



KEMPSEY
Shire Council

DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT

10th July 2007

DCCS7	SURVEY OF USERS SATISFACTION AT KEMPSEY REGIONAL SALEYARDS	{ Folio No. * }
	FILE: 500 SJR	

SUMMARY:

Reporting on results of a User Satisfaction Survey at the Kempsey Regional Saleyards

◆◆◆◆◆

DESCRIPTION:

A Users Satisfaction Survey was undertaken at the Kempsey Regional Saleyards in the latter part of 2006 and the early part of 2007 and a copy of the survey is attached at [\(Appendix C – Page J3\)](#) for information. During this period the effects of the drought and a downturn in both cattle sales volume and prices obtained was evident.

The survey was conducted by staff from the Business Services unit of Council on a number of sale days. The survey contained 14 questions and provided participants with the opportunity to elaborate on their thoughts of what was in the greatest need of upgrade in future plans, how the facility could be further improved and provided an avenue for additional comments if they wished.

The 14 questions were responded to by way of a point score rating from 1 to 5 whereby 1 represented a poor satisfaction level and 5 represented an excellent satisfaction level, the median score of 3 represented a good rating.

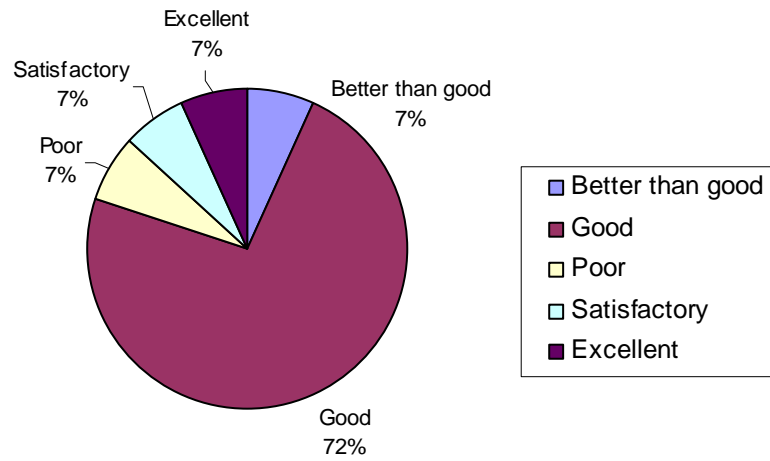
The results of the Satisfaction Survey are graphed and pasted below for easy reference.

Average of scoring for each question

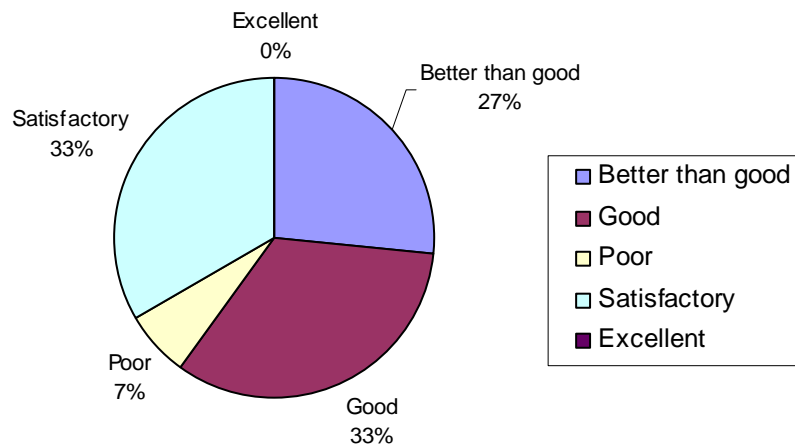
Question	Average score	Question	Average score
1	3	8	3.8
2	2.8	9	4.3
3	3.5	10	3.9
4	4	11	3.9
5	4	12	4
6	3.75	13	4.2
7	4	14	4.3

		Average of all scores	3.8
--	--	------------------------------	------------

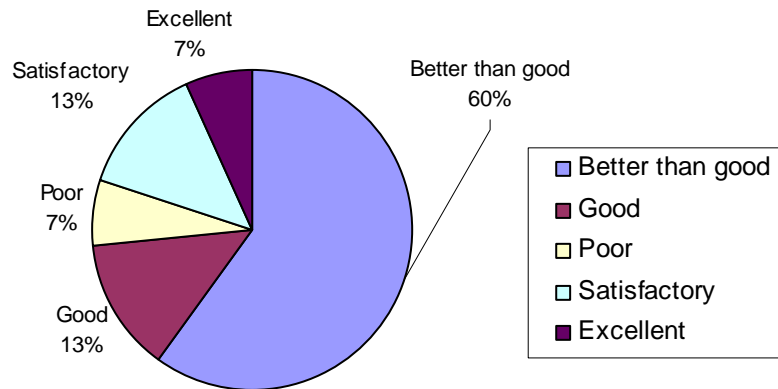
1. How do you rate the car Park?



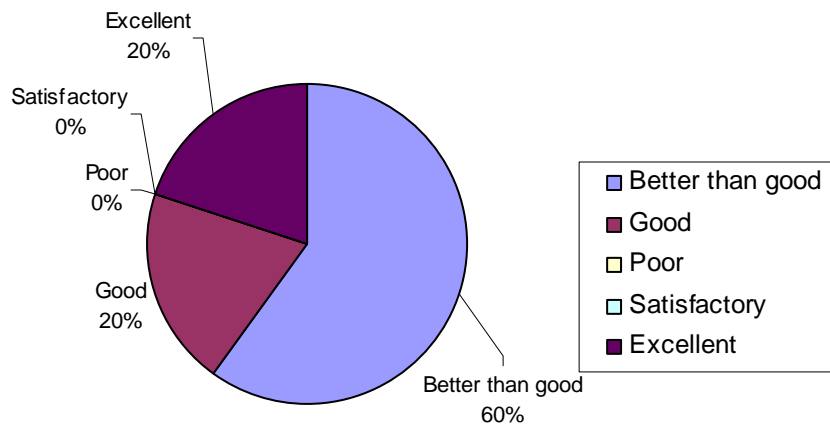
2. Rate your satisfaction with the amenities block?



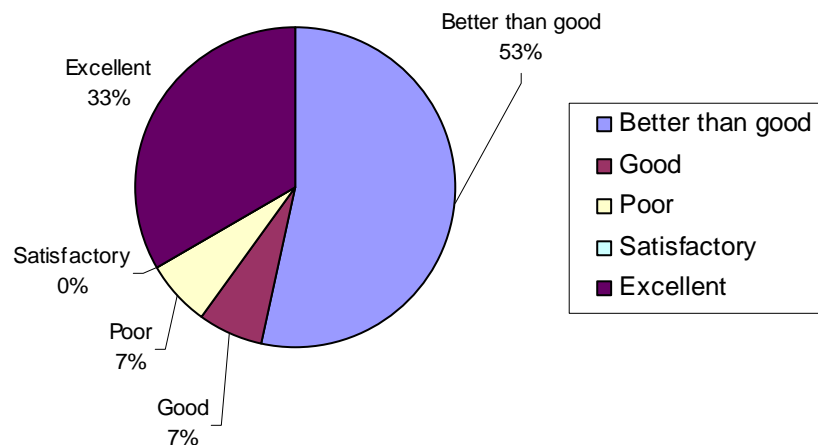
3. What do you think of the seating arrangements?



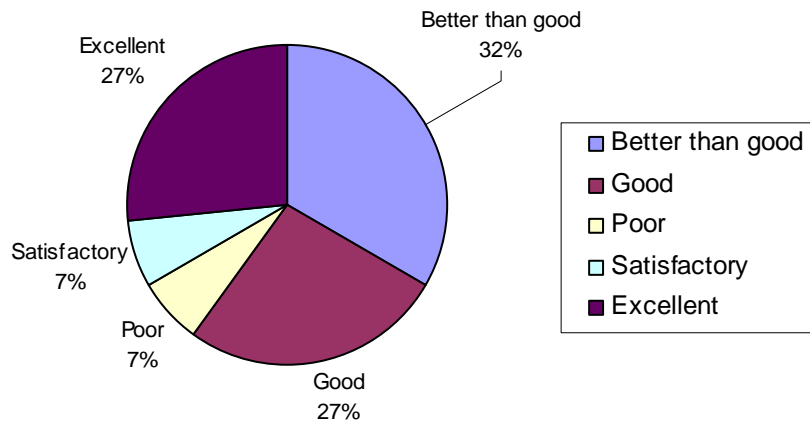
4. How do you rate the facility for customer safety?



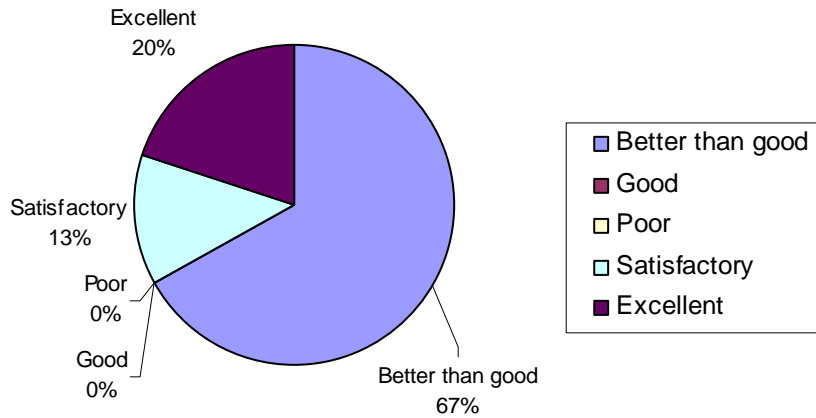
5. How is your view (line of vision) of the sale ring?



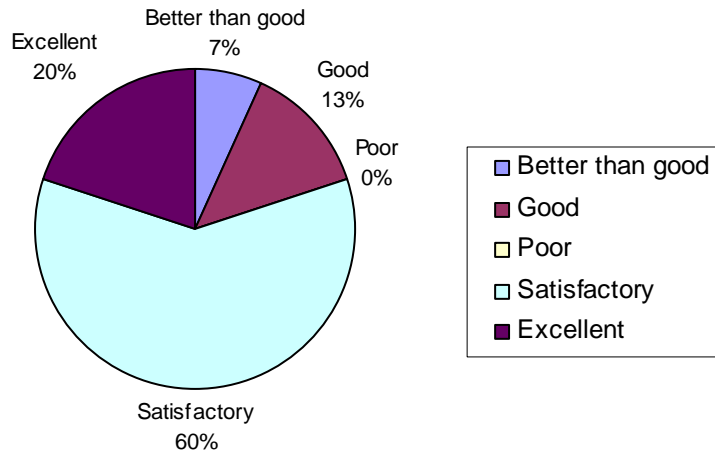
6. How do you rate the method of selling; i.e. ring selling?



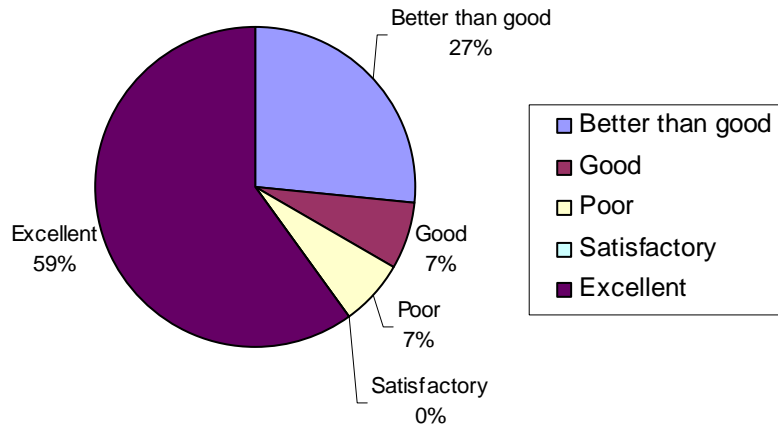
7. Is communication of the upcoming sale dates satisfactory?



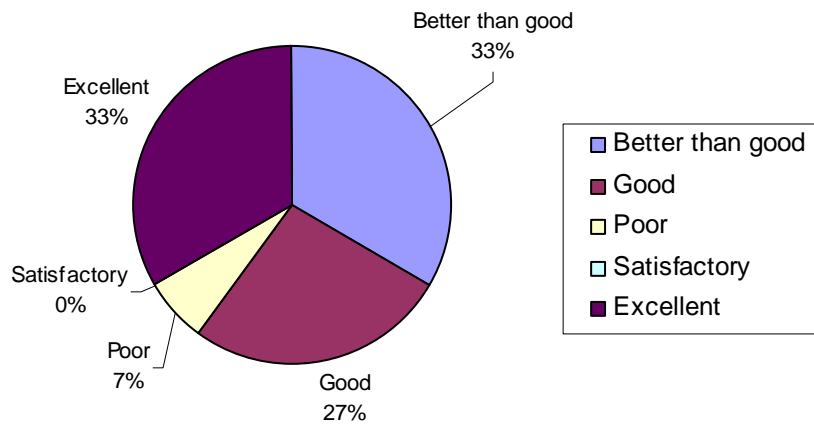
8. Is animal welfare adequately catered for in the saleyards?



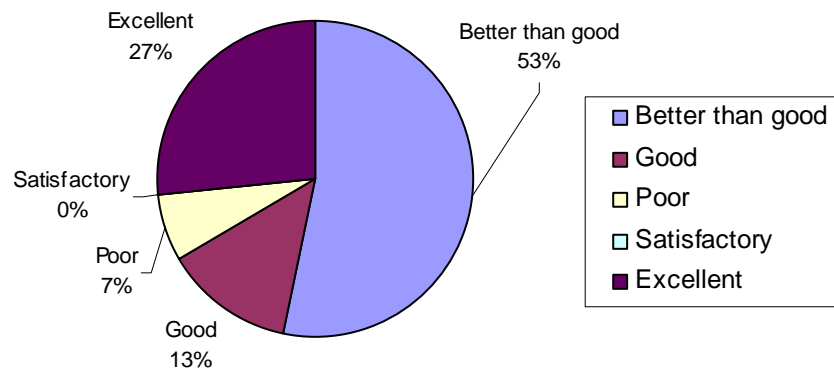
9. Do you consider that the upgrading works have been beneficial to the Saleyards complex?



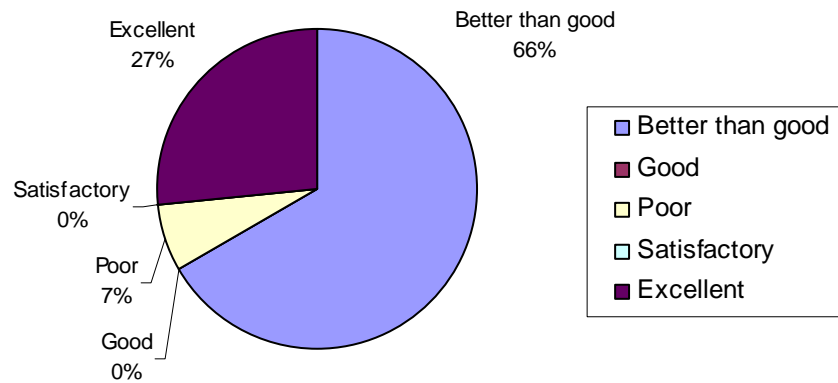
10. Rate your satisfaction with the truck wash facility?



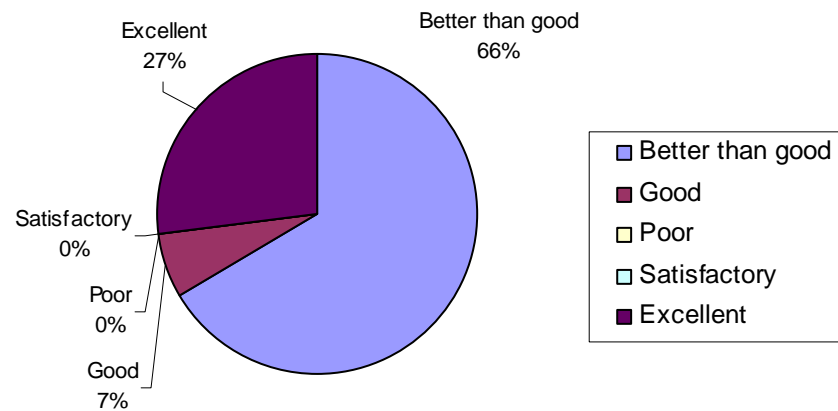
11. Overall how do you rate the saleyards as a facility and service?



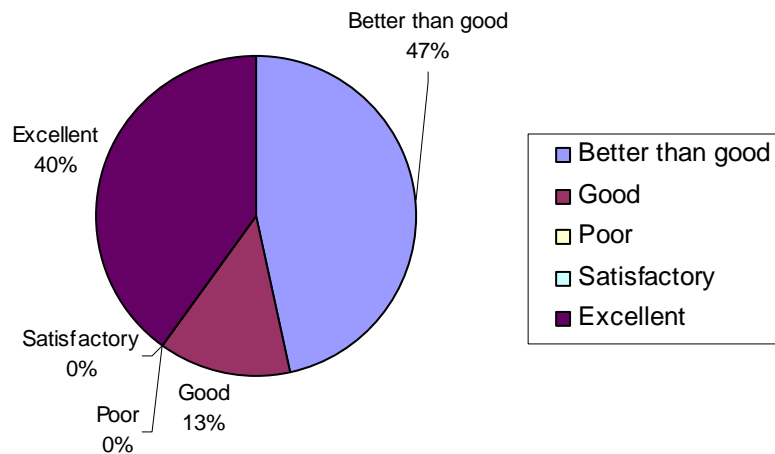
12. Is the frequency of the sale days satisfactory?



13. Is the timing of the sales satisfactory?



14. Rate your satisfaction with the kiosk facility?



Assessment of the survey findings

The average of all questions in the survey was 3.8 which represented a satisfaction of level of better than good. The one question where the satisfaction level was lower than good was question 2 which asked respondents to rate their satisfaction with the amenities block. This question scored only 2.8 which rates between satisfactory and good. The car parking facilities only scored an average rating of 3 which represents 'good'. The upgrade program for 2007/08 includes an upgrade and extension of the car parking areas following the removal of pens along the south western end of the complex.

The highest satisfaction levels were recorded in questions 5, 9, 12 and 14. In general the users of the facility comment that the Saleyards is a well appreciated facility and the upgrades to the complex are producing positive results for the industry and the users.

Some of the suggestions from the survey of how we could improve the facility and what were in the greatest need of upgrade included:

*Gates that swing both ways in the complex.
Upgrade the southern end of the complex
Provide hand washing facilities/showering at the Truck wash
Alter the camber of the Truck wash
Provide a roof for the whole of the complex
Speed up the sale process as a full day is too long
Invite another agent to sell at the complex – competition.*

A constant comment from users of the saleyards was that the facility was very much improved from its previous standard and nowadays it was far superior to other neighbouring saleyards including Tenterfield, Murwillumbah, Grafton, Dorrigo and Macksville.

It was evident that the majority of the people who took part in the survey shared immense pride in the saleyard facility as well as the cattle industry in the Macleay Valley. Respondents to the survey often praised Council for the upgrade program as well as taking the time to ask questions and listen to the feedback from them as customers of the complex.

Using the data

The information obtained from this satisfaction survey will be utilised and consideration given to suggestions in the formulation of future upgrade works programs to ensure that the saleyards remains at the forefront of the cattle industry.

A follow up survey will be conducted at the completion of the next stage of the upgrade works.

REPORT IMPLICATIONS:

- *Environmental*

No implications

- *Social*

No implications

- *Economic (Financial)*

No implications

- *Policy or Statutory*

Nil implications

- *Directors Review*

The survey provides good feedback on Council's initiative relating to the Saleyards upgrade program.

RECOMMENDATION:

That the information be noted.

.....
G B Snape
DIRECTOR CORPORATE AND COMMUNITY SERVICES