



SACommunity Service Demand Report:

City of Mitcham (FY2021–
FY2025)

Anubhav Datta Gupta

Team Lead Capacity Building & Acting Lead Data Analysis

I just finished diving deep into the SACommunity data for the City of Mitcham, covering four financial years (2021-2025). In this report, I analysed trends in community service search in SACommunity . This data shows us exactly what services people are searching for, and the results reveal a fascinating story about how our community is changing

Executive Summary

- **Service Demand Shift:** Total service searches (Sessions) declined from 33,000 in FY2021 to 22,000 in FY2025, indicating a shift in how residents engage with the SACommunity directory. This trend may reflect changing digital habits, alternative service discovery methods, or reduced awareness of the platform.
 - **Changing User Engagement:** New user numbers dropped from 26,000 to 15,000 over the same period, suggesting a potential decrease in first-time visitors or new residents seeking services. This highlights an opportunity to re-engage the community and improve visibility among emerging user groups.
 - **Persistent Core Needs:** Demand remained highest for Recreation, Community Organisation, and Health & Disability services across all four years, with an apparent widening gap favouring Recreation.
 - **The Hidden Gap:** While Recreation and Health services consistently attract high engagement, my analysis reveals that essential support categories such as Finance and Law—remain significantly underrepresented in search activity. This suggests a visibility issue that may be preventing vulnerable residents from accessing critical help when they need it most.
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Key Findings: Where We Win, Where We Risk

When I looked at what people search for most, I saw a clear picture of what matters most to Mitcham residents.

The top three service areas consistently dominated the search charts every single year:

1. **Recreation:** This is the undisputed search champion. I interpret this positively! It highlights a strong, sustained focus on social connection, sports, and community fun, which is vital for community health, particularly post-pandemic.
2. **Community Organisation & Development:** People are actively looking for local groups, neighbourhood information, and ways to build community ties.
3. **Health & Disability:** This category is consistently critical, confirming high, essential demand for medical, mental health, and disability support.

My Key Takeaway: I see that the community is driven by wellbeing and connection. The sustained high demand for both Health/Disability and Recreation services proves that the community values physical/mental health and social participation equally.

Critical Risk

While all that Recreation data is encouraging, I identified a clear risk: some absolutely critical services are getting overlooked.

- Categories focused on stability and crisis, such as **Finance, Income, Business** and **Law & Justice**, consistently rank near the bottom in search volume.

People who need urgent financial counselling or legal aid might not realise they should look in a general community directory, or their needs are so critical that they are searching elsewhere. This creates a risk that the most vulnerable residents are missing out on essential support because the information lacks visibility.

My Top 3 Recommendations for Action

Based on my findings, here's what we could focus on:

1. Contextual Cross-Promotion

- On the super high-traffic pages (like Flinders Medical Centre or top Recreation clubs), add a simple "*Need financial help while waiting for a service?*" widget.
- This connects the "*hidden*" services (Finance, Law) directly to the people who are already on the site looking for *any* kind of help. We leverage high demand to lift low visibility.

2. Audit and Clean Up Our Categories

- Double-check how we classify services. Are all those searches really for the same Organisation, or are they looking for a specific type of support that got misindexed?
- Making sure our categories are rock solid means our data accurately reflects true community demand, helping us plan better for next year.

3. Get to Know Our Top Providers

- Reach out to the top 10 most-searched organisations (like Flinders Medical, Meals on Wheels) and verify all their details are up-to-date.
- Since the community relies so heavily on these key players, we have to guarantee that the information they provide is always 100% current.
- Verify websites for all organisations under Mitcham are correctly updated.

By working together and using this data, we can ensure the SAcommunity directory truly serves as a reliable lifeline for everyone.
