



Insight for
Business & Government

2016 Kiama Council Community Survey **Management Report**

Prepared for



Prepared by
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Executive summary

This report presents the results of the Kiama Council Community Survey, 2016. IRIS Research was commissioned by Council to conduct a comprehensive telephone based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2016 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during August. A total of 505 interviews were conducted with residents from the Kiama Local Government Area (LGA). To qualify for an interview, respondents had to have been a resident in the Council area for at least the last 6 months and aged 18 years or older. The survey achieved a completion rate of 68.6%, which is considered a very good response for a telephone survey of this type.

The detailed report findings are presented below with the summary findings of the 2016 survey presented in the separate infographics 'Executive Summary Report'.

1 Introduction

Background

This study was commissioned by Kiama Council to provide the foundations of an on-going community assessment of Council's performance in the delivery of key services and facilities. Overall the survey aimed to provide Council with an understanding of the perceptions and needs of the local community with respect to both Council's services and facilities and to customer service.

Study Objectives

The broad objectives for the community survey process were to:

- To measure the importance of and satisfaction with services and facilities provided by Council;
- Compare levels of satisfaction for Council's services, facilities and customer service with benchmark measures from similar sized Council's;
- Assist Council in better understanding resident perceptions of Kiama Local Government area;
- Identify current major issues of concern for the Kiama area.

Attitude Measurement

In the first section of the survey, a series of 32 Council services and facilities were read out to respondents. For each, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report. The importance and satisfaction rating scales used in the survey are exhibited on the next page:

Importance scale

- 1 = Not at all important
- 2 ...
- 3 ...
- 4 ...
- 5 = Very important

Satisfaction scale

- 1 = Not at all satisfied
- 2 ...
- 3 ...
- 4 ...
- 5 = Very satisfied

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were entered as a 'Can't say' or a rating of 6. Rating scale results have generally been presented in two basic forms. Firstly, the results have been presented in terms of the proportion (%) of respondents giving a particular rating for a specific service or facility. These results are presented in collapsed category tables, where proportions have been assigned to one of the following categories:

Table 1.3.1: Collapsed rating scores

	Can't say	Low importance / satisfaction	Medium importance / satisfaction	High importance / satisfaction
Rating score given	6	1 & 2	3	4 & 5

Secondly, the numeric values recorded for each attribute have been converted into an overall *mean* score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. This makes data interpretation considerably easier when comparing multiple services and facilities. The mean score excludes those respondents who could not give a valid rating (i.e. 'Can't Say').

Given that IRIS undertakes many community surveys such as this; we are able to benchmark mean scores. As such, mean importance and satisfaction scores can be further classified as being a low, medium or high score based on this experience. Table 1.3.2 highlights the mean classifications.

Table 1.3.2: Classification of mean scores

Mean importance scores	
0 – 2.99	Low
3.00 – 3.99	Medium
4.00 – 5.00	High

Mean satisfaction scores	
0 – 2.99	Low
3.00 – 3.74	Medium
3.75 – 5.00	High

Survey Response

A total of 505 completed interviews were collected from a random sample of residents from throughout the Kiama Local Government area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area.

Survey Results

2 Prioritising services and facilities

Given the range of services and facilities Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the services and facilities of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction data provided by residents.

2.1 Quadrant Analysis

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services, combined mean importance and satisfaction scores were calculated for the entire set of 32 council services and facilities. These scores were: *Importance score = 4.4 and Satisfaction score = 3.9*. Thus for example, services or facilities with a mean importance score of less than 4.4 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance relative to the other services and facilities measured. Conversely, services or facilities with a mean score above 4.4 were classified as having 'higher' importance relative to the other services and facilities. The results of the quadrant analysis are displayed in Figure 2.1.1 and Table 2.1.1.

Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current council service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but also reported relatively lower satisfaction.

Figure 2.1.1 plots each of the 32 services and facilities using their mean importance score and mean satisfaction score as coordinates for where they lie relative to each other. The vertical axis represents the mean importance scores for each service and facility while also highlighting the overall average importance for all 31 services and facilities. The horizontal axis is used to plot the mean satisfaction scores for each service and facility as well as plotting the overall satisfaction score. The Figure provides an excellent visual representation of how each service performs relative to each other.

Figure 2.1.1: Quadrant analysis for all services and facilities

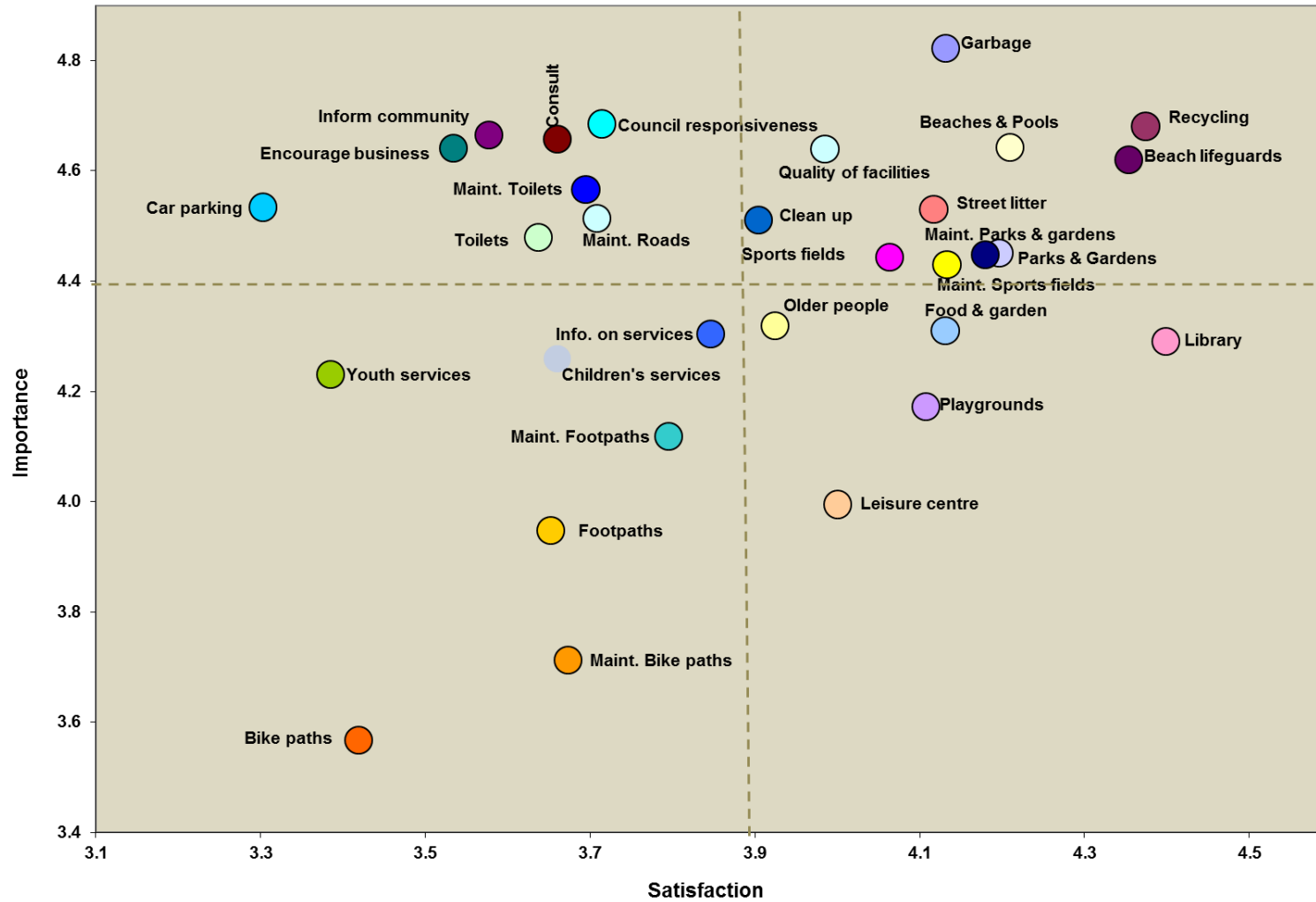


Table 2.1.1: Opportunities Matrix for Council Services and Facilities

2. HIGHER IMPORTANCE LOWER SATISFACTION	1. HIGHER IMPORTANCE HIGHER SATISFACTION
<p>Council responsiveness to community needs Informing the community of Council decisions Consulting the community Encouraging local businesses and jobs Maintenance of public toilets Provision of public car parking in your town centre Maintenance of local roads Provision of public toilets</p>	<p>Garbage collection Kerbside recycling service Maintenance of rock pools and beaches Overall range and quality of community facilities Beach lifeguard service Cleanup of street litter and dumped rubbish Annual household kerbside clean-up collection Provision of parks and gardens Maintenance of parks and gardens Maintenance of sports grounds and fields Provision of sports grounds and playing fields</p>
3. LOWER IMPORTANCE LOWER SATISFACTION	4. LOWER IMPORTANCE HIGHER SATISFACTION
<p>Information on Council services and activities Services and facilities for children Services and facilities for youth Maintenance of footpaths Provision of footpaths Maintenance of bike paths Provision of bike paths</p>	<p>Services and facilities for older people Food and garden organics Library services Provision of community halls and community centres Provision of children’s play grounds and equipment Leisure centre</p>

Key results:

- The results of the quadrant analysis showed 8 Council services and facilities that registered relatively higher importance, but relatively lower satisfaction. The following services and facilities were highlighted: maintenance of local roads, encouraging local businesses and jobs, provision of public toilets, maintenance of public toilets, services, consulting the community, Council responsiveness to community needs, provision of public car parking in your town centre and informing the community of Council decisions.

2.2 Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appears in the 'high importance and high satisfaction' quadrant as 'garbage collection' does in this instance.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean satisfaction score from the mean importance score for each attribute. It should be pointed out that if a respondent rated a service or facility's importance, but failed to provide a satisfaction rating i.e. 'Can't say / Don't know' they were excluded from the gap analysis. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between Council's performance in the provision of a service and residents' expectations***

Gap scores are presented in Table 2.2.1. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=0.5933$) were given top priority (i.e. a rating of 1).

These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision.

Services with a gap score statistically equal to the mean gap were given second priority (rating of 2) and services with a gap score significantly below the mean gap were given third priority (rating of 3).

Table 2.2.1: Performance Gaps for Council Services and Facilities

Service / Facility	Ranking		Performance Gap			Priority Level
	2011	2016	2011	2016	% Change	
Provision of public car parking in your town centre	1	1	1.428	1.2689	-11.1%	1
Informing the community of Council decisions	-	2	-	1.1008	-	1
Encouraging local businesses and jobs	2	3	1.3	1.1388	-12.4%	1
Consulting the community	6	4	1.1	1.0192	-7.3%	1
Council responsiveness to community needs	4	5	1.223	0.9695	-20.7%	1
Services and facilities for youth	5	6	1.197	1.0834	-9.5%	1
Maintenance of public toilets	8	7	1.053	0.9262	-12.0%	1
Provision of public toilets	3	8	1.268	0.8941	-29.5%	1
Maintenance of local roads	7	9	1.089	0.8052	-26.1%	1
Services and facilities for children	9	10	0.873	0.8159	-6.5%	1
Garbage collection	28	11	0.297	0.7027	136.6%	1
Annual household kerbside clean-up collection	12	12	0.672	0.6822	1.5%	2
Overall range and quality of community facilities and services	10	13	0.733	0.6532	-10.9%	2
Provision of bike paths	26	14	0.487	0.5391	10.7%	3
Services and facilities for older people (eg senior citizen centres)	17	15	0.479	0.4961	3.6%	3
Information on Council services and activities	15	16	0.559	0.4748	-15.1%	3
Maintenance of sports grounds and playing fields	19	17	0.443	0.4512	1.9%	3
Maintenance and cleanliness of rock pools and beaches	14	18	0.621	0.4806	-22.6%	3
Cleanup of street litter and dumped rubbish	25	19	0.327	0.4464	36.5%	3
Maintenance of footpaths	13	20	0.622	0.42	-32.5%	3
Provision of footpaths	11	21	0.694	0.3865	-44.3%	3
Maintenance of bike paths	16	22	0.321	0.3482	8.5%	3
Beach lifeguard service	18	23	0.499	0.4058	-18.7%	3
Provision of sports grounds and playing fields	21	24	0.379	0.3626	-4.3%	3
Provision of children's play grounds and equipment	22	25	0.347	0.2477	-28.6%	3
Food and garden organics	-	26	-	0.2838	-	3
Provision of community halls and community centres	27	27	0.309	0.273	-11.7%	3
Kerbside recycling service	23	28	0.347	0.3229	-6.9%	3
Leisure centre	30	29	0.193	0.2248	16.5%	3
Provision of parks and gardens	24	30	0.34	0.2599	-23.6%	3
Maintenance of parks and gardens	20	31	0.403	0.2742	-32.0%	3
Library services	31	32	0.166	0.1118	-32.7%	3

Key results:

- Gap analysis found that the average gap between importance and satisfaction was 0.5933. This average gap result is significantly smaller than similar Councils that IRIS has done work for, indicating that the gap between Council's performance in the provision of services and residents' expectations are smaller than that of other Councils.
- The analysis found that 11 Council services and facilities attained gap scores that were significantly larger than 0.5933. The gap analysis indicates that these services/facilities (highlighted as priority level 1 in table 2.2.1) have been identified by the community as being of a higher priority for attention.

2.3 Bringing it Together

Initially there were 32 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 11. Of these 11 that were identified, 8 overlapped in both forms of analysis, providing confirmation that Council should give priority to investing in these 8 services and facilities. Table 2.3.1 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant or gap analysis.

Table 2.3.1 Quadrant and Gap analysis summary – Services and facilities that need improving

	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Higher than average gap between importance and satisfaction)
Council responsiveness to community needs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Informing the community of Council decisions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consulting the community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Encouraging local businesses and jobs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintenance of public toilets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of public car parking in your town centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintenance of local roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of public toilets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and facilities for children		<input checked="" type="checkbox"/>
Garbage collection		<input checked="" type="checkbox"/>
Services and facilities for youth		<input checked="" type="checkbox"/>

2.4 Priorities by Area

Whilst sections 2.1 to 2.3 provide the picture for the services and facilities that need improving at the overall LGA level, section 2.4 provides guidance for what the priorities are by area. Given that this study was not designed for this type of analysis at an area level, the results in table 2.4.1 should be viewed with some caution as the sample sizes within each area are smaller than the more robust analysis that was carried out in sections 2.1 to 2.3. This section however does provide management with some insight or qualitative feel as to what is happening at an area level.

Table 2.4.1 Quadrant and Gap analysis summary by Area

	Quadrant Analysis				Gap Analysis			
	(Higher importance/lower satisfaction)				Higher than average gap between importance and satisfaction)			
	North	Central	South	Rural	North	Central	South	Rural
Annual household kerbside clean-up collection	<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>
Consulting the community *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Council responsiveness to community needs *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Encouraging local businesses and jobs*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information on Council services and activities		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Informing the community of Council decisions *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintenance of local roads *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintenance of public toilets *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of public car parking in your town centre *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Provision of public toilets *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Overall range and quality of community facilities and services				<input checked="" type="checkbox"/>				
Services and facilities for children					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Services and facilities for youth					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and facilities for older people							<input checked="" type="checkbox"/>	

* denotes the services and facilities identified in both quadrant and gap analysis for the overall area

Key results:

- Rural residents were less concerned with 'consulting the community', 'provision of public car parking in town centres' and 'maintenance of public toilets' than residents in other areas.
- Residents in the central area were less concerned with the 'maintenance of local roads' and the 'provision of public toilets' than residents in other areas.

3 Council services and facilities

This section presents the results for section 3, which asked respondents to firstly rate the importance of 32 key services and facilities provided by Kiama Council, and then to rate their satisfaction with Council's provision of these services and facilities.

3.1 Importance scores

Figure 3.1.1 Importance ratings provided by Kiama residents

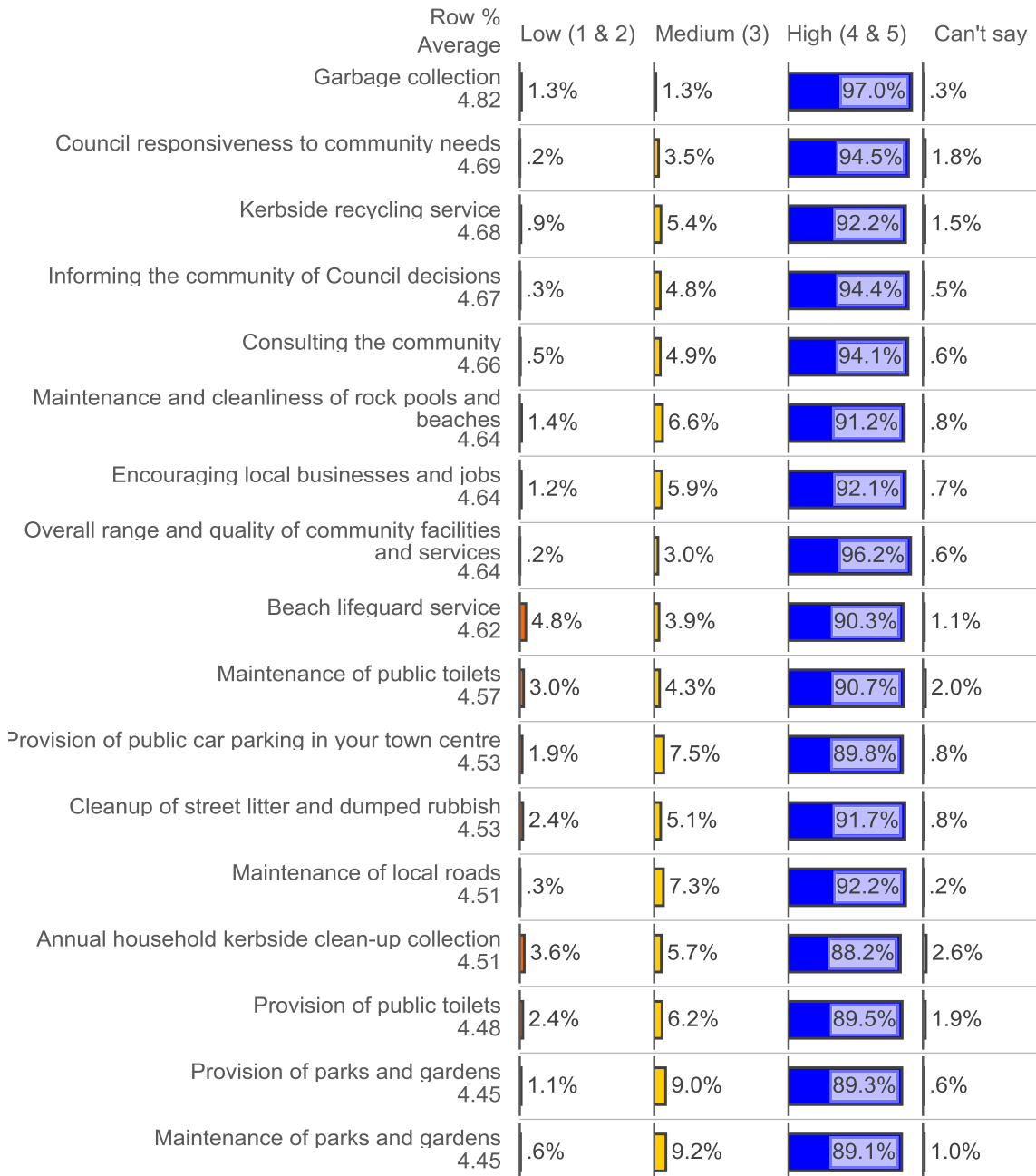
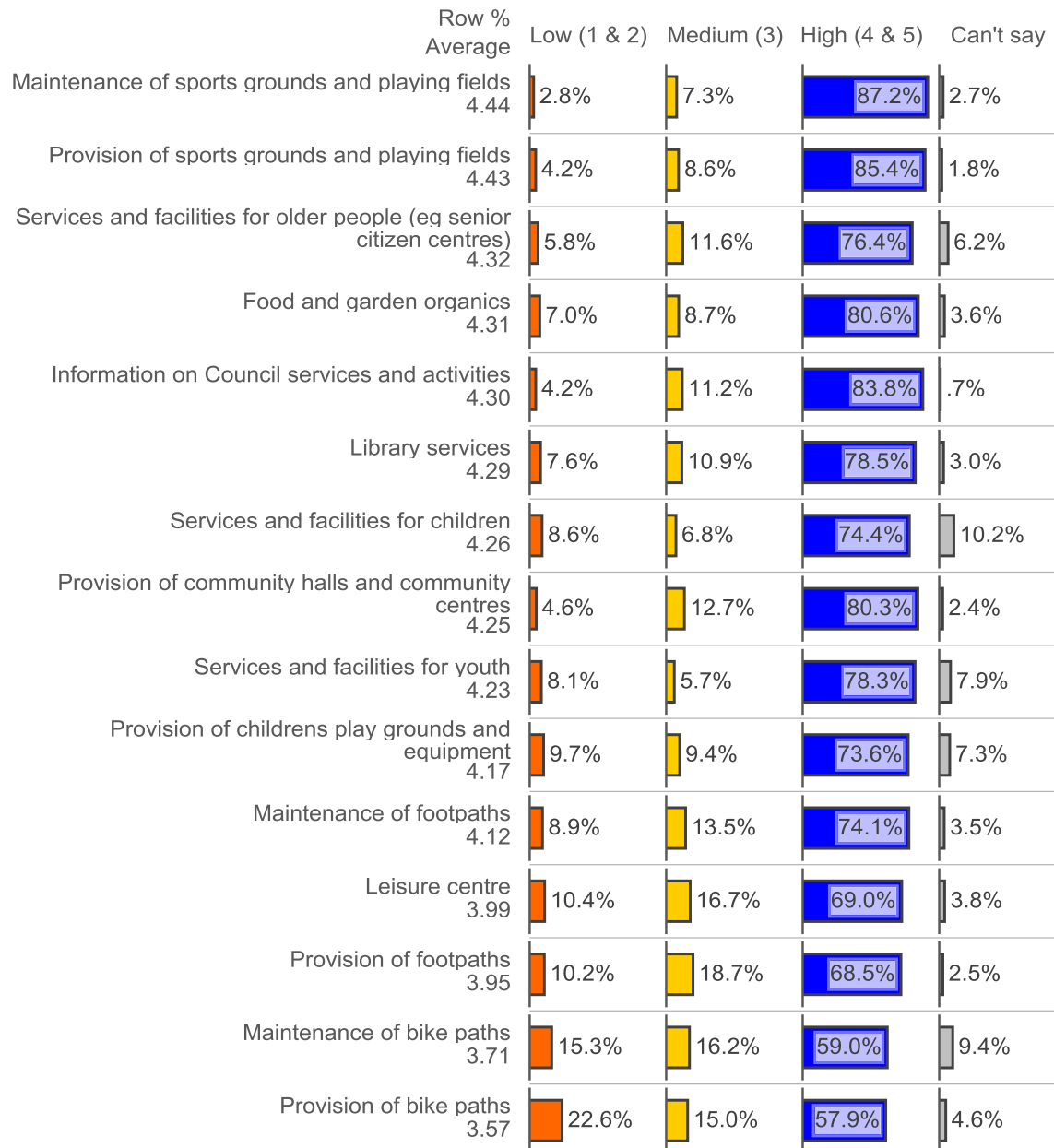


Figure 3.1.1 Importance ratings provided by Kiama residents (continued)



3.2 Summary of Importance Ratings by area

Figure 3.3.1 outlines the mean importance scores and compares them to each of the four areas.

Figure 3.3.1: Summary of importance ratings by area

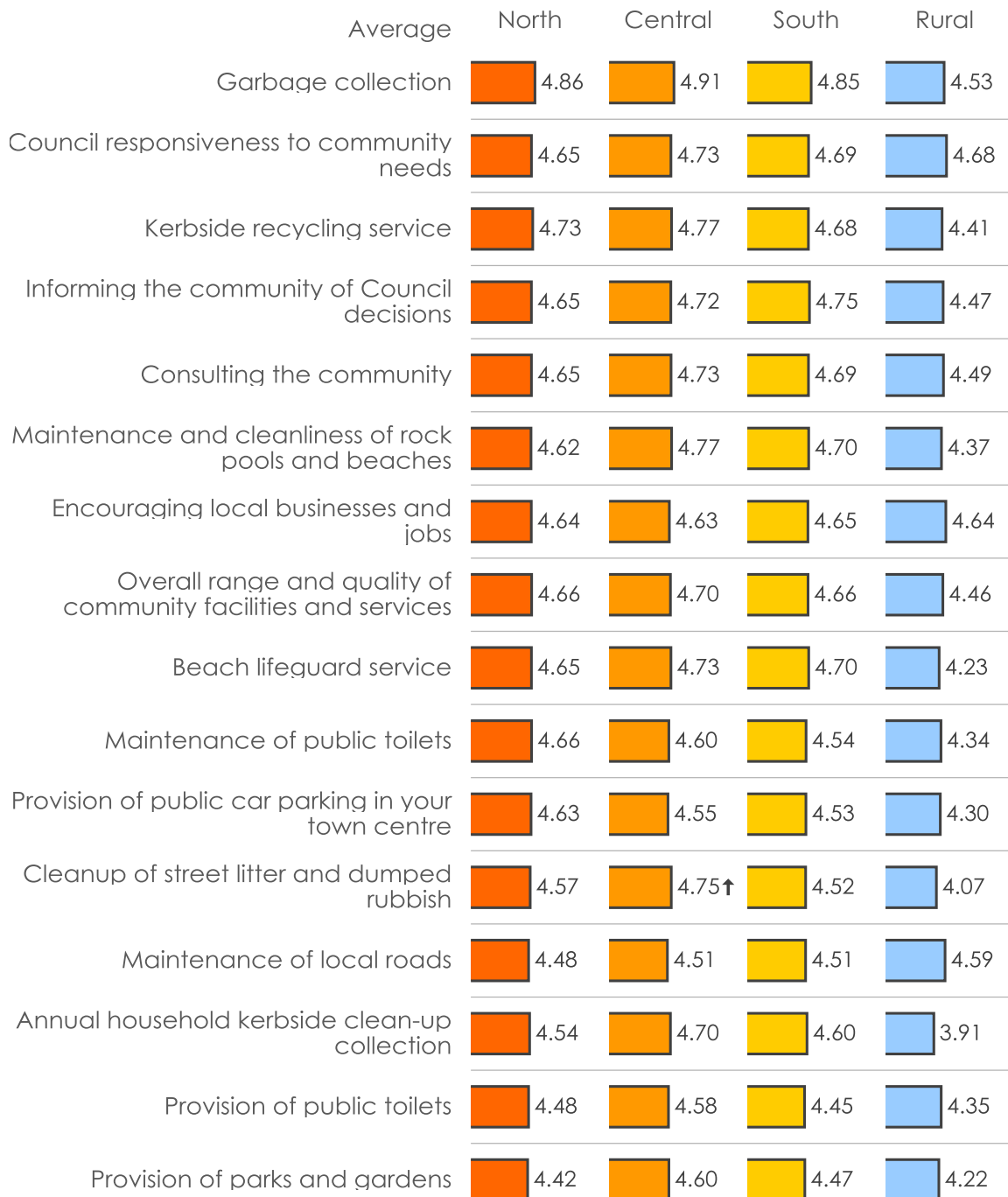
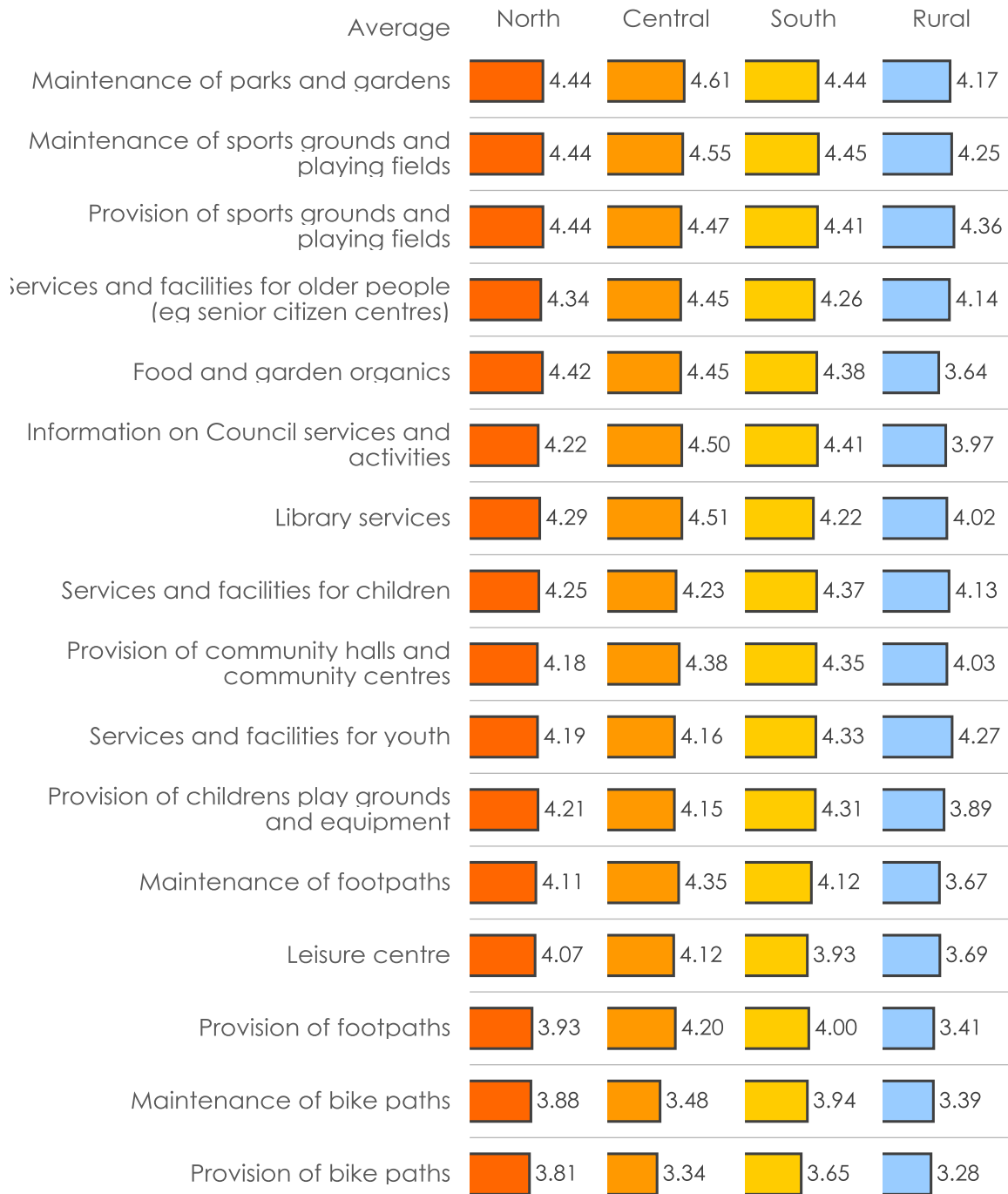


Figure 3.3.1: Summary of importance ratings by area (continued)



Key Findings:

- Residents rated 28 of the 32 services examined as of 'High' importance (mean score of 4.0 and above) with scores ranging from 4.12 to 4.82.
- The remaining 4 services were rated as being of 'Medium' (mean scores between 3.0 and 3.99) importance.
- Residents in the central area rated 'clean-up of street litter and dumped rubbish' as being significantly more important than residents of other areas.

3.3 Satisfaction scores

Figure 3.2.1 Satisfaction ratings provided by Kiama residents

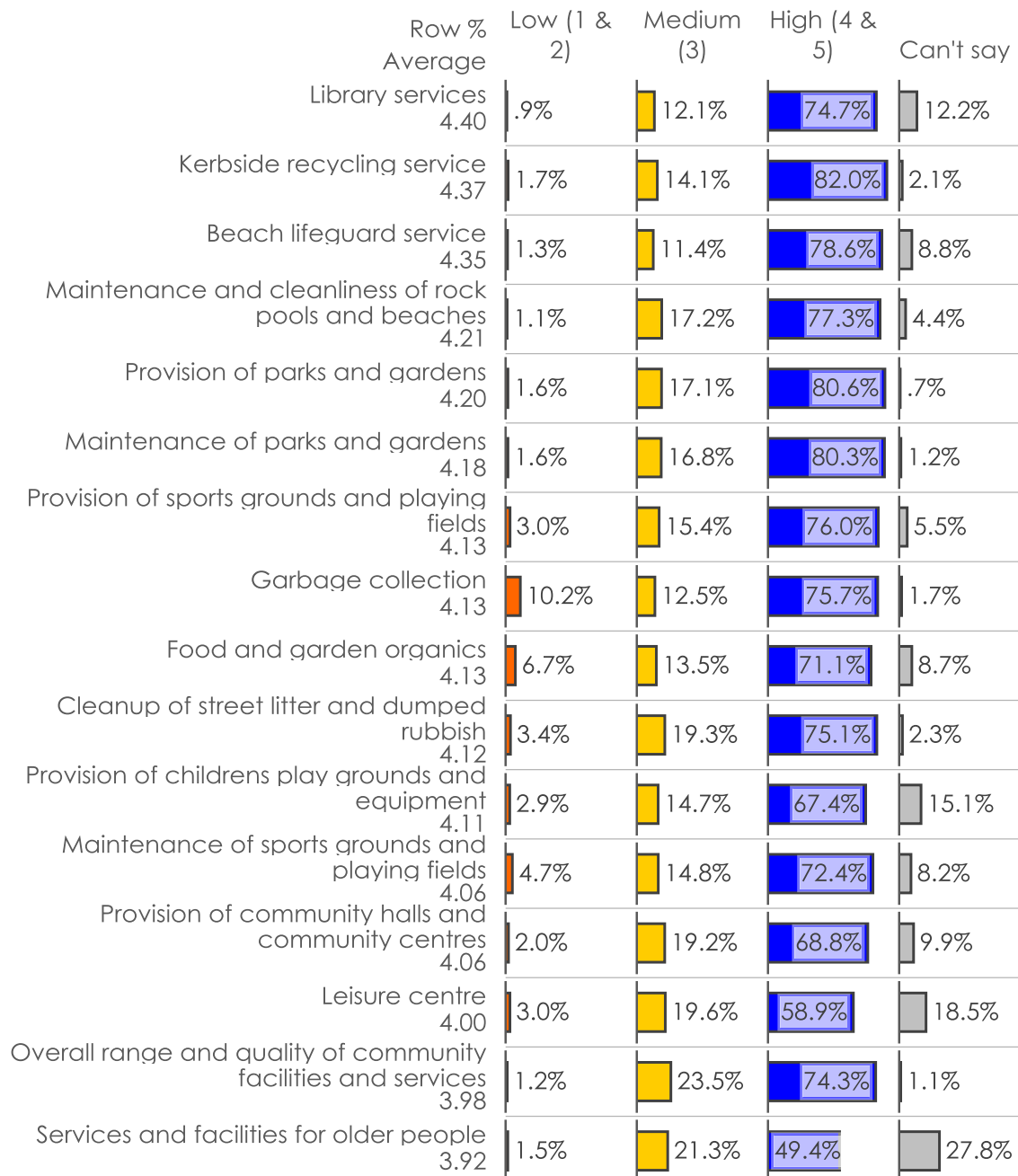


Figure 3.2.1 Satisfaction ratings provided by Kiama residents (continued)

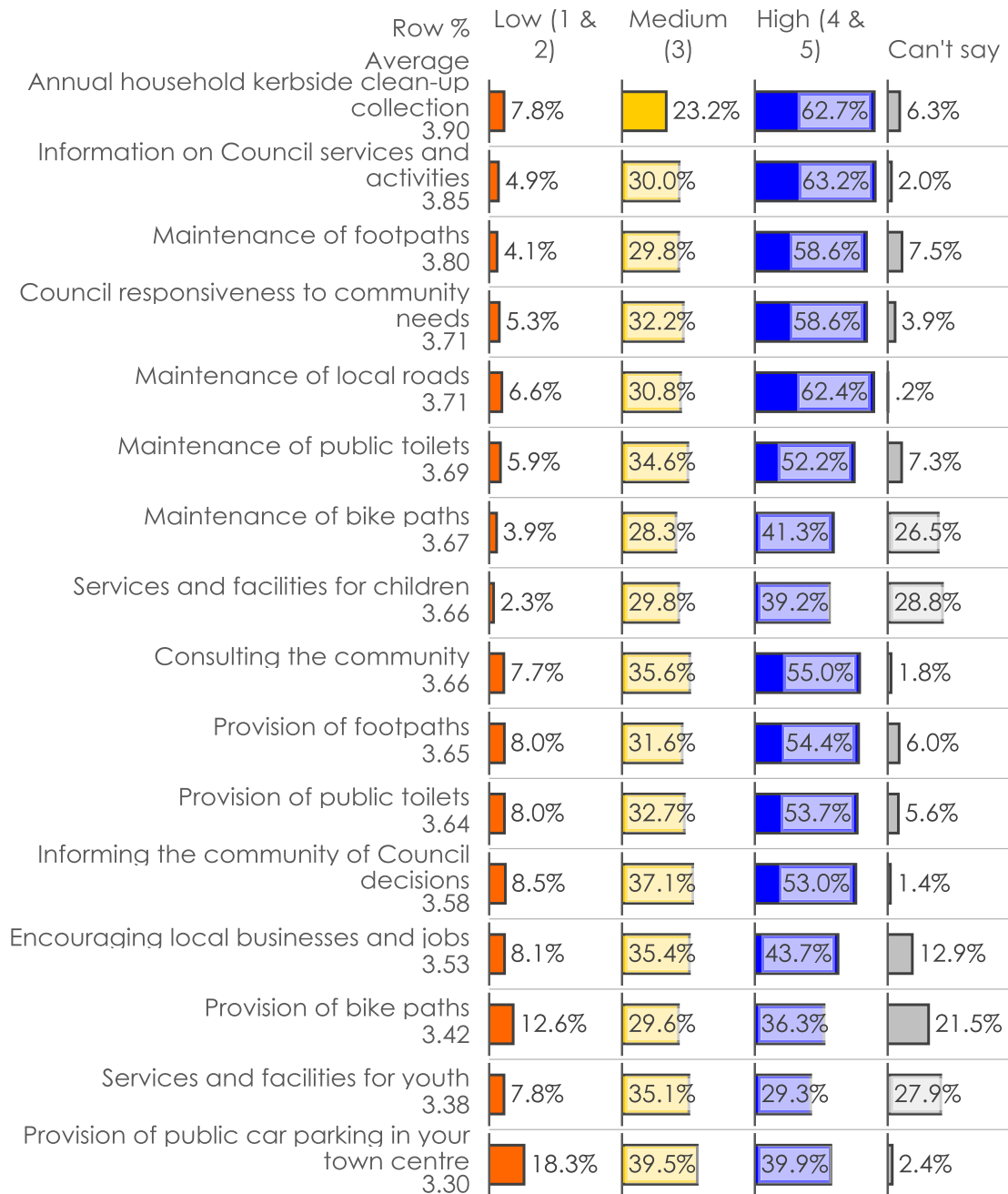


Figure 3.3.2 compares mean satisfaction scores across the 4 areas.

Figure 3.3.2: Summary of satisfaction ratings by area

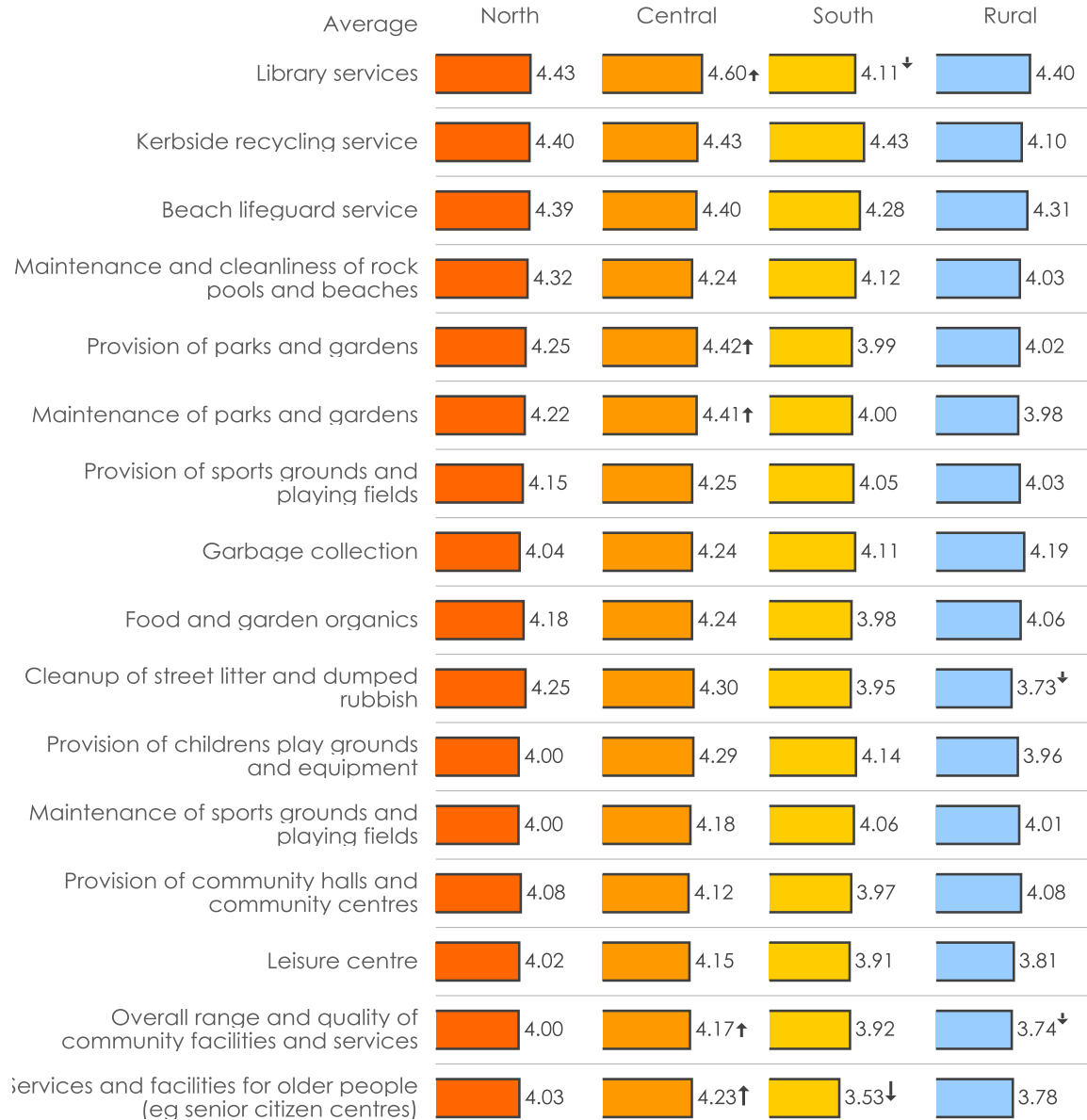
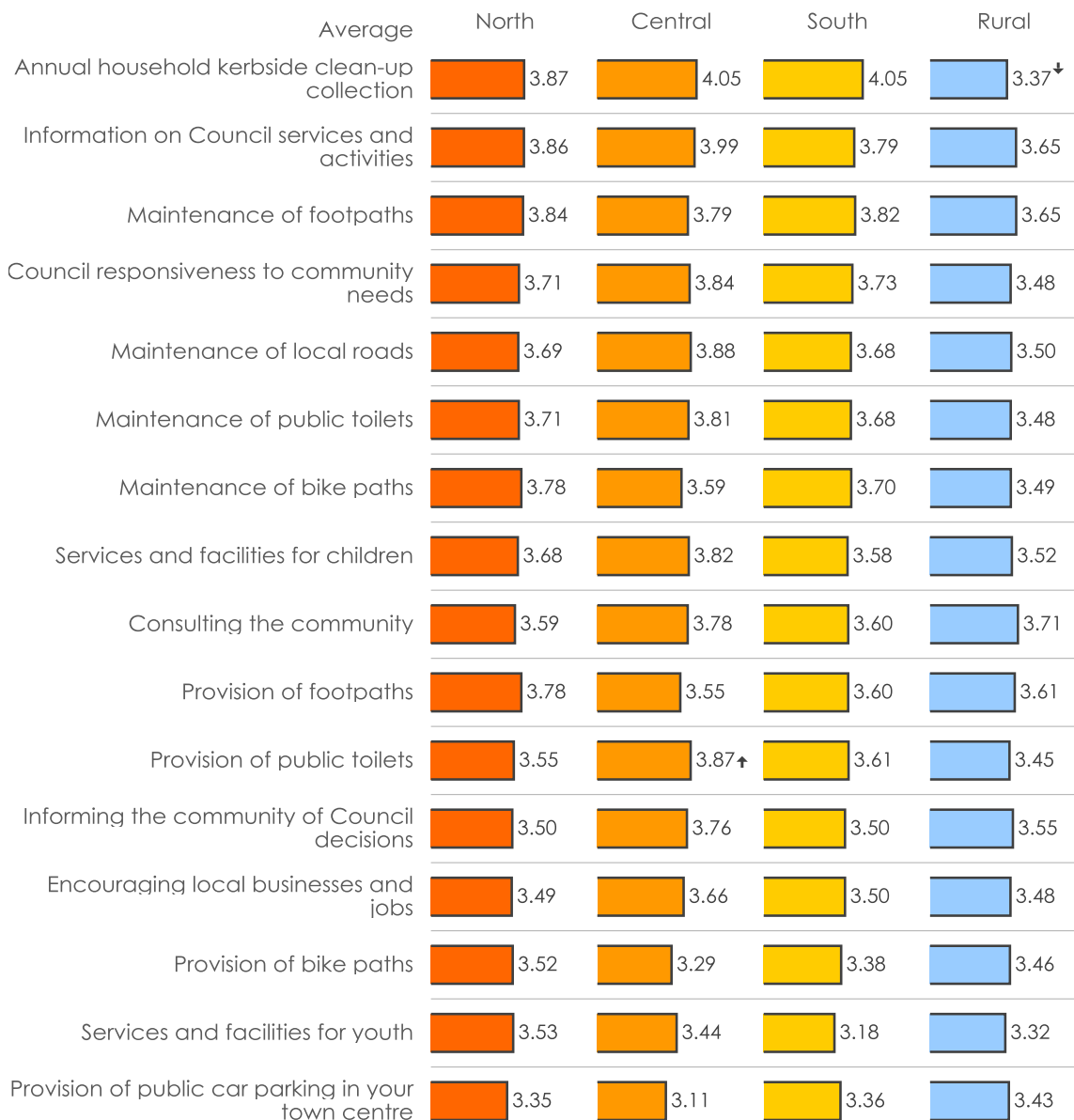


Figure 3.3.2: Summary of satisfaction ratings by area (continued)



Key Findings:

- Residents gave 19 of the 32 services a 'High' satisfaction rating (mean score of 3.75 and above) with scores ranging from 3.80 to 4.40.
- The remaining 13 services were given 'Medium' satisfaction ratings (mean scores between 3.00 and 3.74).
- Residents in the central area gave 'library services' a statistically significantly higher satisfaction rating than those in the southern area.

- Residents in the rural area gave 'clean-up of street litter and dumped rubbish' a significantly lower satisfaction rating than residents in the other areas.
- Residents in the central area gave 'overall range and quality of community facilities and services' a statistically significantly higher satisfaction rating than those in the rural area.
- Residents in the central area gave 'services and facilities for older people' a statistically significantly higher satisfaction rating than those in the southern area.
- Residents in the rural area gave 'annual household kerbside clean-up collection' a significantly lower satisfaction rating than residents in the other areas.

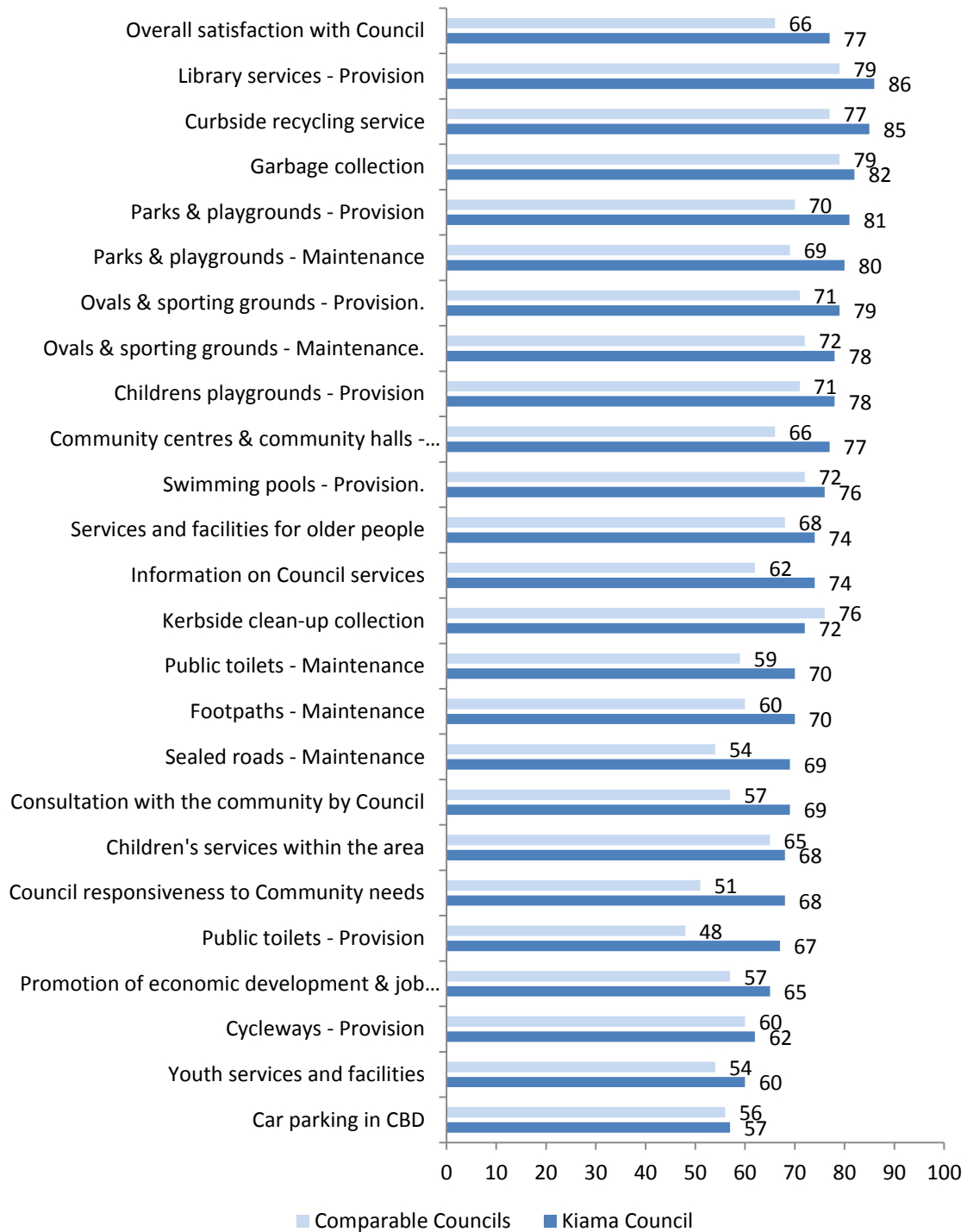
3.4 Benchmarks - Satisfaction scores against comparable Councils

Benchmark Index

IRIS has compiled data on the performance of Councils which are comparable (Regional Councils) to Kiama Council and are included in the figure. For a service or facility to be considered significantly different to the benchmark, IRIS recommends a 4 point differential be present between Kiama's index result and comparable Council's index score provided in the figure 3.4.1.

On occasions individual Councils use variations on the 5 point rating scale including 7 and 11 point scales. In order to facilitate ease of comparison the mean score benchmark data has been standardised to an index score out of 100.

Figure 3.4.1: Benchmark comparisons



Key Findings:

- Kiama Council has rated statistically significantly higher than the pool of comparable councils for 'Overall satisfaction with Council' and in 19 of the 24 services/facilities for which a benchmark exists.

4 Council Performance

After residents rated the importance of, and subsequent satisfaction with, the delivery of each of the 32 services and facilities provided by Council, respondents were asked to rate the overall performance of Kiama Council as an organisation.

4.1 Overall Satisfaction

Question: Given the answers you have just provided, how would you rate your overall satisfaction with the performance of Kiama Council?

Figure 4.1.1: Overall satisfaction with Council performance

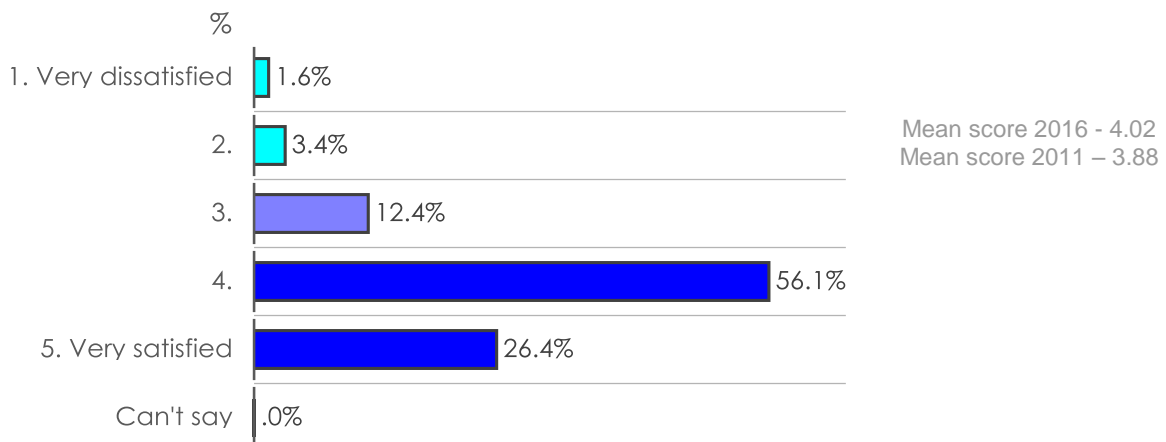
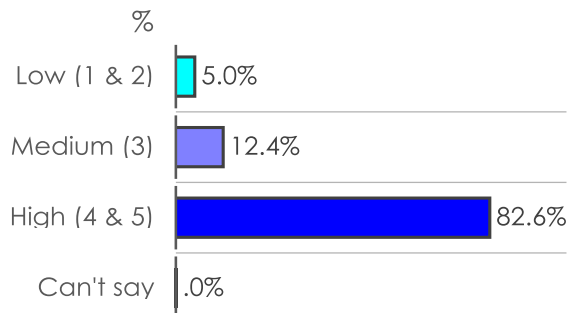


Figure 4.1.1: Overall satisfaction with Council performance- Collapsed



Key results:

- Results showed that three out of four Kiama LGA residents (82.6%) were either satisfied (56.1%) or very satisfied (26.4%) with Kiama Council's overall performance.
- A very small proportion of residents (5.0%) were dissatisfied with the performance of Council.
- One in eight (12.4%) residents was found to be neither satisfied nor dissatisfied.
- Given the experience that IRIS has with community surveys and in particular satisfaction research, the mean satisfaction score for Kiama Council of 4.02 is considered to be a 'high' level satisfaction score.

Figure 4.1.2: Overall satisfaction with Council performance – by area

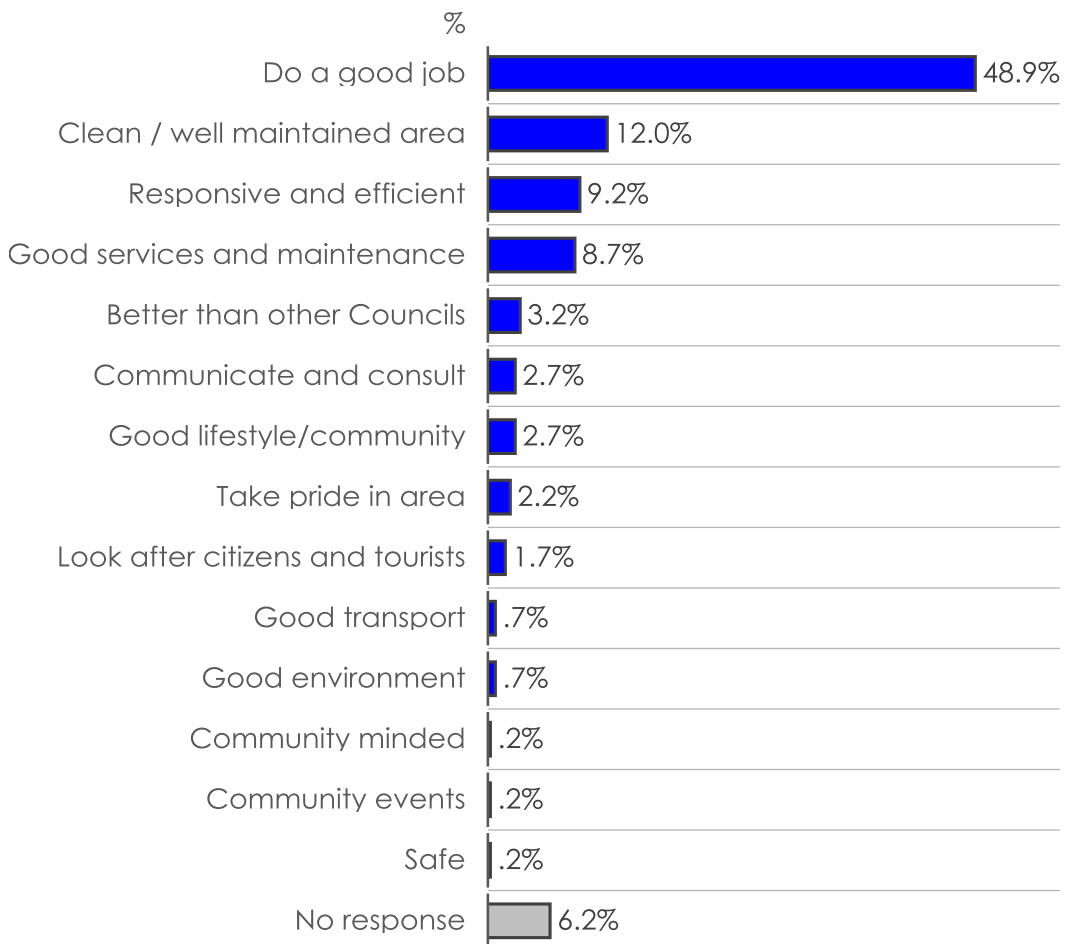


Key results:

- At the area level, residents from the Rural region registered a statistically lower mean satisfaction score compared to residents from the other areas.

4.2 Reasons for Satisfaction

Figure 4.3.1: Reasons for Satisfaction (n = 425)

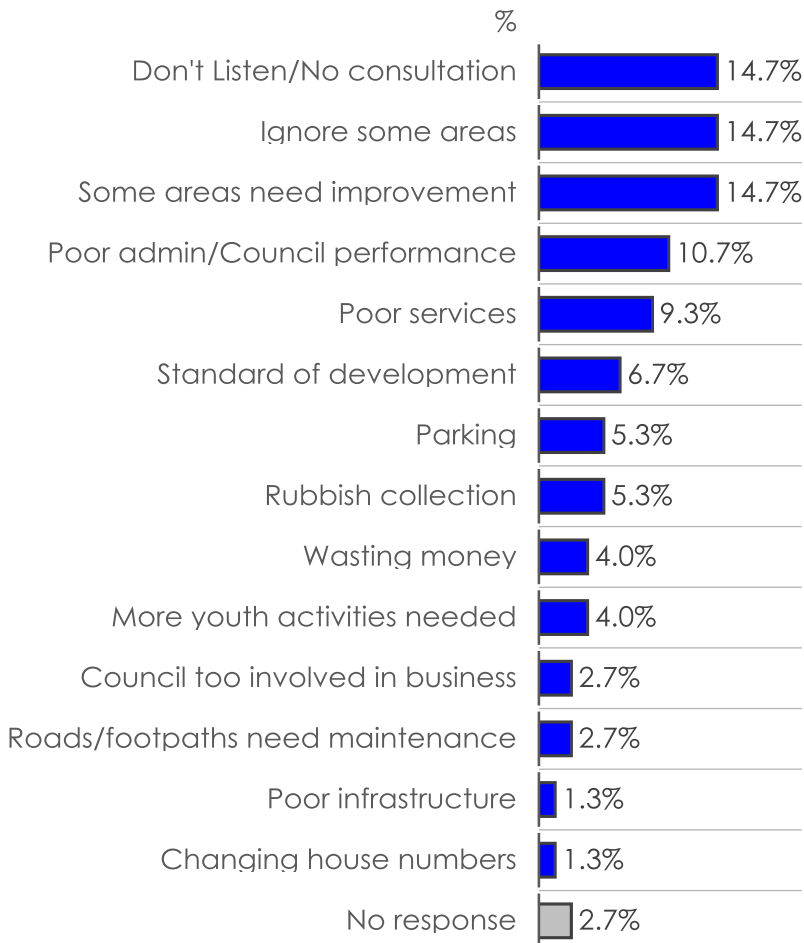


Key results:

- Nearly one in two residents (48.9%) who were satisfied with the overall performance of Council mentioned that they 'do a good job', with 12.0% citing 'a clean/well maintained area' and a further 9.2% mentioning that Council are 'responsive and efficient'.

4.3 Reasons for Dissatisfaction with Council

Figure 4.2.1: Reasons for dissatisfaction (n = 80)



Key results:

- Of the 80 residents who were dissatisfied, 14.7% mentioned that Council 'don't listen/No consultation', a further 14.7% stating that Council 'ignore some areas' and as many again citing 'some areas need improvement' as the reason for their dissatisfaction.

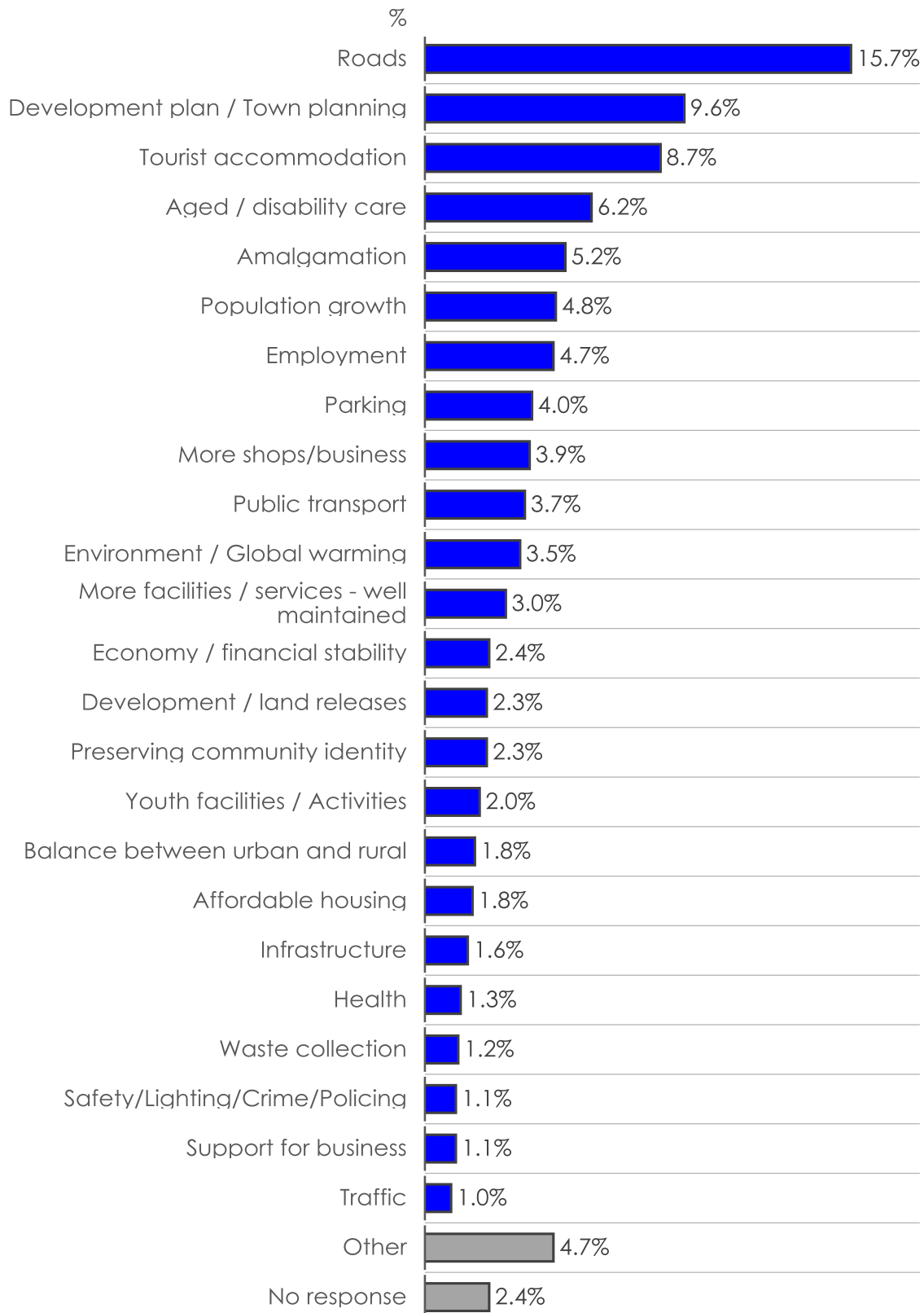
5 Local issues and the future

This section of the report shifts its focus away from Council services and on to issues relating to Kiama as a whole, by asking residents what they think are the biggest issues confronting their community.

5.1 Top 3 issues facing Kiama in 5 to 10 years

Question: Thinking about Kiama as a whole, what would you say are the 'Top 3' issues facing Kiama in the next 5 to 10 years?

Figure 5.1.1: Top 3 issues facing Kiama in the next 5 to 10 years (n=1138)



Key results:

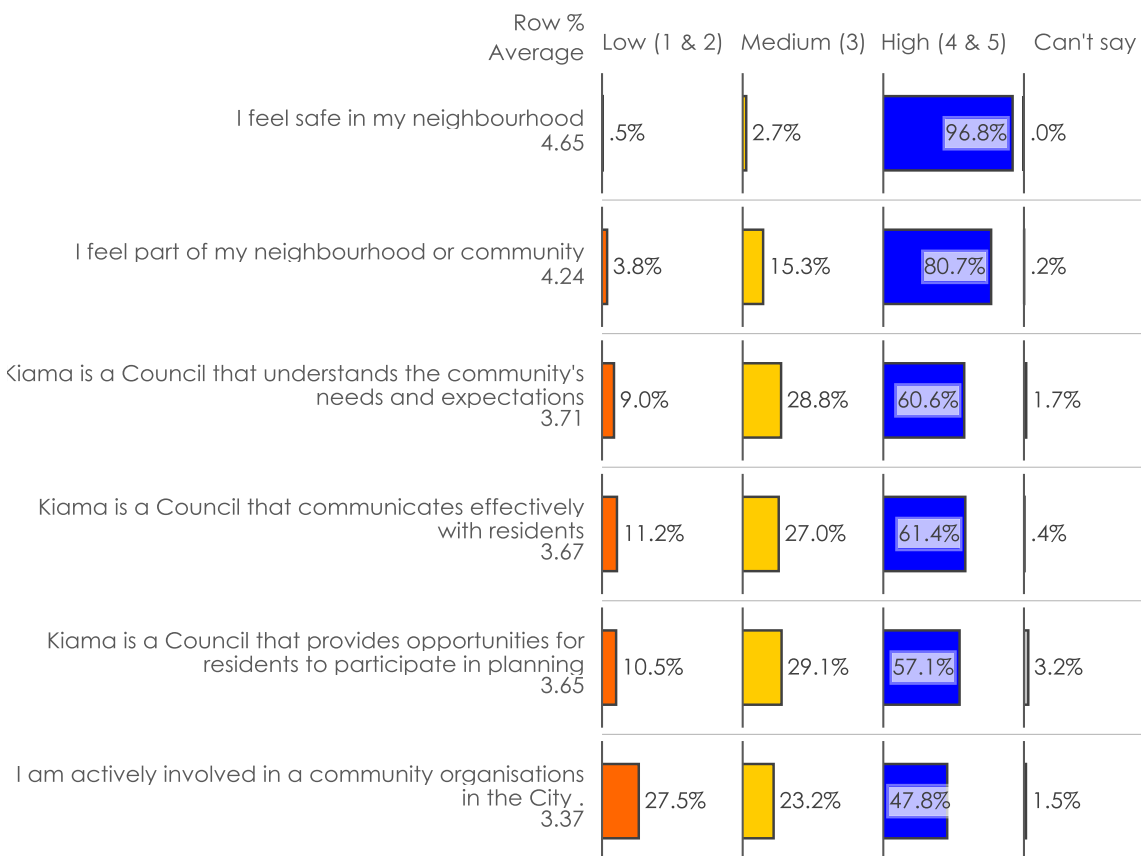
- When asked about the issues facing Kiama in the next 5 to 10 years, about one in six (15.7%) issues mentioned highlighted the 'Roads' as the top issue.
- One in ten mentions (9.6%) were for a 'Development plan / town planning' being an issue that Kiama LGA would need to deal with in the coming years with a similar number of mentions for 'Tourist accommodation' (8.7%).

6 Perceptions of Kiama

This section of the report asks residents about their perceptions of the Kiama area as a place to live and work. A list of statements were read out to residents and they were asked to rate their level of agreement with it on a 5 point scale, anchored with 1 'strongly disagree' and 5 'strongly agree'.

6.1 Statements about the Kiama community

Figure 6.1.1: Community connectedness



Key results:

- With regards to feeling safe in the Kiama area, nineteen in twenty (96.8%) residents indicated that they felt safe in their neighbourhood.
- Four in five residents (80.7%) indicated that they felt a part of their neighbourhood or community.
- When asked questions relating to the Council, approximately three in five residents agreed that 'Kiama is a Council that understands the communities needs' (60.6%), that 'Kiama is a Council that communicates effectively with residents' (61.4%) and that 'Kiama is a Council that provides opportunities for residents to participate in planning' (57.1%).
- Slightly less than half the respondents (47.8%) of respondents indicated that they 'are actively involved in a community organisation in the City'.

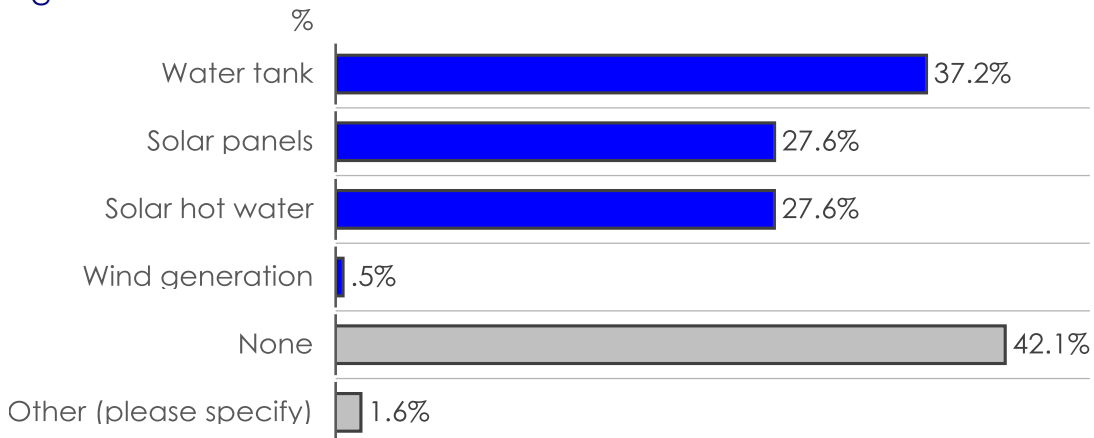
7 Environment

This section of the report is concerned with the steps that residents have taken in relation to being more environmentally sustainable around their home.

7.1 Environmental behaviour

Question: Which of the following do you have or use at your home?

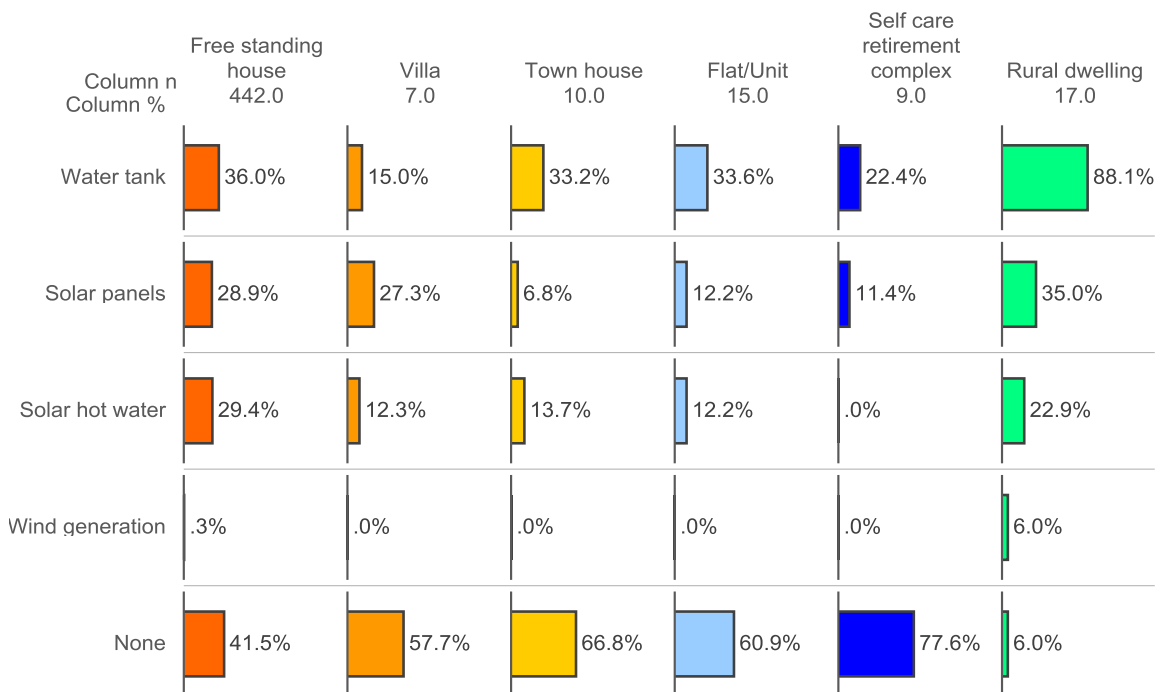
Figure 7.1.1: Environmental behaviour



Key results:

- Water tank ownership has been reported at 37.3%.
- One in four residents (27.6%), have reported having either 'solar panels' or 'solar hot water'.

Figure 7.1.1: Environmental behaviour by house type



Key results:

- Nearly nine in ten rural households (88.1%) in Kiama LGA mentioned that they had a water tank. This was significantly more than residents that live in other types of dwellings.
- Results showed that the take up of solar panels was the same amongst people living in a free standing house or villa as those living in a rural dwelling.
- Those living in a free standing house (29.4%) and those residents living in a rural dwelling (22.9%) reported having the highest use of solar hot water.

8 Council Communications

This section of the report looks into the various methods of how residents receive Council information and endeavours to look into ways to improve the delivery of information by Council.

8.1 Main source of information

Question: Thinking about the information that you receive in regard to Council activities, what are your main sources of information?

Figure 8.1.1: Main sources for Council information (n = 505)

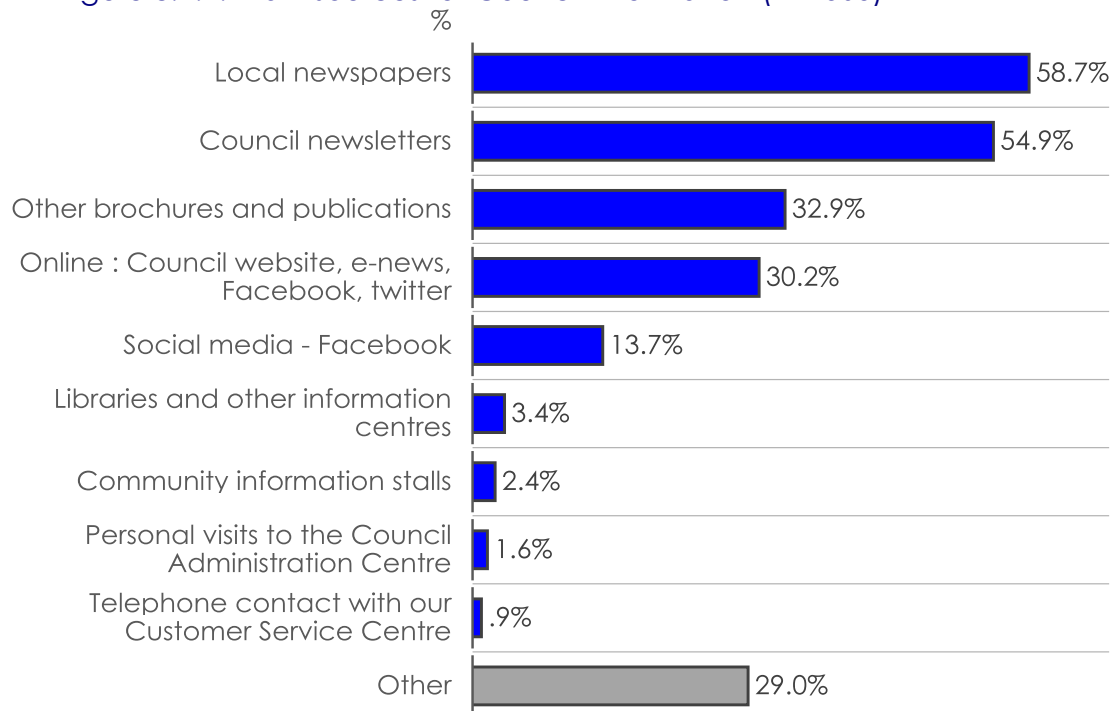
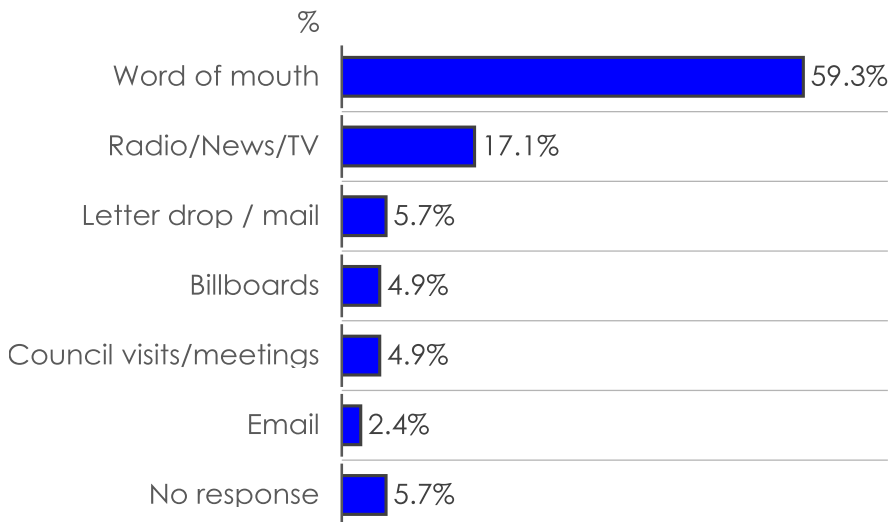


Figure 8.1.2: Other sources for Council information as above (n = 123)



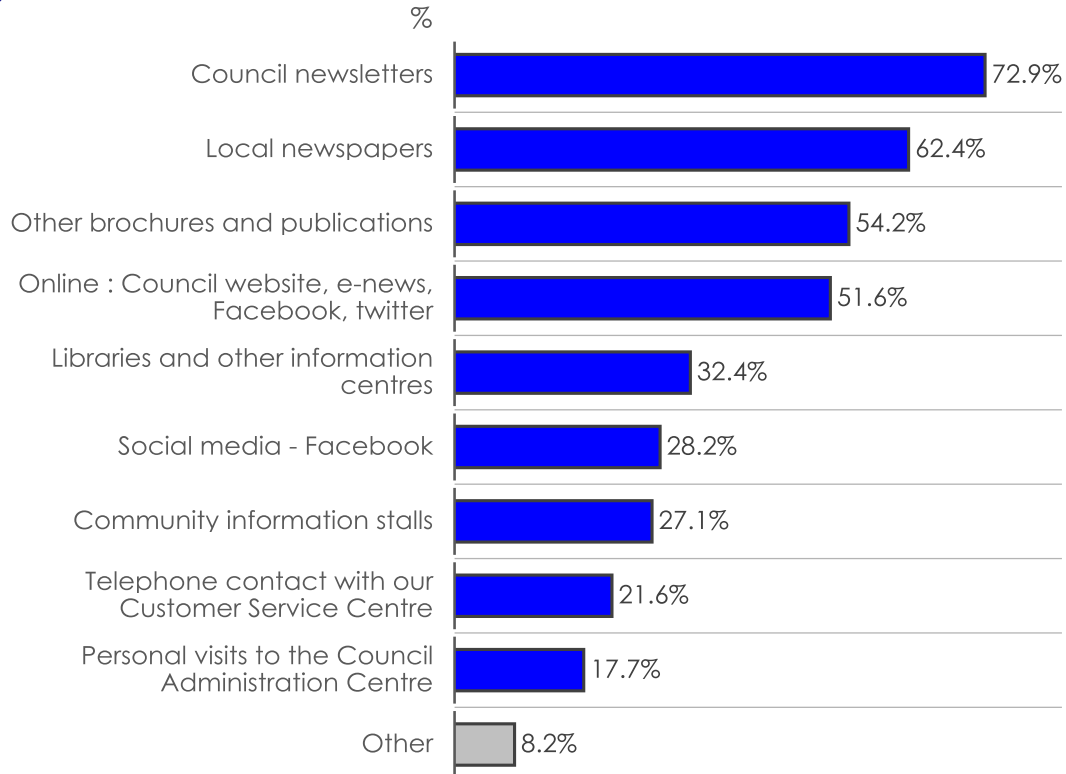
Key results:

- Results showed that there are two primary sources used to obtain information on Council activities; these are 'local newspapers' (58.7%) and 'Council newsletters' (54.9%).

8.2 Preferred source for information

Question: How would you prefer to receive information about the facilities, services and events offered by Kiama Council?

Figure 8.2.1: Preferred source for Council information



Key results:

- When asked what would be the preferred way to receive information, 'Council newsletters'(72.9%) and 'local newspapers' (72.9%) emerged again as the top two responses.
- Other prominent preferred sources for attaining information on Council activities were 'other brochures and publications' (54.2%), 'online: Council website, e-news, social networking' (51.6%)

9 Appendix

9.1 Methodology

9.1.1 Sample Design

A telephone-based survey, aiming to secure a response from approximately 500 residents from throughout the Kiama Local Government area, was used. The survey unit was permanent residents of the Kiama Local Government area who have lived in the area for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2011 Census was used to establish quotas to ensure a good distribution of responses by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (e.g. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

9.1.2 Data Collection

Interviews were conducted over 4 evenings commencing from the 6 July 2016 and concluding on the 11 July 2016. Calls were made between 4.30 and 8.30 p.m. If the selected person was unavailable at that time to do the survey, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used so that statistical inferences could be made about the entire resident population.

Business numbers and faxes reached during the selection process were excluded from the sample.

The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

9.1.3 Response Performance

At the end of the survey period, 505 completed interviews had been collected. The table below shows the compliance rate achieved for the entire sample. The compliance rate is the number of refusals as a proportion of completed surveys plus refusals. A compliance rate of 68.6% is a very strong response.

Table 9.1.1 Survey compliance rate

Response sequence	Outcome
Interviews	505
Refusals	231
<i>Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)</i>	736
Compliance rate	68.6%

9.1.4 Sample Characteristics

At the end of the survey period, 505 completed interviews had been collected. Table 9.1.2 illustrates a breakdown of response by geographical location of respondent. When compared to ABS 2011 Census figures, this breakdown broadly reflects the general population distribution in the LGA.

Table 9.1.2 Regional stratification of sample

Sample groups	Sample collected	Sample %	Population %
North	158	31%	29%
Central	140	28%	35%
South	125	25%	23%
Rural	82	16%	13%
Total	505	100%	100%

Table 9.1.3 outlines the age by sex distribution of the actual sample collected and compares it to what the ideal sample should be based on the area's population distribution (ABS Census 2011). The sample covered all age and sex groups, however to improve accuracy the final sample was weighted so that it mirrors the overall age and sex distribution of the Kiama Local Government area. The overall age by sex weight was applied for analysis that concerned the Kiama LGA as a whole.

Table 9.1.3 Age by sex – Total area

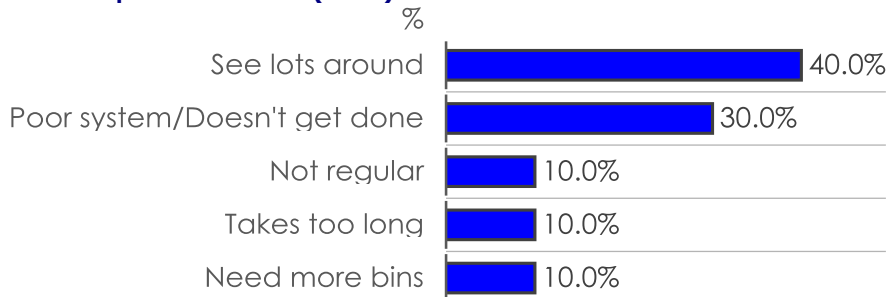
	Ideal sample		Actual sample		Weighting factor	
	Male	Females	Male	Females	Male	Females
18-29	7.9%	7.0%	4.2%	1.6%	1.9	4.4
30-39	5.8%	6.2%	1.4%	1.8%	4.2	3.5
40-49	8.0%	9.0%	5.7%	11.5%	1.4	0.8
50-59	10.0%	10.7%	12.7%	16.6%	0.8	0.6
60 +	16.4%	18.9%	20.4%	24.2%	0.8	0.8
Total	48.1%	51.8%	44.4%	55.7%		

9.1.5 Survey Accuracy

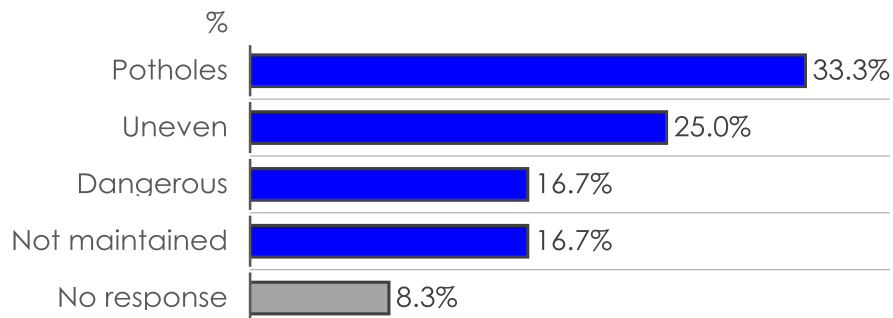
When analysing results for the entire sample, the maximum error rate will be about $\pm 4.4\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 4.4\%$ of the result achieved in this survey.

10 Reasons for dissatisfaction with services and facilities

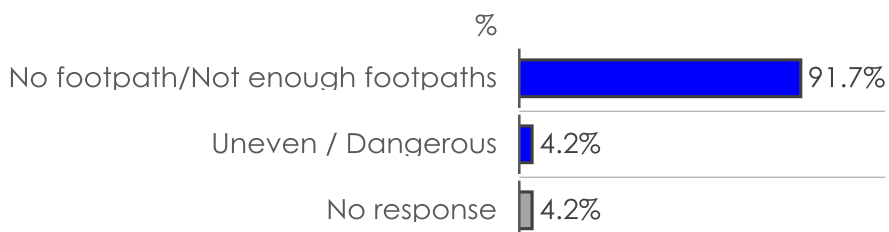
Clean-up of street litter (n=10)



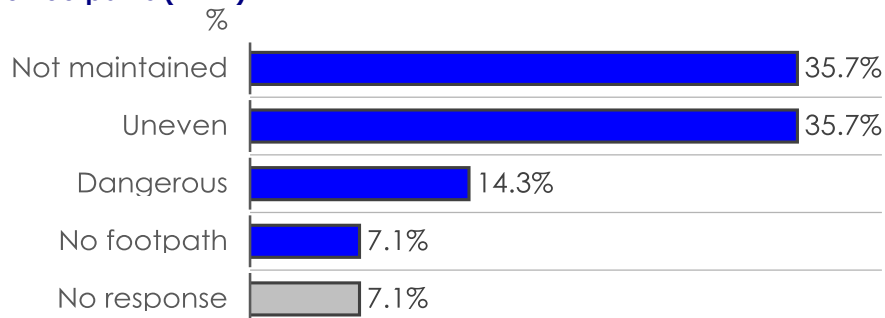
Maintenance of local roads (n=12)



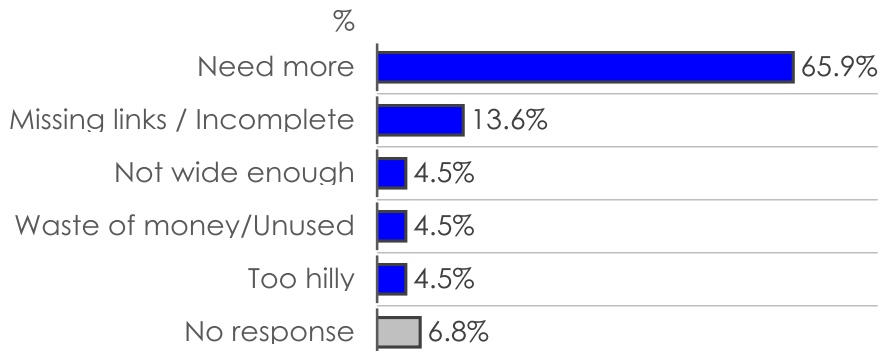
Provision of footpaths (n=24)



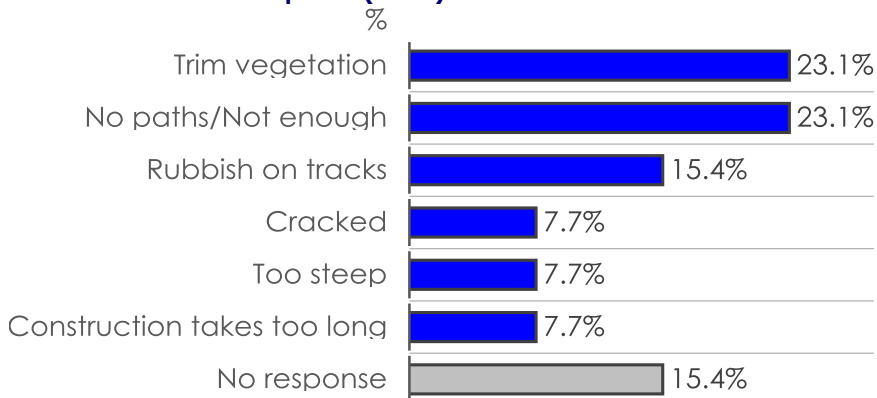
Maintenance of footpaths (n=14)



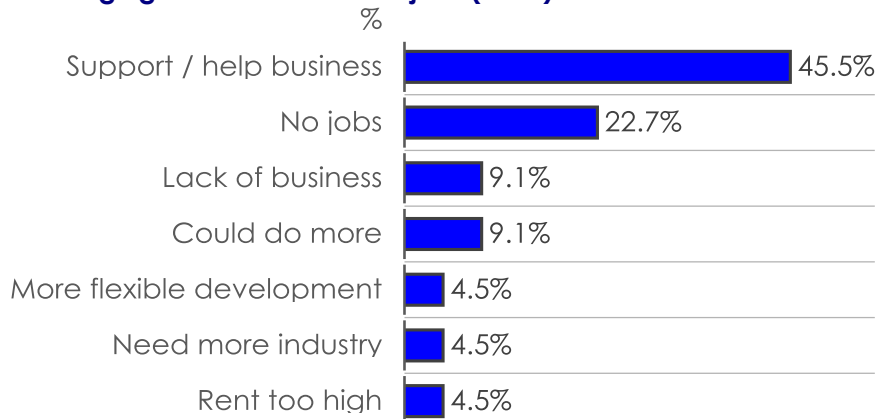
Provision of bike paths (n=44)



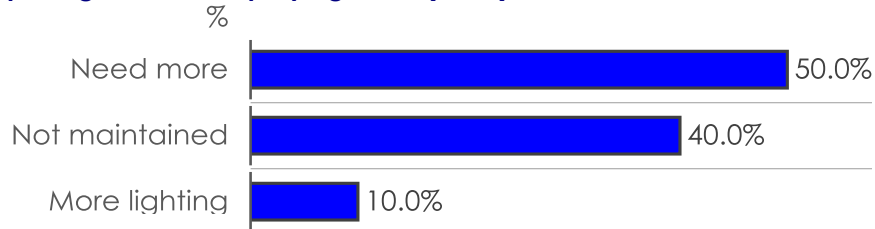
Maintenance of bike paths (n=13)



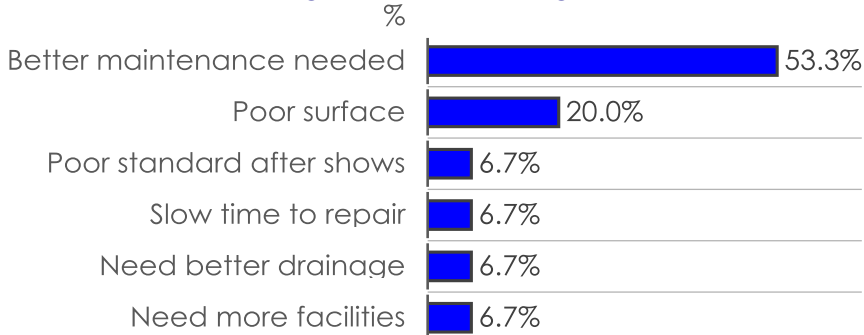
Encouraging local business and jobs (n=22)



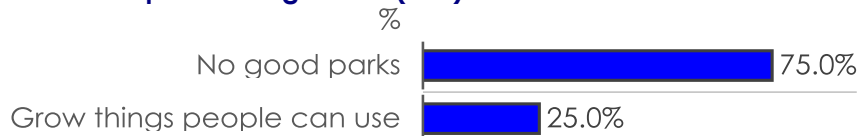
Provision of sports grounds and playing fields (n=10)



Maintenance of sports grounds and playing fields (n=15)



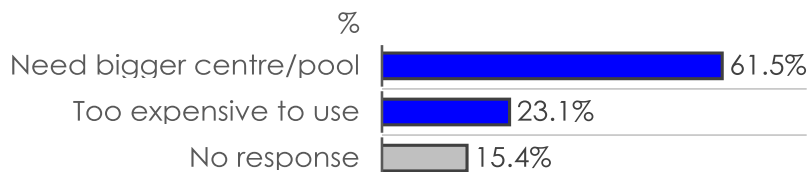
Provision of parks and gardens (n=4)



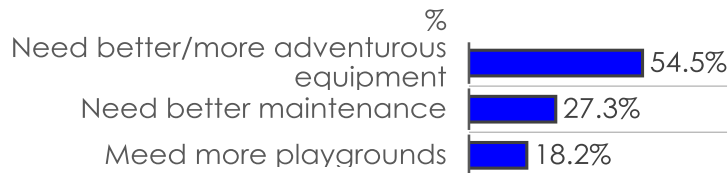
Maintenance of parks and gardens (n=4)



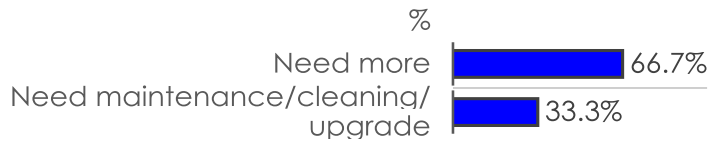
Leisure centre (n=13)



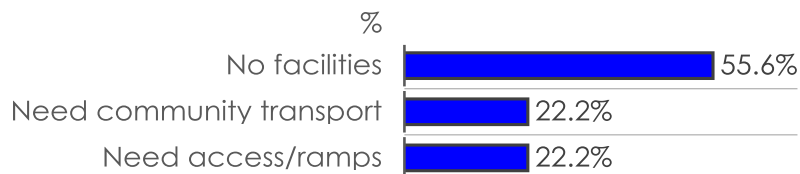
Children's playgrounds and equipment (n=11)



Provision of public toilets (39)



Services and facilities for older people (9)



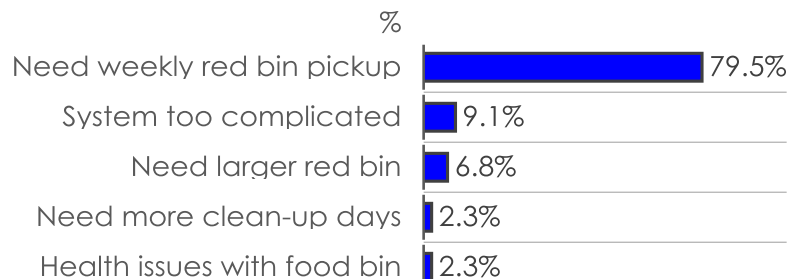
Services and facilities for young people (n=40)



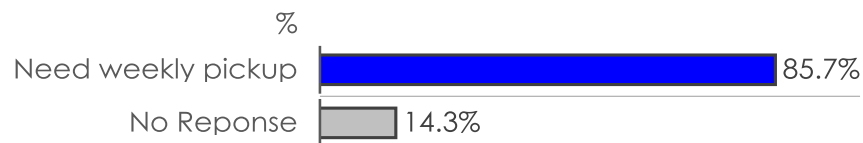
Services and facilities for children (n=11)



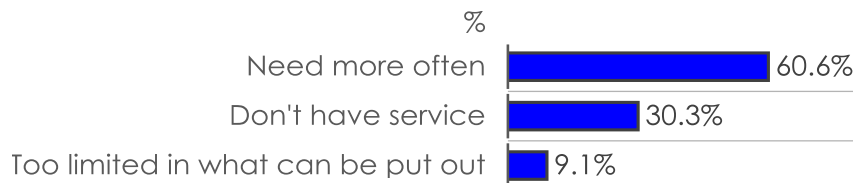
Garbage collection (n=44)



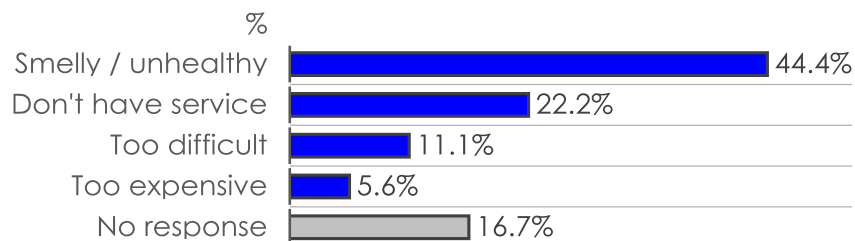
Kerbside recycling service (n=7)



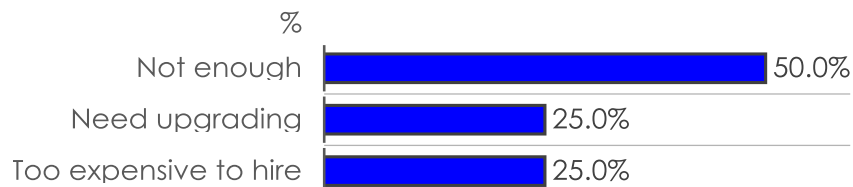
Kerbside clean-up collection (n=46)



Food and garden organics (n=18)



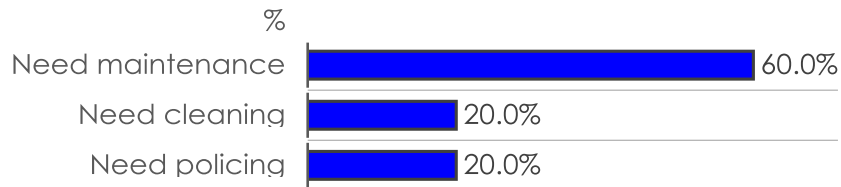
Community halls and community centres (n=8)



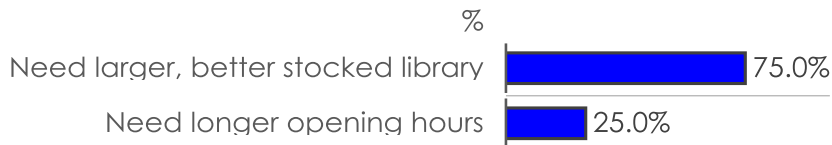
Beach lifeguard service (n=5)



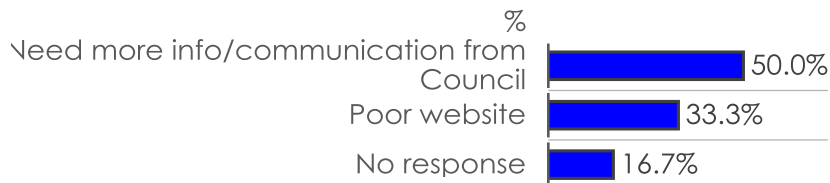
Maintenance of rock pools and beaches (n=5)



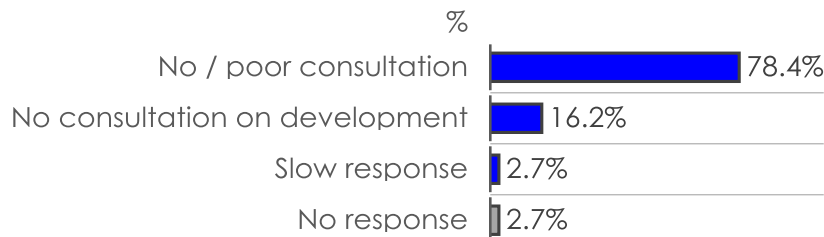
Library services (n=4)



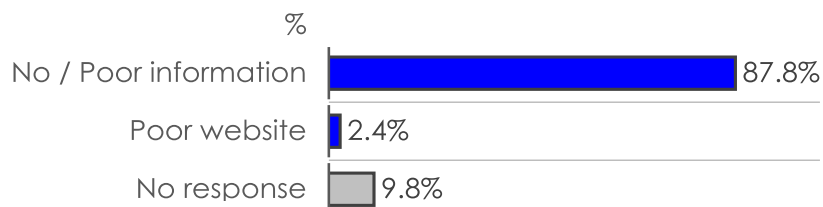
Information on Council services and activities (n=6)



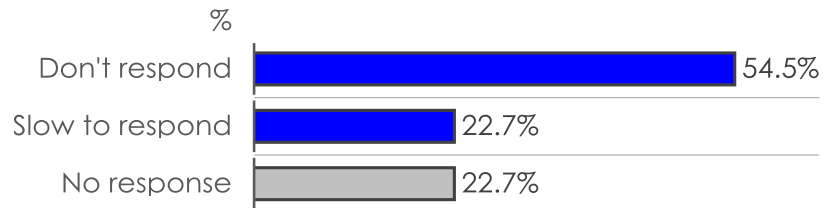
Consulting the community (n=37)



Informing the community of council decisions (n=41)



Council responsiveness to community needs (n=22)



Provision of public car parking (n=101)

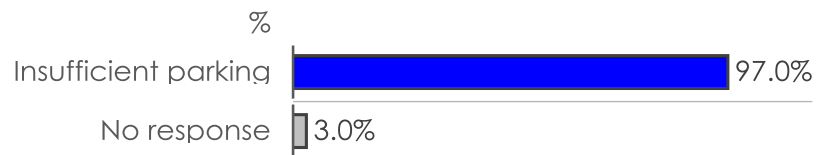




Figure 11.3 Overall satisfaction with Council's performance

	Gender		Age					Overall
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 +	
Overall satisfaction with Council	3.92	4.12	3.82	3.89	3.91	4.05	4.20	4.02

 Cells with sig. higher scores relative to yellow cells
 Cells with sig. lower scores relative to green cells

12 Error rates

Proportion	Size of Sub Sample																			
	25	50	75	100	125	150	175	200	250	300	350	400	500	600	700	800	900	1000	1100	1200
5%	8.5%	6.0%	4.9%	4.3%	3.8%	3.5%	3.2%	3.0%	2.7%	2.5%	2.3%	2.1%	1.9%	1.7%	1.6%	1.5%	1.4%	1.4%	1.3%	1.2%
10%	11.8%	8.3%	6.8%	5.9%	5.3%	4.8%	4.4%	4.2%	3.7%	3.4%	3.1%	2.9%	2.6%	2.4%	2.2%	2.1%	2.0%	1.9%	1.8%	1.7%
15%	14.0%	9.9%	8.1%	7.0%	6.3%	5.7%	5.3%	4.9%	4.4%	4.0%	3.7%	3.5%	3.1%	2.9%	2.6%	2.5%	2.3%	2.2%	2.1%	2.0%
20%	15.7%	11.1%	9.1%	7.8%	7.0%	6.4%	5.9%	5.5%	5.0%	4.5%	4.2%	3.9%	3.5%	3.2%	3.0%	2.8%	2.6%	2.5%	2.4%	2.3%
25%	17.0%	12.0%	9.8%	8.5%	7.6%	6.9%	6.4%	6.0%	5.4%	4.9%	4.5%	4.2%	3.8%	3.5%	3.2%	3.0%	2.8%	2.7%	2.6%	2.5%
30%	18.0%	12.7%	10.4%	9.0%	8.0%	7.3%	6.8%	6.4%	5.7%	5.2%	4.8%	4.5%	4.0%	3.7%	3.4%	3.2%	3.0%	2.8%	2.7%	2.6%
35%	18.7%	13.2%	10.8%	9.3%	8.4%	7.6%	7.1%	6.6%	5.9%	5.4%	5.0%	4.7%	4.2%	3.8%	3.5%	3.3%	3.1%	3.0%	2.8%	2.7%
40%	19.2%	13.6%	11.1%	9.6%	8.6%	7.8%	7.3%	6.8%	6.1%	5.5%	5.1%	4.8%	4.3%	3.9%	3.6%	3.4%	3.2%	3.0%	2.9%	2.8%
50%	19.6%	13.9%	11.3%	9.8%	8.8%	8.0%	7.4%	6.9%	6.2%	5.7%	5.2%	4.9%	4.4%	4.0%	3.7%	3.5%	3.3%	3.1%	3.0%	2.8%
60%	19.2%	13.6%	11.1%	9.6%	8.6%	7.8%	7.3%	6.8%	6.1%	5.5%	5.1%	4.8%	4.3%	3.9%	3.6%	3.4%	3.2%	3.0%	2.9%	2.8%
65%	18.7%	13.2%	10.8%	9.3%	8.4%	7.6%	7.1%	6.6%	5.9%	5.4%	5.0%	4.7%	4.2%	3.8%	3.5%	3.3%	3.1%	3.0%	2.8%	2.7%
70%	18.0%	12.7%	10.4%	9.0%	8.0%	7.3%	6.8%	6.4%	5.7%	5.2%	4.8%	4.5%	4.0%	3.7%	3.4%	3.2%	3.0%	2.8%	2.7%	2.6%
75%	17.0%	12.0%	9.8%	8.5%	7.6%	6.9%	6.4%	6.0%	5.4%	4.9%	4.5%	4.2%	3.8%	3.5%	3.2%	3.0%	2.8%	2.7%	2.6%	2.5%
80%	15.7%	11.1%	9.1%	7.8%	7.0%	6.4%	5.9%	5.5%	5.0%	4.5%	4.2%	3.9%	3.5%	3.2%	3.0%	2.8%	2.6%	2.5%	2.4%	2.3%
85%	14.0%	9.9%	8.1%	7.0%	6.3%	5.7%	5.3%	4.9%	4.4%	4.0%	3.7%	3.5%	3.1%	2.9%	2.6%	2.5%	2.3%	2.2%	2.1%	2.0%
90%	11.8%	8.3%	6.8%	5.9%	5.3%	4.8%	4.4%	4.2%	3.7%	3.4%	3.1%	2.9%	2.6%	2.4%	2.2%	2.1%	2.0%	1.9%	1.8%	1.7%
95%	8.5%	6.0%	4.9%	4.3%	3.8%	3.5%	3.2%	3.0%	2.7%	2.5%	2.3%	2.1%	1.9%	1.7%	1.6%	1.5%	1.4%	1.4%	1.3%	1.2%