

STAFF REPORT

TO: Chair and Members, Communications Subcommittee
FROM: Murray Staite
REFERENCE: C797
DATE: 30 September 2009
SUBJECT: National Research Bureau Ltd Annual Survey

PURPOSE

To inform and discuss with Subcommittee members the results of the 2009 National Research Bureau Ltd (NRB) Survey.

BACKGROUND

NRB undertakes an annual survey on behalf of Council with the intention of obtaining the public perception of Council services and facilities. Part 5 of the survey relates specifically to information and is particularly relevant to this subcommittee.

DISCUSSION

I have included with this report the relevant pages of the survey to assist with today's discussion. While in total, six questions were asked in regard to Council information, it is pleasing to see that Newsline The Mag is mentioned by 55% of residents as their main source of Council information. This is up from 52% in 2008. With the new Webmaster appointment, future surveys will also start to see an increased awareness of Council's website. As an interesting comparison, 81% of residents feel that there is more than enough, or enough, information supplied, compared to the 2008 year of 81% and the national average of 64%.

RECOMMENDATION

That the National Research Bureau Ltd Annual Survey report dated 30 September 2009 be received.

Murray Staite
Corporate Services Manager