



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY
Ms Leanne Castley MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Mr Johnathan Davis MLA

Inquiry into Annual and Financial Reports 2020-2021 **ANSWER TO QUESTION TAKEN ON NOTICE** **3 March 2022**

Asked by Peter Cain MLA on 3 March 2022: Margaret McKinnon, Chief Operating Officer, Access Canberra took on notice the following question(s):

[Ref: Hansard Uncorrected Proof Transcript 3 March 2022, Pages 58-59]

MR CAIN: Chair, I have a supplementary, I mean, the surveys were mentioned, a post-service exit survey, look I notice on page 141, volume two of the CEMTEDD report, the KPI relating to percentage of customers satisfied with Access Canberra and note the response from independent survey of the Canberra community. Is every person who attends, contacts or engages with Access Canberra given the opportunity just to respond to this survey?

Ms Cheyne: Thank you, Mr Cain. I will hand to Ms McKinnon, who is the Chief Operating Officer, who can provide you with the level of detail you are after.

Ms McKinnon: Margaret McKinnon, Chief Operating Officer, Access Canberra, and I acknowledge, and I have read and understood the privilege statement. The survey—the account—the performance indicators are derived from a survey of around 600 people. And some of them are randomly selected to represent the, sort of, profile of the ACT demographic.

And some are, it is an unfortunate term, harvested when they are outside a service centre or a shopping centre, so we know what their perception is. The other thing we do have is, and Mr Pryce referred to the pedestals, they are an immediate point of time as you walk out of a service centre, how happy were you and your trust stream?

Unfortunately, we ceased them during COVID because we restricted all touch screens and we are looking at reopening them. So that is a source of data that is immediate and reflects anybody who visits a service centre, has the opportunity. The 600 is more statistically sampled to be a valid sample. And in terms of, I think, Mr Cain, we could actually give you—some of the harder metrics are about the number of services done, the average time of service per staffing cohort at the particular centres. And we can break that down and give that to you.

MR CAIN: Thank you.

Ms McKinnon: But the survey that we done, the feedback—the qualitative survey, our service centres do receive the highest overall satisfaction of the service channels, so contact centre and online, and respondents are sighting the thing that they think would improve. What makes them give a rating of satisfies or very satisfied is how polite the staff are.

The fairness of staff dealing with them as the highest rated drivers of satisfaction and also, obviously the wait times and the more knowledgeable staff, are things that are deciders in proving their satisfaction. So we do work on them, for example, with the QR code.

MR CAIN: So noting you—you are saying the annual independent survey is of 600 people.

Ms McKinnon: Yes.

MR CAIN: How many customers in that period would there be approximately, at least?

Ms McKinnon: I am not sure whether—I am sorry, I could take that on notice. I am not sure whether we pre-qualify, because it is also—it is business and all through the three channels, so we ask which channel you access Access Canberra through, whether it is a digital contact or service centre, so I would suggest that a high proportion of them would have interacted with Access Canberra over the three month period that we are surveying them in.

MR CAIN: So you do not know what percentage would actually be those who present themselves in person?

Ms McKinnon: No, I would have to check on the question, the methodology, I can take that on notice.

THE CHAIR: Thank you.

Ms Cheyne: So Mr Cain, so 500 are selected using random ACT telephone number sampling and I am not sure that it then knocks people out, whether they have or have not engaged with Access Canberra at that time of being sampled. So we will check that level of detail for you, Mr Cain, and come back to you on notice.

MR CAIN: Sorry, minister, did you say 500? I thought 600.

Ms Cheyne: I did. 500 by telephone, Mr Cain, and there is 100 people who are passers-by, as Ms McKinnon outlined to you before.

THE CHAIR: Great, thank you. Look, we will move on. Mr Cain, we have got a couple of questions there taken on notice. So we will move to Mr Davis, it is your substantive question, you are not on the screen, there he is.

MINISTER CHEYNE: The answer to the Member's question is as follows:—

The Access Canberra Customer Satisfaction research survey is undertaken by an independent research company who, in 2021, completed a total of 600 resident interviews. The sample was weighted by age and gender to reflect the 2016 ABS Census data for the ACT.

For the 2021 survey, 51% of respondents had visited a Service Centre in the past 12 months. This is a decrease from the previous year due to the Service Centres being closed for some of this period.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature: 

Date: 11/3/22

By the Minister for Business and Better Regulation, Tara Cheyne MLA