Community Research

A research report prepared for

*Kempsey Shire Council*

November 2008

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Table of Contents

Background

Kempsey Shire Council sought to examine community attitudes and satisfaction with a broad range of issues that will assist with the development of Council's future plans.

Council wished to better understand residents' expectations, their perceptions of their service experience, the importance they attach to specific Council services and their satisfaction level with those services.

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse trends within the community.

Methodology

Data collection

Micromex Research, together with the Kempsey Shire Council working party, developed the questionnaire.

A copy of the questionnaire is provided in Appendix C.

Data collection period

The survey was conducted during the period 7th October to 14th October, 2008 from 4:30pm to 8:30pm, Monday to Thursday.

Survey area

Kempsey Shire Local Government Area.

Sample selection

The sample consisted of a total of 300 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

Participants

Individuals in the household, 18 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home the call-backs were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

On completion of the survey, additional interviews were conducted where certain sections were underrepresented. A quota sampling procedure was used to eliminate the need for heavily weighting the research.

The compliance rate achieved was 52%, which represents a good cross section of the community and provides a sound basis for gauging community opinion.

Sampling error

A sample size of 300 residents provides a maximum sampling error of plus or minus 5.6% at 95% confidence.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Where applicable, the issues in each question were systematically rearranged for each respondent.

Prequalification

Participants in this survey were pre-qualified as having lived in the Kempsey Shire Council area for a minimum of six months.

Data analysis

The data within this report was analysed using SPSS V15 and SPSS Text Analysis.

Ratings questions

The Likert Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

This scale allowed for a mid range position for those who had a divided or neutral opinion.

Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

      Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

Kempsey Shire Council commissioned a random community survey of 300 residents in an effort to assess the priorities of the community and their attitude to Council's performance.

This survey, conducted by Micromex Research in October 2008, provides a good assessment of where the community perceives that Council is performing well and meeting the priorities of its residents, and also identifies priority areas that require improvement.

Kempsey Shire Council is in the business of serving a population of almost 28,000 with a wide diversity of needs, priorities and expectations for service, many of which are competing. The challenge for Kempsey Shire Council is to ensure a good balance of meeting the majority of needs, the majority of priorities and the majority of expectations for service, most of the time, with a limited budget.

A community survey such as this helps keep an organisation on track. It serves to focus energy and funding decisions on the important issues, services and facilities, and lets you know what the community expects from Council in planning for the future.

The research identifies a real appreciation of the region in which residents live and the lifestyle that they are afforded. Residents have an identified interest in this being maintained and believe that Council's long term planning should accommodate this.

Regarding services and facilities, the current high priority areas for the community, ranked in order, were:

Priority ranking	Service / Facility
1	Community safety and law and order initiatives
2	Rural roads
3	Financial management
4	Town roads
5	Public toilets
6	Land use planning
7	Economic development
8	Footpaths
9	Affordable housing
10	Environmental and sustainability initiatives

In addition to providing feedback on the community's priorities, the survey also provides information on the community's satisfaction with Council's overall performance and customer service.

Overall, the survey shows that 58% of survey respondents were 'satisfied' or 'very satisfied' with Council's performance, 23% were neutral and 18% were 'dissatisfied' or 'very dissatisfied'. This level of satisfaction is marginally lower than the developed LGA Benchmark.

The community's satisfaction with Council's level of communication was marginally higher and compares favourably with the developed LGA Benchmark.

As you can appreciate, the survey presents a great deal of information. I hope you find the feedback useful in guiding future decisions and representing the needs of your residents.

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Satisfaction with Council's overall performance for the last 12 months

- 58% of the respondents were satisfied with Council's overall performance over the last 12 months
- There was statistically no change from 2006, with the proportion of dissatisfied respondents being identical

	Satisfied	Neither	Dissatisfied
Council's overall performance	58%	23%	18%

Part A: Importance and satisfaction rating of services and facilities

Respondents were asked to rate the importance and satisfaction, both on a scale of 1 to 5, where 1 was the least important or least satisfactory and 5 the most important or the most satisfactory, of 39 different services or facilities.

Importance ratings

The most important and least important services or facilities were:

Most important	Service/facility
1	Community safety and law and order initiatives
2	Water supply
3	General garbage collection
4	Town roads
5	Recycling
Least important	
36	Boat ramps, jetties & wharves
37	Caravan parks
38	Arts, culture & entertainment facilities
39	Saleyards

Satisfaction ratings

The services or facilities that respondents were most satisfied or least satisfied with were:

Most satisfied	Service/facility
1	General garbage collection
2	Libraries
3	Recycling
4	Sewerage management
Least satisfied	
36	Rural roads
37	Youth services
38	Community safety and law and order initiatives
39	Youth facilities

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 39 Council services or facilities. The following table lists the top 10 services and facilities in ranked order, identifying those services or facilities with highest priority in both the quadrant and gap analyses.

Priority ranking	Service / Facility
1	Community safety and law and order initiatives
2	Rural roads
3	Financial management
4	Town roads
5	Public toilets
6	Land use planning
7	Economic development
8	Footpaths
9	Affordable housing
10	Environmental and sustainability initiatives

PART B:

Contact with council over the past 12 months

- 54% of the respondents had contact with Council in the last 12 months

Of those that had contact:

- 69% were by phone
- 44% were in person
- 9% by email
- 9% by mail

When asked how satisfied they were with the way the contact was handled we found:

	Satisfied	Neither	Dissatisfied
Satisfaction with Council contact	66%	13%	21%

Respondents who had contacted Council via phone or in person were significantly more satisfied with the response than those who had contacted Council by mail or email.

In a follow up question those respondents who were dissatisfied were asked how their contact with council could be improved.

- The most popular response was 'staff having the knowledge to give the correct responses' (18% of those who were dissatisfied)

Satisfaction with the current level of communication Council has with the community

- 60% of the respondents were satisfied with the level of communication Council has with the community
- Females were more likely than males to be dissatisfied with the level of communication Council has with the community

	Satisfied	Neither	Dissatisfied
Satisfaction with the level of communication	60%	24%	15%

In a follow up question those respondents who were dissatisfied were asked how Council could improve its communication.

The most popular responses were:

- 'Mixing with the community, talking and listening to them (31% of those who were dissatisfied)
- 'Provide more regular and detailed information on issues' (18% of those who were dissatisfied)

How respondents were kept informed of Council news and activities

There were three predominant means of being kept informed of Council news and activities:

- Macleay Valley Happynings   91%
- Macleay Argus   75%
- Community newsletters in the rates notice   71%

Although not as substantial, a large proportion of respondents also relied on television, radio, public notice boards and the Council website.

The means of communication rated most informative with regards to Council news were:

- Macleay Valley Happynings   46%
- Macleay Argus   33%

PART C:

What is most valued about living in the Kempsey Shire LGA

In this open ended question respondents were asked what they valued most about living in the Kempsey Shire. The predominant responses were:

- Lifestyle   72%
- Natural environment   55%

Highest priority issues in the next 10 years

In this open ended question respondents stated that the highest priority issues for the next 10 years in the Kempsey Shire were:

- Roads and footpaths   31%
- Business and employment   14%
- Development   14%
- Services and facilities   13%
- Health   11%
- Youth issues   11%

Comparison of Kemspey Shire Council against other Local Government Areas

Satisfaction with key criteria

Comparisons with a Micromex Research developed Local Government Benchmark are able to be made with 12 specific key criteria that are common to all LGAs.

Sample

The sample includes twenty LGAs representing:

- Sydney   4
- Semi-rural   2
- Rural/Country   14

Comment

Comparisons indicate that Kempsey Shire Council had performed above average in 4 of the 12 criteria, was below average in 6 and equal in 2.

	Criteria	Average	Kempsey
Above average			
	General garbage collection	4.2	4.3
	Libraries	4.0	4.2
	Recycling	3.6	4.1
	Satisfaction with community consultation/communication	3.4	3.6
Below average			
	Kerb and guttering	3.2	3.1
	Sporting facilities	3.5	3.3
	Public toilets	2.9	2.8
	Aged services	3.4	3.2
	Youth facilities	2.9	2.6
	Overall satisfaction	3.5	3.4
Equal			
	Town roads	2.9	2.9
	Satisfaction with the way contact with Council was handled	3.7	3.7

Report

PART A. Participants were asked to indicate their opinion on the importance of the following services/facilities and their level of satisfaction with the performance of that service/facility

Respondents were asked to rate the importance of, and their satisfaction with, each of 39 different services or facilities on a scale of 1 to 5 where 1 = low importance or satisfaction and 5 = high importance or satisfaction. Table 1.1 and 1.2 represent the results ranked in order of importance, and satisfaction, for each group.

The most important and least important services or facilities	The most satisfaction and least satisfaction with services or facilities
Most important	**Most satisfied**
Community safety and law and order initiatives	General garbage collection
Water supply	Libraries
Town roads	Recycling
General garbage collection	Sewerage management
Recycling	
Least important	**Least satisfied**
Boat ramps, jetties & wharves	Rural roads
Caravan parks	Youth services
Arts, culture & entertainment facilities	Community safety and law and order initiatives
Saleyards	Youth facilities

Priority ranking:

The top ten priorities were:

Priority ranking	Service / Facility
1	Community safety and law and order initiatives
2	Rural roads
3	Financial management
4	Town roads
5	Public toilets
6	Land use planning
7	Economic development
8	Footpaths
9	Affordable housing
10	Environmental and sustainability initiatives

Table 1.1 represents the results ranked in order of importance for each group.

Table 1.1	Importance ratings		
Services and facilities	**Low 1-2**	**Medium 3**	**High 4-5**	**Mean rating out of 5**
Community facilities				
Public toilets	7%	9%	84%	4.26
Libraries	6%	11%	84%	4.22
Landfill sites/Waste transfer stations	6%	14%	81%	4.14
Quality of town centre and public spaces	5%	16%	79%	4.09
Day visitor areas	7%	15%	78%	4.03
Parks	7%	19%	74%	3.99
Swimming pools	14%	13%	73%	3.94
Sporting facilities	14%	14%	72%	3.87
Community halls	9%	23%	68%	3.87
Youth facilities	12%	21%	68%	3.85
Boat ramps, jetties & wharves	16%	19%	66%	3.75
Caravan parks	15%	22%	64%	3.70
Arts, culture & entertainment facilities	15%	27%	59%	3.61
Saleyards	27%	16%	57%	3.40
Infrastructure				
Water supply	5%	3%	92%	4.55
Town roads	2%	4%	95%	4.52
General garbage collection	4%	4%	93%	4.52
Recycling	4%	7%	90%	4.47
Rural roads	4%	9%	88%	4.34
Parking	2%	12%	86%	4.32
Sewerage management	7%	7%	86%	4.32
Drainage/flood management	5%	9%	86%	4.29
Footpaths	7%	11%	82%	4.15
Kerb & guttering	9%	23%	68%	3.84
Cycleways and bicycle facilities	15%	14%	70%	3.83
Human services				
Community safety and law and order initiatives	2%	4%	94%	4.58
Aged services	4%	6%	90%	4.41
Disability access	3%	9%	88%	4.36
Affordable housing	7%	12%	81%	4.19
Youth services	7%	15%	78%	4.11
Relationship with indigenous community	8%	11%	81%	4.10
Corporate services and management				
Financial management	5%	7%	88%	4.35
Council's customer service	4%	10%	86%	4.23
Environmental and sustainability initiatives	5%	10%	85%	4.19
Tourism management	6%	11%	83%	4.15
Land use planning	7%	11%	82%	4.15
Economic development	6%	13%	81%	4.14
Development & building controls	6%	17%	78%	4.08
Opportunities to participate in Council decision making	6%	16%	78%	4.01

Table 1.2 represents the results ranked in order of satisfaction for each group.

Table 1.2	Satisfaction ratings			
Services and facilities	**Low 1-2**	**Medium 3**	**High 4-5**	**Mean rating out of 5**
Community facilities				
Libraries	3%	13%	84%	4.22
Saleyards	8%	24%	68%	3.79
Swimming pools	11%	22%	67%	3.76
Caravan parks	12%	33%	55%	3.56
Landfill sites/Waste transfer stations	20%	29%	52%	3.40
Day visitor areas	16%	35%	49%	3.38
Parks	20%	29%	51%	3.37
Sporting facilities	20%	29%	51%	3.34
Community halls	19%	32%	49%	3.34
Boat ramps, jetties & wharves	23%	29%	49%	3.25
Quality of town centre and public spaces	26%	34%	40%	3.11
Arts, culture & entertainment facilities	39%	33%	28%	2.80
Public toilets	42%	29%	29%	2.77
Youth facilities	46%	35%	19%	2.59
Infrastructure				
General garbage collection	7%	6%	87%	4.26
Recycling	10%	12%	78%	4.07
Sewerage management	8%	19%	72%	3.92
Water supply	14%	19%	68%	3.76
Drainage/flood management	18%	36%	46%	3.31
Parking	23%	28%	49%	3.26
Kerb & guttering	20%	40%	40%	3.14
Footpaths	37%	31%	32%	2.92
Town roads	33%	41%	26%	2.90
Cycleways and bicycle facilities	42%	31%	27%	2.70
Rural roads	44%	39%	17%	2.62
Human services				
Disability access	22%	33%	46%	3.26
Aged services	19%	39%	42%	3.24
Relationship with indigenous community	23%	39%	38%	3.12
Affordable housing	26%	47%	27%	3.00
Youth services	44%	40%	16%	2.61
Community safety and law and order initiatives	51%	27%	22%	2.59
Corporate services and management				
Council's customer service	22%	21%	57%	3.43
Tourism management	17%	38%	46%	3.33
Environmental and sustainability initiatives	28%	41%	31%	3.03
Opportunities to participate in Council decision making	30%	35%	35%	2.97
Development & building controls	37%	39%	24%	2.73
Economic development	39%	37%	23%	2.71
Financial management	39%	38%	23%	2.71
Land use planning	38%	40%	22%	2.67

Prioritising services and facilities

Quadrant analysis

Utilising quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for all of the thirty-nine services or facilities and plotting them against each other in a higher or lower quadrant.

- The services or facilities in the upper left quadrant are those that were rated higher in importance but lower in satisfaction
- The upper right quadrant represents Council's strengths
- The lower right quadrant represents, to the community, areas of higher satisfaction but lower importance
- The lower left quadrant represents lower priority services or facilities

Table 1.3

	Higher importance **Lower satisfaction**	**Higher importance** **Higher satisfaction**	
Higher priorities	Community safety and law and order initiatives Town roads Financial management Rural roads Public toilets Environmental and sustainability initiatives Affordable housing Footpaths Land use planning Economic development	Water supply General garbage collection Recycling Aged services Disability access Sewerage management Parking Drainage/flood management Council's customer service Libraries Tourism management Landfill sites/Waste transfer stations	**Council's strengths**
	Lower importance **Lower satisfaction**	**Lower importance** **Higher satisfaction**	
Lower priorities	Youth services Relationship with indigenous community Quality of town centre and public spaces Development & building controls Opportunities to participate in Council decision making Youth facilities Kerb & guttering Cycleways and bicycle facilities Arts, culture & entertainment facilities	Day visitor areas Parks Swimming pools Sporting facilities Community halls Boat ramps, jetties & wharves Caravan parks Saleyards	

Kempsey Shire Council
Community Research
November 2008

Page 11

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Research

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 39 Council services or facilities. Table 1.4 lists the services and facilities in ranked order and identifies those services or facilities as high priorities in both the quadrant and gap analysis.

Table 1.4

Priority ranking	Service / Facility	Priority score	
1	Community safety and law and order initiatives	7.96	Higher priority
2	Rural roads	6.88	
3	Financial management	6.56	
4	Town roads	6.48	
5	Public toilets	5.96	
6	Land use planning	5.92	
7	Economic development	5.72	
8	Footpaths	4.92	
9	Affordable housing	4.76	
10	Environmental and sustainability initiatives	4.64	
11	Aged services	3.51	Moderate priority
12	Disability access	3.30	
13	Parking	3.18	
14	Drainage/flood management	2.94	
15	Tourism management	2.46	
16	Council's customer service	2.40	
17	Water supply	2.37	
18	Landfill sites/Waste transfer stations	2.22	
19	Youth services	1.50	
20	Development & building controls	1.35	
21	Day visitor areas	1.30	
22	Youth facilities	1.26	
23	Parks	1.24	
24	Sewerage management	1.20	
25	Recycling	1.20	
26	Cycleways and bicycle facilities	1.13	Lower priority
27	Sporting facilities	1.06	
28	Community halls	1.06	
29	Opportunities to participate in Council decision making	1.04	
30	Boat ramps, jetties & wharves	1.00	
31	Quality of town centre and public spaces	0.98	
32	Relationship with indigenous community	0.98	
33	Arts, culture & entertainment facilities	0.81	
34	General garbage collection	0.78	
35	Kerb & guttering	0.70	
36	Swimming pools	0.36	
37	Caravan parks	0.28	
38	Libraries	0.00	
39	Saleyards	-0.78	

Detailed Survey results

The next section of this report presents in detail the survey results.

Part A has been presented in 4 categories:

- Community facilities
- Infrastructure
- Human services
- Corporate services and management

Part A

1. Community facilities

Key findings

Importance

- The 14 criteria ranged in importance from moderately high (saleyards) to very high (public toilets/libraries)

Satisfaction

- The satisfaction ranged from low (youth facilities/public toilets/arts, culture & entertainment facilities) to very high (libraries)
- Overall, females were more likely than males to express a lower level of satisfaction (10 of the 14 criteria)
- Overall, respondents aged 35-55 were more likely to express a lower level of satisfaction than those aged 18-34 and 55+ (13 of the 14 criteria)

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'public toilets' and 'youth facilities

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Service / Facility	Importance ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Public toilets	7%	9%	84%	4.26
Libraries	6%	11%	84%	4.22
Landfill sites/Waste transfer stations	6%	14%	81%	4.14
Quality of town centre and public spaces	5%	16%	79%	4.09
Day visitor areas	7%	15%	78%	4.03
Parks	7%	19%	74%	3.99
Swimming pools	14%	13%	73%	3.94
Sporting facilities	14%	14%	72%	3.87
Community halls	9%	23%	68%	3.87
Youth facilities	12%	21%	68%	3.85
Boat ramps, jetties & wharves	16%	19%	66%	3.75
Caravan parks	15%	22%	64%	3.70
Arts, culture & entertainment facilities	15%	27%	59%	3.61
Saleyards	27%	16%	57%	3.40

Service / Facility	Satisfaction ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Libraries	3%	13%	84%	4.22
Saleyards	8%	24%	68%	3.79
Swimming pools	11%	22%	67%	3.76
Caravan parks	12%	33%	55%	3.56
Landfill sites/Waste transfer stations	20%	29%	52%	3.40
Day visitor areas	16%	35%	49%	3.38
Parks	20%	29%	51%	3.37
Sporting facilities	20%	29%	51%	3.34
Community halls	19%	32%	49%	3.34
Boat ramps, jetties & wharves	23%	29%	49%	3.25
Quality of town centre and public spaces	26%	34%	40%	3.11
Arts, culture & entertainment facilities	39%	33%	28%	2.80
Public toilets	42%	29%	29%	2.77
Youth facilities	46%	35%	19%	2.59

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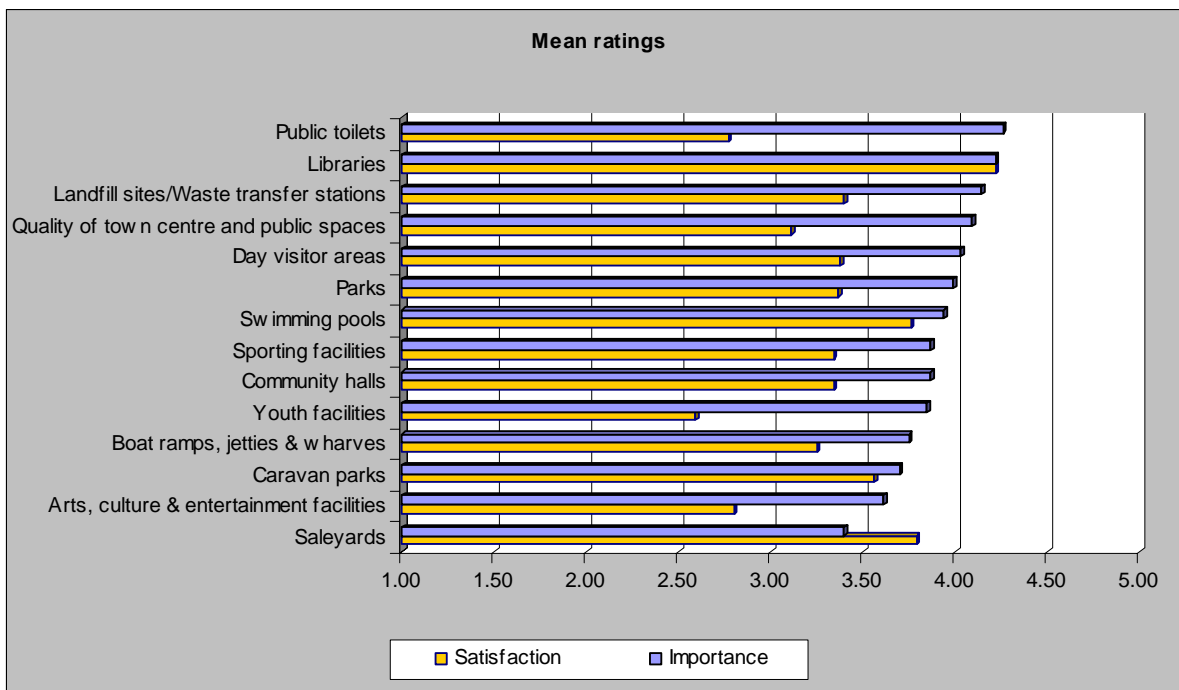
Mean ratings

Mean ratings: 1 = not very important and very dissatisfied
                5 = very important and very satisfied

	Mean ratings		
	Importance	Satisfaction	Gap analysis
Public toilets	4.26	2.77	1.49
Youth facilities	3.85	2.59	1.26
Quality of town centre and public spaces	4.09	3.11	.98
Arts, culture & entertainment facilities	3.61	2.80	.81
Landfill sites/Waste transfer stations	4.14	3.40	.74
Day visitor areas	4.03	3.38	.65
Parks	3.99	3.37	.62
Sporting facilities	3.87	3.34	.53
Community halls	3.87	3.34	.53
Boat ramps, jetties & wharves	3.75	3.25	.50
Swimming pools	3.94	3.76	.18
Caravan parks	3.70	3.56	.14
Libraries	4.22	4.22	.00
Saleyards	3.40	3.79	-.39

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Importance

Importance	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Parks	4.05	4.10	3.84	3.86	4.11
Sporting facilities	4.19	4.03	3.53	3.86	3.87
Youth facilities	4.00	4.10	3.53	3.81	3.89
Arts, culture & entertainment facilities	3.90	3.61	3.44	3.47	3.73
Libraries	4.10	4.25	4.26	4.08	4.37
Community halls	3.95	3.85	3.84	3.68	4.05
Quality of town centre and public spaces	4.24	4.20	3.90	4.03	4.15
Swimming pools	4.14	4.03	3.74	3.96	3.91
Public toilets	4.33	4.39	4.10	4.15	4.37
Caravan parks	3.57	3.88	3.57	3.71	3.69
Day visitor areas	3.90	4.20	3.92	3.88	4.17
Boat ramps, jetties & wharves	4.00	3.86	3.51	3.80	3.70
Saleyards	3.71	3.48	3.17	3.53	3.28
Landfill sites/Waste transfer stations	4.33	4.21	3.97	4.02	4.26

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Parks	12	4.0%	10	3.4%	56	18.5%	114	38.1%	108	36.0%	300	100.0%
Sporting facilities	27	9.1%	14	4.8%	41	13.8%	105	35.1%	112	37.2%	300	100.0%
Youth facilities	21	7.0%	14	4.6%	63	21.0%	94	31.2%	109	36.3%	300	100.0%
Arts, culture & entertainment facilities	20	6.6%	24	8.1%	80	26.8%	105	35.1%	70	23.4%	300	100.0%
Libraries	8	2.6%	10	3.3%	32	10.5%	109	36.4%	142	47.2%	300	100.0%
Community halls	10	3.5%	18	5.8%	69	23.1%	107	35.6%	96	32.0%	300	100.0%
Quality of town centre and public spaces	5	1.7%	10	3.4%	47	15.8%	127	42.3%	110	36.8%	300	100.0%
Swimming pools	24	8.0%	17	5.8%	40	13.3%	91	30.4%	128	42.6%	300	100.0%
Public toilets	10	3.2%	11	3.6%	27	9.0%	96	32.1%	156	52.1%	300	100.0%
Caravan parks	24	7.8%	21	6.9%	65	21.7%	105	35.0%	86	28.6%	300	100.0%
Day visitor areas	8	2.8%	13	4.4%	45	15.1%	128	42.6%	105	35.0%	300	100.0%
Boat ramps, jetties & wharves	20	6.8%	27	8.8%	56	18.6%	102	34.0%	95	31.7%	300	100.0%
Saleyards	45	15.1%	35	11.6%	48	16.0%	99	32.8%	74	24.5%	300	100.0%
Landfill sites/Waste transfer stations	9	3.0%	8	2.5%	41	13.8%	116	38.7%	126	41.9%	300	100.0%

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Satisfaction

Satisfaction	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Parks	3.65	3.12	3.49	3.53	3.22
Sporting facilities	3.39	3.25	3.42	3.52	3.16
Youth facilities	2.81	2.31	2.80	2.76	2.41
Arts, culture & entertainment facilities	3.00	2.46	3.05	2.88	2.73
Libraries	4.25	4.12	4.29	4.05	4.36
Community halls	3.69	3.10	3.36	3.42	3.27
Quality of town centre and public spaces	3.39	2.83	3.26	3.19	3.03
Swimming pools	4.00	3.76	3.60	3.75	3.77
Public toilets	3.11	2.42	2.98	3.08	2.47
Caravan parks	3.67	3.27	3.86	3.46	3.66
Day visitor areas	3.35	3.12	3.70	3.47	3.30
Boat ramps, jetties & wharves	3.53	2.84	3.54	3.38	3.10
Saleyards	3.93	3.70	3.79	3.87	3.70
Landfill sites/Waste transfer stations	3.50	3.22	3.54	3.31	3.48

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Parks	15	6.8%	29	13.2%	65	29.2%	84	38.1%	28	12.7%	222	100.0%
Sporting facilities	15	7.2%	28	13.1%	62	29.0%	86	40.2%	22	10.5%	213	100.0%
Youth facilities	36	18.8%	52	27.1%	67	34.9%	28	14.5%	9	4.8%	192	100.0%
Arts, culture & entertainment facilities	21	12.5%	43	26.2%	54	33.1%	41	24.8%	6	3.4%	164	100.0%
Libraries	3	1.3%	4	1.6%	31	12.9%	103	42.6%	101	41.6%	242	100.0%
Community halls	16	7.9%	23	11.5%	64	32.1%	71	35.7%	25	12.8%	200	100.0%
Quality of town centre and public spaces	18	7.4%	45	18.9%	80	33.7%	83	35.0%	12	5.0%	237	100.0%
Swimming pools	9	4.3%	14	6.9%	45	21.5%	91	43.3%	50	24.1%	209	100.0%
Public toilets	37	14.9%	67	26.7%	74	29.4%	62	24.6%	11	4.4%	252	100.0%
Caravan parks	6	3.3%	17	9.1%	61	32.7%	71	37.9%	32	17.1%	187	100.0%
Day visitor areas	11	4.7%	26	11.3%	81	35.1%	91	39.3%	22	9.7%	232	100.0%
Boat ramps, jetties & wharves	19	9.7%	25	12.9%	56	28.8%	78	40.5%	16	8.3%	193	100.0%
Saleyards	5	3.2%	7	4.8%	36	23.7%	69	45.9%	34	22.3%	151	100.0%
Landfill sites/Waste transfer stations	15	6.5%	31	13.0%	68	28.6%	89	37.6%	34	14.2%	237	100.0%

Nb: Some respondents did not answer

Key findings

Importance

- All 9 criteria were rated to be very high in importance

Satisfaction

- The satisfaction ranged from low (rural roads/town roads/footpaths) to very high (general garbage collection/recycling)
- Overall, respondents aged 35-55 were more likely to express a lower level of satisfaction than those aged 18-34 and 55+ (9 of the 11 criteria)

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'rural roads', 'town roads', 'footpaths', 'cycleways and bicycle facilities' and 'parking'

Service / Facility	Importance ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Water supply	5%	3%	92%	4.55
Town roads	2%	4%	95%	4.52
General garbage collection	4%	4%	93%	4.52
Recycling	4%	7%	90%	4.47
Rural roads	4%	9%	88%	4.34
Parking	2%	12%	86%	4.32
Sewerage management	7%	7%	86%	4.32
Drainage/flood management	5%	9%	86%	4.29
Footpaths	7%	11%	82%	4.15

Service / Facility	Satisfaction ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
General garbage collection	7%	6%	87%	4.26
Recycling	10%	12%	78%	4.07
Sewerage management	8%	19%	72%	3.92
Water supply	14%	19%	68%	3.76
Drainage/flood management	18%	36%	46%	3.31
Parking	23%	28%	49%	3.26
Kerb & guttering	20%	40%	40%	3.14
Footpaths	37%	31%	32%	2.92
Town roads	33%	41%	26%	2.90
Rural roads	44%	39%	17%	2.62

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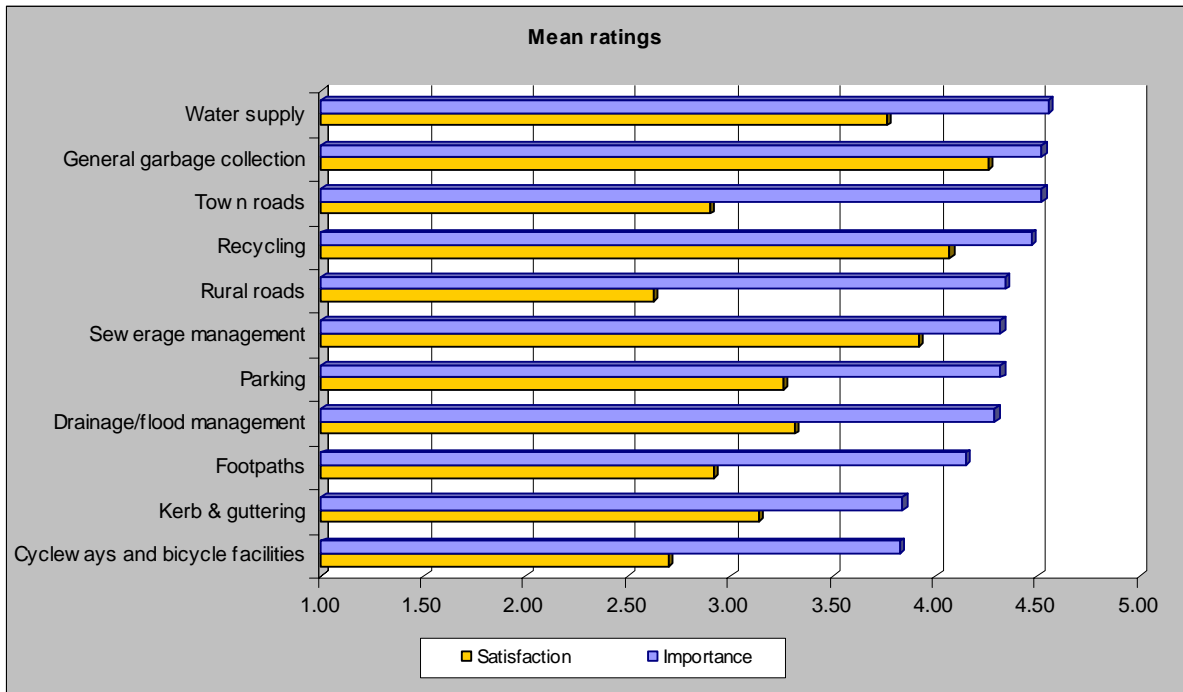
Mean ratings

Mean ratings: 1 = not very important and very dissatisfied
         5 = very important and very satisfied

	Mean ratings		
	Importance	**Satisfaction**	**Gap analysis**
Rural roads	4.34	2.62	1.72
Town roads	4.52	2.90	1.62
Footpaths	4.15	2.92	1.23
Cycleways and bicycle facilities	3.83	2.70	1.13
Parking	4.32	3.26	1.06
Drainage/flood management	4.29	3.31	.98
Water supply	4.55	3.76	.79
Kerb & guttering	3.84	3.14	.70
Recycling	4.47	4.07	.40
Sewerage management	4.32	3.92	.40
General garbage collection	4.52	4.26	.26

Continued on the following page

Importance

Importance	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Town roads	4.57	4.57	4.44	4.36	4.68
Rural roads	4.48	4.49	4.13	4.24	4.44
Kerb & guttering	3.90	3.76	3.89	3.74	3.94
Footpaths	4.33	4.09	4.12	4.03	4.26
General garbage collection	4.29	4.60	4.54	4.41	4.62
Recycling	4.00	4.68	4.50	4.28	4.66
Sewerage management	4.24	4.31	4.37	4.20	4.43
Cycleways and bicycle facilities	3.76	4.00	3.69	3.73	3.92
Water supply	4.33	4.66	4.54	4.41	4.69
Parking	4.33	4.31	4.33	4.12	4.51
Drainage/flood management	4.38	4.34	4.20	4.18	4.41

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Town roads	3	1.1%	1	.4%	11	3.8%	104	34.6%	180	60.1%	300	100.0%
Rural roads	5	1.8%	6	1.9%	26	8.5%	108	35.9%	156	51.9%	300	100.0%
Kerb & guttering	12	3.9%	15	5.1%	69	23.0%	116	38.8%	87	29.2%	300	100.0%
Footpaths	8	2.5%	14	4.6%	33	11.2%	117	38.9%	129	42.9%	300	100.0%
General garbage collection	6	1.9%	5	1.6%	11	3.6%	87	28.9%	192	64.0%	300	100.0%
Recycling	7	2.5%	3	1.0%	20	6.6%	80	26.8%	189	63.1%	300	100.0%
Sewerage management	16	5.3%	5	1.8%	22	7.4%	80	26.7%	176	58.8%	300	100.0%
Cycleways and bicycle facilities	23	7.5%	23	7.7%	43	14.4%	106	35.3%	105	35.1%	300	100.0%
Water supply	10	3.4%	4	1.2%	10	3.4%	64	21.3%	212	70.8%	300	100.0%
Parking	3	.8%	3	1.1%	36	11.9%	113	37.8%	145	48.5%	300	100.0%
Drainage/flood management	8	2.7%	8	2.6%	26	8.7%	104	34.6%	154	51.3%	300	100.0%

Continued on the following page

Satisfaction

Satisfaction	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Town roads	3.10	2.74	2.97	3.07	2.75
Rural roads	2.95	2.35	2.70	2.76	2.47
Kerb & guttering	3.63	2.97	3.03	3.26	3.03
Footpaths	3.10	2.91	2.82	2.99	2.86
General garbage collection	4.10	4.19	4.41	4.15	4.36
Recycling	4.29	3.78	4.27	4.05	4.08
Sewerage management	3.89	3.73	4.12	3.85	3.99
Cycleways and bicycle facilities	3.06	2.30	2.96	2.85	2.56
Water supply	3.89	3.51	3.94	3.73	3.77
Parking	3.45	3.11	3.30	3.38	3.16
Drainage/flood management	3.68	3.03	3.38	3.32	3.29

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Town roads	19	6.7%	73	25.8%	117	41.3%	65	22.8%	10	3.4%	284	100.0%
Rural roads	36	13.8%	78	30.1%	101	39.0%	39	14.9%	6	2.2%	260	100.0%
Kerb & guttering	20	9.9%	20	9.7%	82	40.1%	75	36.7%	7	3.5%	204	100.0%
Footpaths	22	8.9%	70	28.5%	75	30.6%	62	25.2%	17	6.8%	245	100.0%
General garbage collection	4	1.3%	16	5.6%	17	6.2%	110	39.5%	132	47.3%	278	100.0%
Recycling	9	3.4%	18	6.7%	32	11.9%	96	35.8%	114	42.2%	269	100.0%
Sewerage management	9	3.8%	11	4.6%	46	19.2%	98	40.7%	77	31.7%	241	100.0%
Cycleways and bicycle facilities	44	20.9%	45	21.5%	64	30.8%	42	20.2%	14	6.7%	209	100.0%
Water supply	14	5.0%	24	8.6%	52	18.7%	114	41.3%	73	26.4%	276	100.0%
Parking	24	9.2%	37	14.2%	71	27.6%	101	39.1%	25	9.8%	258	100.0%
Drainage/flood management	15	5.8%	31	12.3%	90	35.7%	95	37.8%	21	8.4%	252	100.0%

Nb: Some respondents did not answer

3. Human services

Key findings

Importance

- The six criteria were all rated by respondents as very important, with 'community safety and law and order initiatives' rated the most important

Satisfaction

- The satisfaction ranged from low (community safety and law and order initiatives/youth services) to moderate (disability access/aged services)
- Overall, females were more likely than males to express a lower level of satisfaction (6 of the 6 criteria)
- Overall, respondents aged 35-55 were more likely to express a lower level of satisfaction than those aged 18-34 and 55+ (6 of the 6 criteria)

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'community safety and law and order initiatives' and 'youth services'

Service / Facility	Importance ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Community safety and law and order initiatives	2%	4%	94%	4.58
Aged services	4%	6%	90%	4.41
Disability access	3%	9%	88%	4.36
Affordable housing	7%	12%	81%	4.19
Youth services	7%	15%	78%	4.11
Relationship with indigenous community	8%	11%	81%	4.10

Service / Facility	Satisfaction ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Disability access	22%	33%	46%	3.26
Aged services	19%	39%	42%	3.24
Relationship with indigenous community	23%	39%	38%	3.12
Affordable housing	26%	47%	27%	3.00
Youth services	44%	40%	16%	2.61
Community safety and law and order initiatives	51%	27%	22%	2.59

Mean ratings

| | Satisfaction | Importance |

Mean ratings: 1 = not very important and very dissatisfied
5 = very important and very satisfied

	Mean ratings		
	Importance	Satisfaction	Gap analysis
Community safety and law and order initiatives	4.58	2.59	1.99
Youth services	4.11	2.61	1.50
Affordable housing	4.19	3.00	1.19
Aged services	4.41	3.24	1.17
Disability access	4.36	3.26	1.10
Relationship with indigenous community	4.10	3.12	.98

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Importance

Importance	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Youth services	4.24	4.28	3.88	3.93	4.29
Aged services	4.19	4.48	4.45	4.26	4.55
Relationship with indigenous community	3.90	4.20	4.11	3.94	4.26
Disability access	4.33	4.45	4.28	4.26	4.45
Affordable housing	4.29	4.24	4.08	4.02	4.35
Community safety and law and order initiatives	4.52	4.72	4.47	4.40	4.76

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Youth services	12	3.9%	9	3.0%	45	14.9%	104	34.6%	131	43.6%	300	100.0%
Aged services	2	.6%	10	3.4%	17	5.7%	106	35.2%	165	55.1%	300	100.0%
Relationship with indigenous community	18	6.1%	5	1.7%	33	11.0%	114	38.1%	129	43.0%	300	100.0%
Disability access	5	1.7%	5	1.7%	26	8.7%	105	35.1%	158	52.8%	300	100.0%
Affordable housing	13	4.2%	10	3.2%	35	11.7%	95	31.6%	148	49.4%	300	100.0%
Community safety and law and order initiatives	4	1.3%	3	.8%	12	4.1%	77	25.7%	204	68.0%	300	100.0%

Satisfaction

Satisfaction	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Youth services	2.78	2.39	2.75	2.80	2.44
Aged services	3.44	3.05	3.32	3.29	3.19
Relationship with indigenous community	3.29	2.82	3.36	3.30	2.96
Disability access	3.42	3.04	3.39	3.41	3.11
Affordable housing	3.56	2.76	2.92	3.08	2.93
Community safety and law and order initiatives	2.85	2.45	2.61	2.70	2.50

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Youth services	26	11.9%	70	32.3%	87	39.9%	32	14.7%	3	1.2%	218	100.0%
Aged services	14	5.5%	35	13.7%	101	39.1%	91	35.3%	17	6.5%	257	100.0%
Relationship with indigenous community	20	8.5%	34	14.3%	93	39.1%	77	32.4%	14	5.7%	239	100.0%
Disability access	23	8.9%	32	12.7%	83	32.9%	89	35.0%	27	10.5%	253	100.0%
Affordable housing	21	9.0%	40	17.4%	107	46.6%	42	18.4%	20	8.5%	229	100.0%
Community safety and law and order initiatives	51	18.2%	90	32.4%	75	27.1%	46	16.6%	16	5.8%	278	100.0%

Nb: Some respondents did not answer

4. Corporate services and management

Key findings

Importance

- The eight criteria ranged in importance from high (opportunities to participate in Council decision making) to very high (financial management/Council's customer service)

Satisfaction

- The satisfaction ranged from low (land use planning/financial management/economic development/development & building controls) to moderate (tourism management/Council's customer service)
- Overall, respondents aged 35-54 were more likely to express a lower level of satisfaction than those aged 18-34 and 55+ (8 of the 8 criteria)

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'financial management', 'land use planning', 'economic development' and 'development & building controls'

Service / Facility	Importance ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Financial management	5%	7%	88%	4.35
Council's customer service	4%	10%	86%	4.23
Environmental and sustainability initiatives	5%	10%	85%	4.19
Tourism management	6%	11%	83%	4.15
Land use planning	7%	11%	82%	4.15
Economic development	6%	13%	81%	4.14
Development & building controls	6%	17%	78%	4.08
Opportunities to participate in Council decision making	6%	16%	78%	4.01

Service / Facility	Satisfaction ratings			
	Low 1-2	Medium 3	High 4-5	Mean rating
Council's customer service	22%	21%	57%	3.43
Tourism management	17%	38%	46%	3.33
Environmental and sustainability initiatives	28%	41%	31%	3.03
Opportunities to participate in Council decision making	30%	35%	35%	2.97
Development & building controls	37%	39%	24%	2.73
Economic development	39%	37%	23%	2.71
Financial management	39%	38%	23%	2.71
Land use planning	38%	40%	22%	2.67

4. Corporate services and management (Cont'd)

Mean ratings

| | Importance | Satisfaction | Gap analysis |
| | | | |

Mean ratings

	Importance	Satisfaction	Gap analysis
Financial management	4.35	2.71	1.64
Land use planning	4.15	2.67	1.48
Economic development	4.14	2.71	1.43
Development & building controls	4.08	2.73	1.35
Environmental and sustainability initiatives	4.19	3.03	1.16
Opportunities to participate in Council decision making	4.01	2.97	1.04
Tourism management	4.15	3.33	.82
Council's customer service	4.23	3.43	.80

Mean ratings: 1 = not very important and very dissatisfied
5 = very important and very satisfied

Continued on the following page

Importance

Importance	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Council's customer service	4.33	4.28	4.13	4.09	4.37
Opportunities to participate in Council decision making	4.05	4.10	3.90	3.89	4.13
Development & building controls	4.00	4.14	4.06	4.05	4.11
Land use planning	4.10	4.33	3.99	4.14	4.15
Environmental and sustainability initiatives	4.33	4.21	4.11	4.05	4.34
Tourism management	4.05	4.22	4.14	4.01	4.29
Financial management	4.19	4.47	4.31	4.28	4.42
Economic development	4.05	4.31	4.02	4.09	4.19

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Council's customer service	7	2.4%	5	1.7%	30	10.0%	127	42.5%	131	43.5%	300	100.0%
Opportunities to participate in Council decision making	13	4.4%	6	2.0%	47	15.6%	132	43.9%	102	34.0%	300	100.0%
Development & building controls	10	3.4%	7	2.3%	50	16.7%	116	38.5%	117	39.1%	300	100.0%
Land use planning	15	5.0%	6	2.0%	32	10.6%	114	38.1%	133	44.3%	300	100.0%
Environmental and sustainability initiatives	12	3.9%	3	.9%	31	10.2%	126	42.1%	129	43.0%	300	100.0%
Tourism management	12	3.8%	6	2.1%	32	10.7%	125	41.6%	125	41.7%	300	100.0%
Financial management	9	2.9%	6	2.1%	20	6.7%	101	33.7%	164	54.6%	300	100.0%
Economic development	12	4.2%	5	1.7%	39	12.9%	115	38.4%	129	42.9%	300	100.0%

Continued on the following page

Satisfaction

Satisfaction	Cross correlations by age and gender				
	18 - 34	35 - 54	55+	Male	Female
Council's customer service	3.60	3.27	3.48	3.53	3.34
Opportunities to participate in Council decision making	3.44	2.77	2.94	2.99	2.96
Development & building controls	2.93	2.47	2.88	2.77	2.68
Land use planning	2.76	2.47	2.85	2.72	2.62
Environmental and sustainability initiatives	3.00	2.85	3.24	3.01	3.05
Tourism management	3.33	3.24	3.41	3.32	3.33
Financial management	2.94	2.46	2.85	2.74	2.69
Economic development	2.94	2.54	2.75	2.70	2.71

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Council's customer service	30	11.9%	26	10.0%	54	21.0%	96	37.7%	50	19.4%	255	100.0%
Opportunities to participate in Council decision making	31	13.7%	37	16.5%	79	35.1%	64	28.5%	14	6.2%	225	100.0%
Development & building controls	38	17.5%	43	19.8%	83	38.7%	44	20.5%	7	3.4%	215	100.0%
Land use planning	46	20.1%	41	17.9%	91	39.6%	45	19.4%	7	3.0%	230	100.0%
Environmental and sustainability initiatives	20	8.7%	44	18.8%	96	41.2%	54	23.4%	18	7.9%	233	100.0%
Tourism management	12	5.0%	28	11.6%	91	37.5%	91	37.6%	20	8.3%	243	100.0%
Financial management	40	16.7%	54	22.6%	91	38.1%	42	17.7%	11	4.8%	238	100.0%
Economic development	35	15.4%	54	24.0%	84	37.3%	47	21.1%	5	2.2%	225	100.0%

Nb: Some respondents did not answer

Contact with Kempsey Shire Council in the last 12 months

Summary

- 54% of the respondents had contact with Council in the last 12 months

Of those that had contact:

- 69% were by phone
- 44% were in person
- 9% by email
- 9% by mail

When asked how satisfied they were with the way the contact was handled we found:

	Satisfied	Neither	Dissatisfied
Satisfaction with Council contact	66%	13%	21%

Respondents who had contacted Council via phone or in person were significantly more satisfied with the response than those who had contacted Council by mail or email.

In a follow up question those respondents who were dissatisfied were asked how their contact with Council could be improved.

- The most popular response was 'staff having the knowledge to give the correct responses' (18% of those who were dissatisfied)

5.   Have you contacted Kempsey Shire Council in the last 12 months?

	Count	Column N %
Yes	161	53.6%
No	139	46.4%
Total	300	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	23	38.1%	76	63.4%	61	51.7%	78	52.9%	82	54.3%
No	38	61.9%	44	36.6%	57	48.3%	70	47.1%	70	45.7%
Total	61	100.0%	120	100.0%	119	100.0%	148	100.0%	152	100.0%

Part B

6. When you made contact with the Council staff was it by:
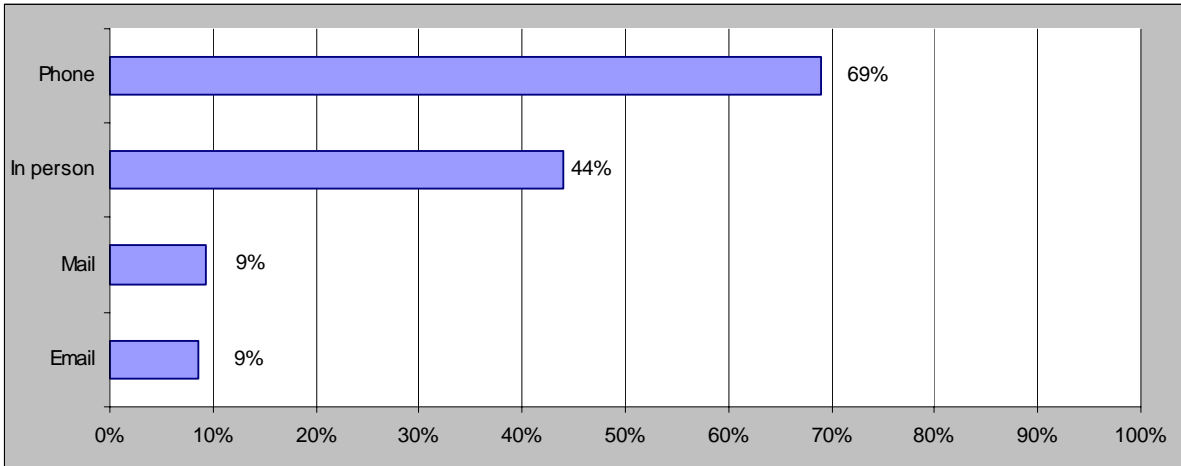
	Count	Column N %
Phone	111	69.1%
In person	71	44.2%
Email	15	9.3%
Mail	14	8.5%
Total	161	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Phone	17	75.0%	58	76.6%	35	57.6%	52	67.1%	59	71.0%
In person	9	37.5%	31	40.6%	31	51.1%	32	40.7%	39	47.4%
Email	6	25.0%	7	9.4%	2	3.3%	9	11.5%	6	7.2%
Mail	3	12.5%	5	6.3%	6	9.8%	6	7.1%	8	9.8%
Total	23	100.0%	76	100.0%	61	100.0%	78	100.0%	82	100.0%

7a.   How satisfied were you with the way your contact was handled?

Cross correlations by age and gender

	18-34	35-54	55+	Male	Female	Overall
Satisfaction mean ratings	3.38	3.55	3.93	3.52	3.81	3.67

Cross correlations by type of contact

	Phone	In person	Mail	Email
Satisfaction mean ratings	3.60	3.56	2.62	2.50

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

	Satisfied	Neither	Dissatisfied
Satisfaction with Council contact	66%	13%	21%
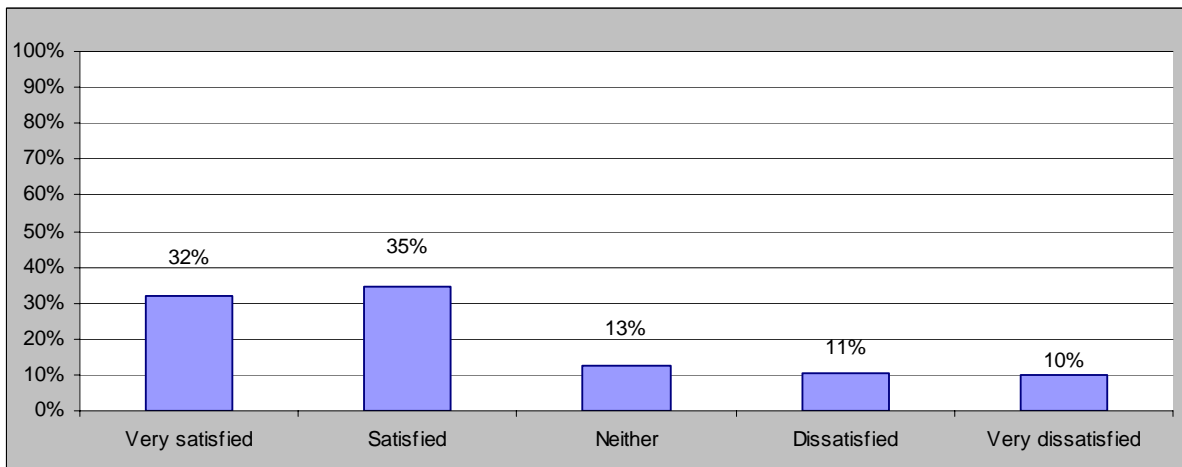
	Count	Column N %
Very satisfied	51	31.8%
Satisfied	56	34.6%
Neither	20	12.7%
Dissatisfied	17	10.7%
Very dissatisfied	16	10.2%
Total	161	100.0%

Continued on the following page

7a.   How satisfied were you with the way your contact was handled? (Cont'd)

7b.   (If dissatisfied or very dissatisfied), how could the way this contact was handled have been improved?

• Staff having the knowledge to give the correct response, e.g. those at the front desk	6
• By allowing direct contact with the relevant person	3
• Treat residents with at least a little respect and pretend we have some intelligence, listen to us	3
• Better communication, listening to the ratepayers	2
• Return calls	2
• Allowing people to ask Council questions and being able to get past the front desk, also to be able to speak to people directly on the phone or in person rather than having to send letters	1
• Better customer service, the customer should come first. The General Manager never returned our calls, he should be more available to the community	1
• By being more optimistic about small business. There are many regulations that aren't really practical for small business financially, which makes people wonder why they have a small business when those restrictions are in place	1
• Common sense evaluation of projects is needed by staff	1
• Could have received more help	1
• Council should be more thorough in their investigations before accusing people	1
• Council staff are polite and courteous, but need to improve returning phone calls	1
• Councillors have not made clarifications of the regulations of the state environmental protection laws to Council staff	1
• Do as you say you will, or get back to the ratepayer with a reason	1
• Emails need to be replied to quicker and in a more positive way	1
• Follow your own procedures, e.g. email follow up with DAs	1
• People in the Council are not doing their jobs properly, mine was a small matter that should have been dealt with quickly	1
• Quicker responses	1
• Quicker responses, my response took five months	1
• Returning my phone calls and dealing with the current issue submitted	1
• Staff could have been more understanding	1
• Take the matter in hand rather then telling me to send an email in regards to my complaint. I do not have access to the Internet, so I am unable to send emails	1
• Timely actions for DAs and requests for information	1

Nb: One respondent gave more than one answer

Part B

8a. How satisfied are you currently with the level of communication Council has with the community?

- 60% of the respondents were satisfied with the level of communication Council has with the community
- Females were more likely than males to be dissatisfied with the level of communication Council has with the community

	Satisfied	Neither	Dissatisfied
Satisfaction with the level of communication	60%	24%	15%

In a follow up question those respondents who were dissatisfied were asked how Council could improve its communication.

The most popular responses were:

- 'Mixing with the community, talking and listening to them (31% of those who were dissatisfied)
- 'Provide more regular and detailed information on issues' (18% of those who were dissatisfied)

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.48	3.34	3.54	3.43	3.46	3.45

Mean ratings: 1 = very dissatisfied, 5 = very satisfied
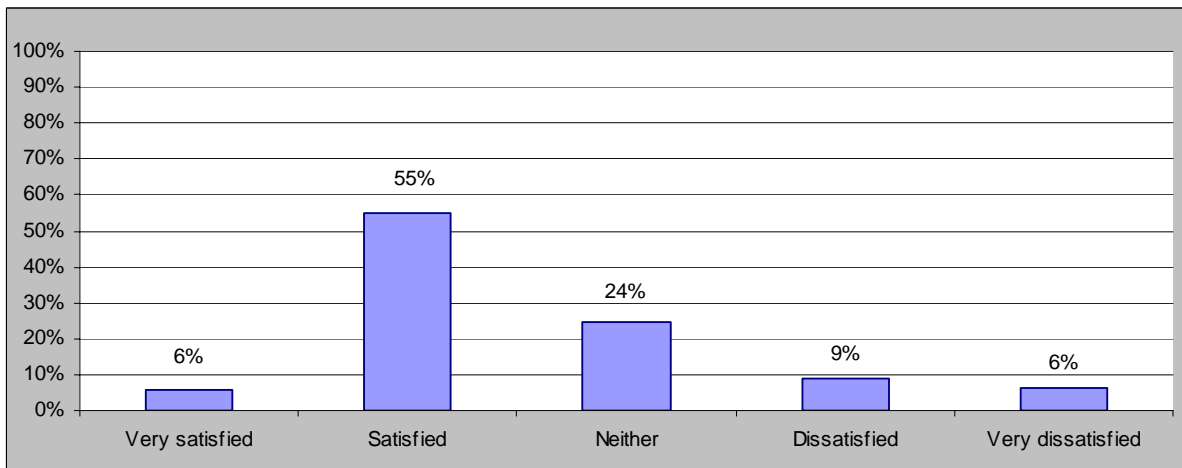
	Count	Column N %
Very satisfied	17	5.5%
Satisfied	165	54.9%
Neither	73	24.4%
Dissatisfied	27	9.1%
Very dissatisfied	18	6.1%
Total	300	100.0%

Continued on the following page

8a.   How satisfied are you currently with the level of communication Council has with the community? (Cont'd)

8b.   (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?

• Mixing with the community, talking and listening to them	14
• Provide more regular and detailed information on issues	8
• By being a little bit more open and honest about situations	3
• More public forums where you can listen to what the community wants	3
• Be more specific in information given to the community in the local papers	2
• Advertise more, the public need to be notified so they can have a say	1
• Better services from administrators	1
• By including the community in decision making instead of working on your own agendas	1
• By standing behind all the community, not just the farmers	1
• Council staff need an overhaul	1
• Customer service centre needs to be more professional on the telephone	1
• Direct press involvement, e.g. what is going on day to day in local papers, and report Council meetings in the local newspapers	1
• Follow up and return correspondence	1
• Get on with what you're supposed to be doing and stop the in-house fighting	1
• Get out there amongst the people	1
• Keep in touch with the youth of the area	1
• Keep residents more informed with what is happening	1
• Let the community know what's going on	1
• Let the general public into the Councillors' meetings	1
• More contact with parents of young children, particularly the age group 20-40	1
• More participation with the Chamber of Commerce	1
• Personal call-ins	1
• Product knowledge	1
• Show more interest in the little townships in the Shire	1
• The DAs are not always advertised, so more advertising for planning and development in different mediums and more community forums on planning and heritage	1
• Think about the ratepayers and shopkeepers in a human fashion, and think about the situation!	1
• To act on and accept petitions and give reasons why you are not acting on those petitions	1
• Try and discuss issues with the community/ratepayers via community consultations before you make your own decisions	1
• Would like to meet the newer Councillors when they're running for Council and after the elections for residents to have better knowledge of each Councillor	1

Nb: Some respondents gave more than one answer

9a.   How do you keep informed of Council news and activities?

There were three predominant means of being kept informed of Council news and activities:

- Macleay Valley Happynings   91%
- Macleay Argus   75%
- Community Newsletter in the rates notice   71%

Although not as substantial, a large proportion of respondents also relied on TV, radio, public notice boards and the Council website.
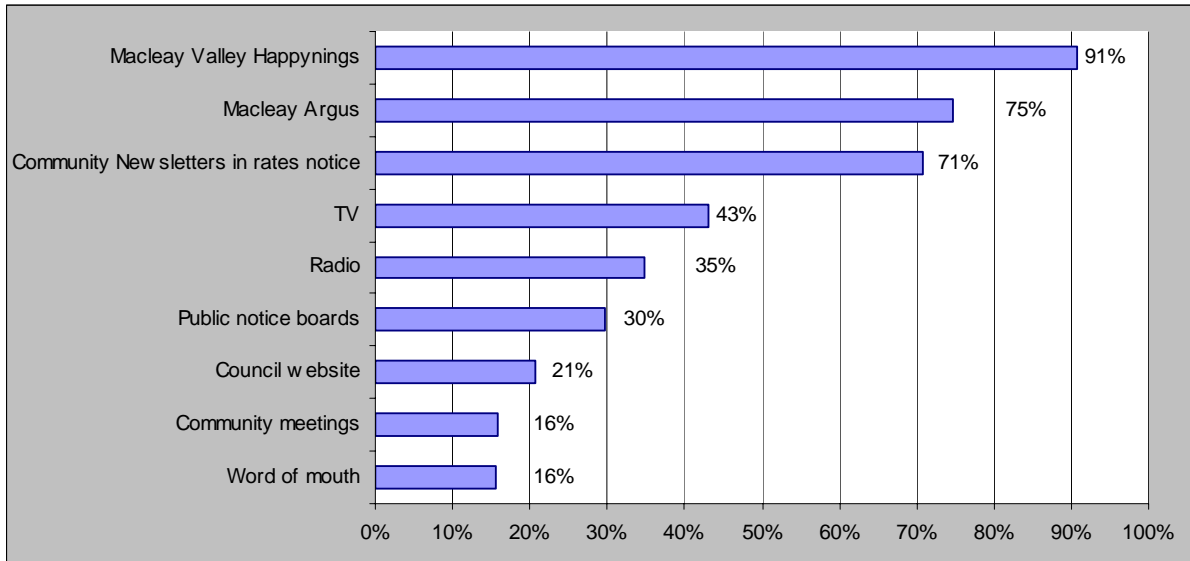
	Count	Column N %
Macleay Valley Happynings	272	90.7%
Macleay Argus	224	74.6%
Community Newsletters in rates notice	212	70.8%
TV	129	43.0%
Radio	105	34.9%
Public notice boards	89	29.6%
Council website	62	20.7%
Community meetings	47	15.7%
Word of mouth	46	15.5%
Other	17	5.7%
Don't keep informed	6	1.9%
Total	300	100.0%

Other

The Observer	11	Libraries	1
Letterbox drops	2	Rotary Club	1
Council meetings	1	Senior Citizens	1

Continued on the following page

9a.   How do you keep informed of Council news and activities? (Cont'd)

| | Cross correlation by age | | | | | | Cross correlation by gender | | | |
| | 18-34 | | 35-54 | | 55+ | | Male | | Female | |
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Macleay Valley Happynings	50	81.0%	110	92.1%	112	94.4%	126	85.3%	146	96.0%
Macleay Argus	41	66.7%	96	80.2%	87	73.0%	108	73.3%	115	75.8%
Community Newsletters in rates notice	35	57.1%	87	72.3%	91	76.4%	91	61.8%	121	79.6%
TV	23	38.1%	46	38.6%	59	50.0%	63	42.4%	66	43.7%
Radio	12	19.0%	36	29.7%	57	48.3%	48	32.6%	56	37.1%
Public notice boards	12	19.0%	39	32.7%	38	32.0%	39	26.2%	50	33.0%
Council website	9	14.3%	37	30.7%	17	14.0%	22	14.6%	41	26.7%
Community meetings	6	9.5%	18	14.9%	23	19.7%	23	15.7%	24	15.6%
Word of mouth	6	9.5%	23	18.8%	18	15.2%	24	16.5%	22	14.5%
Other	3	4.8%	9	7.9%	5	3.9%	4	3.0%	13	8.4%
Don't keep informed	6	9.5%	0	.0%	0	.0%	6	3.9%	0	.0%
Total	61	100.0%	120	100.0%	119	100.0%	148	100.0%	152	100.0%

Part B

9a. How do you keep informed of Council news and activities? (Cont'd)

9b. Which of those mentioned do you rate as the most informative with regards to Council news?

The means of communication rated most informative with regards to Council news were:

- Macleay Valley Happynings   46%
- Macleay Argus   33%

Note: This question was not asked of those who responded 'don't keep informed' in Q9a
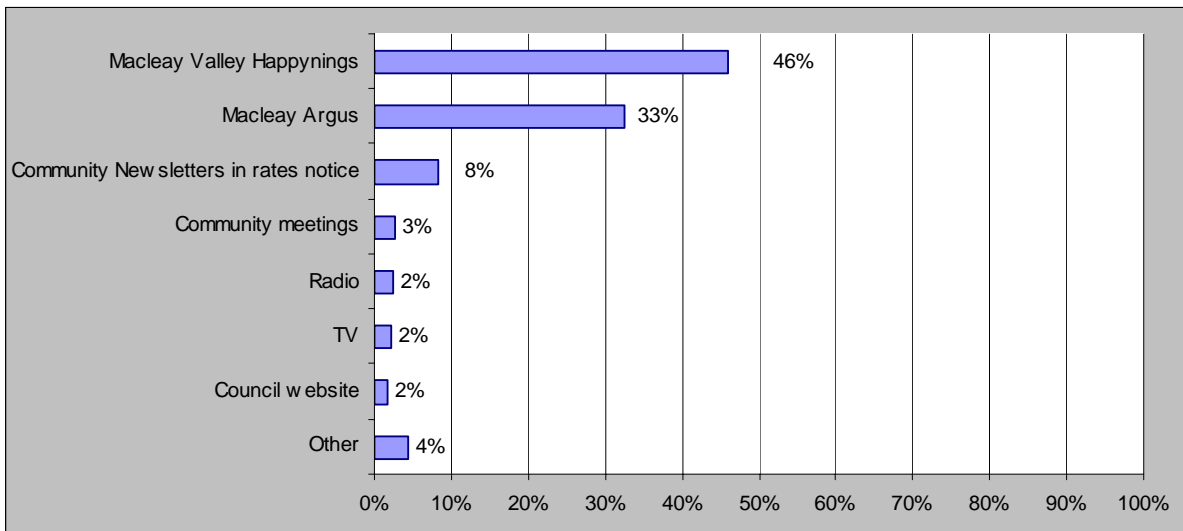
	Count	Column N %
Macleay Valley Happynings	135	46.0%
Macleay Argus	96	32.6%
Community Newsletters in rates notice	25	8.3%
Community meetings	8	2.7%
Radio	7	2.4%
TV	6	2.1%
Council website	5	1.6%
Other	13	4.4%
Total	294	100.0%

Other

|	
• Word of mouth	6
• The Observer	4
• Letterbox drops from Council	2
• Council meetings	1

Continued on the following page

9a.   How do you keep informed of Council news and activities? (Cont'd)

9b.   Which of those mentioned do you rate as the most informative with regards to Council news?

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Radio	0	.0%	2	2.0%	5	3.9%	4	2.8%	3	2.0%
Community meetings	3	5.3%	4	3.0%	1	1.1%	2	1.3%	6	3.9%
TV	3	5.3%	1	1.0%	2	1.7%	4	2.9%	2	1.3%
Macleay Argus	15	26.3%	39	32.7%	42	35.4%	54	38.1%	42	27.4%
Council website	0	.0%	5	4.0%	0	.0%	0	.0%	5	3.1%
Public notice boards	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Community Newsletters in rates notice	9	15.8%	7	5.9%	9	7.3%	13	9.0%	12	7.8%
Macleay Valley Happynings	26	47.4%	52	43.6%	57	47.8%	57	40.4%	78	51.2%
Other	0	.0%	9	7.9%	3	2.8%	8	5.6%	5	3.2%
Total	55	100.0%	120	100.0%	119	100.0%	142	100.0%	152	100.0%

10a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

- 58% of the respondents were satisfied with Council's overall performance over the last 12 months
- There was statistically no change from 2006, with the proportion of dissatisfied respondents being identical

	Satisfied	Neither	Dissatisfied
Council's overall performance	58%	23%	18%

	2006	2008
Satisfaction mean ratings	3.43	3.37

	18-34	35-54	55+	Male	Female	Overall
Satisfaction mean ratings	3.29	3.32	3.47	3.19	3.54	3.37

Mean ratings: 1 = very dissatisfied, 5 = very satisfied
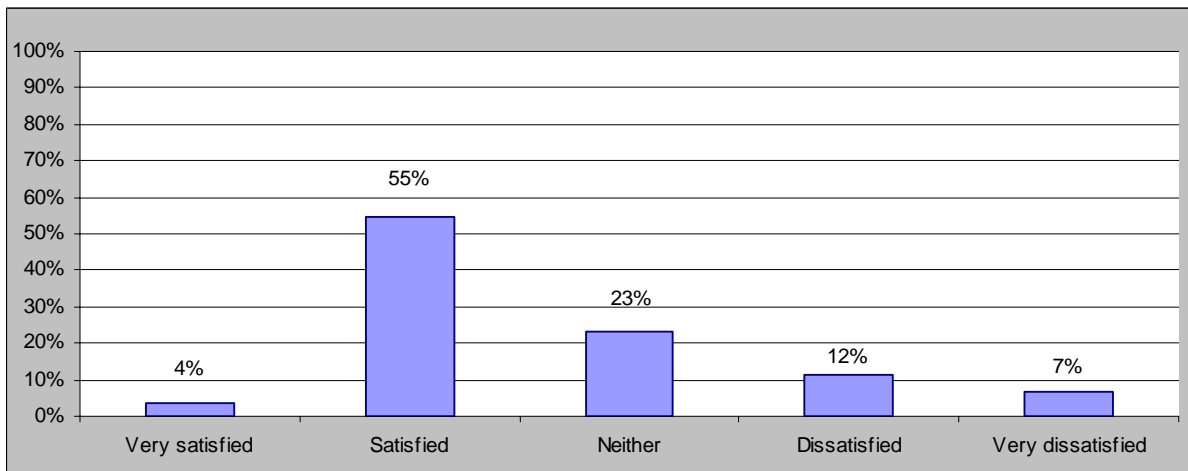
	Count	Column N %
Very satisfied	11	3.7%
Satisfied	164	54.8%
Neither	70	23.2%
Dissatisfied	34	11.5%
Very dissatisfied	21	6.8%
Total	300	100.0%

Continued on the following page

Part B

10a. **Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? (Cont'd)**

10b. **(If dissatisfied or very dissatisfied), what is your main reason for feeling that way?**

• Budget mismanagement	5
• River needs improving	2
• There is a need for better prioritising	2
• Attitude to development	1
• Can't get any sense out of the Council when approached on any subject	1
• Continuing discord within the Council	1
• Councillors need to improve communication between each other and consult the community more often and more clearly	1
• Council factions fight too much	1
• Councils have their own agenda and are not interested in the views of locals	1
• Customer service centre is poorly developed	1
• Development of Coles, Council let the developers take over	1
• Disability access, toilets and general facilities are not satisfactory	1
• Focusing on minor issues while disregarding the bigger issues	1
• General mismanagement	1
• I had dealings with Council for the last six months in regards to an industrial development that would create jobs in the area, but they didn't allow the developer to cut down trees for the development. Consequently the factory moved to another community	1
• I have had an application for a sub-division in with Council and I was told by customer service that it was going to be five weeks, but it turned out to be seven or eight months. I can't do what I want to do with my own land	1
• I just think that Council shows a lack of planning, particularly in relation to sustainable development	1
• Infighting amongst Councillors and not working together to benefit the community, there are too many faction fights within the Council	1
• Just can't get anything done	1
• Keep grass levels low at all times instead of just at election times	1
• Lack of economic business development plans	1
• Lack of follow through on issues	1
• Lack of infrastructure	1
• Lack of maintenance of public spaces	1
• Lack of maintenance on sporting fields	1
• Lack of response	1
• Lacking the need to refresh by bringing in younger people	1
• Mismanagement of various aspects	1

Continued on the following page

10a. **Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?**

10b. **(If dissatisfied or very dissatisfied), what is your main reason for feeling that way? (Cont'd)**

• Money better spent elsewhere, e.g. on the hospital instead of Slim Dusty	1
• New freeway that is proposed to go through areas of the Kempsey Shire has forced people out of their homes as the freeway is going to run straight through their properties	1
• Not approving new industry in the local area	1
• Not being aware of what's going on in community	1
• Not returning phone calls to enquiries and numerous requests regarding DAs	1
• Overall lack of provision of services, you're out of touch	1
• Parking was removed in West Kempsey and someone is going to have an accident	1
• Philosophically incorrect	1
• Previous Council members' attitudes and the lack of team work	1
• Previous Council was too busy attending and approving DAs but seemed to be neglecting the environmental aspect, i.e. the wetlands	1
• Roadside maintenance is left to locals and Council does not take responsibility for it. Lanes and alley ways are left for locals to maintain when it is a Council responsibility. We were not informed about putting up barriers to restrict access into a laneway and I had to change my gate at my own expense	1
• Road works need improving	1
• Strategic planning of land release needs improving, along with a positive attitude to any developments	1
• The erection of commercial buildings along the river	1
• The increase of rates is unfair when Councillors are attending conferences and being supplied with vehicles. The Councillors put themselves first before the community	1
• The way the Council was run	1
• Things could have been done better, Council don't care about residents' feelings	1
• Total lack of communication with the community and ratepayers	1
• Under qualified people in high positions who are in need of a business degree	1
• Waste money, e.g. the bank corner and new roundabout in West Kempsey	1
• We can't get answers	1
• We need young blood in the Council who will bring in ideas and not the elderly who are stuck in the '50s. I think that Council is holding our town back and not letting it go forward	1
• When you take a problem to a Councillor they do not listen	1

Nb: Some respondents gave more than one answer

11. What do you value most about living in the Kempsey Shire Local Government area?

In this open ended question respondents were asked what they valued most about living in the Kempsey Shire. The predominant responses were:

- Lifestyle 72%
- Natural environment 55%

	Count	Column N %
Lifestyle	206	71.5%
Natural environment	157	54.5%
People	45	15.6%
Facilities	41	14.2%
Cleanliness	11	3.8%
Total	288	100.0%

Nb: Some respondents did not answer

Please see Appendix A for the detailed list

12. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Kempsey Shire Council area?

In this open ended question respondents stated that the highest priority issues for the next 10 years in the Kempsey Shire were:

- Roads and footpaths   31%
- Business and employment   14%
- Development   14%
- Services and facilities   13%
- Health   11%
- Youth issues   11%

	Count	Overall percentage	Percentage of those who responded
Roads/Footpaths	93	31.0%	35.5%
Business/Employment	43	14.3%	16.4%
Development	43	14.3%	16.4%
Services/facilities	39	13.0%	14.9%
Health	33	11.0%	12.6%
Youth issues	32	10.7%	12.2%
Crime/Safety	24	8.0%	9.2%
Tourism	23	7.7%	8.8%
Economics	14	4.7%	5.3%
Water	13	4.3%	5.0%
Environmental issues	12	4.0%	4.6%
Indigenous issues	12	4.0%	4.6%
Infrastructure/Growth	14	4.7%	5.3%
Housing	10	3.3%	3.8%
Waterways	10	3.3%	3.8%
Other	30	10.0%	11.5%
Total	262		

Nb: Some respondents did not answer

Please see Appendix B for the detailed list

Part D. Demographic information

13.   Please stop me when I read out your age bracket:

	Count	Column N %
18-34	61	20.4%
35-54	120	40.0%
55+	119	39.6%
Total	300	100.0%

14.   In which of the following areas do you live?

	Count	Column N %
South West Rocks	87	29.1%
Kempsey	84	27.9%
Crescent Head	25	8.4%
Frederickton	23	7.8%
Smithtown/Gladstone	21	7.0%
Stuarts Point	19	6.5%
Kundabung	11	3.7%
Willawarrin/Bellbrook	7	2.5%
Other	21	7.2%
Total	300	100.0%

Other

Aldavilla	6	Barraganyatti	1	Glenrock	1
Pola Creek	3	Collombatti	1	Greenhill	1
South Kempsey	3	Dondingalong	1	Verges Creek	1
Austral Eden	1	Five Day Creek	1	Yarraville	1

Gender.

	Count	Column N %
Male	148	49.3%
Female	152	50.7%
Total	300	100.0%

Appendix A

11. What do you value most about living in the Kempsey Shire Local Government area?

Lifestyle			206
Lifestyle	52	Feeling of safety living in Stuarts Point	1
Peace and quiet	34	Holiday all year around	1
Country lifestyle	17	Improvement over Sydney	1
Safe community	15	Isolation	1
Community spirit	14	It is not overly commercialised	1
Just a good place to live	11	Living in a small village town on the Coast	1
Area	10	Living in South West Rocks	1
Fresh air	10	Local history	1
Affordability of living here	3	Privacy	1
Employment	3	Reasonable property prices	1
Freedom	3	Simplicity	1
Small population	3	Small population	1
Atmosphere	2	Small town life	1
Away from the city	2	South West Rocks is a friendly retirement area	1
Good living conditions	2	South West Rocks is paradise	1
Quality of life	2	Town culture of living in a small area	1
Size of the town	2	Traditional values	1
Space	2	Villages	1
Contentment, it's a relaxing and calm environment	1		
Natural environment			157
Beaches	55	Energy of the area	1
Climate	41	Extremely challenging area	1
Environment	14	Great parks and reserves	1
Beauty of the area	13	Hinterland	1
Natural environment	8	Plenty of places to walk	1
Macleay River	7	Scenery	1
Proximity to natural features such as mountains, bush	5	The valley	1
Landscape	2	The whole environment, it's God's country	1
Open spaces	2	Wetlands	1
Access to Macleay River	1		
People			45
Friendliness of the people	23	Great place for bringing up children	5
Family and friends	6	It's home	5
Born and bred here	5	Positive attitude from the community	1

11. What do you value most about living in the Kempsey Shire Local Government area? (Cont'd)

Facilities			40
Central location to everything	13	Community services	1
Lack of traffic	6	Condition of the town, it is appealing	1
Sporting facilities	4	Council's management	1
Tourism	4	Polite customer service	1
Libraries	3	Tidy	1
Ability to participate in the local government	1	Well maintained	1
Caravanning in the local area	1	Wonderful recycling	1
Close to town	1		
Cleanliness			**11**
Cleanliness of our local area	4	Clean and green area	1
Clean environment	2	Responsibly clean	1
Clean water	2	The pristine surroundings	1

Appendix B

12. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Kempsey Shire Council area?**

Roads/Footpaths	93
• Road maintenance	43
• Bypass	33
• Pacific Highway upgrade	4
• Improvement of country roads	2
• Bridge crossing South West Rocks	1
• Fix roads in South, West and East Kempsey	1
• Footpaths	1
• Highway and bridge drainage	1
• Maintaining bridges	1
• Maintenance of footpaths	1
• More footpaths in West Kempsey	1
• Move the highway to the west	1
• Pacific Highway is disgraceful, as trucks drive over concrete making it move and disperse at Bellimbopinni	1
• To keep the roads and footpaths well maintained and looked after	1
• Wooden bridges	1
Business/Employment	**43**
• Employment	16
• Increased business/industry development	13
• Bringing more industry/business into the town to increase the number of jobs in the area	10
• Releasing more industrial land	3
• Sustaining what we have with current businesses and promoting employment, because the bypass will take all of that away	1
Development	**43**
• Controlling development	17
• Restricting the height of high rise buildings	3
• Agricultural development	1
• Better planning for the future	1
• Community development projects	1
• Development along the coastal fringe	1
• Economic development of the main shopping area	1
• Forward planning in the beach areas	1
• Good urban design and good planning for the Kempsey area to provide an attractive place for people to undertake business and want to visit	1
• Height restrictions on buildings lifted so developers can build along the coast and inject some money into the area	1
• Improving developments	1
• Keeping it rural and not overdeveloping the coastal areas	1
• Kempsey Shire growth	1

Development (Cont'd)	
• Land release	1
• Land use	1
• Limiting tourist involvement through development	1
• Linking industrial areas with the main parts of town	1
• New development of housing and business	1
• Progress of development	1
• Restricting housing developments	1
• Small business needs to be a priority. For small business to survive, the Council needs to play a big part	1
• Small villages being built and going ahead	1
• South West Rocks needs more commercial shopping centres	1
• Sustainable development	1
• Sustained growth through proper management of businesses	1
Services/facilities	**39**
• Sewerage	4
• Sporting facilities	3
• Improve parking, especially around the Kempsey CBD	2
• More parking facilities	2
• Public transport	2
• Recycling	2
• Sewerage in the Stuarts Point area	2
• Upgrading and providing more sporting fields in South West Rocks	2
• Arts and cultural centre in area	1
• Building a crematorium	1
• Community bus run for residents in the South West Rocks area	1
• Community needs, such as parks and leisure areas	1
• Continued library services	1
• Improvement in bus services to outlying areas	1
• Kerb and guttering around town, as it makes it more tidy	1
• Maintaining your services	1
• New sporting facilities for South West Rocks	1
• Parking at beaches	1
• Parks	1
• Parks upgraded and mown more often	1
• Places for children to play	1
• Providing good services to ratepayers	1

Services/facilities (Cont'd)	
• Recycling facilities in caravan and camping areas	1
• Supporting transport issues	1
• Sustainability of climate change, recycling, landfill	1
• Transport	1
• Upgrade sporting fields	1
• Waste	1
Health	**33**
• Hospital	12
• Aged care facilities	8
• Upgrading of the hospital	5
• Health services	4
• More health services	1
• More services and facilities for the aged, such as retirement villages	1
• Upgrade community health facilities	1
• We need a hospital with more children's facilities	1
Youth issues	**32**
• Youth facilities	11
• Youth employment	7
• Facilities for the youth, e.g. sporting complex, employment, indoor swimming pools. Keeping them active to prevent crime	2
• More development to create employment for youth but not to overdevelop	2
• Youth development	2
• Youth issues	2
• Encourage completion of high school for all children	1
• Encourage more youth services for employment and activities	1
• Generating infrastructure for the youth	1
• More sporting facilities for the youth	1
• Respect of the youth in the area	1
• Youth services in outer areas	1
Crime/Safety	**24**
• Law and order	10
• Crime	4
• Community safety	3
• Controlling vandalism	2
• More of a police presence in the area	2
• Break-ins	1

Crime/Safety (Cont'd)	
• More police for smaller areas that have a big tourist contingent	1
• Disabled parking needs to be for disabled people only and enforced by police	1
Tourism	**23**
• Promoting tourism	22
• After the bypass goes through it will be a testing time to see how much tourism is still brought to the towns	1
Economics	**14**
• Financial management	7
• Economic growth	4
• Economic sustainability	2
• Government funding	1
Infrastructure/Growth	**14**
• Upgrading the infrastructure	10
• Influx of the population and our services	1
• Population growth aiding the town to become prosperous	1
• Sustainability of the infrastructure, we cannot take any more building in South West Rocks. Water for visitors and sewerage is not sustainable	1
• Shops and complexes in the town centre are getting bigger and Council needs to provide infrastructure to cope with expanding demands	1
Water	**13**
• Water	8
• Water management	2
• Increases in what we pay for water usage	1
• Water quality and supply to the lower Macleay	1
• Water supply	1
Environmental issues	**12**
• Environmental issues	5
• Protecting the natural environment	3
• Sustainability of the environment	2
• Appropriate environmental planning	1
• Sustainability of climate change	1
Indigenous issues	**12**
• Building relationships with indigenous people	6
• Indigenous issues	4
• Services to encourage indigenous people to find employment	1
• Unemployed Indigenous people	1

Housing	10
• Affordable housing	5
• Housing	5
Waterways	**10**
• Flood management needs to be more effective	3
• Killick Creek at Crescent Head needs attention	2
• Alternate crossing to the Macleay River in the CBD	1
• Dredging of Killick Creek	1
• Dredging of the river	1
• Macleay River dredging	1
• Maintaining the river banks	1
Other	**30**
• Beautification of the township	5
• Upgrading schools	3
• Upgrade of town centre	2
• Kempsey CBD clean up	1
• Education	1
• After school activities that encourage life skills	1
• Allowing pets in Council run caravan parks	1
• Annual Council cleanup	1
• Community consultations with the residents of South West Rocks	1
• Efficiency of Council staff members, especially outdoor staff	1
• Emergency services closer to the highway	1
• Increase of rates	1
• Keeping rates to a good level	1
• Landfill	1
• More general maintenance done on a day to day basis	1
• Making parenting classes available	1
• Noise pollution	1
• Planting more trees	1
• Provision of a good hall	1
• Social equity	1
• South West Rocks needs a high school	1
• Supporting the community in all areas	1
• To include South West Rocks in future decisions	1

Appendix C

Kempsey Shire Community Satisfaction Survey – 2008

Hello, my name is …………………… from Micromex Research. We are conducting a survey for Kempsey Shire Council about the services and facilities provided by Council and are interested in the views of local residents. Would you have approximately 15 minutes to assist us please?

Just to give you some background, the information you give will be used for research purposes and is completely confidential. Your input will help Council to better understand and meet the diverse needs of its residents. Before we start, I just have to make sure you qualify for an interview. Firstly is your household in the Kempsey Shire Council area? **[IF NOT, TERMINATE INTERVIEW]**

Have you lived in the Kempsey Shire Council area for longer than 6 months and are you over the age of 18? **[IF NOT, TERMINATE INTERVIEW]**

Are you or anyone in your household a Councillor or employed by any local council? **[IF YES, TERMINATE INTERVIEW]**

Great, you qualify for an interview! I just have to inform you that my supervisor may monitor this call for quality control purposes.

In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5 where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

<u>Part A</u>

1.   Community facilities

		Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
1.	Parks	O	O	O	O	O	O	O	O	O	O
2.	Sporting facilities	O	O	O	O	O	O	O	O	O	O
3.	Youth Facilities	O	O	O	O	O	O	O	O	O	O
4.	Arts, culture & entertainment facilities	O	O	O	O	O	O	O	O	O	O
5.	Libraries	O	O	O	O	O	O	O	O	O	O
6.	Community halls	O	O	O	O	O	O	O	O	O	O
7.	Quality of town centre and public spaces	O	O	O	O	O	O	O	O	O	O
8.	Swimming pools	O	O	O	O	O	O	O	O	O	O
9.	Public toilets	O	O	O	O	O	O	O	O	O	O
10.	Caravan parks	O	O	O	O	O	O	O	O	O	O
11.	Day visitor areas	O	O	O	O	O	O	O	O	O	O
12.	Boat ramps, jetties & wharves	O	O	O	O	O	O	O	O	O	O
13.	Saleyards	O	O	O	O	O	O	O	O	O	O
14.	Landfill sites/Waste transfer stations	O	O	O	O	O	O	O	O	O	O

2. Infrastructure

		Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5
1.	Town roads	O	O	O	O	O	O	O	O	O	O
2.	Rural roads	O	O	O	O	O	O	O	O	O	O
3.	Kerb & guttering	O	O	O	O	O	O	O	O	O	O
4.	Footpaths	O	O	O	O	O	O	O	O	O	O
5.	General garbage collection	O	O	O	O	O	O	O	O	O	O
6.	Recycling	O	O	O	O	O	O	O	O	O	O
7.	Sewerage management	O	O	O	O	O	O	O	O	O	O
8.	Cycleways and bicycle facilities	O	O	O	O	O	O	O	O	O	O
9.	Water supply	O	O	O	O	O	O	O	O	O	O
10.	Parking	O	O	O	O	O	O	O	O	O	O
11.	Drainage/flood management	O	O	O	O	O	O	O	O	O	O

3. Human services

		Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5
1.	Youth services	O	O	O	O	O	O	O	O	O	O
2.	Aged services	O	O	O	O	O	O	O	O	O	O
3.	Relationship with indigenous community	O	O	O	O	O	O	O	O	O	O
4.	Disability access	O	O	O	O	O	O	O	O	O	O
5.	Affordable housing	O	O	O	O	O	O	O	O	O	O
6.	Community safety and law and order initiatives	O	O	O	O	O	O	O	O	O	O

4. Corporate services and management

		Importance Low 1	2	3	4	High 5	Satisfaction Low 1	2	3	4	High 5
1.	Council's customer service	O	O	O	O	O	O	O	O	O	O
2.	Opportunities to participate in Council decision making	O	O	O	O	O	O	O	O	O	O
3.	Development & Building controls	O	O	O	O	O	O	O	O	O	O
4.	Land use planning	O	O	O	O	O	O	O	O	O	O
5.	Environmental and sustainability initiatives	O	O	O	O	O	O	O	O	O	O
6.	Tourism management	O	O	O	O	O	O	O	O	O	O
7.	Financial management	O	O	O	O	O	O	O	O	O	O
8.	Economic development	O	O	O	O	O	O	O	O	O	O

Part B

5. **Have you contacted Kempsey Shire Council in the last 12 months?**

Yes O No O **(If no, go to 8a)**

6. **When you made contact with the Council staff was it by:**

Phone O Mail O Email O In person O

7a. **How satisfied were you with the way your contact was handled?** *Prompt*

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

O O O O O

7b. **(If dissatisfied or very dissatisfied), how could the way this contact was handled have been improved?**

……………………………………………………………………………………………………...

8a. **How satisfied are you currently with the level of communication Council has with the community?** *Prompt*

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

O O O O O

8b. **(If dissatisfied or very dissatisfied), how do you think Council could improve its communication?**

……………………………………………………………………………………………………...

9a. **How do you keep informed of Council news and activities?** *Prompt (can tick more than one)*

Radio	O	Council website	O
Community meetings	O	Public notice boards	O
TV	O	Community Newsletters in rates notice	O
Macleay Argus	O	Macleay Valley Happynings	O

Other (please specify) O ……………………………………………………

9b. **Which of those mentioned do you rate as the most informative with regards to Council news?**

……………………………………………………………………………………………………...

10a. **Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?** *Prompt*

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

O O O O O

10b. **(If dissatisfied or very dissatisfied), what is your main reason for feeling that way?**

……………………………………………………………………………………………………...

<u>**Part C.**</u>

11. **What do you <u>value most</u> about living in the Kempsey Shire Local Government area?**

………………………………………………………………………………………………………...

………………………………………………………………………………………………………...

12. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Kempsey Shire Council area?**

………………………………………………………………………………………………………

<u>**Part D. Demographic information**</u>

13. **Please stop me when I read out your age bracket:** *Prompt*

Age group: 18–34   O
              35–54   O
              55+   O

14. **In which of the following areas do you live?** *Prompt*

Kempsey	O	South West Rocks	O	Crescent Head	O
Hat Head	O	Stuarts Point	O	Smithtown/Gladstone	O
Frederickton	O	Willawarrin/Bellbrook	O	Kundabung	O
Rural	O				

Other (please specify)   O   ....………………....

Gender (determine by voice):   Male   O   Female   O