

Hawkesbury City Council

Asset Management

Prepared by: Micromex Research

Date: August 2016



Background



Context and Methodology

Context

Hawkesbury City Council wished to conduct community consultation in order to identify and inform their long-term management/resourcing strategies for the assets of the LGA.

Research Objectives

Specifically the research quantitatively explored the level of current investment, relative priority and satisfactions of key community assets

Data collection period

Telephone interviewing (CATI) was conducted during period 22nd July – 26th July 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday

Sample

405 interviews were conducted.

348 of 405 of respondents were selected using the electronic White Pages. In addition to this, 57 respondents were number harvested via face-to-face intercept at a number of areas around the Hawkesbury LG e.g. Richmond Market Place and Richmond Train Station.

A sample size of 405 provides a maximum sampling error of plus or minus 4.9% at 95% confidence.

This means that if the survey was replicated with a new universe of N=405 residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

Percentages

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

Word Frequency Tagging

Verbatim responses for open questions were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



We Explored Resident Response to 21 Service Areas

Infrastructure

- Condition of sealed roads
- Condition of unsealed roads
- Condition of footpaths
- Access to footpath network
- Condition of cycle paths
- Connectivity of cycle path network
- Condition of stormwater drains

Parks and recreation

- Condition of parks
- Condition of playgrounds
- Availability of playgrounds
- Condition of playing fields & courts
- Condition of swimming pools

Community facilities

- Condition of community centres & halls
- Availability of community centres & halls
- Condition of town centres & public places
- Condition of public toilets
- Availability of public toilets
- Condition of libraries
- Condition of the gallery
- Condition of the museum
- Condition of the visitor information centre

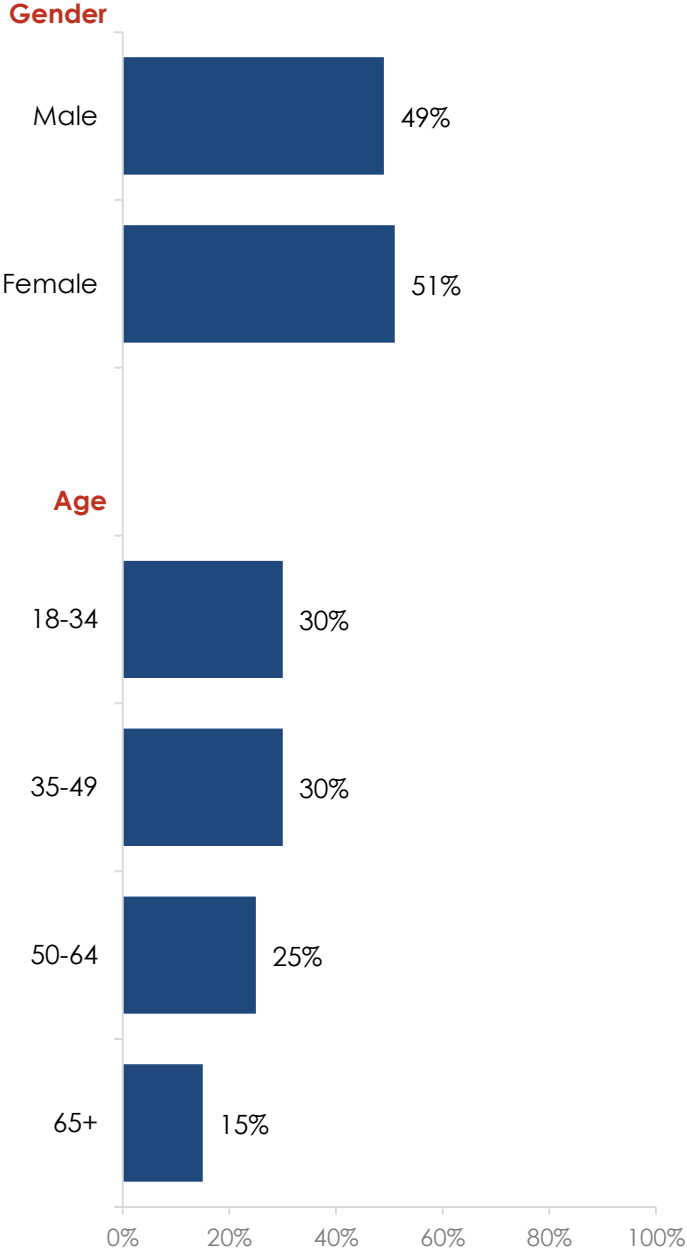


Sample Profile





Sample Profile



The sample was weighted by age and gender to reflect the 2011 ABS community profile of Hawkesbury City Council

Key Findings



Key Findings

Priority

The average priority level was 57%.

- The individual ratings indicate that most of the assets are important to the majority of residents or at least a significant minority of residents.
- Sealed roads was rated as a priority by 93% of the community and at the other end of the ratings, the condition of the gallery had the lowest relative priority but still was rated as a priority by 27% of residents.

Satisfaction

The mean satisfaction score was 3.08.

- Satisfaction ratings ran from moderately high (libraries) to low (sealed and unsealed roads)

Investment

The mean investment level was 0.41. Indicating that on average that residents want increased investment across all the asset classes.

- Sealed roads was given a score of 0.89 which indicates that on balance 89% of residents would like to see increased investment into this area
- The condition of the gallery had the lowest investment score -0.06 which indicates that on balance 6% of residents would like to see investment into this area decreased



While there is a clear priority in terms of preferred investment, there is no indication that residents are willing to see any investment reductions across any of the asset classes

Summary of Results

| Asset | Priority | Satisfaction | Investment |
|---|----------|--------------|------------|
| Condition of sealed roads | 93% | 2.31 | 0.89 |
| Condition of parks | 83% | 3.41 | 0.57 |
| Condition of stormwater drains | 81% | 2.81 | 0.67 |
| Condition of town centres & public places | 80% | 3.16 | 0.63 |
| Condition of public toilets | 75% | 2.58 | 0.69 |
| Availability of public toilets | 75% | 2.71 | 0.62 |
| Condition of footpaths | 70% | 2.90 | 0.56 |
| Access to footpath network | 62% | 2.98 | 0.44 |
| Condition of unsealed roads | 60% | 2.46 | 0.68 |
| Condition of playgrounds | 60% | 3.36 | 0.45 |
| Condition of playing fields & courts | 54% | 3.32 | 0.37 |
| Condition of libraries | 52% | 3.78 | 0.18 |
| Availability of playgrounds | 47% | 3.34 | 0.36 |
| Condition of the visitor information centre | 47% | 3.32 | 0.29 |
| Condition of swimming pools | 46% | 3.40 | 0.34 |
| Condition of community centres & halls | 45% | 3.26 | 0.34 |
| Availability of community centres & halls | 38% | 3.30 | 0.28 |
| Connectivity of cycle path network | 36% | 2.76 | 0.15 |
| Condition of the museum | 35% | 3.32 | 0.06 |
| Condition of cycle paths | 33% | 2.91 | 0.16 |
| Condition of the gallery | 27% | 3.39 | -0.06 |

Base: N = 378-405

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

Investment -1 = less investment, 1 = more investment

Note: Assets are sorted on priority



Priority, Satisfaction and Investment

1. Key Thematic Areas

The following slide is a 3 dimensional mapping of the 'themes' of the 21 lifestyle areas that residents were asked to rate as a priority, their satisfaction with these areas, and the level of investment they wish Council to expend on each.

Priority is mapped to the 'y axis', and satisfaction to the 'x axis'. The size of the bubble indicates the level of investment that residents would like spent in each area. This investment mean is also used to colour code the measures into three investment groups:

- 'Gold' investment (an above average increase in investment)
- 'Silver' investment (within standard error of the average increase in investment)
- 'Bronze' investment (below the average increase in investment)

Summary

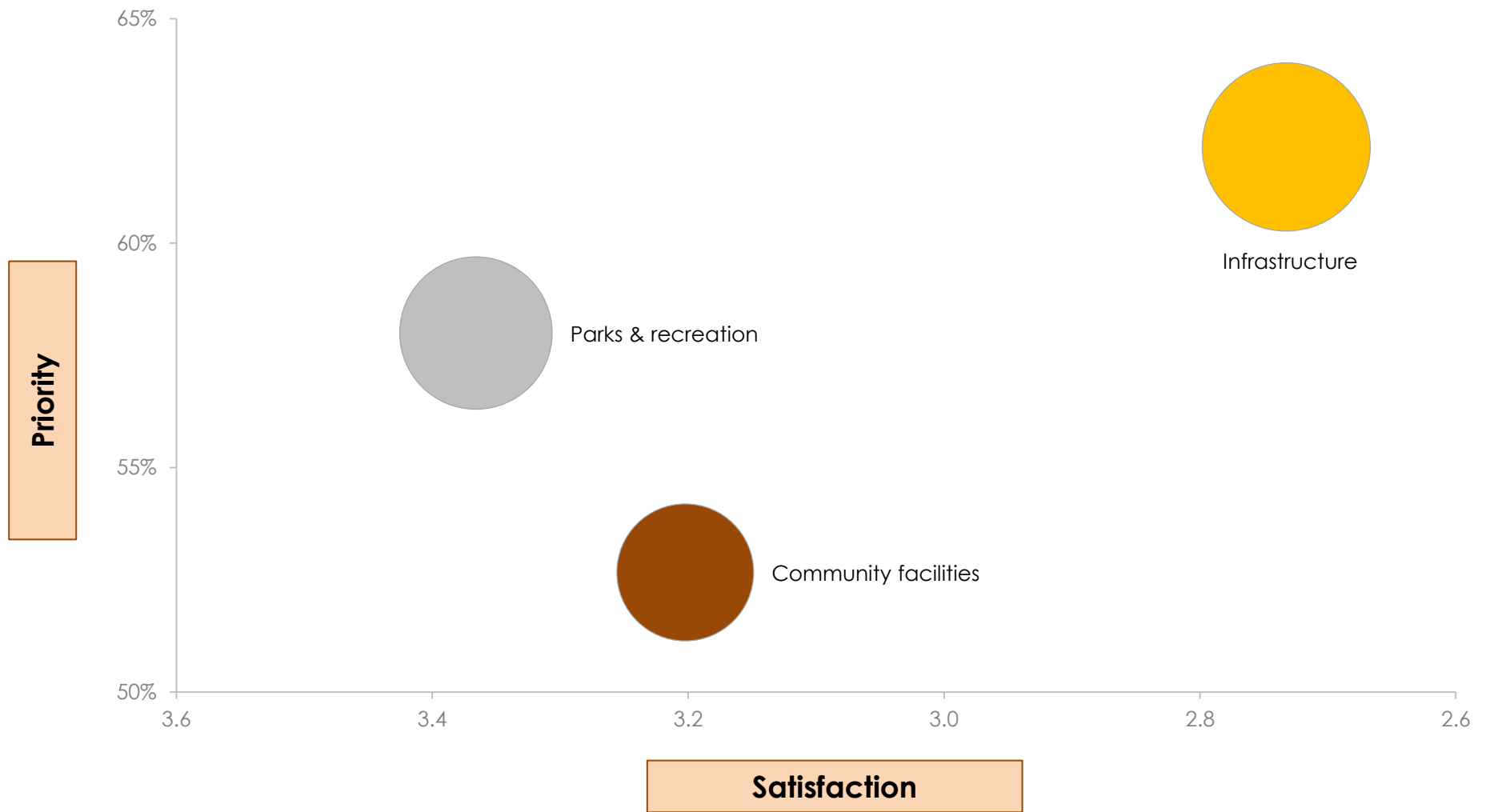
The result for the themes in this map indicate that, overall, the categories that fall under 'Infrastructure' are of the highest priority to the community, receiving the lowest satisfaction scores. Subsequently, residents felt that this area requires the greatest level of investment from Council.

'Parks and recreation' was deemed moderate in both priority and satisfaction, with the community still looking for increases in investment.

'Community facilities' was considered lower in priority, and to be performing moderately well according to resident satisfaction. Not surprisingly, assets in this area were rated below average in terms of increased investment.



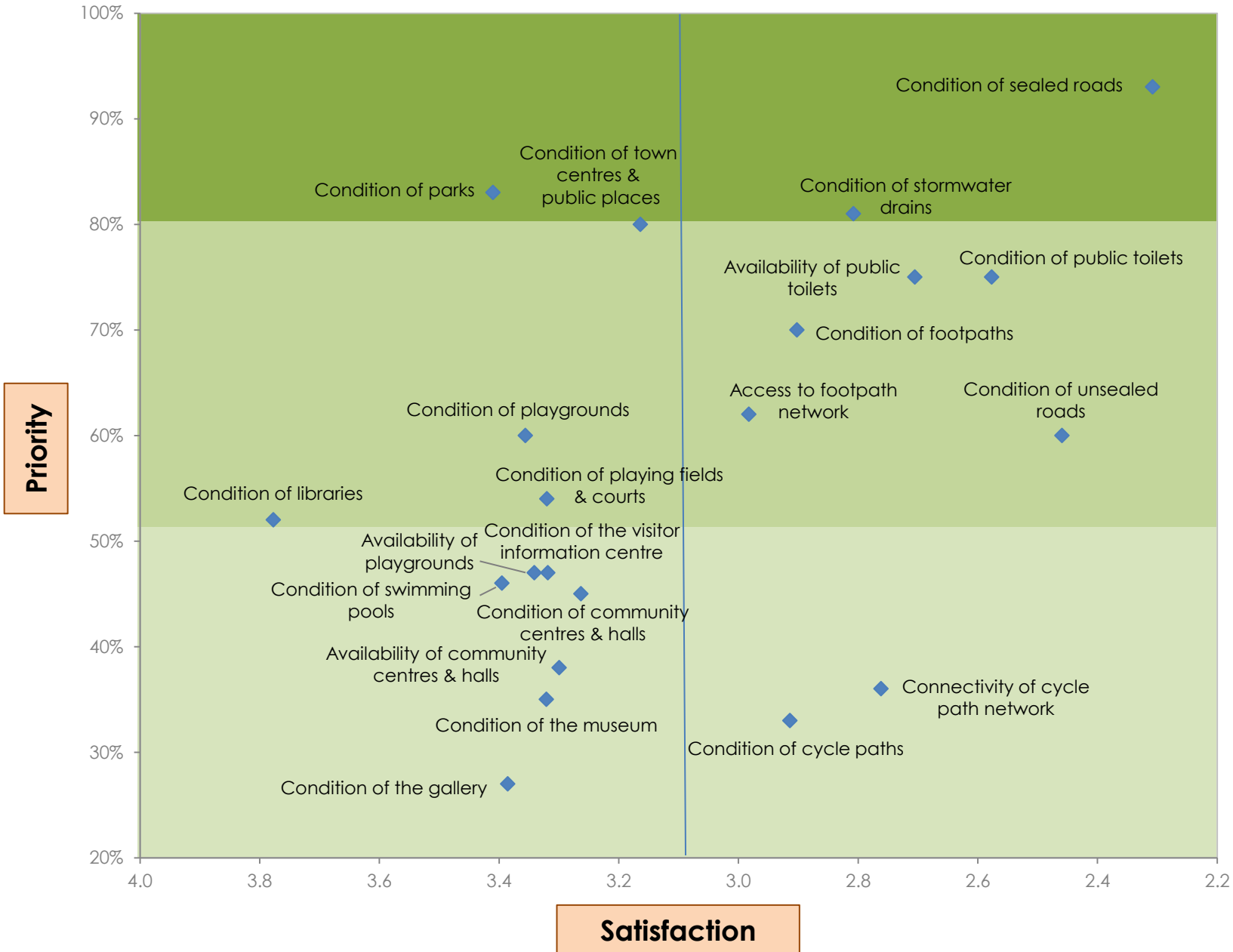
Priority, Satisfaction and Investment – Key Thematic Areas



Overall, 'Infrastructure' was the area that residents were least satisfied with, considering it to be of highest priority, and in need of the greatest increase in relative investment

Priority v Satisfaction

This chart presents the priorities divided into high, medium and low, with the satisfaction divided at the mean of 3.08



Priority, Satisfaction, and Investment

Using the same principle as for the key thematic areas, the following slides break down all 21 measures into two priority groups:

- 'High' priority (significantly above the average stated priority)
- 'Secondary' priority (within standard error of the average stated priority)
- 'Tertiary' priority (significantly below the average stated priority)

Summary

High Priority Measures

The following slide shows the top 7 high priority areas. All 7 areas were seen to require increased investment. The areas that have 'moderately low' to 'low' satisfaction ratings include:

- Condition of sealed roads
- Condition of stormwater drains
- Condition of public toilets
- Availability of public toilets
- Condition of footpaths

Whilst 'Condition of parks' and 'Condition of town centres and public spaces' were also high in priority, they were rated 'moderate' in satisfaction.



Priority, Satisfaction & Investment - High Priority Measures



Overall, 'Condition of sealed roads' was the area that residents considered the highest priority, were least satisfied with, and deemed the most in need of 'more investment'

Priority, Satisfaction, and Investment

Summary

Secondary and Tertiary Priority Measures

Above average increase in Investment

Whilst rated within the standard error (+/- 4.9%) of the average stated priority, 'Condition of unsealed roads' was rated as providing a low level of satisfaction and was rated to need an above average increase in spending.

Average level of increased Investment

Areas including 'Access to footpath network', 'Condition of playgrounds' and 'Condition of playing fields and courts' were rated within the standard error of the average stated priority, and require an average level spending increase. Although 'Availability of playgrounds' was rated below the standard error of the average stated priority, according to the community, it also requires an average level investment increase.

Below Average Investment Increase

As expected, areas that rated lower in priority and received 'moderate' satisfaction ratings such as 'Condition of the gallery, and 'Condition of the museum', were felt to require lesser increases in Council investment.

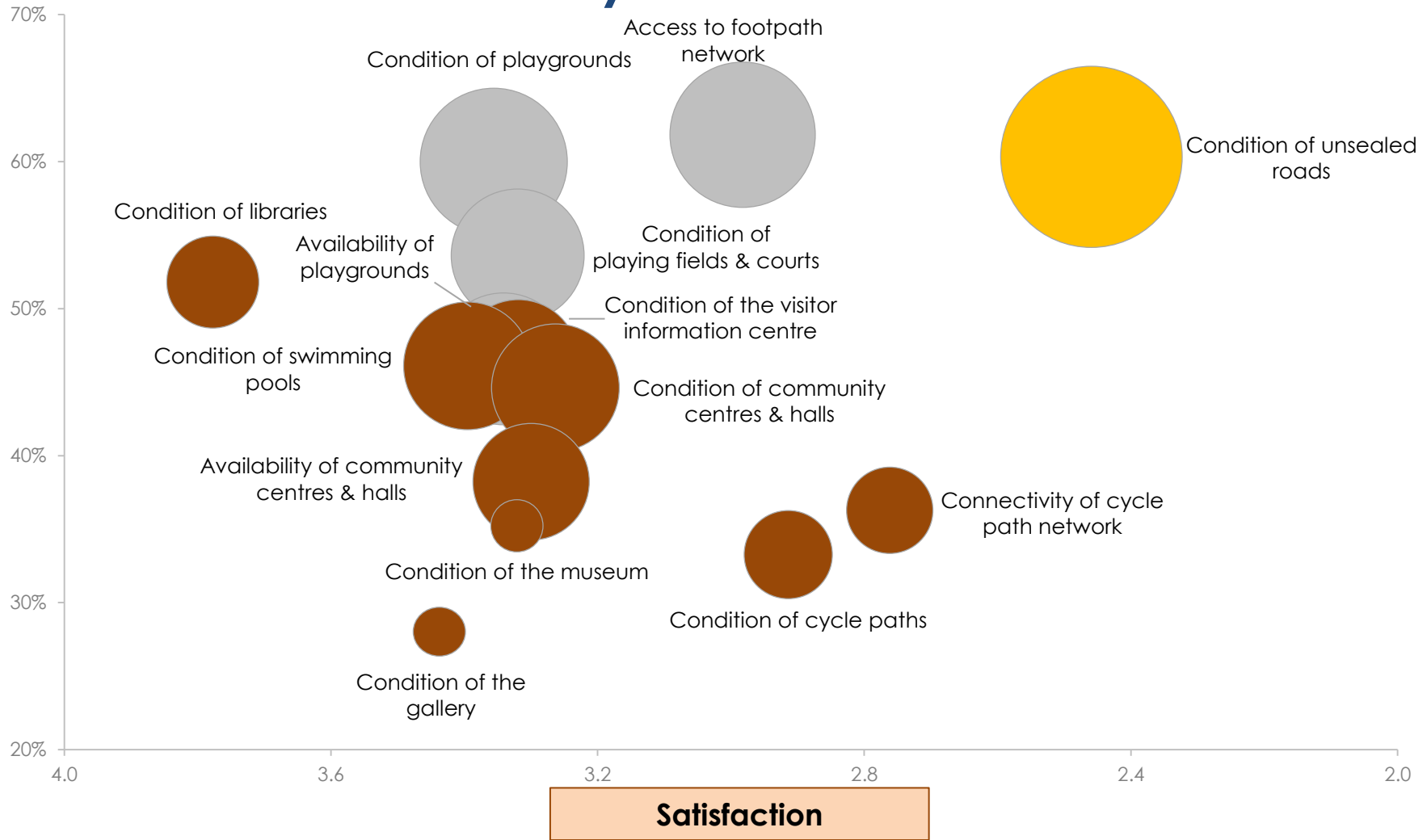
Other areas that received tertiary priority ratings include:

- Condition of libraries
- Condition of swimming pools
- Availability of community centres and halls
- Condition of community centres and halls
- Condition of cycle paths
- Connectivity of cycle path network



Priority, Satisfaction & Investment – Secondary & Tertiary

Priority Measures



Residents feel that 'Condition of unsealed roads' requires more investment, whilst 'Condition of the gallery' requires less

Council Services and Facilities



Demographics



Demographics

Q3. Please stop me when I read out your age group.

| | % |
|-------|-----|
| 18-34 | 30% |
| 35-49 | 30% |
| 50-64 | 25% |
| 65+ | 15% |

Base: N = 405

Q4. In which suburb/town do you live?

| | % | | % | | % |
|----------------|-----|-------------------|----|-----------------|-----|
| Richmond | 13% | Kurmond | 2% | St Albans | 1% |
| Bligh Park | 10% | Oakville | 2% | Cattai | <1% |
| North Richmond | 8% | Windsor Downs | 2% | Central Colo | <1% |
| South Windsor | 8% | Agnes Banks | 1% | East Kurrajong | <1% |
| Glossodia | 6% | Bilpin | 1% | Maraylya | <1% |
| Wilberforce | 6% | Blaxlands Ridge | 1% | Mountain Lagoon | <1% |
| Hobartville | 5% | Colo | 1% | Mulgrave | <1% |
| Bowen Mountain | 4% | Colo Heights | 1% | Sackville | <1% |
| Freemans Reach | 4% | Cumberland Reach | 1% | Tennyson | <1% |
| Grose Vale | 4% | Grose Wold | 1% | Upper Colo | <1% |
| McGraths Hill | 4% | Kurrajong | 1% | Vineyard | <1% |
| Pitt Town | 4% | Kurrajong Heights | 1% | Webbs Creek | <1% |
| Windsor | 3% | Lower Portland | 1% | Yarramundi | <1% |
| Ebenezer | 2% | | | | |

Base: N = 405



Demographics

Q6. Gender.

| | % |
|--------|-----|
| Male | 49% |
| Female | 51% |

Base: N = 405

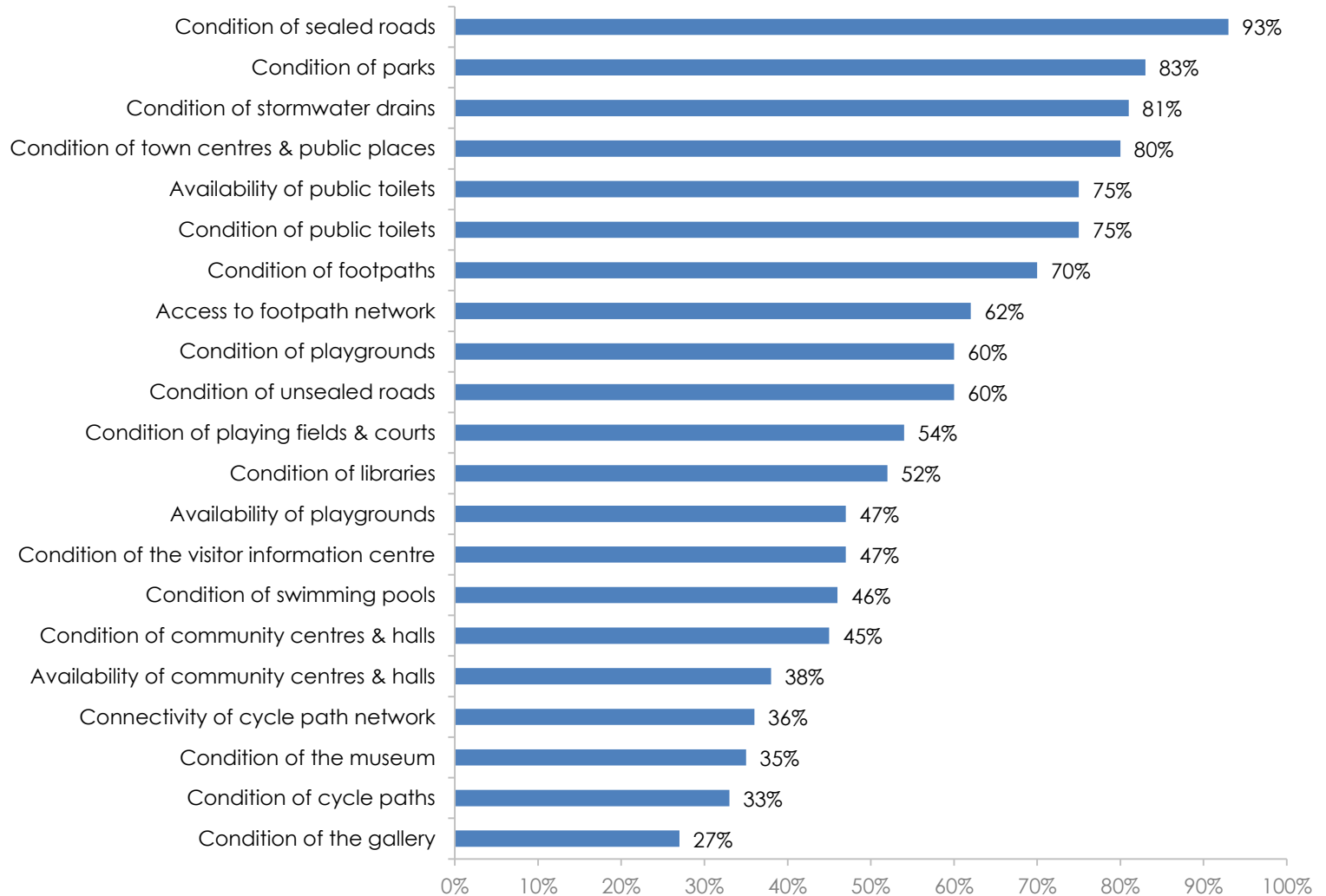


Appendix A – Priorities, Satisfaction and Investment



Priorities

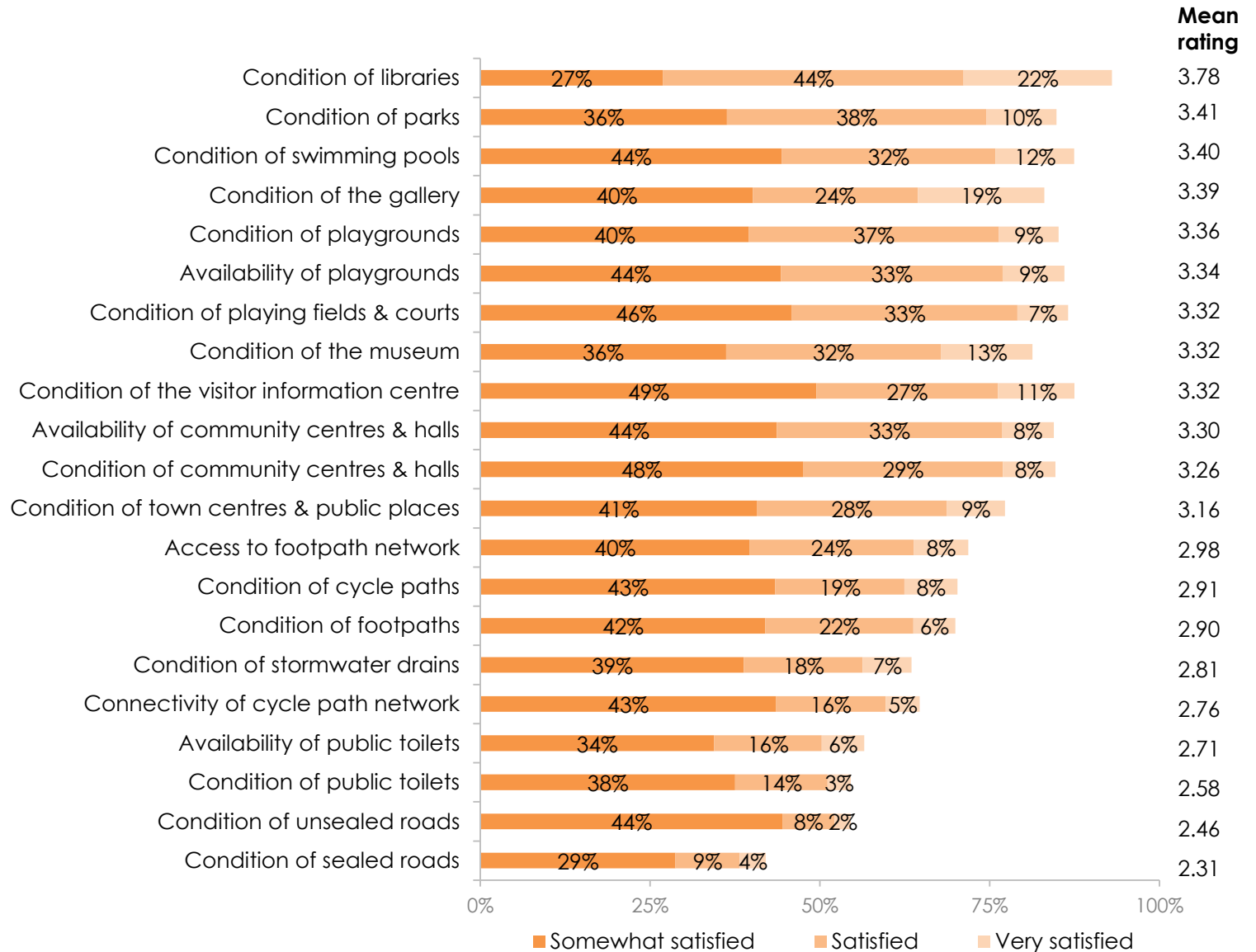
Q1. Thinking of the following types of Council services and facilities, for each of these could you please indicate which are a priority for you, how satisfied you are with the performance of each, and whether Council should spend less, the same, or more than they currently spend on each.



'Condition of sealed roads' (93%) was identified as the highest priority

Satisfaction

Q1. Thinking of the following types of Council services and facilities, for each of these could you please indicate which are a priority for you, how satisfied you are with the performance of each, and whether Council should spend less, the same, or more than they currently spend on each.



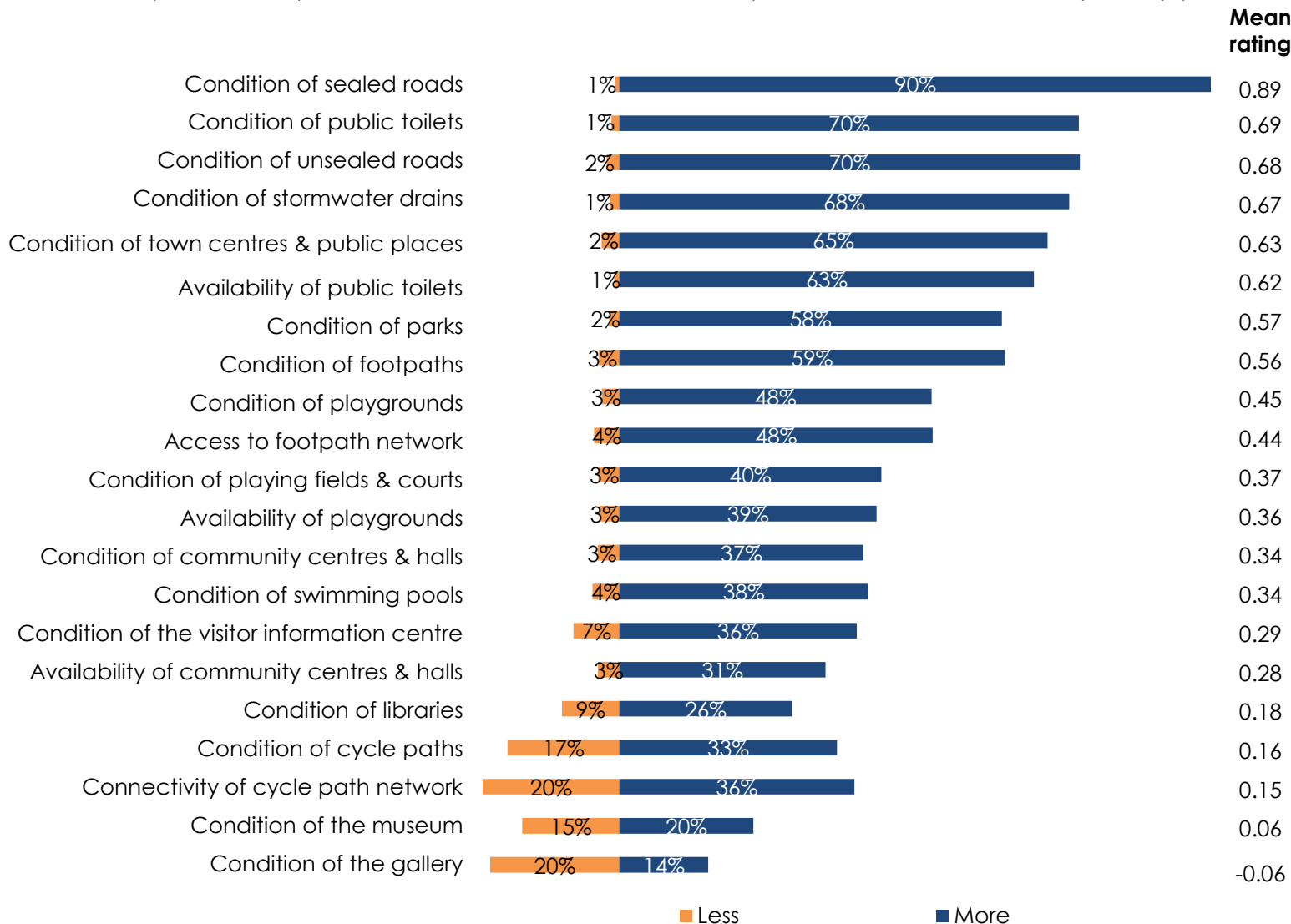
'Condition of libraries' has the highest satisfaction rating

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

Base: N = 378-405

Level of Investment

Q1. Thinking of the following types of Council services and facilities, for each of these could you please indicate which are a priority for you, how satisfied you are with the performance of each, and whether Council should spend less, the same, or more than they currently spend on each.



Scale: -1 = less investment, 1 = more investment

Base: N = 403-405

Residents believe 'Condition of sealed roads' needs more investment, whilst 'Condition of the gallery' needs less investment

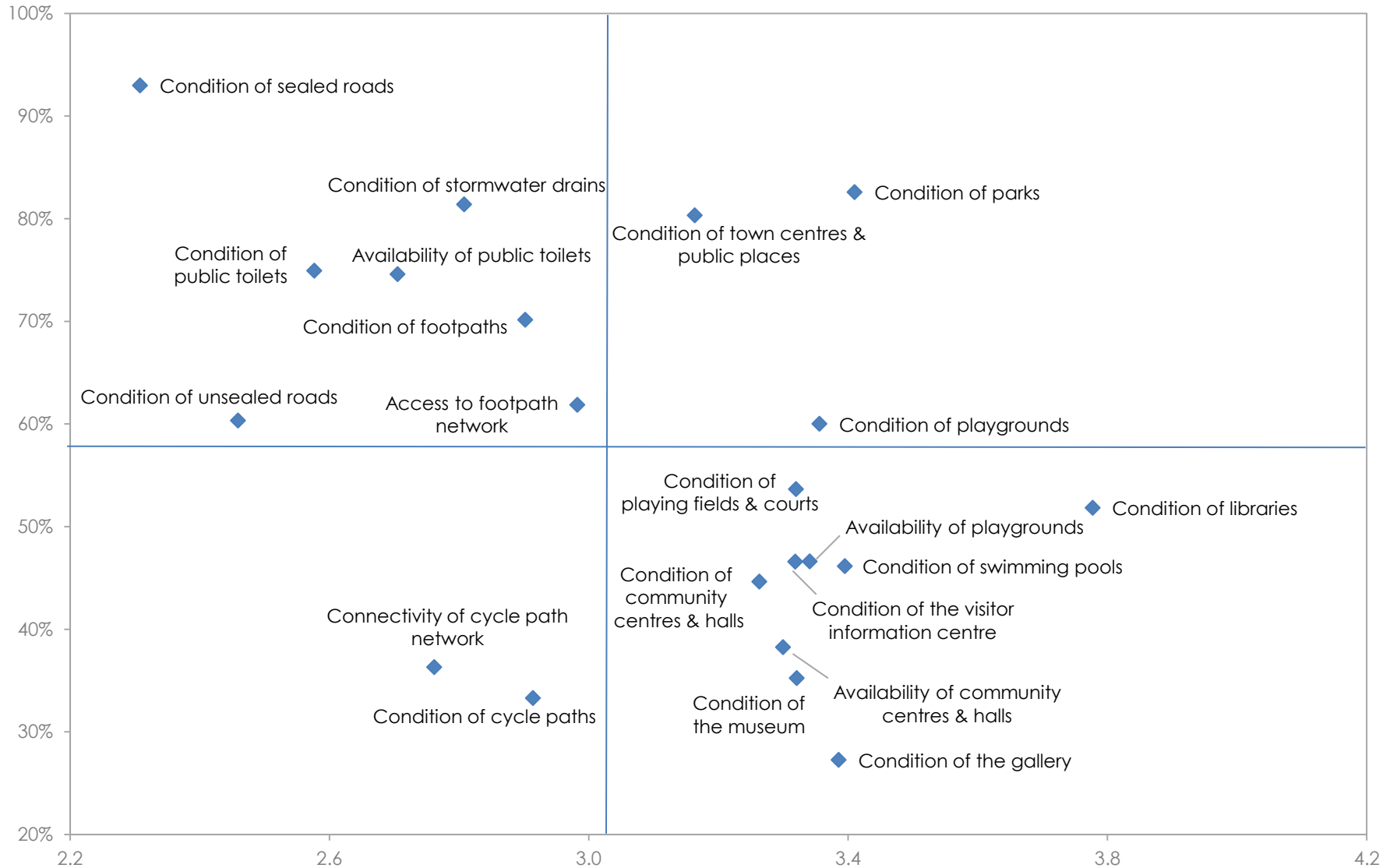


Quadrant Analysis – Priority v Satisfaction

Improve
Higher priority, lower satisfaction

Maintain
Higher priority, higher satisfaction

Priority



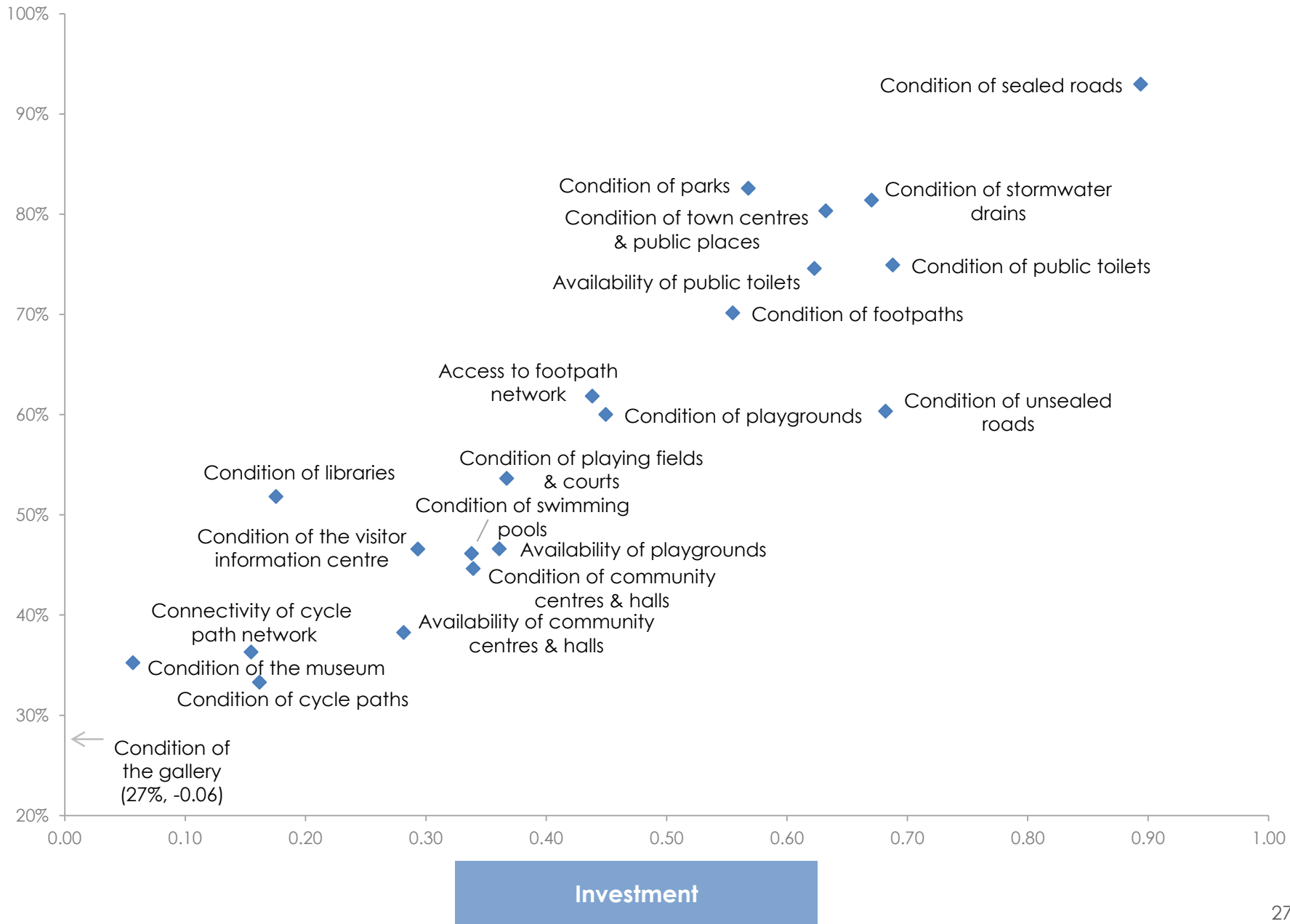
Niche
Lower priority, lower satisfaction

Satisfaction

Community
Lower priority, higher satisfaction



Priority v Investment



Appendix B – Comments Regarding Services and Facilities



Other Comments

| | Count | | Count | | Count |
|--|-------|---|-------|--|-------|
| Fees to use the tip are too expensive | 10 | Improve Council consultation, communication & responsiveness | 3 | Develop a tree registry to protect trees in the area | 1 |
| Flood prevention/Stormwater drainage maintenance & provision | 9 | Developments need to have infrastructure to support them | 3 | Developments are destroying the ambience of the area | 1 |
| Increased response time to requests | 9 | Infrastructure to cater for population growth | 3 | Need education about recycling and waste management | 1 |
| Street cleanliness | 9 | Libraries need updating and their collection expanded | 3 | Encourage bush regeneration | 1 |
| Traffic congestion & management | 9 | Ratepayers should be served more effectively | 3 | Improve record keeping of headstones | 1 |
| Provision of services and facilities | 8 | Council should focus on traditional services e.g. bins | 2 | Increase access to the river | 1 |
| More public transport | 7 | Improved sewerage systems | 2 | Increase the number of emergency facilities | 1 |
| Security & safety in the area | 7 | Increase focus on the community | 2 | Increasing rates may improve maintenance to services | 1 |
| Development process and timing should be increased | 6 | Lack of youth services | 2 | NBN service | 1 |
| Improved maintenance of public areas to encourage tourism | 6 | More health services | 2 | Online portal needs fixing | 1 |
| Park upkeep and provision | 6 | Policing of illegal dumping | 2 | Pressure the Government to raise the dam wall | 1 |
| Planning and developments | 6 | Support for buildings and developments | 2 | Services & facilities are too far away | 1 |
| Cleaning of waterways | 5 | Town centre upkeep and area improvement | 2 | Support for the homeless | 1 |
| Preservation and promotion of the heritage and history of the area | 5 | Weed management | 2 | Venue licenses need reviewing | 1 |
| Provision of information regarding Council services and upgrades | 5 | Community has lost its opportunity to have a voice | 1 | Visitor attractions need opening hours reviewed | 1 |
| Improvements to Council's customer service | 4 | Council accountability | 1 | Council surveys should be conducted by a company located in the Hawkesbury City Council area | 1 |
| Kerb and guttering | 4 | Council kerbside garbage collection service rates are too expensive | 1 | Private developers should be responsible for footpaths & playgrounds | 1 |
| Parking | 4 | Council need more celebrations for public holidays | 1 | Council could build a shop at the tip in order to recycle and sell suitable items | 1 |
| Provision of services to all areas | 4 | Council need to be positive towards future developments | 1 | Council should look into the actions of the Peppercorn Group | 1 |
| Rates are too high for the service provided | 4 | Council needs to maintain area character | 1 | | |
| Community centre availability and services | 3 | Creating wards won't change the maintenance of Council facilities | 1 | | |

Appendix C - Questionnaire



Good evening, my name is and I am calling on behalf of Hawkesbury City Council, from a company called Micromex. Council is conducting a community survey to better understand community expectations in the delivery of a number of existing community services and facilities. Would you be able to assist us please?

QA1. Before we start, could I please check whether you or an immediate family member work for Hawkesbury City Council?

- Yes (If yes, terminate survey)
 No

Q1. Thinking of the following types of Council services and facilities, for each of these could you please indicate which are a priority for you, how satisfied you are with the performance of each, and whether Council should spend less, the same, or more than they currently spend on each. The satisfaction scale is from 1 to 5, where 1 is low satisfaction and 5 is high satisfaction.

ROTATE ORDER OF SERVICES/FACILITIES

| | Priority | Satisfaction | | | | | N/A | Investment* | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | | Low | | High | | | | L | S | M |
| | | 1 | 2 | 3 | 4 | 5 | | | | |
| Condition of sealed roads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of unsealed roads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of footpaths | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Access to footpath network | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of cycle paths | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Connectivity of cycle path network | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of parks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of playgrounds | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Availability of playgrounds | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of playing fields & courts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of swimming pools | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of community centres & halls | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Availability of community centres & halls | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of town centres & public places | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of public toilets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Availability of public toilets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of libraries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of the gallery | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of the museum | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of the visitor information centre | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Condition of stormwater drains | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

*Investment

L = Less

S = Same

M = More

Q2. Are there any comments you would like to make regarding Council services and facilities?

.....

DEMOGRAPHICS

Finally, just a few questions about you.

Q3. Please stop me when I read out your age group. Prompt

- 18-34
 35-49
 50-64
 65+

Q4. In which suburb/town do you live?

- | | |
|---|---|
| <input type="radio"/> Agnes Banks | <input type="radio"/> Mellong |
| <input type="radio"/> Beraming | <input type="radio"/> Mogo Creek |
| <input type="radio"/> Bilpin | <input type="radio"/> Mountain Lagoon |
| <input type="radio"/> Blaxlands Ridge | <input type="radio"/> Mulgrave |
| <input type="radio"/> Bligh Park | <input type="radio"/> North Richmond |
| <input type="radio"/> Bowen Mountain | <input type="radio"/> Oakville |
| <input type="radio"/> Cattai | <input type="radio"/> Perrys Crossing |
| <input type="radio"/> Central Colo | <input type="radio"/> Pitt Town |
| <input type="radio"/> Central Macdonald | <input type="radio"/> Pitt Town Bottoms |
| <input type="radio"/> Clarendon | <input type="radio"/> Putty |
| <input type="radio"/> Colo | <input type="radio"/> Richmond |
| <input type="radio"/> Colo Heights | <input type="radio"/> Richmond Lowlands |
| <input type="radio"/> Cornwallis | <input type="radio"/> Sackville |
| <input type="radio"/> Cumberland Reach | <input type="radio"/> Scheyville |
| <input type="radio"/> East Kurrajong | <input type="radio"/> South Windsor |
| <input type="radio"/> Ebenezer | <input type="radio"/> St Albans |
| <input type="radio"/> Fernances | <input type="radio"/> Ten Mile Hollow |
| <input type="radio"/> Freemans Reach | <input type="radio"/> Tennyson |
| <input type="radio"/> Glassodia | <input type="radio"/> The Devils Wilderness |
| <input type="radio"/> Grose Vale | <input type="radio"/> The Slopes |
| <input type="radio"/> Grose Wold | <input type="radio"/> Upper Colo |
| <input type="radio"/> Higher Macdonald | <input type="radio"/> Upper Macdonald |
| <input type="radio"/> Hobartville | <input type="radio"/> Vineyard |
| <input type="radio"/> Kurmond | <input type="radio"/> Webbs Creek |
| <input type="radio"/> Kurrajong | <input type="radio"/> Wheeny Creek |
| <input type="radio"/> Kurrajong Heights | <input type="radio"/> Wilberforce |
| <input type="radio"/> Kurrajong Hills | <input type="radio"/> Windsor |
| <input type="radio"/> Leets Vale | <input type="radio"/> Windsor Downs |
| <input type="radio"/> Lower Macdonald | <input type="radio"/> Wisemans Ferry |
| <input type="radio"/> Lower Portland | <input type="radio"/> Womerah |
| <input type="radio"/> Maraylya | <input type="radio"/> Wrights Creek |
| <input type="radio"/> McGraths Hill | <input type="radio"/> Yarramundi |

Q5a. After we analyse the results from this research we may conduct further research or consultations to better understand the community's needs and expectations. Would you be interested in being involved in further consultations?

- Yes
- No (If no, go to Q6)

Q5b. (If yes), what are your contact details?

Name

Telephone

Email

Q6. Gender (by voice).

- Male
- Female

That completes the survey and I thank you for your assistance. This information will assist Hawkesbury City Council in providing better services for residents.

If you have any questions with regards to this survey you may contact Hawkesbury City Council on 4560 4444 or discuss this survey with my supervisor on 02 4352 2388.

Thank you again for your assistance.



micromex research

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Email: stu@micromex.com.au