



# Kempsey Shire Council

**Community Research**

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Date: March 2023



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## Research Objectives

In February 2023 , Kempsey Shire Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Kempsey Local Government Area (LGA).

### Why?

- Understand and identify community priorities for the Kempsey Shire Council LGA
- Identify the community's overall level of satisfaction with Council performance
- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Determine community priorities for the future of the LGA

### How?

- Telephone survey (landline and mobile) to N=301 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 5.6%

### When?

- Implementation 26<sup>th</sup> February – 6<sup>th</sup> March 2023

# Methodology and Sample



## Sample selection and error

A total of 301 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists, List Brokers and Leading Lists.

A sample size of 301 residents provides a maximum sampling error of plus or minus 5.6% at 95% confidence. This means that if the survey was replicated with a new universe of N=301 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 5.6%.

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

## Interviewing

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

## Data analysis

The data within this report was analysed using Q Professional.

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

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

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

## Ratings questions

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

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

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

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

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

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

## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.

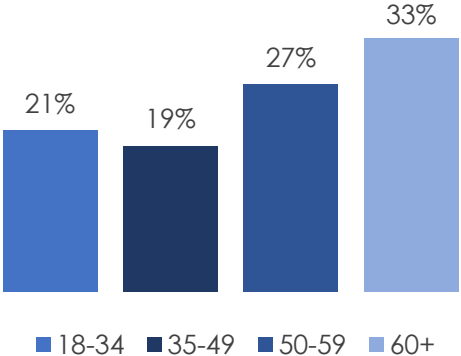
See Appendix A for a list of Councils for the benchmarks used in this report.

### Kempsey Shire Council Community Survey 2023 Sample: N=301 residents

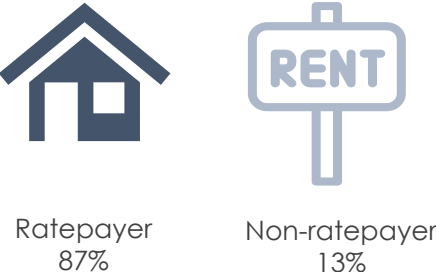
#### Gender



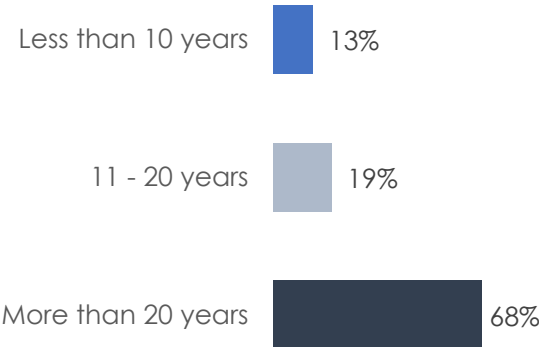
#### Age



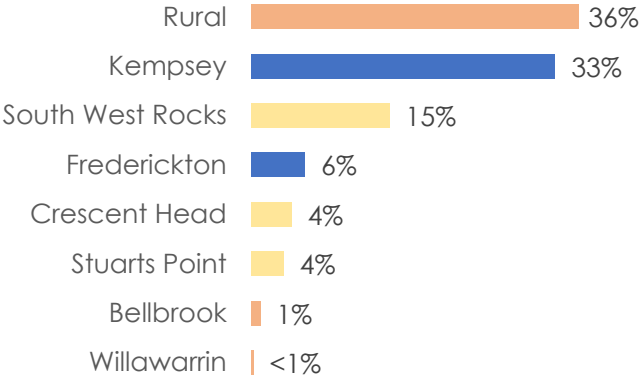
#### Ratepayer status



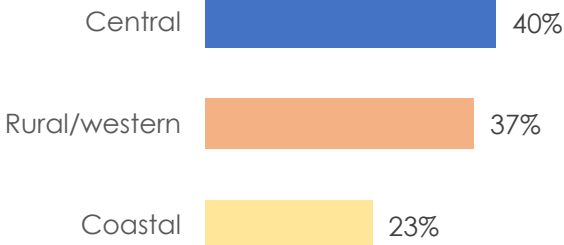
#### Time lived in area



#### Suburb or Village



#### Location (for cross analysis)



# Summary Findings





## Where are we now and where to from here?

Kempsey Shire Council has faced many challenges over the past 2 years. The impacts of external stressors, including Covid, natural disasters, the cost of living, and skill shortages have no doubt impacted community perceptions, but resident satisfaction with Council's performance has remained stable and on par with the available benchmark for OLG Group 4 Councils.

Additional regression analysis, inclusive of communication measures, has shown that Council's efforts to communicate with residents has a substantial impact on overall satisfaction.

In addition, residents themselves, highlighted financial management, flood management, stormwater and drainage, and roads, bridges and transport as priority areas. Providing residents with information about Council's plans and current actions in these areas will help to positively improve overall community satisfaction.



## Key Measures:

### Overall satisfaction

Overall, 77% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



### Quality of Life in the LGA

93% of residents rate their quality of life as 'good' to 'excellent' in the Kempsey Shire.



## Key Drivers:

Below are key drivers that have been identified by our regression analysis:

Financial management



Provision of Council information to the community



Flood management



Sealed roads



### Future Priority:

Roads, bridges and transport, financial management, waste management, stormwater and drainage, and community communication/engagement

### Future Investment:

Roads, bridges and transport, stormwater drainage and strategic land use planning.

# Satisfaction Scorecard

17 of the 35 services/facilities received a satisfaction rating of 80% or more. Roads and airports are the areas of lowest relative satisfaction.



**Good performance**  
(T3B sat score ≥80%)



**Monitor**  
(T3B sat score 60%-79%)



**Needs improvement**  
(T3B sat score <60%)

Water and Sewer Services	Development and Compliance Services	Commercial Business Services
Water supply	Development applications	Waste management (garbage and recycling)
Urban stormwater and drainage	Companion animals	Business growth support (Economic development /tourism)
Sewer services	Food safety	Airports
Strategic and Asset Planning Services	Infrastructure Delivery Services	Slim Dusty Centre
Environmental monitoring and protection	Bridges	Swimming pools
Flood management	Appearance of town centres and public spaces	Cemeteries
Weed control	Wharves, jetties and boat ramps	Corporate Services and Governance
Land use planning and development	Sporting facilities	Opportunity to participate in Council decision-making
Community Partnerships	Parks, reserves and playgrounds	Provision of Council information to the community
Libraries	Footpaths and cycleways	Long-term planning for the LGA
Customer services	Sealed roads	Engaging the community in planning
Arts and culture	Public toilets	Financial management
Community events	Unsealed roads	
Outreach services (customer service/library/recovery)		





## Section 1

# Performance of Council

This section examines how satisfied residents are with the performance of Council in the last 12 months

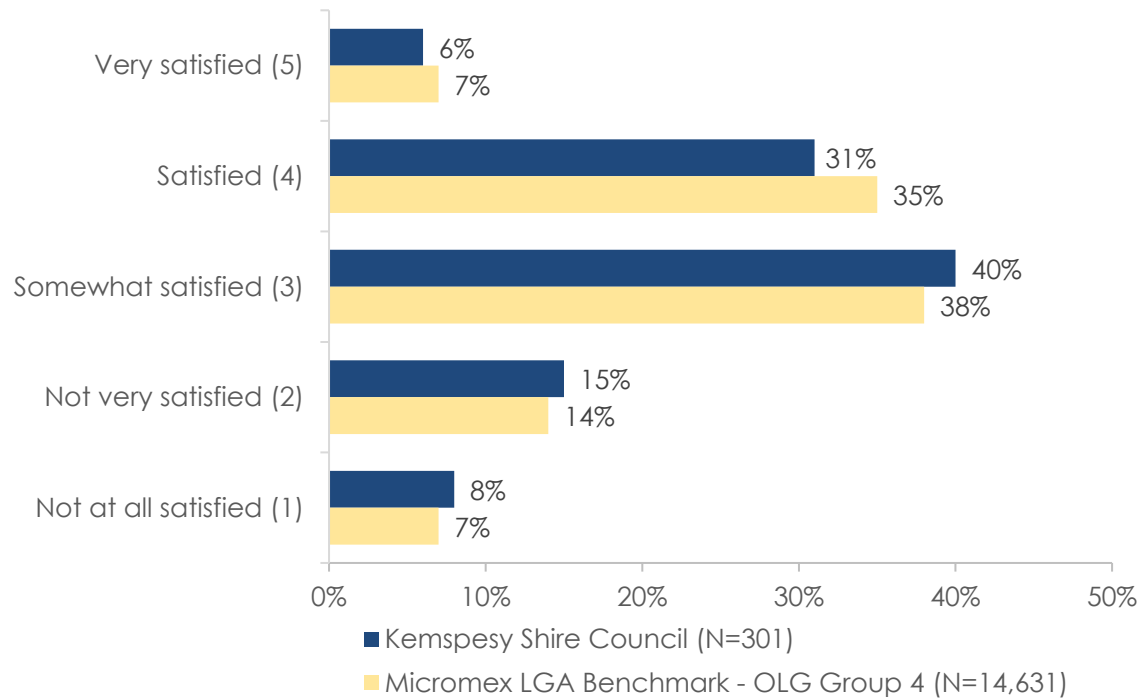
## Section One

# Overall Satisfaction

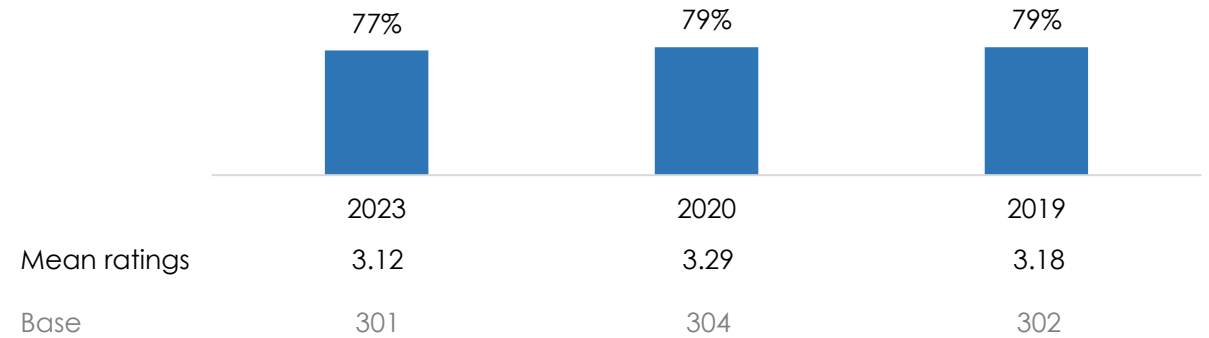
Overall, 77% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. Results have softened slightly compared to 2020 and 2019.

Kempsey Shire Council are marginally lower than our OLG 4 benchmark, however, results are still well within statistical error.

**Satisfaction Compared To Benchmark**



**Top 3 Box Satisfaction Scores by Year (Somewhat satisfied to Very satisfied)**



Mean ratings  
Base

	Kempsey Shire Council	Micromex OLG Group 4 Benchmark	Micromex LGA Benchmark – Regional
Mean rating	3.12	3.21	3.33
T3 Box	77%	79%	83%
Base	301	14,631	47,365

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

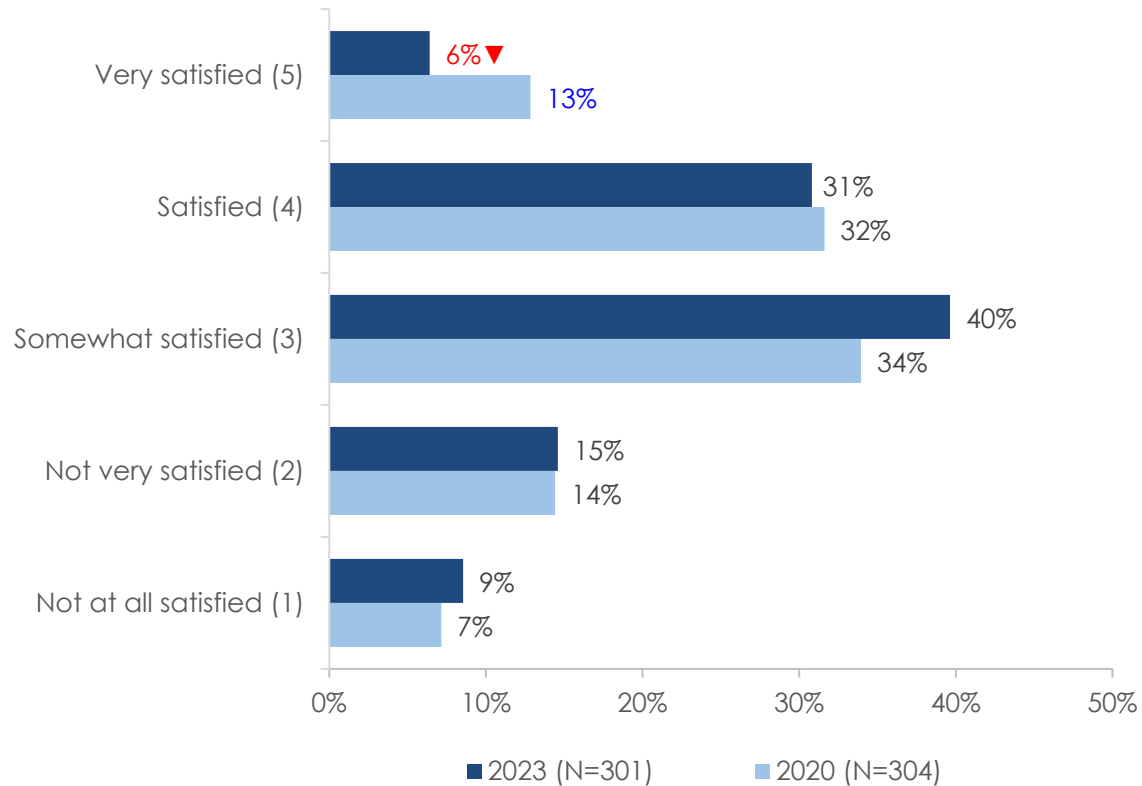


# Overall Satisfaction – In Detail

The main difference between 2023 and 2020 results was a significant decline in the number of residents stating they were 'very satisfied'.

There were no significant differences across demographics.

Satisfaction Compared To 2020



Satisfaction Compared By Demographics

	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Mean rating	3.12	3.09	3.14	3.06	3.10	3.02	3.25
Top 3 Box %	77%	74%	79%	80%	76%	72%	80%
Base	301	151	150	63	57	82	99

	Ratepayer status		Location		
	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Mean rating	3.09	3.32	3.22	3.04	3.07
Top 3 Box %	77%	78%	81%	75%	72%
Base	262	39	119	112	70

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



## Section 2

# Priority Issues

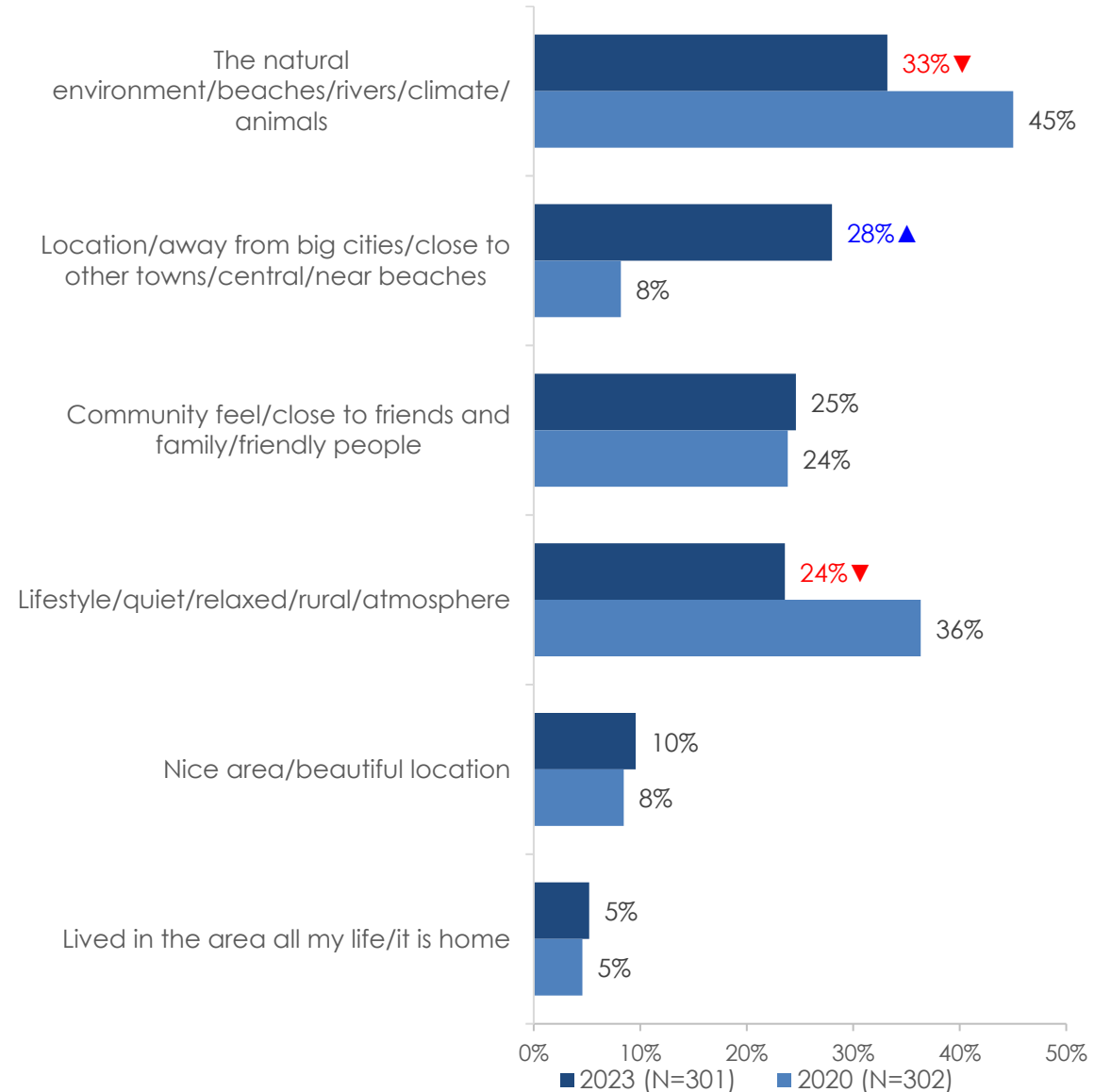
This section explores what residents most value about the area, what they believe is the highest priority issue for Kempsey in the long term, and residents' current quality of life.

## Section Two



# Most Valued Aspect About Living in the Area

Despite declining in 2023, the natural environment remains the most valued aspect of living in Kempsey Shire. The 'value' of location has increased significantly since 2020, possibly a result of COVID-19 impacts in recent years.

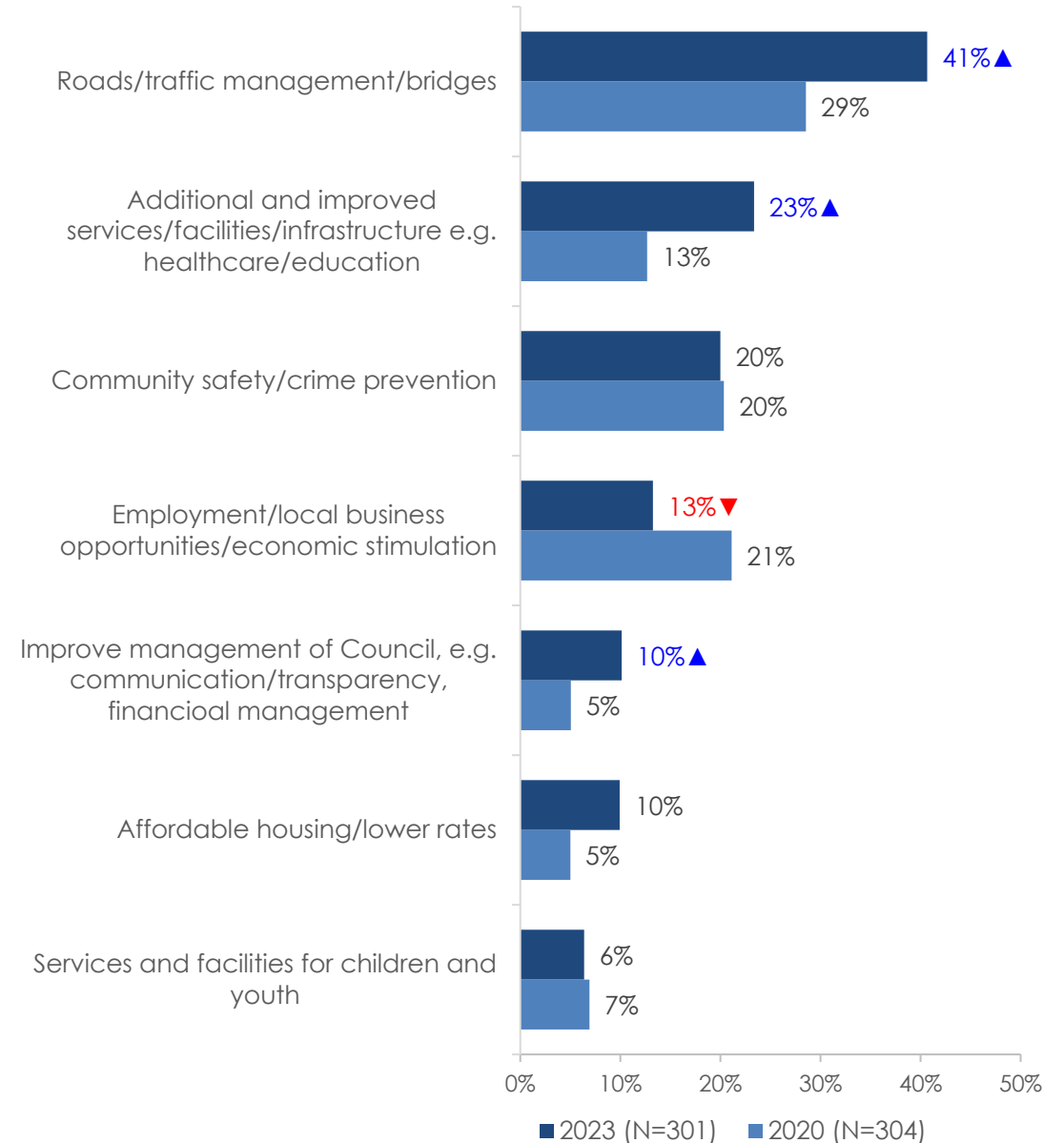


▲ ▼ = A significantly higher/lower percentage (by year)

Please see Appendix 1 for full list of results

# Highest Priority Issue

Currently 41% of residents identified 'roads/traffic management/bridges' as their highest priority issue for themselves and their family, a significant increase from 29% in 2020. There is also a increased priority around additional and improved services/facilities/infrastructure for the shire.



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

Please see Appendix 1 for full list of results

Base: N = 301

Q1b. Thinking of the next 10 years plus, what do you believe will be the highest priority issues within Kempsey Shire area?

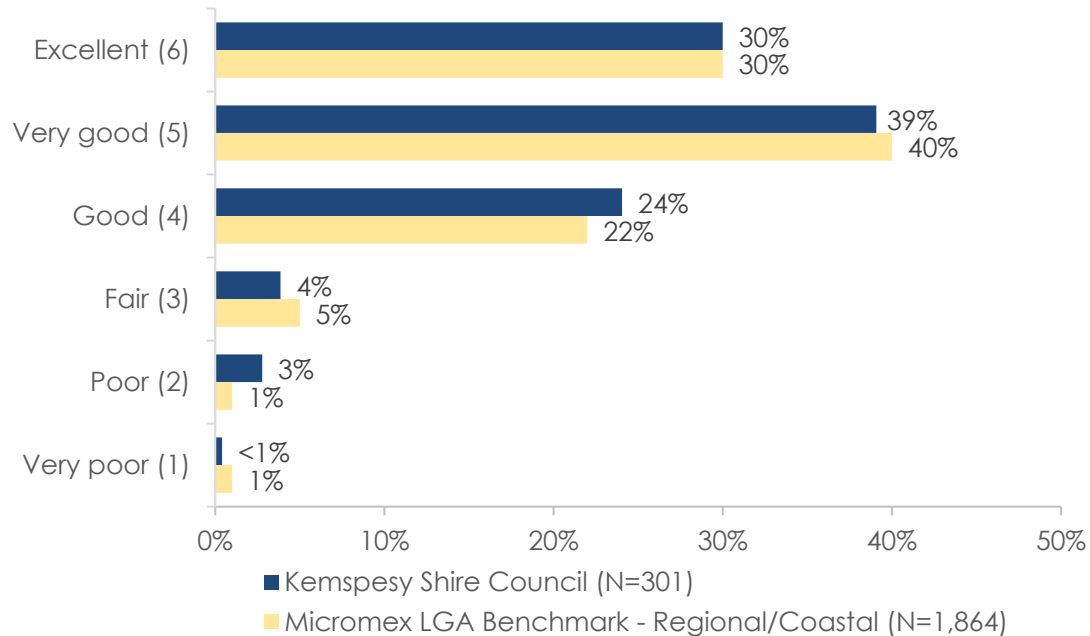


# Quality of Life

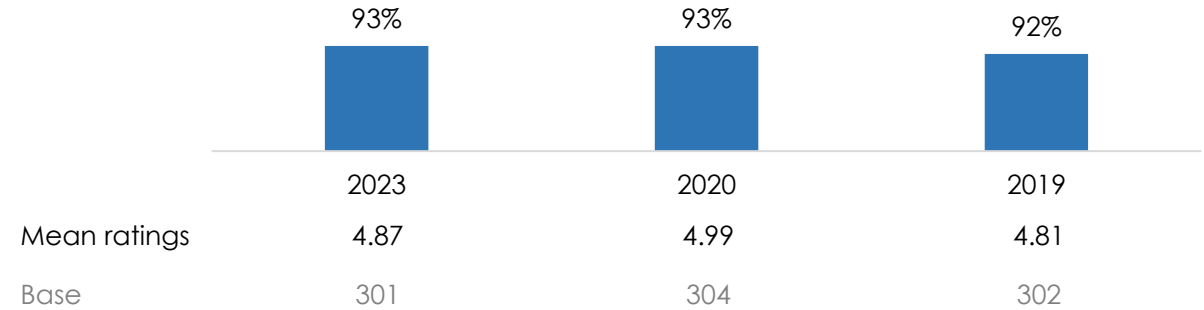
Quality of life in the Kempsey Shire region has remained high, with 93% of residents rating their quality of life as good to excellent, the same recorded in 2020.

Kempsey Shire Council results for quality of life are on par with the our OLG 4 benchmark, and our total Regional LGA benchmark.

**Quality Of Life Compared To Benchmark**



**Top 3 Box Quality of Life Scores by Year (Excellent to Good)**



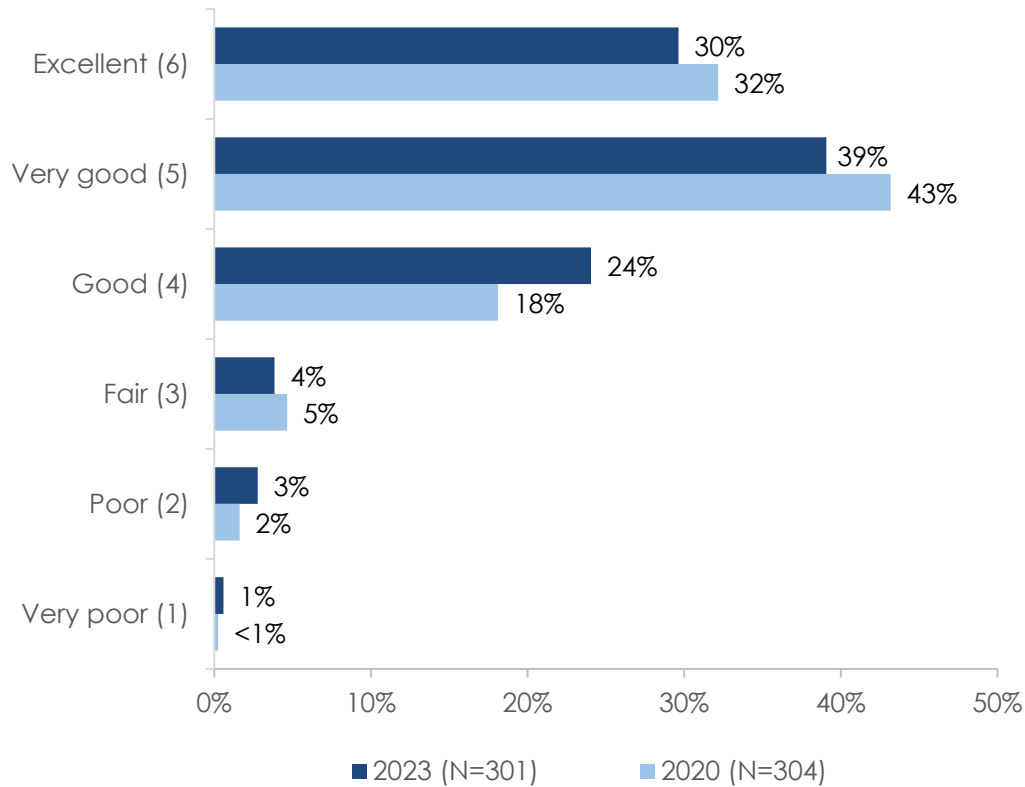
	Kempsey Shire Council	Micromex OLG Group 4 Benchmark	Micromex LGA Benchmark – Regional
Mean rating	4.87	4.89	4.95
T3 Box	93%	92%	94%
Base	301	1,864	13,773

Scale: 1 = very poor, 6 = excellent

# Quality of Life – In Detail

2023 results were not significantly different to 2020, although there has been a softening seen in the top 2 responses. 69% of residents rate their quality of life as very good or excellent.

Quality Of Life Compared To 2020



Residents aged 35-49 were significantly less likely to rate their quality of life 'good' to 'excellent'.

Quality Of Life Compared By Demographics

	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Mean rating	4.87	4.91	4.83	4.77	4.63	5.03	4.95
Top 3 Box %	93%	94%	92%	93%	81% ▼	97%	96%
Base	301	151	150	63	57	82	99

	Ratepayer status		Location		
	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Mean rating	4.92	4.57	4.76	4.94	4.95
Top 3 Box %	94%	87%	91%	95%	93%
Base	262	39	119	112	70

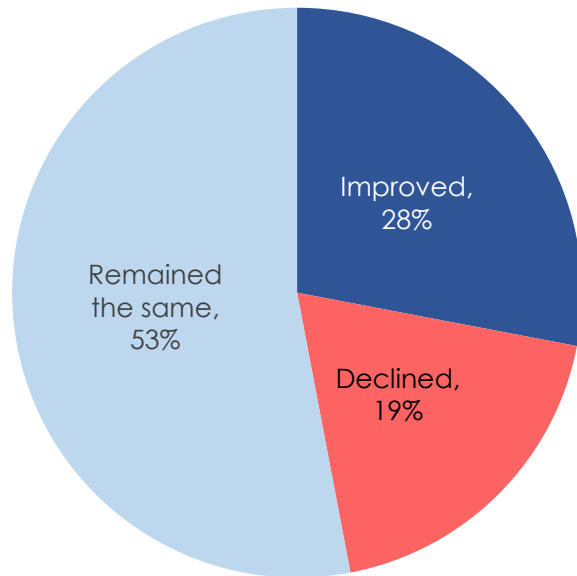
Scale: 1 = very poor, 6 = excellent  
 ▲ ▼ = A significantly higher/lower rating (by group)

# Change In Quality Of Life Over The Past Few Years

28% of residents stated they have experienced an improvement in their overall quality of life in the past few years, while 19% stated it has declined, an overall positive result for Council.

There were no significant differences seen across demographics, although there did seem to be a slight trend of decline in those that stated 'improved' when looking to older age groups.

**Change In Quality Of Life**



Base: N=301

**Change In Quality Of Life Compared By Demographics**

	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Improved	28%	31%	25%	35%	28%	27%	24%
Remained the same	53%	53%	53%	54%	47%	57%	52%
Declined	19%	17%	21%	11%	24%	16%	24%
Base	301	151	150	63	57	82	99

	Ratepayer status		Location		
	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Improved	28%	28%	30%	27%	27%
Remained the same	53%	50%	50%	51%	61%
Declined	19%	22%	20%	22%	12%
Base	262	39	119	112	70





## Section 3

# Future Resourcing

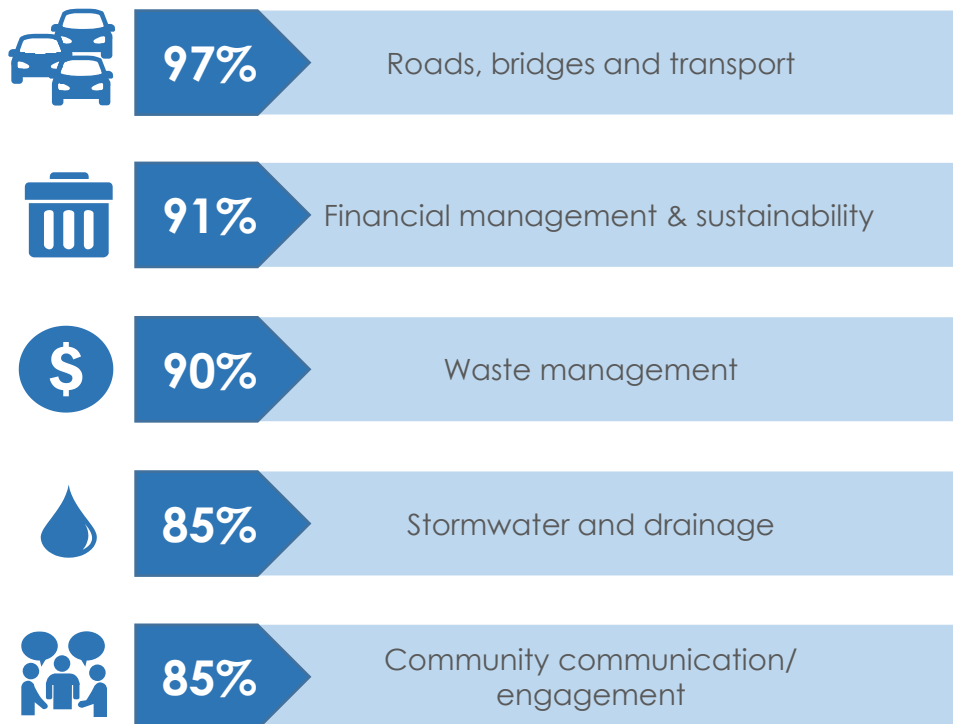
This section explores priorities for future resourcing, level of investment for certain service areas and where residents believe Council should focus their efforts and resources.

## Section Three

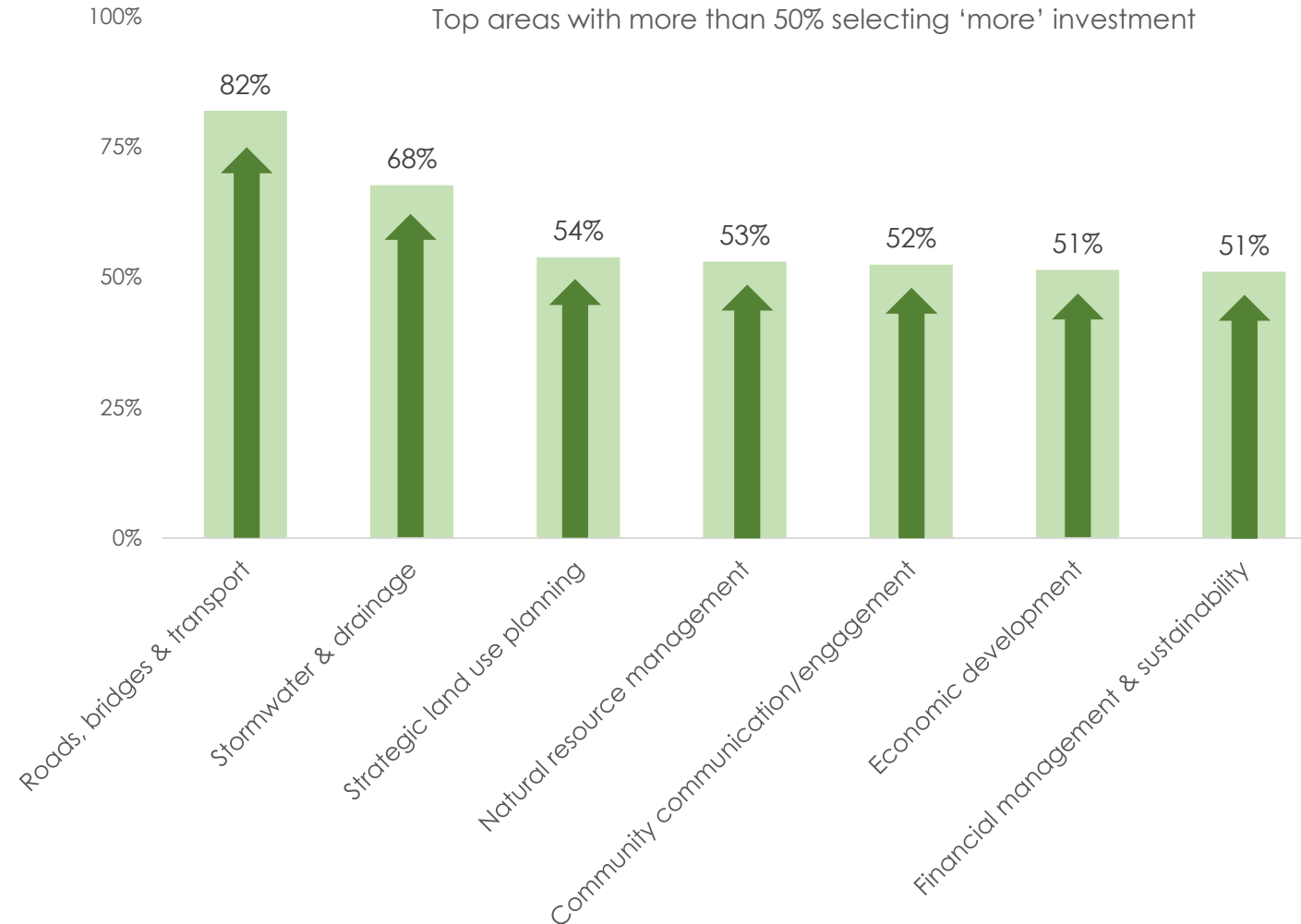
# Future Resourcing – In Summary

Overall, residents place a very high priority on 'roads, bridges and transport', with 97% stating this area is a priority for the local area and 82% would like to see Council invest more money into this area. Other high priority areas include; financial management, waste, stormwater and drainage, and communications. Across all areas included in the survey, there is no appetite for reduced investments.

Top 5 Priority Areas 'Yes' %



Level of investment



Base: N = 301

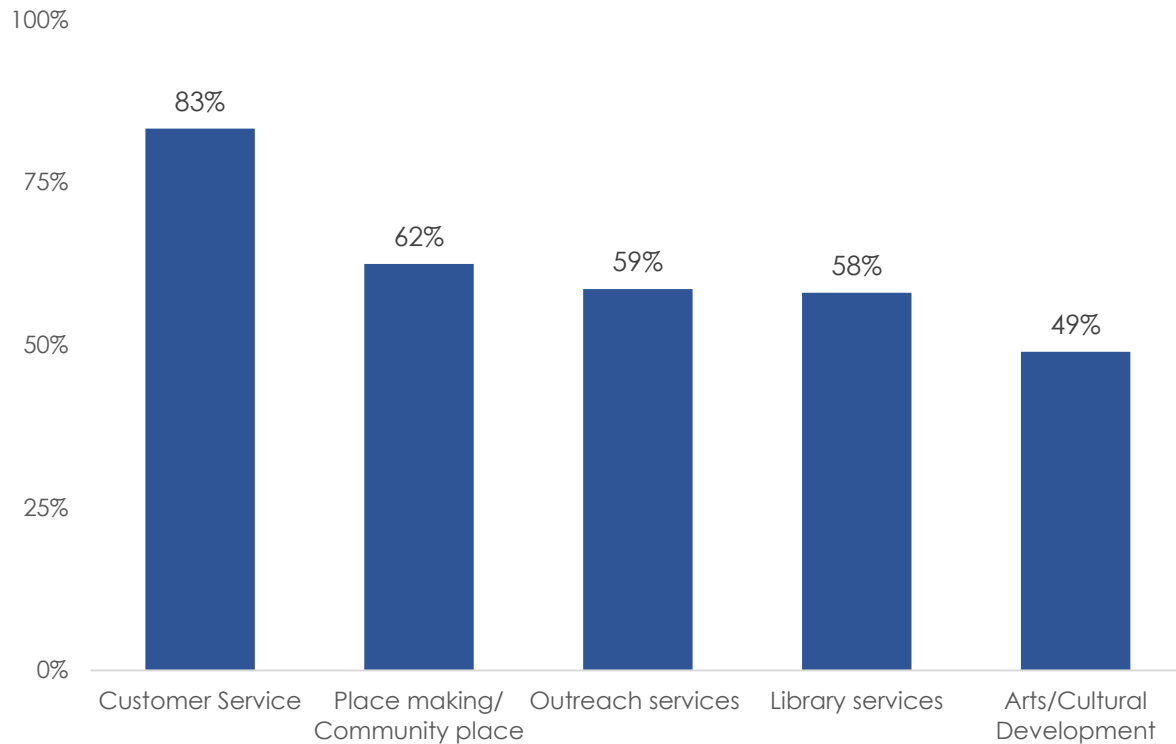
Q6a. Is this a priority?

Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

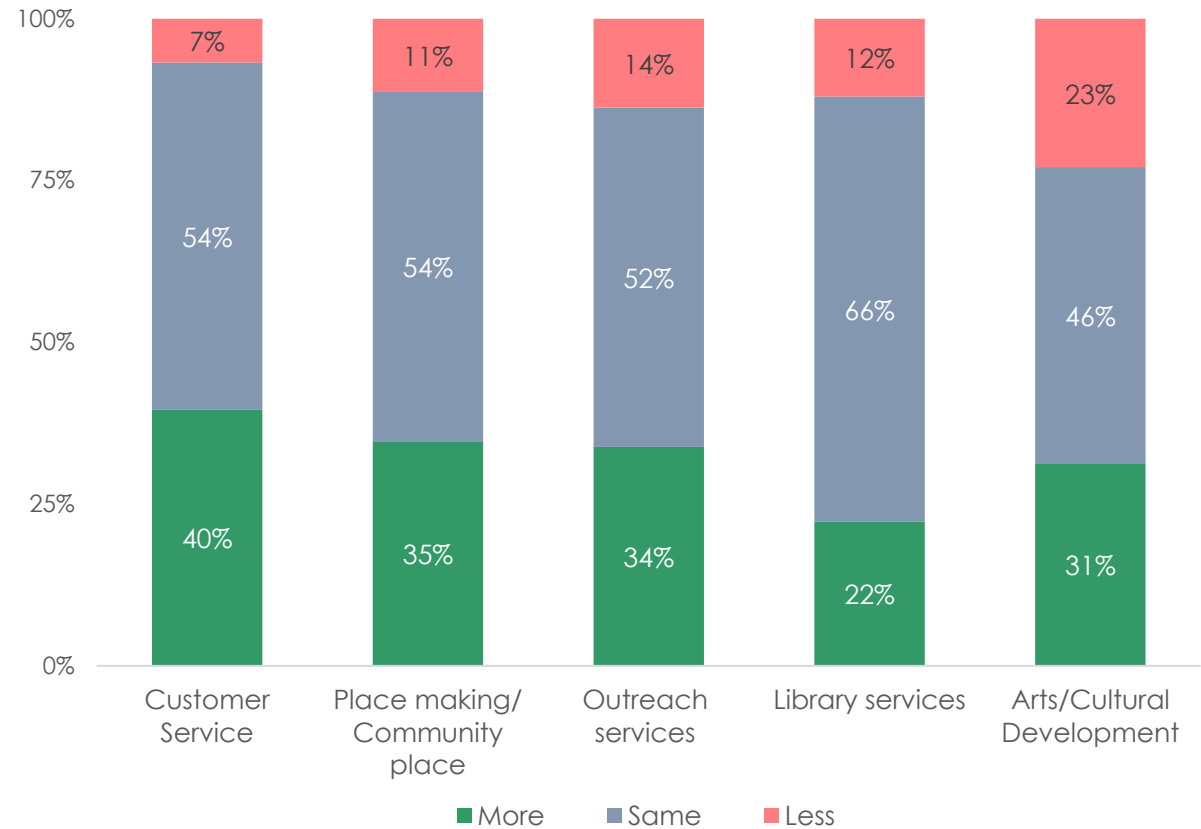
# Future Resourcing – Community

Under the Community Pillar, 'customer service' is the highest priority by a significant margin, with 40% of residents also believing it should have greater resourcing or financial investment.

Priority 'Yes' %



Level of investment



Base: N = 301

Q6a. Is this a priority?

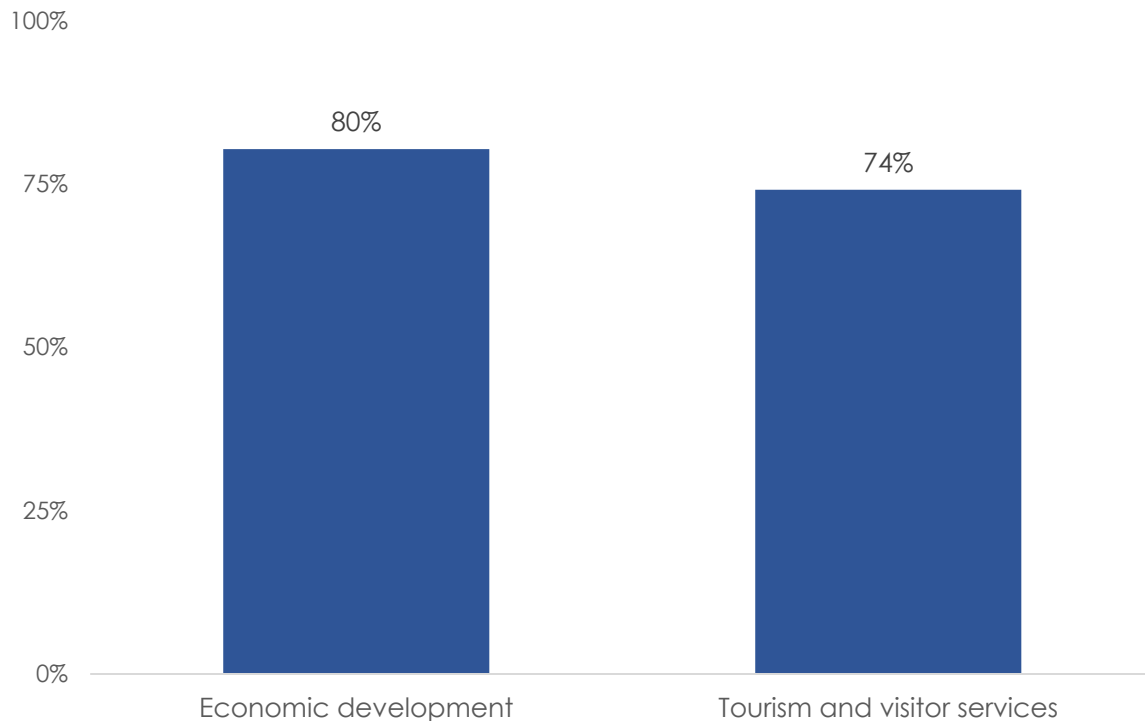
Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?



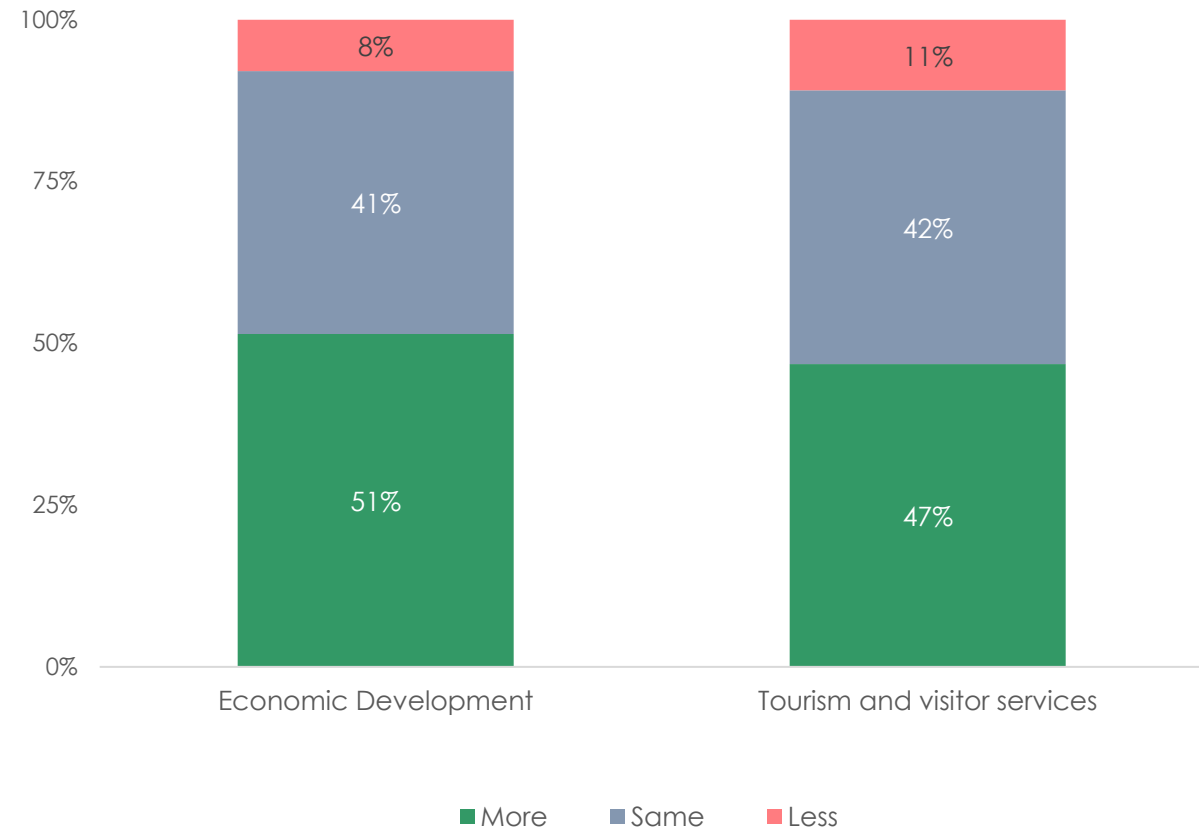
# Future Resourcing – Economy

Both 'economic development' and 'tourism and visitor services' have high levels of priority. Regarding investment, just over half of residents believe 'economic development' should have more investment, with 'tourism and visitor services' not far behind.

Priority 'Yes' %



Level of investment



Base: N = 301

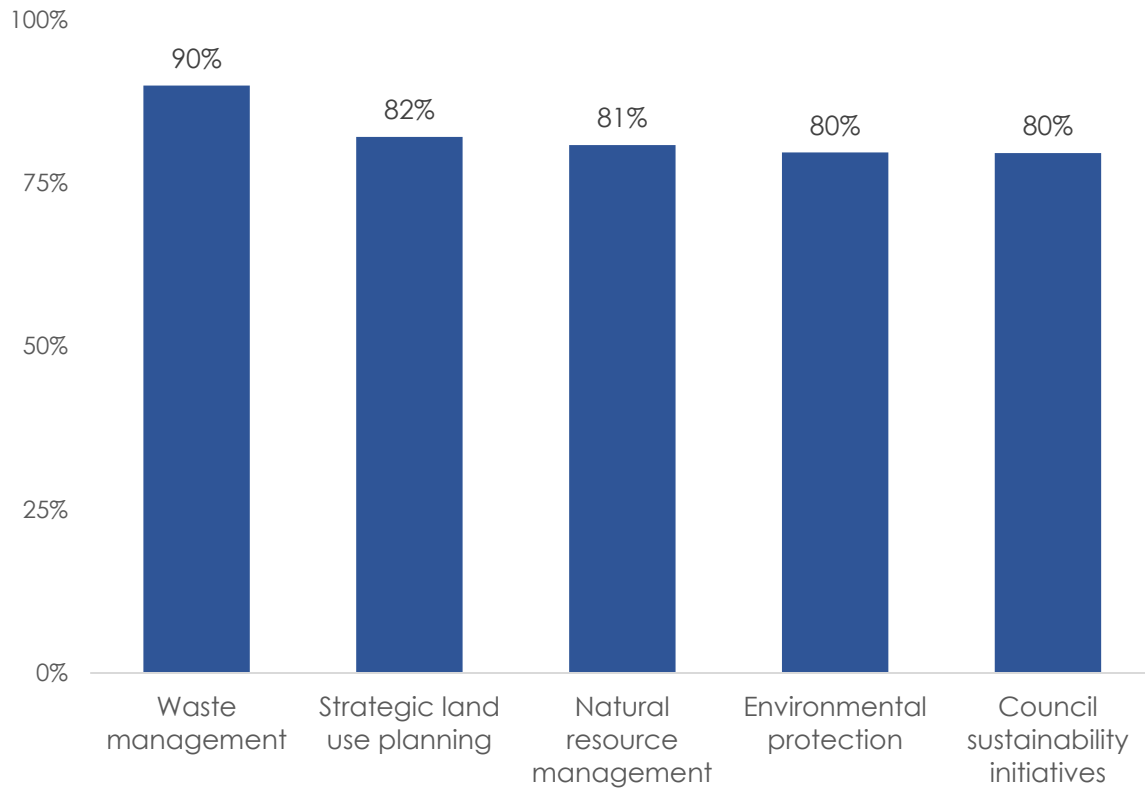
Q6a. Is this a priority?

Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

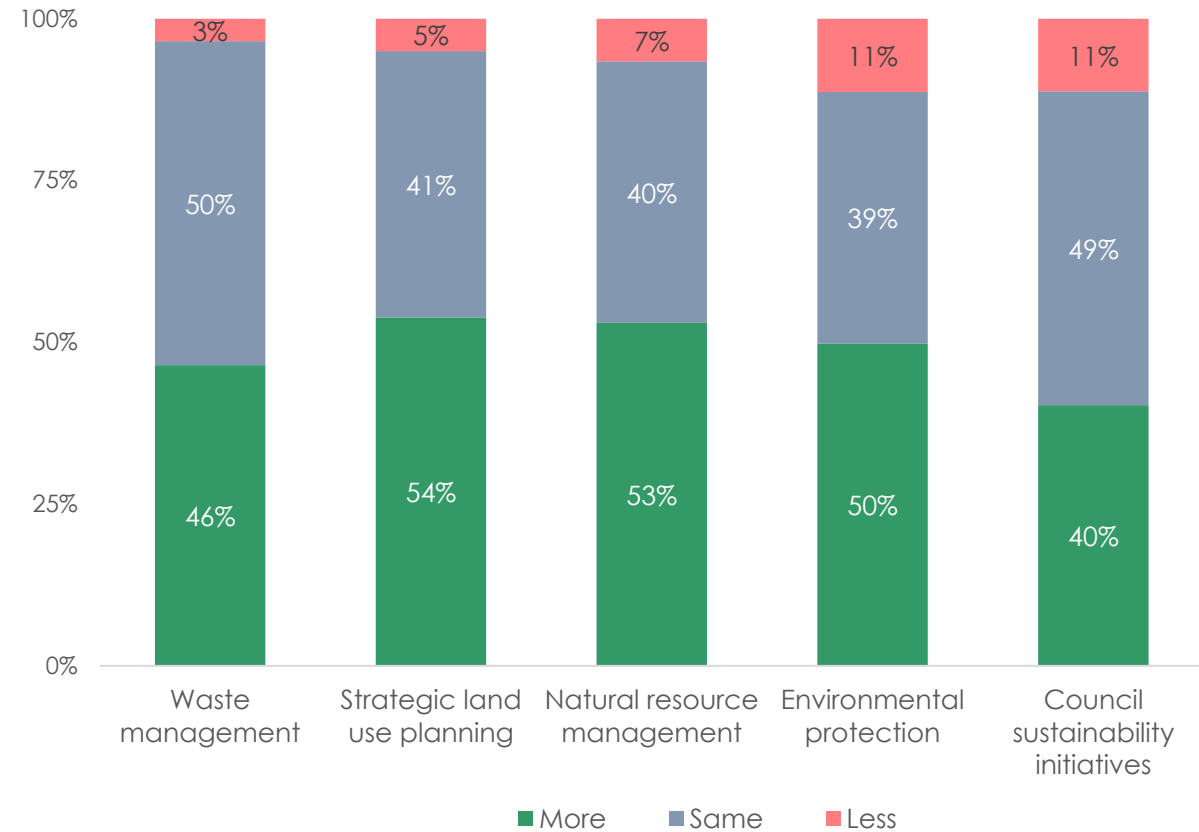
# Future Resourcing – Environment

All environment topic areas have very high levels of priority. 'Waste management' has the highest level of priority, and while it does have the smallest proportion of residents state it should receive less investment, it does not have the highest proportion of residents state it should receive more investment, a sign that residents think this area is currently well resourced compared to other environment topic areas.

Priority 'Yes' %



Level of investment



Base: N = 301

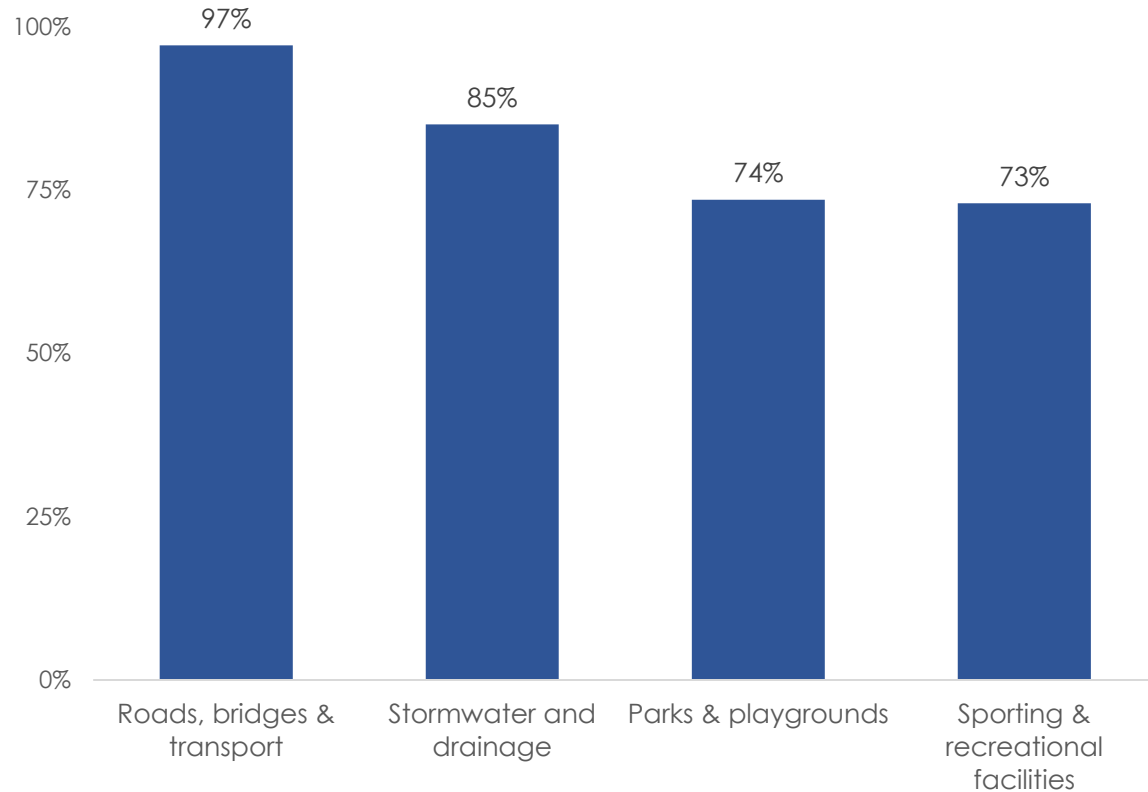
Q6a. Is this a priority?

Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

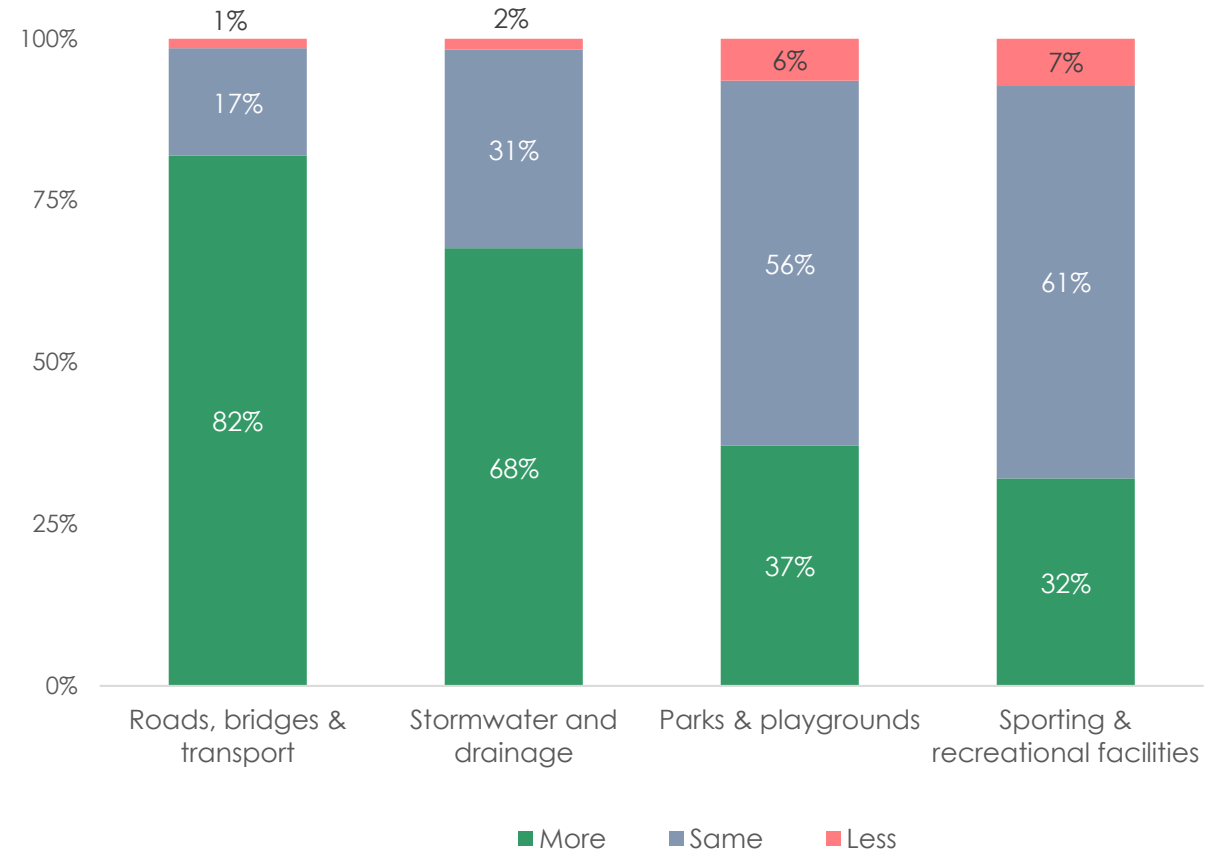
# Future Resourcing – Infrastructure

Almost all residents believe 'roads, bridges & transport' are a priority, and 82% believe there should be more investment in this area, the highest level of any area. 'Stormwater and drainage' also has a very high level of priority (85%) and 68% of residents believe this area should have more investment, the second highest level of any area.

Priority 'Yes' %



Level of investment



Base: N = 301

Q6a. Is this a priority?

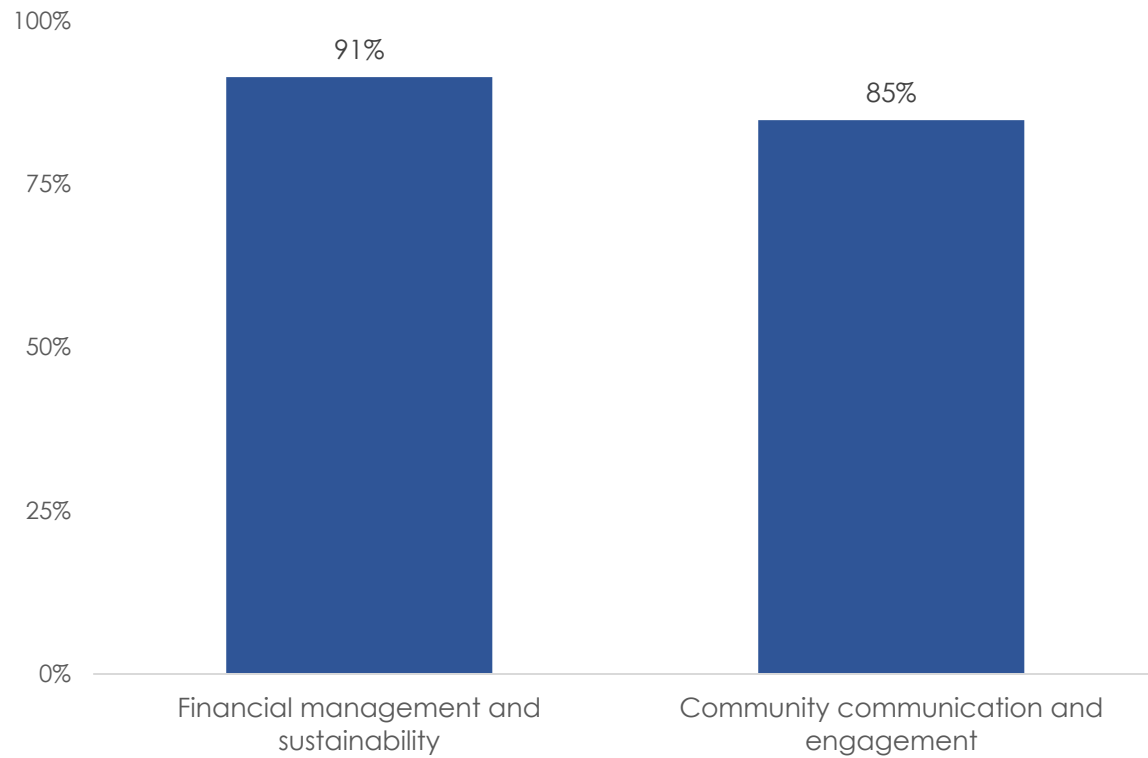
Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?



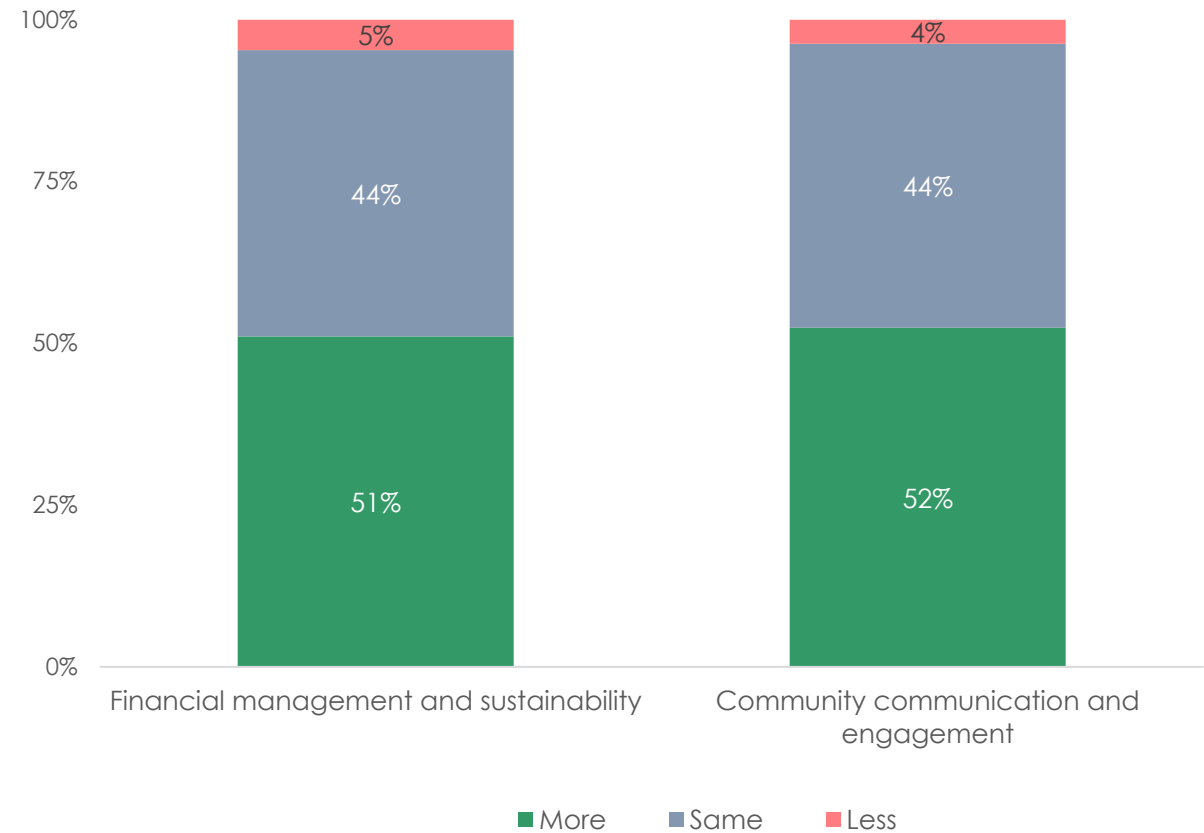
# Future Resourcing – Governance

Both 'financial management and sustainability' and 'community communication and engagement' have high levels of priority and have just over half of residents believing they should attract greater investment.

Priority 'Yes' %



Level of investment



Base: N = 301

Q6a. Is this a priority?

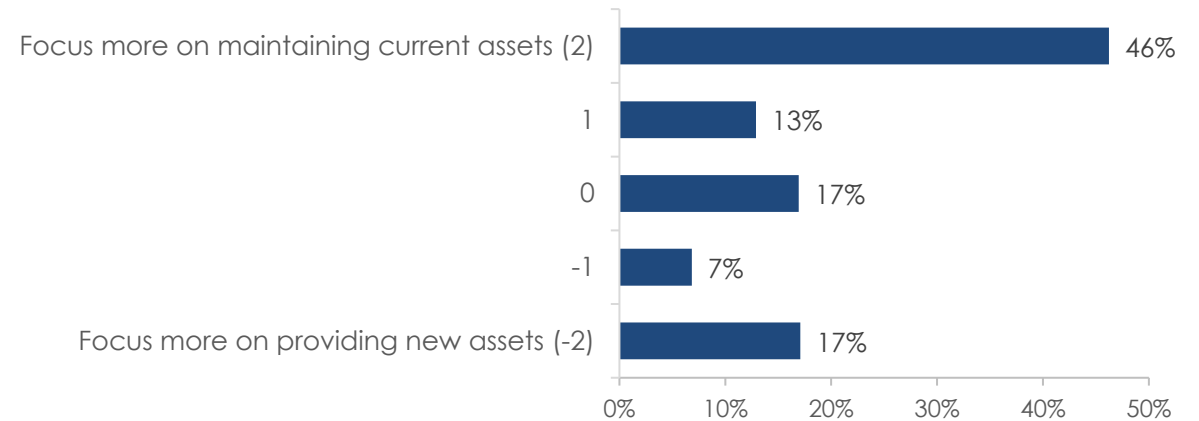
Q6b. Do you believe Council's level of investment (i.e., resourcing/financial) into that area should be?

# Resourcing Preference: Road, Bridges And Drainage

A significant majority of residents (59%) stated they would prefer Council to focus more on maintaining current assets in regard to roads, bridges and drainage.

Rural residents & females were significantly more likely to prefer to maintain current assets, however, all demographics had a preference for focusing on maintaining assets rather than providing new ones.

Roads, bridges and drainage



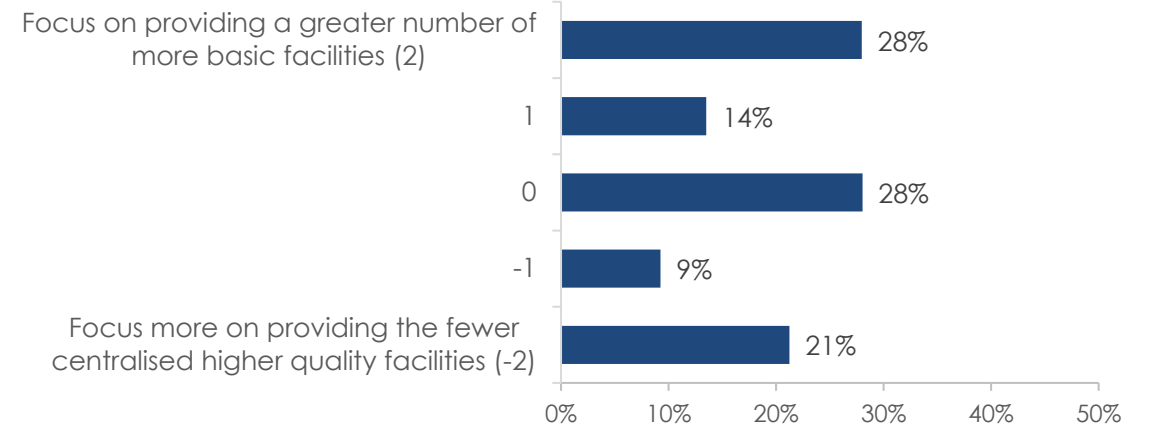
	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Maintaining current assets (2/1)	59%	52%	66%▲	56%	53%	63%	62%	59%	58%	55%	65%	56%
Neutral (0)	17%	23%▲	11%	21%	17%	13%	17%	16%	21%	17%	16%	18%
Providing new assets (-1/-2)	24%	25%	23%	23%	30%	24%	21%	24%	21%	28%	19%	26%
Mean rating	0.64	0.55	0.74	0.63	0.45	0.76	0.67	0.64	0.65	0.50	0.89▲	0.49
Base	301	151	150	63	57	82	99	262	39	119	112	70

# Resourcing Preference: Recreation Facilities

Overall, there is a slightly stronger preference for providing a greater number of more basic recreation facilities, but this preference varies across shifts across the age groups.

- Residents under 50 would like to see better quality centralized facilities.
- Coastal residents and those over 65 y/o would prefer Council to focus on providing a greater number of more basic recreation facilities.

Recreation facilities



	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Providing a greater number of more basic facilities (2/1)	41%	41%	42%	15%▼	30%	48%	59%▲	44%▲	23%▼	32%▼	46%	51%▲
Neutral (0)	28%	29%	27%	29%	24%	36%	23%	27%	33%	29%	26%	29%
Providing fewer centralised higher quality facilities (-1/-2)	30%	30%	31%	56%▲	45%▲	16%▼	18%▼	29%	44%	38%	28%	21%▼
Mean rating	0.18	0.21	0.14	-0.71▼	-0.23	0.53▲	0.68▲	0.25▲	-0.33▼	-0.13▼	0.26	0.56▲
Base	301	151	150	63	57	82	99	262	39	119	112	70



## Section Four

### Section 4

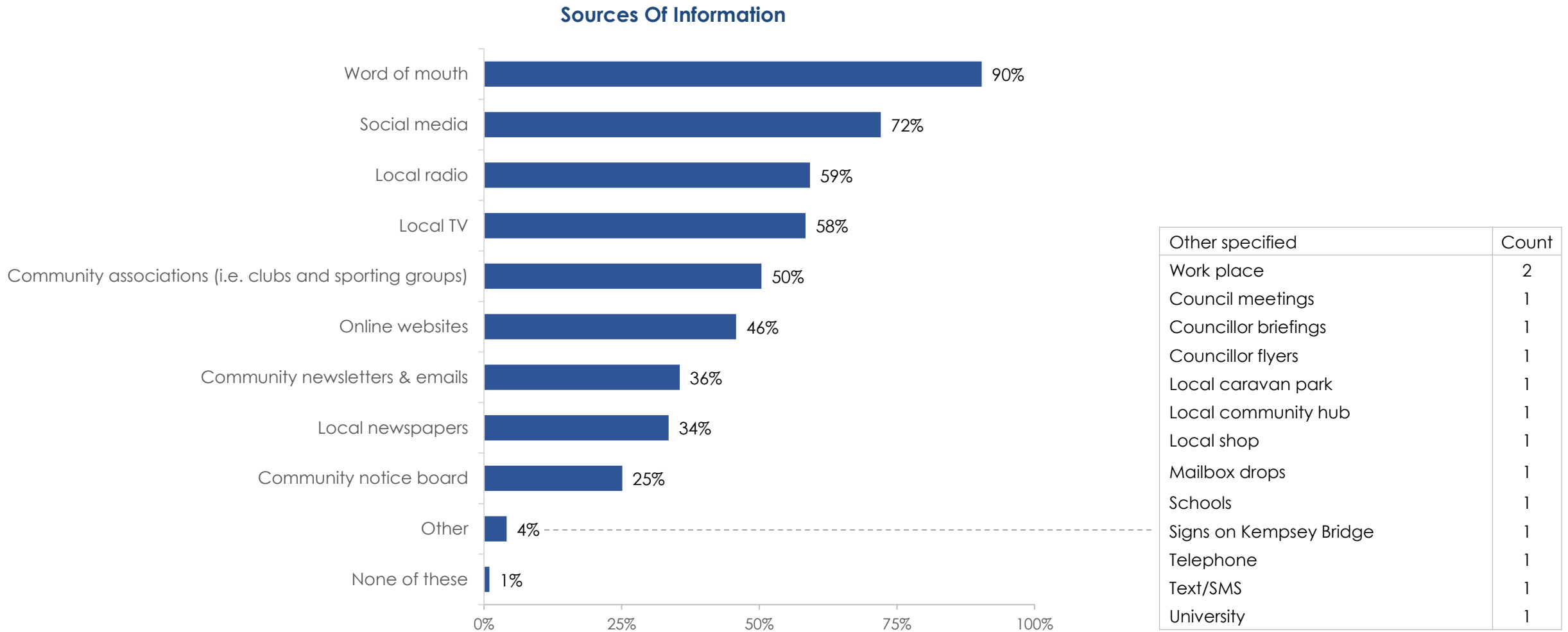
# Communication

This section outlines residents' sources of information, residents' satisfaction with Council's efforts to inform, involve and respond to residents, and what methods are most effective for keeping residents up to date with projects and Council decisions/outcomes.



# Sources Of Information For Local News And Community Activities

Word of mouth and social media were the most dominant sources of information, followed by local radio and local TV. Print media was mentioned much less than electronic media or personal interactions (word of mouth and community associations).



Base: N = 301

Q3. Thinking about what goes on across the Shire, which of the following do you use to search, or find out about, local news and community activities?

# Sources Of Information For Local News And Community Activities

Ratepayers and residents over 65 were significantly less likely to use social media as a source of information. Those over 65 were also less likely to use online websites, but were more likely to use local TV, local newspapers, and community notice board.

Sources Of Information Compared By Demographics

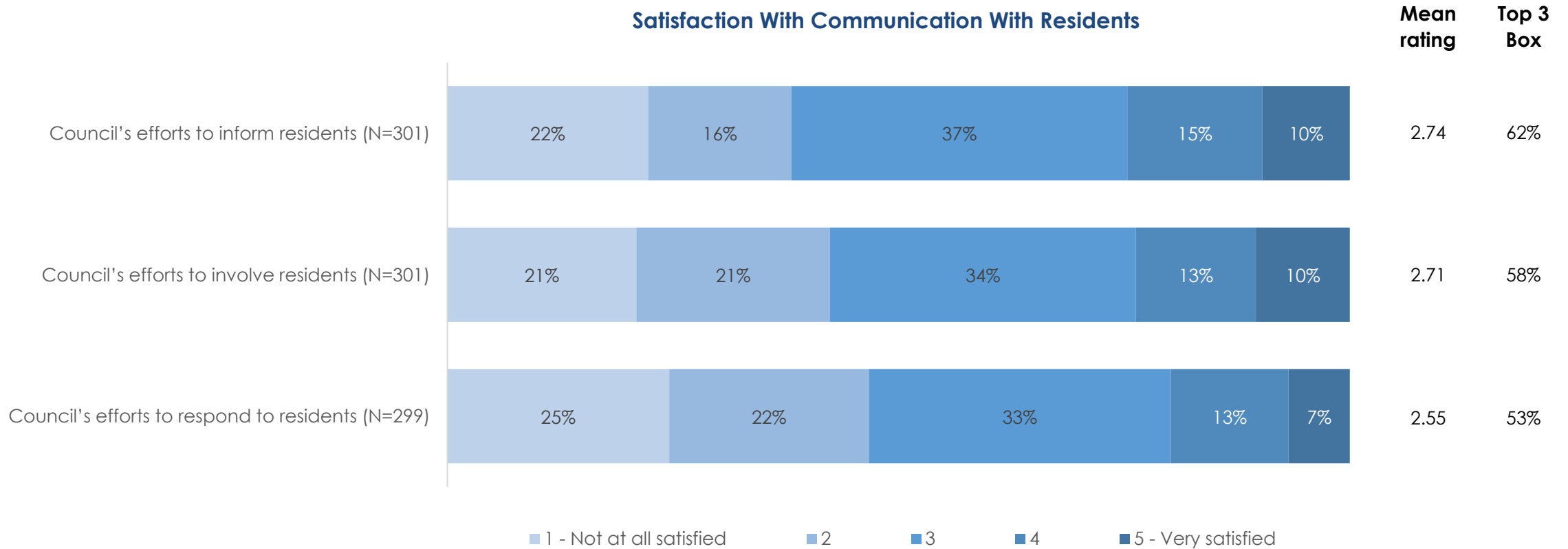
	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Word of mouth	90%	93%	88%	90%	89%	93%	90%	91%	84%	90%	92%	89%
Social media	72%	67%	77%	95%▲	83%	80%	44%▼	70%▼	89%▲	73%	69%	75%
Local radio	59%	65%	53%	54%	55%	65%	60%	58%	67%	59%	63%	52%
Local TV	58%	55%	62%	44%▼	38%▼	66%	73%▲	58%	59%	61%	58%	54%
Community associations (i.e. clubs and sporting groups)	50%	47%	54%	50%	62%	44%	49%	49%	62%	54%	46%	52%
Online websites	46%	37%▼	54%▲	58%▲	45%	50%	35%▼	44%	56%	51%	40%	48%
Community newsletters & emails	36%	33%	38%	27%	34%	39%	39%	36%	33%	34%	40%	30%
Local newspapers	34%	37%	30%	22%▼	25%	32%	48%▲	33%	34%	29%	40%	30%
Community notice board	25%	21%	30%	13%▼	22%	27%	33%▲	24%	35%	27%	26%	21%
Other	4%	3%	6%	3%	7%	5%	2%	4%	5%	3%	4%	6%
None of these	1%	2%	0%	0%	4%▲	0%	1%	1%	0%	0%	1%	3%▲
Base	301	151	150	63	57	82	99	262	39	119	112	70

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

# Communication With Residents

Satisfaction scores for the three communication measures is quite low, with more residents being not at all/not very satisfied (1/2) compared to those who are satisfied/very satisfied (4/5). For example, although 62% of residents are at least somewhat satisfied with Council's efforts to inform the community, only 25% were satisfied/very satisfied (4/5) and 38% were not very/not at all satisfied.

**Satisfaction With Communication With Residents**



# Communication With Residents Vs. Overall Satisfaction

When looking at the overall satisfaction (Q5) results across the scores for the three communication measures, there is a clear relationship. This is particularly apparent when we look at those who stated they are not at all satisfied across the three measures and their corresponding very low levels of overall satisfaction with the performance of Council. When analysing results for satisfaction with communication measures, there was no significant differences recorded by demographics (see [Appendix A](#)).

Q5. Overall satisfaction with performance of Council	Overall 2023	Q7a. Council's efforts to inform residents				
		Not at all satisfied (1)	(2)	(3)	(4)	Very satisfied (5)
Top 3 Box %	77%	48%	78%	83%	92%	94%
Mean rating	3.12	2.27	3.14	3.20	3.56	4.06
Base	301	67	48	112	45	29

Q5. Overall satisfaction with performance of Council	Overall 2023	Q7b. Council's efforts to involve residents				
		Not at all satisfied (1)	(2)	(3)	(4)	Very satisfied (5)
Top 3 Box %	77%	55%	69%	87%	83%	97%
Mean rating	3.12	2.46	2.85	3.33	3.39	3.96
Base	301	63	65	102	40	31

Q5. Overall satisfaction with performance of Council	Overall 2023	Q7c. Council's efforts to respond to residents				
		Not at all satisfied (1)	(2)	(3)	(4)	Very satisfied (5)
Top 3 Box %	77%	53%	71%	85%	100%	95%
Mean rating	3.12	2.45	2.91	3.28	3.97	3.76
Base	301	73	66	100	39	20

Base: N = 299-301

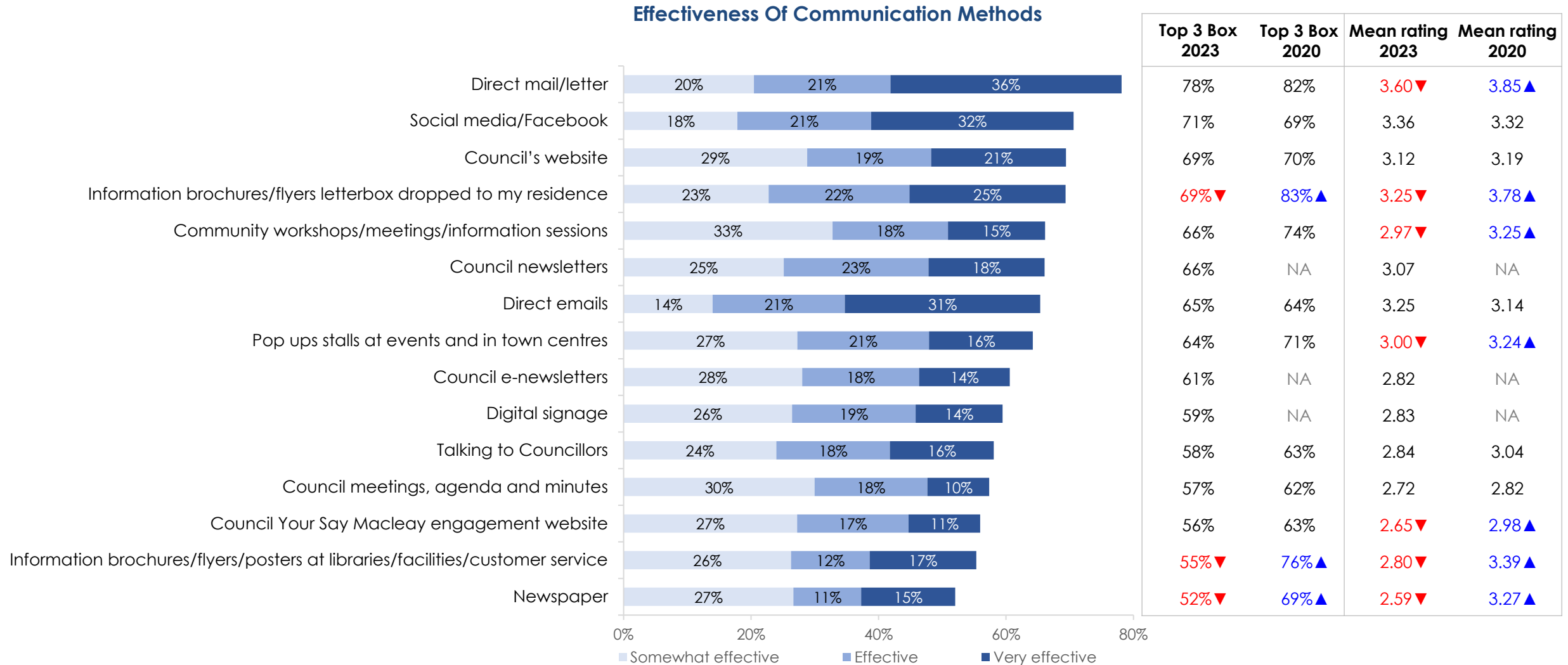
Q7a/b/c. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

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



# Effectiveness of Communication Methods

Direct mail/letter and social media/Facebook are deemed to be the most effective methods to keep them up to date on projects and Council decisions/outcomes.



Base: N = 301

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

Q8a. How effective would the following methods be in keeping you up to date on projects and Council decisions/outcomes?

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

# Effectiveness of Communication Methods

Younger residents aged 18-34 are significantly more likely believe that social media/Facebook and digital signage would be effective methods of communication, while older residents aged over 65 are significantly more likely to believe that Council newsletters and information brochures/flyers/posters at libraries/facilities/customer service centres would be more effective.

Top 3 Box	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Direct mail/letter	78%	76%	80%	70%	73%	86%	80%	79%	75%	77%	84%	70%
Social media/Facebook	71%	67%	74%	97%▲	75%	78%	44%▼	69%▼	84%▲	75%	67%	70%
Council's website	69%	66%	72%	65%	83%	71%	64%	70%	67%	74%	66%	68%
Information brochures/flyers letterbox dropped to my residence	69%	66%	73%	57%▼	77%	67%	74%	71%	57%	71%	69%	69%
Community workshops/meetings/information sessions	66%	67%	65%	63%	72%	65%	66%	66%	65%	69%	63%	65%
Council newsletters	66%	63%	69%	51%	64%	66%	77%▲	68%▲	51%▼	68%	70%	55%▼
Direct emails	65%	63%	68%	72%	66%	68%	59%	65%	66%	68%	68%	57%
Pop ups stalls at events and in town centres	64%	62%	67%	61%	58%	63%	70%	63%	72%	70%	66%	50%▼
Council e-newsletters	61%	58%	63%	60%	68%	58%	59%	62%	51%	65%	59%	57%
Digital signage	59%	52%▼	67%▲	78%▲	59%	53%	54%	58%	68%	68%▲	57%	49%▼
Talking to Councillors	58%	59%	57%	58%	57%	58%	59%	58%	58%	62%	55%	57%
Council meetings, agenda and minutes	57%	56%	59%	48%	64%	58%	59%	57%	57%	56%	59%	57%
Council Your Say Macleay engagement website	56%	50%	62%	53%	58%	63%	51%	55%	62%	59%	52%	57%
Information brochures/flyers/posters at libraries/facilities/customer service	55%	50%	61%	41%▼	55%	49%	70%▲	55%	59%	56%	56%	54%
Newspaper	52%	51%	53%	38%▼	57%	50%	60%	51%	58%	55%	54%	43%
Base	301	151	150	63	57	82	99	262	39	119	112	70

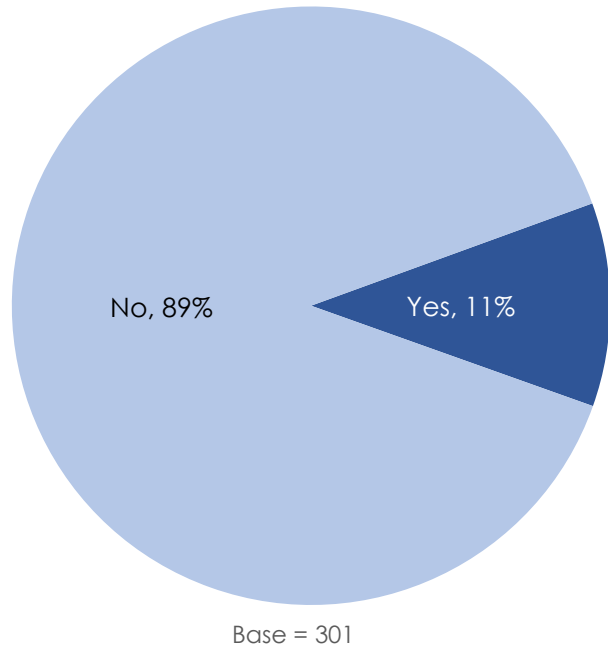
Base: N = 301

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

Q8a. How effective would the following methods be in keeping you up to date on projects and Council decisions/outcomes?

# Other Communication Methods

11% of residents suggested other methods of communication, down from 16% in 2020. The most common method suggested was radio and TV networks, followed by text messages.



	2023	2020
Yes	11%	16%
No	89%	84%

	Count
Radio/TV networks	8
Text messages	4
Letter drops to specific communities	3
Council meetings	3
Community webpages	2
Livestream/zoom meetings	2
Noticeboards in town	2
Word of mouth/talking to people in the community	2
Phone calls	1

Base: N = 301

Q8b. Are there any other methods you can think of that can be used to keep you up to date on projects and Council decisions/outcomes?

Q8c. What methods were they?



## Section 5

# Personal Security/Preparedness

This section looks at residents' housing security, perceived level of preparation for a sudden emergency and what would help residents feel more prepared.

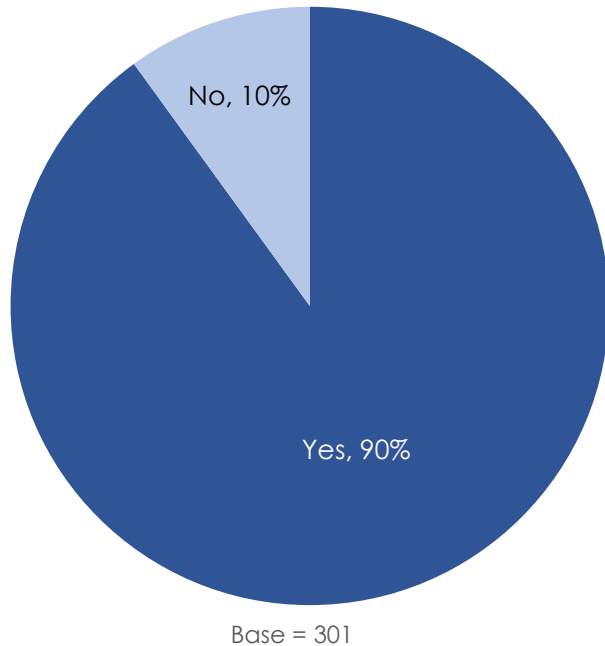
## Section Five



# Housing Security

90% of residents feel that they are secure in their housing situation, and when looking across demographics there are no significant differences. Although not significant and with a relatively small base size, the demographic with the least residents who feel secure is renters (non-ratepayers).

Do You Feel Secure In Your Housing Situation?



Housing Security By Demographics

	Overall 2023	Gender		Age			
		Male	Female	18–34	35–49	50–64	65+
Yes %	90%	91%	89%	86%	87%	92%	93%
Base	301	151	150	63	57	82	99

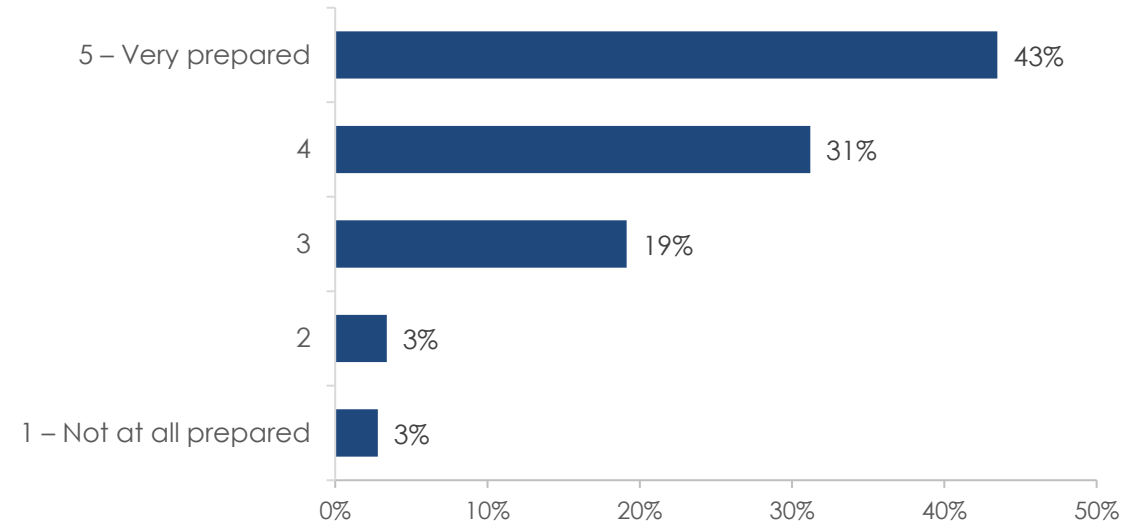
	Ratepayer status		Location		
	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Yes %	91%	83%	85%▼	91%	98%▲
Base	262	39	119	112	70

# Preparation For A Sudden Emergency Situation

94% of residents feel that they/their family are at least somewhat prepared to respond to a sudden emergency, with 43% stating they are very prepared, an encouraging result for Council.

Looking across demographics, those who have lived in the area less than 10 years were significantly less likely to state they were at least somewhat prepared. There appears to be a small relationship with age, in that older residents believe they are more prepared than younger ones.

Emergency Preparation (You/Your Family)



Emergency Preparation (You/Your Family) By Demographics

	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Top 3 Box Preparation	94%	96%	92%	89%	94%	97%	94%	95%	87%	91%	95%	96%
Mean rating	4.09	4.15	4.03	3.86	3.96	4.32▲	4.12	4.17▲	3.59▼	4.00	4.17	4.12
Base	301	151	150	63	57	82	99	262	39	119	112	70

Base: N = 301

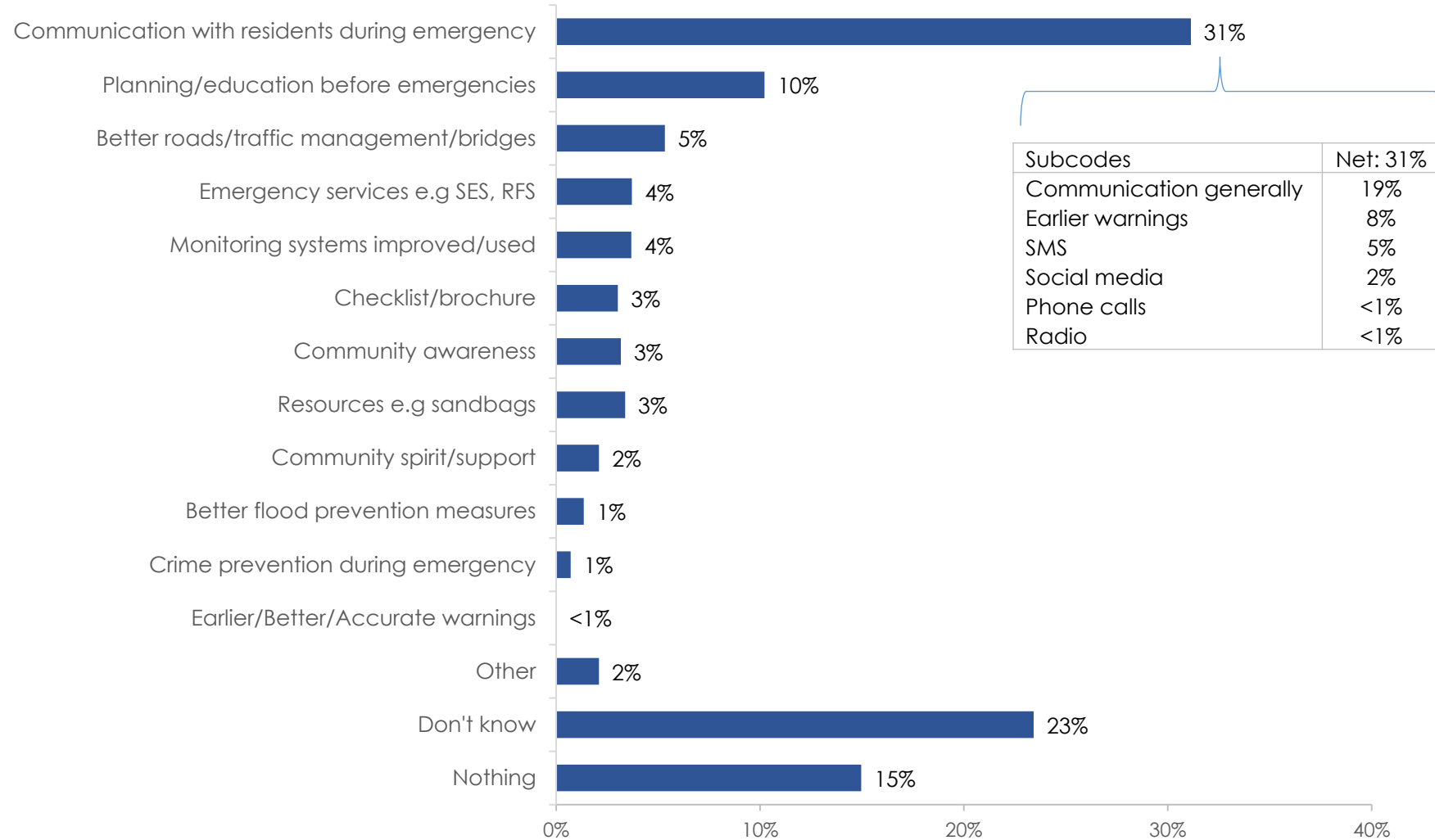
Q10. How prepared do you feel you and/or your family are to respond to a sudden emergency situation?

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

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

# What Would Help You Feel More Prepared

31% of residents stated that better/more communication from Council during an emergency would help them feel more prepared, this likely reflects that many residents already feel personally prepared (seen in last slide), and what they feel they need is more communication when emergencies occur.



Base: N = 301

Q11. What would help you feel more prepared for emergency situations?



## Section 6

# Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 35 services and facilities. In this section we explore trends to past research and comparative norms.

## Section Six



# Council Services and Facilities

A major component of the 2023 Community Survey was to assess perceived Importance of, and Satisfaction with, 35 Council-provided services and facilities – the equivalent of 70 separate questions!

We have utilised the following techniques to summarise and analyse these 70 questions:

2.1. Highlights and Comparison with 2020 Results



2.2. Performance Gap Analysis



2.3. Quadrant Analysis



2.4. Regression Analysis (i.e.: determine the services/  
facilities that drive overall satisfaction with Council)



Comparison with Micromex Benchmarks



# Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 35 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

## Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Bridges	93%	4.66
Sealed roads	91%	4.67
Waste management (garbage and recycling)	90%	4.57
Financial management	87%	4.57
Long-term planning for the LGA	87%	4.56
Flood management	87%	4.52

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Slim Dusty Centre	26%	2.56
Arts and culture	54%	3.54
Airports	59%	3.68
Libraries	62%	3.82
Companion animals	66%	3.92

T2B = important/very important  
Scale: 1 = not at all important, 5 = very important

## Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Libraries	98%	4.41
Food safety	95%	4.09
Cemeteries	93%	4.05
Water supply	91%	4.12
Swimming pools	91%	3.99
Sporting facilities	91%	3.99

The following services/facilities received the lowest T3 box satisfaction ratings:

Lower satisfaction	T3 Box	Mean
Sealed roads	47%	2.55
Airports	55%	2.70
Unsealed roads	56%	2.68
Development applications	60%	2.86
Financial management	61%	2.81
Weed control	61%	2.90

T3B = somewhat satisfied/satisfied/very satisfied  
Scale: 1 = not at all satisfied, 5 = very satisfied

# Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2023 vs 2020.

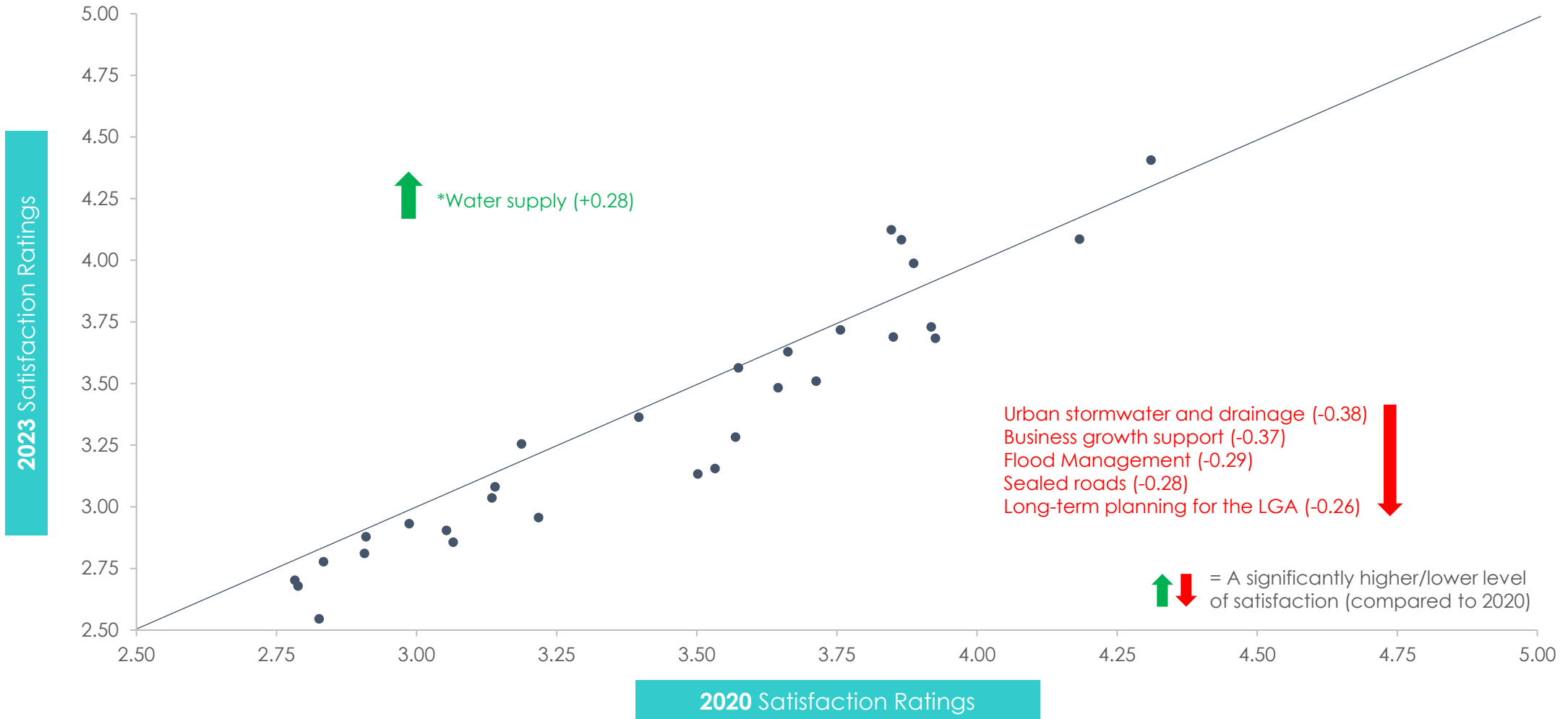
Importance significantly increased for 3 of the 30 comparable services and facilities, there were no significant decreases for services and facilities.



# Services and Facilities – Satisfaction: Comparison by Year

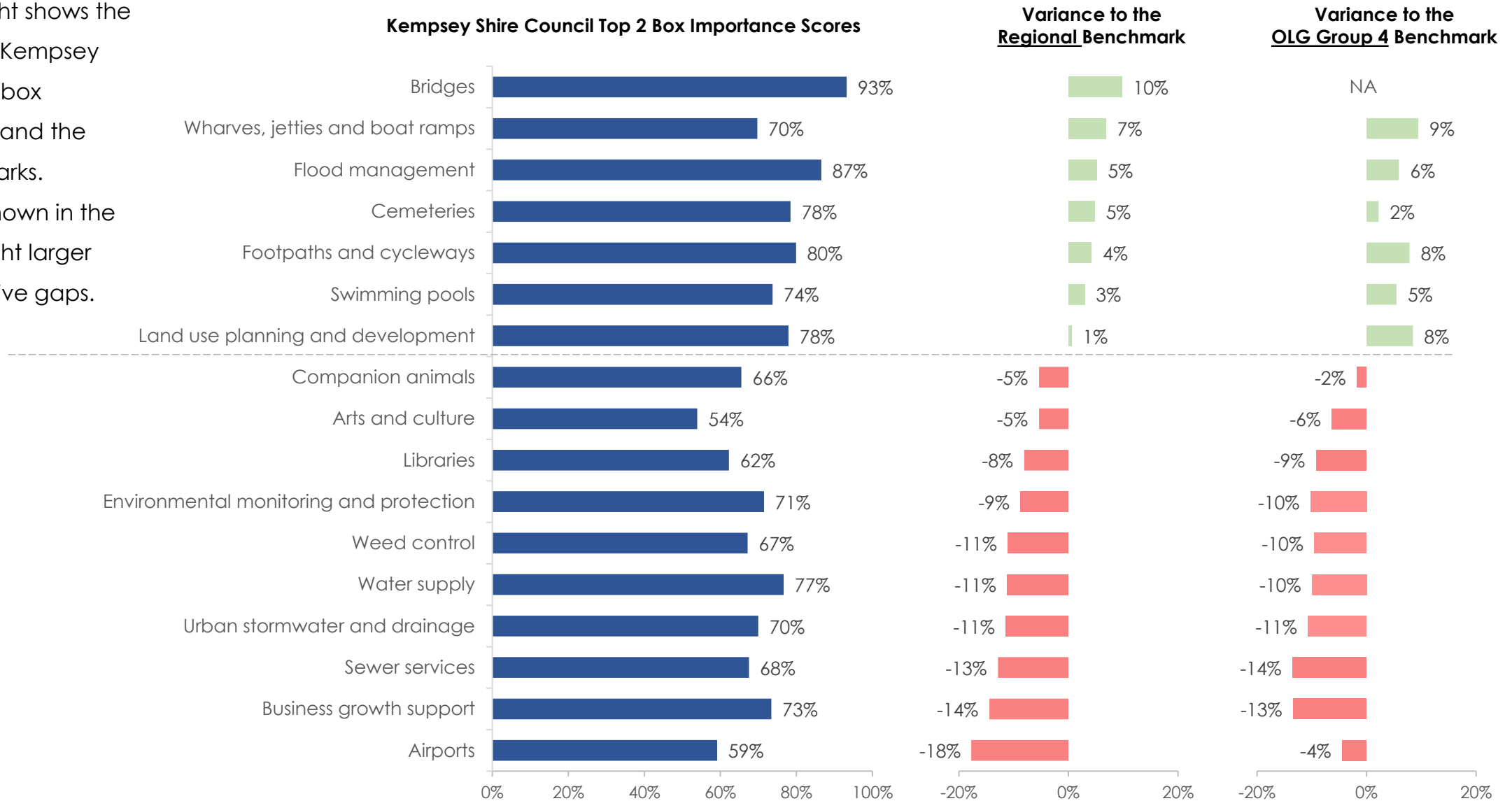
The below chart compares the mean satisfaction ratings for 2023 vs 2020.

Satisfaction significantly increased for 1 of the 30 comparable services and facilities, there were also significant decreases in satisfaction for 5 of the 34 services and facilities.



# Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Kempsey Shire Council top 2 box importance scores and the Micromex Benchmarks. Services/facilities shown in the below chart highlight larger positive and negative gaps.

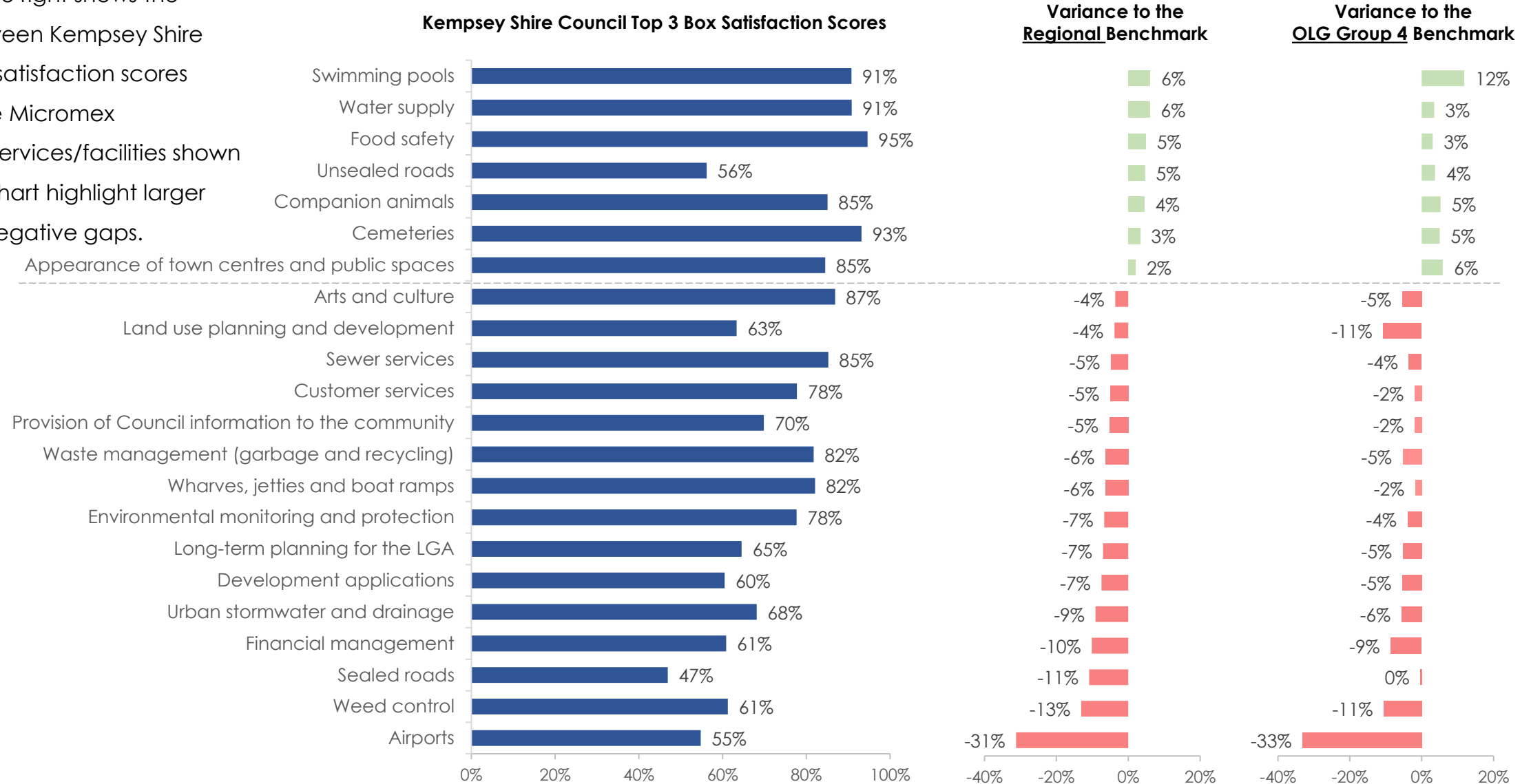


Note: Only services/facilities with a variance of +/- 5% to either Benchmark have been shown above. Please see Appendix 1 for detailed list  
 Top 2 box = important/very important



# Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Kempsey Shire Council top 3 satisfaction scores and the Micromex Benchmarks. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to either Benchmark have been shown above. Please see Appendix 1 for detailed list  
 Top 3 box = at least somewhat satisfied

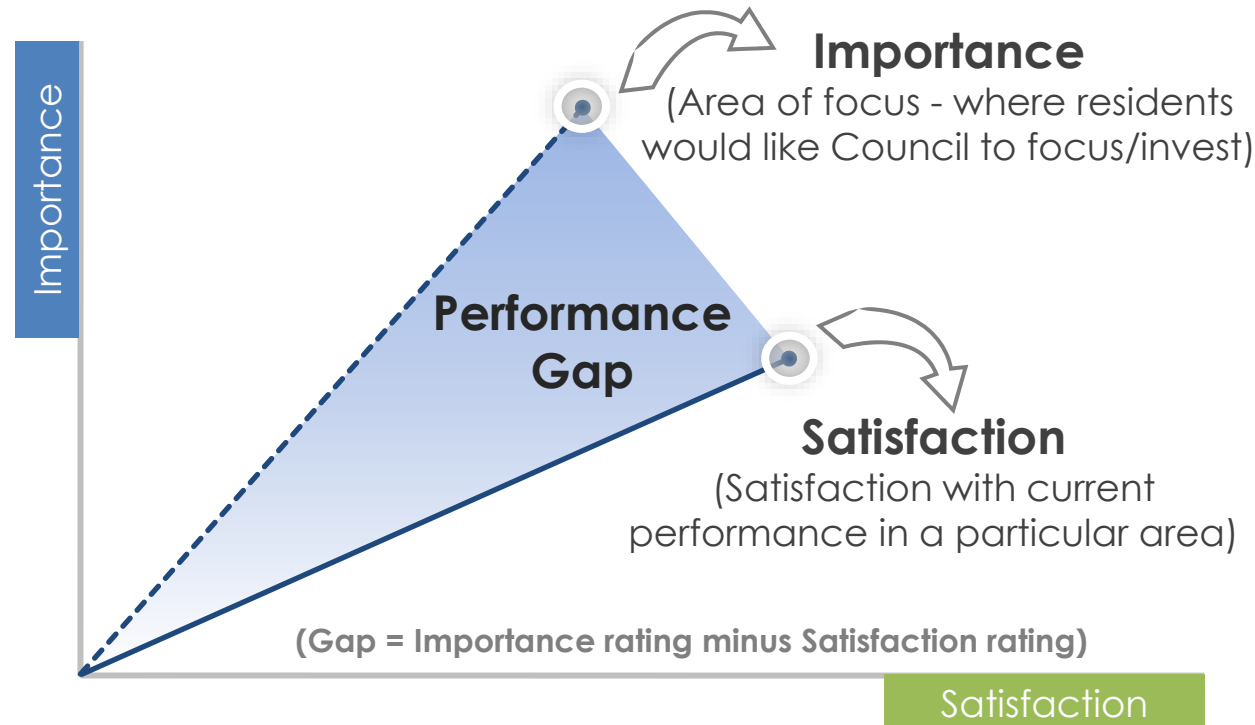
# Performance Gap Analysis

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Kempsey Shire Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.



# Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 47% and 73%. Areas with the largest performance gaps were: road infrastructure, financial management, long-term planning and community engagement.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Infrastructure Delivery Services	Sealed roads	91%	47%	44%
Corporate Services and Governance	Financial management	87%	61%	26%
Corporate Services and Governance	Long-term planning for the LGA	87%	65%	23%
Infrastructure Delivery Services	Unsealed roads	76%	56%	19%
Corporate Services and Governance	Engaging the community in planning	86%	67%	19%
Corporate Services and Governance	Provision of Council information to the community	86%	70%	16%
Strategic and Asset Planning Services	Land use planning and development	78%	63%	15%
Strategic and Asset Planning Services	Flood management	87%	73%	14%
Infrastructure Delivery Services	Public toilets	81%	69%	12%
Corporate Services and Governance	Opportunity to participate in Council decision-making	74%	62%	12%

**Note:** Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

# Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, Kempsey Shire Council residents rated services/facilities less important than our Benchmark, and their satisfaction was, on average, slightly lower.

	Kempsey Shire Council	Micromex Comparable OLG Group 4 Benchmark
Average Importance	75%	78%
Average Satisfaction	76%	77%

Note: Micromex comparable benchmark only refers to like for like measures

## Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'bridges', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'sealed roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'airports', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'libraries', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.





# Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'sealed roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

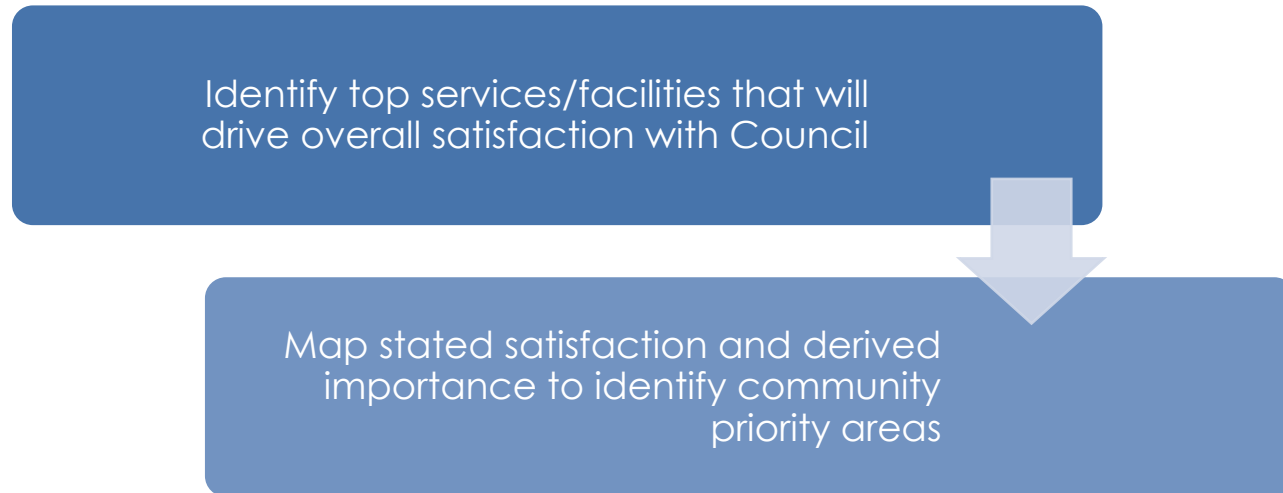
Therefore, in order to identify how Kempsey Shire Council can actively drive overall community satisfaction, we conducted further analysis

## Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

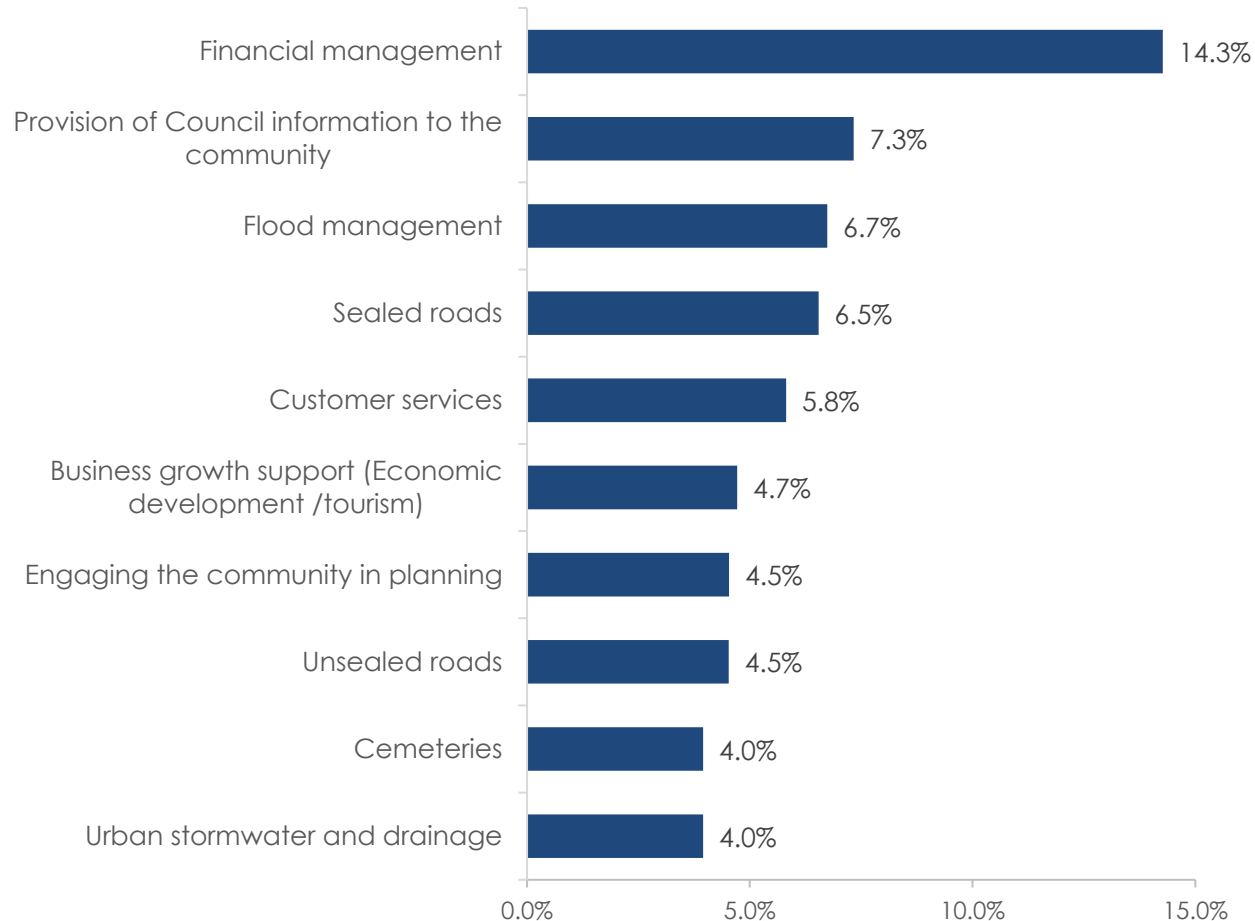
## What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



# Key Drivers of Overall Satisfaction with Council

The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.



The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

These top 10 services/facilities (so 29% of the 35 services/facilities) account for over 62% of the variation in overall satisfaction. Therefore, whilst all 35 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 25 services/facilities have less impact on satisfaction – although, if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

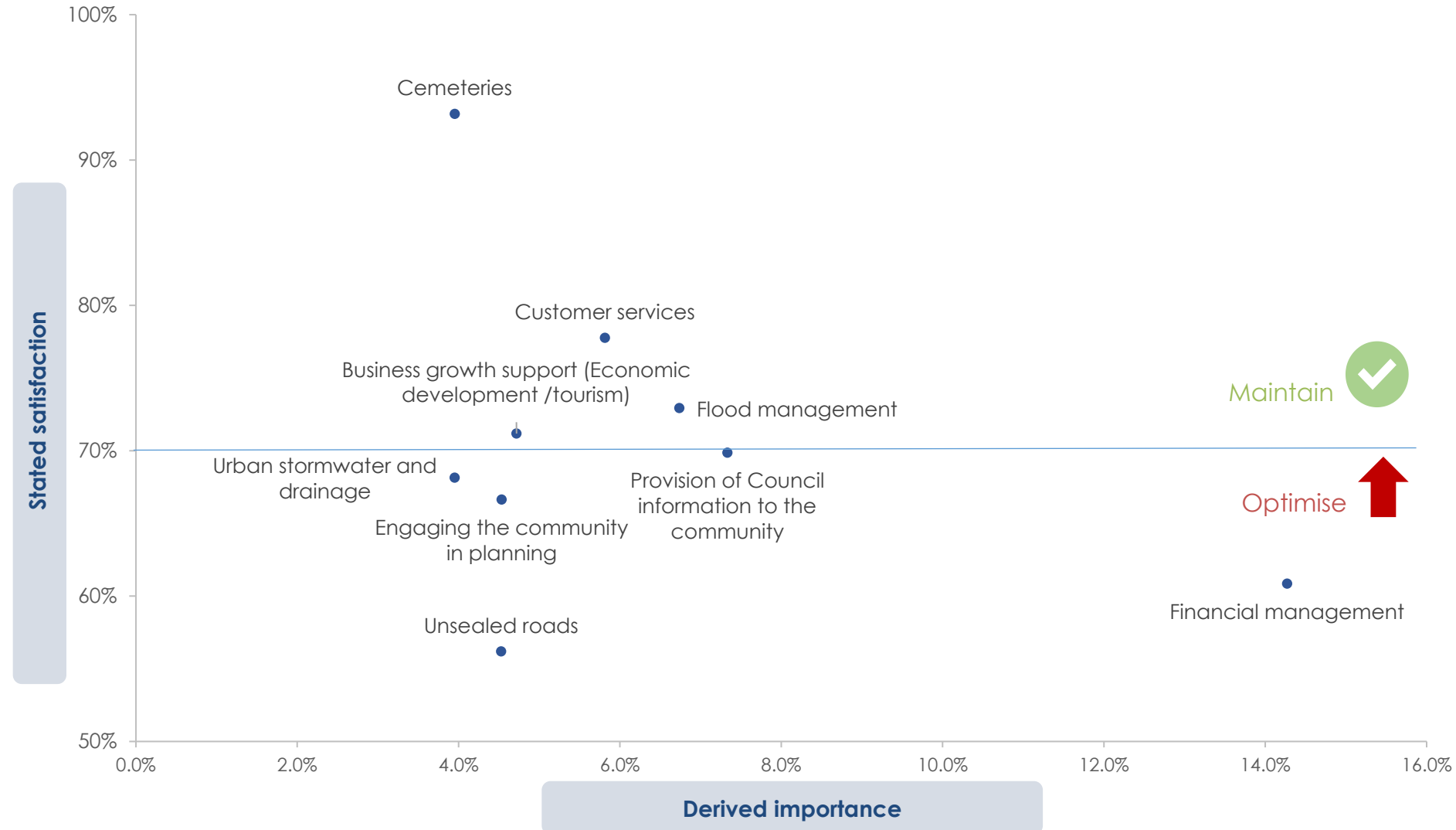
R<sup>2</sup> value = 0.4019

Dependent Variable: Q5. 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?

Note: Please see Appendix 1 for complete list

# Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

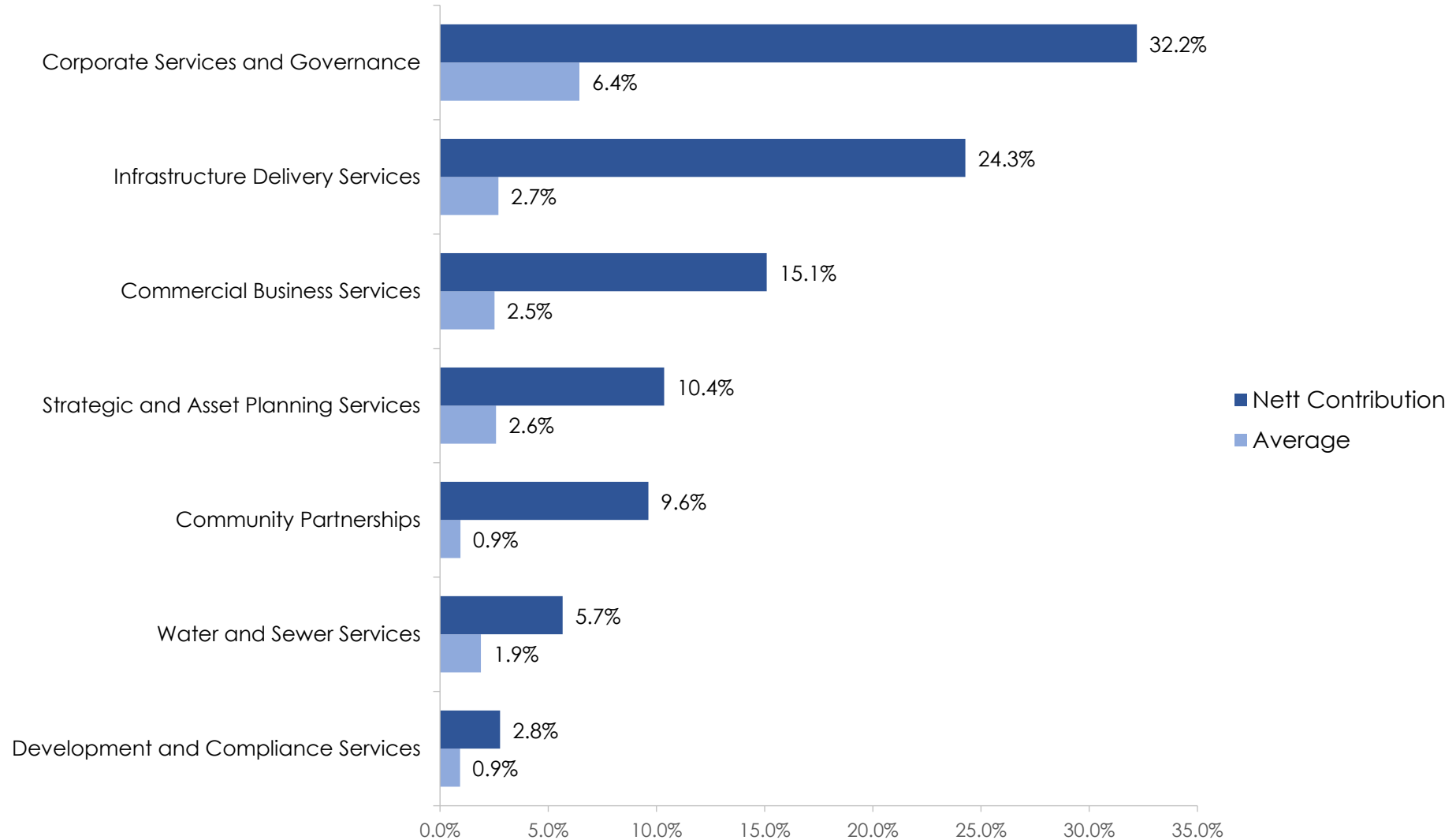
The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.



# Contribution to Overall Satisfaction with Council's Performance

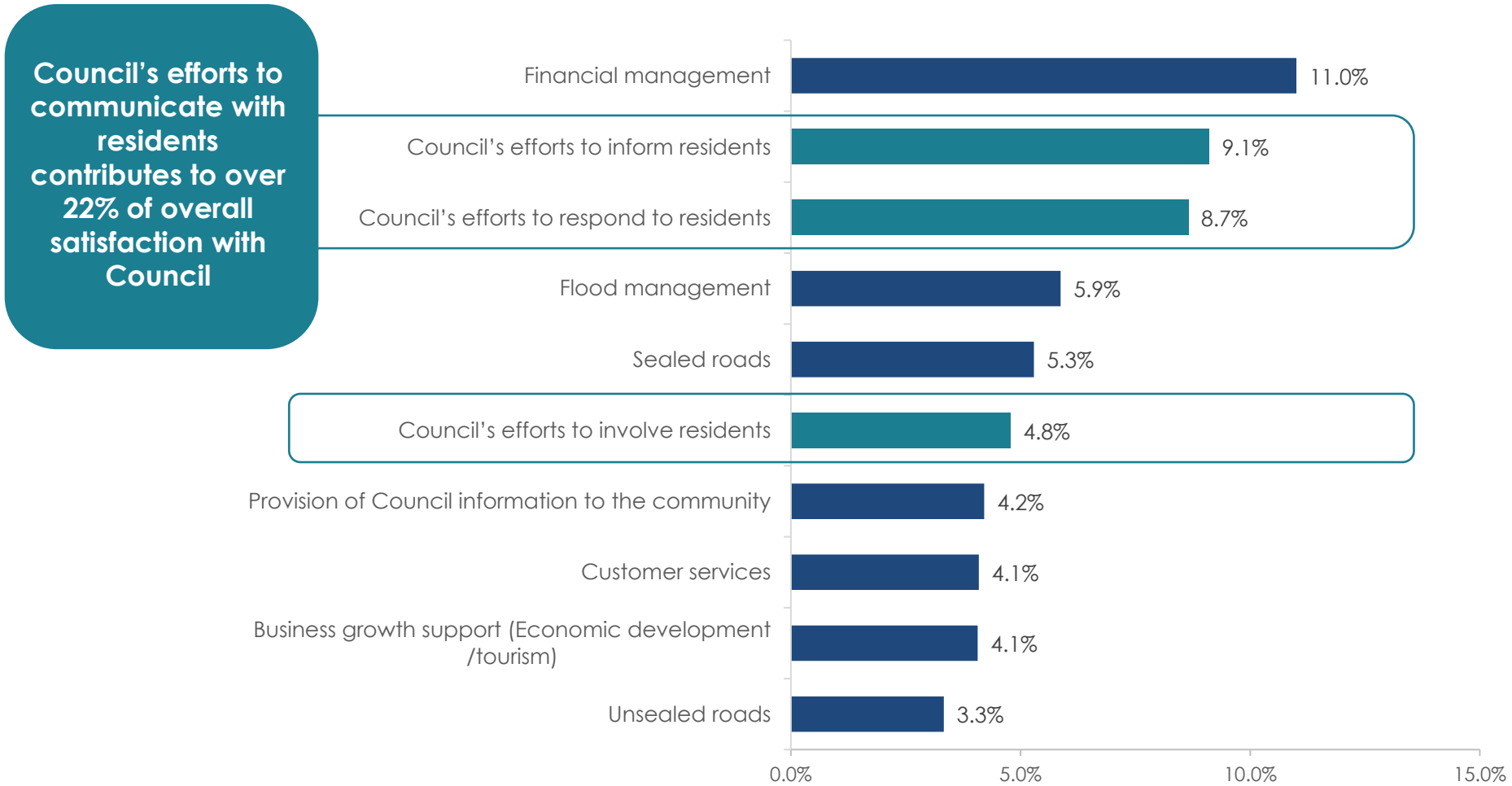
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

'Corporate Services and Governance' (32.2%) is the key contributor toward overall satisfaction with Council's performance.



# Key Drivers of Overall Satisfaction with Council

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the three additional measures from Q4a:  
 Council's efforts to inform residents  
 Council's efforts to involve residents  
 Council's efforts to respond to residents



R<sup>2</sup> value = 0.4431

Dependent Variable: Q5. 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?

Note: Please see Appendix 1 for complete list





Appendix 1

## Additional Analyses

## Appendix 1

# Communication With Residents – In Detail

Q7a. Council's efforts to <u>inform</u> residents	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Not at all satisfied %	22%	23%	22%	22%	23%	26%	19%	23%	19%	26%	25%	13%▼
Not very/at all satisfied%	38%	42%	34%	44%	38%	42%	32%	39%	33%	44%	38%	28%
Top 3 Box %	62%	58%	66%	56%	62%	58%	68%	61%	67%	56%	62%	72%
Mean rating	2.74	2.65	2.83	2.56	2.66	2.67	2.96▲	2.73	2.81	2.57	2.80	2.92
Base	301	151	150	63	57	82	99	262	39	112	119	70

Q7b. Council's efforts to <u>involve</u> residents	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Not at all satisfied %	21%	22%	20%	26%	19%	23%	17%	22%	14%	27%	22%	9%▼
Not very/at all satisfied%		43%	42%	43%	40%	47%	40%	45%	28%	52%▲	40%	30%▼
Top 3 Box %	58%	57%	58%	57%	60%	53%	60%	55%	72%	48%▼	60%	70%▲
Mean rating	2.71	2.68	2.74	2.57	2.70	2.63	2.87	2.66	3.01	2.49▼	2.78	2.94▲
Base	301	151	150	63	57	82	99	262	39	112	119	70

Q7c. Council's efforts to <u>respond</u> to residents	Overall 2023	Gender		Age				Ratepayer status		Location		
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Central	Rural/western	Coastal
Not at all satisfied %	53%	26%	23%	34%	17%	27%	21%	25%	23%	24%	30%	16%
Not very/at all satisfied%		45%	49%	47%	36%	55%	46%	48%	40%	42%	56%▲	40%
Top 3 Box %	53%	55%	51%	53%	64%	45%	54%	52%	60%	58%	44%▼	60%
Mean rating	2.55	2.52	2.58	2.39	2.76	2.39	2.67	2.53	2.71	2.71	2.32▼	2.67
Base	299	150	149	62	57	82	98	260	39	112	119	70

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

# Comparison to Previous Research

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2023	2020	2023	2020		2023	2020	2023	2020
Water supply	4.14	3.90	4.12▲	3.85▼	Slim Dusty Centre	2.56	NA	4.06	NA
Urban stormwater and drainage	3.93	3.75	3.16▼	3.53▲	Swimming pools	4.02	NA	3.99	NA
Sewer services	3.81	3.84	4.08	3.87	Cemeteries	4.26	NA	4.05	NA
Environmental monitoring and protection	4.05	4.19	3.36	3.40	Bridges	4.66	4.53	3.69	3.85
Flood management	4.52▲	4.16▼	3.28▼	3.57▲	Appearance of town centres and public spaces	4.28	4.26	3.51	3.71
Weed control	3.94	3.96	2.90	3.05	Wharves, jetties and boat ramps	3.93	NA	3.54	NA
Land use planning and development	4.20	4.17	2.88	2.91	Sporting facilities	4.18	4.20	3.99	3.89
Development applications	3.95	3.83	2.86	3.07	Parks, reserves and playgrounds	4.39	4.35	3.73	3.92
Companion animals	3.92	4.01	3.68	3.93	Footpaths and cycleways	4.23	4.19	3.26	3.19
Food safety	4.48	4.42	4.09	4.18	Sealed roads	4.67▲	4.50▼	2.55▼	2.83▲
Libraries	3.82	4.01	4.41	4.31	Public toilets	4.32	4.32	3.08	3.14
Customer services	4.39	4.31	3.48	3.65	Unsealed roads	4.16▲	3.91▼	2.68	2.79
Arts and culture	3.54	3.67	3.63	3.66	Opportunity to participate in Council decision-making	4.06	4.01	2.78	2.83
Community events	4.04	4.03	3.56	3.57	Provision of Council information to the community	4.41	4.38	3.04	3.13
Outreach services (customer service/library/recovery) importance	3.89	NA	3.53	NA	Long-term planning for the LGA	4.56	4.50	2.96▼	3.22▲
Waste management (garbage and recycling)	4.57	4.52	3.72	3.76	Engaging the community in planning	4.46	4.37	2.93	2.99
Business growth support (Economic development /tourism)	4.15	4.15	3.13▼	3.50▲	Financial management	4.57	4.47	2.81	2.91
Airports	3.68	3.74	2.70	2.78					

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

# Importance Compared to the Micromex Benchmark

Service/Facility	Kempsey Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance	Micromex OLG Group 4 Benchmark T2 box importance score	Variance
Bridges	93%	83%	10%▲	NA	NA
Wharves, jetties and boat ramps	70%	63%	7%	60%	9%
Flood management	87%	81%	5%	81%	6%
Cemeteries	78%	74%	5%	76%	2%
Footpaths and cycleways	80%	76%	4%	72%	8%
Community events	74%	70%	4%	71%	3%
Provision of Council information to the community	86%	82%	3%	84%	2%
Swimming pools	74%	71%	3%	68%	5%
Food safety	86%	84%	2%	86%	0%
Engaging the community in planning	86%	84%	2%	86%	0%
Customer services	85%	83%	2%	86%	-1%
Parks, reserves and playgrounds	84%	83%	1%	83%	1%
Appearance of town centres and public spaces	82%	81%	1%	77%	4%
Financial management	87%	86%	1%	87%	0%
Land use planning and development	78%	77%	1%	69%	8%
Sporting facilities	77%	76%	0%	74%	3%
Opportunity to participate in Council decision-making	74%	74%	0%	75%	-1%

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant  
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

**Note:** T2 = important/very important 58

# Importance Compared to the Micromex Benchmark

Service/Facility	Kempsey Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance	Micromex OLG Group 4 Benchmark T2 box importance score	Variance
Waste management (garbage and recycling)	90%	91%	-1%	90%	0%
Public toilets	81%	82%	-2%	80%	1%
Sealed roads	91%	93%	-2%	92%	-2%
Long-term planning for the LGA	87%	89%	-2%	90%	-2%
Unsealed roads	76%	78%	-2%	80%	-4%
Development applications	67%	72%	-4%	72%	-4%
Companion animals	66%	71%	-5%	67%	-2%
Arts and culture	54%	59%	-5%	60%	-6%
Libraries	62%	70%	-8%	71%	-9%
Environmental monitoring and protection	71%	80%	-9%	82%	-10% ▼
Weed control	67%	78%	-11% ▼	77%	-10% ▼
Water supply	77%	88%	-11% ▼	87%	-10% ▼
Urban stormwater and drainage	70%	81%	-11% ▼	81%	-11% ▼
Sewer services	68%	80%	-13% ▼	81%	-14% ▼
Business growth support (Economic development /tourism)	73%	88%	-14% ▼	87%	-13% ▼
Airports	59%	77%	-18% ▼	64%	-4%

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant  
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

**Note:** T2 = important/very important 59



# Satisfaction Compared to the Micromex Benchmark

Service/Facility	Kempsey Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance	Micromex OLG Group 4 Benchmark T3 box satisfaction score	Variance
Swimming pools	91%	85%	6%	79%	12%▲
Water supply	91%	85%	6%	87%	3%
Food safety	95%	90%	5%	92%	3%
Unsealed roads	56%	52%	5%	52%	4%
Companion animals	85%	81%	4%	80%	5%
Bridges	88%	84%	4%	NA	NA
Libraries	98%	94%	4%	95%	3%
Cemeteries	93%	90%	3%	88%	5%
Appearance of town centres and public spaces	85%	82%	2%	79%	6%
Parks, reserves and playgrounds	88%	86%	2%	84%	4%
Sporting facilities	91%	90%	1%	89%	2%
Engaging the community in planning	67%	69%	-2%	68%	-2%
Community events	85%	87%	-3%	84%	1%
Public toilets	69%	72%	-3%	67%	2%
Business growth support (Economic development /tourism)	71%	74%	-3%	73%	-2%
Arts and culture	87%	91%	-4%	92%	-5%
Land use planning and development	63%	67%	-4%	74%	-11%▼

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant  
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

**Note:** T3 = at least somewhat satisfied 60

# Satisfaction Compared to the Micromex Benchmark

Service/Facility	Kempsey Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance	Micromex OLG Group 4 Benchmark T3 box satisfaction score	Variance
Opportunity to participate in Council decision-making	62%	66%	-4%	61%	1%
Footpaths and cycleways	74%	78%	-4%	73%	0%
Flood management	73%	77%	-4%	74%	-1%
Sewer services	85%	90%	-5%	89%	-4%
Customer services	78%	83%	-5%	80%	-2%
Provision of Council information to the community	70%	75%	-5%	72%	-2%
Waste management (garbage and recycling)	82%	88%	-6%	87%	-5%
Wharves, jetties and boat ramps	82%	89%	-6%	84%	-2%
Environmental monitoring and protection	78%	84%	-7%	82%	-4%
Long-term planning for the LGA	65%	72%	-7%	70%	-5%
Development applications	60%	68%	-7%	66%	-5%
Urban stormwater and drainage	68%	77%	-9%	74%	-6%
Financial management	61%	71%	-10% ▼	69%	-9%
Sealed roads	47%	58%	-11% ▼	47%	0%
Weed control	61%	74%	-13% ▼	72%	-11% ▼
Airports	55%	86%	-31% ▼	88%	-33% ▼

**Note:** Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant  
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.

**Note:** T3 = at least somewhat satisfied 61

# Performance Gap Analysis

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

## Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Sealed roads	91%	47%	44%
Financial management	87%	61%	26%
Long-term planning for the LGA	87%	65%	23%
Unsealed roads	76%	56%	19%
Engaging the community in planning	86%	67%	19%
Provision of Council information to the community	86%	70%	16%
Land use planning and development	78%	63%	15%
Flood management	87%	73%	14%
Public toilets	81%	69%	12%
Opportunity to participate in Council decision-making	74%	62%	12%
Waste management (garbage and recycling)	90%	82%	8%
Customer services	85%	78%	7%
Development applications	67%	60%	7%
Footpaths and cycleways	80%	74%	6%
Weed control	67%	61%	6%
Bridges	93%	88%	5%
Airports	59%	55%	4%
Business growth support (Economic development /tourism)	73%	71%	2%
Urban stormwater and drainage	70%	68%	2%

**Note:** T2 = important/very important  
T3 = at least somewhat satisfied

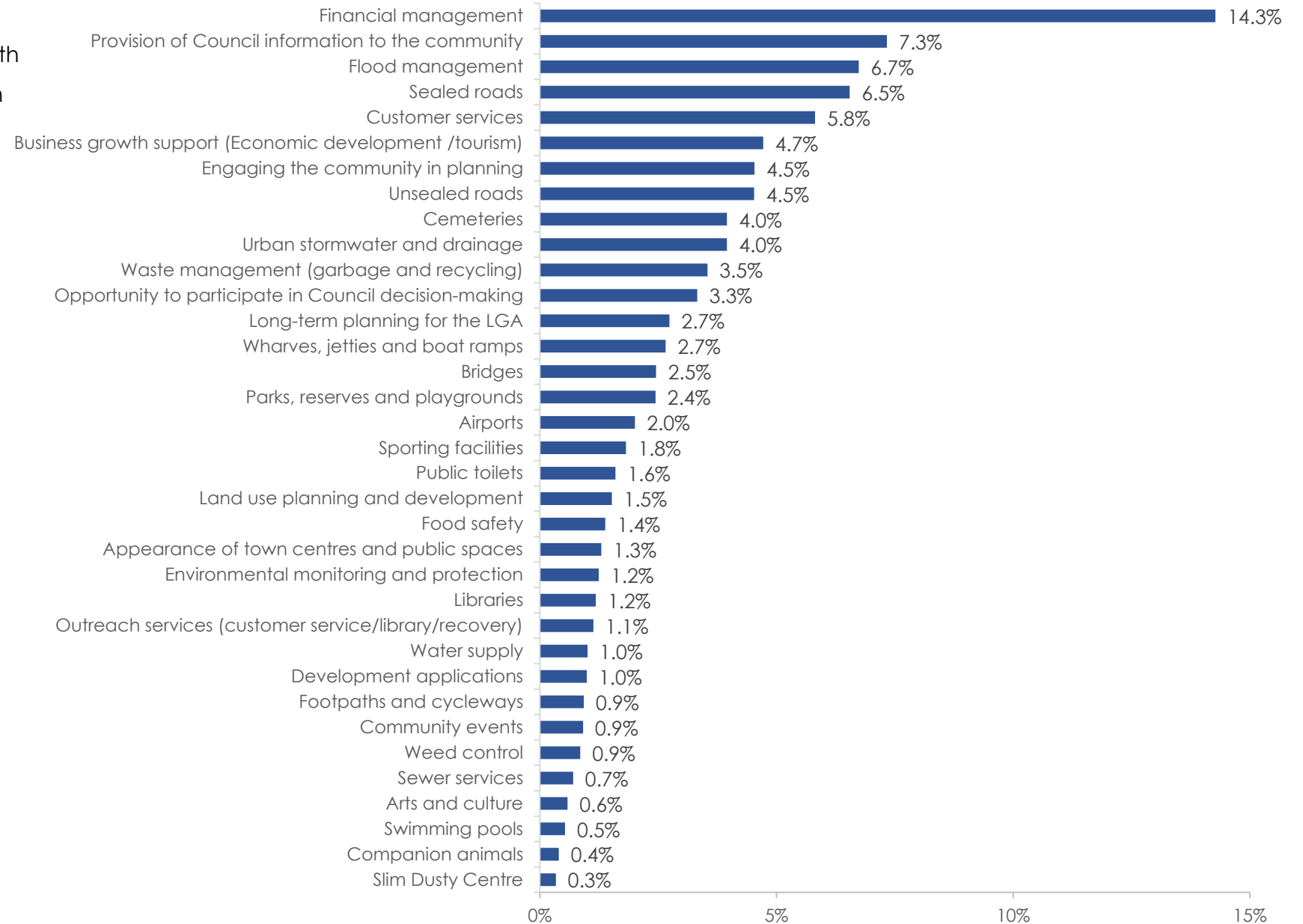
# Performance Gap Analysis

## Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Appearance of town centres and public spaces	82%	85%	-3%
Parks, reserves and playgrounds	84%	88%	-4%
Environmental monitoring and protection	71%	78%	-6%
Food safety	86%	95%	-8%
Community events	74%	85%	-10%
Wharves, jetties and boat ramps	70%	82%	-12%
Sporting facilities	77%	91%	-14%
Water supply	77%	91%	-14%
Cemeteries	78%	93%	-15%
Outreach services (customer service/library/recovery)	68%	83%	-15%
Swimming pools	74%	91%	-17%
Sewer services	68%	85%	-18%
Companion animals	66%	85%	-20%
Arts and culture	54%	87%	-33%
Libraries	62%	98%	-36%
Slim Dusty Centre	26%	90%	-65%

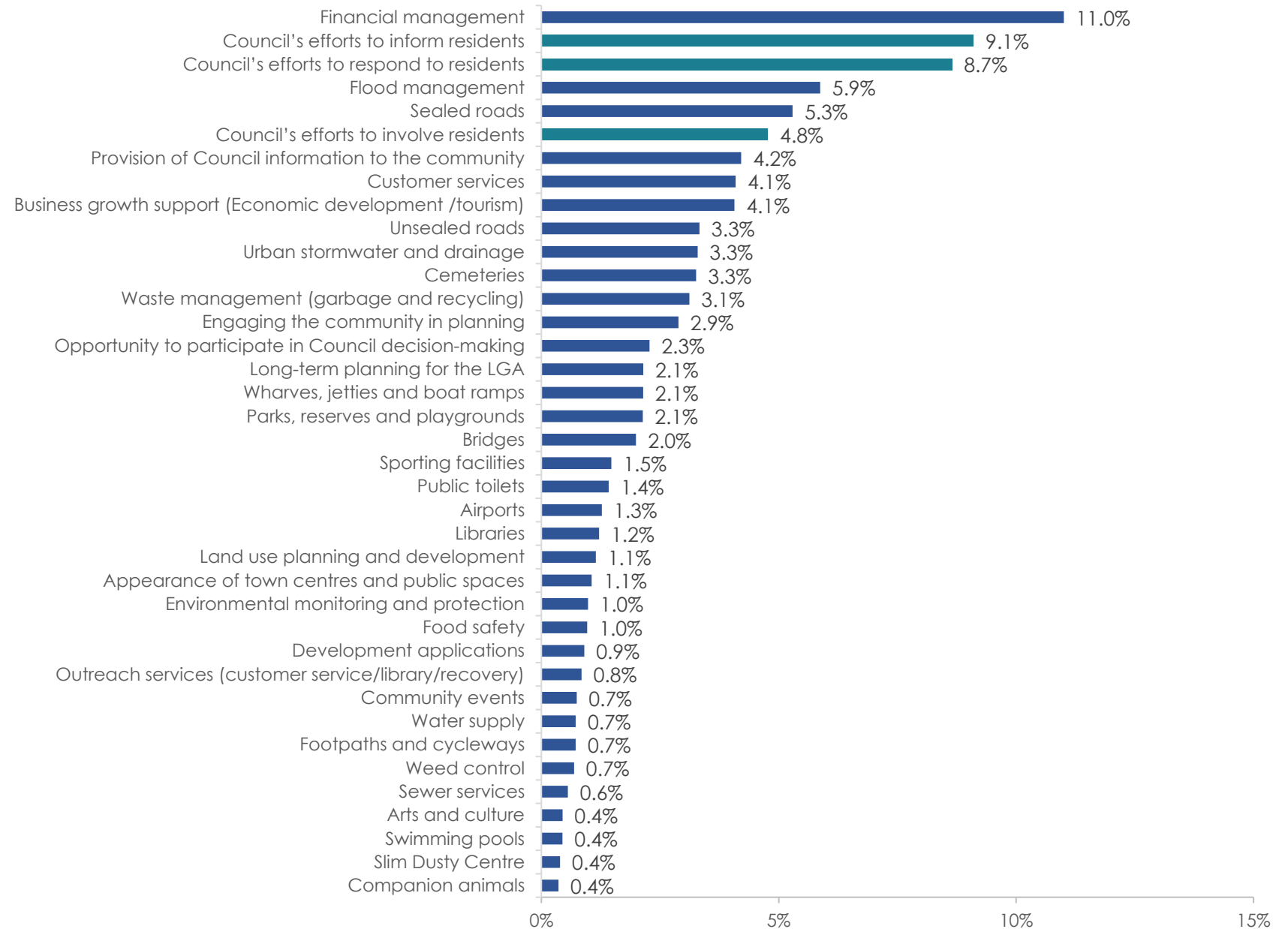
# Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 35 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



# Regression Analysis – Influence on Overall Satisfaction – Re-Run

The chart to the right summarises the influence of the 3 communication measures and 35 facilities/services on overall satisfaction with Council's performance, based on the Regression analysis.





# Council's Used to Create the Micromex Benchmarks

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

OLG Group 4*
Cessnock
Eurobodalla
Lismore
Lithgow
Mid-Western Regional
Richmond Valley
Singleton
Tamworth
Wagga Wagga
Wingecarribee

\*Note: Micromex does not have benchmark data for all OLG Group 4 LGAs, only those listed above.

# Most Valued Aspect About Living in the Area

	N=301		N=301
The natural environment/beaches/rivers/climate/animals	33%	Good variety of sport/recreational activities	1%
Location/away from big cities/close to other towns/central/near beaches	28%	Pleased with Council	1%
Community feel/close to friends and family/friendly people	25%	Plenty of parking	1%
Lifestyle/quiet/relaxed/rural/atmosphere	24%	Affordability	1%
Nice area/beautiful location	10%	Education	1%
Lived in the area all my life/it is home	5%	Own a house here	1%
Low population/little traffic	3%	A good combination of cultures	1%
Large blocks of land	3%	It is a safe area	<1%
Good fishing spots	2%	Town is clean	<1%
Work opportunities	2%	Other	5%
Recreational opportunities	2%	Don't know/nothing	4%
Good roads in the area	1%		

Base: N = 301

Q1a. What do you value most about living in the Kempsey Shire region?

# Highest Priority Issue

	N=301		N=301
Roads/traffic management/bridges	41%	More community and public transport	2%
Additional and improved services/facilities/infrastructure e.g. healthcare/education	23%	Water quality/supply/drought	2%
Community safety/crime prevention	20%	Town maintenance/cleaning	2%
Employment/local business opportunities/economic stimulation	13%	Encouraging tourism/attracting people to the area	2%
Improve management of Council, e.g. communication/transparency, financial management	10%	Aged care	2%
Affordable housing/lower rates	10%	More/improved footpaths, kerb and guttering	1%
Services and facilities for children and youth	6%	More inclusion of the Aboriginal community	1%
Environmental factors/protection/climate change	5%	Improved forest/tree management	1%
Managing development/stop over-development	4%	Tourism management	1%
Natural disaster management/prevention	4%	Poverty/homelessness	1%
Improved sewerage services	4%	Community events/activities	1%
Population management/cultural integration/keep people in the area	4%	Improving image of Kempsey/positive media	<1%
Stormwater drainage/flood management	4%	Animal control	<1%
Sustainable development and planning	3%	Preparing for natural disasters	<1%
More shopping facilities/better variety	3%	Other	8%
More recreational and art opportunities	3%	Don't know/nothing	4%

Base: N = 301

Q1b. Thinking of the next 10 years plus, what do you believe will be the highest priority issues within Kempsey Shire area?



Appendix 2:  
**Questionnaire**

## Appendix 2

Kempsey Shire Council  
Community Survey  
February 2023

Good morning/afternoon/evening, my name is .....and I'm calling on behalf of Kempsey Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 15 minutes; would you be able to assist us please?

QA1. Before we start, can I please confirm that you do live in the Kempsey Shire Council area?

- Yes
- No (Terminate)

QA2. Which suburb/village do you live in or nearest to?

- Bellbrook
- Crescent Head
- Frederickton
- Kempsey
- South West Rocks
- Stuarts Point
- Willawarrin
- Rural (please specify).....

**Section A – Priority Issues**

Q1a. What do you value most about living in the Kempsey Shire region?

.....

Q1b. Thinking of the next 10 years plus, what do you believe will be the highest priority issues within Kempsey Shire area?

.....

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

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Q2. Over the past few years, do you think your overall quality of life has improved, remained the same, or declined?

- Improved
- Remained the same
- Declined

Q3. Thinking about what goes on across the Shire, which of the following do you use to search, or find out about, local news and community activities? Prompt

- Social media
- Community notice board
- Local newspapers
- Local radio
- Local TV
- Online websites
- Word of Mouth
- Community associations (i.e., clubs and sporting groups)
- Community newsletters & emails
- Other (please specify) .....
- None of these

**Section B – Importance of, and satisfaction with, Council services**

Q4. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service during the last 12 months. The scale is from 1 to 5, where 1 is low importance and low satisfaction and 5 is high importance and high satisfaction.

**Prompt**

**ASK SATISFACTION IF IMPORTANCE 4/5**

**Water and Sewer Services**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban stormwater and drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Strategic and Asset Planning Services**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Environmental monitoring and protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weed control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land use planning and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Development and Compliance Services**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Development applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companion animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Community Partnerships**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outreach services (customer service / library/recovery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Commercial Business Services**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Waste management (garbage and recycling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business growth support (Economic development /tourism)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slim Dusty 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"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Infrastructure Delivery Services**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Bridges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of town centres and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wharves, jetties and boat ramps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks, reserves and 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"/>	<input type="radio"/>	<input type="radio"/>
Footpaths and cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>	<input type="radio"/>	<input type="radio"/>
Unsealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Corporate Services and Governance**

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Opportunity to participate in Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for the LGA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging the community in planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt**

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

**PART C - Future Resourcing**

**Q6a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?**

**Prompt  
RANDOMISE PILLARS**

**Q6b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?**

<u>Community</u>	Priority	Investment		
		More	Same	Less
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place making/Community place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts/Cultural development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outreach services (mobile customer service / library services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Economy</u>	Priority	Investment		
		More	Same	Less
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism and visitor services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Environment</u>	Priority	Investment		
		More	Same	Less
Natural resource management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic land use planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council sustainability initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Infrastructure</u>	Priority	Investment		
		More	Same	Less
Stormwater and drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads, bridges & transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks & playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting & recreational facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Governance</u>	Priority	Investment		
		More	Same	Less
Financial management and sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community communication and engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Q6c. Thinking generally about infrastructure, such as roads, bridges and drainage.**

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

- 1 – Focus more on providing new assets
- 2
- 3
- 4
- 5 – Focus more on maintaining current assets

**Q6d. Thinking generally about facilities, such as recreation facilities.**

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?

- 1 – Focus more on providing the fewer centralised higher quality facilities
- 2
- 3
- 4
- 5 – Focus on providing a greater number of more basic facilities

**Part D – Communication and Satisfaction**

**Q7a/b/c. Can you please rate the following criteria regarding Council's efforts to communicate with residents? Please rate on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied.**

**Prompt**

	Not at all satisfied			Very satisfied	
	1	2	3	4	5
Council's efforts to inform residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's efforts to involve residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's efforts to respond to residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Providing input/feedback to Council firstly involves finding out about council activities, projects and plans.

**Q8a. On a scale of 1 to 5, where 1 means not at all effective and 5 means very effective, how effective would the following methods be in keeping you up to date on projects and Council decisions/outcomes? Prompt, ROTATE ORDER**

	Not at all effective			Very effective	
	1	2	3	4	5
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media/Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct mail/letter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop ups stalls at events and in town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council meetings, agenda and minutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council Your Say Macleay engagement website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information brochures/flyers/posters at libraries/facilities/ customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information brochures /flyers letterbox dropped to my residence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community workshops/meetings/information sessions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council e-newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking to Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q8b. Are there any other methods you can think of that can be used to keep you up to date on projects and Council decisions/outcomes?**

- Yes
- No **(Go to Q9)**

**Q8c. What methods were they?**

.....

**Q8d. How effective would you rate those methods, on the same scale of 1 to 5? Prompt**

	Not at all effective			Very effective	
	1	2	3	4	5
Q8c responses will pipe through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section E – Wellbeing Indicators**

**Q9. Do you feel secure in your housing situation?**

- Yes
- No

**Q10. Over the last few years there have been a number of emergency situations that our community has faced. How prepared do you feel you and/or your family are to respond to a sudden emergency situation, on a scale of 1 to 5, where 1 is not at all prepared, and 5 is very prepared?**

- 1 – Not at all prepared
- 2
- 3
- 4
- 5 – Very prepared

**Q11. What would help you feel more prepared for emergency situations?**

.....

**Section F – Demographics**

**Q12a. Please stop me when I read out your age group: Prompt**

- 18 – 34
- 35 – 49
- 50 – 64
- 65 years and over

**Q12b. Which of the following best describes the dwelling where you are currently living? Prompt**

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

**Q12c. How long have you lived in the Kempsey Shire Council area? Prompt**

- Less than 2 years
- 2 – 5 years
- 6 – 10 year
- 11 – 20 years
- More than 20 years

**Q12d. Gender (determine by voice):**

- Male
- Female

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.





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