



Wingecarribee Shire Council

Community Research

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Date: July 2015



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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 the community's level of satisfaction with regards to contact they have had with Council staff
- Identifying trends and benchmark results against the research conducted previously

To facilitate this, Micromex Research was contracted to develop a survey template that enabled 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 24th – 30th June 2015 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Wingecarribee Shire Council Government Area.

Sample selection and error

The sample consisted of a total of 407 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 407 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=407 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 the answer "satisfied" (33%) to the overall satisfaction question could vary from 28% to 38%.

The sample was weighted by age and gender to reflect the 2011 ABS census data.

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 not being employed, nor having an immediate family member employed, by 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 for a mid-range position for those who had a divided or neutral opinion.

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

Percentages

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

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.

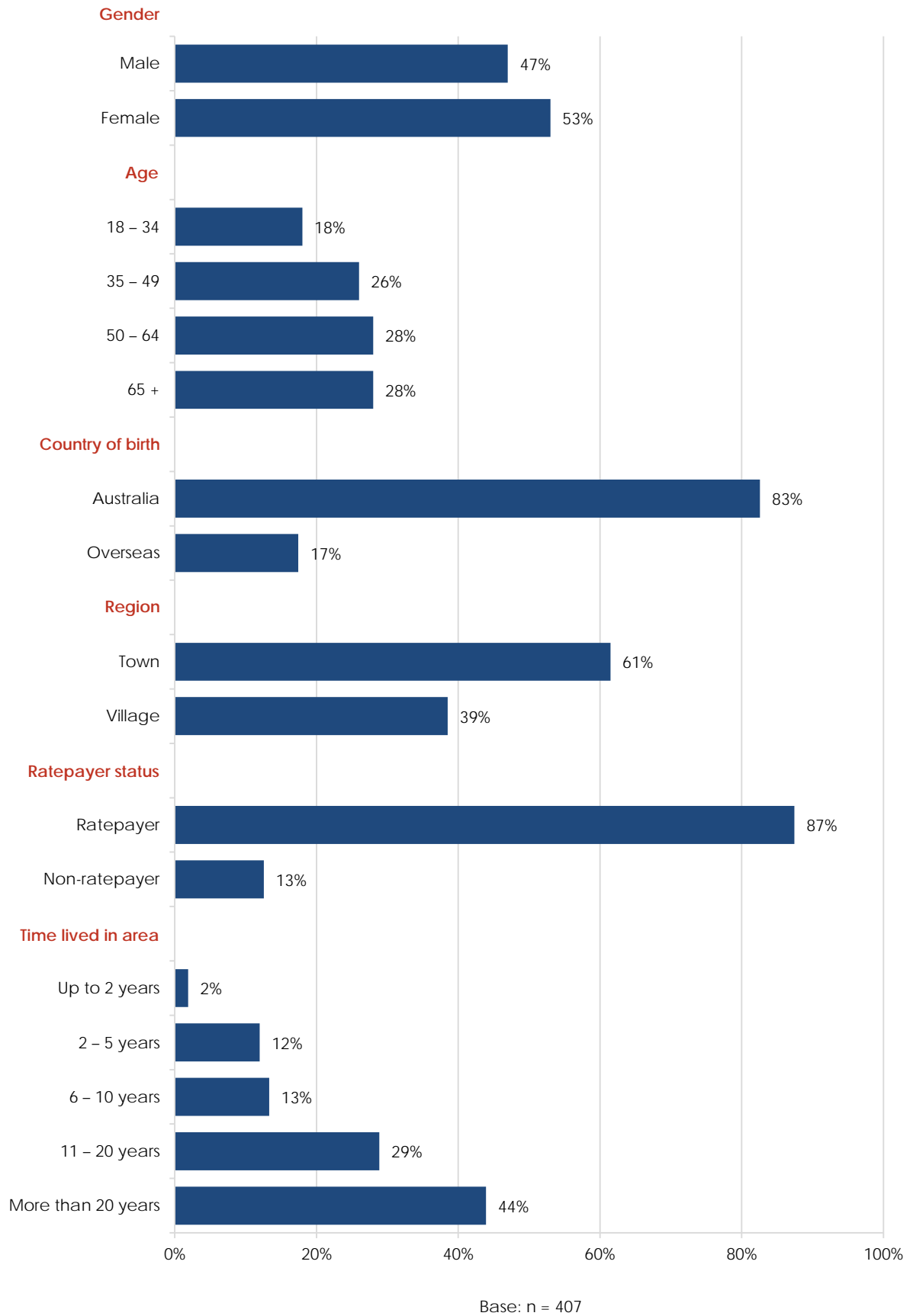
As the raw data has been weighted to reflect the real community profile of Wingecarribee Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some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

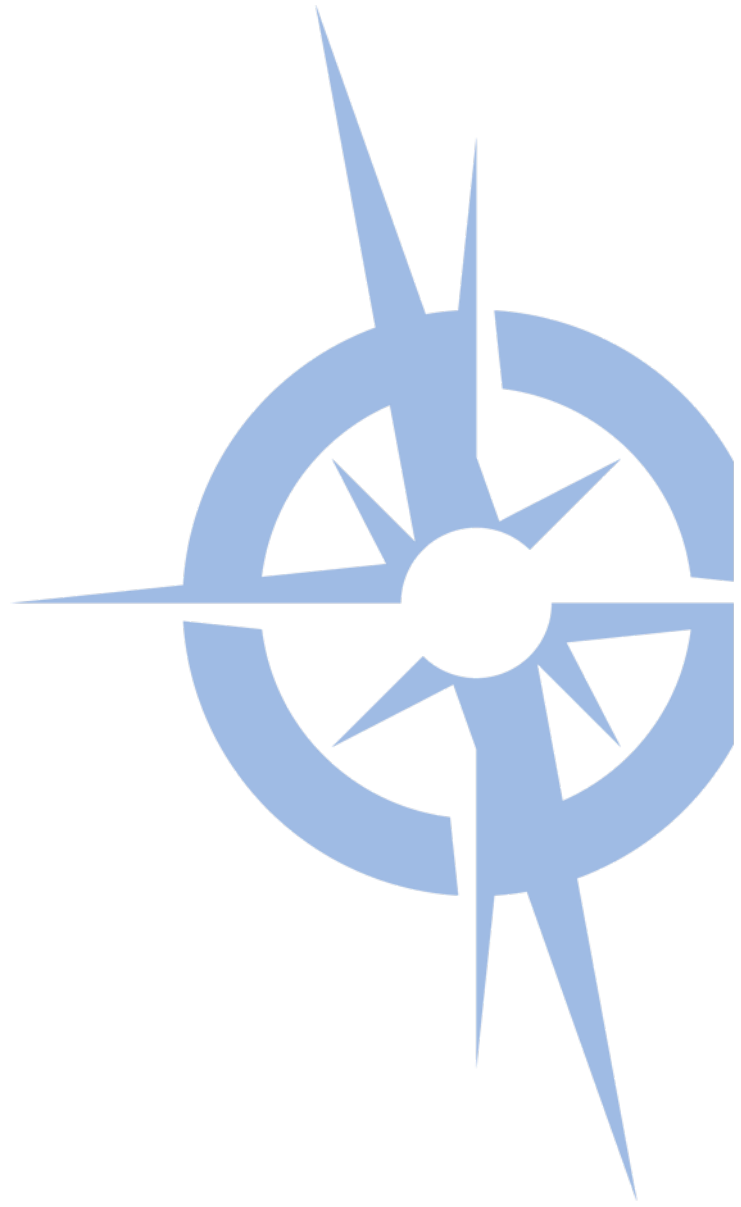




Sample Profile

Sample Profile





Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

82% of residents were at least 'somewhat satisfied' with the performance of Council in the last 12 months. From a mean score perspective, this result remains on par with 2012 and is in line with the 'Regional' Benchmark.

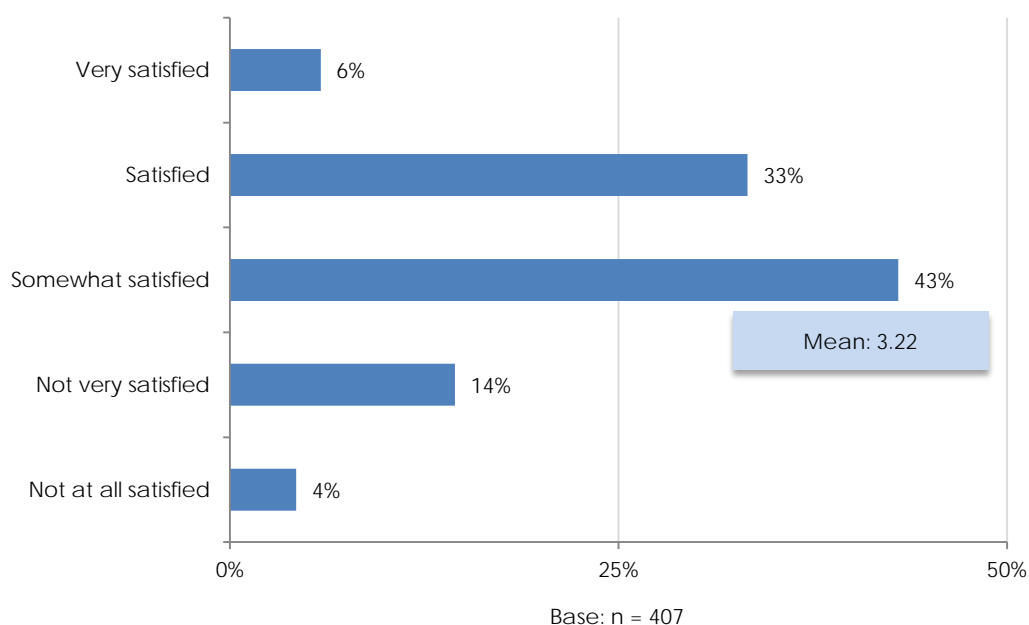
There were similar levels of satisfaction across the demographics.

Q6a. 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 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.22	3.14	3.45	3.29	3.13	3.19	3.29	3.14	3.29	3.26	3.15

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Wingecarribee Shire Council 2015
Mean ratings	3.45	3.22	3.31	3.22

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



Key Findings

Council's Image within the Community

Summary

43% of residents rated Council's image within the community as 'good' to 'excellent'. Image scores appear to have consolidated from where they were in 2012, however, compared to Micromex's LGA Brand Scores, there are opportunities to strengthen Council's brand perceptions among residents.

Residents aged 18-34 rated Council's image significantly higher.

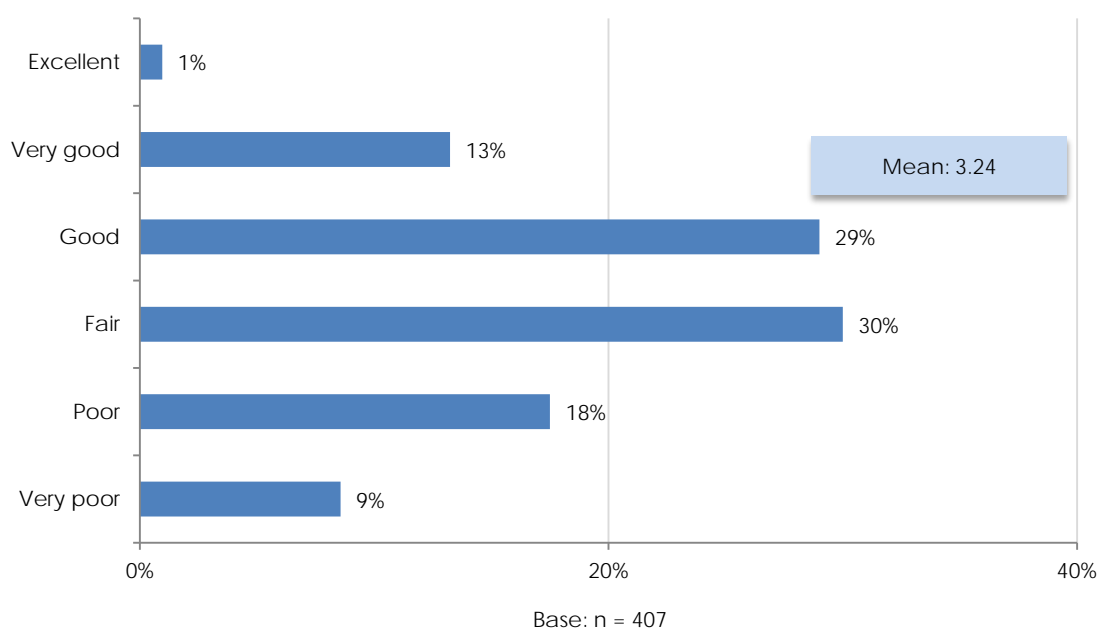
Q6c. Overall, how would you rate Council's image within the community?

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.24	3.16	3.82▲	3.04	3.00	3.29	3.19	3.29	3.23	3.26

NSW LGA BRAND SCORES – COUNCIL'S IMAGE	Metro	Regional	All of NSW	Wingecarribee Shire Council 2015
Mean ratings	3.83▲	3.38	3.55▲	3.24▼

Scale: 1 = very poor, 6 = Excellent

▲▼ = significantly higher/lower (by group)



Key Findings

Best Aspects about Living in the Wingecarribee Area

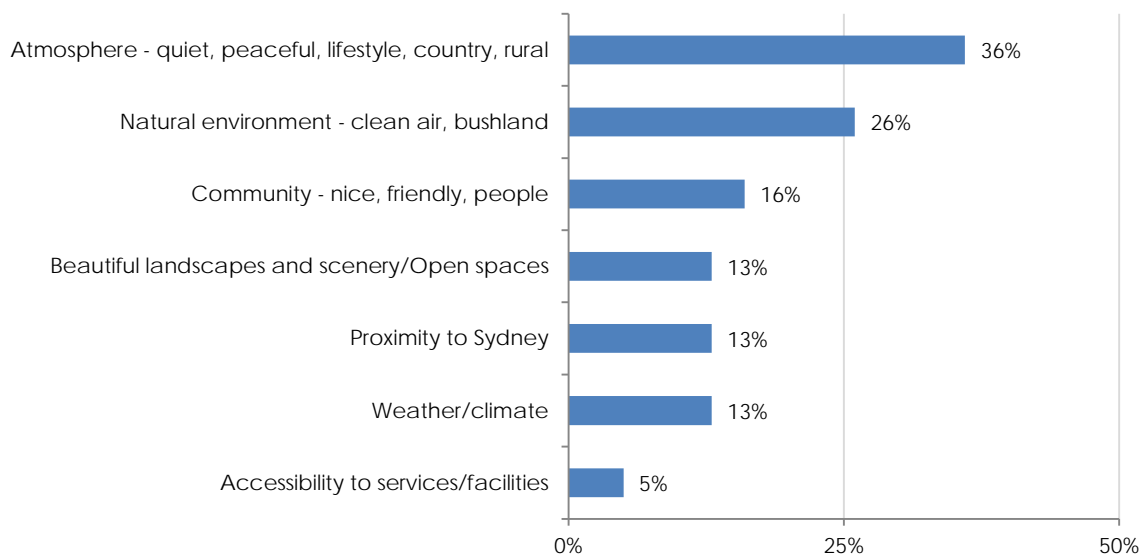
Summary

Residents felt the best thing about living in the Wingecarribee area was the 'atmosphere', specifically in relation to the quiet and peaceful lifestyle and the country/rural characteristics, as well as the natural environment and the nice/friendly community. Further to this, residents value being able to experience living in a country/rural atmosphere but also being in close proximity to Sydney.

Q6d. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

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.



Base: n = 407



Key Findings

Top Priority for Council in the Next Four Years

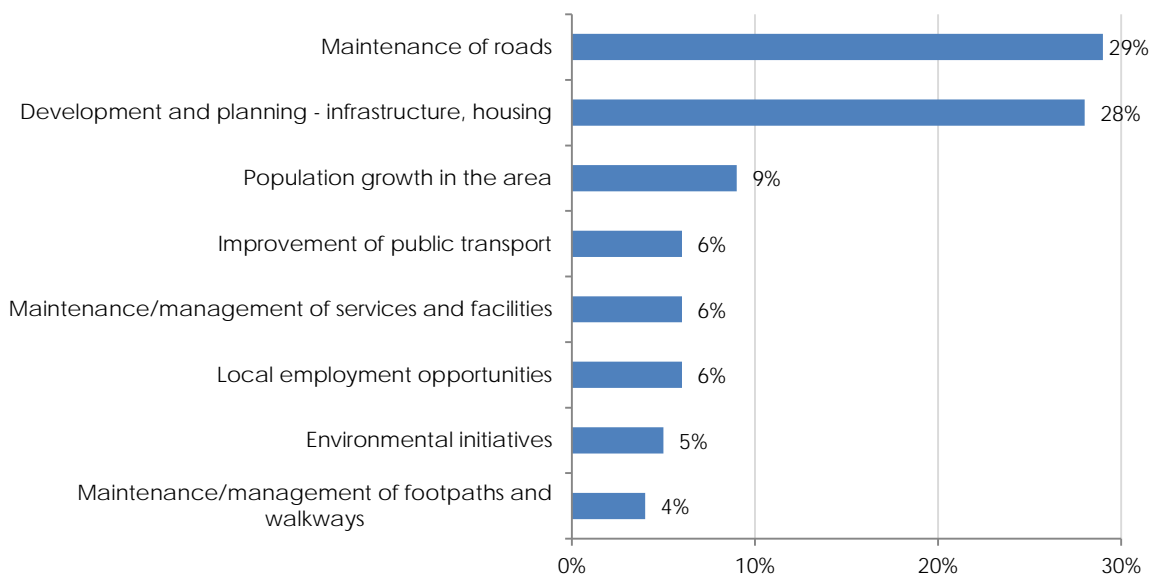
Summary

Residents believe Council should focus on the maintenance of roads, development and planning of infrastructure and housing in the area, and take into account the growing population in Wingecarribee over the next four years. Following on from this, the maintenance and management of local infrastructure and services and local employment opportunities will also need to be improved and expanded in order to cater for the growing population.

Q6e. 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.



Base: n = 407



Key Findings

Comparison to LGA Benchmarks

4 of the criteria, 'cleanliness and functionality of public toilets', 'community safety/crime prevention', 'support for aged persons', and 'cycle paths and walking tracks', received ratings greater than the 0.15 scope, whilst 'opportunities to participate in Council decision making', 'availability of car parking in the town and village centres', 'provision and quality of footpaths', 'provision and maintenance of local parks and gardens', 'overall satisfaction with the way contact was handled', 'providing adequate drainage', and 'condition of local roads' fell below.

Service/Facility	Wingecarribee Shire Council Satisfaction Scores	Benchmark Variances
Cleanliness and functionality of public toilets	3.41	+0.27▲
Community safety/crime prevention	3.72	+0.26▲
Support for aged persons	3.72	+0.18▲
Cycle paths and walking tracks	3.37	+0.17▲
Support for people with a disability	3.50	+0.13
Encouraging recycling	4.01	+0.12
Domestic garbage collection	4.19	+0.09
Support for local business and employment	3.26	+0.08
Support for community environmental initiatives	3.43	+0.06
Provision and maintenance of swimming pools	3.70	+0.03
Provision and maintenance of community halls/facilities	3.65	+0.00
Provision and operation of libraries	4.11	-0.03
Restoration of natural bushland	3.53	-0.03
Provision and maintenance of sporting facilities	3.65	-0.07
Overall satisfaction with the level of communication Council has with the community	3.43	-0.07
Managing development and growth	3.00	-0.07
Support for youth	3.07	-0.09
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.23	-0.11
Provision and maintenance of playgrounds	3.61	-0.12
Protecting heritage values and buildings	3.37	-0.13
Council provision of information to residents	3.20	-0.14
Opportunities to participate in Council decision making	2.82	-0.16▼
Availability of car parking in the town and village centres	2.80	-0.20▼
Provision and quality of footpaths	2.82	-0.22▼
Provision and maintenance of local parks and gardens	3.50	-0.22▼
Overall satisfaction with the way contact was handled	3.57	-0.37▼
Providing adequate drainage	2.88	-0.41▼
Condition of local roads	2.30	-0.49▼

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

▲▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



Key Findings

Key Importance Trends

Compared to the previous research conducted in 2012, there were significant increases in residents' levels of importance with 9 of the 39 services and facilities provided by Council, these were:

- Support for the Aboriginal community (3.92 cf. 3.65)
- Provision and maintenance of playgrounds (4.13 cf. 3.97)
- Availability of, and access to, public transport (4.08 cf. 3.85)
- Provision and maintenance of swimming pools (4.03 cf. 3.68)
- Protecting heritage values and buildings (3.99 cf. 3.83)
- Providing adequate drainage (4.33 cf. 4.15)
- Support for community environmental initiatives (4.08 cf. 3.94)
- Council provision of information to residents (4.36 cf. 4.24)
- Opportunities to participate in Council decision making (4.07 cf. 3.89)

Key Satisfaction Trends

Compared to the previous research conducted in 2012, there were significant increases in residents' levels of satisfaction with 22 of the 39 services and facilities provided by Council, these were:

- Community safety/crime prevention (3.72 cf. 3.50)
- Support for people with a disability (3.50 cf. 3.32)
- Support for aged persons (3.72 cf. 3.47)
- Support for youth (3.07 cf. 2.73)
- Festivals and events (3.76 cf. 3.56)
- Condition of local roads (2.30 cf. 2.07)
- Availability of car parking in the town and village centres (2.80 cf. 2.57)
- Provision and quality of footpaths (2.82 cf. 2.65)
- Provision and maintenance of sporting facilities (3.65 cf. 3.46)
- Cleanliness and functionality of public toilets (3.41 cf. 3.21)
- Provision and maintenance of swimming pools (3.70 cf. 2.98)
- Provision and maintenance of community halls/facilities (3.65 cf. 3.48)
- Litter control and rubbish dumping (3.40 cf. 3.22)
- Encouraging recycling (4.01 cf. 3.52)
- Encouraging waste reduction initiatives (3.54 cf. 3.20)
- Managing development and growth (3.00 cf. 2.82)
- Healthy, natural urban and streams and creeks but not rivers (3.37 cf. 3.14)
- The Resource Recovery Centre (3.96 cf. 3.51)
- Restoration of natural bushland (3.53 cf. 3.36)
- Green waste collection (4.30 cf. 2.27)
- Support for local business and employment (3.26 cf. 3.07)
- Support for tourism (3.71 cf. 3.55)



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 mean satisfaction score from the mean 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 39 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Wingecarribee Shire Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'support for people with a disability' was given an importance score of 4.43, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.50, which indicates that residents are 'moderately satisfied' with Wingecarribee Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'green waste collection' (3.87 importance vs. 4.30 satisfaction), we can identify that the facility/service has only 'moderately high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.



Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Ranking 2012	Ranking 2015	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Condition of local roads	4.58	2.30	2.28
2	2	Availability of car parking in the town and village centres	4.33	2.80	1.53
3	3	Provision and quality of footpaths	4.32	2.82	1.50
7	4	Providing adequate drainage	4.33	2.88	1.45
10	5▼	Availability of, and access to, public transport	4.08	2.79	1.29
6	6	Managing development and growth	4.27	3.00	1.27
12	7▼	Opportunities to participate in Council decision making	4.07	2.82	1.25
5	8	Support for youth	4.30	3.07	1.23
11	9	Enforcement of development and building regulations	4.17	2.98	1.19
9	10	Litter control and rubbish dumping	4.58	3.40	1.18
8	11	Support for local business and employment	4.42	3.26	1.16
14		Council provision of information to residents	4.36	3.20	1.16
15	13	Local traffic management	4.30	3.16	1.14
16	14	Support for people with a disability	4.43	3.50	0.93
13	15	Encouraging waste reduction initiatives	4.44	3.54	0.90
17	16	Healthy, natural urban streams and creeks but not rivers	4.21	3.37	0.84
22	17▼	Provision and maintenance of local parks and gardens	4.31	3.50	0.81
19	18	Community safety/crime prevention	4.46	3.72	0.74
20	19	Cleanliness and functionality of public toilets	4.14	3.41	0.73
29	20▼	Cycle paths and walking tracks	4.09	3.37	0.72
27	21	Support for community environmental initiatives	4.08	3.43	0.65
32	22▼	Protecting heritage values and buildings	3.99	3.37	0.62
21		Support for aged persons	4.34	3.72	0.62
24	24	Revitalisation/beautification of town and village centres as well as the surrounding areas	3.81	3.23	0.58
25	25	Restoration of natural bushland	4.10	3.53	0.57
33	26	Support for the Aboriginal community	3.92	3.36	0.56
34		Provision and maintenance of playgrounds	4.13	3.61	0.52
18	27▲	Encouraging recycling	4.53	4.01	0.52
26		Provision and maintenance of sporting facilities	4.17	3.65	0.52
35	30	Town water quality	4.62	4.17	0.45
30	31	Support for tourism	4.11	3.71	0.40
22	32▲	Provision and maintenance of swimming pools	4.03	3.70	0.33
36	33	Domestic garbage collection	4.49	4.19	0.30
30	34	Provision and maintenance of community halls/facilities	3.93	3.65	0.28
28	35▲	The Resource Recovery Centre	4.18	3.96	0.22
37	36	Dog control	3.80	3.63	0.17
39	37	Provision and operation of libraries	4.20	4.11	0.09
38	38	Festivals and events	3.73	3.76	-0.03
4	39▲	Green waste collection	3.87	4.30	-0.43

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

▲▼ = significantly positive/negative shift in ranking (2015 compared to 2012)



Key Findings

When we examine the 12 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.30 and 3.40, which indicates that resident satisfaction for these measures is 'low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Condition of local roads	4.58	2.30	2.28
2	Availability of car parking in the town and village centres	4.33	2.80	1.53
3	Provision and quality of footpaths	4.32	2.82	1.50
4	Providing adequate drainage	4.33	2.88	1.45
5	Availability of, and access to, public transport	4.08	2.79	1.29
6	Managing development and growth	4.27	3.00	1.27
7	Opportunities to participate in Council decision making	4.07	2.82	1.25
8	Support for youth	4.30	3.07	1.23
9	Enforcement of development and building regulations	4.17	2.98	1.19
10	Litter control and rubbish dumping	4.58	3.40	1.18
11	Support for local business and employment	4.42	3.26	1.16
	Council provision of information to residents	4.36	3.20	1.16

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.

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

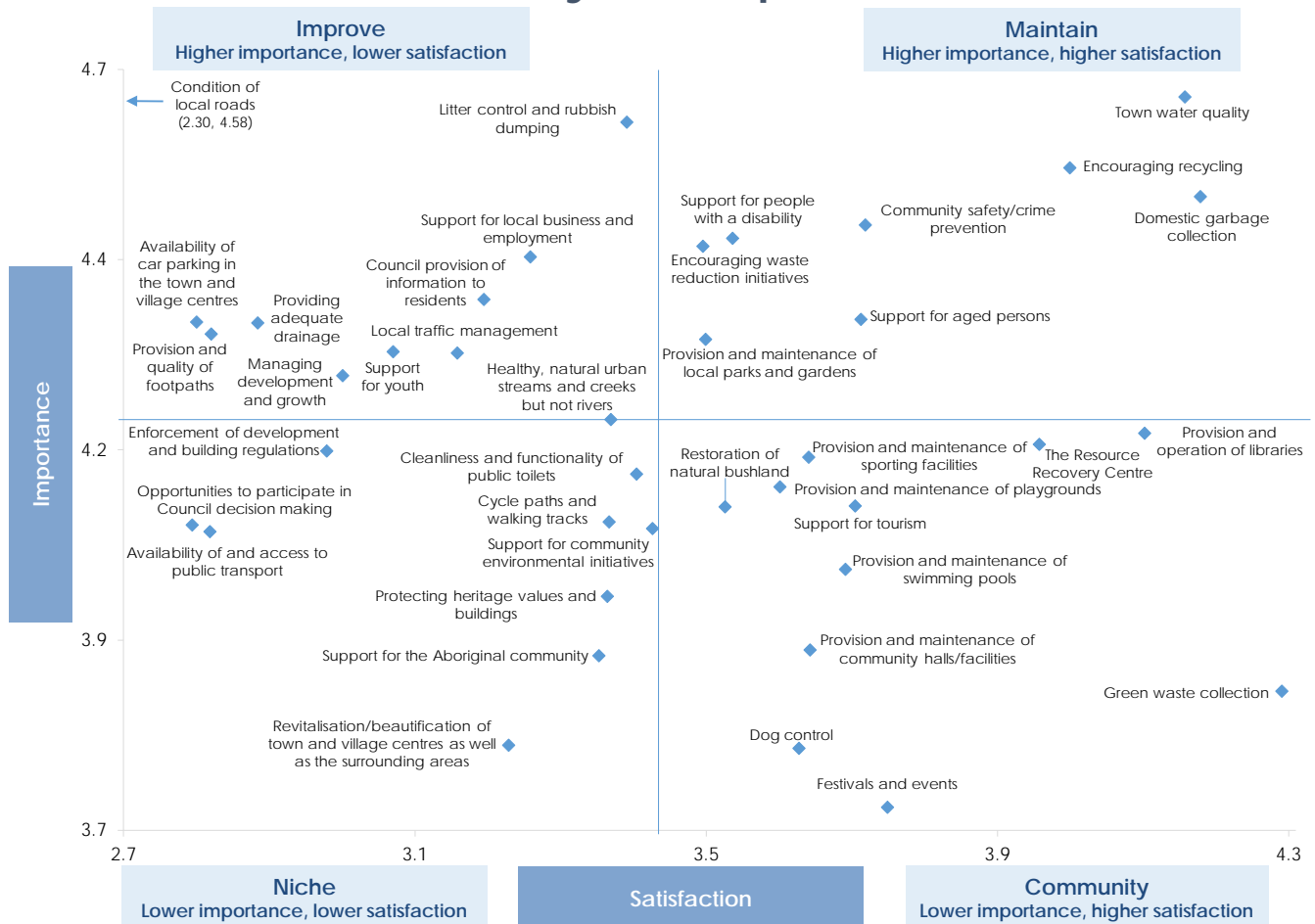
Quadrant Analysis

Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Wingecarribee Shire Council's performance 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.21 and the average rated satisfaction score was 3.44. Therefore, any facility or service that received a mean stated importance score of ≥ 4.21 would be plotted in the higher importance section and, conversely, any that scored < 4.21 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.44. 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 v Satisfaction



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'town water quality', 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 'availability of car parking in the town and village centres', are areas where Council is perceived to be currently under-performing and 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 'enforcement of development and building regulations', 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 'restoration of natural bushland', 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 '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.

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'.



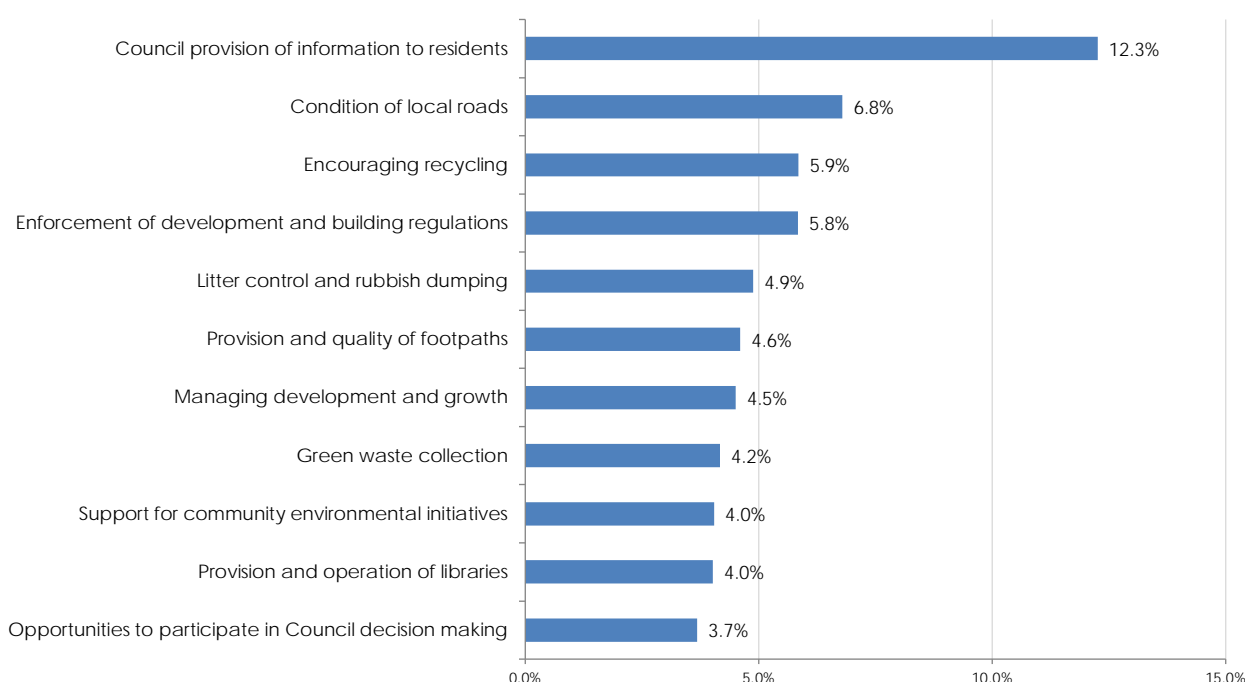
Key Findings

Key Drivers of Satisfaction with Wingecarribee Shire Council

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

These top 11 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 28 attributes we obtained measures on have only a limited impact on the community's satisfaction with Wingecarribee Shire Council's performance. Therefore, whilst all 39 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 11 Indicators Contribute to Over 60% of Overall Satisfaction with Council



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

These 11 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, 'provision and operation of libraries' contributes 4.0% towards overall satisfaction, while 'Council provision of information to residents' (12.3%) is a far stronger driver, contributing over three times as much to overall satisfaction with Council.



Key Findings

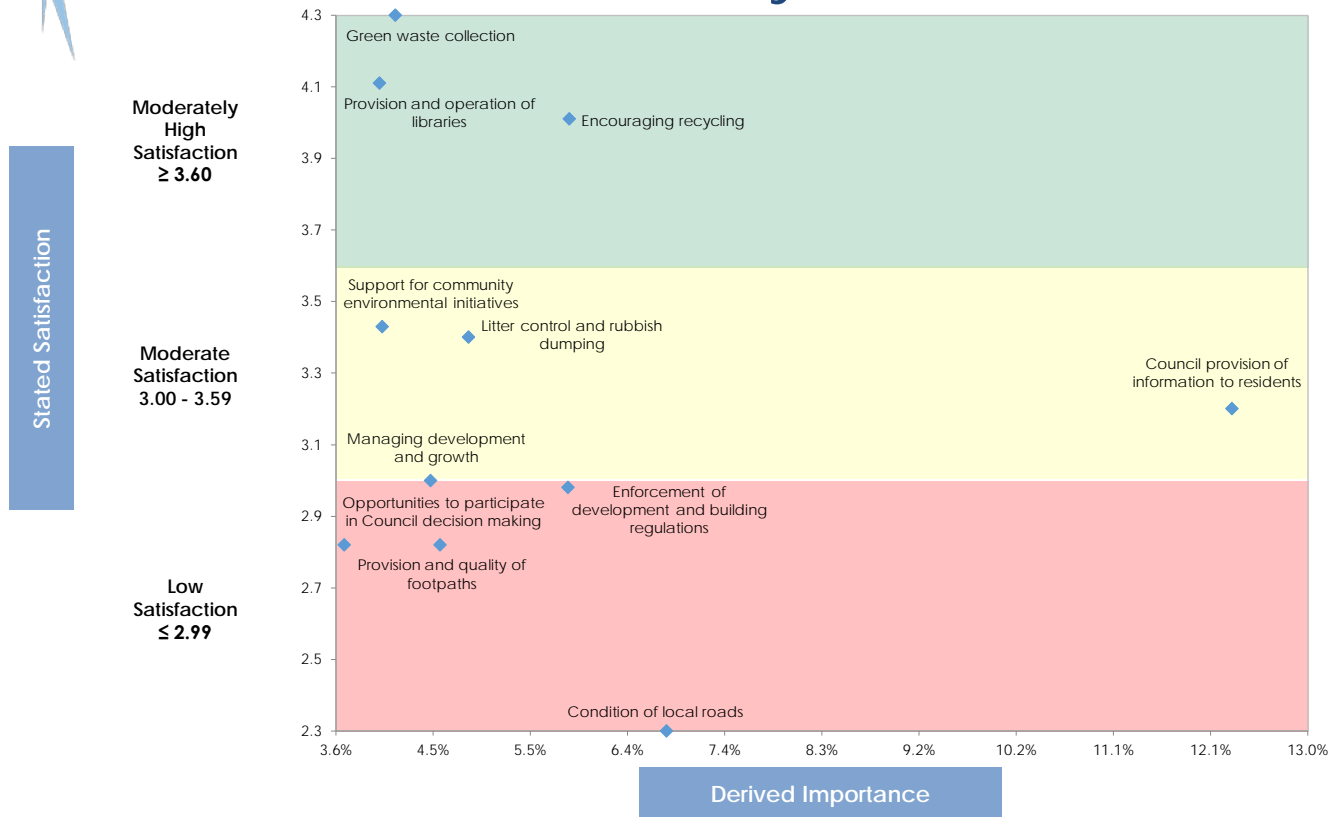
Clarifying Priorities

By mapping satisfaction against derived importance we can see for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'encouraging recycling', 'provision and operation of libraries' and 'green waste collection'. 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 'low' 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 'Council provision of information to residents', 'managing development and growth', 'litter control and rubbish dumping', and 'support for community environmental initiatives', while performing moderately satisfactory, could be consolidated.

Further to this, areas such as 'condition of local roads', 'enforcement of development and building regulations', 'provision and quality of footpaths', and 'opportunities to participate in Council decision making' are all issues Council should address and clarify resident expectations of Council's position and advocacy on these matters.

Key Findings

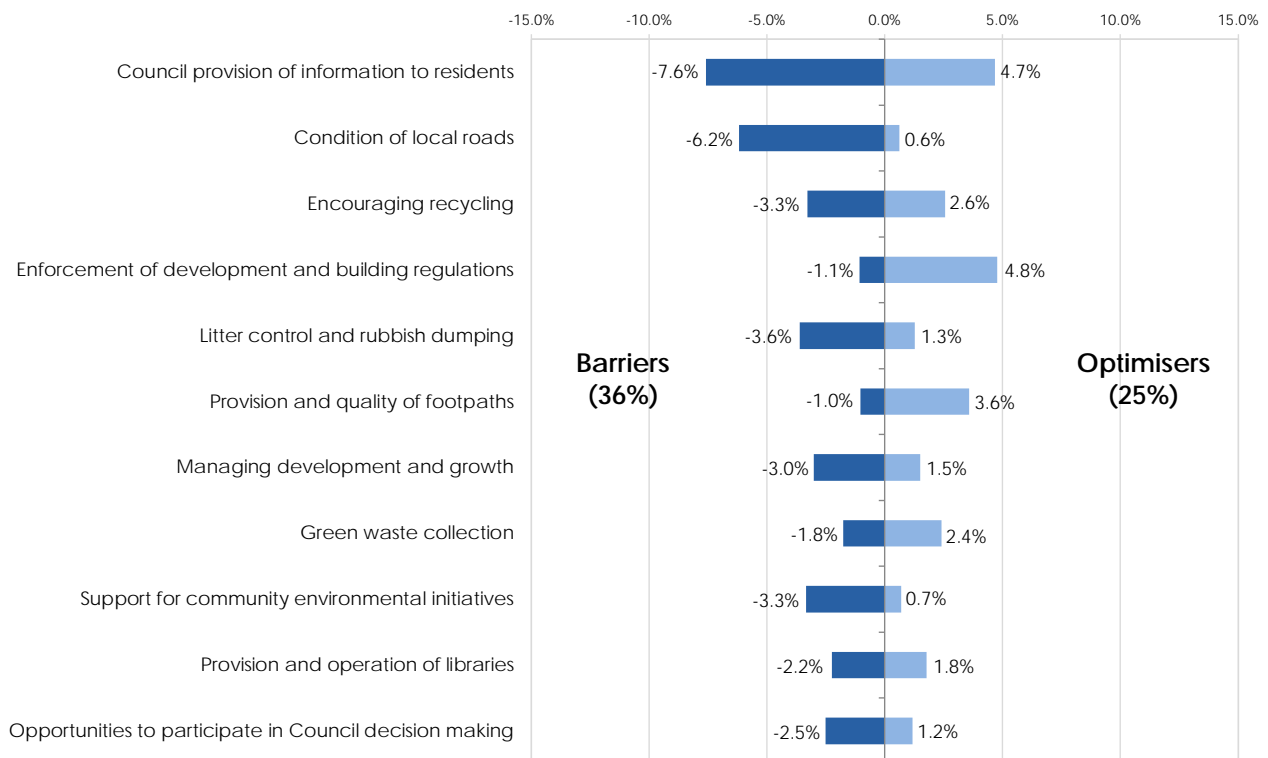
Advanced Shapley Outcomes

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.

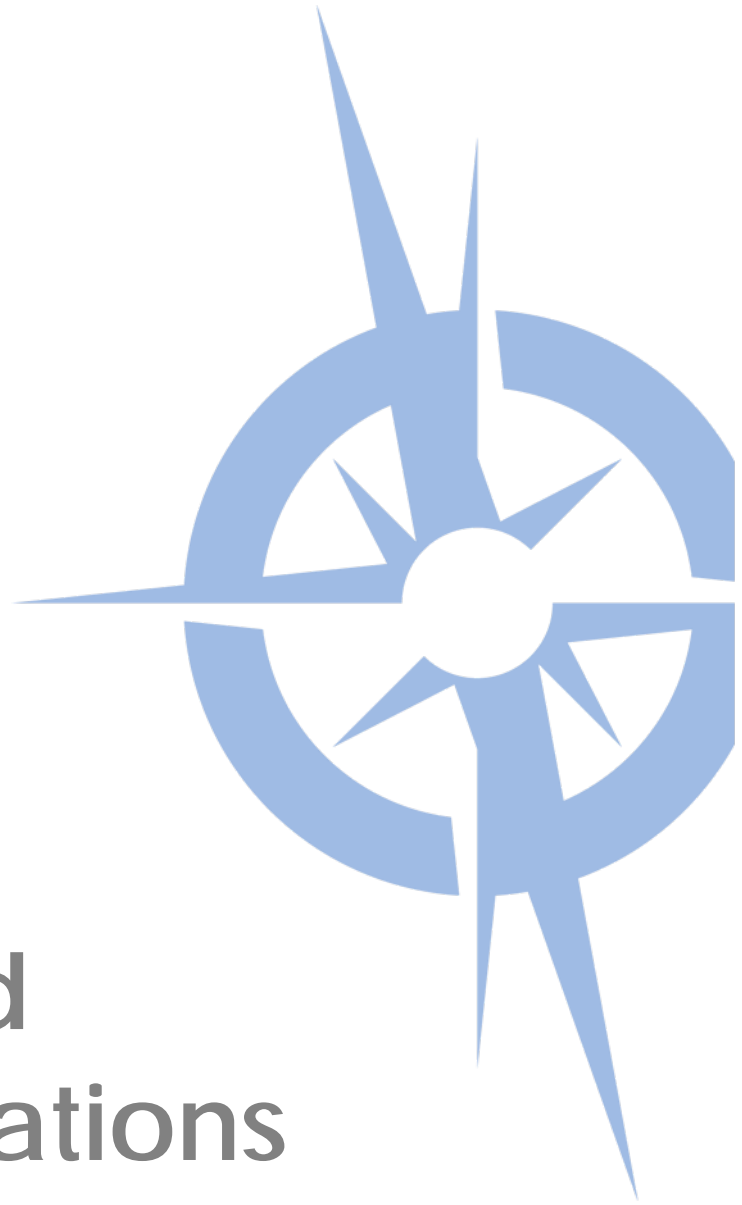
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being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



Summary and Recommendations

Summary and Recommendations

Summary

Wingecarribee Shire Council is providing at least a moderate level of satisfaction for 32 of the 39 service/facility areas and overall satisfaction with council performance remains in line with the previous survey.

From a performance perspective there have been some marked improvements with community satisfaction significantly increasing for 22 of the 39 service/facility areas measured. Considering this improvement it would be expected that overall satisfaction should have also increased, however it has remained static. This indicates that external factors beyond the delivery of services/facilities are impacting and hindering the perception of Council's performance and Council's image. In other councils we have worked with, this type of result has been caused by political divisions between councillors and/or disputes between senior management and the councillors. In 2012 we conducted a NSW LGA branding study and the results demonstrated that outside of performance measures, affinity attributes such as the demonstrated behaviours/values and visions of an LGA contribute significantly to image perceptions and highly correlate with overall satisfaction ratings.

Our advanced analysis reveals that community engagement areas, i.e. 'Council provision of information to residents' and 'opportunities to participate in Council decision making' are the most impactful meta drivers of overall satisfaction.

The specific opportunity areas/contributors that can be leveraged to consolidate and optimise overall satisfaction are; 'encouraging recycling', 'litter control and rubbish dumping', and 'support for community environmental initiatives', as well as infrastructure/development areas such as 'condition of local roads' and 'managing development and growth'.

Recommendations

Based on the results of this research Council should;

- Clarify residents' aspirations and expectations concerning the condition of local roads and footpaths
- Engage with the community about the current and proposed deliverables that are intended to manage and address infrastructure and development across the LGA, specifically those targeted to mitigate active populational pressures
- Identify and address the affinity measures beyond performance that are impacting on the community's perception of Wingecarribee's brand image
- Focus on engaging and consulting with residents to ensure their concerns and enquiries are acknowledged – this could also contextualise resident expectations regarding Council's role within the community
- Determine resident expectations with regard to the environmental initiatives in the local area





Section A

Detailed Findings

Importance of, and Satisfaction with, Council Services and Facilities

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.

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:	
1.99 or lower	'Very low'
2.00 – 2.49	'Low'
2.50 – 2.99	'Moderately low'
3.00 – 3.59	'Moderate'
3.60 – 3.89	'Moderately high'
3.90 – 4.19	'High'
4.20 – 4.49	'Very high'
4.50 +	'Extremely high'

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

We Explored Resident Response to 39 Service Areas

People

Festivals and events
 Community safety/crime prevention
 Support for aged persons
 Support for people with a disability
 Support for youth
 Support for the Aboriginal community
 Provision and operation of libraries

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 i.e. roundabouts, line marking, signage, traffic lights
 Availability of, and access to, public transport i.e. bus shelters, footpaths, bus routes
 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

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

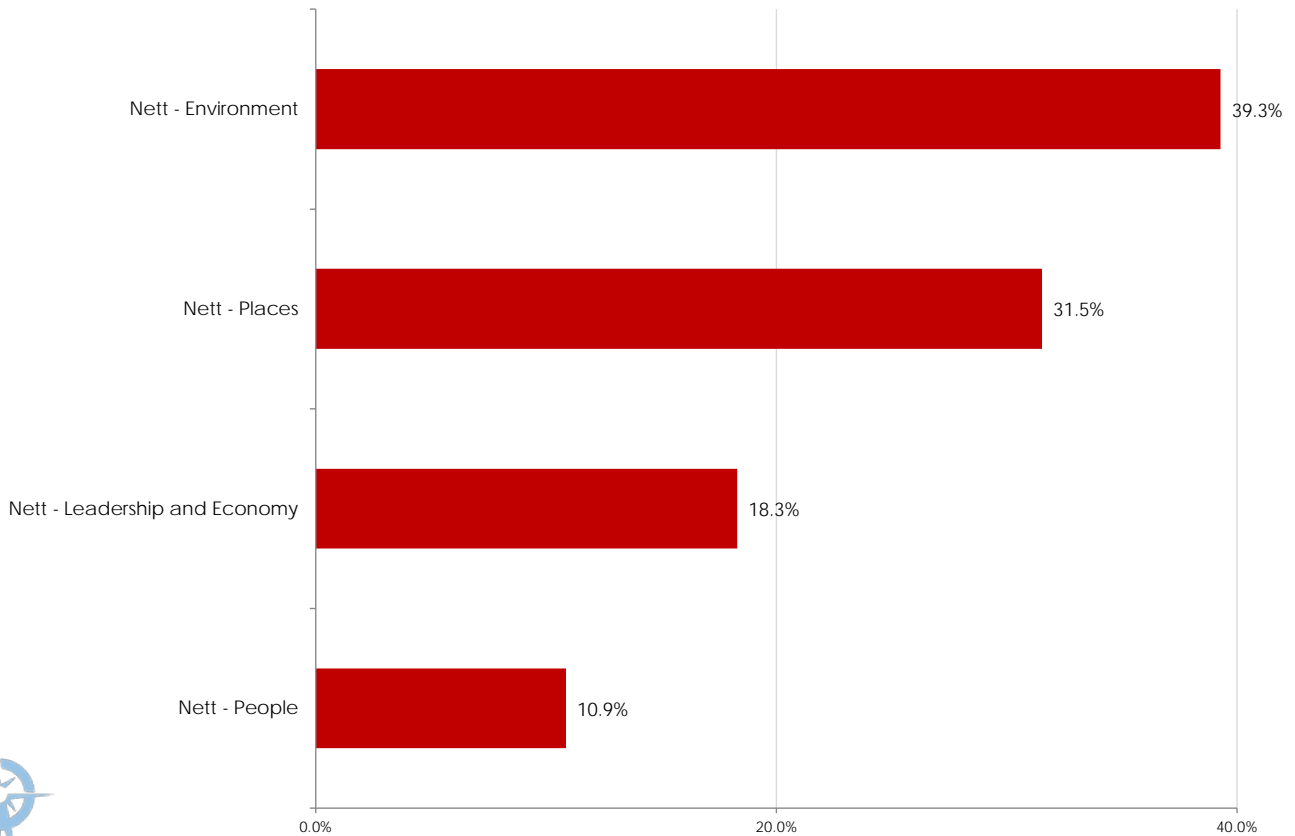


Importance of, and Satisfaction with, Council Services and Facilities

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.

Contribution to Overall Satisfaction with Council's Performance



Importance of, and Satisfaction with, Council Services and Facilities People

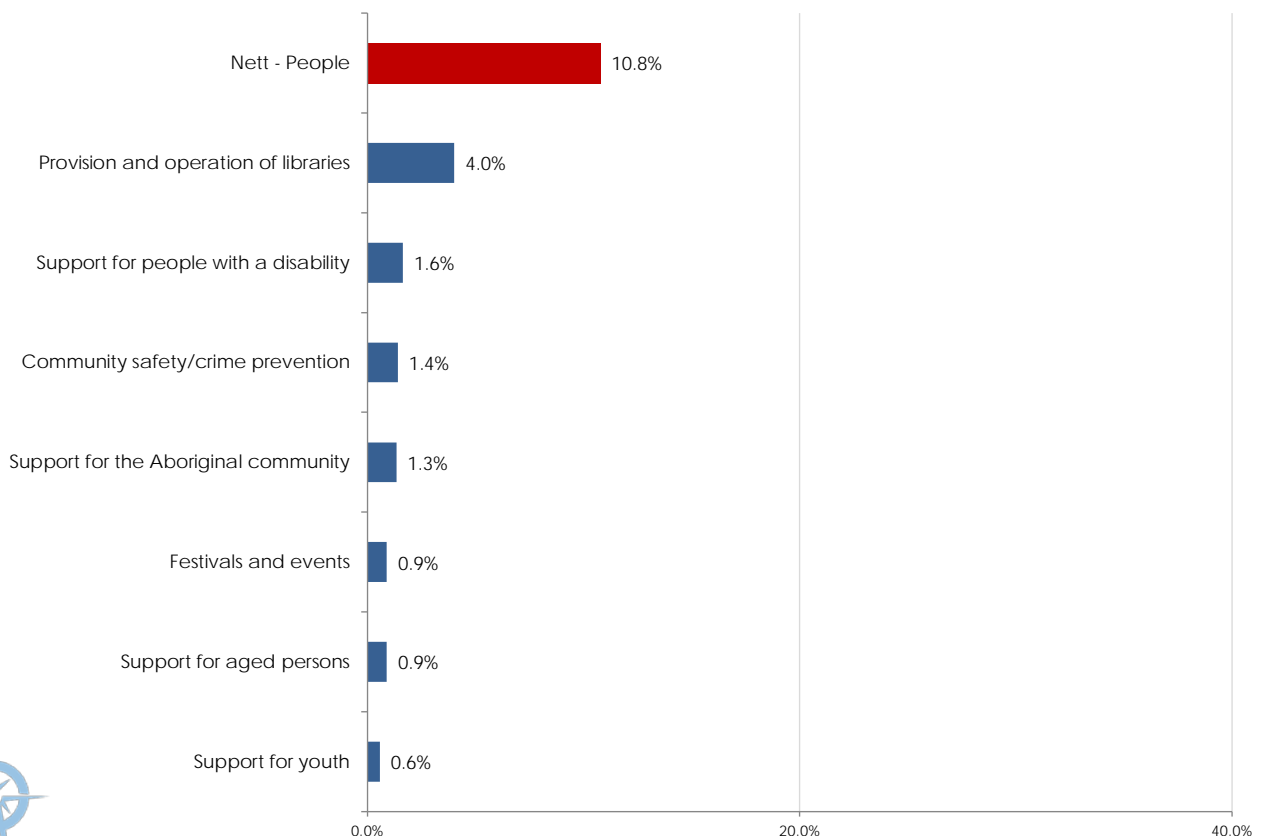
Services and facilities explored included:

- Festivals and events
- Community safety/crime prevention
- Support for aged persons
- Support for people with a disability
- Support for youth
- Support for the Aboriginal community
- Provision and operation of libraries

Contribution to Overall Satisfaction with Council (Regression Data)

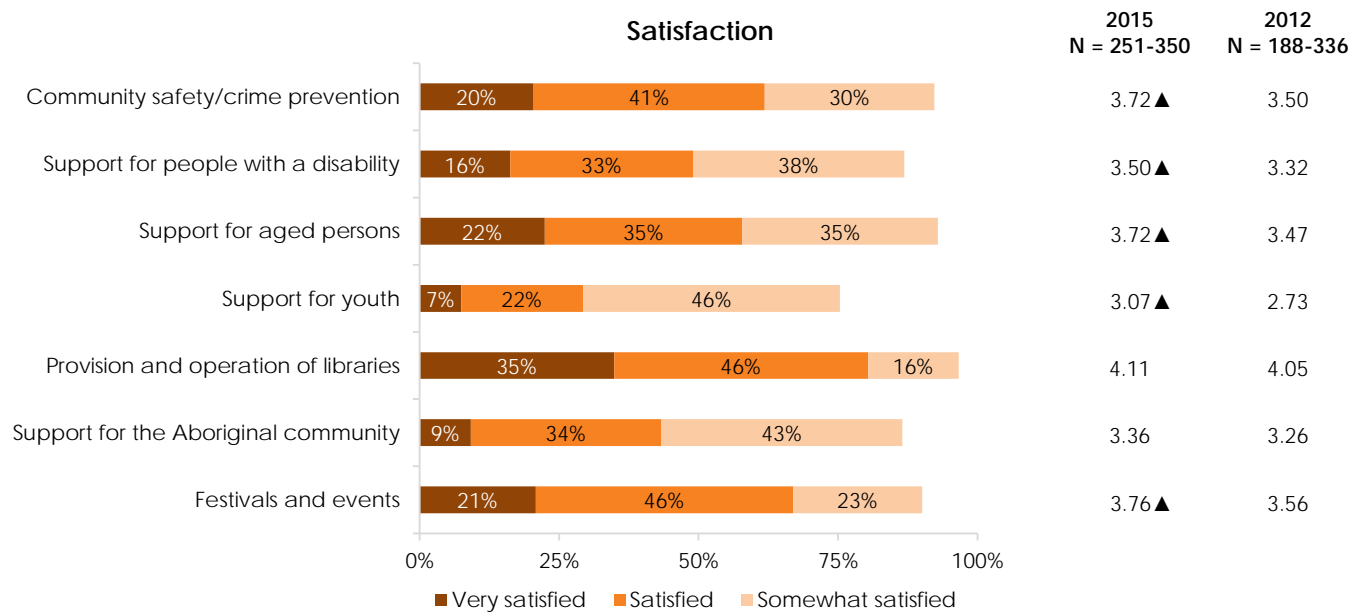
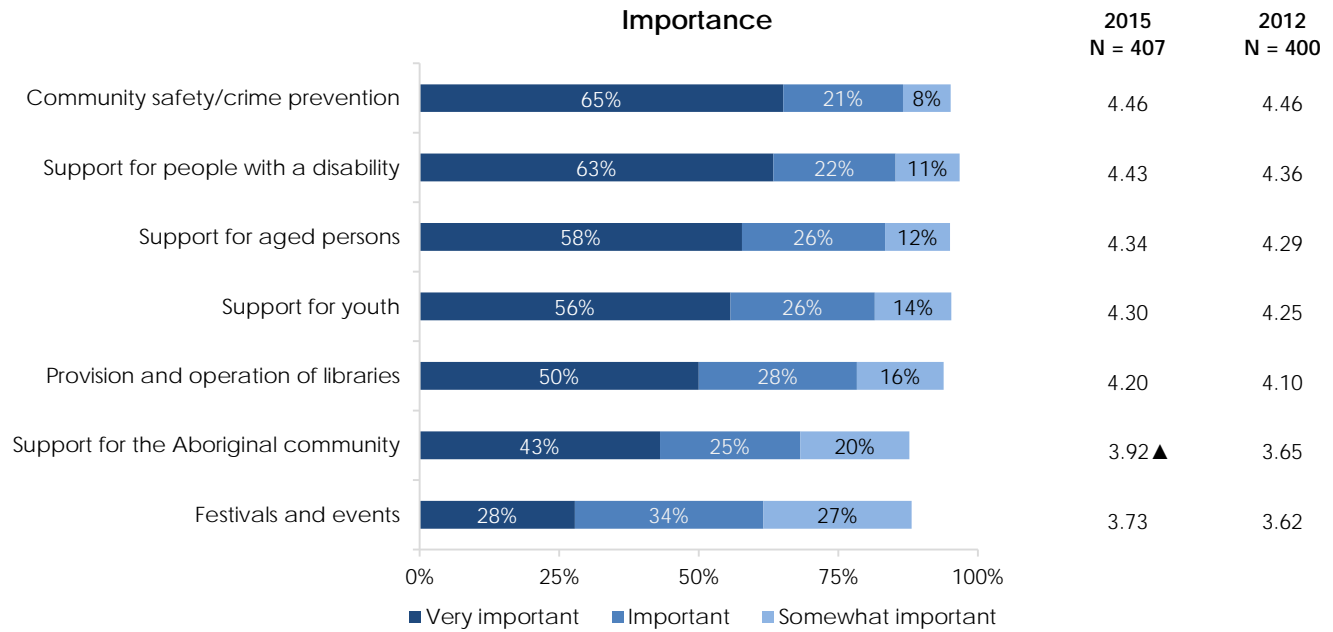
Council's performance in the areas below accounts for almost 11% of overall satisfaction, based on the regression analysis.

People – Contributes to Almost 11% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities People

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

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

Importance of, and Satisfaction with, Council Services and Facilities People

	Performance Gap		Year on year difference
	2015	2012	
Support for youth	1.23	1.52	+0.29▲
Support for people with a disability	0.93	1.04	+0.11
Community safety/crime prevention	0.74	0.96	+0.22▲
Support for aged persons	0.62	0.82	+0.20
Support for the Aboriginal community	0.56	0.39	-0.17
Provision and operation of libraries	0.09	0.05	-0.04
Festivals and events	-0.03	0.06	+0.09

▲▼ = positive/negative shift greater than 0.2 from 2012

Overview of Rating Scores

Importance – overall

Very high Community safety/crime prevention
 Support for people with a disability
 Support for aged persons
 Support for youth
 Provision and operation of libraries
 High Support for the Aboriginal community
 Moderately high Festivals and events

Importance – by age

Residents aged 65 and over found 'support for aged persons' significantly more important, whilst those aged 35-49 rated this measure significantly lower.

Importance – by gender

Females ascribed significantly higher levels of importance to 'community safety/crime prevention', 'support for youth', and 'provision and operation of libraries'.

Importance – by region

Town residents were significantly more likely to find 'provision and operation of libraries' important.

Importance – compared to 2012

'Support for the Aboriginal community' has significantly increased in importance since 2012.



Importance of, and Satisfaction with, Council Services and Facilities People

Overview of Rating Scores

Satisfaction – overall

High	Provision and operation of libraries
Moderately high	Festivals and events Community safety/crime prevention
Moderate	Support for aged persons Support for people with a disability Support for the Aboriginal community Support for youth

Satisfaction – by age

There were no significant differences in importance between age groups.

Satisfaction – by gender

There were no significant differences in importance between genders.

Satisfaction – by region

There were no significant differences in importance between regions.

Satisfaction – compared to 2012

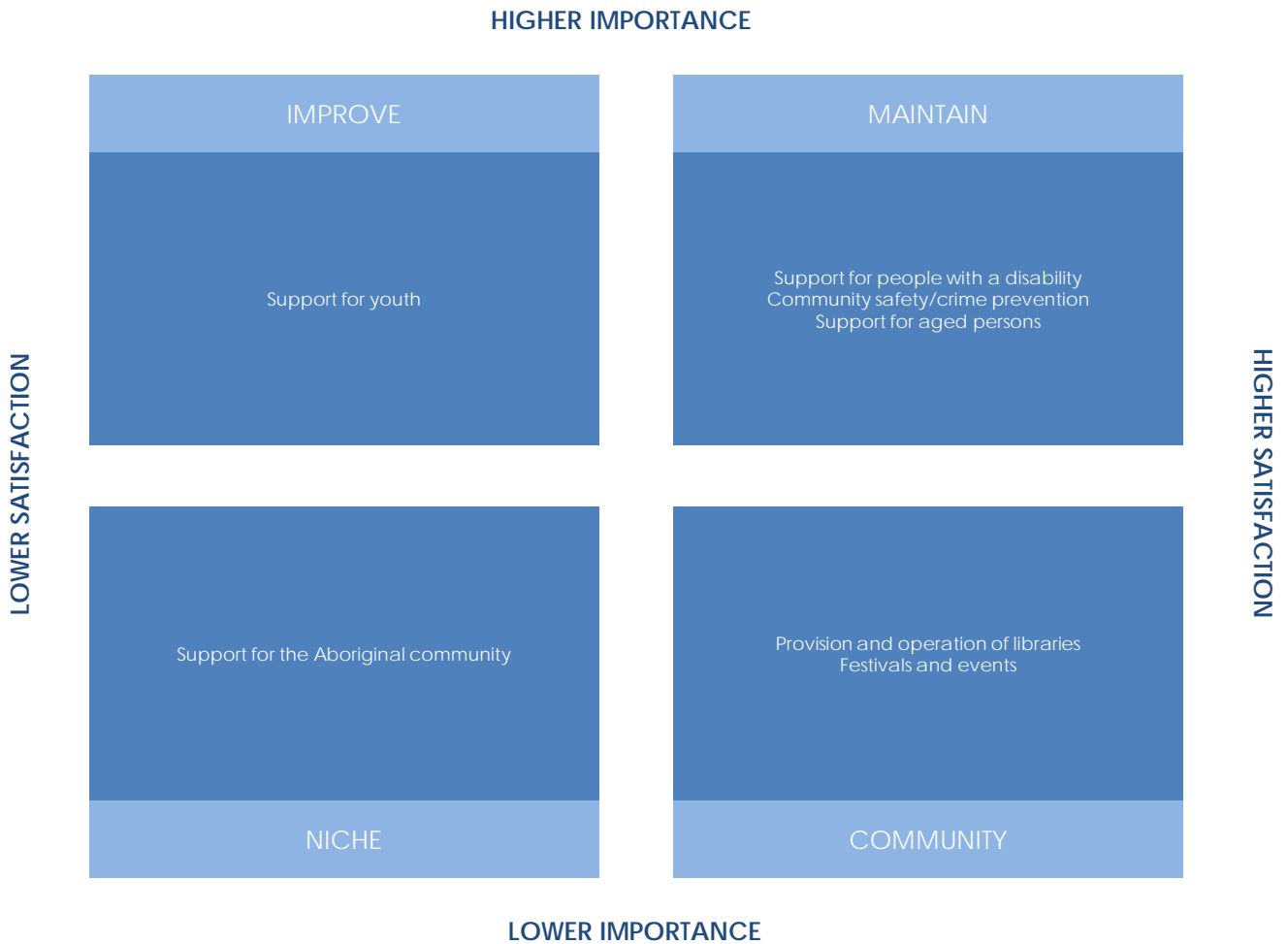
5 of the 7 services areas have significantly increased compared to 2012, including:

- Community safety/crime prevention
- Support for people with a disability
- Support for aged persons
- Support for youth
- Festivals and events



Importance of, and Satisfaction with, Council Services and Facilities People

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Wingecarribee Shire Council needs to improve resident satisfaction with:

- Support for youth

Wingecarribee Shire Council also needs to maintain resident satisfaction with:

- Support for people with a disability
- Community safety/crime prevention
- Support for aged persons



Importance of, and Satisfaction with, Council Services and Facilities Places

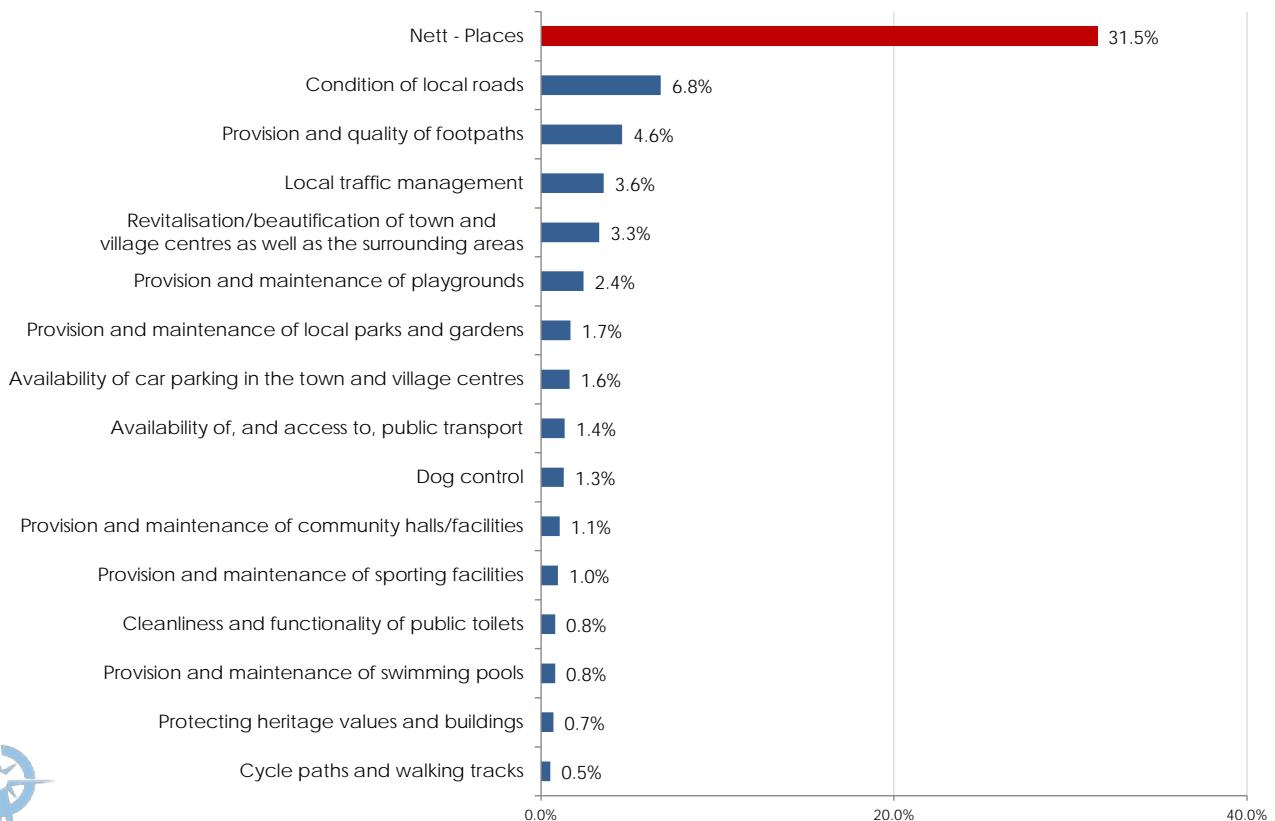
Services and facilities explored included:

- Revitalisation/beatification 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 i.e. roundabouts, line marking, signage, traffic lights
- Availability of, and access to, public transport i.e. bus shelters, footpaths, bus routes
- 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

Contribution to Overall Satisfaction with Council (Regression Data)

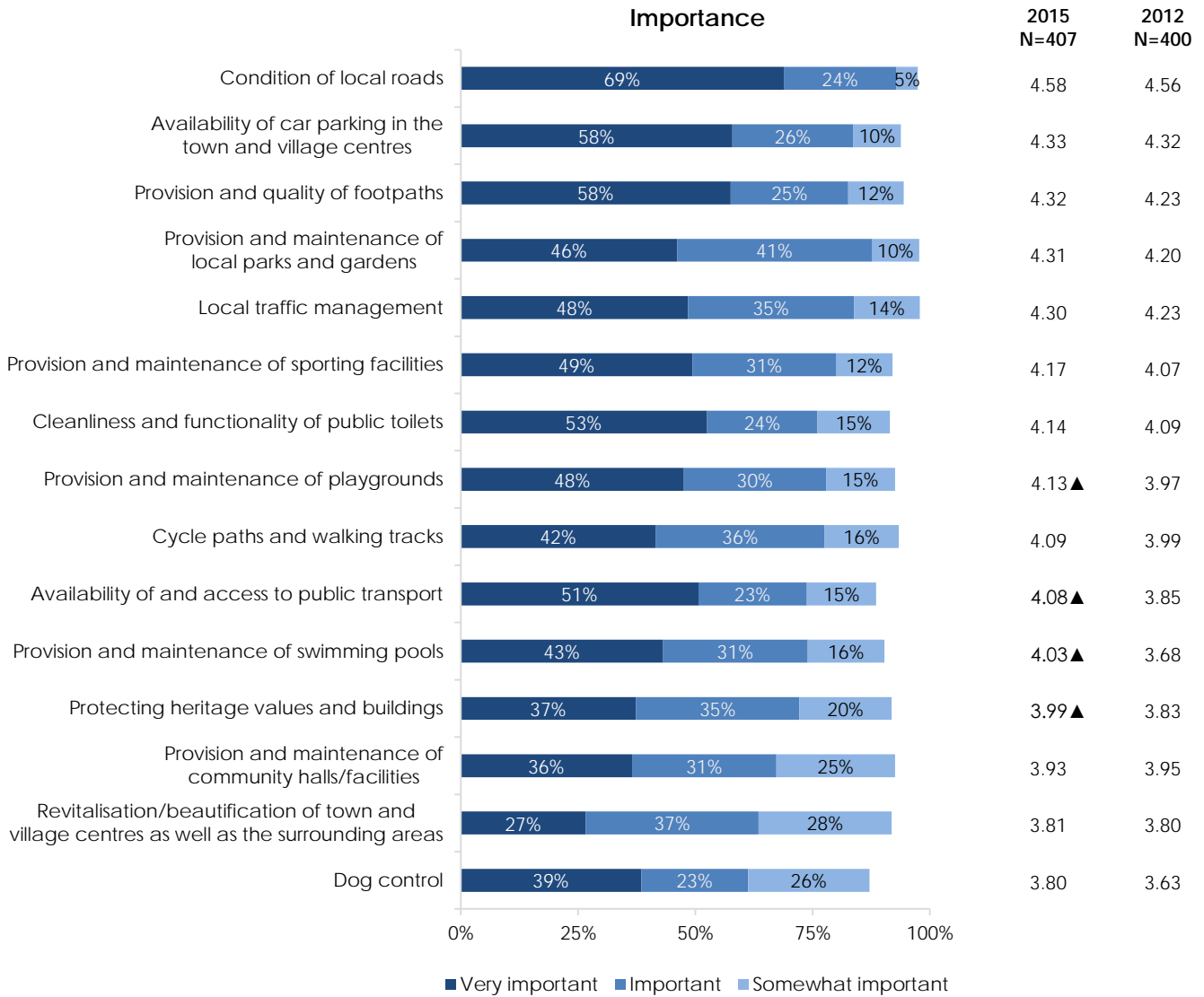
Council's performance in the areas below accounts for almost 32% of overall satisfaction, based on the regression analysis.

Places – Contributes To Almost 32% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities Places

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.

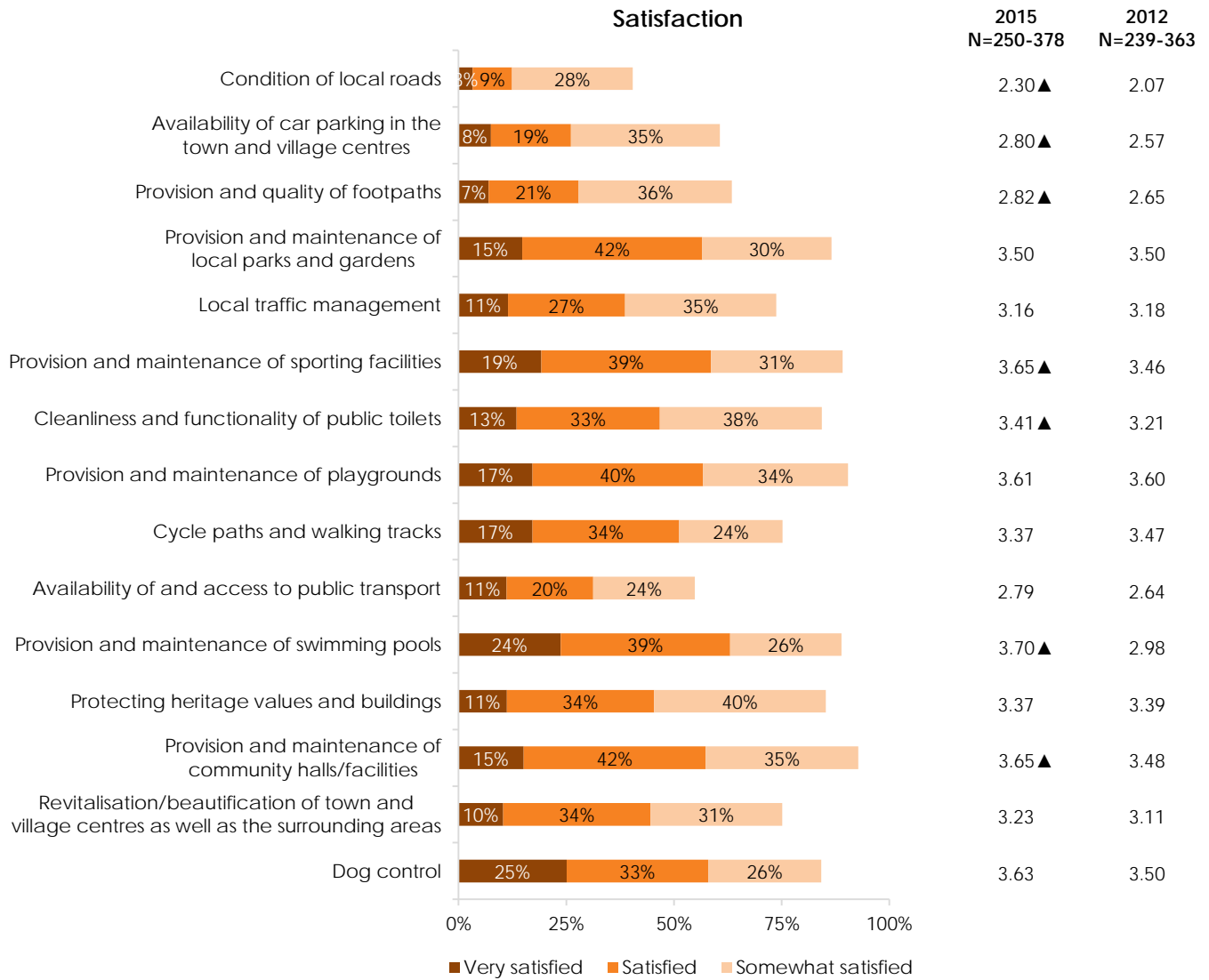


Scale: 1 = not at all important, 5 = very important

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

Importance of, and Satisfaction with, Council Services and Facilities Places

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

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

Importance of, and Satisfaction with, Council Services and Facilities Places

	Performance Gap		Year on year difference
	2015	2012	
Condition of local roads	2.28	2.49	+0.21 ▲
Availability of car parking in the town and village centres	1.53	1.75	+0.22 ▲
Provision and quality of footpaths	1.50	1.58	+0.08
Availability of and access to public transport	1.29	1.21	-0.08
Local traffic management	1.14	1.05	-0.09
Provision and maintenance of local parks and gardens	0.81	0.70	-0.11
Cleanliness and functionality of public toilets	0.73	0.88	+0.15
Cycle paths and walking tracks	0.72	0.52	-0.20
Protecting heritage values and buildings	0.62	0.44	-0.18
Revitalisation/beautification of town and village centres as well as the surrounding areas	0.58	0.69	+0.11
Provision and maintenance of playgrounds	0.52	0.37	-0.15
Provision and maintenance of sporting facilities	0.52	0.61	+0.09
Provision and maintenance of swimming pools	0.33	0.70	+0.37 ▲
Provision and maintenance of community halls/facilities	0.28	0.47	+0.19
Dog control	0.17	0.13	-0.04

▲ ▼ = positive/negative shift greater than 0.2 from 2012



Importance of, and Satisfaction with, Council Services and Facilities Places

Overview of Rating Scores

Importance – overall

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

Importance – by age

Residents aged 65 and over attributed a significantly higher level of importance to the 'provision and maintenance of community halls/facilities', whilst those aged 18-34 rated this service area significantly lower.

Importance – by gender

Females rated 'cleanliness and functionality of public toilets', 'cycle paths and walking tracks', and 'revitalisation/beautification of town and village centres as well as the surrounding areas' significantly higher in importance.

Importance – by region

Town residents assigned a significantly higher level of importance to 'provision and quality of footpaths'.

Importance – compared to 2012

'Provision and maintenance of playgrounds', 'availability of, and access to, public transport', 'provision and maintenance of swimming pools', and 'protecting heritage values and buildings' have significantly increased in importance compared to 2012.



Importance of, and Satisfaction with, Council Services and Facilities Places

Overview of Rating Scores

Satisfaction – overall

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

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'provision and quality of footpaths', whilst those aged 65 and over were significantly less satisfied.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by region

Town residents were significantly more satisfied with the 'availability of, and access to, public transport'.

Satisfaction – compared to 2012

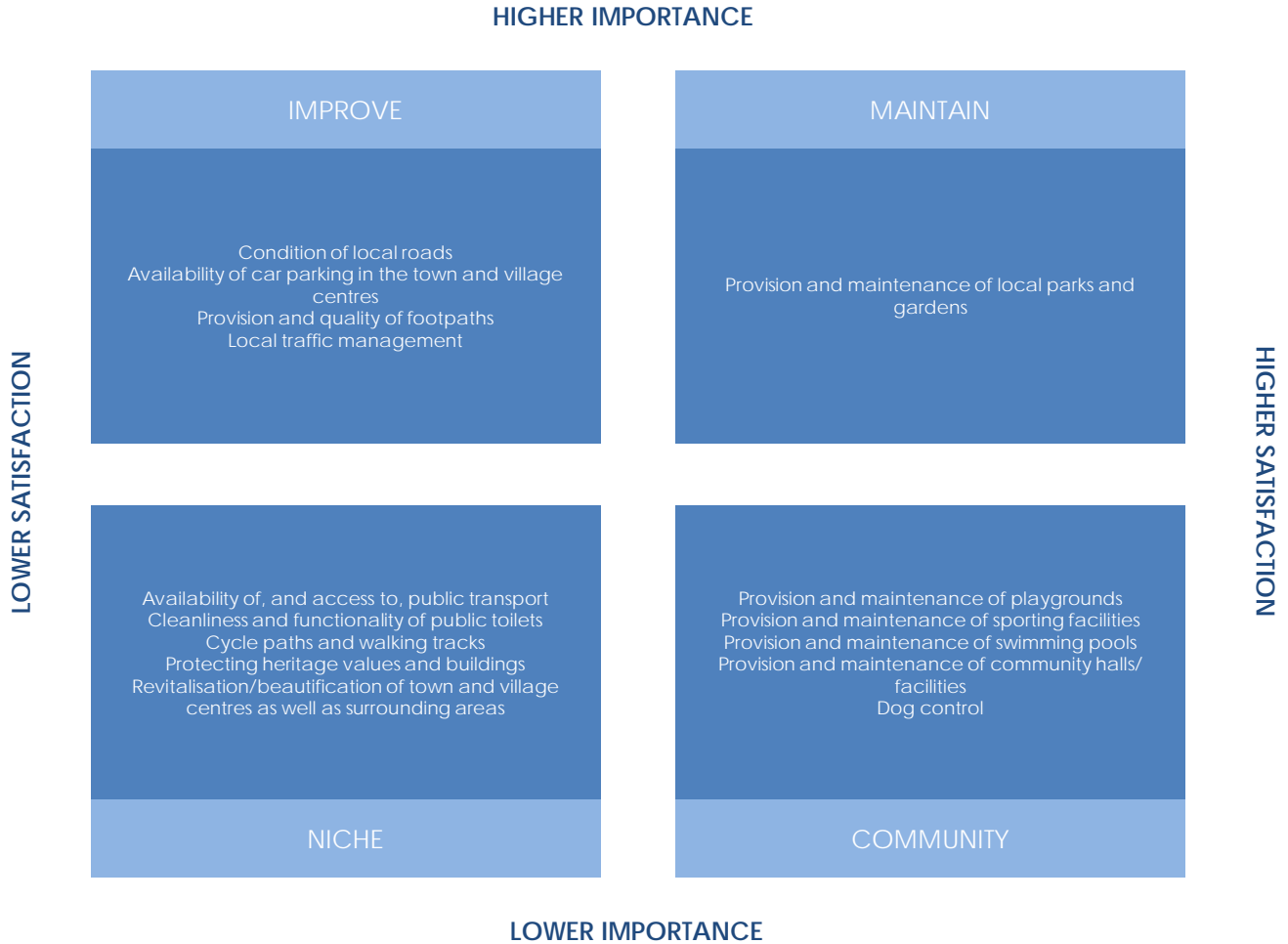
7 out of 15 service areas have significantly increased in satisfaction compared to 2012, including:

- Condition of local roads
- Availability of car parking in the town and village centres
- Provision and quality of footpaths
- Provision and maintenance of sporting facilities
- Cleanliness and functionality of public toilets
- Provision and maintenance of swimming pools
- Provision and maintenance of community halls/facilities



Importance of, and Satisfaction with, Council Services and Facilities Places

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Wingecarribee Shire Council needs to improve resident satisfaction with:

- Condition of local roads
- Availability of car parking in the town and village centres
- Provision and quality of footpaths
- Local traffic management

Wingecarribee Shire Council also needs to maintain resident satisfaction with:

- Provision and maintenance of local parks and gardens



Importance of, and Satisfaction with, Council Services and Facilities Environment

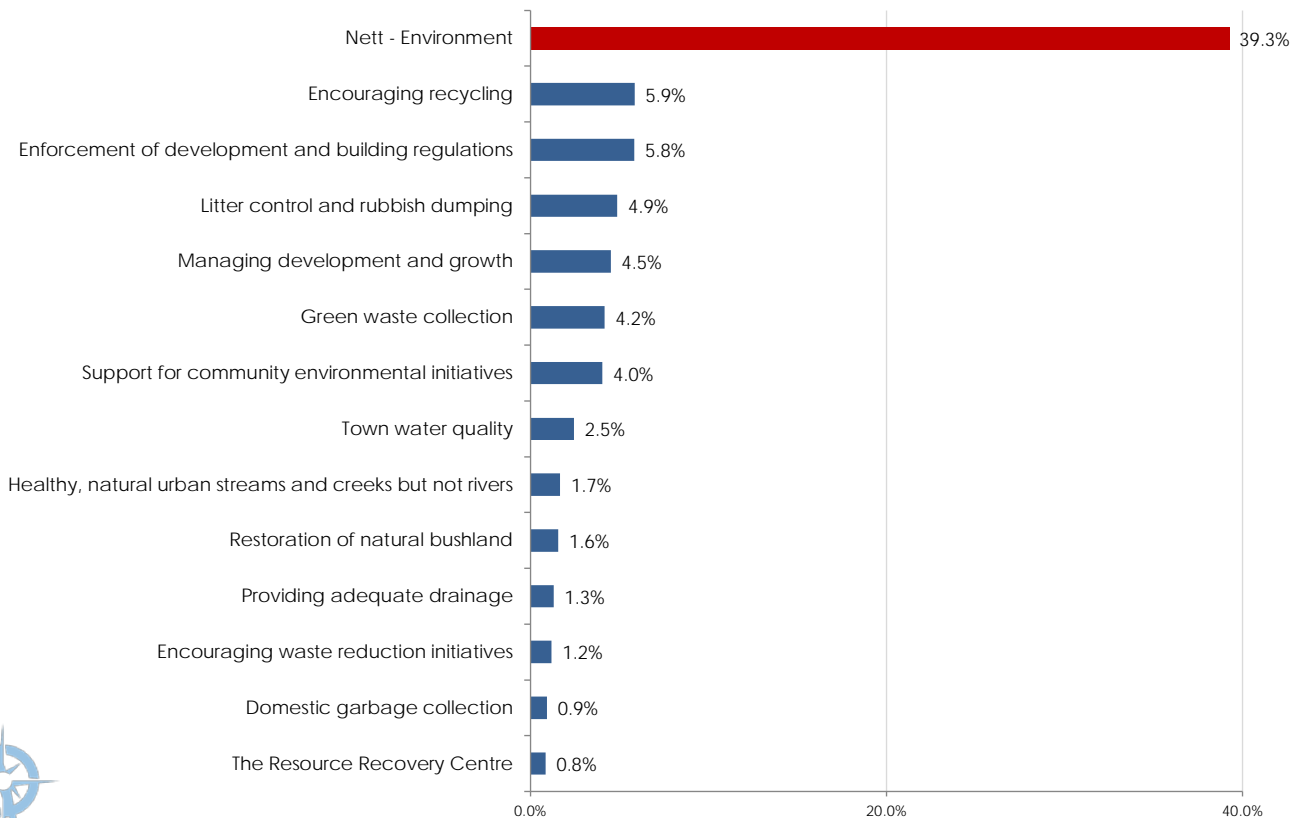
Services and facilities explored included:

- 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

Contribution to Overall Satisfaction with Council (Regression Data)

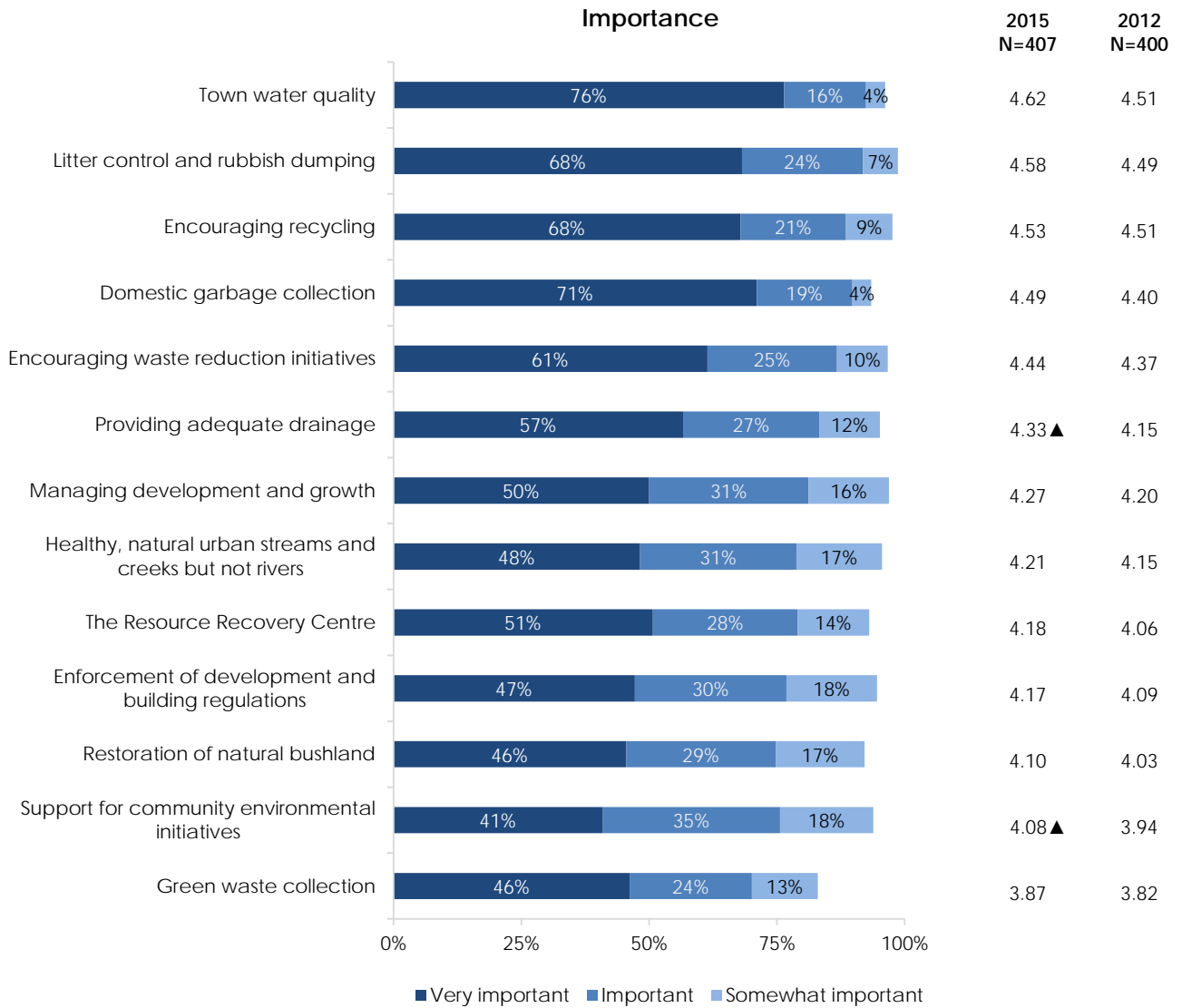
Council's performance in the areas below accounts for over 39% of overall satisfaction, based on the regression analysis.

Environment – Contributes To Over 39% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities Environment

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



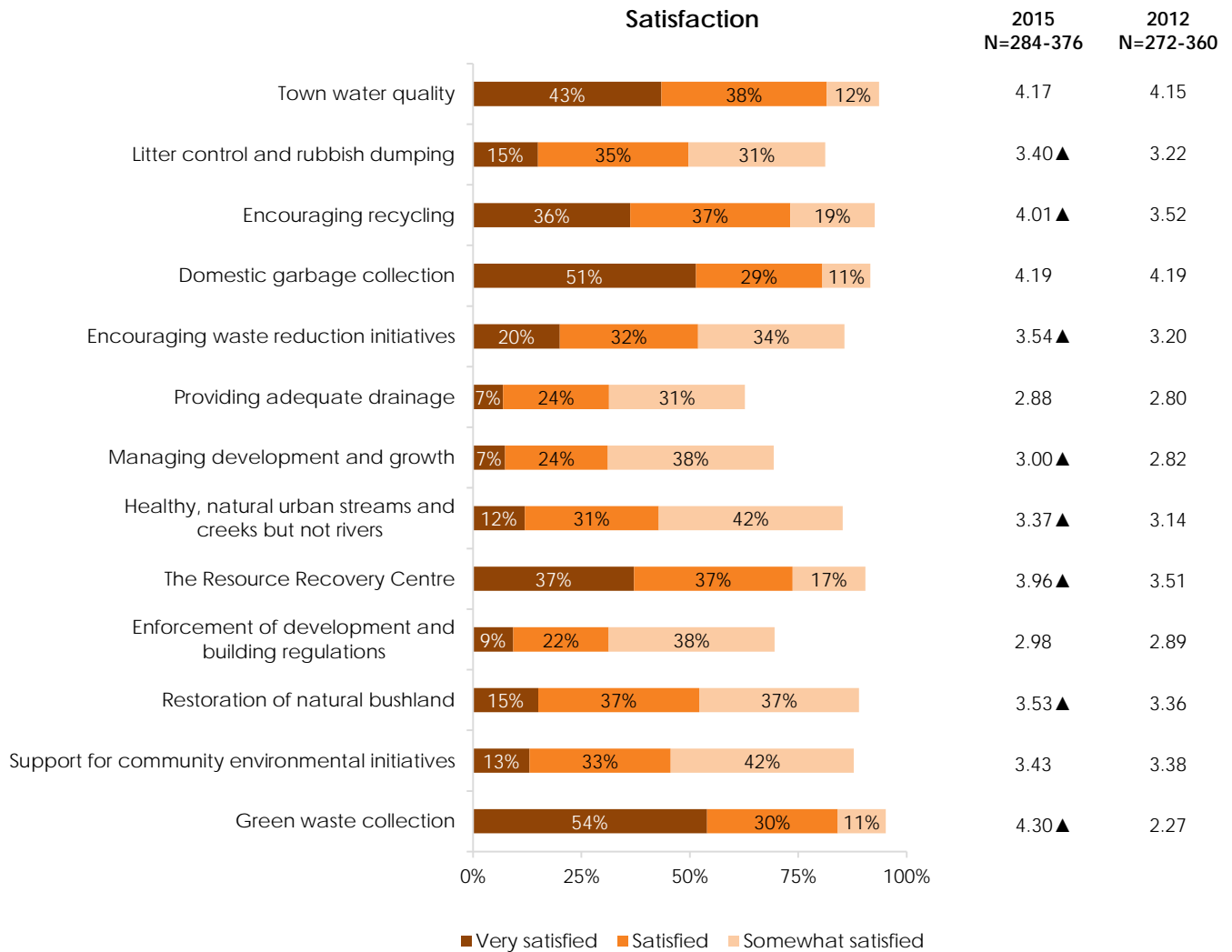
Scale: 1 = not at all important, 5 = very important

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



Importance of, and Satisfaction with, Council Services and Facilities Environment

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

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



Importance of, and Satisfaction with, Council Services and Facilities Environment

	Performance Gap		Year on year difference
	2015	2012	
Providing adequate drainage	1.45	1.35	-0.10
Managing development and growth	1.27	1.38	+0.11
Enforcement of development and building regulations	1.19	1.20	+0.01
Litter control and rubbish dumping	1.18	1.27	+0.09
Encouraging waste reduction initiatives	0.90	1.17	+0.27▲
Healthy, natural urban streams and creeks but not rivers	0.84	1.01	+0.17
Support for community environmental initiatives	0.65	0.56	-0.09
Restoration of natural bushland	0.57	0.67	+0.10
Encouraging recycling	0.52	0.99	+0.47▲
Town water quality (taste, smell and colour)	0.45	0.36	-0.09
Domestic garbage collection	0.30	0.21	-0.09
The Resource Recovery Centre (RCC/local tip)	0.22	0.55	+0.33▲
Green waste collection	-0.43	1.55	+1.98▲

▲▼ = positive/negative shift greater than 0.2 from 2012



Importance of, and Satisfaction with, Council Services and Facilities Environment

Overview of Rating Scores

Importance – overall

Extremely high	Town water quality Litter control and rubbish dumping
Very high	Encouraging recycling Domestic garbage collection Encouraging waste reduction initiatives Providing adequate drainage Managing development and growth
High	Healthy, natural urban streams and creeks but not rivers The Resource Recovery Centre Enforcement of development and building regulations Restoration of natural bushland Support for community environmental initiatives
Moderately high	Green waste collection

Importance – by age

Residents aged 65 and over rated 'encouraging recycling', 'healthy, natural urban streams and creeks but not rivers', 'enforcement of development and building regulations', and 'green waste collection' significantly higher in importance, whereas those aged 18-34 rated 'healthy, natural urban streams and creeks but not rivers' and 'enforcement of development and building regulations' significantly lower in importance.

Importance – by gender

Females ascribed significantly higher levels of importance to 'encouraging recycling', 'domestic garbage collection', 'encouraging waste reduction initiatives', and 'green waste collection'.

Importance – by region

Town residents assigned significantly higher levels of importance to 'town water quality', 'domestic garbage collection', 'restoration of natural bushland', and 'support for community environmental initiatives'.

Importance – compared to 2012

In comparison to 2012, 'providing adequate drainage' and 'support for community environmental initiatives' have significantly increased in importance.



Importance of, and Satisfaction with, Council Services and Facilities Environment

Satisfaction – overall

Very high	Green waste collection
High	Domestic garbage collection Town water quality Encouraging recycling The Resource Recovery Centre
Moderate	Encouraging waste reduction initiatives Restoration of natural bushland Support for community environmental initiatives Litter control and rubbish dumping Healthy, natural urban streams and creeks but not rivers
Moderately low	Managing development and growth Enforcement of development and building regulations Providing adequate drainage

Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with 'domestic garbage collection'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by region

There were no significant differences in satisfaction between regions.

Satisfaction – compared to 2012

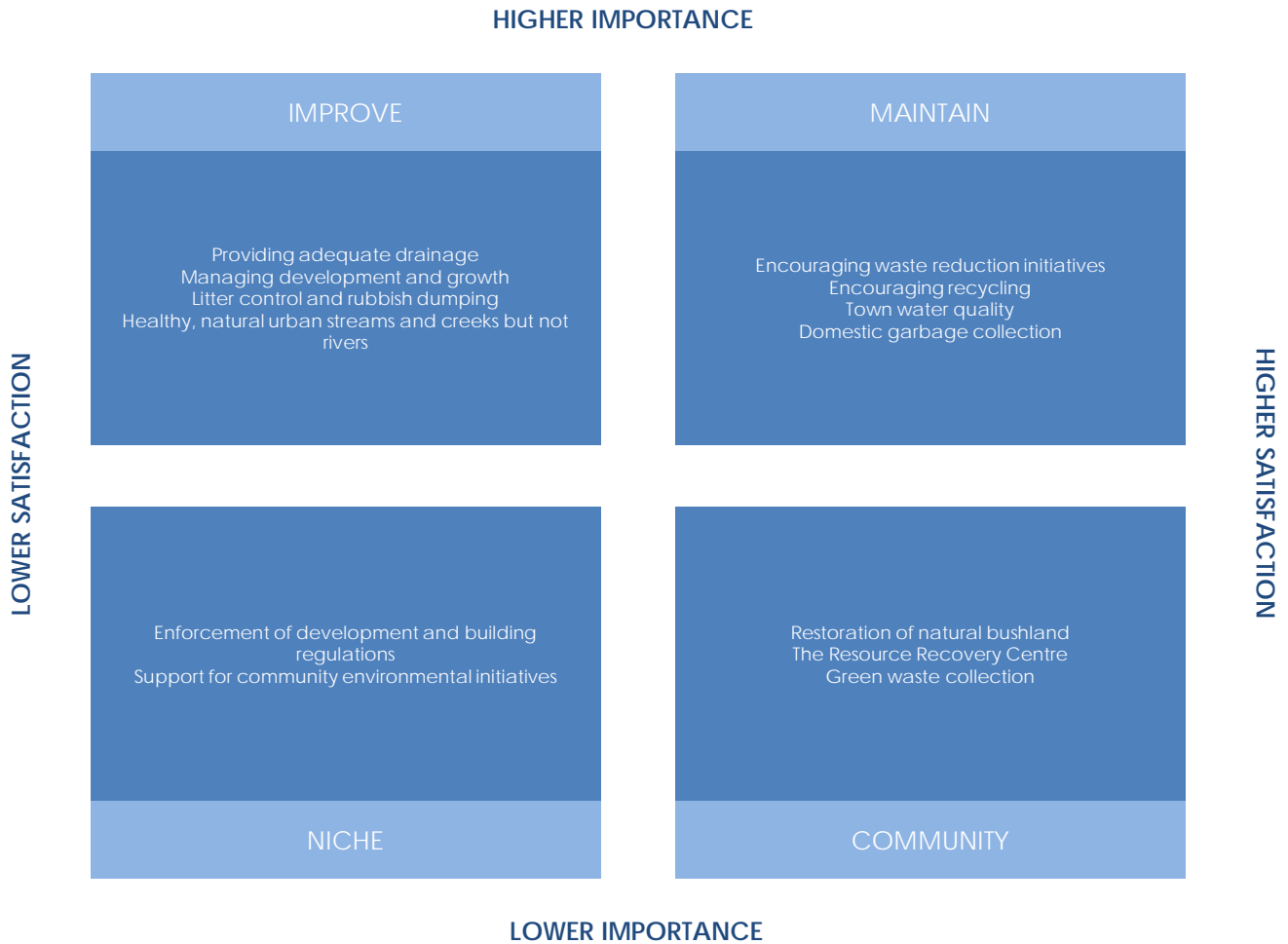
8 of the 13 service areas have increased in satisfaction since 2012, including:

- Litter control and rubbish dumping
- Encouraging recycling
- Encouraging waste reduction initiatives
- Managing development and growth
- Healthy, natural urban streams and creeks but not rivers
- The Resource Recovery Centre
- Restoration of natural bushland
- Green waste collection



Importance of, and Satisfaction with, Council Services and Facilities Environment

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Wingecarribee Shire Council needs to improve resident satisfaction with:

- Providing adequate drainage
- Managing development and growth
- Litter control and rubbish dumping
- Healthy, natural urban streams and creeks but not rivers

Wingecarribee Shire Council needs to maintain resident satisfaction with:

- Encouraging waste reduction initiatives
- Encouraging recycling
- Town water quality
- Domestic garbage collection



Importance of, and Satisfaction with, Council Services and Facilities Leadership and Economy

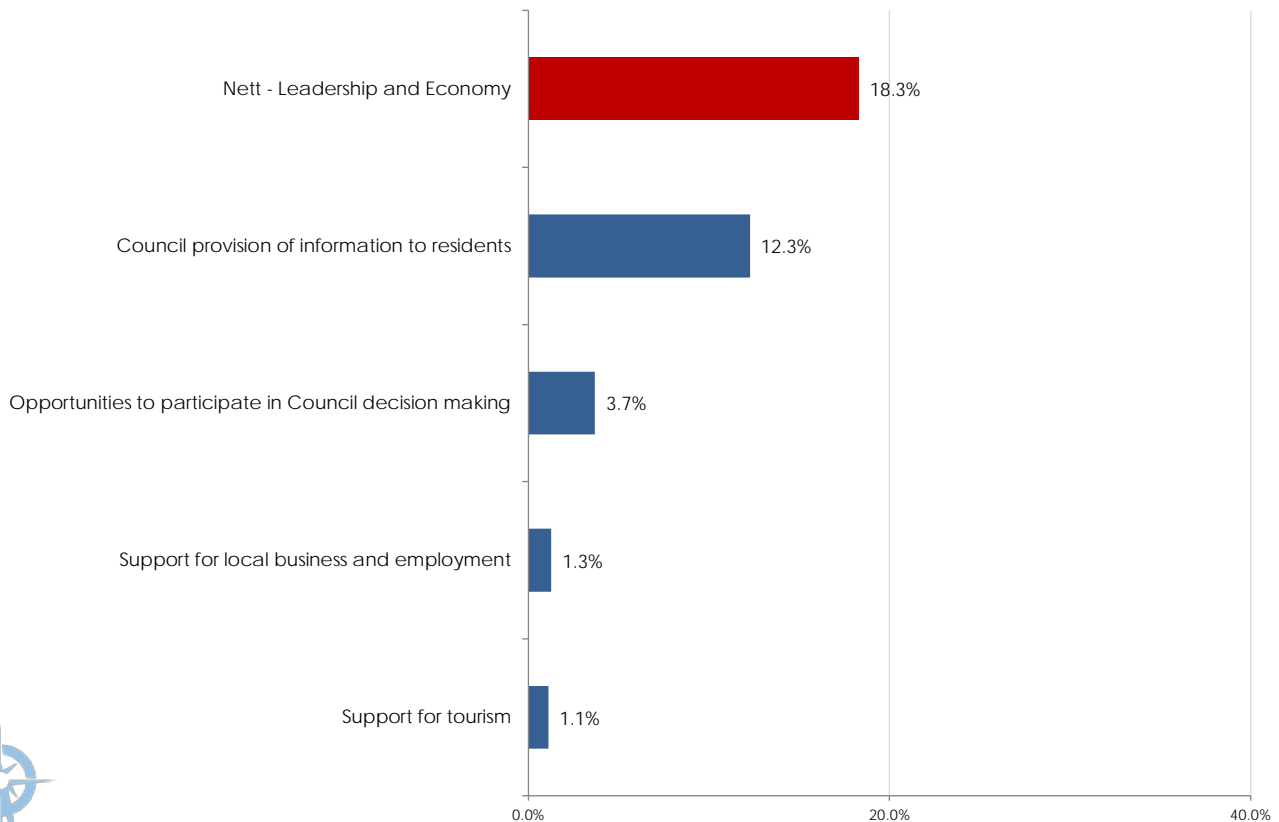
Services and facilities explored included:

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

Contribution to Overall Satisfaction with Council (Regression Data)

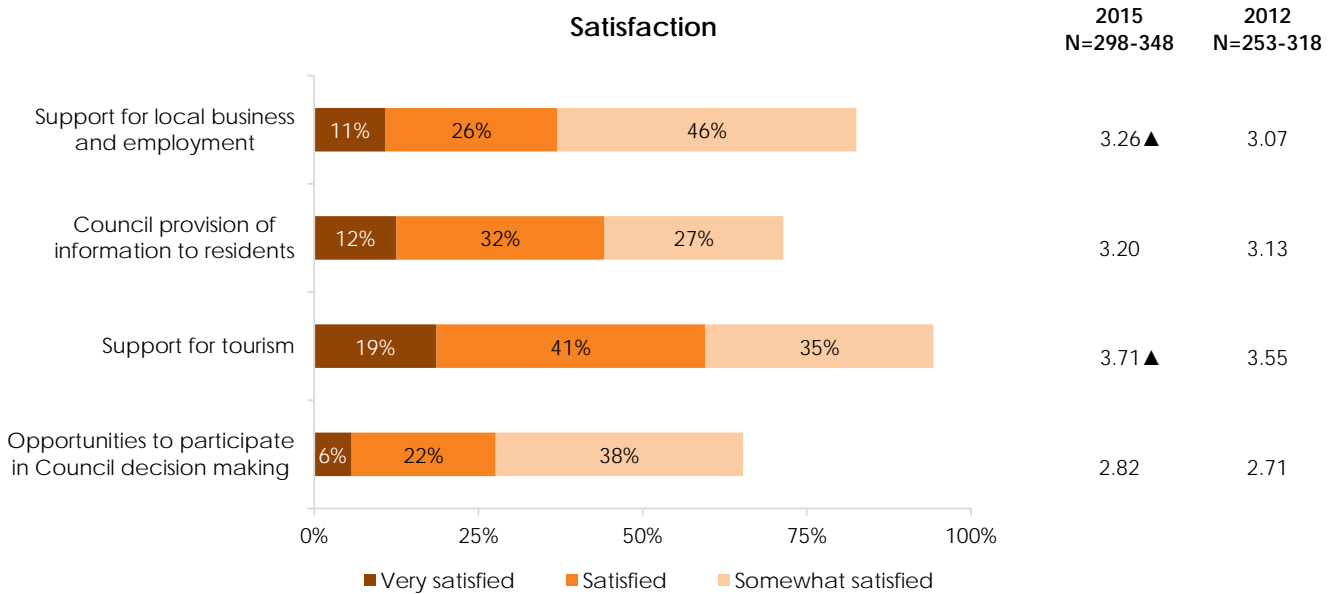
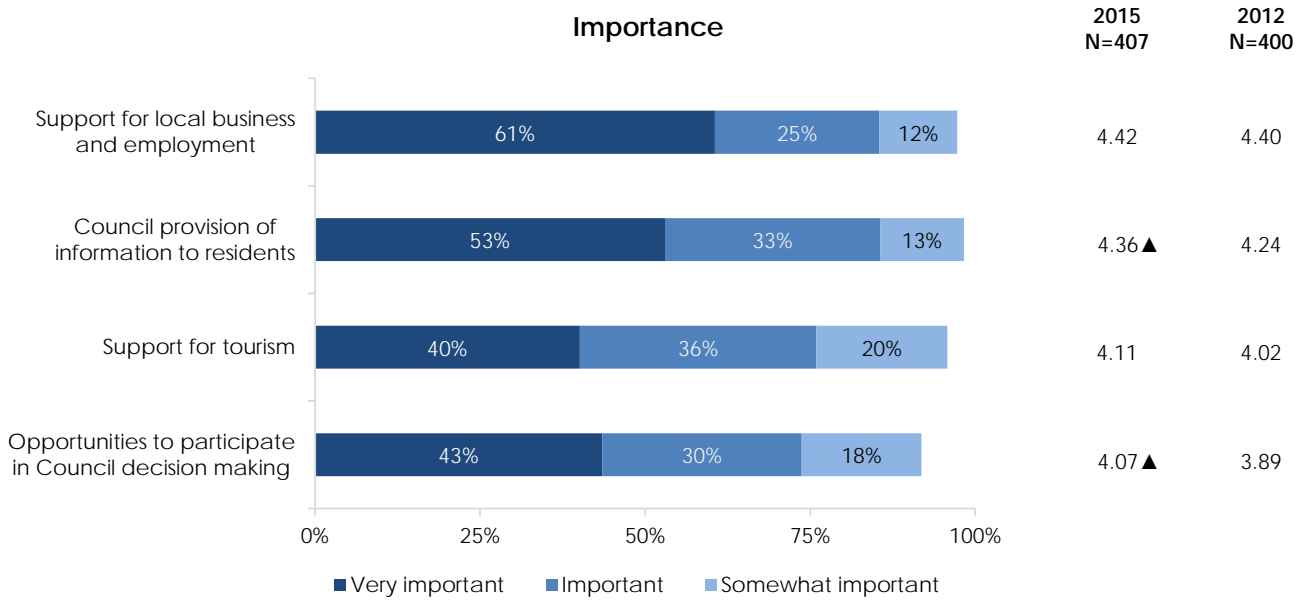
Council's performance in the areas below accounts for over 18% of overall satisfaction, based on the regression analysis.

Leadership and Economy – Contributes to Over 18% of Overall Satisfaction with Council



Importance of, and Satisfaction with, Council Services and Facilities Leadership and Economy

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

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

Importance of, and Satisfaction with, Council Services and Facilities Leadership and Economy

	Performance Gap		Year on year difference
	2015	2012	
Opportunities to participate in Council decision making	1.25	1.18	-0.07
Support for local business and employment	1.16	1.33	+0.17
Council provision of information to residents	1.16	1.11	-0.05
Support for tourism	0.40	0.47	+0.07

Overview of Rating Scores

Importance – overall

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

Importance – by age

There were no significant differences in importance between age groups.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by region

There were no significant differences in importance between regions.

Importance – compared to 2012

'Council provision of information to residents' and 'opportunities to participate in Council decision making' have significantly increased in importance compared to 2012.



Importance of, and Satisfaction with, Council Services and Facilities Leadership and Economy

Satisfaction – overall

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

Satisfaction – by age

There were no significant differences in satisfaction between age groups.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by region

There were no significant differences in satisfaction between regions.

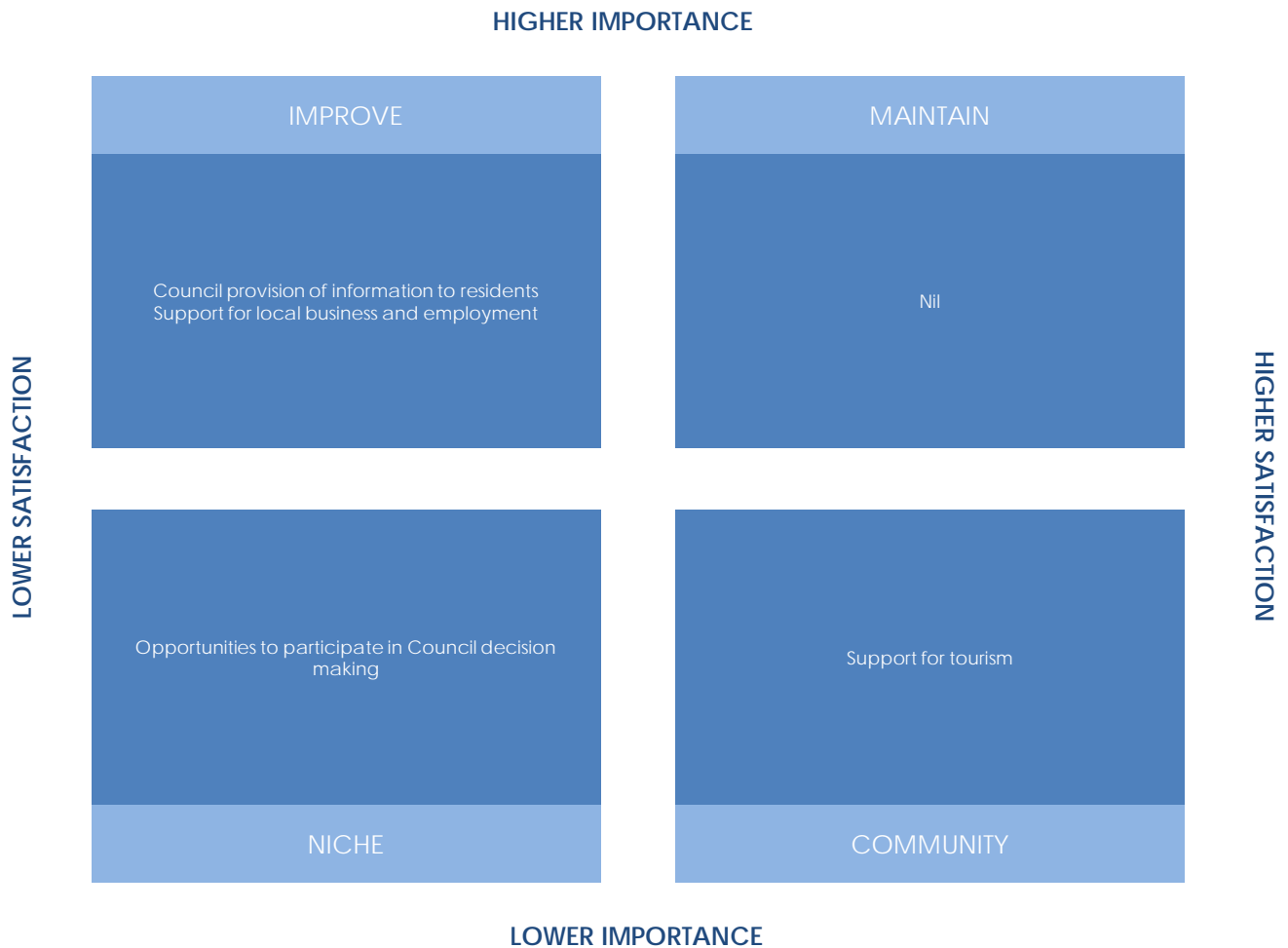
Satisfaction – compared to 2012

Satisfaction with the measures 'support for local business and employment' and 'support for tourism' have significantly increased in comparison to 2012.



Importance of, and Satisfaction with, Council Services and Facilities Leadership and Economy

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Wingecarribee Shire Council needs to improve resident satisfaction with:

- Council provision of information to residents
- Support for local business and employment



Overall Satisfaction with Council

Summary

82% of residents were at least 'somewhat satisfied' with the performance of Council in the last 12 months. From a mean score perspective, this result remains on par with 2012 and is in line with the 'Regional' Benchmark.

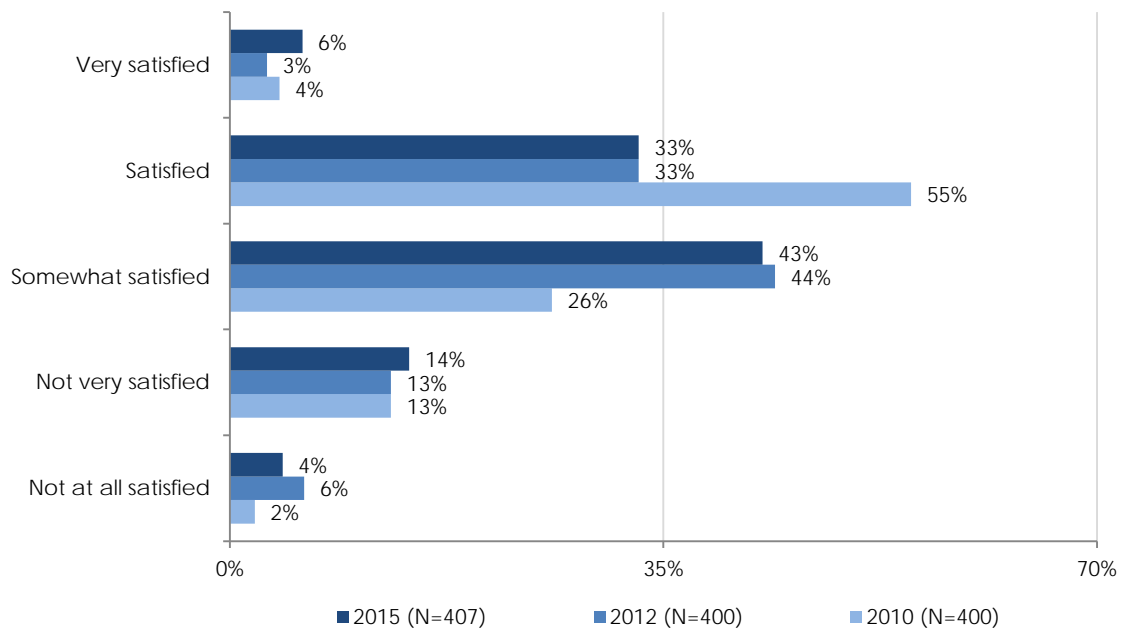
There were similar levels of satisfaction across the demographics.

Q6a. 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 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.22	3.14	3.45	3.29	3.13	3.19	3.29	3.14	3.29	3.26	3.15

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Wingecarribee Shire Council 2015
Mean ratings	3.45	3.22	3.31	3.22

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



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Very satisfied/Satisfied	% N = 407
Satisfied with Council's performance/Believe Council works to the best of their abilities	20%
Provision of good/efficient services and facilities	8%
Satisfied with Council/Have not had issues or difficulties	3%
Quick to respond/resolve enquiries	3%
Environmental/green initiatives	3%
Council should focus on the improvement of infrastructure - roads, cycle paths, street lighting	2%
Somewhat satisfied	
Poor condition of local roads	7%
Satisfied with Council, but there is room for improvement	6%
Dissatisfied with Council in-fighting	6%
Slow to respond/Unresponsive to enquiries/issues raised by the community	3%
Lack of focus on the community	2%
Poor financial management	2%
Delays in decision-making	2%
Not very satisfied/Not at all satisfied	
Dissatisfied with Council in-fighting	3%
Poor condition of local roads	2%
Poor financial management	2%

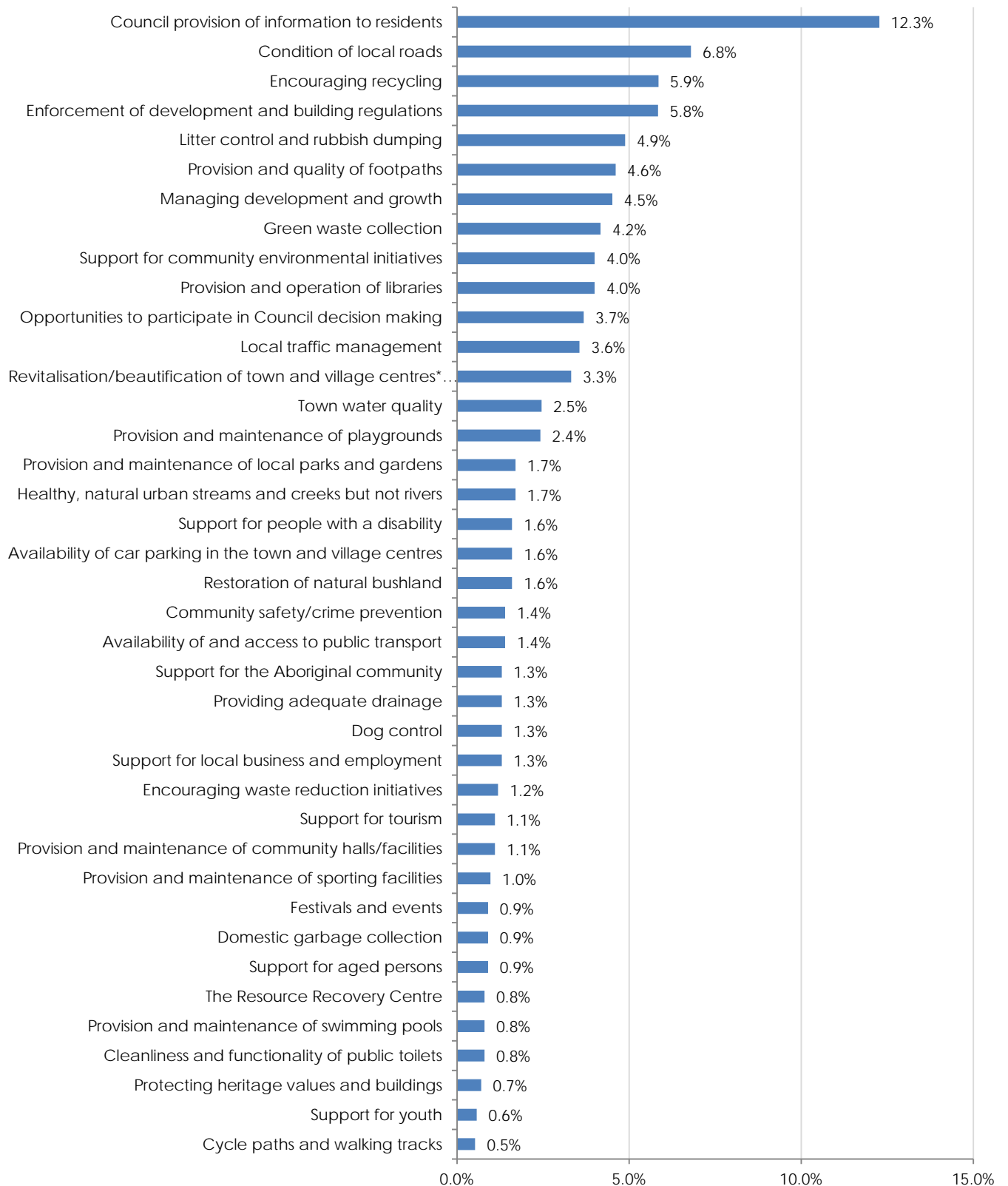
Note: Only codes <1% are shown, please see Appendix B for full list



Improving Satisfaction with Council's Performance

Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

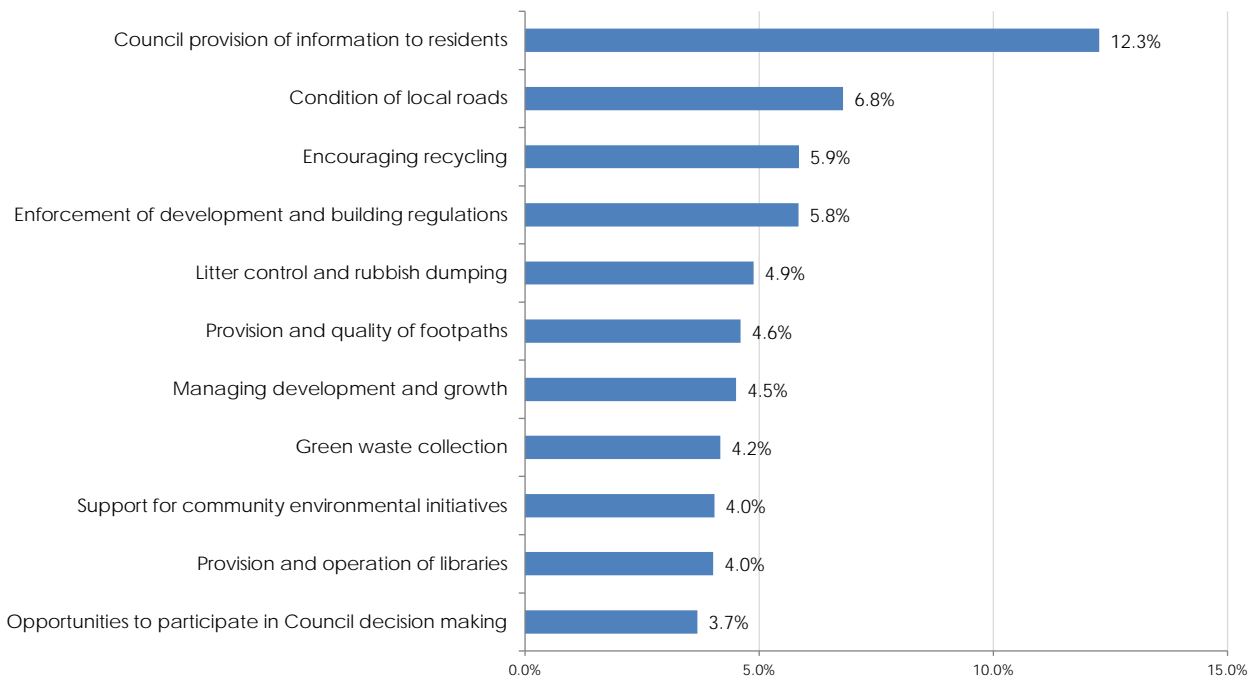


*Revitalisation/beautification of town and village centres as well as the surrounding areas

Importance of, and Satisfaction with, Council Services and Facilities

These 11 services/facilities are the key community priorities and by addressing these, Wingecarribee Shire Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'Council provision of information to residents' contributes 12.3% towards overall satisfaction.

These Top 11 Indicators Contribute to Over 60% of Overall Satisfaction with Council



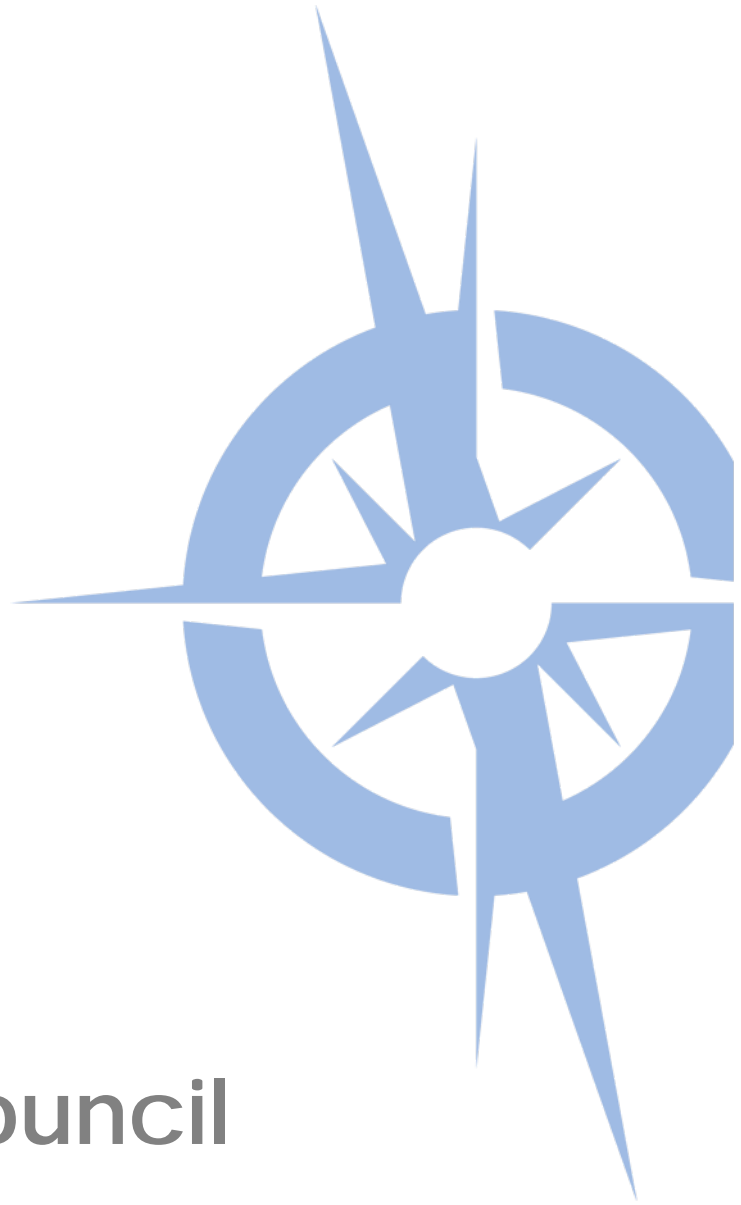
The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If Wingecarribee Shire Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.





Section B

Contact with Council

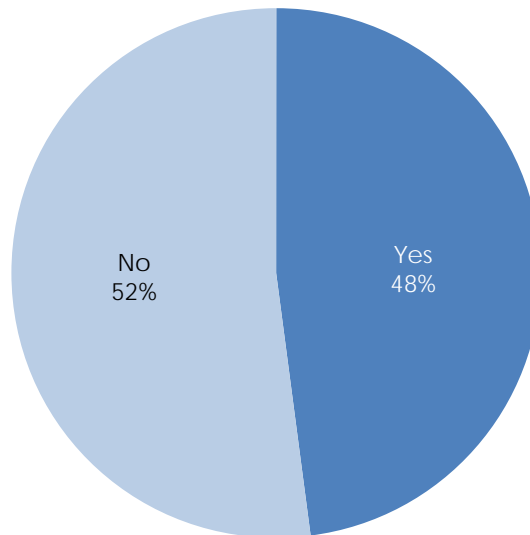
Contact with Council

Summary

48% of residents indicated they had contacted Council in the last 12 months – this result remains in line with 2012.

Residents aged 35-49 (58%) were the age group most likely to have contacted Council in the last 12 months.

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



	2015	2012	2010
Yes	48%	49%	41%
No	52%	51%	59%
Base	407	400	400



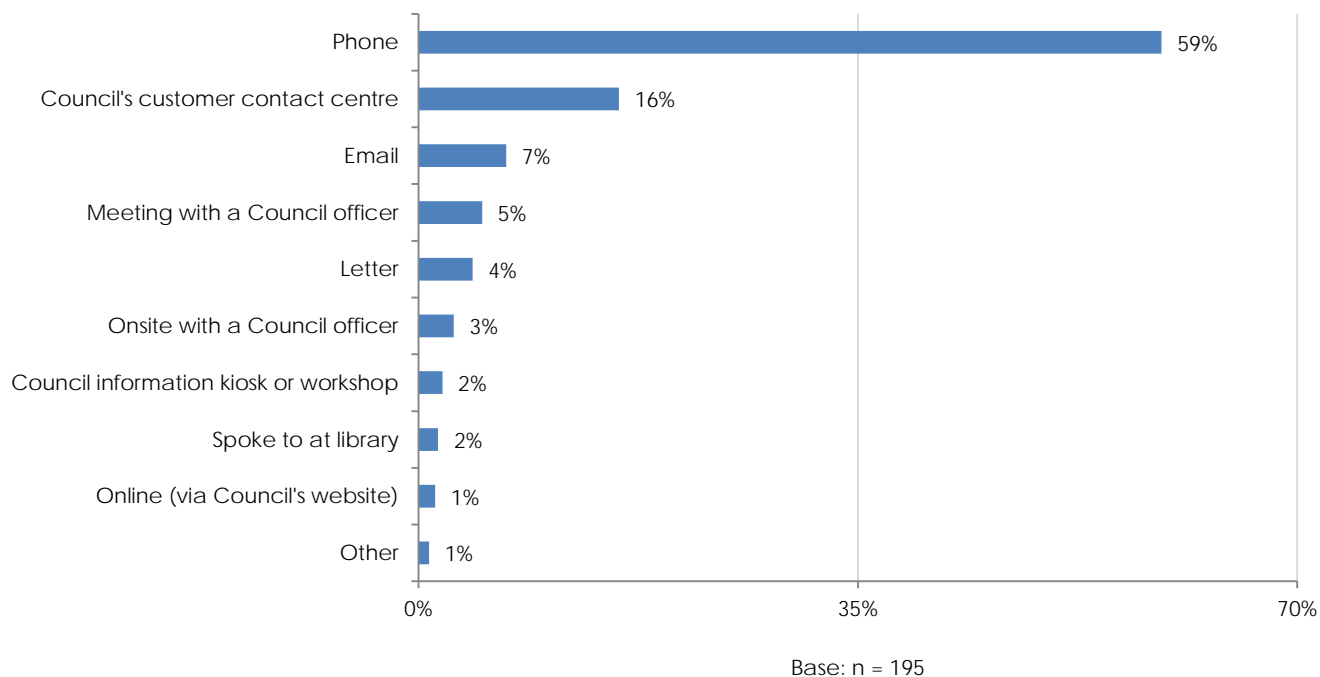
Contact with Council

Summary

Of the residents who contacted Council staff, 59% did it via 'phone'.

Residents aged 18-34 were significantly more likely to have contacted Council via 'Council information kiosk or workshop', whereas those aged 65 and over were significantly less likely to have contacted Council via 'phone'.

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



Other	Count
Council meeting	2
Meeting with the Mayor	1

	2015	2012	2010
Phone	59%	53%	63%
Email	7%	9%	6%
Letter	4%	6%	6%
Online (via Council's website)	1%	3%	0%
Base	195	195	165



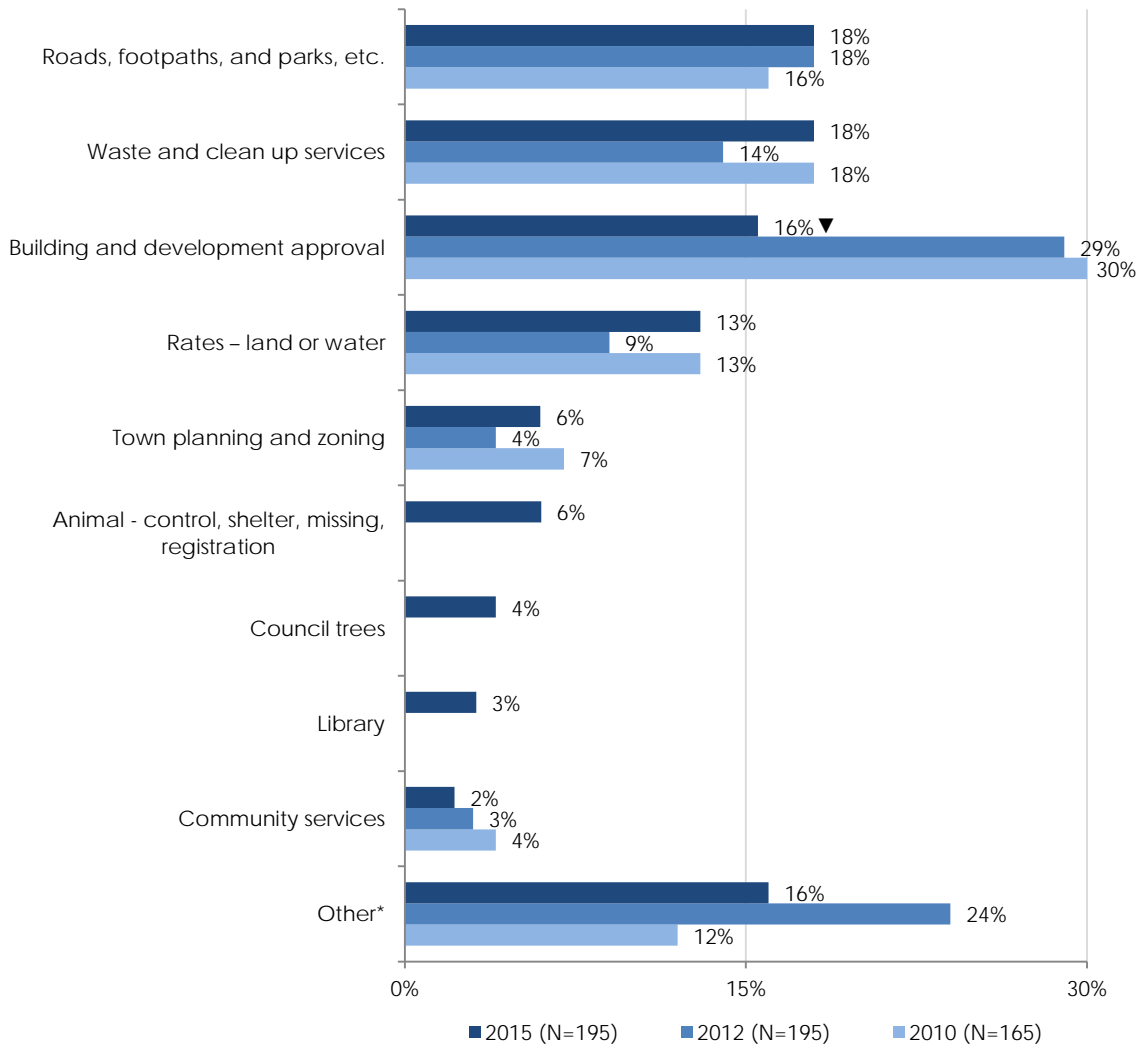
Contact with Council

Summary

Of those who made contact with Council, the nature of their enquiry was most frequently in relation to 'roads, footpaths, and parks, etc.' (18%) and 'waste and clean up services' (18%).

Contacting Council about a 'building and development approval' (16%) has significantly declined in comparison to 2012.

Q2b. What was the nature of your enquiry?



*Note: For the list of 'others', please see Appendix B

▲ ▼ = significantly higher/lower (by year)

Contact with Council

Summary

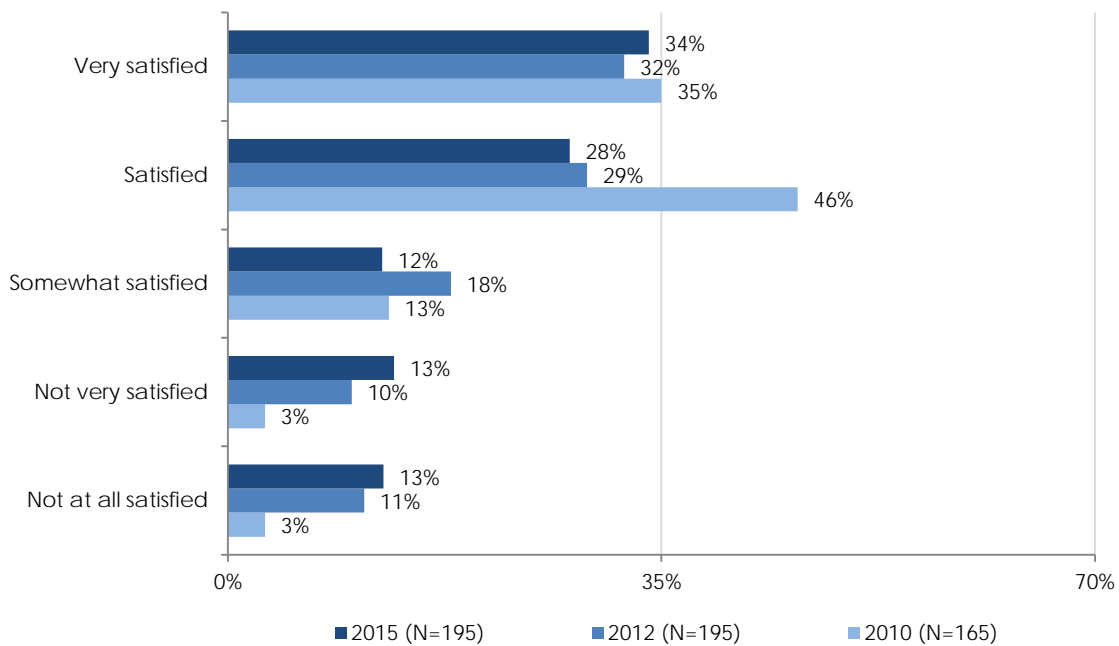
74% of residents were at least 'somewhat satisfied' with the way their contact was handled, which remains in line with the results from 2012.

Residents aged 65 and over were the most likely age group to be satisfied with the way their contact was handled, whilst those aged 18-34 were the least likely.

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.57	3.61	4.07	2.90	3.83	3.33	3.85	3.48	3.65	3.58	3.55

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



Contact with Council

Summary

Residents' most mentioned reason for the way their contact could be improved was 'respond to customer requests and queries/more action from Council'.

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

Q2d. (If not very satisfied or not at all satisfied), how could the way this contact was handled have been improved?

Reasons for rating 'not very satisfied'/'not at all satisfied'	% N = 50
Respond to customer requests and queries/More action from Council	38%
Better staff communication - <i>polite, helpful, empathetic, personal approach, understanding, proactive</i>	24%
Quicker response time	18%
Provide more transparent information	10%
Direct contact with a staff member, not phone recorded messages/online system	4%
Re-directory service when contacting Council via phone	4%
Better training of staff	2%
Direct contact with decision-maker(s)	2%
Dissatisfied with the outcome of contact	2%
Easier access to Council staff	2%
More efficient Council services	2%
More flexibility to speak to building inspectors	2%
More focus on customers who contact via phone, not just those who contact via email	2%
More knowledgeable staff	2%
More staff at counters to avoid long queues	2%
More staff for the community centre	2%
Not enough focus placed on issues raised	2%
Providing alternative options if DA is rejected	2%



Means of Sourcing Information about Council

Summary

Residents predominantly obtain their information about Council and its services, facilities, and activities through 'word of mouth' (73%).

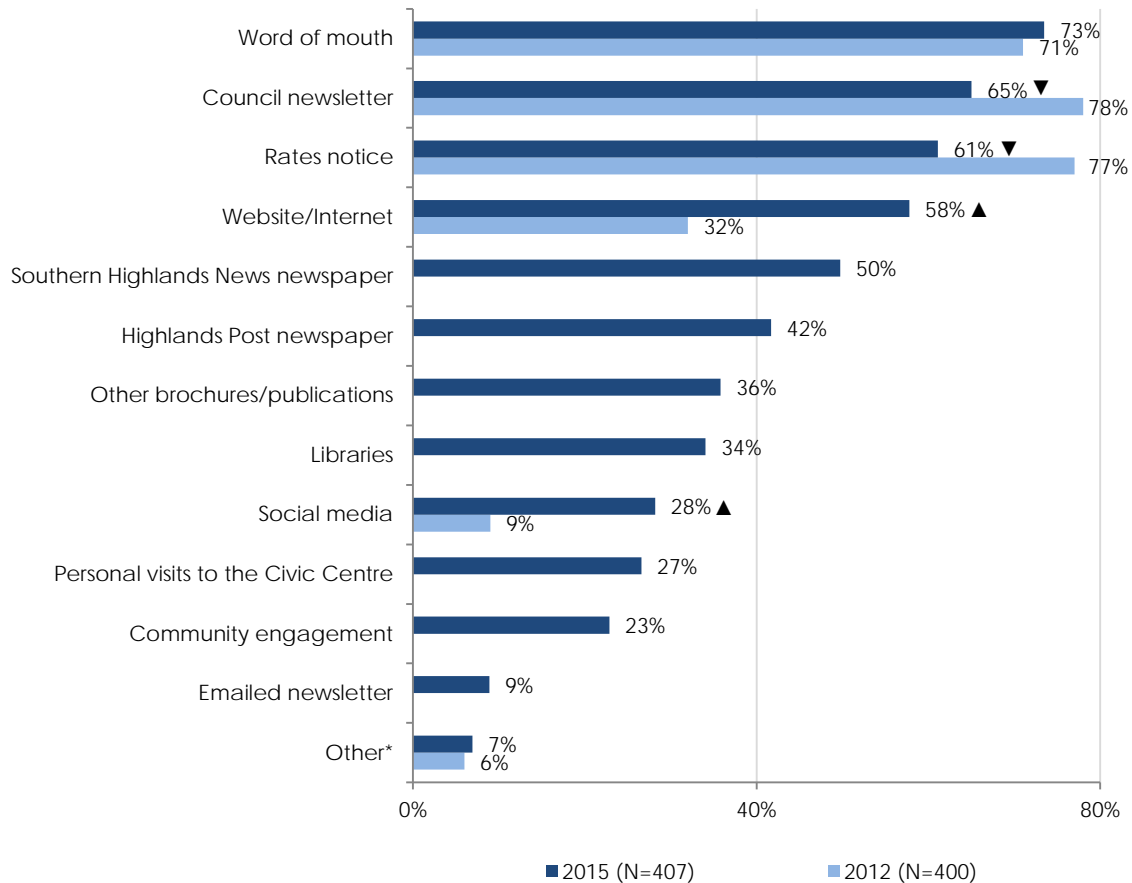
'Website/Internet' and 'social media' have significantly increased as methods of receiving information about Council compared to 2012, whilst 'Council newsletter', and 'rates notice' have significantly decreased.

Residents aged 65 and over were significantly more likely to obtain information through a 'Council newsletter' and 'personal visits to the Civic Centre', and unsurprisingly, were significantly less likely to obtain information through 'website/Internet'.

Residents in the younger age group (18-34) were significantly more likely to acquire information about Council through 'social media', and significantly less likely to source their information about Council through a 'Council newsletter' or 'rates notice', and residents aged 50 and over were significantly less likely to acquire information through 'social media'.

Residents aged 35-49 were significantly more likely to get information about Council through the 'website/Internet'.

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



*Note: For the list of 'others', please see Appendix B

▲ ▼ = significantly higher/lower (by year)

Satisfaction with Communication from Council

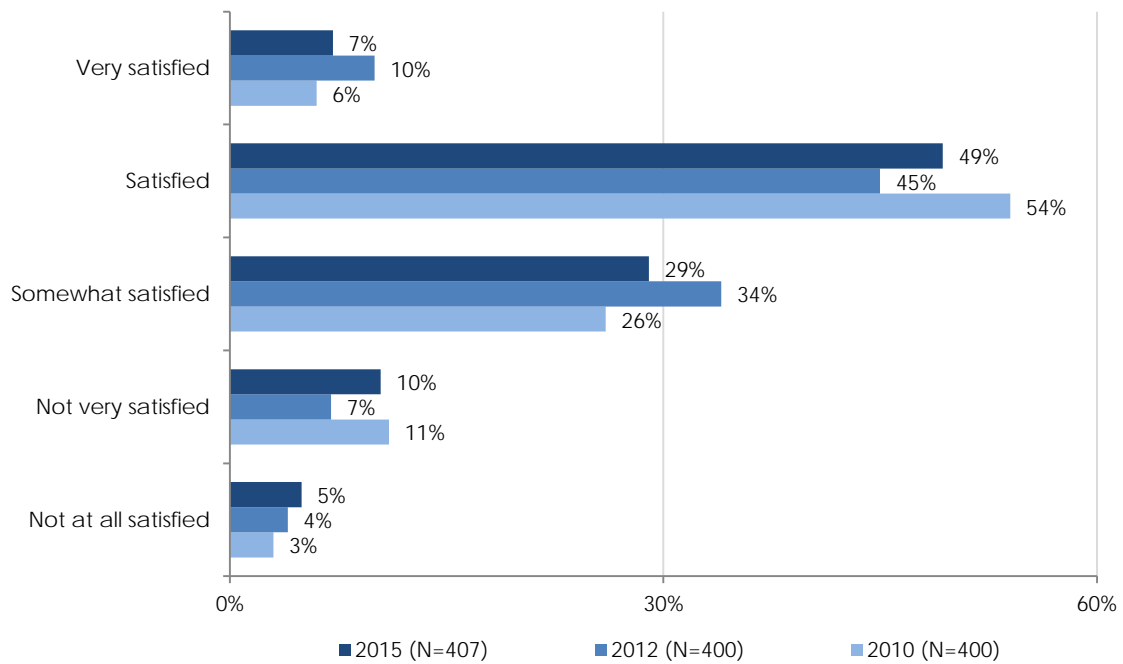
Summary

85% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.43	3.51	3.49	3.52	3.29	3.39	3.55	3.37	3.48	3.49	3.34

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



Satisfaction with Communication from Council

Summary

'Provision of more information', 'more/utilise alternative methods of communication', and 'more consultation/involvement within the community' were residents' top suggestions for Council to improve communication.

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

Q4b. (If not very satisfied or not at all), how do you think Council could improve its communication?

Reasons for rating 'not very satisfied'/'not at all satisfied'	% N = 62
More/Utilise alternative methods of communication - <i>radio, letterbox drops, newspapers, television, social media, street signage</i>	23%
Provision of more information - <i>minutes from meetings, activities and events, general details, current projects, local issues</i>	21%
More consultation/involvement within the community	18%
Be more transparent with residents	15%
Focus more on the concerns and opinions of the community	10%
Visitation of Councillors to the local areas/Face-to-face interaction	8%
Respond to customer requests and queries/More action from Council	6%
Council to be less fragmented/More communication between Council members	3%
More available/accessible to residents	3%
Quicker response times	3%
Better run Council meetings	2%
Communicate with residents and allow more leniency with regard to missed rates payments	2%
Direct contact with a staff member, not phone recorded messages	2%
Employ new Councillors with new ideas	2%
Ensuring the delivery of newspapers to residents	2%
More knowledgeable staff	2%
More mentions of Yerrinbool in newsletters	2%
Provide residents with more updates/feedback	2%
Quality of newsletters	2%
Raising trust within the local community towards Council's bodies	2%
Remove some of the Councillors	2%
Stop electing local residents with self-interests into positions with more and more power	2%
Stronger leadership	2%



Section C

The Local Area



Council's Image within the Community

Summary

43% of residents rated Council's image within the community as 'good' to 'excellent'. Image scores appear to have consolidated from where they were in 2012, however, compared to Micromex's LGA Brand Scores, there are opportunities to strengthen Council's brand perceptions among residents.

Residents aged 18-34 rated Council's image significantly higher.

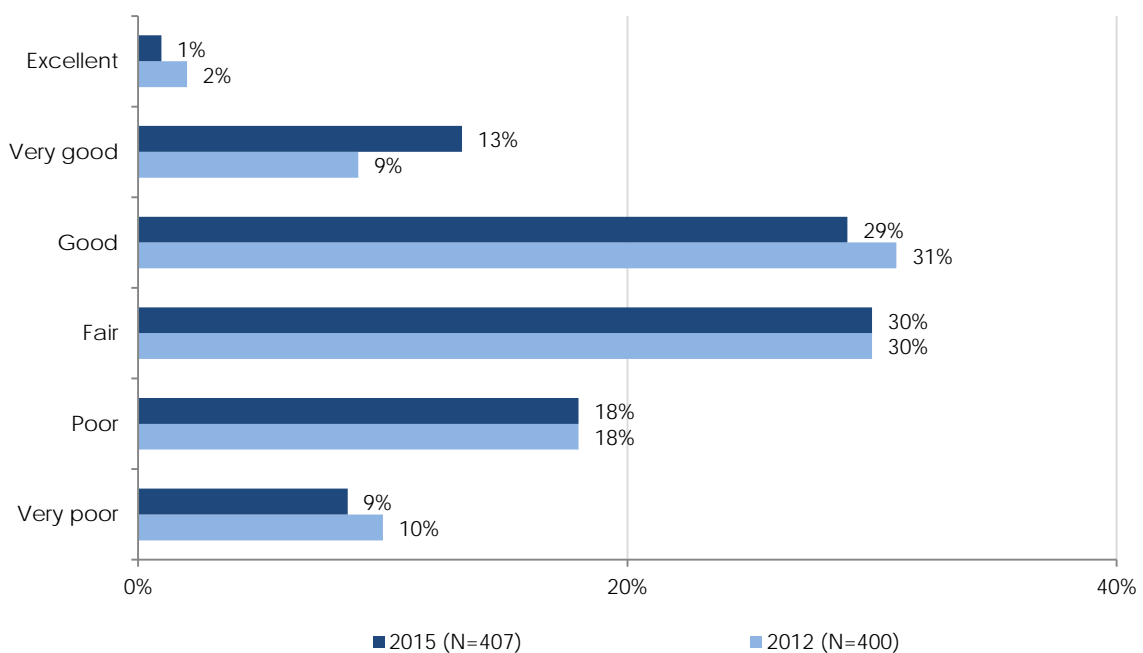
Q6c. Overall, how would you rate Council's image within the community?

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.24	3.16	3.82▲	3.04	3.00	3.29	3.19	3.29	3.23	3.26

NSW LGA BRAND SCORES – COUNCIL'S IMAGE	Metro	Regional	All of NSW	Wingecarribee Shire Council 2015
Mean ratings	3.83▲	3.38	3.55▲	3.24▼

Scale: 1 = very poor, 6 = excellent

▲▼ = significantly higher/lower (by group)



Note: Due to a rating scale change, results from 2010 could not be compared

Best Aspects about Living in the Wingecarribee Area

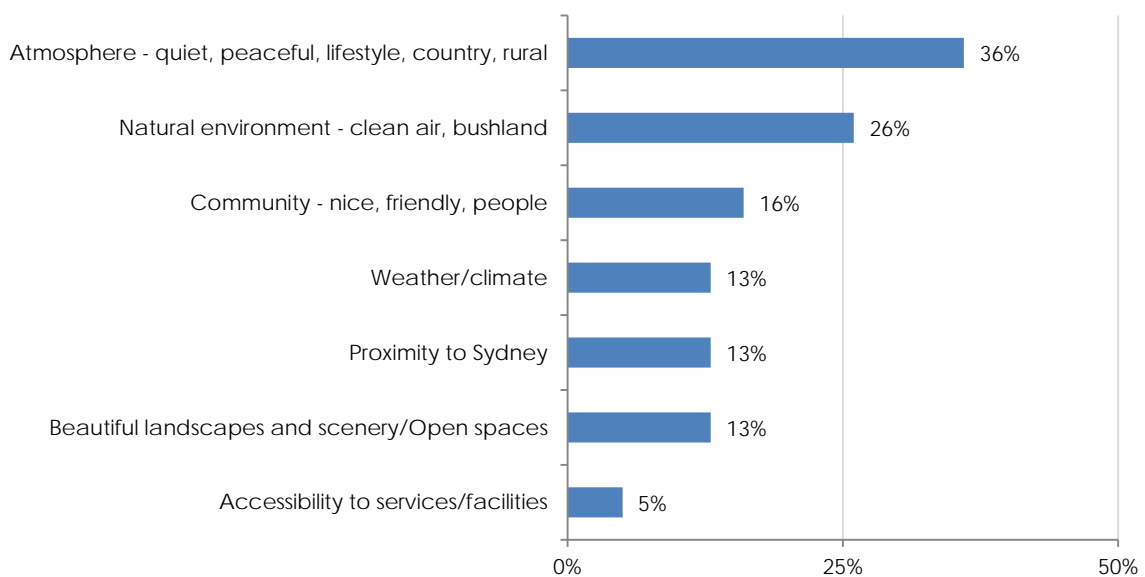
Summary

Residents felt the best thing about living in the Wingecarribee area was the 'atmosphere', specifically in relation to the quiet and peaceful lifestyle and the country/rural characteristics, as well as the natural environment and the nice/friendly community. Further to this, residents value being able to experience living in a country/rural atmosphere but also being in close proximity to Sydney.

Q6d. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

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.



Base: n = 407



Top Priority for Council in the Next Four Years

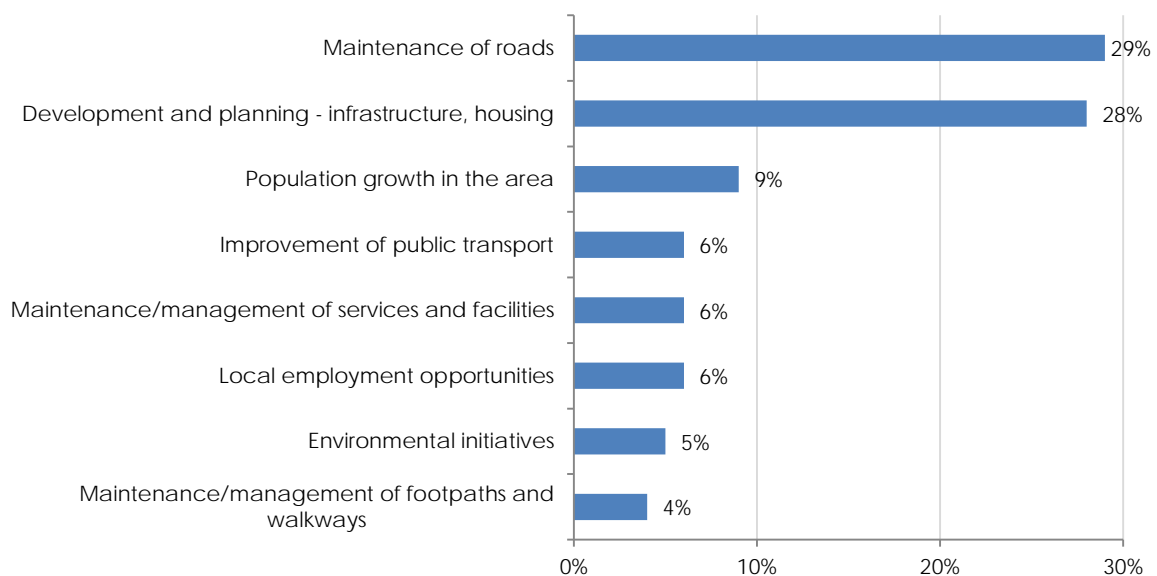
Summary

Residents believe Council should focus on the maintenance of roads, development and planning of infrastructure and housing in the area, and take into account the growing population in Wingecarribee over the next four years. Following on from this, the maintenance and management of local infrastructure and services and local employment opportunities will also need to be improved and expanded in order to cater for the growing population.

Q6e. 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.



Base: n = 407



Section D

2031 Measures



Agreement with Specific Statements

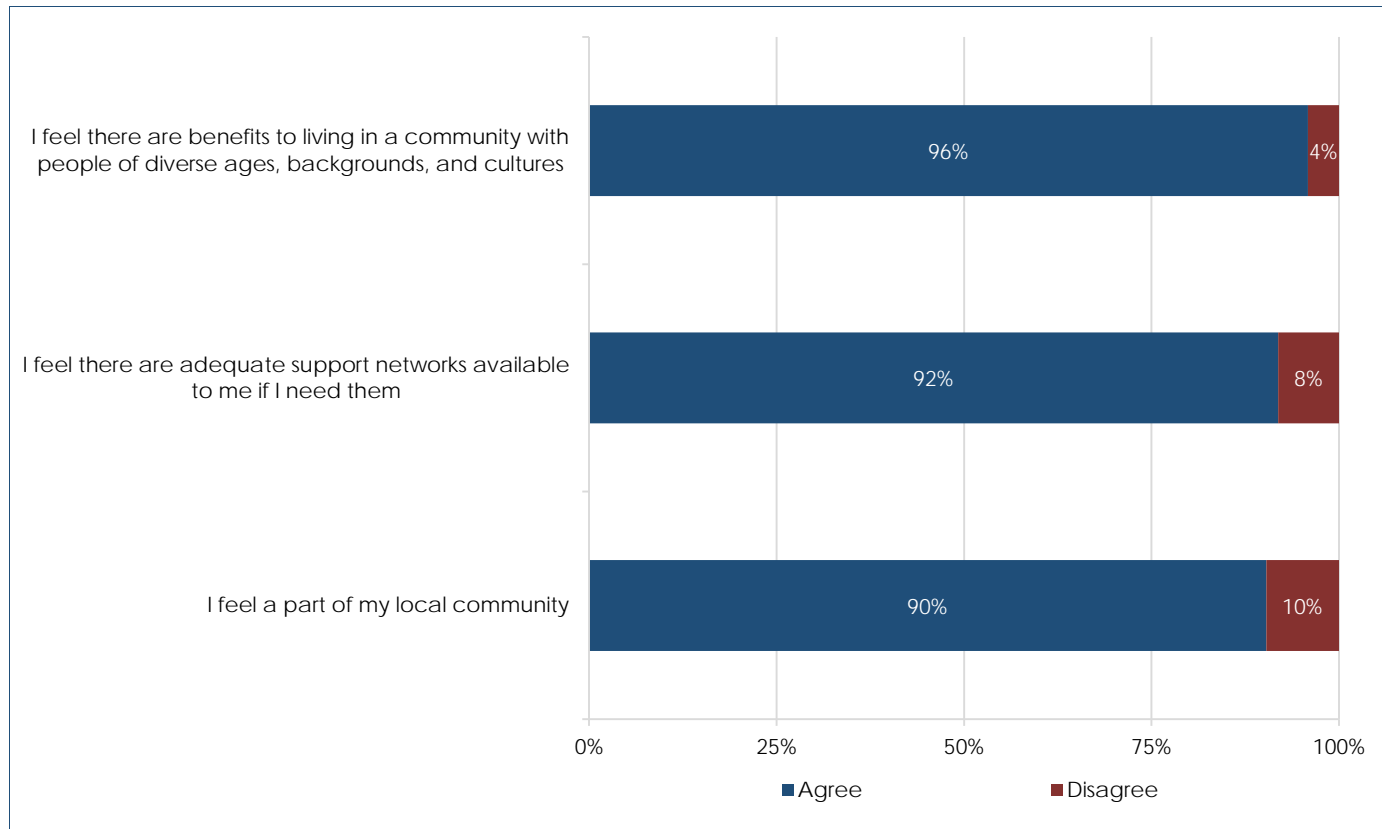
Summary

There were high levels of agreement with each of the statements, with 'at least 90% of residents responding positively.

Agreement with statements remain similar compared to previous reporting years.

Residents aged 18-34 agree with all the prompted statements.

Q7a., Q7b., and Q7c. Do you agree or disagree with the following statements?



	2015	2012	2010
I feel there are benefits to living in a community with people of diverse ages, backgrounds, and cultures	96%	97%	95%
Base	402	396	393
I feel there are adequate support networks available to me if I need them	92%	88%	84%
Base	373	383	381
I feel a part of my local community	90%	88%	86%
Base	394	397	399



Participation in Local Activities

Summary

96% of residents believe they have the 'opportunity to participate in recreational and sporting activities', which is similar to 2012. All residents aged 35-49 agreed they were provided with this opportunity.

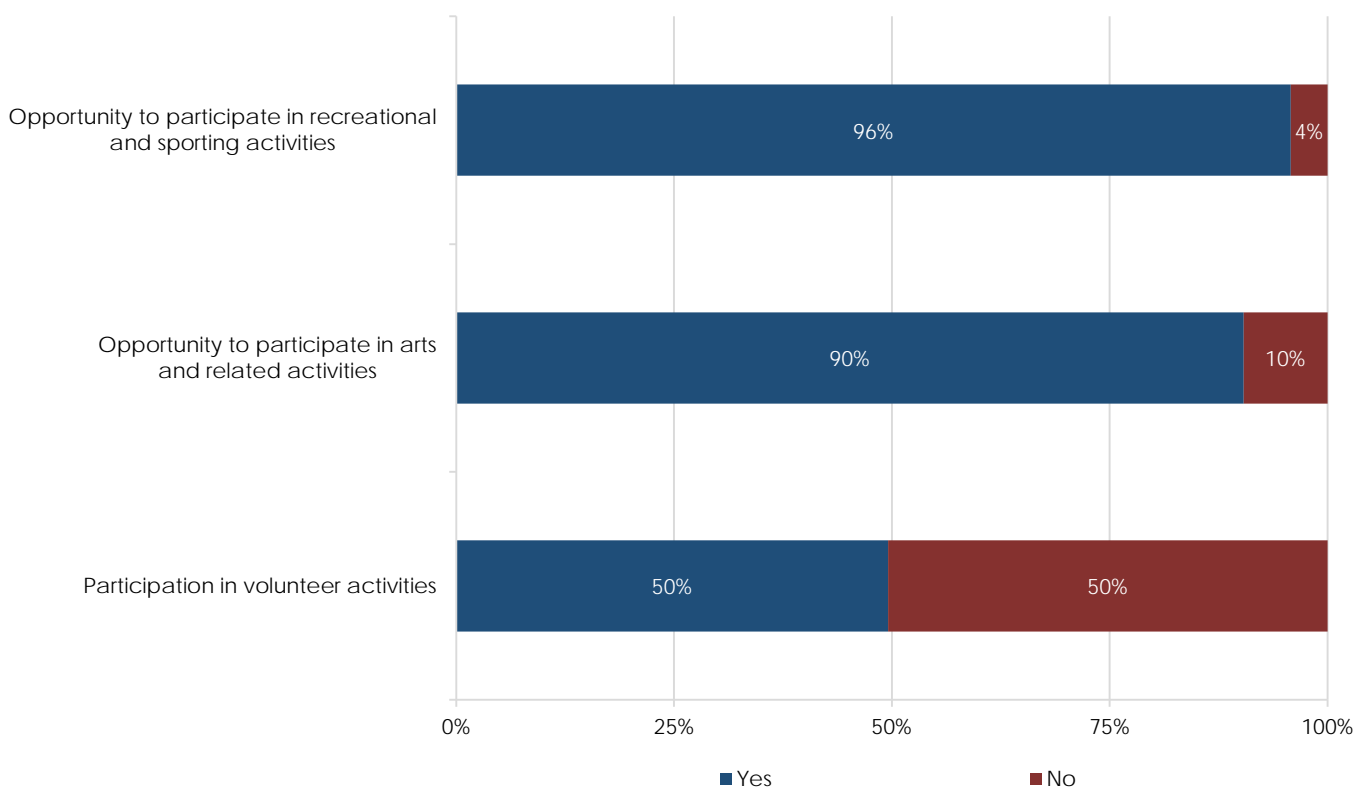
90% found they had the 'opportunity to participate in arts and related activities', which is on par with the previous years.

Half of the residents stated they had participated in volunteer activities in the last 12 months. Residents aged 65 and over were significantly more likely to have partaken in volunteer activities, whilst those in the younger age group (18-34) were significantly less likely to have contributed to volunteer activities.

Q8a. Do you believe that living in the Shire you have the opportunity to participate in arts and related activities?

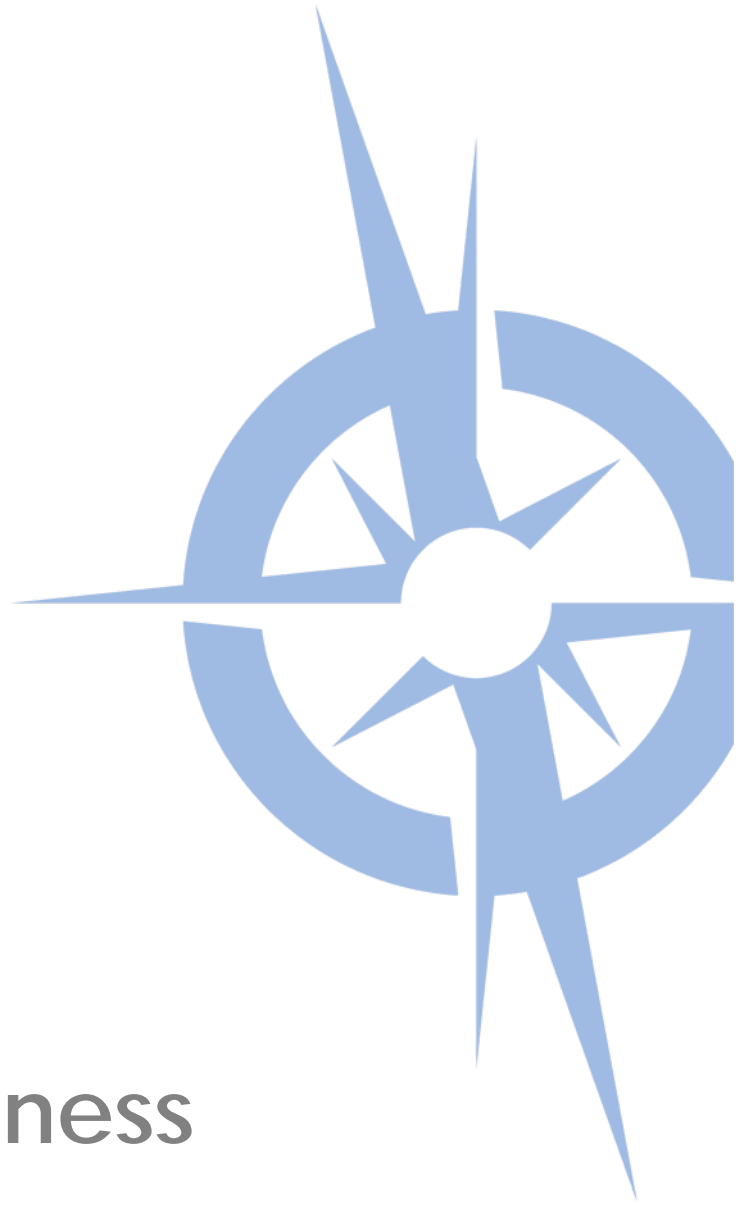
Q8b. Do you believe that living in the Shire you have the opportunity to participate in recreational and sporting activities?

Q8c. In the last 12 months, have you participated in any volunteer activities?



	2015 N=407	2012 N=400	2010 N=400
Opportunity to participate in recreational and sporting activities	96%	97%	93%
Opportunity to participate in arts and related activities	90%	90%	90%
Participation in volunteer activities	50%	53%	56%





Section E

Response Timeliness

Response Timeliness

Summary

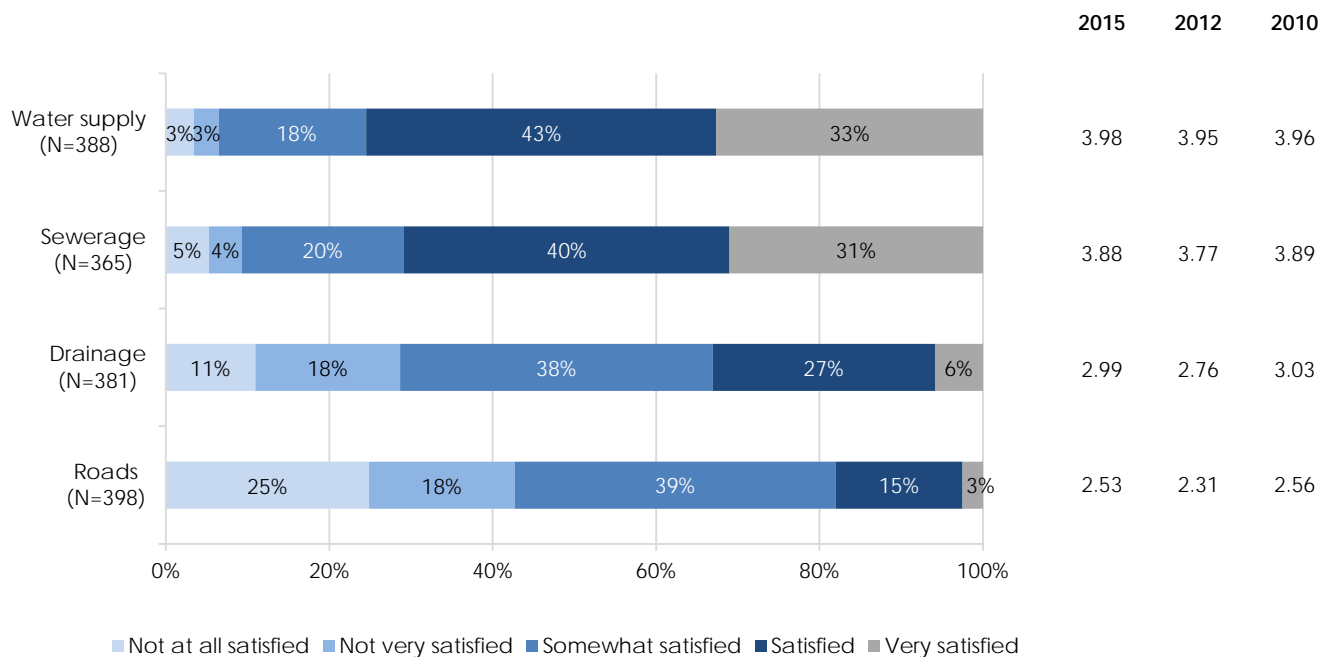
Residents rated the timeliness of Council's response to 'water supply' most satisfactory of the four, with 94% at least 'somewhat satisfied'.

Residents aged 65 and over were significantly more satisfied with the timeliness of Council's response to 'water supply'.

Town residents were significantly more satisfied with the timeliness of Council's response to 'sewerage', 'drainage', and 'roads'.

Q9. How satisfied are you with the timeliness of Council's response to:

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Water supply	3.98	3.95	3.96	4.04	3.79	3.86	4.23▲	3.92	4.04	4.08	3.81
Sewerage	3.88	3.77	3.89	4.09	3.67	3.77	4.02	3.72	4.01	4.10▲	3.48
Drainage	2.99	2.76	3.03	3.39	2.75	2.99	2.96	2.96	3.02	3.21▲	2.64
Roads	2.53	2.31	2.56	2.59	2.34	2.55	2.64	2.44	2.61	2.69▲	2.28



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

Base: 2015 n = 365-398, 2012 n = 353-391, 2010 n = 332-380

Section F

Demographics



Demographics

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

	%
18-34	18%
35-49	26%
50-64	28%
65+	28%

Q11. Were you born in Australia or overseas?

	%
Australia	83%
Overseas	17%

Q12. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	87%
I/We currently rent this property	13%

Q13. How long have you lived in the local area?

	%
Up to 2 years	2%
2 – 5 years	12%
6 – 10 years	13%
11 – 20 years	29%
More than 20 years	44%

Q15. Gender.

	%
Male	47%
Female	53%



Demographics

QA2. Which town or village do you live in/near?

Town	%
Bowral	25%
Moss Vale	19%
Mittagong	17%
Villages	%
Bundanoon	6%
Burradoo	5%
Hill Top	5%
Exeter	3%
Robertson	3%
Berrima	2%
Colo Vale	2%
Yerrinbool	2%
Burrawang	1%
Canyonleigh	1%
High Range	1%
Sutton Forest	1%
Welby	1%
Willow Vale	1%
Wingello	1%
Avoca	<1%
Aylmerton	<1%
Balmoral	<1%
Braemar	<1%
East Bowral	<1%
Fitzroy Falls	<1%
Joadja	<1%
New Berrima	<1%
Renwick	<1%
Wildes Meadow	<1%
Woodlands (Welby)	<1%





Appendix A – Data and Correlation Tables

Importance/Satisfaction

People

Importance	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Community safety/crime prevention	4.46	4.46	4.56	4.25	4.47	4.49	4.53	4.23	4.65▲	4.51	4.37
Support for people with a disability	4.43	4.36	4.45	4.35	4.29	4.47	4.57	4.41	4.45	4.47	4.36
Support for aged persons	4.34	4.29	4.49	4.16	4.02▼	4.50	4.59▲	4.25	4.42	4.41	4.22
Support for youth	4.30	4.25	4.43	4.24	4.26	4.29	4.38	4.12	4.46▲	4.36	4.19
Provision and operation of libraries	4.20	4.10	4.28	3.96	4.34	4.16	4.25	4.02	4.35▲	4.32▲	3.99
Support for the Aboriginal community	3.92▲	3.65	3.77	4.12	3.80	3.87	3.95	3.73	4.09	4.00	3.78
Festivals and events	3.73	3.62	3.73	3.68	3.75	3.76	3.72	3.60	3.84	3.83	3.58

Satisfaction	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Community safety/crime prevention	3.72▲	3.50	3.40	4.01	3.71	3.58	3.72	3.69	3.75	3.81	3.58
Support for people with a disability	3.50▲	3.32	3.18	3.74	3.45	3.29	3.60	3.53	3.47	3.56	3.41
Support for aged persons	3.72▲	3.47	3.41	4.10	3.58	3.59	3.71	3.72	3.72	3.74	3.68
Support for youth	3.07▲	2.73	2.66	3.16	2.82	3.07	3.25	3.08	3.06	3.16	2.92
Provision and operation of libraries	4.11	4.05	4.14	4.18	4.09	4.01	4.19	3.94	4.25	4.16	4.01
Support for the Aboriginal community	3.36	3.26	3.12	3.71	3.21	3.24	3.31	3.37	3.35	3.38	3.32
Festivals and events	3.76▲	3.56	3.69	3.88	3.69	3.69	3.80	3.69	3.81	3.78	3.72

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

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



Importance/Satisfaction People

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Community safety/crime prevention	1%	4%	8%	21%	65%	100%	407
Support for people with a disability	2%	1%	11%	22%	63%	100%	407
Support for aged persons	2%	3%	12%	26%	58%	100%	407
Support for youth	3%	2%	14%	26%	56%	100%	407
Provision and operation of libraries	3%	4%	16%	28%	50%	100%	407
Support for the Aboriginal community	7%	5%	20%	25%	43%	100%	407
Festivals and events	5%	7%	27%	34%	28%	100%	407

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Community safety/crime prevention	2%	6%	30%	41%	20%	100%	350
Support for people with a disability	2%	11%	38%	33%	16%	100%	337
Support for aged persons	1%	6%	35%	35%	22%	100%	336
Support for youth	5%	20%	46%	22%	7%	100%	319
Provision and operation of libraries	1%	3%	16%	46%	35%	100%	319
Support for the Aboriginal community	3%	10%	43%	34%	9%	100%	266
Festivals and events	2%	8%	23%	46%	21%	100%	251



Importance/Satisfaction Places

Importance	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Condition of local roads	4.58	4.56	4.53	4.48	4.52	4.69	4.59	4.60	4.56	4.54	4.64
Availability of car parking in the town and village centres	4.33	4.32	4.45	4.33	4.11	4.42	4.45	4.19	4.46	4.39	4.25
Provision and quality of footpaths	4.32	4.23	4.30	4.13	4.24	4.45	4.38	4.16	4.46	4.48▲	4.07
Provision and maintenance of local parks and gardens	4.31	4.20	4.28	4.23	4.39	4.26	4.35	4.29	4.33	4.36	4.24
Local traffic management	4.30	4.23	4.33	3.92	4.45	4.31	4.38	4.18	4.40	4.38	4.16
Provision and maintenance of sporting facilities	4.17	4.07	4.15	4.11	4.37	4.06	4.12	4.22	4.12	4.19	4.12
Cleanliness and functionality of public toilets	4.14	4.09	4.12	4.13	4.09	4.24	4.11	3.88	4.38▲	4.24	3.99
Provision and maintenance of playgrounds	4.13▲	3.97	4.10	4.01	4.35	4.03	4.10	4.06	4.19	4.26	3.91
Cycle paths and walking tracks	4.09	3.99	4.14	4.21	4.23	3.94	4.01	3.86	4.28▲	4.19	3.91
Availability of, and access to, public transport	4.08▲	3.85	4.16	4.04	4.18	4.03	4.07	3.93	4.21	4.12	4.02
Provision and maintenance of swimming pools	4.03▲	3.68	3.95	3.96	4.27	3.92	3.94	3.89	4.14	4.10	3.91
Protecting heritage values and buildings	3.99▲	3.83	3.96	4.00	4.00	4.00	3.98	3.88	4.09	4.03	3.92
Provision and maintenance of community halls/facilities	3.93	3.95	3.99	3.35▼	3.90	4.07	4.18▲	3.86	3.98	3.95	3.89
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.81	3.80	3.95	3.53	3.90	3.84	3.86	3.56	4.03▲	3.83	3.77
Dog control	3.80	3.63	3.88	3.77	3.85	3.74	3.85	3.67	3.92	3.88	3.68

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

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



Importance/Satisfaction Places

Satisfaction	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Condition of local roads	2.30▲	2.07	2.29	2.52	2.16	2.24	2.36	2.27	2.34	2.45	2.08
Availability of car parking in the town and village centres	2.80▲	2.57	2.44	2.95	2.90	2.64	2.78	2.78	2.82	2.81	2.79
Provision and quality of footpaths	2.82▲	2.65	2.77	3.69▲	2.71	2.77	2.47▼	2.91	2.75	2.92	2.63
Provision and maintenance of local parks and gardens	3.50	3.50	3.64	3.34	3.55	3.42	3.65	3.53	3.48	3.53	3.47
Local traffic management	3.16	3.18	3.15	3.29	2.92	3.15	3.33	3.03	3.28	3.21	3.09
Provision and maintenance of sporting facilities	3.65▲	3.46	3.59	3.51	3.51	3.74	3.78	3.62	3.67	3.67	3.60
Cleanliness and functionality of public toilets	3.41▲	3.21	3.16	3.33	3.40	3.28	3.61	3.38	3.43	3.44	3.36
Provision and maintenance of playgrounds	3.61	3.60	3.60	3.34	3.61	3.66	3.73	3.64	3.58	3.65	3.52
Cycle paths and walking tracks	3.37	3.47	3.38	3.14	3.39	3.31	3.59	3.52	3.26	3.48	3.18
Availability of, and access to, public transport	2.79	2.64	2.57	2.59	2.71	2.83	2.97	2.84	2.76	3.07▲	2.34
Provision and maintenance of swimming pools	3.70▲	2.98	3.08	3.90	3.51	3.59	3.86	3.63	3.75	3.75	3.60
Protecting heritage values and buildings	3.37	3.39	3.43	3.78	3.36	3.21	3.28	3.36	3.38	3.34	3.42
Provision and maintenance of community halls/facilities	3.65▲	3.48	3.57	3.92	3.42	3.70	3.68	3.64	3.66	3.67	3.61
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.23	3.11	3.21	3.55	3.28	3.17	3.08	3.31	3.18	3.34	3.05
Dog control	3.63	3.50	3.59	4.01	3.54	3.51	3.63	3.45	3.78	3.64	3.62

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

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



Importance/Satisfaction Places

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Condition of local roads	1%	2%	5%	24%	69%	100%	407
Availability of car parking in the town and village centres	2%	4%	10%	26%	58%	100%	407
Provision and quality of footpaths	3%	3%	12%	25%	58%	100%	407
Provision and maintenance of local parks and gardens	0%	2%	10%	41%	46%	100%	407
Local traffic management i.e. roundabouts, line marking, signage, traffic lights	0%	2%	14%	35%	48%	100%	407
Provision and maintenance of sporting facilities	5%	3%	12%	31%	49%	100%	407
Cleanliness and functionality of public toilets	6%	3%	15%	24%	53%	100%	407
Provision and maintenance of playgrounds	5%	2%	15%	30%	48%	100%	407
Cycle paths and walking tracks	4%	3%	16%	36%	42%	100%	407
Availability of and access to public transport i.e. bus shelters, footpaths, bus routes	5%	7%	15%	23%	51%	100%	407
Provision and maintenance of swimming pools	5%	5%	16%	31%	43%	100%	407
Protecting heritage values and buildings	2%	6%	20%	35%	37%	100%	407
Provision and maintenance of community halls/facilities	4%	4%	25%	31%	36%	100%	407
Revitalisation/beautification of town and village centres as well as the surrounding areas	1%	7%	28%	37%	27%	100%	407
Dog control	7%	6%	26%	23%	39%	100%	407

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Condition of local roads	26%	34%	28%	9%	3%	100%	378
Availability of car parking in the town and village centres	14%	25%	35%	19%	8%	100%	341
Provision and quality of footpaths	16%	20%	36%	21%	7%	100%	338
Provision and maintenance of local parks and gardens	8%	6%	30%	42%	15%	100%	356
Local traffic management i.e. roundabouts, line marking, signage, traffic lights	8%	18%	35%	27%	11%	100%	342
Provision and maintenance of sporting facilities	2%	9%	31%	39%	19%	100%	321
Cleanliness and functionality of public toilets	4%	12%	38%	33%	13%	100%	299
Provision and maintenance of playgrounds	4%	6%	34%	40%	17%	100%	315
Cycle paths and walking tracks	7%	18%	24%	34%	17%	100%	316
Availability of and access to public transport i.e. bus shelters, footpaths, bus routes	18%	27%	24%	20%	11%	100%	297
Provision and maintenance of swimming pools	6%	5%	26%	39%	24%	100%	292
Protecting heritage values and buildings	5%	10%	40%	34%	11%	100%	293
Provision and maintenance of community halls/facilities	0%	7%	35%	42%	15%	100%	270
Revitalisation/beautification of town and village centres as well as the surrounding areas	7%	18%	31%	34%	10%	100%	258
Dog control	4%	12%	26%	33%	25%	100%	250

Importance/Satisfaction

Environment

Importance	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Town water quality	4.62	4.51	4.50	4.72	4.52	4.58	4.68	4.49	4.73	4.72▲	4.44
Litter control and rubbish dumping	4.58	4.49	N/A	4.40	4.49	4.69	4.68	4.54	4.63	4.63	4.52
Encouraging recycling	4.53	4.51	4.56	4.44	4.45	4.50	4.69▲	4.38	4.66▲	4.60	4.41
Domestic garbage collection	4.49	4.40	4.51	4.53	4.47	4.46	4.52	4.33	4.63▲	4.62▲	4.28
Encouraging waste reduction initiatives	4.44	4.37	4.43	4.36	4.33	4.44	4.59	4.29	4.57▲	4.52	4.31
Providing adequate drainage	4.33▲	4.15	4.21	4.04	4.23	4.49	4.46	4.32	4.35	4.44	4.16
Managing development and growth	4.27	4.20	4.37	4.07	4.18	4.41	4.33	4.18	4.34	4.32	4.19
Healthy, natural urban streams and creeks but not rivers	4.21	4.15	4.26	3.84▼	4.13	4.34	4.41▲	4.11	4.31	4.24	4.16
The Resource Recovery Centre	4.18	4.06	4.22	4.15	4.16	4.16	4.24	4.20	4.16	4.23	4.11
Enforcement of development and building regulations	4.17	4.09	4.22	3.67▼	4.12	4.32	4.40▲	4.18	4.17	4.20	4.13
Restoration of natural bushland	4.10	4.03	4.11	4.20	3.96	4.08	4.20	3.97	4.22	4.23▲	3.91
Support for community environmental initiatives	4.08▲	3.94	4.07	3.80	4.00	4.19	4.21	3.94	4.20	4.24▲	3.81
Green waste collection	3.87	3.82	3.91	3.88	3.54	3.90	4.16▲	3.56	4.15▲	3.98	3.71

Satisfaction	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Town water quality	4.17	4.15	3.89	4.12	4.09	4.11	4.32	4.22	4.12	4.23	4.05
Litter control and rubbish dumping	3.40▲	3.22	N/A	3.64	3.37	3.26	3.40	3.32	3.46	3.51	3.20
Encouraging recycling	4.01▲	3.52	3.63	3.88	4.06	3.89	4.15	3.85	4.14	4.09	3.88
Domestic garbage collection	4.19	4.19	4.18	3.87	4.04	4.13	4.57▲	4.12	4.24	4.30	3.98
Encouraging waste reduction initiatives	3.54▲	3.20	3.28	3.33	3.43	3.54	3.77	3.45	3.62	3.63	3.39
Providing adequate drainage	2.88	2.80	3.12	2.95	2.76	2.86	2.97	2.82	2.94	3.03	2.62
Managing development and growth	3.00▲	2.82	2.82	3.44	2.81	2.91	3.02	2.95	3.04	3.05	2.93
Healthy, natural urban streams and creeks but not rivers	3.37▲	3.14	3.25	3.51	3.43	3.28	3.34	3.32	3.42	3.47	3.20
The Resource Recovery Centre	3.96▲	3.51	3.90	4.11	3.77	4.02	4.00	3.94	3.99	4.09	3.74
Enforcement of development and building regulations	2.98	2.89	2.88	3.31	3.08	2.74	3.00	2.94	3.01	3.00	2.94
Restoration of natural bushland	3.53▲	3.36	3.51	3.67	3.44	3.56	3.49	3.51	3.55	3.60	3.40
Support for community environmental initiatives	3.43	3.38	3.35	3.68	3.40	3.30	3.44	3.31	3.53	3.45	3.40
Green waste collection	4.30▲	2.27	2.48	4.24	4.16	4.20	4.52	4.24	4.34	4.32	4.26

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

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



Importance/Satisfaction Environment

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Town water quality	3%	0%	4%	16%	76%	100%	407
Litter control and rubbish dumping	0%	1%	7%	24%	68%	100%	407
Encouraging recycling	1%	1%	9%	21%	68%	100%	407
Domestic garbage collection	5%	1%	4%	19%	71%	100%	407
Encouraging waste reduction initiatives	1%	2%	10%	25%	61%	100%	407
Providing adequate drainage	2%	3%	12%	27%	57%	100%	407
Managing development and growth	1%	2%	16%	31%	50%	100%	407
Healthy, natural urban streams and creeks but not rivers	1%	3%	17%	31%	48%	100%	407
The Resource Recovery Centre	5%	2%	14%	28%	51%	100%	407
Enforcement of development and building regulations	1%	4%	18%	30%	47%	100%	407
Restoration of natural bushland	2%	6%	17%	29%	46%	100%	407
Support for community environmental initiatives	3%	3%	18%	35%	41%	100%	407
Green waste collection	12%	5%	13%	24%	46%	100%	407

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Town water quality	2%	4%	12%	38%	43%	100%	376
Litter control and rubbish dumping	6%	12%	31%	35%	15%	100%	374
Encouraging recycling	1%	6%	19%	37%	36%	100%	362
Domestic garbage collection	5%	4%	11%	29%	51%	100%	363
Encouraging waste reduction initiatives	3%	11%	34%	32%	20%	100%	351
Providing adequate drainage	13%	25%	31%	24%	7%	100%	340
Managing development and growth	8%	23%	38%	24%	7%	100%	333
Healthy, natural urban streams and creeks but not rivers	3%	12%	42%	31%	12%	100%	317
The Resource Recovery Centre	5%	5%	17%	37%	37%	100%	322
Enforcement of development and building regulations	12%	18%	38%	22%	9%	100%	307
Restoration of natural bushland	3%	8%	37%	37%	15%	100%	306
Support for community environmental initiatives	3%	9%	42%	33%	13%	100%	305
Green waste collection	3%	2%	11%	30%	54%	100%	284



Importance/Satisfaction

Leadership and Economy

Importance	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Support for local business and employment	4.42	4.40	4.42	4.52	4.34	4.45	4.38	4.34	4.49	4.46	4.34
Council provision of information to residents	4.36	4.24	4.39	4.07	4.36	4.46	4.45	4.31	4.41	4.39	4.32
Support for tourism	4.11	4.02	4.07	3.91	4.07	4.19	4.18	4.16	4.06	4.15	4.04
Opportunities to participate in Council decision making	4.07	3.89	4.08	3.96	4.02	4.11	4.16	3.97	4.16	4.12	4.00

Satisfaction	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Support for local business and employment	3.26	3.07	3.16	3.37	3.12	3.18	3.41	3.19	3.32	3.32	3.16
Council provision of information to residents	3.20	3.13	3.25	3.35	2.98	3.08	3.45	3.11	3.28	3.30	3.03
Support for tourism	3.71	3.55	3.73	3.69	3.62	3.74	3.77	3.61	3.81	3.74	3.66
Opportunities to participate in Council decision making	2.82	2.71	2.83	2.95	2.72	2.71	2.95	2.71	2.90	2.84	2.79

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

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Support for local business and employment	2%	1%	12%	25%	61%	100%	407
Council provision of information to residents	1%	1%	13%	33%	53%	100%	407
Support for tourism	1%	3%	20%	36%	40%	100%	407
Opportunities to participate in Council decision making	2%	6%	18%	30%	43%	100%	407

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Support for local business and employment	4%	13%	46%	26%	11%	100%	342
Council provision of information to residents	8%	20%	27%	32%	12%	100%	348
Support for tourism	1%	4%	35%	41%	19%	100%	309
Opportunities to participate in Council decision making	17%	18%	38%	22%	6%	100%	298



Contact with Council

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Yes	48%	49%	41%	32%	58%	52%	45%	48%	48%	48%	48%
No	52%	51%	59%	68%	42%	48%	55%	52%	52%	52%	52%
Base	407	400	400	73	106	114	114	191	216	250	157

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Phone	59%	53%	63%	63%	72%	61%	41%▼	56%	62%	60%	58%
Council's customer contact centre	16%	N/A	N/A	0%	16%	13%	27%	16%	16%	18%	12%
Email	7%	9%	6%	12%	3%	8%	8%	10%	4%	4%	12%
Meeting with a Council officer	5%	N/A	N/A	12%	5%	1%	6%	8%	3%	4%	6%
Letter	4%	N/A	N/A	0%	2%	9%	4%	3%	6%	5%	4%
Onsite with a Council officer	3%	N/A	N/A	0%	0%	3%	8%	4%	2%	2%	3%
Council information kiosk or workshop	2%	N/A	N/A	13%▲	0%	0%	1%	1%	3%	3%	1%
Spoke to at library	2%	N/A	N/A	0%	2%	2%	1%	1%	2%	2%	1%
Online (via Council's website)	1%	3%	0%	0%	0%	3%	1%	1%	1%	2%	1%
Other	1%	N/A	N/A	0%	0%	0%	3%	0%	2%	0%	2%
Base	195	195	165	23	61	60	51	93	102	120	75

▲▼ = significantly higher/lower (by group)

Q2b. What was the nature of your enquiry?

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Roads, footpaths, and parks, etc.	18%	16%	18%	25%	9%	22%	20%	20%	16%	16%	21%
Waste and clean up services	18%	18%	14%	25%	18%	20%	11%	19%	16%	21%	12%
Building and development approval	16%	30%	29%	0%	26%	9%	18%	17%	14%	18%	12%
Rates – land or water	13%	13%	9%	13%	12%	16%	10%	8%	17%	13%	13%
Town planning and zoning	6%	7%	4%	12%	2%	4%	10%	7%	5%	5%	7%
Animal – control, shelter, missing, registration	6%	N/A	N/A	0%	12%	5%	1%	5%	6%	8%	2%
Council trees	4%	N/A	N/A	0%	2%	7%	5%	2%	6%	4%	4%
Library	3%	N/A	N/A	13%	2%	2%	1%	1%	5%	5%	1%
Community services (youth, children, aged care)	2%	4%	3%	0%	2%	1%	4%	0%	4%	1%	5%
Other	25%	12%	24%	12%	28%	26%	27%	28%	23%	22%	30%
Base	195	195	165	23	61	60	51	93	102	120	75

Contact with Council

Q2b. What was the nature of your enquiry?

Other	Count
Account details	2
Cemetery	2
Complaint	2
Sewer/sewerage issue	2
Sports and recreation	2
Details regarding a property	1
Drainage issues	1
Environmental query	1
Fencing issue with neighbours	1
Grave plot purchase	1
Information regarding smoke detector laws	1
Issue with residential water/yard	1
Joining the Backyard Protection program	1
Leaking water/valve	1
Local community group	1
Maintenance of Community Hall	1
Needle bin in Moss Vale Shopping Centre	1
Pest control	1
Poor organisation skills at community centre	1
Public gardens	1
Query regarding noise level	1
Replanting native flora	1
Request for Council meeting location	1
Residential number change	1
Sale yards	1
Selling of land	1
Senior licences	1
Traffic issue	1



Contact with Council

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.57	3.61	4.07	2.90	3.83	3.33	3.85	3.48	3.65	3.58	3.55

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

	%
Very satisfied	34%
Satisfied	28%
Somewhat satisfied	12%
Not very satisfied	13%
Not at all satisfied	13%
Base	195



Means of Sourcing Information about Council

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

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female	Town	Village
Word of mouth	73%	71%	84%	72%	77%	65%	77%	70%	72%	76%
Council newsletter	65%▼	78%	23%▼	64%	75%	82%▲	63%	67%	63%	68%
Rates notice	61%▼	77%	28%▼	75%	63%	68%	59%	63%	58%	67%
Website/Internet	58%▲	32%	80%	74%▲	52%	34%▼	55%	60%	57%	59%
Southern Highlands News newspaper	50%▼	70%	63%	41%	41%	57%	55%	45%	53%	44%
Highlands Post newspaper	42%	N/A	44%	39%	38%	47%	38%	45%	46%	35%
Other brochures/publications	36%	N/A	40%	39%	34%	32%	37%	35%	38%	33%
Libraries	34%	N/A	37%	36%	25%	40%	27%	41%	39%	26%
Social media	28%▲	9%	56%▲	41%	17%▼	10%▼	27%	30%	31%	24%
Personal visits to the Civic Centre	27%	N/A	4%	32%	25%	38%▲	27%	26%	27%	27%
Community engagement	23%	N/A	12%	20%	26%	29%	25%	21%	21%	25%
Emailed newsletter	9%	N/A	0%	7%	11%	14%	9%	9%	7%	12%
Other	7%	6%	4%	9%	6%	7%	9%	5%	8%	6%
Base	407	400	73	106	114	114	191	216	250	157

Other	Count
Radio	11
2ST radio	4
Direct phone contact	4
Do not get any information about Council	2
Signs/banners in the local area	2
ABC Digital Radio	1
Building applicants	1
Direct contact with Councillors	1
Letterbox drops	1
Local notice boards	1
News programs	1

▲▼ = significantly higher/lower (by group)



Satisfaction with Communication from Council

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

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.43	2.51	3.49	3.52	3.29	3.39	3.55	3.37	3.48	3.49	3.34

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

	%
Very satisfied	7%
Satisfied	49%
Somewhat satisfied	29%
Not very satisfied	10%
Not at all satisfied	5%
Base	407

Overall Satisfaction with Council

Q6a. 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 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.22	3.14	3.45	3.29	3.13	3.19	3.29	3.14	3.29	3.26

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

	%
Very satisfied	6%
Satisfied	33%
Somewhat satisfied	43%
Not very satisfied	14%
Not at all satisfied	4%
Base	407



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Very satisfied/Satisfied	%
Satisfied with Council's performance/Believe Council works to the best of their abilities	20%
Provision of good/efficient services and facilities	8%
Satisfied with Council/Have not had issues or difficulties	3%
Quick to respond/resolve enquiries	3%
Environmental/green initiatives	3%
Council should focus on the improvement of infrastructure - roads, cycle paths, street lighting	2%
Noticeable improvement - waste services, water quality, roads, footpaths, recreation areas, sewerage services	1%
Good financial management	1%
Maintenance of the local area	1%
Quality of infrastructure	1%
Satisfied with the level of communication	1%
Responsive to local issues	1%
Availability of/Accessibility to Council and Councillors	<1%
Better litter/rubbish dumping control in the local area	<1%
Better transparency for community issues	<1%
Bush regeneration team is fantastic	<1%
Community appears to be well looked after	<1%
Concerned over interests in mining affecting the water quality in the area	<1%
Council has a positive image within the community	<1%
Council has good development aims within the local area	<1%
Council has undertaken waste reduction initiatives	<1%
Council website is very informative about issues in the local area	<1%
Councillors could be more professional at Council meetings	<1%
Councillors' performance could be improved	<1%
Council's focus on community issues	<1%
Development applications need to be processed more promptly	<1%
Councillors' expenditure needs work	<1%
Restrictions on development	<1%
Easy access to information	<1%
Efficient Council team	<1%
Financial management needs to be improved	<1%
Gardens and parks in the area require improvement	<1%
General appearance of the local area	<1%
Good forward planning/thinking	<1%
Good promotion of tourism	<1%
Good recycling services	<1%
Great community atmosphere	<1%
Green waste collection services	<1%
Have been kept well-informed of all issues	<1%
Have encountered some issues in the past 12 months	<1%
Corruption within Council needs attending to	<1%
Have limited interaction with Council/Have not encountered issues	<1%
Have seen positive achievements made across our diverse area	<1%
Improve efficiency with the delivery of services	<1%



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Very satisfied/Satisfied (cont'd)	%
Issues with local development in the local area	<1%
Lack of information from Council	<1%
Local area requires beautification	<1%
Looking forward to the new bypass	<1%
Mayor has kept Council in line and focused on the community	<1%
More consultation/involvement within the community	<1%
More focus on the environment is required	<1%
Need better communication with the community	<1%
Provision of good support services	<1%
Provision of information to the community	<1%
Reduction of in-fighting	<1%
Resource Recovery Centre is great	<1%
Somewhat satisfied	%
Poor condition of local roads	7%
Satisfied with Council, but there is room for improvement	6%
Dissatisfied with Council in-fighting	6%
Slow to respond/Unresponsive to enquiries/issues raised by the community	3%
Lack of focus on the community	2%
Poor financial management	2%
Delays in decision making	2%
Improvement of services/facilities in the local area	1%
Waste collection services need improvement	1%
Lack of environmental initiative services	1%
Lack of parking	1%
Poor quality of footpaths	1%
Tip fees are expensive	1%
Delays in development applications	1%
Require provision of more youth services in the area	1%
Council members do not work well together	1%
Council members have selfish agendas	1%
Dissatisfied with local development	1%
Do not operate transparently	1%
Drainage needs improvement	1%
Infrastructure requires maintenance/management	1%
Lack of provision of information	1%
Maintenance/beautification of the local area	1%
Parks require maintenance	1%
Administration is top heavy	<1%
Better litter/waste reduction services	<1%
Council could be more lenient with missed payments	<1%
Council does not complete jobs	<1%
Council does not operate professionally within the community	<1%
Council has a negative image within the community	<1%
Council has not dealt with issues effectively	<1%
Council has not protested against water management by local mining company	<1%



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Somewhat satisfied (cont'd)	%
Council has to often redo things that were not done properly in the first instance	<1%
Council has innovative ideas	<1%
Council provide inconsistent services	<1%
Council staff are well informed and helpful	<1%
Council website is poorly designed	<1%
Councillors are not accessible	<1%
Customer service requires improvement	<1%
Development in local area is not consistent with country character	<1%
Development of McDonald's affects traffic in the area	<1%
Dissatisfied with Council's attitude towards the hospice	<1%
Dissatisfied with development application outcome	<1%
Dissatisfied with the conduct of some Councillors	<1%
Dissatisfied with the demolition of the Bowling Club	<1%
Dissatisfied with the level of communication	<1%
Enforcement of building regulation	<1%
Forced to use green bin	<1%
Green waste collection should be weekly in summer and fortnightly in Winter	<1%
Have limited interaction with Council/Have not encountered issues	<1%
Improvement of policy formation services	<1%
Improvement of sewerage disposal system	<1%
Lack of cohesion and collaboration within Council	<1%
Lack of footpaths	<1%
Lack of maintenance in natural areas	<1%
Lack of service at the Council centre	<1%
Limited public transport	<1%
More consistency with planning provisions	<1%
More consultation/involvement within the community	<1%
More focus on economic growth required	<1%
Need a free kerbside pick-up service	<1%
Not enough focus on long term goals for the area	<1%
Over policing of parking at local community centres	<1%
Playgrounds require improvement	<1%
Poor management systems	<1%
Poor quality of Council staff	<1%
Properties in new housing estates should be positioned to receive natural light	<1%
Public to be kept informed of Council decisions	<1%
Rates are too high	<1%
Reduced garbage bin size	<1%
Removal of trees is required	<1%
Require general maintenance of the local area	<1%
Satisfied with the level of communication	<1%
Satisfied with the swimming facilities	<1%
Sporting facilities require maintenance	<1%
Subdivision has been passed and the local community is very unhappy with the decision	<1%
Too much bureaucracy	<1%



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Not very satisfied/Not at all satisfied	%
Dissatisfied with Council in-fighting	3%
Poor condition of local roads	3%
Poor financial management	2%
Unresponsive to enquiries/issues raised by the community	1%
Council delay/defer decisions	1%
Council is difficult to deal with	1%
Lack of consistency with policies/bylaws	1%
Dissatisfied with Council in-fighting	1%
Better management of Council trees	<1%
Conduct of Councillors is a poor reflection on the Council area	<1%
Council allow factories to be open during inappropriate hours	<1%
Council is not focused on the community	<1%
Council is too focused on promoting growth in the area	<1%
Council is unhelpful toward non-profit organisations	<1%
Council does not do anything for the community	<1%
Council does not follow through on projects	<1%
Council does not listen to the opinions/concerns of the community	<1%
Council does not operate cohesively	<1%
Council does not resolve issues	<1%
Council has a negative image within the community	<1%
Council is not focused on the community	<1%
Council neglects villages and focus more on towns	<1%
Council often provides contradictory responses	<1%
Council projects are mismanaged	<1%
Council provides incorrect information	<1%
Council should be more proactive	<1%
Council staff appear to be careless	<1%
Council staff are not business oriented	<1%
Councillors can be unprofessional at Council meetings	<1%
Council's general attitude could be improved	<1%
Cycle paths were removed without reason	<1%
Developers can manipulate Council to their needs	<1%
Developments are going ahead that only benefit Councillors	<1%
Dissatisfied with development decisions made for the local area	<1%
Dissatisfied with the level of communication from Council	<1%
Do not believe Council can achieve anything with current rates	<1%
Do not operate transparently	<1%
Feel Council is inept with handling issues in the area	<1%
General dissatisfaction with Council's performance	<1%
Inability to operate as a decision-making unit	<1%
Lack of employment opportunities	<1%
Lack of maintenance of parklands and nature reserves	<1%



Overall Satisfaction with Council

Q6a. 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?

Q6b. Why do you say that?

Not very satisfied/Not at all satisfied	%
Lack of maintenance/management of infrastructure	<1%
Lack of protection for the natural environment	<1%
Lack of services for the elderly	<1%
Lack of services in the area	<1%
Maintenance/upgrade of public places is required	<1%
Management and resources could be improved	<1%
Poor management of sporting grounds	<1%
Poor property development	<1%
Poor quality of Council staff	<1%
Provision and maintenance of services is poor	<1%
Quality of public transport is poor	<1%
Representation of Council is poor	<1%
Require better traffic management	<1%
Require provision of more youth services in the area	<1%
Services/facilities require improvement	<1%
Subdivision has been passed and the local community is very unhappy with the decision	<1%
Too many personnel changes	<1%
Too many political agendas	<1%
Waste collection services are irregular	<1%



Council's Image within the Community

Q6c. Overall, how would you rate Council's image within the community?

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female	Town	Village
Mean ratings	3.16	3.24	3.82▲	3.04	3.00	3.29	3.19	3.29	3.23	3.26

Scale: 1 = very poor, 6 = Excellent

▲▼ = significantly higher/lower (by group)

	%
Excellent	1%
Very good	13%
Good	28%
Fair	31%
Poor	18%
Very poor	9%
Base	407

Agreement with Specific Statements

Q7a., Q7b., and Q7c. Do you agree or disagree with the following statements?

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
I feel there are benefits to living in a community with people of diverse ages, backgrounds, and cultures	96%	97%	95%	100%	95%	95%	96%	96%	96%	97%	94%
Base	402	396	393	73	104	113	111	188	214	247	155
I feel there are adequate support networks available to me if I need them	92%	88%	84%	100%	91%	87%	92%	93%	91%	94%	88%
Base	373	383	381	62	101	106	104	177	196	233	141
I feel a part of my local community	90%	88%	86%	100%	90%	87%	88%	91%	90%	90%	91%
Base	394	397	399	68	106	111	110	184	210	245	149



Participation in Local Activities

- Q8a. Do you believe that living in the Shire you have the opportunity to participate in arts and related activities?
 Q8b. Do you believe that living in the Shire you have the opportunity to participate in recreational and sporting activities?
 Q8c. In the last 12 months, have you participated in any volunteers activities?

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Opportunity to participate in recreational and sporting activities	96%	97%	93%	96%	100%	95%	93%	98%	94%	97%	94%
Opportunity to participate in arts and related activities	90%	90%	90%	92%	86%	90%	93%	88%	93%	92%	87%
Participation in volunteer activities	50%	53%	56%	24%▼	55%	50%	60%▲	46%	52%	50%	49%
Base	407	400	400	73	106	114	114	191	216	250	157

▲▼ = significantly higher/lower (by group)

Response Timeliness

Q9. How satisfied are you with the timeliness of Council's response to:

	Overall 2015	Overall 2012	Overall 2010	18-34	35-49	50-64	65+	Male	Female	Town	Village
Water supply	3.98	3.95	3.96	4.04	3.79	3.86	4.23▲	3.92	4.04	4.08	3.81
Sewerage	3.88	3.77	3.89	4.09	3.67	3.77	4.02	3.72	4.01	4.10▲	3.48
Drainage	2.99	2.76	3.03	3.39	2.75	2.99	2.96	2.96	3.02	3.21▲	2.64
Roads	2.53	2.31	2.56	2.59	2.34	2.55	2.64	2.44	2.61	2.69▲	2.28

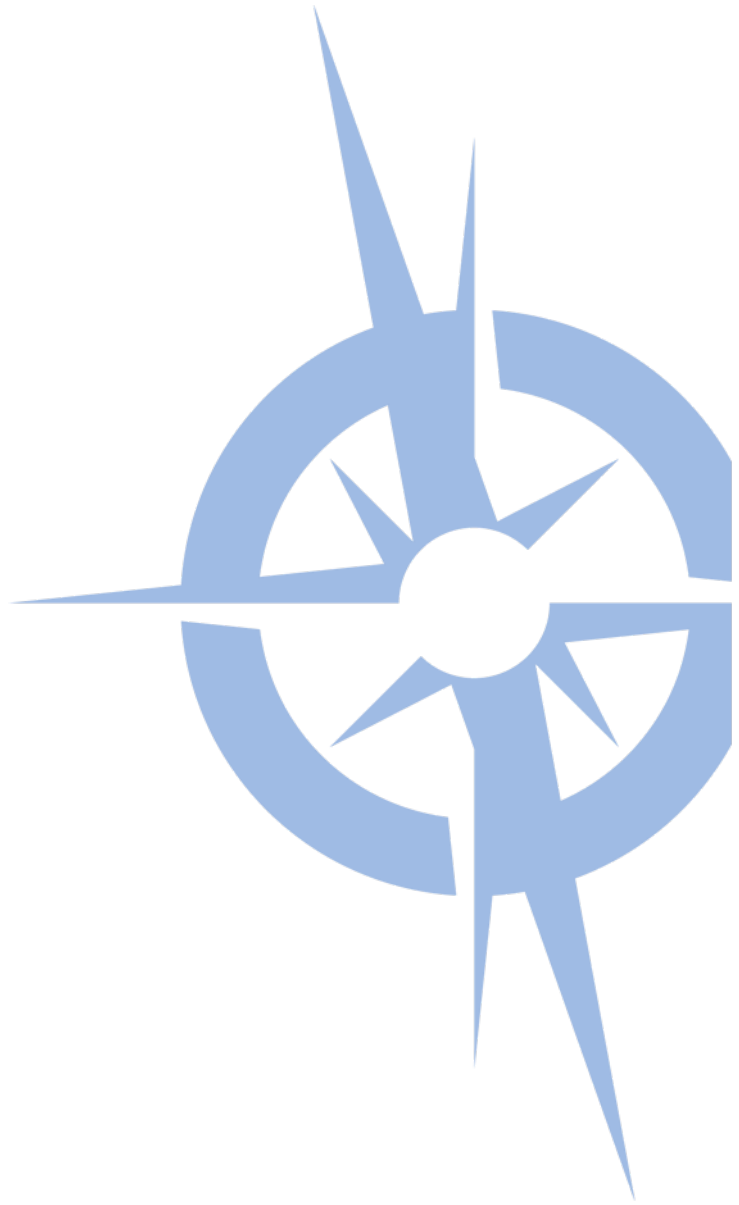
Scale: 1 = not at all satisfied, 5 = very satisfied

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

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Water supply	3%	3%	18%	43%	33%	100%	388
Sewerage	5%	4%	20%	40%	31%	100%	365
Drainage	11%	18%	38%	27%	6%	100%	381
Roads	25%	18%	39%	15%	3%	100%	398



Appendix B – Questionnaire



**Wingecarribee Shire Council
Community Survey
June 2015**

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 (If yes, terminate survey)
- No

QA2. Which town or village do you live in/near?

Towns - 60%

- Mittagong
- Bowral
- Moss Vale

Villages - 40%

- Avoca
- Aylmerton
- Balmoral
- Berrima
- Braemar
- Bundanoon
- Burradoo
- Burrawang
- Canyonleigh
- Colo Vale
- Exeter
- Fitzroy Falls
- Glenquarry
- High Range
- Hill Top
- Joadja
- Kangaloon
- Medway
- New Berrima
- Penrose
- Renwick
- Robertson
- Sutton Forest
- Welby
- Wildes Meadow
- Willow Vale
- Wingello
- Yerrinbool
- 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 (If no, go to Q3)

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

- 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

Q2d. (If not very satisfied or not at all satisfied), how could the way this contact was handled have been improved?

.....

Q3. Where do you get your information about Council and its services, facilities and activities? 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 engagement
- Rates notice
- Website/Internet
- Social media
- 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

Q4b. (If not very satisfied or not at all satisfied), how do you think Council could improve its communication?

.....

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.

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 1	2	3	4	High 5	Low 1	2	3	4	High 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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
Town 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"/>
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"/>

Section C – Overall satisfaction with Council and the local area

Q6a. 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

Q6b. Why do you say that?

.....

Q6c. Overall, how would you rate Council's image within the community? *Prompt*

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

Q6d. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

.....

Q6e. Thinking about the next four years, what do you think is the top priority for Council to focus on?

.....

Section D1 – 2031 Measures

Do you agree or disagree with the following statements?

Q7a. "I feel a part of my local community"

- Agree
- Disagree
- Don't know

Q7b. "I feel there are adequate support networks available to me if I need them"

- Agree
- Disagree
- Don't know

Q7c. "I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures"

- Agree
- Disagree
- Don't know

Please answer yes or no for the following questions.

Q8a. Do you believe that living in the Shire you have the opportunity to participate in arts and related activities?

- Yes
- No

Q8b. Do you believe that living in the Shire you have the opportunity to participate in recreational and sporting activities?

- Yes
- No

Q8c. In the last 12 months have you participated in any volunteer activities?

- Yes
- No

Section D2 – Response Timeliness

Q9. On a scale of 1 to 5 where 1 is not at all satisfied and 5 is very satisfied, how satisfied are you with the timeliness of Council’s response to: *Prompt*

	Not at all satisfied			Very satisfied		
	1	2	3	4	5	D/K
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section E – Demographic and Profiling questions

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

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

Q11. Were you born in Australia or overseas?

- Australia
- Overseas

Q12. Which of the following best describes the house where you are currently living?

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

Q13. 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.

Q14a. Would you be interested in being recontacted in the future?

- Yes
- No (If no go to end)

Q14b. (If yes), what are your contact details?

Name

Telephone

Email