



# Wingecarribee Shire Council

## Community Research

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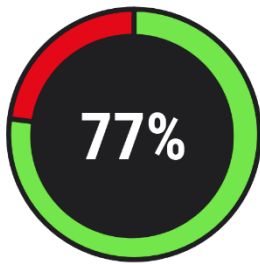
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# **Summary and Recommendations**

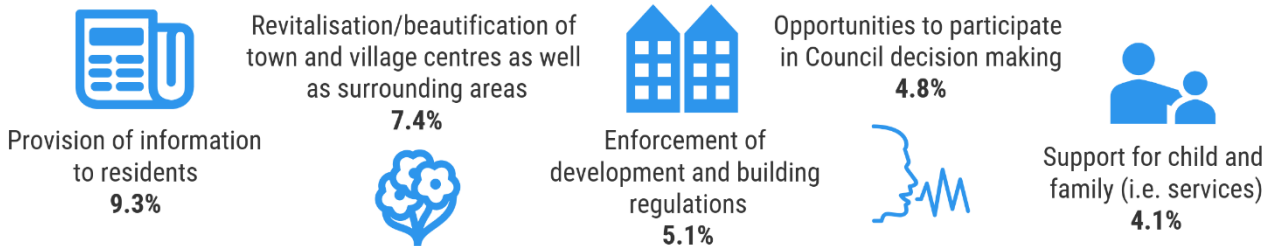
# Summary of Results – Quick Stats



of residents are at least 'somewhat satisfied' with the overall performance of Council over the last 12 months

Residents are at least moderately satisfied with  
**32/43**  
 Council services/facilities

## Key Drivers of Overall Satisfaction with Council



**73%**  
 of those who contacted Council were at least 'somewhat satisfied' with the way their contact was handled



**79%**  
 of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community



**40%**  
 of residents rated Council's image within the community as 'good' to 'excellent'

### Residents Are Most Likely to Contact Council Via...



Phone (54%)



Council's customer contact centre (19%)

### BEST THING ABOUT LIVING IN THE LGA

- Natural environment/open space (18%)
- Country lifestyle (15%)
- Friendly community (12%)
- Peace and quiet (11%)
- Good weather/climate (9%)

### HIGHEST PRIORITY ISSUES

- Improving/maintaining roads (20%)
- Controlling development/less houses (14%)
- Improving/maintaining footpaths (5%)
- Infrastructure development (5%)
- Moss Vale bypass (5%)

# Summary and Recommendations

## Summary

Residents stated the natural ('natural environment/open space', 'peace and quiet', and 'good weather/climate') and cultural/community ('country lifestyle' and 'friendly community') aspects of the Wingecarribee area were the best things about living there. The areas residents saw as the highest priority issues for Council in the next 4 years were focused heavily on roads, infrastructure and controlling development/less houses.

77% of residents are at least somewhat satisfied with the overall performance of Council which is consistent to the 2017 result (76%), although this result is lower than the Micromex Regional LGA benchmark, it is still a positive result. 40% of residents committed to the top 2 box, rating Council's image within the community was rated as 'good' to 'excellent'.

Satisfaction with the level of communication Council has with the community is an area to monitor, as results have continued to soften. However, it should be noted that 79% indicated they were at least somewhat satisfied with the level of communication this year.

All the proposed projects were well supported. Support was strongest for 'long-term parking in Bowral CBD', 'Moss Vale By-Pass' and the Wingecarribee Animal Shelter'.

Increased awareness on these projects should see a positive shift in the community's perception of Council performance.

The Shapley Analysis has shown that the key drivers of overall resident satisfaction are associated with community engagement (involve/inform), revitalisation/beautification of town and village centres and controlling development (building regulations/growth).

## Recommendations

Results this year have presented areas for improvement and optimisation, specifically:

1. Explore community expectations about the type of engagement the community want in planning for the future of the region
2. Explore community priorities for how the local area can be revitalised and ensuring they feel involved in the process
3. Actively lifting community engagement by informing residents about how they can involve themselves in Council decision making and providing feedback to the community about how they contributed
4. Increase communications informing the community of major projects

Please see next page for further detail.



# Summary and Recommendations

## Recommendations

Based on the results provided we suggest Council considers undertaking further exploration to gain a greater understanding of community expectations for the following key areas:

## Key Areas for Engagement & Consultation

### Consultation with the community



Generally, the key area for Council to focus on is communication and consultation with the community. Council provision of information has the greatest influence on overall satisfaction and opportunities to participate in Council decision making had the 4<sup>th</sup> greatest influence and both of these measures were in the top 7 largest performance gaps. Furthermore, there is room to increase satisfaction with the level of communication Council currently has with the community, as this has softened from 2017 and is rated significantly lower than our Regional Benchmark. Focusing on increasing the level of communication and consultation may also see a lift in residents' perception of Council which will ultimately lift ratings of Council's image in the community.

Specific areas which Council could explore include:

### Planning & Development



Support was high for all proposed projects, however, there remains opportunity to increase awareness. Concerns regarding development in the local area was frequent throughout the report, with development control, developing local infrastructure and the Moss Vale bypass all identified as top priority areas for the next 4 years. Managing development and growth, enforcement of development and building regulations were identified to be in the top 7 measures with the largest performance gaps. Additionally, these two measures were in the top 9 drivers of overall satisfaction.

### Revitalising the Local Area



Revitalisation and beautification of town/village centres has the second greatest influence on overall satisfaction, in addition, other aesthetic measures such as enhancing/protecting the natural environment are areas to further explore e.g. protecting/maintaining the natural environment was identified to be a priority area, resident satisfaction significantly declined for 'healthy, natural urban streams and creeks but not rivers' and litter control/rubbish dumping in the LGA had the 10<sup>th</sup> largest performance gap.

### Connectivity



Closely associated to revitalisation, a number of measures regarding connectivity in the local area were identified as areas to improve. For example, condition of local roads, car parking, provision of footpaths, traffic management and public transport were all in the top 9 measures with the largest performance gaps. Roads and footpaths were also in the top 3 highest priority areas and roads and traffic appeared in the top drivers of overall satisfaction. Additionally, roads, footpaths and parking were rated in the lowest 5 satisfaction ratings.



# **Background and Methodology**



# Background and Methodology

Wingecarribee Shire Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying community agreement with statements regarding wellbeing and safety in the LGA
- Identifying the community's level of satisfaction with communication and engagement with Council
- Measure the awareness and support for long-term projects currently being planned for the area

To facilitate this, Micromex Research was contracted to update the 2017 survey, enabling Council to effectively analyse attitudes and trends within the community.

## Questionnaire

Micromex Research, together with Wingecarribee Shire Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

## Data collection

The survey was conducted during the period 15<sup>th</sup> July – 1<sup>st</sup> August 2019 from 3:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

## Survey area

Wingecarribee Shire Council Local Government Area.

## Sample selection and error

327 of the 403 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 76 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Wingecarribee Shire Council LGA., i.e. Mittagong station, Harris Farm Markets/Woolworths Bowral, Coles/IGA Moss Vale, Bowral Primary School Markets/Bowral Coles and Woolworths Mittagong West.

A sample size of 403 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=403 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

The sample was weighted by age and gender to reflect the 2016 ABS census data for Wingecarribee Shire Council.

## Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



# Background and Methodology

## Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Wingecarribee Shire Council.

## Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

## Ratings questions

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

This scale allowed us to identify different levels of importance and satisfaction across respondents.

**Top 2 Box:** refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. Important & Very Important)

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

**Top 3 Box:** refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. Somewhat Satisfied, Satisfied & Very Satisfied, or Somewhat Supportive, Supportive & Very Supportive)

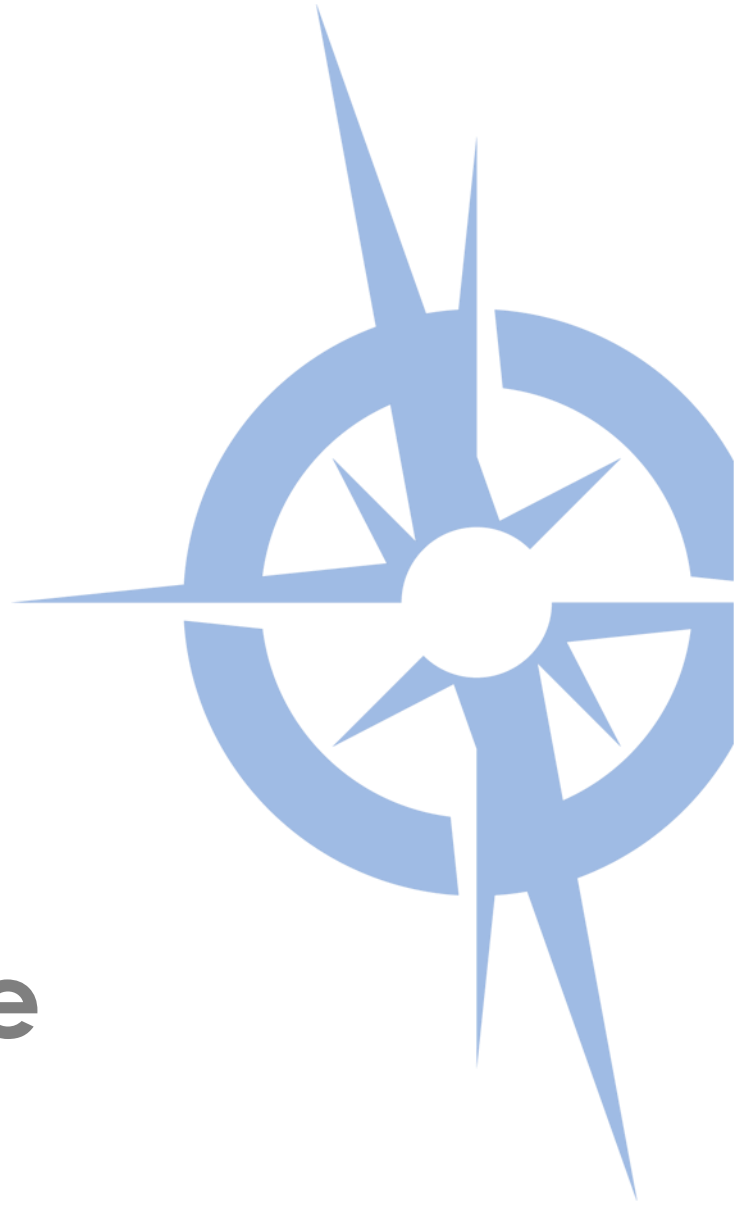
## Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

## Micromex LGA Benchmark

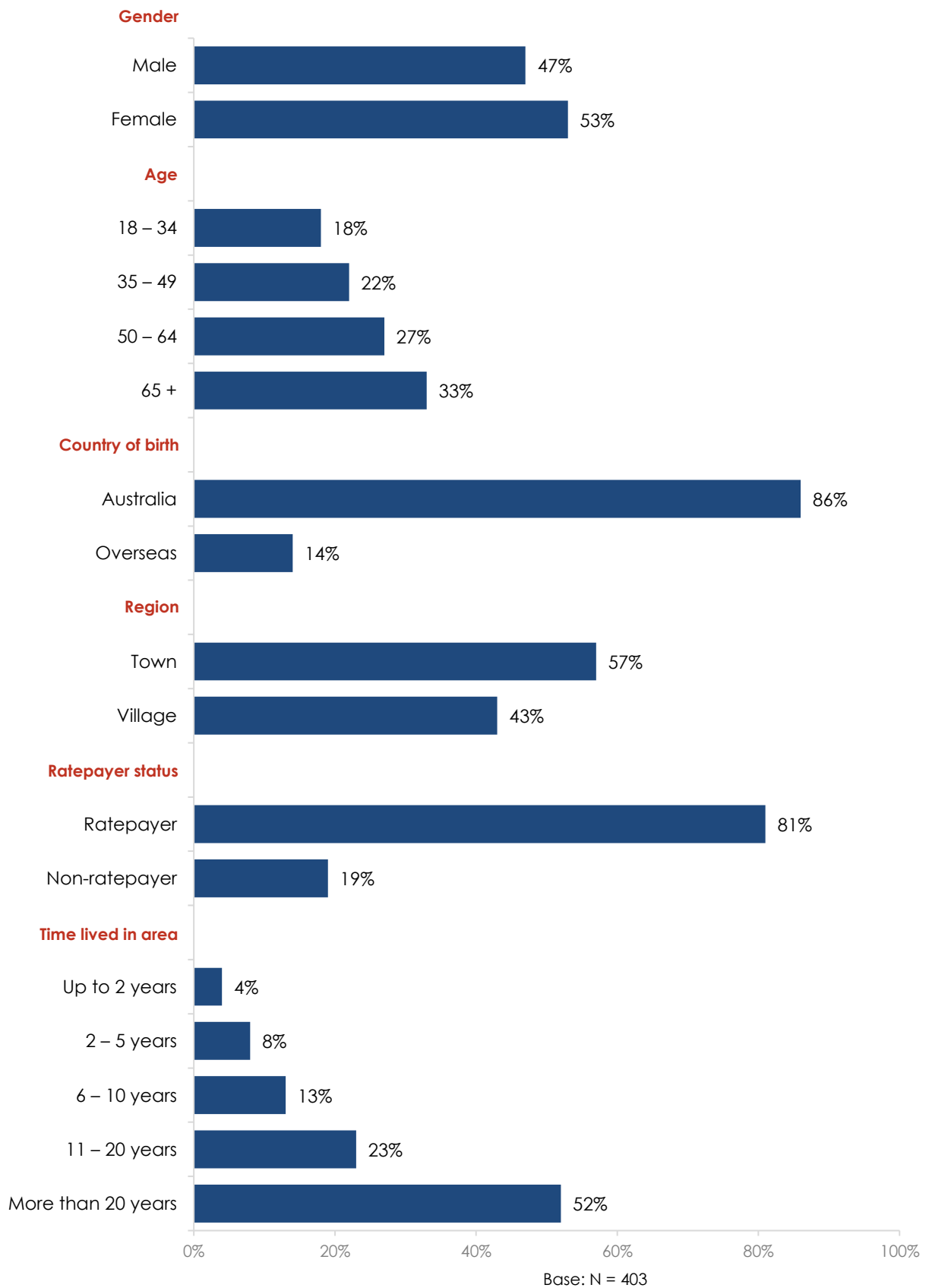
Micromex has worked for over 90 LGAs in the last 10 years and conducted over 70 community satisfaction surveys since 2016. We have compared Wingecarribee Shire Council's results against those of the developed Council Benchmarks based on over 30,000 interviews.



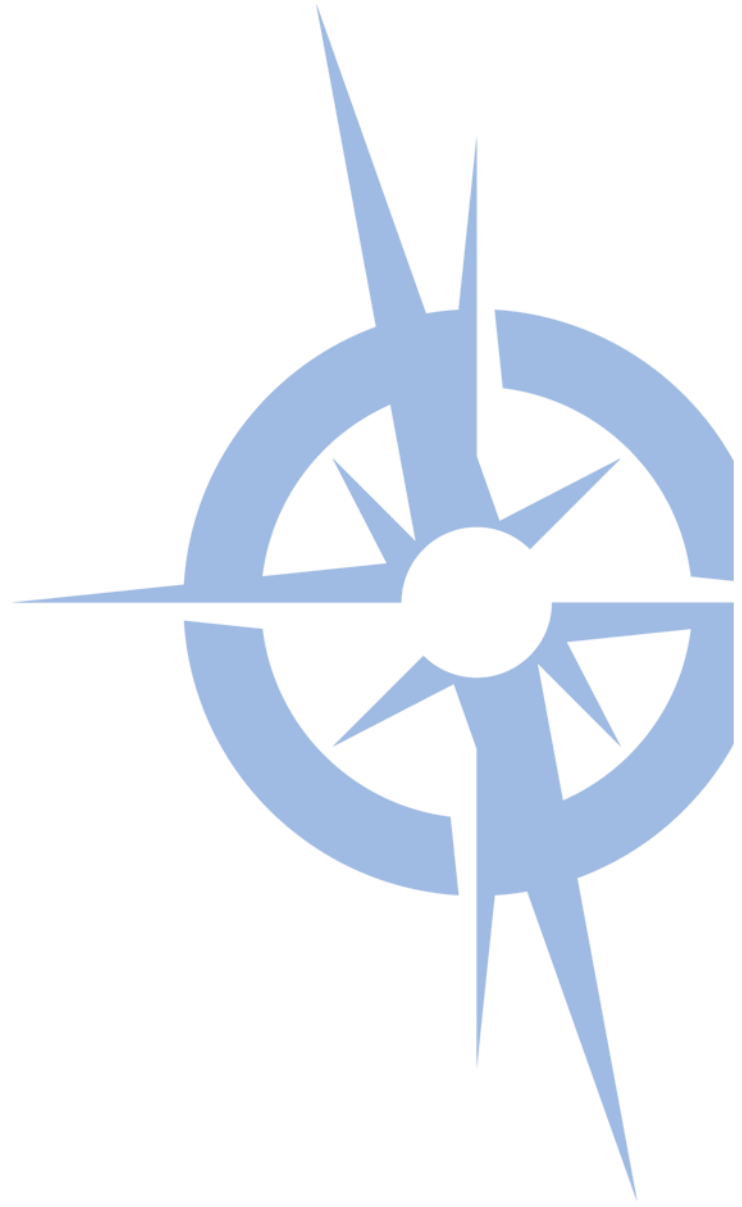


# Sample Profile

# Sample Profile



A sample size of 403 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Wingecaribee Shire Council.



# Key Findings

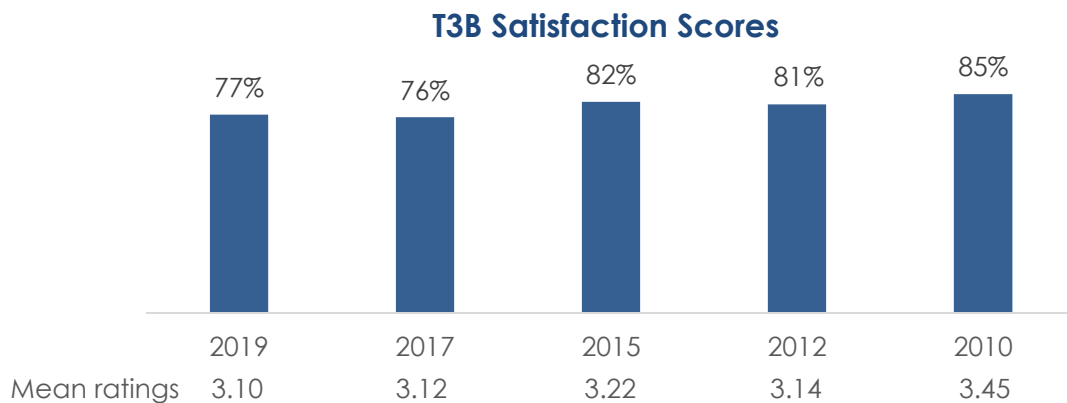
# Key Findings

## Overview (Overall Satisfaction with the Performance of Council)

Results remain consistent with 2017, with 77% of residents stating they are at least 'somewhat satisfied' with the performance of Council. This result is consistent with that seen in 2017, though it is lower than the Micromex Regional LGA overall satisfaction benchmark, however in line with a number of LGAs just outside of Sydney.

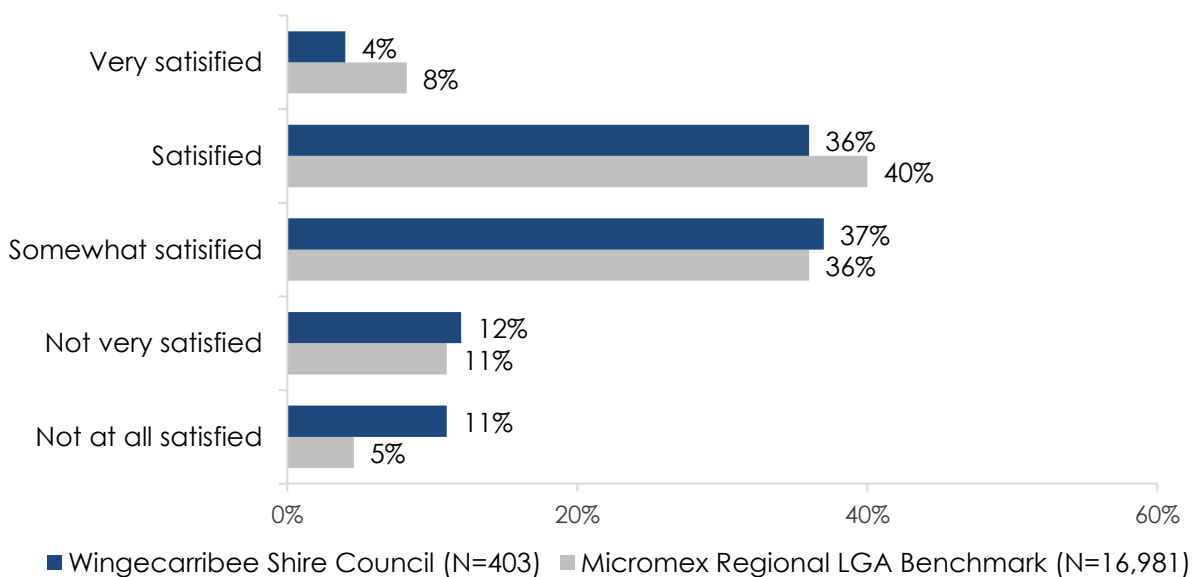
### Summary

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



	Wingecarribee Shire Council	Regional LGA Benchmark
Mean ratings	3.10 ▼	3.36
T3B Satisfaction	77%	84%

Scale: 1 = not at all satisfied, 5 = very satisfied  
 ▲ ▼ = significantly higher/lower (than the benchmark)



# Key Findings

## Overview (Council's Image within the Community)

### Summary

40% of residents rated Council's image within the community as 'good' to 'excellent'. This has softened since the last survey.

Q7b. Overall, how would you rate Council's image within the community?

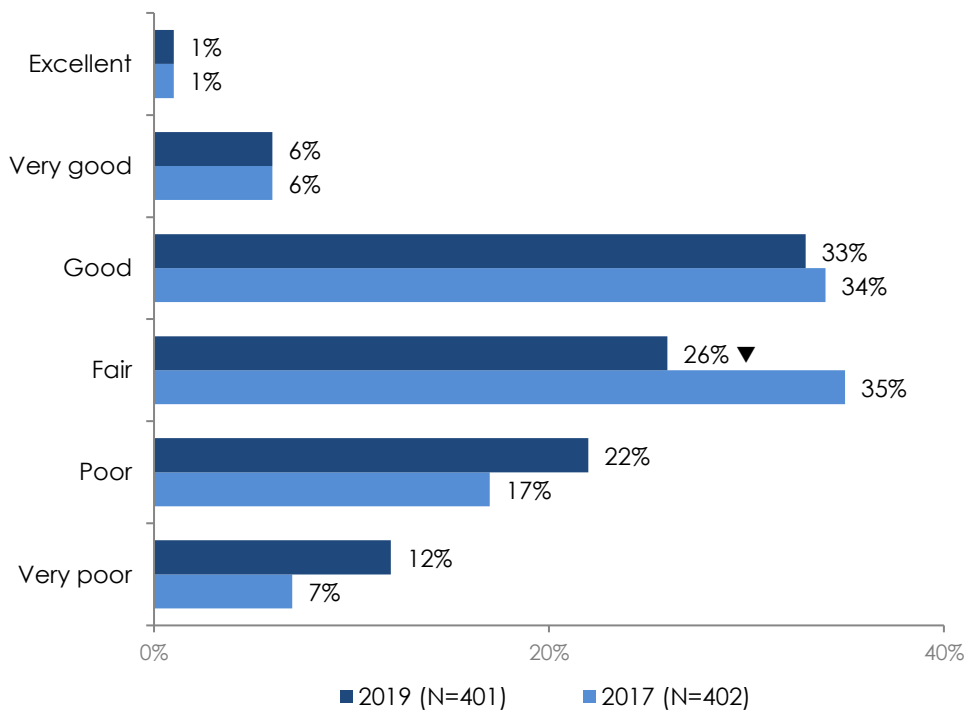
	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	3.02	3.08	2.97	3.14	2.82	3.03	3.07	3.04	2.99

	Overall 2019	Overall 2017	Overall 2015	Overall 2012
Mean ratings	3.02	3.18	3.24	3.16

NSW LGA BRAND SCORES – COUNCIL'S IMAGE	Wingecarribee Shire Council 2019	Regional	All of NSW
Mean ratings	3.02▼	3.38	3.55

Scale: 1 = very poor, 6 = excellent

▲▼ = significantly higher/lower (by group)



Note: 1 resident refused to answer in 2019



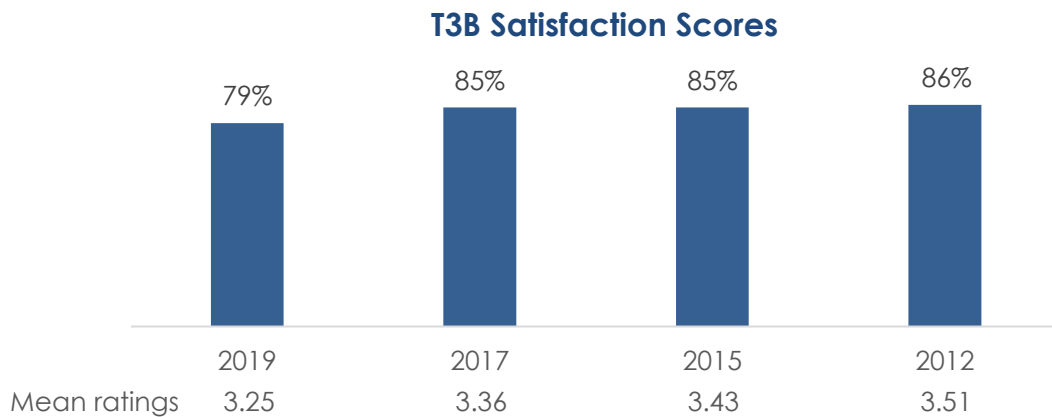
# Key Findings

## Overview (Satisfaction with Level of Council Communication)

### Summary

79% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community. This is another area where results appear to have softened from 2017.

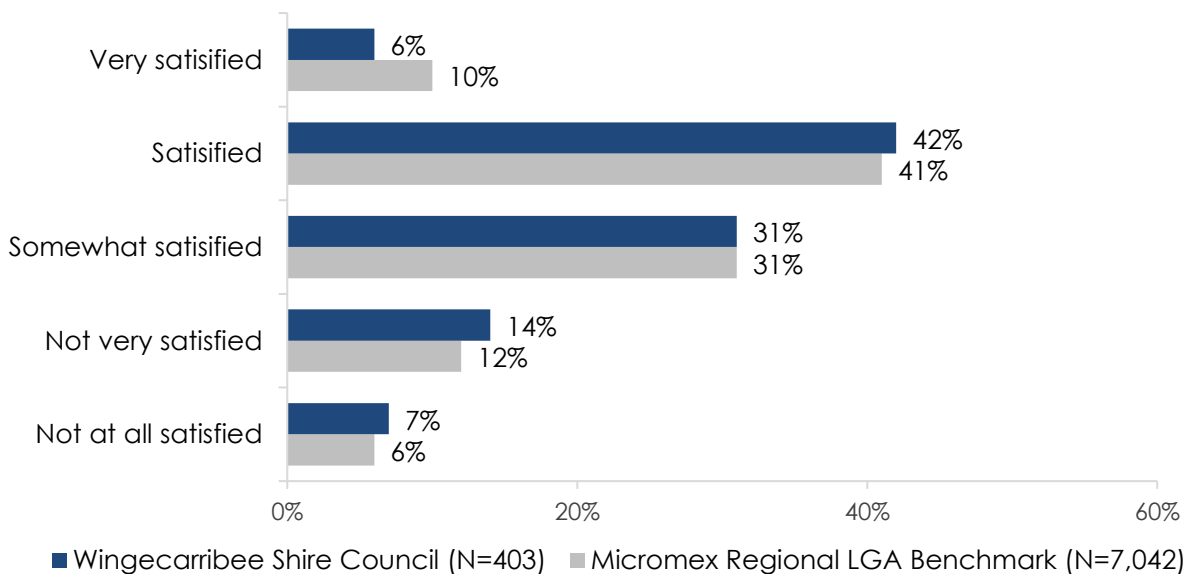
Q4a. How satisfied are you with the level of communication Council currently has with the community?



	Wingecarribee Shire Council	Regional LGA Benchmark
Mean ratings	3.25 ▼	3.38
T3B Satisfaction	77%	82%

Scale: 1 = not at all satisfied, 5 = very satisfied

▲ ▼ = significantly higher/lower (than the benchmark)







# Key Findings

## Overview (Top Priorities in Future for Council)

### Summary

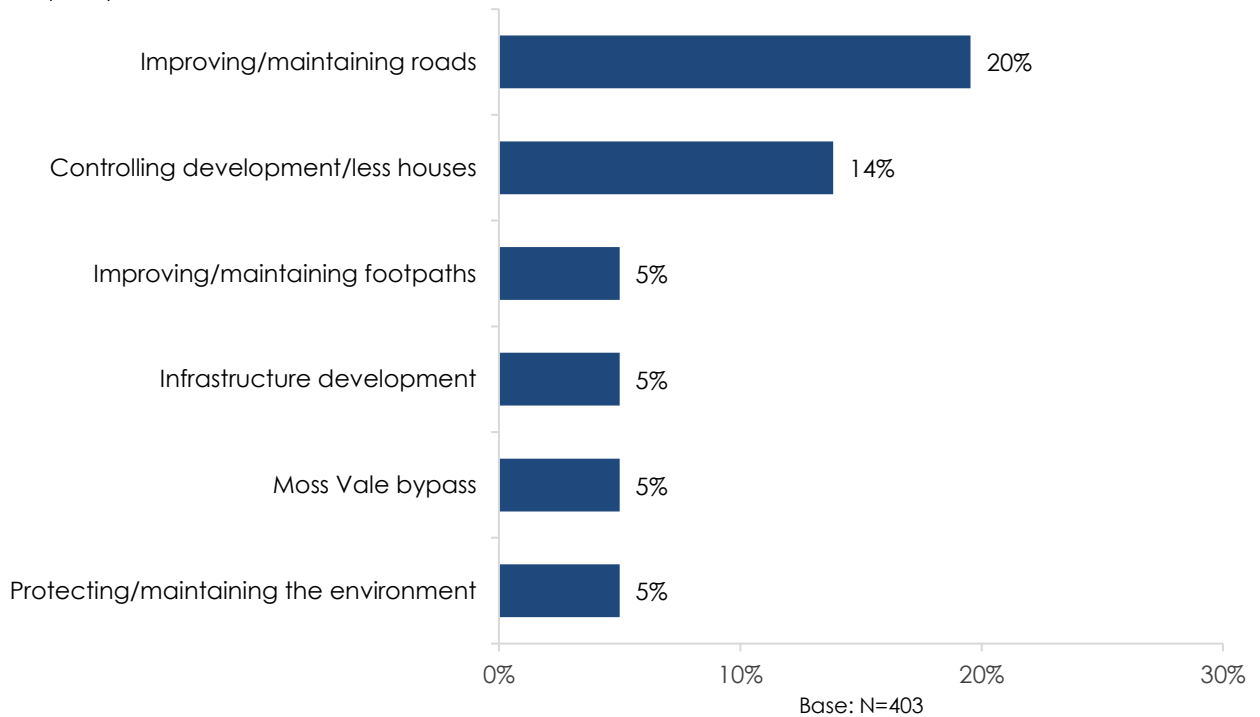
Residents believe that 'improving/maintaining roads' (20%) and 'controlling development/less houses' (14%) will be the top priority issues for Council to focus on in the next 10 years. Other top priority issues include 'improving/maintaining footpaths' (5%), 'infrastructure development' (5%), 'Moss Vale bypass' (5%) and 'protecting/maintaining the environment' (5%).

Q6b. Thinking about the next four years, what do you think is the top priority for Council to focus on?



### Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



See Appendix A for a complete list of responses

# Key Findings

A core element of this community survey was the rating of 43 facilities/services in terms of Importance and Satisfaction. The following analysis identifies the statistically significant changes compared to the 2017 research.

## Key Importance Trends

Compared to 2017, resident perception of the importance of support for community environmental initiatives has increased.

	2019	2017
Support for community environmental initiatives	4.27	4.03

Scale: 1 = not at all important, 5 = very important

## Key Satisfaction Trends

Over the same period there was a **increase** in residents' level of **satisfaction** for 1 of the comparable 38 services and facilities provided by Council, this was:

	2019	2017
Provision and maintenance of swimming pools	3.61	3.14

There was also a significant **decline** in residents' levels of **satisfaction** with 2 of the comparable services and facilities, these were:

	2019	2017
Encouraging recycling	3.35	3.56
Healthy, natural urban streams and creeks but not rivers	3.11	3.35

Scale: 1 = not at all satisfied, 5 = very satisfied



# Key Findings

## Importance

The following services/facilities received the highest importance ratings:

Top 5 for Importance	
Town drinking water quality (taste, smell and colour)	4.73
Reliability of town water	4.68
Litter control and rubbish dumping	4.66
Condition of local roads	4.61
Encouraging recycling	4.57

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	
Dog control	3.64
Support for arts and culture	3.75
Festivals and events	3.82
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.89
Protecting heritage values and buildings	3.92

Scale: 1 = not at all important, 5 = very important

## Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 for Satisfaction	
Reliability of town water	4.19
Domestic garbage collection	4.16
Overall sewerage system performance (chokes, overflows, odour)	4.13
Green waste collection	4.10
Provision and operation of libraries	4.02

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	
Condition of local roads	2.27
Availability of car parking in the town and village centres	2.44
Opportunities to participate in Council decision making	2.54
Managing development and growth	2.64
Provision and quality of footpaths	2.64

Scale: 1 = not at all satisfied, 5 = very satisfied



# Key Findings

The following table shows the hierarchy of the 43 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is 'litter control and rubbish dumping', with a top 2 box importance score of 95%. For the most part, the majority of services/facilities provided by Council are considered to be highly important, with only 5 measures falling below a 70% T2B rating. This is why further analysis is needed to determine the services/facilities that *actually drive* overall satisfaction with Council.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Litter control and rubbish dumping	95%	77%
Town drinking water quality (taste, smell and colour)	94%	86%
Encouraging recycling	91%	80%
Reliability of town water	91%	92%
Support for people with a disability	90%	83%
Support for local business and employment	90%	73%
Condition of local roads	89%	42%
Community safety/crime prevention	88%	91%
Domestic garbage collection	88%	90%
Overall sewerage system performance	88%	95%
Support for aged persons	88%	86%
Encouraging waste reduction initiatives	87%	69%
Support for child and family (i.e. services)	87%	80%
Council provision of information to residents	86%	64%
Managing development and growth	86%	58%
Availability of car parking in the town and village centres	85%	47%
Provision and quality of footpaths	84%	51%
Support for youth	84%	66%
The Resource Recovery Centre (RCC/local tip)	84%	85%
Enforcement of development and building regulations	83%	61%
Providing adequate drainage	82%	68%
Provision and maintenance of local parks and gardens	82%	83%
Local traffic management	81%	58%
Healthy, natural urban streams and creeks but not rivers	81%	73%
Support for community environmental initiatives	79%	79%
Provision and maintenance of playgrounds	78%	89%
Opportunities to participate in Council decision making	77%	49%
Restoration of natural bushland	77%	79%
Availability of, and access to, public transport	76%	56%
Provision and operation of libraries	76%	95%
Cycle paths and walking tracks	75%	71%
Provision and maintenance of community halls/facilities	75%	88%
Provision and maintenance of sporting facilities	75%	88%
Cleanliness and functionality of public toilets	74%	81%
Green waste collection	74%	90%
Support for the Aboriginal community	73%	72%
Support for tourism	72%	92%
Provision and maintenance of swimming pools	70%	88%
Protecting heritage values and buildings	68%	80%
Revitalisation/beautification of town and village centres as well as the surrounding areas	65%	69%
Festivals and events	63%	79%
Support for arts and culture	63%	86%
Dog control	59%	87%

# Key Findings

## Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2-step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Wingecarribee Shire Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 43 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 25% may be indicative of areas requiring future optimisation.



# Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap. Areas centring around connectivity and congestion have the largest performance gaps, identifying the need to address community expectations in this area.

## Performance Gap Ranking

Ranking	Service/Facility	Importance Top 2 Box	Satisfaction Top 3 Box	Performance Gap (Importance- Satisfaction)
1	Condition of local roads	89%	42%	47%
2	Availability of car parking in the town and village centres	85%	47%	38%
3	Provision and quality of footpaths	84%	51%	33%
4	Managing development and growth	86%	58%	28%
	Opportunities to participate in Council decision making	77%	49%	28%
6	Local traffic management	81%	58%	23%
7	Council provision of information to residents	86%	64%	22%
	Enforcement of development and building regulations	83%	61%	22%
9	Availability of, and access to, public transport	76%	56%	20%
	Encouraging waste reduction initiatives	87%	69%	18%
10	Support for youth	84%	66%	18%
	Litter control and rubbish dumping	95%	77%	18%
13	Support for local business and employment	90%	73%	17%
14	Providing adequate drainage	82%	68%	14%
15	Encouraging recycling	91%	80%	11%
16	Healthy, natural urban streams and creeks but not rivers	81%	73%	8%
	Town drinking water quality (taste, smell and colour)	94%	86%	8%
18	Support for people with a disability	90%	83%	7%
	Support for child and family (i.e. services),	87%	80%	7%
20	Cycle paths and walking tracks	75%	71%	4%
21	Support for aged persons	88%	86%	2%
22	Support for the Aboriginal community	73%	72%	1%
23	Support for community environmental initiatives	79%	79%	0%
	The Resource Recovery Centre (RCC/local tip)	84%	85%	-1%
24	Provision and maintenance of local parks and gardens	82%	83%	-1%
	Reliability of town water	91%	92%	-1%
27	Domestic garbage collection	88%	90%	-2%
	Restoration of natural bushland	77%	79%	-2%
29	Community safety/crime prevention	88%	91%	-3%
30	Revitalisation/beautification of town and village centres as well as the surrounding areas	65%	69%	-4%
31	Overall sewerage system performance	88%	95%	-7%
	Cleanliness and functionality of public toilets	74%	81%	-7%
33	Provision and maintenance of playgrounds	78%	89%	-11%
34	Protecting heritage values and buildings	68%	80%	-12%
35	Provision and maintenance of sporting facilities	75%	88%	-13%
	Provision and maintenance of community halls/facilities	75%	88%	-13%
37	Festivals and events	63%	79%	-16%
	Green waste collection	74%	90%	-16%
39	Provision and maintenance of swimming pools	70%	88%	-18%
40	Provision and operation of libraries	76%	95%	-19%
41	Support for tourism	72%	92%	-20%
42	Support for arts and culture	63%	86%	-23%
43	Dog control	59%	87%	-28%

Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)  
T2B = Top 2 Box Importance (Very important/Important)

# Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated high in importance. Resident satisfaction for all of these areas is between 42% and 77%, which indicates their satisfaction ranges from low to high.

Ranking	Service/Facility	Importance Top 2 Box	Satisfaction Top 3 Box	Performance Gap (Importance- Satisfaction)
1	Condition of local roads	89%	42%	47%
2	Availability of car parking in the town and village centres	85%	47%	38%
3	Provision and quality of footpaths	84%	51%	33%
4	Managing development and growth	86%	58%	28%
	Opportunities to participate in Council decision making	77%	49%	28%
6	Local traffic management	81%	58%	23%
7	Council provision of information to residents	86%	64%	22%
	Enforcement of development and building regulations	83%	61%	22%
9	Availability of, and access to, public transport	76%	56%	20%
10	Encouraging waste reduction initiatives	87%	69%	18%
	Support for youth	84%	66%	18%
	Litter control and rubbish dumping	95%	77%	18%

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'condition of local roads' is the area of least relative satisfaction followed by 'availability of car parking in the town centre and villages' and 'provision and quality of footpaths'.

**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.





# Key Findings

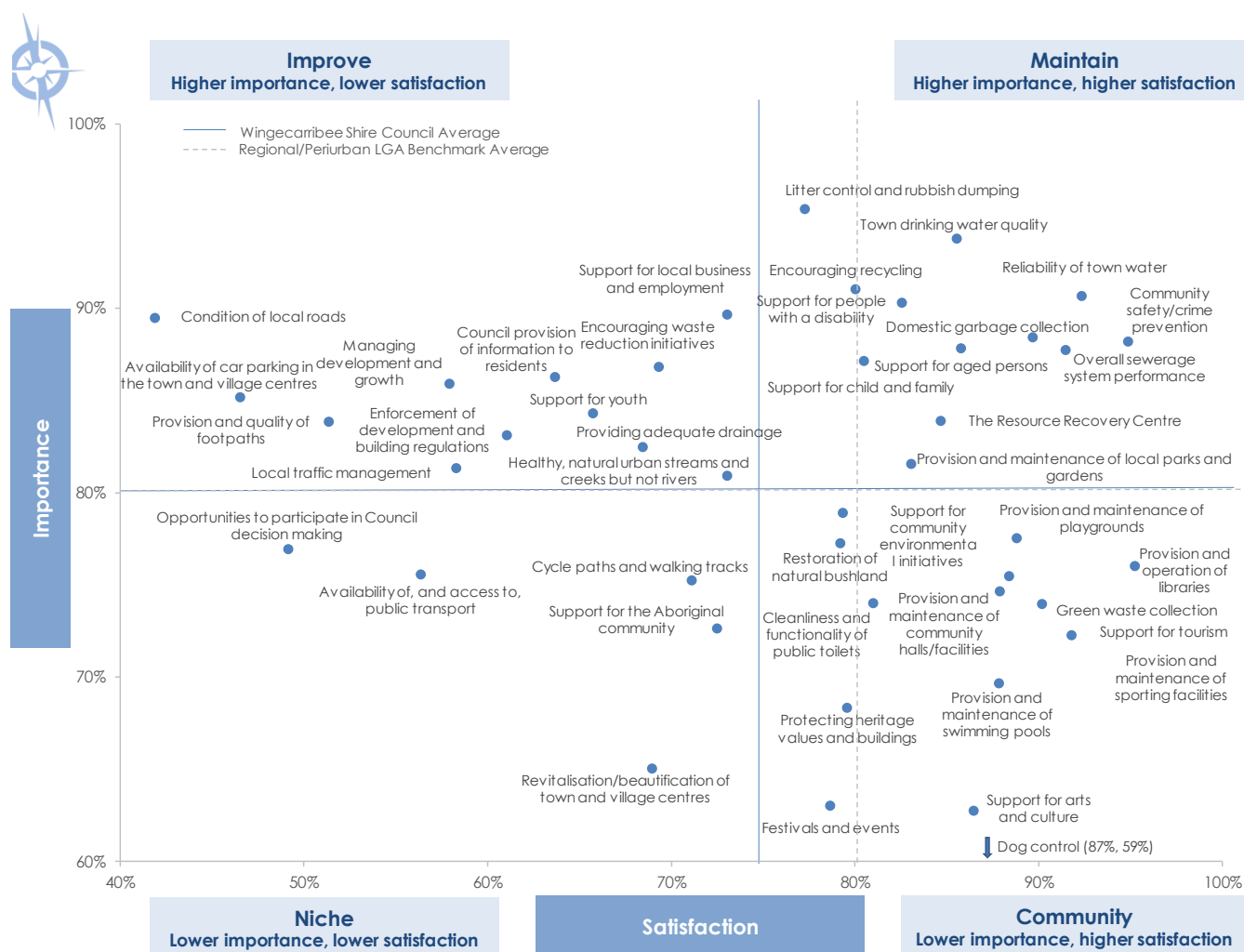
## Quadrant Analysis

### Step 2. Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated top 2 box importance score was 80% and the average rated satisfaction score was 76%. Therefore, any facility or service that received a mean stated importance score of  $\geq 80\%$  would be plotted in the higher importance section and, conversely, any that scored  $< 80\%$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 80%. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

## Quadrant Analysis – Importance Top 2 Box Vs Satisfaction Top 3 Box



Note: T3B = Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)  
 T2B = Top 2 Box Importance (Very important/Important)

# Key Findings

## Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'litter control and rubbish dumping', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'support for local business and employment' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'revitalisation/beautification of town and village centres as well as the surrounding areas', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'dog control', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of Council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to the 'condition of local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Wingecarribee Shire Council can actively drive overall community satisfaction, we conducted further analysis.

## Step 3. The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

## What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



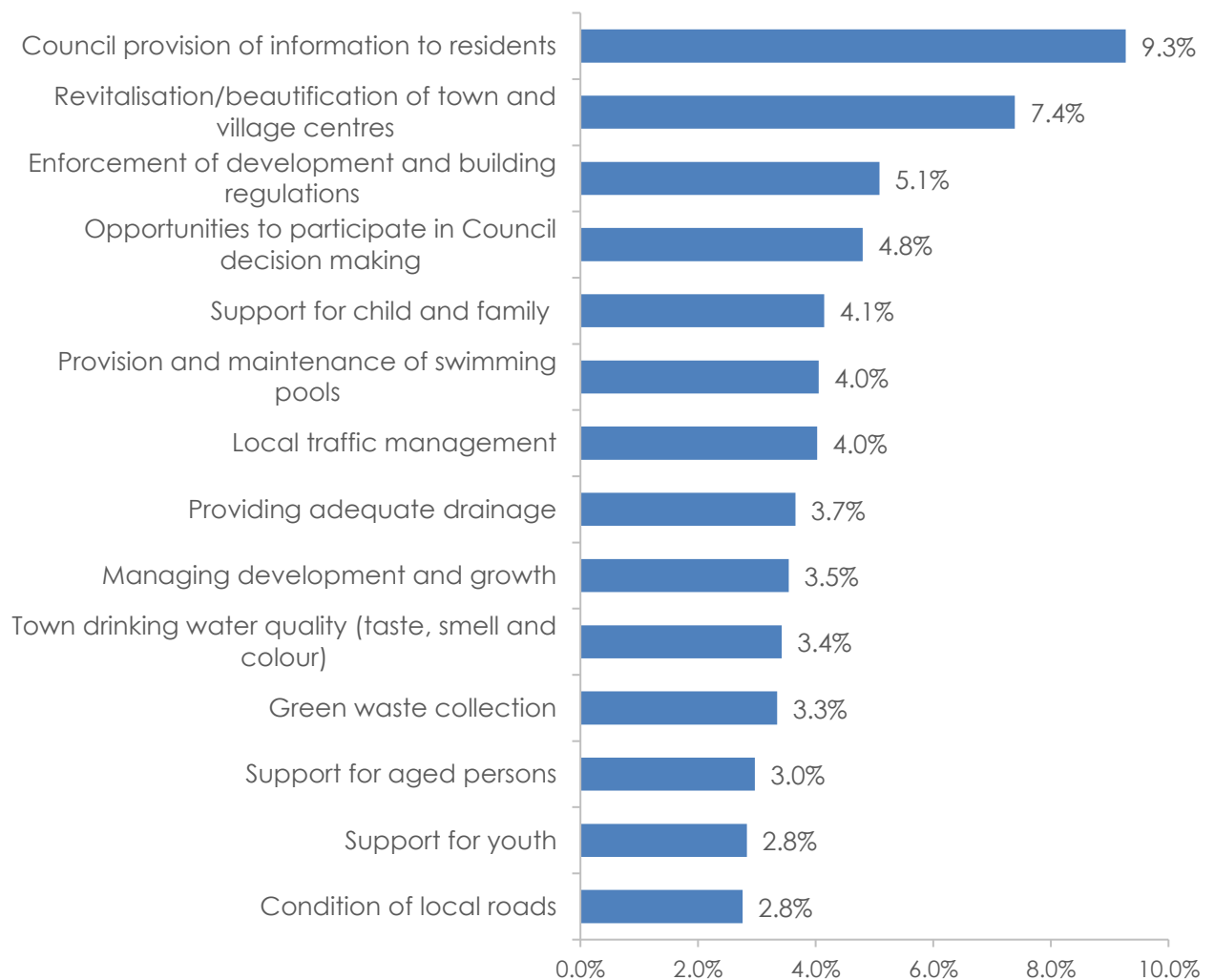
# Key Findings

## Key Drivers of Satisfaction with Wingecarribee Shire Council

The results in the chart below provide Wingecarribee Shire Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

The top 14 services/facilities account for 61% of overall satisfaction with Council. As such, the remaining 29 attributes comparatively, have only a lesser impact on the community's satisfaction. So, while all 43 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

### These Top 14 Indicators Contribute to 61% of Overall Satisfaction with Council



### The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 14 services/facilities are the key community priorities and by addressing these, Wingecarribee Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'condition of local roads' contributes 2.8% towards overall satisfaction, while 'provision of information to residents' (9.3%) is a far stronger driver, contributing over three times as much to overall satisfaction with Council.

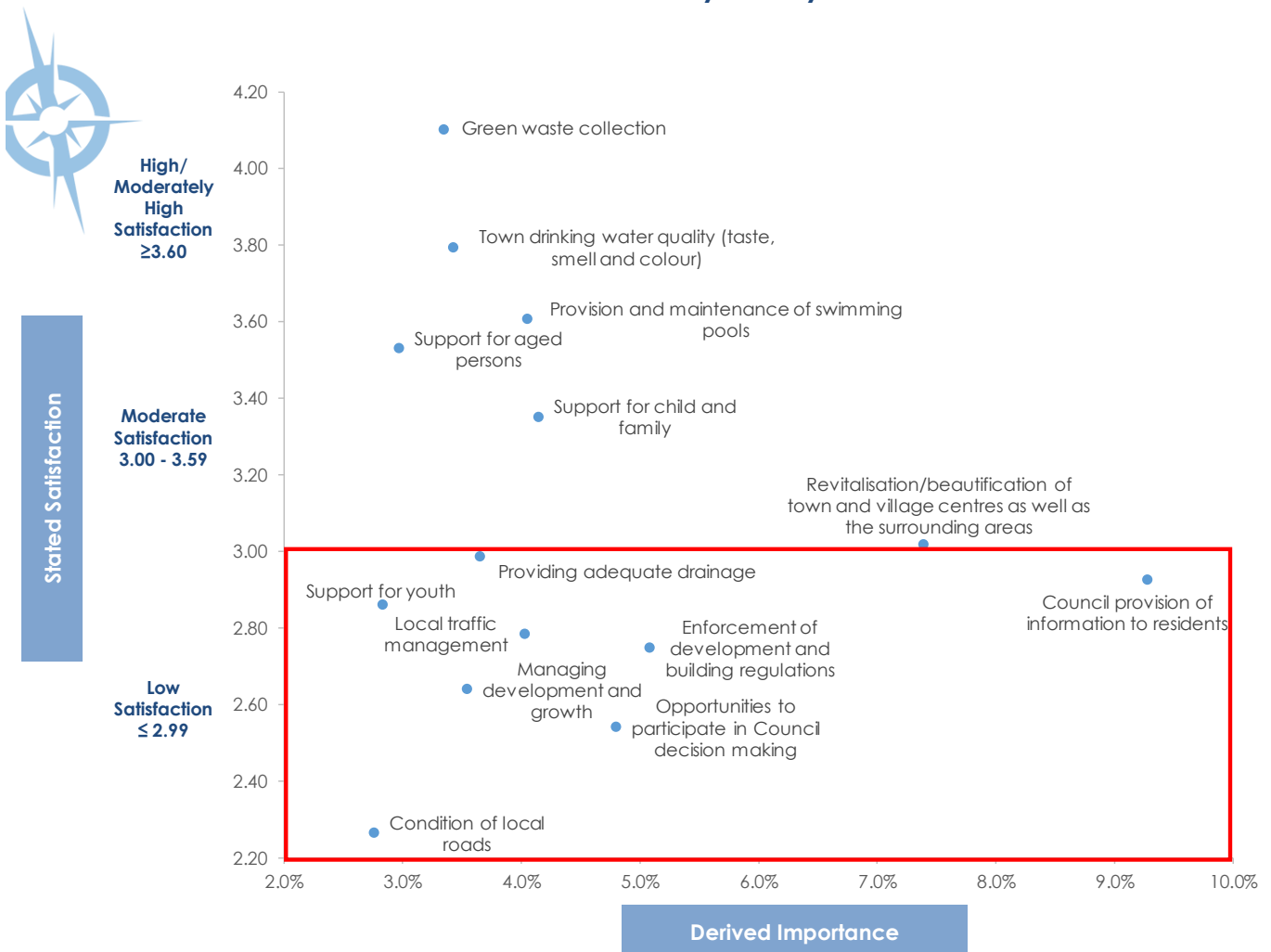
# Key Findings

## Clarifying Priorities

By mapping satisfaction against derived importance, we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'green waste collection', 'town drinking water quality', 'provision and maintenance of swimming pools'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Wingecarribee Shire Council can address these core drivers, they will be able to improve resident satisfaction with their performance.

### Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'support for aged persons', 'support for child and family' and 'revitalisation of town and village centres as well as surrounding areas' could possibly be targeted for optimisation.

Furthermore, areas such as 'condition of local roads', 'opportunities to participate in Council decision making', 'managing development and growth', 'enforcement of development and building regulations', 'local traffic management', 'support for youth', 'Council provision of information to residents' and 'providing adequate drainage' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

# Key Findings

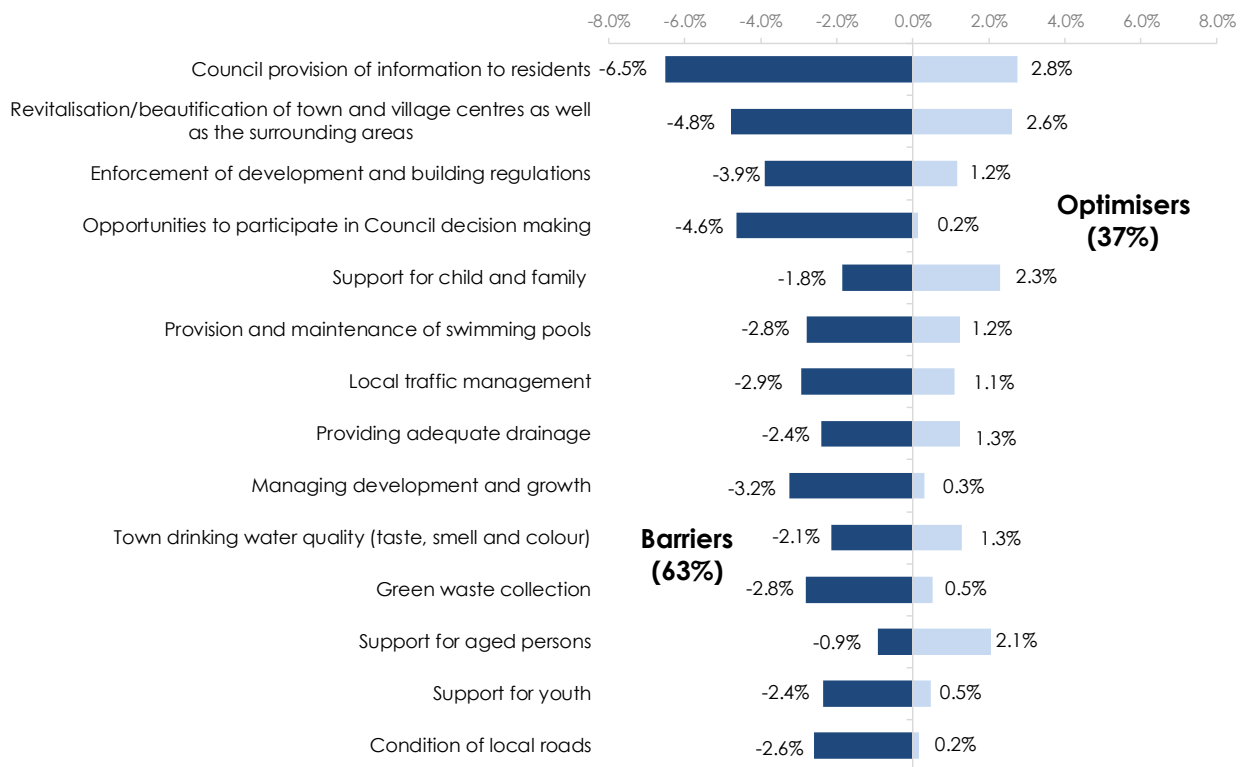
## Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas, we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas, we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

## Key Contributors to Barriers/Optimisers

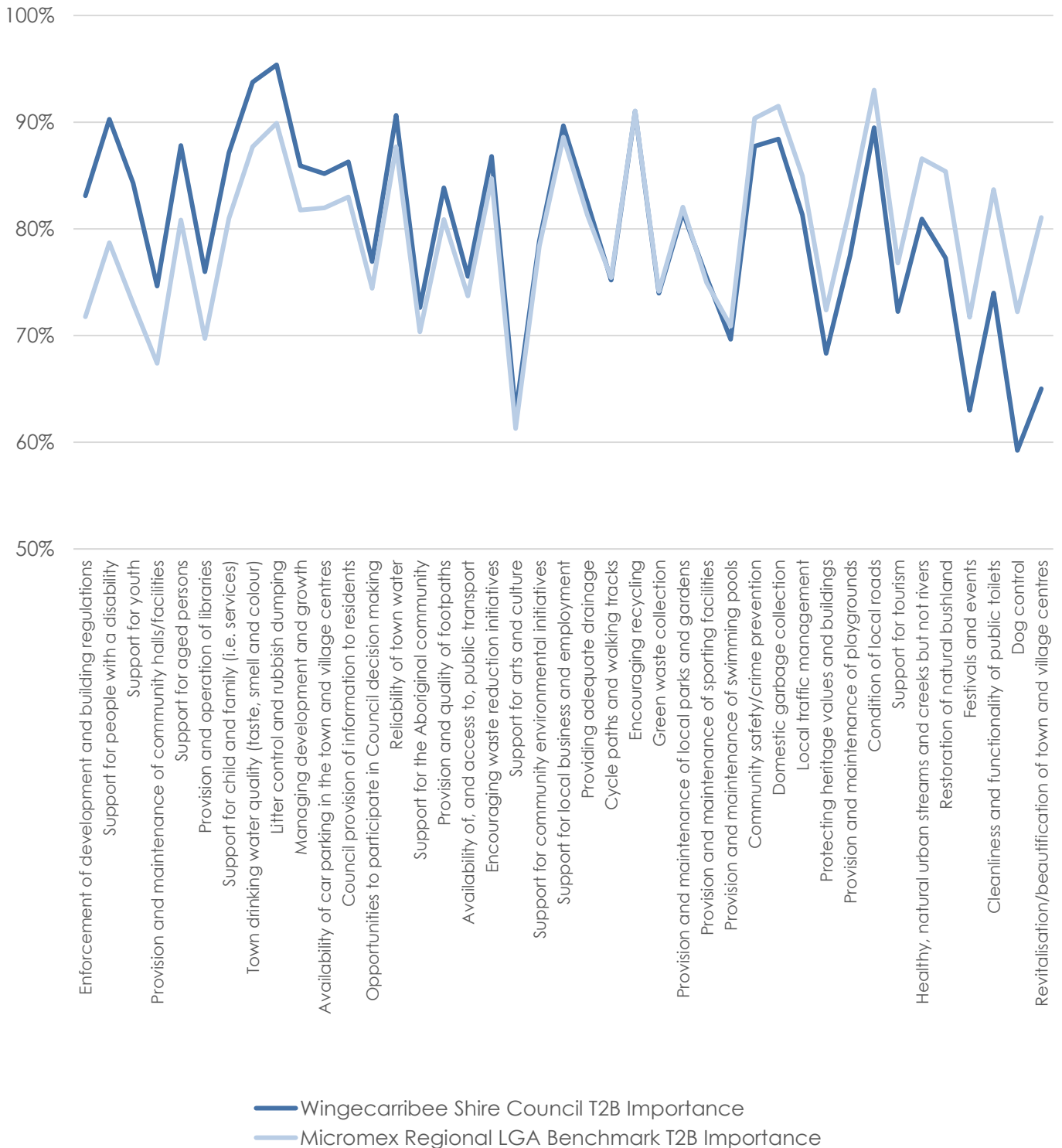


Different levers address the different levels of satisfaction across the community

# Comparison to the Micromex LGA Benchmark

By charting residents' top 2 importance scores against the Regional LGA Benchmark scores we can see that approximately half of services/facilities provided by Council are deemed equal to, if not more important than Benchmark norms.

## Importance Top 2 Box – Wingecarribee Shire Council Vs LGA Benchmark – Regional

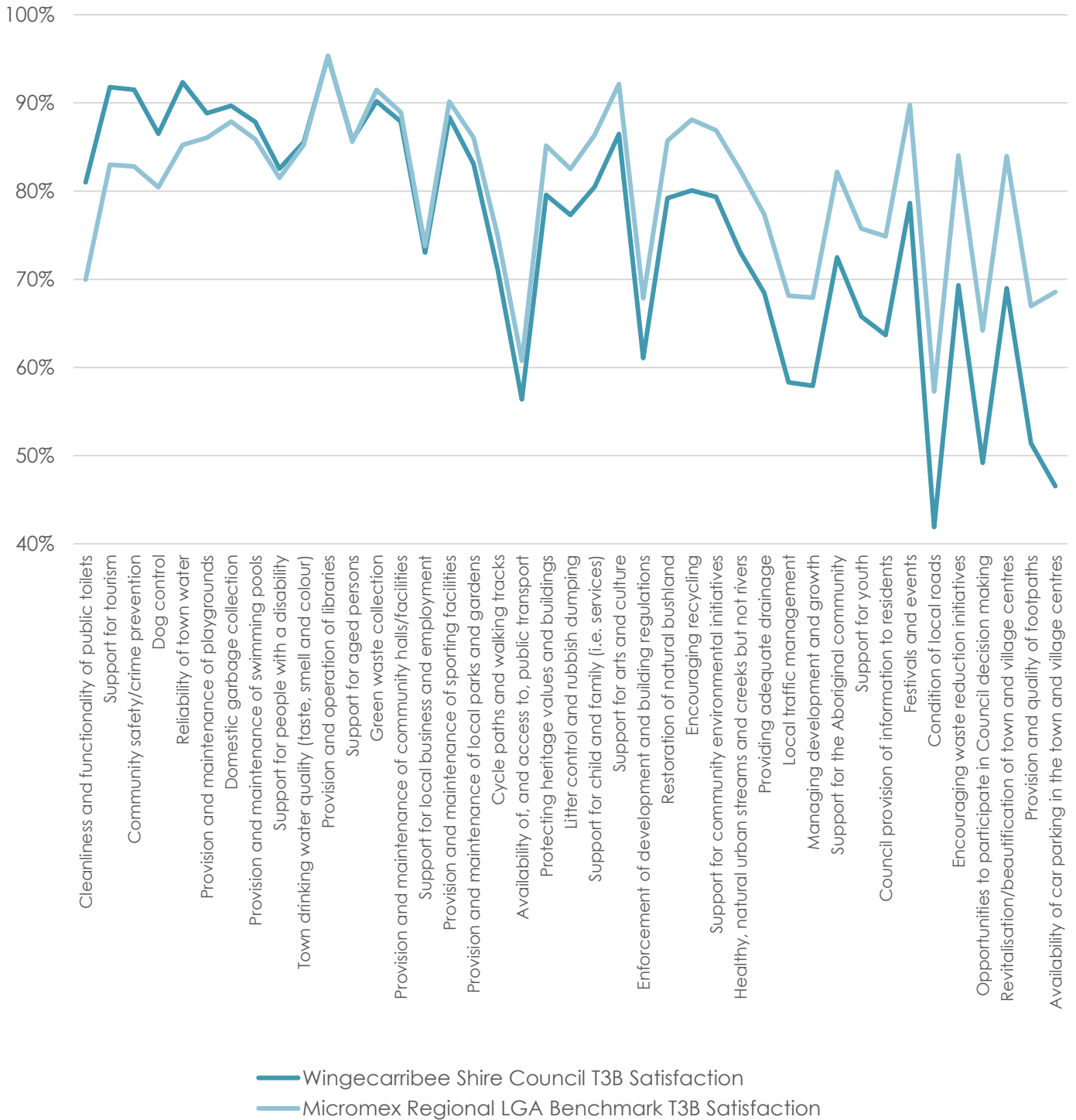


\*as well as the surrounding areas  
 Note: Top 2 Box Importance (Very important/Important)

# Comparison to the Micromex LGA Benchmark

When viewing the results of the top 3 box satisfaction scores, we can see that Wingecarribee Shire Council is performing below the Regional LGA Benchmark across three-quarters of services/facilities.

## Satisfaction Top 3 Box – Wingecarribee Shire Council Vs LGA Benchmark – Regional



\*as well as the surrounding areas

Note: Top 3 Box Satisfaction (Very satisfied/Satisfied/Somewhat satisfied)

# Comparison to the Micromex LGA Benchmark

The table below shows the variance between Wingecarribee Shire Council's top 3 box satisfaction scores and the Micromex LGA Benchmark. We can see that for 12 of the comparable services/facilities, residents' top 3 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, 12 services experienced a variance of  $\geq 10\%$ .

Service/Facility	Wingecarribee Shire Council T3B Satisfaction Scores	Micromex LGA Benchmark – Regional T3B Satisfaction Scores	Variance
Cleanliness and functionality of public toilets	81%	70%	11%
Support for tourism	92%	83%	9%
Community safety/crime prevention	91%	83%	8%
Dog control	87%	80%	7%
Reliability of town water	92%	85%	7%
Provision and maintenance of playgrounds	89%	86%	3%
Domestic garbage collection	90%	88%	2%
Provision and maintenance of swimming pools	88%	86%	2%
Support for people with a disability	83%	81%	2%
Town drinking water quality (taste, smell and colour)	86%	85%	1%
Provision and operation of libraries	95%	95%	0%
Support for aged persons	86%	86%	0%
Green waste collection	90%	91%	-1%
Provision and maintenance of community halls/facilities	88%	89%	-1%
Support for local business and employment	73%	74%	-1%
Provision and maintenance of sporting facilities	88%	90%	-2%
Provision and maintenance of local parks and gardens	83%	86%	-3%
Cycle paths and walking tracks	71%	75%	-4%
Availability of, and access to, public transport	56%	61%	-5%
Protecting heritage values and buildings	80%	85%	-5%
Litter control and rubbish dumping	77%	83%	-6%
Support for child and family (i.e. services)	80%	86%	-6%
Support for arts and culture	86%	92%	-6%
Enforcement of development and building regulations	61%	68%	-7%
Restoration of natural bushland	79%	86%	-7%
Encouraging recycling	80%	88%	-8%
Support for community environmental initiatives	79%	87%	-8%
Healthy, natural urban streams and creeks but not rivers	73%	82%	-9%
Providing adequate drainage	68%	77%	-9%
Local traffic management	58%	68%	-10%
Managing development and growth	58%	68%	-10%
Support for the Aboriginal community	72%	82%	-10%
Support for youth	66%	76%	-10%
Council provision of information to residents	64%	75%	-11%
Festivals and events	79%	90%	-11%
Condition of local roads	42%	57%	-15%
Encouraging waste reduction initiatives	69%	84%	-15%
Opportunities to participate in Council decision making	49%	64%	-15%
Revitalisation/beautification of town and village centres as well as the surrounding areas	49%	66%	-17%
Provision and quality of footpaths	51%	68%	-17%
Availability of car parking in the town and village centres	47%	68%	-21%





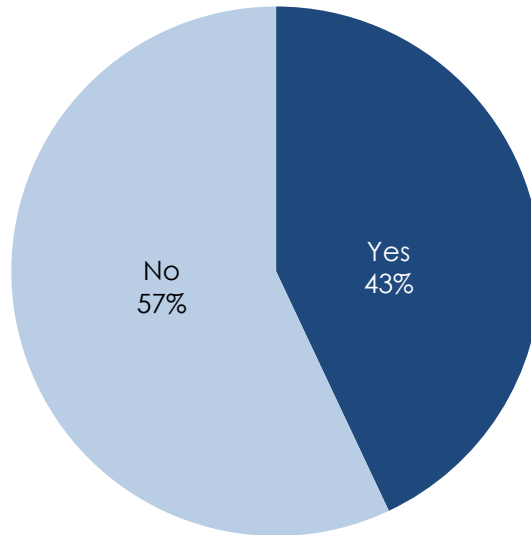
# **Section A – Contact with Council**

# Contact with Council

## Summary

Just under half (43%) of residents stated they have contacted Council in the last 12 months – slightly less than what was reported in 2017.

Q1. Have you contacted Council in the last 12 months?



	2019	2017	2015	2012
Yes	43%	51%	48%	49%
No	57%	49%	52%	51%
Base	403	402	407	400

Please see Appendix A for results by demographics

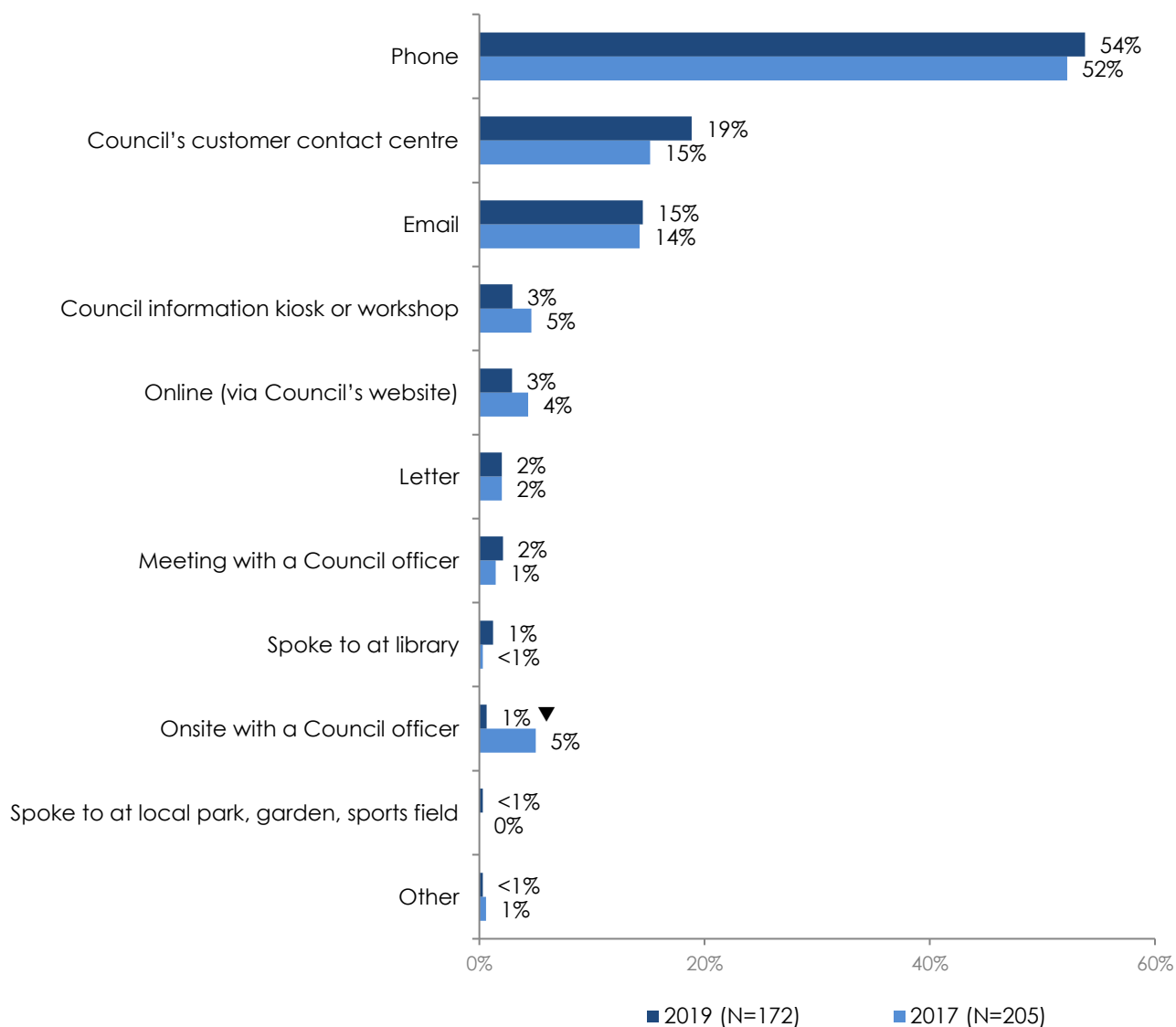
# Contact with Council

## Summary

Phone remains the dominant method for contacting Council, with 54% of residents that have made contact with Council doing so via 'phone'.

Those aged 18-34 were significantly more likely to make contact via 'phone', while those aged 50-64 were significantly less likely. Interestingly, those aged 18-34 only reported making contact by either 'phone' or 'email'.

Q2a. Thinking of the last time you made contact with Council staff, how did you make contact?



Other specified	Count
Spoke with a member of Council personally	1

▲ ▼ = significantly higher/lower (by year)  
Please see Appendix A for results by demographics

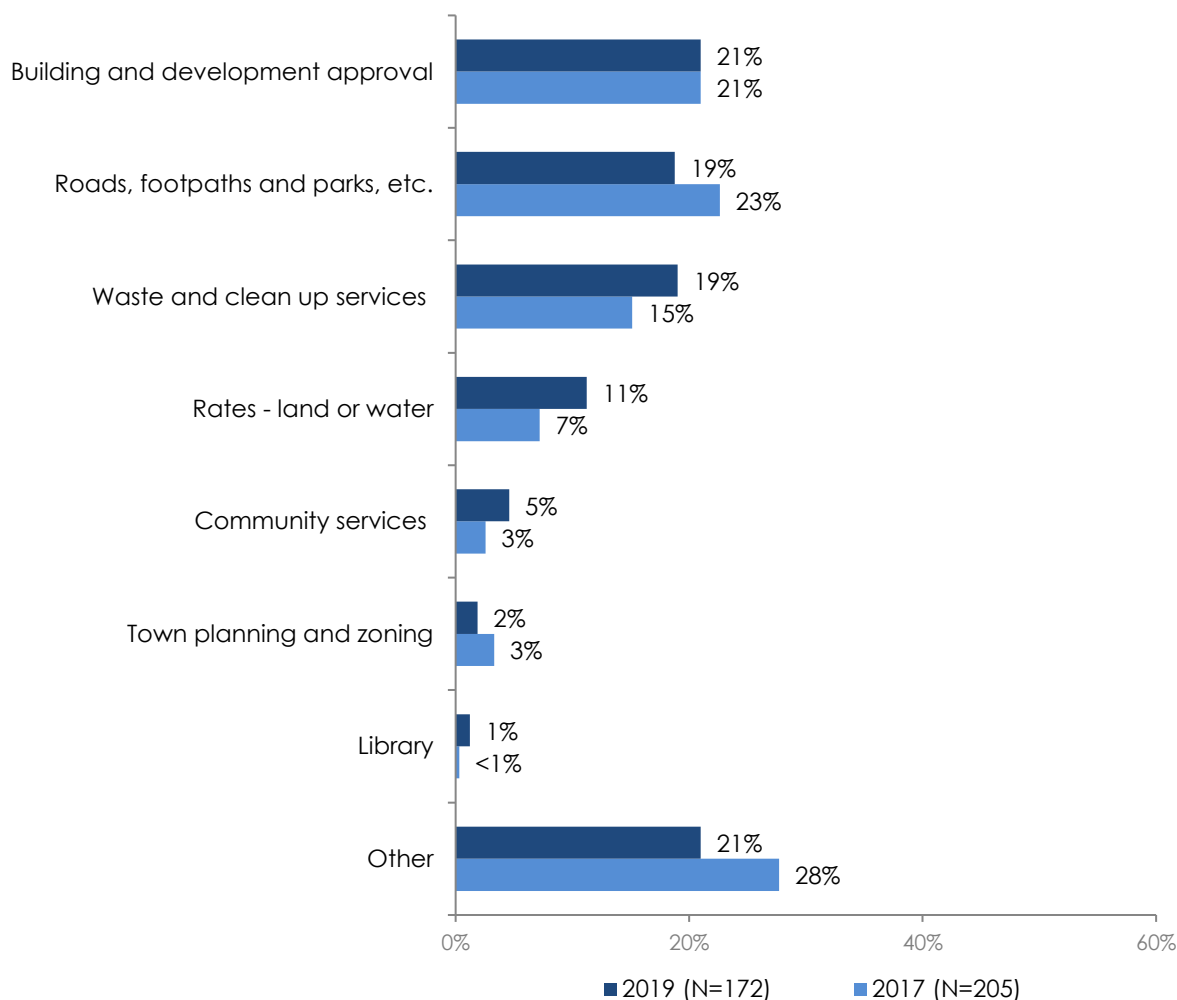


# Contact with Council

## Summary

Of those that had made contact with Council, the nature of their enquiry was most frequently in relation to 'building and development approval' (21%), followed by 'roads, footpaths and parks, etc.' (19%) and 'waste and clean up services' (19%).

Q2b. What was the nature of your enquiry?



Other specified	Count
Animal control	8
Tree removal	4
JP services	3
Applying for a job	2
Building enquiry	2
Evaluation	2
Horses on local sports field	2
Don't know/can't remember	2

Please see Appendix A for counts fewer than 2



# Contact with Council

## Summary

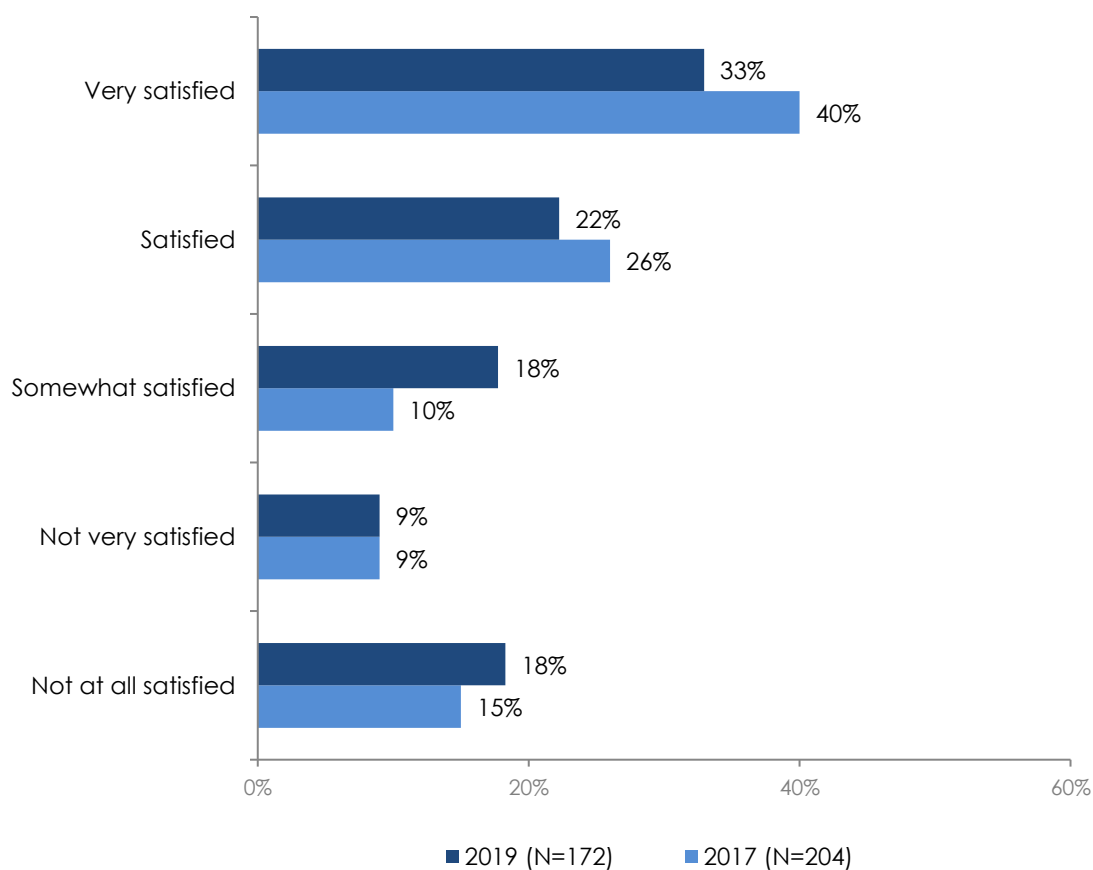
73% of residents that had had contact with Council were at least 'somewhat satisfied' with the way their contact was handled – this result has softened compared to previous years.

Q2c. How satisfied were you with the way your contact was handled?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	3.43	3.22	3.63	3.25	3.59	2.96	3.68	3.63	3.15

	Overall 2019	Overall 2017	Overall 2015	Overall 2012
Mean ratings	3.43	3.68	3.57	3.61

Scale: 1 = not at all satisfied, 5 = very satisfied



# Means of Sourcing Information about Council

## Summary

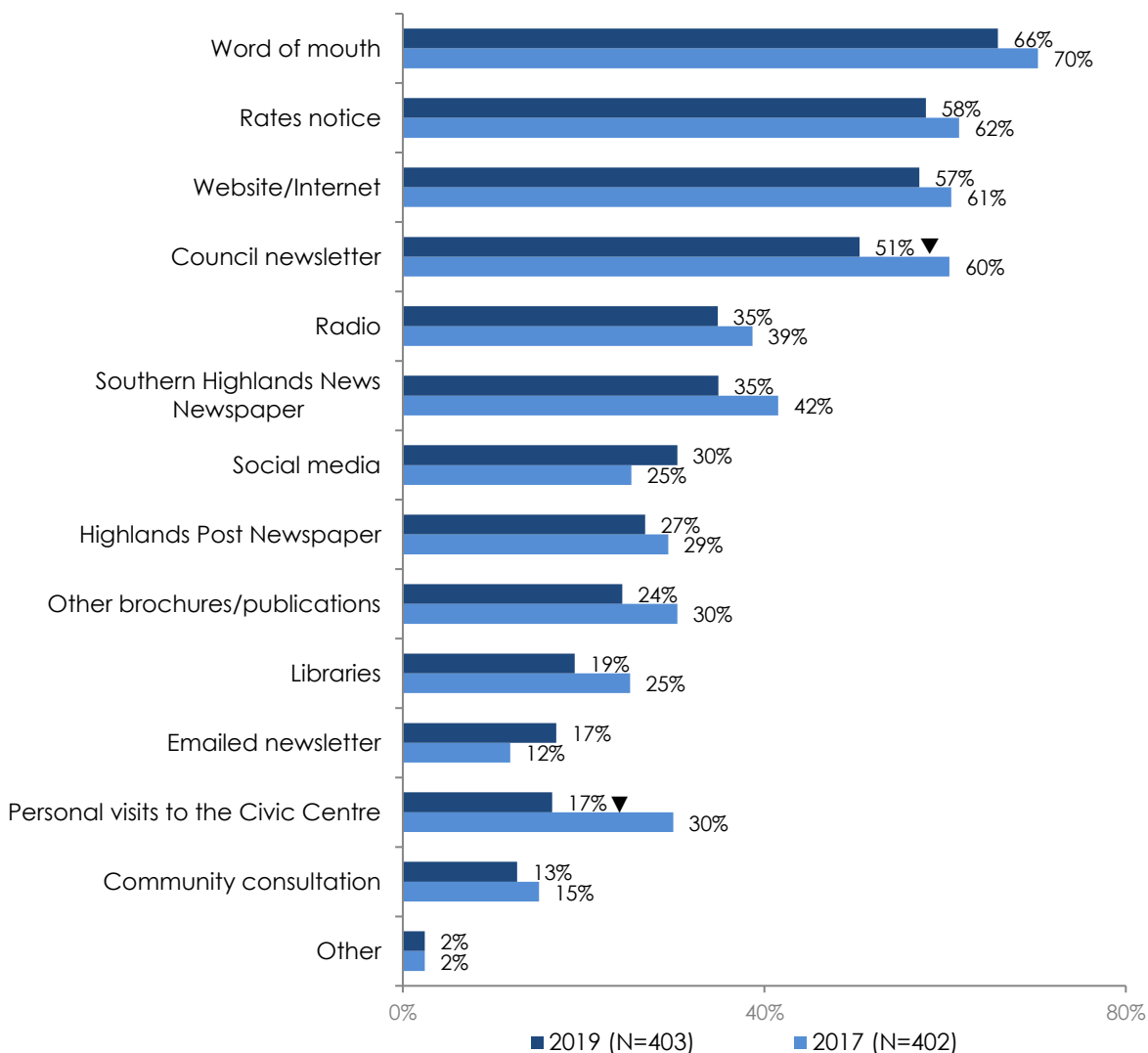
Word of mouth (66%) remains the most used method of sourcing information about Council. All channels, except for 'social media' and 'emailed newsletter', saw a slight decline in 2019, significantly so for 'council newsletter' and 'personal visits to the civic centre'. These declines are possibly due to the decrease overall in the proportion of residents that have had contact with Council in the past 12 months.

Females are significantly more likely to source information through 'social media'.

Residents aged 18-34 are significantly more likely to gain information through 'word of mouth', 'website/internet', 'social media' and 'other brochures/publications' and significantly less likely through 'rates notice', 'Council newsletter', 'personal visits to the Civic Centre' and 'community consultation'.

Residents aged 65+ are significantly more likely to source information through 'rates notice', 'Council newsletter', 'Highlands Post Newspaper', 'libraries' and 'personal visits to the Civic Centre' and significantly less likely through 'word of mouth', 'website/internet' and 'social media'.

Residents located in town were more likely to gain information from 'Southern Highlands News Newspaper' and 'Highlands Post Newspaper'.



▲ ▼ = significantly higher/lower (by year)  
Please see Appendix A for results by demographics

# Satisfaction with Communication from Council

## Summary

79% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community. Although satisfaction continues to soften, the number of top 2 box responses has remained consistent with the 2017 survey with just under half stating they were satisfied/very satisfied.

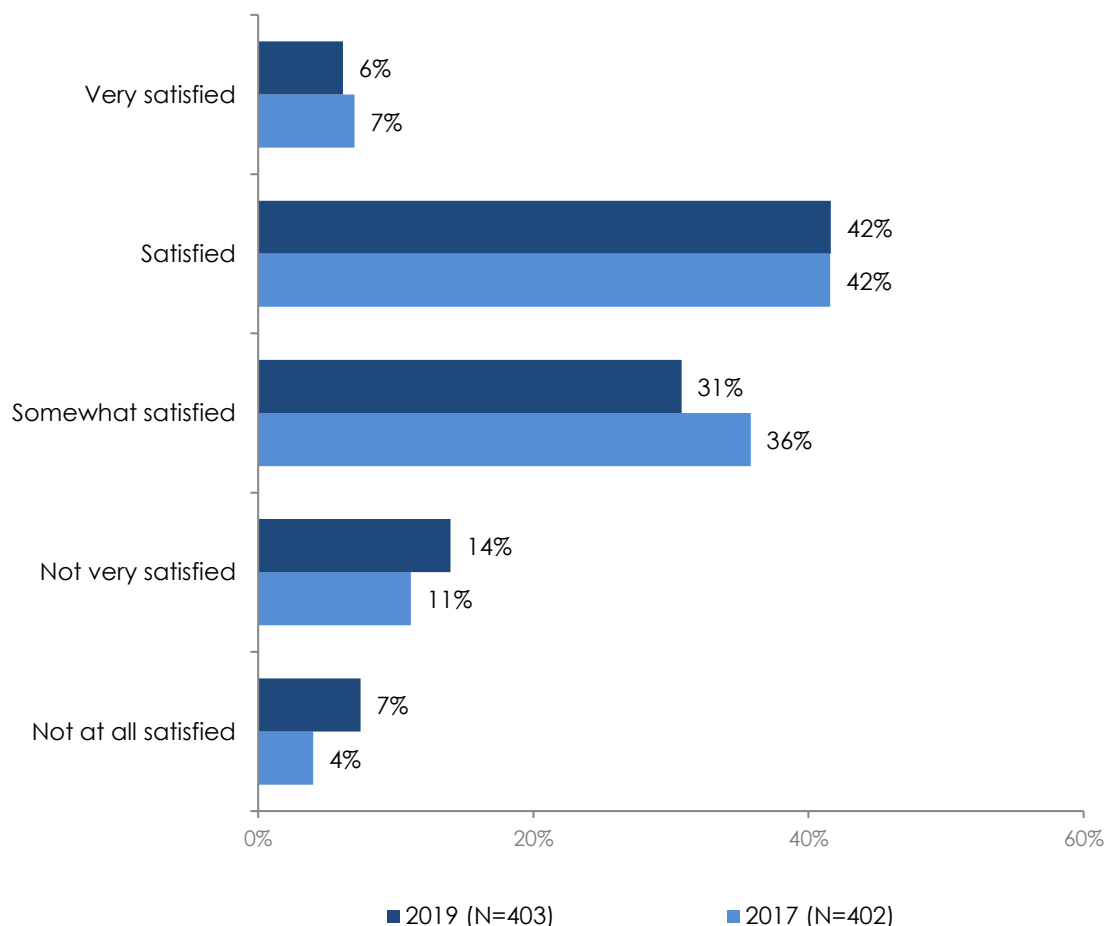
Q4a. How satisfied are you with the level of communication Council currently has with the community?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	3.25	3.32	3.19	2.93▼	3.19	3.49▲	3.28	3.31	3.17

	Overall 2019	Overall 2017	Overall 2015	Overall 2012
Mean ratings	3.25	3.36	3.43	3.51

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = significantly higher/lower (by group)





**Section B –  
Overall Satisfaction with  
Council and the Local  
Area**



# Overall Satisfaction with the Performance of Council

## Summary

Results remain consistent with 2017, with 77% of residents stating they are at least 'somewhat satisfied' with the performance of Council.

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

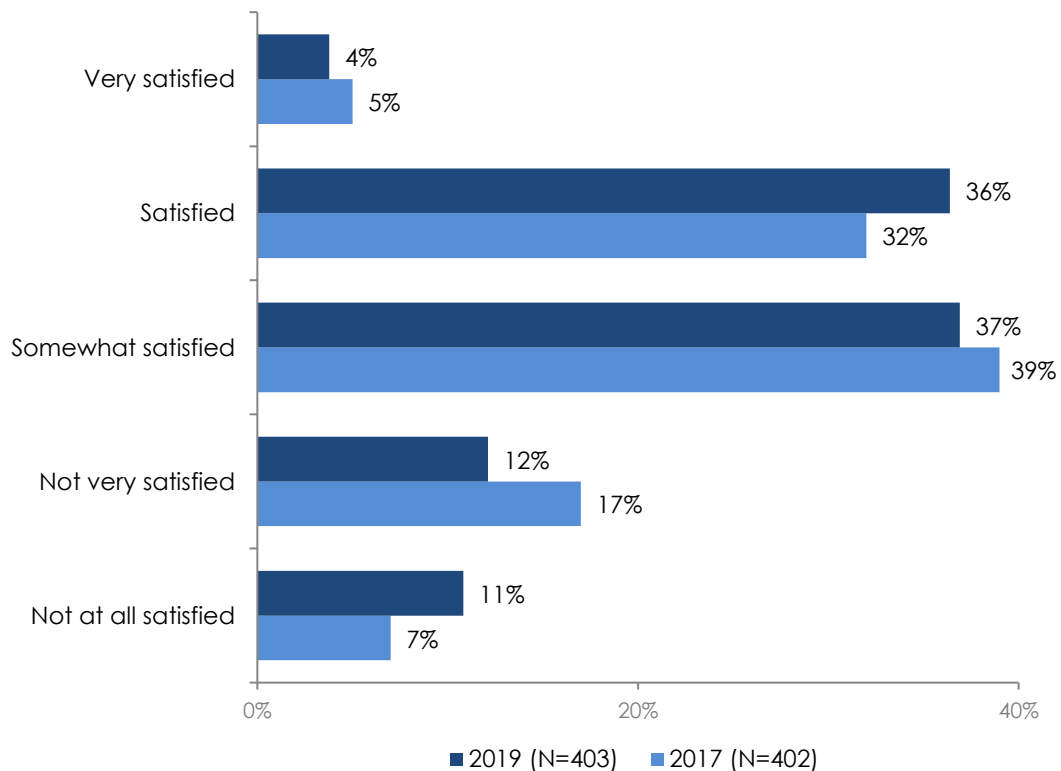
	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village	Ratepayer	Non-ratepayer
Mean ratings	3.10	3.17	3.04	3.01	2.88	3.23	3.20	3.14	3.05	3.13	3.00

	Overall 2019	Overall 2017	Overall 2015	Overall 2012
Mean ratings	3.10	3.12	3.22	3.14

Micromex LGA Benchmark	Wingecarribee Shire Council 2019	Regional
Mean ratings	3.10 ▼	3.36

Scale: 1 = not at all satisfied, 5 = very satisfied

▲ ▼ = significantly higher/lower (by group)



# Council's Image within the Community

## Summary

40% of residents rated Council's image within the community as 'good' to 'excellent'.

Q7b. Overall, how would you rate Council's image within the community?

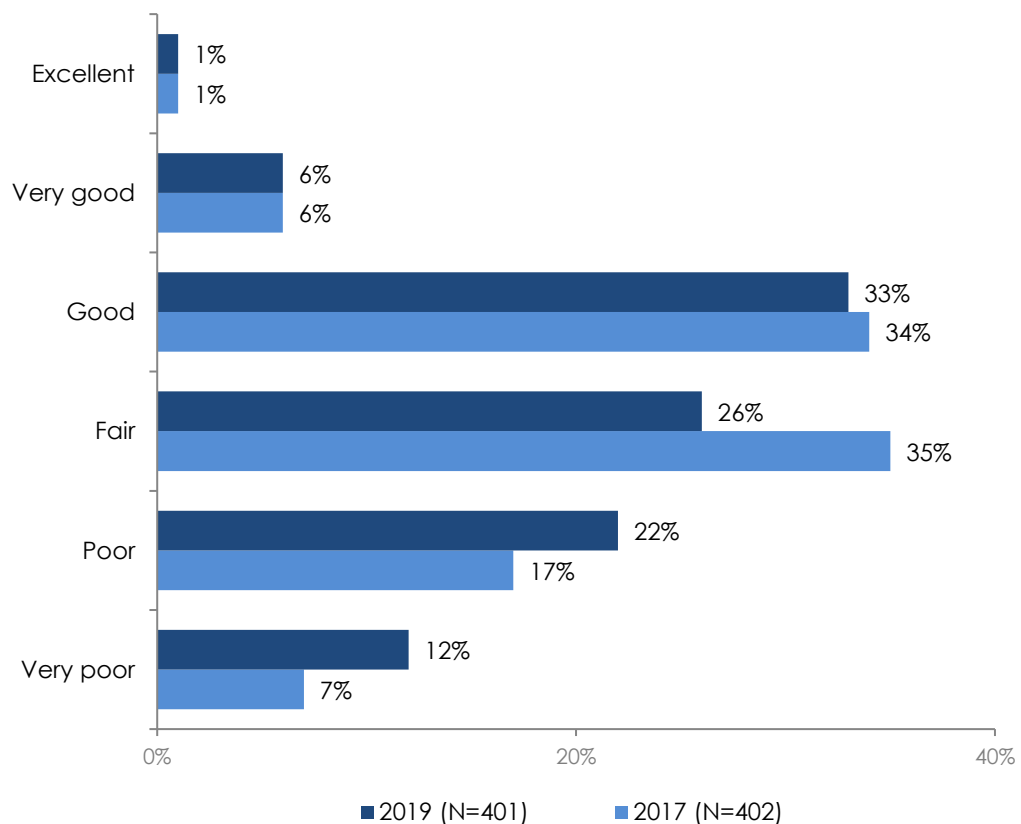
	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	3.02	3.08	2.97	3.14	2.82	3.03	3.07	3.04	2.99

	Overall 2019	Overall 2017	Overall 2015	Overall 2012
Mean ratings	3.02	3.18	3.24	3.16

NSW LGA BRAND SCORES – COUNCIL'S IMAGE	Wingecarrabee Shire Council 2019	Regional	All of NSW
Mean ratings	3.02▼	3.38	3.55

Scale: 1 = very poor, 6 = excellent

▲▼ = significantly higher/lower (by group)



# Performance of Councillors

## Summary

On par with results seen in 2017, 75% of residents are at least 'somewhat satisfied' with the councillor's performance with representing a broad range of community matters fairly.

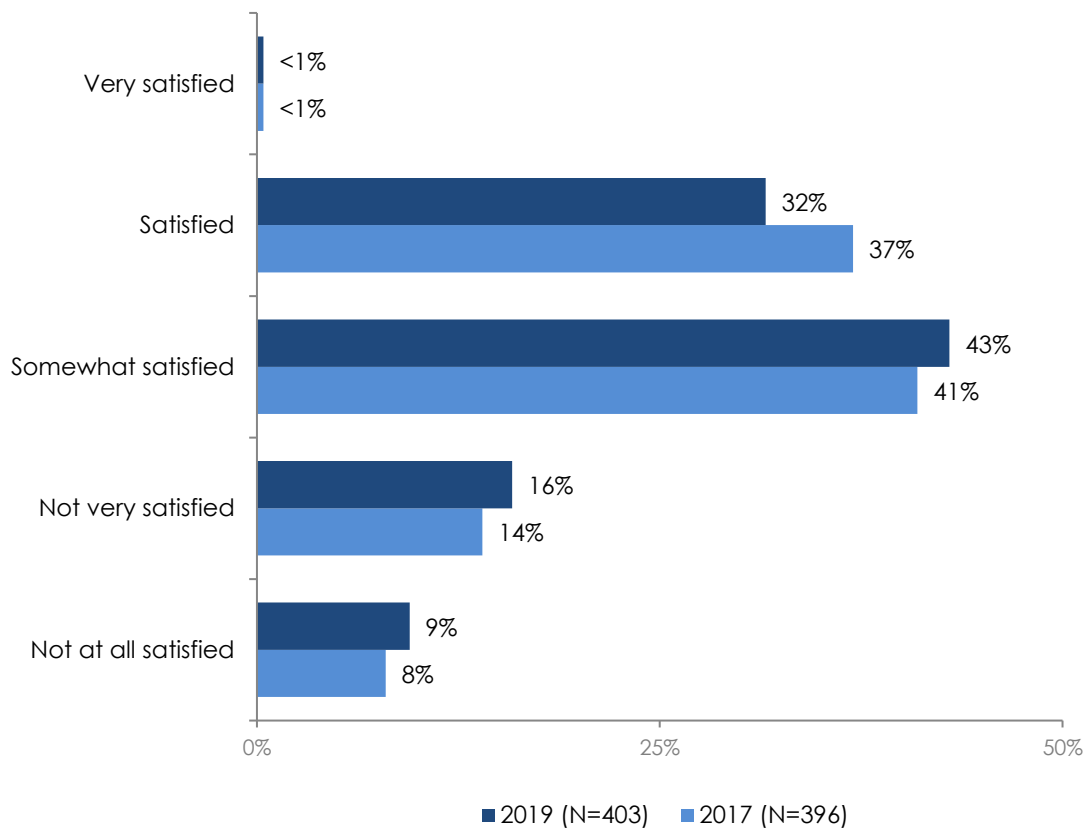
Q8a. Thinking specifically about the councillors elected in September 2016, how satisfied are you with their performance on the following?

### Representing a broad range of community matters fairly

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	2.97	3.06	2.89	3.10	2.76	3.08	2.95	3.04	2.89

	Overall 2019	Overall 2017
Mean ratings	2.97	3.06

Scale: 1 = not at all satisfied, 5 = very satisfied



# Performance of Councillors

## Summary

64% of residents indicated they are at least 'somewhat satisfied' with the councillor's performance with effective leadership and guidance of the community.

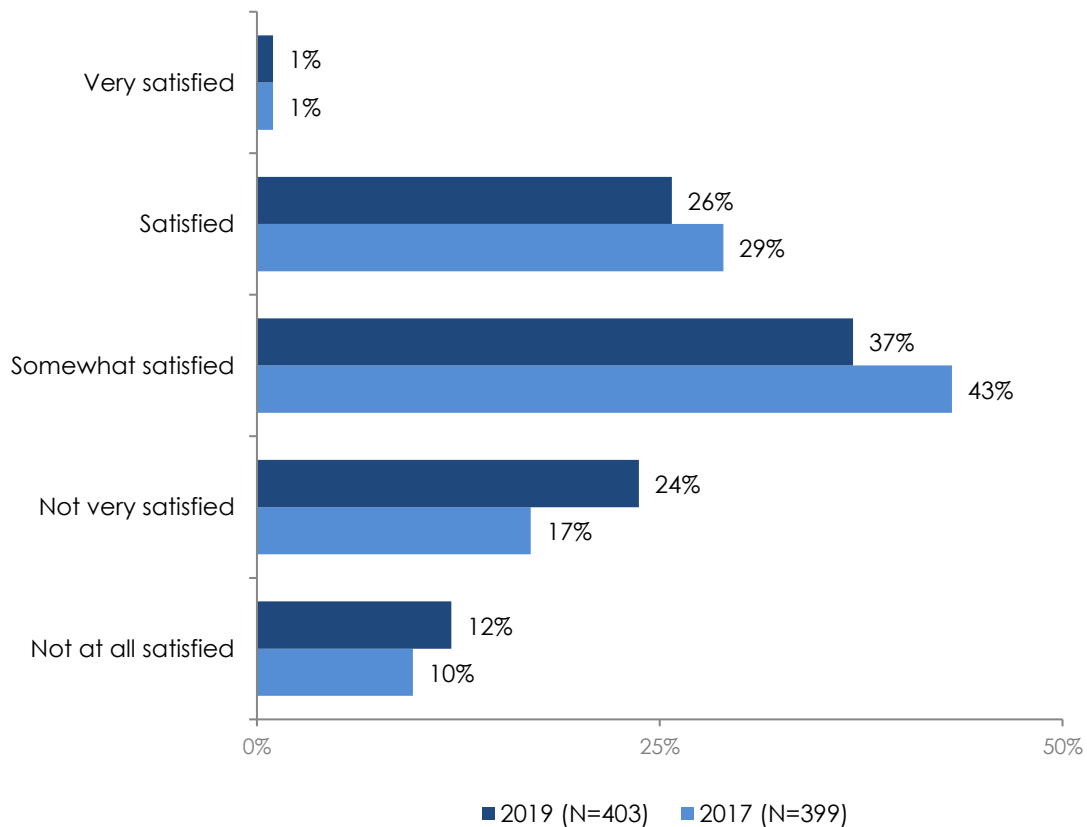
Q8a. *Thinking specifically about the councillors elected in September 2016, how satisfied are you with their performance on the following?*

### Effective leadership and guidance of the community

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	2.80	2.85	2.76	2.84	2.59	2.83	2.89	2.87	2.70

	Overall 2019	Overall 2017
Mean ratings	2.80	2.93

Scale: 1 = not at all satisfied, 5 = very satisfied



# Performance of Councillors

## Summary

65% of residents are at least 'somewhat satisfied' with the overall performance of councillors elected in September 2016.

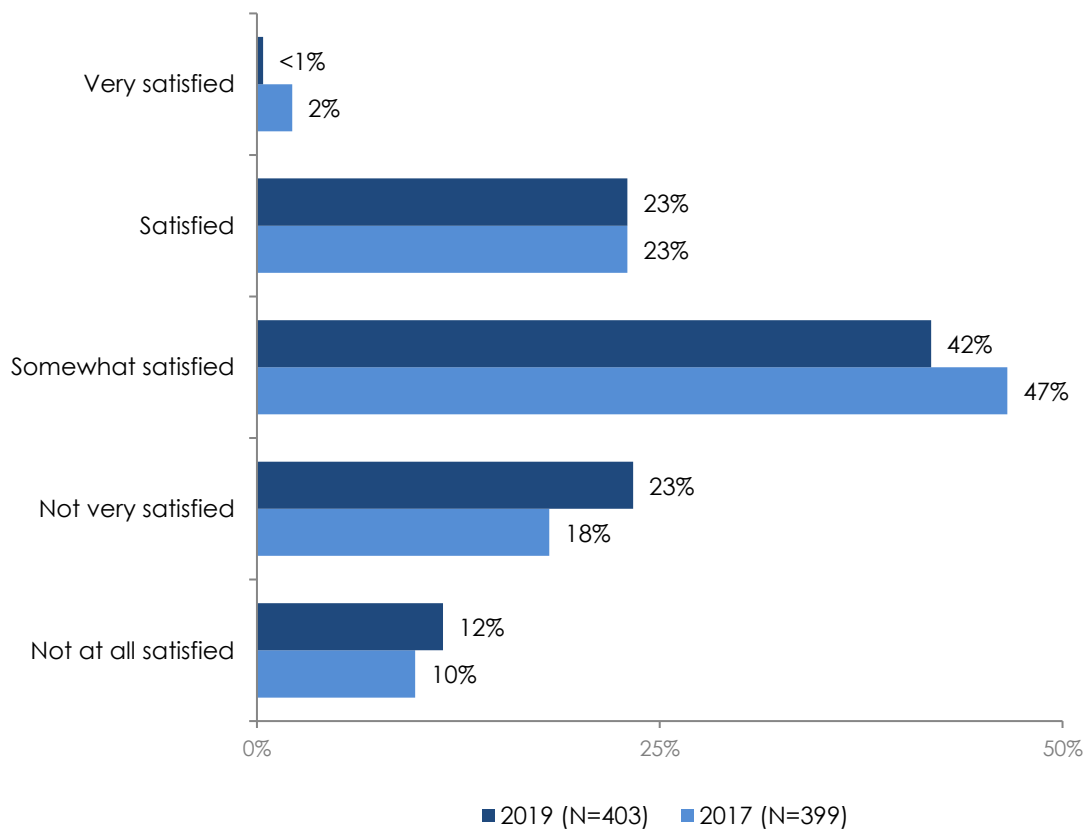
Residents aged 35-49 were the least satisfied with their elected members.

Q8b. Thinking overall about the councillors elected in September 2016, how satisfied are you with their overall performance?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Mean ratings	2.77	2.80	2.75	2.91	2.55▼	2.74	2.86	2.83	2.70

	Overall 2019	Overall 2017
Mean ratings	2.77	2.90

Scale: 1 = not at all satisfied, 5 = very satisfied  
 ▲ ▼ = significantly higher/lower (by group)





# **Section C – 2031 Measures**

# 2031 Measures

## Summary

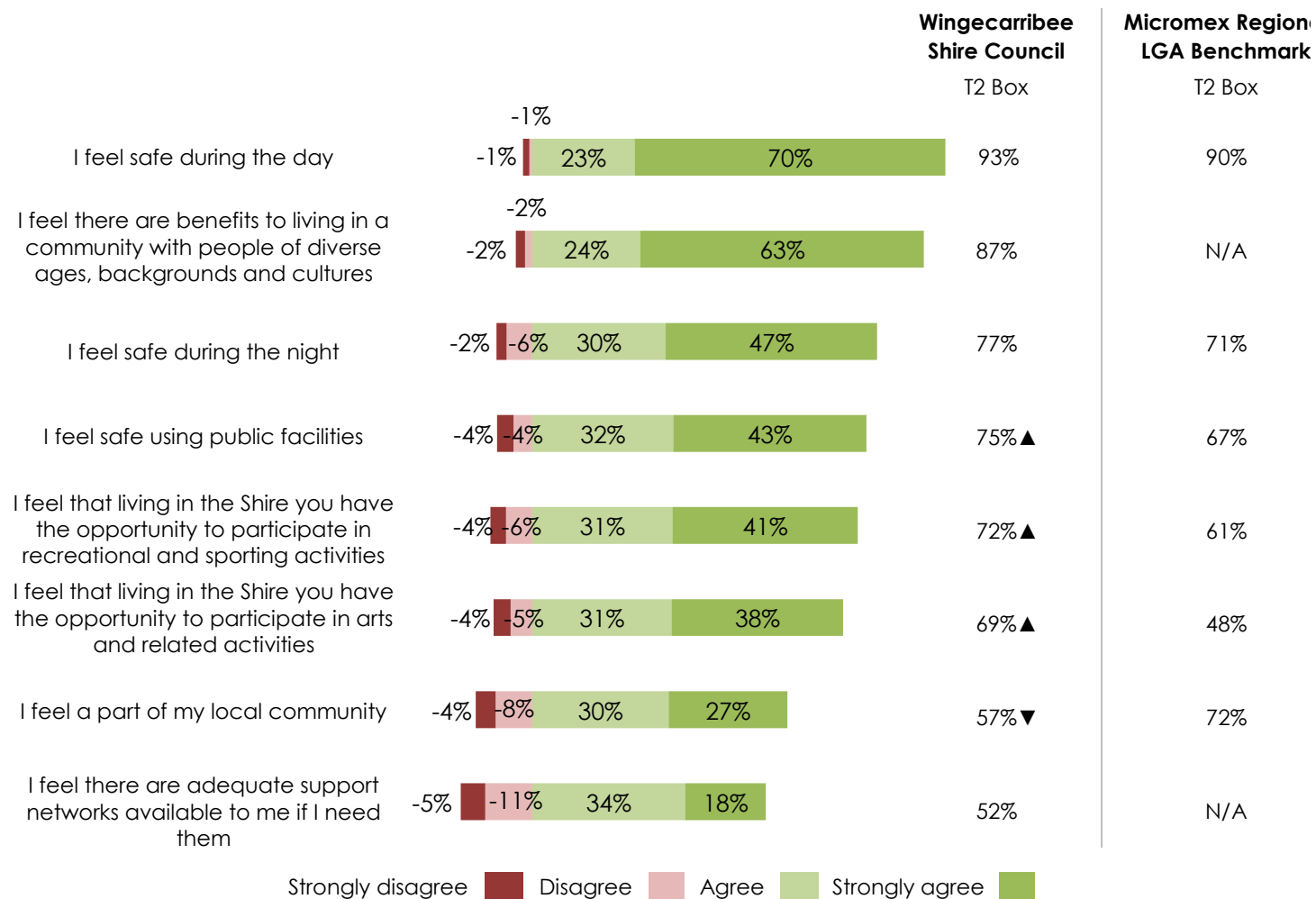
Agreement was highest for 'I feel safest during the day', with 93% of residents stating they 'agree' or 'strongly agree' with this statement. 5 of the 6 statements with comparable benchmarks received higher agreement than the Micromex regional LGA benchmark, 3 being significantly more so. 'I feel part of my local community' received significantly lower agreement than the regional benchmark.

Female residents were more likely to agree with 'I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures' and 'I feel that living in the Shire you have the opportunity to participate in arts and related activities', but were significantly less likely to agree with 'I feel safe during the night'.

Agreement levels generally saw an increase with age, with those 65+ significantly more likely to agree with statements, 'I feel part of my local community', 'I feel there are adequate support networks available if I need them', 'I feel safe during the night', 'I feel safe using public facilities' and 'I feel that living in the Shire you have the opportunity to participate in arts and related activities'.

Residents that live in a 'village' were significantly more likely to agree that 'I feel safe during the night'.

Q9. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statements?



Base: N=403

Note: For analysis by key demographics, please see Appendix A.

▲▼ = significantly higher/lower (than the benchmark)

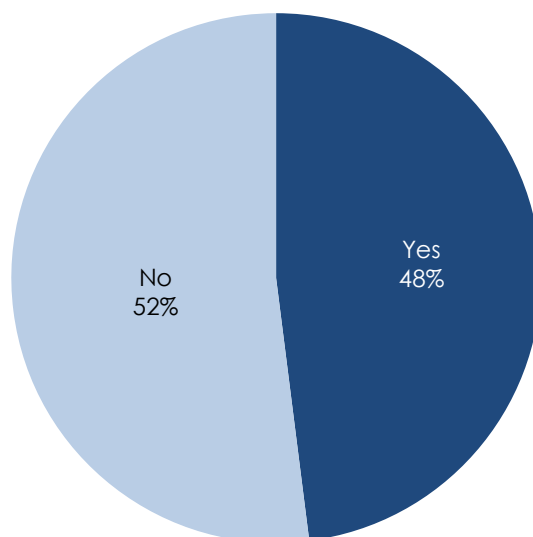
# Recent Participation in Volunteer Activities

## Summary

48% of residents stated they recent participated in volunteer activities in the last 12 months.

Residents aged 18-34 were significantly less likely to have participated in volunteer activities.

Q10. In the last 12 months have you participated in any volunteer activities?



	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Yes	48%	48%	49%	30%▼	53%	54%	51%	44%	54%
No	52%	52%	51%	70%	47%	46%	49%	56%	46%
Base	403	190	213	74	89	107	133	228	175







# **Section D – Council Projects**

# Awareness of Council Projects

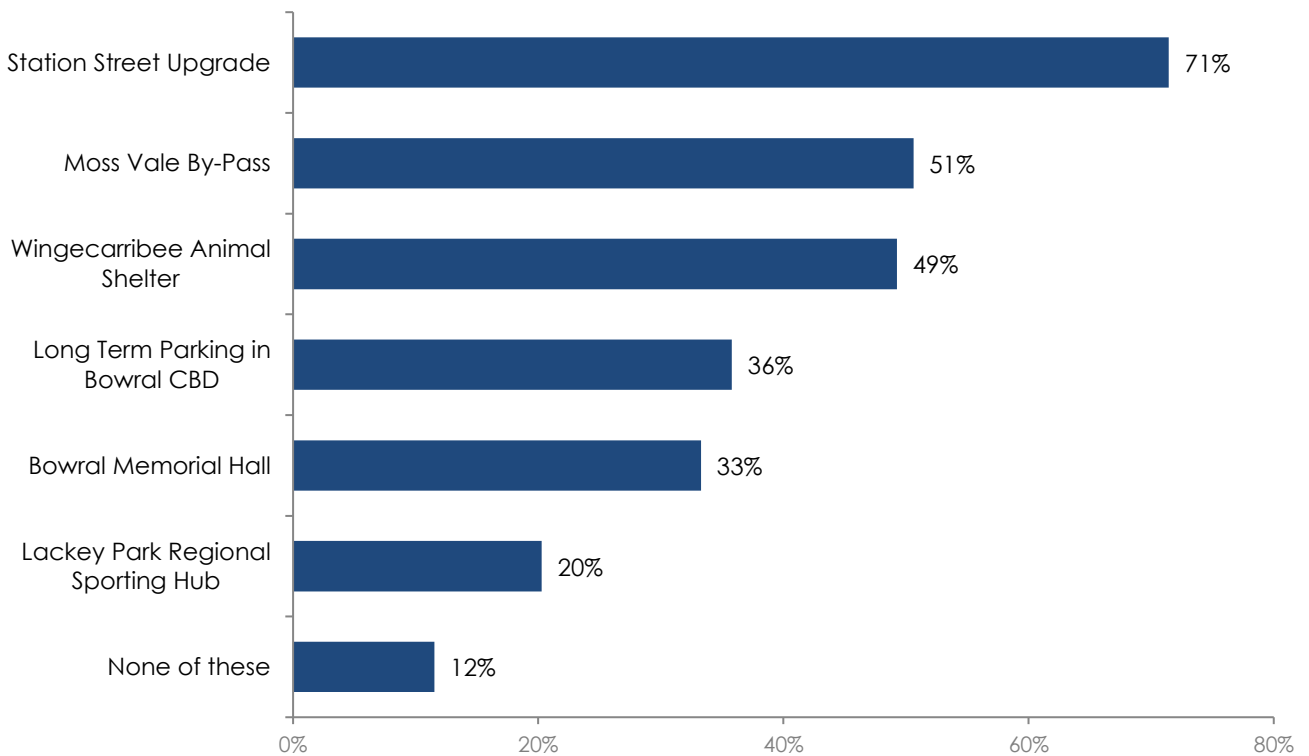
## Summary

88% of residents were aware of at least one long-term Council project, awareness was highest for the 'Station Street Upgrade', with 71% of residents aware of this project.

Residents aged 18-49 were significantly less likely to be aware of at least one project.

Awareness of the 'Bowral Memorial Hall' and 'Moss Vale By-Pass' increased with age, with residents aged 18-34 significantly less likely to be aware of these projects.

Q11a. Council is planning for a number of significant long-term projects. Which of the following project are you aware of?



Base: N=403

Note: For analysis by key demographics, please see Appendix A.



# Support for Council Projects

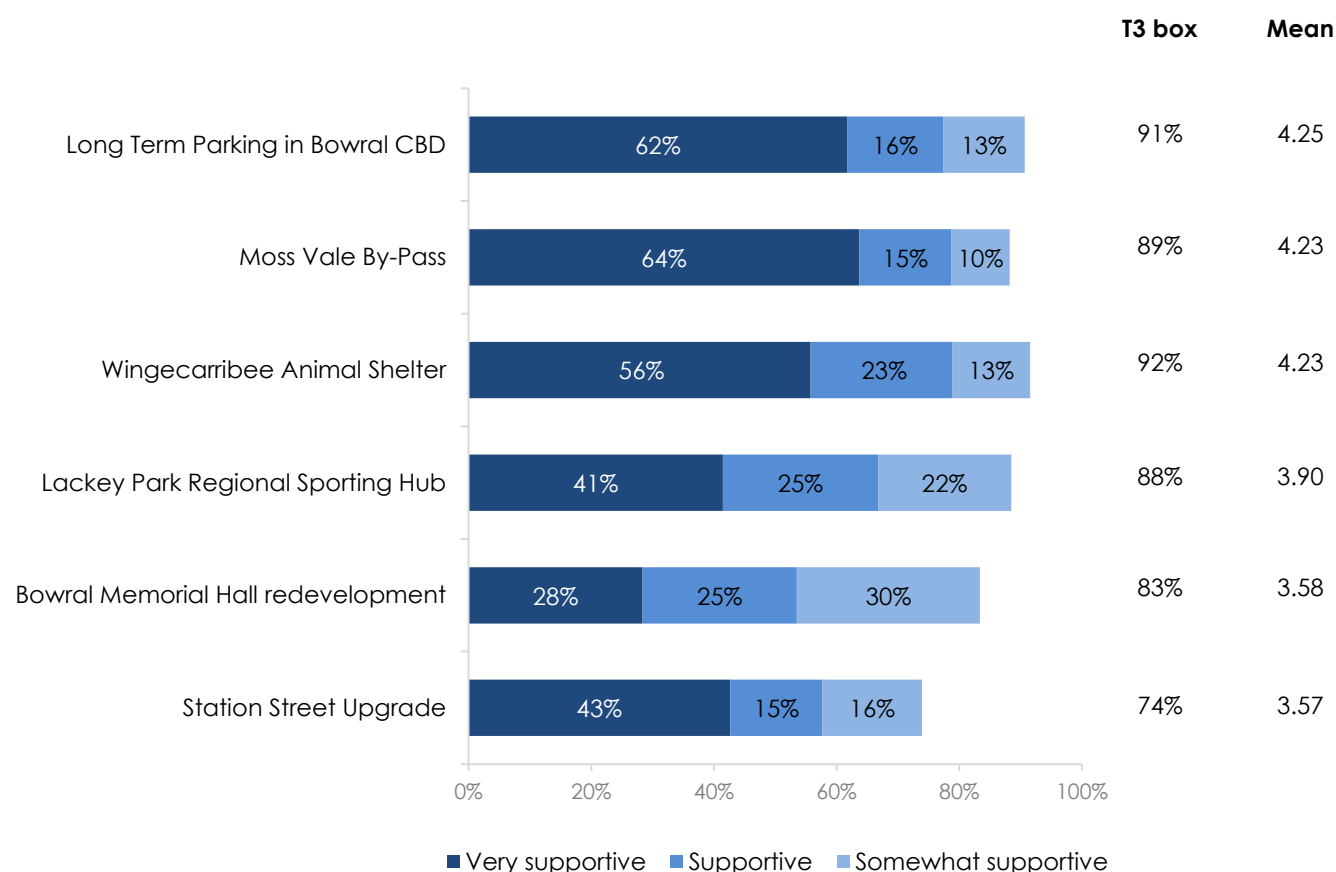
## Summary

The majority of residents were supportive of all proposed projects, with support greatest for 'long-term parking in Bowral CBD', 'Moss Vale By-Pass' and the Wingecarribee Animal Shelter'.

Q11b. On a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive, how supportive are you of the:

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Long Term Parking in Bowral CBD	4.25	4.18	4.31	4.46	3.96	4.35	4.24	4.30	4.18
Moss Vale By-Pass	4.23	4.25	4.22	4.06	3.96	4.37	4.39	4.23	4.23
Wingecarribee Animal Shelter	4.23	4.01	4.43▲	4.51▲	4.29	4.12	4.13	4.2	4.28
Lackey Park Regional Sporting Hub	3.90	3.83	3.96	4.11	3.94	3.91	3.75	4.01	3.75
Bowral Memorial Hall redevelopment	3.58	3.39	3.76▲	3.41	3.44	3.50	3.85▲	3.70	3.43
Station Street Upgrade	3.57	3.61	3.53	3.98▲	3.48	3.55	3.42	3.57	3.57

Scale: 1 = not at all supportive, 5 = very supportive  
 ▲▼ = Significantly higher/lower level of support (by group)



Base: N=403



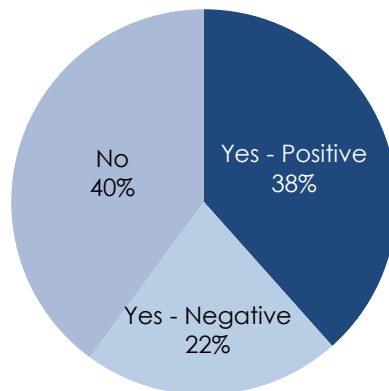
# Influence on View of Council's Planning

## Summary

38% of residents stated that one or more of the above-mentioned projects positively influenced their view on Council's planning for the local area, while 22% stated it had a negative impact. Looking at this influence by other key measures asked previously (shown at bottom of page), we can see that those residents who stated these projects positively influenced their view on Council's planning generally had more a positive impression of Council across a number of measures.

Residents aged 18-34 were significantly more likely to state it had a positive impact, more than twice as likely as any other age groups. Those who reside in a town were significantly more likely to have stated their view was negatively influenced.

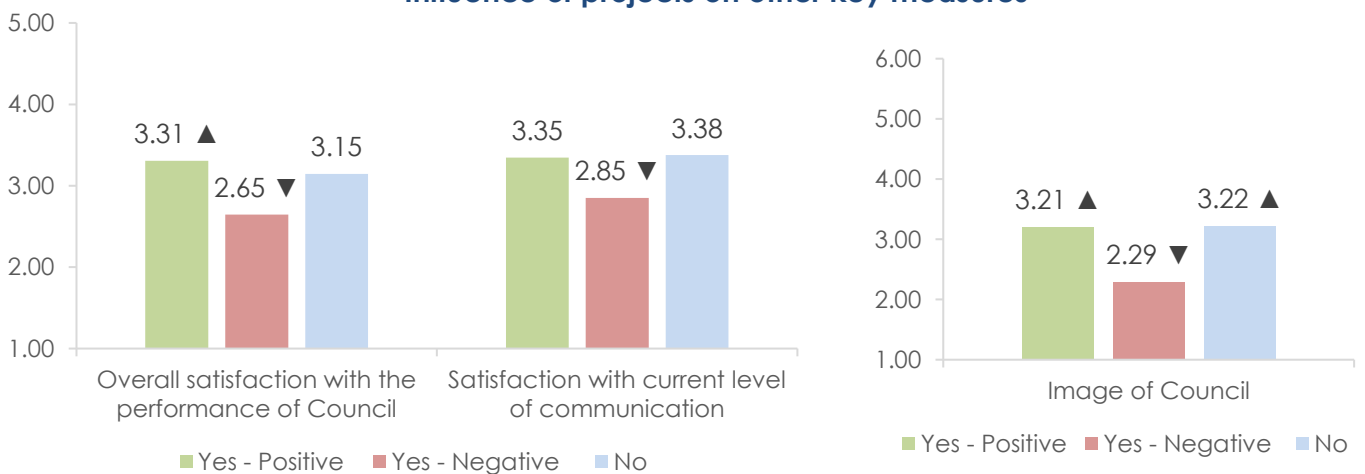
Q11c. Have any of the mentioned projects influenced your view on Council's planning for the local area, either in a positive or a negative way?



	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Yes - Positive	38%	36%	41%	69%▲	34%	30%	31%▼	38%	39%
Yes - Negative	22%	23%	20%	9%▼	32%	21%	22%	27%▲	15%
No	40%	41%	39%	22%▼	34%	49%	47%▲	36%	45%
Base	403	190	213	74	89	107	133	228	175

▲▼ = A significantly higher/lower (by group)

## Influence of projects on other key measures



# Reason for positive/negative influence

## Summary

The most common reason for being positively influenced was 'agree with council/trust council/projects are needed', with 17% of residents stating this reason. The most common reason for being negatively influenced was because the residents 'don't trust Council/don't agree with Council', with 7% of residents stating this.

Q11d. Please describe what strongly influenced your view. (Up to 2 responses)

Positively influenced (38%)	N=403 (% of all residents)
Agree with council/trust council/projects are needed	17%
Moss Vale By-Pass is needed	6%
Bowral needs more parking	4%
Alleviate traffic/road access	3%
Animal shelter needs an upgrade	3%
Good for community/area	3%
Communication with residents	2%
Lackey Park Sporting Hub is a great idea	2%
Improving traffic	2%
Station Street is a much-needed upgrade	1%
Lackey Park Sporting Hub will be great for the kids	1%
Benefits for tourism	1%
Projects move forward for population growth	1%
Bowral Memorial Hall is important	<1%
Council have been good to deal with	<1%
They are trying to keep it a regional town	<1%

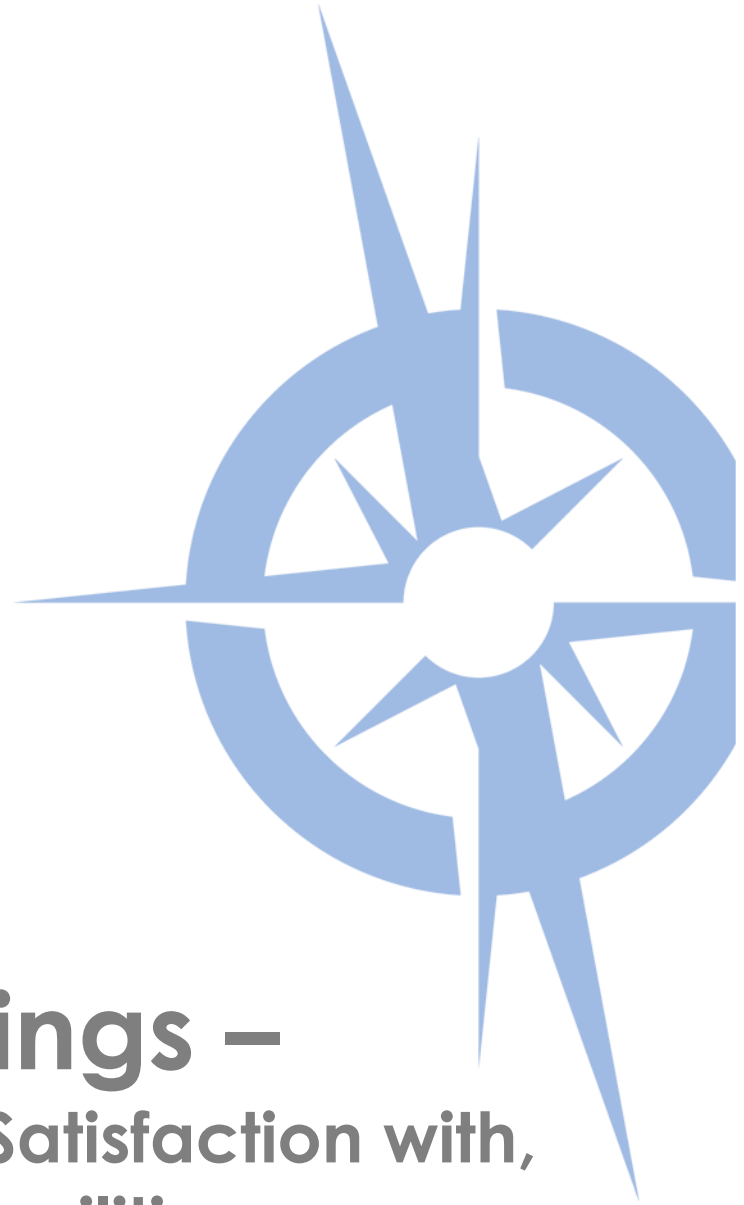


# Reason for positive/negative influence

Q11d. Please describe what strongly influenced your view. (Up to 2 responses)

Negatively influenced (22%)	N=403 (% of all residents)
Don't trust Council/don't agree with Council	7%
Poor planning of the projects	4%
Lack of communication	3%
Cost to the environment (trees cut down) for the Station Street upgrade	2%
Cost too much	2%
Station Street upgrade is a bad idea	2%
Concerned about how much land is required for and the location of the animal shelter	1%
Cost to environment (trees cut down) for Bowral parking	1%
Lackey Park Sporting Hub should have been done ages ago, too late	1%
Moss Vale By-Pass is too late	1%
Moss Vale By-Pass is unnecessary	1%
Moss Vale By-Pass will affect tourism	1%
Roads need the money	1%
Station Street is a waste of money	1%
Waste removal is lacking	1%
Won't happen/length of time	1%
Animal shelter needs to occur sooner	<1%
Bowral Memorial Hall is a part of Bowral's history	<1%
Bowral Memorial Hall isn't making progress	<1%
Jude street and Bradman Oval need paved footpaths	<1%
Mittagong station needs an elevator	<1%
No attention to rural areas	<1%
Not prioritising for population growth	<1%
Station Street is taking too long	<1%
Taking away parking for new residential buildings in Bowral	<1%
The traffic as a result of the Station Street upgrade	<1%
Waste of time	<1%
Won't be attractive	<1%
Zoning	<1%



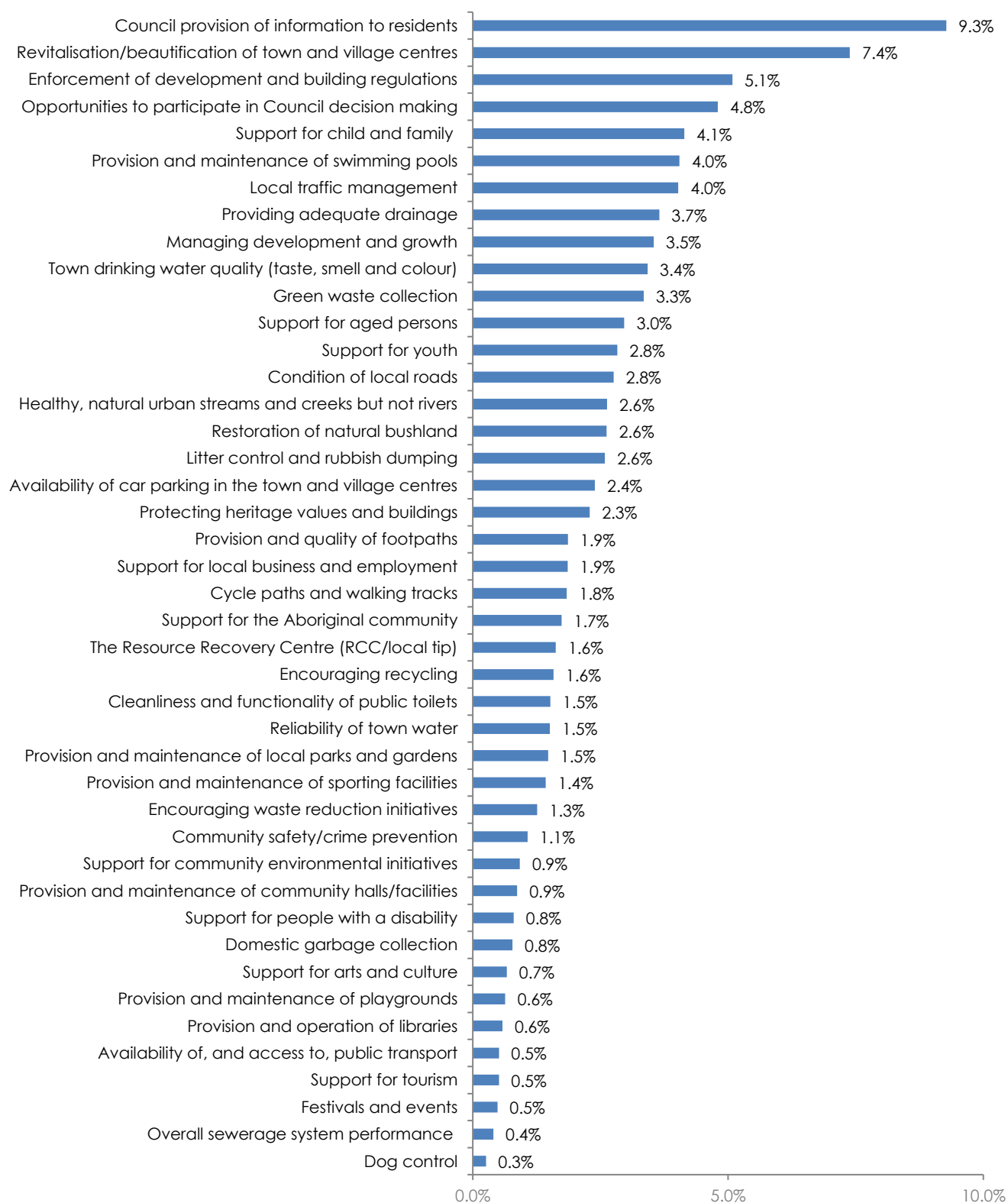


# **Detailed Findings –** **Importance of, and Satisfaction with,** **Council Services & Facilities**

# Influence on Overall Satisfaction

A core element of this community survey was the rating of 43 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

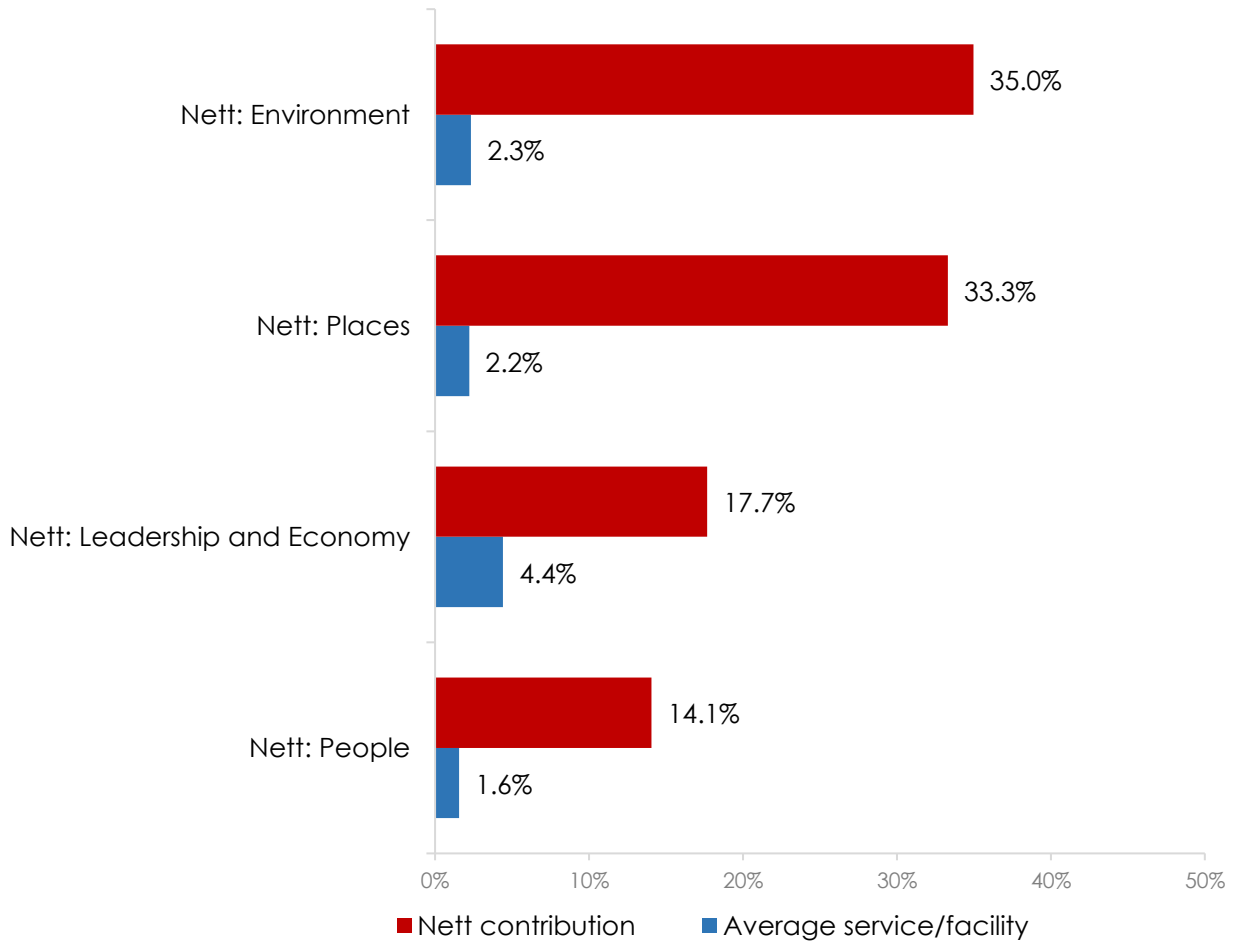
The chart below summarises the influence of the 43 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:





# Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.



'Environment' (35.0%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area averages 2.3%, whereas the services/facilities in the area of 'Leadership and Economy' average 4.4%.

# Service Areas

Each of the 43 facilities/services were grouped into service areas as detailed below

## We Explored Resident Response to 43 Service Areas

### People

Festivals and events  
Community safety/crime prevention  
Support for aged persons  
Support people with a disability  
Support for youth  
Support for the Aboriginal community  
Provision and operation of libraries  
Support for child and family (i.e. services)  
Support for arts and culture

### Places

Revitalisation/beautification of town and village centres as well as the surrounding areas  
Protecting heritage values and buildings  
Provision and maintenance of local parks and gardens  
Dog control  
Cleanliness and functionality of public toilets  
Availability of car parking in the town and village centres  
Cycle paths and walking tracks  
Local traffic management  
Availability of, and access to, public transport  
Condition of local roads  
Provision and quality of footpaths  
Provision and maintenance of swimming pools  
Provision and maintenance of playgrounds  
Provision and maintenance of sporting facilities  
Provision and maintenance of community halls/facilities

### Environment

Green waste collection  
The Resource Recovery Centre (RCC/local tip)  
Domestic garbage collection  
Providing adequate drainage  
Support for community environmental initiatives  
Restoration of natural bushland  
Healthy, natural urban streams and creeks but not rivers  
Encouraging recycling  
Encouraging waste reduction initiatives  
Managing development and growth  
Enforcement of development and building regulations  
Town water quality (taste, smell and colour)  
Litter control and rubbish dumping  
Reliability of town water  
Overall sewerage system performance (chokes, overflows, odour)

### Leadership and Economy

Support for local business and employment  
Support for tourism  
Opportunities to participate in Council decision making  
Council provision of information to residents



## An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

### *Importance*

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

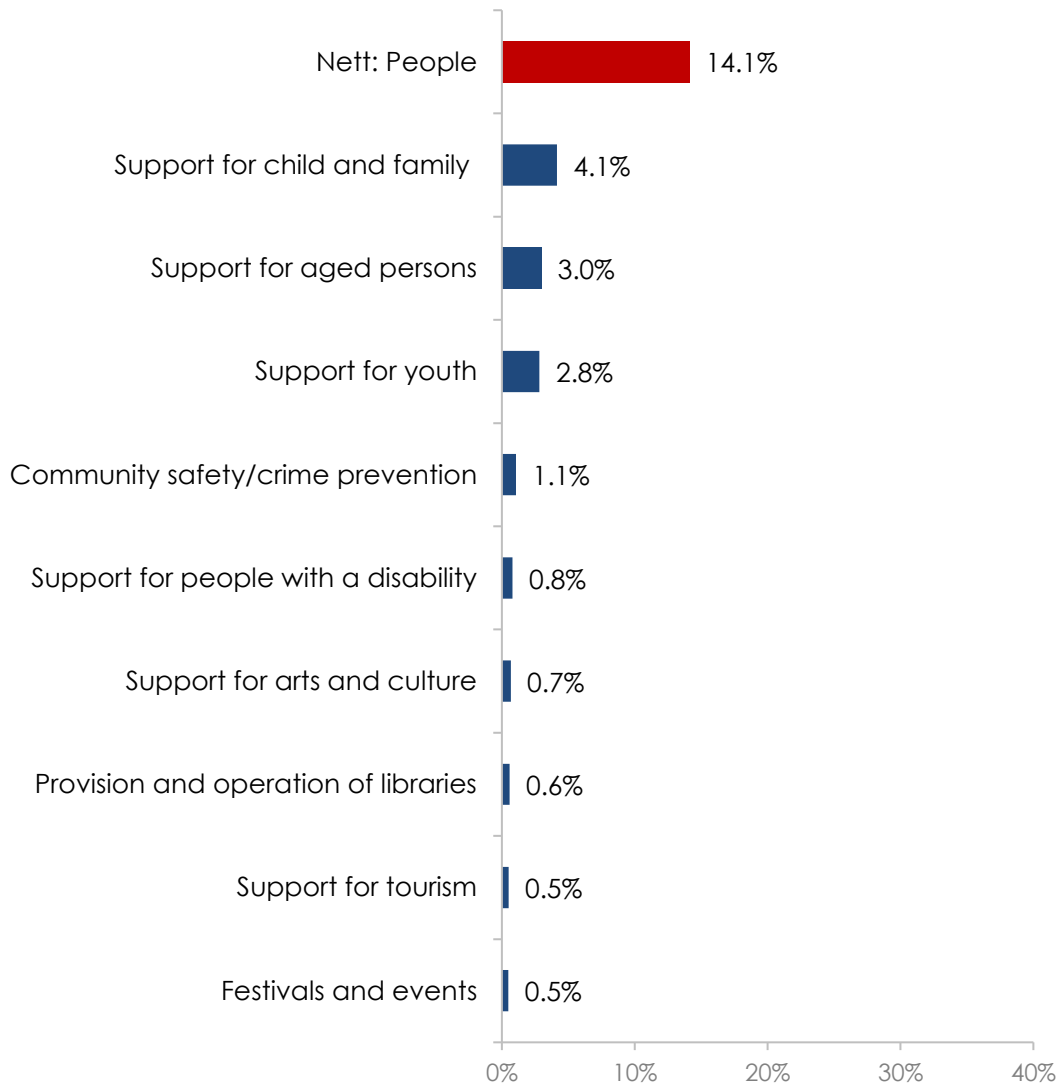
### *Satisfaction*

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

# Service Area 1: People

## Shapley Regression

Contributes to Over 14% of Overall Satisfaction with Council



# Service Area 1: People

## Hierarchy of Services/Facilities – Importance

Within the 'People' service area, in terms of importance, 'support for people with a disability' is deemed the most important, whilst the 'support for arts and culture' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B (Regional)
Support for people with a disability	90%	79%
Support for aged persons	88%	81%
Community safety/crime prevention	88%	90%
Support for child and family (i.e. services)	87%	81%
Support for youth	84%	73%
Provision and operation of libraries	76%	70%
Support for tourism	72%	77%
Festivals and events	63%	72%
Support for arts and culture	63%	61%



# Service Area 1: People

## Importance Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Community safety/crime prevention	4.53	4.31	4.74	4.54	4.72	4.34	4.56	4.54	4.52
Festivals and events	3.82	3.46	4.14	3.71	4.39	3.69	3.62	3.90	3.72
Provision and operation of libraries	4.11	3.87	4.33	3.83	4.30	3.86	4.35	4.20	4.01
Support for aged persons	4.51	4.31	4.69	4.50	4.44	4.42	4.63	4.54	4.48
Support for arts and culture	3.75	3.46	4.00	3.36	3.89	3.70	3.90	3.79	3.69
Support for child and family (i.e. services)	4.50	4.28	4.70	4.69	4.67	4.42	4.34	4.47	4.53
Support for people with a disability	4.54	4.34	4.72	4.60	4.60	4.47	4.54	4.53	4.56
Support for tourism	4.02	3.84	4.18	3.77	4.14	3.92	4.15	4.10	3.91
Support for youth	4.43	4.17	4.66	4.16	4.70	4.50	4.34	4.37	4.50

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Community safety/crime prevention	2%	2%	8%	16%	72%	403
Festivals and events	5%	8%	24%	26%	37%	403
Provision and operation of libraries	4%	5%	15%	28%	48%	403
Support for aged persons	1%	2%	9%	20%	67%	403
Support for arts and culture	6%	8%	23%	31%	32%	402
Support for child and family (i.e. services)	1%	1%	11%	22%	65%	403
Support for people with a disability	2%	0%	7%	22%	68%	403
Support for tourism	4%	5%	19%	30%	42%	403
Support for youth	2%	3%	10%	18%	66%	403



# Service Area 1: People

## Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'provision and operation of libraries' and least satisfied with 'support for youth' within the 'People' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B (Regional)
Provision and operation of libraries	95%	95%
Support for tourism	92%	83%
Community safety/crime prevention	91%	83%
Support for arts and culture	86%	86%
Support for aged persons	86%	92%
Support for people with a disability	83%	86%
Support for child and family (i.e. services)	80%	81%
Festivals and events	79%	90%
Support for youth	66%	76%



# Service Area 1: People

## Satisfaction Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Community safety/crime prevention	3.69	3.72	3.66	3.65	3.31	3.65	4.00	3.62	3.78
Festivals and events	3.33	3.35	3.32	3.12	2.91	3.31	3.92	3.26	3.42
Provision and operation of libraries	4.02	4.00	4.04	3.96	3.70	4.08	4.23	4.00	4.05
Support for aged persons	3.53	3.60	3.47	3.65	3.28	3.42	3.69	3.56	3.49
Support for arts and culture	3.49	3.51	3.48	3.33	3.13	3.49	3.81	3.56	3.41
Support for child and family (i.e. services),	3.35	3.47	3.26	3.27	3.04	3.40	3.63	3.33	3.38
Support for people with a disability	3.33	3.39	3.29	3.26	3.13	3.33	3.53	3.36	3.30
Support for tourism	3.71	3.59	3.80	3.88	3.43	3.64	3.87	3.70	3.72
Support for youth	2.86	3.00	2.76	2.50	2.53	2.81	3.41	2.90	2.81

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

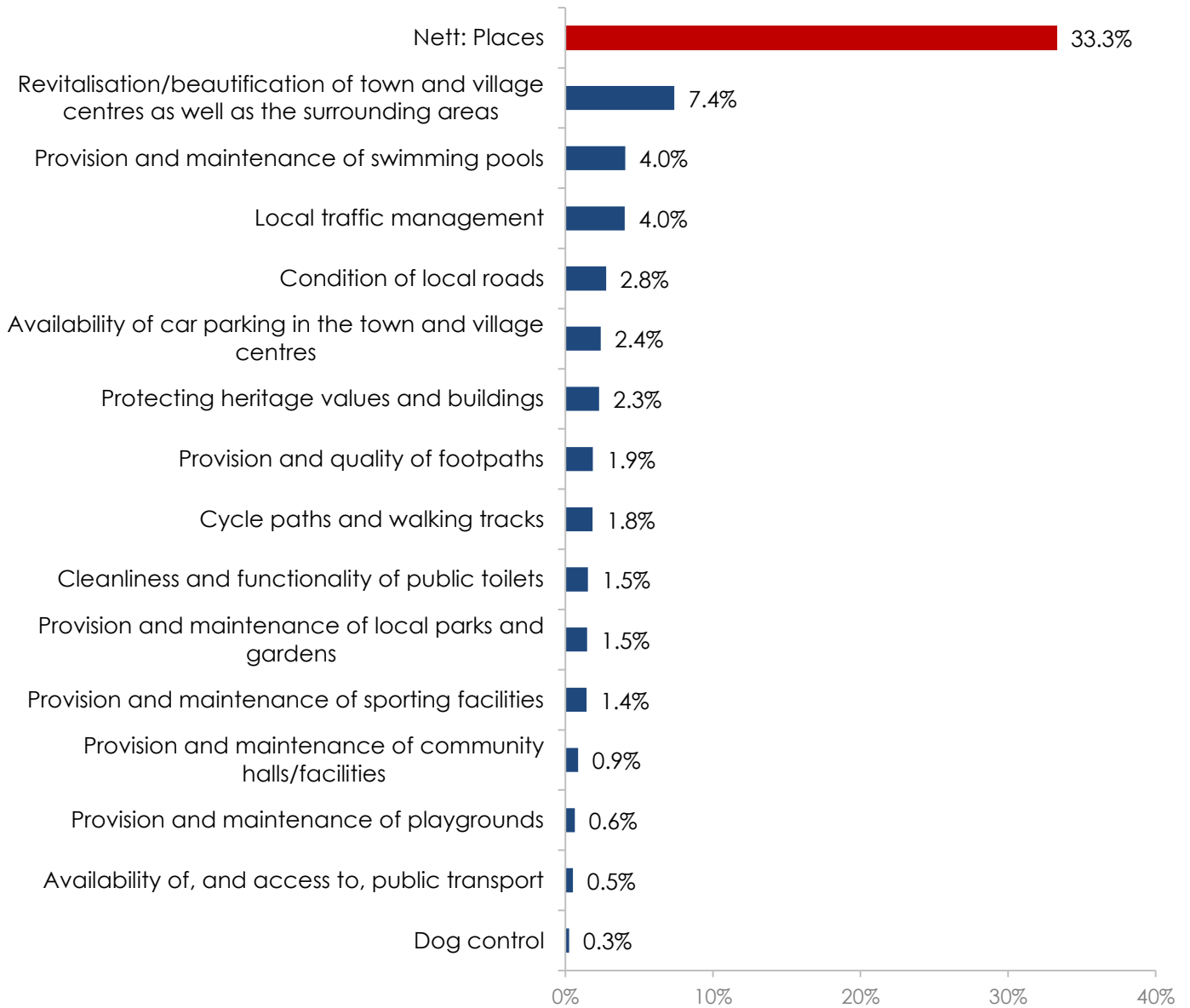
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Community safety/crime prevention	4%	4%	29%	43%	19%	337
Festivals and events	7%	14%	29%	37%	12%	244
Provision and operation of libraries	1%	4%	17%	49%	30%	290
Support for aged persons	4%	10%	33%	35%	18%	321
Support for arts and culture	3%	10%	32%	44%	11%	242
Support for child and family (i.e. services),	5%	15%	33%	35%	12%	310
Support for people with a disability	5%	12%	38%	34%	11%	311
Support for tourism	1%	7%	29%	45%	17%	289
Support for youth	11%	23%	40%	20%	6%	298



# Service Area 2: Places

## Shapley Regression

Contributes to Over 33% of Overall Satisfaction with Council





# Service Area 2: Places

## Hierarchy of Services/Facilities – Importance

Within the 'Places' service area, in terms of importance, 'condition of local roads' is deemed the most important, whilst the 'dog control' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B (Regional)
Condition of local roads	89%	93%
Availability of car parking in the town and village centres	85%	82%
Provision and quality of footpaths	84%	81%
Provision and maintenance of local parks and gardens	82%	82%
Local traffic management	81%	85%
Provision and maintenance of playgrounds	78%	82%
Availability of, and access to, public transport	76%	74%
Provision and maintenance of sporting facilities	75%	75%
Cycle paths and walking tracks	75%	75%
Provision and maintenance of community halls/facilities	75%	67%
Cleanliness and functionality of public toilets	74%	84%
Provision and maintenance of swimming pools	70%	71%
Protecting heritage values and buildings	68%	72%
Revitalisation/beautification of town and village centres as well as the surrounding areas	65%	81%
Dog control	59%	72%

# Service Area 2: Places

## Importance Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Availability of car parking in the town and village centres	4.42	4.25	4.58	4.27	4.29	4.59	4.46	4.50	4.32
Availability of, and access to, public transport	4.18	3.94	4.40	4.10	4.17	4.18	4.23	4.23	4.12
Cleanliness and functionality of public toilets	4.15	3.83	4.43	4.08	4.09	4.13	4.24	4.17	4.12
Condition of local roads	4.61	4.49	4.71	4.44	4.79	4.59	4.59	4.62	4.59
Cycle paths and walking tracks	4.14	3.97	4.29	3.79	4.36	4.28	4.07	4.25	3.99
Dog control	3.64	3.48	3.79	3.58	3.53	3.60	3.79	3.75	3.51
Local traffic management	4.32	4.22	4.42	4.19	4.15	4.44	4.41	4.46	4.15
Protecting heritage values and buildings	3.92	3.72	4.11	3.81	4.04	4.01	3.84	3.97	3.85
Provision and maintenance of community halls/facilities	4.09	3.89	4.27	3.68	4.01	4.22	4.27	4.09	4.09
Provision and maintenance of local parks and gardens	4.21	4.04	4.36	3.90	4.38	4.22	4.26	4.30	4.09
Provision and maintenance of playgrounds	4.23	3.99	4.44	4.26	4.18	4.28	4.20	4.25	4.21
Provision and maintenance of sporting facilities	4.13	4.02	4.22	3.77	4.34	4.15	4.16	4.08	4.18
Provision and maintenance of swimming pools	3.95	3.68	4.20	3.64	4.22	3.93	3.97	4.06	3.81
Provision and quality of footpaths	4.32	4.10	4.51	3.88	4.31	4.43	4.48	4.47	4.11
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.89	3.66	4.09	3.46	4.16	3.93	3.91	4.03	3.71

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)



# Service Area 2: Places

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Availability of car parking in the town and village centres	2%	3%	10%	21%	64%	403
Availability of, and access to, public transport	4%	6%	14%	18%	57%	403
Cleanliness and functionality of public toilets	4%	4%	18%	22%	52%	403
Condition of local roads	2%	2%	7%	13%	77%	403
Cycle paths and walking tracks	3%	5%	17%	25%	50%	403
Dog control	11%	10%	20%	22%	37%	403
Local traffic management	2%	3%	14%	23%	58%	403
Protecting heritage values and buildings	4%	6%	22%	30%	38%	403
Provision and maintenance of community halls/facilities	3%	2%	20%	32%	43%	403
Provision and maintenance of local parks and gardens	1%	3%	14%	37%	45%	403
Provision and maintenance of playgrounds	3%	3%	17%	23%	54%	403
Provision and maintenance of sporting facilities	4%	3%	17%	27%	49%	403
Provision and maintenance of swimming pools	6%	7%	17%	25%	45%	403
Provision and quality of footpaths	4%	1%	10%	26%	58%	403
Revitalisation/beautification of town and village centres as well as the surrounding areas	4%	5%	26%	28%	37%	403

Scale: 1 = not at all important, 5 = very important



# Service Area 2: Places

## Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'provision and maintenance of playgrounds' and least satisfied with 'condition of local roads' within the 'Places' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B (Regional)
Provision and maintenance of playgrounds	89%	86%
Provision and maintenance of sporting facilities	88%	90%
Provision and maintenance of community halls/facilities	88%	89%
Provision and maintenance of swimming pools	88%	86%
Dog control	87%	80%
Provision and maintenance of local parks and gardens	83%	86%
Cleanliness and functionality of public toilets	81%	70%
Protecting heritage values and buildings	80%	85%
Cycle paths and walking tracks	71%	75%
Revitalisation/beautification of town and village centres as well as the surrounding areas	69%	84%
Local traffic management	58%	68%
Availability of, and access to, public transport	56%	61%
Provision and quality of footpaths	51%	67%
Availability of car parking in the town and village centres	47%	69%
Condition of local roads	42%	57%

# Service Area 2: Places

## Satisfaction Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Availability of car parking in the town and village centres	2.44	2.43	2.45	1.96	2.34	2.45	2.74	2.29	2.64
Availability of, and access to, public transport	2.70	2.88	2.57	3.04	2.35	2.42	2.98	2.88	2.47
Cleanliness and functionality of public toilets	3.39	3.52	3.30	2.72	3.16	3.59	3.75	3.34	3.44
Condition of local roads	2.27	2.32	2.22	1.99	1.99	2.25	2.60	2.36	2.13
Cycle paths and walking tracks	3.11	2.98	3.21	3.07	2.65	3.24	3.38	3.19	2.98
Dog control	3.69	3.73	3.67	3.86	3.33	3.70	3.85	3.68	3.71
Local traffic management	2.79	2.66	2.90	2.73	2.48	2.72	3.04	2.67	2.96
Protecting heritage values and buildings	3.33	3.36	3.31	3.89	3.34	2.91	3.38	3.27	3.42
Provision and maintenance of community halls/facilities	3.57	3.66	3.49	3.41	3.35	3.33	3.93	3.56	3.58
Provision and maintenance of local parks and gardens	3.46	3.48	3.45	3.41	3.21	3.47	3.67	3.33	3.65
Provision and maintenance of playgrounds	3.52	3.61	3.46	3.38	3.03	3.59	3.89	3.43	3.64
Provision and maintenance of sporting facilities	3.52	3.62	3.43	3.69	2.94	3.48	3.91	3.39	3.67
Provision and maintenance of swimming pools	3.61	3.73	3.53	3.79	3.32	3.32	3.98	3.65	3.54
Provision and quality of footpaths	2.64	2.78	2.53	3.02	2.22	2.74	2.65	2.60	2.69
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.02	3.18	2.90	3.48	2.63	2.98	3.17	3.06	2.96

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



# Service Area 2: Places

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Availability of car parking in the town and village centres	28%	26%	26%	15%	5%	343
Availability of, and access to, public transport	21%	23%	28%	22%	6%	295
Cleanliness and functionality of public toilets	7%	12%	31%	36%	14%	273
Condition of local roads	32%	26%	28%	10%	3%	360
Cycle paths and walking tracks	13%	15%	31%	28%	13%	299
Dog control	5%	8%	23%	38%	25%	227
Local traffic management	18%	24%	29%	21%	9%	327
Protecting heritage values and buildings	8%	12%	33%	31%	16%	271
Provision and maintenance of community halls/facilities	2%	10%	32%	40%	15%	283
Provision and maintenance of local parks and gardens	6%	11%	25%	46%	12%	324
Provision and maintenance of playgrounds	5%	6%	34%	41%	14%	294
Provision and maintenance of sporting facilities	5%	7%	34%	40%	14%	285
Provision and maintenance of swimming pools	6%	6%	30%	37%	21%	265
Provision and quality of footpaths	20%	29%	25%	21%	6%	336
Revitalisation/beautification of town and village centres as well as the surrounding areas	14%	17%	33%	25%	11%	261

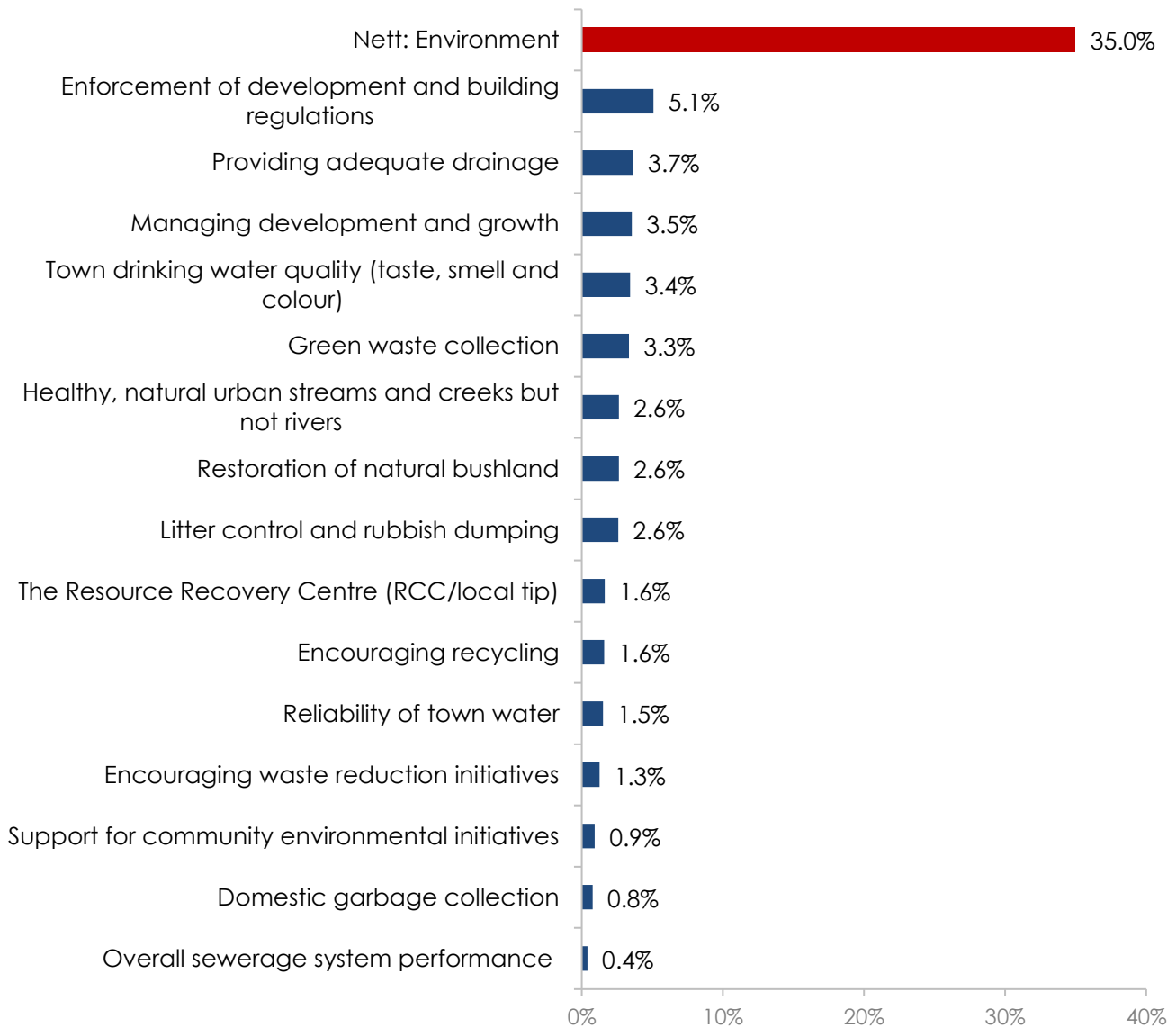
Scale: 1 = not at all satisfied, 5 = very satisfied



# Service Area 3: Environment

## Shapley Regression

Contributes to 35% of Overall Satisfaction with Council



# Service Area 3: Environment

## Hierarchy of Services/Facilities – Importance

Within the 'Environment' service area, in terms of importance, 'litter control and rubbish dumping' is deemed the most important, whilst the 'green waste collection' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B (Regional)
Litter control and rubbish dumping	95%	90%
Town drinking water quality (taste, smell and colour)	94%	88%
Encouraging recycling	91%	91%
Reliability of town water	91%	88%
Domestic garbage collection	88%	91%
Overall sewerage system performance (chokes, overflows, odour)	88%	N/A
Encouraging waste reduction initiatives	87%	85%
Managing development and growth	86%	82%
The Resource Recovery Centre	84%	N/A
Enforcement of development and building regulations	83%	72%
Providing adequate drainage	82%	81%
Healthy, natural urban streams and creeks but not rivers	81%	87%
Support for community environmental initiatives	79%	78%
Restoration of natural bushland	77%	85%
Green waste collection	74%	74%





# Service Area 3: Environment

## Importance Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Domestic garbage collection	4.55	4.41	4.68	4.52	4.55	4.45	4.66	4.68	4.39
Encouraging recycling	4.57	4.37	4.75	4.53	4.62	4.55	4.57	4.66	4.45
Encouraging waste reduction initiatives	4.49	4.24	4.71	4.38	4.55	4.44	4.55	4.56	4.39
Enforcement of development and building regulations	4.35	4.25	4.44	4.09	4.36	4.29	4.53	4.38	4.31
Green waste collection	4.06	3.82	4.28	3.77	3.86	4.06	4.37	4.21	3.87
Healthy, natural urban streams and creeks but not rivers	4.33	4.15	4.49	4.14	4.38	4.27	4.45	4.29	4.37
Litter control and rubbish dumping	4.66	4.53	4.78	4.74	4.68	4.65	4.62	4.67	4.66
Managing development and growth	4.39	4.30	4.48	4.29	4.41	4.42	4.43	4.46	4.32
Overall sewerage system performance	4.54	4.49	4.59	4.34	4.66	4.48	4.63	4.74	4.28
Providing adequate drainage	4.35	4.25	4.44	4.23	4.18	4.32	4.55	4.45	4.21
Reliability of town water	4.68	4.61	4.74	4.48	4.88	4.57	4.74	4.83	4.48
Restoration of natural bushland	4.21	3.95	4.44	4.27	4.38	3.92	4.29	4.25	4.15
Support for community environmental initiatives	4.27	4.01	4.51	4.12	4.50	4.23	4.24	4.27	4.28
The Resource Recovery Centre	4.34	4.25	4.42	4.21	4.49	4.24	4.39	4.42	4.23
Town drinking water quality	4.73	4.64	4.81	4.73	4.83	4.62	4.75	4.86	4.56

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)



# Service Area 3: Environment

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Domestic garbage collection	3%	2%	7%	13%	75%	403
Encouraging recycling	3%	2%	5%	18%	73%	403
Encouraging waste reduction initiatives	2%	3%	8%	17%	70%	403
Enforcement of development and building regulations	2%	2%	13%	25%	58%	403
Green waste collection	8%	5%	13%	20%	54%	403
Healthy, natural urban streams and creeks but not rivers	3%	4%	13%	20%	61%	403
Litter control and rubbish dumping	1%	0%	4%	23%	73%	402
Managing development and growth	3%	2%	10%	25%	61%	403
Overall sewerage system performance	5%	1%	6%	12%	76%	402
Providing adequate drainage	3%	2%	13%	24%	59%	403
Reliability of town water	3%	1%	5%	6%	84%	402
Restoration of natural bushland	3%	5%	15%	23%	55%	403
Support for community environmental initiatives	2%	1%	18%	25%	54%	403
The Resource Recovery Centre	4%	4%	8%	22%	62%	403
Town drinking water quality	3%	0%	3%	8%	85%	403

Scale: 1 = not at all important, 5 = very important



# Service Area 3: Environment

## Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'overall sewerage system performance (chokes, overflows, odour)' and least satisfied with 'managing development and growth' within the 'Environment' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B (Regional)
Overall sewerage system performance (chokes, overflows, odour)	95%	N/A
Reliability of town water	92%	85%
Green waste collection	90%	91%
Domestic garbage collection	90%	88%
Town drinking water quality (taste, smell and colour)	86%	85%
The Resource Recovery Centre (RCC/local tip)	85%	N/A
Encouraging recycling	80%	88%
Support for community environmental initiatives	79%	87%
Restoration of natural bushland	79%	86%
Litter control and rubbish dumping	77%	83%
Healthy, natural urban streams and creeks but not rivers	73%	82%
Encouraging waste reduction initiatives	69%	84%
Providing adequate drainage	68%	77%
Enforcement of development and building regulations	61%	68%
Managing development and growth	58%	68%



# Service Area 3: Environment

## Satisfaction Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Domestic garbage collection	4.16	4.26	4.07	3.82	3.77	4.32	4.46	4.28	3.97
Encouraging recycling	3.35	3.42	3.28	2.98	3.00	3.45	3.70	3.35	3.35
Encouraging waste reduction initiatives	3.03	3.09	2.98	2.80	2.57	3.12	3.38	3.03	3.02
Enforcement of development and building regulations	2.75	2.83	2.68	3.00	2.41	2.78	2.83	2.74	2.76
Green waste collection	4.10	4.16	4.06	4.07	3.82	4.00	4.32	4.11	4.09
Healthy, natural urban streams and creeks but not rivers	3.11	3.17	3.05	3.28	2.86	2.96	3.30	3.12	3.09
Litter control and rubbish dumping	3.28	3.43	3.15	3.01	3.07	3.37	3.53	3.39	3.14
Managing development and growth	2.64	2.73	2.57	2.94	2.14	2.59	2.85	2.57	2.74
Overall sewerage system performance	4.13	4.17	4.10	3.97	3.92	4.22	4.30	4.19	4.03
Providing adequate drainage	2.99	3.02	2.96	3.00	2.62	2.95	3.22	3.16	2.73
Reliability of town water	4.19	4.32	4.09	3.78	3.93	4.50	4.38	4.25	4.10
Restoration of natural bushland	3.30	3.24	3.33	3.43	3.03	3.41	3.34	3.40	3.15
Support for community environmental initiatives	3.27	3.40	3.17	3.33	2.87	3.39	3.46	3.32	3.21
The Resource Recovery Centre	3.85	3.75	3.93	3.44	3.70	3.77	4.21	3.92	3.74
Town drinking water quality	3.79	3.91	3.69	3.58	3.63	3.74	4.07	3.89	3.65

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)



# Service Area 3: Environment

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Domestic garbage collection	5%	5%	10%	29%	51%	351
Encouraging recycling	9%	11%	34%	29%	17%	363
Encouraging waste reduction initiatives	12%	19%	35%	24%	11%	341
Enforcement of development and building regulations	19%	20%	34%	21%	6%	318
Green waste collection	3%	7%	12%	33%	45%	293
Healthy, natural urban streams and creeks but not rivers	8%	19%	35%	32%	7%	309
Litter control and rubbish dumping	7%	15%	32%	32%	13%	381
Managing development and growth	20%	22%	37%	15%	6%	339
Overall sewerage system performance	2%	3%	15%	38%	41%	339
Providing adequate drainage	15%	16%	32%	27%	9%	325
Reliability of town water	3%	5%	13%	29%	50%	357
Restoration of natural bushland	7%	13%	32%	38%	10%	292
Support for community environmental initiatives	7%	14%	38%	29%	13%	303
The Resource Recovery Centre	6%	10%	15%	34%	36%	332
Town drinking water quality	8%	7%	18%	34%	34%	369

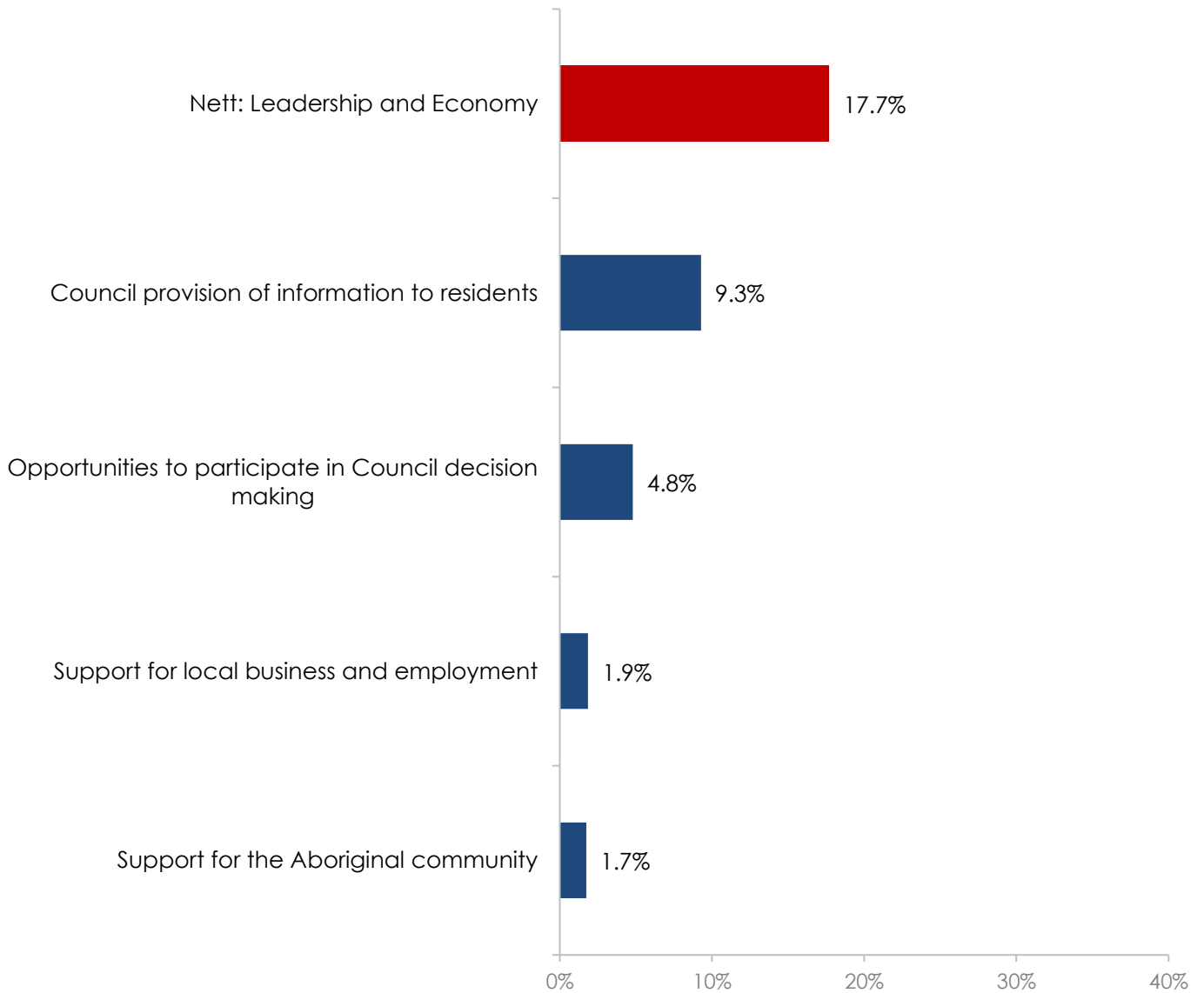
Scale: 1 = not at all satisfied, 5 = very satisfied



# Service Area 4: Leadership and Economy

Shapley Regression

Contributes to Almost 18% of Overall Satisfaction with Council



# Service Area 4: Leadership and Economy

## Hierarchy of Services/Facilities – Importance

Within the 'Leadership and Economy' service area, in terms of importance, 'litter control and rubbish dumping' is deemed the most important, whilst the 'green waste collection' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B (Regional)
Support for local business and employment	90%	89%
Council provision of information to residents	86%	83%
Opportunities to participate in Council decision making	77%	74%
Support for the Aboriginal community	73%	70%



# Service Area 4: Leadership and Economy

## Importance Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Council provision of information to residents	4.45	4.31	4.57	4.29	4.61	4.37	4.50	4.47	4.42
Opportunities to participate in Council decision making	4.17	4.01	4.31	4.20	4.24	3.97	4.25	4.21	4.11
Support for local business and employment	4.54	4.43	4.64	4.63	4.58	4.59	4.42	4.57	4.50
Support for the Aboriginal community	4.09	3.87	4.30	4.22	4.06	3.99	4.13	4.05	4.14

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Council provision of information to residents	2%	1%	11%	23%	64%	403
Opportunities to participate in Council decision making	4%	2%	17%	28%	49%	403
Support for local business and employment	2%	2%	7%	20%	69%	403
Support for the Aboriginal community	5%	5%	17%	21%	52%	403





# Service Area 4: Leadership and Economy

## Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'support for local business and employment' and least satisfied with 'opportunities to participate in Council decision making' within the 'Leadership and Economy' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B (Regional)
Support for local business and employment	73%	74%
Support for the Aboriginal community	72%	82%
Council provision of information to residents	64%	75%
Opportunities to participate in Council decision making	49%	64%



# Service Area 4: Leadership and Economy

## Satisfaction Mean Scores by Key Demographics

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Council provision of information to residents	2.93	2.94	2.92	2.51	2.49	3.17	3.25	3.00	2.83
Opportunities to participate in Council decision making	2.54	2.53	2.55	2.25	2.09	2.81	2.82	2.55	2.52
Support for local business and employment	3.10	3.16	3.05	3.23	2.58	2.98	3.52	3.06	3.15
Support for the Aboriginal community	3.07	3.09	3.06	3.07	2.79	3.00	3.32	3.09	3.06

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

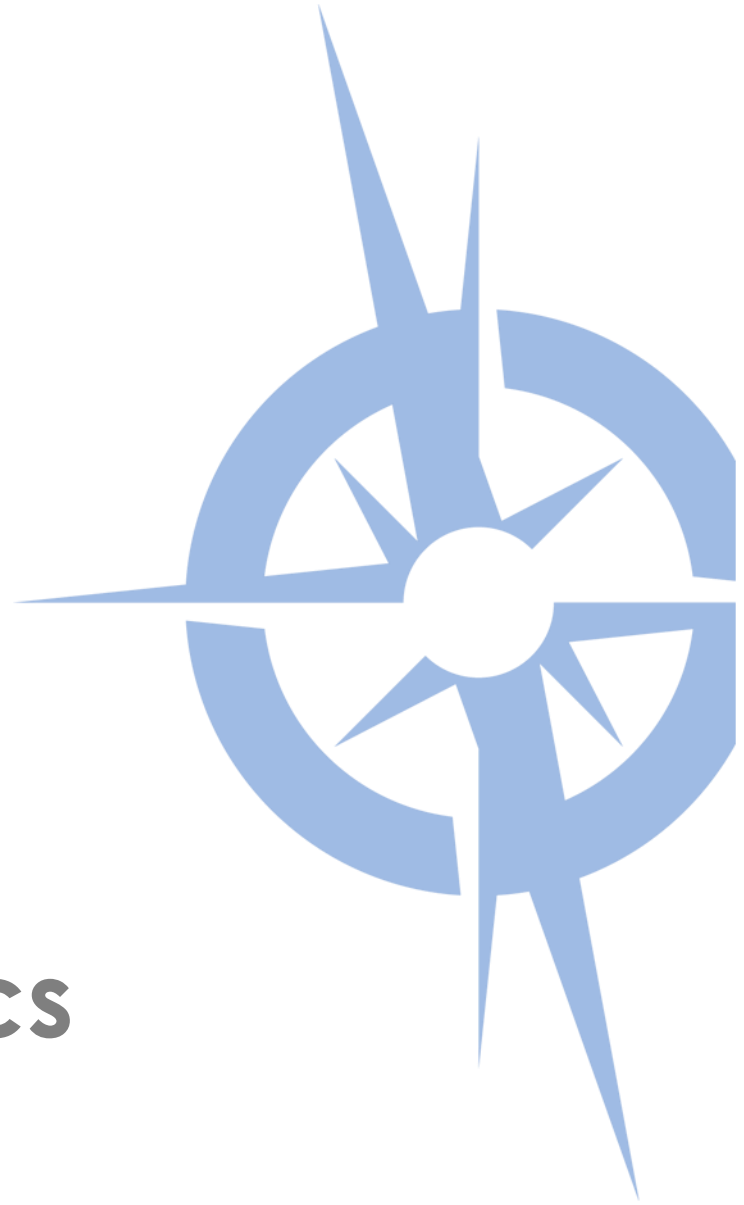
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Council provision of information to residents	15%	21%	28%	27%	9%	343
Opportunities to participate in Council decision making	24%	27%	27%	17%	6%	291
Support for local business and employment	11%	16%	36%	27%	10%	340
Support for the Aboriginal community	9%	19%	37%	27%	8%	236



# Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2019	2017	2019	2017
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.89	3.86	3.02	3.18
Protecting heritage values and buildings	3.92	3.88	3.33	3.43
Provision and maintenance of local parks and gardens	4.21	4.30	3.46	3.61
Green waste collection	4.06	3.88	4.10	4.08
The Resource Recovery Centre (RCC/local tip)	4.34	4.29	3.85	4.01
Dog control	3.64	3.58	3.69	3.66
Domestic garbage collection	4.55	4.62	4.16	4.09
Cleanliness and functionality of public toilets	4.15	4.20	3.39	3.43
Festivals and events	3.82	3.79	3.33	3.56
Community safety/crime prevention	4.53	4.58	3.69	3.58
Support for aged persons	4.51	4.36	3.53	3.63
Support for people with a disability	4.54	4.44	3.33	3.46
Support for youth	4.43	4.34	2.86	3.01
Support for the Aboriginal community	4.09	4.00	3.07	3.30
Support for child and family (i.e. services)	4.50	N/A	3.35	N/A
Support for arts and culture	3.75	N/A	3.49	N/A
Support for local business and employment	4.54	4.50	3.10	3.18
Availability of car parking in the town and village centres	4.42	4.48	2.44	2.47
Cycle paths and walking tracks	4.14	4.00	3.11	3.32
Local traffic management	4.32	4.40	2.79	2.72
Availability of, and access to, public transport	4.18	4.03	2.70	2.70
Support for tourism	4.02	4.06	3.71	3.64
Condition of local roads	4.61	4.66	2.27	2.18
Providing adequate drainage	4.35	4.40	2.99	2.81
Provision and quality of footpaths	4.32	4.33	2.64	2.65
Provision and maintenance of swimming pools	3.95	3.95	3.61▲	3.14
Provision and operation of libraries	4.11	4.08	4.02	4.01
Provision and maintenance of playgrounds	4.23	4.10	3.52	3.52
Provision and maintenance of sporting facilities	4.13	4.18	3.52	3.57
Provision and maintenance of community halls/facilities	4.09	4.01	3.57	3.53
Support for community environmental initiatives	4.27▲	4.03	3.27	3.34
Restoration of natural bushland	4.21	4.11	3.30	3.36
Healthy, natural urban streams and creeks but not rivers	4.33	4.31	3.11	3.35▲
Encouraging recycling	4.57	4.62	3.35	3.56▲
Encouraging waste reduction initiatives	4.49	4.53	3.03	3.15
Managing development and growth	4.39	4.45	2.64	2.75
Enforcement of development and building regulations	4.35	4.29	2.75	2.84
Opportunities to participate in Council decision making	4.17	4.06	2.54	2.72
Council provision of information to residents	4.45	4.34	2.93	3.13
Town drinking water quality (taste, smell and colour)	4.73	N/A	3.79	N/A
Litter control and rubbish dumping	4.66	4.60	3.28	3.15
Reliability of town water	4.68	N/A	4.19	N/A
Overall sewerage system performance (chokes, overflows, odour)	4.54	N/A	4.13	N/A

▲▼ = A significantly higher level of importance/satisfaction (by year)



# Demographics

# Demographics

Q10. Please stop me when I read out your age group.

	%
18-34	18%
35-49	22%
50-64	27%
65+	33%

Base: N = 403

Q12. Were you born in Australia or overseas?

	%
Australia	86%
Overseas	14%

Base: N = 403

Q13. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	81%
I/We currently rent this property	19%

Base: N = 403

Q14. How long have you lived in the local area?

	%
Up to 2 years	4%
2 – 5 years	8%
6 – 10 years	13%
11 – 20 years	23%
More than 20 years	52%

Base: N = 403



# Demographics

QA4. Which town or village do you live in/near?

Town	%
Bowral	25%
Mittagong	16%
Moss Vale	15%
Villages	%
Bundanoon	7%
Exeter	5%
Colo Vale	4%
Hill Top	3%
Welby	3%
Burradoo	3%
Wingello	2%
Robertson	2%
New Berrima	2%
Penrose	2%
Berrima	2%
Braemar	1%
Fitzroy Falls	1%
Sutton Forest	1%

Villages	%
Burrawang	1%
Yerrinbool	1%
Balmoral	1%
Kangaloon	1%
Avoca	<1%
Aylmerton	<1%
Aylmerton	<1%
Canyonleigh	<1%
Glenquarry	<1%
High Range	<1%
Joadja	<1%
Medway	<1%
Renwick	<1%
Wildes Meadow	<1%
Willow Vale	<1%

Other specified	Count
Bullio	1
East Kangaloon	1

Base: N = 403

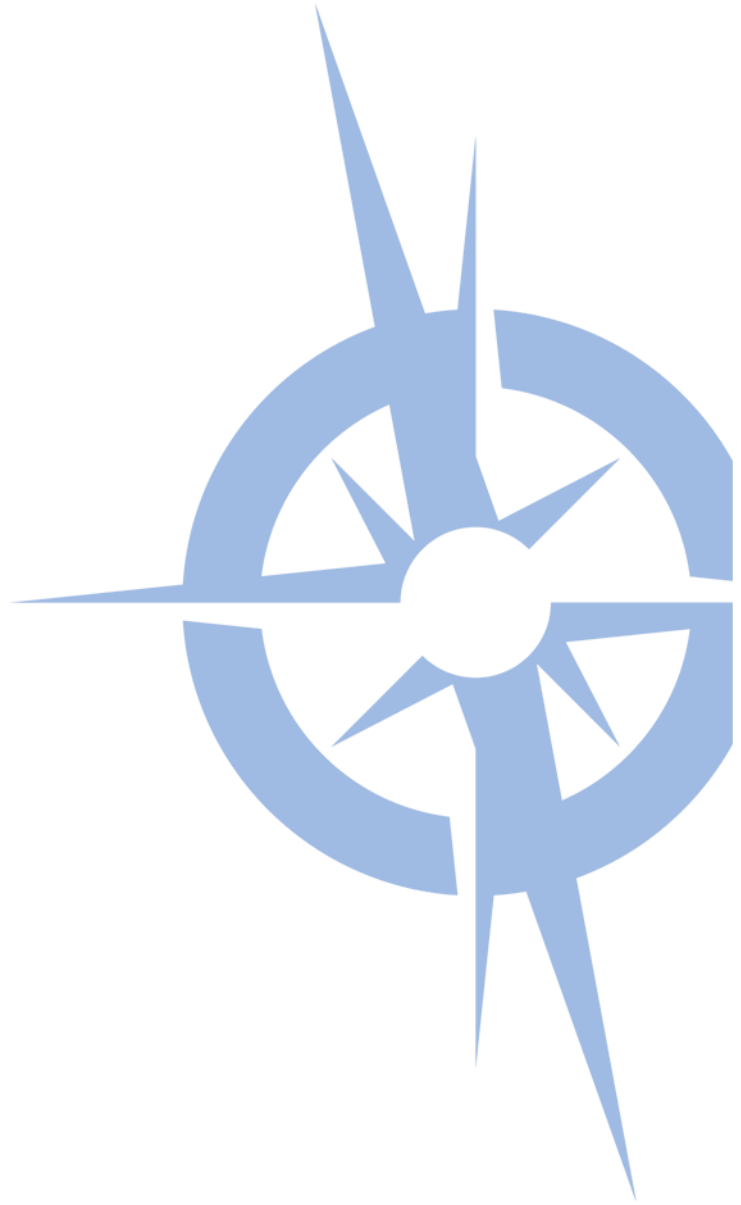
**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-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 both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Wingecarribee Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.





# Appendix A

# Best Thing about Living in the Wingecarribee Area

Q6a. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

	N=403
Natural environment/open space	18%
Country lifestyle	15%
Friendly community	12%
Peace and quiet	11%
Good weather/climate	9%
Central location/proximity to Sydney	8%
Not over crowded/busy	4%
Away from the city	3%
Fresh/clean air	3%
Good place to live	2%
Access to facilities	2%
Cleanliness	1%
Close to family	1%
Employment opportunities	1%
Healthcare systems	1%
History of the area	1%
It's home	1%
Less traffic	1%
Outdoor activities	1%
Overall atmosphere	1%
Quality of life	1%
Safety	1%
Everything	<1%
Local demographics	<1%
Restaurants and wineries	<1%
Shopping facilities	<1%
Support for the elderly	<1%
Transport	<1%
Don't know	4%



# Top priority in Future for Council

Q6b. Thinking about the next four years, what do you think is the top priority for Council to focus on?

	N=403
Improving/maintaining roads	20%
Controlling development/less houses	14%
Improving/maintaining footpaths	5%
Infrastructure development	5%
Moss Vale bypass	5%
Protecting/maintaining the environment	5%
More car parking	4%
Services/facilities for youth	4%
Traffic management	4%
Update/beautify area	3%
Economic management	2%
Employment opportunities	2%
Improving council overall	2%
More facilities	2%
Public transport	2%
Reducing rates	2%
Support for local business	2%
Communicate/listen to the community	1%
Healthcare	1%
Keeping area the same	1%
Looking after the community	1%
Population growth	1%
Preserving the history	1%
Recycling	1%
Support for the elderly	1%
Tourism (accommodation for tourists)	1%
Waste management	1%
Animal shelter	<1%
Climate change	<1%
Display numbers on houses	<1%
House fire policy	<1%
Increasing number of schools	<1%
Pedestrian safety	<1%
Don't know	6%

# Contact with Council

Q1. Have you contacted Council in the last 12 months?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Yes	43%	44%	42%	30%	59%▲	38%	44%	44%	41%
No	57%	56%	58%	70%	41%	62%	56%	56%	59%
Base	403	190	213	74	89	107	133	228	175

▲▼= Significantly higher/lower percentage (by group)

# Contact with Council

Q2a. Thinking of the last time you made contact with Council staff, how did you make contact?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Phone	54%	48%	60%	85%▲	63%	34%▼	48%	55%	52%
Council's customer contact centre	19%	20%	18%	0%	4%	5%	2%	18%	20%
Email	15%	21%	8%	15%	9%	27%▲	11%	13%	16%
Council information kiosk or workshop	3%	4%	2%	0%	0%	4%	4%	4%	2%
Online (via Council's website)	3%	3%	2%	0%▼	12%	26%	27%	2%	4%
Letter	2%	1%	4%	0%	4%	0%	3%	4%	0%
Meeting with a Council officer	2%	1%	3%	0%	0%	0%	2%▲	3%	1%
Spoke to at library	1%	0%	2%	0%	4%	0%	0%	0%	3%
Onsite with a Council officer	1%	1%	0%	0%	0%	0%	2%	1%	0%
Spoke to at local park, garden, sports field	<1%	1%	0%	0%	0%	0%	1%	0%	1%
Other	<1%	1%	0%	0%	0%	0%	1%	0%	1%
Base	172	84	88	22	52	40	58	101	71

▲▼= Significantly higher/lower percentage (by group)

# Contact with Council

Q2b. What was the nature of your enquiry?

Other specified	Count
Abandoned car removed	1
Animal registration	1
Beautification of the town	1
Booking a hall	1
Burial plot	1
Changing keys to the community centre as the President of the Garden Club	1
Community consultation	1
Councils attitude	1
Direct billing	1
Drainage services	1
Environmental conditions	1
General inquiry	1
Grant for sporting club	1
In regard to Council app	1
Livestock sale yards	1
Parking that was non-compliance	1
Pension concession	1
People threatening me at the garbage tip	1
Request	1
Water issue	1
Water leaking at front of house	1

# Means of Sourcing Information about Council

Q3. Where do you get your information about Council and its services, facilities, and activities?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Word of mouth	66%	61%	70%	79%▲	59%	72%	59%▼	65%	67%
Rates notice	58%	59%	57%	30%▼	61%	65%	66%▲	58%	58%
Website/Internet	57%	57%	58%	75%▲	76%▲	49%	42%▼	60%	54%
Council newsletter	51%	50%	51%	12%▼	39%	62%▲	71%▲	56%▲	44%
Radio	35%	37%	33%	35%	27%	47%▲	30%	33%	37%
Southern Highlands News Newspaper	35%	35%	34%	30%	20%▼	47%▲	38%	39%	29%
Social media	30%	21%	39%▲	65%▲	39%	26%	10%▼	31%	30%
Highlands Post Newspaper	27%	26%	28%	16%	14%▼	26%	42%▲	34%▲	18%
Other brochures/publications	24%	20%	28%	39%▲	14%	16%	29%	27%	21%
Libraries	19%	16%	22%	12%	19%	11%	29%▲	21%	16%
Emailed newsletter	17%	17%	17%	7%	17%	18%	22%	21%▲	12%
Personal visits to the Civic Centre	17%	19%	15%	2%▼	20%	15%	24%▲	19%	13%
Community consultation	13%	10%	15%	2%▼	26%▲	10%	12%	11%	14%
Other	2%	3%	2%	4%	0%	5%	1%	4%	1%
Base	403	190	213	74	89	107	133	228	175

▲▼ = Significantly higher/lower percentage (by group)

# Awareness of Council Projects

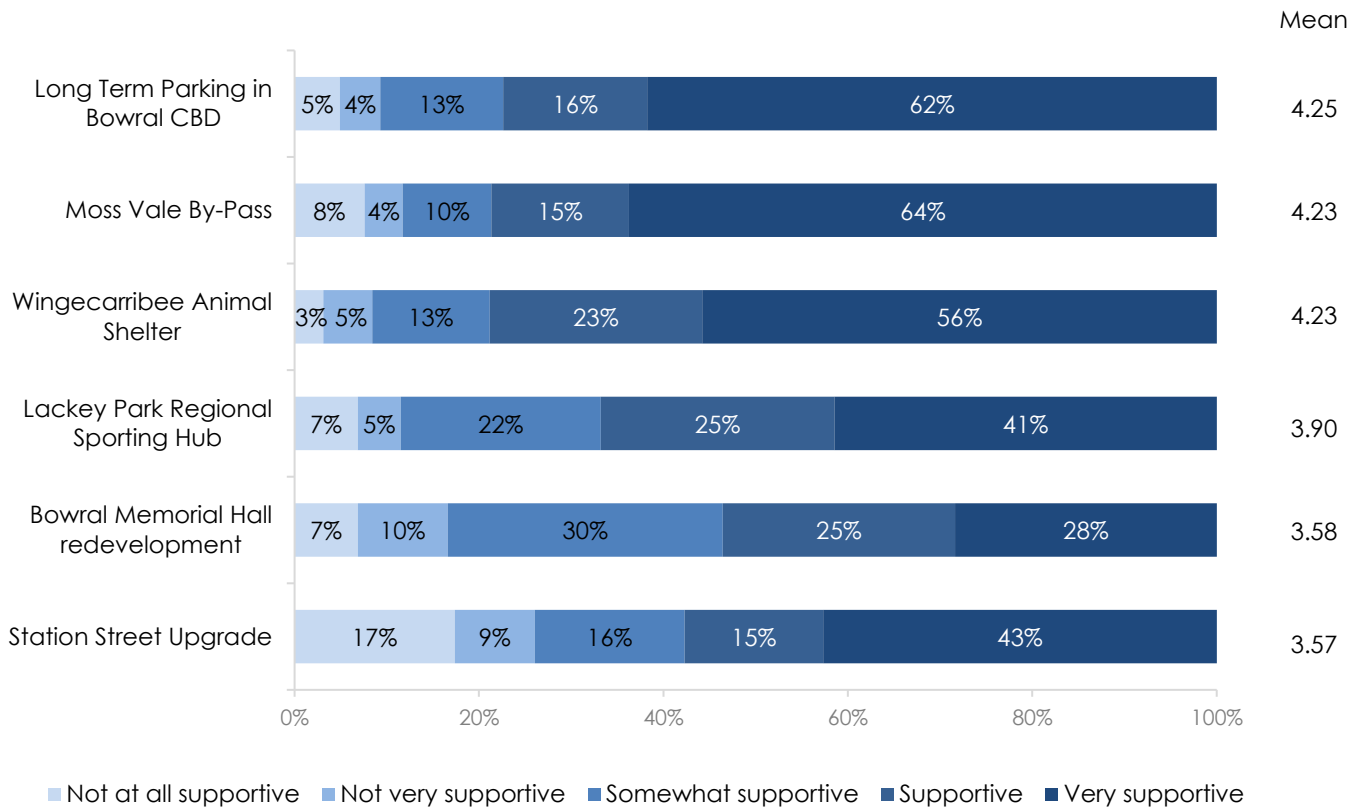
Q11a. Council is planning for a number of significant long-term projects. Which of the following project are you aware of?

	Overall 2019	Male	Female	18-34	35-49	50-64	65+	Town	Village
Station Street Upgrade	71%	69%	74%	54%▼	58%▼	82%▲	82%▲	74%	68%
Moss Vale By-Pass	51%	50%	51%	37%▼	49%	55%	56%	52%	49%
Wingecarribee Animal Shelter	49%	52%	47%	42%	47%	53%	52%	52%	46%
Long Term Parking in Bowral CBD	36%	37%	35%	40%	36%	37%	32%	40%	30%
Bowral Memorial Hall	33%	32%	34%	16%▼	29%	36%	44%▲	35%	30%
Lackey Park Regional Sporting Hub	20%	16%	24%	11%	17%	34%▲	17%	19%	21%
None of these	12%	13%	10%	14%	20%▲	7%	9%	8%	16%
Base	403	190	213	74	89	107	133	228	175

▲▼ = Significantly higher/lower percentage (by group)

# Support for Council Projects

Q11b. On a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive, how supportive are you of the:



Base: N=403

Scale: 1 = not at all satisfied, 5 = very satisfied



## 2031 Measures

Q9. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statements?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Town	Village
I feel a part of my local community	3.67	3.58	3.74	3.18▼	3.50	3.88	3.88▲	3.68	3.65
I feel there are adequate support networks available to me if I need them	3.49	3.43	3.54	3.25	2.99▼	3.70▲	3.78▲	3.57	3.38
I feel safe during the day	4.59	4.57	4.60	4.47	4.56	4.62	4.64	4.53	4.65
I feel safe during the night	4.14	4.30▲	4.01	3.88	3.98	4.28	4.29▲	4.02	4.30▲
I feel safe using public facilities	4.06	4.15	3.99	3.77	3.88	4.21	4.24▲	4.05	4.09
I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures	4.45	4.33	4.57▲	4.24	4.68▲	4.36	4.49	4.42	4.49
I feel that living in the Shire you have the opportunity to participate in arts and related activities	3.96	3.80	4.10▲	3.49▼	3.79	4.00	4.29▲	4.04	3.84
I feel that living in the Shire you have the opportunity to participate in recreational and sporting activities	4.01	3.96	4.07	3.91	3.81	4.10	4.14	3.97	4.07
I feel a part of my local community	3.67	3.58	3.74	3.18▼	3.50	3.88	3.88▲	3.68	3.65
Base	403	190	213	74	89	107	133	228	175

▲▼= Significantly higher/lower percentage (by group)



# Appendix B – Questionnaire



**Wingecarribee Shire Council  
Community Survey  
2019**

Good morning/afternoon/evening, my name is..... from Micromex Research and we are conducting a survey on behalf of Wingecarribee Shire Council on a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

**QA1. Before we start I would like to check whether you or an immediate family member works for, or represents, Wingecarribee Shire Council? (i.e. staff or councillor)**

- Yes **(terminate survey)**
- No

**QA2. Please stop me when I read out your age group. Prompt**

- 18 – 34
- 35 – 49
- 50 – 64
- 65 years and over

**QA3. Gender by voice.**

- Male
- Female

**QA4. Which town or village do you live in/near?**

**Towns - 60%**

- Mittagong
- Bowral
- Moss Vale

**Villages - 40%**

- |  |                                     |
|--|-------------------------------------|
| <input type="radio"/> Avoca                | <input type="radio"/> Hill Top      |
| <input type="radio"/> Aylmerton            | <input type="radio"/> Joadja        |
| <input type="radio"/> Balmoral             | <input type="radio"/> Kangaloon     |
| <input type="radio"/> Berrima              | <input type="radio"/> Medway        |
| <input type="radio"/> Braemar              | <input type="radio"/> New Berrima   |
| <input type="radio"/> Bundanoon            | <input type="radio"/> Penrose       |
| <input type="radio"/> Burradoo             | <input type="radio"/> Renwick       |
| <input type="radio"/> Burrawang            | <input type="radio"/> Robertson     |
| <input type="radio"/> Canyonleigh          | <input type="radio"/> Sutton Forest |
| <input type="radio"/> Colo Vale            | <input type="radio"/> Welby         |
| <input type="radio"/> Exeter               | <input type="radio"/> Wildes Meadow |
| <input type="radio"/> Fitzroy Falls        | <input type="radio"/> Willow Vale   |
| <input type="radio"/> Glenquarry           | <input type="radio"/> Wingello      |
| <input type="radio"/> High Range           | <input type="radio"/> Yerrinbool    |
| <input type="radio"/> Other (specify)..... |                                     |



## **Section A – Contact with Council**

I'd like you now to please think specifically about your experiences with Wingecarribee Shire Council.

**Q1. Have you contacted Council in the last 12 months?**

- Yes
- No **(Go to Q3)**

**Q2a. Thinking of the last time you made contact with Council staff, how did you make contact? Prompt**

- Phone
- Online (via Council's website)
- Email
- Letter
- Council's customer contact centre
- Meeting with a Council officer
- Onsite with a Council officer
- Council information kiosk or workshop
- Spoke to at local park, garden, sports field
- Spoke to at library
- Other (please specify).....

**Q2b. What was the nature of your enquiry? Prompt**

- Waste and clean up services
- Community services (youth, children, aged care)
- Roads, footpaths and parks, etc.
- Rates – land or water
- Building and development approval
- Town planning and zoning
- Library
- Other (please specify).....

**Q2c. How satisfied were you with the way your contact was handled? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q3. Where do you get your information about Council and its services, facilities and activities? Please answer yes or no as I read each one. Prompt**

- Southern Highlands News Newspaper
- Highlands Post Newspaper (free paper)
- Council newsletter (Wingecarribee Today – distributed quarterly via post to all residents)
- Emailed newsletter, for example 'Have Your Say', Arts Info and Wingecarribee Web
- Community consultation
- Rates notice
- Website/Internet
- Social media
- Radio
- Personal visits to the Civic Centre
- Libraries
- Word of mouth
- Other brochures/publications
- Other (please specify).....



**Q4a. How satisfied are you with the level of communication Council currently has with the community?**  
**Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Section B – Importance of, and satisfaction with, Council services**

Still thinking specifically about Wingecarribee Shire Council...

**Q5. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the service/facility to you, and in the second part, your level of satisfaction with the performance of that service/facility. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. Prompt**

**Note: All attributes rated on importance, attributes rated a 4 or 5 in importance they are then rated on satisfaction.**

	Importance					Satisfaction					N/A	
	Low		High			Low		High				
	1	2	3	4	5	1	2	3	4	5		
Revitalisation/beautification of town and village centres as well as the surrounding areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting heritage values and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and maintenance of local parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green waste collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Resource Recovery Centre (RCC/local tip)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and functionality of public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community safety/crime prevention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for aged persons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for the Aboriginal community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for child and family (i.e. services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for local business and employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of car parking in the town and village centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle paths and walking tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local traffic management (i.e. roundabouts, line marking, signage, traffic lights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of, and access to, public transport (i.e. bus shelters, footpaths, bus routes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing adequate drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and quality of footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Importance					Satisfaction					N/A	
	Low		High			Low		High				
	1	2	3	4	5	1	2	3	4	5		
Provision and maintenance of swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and operation of libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and maintenance of playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and maintenance of sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision and maintenance of community halls/facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for community environmental initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restoration of natural bushland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy, natural urban streams and creeks but not rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging waste reduction initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing development and growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of development and building regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in Council decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council provision of information to residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town drinking water quality (taste, smell and colour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control and rubbish dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of town water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall sewerage system performance (chokes, overflows, odour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section C – Overall satisfaction with Council and the local area**

**Q6a. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?**

.....

**Q6b. Thinking about the next four years, what do you think is the top priority for Council to focus on?**

.....

**Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q7b. Overall, how would you rate Council's image within the community? Prompt**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor



**Q8a. Thinking specifically about the councillors elected in September 2016, how satisfied are you with their performance on the following?**

**Representing a broad range of community matters fairly. Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Effective leadership and guidance of the community. Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q8b. Thinking overall about the councillors elected in September 2016, how satisfied are you with their overall performance? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Section D – 2031 Measures**

**Q9. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statements? Prompt**

	<b>Strongly disagree</b>			<b>Strongly agree</b>	
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I feel a part of my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel there are adequate support networks available to me if I need them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe during the night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe using public facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that living in the Shire you have the opportunity to participate in arts and related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that living in the Shire you have the opportunity to participate in recreational and sporting activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Q10. In the last 12 months have you participated in any volunteer activities?**

- Yes
- No

**Section E – Council Projects**

**Q11a. Council is planning for a number of significant long-term projects. Which of the following project are you aware of? Randomise**

	Aware	
	Yes	No
<b>Station Street Upgrade</b> – includes two lanes in each direction (between Bundaroo St and Bowral St), new roundabouts, improved parking facilities and access to town centre businesses	<input type="radio"/>	<input type="radio"/>
<b>Bowral Memorial Hall</b> – redevelopment of the hall including the historic School of Arts building into a modern concert hall which will be suited to the performance of unamplified music	<input type="radio"/>	<input type="radio"/>
<b>Moss Vale By-Pass</b> – 3.3km of new roads, railway overbridge and eight roundabouts to help alleviate traffic congestion. The bypass would provide alternative access to access the Hume Highway from Illawarra Highway	<input type="radio"/>	<input type="radio"/>
<b>Long Term Parking in Bowral CBD</b> – parking solutions within easy access to the Bowral CBD. Council need to acquire land in order to provide a structure which provides both long term and short term parking options	<input type="radio"/>	<input type="radio"/>
<b>Lackey Park Regional Sporting Hub</b> – upgrading this facility to a regional sports hub which would accommodate numerous sports across all seasons as there is no similar facility within the Wingecarribee Shire	<input type="radio"/>	<input type="radio"/>
<b>Wingecarribee Animal Shelter</b> – relocation of the Animal Shelter to a new site and construction of a purpose-built shelter facility is required to bring the shelter to an acceptable standard. Acquisition of land will also be required for this project	<input type="radio"/>	<input type="radio"/>

**Q11b. On a scale of 1 to 5, where 1 is not at all supportive and 5 is very supportive, how supportive are you of the: Randomise. Prompt**

	Not at all supportive		Very supportive		
	1	2	3	4	5
Station Street Upgrade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bowral Memorial Hall redevelopment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moss Vale By-Pass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long Term Parking in Bowral CBD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lackey Park Regional Sporting Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wingecarribee Animal Shelter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q11c. Have any of the mentioned projects influenced your view on Council's planning for the local area, either in a positive or a negative way?**

- Yes - Positive
- Yes - Negative
- No (Go to Q12)

**Q11d. Please describe what strongly influenced your view. (Up to 2 responses)**

.....



**Section F – Demographic and Profiling questions**

**Q12. Were you born in Australia or overseas?**

- Australia
- Overseas

**Q13. Which of the following best describes the house where you are currently living? *Prompt***

- I/We own/are currently buying this property
- I/We currently rent this property

**Q14. How long have you lived in the local area? *Prompt***

- Up to 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

**In the future after we analyse the results from this research we may be conducting further consultations with residents.**

**Q15a. Would you be interested in being recontacted in the future by Council?**

- Yes
- No **(Go to end)**

**Q15b. (If yes), what are your contact details?**

Name.....  
Telephone.....  
Email.....

**Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of Wingecarribee Shire Council.**

**Contact - Danielle Lidgard 48680888**

