



Tamworth Regional Council

Community Research

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Background & Methodology

Objectives (Why?)

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on
- Identifying community levels of importance for key directions for the CSP

Sample (How?)

- Telephone survey (landline and mobile) to N = 600 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.0%

Timing (When?)

- Implementation 16th December 2021 – 11th January 2022



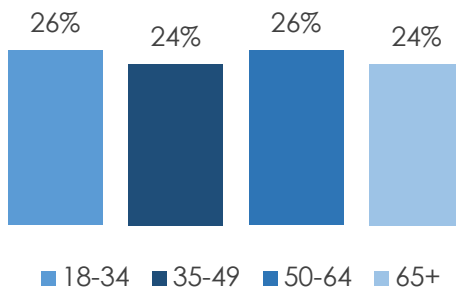
Sample Profile

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

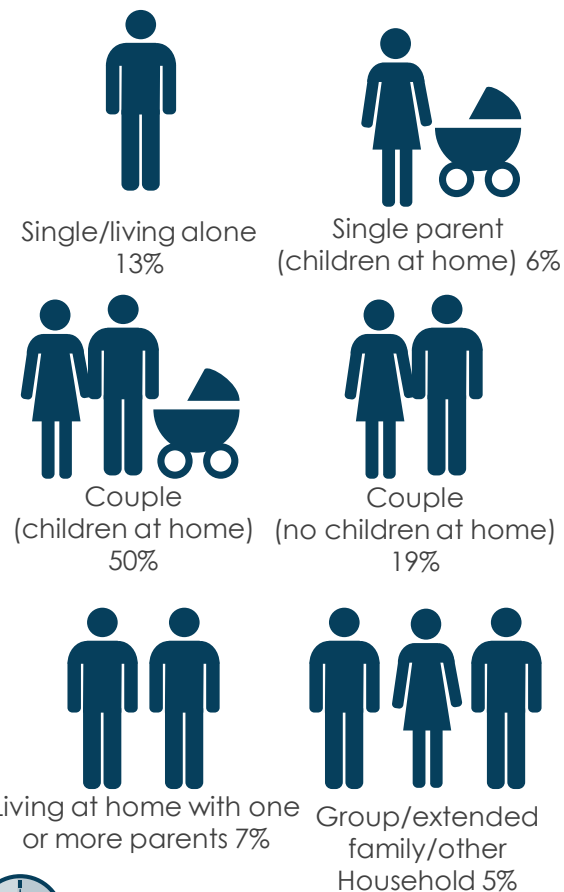
Gender



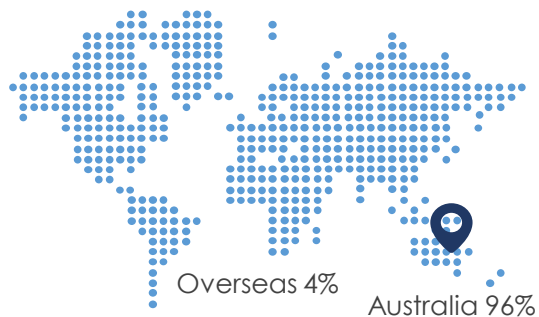
Age



Household type

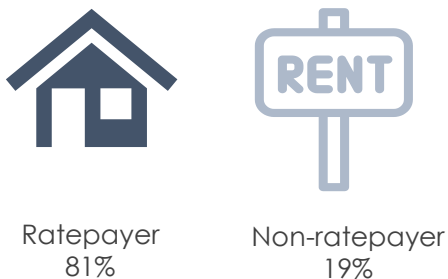


Country of birth

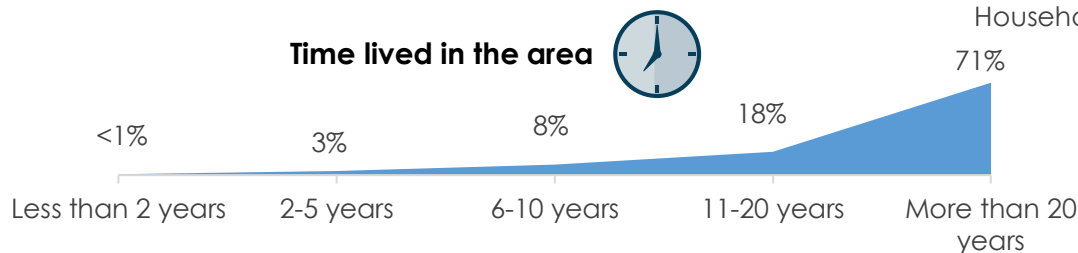


Employment status	N=600
Work in the Tamworth LGA	59%
Retired	22%
Work outside the Tamworth LGA	7%
Unemployed/pensioner	5%
Home duties	1%
Student	1%
Other	3%

Ratepayer status



Time lived in the area





Summary and Next Steps

Summary Findings

94% Of residents rate their quality of life as good, very good or excellent

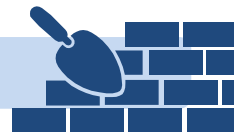
Residents value the rural aspect, sense of community, closeness to everything and it being home to them



Improving local roads is the key area to change, followed by water supply, more community facilities/recreational opportunities and safety in the area



All key directions of the Blueprint 100 resonates strongly with the community



Summary Findings

80%



Satisfaction with Performance

80% of residents at least somewhat satisfied with Council's performance over the last 12 months

74%

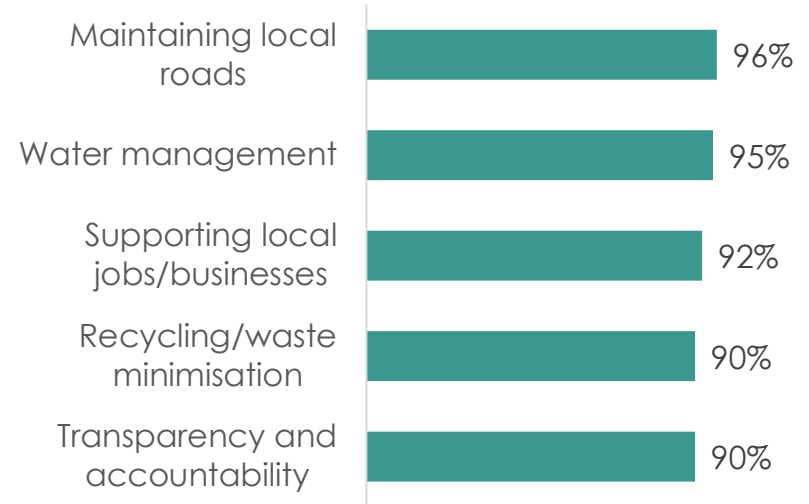


Satisfaction with Communication

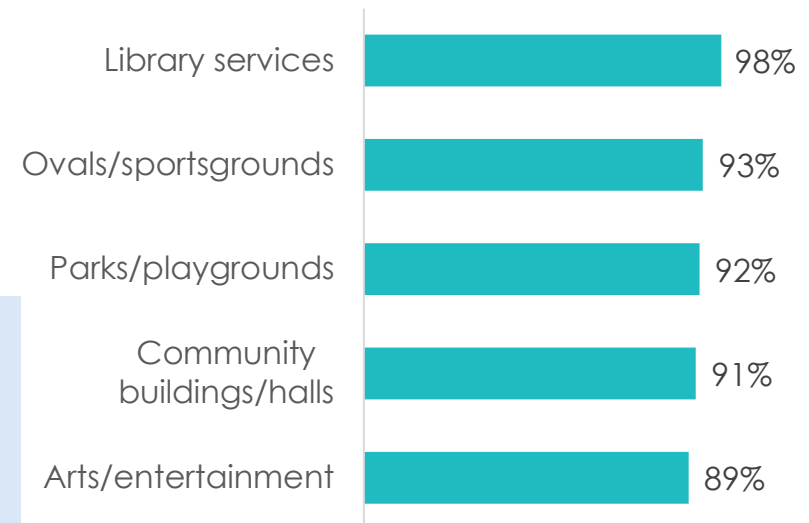
74% of residents at least somewhat satisfied with the level of communication Council currently has with the community

Word-of-mouth, rates notice and radio are the most common ways to receive information about Council

Highest rated in Importance:



Highest rated in Satisfaction:



Drivers of Overall Satisfaction:



Level of communication



Transparency & accountability



Customer service



Financial management



Detailed Results



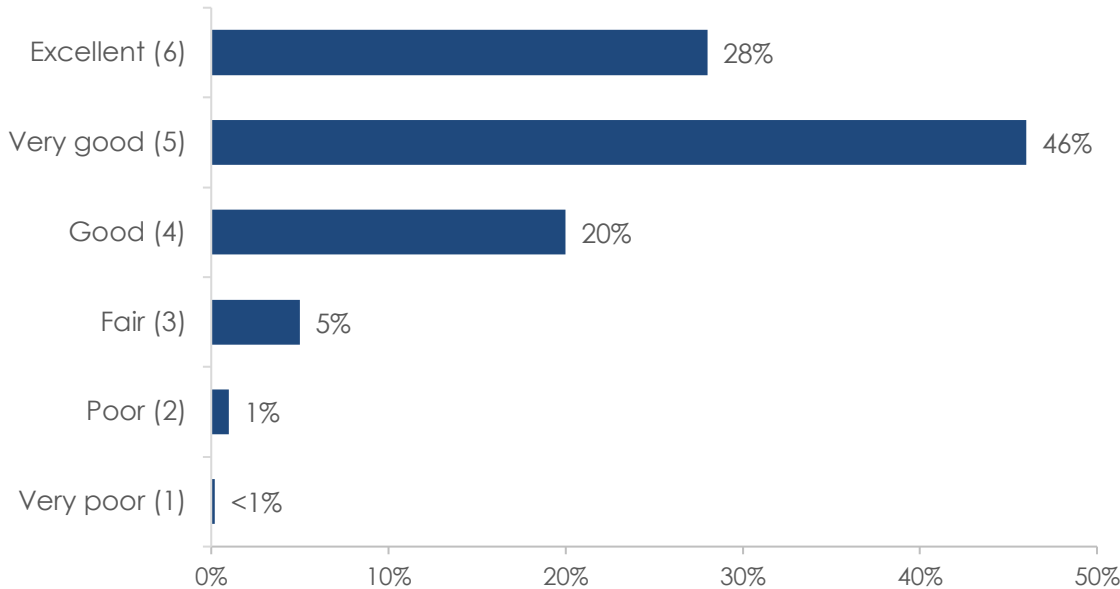
Detailed Results

1. Living in Tamworth
2. Key Performance Indicators
3. Communication
4. Community Strategic Plan
5. Future Needs Development
6. Service Area Analysis

Quality of Life

Q2c. Overall, how would you rate the quality of life you have living in the Tamworth Region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.95	4.95	4.96	4.98	4.89	4.99	4.95	4.93	4.97	5.02▲	4.69
Base	600	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	4.95	4.96
T3 Box	94%	96%
Base	600	4,861

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

94% of residents living in the Tamworth Region rated their quality of life as good to excellent. Results are on par with our Regional benchmark.

What Do You Love Most?

Q2a. What do you love most about living in the Tamworth Region?

Verbatim Comments:

"Easy to get around and everything is nice and calm - community and traffic and ease of movement"

"Freedom to access services, facilities and entertainment"

"Country atmosphere"

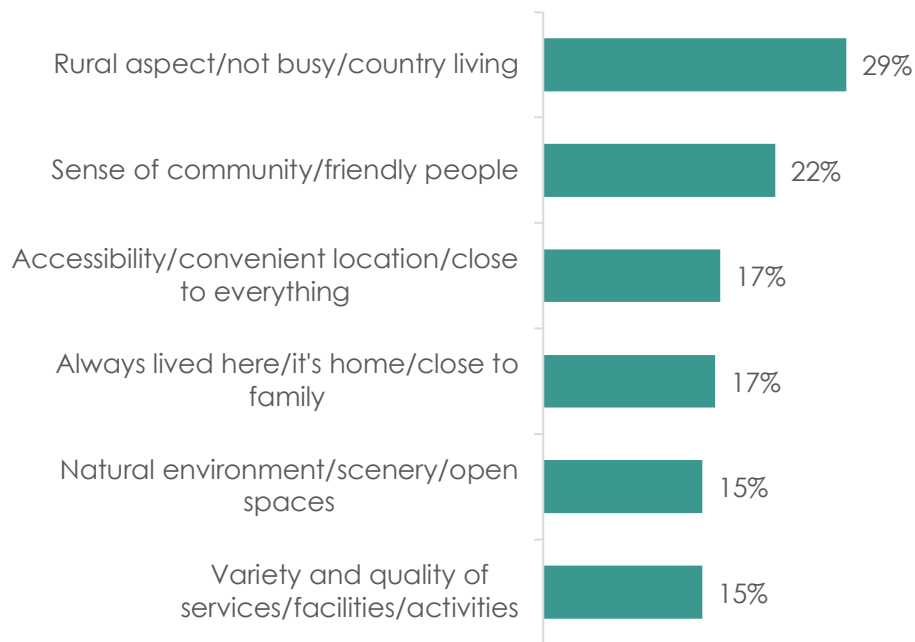
"Rural lifestyle"

"Friendly community"

"Good sporting facilities"

"Beautiful area"

"Very progressive town always building new infrastructure rates spent well"



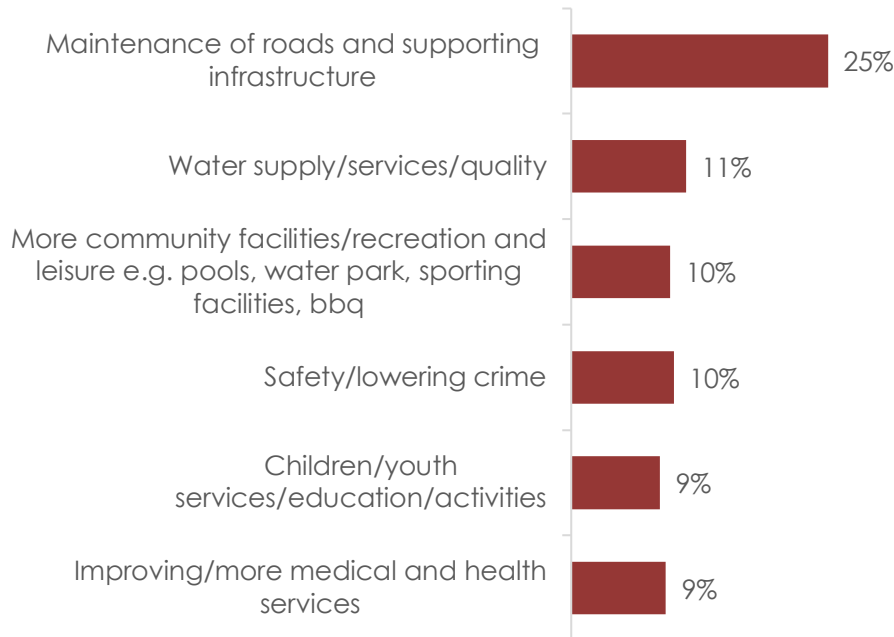
Base: N = 600

Please see Appendix A complete list

The rural aspect, access to everything and the sense of community are the most commonly mentioned aspects that are valued living in the Tamworth Region.

What Would You Change?

Q2b. And what would you like to change about living in the Tamworth Region?



Base: N = 600

Verbatim Comments:

"Road upgrades required as there are lots of potholes in the Kootingal area and are quite dangerous"

"Public transport in more areas"

"Speed control, need more signs signaling speed"

"Need more doctors and nurses"

"More specialists in the area so we don't have to travel to Sydney quarterly"

"Water security - long term that belongs to Tamworth and isn't dependent on the state"

"Add another dam in a different area e.g. collecting water"

"New swimming facility e.g. current one is sub-standard, deteriorating"

Please see Appendix A complete list

A quarter of residents stated improving local roads was the main area they would like to change. Other areas include water supply, community facilities/recreation and reducing crime.

Key Performance Indicators



Detailed Results

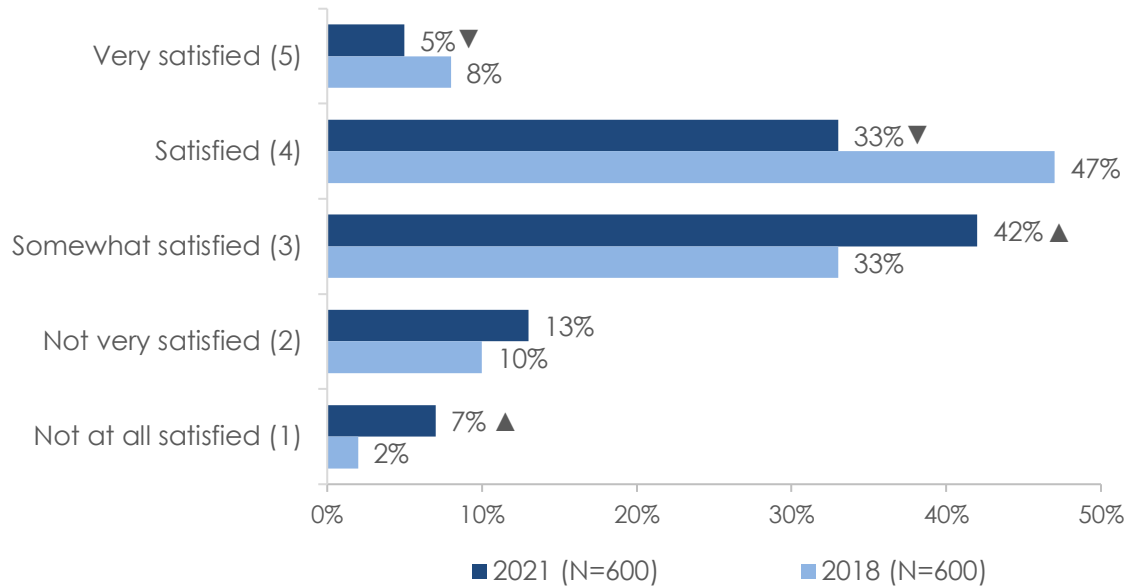
1. Living in Tamworth
- 2. Key Performance Indicators**
3. Communication
4. Community Strategic Plan
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6. Service Area Analysis

This section explores residents' perceptions of Council's key performance indicators.

Overall Satisfaction

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?

	2021	2018	2014	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	3.16▼	3.49	3.55	3.10	3.21	2.86▼	3.24	3.28	3.27	3.20	3.12	3.19	3.02
Base	600	600	609	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	3.16↓	3.35
T3 Box	80%	83%
Base	600	37,746

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

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

Overall satisfaction has softened from previous years, with 80% of residents at least somewhat satisfied with the performance of Council over the last 12 months.

Council Services and Facilities

A major component of the 2021 Community Survey was to assess perceived Importance of, and Satisfaction with 47 Council-provided services and facilities – the equivalent of 94 separate questions!

We have utilised the following techniques to summarise and analyse these 94 questions:

2.1. Highlights and Comparison with 2018 Results



2.2. Comparison with Micromex Benchmarks

2.3. Performance Gap Analysis

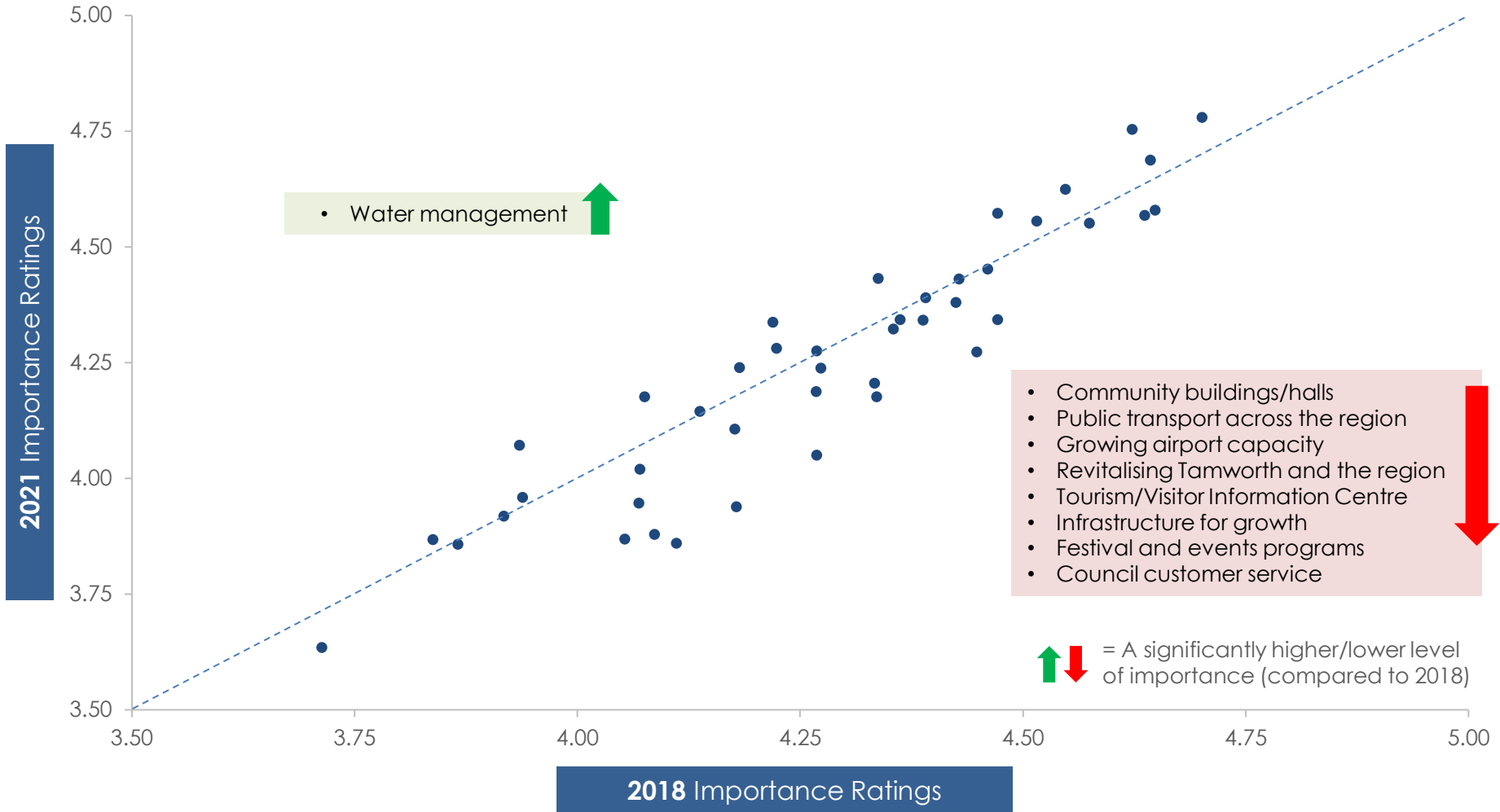
2.4. Quadrant Analysis

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

2.1 Services and Facilities – Importance

– Comparison by Year

Q3. Please indicate your level of importance with the following over the last 12 months.



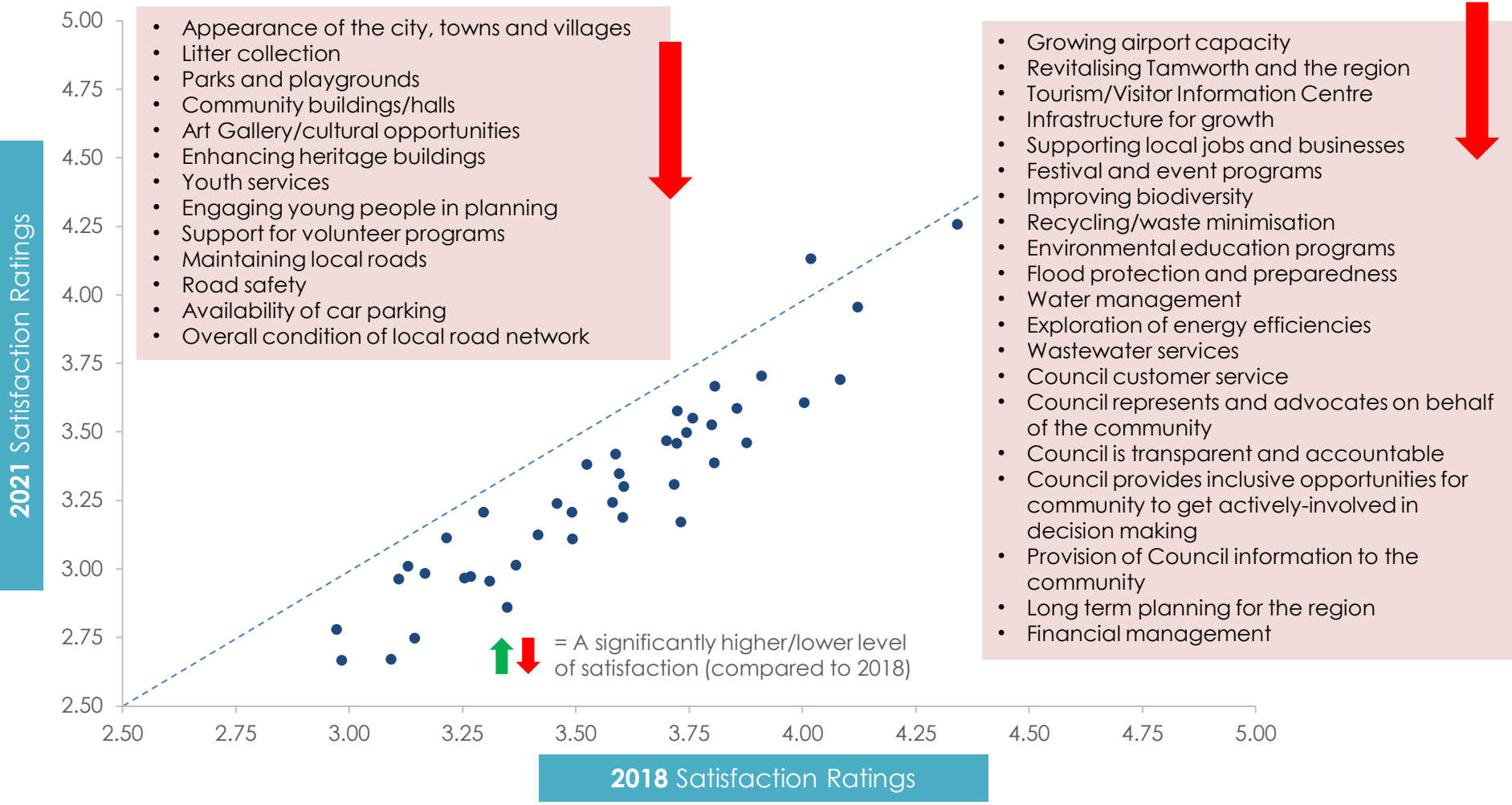
The above chart compares the mean importance ratings for 2021 vs 2018.

Importance significantly increased for 1 of the 43 comparable services and facilities (water management), there were also significant decreases in importance for 8 of the 43 services and facilities (services areas focused more around tourism and population growth).

2.1 Services and Facilities – Satisfaction

– Comparison by Year

Q3. Please indicate your level of satisfaction with the following over the last 12 months.



The above chart compares the mean satisfaction ratings in 2021 vs 2018.

Satisfaction decreased for 33 of the 43 comparable services and facilities. No significant increase in satisfaction.

2.1. Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

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

Higher importance	T2 Box	Mean
Maintaining local roads	96%	4.78
Water management	95%	4.76
Supporting local jobs and businesses	93%	4.69
Recycling/waste minimisation	90%	4.56
Council is transparent and accountable	90%	4.63

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

Lower importance	T2 Box	Mean
Art Gallery/cultural opportunities	57%	3.64
Performing Arts/entertainment opportunities	58%	3.72
Graffiti removal	61%	3.86
Pet adoption/animal rehoming	63%	3.84
Growing airport capacity	64%	3.86

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Library services	98%	4.26
Ovals and sportsgrounds	93%	4.13
Parks and playgrounds	92%	3.96
Community buildings/halls	91%	3.70
Performing Arts/entertainment opportunities	89%	3.73

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

Lower satisfaction	T3 Box	Mean
Maintaining local roads	43%	2.34
Overall condition of local road network	57%	2.67
Council is transparent and accountable	57%	2.67
Council provides inclusive opportunities for community to get actively-involved in decision making	59%	2.75
Availability of car parking	61%	2.78

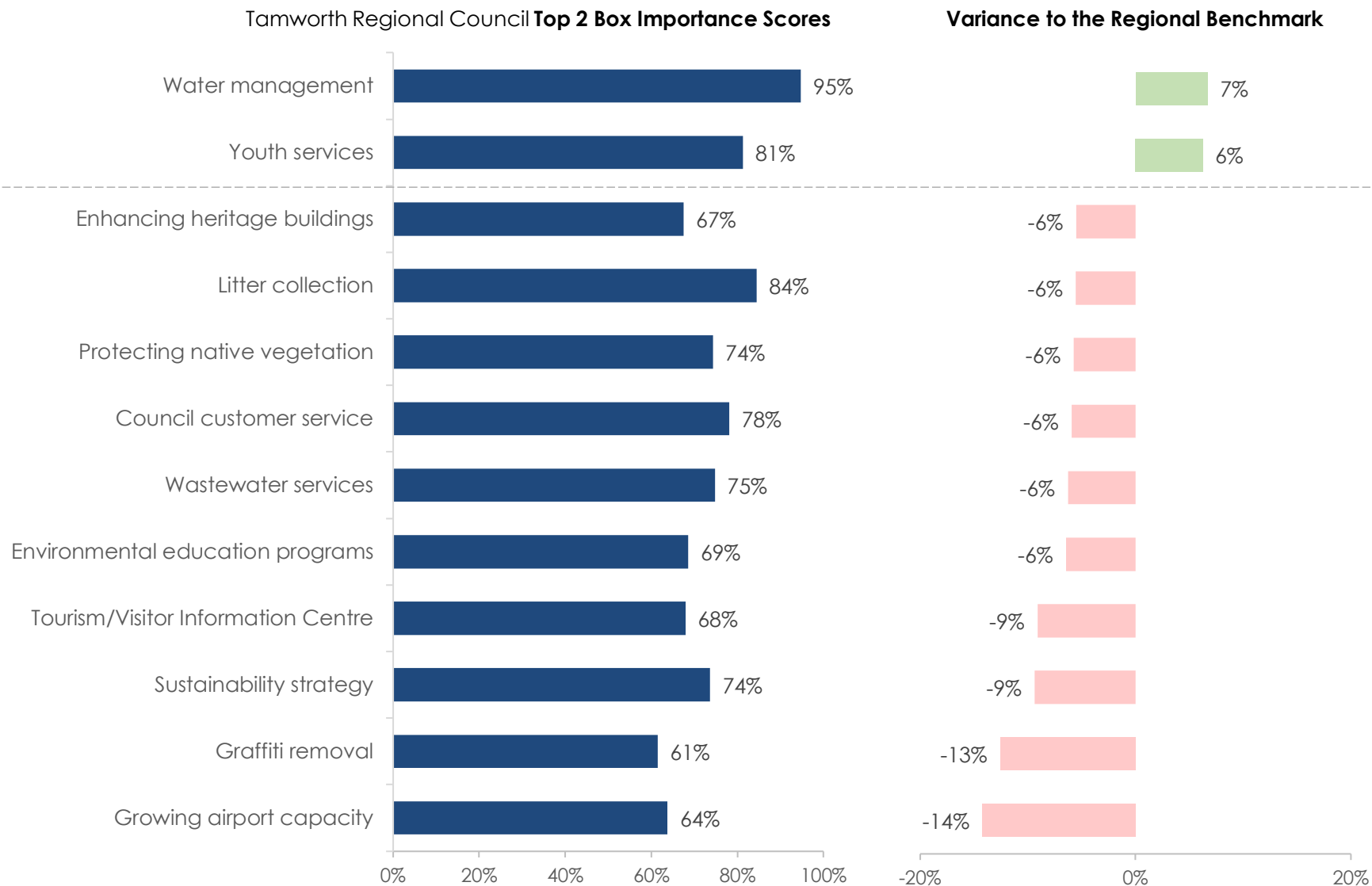
T2B = important/very important
Scale: 1 = not at all important, 5 = very important

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

A core element of this community survey was the rating of 47 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. Satisfaction is higher for recreation and leisure services and lower for roads/parking and council transparency and community engagement.

2.2 Importance Compared to the Micromex Benchmark

The chart below shows the variance between Tamworth Regional Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



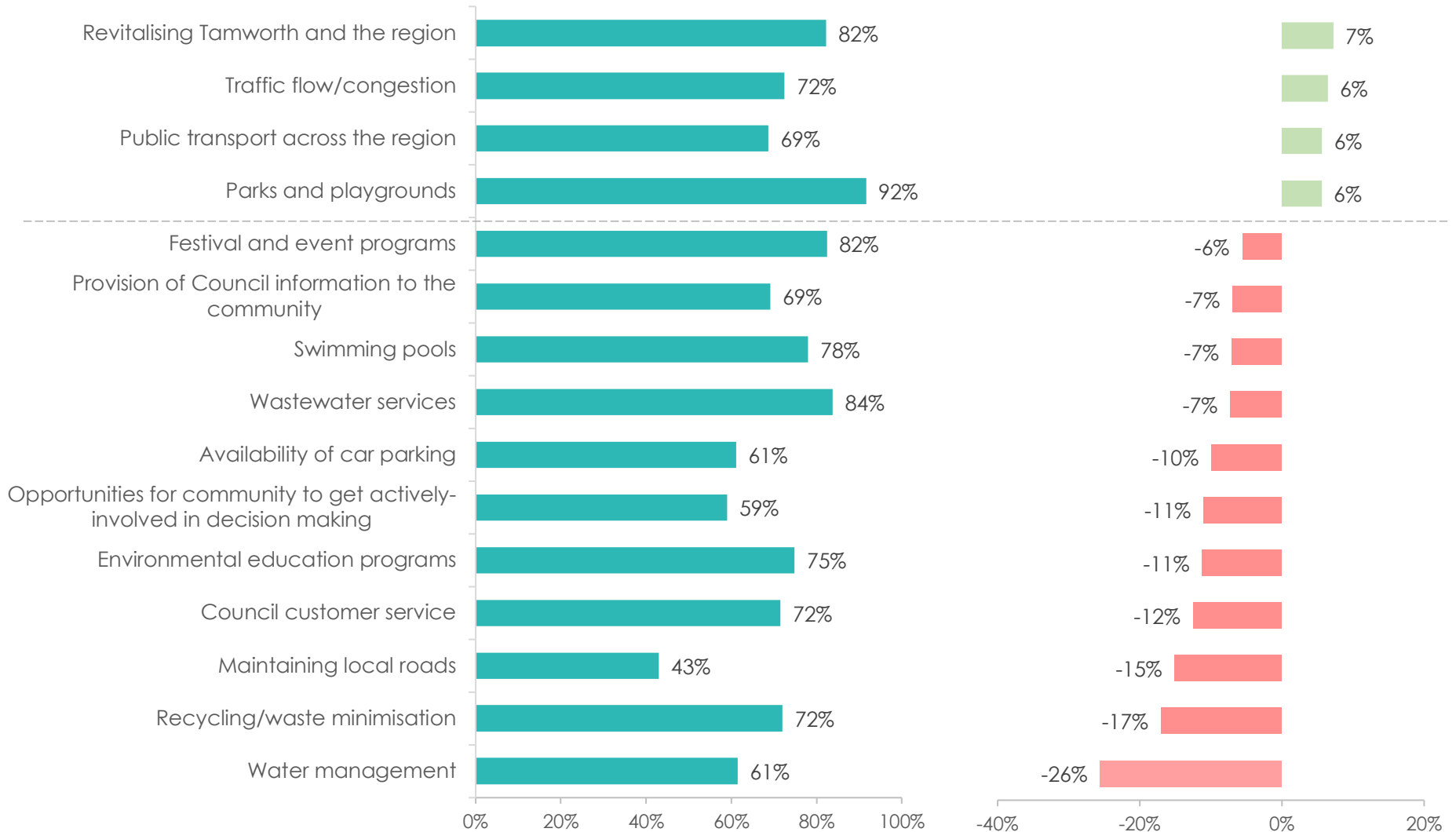
Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix A for detailed list

2.2 Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Tamworth Regional Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.

Tamworth Regional Council Top 3 Box Satisfaction Scores

Variance to the Regional Benchmark



Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix A for detailed list

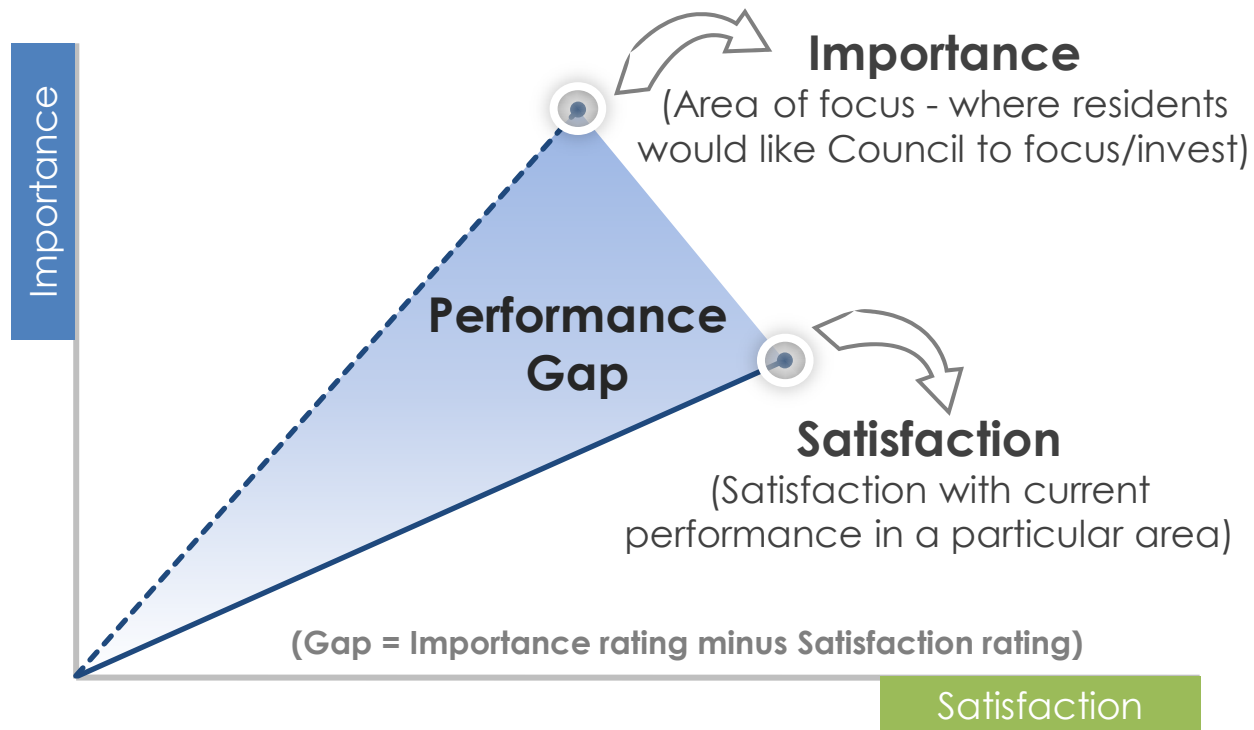
2.3. Performance Gap Analysis

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 Tamworth Regional 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.



2.3. 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/very high in importance, whilst resident satisfaction for all of these areas is between 43% and 72%.

Connectivity, water, waste and civic leadership are area with the greatest performance gaps.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Social	Maintaining local roads	96%	43%	53%
Environmental	Water management	95%	61%	33%
Social	Overall condition of local road network	89%	57%	32%
Civic	Council is transparent and accountable	90%	57%	32%
Social	Availability of car parking	86%	61%	25%
Civic	Council provides inclusive opportunities for community to get actively-involved in decision making	81%	59%	22%
Environmental	Recycling/waste minimisation	90%	72%	18%
Civic	Financial management	87%	70%	17%
Social	Maintaining footpaths	82%	67%	16%
Civic	Provision of Council information to the community	84%	69%	15%

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.

2.4. Quadrant Analysis

Step 2. 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, Tamworth residents rated services/facilities slightly less important than our Benchmark, and their satisfaction was also slightly lower.

	Tamworth Regional Council	Micromex Comparable Regional Benchmark
Average Importance	77%	80%
Average Satisfaction	77%	80%

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 'supporting local jobs and businesses', 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 'maintaining local 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 'public transport across the region', 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 'Art Gallery/cultural opportunities', 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.

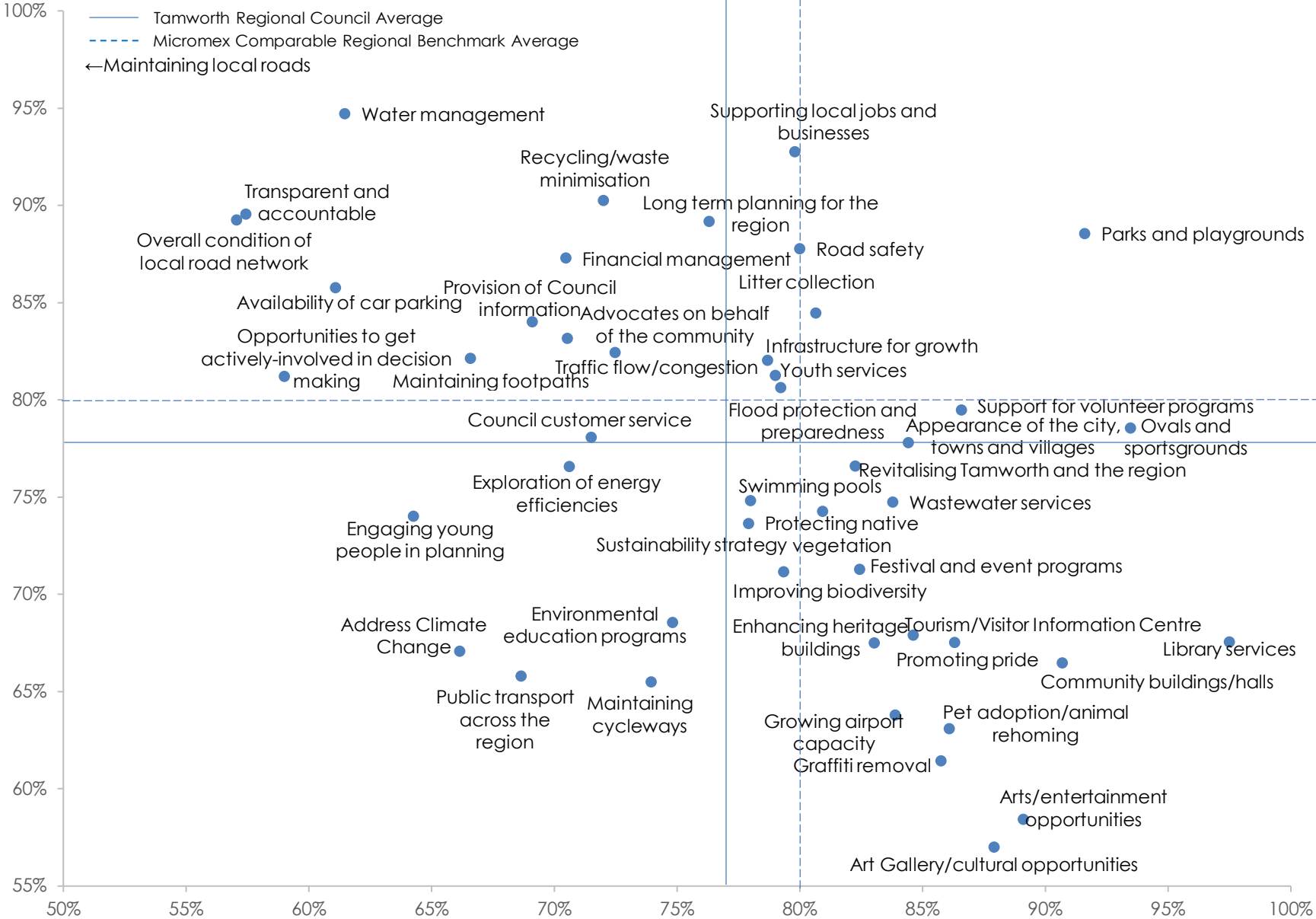
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

2.5. 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 'maintaining local 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.

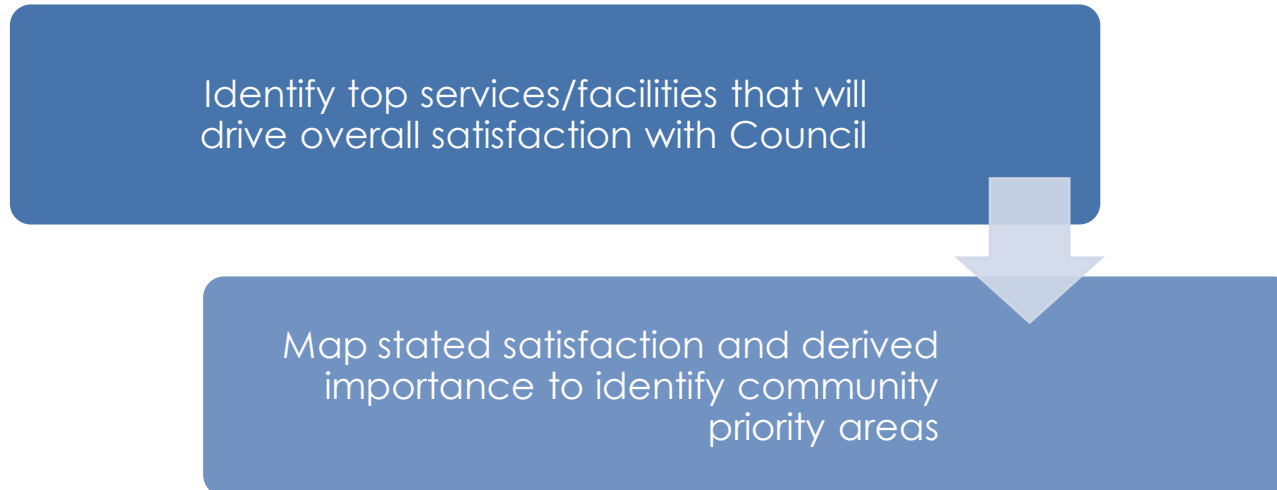
Therefore, in order to identify how Tamworth Regional Council can actively drive overall community satisfaction, we conducted further analysis

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.

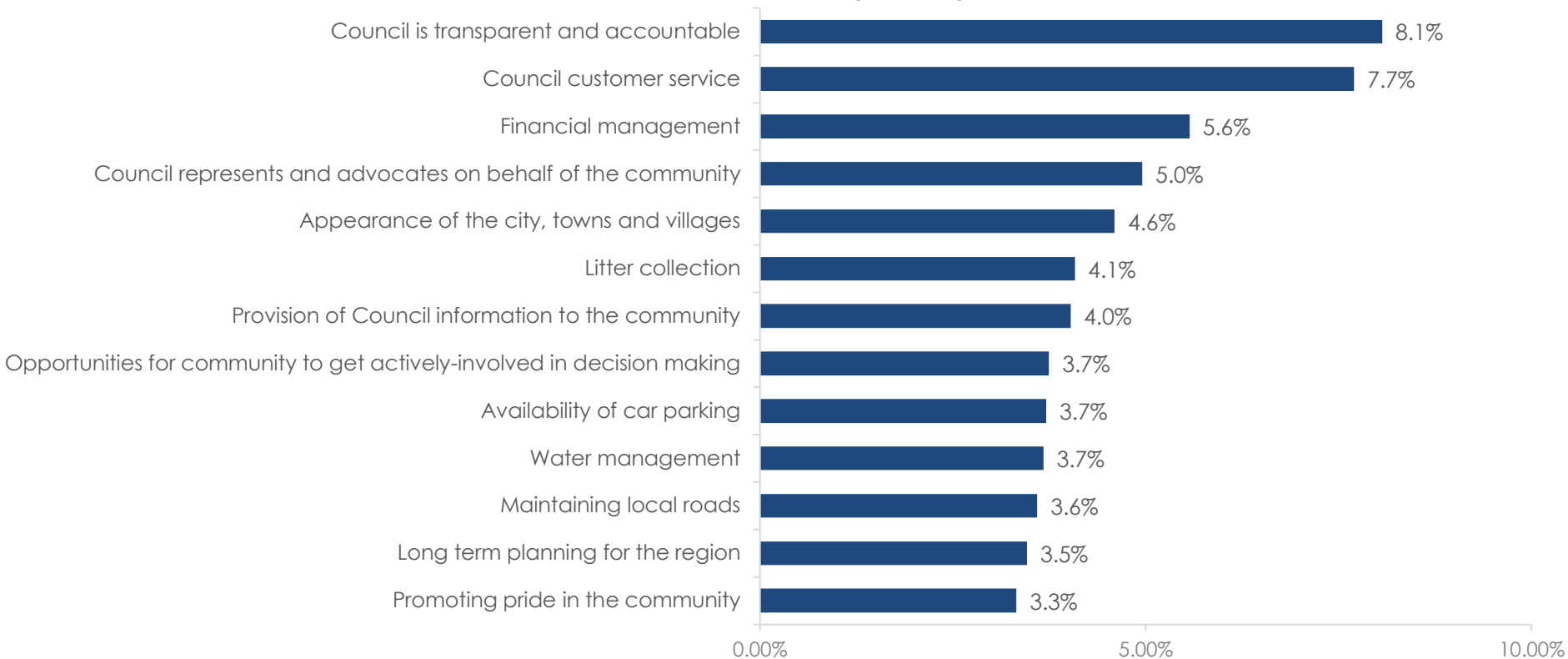
What Does This Mean?

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'.



2.5. Key Drivers of Overall Satisfaction with Council

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?



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.

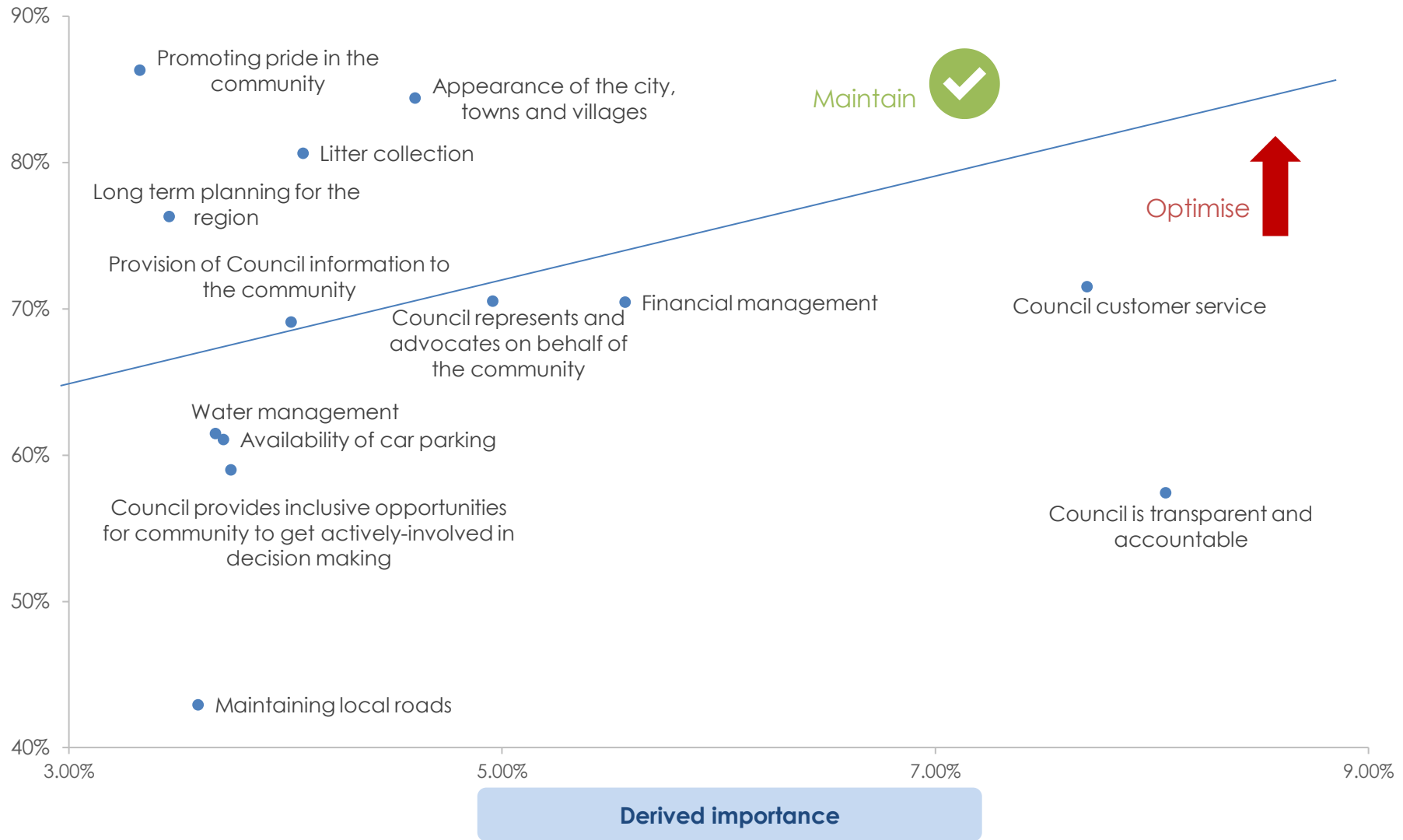
These top 13 services/facilities (so 28% of the 47 services/facilities) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 47 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 34 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R² value = 48.66

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.

2.5. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

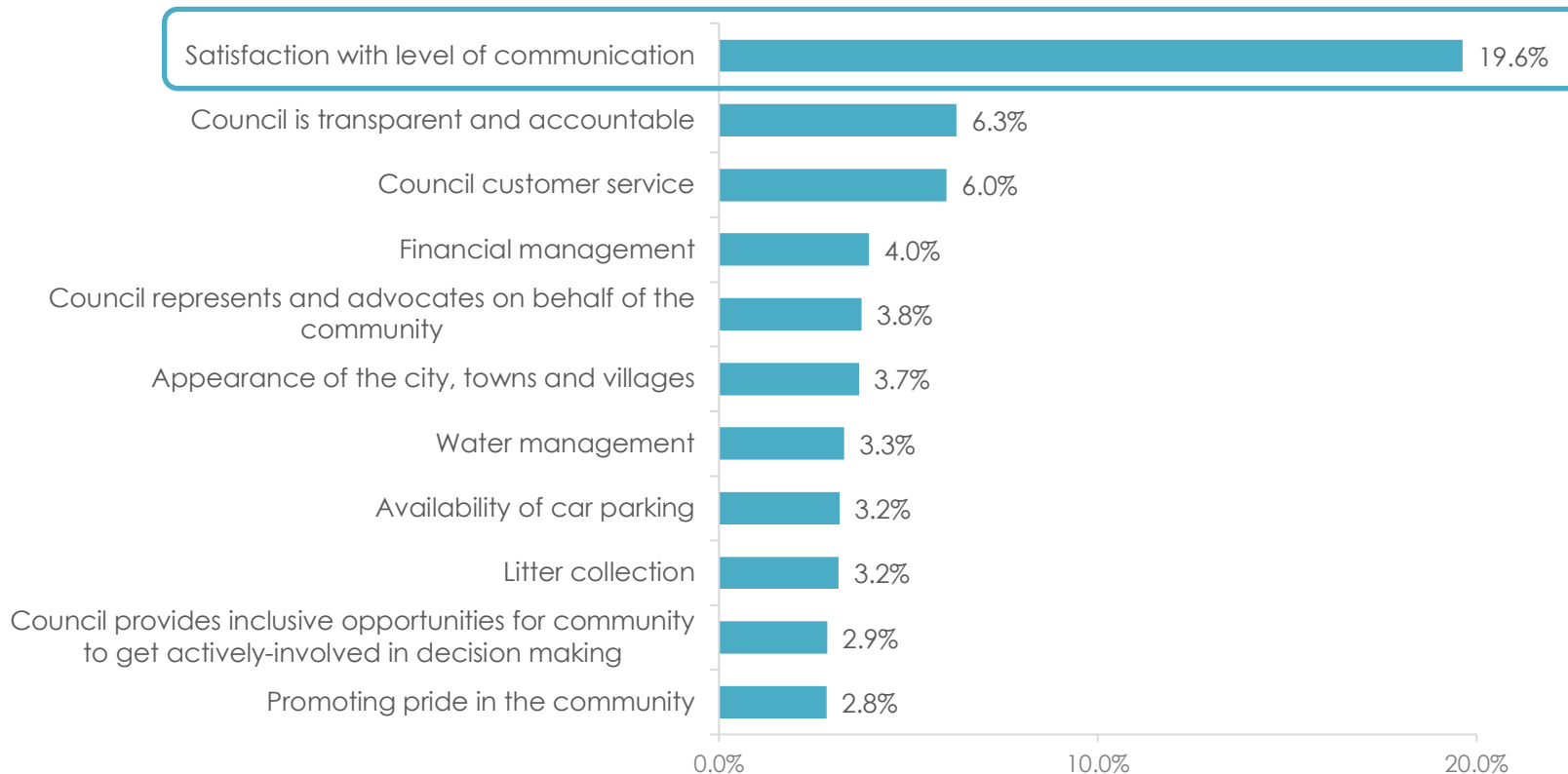


The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to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

Re-Run of the Key Drivers of Overall Satisfaction with Council

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?

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the question 'how satisfied are you with the level of communication Council currently has with the community?'



R² value = 57.56

This analysis enables us to further understand the drivers of overall satisfaction and highlights the importance of all aspects of communication with the community.



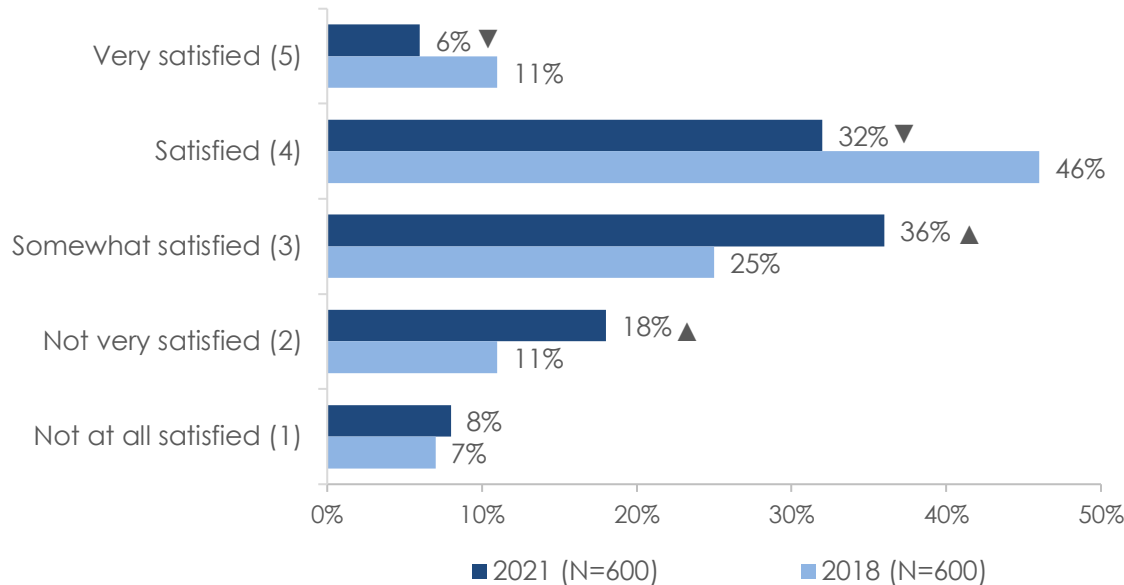
Detailed Results

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Satisfaction with the Level of Communication

Q4a. How satisfied are you with the level of communication Council currently has with the community?

	2021	2018	2014	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	3.10▼	3.42	3.60	3.11	3.09	3.07	3.04	3.16	3.11	3.10	3.09	3.12	3.01
Base	600	600	609	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	3.10↓	3.32
T3 Box	74%	80%
Base	600	14,365

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

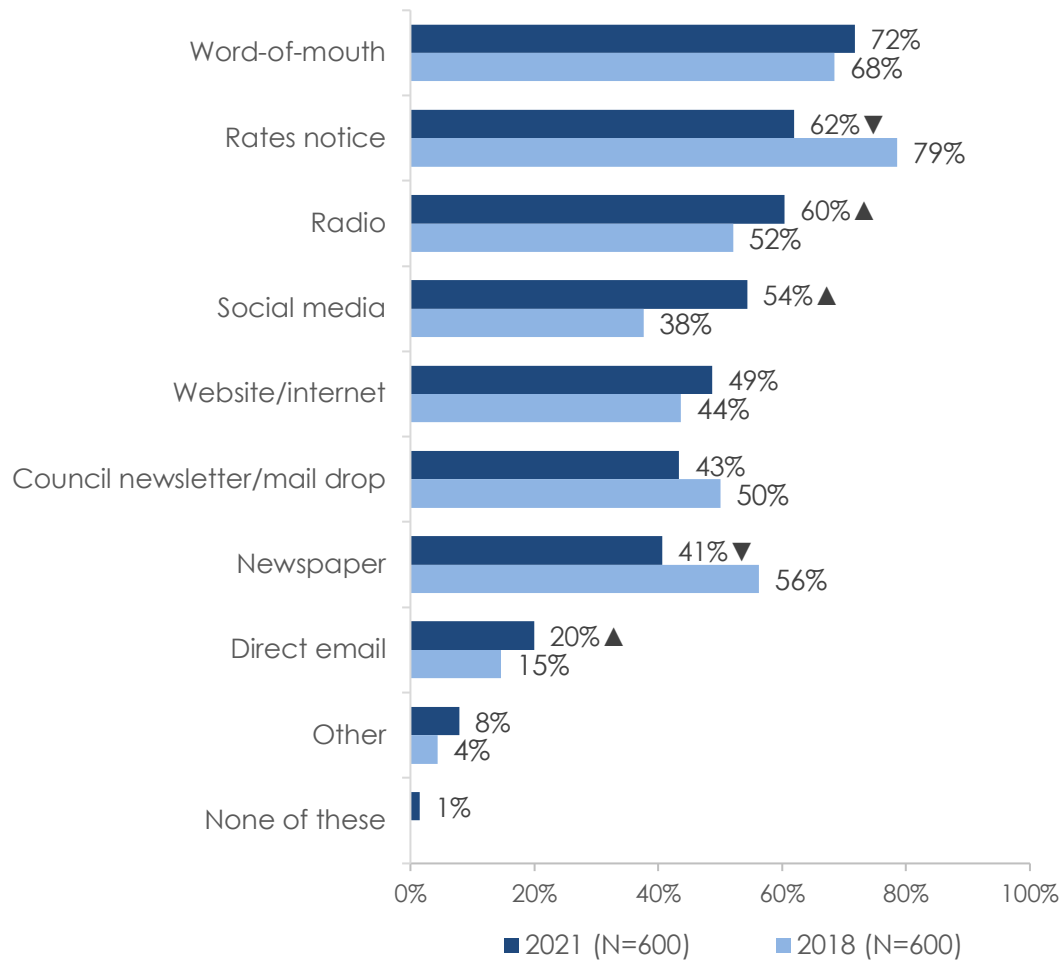
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

Satisfaction continues to soften with 74% of residents satisfied with the level of communication Council currently has with the community.

Receiving Information about Council

Q4b. Through which of the following means do you receive information about Council?



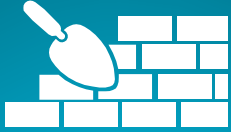
Other specified	Count
TV	28
Community consultation with Councilors	5
Signs and banners	4
Phone	4
Council meetings	2
Local MPs	2
Community meetings	2
Disability Access Working Group	1
TRC app	1
Council customer service desk	1
Other comments	1

Word-of-mouth is the most common way for residents to receive information about Council, followed by rates notices. Information received through rates notices and newspapers appear to have decreased from 2018, whilst radio and social media has increased.



Detailed Results

1. Living in Tamworth
2. Key Performance Indicators
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96% believe delivering durable infrastructure is important/very important

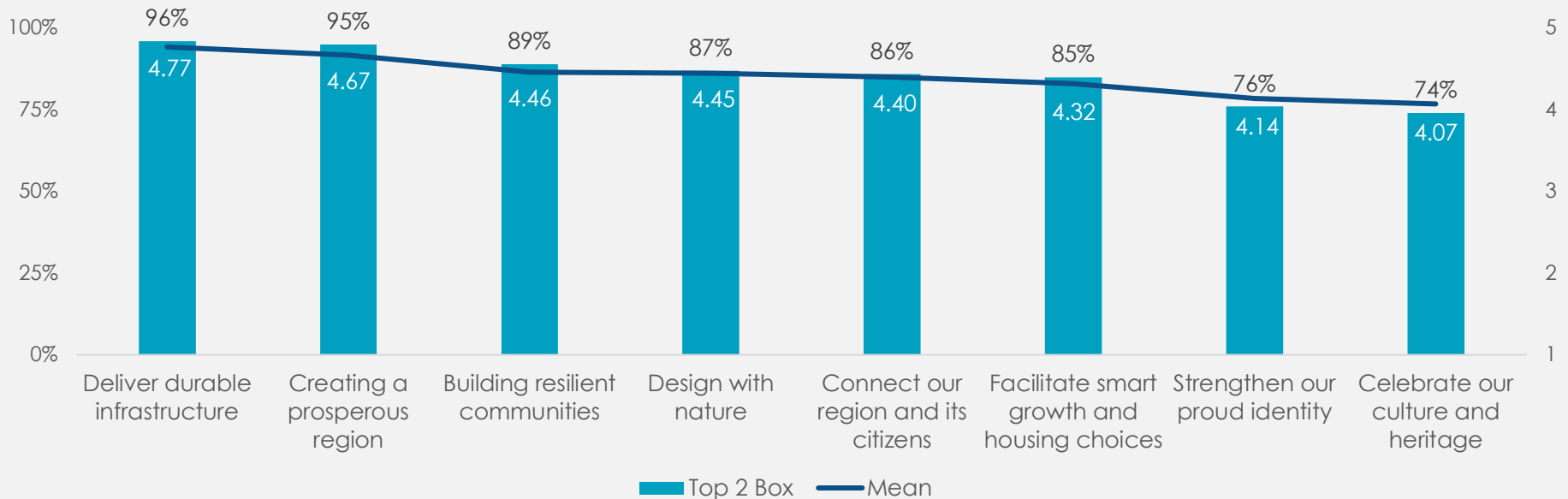


Creating a prosperous region is seen to be important/very important by 95% of residents



Summary of Priorities

The below chart ranks community priorities for the CSP by level of importance based on the mean rating (1-5 scale). Detailed breakdown is shown on the following slides.



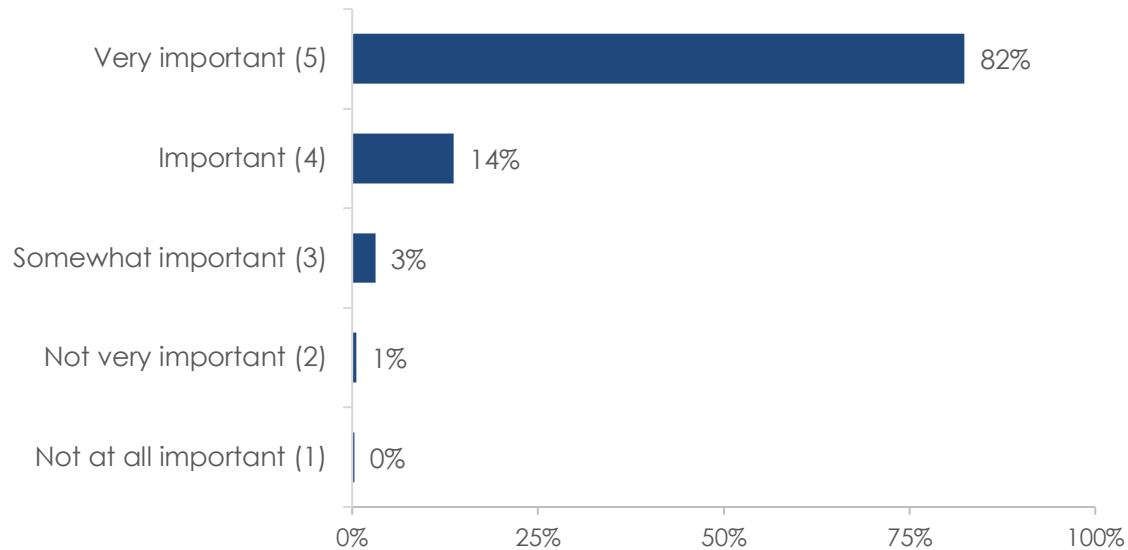
Top 2 Box: Very important/important

Importance of Delivering Durable Infrastructure

Q7a. Thinking about the key direction "Deliver durable infrastructure including raw water" which includes goals such as securing our water supply and reviewing wastewater management opportunities. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.77	4.74	4.80	4.86	4.76	4.74	4.73	4.73	4.81	4.76	4.82
Base	600	287	313	157	142	153	147	261	339	488	112

'Deliver durable infrastructure including raw water'



Base: N = 600

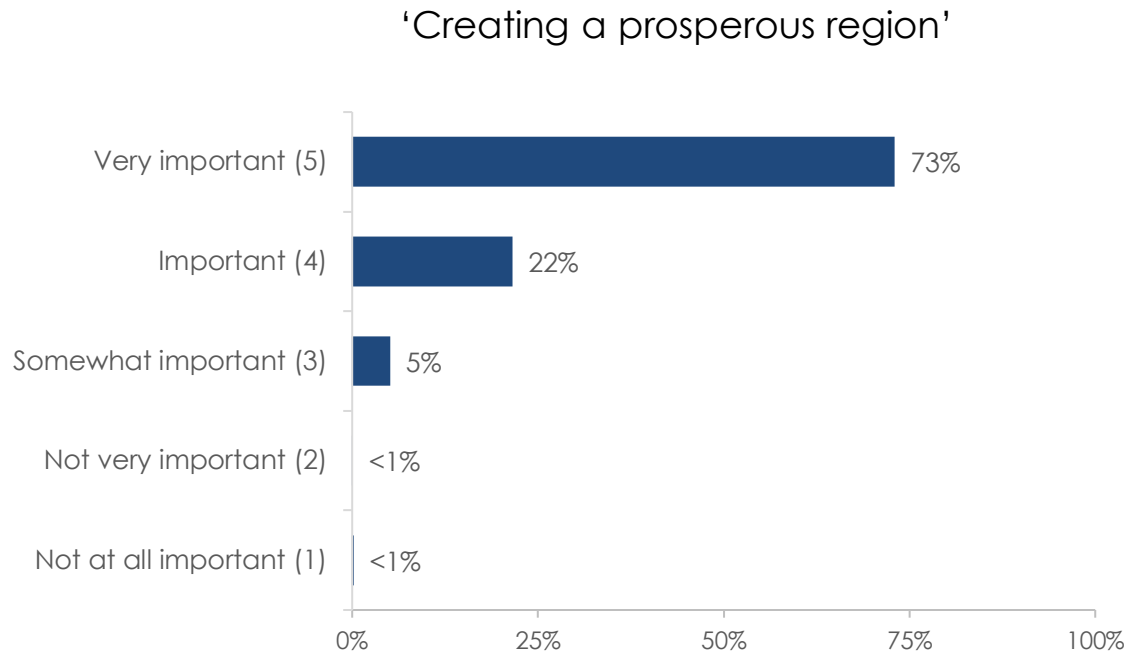
Scale: 1 = not at all important, 5 = very important

96% of residents believe delivering durable infrastructure is important/very important for the future of the region – 82% committing to the top box.

Importance of Creating a Prosperous Region

Q7c. Thinking about the key direction "Creating a prosperous region" with goals such as supporting businesses and jobs across industries, like education, aviation, food processing, agriculture and tourism. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.67	4.64	4.70	4.74	4.72	4.60	4.62	4.62	4.71	4.67	4.69
Base	600	287	313	157	142	153	147	261	339	488	112



Base: N = 600

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

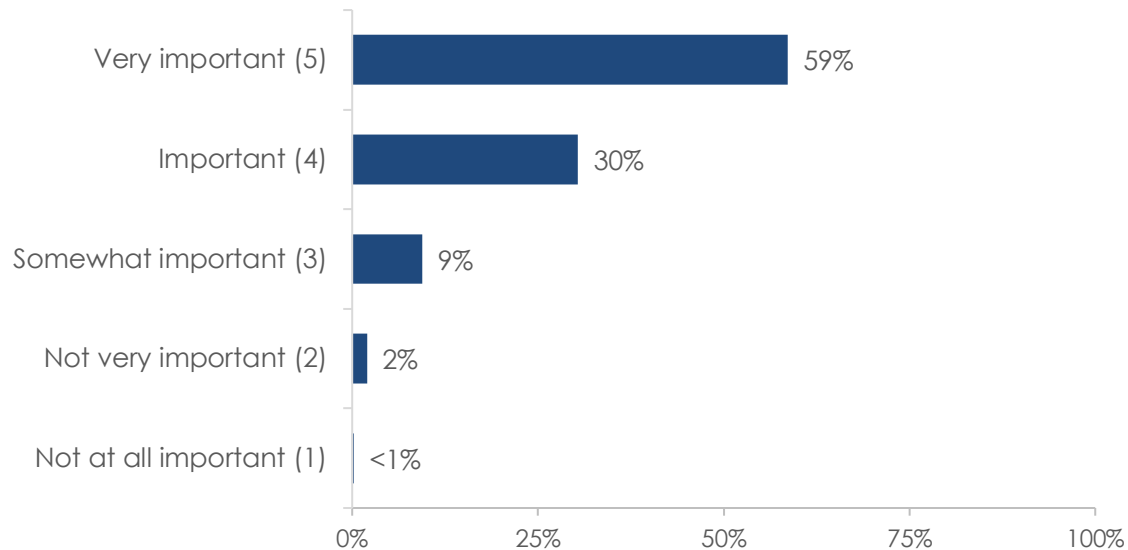
95% residents believe creating a prosperous region is important/very important for the future of the region, with 3 quarters stating it is very important.

Importance of Building Resilient Communities

Q7d. Thinking about the key direction "Building resilient communities" which focuses on improving social and community services by improving communication, enhancing education and bettering services to those in need of assistance. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.46	4.29	4.61 ▲	4.60	4.52	4.27 ▼	4.45	4.42	4.48	4.41	4.66 ▲
Base	600	287	313	157	142	153	147	261	339	488	112

'Building resilient communities'



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

Base: N = 600

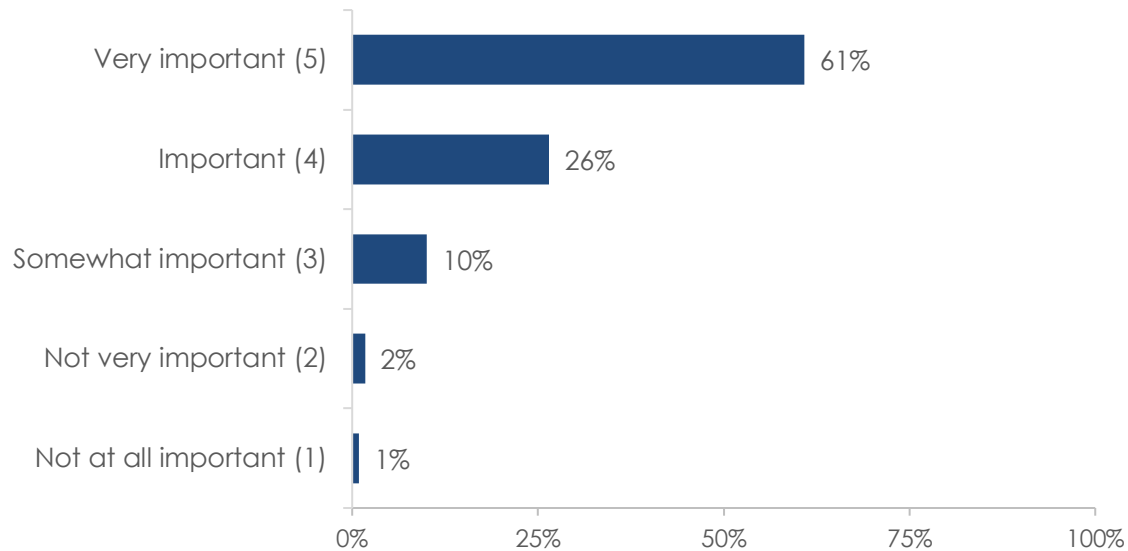
89% of residents believe building resilient communities is important/very important for the future of the region. Females and non-ratepayers rated this direction significantly higher.

Importance of Design with Nature

Q7f. Thinking about the key direction "Design with Nature", which involves exploring energy efficiency, renewable energy, ensuring sustainable design, pursuing waste minimisation opportunities, and protecting local wildlife and biodiversity. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.45	4.35	4.53▲	4.45	4.54	4.37	4.43	4.49	4.41	4.40	4.65▲
Base	600	287	313	157	142	153	147	261	339	488	112

'Design with Nature'



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

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

Base: N = 600

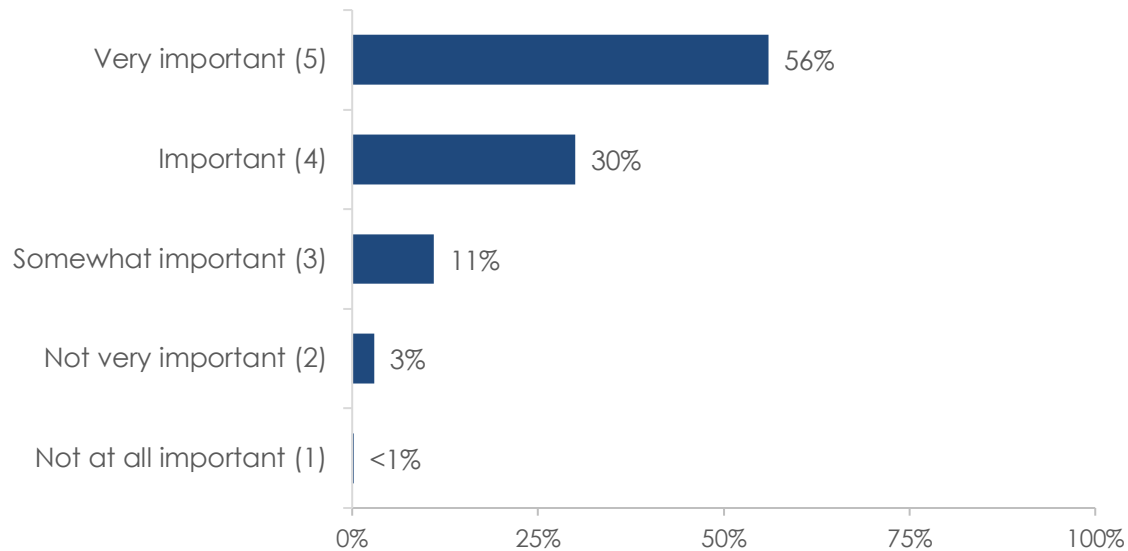
87% of residents believe design with nature is important/very important for the future of the region. Again, females and non-ratepayers rated this direction significantly higher.

Importance of Connecting the Region to its Citizens

Q7e. Thinking about the key direction "Connect our region and its citizens" which targets road safety, increasing the number of flights and locations, and improving and extending local bus and passenger rail services. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.40	4.27	4.51 ▲	4.36	4.43	4.38	4.43	4.33	4.45	4.36	4.58 ▲
Base	600	287	313	157	142	153	147	261	339	488	112

'Connect our region and its citizens'



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

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

Base: N = 600

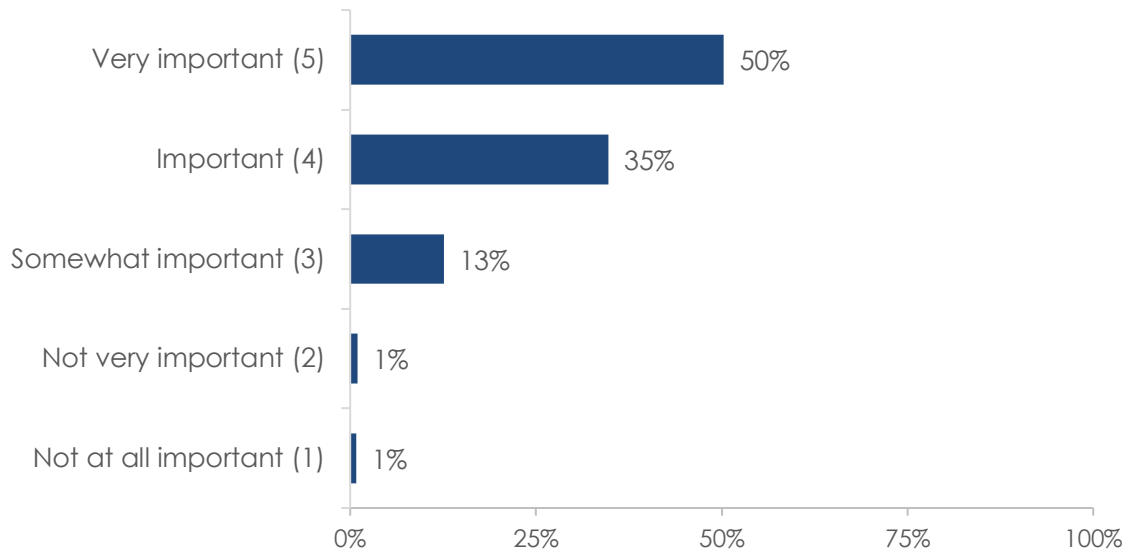
86% of residents believe connecting our region and its citizens is important/very important for the future of the region. Females and non-ratepayers rated this direction significantly higher.

Importance of Facilitating Smart Growth and Housing Choices

Q7b. Thinking about the key direction "Facilitate smart growth and housing choices" which includes components such as better managing rural-residential development, offering more diverse housing choice, and having a vibrant city centre. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.32	4.26	4.38	4.26	4.43	4.26	4.34	4.43▲	4.24	4.30	4.43
Base	600	287	313	157	142	153	147	261	339	488	112

'Facilitate smart growth and housing choices'



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

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

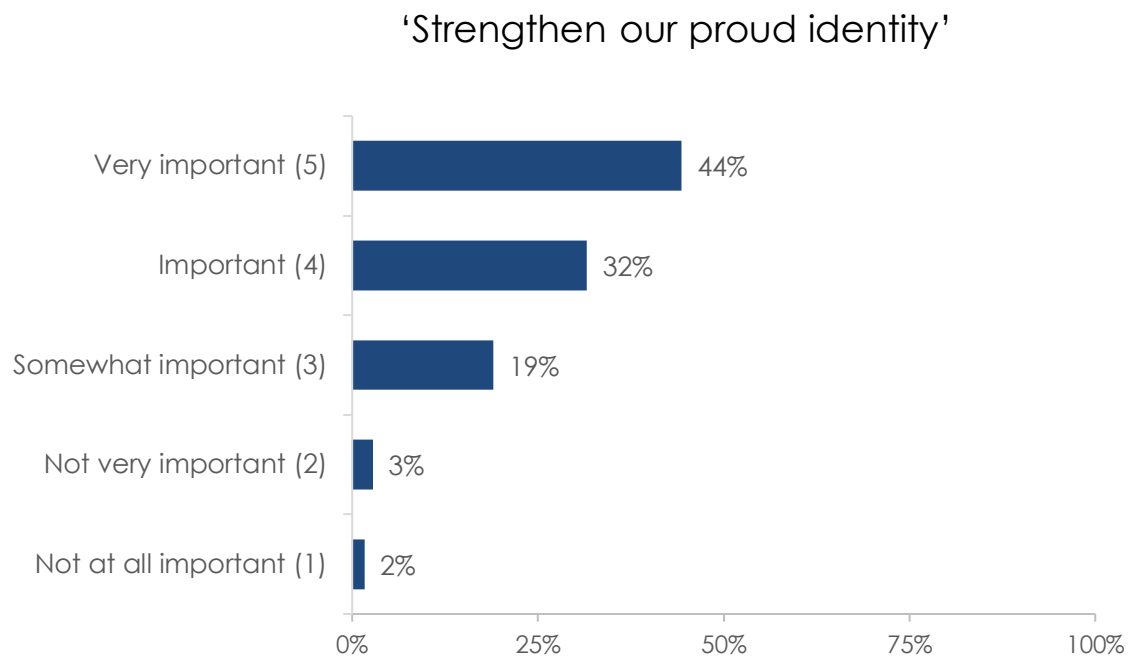
Base: N = 600

85% of residents believe facilitating smart growth and housing choices is important/very important for the future of the region. This direction is rated significantly more important by those located in Tamworth.

Importance of Strengthening our Proud Identity

Q7h. Thinking about the key direction "Strengthen our proud identity" which focuses on celebrating and broadening Tamworth's identity beyond country music. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.14	4.11	4.17	4.07	4.19	4.11	4.20	4.25	4.06	4.15	4.10
Base	600	287	313	157	142	153	147	261	339	488	112



Base: N = 600

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

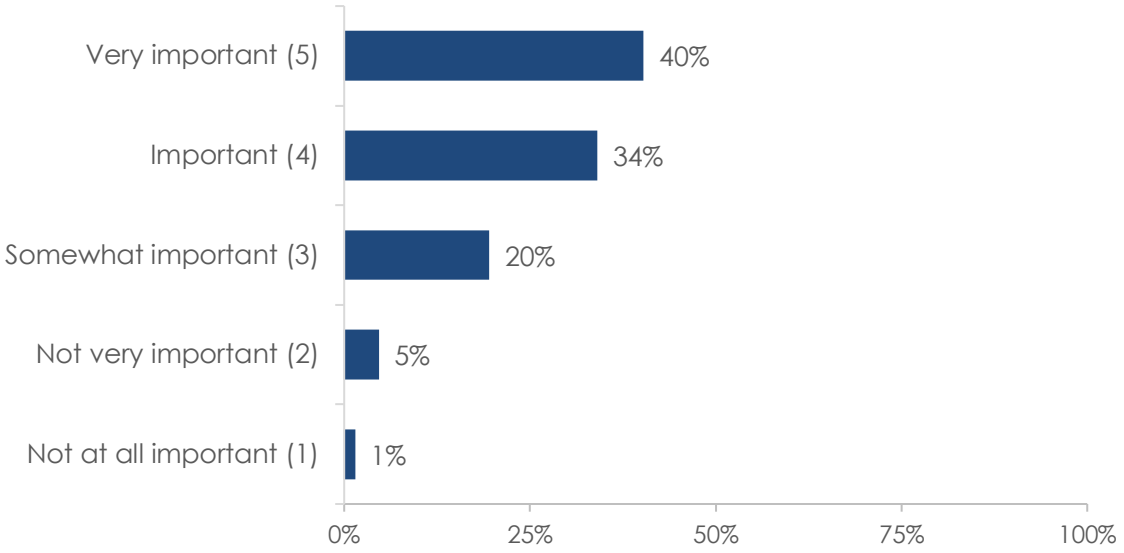
76% rated strengthening our proud identity as important/very important for the long-term direction of the region.

Importance of Celebrating our Culture and Heritage

Q7g. Thinking about the key direction "Celebrate our Culture and Heritage". This direction involves protecting the region's heritage assets, and engaging and collaborating more effectively with our culturally diverse communities in order to respect, protect and celebrate culture across the region. How important do you think this direction is for the long term future of the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.07	3.86	4.26▲	4.22	4.10	3.91▼	4.06	4.00	4.12	4.07	4.08
Base	600	287	313	157	142	153	147	261	339	488	112

'Celebrate our Culture and Heritage'



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

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

Base: N = 600

74% rated celebrating our culture and heritage as important/very important for the long-term direction of the region.

Other Considerations for the Future

Q71. Is there anything else you think should be considered for the future of the area?

Future considerations	N = 600
Maintenance of roads and supporting infrastructure	5%
Community consultation/engagement	3%
Energy efficiency/alternative energy/sustainability/climate change/biodiversity	3%
Improving/more medical and health services	3%
Water supply/services/quality	3%
Children/youth services/education/activities	2%
Council (staffing/wages/transparency/accountability/mismanagement)	2%
Economic development/attract more businesses/job opportunities	2%
Elderly/disabled services	2%
Events/festivals/entertainment	2%
Management of the natural environment/trees	2%
More safety/reducing crime/more policing	2%
Planning for growth/infrastructure and services to match growth	2%
Recreational opportunities e.g. pool, sporting clubs	2%
Don't know/nothing	64%

“Improving the rural roads especially with bitumen”

“Rural roads still have issues of speeding especially near schools”

“Council needs to consult the smaller regional areas for future ideas”

“Promotion of renewable energy sources”

“Need to address the lack of qualified medical staff and the long term retention of the medical staff need to keep staff as long as possible”

“Water needs to be taken seriously and water infrastructure needs to be managed”

“More mental health services for teenage kids”

“Services and activities for young people”

Please see Appendix A for results fewer than 2%

The majority of respondents could not provide any further considerations. Ones that were mentioned include; roads, community consultation, energy alternatives, medical services and water supply.

Future Needs Development



Detailed Results

1. Living in Tamworth
2. Key Performance Indicators
3. Communication
4. Community Strategic Plan
- 5. Future Needs Development**
6. Service Area Analysis

Support for Increasing Rates for Specific Delivery Areas

Tamworth Regional Council's rates are on average cheaper than Orange, Wagga Wagga and Albury as comparable councils and stated on the NSW Government's Your Council webpage.

- Q8a. How supportive are you of an increase to your rates in order to develop and invest in new facilities and to develop and maintain infrastructure?
- Q8b. How supportive are you of an increase to your rates in order to deliver more community programs and community services?
- Q8c. How supportive are you of an increase to your rates in order to improve and drive economic outcomes? E.g. jobs, new businesses.

Invest in new facilities and develop/maintain infrastructure

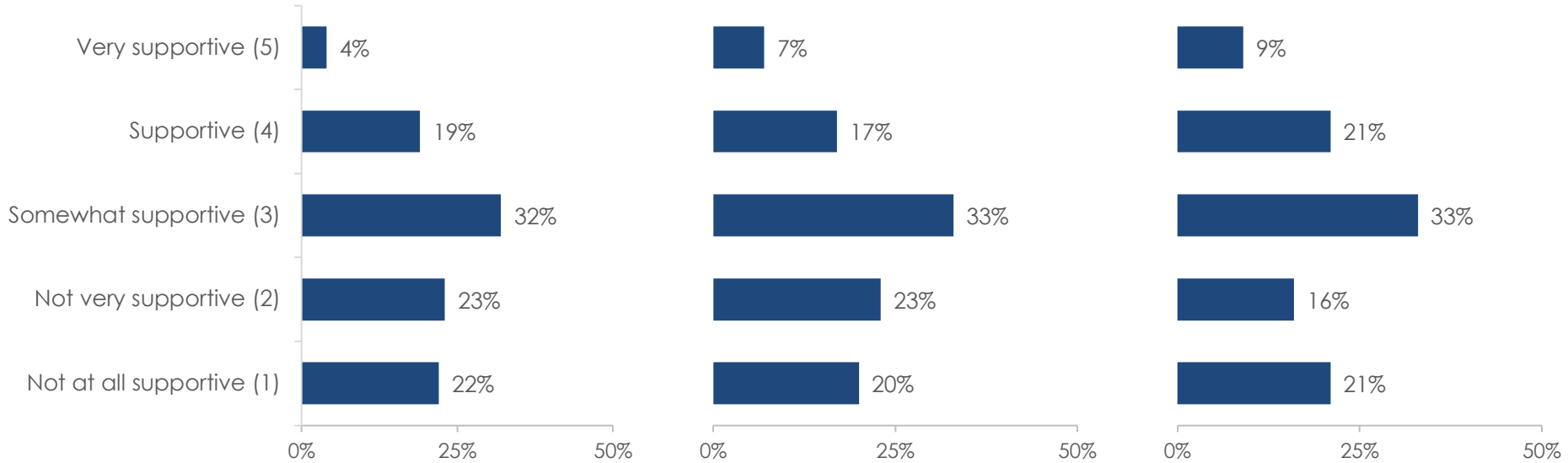
Top 3 Box: 55%
Mean: 2.62

Deliver more community programs and services

Top 3 Box: 57%
Mean: 2.68

Improve and drive economic outcomes

Top 3 Box: 63%
Mean: 2.81



Base: N = 600

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

Support was greater for increasing rates to improve and drive economic outcomes, with 63% stating they are at least somewhat supportive. Lower levels of support for infrastructure and community services/programs.

Support for Increasing Rates for Specific Delivery Areas

Tamworth Regional Council's rates are on average cheaper than Orange, Wagga Wagga and Albury as comparable councils and stated on the NSW Government's Your Council webpage.

Q8a. How supportive are you of an increase to your rates in order to develop and invest in new facilities and to develop and maintain infrastructure?

Q8b. How supportive are you of an increase to your rates in order to deliver more community programs and community services?

Q8c. How supportive are you of an increase to your rates in order to improve and drive economic outcomes? E.g. jobs, new businesses.

Invest in new facilities and develop/maintain infrastructure

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	2.62	2.68	2.58	2.62	2.68	2.55	2.66	2.56	2.67	2.56	2.92▲
Base	600	287	313	157	142	153	147	261	339	488	112

Deliver more community programs and services

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	2.68	2.64	2.72	2.67	2.76	2.56	2.76	2.74	2.64	2.62	2.95
Base	600	287	313	157	142	153	147	261	339	488	112

Improve and drive economic outcomes

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	2.81	2.82	2.80	2.86	2.84	2.66	2.89	2.86	2.77	2.74	3.14▲
Base	600	287	313	157	142	153	147	261	339	488	112

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

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

Reason for Level of Support to Increase Rates to Improve or Drive Economic Outcomes

Q8c. How supportive are you of an increase to your rates in order to improve and drive economic outcomes? E.g. jobs, new businesses

Q8d. Why do you say that?

(Column %)	Overall	Not at all supportive/ Not very supportive	Somewhat supportive	Very supportive/ Supportive
Cost of living/rates too expensive/not worth it	33%	52%▲	30%	13%▼
Mismanagement of Council funds/needs to be spent more wisely/distrust in where it will be spent	19%	23%	23%	9%▼
Will benefit the community/growth and development of the area/improve services	12%	8%	9%	21%▲
Supports employment/business/economic growth	13%	<1%▼	10%	32%▲
Supportive/necessary/needs to happen	9%	1%▼	7%	20%▲
Businesses are not Council's/ratepayer's responsibility/source money elsewhere	8%	13%▲	9%	3%▼
Council needs to be transparent/accountable	7%	8%	8%	4%
Equity across all communities	4%	7%▲	3%	2%
Rate increase not urgent/necessary	4%	6%▲	4%	1%▼
Need more information	2%	1%	2%	2%
Issues with structure of Council e.g. wages, staff, mismanagement	2%	4%	1%	2%
No impact on us/don't pay rates	2%	1%	4%▲	1%
Lack of/needs more community consultation/engagement	1%	1%	2%	1%
Don't want to pay for services I won't use	1%	<1%	3%	0%
Other comments	1%	1%	3%	0%▼
Don't know/nothing	6%	4%▼	9%	6%
Base	600	222	195	182

▲ ▼ = A significantly percentage (by level of support)

Those who are not at all/not very supportive of the increase in rates for economic outcomes are more likely so due to; rates being too expensive/not worth it, not Council's responsibility, etc.

Those supportive/very supportive are so as they believe it will benefit the community, supports business/economic growth and is necessary.



Detailed Results

1. Living in Tamworth
2. Key Performance Indicators
3. Communication
4. Community Strategic Plan
5. Future Needs Development

6. Service Area Analysis

This section explores Council's performance in detail, in terms of importance and satisfaction ratings for 47 services/facilities.

Service Areas

A core element of this community survey was the rating of 47 facilities/services in terms of Importance and Satisfaction. Each of the 47 facilities/services were grouped into service areas as detailed below:

Social	Social (Cont.)	Environment
Promoting pride in the community	Maintaining cycleways	Protecting native vegetation
Appearance of the city, towns and villages	Traffic flow/congestion	Improving biodiversity
Litter collection	Road safety	Address Climate Change
Graffiti removal	Availability of car parking	Recycling/waste minimisation
Parks and playgrounds	Overall condition of local road network	Environmental education programs
Ovals and sportsgrounds	Public transport across the region	Flood protection and preparedness
Community buildings/halls	Growing airport capacity	Water management
Swimming pools	Economic	Civic
Art Gallery/cultural opportunities	Revitalising Tamworth and the region	Council customer service
Performing Arts/entertainment opportunities	Tourism/Visitor Information Centre	Council represents and advocates on behalf of the community
Library services	Infrastructure for growth	Council is transparent and accountable
Pet adoption/animal rehoming	Supporting local jobs and businesses	Council provides inclusive opportunities for community to get actively-involved in decision making
Enhancing heritage buildings	Festival and event programs	Provision of Council information to the community
Youth services	An Explanation	Long term planning for the region
Engaging young people in planning	<i>Importance</i>	Financial management
Support for volunteer programs	<i>Satisfaction</i>	
Maintaining local roads	For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.	
Maintaining footpaths	Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.	

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

An Explanation

Importance

Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Service Area 1: Social

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Top 2 Box	Mean rating	Base
Promoting pride in the community	2%	5%	25%	33%	34%	68%	3.92	600
Appearance of the city, towns and villages	1%	1%	20%	33%	45%	78%	4.19	600
Litter collection	1%	1%	13%	22%	63%	84%	4.43	600
Graffiti removal	3%	7%	29%	24%	37%	61%	3.86	600
Parks and playgrounds	2%	1%	9%	27%	61%	89%	4.45	600
Ovals and sportsgrounds	2%	4%	16%	29%	49%	79%	4.21	600
Community buildings/halls	3%	3%	27%	35%	31%	66%	3.88	600
Swimming pools	4%	5%	16%	26%	49%	75%	4.11	600
Art Gallery/cultural opportunities	7%	8%	28%	29%	28%	57%	3.64	600
Performing Arts/entertainment opportunities	5%	6%	31%	29%	29%	58%	3.72	600
Library services	4%	6%	22%	25%	43%	68%	3.95	600
Pet adoption/animal rehoming	4%	7%	25%	26%	37%	63%	3.84	600
Enhancing heritage buildings	2%	7%	24%	29%	38%	67%	3.96	600
Youth services	2%	3%	14%	28%	54%	81%	4.28	600
Engaging young people in planning	3%	3%	20%	25%	49%	74%	4.15	600
Support for volunteer programs	1%	2%	17%	27%	52%	79%	4.28	600
Maintaining local roads	1%	0%	4%	12%	84%	96%	4.78	600
Maintaining footpaths	2%	3%	13%	23%	59%	82%	4.34	600
Maintaining cycleways	8%	4%	23%	25%	41%	65%	3.87	600
Traffic flow/congestion	1%	3%	13%	27%	56%	82%	4.32	600
Road safety	0%	1%	11%	18%	69%	88%	4.55	600
Availability of car parking	0%	2%	12%	26%	60%	86%	4.43	600
Overall condition of local road network	0%	1%	9%	19%	70%	89%	4.57	600
Public transport across the region	6%	8%	20%	25%	41%	66%	3.87	600
Growing airport capacity	5%	7%	24%	24%	39%	64%	3.86	600

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

Service Area 1: Social

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Top 3 Box	Mean rating	Base
Promoting pride in the community	4%	10%	28%	42%	16%	86%	3.58	403
Appearance of the city, towns and villages	3%	12%	32%	39%	13%	84%	3.47	467
Litter collection	5%	14%	21%	35%	25%	81%	3.61	505
Graffiti removal	2%	12%	27%	35%	24%	86%	3.67	363
Parks and playgrounds	2%	6%	20%	38%	34%	92%	3.96	531
Ovals and sportsgrounds	1%	6%	15%	37%	42%	93%	4.13	470
Community buildings/halls	2%	7%	27%	45%	19%	91%	3.70	396
Swimming pools	8%	14%	31%	27%	21%	78%	3.38	442
Art Gallery/cultural opportunities	3%	9%	26%	40%	22%	88%	3.69	337
Performing Arts/entertainment opportunities	2%	9%	26%	41%	22%	89%	3.73	347
Library services	0%	2%	14%	38%	45%	98%	4.26	400
Pet adoption/animal rehoming	4%	10%	35%	31%	20%	86%	3.53	344
Enhancing heritage buildings	2%	15%	29%	37%	17%	83%	3.53	399
Youth services	6%	15%	43%	27%	10%	79%	3.19	465
Engaging young people in planning	9%	27%	32%	23%	9%	64%	2.97	422
Support for volunteer programs	2%	12%	33%	36%	17%	87%	3.55	455
Maintaining local roads	30%	27%	27%	12%	4%	43%	2.34	573
Maintaining footpaths	14%	19%	34%	22%	11%	67%	2.96	490
Maintaining cycleways	11%	15%	30%	29%	14%	74%	3.21	384
Traffic flow/congestion	9%	18%	34%	30%	9%	72%	3.11	495
Road safety	7%	13%	31%	37%	12%	80%	3.35	525
Availability of car parking	16%	23%	35%	20%	6%	61%	2.78	514
Overall condition of local road network	17%	26%	35%	16%	5%	57%	2.67	535
Public transport across the region	14%	18%	33%	25%	10%	69%	3.01	368
Growing airport capacity	4%	12%	31%	40%	13%	84%	3.46	374

Service Area 2: Economic

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Top 2 Box	Mean rating	Base
Revitalising Tamworth and the region	1%	4%	18%	29%	48%	77%	4.18	600
Tourism/Visitor Information Centre	5%	5%	22%	27%	41%	68%	3.94	600
Infrastructure for growth	1%	3%	14%	24%	58%	82%	4.34	600
Supporting local jobs and businesses	0%	2%	6%	15%	78%	93%	4.69	600
Festival and event programs	3%	4%	22%	27%	44%	71%	4.05	600

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

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Top 3 Box	Mean rating	Base
Revitalising Tamworth and the region	4%	14%	39%	35%	8%	82%	3.30	457
Tourism/Visitor Information Centre	6%	10%	25%	40%	20%	85%	3.59	394
Infrastructure for growth	6%	15%	39%	31%	9%	79%	3.21	486
Supporting local jobs and businesses	7%	14%	39%	30%	10%	80%	3.24	548
Festival and event programs	7%	10%	29%	37%	17%	82%	3.46	427

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



Service Area 3: Environment

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Top 2 Box	Mean rating	Base
Protecting native vegetation	2%	4%	19%	22%	52%	74%	4.18	600
Improving biodiversity	2%	4%	22%	26%	45%	71%	4.07	600
Address Climate Change	7%	6%	20%	21%	46%	67%	3.94	600
Recycling/waste minimisation	0%	1%	8%	23%	67%	90%	4.56	600
Environmental education programs	3%	4%	24%	24%	44%	69%	4.02	600
Flood protection and preparedness	1%	2%	16%	23%	58%	81%	4.34	600
Water management	1%	1%	4%	11%	83%	95%	4.76	600
Exploration of energy efficiencies	1%	4%	18%	23%	53%	77%	4.24	600
Sustainability strategy	2%	3%	21%	25%	48%	74%	4.14	600
Wastewater services	2%	3%	21%	19%	56%	75%	4.24	600

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



Service Area 3: Environment

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Top 3 Box	Mean rating	Base
Protecting native vegetation	6%	13%	29%	36%	15%	81%	3.42	434
Improving biodiversity	6%	15%	37%	35%	8%	79%	3.24	409
Address Climate Change	15%	19%	40%	19%	7%	66%	2.84	392
Recycling/waste minimisation	11%	17%	30%	29%	14%	72%	3.17	539
Environmental education programs	10%	16%	37%	30%	8%	75%	3.11	394
Flood protection and preparedness	8%	12%	27%	36%	16%	79%	3.39	478
Water management	13%	25%	32%	21%	9%	61%	2.86	564
Exploration of energy efficiencies	10%	20%	40%	24%	6%	71%	2.98	433
Sustainability strategy	6%	16%	42%	31%	5%	78%	3.13	421
Wastewater services	5%	11%	28%	41%	15%	84%	3.50	431

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



Service Area 4: Civic

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Top 2 Box	Mean rating	Base
Council customer service	0%	4%	18%	24%	54%	78%	4.27	600
Council represents and advocates on behalf of the community	0%	2%	14%	24%	59%	83%	4.39	600
Council is transparent and accountable	0%	1%	9%	15%	75%	90%	4.63	600
Council provides inclusive opportunities for community to get actively-involved in decision making	1%	3%	15%	23%	58%	81%	4.34	600
Provision of Council information to the community	1%	3%	12%	26%	58%	84%	4.38	600
Long term planning for the region	0%	2%	9%	18%	71%	89%	4.58	600
Financial management	0%	3%	10%	15%	73%	87%	4.57	600

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



Service Area 4: Civic

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Top 3 Box	Mean rating	Base
Council customer service	9%	19%	21%	31%	19%	72%	3.31	465
Council represents and advocates on behalf of the community	12%	18%	36%	26%	8%	71%	3.01	493
Council is transparent and accountable	20%	22%	33%	18%	6%	57%	2.67	526
Council provides inclusive opportunities for community to get actively-involved in decision making	17%	24%	33%	19%	7%	59%	2.75	481
Provision of Council information to the community	12%	19%	38%	23%	9%	69%	2.97	502
Long term planning for the region	7%	17%	41%	28%	8%	76%	3.13	524
Financial management	13%	17%	41%	22%	8%	70%	2.96	486

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



Comparison to Previous Research

Service/Facility	Importance			Satisfaction		
	2021	2018	2014	2021	2018	2014
Promoting pride in the community	3.92	3.92	4.01	3.58	3.72	3.49
Appearance of the city, towns and villages	4.19	4.27	4.29	3.47▼	3.70▲	3.51
Litter collection	4.43	4.34	4.51	3.61▼	4.00▲	4.03▲
Graffiti removal	3.86	3.87	4.20▲	3.67	3.81	3.64
Parks and playgrounds	4.45	4.46	4.51	3.96▼	4.12▲	3.62▼
Ovals and sportsgrounds	4.21	4.33	4.35	4.13	4.02	3.96
Community buildings/halls	3.88▼	4.09▲	4.14▲	3.70▼	3.91▲	3.91▲
Swimming pools	4.11	4.18	4.12	3.38	3.52	3.74▲
Art Gallery/cultural opportunities	3.64	3.71	3.74	3.69▼	4.08▲	4.03▲
Performing Arts/entertainment opportunities	3.72	N/A	N/A	3.73	N/A	N/A
Library services	3.95	4.07	4.13	4.26	4.34	4.34
Pet adoption/animal rehoming	3.84	N/A	N/A	3.53	N/A	N/A
Enhancing heritage buildings	3.96	3.94	3.86	3.53▼	3.80▲	3.85▲
Youth services	4.28	4.22	4.26	3.19▼	3.60▲	3.24
Engaging young people in planning	4.15	4.14	4.09	2.97▼	3.25▲	2.98
Support for volunteer programs	4.28	4.27	4.42	3.55▼	3.76▲	3.66
Maintaining local roads	4.78	4.70	4.77	2.34▼	2.79▲	2.71▲
Maintaining footpaths	4.34	4.39	4.45	2.96	3.11	2.81
Maintaining cycleways	3.87	3.84	3.89	3.21	3.30	3.10
Traffic flow/congestion	4.32	4.35	4.43	3.11	3.21	3.24
Road safety	4.55	4.57	4.63	3.35▼	3.60▲	3.52
Availability of car parking	4.43	4.43	4.54	2.78▼	2.97▲	2.86
Overall condition of local road network	4.57	4.47	4.58	2.67▼	2.98▲	2.94▲
Public transport across the region	3.87▼	4.05▲	4.00	3.01	3.13	3.12

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

▲ ▼ = A significantly higher level of importance/satisfaction (by year) *Note: 2014 results are significantly tested against 2021 results

Comparison to Previous Research

Service/Facility	Importance			Satisfaction		
	2021	2018	2014	2021	2018	2014
Growing airport capacity	3.86▼	4.11▲	N/A	3.46▼	3.72▲	N/A
Revitalising Tamworth and the region	4.18▼	4.34▲	4.46▲	3.30▼	3.61▲	3.46
Tourism/Visitor Information Centre	3.94▼	4.18▲	4.36▲	3.59▼	3.86▲	3.93▲
Infrastructure for growth	4.34▼	4.47▲	N/A	3.21▼	3.49▲	N/A
Supporting local jobs and businesses	4.69	4.64	4.68	3.24▼	3.46▲	3.29
Festival and event programs	4.05▼	4.27▲	4.22	3.46▼	3.88▲	3.76▲
Protecting native vegetation	4.18	4.07	4.08	3.42	3.59	3.51
Improving biodiversity	4.07	3.93	3.99	3.24▼	3.58▲	3.45▲
Address Climate Change	3.94	N/A	N/A	2.84	N/A	N/A
Recycling/waste minimisation	4.56	4.51	4.58	3.17▼	3.73▲	4.00▲
Environmental education programs	4.02	4.07	4.11	3.11▼	3.49▲	3.40▲
Flood protection and preparedness	4.34	4.22	4.37	3.39▼	3.81▲	3.84▲
Water management	4.76▲	4.62▼	N/A	2.86▼	3.35▲	N/A
Exploration of energy efficiencies	4.24	4.18	N/A	2.98▼	3.17▲	N/A
Sustainability strategy	4.14	N/A	N/A	3.13	N/A	N/A
Wastewater services	4.24	4.27	4.61▲	3.50▼	3.74▲	3.49
Council customer service	4.27▼	4.45▲	N/A	3.31▼	3.72▲	N/A
Council represents and advocates on behalf of the community	4.39	4.39	N/A	3.01▼	3.37▲	N/A
Council is transparent and accountable	4.63	4.55	N/A	2.67▼	3.09▲	N/A
Council provides inclusive opportunities for community to get actively-involved in decision making	4.34	4.36	4.49	2.75▼	3.14▲	3.07▲
Provision of Council information to the community	4.38	4.42	4.43	2.97▼	3.27▲	3.24▲
Long term planning for the region	4.58	4.65	4.60	3.13▼	3.42▲	3.28
Financial management	4.57	4.64	4.60	2.96▼	3.31▲	3.20▲

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

▲ ▼ = A significantly higher level of importance/satisfaction (by year) *Note: 2014 results are significantly tested against 2021 results



Appendix A: Additional Analyses

What Do You Love Most?

Q2a. What do you love most about living in the Tamworth Region?

Most loved aspect	N = 600
Rural aspect/not busy/country living	29%
Sense of community/friendly people	22%
Accessibility/convenient location/close to everything	17%
Always lived here/it's home/close to family	17%
Natural environment/scenery/open spaces	15%
Variety and quality of services/facilities/activities	15%
Peaceful/quiet	9%
Employment opportunities/close to work	7%
Climate	4%
A good place to live/nice area	3%
Good place to raise kids	3%
Medical services/facilities	3%
Variety of shopping	3%
A safe area	2%
Affordable living	1%
Entertainment	1%
Performance of Council	1%
Progressive/forward-thinking area	1%
Other comments	4%
Don't know/nothing	5%



What Would You Change?

Q2b. And what would you like to change about living in the Tamworth Region?

Things to change	N = 600	Things to change	N = 600
Maintenance of roads and supporting infrastructure	25%	Affordability of housing/housing diversity e.g. more public housing	1%
Water supply/services/quality	11%	Climate	1%
More community facilities/recreation and leisure e.g. pools, water park, sporting facilities, BBQ	10%	Drainage/kerb and guttering	1%
Safety/lowering crime	10%	Economic development/attract more businesses/job opportunities	1%
Children/youth services/education/activities	9%	Elderly/disabled services/facilities	1%
Improving/more medical and health services	9%	Natural disaster management	1%
Council e.g. transparency/accountability/DAs/service/financial management	5%	Other comments regarding roads, traffic and parking	1%
Management of the natural environment/trees/mowing	5%	Promoting tourism	1%
Entertainment/activities/events e.g. nightlife, more dining options, music, theatre	4%	Road safety/education/speed regulation	1%
Equity across all communities	4%	Shade/coverage	1%
Issues with structure of Council e.g. wages, staff, mismanagement	4%	Street lighting	1%
Overdevelopment/overpopulation/opposing specific developments/keeping the small-town feel	4%	Tamworth Airport	1%
Footpaths/cycleways/crossings	3%	Town centre beautification	1%
Lower rates	3%	Arts/Cultural facilities e.g. to promote diversity	<1%
Planning for growth/infrastructure and services to match growth	3%	Support local businesses	<1%
Public transport	3%	Other comments	2%
Access/connectivity to other areas e.g. another access to Calala, improving the entrance to Tamworth	2%	Don't know/no response/happy	17%
Community consultation/engagement	2%		
Energy efficiency/alternative energy/sustainability/climate change/biodiversity	2%		
Improve traffic flow/traffic lights/round-a-bouts	2%		
More shopping options	2%		
Parking	2%		
Waste collection/recycling	2%		

2.2 Importance Compared to the Micromex Benchmark

Service/Facility	Tamworth Regional Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Water management	95%	88%	7%
Youth services	81%	75%	6%
Swimming pools	75%	70%	5%
Parks and playgrounds	89%	84%	5%
Supporting local jobs and businesses	93%	89%	4%
Availability of car parking	86%	83%	3%
Ovals and sportsgrounds	79%	76%	3%
Maintaining local roads	96%	93%	3%
Maintaining cycleways	65%	63%	2%
Provision of Council information to the community	84%	83%	1%
Support for volunteer programs	79%	79%	0%
Financial management	87%	87%	0%
Festival and event programs	71%	71%	0%
Recycling/waste minimisation	90%	90%	0%
Long term planning for the region	89%	89%	0%
Council represents and advocates on behalf of the community	83%	83%	0%
Maintaining footpaths	82%	82%	0%
Council provides inclusive opportunities for community to get actively-involved in decision making	81%	82%	-1%
Flood protection and preparedness	81%	82%	-1%
Revitalising Tamworth and the region	77%	78%	-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.

2.2 Importance Compared to the Micromex Benchmark

Service/Facility	Tamworth Regional Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Community buildings/halls	66%	68%	-2%
Art Gallery/cultural opportunities	57%	59%	-2%
Appearance of the city, towns and villages	78%	81%	-3%
Library services	68%	71%	-3%
Traffic flow/congestion	82%	86%	-4%
Overall condition of local road network	89%	93%	-4%
Road safety	88%	92%	-4%
Public transport across the region	66%	71%	-5%
Promoting pride in the community	68%	73%	-5%
Enhancing heritage buildings	67%	73%	-6%
Litter collection	84%	90%	-6%
Protecting native vegetation	74%	80%	-6%
Council customer service	78%	84%	-6%
Wastewater services	75%	81%	-6%
Environmental education programs	69%	75%	-6%
Tourism/Visitor Information Centre	68%	77%	-9%
Sustainability strategy	74%	83%	-9%
Graffiti removal	61%	74%	-13% ▼
Growing airport capacity (<i>note compared to benchmark 'airports'</i>)	64%	78%	-14% ▼

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.

2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Tamworth Regional Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Revitalising Tamworth and the region	82%	75%	7%
Traffic flow/congestion	72%	66%	6%
Public transport across the region	69%	63%	6%
Parks and playgrounds	92%	86%	6%
Long term planning for the region	76%	71%	5%
Supporting local jobs and businesses	80%	75%	5%
Ovals and sportsgrounds	93%	89%	4%
Youth services	79%	75%	4%
Maintaining cycleways	74%	70%	4%
Library services	98%	94%	4%
Appearance of the city, towns and villages	84%	82%	2%
Graffiti removal	86%	84%	2%
Community buildings/halls	91%	89%	2%
Flood protection and preparedness	79%	78%	1%
Tourism/Visitor Information Centre	85%	84%	1%
Support for volunteer programs	87%	86%	1%
Promoting pride in the community	86%	86%	0%
Maintaining footpaths	67%	67%	0%
Financial management	70%	71%	-1%
Overall condition of local road network	57%	58%	-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.

2.2 Satisfaction Compared to the Micromex Benchmark

Service/Facility	Tamworth Regional Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Litter collection	81%	82%	-1%
Enhancing heritage buildings	83%	85%	-2%
Art Gallery/cultural opportunities	88%	91%	-3%
Growing airport capacity (<i>note compared to benchmark 'airports'</i>)	84%	87%	-3%
Council represents and advocates on behalf of the community	71%	74%	-3%
Road safety	80%	85%	-5%
Protecting native vegetation	81%	86%	-5%
Sustainability strategy	78%	83%	-5%
Festival and event programs	82%	88%	-6%
Provision of Council information to the community	69%	76%	-7%
Swimming pools	78%	85%	-7%
Wastewater services	84%	91%	-7%
Availability of car parking	61%	71%	-10% ▼
Council provides inclusive opportunities for community to get actively-involved in decision making	59%	70%	-11% ▼
Environmental education programs	75%	86%	-11% ▼
Council customer service	72%	84%	-12% ▼
Maintaining local roads	43%	58%	-15% ▼
Recycling/waste minimisation	72%	89%	-17% ▼
Water management	61%	87%	-26% ▼

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.

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)
Maintaining local roads	96%	43%	53%
Water management	95%	61%	33%
Overall condition of local road network	89%	57%	32%
Council is transparent and accountable	90%	57%	32%
Availability of car parking	86%	61%	25%
Council provides inclusive opportunities for community to get actively-involved in decision making	81%	59%	22%
Recycling/waste minimisation	90%	72%	18%
Financial management	87%	70%	17%
Maintaining footpaths	82%	67%	16%
Provision of Council information to the community	84%	69%	15%
Supporting local jobs and businesses	93%	80%	13%
Long term planning for the region	89%	76%	13%
Council represents and advocates on behalf of the community	83%	71%	13%
Traffic flow/congestion	82%	72%	10%
Engaging young people in planning	74%	64%	10%
Road safety	88%	80%	8%
Council customer service	78%	72%	7%
Exploration of energy efficiencies	77%	71%	6%
Litter collection	84%	81%	4%
Infrastructure for growth	82%	79%	3%
Youth services	81%	79%	2%
Flood protection and preparedness	81%	79%	1%
Address Climate Change	67%	66%	1%

Performance Gap Analysis

Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Public transport across the region	66%	69%	-3%
Parks and playgrounds	89%	92%	-3%
Swimming pools	75%	78%	-3%
Sustainability strategy	74%	78%	-4%
Revitalising Tamworth and the region	77%	82%	-6%
Environmental education programs	69%	75%	-6%
Appearance of the city, towns and villages	78%	84%	-7%
Protecting native vegetation	74%	81%	-7%
Support for volunteer programs	79%	87%	-7%
Improving biodiversity	71%	79%	-8%
Maintaining cycleways	65%	74%	-8%
Wastewater services	75%	84%	-9%
Festival and event programs	71%	82%	-11%
Ovals and sportsgrounds	79%	93%	-15%
Enhancing heritage buildings	67%	83%	-16%
Tourism/Visitor Information Centre	68%	85%	-17%
Promoting pride in the community	68%	86%	-19%
Growing airport capacity	64%	84%	-20%
Pet adoption/animal rehoming	63%	86%	-23%
Community buildings/halls	66%	91%	-24%
Graffiti removal	61%	86%	-24%
Library services	68%	98%	-30%
Performing Arts/entertainment opportunities	58%	89%	-31%
Art Gallery/cultural opportunities	57%	88%	-31%

Influence on Overall Satisfaction

The chart below summarises the influence of the 47 facilities/services on overall satisfaction with Council's performance, based on the Regression analysis:

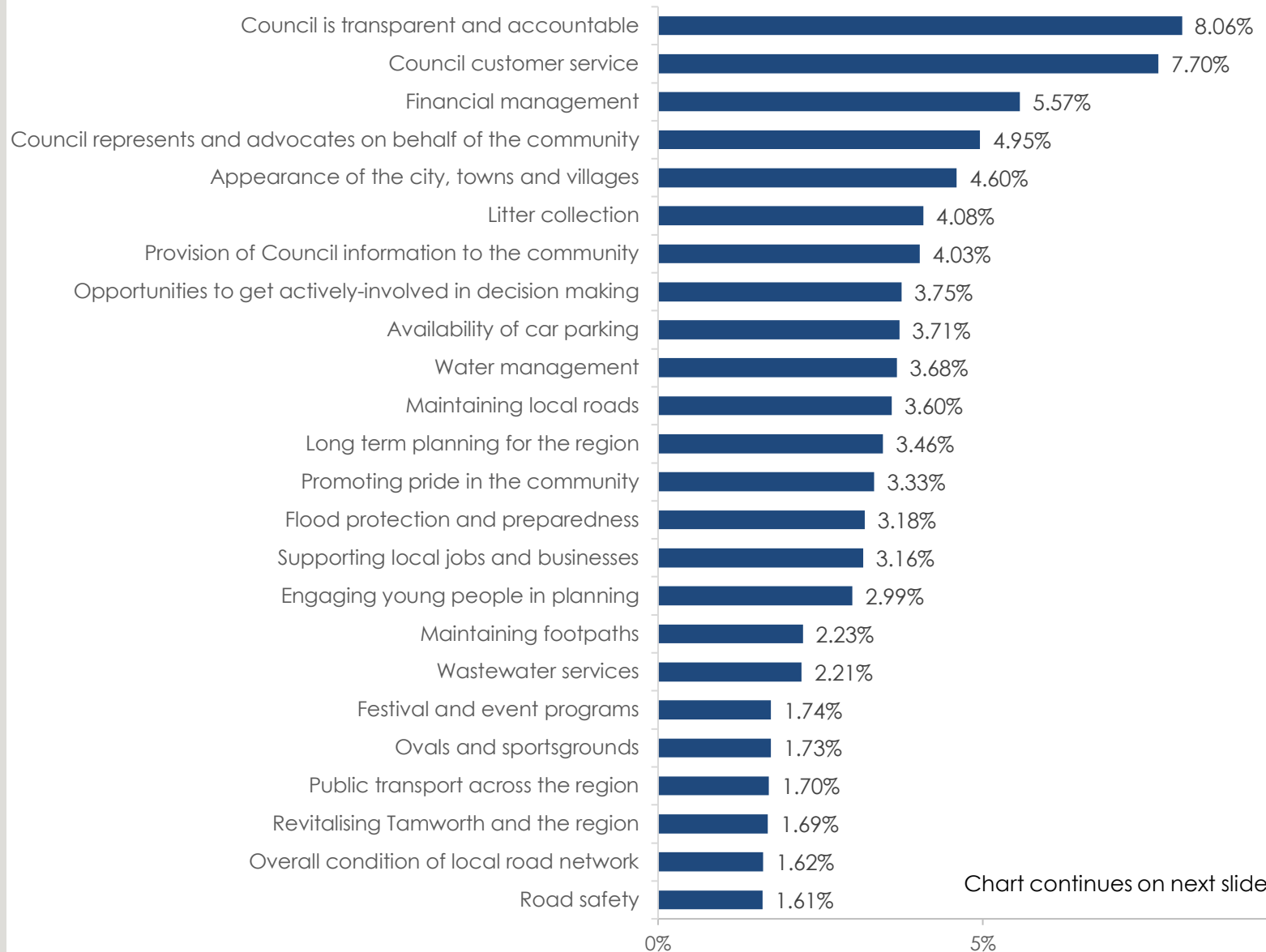
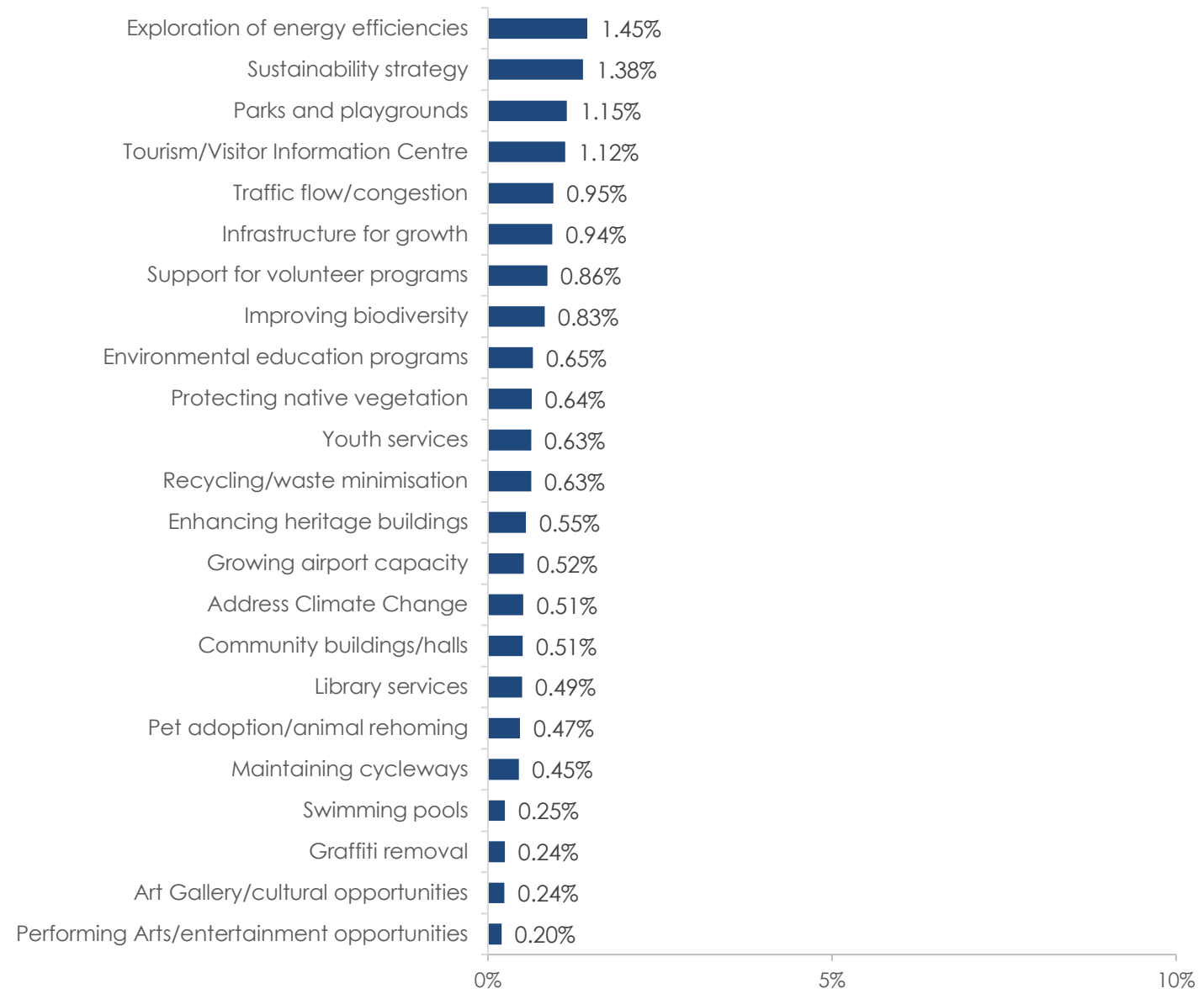


Chart continues on next slide...

Influence on Overall Satisfaction – Continued

The chart below summarises the influence of the 47 facilities/services on overall satisfaction with Council's performance, based on the Regression analysis:



Other Considerations for the Future

Q7i. Is there anything else you think should be considered for the future of the area?

Future considerations	N = 600
Equity across all communities/areas	1%
Internet/reception services	1%
Improve traffic flow/traffic management	1%
Lower rates	1%
More housing diversity/public housing	1%
Multicultural support services	1%
Natural disaster management	1%
Support local businesses/agriculture/farming	1%
Public transport	1%
Waste collection/recycling	1%
Access to/connectivity between areas	<1%
Building approvals and regulations/DA's	<1%
Drainage/kerb and guttering	<1%
Footpaths/cycleways	<1%
Maintenance of the area	<1%
More shopping options	<1%
Parking	<1%
Promoting tourism/character of the area e.g. not just 'country music'	<1%
Other comments	3%





Appendix B: Detailed Background & Methodology

Background & Methodology

Sample selection and error

A total of 600 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists.

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=600 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Tamworth Regional Council.

Interviewing

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

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Tamworth Regional Council.

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, ratepayer status, residential location.

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.



Background & Methodology

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)

Note: 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.

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.



Councils Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:

AlburyCity Council	City of Lake Macquarie	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	Leeton Shire Council	Singleton Shire Council
Byron Shire Council	Lismore City Council	Tamworth Regional Council
Central Coast Council	Lithgow City Council	Tenterfield Shire Council
Cessnock City Council	Maitland City Council	Tweed Shire Council
Coffs Harbour City Council	MidCoast Council	Upper Hunter Shire Council
Eurobodalla Shire Council	Mid-Western Regional Council	Wagga Wagga City Council
Forbes Shire Council	Moree Plains Shire Council	Wingecarribee Shire Council
Glen Innes Severn Shire Council	Murray River Council	Wollondilly Shire Council
Gosford (Central Coast Council)	Murrumbidgee Shire Council	Yass Valley Council
Great Lakes Council	Narrabri Shire Council	





Appendix C: Questionnaire

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Tamworth Regional Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start I would like to check whether you or a member of your household work for Tamworth Regional Council?

- Yes (terminate)
 No

QA2. Where do you live?

- Tamworth
 Kootingal/Moonbi
 Barraba
 Manilla
 Nundle
 Other village
 Rural area

Section A – Living In IRC

Q2a. What do you love most about living in the Tamworth Region?

.....

Q2b. And what would you like to change about living in the Tamworth Region?

.....

Q2c. Overall, how would you rate the quality of life you have living in the Tamworth Region? *Prompt*

- Excellent
 Very Good
 Good
 Fair
 Poor
 Very Poor

Section B – Importance of and satisfaction with Council services

Thinking specifically about Tamworth Regional Council.

Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction. *Prompt*

Social

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Promoting pride in 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"/>
Appearance of the city, towns and villages	<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"/>
Litter collection	<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"/>
Graffiti removal	<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 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"/>
Ovals and sportsgrounds	<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 buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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"/>
Art Gallery/cultural opportunities	<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"/>
Performing Arts/entertainment opportunities	<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"/>
Library 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"/>
Pet adoption/animal rehoming	<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"/>
Enhancing heritage buildings	<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"/>
Youth 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"/>
Engaging young people 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"/>
Support for volunteer programs	<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"/>
Maintaining local 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"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining 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"/>
Traffic flow/congestion	<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"/>
Road 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"/>
Availability of car parking	<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"/>
Overall condition of local road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport across the region	<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"/>
Growing airport capacity	<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"/>

Economic

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Revitalising Tamworth and the region	<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"/>
Tourism/Visitor Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure for growth	<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"/>
Supporting local jobs and businesses	<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"/>
Festival and event programs	<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"/>

Environment

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Protecting native vegetation	<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"/>
Improving biodiversity	<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"/>
Address Climate Change	<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"/>
Recycling/waste minimisation	<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"/>
Environmental education programs	<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 protection and preparedness	<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"/>
Water 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"/>
Exploration of energy efficiencies	<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"/>
Sustainability strategy	<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"/>
Wastewater 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"/>

Civic

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Council customer service	<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"/>
Council represents and advocates on behalf of 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"/>
Council is transparent and accountable	<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"/>
Council provides inclusive opportunities for community to get actively-involved in 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"/>
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"/>
Long term planning for the region	<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"/>

Section C – Communication and Overall Satisfaction

Q4a. How satisfied are you with the level of communication Council currently has with the community? Prompt

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

Q4b. Through which of the following means do you receive information about Council? Prompt (MR)

- Newspaper
- Radio
- Direct email
- Council newsletter/mail drop
- Rates notice
- Website/internet
- Social media
- Word-of-mouth
- Other (please specify).....
- None of these (Do not prompt)

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

Section D – CSP Questions

Tamworth Regional Council will be implementing Blueprint 100. This is a plan which incorporates the community's aspirations for the area in the future.

The Plan is divided into 8 key directions or themes. I am now going to ask a series of questions to get your ideas about community priorities for the future. (Rotate order at for Q7)

Q7a. Thinking about the key direction "Deliver durable infrastructure including raw water" which includes goals such as securing our water supply and reviewing wastewater management opportunities.

How important do you think this direction is for the long term future of the region? Prompt

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7b. Thinking about the key direction “Facilitate smart growth and housing choices” which includes components such as better managing rural-residential development, offering more diverse housing choice, and having a vibrant city centre.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7c. Thinking about the key direction “Creating a prosperous region” with goals such as supporting businesses and jobs across industries, like education, aviation, food processing, agriculture and tourism.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7d. Thinking about the key direction “Building resilient communities” which focuses on improving social and community services by improving communication, enhancing education and bettering services to those in need of assistance.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7e. Thinking about the key direction “Connect our region and its citizens” which targets road safety, increasing the number of flights and locations, and improving and extending local bus and passenger rail services.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7f. Thinking about the key direction “Design with Nature”, which involves exploring energy efficiency, renewable energy, ensuring sustainable design, pursuing waste minimisation opportunities, and protecting local wildlife and biodiversity.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7g. Thinking about the key direction “Celebrate our Culture and Heritage”. This direction involves protecting the region’s heritage assets, and engaging and collaborating more effectively with our culturally diverse communities in order to respect, protect and celebrate culture across the region.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7h. Thinking about the key direction “Strengthen our proud identity” which focuses on celebrating and broadening Tamworth’s identity beyond country music.

How important do you think this direction is for the long term future of the region? *Prompt*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Q7i. Is there anything else you think should be considered for the future of the area?

.....

Section E – Future Needs Development

Tamworth Regional Council’s rates are on average cheaper than Orange, Wagga Wagga and Albury as comparable councils and stated on the NSW Government’s Your Council webpage.

Q8a. How supportive are you of an increase to your rates in order to develop and invest in new facilities and to develop and maintain infrastructure?

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q8b. How supportive are you of an increase to your rates in order to deliver more community programs and community services? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q8c. How supportive are you of an increase to your rates in order to improve and drive economic outcomes? E.g. jobs, new businesses. Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q8d. Why do you say that?

.....

Section F – Demographic & Profiling questions

D1. Please stop me when I read out your age group. Prompt

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

D2. Which country were you born in?

- Australia
- Other (please specify).....

D3. What is the employment status of the main income earner in your household? Prompt

- Work in the Tamworth LGA
- Work outside the Tamworth LGA
- Home duties
- Student
- Retired
- Unemployed/pensioner
- Other (please specify).....

D4. Which of the following best describes the house where you are currently living? Prompt

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

D5. Which of the following best describes your living status? Prompt

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

D6. How long have you lived in the Tamworth area? Prompt

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

D7. Gender (determine by voice):

- Female
- Male

Council is working to deliver an online engagement platform where you can participate in future planning and development of the region.

R1. Would you be interested in participating in a dedicated Council online engagement platform?

- Yes
- No (Go to end)

R2. (If yes), what are your contact details?

Name

Telephone

Email

We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.

Thank you very much for your time, enjoy the rest of your evening.

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