



# Liverpool Plains Shire Council

SRV and Community Research - Online

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# Background & Methodology - Summary

## Why?

- Identify the community's overall level of satisfaction with Council performance
- Measure importance and satisfaction with Council services and facilities across the LGA
- Measure awareness levels and information received about the SRV
- Measure levels of support and preference for different SRV options

## How?

- An opt-in online survey was hosted on the council website from 23<sup>rd</sup> December 2020 – 19<sup>th</sup> January 2021

## Who?

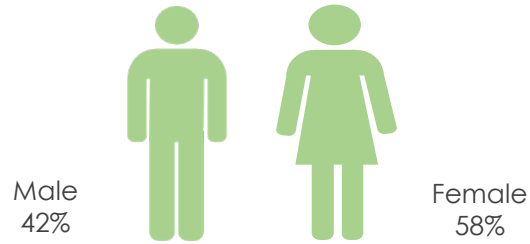
- 215 respondents completed the survey. Their responses have been compared against the representative community telephone survey conducted between 6<sup>th</sup> – 12<sup>th</sup> January 2021

Please see Appendix A for detailed background and methodology

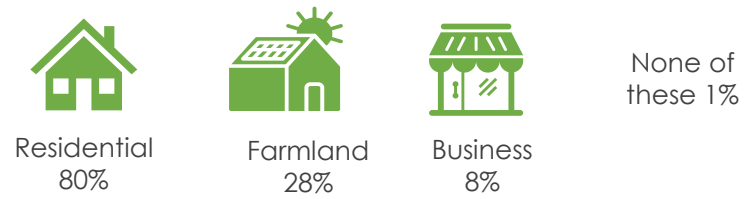
**The results contained within are only reflective of respondents that took part in this survey.**

# Sample Profile - Online

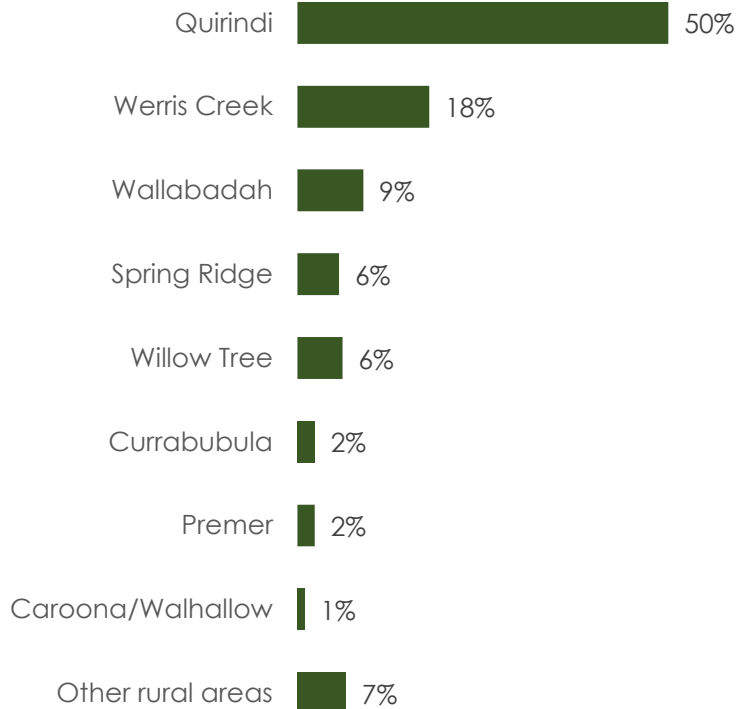
## Gender



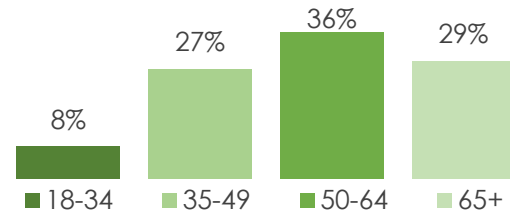
## Type of rates paid\*



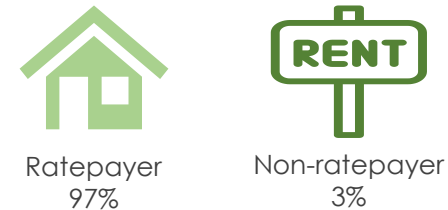
## Suburb



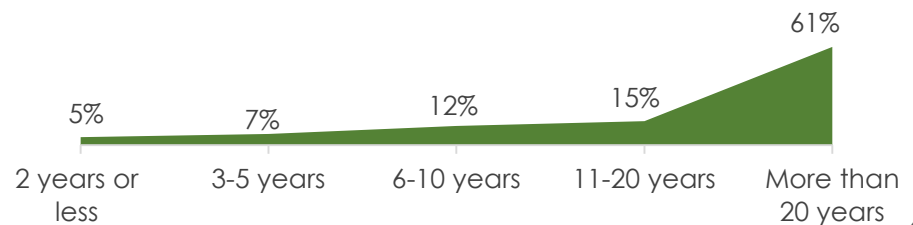
## Age



## Ratepayer status



## Time lived in the area



Base: N = 215

\*Please note: total percentages exceed 100% as residents could select multiple options



# Key Findings

# Summary of SRV Findings - Online

We have identified some clear differences between the results of the representative phone survey results and the non-representative online survey results.

Respondent who took part in this online survey tended to be much less satisfied with Council on nearly all comparable measure. This is to be expected as opt-in respondents tend to have stronger more polarised views.

Only 50% of online respondents claimed previous awareness of the proposed SRV. This is a curious anomaly, as nearly 90% of residents in the phone survey who claimed awareness.

- 81% of online respondents selected **Option 1: Rate Peg** as their first preference. The primary reasons were affordability and mistrust of Councils financial management.
- 19% of online respondents selected **Option 2: Increase** as their first preference. They indicated that they believed that improvements are needed in the area and that any increase will ultimately benefit the whole community.

# Detailed Results





## Detailed Results

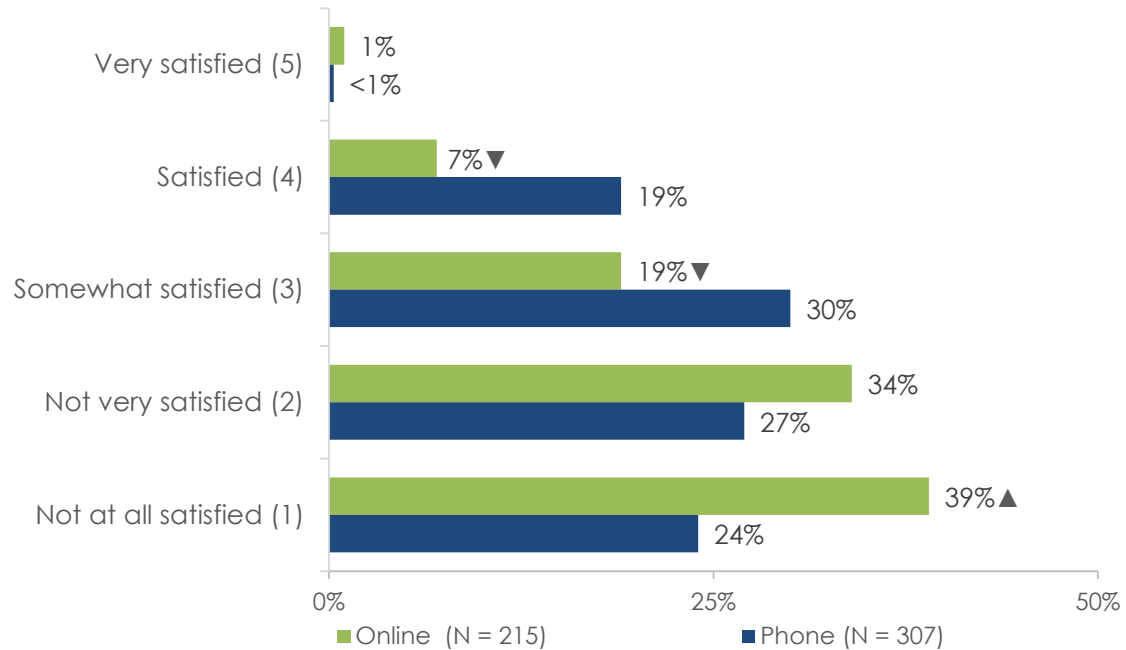
1. Performance of Council
2. Awareness of SRV
3. SRV Options



# Overall Satisfaction

Q4. 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?

	Response mode		Gender		Age				Ratepayer status		Aware of the SRV	
	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No/not sure
Mean rating	1.96▼	2.46	1.92	2.03	1.89	1.98	2.00	1.92	1.94	2.67	1.91	2.02
Base	215	307	86	117	18	58	76	63	209	*6	107	108



Scale: 1 = not at all satisfied, 5 = very satisfied  
▲ ▼ = A significantly higher/lower level of satisfaction (by sample)

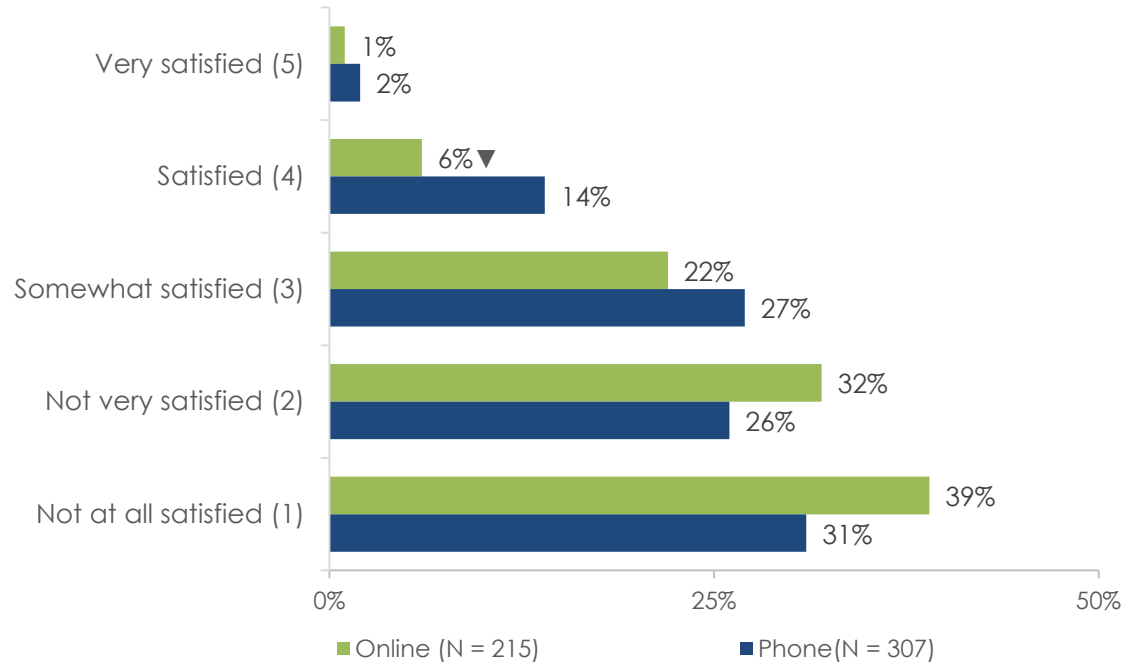
\*Caution small base size

**Only 27% of online respondents claim to be at least somewhat satisfied with overall performance of Council over the last 12 months, this is significantly lower than results obtained by phone.**

# Satisfaction with Level of Communication

Q3. How satisfied are you currently with the level of communication Council has with the community?

	Channel		Gender		Age				Ratepayer status		Aware of the SRV	
	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No/not sure
Mean rating	1.99 ▼	2.30	2.02	2.02	1.78	2.02	2.09	1.89	1.97	2.50	2.10	1.87
Base	215	307	86	117	18	58	76	63	209	*6	107	108



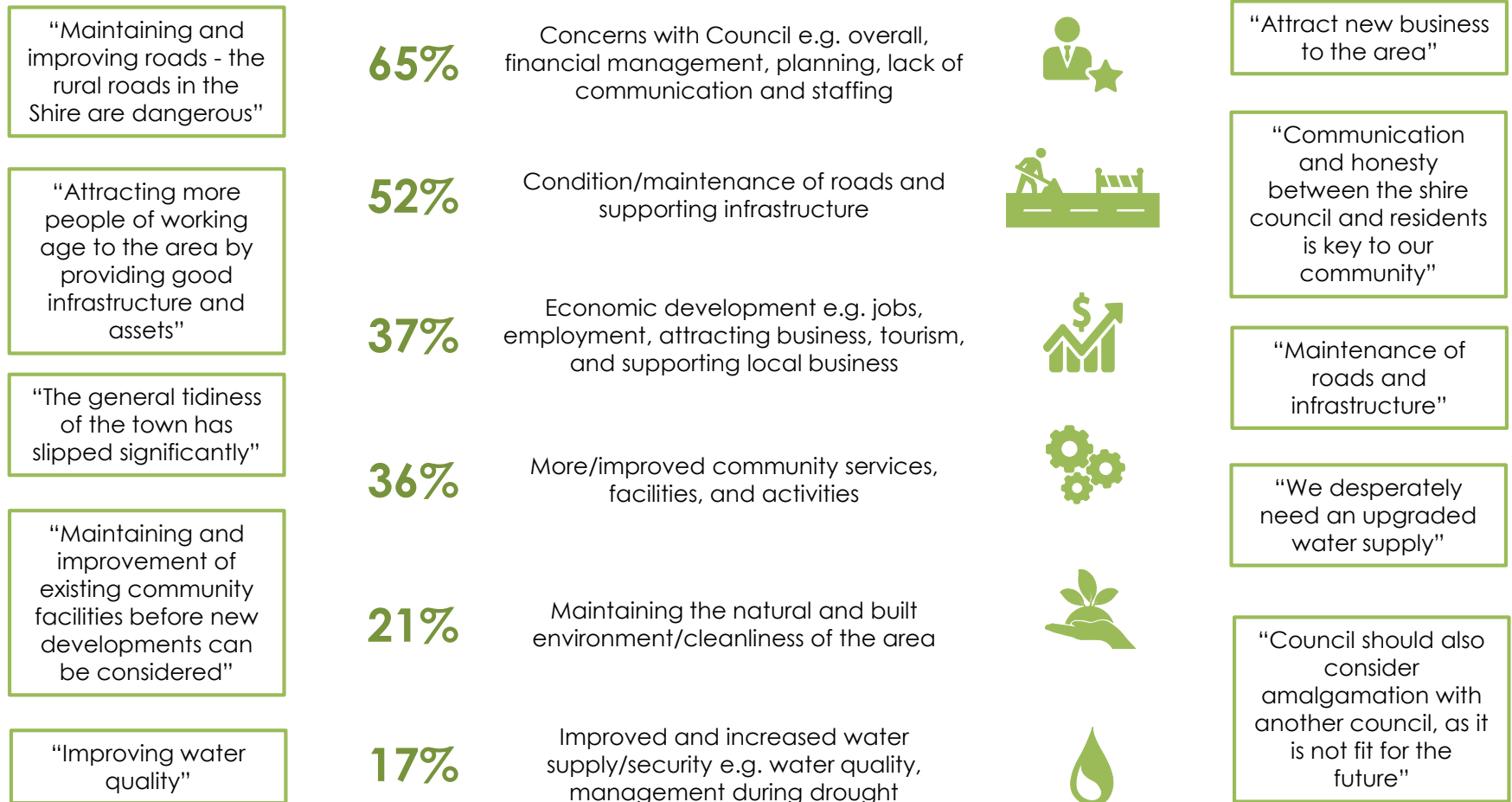
\*Caution small base size

Scale: 1 = not at all satisfied, 5 = very satisfied  
 ▲ ▼ = A significantly higher/lower level of satisfaction (by sample)

**Again we can see that the opt-in respondents have significantly lower level of satisfaction compared to those of the broader community.**

# Key Priorities within the Local Area

Q2. What do you think are the key priorities for Council in the local area?



Base: N = 215

Please see Appendix B for complete list of responses.

**Opt-in respondents indicated that they are concerned with the general performance of council. Road infrastructure, economic developments and the need to improve community services and facilities are also seen as important.**

# Importance & Satisfaction – High 5 Low 5

## Importance

The following services/facilities received the highest importance mean ratings:

High 5 importance	Online	Phone
Sealed roads	4.62	4.61
Emergency Services	4.51	4.69
Economic development	4.40	4.31
Opportunities to participate in Council decision making	4.33	4.35
Water supply	4.25	4.35

The following services/facilities received the lowest importance mean ratings:

Low 5 importance	Online	Phone
Plains Fitness Gym	2.43	2.97
Racecourse/Showgrounds	2.86	3.39
Child care services	2.95	3.40
Libraries	3.18	3.23
Youth services	3.26	3.61

## Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

High 5 satisfaction	Online	Phone
Emergency Services	3.73	3.99
General garbage collection	3.59	3.93
Sewerage management	3.53	3.85
Bridges	3.40	3.52
Libraries	3.36	3.93

The following services/facilities received the lowest satisfaction mean ratings:

Low 5 satisfaction	Online	Phone
Opportunities to participate in Council decision making	1.75	2.04
Management of development	1.85	2.29
Economic development	1.87	2.19
Youth services	2.22	2.50
Environmental and sustainability initiatives	2.22	2.66

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

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

**Whilst the High 5 importance scores are similar to the community survey - The data from the opt-in respondents clearly show that they have lower levels of satisfaction with service delivery across most areas.**



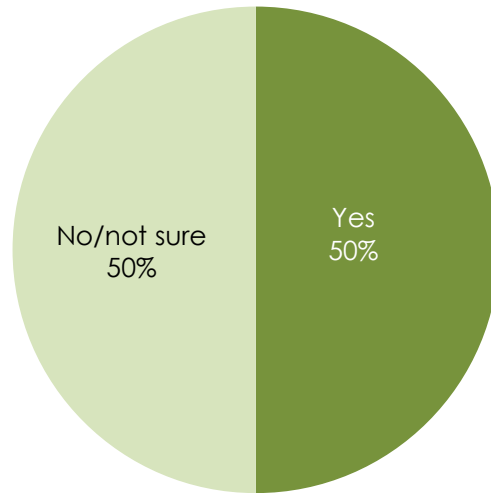
## Detailed Results

1. Performance of Council
2. **Awareness of SRV**
3. SRV Options

# Awareness of SRV

Q6a. Prior to this survey were you aware that Council was exploring community sentiment towards a Special Rate Variation?

	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes %	50%▼	86%	56%	46%	56%	48%	58%	40%	50%	50%
Base	215	307	86	117	18	58	76	63	209	*6



Base: N = 215

\*Caution small base size

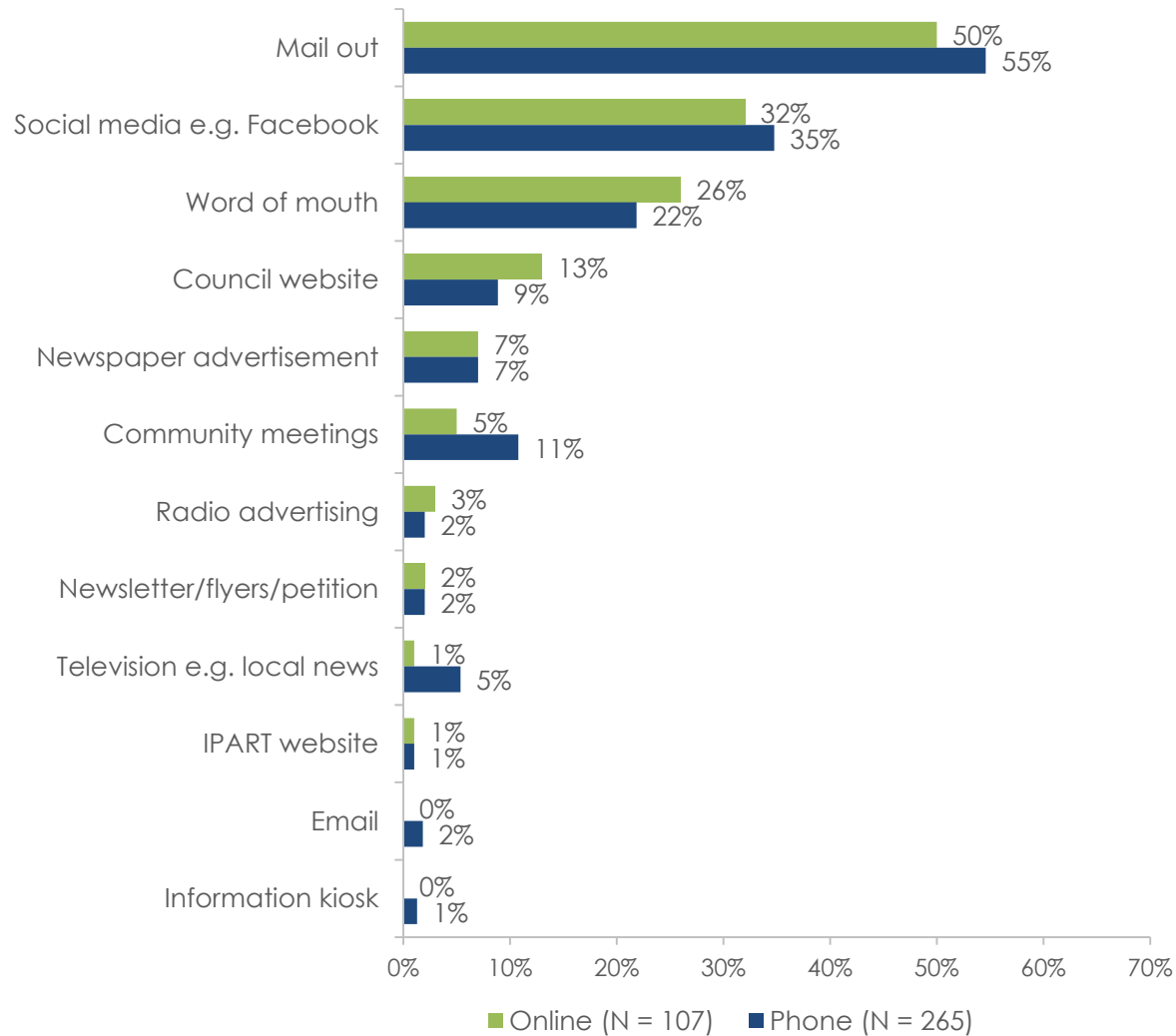
▲ ▼ = A significantly higher/lower level of awareness (by sample)

**The random phone survey had nearly 90% of residents claiming to be aware that Council was exploring community sentiment towards a Special Rate Variation.**

**A 50/50 result for this question from an opt-in sample should be treated with caution.**

# Being Informed of the SRV

Q6b. How were you informed of the Special Rate Variation?



**Of those that were aware of the SRV (50%) the most common way for respondents to be aware was via mail out (50%) followed by social media (32%).**



## Detailed Results

1. Performance of Council
2. Awareness of SRV
3. **SRV Options**



# Introduction: Concept Statement

At present, Council's revenue is regulated by the NSW Independent Pricing and Regulatory Tribunal (IPART). IPART limits the amount by which councils can increase rates from one year to the next. At the moment, that amount, known as the rate peg, is an annual increase of 2.0%.

Over recent years, Council has implemented a range of productivity savings, reduced costs across our operations, but there are no easy solutions to addressing an increasing funding gap. If Council does not address this gap now, our community assets (such as our roads, drainage, swimming pools and public buildings) will deteriorate. To address this situation, councils are able to apply for rate increases above rate peg. This is called a Special Rate Variation.

Liverpool Plains Shire Council is considering applying for a permanent SRV there are two options which I would like you to consider.

Let's look at the options in more detail:

- **Option 1 – Rate Peg Only.** We will need to defer necessary capital works, as well as revise our range and levels of services to avoid a deteriorating cash position – which is not sustainable in the long term
- **Option 2 – Maintain.** The proposed SRV is anticipated to generate additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund existing services and maintenance of local infrastructure





Council acknowledges that any rate increase may adversely impact some community members. Council has a Hardship Policy and alternative payment options to assist ratepayers should they have difficulty keeping up with their rate payments.

**The concept statement above was read to participants and option exposure was randomised to nullify order effect.**

# Option 1: Rate Peg

No special rate variation. This option would continue the status quo with rates only increasing by the rate peg amount (assumed to be 2.0% per year).

Under this option over the next three financial years:

-  1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$15 in Year 1, \$16 in Year 2, and a further \$16 in year 3 – meaning the average residential rate will be \$819 in 2023/2024.
-  2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$40 in Year 1, \$40 in Year 2, and a further \$41 in year 3 – meaning the average Business rate will be \$2098 in 2023/2024.
-  3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$89 in Year 1, \$91 in Year 2, and a further \$92 in year 3 – meaning the average Farmland rate will be \$4,713 in 2023/2024.
-  4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$2,199 in Year 1, \$2,243 in Year 2, and a further \$2,288 in year 3 – meaning the average Mining rate will be \$116,676 in 2023/2024.

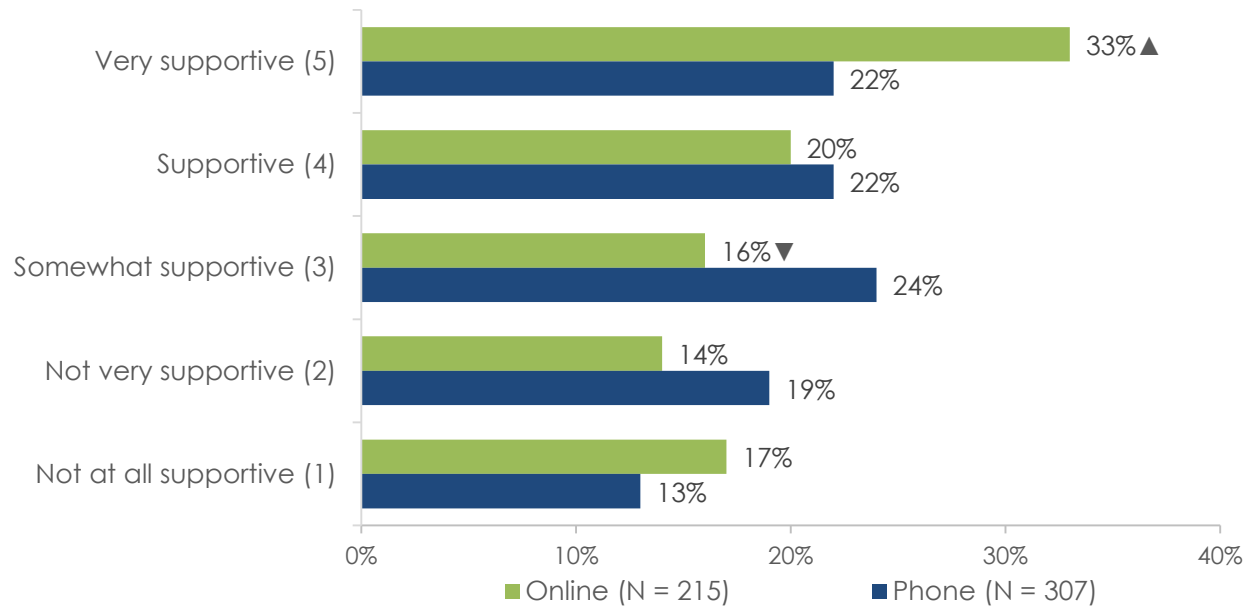
Under this option the impact would be:

- Our sealed and gravel road networks would deteriorate.
- Council would not be able to maintain the range of facilities and services currently provided.
- Council would rely heavily on grant funding to renew existing assets.
- Community and recreational facilities such as pools and buildings will continue to deteriorate if grant funding is not successful, and potentially closed when the risk of operating becomes unacceptable.
- Council's backlog of roadworks would continue to increase and gravel roads would not be improved.

# Support for Option 1: Rate Peg

Q5a. How supportive are you of Council proceeding with option 1?

			Gender		Age				Ratepayer status		Aware of the SRV	
	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No/not sure
Mean rating	3.40	3.22	3.53	3.26	3.50	3.14	3.46	3.54	3.40	3.33	3.31	3.49
Base	215	307	86	117	18	58	76	63	209	*6	107	108



\*Caution small base size

▲ ▼ = A significantly higher/lower level of support (by sample)

**The online respondents are significantly more likely to be 'very supportive' of Option 1.**





# Option 2: Increase

Under Option 2, Council would apply for an SRV of 8% per annum for three years to enhance infrastructure and services. At the end of the period the Special Rate Variation increase would be built into the rate base.

If implemented, the SRV will apply to your general rates only and will not apply to the waste management, water and sewerage charges on your rates notices. SRV funds would not be used on waste management, water and sewerage services, which are all funded through direct fees and charges.

This would represent a cumulative rise of 26% over the three years. This figure includes the rate peg increase of 2.0% each year.

Under this option over the next three financial years:

-  1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$62 in Year 1, \$67 in Year 2, and a further \$72 in year 3 – meaning the average residential rate will be \$972 in 2023/2024.
-  2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$158 in Year 1, \$171 in Year 2, and a further \$184 in year 3 – meaning the average Business rate will be \$2,490 in 2023/2024.
-  3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$355 in Year 1, \$384 in Year 2, and a further \$414 in year 3 – meaning the average Farmland rate will be \$5,594 in 2023/2024.
-  4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$8,796 in Year 1, \$9,499 in Year 2, and a further \$10,259 in year 3 – meaning the average Mining rate will be \$138,501 in 2023/2024.

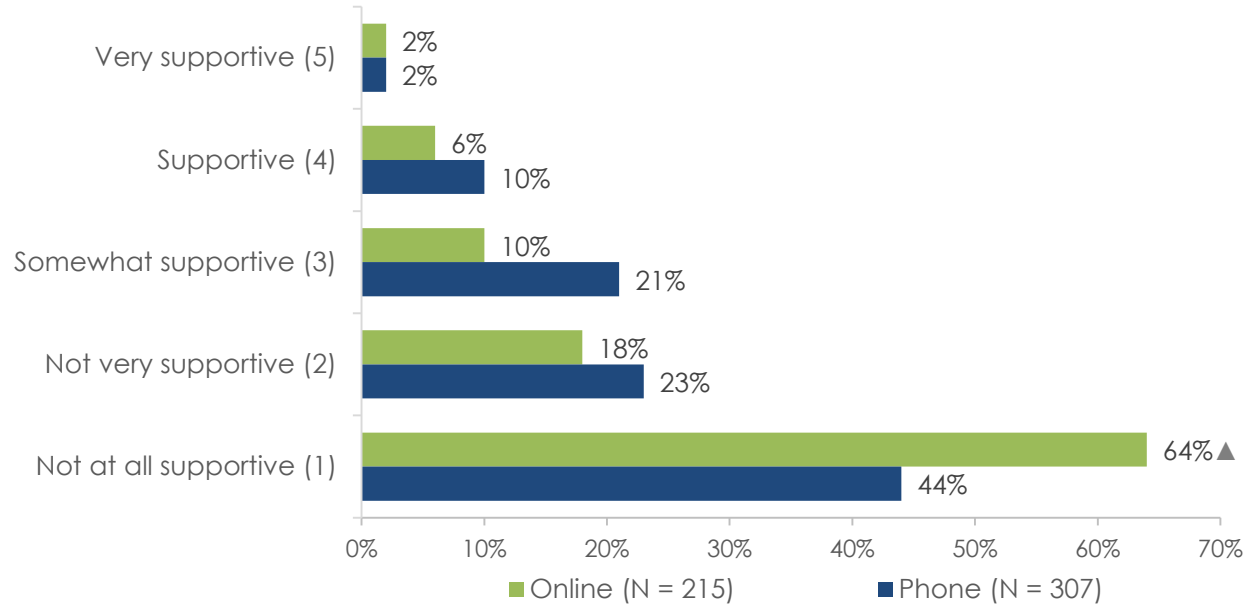
The proposed SRV is anticipated to generate an additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund maintenance of local infrastructure, including:

- Grading unsealed local roads to meet existing service levels;
- Additional maintenance of rural roads;
- Roadwork and renewal of urban streets;
- Increased funding to maintain existing services across Council operations
- Additional bitumen resealing and gravel re-sheeting to keep our roads at a good standard and prevent them from deteriorating;
- Culverts, causeways, drainage and footpath renewal; and
- Community assets renewal.

# Support for Option 2: Increase

Q5b. How supportive are you of Council proceeding with option 2?

	Response Mode		Gender		Age				Ratepayer status		Aware of the SRV	
	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No/not sure
Mean rating	1.65▼	2.03	1.76	1.61	1.33▼	1.67	1.67	1.68	1.64	2.00	1.66	1.63
Base	215	307	86	117	18	58	76	63	209	*6	107	108



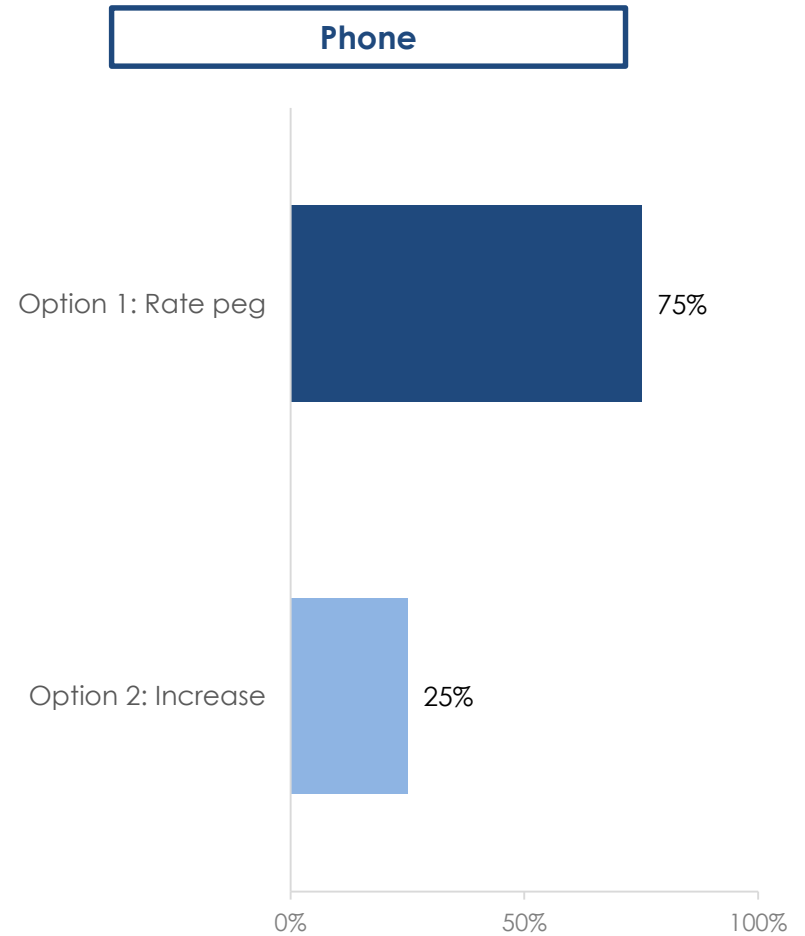
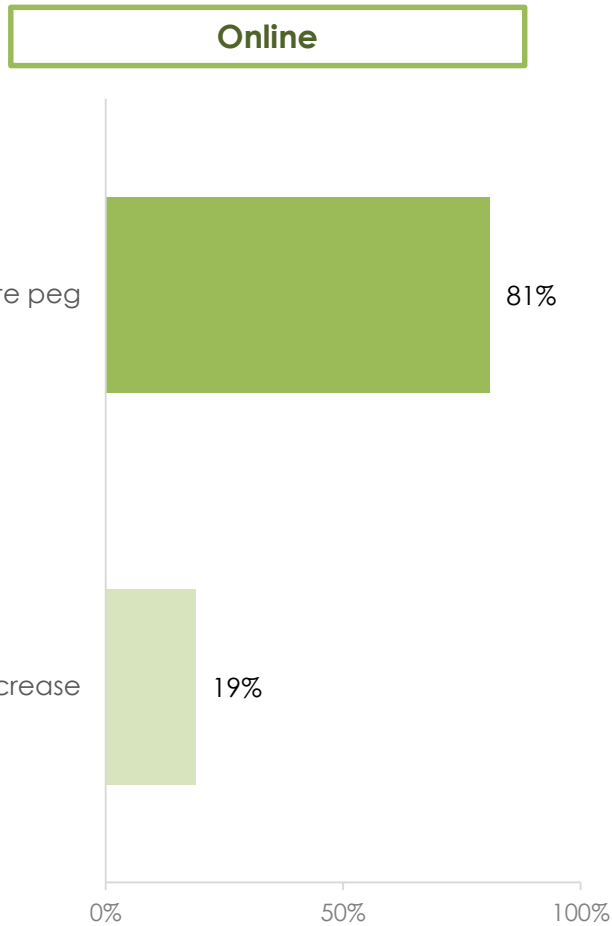
\*Caution small base size

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

**Nearly 2/3 of the online respondents indicated that they were 'not at all supportive' of Option 2.**

# Preferences for SRV Options

Q5c. Please rank the 2 options in order of preference. Which is your first preference?



Base: N = 215

**Option 1 (rate peg) was the preferred choice for online respondents, with 81% selecting this as their first preference.**

# Preferences for SRV Options – By Demographics

Q5a. Please rank the 2 options in order of preference. Which is your first preference?

## First Preference

	Mode		Gender		Age				Ratepayer status		Aware of the SRV	
	Online	Phone	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No/not sure
First preference: Option 1: Rate peg	81%	75%	78%	81%	83%	81%	82%	79%	81%	83%	79%	83%
First preference: Option 2: Increase	19%	25%	22%	19%	17%	19%	18%	21%	19%	17%	21%	17%
Base	215	307	86	117	18	58	76	63	209	*6	107	108

\*Caution small base size



**Residents first preference is option 1: rate peg (81%), online results are on par with results obtained by phone.**

# Reasons for Preferring Option 1: Rate Peg

Q5c. Please rank the 2 options in order of preference. Which is your first preference?

Q5d. What is your reason for choosing that option as your highest preference?

	Option 1: Rate peg (81%)	N = 215	
"Lack of transparency"	Rates are high already/cannot afford a rate increase/most affordable option	55%	"Affordability, I will not be getting a pay rise in the next 3 years so where do you expect the money to come from?"
"I am not satisfied that Council has undertaken significant cost saving initiatives"	Improvements are needed with Councils financial management	39%	"I see numerous council workers wasting time while on the job - I am not prepared to pay more towards rates when our money is being wasted on employees who bludge"
"Rates are too high now"	Do not trust they will spend their money wisely/investing in the wrong areas	16%	
	Not getting value for the rates currently paid	16%	"Council has mismanaged small funds and should not be given more to mismanage"
	Other sources of revenue should be sought e.g. state of federal funding	15%	
	Council should look to amalgamate with other Councils	7%	"There is already a lack of services provided by council "
	Not supportive of either option	6%	
	A better option than the SRV	5%	
"Cost of living is already high enough and our rates are higher than most places that have wonderful facilities. Why would I pay high rates when the town has absolutely nothing to offer? I would rather sell and move somewhere that does have great facilities "	An increase is needed to maintain services, facilities and infrastructure	3%	
	Ratepayers shouldn't have to pay more	1%	
	Don't know/no response	62%	

**Affordability and concern with Council's financial management are the primary drivers of preference for the Rate Peg option.**



# Reasons for Preferring Option 2: Increase

Q5c. Please rank the 2 options in order of preference. Which is your first preference?

Q5d. What is your reason for choosing that option as your highest preference?

"While I am not particularly keen to see and 8% rate increase over the next 3 years I see this as necessary to keep, Council going and avoid amalgamation. I do feel that it is imperative that Council displays and carries out significant efficiencies as part of this SRV "

"The increase is not that much in the scheme of things"

Option 2: Increase (19%)	N = 215
It is necessary/improvements are needed in the area/benefits the community and the future	16%
Happy for an increase as long as Council spends money wisely	3%
We don't have a choice	3%
Happy to pay the increase for benefits/reasonable amount to pay/affordable for me	2%
Support an increase/but should be under 8%	<1%
Don't know/no particular reason	19%

"I feel we need to maintain/improve the work around our town. However, I have big doubts about Council's ability to manage this money"

"Services need to improve"

"I do not want families to move away because of a lack of services"

**Those supportive of the SRV option indicated that the increase is necessary to improve the area, and that it will ultimately benefit the community.**



# Appendix A: Background & Methodology

# Background & Methodology

## Prequalification

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

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and awareness.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. 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 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction.

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

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

**Top 3 (T3) Box:** refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied and somewhat supportive, supportive & very supportive)

We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category.

## Percentages

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

## Reporting Note:

This report has been compared to results obtained by phone (report 1). This is report 2 of 3 for Liverpool Plains Shire Council. A more detailed analysis of community results will also be provided as the final report.





# Appendix B: Additional Analyses

# Key Priorities within the Local Area

Q2. What do you think are the key priorities for Council in the local area?

	N = 215
Concerns with Council e.g. overall, financial management, planning, lack of communication and staffing	65%
Condition/maintenance of roads and supporting infrastructure	52%
Economic development e.g. jobs, employment, attracting business, tourism, and supporting local business	37%
More/improved community services, facilities, and activities	36%
Maintaining the natural and built environment/cleanliness of the area	21%
Improved and increased water supply/security e.g. water quality, management during drought	17%
Increased/improved health/medical services/facilities	6%
Infrastructure/services/facilities to cater for the future e.g. public transport, shopping	5%
Community safety e.g. more police	2%
Support for the community	2%
Drought protection and prevention	<1%
Effects of COVID-19	<1%
Encourage a cohesive community	<1%
No roosters in town backyards	<1%
Don't know nothing/no response	55%

# Appendix C: Questionnaire



**Liverpool Plains Shire Council  
Community Survey  
January 2021**

Good morning/afternoon/evening, my name is \_\_\_\_\_ from Micromex Research and we are conducting a survey on behalf of Liverpool Plains Shire Council. The survey will take about 15 minutes.

It is a random sample survey and accordingly I would like to speak to the person who has the next birthday in your household and is over the age of 18 years, would you be able to assist us please?

Thank you for agreeing to assist us with this survey.

**QA. Before we start, I would like to check whether you work for Liverpool Plains Shire Council?**

- Yes (Terminate survey)  
 No

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

- Under 18 (Terminate survey)  
 18-34  
 35-49  
 50-64  
 65+

**QC. How long have you lived in the Liverpool Plains Shire Council area? Prompt**

- Under 6 months  
 6 months – 2 years  
 3 – 5 years  
 6 – 10 years  
 11 – 20 years  
 More than 20 years

**QD. In which area of the shire do you live?**

- Quirindi  
 Werris Creek  
 Willow Tree  
 Wallabadah  
 Currabubula  
 Spring Ridge  
 Premer  
 Blackville  
 Carroona/Walhallow  
 Other rural areas

**QE. Does your household pay Council rates to Liverpool Plains Shire Council, if so, which type(s) do you pay? Prompt**

- Residential (1)  
 Business (2)  
 Farmland (3)  
 Mining (4)  
 None of these (Default to residential script)

IF MULTI - PLEASE NOTE THAT RESIDENT WILL ALWAYS BE ASKED FOR THE HIGHEST RATES THEY PAY.

**Part A**

**Q1. In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5 where 1 is low importance and low satisfaction, and 5 is high importance and high satisfaction. Prompt ONLY ASK SAT IF IMP 4 OR 5**

**Community facilities**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public buildings and village halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Sporting ovals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of town centres and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Plains Fitness Gym	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Infrastructure**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Unsealed 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"/>
Sealed 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"/>
Bridges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racecourse/Showgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General 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"/>
Landfills and waste transfer stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Drainage/flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Human services**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Access to government services (i.e. Centrelink, Service NSW)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child care services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Support services (i.e. Meals on Wheels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with indigenous 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"/>
Support for volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Services (i.e. SES, VRA, RFS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Corporate services and management

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
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"/>
Management of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental and sustainability 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"/>
Heritage conservation/promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Definitions to be read out for Part A – ‘Corporate services and management’

- Economic development is attracting and assisting new businesses and creating jobs
- Management of development is policing building construction and what types of developments can be located in which areas

### Q2. What do you think are the key priorities for Council in the local area?

.....

## Part B

### Q3. How satisfied are you currently with the level of communication Council has with the community?

#### Prompt

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

### Q4. 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

As we have just discussed Liverpool Plains Shire Council delivers a broad range of services and has the responsibility to maintain the facilities and infrastructure across the shire

At present, Council's revenue is regulated by the NSW Independent Pricing and Regulatory Tribunal (IPART). IPART limits the amount by which councils can increase rates from one year to the next. At the moment, that amount, known as the rate peg, is an annual increase of 2.0%.

Over recent years, Council has implemented a range of productivity savings, reduced costs across our operations, but there are no easy solutions to addressing an increasing funding gap. If Council does not address this gap now, our community assets (such as our roads, drainage, swimming pools and public buildings) will deteriorate. To address this situation, councils are able to apply for rate increases above rate peg. This is called a Special Rate Variation.

Liverpool Plains Shire Council is considering applying for a permanent SRV there are two options which I would like you to consider.

Let's look at the options in more detail:

- Option 1 – Rate Peg Only. We will need to defer necessary capital works, as well as revise our range and levels of services to avoid a deteriorating cash position – which is not sustainable in the long term
- Option 2 – Maintain. The proposed SRV is anticipated to generate additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund existing services and maintenance of local infrastructure

Council acknowledges that any rate increase may adversely impact some community members. Council has a Hardship Policy and alternative payment options to assist ratepayers should they have difficulty keeping up with their rate payments.

*Programmer note: Rotate Order*

#### Option 1: Rate peg only

No special rate variation. This option would continue the status quo with rates only increasing by the rate peg amount (assumed to be 2.0% per year).

Under this option over the next three financial years: (READ OUT/SHOW APPROPRIATE SCRIPT BASED ON ANSWERS AT QE, but only 1)

1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$15 in Year 1, \$16 in Year 2, and a further \$16 in year 3 – meaning the average residential rate will be \$819 in 2023/2024.
2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$40 in Year 1, \$40 in Year 2, and a further \$41 in year 3 – meaning the average Business rate will be \$2098 in 2023/2024.
3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$89 in Year 1, \$91 in Year 2, and a further \$92 in year 3 – meaning the average Farmland rate will be \$4,713 in 2023/2024.
4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$2,199 in Year 1, \$2,243 in Year 2, and a further \$2,288 in year 3 – meaning the average Mining rate will be \$116,676 in 2023/2024.

Under this option the impact would be:

- Our sealed and gravel road networks would deteriorate.
- Council would not be able to maintain the range of facilities and services currently provided.
- Council would rely heavily on grant funding to renew existing assets.
- Community and recreational facilities such as pools and buildings will continue to deteriorate if grant funding is not successful, and potentially closed when the risk of operating becomes unacceptable.
- Council's backlog of roadworks would continue to increase and gravel roads would not be improved.

### Q5a. How supportive are you of Council proceeding with Option 1? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive



**Option 2: Special Rate Variation**

Under Option 2, Council would apply for an SRV of 8% per annum for three years to enhance infrastructure and services. At the end of the period the Special Rate Variation increase would be built into the rate base.

If implemented, the SRV will apply to your general rates only and will not apply to the waste management, water and sewerage charges on your rates notices. SRV funds would not be used on waste management, water and sewerage services, which are all funded through direct fees and charges.

This would represent a cumulative rise of 26% over the three years. This figure includes the rate peg increase of 2.0% each year.

Under this option over the next three financial years: (READ OUT/SHOW APPROPRIATE SCRIPT BASED ON ANSWERS AT QE, but only 1)

1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$62 in Year 1, \$67 in Year 2, and a further \$72 in year 3 – meaning the average residential rate will be \$972 in 2023/2024.
2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$158 in Year 1, \$171 in Year 2, and a further \$184 in year 3 – meaning the average Business rate will be \$2,490 in 2023/2024.
3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$355 in Year 1, \$384 in Year 2, and a further \$414 in year 3 – meaning the average Farmland rate will be \$5,594 in 2023/2024.
4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$8,796 in Year 1, \$9,499 in Year 2, and a further \$10,259 in year 3 – meaning the average Mining rate will be \$138,501 in 2023/2024.

The proposed SRV is anticipated to generate and additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund maintenance of local infrastructure, including:

- Grading unsealed local roads to meet existing service levels;
- Additional maintenance of rural roads;
- Roadwork and renewal of urban streets;
- Increased funding to maintain existing services across Council operations
- Additional bitumen resealing and gravel re-sheeting to keep our roads at a good standard and prevent them from deteriorating;
- Culverts, causeways, drainage and footpath renewal; and
- Community assets renewal.

**Q5b. How supportive are you of Council proceeding with Option 2? Prompt**

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

**Q5c. Please rank the 2 options in order of preference:**

- Option 1 – Rate Peg Only
- Option 2 –Special Rate Variation

**Q5d. What is your reason for choosing that option as your highest preference?**

.....

**Q6a. Prior to this call, were you aware that Council was exploring community sentiment towards a Special Rate Variation?**

- Yes
- No (Go to Q7)
- Not sure (Go to Q7)

**Q6b. How were you informed of the Special Rate Variation? Prompt**

- Mail out
- Council website
- Newspaper advertisement
- Radio advertising
- Information kiosk
- Other (please specify).....

**Demographics**

**Q7. Which of the following best describes the house where you are currently living? Prompt**

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

**Q8. Gender by voice:**

- Male
- Female

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

If you have any further questions regarding this special rate variation please contact Customer Service on 6746 1755 or visit the Liverpool Plains Shire Council website.

Thank you very much for your time. Enjoy the rest of your evening.

The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized compass rose is integrated into the letter "o", with a red needle pointing towards the top-left. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font. The background of the entire image is a landscape of a dry, brown field under a bright blue sky with scattered white clouds.

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# Liverpool Plains Shire Council

SRV and Community Research

Prepared by: Micromex Research

Date: January 2021





# Table of Contents

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# Background & Methodology - Summary

## Why?

- Identify the community's overall level of satisfaction with Council performance
- Measure importance and satisfaction with Council services and facilities across the LGA
- Measure awareness levels and information received about the SRV
- Measure levels of support and preference for different SRV options

## How?

- Telephone survey (landline and mobile) to N = 307 residents
- We use a 5 point scale (e.g. 1 = not at all supportive, 5 = very supportive)
- Greatest margin of error +/- 5.6%

## When?

- Implementation 6<sup>th</sup> – 12<sup>th</sup> January 2021

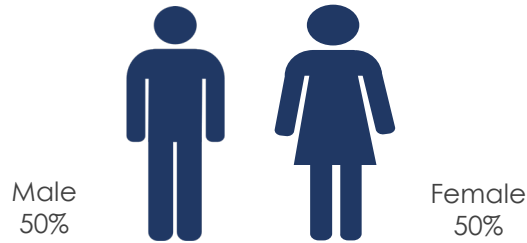
Please see Appendix A for detailed background and methodology



# Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Liverpool Plains Shire Council.

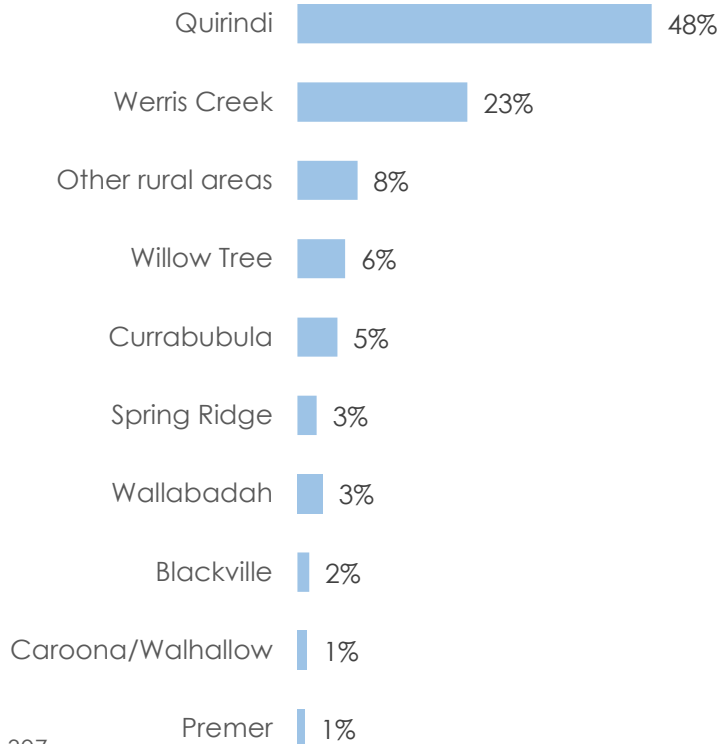
## Gender



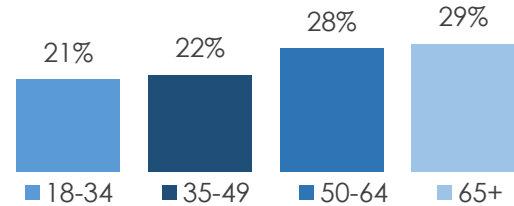
## Type of rates paid\*



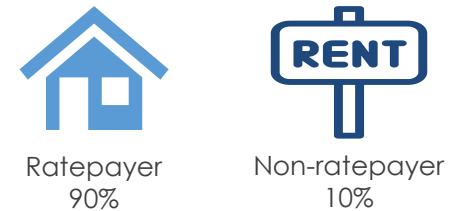
## Suburb



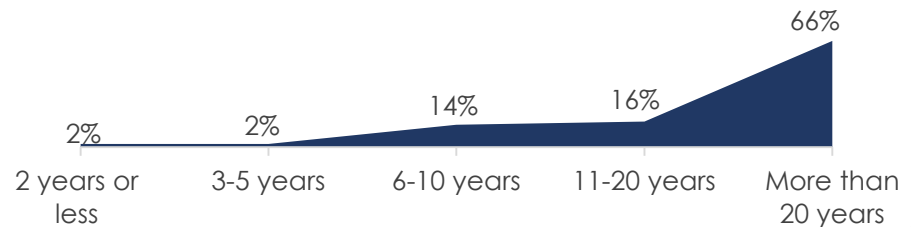
## Age



## Ratepayer status



## Time lived in the area



Base: N = 307

\*Please note: total percentages exceed 100% as residents could select multiple options



# Key Findings



# Summary Stats – Liverpool Plains Shire Council

## Key Priorities For the Area



Concerns with Council e.g. overall, financial management, planning, lack of communication, and staffing



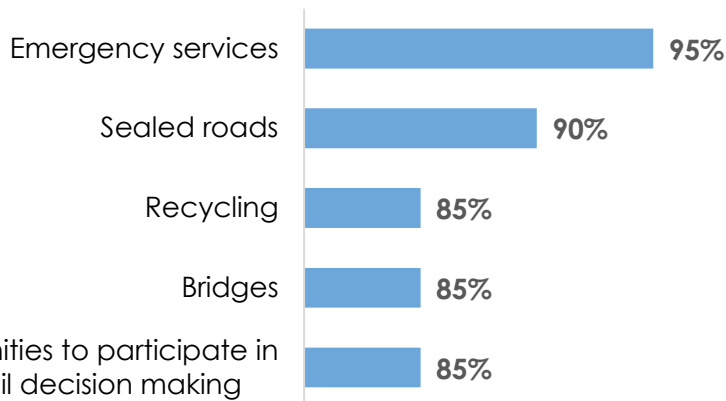
Condition/maintenance of roads and supporting infrastructure



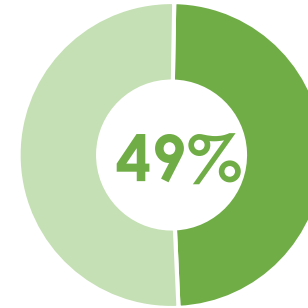
More/improved community services, facilities, and activities

## High 5 – Importance Areas

(Top 2 box % important/very important)

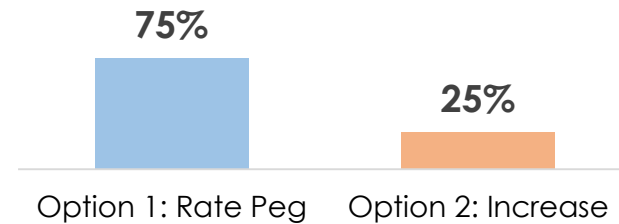


## Overall Satisfaction



Are at least somewhat satisfied with the performance of Council over the last 12 months

## SRV Preference



## Awareness of SRV



Primary methods of awareness



Mail out



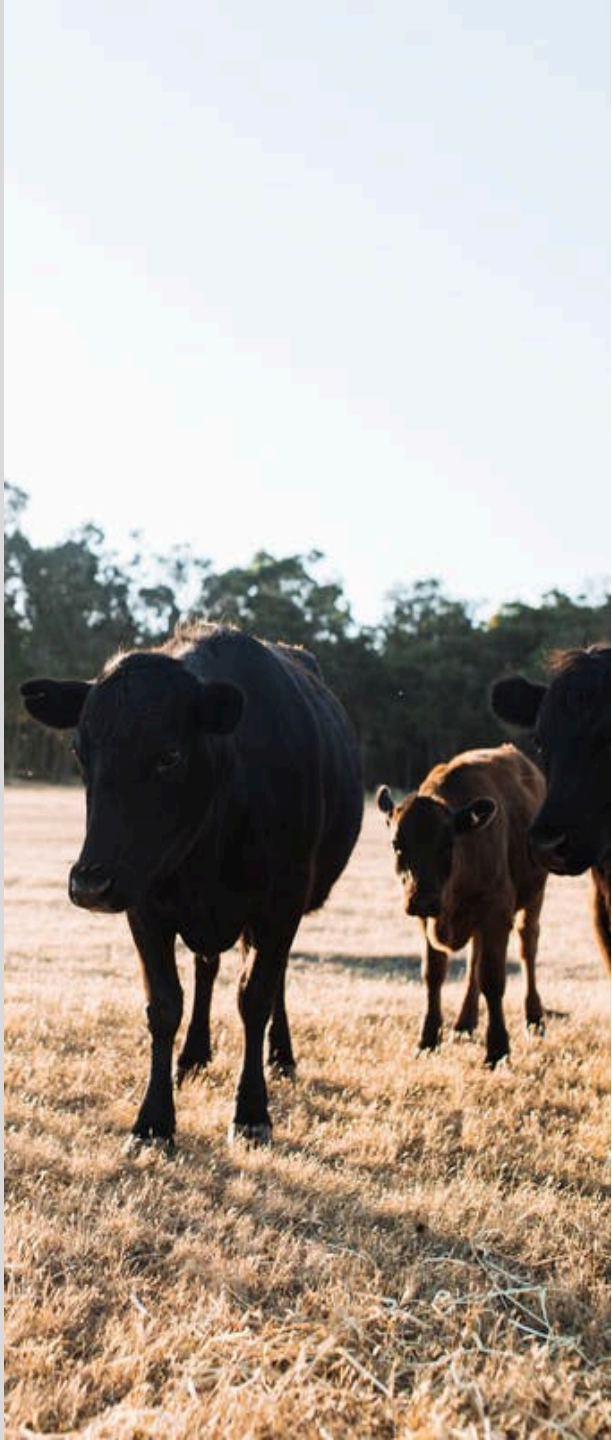
Social media

Were aware of Council exploring an SRV



# Detailed Results





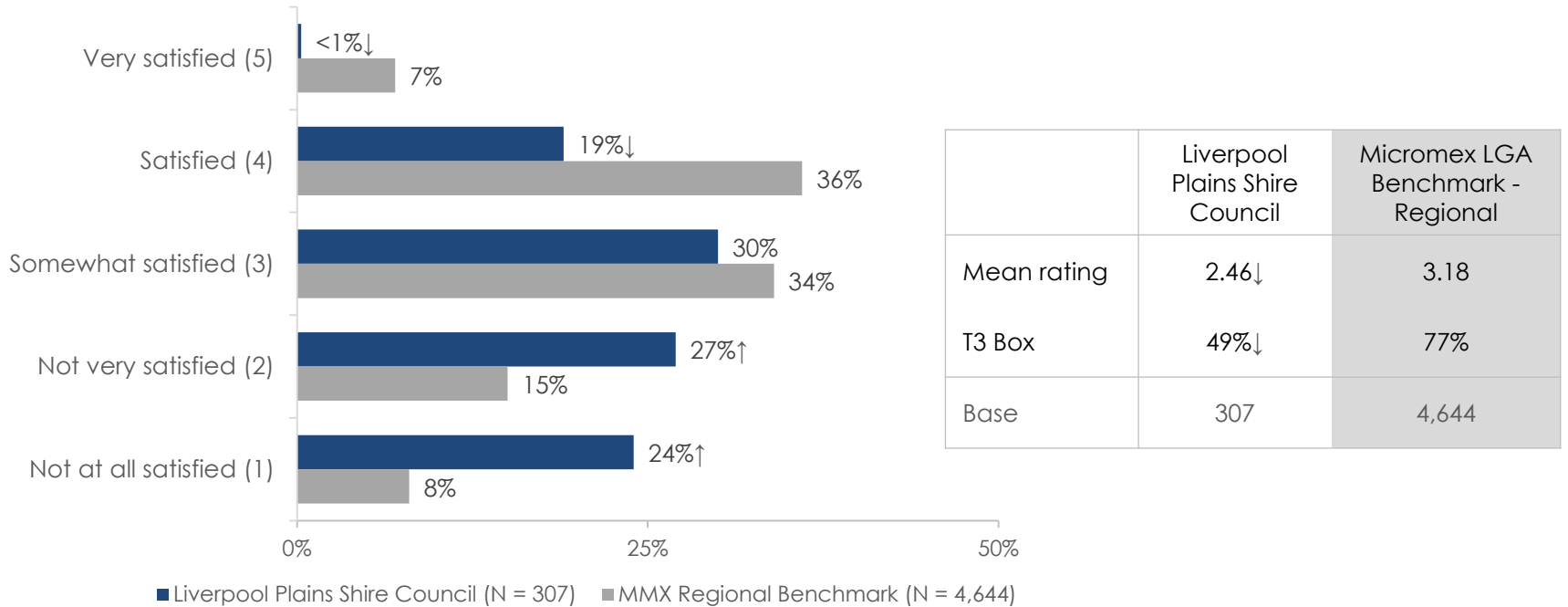
## Detailed Results

1. Performance of Council
2. Awareness of SRV
3. SRV Options

# Overall Satisfaction

Q4. 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	Gender		Age				Ratepayer status		Aware of the SRV	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No
Mean rating	2.46	2.34	2.58	2.28	2.50	2.52	2.49	2.41	2.89	2.39	2.90▲
Base	307	152	155	64	67	87	88	277	30	265	42



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

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

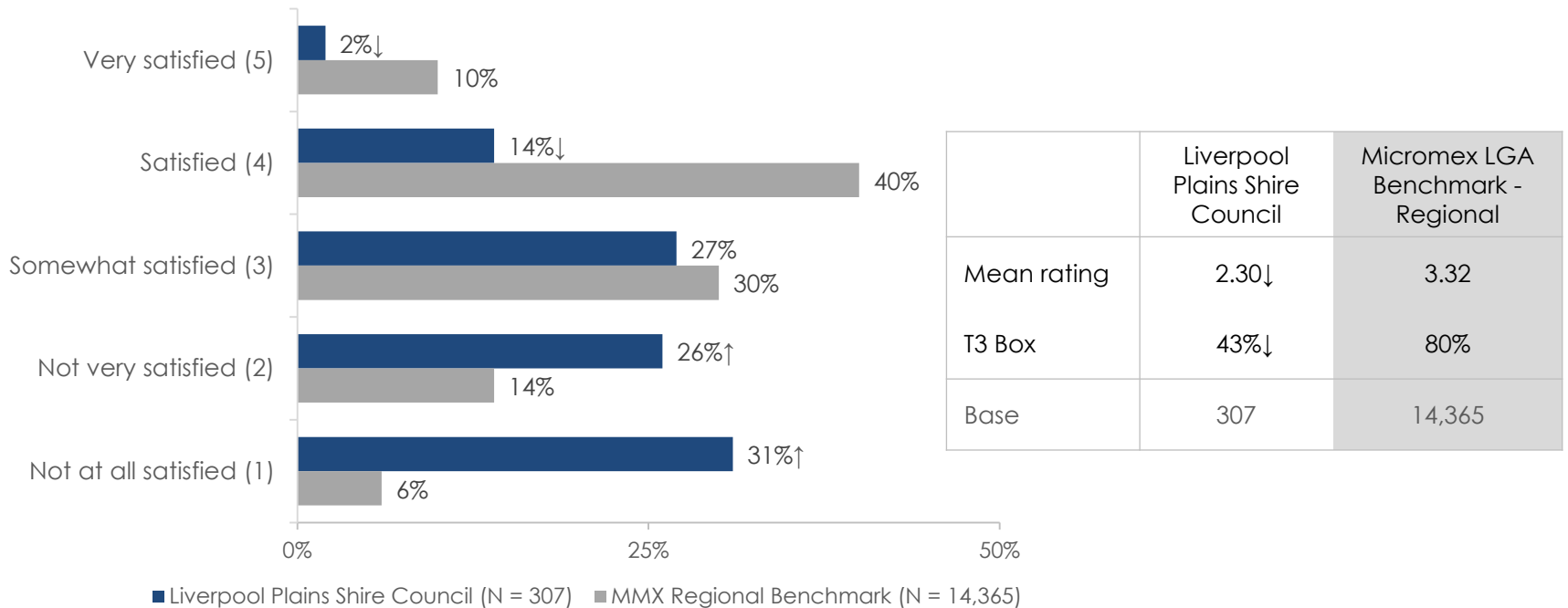
↑ ↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

**49% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. This is below our Regional benchmark norms for Councils that have applied for an SRV. There is no doubt that the proposed SRV is impacting satisfaction. As 74% of those not aware of the SRV are at least somewhat satisfied with Council performance.**

# Satisfaction with Level of Communication

Q3. How satisfied are you currently with the level of communication Council has with the community?

	Overall	Gender		Age				Ratepayer status		Aware of the SRV	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No
Mean rating	2.30	2.18	2.42	2.16	2.24	2.27	2.46	2.26	2.62	2.22	2.79▲
Base	307	152	155	64	67	87	88	277	30	265	42



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

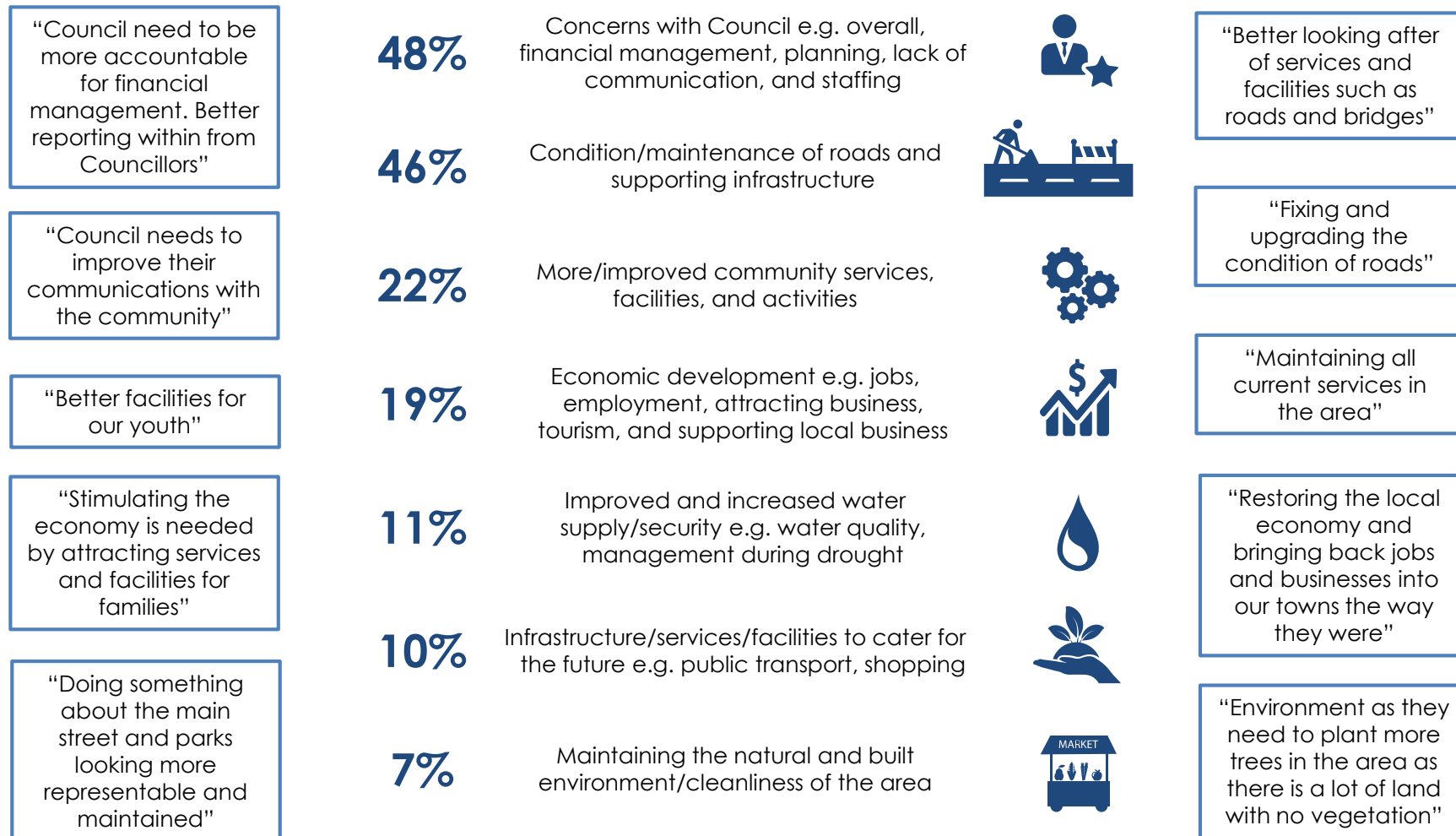
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

**43% of residents are at least somewhat satisfied with the level of communication Council currently has with the community, this score is below our Regional Benchmark norms.**

# Key Priorities within the Local Area

Q2. What do you think are the key priorities for Council in the local area?



Base: N = 307

Please see Appendix B for complete list of responses.

**Residents are concerned with Council’s financial management, communications and transparency. Specific priority areas include roads infrastructure, community services and facilities, and economic development.**

# Importance & Satisfaction – High 5 Low 5

## Importance

The following services/facilities received the highest importance mean ratings:

High 5 importance	Mean	T2 Box
Emergency Services	4.69	95%
Sealed roads	4.61	90%
Recycling	4.40	85%
Bridges	4.39	85%
Opportunities to participate in Council decision making	4.35	85%

The following services/facilities received the lowest importance mean ratings:

Low 5 importance	Mean	T2 Box
Plains Fitness Gym	2.97	42%
Libraries	3.23	46%
Public buildings and village halls	3.35	46%
Racecourse/Showgrounds	3.39	54%
Child care services	3.40	56%

## Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

High 5 satisfaction	Mean	T3 Box
Emergency Services	3.99	91%
Libraries	3.93	91%
General garbage collection	3.93	88%
Sewerage management	3.85	90%
Plains Fitness Gym	3.76	86%

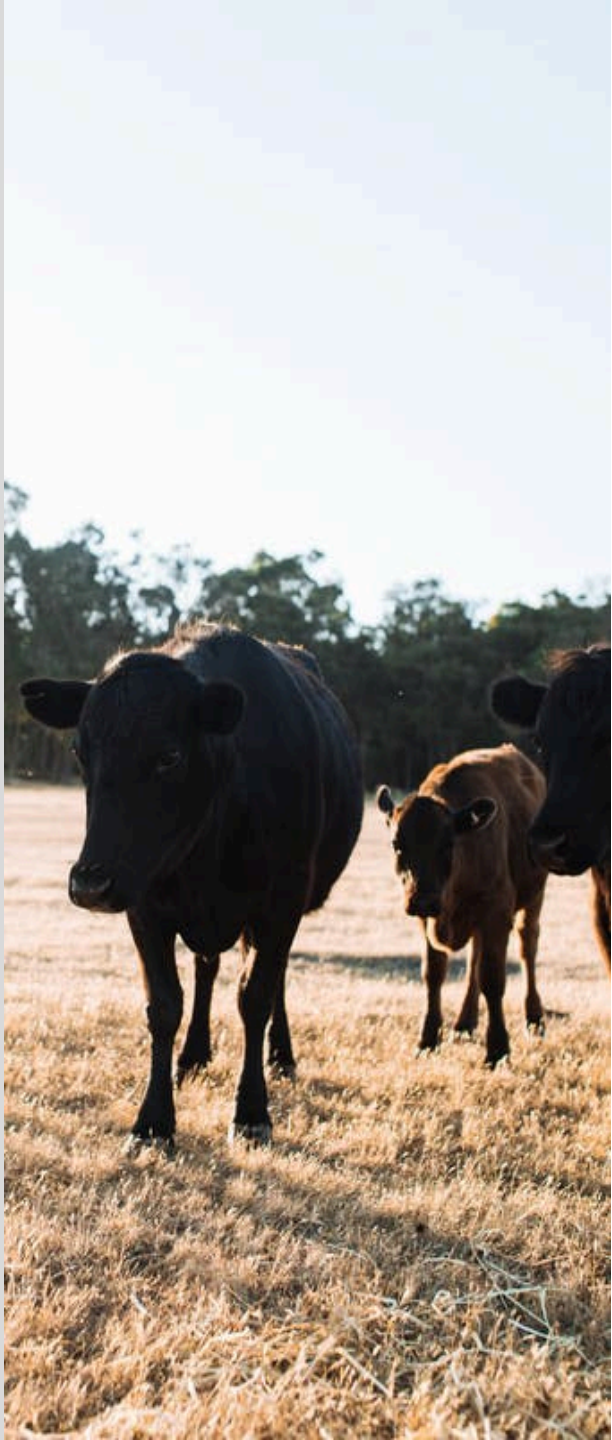
The following services/facilities received the lowest satisfaction mean ratings:

Low 5 satisfaction	Mean	T3 Box
Opportunities to participate in Council decision making	2.04	31%
Unsealed roads	2.17	36%
Economic development	2.19	41%
Management of development	2.29	43%
Sealed roads	2.46	48%

Scale: 1 = not at all important, 5 = very important  
Top 2 box = Important/Very Important

Scale: 1 = not at all satisfied, 5 = very satisfied  
Top 3 box = Somewhat Satisfied – Very satisfied

**A core element of this community survey was the rating of 31 facilities/services in terms of Importance and Satisfaction. These results will be further analysed and reported on to assist with the development of the Community Strategic Plan.**



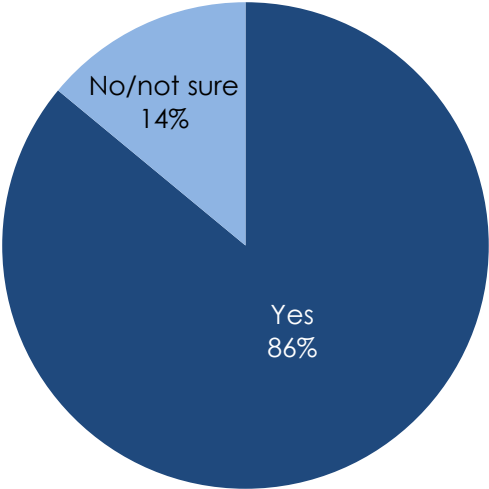
## Detailed Results

1. Performance of Council
- 2. Awareness of SRV**
3. SRV Options

# Awareness of SRV

Q6a. Prior to this call, were you aware that Council was exploring community sentiment towards a Special Rate Variation?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes %	86%	87%	86%	90%	86%	90%	81%	88%▲	70%
Base	307	152	155	64	67	87	88	277	30



Base: N = 307

	Liverpool Plains Shire Council	Micromex LGA Benchmark - Regional
Yes %	86%↑	49%
Base	307	5,443

↑↓ = A significantly higher/lower level of awareness (compared to the Benchmark)

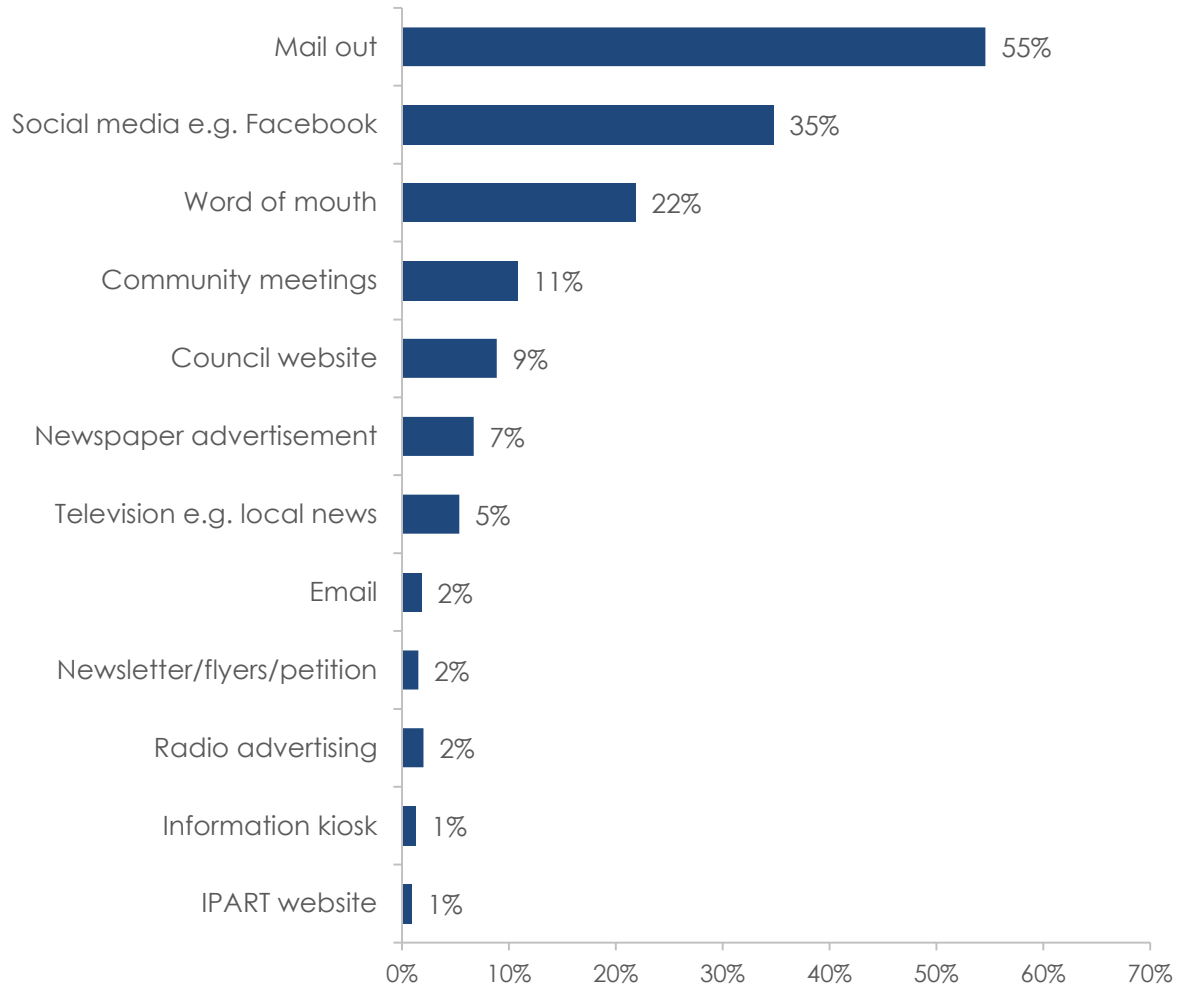
▲▼ = A significantly higher/lower percentage (by group)

**Overall 86% of residents were aware that Council was exploring community sentiment towards an SRV, ratepayers being significantly more aware. This is significantly above our SRV awareness score.**



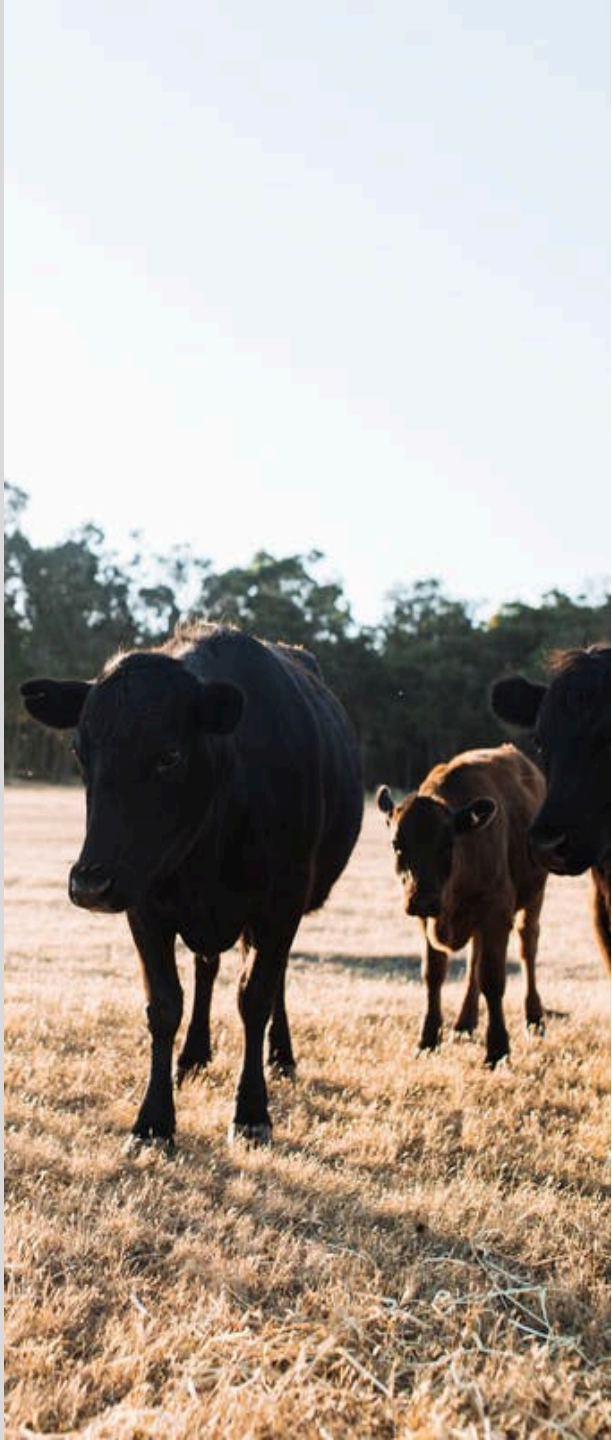
# Being Informed of the SRV

Q6b. How were you informed of the Special Rate Variation?



Base: N = 265

**Of those aware of the SRV, direct mail out (55%) and social media (35%) were the most common ways for being informed.**



## Detailed Results

1. Performance of Council
2. Awareness of SRV
3. **SRV Options**

# Introduction: Concept Statement

At present, Council's revenue is regulated by the NSW Independent Pricing and Regulatory Tribunal (IPART). IPART limits the amount by which councils can increase rates from one year to the next. At the moment, that amount, known as the rate peg, is an annual increase of 2.0%.

Over recent years, Council has implemented a range of productivity savings, reduced costs across our operations, but there are no easy solutions to addressing an increasing funding gap. If Council does not address this gap now, our community assets (such as our roads, drainage, swimming pools and public buildings) will deteriorate. To address this situation, councils are able to apply for rate increases above rate peg. This is called a Special Rate Variation.

Liverpool Plains Shire Council is considering applying for a permanent SRV there are two options which I would like you to consider.

Let's look at the options in more detail:

- **Option 1 – Rate Peg Only.** We will need to defer necessary capital works, as well as revise our range and levels of services to avoid a deteriorating cash position – which is not sustainable in the long term
- **Option 2 – Maintain.** The proposed SRV is anticipated to generate additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund existing services and maintenance of local infrastructure





Council acknowledges that any rate increase may adversely impact some community members. Council has a Hardship Policy and alternative payment options to assist ratepayers should they have difficulty keeping up with their rate payments.

**The concept statement above was read to participants and option exposure was randomised to nullify order effect.**

# Option 1: Rate Peg

No special rate variation. This option would continue the status quo with rates only increasing by the rate peg amount (assumed to be 2.0% per year).

Under this option over the next three financial years:

-  1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$15 in Year 1, \$16 in Year 2, and a further \$16 in year 3 – meaning the average residential rate will be \$819 in 2023/2024.
-  2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$40 in Year 1, \$40 in Year 2, and a further \$41 in year 3 – meaning the average Business rate will be \$2098 in 2023/2024.
-  3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$89 in Year 1, \$91 in Year 2, and a further \$92 in year 3 – meaning the average Farmland rate will be \$4,713 in 2023/2024.
-  4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$2,199 in Year 1, \$2,243 in Year 2, and a further \$2,288 in year 3 – meaning the average Mining rate will be \$116,676 in 2023/2024.

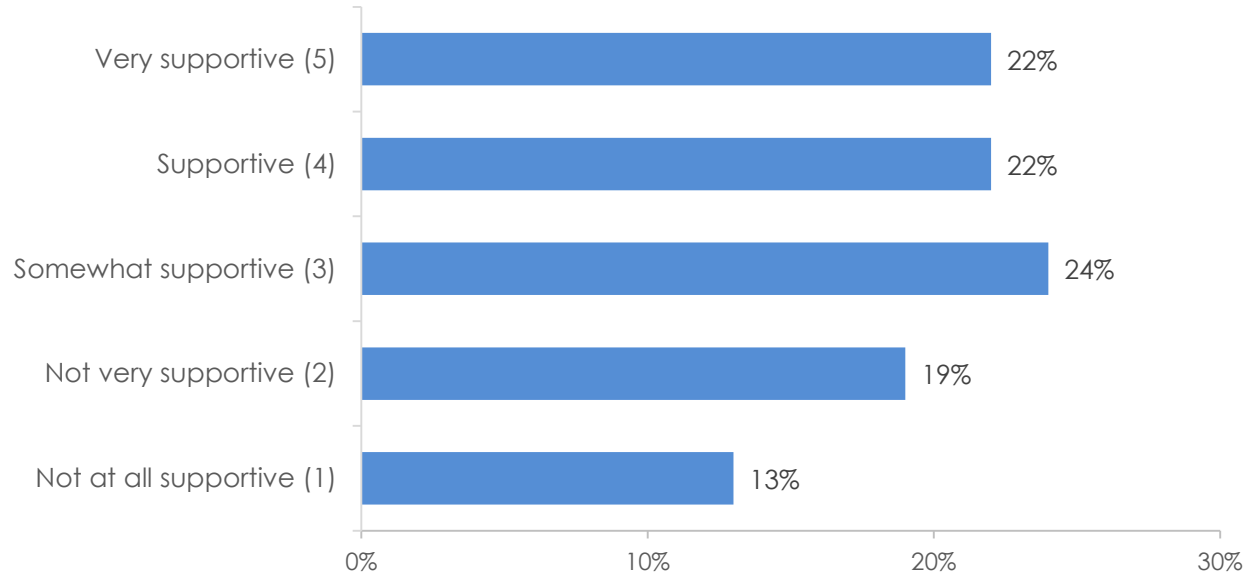
Under this option the impact would be:

- Our sealed and gravel road networks would deteriorate.
- Council would not be able to maintain the range of facilities and services currently provided.
- Council would rely heavily on grant funding to renew existing assets.
- Community and recreational facilities such as pools and buildings will continue to deteriorate if grant funding is not successful, and potentially closed when the risk of operating becomes unacceptable.
- Council's backlog of roadworks would continue to increase and gravel roads would not be improved.

# Support for Option 1: Rate Peg

Q5a. How supportive are you of Council proceeding with option 1?

	Overall	Gender		Age				Ratepayer status		Aware of the SRV	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No
Mean rating	3.22	3.22	3.22	3.07	3.39	3.34	3.07	3.25	2.89	3.24	3.05
Base	307	138	169	29	56	80	142	282	25	261	46



Base: N = 307

**68% of residents are at least somewhat supportive of the rate peg only increase.**





# Option 2: Increase

Under Option 2, Council would apply for an SRV of 8% per annum for three years to enhance infrastructure and services. At the end of the period the Special Rate Variation increase would be built into the rate base.

If implemented, the SRV will apply to your general rates only and will not apply to the waste management, water and sewerage charges on your rates notices. SRV funds would not be used on waste management, water and sewerage services, which are all funded through direct fees and charges.

This would represent a cumulative rise of 26% over the three years. This figure includes the rate peg increase of 2.0% each year.

Under this option over the next three financial years:

-  1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$62 in Year 1, \$67 in Year 2, and a further \$72 in year 3 – meaning the average residential rate will be \$972 in 2023/2024.
-  2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$158 in Year 1, \$171 in Year 2, and a further \$184 in year 3 – meaning the average Business rate will be \$2,490 in 2023/2024.
-  3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$355 in Year 1, \$384 in Year 2, and a further \$414 in year 3 – meaning the average Farmland rate will be \$5,594 in 2023/2024.
-  4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$8,796 in Year 1, \$9,499 in Year 2, and a further \$10,259 in year 3 – meaning the average Mining rate will be \$138,501 in 2023/2024.

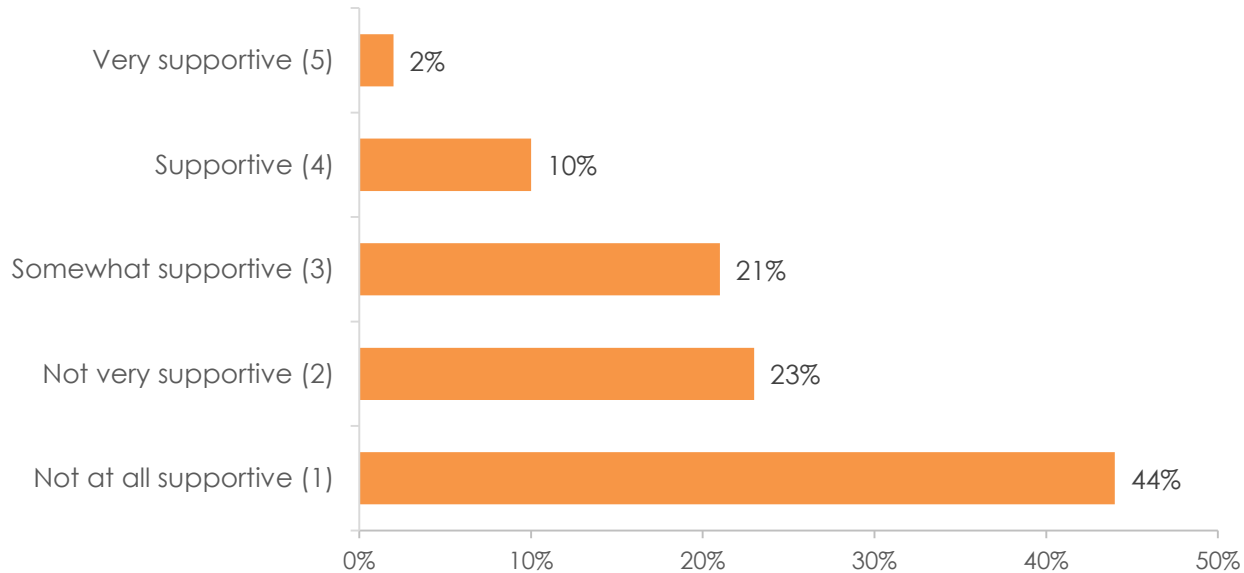
The proposed SRV is anticipated to generate an additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund maintenance of local infrastructure, including:

- Grading unsealed local roads to meet existing service levels;
- Additional maintenance of rural roads;
- Roadwork and renewal of urban streets;
- Increased funding to maintain existing services across Council operations
- Additional bitumen resealing and gravel re-sheeting to keep our roads at a good standard and prevent them from deteriorating;
- Culverts, causeways, drainage and footpath renewal; and
- Community assets renewal.

# Support for Option 2: Increase

Q5b. How supportive are you of Council proceeding with option 2?

	Overall	Gender		Age				Ratepayer status		Aware of the SRV	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No
Mean rating	2.03	1.97	2.10	2.15	2.01	1.85	2.15	1.98▼	2.53	1.96▼	2.50
Base	307	152	155	64	67	87	88	277	30	265	42



Base: N = 307

Note: Please see Appendix B for results by suburb

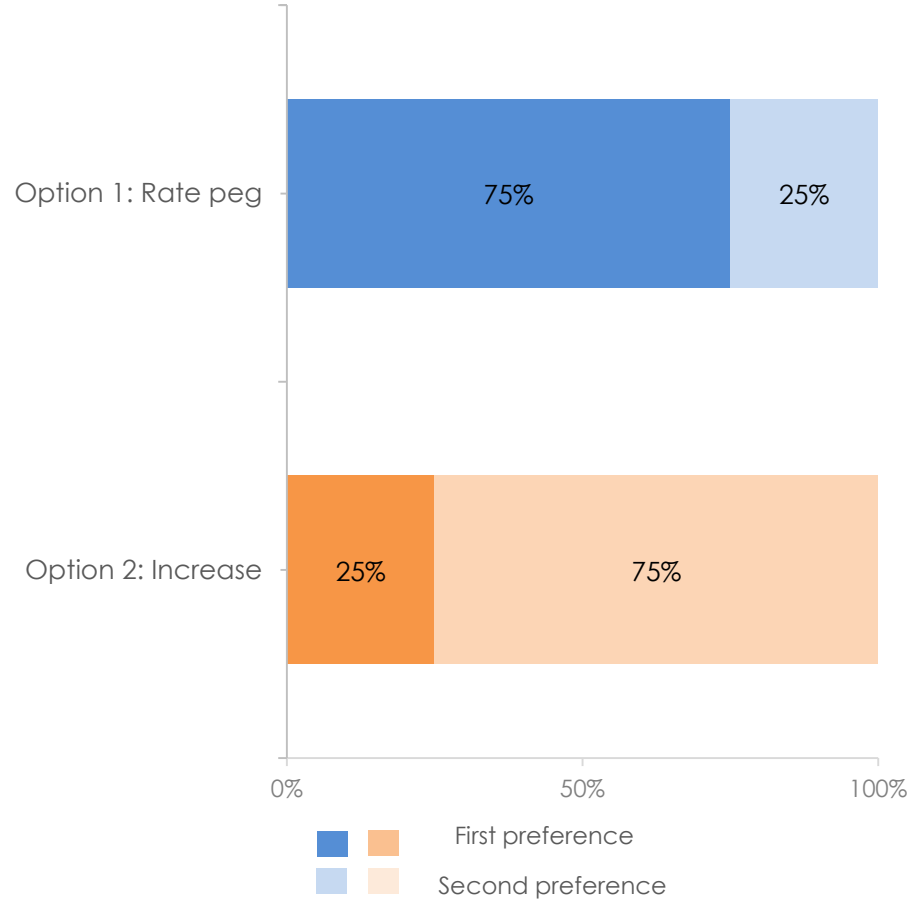
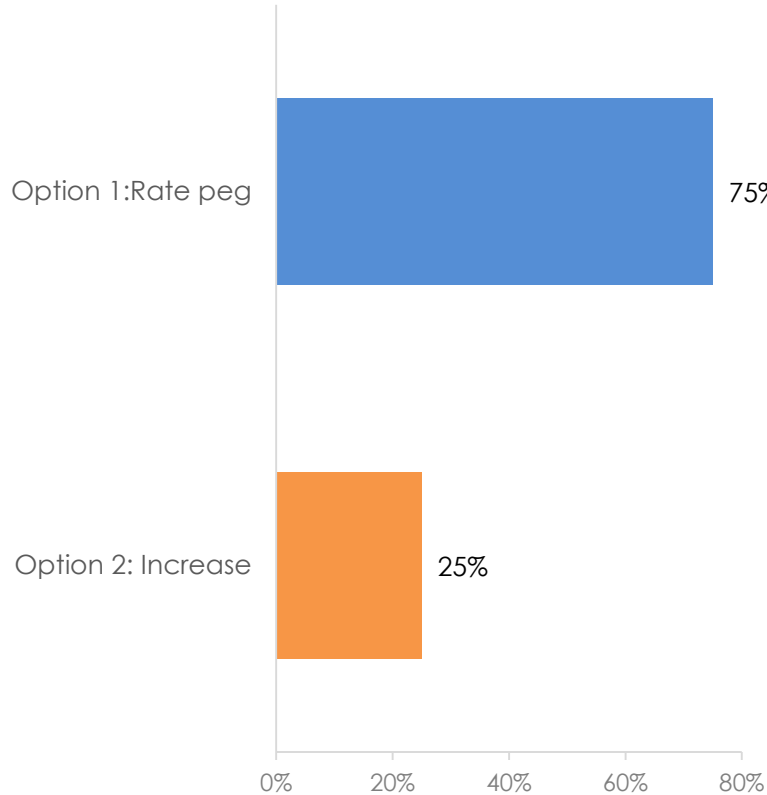
▲ ▼ = A significantly higher/lower level of support (by group)

**33% of residents are at least somewhat supportive of an increase above the rate peg. Ratepayers and those who were aware of the SRV prior to the research are significantly less supportive of this option.**

# Preferences for SRV Options

Q5c. Please rank the 2 options in order of preference. Which is your first preference?

## First Preference



Base: N = 307

**Option 1 (rate peg) was the preferred choice for residents, with 75% selecting this as their first preference.**



# Preferences for SRV Options – By Demographics

Q5a. Please rank the 2 options in order of preference. Which is your first preference?

## First Preference

	Overall	Gender		Age				Aware of the SRV	
		Male	Female	18-34	35-49	50-64	65+	Yes	No
First preference: Option 1: Rate peg	75%	82%▲	68%	73%	74%	82%	70%	75%	76%
First preference: Option 2: Increase	25%	18%	32%▲	27%	26%	18%	30%	25%	24%
Base	307	152	155	64	67	87	88	265	42

	Ratepayer status		Exposed to residential rates spiel	Exposed to farmland rates spiel
	Ratepayer	Non-ratepayer		
First preference: Option 1: Rate peg	77%▲	52%	74%	77%
First preference: Option 2: Increase	23%	48%▲	26%	23%
Base	277	30	217	80

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

**Residents first preference is option 1: rate peg (75%), additionally males and ratepayers are significantly more likely to prefer this option.**

# Reasons for Preferring Option 1: Rate Peg

Q5c. Please rank the 2 options in order of preference. Which is your first preference?

Q5d. What is your reason for choosing that option as your highest preference?

"Most community members are on a fixed income and cannot afford the extra increase"

"Council needs to look into other options for funding rather than increasing rates"

"Council do not do enough with the current rates"

"Why should us residents be funding Councils mismanagement of funds?"

Option 1: Rate peg (75%)	N = 307
Rates are high already/cannot afford a rate increase/most affordable option	32%
Do not trust Council will spend their money wisely/investing in the wrong areas	25%
Improvements are needed with Councils financial management	24%
Not getting value for the rates currently paid	20%
Other sources of revenue should be sought e.g. state of federal funding	11%
A better option than the SRV	4%
Happy as things are currently	1%
Not supportive of either option	1%
Ratepayers shouldn't have to pay more	1%
Not sure	1%

"We already pay some of the highest rates in the state"

"Dishonesty of the Council as they will not spend the funds where they suggest they would and are already mismanaging their finances"

"Financial circumstances - money wouldn't go towards the area as the residents have lost trust in the Council. They would just take the money"

"Not good value for ratepayers dollars"

**32% of residents feel that rates are already too high, followed by a lack of trust that Council will spend rates in the right areas (25%), and improvements are needed with Councils financial management (24%).**

# Reasons for Preferring Option 2: Increase

Q5c. Please rank the 2 options in order of preference. Which is your first preference?

Q5d. What is your reason for choosing that option as your highest preference?

"There is a need for rates to be raised for the continuance of the community"

"Beneficial for everyone in terms of the Shire"

"Increased spending is necessary"

"Affordable increase in order for our area to not go backwards. However, they need to do what they say they will"

Option 2: Increase (25%)	N = 307
It is necessary/improvements are needed in the area/benefits the community and the future	22%
Happy to pay the increase for benefits/reasonable amount to pay/affordable for me	3%
Support an increase/but should be under 8%'	2%
We don't have a choice	<1%
Don't know/no particular reason	1%

"Hoping this option would benefit the community in where things are needed to get done"

"SRV rate rise is too high. I understand that there may need to be a rate rise, but can that amount of 8% be reconsidered to a lower rate?"

"Means they can actually maintain the facilities, services and infrastructure in the area"

**Those supportive of the SRV feel that the increase is necessary to improve the area, and will ultimately benefit the community.**

# Summary of SRV Findings

1. Prior to contact 86% of residents were already aware of the proposed SRV.
  - This is significantly above our regional awareness score and demonstrates that Council has successfully communicated the proposal to the Liverpool Plains Community.
  
2. Despite the stated need for an SRV the Liverpool Plains Shire Community are not in favour of the proposal.
  - 75% of residents selected Option 1: rate peg as their first preference
    - Primary reasons are: 'rates are high already/cannot afford a rate increase/not affordable' (32%), 'Do not trust Council will spend their money wisely/investing in the wrong areas' (25%) and 'improvements are needed with Councils financial management' (24%).
  
  - 25% of residents selected Option 2: Increase as their first preference
    - The primary reason is: 'It is necessary/improvements are needed in the area/benefits the community and the future' (22%).





# Appendix A: Background & Methodology

# Background & Methodology

## Sample selection and error

A total of 307 resident interviews were completed. Respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages.

A sample size of 307 residents provides a maximum sampling error of plus or minus 5.6% at 95% confidence. This means that if the survey was replicated with a new universe of N = 307 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 5.6%.

For the survey under discussion the greatest margin of error is 5.6%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 56% to 44%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Liverpool Plains Shire Council.

## Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

## Prequalification

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

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and awareness.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. 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.



# Background & Methodology

## Ratings questions

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

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

**Top 2 (T2) Box:** refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

**Top 3 (T3) Box:** refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied and somewhat supportive, supportive & very supportive)

We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

## Percentages

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

## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.



# Councils Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:		
Albury	Hawkesbury	Narrandera
Ballina	Kempsey	Parkes
Bathurst	Lachlan Shire	Port Macquarie-Hastings
Bland Shire	Lake Macquarie	Richmond Valley
Blue Mountains	Leeton Shire Council	Singleton
Byron Shire	Lismore	Tamworth
Central Coast	Lithgow	Tenterfield
Cessnock	Maitland	Tweed Shire
Coffs Harbour	MidCoast	Upper Hunter
Eurobodalla	Midwestern Regional	Wagga Wagga
Forbes	Moree Plains	Wingecarribee
Glen Innes	Murray River	Wollondilly
Gosford (Central Coast)	Murrumbidgee Shire	Yass Valley
Great Lakes	Narrabri	







# Appendix B: Additional Analyses

# Key Priorities within the Local Area

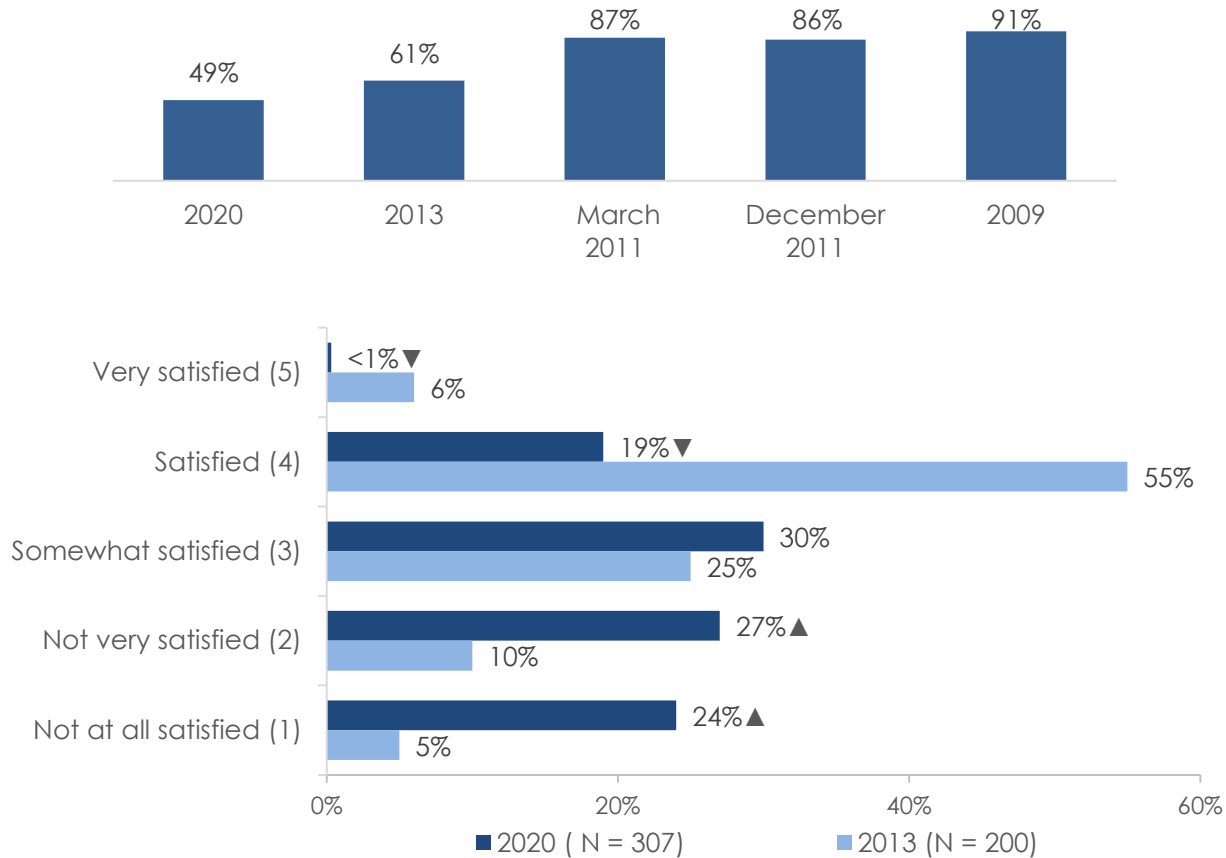
Q2. What do you think are the key priorities for Council in the local area?

	N = 307
Concerns with Council e.g. overall, financial management, planning, lack of communication, and staffing	48%
Condition/maintenance of roads and supporting infrastructure	46%
More/improved community services, facilities, and activities	22%
Economic development e.g. jobs, employment, attracting business, tourism, and supporting local business	19%
Improved and increased water supply/security e.g. water quality, management during drought	11%
Infrastructure/services/facilities to cater for the future e.g. public transport, shopping	10%
Maintaining the natural and built environment/cleanliness of the area	7%
Addressing pollution	1%
Community safety e.g. more police	1%
Increased/improved health/medical services/facilities	1%
Cultural awareness	<1%
Happy with the way things are	<1%
Don't know nothing	4%

# Overview – Overall Satisfaction

Q4. 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?

**T3B Satisfaction Scores**



**Overall satisfaction with Councils performance has continued to soften since 2009.**

# Appendix C: Questionnaire



**Liverpool Plains Shire Council  
Community Survey  
January 2021**

Good morning/afternoon/evening, my name is \_\_\_\_\_ from Micromex Research and we are conducting a survey on behalf of Liverpool Plains Shire Council. The survey will take about 15 minutes.

It is a random sample survey and accordingly I would like to speak to the person who has the next birthday in your household and is over the age of 18 years, would you be able to assist us please?

Thank you for agreeing to assist us with this survey.

**QA. Before we start, I would like to check whether you work for Liverpool Plains Shire Council?**

- Yes (Terminate survey)  
 No

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

- Under 18 (Terminate survey)  
 18-34  
 35-49  
 50-64  
 65+

**QC. How long have you lived in the Liverpool Plains Shire Council area? Prompt**

- Under 6 months  
 6 months – 2 years  
 3 – 5 years  
 6 – 10 years  
 11 – 20 years  
 More than 20 years

**QD. In which area of the shire do you live?**

- Quirindi  
 Werris Creek  
 Willow Tree  
 Wallabadah  
 Currabubula  
 Spring Ridge  
 Premer  
 Blackville  
 Carroona/Walallow  
 Other rural areas

**QE. Does your household pay Council rates to Liverpool Plains Shire Council, if so, which type(s) do you pay? Prompt**

- Residential (1)  
 Business (2)  
 Farmland (3)  
 Mining (4)  
 None of these (Default to residential script)

IF MULTI - PLEASE NOTE THAT RESIDENT WILL ALWAYS BE ASKED FOR THE HIGHEST RATES THEY PAY.

**Part A**

**Q1. In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5 where 1 is low importance and low satisfaction, and 5 is high importance and high satisfaction. Prompt ONLY ASK SAT IF IMP 4 OR 5**

**Community facilities**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public buildings and village halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Sporting ovals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of town centres and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Plains Fitness Gym	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Infrastructure**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Unsealed 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"/>
Sealed 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"/>
Bridges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racecourse/Showgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General 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"/>
Landfills and waste transfer stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
Drainage/flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Human services**

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Access to government services (i.e. Centrelink, Service NSW)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child care services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Support services (i.e. Meals on Wheels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with indigenous 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"/>
Support for volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Services (i.e. SES, VRA, RFS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Corporate services and management**

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
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"/>
Management of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental and sustainability 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"/>
Heritage conservation/promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Definitions to be read out for Part A – ‘Corporate services and management’**

- Economic development is attracting and assisting new businesses and creating jobs
- Management of development is policing building construction and what types of developments can be located in which areas

**Q2. What do you think are the key priorities for Council in the local area?**

.....

**Part B**

**Q3. How satisfied are you currently with the level of communication Council has with the community?**

**Prompt**

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

**Q4. 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

As we have just discussed Liverpool Plains Shire Council delivers a broad range of services and has the responsibility to maintain the facilities and infrastructure across the shire

At present, Council’s revenue is regulated by the NSW Independent Pricing and Regulatory Tribunal (IPART). IPART limits the amount by which councils can increase rates from one year to the next. At the moment, that amount, known as the rate peg, is an annual increase of 2.0%.

Over recent years, Council has implemented a range of productivity savings, reduced costs across our operations, but there are no easy solutions to addressing an increasing funding gap. If Council does not address this gap now, our community assets (such as our roads, drainage, swimming pools and public buildings) will deteriorate. To address this situation, councils are able to apply for rate increases above rate peg. This is called a Special Rate Variation.

Liverpool Plains Shire Council is considering applying for a permanent SRV there are two options which I would like you to consider.

Let’s look at the options in more detail:

- **Option 1 – Rate Peg Only.** We will need to defer necessary capital works, as well as revise our range and levels of services to avoid a deteriorating cash position – which is not sustainable in the long term
- **Option 2 – Maintain.** The proposed SRV is anticipated to generate additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund existing services and maintenance of local infrastructure

Council acknowledges that any rate increase may adversely impact some community members. Council has a Hardship Policy and alternative payment options to assist ratepayers should they have difficulty keeping up with their rate payments.

*Programmer note: Rotate Order*

**Option 1: Rate peg only**

No special rate variation. This option would continue the status quo with rates only increasing by the rate peg amount (assumed to be 2.0% per year).

Under this option over the next three financial years: (READ OUT/SHOW APPROPRIATE SCRIPT BASED ON ANSWERS AT QE, but only 1)

1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$15 in Year 1, \$16 in Year 2, and a further \$16 in year 3 – meaning the average residential rate will be \$819 in 2023/2024.
2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$40 in Year 1, \$40 in Year 2, and a further \$41 in year 3 – meaning the average Business rate will be \$2098 in 2023/2024.
3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$89 in Year 1, \$91 in Year 2, and a further \$92 in year 3 – meaning the average Farmland rate will be \$4,713 in 2023/2024.
4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$2,199 in Year 1, \$2,243 in Year 2, and a further \$2,288 in year 3 – meaning the average Mining rate will be \$116,676 in 2023/2024.

Under this option the impact would be:

- Our sealed and gravel road networks would deteriorate.
- Council would not be able to maintain the range of facilities and services currently provided.
- Council would rely heavily on grant funding to renew existing assets.
- Community and recreational facilities such as pools and buildings will continue to deteriorate if grant funding is not successful, and potentially closed when the risk of operating becomes unacceptable.
- Council’s backlog of roadworks would continue to increase and gravel roads would not be improved.

**Q5a. How supportive are you of Council proceeding with Option 1? Prompt**

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

**Option 2: Special Rate Variation**

Under Option 2, Council would apply for an SRV of 8% per annum for three years to enhance infrastructure and services. At the end of the period the Special Rate Variation increase would be built into the rate base.

If implemented, the SRV will apply to your general rates only and will not apply to the waste management, water and sewerage charges on your rates notices. SRV funds would not be used on waste management, water and sewerage services, which are all funded through direct fees and charges.

This would represent a cumulative rise of 26% over the three years. This figure includes the rate peg increase of 2.0% each year.

Under this option over the next three financial years: (READ OUT/SHOW APPROPRIATE SCRIPT BASED ON ANSWERS AT QE, but only 1)

1. Residential – The average residential rates, which are currently \$772 per annum, will increase by approximately \$62 in Year 1, \$67 in Year 2, and a further \$72 in year 3 – meaning the average residential rate will be \$972 in 2023/2024.
2. Business – The average Business rates, which are currently \$1,977 per annum, will increase by approximately \$158 in Year 1, \$171 in Year 2, and a further \$184 in year 3 – meaning the average Business rate will be \$2,490 in 2023/2024.
3. Farmland – The average Farmland rates, which are currently \$4,441 per annum, will increase by approximately \$355 in Year 1, \$384 in Year 2, and a further \$414 in year 3 – meaning the average Farmland rate will be \$5,594 in 2023/2024.
4. Mining – The average Mining rates, which are currently \$109,947 per annum, will increase by approximately \$8,796 in Year 1, \$9,499 in Year 2, and a further \$10,259 in year 3 – meaning the average Mining rate will be \$138,501 in 2023/2024.

The proposed SRV is anticipated to generate and additional revenue of \$1.527 million over a three-year period from 2021-2022 to 2023-2024 and will be used to fund maintenance of local infrastructure, including:

- Grading unsealed local roads to meet existing service levels;
- Additional maintenance of rural roads;
- Roadwork and renewal of urban streets;
- Increased funding to maintain existing services across Council operations
- Additional bitumen resealing and gravel re-sheeting to keep our roads at a good standard and prevent them from deteriorating;
- Culverts, causeways, drainage and footpath renewal; and
- Community assets renewal.

**Q5b. How supportive are you of Council proceeding with Option 2? Prompt**

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

**Q5c. Please rank the 2 options in order of preference:**

- Option 1 – Rate Peg Only
- Option 2 –Special Rate Variation

**Q5d. What is your reason for choosing that option as your highest preference?**

.....

**Q6a. Prior to this call, were you aware that Council was exploring community sentiment towards a Special Rate Variation?**

- Yes
- No (Go to Q7)
- Not sure (Go to Q7)

**Q6b. How were you informed of the Special Rate Variation? Prompt**

- Mail out
- Council website
- Newspaper advertisement
- Radio advertising
- Information kiosk
- Other (please specify).....

**Demographics**

**Q7. Which of the following best describes the house where you are currently living? Prompt**

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

**Q8. Gender by voice:**

- Male
- Female

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

If you have any further questions regarding this special rate variation please contact Customer Service on 6746 1755 or visit the Liverpool Plains Shire Council website.

Thank you very much for your time. Enjoy the rest of your evening.

The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized compass rose is integrated into the letter "o", with a red needle pointing towards the top-left. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font. The background of the entire image is a landscape of a dry, brown field under a bright blue sky with scattered white clouds.

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