

**Minutes of the Asset and Sustainability Committee  
held on Tuesday, 5 October 2021 at 6.30 pm  
Committee Room 1, Council Administration Centre  
245 Sturt Road, Sturt**

**PRESENT**

Councillor Matthew Shilling  
Councillor Ian Crossland

Councillor Nathan Prior  
Councillor Bruce Hull

**In Attendance**

General Manager City Services - Tony Lines  
Acting Manager Community Connections - Jaimie Thwaites  
Community Engagement Coordinator - Patrice Pearson  
Manager Customer Experience - Megan Bradman  
Becky Hirst (Consultant – Becky Hirst Consulting)  
Unit Manager Libraries - Damian Garcia  
Senior Project Manager - Matt Ielasi  
Nathan Leverington (Ennovative)  
Governance Officer - Angela Porter

**1 Open Meeting**

The Chair opened the meeting at 6.33pm

**2 Kaurna Acknowledgement**

We acknowledge the Kaurna people, the traditional custodians of this land and pay our respects to their elders past and present.

**3 Elected Member Declaration of Interest (if any)**

The Chair asked if any member wished to disclose an interest in relation to any item being considered at the meeting. Nil interests were disclosed.

**4 Confirmation of Minutes****4.1 Confirmation of Minutes of the Asset and Sustainability Committee Meeting held on 7 September 2021**

**Report Reference**                      ASC211005R4.1

**Moved Councillor Ian Crossland**

**Seconded Councillor Bruce Hull**

That the minutes of the Asset and Sustainability Committee Meeting held on 7 September 2021 be taken as read and confirmed.

**Carried Unanimously**

## 5 Business Arising

### 5.1 Business Arising Statement - Action Items

Report Reference SASC211005R5.1

**Moved Councillor Ian Crossland**

**Seconded Councillor Nathan Prior**

That the Asset and Sustainability Committee:

1. Notes the business arising statement, meeting schedule and upcoming items.

**Carried Unanimously**

## 6 Confidential Items - Nil

## 7 Reports for Discussion - Nil

## 8 Workshop / Presentation Items

### 8.1 City of Marion Community and Engagement

Report Reference SASC211005R8.1

The Committee discussed the following:

Census data and other key statistics

- 41,876 residents are employed, of those 21,656 work within the City of Marion
- 14,376 residents participate in some form of volunteering
- Socio-economic advantage/disadvantage data indicates the top 3 suburbs are Marino, Sheidow Park and Hallett Cove, the bottom 3 suburbs are Oaklands Park, Mitchell Park, Tonsley
- Community Profile stats (id community) are publicly available for a number of categories on the City of Marion website.
- The YEC report indicated what was important to young people at local level and state level pre Covid-19. As a result of the pandemic young people are concerned with employment and unemployment, housing and homelessness, and mental health.
- Australian Early Development Census (2018) indicates time, effort and resources in early development sets children up for success during schooling and beyond.
- Men are counted in the domestic and family violence statistics, however, not specifically mentioned. Statistics indicate 16 men within the City of Marion sought help in 2019/20.
- There has been an increase of homelessness within the City of Marion from 206 to 243. The community development team meet bi-monthly with Marion Community Forum for networking with support agencies such as Headspace, Baptist Care, the Salvation Army and many others to discuss resources, growth and gaps.
- There are 3 main causes of food insecurity in SA – rent/mortgage payments, unexpected bills /large expenses and low income/pension. Statistics indicate two new food insecure groups are emerging from the pandemic – casual workforce and international students.

The Committee acknowledged that data is currently limited for the LGBITQA+ community. The 2021 census data will be available in 2022.

The Committee discussed how the City of Marion can utilise this information going forward. The Community Connections portfolio currently use the information for example to implement sports and neighbourhood centre programs, to influence tree planting and utilisation of open space and literacy programs (including digital literacy) through the libraries.

**Action: Census religion data for the City of Marion to be emailed to Members following the meeting**

Community engagement

- Data extracted from the customer service area on preferred channels of interaction indicated a high percentage of phone calls with the front counter and emails remaining reasonably static. Contact through the online channel is expected to increase significantly with the go-live of the new Customer Relationship Management (CRM) system on 29 November 2021.
- Methods of engagement include the Customer Satisfaction Survey, Positive Ageing and Inclusion Annual Satisfaction Survey, traffic and parking surveys, program evaluation in libraries and community centres and Making Marion project consultations.
- Community satisfaction has dropped 4% which could be linked to COVID, however, there was a significant increase in the number of respondents to the Customer Satisfaction Survey from 651 in 2019 to 1944 in 2021. The full report will be made available to members shortly via the Extranet.
- The Committee provided feedback on previous community engagements and possible improvements. The existing engagement framework is being reviewed with a view to increasing satisfaction with community engagement.

Marion 100 campaign

- The Marion 100 campaign will provide an opportunity for better decision making as it allows for engagement with a more random sample (including the silent majority) of the community.
- Public campaigns led by minority groups can then be tested against the Marion 100 representation.
- 66 people have already expressed an interest in participating in the Marion 100 summit on 20 November 2021, with diverse representations including age, English as a second language, etc.
- The selection process will be completed by an independent consultant. If there are more than 100 applicants, details will be kept on file for future engagements.
- The Committee discussed the option of incentives for participants.
- Case studies on various projects including the Annual Business Plan and Annual Budget, Climate Change Policy, Marion Cultural Centre Plaza and the Asset Management Suite indicated there was a low response from the community on some projects.
- Opportunities to improve decision making and increase engagement include: taking the community along for the ride right from the beginning, seeking feedback on concept designs and implementing these changes into final designs (noting this can be resource heavy), engaging with the right people and supporting them through the projects, investing in early engagement and deeper dialogue for community to weigh up pros and cons.
- Further considerations include:
  - o who is the target audience for each project – whole community/macro concern?
  - o opportunities to think creatively about how we engage with the community – signage on affected roads, etc.
  - o ask 'How did you find this survey?' – why are they a stakeholder?

**Action: Invites will be sent to Elected Members to attend Marion 100 session in November.**

**Moved Councillor Ian Crossland**

**Seconded Councillor Bruce Hull**

That the Asset and Sustainability Committee:

1. Notes the presentation.
2. Participates in the Community Engagement workshop.

**Carried Unanimously**

## **8.2 CRM Project Update**

**Report Reference** SASC211005R8.2

The Committee discussed the following:

- Salesforce has been chosen as the new Customer Relationship Management software and is on track for go live on 29 November 2021 with the exception of the hard waste module which is subject to a separate implementation in Q1 2022.
- A soft launch to the community is planned for November-December with heavier promotion in the new year.
- The City of Marion has partnered with Ennovative for the implementation.
- Key features for the community include:
  - o ability to lodge requests 24/7 via CoM website – website presents like an app when viewing on mobile
  - o option to add attachments to the request including photographs
  - o map view to identify location and see other requests – requests will be linked to customer and property record
  - o automated notifications as request progresses
  - o history of customer interactions with Council
- Key benefits for the customer include:
  - o decreased turnaround times, improved resolution times and increased first contact resolution
  - o increased visibility of requests – ability to track requests online or contact the Customer Service Centre with the request number
  - o more personalised service, increased satisfaction and increase in customers using the portal
- Information provided to customer includes date lodged, address or location, closure reason. Reduced information provided for go live as further change management and training for staff will be required. Options to include SLAs and free text will be investigated.
- No customer event data to be migrated from current system due to additional costs. Open events will be managed through the current system which is licensed until EOFY (until the events have been closed).
- Elected Members will have their own portal for raising requests.
- Rate payers, residents and non-residents can also log in to the myMarion portal as a guest to make some requests however residents and ratepayers will be encouraged to register for greater functionality.
- Ratepayers can connect their portal account to their Name and Address Record (NAR) using a secure ID sent out with the rates notices.

- Rates portal includes latest rates notices, payment history, self-service finance, historic rates notices (5 years), ability to request extensions and payment plans with automated rules for approving, set up and full control of direct debits.
- The Committee agreed that registering for online services should not automatically stop ratepayers receiving a hard copy rates notice. Online only rates notices should be opt in.
- Data cleansing will be completed before migration. Only 10% of email addresses are on file currently. Sign up through the rates portal will help to further clean up the database and increase take up of the service.
- Opportunity to broaden the scope in future to include all City of Marion services through one portal including venue management, event bookings, vaccinations, Justice of the Peace bookings, etc.
- Opportunity to connect with Dogs and Cats Online is already being explored by other Councils.
- Data will be stored in the cloud and hosted in an Australian data centre. The City of Marion owns the data. Salesforce cloud data is much more secure than on premises data storage. External audits and security reviews are conducted regularly.
- The system has functionality to offer restricted categories for internal privacy of confidential information and logs a record of views. Suppressed addresses will be migrated from the current system.
- Potential for customer data to be utilised for community engagement. The opportunity to unsubscribe should be provided.
- Requirement for opt in/out for receiving rates notices in electronic and paper copies. Selection of e-copy does not by default mean no paper copy is provided.

**Moved Councillor Ian Crossland**

**Seconded Councillor Nathan Prior**

That the Asset and Sustainability Committee:

1. Notes the presentation.

**Carried Unanimously**

## 9 Reports for Noting

### 9.1 Aged Care Services - Fee Payment Update

**Report Reference** SASC211005R9.1

**Action - Report back to the Asset and Sustainability Committee in 12 months time with an update.**

**Moved Councillor Nathan Prior**

**Seconded Councillor Ian Crossland**

That the Asset and Sustainability Committee:

1. Notes the report.

**Carried Unanimously**

**10 Other Business – Nil****11 Meeting Closure**

The meeting was declared closed at 9.15pm.

**CONFIRMED THIS 2ND DAY OF NOVEMBER 2021**

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**CHAIRPERSON**