
FEEDBACK FROM THE EXTERNAL ONLINE SURVEY

The external online survey ran from 20 May - 29 June 22. An email mailing list was collated and invited over 250 stakeholders to participate and to forward the survey on to interested others. It was also promoted prominently on the website and through social media (Facebook, Twitter, Instagram and LinkedIn). This included targeted Facebook advertising. At the National Capital Exhibition (NCE), there were signs with a QR code for people to click through to access the survey.

In all, there were 241 responses to the survey. The strong efforts to encourage a national response were successful, with the proportion of ACT respondents at 41% and representation across all states and territories. (Detailed demographics – and other detailed survey data can be found at **Attachment 1**).

Around 17% of respondents was a member of a Canberra-based interest group with several others connected to a sporting group. A large number of respondents indicated that they were retired, which reflects the 42% who were 65 or older. Another 24% were in the 55-64 age bracket.

The survey asked about:

- Previous interaction with NCA and the nature of this
- Preferred way to find out about consultation opportunities
- Preferred way to provide feedback to NCA
- Any other ideas re future NCA engagement
- Basic respondent demographics

The majority of respondents (61%) had previously interacted with the NCA. Most common was through social media (29%) followed by accessing the website (24%) and attending an event (24%). Almost one in five had visited the National Capital Exhibition.

In describing the best way to find out about consultation opportunities, email notification was mentioned most frequently (35%), closely followed by social media (34%) and then by NCA's website (18%). Examples of other desirable channels included TV advertisements, through sporting clubs/stakeholder membership groups and radio.

In terms of preferences for providing feedback to NCA, online survey channels (40%) and email (30%) dominated responses. Written submissions were preferred by just 8% with 10% opting for a Facebook post.

Approximately a quarter of respondents made suggestions or comments.

The key themes amongst the suggestions made were:

- having opportunities to provide input to decisions and giving examples of ways this could be done e.g. working groups, meeting with specific groups
- more proactive information provision by NCA, including industry meetings, digital updates, information sessions, presentations to Community Councils, news reports
- longer consultation timeframes, earlier in the decision-making process

- better clarity about the purpose of the specific engagement e.g. information sharing or an opportunity to input to decision-making

Individual comments highlighted lack of awareness of the NCA, especially outside of Canberra, and the value of social media as an engagement channel:

“First time I have heard about you unfortunately. I watched your video and like what you are doing. It’s very important work. I love Canberra and hope that you can continue to contribute to making Canberra the nations’ pride and joy and the best place for us to visit. In current conditions it is best to engage via social media.”

“The NCA is relatively unknown. Needs more work to advise the public of the body and what they do and stand for. In 2022/23, best way to do that is via social media”

“Do an ABC TV program about the history, design and future planning of Canberra. I have only visited Canberra once, on a cycling tour 45 years ago. I’m surprised to see no mention of designing a sustainable city - a cycling city with clean air, phasing out the wood heaters making the air toxic over colder months”

“It would be great to have some information sessions or events to be part of to understand the NCA’s role and to find as locals how we can support NCA”

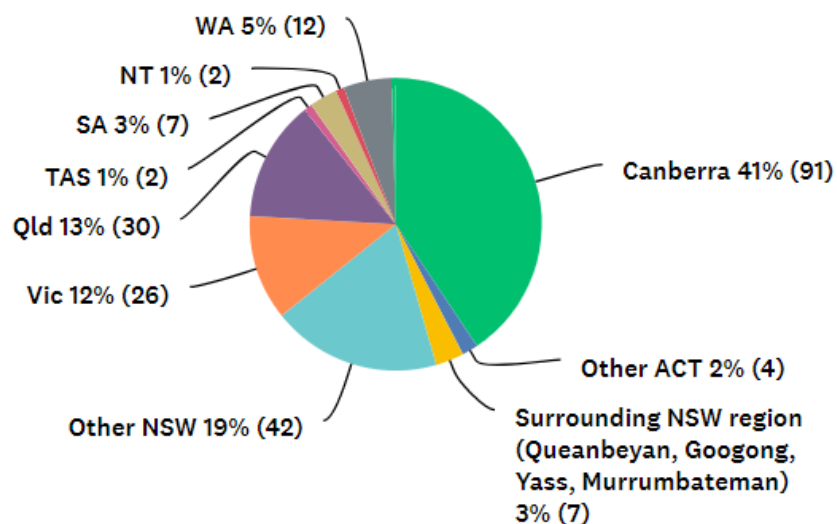
ATTACHMENT 1 - EXTERNAL SURVEY DATA

Respondent #'s and demographics

Table 1: Where do you live?

Characteristic	#	%
Total responses	241	
Responses to "Where do you live?"	224	
Canberra	91	40.63 %
Other ACT	4	1.79 %
Surrounding NSW region (Queanbeyan, Googong, Yass, Murrumbateman)	7	3.13%
Other NSW	42	18.75 %
Victoria	26	11.61%
Qld	30	13.39%
Tasmania	2	0.89%
SA	7	3.13%
NT	2	0.89%
WA	12	5.36%
Overseas	1	0.45%

There was Australia-wide representation.

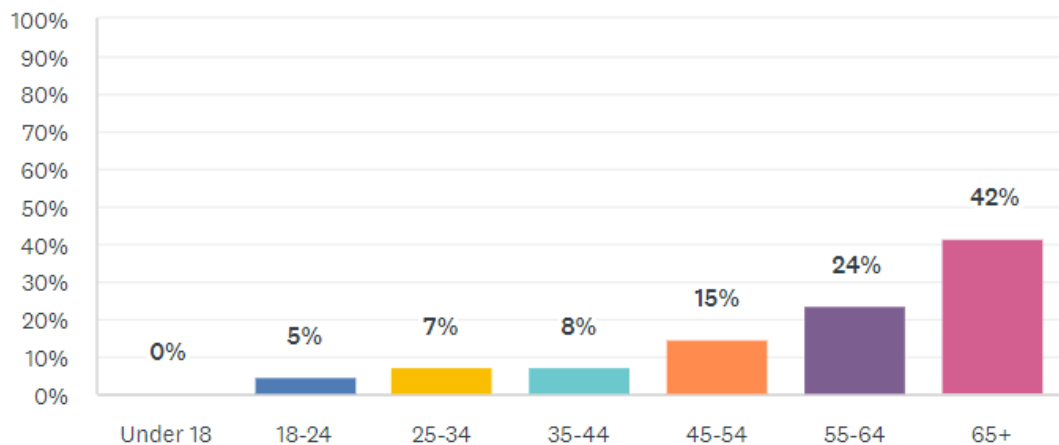


Age Group:

Table 2: Age profile

AGE GROUP	#	%
Under 18	1	0.45%
18-24	11	4.91%
25-34	16	7.14%
35-44	17	7.59%
45-54	33	14.73%
55-64	53	23.66%
65+	93	41.52%
TOTAL	224	100%

There is a reasonable age spread across respondents, but with a strong bias (two-thirds of sample >55) towards the older age groups. Almost 42% are aged 65+ (notionally retired), with a further 24% aged 55-64.



Membership/Occupational group:

Table 3: Membership/Occupation

MEMBERSHIP/OCCUPATION	#	%
Member of a Canberra-based interest group (eg environment, heritage, wildlife)	31	16.49%
Architect/Town planner/Urban design professional/Landscaper	15	7.98%
Education professional	15	7.98%
Tourism professional	10	5.32%
Commercial business	17	9.04%
Government organisation	18	9.57%
Other	82	42.63%
TOTAL	90	100%

Most of the "other" responses noted were retired, a citizen, an Australian or a former resident of the ACT.

Previous NCA interaction

In frequency order, reported interactions were as follows:

Table 4: Previous NCA interaction

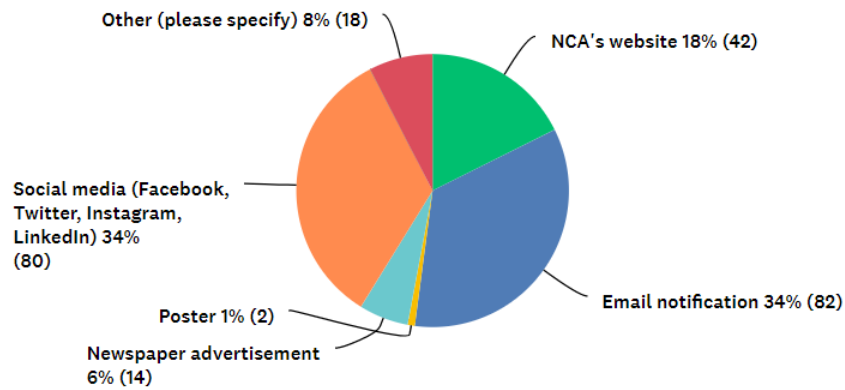
Previous NCA interaction	#	%
I saw a post by the NCA on social media (Facebook, Twitter, Instagram, LinkedIn)	69	29%
I read information on the NCA website	58	24%
I attended an event held in the National Triangle/Commonwealth Park	57	24%
I visited the National Capital Exhibition	44	18%
I made a written submission in response to a consultation request	31	13%
Someone from the NCA spoke at a meeting I attended	28	12%
I heard about the NCA's work on the radio	25	10%
I responded to an email invitation for comments	21	9%
Other	21	9%
I sent an unprompted submission/email	17	7%
None of the above	94	39%
TOTAL	240	100%

Examples of other interactions included submitting event applications, Canberra Tourism forum, general tourism to Canberra and via the boat squadron.

Finding out about consultations

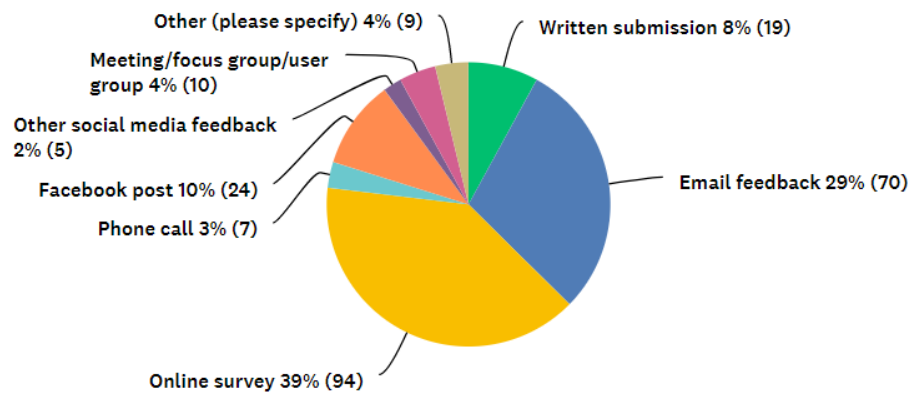
What is the best way for you to find out about consultation opportunities ?

Answered: 238 Skipped: 3



How would you prefer to provide feedback to the NCA?

Answered: 238 Skipped: 3



Other Ideas

Theme	Examples
Opportunity to input to decisions	<ul style="list-style-type: none"> ▪ “Consultation before decisions made versus feedback on decisions” ▪ “Actually listening to and taking account of community views, instead of treating it as a box-ticking exercise in the process of doing what you want anyway” ▪ “Target people that are not from Canberra too” ▪ “Set up some working groups would be fantastic. we can white board stimulating ideas from community groups. put us down for your 'small business groups' Looking forward to engaging.” ▪ “formal & informal participatory processes; clear appeals processes to independent body; review of NCA operations, board member appointments and relevant skills” ▪ “For important issues my preference is to have opportunities for deep learning - about the issue and the range of views on it - provided either to me or to representatives of me in a deliberative process.” ▪ “Meet with specific groups that are involved in activities on NCA land eg Lake Users Group” ▪ “Most of all, the NCA's public consultation processes need to include considerably greater interaction with genuine listening to, and genuine negotiation with those affected by its decisions. ▪ “NCA needs a three-pronged approach- public meetings, email responses and surveys” ▪ “Online suggestions or recommendations for new or improved services”
Proactive information provision	<ul style="list-style-type: none"> ▪ “Be more online and engaging” ▪ “Circulation of information to interested organizations is essential as a constant monitor of the web site is not always possible.” ▪ ‘It would be great to have some information sessions or events to be part of to understand the NCA`s role and to find as locals how we can support NCA” ▪ “More regular industry meetings to discuss emergent issues and policy changes” ▪ “Providing good digital updates that can be shared easily with the wider staff base at our work” ▪ “Clear runway of consultation required for certain projects which align with the overall

	<p>master plan for the NCA, with regular communication (annual) on the master plan and what has been accomplished, and what is being worked towards over next 1, 5 and 10 years.”</p> <ul style="list-style-type: none"> ▪ The NCA should make more use of the Community Councils in each district across the ACT. They are funded by the ACT Government to facilitate community consultation and have good sized lists of community members interested in planning and initiatives within our city and its districts. They have meetings each month and presentations from different government departments with Q&A, which the NCA could hook into. ▪ “Regular social media posts and ABC radio segments”
<p>Longer consultation timeframes</p>	<ul style="list-style-type: none"> ▪ “My observation is there seems to be a very short lead between opening and closing of consultation” ▪ “Timely advice is appreciated” ▪ “Make information available about projects very early on” ▪ “An early heads up would be appreciated before NCA forms and locks in its opinion. The mechanism is irrelevant, it's the timing that is important”
<p>Clarity about purpose</p>	<ul style="list-style-type: none"> ▪ “Need to be very clear about whether the engagement is about genuine consultation, or about sharing information about decisions that have already been made.” ▪ “The NCA's role is the management and development of Australian public national place resources. It is pointless making overtures regarding public engagement and seeking feedback on the above, if the work or development proposed is flawed in the first place or is self-serving a small elite group in our society. Attending to, and acting on, community feedback is the first condition. From a highly respected planning and development body in the NCDP, the NCA in recent years has become a poor shadow of the organisation that previously served the National Capital with balanced elegant planning carried out with objective integrity.”