

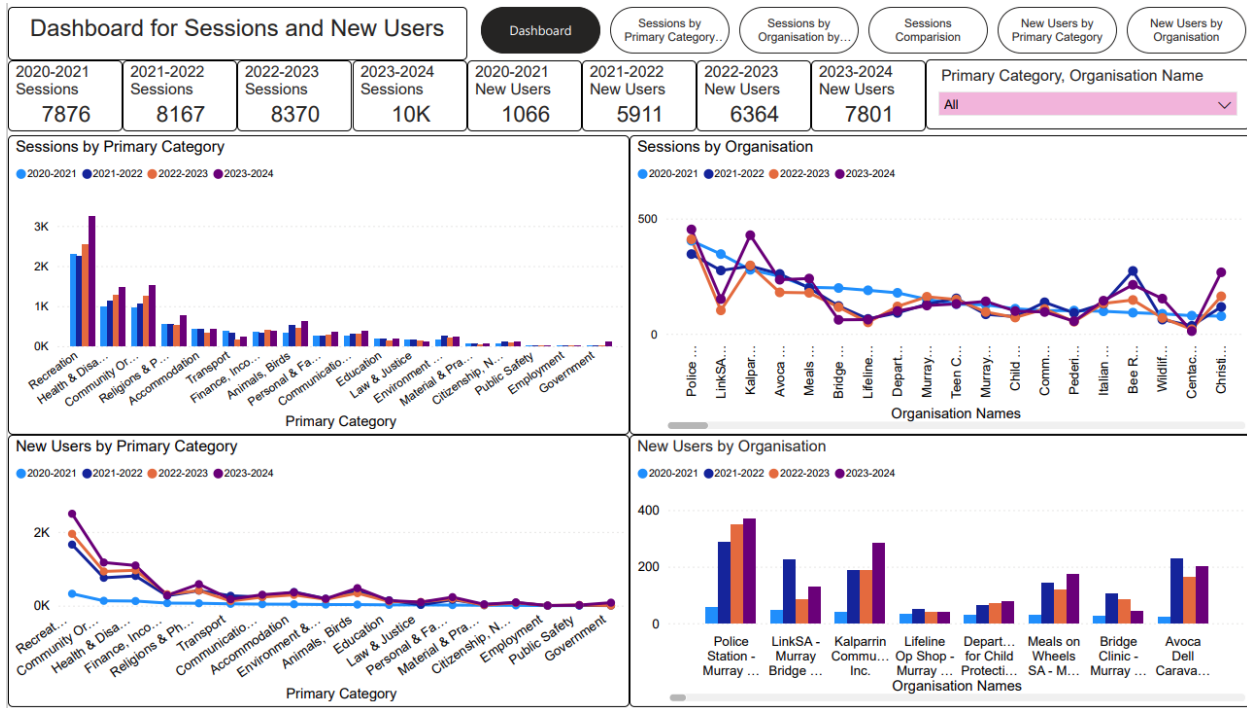
Murray Bridge Council Data Analytics Four-Year Comparison

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This report provides a comprehensive, data-driven analysis of community engagement within Murray Bridge Council over the past four years. Divided into five main sections, it covers: *Dashboard for Sessions and New Users*, *Sessions by Primary Category*, *Sessions by Organisation*, *New Users by Primary Category*, and *New Users by Organisation*. Each section offers in-depth insights and strategic recommendations to strengthen the council's services and community outreach.

Data Insights

Dashboard for Sessions and New Users

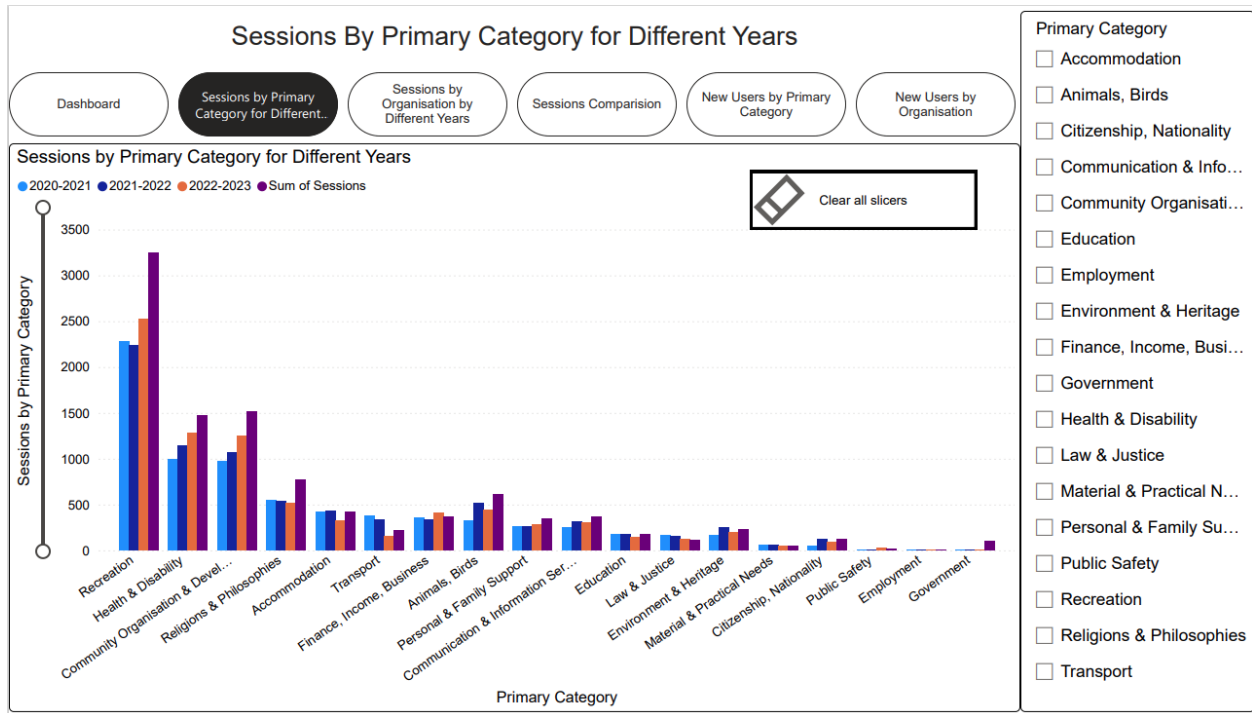


The *Dashboard for Sessions and New Users* offers an at-a-glance view of the total sessions and new users across the four-year period, showcasing overall trends in community engagement. The data reflects a steady increase in both total sessions and new users, indicating growing community reliance on council services. Sessions have risen from 7,876 in 2020-2021 to over 10,142 in 2023-2024, while new users have grown significantly, beginning at 1,066 in 2020-2021 and reaching 7,801 in 2023-2024.

This upward trend highlights successful community outreach and service accessibility. The periods with the most substantial growth, particularly 2022-2023 and 2023-2024, suggest that

targeted initiatives or community programs launched during these times were particularly effective. To maintain this positive momentum, the council could analyze peak growth periods to pinpoint strategies that worked well and consider replicating these tactics across other service areas. Additionally, strategies aimed at retaining new users, such as engagement programs or community loyalty incentives, could help sustain growth in the long term.

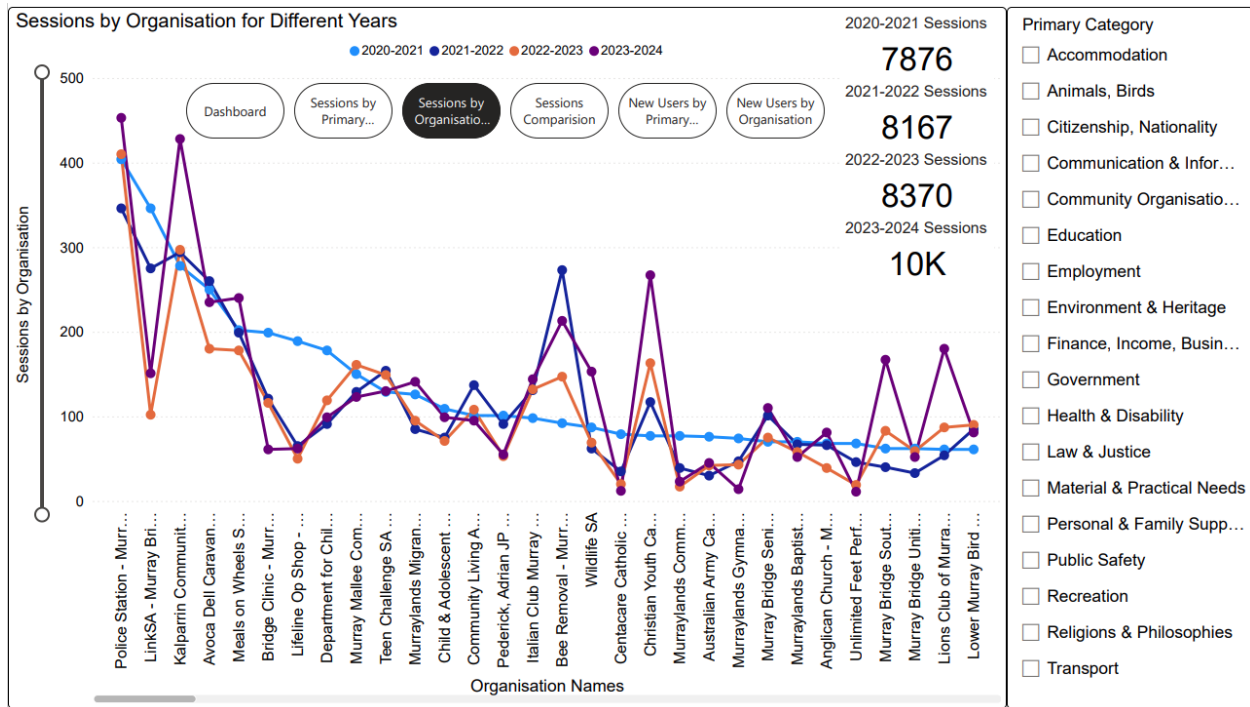
Sessions by Primary Category



The *Sessions by Primary Category* section breaks down community engagement across various service categories, helping to identify which areas are most valued by residents. The categories of *Recreation*, *Health & Disability*, and *Community Organisation & Development* have consistently led in session counts, indicating high community interest in these services. Recreation saw a notable increase in 2023-2024, possibly due to new programs, events, or improved accessibility that appealed to a broad audience.

Other categories, including *Transport and Accommodation*, have recorded lower session counts, suggesting areas where engagement could be strengthened. Categories like *Recreation and Health & Disability*, which already have a strong following, could benefit from enhanced funding, staffing, and promotional efforts to maximize their positive community impact. Meanwhile, *Transport and Accommodation* may need more focused outreach efforts to raise awareness and attract interest. This could include digital marketing, community workshops, or collaborations with popular organizations to highlight the relevance of these services to residents who might not currently consider them essential.

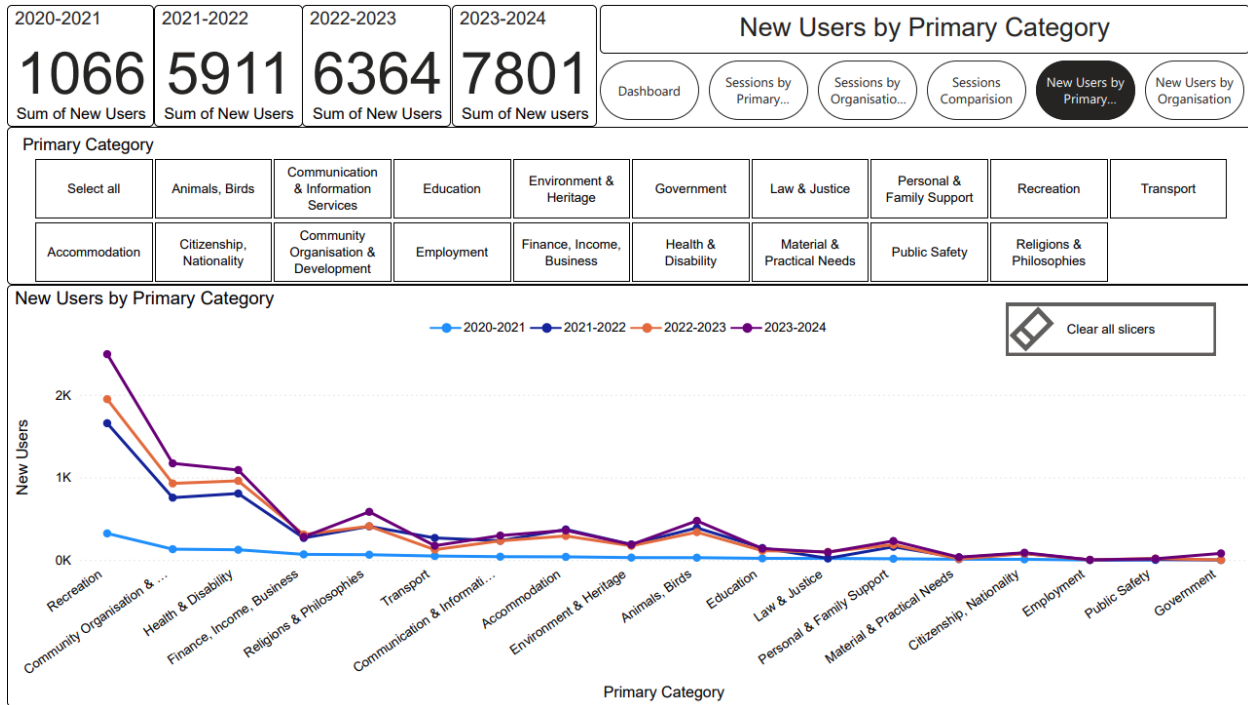
Sessions by Organisation



In the *Sessions by Organisation* section, we assess engagement levels for individual organizations, offering insights into which specific services resonate most with the community. Certain organizations, such as the *Police Station*, *Lifeline Op Shop*, and *Meals on Wheels*, consistently attract high engagement, highlighting their central role within the community. The steady or growing session counts for these organizations underscore their importance as reliable, necessary resources for residents.

Other organizations have shown fluctuating session counts. For example, *Bridge Clinic* and *LinkSA* recorded a notable increase in engagement during 2023-2024, while some other organizations have seen a gradual decline. These trends may reflect shifts in community needs or perceptions of service value. To support high-engagement organizations, the council could allocate additional resources to ensure their continued success. For organizations with declining engagement, it may be helpful to conduct surveys or focus groups to understand any challenges residents face when accessing these services or to identify changes that could reinvigorate interest.

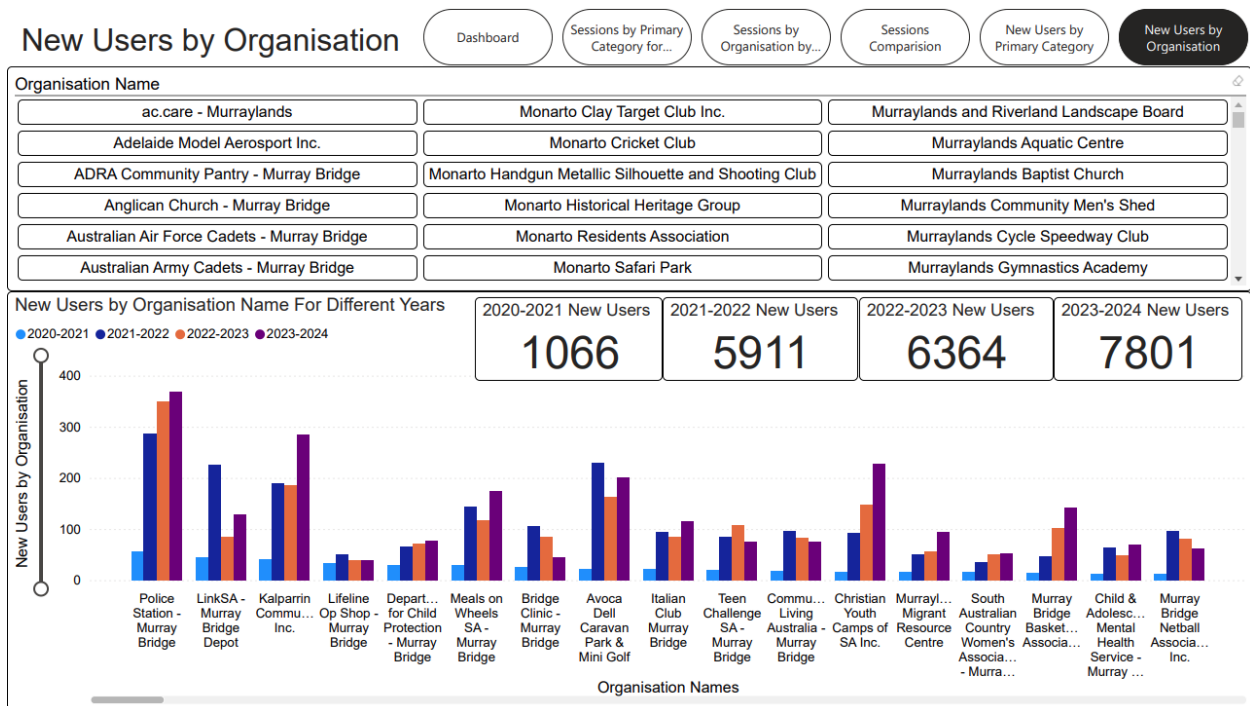
New Users by Primary Category



The *New Users by Primary Category* section tracks the acquisition of new community members across service categories, providing insights into which areas attract fresh interest. *Recreation*, *Community Organisation & Development*, and *Health & Disability* have been particularly successful in attracting new users, with *Finance & Income* and *Employment* categories showing significant growth, especially in 2023-2024. This pattern indicates that community members are increasingly interested in services that support well-being, financial stability, and personal development, likely due to evolving economic conditions or heightened awareness of these resources.

Categories with fewer new users, such as *Transport and Accommodation*, may benefit from increased visibility or restructured outreach to appeal to a broader audience. To increase their reach, the council could consider highlighting these services through targeted social media campaigns, community events, or by partnering with popular categories to showcase their value. Given the strong performance in categories like *Recreation and Health & Disability*, sustaining this momentum through seasonal community events, educational sessions, or special programs may help attract and retain new users who could benefit from these services.

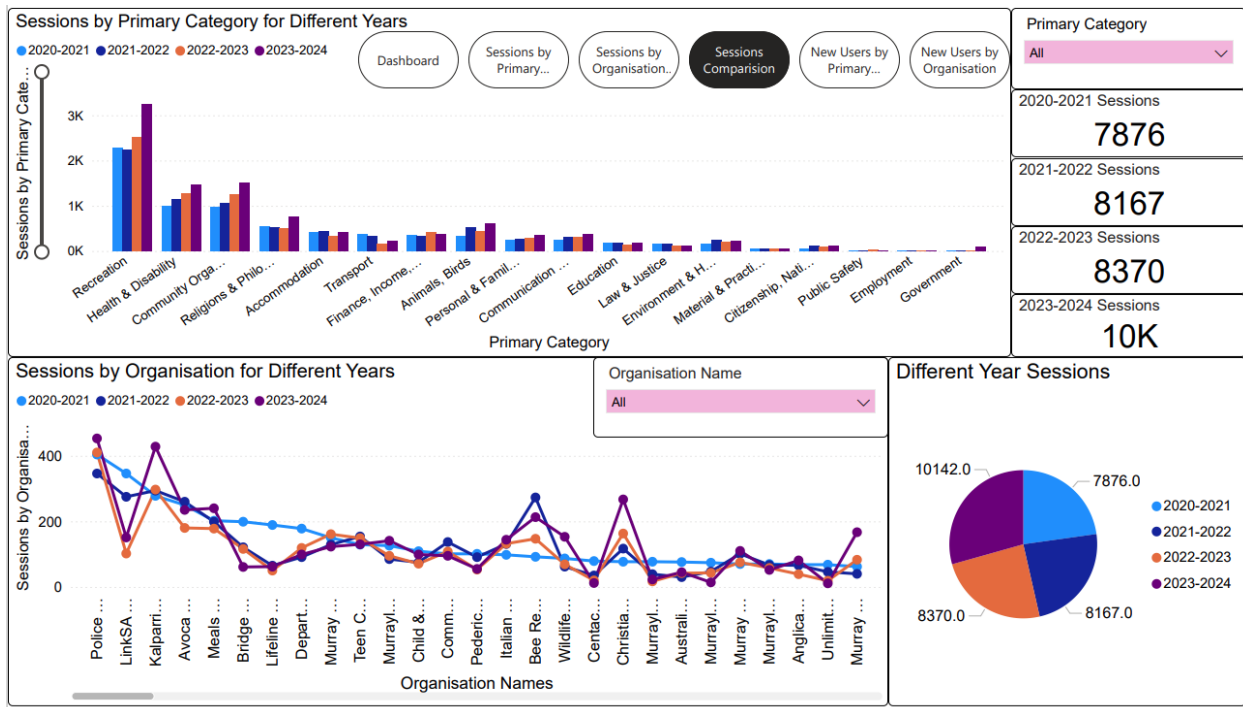
New Users by Organisation



In the *New Users by Organisation* section, we see how individual organizations are performing in terms of attracting new community members. High-engagement organizations such as the *Police Station*, *Meals on Wheels*, and *Bridge Clinic* consistently bring in large numbers of new users each year, reinforcing their status as indispensable resources. Additionally, newer or emerging organizations like *Teen Challenge SA* and *Murraylands Migrant Resource Centre* show a remarkable rise in new user counts in 2023-2024, signaling that these services are increasingly meeting specific community needs.

To build on these positive trends, the council could consider prioritizing high-growth organizations for additional support, ensuring that they have the necessary resources and funding to sustain their impact. Emerging organizations might benefit from partnerships with more established services, allowing them to leverage established networks to expand their community reach. Fostering collaboration among organizations can amplify engagement and provide a seamless experience for residents accessing multiple services.

Trend Analysis and Recommendations



Session Trends Overview

Overall *session trends* show encouraging growth in community engagement, with total sessions rising from 7,876 in 2020-2021 to 10,142 in 2023-2024. This positive trend is most pronounced in categories like *Recreation and Health & Disability*, where community interest remains consistently high. However, some categories, such as *Law & Justice and Government*, have either plateaued or declined, which may indicate that residents feel their needs in these areas are being met elsewhere or that community interest has shifted.

To sustain this growth, the council could prioritize the development of high-engagement categories by offering new programs or enhancing existing ones. For areas showing a decline, a reassessment of service offerings could help identify ways to make these services more relevant to current community needs. Regular engagement surveys or feedback loops could provide valuable insights into residents' evolving interests and inform adjustments in council offerings to better meet those needs.

New User Trends Overview

The *New User Trends Overview* shows steady growth in new user acquisition, from 1,066 in 2020-2021 to 7,801 in 2023-2024. Major contributors to this growth include categories like *Recreation, Community Organisation & Development*, and *Finance & Income*, which appear to align well with community interests. This positive trend underscores the success of the council's outreach efforts and accessible services.

To maintain and further this growth, the council might consider user retention initiatives, such as regular community events, personalized resources, or incentive programs for long-term engagement. For categories with fewer new users, such as Transport, targeted promotional efforts may help attract more participants, ensuring a broader, more inclusive range of services available to residents.

Conclusion

The *Murray Bridge Council Data Analytics Four-Year Comparison Report* illustrates a favorable trend in community engagement and new user acquisition, particularly within key categories such as *Recreation and Health & Disability*. By strategically supporting high-engagement services and extending outreach to underrepresented categories, the council can continue fostering a vibrant, well-connected community. The insights and recommendations provided here aim to guide the council in enhancing its service offerings and achieving sustainable, long-term engagement with the community.