



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



Results from a random telephone survey of 407 adult residents in the Nambucca Shire, conducted by Jetty Research on behalf of **Nambucca Shire Council**

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Front cover photo: Nambucca Heads. Photo Courtesy of pacificcoast.com.au

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Executive summary

In January 2016, 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 in 2007, 2010 and 2013. Hence it was also designed to see how results have varied from previous research waves, where appropriate.

The 2016 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; information on road closures; perception of safety, and; attitude towards fit-for-the-future mergers.

Polling was conducted from March 7th to 14th 2016 as a random telephone survey of 407 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 407 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 11-13.

Among the survey's major conclusions:

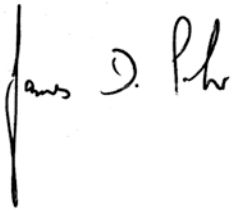
1. Of 26 council services and facilities measured, 20 had a mean satisfaction score of three or above (using a 1-5 satisfaction scale). Top-ranked services included water supply, which scored 4.16 out of a possible 5, and sewage collection and treatment (at 4.11). Libraries, the Council pool and sporting facilities also scored exceptionally well.
2. Conversely, six services had a mean score of below “par”. Roads were the worst-ranked of the services measured (with unsealed roads scoring a mean of 2.49 and sealed roads a mean of 2.65 out of 5) followed closely by economic development and new investment (2.74) and development applications (2.82).
3. In terms of importance, river water quality had the highest mean rating at 4.34 (again using a 1-5 scale). This was followed by sealed roads (4.27), waste and recycling (4.20), cleanliness of streets (4.00) and coastal and beach management (3.99).
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
Environmental monitoring and protection Tourism marketing Econ development/new investment Sealed roads Public toilets Footpaths and cycleways Bridges	Water supply Parks, reserves and playgrounds Waste and recycling Cleanliness of streets Services for the elderly Coastal and beach management River water quality
Lower Importance, Lower Satisfaction	Lower Importance, Higher Satisfaction
Weed control Youth facilities and activities Development Applications Unsealed roads Dog control Stormwater drainage	Libraries Council pool Sporting facilities Community halls Online services Sewage collection and treatment

5. Council is currently meeting expectations (i.e. where performance outweighs importance) across six out of 26 services (sewage collection and treatment, sporting facilities, libraries, community halls, water supply Council pool and online services). However in all but one instance (waste and recycling), the expectation gap has narrowed since 2013 – and in most case significantly. This suggests Council is performing better relative to community expectations.
6. In terms of their overall satisfaction with Council’s performance, 46% declared themselves satisfied against 20% dissatisfied and the balance neutral. The weighted mean satisfaction rating of 3.28 was slightly above the 2013 benchmark score of 3.18.
7. Roads (34%), attracting new businesses and investment (26%) and addressing environmental concerns and beach erosion (5%) were the top-mentioned priorities for Council resources.
8. Some 54% of respondents had contact with Council’s administration during the previous 12 months, with half of these (51%) contacting Council three or more times.
9. Three in five of those who contacted Council did so via the telephone (62%), while a quarter contacted Council face-to-face.
10. Over half those respondents contacting Council had their issue resolved within one or two contacts (56%) but almost a third of respondents 31% indicated that their most recent enquiry was not yet resolved.
11. Satisfaction ratings with Council handling of their most recent enquiry were quite polarised, with large proportions rating Council handling as either “very well” (32%), or “very poor” (26%). The mean handling rating was 3.19 with a net handling score of +13% suggesting that there were more good than bad experiences.
12. Just over a third of respondents had used Council’s website in the past year (38%) – up sharply from the 25% recorded in 2013.

13. Around half of those surveyed (46%) were aware of 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.
14. Awareness of livetraffic.com.au was high at 72% while awareness of myroadinfo.com.au was poor at 27%.
15. Perceptions of personal safety were generally high, with 95% of respondents feeling safe in their home at day, 80% feeling safe in their nearest town during the day, and 79% feeling safe in their home at night. However only 44% felt safe in their nearest town at night, against 28% feeling unsafe (the balance being neutral or unsure).
16. Over half of respondents (56%) felt the Nambucca Shire should maintain the status quo and stand alone as a council, while one in five (21%) felt it should merge with one or more neighbouring Councils. A further 23% were undecided. Of those believing Council should amalgamate, the most popular merger partners were Bellingen and/or Coffs Harbour.

A handwritten signature in black ink, appearing to read "James D. Parker".

James Parker, B. Ec, Grad Cert Applied Science (Statistics), AMSRS
Managing Director
April 26th 2016

Introduction

Background and Objectives

In January 2016, Nambucca Shire Council (BSC) 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 in 2007, 2010 and 2013.

In this instance, Council additionally sought community feedback on: frontline service levels; awareness of and interest in online rates; information on road closures; perception of safety, and; attitude towards fit-for-the-future mergers.

Methodology

The survey was conducted using a random fixed line telephone poll of 407 residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 3,169 residential 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 March 7th and 14th 2016 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 9 to 36 minutes, with an average of 16.4 minutes. Response rate was satisfactory, with 46% of eligible households reached agreeing to participate.

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.

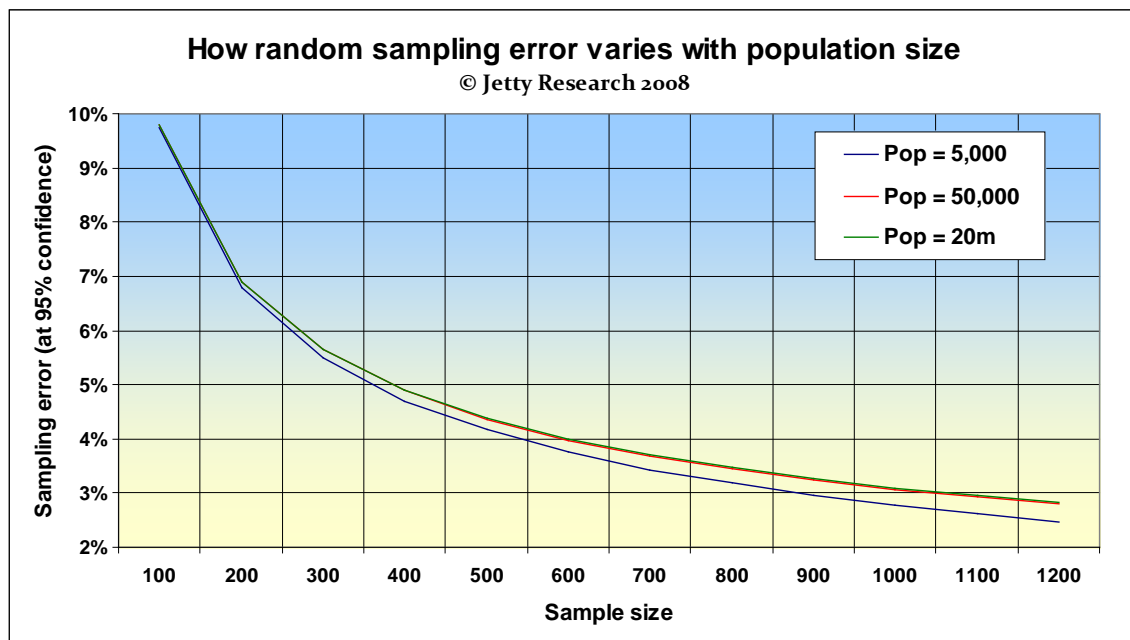
² Computer-aided telephone interviewing

Sampling error

According to the 2011 ABS Census (Usual Resident profile) the total population of the Nambucca LGA was 18,644, of which 14,208 (76%) were aged 18 and over. Based on this latter survey population, a random sample of 407 adult residents implies a margin for error of $\pm 4.8\%$ 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 $\pm 4.8\%$ 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 $\pm 9.8\%$ (again at the 95% confidence level).

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

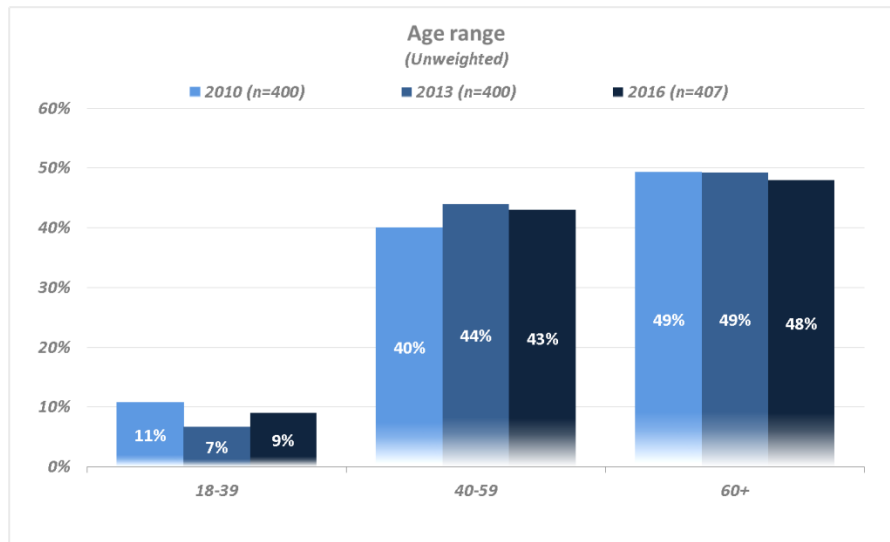


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However there is no evidence (at least in terms of significant variances between demographic groups within the survey sample) to suggest that such non-random error has affected the integrity of the following data.

Sample characteristics

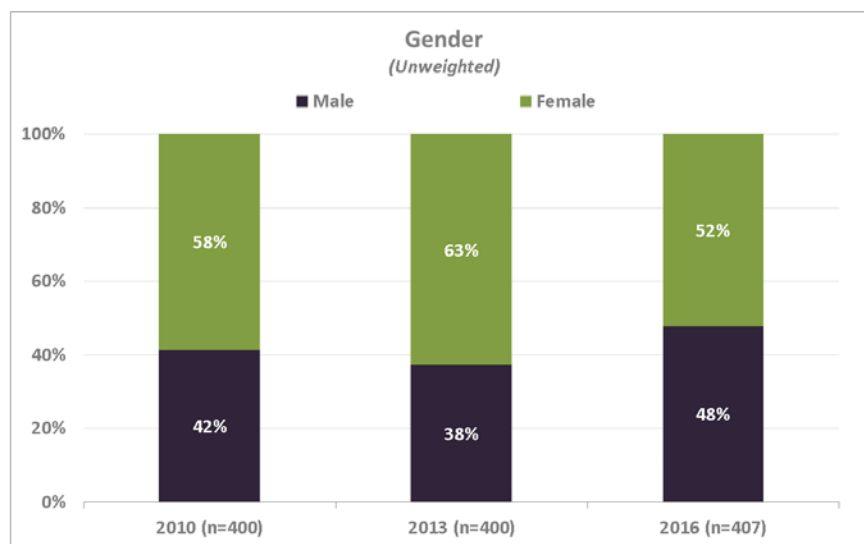
The following breaks down the survey sample by age, gender and place of residence:

Graph i: Survey sample by age



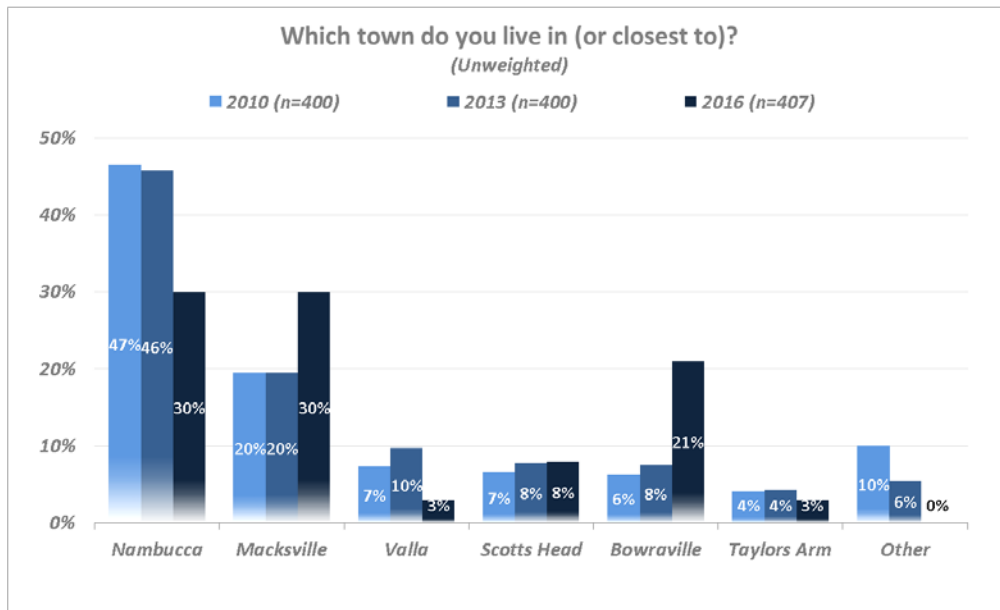
As is common in random phone surveys of this type, the sample was skewed towards older residents. However this has been corrected through post-weighting the survey sample to match the target population characteristics (by age and gender) based on 2011 Census data.

Graph ii: Survey sample by gender



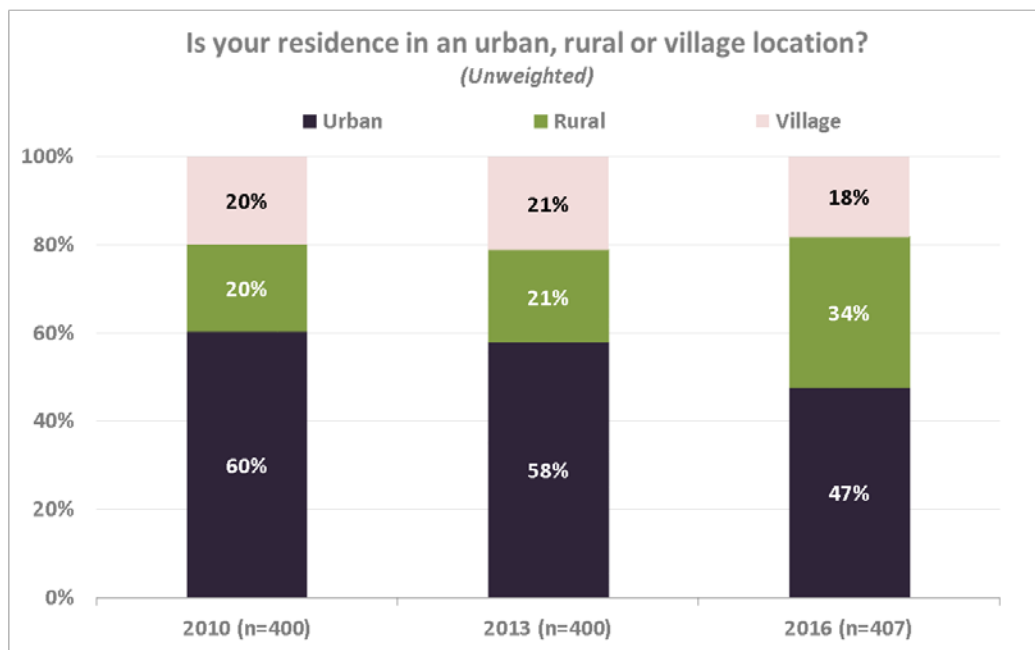
The sample was almost evenly split by gender.

Graph iii: Survey sample by postcode



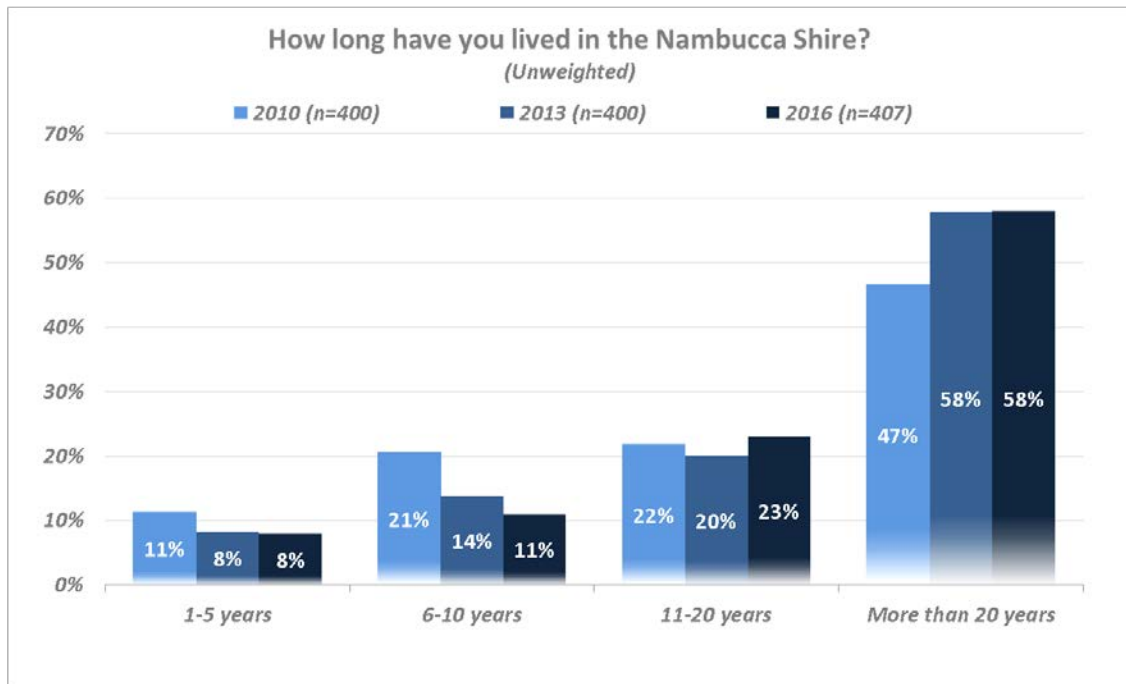
In relation to the regional split, the 2016 sample had a higher proportion of Bowraville and Macksville residents than that encountered in 2013. This came largely at the expense of Nambucca Heads.

Graph iv: Survey sample by urban v rural setting



The proportion of urban-based respondents fell from 58% in 2013 to 47% in 2016. This was matched by a 13% rise in rurally-based respondents.

Graph v: Survey sample by length of residence in the Nambucca Shire



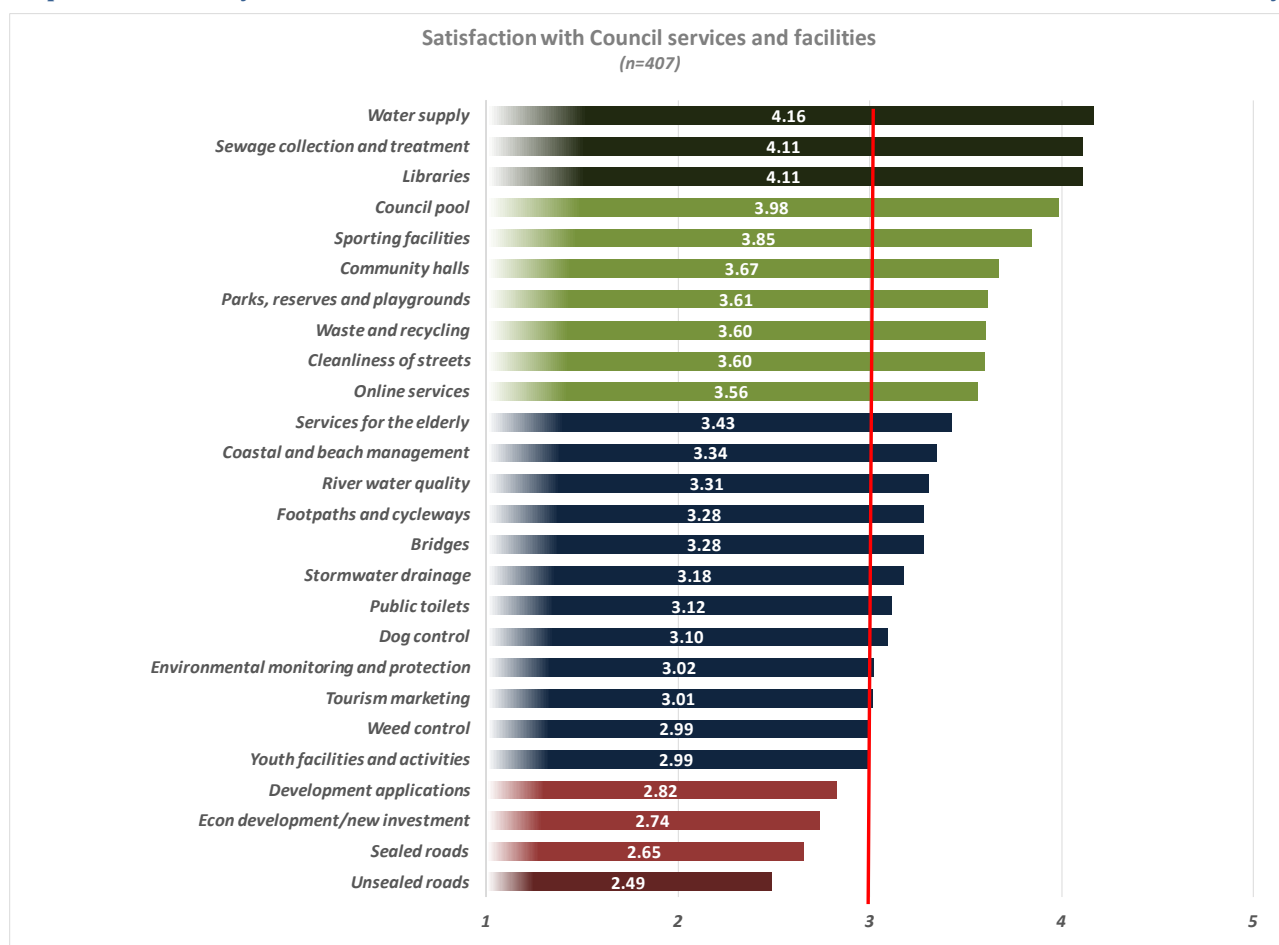
Four in five respondents had lived in the Nambucca Shire for more than 10 years. This was similar to 2013.

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 2013 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, 2016 only



This suggests that 20 of the 26 facilities and services scored at or above the 3.0 “neutral” ranking. These were led by water supply, which scored 4.16 out of a possible 5, and sewage collection and treatment (at 4.11). Libraries, the Council pool and sporting facilities also scored exceptionally well.

Among the six facilities and services scoring less than the neutral ranking, roads were the worst-ranked of the services measured (with unsealed roads scoring a mean of 2.49 and sealed roads a mean of 2.65) followed closely by economic development and new investment (2.74) and DA’s (2.82).

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 2013. Changes of more than 5% are marked in green (positive) and red (negative):⁴

Table 1.1: Comparison of satisfaction mean scores 2013 vs.2016 (rated from highest positive change to highest negative change)

Council services	Satisfaction		
	2013 Mean	2016 Mean	Difference
Bridges	2.76	3.28	19%
Youth facilities and activities	2.52	2.99	18%
River water quality	2.87	3.31	15%
Sealed roads	2.41	2.65	10%
Econ development/new investment	2.49	2.74	10%
Public toilets	2.89	3.12	8%
Stormwater drainage	2.96	3.18	7%
Footpaths and cycleways	3.06	3.28	7%
Development applications	2.70	2.82	5%
Unsealed roads	2.41	2.49	3%
Tourism marketing	2.93	3.01	3%
Sporting facilities	3.75	3.85	2%
Cleanliness of streets	3.56	3.60	1%
Parks, reserves and playgrounds	3.58	3.61	1%
Community halls	3.64	3.67	1%
Dog control	3.08	3.10	1%
Services for the elderly	3.41	3.43	0%
Weed control	3.00	2.99	0%
Environmental monitoring and protection	3.07	3.02	-2%
Water supply	4.27	4.16	-3%
Libraries	4.22	4.11	-3%
Sewage collection and treatment	4.27	4.11	-4%
Council pool	4.16	3.98	-4%
Coastal and beach management	3.51	3.34	-5%
Waste and recycling	4.07	3.60	-11%
Online services	N/A	3.56	N/A
Street lighting	3.44	N/A	N/A
Climate change planning	2.60	N/A	N/A

Pleasingly, almost a third of the services and facilities measured (9 of 26) showed an increase in mean score by more than 5%. Better still, bridges, youth facilities and activities, river water quality, sealed roads and economic development/new investment all increased by 10% or more. Coastal and beach management, and waste and recycling decreased by more than 5%, suggesting that these are areas requiring focus.

There were a number of differences in satisfaction levels by age, region and urban vs. rural. These differences were quite mixed, and further details are shown in Appendix 2.

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.

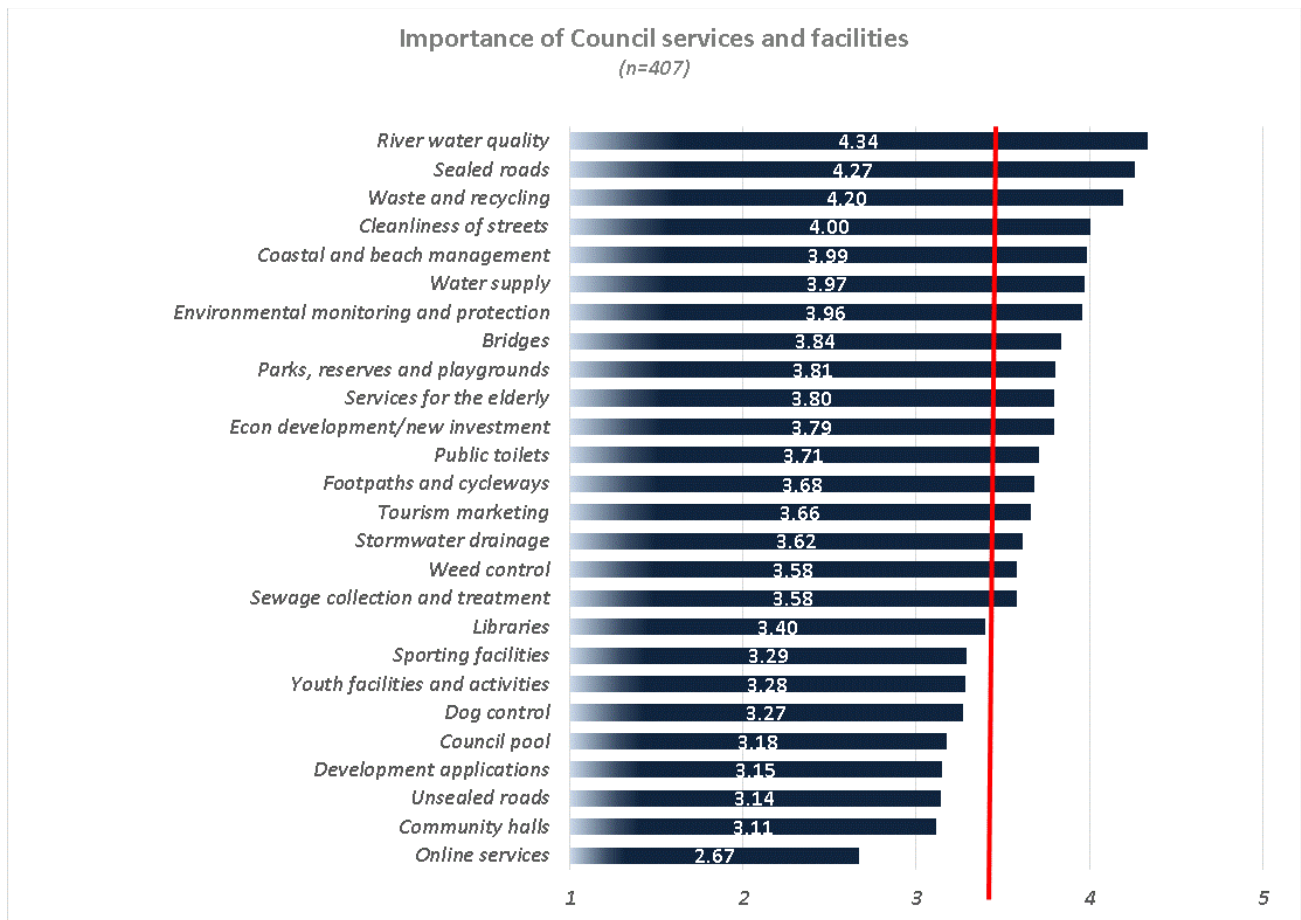
Table 1.2: Comparison of satisfaction mean scores urban vs. rural respondents 2016 (rated from highest difference to lowest difference)

Satisfaction			
Service	Urban - Mean	Rural - Mean	Difference (%)
Waste and recycling	3.79	3.41	11%
Weed control	3.14	2.84	11%
Sewage collection and treatment	4.24	3.89	9%
Dog control	3.20	2.97	8%
Water supply	4.27	3.96	8%
Unsealed roads	2.58	2.42	7%
Environmental monitoring and protection	3.12	2.93	7%
Stormwater drainage	3.26	3.07	6%
Tourism marketing	3.09	2.93	5%
Sporting facilities	3.94	3.75	5%
Community halls	3.76	3.61	4%
Parks, reserves and playgrounds	3.69	3.54	4%
Online services	3.63	3.50	4%
Bridges	3.34	3.23	3%
Libraries	4.17	4.06	3%
Council pool	4.04	3.94	3%
Sealed roads	2.69	2.62	3%
Services for the elderly	3.46	3.39	2%
Public toilets	3.15	3.09	2%
Youth facilities and activities	2.98	2.99	0%
Development applications	2.81	2.84	-1%
River water quality	3.28	3.32	-1%
Econ development/new investment	2.70	2.77	-3%
Coastal and beach management	3.30	3.39	-3%
Footpaths and cycleways	3.23	3.33	-3%
Cleanliness of streets	3.52	3.68	-4%
<i>Please rate your satisfaction with Councils overall performance</i>	<i>3.39</i>	<i>3.18</i>	<i>7%</i>

There were a number of services and facilities rated higher amongst those residing in urban areas than those residing in rural areas and vice versa. Specifically, urban residents were more satisfied with waste and recycling, weed control, sewage collection and treatment, dog control and water supply than rural residents. Conversely, rural residents were (marginally) more satisfied with cleanliness of streets, footpaths and cycleways, coastal and beach management and economic development/new investment.

In terms of importance, and again using a 1-5 scale, Graph 1.2 (next page) 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, 2016 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 17 of the 26 had mean importance scores exceeding 3.5.

Table 1.3, meanwhile, shows how average importance scores have changed since the last survey in 2013.

(Continued next page)

Table 1.3: Comparison of importance mean scores 2013 vs. 2016 (rated from highest positive change to highest negative change)

Council services	Importance		
	2013 Mean	2016 Mean	Difference
River water quality	4.43	4.34	-2%
Environmental monitoring and protection	4.24	3.96	-7%
Econ development/new investment	4.11	3.79	-8%
Weed control	3.90	3.58	-8%
Waste and recycling	4.59	4.20	-9%
Sealed roads	4.68	4.27	-9%
Cleanliness of streets	4.42	4.00	-10%
Tourism marketing	4.12	3.66	-11%
Parks, reserves and playgrounds	4.30	3.81	-11%
Footpaths and cycleways	4.23	3.68	-13%
Coastal and beach management	4.60	3.99	-13%
Bridges	4.43	3.84	-14%
Public toilets	4.30	3.71	-14%
Services for the elderly	4.51	3.80	-16%
Community halls	3.75	3.11	-17%
Water supply	4.79	3.97	-17%
Sporting facilities	3.99	3.29	-18%
Unsealed roads	3.81	3.14	-18%
Stormwater drainage	4.44	3.62	-19%
Council pool	3.93	3.18	-19%
Youth facilities and activities	4.12	3.28	-20%
Libraries	4.29	3.40	-21%
Dog control	4.15	3.27	-21%
Development applications	4.09	3.15	-23%
Sewage collection and treatment	4.69	3.58	-24%
Online services	N/A	2.67	N/A
Street lighting	4.34	N/A	N/A
Climate change planning	3.76	N/A	N/A

Between 2013 and 2016, importance decreased across all services. A number of services saw decreases in importance by more than 20% including: sewage collection and treatment, development applications, dog control, libraries and youth facilities and activities. This is likely to be partially due to the higher proportion of rural residents in this latest survey.)

Similarly to satisfaction scores, there were a number of differences in perception of importance by groups of interest. Specifically, those residing in urban areas placed higher importance on footpaths and cycleways, dog control, stormwater drainage, water supply and sewage collection and treatment than those residing in rural areas. And younger residents (aged 18-39) placed higher importance on most Council services and facilities than older residents. Further detail of these differences, including a number of differences by post code, are outlined in Appendix 3.

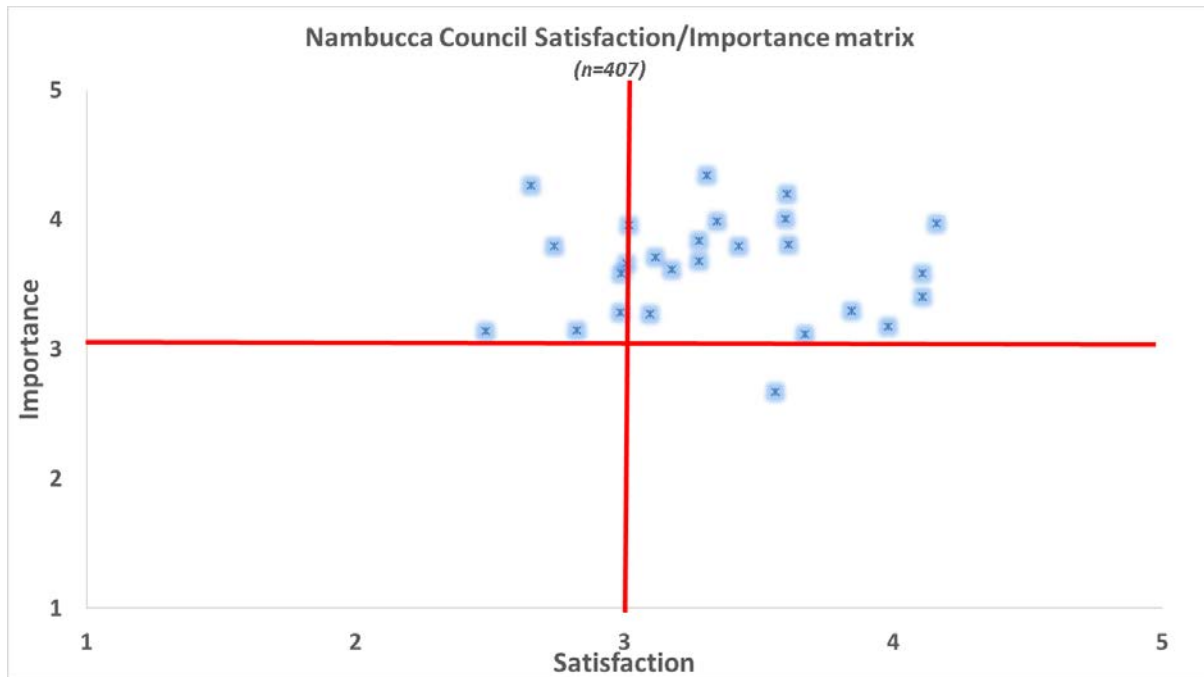
Table 1.4: Comparison of importance mean scores 2013 vs. 2016 (rated from highest positive change to highest negative change)

Importance			
Service	Urban - Mean	Rural - Mean	Difference (%)
Sewage collection and treatment	4.07	3.13	30%
Water supply	4.50	3.48	30%
Stormwater drainage	3.91	3.34	17%
Footpaths and cycleways	3.90	3.48	12%
Dog control	3.43	3.12	10%
Services for the elderly	3.95	3.65	8%
Sporting facilities	3.41	3.18	7%
Tourism marketing	3.78	3.55	6%
Cleanliness of streets	4.12	3.89	6%
Coastal and beach management	4.08	3.89	5%
Youth facilities and activities	3.36	3.21	5%
Econ development/new investment	3.88	3.72	4%
Parks, reserves and playgrounds	3.88	3.74	4%
Waste and recycling	4.25	4.15	2%
Public toilets	3.73	3.69	1%
Council pool	3.19	3.17	1%
Environmental monitoring and protection	3.96	3.96	0%
Sealed roads	4.26	4.27	0%
River water quality	4.33	4.35	-1%
Online services	2.63	2.70	-3%
Weed control	3.51	3.65	-4%
Libraries	3.33	3.47	-4%
Community halls	3.02	3.20	-5%
Development applications	3.04	3.25	-7%
Bridges	3.69	3.97	-7%
Unsealed roads	2.92	3.34	-13%

Those in urban areas placed significantly higher importance on sewage collection and treatment, water supply, stormwater drainage, footpaths and cycleways and dog control than those in rural areas. Those in rural areas placed higher importance on unsealed roads.

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”



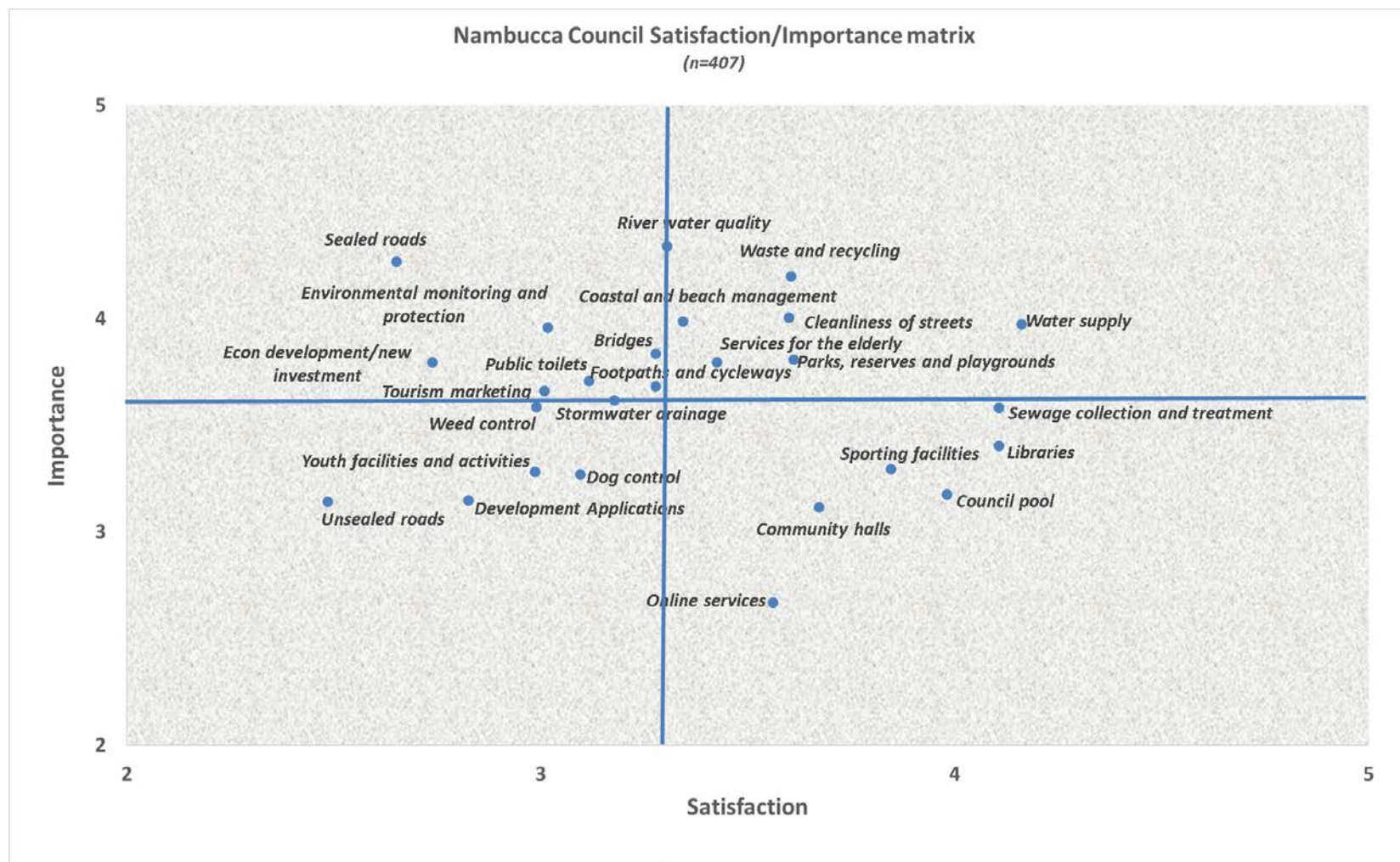
This concentration in the top half of the graphs highlights the notion that to local residents, almost everything is important. Satisfaction mean scores, however, (shown on the x-axis) are far more widely distributed.

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
Environmental monitoring and protection Tourism marketing Econ development/new investment Sealed roads Public toilets Footpaths and cycleways Bridges	Water supply Parks, reserves and playgrounds Waste and recycling Cleanliness of streets Services for the elderly Coastal and beach management River water quality
Lower Importance, Lower Satisfaction	Lower Importance, Higher Satisfaction
Weed control Youth facilities and activities Development Applications Unsealed roads Dog control Stormwater drainage	Libraries Council pool Sporting facilities Community halls Online services Sewage collection and treatment

Seven of the 26 services and facilities fall into the “higher importance, higher satisfaction” quadrant, and seven 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	Gap		
	2012 Gap	2016 Gap	Gap size
Sealed roads	-94%	-61%	Decreased
Econ development/new investment	-65%	-39%	Decreased
River water quality	-54%	-31%	Decreased
Environmental monitoring and protection	-38%	-31%	Decreased
Unsealed roads	-58%	-26%	Decreased
Tourism marketing	-41%	-22%	Decreased
Weed control	-30%	-20%	Decreased
Coastal and beach management	-31%	-19%	Decreased
Public toilets	-49%	-19%	Decreased
Bridges	-61%	-17%	Decreased
Waste and recycling	-13%	-16%	Increased
Stormwater drainage	-50%	-14%	Decreased
Footpaths and cycleways	-38%	-12%	Decreased
Development applications	-51%	-11%	Decreased
Cleanliness of streets	-24%	-11%	Decreased
Services for the elderly	-32%	-11%	Decreased
Youth facilities and activities	-63%	-10%	Decreased
Dog control	-35%	-6%	Decreased
Parks, reserves and playgrounds	-20%	-5%	Decreased
Water supply	-12%	5%	Decreased
Sewage collection and treatment	-10%	13%	Decreased
Sporting facilities	-6%	14%	Decreased
Community halls	-3%	15%	Decreased
Libraries	-2%	17%	Decreased
Council pool	5%	20%	Decreased
Online services	N/A	25%	N/A
Street lighting	-26%	N/A	N/A
Climate change planning	-45%	N/A	N/A

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

In the remaining 20 services, Council is not currently meeting community expectations - importance outweighs performance.

Impressively, the gap between importance and performance has decreased across all services (with the exception of one – waste and recycling) – and in most cases this change has been significant. This indicates that Council is getting closer to meeting resident expectations.

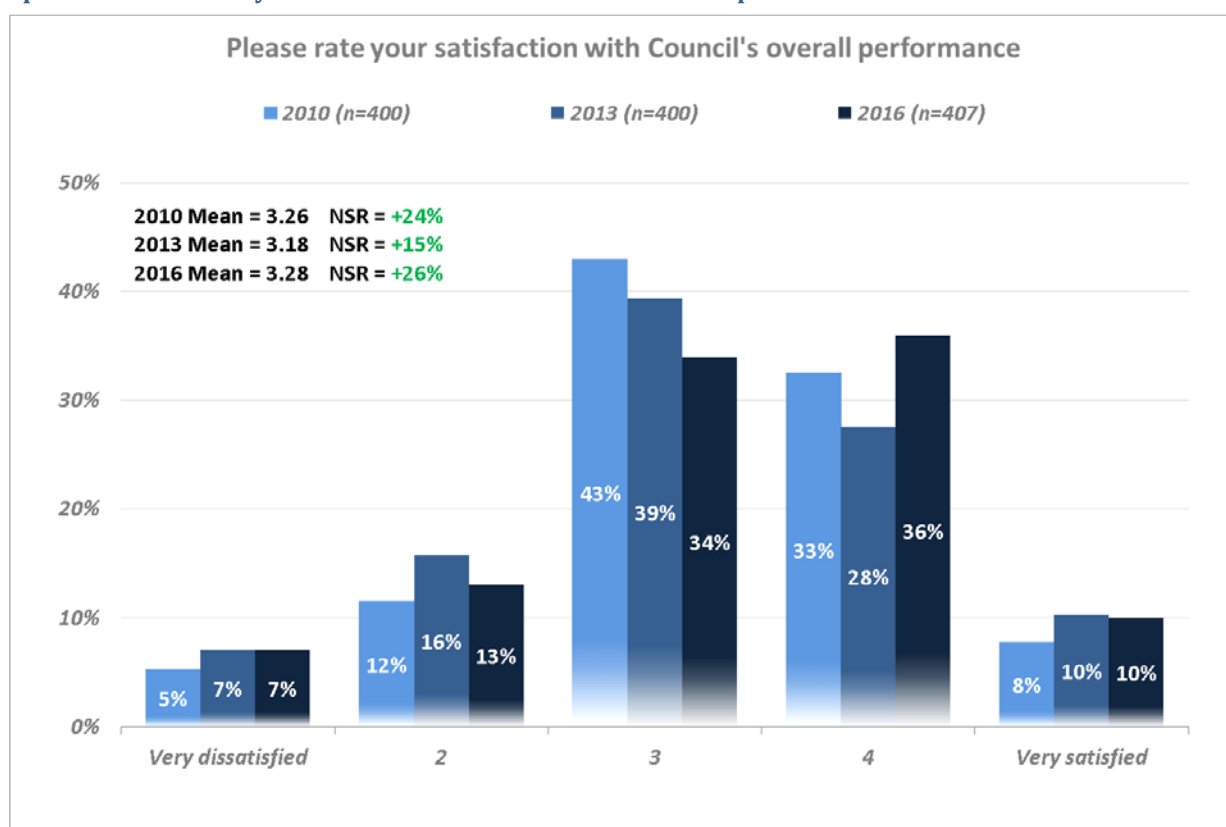
Even so, the size of the gap highlights the following services as areas of concern: sealed roads; economic development and new investment; river water quality; environmental monitoring and protection; and unsealed roads (all of which have a gap of more than 25%).

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 2010, 2013 and 2016 are shown in Graph 2.1, below:

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

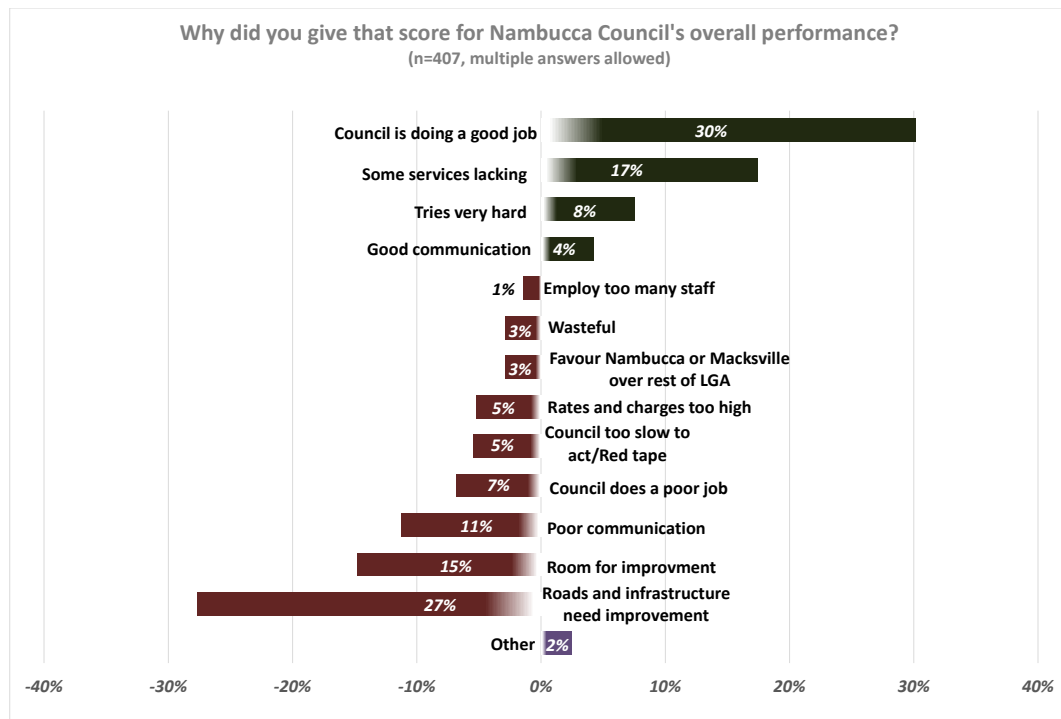


This suggests that 46% of residents were satisfied with Council's overall performance in 2016 (rating satisfaction as a 4 or 5), against 38% in 2012, a slight increase. Conversely 20% were dissatisfied, against 23% last time around. This suggests that there has been an overall upward movement in the proportion satisfied with Council since 2010 (41% in 2010 and 46% in 2016) at the expense of those feeling neutral (43% in 2010 compared with 34% in 2016).

The mean satisfaction score of 3.28 is up slightly on the 3.18 recorded in 2013. Importantly, net satisfaction has risen over the same period from +15 to +26%.

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. Some criticised Council management with perceptions that Council was slow to act, a poor communicator or is wasteful.

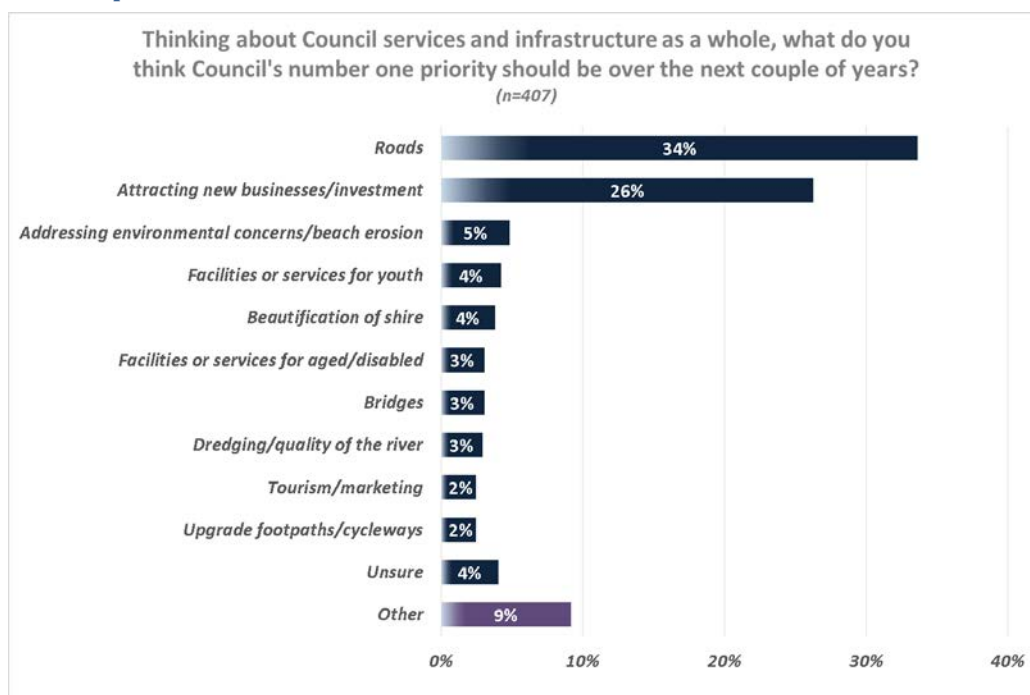
“Other” comments were varied:

- *I know the financial part of it is bad, they need to develop area so the youth doesn't run away.*
- *The river mouth and the estuary is a danger as it needs to be dredged to ensure there is a clear channel. Community development organisation associated with people working with council seem to receive additional funding and funding preference, which is biased and unfair.*
- *We have had a DA application in - out several times, altered, payed more payments. The state government legislated that these simpler DAs should not be such a complex problem yet this is just becoming unreasonable, especially as we are working to do the right thing but there has not been much help from the council with clear information. The inspector saw the plans, he could have given us clear advice or warning at the outset, rather than approve something then go back and say no.*

- *I think they could do more for the valley investment wise and tourism attract more people to the area. More small business the encouragement, town needs to grow.*
- *Staff shortage.*
- *I don't think they are doing much in terms of youth development and tourism and bringing and keeping young people in the area it has become more of a retirement village.*

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



Unsurprisingly, roads were considered to be of highest importance in terms of use of Council resources with around one third (34%) believing this should be Council's number one priority in the next couple of years. Attracting new businesses and investment was next in line, mentioned by 26% of those surveyed.

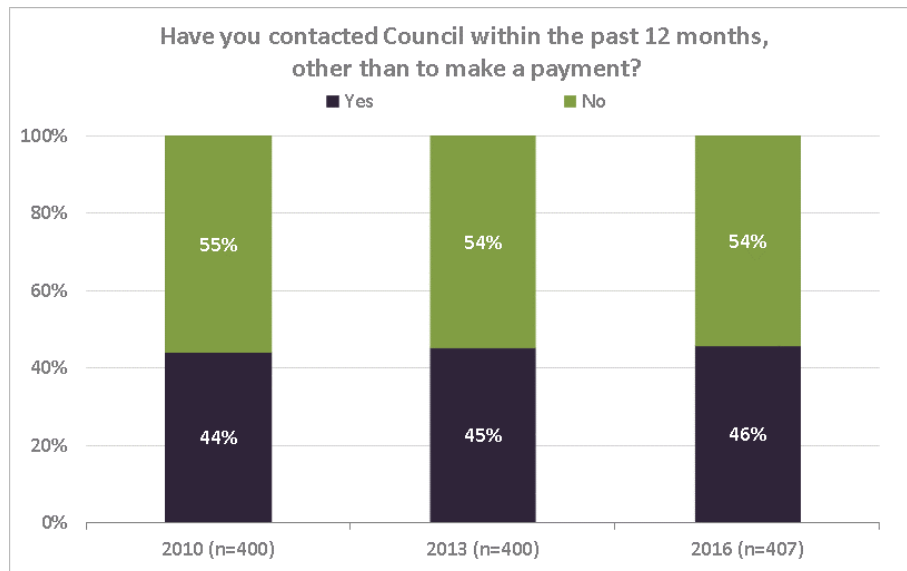
Smaller proportions also mentioned more specific Council priorities such as addressing environmental concerns (5%), facilities for youth (4%), beautification of the Shire (4%), facilities or services for aged / disabled (3%), bridged (3%) and river quality (3%).

"Other" priorities related to Council management (such as improving efficiency), housing development (including subdivision, halfway houses and general development) and focussing on education. The full list of "other" priorities mentioned are listed in Appendix 3.

Part 3: Contact with Council

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

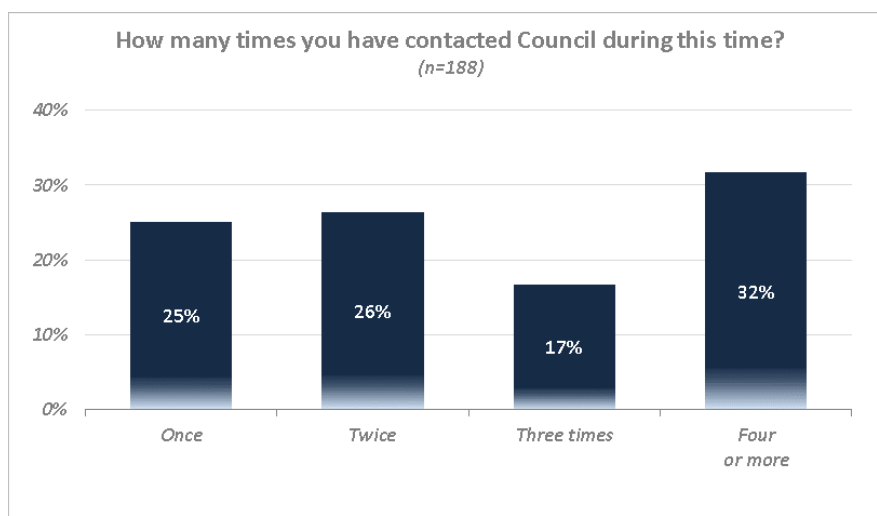
Graph 3.1: Contact with Council in the past 12 months



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.

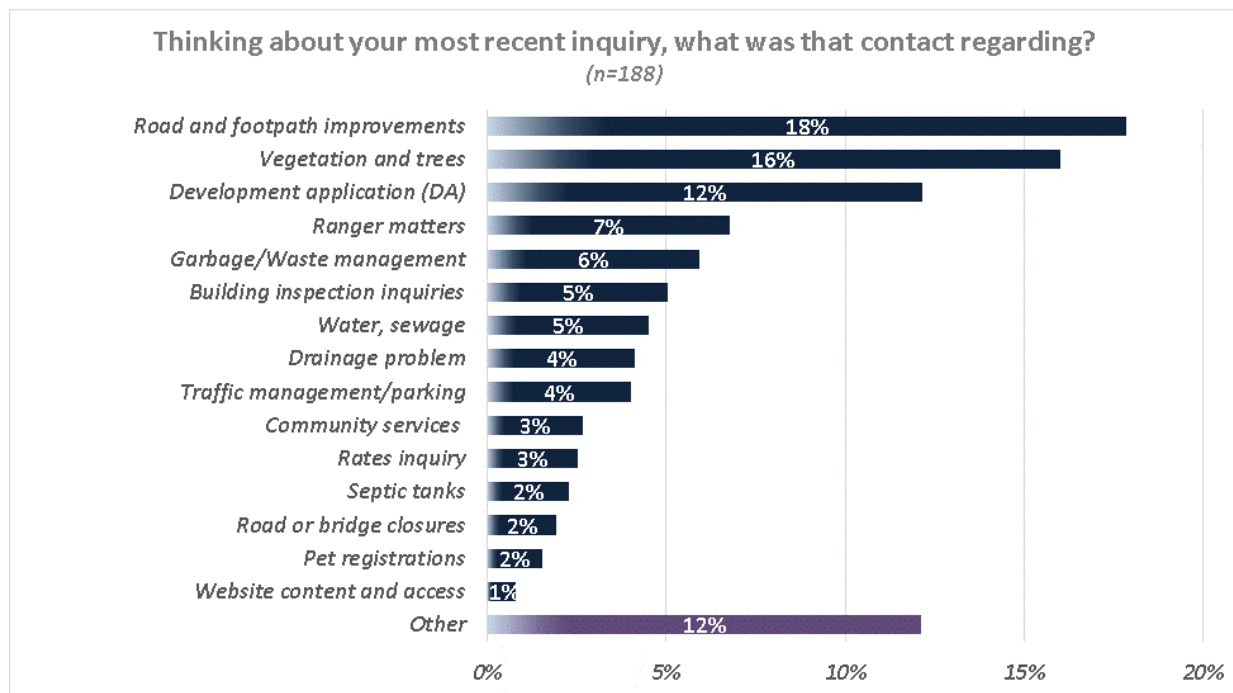
Rural residents were more likely to have had contact with Council than urban residents (53% and 39% contact respectively). Similarly, those residing in Bowraville were more likely to have contacted Council (59%) than those in Nambucca or Macksville (40% each). And those aged 40-59 were also more likely to contact Council than those aged 18-39 or 60 years and over (55% compared with 42% and 40% respectively).

Graph 3.2: Frequency of contact with Council in the past 12 months



Approximately half (51%) of those who had contacted Council in the past 12 months did so once or twice. The remaining half contacted Council three or more times. Females and those aged 18-39 years were more likely to have contacted Council just once than males and those aged 40-59 years (30% of females to 20% of males, and 39% of 18-39 year olds to 17% of 40-59 year olds).

Graph 3.3: Issue contacted Council regarding



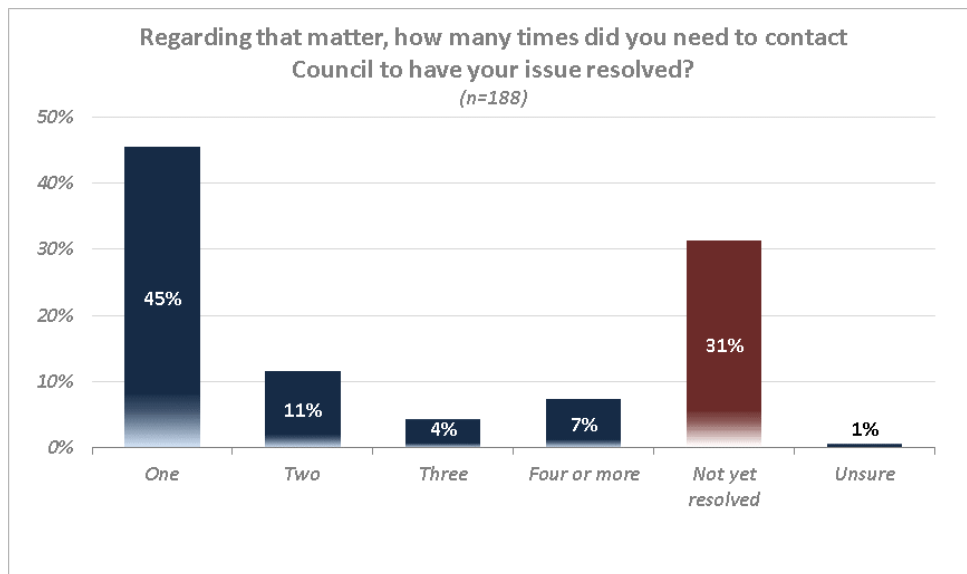
Understandably, a wide range of topics were mentioned as the reason for most recent contact with Council. The most frequently mentioned topic of enquiry was roads and footpath improvements (mentioned by 18% of those who contacted Council) followed by vegetation and trees (16%), development applications (12%) and ranger matters (7%).

“Other” topics included: fencing; pool inspections; the shooting range, and; property boundaries - to name just a few.

Those aged 40-59 years were more likely to contact Council regarding a development application (21% to 6% of both 18-39 year olds and 60 years and over) while older residents were more likely to contact Council regarding vegetation and trees and younger residents were more likely to notify Council of road and footpath improvement requirements. Differences in Council requests by groups of interest are outlined in greater detail in Appendix 4.

Respondents were then asked how many contacts they made with Council to resolve their most request enquiry.

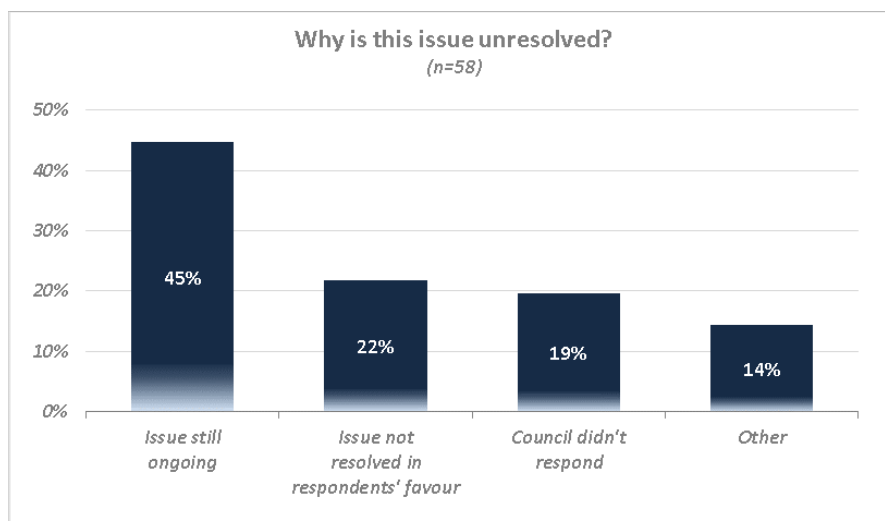
Graph 3.4: Number of contacts required to resolve their most recent enquiry



Over half those respondents contacting Council had their issue resolved within one or two contacts (56%) but almost a third of respondents 31% indicated that their most recent enquiry was not yet resolved.

Those in urban areas were more likely to have their issue resolved on first or second contact than those in rural areas (51% and 42% respectively). Those in rural areas were more likely to indicate that their issue was not yet resolved (36%) than those in urban areas (24%).

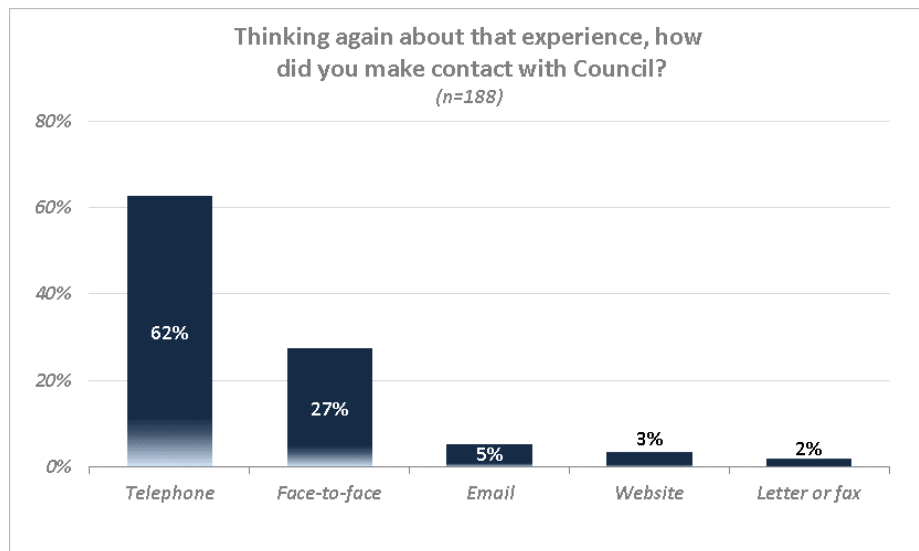
Graph 3.5: Why issue has not yet been resolved



Almost half of those who indicated that their enquiry was not yet resolved indicated that the issue was ongoing (45%). One in five were unhappy with the resolution (22%) and, disappointingly, 19% indicated that Council didn't respond to their enquiry.

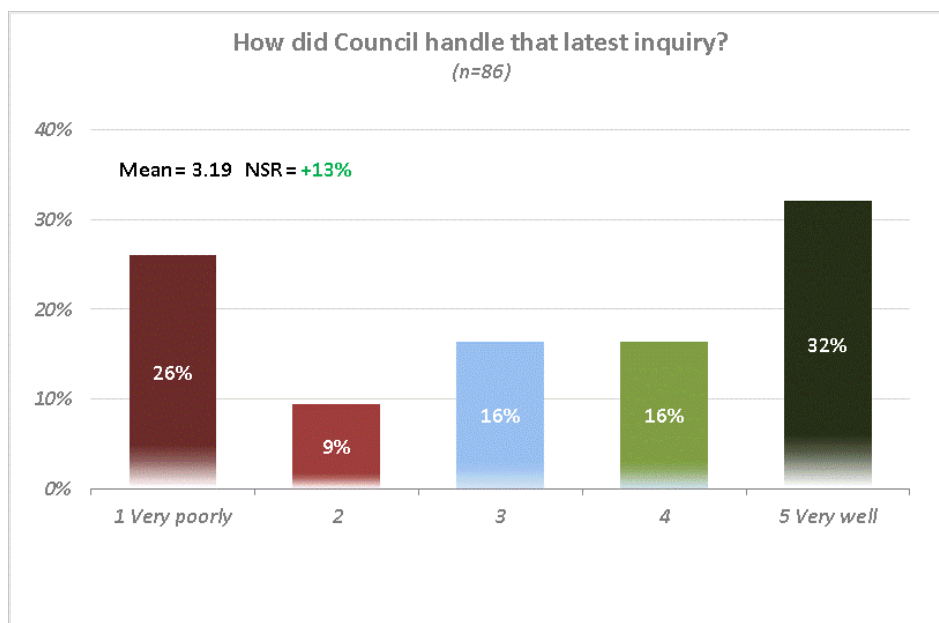
Those aged 60 years and over were more likely to indicate that their issue was still ongoing than those aged 18-39 years (50% and 38% respectively). Those aged 18-39 years were more likely to suggest that Council didn't respond to their enquiry than those aged 60 years and over (63% and 6% respectively).

Graph 3.6: Method for contacting Council



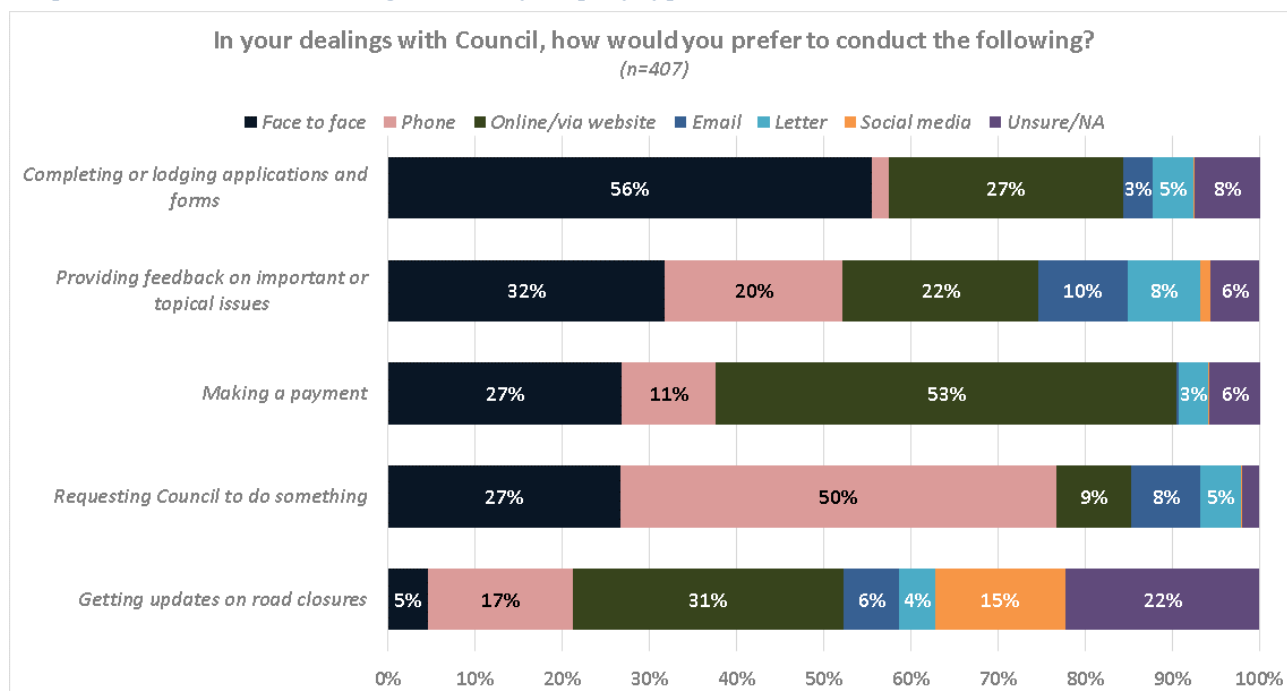
Three in five of those who contacted Council did so via the telephone (62%) and one quarter (27%) face-to-face. Online methods of contact with Council were used by only a very small proportion, suggesting this is an area where promotion is required.

Graph 3.7: Satisfaction with how well Council handled your enquiry



Satisfaction ratings with Council handling of their most recent enquiry were quite polarised with large proportions rating Council handling as either very well (32%) or very poor (26%). The mean handling rating was 3.19 with a net handling score of +13% suggesting that there were more good than bad experiences.

Graph 3.8: 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 (53%) or getting updates on road closures (31%). However people preferred to lodge a form or applications in person (56%), likely due to any assistance required for completing the form. Telephone was preferred when requesting Council to do something (50%).

Those aged 18-39 were significantly more likely to prefer online methods for making payments, completing applications and providing feedback on an issue than those aged 60 years or older (61% compared to 45%, 50% compared to 14% and 44% compared to 9% respectively). Conversely, those aged 60 and over were more likely to prefer face-to-face methods for making a payment and completing or lodging applications and forms (38% compared to 13%, and 66% compared to 38% respectively).

This suggests, as one would expect, that online tends to be the default contact method for those aged 18 to 39 years.

The link between contact and overall satisfaction

Council survey after council survey suggests that overall customer satisfaction is more closely aligned to residents' experiences in dealing with Council than it is to their satisfaction with specific services and facilities. And so it has proven in this instance as well.

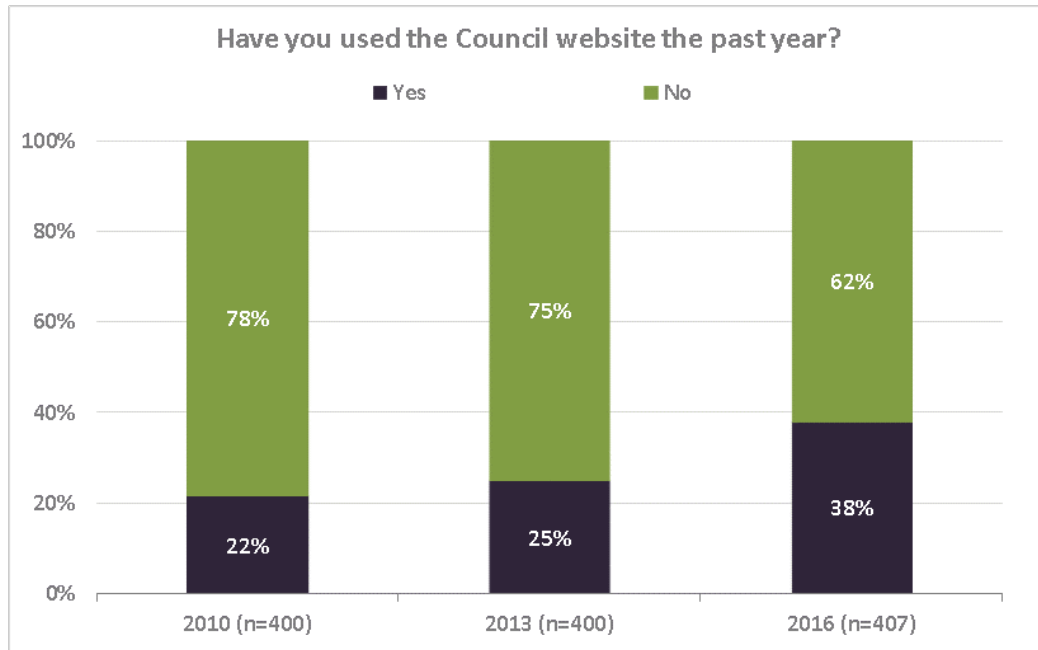
Data linking (a) satisfaction scores with how a personal contact has been handled and (b) overall satisfaction suggests a direct link between the two. In particular, there appears to be a statistically significant correlation between dissatisfaction with the way such contact is handled, and a poor overall satisfaction score.

This once again highlights the need to ensure that all communication with residents is as timely and empathetic as possible – particularly where the decision is at odds with a resident's preferred outcome!

Part 4: Council Website

Respondents were then asked a number of questions regarding their use of the Council website.

Graph 4.1: Have you used the Council website during the past year?



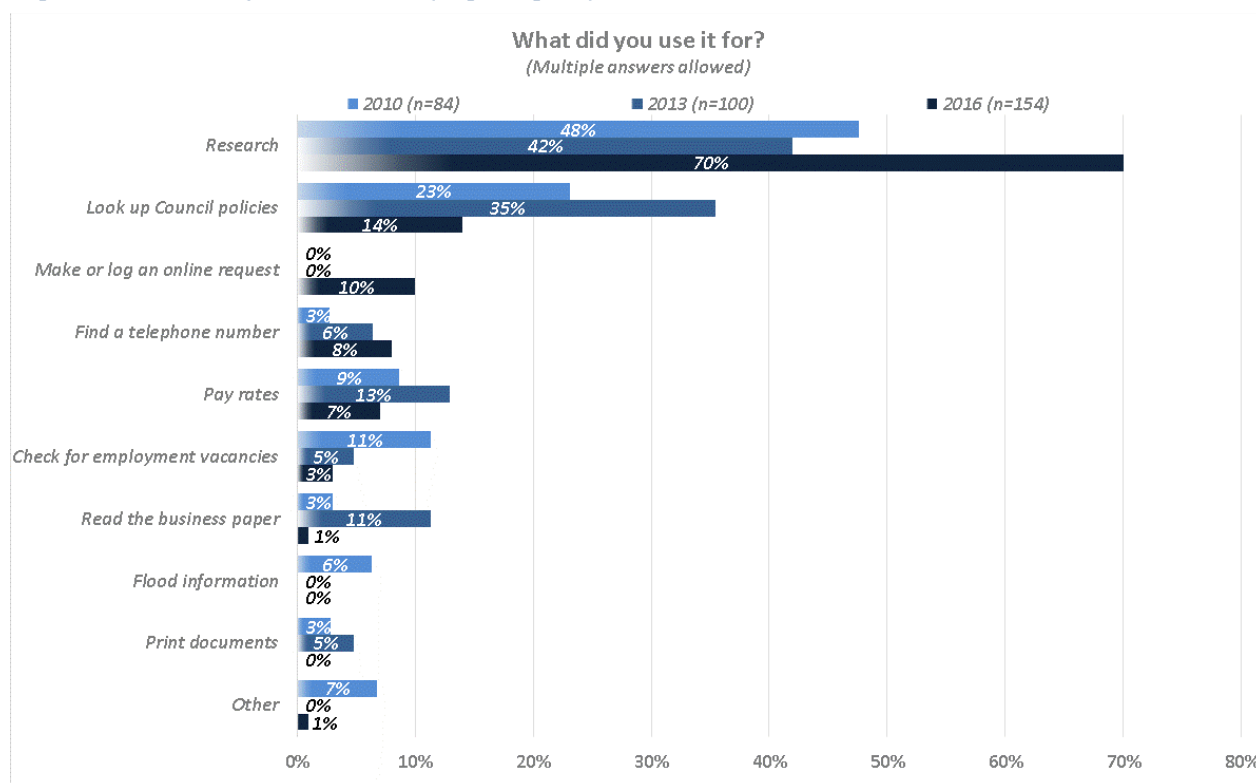
Just over a third of respondents had used the website in the past year (38%). Website use is climbing with the proportion of respondents indicating they had used the website showing an upward trend (from 22% in 2010 to 25% in 2013 and 38% in 2016).

Unsurprisingly, younger residents were more likely to have used the website than older residents (44% of 18-39 years, and 44% of those aged 40-59 years compared with 27% of those aged 60 years and older).

Those who had used the website in the last year were asked what they had used it for:

(Continued next page)

Graph 4.2: What did you use it for? (unprompted)

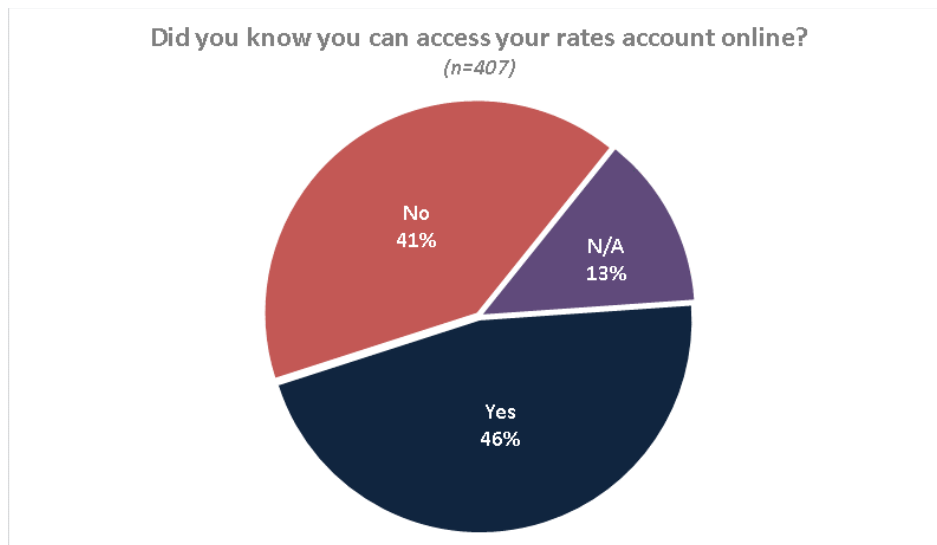


Research (70%), looking up Council policies (14%), making or logging an online request (10%) and to find a telephone number (6%) were the most frequently mentioned website uses. These website uses have demonstrated changes in proportions over the measurement periods, however the general purposes have remained the same.

Those who used the website were asked if they could think of ways in which the website could be improved. The majority could not think of how to improve it, suggesting that it fitted their need. The comments made by those who did offer suggestions are outlined in Appendix 3.

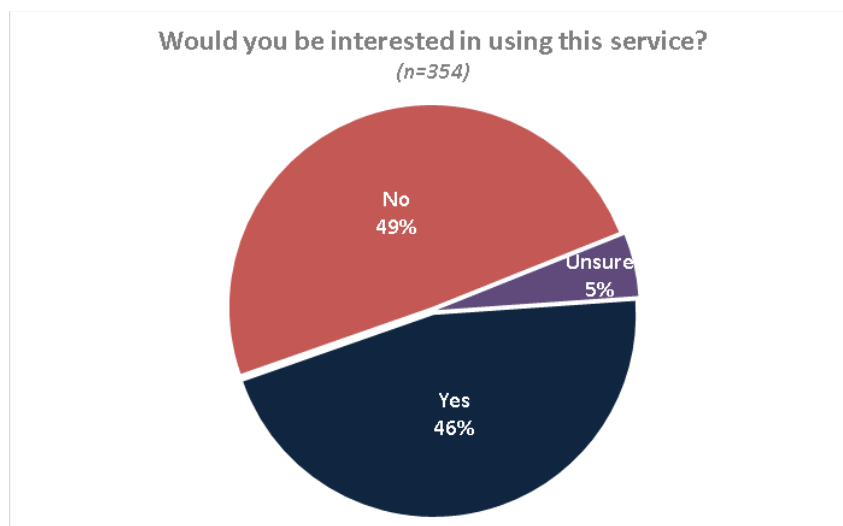
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Graph 4.3: Awareness that you can access your rates account online



Almost half of those surveyed claimed to be aware that they could now access their rates online. Interestingly this was consistent between different ages and genders.

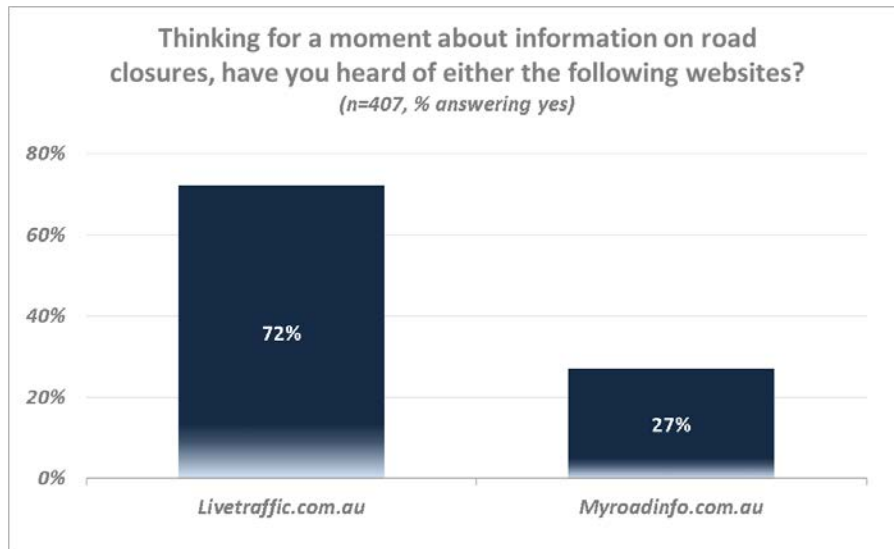
Graph 4.4: Interest in accessing online rates account



Excluding renters and those without a computer, almost half of the respondents (46%) indicated that they would like to access the rates account online service.

Younger age groups showed greater interest in utilising this service than older residents (59% of 18-39 year olds suggested they were interested in accessing their rates account online compared with 37% of those aged 60 years and older).

Graph 4.5: Awareness of road closure information websites



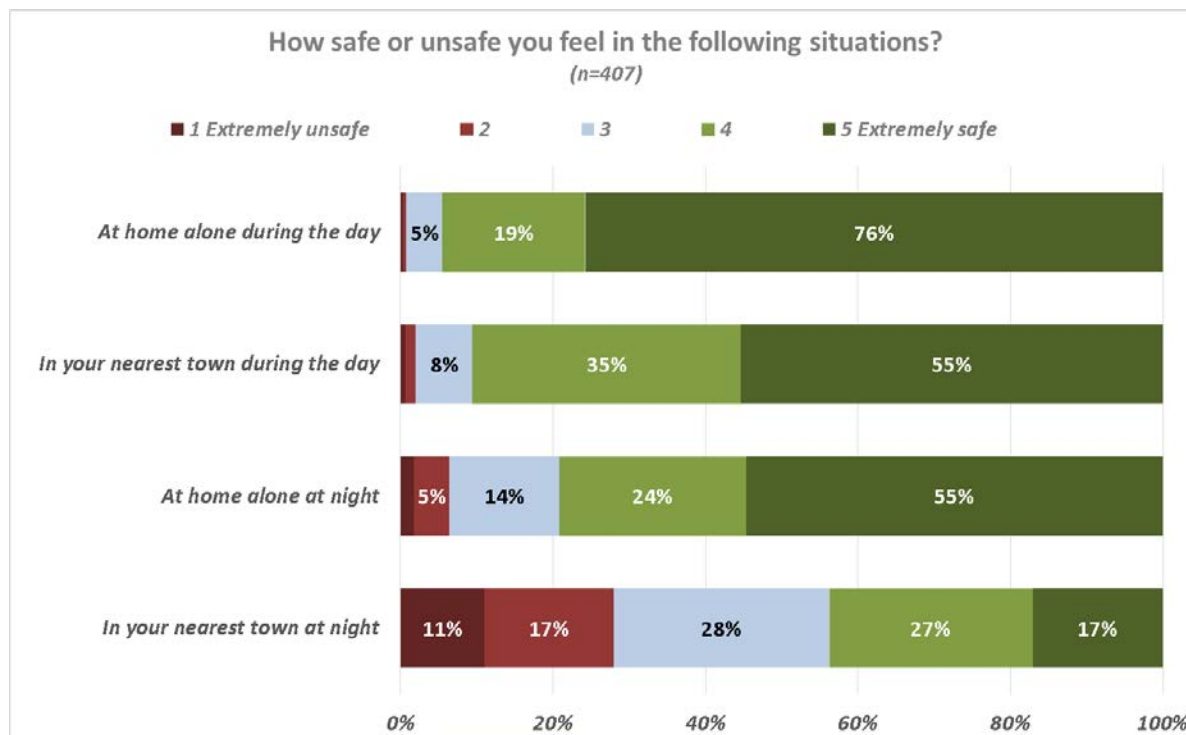
Meanwhile awareness of livetraffic.com.au was high at 72%. However awareness of myroadinfo.com.au was very poor, at just 27%.

Awareness of livetraffic.com.au was highest amongst those aged 18-39 years (83%) and 40-59 years (83%) compared with those aged 60 years and older (57%).

Part 5: Perception of Safety

Respondents were next asked how safe they felt across a number of circumstances. Safety was rated on a 5-point scale (where 1 meant extremely unsafe and 5 meant extremely safe):

Graph 5.1: Perception of safety



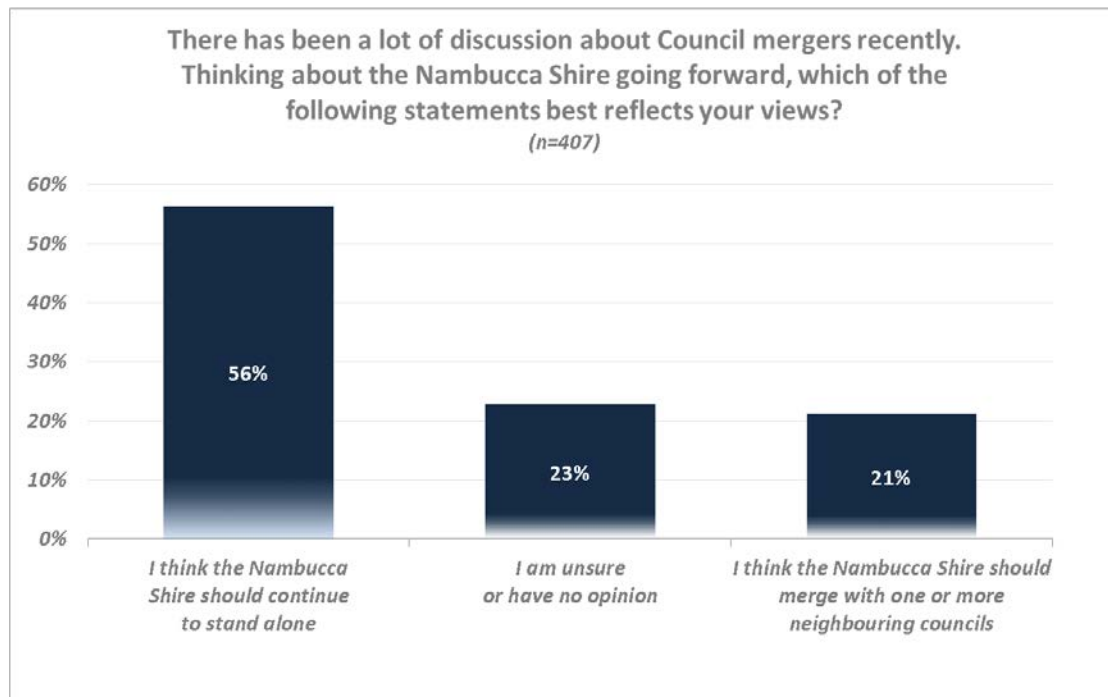
Unsurprisingly, the proportion of residents indicating that they felt safe or extremely safe (rating safety as 4 or 5 out of 5) was highest when at home alone during the day (95%). 90% rated safety as a 4 or 5 when in their nearest town during the day and 79% when at home alone at night. Perception of safety when out in the nearest town at night was significantly lower, with just 44% indicating they feel safe in that situation.

As one would expect, older residents felt significantly less safe in their nearest town at night than younger respondents (with mean safety scores of 2.99 for those aged 60-plus, against 3.44 for those 18-39). And Nambucca residents felt less safe than those in Macksville or Bowraville (with mean safety scores of 2.94, 3.39 and 3.39 respectively). However there was no significant difference by gender.

Part 5: Council mergers

The survey concluded with a number of questions regarding Council mergers. First, respondents were asked to indicate whether they felt Nambucca Shire should continue to stand alone or merge with one or more neighbouring Council.

Graph 5.2: Preference for Nambucca Shire merging with neighbouring Council or standing alone



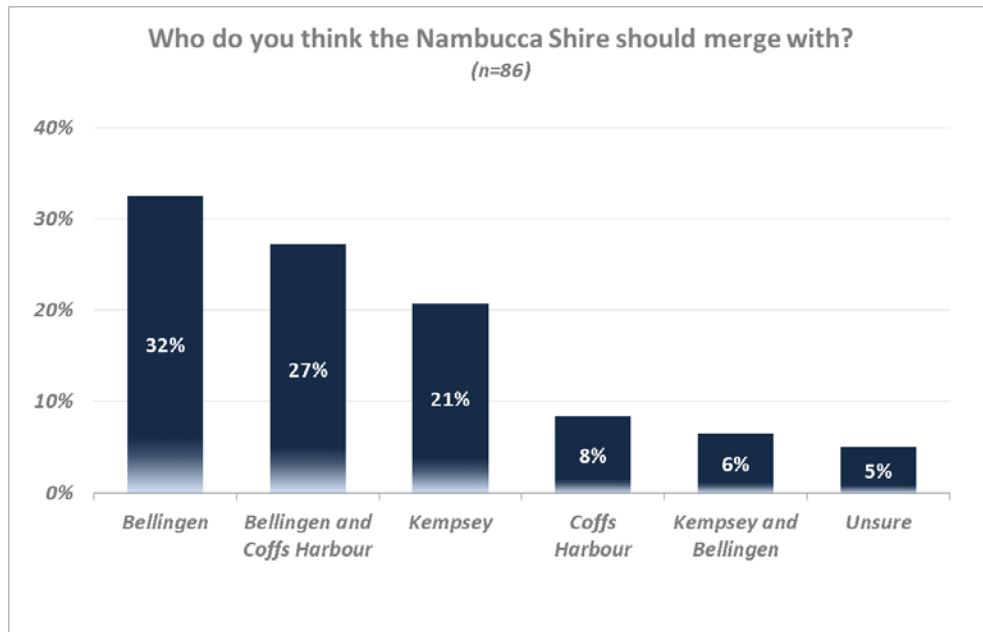
Over half of respondents (56%) felt Nambucca Shire should continue to stand alone while one in five (21%) felt Council should merge with one or more neighbouring Council. A further 23% were undecided.

Support for merging was highest among males (29% compared with 14% of females). Those residing in Macksville were more likely to indicate that they felt Nambucca should stand alone than those residing in Nambucca (65% compared with 44%).

Those who indicated that Nambucca Shire should merge with one or more neighbouring Council were asked which Council they thought they should merge with:

(Continued next page)

Graph 5.3: Preference for Nambucca Shire merger partner



Bellingen Council was the preferred merger partner amongst respondents favouring a merger (32%). This was followed closely by Bellingen and Coffs Harbour (27%), Kempsey (21%), Coffs Harbour (8%) and Kempsey and Bellingen (6%).

However these results should not be extrapolated due to the small sample size (n=86).

Appendix 1: Survey questionnaire

Version 1

Nambucca_Council_CSS_2016

Last modified:14/03/2016 10:43:16 AM

Q1. Hi my name is (name) and I'm calling from Jetty Research on behalf of Nambucca Shire Council. We're looking to speak with people aged 18-60, would anyone in your household be in that age range?

YES - 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? . NO - We've had such a high response from people over 60 and we now need to hear from other age ranges so we have a good mix of all age groups. Thank you for your time.

Offer CALL BACK if inconvenient time. Council contact is Scott Norman, assistant GM. Phone 6568 0227 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 sevices they use

	1 Very poor	2	3	4	5 Excellen t	N/A	
Sealed roads	1	2	3	4	5	555	Q8_1
Unsealed roads	1	2	3	4	5	555	Q8_2
Bridges	1	2	3	4	5	555	Q8_3
Footpaths and cycleways	1	2	3	4	5	555	Q8_4
Cleanliness of streets	1	2	3	4	5	555	Q8_5
Online services	1	2	3	4	5	555	Q8_6
Dog control	1	2	3	4	5	555	Q8_7
Stormwater drainage	1	2	3	4	5	555	Q8_8
Public toilets	1	2	3	4	5	555	Q8_9
Weed control	1	2	3	4	5	555	Q8_10
Waste and recycling	1	2	3	4	5	555	Q8_11
Water supply	1	2	3	4	5	555	Q8_12
Sewage collection and treatment	1	2	3	4	5	555	Q8_13
Sporting facilities	1	2	3	4	5	555	Q8_14
Parks, reserves and playgrounds	1	2	3	4	5	555	Q8_15
Council pool	1	2	3	4	5	555	Q8_16
Libraries	1	2	3	4	5	555	Q8_17
Community halls	1	2	3	4	5	555	Q8_18
Youth facilities and activities	1	2	3	4	5	555	Q8_19
Services for the elderly	1	2	3	4	5	555	Q8_20
Economic development and attracting new investment	1	2	3	4	5	555	Q8_21
Tourism marketing	1	2	3	4	5	555	Q8_22
Development applications (DA's)	1	2	3	4	5	555	Q8_23
Coastal and beach management	1	2	3	4	5	555	Q8_24
Environmental monitoring and protection	1	2	3	4	5	555	Q8_25
River water quality	1	2	3	4	5	555	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	Q9_1
Unsealed roads	1	2	3	4	5	Q9_2
Bridges	1	2	3	4	5	Q9_3
Footpaths and cycleways	1	2	3	4	5	Q9_4
Cleanliness of streets	1	2	3	4	5	Q9_5
Online services	1	2	3	4	5	Q9_6
Dog control	1	2	3	4	5	Q9_7
Stormwater drainage	1	2	3	4	5	Q9_8
Public toilets	1	2	3	4	5	Q9_9
Weed control	1	2	3	4	5	Q9_10
Waste and recycling	1	2	3	4	5	Q9_11
Water supply	1	2	3	4	5	Q9_12
Sewage collection and treatment	1	2	3	4	5	Q9_13
Sporting facilities	1	2	3	4	5	Q9_14
Parks, reserves and playgrounds	1	2	3	4	5	Q9_15
Council pool	1	2	3	4	5	Q9_16
Libraries	1	2	3	4	5	Q9_17
Community halls	1	2	3	4	5	Q9_18
Youth facilities and activities	1	2	3	4	5	Q9_19
Services for the elderly	1	2	3	4	5	Q9_20
Economic development and attracting new investment	1	2	3	4	5	Q9_21
Tourism marketing	1	2	3	4	5	Q9_22
Development applications (DA's)	1	2	3	4	5	Q9_23
Coastal and beach management	1	2	3	4	5	Q9_24
Environmental monitoring and protection	1	2	3	4	5	Q9_25
River water quality	1	2	3	4	5	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, other than to make a payment?

UNPROMPTED

Yes	1	
No	555	Go to Q20
Unsure	666	Go to Q20

Q13

Q14. Could you tell please tell me approximately how many times you have contacted Council during this time?

UNPROMPTED

Once	1	
Twice	2	
Three times	3	
Four or more	4	
Unsure	666	

Q14

Q15. Thinking about your most recent inquiry, what was that contact regarding?

UNPROMPTED

Garbage/Waste management/Recycling/Tips	1	
Development application (DA)	2	
Building inspection inquiries	3	
Rates inquiry (including pensioner rebates and change of address)	4	
Water billing	5	
Water, sewage	6	
Septic tanks	7	
Drainage problem	8	
Community services (availability of facilities, grants for projects, community events, aged and disabled services etc.)	9	
Ranger matters - barking dogs, livestock, etc.	10	
Vegetation and trees - e.g. requesting council to clear vegetation or mow grass	11	

Other parks and gardens	12
Road and footpath improvements	13
Library	14
Cultural facilities	15
Cultural or sporting events	16
Traffic management/parking	17
Road or bridge closures	18
Fees and charges generally	19
Cemetries	20
Pet registrations	21
Website content and access	22
Can't recall	23
OTHER	

Q15

Q16. And regarding that matter, how many times did you need to contact Council to have your issue resolved?

UNPROMPTED

One	1
Two	2
Three	3
Four or more	4
Not yet resolved	5
Unsure	666

Q16

Q17. Can you briefly explain why you don't believe the issue has been resolved?

Answer If Attribute "Not yet resolved" from Q16 is SELECTED

UNPROMPTED

Issue still ongoing	1
Council didn't respond	2
Issue not resolved in respondents favour	3
OTHER	

Q17

Q18. Thinking again about that experience, how did you make contact with Council?

UNPROMPTED

Telephone	1
Face-to-face	2
Letter or fax	3
Email	4
Website	5
Unsure	6

Q18

Q19. 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

Q20. 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
Requesting Council to do something (e.g. fix a pothole)	1	2	3	4	5	6	666
Completing or lodging applications and forms	1	2	3	4	5	6	666
Providing feedback on important or topical issues	1	2	3	4	5	6	666
Getting updates on road closures etc. during floods	1	2	3	4	5	6	666

Q20_1

Q20_2

Q20_3

Q20_4

Q20_5

Q21. Now [Q7], have you used the Council website the past year?

Last 12 months

Yes	1	
No	2	Go to Q24
Unsure	666	Go to Q24

Q21

Q22. What did you use it for?

UNPROMPTED - tick any mentioned

Pay rates	1	
Print documents	2	
Research	3	
Check for employment vacancies	4	
Read the business paper	5	
Find a telephone number	6	
Look up Council policies	7	
Make or log an online request	8	
OTHER		

Q22_1

Q22_2

Q22_3

Q22_4

Q22_5

Q22_6

Q22_7

Q22_8

Q22_O

Q23. Do you have any suggestions on how it could be improved?

PROBE or type no

Q23

Q24. Did you know you can access your rates account online?

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

Q24

Q25. 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
Unsure	666

Q25

Q26. Thinking for a moment about information on road closures, have you heard of either the following websites?

PROMPTED

	Yes	No
Livetraffic.com.au	1	2
Myroadinfo.com.au	1	2

Q26_1

Q26_2

Q27. Now on a different topic [Q7], can you tell me how safe or unsafe you feel in the following situations? We'll use a scale of 1-5, where 1 means you feel extremely unsafe, and a 5 means you feel extremely safe.

PROMPTED

	1 Extremely unsafe	2	3	4	5 Extremely safe
At home alone during the day	1	2	3	4	5
At home alone at night	1	2	3	4	5
In your nearest town during the day	1	2	3	4	5
In your nearest town at night	1	2	3	4	5

Q27_1

Q27_2

Q27_3

Q27_4

Q28. As you might know, there has been a lot of discussion about Council mergers recently. Thinking about the Nambucca Shire going forward, which of the following statements best reflects your views?

PROMPTED

I think the Nambucca Shire should continue to stand alone 1

I think the Nambucca Shire should merge with one or more neighbouring councils 2

I am unsure or have no opinion 3

Q28

Q29. Who do you think the Nambucca Shire should merge with?

Answer If Attribute "I think the Nambucca Shire should merge with one or more neighbouring councils" from Q28 is SELECTED

UNPROMPTED

Kempsey 1

Bellingen 2

Kempsey and Bellingen 3

Bellingen and Coffs Harbour 4

Unsure 666

OTHER

Q29

Q30. 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

Q30

Q31. Gender?

Dont ask

Male	1
Female	2

Q31

Q32. Is your residence in an urban, rural or village location?

Village is very tiny town

Urban	1
Rural	2
Village	3

Q32

Q33. Which area do you live in?

UNPROMPTED. If not listed ask which town closest town

Bowraville	1
Nambucca	2
Mackville	3
Scotts Head	4
Taylors Arm	5
Valla	6

Q33

Q34. Do you have any children 18 years or under living at home?

Yes	1
No	2
Declined	555

Q34

Q35. And finally, how long have you lived in the Nambucca Shire?

UNPROMPTED

1-5 years	1
6-10 years	2
11-20 years	3
More than 20 years	4

Q35

Q37. 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: Satisfaction with Council services and facilities by groups of interest

Graph A2.1: Satisfaction with Council Services and Facilities, by age

Satisfaction with Council Services and Facilities by age											
Age?		Footpaths and cycleways	Dog control	Public toilets	Waste and recycling	Sewage collection and treatment	Parks, reserves and playgrounds	Youth facilities and activities	Services for the elderly	Econ development /new investment	Development applications
18-39	Mean	3.67	2.62	3.11	3.10	3.92	3.35	3.22	3.96	2.50	3.27
	N	79	57	77	85	54	87	55	43	70	42
	Std. Deviation	1.119	1.167	1.012	1.292	1.023	1.132	.880	.887	.877	1.115
40-59	Mean	2.96	3.21	2.89	3.59	4.02	3.47	2.77	3.07	2.63	2.66
	N	138	114	125	139	74	138	96	99	119	81
	Std. Deviation	1.216	1.268	1.162	1.089	1.014	1.044	1.148	1.085	1.034	1.160
60+	Mean	3.37	3.20	3.34	3.89	4.30	3.90	3.10	3.53	3.00	2.74
	N	143	139	130	158	87	147	71	124	116	75
	Std. Deviation	1.097	1.205	1.146	1.131	.729	.864	1.154	.969	1.022	1.106
Total	Mean	3.28	3.10	3.12	3.60	4.11	3.61	2.99	3.43	2.74	2.82
	N	360	309	332	382	215	372	222	266	305	198
	Std. Deviation	1.177	1.238	1.137	1.190	.921	1.024	1.102	1.046	1.014	1.149

Graph A2.2: Satisfaction with Council Services and Facilities, by region

Satisfaction with Council Services and Facilities by region					
Which area do you live in?		Public toilets	Waste and recycling	Sewage collection and treatment	River water quality
Bowraville	Mean	3.15	3.27	3.59	3.14
	N	70	65	26	72
	Std. Deviation	1.073	1.517	1.471	1.126
Nambucca	Mean	3.37	3.80	4.15	3.32
	N	91	118	77	109
	Std. Deviation	1.053	.990	.775	1.150
Mackville	Mean	2.86	3.50	4.24	3.28
	N	107	124	70	120
	Std. Deviation	1.203	1.212	.791	1.132
Other	Mean	3.14	3.75	4.14	3.49
	N	63	75	42	70
	Std. Deviation	1.145	1.059	.863	.929
Total	Mean	3.12	3.60	4.11	3.31
	N	332	382	215	371
	Std. Deviation	1.137	1.190	.921	1.102

Appendix 3: Importance of Council services and facilities by groups of interest

Graph A3.1: Importance placed on Council Services and Facilities, by age

Importance placed on Council services and facilities, by age													
Age?		Unsealed roads	Bridges	Footpaths and cycleways	Online services	Waste and recycling	Sewage collection and treatment	Sporting facilities	Parks, reserves and playgrounds	Council pool	Youth facilities and activities	Services for the elderly	Econ development/ new investment
18-39	Mean	3.35	4.22	4.01	2.92	4.49	4.01	3.61	4.19	3.40	3.59	3.43	3.82
	N	90	90	90	90	90	90	90	90	90	90	90	90
	Std. Deviation	1.255	.923	1.108	1.411	.552	1.476	1.232	.684	1.250	1.240	1.427	1.300
40-59	Mean	3.26	3.90	3.72	2.69	4.11	3.45	3.41	3.85	3.26	3.36	3.78	3.99
	N	147	147	147	147	147	147	147	147	147	147	147	147
	Std. Deviation	1.320	1.090	1.111	1.367	.872	1.542	1.183	1.024	1.304	1.437	1.288	1.050
60+	Mean	2.93	3.58	3.47	2.52	4.12	3.47	3.02	3.57	2.98	3.05	4.00	3.61
	N	170	170	170	170	170	170	170	170	170	170	170	170
	Std. Deviation	1.448	1.229	1.226	1.451	.893	1.555	1.382	1.174	1.411	1.500	1.077	1.302
Total	Mean	3.14	3.84	3.68	2.67	4.20	3.58	3.29	3.81	3.18	3.28	3.80	3.79
	N	407	407	407	407	407	407	407	407	407	407	407	407
	Std. Deviation	1.371	1.142	1.176	1.417	.835	1.547	1.300	1.054	1.347	1.436	1.253	1.225

Graph A3.2: Importance placed on Council Services and Facilities, by region

Importance placed on Council services and facilities, by region													
Which area do you live in?		Unsealed roads	Bridges	Footpaths and cycleways	Stormwater drainage	Waste and recycling	Water supply	Sewage collection and treatment	Sporting facilities	Parks, reserves and playgrounds	Libraries	Development applications	Coastal and beach management
Bowraville	Mean	3.67	4.22	3.04	3.13	4.11	3.25	2.98	2.90	3.48	3.45	3.22	3.76
	N	80	80	80	80	80	80	80	80	80	80	80	80
	Std. Deviation	1.381	.964	1.412	1.549	1.039	1.750	1.738	1.366	1.219	1.253	1.432	1.126
Nambucca	Mean	2.78	3.49	3.94	3.90	4.23	4.40	4.01	3.33	3.85	3.44	2.93	4.14
	N	121	121	121	121	121	121	121	121	121	121	121	121
	Std. Deviation	1.369	1.223	.862	.965	.762	.754	1.235	1.204	1.010	1.239	1.422	.906
Mackville	Mean	3.14	3.93	3.84	3.55	4.07	4.00	3.50	3.46	3.81	3.16	3.18	3.87
	N	129	129	129	129	129	129	129	129	129	129	129	129
	Std. Deviation	1.265	1.097	1.123	1.318	.839	1.280	1.577	1.261	.986	1.342	1.298	.920
Other	Mean	3.16	3.82	3.68	3.79	4.45	4.00	3.68	3.37	4.05	3.69	3.35	4.17
	N	78	78	78	78	78	78	78	78	78	78	78	78
	Std. Deviation	1.379	1.120	1.198	1.146	.636	1.416	1.530	1.380	.979	1.205	1.291	.936
Total	Mean	3.14	3.84	3.68	3.62	4.20	3.97	3.58	3.29	3.81	3.40	3.15	3.99
	N	407	407	407	407	407	407	407	407	407	407	407	407
	Std. Deviation	1.371	1.142	1.176	1.270	.835	1.346	1.547	1.300	1.054	1.279	1.365	.974

Graph A3.3: Importance placed on Council Services and Facilities, by urban v rural

Importance placed on Council services and facilities, by rural v urban							
Urban/Rural		Unsealed roads	Footpaths and cycleways	Dog control	Stormwater drainage	Water supply	Sewage collection and treatment
Urban	Mean	2.92	3.90	3.43	3.91	4.50	4.07
	N	197	197	197	197	197	197
	Std. Deviation	1.286	1.015	1.198	1.037	.632	1.214
Rural/village	Mean	3.34	3.48	3.12	3.34	3.48	3.13
	N	210	210	210	210	210	210
	Std. Deviation	1.419	1.278	1.384	1.401	1.622	1.683
Total	Mean	3.14	3.68	3.27	3.62	3.97	3.58
	N	407	407	407	407	407	407
	Std. Deviation	1.371	1.176	1.305	1.270	1.346	1.547

Graph A3.4: Importance placed on Council Services and Facilities, by satisfied v dissatisfied

Importance placed on Council services and facilities, by satisfied v dissatisfied					
OS*2		Unsealed roads	Online services	Sewage collection and treatment	Council pool
Dissatisfied	Mean	3.51	2.43	3.40	2.91
	N	80	80	80	80
	Std. Deviation	1.481	1.379	1.658	1.411
Satisfied	Mean	2.97	2.85	3.80	3.34
	N	185	185	185	185
	Std. Deviation	1.353	1.484	1.441	1.303
Total	Mean	3.13	2.73	3.68	3.21
	N	265	265	265	265
	Std. Deviation	1.412	1.464	1.518	1.349

Appendix 4: Contact regarding

Graph A4.1: Contact inquiry by age

Thinking about your most recent inquiry, what was that contact regarding?					
		Age?			Total
		18-39	40-59	60+	
Thinking about your most recent inquiry, what was that contact regarding?	Garbage/Waste management/Recycling/Tips	5	6	0	11
		13.9%	7.3%	0.0%	5.9%
	Development application (DA)	2	17	4	23
		5.6%	20.7%	5.8%	12.3%
	Building inspection inquiries	3	4	2	9
		8.3%	4.9%	2.9%	4.8%
	Rates inquiry (including pensioner rebat	0	3	2	5
		0.0%	3.7%	2.9%	2.7%
	Water billing	0	0	1	1
		0.0%	0.0%	1.4%	.5%
	Water, sewage	0	2	6	8
		0.0%	2.4%	8.7%	4.3%
	Septic tanks	0	4	0	4
		0.0%	4.9%	0.0%	2.1%
	Drainage problem	0	4	4	8
		0.0%	4.9%	5.8%	4.3%
	Community services (availability of fac	0	3	2	5
		0.0%	3.7%	2.9%	2.7%
	Ranger matters - barking dogs, livesto	2	7	3	12
		5.6%	8.5%	4.3%	6.4%
	Vegetation and trees - e.g. requesting	5	5	17	27
		13.9%	6.1%	24.6%	14.4%
	Other parks and gardens	0	1	0	1
		0.0%	1.2%	0.0%	.5%
	Road and footpath improvements	10	13	10	33
		27.8%	15.9%	14.5%	17.6%
	Traffic management/parking	2	3	2	7
		5.6%	3.7%	2.9%	3.7%
	Road or bridge closures	3	0	1	4
		8.3%	0.0%	1.4%	2.1%
	Fees and charges generally	0	1	0	1
		0.0%	1.2%	0.0%	.5%
	Cemetries	0	1	0	1
		0.0%	1.2%	0.0%	.5%
	Pet registrations	2	1	0	3
		5.6%	1.2%	0.0%	1.6%
	Website content and access	0	0	1	1
		0.0%	0.0%	1.4%	.5%
	Can't recall	0	0	1	1
		0.0%	0.0%	1.4%	.5%
	OTHER	2	7	13	22
		5.6%	8.5%	18.8%	11.8%
Total		36	82	69	187
		100.0%	100.0%	100.0%	100.0%

Graph A4.2: Contact inquiry by region

Thinking about your most recent inquiry, what was that contact regarding? * Which area do you live in? Crosstabulation					
		Which area do you live in?			
		Bowraville	Nambucca	Mackville	Other
Thinking about your most recent inquiry, what was that contact regarding?	Garbage/Waste management/Recycling/Tips	2 4.1%	4 8.3%	1 2.0%	4 9.8%
					5.8%
	Development application (DA)	3 6.1%	8 16.7%	3 5.9%	9 22.0%
					12.2%
	Building inspection inquiries	1 2.0%	2 4.2%	6 11.8%	1 2.4%
					5.3%
	Rates inquiry (including pensioner rebates)	2 4.1%	0 0.0%	2 3.9%	0 0.0%
					2.1%
	Water billing	0 0.0%	0 0.0%	0 0.0%	1 2.4%
					.5%
	Water, sewage	1 2.0%	2 4.2%	2 3.9%	3 7.3%
					4.2%
	Septic tanks	1 2.0%	1 2.1%	0 0.0%	1 2.4%
					1.6%
	Drainage problem	2 4.1%	3 6.3%	3 5.9%	0 0.0%
					4.2%
	Community services (availability of facilities)	0 0.0%	1 2.1%	1 2.0%	3 7.3%
					2.6%
	Ranger matters - barking dogs, livestock	2 4.1%	0 0.0%	8 15.7%	3 7.3%
					6.9%
	Vegetation and trees - e.g. requesting	6 12.2%	10 20.8%	7 13.7%	4 9.8%
					14.3%
	Other parks and gardens	0 0.0%	1 2.1%	0 0.0%	0 0.0%
					.5%
	Road and footpath improvements	16 32.7%	6 12.5%	6 11.8%	6 14.6%
					18.0%
	Traffic management/parking	2 4.1%	2 4.2%	2 3.9%	1 2.4%
					3.7%
	Road or bridge closures	4 8.2%	0 0.0%	0 0.0%	0 0.0%
					2.1%
	Fees and charges generally	0 0.0%	1 2.1%	0 0.0%	0 0.0%
					.5%
	Cemeteries	0 0.0%	1 2.1%	0 0.0%	0 0.0%
					.5%
	Pet registrations	0 0.0%	1 2.1%	2 3.9%	0 0.0%
					1.6%
	Website content and access	0 0.0%	0 0.0%	1 2.0%	0 0.0%
					.5%
	Can't recall	0 0.0%	0 0.0%	1 2.0%	0 0.0%
					.5%
	OTHER	7 14.3%	5 10.4%	6 11.8%	5 12.2%
					12.2%
Total		49 100.0%	48 100.0%	51 100.0%	41 100.0%
					189 100.0%

Appendix 5: Suggested improvements to the Council website

- ⇒ Acknowledgement of contact being made via website, improved navigation.
- ⇒ Agenda and meetings really hard to find. These should be clearer, perhaps with its own section. More varied/interesting information needed.
- ⇒ All good.
- ⇒ All good.
- ⇒ All good.
- ⇒ All good.
- ⇒ All government work sites aren't user friendly.
- ⇒ Awareness thing, put it also in social media as well as paper.
- ⇒ Clearer navigation and needs to be kept up to date.
- ⇒ Clearer policies and access re road closures during events.
- ⇒ Could make it mac friendly...or phone app.
- ⇒ Easier for older people to navigate.
- ⇒ Easy to navigate.
- ⇒ Easy to navigate.
- ⇒ Floods, fire and road closure information needs to be updated 24/7 not just in business hours. Events should be updated regularly also.
- ⇒ Found everything needed..
- ⇒ Great.
- ⇒ I feel they could have bush fire maps on line.
- ⇒ I found looking up da for gun club was tricky.
- ⇒ I had no problems....
- ⇒ I think it's easy to use.
- ⇒ I wanted to download a da application but the file was too big. The only way for me to deal with it. go in to council to see a hardcopy.
- ⇒ If they put regular updates, a lot of people use the website not read the paper.
- ⇒ Improve the links, make more specific.
- ⇒ Information on website was too broad.
- ⇒ It could be easier for older ratepayers.....who are not so good with online services.
- ⇒ It difficult to find what i needed.
- ⇒ It's very difficult to find specific information.(i work with computers all day and find this very difficult. Could simplify a little.
- ⇒ Just to keep it up to date.
- ⇒ Keep things up to date - latest technology and web design.
- ⇒ Maintaining databases with current information.
- ⇒ Make more simple to find the meeting minutes.
- ⇒ Make navigation easier.
- ⇒ More ease of use, more up to date.
- ⇒ More info re events such as Australia day nothing from Nambucca only other councils, need up do date information.
- ⇒ More updated information for residents on road closures.
- ⇒ More updates.

- ⇒ *Navigation frustrating at time when looking for council meetings.*
- ⇒ *Navigation is easy.*
- ⇒ *Navigation to certain parts of the web site.*
- ⇒ *Need more road closure information on all areas.*
- ⇒ *Needs to be more user friendly, the search bar is terrible.*
- ⇒ *Never received a reply despite being told on the website. Courtesy.*
- ⇒ *Nightmare to navigate.*
- ⇒ *Online complains/feedback - completing in draft form, saving & then submitting.*
- ⇒ *Option to make online bookings with councillors.*
- ⇒ *Pretty good.*
- ⇒ *Pretty good.*
- ⇒ *Respond.*
- ⇒ *Simplify application.*
- ⇒ *Simplify navigation.*
- ⇒ *The information is there, but then you don't receive a response from anyone.*
- ⇒ *The website isn't easy to use. They should simplify it it's terrible.*
- ⇒ *Those websites all the work has been done problem a money issue could buy one that works.*
- ⇒ *Up to date details and contact information for the council.*
- ⇒ *Very complicated, couldn't find the document i was after, but we finely found it .should simplify it. Couldn't find the drafts admission, very hard.*
- ⇒ *Wouldn't allow me to setup direct debit automatically - had to speak to a person. This needs to be automated.*