

# City of Rockingham Happiness

## THE CITY'S OVERALL HAPPINESS SCORE IS

# 29

To put this in context two of Australia's top banks scores are -11 and -9.8 respectively, while Apple and Microsoft rate at 47 and 45 respectively.

The City of Rockingham recently launched Rock Port – a secure, online community engagement portal. A key feature of Rock Port is the Happiness Index. It measures the degree to which an individual would recommend the services or products of a brand to another person. It is the first time that such a tool has been used for local government and provides an innovative way of measuring the community's level of satisfaction with living in the City.

On Rock Port, community members can give a score on how likely they are to recommend living in the City to a friend or family member. Rating is done on a scale of 0 to 10, with 0 being not at all likely and 10 being extremely likely. Respondents can also select up to six reasons, indicating why they have chosen this rating.

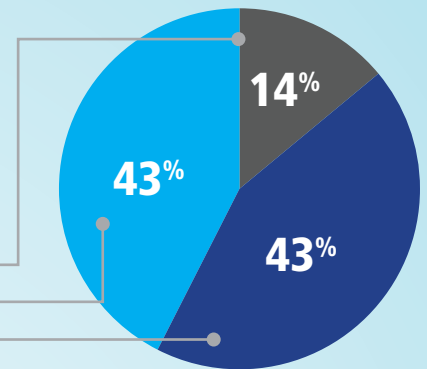
The results for the first six months from February to August 2017 are now available.

Of the City's respondents, 43% are promoters, 14% are detractors, and the remaining 43% are passives:

**Promoters** are community members who have responded with a 9-10 score. They are deemed to be happy and enthusiastic about living in the City.

**Passives** are community members who have responded with a score of 7-8 and could become promoters if they believed the City improved.

**Detractors** are community members who have responded with a score of 6 or lower and are deemed as unhappy.



The overall happiness rating is determined by subtracting the percentage of detractors from the percentage of promoters.



# Reasons selected by detractors and promoters



The main reasons why **PROMOTERS** are very likely to recommend the City to family or friends include:

- attractiveness of surroundings
- confidence about the area's future
- cleanliness of the City
- pride in living here.

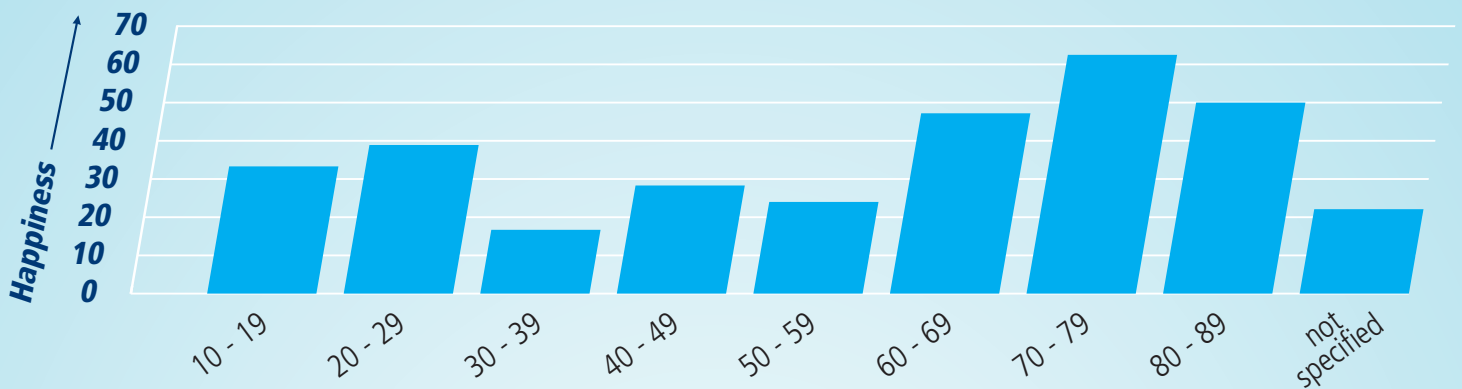


The main reasons why **DETRACTORS** felt they would not recommend the City to family or friends are:

- feeling of safety
- public transport
- attractiveness of surroundings
- confidence about the area's future.

## Happiness Index Score - By Age

The Happiness Index ratings given by various age groups can be summarised as follows:



# Rock Port – connect anywhere anytime

Sign up to Rock Port to rate the City on the Happiness Index. We encourage all Rock Port users to have their say as the ratings and feedback provide valuable inputs into the City’s strategic planning process.

Within Rock Port, users can also select topics of interest on which they would like to be kept informed, and opt in to receive the City’s newsletters electronically.

## Rock Port - My interests

Strategic community planning

Environmental interests

Coastal and marine environment

Sporting clubs and facilities

Planning and development

Libraries and education

Aboriginal and Torres Strait Islanders

Waste and recycling

Roads and footpaths

Seniors facilities and activities

Disability access and inclusion

Arts and events

Grants

New infrastructure projects

New community plan strategies

Community safety

Youth

Volunteering

Community development

Tender and quotations

## Rock Port - Please email me

City Chronicle

Events eNewsletter

Libraries eNewsletter

Strategic Community Plan

Council Agenda and Minutes

Annual Report

Surveys

Autumn Centre eNewsletter

Seniors eNewsletter

