

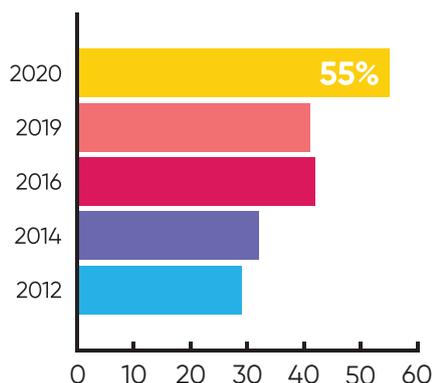
Summary Report



City of Newcastle (CN) carries out a community survey on a quarterly basis to better understand key issues, community needs and priorities about the services and facilities provided by the City. The Summer 2020 survey focused on the values and vision in our Community Strategic Plan (CSP), environmental priorities and performance, Smart City initiatives and communications. The survey also sought to obtain data to inform corporate reporting requirements.

The online survey was open from 1 to 18 December 2020 and **552 people took part**. To learn more, [download the full survey report](#).

Satisfaction with CN



55% were satisfied or very satisfied with CN's performance overall, an improvement since March 2019 (41%).

56% were satisfied with the standard of service CN provides to the community.

Planning for our future

Vision for Newcastle

51% said the vision contained in the CSP – In 2030, Newcastle will be a smart, liveable and sustainable global city – reflects their hopes for Newcastle's future extremely or very well.



Community values

To help inform future planning, respondents were asked to rate the importance of, and CN performance on, each of the ten values that underpin our CSP.

The most important values were:

- 1. Leadership – 88%**
rated as extremely or very important
- 2. Engaged citizens – 86%**
- 3. Active lifestyle and Environmental sustainability – 85%**

The values where CN performs most strongly:

- 1. Active lifestyle – 47%** rated as performing extremely or very well
- 2. Innovation – 38%**
- 3. Resilience and Diversity – 34%**

Perceptions of Newcastle

Most respondents agreed that Newcastle is:

78% Liveable **66%** Safe **53%** Welcoming/connected

Agreement that Newcastle is **Vibrant and Active** was lower in comparison (42%)



Environment

Importance of environmental issues

Top three issues most important to the community:

1. Protecting natural areas
2. Minimising waste
3. Expanding urban and street scale greening



Environmental priorities for CN

Top three issues for CN to focus on:

1. Habitat protection and enhancement
2. Waste avoidance, reduction and recycling facilities or projects
3. Urban tree planting



CN performance on environment

43% were satisfied with CN's performance on the environment. Perceived over-development was the main reason provided by the 21% of respondents who were dissatisfied.

Waste initiatives

The top three waste initiatives for CN consideration were:

1. Creating demand for recycled products
2. Partnering with universities
3. Generating green energy

Economic and social support initiatives

Following on from the [Winter 2020 Quarterly Community Survey](#) that focussed on CN's response to the COVID-19 pandemic, questions were included in the current survey about awareness of the City Taskforce and the Lean In Newy app, which were introduced in response to the pandemic. **Awareness of both has increased.**



39% of respondents aware of the City Taskforce

34% aware of the Lean In Newy app

Intended usage of the Lean In Newy app also improved, up from 21% in June 2020 to 32% in December 2020.

Smart City initiatives

Awareness



55%

Just over one-in-two respondents were aware of CN's Smart City Strategy.

Characteristics

Top three words people use to describe Smart City:

1. Technology
2. Green
3. Clean



Campaign

29%

had recently seen the Smart City campaign. Facebook was the channel most people saw it on and the main messages the campaign conveyed related to CN's Smart City initiatives being innovative and progressive.

Communications and facilities



Website

81% reported accessing CN's website and the majority were able to find what they were looking for.



Satisfaction with digital communications

53% were satisfied with CN's digital communication methods, with only one-in-ten (11%) dissatisfied.

Facility operation awareness

Most respondents correctly attributed CN as operating:

83%  Blackbutt Reserve



82%  Civic Theatre

78%  Newcastle Art Gallery

80%  Newcastle Museum

63%  Fort Scratchley

How the findings will be used

The findings from this survey have been shared with the relevant CN project teams for consideration in developing future plans, projects and activities including:

- The next Community Strategy Plan, which will outline the vision for Newcastle's future and actions to get us there. CN will seek further community input on the next CSP in early 2021
- Development of the Sustainable Newcastle Strategy, which will be open for community comment in 2021
- Optimising our website, digital communications and campaign activities to help ensure the best return on investment
- Corporate reporting.

To view more detailed findings, [download the full survey report](#).

Thank you to everyone who took part in the survey – your feedback and opinions will help shape the future of our city.