

GLEN EIRA CITY COUNCIL

Customer Experience Hub proposal

Engagement Report

FEBRUARY 2026

BENTLEIGH

BENTLEIGH EAST

BRIGHTON EAST

CARNEGIE

CAULFIELD

ELSTERNWICK

GARDENVALE

GLEN HUNTLY

MCKINNON

MURRUMBEENA

ORMOND

ST KILDA EAST

Executive summary

Council is exploring the idea of setting up a new Customer Experience (CX) Hub at Bentleigh Library and Youth Hub as a commitment to making Council services more innovative, accessible and responsive.

This proposal aligns with our *Council Plan Action Plan 2025–2026* Strategic Objective 4.4: “Our services are highly valued, well designed and responsive to community and customer needs”.

The engagement program sought community feedback on the proposal to establish a second CX Hub at Bentleigh Library and Youth Hub. The proposal aims to bring services closer to residents in the southern part of the municipality, improve accessibility, and make better use of an existing, recently upgraded community facility. It would offer friendly, face-to-face support for a range of services — from general enquiries to making payments.

To understand whether the community support this additional service, we undertook community engagement to test the concept, identify which services residents would find most valuable, and assess whether the proposed location would improve accessibility to Council services.

The engagement process was designed in line with Council’s *Community Engagement Policy* and focused on the *Consult* level of the IAP2 spectrum. Community members were invited to learn about the proposal and provide input through a short online survey, pop-up sessions, and various communication channels. The engagement ran for five weeks from Wednesday 3 December 2025 until Sunday 11 January 2026.

What we heard

In total we received 99 submissions, including:

- 97 survey submissions through the have Your Say platform 
- 2 Emails 

Overall sentiment

Overall, feedback indicates:

- Most respondents support the proposal: 53 per cent of respondents said they would use a CX Hub at Bentleigh Library and Youth Hub (with a further 19 per cent not sure yet).
- Improved access: 57 per cent of respondents said the Hub would make it easier to access Council services.
- Those who said they wouldn't use the Hub typically cited personal habits or existing preferences rather than concerns about the Hub itself. The most common reasons related to existing habits — already using Town Hall (21 per cent) or preferring online/phone services (21 per cent).

What people value

- Easier access to services in the southern part of the municipality. Over half of respondents (57 per cent) said the Hub would make it easier to access Council services, with access challenges often linked to the Town Hall location.
- Many respondents highlighted the importance of friendly, face-to-face support, particularly for older residents and people with accessibility needs (24 per cent of open-ended comments) 76 per cent of respondents who would use the Hub said they would visit *occasionally or more often*, suggesting it would be used for practical, relational interactions rather than one-off transactions.
- Respondents prioritised practical, everyday support, with reporting issues (61 per cent) and asking general questions (58 per cent) the most selected services.

Community feedback shows 53 per cent support for the idea of a Customer Experience Hub at Bentleigh Library and Youth Hub, with many (57 per cent) respondents saying the location would make it easier to access Council services.

Across in person conversations at the library pop-up, survey responses, and email responses residents highlighted the importance of accessibility, friendly service, and maintaining the library's welcoming environment.

Feedback also emphasised the value of being able to seek help closer to home, particularly in the southern part of the municipality.

Engagement report

Background

Recent upgrades to Bentleigh Library have improved the building's accessibility and functionality, making it well placed to support residents who find the Town Hall Service Centre harder to reach. There is now an opportunity to broaden Council's customer experience model by introducing a CX Hub within the library. The proposal builds on the site's strong community use and its role as a familiar local destination.

A CX Hub at Bentleigh Library would provide face-to-face customer service and easier access to a range of Council services in a welcoming and community-focused setting. Community engagement helped test this concept to ensure the design of any future hub is shaped by local needs. Feedback will be used to refine the proposal, inform planning decisions and confirm how the hub can improve access and enhance the community's experience of Council services.

Communication activities

A mix of online and print communication channels promoted the engagement, including the Have Your Say page, social media posts, e-newsletters, reminder email, along with posters and postcards across Council facilities. This multi-channel approach helped raise awareness and ensured residents could easily access information about the CX Hub proposal.

Communication activities	Reach
Have Your Say engagement page Live with the survey available	Views: 516 Visitors: 459 Followers: 8
Social media post on Facebook (paid or unpaid) Promoting the engagement opportunity for community members to have their say. Date/dates	Views: 3,116 Reach: 1,815 Interactions: 15 likes, 8 comments, 4 shares Engagement rate: 1.16% Link clicks: 10
Social media post on Instagram (paid or unpaid) Promoting the engagement opportunity for community members to have their say. Date/dates	Views: 3,110 Reach: 1,370 Interactions: 25 likes, 3 shares Engagement rate: 1.16% Link clicks: 1

Community engagement e-newsletter 2025 December edition	Recipients: 4,443 Opened: 2,409 Link clicks: 138 Click throughs to engagement: 38
Email promotion Sent to Community Engagement newsletter subscribers	1 email campaign as a reminder sent on Friday 9 January.
Poster Shared at Council facilities, including Glen Eira Town Hall, Glen Eira Libraries, Moorleigh Village. Shared with the community at pop-up engagement activities. Shared with local community sporting clubs to display at their clubs	50 posters
Postcard Shared at all Library branches and Town Hall service desk – pictured below	500 postcards

HAVE YOUR SAY

Customer Experience Hub at Bentleigh Library and Youth Hub.

We are considering setting up a new Customer Experience hub at Bentleigh Library and Youth Hub to make it easier to access Council services.

Customer Experience Hub at Bentleigh Library and Youth Hub.

The new hub would offer friendly, face-to-face support for a range of services, from general enquiries to assistance with making payments.

Let us know if you would use this service by filling in a short survey before Sunday 11 January.

Scan the QR code or visit www.haveyoursaygleneira.com.au/cx-hub




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Engagement activities

Over the five-week engagement period, residents participated through an online survey, attended a pop-up session at the Bentleigh Library and Youth Hub, via social media, and by email.

In total, 97 respondents completed the community survey, 32 residents interacted with the pop-up engagement session, as well as contributions through email and Facebook comments. This combination of digital and in-person touchpoints ensured that people could participate in a way that suited their preferences, and helped reach a wide cross-section of the community, particularly those living in the southern part of the municipality.

Our community were asked whether they would use the Bentleigh CX Hub, what services they would prioritise, what barriers might prevent them from accessing the hub, and whether the location would improve their ability to access Council services. Demographic information was also collected to ensure representation across age groups, suburbs, and community identities.

Engagement activities	Number who participated
Have Your Say online survey	97 submissions
Total engagement events Pop-up engagement sessions Bentleigh Library Tuesday 9 December	Total engagement events: 1 Total interactions: 32
Email submissions	2 emails
Facebook submissions	8 Facebook comments

Engagement events – Pop-up session:

A pop-up engagement session was held on the morning of Tuesday 9 December 2025, with members of the Community Engagement team setting up at the entrance to the Bentleigh Library and Youth Hub, chatting to people as they arrived and exited the facility. The sentiment from the pop-up session was positive toward the proposal of setting up a CX Hub at the Bentleigh Library and Youth Hub. A number of conversations were had throughout the morning with comments including:

- “Nice and close to home!”
- “What a great idea”
- “Might need more parking at busy times”

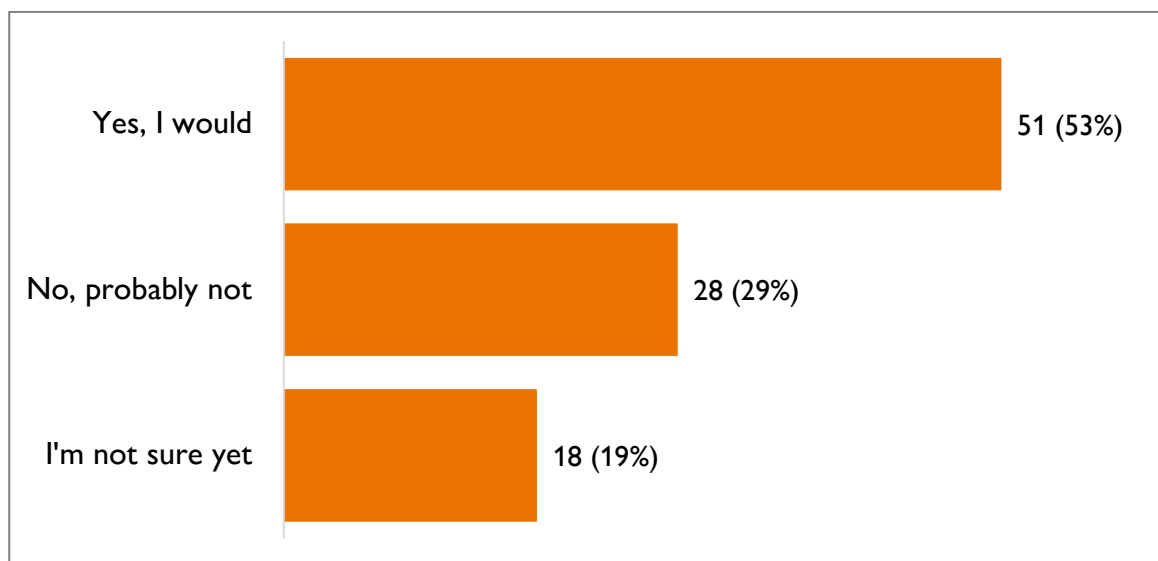
Have your say online survey responses

Community members were invited to share their views on the proposed Customer Experience Hub through an online survey. Respondents shared feedback on potential barriers, ideas for improvement, and broader reflections on how a second CX location could support accessibility, convenience, and face-to-face customer support. This feedback forms a key part of understanding how the proposal could best meet community needs.

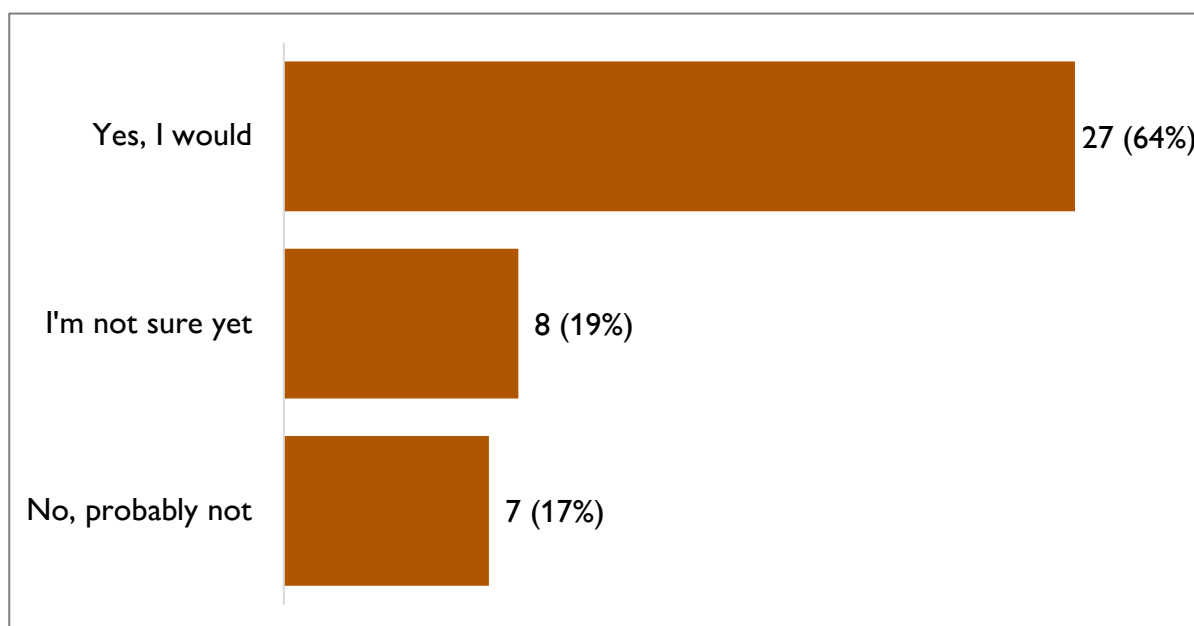
Question one: **Would you use a Customer Experience Hub at Bentleigh Library?**

This was a required/optional question. It received 100 per cent response rate (97 respondents).

53 per cent said *Yes, I would*, 29 per cent said *No, probably not*, and 19 per cent weren't sure.



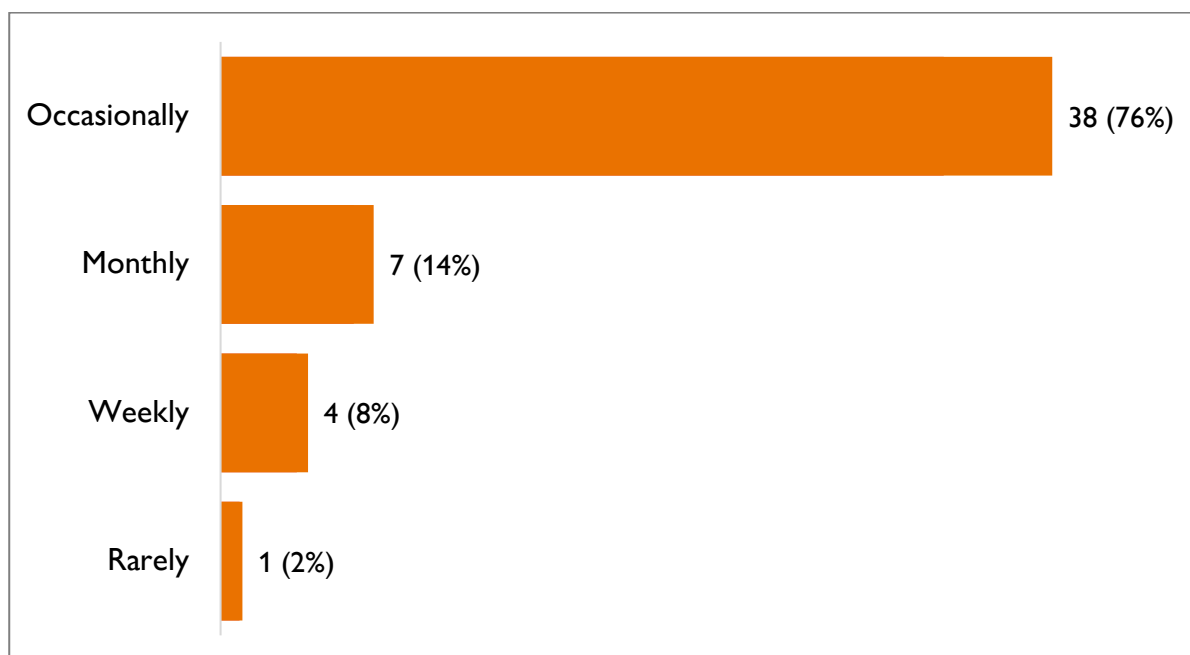
Shown below is a cross section of **only** respondents who live in **Bentleigh** or **Bentleigh East** to further support access improvement in the southern part of the municipality.



Question two: How often do you think you'd visit?

This was an optional question. It received 52 per cent response rate (50 respondents).

Among the 50 respondents, most would visit occasionally (76 per cent), while smaller groups indicated monthly (14 per cent), or weekly (8 percent).



Question three: **Why do you think you wouldn't use the Hub?**

This was an optional question, and only asked of those who answered 'No, probably not' to question one. It received 29 per cent response rate (28 respondents).

Among the 28 respondents who said they probably wouldn't use the proposed Hub, the main reasons related to existing habits and convenience. Some respondents preferred to continue using Town Hall due to familiarity or easier access, or felt that online and phone services already met their needs. Others said Bentleigh Library and Youth Hub wasn't convenient for them, or that parking, public transport, or mobility challenges would make access difficult. Some raised concerns that a new service could disrupt library activities (e.g. noise, space, privacy), while smaller groups cited unsuitable opening hours or perceived cost concerns.

Responses themed in the table below.

Theme	Description of comments	# of comments	% of comments
Already use Town Hall	This group prefer Town Hall due to familiarity, comfort, or easier access	6	21%
Prefer online and phone services	Already manage everything online or by phone and don't feel they need in-person help.	6	21%
Location / distance	Respondents feel Bentleigh Library and Youth Hub is not conveniently located.	5	18%
Accessibility issues, lack of parking, lack of public transport	Respondents felt poor public transport connections between suburbs impact willingness to travel to Bentleigh. Also, busy parking near the library or difficulty walking long distances	4	14%
Concerns an additional service will detract from Library activities	Respondents felt the addition of a new service may impact Library operations. Including more noise, lack of privacy, increased patrons and lack of space.	4	14%
Opening hours not suitable	Particularly for full-time workers who said they couldn't attend within proposed hours.	2	7%

Theme	Description of comments	# of comments	% of comments
Cost related concerns	Some perceive the Hub as unnecessary or a misuse of council resources.	2	7%

Illustrative quotes:

“I may but the location is a little further than the council offices for me” Man or boy, 55 – 64, Elsternwick.

“The call centre is excellent and I haven’t needed in person services for over 10 years” Woman or girl, 45 – 54, Bentleigh.

“I am working the hours that it would be open. You must accommodate the needs for the people who work weekdays 10-5pm” Woman or girl, 35 – 44, Carnegie.

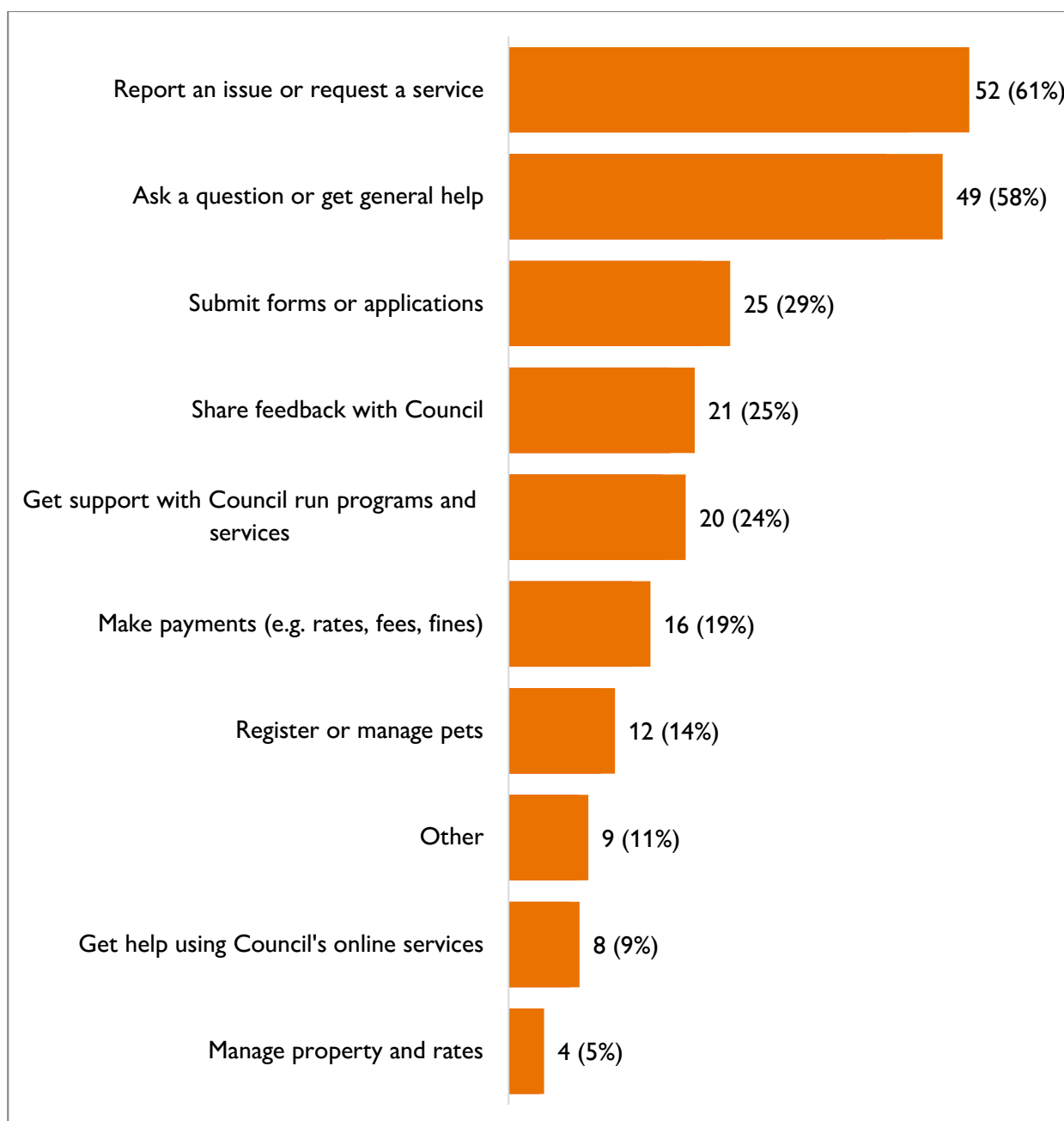
“I feel uncomfortable about the idea of taking up a library’s space with non-library facilities.” Woman or girl, 55 – 64, Bentleigh East.

Question four: What services would you use most often at the Hub?

This was an optional question. It received 88 per cent response rate (85 respondents). Asking respondents to choose their top 5 most valued services.

Overall, respondents value practical, everyday support with the top three selections being:

- Report an issue or request a service – 61 percent (52 respondents)
- Ask a question or request a service – 58 per cent (49 respondents)
- Submit forms and applications – 29 percent (25 respondents)



Nine 'Other' comments were received. These are summarised below.

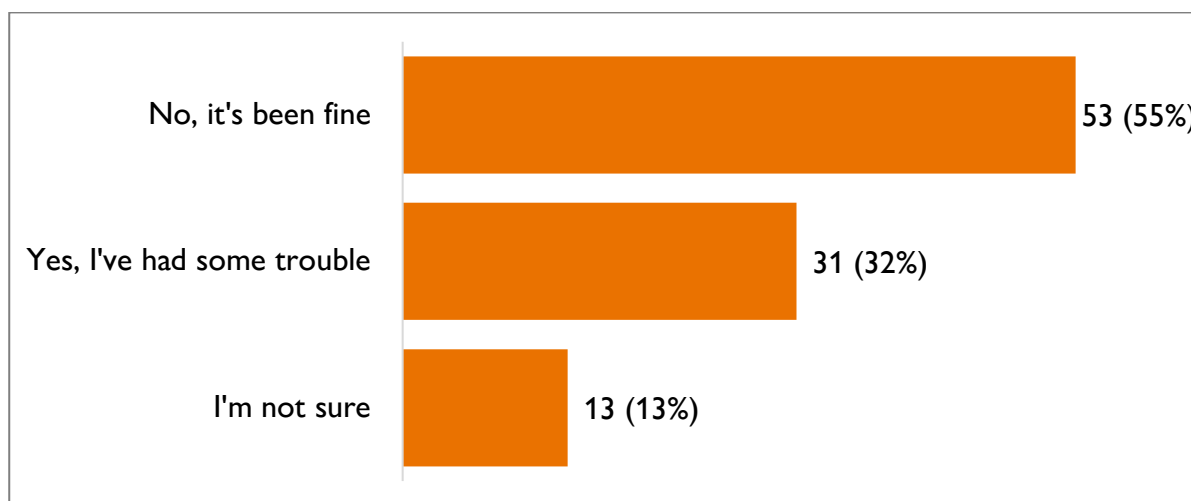
Theme	Description of comments	# of comments
None of the above	Respondents didn't feel they would use any of the services listed.	5
Collection and drop off	Respondents hoping to utilise E waste drop of and sharps container collection.	2

Theme	Description of comments	# of comments
Not comfortable	One respondent stated they would not feel comfortable using these services.	1
Library services	One respondent stated they use the library for books.	1
Make complaints	<i>"Complain about lack of responses from online enquires".</i>	1
All of the above	One respondent mentioned using a bit of everything.	1

Question five: Have you ever found it difficult to access Council services in person?

This was a required question. It received 100 per cent response rate (97 respondents).

Most, 55 per cent said 'No', while 32 per cent had experienced difficulties and 13 per cent were unsure, showing that while access is generally good, a notable minority do face barriers.



Question six: What made it difficult to access Council services in person?

This was an optional question, and only asked of respondents who answered 'Yes, I've had some trouble' to question five. It received 32 per cent response rate (31 respondents).

The 31 respondents who had had trouble accessing services in person most commonly mentioned the location of Town Hall, describing it as far, inconvenient, or hard to reach. Other challenges included difficulty reaching the right person, long wait times, and insufficient staffing or perceived service quality issues. Practical access barriers, such as parking limitations, public transport gaps, and issues for people relying on mobility aids were also mentioned. A few respondents noted that business-hours-only service made access difficult for full-time workers.

Theme	Description of comments	# of comments	% of comments
Town hall location	Distance, difficulty getting to Caulfield, or inconvenience of the trip.	16	52%
Accessing the right person	Concerns relating to unclear pathways to reach the correct department.	7	23%
Long wait times	Both in person and via phone; delays in receiving responses.	6	19%
Quality of service or insufficient staffing	Perception of low staffing or staff being unavailable.	6	19%
Access issues such as parking issues or lack of public transport	Parking limitations at Town Hall along with public transport limitations, especially for respondents who don't drive or rely on mobility aids.	5	16%
Opening hours	A barrier for full time workers who said they have had difficulty getting help during business hours.	2	6%

Illustrative quotes:

"Spent a lot of time waiting for my turn due to staffing problems" Woman or girl, 45 – 54, Caulfield North

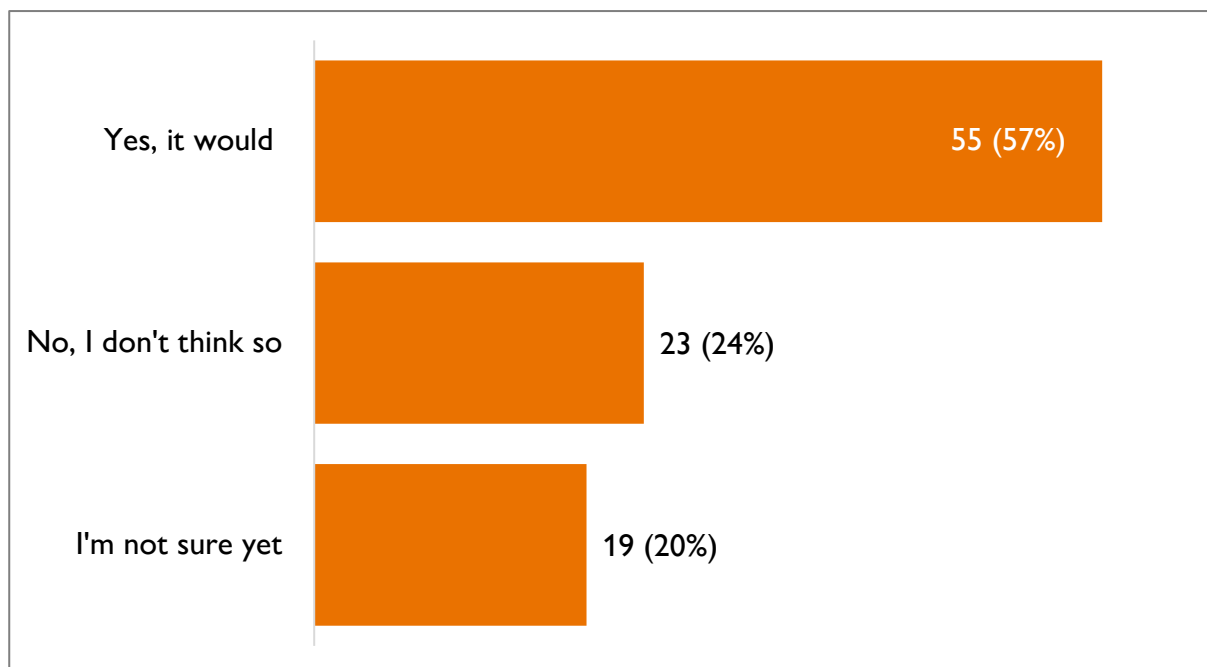
"I live a reasonable distance from the Town Hall and it's not always convenient to go up there to sort out an issue" Man or boy, 55 – 64, McKinnon

"Not the right personnel available" Woman or girl, 55 – 64, Bentleigh East

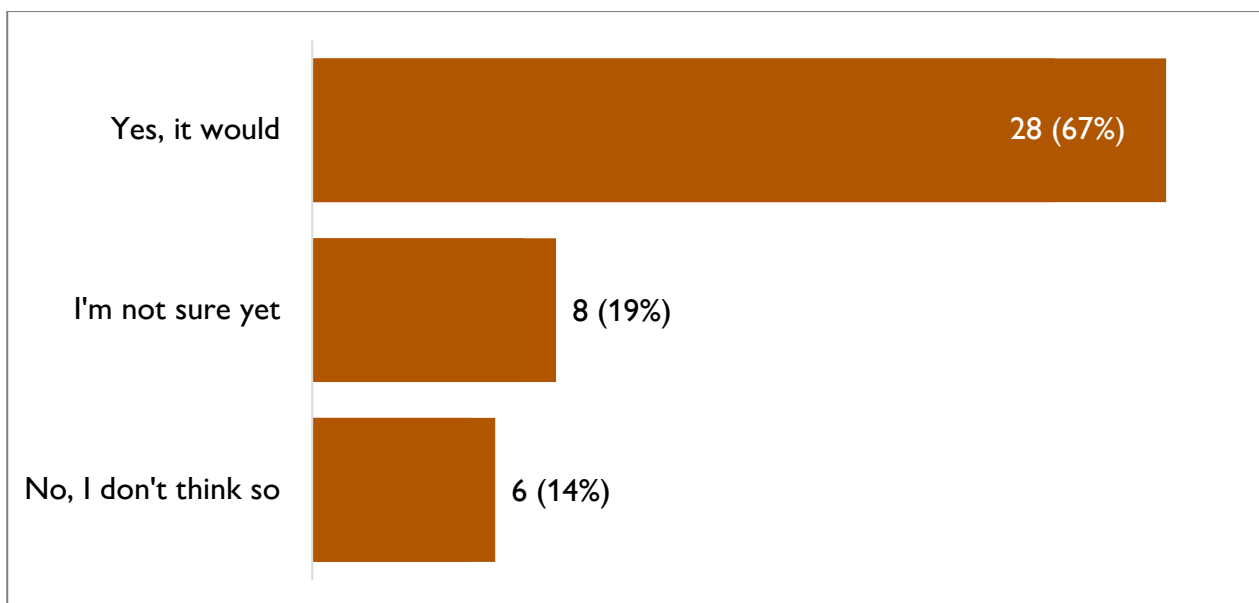
Question seven: Would the Hub make it easier for you to access Council services?

This was a required question. It received 100 per cent response rate (97 respondents).

The majority, 57 per cent said 'Yes', with 24 per cent saying 'No' and 20 per cent were 'Not sure'. This suggests that the Hub would meaningfully improve access for many residents.



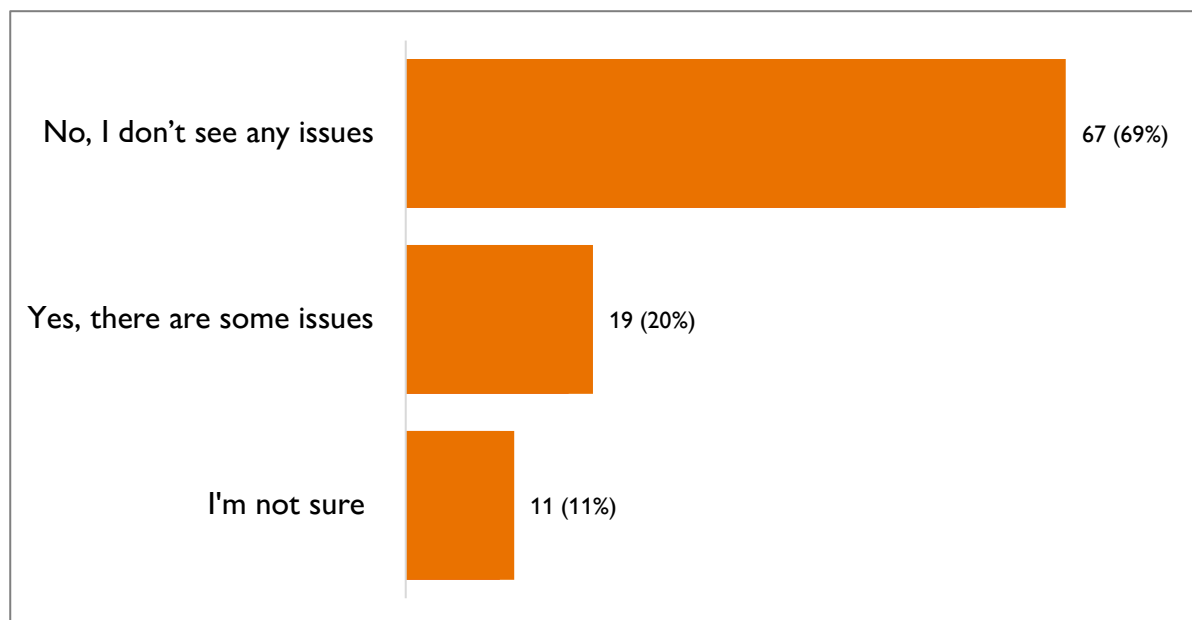
Shown below is a cross section of **only** residents who live in **Bentleigh** or **Bentleigh East** to further support access improvement in the southern part of the municipality.



Question eight: Are there any barriers or challenges that might stop you from using the Hub?

This was a required question. It received 100 per cent response rate (97 respondents).

Most respondents, 69 per cent said 'No', while 20 per cent identified some issues, and 11 per cent were 'Not sure', indicating a general willingness to use the service.



Question nine: Can you tell us a bit more about those barriers or challenges?

This was an optional question, and only asked of those who answered 'Yes, there are some issues' to question eight. It received 20 per cent response rate (19 respondents).

Of the 19 respondents who identified potential barriers, the most common concerns were parking and access issues, including crowded parking, lack of accessible spaces, and difficulty navigating busy roads. Other respondents felt the location was inconvenient or preferred Town Hall. Some raised concerns about the impact on the library, such as noise, reduced book space, or a shift in the library's identity. A smaller number pointed to unsuitable opening hours, lack of privacy in a public library environment, or a preference for online/phone services.

Theme	Description of comments	# of comments	% of comments
Access and parking issues	Concerns about crowded parking or lack of accessible spaces, difficulty walking long distances, busy roads and lack of public transport.	8	42%
Location and proximity	Residents who are closer to or prefer Town Hall feel Bentleigh is too far.	7	37%
Impact on Library services	Including loss of book space, noise, loss of library identity - "libraries are for books" and fear librarians may lose roles.	4	21%
Opening hours and days	A barrier, particularly for full-time workers who said they couldn't attend within proposed hours.	2	11%
Lack of privacy	Worry about discussing personal matters in a busy public library space.	1	5%
Preference for online or phone service	Some feel the Hub isn't needed for their typical transactions.	1	5%

Illustrative quotes:

“Parking is already limited. I would prefer to ring rather than have to make a visit.” Woman or girl, 65 – 74, McKinnon.

“Elderly people, people with mobility issues that may not go as far as the council as it is not as easy to get by public transport” Woman or girl, 35 – 44, McKinnon

“It’s a library not a customer service point, how will this affect library and study, how much extra noise?” Woman or girl, 45 – 54, Bentleigh.

Question ten: Is there anything else you’d like to share about the proposal?

This was an optional question. It received 56 per cent response rate (54 respondents).

Across 54 responses, overall sentiment was reasonably positive, with most respondents seeing the Hub as accessible, convenient, and helpful, especially for residents who value faceto face support. Others highlighted that it would be particularly beneficial for older residents and people with accessibility needs. -to-face support.

Some respondents were against the proposal, viewing it as unnecessary or a poor use of resources. Respondents shared constructive suggestions such as extended hours, clear staffing requirements, and ensuring robust information is available. A number also expressed support for having a second service location, while some worried about impacts on the library’s quiet environment. A small number of one-off comments raised topics such as traffic on Centre Road, adding more locations, or improving Council’s use of AI.

Theme	Description of comments	# of comments	% of comments
Hub benefits	Strong support from respondents who see the Hub as accessible, convenient, and helpful.	22	41%
Better for face-to-face needs	Many highlight this as a major service gap the Hub addresses, especially for older people or others with accessibility needs may prefer face-to-face interactions in an easy to access location.	13	24%

Theme	Description of comments	# of comments	% of comments
Concerns with the proposal	Generally, against the idea of the CX Hub and see it as a waste of resources and not necessary.	11	20%
Supports inclusion and community relationships	Positive comments that it is good to connect face-to-face in person.	9	17%
Operational considerations	A number of suggestions including: - Extended or Saturday hours - Access to more services - Avoiding staff being re directed to Town Hall - Ensuring robust information access	7	13%
Good to have a second location	Easier for residents who live closer to the library to access services.	6	11%
Library identity concerns	Some expressed concern that introducing Customer Service will: - Reduce quiet space - Impact book collections - Make the library noisy	6	11%
Other themes with 1 mention	- Centre road and surrounding areas are too busy. - Parking is better at Bentleigh compared to Town Hall - Continue to add other locations - Prioritise improving Councils use of AI to improve Customer experience	1 each	2% each

Illustrative quotes:

“Good idea given Town Hall is not centrally located within Glen Eira.” Woman or girl, 65 – 74, Bentleigh East.

“I like to connect with people face to face if I have an issue or question” Woman or girl, 75 – 84, Glen Huntly.

“This is great, having a second option not just town hall will make it easier for those closer to Bentleigh. Bentleigh also has more parking options.” Woman or girl, 45 – 54, Glen Huntly.

“I think it's a great idea and would be very beneficial to some people” Man or boy, 55 – 64, McKinnon.

“If the hub can be facilitated to operate on Saturdays, even for limited hours, it would be helpful” Man or boy, 45 – 54, Bentleigh East.

“Get your staff to respond more timely to online enquiries before building a physical waste of time” Man or boy, 35 – 44, Bentleigh.

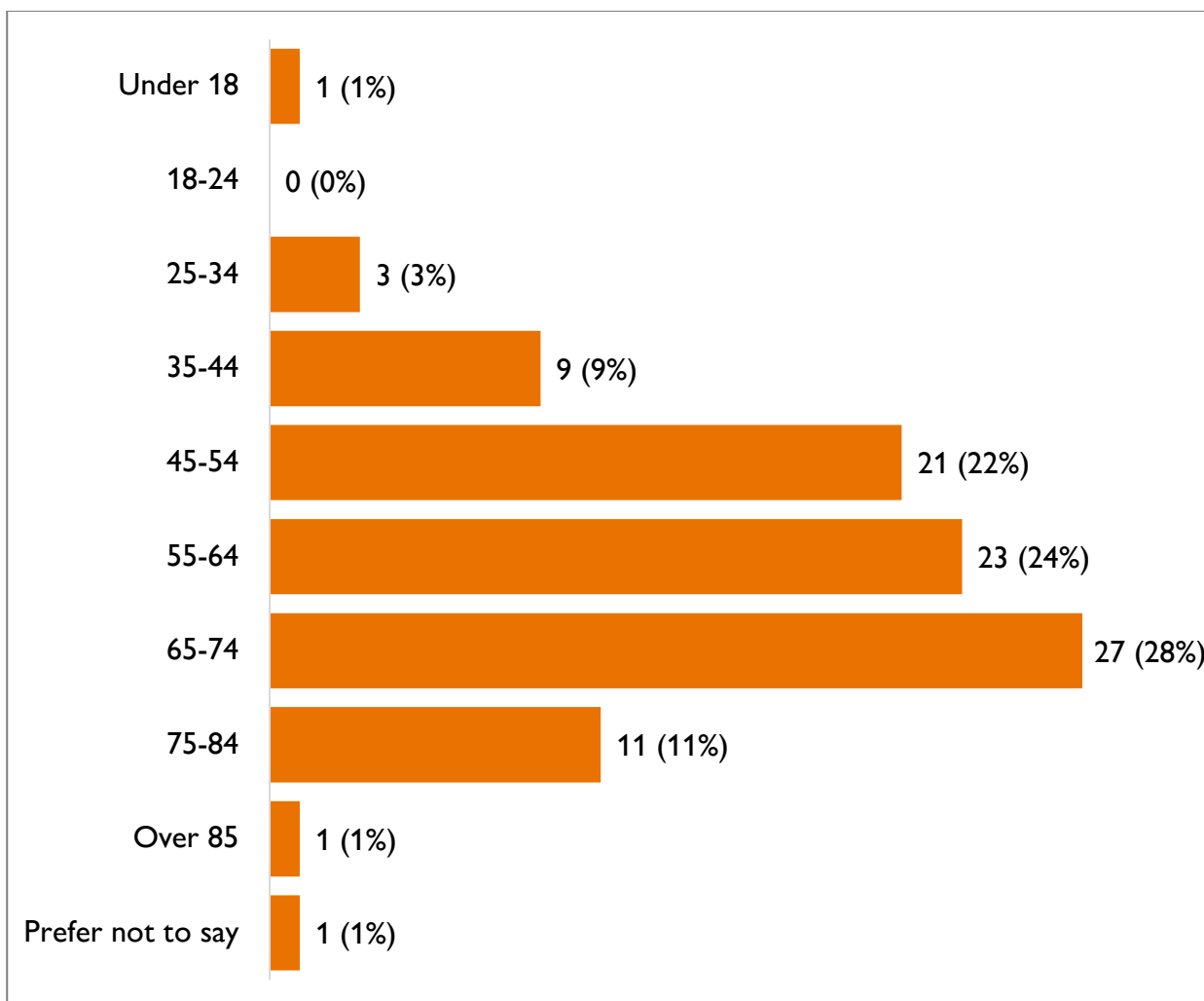
“Don't trash our libraries with this nonsense.” Woman or girl, 55 – 64, McKinnon.

Demographic profile

Question eleven: **What is your age?**

This was a required question. It received 100 per cent response rate (97 respondents).

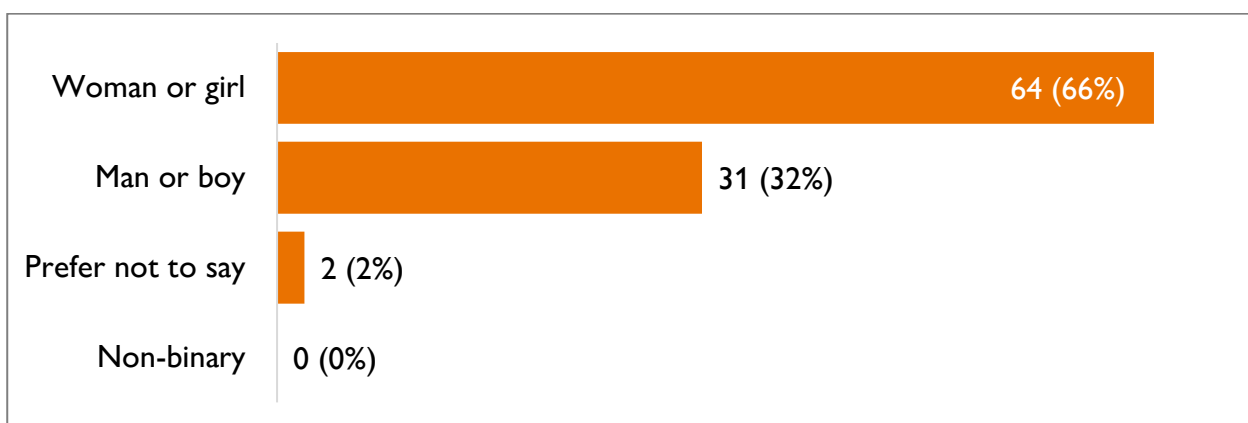
Majority of responses were from respondents between the ages of 45 - 74 (74 per cent). There were no responses from 18–24-year-olds.



Question twelve: What is your gender?

This was a required question. It received 100 per cent response rate (97 respondents).

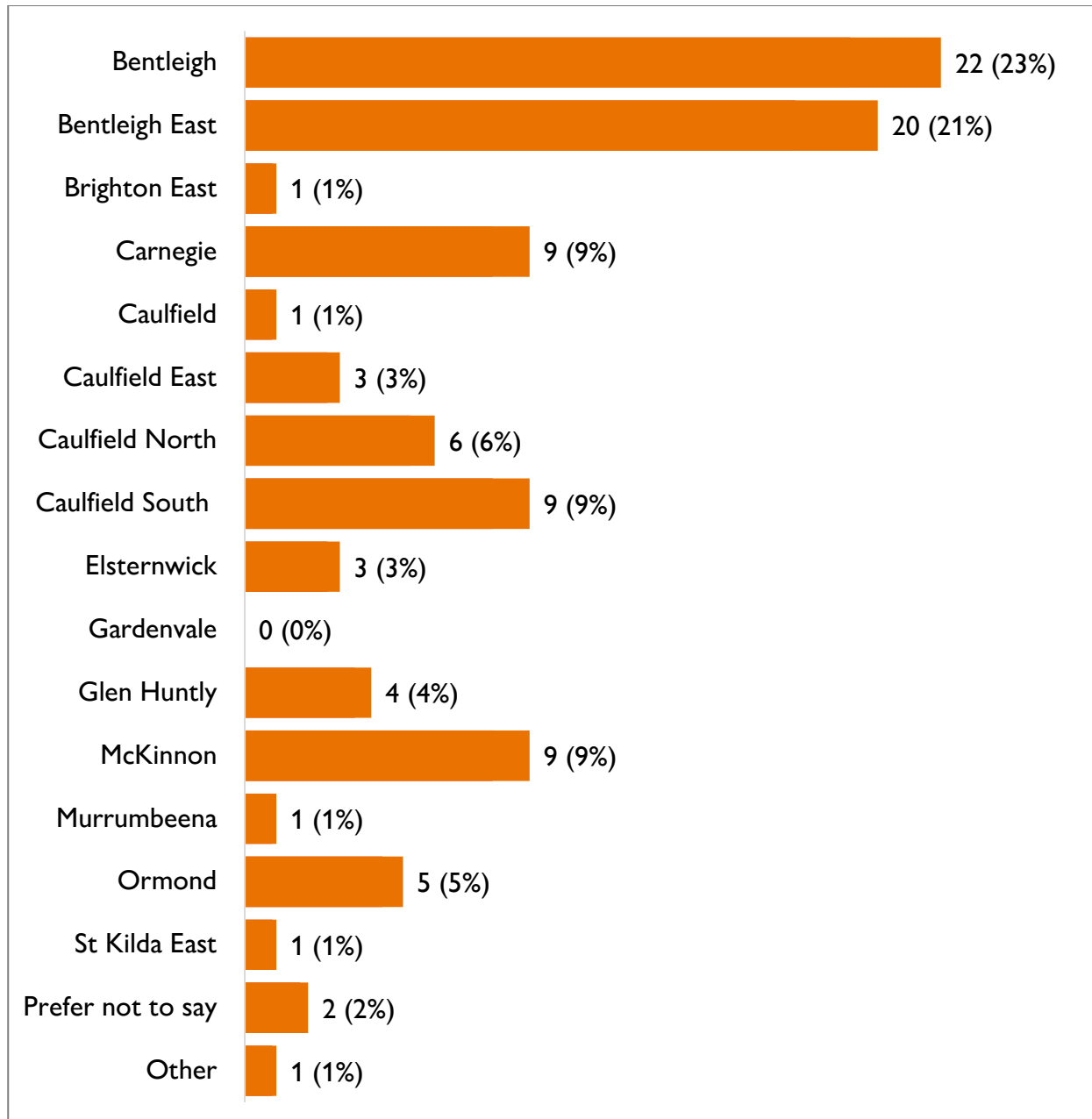
The majority of respondents, 66 per cent identified as women or girls with 32 per cent identifying as men or boys.



Question thirteen: What suburb do you live in?

This was a required question. It received 100 per cent response rate (97 respondents).

The highest participation came from Bentleigh, 23 per cent Bentleigh East, 21 per cent. McKinnon, Carnegie and Caulfield South all with 9 per cent each, showing engagement concentrated around the southern/central areas and consistent with the Hub's proposed location.

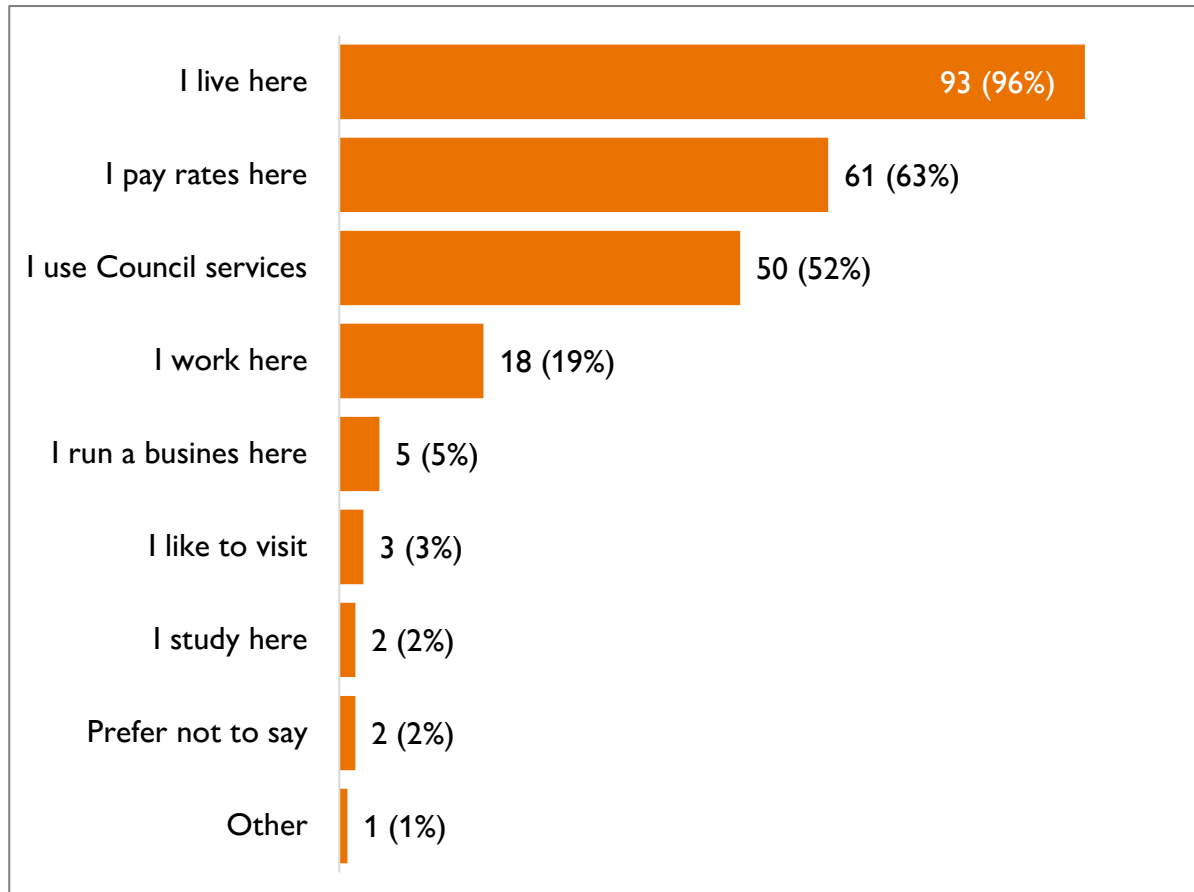


One 'Other' response was received: Mordialloc

Question fourteen: What is your connection to Glen Eira?

This was a required question. It received 100 per cent response rate (97 respondents).

Most respondents have a strong local connection to Glen Eira, with the vast majority, 96 per cent living in the municipality, with many either paying rates, 63 per cent. as well as using Council services, 52 percent.

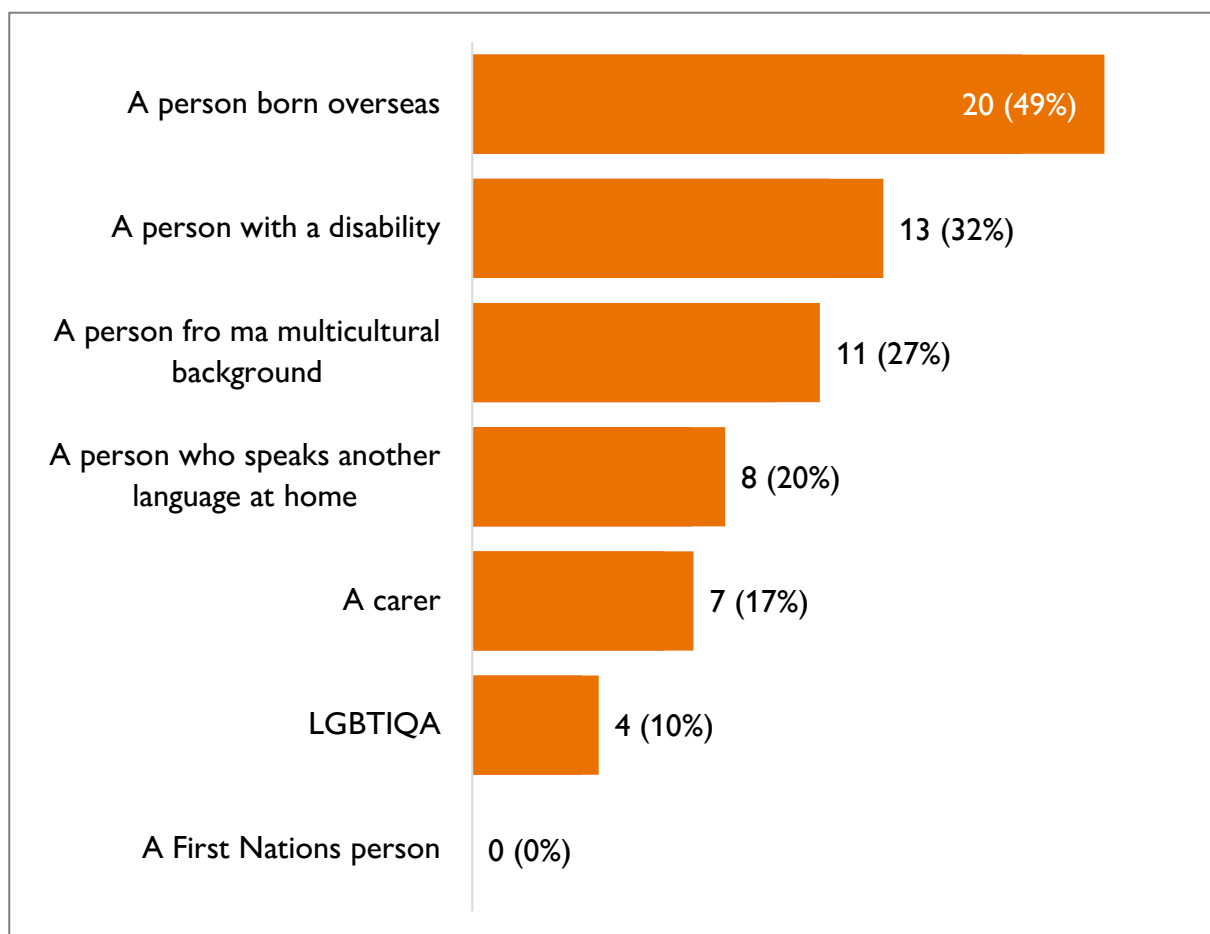


One 'Other' response was received– “I volunteer here”

Question fifteen: Do you identify as any of the following?

This was an optional question. It received 42 per cent response rate (41 respondents).

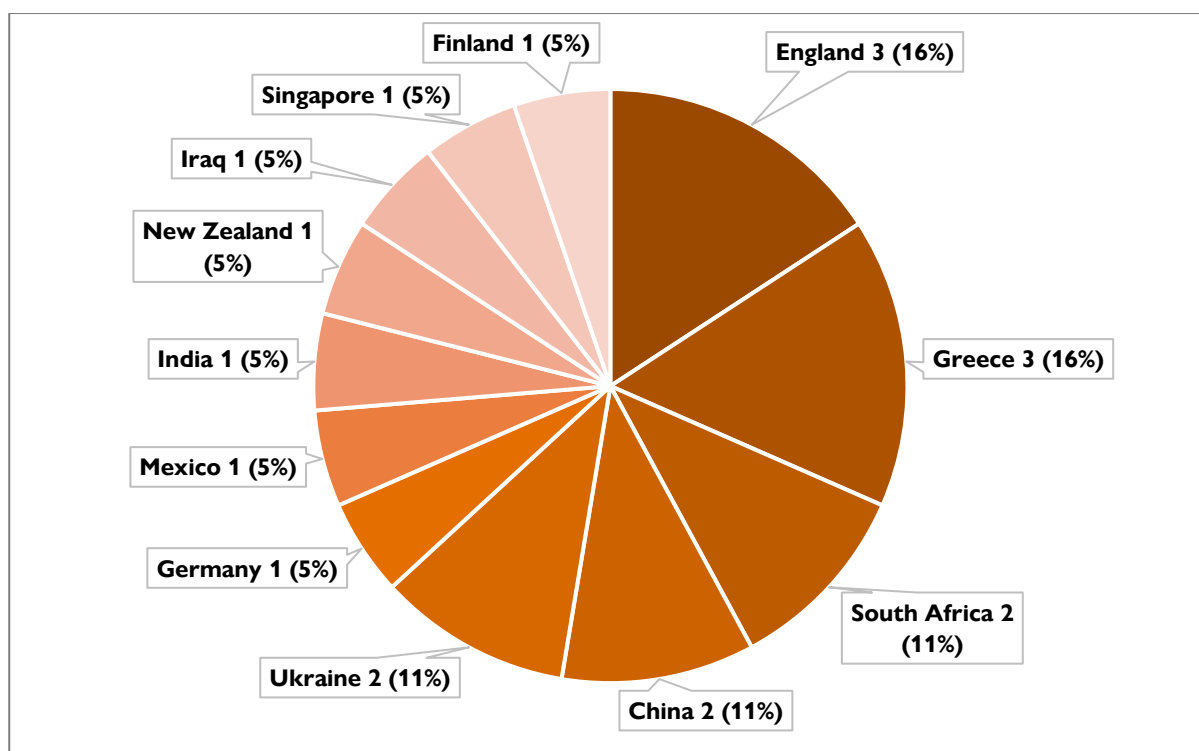
49 per cent were born overseas. 32 per cent identified as a person with a disability. 27 per cent came from a multicultural background. 20 per cent speak another language at home. 17 per cent identified as carers. 10 per cent identified as LGBTIQ+. These figures indicate diverse representation among the respondents.



Question sixteen: Which country were you born in?

This was an optional question, and only asked of those who answered 'A person born overseas' to question fifteen. It received 20 per cent response rate (19 respondents).

The most common countries of birth were England and Greece, with 16 per cent each, South Africa, China, and Ukraine followed, with 11 per cent each.



Country	# of responses	% of responses
England and Greece	3 each	16% each
South Africa, China and Ukraine	2 each	11% each
Germany, Mexico, India, New Zealand, Iraq, Singapore and Finland	1 each	5% each

Question seventeen: **Which language do you speak at home?**

This was an optional question, and only asked of those who answered 'A person who speaks another language at home' to question fifteen. It received 8 per cent response rate (9 respondents).

Two respondents speak Cantonese, all other respondents spoke **one** language at home, listed below.

Language	# of comments	% of comments
Cantonese	2	22%
Turkish, Ukrainian, Arabic, Mandarin, Greek, Malay and Punjabi	1 each	11% each

