

Helping local government
build stronger communities.



The annual LGA Member Survey gives our members the opportunity to provide feedback on the support, services and advocacy delivered by LGA.

About

The survey helps us understand:

- what members value most
- where we can improve
- how well we are representing local government
- what support councils need now and into the future.

Independent research was undertaken by McGregor Tan on behalf of LGA.

Audience participation



399

online survey responses



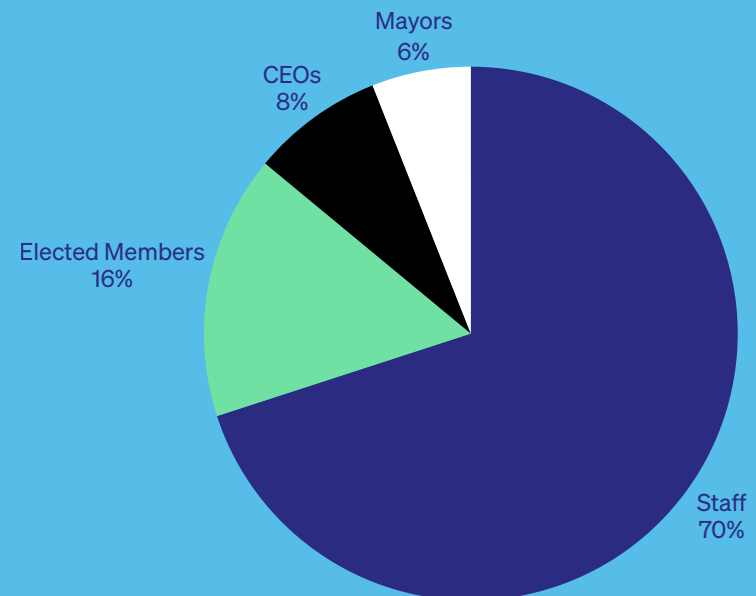
6

in-person workshops

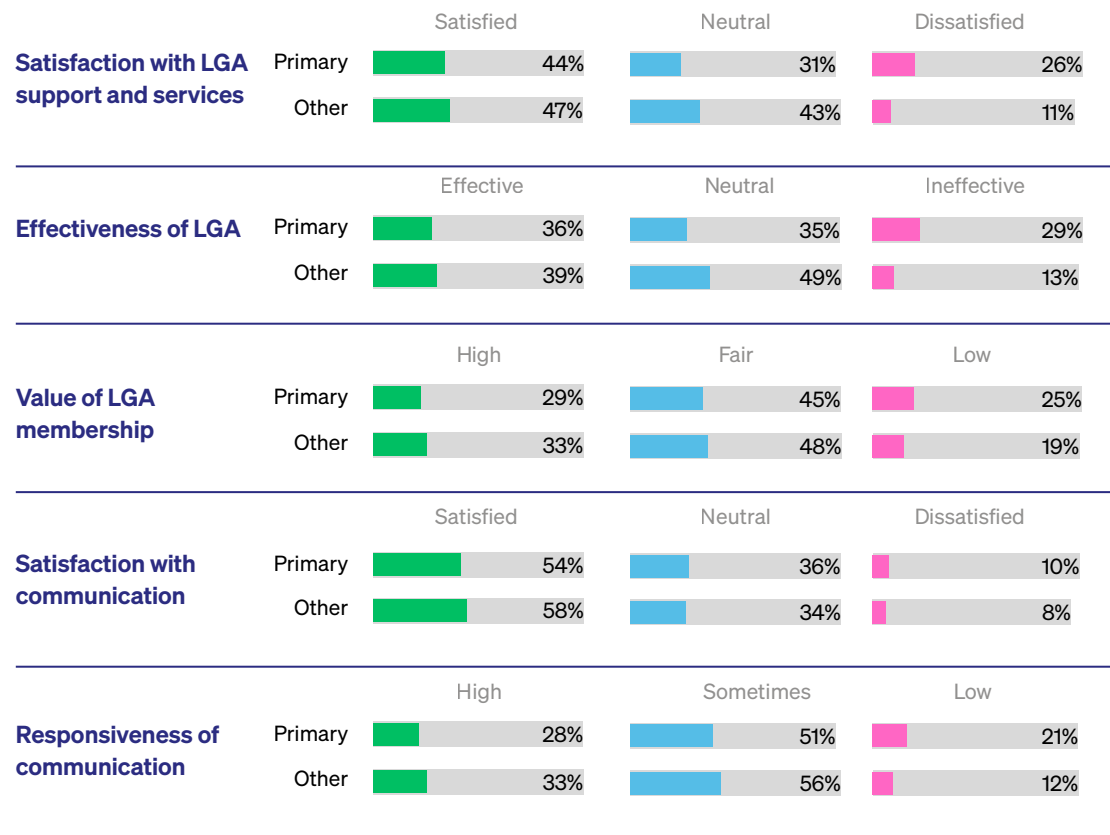


3

in-depth interviews



LGA Member Snapshot 2026



Primary roles - Mayors, Elected Members, CEOs and Directors / Executives
Other roles - Council employees and Senior Managers

What this tells us?

Members continue to recognise the value delivered through LGA, however a large proportion of members were overall neutral in their responses.

This suggests there is an opportunity to better demonstrate the value of LGA membership and improve awareness of the services, support and advocacy available to councils.

“Pick a few things.
Commit to them publicly.
Deliver them visibly.
Close the loop.”

- Survey respondent comment

Key results



Satisfaction with LGA support and services

Overall satisfaction with LGA was moderate. Just under half (45%) of members were satisfied with the support and services provided, while many others felt neutral (38%) rather than dissatisfied.



Effectiveness and value

Perceptions of LGA's effectiveness and the value delivered through membership leaned more neutral. Many members viewed the value as fair, suggesting there is room to strengthen value perception.



Communication and responsiveness

Communication and responsiveness were generally viewed positively, though neutrality remained common. Over half (56%) were satisfied with the way LGA communicated.



Priorities looking ahead

Advocacy and lobbying to government clearly emerged as the highest priority for the year ahead. Elected members and CEOs ranked advocacy and sector reputation building as their top priorities, while council staff placed greater emphasis on workforce development and training.

Top 3 member priorities for the next 12 months

#1

Advocacy and lobbying
to the government

#2

Governance advice and
sector support

#3

Shared services and
collaboration opportunities



Emerging themes

Advocacy

The highest priority function for members is advocacy, and the one with the biggest gap between expectations and experience.

What you told us

- Advocacy priorities are not always clear
- Councils want earlier and more meaningful consultation on advocacy issues
- Members want to see the outcomes of advocacy efforts

LGA Response

Deliver a transparent, coordinated and member-informed advocacy approach that builds the sector's influence.

Short-term (3-6 months)

- Develop an annual Advocacy Plan, endorsed by GAROC, SAROC and the Board. These are the key advocacy priorities LGA will focus on over the year.
- Create an Advocacy Framework outlining decision-making process, consultation, escalation pathways, how items are managed, and reporting mechanisms.
- Strengthen engagement with government, opposition and key partners to build support for the sector's priorities.

Medium term (6-12 months)

- Quarterly advocacy briefings for councils, CEOs and elected members.
- Publish advocacy wins, case studies and outcomes through member communications.
- Mobilise councils and partners around shared priorities through coordinated campaigns, evidence and practical advocacy tools.

Who is leading this?

- Advocacy
- Member Services

Membership value

The value is real, but it's uneven, and it's not well understood by the people who would benefit most.

What you told us

- More face-to-face engagement with members
- New elected members and CEOs need stronger support
- Training and services should be easier to access

LGA Response

Improve member experience by delivering clearer value, stronger engagement pathways and accessible support across all member groups.

Short-term (3-6 months)

- Develop a Member Engagement Framework that defines engagement standards and communication touchpoints.
- Increase engagement and council visits.
- Ensure that membership value and our offerings are clear, providing clarity on how to access support/who to contact.

Medium term (6-12 months)

- Host an "All In" welcome day for all elected members with key sector partners.

Long term (12 months and ongoing)

- Expand online and on-demand training delivery for members.
- Identify and deliver new member service offerings that meet the needs of the sector.

Who is leading this?

- Member Services
- Sector Development
- LGA Executive Leadership Team

Responsiveness

Not about speed. About ownership, clarity, and closing the loop.

What you told us

- Response timeframes are not always clear
- Members want greater consistency on response timeframes
- It can be difficult to identify the right LGA contact person

LGA Response

Build member trust and confidence through consistent service standards, transparent communication and improved organisational responsiveness.

Short-term (3-6 months)

- Develop a Customer Service Charter outlining service standards, response timeframes and communication principles.
- Create response templates and guidance for complex requests.

Medium term (6-12 months)

- Strengthen enquiry tracking and coordination so members receive consistent support and do not need to repeat their issue.
- Monitor performance against service standards and report on improvements and areas requiring further work.
- Use enquiry trends and feedback to identify recurring issues and improve guidance and services.

Who is leading this?

- Member Services
- LGA Executive Leadership Team
- Governance

Communications

Quality isn't the issue, segmentation is. More communications required for distinct audiences.

What you told us

- Communication is generally well regarded
- Updates should be more targeted to difference audiences
- Regional groups and elected members want stronger engagement

LGA Response

Improve governance collaboration and strengthen regional representation through clearer structures and engagement processes.

Short-term (3-6 months)

- Clearer communications on the work LGA is undertaking and the outcomes we are delivering for the sector, including our influence in policy and legislation.
- Tailor communications to the needs of different audiences such as mayors, elected members, CEOs and council staff.
- Close the loop on consultations by explaining what we heard, how it informed our position and what happens next.

Medium term (6-12 months)

- Finalise LGA Website Redevelopment.
- Strengthen two-way communication through targeted briefings, regional networks and direct engagement, refining our approach using member feedback.

Who is leading this?

- Communications and Marketing
- Advocacy

Looking ahead

The insights shared by members are helping to shape the future direction of LGA.

The actions identified through the survey are being aligned with the LGA Strategic Plan 2025-30 and will be implemented progressively across the organisation over the next 12 months.

LGA has analysed the results of the 2026 Member Survey and has developed an Action Plan to address issues and opportunities raised by members.

We are committed to:

- continuing to listen
- measuring our progress
- reporting back on improvements
- working alongside councils to strengthen advocacy and member support.

We look forward to building a better LGA and supporting the South Australian local government sector and the communities they serve.

“

Members aren't seeking perfection. They're seeking evidence that LGA SA is listening, action, and following through.”

- Survey respondent comment



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