

OFFICIAL

THE
CITIZEN
EXPERIENCE
SURVEY
BASELINE
2019

NOTE: The raw data contained in this document is subject to change following further data collection and required analysis.



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Acknowledgements

The Department acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to their Cultures, Country and Elders both past and present.

The design and delivery of the Citizen Experience Survey is led by the Department of the Prime Minister and Cabinet, drawing significantly on expertise across the Australian Public Service and within the academic community.

The Department of the Prime Minister and Cabinet gratefully acknowledges this assistance in developing the Survey.

This report was created for internal deliberative use by the Australian Public Service.

The views expressed in this report are those of the authors and do not necessarily reflect those of the Department of the Prime Minister and Cabinet or the Australian Government.

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Important note about data

Please note the raw data contained in this document is subject to change following further data collection and required analysis. This includes the application of statistical processes to the data such as weighting and significance testing. Undertaking this analysis ensures that, as a time-series is compiled, statistical noise is removed and results are reliable and representative of the Australian public according to demographic benchmarks.

Only once such analysis is complete and a time-series established, results will be ready for publication.

If you would like to use this report or the results please contact the Citizen Engagement Team.



Citizen Experience Survey Announced.

July, 2018



Australia's 1st

national survey asking **5,103** Australians about their trust, satisfaction and experience with Australian public services.

March, 2019

Results fill a **gap** in a **whole-of-APS** understanding of service interaction.



Trust in **regional areas** is lower than in major cities.

The inclination to trust is positive.

10% distrust **31%** trust
59% somewhat trust or trust services and **only** 10% distrust services.



Only **one third** of multi-service users know how to **access services**.

Young people are more likely to be multi-service users and report greater **effort** accessing services.



83% of people had at least **one reason** to access services in a 12 month period.

Almost **1 in 3 people** accessed **2+ services** per reason.

Service satisfaction is higher than trust at

52%

but... there's room for improvement.



There's a desire for increased APS **responsiveness**.

Only **32%** are satisfied with how their **feedback is handled**.



36% would like greater **choice** in the channels they use to access services. (e.g. phone, face-to-face)



Over one third of Australians agree Australian public services **need to change**.

Baseline Summary

These results reflect 5,103 respondents' trust, satisfaction and experience with Australian public services.

Reasons

83% of people had at least one reason to access Australian public services in the last 12 months.

Financial

Around 1 in 2 people access services to receive financial assistance.

Channels

myGov, phone and in-person are the three most common channels used to access services.

Age

Young people (18-24 years) report greater effort navigating multiple services.

Feedback

19% provided feedback to services. Just one third of people were satisfied with how their complaint or suggestion for change was handled.

Services

Almost 1 in 3 access two or more services for the same reason (e.g. having a baby).

Trust

31% of respondents trust Australian public services. 10% distrust.

Choice

36% would like greater choice in the channels they use to access services.

Place

Trust in regional areas is lower (27%) than in major cities (32%).

The Future

More than 1 in 3 people think Australian public services need to change to meet the needs of all Australians.

Journey

Common reasons include submitting a tax return, looking for work and travelling overseas. Services provided by Centrelink, Medicare and the ATO are the most commonly used.

Satisfaction

52% were satisfied with services accessed. How they were treated by staff was rated highest, being kept aware of progress and service wait times was lowest rated.

Coordination

Less than a third (29%) of multi-service users understand how services work together and slightly over a third (34%) know what services to access and when to access them.

Income

Low income earners have lower expectations, less satisfaction and higher distrust of services.

Change

25% trust Australian public services to successfully implement changes required to meet the needs of all Australians.

01

Executive Summary

- i-iv
- v About the Survey

02

Headline Measures

- 1 Chapter Summary
- 8 Employment
- 12 Age
- 16 Education
- 20 Income
- 24 Number of Services
- 29 Geographic Location
- 33 In Focus:
 - Feedback
 - Trust and the Non-Aligned
 - Financial Assistance
 - Mapping Trust

03

Opportunity Areas

- 43 Chapter Summary
- 44 Improving Feedback
- 46 Getting the Experience Right for Young People
- 47 Understanding the Regional Trust Gap
- 48 Understanding the Channel Mix
- 49 Exploring Service Journeys
- 52 Actioning Results

EXECUTIVE SUMMARY

Across the Australian Public Service (APS), many surveys are conducted by agencies to measure service delivery success.

In 2017, approximately one third of APS agencies administered surveys about citizen satisfaction and engagement with services¹.

These surveys deliver important insights into how the public engages with individual services.

Insights are used by these agencies to improve service delivery.

There is a gap in the APS survey landscape.

The public's overall experience with Australian public services is not well understood. If the APS does not understand how people engage and make decisions, or what drives their daily interactions, we risk not meeting the evolving needs of Australians.

Every experience of Australian public services matters, regardless of who has it. Knowing this, the APS can improve overall consistency in service delivery, and collaboration and knowledge transfer between service delivery agencies.

Addressing this gap will enable the APS to reform service delivery to better reflect public interests.

Delivering services that do not meet public expectations impacts trust in Australian public services. Studies show significant benefit from creating a trusting environment. Trust ensures positive, functional, effective relationships. For public services, high trust facilitates cooperation. It can increase compliance and reduce transaction and enforcement costs associated with design and delivery of services².

The quality and management of public services weighs on public trust. For individuals interacting with services, trust creates a feeling of engagement and inclusion (rather than apathy and alienation), reinforcing broader social cohesion.

This report establishes the Baseline of the first ever Citizen Experience Survey (the Survey).

It marks a milestone in the design and delivery of a regular, national survey measuring public satisfaction, trust and experiences of Australian public services. Dr Martin Parkinson AC PSM, Secretary of the Department of the Prime Minister and Cabinet, announced his intention to run the Survey at the opening of Innovation Month in July 2018.

The Survey is designed to complement existing work undertaken by APS agencies rather than duplicate; and places the public at its centre. It is designed to concentrate on an individual's experience. Results show why and how people interact with services and who they interact with (including different services concurrently). Results provide insight into services through the eyes of the public.

This design also provides a measure of the consistency, coordination and collaboration of services across the APS and identifies areas for coordinated service delivery.

¹ Estimate based upon information provided by the Australian Public Service Commission (2018). Approximately 30 of 93 agencies measured public engagement and satisfaction.

² See Fukuyama (1995) 'Trust: The Social Virtues and the Creation of Prosperity', New York, Free Press; OECD Government at a Glance 2013 and 2017' and World Economic Forum 'The economic impact of distrust' (2016)

The Survey provides point-in-time measurement of public trust, satisfaction and experience of Australian public services.

The Survey was conducted from 19 to 31 March 2019 with responses from 5,103 diverse participants, representative of the Australian population. Findings are explored through multiple lenses including employment, geographic location and age. The Survey was refined through two exploratory waves conducted between November 2018 and February 2019.

Trust in Australian public services is low but is being maintained.

Thirty-one per cent of people trust Australian public services. This figure represents the respondents who categorically (and without uncertainty) trust Australian public services (strongly trust or trust). This finding of low institutional trust is consistent with other surveys around the World. Compared to other government, non-government, and media institutions, the APS appears to be maintaining public trust³.

The APS is not immune to rising distrust observed in other institutions. Results show declining trust in other institutions is a factor people consider when judging their level of trust in Australian public services.

Additionally, survey results show trust is statistically significantly lower in regional areas of Australia when compared to major cities.

³Grattan Institute (2018) 'A crisis of trust: the rise of protest politics in Australia', p.70

The inclination to trust is positive.

More than half of survey respondents *somewhat* trust or trust Australian public services (59%). Distrust of services is low (10%).

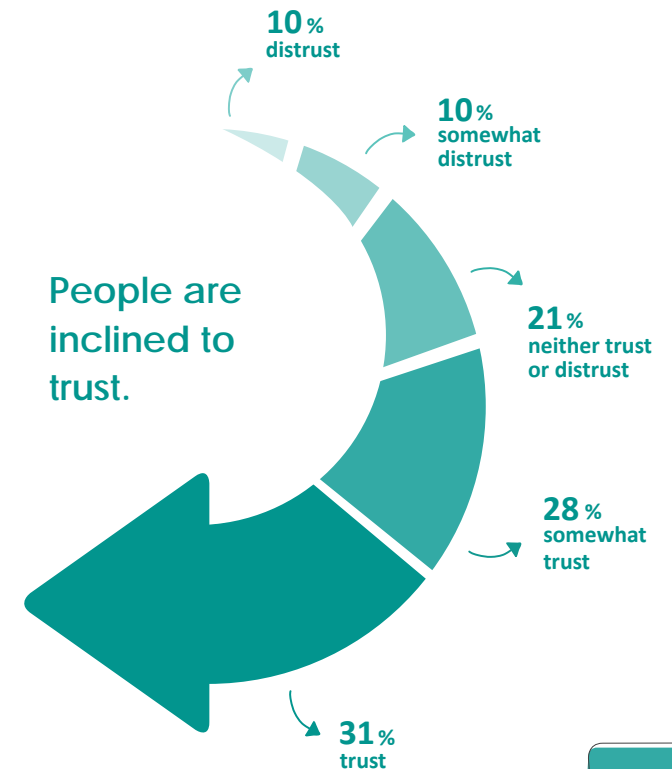
Respondents that 'somewhat trust', 'neither trust nor distrust' or 'somewhat distrust' are considered non-aligned. This group can substantially assist in establishing greater trust in Australian public services. Survey results show apathy is not a major factor for non-alignment. Rather the non-aligned express uncertainty in their trust of services. They engage less often with services and thus have a reduced awareness and an increased reliance on other people's experiences and news media to establish their level of trust.

Uncertainty in the ability to trust Australian public services is heightened by a lack of awareness of roles, responsibilities and accountabilities.

Understanding this nuance highlights a need to **consistently** deliver responsive and reliable services to Australians in an open, honest and fair way. Consistent delivery of services reduces the number of "bad news" stories influencing the non-aligned.

Additionally, the APS must **help the public to know the unknown** and become more familiar with the frameworks in place to hold the APS to account through legislation, the Executive and by the Parliament.

Survey results show just 27 per cent of respondents agree Australian public services are responsive i.e. accessible and respectful, as well as receptive and reactive to feedback.



“

Users of three or more services report less ‘know-how’ of when and what services to access, and more effort to access and use services.

Satisfaction results reflect a desire for increased service responsiveness and change.

Overall, survey respondents report higher average satisfaction than trust when accessing services in the last twelve months. Just over one in two (52%) report satisfaction. Less than one in ten are dissatisfied (9%)*.

Respondents report least satisfaction with understanding how personal information is used and stored (44%); and being kept aware of progress and wait times (43%).

Just under one third (32%) of respondents report using more than one service concurrently for the same reason (such as having a baby). Users of three or more services report less ‘know-how’ of when and what services to access, and more effort to access and use services.

Greater collaboration and knowledge transfer between agencies, understanding what services are used, when they are used and why, will enable the optimal delivery of programs and services, improving accessibility and responsiveness to meet the needs of Australians.

There is also desire to change the channels respondents use in their service interactions.

While most respondents use one channel to engage services (predominantly myGov), 41 per cent use two or more (such as phone and in-person). Over one third of respondents indicate they would like greater choice in how they access services (36%). A focus can be placed on groups expressing a desire for greater choice in how they interact with services, including for young people aged 18-24 years.

*These results represent average satisfaction with services. They are not service-specific. Service-specific satisfaction results may be higher or lower than the average.

Following access to services, just under one in every five respondents provide feedback (19%).

Under one third of respondents (particularly the unemployed and low income earners) who provide a suggestion for change or complaint about a service are satisfied with how feedback is handled (32%).

More than one third of respondents agree Australian public services need to change in future to meet the needs of all Australians (38%).

This result substantially increases for multi-service users and those permanently unable to work (~50% want change).

Overall, just a quarter of respondents trust Australian public services to implement change (25%).

Change needs the entire APS.

APS agencies have had significant input into the design and delivery of the Survey.

This has provided agencies with the opportunity to consider results and possible service delivery reforms to improve service responsiveness and public trust.

Using Survey findings, PM&C and APS agencies have together identified opportunities for service delivery reform. In addition, the Survey has identified future research opportunities we will pursue.

These reform and research opportunities demonstrate the value of the Survey as a catalyst for improving Australian public services.

Opportunities for service delivery reform.

01

The delivery of services to young people (18-24 years) who are experiencing services for the first time.

03

Further exploration of the regional trust gap and tailoring of services to suit regional needs.

02

The management and handling of feedback across the APS.

04

New exploration to understand the right mix of channels for different services.

An Opportunity for future research.

05

Understanding the journeys people take across multiple services. Insights from the Survey will be combined with APS agency research to build this understanding. This research can inform greater coordination and consistency in service delivery.

HOW DID WE SURVEY?

Average completion time: 20 min

Participation rate: 88%

**respondents who completed the Survey*

The Survey is completed online, as a questionnaire. The Baseline wave of data collection for the Survey was conducted from 19 to 31 March 2019, collecting responses from 5,103 respondents.

Adults 18 years and older were invited to participate.

Ethical clearance to administer the Survey was obtained from a Committee of Peers in November 2018. Informed consent of participants was obtained to complete the Survey.

The Survey was refined through two exploratory waves conducted between November 2018 and February 2019. Representativeness of results.

The Survey aims to collect responses from all those eligible for Australian public services. This includes Australian citizens (living in and outside Australia), permanent residents and temporary visitors in Australia.

Coverage.

How a survey is conducted influences the ability of people to participate, creating potential issues of population 'coverage'.

The Survey is currently delivered in English only. This results in a lack of coverage of those who do not speak English proficiently – Census 2016 results indicating this is 3.7% of the Australian population. Future waves will consider alternative ways to survey those with low English language proficiency.

The Survey is delivered online, with participants needing an internet connection to complete the Survey on their device (e.g. computer, smartphone). This means those without internet access—estimated at 14% of Australian households (ABS 2016)—are not adequately covered in this survey. PM&C is currently conducting a telephone survey to ensure these perspectives are not missed. A telephone survey also enables the visually impaired to participate.

Sampling.

During sampling, hard quotas for gender, age and location were set based on Census population benchmarks. No other hard quotas were set. For further information on the Survey sample, see over page.

Respondents were sampled through an online panel, where minor financial incentives are provided. The panel used for this Survey recruits respondents through marketing approaches such as advertising. This type of 'non-probability' panel differs from 'probability' panels where respondents are recruited via targeted methods like random-digit-dialling. This approach creates a number of potential biases to be considered:

- People enrolled in panels generally feel more comfortable transacting online than those who are not on panels. This can influence their perspectives on digital service delivery.
- Panels tend to have a higher proportion of those on lower incomes and those not in employment when compared to Census population benchmarks.
- People enrolled in panels may have completed more surveys than the average person, meaning

they can become 'conditioned' to surveys. Participants from this Survey recruitment panel complete on average 1.3 surveys per month.

Cleaning of data.

Survey data is quality assured to check respondents are completing it correctly. Respondent data is removed for two reasons:

- **Speeding:** If respondents answer the Survey in less than 30 per cent of the average completion time, this likely means they could not have read the questions properly.
- **Nonsense answers in open-ended questions:** The Survey allows for open ended free text responses. Where responses are assessed as consistently nonsense (e.g. incomplete, incomprehensible or irrelevant statements), they're removed.

Method.

A seven point response scale is provided through the Survey. Responses that demonstrate categorical satisfaction or trust in services are included in the overall trust and satisfaction statistics of the results. Responses that are less certain (e.g. somewhat trust, neither trust nor distrust, somewhat distrust) are non-aligned. This method avoids the introduction of uncertainty into findings. Trust and satisfaction results reflect the average and are not service-specific.

Future survey waves.

Please note actual percentage point results from this baseline data may vary when combined with future waves to create a time-series.

WHO DID WE SURVEY?

Sample	5103	Respondents
Citizenship	89%	Australian Citizens
	8%	Permanent Residents
	1%	Special Protected Category Visa
	2%	Individual in Australia temporarily
ATSI	2.7%	Identified as Aboriginal and/or Torres Strait Islander
Gender	49%	Female
	50%	Male
	0.4%	Identify as non-binary, gender diverse, or descriptors other than man/boy or woman/girl
Age	12%	18 – 24
	18%	25 – 34
	19%	35 – 44
	18%	45 – 54
	16%	55 – 64
	18%	65 +
Residence	2%	Australian Capital Territory
	32%	New South Wales
	0.9%	Northern Territory
	20%	Queensland
	7%	South Australia
	25%	Victoria
	10%	Western Australia
	2%	Tasmania
	0.1%	Living overseas
Languages	88%	English only
	12%	Languages other than English

Education	14%	Year 10 or below
	17%	Completed Year 12
	20%	Certificate-level I to IV
	13%	Advanced Diploma or Diploma
	36%	Tertiary education (Bachelors and Post Graduate studies)
Place of birth	76%	Born in Australia
	24%	Born outside of Australia
Parents place of birth	54%	Both parents born in Australia
	46%	At least one parent born outside Australia
Employment	34%	Employed, full-time
	15%	Employed, part-time
	8%	Employed, casual/temporary
	11%	Unemployed
	7%	Not actively looking for employment
	20%	Retired
	4%	Permanently unable to work
Household	33%	Married or in a defacto relationship, living with partner, no dependent(s)
	28%	Married or in a defacto relationship, living with partner, with dependent(s)
	19%	Single, living alone
	7%	Single, with dependent(s)
	8%	Single in a group household / sharehouse arrangement
	4%	Other
Total household income	10%	\$ 156, 000 or more
	23%	\$ 91 000 - \$155 999
	18%	\$ 65, 000 - \$90, 999
	20%	\$ 41, 600 - \$64, 999
	21%	\$ 20, 800 - \$41, 599
	8%	< \$ 20, 799
Life satisfaction	42%	Satisfied
	8%	Dissatisfied
Interpersonal trust	22%	Trust
	12%	Distrust

Headline Measures

These results reflect 5,103 respondents' trust, satisfaction and experience with Australian public services.

Reasons

83% of people had at least one reason to access Australian public services in the last 12 months.

Financial

Around 1 in 2 people access services to receive financial assistance.

Channels

myGov, phone and in-person are the three most common channels used to access services.

Age

Young people (18-24 years) report greater effort navigating multiple services.

Feedback

19% provided feedback to services. Just one third of people were satisfied with how their complaint or suggestion for change was handled.

Services

Almost 1 in 3 access two or more services for the same reason (e.g. having a baby).

Trust

31% of respondents trust Australian public services. 10% distrust.

Choice

36% would like greater choice in the channels they use to access services.

Place

Trust in regional areas is lower (27%) than in major cities (32%).

The Future

More than 1 in 3 people think Australian public services need to change to meet the needs of all Australians.

Journey

Common reasons include submitting a tax return, looking for work and travelling overseas. Services provided by Centrelink, Medicare and the ATO are the most commonly used.

Satisfaction

52% were satisfied with services accessed. How they were treated by staff was rated highest, being kept aware of progress and service wait times was lowest rated.

Coordination

Less than a third (29%) of multi-service users understand how services work together and slightly over a third (34%) know what services to access and when to access them.

Income

Low income earners have lower expectations, less satisfaction and higher distrust of services.

Change

25% trust Australian public services to successfully implement changes required to meet the needs of all Australians.

Most people have a reason to access Australian public services each year.

People have many life events. Some are significant events such as having a baby, entering the workforce, or developing a chronic health condition. Some events are more routine, such as maintaining a licence or submitting taxes. Many of these events become a reason to access Australian public services.

According to Survey results, in the last twelve months, most respondents had at least one life event which became a reason to access Australian public services (83%). Almost one in five respondents had no reason to seek access to Australian public services (17%).

Where respondents had a reason to seek access to services, most accessed services for themselves (85%). This is further explored on Page 5.

The top reason to access Australian public services was to submit a personal tax return (55% of respondents).

This result is lower than expected as a proportion of respondents may use a third party agent (e.g. an accountant) to submit a tax return on their behalf and do not recognise they are using a service. Other top reasons are travelling overseas (21%), looking for work (19%), undertaking or updating a registration (19%), participating in a research or engagement activity (17%), and experiencing a chronic condition, injury or illness (15%).

People may access more than one service for a reason.

For example, to submit a personal tax return, most people only interact with the Australian Tax Office (ATO). A high proportion of people also access two or more services for the same reason (32%). Services provided by Centrelink, the ATO and Medicare are the most accessed in descending order (Further information see Number of Services).

Over half of respondents accessing services are seeking financial assistance (53%).

Over a third of respondents access services for a compliance or registration purpose (34%), for example to provide information to a public body on request. A smaller proportion of the sample have a non-financial purpose (10%), for example, to seek information or access to training. Only three per cent of respondents have a civic participation purpose, for example, to write a submission as a means to access services (Further information see In Focus - Financial Assistance).

31% of respondents trust Australian public services.

Just under one third of respondents trust Australian public services (31%). This is higher than trust respondents place in others (interpersonal trust is 22%). The majority of respondents are non-aligned (somewhat trust, neither trust nor distrust, somewhat distrust) on their trust in Australian public services (59%). One in ten report they distrust Australian public services (10%).

More respondents who are non-aligned on their trust report they somewhat trust Australian public services (28%), than neither trust nor distrust (21%) or somewhat distrust (10%) services (Further information see Trust and the non-aligned).

The inclination to trust services is positive with 59 per cent of respondents somewhat trusting or trusting services.

No single driver of trust significantly stands out.

There are a range of drivers of trust. These reflect the ability of an institution to be competent (reliable and responsive) and uphold values (be open and honest, have integrity and be fair). Survey responses show no single driver significantly stands out from the others in driving trust in Australian public services. There is least agreement that Australian public services are responsive (27%) and fair (28%). There is greater agreement that services are open and honest (30%) and have integrity (31%).



“They are always there to help you.”

- Person who trusts Australian public services.

Over half of respondents were satisfied with services.

Overall, respondents report higher service satisfaction (52%) than service trust (31%).

Less than one in ten are dissatisfied with services (9%).

Respondents report greatest satisfaction with how they are treated (respect), getting what they need, staff knowledge and actions, service access and consistency, and information accuracy (all >50%). Respondents report least satisfaction with understanding how personal information is used and stored (44%); and being kept aware of progress and wait times throughout (43%).

When respondents seek access to services, just under one third think accessing those services takes a lot of effort (31%).

The majority of respondents (53%) report using one channel to engage services (e.g. myGov, email, phone, in-person).

But 41 per cent use two or more channels. myGov is the most common channel (67%), followed by phone (30%), in-person (26%) and APS websites (19%).

Over half of respondents who use APS websites as a channel to engage with services are satisfied (58%). Respondents report lower satisfaction when using phone and/or in-person channels (43% and 46% respectively).

Most respondents report they would not change how they engage with services (63%). The remaining 37 per cent indicated they would like greater choice in how they access services. This includes 17 per cent of respondents who report they want to change the way they engage with services in the future, and 20 per cent who report they cannot change their channel/s of engagement.

Just under one in every five respondents (19%) provide feedback to services.

Of those who provide feedback, 43 per cent provide a compliment, 33 per cent make a suggestion for change, and 24 per cent submit a complaint.

Under one third of respondents who make a suggestion for change or complaint are satisfied with how their feedback is handled (32%). Twenty-two per cent are dissatisfied with how their feedback is handled (Further information see Feedback).

Looking forward, more than one third of respondents (38%) agree Australian public services need to change in future to meet the needs of all Australians.

A small number of respondents (4%) disagree change is required.

Only a quarter of respondents trust Australian public services to implement these changes in the future.



“I had questions concerning my job. These questions were specific, and it wasn’t possible to find the information online, however, the government agencies were not able to help me or re-delegate me to someone who can.”

- Person who was dissatisfied with how their complaint was handled.

“

Almost half of respondents access two or more services for the same reason (44%).

ACCESSING AUSTRALIAN PUBLIC SERVICES FOR SOMEONE ELSE

Fifteen per cent of respondents report accessing services on behalf of someone else. On these occasions, three-quarters of respondents report two or more reasons to access services.

Submitting a personal tax return (51%) and travelling overseas (24%) are the top two reasons for accessing services on behalf of another person. Experiencing a chronic condition, injury or illness is the third highest reason (22%).

Almost half of these respondents access two or more services for the same reason (47%). Centrelink, Medicare and the ATO (in this order) are the top three services accessed. There is also considerable engagement with My Aged Care, NDIS, Child Support and the PBS (10-12%).

Most commonly used services.

Here are the fifteen most accessed services. Centrelink, ATO and Medicare are the top three most used services*.

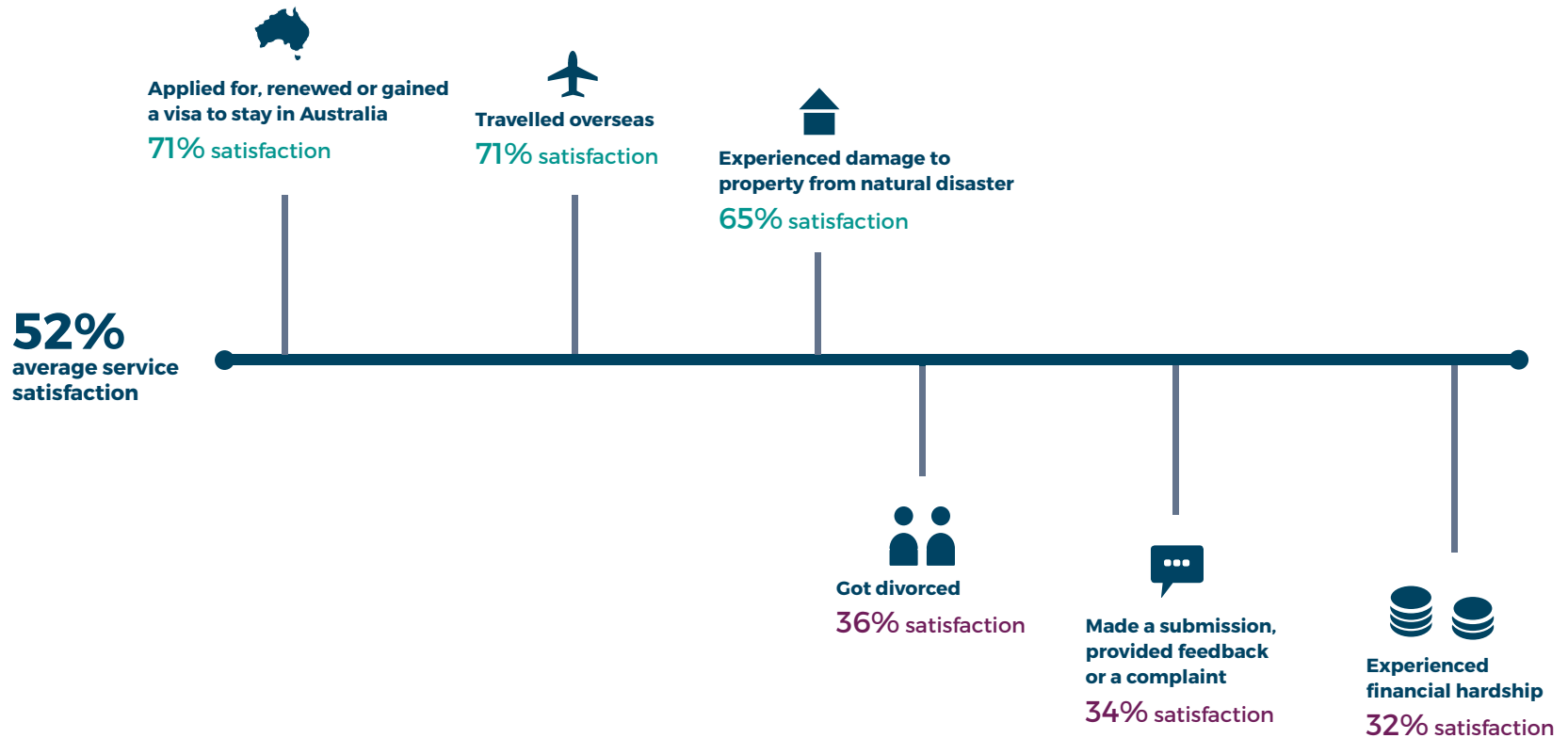
- 1 Centrelink
- 2 Australian Taxation Office
- 3 Medicare
- 4 Department of Foreign Affairs and Trade
- 5 Pharmaceutical Benefits Scheme
- 6 Child Support
- 7 Department of Jobs and Small Business**
- 8 My Aged Care
- 9 Department of Home Affairs
- 10 Australian Competition and Consumer Commission
- 11 National Disability Insurance Scheme
- 12 Department of Veteran's Affairs
- 13 Fair Work Ombudsman
- 14 Parks Australia
- 15 Customs and Biosecurity

* It is recognised that this list reflects a mix of services, Departments and Agencies, and programs Survey participants accessed to receive services. Cognitive testing demonstrated participants more easily recognise services they have used when they are provided in a mixed format.

** Respondents were surveyed prior to the Department of Jobs and Small Business being renamed in May 2019

Satisfaction by reason.

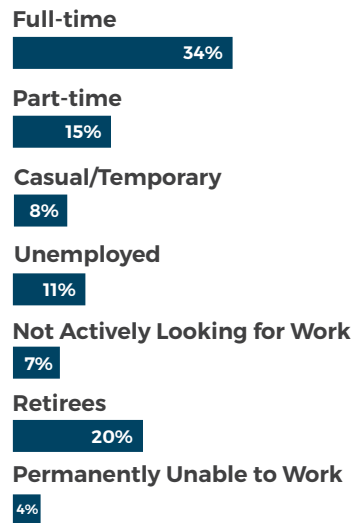
People experience many life events such as having a baby or entering the workforce. When people experience these life events, they may have a reason to access Australian public services. The diagram below shows the three reasons with the highest service satisfaction, and three reasons with lowest service satisfaction. For example, for people who used services while travelling overseas, 71 per cent were satisfied.



EMPLOYMENT

This section explores how people with different types of employment experience Australian public services. People who participate in the labour force, retirees, the unemployed and those permanently unable to work feature in results.

Who did we survey?



Reasons

People in precarious employment, the unemployed, and those permanently unable to work are likely to have three or more reasons to access services in the last twelve months.

Change

More than half of people permanently unable to work think services need to change in the future—but only 25 per cent trust the APS to implement those changes.

Complaints

People permanently unable to work provide the most complaints about services.

Trust and satisfaction

People permanently unable to work are the least trusting and most dissatisfied with services.

People in precarious employment and the unemployed are likely to have three or more reasons to access services in a year.

Many reasons to access services.

Full-time employees (36%), retirees (34%) and those not actively looking for work (33%) are more likely to only have one reason to seek access to services in a twelve month period.

In contrast, casual/temporary workers, part-time employees, those permanently unable to work, and the unemployed are more likely to have three or more reasons to seek access to services in a 12 month period (≥33%). Almost half of unemployed people have three or more reasons to access services (46%).

Complex reasons for interaction.

Among full-time and part-time workers, as well as retirees, submitting an annual tax return is the most common reason for accessing services (49%-70%) and travelling overseas is the second most common reason (20-28%).

For casual/temporary workers and unemployed persons, looking for work is a top reason (27% and 60% respectively).

Those permanently unable to work report disability (58%) and experiencing a chronic condition or illness (45%) as the top reasons for accessing services.

Except for those permanently unable to work, Centrelink, Medicare and the ATO are the top three services accessed.

For those permanently unable to work, the top four were Centrelink (79%), Medicare (36%), the NDIS (21%) and the PBS (19%).



“... always given different information from different people about the same thing.”

- **Person in casual or temporary employment.**

Those permanently unable to work are the least trusting and least satisfied and they want change.

A lack of trust.

Full-time employees (31%) and retirees (37%) have the highest trust in Australian public services. Those permanently unable to work have the least trust in Australian public services (22%).

Those permanently unable to work have particularly low agreement in the APS' ability to be open and honest (20%) and fair (21%).

Appetite for change but a lack of trust.

Those permanently unable to work (55%) and unemployed persons (43%) report the greatest desire for services to change in the future to meet evolving needs. Approximately 25 per cent of these cohorts trust Australian public services to implement the required changes.

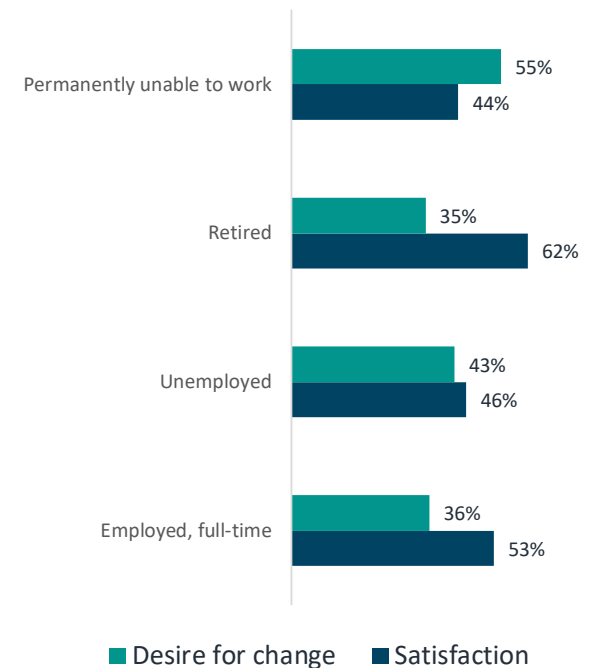
Service expectations remain high but satisfaction is low.

Across employment cohorts, including those permanently unable to work, respondents have moderate to high service expectations.

Mirroring results for trust, retirees have the highest service satisfaction (62%) and lowest dissatisfaction (7%) while those permanently unable to work have the lowest service satisfaction (44%).

Those permanently unable to work have particularly low satisfaction with being kept informed of progress and wait times (34%). They are most satisfied with being treated with respect (53%) but this result is still lower than other employment cohorts.

When accessing more than one service, those permanently unable to work report moderate effort to access and receive services, and only one in five (20-24%) understand which services to access and when. Overall, retired persons report less effort and greater 'know how' in navigating services.



Those permanently unable to work and the unemployed are least satisfied with handling of feedback.

High usage of phone and in-person contact and an inability to change.

While all cohorts most commonly use myGov to access services, the unemployed, those not actively looking for work and the permanently unable to work have the highest use of phone and in-person contact.

A quarter of those permanently unable to work report an inability to change the way they interact with services (26%).

Dissatisfaction with feedback handling.

With the exception of those not looking for work, approximately one in five people provided feedback to services (compliment, suggestion for change or complaint).

Those permanently unable to work report the most complaints (42%). In this cohort, they also report low satisfaction (26%), and high dissatisfaction (30%) with how their feedback is handled.

Around a third of unemployed persons provide suggestions for change (31%) and just under a quarter report submitting a complaint (24%).

Unemployed persons are the least satisfied (18%) and the most dissatisfied (34%) with how feedback is handled.



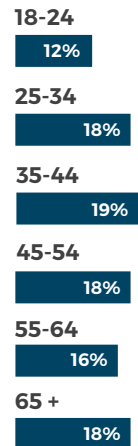
“One department does not know what another is doing and for that matter people in the same department give you conflicting information.”

– **Person permanently unable to work.**

AGE

This section explores how people of different ages experience Australian public services. A focus is placed on younger (18-34 years) and older people (65 years +).

Who did we survey?



Multiple services

Over a third of young people reported accessing two or more services and are more likely to use multiple channels.

Greater effort

Young people require greater effort to access services than any other age groups.

Satisfaction and expectations

Young people and older people reported both higher satisfaction and expectations.

Over a third of young people reported accessing two or more services for the same reason.

High demand for services.

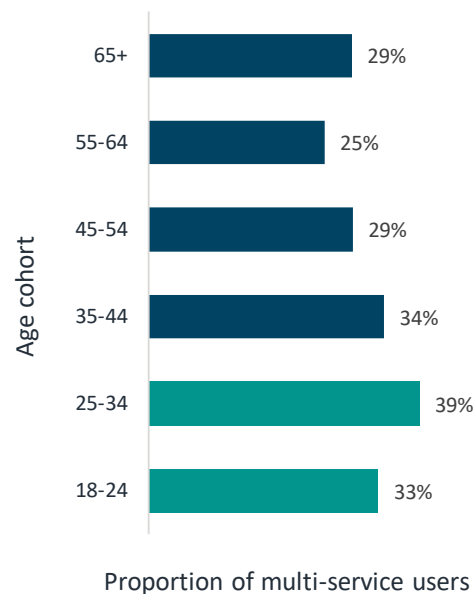
Over a third of young people have three or more reasons to access Australian public services in a 12 month period (36%). In contrast, older people are more likely not to have a reason to access services (22%).

More young people access two or more services than any other age cohort (33-39%). While Centrelink, Medicare and the ATO are the top three services accessed across age cohorts, the Department of Jobs and Small Business (e.g. jobactive) is the next most accessed service by young people (10%).

Multiple channels.

As respondents age, they tend to use one channel to access services—typically myGov. Young people are more likely to use two or more channels (e.g. myGov, phone) to access services.

Young people are more likely to interact in-person and over the phone than older people—but on these occasions report low service satisfaction. Young people are also more likely to indicate a preference to change how they interacted with services in the future.



Young people are more likely to interact in-person and over the phone than older people.

Young people report more effort to access services.

More effort required.

Although young people have relatively average satisfaction when compared to other age groups, they report more effort to access services (36%). This perceived effort tends to decrease with age.

Feedback more likely.

Given this greater effort and the higher level of interaction already discussed, it is notable young people provide more feedback than middle-aged and older people (24% versus 16% and 18%).

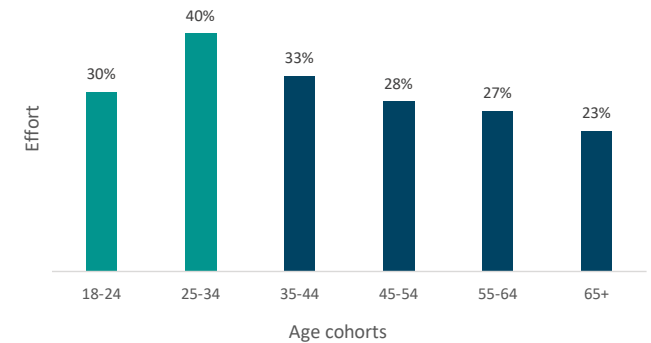
Cohorts provide similar proportions of compliments, suggestions for change and complaints.

Young people are more satisfied than middle-aged and older people with how their feedback is handled. Those aged 45-54 years are markedly the least satisfied group (8% satisfaction and 41% dissatisfaction).

Demand for change.

Middle-aged people are more likely to agree Australian public services need to change (40%), compared to young and older people.

The middle-aged cohort are also less likely to trust Australian public services to implement these changes (22%).



Young people reported higher satisfaction and expectations.

Higher expectations.

Young and older people report moderate to high expectations of services (>90% in both cohorts). In contrast, only 35 per cent of the middle-aged cohort report high expectations.

Older people are more likely than other cohorts to be satisfied with life in general (57% satisfied). Around one in five young and middle-aged people think others can be trusted, whereas this figure is almost one in three for older people (30%).

Older people trust more.

Older people place more trust in Australian public services than young or middle-aged people (39% versus 27% and 33% respectively). A third of young people trust Australian public services (33%). Middle-aged people report the least trust in Australian public services (27%) and higher distrust (10-13%).

In the middle-aged cohort, 35-44 year olds have the least agreement that Australian public services are reliable, responsive, open and honest, fair, and have integrity (22-26%). In contrast, older people have the highest levels of agreement with these statements (33-38%).

Higher satisfaction.

Young people and older people have greater satisfaction with services (52% and 63% respectively). Middle-aged people between 35-54 years have the lowest level of service satisfaction (45-47%).

Young and middle-aged people report lowest satisfaction with being kept informed of progress. Middle-aged people report low satisfaction with understanding how personal information is stored. Middle-aged and older people report low satisfaction with how easy it was to navigate the service.

Young people report more effort to access services than other age cohorts (36%).



“I don’t actually know enough about possible Australian services to know how to use them.”

– 18-24 year old.

EDUCATION

This section explores how people with different types of education experience Australian public services. This includes people who finished school in year 12 or below, those with certificates, diplomas and advanced diplomas and people with a tertiary education.

Who did we survey?

Year 10 or below

14%

Completed Year 12

17%

Certificate I-IV Level

20%

Diploma Level

13%

Tertiary

36%

Service use

People who finished school in year 10 or below are less likely to use services than their tertiary counterparts.

Trust and satisfaction

The tertiary-educated have the highest trust and satisfaction with Australian public services.

Channels

People who finished school in year 10 or below tend to use more phone and in-person channels and fewer digital options.

People who finished school in year 10 or below are less likely to use services.

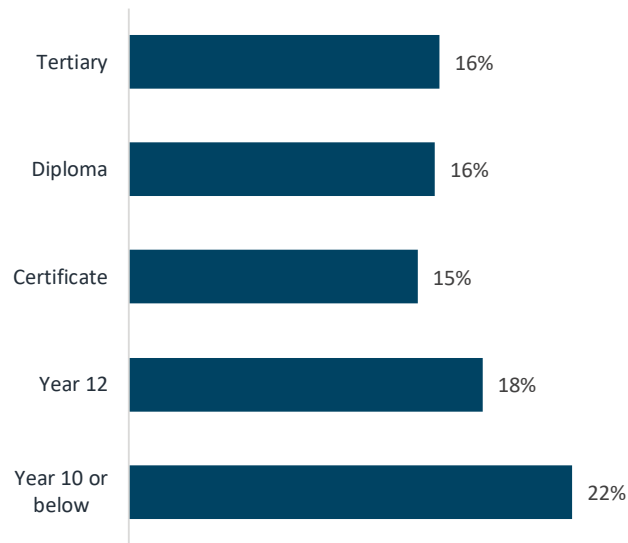
Reasons to access services are similar.

People with year 10 or below are most likely to access services for only one reason in a twelve month period (38%), or not access services at all (22%), while the tertiary educated are the most likely to access services for three or more reasons (34%). This finding is counter-intuitive, highlighting a need to conduct further segmentation analysis using demographics other than education.

The tertiary-educated are more likely to access services for overseas travel—30 per cent compared to 11 per cent of the Year 10 or below cohort.

People with year 10 or below are more likely to access services because they experience a chronic condition, injury or illness (20%) than other cohorts.

For all cohorts, Centrelink, the ATO and Medicare are the top three services accessed.



Proportion of respondents who did not access services in the last 12 months



“Through media you hear some difficult situations others have found themselves in but I haven’t personally experienced this.”

– Person who finished year 10 or below.

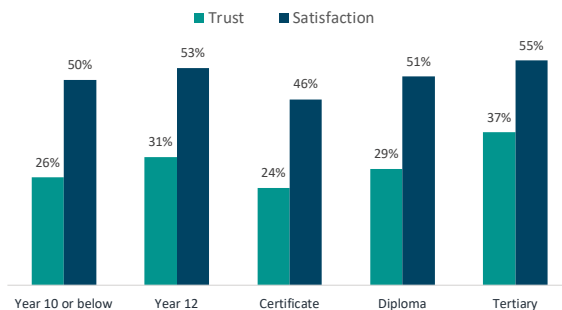
The tertiary-educated have the highest trust and satisfaction with Australian public services.

Expectations differ.

More tertiary-educated people have high service expectations (42%) than other cohorts, particularly people with year 10 or below (33%).

Trust is polarised.

The tertiary-educated report the highest trust in Australian public services (37%), while people with certificates and year 10 or below have the least trust (24-26%).



Satisfaction is less polarised.

Satisfaction with services is highest for the tertiary-educated (55%) but lowest for the certificate-level cohort (46%). People with year 10 or below sit firmly in the middle with one in two respondents satisfied with services accessed (50%).

Provision of feedback does not greatly differ across education cohorts. The tertiary-educated are more likely to provide suggestions for change and have the highest satisfaction with how feedback is handled (37%).

The certificate-level cohort have the lowest satisfaction with feedback handling (23%).



“I have had many good and bad experiences with Centrelink and other service providers and inconsistency is difficult to deal with.”

- Person who has completed tertiary education.

People who finished school in year 10 or below tend to use phone and in-person channels more than digital.

All education cohorts most commonly use only one channel to engage services, with myGov the primary channel. The tertiary-educated tend to use websites and email more often than those with year 10 or below, who tend to use phone and in-person slightly more.

Across all cohorts, about a fifth of people report they cannot change how they interact with a service. The tertiary-educated are the most likely to report they would change how they interact in the future (19%).

Desire for change.

Across the education categories a similar proportion of people agree Australian public services will need to change in the future to meet the needs of all Australians (33-41%). Trust in Australian public services to implement those changes ranges from 27 per cent for the tertiary-educated, to 21 per cent for those with a diploma.



"I prefer to talk to a real person."

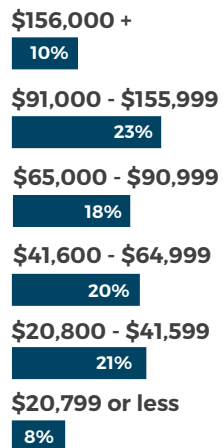
- Person who finished school in year 10 or below.

INCOME

This section explores how people earning different incomes experience Australian public services.

A focus is placed on people earning a low household income of \$20,799 or less per year.

Who did we survey?



Frequent and complex

Low income earners have frequent and complex service interactions. They have more reasons to engage with services, access multiple services for the same reason and use multiple channels.

Low expectations

Low income earners are more likely to have low expectations, less satisfaction and higher distrust.

Feedback

Low income earners are more likely to provide feedback and agree Australian public services need to change.

Low income earners have frequent service interactions and find them difficult to navigate.

Frequent interactions.

While most respondents had a reason to access one or more public services in the last 12 months, low income earners are more likely than other cohorts to have three or more reasons to access services (42%).

Complex reasons.

The most common reasons low income earners have for accessing services are looking for work (38%), submitting a personal tax return (33%) and unemployment (27%). Low income earners are more likely to access services for disability (16%) or chronic health conditions (21%). In contrast, high income earners access services to submit a personal tax return (68%), travel overseas (27%) and undertake or update registrations (20%).

Multiple services.

For each reason most people primarily access one service (33%-42%). Low income earners are more likely to access three or more services for the same reason (19%) than other cohorts (13%-16%).

Low income earners were more likely to report significant effort to access and receive services (36%) than other cohorts (28%-32%). Where low income earners were accessing more than one service, they also report less understanding of what services to access and when to access them.

Across multiple channels.

Low income earners are more likely to use three or more channels to access a given service (29%) than other cohorts (16%-23%). Conversely, higher income earners are most likely to use just one channel.

myGov is the most used channel for accessing services across all cohorts (63%-71%). Lower income cohorts are more likely to use phone call and in-person channels, while those with higher incomes were more likely to use APS websites.

Just under a quarter of low income earners report they could not change how they interact with services (23%). Equally, low income earners report, if it were possible, they would change how they interact with services (23%).



“Often the left hand doesn’t know what the right hand is doing.”

– Person who is a low income earner.

“I used to think I could [trust services], but lately I’ve heard stories that contradict that, so I’m not sure what to think.”

– Person who is a low income earner.

Low income earners are more likely to have low expectations, less satisfaction and higher distrust.

Lower expectations.

Low income earners are more likely to have low expectations of public services (16%) than other cohorts (8%-10%).

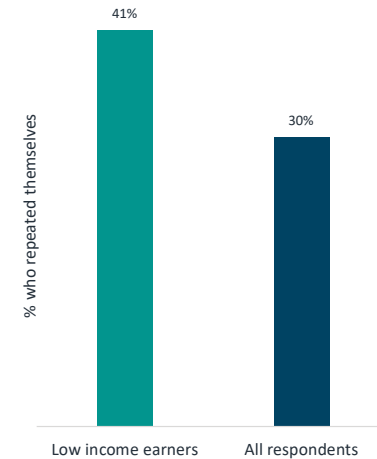
Less Satisfaction.

Low income earners express less satisfaction with services (42%) than high income earners (54%). Across all satisfaction questions (e.g. being treated with respect, getting what you need) low income earners report the lowest levels of satisfaction with specific services.

Higher Distrust.

Low income earners report less trust in public services (27%) than other cohorts (30%-33%) and more distrust (17%, compared to 6%-11% of other cohorts).

Low income earners have lower levels of trust in the fairness, openness and honesty, integrity, reliability and responsiveness of services.



Low income earners are more likely to agree Australian public services need to change.

More feedback.

Low income earners are more likely to provide feedback (24%) than other cohorts (16%-22%). While low income earners are more likely to make a compliment (49%), those with incomes of \$20 800 - \$41 599 are most likely to make a complaint (35%). Higher income earners are more likely to make a suggestion for change. Lower income earners are more dissatisfied with how their feedback is handled (29%) than other cohorts (14%-25%).

A desire for change but less trust.

Low income earners are more likely to agree Australian public services need to change to meet all Australians' needs (44%) than other cohorts (36%-42%). However, they are also more likely to distrust the ability of Australian public services to implement the required changes (17% versus other income cohorts 8%-11%).

“

Lower income earners are more dissatisfied with how their feedback is handled.

NUMBER OF SERVICES

People experience many life events such as having a baby or entering the workforce. When people experience these life events, they may have a reason to access Australian public services.

This section focuses on whether people during these life events access one service or multiple services for the same reason.

A focus is placed on single service users (people who use one service for a reason) versus multi-service users (people who access two or more services for the same reason).

Who did we survey?

Single Service User

37%

Multi-service User

32%

18%

14%

2 Services 3+ Services

Access

Only a third of multi-service users know the way to access services.

Effort

People report more effort the more services they access.

Desire for change

Multi-service users have a greater desire for change in the future.

Only a third of multi-service users know the way to access services.

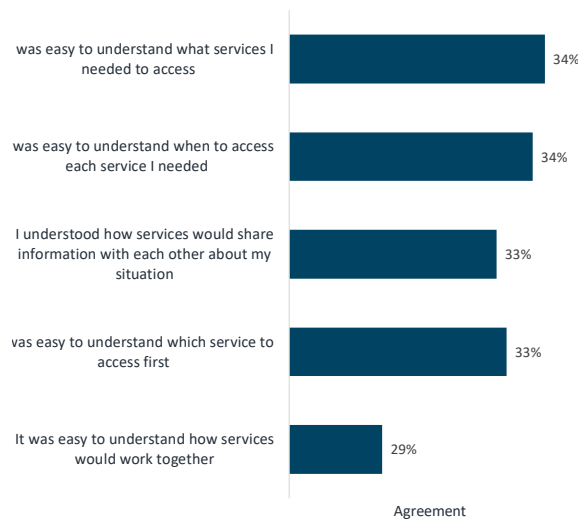
Navigating services can be complex.

Slightly over a third of those accessing multiple services for the same reason know what services they need to access and when to access them.

This understanding is lower for respondents who access three or more services compared to those who access two services.

Understanding how different services work together was also lower for those accessing three or more (25%), compared to those accessing two (32%).

Multi-service users service navigation



“The system is complicated... They do not tell the whole story just bits of it. I have to ask for more information about every process and for help needed.”

- A multi-service user who used three services for a single reason.

People report more effort the more services they access.

More services, more effort.

A third (33%) of those accessing two services reported it took a lot of effort to access and receive services.

This increases to 38 per cent for those accessing three or more.

Repeating the same information to multiple agencies was particularly high for those accessing three or more services (36%), compared to those accessing two (26%).

More services, more channels.

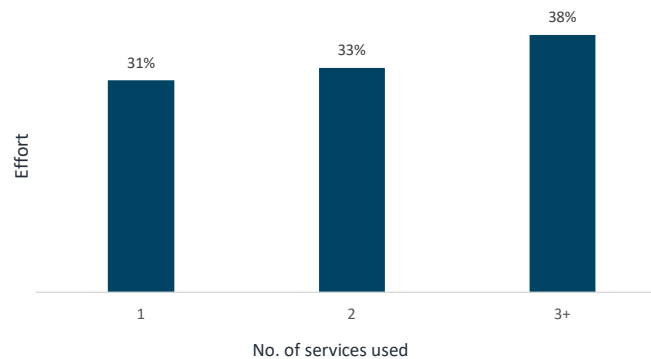
Single and multi-service users primarily use one channel to engage services.

A higher proportion of multi-service users report using more than one channel.

Twenty-two per cent of multi-service users report using three or more channels to engage a service.

While myGov is the channel used most, multi-service users also have higher use of phone calls, smartphone apps and APS websites when compared to single service users.

Multi-service users also highlight a greater desire to change the way they interact with services. One fifth of multi-service users would change the way they interact in future, compared with just 13 per cent of single service users.



"I think the people who work there are generally honest but there can be long waiting periods and different organisations don't 'talk' to each other."

– A single service user.

Multi-service users have a greater desire for change in the future.

More services, more feedback.

Multi-service users (particularly those using three or more services) provide feedback more often than single service users (24% versus 17%).

Multi-service users (particularly three or more service users) also submit more complaints (28%).

Multi-service users accessing three or more services report both greater satisfaction (35%) and greater dissatisfaction with how their feedback is handled (23%) when compared with those using one or two services.

More services, more desire for change.

Although trust in Australian public services does not greatly differ between single and multi-service users, the desire for future change and trust in this change does.

A third of single service users agree Australian public services need to change in the future to meet the needs of all Australians, and 25 per cent trust Australian public services to implement those changes.

In contrast, almost half of multi-service users think Australian public services need to change in the future (45%), but just over a quarter trust Australian public services to implement those changes (27%).



“Those services I’ve used for the most part are good. However, the teams of people strike me at times to be bureaucratic, they need to be more proactive, more anticipating, better questioning & self reliant.”

- **A multi-service user who used two services for the same reason.**

CITIZEN JOURNEY CASE STUDY

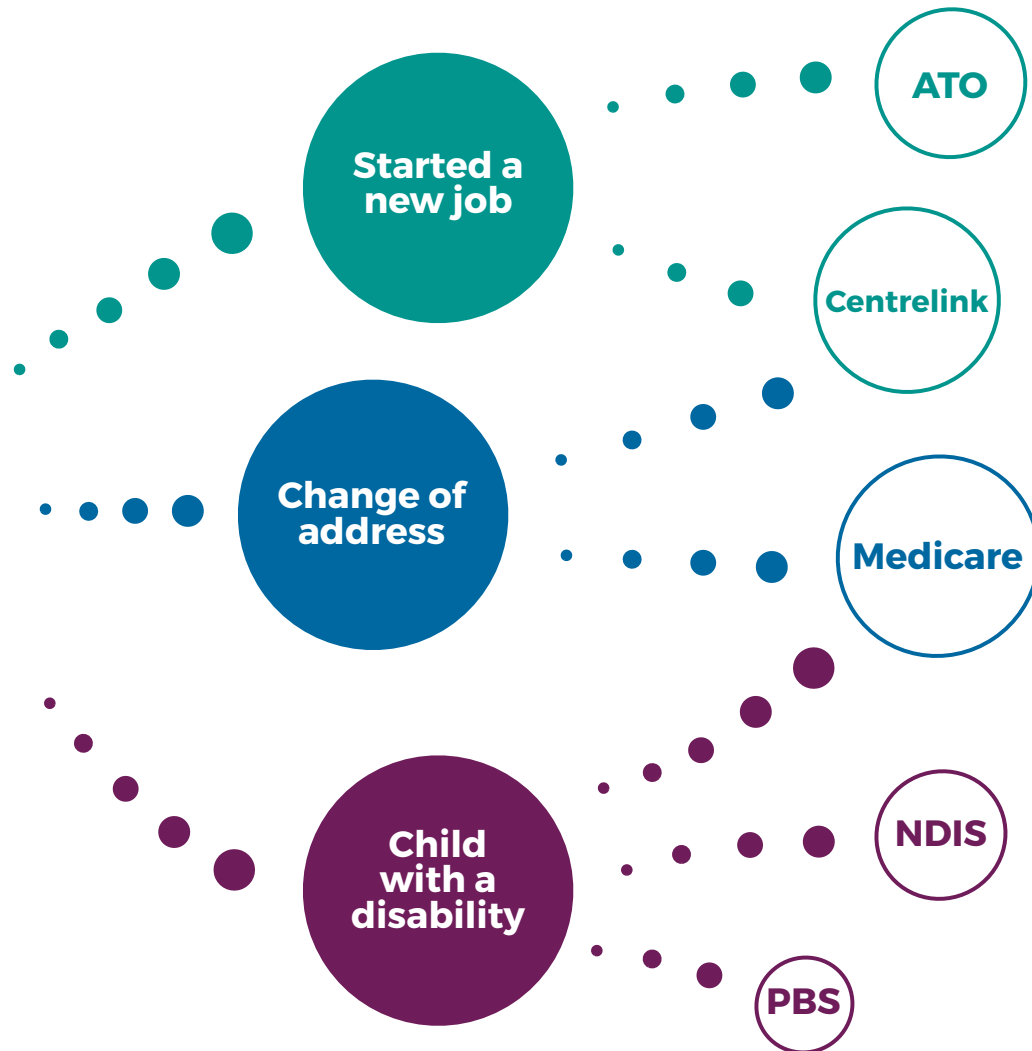


Amy (38) has started a new job.

She needs to update her income details with the ATO, which also affects current payments from Centrelink.

Amy and her child have also moved house, meaning she needs to update her details in myGov for Centrelink and Medicare.

Amy supports her child who has a disability. She is seeking support from the National Disability Insurance Scheme (NDIS), and uses Medicare and the Pharmaceutical Benefits Scheme (PBS) for her child.

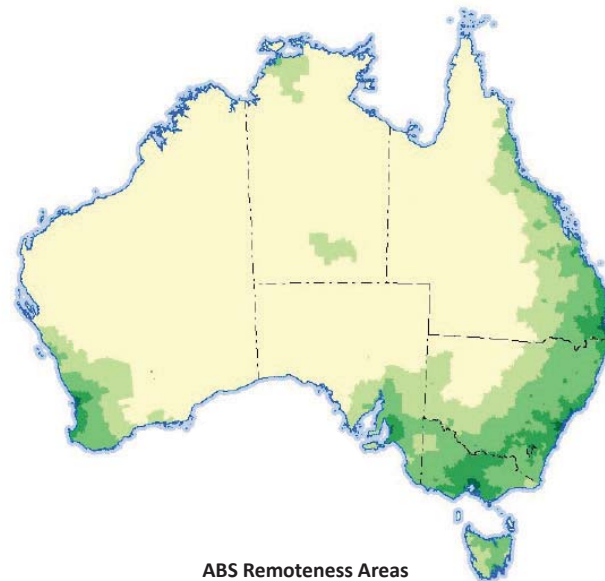
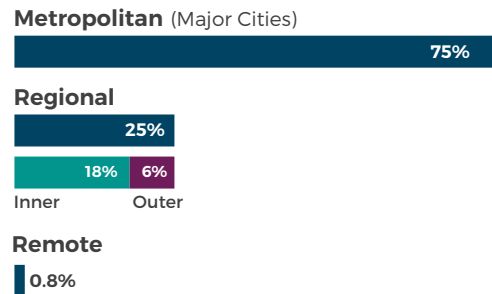


GEOGRAPHIC LOCATION

This section explores how people living in major cities and in inner and outer regional areas experience Australian public services differently.

Individuals in remote and very remote locations are not included in results, owing to the low number of respondents from these areas (0.8%).

Who did we survey?



ABS Remoteness Areas

- Major Cities
- Inner Regional
- Outer Regional
- Remote
- Very Remote

Lower trust

Trust in Australian public services is lower in regional areas than in metropolitan areas.

Similar satisfaction

Service satisfaction and channel use do not appear to explain this gap.

Feedback

Dissatisfaction in regional areas with feedback handling may help to explain the trust gap.

Trust in Australian public services is lower in regional areas.

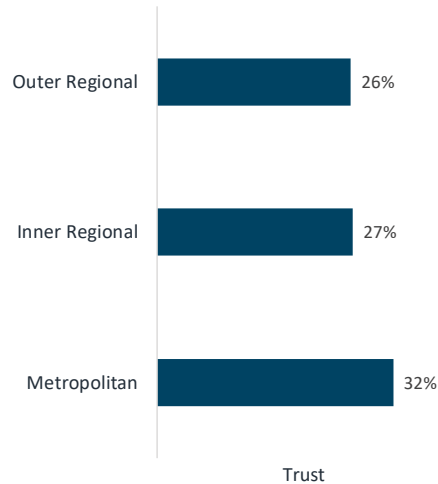
Respondents living in regional and metropolitan areas report similar patterns of accessing services—both in the services themselves and the reasons for doing so.

Trust in Australian public services is lower in regional areas than it is in metropolitan areas (27% versus 32%). In particular, trust is lowest amongst people in outer regional areas (26%). This is statistically significant. Whether trust is lower in remote and very remote categories cannot be determined at this point given a small sample size.

A greater proportion of metropolitan respondents agree Australian public services are competent and uphold values (~30%) than regional respondents (~25%). Metropolitan and regional respondents indicate responsiveness is an issue by. Regional respondents also indicate fairness is an issue.

Desire for change does not substantially differ.

Almost the same proportion of metropolitan and regional respondents agree services need to change in the future to meet evolving needs (38-40%). A smaller proportion of respondents across these two cohorts trust Australian public services to implement those changes (23-25%).



“Depends on where you are in the country and who you have to deal with.”

– Person in a regional area.

Satisfaction and channel use do not explain the trust gap.

Satisfaction is mixed.

Throughout the results, there is no clear explanation identified for this trust gap.

When comparing levels of expectation and satisfaction between metropolitan and regional people, there are no significant differences.

Additionally, when further broken down, outer regional people (the least trusting) report a higher level of overall service satisfaction (52%) than inner regional respondents, who report the lowest overall service satisfaction (47%).

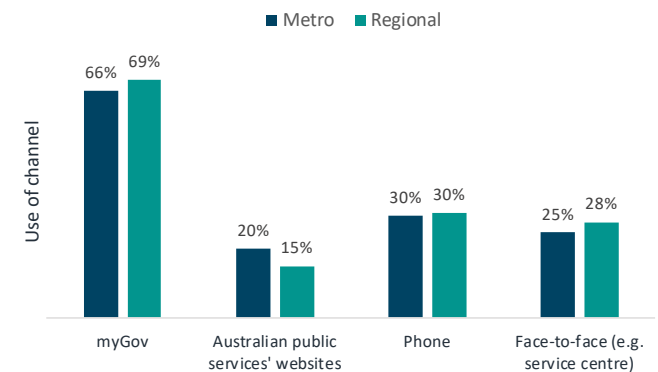
Despite the highest overall satisfaction, metropolitan people are more likely to report significant effort to access and receive services (32%) than their regional counterparts (28%).

Satisfaction drivers (such as being treated with respect, being kept aware of progress and wait times throughout) do not differ between metropolitan and regional cohorts.

Channels are similar.

Channel use is also similar. In metropolitan and regional areas most people use one channel to access services (53%) with the primary channel being myGov (66-69%). Metropolitan respondents tend to use APS websites more than their regional counterparts (20% versus 15%).

Metropolitan respondents are more likely to report a desire to change the way they interact with services in future (17%). Regional respondents are more likely to report an inability to change the way they interact (22%).



Feedback may help to explain the trust gap.

Similar proportions of regional and metropolitan respondents provide feedback (18-20%).

Metropolitan respondents report providing the most suggestions for change, while regional people report providing the most compliments and complaints. The proportions however are not significantly different.

Metropolitan respondents are more satisfied with how their complaints and suggestions for change are handled (34%) when compared with regional respondents (23%).

Regional respondents also report greater dissatisfaction with how their complaints and suggestions for change are handled (26%) when compared with metropolitan respondents (20%).



“Lack of responsiveness, no reliable criteria for assistance..”

– Person in a regional area.

In Focus

EXPLORING FEEDBACK

Almost one in five respondents who accessed services provided feedback.

Yet just a third were satisfied with how their complaint or suggestion for change was handled.

This section explores feedback.

Satisfaction

Just under one in five people report they provide feedback to one or more services. Yet around one third are satisfied with how their feedback is handled.

Desire for change

People who want to change how they interact with services provide more feedback than others.

WHO'S PROVIDING FEEDBACK?

Just under one in five people provide feedback to Australian public services (19%). Of those who make a suggestion for change or a complaint, around a third are satisfied with how it is handled (32%).

Age: Almost a quarter of people in the lower age groups (18-34 years) provide feedback (24%). The lowest level of feedback is provided by people aged 45-54 years (15%).

Income: High levels of feedback are provided by people earning less than \$20, 800 p.a. (24%). Low levels of feedback are from respondents earning more than \$91, 000 p.a. (17%).

Employment: Feedback across employment categories is largely consistent. Lowest levels of feedback come from those not actively looking for work (12%). In other employment categories 17-21 per cent of people provide feedback.

Number of services used: One-fifth of multi-service users provide feedback (20%). This is more than single service users (17%).

Channels: Almost two-thirds of the people who used social media to access a service provided feedback (60%). In contrast around one quarter of people who use the phone and access services in-person provide feedback (28% and 25% respectively). People who use myGov report the lowest levels of feedback (18%). Respondents who want to change how they interact with services provide more feedback than others (36%).

Expectations: Most people who report high expectations of services provide compliments (59%). Equally, most people who report low expectations of services make complaints (66%).

People who want to change how they interact with services tend to provide more feedback.

Reasons: People with travel and long-term movement reasons to access services provide the second-highest proportion of compliments (47%), the lowest proportion of complaints (16%) and are most satisfied with how a suggestion for change or complaint is handled (49%).

People with a reason related to revenue provided the highest proportion of compliments. People with a reason related to education provide the highest proportion of suggestions for change (39%).

People with a reason related to registrations and civic participation report the highest proportion of complaints to services (36%), and greatest dissatisfaction with how their feedback is handled (38%).

Satisfaction: People who provide compliments are also generally satisfied with how Australian public services demonstrate a commitment to values, for example respect and fairness.

People who make complaints are generally dissatisfied with the responsiveness of Australian public services (e.g. how long it took to get what they needed, being kept informed of wait times and progress throughout).

Almost two-thirds of people who make complaints also feel it took a lot of effort to access and receive services (64%).

In Focus

TRUST & THE NON-ALIGNED

The majority of respondents are non-aligned on their trust in Australian public services (i.e. respondents who somewhat trust, neither trust nor distrust or somewhat distrust Australian public services).

This section explores what can be done to encourage more non-aligned respondents to trust Australian public services.

Somewhat trust

Over a quarter of respondents 'somewhat trust' Australian public services but they hold back from fully trusting.

Uncertainty

Lack of service consistency and awareness of APS roles, responsibilities and accountabilities breeds uncertainty.

UNDERSTANDING THE NON-ALIGNED

Trust is integral to an effective APS. Trust provides a bond facilitating cooperation, reducing transaction costs, promoting inclusion and reinforcing social cohesion. It also creates space for future change and is a critical commodity for reform.

Trust in Australian public services is low. Less than one third of respondents report they can trust Australian public services (31%). However, just 10 per cent of people distrust Australian public services. Trust is not a binary concept. Rather, the majority are non-aligned (i.e. they only somewhat trust, neither trust nor distrust or somewhat distrust Australian public services) (59%).

By definition, the non-aligned report they cannot fully trust or distrust Australian public services.

Given the benefits trust provides, understanding how we can shift the non-aligned to place more trust in Australian public services is important.

Who are the non-aligned?

Analysis shows the non-aligned have no specific distinguishing demographic characteristics. They span age groups, geographic location, education, employment and income.

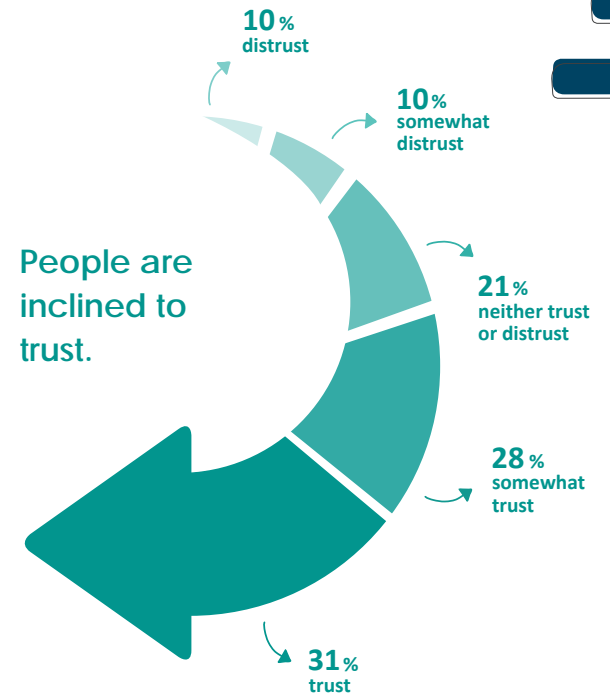
There are no particular reasons (e.g. having a baby, becoming unemployed) for accessing services associated with non-aligned respondents.

Apathy and ambivalence were not found to be major reasons for non-alignment. Results showed the non-aligned group considered their responses and were engaged in the Survey.

It is also important to note the inclination to trust Australian public services is positive with 28 per cent of the non-aligned group 'somewhat trusting' Australian public services. More than half of survey respondents somewhat trust or trust Australian public services (59%).

The non-aligned reported accessing services less often and rely on others' experiences to determine their own levels of trust. Logically, given fewer engagements with the APS, the non-aligned also reported a lack of awareness of the APS, its role and responsibilities.

More analysis will be carried out to understand the non-aligned and particular the group that 'somewhat trust' Australian public services.



People are inclined to trust.

“I have had mixed service some people do a better job than others.”

- Respondent who somewhat trusts Australian public services.

CONSISTENCY AND AWARENESS ARE FUNDAMENTAL

Inconsistent service delivery leaves people less inclined to trust Australian public services.

Of people who reported dissatisfaction with service consistency across interactions, over half (52%) did not trust Australian public services.

Of those neither satisfied nor dissatisfied with service consistency across interactions, three-quarters (75%) were non-aligned on their trust in Australian public services.

Uncertainty in the ability to trust Australian public services is heightened by a lack of awareness of roles, responsibilities and accountabilities.

Every experience matters. Consistent service delivery is crucial.

Findings highlight specific areas where consistency is an issue. This includes managing and responding to feedback, and in responsiveness.

Of those who were neither satisfied nor dissatisfied with how their feedback was handled, 69 per cent were non-aligned on trust. Of those who were neither satisfied nor dissatisfied with how long it took to get what they needed from a service, 72 per cent were non-aligned on trust.

Help the public know the unknown.

In many cases, respondents reported being unaware of the core values of the APS, and existing accountability frameworks. This lack of awareness heightens uncertainty.

This points to a need for greater awareness raising around the frameworks already in place to hold the APS to account through legislation, the Executive and by the Parliament.

Consistency in service delivery should be a primary consideration within and across APS agencies in all aspects of the design and delivery of services.

Early, frequent and consistent public engagement on service delivery design and reform will help public awareness of the APS. Community consultation to develop tailored, fit-for-purpose services is a significant opportunity.

In Focus

FINANCIAL ASSISTANCE

When people seek access to services, they do so for a primary purpose. This purpose may be to receive information or training, to comply with a requirement or to receive financial assistance.

This section focuses on people who sought access to services for the primary purpose of receiving financial assistance.

Multiple Services

Approximately half of those seeking financial assistance access multiple services and use two or more channels to access them.

Low Trust

Expectation, satisfaction and trust is low for those seeking financial assistance.

Access

People seeking financial assistance report lower understanding of which services to access and how to access them.

UNDERSTANDING THOSE SEEKING FINANCIAL ASSISTANCE

Over half of respondents access Australian public services for financial assistance.

Demographics: Those seeking financial assistance are likely to be under 45 years, living with a partner and dependants. While the majority live in a metropolitan area, they have the highest proportion of people living in regional areas. There is a higher likelihood they are unemployed. They typically earn less than \$91, 000 p.a. and are likely to have a certificate-level or tertiary education.

Number of services used: People seeking financial assistance most commonly use Centrelink (68%). They are more likely to be multi-service users (access two or more services 54%) compared to others (45%).

Expectations: Those seeking financial assistance are less likely to report high expectations (36%) than others (43%).

Satisfaction: Those seeking financial assistance report lower satisfaction (49%) than others (55%). Dissatisfaction among those seeking financial assistance is particularly high in the areas of length of time to achieve an outcome (17% compared to 12% for others) and being kept informed of progress (15% compared to 11% for others).

Navigating services: People seeking financial assistance report the highest effort (39%) to access and receive services compared to others (31%). They also report slightly lower understanding of what services to access (33% compared to 35% for others) and how to access them (32% compared to 34-36%). They report higher rates of needing to repeat themselves to multiple agencies (34% compared to 27%).

Those seeking financial assistance see a need for service reform.

Feedback: People seeking financial assistance are slightly more likely to make complaints (27% compared to 24%) and suggestions for change (34% compared to 29%).

Future trust and change: Those seeking financial assistance are more likely to agree Australian public services need to change to meet the needs of all Australians (44% compared to 35% for others).

They are also more likely to distrust the ability of services to implement changes (15% compared to 9% for others).

Channels: People seeking financial assistance are more likely to use two or more channels (49%) than others (35%). They more commonly interact in-person (31% compared to 20%) and use smartphone apps more regularly (17% compared to 9%).



“People in the call centre would say I definitely could, and then when I applied I would be rejected.”

– Person who somewhat trusts Australian public services.

In Focus

MAPPING TRUST

Maps present an otherwise unseen narrative of service delivery. Through the Survey PM&C is working towards the creation of representative maps of trust in Australian public services.

This section discusses the benefits and future opportunities that mapping can provide.

Trust

Trust in Australian public services differs dependent on a person's geographic location.

Clarity

Mapping presents a way to clarify why a difference in trust exists by geographic location.

WHAT VALUE CAN MAPPING ADD?

People living in regional areas have lower trust in Australian public services than in metropolitan areas. The reasons behind this result are currently unknown.

Trust in Australian public services is lower in regional than in metropolitan areas (27% versus 32%). The difference is not large but it is statistically significant and currently unexplainable.

Analysing people through more than one demographic lens (e.g. age) will go some way to understanding why this difference is present.

Mapping presents an additional analysis method to assist our understanding of what may be behind the trust gap.

A visual representation of data (such as a map) can show patterns and trends otherwise unseen through pure statistical analysis.

Maps provide clarity.

Maps are also a versatile method to link together data. Once a map of trust in Australian public services can be established, it will be possible to layer this map over other maps. For example, it would be possible to layer the trust map over a map of service provision locations.

It will also be possible to map trust via different categories. As demonstrated over the page the Survey is already collecting data and is able to establish limited, non representative maps of wider Sydney and Melbourne areas. These maps are categorised by postal area. In future it will be possible to map data for example by regional area type (major city, inner and outer regional, remote and very remote), city size (small town, suburb and major city) and a variety of other options.

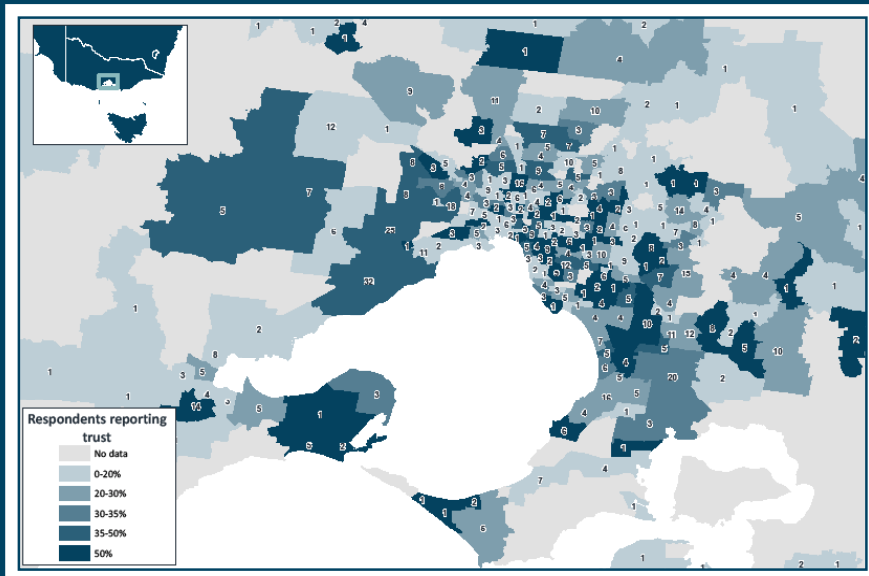
In future with further surveying mapping will continue and results will allow continued exploration of the regional trust gap. Results will also highlight the reach of the Survey and where other forms of research are warranted to fully understand the service delivery landscape (e.g. very remote areas).

Mapping Trust

As the Survey collects more data in regional and remote areas, there is the potential to create detailed maps of trust in Australian public services. Below are two examples of major city locations that provide a snapshot of what will be possible.

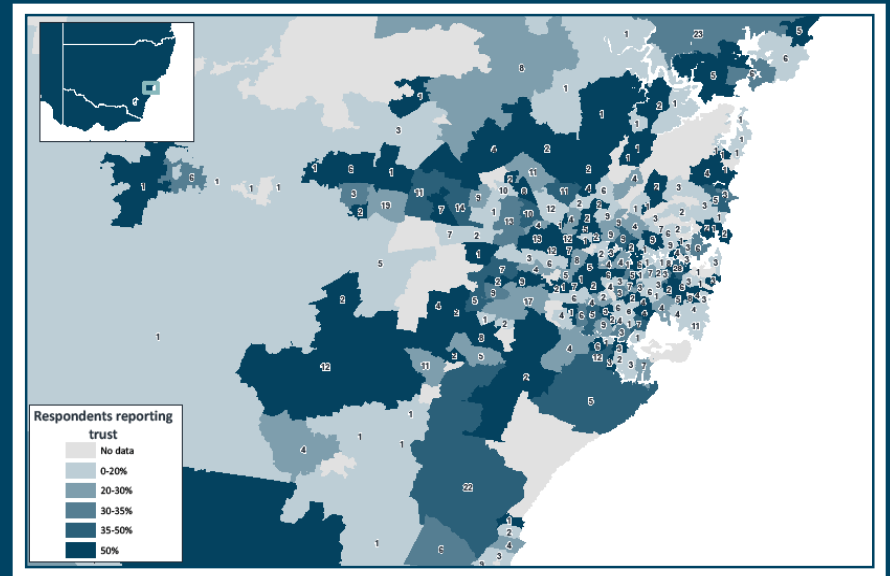
Melbourne and surrounds

Trust in Australian public services by Postal Areas



Sydney and surrounds

Trust in Australian public services by Postal Areas



Note: Numbers indicate the number of people surveyed in that area.

OPPORTUNITY AREAS

The Citizen Experience Survey has identified insights about how the public experiences Australian public services. This chapter explores how those insights can translate into practical opportunities to improve service delivery.

01

Improving feedback

People often provide feedback to services, but few are satisfied with how their feedback is handled. There is an opportunity to improve feedback mechanisms across Australian public services.

02

Getting the experience right for young people

Young people can find navigating services difficult, especially for the first time. There is an opportunity to improve young people's awareness and early experience of services.

03

Understanding the regional trust gap

Trust in services is lower in regional areas of Australia. Understanding the causes and impacts of this can inform service delivery improvement.

04

Streamlining the channel mix

People use multiple channels (e.g. phone, in-person) to access services. There is an opportunity to further understand channel preferences and the right mix of channels for different service applications.

05

Exploring service journeys

Survey analysis indicates common 'service clusters' used for the same reason (e.g. having a baby). Future analysis will understand why people engage with multiple services and their unique needs.

01 IMPROVING FEEDBACK

Around one in five people provide feedback to services, but few are satisfied with how their feedback is handled.

There is an opportunity to improve feedback mechanisms across Australian public services.

Evidence

Just under one in five people provide feedback to services (19%). Of this, 43 per cent provide a compliment, 33 per cent make a suggestion for change, and 25 per cent make a complaint.

Of those who suggested a change or made a complaint, only 32 per cent are satisfied with how their feedback is handled. This indicates room for improvement in how services handle feedback from the public.

This aligns with concerns about responsiveness of services. The Survey found the public is least trusting in the responsiveness of services (27%), placing slightly greater trust in fairness (28%), reliability (29%), openness and honesty (30%) and integrity (31%).

The concern with responsiveness is coupled with an appetite for change. More than one third (38%) of people agree Australian public services need to change to meet the needs of all Australians.

Opportunity

Survey results show APS handling of feedback can be improved. Ensuring services take a responsive and consistent approach to handling feedback is an important goal. Once people provide information to government, the ball is in our court to provide clear information about what we are doing and what they can expect.

Previous work addressing feedback includes the Commonwealth Ombudsman's 2014 Complaint Management by Government Agencies Report, and 2009 Better Practice Guide to Complaint Handling Guidelines.

Feedback is a cross-cutting issue across all APS service delivery. The opportunity exists to improve APS handling of feedback through working with service delivery agencies to share how feedback is currently handled and to identify whole-of-APS areas for improvement. Discussion can include how improvements can be implemented.

The involvement of the Commonwealth Ombudsman would be of significant benefit given extensive subject matter expertise. Broad knowledge could be shared on how feedback is collected, processed and actioned across the APS, identifying good practices that deliver higher satisfaction outcomes.

CASE STUDY

IP AUSTRALIA

Feedback used for legislative and policy change.

IP Australia has created a 'policy register' on their website to enhance public participation in government decision making. This invites the public to provide feedback on intellectual property rights issues in regard to patents, trademarks, designs and plant breeder's rights. The register gives transparency to the public on the status of issues under consideration and aids IP Australia in allocating its policy resources appropriately.

So far there have been over 80 issues uploaded to the register, a database which is searchable by the public. Each issue has its own page which summarises the issue, ranks the priority (high, medium, low) and provides an update on the status of the issue (e.g. is the policy change implemented, on hold, in legislative drafting or being considered by Parliament).

Not only can IP Australia upload issues itself, the public is able to submit issues for consideration. Public comments on individual issues are also welcomed.

IP Australia has taken a consultative approach to the development of the policy register. The policy register was released initially as a beta trial, with feedback incorporated as improvements to the appearance and

functionality of the register. IP Australia has surveyed users and continues to encourage feedback to improve the policy register.

For example, the IP Australia website provides guidance on how to provide feedback through the register. The guidance includes key examples, questions for the public to consider when giving feedback, as well as guidance on how to include evidence (such as academic research) in submission of a new policy issue. The guidance was developed in direct response to public feedback about the policy register.

Guidance also clearly sets the expectations of the public. For example, the website notes that while IP Australia welcomes submissions, other considerations will influence the ability to prioritise policy issues, such as "Australia's international obligations, balancing the interest of all stakeholders, complexity of the proposed change (legislative versus non-legislative) ... and alignment with Government priorities".

This case study is exemplary of transparency in government processes, providing useful guidance to the public, and setting realistic expectations when handling feedback.

02 GETTING THE EXPERIENCE RIGHT FOR YOUNG PEOPLE

Young people can find navigating services difficult.

There is an opportunity to improve young people's awareness and early experience of services.

Evidence

Young people (18-24 years) engage with services frequently. Around one in two have multiple reasons to access Australian public services in a 12 month period (53%). These reasons often include looking for work, entering tertiary or vocational education and travelling overseas.

Young people's service interactions are often complex. A third engage with multiple services for the same reason (33%). They are also more likely to use multiple channels to access services (51% compared to the 41% average), and more likely engage with services face-to-face (31% compared to the 26% average).

These complex interactions can be difficult for young people to navigate, with over one third reporting high effort when accessing multiple services (39%). A lack of awareness about services may be contributing to their perception that accessing services takes a lot of effort.

Opportunity

Getting the experience right for young people is important, especially as many may be interacting with services for the first time. As documented in this report, every experience matters and the first experience is vital for building trust in Australian public services.

Understanding young people's awareness, needs and preferences of the range of services available is a priority. A particular area of focus is the need for services as young people transition from school into work and further education.

This helps in the design of easy to navigate services, which is important for young people who often lack the know-how of where to go and what to do.

Together the APS can work together to:

- Understand the user journeys of young people interacting with Australian public services, identifying areas for improvement.
- Convene agencies to discuss how to improve young people's awareness and early experience of Australian public services.

Over the medium-term, a co-design project to improve awareness for young people accessing services would provide a strong example of APS engagement practices and address Survey results that young people can find navigating services difficult.

03 UNDERSTANDING THE REGIONAL TRUST GAP

Trust in services is lower in regional areas of Australia.

Understanding the causes and impacts of this can inform service delivery improvement.

Evidence

Trust in Australian public services is lower in regional than in metropolitan areas (27% versus 32%, a statistically significant difference).

Survey results such as measures of satisfaction, effort and channels used do not clearly explain this regional trust gap. These results are inconsistent. For example, noting that trust is lowest in the outer regional area, one would expect that satisfaction is also lowest in this location. However, this is not the case. Satisfaction is lowest in the inner regional area.

Satisfaction with feedback is consistent and an important finding to note. Regional respondents report less satisfaction with handling of feedback than metropolitan respondents.

Opportunity

Understanding what is driving lower trust in regional areas is important. APS agencies hold a range of information on the supply of services to regional areas and this can provide a insights into access to services.

Alongside supply, it is important to understand the demand (or uptake) of services. Research shows low trust can result in public disengagement from services.

The regional trust gap provides an opportunity to explore the impacts of trust on the uptake of services in regional areas. Research can assist in understanding how services can be further tailored to ensure effective use.

PM&C have convened experts from across the APS on this topic, beginning a qualitative research project. The project involves:

- In-depth interviews with APS leaders and frontline staff on the challenges for regional service delivery.
- Focus groups across regional and remote Australia to understand local experiences of Australian public services.
- Workshops with experts in regional service delivery to analyse research findings and identify reform opportunities.

After the conclusion of the project in late 2019, findings will be released.

04 STREAMLINING THE CHANNEL MIX

People use multiple channels (e.g. phone, in-person, digital) to access services.

There is an opportunity to further understand channel preferences and the right mix of channels for different service applications.

Evidence

The Survey has provided insights about how people access services and their satisfaction with this experience. The channel used to interact with services, whether this be over-the-phone, on an APS website or in-person can impact an individual's trust, satisfaction and experience with service.

Over a third (41%) are using two or more channels to access one service. Most notably, over one third (36%) would like greater choice in how they access services.

Young people, those who finished school in Year 10 or below or low income earners are all more likely to use multiple channels. There is not necessarily a trend among these groups towards digital channels.

Aligning with detailed results of other departments, Survey data and research evidence indicates that no single channel is best. Rather a mix of channels is necessary to cater to different service scenarios and the needs of different individuals. This is a significant finding amidst the transition to digital service delivery.

Opportunity

There is an opportunity to further explore the channel needs and preferences of citizens. This will help us achieve the right mix of channels to use when delivering Australian public services.

People who are vulnerable require a different mix of channels than those who are more independent. Achieving the right channel mix is important to ensure a satisfactory service experience.

Establishing a consistent approach across the APS would ensure the channels provided can be used by individuals to access services.

The opportunity exists for APS agencies to come together and identify what the right mix of channels is to provide services to different groups of the public.

The development of a consistent approach to channel provision in service-delivery can ease an individual's navigation of services, improving their satisfaction with the services received and ensuring they get the services they need efficiently.

05 EXPLORING SERVICE JOURNEYS

Opportunity

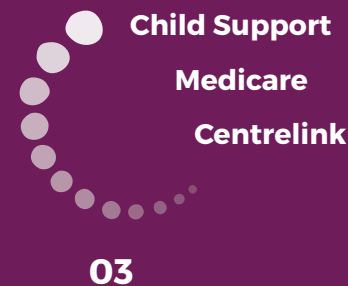
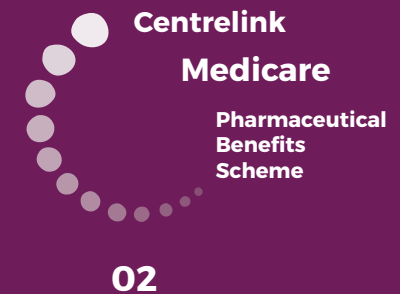
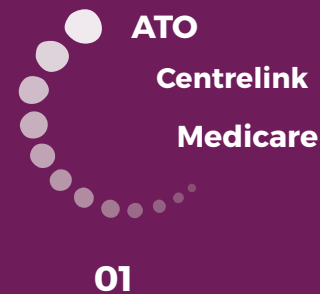
The Survey provides insight into service delivery through the eyes of the public. Results show why and how people interact with Australian public services.

Using Survey data, we have begun to explore service journeys. Analysis indicates common ‘service clusters’ (groups of services) that are used for the same reason. The results of this can be seen in the diagram, with an example of a common cluster being the ATO, Centrelink and Medicare.

The next stage in this research will be to understand what reasons (e.g. having a baby) underpin these service clusters. Examples of this next stage are over page. Further analysis will look to understand who (e.g. young people) accesses multiple services and their unique needs.

This research will be conducted with all agencies that have data and analysis on service use.

Understanding these service journeys is important for the design of tailored and responsive services to meet the expectations and needs of the public.



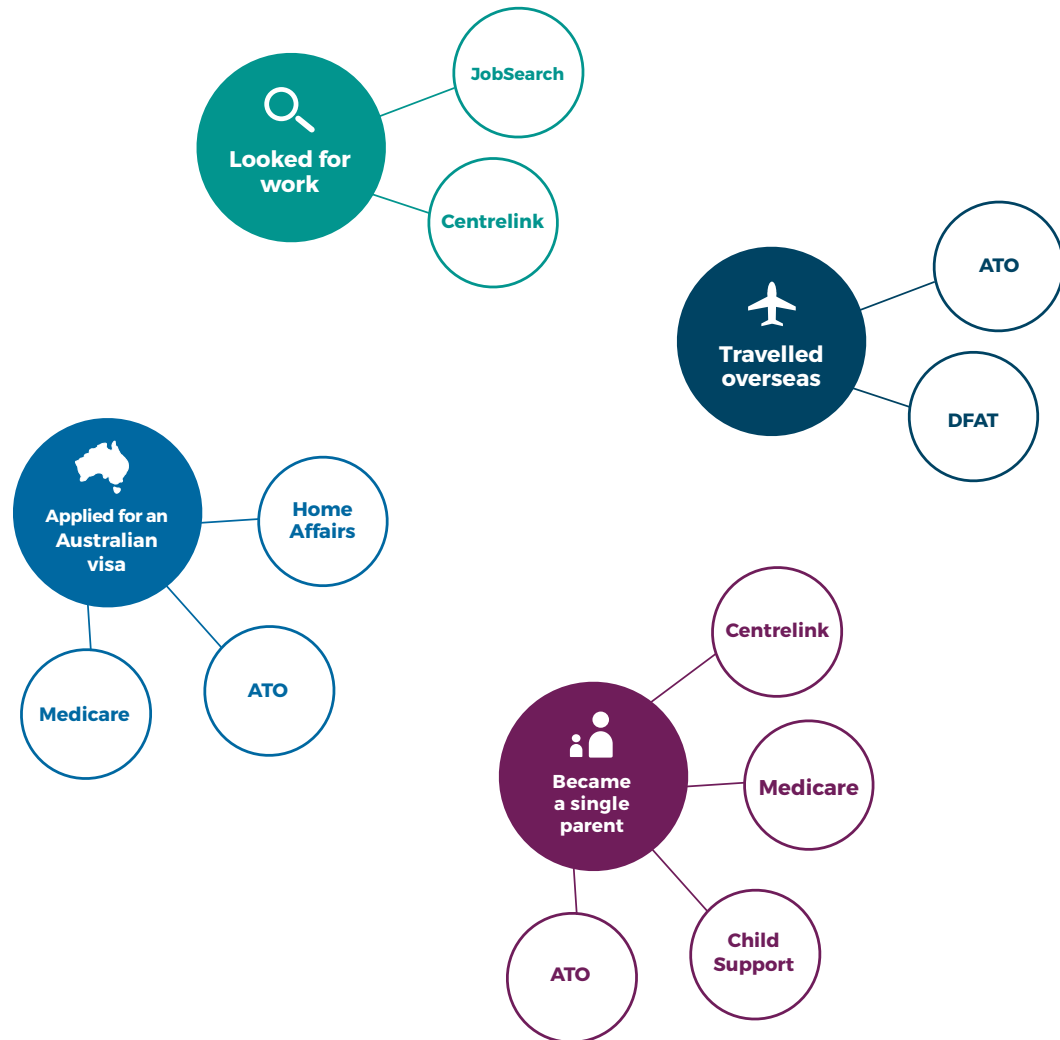
Why do people access multiple services?

Using Survey data, we can gain an understanding of the life events (such as travelling overseas) that lead people to interact with multiple services.

Sometimes, the same combinations of services may be accessed by many people because of a life event.

For example, when looking for work, people commonly use both JobSearch and Centrelink.

However, there are a range of combinations of services used for each life event (see over page).



ACTIONING RESULTS

PM&C is committed to integrating the public voice into service delivery reform. Results generated provide guidance for evidence-based improvement to service delivery.

Already, the Survey has uncovered a number of opportunities including improving feedback, engaging with young people, understanding regional trust and exploring channels and service journeys.

Results however, do not equate to action.

The capacity to meet future challenges requires a whole-of-APS effort. Through collaboration and coordination the APS can respond to the needs of Australians in a tailored and effective way.