



people's panel



People's Panel survey – end of year review 2013, and business support services

March 2014

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2 Key findings

Key findings

Peoples Panel end of year review and consultation process:

- 74% were satisfied with the way the panel has operated over the past year, which is a significant improvement from 64% in both 2012 and 2011.
- Participants enjoyed the opportunity to have their say on the future direction of Auckland, contribute to Auckland Council's decisions and be involved in the democratic/governance process.
- The most frequently mentioned improvement suggestion was to provide information on how the results of People's Panel surveys are actually used by the council to inform/change policies and plans. Other comments included the need to target surveys to the topics that panellists are interested in, ways to further grow the panel and make it more representative.
- On the whole panellists felt they received about the right amount of emails, particularly those concerning survey invitations (84%) and survey reminders (79%). However 15% felt they did not receive enough result updates and 18% said they did not receive enough information about other feedback opportunities.
- 69% of panellists were satisfied with the People's Panel updates and 28% were very satisfied.
- 62% had read the People's Panel reports. This is an increase from 48% in 2012, when the question was last asked.
- 54% were satisfied with the reporting of results. This is a significant improvement from 38% in 2012 and 39% in 2011. Some panellists requested that the reports be clearer and more concise, and some wanted the results emailed (rather than having to read them on the website).
- Suggestions for how to grow the panel included offering financial incentives and promoting the panel through various sources such as media, *OurAuckland*, social media, through community events and gatherings, via email and post and/or through rates notices.
- 55% were satisfied with the opportunities to participate in council's decision-making, and 13% were dissatisfied – much the same as in 2011.
- However, only 22% felt confident that their view were considered by council, while almost half (45%) were not confident.
- Improvement suggestions included the need for council to be more transparent in its decision making, talk to residents and listen to what they had to say – and provide a range of simple ways for people to provide their views. There was also a fair bit of scepticism that council uses the feedback given, and a feeling that the decisions have already been made.

Business start-up support services:

- If setting up a business, most panellists would find the required information from sources other than Auckland Council.
- Among those who were potentially interested in this type of information, 56% felt that the best way for council to provide information was through the website.
- The two most commonly mentioned information needs concerned council-related information, regulations, and bylaws that might affect business start-ups, and a one-stop-shop type service that offered a range of information, plus checklists of things to consider when setting up a business. However, others felt that this was not a function of council, that other resources already existed to help people establish businesses and that council should not invest ratepayer money on this process.

3 Background

3.1 Survey background

The People's Panel has now been active for three years. Auckland Council has conducted over 30 surveys since the panel started and collectively members have given over 75,000 responses. Council aimed to undertake an annual review of the People's Panel, to evaluate panellists' thoughts on what is working and what can be improved.

Likewise, council was also interested in panellists' thoughts about other consultation processes and opportunities to give feedback to Auckland Council.

Finally, the survey also included questions regarding the level of help and support council could provide to business start-ups in Auckland.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with council.

At the time of surveying there were over 16,000 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

The survey was open from 31 January to 10 February 2014 and one reminder was sent to those who had not responded. In total 2,315 completed surveys were received.

The feedback has been analysed in two ways:

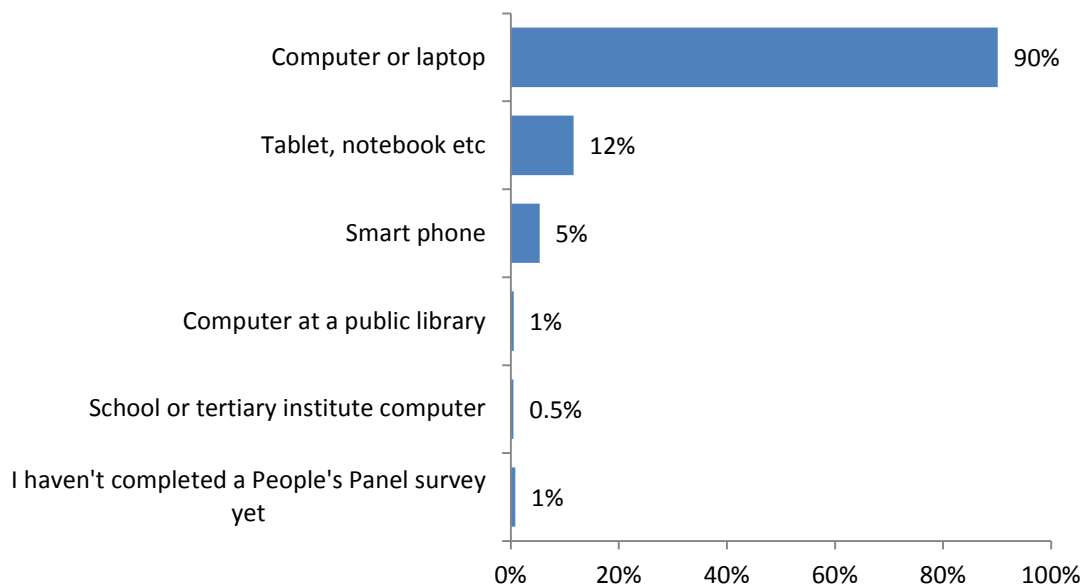
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Peoples Panel review

Q1A How do you usually access People's Panel surveys?

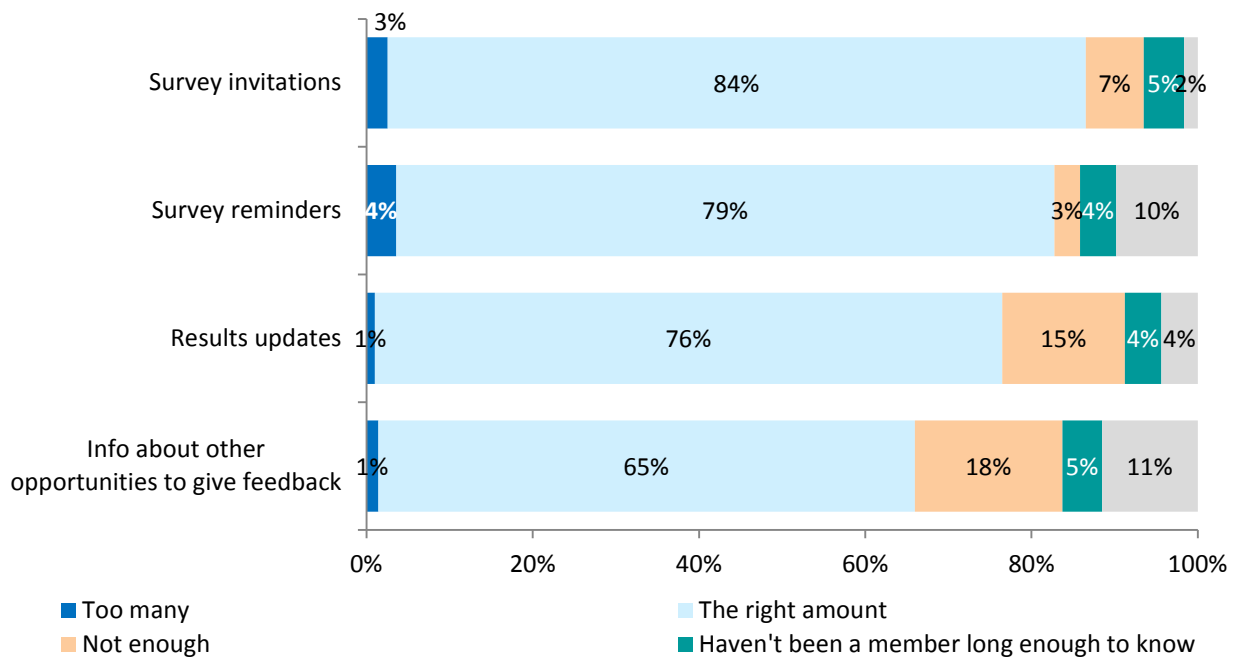


Base: Panellists participating in survey n=2315. Multiple responses were allowed, response add to over 100%

The vast majority of panellists (90%) used a computer or laptop to access People's Panel surveys, but a small minority used tablets, notebooks and smart phones.

Women were more likely to have used a tablet or notebook (14% vs 9% of men), while men were more likely to have used a computer (93% vs 88% of women). Those aged under 45 years were more likely to have used a tablet (16%) or smartphone (15% - with 23% of those aged 15-24 years having done so), while those aged 55 years and over were more likely to have used a computer (95%).

Q1B We would like to know how you feel about our emails to you with surveys, results and other consultation opportunities. For each type of email please tell us if you think you are getting too many, the right amount or not enough.



Base: Panellists participating in survey n=2315

On the whole panellists felt they received about the right amount of emails, particularly those concerning survey invitations and survey reminders. However 15% felt they did not receive enough result updates and 18% said they did not receive enough information about other feedback opportunities.

In particular, those aged 15-24 felt they would like more frequent result updates (31%).

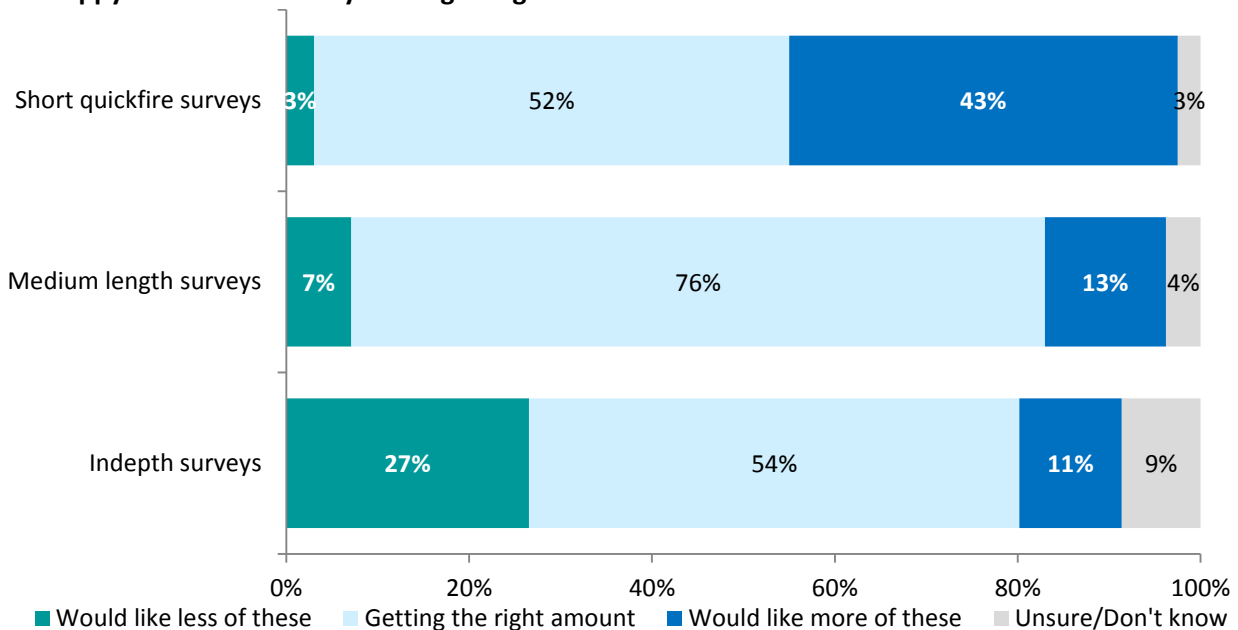
Asian participants were more likely to feel they received too many survey invitations (7%, compared to 2% of Europeans).

4.2 Types of People's Panel surveys

Panellists were told: “We invite Panel members to complete different types of surveys:”

- Short quickfire surveys which usually take about 5 minutes or less to complete and have mostly “tick box” style questions
- Medium length surveys taking approximately 15 minutes to complete which have a mix of both tick boxes and open-ended questions where you can give your opinions in your own words
- Indepth surveys – mostly made up of open-ended questions where you are invited to give feedback in your own words. These surveys can take as long you want – it depends how much you want to tell us.”

Q2A For each type of survey please tell us if you would like more of them, less of them or whether you are happy with the number you are getting at the moment.



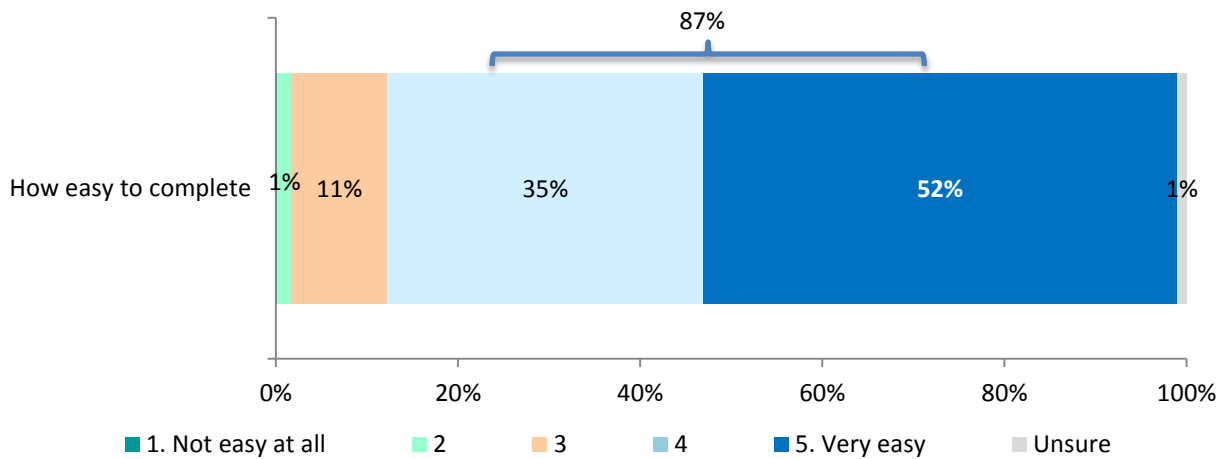
Base: Panellists who had been members long enough to comment, n=2195.

Again, most panellists felt they were getting around the right amount of the different survey types, but there was a general tendency to want more short quickfire surveys (43%) and fewer long in-depth surveys (27%).

In particular, those aged under 45 years were more likely to want more short surveys (52%) compared to those aged 65 and over (36%). Those aged 15-24 were more likely to want more medium-length surveys (37%).

Asian participants were more likely to want fewer in-depth surveys (39% compared to 25% of Europeans).

Q2B In general, how easy do you find People's Panel surveys to complete (in terms of questions, layout, length etc)?



Base: Panellists who had been members long enough to comment, n=2195.

87% of participants said they found the surveys easy to complete, and over half (52%) said they found them very easy. Only 2% said they found the surveys difficult to complete.

Women were more likely to say they found the surveys very easy (56% vs 47% of men). European participants were more likely to say they found the surveys easy to complete (88%) compared to Asian participants (71%).

Q2C How could we improve our emails and surveys?

The most frequently mentioned comment theme aligned with the results above – that the current format for emails and surveys is fine. However, some participants felt that there could be shorter surveys, more interesting or important surveys and more relevant question and answer options. Others mentioned a desire for more action and feedback based on the results, and improved formatting.

How could we improve our emails and surveys?	Number of responses n=844	% of responses
Current format is fine	263	31%
Survey length - shorter surveys, less wordy, length to suit complexity of subject	84	10%
Content - more interesting/important topics, consult us on what we would like a survey about	77	9%
More relevant questions/ structure	68	8%
More relevant answer options	60	7%
More space for feedback	57	7%
Feedback - more action/ feedback on action, survey results, give results faster	57	7%
Formatting/viewing issues - smartphones, larger fonts, bigger 'tick' boxes, more pictures	56	7%
Surveys seem already biased to a desired response from Council	48	6%
Insert links for more information	26	3%
More consultation/ more surveys	20	2%
Less repetition/ overlap between questions	18	2%
More incentives	17	2%
Comments regarding Len Brown	11	1%
More time to fill them in	10	1%
Advise approx. survey time	7	1%
No comment/ NA	35	4%
Other	41	5%
Don't know	66	8%

Selection of comments

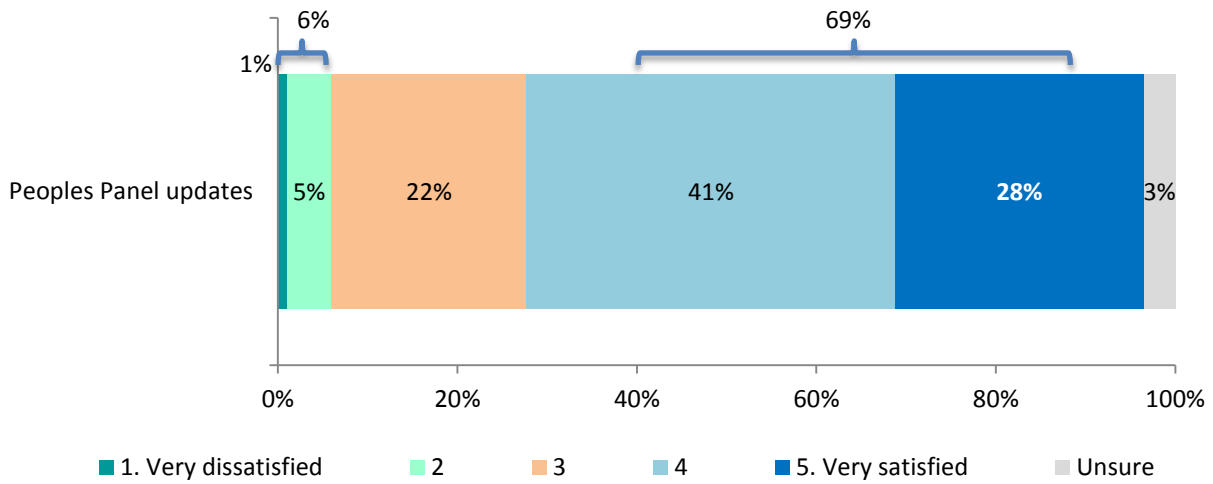
- *"You cover a good amount of feedback within each survey and the format is usually an excellent blend of quick questions and open ended options."*
- *"All good. Would like the opportunity to take part in a focus/group discussion on major issues. I'm interested in mixed use road/pedestrian use, safer cycling, council housing."*
- *"All is fine. They are not too often, not too long and in general quite relevant."*
- *"Already better than most. Possibly (if not already doing it) you could note geographic distribution of responses and feed back to Local Boards."*
- *"Emails and survey requests are very good. However, I don't seem to get many 'results' or summary emails."*
- *"Emails are clear and easy to understand."*
- *"I have no complaints with the current system."*
- *"I have no idea how to improve something, when I like it the way it is."*
- *"I have found they often take me longer than 15 minutes to complete so on more than one occasion I've been caught out without enough time to finish it. Not exactly sure how this can be improved other than by making them shorter or less complex. But of course then you limit the level of detail you get. Not terribly helpful comment I know, but I guess at least knowing this is how it is for some users is useful! I hope."*

- *"It might be helpful to break complex surveys, such as the Unitary Plan down into smaller/specific subjects."*
- *"As I use a public computer I have a limit of 2 hours per day and this includes using facebook, seek and trademe websites for jobs, emails and games so I prefer the shorter surveys."*
- *"Even for 'Medium' or 'Indepth' - convert them to Quickfire - even if they come more often - they're easier to answer - especially if you're 'on the go'."*
- *"Fewer questions where an answer needs to be typed in to complete the survey. Where an opinion is sought, it is the correct way to do it though."*
- *"Have a survey on what the customers themselves would like to discuss rather than subjects picked by the council."*
- *"Have more of them on the subjects or geographic regions that interest me more!"*
- *"I'm assuming I get all surveys that go out; if not, it might be useful for panel folk to be able to visit a site outlining topics currently being surveyed and volunteer info on items they haven't been surveyed on? It might be useful to ask panellists if they have any 'pet' topic they feel the public should be given a chance to provide feedback on?"*
- *"I find some of the questions don't relate to me and I don't have an option to say that and some of the surveys are quite boring so a struggle to complete."*
- *"I find surveys contain questions which can only be answered with answers you (or whoever puts them together) want to receive. There is not enough flexibility for a comment to say a question is irrelevant or other etc. I find my self having to enter an answer, I do not want to give, as I cannot by pass or offer the answer I want to give, so often, my answers are incorrect, as they do not reflect my views."*
- *"I often feel that the questions are phrased in a manner that does not necessarily allow me to say what I feel..."*
- *"I sometimes feel that there is no category choice for what would be me real answer. But usually there is an option to make a comment. However, I'm not sure how much attention is paid to the comments as they are "unquantifiable" in the same way."*
- *"I think more questions could do with a box in which we can elaborate on our answers, where the scale doesn't quite work for us, or where the question is not really clear cut."*
- *"In general I like the format. However I do find that there are times when the answers that are tick box do not apply to me (e.g. I live in a town with no swimming pool or public transport so when asked about my access to these resources results will be skewed). I would like every survey to have the capacity for written feedback so that if I would like to clarify an answer then I am able to do so. Otherwise good job!"*
- *"Keep them short and give respondents the ability to make comment. They may have something to say which is not included in the options. So many surveys just give people pre ordained choices so they are not really asking for opinion at all just getting people to accept one or other of two unappealing options."*
- *"Maybe more feedback on whether and how panel views influenced Council decisions."*
- *"It would be good to see where the survey results & how councillors or council officers actually respond to them."*
- *"Generally the surveys are straight forward but we need to be able to have more input and say in much of what the council is doing. I always wonder how much notice is taken of the survey results. It seems Len Brown makes the decisions without much consultation. A very dangerous precedent."*

4.3 People's Panel Updates

Panellists were told “We send People's Panel members regular updates giving the latest results from surveys, information about how the results have been used and links to other opportunities to give feedback to Auckland Council.”

Q3A How satisfied are you with the People's Panel updates?



Base: Panellists participating in survey n=2203.

69% of panellists were satisfied with the People's Panel updates and 28% were very satisfied. 6% were dissatisfied.

Women were more likely to be satisfied than men (71% vs 66%).

Q3B How could we improve our panel updates?

The most frequently mentioned comment theme was that the current format for panel updates is fine. However, some participants felt that there could be more action and feedback about how the results have been used, shorter and simpler updates, more frequent updates and/or the option to view more detailed results. 10% said they didn't think they received result updates (or at least not for all surveys).

How could we improve our panel updates?	Number of responses n=632	% of responses
Current process/ format is good	146	23%
More action/ feedback on action/ evidence of relevant action	87	14%
Keep summaries/updates brief and simple	72	11%
Don't recall getting updates/ don't receive results for every survey	63	10%
More in-depth feedback/ links to more detailed information/ workshops	63	10%
More frequent updates, faster delivery of updates	55	9%
Easier to read - bullet points, charts, statistics	43	7%
Email updates/ provide direct link, twitter, text	25	4%
Surveys seem already biased to a desired response from Council	25	4%
Make them area/ local board relevant	21	3%
Less spin, more concise	19	3%
Comments regarding Len Brown	6	1%
More diversity/ relevant to age/profession	5	1%
Time constraints/ often skim read	5	1%
No comment/ NA	46	7%
Other	13	2%
Don't know	51	8%

Selection of comments

- *"Continue as you currently do."*
- *"Fine as they are thanks."*
- *"Continue providing easy to read results."*
- *"I am satisfied with the People's Panel updates."*
- *"I am very happy with the results update. I like to know what other people are thinking."*
- *"Very satisfied with the panel updates."*
- *"I like the updates. Quick and easy and if you want detailed answer you can go and have a look on the website. Like that."*
- *"I think this issue has been addressed and we now get more frequent updates."*
- *"I think you are managing this very well."*
- *"I usually find them very full and comprehensive in their info and findings."*
- *"Yes, I do think you're good at providing the results back to us. However, I'm not so sure that that I really know how the research is being used. Research is not cheap - reports should be easily accessible only - full reports, not summaries. Data should also be centralised and participants informed that their data may be re-purposed to provide layovers and correlations - to develop richer insights into things that affect Aucklanders. I want to know why the research is being done, what will it inform, who will receive the reports/results and how is it intended that those reports are used. How is the research being disseminated and who is actually using it to give an evidence base to decision-making? What is happening subsequently as a result of the research."*
- *"Would like information about what changes will be made as a result - but I realise this would be quite hard to do."*
- *"A little bit more regular and little more detail, especially regarding whether our input has*

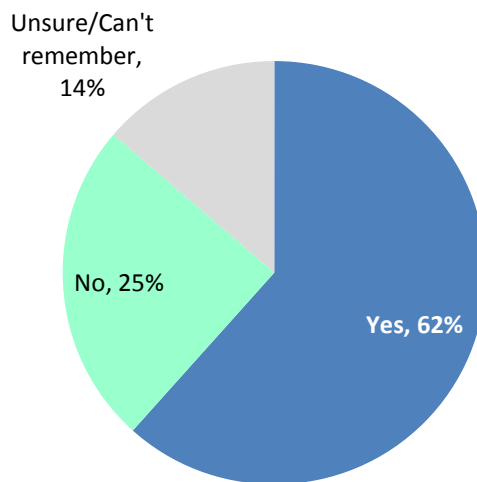
actually made any impact!!!

- *“A summary in the subject line and the name of a council staffer to call to discuss further if needed. I feel like I spend sometimes prolonged periods of time giving considered feedback that falls into a bottomless pit.”*
- *“Be more specific on final outcomes of issues being canvased.”*
- *“By letting us know specifically how AC acted regarding our responses.”*
- *“Don't recall getting updates on every survey. But also important that months or years afterwards we keep getting updates as things progress from ideas to consultation to implementation. More is better.”*
- *“I am too busy to read them most of the time. An annual summary one would be great. I am much more interested in hearing what is happening as a result of them than what other people also thought.”*
- *“I don't usually look at them. Just a time thing. If it could have a quick summary page perhaps would be good.”*
- *“Include summary results within the body of email not just a link that requires a further operation.”*
- *“It would be great if there was a summary page of really quick visuals - pie graphs are great. I don't tend to spend a lot of time reading and the bullet point lists of facts and figures are hard to process quickly.”*
- *“Not sure that I have seen them.”*
- *“Seem to miss out on the results. Must be my fault though - don't seem to see them.”*
- *“Some quantitative analysis of results would be interesting.”*
- *“Tell the truth, actually publish the results. Give rankings or final percentages about how people answered and share the real information rather than a glossed over media friendly summaries.”*
- *“The update email should briefly summarise the results in the body of the email without need to open a link and transfer to another page.”*
- *“There is a time disjoint between surveys and updates. I suppose this is natural but I would prefer to see decisions made and updates reported closer together. If not then an explanation of the cause of delay and when a decisions might be made.”*

4.4 Reporting of People's Panel results

Panellists were told "Key findings and full reports of results for each survey are available on the People's Panel webpage."

Q4A Have you ever read any of the key findings and reports on the People's Panel webpage?



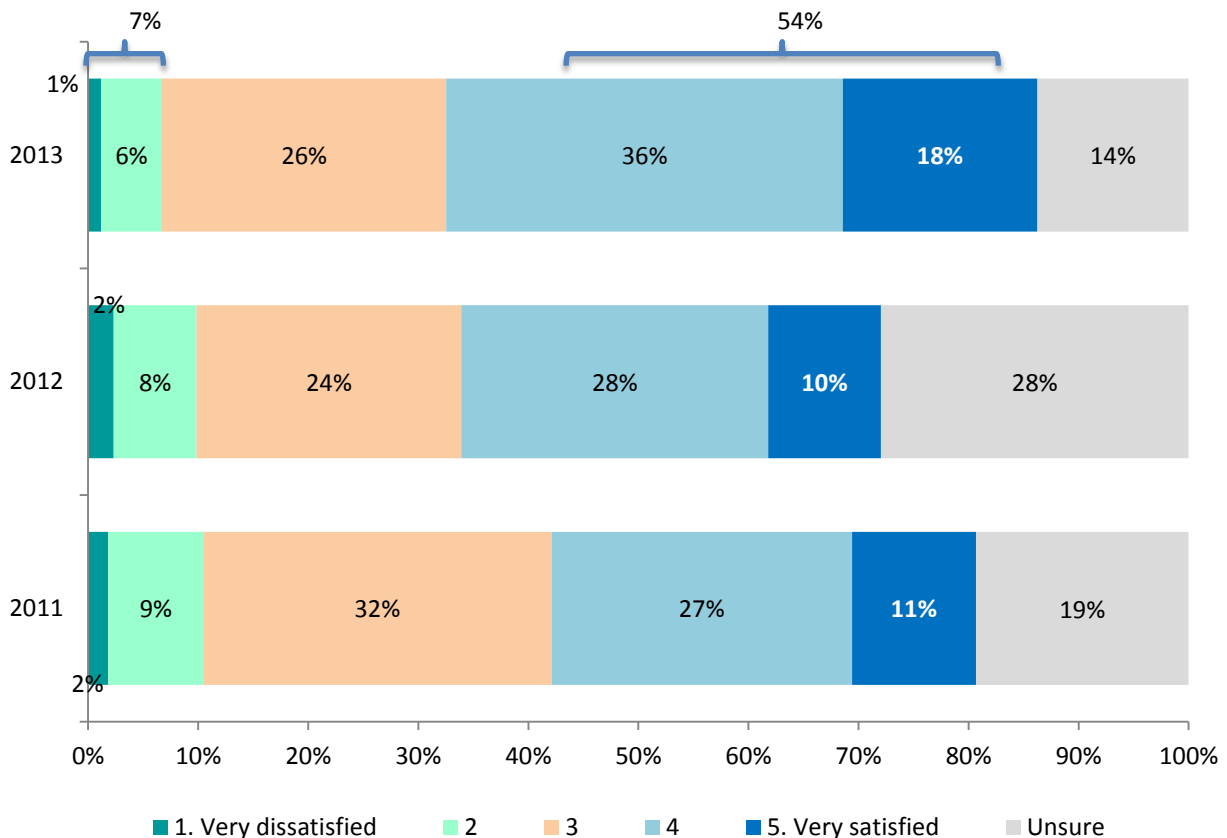
Base: Panellists participating in survey n=2203.

Just under two thirds (62%) had read the People's Panel reports. This is an increase from 48% in 2012, when the question was last asked.

Men were more likely than women to have read the results (66% vs 59%). Older participants were more likely to have read the results than younger participants (66% of those aged 55 years or over vs 48% of those aged under 35 years).

Q4B How satisfied are you with the reporting of People's Panel results?

Note this question was also asked in 2012 and in 2011, and results have been compared for these three survey rounds



Base: Panellists participating in survey n=2203 (2013), 2925 (2012), 2017 (2011)

Just over half of participants (54%) were satisfied with the reporting of results. This is a significant improvement from 38% in 2012 and 39% in 2011. 7% were dissatisfied and again this is an improvement from the 10% in both 2011 and 2012. The number of participants saying they didn't know has also dropped, further indicating that more panellists are reading the reports.

Among those who had read the reports from Q4A, 69% were satisfied (compared to 62% in 2012 and 59% in 2011).

Women were more likely to be very satisfied (20% vs 14% of men), while men were more likely to be dissatisfied (9% vs 5% of women).

Q4C How could we improve the way we report People's Panel results?

While some participants again said that no improvements were needed, this was a less comment theme than it was for the comments concerning emails, surveys and panel updates. Panellists requested that the reports be clearer and more concise, and some wanted the results emailed (rather than having to read them on the website). Others hadn't seen the reports, or wanted more information on the impact the results had had on council's decision-making.

How could we improve the way we report People's Panel results?	Number of responses n=567	% of responses
No improvement needed	97	17%
More clear and concise	88	16%
Email results to panellists	72	13%
Did not know you could access results online/haven't seen any	62	11%
Provide evidence of impact	48	8%
More in-depth	28	5%
More visuals	19	3%
Advertise results through a variety of means	16	3%
Make them more relevant - make it more locally relevant/ how will I personally be affected	16	3%
Interpretations of results are biased to suit council initiatives	14	2%
Would like to see 'verbatim' comments	13	2%
Faster analysis and reporting of results.	12	2%
Would like to be able to comment on results	6	1%
Comments regarding Len Brown	6	1%
Other	25	4%
Don't know/ no opinion	91	16%

Selection of comments

- *"Can't see any room for improvement."*
- *"Good reporting back from you."*
- *"Happy with content. Would like to see more of them."*
- *"I found them interesting and look forward to the changes."*
- *"I am happy with the way they're done."*
- *"I am satisfied with the reporting of People's Panel results."*
- *"I like bullet point summaries followed by more indepth paragraphs about each point, then I can pick which summaries I read more fully."*
- *"I think there was just too much detail. And I'm not convinced the Council is listening to the feedback of the people at all, so I do wonder whether I am wasting my time."*
- *"I would like them to be brief and too the point. An executive summary perhaps and graphs."*
- *"I would like to see more bullet points formats for results so that it's easier to get the part of greatest interest while quickly absorbing the rest of the information."*
- *"It would be good to have a summary with the highlights and a longer document in case you are really interested in the topic."*
- *"I would prefer a "do you want the results for this survey" question, and if I say yes, then send them by email, don't make me go to the website."*
- *"I'd quite like the ones I participate in emailed to me. Maybe just the executive summary would do."*
- *"Link it to the emails sent out so one click takes us straight to it."*
- *"Keep pushing the webpage on each email - don't always remember seeing it. Would only go there if I had a bit of time to do so, but would need reminding via the "regular" emails. Avoid*

emails that specifically advertise the page and nothing else.”

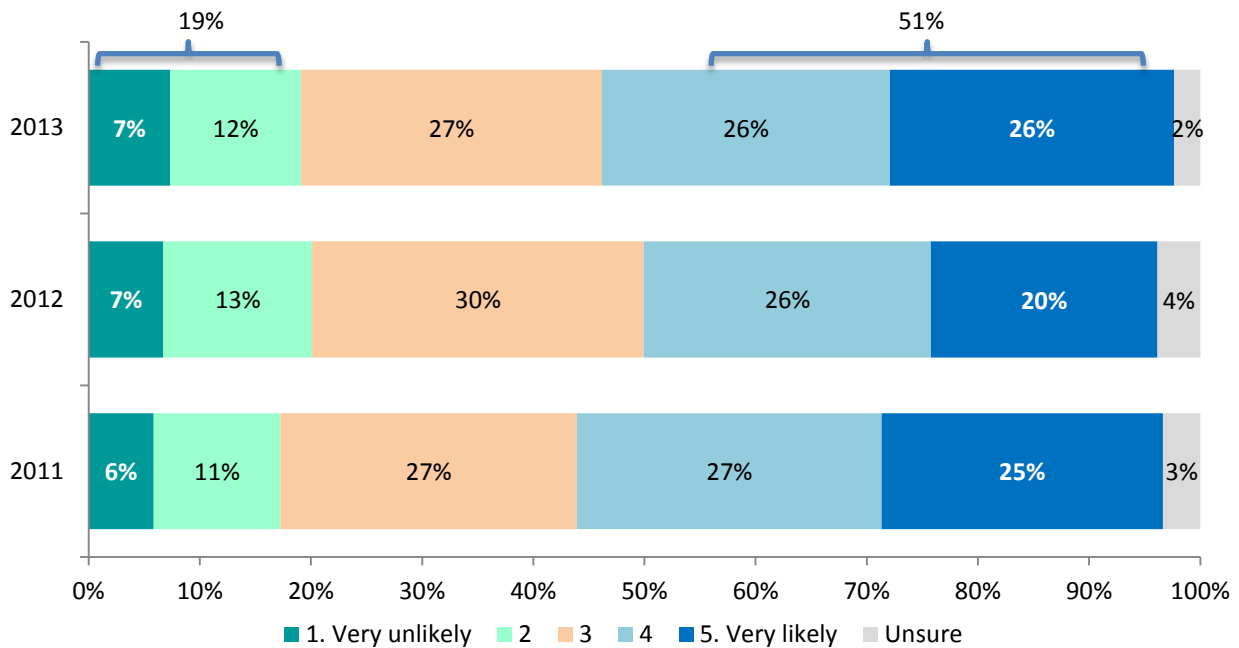
- *“I can see that I could access more information on survey results than I have been doing - thanks for reminder that I can see a full breakdown of results.”*
- *“Maybe provide a link to that webpage as I didn't know there was one.”*
- *“Not sure that I've ever received the reports - don't remember reading any.”*
- *“Now I didn't know there was a People's Panel webpage. Perhaps provide prominently visual reminders to the link? The easier it is to access the more probable it will be that it is accessed.”*
- *“One cannot change what the people have decreed, listen to your survey results.”*
- *“Not sure. More specific information about how the information will be used?”*
- *“Tell us what council will change as a result.”*
- *“How does our work affect what Auckland Council does?”*

4.5 Recruitment activities

Panellists were told: “At the moment the People’s Panel has over 16,000 members but we would like more people to belong so that we can better represent Auckland. In 2014 we are planning running special recruitment events at community events, markets, festivals etc throughout Auckland to promote the People’s Panel and encourage more people to join.”

Q5A How likely are you to recommend joining the People's Panel to your family, friends and colleagues?

Note this question was also asked in 2012 and in 2011, and results have been compared for these three survey rounds



Base: Panellists participating in survey n=2203 (2013), 2925 (2012), 2017 (2011)

Half of participants would recommend the panel to their friends and colleagues, up slightly from 46% in 2012, but much the same as the 2011 result (53%).

Women were more likely than men to consider recommending the panel (55% vs 47%).

Q5B How can we encourage more Aucklanders to join the People's Panel?

The most frequently mentioned suggestions included offering financial incentives and rewards of some kind and promoting the panel through various sources such as media, *OurAuckland*, social media, through community events and gatherings, via email and post and/or through rates notices. Panellists again reiterated the importance of demonstrating how the results had been used to affect council decision-making – and felt that this evidence would help encourage more people to join the panel.

How can we encourage more Aucklanders to join the People's Panel?	Number of responses n=1095	% of responses
By providing financial incentives	208	19%
Advertise/promote/spread the word/keep trying (general comment without specifying how)	157	14%
Advertise in local newspapers, NZ Herald, OurAuckland	133	12%
By publishing and promoting results with examples of how the Peoples Panel makes a difference	121	11%
Listen and act on what is said so that people know being a member of the panel is a worthwhile use of time	95	9%
Use members of the Peoples Panel to spread the word/word of mouth/include a link	93	8%
Post out flyers/invitations via mail/include in rates demand	82	7%
By keeping topics relevant/interesting/survey people on topics that are important to them/cross section of community is important	70	6%
Approach community organisations, educational institutions and grassroots networks	69	6%
Use social media - Facebook campaign/ twitter/App	66	6%
Advertise at libraries, community centres and on community noticeboards	54	5%
Advertise on council website/ other online advertising	53	5%
Have promotions/roadshows at events e.g. Santa parade/Xmas in the Park	52	5%
Make it easier for people to join/ not too time consuming/ keep it short	49	4%
Comments about Len Brown and Council in general	34	3%
There are enough members already/ stay as you are/don't waste money/ its quality not quantity	33	3%
There is not much you can do/ most people are apathetic/ too busy/people have to want to be part of it	32	3%
Through local boards/ residents and ratepayers organisations	26	2%
Advertise on TV / Triangle TV	25	2%
Advertise on radio: Radio NZ National, bFM	22	2%
Advertise on buses/trains/bus stops/billboards	16	1%
Phone/ approach people on street/ shopping malls/markets etc/ direct approach	15	1%
Involve workplaces/ businesses/try and promote through businesses	7	1%
Other	39	4%
Don't know/unsure	42	4%

Selection of comments

- “\$10.00 off your rates for each survey you complete.”
- “A little incentive like Flybuy points or vouchers.”
- “A more council oriented 'prize/encouragement' eg free tickets to a council event. Or even a

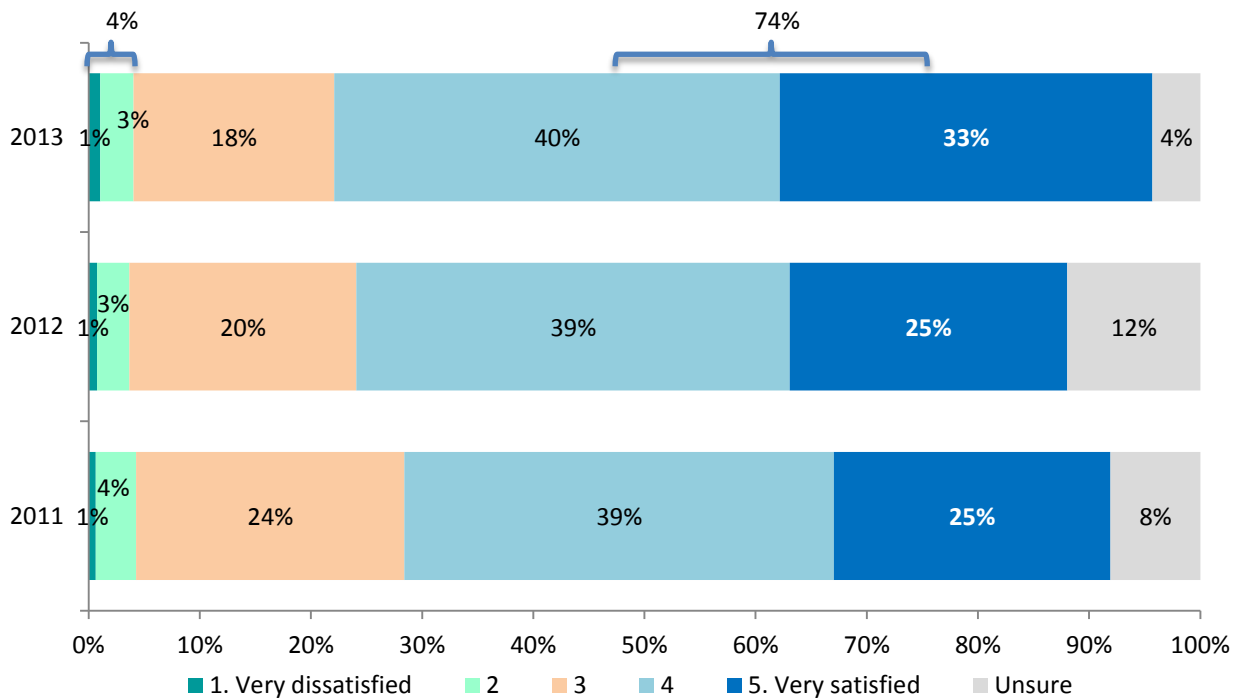
few dollars off ones rates!"

- *"Advertise in the Council's publication by offering "for everyone who completes a survey you go into a draw to win one of four \$150 XXXX Vouchers". Just like this one?"*
- *"Have some sort of incentives for completion e.g. points for each survey and once you accumulate a certain target amount (e.g. after 10 surveys or something) you then get a voucher or something, or else have a draw of a few lucky prize winners for each survey project."*
- *"I believe most people are self centred so incentives are probably the way to go."*
- *"I probably wouldn't bring this up in conversation but if you gave me a mechanism to recommend people to join (ie a Facebook link) I would share that. You could even add an incentive to it (ie if you get 5 people to join and they complete a survey each then go into the draw to win an events cinema voucher."*
- *"I stumbled on the program by chance on the internet. I haven't seen any external references in the wider world. How about a poster and web address alongside every internet enabled computer in every city library. Function of the website should be to get an email address and interests of each respondent and take it from there on their own device."*
- *"I tell friends and family to join Peoples Panel if they want a say on issues. Maybe you could run an article in "Our Auckland" or put something on the buses."*
- *"I think attending community events is good as long as the community events are varied in the people they attract. I have spread the word among the people I know, but that tends to reach people like me - similar age and interests. I assume you have made use of community networks through Maori, P.I. and Asian communities? Some events will need to be youth oriented. What about student induction weeks?"*
- *"Include a reminder to mention it to friends etc in the email each time you invite us to participate. Mention in Our Auckland regularly until you have enough participants. Lots of people would like to "have their say" and influence Council decisions if it doesn't involve a lot of work, so encourage participation along those lines."*
- *"Just keep letting people know it exists. Use free local papers that most people read."*
- *"Just telling people it's a chance to share their opinions. You can't force people to join - and those who are genuinely interested have ample places to learn about it. Accept there are many other people who just won't give a damn. Also, ensuring the surveys are short, the questions are not repetitious, and the estimated time is accurate."*
- *"If the results are seen to make a difference, it would encourage others to have their say. That would be the best approach imho. Using the media to make the results a little more accessible & obvious would probably help."*
- *"Just make sure it is out there and I suppose that when you take on and use what you have learned from us and advertise that, more people could think it worth spending the time responding."*
- *"Keep the surveys short enough so that they are quick to answer. Greater visibility of winners / rewards to keep that incentive active. Give feedback as to the influence / usefulness of the panel."*
- *"Make a strong impression that everyone's feedback is important contributes, ie "your voice making Auckland the most liveable city" etc."*
- *"Make an easier link for us to forward."*
- *"Not sure. Perhaps finding an easy way to share or forward e-mails inviting people to join? Incentives?"*

4.6 Overall feedback on the People's Panel

Q6A Overall, how you satisfied are you with the way the panel has operated over the past year?

Note this question was also asked in 2012 and in 2011, and results have been compared for these three survey rounds



Base: Panellists participating in survey n=2203 (2013), 2925 (2012), 2017 (2011)

Three quarters (74%) were satisfied with the way the panel has operated over the past year, which is a significant improvement from 64% in both 2012 and 2011.

Women were more satisfied than men (76% vs 71%).

Q6B What, if anything, do you like about being part of the People’s Panel?

The most frequently mentioned theme was that participants enjoyed the opportunity to have their say on the future direction of Auckland, contribute to the council’s decisions and be involved in the democratic/governance process. Some liked finding out about council’s plans and initiatives and/or how easy and convenient it was to participate, and that they could fit it in around work without having to attend meetings etc. Some however were cynical about whether their opinions were being considered by the council.

What, if anything, do you like about being part of the People’s Panel?	Number of responses n=1242	% of responses
It provides a chance to be heard/have a voice/give my point of view/contribute	592	48%
It allows me to provide input and influence decisions on the development of the city/community	251	20%
I like being kept informed about council projects/knowing what's going on/thinking about issues	237	19%
It makes me feel connected/involved/part of the democratic process	151	12%
It's easy/quick/don't need to attend meetings/accessible/enjoyable	130	10%
I like feeling that my opinion matters/being listened to	126	10%
I hope I am being listened to/not sure if what I say counts for anything	117	9%
I like seeing the results of surveys	55	4%
Don't enjoy it/negative comment	41	3%
Provides an insight into council workings	15	1%
Provides a chance to influence council spending	11	1%
I like the incentives	11	1%
Other	41	3%
Don't know/just joined	21	2%

Selection of comments

- *“A feeling that you are doing something, no matter how small. That your opinion can be heard. You gain information about the Auckland Council.”*
- *“Being able to contribute a view - to 'have a voice' as it were.”*
- *“I really like the opportunity to hear news of what's happening, and to have the chance to give my views.”*
- *“Gives me a very small voice in the running of Auckland.”*
- *“1. Seeing the Auckland Council has understood areas of citizens concerns that do not make the tabloid news but are important e.g. kauri dieback. 2. Being given a chance to add a voice.”*
- *“The opportunity to contribute my views on various topics. Helps me understand what aspects of our city are being reviewed by council.”*
- *“Gives me an opportunity have my say regarding issues that I am concerned about.”*
- *“A broad chance to have my opinion heard (within available parameters) and the draw to win prizes.”*
- *“Able to provide my opinion/experience, and feel that I am contributing to a better Auckland.”*
- *“Gives me a modicum of understanding of some of the matters the council is concerned with or addressing.”*
- *“Gives me an idea of what council are thinking /planning next without having to go to meetings which I don't have time to do.”*
- *“I like to think that I contribute and assist in the running of our community in some small*

way. I appreciate having a platform where my small voice can be heard. It has given me confidence to contact the Council when I am not happy with something in our community. With the assistance of the council we have sorted out a lot of issues and we appreciate that :)"

- *"I like the notion of adding to the information that enables the leaders of Auckland to make their decisions. The fact that this can be done while sitting at home and at one's convenience adds to this."*
- *"I like to be involved in my community and try to assist where I can. I feel if we all do a little somewhere many hands make light work and maybe I have to say may make a change or a contribution to our society some way. Auckland is changing at a great pace and I would like it to be improved and become a great place for my children and grandchildren to live in. As Auckland becomes more populated our needs and our facilities are pushed and it is great that the council is aware of this and are trying to work with the community to make change. This did not happen when I was a kid. You took what you were given and that was that. You had no voice in your community now you do. People should embrace it and work with it."*
- *"Although I don't really believe that my opinion on the People's Panel makes any difference at all, at least I can try to convince myself that I get heard and that's better than just giving my vote every three years in the national election."*
- *"I like to have my 10 cents worth, even if I feel like nothing is actually done about it, at least I've tried."*
- *"I sometimes think it is a waste of my time, as despite reading all the reports in hard copy and making submissions, there is absolutely no publication of ratepayers views that do not support Council's plans. Sadly, I think Council is just going through the motions to say they are consulting ratepayers."*

Q6C What else can we do to improve the People's Panel?

In line with comments raised earlier, the most frequently mentioned improvement suggestion was to provide information on how the results of People's Panel surveys are actually used by council to inform/change policies and plans. Panellists would like to see both the results of the surveys and a demonstration of what council has done differently as a result. Other comments included the need to target surveys to the topics that panellists are interested in, ways to further grow the panel and make it more representative, ways to make the surveys simpler and easier to complete, and ways to encourage further engagement (e.g. through online forums, focus groups, face to face meetings etc).

What else can we do to improve the People's Panel?	Number of responses n=690	% of responses
Feedback on results AND their impact /show results acted upon/feed results to media	141	20%
Relevant, important topics - canvas PP on what topics they would like to be surveyed on	105	15%
General positive comments about the People's Panel/ fine as is	84	12%
Diverse/wider range of people/larger group of respondents/via schools, community groups/businesses	77	11%
Better questions/better survey design/improve wording/space for answers	50	7%
Opportunities for collaboration - focus groups, forum/space/process to share ideas/be inclusive	42	6%
Develop financial and other incentives to join the panel/ show winners	37	5%
More surveys/shorter length	25	4%
Comments about Mayor/councillors	20	3%
Topics with a local focus/Opportunity to feed back into our community	18	3%
Empower People's Panel - give the People's Panel more power	9	1%
Engage people in person	9	1%
More background information on topics	8	1%
Acknowledge contribution	7	1%
Make information easier to understand	5	1%
Online user friendly - smartphone app	4	1%
Lead in times - Let people know what is coming up for consultation and when	3	0%
More accurate time estimates - it usually takes longer to carry out the survey than originally stated/not too many at once	3	0%
Nothing / no comment	64	9%
Other	38	6%
Don't know/haven't been involved long enough/ no opinion	44	6%

Selection of comments

- *"Confirm that the responses are received, analysed, considered, and used in making the decisions on topics surveyed."*
- *"Again more information regarding outcomes and how our views compare to council outcomes. Otherwise there is no way of knowing whether our views are noted."*
- *"Implement our suggestions."*
- *"Improve feedback- like the results of the surveys make a difference to the council."*
- *"Inform panel members how their responses have affected policy and practice."*
- *"Include surveys on really controversial issues and topical ones. I hate the media spin in the Herald about Council business - it would be better to have more updates from People's Panel"*

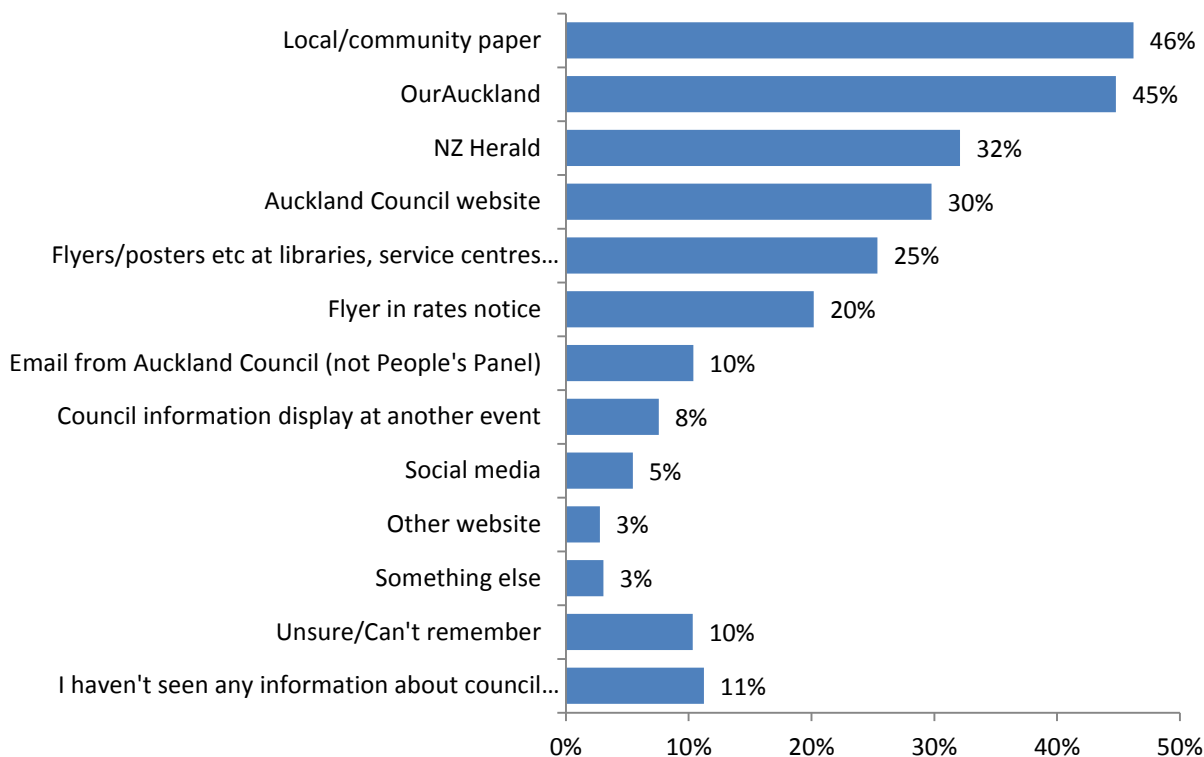
included in the media.”

- *“Issues that concern Aucklanders at the moment - berms, parking round Avondale Racecourse etc.”*
- *“Just don't be scared of moral issues if they come up.”*
- *“Not sure they need improving, but a bigger range of topics may perhaps be an idea.”*
- *“Remember that you are choosing the subject. I want you to try some that may not be so popular with the Council. E.g How to find employment for people, how rising rates mean rising rents for some who have little money. What to do about older people made redundant and finding it hard to get another job. I myself have enjoyed being on superannuation and a pension but see some around 60 having a hard time. Ideas on housing.”*
- *“Not a lot, it is a good way of getting good or bad feedback for delicate questions from a lot of people.”*
- *“Sorry---no ideas. You do it well I believe.”*
- *“By making sure that there is always the widest spread of citizens in age, race, income, make up of families, jobs and so on. I really don't know how wide a spread of views you have for the surveys.”*
- *“Encourage more participants by making people more aware of its existence. Maybe start a Students Panel for senior school students to participate in after all they are the ones who will be living in the future with the decisions we make now.”*
- *“Encourage more people to participate. How to do that?”*
- *“Get more people involved. Advertise through local newspapers and radio, community centres, libraries, community groups. Give examples of how People's Panel made a difference to policy makers. Give an overview of issues coming up for discussion. Canvas opinion on current issues (such as the redesign of our flag).”*
- *“Open questions requiring written answers are better because more versatile.”*
- *“The inability to scroll with the arrow keys is a big annoyance for me when trying to manipulate your survey pages.”*
- *“Visually the emails and layout could be improved. You could connect the surveys and info with social media more.”*
- *“Most things I do not have an opinion about but often I am passionate about something. Instead of just surveys I would like an easy way to feedback on just what moves me. A website with a page you can freely comment on broken into categories where you can also see other peoples ideas will give you a good idea of what is topical and of interest to people at the moment. I have a lot of interest and ideas about parks and would love to be able to click on parks and have my say, whereas my father in law would love to click on roads and rant about cycleways.”*

4.7 Other opportunities to give feedback to Auckland Council

Panellists were told: “Auckland Council provides many different opportunities for Aucklanders to find out about its plans and policies and encourages as many people as possible to have their say. We would like to hear your thoughts on this consultation process and whether you feel you have enough opportunities to give feedback.”

Q7A Council actively encourages Aucklanders to find out more about their plans and policies and give their feedback. Did you see any publicity in encouraging you to find out more or give feedback in any of these places in the last year?

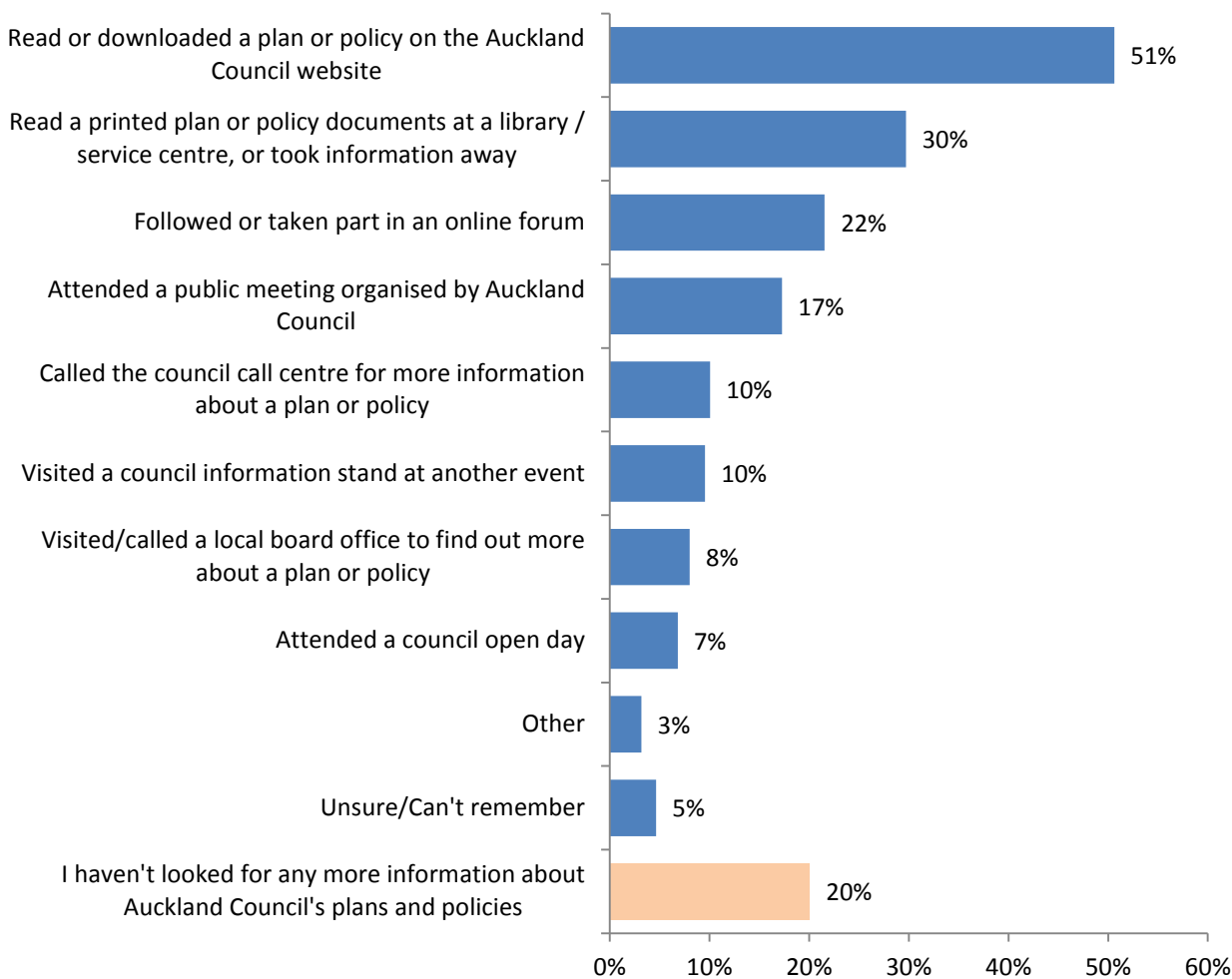


Base: Panellists participating in survey n=2315. Multiple responses were permitted, responses add to over 100%

Just under half of participants had seen information about participation opportunities in local newspapers and/or *OurAuckland*, and a third had seen these in the NZ Herald. Council’s websites and flyers were also effective at raising awareness about consultation opportunities.

Men were more likely to have read this information in the NZ Herald (37% vs 28% of women), while women were more likely to have seen flyers in libraries and other council buildings (30% vs 19% of men). Those aged 65 years and over were more likely to have seen this publicity in their local newspaper (57%), *OurAuckland* (56%) and the NZ Herald (44%), while those aged under 35 years were more likely to have used social media (19%). Asian participants were more likely to have found this information on council’s website (43%) or via email (20%), Pacific and Māori participants were more likely to have used social media (14% and 12% respectively) and Europeans were more likely to have seen the information in *OurAuckland* (47%).

Q7B Council provides information about its plans and policies in a variety of ways in order to cater for the differing needs of Aucklanders. Which of the following have you done in the last year to find out more about what Auckland Council and Local Boards are planning?

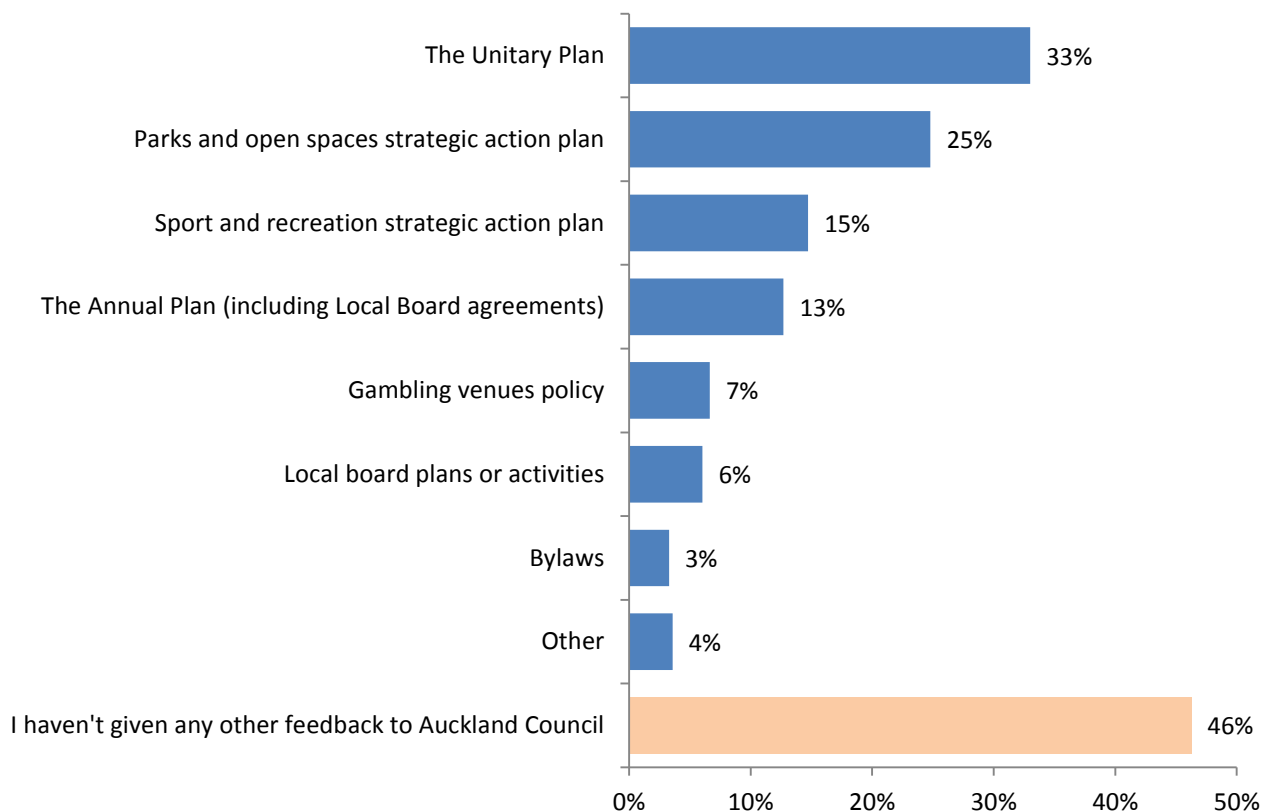


Base: Panellists participating in survey n=2315. Multiple responses were permitted, responses add to over 100%

There was a fairly high level of participation from People’s Panel members in terms of looking for information about council’s plans and policies. Half of participants had read a plan on council’s website, just under a third (30%) had seen information at a library or service centre and around a fifth had either taken part in an online forum or attended a public meeting. One in five (20%) however had not looked for information about council’s plans or policies.

Men were more likely to have read information on the council’s website (57% vs 46% of women), and visited a local board office (10% vs 7% of women), while women were more likely to say they hadn’t looked for any more information (22% vs 17% of men). Those aged 65 years or over were generally more likely to have looked for information, especially at a library or service centre (40%), at a public meeting (22%), or at a local board office (13%). Pacific participants were more likely to have visited a council information stand at an event (24%).

Q7C Have you given feedback on any of the following plans, policies and proposals in the last year? Do not include any People's Panel surveys you may have taken part in.

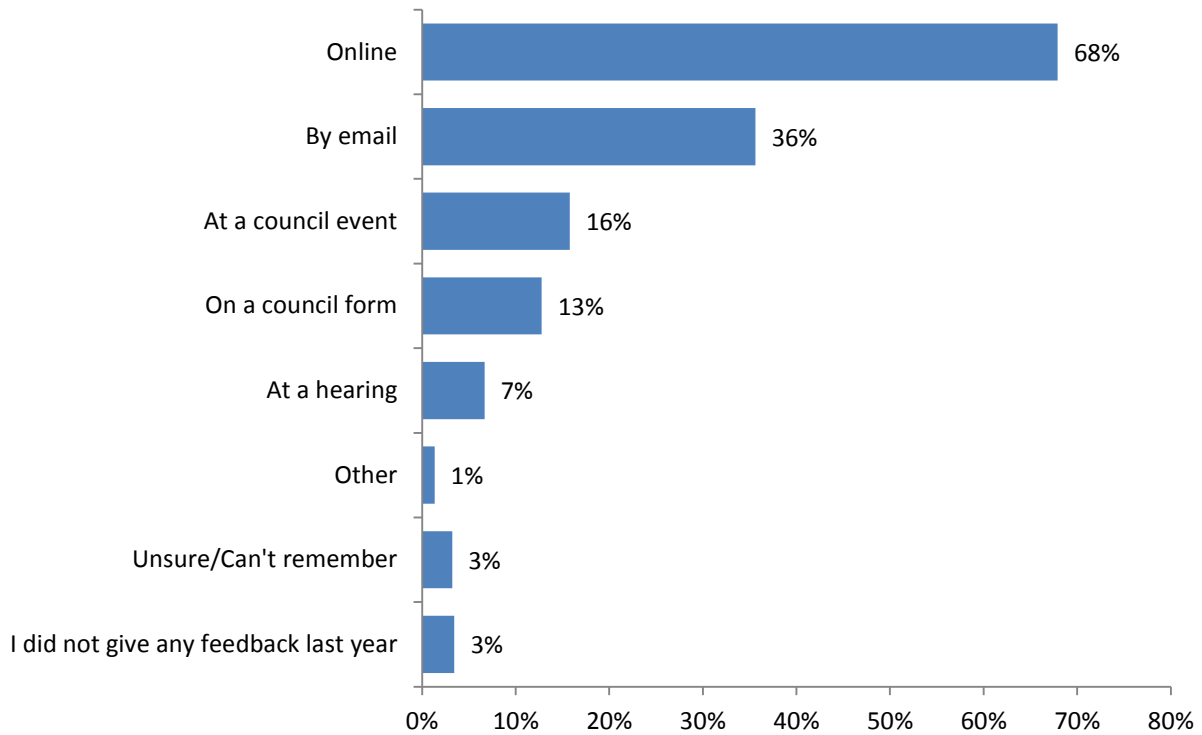


Base: Panellists participating in survey n=2315. Multiple responses were permitted, responses add to over 100%

Just over half of participants had provided feedback on council’s plans and policies in the past year (over and above People’s Panel surveys). In particular, the Unitary Plan and the parks and open spaces strategic action plan had attracted the most interest.

Again, women were more likely to say they hadn’t provided feedback (49% vs 43% of men), while men were more likely to have participated in the Unitary Plan (38% vs 30% of women) and the Annual Plan (16% vs 10%). Those living in the Devonport-Takapuna local board area were the most likely to have participated in the Unitary Plan (50%), while Waiheke residents were most likely to have contributed to local board plans (30%).

Q8A Auckland Council provides a number of ways for Aucklanders to make submissions or give their feedback on its plans and policies. How did you give feedback to Council last year?



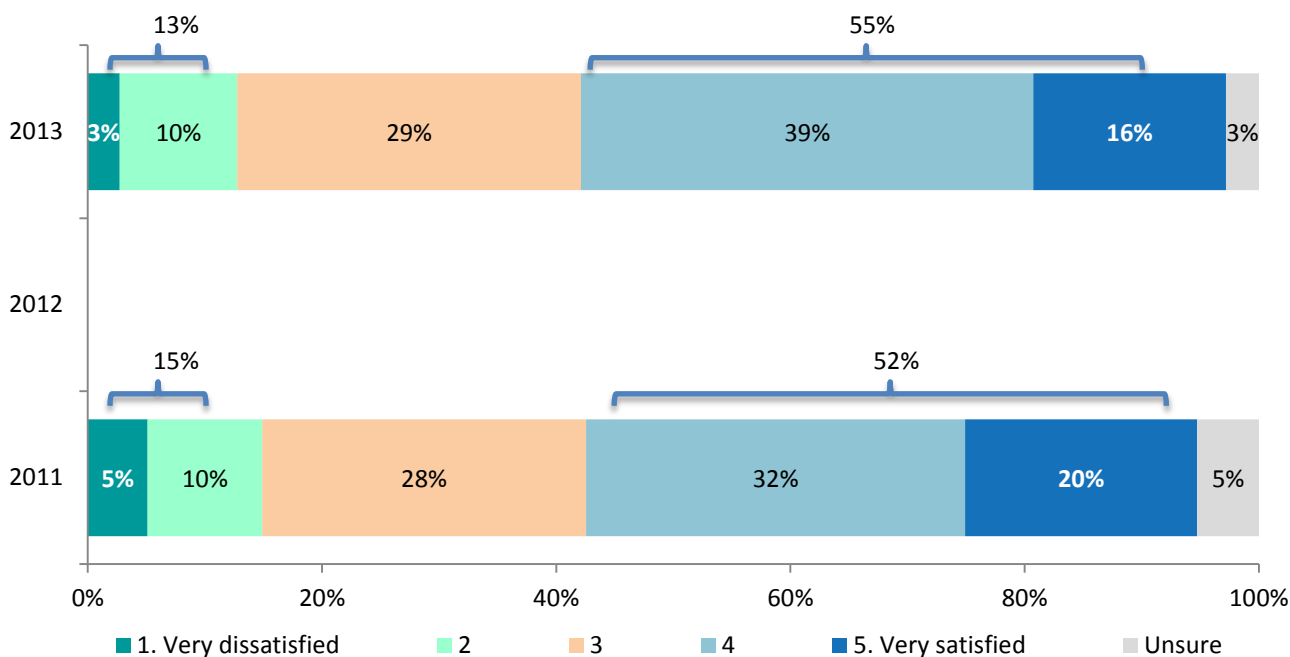
Base: Panellists who said they had provided feedback n=1275. Multiple responses were permitted, responses add to over 100%

Members of the panel were most likely to have given online feedback (68%) and feedback via email (36%).

Men were more likely than women to have provided feedback via email (42% vs 31%).

Q9A Overall, how satisfied are you with the opportunities you have to find out more about Auckland Council plans and policies and give feedback on them?

Note this question was also asked in 2011 (but not in 2012), and results have been compared



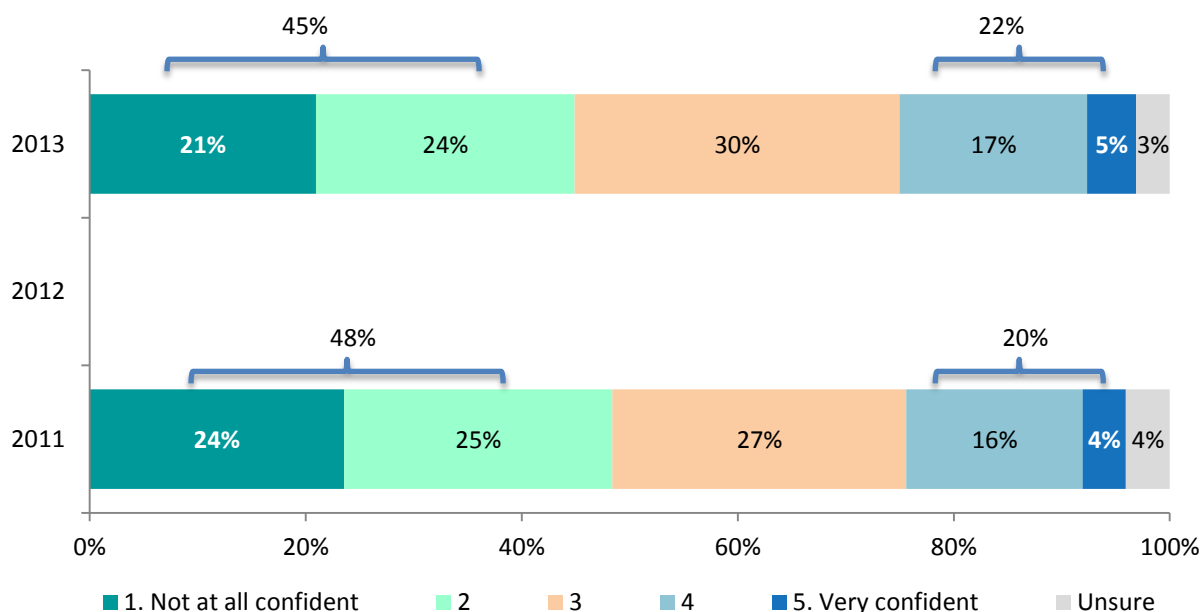
Base: Panellists participating in survey n=2315 (2013); 2017 (2011).

Just over half of participants (55%) were satisfied with the opportunities to participate in council’s decision-making, and 13% were dissatisfied – much the same as in 2011.

Women were more likely to be satisfied (57% vs 53% of men), while men were more likely to be dissatisfied (16% vs 10% of women). There were no other significant differences between different demographic groups however.

Q9B How confident are you that the views of Aucklanders are considered by Auckland Council in its decision-making process?

Note this question was also asked in 2011 (but not in 2012), and results have been compared



Base: Panellists participating in survey n=2315 (2013); 2017 (2011).

Panellists were however much less confident that their view were considered by council, reflecting other comments expressed above. Only one in five (22%) felt confident (much the same as in 2011), while almost half (45%) were not confident.

Men tended to be less confident, with 51% giving a rating of 1 or 2, compared with 41% of women. Those aged 15 to 24 years were the most confident (44%).

Q9C What improvements do you suggest to the consultation process as a whole?

One of the main themes was a call for council to be more transparent in its decision-making – in terms of sharing information about what it is planning, sharing information about the results of its consultations and what people think, and in using plainer, objective language to indicate what it was going to do as a result. Equally, there were a number of comments saying that council simply needed to talk to residents and listen to what they had to say – and provide a range of simple ways for people to provide their views. There was also a fair bit of scepticism that council uses feedback, and a feeling that the decisions have already been made.

What improvements do you suggest to the consultation process as a whole?	Number of responses n=662	% of responses
More transparency with results and process/more communication from council	162	24%
Engage with local community/ meet the people/ listen to the people	151	23%
There is a feeling that the decisions have already been made	73	11%
Comments regarding Len Brown/councillors, management/issue with supercity	71	11%
More publicity/ promote awareness of consultation process/get all voices	67	10%
Less spin, more concise/make it easy to understand and have my say	66	10%
Act on results/feedback	51	8%
More options for general feedback/ be open to wider range of feedback	41	6%
Easier access to plans, documents & information	34	5%
Consult PP/ Aucklanders in general about issues	31	5%
Better access on web - user friendly/more surveys via web/including where English is second language	30	5%
Comments regarding specific issues/including Unitary Plan	30	5%
Concern over costs/keep rates down	19	3%
More local board relevance/power/accountability	15	2%
Longer timeframes for feedback	14	2%
Act in interests of all Aucklanders, not just certain areas	12	2%
Other consultation methods, including phone/mail	8	1%
Have a referendum	8	1%
People I can contact easily to follow-up/receive feedback	6	1%
More background info on topics before consultation	3	0%
Nothing/things are fine	19	3%
Other	39	6%
Don't know/haven't been a member long enough	3	0%

Selection of comments

- *"I suggest Council should publish the numbers of ratepayers who disagree with Council plans. This would give a much more balanced view of Council activities and how the public really feel. I know of many many people who will not participate in any consultation/feedback/review opportunities as they believe it is a waste of time as decisions have been already made, and are set in stone."*
- *"An email listing all the consultations that are on and where and when they are taking place."*
- *"An indication of what council members think about the contributions."*
- *"I think all council decisions need to be totally transparent, no deals behind closed doors."*
- *"At the moment AC is being seen to publicly provide for public consultation, however much of it seems to be lip service. The overriding impression is AC will inevitably railroad what they*

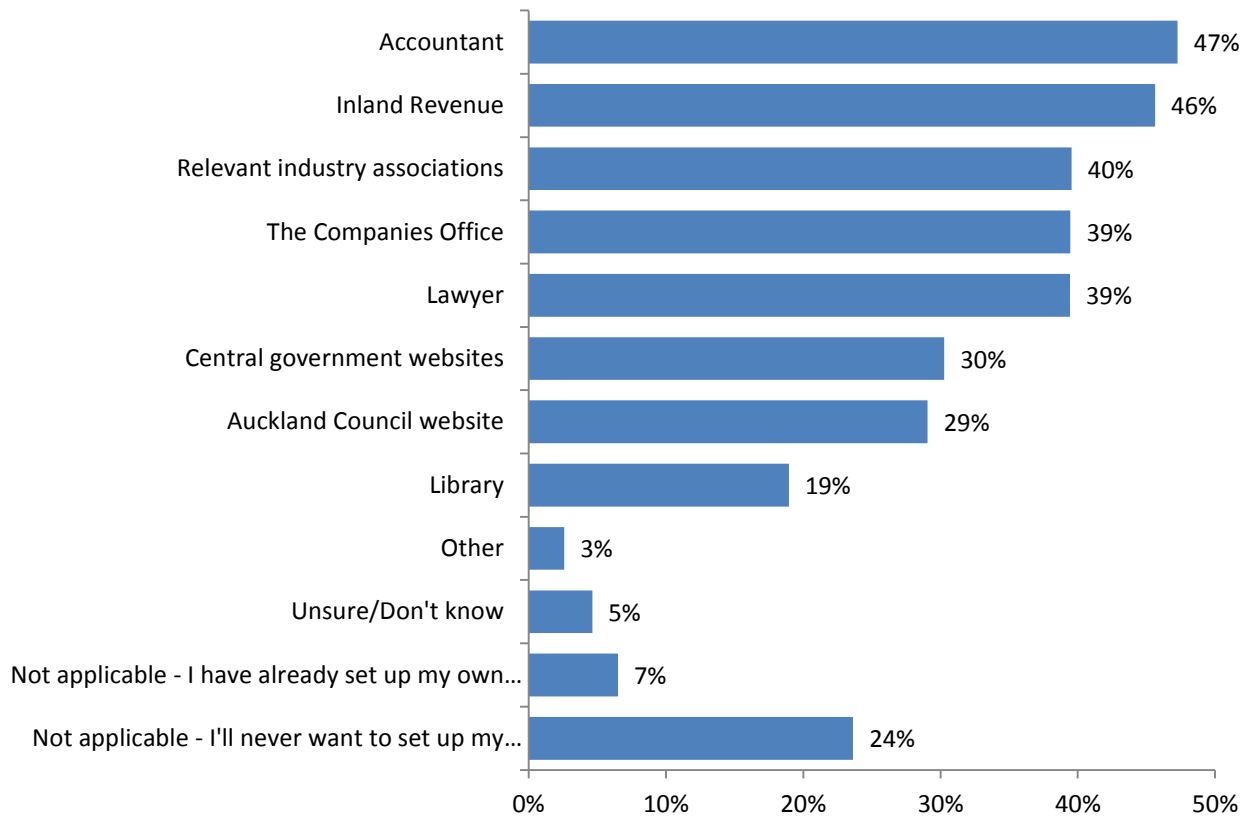
have planned, as millions of dollars have already been spent in the planning. I suggest at each consultation process you hold an informal vote count ie those for and against the said proposal and display/announce the numbers for those informal vote counts at the said consultation and/or in an easily accessible website for public viewing. However I strongly suspect that AC will persist in continually providing a show of public consultation and nothing more than that."

- *"It is difficult to monitor council decision making. There is insufficient publicity of council initiatives and the overall process of decision making (via local boards or main council). I would like to easily access information about the activities and decisions of my local board and also council activities. Too often we have to rely on news media to "uncover" a topic and only then is it possible to follow the decision process."*
- *"It would be great if the Mayor and his Councillors listened to the views of the public who voted for them. Some of the suggestions are valid."*
- *"It's really simple: just listen to people and act on what they say."*
- *"Make it meaningful. At the moment it is nothing more than a public relations exercise designed to keep the masses quiet."*
- *"More councillors should take a more active role ie., mixing with people to get their opinions on matters. I spoke with a Councillor at a lunch meeting not long ago and said that he and other Councillors should be at Hunters Corner at Papatoetoe at night to see how bad the prostitution problem is and how fed up the local community is of it. He did not realise how bad it is. I feel a lot of Councillors are out of touch with things that matter in my part of Auckland."*
- *"More opportunities and easier ways for people to provide feedback eg - electronic means and less technical/academic documents to encourage all people to be involved. use a variety of processes to ensure diversity is represented in feedback."*
- *"More time allowed for submissions and more public meetings to address topics."*
- *"People are generally time poor with working hours these days and though interested they cannot get to meetings or have the time to fill in paperwork so some easier way to interact or more than one opportunity date and time slot perhaps in their local areas and templates rather than writing from scratch submissions."*
- *"Really listen to what people have to say. Give real reasons why decisions are made particularly when a lot of people do not agree with the decision. The impression is that decisions have already been made and that consultation is just window dressing."*
- *"It's a steam valve isn't it really? I mean it's all sewn up in dodgy back-room deals with Sky City, Stevensons, Watercare and Fletchers. Until I hear consultation overturned something that mob is after, or your stupid berm policy, I'm pretty over it."*
- *"It's not always clear that the council have actually considered public opinion, or what changes they have made or implemented as a result of feedback through things like the people's panel. It would be nice to know if participants in the peoples panel are making a difference."*
- *"Start it earlier in the chain i.e. do we want to do this not we are going to do this which of these options do you chose. Often it feels the decision has already been made and consultation is lip service."*
- *"The perception of council culture as demonstrated by the Mayor and some councillors is one of arrogance. I am not confident that the Mayor or council take consultation seriously."*

4.8 Business help and support services

In the final section of the survey, panellists were told: “we also have some questions that will help Auckland Council provide better help and support to businesses in Auckland.”

Q10A If you were thinking of starting your own business, where would you go to find the information you need to set up your company?

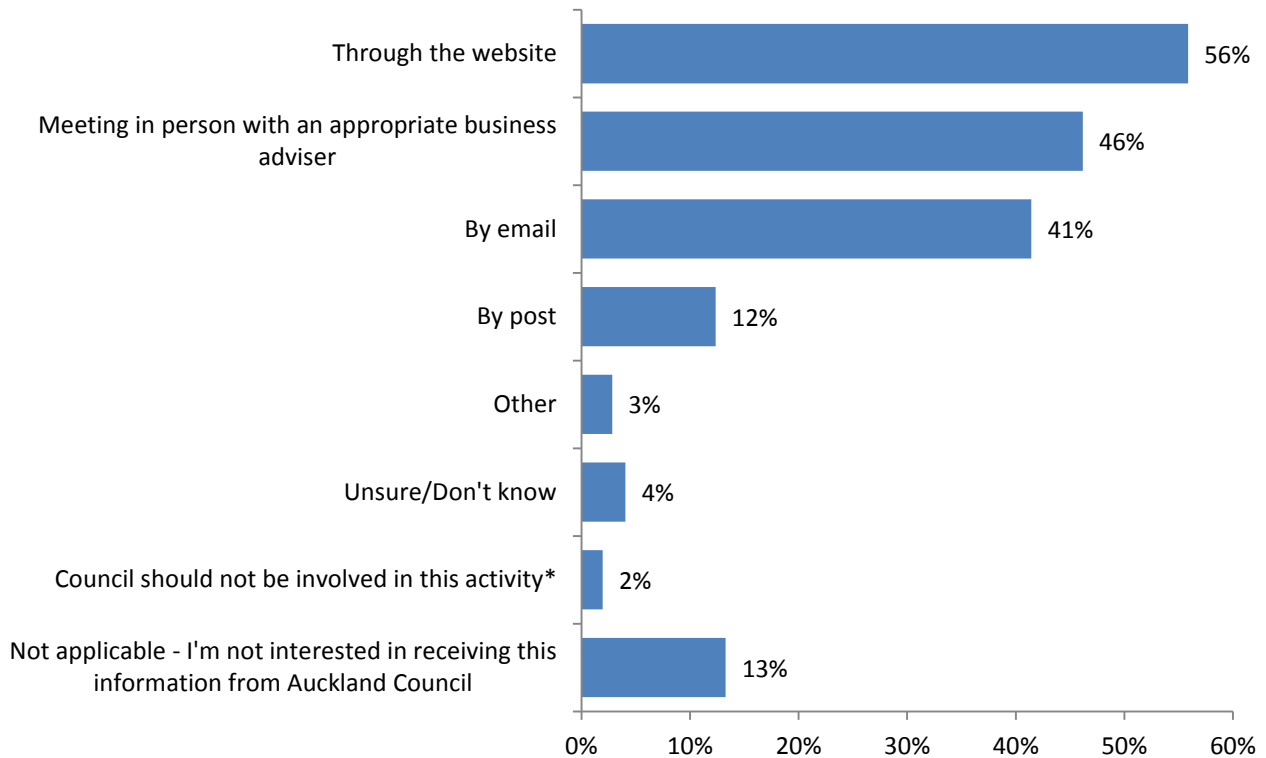


Base: Panellists participating in survey n=2306. Multiple responses were permitted, responses add to over 100%

If setting up a business, most panellists would find the relevant information from sources other than Auckland Council – such as an accountant or the Inland Revenue Department.

Panellists were told: “In order to foster and support business growth in Auckland, council is planning to provide business start-up information for residents thinking of setting up their own business.”

Q11A What would be the best way for Auckland Council to provide information about starting a business to you?



*Base: Panellists participating in survey, excluding those who didn't want to set up a business, and those who already had a business n=1627. Multiple responses were permitted, responses add to over 100%. *This was a response theme from the 'other specify' comments, it was not a tick-box option.*

Among those who were potentially interested in this type of information, 56% felt that the best way for council to provide information was through the website. Others suggested meeting an adviser and/or email.

Q11B What information would you like to see in a business start-up information pack?

The two most commonly mentioned information needs concerned council-related information, regulations, and bylaws that might affect business start-ups, and a one-stop-shop type service that offered a range of information, plus checklists of things to consider when setting up a business, where to get further advice etc. Others felt that a mentor service (or at least directions on how to contact a mentor) would be helpful. However, there was a sizeable (and often vehement) opinion that this was not a function of council, that other resources already existed to help people establish businesses and that council should not invest ratepayer money on this process.

What information would you like to see in a business start-up information pack?	Number of responses n=587	% of responses
Council regulations/ laws/ by-laws/council info generally	180	31%
All relevant information/services - links in one place, info by relevance (tax, legal etc), step by step, checklists, FAQs etc	176	30%
This is not the council's responsibility/ area of expertise/not needed/ duplication of effort/ don't spend ratepayer money on this	110	19%
Offering a mentor would be helpful/ contacts for assistance	99	17%
Tax /IRD/ Company info	94	16%
Financial advice/ cost related	72	12%
What assistance is offered by council/ grants	43	7%
Health and Safety/ employment in general/ ACC/ Insurance	39	7%
Area specific info - stats, demographics, council plans	31	5%
Marketing/ communications	21	4%
Streamline council processes, list of relevant council contacts	21	4%
Common mistakes/ loop holes	21	4%
Business plan/strategy documentation	20	3%
Comments regarding fees/rates/council costs/red tape	19	3%
Must be easy to read/ understand	16	3%
Examples/ case studies	14	2%
Courses - free computer courses, business courses, list of training options	14	2%
Rates and lease information	12	2%
List of local business groups/associations/networking opportunities	9	2%
Set up business development programme /promote business start-ups where there is need	2	0%
NA / no comment	17	3%
Other	26	4%
Don't know	18	3%

Selection of comments

- *"I think it should be made very clear what certain bylaws entail. i.e. when you can't put out rubbish etc, noise, sandwich boards, pavement seating, signage etc - as part of the yearly inspection process so a new owner of an existing business can't plead ignorance. It is very annoying dealing with shop owners who constantly contend they have a "special dispensation" from the council - that they don't have to abide by the bylaws when we do. Any business start-up pack should emphasis that there are certain specific bylaws that some businesses have to abide by and that ignorance of the law is no excuse."*
- *"Laws relevant to my field and the council."*
- *"List of permissions required from council."*
- *"Key local government rules & guidelines, plus ways to get assistance & advice."*
- *"Legal requirements, who to get help from, general advice."*

- *"Council regulations that will affect your business, who at council has day to day responsibility for them, and who is responsible for decision making."*
- *"Relevant By-Laws, mentoring programmes, funding availability, business associations, BID systems explained."*
- *"Council resource consents which are required and their associated costs."*
- *"A checklist of things. Business case templates. Contact numbers for assistance etc."*
- *"Basic information checklist e.g. legal requirements, a couple of real life examples and a comprehensive list of where to go for further help/information."*
- *"A tab on the website that says something like "starting up a business in Auckland" and then under that have sections for details, FAQs, regulatory requirements for different business types, zones - explanations of what types of businesses can be in different zones and then the ability to choose the zone type you need and click on it to see a map of all such zoned areas around Auckland etc."*
- *"Comprehensive checklists of what to do before setting up a business."*
- *"Where to start-how to proceed step by step-who can help me."*
- *"A step by step timeline of what to do, all the legal forms and requirements necessary."*
- *"Basic stuff such as "research the market being entered - know your would be competition", talk to an Accountant and lawyer, write down your SWAT etc."*
- *"How about starting with "SHOULD Auckland Council be involved in providing business start-up information?" I feel this is highly debatable. Why should ratepayers be funding the duplication of services that this would involve??? I have owned and run a business and the ONLY Council information that should be provided is a guideline on how to access the relevant inspectors required for sign-off, local body regulations as they relate to particular business types etc. If people thinking of starting a business think that Council provided information is any substitute for adequate legal or tax advice, I have very grave concerns for 1) cost to ratepayers and 2) liability to Council when/if those businesses fail - which feeds back in to 1)."*
- *"This is not something the Council needs to do. There are plenty of other resources already available."*
- *"Don't spend ratepayers' money developing a business start-up information pack. You are just duplicating resource available through more credible business sources such as IRD /ACCOUNTANTS /LAWYERS."*
- *"Just the basics about relevant bylaws; I don't think the Council should be spending much money supporting businesses - that's not its job."*
- *"I don't believe this is something that involves the council. This is why the council is in so much debt because they like to stick their nose into things that aren't core functions. Just get back to being the council not everyone's monetary support place."*
- *"Actually I don't think this is a core business requirement of the Council - just more evidence of intention to meddle and move outside of what you've supposed to be doing with our hard-earned rates so stick to your core purpose please and leave such things to the private/central government experts who do this well already. Stop wasting time and our hard-earned rates!!"*
- *"Business mentor contact details, basic start up guidelines, check off list of what to investigate prior to start up, business owner responsibilities regarding PAYE, leave etc."*
- *"Lists of urls to go to, to read about specific pertinent information. A designated person to call with issues that are not covered or not adequately covered by the above urls."*

Q11C What information would have helped you when you started your business?

In line with 11B, those who had already set up a business said the information that would have been most helpful (from council) was a list of relevant council regulation, rules and bylaws, a step-by-step checklist and advice on where to get further information. Conversely, a number of participants said they were able to get all the required information without council's help, and/or that this was not council's responsibility.

What information would have helped you when you started your business?	Number of responses n=89	% of responses
Council rules/ compliances/ zoning info	14	16%
Step by step/ checklists/ info in one spot	14	16%
Where to get further assistance ie funding, support, accountant, marketing, lawyer	13	15%
I was able to find everything I needed	12	13%
Networking opportunities/ support groups/ mentoring	11	12%
Tax/ GST information	11	12%
This is not the council's responsibility	9	10%
Budgeting advice	7	8%
Business plan/ case studies/ industry knowledge	7	8%
More streamlined process for council consents/ cheaper	4	4%
What assistance is offered by council/ grants	4	4%
How much work it would be	2	2%
Don't know/nothing	9	10%
Other	7	8%

Selection of comments

- *"A government publication or website with a supplement or links relating to Auckland City regulations."*
- *"Better and more reliable information from the North Shore City Council about the planning regulations that applied to the property I was wanting to rent."*
- *"Citywide map of business zones & relevant areas. EG mechanics cannot be run from home but only in the business zone."*
- *"Homestay rules - accommodation rules. Building height restrictions."*
- *"How to set up a limited liability company. Information about tax requirements. Check regulations about working from home."*
- *"Info on tax planning; support groups for other freelancers / SME owners; council "how to" websites."*
- *"Marketing a start-up. How to find a good accountant. How to navigate the Companies Office process. Checklists of TO DO items - what to do and in what order to do it - ideally with a timeline of how long it all takes."*
- *"There is a lot of information out there if people are serious about starting a business."*
- *"There was information on the internet for small businesses. Not sure how the council could have helped."*
- *"Nothing that the council can provide. You have to deal with IRD and other national government agencies. Council should stick to its core business, not get involved in areas where it doesn't have the expertise or responsibilities like company formation, tax, and professional qualifications. Perhaps the Permit people could have a team who can help navigate and expedite the application and approval process so businesses requiring council approval can get started more easily."*

4.9 Final comments

Have you any other comments you would like to add about the People's Panel, how Auckland Council consults with its communities, or support for start-up businesses?	Number of responses n=411	% of responses
Council need to listen/ meet people/ act on feedback	64	16%
General positive feedback	62	15%
Focus on core issues	56	14%
Comments regarding Len Brown	38	9%
Comments regarding rates/ spending	37	9%
More transparency with results/ process	37	9%
Make it easy to get involved - promote consultation opportunities, include all diversities	28	7%
Comments relating to specific areas of Auckland/ specific issue	27	7%
More opportunities for feedback/ communication/ consultation	26	6%
Direct business start-ups to where to find help with finance, accounting, tax etc	21	5%
Comments regarding question structure/ engagement model	19	5%
Didn't know council provided support for start-up businesses/like to know more	11	3%
Comments regarding networking/ mentoring opportunities	8	2%
Help businesses via lower rates /tax breaks/follow-up support	8	2%
Support from council for existing businesses	6	1%
Comments regarding cyclists/ cycle paths	5	1%
More incentives for Peoples Panellists	3	1%
Improve council website/ provide mobile app	2	0%
Longer timeframes for feedback	2	0%
No comment	32	8%
Other	19	5%

5 How these results have been used

The People's Panel end of year review results have helped us assess the operation and administration of the People's Panel and identify areas for improvement. Members' suggestions about encouraging more Aucklanders to join the panel have also been taken into consideration in the planning of panel member recruitment plans in the near future.

One of the improvements members would like to see is more short, quickfire surveys on a wider range of topics and issues affecting all Aucklanders. As a result, we would be more active in engaging with various parts of council to bring more opportunities for panel members to have their say.

The business start-up support services survey findings will form part of an integrated strategy across Licensing & Compliance Services to provide a higher level of service and communication to our wide-range of business customers.

Appendix I Questionnaire with tables:

Q1A: How do you usually access People’s Panel surveys?	Number of responses n=2315	% of responses
Computer or laptop	2087	90%
Tablet, notebook etc	269	12%
Smart phone	123	5%
School or tertiary institute computer	11	0.5%
Computer at a public library	12	1%
I haven't completed a People's Panel survey yet	19	1%

Base: Panellists participating in survey n= 2315 Note this was a multiple response question, so responses add to more than 100%

Q1Bi: Survey invitation	Number of responses n=2315	% of responses
Too many	59	3%
The right amount	1944	84%
Not enough	162	7%
Haven't been a member long enough to know	112	5%
Unsure/Don't know	38	2%

Base: Panellists participating in survey n= 2315

Q1Bii: Survey reminders	Number of responses n=2315	% of responses
Too many	83	4%
The right amount	1833	79%
Not enough	71	3%
Haven't been a member long enough to know	101	4%
Unsure/Don't know	227	10%

Base: Panellists participating in survey n= 2315

Q1Biii: Results updates	Number of responses n=2315	% of responses
Too many	23	1%
The right amount	1748	76%
Not enough	341	15%
Haven't been a member long enough to know	102	4%
Unsure/Don't know	101	4%

Base: Panellists participating in survey n= 2315

Q1Biv: Information about other opportunities to give feedback	Number of responses n=2315	% of responses
Too many	33	1%
The right amount	1494	65%
Not enough	411	18%
Haven't been a member long enough to know	111	5%
Unsure/Don't know	266	11%

Base: Panellists participating in survey n= 2315

Q2Ai: Short quickfire surveys	Number of responses n=2195	% of responses
Would like less of these	67	3%
Getting the right amount	1140	52%
Would like more of these	933	43%
Unsure/Don't know	55	3%

Base: Panellists participating in survey n= 2195

Q2Aii: Medium length surveys	Number of responses n=2195	% of responses
Would like less of these	156	7%
Getting the right amount	1665	76%
Would like more of these	291	13%
Unsure/Don't know	83	4%

Base: Panellists participating in survey n= 2195

Q2Aiii: Indepth surveys	Number of responses n=2195	% of responses
Would like less of these	583	27%
Getting the right amount	1177	54%
Would like more of these	246	11%
Unsure/Don't know	189	9%

Base: Panellists participating in survey n= 2195

Q2B: In general, how easy do you find People's Panel surveys to complete?	Number of responses n=2195	% of responses
1 - Not easy at all	5	0.2%
2	32	1%
Total not easy (1 & 2)	37	2%
3	232	11%
4	761	35%
5 - Very easy	1142	52%
Total easy (4 & 5)	1903	87%
Unsure / Don't know	23	1%

Base: Panellists participating in survey n= 2195

Q2C: How could we improve our emails and surveys?	Number of responses n=844	% of responses
Open response		

Base: Panellists participating in survey n= 844

Q3A: How satisfied are you with the People's Panel updates?	Number of responses n=2203	% of responses
1 - Very dissatisfied	22	1%
2	109	5%
Total dissatisfied (1 & 2)	131	6%
3	480	22%
4	904	41%
5 - Very satisfied	611	28%
Total satisfied (4 & 5)	1515	69%
Unsure / Don't know	77	3%

Base: Panellists participating in survey n= 2203

Q3B: How could we improve our Panel updates?	Number of responses n=632	% of responses
Open response		

Base: Panellists participating in survey n= 632

Q4A: Have you ever read any of the key findings and reports on the People's Panel webpage?	Number of responses n=2203	% of responses
Yes	1358	62%
No	543	25%
Unsure/Can't remember	302	14%

Base: Panellists participating in survey n= 2203

Q4B: How satisfied are you with the reporting of People's Panel results?	Number of responses n=2203	% of responses
1 - Very dissatisfied	26	1%
2	122	6%
Total dissatisfied (1 & 2)	148	7%
3	569	26%
4	794	36%
5 - Very satisfied	389	18%
Total satisfied (4 & 5)	1183	54%
Unsure / Don't know	303	14%

Base: Panellists participating in survey n= 2203

Q4C: How could we improve the way we report People's Panel results?	Number of responses n=567	% of responses
Open response		

Base: Panellists participating in survey n= 567

Q5A: How likely are you to recommend joining the People's Panel to your family, friends and colleagues?	Number of responses n=2203	% of responses
1 - Very unlikely	162	7%
2	259	12%
Total unlikely (1 & 2)	421	19%
3	596	27%
4	571	26%
5 - Very likely	563	26%
Total likely (4 & 5)	1134	51%
Unsure / Don't know	52	2%

Base: Panellists participating in survey n= 2203

Q5B: How can we encourage more Aucklanders to join the People's Panel?	Number of responses n=1095	% of responses
Open response		

Base: Panellists participating in survey n= 1095

Q6A: Overall, how satisfied are you with the way the panel has operated over the past year?	Number of responses n=2203	% of responses
1 - Very dissatisfied	23	1%
2	66	3%
Total dissatisfied (1 & 2)	89	4%
3	398	18%
4	883	40%
5 - Very satisfied	738	33%
Total satisfied (4 & 5)	1621	74%
Unsure / Don't know	95	4%

Base: Panellists participating in survey n= 2203

Q6B: What, if anything do you like about being part of the People's Panel?	Number of responses n=1242	% of responses
Open response		

Base: Panellists participating in survey n= 1242

Q6C: What else can we do to improve the People's Panel?	Number of responses n=690	% of responses
Open response		

Base: Panellists participating in survey n= 690

Q7A: Did you see any publicity in encouraging you to find out more or give feedback in any of these places in the last year?	Number of responses n=2315	% of responses
NZ Herald	743	32%
Local/community paper	1070	46%
Auckland Council website	689	30%
Other website	64	3%
OurAuckland	1037	45%
Social media	126	5%
Council information display at another event	175	8%
Flyers/posters etc at libraries, service centres and local board offices	587	25%
Flyer in rates notice	467	20%
Email from Auckland Council (not People's Panel)	240	10%
Unsure/Can't remember	239	10%
I haven't seen any information about council consultation opportunities	260	11%
Something else	71	3%

Base: Panellists participating in survey n= 2315 Note this was a multiple response question, so responses add to more than 100%

Q7B: Which of the following have you done in the last year to find out more about what Auckland Council and Local Boards are planning?	Number of responses n=2315	% of responses
Read or downloaded a plan or policy on the Auckland Council website	1172	51%
Followed or taken part in an online forum	499	22%
Read a printed plan or policy documents at a service centre, or took information away	688	30%
Attended a public meeting organised by Auckland Council	400	17%
Attended a council open day	158	7%
Visited a council information stand at another event	221	10%
Called the council call centre for more information about a plan or policy	233	10%
Visited/called a local board office to find out more about a plan or policy	186	8%
I haven't looked for any more information about Auckland Council's plans and policies	465	20%
Unsure/Can't remember	108	5%
Other	74	3%

Base: Panellists participating in survey n= 2315 Note this was a multiple response question, so responses add to more than 100%

Q7C: Have you given feedback on any of the following plans, policies and proposals in the last year?	Number of responses n=2315	% of responses
The Unitary Plan	764	33%
The Annual Plan (including Local Board agreements)	294	13%
Gambling venues policy	154	7%
Parks and open spaces strategic action plan	574	25%
Sport and recreation strategic action plan	341	15%
Local board plans or activities	140	6%
Bylaws	76	3%
Other	83	4%
I haven't given any other feedback to Auckland Council	1071	46%

Base: Panellists participating in survey n= 2315 Note this was a multiple response question, so responses add to more than 100%

Q8A: How did you give feedback to Council last year?	Number of responses n=1275	% of responses
Online	866	68%
By email	454	36%
At a council event	201	16%
On a council form	163	13%
At a hearing	85	7%
Unsure/Can't remember	41	3%
Other	17	1%
I did not give any feedback last year	44	3%

Base: Panellists participating in survey n= 1275 Note this was a multiple response question, so responses add to more than 100%

Q9A: Overall, how satisfied are you with the opportunities you have to find out more about Auckland Council plans and policies and give feedback on them?	Number of responses n=2315	% of responses
1 - Very dissatisfied	63	3%
2	232	10%
Total dissatisfied (1 & 2)	295	13%
3	680	29%
4	894	39%
5 - Very satisfied	381	16%
Total satisfied (4 & 5)	1275	55%
Unsure / Don't know	65	3%

Base: Panellists participating in survey n= 2315

Q9B: How confident are you that views of Aucklanders are considered by Auckland Council in its decision-making process?	Number of responses n=2315	% of responses
1 - Not at all confident	485	21%
2	554	24%
Total not confident (1 & 2)	1039	45%
3	697	30%
4	402	17%
5 - Very confident	105	5%
Total confident (4 & 5)	507	22%
Unsure / Don't know	72	3%

Base: Panellists participating in survey n= 2315

Q9C: What improvements do you suggest to the consultation process as a whole?	Number of responses n=662	% of responses
Open response		

Base: Panellists participating in survey n= 662

Q10A: If you were thinking of starting you own business, where would you go to find out the information you need to set up your company?	Number of responses n=2306	% of responses
Library	437	19%
Auckland Council website	670	29%
Inland Revenue	1052	46%
Central government websites	698	30%
The Companies Office	910	39%
Accountant	1090	47%
Lawyer	909	39%
Relevant industry associations	912	40%
Unsure/Don't know	107	5%
Not applicable - I'll never want to set up my own business	545	24%
Not applicable - I have already set up my own business	150	7%
Other	60	3%

Base: Panellists participating in survey n= 2306 Note this was a multiple response question, so responses add to more than 100%

Q11A: What would be the best way for Auckland Council to provide information about starting a business to you?	Number of responses n=1627	% of responses
By email	674	41%
Through the website	909	56%
By post	201	12%
Meeting in person with an appropriate business adviser	751	46%
Unsure/Don't know	66	4%
Not applicable - I'm not interested in receiving this information from Auckland Council	216	13%
Other	46	3%
Council should not be involved in this activity	32	2%

Base: Panellists participating in survey n= 1627 Note this was a multiple response question, so responses add to more than 100%

Q11B: What information would you like to see in a business start-up information pack?	Number of responses n=587	% of responses
Open response		

Base: Panellists participating in survey n= 587

Q11C: What information would have helped you when you started your business?	Number of responses n=89	% of responses
Open response		

Base: Panellists participating in survey n= 89

Q12A: Have you any other comments you would like to add about the People's Panel, how Auckland Council consults with its communities, or support for start-up businesses?	Number of responses n=411	% of responses
Open response		

Base: Panellists participating in survey n= 411

Appendix II Respondent profile

	All respondents n=2315	Percentages (%) n=2315	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1344	58%	51%
Male	958	41%	49%
Prefer not to say/Unknown	13	1%	
Age			
15-24 years	48	2%	20%
25-34 years	152	7%	19%
35-44 years	346	15%	21%
45-54 years	482	21%	17%
55-64 years	502	22%	12%
65-74 years	521	23%	7%
75+ years	166	7%	6%
Prefer not to say/Unknown	98	4%	
Ethnicity (Multiple response)			
European	2072	90%	55%
Māori	114	5%	11%
Pacific Peoples	63	3%	15%
Asian	107	5%	18%
Middle Eastern, Latin American, African	26	1%	1%
Other	2	0%	8%
Unknown	46	2%	
Local Board			
Albert-Eden	204	9%	7%
Devonport-Takapuna	115	5%	4%
Franklin	113	5%	4%
Great Barrier	2	0%	0.1%
Henderson-Massey	132	6%	8%
Hibiscus and Bays	163	7%	6%
Howick	145	6%	9%
Kaipatiki	155	7%	6%
Mangere-Otahuhu	65	3%	5%
Manurewa	77	3%	6%
Maungakiekie-Tamaki	120	5%	5%
Orakei	188	8%	6%
Otara-Papatoetoe	52	2%	6%
Papakura	41	2%	3%
Puketapapa	59	3%	4%
Rodney	144	6%	4%
Upper Harbour	77	3%	3%
Waiheke	33	1%	1%
Waitakere Ranges	125	5%	3%
Waitemata	187	8%	5%
Whau	109	5%	5%
Other/Unknown	9	0.3%	-

Demographics from People's Panel registration information