



## **A survey of Kempsey Shire residents to measure satisfaction and priorities with regard to Council-managed facilities and services**

A random and representative telephone survey of 420 adult residents in the Kempsey Shire, conducted by Jetty Research on behalf of Kempsey Shire Council.

**Client:**

Kempsey Shire Council

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Contact:

James Parker

**e:** James.Parker@jettyresearch.com.au

**p:** 02 6650 9175

Level 1, 30 Industrial Drive  
Coffs Harbour NSW  
PO Box 1555  
Coffs Harbour NSW 2450

**w:** www.jettyresearch.com.au

**e:** info@jettyresearch.com.au

Coffs Harbour Sydney

ACN 121 037 429

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<b>Prepared by</b>	Christine Dening
<b>Reviewed by</b>	James Parker
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## Executive summary

In November 2014, Kempsey Shire Council commissioned Jetty Research to conduct a representative and statistically valid telephone survey of 400+ adult residents living within the local government area (LGA). That survey, conducted in February 2015, aimed to assess satisfaction with, and priorities towards different Council-managed facilities and services and Council customer service using a random and statistically valid sample. It was also designed to provide community feedback on a range of other Council KPI-related issues including: personal safety; recognition of improved roads, and; perception of government of community services required in the Macleay Valley.

The survey was repeated in February 2016 and again, most recently, in February 2017. Based closely on the 2015 questionnaire, this latest wave seeks to understand movements in satisfaction from 2016 and 2015, and identify the impact of changes in Council service levels, strategies and focus.

Polling was conducted from January 30<sup>th</sup> to February 8<sup>th</sup> 2016 as a random telephone survey of 420 adult residents living throughout the LGA. No formal quotas were applied, although we did attempt to ensure a robust mix of ages, genders and sub-regions.

Based on the number of households within the Kempsey Shire, a random sample of 420 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. This essentially means that if we conducted a similar poll 20 times, results should reflect the views and behaviour of the overall survey population – in this case “all Kempsey Shire adult residents excluding council employees and councillors” - to within a +/- 4.8% margin in 19 of those 20 surveys.

For more information on survey methodology, sampling error and sample characteristics, see pages 9-11. For more detailed information on the demographic breakdown of survey respondents, see pages 12-14.

### Among the survey's major highlights:

1. Overall satisfaction with Council improved in 2017. Almost one third (31%) declared themselves satisfied against 27% dissatisfied and the balance neutral – a net satisfaction score of +4%. This is a significant improvement on 2016's net satisfaction score of -8% and 2015's -14%.
2. Between 2016 and 2017 satisfaction increased significantly across a number of services and facilities including: *weed control, community safety and law and order initiatives, bridges, footpaths and cycleways, unsealed roads, arts, culture and entertainment facilities and flood management*. All other measures remained broadly stable.
3. Likewise, Council showed marked improvement in terms of meeting community expectations<sup>1</sup> regarding: *parks, reserves and playgrounds; quality of Kempsey town centre and public spaces; sporting facilities, and; garbage and recyclables*. Council has also shown improvements in the delivery of: *sealed roads; bridges; public halls; flood management; arts, culture and entertainment facilities; and weed control*.

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<sup>1</sup> i.e. minimising the gap between importance and satisfaction

4. Perceptions of safety at night, both at home and in public, improved in 2017. Just over half (52%) indicated they felt unsafe in public spaces at night (down from 59% in 2016 and 65% in 2015) and 15% indicated they felt unsafe in their own home at night (against last year's 25% and 24% in 2015).
5. Some 57% of residents indicated that they have noticed an improvement in local roads in the last 12 months. This is a significant increase from 2016's 44% and 2015's 40% - a great result.

**Among the less favourable findings:**

6. Direct customer services did not perform to the same level as seen in previous years. First contact resolution declined (28% indicated that their issue with Council was resolved on first contact - down from 43% in 2016 and 46% in 2015), while 42% indicated that their issue was not yet resolved (32% in 2016 and 32% in 2015).
7. Furthermore, satisfaction with staff handling of enquiries declined. Those believing their most recent enquiry was handled poorly outweighed those who believe their enquiry was handled well: net satisfaction (i.e. proportion satisfied less proportion dissatisfied) demonstrating a decline from +26% in 2015 to +10% in 2016 and now to -10% in 2017. This suggests further customer service improvements are required.

**And among the survey's other conclusions:**

8. Importance ratings remained stable and when placed into a matrix of importance vs. satisfaction, the following picture emerged:

Higher Importance, Lower Satisfaction	Higher Importance, Higher Satisfaction
Community safety and law and order initiatives Sealed roads Public toilets	Cleanliness of streets Waste management (garbage or recycling) Flood management Town centre and public spaces Parks, reserves and playgrounds
Lower Importance, Lower Satisfaction	Lower Importance, Higher Satisfaction
Opportunities to participate in Council decision-making Unsealed roads Development applications Weed control Footpaths and cycleways Arts, culture and entertainment facilities Dog control	Urban stormwater drainage Environmental monitoring and protection Public Halls Bridges Sporting facilities Libraries

9. This picture is very similar to the one posed in 2016 (with the addition of *urban stormwater drainage*).

10. Looking at the gap between importance (or expectation) and satisfaction, the greatest shortfalls came in *community safety and law and order, opportunities to participate in Council decision-making, public toilets, unsealed roads, urban stormwater drainage, sealed roads and footpaths and cycleways*.
11. Less than two in five of respondents (39%) had contacted Council in the previous six months for reasons other than paying rates (down from 44% in 2016). Of those who had contacted Council, 63% had done so more than once (a decrease from 66% in 2016 and 72% in 2015)
12. In regards to the way in which Council communicates its policies and activities with local residents, 22% indicated that they are satisfied with Council's current methods of communications while 33% were dissatisfied (these were slight but not significant movements over previous years).
13. Online remains the preference for transactional dealings with Council (such as making a payment) while the traditional methods of face-to-face and phone are preferred for the more typical interactions.





## Introduction

### Background and Objectives

In November 2014, Kempsey Shire Council (KSC) commissioned Jetty Research to conduct a random and representative telephone survey of 400 local residents to measure their satisfaction with Council service levels. That first survey, conducted in February 2015, sought to understand satisfaction with a number of Council services and facilities, and to provide input into KSC performance scorecards, and selected Strategic Plan indicators.

The research was repeated, in an expanded form, in early 2016. The 2017 research now seeks to understand the impact of Council's response to the prior waves of research, and measure any changes in satisfaction levels as a result.

As per the agreed project brief, the survey addresses the following objectives:

1. Measure customer satisfaction and changes in satisfaction with selected facilities and services;
2. Measure customer satisfaction and change in satisfaction with most recent Council contact;
3. Provide missing benchmark data within GM's performance review;
4. Determine whether the KSC community is noticing a difference to local roads following adoption of a 2014 special rate variation.

### Methodology

The survey was conducted using a random fixed line and mobile telephone poll of 420 Kempsey shire residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 3,060 residential and mobile telephone numbers within the LGA<sup>2</sup>. A survey form was constructed collaboratively between Council management and Jetty Research in 2016 and amended slightly in 2017 (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between January 30<sup>th</sup> and February 8<sup>th</sup> 2017 from Jetty Research's Coffs Harbour CATI<sup>3</sup> call centre. A team of 12 researchers called Kempsey Shire residents on weekday evenings (excluding Friday) from 3.30 to 8pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

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<sup>2</sup> Postcodes sourced (from NSW DLG website) were 2440, 2441 and 2431. As with any postcode-based source, some records may lie outside LGA boundaries. Random valid numbers were supplied by Samplepages, a respected supplier of random numbers to the market and social research industry.

<sup>3</sup> Computer-assisted telephone interviewing

The poll was conducted on a purely random basis, though ensuring an adequate mix of respondents by age and gender and across different sub-regions. Respondents were screened to ensure they were aged 18 or over, had lived within the Kempsey Shire for at least 12 months, and were not councillors or permanent Council employees.

Survey time varied from 8 to 31 minutes, with an average of 15.1 minutes. Response rate (measured as percentage of eligible residents reached who agreed to participate) was 44%, against 54% in 2016.

Results have been post-weighted by age and gender to match the demographic profile of the Kempsey Shire based on the 2011 ABS Census. (See Appendix 2 for details of weighting calculation.)

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as “n = XXX” in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

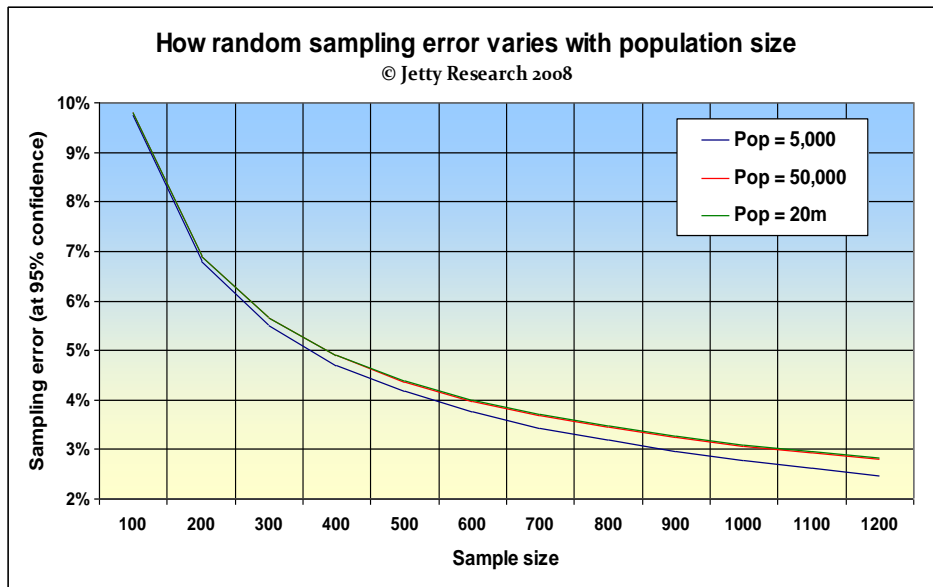
Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone.

## Sampling error

According to the 2011 ABS Census (Usual Resident profile) the total population of the Kempsey LGA was 28,134, of which 21,434 (76%) were aged 18 and over. Based on this latter survey population, a random sample of 420 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.8% margin in 19 of those 20 surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example, using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 4.8% (again at the 95% confidence level).

**Graph i: How sampling error varies with sample and population size**

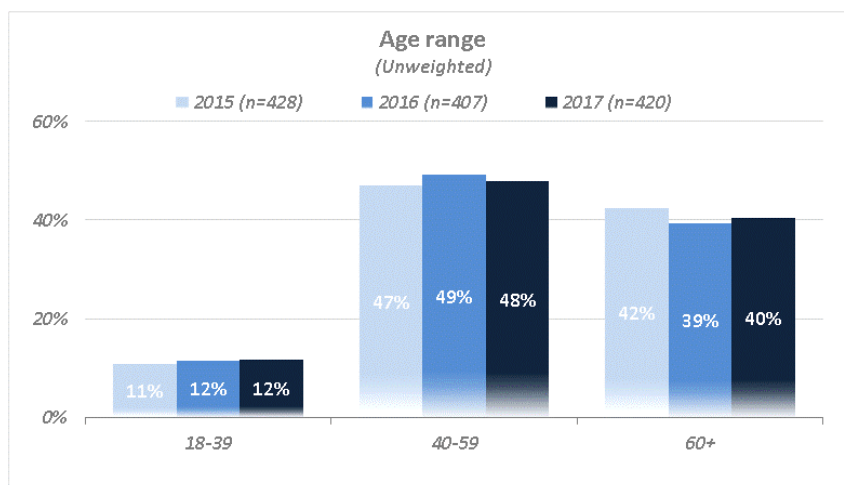


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include residents unreachable by phone, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey design. However, steps have been taken at each stage of the research process to minimise such errors wherever possible.

## Sample characteristics

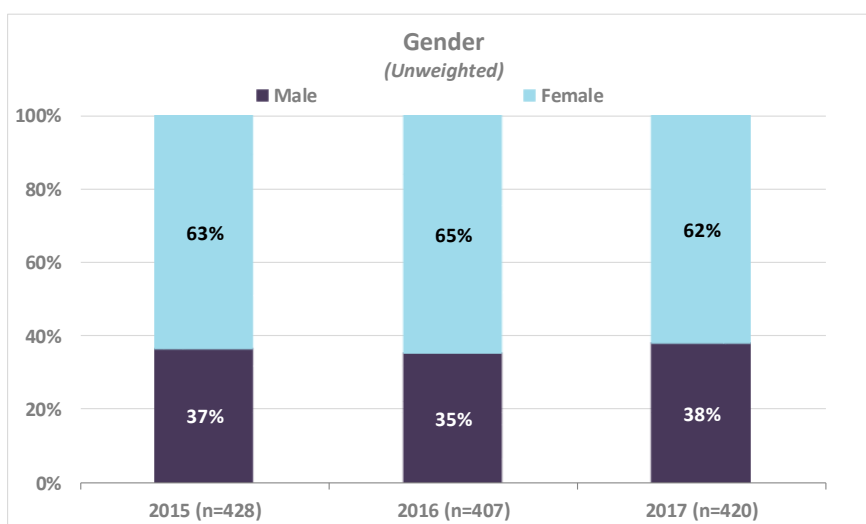
Respondents to this random telephone survey exhibited the following characteristics:

**Graph ii: Breakdown of survey sample by age**



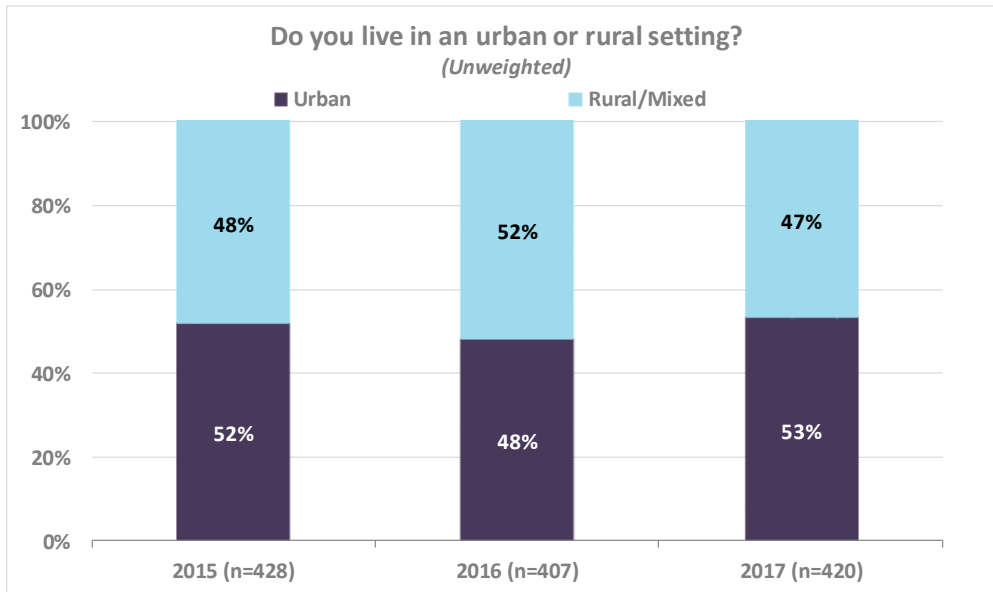
As is common in random phone surveys of this type, the sample was skewed towards older residents. Two in five were aged over 60 years and just over one in ten were aged 18 to 39 years.

**Graph iii: Breakdown of survey sample by gender**



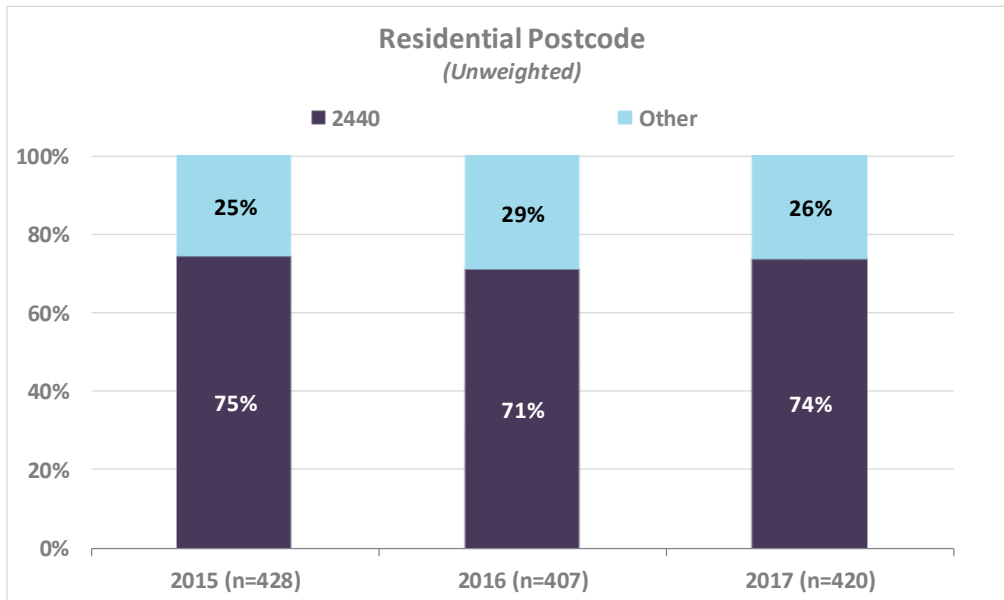
Similarly to age, the sample was biased towards female residents (62% vs. 38% males). As previously noted, the survey sample was post-weighted by age and gender to match the adult population profile of the Kempsey LGA as per 2011 ABS Census results.

**Graph iv: Breakdown of survey sample by type of residence**



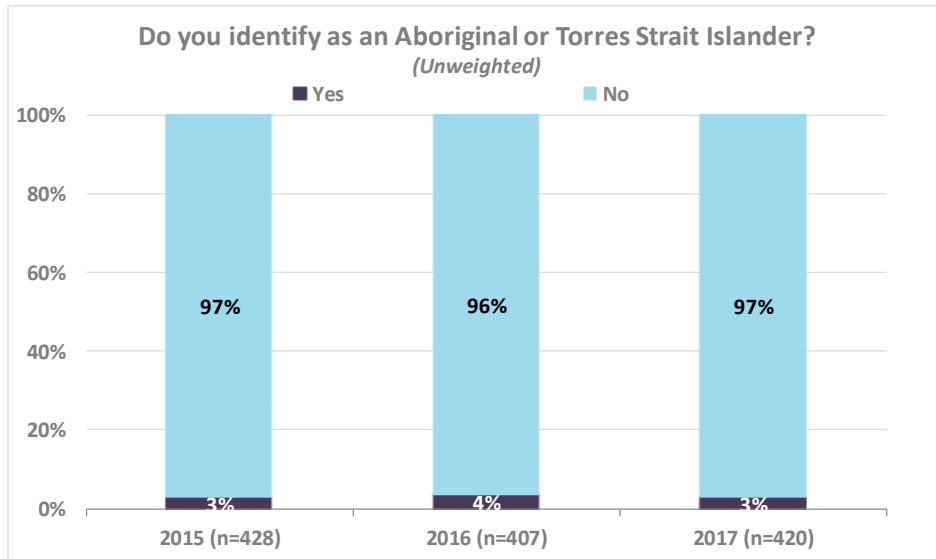
In relation to the urban/rural split, the 2017 sample was similar to that encountered in previous years.

**Graph v: Breakdown of survey sample by residential postcode**



Likewise, the breakdown by residential postcode was very close to that of the 2015 and 2016 surveys.

**Graph vi: Breakdown of survey sample by Aboriginal or Torres Strait Islander**

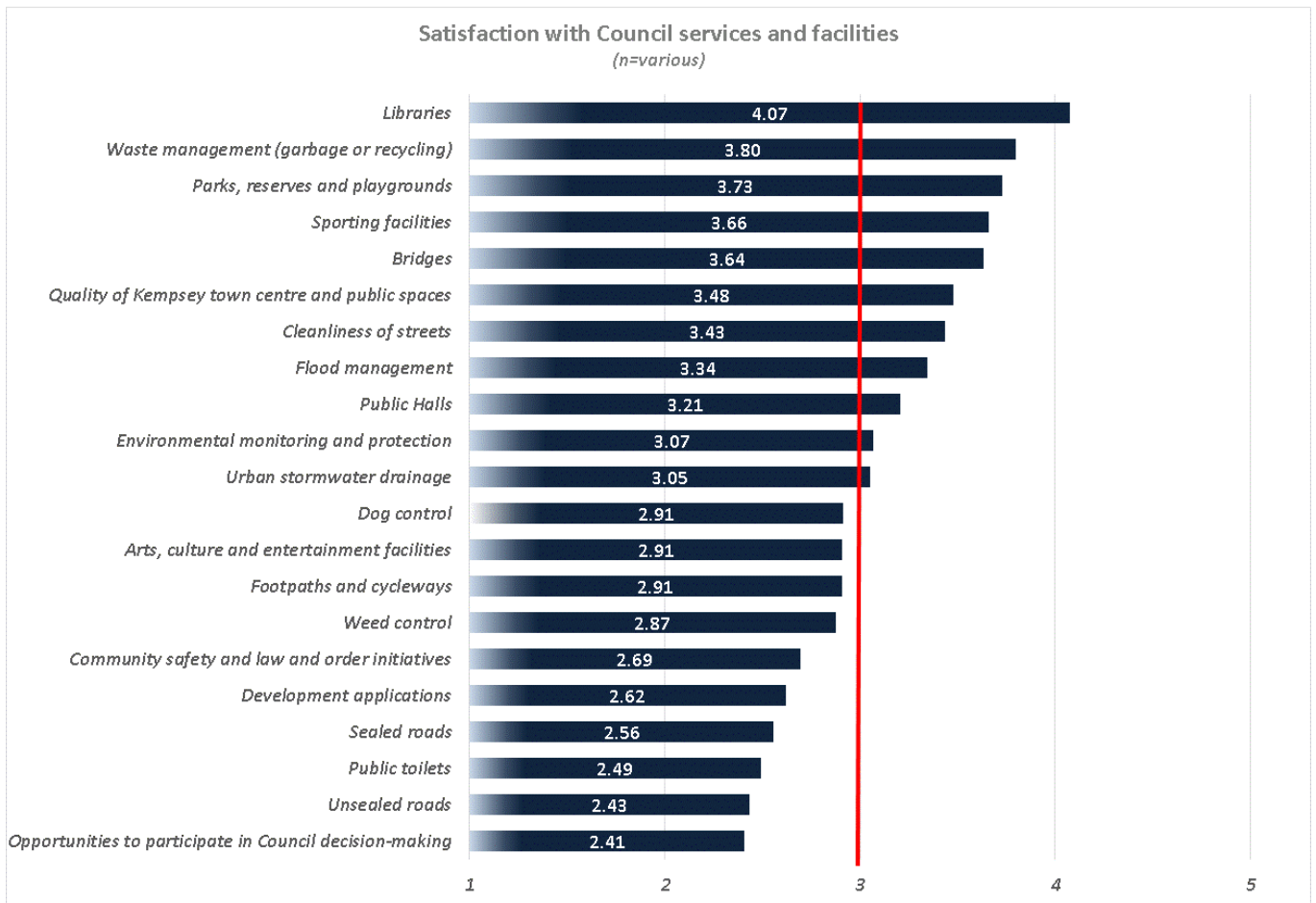


Around 3% of respondents identified as Aboriginal or Torres Strait Islanders, similar to levels seen in 2015 and 2016.

## Part 1: Satisfaction with, and importance of key services and facilities

The survey commenced with a series of scale-based questions designed to understand the satisfaction and importance attributed by residents to 21 Council-managed facilities and services. This was followed by an overall satisfaction rating on the same 1-5 scale (where 1 = very dissatisfied, 3 = neutral and 5 = very satisfied). We have denoted 3.0 as the “Neutral” satisfaction score. Graph 1.1 below outlines all of the satisfaction ratings, ranked from highest to lowest:

**Graph 1.1: Summary of mean satisfaction scores for 21 different Council services and facilities**



The average level of satisfaction across the 21 key services and facilities was 2.99 out of 5. Eleven of the 21 services and facilities scored above the average “neutral” rating of satisfaction. Satisfaction was highest with *libraries* (4.07 out of 5), *waste management - garbage and recyclables* (3.80), *parks, reserves and playgrounds* (3.73), *sporting facilities* (3.66), *bridges* (3.64) and the *quality of Kempsey town centre and public spaces* (3.48). *Cleanliness of streets*, *flood management*, *public halls*, *environmental monitoring and protection* and *urban stormwater drainage* also received above-average ratings of satisfaction.

Services and facilities receiving below average ratings of satisfaction were *opportunities to participate in Council decision-making* (2.41 out of 5), *unsealed roads* (2.43), *public toilets* (2.49), *sealed roads* (2.56), *development applications* (2.62), *community safety/law and order initiatives* (2.69)<sup>4</sup>, *weed control* (2.87), *footpaths and cycleways* (2.91), *arts, culture and entertainment facilities* (2.91) and *dog control* (2.91).

Table 1.1 shows how satisfaction scores vary across age groups:

**Table 1.1a: Difference in satisfaction scores between age groups**

Satisfaction with Service / Facility	18-39		40-59		60+		Total	
	Mean (1-5)	N	Mean (1-5)	N	Mean (1-5)	N	Mean	N
Sporting facilities	3.58	102	3.58	135	3.81	120	3.66	356
Quality of Kempsey town centre and public spaces	3.65	111	3.36	157	3.48	150	3.48	417
Arts, culture and entertainment facilities	3.13	103	2.74	127	2.89	117	2.91	347
Sealed roads	2.49	111	2.55	155	2.62	151	2.56	417
Unsealed roads	2.67	106	2.37	141	2.29	112	2.43	359
Footpaths and cycleways	3.20	111	2.71	143	2.87	144	2.91	398
Community safety and law and order initiatives	2.73	106	2.65	153	2.71	144	2.69	403
Opportunities to participate in Council decision-making	2.53	90	2.29	123	2.43	107	2.41	320
Cleanliness of streets	3.62	111	3.39	154	3.34	153	3.43	418
Parks, reserves and playgrounds	3.87	108	3.59	149	3.77	133	3.73	389
Flood management	3.40	104	3.25	126	3.39	125	3.34	355
Bridges	3.84	109	3.40	148	3.73	135	3.64	392
Dog control	2.83	99	2.87	125	3.03	124	2.91	348
Public toilets	2.38	102	2.49	135	2.58	132	2.49	370
Weed control	3.03	95	2.73	137	2.91	129	2.87	361
Waste management (garbage or recycling)	3.82	103	3.70	147	3.88	150	3.80	400
Libraries	3.92	94	4.13	120	4.14	117	4.07	331
Public Halls	3.27	94	3.21	106	3.14	96	3.21	296
Development applications	2.78	51	2.37	80	2.79	67	2.62	198
Environmental monitoring and protection	3.23	94	3.03	118	2.98	117	3.07	328
Urban stormwater drainage	3.43	80	2.79	121	3.06	116	3.05	317

Overall, those aged 18 to 39 were significantly more satisfied than older residents with a number of core services.

A number of differences were also evident between post codes:

<sup>4</sup> As was the case in 2015 and 2016, this survey was conducted immediately after summer school holidays, which for a variety of reasons is traditionally a time of higher crime events in many regional centres. The local reporting of particular crime events over this period may hence have created a “time effect” bias, in which there is heightened community concern regarding crime each December and January. That in turn might have adversely affected this particular result – at least to some extent.



**Table 1.1b: Difference in satisfaction scores between post codes**

Post Code	2440		Other		Total	
	Mean (1-5)	N	Mean (1-5)	N	Mean (1-5)	N
Sporting facilities	3.76	262	3.38	94	3.66	356
Quality of Kempsey town centre and public spaces	3.50	307	3.44	110	3.48	417
Arts, culture and entertainment facilities	2.89	255	2.97	92	2.91	347
Sealed roads	2.55	306	2.59	111	2.56	417
Unsealed roads	2.43	270	2.44	89	2.43	359
Footpaths and cycleways	2.82	289	3.15	109	2.91	398
Community safety and law and order initiatives	2.70	298	2.67	105	2.69	403
Opportunities to participate in Council decision-making	2.34	233	2.59	87	2.41	320
Cleanliness of streets	3.43	308	3.44	110	3.43	418
Parks, reserves and playgrounds	3.79	284	3.56	105	3.73	389
Flood management	3.34	266	3.35	89	3.34	355
Bridges	3.63	290	3.66	102	3.64	392
Dog control	2.93	250	2.88	98	2.91	348
Public toilets	2.49	269	2.50	100	2.49	370
Weed control	2.78	260	3.12	101	2.87	361
Waste management (garbage or recycling)	3.83	291	3.72	109	3.80	400
Libraries	4.19	238	3.77	93	4.07	331
Public Halls	3.28	217	3.01	79	3.21	296
Development applications	2.64	147	2.58	51	2.62	198
Environmental monitoring and protection	3.11	232	2.99	96	3.07	328
Urban stormwater drainage	3.00	232	3.20	85	3.05	317

Here results were mixed, with 2440 residents more satisfied with *libraries* and *sporting facilities*, but those living outside that postcode happier with *footpaths and cycleways*, *opportunities to participate in Council decision-making*, and *weed control*.

Satisfaction with Council services and facilities can be compared between 2016 and 2017 across the 20 services and facilities measured last year (*urban stormwater drainage* was added as a measure in 2017):

(Continued over page...)

**Table 1.2 Difference in satisfaction scores over time**

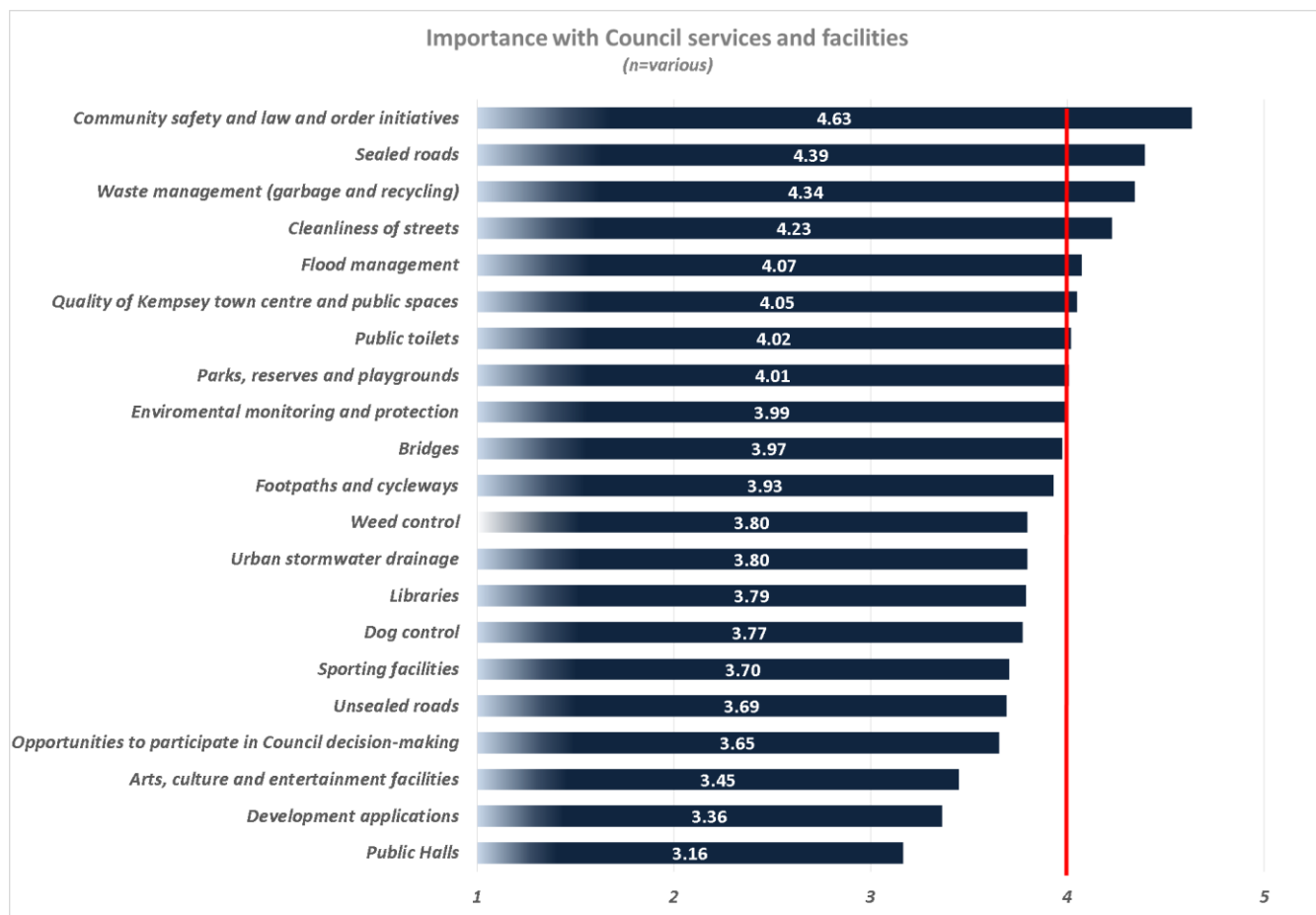
<b>Council Service</b>	<b>2016- Satisfaction</b>	<b>2017- Satisfaction</b>	<b>Satisfaction % change</b>
Weed control	2.63	2.87	9%
Community safety and law and order initiatives	2.51	2.69	7%
Bridges	3.41	3.64	7%
Footpaths and cycleways	2.74	2.91	6%
Unsealed roads	2.29	2.43	6%
Arts, culture and entertainment facilities	2.76	2.91	6%
Flood management	3.19	3.34	5%
Sealed roads	2.45	2.56	4%
Quality of Kempsey town centre and public spaces	3.34	3.48	4%
Public Halls	3.08	3.21	4%
Garbage and recyclables	3.65	3.80	4%
Parks, reserves and playgrounds	3.59	3.73	4%
Development applications	2.57	2.62	2%
Sporting facilities	3.59	3.66	2%
Environmental monitoring and protection	3.04	3.07	1%
Public toilets	2.47	2.49	1%
Cleanliness of streets	3.40	3.43	1%
Libraries	4.10	4.07	-1%
Opportunities to participate in Council decision-making	2.43	2.41	-1%
Dog control	2.97	2.91	-2%
Urban stormwater drainage	N/A	3.05	N/A
Council's overall performance	2.81	2.99	6%

Between 2016 and 2017 satisfaction has increased significantly across a number of services and facilities. These include: *weed control, community safety and law and order initiatives, bridges, footpaths and cycleways, unsealed roads, arts, culture and entertainment facilities* and *flood management*. All other measures remained stable (or at least did not see significant movements).

*Community safety and law and order initiatives, footpaths and cycleways, unsealed roads, and arts, culture and entertainment facilities* all have received below-neutral ratings of satisfaction in the current and past waves of research, so it is promising to see an upward trend. The significant improvement in rating of *unsealed roads* follows the investment in rural road repairs in 2014, and is a step in the right direction. However, given that the condition of roads is still the poorest performing service or facility, there remains a perception that improvement is still required.

In terms of importance, and again using a 1-5 scale, Graph 1.2 shows how Kempsey Shire Council residents rank the relative importance of the same 21 facilities and services:

**Graph 1.2: Summary of mean importance scores for 21 different Council services and facilities**



What is most notable about this graph is that *everything* is considered important: even the lowest-ranked facility, *public halls*, registered a mean importance score of 3.16 (out of a possible 5). This is quite typical, as residents have high expectations of their local Council and expect a substantial delivery of service for their rates dollar. For this reason, we have denoted 4.0 as the “Neutral” importance score as residents are unlikely to indicate that any of the above are not important at all.

The services and facilities considered of highest importance to Kempsey residents included *community safety and law and order initiatives* (4.63 out of 5), *sealed roads* (4.39 out of 5) and *waste management - garbage and recyclables* (4.34 out of 5). *Cleanliness of streets*, *flood management*, *quality of Kempsey town centre and public spaces*, *public toilets*, *parks, reserves and playgrounds* were also considered of high importance (all rating above the neutral 4.0 ratings of importance).

Interestingly, the only difference by demographic groups of interest was the importance rating for *unsealed roads*. As one might expect, those residing in rural/mixed areas considered the importance of *unsealed roads* higher than those residing in urban areas.

Importance ratings of Council services and facilities saw only very slight movements in 2017 compared with 2016 and are outlined in Table 1.3, next page:

**Table 1.3: Difference in importance scores over time**

<b>Council Service</b>	<b>2016- Importance</b>	<b>2017- Importance</b>	<b>Importance % change</b>
Opportunities to participate in Council decision-making	3.52	3.65	4%
Development applications	3.26	3.36	3%
Community safety and law and order initiatives	4.52	4.63	2%
Weed control	3.72	3.79	2%
Libraries	3.74	3.80	1%
Footpaths and cycleways	3.93	3.97	1%
Public toilets	3.98	4.02	1%
Arts, culture and entertainment facilities	3.45	3.45	0%
Bridges	4.00	3.99	0%
Flood management	4.08	4.07	0%
Unsealed roads	3.72	3.70	0%
Dog control	3.79	3.77	0%
Public Halls	3.20	3.16	-1%
Sealed roads	4.46	4.39	-2%
Waste management (garbage and recycling)	4.44	4.34	-2%
Cleanliness of streets	4.33	4.23	-2%
Quality of Kempsey town centre and public spaces	4.16	4.05	-3%
Environmental monitoring and protection	4.05	3.93	-3%
Parks, reserves and playgrounds	4.16	4.01	-4%
Sporting facilities	3.85	3.69	-4%
Urban stormwater drainage	N/A	3.80	N/A

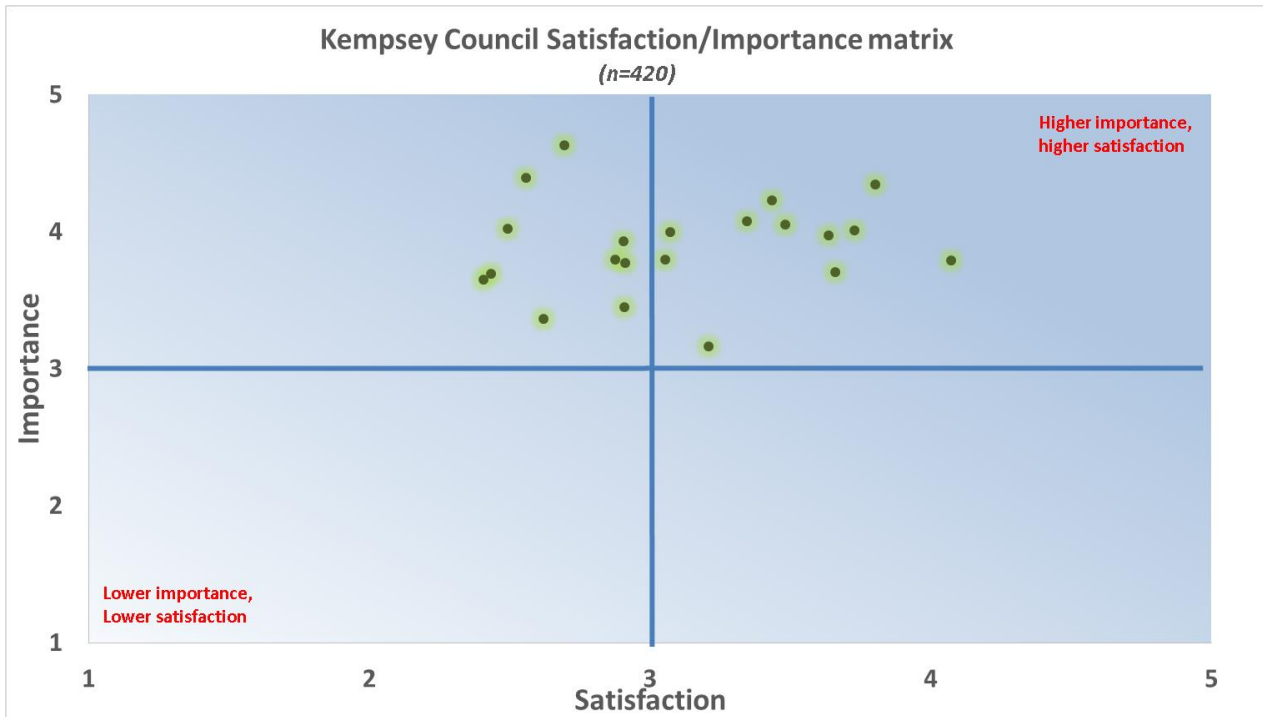
Typically, perceptions of importance change in line with lifestyle and demographic changes (as we get older, certain services and facilities will become more important to us etc.). Therefore it is unsurprising that over one year, perceptions of important ratings have seen little movement (with no statistically significant movements).

We can also plot the mean importance and satisfaction scores on a matrix to see how they rank in relative terms. Looking at this firstly in “big picture” terms, Graph 1.3 (next page) shows how the 21 services relate to each other on the 1-5 scales of importance and satisfaction.

Those services and facilities included in the top right quadrant denote those classed as “higher satisfaction, and higher importance”. Those in the top left corner are those considered by residents of higher importance, but for which satisfaction mean scores are less than the “neutral” ranking. These are traditionally considered the services and facilities requiring of greatest attention and/or resources by Council.

*(Continued over page...)*

**Graph 1.3: Satisfaction vs. importance matrix**



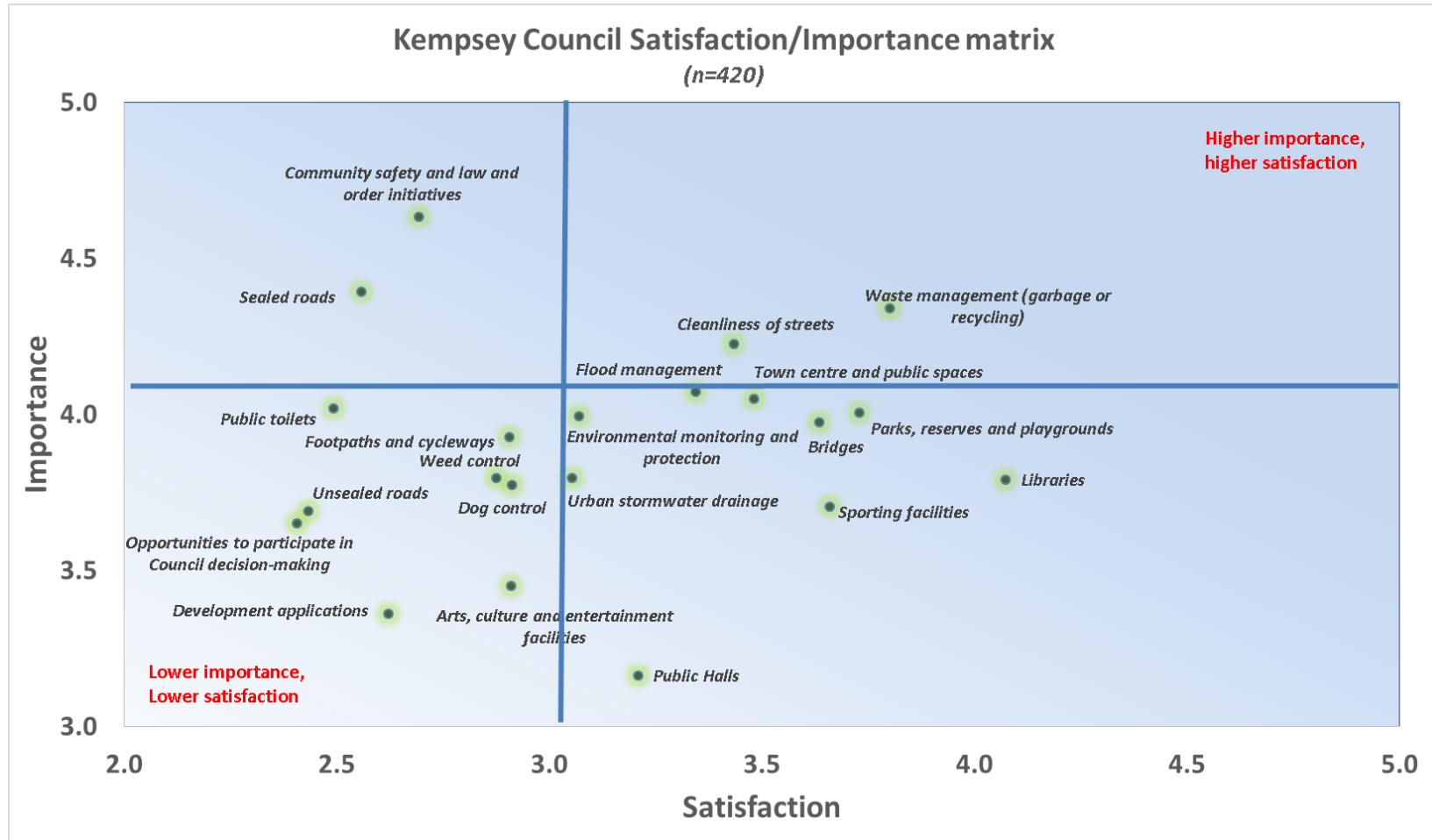
This concentration in the top half of the graphs highlights the notion that to local residents, *everything* is important. Satisfaction mean scores, however, (shown on the x-axis) are far more widely distributed.

(Often when services and facilities are not meeting the expectations of residents, residents will place higher importance on them. Similarly, where services and facilities exceed expectations, residents will place lower importance on them.)

Graph 1.4, over page, outlines the quadrants, neutral scores and the labelled services and facilities.

*(Continued over page...)*

Graph 1.4: Satisfaction vs. importance matrix, the quadrants



The quadrants are summarised in Table 1.4, below:

**Table 1.4: Summary of satisfaction and importance quadrants**

Higher Importance, Lower Satisfaction	Higher Importance, Higher Satisfaction
Community safety and law and order initiatives Sealed roads	Cleanliness of streets Waste management (garbage or recycling)
Lower Importance, Lower Satisfaction	Lower Importance, Higher Satisfaction
Opportunities to participate in Council decision-making Unsealed roads Public toilets Development applications Weed control Footpaths and cycleways Arts, culture and entertainment facilities Dog control	Urban stormwater drainage Environmental monitoring and protection Public Halls Flood management Town centre and public spaces Bridges Sporting facilities Parks, reserves and playgrounds Libraries

The services and facilities that fell in the “higher importance, higher satisfaction” and the “lower importance, higher satisfaction” quadrants do not need any immediate attention from Council – these services and facilities meet resident expectations. Council should continue to provide and maintain the current state of *cleanliness of streets, waste management (garbage or recycling), urban stormwater drainage, environmental monitoring and protection, public halls, flood management, town centre and public spaces, bridges, sporting facilities, parks, reserves and playgrounds and libraries*.

The services and facilities falling into the “lower importance, lower satisfaction” are performing below average in the minds of residents but do not necessarily require immediate attention or investment as they are considered to be of lower importance than other key services and facilities. *Opportunities to participate in Council decision-making, unsealed roads, public toilets, development applications, weed control, footpaths and cycleways, arts, culture and entertainment facilities and dog control* are areas which should strive to improve in the medium to long term.

***The services and facilities that fall into the “higher importance, lower satisfaction” quadrant should take priority at Council in terms of resource allocation.*** Residents place a high level of importance on *community safety and law and order initiatives and sealed roads*. However, their expectations regarding these services are currently not being met.

One final way to analyse this data is by measuring the gap between perceived importance and satisfaction. In an ideal world, the satisfaction of a service would match or exceed the importance placed on it by residents. This does not generally work in practice, primarily due to the extremely high importance scores for facilities or services. However, it is still useful to see where the “expectation gaps” are highest and lowest. This is shown in Table 1.5 (ranked from lowest to highest gap):

**Table 1.5: Gap analysis for 21 selected facilities and services (2017 only):**

Council Service	2017 Satisfaction	2017 Importance	2017 Gap
Libraries	4.07	3.80	0.27
Public Halls	3.21	3.16	0.05
Sporting facilities	3.66	3.69	-0.03
Parks, reserves and playgrounds	3.73	4.01	-0.28
Bridges	3.64	3.99	-0.35
Arts, culture and entertainment facilities	2.91	3.45	-0.54
Garbage and recyclables	3.80	4.34	-0.54
Quality of Kempsey town centre and public spaces	3.48	4.05	-0.57
Flood management	3.34	4.07	-0.73
Development applications	2.62	3.36	-0.74
Urban stormwater drainage	3.05	3.80	-0.75
Cleanliness of streets	3.43	4.23	-0.80
Environmental monitoring and protection	3.07	3.93	-0.86
Dog control	2.91	3.77	-0.86
Weed control	2.87	3.79	-0.92
Footpaths and cycleways	2.91	3.97	-1.06
Opportunities to participate in Council decision-making	2.41	3.65	-1.24
Unsealed roads	2.43	3.70	-1.27
Public toilets	2.49	4.02	-1.53
Sealed roads	2.56	4.39	-1.83
Community safety and law and order initiatives	2.69	4.63	-1.94

Again, the above analysis confirms that the areas requiring further attention (as they are experiencing the highest gaps in importance and performance) were *community safety and law and order initiatives, sealed roads, public toilets, unsealed roads, opportunities to participate in Council decision-making and footpaths and cycleways*.

This shows that in all but two case (*libraries and parks, reserves and playgrounds*), importance outweighed satisfaction.

Looking next at how the satisfaction/importance gap has changed since residents were last surveyed in early 2016:



**Table 1.6: Gap analysis for 21 selected facilities and services over time**

Council Service	2016 Gap	2017 Gap	Gap % change
Sporting facilities	-0.26	-0.03	Much better
Parks, reserves and playgrounds	-0.58	-0.28	Much better
Bridges	-0.59	-0.35	Much better
Garbage and recyclables	-0.79	-0.54	Much better
Quality of Kempsey town centre and public spaces	-0.83	-0.57	Much better
Public Halls	-0.12	0.05	Better
Libraries	0.36	0.27	Better
Arts, culture and entertainment facilities	-0.70	-0.54	Better
Flood management	-0.89	-0.73	Better
Environmental monitoring and protection	-1.01	-0.86	Better
Weed control	-1.08	-0.92	Better
Cleanliness of streets	-0.93	-0.80	Better
Unsealed roads	-1.43	-1.27	Better
Footpaths and cycleways	-1.19	-1.06	Better
Sealed roads	-2.00	-1.83	Better
Community safety and law and order initiatives	-2.01	-1.94	Better
Public toilets	-1.51	-1.53	No Change
Dog control	-0.82	-0.86	No Change
Development applications	-0.70	-0.74	No Change
Opportunities to participate in Council decision-making	-1.09	-1.24	Worse
Urban stormwater drainage	N/A	-0.75	N/A

Where the gap between importance and satisfaction has decreased over time, Council is closer to meeting community expectations regarding the associated service or facility. Where the gap has increased, the opposite is the case. Table 1.6 above indicates that Council is closer to meeting community expectations in 2017 than in 2016 around the following services or facilities: *parks, reserves and playgrounds; quality of Kempsey town centre and public spaces; garbage and recyclables, and; bridges.*

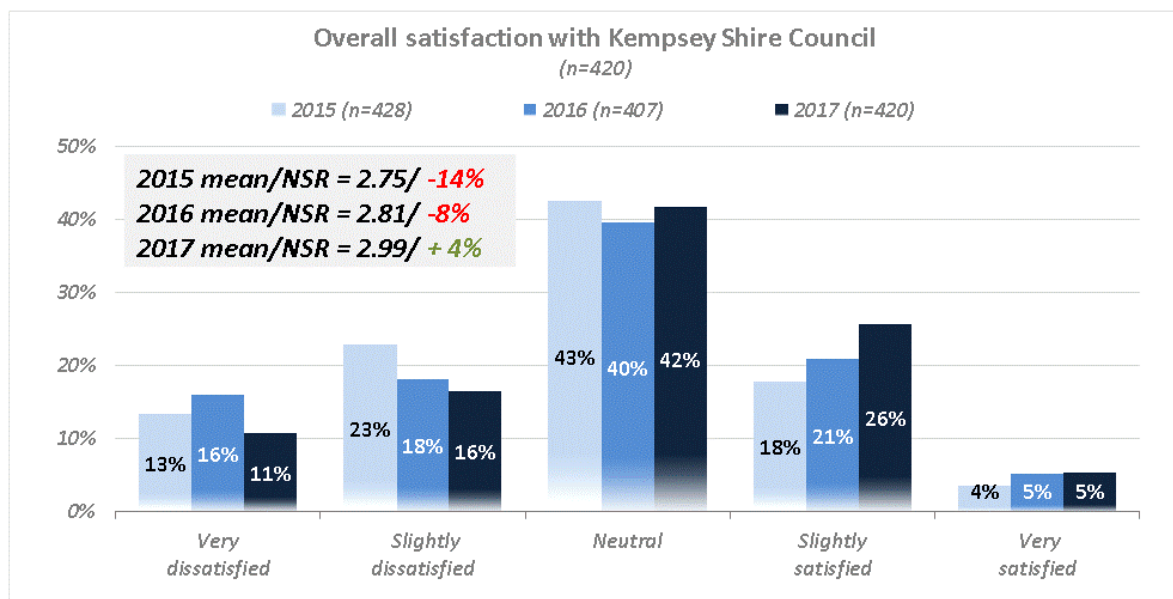
Council has also shown marked improvements in: *sealed roads; bridges; public halls; flood management; arts, culture and entertainment facilities; and weed control.*

The only area where the expectation gap had deteriorated over the previous 12 months was in *opportunities to participate in Council decision-making.*

## Part 2: Overall satisfaction with Council

Once they had been asked to score their satisfaction with the individual facilities and services, respondents rated their overall satisfaction with Council’s performance: again using a 1-5 scale where 1 denoted very dissatisfied, 3 was neutral and 5 denoted very satisfied.

**Graph 2.1: Please rate your satisfaction with Council’s overall performance**



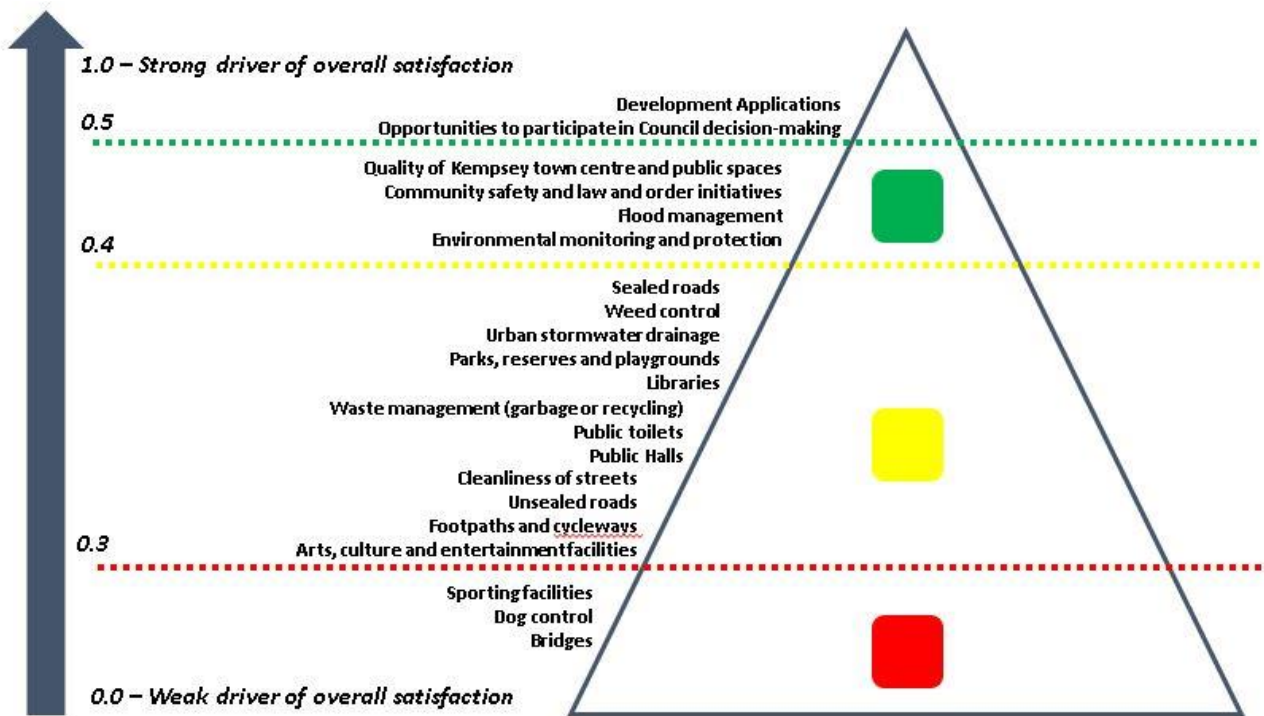
In all, 31% of residents were satisfied with Council’s overall performance - an increase from 26% in 2016 and 22% in 2015. Conversely 27% were dissatisfied (against 34% in 2016 and 36% in 2015). Net satisfaction rating (NSR) was hence +4% (i.e. 4% more residents felt satisfied than dissatisfied). This is an improvement on 2016 and 2015 scores - where 8% and 14% respectively felt more dissatisfied than satisfied – and an important measure to track over time.

Likewise, mean overall satisfaction has been rising steadily over time, from 2.75 in 2015 to 2.99 now.

To drill down into the specific drivers of perceptions of overall satisfaction, we have undertaken a driver analysis. This seeks to understand the correlations between the specific satisfaction statements and overall satisfaction with Council.

Essentially the analysis outlines what some researchers refer to as the derived importance of specific service elements. This offers us an alternative way to prioritise service tasks. Some service tasks will have a greater impact on perceptions of overall satisfaction than others. The picture below outlines the ranking of specific service tasks according to how influential they are on impacting overall satisfaction. The closer the correlation coefficient is to 1.0, the stronger it is as a driver of overall satisfaction.

Picture 2.1: Drivers of overall satisfaction

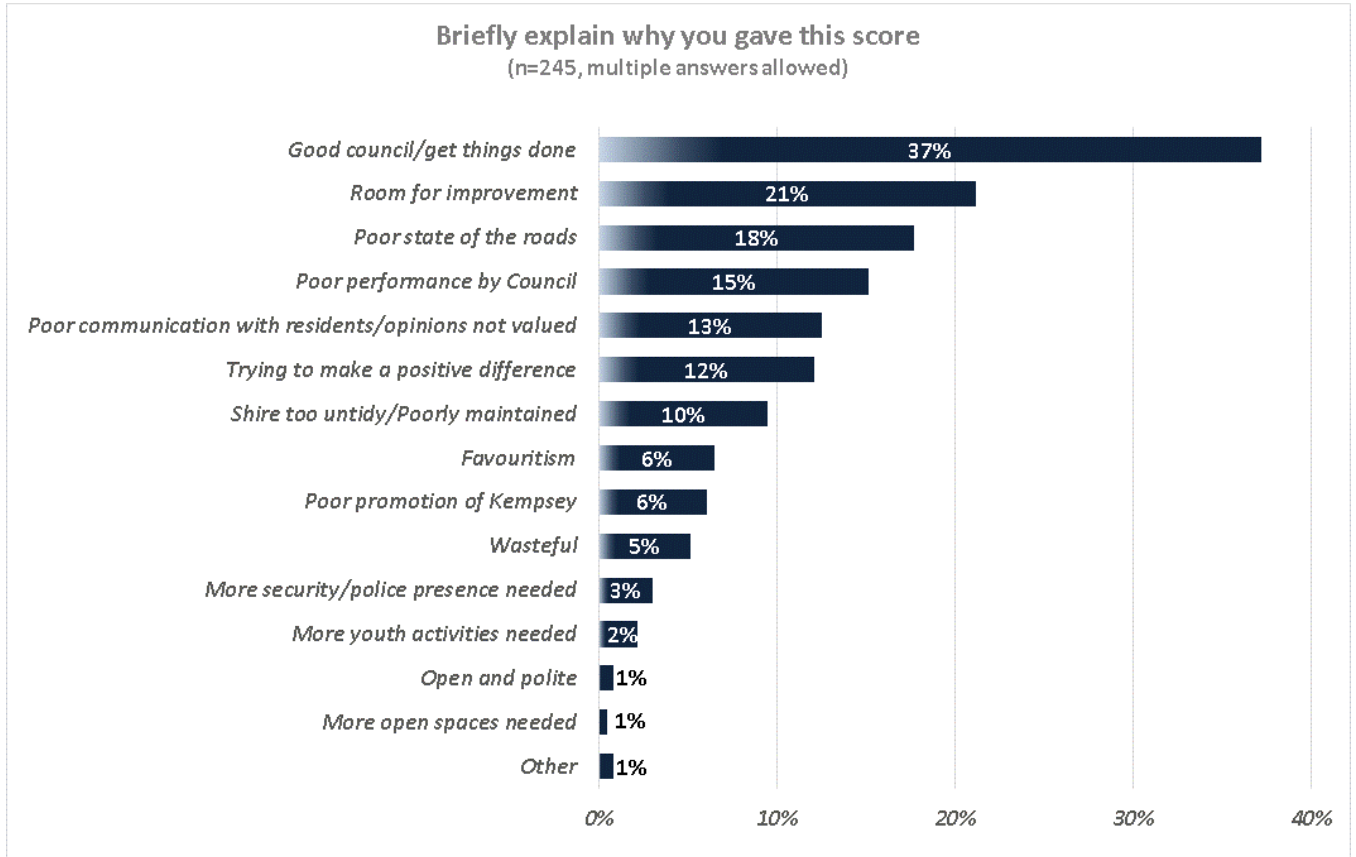


The driver analysis indicates that the strongest drivers of overall satisfaction with Kempsey Council are: *development applications, opportunities to participate in Council decision making, quality of Kempsey town centre and public spaces and community safety and law and order initiatives.*

Those residents providing overall satisfaction ratings of 1, 2, 4 or 5 were then invited to comment on why they had scored Council accordingly. Their open responses have been coded (i.e. themed), with these themes shown in Graph 2.2 over page.

*(Continued over page...)*

**Graph 2.2: Can you explain why you gave that score? (unprompted)**



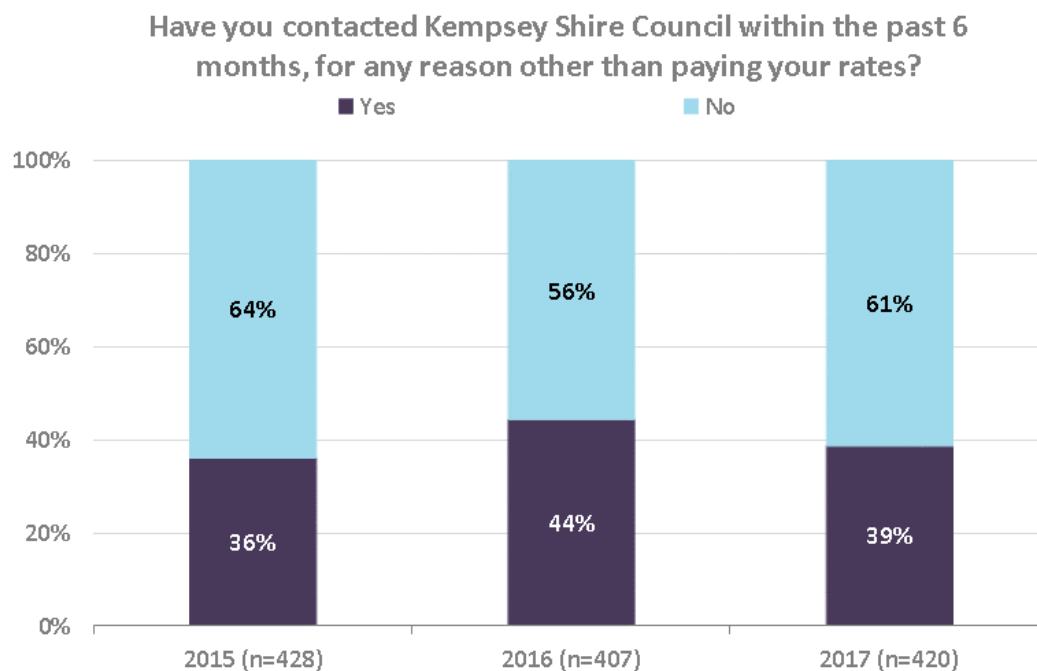
The majority of those with positive scores had trouble articulating specific reasons for their satisfaction, noting instead that Council did a good job generally and were trying to get things done (37%).

Those with negative comments, on the other hand, tended to be more specific. While some gave the vague comment that there was room for improvements (21%), other focussed on the poor state of roads (18%), poor performance by Council (15%), poor communication (13%), untidy Shire (10%), perceived favouritism (6%), poor promotion of Kempsey (6%) and perceptions of waste (5%).

### Part 3: Satisfaction with Council contact

The next series of questions dealt with residents' satisfaction over their personal dealings with Council. Residents were first asked whether they had contacted Council in the past six months for any reasons other than paying their rates:

**Graph 3.1: Contact with Kempsey Shire Council in the past six months**

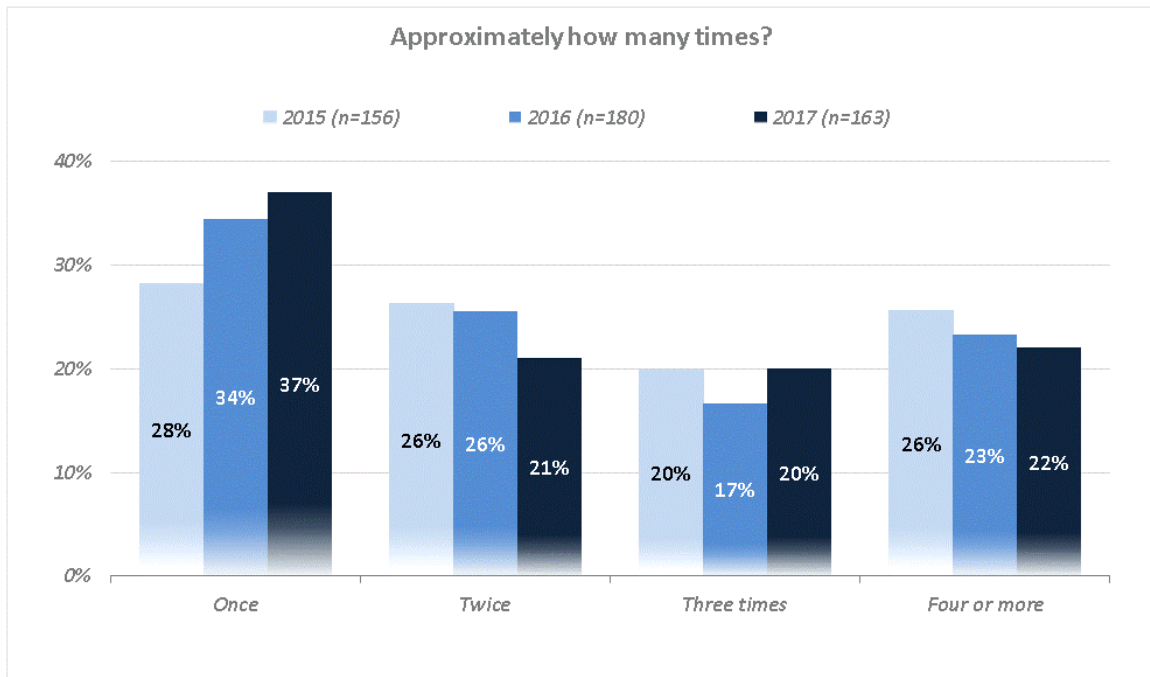


Around two in five residents (39%) indicated that they had contacted Kempsey Shire Council in the past six months for reasons other than paying rates. This is a slight decrease on 2016 (44%) but slightly above 2015 levels (36%).

Those who had contacted Council in the past six months were asked how many times they had contacted Council:

*(Continued over page...)*

**Graph 3.2: Number of times contacted Kempsey Shire Council in the past six months**



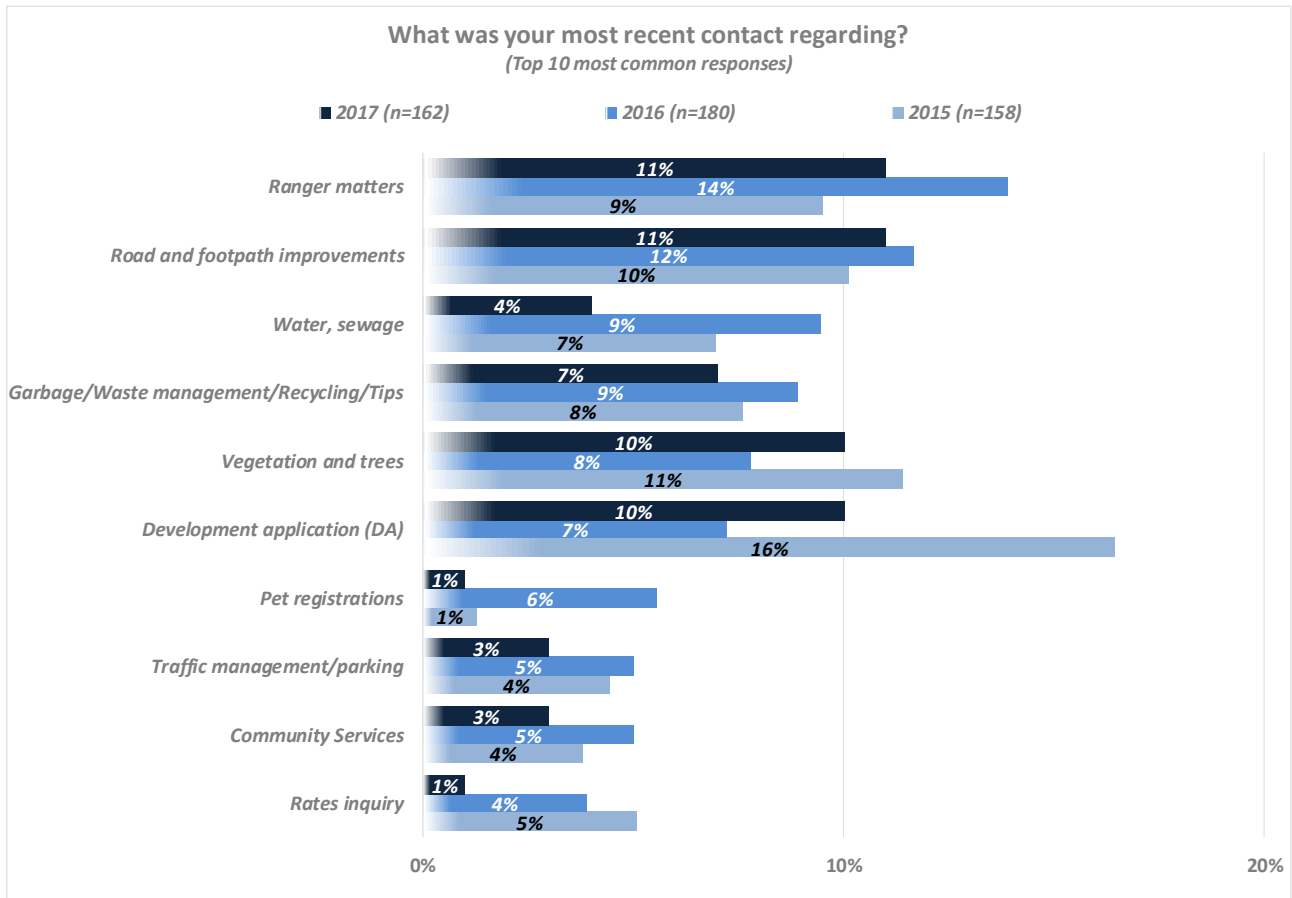
The proportion of residents contacting Council just once in the past six months has shown an upward trend (28% in 2015, 34% in 2016 and 37% in 2017) suggesting residents are now better able to get their issues solved on first contact.

Following the broad questions regarding contact with Council, residents were asked a number of specific questions about their most recent interaction<sup>5</sup>. Firstly, respondents were asked the reason for their most recent contact:

*(Continued over page...)*

<sup>5</sup> The most recent contact is used for a number of reasons. First, it is likely to be current and therefore fresh in their minds. Second, the most recent contact becomes the focus so that memories of previous contacts do not create confusion. Third, for simplicity in questioning, residents focus on one enquiry rather than trying to recall facts regarding multiple contacts with Council.

**Graph 3.3: Purpose of most recent contact with Kempsey Shire Council**



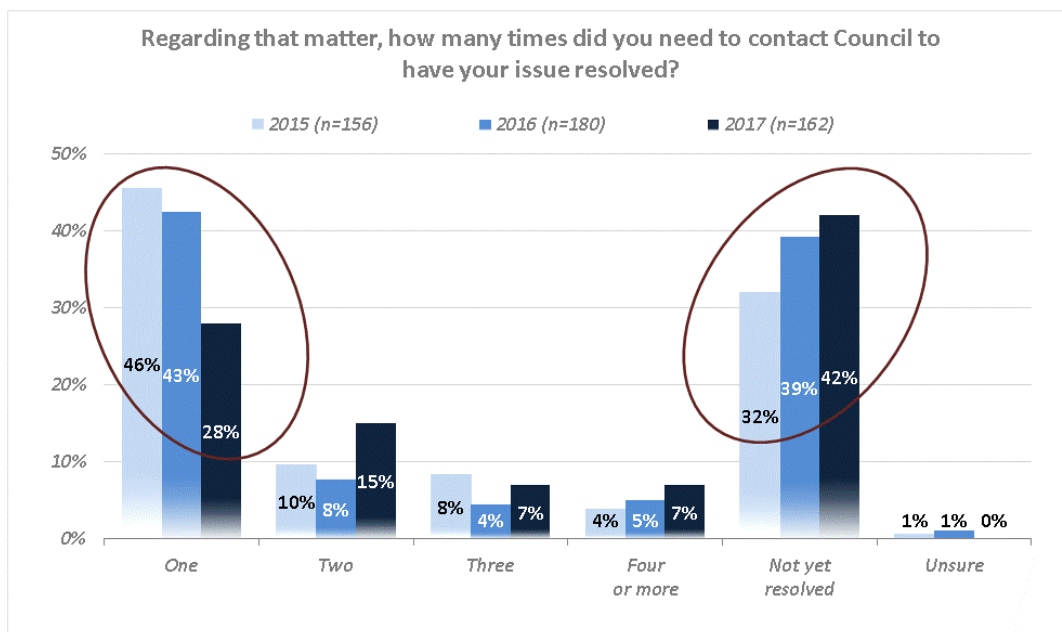
The most frequently mentioned reason for contacting Kempsey Shire Council was a *ranger matter* (11%), followed by a *roads and footpath issue* (11%), *vegetation and trees* (10%), *development application* (10%), and *garbage/waste management/recycling/tip issue* (7%).

Reasons for contacting Council fluctuated over time.

Those who contacted Kempsey Shire Council were asked how many times they had needed to contact Council regarding their issue:

*(Continued over page...)*

**Graph 3.4: Number of contacts needed with Council to resolve issue**



In all, 28% of residents who contacted Council reported that their enquiry was resolved on first contact – a decrease on 2016 (43%) and 2015 (46%) results. Conversely, some 42% indicated that their enquiry was not yet resolved (a slight but not significant increased on 2016 and 2015 results at 39% and 32% respectively).

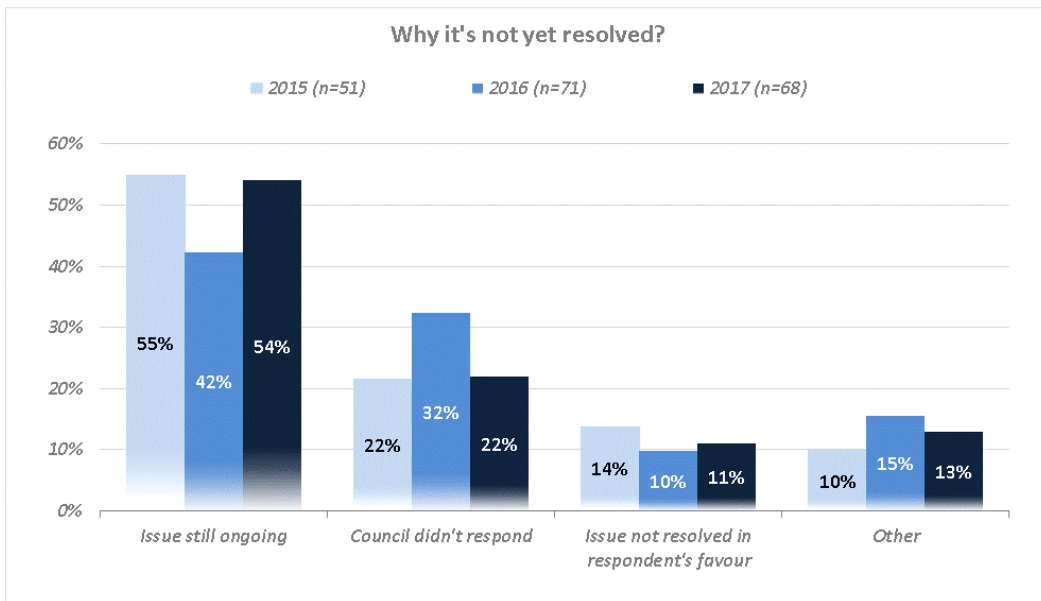
Those who had not yet had their issues resolved were more likely to reside in rural areas (22% vs. 14% of those in urban areas and 13% of those in mixed areas). Enquiries that these individuals had made which were unresolved related to a range of matters including: *footpath or road improvements* (11 of the 68 unresolved issues), *vegetation and trees* (9), *development applications* (6), *ranger matters* (6), *road or bridge closures* (5) and a wide variety of “other” matters. Of these, only *road and footpath improvements* was out of proportion of total inquiries (at 16% of unresolved vs. 11% of inquiries).

Those who indicated that their issue was still not resolved were asked to explain why this was the case:

*(Continued over page...)*



**Graph 3.5: Reason why issue is still not resolved**



Over half (54%) indicated that their issue was ongoing and 11% indicated that the issue was, in fact, resolved but not in their favour. Happily, the proportion claiming that the Council did not respond to their enquiry fell from 32% last year to 22% in the most recent survey.

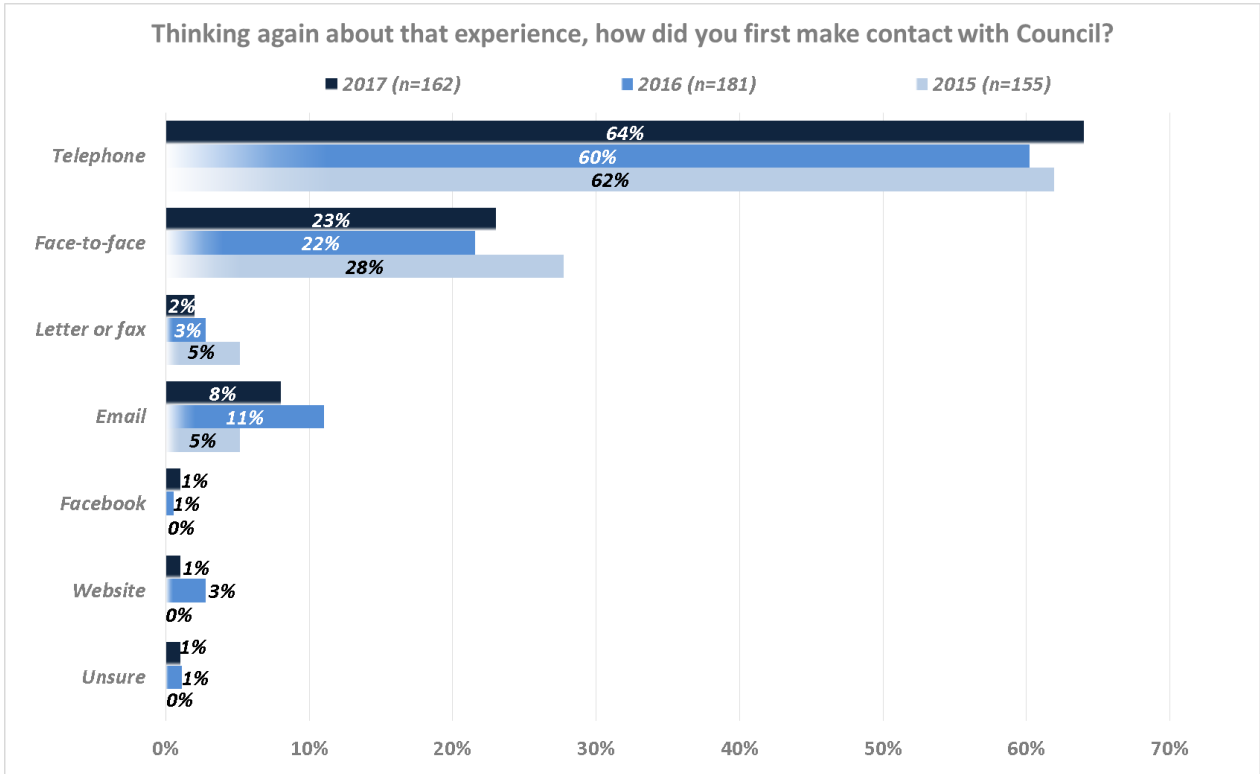
Of those who said Council didn't respond, one-third related to vegetation and trees. The balance were evenly distributed between different areas.

Those aged 18 to 39 years were more likely to suggest that their issue was still ongoing than those aged 40 to 59 years.

Those saying they had contacted Kempsey Shire Council in the last six months were then asked how they first made contact with Council:

*(Continued over page...)*

**Graph 3.6: Method of contact with Council**

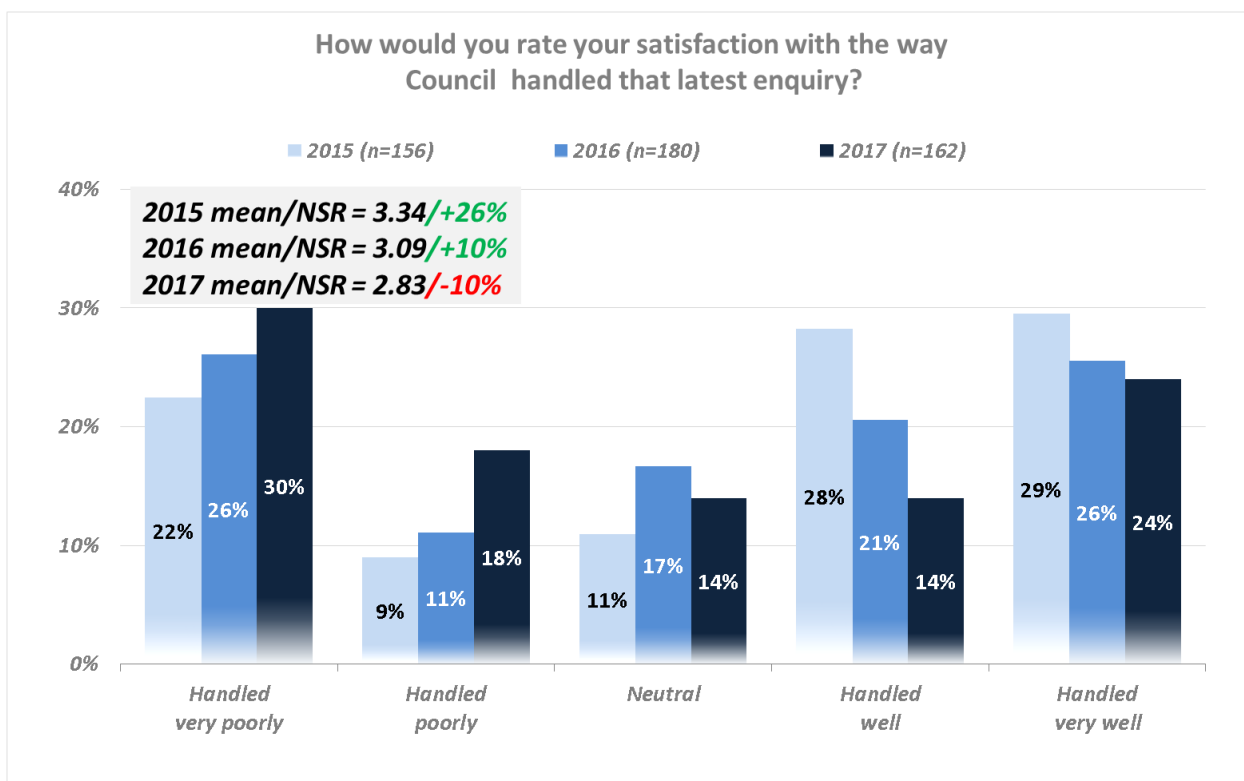


Three in five respondents (64% in 2017, 60% in 2016, 62% in 2015) indicated that they first contacted Council via telephone, with 23% coming face-to-face via the Council customer centre. Some 8% contacted Council via email and just 2% by letter or fax. This suggests that even in an era of online communication and social media, phone and face-to-face remain critical forms of contact.

Residents were then asked to rate the Council staff handling of their enquiry on a 1-5 scale (where 1 = handled very poorly, 3 = neutral and 5 = handled very well).

*(Continued over page...)*

**Graph 3.7: Rating of satisfaction with how Council handled last enquiry**



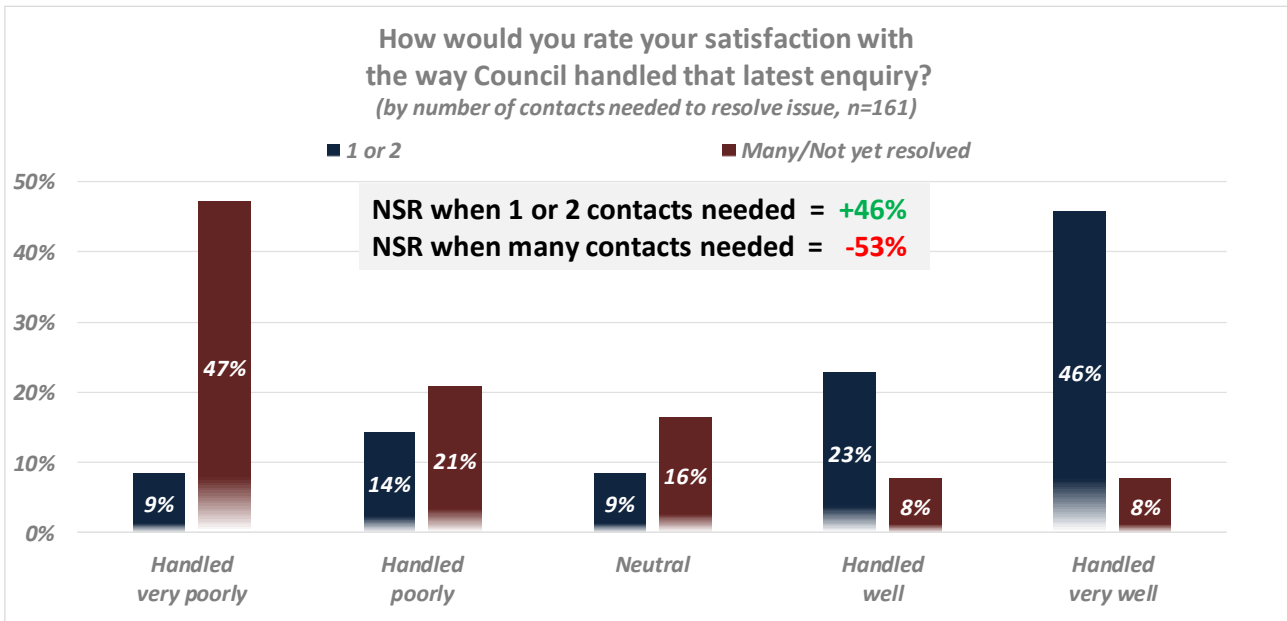
Disappointingly, the proportion rating their overall satisfaction with the customer service received from Council declined in 2017, with 40% indicating that their most recent enquiry was handled well or very well (against 47% in 2016 and 57% in 2015). The corresponding Net Satisfaction Rating (handled poorly total subtracted from handled well total) declined from +26% in 2015 to +10% in 2016 and now to -10% in 2017. This suggests that more residents are disappointed with their interaction with Council than those who feel their interaction was handled well.

Mean enquiry handling scores were highest among those aged 40 to 59 (3.22 out of 5 compared with 2.31 among those aged 18 to 39 years), those outside of postcode 2440 (3.36 compared to 2.67 among those in post code 2440) and those residing in urban areas (3.15 compared with 2.52 among those in rural / mixed areas).

As was seen in the previous waves of research, graph 3.10 shows (logically enough) a significant difference in satisfaction with the way the most recent interaction was handled against how long that interaction took to resolve:

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**Graph 3.8: Satisfaction with way Council handled the enquiry by contact time required to resolve**



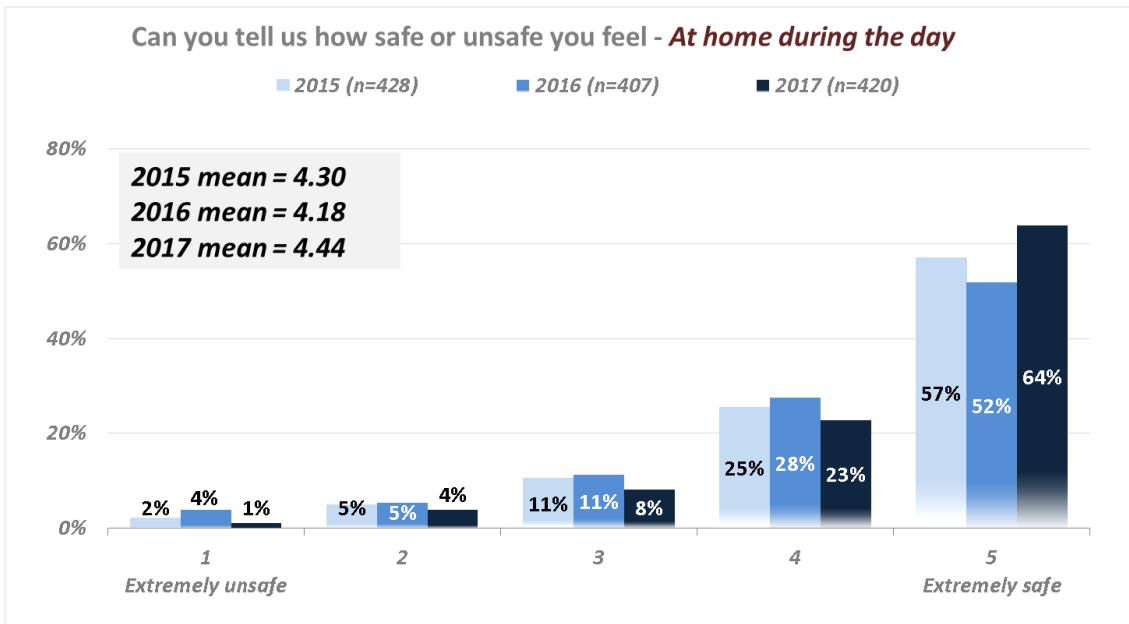
Those requiring multiple contacts to have their issue resolved, or who indicated that their enquiry was not yet resolved, were more likely to feel that their initial interaction was handled very poorly. This highlights the importance of resolving issues quickly, and keeping residents informed of progress for ongoing issues.

## Part 4: Key Performance Indicators

Following the customer satisfaction questions, residents were asked a number of ad hoc questions relating to a variety of Council key performance indicators (KPIs).

Firstly, residents were asked how safe or unsafe they felt across a number of situations:

**Graph 4.1: Perceptions of safety, at home alone during the day**

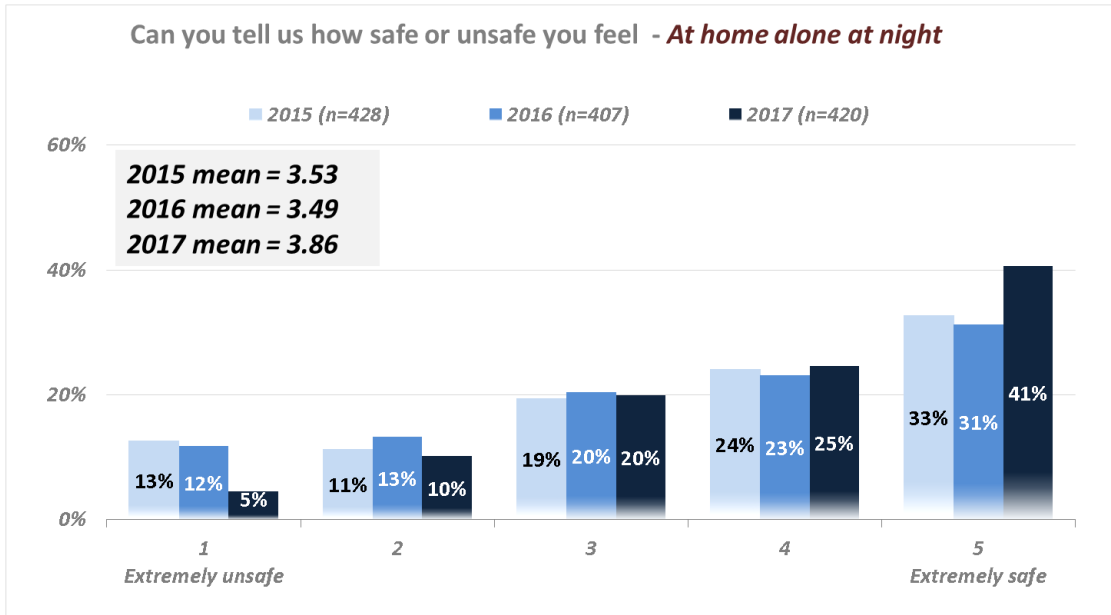


Perceptions of safety in the day time were positive, with only 5% indicating they felt unsafe at home during the day. Some 64% felt extremely safe at home during the day (significantly higher than 52% in 2016).

Residents were next asked how safe or unsafe they felt at home alone at night:

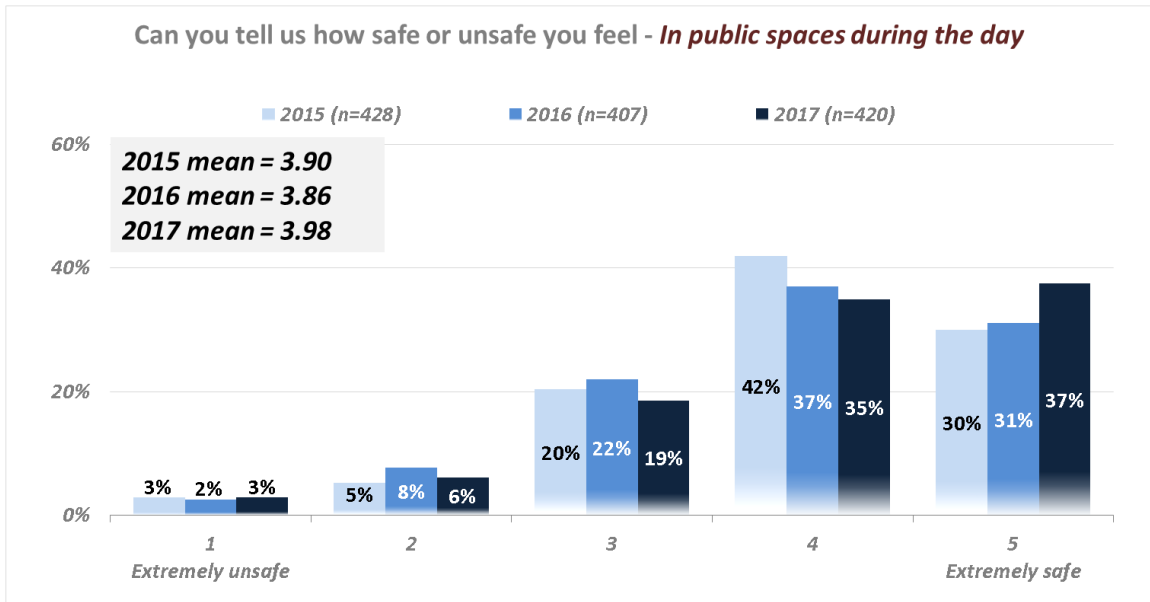
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**Graph 4.2: Perceptions of safety, at home alone at night**



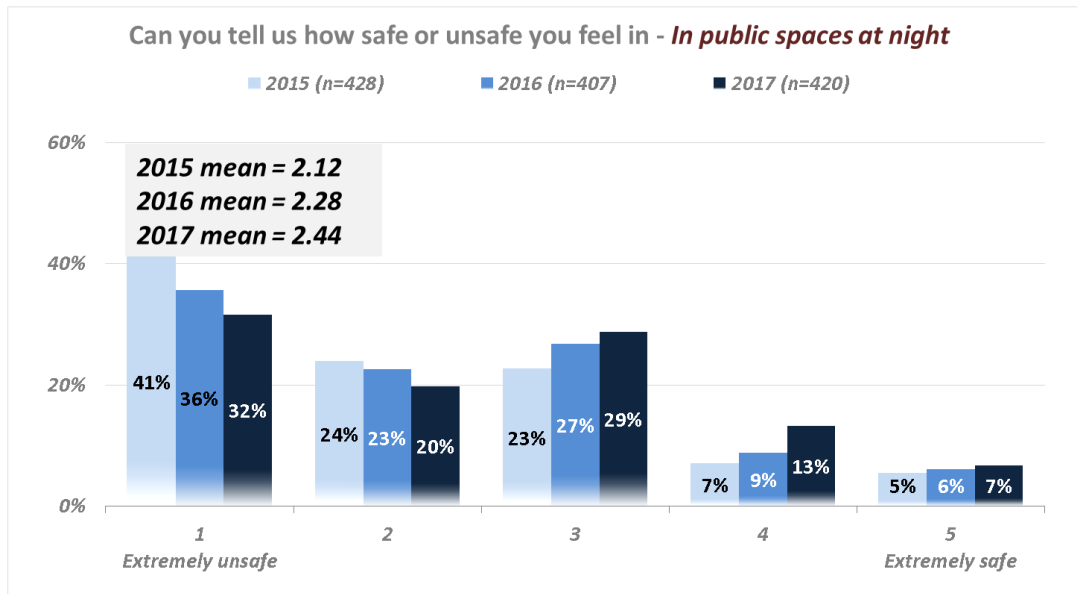
Perceptions of safety at night, while not as favourable as during the day, have improved over time with significantly more residents feeling *extremely safe* at home alone at night in 2017 compared with previous years (41% in 2017, 31% in 2016 and 33% in 2015).

**Graph 4.3: Perceptions of safety, in public spaces during the day**



Similarly, perceptions of safety in public spaces during the day improved in this latest survey, with 37% now feeling *extremely safe*.

**Graph 4.4: Perceptions of safety, in public spaces at night**

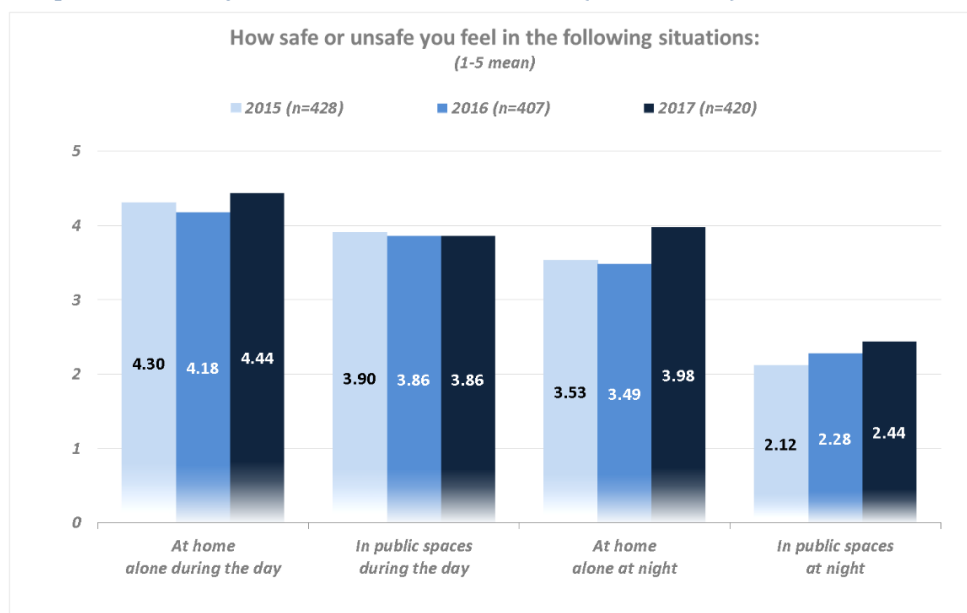


While safety in public spaces at night is still a concern to most (only one in five feel safe), the slight (but not significant) decline in those who felt *extremely unsafe* continued in 2017 (32% in 2017 compared with 36% in 2016 and 41% in 2015).

Men felt safer than women (2.72 and 2.16 respectively) as did those residing outside of post code 2440 compared with those within post code 24401 (2.73 vs. 2.33).

Graph 4.5, over page, outlines perceptions of safety by location and time:

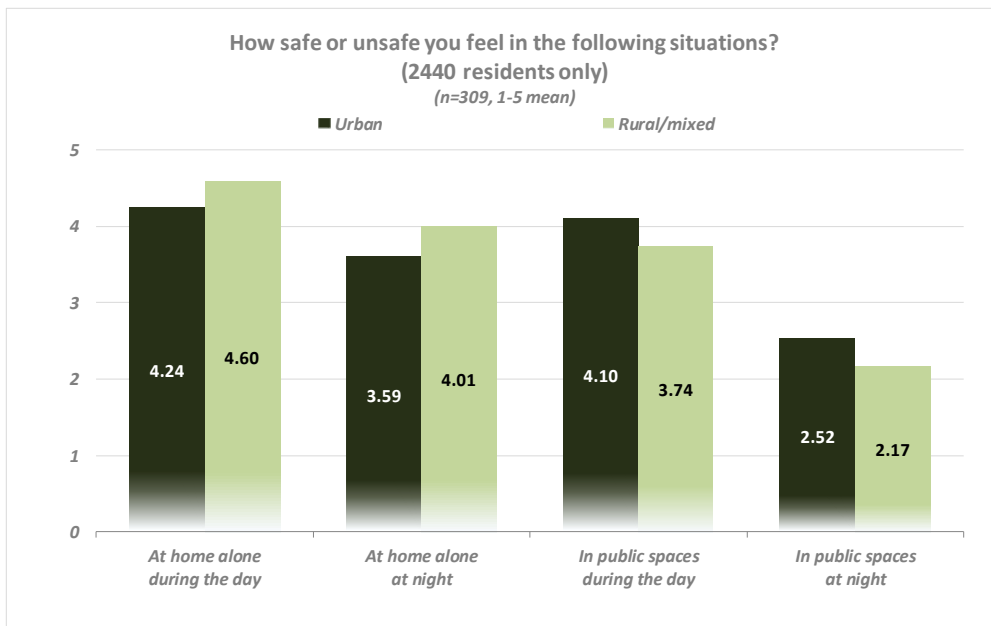
**Graph 4.5: Perceptions of safety across locations, over time (mean score)**



The upward trend in safety ratings at night are positive and encouraging.

For those living in the 2440 postcode, results varied significantly between urban and rural residents:

**Graph 4.6: Perceptions of safety by residents in 2440 postcode**



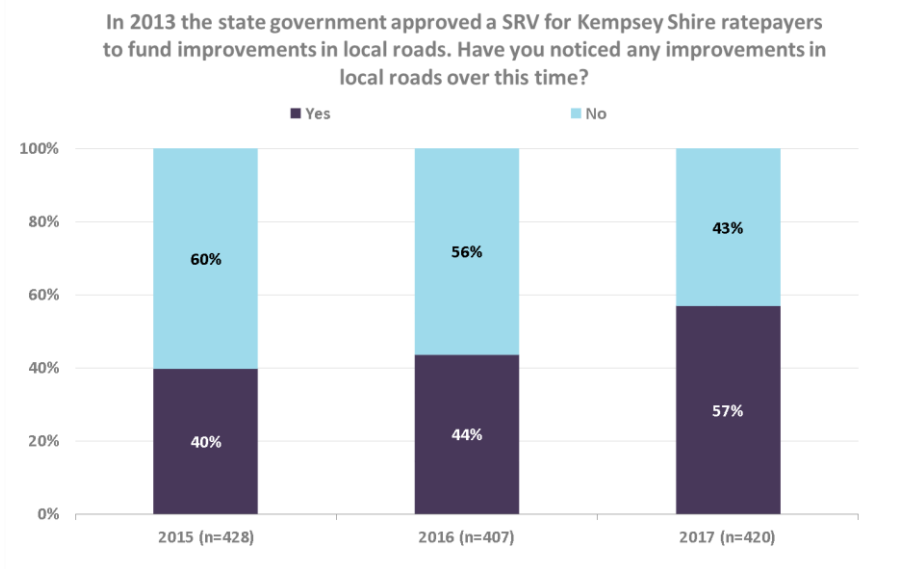
This suggests that rural residents feel safer in their homes than their urban counterparts. But in public spaces the opposite is the case – possibly because those living in town are more familiar (and hence more comfortable) with this scenario.

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Residents were then asked whether they had noticed any improvements in local roads:

**Graph 4.7: Improvement to local roads in the past 12 months**



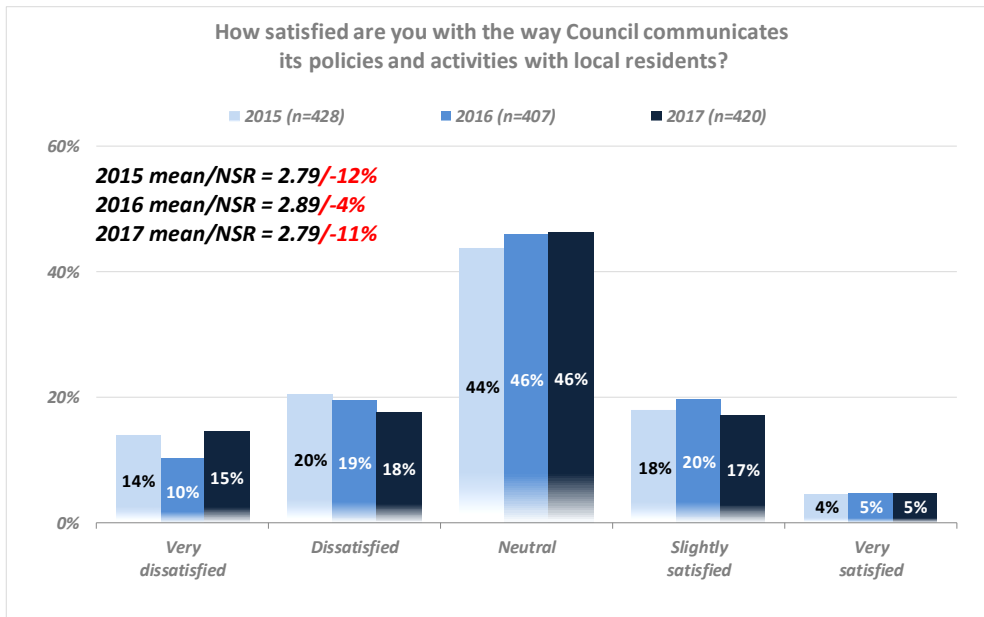
Over half (57%) of residents indicated that they have noticed an improvement in local roads in the last 12 months - a statistically significant improvement on 2016 results (44%).

## Part 5: Council Communications

The survey concluded with a range of questions relating to the way Council communicates with the community – and vice versa.

Residents were first asked how satisfied they were with the way Council communicates its policies and activities with local residents:

**Graph 5.1: Satisfaction with Council communication of policies and activities**



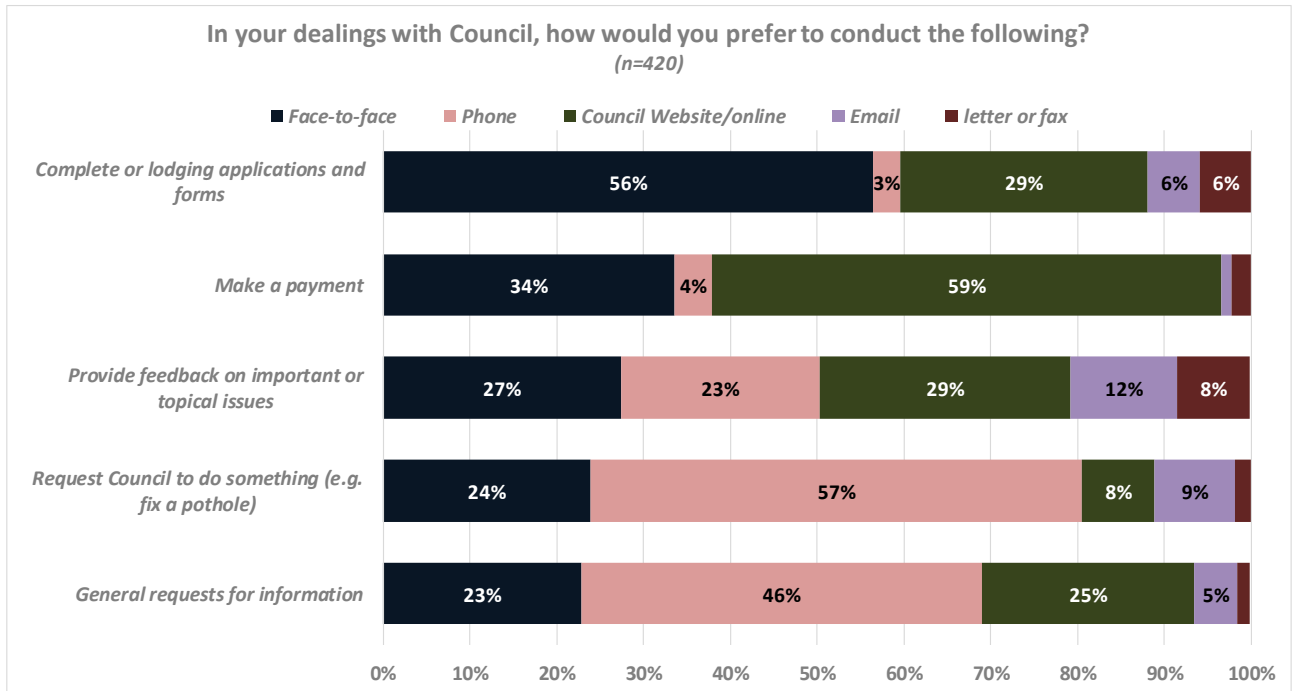
Almost one in four (22%) indicated that they were satisfied with Council’s current methods of communications, while 33% were dissatisfied. The proportion dissatisfied increased slightly but not significantly on 2016 results, now back to 2015 levels (33% in 2017, 29% in 2016 and 34% in 2015).

Net satisfaction, which is still negative, showed a similar movement back to 2015 levels.

*(Continued next page)*

Residents were then asked how they would prefer to contact Council across a variety of activities and issues:

**Graph 5.2: Preferred communication methods (summary 2017 only)**



Online was the preference for transactional dealings with Council (such as making a payment) but the traditional methods of face-to-face and phone were preferred for interactions such as completing and lodging applications and forms (56% face-to-face), requests for Council to do something (58% phone, 24% face-to-face).

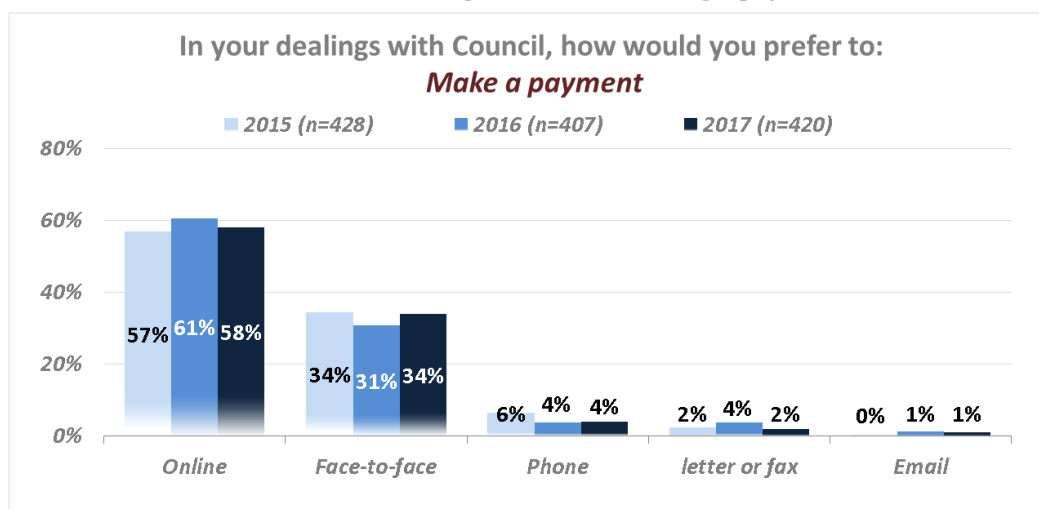
Interestingly, a wide spread of methods emerged for community engagement activities such as providing feedback on important topical issues, and general requests for information.

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These results suggest that Kempsey Shire Council residents are not yet ready to move some of their Council dealings online and they still require a high level of support either over the phone or face-to-face when conducting Council business.

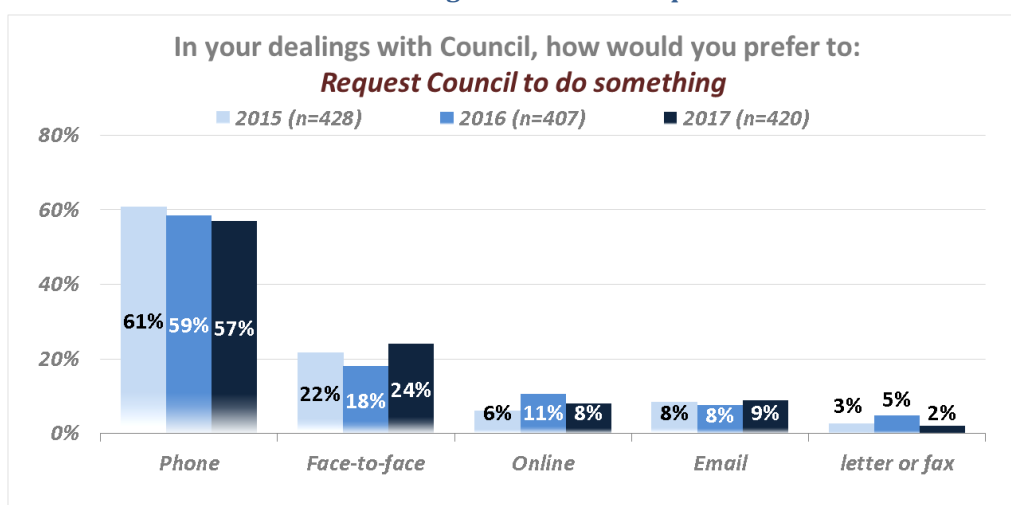
These results are consistent with the 2015 findings, suggesting that preferences for various methods of contact are slow to evolve over time. Preference for methods of contacting Council to conduct various business transaction over time are outlined in Graphs 5.3 to 5.8 below.

**Graph 5.3: Preference for methods of contacting Council for making a payment**



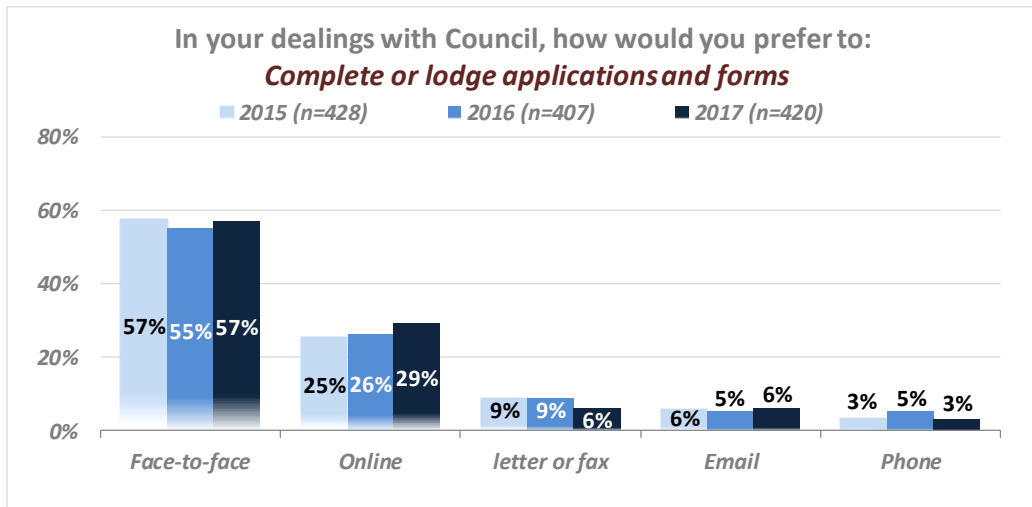
In relation to making a payment, results were largely unchanged on previous years.

**Graph 5.4: Preference for methods of contacting Council for to request Council to do something**



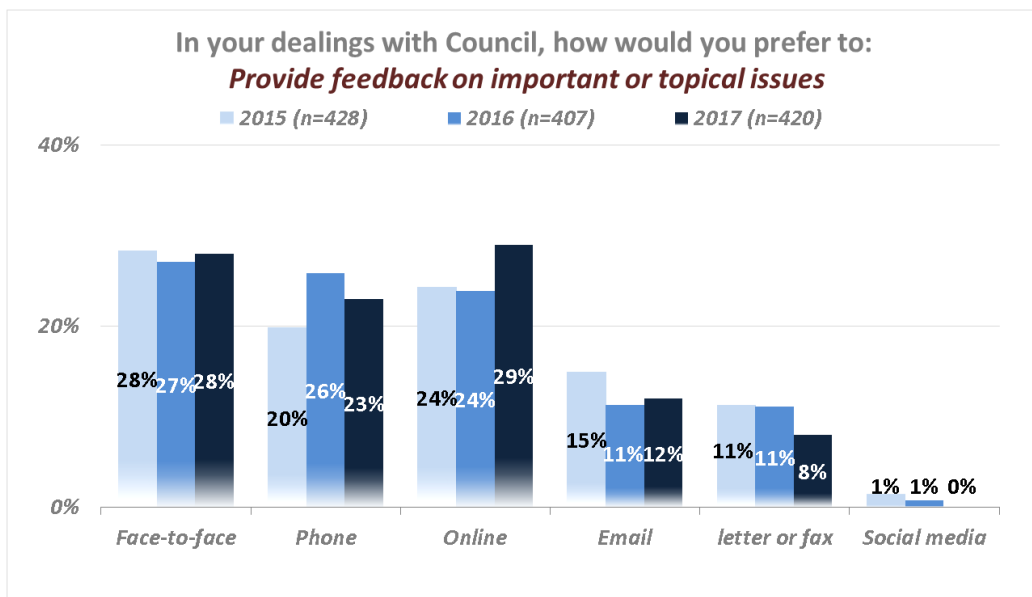
When requesting Council to do something, there was a small uptick in preference for face-to-face.

**Graph 5.5: Preference for methods of contacting Council to complete or lodge applications and forms**



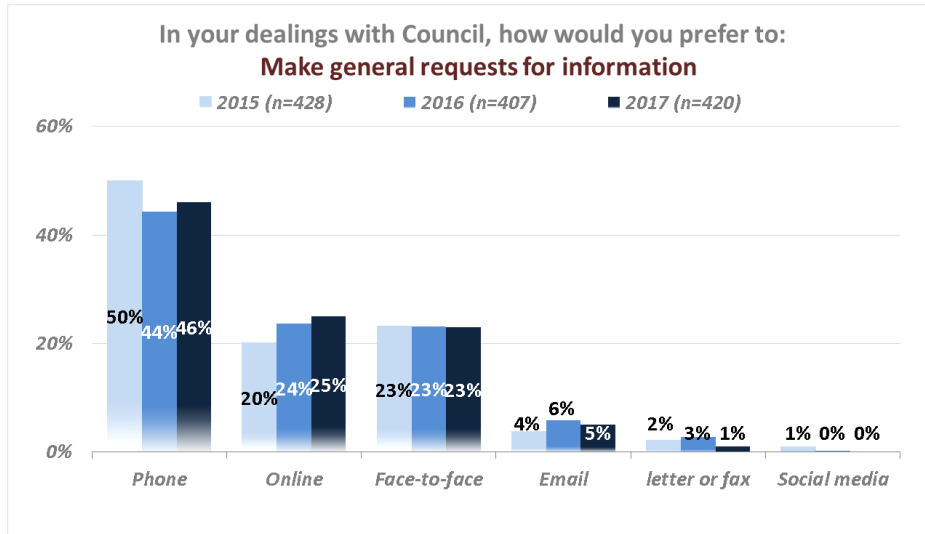
When lodging applications or forms, there was a small increase in online, at the expense of letter/fax.

**Graph 5.6: Preference for methods of contacting Council to provide feedback on important or topical issues**



When providing feedback, there was a jump in online this survey, with phone and letter/fax slightly down.

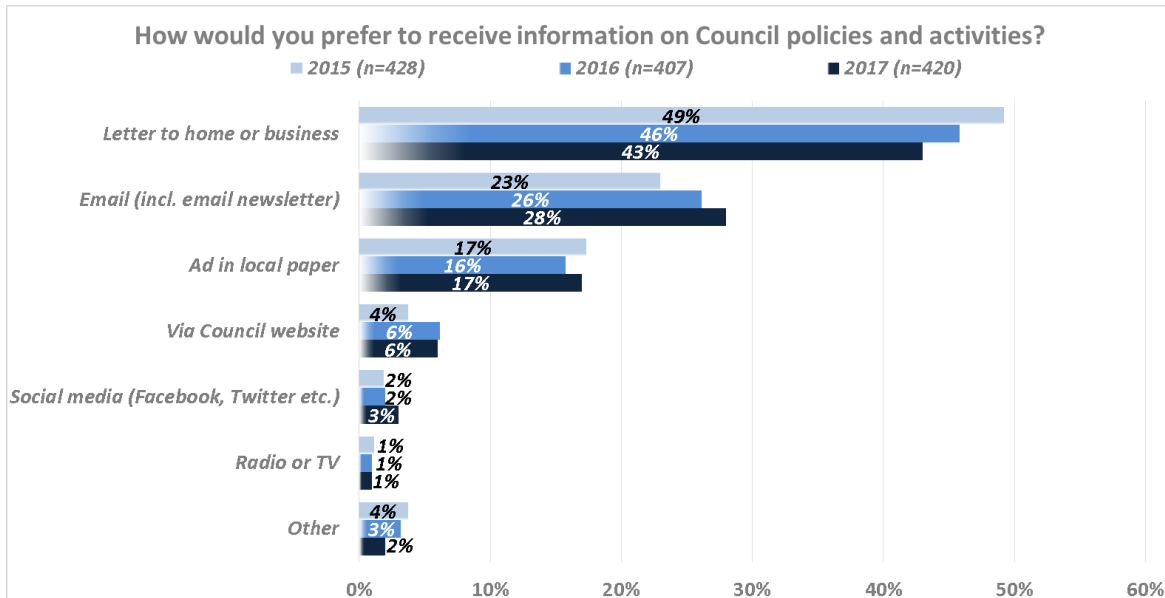
**Graph 5.7: Preference for methods of contacting Council to make general requests for information**



Results for requests for information were largely unchanged year-on-year.

Respondents were also asked how they preferred receiving information regarding Council policies and activities:

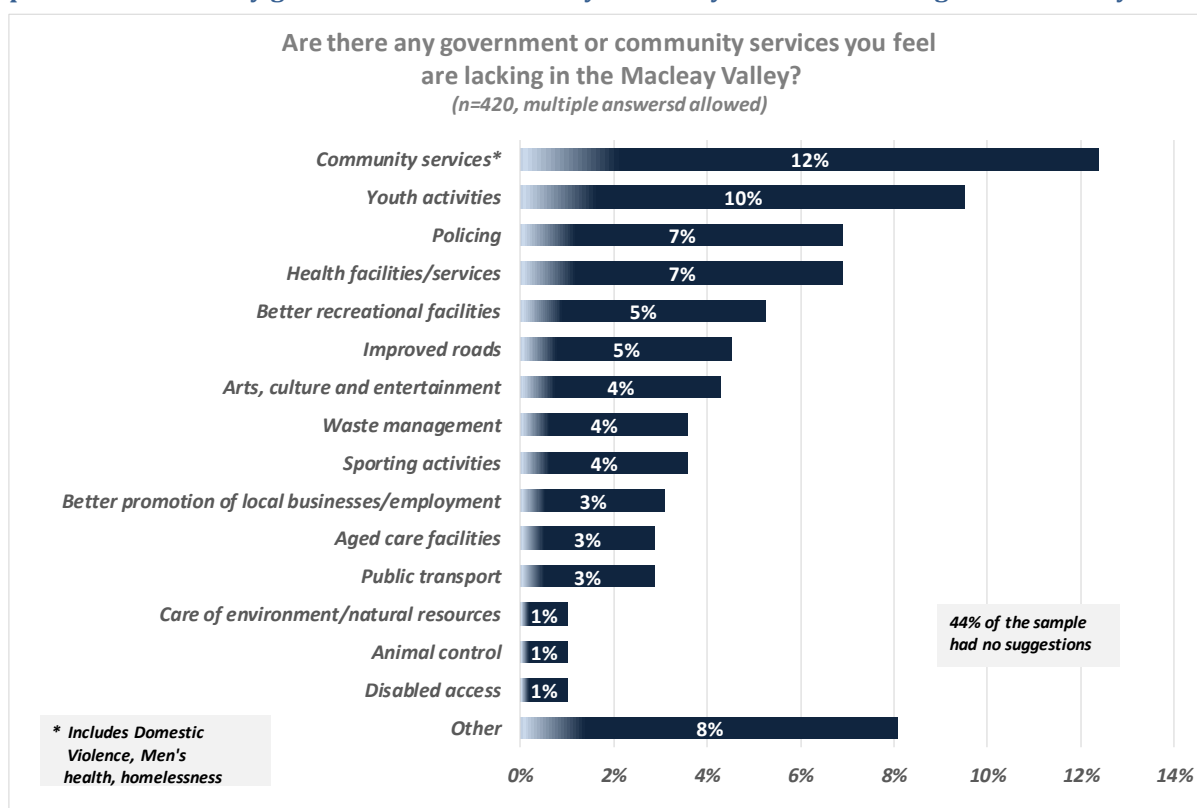
**Graph 5.8: Preference for methods of receiving information on Council policies and activities**



Letters (43%) remained far and away the most popular method for receiving information on Council policies and activities. However, the proportion preferring emails continued to trend upward (from 23% in 2015 to 26% in 2016 and 28% in 2017), showing a gradual migration to online communication. Meanwhile one in six (17%) wanted to receive their information via ads in the local paper.

The survey concluded by asking residents whether there were any government or community services they felt were lacking in the Macleay Valley. This unprompted question has been coded, and the main response themes shown below:

**Graph 5.9: Are there any government or community services you feel are lacking in the Macleay Valley?**



Of all those surveyed, just over half (56%) had suggestions. The most frequently mentioned services (perceived to be) lacking in the Macleay Valley included community services (such as domestic violence support, men's health and homelessness), youth activities, policing and health facilities/services. Others which gained multiple mentions included better recreational facilities, improved roads, additional arts, cultural or entertainment facilities, improved waste management, and additional sporting facilities.

## Appendix 1: Questionnaire

### Version 2 Kempsey\_Council\_CSS\_2017

Last modified:27/01/2017 10:04:14 AM

- Q1. Good afternoon/evening, my name is (name), and I'm calling from Jetty Research on behalf of Kempsey Shire Council. Council is conducting a satisfaction survey of its residents, and you have been randomly selected to participate in this. The survey takes around 12 minutes, we're not trying to sell anything, and all answers will remain confidential. Would you be willing to assist Council this afternoon/evening?

**Offer a CALL BACK. Must be 18 or over. Council Contact: Kathy Oliver 6566 3322  
Director Community Engagement**

Yes	1
No	555

*Answer If Attribute "No" from Q1 is SELECTED*

Q1

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

**End**

- Q3. That's great. I just have a few quick qualifying questions. Firstly can I confirm you live in the Kempsey Shire?

**UNPROMPTED**

Yes	1
No	555

*Answer If Attribute "No" from Q3 is SELECTED*

Q3

- Q4. I'm sorry but the survey is for Kempsey Shire residents only. Thank you for your time.

**End**

- Q5. Are you a councillor or permanent council employee?

**Contractors and casual staff ok**

Yes	1
No	555

*Answer If Attribute "Yes" from Q5 is SELECTED*

Q5

- Q6. I'm sorry in that case you don't qualify for this survey. Thank you for your time and have a great afternoon/evening.

**End**

- Q7. May I have your age range, would it be between?

**PROMPTED - If under 18 survey will terminate**

18-39	1
40-59	2
60+	3

Q7



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

**Type NA if not willing to give name**

**Q9. Thanks [Q8]. To get us underway, can you please rate your satisfaction with the following Council facilities or services on a sliding scale, where 1 equals low satisfaction, 3 is neutral and 5 equals high satisfaction. If you don't know, or don't use this service, say not applicable and we'll move onto the next one.**

**PROMPTEDrate each option**

	1 Low satisfaction	2	3	4	5 High satisfaction	N/A	
Sporting facilities	1	2	3	4	5	555	Q9_1
Quality of Kempsey town centre and public spaces	1	2	3	4	5	555	Q9_2
Arts, culture and entertainment facilities	1	2	3	4	5	555	Q9_3
Sealed roads	1	2	3	4	5	555	Q9_4
Unsealed roads	1	2	3	4	5	555	Q9_5
Footpaths and cycleways	1	2	3	4	5	555	Q9_6
Community safety and law and order initiatives	1	2	3	4	5	555	Q9_7
Opportunities to participate in Council decision-making	1	2	3	4	5	555	Q9_8
Cleanliness of streets	1	2	3	4	5	555	Q9_9
Parks, reserves and playgrounds	1	2	3	4	5	555	Q9_10
Flood management	1	2	3	4	5	555	Q9_11
Bridges	1	2	3	4	5	555	Q9_12
Dog control	1	2	3	4	5	555	Q9_13
Public toilets	1	2	3	4	5	555	Q9_14
Weed control	1	2	3	4	5	555	Q9_15
Waste management (garbage or recycling)	1	2	3	4	5	555	Q9_16
Libraries	1	2	3	4	5	555	Q9_17
Public Halls	1	2	3	4	5	555	Q9_18
Development applications	1	2	3	4	5	555	Q9_19
Environmental monitoring and protection	1	2	3	4	5	555	Q9_20
Urban stormwater drainage	1	2	3	4	5	555	Q9_21

**Q10. Next [Q8], I'm going to read out the list again but this time please rate how important the facilities or services are to you or members of your family, where 1 means you think this is not at all important, 4 means you think it is very important and 5 means you think it is critical.**

**PROMPTEDrate each option**

	1 Low importance	2	3	4	5 High importance	N/A	
Sporting facilities	1	2	3	4	5	555	Q10_1
Quality of Kempsey town centre and public spaces	1	2	3	4	5	555	Q10_2
Arts, culture and entertainment facilities	1	2	3	4	5	555	Q10_3
Sealed roads	1	2	3	4	5	555	Q10_4
Unsealed roads	1	2	3	4	5	555	Q10_5
Footpaths and cycleways	1	2	3	4	5	555	Q10_6
Community safety and law and order initiatives	1	2	3	4	5	555	Q10_7
Opportunities to participate in Council decision-making	1	2	3	4	5	555	Q10_8
Cleanliness of streets	1	2	3	4	5	555	Q10_9
Parks, reserves and playgrounds	1	2	3	4	5	555	Q10_10
Flood management	1	2	3	4	5	555	Q10_11
Bridges	1	2	3	4	5	555	Q10_12
Dog control	1	2	3	4	5	555	Q10_13
Public toilets	1	2	3	4	5	555	Q10_14
Weed control	1	2	3	4	5	555	Q10_15
Waste management (garbage and recycling)	1	2	3	4	5	555	Q10_16
Libraries	1	2	3	4	5	555	Q10_17
Public Halls	1	2	3	4	5	555	Q10_18
Development applications	1	2	3	4	5	555	Q10_19
Environmental monitoring and protection	1	2	3	4	5	555	Q10_20
Urban stormwater drainage	1	2	3	4	5	555	Q10_21

**Q11. And how satisfied are you with Council's overall performance? We'll use a scale of 1-5, where 1 is very dissatisfied, 3 is neutral and 5 is very satisfied.**

**UNPROMPTED**

1 Very dissatisfied	1	
2 Slightly dissatisfied	2	
3 Neutral	3	
4 Slightly satisfied	4	
5 Very satisfied	5	

Q11

**Q12. Can you briefly explain why you gave this score?**

*Do not answer if Attribute "3 Neutral" from Q11 is SELECTED*

**PROBE if necessary**

Q12

**Q13. Now [Q8], have you contacted Kempsey Shire Council within the past 6 months, for any reason other than paying your rates?**

**UNPROMPTED**

Yes	1	
No	555	Go to Q20

Q13

**Q14. Approximately how many times have you contacted Council within the past 6 months?**

**UNPROMPTED**

Once	1	
Twice	2	
Three times	3	
Four or more	4	
Unsure	666	

Q14

**Q15. And thinking back to your most recent contact, what was it regarding?**

**UNPROMPTED**

Garbage/Waste management/Recycling/Tips	1	
Development application (DA)	2	
Building inspection inquiries	3	
Rates inquiry (including pensioner rebates and change of address)	4	
Water billing	5	
Water, sewage	6	
Septic tanks	7	
Drainage problems	8	
Community Services (availability of facilities, grants, community events, aged care and disabled services etc)	9	
Ranger matters (barking dogs, livestock etc)	10	
Vegetation and trees (requesting council to clear vegetation or mow grass)	11	
Other parks and gardens	12	
Road and footpath improvements	13	
Library	14	
Cultural facilities	15	
Cultural or sporting events	16	
Traffic management/parking	17	
Road or bridge closures	18	
Fees and charges generally	19	
Cemeteries	20	
Pet registrations	21	
Website content and access	22	
Can't recall	23	
OTHER		

Q15

**Q16. And regarding that matter, how many times did you need to contact Council to have your issue resolved?**

**UNPROMPTED**

One	1
Two	2
Three	3
Four or more	4
Not yet resolved	5
Unsure	666

Q16

**Q17. Can you briefly explain why it's not yet resolved?**

*Answer If Attribute "Not yet resolved" from Q16 is SELECTED*

**UNPROMPTED**

Issue still ongoing	1
Council didn't respond	2
Issue not resolved in respondents favour	3

Q17

**Q18. Thinking again about that experience, how did you first make contact with Council?**

**UNPROMPTED**

Telephone	1
Face-to-face	2
Letter or fax	3
Email	4
Website	5
Facebook	6
Unsure	666

Q18

**Q19. And how would you rate your satisfaction with the way Council handled that latest enquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means it was handled very well?**

**UNPROMPTED**

1 Handled very poorly	1
2 Handled poorly	2
3 Neutral	3
4 Handled well	4
5 Handled very well	5

Q19

**Q20. Now [Q8], on a slightly different topic, can you tell me how safe or unsafe you feel in the following situations. We'll use a scale of 1-5, where 1 means you feel extremely unsafe, and 5 means you feel extremely safe.**

**PROMPTED - rate each option**

	1	2	3	4	5
	Extremely unsafe				Extremely safe
At home alone during the day	1	2	3	4	5
At home alone at night	1	2	3	4	5
In public spaces during the day	1	2	3	4	5
In public spaces at night	1	2	3	4	5

Q20\_1

Q20\_2

Q20\_3

Q20\_4

**Go to Q24**

**Q21. (SKIPPED) Does your household presently have an emergency flood or bushfire plan in place?**

**UNPROMPTED**

Yes	1
No	555
Unsure	666

Q21

**Q22. (SKIPPED) Have you taken any children to a local playground within the past 3 months?**

**Any children e.g. own, grandchildren, relatives or neighbours etc**

Yes	1
No	555

Q22

**Q23. (SKIPPED) And have you attended a community event in the Kempsey shire over the past six months?**

**This could include local markets, events, shows, bands, concerts etc.**

Yes	1
No	555

Q23

**Q24. Now thinking about roads again for a moment, in 2013 the state government approved a special rate rise for Kempsey Shire ratepayers to fund improvements in local roads. This program began approximately 3 years ago. Have you noticed any improvements in local roads over this time?**

**UNPROMPTED. Class Unsure as NO**

Yes	1
No	555

Q24

**Q25. We're almost finished [Q8]. How satisfied are you with the way Council communicates its policies and activities with local residents? We'll use a 1-5 scale, where 1 means you are very dissatisfied, 3 is neutral, and 5 means you are very satisfied.**

**UNPROMPTED**

1 Very dissatisfied	1
2 Quite dissatisfied	2
3 Neutral	3
4 Quite satisfied	4
5 Very satisfied	5

Q25

**Q26. And in your dealings with Council, how would you prefer to do the following:**

**READ OUT - rate each option but DON'T prompt answers**

	Face-to-face	Phone	Online	Email	letter or fax	Social media
Make a payment	1	2	3	4	5	6
Request Council to do something (e.g. fix a pothole)	1	2	3	4	5	6
Complete or lodging applications and forms	1	2	3	4	5	6
Provide feedback on important or topical issues	1	2	3	4	5	6
General requests for information	1	2	3	4	5	6

Q26\_1

Q26\_2

Q26\_3

Q26\_4

Q26\_5

**Q27. And how would you prefer to receive information on Council policies and activities?**

**UNPROMPTED**

Ad in local paper	1	
Letter to home or business	2	
Via Council website	3	
Email (incl. email newsletter)	4	
Social media (Facebook, Twitter etc.)	5	
Radio or TV	6	
OTHER		

Q27

**Q28. And [Q8], thinking more broadly for a moment, are there any government or community services you feel are lacking in the Macleay Valley?**

Q28

**Q29. Thanks [Q8], just a few demographic questions to finish. May I have your postcode?**

**Select from list**

2440	1	
2431	2	
2441	3	

Q29

**Q30. Gender?**

**Don't ask**

Male	1	
Female	2	

Q30

**Q31. Do you live in an urban or rural setting?**

**UNPROMPTED**

Urban	1	
Rural	2	
Mixed/unsure	3	

Q31

**Q32. And do you identify as an Aboriginal or Torres Strait Islander?**

Yes	1	
No	555	

Q32

**Q33. Just before we finish [Q8], Kempsey Shire Council is currently seeking to establish a randomly selected ONLINE survey panel of local residents. This panel is being established to provide a quick and easy way for locals such as yourself to provide feedback to Council on issues of community importance from time to time. Is this something that may interest you?**

**UNPROMPTED**

Yes	1	
No	555	Go to Q38
Already on panel (from last year)	2	Go to Q38

Q33

**Q34. And do you have an email address that you access at least once a week?**

**Panel is online only. If No survey will skip to end as they don't qualify for the panel**

Yes	1	
No	555	Go to Q38

Q34

**Q35. Would you be willing for Council to send you an email explaining more about the online survey panel?**

***Note that their name and contact details will be supplied to Council only in relation to their participation in the online panel and that their survey responses will remain entirely confidential***

Yes	1	
No	555	Go to Q38

Q35

**Q36. Thats great! Can I please have your...**

***READ BACK to confirm email is correct.***

First name	1	
Surname	2	
Email	3	

Q36\_1\_1  
Q36\_1\_2  
Q36\_1\_3

**Q38. Thanks so much [Q8], that's the end of the survey. Kempsey Shire Council greatly appreciates your time and feedback and will use the results to improve the service it offers local residents. I just need to let you know a manager from our office may call you to confirm this survey was conducted correctly. Did you have any questions? Have a great afternoon/evening.**

## Appendix 2: Data Weighting Process

It is common in random surveys such as this to weight results by age and gender. This avoids the need to sample by quota (which is far more expensive than purely random sampling), and ensures the data from under- and over-represented groups is adjusted to meet the demographic profile of the survey population.

Population weighting can only occur where the true survey population is known. In this case the population, defined as “adults 18-plus living in the Kempsey Shire”, can be accurately measured through the 2011 ABS Census<sup>6</sup>. We can hence weight the survey data by the known population.

To do this we divide the survey sample by gender (male/female) and across three age groups (in this case 18-39, 40-59, and 60-plus.) This divides respondents into one of six age and gender categories, as shown below:

<b>2017 Sample by age and gender</b>		
<b>Age</b>	<b>Gender</b>	
	<b>Male</b>	<b>Female</b>
18-39	4.5%	7.1%
40-59	16.7%	31.2%
60+	16.7%	23.8%

Meanwhile ABS data for the adult (18+) population of the Kempsey LGA (as per 2011 ABS Census, Usual Resident profile), is shown in the following table:

<b>ABS Census (2011) by age and gender</b>		
<b>Age</b>	<b>Gender</b>	
	<b>Male</b>	<b>Female</b>
18-39	13.3%	13.1%
40-59	18.5%	18.9%
60+	18.0%	18.2%

Dividing the “true” population by the sample population for each age and gender category provides the following weighting factors:

<b>Age</b>	<b>Male</b>	<b>Female</b>
18-39	2.951	1.820
40-59	1.101	0.607
60+	1.083	0.770

These weightings are then assigned to each data record based on each respondent’s age/gender profile, and the raw data for each question is adjusted accordingly.

<sup>6</sup> ABS Census for Kempsey LGA, Usual Resident profile.