



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2022-2023

Mr James Milligan MLA (Chair), Mr Andrew Braddock MLA (Deputy Chair),
Dr Marisa Paterson MLA

**ANSWER TO QUESTION TAKEN ON NOTICE
DURING PUBLIC HEARINGS**

Asked by Mr Peter Cain MLA on 30 August 2022: Mr Malcolm Snow took on notice the following question(s):

Ref: Hansard Transcript 30 August 2022 Page 95-96

In relation to: Results from Survey of Levy Payers

MR CAIN: Thank you, Chair.

Chief Minister, regarding the city centre marketing and improvement levy, have you done a survey of levy payers on their satisfaction with its administration and how it is expended?

Mr Barr: I understand there is a survey process. I believe it is—is it annual—

Mr Snow: Yes, it is.

Mr Barr: In doing a review, annual—

Mr Snow: Yes, it is.

Thank you, Mr Cain.

Yes, that is correct. As I said in an answer to an earlier question, it is very important we understand how, particularly levy payers, are thinking about the way as they like to say, their money is being spent. And they remind us of that regularly in our engagement with them.

Part of that involves asking the question about whether or not the focus of our expenditure priorities is correct. But also what are their other ideas in relation to sort of priorities that they would like to see reflected in either the events or activations or the marketing that we do.

But overall, what those surveys, the most recent one, indicates is a reasonable level of satisfaction. Unfortunately the latest survey had quite a lot of statistical base to it. And we were disappointed with that. We would like to see more engagement through those annual surveys.

The difficulty is that we cannot go out and directly ask people for their email addresses. We actually have to invite people to provide that information to us under the privacy act. And we are steadily building a database of participants in future surveys. And if we can build that statistical base, we will have much more confidence that the kind of feedback we are getting is accurate and relevant.

MR CAIN: And is this survey and its results available to the public through your website?

Mr Snow: Not currently.

MR CAIN: Is that something—would you be able to provide that to this committee?

Mr Snow: Certainly.

Mr Andrew Barr MLA: The answer to the Member’s question is as follows: –

In February 2022, the City Renewal Authority (the Authority) engaged an independent researcher, Pollinate to deliver a research project to understand City Centre Marketing and Improvements Levy (CCMIL) payer satisfaction with CCMIL management and assist with priority setting for CCMIL expenditure in 2022/23.

In April/May 2022 a survey was posted to 650 payers via ACT Revenue and promoted via the CCMIL Advisory Group for sharing, LinkedIn, Facebook, an eNewsletter and the City Place Manager emailing property owners.

Only 16 payers responded to the CCMIL five-minute survey however it was opened by 200 people. Pollinate advised that this is not a representative sample.

The draft findings were shared with the CCMIL Advisory Group (13 members) which acknowledged the challenges of acquiring feedback and advised that the findings cannot be considered relevant due to the poor response rate. The CCMIL Advisory Group has agreed to continue to support the Authority to get a better understanding of CCMIL payer feedback and continue to advise on priority setting for initiatives.

The draft feedback report is provided at Attachment A however it is not a public document.

To close off the survey with CCMIL payers, the Authority invited CCMIL payers to three online workshops. Two workshops were conducted in August (one was cancelled due to low numbers) where the high-level findings were shared and additional feedback was invited. A summary of the additional feedback that was received in the workshops is provided at Attachment B.

A one-page summary of feedback from the survey and the workshops is being prepared by Pollinate and will be shared with payers in the CCMIL annual snapshot in October 2022 (published at the same time as the Authority Annual report).

Approved for circulation to the Select Committee on Estimates 2022-2023

Signature: 

Date: **7.9.22**

By the Chief Minister, Andrew Barr MLA