

Kempsey Shire Council

Community Research

Prepared by: Micromex Research

Date: January 2020



Background & Methodology

Why?

- Understand and identify community priorities for the Kempsey Shire Council LGA
- Identify the community's overall level of satisfaction with Council performance
- Identify levels of support for the Community Strategic Plan and importance of CSP measures
- Assess effective forms of communication from Council

How?

- Telephone survey (landline and mobile) to N = 302 households
- 18 were acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 5.6%

When?

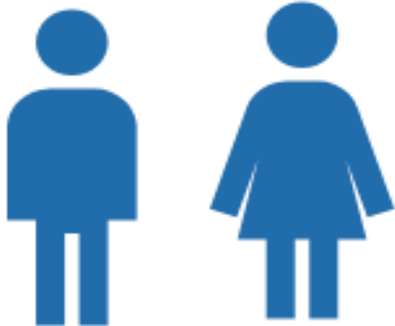
- Implementation 30th November - 5th December 2019



Sample Profile

N=302
Telephone Interviews
with Kempsey Shire
Council Residents

Gender



Male 50%

Female 50%

Ratepayer status

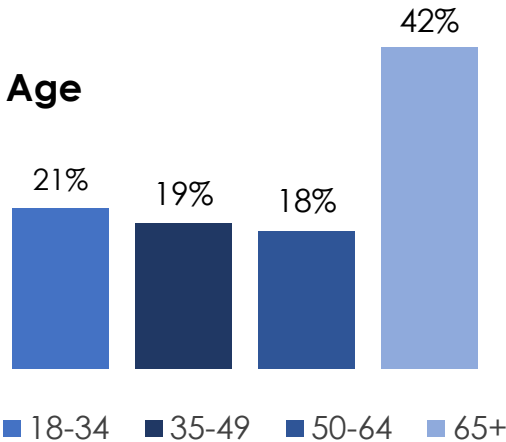


Ratepayer
81%

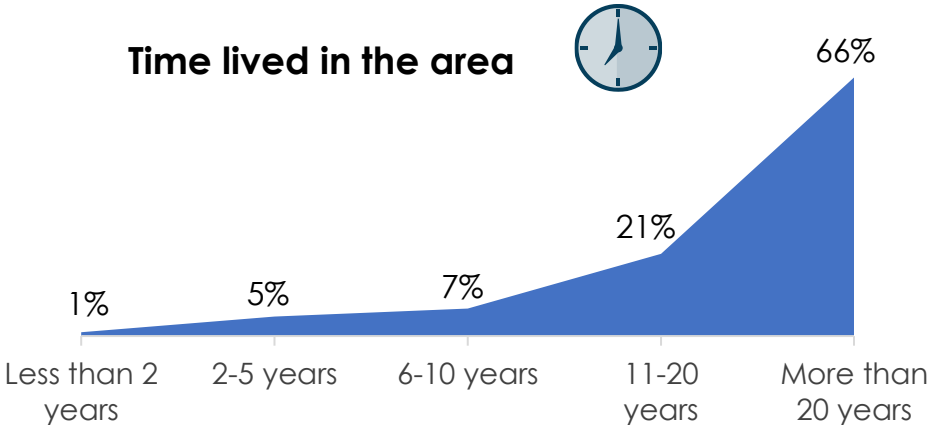


Non-ratepayer
19%

Age



Time lived in the area



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

Overview of Results

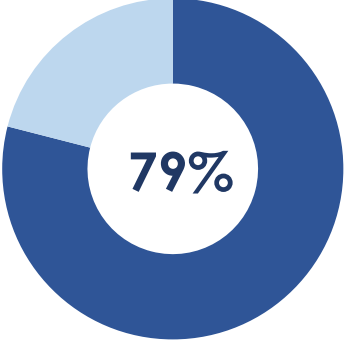


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Satisfaction with Council Performance:

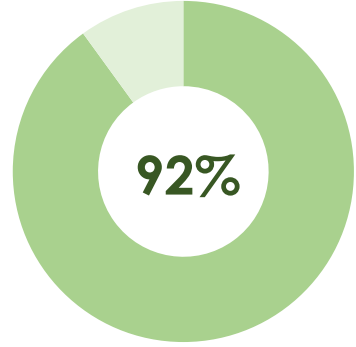


Of residents are at least 'somewhat satisfied' with the overall performance of Council

Residents were at least moderately satisfied with

25/35

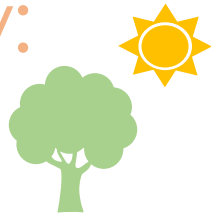
services/facilities



Of residents rated their quality of as 'good' to 'excellent'

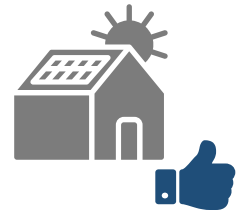
Most Valued Aspect of Living in Kempsey:

Natural environment



Community feel/being close to friends and family

Lifestyle/quiet/relaxed/rural/atmosphere

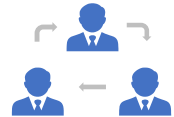


Top 5 Drivers of Overall Satisfaction:



Financial management

Council decision-making reflecting community opinion



Provision of Council information to the community

Planning and development



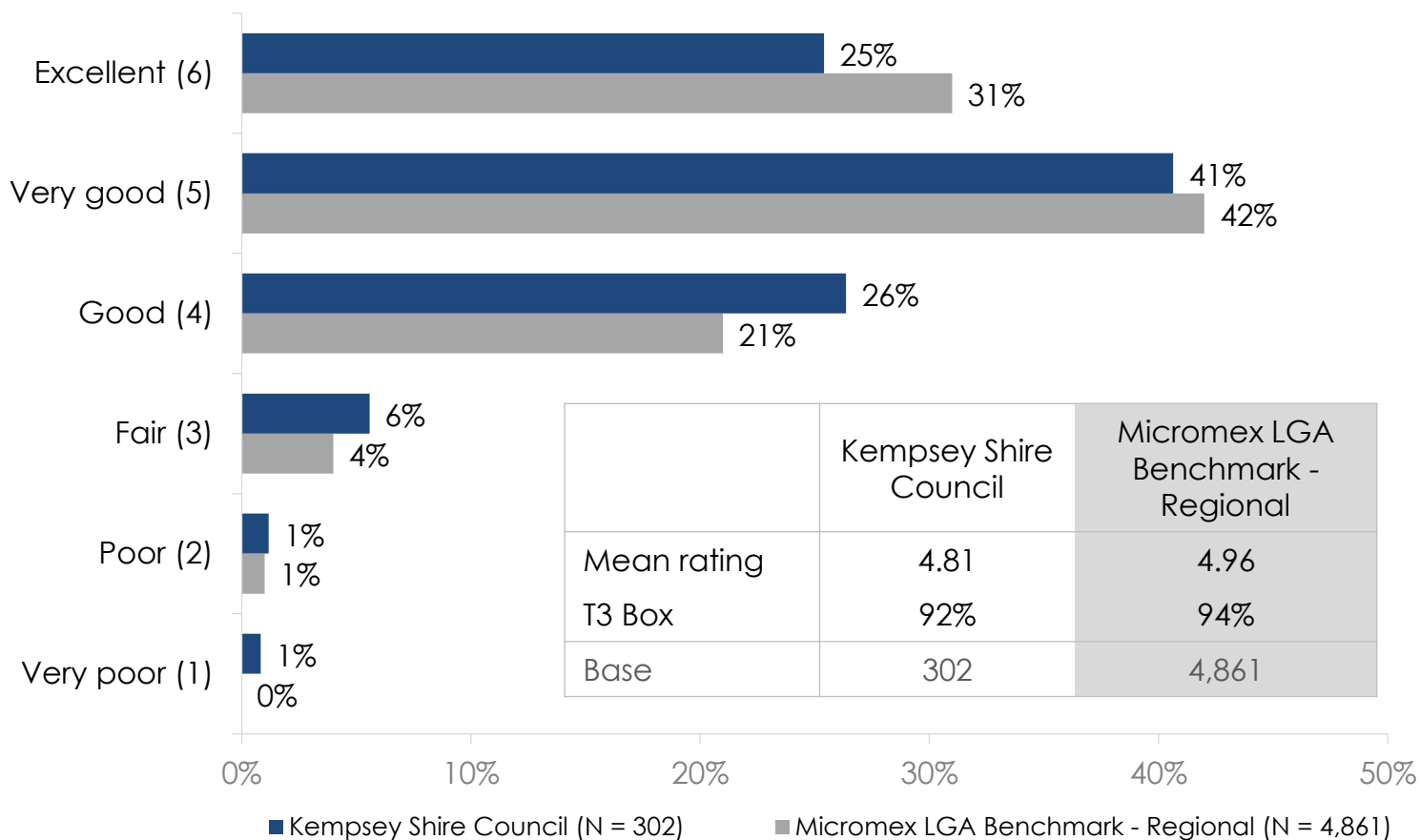
Engaging the community in planning

Living in the Kempsey Shire



Quality of Life

Q1c. Overall, how would you rate the quality of life you have living in the Kempsey Shire Council area?

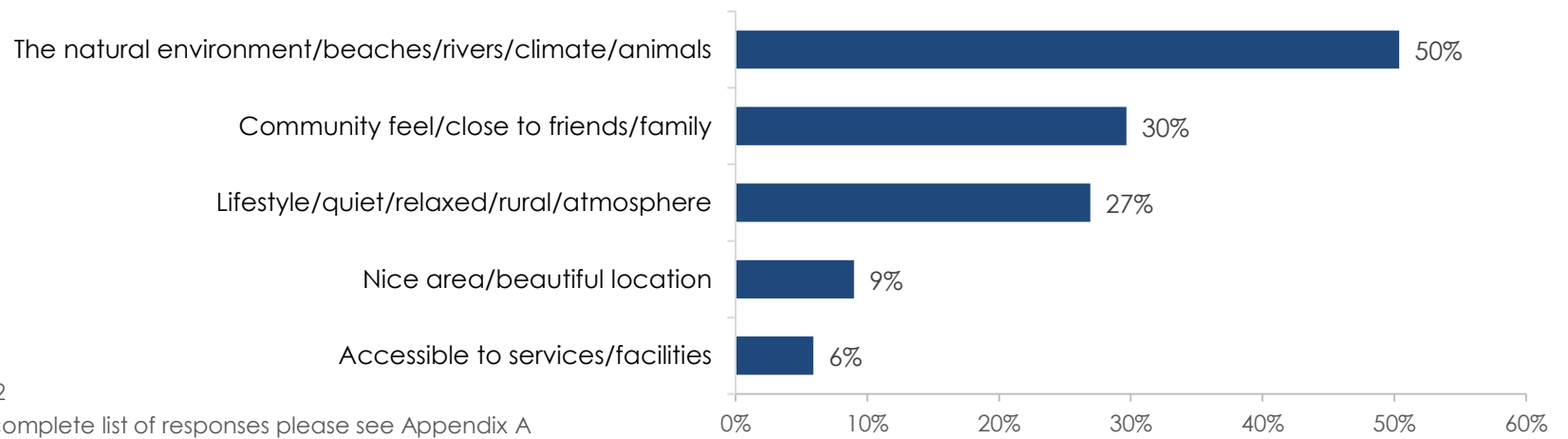


Scale: 1 = very poor, 6 = excellent

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

92% of Kempsey Shire residents stated that their quality of life was 'good' to 'excellent', this is on par with the Regional LGA Benchmark (94%).

Most Valued Aspect of Living in Kempsey



Base: N = 302

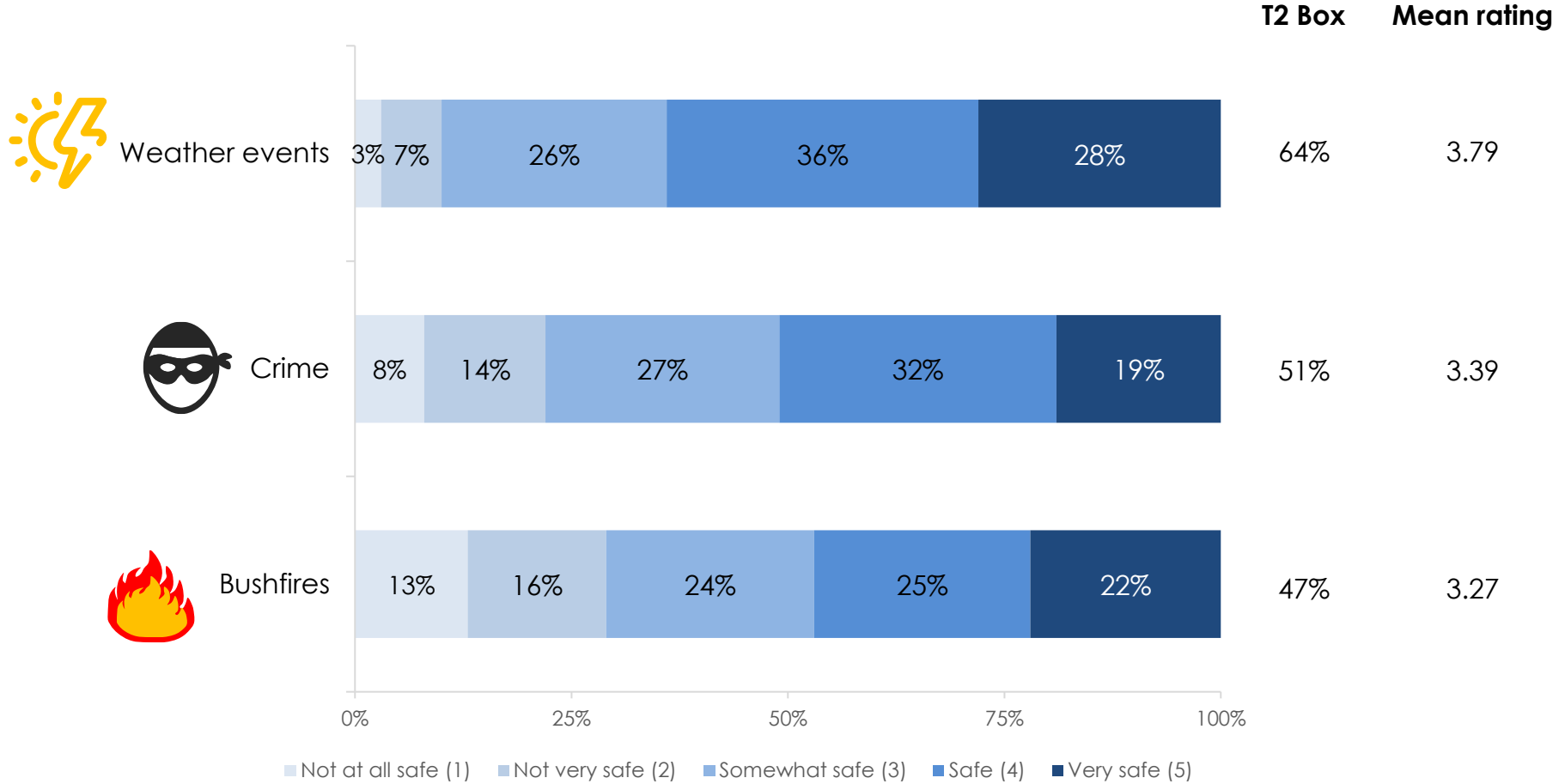
Note: For a complete list of responses please see Appendix A

50% of residents stated that the most valued the 'natural environment' when living in the Kempsey Shire LGA.



Community Safety Concerns

Q10b. How would you rate your sense of safety on the following aspects:



Base = 302

Note: Please find complete list of results in the appendix

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

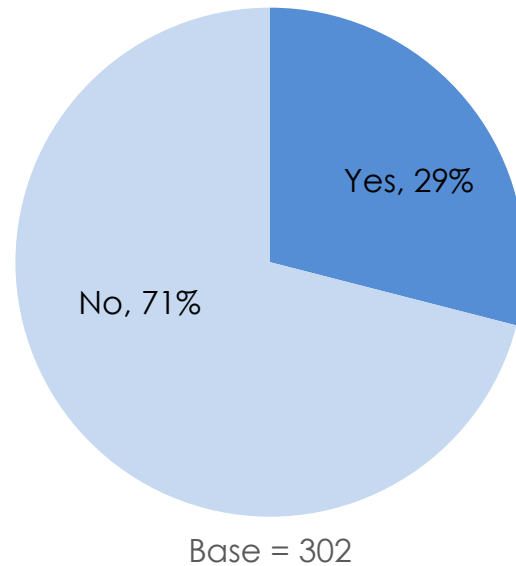
Residents feel the most safe in regards to 'weather events' and 'crime.' After recent bushfires in the Kempsey LGA it is understandable that residents feel less safe regarding 'bushfires.'

Awareness of the CSP

The community's vision as stated in Macleay Valley 2036 Community Strategic Plan June 2017 is: "We live in a community that provides opportunity to all, to prosper in an environment that supports well-being, connectedness and access to resources the community wants and needs".

Q4a. Are you aware of this vision?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	29%	33%	25%	28%	31%	14%▼	34%	25%	42%
No	71%	67%	75%	72%	69%	86%	66%	75%	58%
Base	302	151	151	63	58	53	127	244	58



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



Low awareness of the community vision

Top 10 Importance Measures for CSP



Improving employment opportunities **84%**



That damaged environments are restored and environmental threats are minimised **68%**



That we work with various agencies in crime reduction **76%**



We include social behaviour in education **68%**



That we implement systems to minimise disaster impacts **74%**



That our plans provide infrastructure that enables active lifestyles **64%**



That risks to the community's health are minimised **72%**



That we provide opportunities for community involvement **61%**



Community connections in reducing crime and anti-social behaviour are promoted **70%**



That we increase community education about crime prevention through environmental design **61%**

Note: Results sorted by 'very important' scores

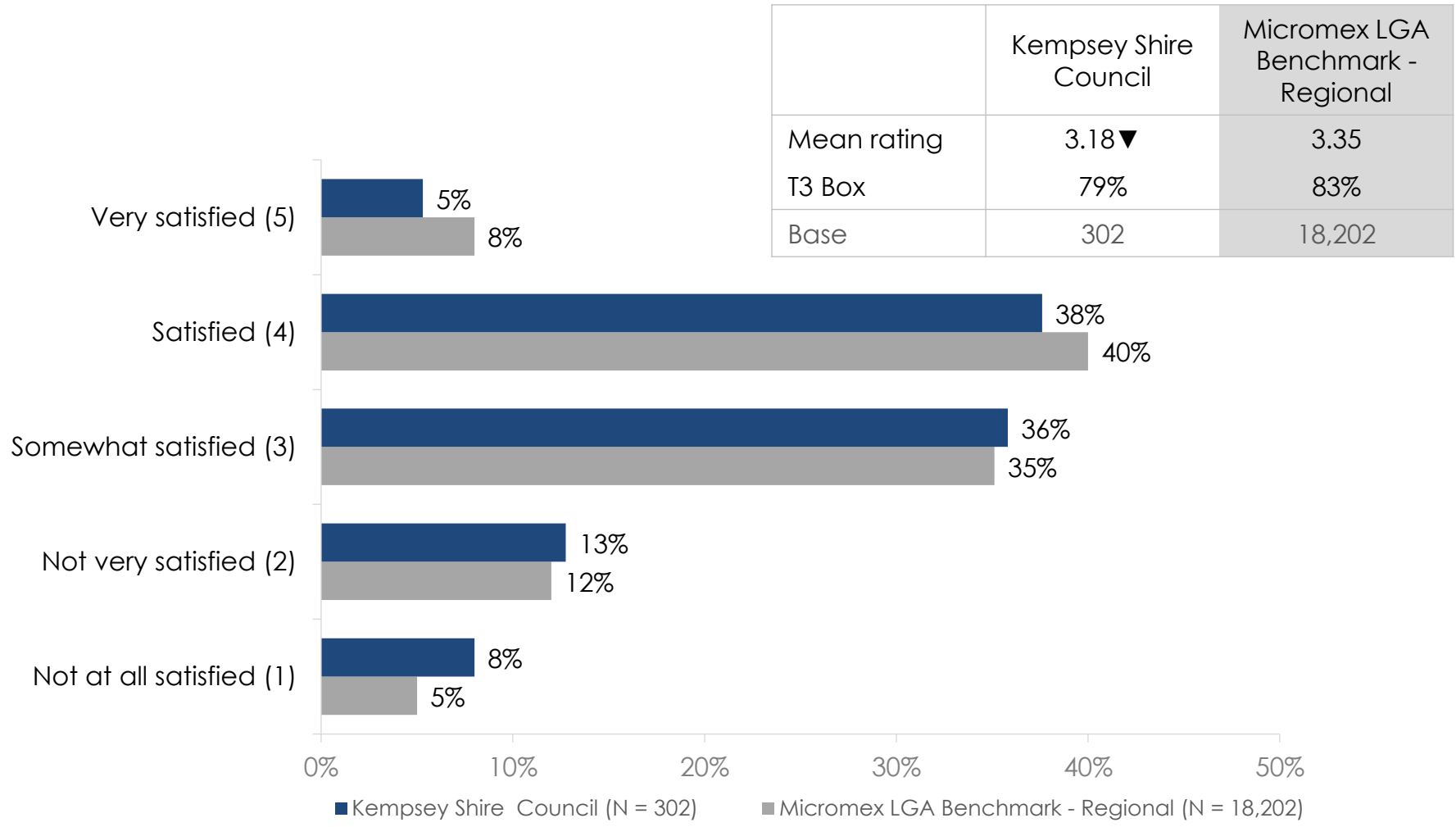


Performance of Council



Overall Satisfaction with Council

Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



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

Overall satisfaction continues to increase, with 79% of residents at least 'somewhat satisfied' with the performance of Council. Although the mean rating is lower, commitment to the top 3 box is on par with our Regional Benchmark.

Importance Scores

The following services/facilities received the highest importance ratings..

Top 5 for Importance	Mean ratings	T2 Box
Bridges	4.59	91%
Financial management	4.57	89%
Food safety	4.51	88%
Parks, reserves and playgrounds	4.51	90%
Long-term planning for the LGA	4.50	89%

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	Mean ratings	T2 Box
Urban stormwater and drainage	3.41	54%
Development applications	3.61	59%
Arts and culture	3.66	57%
Sewer services	3.67	64%
Saleyards	3.70	65%



Comparison to the Micromex Importance LGA Benchmarks

Service/Facility	Kempsey Shire Council T2 Box Importance Score	Micromex LGA Benchmark – Regional T2 Box Importance Score	Variance
Cleanliness of streets	89%▲	72%	17%
Sporting facilities	86%▲	75%	11%
Parks, reserves and playgrounds	90%	83%	7%
Weed control	71%	79%	-8%
Unsealed roads	70%▼	80%	-10%
Development applications	59%▼	72%	-13%
Sewer services	64%▼	81%	-17%
Urban stormwater and drainage	54%▼	82%	-28%

Shown above, we can see the measures with the greatest variance to our benchmark

Satisfaction Scores

The following services/facilities received the highest satisfaction ratings:

Top 5 for Satisfaction	Mean ratings	T2 Box
Libraries	4.38	99%
Sewer services	4.12	91%
Food safety	4.08	95%
Holiday parks	3.92	92%
Waste management	3.90	88%

The following services/facilities received the lowest satisfaction ratings.

Bottom 5 for Satisfaction	Mean ratings	T2 Box
Council decision-making reflecting community opinion	2.54	51%
Public toilets	2.70	56%
Opportunity to participate in Council decision-making	2.71	60%
Engaging the community in planning	2.75	59%
Unsealed roads	2.75	61%



Comparison to the Micromex Satisfaction LGA Benchmarks

Service/Facility	Kempsey Shire Council T3 Box Satisfaction Score	Micromex LGA Benchmark – Regional T3 Box Satisfaction Score	Variance
Footpaths and cycleways	77%▲	67%	10%
Unsealed roads	61%	52%	9%
Flood management	83%	77%	6%
Urban stormwater and drainage	82%	77%	5%
Libraries	99%	94%	5%
Arts and culture	84%	91%	-7%
Environmental monitoring and protection	77%	85%	-8%
Engaging the community in planning	59%▼	69%	-10%
Public toilets	56%▼	70%	-14%
Provision of Council information to the community	60%▼	75%	-15%

Shown above, we can see the measures with the greatest variance to our benchmark

Summary of Performance Gap Analysis (PGA)

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance- Satisfaction)
Council decision-making reflecting community opinion	82%	51%	31%
Public toilets	84%	56%	28%
Sealed roads	87%	60%	27%
Engaging the community in planning	86%	59%	27%
Provision of Council information to the community	85%	60%	25%
Financial management	89%	64%	25%
Long-term planning for the LGA	89%	67%	22%
Opportunity to participate in Council decision-making	77%	60%	17%
Airports	68%	56%	12%
Planning and development	81%	72%	9%
Unsealed roads	70%	61%	9%

Depending on the scores listed, gaps of 20%+ could be worth further exploration

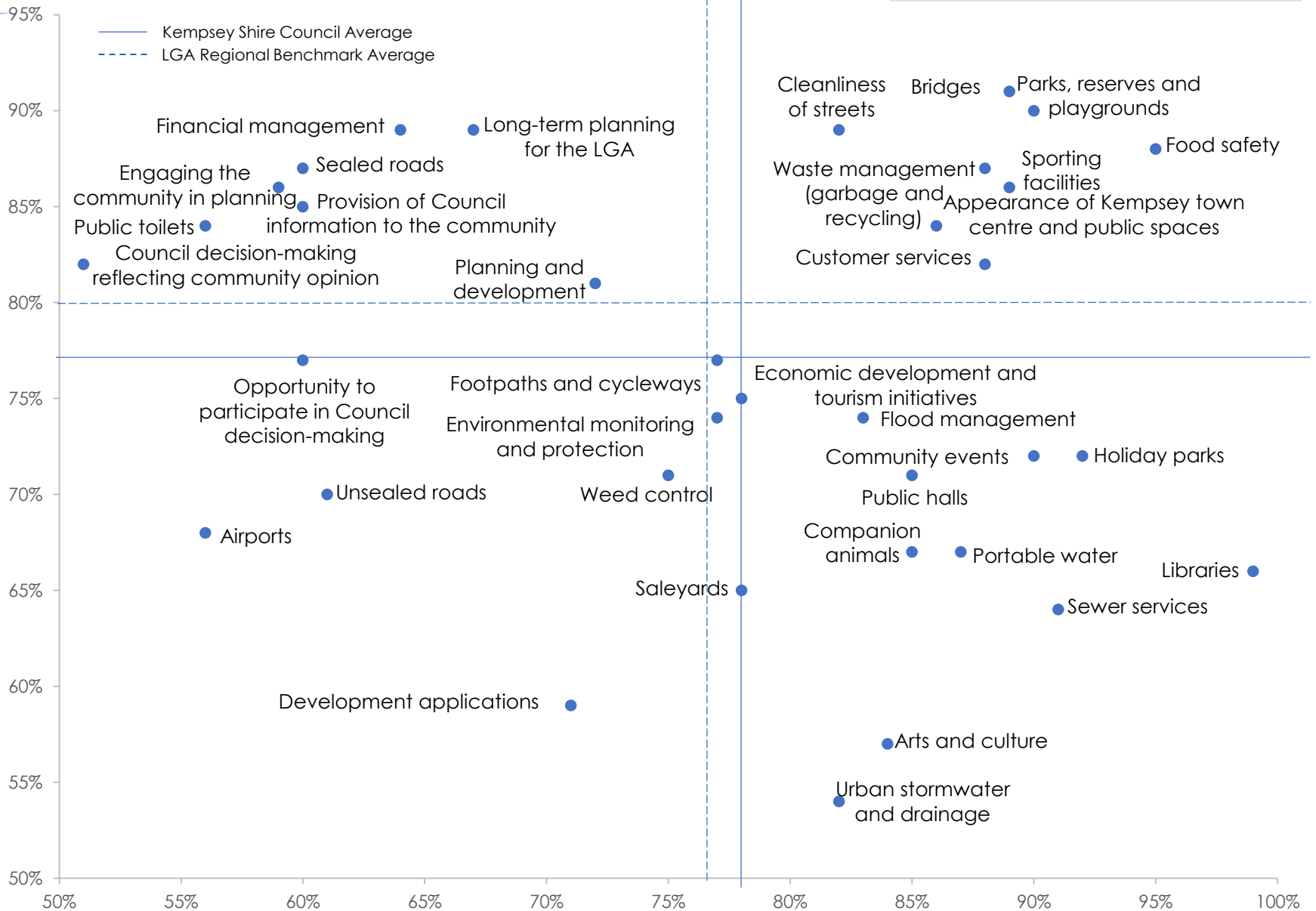


Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

— Kempsey Shire Council Average
- - - LGA Regional Benchmark Average

Importance

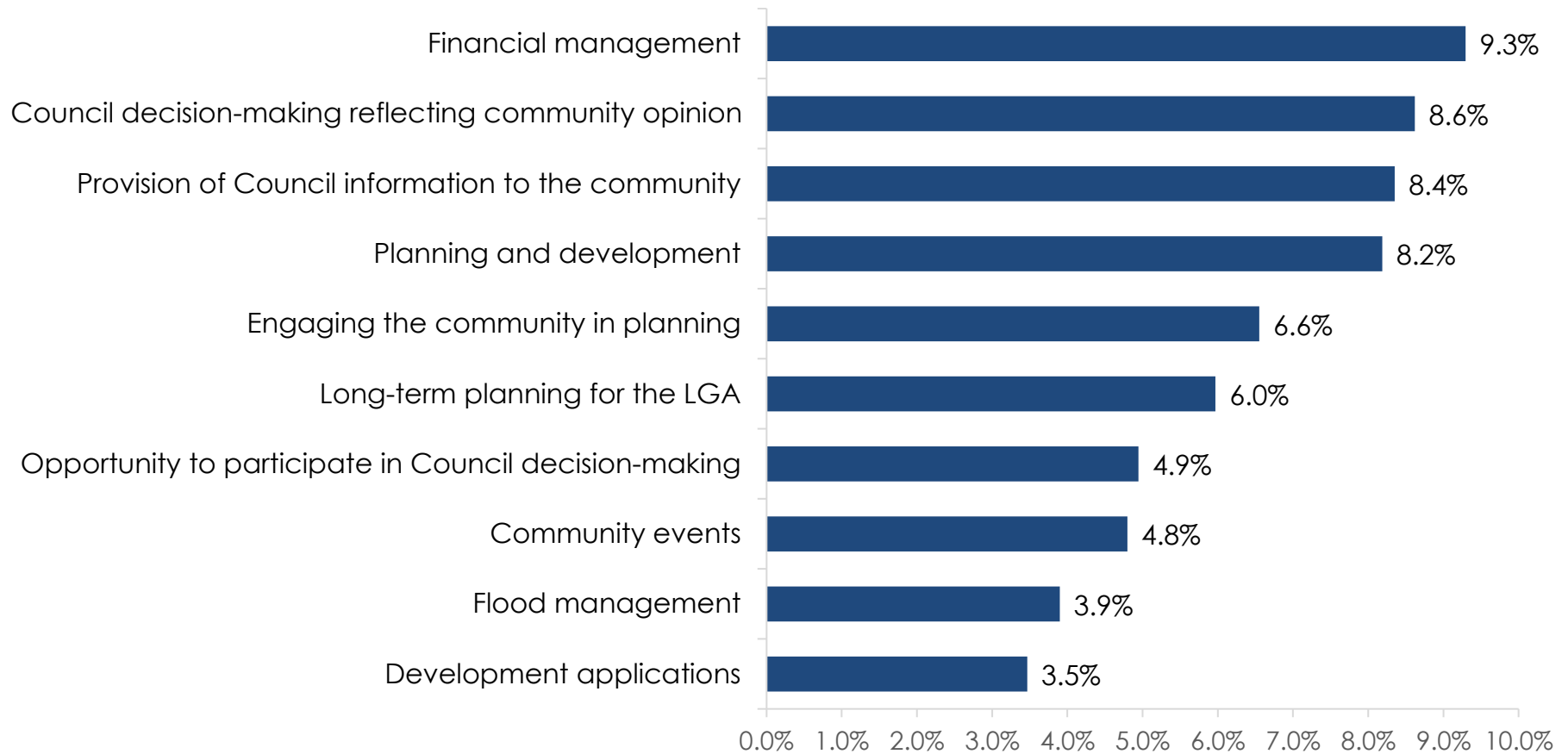


Niche
Lower importance, lower satisfaction

Satisfaction

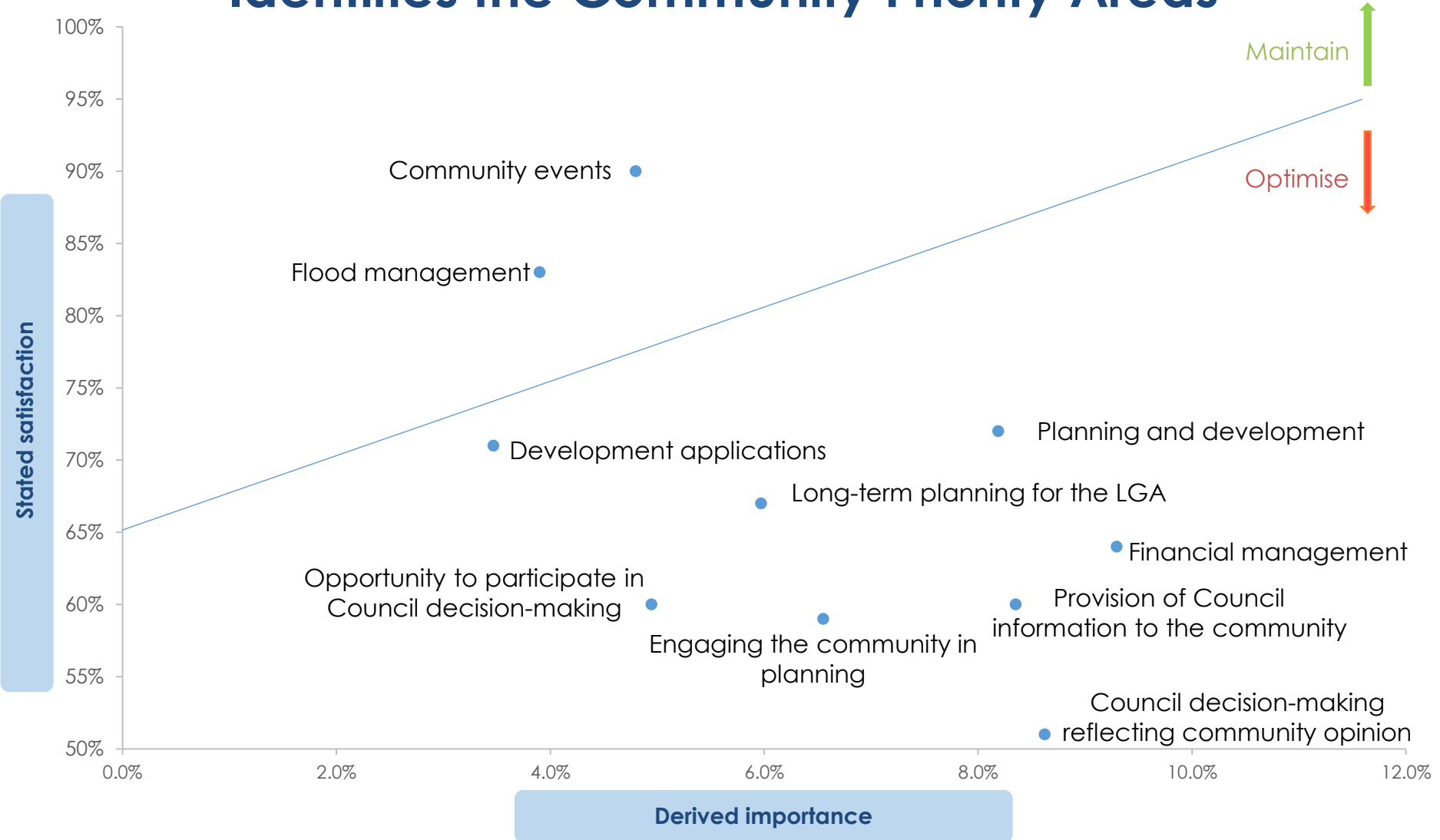
Community
Lower importance, higher satisfaction

Top 10 Key Drivers of Overall Satisfaction with Council



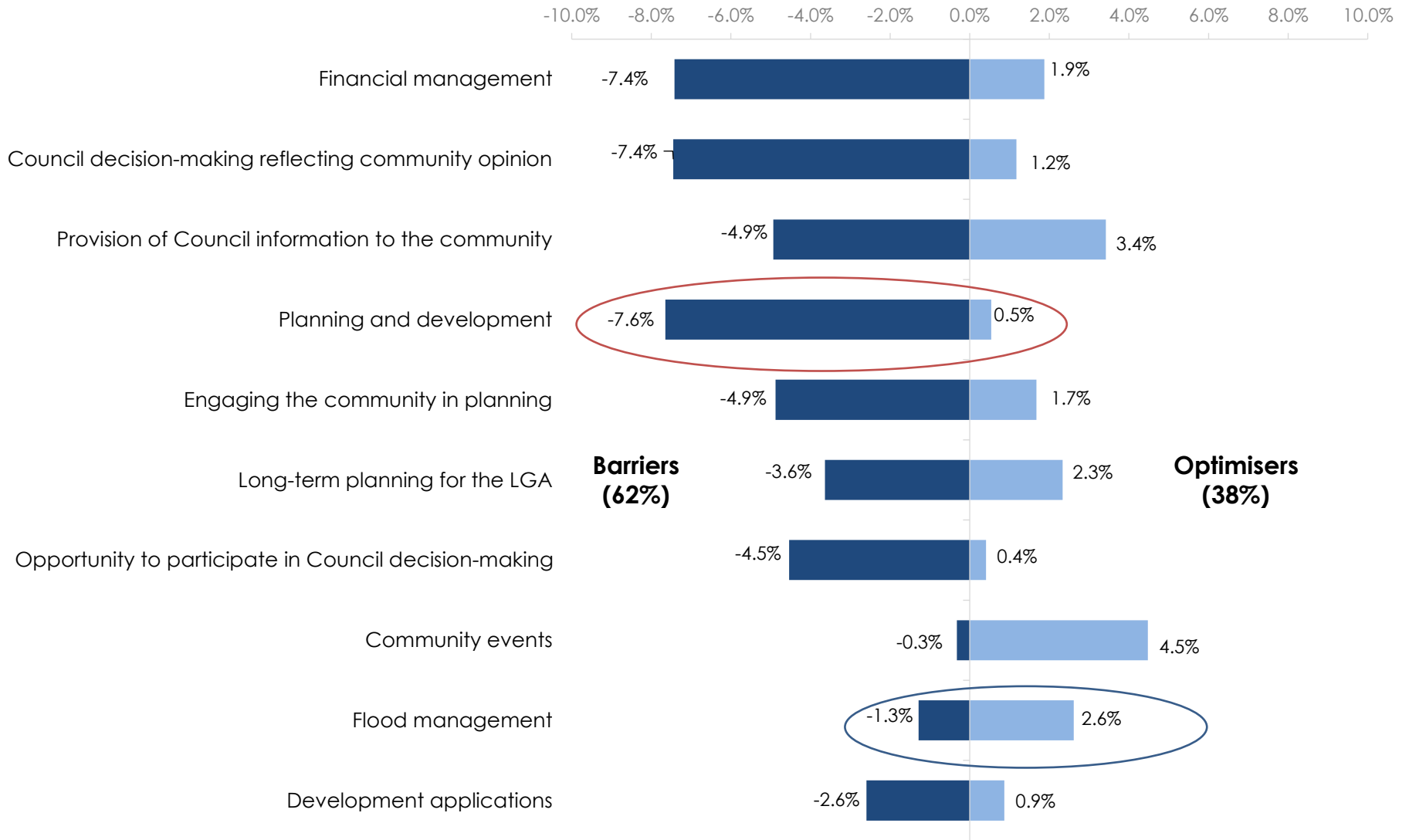
The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Shapley result) to identify the level of contribution of each measure.

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Recommendations



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Summary and Recommendations

Corporate Services and Governance



- The 'Corporate services and Governance' service area contributes to over 51% of overall satisfaction alone, with all measures positioned in the top 10 drivers towards overall satisfaction.
- 7 measures were also identified in the top 10 measures with the highest performance gaps (difference between rated importance and stated satisfaction).
- 6 of the 7 measures in the 'Corporate services and Governance' service area were located in the improve section of the quadrant analysis.
- Based on the Shapley analysis, 'financial management' has the highest impact on satisfaction overall (contributing 9.3%) followed by 'Council decision-making reflecting community opinion' (8.6%).

Based on the above, we suggest Council reviews their current communication strategy, with the intent to strengthen the saliency, frequency and relevance of their messaging, and also to improve perceptions around current levels of engagement, particularly around future planning for the LGA.



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