

Common FAQ's

What time commitment is involved and when do we need to start by?

Time commitment is minimal, aside from some assistance in coordinating the survey setup. For this round of the study—given our intention to use the data for research and to support the industry, as well as to allow councils to access the subsidised offering—**enrolment is required by 15 August**, with the survey expected to commence in 2025.

How long is the survey?

The survey takes approximately 10-12 minutes for participants to complete.

What type of uptake do Councils typically get?

Our best ever was a 100% participation rate! We typically obtain a very good participation rate with most previous and current partners averaging around 60-80% participation rate. We attribute this to the enhanced trust gained by collaboration with a third party/University partnership. Councils often find staff are more willing to engage when they know the study is university-led and confidential.

Our council only has an FTE of 25 – are we too small for this study?

Definitely not! We are able to provide an overall analysis of the organisation that can provide meaningful outputs and recommendations.

How soon can we start?

Lead time is approximately 4 weeks from enrolment (which are equipped to get underway from today onwards!)

Do we have to take part in both the Culture and Values components?

While it is recommended choosing both the Culture and Values components, for greater insight, you can choose either the culture or values separately.

Can we tailor the survey questions to suit our council's context or strategy?

Yes – while the core measures are standardised for benchmarking, there's some scope to include a few council-specific questions, such as local initiatives or strategic priorities.

What sort of insights can we expect to get from the reports?

Councils receive a comprehensive report highlighting cultural strengths and improvement areas, participation breakdowns by department, and benchmark comparisons. The Values component also provides a gap analysis of importance vs enacted values and maps of perceived vs enacted values and practical recommendations for embedding those values across HR systems.

How can this study help inform workforce planning or strategy?

The data helps identify engagement risks, gaps in leadership alignment, and cultural strengths to leverage. Councils have used it to inform workforce strategy, onboarding, values refreshes, and HR reviews.

Will we be able to see how we compare to other councils?

Yes – anonymous benchmarking is provided across all major measures, with comparisons to a growing national dataset. It is hoped with increased participation that there may be the potential to benchmark against similar size, location etc.

How do you manage staff confidentiality and data privacy?

Surveys are completely anonymous, and data is reported in aggregate only. No individual responses are ever identifiable. UniSA manages all data storage and ethics compliance in accordance with university and national guidelines.

Will there be any hidden costs or follow-up expectations?

No – the cost negotiated at the start of the partnership is fully inclusive of setup, data collection, analysis, and final reporting. There's no obligation to continue beyond the initial agreement, though many councils choose to repeat the study over time for tracking longitudinal trends.