

A report measuring satisfaction with facilities and services managed by Nambucca Shire Council



Results from a random telephone survey of 402 adult residents in the Nambucca Shire, conducted by Jetty Research on behalf of **Nambucca Shire Council**

Final Report dated: August 2019



Contact:
James Parker
e: James.Parker@jettyresearch.com.au
p: 02 6650 9175

Level 1, 30 Industrial Drive
Coffs Harbour NSW
PO Box 1555
Coffs Harbour NSW 2450

w: www.jettyresearch.com.au
e: info@jettyresearch.com.au
Coffs Harbour Sydney
ACN 121 037 429

Prepared by	Christine Dening
Reviewed by	James Parker
Date	August 20 th 2019
Document Name	Nambucca Customer Satisfaction Survey August 2019
Version	Final

Table of Contents

DISCLAIMER	5
EXECUTIVE SUMMARY	6
INTRODUCTION	9
BACKGROUND AND OBJECTIVES	9
METHODOLOGY	9
SAMPLING ERROR.....	10
<i>Graph i: How sampling error varies with sample and population size</i>	10
SAMPLE CHARACTERISTICS.....	11
<i>Graph i: Survey sample by age</i>	11
<i>Graph ii: Survey sample by gender</i>	11
<i>Graph iii: Survey sample by area</i>	12
<i>Graph iv: Survey sample by urban v rural setting</i>	12
PART 1: SATISFACTION WITH, AND IMPORTANCE OF KEY SERVICES AND FACILITIES	13
<i>Graph 1.1: Summary of mean satisfaction scores for 26 different Council services and facilities, 2019 only</i>	13
<i>Table 1.1: Comparison of satisfaction mean scores 2016 vs.2019 (rated from highest positive change to highest negative change)</i>	14
<i>Table 1.2: Comparison of satisfaction mean scores urban vs. rural respondents 2019 (rated from highest difference to lowest difference)</i>	15
<i>Graph 1.2: Summary of mean importance scores for 26 different Council services and facilities, 2019 only</i>	16
<i>Table 1.3: Comparison of importance mean scores 2016 vs. 2019 (rated from highest positive change to highest negative change)</i>	17
<i>Table 1.4: Comparison of importance mean scores (urban vs. rural)</i>	18
<i>Graph 1.3: Satisfaction vs. importance matrix: the “big picture”</i>	19
<i>Graph 1.4: Satisfaction vs. importance matrix in detail</i>	20
<i>Table 1.5: Summary of satisfaction and importance quadrants</i>	21
<i>Table 1.6: Gap analysis for 26 selected facilities and services:</i>	22
PART 2: OVERALL SATISFACTION WITH COUNCIL	23
<i>Graph 2.1: Please rate your satisfaction with Council’s overall performance</i>	23
<i>Picture 2.1: Drivers of overall satisfaction</i>	24
<i>Graph 2.2: Can you explain why you gave that score? (unprompted)</i>	25
<i>Graph 2.3: Most important use of Council resources</i>	26
PERFORMANCE BENCHMARKS TO OTHER COUNCILS.....	27
<i>Graph 2.4: NSC relative performance - infrastructure</i>	27
<i>Graph 2.5: NSC relative performance - services</i>	28
<i>Graph 2.6: NSC overall satisfaction mean vs. eight other NSW Regional Councils</i>	28
PART 3: CONTACT WITH COUNCIL	29
<i>Graph 3.1: Contact with Council in the past 12 months</i>	29
<i>Graph 3.2: Satisfaction with how well Council handled your enquiry</i>	29
<i>Graph 3.3: Method of contacting Council by enquiry type</i>	30
PART 4: COUNCIL ONLINE RATES	31
<i>Graph 4.1: Knowledge of access to rates account online</i>	31
<i>Graph 4.2: Interest in accessing online rates account</i>	32

PART 5: COUNCIL BRANDING.....33
Graph 5.1: Support for change to Nambucca Valley Council name 33
Graph 5.2: Reasons for not supporting name change 34

PART 5: POPULATION GROWTH36
Graph 5.1: Preference for Population Growth 36

APPENDIX 1: SURVEY QUESTIONNAIRE.....37

APPENDIX 2: DATA WEIGHTING PROCESS.....42

APPENDIX 3: “OTHER” PRIORITIES FOR COUNCIL RESOURCES43



Front cover photo: The new Lanes Bridge



Disclaimer

While all care and diligence has been exercised in the preparation of this report, Jetty Research Pty. Ltd. does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Jetty Research Pty. Ltd. or its employees.

Executive summary

In April 2019, Nambucca Shire Council commissioned Jetty Research to conduct a representative and statistically valid telephone survey of 400+ adult residents living within the local government area (LGA). The survey aimed to assess satisfaction with, and priorities towards different Council-managed facilities and services using a random and statistically valid sample.

This survey follows similar polls conducted triennially since 2007. Hence it was also designed to see how results have varied from previous research waves, where appropriate.

The 2019 survey was also designed to provide community feedback on a range of other issues including: frontline service levels; awareness of and interest in online rates; rebranding of the Council and of Valla locality, and; perceptions towards population growth.

Polling was conducted from July 22nd to 30th as a random telephone survey of 402 adult residents living throughout the LGA. No formal quotas were applied, although we did attempt to ensure an adequate mix of respondents across age groups and sub-regions.

Based on the number of households within the Nambucca Shire, a random sample of 402 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. This essentially means that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population – in this case “all Nambucca Shire adult residents excluding council employees and councillors” - to within a +/- 4.8% margin in 19 of those 20 surveys.

For more information on survey methodology, sampling error and sample characteristics, see pages 9-10. For more detailed information on the demographic breakdown of survey respondents, see pages 11-12.

Among the survey's major conclusions:

1. Of 26 council services and facilities measured, 21 had a mean satisfaction score of three or above (using a 1-5 satisfaction scale). Top-ranked services included libraries, which scored 4.11 out of a possible 5, and water supply (at 4.07). Sewage collection and treatment, Council pool, sporting facilities and parks, reserves and playgrounds also scored exceptionally well.
2. Conversely, six services had a mean score of below “par”. Unsealed roads were the worst-ranked of the services measured (scoring a mean of 2.64) followed closely by economic development and new investment (2.73), youth facilities and activities (2.80), tourism marketing (2.86) and development approvals (2.88)..
3. In terms of importance, river water quality had the highest mean rating at 4.44 (again using a 1-5 scale). This was followed by waste and recycling (4.36), sealed roads (4.31), coastal and beach management (4.24), environmental monitoring and protection (4.20) and cleanliness of streets (4.16).
4. When placed into a matrix of importance vs. satisfaction, the following picture emerged:

(Continued next page)

Higher importance/lower satisfaction	Higher importance/higher satisfaction
<p style="text-align: center;"> Footpaths/cycleways Econ development/new investment Environmental monitoring and protection Sealed roads Services for the elderly Public toilets Coastal and beach management River water quality Tourism marketing </p>	<p style="text-align: center;"> Cleanliness of streets Waste and recycling Parks, reserves and playgrounds Bridges Water supply </p>
Lower importance/lower satisfaction	Lower importance/higher satisfaction
<p style="text-align: center;"> Weed control Development application processing Stormwater drainage Dog control Youth facilities and activities Unsealed roads Online services </p>	<p style="text-align: center;"> Sewage collection and treatment Council Pools Sporting facilities Community halls Libraries </p>

5. Council is currently meeting expectations (i.e. where performance outweighs importance) across seven out of 26 services (council pool, online services, libraries, sewage collection and treatment, community halls, sporting facilities and water supply).
6. Relative to other Councils measured, NSC has performed better in relation to most infrastructure facilities rated with the exception of libraries. Furthermore, NSC was deemed significantly better than its peers in providing public toilets, community halls, clean streets, sewage and DAs. NSC was not as seen as effective as its peers in providing tourism marketing, youth facilities and services and waste and recycling.
7. Overall satisfaction towards Council demonstrated an upward movement in the proportion satisfied with Council since 2013 (51% in 2019 vs. 46% in 2016 and 38% in 2013) at the expense of those feeling dissatisfied (14% in 2019 vs. 20% in 2016 and 23% in 2013). This is mirrored in the upward climb of the mean satisfaction score.
8. Attracting new businesses and investment (23%) and roads (20%) were the top-mentioned priorities for Council resources.
9. Some 54% of respondents had contact with Council's administration during the previous 12 months and satisfaction with Council's handling increased on 2016 (from a mean satisfaction with handling score of 3.19 to 3.50 in 2019).
10. Almost half of those surveyed claimed to be aware that they could now access their rates online, a slight increase over time. A similar proportion indicated they would like to access their rates online.
11. Around half of those surveyed (46%) were aware that rates information could now be accessed online. And a similar proportion of ratepayers with computers claimed they were interested in accessing this information online.

12. Almost two-thirds would support a name change from Nambucca Shire Council to Nambucca Valley Council. Of the remainder, key concerns related to costs associated with the transition (65% of those opposed) and a preference for the original name over the proposed (32%).
13. Over two-thirds of respondents felt that the industrial and residential precincts on the western side of the new Freeway at Valla should continue to be referred to as Valla. One fifth (21%), preferred a new name be sought with an indigenous name being preferred by this group followed by *Valla Rural*, *Boggy Creek* or something incorporating Nambucca (such as Nambucca Heights).
14. Half of residents felt the increase of around 82 people per year was about right, 32% felt it was too little and 10% too much.

A handwritten signature in black ink that reads "James D. Parker".

James Parker, QPR, B. Ec, Grad Cert Applied Science (Statistics), AMSRS
Managing Director
August 20th 2019

Introduction

Background and Objectives

In April 2019, Nambucca Shire Council (NSC) commissioned Jetty Research to conduct a random and representative telephone survey of 400 local residents to measure their satisfaction with Council service levels. The survey was also designed to provide for longitudinal (i.e. time-based) comparisons with similar telephone polls conducted by Jetty Research triennially since 2007.

In this instance, Council additionally sought community feedback on: frontline service levels; rebranding of the Council and of Valla locality, and; perceptions towards population growth.

Methodology

The survey was conducted using a random fixed line telephone poll of 402 residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 3,864 residential landline and mobile telephone numbers within the LGA¹. A survey form was constructed collaboratively between Council management and Jetty Research (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between July 22nd and 30th from Jetty Research's Coffs Harbour CATI² call centre. A team of ten researchers called Nambucca Shire residents on weekday evenings (excluding Friday) from 3.30 to 8pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a random basis, other than ensuring an adequate mix of respondents across different sub-regions. Respondents were screened to ensure they were aged 18 or over, had lived within the Nambucca Shire for at least 12 months, and were not councillors or permanent Council employees.

Survey time varied from 8 to 28 minutes, with an average of 14.0 minutes. Response rate was satisfactory for a survey of this length, with 39% of eligible households reached agreeing to participate (against 46% in 2016).

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone.

¹ Postcodes sourced were 2441, 2447, 2448 and 2449. As with any postcode-based source, some records may lie outside LGA boundaries. SamplePages, the provider of verified random residential numbers, is a respected supplier of random numbers to the market and social research industry.

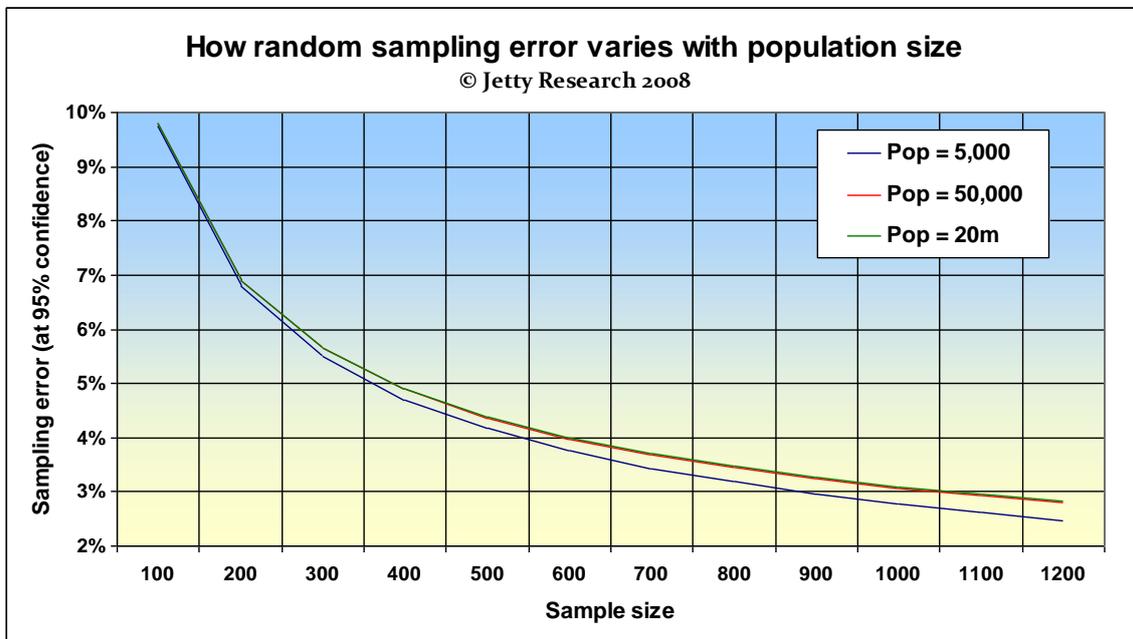
² Computer-aided telephone interviewing

Sampling error

According to the 2011 ABS Census (Usual Resident profile) the total population of the Nambucca LGA was 19,212, of which 14,992 (78%) were aged 18 and over. Based on this latter survey population, a random sample of 407 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.8% margin in 19 of those 20 surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8% (again at the 95% confidence level).

Graph i: How sampling error varies with sample and population size

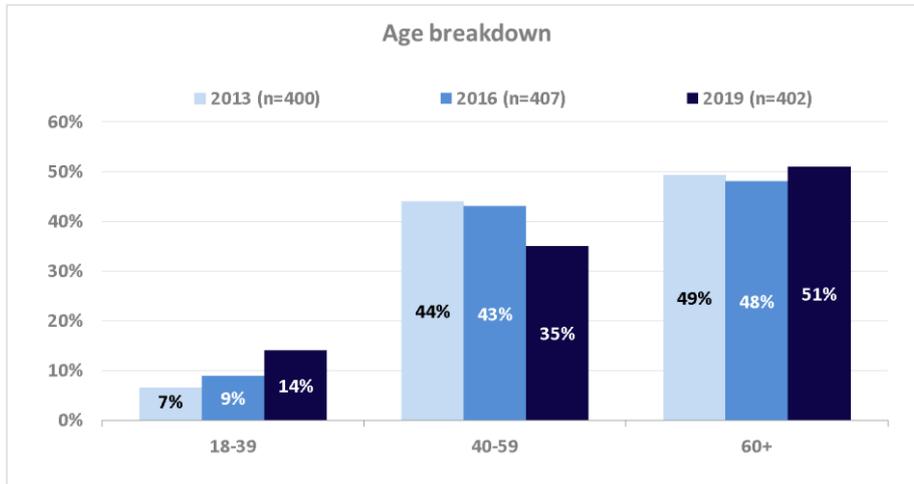


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However steps have been taken at each stage of the research process to minimise non-random error wherever possible.

Sample characteristics

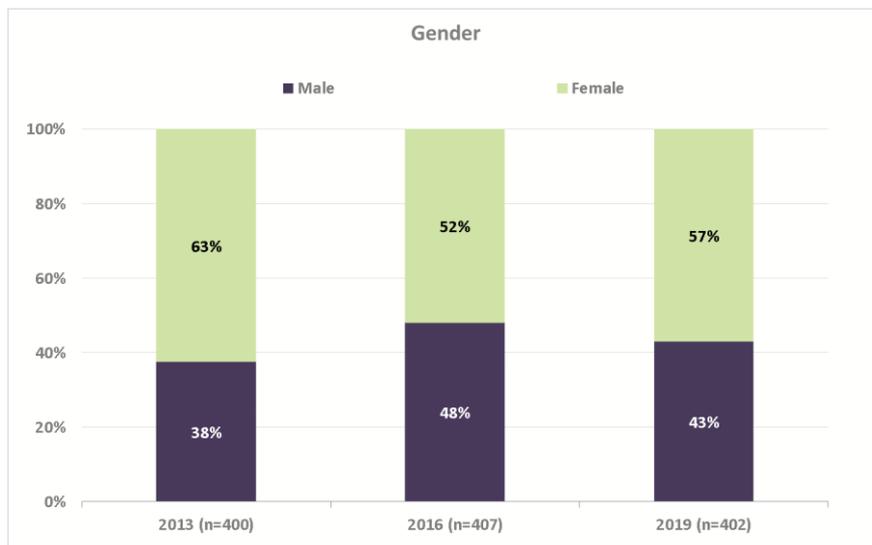
The following breaks down the survey sample by age, gender and place of residence:

Graph i: Survey sample by age



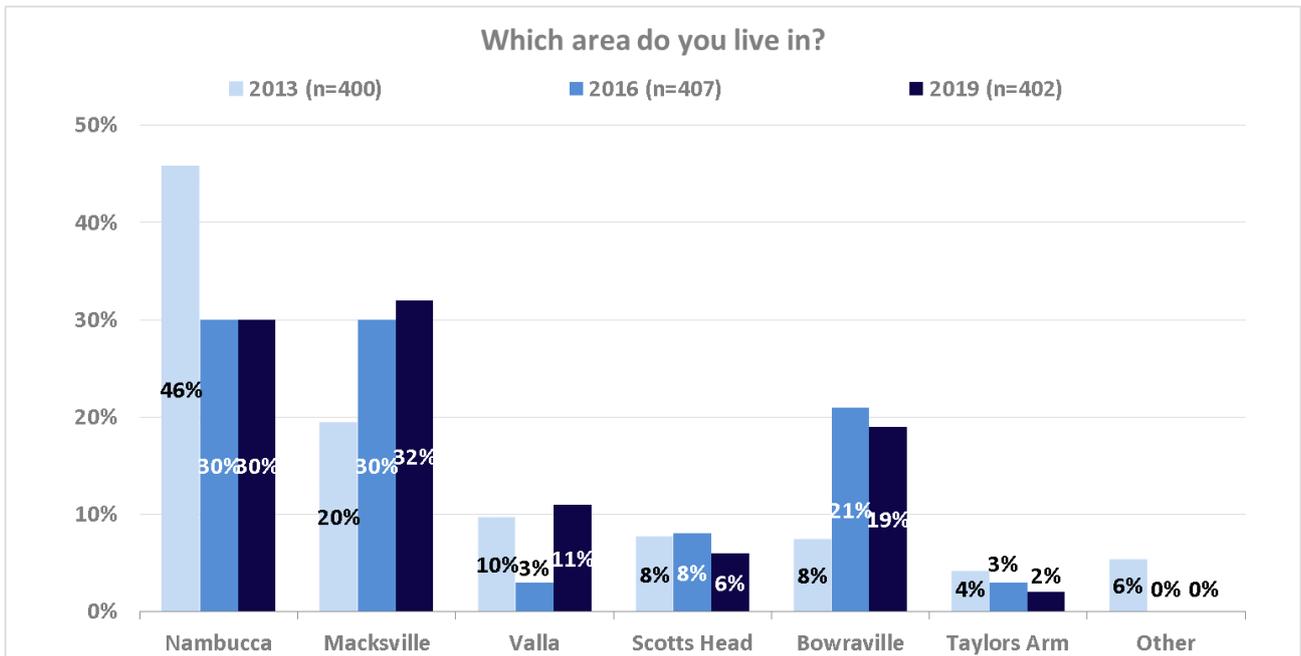
As is common in random phone surveys of this type, the sample was skewed towards older residents. However this has been corrected through post-weighting the survey sample to match the target population characteristics (by age and gender) based on 2016 Census data.

Graph ii: Survey sample by gender



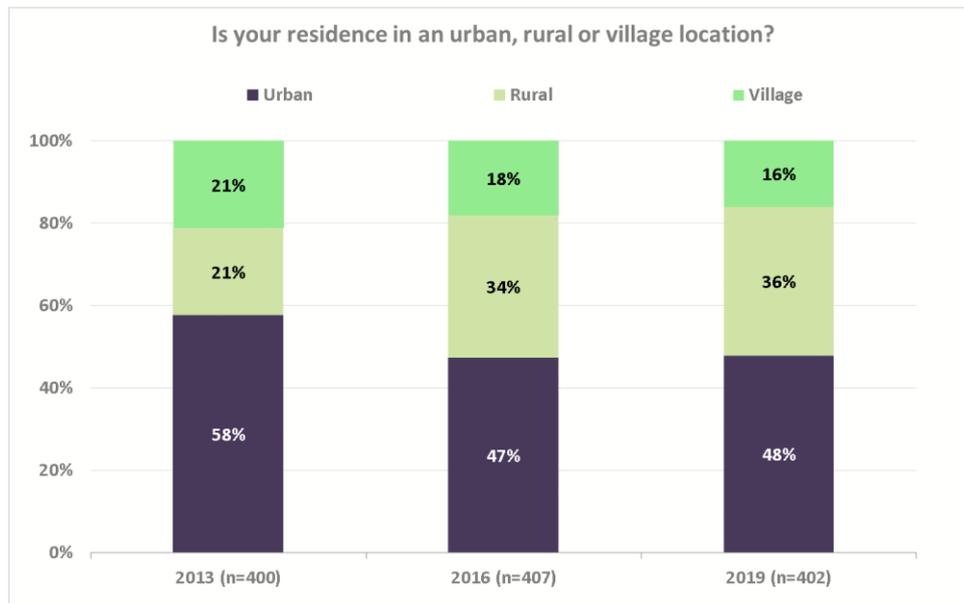
The sample was skewed slightly to females – but again this was corrected through post-weighting.

Graph iii: Survey sample by area



In relation to the regional split, the 2019 sample had a slightly higher proportion of Valla residents than encountered in 2016 – back to levels seen in 2013.

Graph iv: Survey sample by urban v rural setting



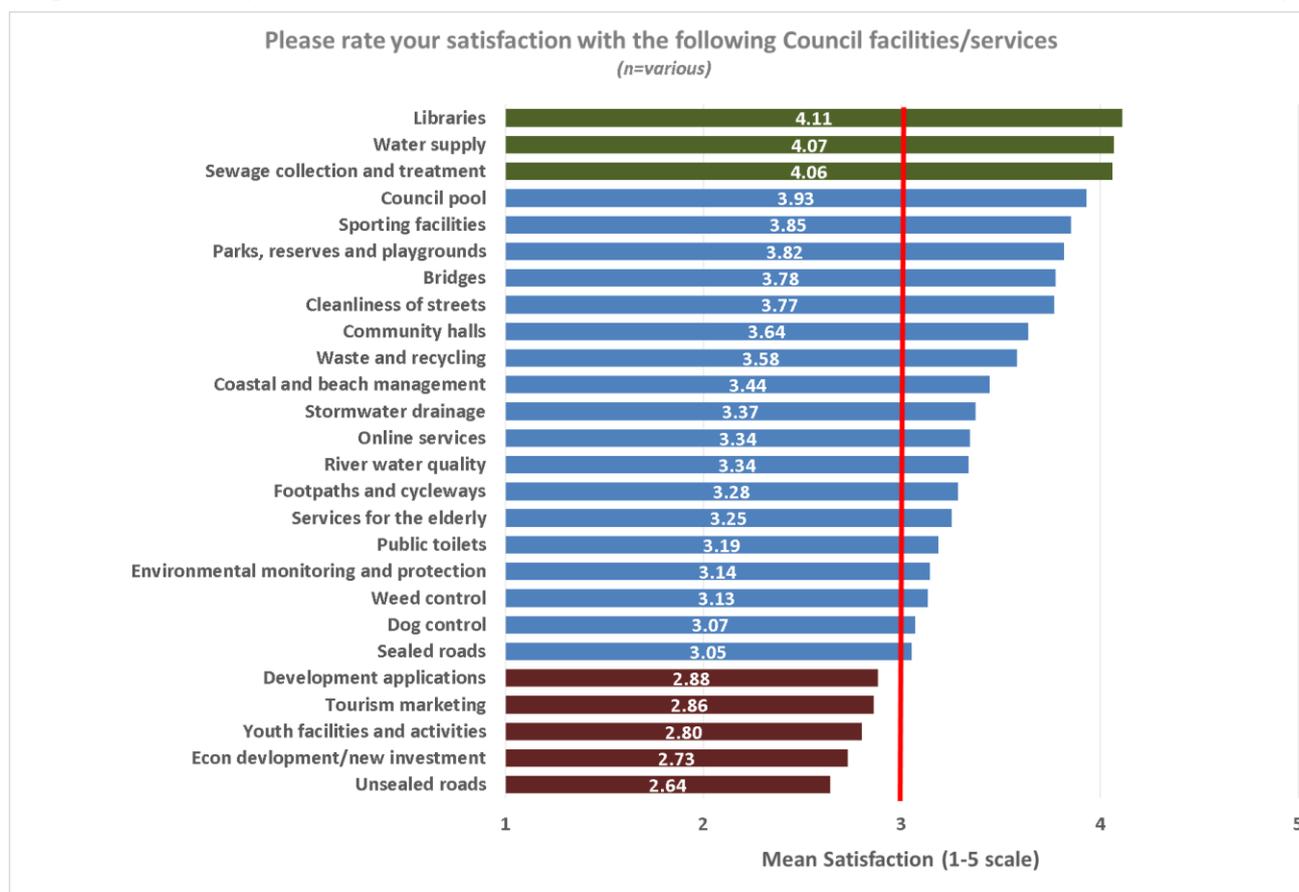
The proportion of urban-based respondents remained stable at 48% after a decline in 2016.

Part 1: Satisfaction with, and importance of key services and facilities

The survey commenced with a series of scale-based questions designed to understand the satisfaction and importance attributed by residents to 26 Council-managed facilities and services. With a few exceptions³ these were unchanged from the 2016 survey, in order to allow direct comparison of results.

Looking first at satisfaction, using a 1-5 scale (where 1 = very dissatisfied, 3 = neutral and 5 = very satisfied):

Graph 1.1: Summary of mean satisfaction scores for 26 different Council services and facilities, 2019 only



This suggests that 21 of the 26 facilities and services scored at or above the 3.0 “neutral” ranking. These were led by libraries, which scored 4.11 out of a possible 5, and water supply (at 4.07). Sewage collection and treatment, Council pool, sporting facilities and parks, reserves and playgrounds also scored exceptionally well.

Among the five facilities and services scoring less than the neutral ranking, unsealed roads were the worst-ranked of the services measured (scoring a mean of 2.64) followed closely by economic development and new investment (2.73), youth facilities and activities (2.80), tourism marketing (2.86) and development approvals (2.88).

³ Two services measured in 2013 were removed (street lighting and climate change planning) and one service was added to the 2016 monitor (online services).

Table 1.1, below, looks at how mean satisfaction scores compare with the same survey conducted in 2016. Changes of more than 5% are marked in green (positive) and red (negative):⁴

Table 1.1: Comparison of satisfaction mean scores 2016 vs.2019 (rated from highest positive change to highest negative change)

Council services	Satisfaction		
	2016 Mean	2019 Mean	Difference
Bridges	3.28	3.78	15%
Sealed roads	2.65	3.05	15%
Unsealed roads	2.49	2.64	6%
Stormwater drainage	3.18	3.37	6%
Parks, reserves and playgrounds	3.61	3.82	6%
Cleanliness of streets	3.60	3.77	5%
Weed control	2.99	3.13	5%
Environmental monitoring and protection	3.02	3.14	4%
Coastal and beach management	3.34	3.44	3%
Public toilets	3.12	3.19	2%
Development applications	2.82	2.88	2%
River water quality	3.31	3.34	1%
Sporting facilities	3.85	3.85	0%
Libraries	4.11	4.11	0%
Footpaths and cycleways	3.28	3.28	0%
Econ development/new investment	2.74	2.73	0%
Waste and recycling	3.60	3.58	-1%
Dog control	3.10	3.07	-1%
Community halls	3.67	3.64	-1%
Sewage collection and treatment	4.11	4.06	-1%
Council pool	3.98	3.93	-1%
Water supply	4.16	4.07	-2%
Tourism marketing	3.01	2.86	-5%
Services for the elderly	3.43	3.25	-5%
Online services	3.56	3.34	-6%
Youth facilities and activities	2.99	2.80	-6%

Some seven of the 26 services and facilities measured showed an increase in mean score by 5% or more, with bridges and sealed roads increasing by 15%. Online service and youth facilities and activities decreased by more than 5%, suggesting that these are areas requiring focus.

Males were more satisfied than females with the provision of parks, reserves and playgrounds (3.98 vs. 3.66).

⁴ Note the use of 5% is an arbitrary measure, and does not necessarily denote a statistically significant difference. However in most cases (in this instance) they are closely equivalent.

There were a number of services and facilities rated higher among those residing in urban areas than those residing in rural areas and vice versa:

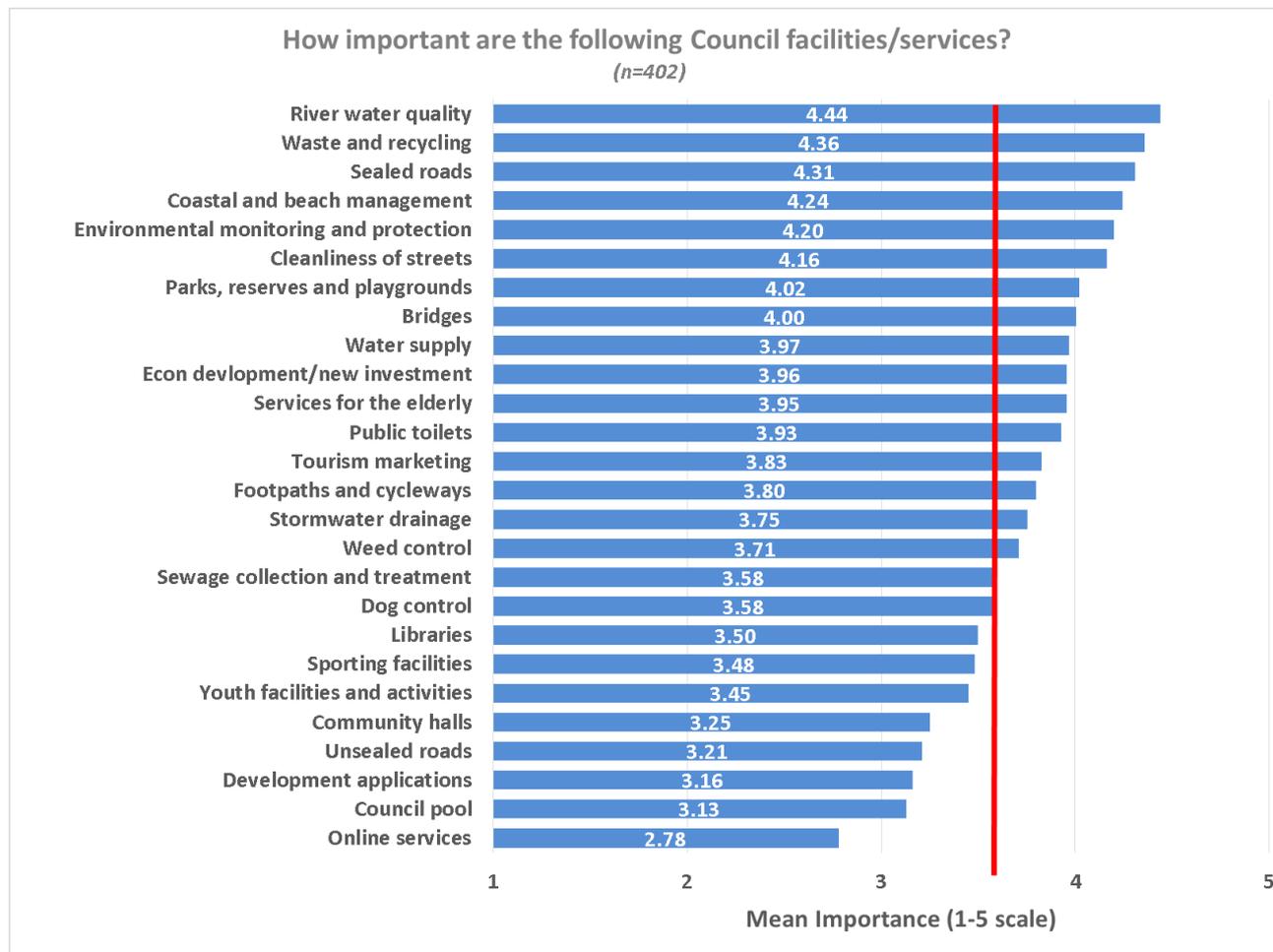
Table 1.2: Comparison of satisfaction mean scores urban vs. rural respondents 2019 (rated from highest difference to lowest difference)

Satisfaction			
Service	Urban - Mean	Rural - Mean	Difference (%)
Unsealed roads	2.78	2.51	11%
Waste and recycling	3.68	3.48	6%
Water supply	4.15	3.93	6%
Tourism marketing	2.92	2.80	4%
Stormwater drainage	3.43	3.30	4%
Sewage collection and treatment	4.09	4.02	2%
Community halls	3.67	3.61	2%
Econ development/new investment	2.75	2.71	1%
River water quality	3.34	3.33	0%
Development applications	2.88	2.88	0%
Environmental monitoring and protection	3.13	3.16	-1%
Sealed roads	3.03	3.07	-1%
Coastal and beach management	3.41	3.48	-2%
Sporting facilities	3.82	3.90	-2%
Youth facilities and activities	2.77	2.83	-2%
Parks, reserves and playgrounds	3.78	3.86	-2%
Libraries	4.06	4.17	-2%
Public toilets	3.14	3.23	-3%
Weed control	3.09	3.18	-3%
Bridges	3.72	3.84	-3%
Dog control	3.02	3.13	-4%
Cleanliness of streets	3.69	3.85	-4%
Footpaths and cycleways	3.20	3.37	-5%
Online services	3.26	3.44	-5%
Council pool	3.82	4.04	-6%
Services for the elderly	3.11	3.39	-8%

Specifically, urban residents were more satisfied with unsealed roads, waste and recycling and water supply. Conversely, rural residents were more satisfied with the council pool and services for the elderly.

In terms of importance, and again using a 1-5 scale, Graph 1.2 shows how Nambucca Shire residents rank the relative importance of the same 26 facilities and services:

Graph 1.2: Summary of mean importance scores for 26 different Council services and facilities, 2019 only



What is most notable about this graph is that almost everything is considered important: apart from the lowest-ranked facility, online services, all facilities and services had a mean of more than three out of a possible five. And 19 of the 26 had mean importance scores of 3.5 or higher.

Table 1.3, meanwhile, shows how average importance scores have changed since the last survey in 2016.

(Continued next page)

Table 1.3: Comparison of importance mean scores 2016 vs. 2019 (rated from highest positive change to highest negative change)

Council services	Importance		
	2016 Mean	2019 Mean	Difference
Council pool	3.18	3.13	-1%
Water supply	3.97	3.97	0%
Sewage collection and treatment	3.58	3.58	0%
Development applications	3.15	3.16	1%
Sealed roads	4.27	4.31	1%
Unsealed roads	3.14	3.21	2%
River water quality	4.34	4.44	2%
Libraries	3.40	3.50	3%
Footpaths and cycleways	3.68	3.80	3%
Weed control	3.58	3.71	3%
Waste and recycling	4.20	4.36	4%
Stormwater drainage	3.62	3.75	4%
Cleanliness of streets	4.00	4.16	4%
Services for the elderly	3.80	3.95	4%
Online services	2.67	2.78	4%
Econ development/new investment	3.79	3.96	4%
Community halls	3.11	3.25	4%
Bridges	3.84	4.00	4%
Tourism marketing	3.66	3.83	5%
Youth facilities and activities	3.28	3.45	5%
Parks, reserves and playgrounds	3.81	4.02	6%
Sporting facilities	3.29	3.48	6%
Public toilets	3.71	3.93	6%
Environmental monitoring and protection	3.96	4.20	6%
Coastal and beach management	3.99	4.24	6%
Dog control	3.27	3.58	10%

Between 2016 and 2019, importance increased across all services except the Council pool. Some eight facilities and services saw an increase in importance by 5% or more and were led by dog control (where importance increased by 10%).

Females placed higher importance on libraries than did males (3.74 vs. 3.24) and those aged 40 to 59 years felt youth facilities and activities were more important than those aged 60 years and over (3.77 vs. 3.02).

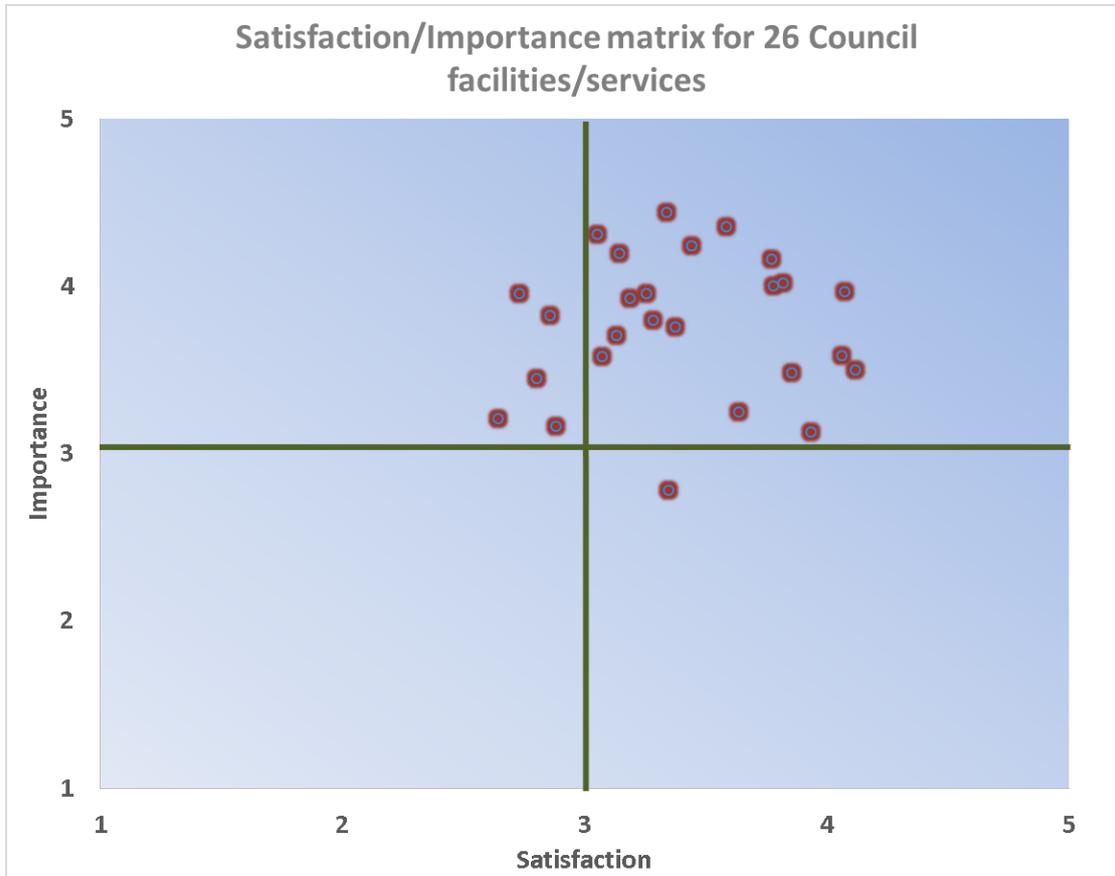
Table 1.4: Comparison of importance mean scores (urban vs. rural)

Importance			
Service	Urban - Mean	Rural - Mean	Difference (%)
Sewage collection and treatment	4.28	2.92	46%
Water supply	4.62	3.34	38%
Footpaths and cycleways	4.02	3.58	12%
Stormwater drainage	3.93	3.58	10%
Sporting facilities	3.58	3.39	6%
Parks, reserves and playgrounds	4.11	3.93	4%
Council pool	3.19	3.08	4%
Cleanliness of streets	4.23	4.09	3%
Dog control	3.62	3.54	2%
Waste and recycling	4.40	4.31	2%
Sealed roads	4.34	4.28	1%
Tourism marketing	3.84	3.81	1%
Coastal and beach management	4.25	4.24	0%
River water quality	4.43	4.45	0%
Online services	2.77	2.79	-1%
Development applications	3.14	3.18	-1%
Environmental monitoring and protection	4.15	4.24	-2%
Econ development/new investment	3.90	4.01	-3%
Youth facilities and activities	3.40	3.50	-3%
Libraries	3.43	3.56	-4%
Bridges	3.90	4.10	-5%
Public toilets	3.81	4.04	-6%
Services for the elderly	3.82	4.08	-6%
Weed control	3.58	3.83	-7%
Community halls	3.10	3.39	-8%
Unsealed roads	3.00	3.41	-12%

Those in urban areas placed significantly higher importance on sewage collection and treatment, water supply, footpaths and cycleways, stormwater drainage and sporting facilities. Those in rural areas placed higher importance on public toilets, services for the elderly, unsealed roads, community halls and weed control.

We can also plot the mean importance and satisfaction scores on a matrix to see how they rank in relative terms. Looking at this firstly in “big picture” terms, Graph 1.3 shows how the 26 services relate to each other on the 1-5 scales of importance and satisfaction:

Graph 1.3: Satisfaction vs. importance matrix: the “big picture”



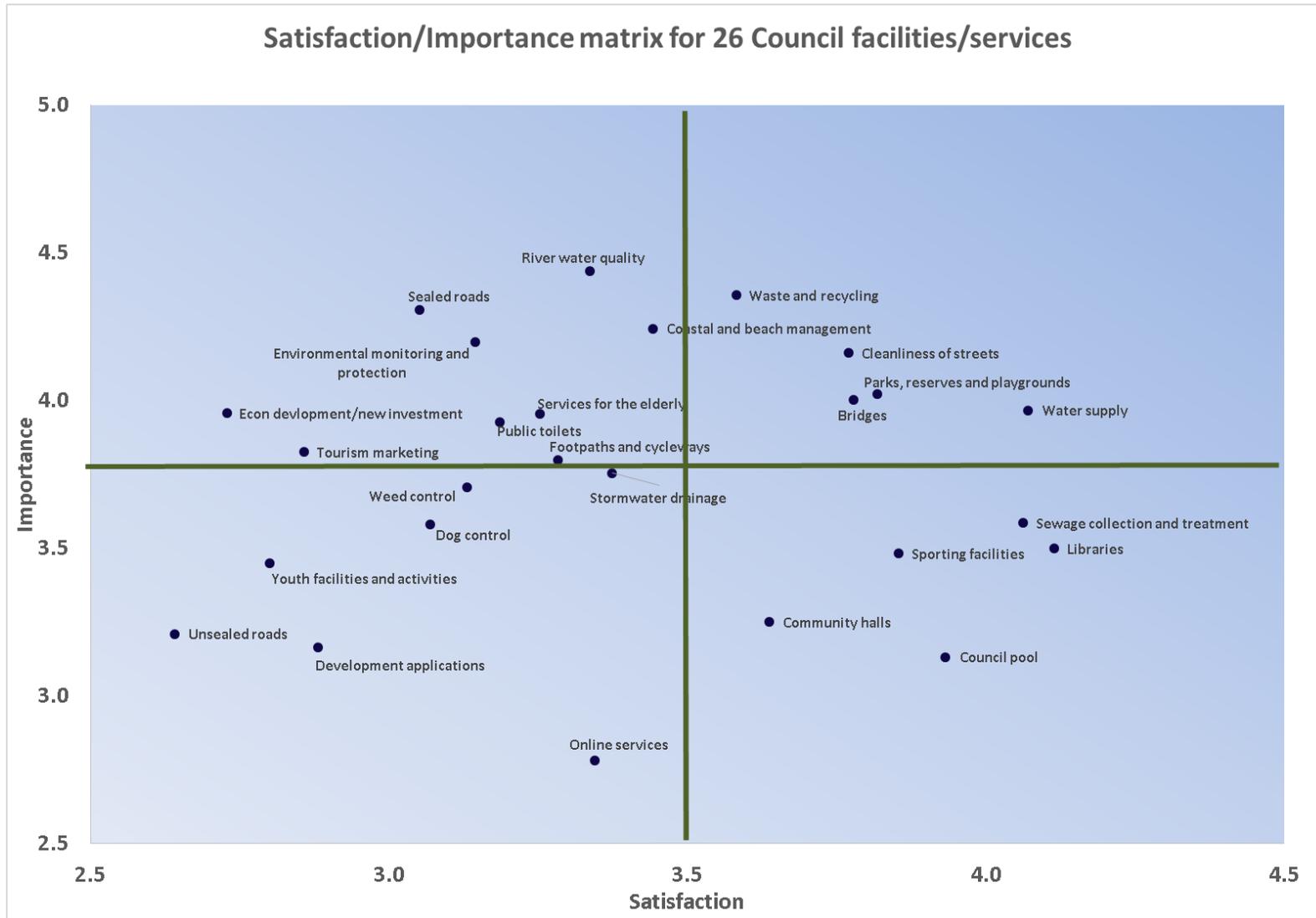
This concentration in the top half of the graphs highlights the notion that to local residents, almost everything is important. Satisfaction mean scores, however, (shown on the x-axis) are far more widely distributed.

Graph 1.4, on the next page, hones in on this data to show how individual services and facilities fare in relation to each other. Note that we have amended the x- and y-scales in order to provide four quadrants signifying lower and higher satisfaction and importance⁵:

Those services and facilities included in the top right quadrant denote those classed as “higher satisfaction, and higher importance”. Those in the top left corner are those considered by residents of higher importance, but for which satisfaction mean scores are less than the average across all services. These are traditionally considered the services and facilities requiring of greatest attention and/or resources by Council.

⁵ The use of “higher” and “lower”, as opposed to “high and low”, signifies that scores are relative to one another.

Graph 1.4: Satisfaction vs. importance matrix in detail



The quadrants are summarised in Table 1.5, below:

Table1.5: Summary of satisfaction and importance quadrants

Higher importance/lower satisfaction	Higher importance/higher satisfaction
<p style="text-align: center;"> Footpaths/cycleways Econ development/new investment Environmental monitoring and protection Sealed roads Services for the elderly Public toilets Coastal and beach management River water quality Tourism marketing </p>	<p style="text-align: center;"> Cleanliness of streets Waste and recycling Parks, reserves and playgrounds Bridges Water supply </p>
Lower importance/lower satisfaction	Lower importance/higher satisfaction
<p style="text-align: center;"> Weed control Development application processing Stormwater drainage Dog control Youth facilities and activities Unsealed roads Online services </p>	<p style="text-align: center;"> Sewage collection and treatment Council Pools Sporting facilities Community halls Libraries </p>

Five of the 26 services and facilities fall into the “higher importance, higher satisfaction” quadrant, and nine into the “higher importance, lower satisfaction” corner.

One final way to analyse this data is by measuring the gap between importance (interpreted here as “expectation”) and satisfaction. In an ideal world, the satisfaction of a service would match or exceed the importance placed on it by residents. This does not work in practice, primarily due to the extremely high importance scores for pretty much every facility or service. However it is still useful to see where the “expectation gaps” are highest and lowest. This is shown in Table 1.6 (ranked from lowest to highest gap):

(Continued over page...)

Table 1.6: Gap analysis for 26 selected facilities and services:

Council services	Satisfaction		
	Satisfaction Mean	Importance Mean	Gap
Council pool	3.93	3.13	20%
Online services	3.34	2.78	17%
Libraries	4.11	3.50	15%
Sewage collection and treatment	4.06	3.58	12%
Community halls	3.64	3.25	11%
Sporting facilities	3.85	3.48	10%
Water supply	4.07	3.97	3%
Parks, reserves and playgrounds	3.82	4.02	-5%
Bridges	3.78	4.00	-6%
Development applications	2.88	3.16	-10%
Cleanliness of streets	3.77	4.16	-10%
Stormwater drainage	3.37	3.75	-11%
Footpaths and cycleways	3.28	3.80	-16%
Dog control	3.07	3.58	-17%
Weed control	3.13	3.71	-18%
Unsealed roads	2.64	3.21	-22%
Services for the elderly	3.25	3.95	-22%
Waste and recycling	3.58	4.36	-22%
Youth facilities and activities	2.80	3.45	-23%
Public toilets	3.19	3.93	-23%
Coastal and beach management	3.44	4.24	-23%
River water quality	3.34	4.44	-33%
Environmental monitoring and protection	3.14	4.20	-34%
Tourism marketing	2.86	3.83	-34%
Sealed roads	3.05	4.31	-41%
Econ development/new investment	2.73	3.96	-45%

This shows that Council is currently meeting expectations (where performance outweighs importance) across seven out of 26 services (council pool, online services, libraries, sewage collection and treatment, community halls, sporting facilities and water supply).

In the remaining 19 services, Council is not currently meeting community expectations - importance outweighs performance.

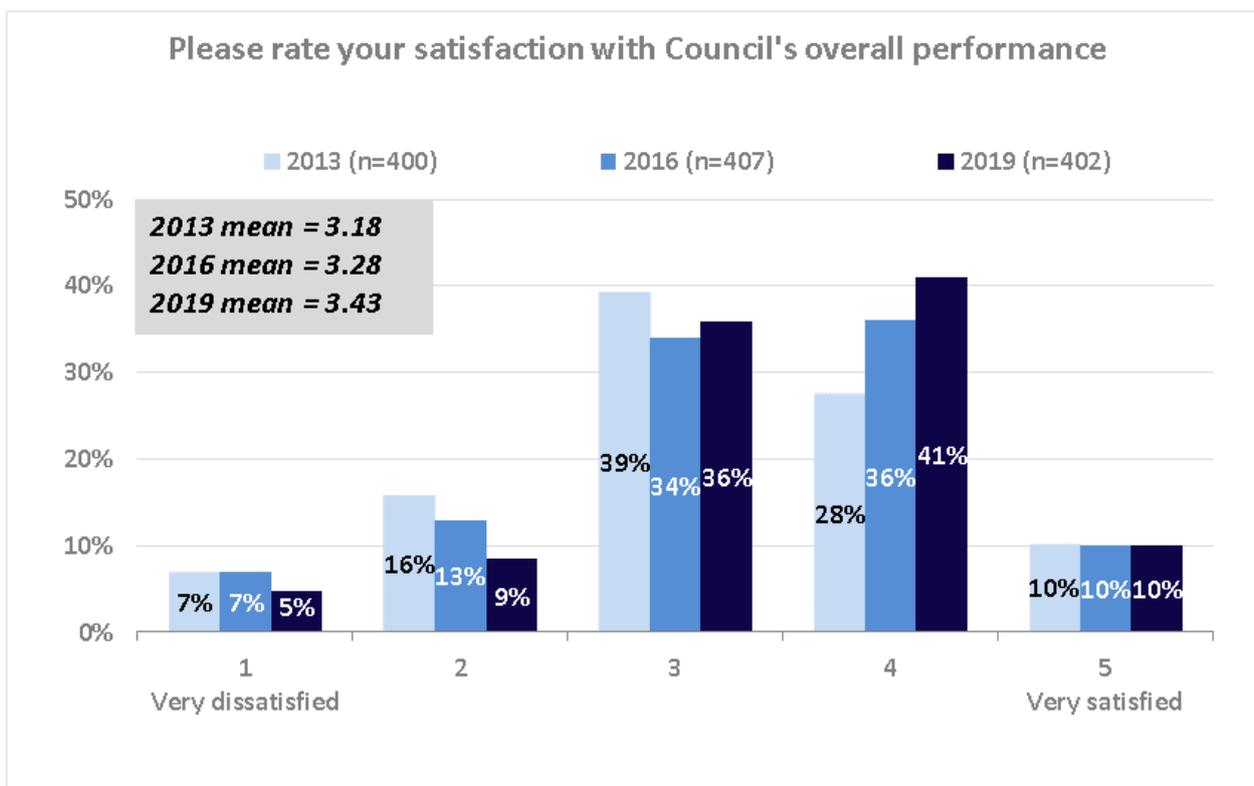
Meanwhile the gap between importance and performance has decreased across ten services – comprising bridges, water supply, online services, sporting facilities, sealed roads, community halls, stormwater drainage, unsealed roads and development applications. This indicates that Council is getting closer to meeting resident expectations.

Part 2: Overall satisfaction with Council

Once they had been asked to score their satisfaction with the individual facilities and services, respondents were asked to rate their satisfaction with Council’s overall performance - again using a 1-5 scale where 1 denoted very dissatisfied, 3 was neutral and 5 denoted very satisfied.

The scores for 2013, 2016 and 2019 are shown in Graph 2.1, below:

Graph 2.1: Please rate your satisfaction with Council’s overall performance

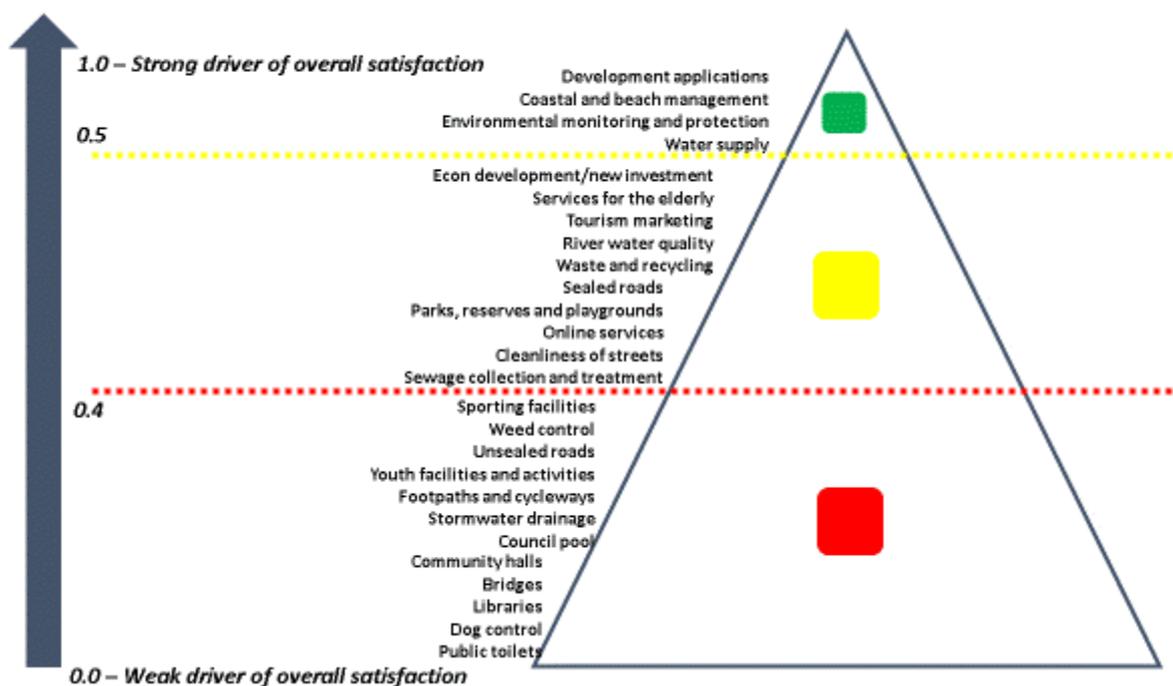


This suggests that 51% of residents were satisfied with Council’s overall performance in 2019 (rating satisfaction as a 4 or 5), against 46% in 2016. Conversely 14% were dissatisfied, against 20% last time around. This suggests that there has been an overall upward movement in the proportion satisfied with Council since 2013 (51% in 2019 vs. 46% in 2016 and 38% in 2013) at the expense of those feeling dissatisfied (14% in 2019 vs. 20% in 2016 and 23% in 2013). This is mirrored in the upward climb of the mean satisfaction score.

To drill down into the specific drivers of perceptions of overall satisfaction, we have undertaken a driver analysis. This seeks to understand the correlations between the specific satisfaction statements and overall satisfaction with Council.

Essentially the analysis outlines what some researchers refer to as the derived importance of specific service elements. This offers us an alternative way to prioritise service tasks. Some service tasks will have a greater impact on perceptions of overall satisfaction than others. The picture below outlines the ranking of specific service tasks according to how influential they are on impacting overall satisfaction. The closer the correlation coefficient is to 1.0, the stronger it is as a driver of overall satisfaction.

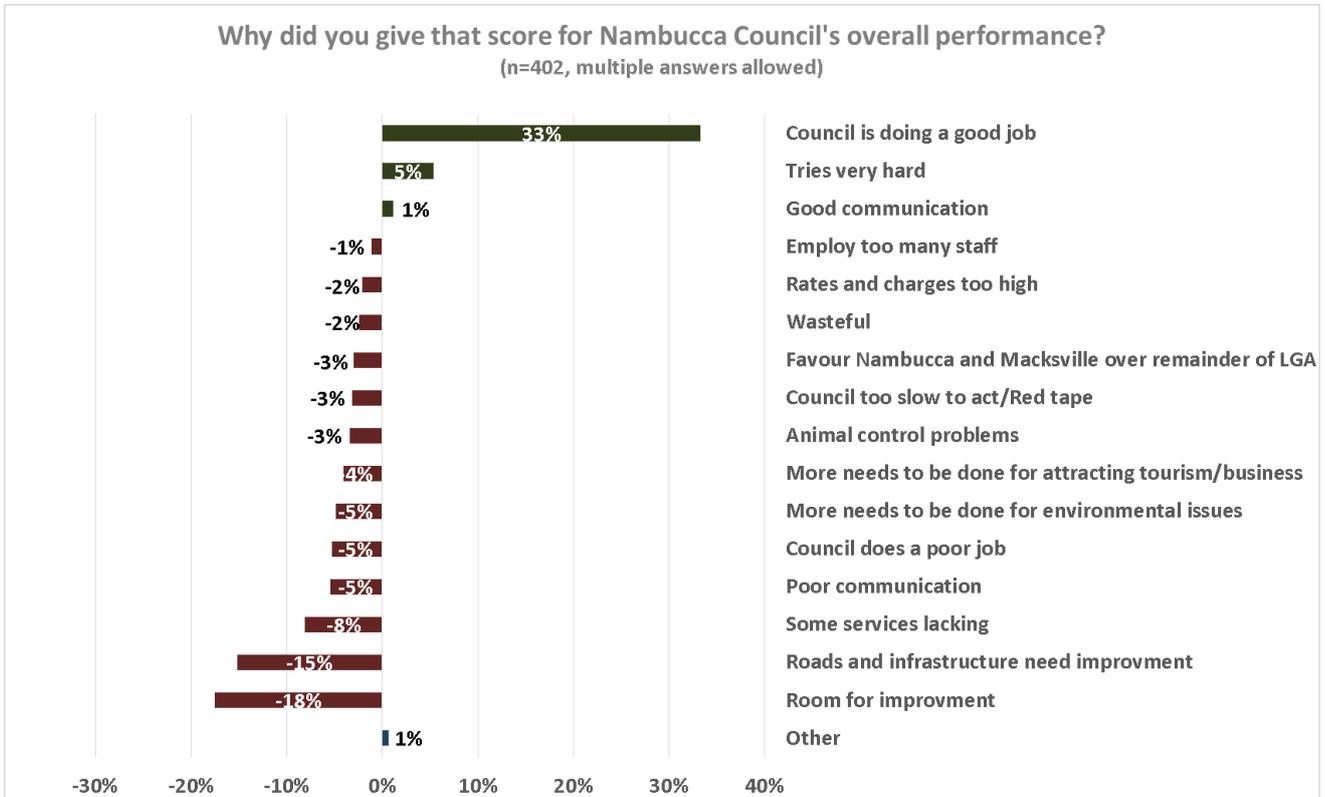
Picture 2.1: Drivers of overall satisfaction



The driver analysis indicates that the strongest drivers of overall satisfaction with NSC are: *development applications, coastal and beach management, environmental monitoring and protection and water supply*. This was closely followed by: *economic development/new investment, services for the elderly, tourism marketing, river water quality and waste and recycling*.

Those residents providing overall satisfaction ratings of 1, 2, 4 or 5 were then invited to comment on why they had scored Council accordingly. Their open responses have been coded (i.e. themed), with these themes shown in Graph 2.1, next page:

Graph 2.2: Can you explain why you gave that score? (unprompted)



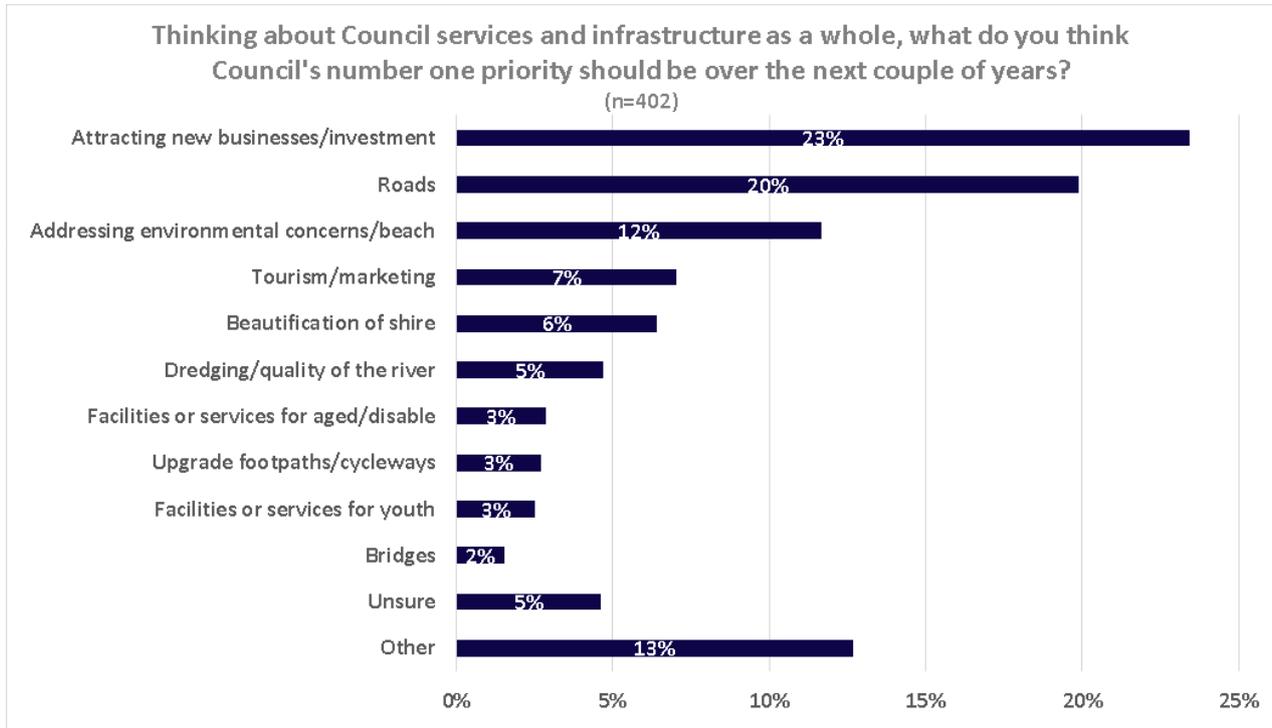
The majority of those with positive scores had trouble articulating specific reasons for their satisfaction, noting instead that Council did a good job generally.

Others noted that Council tried hard and was good at communicating.

Those with negative comments, on the other hand, tended to be more specific. While a significant proportion indicated that there was generally room for improvement, roads and infrastructure were specifically noted as requiring improvement.

In an unprompted question, respondents were then asked what they thought Council’s number one priority should be over the next couple of years. (If unsure they were prompted with “*this may be a recurring expenditure item, a new piece of infrastructure, or anything else Council should make its number one spending priority for the next few years.*”)

Graph 2.3: Most important use of Council resources



In 2019, attracting new businesses/investment was considered to be of highest importance in terms of use of Council resources with around one quarter (23%) believing this should be Council’s number one priority in the next couple of years. Roads was next in line, mentioned by 20% of those surveyed.

Smaller proportions also mentioned more specific Council priorities such as addressing environmental concerns (12%), tourism/marketing (7%), beautification of shire (6%) and river quality (5%).

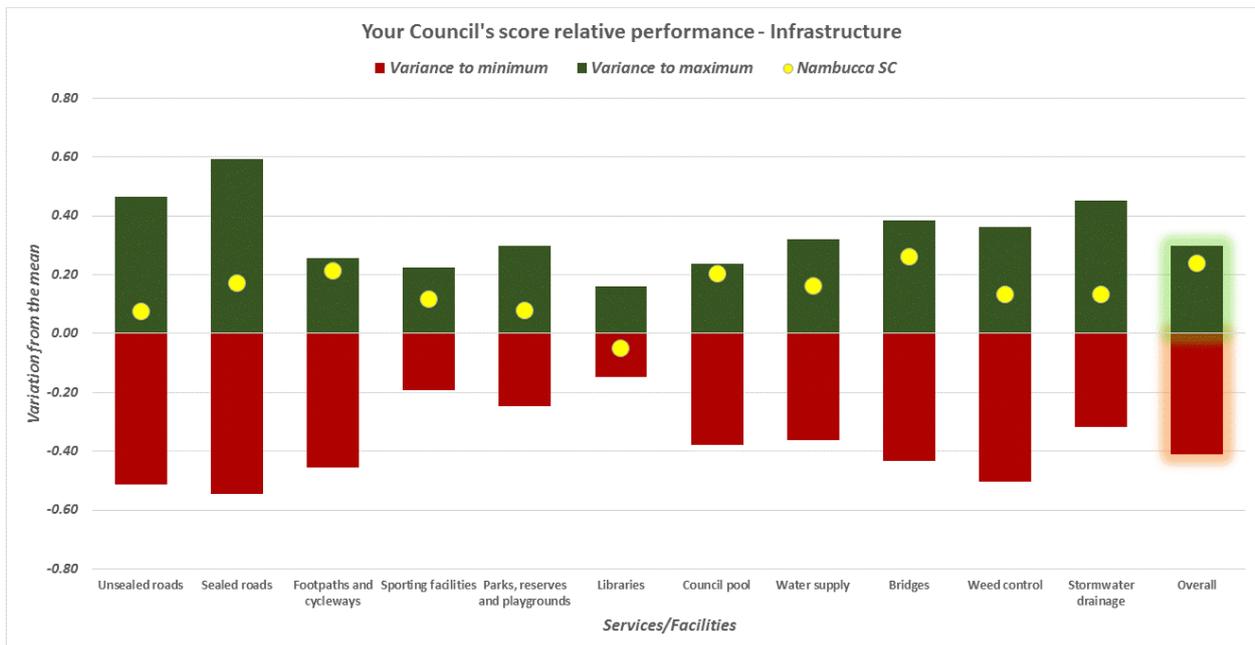
“Other” priorities were varied and specific and the full list is available in Appendix 3.

Performance benchmarks to other Councils

We can also see how NSC compares with seven other regional Councils⁶ in relation to those services measured in common. Divided into infrastructure and services, each indicator shows: (a) the extent of variation between minimum and maximum satisfaction scores (relative to the overall average of the 8 Councils, defined here as zero); and (b) NSC's variance to the overall average.

Looking firstly at Infrastructure:

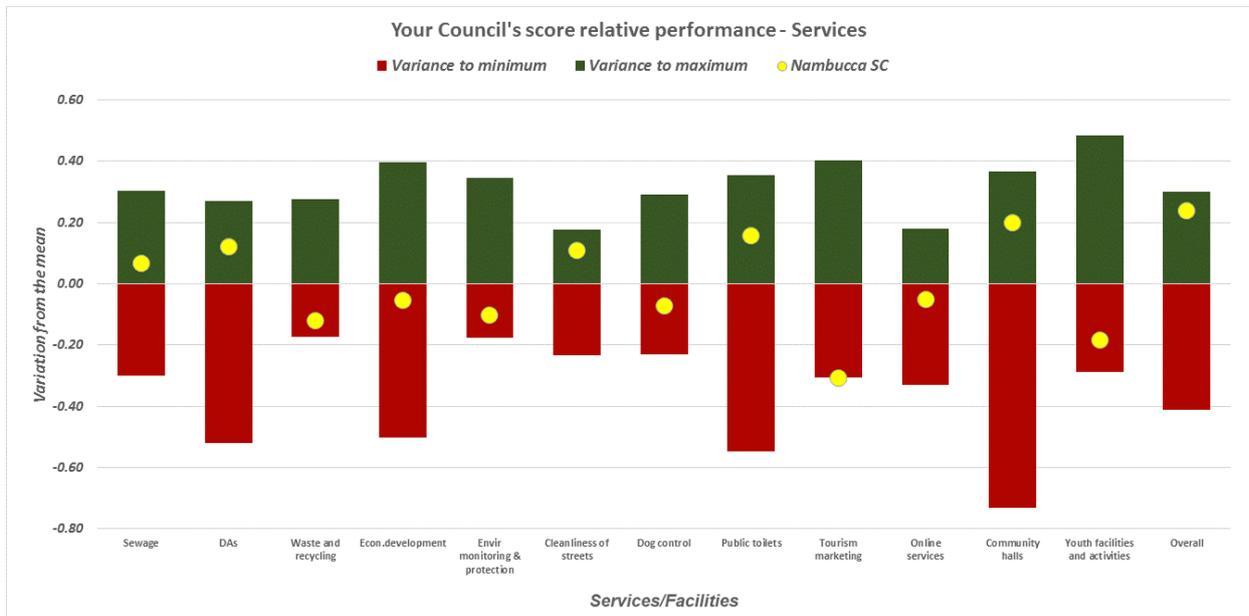
Graph 2.4: NSC relative performance - infrastructure



This suggests that relative to other Councils measured, NSC has performed better in relation to most infrastructure facilities rated with the exception of libraries.

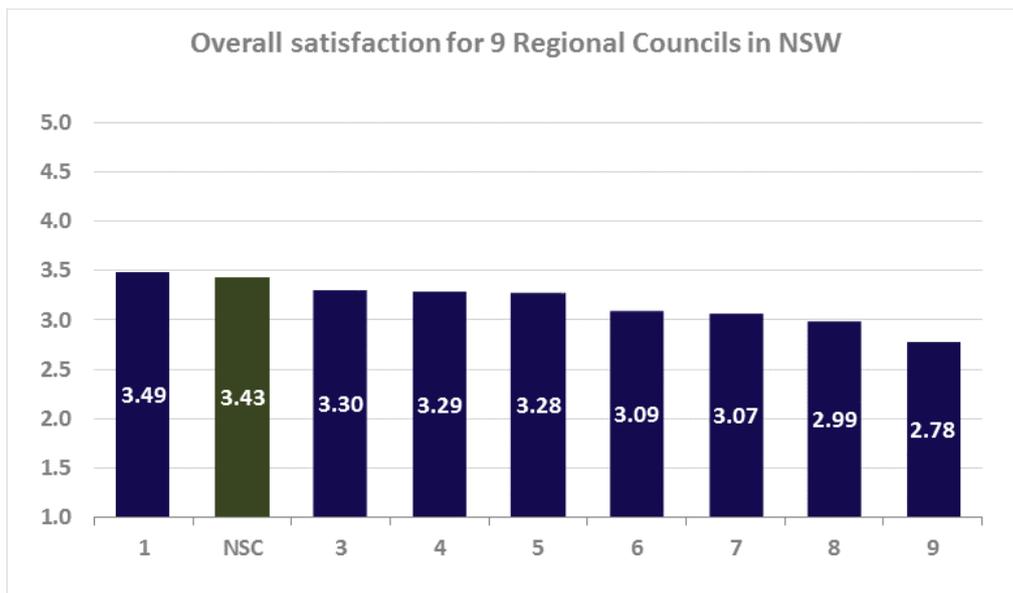
⁶ Kempsey, Bellingen, Coffs Harbour, Clarence Valley, Glen Innes-Severn and Muswellbrook. All surveys have been conducted in 2016 or later.

Graph 2.5: NSC relative performance - services



In terms of services, NSC was deemed significantly better than its peers in providing public toilets, community halls, clean streets, sewage and DAs. NSC was not as effective as its peers in providing tourism marketing, youth facilities and services and waste and recycling.

Graph 2.6: NSC overall satisfaction mean vs. eight other NSW Regional Councils



Finally, Nambucca's overall mean satisfaction score of 3.43 compares very well against the majority of the eight other Councils benchmarked.

Part 3: Contact with Council

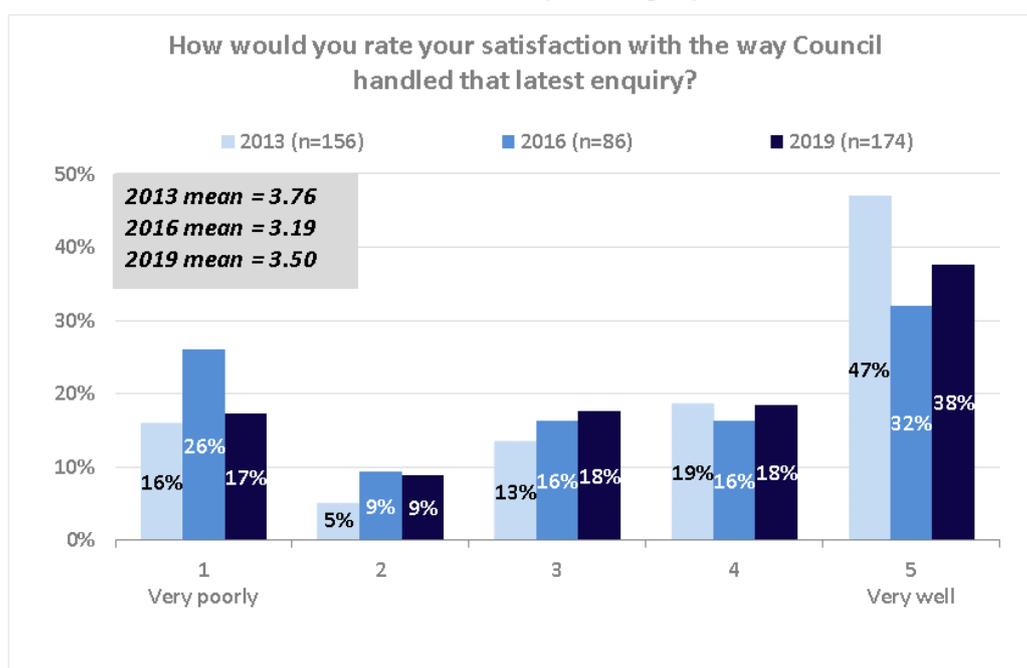
The next series of questions dealt with residents' satisfaction over their personal dealings with Council.

Graph 3.1: Contact with Council in the past 12 months



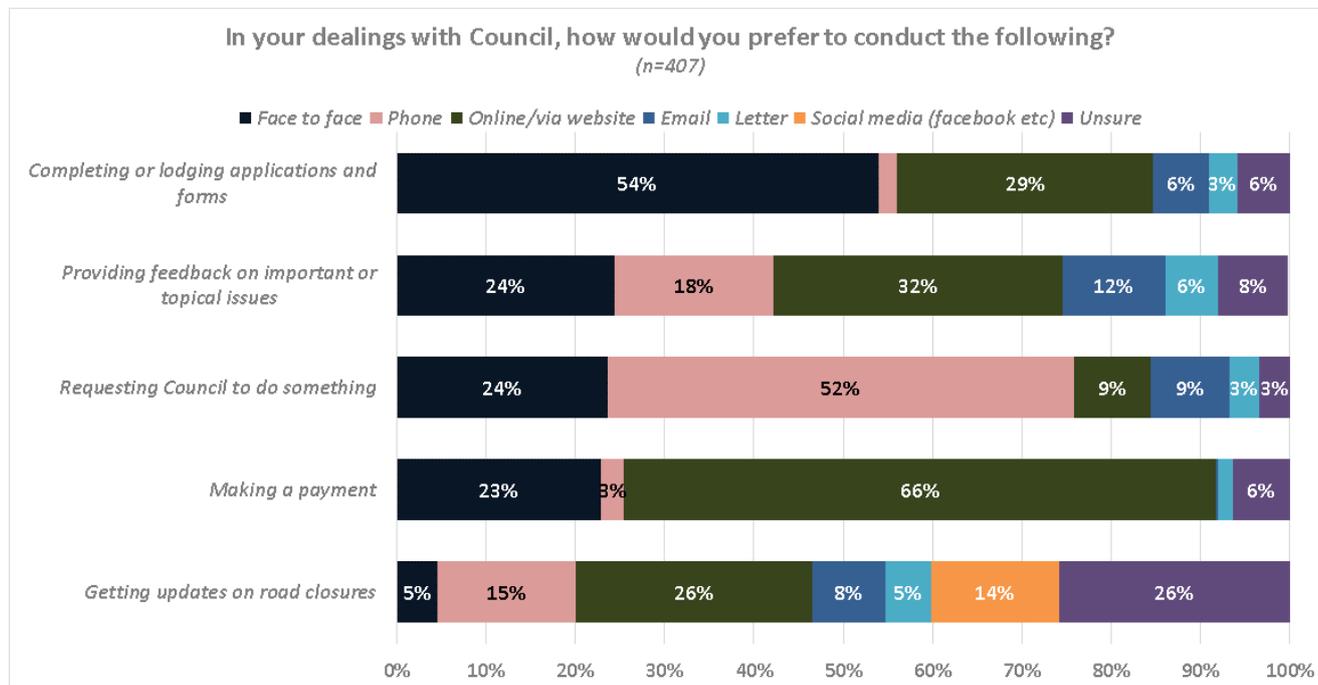
Just under half of respondents (46%) had contact with Council in the past 12 months which did not regard a payment. The proportion of residents contacting Council has remained stable wave-on-wave.

Graph 3.2: Satisfaction with how well Council handled your enquiry



The mean handling rating was 3.50 and represented a significant increase from 3.19 in 2016 - but not yet up to the levels seen in 2013.

Graph 3.3: Method of contacting Council by enquiry type



Online is the preferred method of contact with Council when conducting transactional or passive contacts with Council such as making a payment (66%) or getting updates on road closures (26%). However people preferred to lodge a form or applications in person (54%), likely due to any assistance required for completing the form. Telephone was preferred when requesting Council to do something (52%).

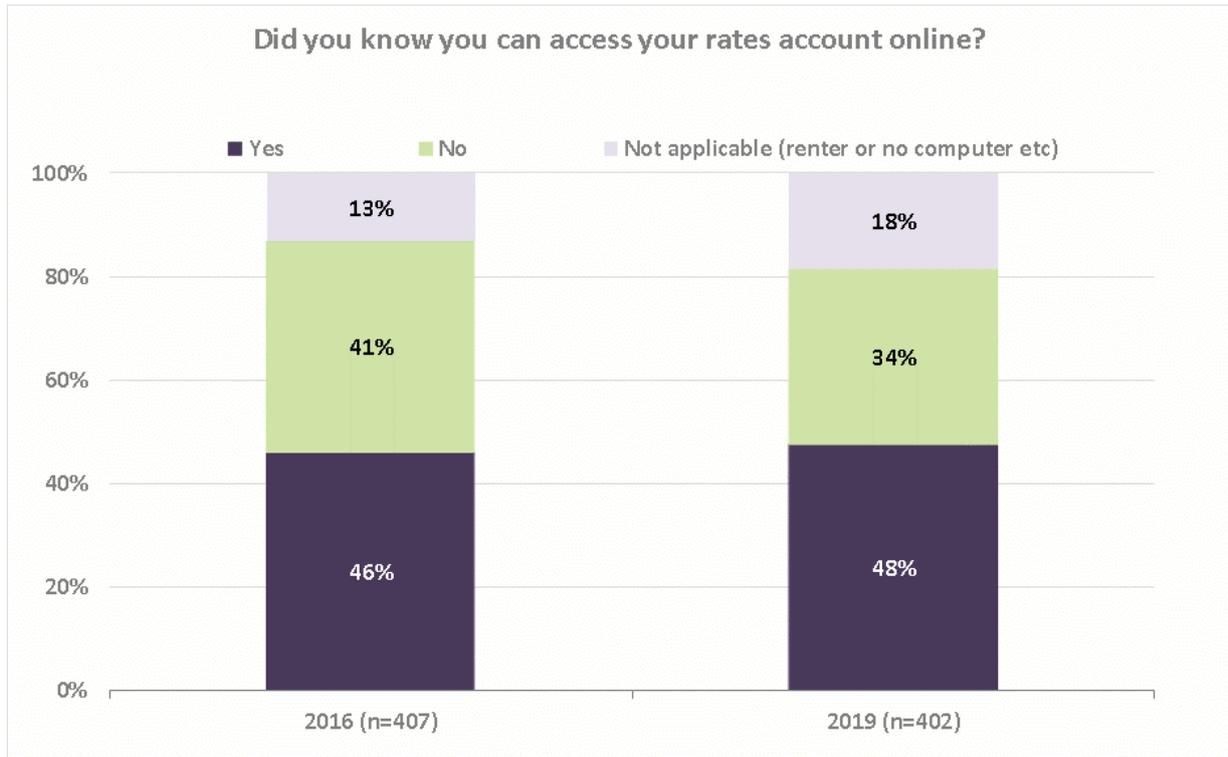
These methods of contact with Council by enquiry type has seen little movement over time. The exception to this is the use of online methods for providing feedback on important or topical issues (32%, up from 22% in 2016). Online methods have also increased as a preference for making a payment (66%, up from 53%).

Those aged 18-39 were significantly more likely to prefer online methods for requesting Council to do something (20% vs. 5% among those aged 40 years and over).

Part 4: Council online rates

Respondents were then asked a number of questions regarding their rates account online:

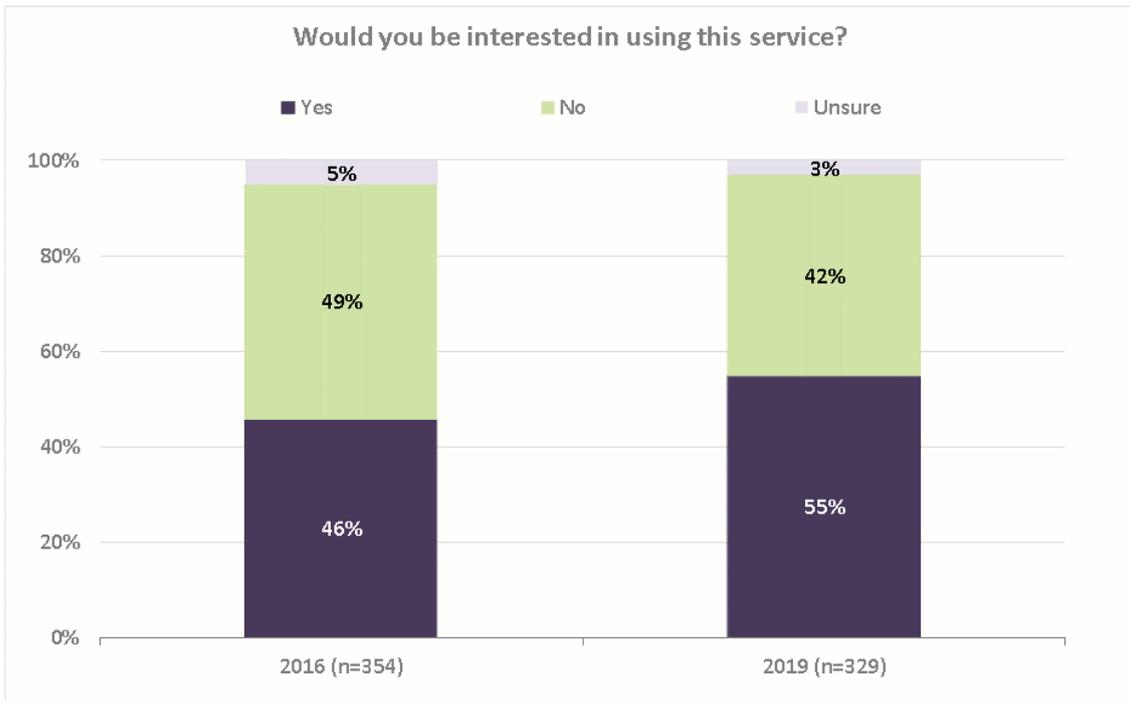
Graph 4.1: Knowledge of access to rates account online



Almost half of those surveyed claimed to be aware that they could now access their rates online a slight increase over time.

(Continued over page...)

Graph 4.2: Interest in accessing online rates account



Excluding renters and those without a computer, over half of the respondents (55%) indicated that they would like to access the rates account online service, an increase on 46% in 2016.

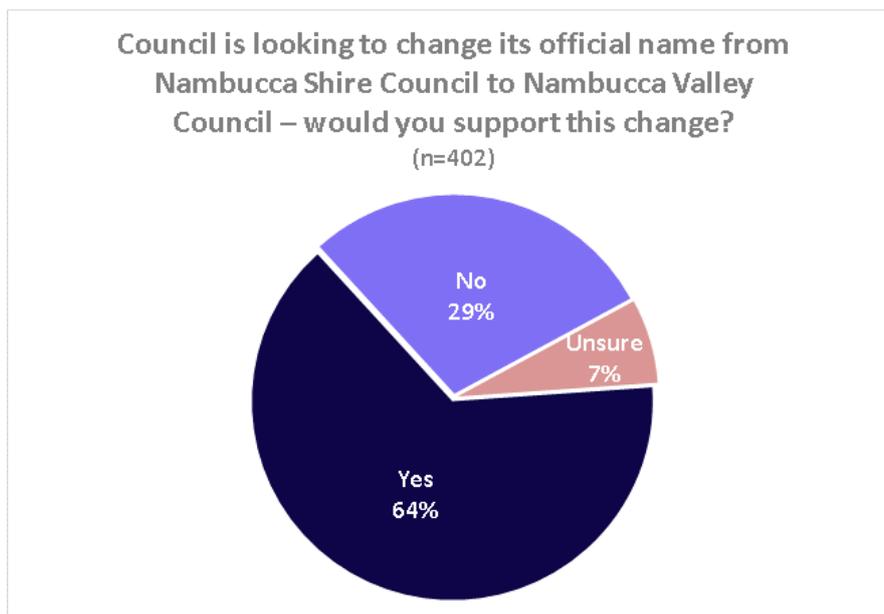
Part 5: Council branding

Respondents were next informed that:

Council is looking to change its official name from Nambucca Shire Council to Nambucca Valley Council.

And asked whether they would support this change:

Graph 5.1: Support for change to Nambucca Valley Council name

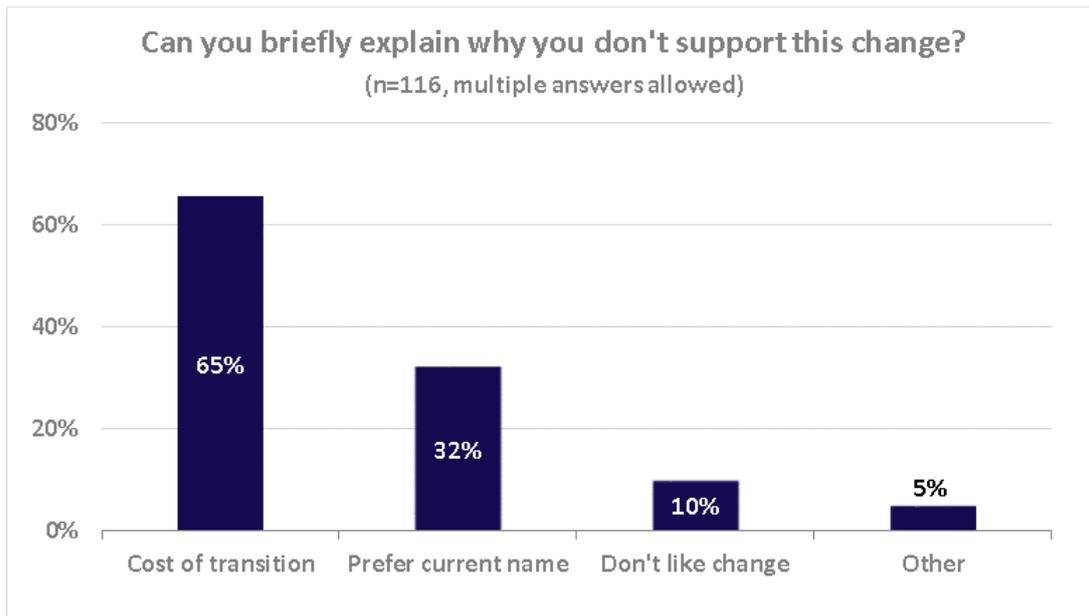


Almost two thirds would support a name change from Nambucca Shire Council to Nambucca Valley Council. There were no differences in levels of support by demographic group.

Key concerns regarding the name change related to costs associated with the transition (65%) and a preference for the original name over the proposed (32%):

(Continued over time...)

Graph 5.2: Reasons for not supporting name change



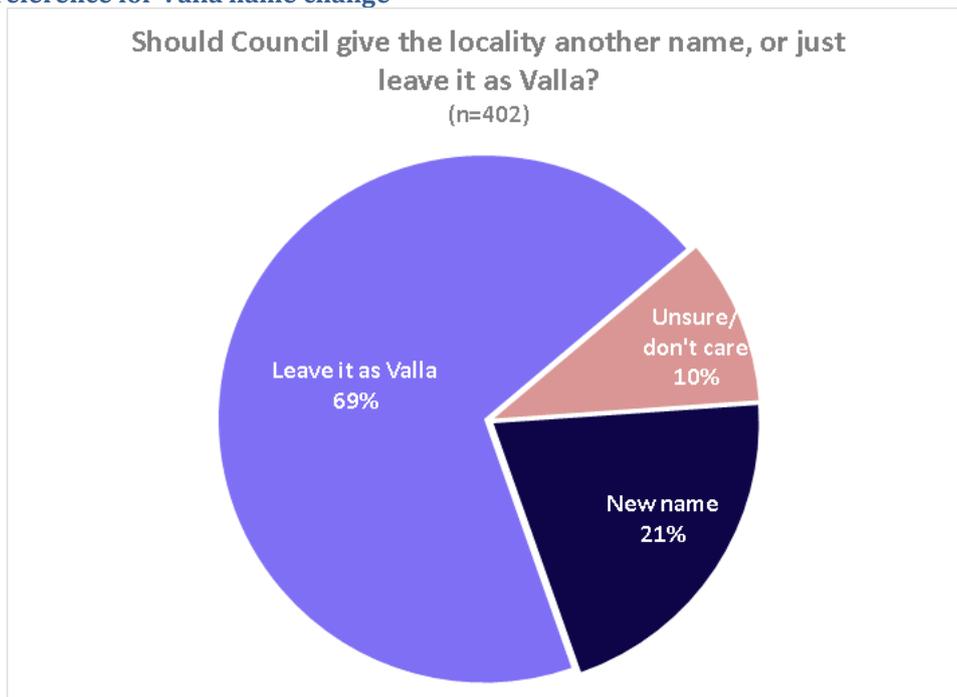
Respondents were next informed:

Council has been promised \$8m from the State government to develop industrial and residential precincts on the western side of the new Freeway at Valla.

And asked:

Should Council give the locality another name, or just leave it as Valla?

Graph 5.3: Preference for Valla name change





Over two thirds felt that the industrial and residential precincts on the western side of the new Freeway at Valla should continue to be referred to as Valla. One fifth (21%), preferred a new name be sought.

When asked for suggestions for a new name for this area, an indigenous name was preferred by around a third, followed by *Valla Rural*, *Boggy Creek* or something incorporating Nambucca (such as Nambucca Heights).

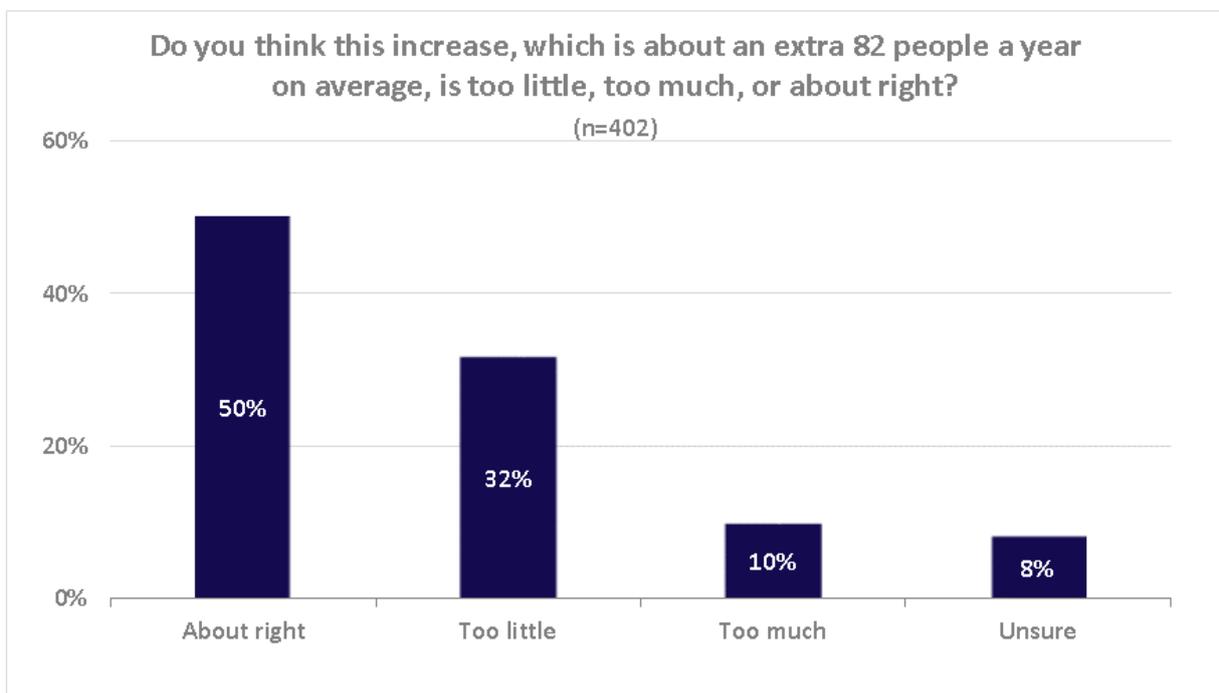
Part 5: Population Growth

The survey concluded with a question regarding population growth. Specifically, residents were informed:
In 2016 the Nambucca Shire had a population of 19,212. The State Government is planning for the population to increase by 1,638 people to 20,850 in the 20 years to 2036.

And asked:

Do you think this increase, which is about an extra 82 people a year on average, is too little, too much, or about right?

Graph 5.1: Preference for Population Growth



Half of residents felt the increase of around 82 people per year was about right, 32% felt it was too little and 10% too much. Results were consistent by age, gender and region.

Appendix 1: Survey questionnaire

Version 1 5576_Nambucca_2019_CSS

Last modified:11/06/2019 10:47:52 AM

- Q1. Hi my name is (name) and I'm calling from Jetty Research on behalf of Nambucca Shire Council. Council is conducting a customer satisfaction survey of its residents, and you have been randomly selected to participate in this. This survey takes around 12 minutes, we're not trying to sell anything and all answers will remain confidential. Would you be willing to assist Council this afternoon/evening?**

Offer CALL BACK if inconvenient time. Council contact is XXXXXXX. Phone 6568 XXXX during business hours and arrange Callback.

Yes	1	Go to Q3
No	2	

Q1

- Q2. Thank you for your time. Have a great afternoon/evening.**

If NOT IN SHIRE: I'm sorry this survey is for residents in the Nambucca Shire. Thank you for your time.

LIVED IN SHIRE LESS THAN 1 YEAR: I'm sorry in that case you don't qualify for this survey as you need to be a resident for at least 1 year to participate. Thank you for your time.

COUNCILLOR OR PERMANENT COUNCIL EMPLOYEE: I'm sorry, but councillors and permanent employees or their families are not able to complete this survey. But thank you for your time.

End

- Q3. Thanks so much. Before we proceed, I just have three quick qualifying questions. Firstly can you confirm you're aged 18 or over?**

If under 18 ask to speak to an adult and go back to page 1

Yes	1	
No	2	Go to Q2

Q3

- Q4. Do you live in the Nambucca Shire?**

Nambucca LGA. Where would you go if you had to speak to Council

Yes	1	
No	2	Go to Q2

Q4

- Q5. Have you lived in the Shire for at least 1 year?**

Must have lived in Shire for more than 12 months

Yes	1	
No	2	Go to Q2

Q5

- Q6. And are you or an immediate family member a councillor or permanent employee of Nambucca Shire Council?**

Yes	1	Go to Q2
No	2	

Q6

Q7. May I have your first name for the survey?

Only so we can refer to you by name

Q7

Q8. Thanks [Q7]. To get us underway, can you please rate your satisfaction with the following Council facilities or services. We'll use a scale of 1-5, where 1 means you think its very poor and 5 is excellent. If you don't use the service, just say so and I'll move to the next one. Firstly how satisfied are you with?

PROMPTED- You may need to remind respondent to only rate services they use

	1 Very poor	2	3	4	5 Excellent	N/A
Sealed roads	1	2	3	4	5	555
Unsealed roads	1	2	3	4	5	555
Bridges	1	2	3	4	5	555
Footpaths and cycleways	1	2	3	4	5	555
Cleanliness of streets	1	2	3	4	5	555
Online services	1	2	3	4	5	555
Dog control	1	2	3	4	5	555
Stormwater drainage	1	2	3	4	5	555
Public toilets	1	2	3	4	5	555
Weed control	1	2	3	4	5	555
Waste and recycling	1	2	3	4	5	555
Water supply	1	2	3	4	5	555
Sewage collection and treatment	1	2	3	4	5	555
Sporting facilities	1	2	3	4	5	555
Parks, reserves and playgrounds	1	2	3	4	5	555
Council pool	1	2	3	4	5	555
Libraries	1	2	3	4	5	555
Community halls	1	2	3	4	5	555
Youth facilities and activities	1	2	3	4	5	555
Services for the elderly	1	2	3	4	5	555
Economic development and attracting new investment	1	2	3	4	5	555
Tourism marketing	1	2	3	4	5	555
Development applications (DA's)	1	2	3	4	5	555
Coastal and beach management	1	2	3	4	5	555
Environmental monitoring and protection	1	2	3	4	5	555
River water quality	1	2	3	4	5	555

Q8_1
Q8_2
Q8_3
Q8_4
Q8_5
Q8_6
Q8_7
Q8_8
Q8_9
Q8_10
Q8_11
Q8_12
Q8_13
Q8_14
Q8_15
Q8_16
Q8_17
Q8_18
Q8_19
Q8_20
Q8_21
Q8_22
Q8_23
Q8_24
Q8_25
Q8_26

Q9. I'm now going to read the list to you again but this time please rate how important these Council facilities or services are to you or your family. We'll use a scale of 1-5, where 1 means you think its unimportant, 4 is very important and 5 is critical. So firstly, how important to you or your family is?

PROMPTED- You may need to remind respondent to only rate services they use

	1 Unimportant	2	3	4 Very important	5 Critical
Sealed roads	1	2	3	4	5
Unsealed roads	1	2	3	4	5
Bridges	1	2	3	4	5
Footpaths and cycleways	1	2	3	4	5
Cleanliness of streets	1	2	3	4	5
Online services	1	2	3	4	5
Dog control	1	2	3	4	5
Stormwater drainage	1	2	3	4	5
Public toilets	1	2	3	4	5
Weed control	1	2	3	4	5
Waste and recycling	1	2	3	4	5
Water supply	1	2	3	4	5
Sewage collection and treatment	1	2	3	4	5
Sporting facilities	1	2	3	4	5
Parks, reserves and playgrounds	1	2	3	4	5
Council pool	1	2	3	4	5
Libraries	1	2	3	4	5

Q9_1
Q9_2
Q9_3
Q9_4
Q9_5
Q9_6
Q9_7
Q9_8
Q9_9
Q9_10
Q9_11
Q9_12
Q9_13
Q9_14
Q9_15
Q9_16
Q9_17



Community halls	1	2	3	4	5
Youth facilities and activities	1	2	3	4	5
Services for the elderly	1	2	3	4	5
Economic development and attracting new investment	1	2	3	4	5
Tourism marketing	1	2	3	4	5
Development applications (DA's)	1	2	3	4	5
Coastal and beach management	1	2	3	4	5
Environmental monitoring and protection	1	2	3	4	5
River water quality	1	2	3	4	5

Q9_18
Q9_19
Q9_20
Q9_21
Q9_22
Q9_23
Q9_24
Q9_25
Q9_26

Q10. Please rate your satisfaction with Councils overall performance on a scale of 1-5. where 1 is very dissatisfied and 5 is very satisfied?

1 Very dissatisfied	1
2	2
3	3
4	4
5 Very satisfied	5

Q10

Q11. Can you briefly explain why you gave that rating?

PROBE

Q11

Q12. And [Q7], thinking about Council services and infrastructure as a whole, what do you think Council's number one priority should be over the next couple of years?

Unprompted. If respondent is unsure: Say this may be a recurring expenditure item, a new piece of infrastructure, or anything else Council should make its number one spending priority for the next few years

Roads	1
Bridges	2
Attracting new businesses/investment	3
Facilities or services for youth	4
Facilities or services for aged/disabled	5
Addressing environmental concerns/beach erosion	6
Upgrade footpaths/cycleways	7
Beautification of shire	8
Unsure	666
OTHER	

Q12

Q13. Now [Q7], have you contacted Council within the past 12 months?

UNPROMPTED

Yes	1	
No	555	Go to Q14
Unsure	666	Go to Q14

Q13

Q14. And how would you rate your satisfaction with the way Council handled that latest enquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well?

UNPROMPTED

1 Very poorly	1
2	2
3	3
4	4
5 Very well	5

Q19

Q15. In your dealings with Council, how would you prefer to conduct the following?

UNPROMPTED (unless absolutely necessary)

	Face to face	Phone	Online/ via website	Email	Letter	Social media (facebook etc)	Unsure	
Making a payment	1	2	3	4	5	6	666	Q20_1
Requesting Council to do something (e.g. fix a pothole)	1	2	3	4	5	6	666	Q20_2
Completing or lodging applications and forms	1	2	3	4	5	6	666	Q20_3
Providing feedback on important or topical issues	1	2	3	4	5	6	666	Q20_4
Getting updates on road closures etc. during floods	1	2	3	4	5	6	666	Q20_5

Q16. Now [Q7], did you know you can access your rates account online?

Yes	1	
No	2	Q24
Not applicable (renter or no computer etc)	555	

Q17. Would you be interested in using this service?

Do not answer if Attribute "Not applicable (renter or no computer etc)" from Q24 is SELECTED

Yes	1	
No	2	Q25
Unsure	666	

Q18. On a slightly different topic, Council is looking to change its official name from Nambucca Shire Council to Nambucca Valley Council – would you support this change?

Yes	1	
No	555	Q26
Unsure	666	

Q19. Can you briefly explain why you don't support this change?

Answer If Attribute "No" from Q26 is SELECTED

UNPROMPTED - Tick any that apply, or add as OTHER

Cost of transition (new stationery, signage etc.)	1	Q27_1
Prefer current name	2	Q27_2
Don't like change	3	Q27_3
		Q27_O

Q20. Also, Council has been promised \$8m from the State government to develop industrial and residential precincts on the western side of the new Freeway at Valla. Should Council give the locality another name, or just leave it as Valla?

New name	1	
Leave it as Valla	2	Q28
Unsure/don't care	3	

Q21. Do you have any suggestions for a new name for this area?

Answer If Attribute "New name" from Q28 is SELECTED

If no ideas, write NO

Q29

Q22. In 2016 the Nambucca Shire had a population of 19,212. The State Government is planning for the population to increase by 1,638 people to 20,850 in the 20 years to 2036. Do you think this increase, which is about an extra 82 people a year on average, is too little, too much, or about right?

Prompted

Too little	1
Too much	2
About right	3
Unsure	666

Q30

Q23. Thanks [Q7], we are almost at the end of the survey. Just a few demographic questions to finish off. Firstly would your age range be between?

PROMPTED

18-39	1
40-59	2
60+	3

Q31

Q24. Gender?

Dont ask

Male	1
Female	2

Q32

Q25. Is your residence in an urban, rural or village location?

Urban	1
Rural	2
Village	3

Q33

Q26. And which area do you live in?

UNPROMPTED. If not listed ask which town closest town

Bowraville	1
Nambucca	2
Mackville	3
Scotts Head	4
Taylor's Arm	5
Valla	6

Q34

Q17. Thanks so much [Q7], that's the end of the survey. Nambucca Council greatly appreciates your feedback. Did you have any questions about the survey? Just to let you know my manager may call you to confirm this interview was conducted correctly. Thanks again for your time and have a great afternoon/evening.

End

Appendix 2: Data Weighting Process

It is common in random surveys such as this to weight results by age and gender. This avoids the need to sample by quota (which is far more expensive than purely random sampling), and ensures the data from under- and over-represented groups is adjusted to meet the demographic profile of the survey population.

Population weighting can only occur where the true survey population is known. In this case the population, defined as “adults 18-plus living in the NSC”, can be accurately measured through the 2016 ABS Census⁷. We can hence weight the survey data by the known population.

To do this we divide the survey sample by gender (male/female) and across three age groups (in this case 18-39, 40-59, and 60-plus.) This divides respondents into one of six age and gender categories, as shown below:

Age	Male	Female
18-39	5.0%	9.5%
40-59	14.7%	20.1%
60+	23.1%	27.6%

Meanwhile ABS data for the adult (18+) population of the LGA (as per 2016 ABS Census, Usual Resident profile), is shown in the following table:

Age	Male	Female
18-39	10.7%	11.3%
40-59	17.2%	18.9%
60+	20.2%	21.7%
TOTAL	48.08%	51.92%

Dividing the “true” population by the sample population for each age and gender category provides the following weighting factors:

Age	Male	Female
18-39	2.15	1.20
40-59	1.17	0.94
60+	0.87	0.79

These weightings are then assigned to each data record based on each respondent’s age/gender profile, and the raw data for each question is adjusted accordingly.

⁷ ABS Census for NSC LGA, Usual Resident profile.

Appendix 3: “Other” priorities for Council resources

- Adequate infrastructure for growing population.
- Bringing more people into the shire now bypass has gone through
- Bypass
- Concentrate on doing right
- Correct infrastructure in place for new development.
- Council needs to consult with farmer's more. I live next door to a blueberry farm and they have not had to comply with 1x 10th of what I had to do to build and farm my land. All of my neighbours had to sign for my farm, but they don't need a DA?
- Council needs to crack down on illegal development
- Dog Control
- Dog Control
- Drug Management
- Energy usage
- Facilities like parks, gardens, swimming pool. Keep toilets open & plant more trees and shouldn't be cutting down the big ones they have.
- Family support
- Garbage services
- Garbage services up to date
- Get community involved in sporting, youth facilities etc.
- Get rid of the rally.
- Heating the pool
- Keeping the public toilets open
- Keeping the rates down, especially for pensioners.
- Limiting development in green areas
- Live within the means they have.
- Maintenance of the council building
- Make the rangers police the dogs in the area too many dog in the area dogs are attacking people the ranger is never seen but concentrate on the dog situation
- Mental Health Issues need support & fixing in our towns
- More population
- On training staff to be civil and taking all complaints weather it's an old lady or a trades person or the queen we are all welcome
- Parks, toilets
- Partnering with neighbouring local councils, because the support and collective funding could greatly benefit our area.
- Fiscal responsibility
- Population growth
- Providing ratepayers value for what they pay
- Public toilets
- Public transport
- Rate decrease
- Rates Reduction
- Recreational fishing facilities
- Releasing more land for residential
- Rubbish collection for outer lying villages
- Rubbish collection improved

- ’ *Services for health*
- ’ *Services for Rural areas*
- ’ *Should not be closing down the public toilets & children’s activities need to be increased.*
- ’ *Stop people smoking in the main street*
- ’ *Street security (lots of crime now)*
- ’ *The entire management of the council.*
- ’ *The huge influx & existing care of the elderly & the facilities to cope & do this adequately.*
- ’ *There’s many*
- ’ *To be more accountable to the ratepayer*
- ’ *Willing cooperate within government reform*