Customer Experience Charter

“We strive to support and provide for the community.”

At Swan Hill Rural City Council, **our community is at the heart of everything we do**, and how we show up matters. Whether it’s online, in person, or over the phone, every interaction shapes how people experience Council.

Purpose of the charter

This Customer Experience Charter reflects our shared commitment to the people we serve. It outlines what our community can expect when engaging with us. It brings our values to life and is our promise to communicate clearly, act with empathy, and continuously improve the way we deliver services.

Our values

Swan Hill Rural City Council is guided by our values.

Community engagement	Leadership	Fairness	Accountability	Trust
Ensuring that our communities are consulted, listened to and informed.	Engaging the community to form views on strategic issues through strong advocacy.	Valuing and embracing community diversity and ensuring equal treatment for all.	Maintaining transparency and efficiency while valuing feedback in all activities.	Acting with integrity and earning trust as a reliable partner in service delivery and facility provision.

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Our commitment to you

We're committed to delivering a high standard of service to everyone in our community. For all people who live, work, or visit our region, we aim to make your experience with us positive and respectful.

Access and convenience	Respect and courtesy
We make it easy for you to connect with us by: • Providing multiple ways to contact us: in person, by phone, online or by email. • Ensuring our services are simple to navigate and easy to use. • Accommodating special needs to support equal access.	We create a welcoming experience by: • Taking the time to listen with empathy. • Being curious and willing to learn so that we can unlock opportunities and better ways to help you. • Treating everyone with dignity and fairness in all our interactions.
Communication and transparency	**Accountability and improvement**
We keep you informed by: • Clearly identifying who is handling your inquiry and what to expect. • Providing updates in simple language, with clear timeframes. • Explaining decisions, processes and next steps.	We build trust and improve services by: • Being upfront, setting honest conversations and keeping you up to date. • Taking ownership of your enquiry and ensuring it is resolved. • Welcoming feedback and using it to guide better outcomes.

Response times

We are committed to delivering responsive, respectful, and timely service. Wherever possible, we aim to resolve your enquiry or request at the **first point of contact**. Response timeframes may vary depending on the nature of your request, but we strive to keep you informed throughout.*

In person: Acknowledged promptly on arrival.

Phone: We aim to answer calls promptly. If you leave a voicemail, we aim to acknowledge receipt within 1 business day and aim for a response within 10 business days.

Written correspondence (Email/Web Form): We aim to acknowledge receipt within 1 business day and provide a a response within 10 business days.

Social media: Our social media channels are not monitored for formal customer service. Please contact us through our main channels for enquiries or service requests.

**Note: Complex matters or formal complaints may take longer. For more information please refer to our complaints handling policy.*

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Help us help you

The Council is committed to assisting you to the best of our ability. You also have a part to play in this. It is important you provide relevant and accurate information to us in a timely manner and that you treat our staff with respect. Failure to do this may result in delay & difficulty in providing a high standard of service to you.

Your feedback

Swan Hill Rural City Council values your feedback. We welcome all feedback, positive or constructive, to better understand your experience with our services. Your insights help us improve and ensure we're meeting your needs.

Share your thoughts with us.

Contact us

We're here to help. You can connect with us through any of the convenient options listed below to discuss your needs or inquiries.

Phone
03 5036 2333

Email
council@swanhill.vic.gov.au

After hours
After hours emergencies ONLY
03 5032 0322

Post
PO Box 488,
Swan Hill. VIC 3585

In-person
Swan Hill Business Centre
45 Splatt Street, Swan Hill

Robinvale Resource Centre
72 Herbert Street, Robinvale