



Community Survey 2006

A research report prepared for

Kempsey Shire Council

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Background

Kempsey Shire is situated on the Mid North Coast of New South Wales with the town of Kempsey strategically placed on the Macleay River.

The Shire is administered from the Council Administrative Centre in West Kempsey.

The aim of the survey is to involve the community in planning and to evaluate Council's performance over a period of time on several key issues.

This report presents the results of the 2006 survey.

Aims of the Study

To achieve the primary purpose of this study, Council wished to assess community perceptions and opinions of:

- Lifestyle and development within the Shire
- Council's performance
- Council communication, consultation and customer service

It is intended that the results from this survey will be incorporated into Council's planning.

Methodology

Data collection

The 2006 survey, using a structured questionnaire, was administered on a computer aided telephone system.

A copy of the questionnaire is provided in Appendix G.

Data collection period

The survey was conducted during the period 5th to 13th December from 5.00pm to 8:30pm, Monday to Thursday and from 10am to 4.00pm on Saturday.

Survey area

Kempsey 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 from the electronic white pages.

Methodology (Cont'd)

Participants

Individuals in the household, 16 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 survey.

The compliance rate achieved was 54%, 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 5.8% 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 area for a minimum of six months.

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.

Key Findings

Opinion of Council

- There was a moderate level of agreement with the statement 'Council is ensuring that the Shire grows in a positive way'. 57% agreed and 23% disagreed
- There was a moderate level of agreement with the statement 'Council is ensuring that the nature of development is improving the quality of life'. 50% agreed and 25% disagreed
- There was a higher level of agreement with females and those in the 16–34 age group

Development within the Shire

- The community are not in favour of major developments in any part of the Kempsey Shire
- The only support for which there was a clear majority was for moderate development in inland towns

Note: If we assume that those respondents who were in favour of major developments would also be in favour of moderate developments, the results then show that there is support for moderate development in all areas, particularly inland towns (inland towns 81%, hinterland 60%, coastal areas 57%)

Council supporting housing developments

- The majority of respondents were not in favour of Council encouraging denser housing, such as cluster housing and mid rise developments, to help prevent further destruction of bush and farmland
- This opinion against encouraging denser housing was particularly the case for males and those who were 55+ years of age

Vision for the future of the Shire

There was a total of 217 comments relating to this unprompted question.

- The most significant response category related to being in favour of development and planning, followed by improved maintenance of current infrastructure

Importance of goals

Respondents were asked to rate the importance to them of seven Council goals.

- All seven goals were rated very highly, with the highest being 'to provide value for money services' and the lowest 'to position Kempsey Shire in the region to actively participate in regional activities'

When asked if there were any other important goals, there were 161 comments, with the most significant relating to improved maintenance of current infrastructure.

Improvements to Kempsey CBD

- 77% of respondents believe that the improvements to, and the cleanliness of, the Kempsey CBD make it a good place to visit and shop
- The strong belief that the Kempsey CBD is a good place to visit and shop is felt by both genders, particularly females, and all age groups, particularly the 55+ age group

The most significant reasons for not believing that the Kempsey CBD was a good place to visit or shop were social issues and a lack of cleanliness.

Key Findings (Cont'd)

Kempsey Mall opening to traffic

- 76% of respondents felt that the Kempsey Mall should not be reopened to traffic
- This strong feeling against opening the mall to traffic was similar with both genders and was the greatest with those who were in the 55+ age group

How Council can generate employment

There was a total of 210 comments relating to this unprompted question, with the most significant category being 'attracting new business/industries'.

Encouraging people to stay

There was a total of 316 comments relating to this unprompted question, with the most significant category being 'providing employment opportunities'.

Making the valley safer and better

There was a total of 255 comments relating to this unprompted question; these comments have been separated into those relating to police matters and others.

The most significant suggestions that would make the valley a safer and better place for locals and visitors were 'police related'.

Increasing Council revenue

- There was moderate agreement with all methods of raising revenue, with the exception of disposing of assets, where there was slight disagreement
- Of interest is, that by age, the agreement for all methods of raising revenue was greatest for the youngest age group, 16–34, and the least for the oldest age group, 55+

Satisfaction with Council's performance (overall)

- The mean satisfaction with Council's overall performance was 3.4, with 61% 'satisfied' to 'very satisfied'
- Females were more satisfied than males and by age, the 55+ age group was the most satisfied, while the 35-54 age group was the least satisfied
- Kempsey Shire's satisfaction levels are average compared to other councils in both Sydney and country NSW

Key Findings (Cont'd)

Satisfaction with Council's performance (in specific areas)

In this prompted question residents were asked to rate their satisfaction with Council's overall performance in servicing 8 different areas.

The satisfaction levels can be divided into three groups as follows:

High level of satisfaction 2006	Compared to 2005	Moderate level of satisfaction 2006	Compared to 2005	Low level of satisfaction 2006
Garbage services	Better	Sewerage supply	Better	Rural roads*
		Water supply	Poorer	
		Sporting facilities	Poorer	
		Parks and gardens	Unchanged	
		Community facilities	Poorer	
		Town roads*		

* **Note:** In 2005, there was only a general category for 'roads', the mean rating for which was 3.05

Recycling and green waste and garbage services

- 98% of the community are happy with the introduction of recycling and the benefits it will have on the environment and community

In a follow up question residents were asked if, as a result of the introduction of recycling services, landfill transfer sites could have their hours reduced.

- 72% of residents were opposed to reducing the hours at the transfer landfill sites on weekends
- There was less opposition to reducing the hours on weekdays, with 45% of residents opposed but 32% in favour and a further 23% undecided
- In trying to determine whether residents were prepared to use their green bin for green waste and have an additional smaller bin, at a cost, for household waste, we found the results to be inconclusive with an almost equal proportion of residents in favour as those who were not in favour
- 76% of the residents supported having an annual rubbish clean day for larger items at an additional cost

Indoor heated swimming pool

- A marginal majority of 54% were not in favour of an indoor heated swimming pool in the Shire
- Further analysis shows that those in the age group 55+ were significantly less in favour, however, there was still no clear majority in the other age groups
- There was significantly greater support for an indoor pool from females compared to males

Key Findings (Cont'd)

Indoor heated swimming pool (Cont'd)

In a follow up question those respondents who were in favour of a heated indoor pool were asked where they would like it to be located.

- More than 75% would like the pool to be located in or around Kempsey

Issues relating to an ageing population

When asked to rate the significance of six issues that affect the ageing population in the Kempsey Shire, all six were rated very highly.

- 'Provision of aged and community care services' was rated the highest overall, as well as with both males and females and the 55+ age group
- 'Provision of recreational and entertainment services and facilities' was considered the least significant by both genders and all age groups

Residents' involvement with Council

Respondents were asked if they had ever undertaken four different prompted actions.

- 26% had attended a public meeting or workshop
- 19% had sent a written submission to Council in response to a call for public support
- 7% had been involved in a Council committee
- 4% had used the online poll facility on the website

In this follow up question, those residents who had attended a public meeting were asked if the opportunity to express their view could be improved.

- 60% said that the opportunity to express their view could not be improved

Providing additional information to residents

There were 37 different responses to this unprompted question.

We found that the additional information that Council could include to make information more relevant or interesting, related to what was happening, what Council was doing and details on developments.

Preferred method of contacting or conducting a transaction with Council

- The most preferred method for contacting or conducting a transaction with Council was by phone, but almost equally in person
- A significant change since 2005 was the increase in the preferred method of contact by phone, matched by the almost equal decrease of contact in person

Key Findings (Cont'd)

Contact with Council

Residents were asked to select one or more of six prompted options to best describe their contact with a Council staff member.

- The opinions of those who had contact with Council staff were positive, with the majority, 49%, describing it as courteous, followed by 39% helpful and 37% professional
- Only 12% described their contact as unsatisfactory and 7% as uninterested

Written contact

- 15% of residents had written contact with Council staff in the last year, which represents an almost 4% increase from 2005
- In this follow up question, when asked how satisfied they were in the way the contact was handled, 50% were satisfied, however, 46% expressed some degree of dissatisfaction
- The trend shows that the satisfaction with how a written contact was handled has decreased over the past three years, with a significant decrease in 2006

Telephone contact

- 29% of residents had telephone contact with Council staff in the last year, which represents a 13% decrease from 2005
- In this follow up question, when asked how satisfied they were in the way the contact was handled, 72% were satisfied and 21% were dissatisfied

Internet

- 53% of residents own or have regular access to a computer that is connected to the Internet
- This represents an increase of 9% from 2005
- Of those who have access to the Internet, 33% had visited Council's website
- As a proportion of those who had access to the Internet, this represents a decrease of 9% from 2005. However, as a proportion of the total sample, this is unchanged from 2005, even though 9% more residents had access

Conclusion

This survey covered a wide range of issues on which Council was keen to obtain the community's opinion.

Council can be proud of its achievements, such as the improvements to the Kempsey CBD and the introduction of recycling services.

The possible development of an indoor heated swimming pool was inconclusive and there is concern with respect to major development in some areas of the Shire.

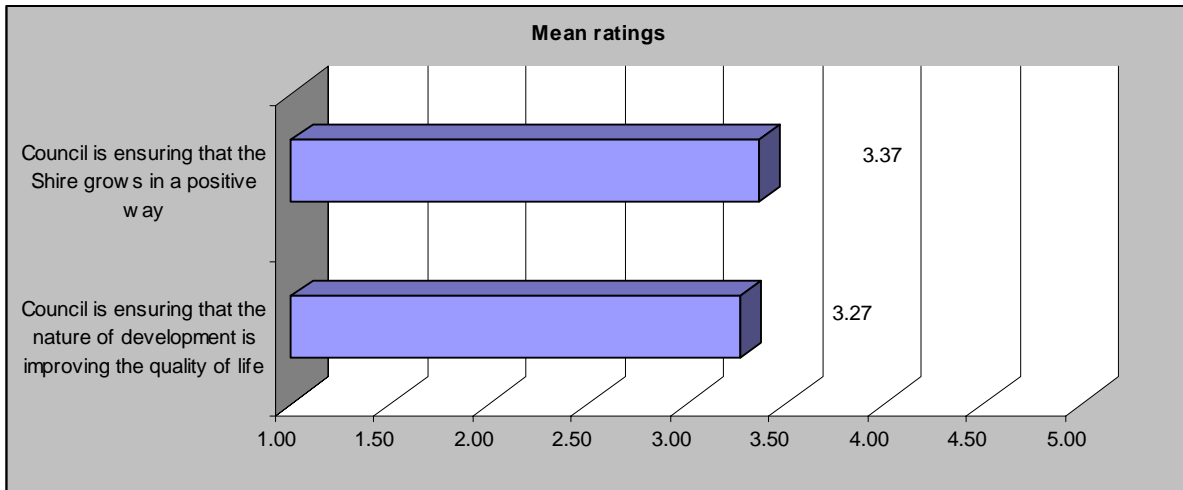
There are opportunities for improvement and the need to continue or increase the levels of communication with the community is important.

Results

Q1. To what extent do you agree with the following statements?

Key findings

- There was a moderate level of agreement with the statement 'Council is ensuring that the Shire grows in a positive way'. 57% agreed and 23% disagreed
- There was a moderate degree of agreement with the statement 'Council is ensuring that the nature of development is improving the quality of life'. 50% agreed and 25% disagreed
- There was a higher level of agreement with females and those in the 16–34 age group



Mean ratings: 1 = strongly disagree, 5 = strongly agree

	Male	Female	Overall
Council is ensuring that the Shire grows in a positive way	3.20	3.54	3.37
Council is ensuring that the nature of development is improving the quality of life	3.13	3.41	3.27

	16-34	35-54	55+	Overall
Council is ensuring that the Shire grows in a positive way	3.51	3.24	3.42	3.37
Council is ensuring that the nature of development is improving the quality of life	3.46	3.12	3.32	3.27

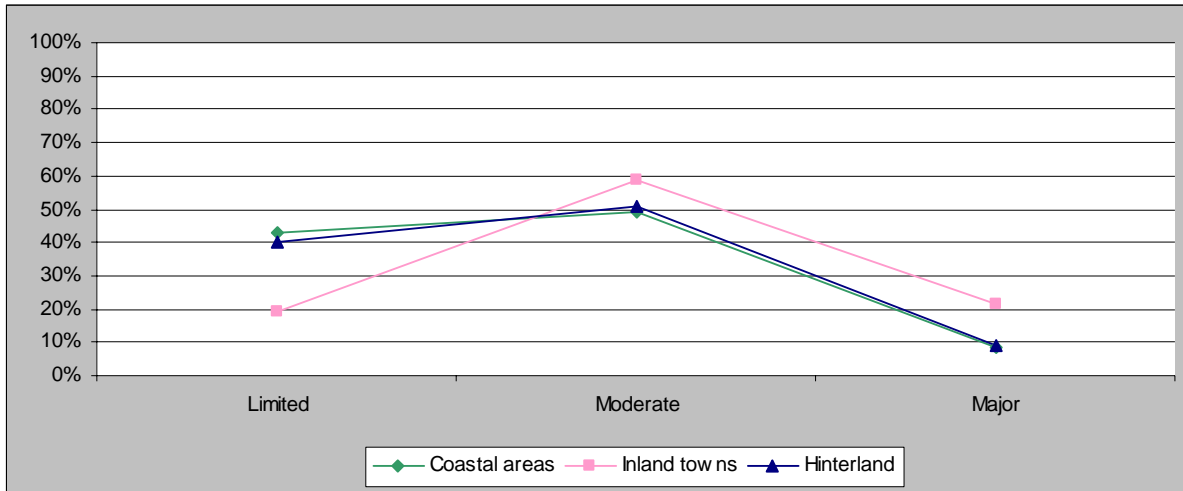
	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Council is ensuring that the Shire grows in a positive way	18	6.0%	154	51.3%	59	19.7%	58	19.3%	11	3.7%	300	100.0%
Council is ensuring that the nature of development is improving the quality of life	16	5.3%	135	45.0%	73	24.3%	66	22.0%	10	3.3%	300	100.0%

Q2. What level of development would you agree with in our:

Key findings

- The community are not in favour of major developments in any part of the Kempsey Shire
- The only support for which there was a clear majority was for moderate development in inland towns

Note: If we assume that those respondents who were in favour of major developments would also be in favour of moderate developments, the results then show that there is support for moderate development in all areas, particularly inland towns (inland towns 81%, hinterland 60%, coastal areas 57%)



	Limited		Moderate		Major		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Coastal areas	128	42.7%	147	49.0%	25	8.3%	300	100.0%
Inland towns	58	19.3%	177	59.0%	65	21.7%	300	100.0%
Hinterland	120	40.0%	153	51.0%	27	9.0%	300	100.0%

		Male		Female	
		Count	Column N %	Count	Column N %
Coastal areas	Limited	68	45.0%	60	40.3%
	Moderate	70	46.4%	77	51.7%
	Major	13	8.6%	12	8.1%
	Total	151	100.0%	149	100.0%
Inland towns	Limited	30	19.9%	28	18.8%
	Moderate	84	55.6%	93	62.4%
	Major	37	24.5%	28	18.8%
	Total	151	100.0%	149	100.0%
Hinterland	Limited	63	41.7%	57	38.3%
	Moderate	75	49.7%	78	52.3%
	Major	13	8.6%	14	9.4%
	Total	151	100.0%	149	100.0%

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Q2. What level of development would you agree with in our: (Cont'd)

		16-34		35-54		55+	
		Count	Column N %	Count	Column N %	Count	Column N %
Coastal areas	Limited	20	32.8%	48	41.0%	60	49.2%
	Moderate	33	54.1%	59	50.4%	55	45.1%
	Major	8	13.1%	10	8.5%	7	5.7%
	Total	61	100.0%	117	100.0%	122	100.0%
Inland towns	Limited	13	21.3%	28	23.9%	17	13.9%
	Moderate	36	59.0%	61	52.1%	80	65.6%
	Major	12	19.7%	28	23.9%	25	20.5%
	Total	61	100.0%	117	100.0%	122	100.0%
Hinterland	Limited	22	36.1%	43	36.8%	55	45.1%
	Moderate	34	55.7%	62	53.0%	57	46.7%
	Major	5	8.2%	12	10.3%	10	8.2%
	Total	61	100.0%	117	100.0%	122	100.0%

Additional comments relating to development.

There was a total of 126 comments relating to this unprompted question

The comments have been categorised in three groups:

	Count	Column N %
Positive aspects relating to development	36	28.8%
Negative aspects relating to development	39	31.2%
Other	51	40.8%
Total	126	100.0%

Please see Appendix A for the full list of comments

Q3. Should Council encourage denser housing, such as cluster housing and mid rise development, to help prevent further destruction of bush and farmland?

Key findings

- The majority of respondents were not in favour of Council encouraging denser housing, such as cluster housing and mid rise developments, to help prevent further destruction of bush and farmland
- This opinion against encouraging denser housing was particularly the case for males and those who were 55+ years of age

	Count	Column N %
Yes	114	38.0%
No	186	62.0%
Total	300	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes	51	33.8%	63	42.3%
No	100	66.2%	86	57.7%
Total	151	100.0%	149	100.0%

	16-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	24	39.3%	49	41.9%	41	33.6%
No	37	60.7%	68	58.1%	81	66.4%
Total	61	100.0%	117	100.0%	122	100.0%

Q4. What is your vision for the future of the Shire?

There was a total of 217 comments relating to this unprompted question.

The comments have been categorised into the following groups:

	Count	Column N %
Development/planning issues		
Favourable towards development /planning	53	24.4%
Unfavourable towards development /planning	10	4.6%
Improved maintenance of current infrastructure (e.g. roads, parks etc)	31	14.3%
Environmental awareness	23	10.6%
Community atmosphere	22	10.1%
Attract more industry/business	16	7.4%
Employment creation	11	5.1%
Increase tourism	8	3.7%
Be open minded and listen to the people - community consultation	6	2.8%
Increase of family facilities	5	2.3%
Other	32	14.7%
Total	217	100.0%

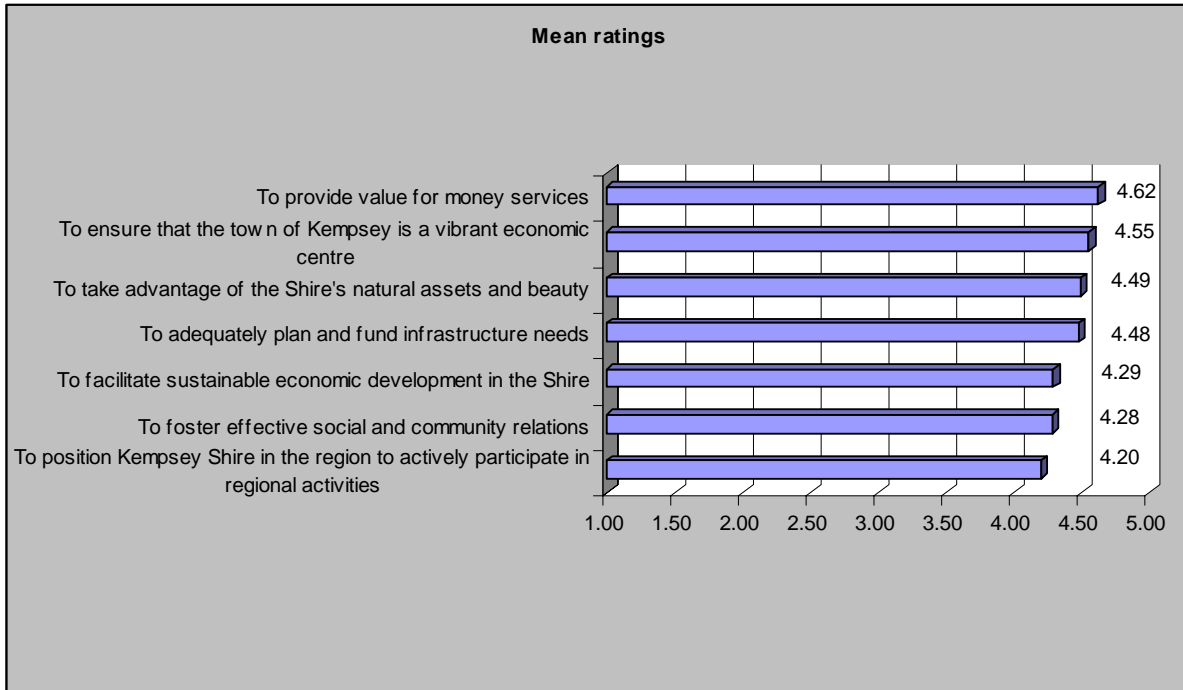
Please see Appendix B for the full list of comments

Q5a. How important are the following Council goals to you?

Respondents were asked to rate the importance to them of seven Council goals.

Key findings

- All seven goals were rated very highly, with the highest being 'to provide value for money services' and the lowest 'to position Kempsey Shire in the region to actively participate in regional activities'



Mean ratings: 1 = very unimportant, 5 = very important

	Male	Female	Overall
To provide value for money services	4.68	4.57	4.62
To ensure that the town of Kempsey is a vibrant economic centre	4.55	4.55	4.55
To take advantage of the Shire's natural assets and beauty	4.39	4.59	4.49
To adequately plan and fund infrastructure needs	4.45	4.50	4.48
To facilitate sustainable economic development in the Shire	4.34	4.23	4.29
To foster effective social and community relations	4.19	4.36	4.28
To position Kempsey Shire in the region to actively participate in regional activities	4.13	4.28	4.20

Continued on the following page

Q5a. How important are the following Council goals to you? (Cont'd)

	16-34	35-54	55+
To provide value for money services	4.54	4.67	4.62
To ensure that the town of Kempsey is a vibrant economic centre	4.52	4.51	4.60
To take advantage of the Shire's natural assets and beauty	4.38	4.42	4.61
To adequately plan and fund infrastructure needs	4.41	4.53	4.46
To facilitate sustainable economic development in the Shire	4.18	4.32	4.30
To foster effective social and community relations	4.13	4.27	4.35
To position Kempsey Shire in the region to actively participate in regional activities	4.34	4.13	4.20

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
To facilitate sustainable economic development in the Shire	153	51.0%	89	29.7%	51	17.0%	5	1.7%	2	.7%	300	100.0%
To foster effective social and community relations	143	47.7%	106	35.3%	45	15.0%	3	1.0%	3	1.0%	300	100.0%
To ensure that the town of Kempsey is a vibrant economic centre	200	66.7%	75	25.0%	20	6.7%	0	.0%	5	1.7%	300	100.0%
To adequately plan and fund infrastructure needs	184	61.3%	87	29.0%	21	7.0%	4	1.3%	4	1.3%	300	100.0%
To position Kempsey Shire in the region to actively participate in regional activities	141	47.0%	99	33.0%	46	15.3%	8	2.7%	6	2.0%	300	100.0%
To take advantage of the Shire's natural assets and beauty	195	65.0%	69	23.0%	28	9.3%	4	1.3%	4	1.3%	300	100.0%
To provide value for money services	217	72.3%	62	20.7%	16	5.3%	1	.3%	4	1.3%	300	100.0%

Q5b. Are there any other important goals that you think Council should be looking at?

There was a total of 161 comments relating to this unprompted question.

The comments have been categorised into the following groups:

	Count	Column N %
Improved maintenance of current infrastructure (e.g. roads, parks etc)	51	31.7%
Progressing with development/planning	22	13.7%
Environmental awareness	14	8.7%
Attract more industry/business	13	8.1%
Increase of family facilities	9	5.6%
Community atmosphere	8	5.0%
Be open minded and listen to the people - community consultation	7	4.3%
Employment opportunities	4	2.5%
Other	33	19.3%
Total	161	100%

Please see Appendix C for the full list of comments

Q6a. Do you believe that the improvements to, and the cleanliness of, the Kempsey CBD make it a good place to visit and shop?

Key findings

- 77% of respondents believe that the improvements to, and the cleanliness of, the Kempsey CBD make it a good place to visit and shop
- The strong belief that the Kempsey CBD is a good place to visit and shop is felt by both genders, particularly females, and all age groups, particularly the 55+ age group

	Count	Column N %
Yes	230	76.7%
No	70	23.3%
Total	300	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes	112	74.2%	118	79.2%
No	39	25.8%	31	20.8%
Total	151	100.0%	149	100.0%

	16-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	47	77.0%	84	71.8%	99	81.1%
No	14	23.0%	33	28.2%	23	18.9%
Total	61	100.0%	117	100.0%	122	100.0%

Q6b. (If no), why not?

There was a total of 72 comments relating to this unprompted question have been categorised into groups.

Most of the comments about the Kempsey CBD relate to 'cleanliness', 'anti-social behaviour' and the need for 'more improvements'.

• More cleanliness needed	16
• A lot of social issues (intoxication/violence/anti-social behaviour)	13
• More improvements needed	11
• Crime is too high and security is needed	4
• Lack of policing	2
• Half of the shops are vacant now	2
• Toilet facilities are not adequate	2
• Unattractive	2
• Area is dead	1
• Could do much more with it	1
• Indoor plaza would be better for the community	1
• It is not going ahead enough	1

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Q6a. Do you believe that the improvements to, and the cleanliness of, the Kempsey CBD make it a good place to visit and shop? (Cont'd)

Q6b. (If no), why not? (Cont'd)

• Lack of parking in Belgrave St	1
• Needs a major face lift, no attractive points. West Kempsey is a better place for a centre as it is above the flood zone	1
• Needs more planning, shops are too divided needs to be brought together	1
• Needs more customer service areas	1
• No improvements have been done	1
• Not a pleasant experience to shop	1
• Not enough businesses open in the evenings	1
• Not enough parking	1
• Not enough shops	1
• Residents don't look after it and they don't care	1
• Shopkeepers are not friendly	1
• Terrible place	1
• The mayhem in Kempsey is terrible	1
• Too far away	1
• Vacant shops are unattractive	1
• Wasting money on street signage	1

Some respondents gave more than one answer whilst others did not comment

Q7. Should the Kempsey Mall be reopened to traffic?

Key findings

- 76% of respondents felt that the Kempsey Mall should not be reopened to traffic
- This strong feeling against opening the mall to traffic was similar with both genders and was the greatest with those who were in the 55+ age group

	Count	Column N %
Yes	72	24.0%
No	228	76.0%
Total	300	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes	35	23.2%	37	24.8%
No	116	76.8%	112	75.2%
Total	151	100.0%	149	100.0%

	16-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	16	26.2%	38	32.5%	18	14.8%
No	45	73.8%	79	67.5%	104	85.2%
Total	61	100.0%	117	100.0%	122	100.0%

Q8. What should Council do to generate employment in the Shire?

There was a total of 210 comments relating to this unprompted question, that have been categorised into groups in the table below.

Most of the suggestions for generating employment were by 'attracting new businesses and industries' and 'offering assistance and incentives'.

	Count	Column N %
Attract new business/industries	130	64.7%
Offering assistance/incentives to encourage new business	23	11.3%
Training/apprenticeships	12	5.6%
Improvement of current infrastructure to create more jobs	12	5.6%
Tourism	9	4.4%
Retention of existing businesses	7	3.4%
Other	17	8.3%
Total	210	100.0%

Please see Appendix D for the full list

Q9. What steps do you think we can take to encourage young people to stay within or return to our Shire?

There was a total of 316 comments relating to this unprompted question; these comments have been categorised into the groups in the table below.

The most significant comment on what steps could be taken to encourage young people to stay within or return to the Shire related to employment and the development of industries to support employment.

	Count	Column N %
Providing employment opportunities	221	69.9%
Providing entertainment/recreational facilities	38	12.0%
Education	37	11.7%
Other	20	6.3%
Total	316	100.0%

Please see Appendix E for the full list

Q10. What suggestions do you have that would make our valley a safer and better place for locals and visitors?

There was a total of 255 comments relating to this unprompted question; these comments have been separated into those relating to police matters and others.

The most significant suggestions that would make the valley a safer and better place for locals and visitors were 'police related'.

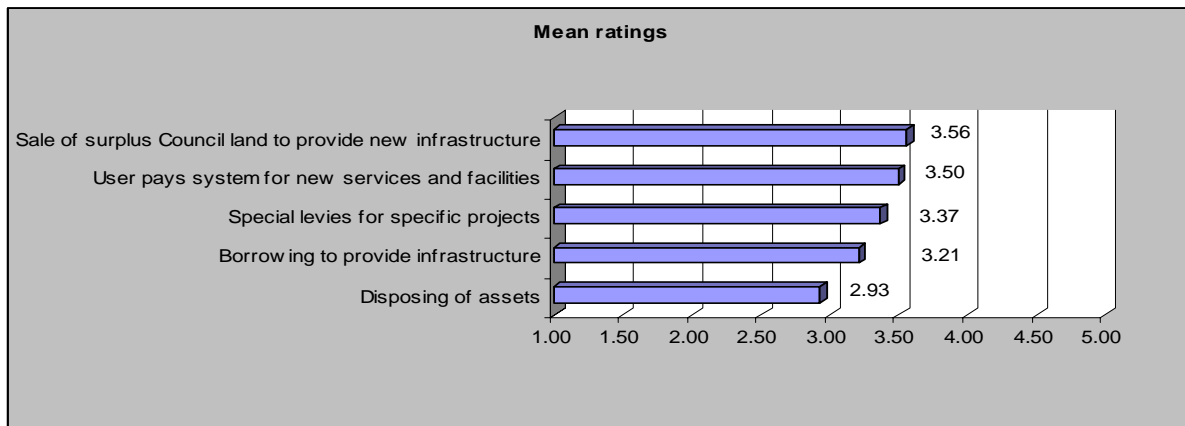
	Count	Column N %
Police related	192	75.3%
Other	63	24.7%
Total	255	100.0%

Please see Appendix F for the full list of suggestions

Q11. To what extent do you support the following methods for Council to increase revenue so that services and facilities can be provided, maintained or improved?

Key findings

- There was moderate agreement with all methods of raising revenue, with the exception of disposing of assets, where there was slight disagreement
- Of interest is that by age the agreement for all methods of raising revenue were greatest for the youngest age group, 16–34, and the least for the oldest age group, 55+



Mean ratings: 1 = strongly disagree, 5 = strongly agree

	Male	Female	Overall
Sale of surplus Council land to provide new infrastructure	3.56	3.56	3.56
User pays system for new services and facilities	3.54	3.46	3.50
Special levies for specific projects	3.26	3.48	3.37
Borrowing to provide infrastructure	3.12	3.30	3.21
Disposing of assets	2.77	3.09	2.93

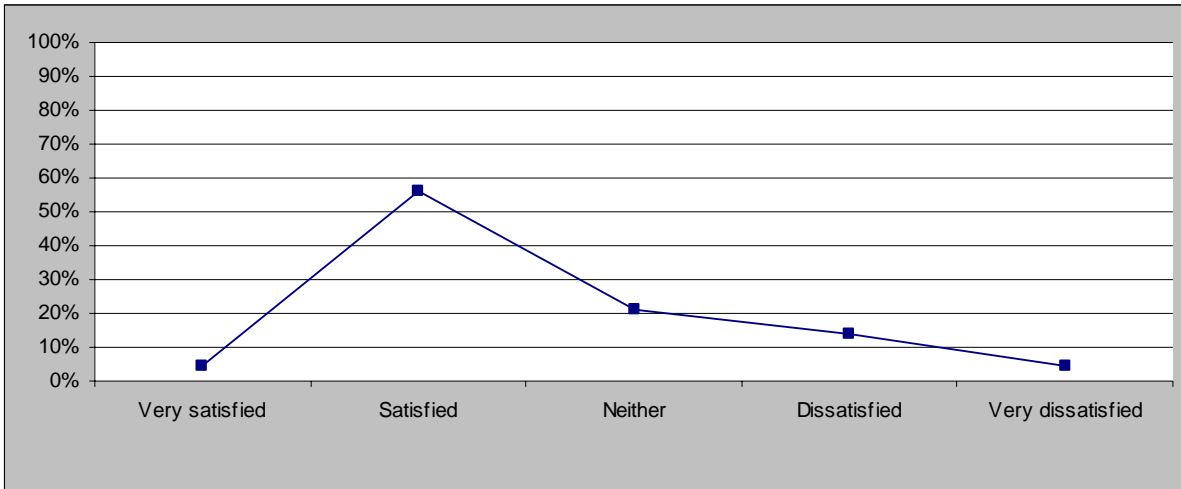
	16-34	35-54	55+	Overall
Sale of surplus Council land to provide new infrastructure	3.84	3.55	3.43	3.56
User pays system for new services and facilities	3.62	3.55	3.40	3.50
Special levies for specific projects	3.70	3.44	3.13	3.37
Borrowing to provide infrastructure	3.48	3.19	3.10	3.21
Disposing of assets	3.34	3.09	2.57	2.93

	Strongly agree		Agree		Neither		Disagree		Strongly disagree		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Borrowing to provide infrastructure	47	15.7%	74	24.7%	113	37.7%	27	9.0%	39	13.0%	300	100.0%
User pays system for new services and facilities	66	22.0%	95	31.7%	89	29.7%	24	8.0%	26	8.7%	300	100.0%
Special levies for specific projects	47	15.7%	102	34.0%	95	31.7%	27	9.0%	29	9.7%	300	100.0%
Disposing of assets	40	13.3%	70	23.3%	90	30.0%	28	9.3%	72	24.0%	300	100.0%
Sale of surplus Council land to provide new infrastructure	86	28.7%	90	30.0%	65	21.7%	24	8.0%	35	11.7%	300	100.0%

Q12. Please rate your satisfaction with Council's overall performance.

Key findings

- The mean satisfaction with Council's overall performance was 3.4, with 61% 'satisfied' to 'very satisfied'
- Females were more satisfied than males and by age, the 55+ age group was the most satisfied, while the 35-54 age group was the least satisfied
- Kempsey Shire's satisfaction levels are average compared to other Councils in both Sydney and country NSW



	Count	Column N %
Very satisfied	14	4.7%
Satisfied	169	56.3%
Neither	63	21.0%
Dissatisfied	41	13.7%
Very dissatisfied	13	4.3%
Total	300	100.0%

	Male	Female	Overall
Mean rating	3.36	3.51	3.43

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

	16-34	35-54	55+	Overall
Mean rating	3.51	3.27	3.55	3.43

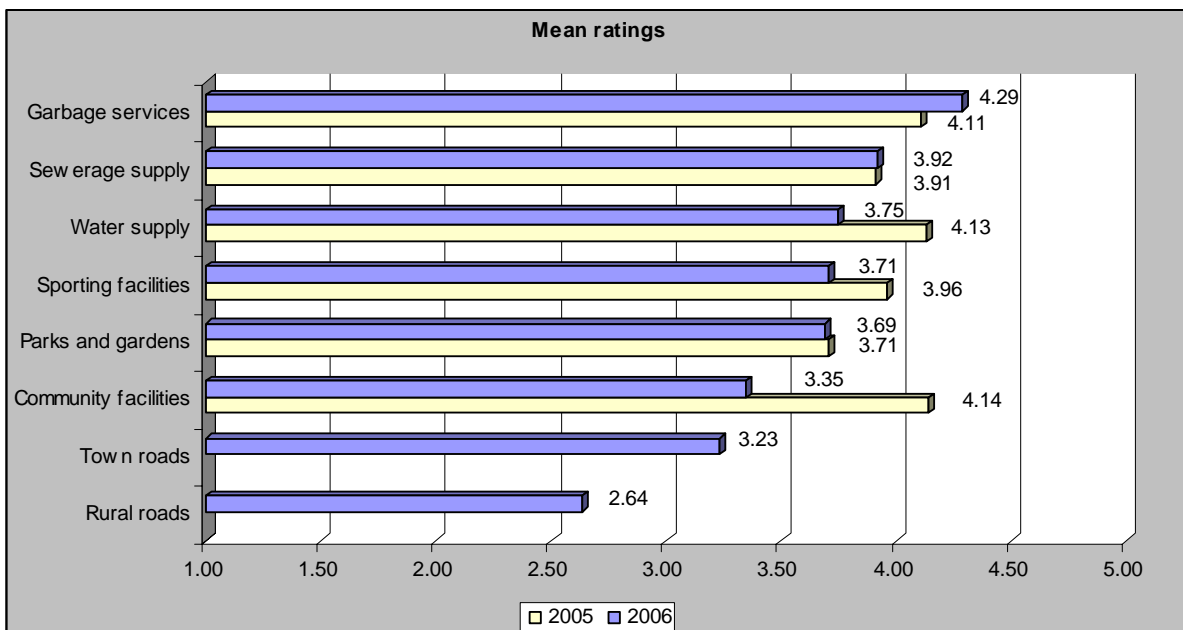
Q13. Please rate your satisfaction with Council's overall performance in servicing the following.

In this prompted question residents were asked to rate their satisfaction with Council's overall performance in servicing eight different areas.

The satisfaction levels can be divided into three groups as follows:

High level of satisfaction 2006	Compared to 2005	Moderate level of satisfaction 2006	Compared to 2005	Low level of satisfaction 2006
Garbage services	Better	Sewerage supply	Better	Rural roads*
		Water supply	Poorer	
		Sporting facilities	Poorer	
		Parks and gardens	Unchanged	
		Community facilities	Poorer	
		Town roads*		

***Note:** In 2005, there was only a general category for 'roads', the mean rating for which was 3.05.



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

	2005	2006
Garbage services	4.11	4.29
Sewerage supply	3.91	3.92
Water supply	4.13	3.75
Sporting facilities	3.96	3.71
Parks and gardens	3.71	3.69
Community facilities	4.14	3.35
Town roads		3.23
Rural roads		2.64

Continued on the following page

Q13. Please rate your satisfaction with Council's overall performance in servicing the following. (Cont'd)

	Male	Female	Overall
Garbage services	4.27	4.31	4.29
Sewerage supply	3.88	3.96	3.92
Water supply	3.73	3.77	3.75
Sporting facilities	3.66	3.76	3.71
Parks and gardens	3.70	3.69	3.69
Community facilities	3.33	3.38	3.35
Town roads	3.26	3.20	3.23
Rural roads	2.70	2.58	2.64

	16-34	35-54	55+
Garbage services	4.15	4.14	4.50
Sewerage supply	3.96	3.79	4.02
Water supply	3.74	3.71	3.78
Sporting facilities	3.62	3.68	3.79
Parks and gardens	3.80	3.52	3.81
Community facilities	3.33	3.18	3.53
Town roads	3.15	3.20	3.31
Rural roads	2.67	2.64	2.63

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Rural roads	12	4.2%	48	16.6%	105	36.3%	73	25.3%	51	17.6%	289	100.0%
Town roads	25	8.4%	102	34.2%	114	38.3%	31	10.4%	26	8.7%	298	100.0%
Water supply	74	26.8%	117	42.4%	46	16.7%	19	6.9%	20	7.2%	276	100.0%
Sewerage supply	71	28.5%	120	48.2%	37	14.9%	9	3.6%	12	4.8%	249	100.0%
Community facilities	39	13.3%	97	33.1%	103	35.2%	37	12.6%	17	5.8%	293	100.0%
Parks and gardens	69	23.2%	121	40.6%	71	23.8%	22	7.4%	15	5.0%	298	100.0%
Sporting facilities	67	23.6%	113	39.8%	70	24.6%	23	8.1%	11	3.9%	284	100.0%
Garbage services	139	49.3%	104	36.9%	28	9.9%	4	1.4%	7	2.5%	282	100.0%

Nb: Some respondents did not answer

Q14. Are you happy with the introduction of recycling and the benefits it will have for the environment and our community?

Key findings

- 98% of the community are happy with the introduction of recycling and the benefits it will have on the environment and community

	Count	Column N %
Yes	266	98.2%
No	5	1.8%
Total	271	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes	131	97.8%	135	98.5%
No	3	2.2%	2	1.5%
Total	134	100.0%	137	100.0%

	16-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	54	100.0%	102	97.1%	110	98.2%
No	0	.0%	3	2.9%	2	1.8%
Total	54	100.0%	105	100.0%	112	100.0%

Note: This question was not applicable for 29 respondents.

Q15. As a result of the introduction of a recycling service, could landfill transfer sites (garbage tips) have their hours reduced?

Key findings

- 72% of residents were opposed to reducing the hours at the transfer landfill sites on weekends
- There was less opposition to reducing the hours on weekdays with 45% of residents opposed, but 32% were in favour and a further 23% undecided

	Yes		No		Don't know		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
On weekdays	86	31.7%	122	45.0%	63	23.2%	271	100.0%
On weekends	32	11.8%	196	72.3%	43	15.9%	271	100.0%

Q16. To further reduce the amount of waste to landfill, would you be prepared to use your green bin for green waste and have an additional smaller bin for general waste at an additional cost?

Key findings

- In trying to determine whether residents were prepared to use their green bin for green waste and have an additional smaller bin, at a cost, for household waste, we found the results to be inconclusive, with an almost equal proportion of residents in favour as those who were against

	Count	Column N %
Yes	105	41.5%
No	110	43.5%
Maybe	38	15.0%
Total	253	100.0%

Note: This question was not applicable for 47 respondents.

Q17. Should Council offer an annual rubbish clean up day to allow for the collection of larger items at an additional cost?

Key findings

- 76% of the residents supported having an annual rubbish clean day for larger items at an additional cost

	Count	Column N %
Yes	216	76.3%
No	67	23.7%
Total	283	100.0%

Note: This question was not applicable for 17 respondents.

Q18a. Would you like to have access to an indoor heated swimming pool in the Shire?

Key findings

- A marginal majority of 54% were not in favour of an indoor heated swimming pool in the Shire
- Further analysis shows that those in the age group 55+ were significantly less in favour, however there was still no clear majority in the other age groups
- There was significantly greater support for an indoor pool from females compared to males

In a follow up question, those respondents who were in favour of a heated indoor pool were asked where they would like it to be located.

- More than 75% would like the pool to be located in or around Kempsey

	Count	Column N %
Yes	138	46.0%
No	162	54.0%
Total	300	100.0%

	Male		Female	
	Count	Column N %	Count	Column N %
Yes	56	37.1%	82	55.0%
No	95	62.9%	67	45.0%
Total	151	100.0%	149	100.0%

	16-34		35-54		55+	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	32	52.5%	58	49.6%	48	39.3%
No	29	47.5%	59	50.4%	74	60.7%
Total	61	100.0%	117	100.0%	122	100.0%

Q18b. (If yes), where would you prefer the pool be located?

Kempsey	81	In town	2
South West Rocks	13	Basketball park in Verge Street, Kempsey	1
Central Kempsey	6	Frederickton	1
Located at existing pool	4	Gladstone	1
West Kempsey	4	Hat Head	1
Crescent Head	3	Kempsey basketball courts	1
South Kempsey	3	Main road of Kempsey	1
Stuarts Point	3	Smithtown	1
Hospital	2		

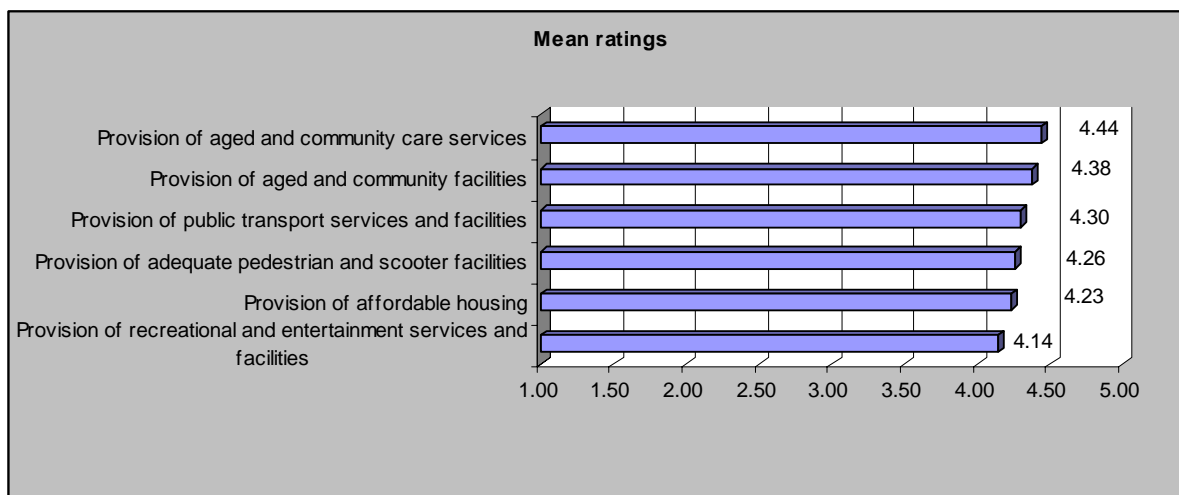
Some respondents did not answer

Q19. Please rate the significance of the following issues that affect an ageing population in the Kempsey Shire.

When asked to rate the significance of six issues that affect the ageing population in the Kempsey Shire, all six were rated very highly.

Key findings

- 'Provision of aged and community care services' was rated the highest overall, as well as with both males and females and the 55+ age group
- 'Provision of recreational and entertainment services and facilities' was considered the least significant by both genders and all age groups



Mean ratings: 1=least significant, 5 = most significant

	Male	Female	Overall
Provision of aged and community care services	4.40	4.48	4.44
Provision of aged and community facilities	4.34	4.41	4.38
Provision of public transport services and facilities	4.21	4.40	4.30
Provision of adequate pedestrian and scooter facilities	4.16	4.37	4.26
Provision of affordable housing	4.23	4.22	4.23
Provision of recreational and entertainment services and facilities	4.08	4.20	4.14

	16-34	35-54	55+
Provision of aged and community care services	4.31	4.42	4.53
Provision of aged and community facilities	4.31	4.43	4.36
Provision of public transport services and facilities	4.26	4.36	4.27
Provision of adequate pedestrian and scooter facilities	4.23	4.38	4.17
Provision of affordable housing	4.39	4.30	4.07
Provision of recreational and entertainment services and facilities	4.16	4.26	4.02

Continued on the following page

Q19. Please rate the significance of the following issues that affect an ageing population in the Kempsey Shire. (Cont'd)

	Most significant		Significant		Neither		Not very significant		Least significant		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Provision of aged and community care services	188	62.7%	70	23.3%	33	11.0%	5	1.7%	4	1.3%	300	100.0%
Provision of aged and community facilities	179	59.7%	70	23.3%	40	13.3%	7	2.3%	4	1.3%	300	100.0%
Provision of recreational and entertainment services and facilities	147	49.0%	71	23.7%	65	21.7%	11	3.7%	6	2.0%	300	100.0%
Provision of public transport services and facilities	178	59.3%	61	20.3%	43	14.3%	10	3.3%	8	2.7%	300	100.0%
Provision of affordable housing	170	56.7%	49	16.3%	67	22.3%	7	2.3%	7	2.3%	300	100.0%
Provision of adequate pedestrian and scooter facilities	173	57.7%	62	20.7%	43	14.3%	15	5.0%	7	2.3%	300	100.0%

Q20. Have you ever:

Respondents were asked if they had ever undertaken four different prompted actions.

Key findings

- 26% had attended a public meeting or workshop
- 19% had sent a written submission to Council in response to a call for public comment
- 7% had been involved in a Council committee
- 4% had used the on line poll facility on the website

	Yes		No		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
Sent a written submission to Council in response to a call for public comment	57	19.0%	243	81.0%	300	100.0%
Been involved in a Council committee	22	7.3%	278	92.7%	300	100.0%
Used the on line poll facility on the website	12	4.0%	288	96.0%	300	100.0%
Attended a public meeting or workshop	77	25.7%	223	74.3%	300	100.0%

Q21a. (If you have attended a public meeting), could your opportunity to express your view be improved?

In this follow up question, those residents who had attended a public meeting were asked if the opportunity to express their view could be improved.

Key findings

- 60% said that the opportunity to express their view could not be improved

	Count	Column N %
Yes	31	40.3%
No	46	59.7%
Total	77	100.0%

Q21b. (If yes), how?

• More public forums	3
• More people to have a say	2
• Time allowed for the community to have a say	2
• Adequate notice of the meeting	1
• By attending more meetings	1
• Chairman could have more control over the meeting	1
• Council committee meetings need to be smaller groups so everyone gets a say	1
• Council should listen to all people whether they have money or not	1
• Council to listen and understand the community in the things they want to go ahead for example the HF hands company	1
• Council to listen to the community and their feedback and suggestions	1
• Councillors need to listen to us and respond with thought rather than just shooting from the hip	1
• Give everybody at least five minutes	1
• Have more councillors and staff to run meetings	1
• Limiting number of questions per person	1
• More consultation with the community	1
• More media to inform of the event	1
• More open	1
• More representatives from Council to attend	1
• Need a larger area to hold the meetings	1
• Priority given to people involved in the subject	1
• Providing more time for members of the public to address Council at Council meetings	1
• Regional meetings for all town areas	1
• Time should be mid evenings so more residents can attend	1

Some respondents did not answer

Council provides information to residents through weekly advertisements, community newsletters, media releases, the Annual Report and the Mayoral Column.

Q22. What additional information could Council include in these publications to make them more relevant and interesting?

There were 37 different responses to this unprompted question.

We found that the additional information that Council could include to make information more relevant or interesting, related to what was happening, what Council was doing and details on developments.

• More information about what they are doing in the Shire	9
• Activities in the area	4
• More advertisements in paper	3
• More specific information on projects or proposals	3
• Development applications in newspapers to have more specific information on the development	2
• Annual court costs	1
• DA approvals should be in the Mayoral column	1
• Developments	1
• Do a profile on a council staff member on a quarterly basis	1
• Events to be outlined for the community	1
• Fine as they are	1
• Future progress information	1
• Information of closure of roads	1
• Invite peoples comments and suggestions on what is happening in the community	1
• Invite peoples feedback	1
• Job advertisements for general businesses	1
• Long term developments	1
• Make website more user-friendly	1
• More clearer and concise information	1
• More comments about environment	1
• More direct with issues	1
• More honest and more accountable for what they say	1
• More information available on the councillors	1
• More information on what they are doing for indigenous people and people with disabilities	1
• More radio promotion	1
• More relevant news	1
• Non ratepayers are included	1
• Project outlines should have expected completion dates advertised	1
• Provide regular updates regarding water restrictions in the Happenings	1

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Q22. What additional information could Council include in these publications to make them more relevant and interesting? (Cont'd)

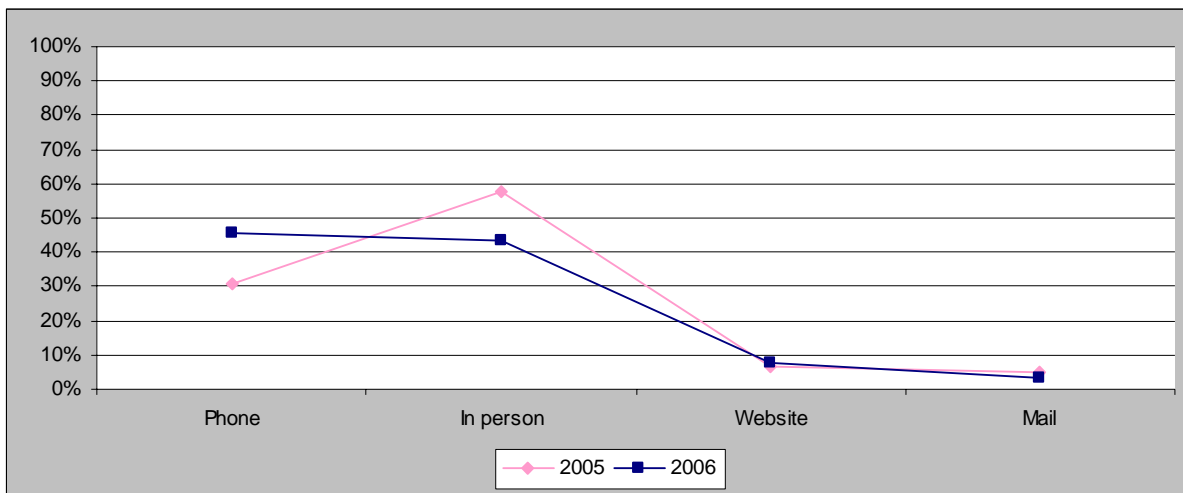
• Publish what occurs at Council meetings in the Happenings and local papers	1
• Some humour	1
• Tell community how much they spend on their trips etc	1
• Tell the community what's happening at the meetings	1
• Vandalism	1
• What effects they are putting into getting more money out of the federal governments to show us what's going on	1
• Where Council money is going to	1
• Write in layman's terms	1

Some respondents did not answer

Q23. Which is your preferred method of contacting or conducting a transaction with Council?

Key findings

- The most preferred method for contacting or conducting a transaction with Council was by phone, but almost equally in person
- A significant change since 2005 was the increase in the preferred method of contact by phone, matched by the almost equal decrease in contact in person



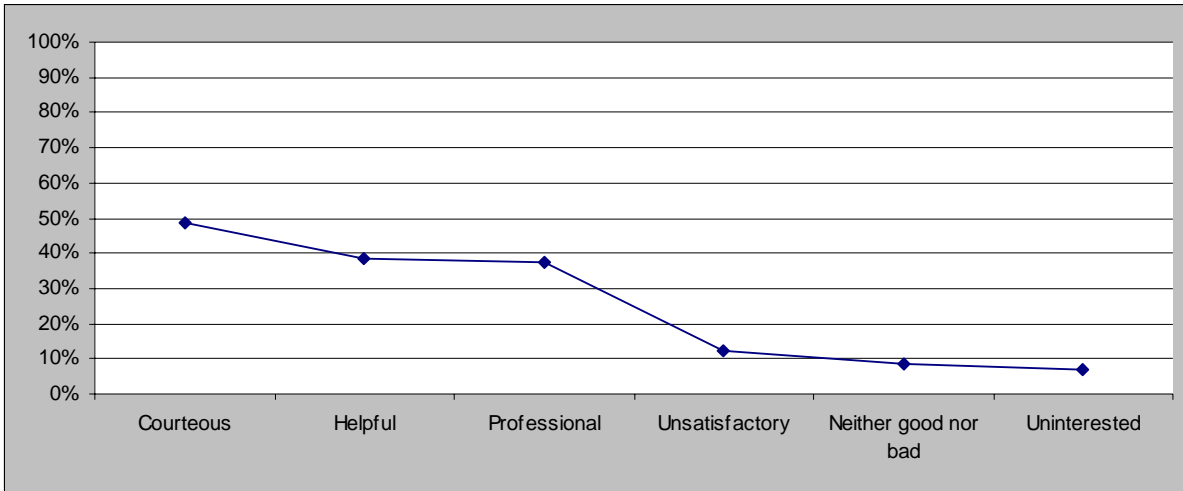
	2005		2006	
	Count	Column N %	Count	Column N %
Phone	92	30.7%	137	45.7%
In person	173	57.7%	130	43.3%
Website	15	5.0%	10	3.3%
Mail	20	6.7%	23	7.7%
Total	300	100.0%	300	100.0%

Q24. If you had contact with a Council staff member during the past year, which of the following words best describe that contact?

Residents were asked to select one or more of six prompted options to best describe their contact with a Council staff member.

Key findings

- The opinions of those who had contact with Council staff were positive, with the majority, 49%, describing it as courteous, followed by 39% helpful and 37% professional
- Only 12% described their contact as unsatisfactory and 7% as uninterested



	Count	Column N %
Courteous	72	48.6%
Helpful	57	38.5%
Professional	55	37.2%
Unsatisfactory	18	12.2%
Neither good nor bad	13	8.8%
Uninterested	10	6.8%
Total	148	100.0%

Q25. Did you have any written contact with Council staff over the last year?

Key findings

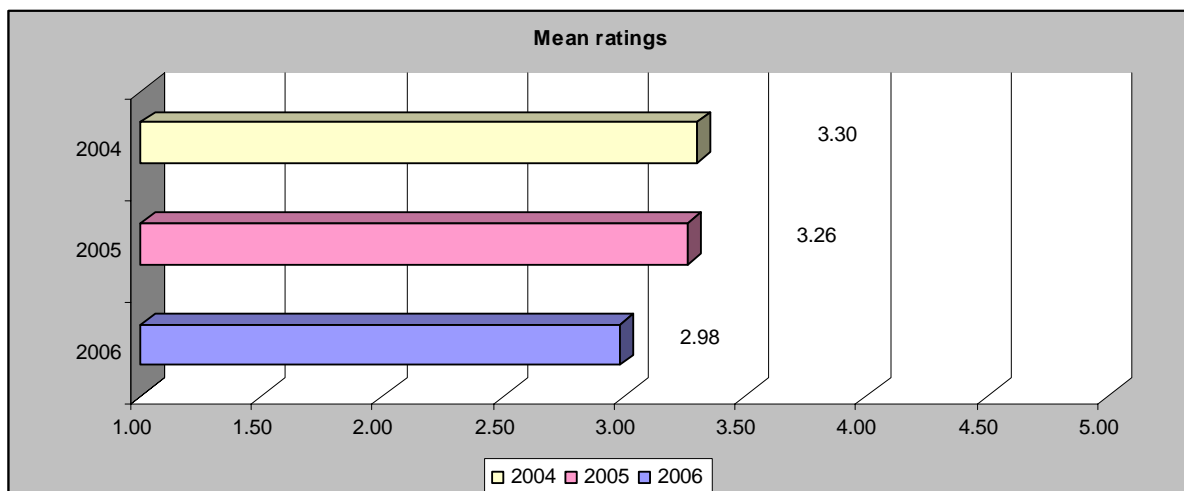
- 15% of residents had written contact with Council staff in the last year, which represents an almost 4% increase from 2005

	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	45	15.0%	35	11.7%	46	15.3%
No	255	85.0%	265	88.3%	254	84.7%
Total	300	100.0%	300	100.0%	300	100.0%

Q26. How satisfied were you with the way the contact was handled?

Key findings

- In this follow up question, when asked how satisfied they were in the way the contact was handled, 50% were satisfied, however 46% expressed some degree of dissatisfaction
- The trend shows that the satisfaction with how a written contact was handled has decreased over the past three years, with a significant decrease in 2006



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

	2004	2005	2006
Means	3.30	3.26	2.98

	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Very satisfied	9	20.0%	3	8.6%	7	15.2%
Satisfied	16	35.6%	18	51.4%	16	34.8%
Neither	3	6.7%	3	8.6%	2	4.3%
Dissatisfied	11	24.4%	7	20.0%	11	23.9%
Very dissatisfied	5	11.1%	4	11.4%	10	21.7%
Total	45	.0%	35	100.0%	46	100.0%

Q27. Did you have any telephone contact with Council over the last year?

Key findings

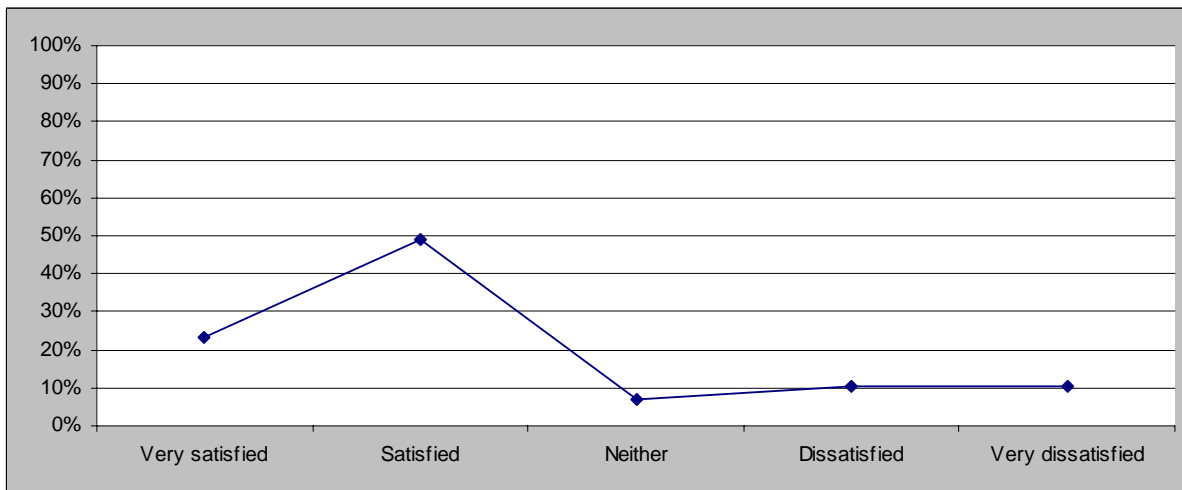
- 29% of residents had telephone contact with Council staff in the last year, which represents a 13% decrease from 2005

	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Yes	102	34.0%	126	42.0%	86	28.7%
No	198	66.0%	174	58.0%	214	71.3%
Total	300	100.0%	300	100.0%	300	100.0%

Q28. How satisfied were you with the way the contact was handled?

Key findings

- In this follow up question, when asked how satisfied they were in the way the contact was handled, 72% were satisfied and 21% were dissatisfied



	Count	Column N %
Very satisfied	20	23.3%
Satisfied	42	48.8%
Neither	6	7.0%
Dissatisfied	9	10.5%
Very dissatisfied	9	10.5%
Total	86	100.0%

Note: Respondents were not asked their satisfaction for this question in 2004 and 2005.

Q29. Do you own or have regular access to a computer that is connected to the Internet?

Key findings

- 53% of residents own or have regular access to a computer that is connected to the Internet
- This represents an increase of 9% from 2005

	2005		2006	
	Count	Column N %	Count	Column N %
Yes	130	43.3%	158	52.7%
No	170	56.7%	142	47.3%
Total	300	100.0%	300	100.0%

Q30a. Have you visited Council's website?

Key findings

- Of those who have access to the Internet, 33% had visited Council's website
- As a proportion of those who had access to the Internet, this represents a decrease of 9% from 2005. However, as a proportion of the total sample, this is unchanged from 2005, even though 9% more residents had access to the Internet

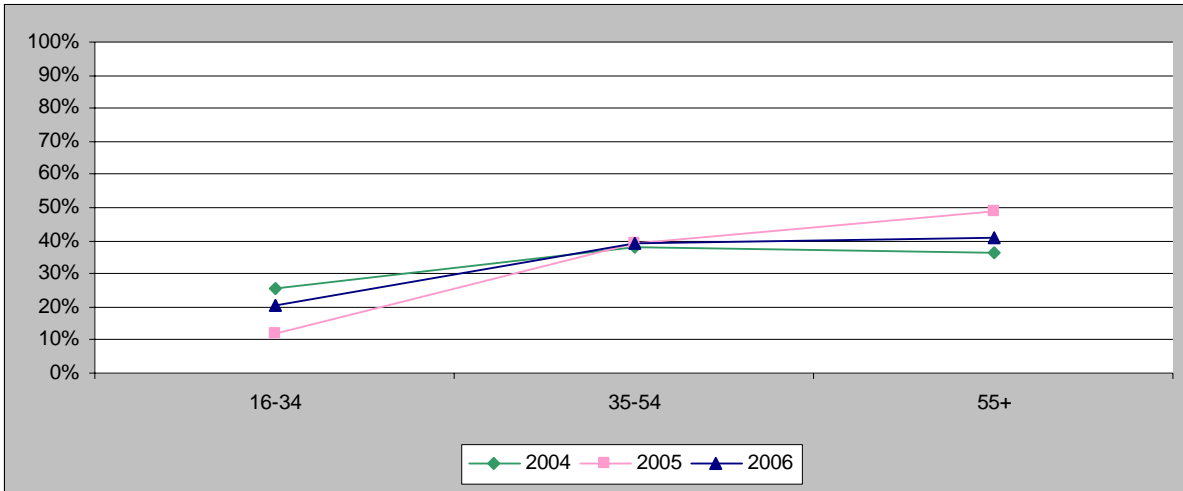
	2005		2006	
	Count	Column N %	Count	Column N %
Yes	54	41.5%	52	32.9%
No	76	58.5%	106	67.1%
Total	130	100.0%	158	100.0%

Q30b. (If yes), what additional information on the website would you find beneficial?

• A lot more information on everything to do with the Council would be great	1
• A run down about what takes place at Council meetings	1
• Clearer access to documentation	1
• Development process to be outlined on the website	1
• Ease of access	1
• Easier links to locate information, i.e. application form for development	1
• More information about coastal towns	1
• More information for disabled persons	1
• Tourism	1

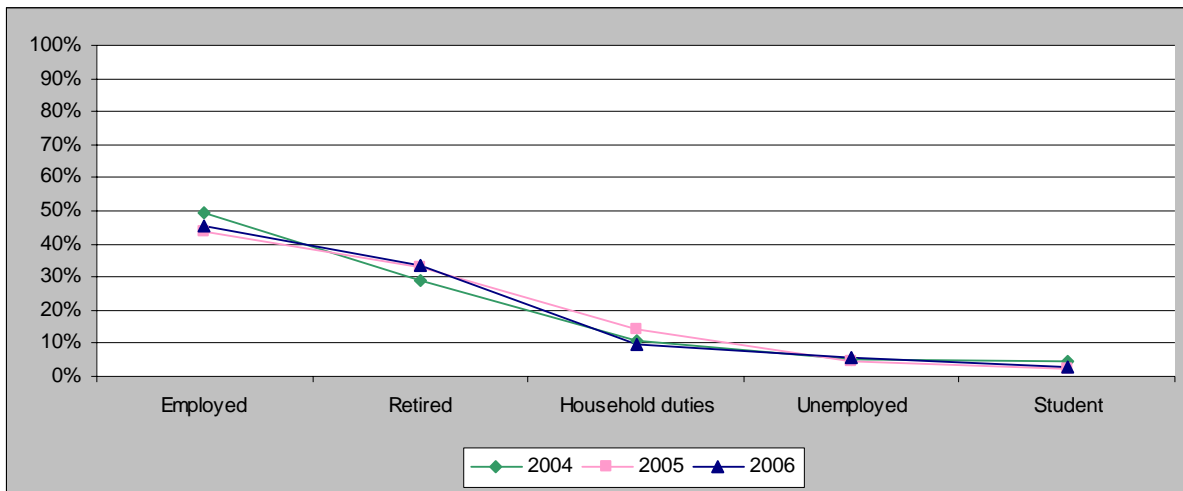
Some respondents did not answer

Q31. Age group.



	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
16-34	76	25.3%	36	12.0%	61	20.3%
35-54	115	38.3%	117	39.0%	117	39.0%
55+	109	36.3%	147	49.0%	122	40.7%
Total	300	.0%	300	100.0%	300	100.0%

Q32. Employment status.

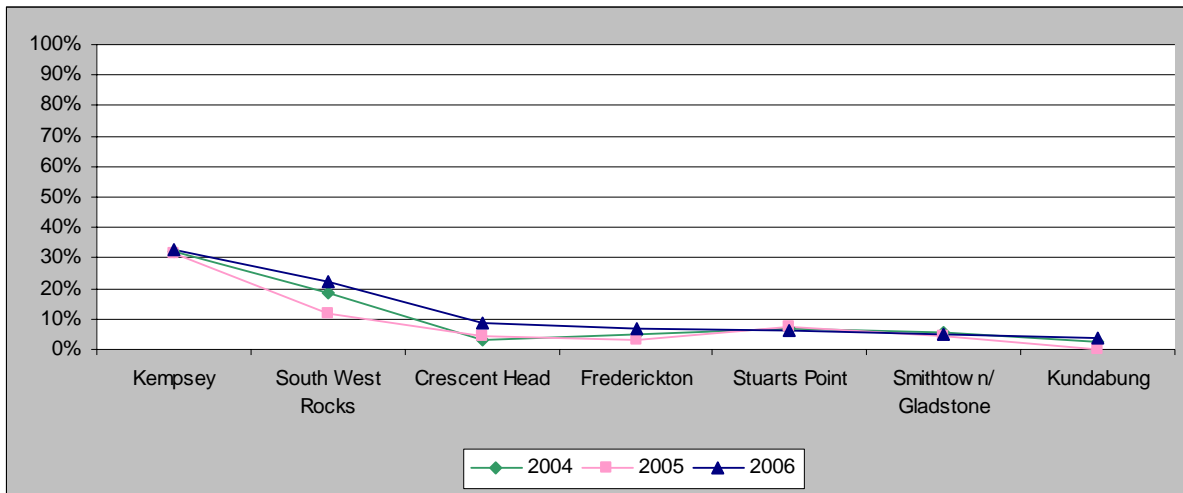


	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Employed	148	49.3%	132	44.0%	137	45.7%
Retired	87	29.0%	99	33.0%	101	33.7%
Household duties	33	11.0%	42	14.0%	29	9.7%
Unemployed	16	5.3%	14	4.7%	17	5.7%
Student	13	4.3%	6	2.0%	9	3.0%
Voluntary work	1	.3%	1	.3%	2	.7%
Disability pension/worker's compensation	0	.0%	6	2.0%	2	.7%
Other	2	.7%	0	.0%	3	1.0%
Total	300	100.0%	300	100.0%	300	100.0%

Other

• Carer	2
• Seasonal worker	1

Q33. In which area of the Shire do you live?



	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Kempsey	97	32.3%	94	31.3%	99	33.0%
South West Rocks	55	18.3%	35	11.7%	66	22.0%
Crescent Head	9	3.0%	13	4.3%	26	8.7%
Frederickton	14	4.7%	10	3.3%	20	6.7%
Stuarts Point	21	7.0%	23	7.7%	19	6.3%
Kundabung	8	2.7%	0	.0%	12	4.0%
Willawarrin/Bellbrook	6	2.0%	6	2.0%	10	3.3%
Smithtown/Gladstone	17	5.7%	13	4.3%	14	4.7%
Hat Head	3	1.0%	0	.0%	8	2.7%
West Kempsey	10	3.3%	5	1.7%	5	1.7%
Collombatti	6	2.0%	7	2.3%	4	1.3%
South Kempsey	1	.3%	8	2.7%	2	.7%
Aldavilla	11	3.7%	11	3.7%	1	.3%
Dondingalong	5	1.7%	6	2.0%	1	.3%
Rural	0	.0%	18	6.0%	1	.3%
Temagog	2	.7%	6	2.0%	1	.3%
Other	41	13.6%	45	15.0%	11	3.7%
Total	300	100.0%	300	100.0%	300	100.0%

Other

Euroka	2	Grassy Head	1
Kinchela	2	Verges Creek	1
Arakoon	1	Wittittrin	1
Bellbrook	1	Yarravel	1
Glenrock	1		

Q34. Are you a ratepayer in the Kempsey Shire?

	2005		2006	
	Count	Column N %	Count	Column N %
Yes	252	84.0%	258	86.0%
No	48	16.0%	42	14.0%
Total	300	100.0%	300	100.0%

Q35. Are you of:

	2005		2006	
	Count	Column N %	Count	Column N %
Aboriginal/Torres Strait Islander background	30	85.7%	14	73.7%
Non English speaking background	5	14.3%	5	26.3%
Total	35	100.0%	19	100.0%

Q36. Gender.

	2004		2005		2006	
	Count	Column N %	Count	Column N %	Count	Column N %
Male	144	48.0%	128	42.7%	151	50.3%
Female	156	52.0%	172	57.3%	149	49.7%
Total	300	100.0%	300	100.0%	300	100.0%

Appendix A

Q2. What level of development would you agree with in our:

Additional comments relating to development.

Positive	36
• More development	8
• Shorter development application times	4
• Development needs to be strictly controlled to preserve the environment	2
• Encourage industrial development	2
• More development is required, especially in shopping centres and business areas	2
• Any development that is not high-rise	1
• Council doesn't push development enough and are too restrictive	1
• Development appears to be more accountable than a few years ago	1
• Development should be encouraged	1
• Development should take place on land that isn't suited to agriculture	1
• Developments should compliment our environment	1
• Ensure development planning and approval processes don't result in legal action regarding access	1
• Hinterland only to be developed for farming purposes, no commercial development	1
• Improvement	1
• Lack of development has reduced employment within the area	1
• Like to see development such as food outlets, shops etc being developed at a faster pace	1
• Major development is needed in the inland towns because they are dying	1
• Many developments are being rejected	1
• More development in the entire shire	1
• Never go through with developments that they say they are going to do	1
• New developments should include sewerage facilities	1
• Progress is good	1
• We need sensible development	1
Negative	39
• No overdeveloping of coastal areas	3
• No high-rise development	2
• Council built a new office in town and demolished the old RTA building, which had toilets and facilities that could have been used when renovated. General manager gets bonuses for beautification like the office that was built and street signs when money could be used to reduce Council debt	1
• Council has been taking too much farmland for development	1
• Council needs to back up development such as parking spaces as there are never enough	1
• Council passes development applications that shouldn't be passed	1
• DA's are so slow and the Council is too fussy	1
• Destroying Aboriginal sites	1
• Developers take over a lot of land that they shouldn't	1
• Development in South West Rocks had no regard for the environment	1

Continued on the following page

Q2. What level of development would you agree with in our: (Cont'd)

Additional comments relating to development.

Negative (Cont'd)	39
• Development in South West Rocks needs to be better designed	1
• Developers seems to forget infrastructure	1
• Development is being pushed too hard in areas in South West Rocks and coastal areas and is profit driven with no genuine regard for the environment	1
• Development shouldn't be overdone in the South West Rocks area as tourists come here because of the relaxed atmosphere	1
• Developments shouldn't be above two storeys	1
• Developments too large	1
• Do not spoil coastal areas with over development	1
• Don't like Crescent Head development	1
• High rise is not beneficial for the area	1
• Highway was put through Kempsey without community consultation	1
• Inappropriate developments going up	1
• Insufficient planning	1
• Kempsey Council has knocked industries down over several years and other Councils have welcomed those businesses into their Shires with open arms	1
• Kempsey seems as though it is at a standstill with no major improvements	1
• Only one auctioneer is allowed to use the Kempsey saleyard. That is not fair to others	1
• Opposed to Coles opening right near the river and bridge	1
• Property prices are too high for young people to buy	1
• Shop keepers were charged too high a rent forcing businesses to leave	1
• Some of the developments are based on short term population, not long term	1
• South West Rocks cannot handle any more development until infrastructure is improved	1
• South West Rocks is being overdeveloped and the beauty of that area is being destroyed	1
• Strongly object to any nuclear power stations being built here	1
• The councillors' past and present are pushing their own barrows and setting their own boundaries and subdivision to suit themselves. This is well known	1
• The developments going on at the moment are erratic	1
• The residential blocks are too small and there are no trees left in the areas	1
• There is a lot of corruption between developers and councillors regarding development applications	1
• Too much development in South West Rocks	1
• Valuable homes are in places where there is no access for fire fighters	1
Other	51
• Bike paths for children, more parks	1
• Coastal areas need better planning and green areas. Environmental projection is essential	1
• Coastal areas should remain the same	1
• Coles within Kempsey should be placed with other supermarkets rather than being built on the park area	1
• Council need to look at availability of water and facilities	1

Continued on the following page

Q2. What level of development would you agree with in our: (Cont'd)

Additional comments relating to development.

Other (Cont'd)	51
• Council should do more to help with the Coles complex	1
• Developers should have more consultation with residents. Limited use for developments on sub divisions	1
• Encourage water tank and solar heating	1
• Don't overdevelop the farming areas	1
• Don't want to see our area get too overpopulated	1
• Impacts on our resources and can we sustain the growth?	1
• Infrastructure needs to be in place before development goes ahead	1
• Keep it limited	1
• Larger shops needed	1
• Fewer caravan parks	1
• Look at the industries and value add	1
• Look into places of heritage	1
• Make sure it's not overdone	1
• Make sure that it is controlled in a sensible manner, move out into the country and develop	1
• Make sure that it is controlled in sizing and appropriate with the environment	1
• More attention for the residents that are in the area first	1
• More chemists	1
• More doctors	1
• More infrastructure for the entire Shire	1
• More infrastructure in rural areas to accommodate growth	1
• More major shopping areas to get people back here, e.g. Coles	1
• More shops needed	1
• More to be done in the hinterland	1
• Must be presentable	1
• Needs to be more controlled	1
• New bridge	1
• No high rise along beaches	1
• No more development in Stuarts Point	1
• No over the top development or new subdivisions	1
• No townhouses	1
• Not too much development on the coast	1
• Not too much high rise on our nice coastal area	1
• Notify residents of all developments within the area. Speed zones were altered on a development rather than a turn lane, which was dangerous for residents and commuters	1
• Parks and green areas are still needed on a large scale	1

Continued on the following page

Q2. What level of development would you agree with in our: (Cont'd)

Additional comments relating to development.

Other (Cont'd)	59
• Power lines should be underground to avoid chopping into trees	1
• Properties should have to be built up as we are flood prone	1
• Public should be more aware of what's going on with the Council	1
• Restructure all over the Shire	1
• Sails over the parks for children	1
• Should be able to subdivide land	1
• Should be done in an organised way	1
• Should retain heritage aspects of the town	1
• Sympathetic to the environment and maintain the natural features. Plan for the community such as parks, cycle ways, children's facilities	1
• Take time to listen to the community	1

Nb: Some respondents gave more than one answer whilst others did not comment

Appendix B

Q4. What is your vision for the future of the Shire?

Development/planning	63
Those respondents wanting more/better development	53
• Growth within the community	14
• Development to continue	3
• Better planning of development	2
• A good balance between industry and housing	1
• A growing development at the rate of our growing population requirements	1
• Access to schools	1
• Big improvements in all areas	1
• Coastal areas to be developed slightly	1
• Encourage to build for the future	1
• Expand	1
• Expand and become a wealthy region	1
• Extra car parking	1
• For the shire to grow and thrive like Port Macquarie	1
• Forest to be better managed	1
• Improvement for the town and the coast	1
• Just for the town to grow and encourage industry in the shire	1
• Keep improving	1
• Keep progressing	1
• Moderate and well planned development	1
• More development, but consideration to the environment because it's our greatest asset	1
• More medium rise buildings in the coastal areas	1
• Open up more land	1
• Roller-skating rink should be installed	1
• Slow careful development and growth	1
• Steady development	1
• Sustainable development	1
• The Shire needs to grow and develop	1
• To become bigger and better	1
• To grow and prosper like Port Macquarie	1
• To grow at a steady rate without having the spikes	1
• To grow towards the coastal areas	1
• To grow wisely	1
• To have heritage buildings still standing in the future	1
• To have more facilities in the future	1
• To maintain slow to moderate population growth	1
• To see it grow and managed better	1
• Keep development down	1

Continued on the following page

Q4. What is your vision for the future of the Shire? (Cont'd)

Development/planning (Cont'd)	
Those respondents wanting less development	10
• Less dense living	1
• Less development in area	1
• Limited development of coastal regions	1
• Not to be overdeveloped	1
• Not to build on natural areas	1
• Over development of Kempsey	1
• Stay as it is now, not become like Port Macquarie or Coffs Harbour	1
• Subdivisions of land to be decreased	1
• To have no more development on the coast	1
• Work on 99 year leases rather than selling land and use profit income for infrastructure into community	1
Improved maintenance of current infrastructure (e.g. roads, parks etc)	31
• Improved/better roads	6
• Age care facilities and services	2
• Improve infrastructure	2
• Major retail centre	2
• More parks/playgrounds	2
• A motorbike track outside of town for underage kids with supervision	1
• A playground with activities that are supervised	1
• Better sporting facilities	1
• Better transport encompassing places like Macksville, Coffs Harbour	1
• Better transport within local district	1
• Council giving roads and streets a lot more priority	1
• Decent services	1
• For the shire to become very effective and efficient with a larger population that will help to bring better services like hospitals and schools	1
• Good health services	1
• Health system	1
• Improved barbecue areas for tourists	1
• Infrastructure to be implemented before developments and maintenance of current infrastructure	1
• Sporting facilities need to be improved	1
• Tar the back roads	1
• To be leaders in environmental, appropriate housing with appropriate infrastructure including services and transport	1
• To have sealed roads, not just gravel	1
• Upgraded hospital services	1
Environmental awareness	23
• Cleanliness of the area	4
• A clean green future with progress	1

Continued on the following page

Q4. What is your vision for the future of the Shire? (Cont'd)

Environmental awareness (Cont'd)	23
• Adequate water supply	1
• Balance of moderate population growth and conservation of the natural environment	1
• Beautify Kempsey	1
• Development be better planed with regard to environment, not to copy Port Macquarie and Coffs Harbour	1
• Everyone to be water wise	1
• Huge amount of environmental regeneration needs to be done, area is a environmental disaster	1
• Improve the water system	1
• Keep more natural beaches	1
• Keep the beaches pristine	1
• Look after the shoreline	1
• Looking after the area	1
• No pollution	1
• Recycling service to be completed within the shire rather than externally. Compost should be a must for all houses (no green bins)	1
• Remain natural and conservation of the environment	1
• Shire should do more to preserve water e.g. water tanks and water restrictions	1
• Surrounding environment to be maintained. No overdevelopment of tourist areas. Keep tourist interests alive	1
• To have clean rivers and a cleaner environment	1
• To keep it more natural	1
Community atmosphere	22
• Make it a better place	3
• To grow in a positive way	3
• To have a safe and happy life	3
• To make it a safer community	3
• Happy community	2
• A nice place to leave with good facilities and a safe environment	1
• A safer place to live	1
• Equal rights	1
• For the indigenous people to get along better with the community	1
• Keep it a country town	1
• Maintain the unique atmosphere of the area	1
• Remain the way it is, because its a laid back area	1
• To be a peaceful, happy community	1
Attract more industry/business	16
• To have more industries here	3
• Attract more businesses to come into the shire	2
• Keep industry in area	1

Continued on the following page

Q4. What is your vision for the future of the Shire? (Cont'd)

Attract more industry/business (Cont'd)	16
• Let more businesses in	1
• Like to see Coles go ahead	1
• Make improvements to Kempsey and shops to reduce relocation to Port Macquarie shopping centres	1
• More development to create more jobs	1
• More development with major retail shops	1
• More shopping facilities	1
• Need industry and tourism	1
• Progress in the industrial areas	1
• Progression but not into a big commercial centre	1
• To have a lot more shopping options and variety of shops	1
Employment creation	11
• More employment	7
• Employment for the young	2
• Following on from employment comes rate payers	1
• Should be light industrial with plenty of meaningful employment	1
Increase tourism	8
• Tourism needs to be developed	4
• It will become more of a tourist area	1
• More tourist attractions to bring more money to the community	1
• More tourists	1
• To become a major tourist centre	1
Be open minded and listen to the people - community consultation	6
• A Council that can be relied upon to take action in the best interests of the community	1
• Council do things within reason and with the community	1
• Council to listen to the community	1
• Improve public consultation with Council	1
• Like to see Council more accountable and open and to let rate payers know what is going on within the Shire	1
• More Council involvement for improving Kempsey area	1
Increase of family facilities	5
• More children's activities	1
• More family facilities	1
• More family orientated	1
• More for the youth to do	1
• More recreational events for children	1

Continued on the following page

Q4. What is your vision for the future of the Shire? (Cont'd)

Other	32
• Reduce crime	7
• Police numbers to be increased	2
• Affordable housing	1
• Council needs to have a change in councillors with new direction	1
• Council should be more unanimous about development of the shire and stop in-fighting	1
• Diversity	1
• Do not want it to change	1
• Education	1
• Help and encourage farming	1
• Improve the customer service centre	1
• Kempsey needs to grow economically	1
• Kempsey to grow and be a positive town	1
• Kempsey will grow into a reasonable town	1
• Less hierarchy at the Council	1
• Fewer housing commission places	1
• Maintain residential areas rather than a mixture of commercial and residential areas	1
• Marine park shouldn't be as big as it is intended to be	1
• More positive image	1
• More pro-active management team	1
• Not much population growth	1
• Not to over populate the coast	1
• Outlying areas should be treated the same as the town	1
• Reduce the debt that Council has gotten into	1
• South West Rocks will expand to a township of 20,000 due to national parks on one side and flood lands on the other	1
• Work together	1

Nb: Some respondents gave more than one answer whilst others did not comment

Appendix C

Q5a. How important are the following Council goals to you?

Q5b. Are there any other important goals that you think Council should be looking at?

Improved maintenance of current infrastructure (e.g. roads, parks etc)	51
• Improved/better roads	11
• Cleanliness of the shire	4
• Street cleaning	3
• Footpaths to be upgraded	2
• Maintaining all parks	2
• Providing more park areas	2
• Beautification of the area	1
• Collect garbage	1
• Draining the Macleay River	1
• Getting rid of all the flood gates which will help fix all the problems in Crescent Head creeks	1
• Highway around the town	1
• Improve the river and look at regulations for fishing	1
• Improvement of all facilities in the shire	1
• Improvements of streetscapes	1
• Improving the rivers cleanliness	1
• Improving town water into Stuarts Point	1
• Killick Creek to be improved to reduce the smell, needs a huge improvement	1
• Local government to approach state government for support of funds for infrastructure	1
• Maintaining recycling	1
• More attention for roads especially Kempsey and South West Rocks	1
• More care on the beaches	1
• More guttering and kerbing on the roads	1
• More recycling salvaging and items sold back to the community	1
• More seating required in the towns	1
• Potholes in roads	1
• Sewerage at Stuarts Point	1
• Sewerage issues need to be addressed	1
• Speed limits in the area	1
• Tar seal Saleguard Rd	1
• The dredging of the creek at Crescent Head	1
• The hospitals	1
• The planning of the infrastructure of the areas	1
• Upkeep of verges in Stuarts Point	1

Continued on the following page

Q5a. How important are the following Council goals to you? (Cont'd)

Q5b. Are there any other important goals that you think Council should be looking at? (Cont'd)

Progressing with development/planning	22
• Flood management plans	4
• Beach development and maintaining of these	1
• Better management of services and facilities	1
• Bridges	1
• Build an alternative bridge and decent walkway from South Kempsey to West Kempsey	1
• Bypass development	1
• Catch up on developments	1
• Council is blocking development	1
• Development around coastal areas e.g. creeks and river systems	1
• Effective management of Council proposals with the community	1
• Housing	1
• More development outside of town for children's recreational facilities	1
• More development to occur within the Hinterland region	1
• More parking in the CBD	1
• More public housing	1
• More recreational facilities	1
• Policy on building to ensure people stick to building guidelines	1
• Showground	1
• To develop other areas besides Kempsey itself	1
Environmental awareness	14
• Water quality	3
• Realistic environmentalism	1
• Rather than take advantage of environment, preserve it and make development better	1
• Promoting green energy	1
• Preservation within the shire	1
• Not destroying the trees and environment	1
• More effort put into the conservation of the Macleay River	1
• Landcare	1
• Keep a green town	1
• Environment to be maintained	1
• Cleaning of the creek	1
• Being more aware of the environment	1
Attract more industry/business	13
• Larger shopping centres	4
• 24 hour food court on the south side of town	1

Continued on the following page

Q5a. How important are the following Council goals to you? (Cont'd)

Q5b. Are there any other important goals that you think Council should be looking at? (Cont'd)

Attract more industry/business (Cont'd)	13
• Better community involvement	1
• Bringing bigger shopping centres such as Coles	1
• Filling all the vacant shops instead of building new ones	1
• Encouraging industries in our area instead of losing them to other shires	1
• Local company growth	1
• More businesses	1
• More of variety in business	1
• To bring in more industries	1
Increase of family facilities	9
• More children's activities	4
• Children's services	1
• More facilities for children	1
• More facilities for the youth	1
• More funding for children's activities	1
• Promotion to get tourists in the area that are passing through to stop here	1
Community atmosphere	8
• Cultural diversity	1
• Get a positive outlook on everything as the town is too negative	1
• Improving community quality of life and have someone to represent Crescent Head in Council	1
• Integration of the indigenous people into community	1
• Making the town more friendly	1
• More social infrastructure	1
• Positive social relationships, involve all cultures in a positive way	1
• Social underdevelopment	1
Be open minded and listen to the people – community consultation	7
• Council to seek more community feedback	3
• 100% behind the community in their views	1
• Early stage planning should be put to a community committee	1
• More information for residents about developments	1
• To listen to the community more	1
Employment opportunities	4
• Educating young unemployed and troubled teens as to the amount of maintenance needed to keep Kempsey a clean and thriving place, e.g. work for the dole	1
• Job opportunities	1
• Kempsey needs more employment and study facilities	1
• Using people who are on the dole for community work to help beautify the town	1

Continued on the following page

Q5a. How important are the following Council goals to you? (Cont'd)

Q5b. Are there any other important goals that you think Council should be looking at? (Cont'd)

Other	33
• Crime rates	3
• Work with police to reduce crime	1
• Work towards a great community that works together	1
• Work together as a community	1
• Wider opportunity	1
• Truth and honesty in local government	1
• Treat all residents the same	1
• To place indigenous people in areas with better opportunities	1
• Think locally	1
• Theatre facilities for the centre of Kempsey	1
• Statement of commitment	1
• South Kempsey needs more police to help with the anti social behaviour	1
• Reduced crime and graffiti	1
• Providing activities on the river	1
• October through to April, fires should be banned to reduce bush fires	1
• More sporting facilities	1
• More rate payers money in an area spent in that area	1
• More promotion of tourism	1
• More entertainment and educational facilities	1
• More eco tourism	1
• More accountability	1
• Making Kempsey safer	1
• Laws seem to be different between certain cultures and feel the law should be looked into	1
• Increase productivity in the sale yards which would increase sales and make more jobs	1
• Helping underprivileged people	1
• Genuine, sustainable youth programs implemented	1
• Facilities for elderly people	1
• Council spends too much on administration	1
• Council should stop running around in circles and concentrate on finishing one job at a time	1
• Council needs to much more effectively prioritise expenditure	1
• Council employees should be more proactive and aware of Council responsibilities	1

Nb: Some respondents gave more than one answer whilst others did not comment

Appendix D

Q8. What should Council do to generate employment in the Shire?

Attract new business/industries	130
• Encourage more industries into the Shire	50
• Encourage more businesses into the Shire	30
• Industrial areas need to be expanded	4
• More factories are needed	4
• More shopping complexes with Coles and Kmart	3
• Attract business to the empty shops	2
• Bigger shopping centres	2
• Create more jobs	2
• Make Kempsey more attractive towards businesses	2
• Promote the local businesses more	2
• Allow people who want to come to Kempsey to conduct their businesses. Council is too strict	1
• Attract a moderate amount of business by facilitating companies and factories, such as Akubra	1
• Attract developers and big complexes	1
• Attract other industry, affirmative action in employing local people	1
• Bring in more development	1
• DA should be relaxed more to allow big places like Coles to establish here	1
• Encourage businesses and shops to open by extending the shopping centre facilities and shop fronts	1
• Encourage larger retail shops	1
• Encourage light industry back to area	1
• Encourage more businesses to come to the area to generate employment, don't send them to other shires	1
• Encourage more factories and industries	1
• Encourage more government departments into the area	1
• Encourage more industry and commerce	1
• Encourage more manufacturers to the area	1
• Encourage private enterprise	1
• Facilitate and encourage light manufacturers to come to the area	1
• Fast track development, e.g. shopping centres	1
• Foster industries	1
• Get heads out of the sand, too many obstacles in the way for companies to open a business	1
• Get large retailers to the area, such as Coles, and get Best and Less back	1
• Let more factories come into the industrial area. The Council makes it too hard for industry to establish themselves in the area	1
• More variety shops	1
• More larger industries	1
• More shops	1
• Promote growth	1
• Promote industries and make it easier for them to get established	1
• Promote the area	1

Continued on the following page

Q8. What should Council do to generate employment in the Shire? (Cont'd)

Attract new business/industries (Cont'd)	130
• Push the Slim Dusty and Coles complex along	1
• Put up a big shopping complex with a cinema, bowling alley, restaurants etc	1
• Variety of retail	1
Offering assistance/incentives to encourage new business	23
• Reduce rents on the retail places to increase the business opportunities and employment	3
• Arrange government grants to help small businesses	1
• Attract more business incentives	1
• Call on the federal government to help with funds to get businesses in the area	1
• Cut red tape to new businesses	1
• Encourage and support businesses by rate relief	1
• Encourage businesses to apply by rent relief	1
• Encourage factories to be built by giving new businesses a reduced cost for building applications	1
• Fund small businesses to employ those unemployed	1
• Give a business land free of rent for 2 years to build a better town for the youth	1
• Help businesses	1
• Help businesses with staffing rebates	1
• Lobby with the state Govt to direct development of industry and business	1
• Make land available for larger industries	1
• More incentives for companies to come to Kempsey	1
• Offer monetary incentives that are realistic	1
• Open more land for industrial development	1
• Provide financial and infrastructure in centres to attract new business to the area	1
• Reduce charges from Council to promote business access at affordable rates	1
• Reduce restrictions of DA approvals	1
• Tax benefits to businesses	1
Training/apprenticeships	12
• Work for the dole more	2
• Activate school based traineeships and apprenticeships	1
• Bring back more apprenticeships	1
• Bring back red scheme	1
• Educate and put words into action	1
• Employment programs to be implemented	1
• Farming families educated in alternative things that they can do with their land that is profitable	1
• Get younger children into programs to better their skills for work and set up businesses in community to promote the skills and to benefit community members	1
• Have more training days and encourage the public to attend	1
• More training programs	1
• School leavers should have work experience	1

Continued on the following page

Q8. What should Council do to generate employment in the Shire? (Cont'd)

Improvement of current infrastructure to create more jobs	12
• Developments	2
• Community projects to clean up the area	1
• Create jobs around improving the environment and look specifically at the weed production	1
• Draining the river could create employment	1
• Enable Smith Street to be opened up for development	1
• Get the Kempsey bypass completed, which will create jobs	1
• Let building go ahead	1
• More infrastructure	1
• More transport to get goods in and out of the Shire so businesses will establish here	1
• Provide jobs to clean up the roadsides	1
• Use more policing in Kempsey CBD	1
Tourism	9
• More tourism	4
• Develop tourism	1
• Major business encouragement by tourism promotion	1
• More Council funded tourism	1
• More tourism facilities	1
• Tourist Information Centre to be located more centrally in town, rather than outside of town	1
Retention of existing businesses	7
• Be user friendly with the businesses within the shire	1
• Improve the industries we have	1
• Jail should employ more locals	1
• Offer more to the businesses to keep them in the shire instead of hunting them away	1
• Service the infrastructure that they have	1
• Stop businesses closing	1
• Support people to develop their business	1
Other	17
• Allow investors to invest in the town	1
• Development of the HF hands would have provided over 100 employment opportunities for the Kempsey community	1
• Employ more workers at Council	1
• Encourage	1
• Encourage locals to buy from small local business people	1
• Gardens	1
• Give more chances to people to work while obtaining needed certifications	1
• Importing native flowers	1
• Involve more youth	1
• Major developments	1

Continued on the following page

Q8. What should Council do to generate employment in the Shire? (Cont'd)

Other (Cont'd)	17
• Manufacturing of food to be imported e.g. pies	1
• More employment	1
• More employment for young	1
• More opportunities	1
• Need more field workers with common sense, too many people in Council offices	1
• People within the community get first choice	1
• Stop handouts	1

Nb: Some respondents gave more than one answer whilst others did not comment

Appendix E

Q9. What steps do you think we can take to encourage young people to stay within or return to our Shire?

Employment opportunities	221
• Employment opportunities	171
• Provide more employment opportunities	5
• More night life	4
• More industry	2
• Bring more manufacturing industries to the shire so jobs are available	1
• Business opportunities	1
• Create more industry	1
• Develop employment programs for youth through the Council	1
• Developing the industries	1
• Employment by tourism promotion	1
• Employment in career positions that have advancement	1
• Employment opportunities and apprenticeships	1
• Encourage businesses to hire younger people	1
• Encourage larger industry for employment	1
• Encourage more manufactures into the town	1
• Entice large industry to the shire	1
• Find employment	1
• Industrial development for employment	1
• Industry and tourism is a must for jobs	1
• Keep our young people employed and out of trouble	1
• Larger government agencies (encourage these services back to the shire)	1
• More businesses for employment opportunities	1
• More businesses to encourage employment	1
• More development and industry	1
• More employment opportunities, making it too hard for companies to move into the town	1
• More growth to create more jobs	1
• More hands on work to gain employment	1
• More industries and development needed	1
• More industries to come into town	1
• More jobs as they leave our town for work	1
• More local industry	1
• Need more opportunities for employment	1
• Need to have work facilities	1
• Offer career opportunities for young people and Aboriginals	1
• Population growth and more business	1
• Providing employment which can be encouraged by giving new businesses a reduced cost for building applications	1

Continued on the following page

Q9. What steps do you think we can take to encourage young people to stay within or return to our Shire? (Cont'd)

Employment opportunities (Cont'd)	221
• Show opportunities they can have by staying	1
• Some good wage incentives, its only survival wages at the moment	1
• To encourage employment by development	1
• To have more work experience	1
• Wages are dismal	1
• Work for youth	1
• Work force	1
Education	38
• Apprenticeships/traineeships	12
• Higher education	6
• A university campus	2
• Closer study opportunities	1
• Consideration to university campus	1
• Education	1
• Extra training facilities	1
• Further education available	1
• Government funded schemes for less advantaged kids to learn a trade	1
• Have a TAFE that's teaching meaningful and useful classes as apposed to time filling classes	1
• Involve youth and Aboriginals in more educational courses	1
• More businesses that are generating employment for younger people such as apprenticeships	1
• More entertainment and higher education needed	1
• More further education	1
• More rural apprenticeships	1
• More trades	1
• More training for employment	1
• Need tertiary education facilities and employment opportunities	1
• Promote more training areas	1
• Provide local training for employment	1
• Vocational college	1
Providing entertainment/recreational facilities	37
• Entertainment facilities	10
• Activities for youth	2
• Movie theatre	2
• Recreational facilities and services	2
• Cinema	1
• Entertainment facilities and support services	1

Continued on the following page

Q9. What steps do you think we can take to encourage young people to stay within or return to our Shire? (Cont'd)

Providing entertainment/recreational facilities (Cont'd)	37
• Entertainment venues	1
• Facilities and activities that keep the young amused and off the streets	1
• Have a lot more for the younger to do	1
• Have more on offer for them such as facilities and shops	1
• Improve the social life	1
• Improved sporting and recreational facilities	1
• More concerts	1
• More cultural activities	1
• More development e.g. picture theatres, shopping centres, social and sporting places	1
• More facilities and entertainment	1
• More facilities for the younger people	1
• More facilities they will be interested in	1
• Need more entertainment and facilities for the youth of Kempsey Shire	1
• Night club	1
• Picture theatre	1
• Proper cinema and night club	1
• Social activities	1
• Social system	1
• Spend more money on youth facilities	1
Other	20
• Affordable housing	3
• Modernise facilities	2
• Clean up the area	1
• Create a more equal environment	1
• Develop the shire more	1
• Development	1
• Development of HF hands would have provided over 100 jobs	1
• Don't extend beaches	1
• Enhancing the coastal areas more	1
• Fix the law and order problem	1
• Make it a more vibrant town with larger shopping centres such as Coles	1
• Make it more inviting to stay and come back	1
• Make the area a better, safer area	1
• More development in CBD	1
• No mobile homes at the beach	1
• Support our young	1
• To have a goal to come back to	1

Nb: Some respondents gave more than one answer whilst others did not comment

Appendix F

Q10. What suggestions do you have that would make our valley a safer and better place for locals and visitors?

Police related	192
• More police	110
• Reduce crime rates	8
• More security	6
• Stricter laws with the youth	4
• Better relationships between Aboriginals and the police	3
• More police stations	3
• Better law and order	2
• Improve policing	2
• Law enforcement	2
• More cameras in the streets	2
• More police in the mall and on the streets	2
• Tougher on law and order	2
• Alcohol free zones to be enforced	1
• Better local government, juvenile violence needs to be policed more	1
• Convict the criminals with firmer fines	1
• Council rangers and security to take part in assisting the police	1
• Curfews	1
• Enforce laws with the Aboriginal community more	1
• Fight for more police	1
• Fix the law and order problem	1
• General policing	1
• Get rid of the undesirables that walk around the town intoxicated	1
• Give more power to school teachers and police	1
• Give police the power they used to have	1
• Heavier penalties for those who break the law	1
• Heavier police presence after 11pm	1
• Hold the youth accountable for their crimes or their parents	1
• Improve crime prevention	1
• Law enforcement to be increased and visible police on the streets	1
• Laws need to be encourage	1
• More police and security within the area	1
• More police, especially foot patrols	1
• More police patrols at South West Rocks	1
• More police presence at holiday time	1
• More police surveillance	1
• More policing - enforce stronger penalties, take more notice of the publics opinions	1

Continued on the following page

Q10. What suggestions do you have that would make our valley a safer and better place for locals and visitors? (Cont'd)

Police related matters (Cont'd)	192
• More policing, even if it's indigenous people	1
• More policing of the indigenous people and not just a slap on the wrists, as then they re-offend	1
• More punishments to reduce crime	1
• More surveillance and control of criminal minded people	1
• More tourist warning signs regarding the possibility of being robbed or attacked	1
• More visibility of the police to discourage crime	1
• Move information centre out of crime area	1
• Need more policing of area and policing facilities	1
• Nothing ever happens to offenders	1
• Offender education should be extended, e.g. in Middleton Street	1
• Parents need to take a more active roll in what children are doing	1
• Police and law enforcement	1
• Police on the beach areas and the streets	1
• Police station not in an appropriate area. Increase police near the tourist information centre	1
• Police in area needs to be improved due to safety problems	1
• Re-introduce safe houses	1
• Improve safety	1
• Security cameras in mall	1
• Shame the criminals	1
• South West Rocks during holiday times needs to have more visible police activity	1
• Strict policing	1
• Stronger policing on drugs and crime	1
Other	63
• Alcohol free areas to be increased	5
• Cleanliness	4
• Improve roads	3
• Parents to be more accountable for their children	2
• Push for bypass to be built	2
• Better hospital services	1
• Better relationships between the white and black community	1
• Change road conditions at the highway intersection	1
• Community direction	1
• Cookatoo Place Arakoon - the garbage trucks are destroying the local nature strip and breaking the road	1
• Developing our youth	1
• Discourage bad behaviour	1
• Don't look into nuclear power	1
• Earlier closing times for pubs	1

Continued on the following page

Q10. What suggestions do you have that would make our valley a safer and better place for locals and visitors? (Cont'd)

Other (Cont'd)	63
• Education for the younger generation	1
• Education on values and morals	1
• Eliminate most of the hotels	1
• Employment	1
• Equal rights	1
• For everybody to communicate and mix	1
• Get serious about doing development properly	1
• Greater communication and educating indigenous parents	1
• Greenways and parks to remain	1
• Health services	1
• Highway diverted from main street	1
• Highway should be around the town, not through it	1
• Improving highway	1
• Increase developments to beautify the area	1
• Just for people to be aware of what is going on in the Shire	1
• Kempsey is dreadfully racist. This is unhealthy for the community	1
• Lighting	1
• Listen to the community	1
• Maintain passenger train services	1
• Make sure people from all cultures are treated the same and fairly	1
• Make sure that we have less unemployment	1
• More activities for teenagers	1
• More activities for younger people, more respect from younger people	1
• More community input on opportunities for the youth to do	1
• More controlled standards of welfare	1
• More entertainment and shopping facilities	1
• More facilities and entertainment for the youth to get them off the streets	1
• More funds and more control over louts that are tearing up the place	1
• More lighting	1
• More neighbourhood watch	1
• More signage	1
• PCYC needs much more support	1
• People should not foster an attitude of racism	1
• Promote the area better	1
• Removal of weed on the beaches	1
• Road safety and infrastructure	1
• Teach the parents to teach the kids	1
• Traffic flow through the town	1

Appendix G

Kempsey Shire Council Community Survey 2006

Good Morning/Afternoon/Evening

My name is _____ and I am calling on behalf of Kempsey Shire Council. We are conducting a random survey of local residents to enable Councillors and Management to better plan for the future and to understand the views of the community. We selected your telephone number [randomly] / [from xyz database].

The survey will take approximately XX minutes to complete. The interview is voluntary, anonymous and confidential. Would you like to continue?

(If answer is YES)

Have you lived in the Kempsey Shire Council area for longer than 6 months? **[If not, terminate interview]**

Please confirm that you are over 16 and do not work for Kempsey Shire Council. **[If under 16 or work for Council, terminate interview]**

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

LIFESTYLE AND DEVELOPMENT

Kempsey Shire is growing and this can impact both positively and negatively on our community:

1. **To what extent do you agree with the following statements?**

'Council is ensuring that the Shire grows in a positive way'

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

'Council is ensuring that the nature of development is improving the quality of life'

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. **What level of development would you agree with in our:- Prompt**

	Limited	Moderate	Major
Coastal areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inland towns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hinterland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments relating to development.

3. **Should Council encourage denser housing, such as cluster housing and mid rise development, to help prevent further destruction of bush and farmland?**

Yes No

4. **What is your vision for the future of the Shire?**

.....

5a. How important are the following Council goals to you? Please rate on a scale of 1 to 5 where 5 is very important and 1 is very unimportant.

	Very important 5	4	3	2	Very unimportant 1
To facilitate sustainable economic development in the Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To foster effective social and community relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To ensure that the town of Kempsey is a vibrant economic centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To adequately plan and fund infrastructure needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To position Kempsey Shire in the region to actively participate in regional activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To take advantage of the Shire's natural assets and beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To provide value for money services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5b. Are there any other important goals that you think Council should be looking at?

.....

6a. Do you believe that the improvements to, and the cleanliness of, the Kempsey CBD make it a good place to visit and shop?

Yes No

6b. (If no), why not?

7. Should the Kempsey Mall be reopened to traffic?

Yes No

8. What should Council do to generate employment in the Shire?

.....

9. What steps do you think we can take to encourage young people to stay within or return to our Shire?

.....

10. What suggestions do you have that would make our valley a safer and better place for locals and visitors?

.....

Councils are struggling with the desire to provide and maintain good services and facilities to their community. Income is limited by rate pegging, the level of charges that the community can pay, grants and loans.

11. To what extent do you support the following methods for Council to increase revenue so that services and facilities can be provided, maintained or improved? Please rate on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree.

	Strongly agree				Strongly disagree
	5	4	3	2	1
Borrowing to provide infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User pays for new services/facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special levies for specific projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposing of assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sale of surplus Council land to provide new infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COUNCIL'S PERFORMANCE

12. Please rate your satisfaction with Council's overall performance. Rating is on a scale of 1 to 5 where 5 is very satisfied and 1 is very dissatisfied.

	Very satisfied				Very dissatisfied
	5	4	3	2	1
Overall performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please rate your satisfaction with Council's overall performance in servicing the following. Rating is on a scale of 1 to 5 where 5 is very satisfied and 1 is very dissatisfied.

	Very satisfied				Very dissatisfied
	5	4	3	2	1
Rural roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Are you happy with the introduction of recycling and the benefits it will have for the environment and our community?

Yes No Not applicable/we don't get recycling

15. As a result of the introduction of a recycling service, could landfill transfer sites (garbage tips) have their hours reduced? Prompt

	Yes	No	Not applicable	Don't know
On weekdays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. To further reduce the amount of waste to landfill, would you be prepared to use your green bin for green waste and have an additional smaller bin for general waste at an additional cost?

Yes No Maybe Not applicable

17. Should Council offer an annual rubbish clean up day to allow for the collection of larger items at an additional cost?

Yes No Not applicable

18a. Would you like to have access to an indoor heated swimming pool in the Shire?

Yes No (If no, go to Q19)

18b. (If yes), where would you prefer the pool be located?

19. Please rate the significance of the following issues that affect an ageing population in the Kempsey Shire. Rating is on a scale of 1 to 5 where 5 is most significant and 1 is least significant.

	Most significant 5	4	3	2	Least significant 1
Provision of aged and community care services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of aged and community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of recreational and entertainment services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of public transport services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of adequate pedestrian and scooter facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNICATION AND CONSULTATION

Council consults with the community in a variety of ways.

20. Have you ever:

	Yes	No
Sent a written submission to Council in response to a call for public comment	<input type="radio"/>	<input type="radio"/>
Been involved in a Council committee	<input type="radio"/>	<input type="radio"/>
Used the on line poll facility on the website	<input type="radio"/>	<input type="radio"/>
Attended a public meeting or workshop	<input type="radio"/>	<input type="radio"/>

(If no), go to q22

21a. (If you have attended a public meeting), could your opportunity to express your view be improved?

Yes No

21b. (If yes), how?

Council provides information to residents through weekly advertisements, community newsletters, media releases, the Annual Report and the Mayoral Column.

22. What additional information could Council include in these publications to make them more relevant and interesting?

.....

CUSTOMER SERVICE

23. Which is your preferred method of contacting or conducting a transaction with Council? Prompt

Phone In person Website Mail

24. If you had contact with a Council staff member during the past year, which of the following words best describe that contact? You can select more than one.

- Professional
- Courteous
- Helpful
- Neither good nor bad
- Uninterested
- Unsatisfactory
- No contact **Go to Q29**

25. Did you have any written contact with Council staff over the last year?

Yes No (If no, go to Q27)

26. How satisfied were you with the way the contact was handled?

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

27. Did you have any telephone contact with Council over the last year?

Yes No (If no, go to Q29)

28. How satisfied were you with the way the contact was handled?

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

29. Do you own or have regular access to a computer that is connected to the Internet?

Yes No (If no, go to Q31)

30a. Have you visited Council's website (www.kempsey.nsw.gov.au)?

Yes No (If no, go to Q31)

30b. (If yes), what additional information on the website would you find beneficial?

.....

DEMOGRAPHIC INFORMATION

Could you please assist with the following information?

31. Please stop me when I read out your age group:

16 – 34 35 – 54 55 +

32. Employment status:

Employed
Retired
Student
Unemployed
Household duties
Other (specify)

33. In which area of the Shire do you live?

Kempsey South West Rocks Crescent Head
Hat Head Stuarts Point Smithtown/Gladstone
Frederickton Willawarrin/Bellbrook Kundabung
Rural
Other (please specify)

34. Are you a ratepayer in the Kempsey Shire? Yes No

35. Are you of:

Aboriginal/Torres Strait Islander background
Non English speaking background

36. Gender. Male Female