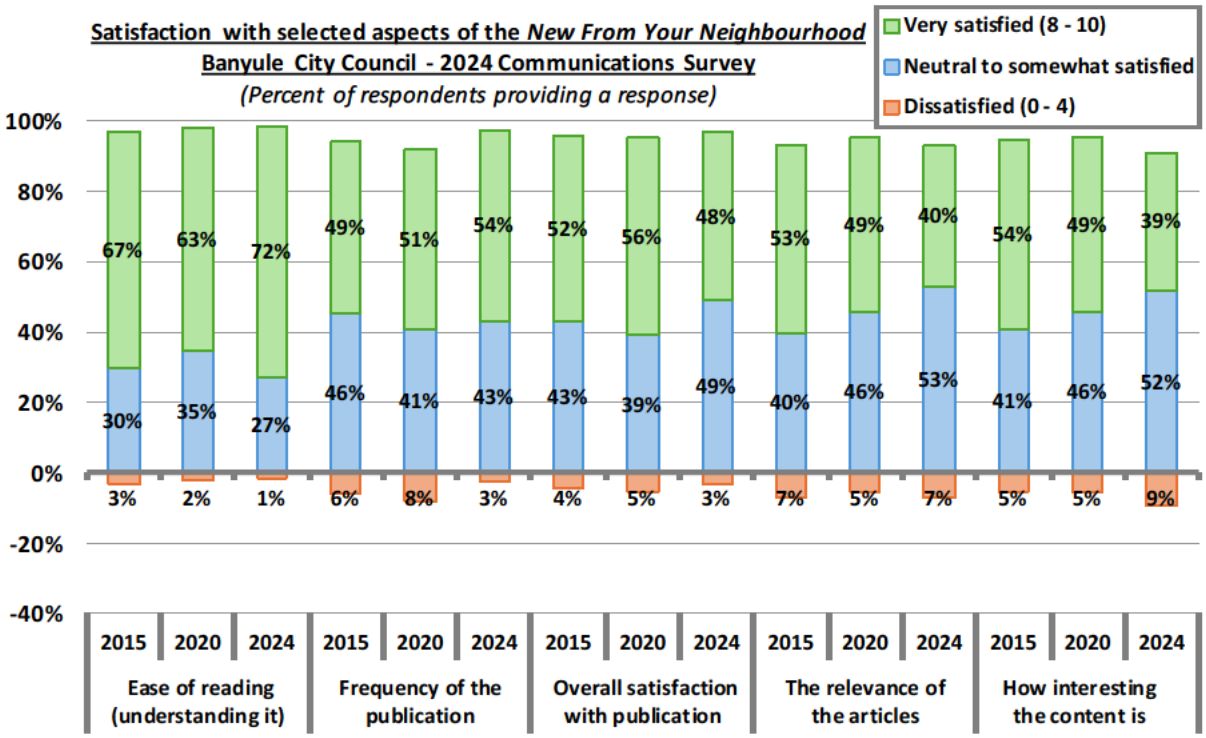


The following graph provides a breakdown of satisfaction into the proportion of respondents (providing a score) who were "very satisfied" (i.e., rated satisfaction at eight or more), those who were "neutral to somewhat satisfied" (i.e., rated satisfaction at five to seven), and those who were "dissatisfied" (i.e., rated satisfaction at less than five).

There was a notable increase in 2024 in the proportion of respondents who were "very satisfied" with the ease of reading the publication, whilst there was a decline in the proportion who were "very satisfied" with the relevance of articles, how interesting the content was, and overall satisfaction.

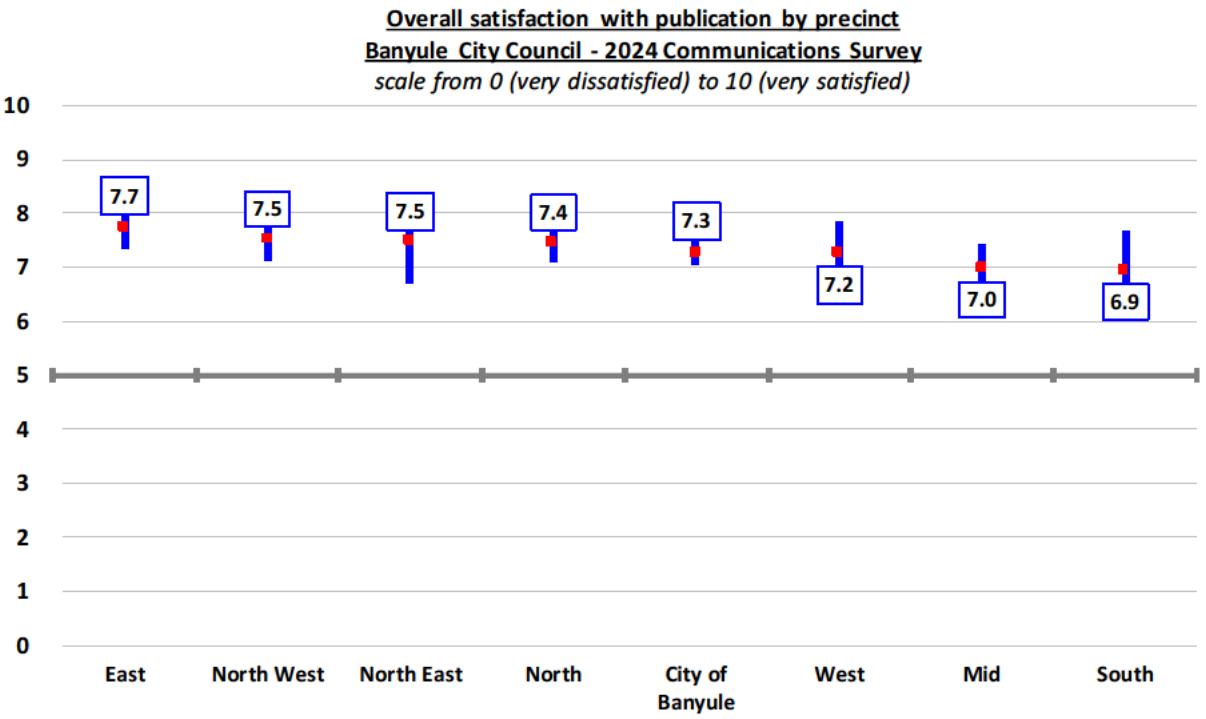
It is noted, however, that relatively few respondents were "dissatisfied" with any of the five aspects, with nine percent "dissatisfied" with how interesting the articles were, and seven percent "dissatisfied" with the relevance of the articles.

These results reflect a "very good" level of satisfaction with this publication, at or around the average satisfaction with "Council's regular printed newsletter" of 7.5 out of 10, as recorded in the 2024 *Governing Melbourne* research.

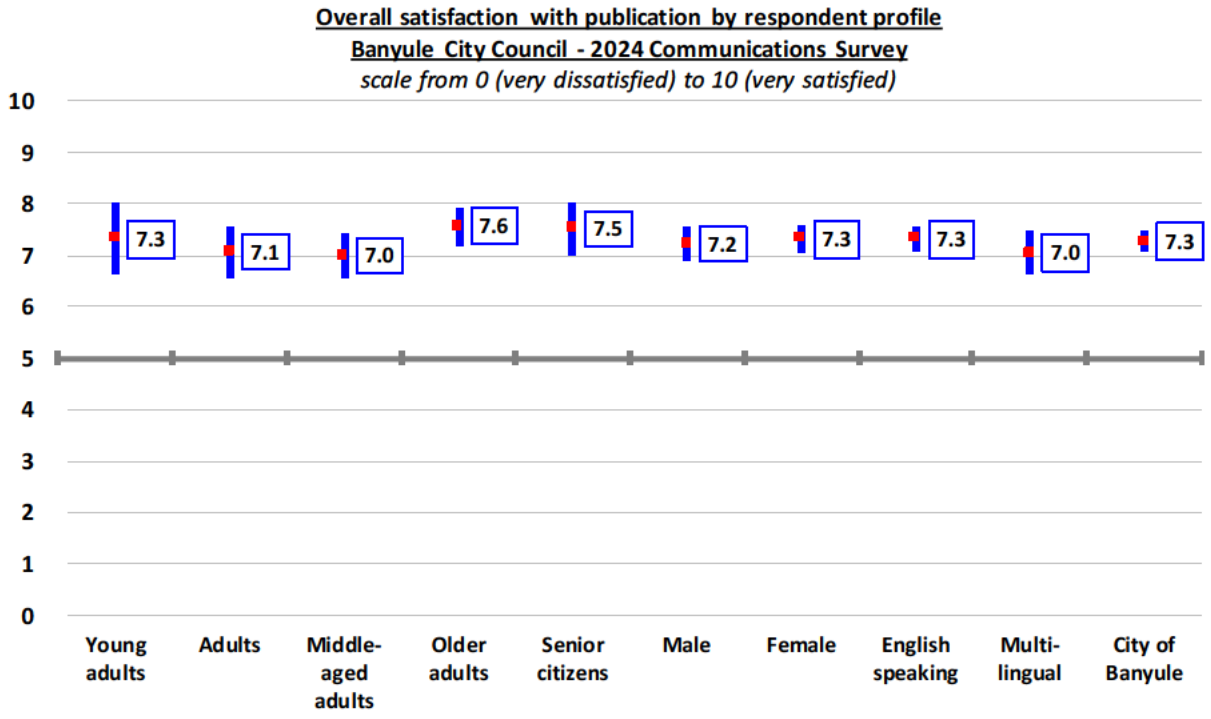


Overall satisfaction with publication

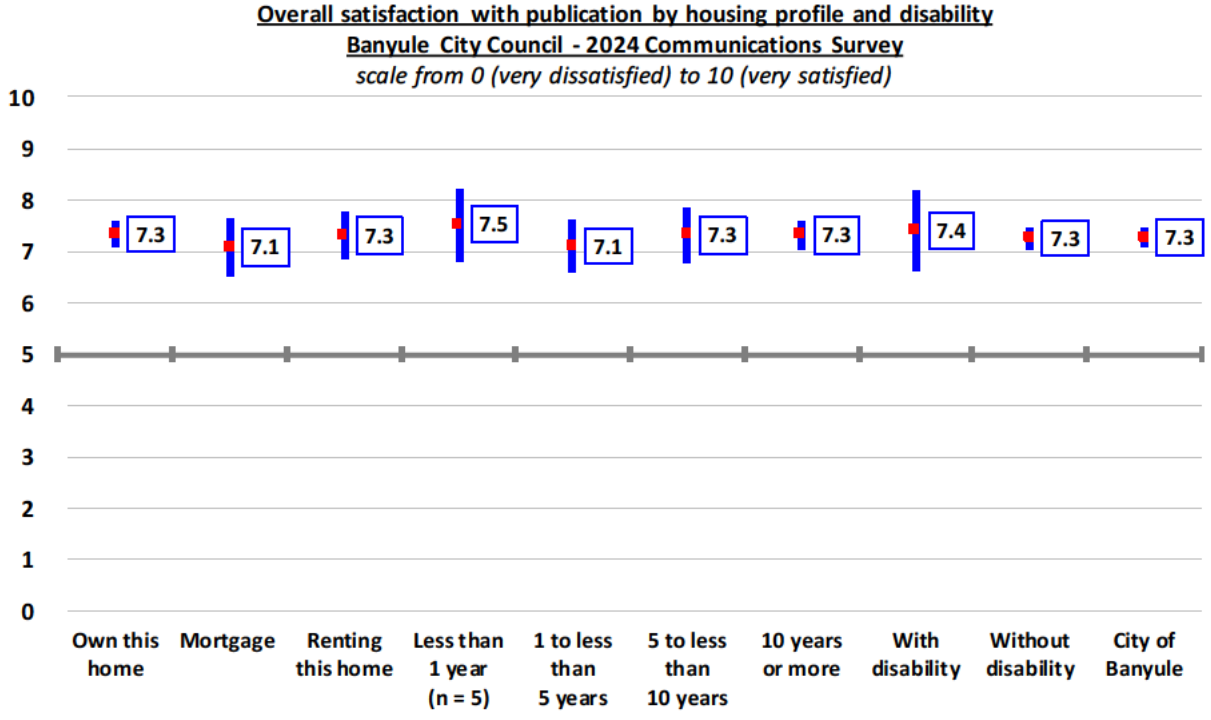
There was no significant variation in overall satisfaction with *News From Our Neighbourhood* observed across the municipality, although it is noted that respondents from West, Mid, and South precincts rated satisfaction at "good" rather than "very good" levels, although only marginally lower.



There was no significant variation in satisfaction with the publication observed by respondent profile, although it is noted that older adults and senior citizens (aged 60 years and over) were somewhat more satisfied than average, although still at "very good" levels.



There was no meaningful variation in satisfaction with the publication observed by housing situation, period of residence in the City of Banyule, or household disability status.

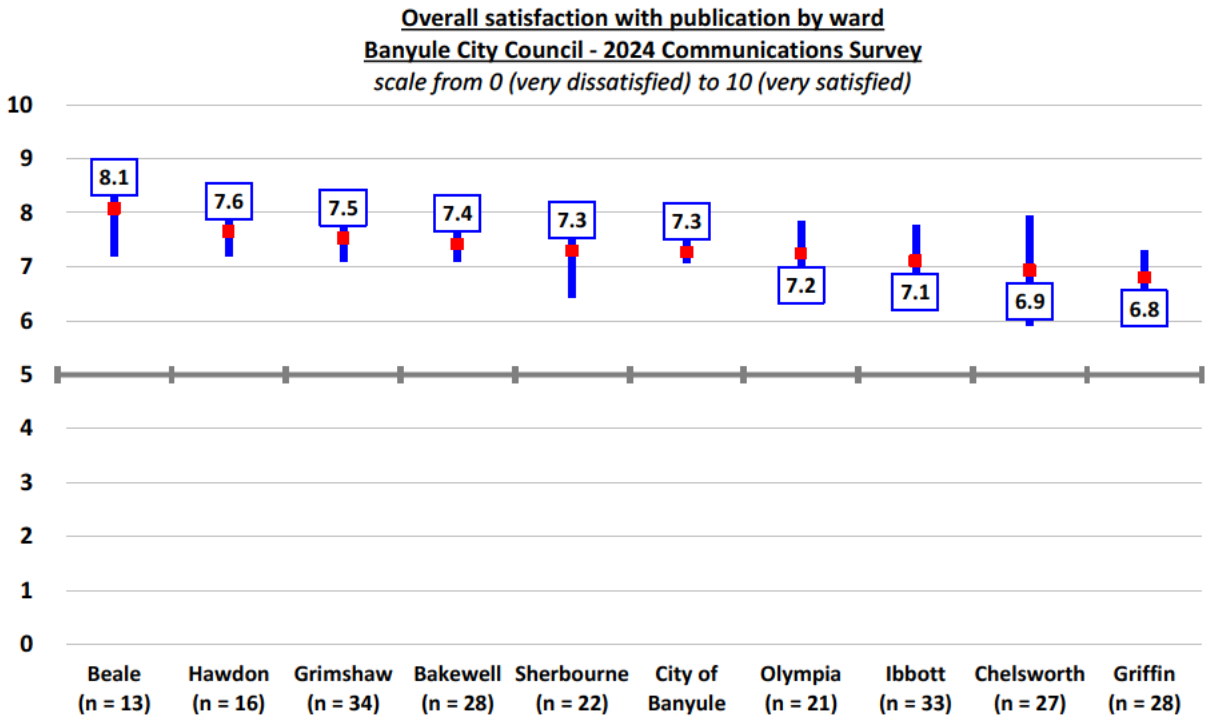


The following graph provides a comparison of overall satisfaction with *News From Our Neighborhood* across the nine precincts comprising the City of Banyule.

Readers are advised to exercise some caution in the interpretation of these results given the very small sample size at the ward level.

It is noted, however, that 13 respondents from Beale ward were somewhat more satisfied than average, and at an "excellent" level.

By contrast, 28 respondents from Griffin ward were somewhat less satisfied than average, although still at a "good" level of satisfaction.



Reasons for dissatisfaction with the publication

Respondents dissatisfied with the publication were asked:

"If satisfaction with the overall satisfaction rated less than 6, why do you say that?"

The following table outlines the reasons for dissatisfaction with the *News From Our Neighbourhood* provided by the six respondents dissatisfied overall with the publication.

Reasons for dissatisfaction with the publication of the *News From Our Neighbourhood*
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
Don't understand the purpose between the Banner and this	1
I am not so interested in it	1
I don't think the information on it is interesting or important	1
It is boring	1
It should be part of Banyule Banner	1
Useless	1
Total	**6**

Frequency of the publication that should be published

Respondents dissatisfied with the frequency of the publication were asked:

"If satisfaction with the frequency rated less than 6, how often should it be published?"

The following table outlines the responses from respondents dissatisfied with the frequency of the publication.

Frequency of the publication of the *News From Our Neighbourhood*
Banyule City Council - 2024 Communications Survey
(Number of responses)

Response	*Number*
Every 2 months / six issues per year	2
Monthly	2
Quarterly	1
Frequncy is less	1
More of it	1
The more communications the better	1
The newsletter should be published more than 4 times in a year	1
Twice as often as it is right now	1
Total	**10**

Council e-newsletters

Awareness of Council's e-newsletters

Respondents were asked:

> *"Council regularly publishes e-newsletters on a range of topics. Before today, were you aware that Council publishes any e-newsletters?"*

In 2024, 17% of the random sample respondents reported that they were aware of Council's e-newsletters, whilst 58% of the self-selected online survey respondents were aware of the publication.

Metropolis Research notes the high proportion of self-selected online survey respondents who were aware of the e-newsletters reflects the nature of these self-selected respondents.

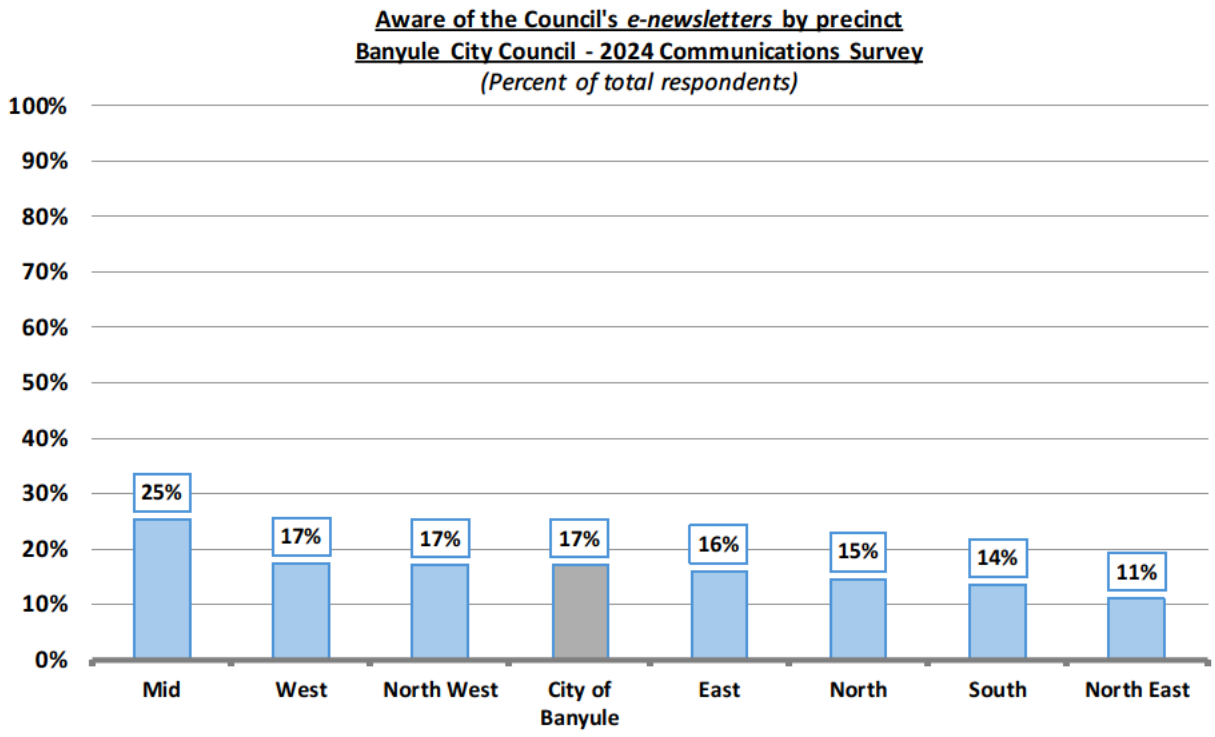
Given that these respondents were already sufficiently engaged with Council to be online on the website, and to be sufficiently motivated to participate in the survey, results in a skew towards those more engaged with electronic rather than printed communication methods.

Aware of the Council's *e-newsletters*
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Yes	83	17%	38	58%
No	365	73%	17	26%
Can't say	55	11%	11	17%
Total	**503**	**100%**	**66**	**100%**

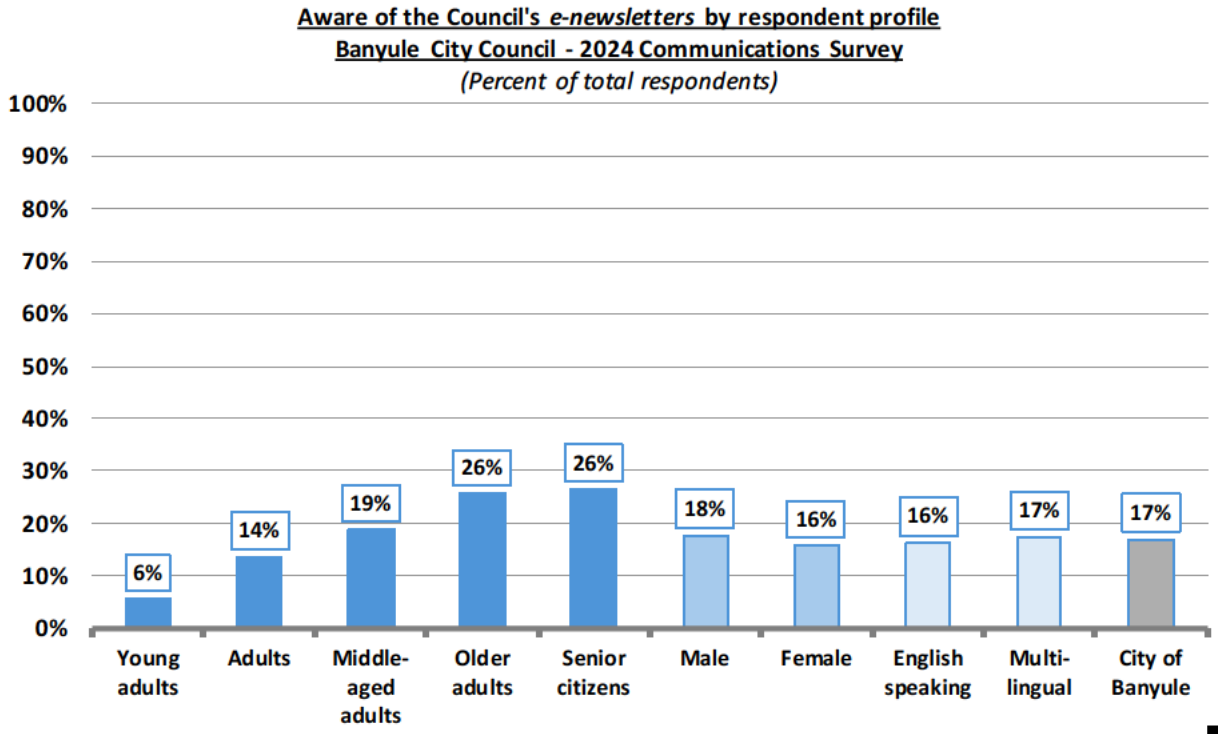
There was some variation in awareness of Council's e-newsletters observed across the municipality.

Respondents from the Mid precinct were notably more likely than average to be aware of the e-newsletters, whilst respondents from Northeast precinct were somewhat less likely to be aware of the publication.



There was significant variation in awareness of Council's e-newsletters observed by respondent profile, with awareness of the e-newsletters increasing notably with the respondents' age. Young adults (aged 18 to 34 years) were largely unaware of the publication, and older adults and senior citizens (aged 60 years and over) notably more likely to be aware.

These results clearly reflect older respondents' greater engagement with Council rather than a preference for electronic communication methods.



Interested in receiving e-newsletters

Respondents were asked:

"Would you be interested in receiving a general interest e-newsletter?"

In 2024, a little less than half (46%) of respondents reported that they were interested in receiving a general interest e-newsletter at least once or twice a year, with 23% interested in receiving a monthly e-newsletter.

These results were consistent with the results recorded in 2020, using a different survey provider, a different methodology, and a different question format.

In 2020, the question asked if respondents if they would you be interested in receiving a general e-newsletter that covers all of the information available in individual e-newsletters, and if, how often would they like to receive it.

The 66 self-selected online survey respondents were significantly more likely to be interested in a general interest e-newsletter, with 77% interested in receiving at least one or two issues per year, with 39% preferring a monthly general interest e-newsletter.

It is important to bear in mind that the self-selected online survey respondents will be more likely to prefer electronic communication methods, given that they were already engaging with Council via the website.

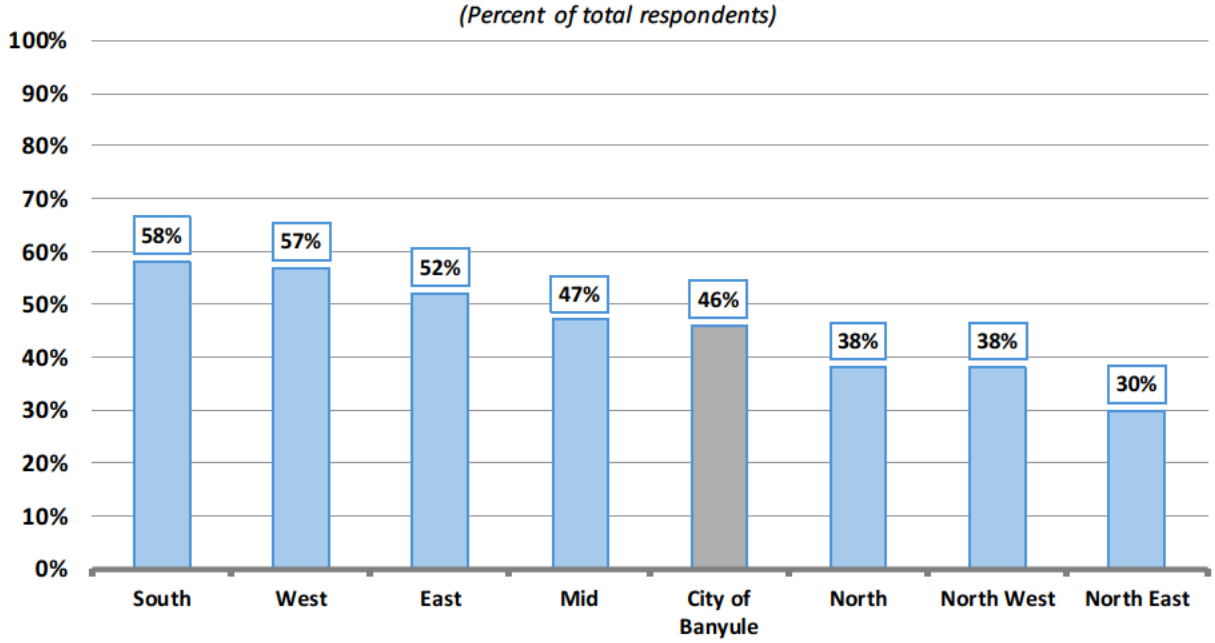
Interested in receiving a general interest e-newsletter
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020**	*Online*	
	Number	*Percent*		*Number*	*Percent*
Yes - Weekly	13	3%	2%	5	8%
Yes - Fortnightly	36	7%	5%	9	14%
Yes - Monthly	118	23%	33%	26	39%
Yes - Quarterly	33	7%	12%	7	11%
Yes - One or two issues per year	29	6%	1%	3	5%
No - not interested in receiving	218	43%	46%	7	11%
Don't know / can't say	56	11%	0%	9	14%
Total	**503**	**100%**	**602**	**66**	**100%**

(*) 2020 asked in different format

There was notable variation in interest in receiving a general interest e-newsletter observed across the municipality. Respondents from South and West precincts were notably more likely than average to be interested in receiving the publication, whilst respondents from Northeast precinct were notably less likely.

Interested in receiving a general interest *e-newsletters* by precinct
Banyule City Council - 2024 Communications Survey
(Percent of total respondents)



Interested in receiving a general interest e-newsletter by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Yes - Weekly	4%	2%	2%	8%
Yes - Fortnightly	8%	0%	3%	25%
Yes - Monthly	36%	32%	19%	16%
Yes - Quarterly	6%	11%	16%	2%
Yes - One or two issues per year	4%	12%	7%	2%
No - not interested in receiving	41%	32%	43%	43%
Don't know / can't say	1%	11%	10%	5%
Total	**83**	**58**	**86**	**55**

Response	*North*	*North West*	*North East*	*City of Banyule*
Yes - Weekly	1%	1%	3%	3%
Yes - Fortnightly	6%	2%	9%	7%
Yes - Monthly	18%	26%	16%	23%
Yes - Quarterly	5%	4%	1%	7%
Yes - One or two issues per year	9%	5%	2%	6%
No - not interested in receiving	49%	31%	64%	43%
Don't know / can't say	13%	31%	6%	11%
Total	**61**	**82**	**78**	**503**

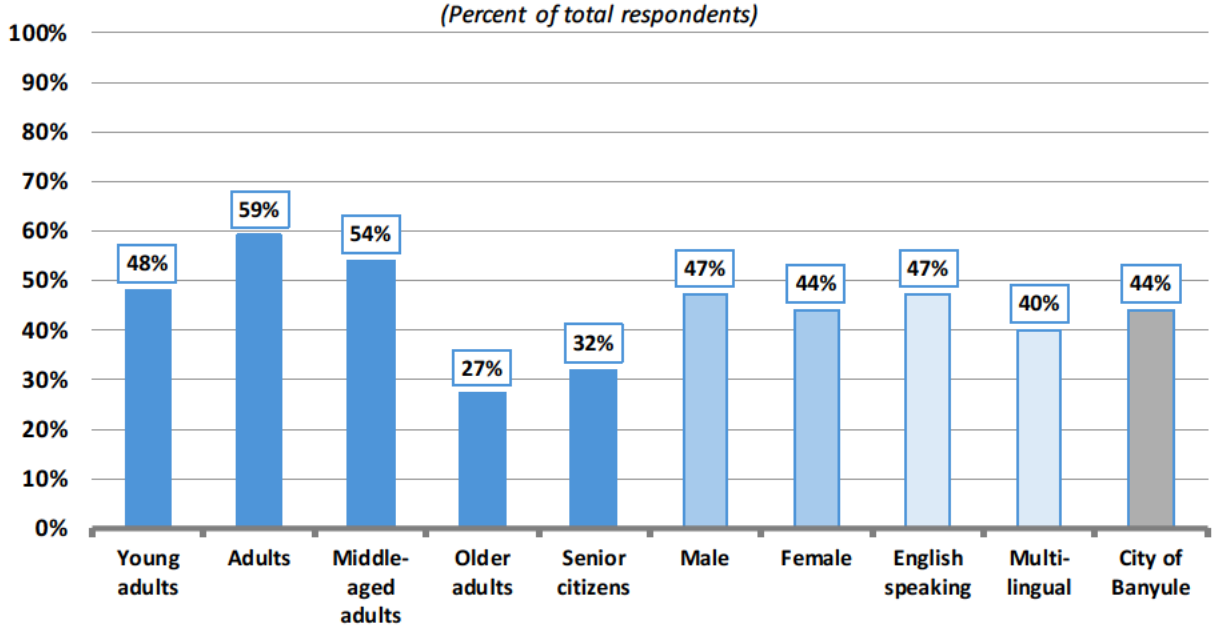
There was substantial variation in interest in receiving a general interest e-newsletter observed by respondent profile, as follows:

- ***Adults and middle-aged adults (aged 35 to 59 years)*** – respondents were notably more likely than average to be interested in receiving a general interest e-newsletter.

- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were notably less likely than average to be interested in receiving a general interest e-newsletter.

- ***Language spoken at home*** – respondents from English speaking households were somewhat more likely than respondents from multilingual households to be interested in a general interest e-newsletter.

Interested in receiving a genearl interest *e-newsletters* by respondent profile
Banyule City Council - 2024 Communications Survey
(Percent of total respondents)



Interested in receiving a general interest e-newsletter by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Yes - Weekly	2%	8%	1%	1%	2%
Yes - Fortnightly	12%	11%	2%	4%	8%
Yes - Monthly	23%	30%	32%	12%	15%
Yes - Quarterly	6%	8%	7%	6%	5%
Yes - One or two issues per year	6%	2%	11%	4%	3%
No - not interested in receiving	38%	28%	38%	66%	53%
Don't know / can't say	14%	13%	8%	7%	15%
Total	**130**	**92**	**122**	**101**	**55**

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Yes - Weekly	3%	2%	3%	0%	3%
Yes - Fortnightly	9%	6%	8%	1%	7%
Yes - Monthly	24%	23%	24%	22%	23%
Yes - Quarterly	6%	7%	6%	10%	7%
Yes - One or two issues per year	5%	7%	6%	7%	6%
No - not interested in receiving	45%	43%	45%	36%	43%
Don't know / can't say	8%	13%	8%	24%	11%
Total	**238**	**258**	**406**	**90**	**503**

Council website

Visited Council website in the last 12 months

Respondents were asked:

"Have you visited the Council website in the last 12 months?"

Respondents were again in 2024, asked if they had visited the Council website in the last year.

In 2024, 46% of respondents reported that they had visited the website, down significantly on the 64% recorded in 2020, and down notably on the 58% recorded back in 2015.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider, using a different methodology, and combining results from both the random sample and the self-selected samples. This hybrid method will have resulted in a higher result for respondents who had visited the Council website, as completion of the online survey required respondents to be more comfortable with visiting the website.

This is reinforced by the fact that the 83% of the 66 self-selected online survey respondents had visited the Council website in the last 12 months.

By way of comparison, the metropolitan Melbourne average for use of the local council website in the last 12 months was 50%, as recorded in the 2024 *Governing Melbourne* research conducted independently by Metropolis Research in January 2024, using the same door-to-door, in-person methodology.

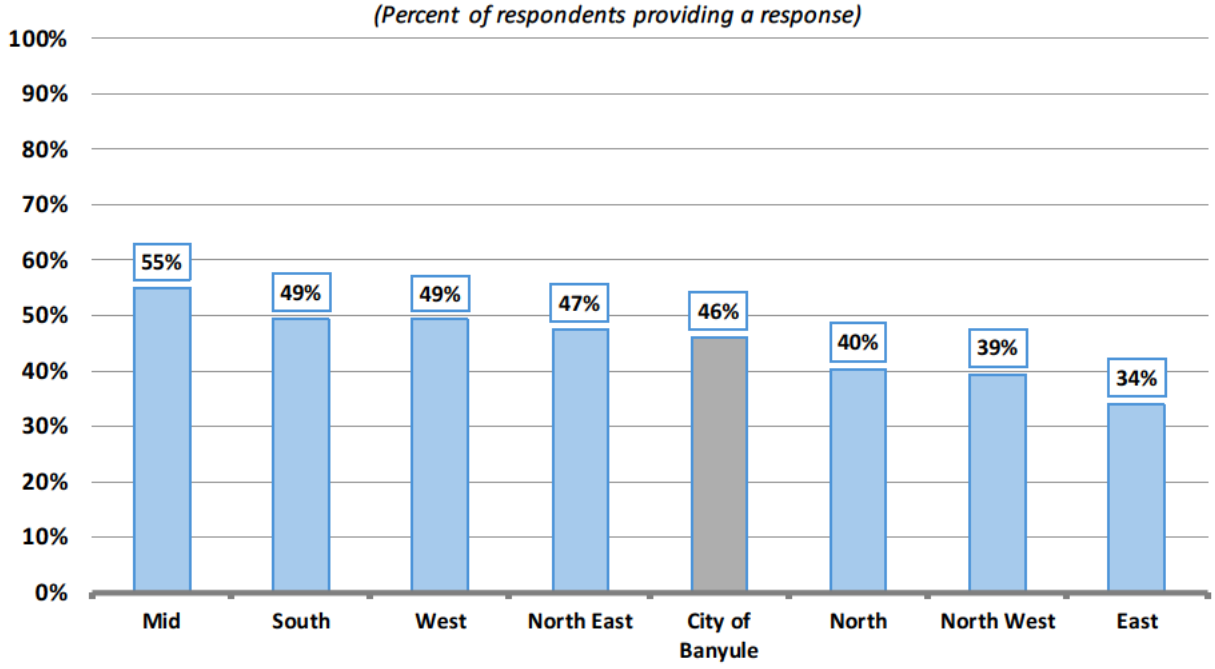
Visited the Council website in the last 12 months
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Response	*Random*		*2020*	*2015**	*Online*	
	Number	*Percent*			*Number*	*Percent*
Yes	229	46%	64%	58%	48	83%
No	271	54%	36%	42%	10	17%
Not stated	3		n.a.	15	8	
Total	**503**	**100%**	**602**	**701**	**66**	**100%**

There was notable variation in the proportion of respondents visiting the Council website in the last 12 months observed across the municipality.

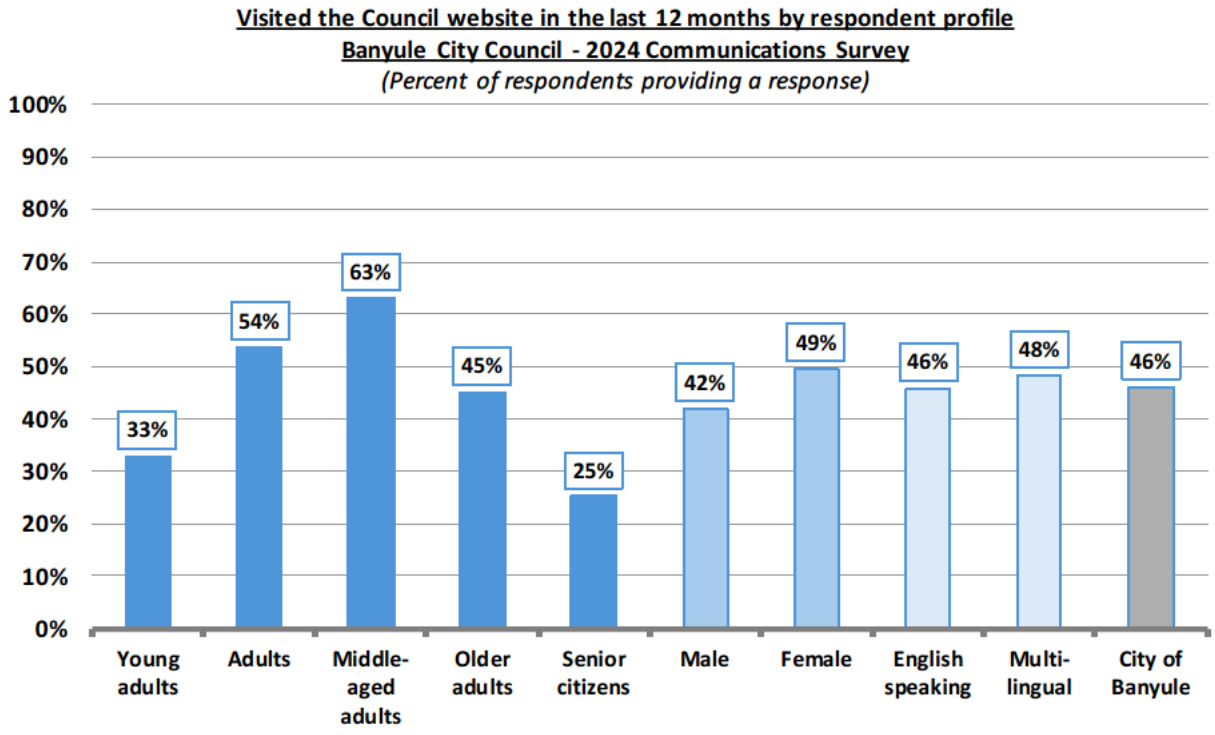
Respondents from the Mid precinct were notably more likely than average to have visited the website, whilst respondents from East precinct were notably less likely.

Visited the Council website in the last 12 months by precinct
Banyule City Council - 2024 Communications Survey
(Percent of respondents providing a response)



There was significant variation in this result observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** and ***senior citizens (aged 75 years and over)*** – respondents were significantly less likely than average to have visited the Council website in the last 12 months.
- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to have visited the website in the last 12 months.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were significantly more likely than average to have visited the website in the last 12 months.
- ***Gender*** – female respondents were notably more likely to have visited the website in the last 12 months than male respondents.



Finding required information when visiting the Council website

Respondents who visited Council website were asked:

"Did you find everything you needed from the website, or did you need to contact Council for more information?"

Respondents who had visited the Council website in the last 12 months were asked if they found everything they needed from the website, or did they need to contact Council for more information.

The overwhelming majority of the 229 random sample respondents who had visited the website in the last 12 months reported that they found everything they needed from the website.

By contrast, the 48 self-selected online survey respondents were significantly less likely to report that they had found everything they required on the website, with 38% reporting that they had to contact Council to find out more.

Found everything needed from the website
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents who visited Council website)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Found everything I needed / wanted	187	82%	27	56%
Had to contact Council to find more	33	14%	18	38%
Don't know / can't say	9	4%	3	6%
Total	**229**	**100%**	**48**	**100%**

Given the small sample size, there was no significant variation in this result observed across the municipality.

Found everything needed from the website by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents who visited Council website)

Response	*South*	*West*	*Mid*	*East*
Found everything I needed / wanted	83%	88%	74%	100%
Had to contact Council to find more	13%	12%	20%	0%
Don't know / can't say	5%	0%	6%	0%
Total	**41**	**28**	**47**	**19**

Response	*North*	*North West*	*North East*	*City of Banyule*
Found everything I needed / wanted	85%	87%	71%	82%
Had to contact Council to find more	12%	14%	20%	14%
Don't know / can't say	3%	0%	9%	4%
Total	**25**	**32**	**37**	**229**

Additional information required after visiting website

Respondents who visited Council website were asked:

"What topics did you need further information about?"

All respondents who had visited the Council website were asked to identify the topics about which they needed further information.

This question was asked of all respondents who had visited the website, rather than just the small sample of 33 random sample and 18 self-selected online survey respondents who reported that they did not find all the information they required when last visiting the website.

The following table provides both sets of results, which showed similar results, reflecting those outlined in relation to the *Banyule Banner*, with a significant number of random sample respondents who visited the Council website seeking information on a wide range of topics.

Additional information required
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents who visited Council website)

Response	*Random*				*Online*	
	Visited website		*Add. Info**	*2020*		
	Number	*Percent*			*Number*	*Percent*
Local events and activities (What's On)	101	44%	36%	7%	11	23%
Roadworks information / disruptions	89	39%	42%	n.a.	10	21%
Buildings and works projects	87	38%	42%	4%	8	17%
Local laws, regulations, and rules	83	36%	42%	37%	14	29%
Council services	82	36%	45%	49%	22	46%
Council infrastructure projects	81	35%	42%	17%	8	17%
Council spending decisions and priorities	68	30%	33%	10%	6	13%
Community consultations	60	26%	27%	5%	13	27%
Other	6	3%	9%	12%	4	8%
Total responses	**657**			**543**	**96**	
Respondents identifying at least one response	*187 (82%)*			*132 (35%)*	*41 (85%)*	

Given the small sample size for this set of results, no precinct or respondent profile breakdowns were published. Results are available on request.

Satisfaction with selected aspects of Council website

Respondents who visited Council website were asked:

"On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the Council website?"

Respondents who had visited the Council website were asked to rate their satisfaction with three aspects of the website (including overall satisfaction).

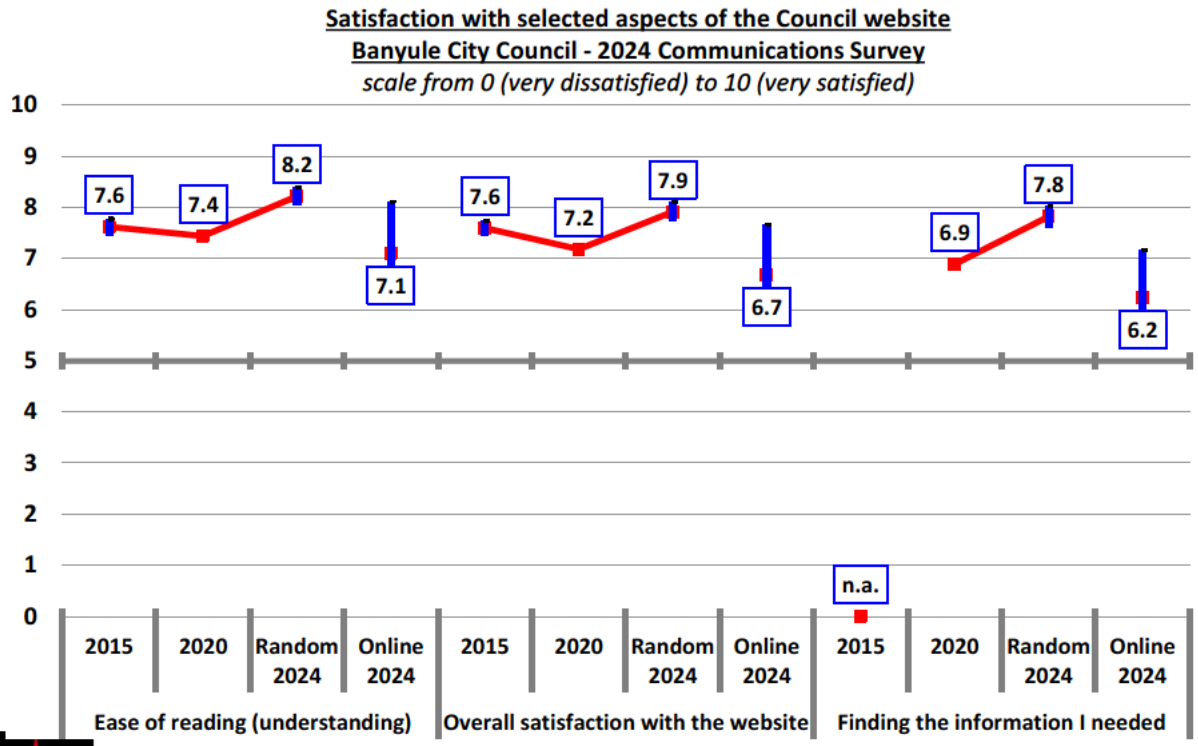
Satisfaction with finding required information (up 9%), the ease of reading (up 8%), and overall satisfaction (up 7%) were all up strongly over the 2020 results.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider, using a different methodology, and which combined the results from the random sample and the self-selected online sample into a single set of results. This will likely have the effect of lowering the satisfaction scores recorded in 2020, as respondents who self-select themselves to participate tend to score lower than randomly selected respondents.

This is further borne out by the significantly lower satisfaction scores recorded by the small sample of self-selected online survey respondents, who reported "solid" to "good" satisfaction scores measurably lower than the random sample survey respondents' results.

Satisfaction with the ease of finding information, overall satisfaction with the website, and finding the required information were all rated at "excellent" levels.

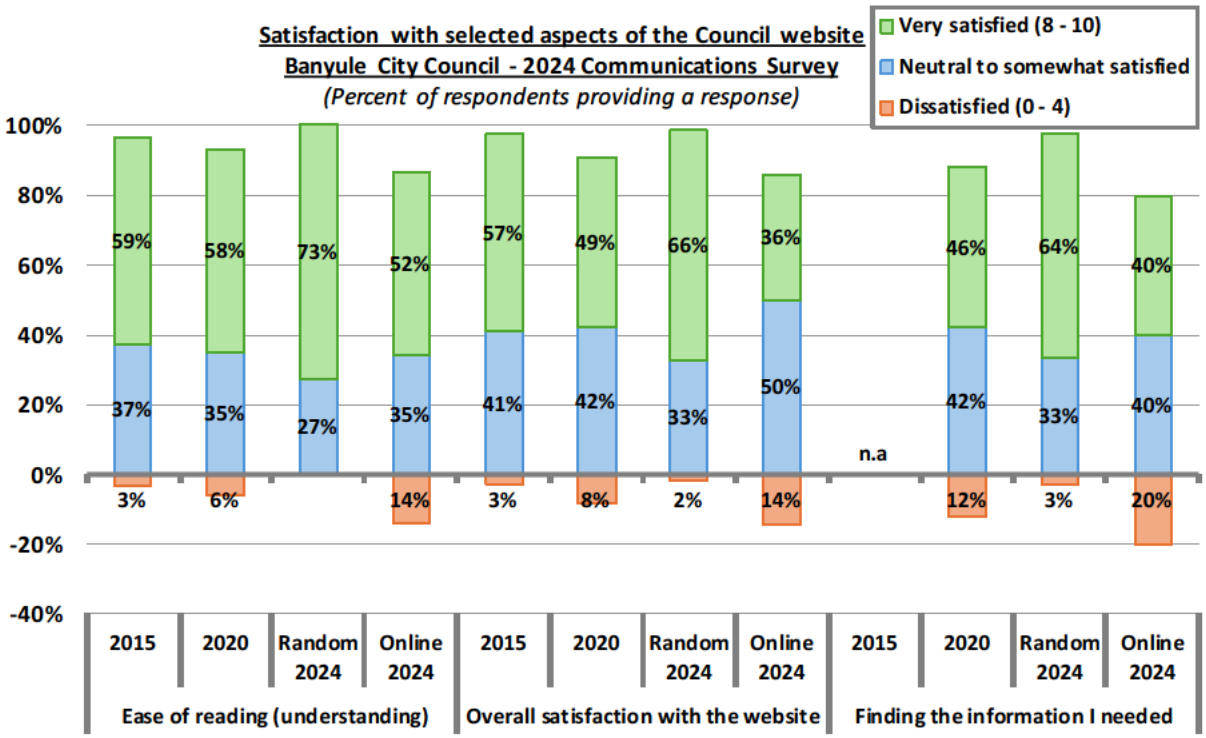
By way of comparison, this overall satisfaction with the Banyule Council website of 7.9 was marginally higher than the metropolitan Melbourne average of 7.8 out of 10, as recorded in the 2024 *Governing Melbourne* survey conducted independently by Metropolis Research in January 2024, using the same door-to-door, in-person methodology.



The following graph provides a breakdown of satisfaction into the proportion of respondents (providing a score) who were "very satisfied" (i.e., rated satisfaction at eight or more), those who were "neutral to somewhat satisfied" (i.e., rated satisfaction at five to seven), and those who were "dissatisfied" (i.e., rated satisfaction at less than five).

It is noted that more than two-thirds of respondents who had visited the website and provided a satisfaction score were "very satisfied" with ease of the three aspects, whilst just two percent were "dissatisfied" overall with the website.

The small sample of self-selected online survey respondents were significantly less likely to be "very satisfied" with each of the three aspects of the website, with 20% "dissatisfied" with finding the information they required, and 14% "dissatisfied" overall with the website.

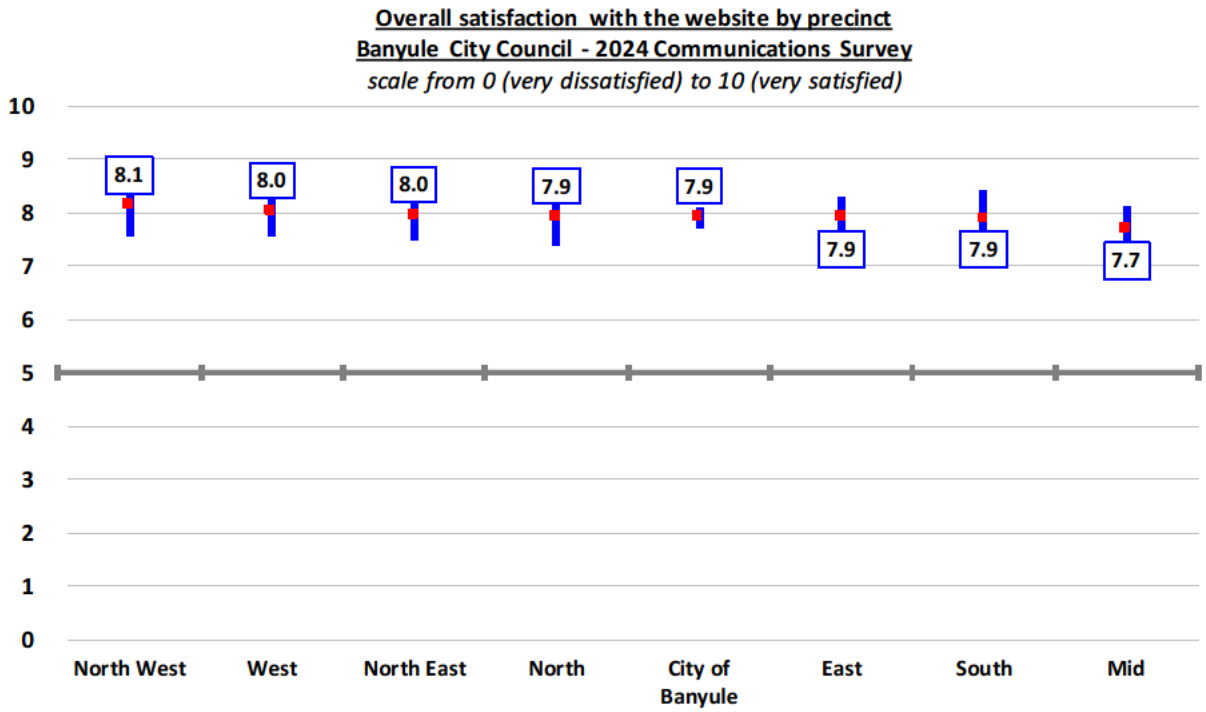


Overall satisfaction with the website

There was no measurable variation in overall satisfaction with the council website observed across the municipality, with respondents in six of the seven precincts rating overall satisfaction at "excellent" levels, and "very good" in Mid precinct.

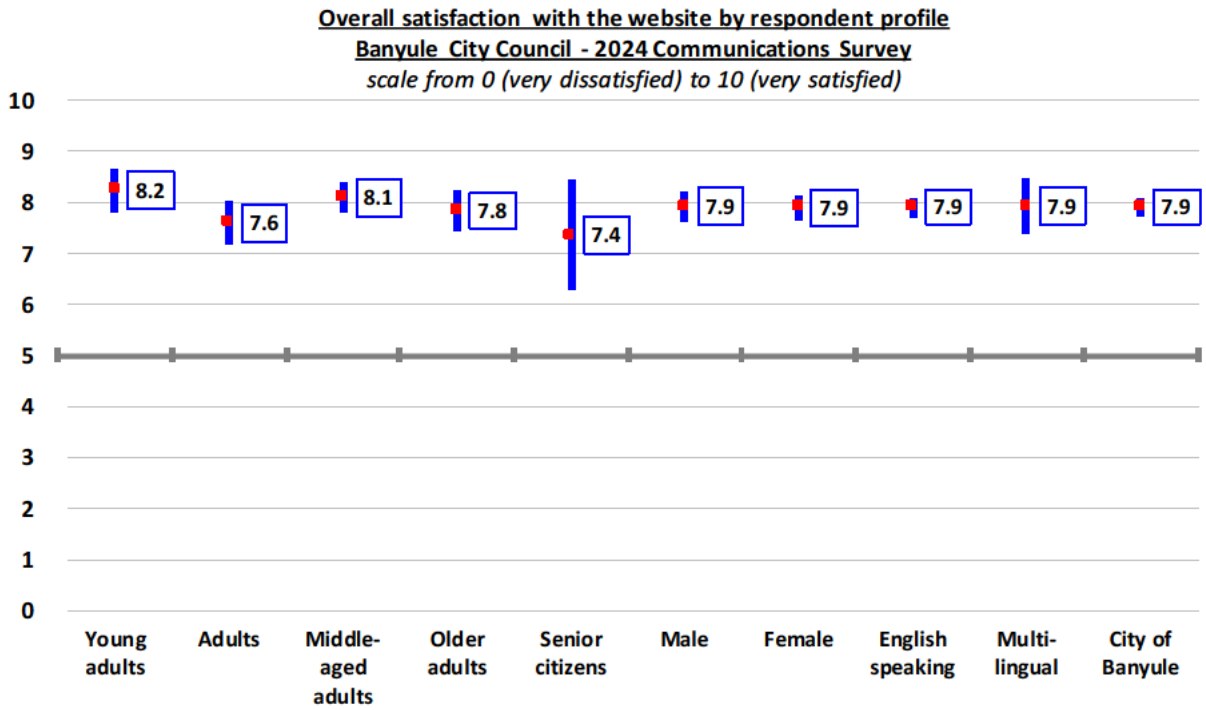
Metropolis Research notes that overall satisfaction with the council website was higher in six of the seven Banyule precincts than the metropolitan Melbourne average of 7.8 out of 10.

This result reflects well on the performance of the Banyule Council website.



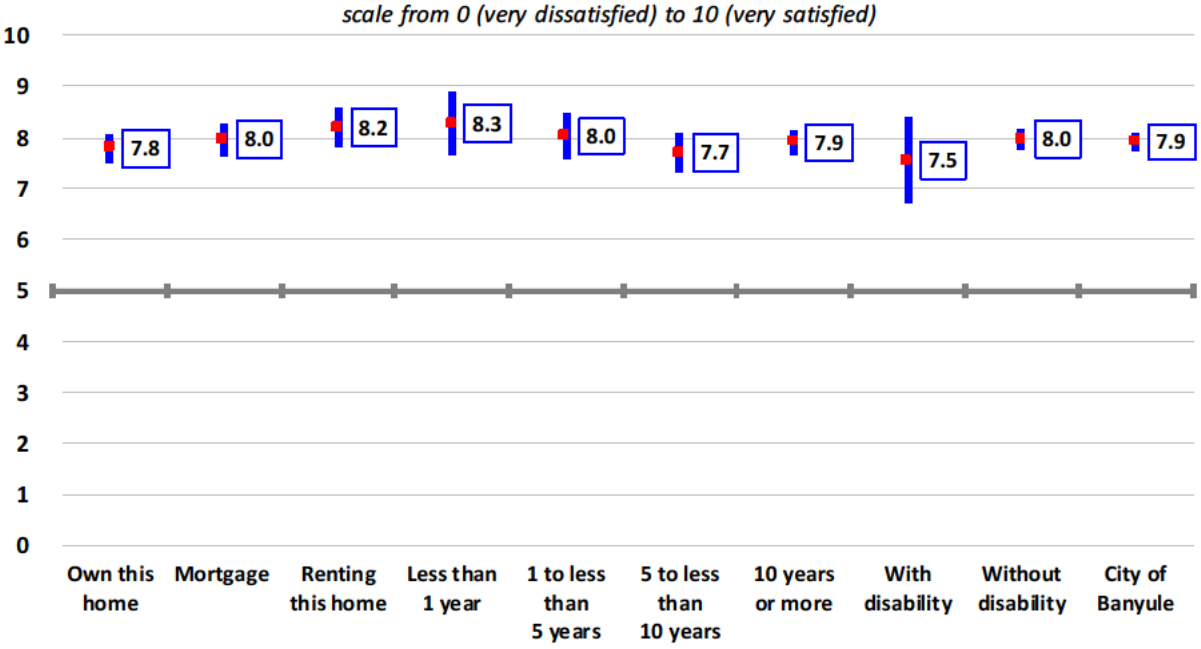
There was no significant variation in overall satisfaction with the website observed by respondent profile, although it is noted that adults (aged 35 to 44 years) and senior citizens (aged 75 years and over) rated satisfaction at "very good" rather than "excellent" levels.

There was no variation in overall satisfaction with the website observed by gender or by language spoken at home.



There was also no variation in overall satisfaction with the website observed by housing situation or period of residence in the City of Banyule. The small sample of 21 respondents with disability were somewhat less satisfied than other respondents, and at a "very good" rather than "excellent" level.

Overall satisfaction with the website by housing profile and disability
Banyule City Council - 2024 Communications Survey
scale from 0 (very dissatisfied) to 10 (very satisfied)



Reasons for dissatisfaction with Council website

Respondents dissatisfied with the website were asked:

"If satisfaction with the overall satisfaction rated less than 6, why do you say that?"

The following table outlines the reasons for dissatisfaction with the website from the eight random sample respondents who were not satisfied with the website.

Reasons for dissatisfaction with the Council website
Banyule City Council - 2024 Communications Survey
(Number of responses)

Reason	*Number*
Could not find the information I needed	2
It is hard to find relevant information on the website	2
Got kicked off on the site	1
It took time to find information about hard rubbish collection	1
Neutral opinion	1
The forms are incorrect and irrelevant, could be formatted better	1
Total	8

The following table outlines the reasons for dissatisfaction with the website from the seven self-selected online survey respondents who were not satisfied with the website.

Reasons for dissatisfaction with the Council website
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Reason	*Number*
Hard to find specific information about the Banyule waste recovery centre	1
Hard to find your way around it and get information required	1
Information on the website is wholly incomplete	1
Information seems buried somewhere in the website and is inaccessible	1
It's extremely difficult to find what you need quickly	1
Not easy to navigate	1
The search function on your website is worse than useless	1
Total	**7**

Social media

Use of social media platforms

Respondents were asked:

"Which of the following social media platforms do you use?"

Respondents were again in 2024, asked which social media platforms they use.

In 2024, 79% of respondents reported that they use at least one social media platform, a small increase on the 75% recorded in 2020.

Metropolis Research notes that the 2020 survey was conducted by a different survey provider, using a different methodology, and combining results from both random sample and self-selected online survey respondents.

This 2020 methodology was likely to skew the results in 2020 somewhat towards those comfortable with using the internet, as they were completing the survey online via the Council website. These respondents were clearly more likely to be engaged in social media.

Bearing in mind the methodology variation, it is noted that use of social media platforms appears to have increased since 2020, as the 2024 result was higher than likely somewhat over-estimated 2020 result.

The most common social media platform used by both the random sample and self-selected online survey respondents continued to be Facebook with more than half of the total sample of respondents reporting that they used that platform.

Approximately a third of respondents to both surveys reported that they used Instagram, WhatsApp, and YouTube.

Metropolis Research draws attention to the significant decline in the proportion of respondents in Banyule who reported that they used Twitter / X, down from 36% in 2020 to 16% of random sample and 12% of self-selected online survey respondents.

Use of social media platforms
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Facebook	294	58%	66%	44	67%
Instagram	234	47%	29%	26	39%
WhatsApp	165	33%	n.a.	27	41%
YouTube	153	30%	n.a.	24	36%
LinkedIn	107	21%	30%	20	30%
Twitter / X	79	16%	36%	8	12%
TikTok	67	13%	n.a.	5	8%
SnapChat	36	7%	n.a.	3	5%
Instagram Threads	25	5%	n.a.	3	5%
Other	1	0%	n.a.	1	2%
Total responses	**1,161**		**970**	**161**	
Respondents identifying at least one response	*396 (79%)*		*451 (75%)*	*54 (82%)*	

There was some variation in the social media platforms used by respondents observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to use SnapChat.
- ***West*** – respondents were somewhat more likely than average to use YouTube and Twitter / X.
- ***Mid*** – respondents were somewhat more likely than average to use Instagram.
- ***North*** – respondents were somewhat more likely than average to use Facebook.
- ***Northwest*** – respondents were somewhat more likely than average to use Facebook and WhatsApp.

Use of social media platforms by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Facebook	57%	57%	57%	55%
Instagram	52%	45%	42%	56%
WhatsApp	39%	31%	36%	22%
YouTube	28%	40%	42%	16%
LinkedIn	16%	24%	22%	16%
Twitter / X	16%	24%	13%	15%
TikTok	19%	17%	9%	15%
SnapChat	13%	2%	12%	4%
Instagram Threads	8%	2%	3%	7%
Other	0%	0%	1%	0%
Total responses	**260**	**140**	**204**	**114**
Respondents identifying at least one response	*69 (83%)*	*44 (76%)*	*65 (76%)*	*49 (88%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Facebook	66%	65%	54%	58%
Instagram	49%	39%	45%	47%
WhatsApp	33%	50%	13%	33%
YouTube	31%	33%	21%	30%
LinkedIn	25%	26%	19%	21%
Twitter / X	13%	21%	12%	16%
TikTok	8%	17%	8%	13%
SnapChat	7%	9%	3%	7%
Instagram Threads	5%	4%	4%	5%
Other	0%	0%	0%	0%
Total responses	**143**	**215**	**139**	**1,161**
Respondents identifying at least one response	*47 (78%)*	*64 (78%)*	*58 (74%)*	*396 (79%)*

There was significant variation in the use of social media platforms observed by respondent profile, as follows:

- ***Young adults (aged 18 to 34 years)*** – respondents were notably more likely than average to use Facebook, Instagram, YouTube, LinkedIn, Twitter / X, TikTok, SnapChat, and Instagram Threads.

- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to use Facebook.

- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to use WhatsApp and LinkedIn.
- ***Female*** - respondents were somewhat more likely than male respondents to use Facebook, WhatsApp, and TikTok.
- ***Language spoken at home*** - English speaking respondents were somewhat more likely than multilingual respondents to use Twitter / X, whilst multilingual respondents were somewhat more likely to use Facebook, WhatsApp YouTube, LinkedIn, and SnapChat.

Use of social media platforms by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Facebook	71%	68%	63%	45%	27%
Instagram	72%	52%	53%	23%	5%
WhatsApp	35%	34%	44%	26%	15%
YouTube	38%	34%	30%	30%	7%
LinkedIn	28%	23%	33%	7%	4%
Twitter / X	32%	14%	16%	3%	4%
TikTok	32%	12%	7%	3%	4%
SnapChat	18%	7%	4%	1%	0%
Instagram Threads	11%	5%	4%	1%	2%
Other	1%	0%	0%	0%	0%
Total responses	**439**	**229**	**311**	**138**	**37**
Respondents identifying at least one response	*123 (94%)*	*80 (87%)*	*108 (89%)*	*61 (61%)*	*21 (39%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Facebook	55%	61%	58%	64%	58%
Instagram	39%	52%	46%	49%	47%
WhatsApp	30%	36%	31%	43%	33%
YouTube	30%	30%	28%	41%	30%
LinkedIn	22%	21%	20%	27%	21%
Twitter / X	16%	16%	17%	12%	16%
TikTok	11%	15%	13%	17%	13%
SnapChat	6%	8%	6%	12%	7%
Instagram Threads	4%	6%	5%	7%	5%
Other	0%	0%	0%	1%	0%
Total responses	**510**	**632**	**906**	**247**	**1,161**
Respondents identifying at least one response	*188 (79%)*	*201 (78%)*	*315 (78%)*	*78 (87%)*	*396 (79%)*

Use of social media platforms to connect with Council

Respondents were asked:

"Do you follow Council on any of the following platforms?"

Consistent with the results recorded in 2020, approximately one-quarter (23% down from 25%) of respondents reported that they followed Council on at least one of the four listed social media platforms.

It is noted that the 66 self-selected online survey respondents were notably more likely to follow Council, with 36% following Council on at least one social media platform.

The higher result for the self-selected online survey respondents clearly reflects their greater engagement with social media, and connecting with Council via the internet, given they self-selected themselves to complete the survey online via Council's website.

The dominant social media platform for connection with Council was Facebook with 20% of random sample respondents (up from 3% in 2015) and 30% of self-selected online survey respondents following Banyule Council on Facebook.

Use of social media platforms to connect with Banyule City Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

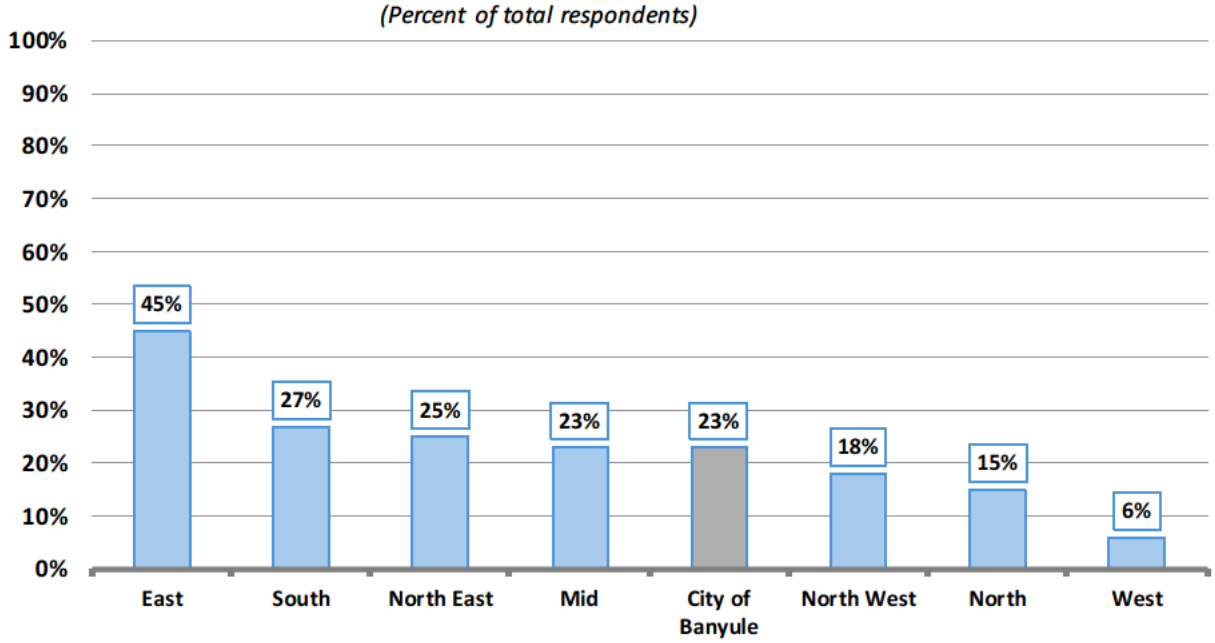
Response	*Random*		*2020*	*2015**	*Online*	
	Number	*Percent*			*Number*	*Percent*
Facebook	102	20%	19%	3%	20	30%
Instagram	22	4%	5%	n.a.	8	12%
Twitter / X	6	1%	4%	2%	1	2%
LinkedIn	4	1%	4%	n.a.	3	5%
Total responses	**134**		**193**	**33**	**32**	
Respondents identifying at least one response	*114 (23%)*		*156 (25%)*	*33 (5%)*	*24 (36%)*	

(*) 2015 asked in different format

There was some variation in the proportion of respondents who follow Council on social media observed across the municipality, with respondents from the East precinct were significantly (22%) more likely to follow Council on social media than average.

By contrast, respondents from North (8% less likely) and West (17% less) precincts were notably less likely to follow Council on social media.

Follow Banyule Council on social media by precinct
Banyule City Council - 2024 Communications Survey
(Percent of total respondents)



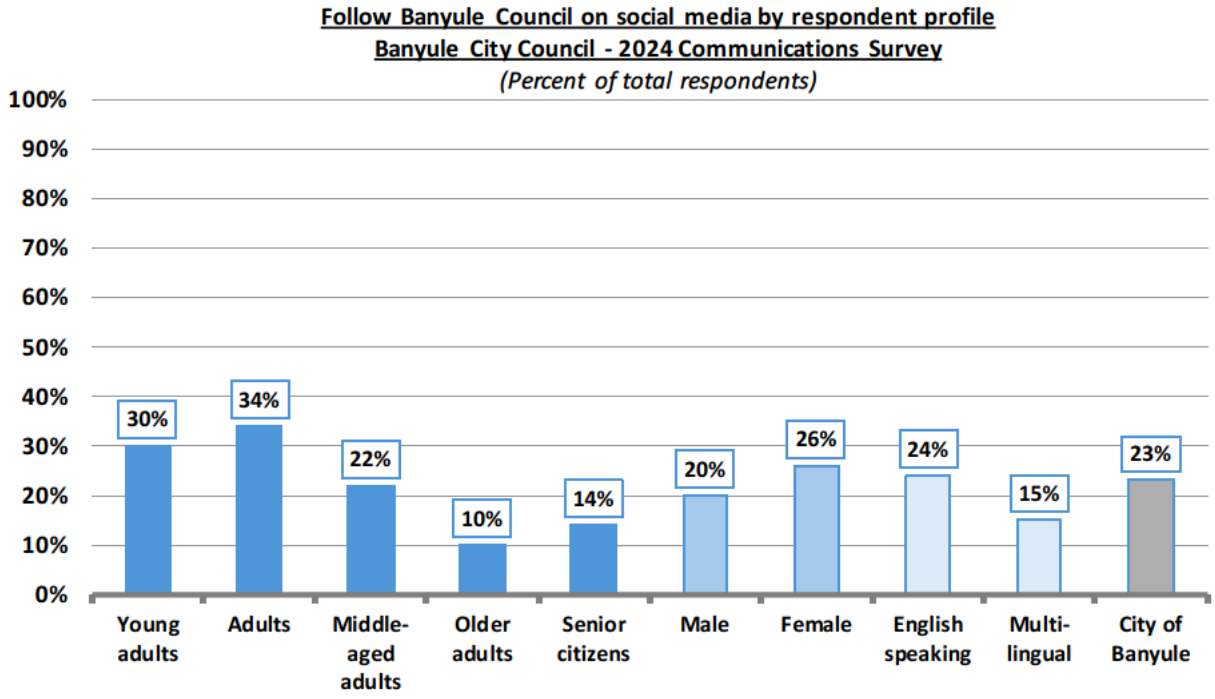
Use of social media platforms to connect with Banyule City Council by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Facebook	25%	3%	17%	44%
Instagram	5%	2%	3%	5%
Twitter / X	0%	0%	1%	5%
LinkedIn	0%	0%	2%	4%
Total responses	**25**	**3**	**21**	**31**
Respondents identifying at least one response	*23 (27%)*	*3 (6%)*	*19 (23%)*	*25 (45%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Facebook	15%	18%	21%	20%
Instagram	2%	2%	9%	4%
Twitter / X	2%	0%	1%	1%
LinkedIn	0%	1%	0%	1%
Total responses	**10**	**18**	**25**	**134**
Respondents identifying at least one response	*9 (15%)*	*15 (18%)*	*19 (25%)*	*114 (23%)*

There was significant variation in following Council on social media observed by respondent profile, as follows:

- ***Young adults and adults (aged 18 to 44 years)*** – respondents were notably more likely to follow Council on social media than average.
- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were notably less likely than average.
- ***Gender*** – female respondents were notably more likely than male respondents.
- ***Language spoken at home*** – respondents from English speaking households were notably more likely than respondents from multilingual households.



Use of social media platforms to connect with Banyule City Council by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Facebook	25%	30%	20%	10%	15%
Instagram	8%	7%	4%	0%	2%
Twitter / X	2%	1%	1%	0%	2%
LinkedIn	2%	1%	0%	0%	0%
Total responses	**48**	**37**	**30**	**10**	**9**
Respondents identifying at least one response	*38 (30%)*	*31 (34%)*	*27 (22%)*	*10 (10%)*	*8 (14%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Facebook	17%	23%	22%	11%	20%
Instagram	4%	4%	5%	3%	4%
Twitter / X	0%	2%	1%	1%	1%
LinkedIn	1%	1%	1%	0%	1%
Total responses	**54**	**79**	**117**	**14**	**134**
Respondents identifying at least one response	*47 (20%)*	*66 (26%)*	*98 (24%)*	*14 (15%)*	*114 (23%)*

Preferred information from Council via social media

Respondents were asked:

"What information would you be interested in hearing about on social media from Council?"

Respondents were again in 2024, asked what information they would be interested in hearing about on social media from Council.

A little more than half (56% up from 38% in 2020) of respondents nominated at least one type of information that they would like to hear from Council on social media, at an average of approximately three types of information per respondent.

It is noted that the 2020 survey was conducted by a different survey provider, using a different methodology, and combining the results from the random sample and the self-selected online survey respondents.

The most common information that respondents in 2024 were interested in hearing about on social media from Council was information on local events and activities (What's On) (48%) and information on roadworks / disruptions (41%).

It is noted that between approximately one-fifth and one-quarter of respondents were interested in other types of information.

The 2020 results were significantly different to the 2024 results, with approximately twice as many respondents reporting interest in each type of information. Metropolis Research suggests that this variation is likely to be reflecting some methodological variation rather than a real decline in community interest with the various types of information from Council on social media.

The self-selected online respondents were marginally to somewhat more likely to prefer each type of information than the random sample respondents, likely reflecting the sample's skew towards those already more engaged with Council.

The online survey respondents were, however, notably (13%) more likely to prefer to hear about community consultations via social media than the random sample respondents.

Preferred information from Council via social media
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Local events and activities (What's On)	240	48%	86%	34	52%
Roadworks information / disruptions	204	41%	n.a.	31	47%
Council infrastructure projects	131	26%	61%	23	35%
Local laws, regulations, and rules	102	20%	40%	16	24%
Council spending decisions and priorities	94	19%	54%	20	30%
Community consultations	90	18%	32%	27	41%
Council services	47	9%	57%	14	21%
Other	1	0%	4%	1	2%
Total responses	**909**		**695**	**166**	
Respondents identifying at least one response	*281 (56%)*		*226 (38%)*	*43 (65%)*	

There was some variation in the preferred types of information from Council via social media observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to prefer information on local events and activities, and Council services.
- ***East*** – respondents were somewhat more likely than average to prefer information on local events and activities, and roadworks information / disruptions.
- ***North*** – respondents were somewhat more likely than average to prefer information on community consultations.

Preferred information from Council via social media by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Local events and activities (What's On)	61%	45%	44%	56%
Roadworks information / disruptions	40%	41%	35%	51%
Council infrastructure projects	27%	26%	24%	31%
Local laws, regulations, and rules	20%	19%	19%	18%
Council spending decisions and priorities	14%	17%	21%	18%
Community consultations	16%	22%	22%	15%
Council services	22%	10%	13%	5%
Other	0%	0%	0%	0%
Total responses	**166**	**104**	**153**	**108**
Respondents identifying at least one response	*57 (69%)*	*28 (49%)*	*45 (53%)*	*35 (63%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Local events and activities (What's On)	46%	40%	41%	48%
Roadworks information / disruptions	39%	46%	35%	41%
Council infrastructure projects	30%	24%	24%	26%
Local laws, regulations, and rules	26%	27%	12%	20%
Council spending decisions and priorities	21%	21%	15%	19%
Community consultations	25%	13%	14%	18%
Council services	7%	2%	5%	9%
Other	2%	0%	0%	0%
Total responses	**121**	**144**	**114**	**909**
Respondents identifying at least one response	*34 (55%)*	*46 (56%)*	*36 (46%)*	*281 (56%)*

SMS notifications from Council

Respondents were asked:

"Would you be happy for Council to SMS you notifications and important reminders about any of the following?"

In 2024, a little more than half (56%) of respondents nominated at least one topic about which they would be happy for Council to SMS them notifications and important reminders.

This question was previously included in the 2015 survey but was asked in a different format. In 2015, a total of three percent of respondents reported that they were interested in receiving notifications and important reminders, compared to the 56% in 2024.

The three most common notifications that respondents were happy to receive from Council via SMS were related to roadworks information / disruptions in the area (44%), local events and activities (39%), and important reminders such as the rates notice (28%).

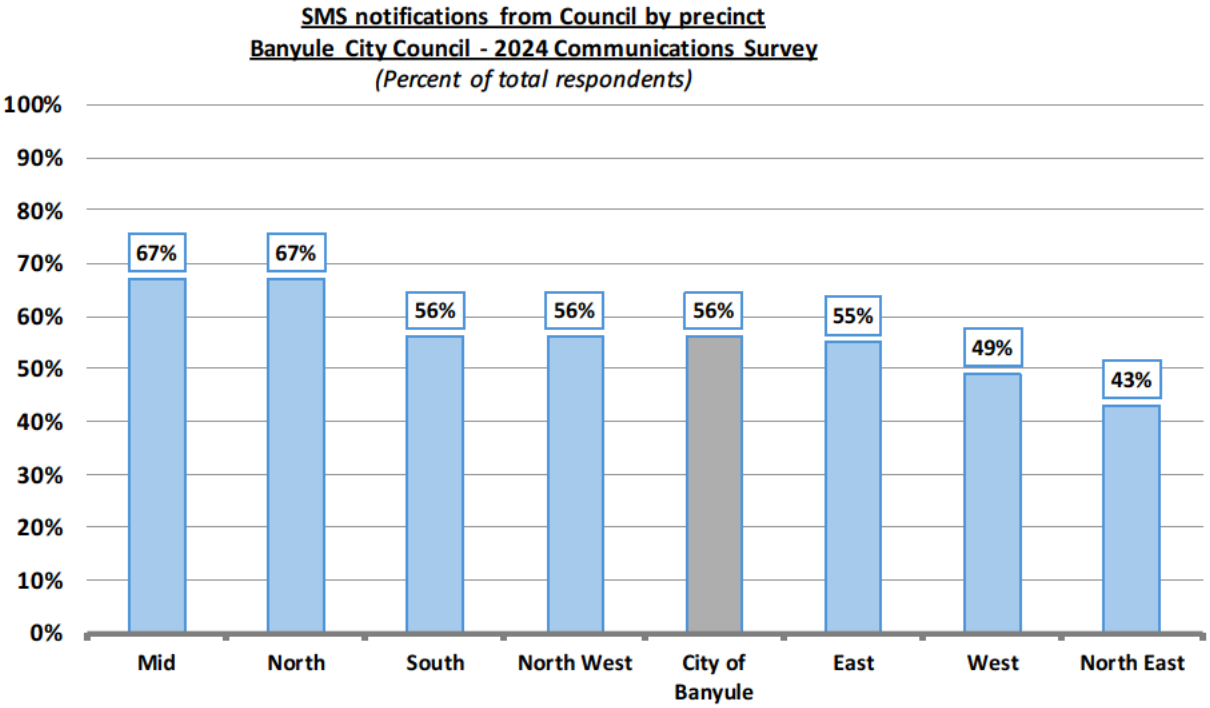
The small sample of 66 self-selected online survey respondents were similarly likely to be happy for Council to SMS them notifications and reminders, with similar results in relation to the topics about which they would be happy to receive notifications and reminders.

SMS notifications from Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Roadworks information / disruptions in your area	219	44%	26	39%
Local events and activities (What's On)	196	39%	16	24%
Important reminders (e.g., rates due notice)	141	28%	19	29%
Council infrastructure projects	83	17%	5	8%
Council spending decisions and priorities	71	14%	4	6%
Local laws, regulations, and rules	66	13%	4	6%
Community consultations	56	11%	7	11%
Council services	25	5%	5	8%
Other	1	0%	1	2%
Total responses	**858**		**87**	
Respondents identifying at least one response	*284 (56%)*		*39 (59%)*	

There was some variation in the proportion of respondents who would be happy to receive SMS notifications and important reminders from Council observed across the municipality.

Respondents from Mid and North precincts were notably more likely than average to be happy to receive SMS notifications from Council, whilst respondents from the Northeast precinct were notably less likely.



There was some variation in the preferred types of information for SMS notifications and reminders observed across the municipality, as follows:

- ***South*** – respondents were somewhat more likely than average to prefer SMS notifications on local laws, regulations, and rules, community consultations, and Council services.
- ***Mid*** – respondents were somewhat more likely than average to prefer SMS notifications on important reminders and Council services.
- ***North*** – respondents were somewhat more likely than average to prefer SMS notifications on local events and activities and Council spending decisions and priorities.
- ***Northwest*** – respondents were somewhat more likely than average to prefer SMS notifications on roadworks information / disruptions in the local area, and local laws, regulations, and rules.

SMS notifications from Council by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

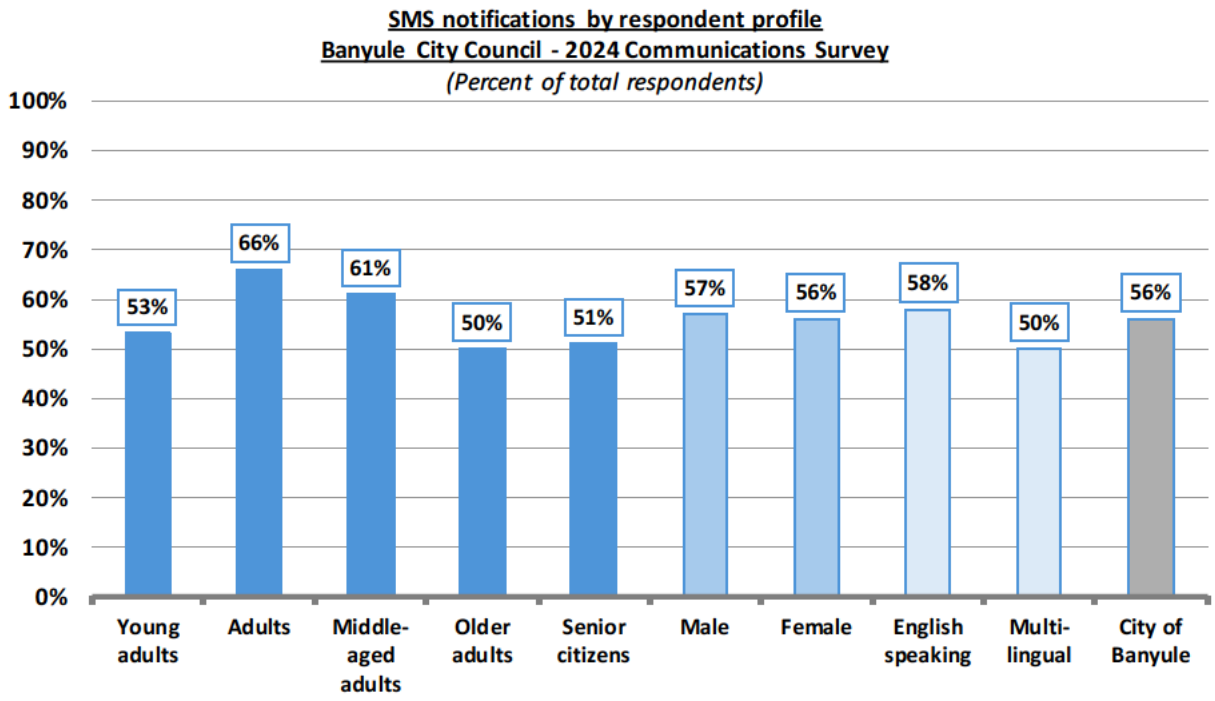
Response	*South*	*West*	*Mid*	*East*
Roadworks information/disruptions in your area	42%	45%	49%	36%
Local events and activities (What's On)	42%	48%	34%	42%
Important reminders (e.g., rates due notice)	25%	31%	45%	20%
Council infrastructure projects	20%	22%	15%	22%
Council spending decisions and priorities	18%	9%	12%	15%
Local laws, regulations, and rules	20%	9%	7%	11%
Community consultations	17%	9%	10%	13%
Council services	12%	2%	10%	0%
Other	0%	0%	0%	0%
Total responses	**163**	**102**	**157**	**87**
Respondents identifying at least one response	*47 (56%)*	*29 (49%)*	*58 (67%)*	*30 (55%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Roadworks information/disruptions in your area	49%	54%	28%	44%
Local events and activities (What's On)	52%	34%	27%	39%
Important reminders (e.g., rates due notice)	33%	27%	14%	28%
Council infrastructure projects	15%	17%	5%	17%
Council spending decisions and priorities	26%	15%	8%	14%
Local laws, regulations, and rules	18%	20%	6%	13%
Community consultations	15%	9%	6%	11%
Council services	0%	1%	5%	5%
Other	2%	0%	0%	0%
Total responses	**126**	**145**	**78**	**858**
Respondents identifying at least one response	*41 (67%)*	*46 (56%)*	*33 (43%)*	*284 (56%)*

There was also variation in the proportion of respondents who would be happy to receive SMS notifications and important reminders from Council observed by respondent profile, as follows:

- ***Adults (aged 35 to 44 years)*** – respondents were notably more likely than average to be happy to receive SMS notifications and reminders.

- ***Language spoken at home*** – respondents from English speaking households were somewhat more likely than respondents from multilingual households.



There was some variation in the preferred types of information for SMS notifications and reminders observed by respondent profile, as follows:

- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to prefer SMS notifications on local events and activities.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to prefer SMS notifications on roadworks information / disruptions in the local area, and important reminders.
- ***Male*** – respondents were somewhat more likely than female respondents to prefer SMS notifications on Council infrastructure projects.
- ***Female*** – respondents were somewhat more likely than male respondents to prefer SMS notifications on local events and activities, and Council services.
- ***English speaking*** – respondents were somewhat more likely than multilingual respondents to prefer SMS notifications on roadworks information / disruptions in the local area.

SMS notifications from Council by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Roadworks information/disruptions in your area	43%	48%	51%	37%	35%
Local events and activities (What's On)	41%	46%	37%	33%	42%
Important reminders (e.g., rates due notice)	18%	32%	39%	27%	25%
Council infrastructure projects	16%	20%	14%	19%	15%
Council spending decisions and priorities	17%	16%	12%	8%	18%
Local laws, regulations, and rules	15%	15%	11%	11%	15%
Community consultations	11%	14%	14%	7%	11%
Council services	5%	7%	7%	5%	2%
Other	0%	1%	0%	0%	0%
Total responses	**215**	**181**	**225**	**145**	**88**
Respondents identifying at least one response	*69 (53%)*	*61 (66%)*	*75 (61%)*	*50 (50%)*	*28 (51%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Roadworks information/disruptions in your area	44%	42%	45%	38%	44%
Local events and activities (What's On)	36%	42%	40%	38%	39%
Important reminders (e.g., rates due notice)	26%	29%	29%	26%	28%
Council infrastructure projects	19%	14%	17%	14%	17%
Council spending decisions and priorities	15%	13%	15%	13%	14%
Local laws, regulations, and rules	13%	13%	14%	11%	13%
Community consultations	11%	12%	11%	11%	11%
Council services	3%	7%	5%	4%	5%
Other	0%	0%	0%	0%	0%
Total responses	**399**	**444**	**708**	**141**	**858**
Respondents identifying at least one response	*134 (57%)*	*144 (56%)*	*235 (58%)*	*45 (50%)*	*284 (56%)*

Community consultation and feedback

Participated in consultation or provided feedback to Council

Respondents were asked:

"Prior to today, have you ever provided participated in a Council consultation or provided feedback to Council by?"

Respondents were again in 2024, asked if they had participated in a consultation or provided feedback to Council.

In 2024, 17% of respondents reported that they had participated in a consultation or provided feedback to Council, down somewhat (6%) on the 23% recorded back in 2020.

Metropolis Research notes that the 2020 survey was completed by a different survey provider, using a different methodology, and combining the results from the random sample and self-selected online respondents.

This combining of random and self-selected respondents will have had the effect of skewing somewhat towards those in the community who were more engaged with Council, as self-selected respondents will naturally be skewed towards those already sufficiently engaged with Council to be aware of this survey and to take the active steps necessary to choose to participate in the survey.

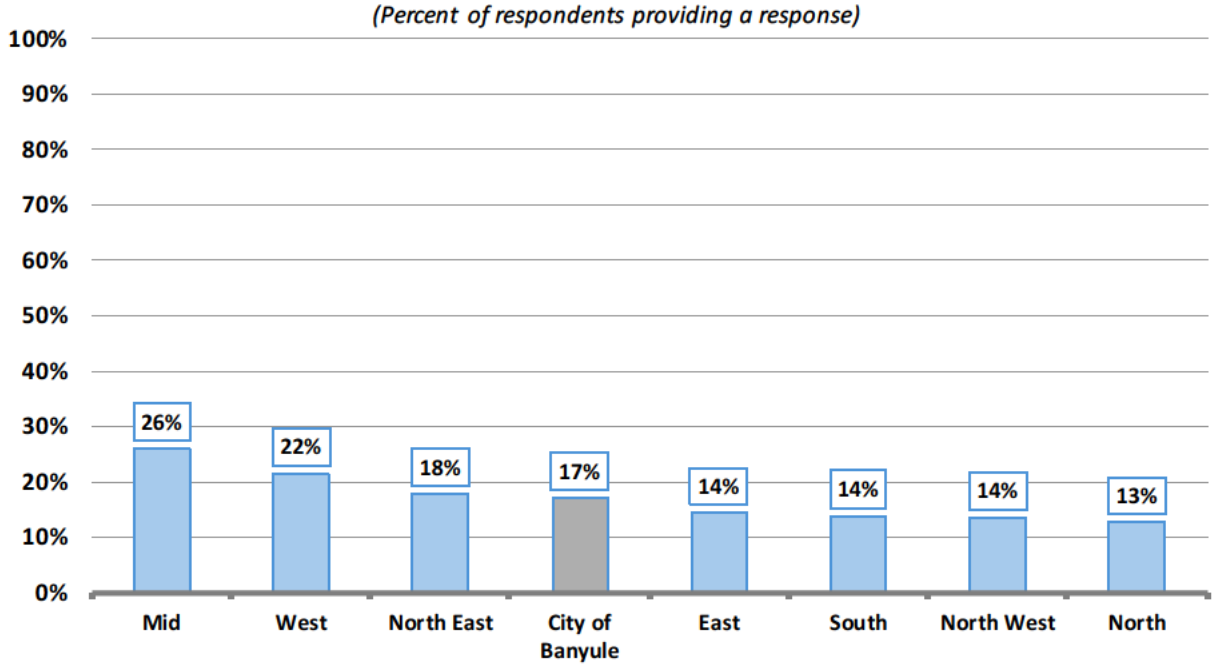
This result is further borne out by the fact that 60% of the self-selected online survey respondents in 2024 reported that they had participated in a Council consultation or provided feedback to Council.

Participated in a Council consultation or provided feedback to Council
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Response	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Yes	84	17%	23%	32	60%
No	408	83%	77%	21	40%
Not stated	11		n.a.	13	
Total	**503**	**100%**	**602**	**66**	**100%**

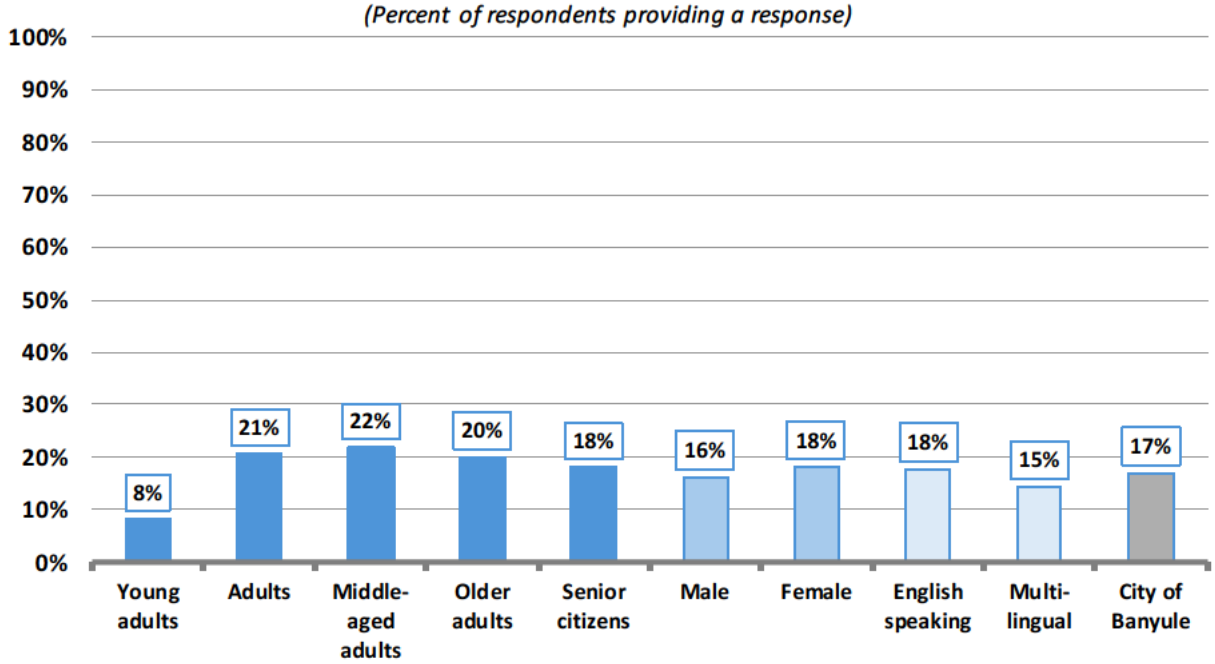
There was relatively little substantial variation in this result observed across the municipality, although it is noted that respondents from the Mid precinct were notably (9%) more likely to have participated in a consultation or provided feedback to Council than the municipal average.

Participated in a Council consultation or provided feedback to Council by precinct
Banyule City Council - 2024 Communications Survey
(Percent of respondents providing a response)



There was also relatively little meaningful variation in this result observed by respondent profile, although it is noted that young adults (aged 18 to 34 years) were notably (9%) less likely to have participated in a consultation or provided feedback to Council than other respondents.

Participated in a Council consultation or provided feedback to Council by profile
Banyule City Council - 2024 Communications Survey
(Percent of respondents providing a response)



Method of participating and / or providing feedback

Respondents who participated or provided feedback were asked:

"Did you participate and / or provide feedback?"

The small sample of respondents to both the random sample (84 respondents) and self-selected online survey (32 respondents) were asked if they had participated in a consultation or provided feedback to Council in-person, online, or a combination of both.

Respondents to both surveys were most likely to have participated online, with a little less than half participating via this method, with a significant proportion also participating by a combination of both online and in-person.

Method of participating and / or providing feedback
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents who participated or provided feedback)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
In-person	22	27%	4	13%
Online	38	46%	13	41%
Combination of both	23	28%	15	47%
Not stated	1		0	
Total	**84**	**100%**	**32**	**100%**

Preferred method of putting views forward to Council

Respondents who participated or provided feedback were asked:

"How would you prefer to put your views forward to Council if it was conducting a consultation on a matter of interest to you?"

The random sample respondents were again in 2024, asked to nominate the methods by which they would prefer to put their views forward to Council if it was conducting a consultation on a matter of interest to them.

The overwhelming majority (90%) of respondents nominated at least one method, at an average of approximately two methods per respondent.

This question was previously included in the 2020 survey, and a similar proportion (98%) nominated at least one method, although fewer options were provided in the 2020 survey.

In 2024, respondents were most likely to prefer to put their views forward by completing an online survey (48% up from 34%), speaking directly with someone in person (32%), and speaking directly with someone on the telephone (30%), and by completing a face-to-face or mail-out survey (24%).

Metropolis Research notes that resident priorities in terms of how to provide feedback to Council should only be one factor in deciding on the appropriate consultation methodology for specific consultation projects.

Self-selected online surveys, whilst being the most preferred option for residents who have a specific issue in a topic (and who are made available of the existence of the survey), will skew substantially to those with strong opinions on the topic. This makes it a very poor method of community consultation, if used as a stand-alone method, as the results will not reflect the views of the entire underlying Banyule community.

Randomly selected participant methodologies are significantly more powerful when exploring the views of the entire underlying community. For example, for community satisfaction, Council planning and priority setting, and similar research.

Self-selection methodologies, including online surveys, forums, workshops, meetings, and other methods work well when Council is specifically interested in the views of an engaged sub-set of the community.

Preferred method of putting views forward to Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*2024*		*2020*
	Number	*Percent*	
Completing an online survey on Council website	240	48%	34%
By speaking directly with someone in person	160	32%	4%
By speaking directly with someone on the phone	150	30%	26%
Completing a face-to-face or mail out survey	121	24%	9%
By attending a community meeting	107	21%	n.a.
By writing to Council	89	18%	n.a.
Participating in a website forum	80	16%	n.a.
Via social media (Facebook, Twitter)	48	10%	16%
Writing to / calling a Councillor	45	9%	4%
By Council staff going to your community group	29	6%	n.a.
Pop Up stall at shopping centre or community event	29	6%	n.a.
As part of a focus group	22	4%	7%
Email	n.a.	n.a.	44%
Other	15	3%	12%
Total responses	**1,135**		**939**
Respondents identifying at least one response	*450 (90%)*		*592 (98%)*

There was notable variation in the preferred methods of putting views forward to Council observed across the municipality, and by respondent profile, as follows:

- ***South*** – respondents were somewhat more likely than average to prefer writing to Council and as part of a focus group.
- ***West*** – respondents were somewhat more likely than average to prefer speaking directly with someone on the telephone.
- ***Mid*** – respondents were somewhat more likely than average to prefer being part of a focus group.
- ***East*** – respondents were somewhat more likely than average to prefer completing an online survey, attending a community meeting, and attending a Pop-Up stall at shopping centres / community events.
- ***North*** – respondents were somewhat more likely than average to prefer speaking directly with someone in person.
- ***Northwest*** – respondents were somewhat more likely than average to prefer speaking directly with someone in person and at a Pop-Up stall at shopping centres / community events.
- ***Northeast*** – respondents were somewhat more likely than average to prefer speaking directly with someone on the telephone.
- ***Young adults (aged 18 to 34 years)*** – respondents were somewhat more likely than average to prefer completing an online survey, participating in a website forum, and via social media.
- ***Adults (aged 35 to 44 years)*** – respondents were somewhat more likely than average to prefer completing an online survey and completing a face-to-face or mail-out survey.
- ***Middle-aged adults (aged 45 to 59 years)*** – respondents were somewhat more likely than average to prefer completing an online survey, and as part of a focus group.
- ***Older adults and senior citizens (aged 60 years and over)*** – respondents were somewhat more likely than average to prefer speaking directly with someone in person or on the telephone.
- ***Male*** – respondents were somewhat more likely than female respondents to prefer completing a face-to-face or mail-out survey, attending a community meeting, writing to Council, and writing to / calling a Councillor.
- ***Female*** – respondents were somewhat more likely than male respondents to prefer participating as part of a focus group.
- ***English speaking*** – respondents were somewhat more likely than multilingual respondents to prefer completing an online survey, completing a face-to-face or mail-out survey, and by attending a community meeting.
- ***Multilingual*** – respondents were somewhat more likely than English speaking respondents to prefer writing to Council, participating in a website forum, and via social media.

Preferred method of putting views forward to Council by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Completing an online survey on Council website	55%	52%	49%	58%
By speaking directly with someone in person	31%	36%	30%	27%
By speaking directly with someone on the phone	20%	41%	21%	25%
Completing a face-to-face or mail out survey	22%	12%	30%	22%
By attending a community meeting	27%	12%	27%	33%
By writing to Council	27%	22%	22%	16%
Participating in a website forum	19%	21%	14%	13%
Via social media (Facebook, Twitter)	14%	9%	12%	7%
Writing to / calling a Councillor	11%	2%	13%	7%
By Council staff going to your community group	7%	3%	7%	5%
Pop Up stall at shopping centre / community events	4%	5%	9%	11%
As part of a focus group	8%	3%	8%	5%
Other	2%	9%	1%	0%
Total responses	**205**	**129**	**209**	**126**
Respondents identifying at least one response	*81 (97%)*	*54 (93%)*	*77 (90%)*	*43 (78%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Completing an online survey on Council website	34%	41%	45%	48%
By speaking directly with someone in person	41%	40%	21%	32%
By speaking directly with someone on the phone	30%	34%	40%	30%
Completing a face-to-face or mail out survey	30%	28%	22%	24%
By attending a community meeting	20%	15%	17%	21%
By writing to Council	16%	4%	18%	18%
Participating in a website forum	13%	21%	10%	16%
Via social media (Facebook, Twitter)	7%	11%	6%	10%
Writing to / calling a Councillor	13%	12%	4%	9%
By Council staff going to your community group	5%	7%	4%	6%
Pop Up stall at shopping centre / community events	2%	12%	0%	6%
As part of a focus group	2%	2%	0%	4%
Other	0%	0%	8%	3%
Total responses	**128**	**187**	**152**	**1,135**
Respondents identifying at least one response	*57 (93%)*	*71 (86%)*	*69 (89%)*	*450 (90%)*

Preferred method of putting views forward to Council by respondent profile

Banyule City Council - 2024 Communications Survey

(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Completing an online survey on Council website	58%	55%	57%	30%	25%
By speaking directly with someone in person	24%	20%	36%	41%	45%
By speaking directly with someone on the phone	18%	25%	30%	43%	42%
Completing a face-to-face or mail out survey	25%	33%	25%	17%	20%
By attending a community meeting	22%	24%	20%	25%	13%
By writing to Council	21%	21%	18%	17%	7%
Participating in a website forum	28%	15%	16%	5%	9%
Via social media (Facebook, Twitter)	22%	8%	8%	2%	0%
Writing to / calling a Councillor	6%	11%	13%	7%	9%
By Council staff going to your community group	5%	5%	8%	5%	7%
Pop Up stall at shopping centre / community events	8%	4%	8%	4%	4%
As part of a focus group	5%	4%	8%	2%	0%
Other	2%	2%	7%	2%	0%
Total responses	**311**	**210**	**311**	**199**	**99**
Respondents identifying at least one response	*118 (90%)*	*85 (92%)*	*111 (91%)*	*86 (86%)*	*49 (89%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Completing an online survey on Council website	46%	48%	50%	40%	48%
By speaking directly with someone in person	32%	33%	31%	34%	32%
By speaking directly with someone on the phone	31%	29%	30%	29%	30%
Completing a face-to-face or mail out survey	26%	22%	25%	19%	24%
By attending a community meeting	24%	19%	22%	17%	21%
By writing to Council	21%	14%	16%	24%	18%
Participating in a website forum	15%	17%	15%	22%	16%
Via social media (Facebook, Twitter)	8%	10%	8%	18%	10%
Writing to / calling a Councillor	14%	4%	9%	11%	9%
By Council staff going to your community group	6%	5%	5%	8%	6%
Pop Up stall at shopping centre / community events	7%	5%	5%	8%	6%
As part of a focus group	3%	6%	5%	1%	4%
Other	3%	3%	3%	2%	3%
Total responses	**563**	**557**	**910**	**211**	**1,135**
Respondents identifying at least one response	*210 (88%)*	*234 (90%)*	*370 (91%)*	*75 (84%)*	*450 (90%)*

Barriers to participation in consultation activities

Respondents who participated or provided feedback were asked:

"Are there any barriers to you participating in consultation activities with Council?"

Respondents were asked to outline any barriers there were to them participating in consultation activities with Council.

A total of 107 responses were received from the 503 random sample respondents, and 41 responses were received from the 66 self-selected online survey respondents. These open-ended responses have been broadly categorised as outlined in the following table.

The most common barriers were a lack of time (26%) and work commitments (16%). Other time related barriers included family commitments (7%) and a busy lifestyle (4%). Metropolis Research notes that some respondents raised a lack of interest (9%) and the perception that Council won't listen (7%).

Barriers to participation in consultation activities with Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total responses)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Lack of time	28	26%	8	20%
Work commitments	17	16%	2	5%
Lack of interest	10	9%	0	0%
Council will not listen / waste of time	8	7%	7	17%
Family commitments	7	7%	0	0%
Health barriers	7	7%	2	5%
Lack of prior info. / invitation to participate	7	7%	2	5%
Do not know how to participate	6	6%	0	0%
Busy lifestyle	4	4%	1	2%
Council management and responsiveness	3	3%	3	7%
Inability to contribute	2	2%	1	2%
Lack of car / don't drive	2	2%	3	7%
General negative	1	1%	0	0%
Language barrier	1	1%	1	2%
Location too far	1	1%	0	0%
Prefer online	1	1%	0	0%
Scheduling barriers	0	0%	8	20%
Comments on survey	0	0%	2	5%
Council policy vs. Council decisions	0	0%	1	2%
Other	2	2%	0	0%
Total responses	**107**	**100%**	**41**	**100%**

The following table outlines the verbatim responses received from respondents outlining barriers to them participating in consultations with Council.

Barriers to participation in consultation activities with Council
Banyule City Council - 2024 Communications Survey
(Number of responses)

Barriers	*Number*
Lack of time	
Lack of time	22
Flexibility of time	1
Need to read through the info beforehand to participate, too much time needed	1
Time and certain dates	1
Time consuming	1
Time especially for working people. Normally it is just 1 or 2 in the area	1
Time. It might clash with some other plans	1
Total	**28**
Work commitments	
Work commitments	13
Work is too busy to participate	2
Too busy at work, I have no time to participate or read through the info	1
Work commitments is my biggest barrier I would say, no energy to check those things out	1
Total	**17**
Lack of interest	
Do not have much interest to spend time on it	5
Not too much interest in joining	2
Not very keen to participate	2
Interest in the topic	1
Total	**10**
Council will not listen / waste of time	
Not convinced the Council will listen / be receptive	3
Could be waste of time honestly	1
Council is not very responsive	1
Council will not listen; this is just a waste of time	1
I have participated before, but it does not sound like my voice has been listened to	1
Useless	1
Total	**8**

Lack of prior notification / invitation to participate	
Council did not proactively notify us about what sort of consultation is on, easily miss out	1
Council does not really reach me for inviting me or anyone I know to participating in any sort of consultation. I would be hard to know what is going on unless I keep checking the update every now and then	1
Council never asks me to participate	1
I have never received any invitation for survey or consultation group	1
I have no such an information, never been exposed to the information	1
Lack of awareness of when it is happening	1
We don't know the schedule	1
Total	**7**

Family commitments	
Family commitment	4
I have two kids to look after, time is limited to look into the update from Council	1
My responsibilities with taking care of my kids	1
I am a carer for my husband	1
Total	**7**

Health barriers	
My physical health	2
Probably my physical ability. I am not as strong as I used to	2
I don't like being in crowds	1
Just a social anxiety which is being standing up on attending activities	1
Physical health is not good so going to Council is difficult	1
Total	**7**

Do not know how to participate	
Do not how to participate	5
I need to find out the way on how to participate in the website rather than something through my email or mailbox	1
Total	**6**

Busy lifestyle	
Busy lifestyle	3
I might be busy with other personal things	1
Total	**4**

Council management and responsiveness	
Council people are not very friendly and they don't explain things clearly	1
People in reception are not good, they need proper training to interact with people	1
There is no barrier but personal objection because I don't want anything to do with the Council anymore until my requests are attended to	1
Total	**3**

Inability to contribute	
I have never been into it before, not too sure what I can do	1
I have not much comments to make	1
Total	**2**

Transport barriers	
Don't drive	1
Transport as I don't have a car	1
Total	**2**

General negative	
Too negative views to give any positive views	1
Total	**1**

Language barrier	
Can't really read English	1
Total	**1**

Location too far	
The location is not close to my place	1
Total	**1**

Prefer online	
Online is fine but too time consuming if I need to make a trip to the venue or Council to participate	1
Total	**1**

Other	
Renting a property	1
Don't know where the Council is now	1
Total	**2**
Total responses	**107**

Barriers to participation in consultation activities with Council
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Barrier	*Number*
Lack of time	
Time	5
Available time	2
Just time pressures	1
Total	**8**
Scheduling barriers	
Days / times of events	2
Time of information sessions / meetings	2
Timing of consultation events	2
Suitable time and period	1
The dates / timings of consultations are usually not convenient for most working people	1
Total	**8**
Council will not listen / waste of time	
Councillors are not necessarily interested in hearing feedback from the community	2
Council staff are not community focused. They have their own goals and vision, but they don't speak with Community. The Monty community hub is a real example of this	1
Council workers whilst in attendance at consultation taking no notes. Attended and spoke with people for 1.5hrs. Not one person wrote any of my feedback so feel waste of time	1
No confidence in Council taking any notice	1
Sometimes there is a perceived desired outcome within some written communications which means if people have a different opinion, they are less likely to engage to be heard. Needs to be more neutral with written comments and communications when asking for community feedback	1
The fact there seems to be little ability to influence anything	1
Total	**7**

Conduct of Council representatives	
Power imbalance. Council representatives are high-handed and arrogant	1
Sadness at negativity witnessed on the podcast section. Makes me want to ask for less communication!	1
The lack of interest shown by Councillors	1
Total	**3**

Transport barriers	
Transport	1
Using public transport to the venues	1
Access and travel to locations	1
Total	**3**

Health barriers	
Health problems	2
Total	**2**

Lack of prior information / invitation to participate	
Generally, don't hear about them and find online stuff difficult due to health challenges Would prefer something in my mailbox	1
Not sufficient notice to allow participants to acquaint with issues	1
Total	**2**

Comments on the survey	
Surveys written with predetermined outcome	1
The construction of questions fails to allow negative responses	1
Total	**2**

Work commitments	
Not always here (FIFO work in Qld)	1
Work commitments	1
Total	**2**

Busy lifestyle	
Commitments	1
Total	**1**

Council policy vs. Council decisions	
Council policy doesn't match Council decisions	1
Total	**1**

Inability to contribute	
Feel like it wouldn't be very representative	1
Total	**1**

Language barriers	
Language	1
Total	**1**
Total responses	**41**

Council initiatives

Respondents were asked:

> *"On a scale of 0 (don't know about this) to 10 (know a lot about this), how would you rate your knowledge of the following Council initiatives??"*

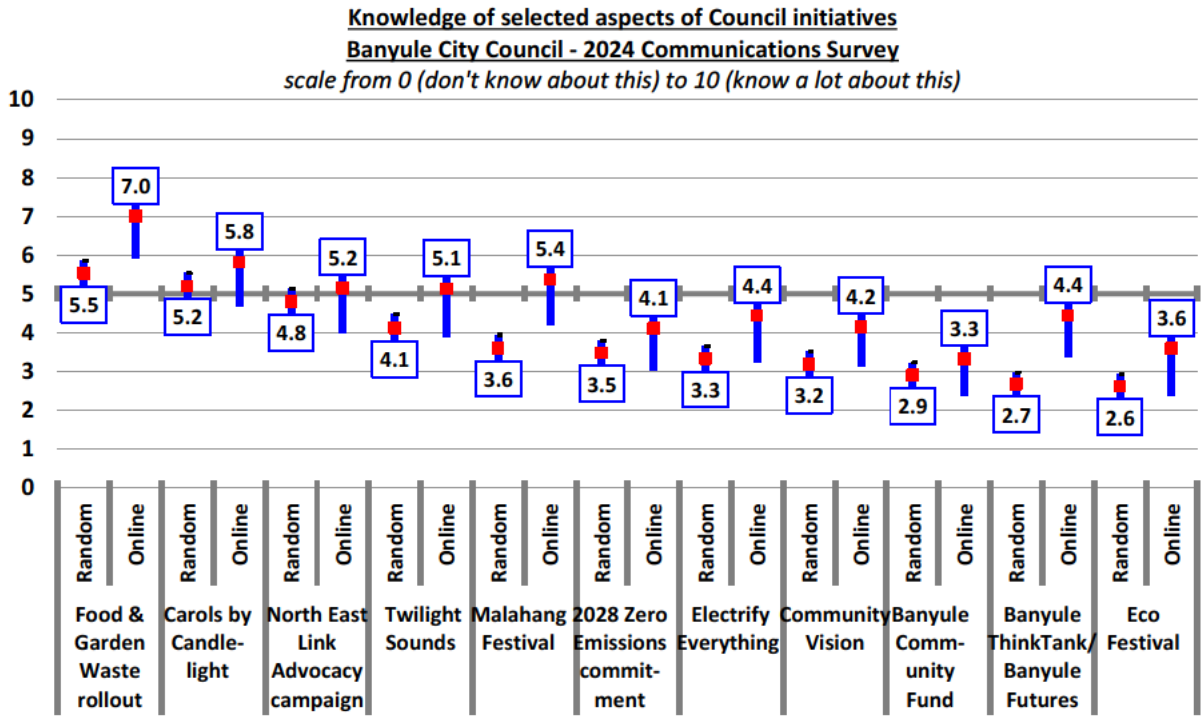
Respondents were asked to rate their knowledge of 11 Council initiatives.

Metropolis Research notes the significant variation in these results between the random sample respondents and the 66 self-selected online survey respondents.

The self-selected online survey respondents were naturally skewed towards those in the community already sufficiently engaged with Council to be aware of this survey, and to be motivated to take the active steps necessary to participate in the survey. This will skew their responses towards greater levels of knowledge about the activities of Council, an outcome which is clearly reflected in these results.

The random sample survey respondents reflect the views of the underlying Banyule community.

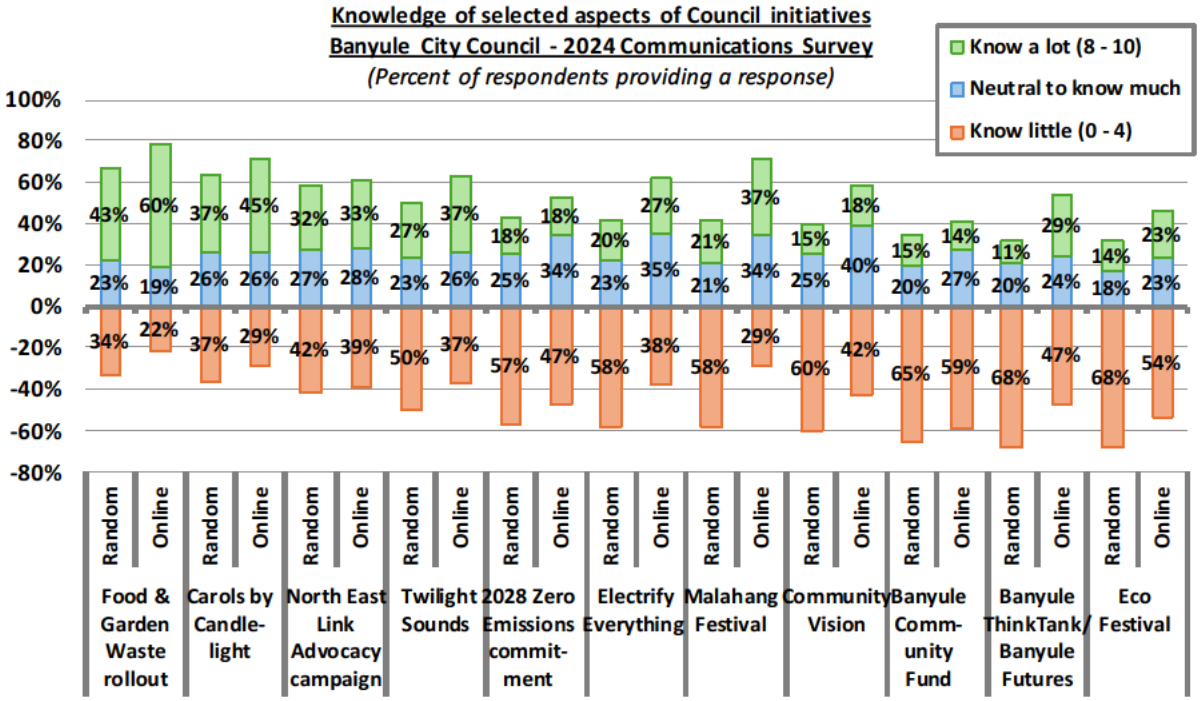
The random sample survey respondents reported very low levels of knowledge about seven of the 11 Council initiatives, and mild levels of knowledge about Twilight Sounds (4.1 out of 10), Northeast Link Advocacy Campaign (4.8), Carols by Candlelight (5.2), and the food and garden waste rollout (5.5).



The following graph provides a breakdown of these results into the proportion of respondents who "knew a lot" (i.e., rated knowledge at 8 or more out of 10), those who were "neutral to know somewhat" (i.e., rated knowledge at five to seven), and those who "knew little" (i.e., rated knowledge at less than five out of 10).

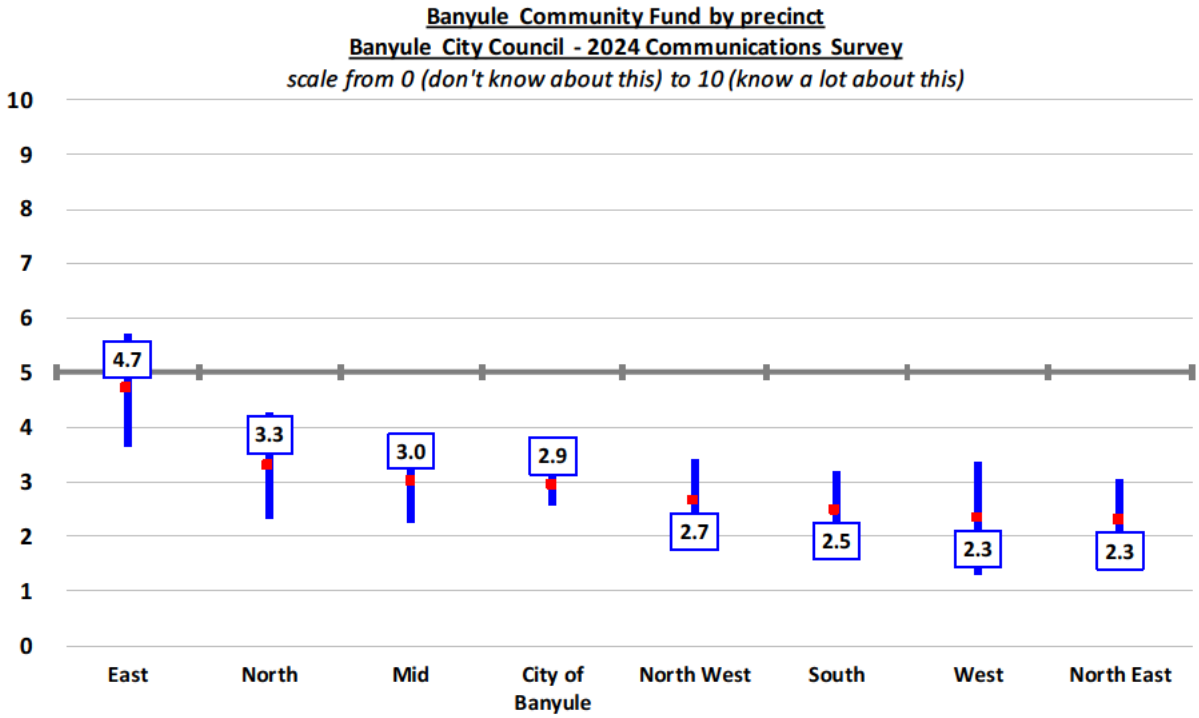
These average knowledge results are reinforced by the percentage breakdown results, with 43% of the random sample respondents knowing a lot about the food and garden waste rollout, 37% knew a lot about Carols by Candlelight, and 32% knew a lot about the Northeast Link Advocacy Campaign.

By contrast, at least half of the random sample respondents who provided a score knew little about eight of the 11 Council initiatives.

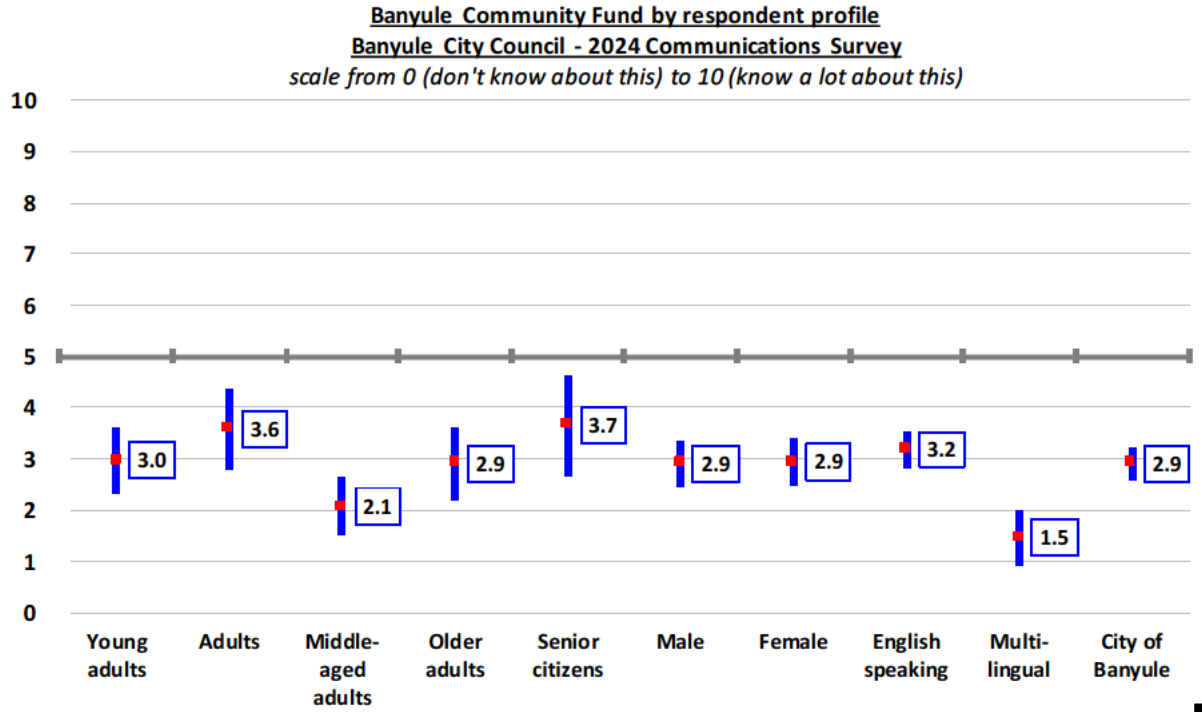


Banyule Community Fund

There was measurable variation in knowledge of the Banyule Community Fund observed across the municipality, with respondents from East precinct measurably (18%) more knowledgeable than the municipal average.

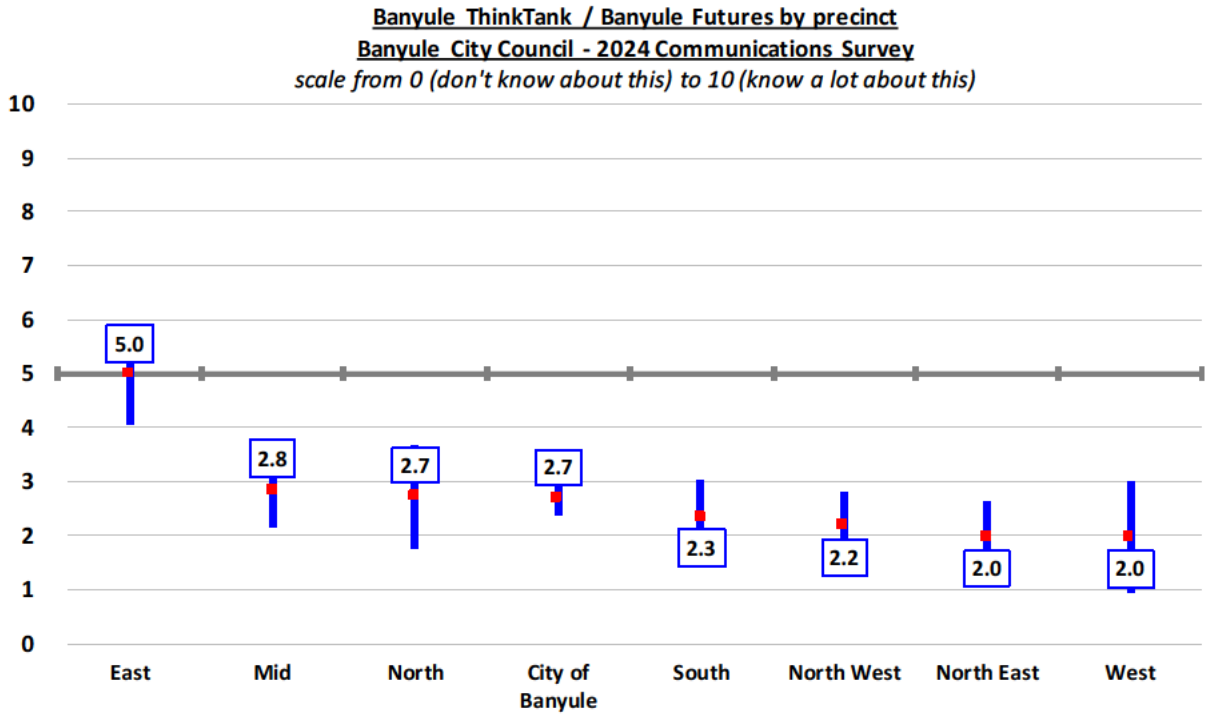


There was notable variation observed by respondent profile, with middle-aged adults (aged 45 to 59 years) notably less knowledgeable than average, and multilingual respondents measurably less knowledgeable than English speaking respondents.

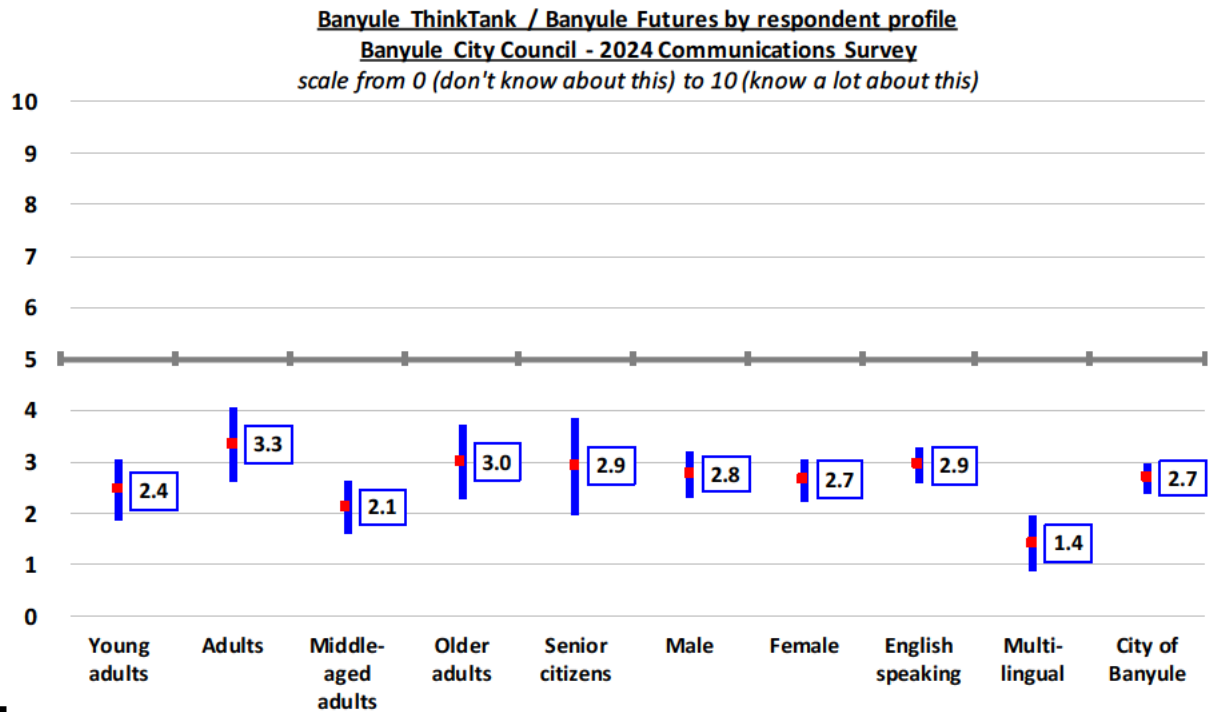


Banyule ThinkTank / Banyule Futures

There was measurable variation in knowledge of the Banyule ThinkTank / Banyule Future observed across the municipality, with respondents from East precinct measurably (23%) more knowledgeable than the municipal average.

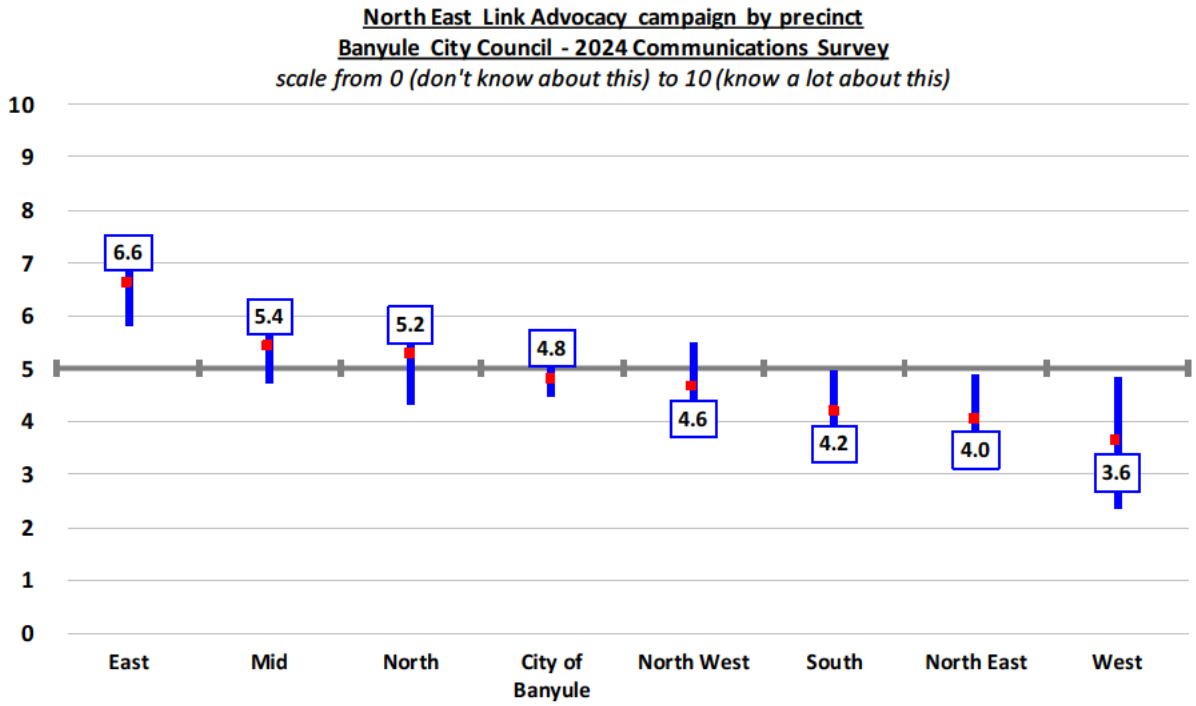


There was notable variation observed by respondent profile, with middle-aged adults (aged 45 to 59 years) notably less knowledgeable than average, and multilingual respondents measurably less knowledgeable than English speaking respondents.

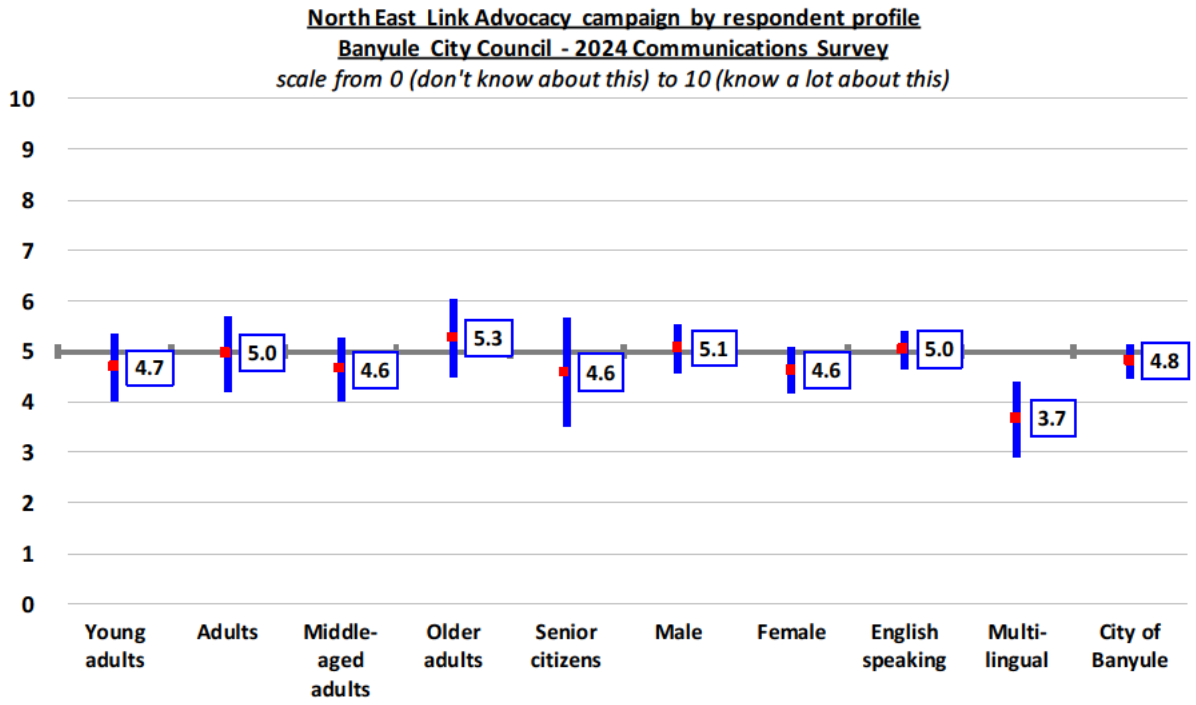


Northeast Link Advocacy campaign

There was measurable variation in knowledge of the Northeast Link Advocacy campaign observed across the municipality, with respondents from East measurably (18%) more, and respondents from West notably (12% less knowledgeable than the municipal average.

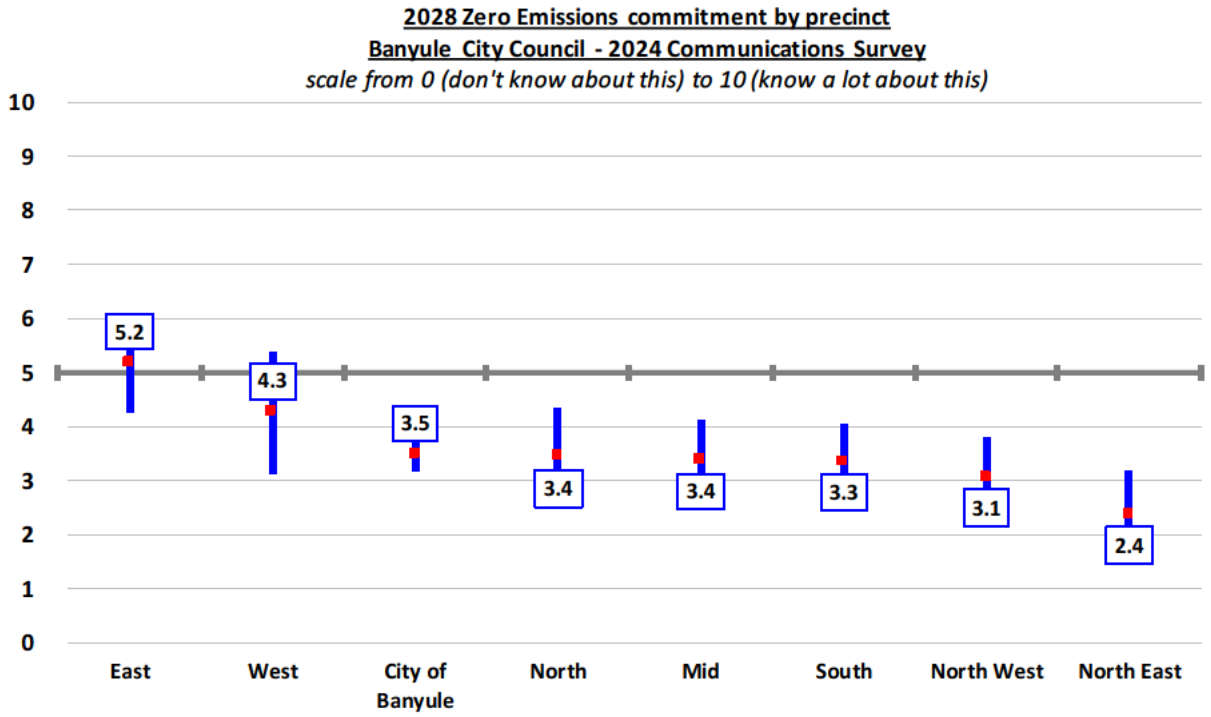


There was notable variation observed by respondent profile, with multilingual respondents measurably (13%) less knowledgeable than English speaking respondents.

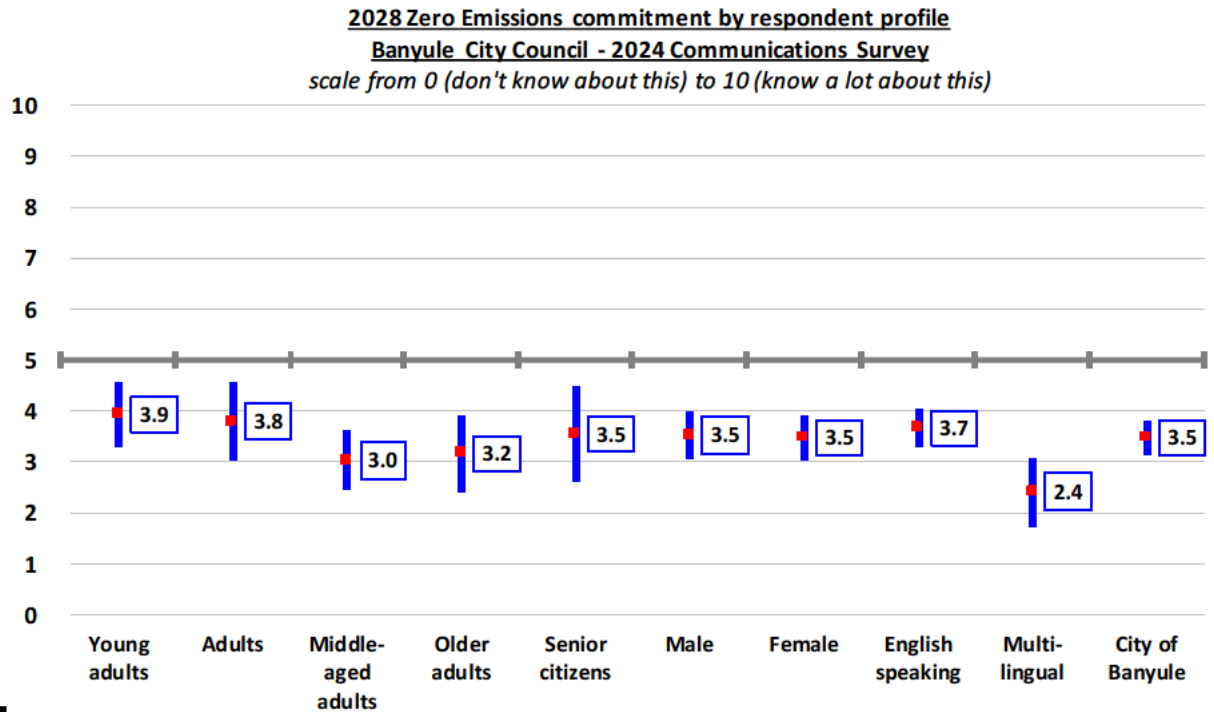


2028 Zero Emissions commitment

There was measurable variation in knowledge of the 2028 Zero Emissions commitment observed across the municipality, with respondents from East precinct measurably (17%) more knowledgeable than the municipal average.

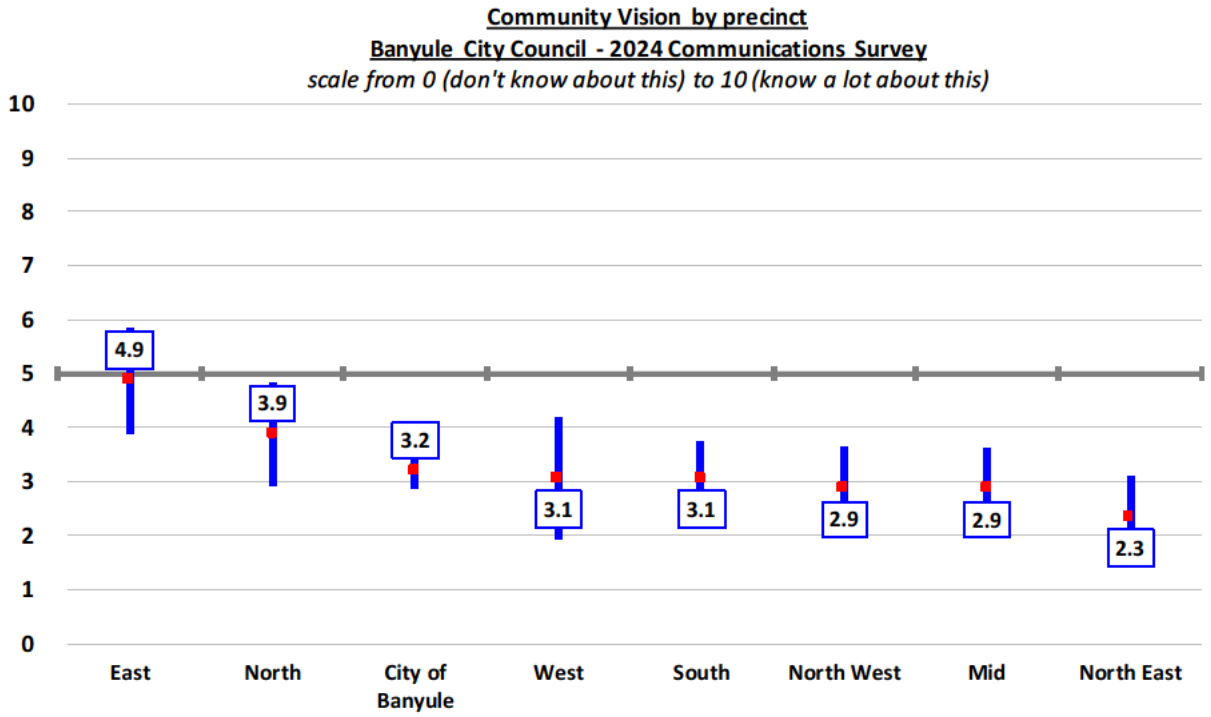


There was notable variation observed by respondent profile, with middle-aged adults (aged 45 to 59 years) notably less knowledgeable than average, and multilingual respondents measurably (13%) less knowledgeable than English speaking respondents.

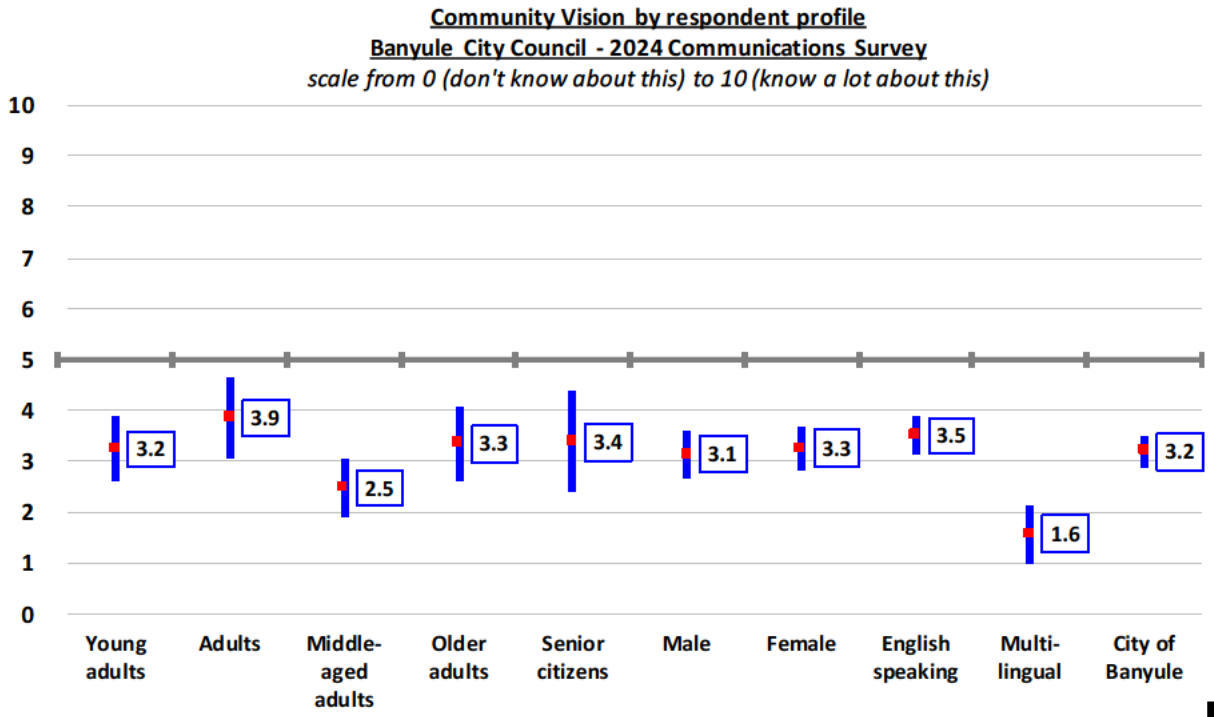


Community Vision

There was measurable variation in knowledge of the Community Vision observed across the municipality, with respondents from East precinct notably (17%) more knowledgeable than the municipal average.

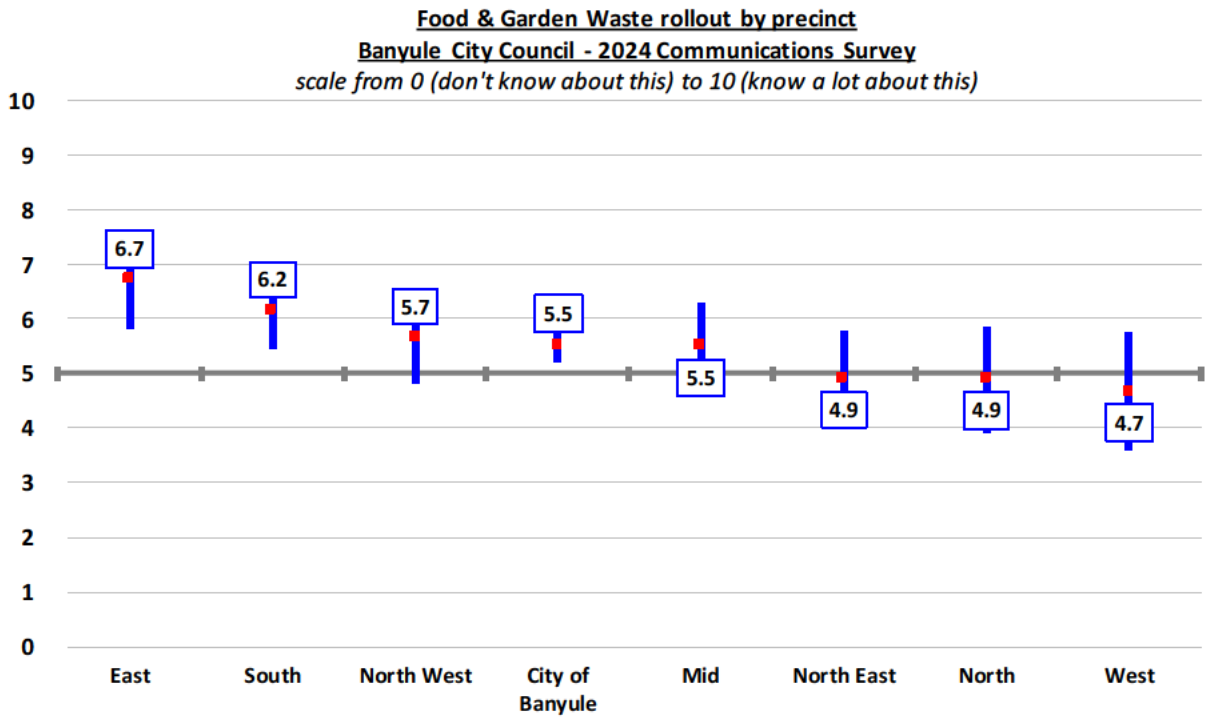


There was notable variation observed by respondent profile, with middle-aged adults (aged 45 to 59 years) notably less knowledgeable than average, and multilingual respondents measurably (19%) less knowledgeable than English speaking respondents.



Food and Garden Waste rollout

There was no measurable variation in knowledge of the food and garden waste rollout observed across the municipality, although respondents from East precinct were somewhat more knowledgeable than the municipal average.

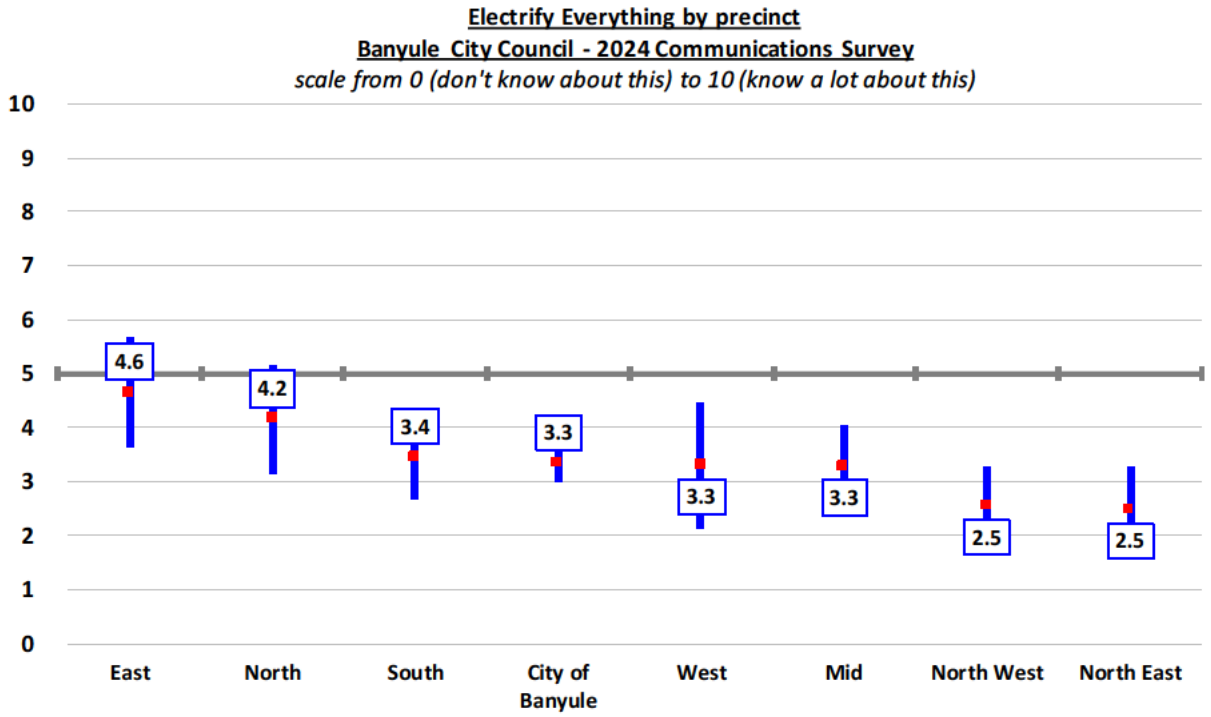


There was notable variation observed by respondent profile, with multilingual respondents measurably (15%) less knowledgeable than English speaking respondents.

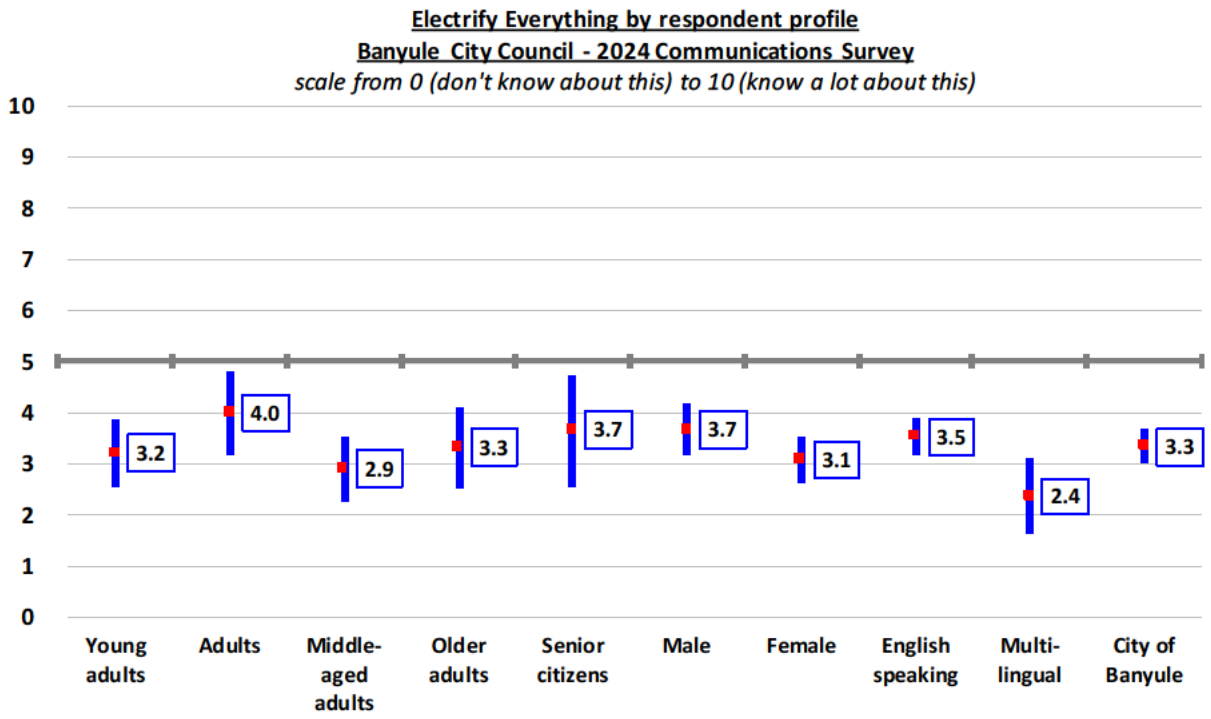


Electrify Everything

There was no measurable variation in knowledge of the Electrify Everything campaign observed across the municipality, with respondents from East precinct notably (13%) more knowledgeable than the municipal average.

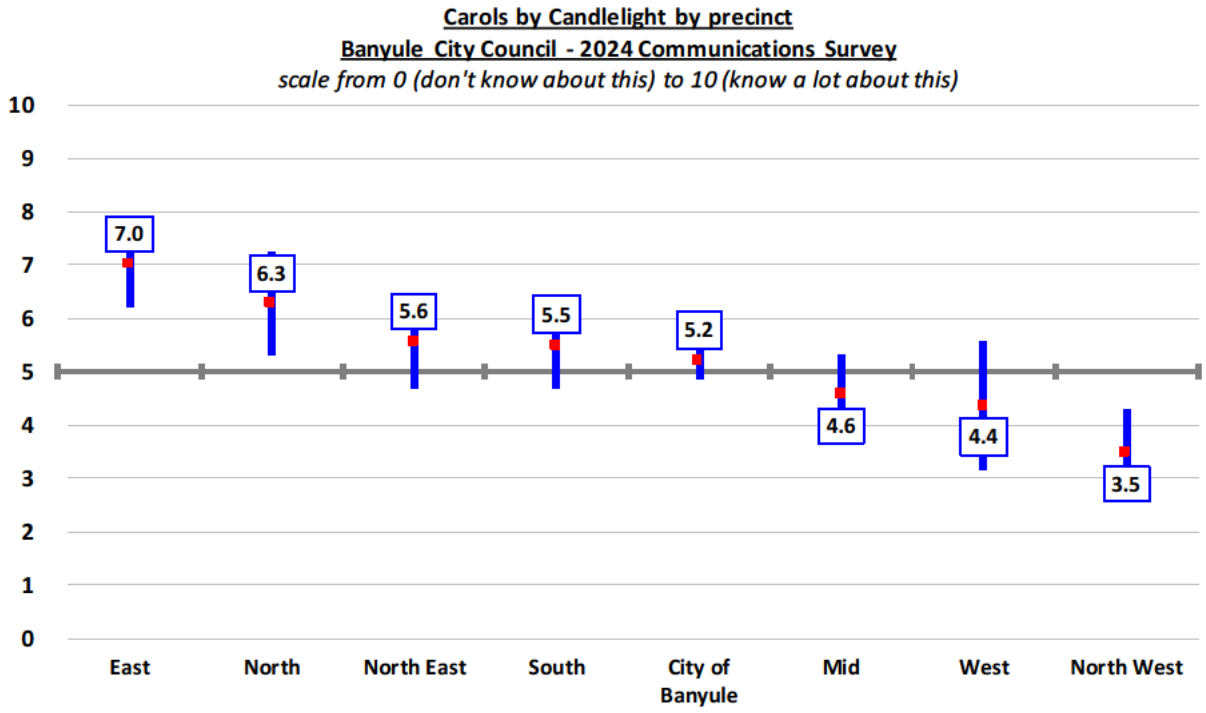


There was notable variation observed by respondent profile, with multilingual respondents measurably (11%) less knowledgeable than English speaking respondents.

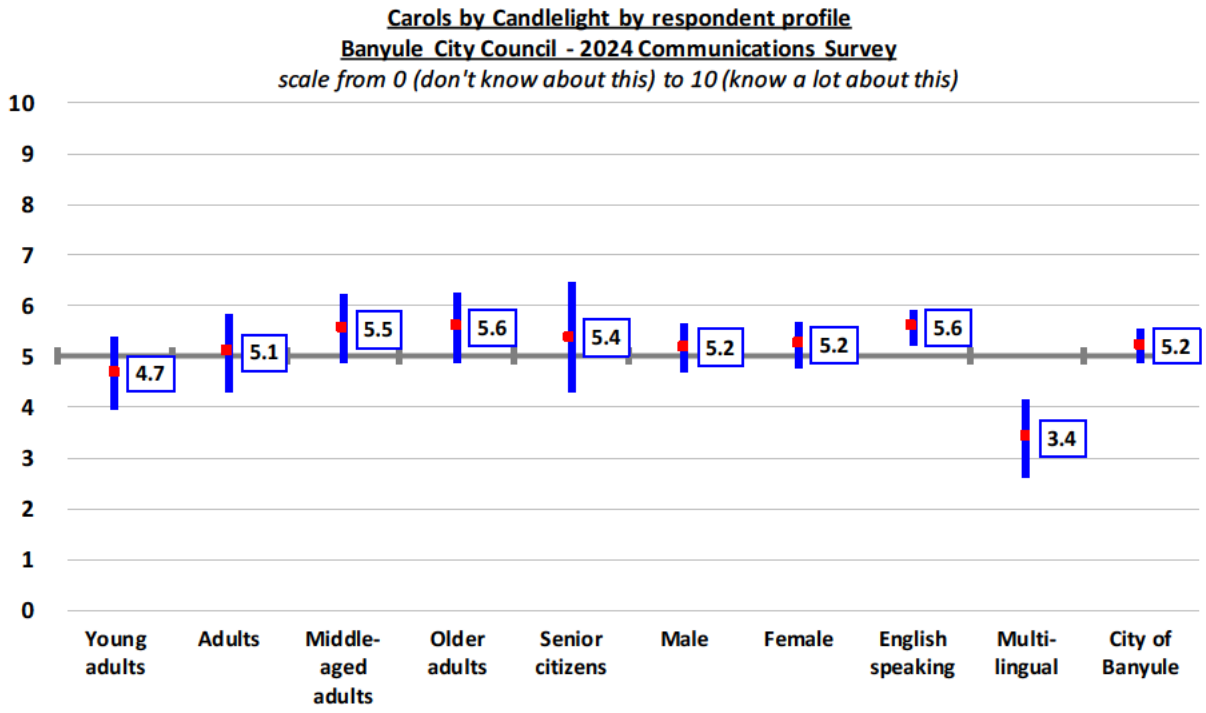


Carols by Candlelight

There was measurable variation in knowledge of Carols by Candlelight observed across the municipality, with respondents from East precinct notably (18%) more knowledgeable, and respondents from Northwest precinct measurably (17%) less knowledgeable than average.

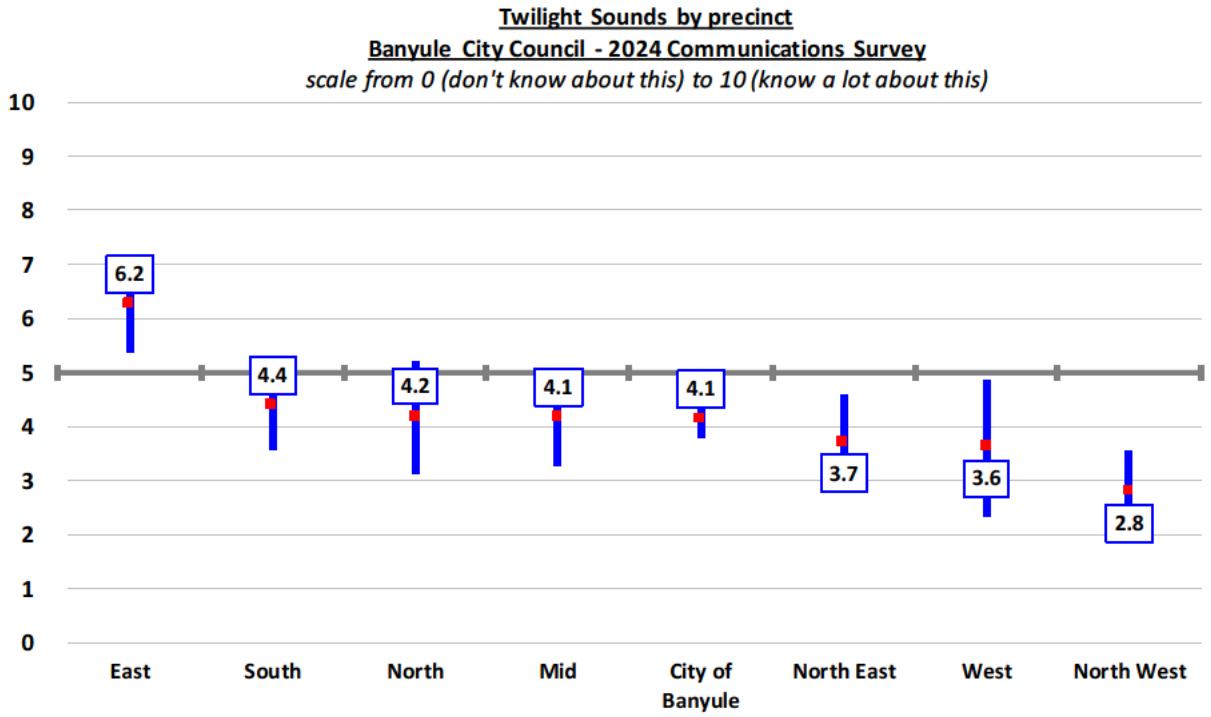


There was notable variation observed by respondent profile, with multilingual respondents measurably (22%) less knowledgeable than English speaking respondents.

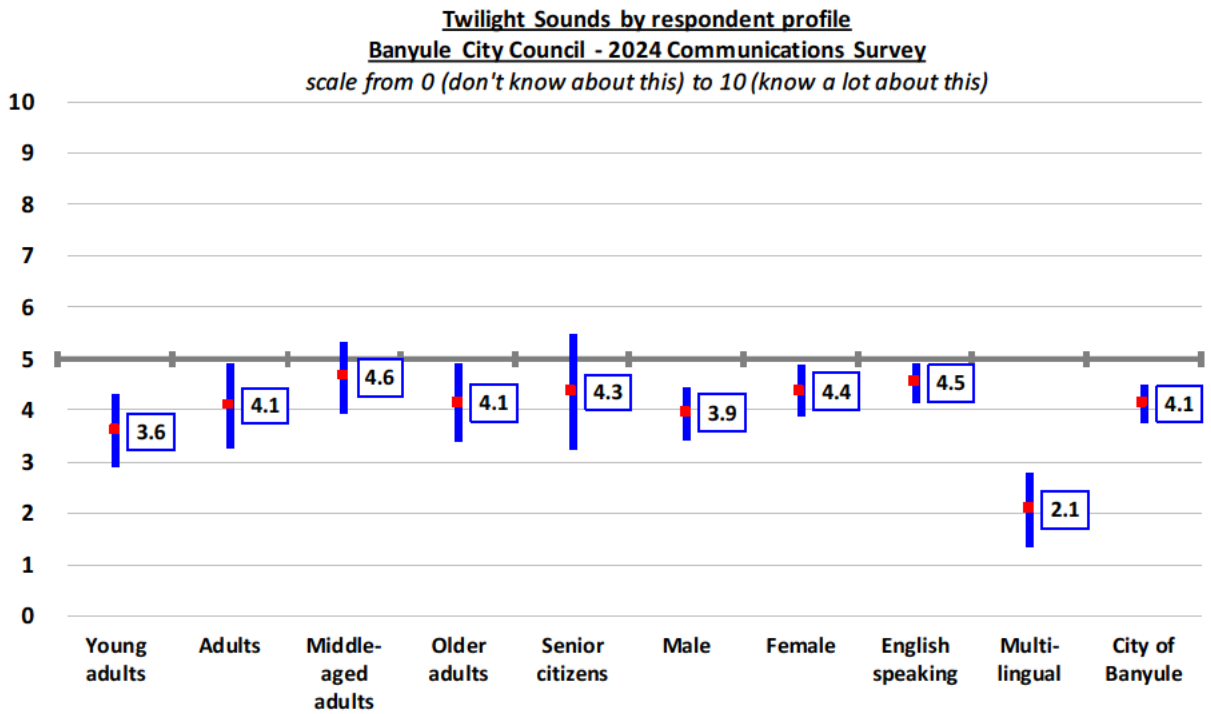


Twilight Sounds

There was measurable variation in knowledge of Twilight Sounds observed across the municipality, with respondents from East precinct notably (21%) more knowledgeable, and respondents from Northwest precinct measurably (13%) less knowledgeable than average.

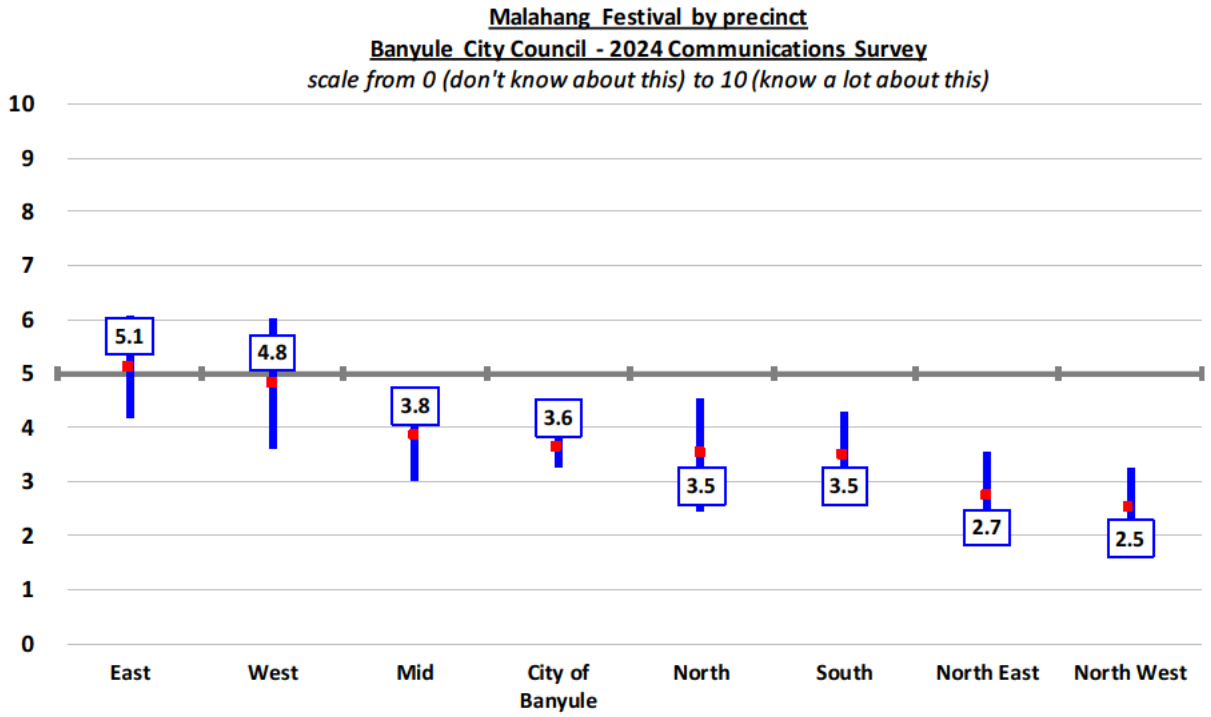


There was notable variation observed by respondent profile, with multilingual respondents measurably (20%) less knowledgeable than English speaking respondents.

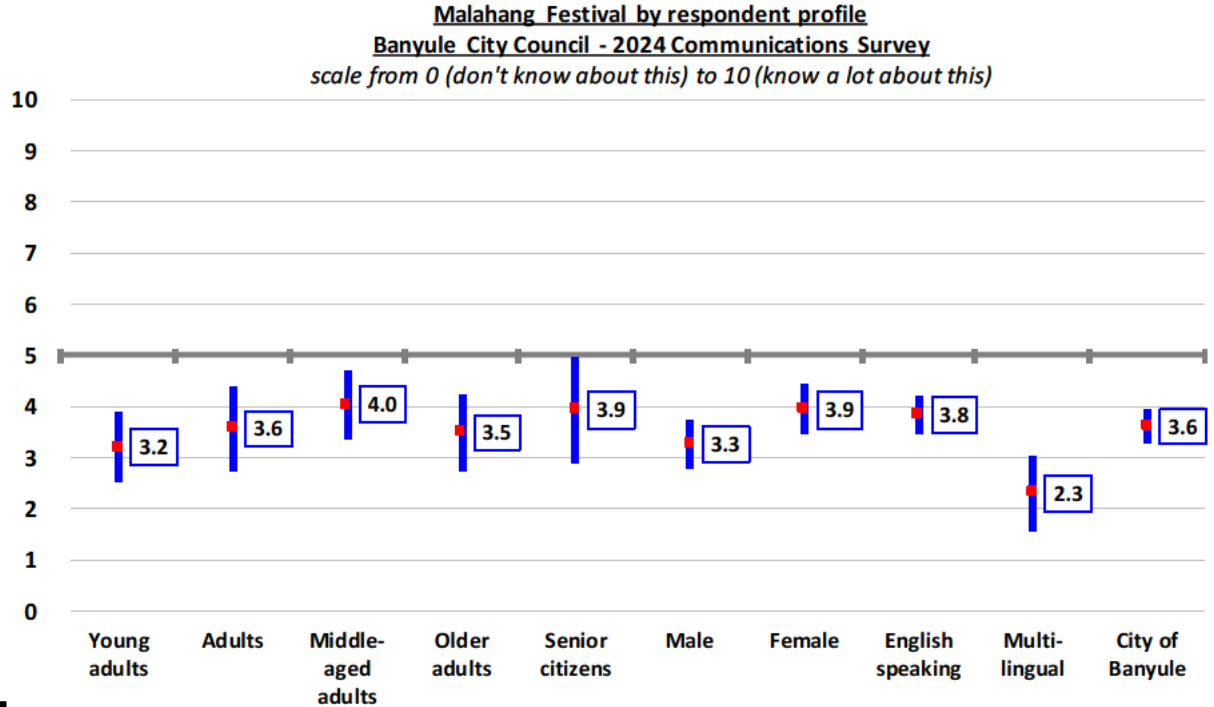


Malahang Festival

There was variation in knowledge of the Malahang Festival observed across the municipality, with respondents from East precinct notably (15%) more knowledgeable, and respondents from Northeast (9%) and Northwest (11%) somewhat less knowledgeable than average.

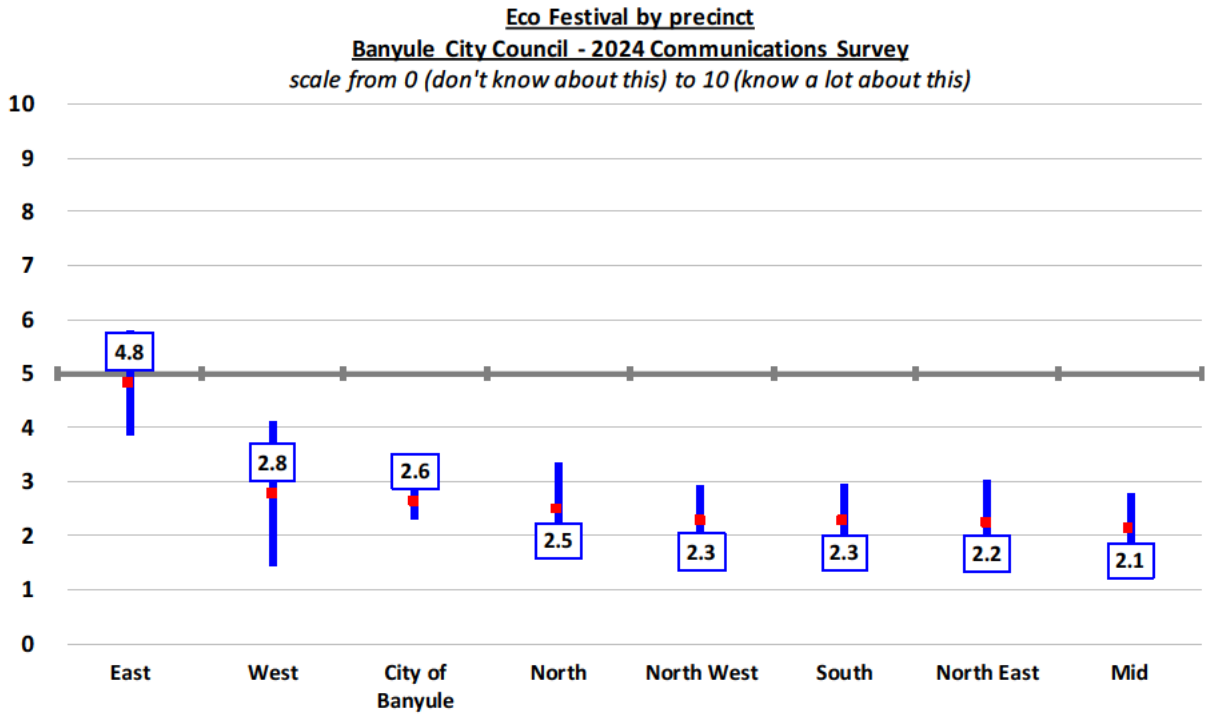


There was notable variation observed by respondent profile, with female respondents notably (6%) more knowledgeable than males, and multilingual respondents measurably (15%) less knowledgeable than English speaking respondents.

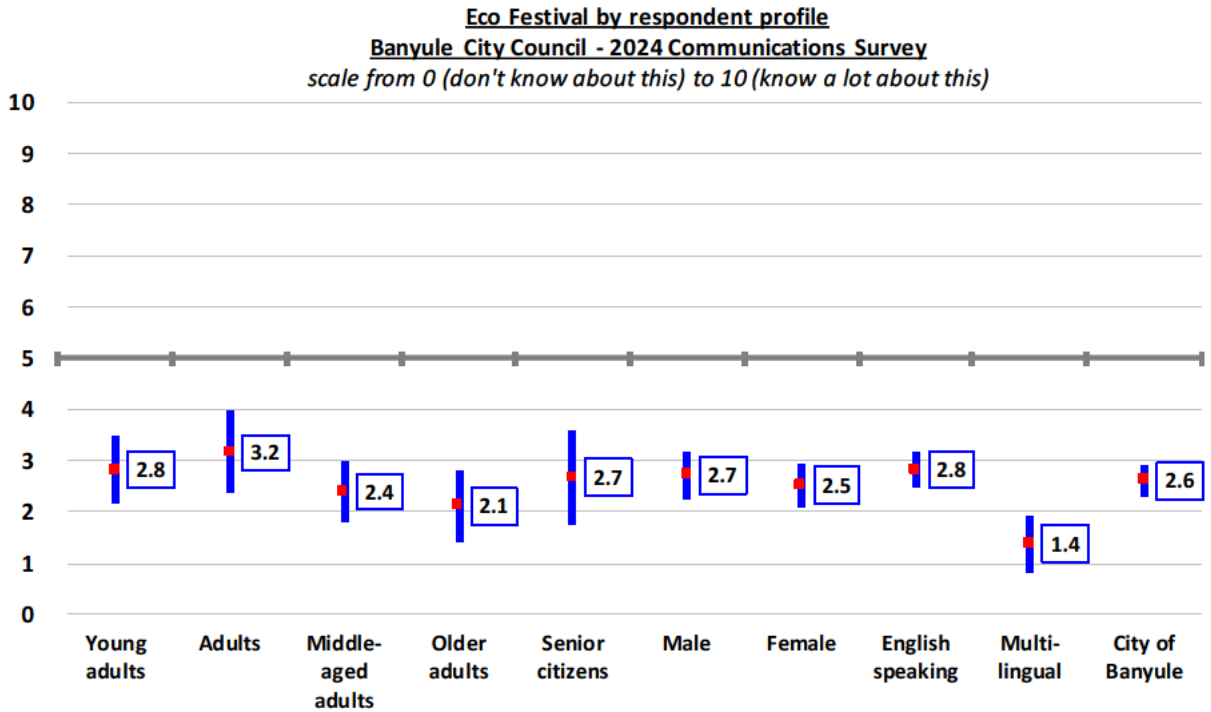


Eco Festival

There was measurable variation in knowledge of the Eco Festival observed across the municipality, with respondents from East precinct measurably (23%) more knowledgeable than the municipal average.



There was notable variation observed by respondent profile, with multilingual respondents measurably (14%) less knowledgeable than English speaking respondents.



Elected Council

Respondents were asked:

"Can you name the current Mayor of Banyule Council and your local Councillor?"

Respondents were asked if they could identify from a list, the current Mayor of Banyule City Council and also if they could name their local Councillor.

Current Mayor

A little more than one-third (36%) of the random sample respondents and 76% of the self-selected online survey respondents were able to select as to the current Banyule City Council Mayor.

A total of 23% of the random sample and 58% of the self-selected online survey respondents correctly identified Cr. Tom Melican.

Metropolis Research advises that in other municipalities in which this question has been asked over more than 20 years, the average proportion of the local community who can correctly identify the current Mayor has averaged approximately 15% to 20%.

This result of 23% of random sample respondents correctly identifying the current Mayor is towards the upper end of results observed by Metropolis Research since first asking the question in metropolitan Melbourne back in 2004.

Name the current Mayor of Banyule City Council
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Cr. Peter Castaldo	22	4%	5	8%
Cr. Alison Champion	9	2%	3	5%
Cr. Peter Dimarelos	10	2%	3	5%
Cr. Mark Di Pasquale	13	3%	5	8%
Cr. Rick Garotti	13	3%	3	5%
Cr. Alida McKern	8	2%	2	3%
Cr. Tom Melican	117	23%	38	58%
Cr. Fiona Mitsinikos	1	0%	1	2%
Cr. Elizabeth Nealy	9	2%	3	5%
Total responses	**202**		**63**	
Respondents identifying at least one response	*181 (36%)*		*50 (76%)*	

Metropolis Research notes that the self-selected online respondents were significantly more likely than the random sample respondent to be able to correctly identify the current Mayor. This result clearly reflects the skew in the sample of online respondents, as they were more engaged with Council than the underlying community, as they were both aware of the survey and sufficiently engaged to take the active steps necessary to participate in the research.

There was some variation in the knowledge of the current Mayor observed across the municipality, with respondents from Mid and East precincts notably more likely than average to be able to correctly identify Cr. Tom Melican as the current Mayor.

Name the current Mayor of Banyule City Council by precinct
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*South*	*West*	*Mid*	*East*
Cr. Peter Castaldo	7%	0%	6%	11%
Cr. Alison Champion	4%	0%	0%	5%
Cr. Peter Dimarelos	2%	0%	5%	5%
Cr. Mark Di Pasquale	1%	0%	1%	9%
Cr. Rick Garotti	4%	0%	2%	5%
Cr. Alida McKern	4%	0%	2%	7%
Cr. Tom Melican	18%	22%	37%	36%
Cr. Fiona Mitsinikos	1%	0%	0%	0%
Cr. Elizabeth Nealy	1%	0%	1%	0%
Total responses	**34**	**13**	**47**	**44**
Respondents identifying at least one response	*29 (35%)*	*13 (22%)*	*45 (53%)*	*33 (60%)*

Response	*North*	*North West*	*North East*	*City of Banyule*
Cr. Peter Castaldo	3%	4%	0%	4%
Cr. Alison Champion	2%	1%	1%	2%
Cr. Peter Dimarelos	2%	0%	1%	2%
Cr. Mark Di Pasquale	2%	4%	3%	3%
Cr. Rick Garotti	0%	5%	1%	3%
Cr. Alida McKern	0%	0%	0%	2%
Cr. Tom Melican	16%	22%	10%	23%
Cr. Fiona Mitsinikos	0%	0%	0%	0%
Cr. Elizabeth Nealy	2%	0%	8%	2%
Total responses	**15**	**29**	**18**	**202**
Respondents identifying at least one response	*15 (24%)*	*29 (35%)*	*18 (23%)*	*181 (36%)*

There was also notable variation in this result observed by respondent profile, as follows:

- ***Age structure*** - middle-aged adults (aged 45 to 59 years) and senior citizens (aged 75 years and over) – respondents were notably more likely than average to be able to correctly identify the mayor.

- ***Gender*** – there was no meaningful variation in this result observed by gender.

- ***Language spoken at home*** – English speaking respondents were measurably more likely than multilingual respondents to be able to correctly identify the current Mayor.

Name the current Mayor of Banyule City Council by respondent profile
Banyule City Council - 2024 Communications Survey
(Number and percent of total respondents)

Response	*Young adults*	*Adults*	*Middle-aged*	*Older adults*	*Senior citizens*
Cr. Peter Castaldo	2%	2%	7%	6%	4%
Cr. Alison Champion	5%	0%	0%	1%	2%
Cr. Peter Dimarelos	3%	3%	0%	1%	4%
Cr. Mark Di Pasquale	2%	5%	1%	3%	2%
Cr. Rick Garotti	3%	2%	3%	2%	4%
Cr. Alida McKern	3%	4%	0%	0%	2%
Cr. Tom Melican	18%	23%	28%	20%	31%
Cr. Fiona Mitsinikos	0%	1%	0%	0%	0%
Cr. Elizabeth Nealy	1%	2%	2%	3%	0%
Total responses	**50**	**40**	**50**	**36**	**25**
Respondents identifying at least one response	*37 (29%)*	*34 (37%)*	*50 (41%)*	*36 (36%)*	*24 (43%)*

Response	*Male*	*Female*	*English speaking*	*Multi-lingual*	*City of Banyule*
Cr. Peter Castaldo	4%	4%	5%	3%	4%
Cr. Alison Champion	2%	2%	2%	0%	2%
Cr. Peter Dimarelos	3%	2%	2%	1%	2%
Cr. Mark Di Pasquale	2%	3%	3%	1%	3%
Cr. Rick Garotti	3%	2%	3%	1%	3%
Cr. Alida McKern	3%	0%	2%	0%	2%
Cr. Tom Melican	24%	23%	26%	10%	23%
Cr. Fiona Mitsinikos	0%	0%	0%	0%	0%
Cr. Elizabeth Nealy	2%	1%	1%	3%	2%
Total responses	**102**	**98**	**179**	**17**	**202**
Respondents identifying at least one response	*89 (38%)*	*91 (35%)*	*161 (40%)*	*17 (19%)*	*181 (36%)*

Local Councilor

A total of 28% of the random sample respondents reported that they could name their local Councillor, as outlined in the following table.

The data related to this question has been redacted on pages 132, 133 and 134 due to flawed survey methodology.
The respondent data only noted their precinct, instead of their ward. A record of the ward was needed to confirm if the response was correct or not.

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Respondent profile

Age structure

The random sample respondents were weighted by age and gender to reflect the 2021 Census profile of the City of Banyule.

Metropolis Research notes that the unweighted underlying sample of respondents was close reflection of the underlying age distribution of the community. This reinforces the strength of the door-to-door, in-person methodology at encouraging participation from across the entire community. The self-selected online survey respondents were heavily skewed towards older residents, with 47% aged 60 years and over (compared to 33% of the unweighted random sample).

Age structure
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Age	*Random (unweighted)*		*Random*	*2020*	*2015*	*Online*	
	Number	*Percent*	*(weighted)*			*Number*	*Percent*
Young adults *(18 - 34 years)*	109	22%	26%	28%	21%	3	6%
Adults *(35 - 44 years)*	130	26%	18%	18%	21%	9	18%
Middle-aged adults *(45 - 59 years)*	95	19%	24%	32%	19%	15	29%
Older adults *(60 - 74 years)*	102	20%	20%	12%	29%	19	37%
Senior citizens *(75 yrs and over)*	65	13%	11%	10%	10%	5	10%
Not stated	2		2	0	5	15	
Total	**503**	**100%**	**503**	**602**	**701**	**66**	**100%**

Gender

The random sample respondents were weighted by age and gender to reflect the 2021 Census profile of the City of Banyule.

Gender
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Gender	*Random (unweighted)*		*Random*	*2020*	*2015*	*Online*	
	Number	*Percent*	*(weighted)*			*Number*	*Percent*
Male	246	49%	47%	49%	50%	15	29%
Female	250	50%	51%	51%	50%	37	71%
Non-binary	5	1%	1%	0%	0%	0	0%
Prefer to self-describe	0	0%	0%	0%	0%	0	0%
Prefer not to say / not stated	2		2	4	3	14	
Total	**503**	**99%**	**503**	**602**	**701**	**66**	**100%**

Language spoken at home

The 2024 random sample respondents included 18% who speak a language other than English at home, which compares to the 2021 *Census* result of 25%. By contrast, the 2020 survey only achieved seven percent multilingual respondents.

Language spoken at home
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Language	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
English	406	82%	93%	44	85%
Hindi	12	2%	n.a.	0	0%
Italian	12	2%	n.a.	0	0%
Mandarin	8	2%	n.a.	0	0%
Chinese, n.f.d	7	1%	n.a.	0	0%
Greek	5	1%	n.a.	0	0%
Sinhalese	4	1%	n.a.	0	0%
Spanish	4	1%	n.a.	0	0%
French	3	1%	n.a.	2	4%
Tamil	3	1%	n.a.	0	0%
Arabic	2	0%	n.a.	0	0%
Cantonese	2	0%	n.a.	2	4%
Danish	2	0%	n.a.	0	0%
German	2	0%	n.a.	0	0%
Malayalam	2	0%	n.a.	0	0%
Maltese	2	0%	n.a.	0	0%
Tagalog (Filipino)	2	0%	n.a.	0	0%
Urdu	2	0%	n.a.	0	0%
Vietnamese	2	0%	n.a.	1	2%
African Languages *(excluding North Africa)*	1	0%	n.a.	0	0%
Afrikaans	1	0%	n.a.	0	0%
Bengali	1	0%	n.a.	0	0%
Gujarati	1	0%	n.a.	0	0%
Indonesian	1	0%	n.a.	1	2%
Korean	1	0%	n.a.	0	0%
Macedonian	1	0%	n.a.	0	0%
Malay	1	0%	n.a.	0	0%
Nepali	1	0%	n.a.	0	0%
Persian	1	0%	n.a.	0	0%
Portugese	1	0%	n.a.	0	0%
Punjabi	1	0%	n.a.	0	0%
Serbian	1	0%	n.a.	0	0%
Thai	1	0%	n.a.	0	0%
Turkish	1	0%	n.a.	0	0%
All other languages	1	0%	n.a.	2	4%
Not stated	5		n.a.	14	
Total	**503**	**100%**	**602**	**66**	**100%**

The majority of random sample respondents who spoke a language other than English and who provided a response to this question reported that English was their preferred language for communication with Council.

Best method of communication with Council
Banyule City Council - 2024 Communications Survey
(Number of responses)

Response	*Number*
English	12
Chinese	4
Mandarin	3
Arab	1
Cantonese	1
Farsi	1
Greek	1
Hindi	1
Punjabi	1
Tagalog newsletter can be good	1
Total	**26**

Best method of communication with Council
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Response	*Number*
English	2
Total	**2**

Household member with disability

A total of 12% of the random sample respondents and 28% of the self-selected online survey respondents reported that their household included at least one member identifying with disability.

The larger proportion for the online survey clearly reflects the older age structure of this skewed sample.

Household member with disability
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Response	*Random*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Yes	59	12%	14	28%
No	431	88%	36	72%
Not stated	13		16	
Total	**503**	**100%**	**66**	**100%**

Current housing situation

The majority of respondents to both the random sample and self-selected online survey reported that they owned their home, with 24% of random sample respondents reporting that they were renting their home.

Current housing situation
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Situation	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Own this home	276	57%	75%	30	59%
Mortgage *(paying-off this home)*	89	18%		15	29%
Renting this home	119	24%	25%	0	0%
Other	3	1%	0%	6	12%
Not stated	16		35	15	
Total	**503**	**100%**	**602**	**66**	**100%**

Period of residence in the City of Banyule

The majority of respondents to both the random sample and self-selected online surveys reported that they had lived in the City of Banyule for 10 years or more, with the age-skewed online survey respondents significantly more likely than the random sample respondents to be long-term residents.

Period of residence
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Period	*Random*		*2020*	*Online*	
	Number	*Percent*		*Number*	*Percent*
Less than one year	34	7%	5%	3	6%
One to less than five years	95	19%	19%	3	6%
Five to less than ten years	96	19%	12%	4	8%
Ten years or more	270	55%	64%	40	80%
Not stated	8		8	16	
Total	**503**	**100%**	**602**	**66**	**100%**

Suburb of residence

The random sample respondents were pre-weighted by suburb population so that each suburb contributed proportionally to the municipal result.

The self-selected online survey respondents included residents from across the municipality, but they were not proportionally distributed across the municipality.

Suburb of residence
Banyule City Council - 2024 Communications Survey
(Number and percent of respondents providing a response)

Suburb	*Random (weighted)*		*Online*	
	Number	*Percent*	*Number*	*Percent*
Greensborough	61	12%	5	10%
Ivanhoe	53	11%	6	12%
Bundoora	43	9%	1	2%
Montmorency	39	8%	2	4%
Heidelberg	30	6%	2	4%
Rosanna	30	6%	4	8%
Heidelberg Heights	29	6%	3	6%
Heidelberg West - Bellfield	29	6%	4	8%
Viewbank	28	6%	3	6%
Macleod	25	5%	3	6%
St Helena - Eltham North	25	5%	4	8%
Watsonia	22	4%	3	6%
Ivanhoe East	17	3%	2	4%
Watsonia North	17	3%	1	2%
Briar Hill	14	3%	4	8%
Eaglemont	14	3%	3	6%
Lower Plenty	14	3%	0	0%
Yallambie	13	3%	0	0%
Not stated	0	0%	16	
Total	**503**	**100%**	**66**	**100%**

General comments

The following table outlines the 43 general comments received from the random sample respondents.

Metropolis Research notes that a range of issues were canvassed by a handful of respondents, with some referring to non-communication or consultation related issues.

General comments
Banyule City Council - 2024 Communications Survey
(Number of responses)

Comment	*Number*
Council needs to be more transparent	2
It's quite good / satisfied	2
They don't communicate / need more communication	2
All done electronically	1

Can you approach people often to listen to what the community wants	1
Council should take community consultation before implementing new rules	1
Currently, I think the Council's communication is efficient for me	1
I have an issue with the drainage area, I have been trying for 6 months and I have contacted the Council, and they are aware of it but still nothing happens	1
I have not received any newsletter or at least I am not aware of it	1
I just wish for more digital engagement and consultation	1
I think the Banner is good	1
I'd like to see more posters of different events in the area	1
It would be helpful if the Council conducted face-to-face communication by coming directly to the community, especially for the elderly	1
Just in terms of developments	1
Make sure the website doesn't show any pop-ups because it's hard to use the voice command	1
More community meetings	1
More digital would be better	1
Not happy with community space. Land space is getting smaller and smaller, parks occupied by machinery for roadworks	1
Not much going on	1
Not really, I just toss them all in the bin	1
Often Council is polite, they happily take your information, but they don't solve the problem. Like I had contacted the Council on a litter matter on secondary college Greensborough, but no one seems too accountable on any of the cleaning there	1
Print process for *Banyule Banner* print is smelly. Can smell it in the house	1
Reading the relevance of the Banner, they should focus on integration, and they have not mentioned U3A (hub)	1
Remove all graffiti, we had a visitor from Canada, and it was embarrassing	1
Roads around here are being closed off without feedback being considered, i.e. the one at the library (Ibbottson St to Watsonia Rd)	1
Rushworth St, Watsonia's temporary traffic island, it's not temporary anymore, the question is when they are going to remove it to replace it with a permanent structure	1
Some areas around here are forgotten about like Diamond Village, it's very dirty	1
The Council should do more digital communication, I feel the physical mail is a waste and not good for the environment	1
The Council should ensure that proper and relevant information is readily available and accessible for the community	1
The Council should listen more to the needs of all community members	1
The Council should prioritise the needs of the people, people's complaints should not be neglected and dismissed, especially if same requests are made several times	1
The Council's communication needs to be more in-person rather than the Council sending letters and magazines	1
They can organise group meetings for awards in the area	1
To me personally, the Council's website would be a hub to use if I were to want to contact the Council	1
Tom Melican is both the Mayor and the councillor	1
Understanding what we want and what we can use	1
Update Dropbox. It's been 3 or 4 years since they updated it and people have moved	1
When I rang them about rates / graffiti, they were very good at listening and then acting	1
When telephoned them, I got pushed online	1
Website should be updated	1
Total	**43**

The following table outlines the 32 general comments received from the 66 online survey respondents. It is noted that many of these responses were quite detailed in nature, and reflected the concerns of these self-selected survey participants.

General comments
Banyule City Council - 2024 Communications Survey (Online)
(Number of responses)

Comment	*Number*
Badly	1
Banyule Banner is always disappointing as most of the interesting information seems to pertain to the southern part of the Council, around Ivanhoe	1
Community consolation is severely lacking, as seen in the recent dogs / cat's community survey. I was only made aware of this via a community initiative to rally people to participate in the survey. If it wasn't for the poster someone put up opposing the suggested changes, I would never have been made aware of the survey. This is simply not good enough	1
Consultations are mis-named	1
Consultations' need to be that and not a session where decisions already made are decimated or forms filled out in a Council venue	1
Council continues to make the same mistakes in communication - inconsistency and a blinkered approach. 1. Inconsistency - you can send me a text regarding dog registration, saying there won't be a paper bill but you can't send a text telling everyone that the *Banyule Banner* is out, and it's on the website. 2. You get ridiculously small responses in 'Shaping Banyule' and are happy in the belief that the responses are an accurate picture of community expectations. The recent debacle regarding dogs / cats is a prime example	1
Council on social media is mostly respectful towards community comments	1
Create a notice board on the webpage that lists goings on by category so at a glance checking can be done rather than labouring through pages of material	1
Feedback to know that any of my input has been recognized and understood, would be appreciated	1
Good job overall. I lived in Darebin before and found their magazine woeful. The Banner is good	1
Good number of face-to-face information and consultation sessions but these can be difficult to access in the evening	1
Have emailed about road safety for children and had a great response from Councillors. Very professional and prompt	1
I contacted Council regarding putting benches and building a path from Leith Park retirement village. Things are happening now (which is very good) but no one ever got back to me on that regard as was supposed to happen	1
I feel Council asked for comments during their community consultation, but they're not actually interested in what the Community got to say. The vegetation tree policies are an example of this where they want to protect trees and vegetation, but they don't enforce any action	1

I have grave concerns about the Council's recent consultation process for changes to dog control regulations where the consultation process appeared to be abused: 1) The questions about whether the community wanted dog control laws in a general sense were too broad / oversimplified to support the (apparently foregone) proposal to severely restrict off-lead dog areas. The questions posed in no way asked respondents whether off-lead dog areas should be severely limited as was then proposed, but the feedback falsely claimed support for a proposal that would never have been supported had it been detailed adequately. 2) Feedback that the existing dog laws were adequate, but most problems were due to lack of enforcement were ignored. Instead, the instance of problem dog behaviours was falsely put forwards as rationale for severe restrictions on dog walking that would never have been supported had those been adequately explained in the consultation. In short, my view is that the consultation was an abuse of process, misrepresented and twisted to force-fit a foregone conclusion the Council was trying to force onto residents. It was a terribly mishandled consultation	1
I like getting the Banner. It seems to cover the important news & is easy to read. I often find out about things to do or local places or services I didn't know about before	1
My local councillor is unavailable. Neither emails nor phone calls were acknowledged or returned	1
Need to communicate with key stake holders affected by things being consulted on e.g. you can email and text to remind me dog registration due or be careful of heat / fireworks however no communication about survey regarding major decisions being made around rules facing dogs and cats. Could easily have sent email or text to let me know however this was not done yet other state holders were given links to survey to share	1
No collaborative	1
Please print local community activities and events in the newsletter. They can be missed on social media even when I follow Banyule Council	1
Shaping Banyule is an excellent avenue for information and commenting	1
Something is wrong - maybe too much not too little communication	1
The *Banyule Banner* tends to only feature Ivanhoe and Ivanhoe library. Would like to see all Banyule Libraries represented, including the mobile bus and hubs. Would also like to see library membership as part of council rates to increase membership	1
The Council continues to until this point gaslight residents who said there were consultation issues, stop!	1
The Council seems to be only open to positive feedback	1
There is no communication	1
Too many social media posts about celebration days. They are fine but I want to know more about what Council is doing with my rates	1
Unless you are Ivanhoe, Heidelberg or Heidelberg Heights your opinion doesn't matter	1
Utilise billboards like real estate agents to let people know what's happening in a specific area	1
Very disappointed in the lack of community consultation regarding dogs using spaces in Banyule. Survey was directed at sporting clubs who would clearly object and not towards dog users or dog clubs such as Diamond Valley Dog Obedience Club which is a wonderful asset to the community	1
Very slow to respond or not clear my comment has been received	1
When the Council does have consultation sessions, they tend to have already made up their mind as to what they want to do	1
Total	**32**

Appendix One: survey form

Banyule City Council
2024 Communications Survey

Hello, my name is _____ from Metropolis Research, and I am here on behalf of Banyule City Council to conduct a survey about how Council communicates with the community.

Council would like to understand what you think of how they communicate with you and how you would prefer to engage with Council.

The survey will take approximately 10 minutes to complete and is completely confidential.

(*If asked)*

All information provided in this survey is strictly confidential, in accordance with the Privacy Act. Names, addresses and phone numbers are not recorded with the survey.

1

On a scale of 0 (not interested at all) to 10 (very interested), how interested are you in knowing about Council works, services, and programs in your local area?

1. Interest	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*

2

On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied are you with the following?

(please circle one number for each)

1. Council communications (how Council informs the community)	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 5, why do you say that?												
2. Council's community consultation and engagement	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 5, why do you say that?												
3. Overall Council performance	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 5, why do you say that?												

3

Which, if any of the following images look like they were developed Banyule City Council?

(please select as many as appropriate)

Image One	**1**	Image Three	**4**
Image Two	**2**	Image Four	**9**

4 **What are all the ways you recall receiving information about Council activities and services in the last 12 months, and what are all the ways you would prefer?**

(please circle as many as appropriate)

	Current	*Preferred*
Council's regular printed magazine the *Banyule Banner*	**1**	**1**
Council's *News From Our Neighbourhood* newsletter	**2**	**2**
Other Council newsletters	**3**	**3**
Information sent with the *Rates Notice*	**4**	**4**
Direct mail / letterbox drop of printed information	**5**	**5**
Council's e-newsletters	**6**	**6**
Council's website	**7**	**7**
Speaking face-to-face with Council staff	**8**	**8**
Direct contact with your local Councillor	**9**	**9**
Information available at the Council Service Centre	**10**	**10**
Information available at the Council library or community centre	**11**	**11**
Telephoning Council	**12**	**12**
Council post on Facebook	**13**	**13**
Council post on Instagram	**14**	**14**
Council post on Twitter / X	**15**	**15**
Council post on LinkedIn	**16**	**16**
Watching / attending Council meetings online	**17**	**17**
Outdoor advertising (signs and / or bus shelters)	**18**	**18**
Emailing Council	**19**	**19**
Word of mouth from family / friends / neighbours	**20**	**20**
Other *(specify):*	**21**	**21**

Banyule Banner

5 **Council sends a printed newsletter the *Banyule Banner* to residents eight times a year. Before today, were you aware of the *Banyule Banner*?**

Yes	**1**	Don't know / can't say	**9**
No	**2**		

6 **Regarding the *Banyule Banner*, would you say that you typically?**

Read all of it in detail	**1**	Don't read it	**4**
Read some of it in detail	**2**	Don't receive it	**5**
Skim read at least part of it	**3**	Don't know / can't say	**9**

7 **What information regarding what Council does in your local area would you like to see in the *Banyule Banner*?**

(please circle as many as appropriate)

Local events and activities	**1**	Building and works projects	**6**
Council services *(what's available, how to access)*	**2**	Local laws, regulations, and rules	**7**
Community consultations	**3**	Stories about local people	**8**
Council spending decisions and priorities	**4**	Other *(specify):* _____	**9**
Council infrastructure projects	**5**		

8 **On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the *Banyule Banner*?**

(please circle one number for each)

1. Ease of reading (understanding it)	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
2. How interesting the content is	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
3. The relevance of the articles	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
4. Frequency of the publication	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 6, how often should it be published?												***Issues per year***
5. Overall satisfaction with publication	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 6, why do you say that?												

9 **How would you prefer to receive the *Banyule Banner*?**

(please circle as many as appropriate)

Printed copies available to collect at shops	**1**
Printed copies available to collect at Council offices, library or community centres	**2**
Printed copy mailed directly to my letterbox	**3**
Electronic copy available from Council website	**4**
Electronic copy emailed directly to me	**5**
Other *(specify):* _____	**9**

News From Our Neighbourhood

10 ***News From Our Neighbourhood* is a ward newsletter that Council sends from your local Councillor four times per year. Before today, were you aware of the publication?**

Yes	**1**	Don't know / can't say	**9**
No	**2**		

11 **Regarding the *News From Your Neighbourhood*, would you say that you typically?**

Read all of it in detail	**1**	Don't read it	**4**
Read some of it in detail	**2**	Don't receive it	**5**
Skim read at least part of it	**3**	Don't know / can't say	**9**

12 **On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the *News From Our Neighbourhood*?**

(please circle one number for each)

1. Ease of reading (understanding it)	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
2. How interesting the content is	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
3. The relevance of the articles	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
4. Frequency of the publication	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 6, how often should it be published?								***Issues per year***				
5. Overall satisfaction with publication	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 6, why do you say that?												

Council e-newsletters

13 **Council regularly publishes e-newsletters on a range of topics. Before today, were you aware that Council publishes any e-newsletters?**

Yes	**1**	Don't know / can't say	**9**
No	**2**		

14 **Would you be interested in receiving a general interest e-newsletter?**

Yes - Weekly	**1**	Yes - One or two issues per year	**5**
Yes - Fortnightly	**2**	No - not interested in receiving	**6**
Yes - Monthly	**3**	Don't know / can't say	**9**
Yes - Quarterly	**4**		

Council website

15 **Have you visited the Council website in the last 12 months?**

Yes	**1**	No *(go to Q.19)*	**2**

16 **Did you find everything you needed from the website, or did you need to contact Council for more information?**

Found everything I needed / wanted	**1**	Don't know / can't say	**9**
Had to contact Council to find more	**2**		

17 **What topics did you need further information about?**

(please circle as many as appropriate)

Local events and activities (What's On)	**1**	Buildings and works projects	**6**
Council services *(specify):* _____	**2**	Council infrastructure projects	**7**
Community consultations	**3**	Local laws, regulations, and rules	**8**
Council spending decisions and priorities	**4**	Other *(specify):* _____	**9**
Roadworks information / disruptions	**5**		

18 **On a scale of 0 (very dissatisfied) to 10 (very satisfied), how satisfied were you with the following aspects of the Council website?**

(please circle one number for each)

1. Finding the information I needed	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
2. Ease of reading (understanding)	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
3. Overall satisfaction with the website	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
If less than 6, why do you say that?												

Council initiatives

19 **On a scale of 0 (don't know about this) to 10 (know a lot about this), how would you rate your knowledge of the following Council initiatives?**

1. Banyule Community Fund	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
2. Banyule ThinkTank / Banyule Futures	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
3. North East Link Advocacy campaign	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
4. 2028 Zero Emissions commitment	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
5. Community Vision	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
6. Food and Garden Waste (FOGO) rollout	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
7. Electrify Everything	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
8. Carols by Candlelight	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
9. Twilight Sounds	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
10. Malahang Festival	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*
11. Eco Festival	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	*99*

Social media

20 **Which of the following social media platforms do you use?**

(please circle as many as appropriate)

Facebook	**1**	TikTok	**6**
Twitter / X	**2**	YouTube	**7**
Instagram	**3**	WhatsApp	**8**
Instagram Threads	**4**	SnapChat	**9**
LinkedIn	**5**	Other *(specify):* _____	**10**

21 **Do you follow Council on any of the following platforms?**

(please circle as many as appropriate)

Facebook	**1**	Instagram	**6**
Twitter / X	**2**	LinkedIn	**7**

22 **What information would you be interested in hearing about on social media from Council?**

(please circle as many as appropriate)

Local events and activities (What's On)	**1**	Roadworks information / disruptions	**5**
Council services *(specify):* _____	**2**	Council infrastructure projects	**6**
Community consultations	**3**	Local laws, regulations, and rules	**7**
Council spending decisions and priorities	**4**	Other *(specify):* _____	**9**

SMS notifications from Council

23 **Would you be happy for Council to SMS you notifications and important reminders about any of the following?**

(please circle as many as appropriate)

Local events and activities (What's On)	**1**	Roadworks information / disruptions in your area	**6**
Council services *(specify):* _____	**2**		
Community consultations	**3**	Council infrastructure projects	**7**
Council spending decisions and priorities	**4**	Local laws, regulations, and rules	**8**
Important reminders *(e.g., rates due notice)*	**5**	Other *(specify):* _____	**9**

Community consultation and feedback

24 **Prior to today, have you ever provided participated in a Council consultation or provided feedback to Council by?**

Yes	**1**	No *(go to Q26)*	**2**

25 **Did you participate and / or provide feedback?**

In-person	**1**	Combination of both	**3**
Online	**2**		

26 **How would you prefer to put your views forward to Council if it was conducting a consultation on a matter of interest to you?**

(please select as many as appropriate)

By attending a community meeting	**1**	Participating in a website forum	**8**
Completing an online survey on Council website	**2**	By writing to Council	**9**
Completing a face-to-face or mail out survey	**3**	Via social media (Facebook, Twitter)	**10**
By speaking directly with someone in person	**4**	Pop Up stall at shopping centre or community events	**11**
By speaking directly with someone on the phone	**5**		
By Council staff going to your community group	**6**	Writing to / calling a Councillor	**12**
As part of a focus group	**7**	Other (specify): _____	**13**

27 **Are there any barriers to you participating in consultation activities with Council?**

Barrier One:	
Barrier Two:	

28 **Do you have any other comments regarding how Council communicates or engages with you?**

Elected Council

29 **Can you name the current Mayor of Banyule Council and your local Councilor?**

(please circle one number for each)

	Current Mayor	***Local Councilor***
Cr. Peter Castaldo	1	**1**
Cr. Alison Champion	2	**2**
Cr. Peter Dimarelos	3	**3**
Cr. Mark Di Pasquale	4	**4**
Cr. Rick Garotti	5	**5**
Cr. Alida McKern	6	**6**
Cr. Tom Melican	7	**7**
Cr. Fiona Mitsinikos	8	**8**
Cr. Elizabeth Nealy	9	**9**

Respondent profile

30 **Please indicate which of the following age group best describes you?**

18 to 24 Years	**1**	60 to 74 years	**5**
25 to 34 Years	**2**	75 years and over	**6**
35 to 44 Years	**3**	Prefer not to say	**9**
45 to 59 Years	**4**		

31 **With which gender do you identify?**

Male	**1**	Prefer to self-identify:	**4**
Female	**2**	_____	
Non-binary	**3**	Prefer not to say	**9**

32 **Do any members of this household have a permanent or long-term disability or illness?**

Yes	**1**	No	**2**

33 **Do any members of this household speak a language other than English at home?**

English only	**1**	Other *(specify):* _____	**2**

If Other, how can Council best communicate if not in English?

34 **Which of the following best describes the current housing situation of this household?**

Own this home	**1**	Renting this home	**3**
Mortgage (paying-off this home)	**2**	Other *(specify):* _____	**4**

35 **How long have you lived in the City of Banyule?**

Less than 1 year	**1**	5 to less than 10 years	**3**
1 to less than 5 years	**2**	10 years or more	**4**

Thank you for your time
Your feedback is most appreciated
Council will publish the full results of this survey on its website, following detailed analysis and discussion with Councillors and senior officers.