



Fit For the Future Community Engagement

Report of Results

Client:
Gosford City Council

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Contents

1	ENGAGEMENT OVERVIEW	1
2	INTRODUCTION	3
3	WHAT WE HEARD: PHONE SURVEY	7
4	WHAT WE HEARD: ONLINE AND FACE TO FACE INTERCEPT SURVEYS	28

APPENDICES

A	Data collection instruments
B	Promotional materials
C	Accompanying survey results

FIGURES

Figure 1	Survey mode	4
Figure 2	Interest in participating in further consultation activities	5
Figure 3	Connection to Gosford City Council	7
Figure 4	Age	8
Figure 5	Precinct	8
Figure 6	Gender	9
Figure 7	Housing tenure	9
Figure 8	What participants like most about the Gosford area	10
Figure 9	Familiarity with Gosford City's current mayor	10
Figure 10	Visits to Gosford City Council's Customer Service Centres	11
Figure 11	Contact with Gosford City Council	11
Figure 12	Contact with Gosford City Council's elected Councillors / Mayor	12
Figure 13	Satisfaction with Gosford City Council services	12
Figure 14	Kibble Park	13
Figure 15	Awareness of the local government reform program	14
Figure 16	Where did you hear about the local government reform program?	15
Figure 17	Interest in local government reform	15
Figure 18	'Shared services' was most preferred by survey respondents overall	16
Figure 19	Reasons behind participants' first preference	23
Figure 20	Reasons behind participants' second preference	24
Figure 21	Reasons behind participants' third preference	25
Figure 22	Participants' communications preferences	26
Figure 23	Intercept survey taking place in Kibble Park, Peninsula Leisure Centre	29

TABLES

Table 1	Reasons behind responses to shared services option	17
Table 2	No change	19
Table 3	Reasons behind responses to amalgamation	21

1 Engagement overview

About the engagement activities

This report documents the outcomes of community engagement conducted on behalf of Gosford City Council to inform its submission for the Fit For the Future local government reform program. The engagement process was conducted by independent firm Elton Consulting. It was designed to offer a range of opportunities for community participation and to provide Council with robust results about community preferences relating to three options for the future of Gosford City Council.

The engagement process included a random sample phone survey, an online survey and a face to face intercept survey. There was a generally high level of consistency across the results of all three surveys. The main focus of this report is on the phone survey, as it provides results that are statistically representative for the wider adult population in Gosford local government area (LGA). Where relevant, key points of difference are discussed in this document. That is, statistically significant differences identified through cross tabulation of survey results.

The engagement activities attracted an overall high level of interest, with approximately 1,000 people taking part in the research. All participants in the phone and intercept surveys were residents of Gosford LGA, as were the majority of online survey respondents. The research involved residents of all precincts within Gosford LGA and a wide range of age groups were represented.

Feedback on the future options for Gosford City Council

Members of the community were presented with three options for the future of Gosford City Council. These were described as:

- » No change to Gosford City Council
- » No change to Gosford City Council but potential shared services with neighbouring councils
- » Amalgamation with Wyong Shire Council.

'No change to Gosford City Council but potential shared services with neighbouring councils' (hereafter referred to as 'Shared services') was nominated by the majority of respondents as their first or second preference. The next most preferred option was 'No change'. 'Amalgamation' was the third or last preference overall. These results were broadly consistent across all modes of survey. People who nominated 'No change' as their first preference were less likely to be interested in the topic of local government reform than those who chose 'Amalgamation'.

Respondents preferred the 'Shared services' option as they believed it will result in service improvements and efficiencies, as well as cost savings. Other reasons for choosing 'Shared services' as the preferred option included perceived benefits for Gosford and Wyong areas, a continued focus on local community issues, needs and identity, and concerns about the amalgamation option. They also thought the 'Shared services' option would provide greater transparency and less bureaucracy. Respondents who did not support this option expressed a number of concerns. These included potential for less control over local issues and a loss of local focus, as well as the possibility of money and resources being diverted away from local services.

The reasons why respondents preferred 'No change' mainly related to keeping things the way they are and a continued focus on local community issues, needs and identity. There were also concerns about

The majority of respondents nominated no change to Gosford City Council but potential shared services with neighbouring councils as their first preference for the future overall

the amalgamation option and for the potential for the alternative options to lead to poorer services. Respondents who did not support the amalgamation option expressed a number of concerns such as dissatisfaction with the current situation, desire for a regional focus, and concern that the current model is inefficient and unsustainable.

The reasons why people preferred the amalgamation option generally focused on perceived benefits and efficiencies associated with shared resources. Some respondents who chose this option had positive perceptions of Wyong Shire Council and/or negative perceptions about Gosford City Council. However, some thought an amalgamation option was a more sustainable model, and would provide a more regional focus. Respondents who did not support the amalgamation option expressed concerns included potential for a loss of focus on local community issues and needs, and the potential loss of local identity. There were also concerns that an amalgamated council would be too large to work effectively at a local level.

Feedback on local issues

When asked what they value most about the Gosford area, respondents commonly focused on the natural environment, including access to beaches, parks and open spaces. Gosford was thought to offer a sense of community, convenience, and an opportunity for residents to enjoy a balanced lifestyle within close proximity to Sydney. Gosford was regarded as safe and a good place for families and children.

Participants were also asked about their experiences and perceptions of Council. Gosford was rated particularly highly for the quality of services it delivers to local residents. However, lower levels of satisfaction were expressed in relation to the maintenance of local infrastructure.

Future communications

Key considerations for Gosford City Council regarding future communications about the local government reform program include:

- » The majority of people who took part in the phone survey found out about local government reform through media (TV, radio, newspapers). Media was also nominated by most participants as the best way for Council to communicate with them in future. Letter, flyers and emails were also commonly supported channels.
- » Levels of interest and awareness local government reform program were higher among older residents and lower among younger residents. There may be opportunities to raise awareness through targeted communications focusing on people in the younger age groups (particularly those aged 18-39 years).
- » Just over half of the phone survey respondents had been in contact with Council (other than to pay their rates) within the last year, but under a third had visited a Customer Service Centre. Most of these respondents had visited infrequently. This is unsurprising given the high level of long distance commuters in the Gosford area, many of whom may be time poor. It suggests that digital and other forms of communication that reach out into the community will be important for ongoing information sharing and engagement.
- » There were mixed views on how well Council consults with the local community. An opportunity exists for Council to engage with residents of the Gosford LGA who expressed an interest in participating in further consultation activities.

2 Introduction

This report documents the outcomes of the Gosford City Council Fit For the Future community engagement process. The research results will be used by Council to inform preparation of its Fit For the Future proposal.

Purpose and objectives of the engagement

Fit For the Future is the NSW Government's reform program for the local government sector. Under the program, all councils in NSW are required to submit a detailed proposal by 30 June 2015. Proposals must demonstrate that councils meet a 'scale and capacity' criterion, as well as three financial criteria defined as 'sustainability', 'effective infrastructure and service management', and 'efficiency'. These criteria have been defined by benchmarks set by the Office of Local Government (OLG) and informed by the review undertaken by the Independent Local Government Review Panel.

The starting point for considering a council proposal is the Panel's final report, released in October 2013. The Panel gave two options for the Central Coast councils of Gosford and Wyong. The first option was that Gosford and Wyong amalgamate to form one council with a population of some 390,000 people by 2031. The second option was that the two councils form a multi-function Joint Organisation with responsibility for strategic functions, including water provision.

Gosford conducted its Fit For the Future community engagement on three options:

- » No change to Gosford City Council
- » No change to Gosford City Council but potential shared services with neighbouring councils
- » Amalgamation with Wyong Shire Council.

Council commissioned Elton Consulting to conduct research on community preferences relating to the three options, and the drivers behind those preferences. The community engagement was designed to comply with both intent and the detailed direction provided by the Office of Local Government and the Independent Pricing and Regulatory Tribunal (IPART). Importantly, IPART states that: "We will also consider how balanced was the information that is provided to the community. That is, whether it promoted only the benefits or only the costs of a particular option, or instead informed the community about both the costs and benefits of one or more options."

The objectives of the engagement included:

- » Using a robust, balanced and objective methodology, which is not weighted towards a particular perspective
- » Providing Council with results that are statistically representative of the views of the wider adult population within the Gosford LGA
- » Providing an opportunity for more engaged and passionate community members to provide input
- » Reaching out to 'the silent majority' who may be less likely to participate in formal consultation processes
- » Supporting engagement with clear communications, so community members understand the options being considered
- » Reporting clearly and rapidly on results, to give Councillors, the Executive Team, staff and the community a solid understanding of community preferences.

Engagement approach and methodology

The engagement process for the Fit For the Future program was designed to be robust, balanced and objective. Community participation in the engagement activities was promoted through the use of clear communications including the Council website and Gosford Connect newsletter and e-newsletter.

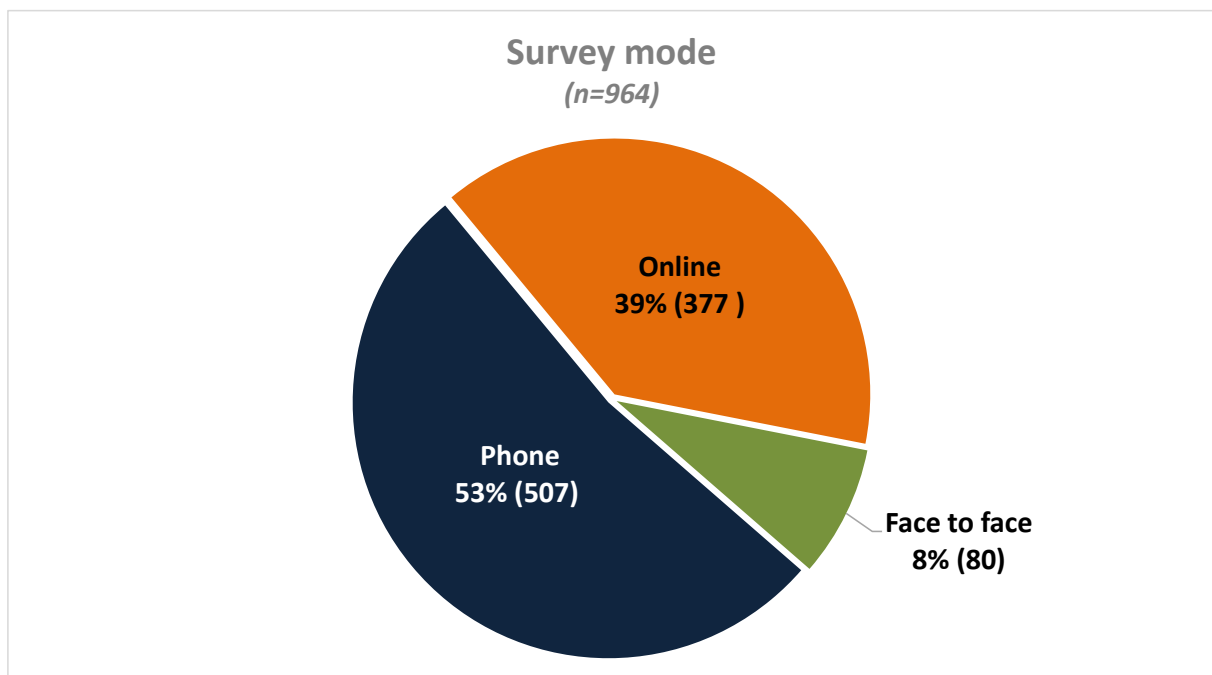
The engagement process involved a:

- » **random phone survey** – to provide Council with robust and statistically representative results
- » **online survey** – to provide an opportunity for all residents to have their say
- » **face to face intercept survey** – to target people who may be less likely to participate in traditional engagement.

Who participated in the engagement?

There was a high level of participation in Council's Fit For the Future engagement process with approximately 1,000 people having their say on the future of the area.

Figure 1 Survey mode

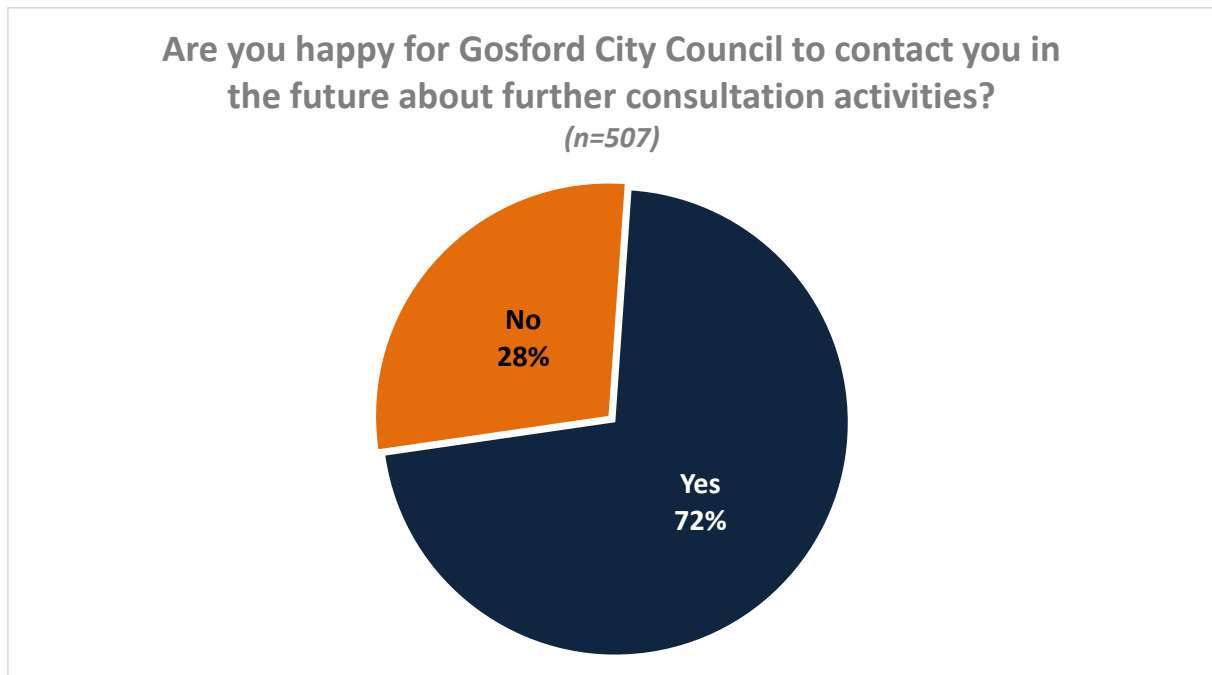


Phone survey

The phone survey was conducted with a random sample of 507 residents of Gosford LGA and provides results that are **statistically representative** of the wider adult population of the LGA to within +/- 4.4% at the 95% confidence level.

The phone survey achieved a 43% response rate. Computer Assisted Telephone Interview (CATI) data was post weighted by age and gender as per the Gosford LGA (consistent with 2011 ABS Census data).

Almost three quarters of people who took part in the phone survey (72%) expressed an interest in participating in further consultation activities conducted by Council.

Figure 2 Interest in participating in further consultation activities**Online survey**

The online survey was conducted with a sample of 462 respondents and included 377 valid responses (that is excluding incomplete responses). The survey was available on Council's website for a period of two weeks in June 2015. This opt in survey provides results that are descriptive only, unlike the random sample phone survey. The online survey results describe the views of participants, but inferences cannot be made about the views of the wider local population.

Over half of all online survey participants (59%) expressed an interested in taking part in further consultation activities conducted by Council.

Face to face intercept survey

The face to face intercept survey was conducted with a sample of 80 residents of Gosford LGA. The survey was conducted by members of the Elton Consulting team on 11 and 12 June 2015 in a range of locations within Gosford LGA. These were Kibble Park, Erina Library, Erina Fair Shopping Centre, Gosford Station, Peninsula Leisure Centre, and Fountain Plaza. The survey locations and times were promoted by Council.

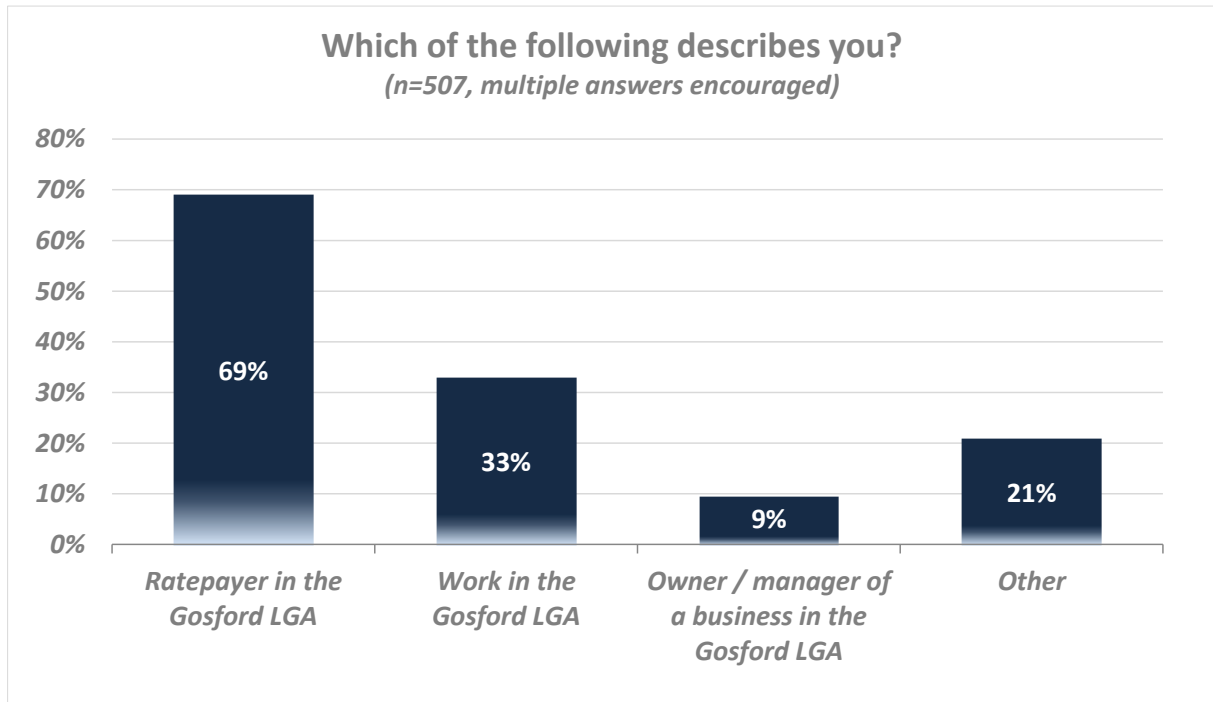
As part of the intercept survey, a flyer promoting the online survey was distributed to people who were interested in the research, but unable to take part on the spot. Approximately 40 flyers were distributed during the intercept survey fieldwork. Furthermore, feedback from members of the community suggests that the engagement process achieved good coverage. Several people who declined to participate in the intercept survey reported that they had already taken part in either the phone or online survey.



3 What we heard: phone survey

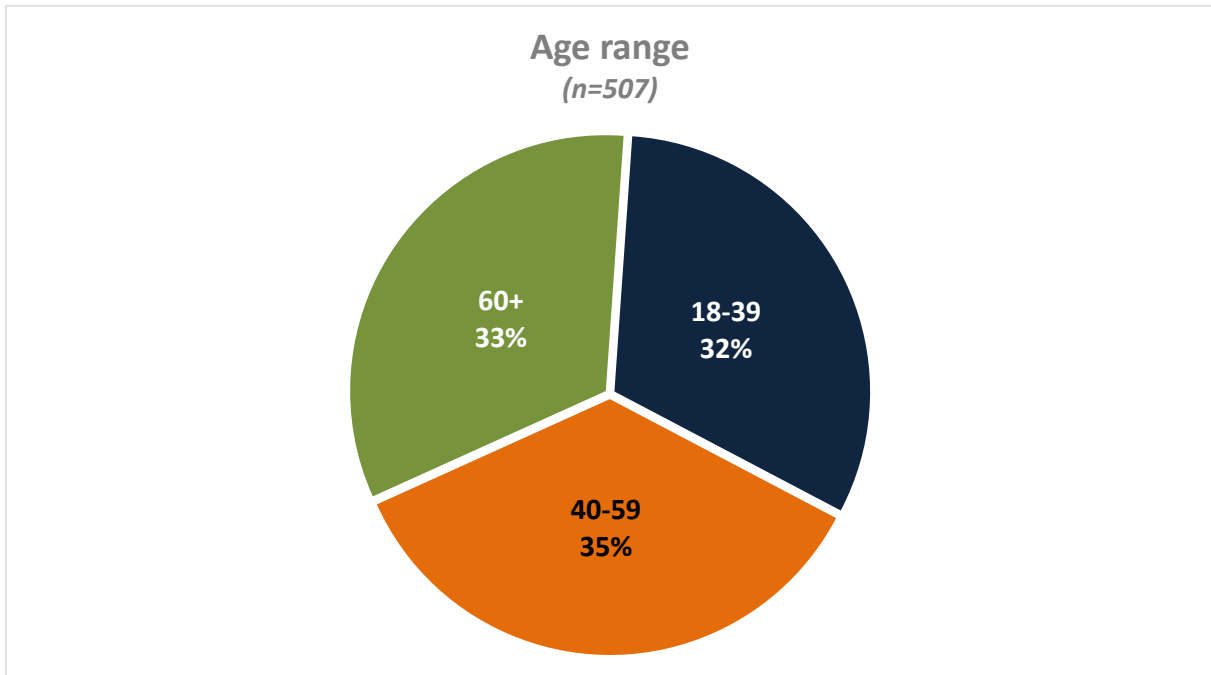
Who participated in the phone survey?

Figure 3 Connection to Gosford City Council



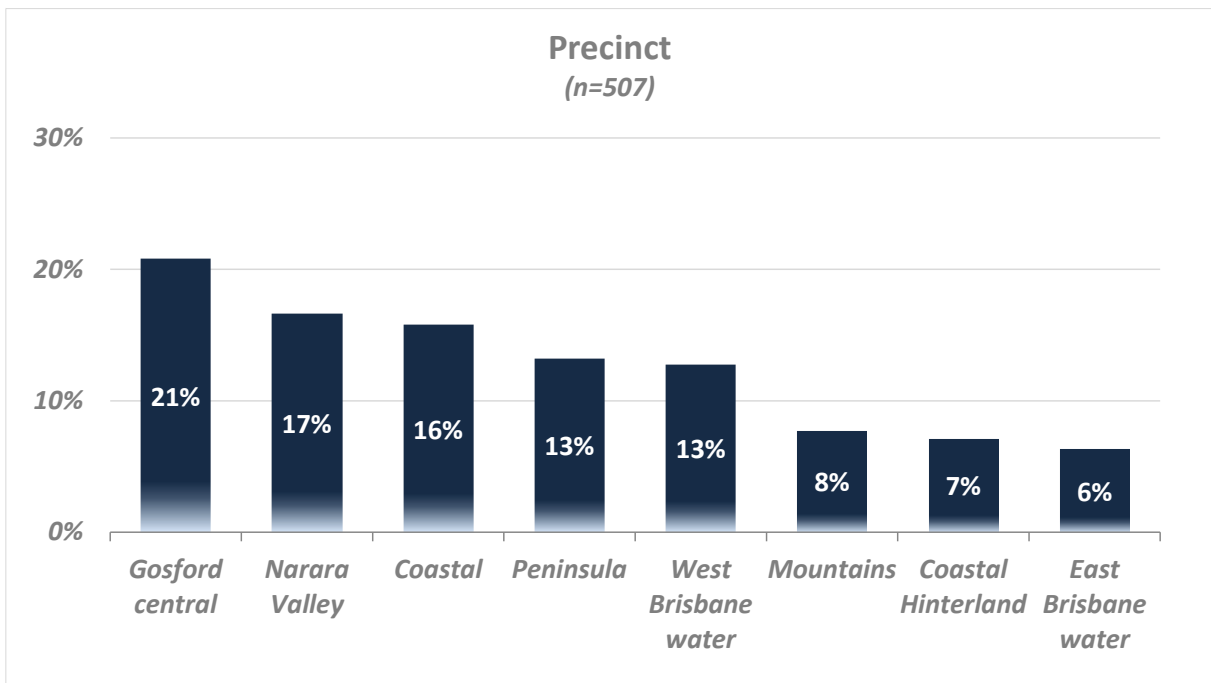
All phone survey respondents were required to be residents of Gosford LGA. Just under 70% of respondents also described themselves as a ratepayer. A third reported that they work in Gosford LGA and just under 10% own or manage a business in the LGA. Councillors and Council employees were excluded from participating in the phone survey.

Figure 4 Age

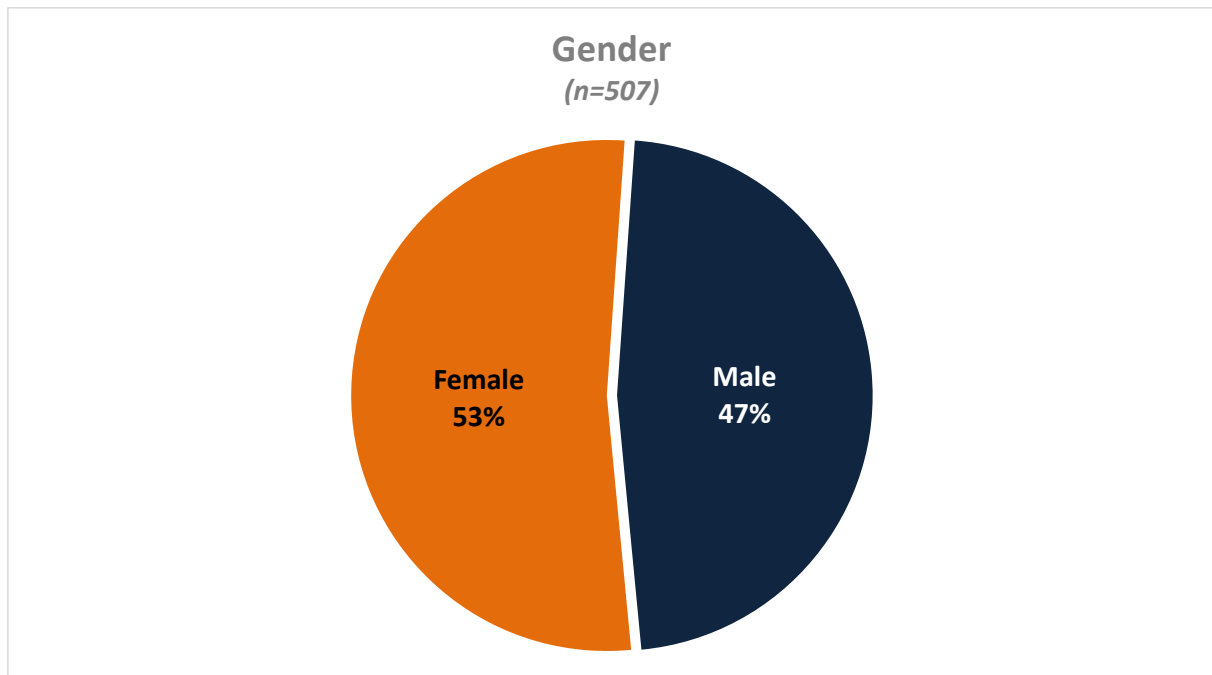


The phone survey data was post weighted for age as shown here. Just under a third of participants were 18-39 years of age.

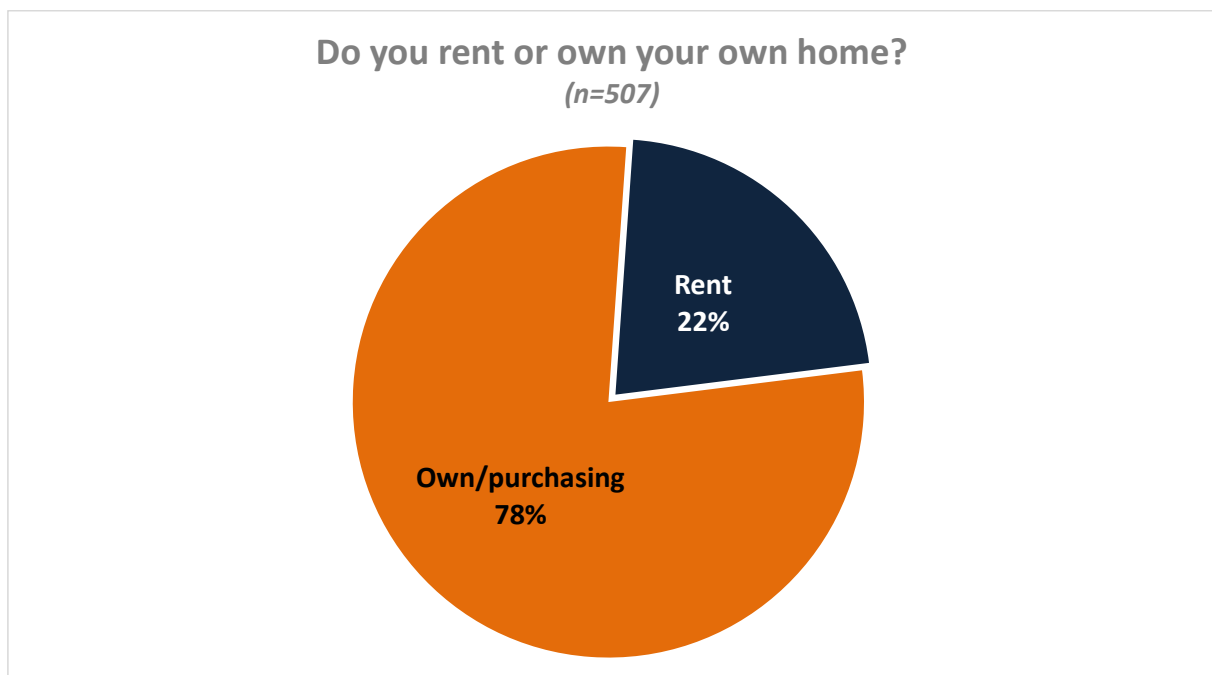
Figure 5 Precinct



The phone survey involved residents from each of Gosford’s precincts.

Figure 6 Gender

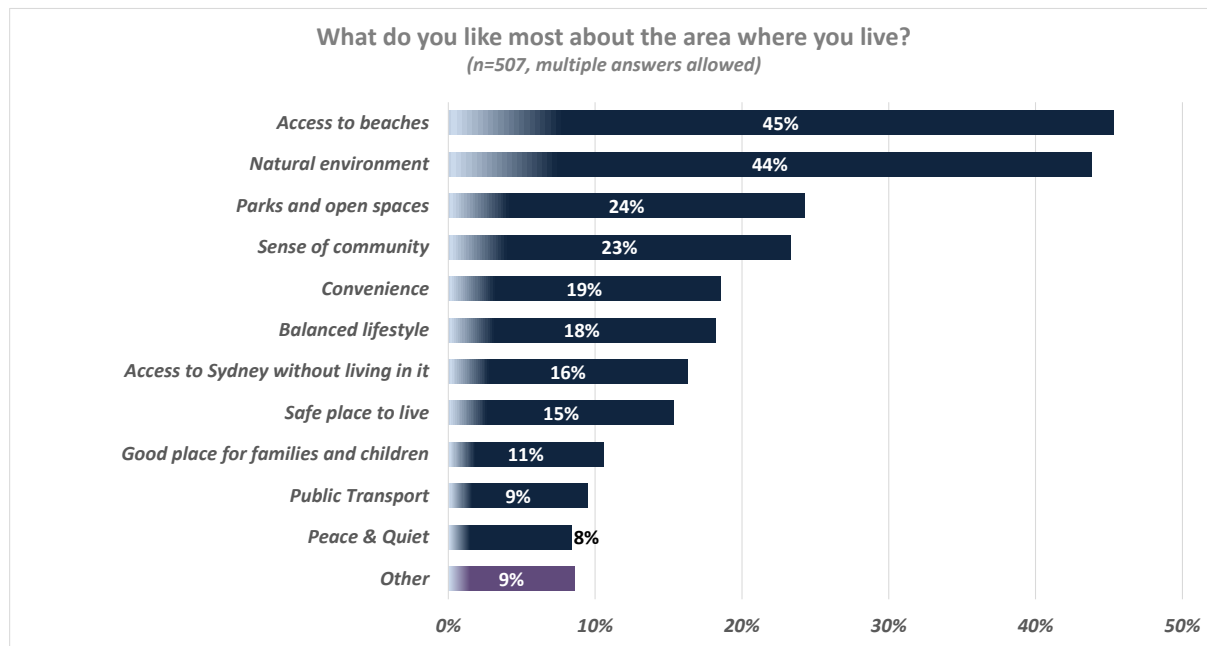
The phone survey data was post weighted for gender as shown here. The survey sample comprised a slightly higher proportion of women than men.

Figure 7 Housing tenure

More than three quarters of respondents were home owners or purchasers. Just over one in five respondents was renting their home. This is broadly consistent with ABS data for Gosford LGA which indicates 70% of residents own/are purchasing their home and 26% of residents are renting.

Perspectives and experiences of Gosford LGA

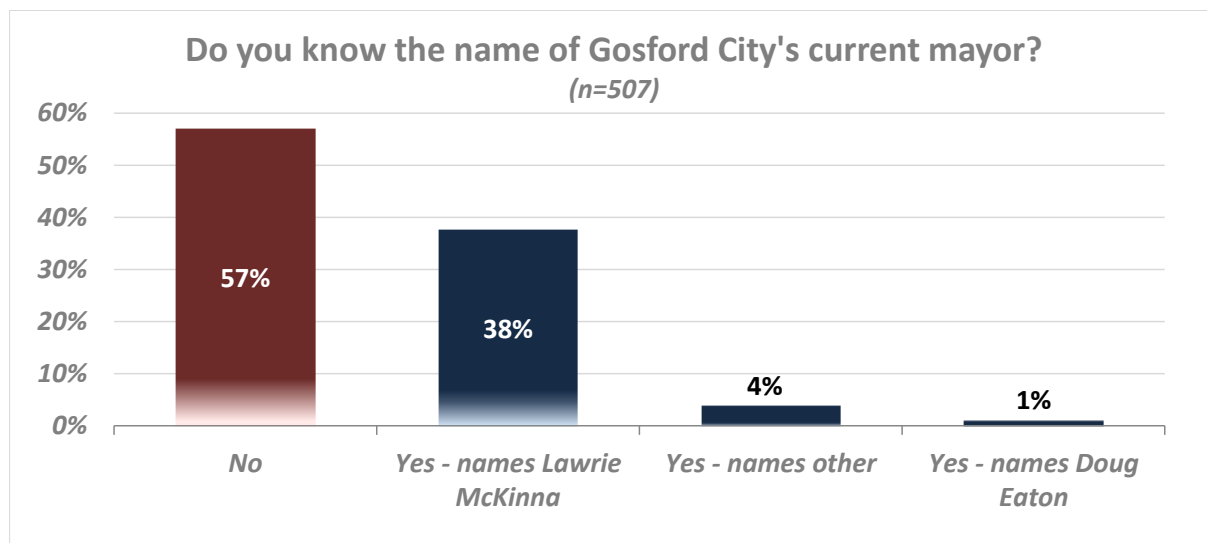
Figure 8 What participants like most about the Gosford area



When asked what they like most about the Gosford area, the most commonly identified responses were access to beaches, and natural environment. Other aspects of life in Gosford highly valued by respondents included: parks and open spaces, sense of community, convenience, balanced lifestyle, access to Sydney without living in it, a safe place to live, a good place for families and children, public transport, and peace and quiet. Other responses included: affordable housing and detailed comments about the quality of the natural environment.

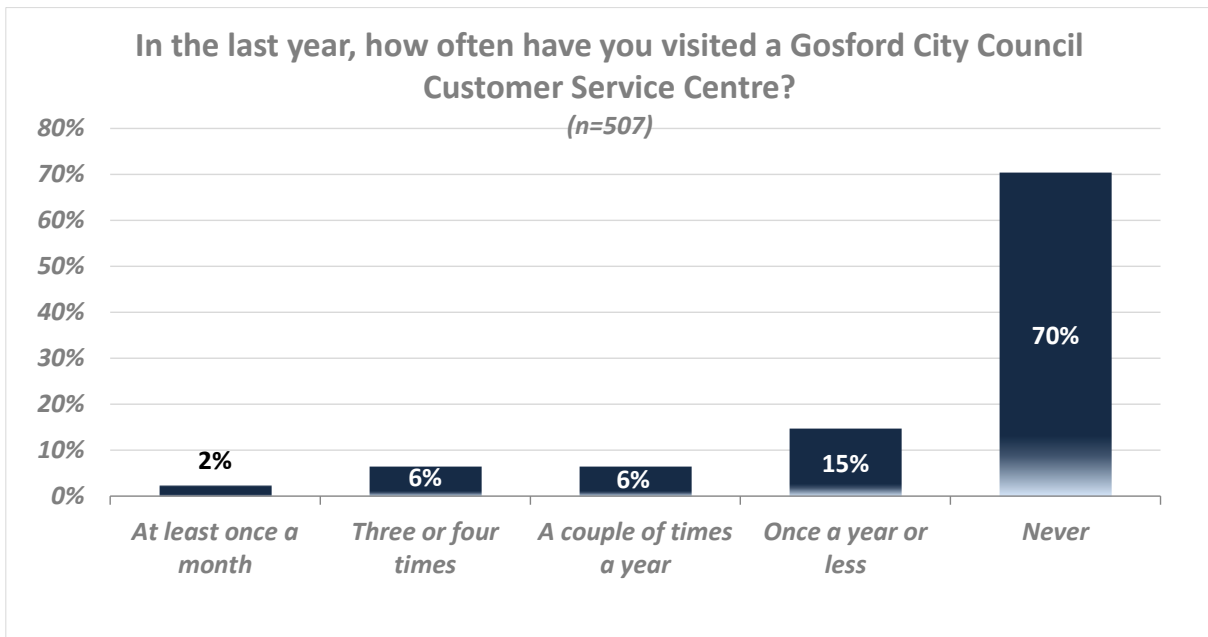
Familiarity with Councillors and Council services

Figure 9 Familiarity with Gosford City’s current mayor



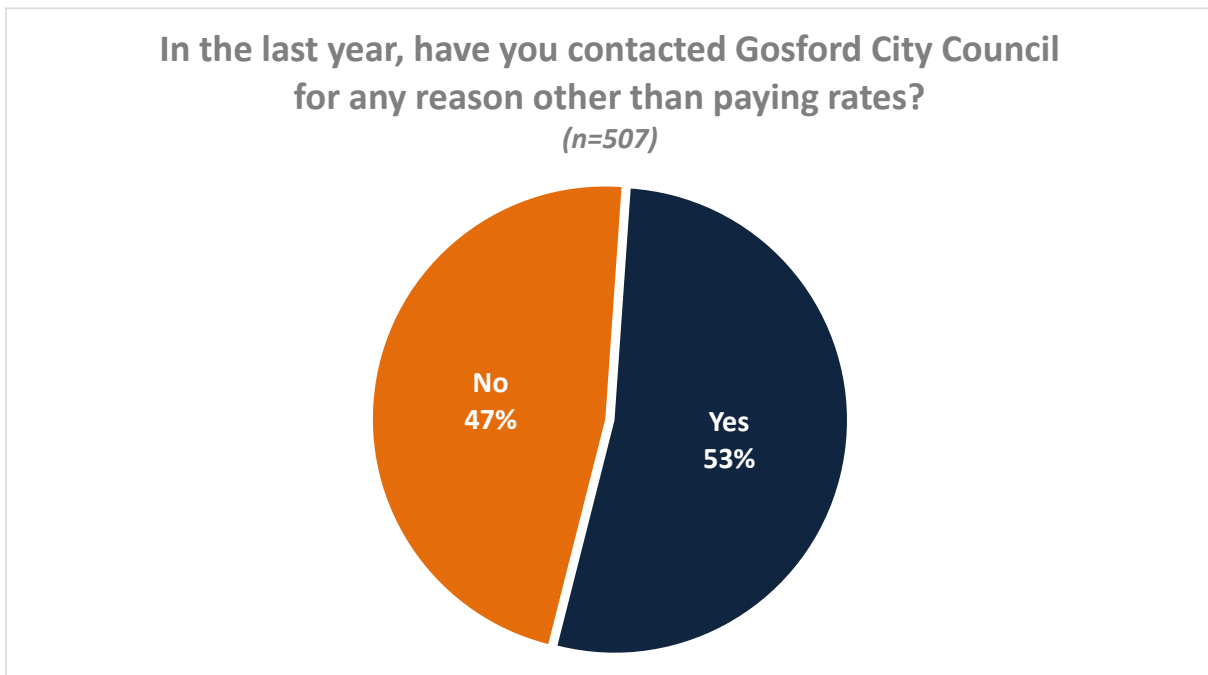
Just under 40% of respondents were able to correctly identify Gosford City Council’s Mayor. Another 5% of respondents thought they knew the name of the Mayor – including a small number who named the Mayor of Wyong Shire Doug Eaton.

Figure 10 Visits to Gosford City Council’s Customer Service Centres



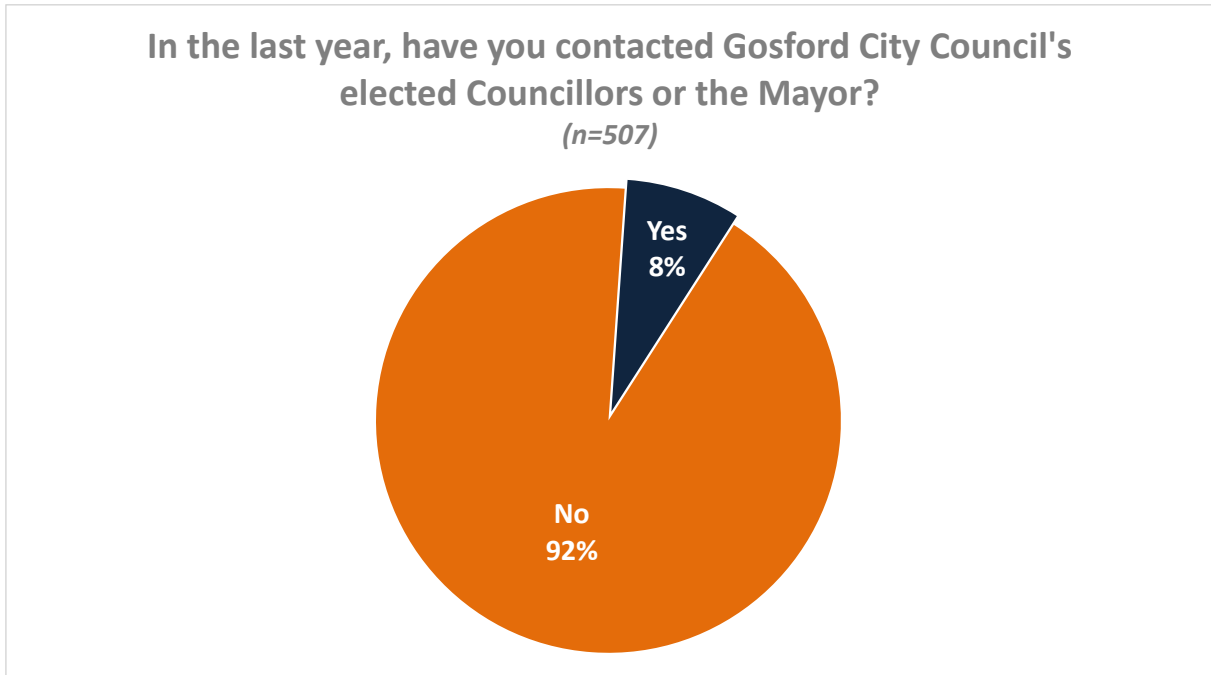
Just under a third of survey respondents (30%) had visited a Gosford City Council Customer Service Centre within the last year. Of these, around 15% had only visited once. The rest had visited more frequently.

Figure 11 Contact with Gosford City Council



Over 50% of respondents had contacted Gosford City Council within the last year, other than to pay their rates. This demonstrates the higher level of contact with Council through methods other than face to face.

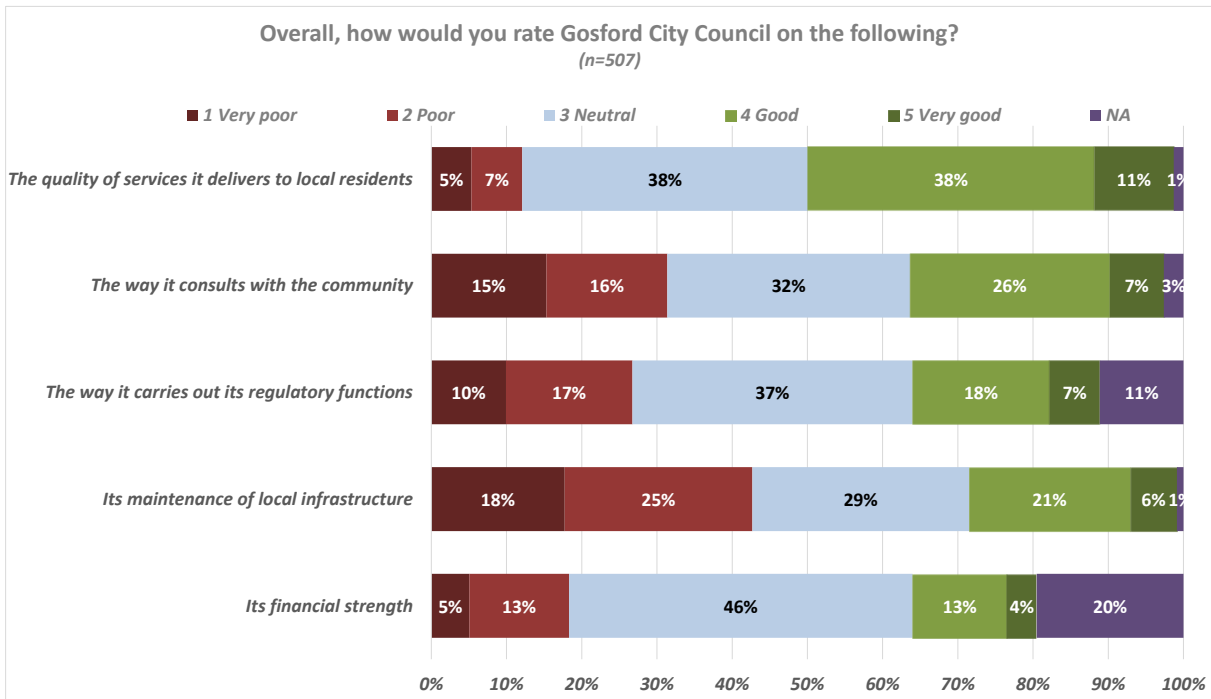
Figure 12 Contact with Gosford City Council’s elected Councillors / Mayor



Fewer than 10% of the phone survey respondents had contacted Gosford’s elected Councillors or Mayor over the last year.

Satisfaction with Council services

Figure 13 Satisfaction with Gosford City Council services



Gosford was rated particularly highly for the quality of services it delivers to local residents with 49% of survey respondents rating this as good or very good.

There were mixed views expressed in relation to 'community consultation'. While 33% of respondents rated this as good or very good, another 31% rated it as poor or very poor, and the remainder were undecided.

Residents of the Mountains precinct were the least satisfied of all residents across the Gosford LGA in terms of Council services

Lower levels of satisfaction with Council were expressed in relation to its 'maintenance of local infrastructure' with 43% of respondents rating this as poor or very poor.

There were also mixed views expressed in relation to 'regulatory functions', with 25% of respondents rating this as good or very good and 27% of respondents rating this poor or very poor. Another 48% respondents were neutral or undecided on the subject.

The majority of respondents (66%) were largely neutral and or undecided on Council's 'financial strength'. Another 17% rated this good or very good and the remaining 18% rated this poor or very poor.

Analysis of the survey data by precinct demonstrates that residents of the Mountains precinct were the least satisfied of all residents across the Gosford LGA in terms of all aspects of Council services in the survey question. That is: the quality of Council services, its financial strength, maintenance of local infrastructure, the way Council consults with the community and the way it carries out its regulatory functions.

Among these residents, maintenance of local infrastructure attracted a particularly low level of satisfaction. Analysis of the data shows a significant difference in satisfaction levels with local infrastructure maintenance between the Mountains precinct (mean score of 2.18) and the East Brisbane water and Gosford Central areas (mean scores of 2.96 and 2.93 respectively).

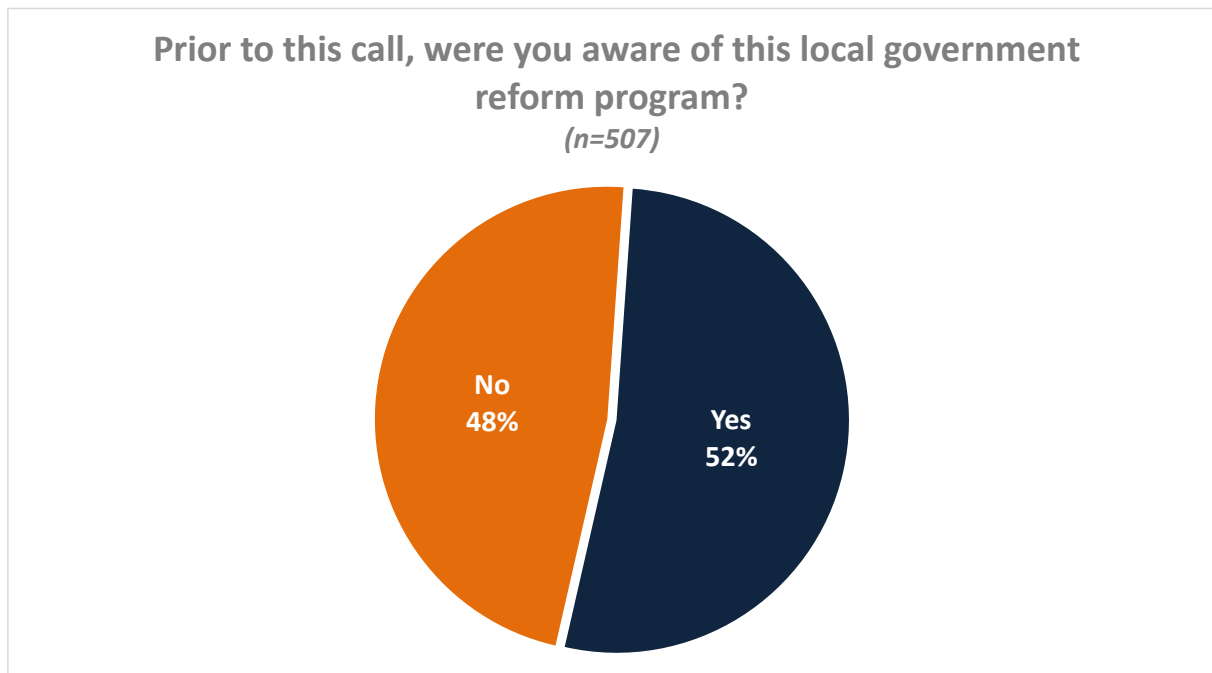
Analysis of the survey data also suggests that people who did the survey online were more likely to regard 'the quality of services Gosford City Council delivers to local residents' as poor or very poor (21%) than those who took part in the phone survey (12%). This indicates a lower level of satisfaction with Council services among residents who opted into the engagement process, compared with those who were part of the random sample phone survey.

Figure 14 Kibble Park



Awareness and interest in local government reform program

Figure 15 Awareness of the local government reform program



Just over half of all respondents were aware of the Fit For the Future local government reform program prior to taking part in the research.

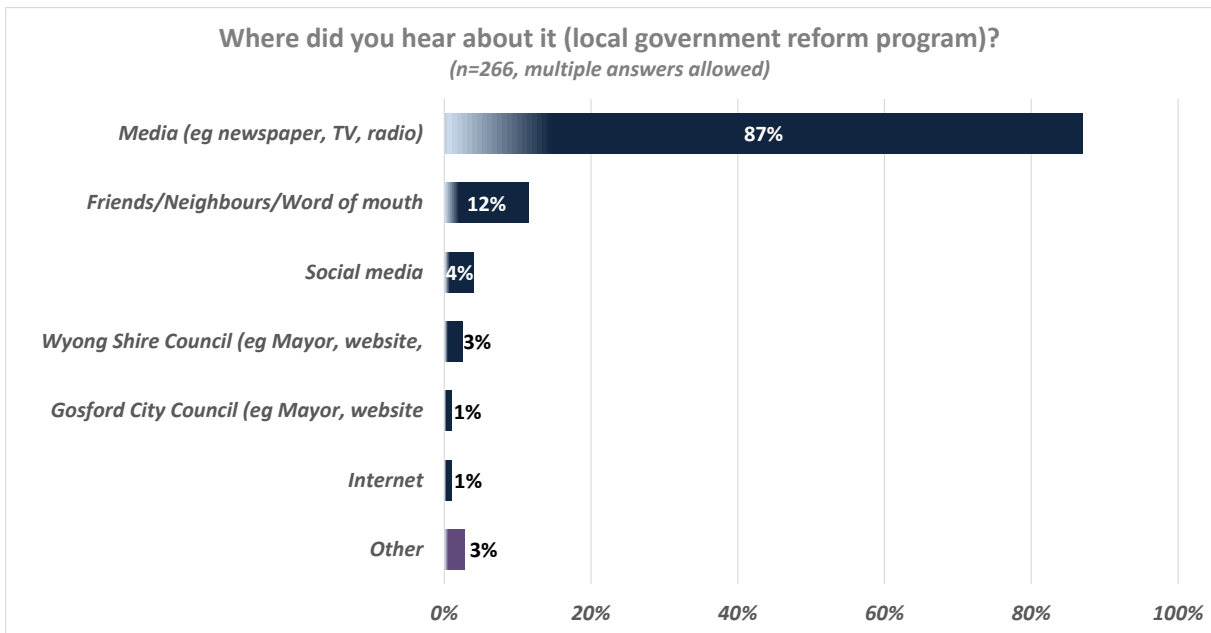
Older people were more likely to be aware of the Fit For the Future local government reform program than younger people. Analysis of the data shows that 18-39 year olds were less likely to be aware of the local government reform program prior to taking part in the research (26% were aware) than people aged 60 years plus (71% were aware).

People who were aware of the local government reform program prior to the research were more likely to nominate 'Amalgamation' as their most preferred option (65%), than they were to favour 'No change' (41%) as their preferred option.

Unsurprisingly, higher levels of awareness were also associated with the online survey, rather than the phone survey. That is, 67% of people who did the online survey were aware of the local government reform program prior to participating in the research, as compared with 53% of people who took part in the phone survey. This demonstrates the value of using a random sampling approach to reach out to the 'silent majority' – people who are less likely to self-nominate or opt in to formal consultation activities.

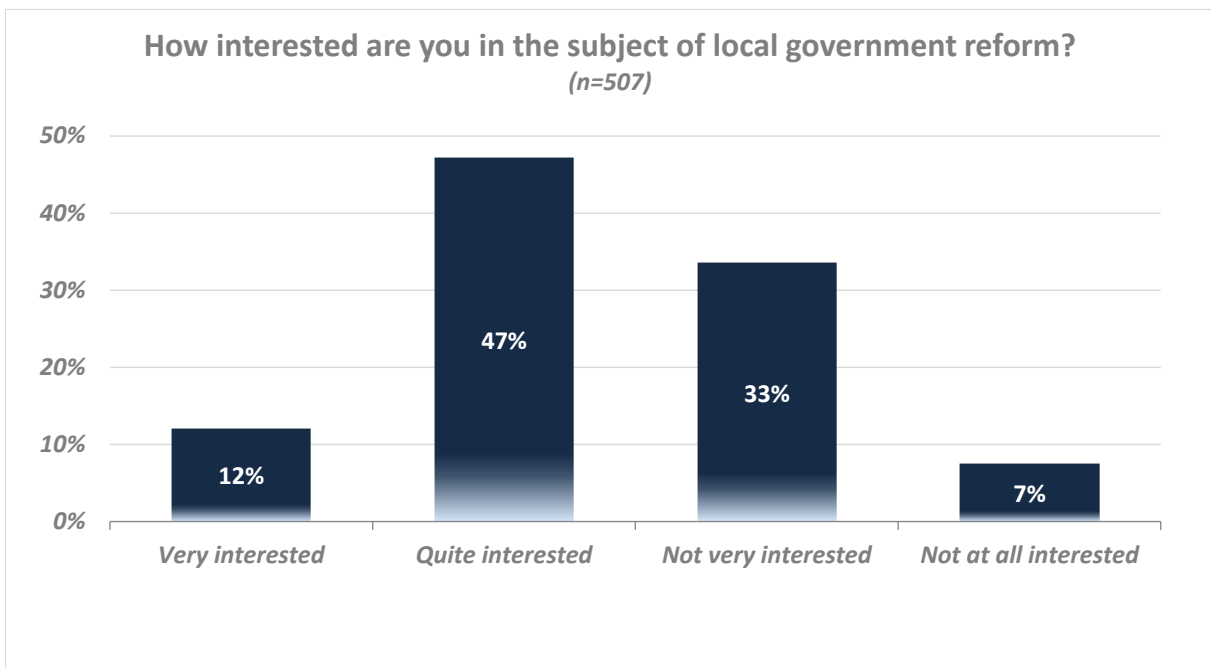
Older people were more likely to be aware of the Fit For the Future local government reform program than younger people

Figure 16 Where did you hear about the local government reform program?



The vast majority of respondents had heard about the local government reform program through the media. Other channels nominated by respondents included word of mouth, social media, local councils and the internet.

Figure 17 Interest in local government reform

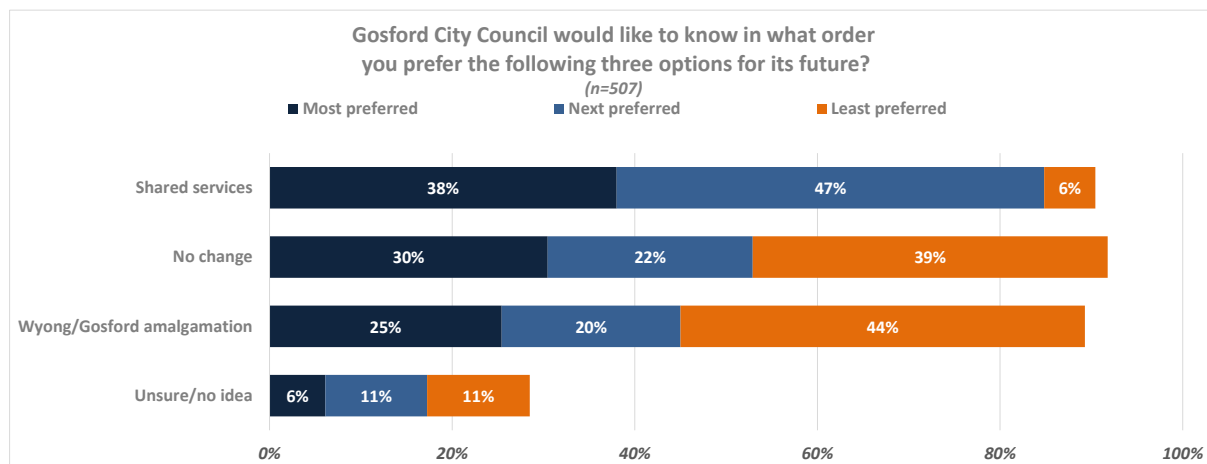


More than half of all respondents reported being interested in local government reform (59%). Of these, 12% were very interested.

Older people stated that they are more likely to be interested in local government reform than younger people. While 48% of 18-39 year olds said they were interested in this topic, 69% of people aged 60 years plus said they were interested.

Perspectives on the three options proposed for Gosford City Council

Figure 18 'Shared services' was most preferred by survey respondents overall



Of the three potential options 'Shared services' was most preferred by survey respondents overall. This option was rated as the first preference by 38% of respondents, second preference by 47% and third preference by 6%.

The 'No change' option was the next most preferred option overall. This option was rated as the first preference by 30% of respondents, second preference by 22% and third preference by 39%.

The third most preferred, or least preferred, of the options was 'Amalgamation with Wyong Shire Council'. This option was rated as the first preference by 25% of respondents, second preference by 20% and third preference by 44%.

Of the three potential options 'Shared services' was most preferred by survey respondents overall

People who nominated 'No change' as their first preference were less likely to be interested in the topic of local government reform than those who chose 'Amalgamation'. Just over half of those who chose 'No change' as their first preference (57%) reported being interested in the topic of local government reform, compared with 65% of those who supported 'Amalgamation' as their first preference.

Interestingly men were more likely to support 'Amalgamation' as their first preference than women. There was a significant difference in the perspectives of these participants, with 34% of men supporting 'Amalgamation' as their preferred option compared with 18% of women.

People who nominated 'No change' as their first preference were less likely to be interested in the topic of local government reform than those who chose 'Amalgamation'

Reasons behind community preferences

Participants provided the following reasons for selecting shared services as their first, second or least preferred option. A selection of indicative quotes is provided on the following page.

Table 1 Reasons behind responses to shared services option

Most preferred	Second most preferred	Least preferred
<p>The reasons provided by phone survey respondents for identifying this option as their first preference were:</p> <ul style="list-style-type: none"> » Would lead to better services / efficiencies (18%) » Shared services can offer cost savings (13%) » Beneficial to both GCC and WSC (9%) » Shared services should still enable a focus on local community issues, needs, and identity (5%) » Other (5%) » Avoids amalgamation (4%) » Best of both worlds / good compromise (2%) 	<p>The reasons provided by phone survey respondents for identifying this option as their second preference were:</p> <ul style="list-style-type: none"> » Avoids amalgamation (12%) » Shared services can offer cost savings (9%) » Best of both worlds / good compromise (9%) » Other (8%) » Would lead to better services / efficiencies (7%) » Beneficial to both GCC and WSC (6%) » Shared services should still enable a focus on local community issues, needs, and identity (3%) » Greater transparency / less bureaucracy (2%). 	<p>The reasons provided by phone survey respondents for identifying this option as their third preference were:</p> <ul style="list-style-type: none"> » Unsure / no comment (3%) » Loss of control / need to retain local focus (2%) » Money / services / resources diverted (1%) » Other (1%).



Shared services may be more cost efficient whilst Gosford Council stays independent. I believe residents get better representation this way."



Shared services can reduce costs while keeping individual identity."



Council is not geared up to handle larger areas without compromising the people it currently serves. But sharing of services and resources removes the overall financial and infrastructure burden from councils and it gives each other access to equipment and manpower when it requires it."



Gosford and Wyong should work closely together but remain separate entities and councils to ensure closer community focus."



Unfortunately Wyong Shire is our poorer cousin. I think Wyong would benefit but Gosford would suffer from a merger."



The current council cannot maintain current infrastructure properly. The roads of the Gosford area are in disrepair... Sharing services with another council would hopefully bring about some good changes to the services, or lack of services, Gosford City Council offers."



Shared services might be useful to the two districts."

Table 2 No change

Participants provided the following reasons for selecting 'No change' as their first, second or least preferred option. A selection of indicative quotes is provided on the following page.

Most preferred	Second most preferred	Least preferred
<p>The reasons provided by phone survey respondents for identifying this option as their first preference were:</p> <ul style="list-style-type: none"> » Keep things the way they are / retain focus on local community issues, needs, identity (15%) » Would lead to poorer services (7%) » Don't want to link with WSC / dislike amalgamation option (6%) » Retain existing size / GCC already covers a large area (5%) » GCC does a good job (5%) » Other (5%). 	<p>The reasons provided by phone survey respondents for identifying this option as their second preference were:</p> <ul style="list-style-type: none"> » Don't want to link with WSC / dislike amalgamation option (11%) » Keep things the way they are / retain focus on local community issues, needs, identity (9%) » Retain existing size / GCC already covers a large area (4%) » Other (4%) » GCC does a good job (3%). 	<p>The reasons provided by phone survey respondents for identifying this option as their third preference were:</p> <ul style="list-style-type: none"> » Change is good / GCC needs to change (18%) » Dissatisfied with current Council/GCC requires improvement (13%) » Unsure / no comment (7%) » Too many councils / current model is not efficient (5%) » Would save money (2%) » There should be a regional focus (2%) » Other (2%) » Improved services (1%) » Current model is not sustainable (1%).



The Central Coast is a huge land area with vastly differing "pockets" of residents with different needs - the Gosford LGA tends towards being a more mature area in terms of new home growth, for example, while parts of the Wyong LGA are being developed aggressively. Joining the two councils may mean that the needs of the different types of groups are not met as well."



Gosford Council area is too distant from neighbouring councils, and the challenges it faces are too different to the Wyong Shire."



Keep things centralised and local. Fair spread of resources [should be] kept with Gosford council area. Worried about uneven funding if amalgamation occurred."



We need to keep our own identity. Gosford has enough shared services with Wyong. State Government should not dictate and force amalgamation. If amalgamated the area would be far too big, and the population would be too big to manage, especially if the development proposed goes ahead. Gosford Council don't listen to residents well now, so to have an even bigger area with more population to listen to / consult would be impossible."



Amalgamation would in my opinion stop [a] focus on local issues and [I am] also worried about the impact it would have on jobs in the LGA."

Table 3 Reasons behind responses to amalgamation

Participants provided the following reasons for selecting 'Amalgamation' as their first, second or least preferred option. A selection of indicative quotes is provided on the following page.

Most preferred	Second most preferred	Least preferred
<p>The reasons provided by phone survey respondents for identifying this option as their first preference were:</p> <ul style="list-style-type: none"> » Share resources / general benefits / efficiencies (10%) » Like WSC / Dislike GCC (8%) » Amalgamation can offer cost savings (7%) » Amalgamation would offer a regional focus (5%) » Less bureaucracy / Councillors (4%) » More sustainable (3%) » Would lead to improved services (2%) » Other (2%). 	<p>The reasons provided by phone survey respondents for identifying this option as their second preference were:</p> <ul style="list-style-type: none"> » Share resources / general benefits / efficiencies (7%) » Amalgamation can offer cost savings (6%) » Amalgamation would offer a regional focus (4%) » Other (4%) » Would lead to improved services (2%) » Like WSC / Dislike GCC (2%) » Less bureaucracy / Councillors (2%). 	<p>The reasons provided by phone survey respondents for identifying this option as their third preference were:</p> <ul style="list-style-type: none"> » Too big / bureaucratic / too far away / the area is too large to be run by one stand-alone council (21%) » Amalgamation won't offer benefits or efficiencies (13%) » Will result in fewer services for residents of Gosford LGA (7%) » Don't like / trust WSC (6%) » Other (6%) » Need to retain focus on local community issues, needs, identity (5%) » GCC and WSC have very different needs and resources (5%) » Unsure / no comment (4%) » Lose independence (1%).



Surely this will save money with duplicated services being removed.”



I think it is silly that the Central Coast is split into two Shires. I think if we want to boost tourism and infrastructure that make the coast the best it can be, the two councils need to merge.”



Efficiency, resources, funding benefits and reduced duplication.”



The Central Coast should be managed as a whole to ensure consistency across the region.”



If it saves rate payer money and allows more money to be invested into the community then I am happy for this.”



I believe that we should have less councils and so the Central Coast should be one mega Council perhaps even [including] parts of Lake Macquarie. I believe it would be more sustainable fiscally, financially and socially.”



The whole country is over governed. This area doesn't need two councils. Wouldn't it be more efficient having only one?”



I think that it will provide a great, fresh sense [for] both councils and will help combine the area of the Central Coast. At the moment it feels like it is divided.”

Figure 19 Reasons behind participants' first preference

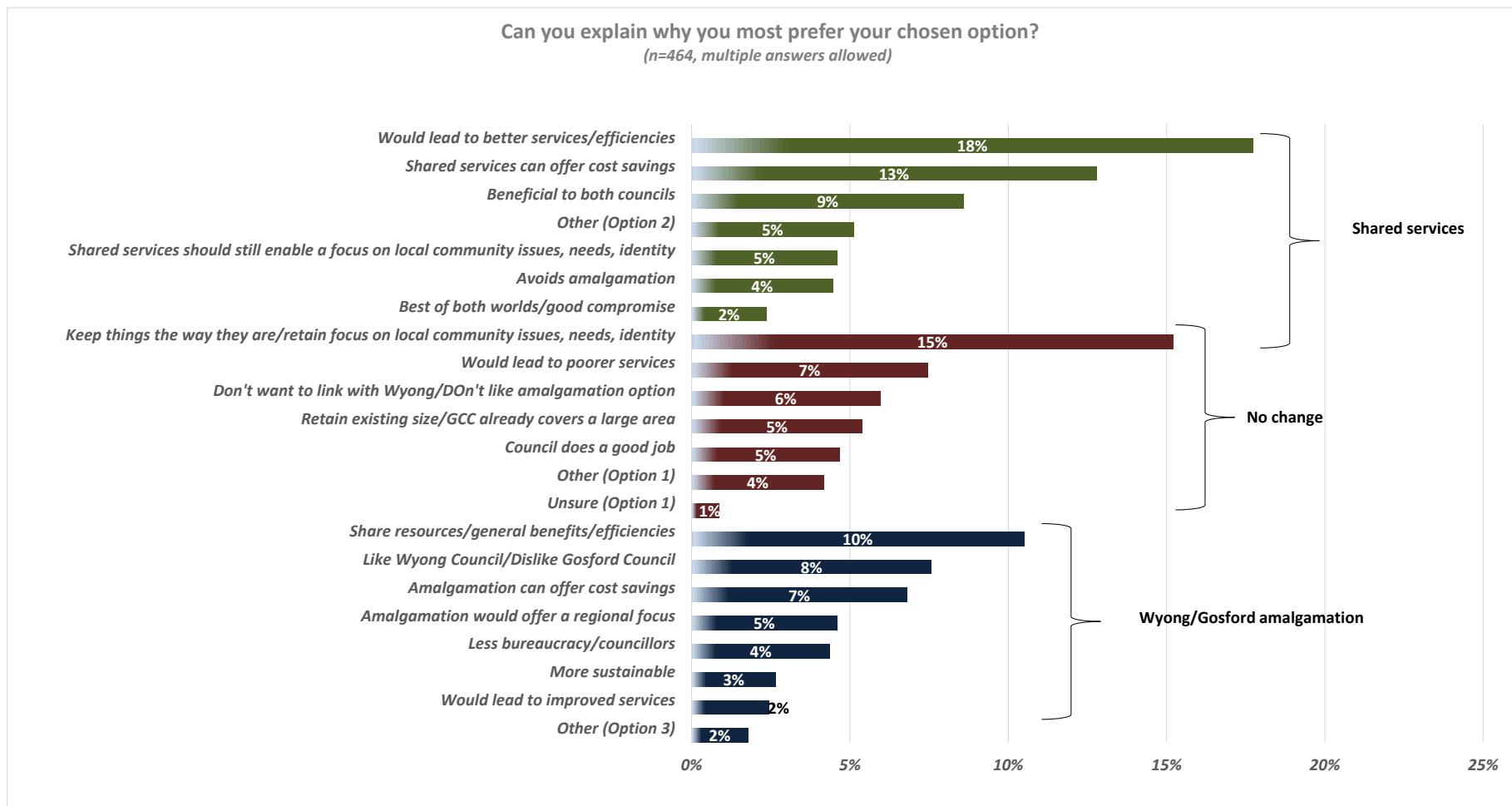


Figure 20 Reasons behind participants' second preference

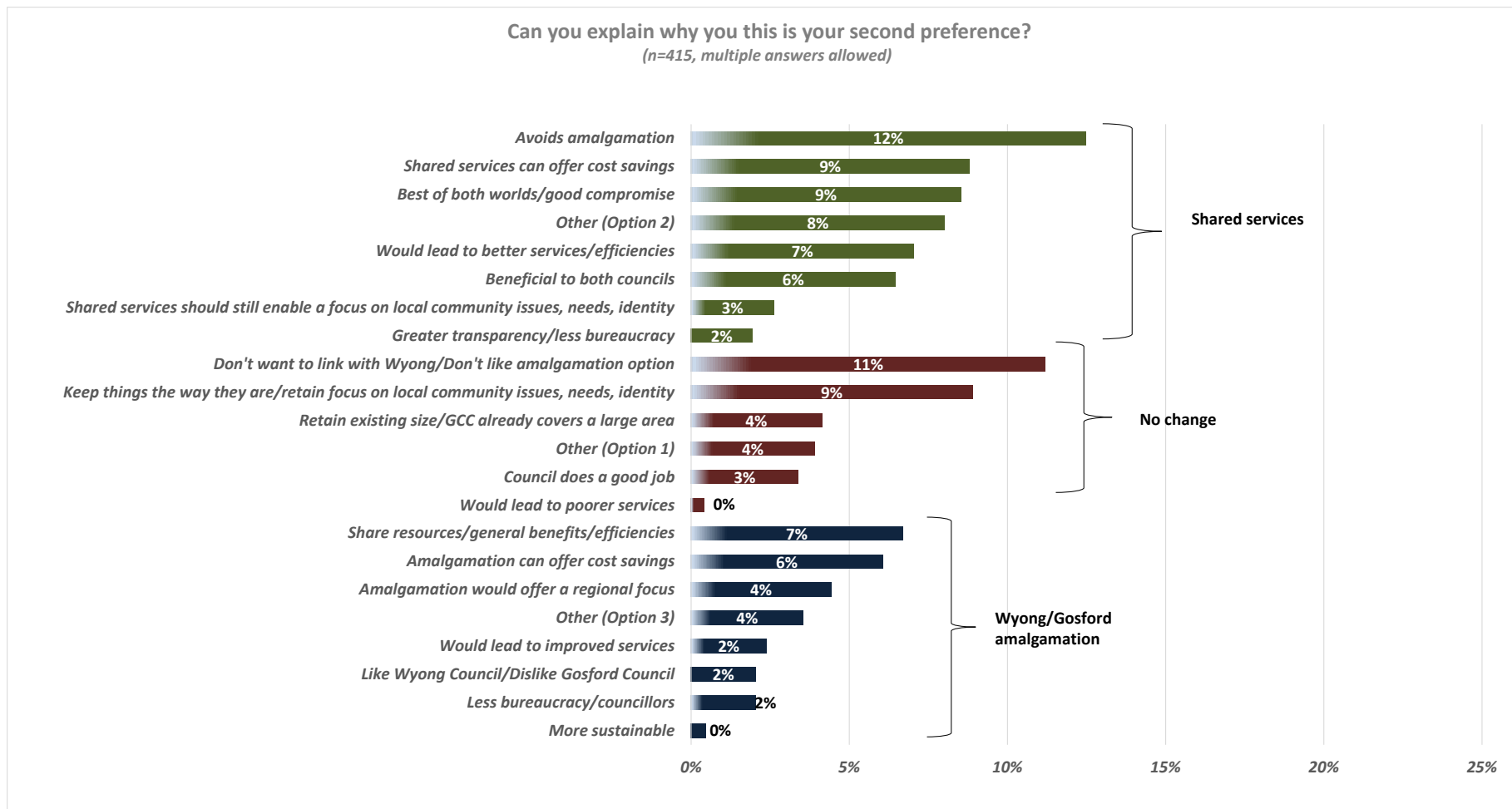
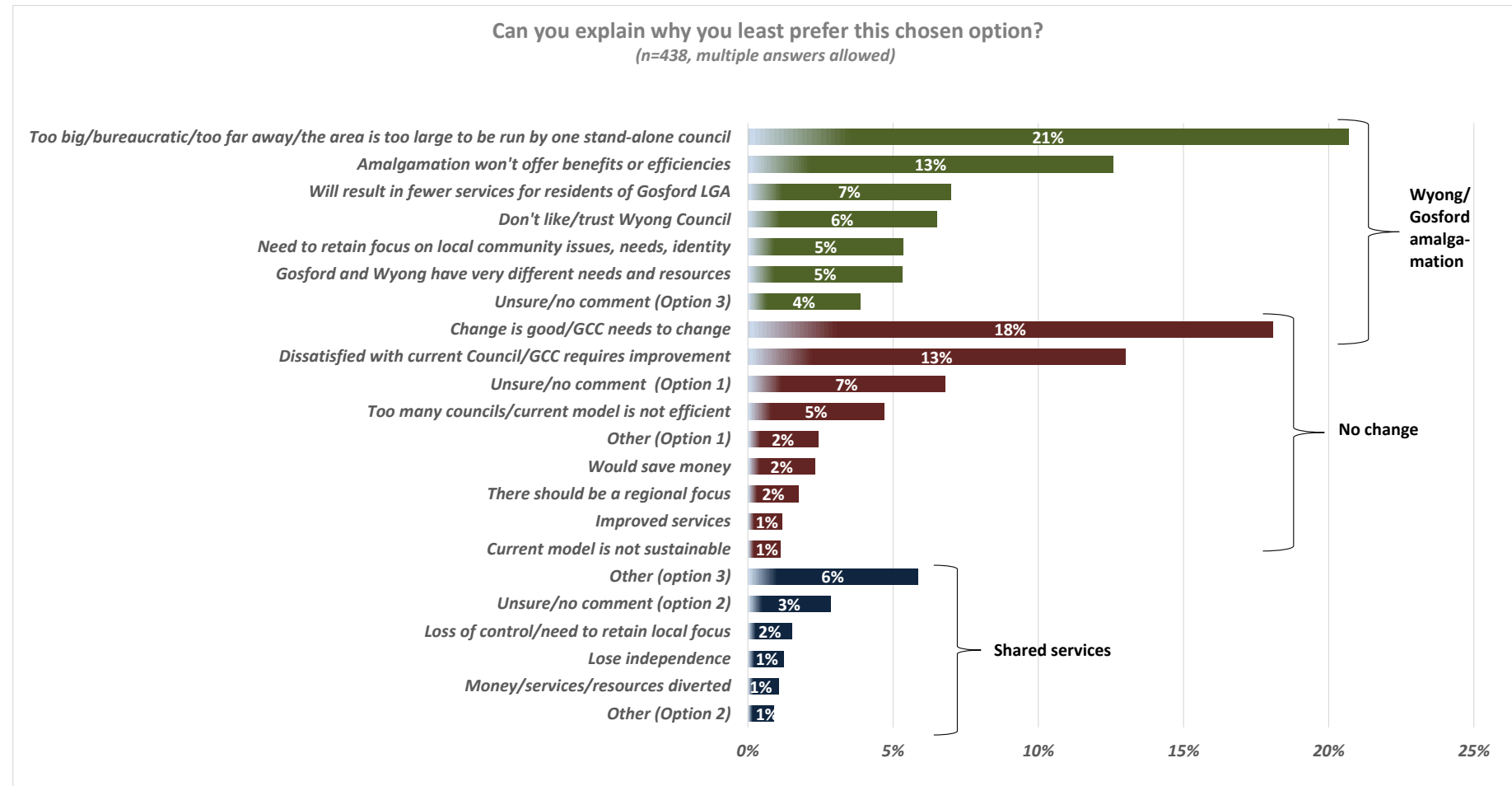


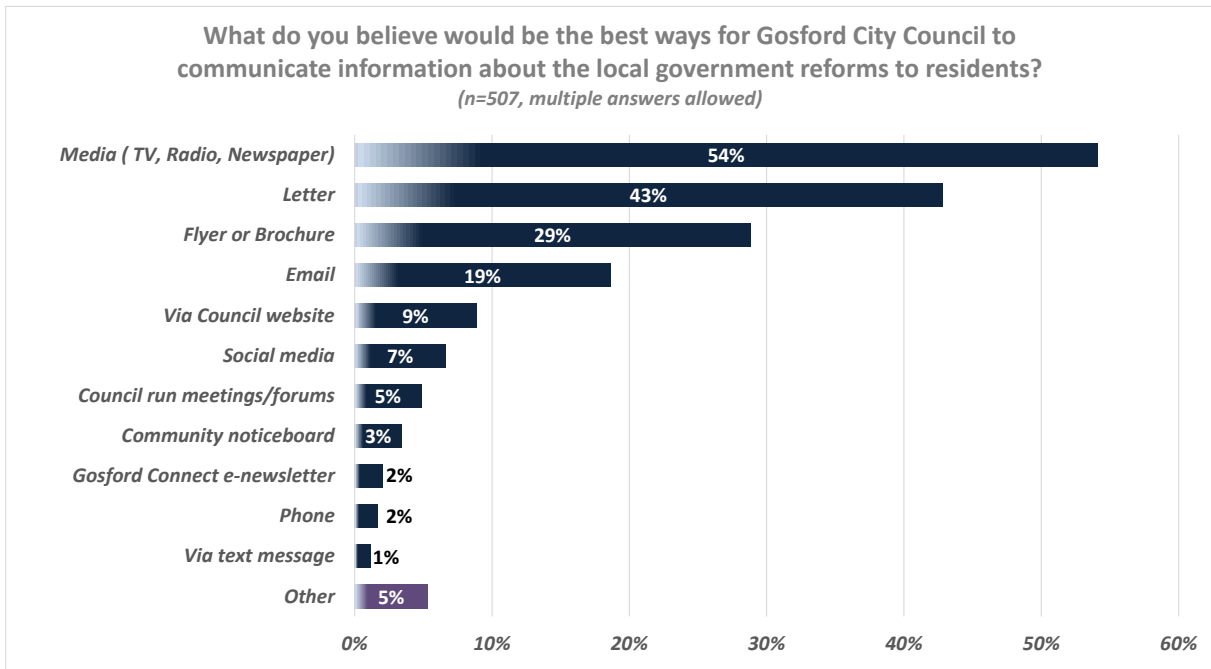
Figure 21 Reasons behind participants' third preference



Please note that 0% indicates where figure is less than 1%.

Communications preferences

Figure 22 Participants' communications preferences



Participant preferences for future communications about the Fit For the Future local government reforms focused on use of media (nominated by 51% of respondents), letters (43%), and flyers/brochures (29%). Email (19%), Council’s website (9%), social media (7%) and community meetings (5%) were also suggested. Other suggestions included: a newsletter or flyer to accompany the quarterly rates notice; promotion using posters; promotion in libraries.

As noted previously in this report, 72% of phone survey participants expressed an interest in taking part in further consultation activities conducted by Gosford City Council.



4 What we heard: online and face to face intercept surveys

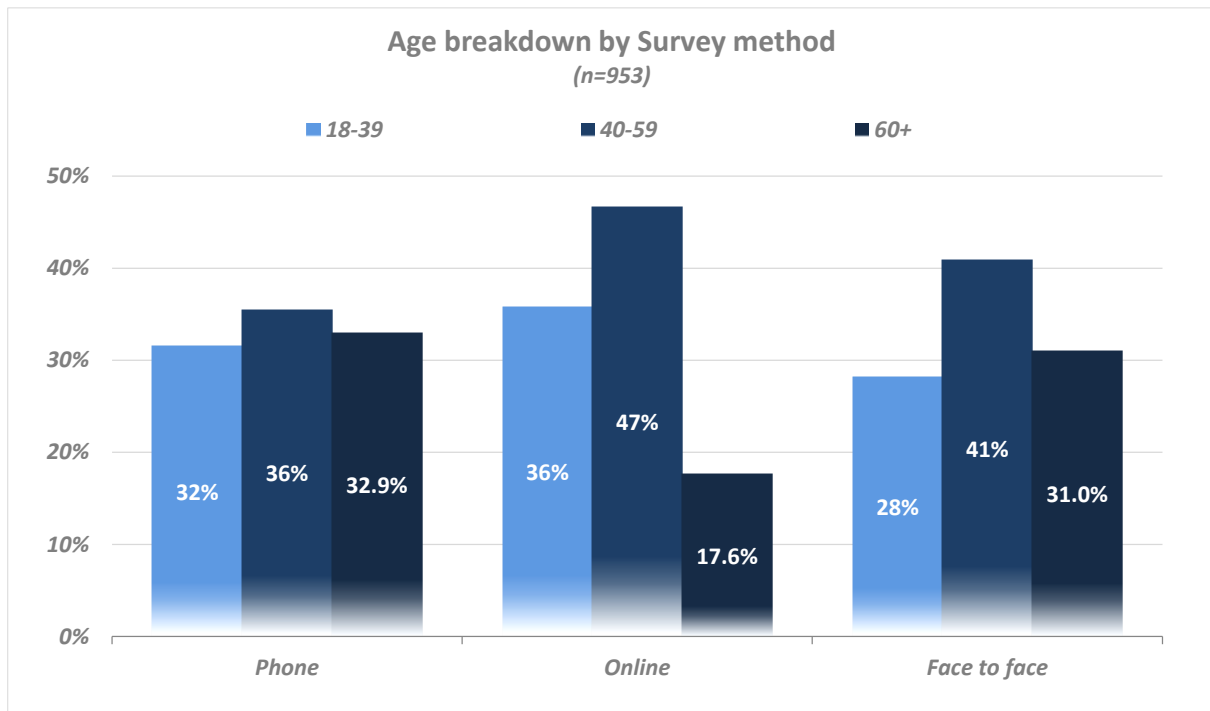
Online survey and face to face intercept survey

The online survey provided an opportunity for more engaged and passionate community members to provide input to the engagement process. The face to face intercept survey was used to reach out to 'the silent majority' of people who may be less likely to participate in formal consultation processes – by going to the community. It should be noted that the results of these sample surveys are descriptive. That is, they describe the views of participants, but are not statistically representative of the wider adult population of the LGA.

Who participated in the online and intercept surveys?

Age and gender

Phone survey data has been post weighted for age and gender as shown below. However, online and face to face intercept survey data has not been post weighted. The majority of respondents in both the online and face to face surveys were 40 to 59 years of age.



A slightly higher proportion of men participated in the online survey, and a higher proportion of women participated in the face to face intercept survey.

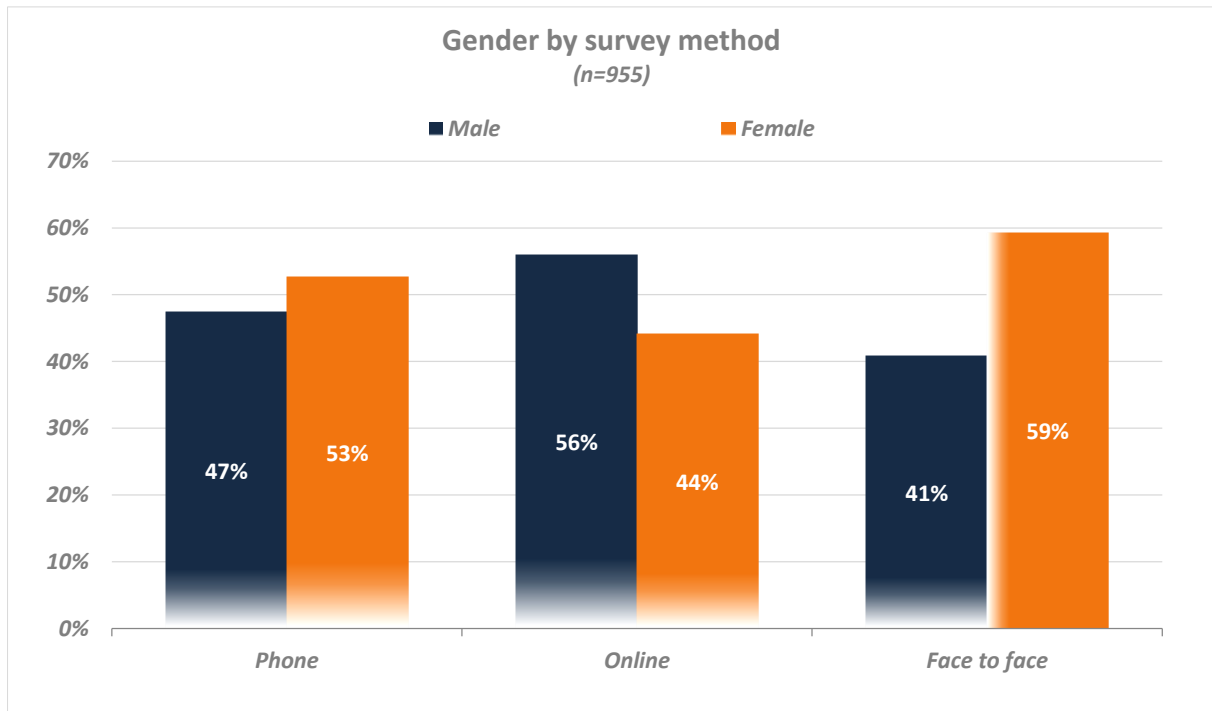


Figure 23 Intercept survey taking place in Kibble Park, Peninsula Leisure Centre



Perspectives on Gosford LGA and Gosford City Council

There was a generally high level of consistency in the results of the phone, face to face and online surveys. However, a number of significant differences were identified through the data analysis. These were:

- » Online survey participants (67%) were more likely to be aware of the local government reform program than phone survey respondents (53%).
- » Online respondents were far more likely to be interested in local government reform (86% were either very or quite interested) than either phone survey respondents (59%) or intercept survey respondents (61%).

- » Online survey respondents were less satisfied with the quality of services Council delivers to local residents, than those who took part in the phone survey – with 21% of online respondents rating service delivery as poor or very poor, compared with 12% of phone survey respondents.
- » Intercept survey respondents were less satisfied with the way Council consults with the community and undertakes its regulatory functions – with 51% of intercept survey respondents rating this as poor or very poor, compared with 32% of those who took part in the phone survey.

Perspectives on the three options proposed for Gosford City Council

Feedback in response to the three options proposed for Gosford City Council was generally consistent across all survey modes. The results of the online survey were slightly different to those from the phone and intercept surveys – in relation to second and third preferences. However it should be noted that the difference between second and third preferences only came down to a small number of responses.

The responses indicated that:

- » 'Shared services' was the most preferred option across all survey modes. A significantly higher proportion of intercept survey respondents chose this option as their first preference (46%), compared with the phone survey (38%).
- » 'No change' was the second most preferred option in the phone and intercept surveys, but third in the online survey
- » 'Amalgamation' was the third most preferred option in the phone and intercept surveys, but second in the online survey. Intercept survey respondents were more likely to choose Amalgamation as their third / last preference (55.7%), compared with phone survey respondents (44%).

For further details of survey results see Appendix C.

Online survey participants were more likely than those who took part in the phone survey to be: both aware of and interested in the local government reform program; and less satisfied with the quality of services Council delivers to local residents.

Appendices

- A Data collection instruments
- B Promotional materials
- C Accompanying survey results

A Data collection instruments

Phone survey tool_Version 4.1 Gosford_Council_FFF

Last modified:2/06/2015 3:05:29 PM

- Q1. Hi my name is (name) and I'm calling from Jetty Research on behalf of Gosford City Council. Council is currently conducting a survey of local residents regarding an important community issue. You have been randomly selected to participate in this survey, which should take only 10 minutes to complete. We are not trying to sell anything, and any answers you provide would be confidential. Would you be willing to assist Council by completing a brief research survey this afternoon/evening?

Must be aged 18 or over. Offer a callback if required. If they don't wish to participate, let them know they can do the survey online at www.gosford.nsw.gov.au

Yes	1
No	555

Q1

Answer If Attribute "No" from Q1 is SELECTED

- Q2. Thank you for your time. Have a great afternoon/evening.

End

- Q3. Thanks, that's greatly appreciated. I just have a few quick qualifying questions. Firstly can you please confirm that you live in the Gosford City Council Area?

Must live in Gosford LGA

Yes	1
No	555

Q3

Answer If Attribute "No" from Q3 is SELECTED

- Q4. I'm sorry but you must live in the Gosford City Council area to participate in this survey. Thank you for your time.

End

- Q5. And are you a Councillor or Council employee?

Immediate family do not qualify

Yes	1
No	555

Q5

Answer If Attribute "Yes" from Q5 is SELECTED

Version 4.1 - Gosford_Council_FFF - Last modified:2/06/2015 3:05:29 PM

Q6. I'm sorry in that case you don't qualify to participate in this survey. Thank you for your time.

End

Q7. And which suburb do you live in?

Select suburb or closest to

Avoca Beach	1
Bar Point	2
Bensville	3
Blackwall	4
Booker Bay	5
Bouddi	6
Box Head	7
Calga	8
Central Mangrove	9
Cheero Point	10
Cogra Bay	11
Copacabana	12
Daleys Point	13
Dangar Island	14
Davistown	15
East Gosford	16
Empire Bay	17
Erina Heights	18
Erina,	19
Ettalong Beach	20
Forresters Beach	21
Glenworth Valley	22
Gosford	23
Green Point	24
Greengrove	25
Gunderman	26
Hardys Bay	27
Hawkesbury River	28
Holgate	29
Horsefield Bay	30
Kariong	31
Killcare	32
Killcare Heights	33
Kincumber	34
Kincumber South	35
Koolewong	36
Kulnura	37
Lisarow	38
Little Wobby	39

Lower Mangrove	40
MacMasters Beach	41
Mangrove Creek	42
Mangrove Mountain	43
Marlow	44
Matcham	45
Milsons Passage	46
Mooney Mooney	47
Mooney Mooney Creek	48
Mount White	49
Mt Elliot	50
Narara	51
Niagara Park	52
North Avoca	53
North Gosford	54
Patonga	55
Pearl Beach	56
Peats Ridge	57
Phegans Bay	58
Picketts Valley	59
Point Clare	60
Point Frederick	61
Pretty Beach	62
Saratoga	63
Somersby	64
Spencer	65
Springfield	66
St Huberts Island	67
Tascott	68
Ten Mile Hollow	69
Terrigal	70
Umina Beach	71
Upper Mangrove	72
Wagstaffe	73
Wamberal	74
Wendoree Park	75
West Gosford	76
Wondabyne	77
Woy Woy	78
Woy Woy Bay	79
Wyoming	80
Yattalunga	81

Q7

Q8. May I have your first name for the survey?

Type NA if not willing to give name

Q8

Q9. Thanks [Q8]. To start things off, which of the following describes you?

PROMPTED - tick any that apply. Only use OTHER if none apply

Work in the Gosford LGA	1	Q9_1
Ratepayer in the Gosford LGA	2	Q9_2
Owner / manager of a business in the Gosford LGA	3	Q9_3
Other	4	Q9_4

Q10. What do you like most about the area where you live?

UNPROMPTED - tick up to 3

Access to Sydney without living in it	1	Q10_1
Natural environment	2	Q10_2
Great Council	3	Q10_3
Public Transport	4	Q10_4
Access to beaches	5	Q10_5
Good place for families and children	6	Q10_6
Safe place to live	7	Q10_7
Sense of community	8	Q10_8
Parks and open spaces	9	Q10_9
Balanced lifestyle	10	Q10_10
OTHER		Q10_O

Go to Q12

Q11. (DELETED) Where do you usually go to undertake each of the following activities?

PROMPTED

	Gosford	Wyong	Newcastle	Sydney	Other	NA	
Shopping	1	556	2	3	4	555	Q11_1
Work	1	556	2	3	4	555	Q11_2
Leisure activities (e.g. exercise, sport)	1	556	2	3	4	555	Q11_3
Health services	1	556	2	3	4	555	Q11_4
Education	1	556	2	3	4	555	Q11_5

Q12. Now [Q8], Do you know the name of Gosford City's current mayor?

TBA

Yes - names Lawrie McKinna	1
Yes - names Doug Eaton	2
Yes - names other	3
No	555

Q12

Q13. In the last year, how often have you visited a Gosford City Council Customer Service Centre?

Either Gosford, Woy Woy or Erina. PROMPTED except unsure

At least once a month	1
Three or four times	2
A couple of times a year	3
Once a year or less	4
Never	5
Unsure	666

Q13

Q14. In the last year, have you contacted Gosford City Council for any reason other than paying rates?

UNPROMPTED

Yes	1
No	555

Q14

Q15. In the last year, have you contacted Gosford City Council's elected Councillors or the Mayor?

UNPROMPTED

Yes	1
No	555

Q15

Q16. Overall, how would you rate Gosford City Council on the following? We'll use a 1-5 sliding scale, where 1 means you think this is very poor, 3 is neutral and 5 means you think it's very good.

PROMPTED

	1 Very poor	2	3 Neutral	4	5 Very good	NA
The quality of services it delivers to local residents	1	2	3	4	5	555
Its financial strength	1	2	3	4	5	555
Its maintenance of local infrastructure	1	2	3	4	5	555
The way it consults with the community	1	2	3	4	5	555
The way it carries out its regulatory functions (e.g. processing development applications, parking controls, dog management)	1	2	3	4	5	555

Q16_1

Q16_2

Q16_3

Q16_4

Q16_5

Q17. [Q8], as you may know, the NSW Government is looking at way that Councils can better serve their communities and be sustainable for the long term. This includes asking Councils to consider voluntary mergers and other reforms. Prior to this call, were you aware of this local government reform program?

UNPROMPTED

Yes	1
No	555

Q17

Q18. Where did you hear about it?

Answer If Attribute "Yes" from Q17 is SELECTED

UNPROMPTED- tick any that apply

Gosford City Council (eg Mayor, website, other communication)	2
Wyong Shire Council (eg Mayor, website, other communication)	3
Friends/Neighbours/Word of mouth	4
Social media	5
Media (eg newspaper, TV, radio)	6
Internet	7
OTHER	

Q18_1

Q18_2

Q18_3

Q18_4

Q18_5

Q18_6

Q18_O

Q19. How interested are you in the subject of local government reform?

PROMPTED

Very interested	1
Quite interested	2
Not very interested	3
Not at all interested	4

Q19

Go to Q29

Q20. (DELETED) Gosford City Council would like to hear your views on three options for its future. There are: .Option 1: No change Option 2: No change to structure, but some changes to services and improvements to infrastructure; Option 3: Amalgamation with Wyong Shire Council..The next few questions will focus on each of these three options. .Under Option 1,Gosford City Council would remain a stand alone Council. Council services such as waste and recycling, Libraries and community events would be provided at a similar level, and local infrastructure such as roads, footpaths and parks would be maintained at a similar level.

Q21. (DELETED) What do you see at the main advantages of this option?

Q21

Q22. (DELETED) What do you see the main disadvantages of this option?

Q22

Q23. (DELETED) Option 2: No change to structure, some changes to services and improvements to infrastructure. Gosford City Council would remain a stand alone council. There would be some changes to the way in which Council services are provided, including working more closely with other councils. There would be some improvement to the maintenance of local infrastructure. It is likely there would be some increased costs to ratepayers and the community

Q24. (DELETED) What do you see at the main advantages of this option?

Q24

Q25. (DELETED) What do you see at the main disadvantages of this option?

Q25

Q26. (DELETED) Option 3: Amalgamation with Wyong Shire Council. In this option, Gosford City Council would amalgamate with Wyong Shire Council. It is likely there would be some changes to the way in which Council services are provided. It is likely that local infrastructure would be maintained at a similar level. It is likely there would be some increased costs to ratepayers and the community

Q27. (DELETED) What do you see at the main advantages of this option?

Q27

Q28. (DELETED) What do you see the main disadvantages of this option?

Q28

Q29. Now [Q8], Gosford City Council would like to know in what order you prefer the following three options for its future. The three options are: -

Option 1- No change to Gosford City Council

Option 2 - No change to Gosford City Council but potential shared services with neighbouring councils

Option 3 - Amalgamation with Wyong Council. -

Which of these three is your most preferred option?

PROMPTED except unsure. Check that this is what they meant

Option 1 (no change)	1
Option 2 (shared services)	2
Option 3 (amalgamation with Wyong)	3
Unsure/no idea	4

Q29

Q30. And which of these three is your next preferred option?

PROMPTED except unsure. Check that this is what they meant

Option 1 (no change)	1
Option 2 (shared services)	2
Option 3 (amalgamation with Wyong)	3
Unsure/no idea	4

Q30

Q31. And which of these three is your LEAST preferred option?

PROMPTED except unsure. Check that this is what they meant

Option 1 (no change)	1
Option 2 (shared services)	2
Option 3 (amalgamation with Wyong)	3
Unsure/no idea	4

Q31

Q32. Can you explain why you most prefer [Q29]?*Do not answer If Attribute "Unsure/no idea" from Q29 is SELECTED***PROBE**

Q32

Q33. And can you explain why you next prefer [Q30]?*Do not answer If Attribute "Unsure/no idea" from Q30 is SELECTED*

Q33

Q32. Can you explain why you LEAST prefer [Q31]?*Do not answer If Attribute "Unsure/no idea" from Q31 is SELECTED***PROBE**

Q32

Q35. What do you believe would be the best ways for Gosford City Council to communicate information about the local government reforms to residents?**UNPROMPTED - tick any that apply**

Via Council website	1	Q35_1
Via text message	2	Q35_2
Ringling Council	3	Q35_3
Letter	4	Q35_4
Via waste services guide or flyer	5	Q35_5
Community noticeboard	6	Q35_6
Advertising in the local paper	7	Q35_7
Gosford Connect e-newsletter	8	Q35_8
OTHER		Q35_O

Q36. Just a few quick question and we're finished. Do you rent or own your own home?**UNPROMPTED**

Rent	1	
Own/purchasing	2	Q36

Q37. And would your age range be between?

PROMPTED

18-29	1	
30-39	2	
40-49	3	
50-59	4	
60-69	5	
70+	6	

Q37

Q38. Gender?

Don't ask

Male	1	
Female	2	

Q38

Q39. Are you happy for Gosford City Council to contact you in the future about further consultation activities?

Expressions of interest

Yes	1	
No	555	Go to Q41

Q39

Q40. Great! I just need to take your details so Council can contact you at a later date. Firstly may I have your:

If no email type postal address. If necessary, assure respondent that this information will not be passed onto any third parties, and will be kept separate from their survey responses.

Name	1	
Surname	2	
Email	3	
Daytime phone	4	

Q40_1_1

Q40_1_2

Q40_1_3

Q40_1_4

Q41. That's the end of the survey. Gosford City Council greatly appreciates your time and feedback. Did you have any questions before we finish? Thank you for your time and have a great afternoon/evening.

End



Gosford City Council: Community Survey - Local Government Reform

Introduction

Gosford City Council is keen to hear your views about the future of our local government area. Your views, along with those of other community members, will be an important input to Council's submission to the NSW Government's Fit for the Future program.

To enable Council to submit its proposal to the Fit for the Future program by the end of June, this survey will close on Tuesday 16 June 2015.



Gosford City Council: Community Survey - Local Government Reform

Section 1: About you

1. Do you live within the Gosford Local Government Area (LGA)?

Yes

No



Gosford City Council: Community Survey - Local Government Reform

2. Which suburb do you live in?

3. Which of the following describes you? (Please tick all that apply)

- Resident in the Gosford LGA
- Ratepayer in the Gosford LGA
- Owner / manager of a business in the Gosford LGA
- Work in the Gosford LGA
- Councillor at Gosford City Council
- Employee at Gosford City Council
- Other (please specify)

4. What is your gender?

- Male
- Female
- Other

5. Which of the following age ranges do you fall into?

- Under 18
- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 and over

6. Do you rent or own your home?

- Rent
- Own / purchasing
- Other (please specify)

7. What do you like most about the area where you live? Please choose up to three.

- Natural environment
- Access to beaches
- Sense of community
- Good place for families and children
- Balanced lifestyle
- Parks and open space
- Great Council
- Access to Sydney without living in it
- Safe place to live
- Public transport
- Other (please specify)

8. Where do you usually go to undertake each of the following activities?

	Gosford	Wyong	Newcastle	Sydney	NA
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure activities (eg cinema, dining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation activities (eg exercise, sport)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please describe if you answered 'other' for any of the above)



Gosford City Council: Community Survey - Local Government Reform

Section 2: Contact with Council

9. Do you know the name of Gosford City's current Mayor?

10. In the last year, how often have you visited a Gosford City Council Customer Service Centre (Gosford, Woy Woy or Erina)?

- At least once a month
- Three or four times
- A couple of times
- Once
- Never
- Unsure

11. In the last year, have you contacted Gosford City Council for any reason, other than paying rates?

- Yes
- No

12. In the last year, have you contacted any of Gosford City Council's elected Councillors or the Mayor?

- Yes
- No



Gosford City Council: Community Survey - Local Government Reform

Section 3: Satisfaction with Council

13. Overall, how would you rate Gosford City Council on the following?

	Very poor	Poor	Neither good nor poor	Good	Very good
The quality and delivery of services for local residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its financial strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its maintenance of local infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way it consults with the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way it carries out its regulatory functions (e.g. processing Development Applications, parking controls, dog management)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Gosford City Council: Community Survey - Local Government Reform

Section 4: Local government reform program

As you may know, the NSW Government is looking at ways that councils can better serve their communities and be sustainable for the long term. This includes asking councils to consider voluntary mergers and other reforms.

14. Prior to this survey, were you aware of this local government reform program?

- Yes
- No



Gosford City Council: Community Survey - Local Government Reform

15. Where did you hear about the NSW Government's local government reform program? Please tick all that apply.

- Gosford City Council (e.g. Mayor, website, other communication)
- Wyong Shire Council (e.g. Mayor, website, other communication)
- Friends / neighbours / word of mouth
- Social media
- Media (e.g. newspaper, radio)
- Internet
- Other (please specify)

16. How interested are you in the subject of local government reform?

- Very interested
- Quite interested
- Not very interested
- Not at all interested



Gosford City Council: Community Survey - Local Government Reform

Gosford City Council would like to hear your views on **three options** for its future. These are:

Option 1: No change to Gosford City Council

Option 2: No change to Gosford City Council but potential shared services with neighbouring councils

Option 3: Amalgamation with Wyong Shire Council

The next few questions will focus on these three options.



Gosford City Council: Community Survey - Local Government Reform

* 17. Thinking about the three options, which is your preferred option / first preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

* 18. Please tell us why you chose that option as your first preference.

* 19. Which option is your second preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

* 20. Please tell us why you chose that option as your second preference.

* 21. Which option is your third preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

* 22. Please tell us why you chose that option as your third preference.



Gosford City Council: Community Survey - Local Government Reform

Section 5: Communicating with you

23. How did you find out about this survey? Please tick all that apply.

- Word of mouth
- Gosford City Council social media pages (Facebook / Twitter)
- Gosford Connect e-newsletter
- Gosford Connect newspaper insert
- Phone survey
- Face to face survey
- Other (please specify)

24. What do you believe would be the best ways for Gosford City Council to communicate information about the local government reforms to residents? Please tick all that apply.

- Word of mouth
- Gosford Connect newspaper insert
- Gosford Connect e-newsletter
- Facebook and Twitter
- Letterbox flyer
- Other (please specify)

25. Are you happy for Gosford City Council to contact you in the future about further consultation activities?

- Yes
- No



Gosford City Council: Community Survey - Local Government Reform

26. If yes, please provide your name, email and phone number

Contact name:

Contact email:

Daytime phone:



Gosford City Council: Community Survey - Local Government Reform

Thank you

Thank you for taking the time to complete this survey.

Introduction

Do you have 5 minutes to take part in a Gosford City Council survey about the future of your local government area? Your feedback will be an important input to Council's submission to the NSW Government's Fit for the Future program.

Section 1: About you

1. Can I start by asking, do you live in the Gosford LGA?

- Yes
- No

(If no) Unfortunately, we're particularly keen to talk to people who live in Gosford today. Thanks for your time and enjoy the rest of your day.

2. Are you a Councillor or employee at Gosford City Council?

- Yes
- No

(If yes) Unfortunately, we're keen to talk to residents rather than Council employees or Councillors, but thanks for your time and enjoy the rest of your day [Hand flyer for online survey].

Section 3: Satisfaction with Council

3. Overall, how would you rate Gosford City Council on the following?

	Very poor	Poor	Neither good nor poor	Good	Very good
The quality and delivery of services for local residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its financial strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its maintenance of local infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way it consults with the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way it carries out its regulatory functions (e.g. processing Development Applications, parking controls, dog management)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 4: Local government reform program

As you may know, the NSW Government is looking at ways that councils can better serve their communities

and be sustainable for the long term. This includes asking councils to consider voluntary mergers and other reforms.

4. Prior to this survey, were you aware of this local government reform program?

- Yes
- No

5. How interested are you in the subject of local government reform?

- Very interested
- Quite interested
- Not very interested
- Not at all interested

Gosford City Council would like to hear your views on **three options** for its future. These are:

Option 1: No change to Gosford City Council

Option 2: No change to Gosford City Council but potential shared services with neighbouring councils

Option 3: Amalgamation with Wyong Shire Council

The next few questions will focus on these three options.

6. Thinking about the three options, which is your preferred option / first preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

7. Please tell us why you chose Option 1 as your first preference? [unprompted]

- Retain focus on local community issues, needs, identity
- Retain existing size / GCC already covers a large area
- Retain existing service levels
- Do not like amalgamation option / GCC is going a good job
- Reason not clearly stated / Would need further information to say why
- Other (please specify)

8. Please tell us why you chose Option 2 as your first preference?

- Shared services can offer general benefits / efficiencies
- Shared services can offer cost savings
- Cooperation by GCC with other Councils can offer benefits / efficiencies
- Shared service should still enable a focus on local community issues, needs, identity
- Do not like amalgamation option / GCC is doing a good job
- Reason no clearly stated / Would need further information to say why
- Other (please specify)

9. Please tell us why you chose Option 3 as your first option?

- Amalgamation can offer general benefits / efficiencies
- Amalgamation can offer cost savings
- Amalgamation would offer a regional focus
- Amalgamation preferable / GCC requires improvement
- Reason not clearly stated / Would need further information to say why
- Other (please specify)

10. Which option is your second preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

11. Which option is your third preference?

- Option 1: No change to Gosford City Council
- Option 2: No change to Gosford City Council but potential shared services with neighbouring councils
- Option 3: Amalgamation with Wyong Shire Council

12. Please tell us why you chose Option 1 as your third preference?

- GCC needs to change / requires improvement
- Current model is not efficient
- Current model is not sustainable
- There should be a regional focus
- Reason not clearly stated / Would need further information to say why
- Other (please specify)

13. Please tell us why you chose Option 2 as your third preference?

- Will result in fewer services for residents of Gosford LGA
- Need to retain local focus
- Reason not clearly stated / Would need further information to say why
- Other (please specify)

14. Please tell us why you chose Option 3 as your third preference?

- The area is too large to be run by one stand-alone Council
- Gosford and Wyong have very different needs and resources
- Need to retain focus on local community issues, needs, identity
- Will result in fewer services for residents of Gosford LGA
- Amalgamation won't offer benefits or efficiencies
- Reason not clearly stated / Would need further information to say why

Other (please specify)

15. Interviewer to note any questions or misunderstandings around the three options.

Section 5: Communicating with you**16. What do you believe would be the best ways for Gosford City Council to communicate information about the local government reforms to residents? Please tick all that apply.**

- Word of mouth
- Gosford Connect newspaper insert
- Gosford Connect e-newsletter
- Facebook and Twitter
- Letterbox flyer
- Other (please specify)

17. Are you happy for Gosford City Council to contact you in the future about further consultation activities?

- Yes
- No

18. If yes, please provide your name, email and phone number

Contact name:

Contact email:

Daytime phone:

Demographic information**19. Which of the following age ranges do you fall into?**

- Under 18
- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 and over

20. Which suburb do you live in?**21. Do you rent or own your home?**

- Rent
- Own / purchasing
- Other (please specify)

Interviewer to complete**22. Gender**

- Male
- Female

23. Location

- Kibble Park
- Erina Fair Shopping Centre
- Gosford Station
- Peninsula Leisure Centre
- Fountain Plaza

B Promotional materials

Share Your Thoughts on the Future of Gosford City Council

Gosford City's residents, ratepayers and businesspeople are being invited to share their thoughts on our city, and where we're headed in the future.

To have your say about the future of our council area, and to find out more about the 'Fit for the Future' reform program for local councils, please go to www.gosford.nsw.gov.au

Please complete the online survey by Tuesday 16 June 2015.



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C Accompanying survey results

Survey data across modes

The quality of services it delivers to local residents * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
The quality of services it delivers to local residents	1 Very poor	27 5.4%	31 8.3%	4 7.5%	62 6.7%
	2	34 6.8%	48 12.8%	6 11.3%	88 9.5%
	3 Neutral	193 38.5%	106 28.3%	18 34.0%	317 34.1%
	4	193 38.5%	166 44.3%	23 43.4%	382 41.1%
	5 Very good	54 10.8%	24 6.4%	2 3.8%	80 8.6%
Total		501 100.0%	375 100.0%	53 100.0%	929 100.0%

Its financial strength * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Its financial strength	1 Very poor	26 6.4%	33 9.0%	3 5.7%	62 7.5%
	2	67 16.4%	44 12.0%	8 15.1%	119 14.3%
	3 Neutral	232 56.7%	168 45.7%	32 60.4%	432 52.0%
	4	64 15.6%	112 30.4%	9 17.0%	185 22.3%
	5 Very good	20 4.9%	11 3.0%	1 1.9%	32 3.9%
Total		409 100.0%	368 100.0%	53 100.0%	830 100.0%

Its maintenance of local infrastructure * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Its maintenance of local infrastructure	1 Very poor	90 17.9%	63 16.8%	7 13.2%	160 17.2%
	2	126 25.0%	95 25.4%	19 35.8%	240 25.8%
	3 Neutral	146 29.0%	118 31.6%	14 26.4%	278 29.9%
	4	109 21.7%	86 23.0%	12 22.6%	207 22.3%
	5 Very good	32 6.4%	12 3.2%	1 1.9%	45 4.8%
Total		503 100.0%	374 100.0%	53 100.0%	930 100.0%

The way it consults with the community * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
The way it consults with the community	1 Very poor	78 15.8%	59 15.7%	7 13.2%	144 15.6%
	2	81 16.4%	66 17.6%	20 37.7%	167 18.1%
	3 Neutral	164 33.2%	126 33.6%	14 26.4%	304 33.0%
	4	134 27.1%	104 27.7%	12 22.6%	250 27.1%
	5 Very good	37 7.5%	20 5.3%	0 0.0%	57 6.2%
Total		494 100.0%	375 100.0%	53 100.0%	922 100.0%

The way it carries out its regulatory functions (e.g. processing development applications, parking controls, dog management) * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
The way it carries out its regulatory functions (e.g. processing development applications, parking controls, dog management)	1 Very poor	50 11.1%	51 13.6%	11 20.8%	112 12.8%
	2	85 18.9%	66 17.6%	10 18.9%	161 18.3%
	3 Neutral	189 42.0%	155 41.3%	16 30.2%	360 41.0%
	4	92 20.4%	95 25.3%	15 28.3%	202 23.0%
	5 Very good	34 7.6%	8 2.1%	1 1.9%	43 4.9%
Total		450 100.0%	375 100.0%	53 100.0%	878 100.0%

Prior to this call, were you aware of this local government reform program? * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Prior to this call, were you aware of this local government reform program?	Yes	266 52.5%	251 66.6%	51 63.8%	568 58.9%
	No	241 47.5%	126 33.4%	29 36.3%	396 41.1%
Total		507 100.0%	377 100.0%	80 100.0%	964 100.0%

**How interested are you in the subject of local government reform?
* How the survey was completed? Crosstabulation**

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
How interested are you in the subject of local government reform?	Very interested	61 12.0%	153 40.6%	14 17.5%	228 23.6%
	Quite interested	239 47.0%	171 45.4%	35 43.8%	445 46.1%
	Not very interested	170 33.5%	45 11.9%	29 36.3%	244 25.3%
	Not at all interested	38 7.5%	8 2.1%	2 2.5%	48 5.0%
Total		508 100.0%	377 100.0%	80 100.0%	965 100.0%

Most preferred * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Most preferred	No change	154 30.4%	106 28.2%	22 27.5%	282 29.3%
	Multi-Purpose Joint Organisation	193 38.1%	159 42.3%	37 46.3%	389 40.4%
	Wyong/Gosford amalgamation	129 25.4%	111 29.5%	21 26.3%	261 27.1%
	Unsure/no idea	31 6.1%	0 0.0%	0 0.0%	31 3.2%
Total		507 100.0%	376 100.0%	80 100.0%	963 100.0%

Next preferred * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Next preferred	No change	114 22.5%	122 32.4%	27 35.1%	263 27.4%
	Multi-Purpose Joint Organisation	237 46.8%	194 51.6%	38 49.4%	469 48.9%
	Wyong/Gosford amalgamation	99 19.6%	60 16.0%	12 15.6%	171 17.8%
	Unsure/no idea	56 11.1%	0 0.0%	0 0.0%	56 5.8%
Total		506 100.0%	376 100.0%	77 100.0%	959 100.0%

Least preferred * How the survey was completed? Crosstabulation

		How the survey was completed?			Total
		Phone	On-Line	Face to face	
Least preferred	No change	197 38.9%	172 45.7%	32 40.5%	401 41.7%
	Multi-Purpose Joint Organisation	28 5.5%	22 5.9%	3 3.8%	53 5.5%
	Wyong/Gosford amalgamation	225 44.4%	182 48.4%	44 55.7%	451 46.9%
	Unsure/no idea	57 11.2%	0 0.0%	0 0.0%	57 5.9%
Total		507 100.0%	376 100.0%	79 100.0%	962 100.0%

Phone survey data**Prior to this call, were you aware of this local government reform program? *
Most preferred Crosstabulation**

		Most preferred				Total
		No change	MPJO	Wyong/Gosford amalgamation	Unsure/no idea	
Prior to this call, were you aware of this local government reform program?	Yes	63 40.9%	107 55.4%	84 65.1%	11 35.5%	265 52.3%
	No	91 59.1%	86 44.6%	45 34.9%	20 64.5%	242 47.7%
Total		154 100.0%	193 100.0%	129 100.0%	31 100.0%	507 100.0%

How interested are you in the subject of local government reform? * Most preferred Crosstabulation

		Most preferred				Total
		No change	Multi-Purpose Joint Org'n	Wyong/Gosford amalgamation	Unsure/no idea	
How interested are you in the subject of local government reform?	Very interested	13 8.4%	22 11.4%	22 17.1%	3 9.7%	60 11.8%
	Quite interested	74 48.1%	98 50.8%	62 48.1%	6 19.4%	240 47.3%
	Not very interested	49 31.8%	67 34.7%	36 27.9%	18 58.1%	170 33.5%
	Not at all interested	18 11.7%	6 3.1%	9 7.0%	4 12.9%	37 7.3%
Total		154 100.0%	193 100.0%	129 100.0%	31 100.0%	507 100.0%



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