



Cessnock City Council Community Research

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Prepared for:



Prepared by:



ABN 14 003 179 440
10/1 Bounty Close Tuggerah, NSW 2259
Postal address: PO Box 5059, Chittaway Bay NSW 2261
Telephone: (02) 4352 2388 Fax: (02) 4352 2117
www.micromex.com.au
research@micromex.com.au

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Background & Methodology

Cessnock City Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To identify the community's level of satisfaction with regards to contact they have had with Council staff
- To identify trends and benchmark results against the research conducted previously
- To assess progress against the outcomes in the community strategic plan

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Cessnock City Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 12th – 18th July 2012 from 4:30pm to 8:30pm, Monday to Friday and 10am to 4pm Saturday.

Survey area

Cessnock City Council Local Government Area.

Sample selection and error

The sample consisted of a total of 400 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 400 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence.

The sample was weighted by age to reflect the 2011 ABS census data.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Prequalification

Participants in this survey were pre-qualified as having lived in the Cessnock City Council area for a minimum of six months.

Data analysis

The data within this report was analysed using SPSS. To identify the statistically significant differences between the groups of means, 'One-Way Anova Test' and 'Independent Samples T-test' were used. 'Z Tests' were also used to determine statistically significant differences between column proportions.

Ratings questions

The unipolar scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in the importance/satisfaction rating questions.

Mean rating explanation

1.99 or less	'Very low' level of importance/satisfaction/agreement
2.00 – 2.49	'Low' level of importance/satisfaction/agreement
2.50 – 2.99	'Moderately low' level of importance/satisfaction/agreement
3.00 – 3.59	'Moderate' level of importance/satisfaction/agreement
3.60 – 3.89	'Moderately high' level of importance/satisfaction/agreement
3.90 – 4.19	'High' level of importance/satisfaction/agreement
4.20 – 4.49	'Very high' level of importance/satisfaction/agreement
4.50+	'Extremely high' level of importance/satisfaction/agreement

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

Word frequency tagging

Throughout the report, verbatim responses were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears to describe the territory and based on the frequency of that word or phrase a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.

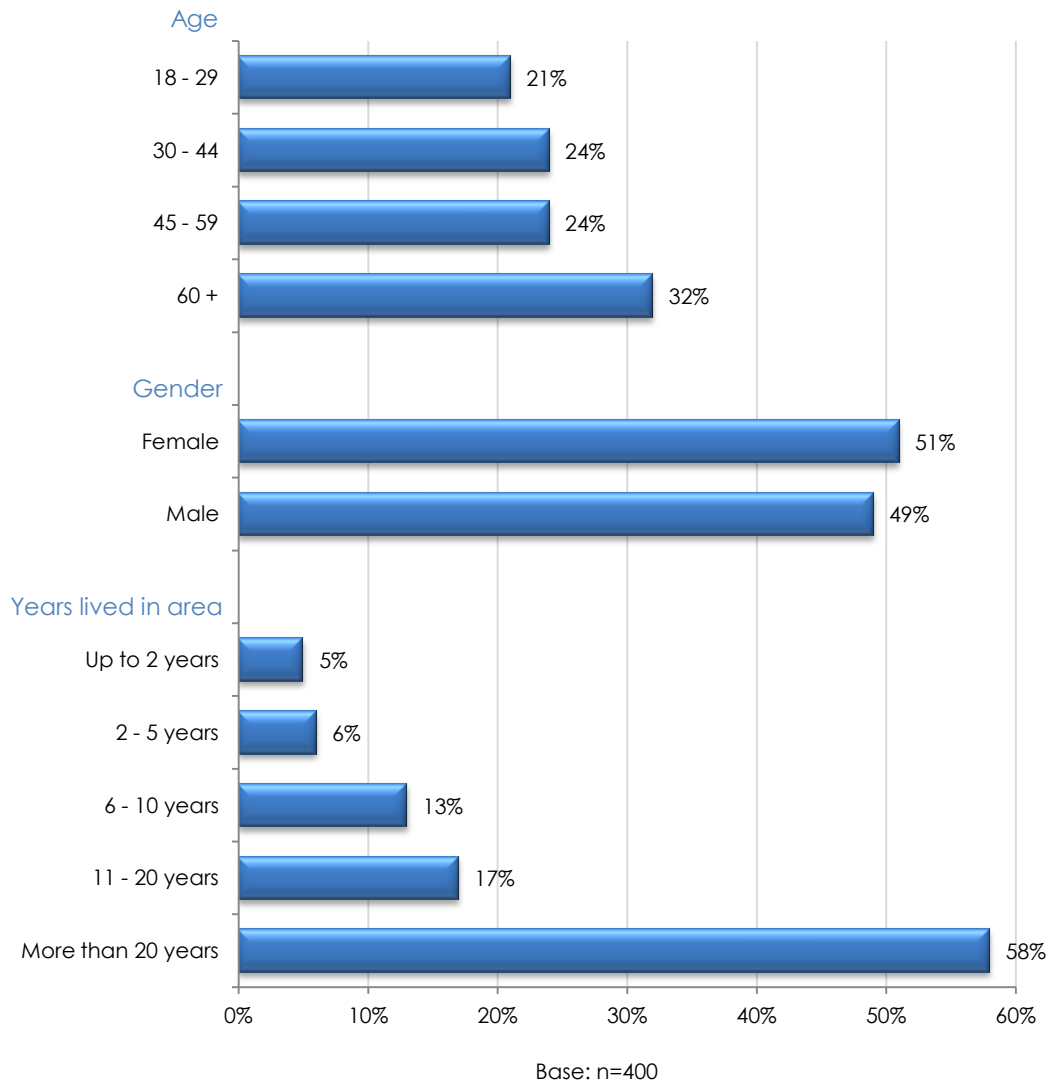
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

Sample Profile

Summary

A representative sample of the LGA.



Key Findings

Overview (Overall satisfaction)

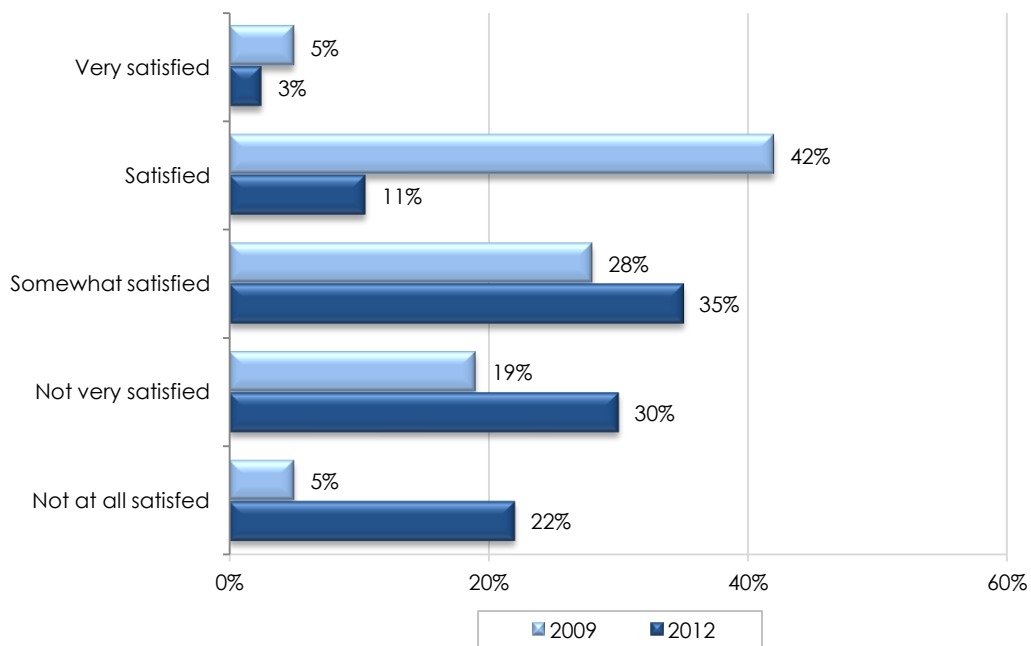
Currently satisfaction with Council is 'low'. The research has identified that there has been a significant decline in resident satisfaction with the performance of Council over the past three years.

	18-29	30-44	45-59	60+	Male	Female	Overall
Satisfaction mean ratings	2.36	2.31	2.46	2.54	2.37	2.49	2.43

	2005	2009	2012
Satisfaction mean ratings	3.3	3.2	2.4

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

- = A significantly higher level of satisfaction (by group)
- = A significantly lower level of satisfaction (by group)



Base: 2009 n=500, 2012 n=400

Key Findings

Satisfaction with the way Council consults with the community

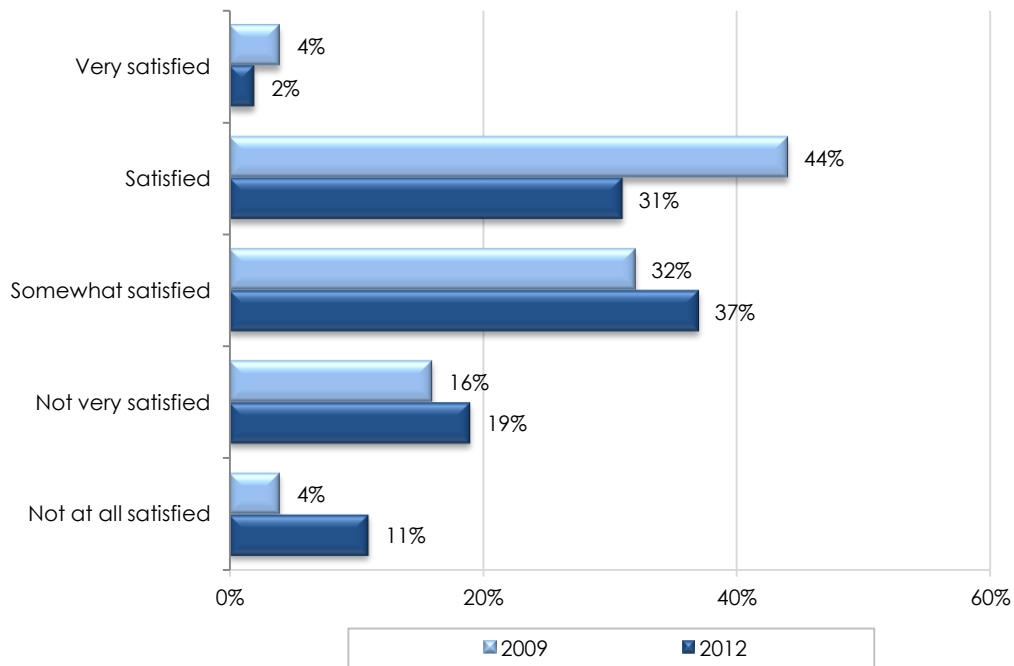
Respondents indicated a 'moderately low' level of satisfaction with the way Council consults with the community, with just over a third of respondents giving a rating of 'satisfied'.

Since 2009, top two box satisfaction scores have declined from 48% down to 33%.

	18-29	30-44	45-59	60+	Male	Female	2009	2012
Satisfaction mean ratings	2.96	2.83	3.15	2.90	2.92	2.99	3.28	2.95

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

- = A significantly higher level of satisfaction (by group)
- = A significantly lower level of satisfaction (by group)



Base: 2009 n=500, 2012 n=400

Key Findings



Longitudinal analysis Overview

Level of agreement with specific statements regarding living in Cessnock has altered over time.

Agreement has significantly increased for 4 statements, remained static on 13 statements and declined for the remaining 16 statements.

	Top 2 box 2009	Top 2 box 2012	Mean 2009	Mean 2012
The vineyards play an important role in the local economy	84%	90%	4.31	4.49
Conferences and events are important for the area	85%	85%	4.24	4.25
The bushland that supports a diversity of native plants and animals is valuable	74%	80%	3.93	4.19
Tourism is promoted well	75%	72%	3.98	3.93
The area offers a good quality of life	67%	68%	3.77	3.72
The area's heritage is well conserved	57%	58%	3.59	3.62
Waste collection and disposal are well managed	65%	63%	3.68	3.61
If there was a problem in my community, people would band together to solve it	56%	50%	3.60	3.40
Arts, entertainment and culture are well catered for	37%	47%	3.16	3.39
There is a strong community spirit in the Cessnock area	46%	45%	3.51	3.39
People volunteer and get involved in their community	N/A	44%	N/A	3.29
The area has an attractive appearance	50%	43%	3.44	3.23
There are enough good quality open spaces	55%	45%	3.49	3.21
It is a safe place to live	39%	39%	3.18	3.12
There is a wide range of recreation and leisure opportunities	25%	39%	2.88	3.10
High quality and environmentally friendly industries are encouraged	40%	35%	3.25	3.08
The natural environment is well managed	51%	34%	3.49	3.06
The opportunity exists for me to be involved in making decisions about my community	44%	34%	3.31	3.04
Education and training opportunities are good	49%	34%	3.39	3.02
Laws and regulations are enforced consistently and fairly	36%	31%	3.05	2.96
Facilities and services for the aged are adequate	26%	31%	2.95	2.93
Environmental issues are handled well	30%	27%	3.08	2.89
Quality housing is both available and affordable	33%	28%	3.06	2.88
Facilities and services for children are adequate	26%	25%	2.88	2.85
Industry and business development is working well	29%	26%	3.05	2.79
Residential development is well managed	34%	24%	3.05	2.76
Development overall is well planned and well managed	35%	23%	3.06	2.71
Health facilities are sufficient	22%	23%	2.55	2.64
There is enough public transport	24%	23%	2.61	2.59
There is a clear plan and direction for the future	30%	16%	3.04	2.50
There is good co-operation between all levels of government in the area	27%	14%	2.87	2.41
There are enough employment opportunities	17%	15%	2.52	2.40
Facilities and services for youth are adequate	12%	10%	2.47	2.27
The road network is effective and in good repair	8%	3%	1.83	1.45

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)
 = A significantly lower level of agreement (by group)

Key Findings

Overview – The Community Strategic Plan



Overall residents expressed a 'moderate' level of agreement with 4 out of the 5 desired outcomes of the Cessnock 2020 Community Strategic Plan. This indicates that they feel these statements describe their perceptions of the Cessnock LGA.

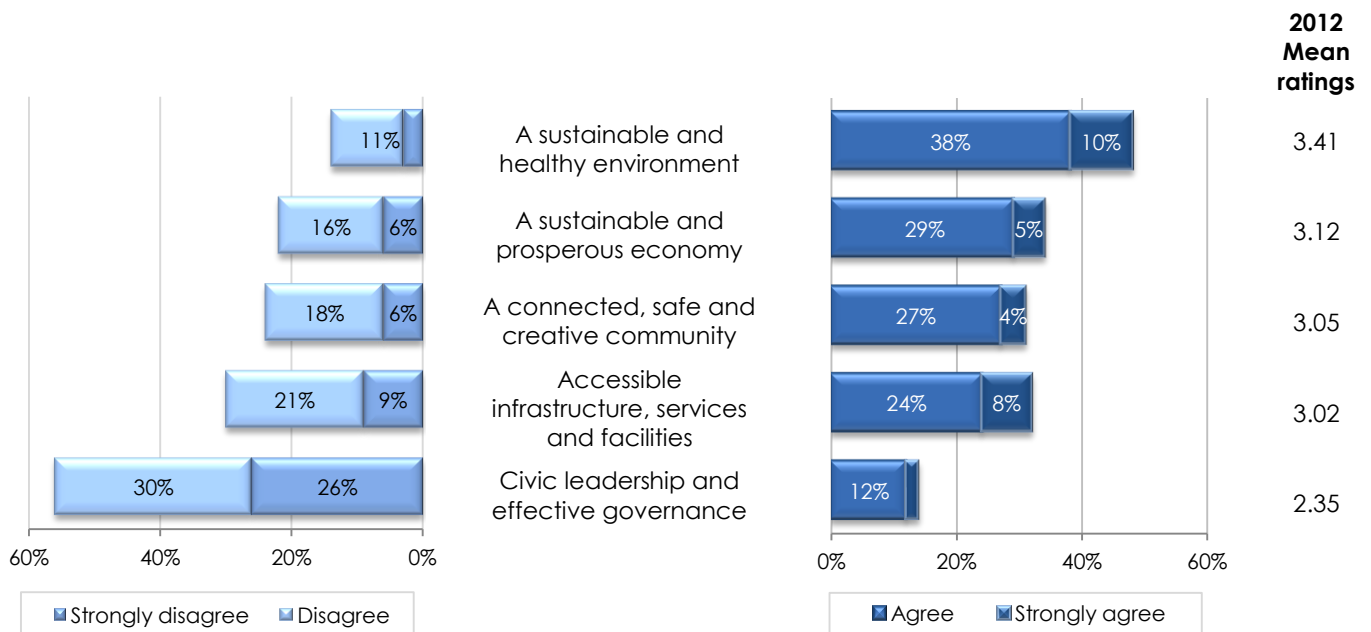
The exception occurs with regard to 'civic leadership and effective governance', where residents have a 'low' level of agreement. 56% of residents disagreed that 'civic leadership and effective governance' describes the current state of the Cessnock local government area.

Q. The community identified five desired outcomes in the community strategic plan, Cessnock 2020. How well do you think the following statements describe the Cessnock local government area?

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	Overall
A sustainable and healthy environment	3.30	3.50	3.40	3.41	3.43	3.38	3.41
A sustainable and prosperous economy	3.25	3.11	3.08	3.06	3.13	3.10	3.12
A connected, safe and creative community	2.95	3.02	3.09	3.12	3.05	3.06	3.05
Accessible infrastructure, services and facilities	3.21	3.07	2.81	3.01	2.92	3.11	3.02
Civic leadership and effective governance	2.61	2.31	2.29	2.25	2.16	2.53	2.35

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)
 = A significantly lower level of agreement (by group)

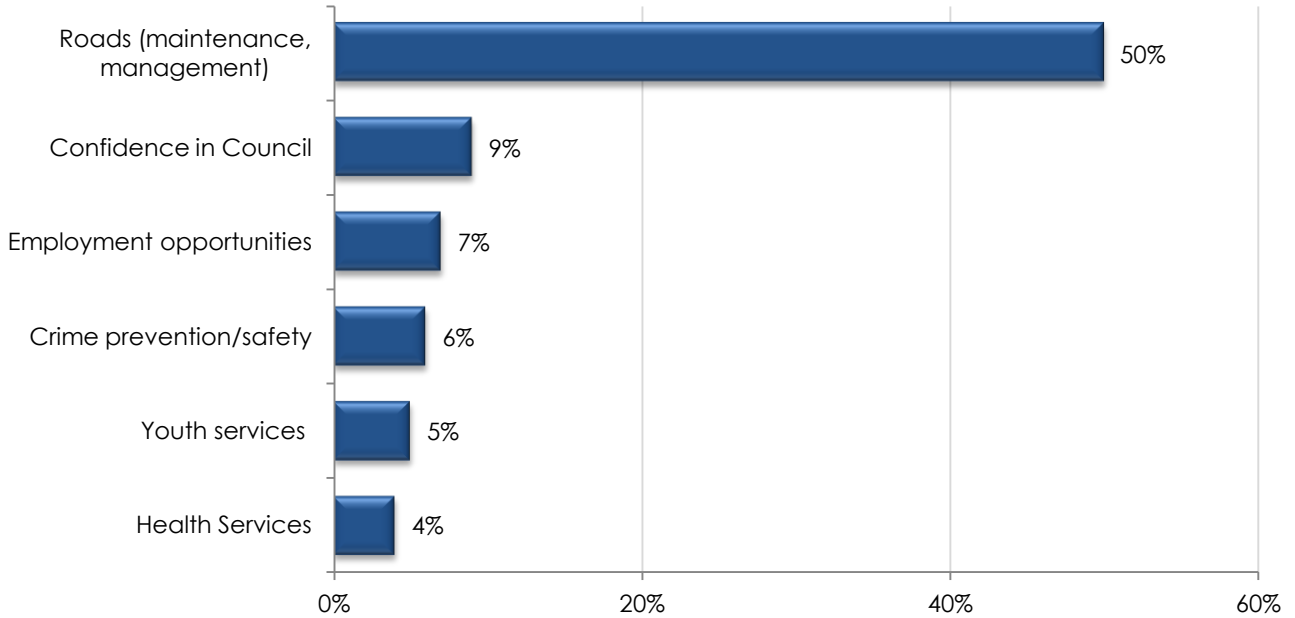


Base: 2012 n=400

Key Findings

Overview – Priority Issue within the Cessnock City Council area

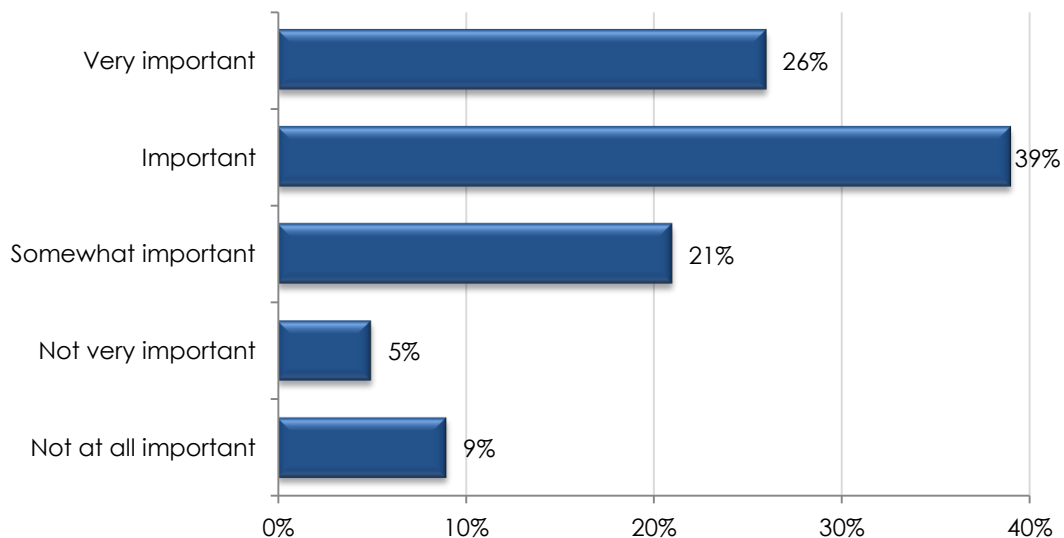
The priority issue across the LGA is the condition of the road network.



Base: 2012 comments n=398

Overview – Importance of Continuing the Special Rates Levy for Roads

86% of residents indicated that it is at least somewhat important that Cessnock City Council is allowed to continue the special rates levy for roads.



Base: 2012 n=400

Key Findings

Comparison to LGA Benchmarks

Cessnock residents are more satisfied than the LGA Benchmark score for 2 of the 25 comparable measures and below the Benchmark for the remaining 23 comparable measures, including 'overall satisfaction with Council' and the 'level of communication Council has with the community'.

Service/Facility	Cessnock City Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Performing Arts Centre	4.2	3.9
Library services	4.2	4.1
Below the Benchmark		
Presentation of the CBD main streets	3.2	3.3
Heritage conservation	3.4	3.5
Managing residential development	2.9	3.1
Swimming pools	3.5	3.7
Environmental protection	3.2	3.4
Recycling and waste reduction	3.7	3.9
Maintaining open space and bushland	3.4	3.6
Facilities and services for youth	2.8	3.1
Sporting fields and buildings	3.4	3.7
Buildings for community activities and meetings	3.3	3.6
Community involvement in Council decision making	2.7	3.0
Long term planning and vision	2.8	3.1
Flood prevention	2.9	3.2
Stormwater drainage	2.8	3.2
Parks and recreation areas	3.3	3.7
Waste collection and disposal	3.7	4.1
Information supplied to residents about Council activities	2.8	3.3
Footpaths	2.5	3.0
Overall satisfaction with the level of communication Council has with the community	3.0	3.6
Noxious weed control	3.0	3.6
Cycleways	2.5	3.2
Developing and maintaining the road network	1.6	2.7
Council's performance overall	2.4	3.6

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

Key Satisfaction Trends

Comparisons with the research from 2009 have found a significant increase in residents' level of satisfaction with 4 of the 33 services and facilities provided by Council:

- Inspection of the health and hygiene of local restaurants and takeaway shops
- Performing Arts Centre
- Facilities and services for youth
- Public toilets

Comparisons with the research results from 2009 indicate a significant decline in residents' level of satisfaction with 13 of the 33 services and facilities provided by Council:

- Managing residential development
- Developing and maintaining the road network
- Environmental protection
- Long term planning and vision
- Cemetery management
- Maintaining open space and bushland
- Parks and recreation areas
- Regulating traffic flow
- The way Council employees deal with the public
- Community involvement in Council decision making
- Council's response to community needs
- Information supplied to residents about Council activities
- **Council's overall performance**

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean 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 Cessnock City Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 33 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Cessnock City Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'waste collection and disposal' was given an importance score of 4.58, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.68, which indicates that residents are 'moderately satisfied' with Cessnock City Council's performance and focus on that measure.

Key Findings

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

Performance Gap Ranking

Ranking 2009	Ranking 2012	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Developing and maintaining the road network	4.78	1.62	3.16
14	2	Council's performance overall	4.49	2.43	2.06
12	3	Regulating traffic flow	4.43	2.59	1.84
8	4	Council's response to community needs	4.40	2.57	1.83
5	5	Footpaths	4.16	2.48	1.68
6	6	Kerb and guttering	4.06	2.39	1.67
2	7	Public toilets	4.18	2.55	1.63
7	8	Long term planning and vision	4.36	2.77	1.59
4	9	Community involvement in Council decision making	4.24	2.67	1.57
13	10	Stormwater drainage	4.33	2.83	1.50
15	11	Flood prevention	4.35	2.86	1.49
11	12	Information supplied to residents about Council activities	4.25	2.82	1.43
16	13	The way Council employees deal with the public	4.34	2.98	1.36
20	14	Cycleways	3.84	2.49	1.35
9	15	Encouraging business and industry	4.30	3.00	1.30
17	16	Managing residential development	4.21	2.92	1.29
24	17	Noxious weed control	4.15	2.97	1.18
18	18	Environmental protection	4.32	3.17	1.15
28	19	Parks and recreation areas	4.42	3.30	1.12
26	20	Maintaining open space and bushland	4.37	3.35	1.02
3	21	Facilities and services for youth	3.82	2.83	0.99
21	22	Recycling and waste reduction	4.58	3.66	0.92
22	23	Waste collection and disposal	4.58	3.68	0.90
19	24	Presentation of the CBD main streets	4.10	3.23	0.87
29	25	Sporting fields and buildings	4.27	3.42	0.85
10	26	Inspection of the health and hygiene of local restaurants and takeaway shops	4.30	3.54	0.76
25	27	Heritage conservation	4.03	3.36	0.67
31	28	Cemetery management	4.11	3.46	0.65
30	29	Swimming pools	4.12	3.48	0.64
23	30	Community services and facilities planning	3.63	3.05	0.58
27	31	Buildings for community activities and meetings	3.50	3.27	0.23
32	32	Library services	3.84	4.18	-0.34
33	33	Performing Arts Centre	3.67	4.17	-0.50

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

Key Findings

When we examine the 10 largest performance gaps, we can identify that all the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 1.62 and 2.83, which indicates that resident satisfaction for these measures is 'very low' to 'moderately low'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Developing and maintaining the road network	4.78	1.62	3.16
2	Council's performance overall	4.49	2.43	2.06
3	Regulating traffic flow	4.43	2.59	1.84
4	Council's response to community needs	4.40	2.57	1.83
5	Footpaths	4.16	2.48	1.68
6	Kerb and guttering	4.06	2.39	1.67
7	Public toilets	4.18	2.55	1.63
8	Long term planning and vision	4.36	2.77	1.59
9	Community involvement in Council decision making	4.24	2.67	1.57
10	Stormwater drainage	4.33	2.83	1.50

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'developing and maintaining the road network' is the area of least relative satisfaction, followed by the 'Council's performance overall'.

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.

Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Cessnock City Council's performance 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.20 and the average rated satisfaction score was 3.03. Therefore, any facility or service that received a mean stated importance score of ≥ 4.20 would be plotted in the higher importance section and, conversely, any that scored < 4.20 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.03. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

The aggregate satisfaction score of 3.03 is significantly below the standard LGA aggregate score for satisfaction, which usually ranges between 3.40 and 3.60.

Key Findings

Quadrant Analysis

HIGHER IMPORTANCE

LOWER SATISFACTION

IMPROVE

- Developing and maintaining the road network
- Council's performance overall
- Regulating traffic flow
- Council's response to community needs
- Long term planning and vision
- Community involvement in Council decision making
- Stormwater drainage
- Flood prevention
- Information supplied to residents about Council activities
- The way Council employees deal with the public
- Encouraging business and industry
- Managing residential development

MAINTAIN

- Environmental protection
- Parks and recreation areas
- Maintaining open space and bushland
- Recycling and waste reduction
- Waste collection and disposal
- Sporting fields and buildings
- Inspection of the health and hygiene of local restaurants and takeaway shops

HIGHER SATISFACTION

NICHE

- Footpaths
- Kerb and guttering
- Public toilets
- Cycleways
- Noxious weed control
- Facilities and services for youth

SECONDARY

- Presentation of the CBD main streets
- Heritage conservation
- Cemetery management
- Swimming pools
- Community services and facilities planning
- Buildings for community activities and meetings
- Library services
- Performing Arts Centre

LOWER IMPORTANCE

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'environmental protection', 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 'developing and maintaining the road network', are areas where Council is perceived to be currently under-performing and 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 'footpaths', 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, **SECONDARY**, such as 'presentation of the CBD main streets', are core strengths, but in relative terms they are less important than other areas and, Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'road maintenance', 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 Cessnock City Council can actively drive overall community satisfaction, we conducted further analysis.

Key Findings

The Shapley Value Regression

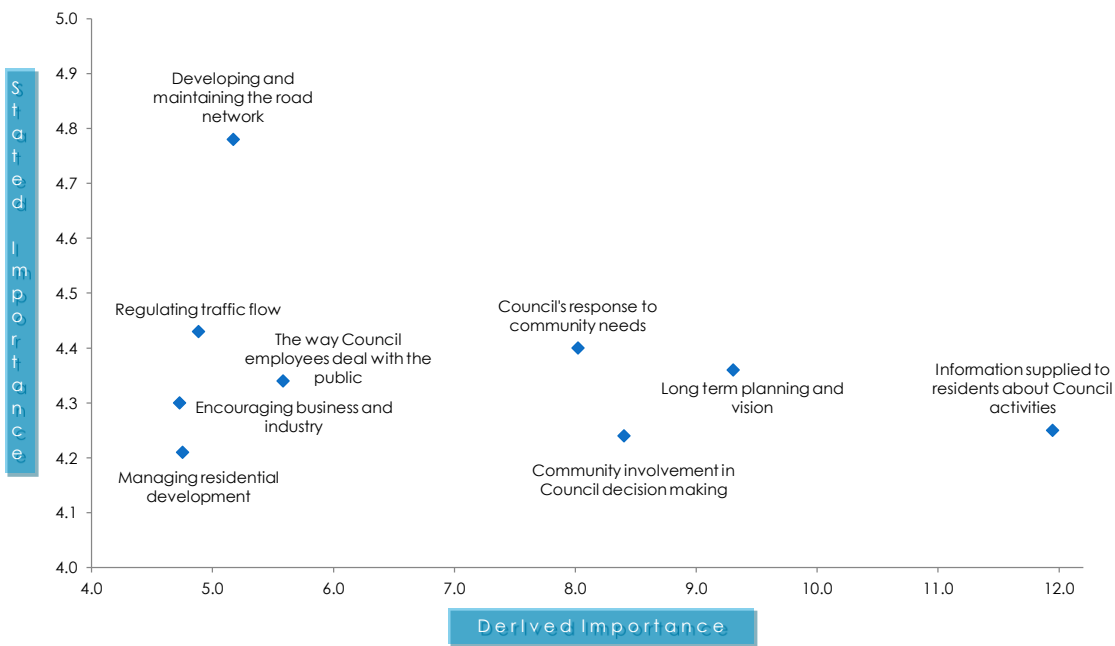
We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

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'.

Correlation Between Stated Importance and Derived Importance Is Low



If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction



In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 4.2 & 4.8), however, on the horizontal axis the attributes are spread between 4 and 12. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.

Nb: 'Council's performance overall' has not been included in the Shapley Value Regression.

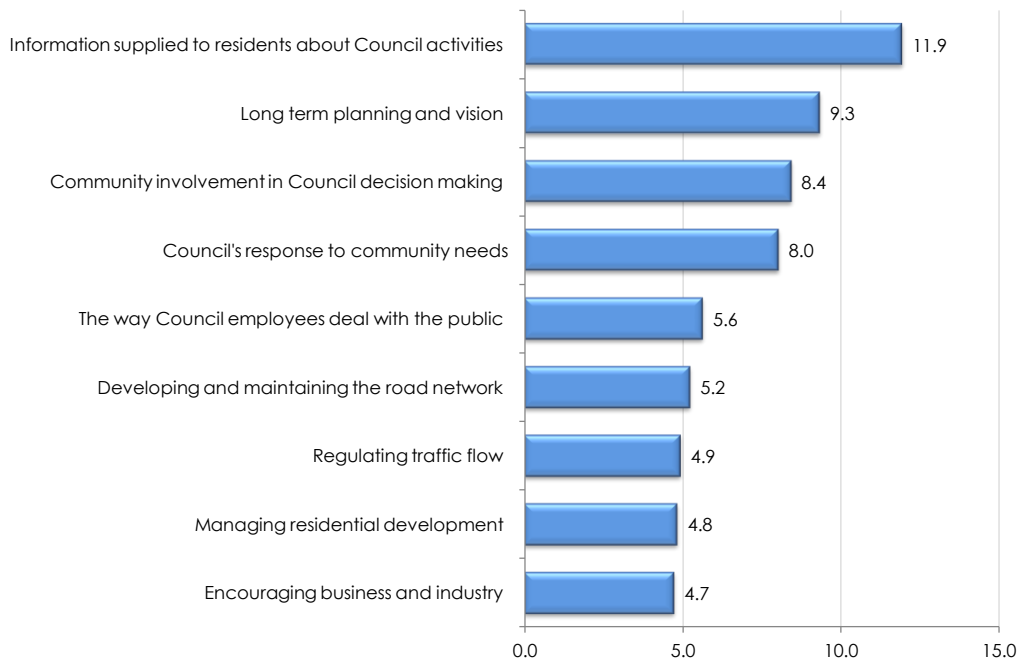
Key Findings

Key drivers of satisfaction with Cessnock City Council

The results in the chart below provide Cessnock City Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 9 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 23 attributes we obtained measures on have only a limited impact on the community's satisfaction with Cessnock City Council's performance. Therefore, whilst all 32 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 9 Indicators Account for over 60% of Overall Satisfaction with Council



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research

These 9 services/facilities are the key community priorities and by addressing these, Cessnock City Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'encouraging business and industry' contributes 4.7% towards overall satisfaction, while 'information supplied to residents about Council activities' (11.9%) is a far stronger driver, contributing over two times as much towards overall satisfaction with Council.

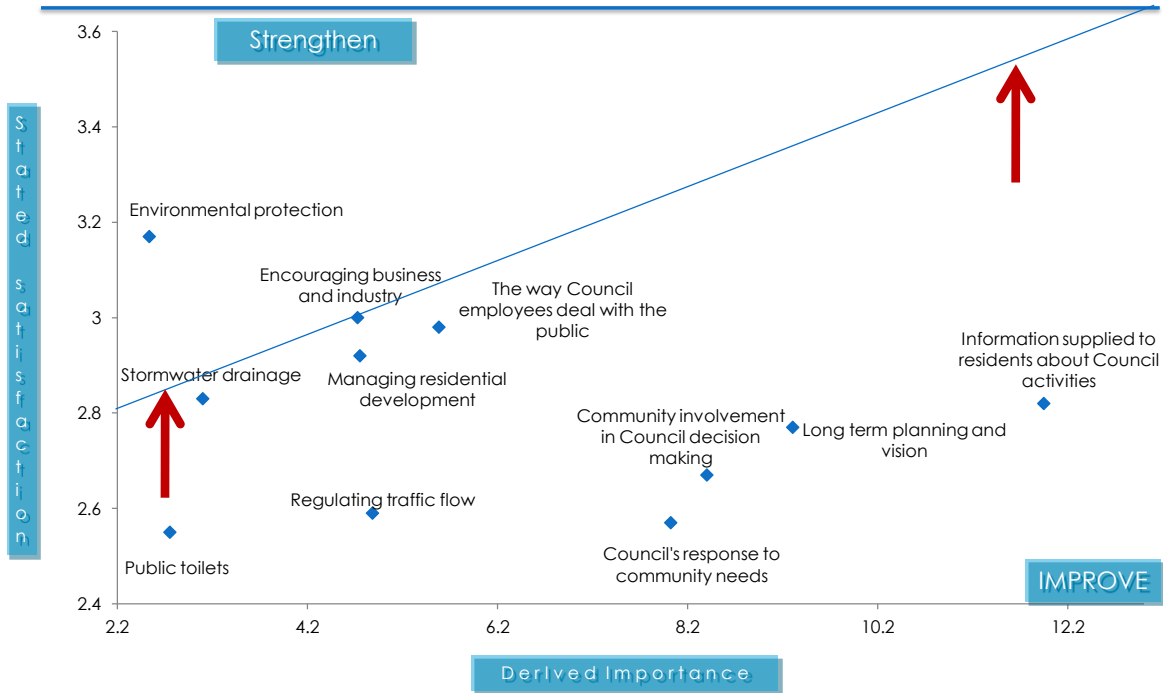
Key Findings

Clarifying priorities

If Cessnock City Council can address these core drivers, they will be able to improve resident satisfaction with their performance. There are a lot of issues and Council needs to identify improvements across many of these drivers in order to improve resident perception of Council performance.

Ideally Council would look to improve community satisfaction with the services/facilities that fall below the diagonal line.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The key drivers of overall community satisfaction with Council are 'information supplied to residents about Council activities' and 'long term planning and vision'



The key outcomes of this analysis indicate that 'information supplied to residents about Council activities' and 'long term planning and vision' are the most influential priority areas in shifting the community's perception of Council

Summary of Critical Outcomes

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies, Cessnock City Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Information supplied to residents about Council activities	11.9	1.43	Improve
Long term planning and vision	9.3	1.59	Improve
Community involvement in Council decision making	8.4	1.59	Improve
Council's response to community needs	8.0	1.83	Improve
The way Council employees deal with the public	5.6	1.36	Improve
Developing and maintaining the road network	5.2	3.16	Improve
Regulating traffic flow	4.9	1.84	Improve
Managing residential development	4.8	1.29	Improve
Encouraging business and industry	4.7	1.30	Improve

Conclusions

Residents' satisfaction with the overall performance of Council is the lowest we have observed since we started collecting benchmarks, and is significantly down on the rating received in 2009.

Reasons provided for stated dissatisfaction generally involved 'council in-fighting' (23%), being 'unhelpful with residents' concerns/needs' (22%) and issues surrounding the roads and road maintenance (17%).

In order to improve resident satisfaction with overall performance, Cessnock City Council needs to address a number of critical areas:

- The development and maintenance of the road network is a major issue for many residents both now and into the future. It is likely that this is an area where the community would strongly support any Council initiative, including the continuation of the roads' levy in order to address/remedy the situation
- The regression analysis indicates that Council needs to continue to focus on informing the community, consulting/sharing the long term vision for the LGA and responding to the needs of residents
- While residents are generally in agreement with the goals of the Cessnock 2020 Community Strategic Plan, they are not likely to feel that the current Council is offering civic leadership and effective governance
- 'The way Council employees deal with the public', 'regulating traffic flow', 'managing residential development' and 'encouraging business and industry' are also areas where the community would like to see Cessnock City Council make improvement

Recommendations

Based on the key findings from this research study, there are a number of areas that require action or further exploration.

Whilst some of these may not currently be feasible, based on the outcomes of this research we recommend that Cessnock City Council consider the following:

1. Seek a continuation of the existing roads' levy and communicate a proposed delivery plan
2. Explore the community's expectations around civic leadership and effective governance, as well as the role of Councillors as brand ambassadors
3. Look to inform and involve residents in shaping the short, medium and long term plans of Council
4. Clarify community expectations and requirements around 'customer service', 'residential development' and 'encouraging business and industry'

Next Steps

We would recommend that Cessnock City Council consider conducting a qualitative deep dive to clarify the community's understanding of, and attitudes toward, these core drivers of satisfaction. A series of resident workshops could further explore and inform the recommendations.



Section A

The Cessnock City Council Area as a Place to Live

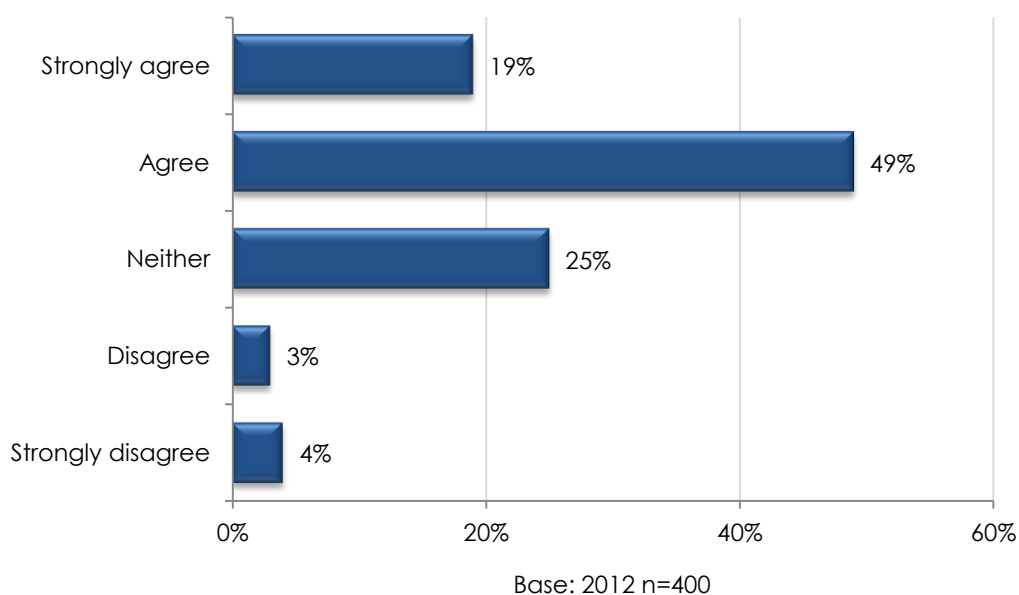
Summary

68% of residents indicate that they believe that Cessnock LGA is 'an area that offers a good quality of life'.

Those aged 18-29 rated this statement significant lower than aged 30-44 and 60+.

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

'The area offers a good quality of life'



	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
The area offers a good quality of life	3.45	3.87	3.77	3.89	3.82	3.71	3.77	3.76

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

Summary

There was a 'moderate' level of community agreement with the following statements:

- If there was a problem in my community, people would band together to solve it (49%)
- Arts, entertainment and culture are well catered for (47%)
- There is a strong community spirit in the Cessnock area (45%)
- It is a safe place to live (39%)

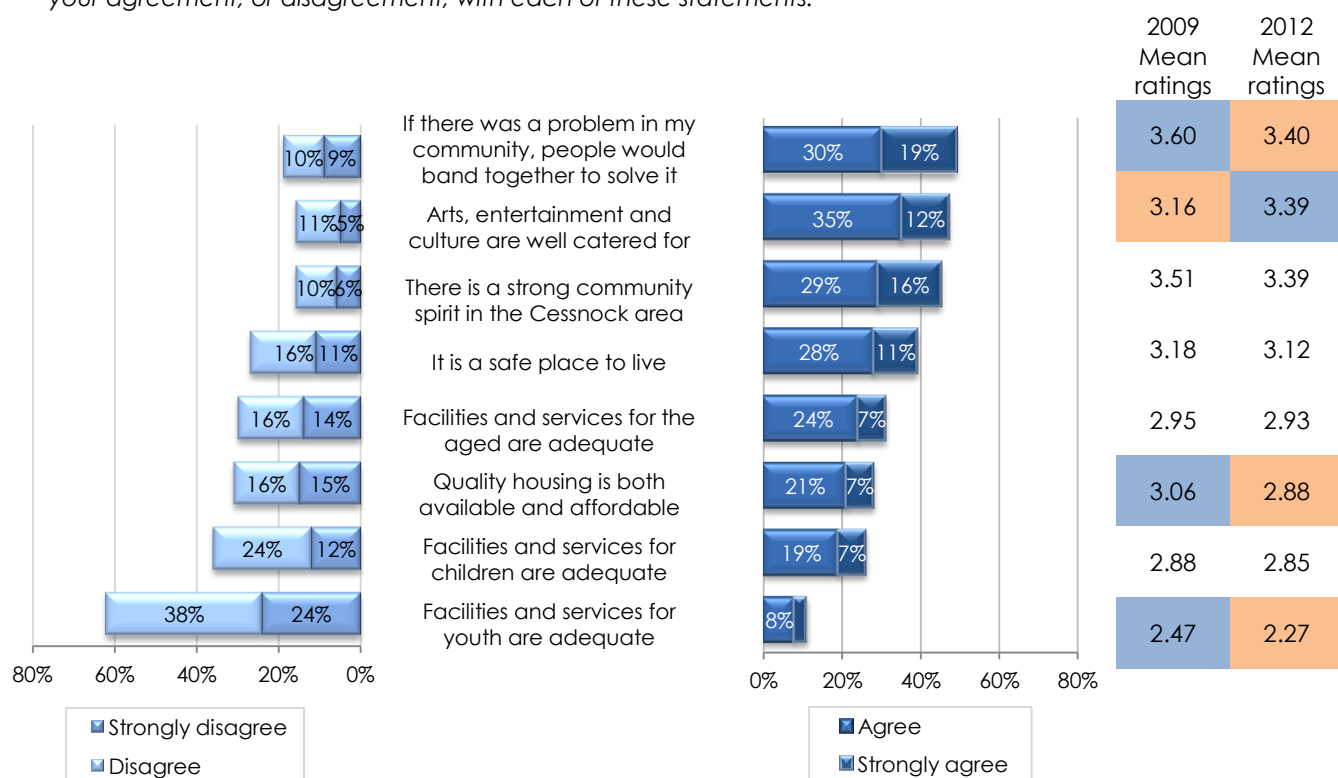
There was a 'moderately low' level of community agreement with the following statements:

- Facilities and services for the aged are adequate (31%)
- Quality housing is both available and affordable (28%)
- Facilities and services for children are adequate (26%)

62% of residents disagreed that the facilities and services for youth in the Cessnock LGA are adequate. This result is based on the broader population and differs from the users who rated Council's provision of these services as important and consequently their levels of satisfaction differ.

Some significant differences were observed by age and gender. Additionally, there has been a weakening in community perceptions for some of these measures since 2009.

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.



Base: 2009 n=500, 2012 n=400

	18 - 29	30 - 44	45 - 59	60 +	Male	Female
If there was a problem in my community, people would band together to solve it	2.68	3.48	3.58	3.67	3.19	3.59
Arts, entertainment and culture are well catered for	3.21	3.53	3.29	3.46	3.27	3.50
It is a safe place to live	2.86	3.12	3.03	3.35	3.11	3.12

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

Summary

There was a 'high' to 'very high' level of community agreement with the following statements:

- The vineyards play an important role in the local economy (90%)
- Conferences and events are important for the area (85%)
- Tourism is promoted well (72%)

There was a 'moderate' level of community agreement with the following statements:

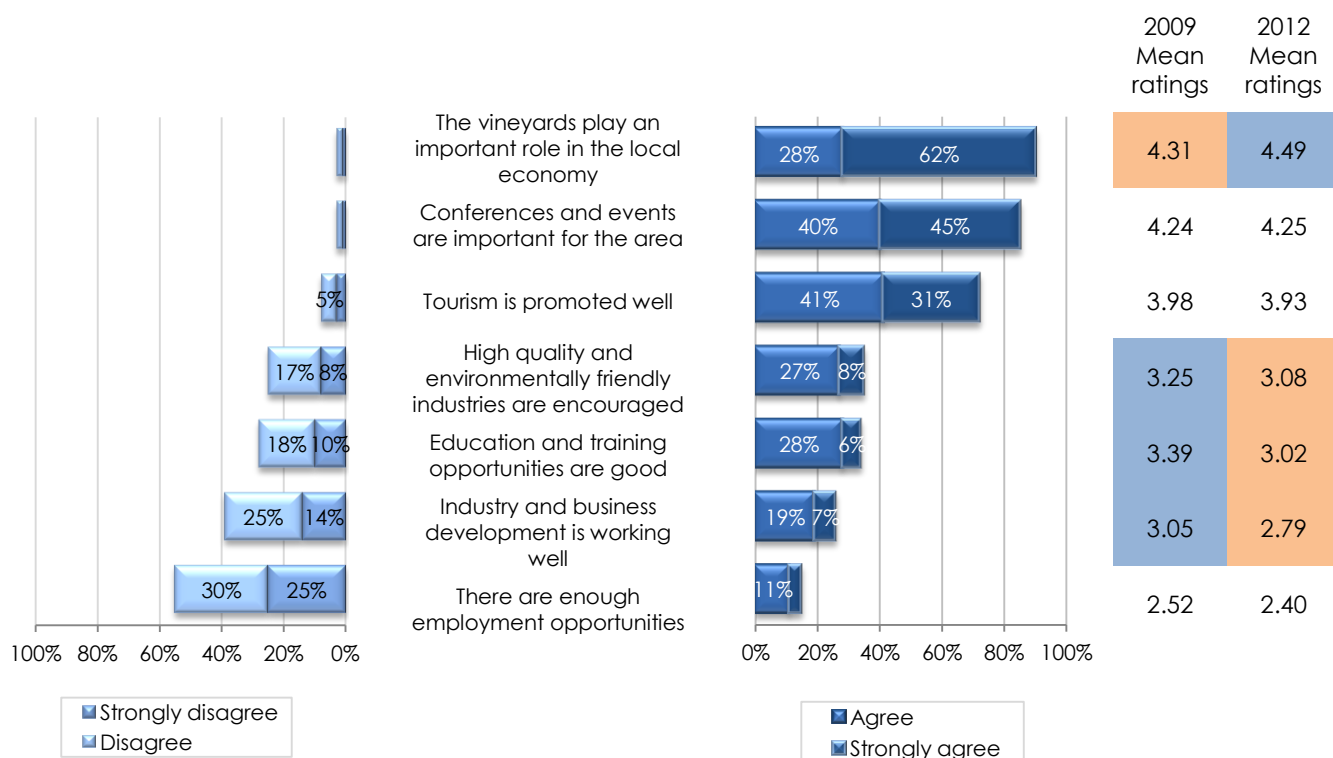
- High quality and environmentally friendly industries are encouraged (35%)
- Education and training opportunities are good (34%)

There was only a 'moderately low' to 'low' level of agreement that 'industry and business development is working well' (26%) and 'there are enough employment opportunities' (15%).

Significant differences were found by age and gender for 'industry and business development is working well'.

Additionally, there has been a weakening in community perceptions for some of these measures since 2009.

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.



Base: 2009 n=500, 2012 n=400

	18 - 29	30 - 44	45 - 59	60 +	Male	Female
Industry and business development is working well	2.99	2.89	2.55	2.77	2.67	2.90

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

Summary

There was a 'moderately high' to 'high' level of community agreement with the following statements:

- The bushland that supports a diversity of native plants and animals is valuable (80%)
- Waste collection and disposal are well managed (63%)
- The area's heritage is well conserved (58%)

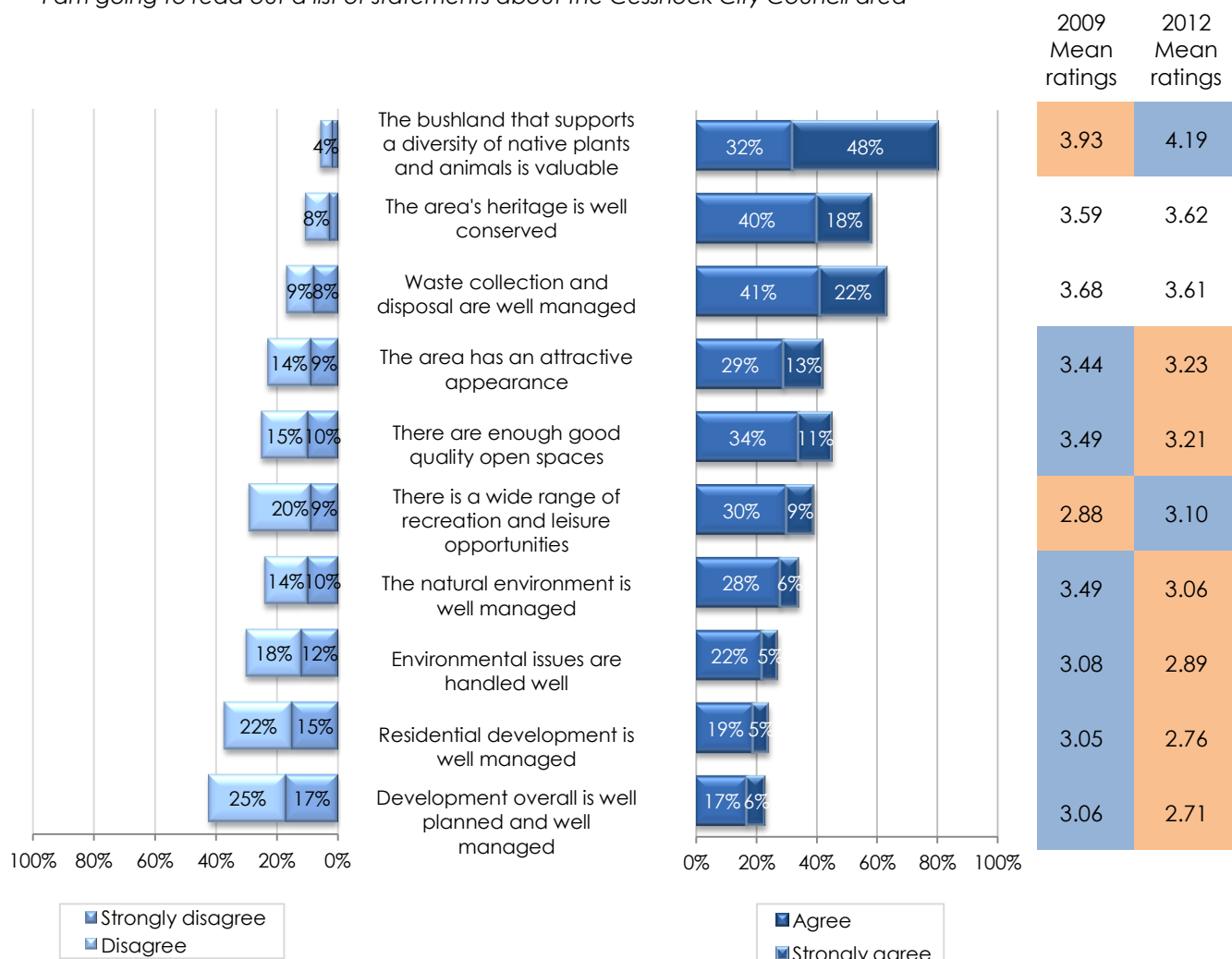
There was a 'moderately low' level of community agreement with the following statements:

- Environmental issues are handled well (27%)
- Residential development is well managed (24%)
- Development overall is well planned and well managed (23%)

Across the remaining statements there was a 'moderate' level of community agreement.

Agreement with 6 out of the 10 environmental statements has declined since 2009.

Q. I am going to read out a list of statements about the Cessnock City Council area



Base: 2009 n=500, 2012 n=400

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)



Summary

Compared to residents aged 60+, 18-29 year olds were significantly less likely to agree that:

- The area has an attractive appearance
- There are enough good quality open spaces

	18 - 29	30 - 44	45 - 59	60 +	Male	Female
The area has an attractive appearance	2.96	3.14	3.33	3.40	3.26	3.21
There are enough good quality open spaces	2.90	3.29	3.22	3.35	3.32	3.11

Mean ratings: 1 = strongly disagree, 5 = strongly agree

-  = A significantly higher level of agreement (by group)
-  = A significantly lower level of agreement (by group)

Summary

There was a 'moderately low' level of community agreement with the following statements:

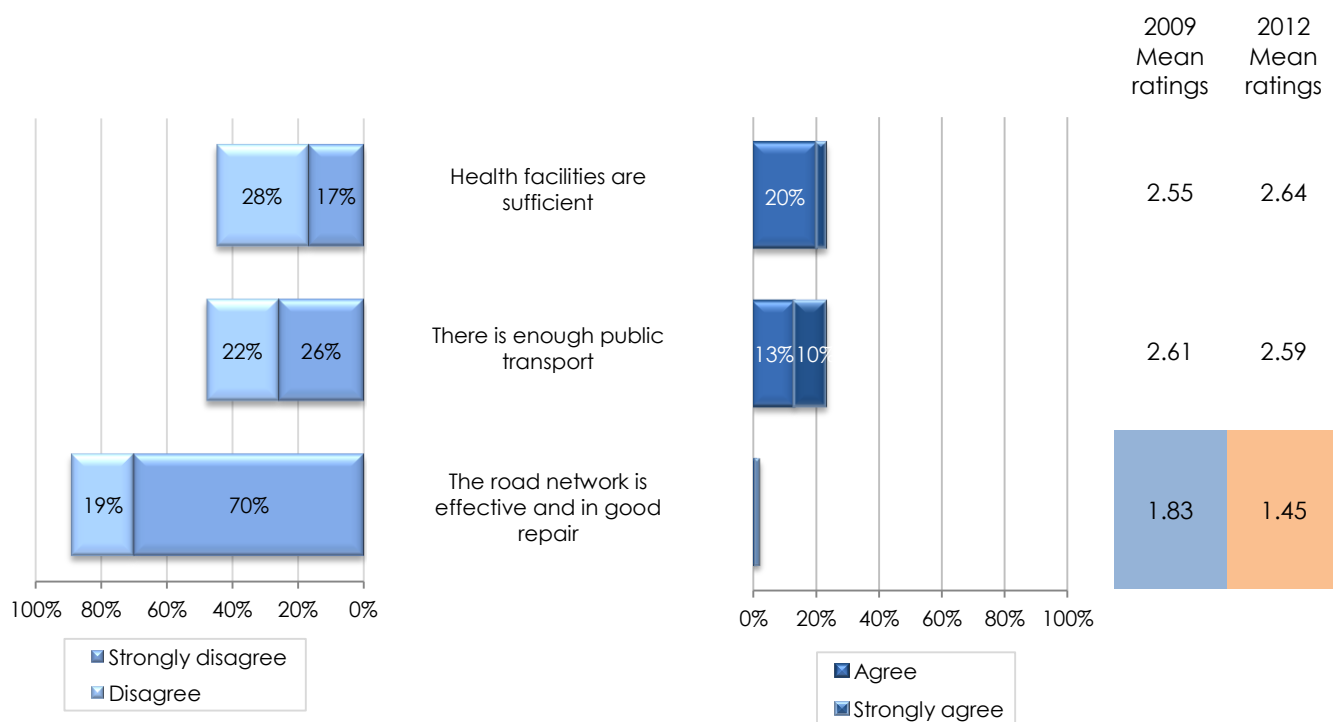
- Health facilities are sufficient (23%)
- There is enough public transport (23%)

89% of residents disagreed with the statement 'the road network is effective and in good repair'. Agreement with this measure has significantly declined since 2009.

Residents aged 45-59 and females were significantly less likely to agree that 'health facilities are sufficient'.

Those aged 30-44 were significantly more likely to agree that 'there is enough public transport' than were those aged 45-59.

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.



Base: 2009 n=500, 2012 n=400

	18 - 29	30 - 44	45 - 59	60 +	Male	Female
Health facilities are sufficient	2.67	2.63	2.38	2.82	2.81	2.48
There is enough public transport	2.63	2.83	2.32	2.59	2.66	2.53

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

Summary

There was a 'moderate' level of community agreement with the following statements:

- People volunteer and get involved in their community (54%)
- The opportunity exists for me to be involved in making decisions about my community (34%)

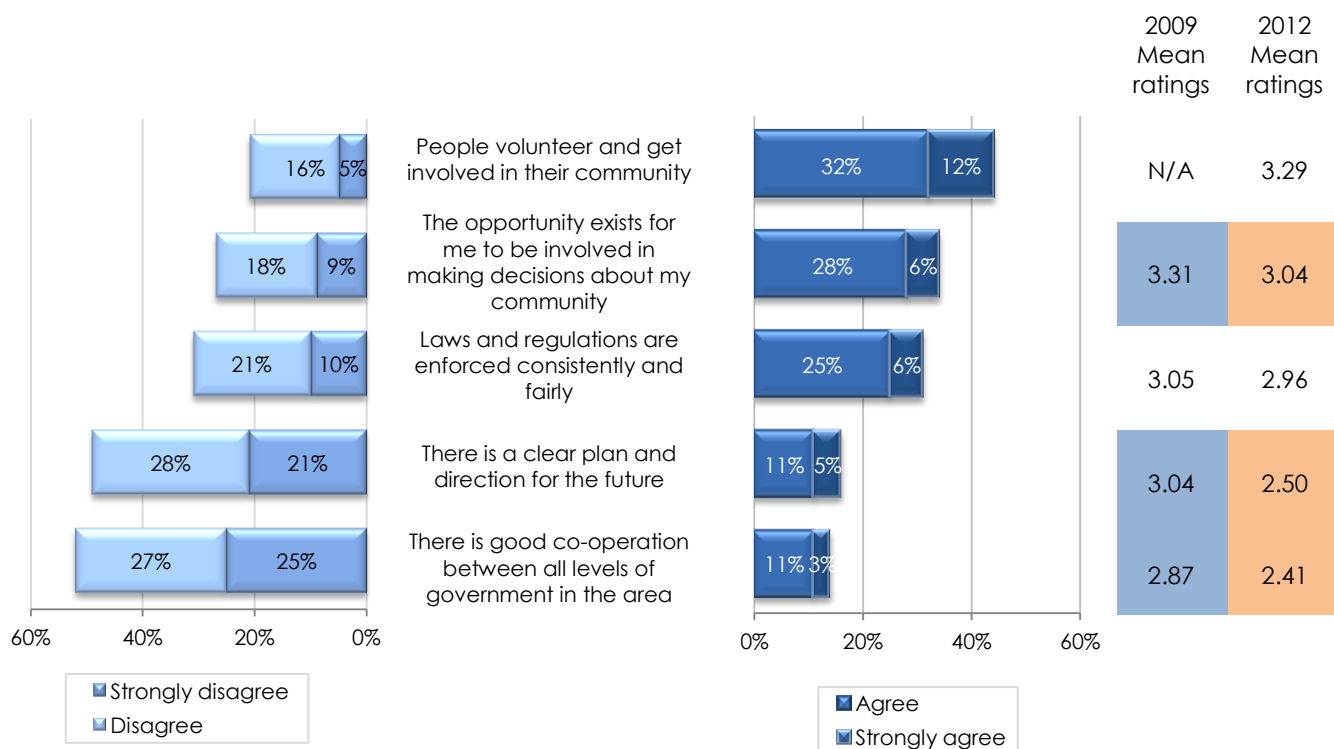
18-29 were significantly less likely to feel that 'people volunteer and get involved in their community' than older age groups.

There was a 'moderately low' to 'low' level of community agreement with the following statements:

- Laws and regulations are enforced consistently and fairly (31%)
- There is a clear plan and direction for the future (16%)
- There is good co-operation between all levels of government in the area (14%)

Since 2009, significant declines were observed across 3 of the 4 comparable statements.

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.



Base: 2009 n=500, 2012 n=400

	18 - 29	30 - 44	45 - 59	60 +	Male	Female
People volunteer and get involved in their community	2.86	3.40	3.34	3.45	3.24	3.34

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)



Section B

Priority Issues Within the Cessnock City Council Area

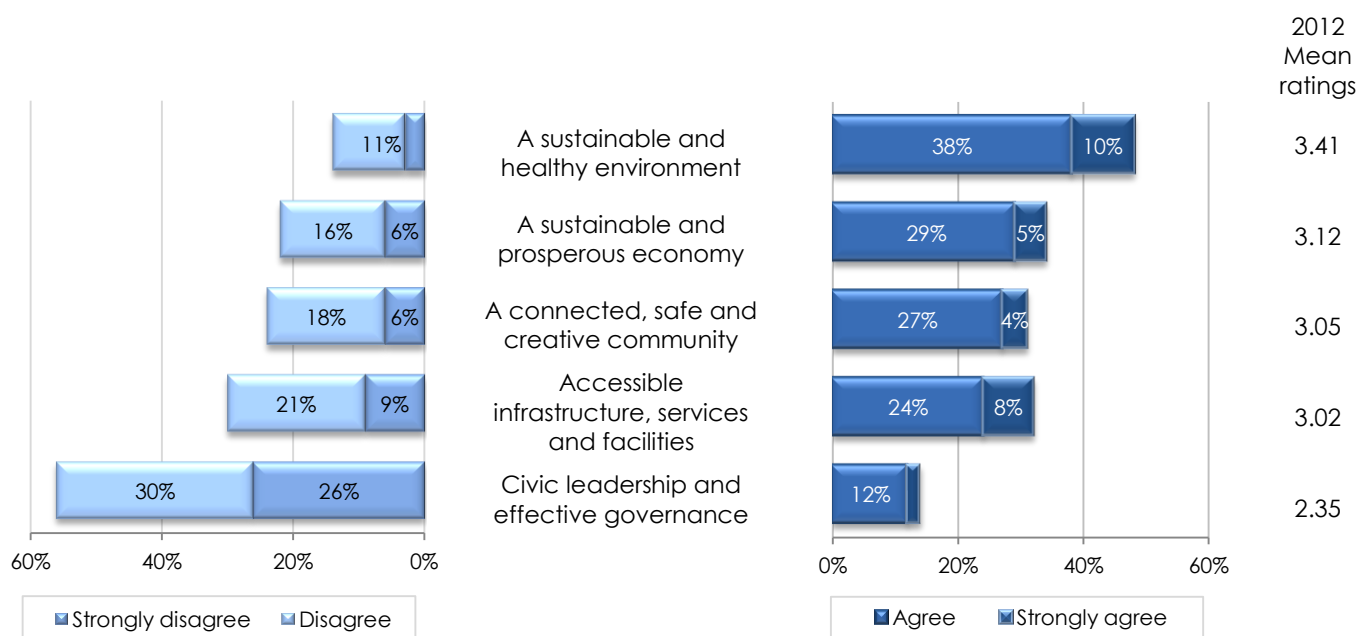
Cessnock 2020 Outcomes and How Well They Describe the Cessnock LGA

Summary

Overall residents expressed a 'moderate' level of agreement with 4 out of the 5 desired outcomes of the Cessnock 2020 community strategic plan. This indicates that they feel these statements describe their perceptions of the Cessnock LGA.

The exception was 'civic leadership and effective governance' which only achieved a 'low' level of agreement. On this measure, males were significantly less positive than females.

Q. The community identified five desired outcomes in the community strategic plan, Cessnock 2020. How well do you think the following statements describe the Cessnock local government area?



Base: 2012 n=400

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	Overall
Civic leadership and effective governance	2.61	2.31	2.29	2.25	2.16	2.53	2.35

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

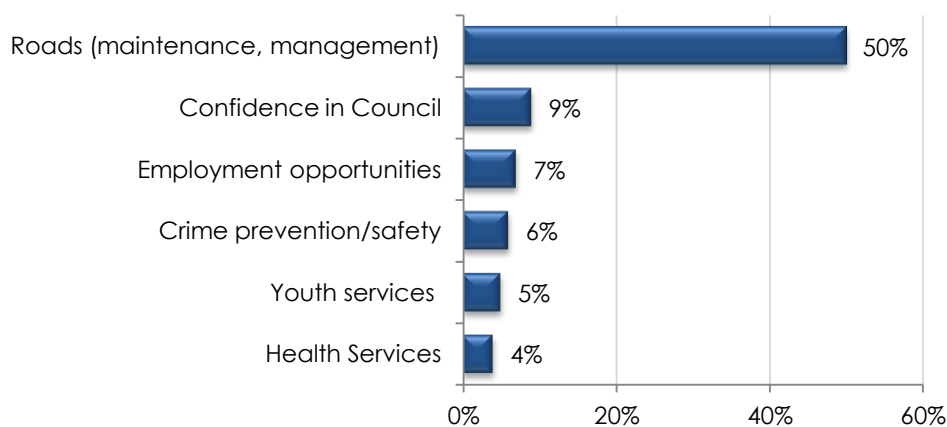
Highest Priority Issue Within the Cessnock City Council Area

Summary

The maintenance and management of roads was the key community priority across the whole of the Cessnock LGA with 50% of residents indicating this as the primary priority for the area.

Confidence in Council, employment, crime prevention, health services and youth services were the other key mentions.

Q. What do you believe is currently the highest priority issue within the Cessnock City Council area?



Base: 2012 comments n=398

Verbatim Responses:

"We need higher police visibility"

"More youth activities to reduce crime and vandalism"

"Maintenance and proper construction of roads"

"Council need to stop bickering internally and get jobs done for residents"

"Promoting the area as much as possible to increase local employment"

"There is a lack of employment opportunities due to the lack of development going on in the area"



Section C

Detailed Findings

**Importance of, and Satisfaction with,
Council Services and Facilities**

Importance of, and Satisfaction with, Council Services

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

Interpreting the mean scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

We Explored Resident Response to 33 Service Areas



Overall Performance

Council's performance overall

Community

Community services and facilities planning

Buildings for community activities and meetings

Facilities and services for youth

Library services

Public toilets

Inspection of the health and hygiene of local restaurants and takeaway shops

Performing Arts Centre

Economy

Presentation of the CBD main streets

Encouraging business and industry

Environment

Managing residential development

Heritage conservation

Environmental protection

Noxious weed control

Maintaining open space and bushland

Parks and recreation areas

Sporting fields and buildings

Swimming pools

Cemetery management

Waste collection and disposal

Recycling and waste reduction

Infrastructure

Developing and maintaining the road network

Regulating traffic flow

Footpaths

Cycleways

Kerb and guttering

Stormwater drainage

Flood prevention

Governance

Information supplied to residents about Council activities

The way Council employees deal with the public

Council's response to community needs

Community involvement in Council decision making

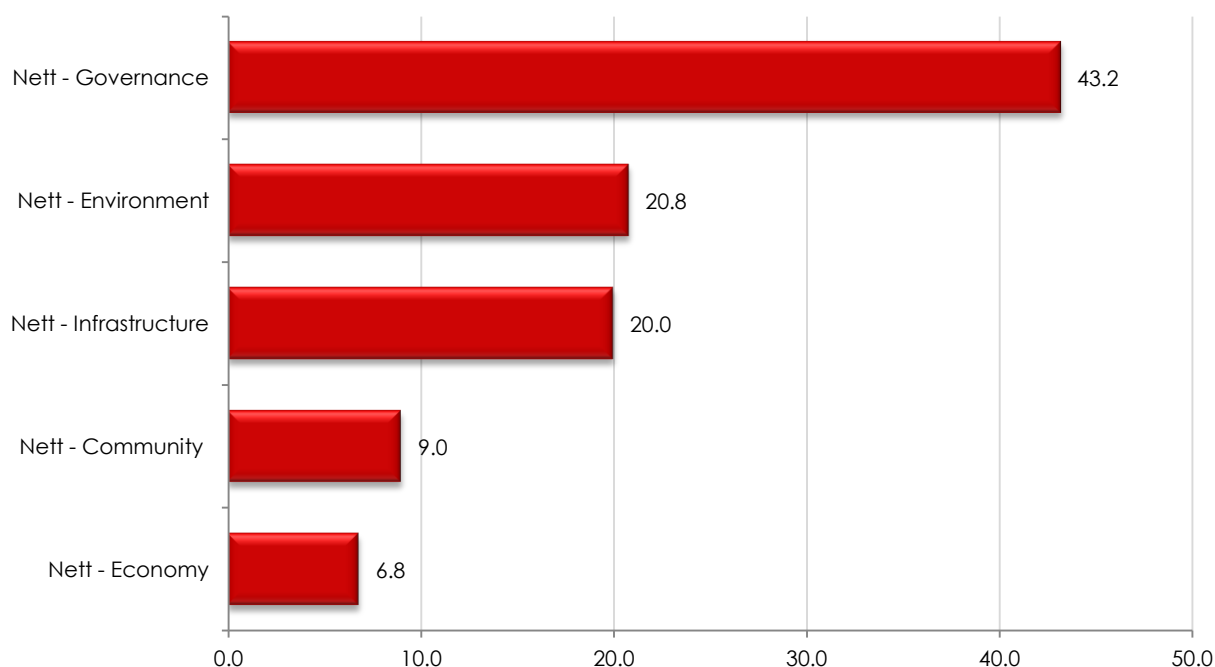
Long term planning and vision

Developed in conjunction with the
Cessnock City Council Project Team

micromex
research

Key Service Areas' Contribution to Overall Satisfaction

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



'Governance' (43%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner included:






- Information supplied to residents about Council activities
- The way Council employees deal with the public
- Council's response to community needs
- Community involvement in Council decision making
- Long term planning and vision

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Governance' are core drivers of resident satisfaction.

Interpreting Performance Gap

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. To identify the performance gap, we subtract the rated satisfaction mean score from the stated importance mean scores:

Performance gap

1.50 or higher	Extremely high gap between importance and satisfaction
	⇒ Requires Immediate Action – Code Violet
0.90 – 1.49	Moderately high – Very high gap between importance and satisfaction
	⇒ Requires Immediate Investigation – Code Red
0.20 – 0.89	Moderately low – Moderate gap between importance and satisfaction
	⇒ Monitor – Code Grey
0.00 – 0.19	Minimal gap between importance and satisfaction
	⇒ Monitor – Code Blue
Less than Zero	Negative performance gap between importance and satisfaction
	⇒ Revisit/Reconsider Resource Allocation – Code Green

Correlations – definitions

We have run analysis across 3 areas of interest:

- Age
- Gender
- Results from the survey conducted in 2009

Overview of Rating Scores

Importance – overall

Very high Council's overall performance

Importance – by age

There were no significant differences between the ages.

Importance – by gender

There were no significant differences between the genders.

Importance – year

There was no significant difference between the results from 2009 and 2012.

Satisfaction – overall

Low Council's overall performance

Satisfaction – by age

There were no significant differences between the ages.

Satisfaction – by gender

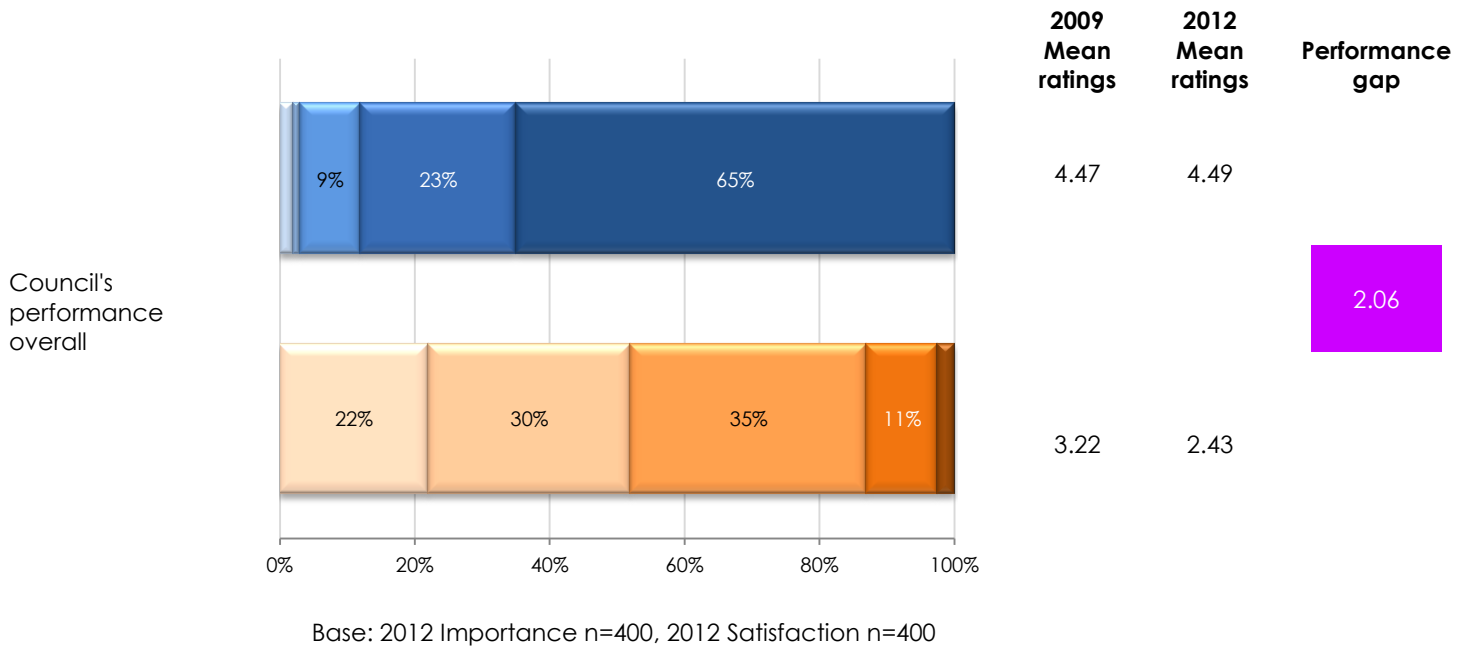
There were no significant differences between the genders.

Satisfaction – by year

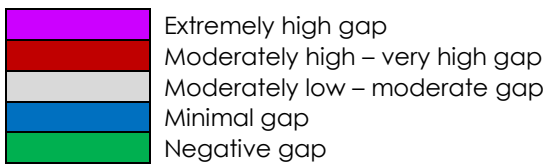
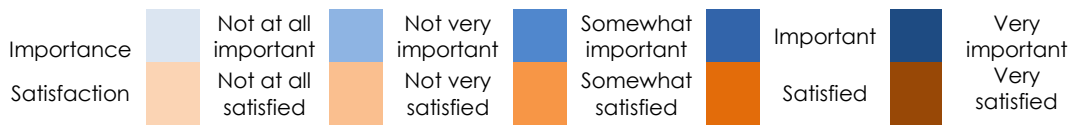
There was a significant decrease in satisfaction with 'Council's overall performance' when compared with the results from 2009.

Importance of, and Satisfaction with, Council Services and Facilities

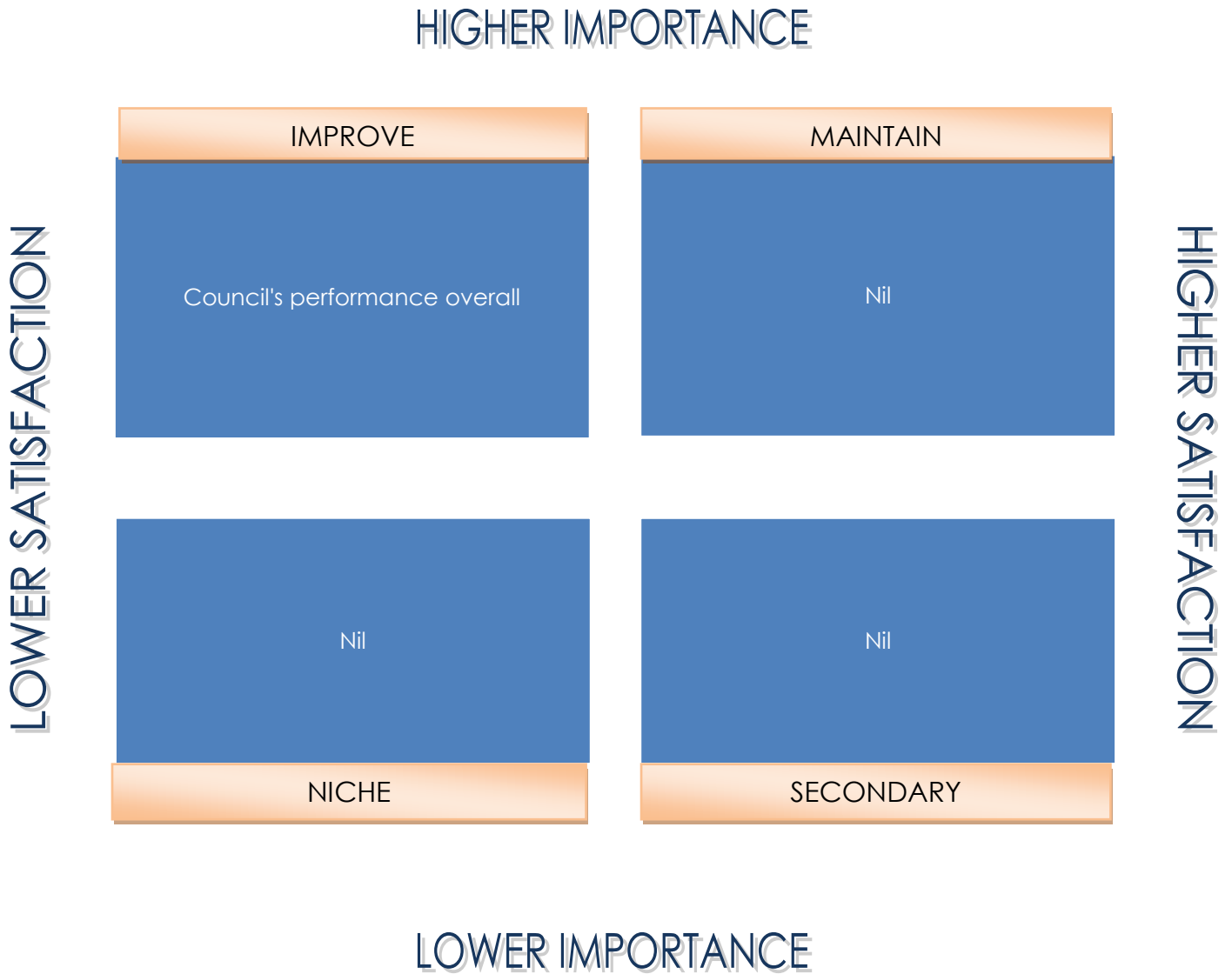
Overall Performance



Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to improve:

- Council's performance overall

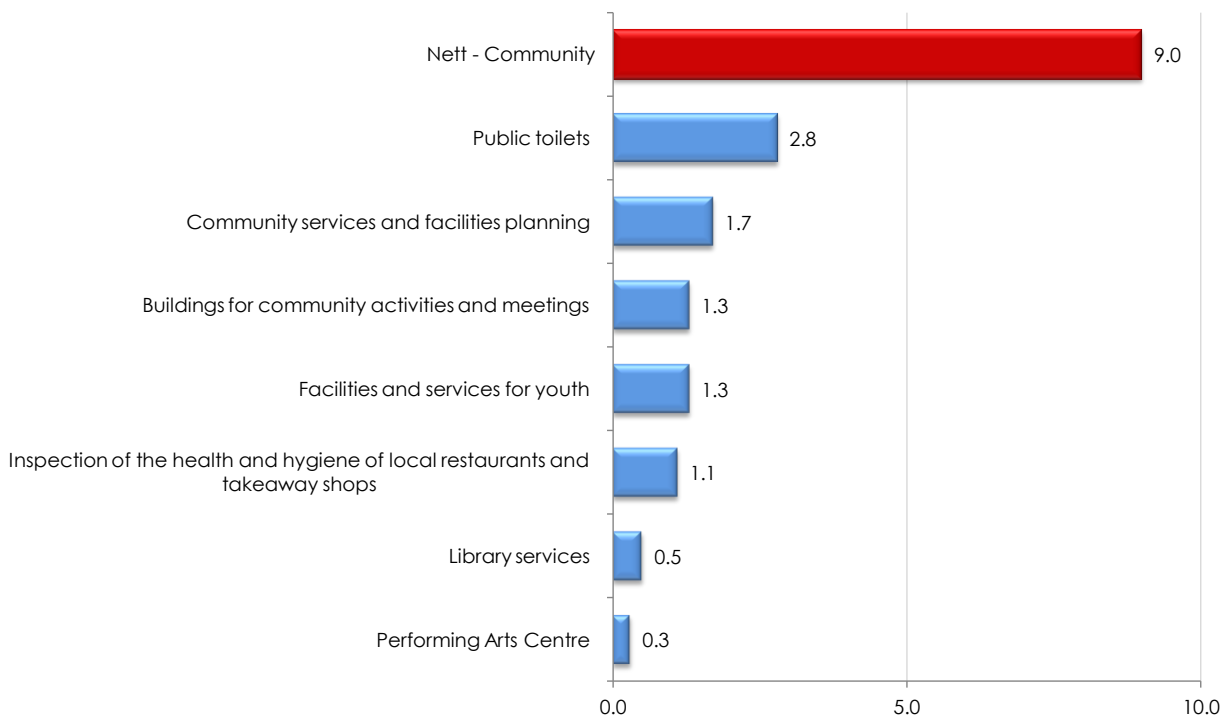
Services and facilities explored included:

- Community services and facilities planning
- Buildings for community activities and meetings
- Facilities and services for youth
- Library services
- Public toilets
- Inspection of the health and hygiene of local restaurants and takeaway shops
- Performing Arts Centre

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for 9% of overall satisfaction, based on the regression analysis.

Community – 9% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Very high	Inspection of the health and hygiene of local restaurants and takeaway shops
High	Public toilets
Moderately high	Library services
	Facilities and services for youth
	Performing Arts Centre
	Community services and facilities planning
Moderate	Buildings for community activities and meetings

Importance – by age

Residents aged 18-34 deemed the importance of 'community services and planning' to be less important than did those aged 30+, the importance of 'buildings for community activities and meetings' to be lower than did those aged 30-59, and the importance of the 'Performing Arts Centre' to be lower than did those aged 45+.

Importance – by gender

Females were significantly more likely to give higher importance ratings to 4 of the 7 criteria, including 'facilities and services for youth', 'library services', 'inspection of the health and hygiene of local restaurants and takeaway shops' and the 'Performing Arts Centre'.

Importance – by year

Compared to 2009, the importance of 'community services and facilities planning', 'buildings for community activities and meetings', 'facilities and services for youth' and 'inspection of the health and hygiene of local restaurants and takeaway shops' had significantly decreased.

Satisfaction – overall

High	Library services
	Performing Arts Centre
Moderate	Inspection of the health and hygiene of local restaurants and takeaway shops
	Buildings for community activities and meetings
	Community services and facilities planning
Moderately low	Facilities and services for youth
	Public toilets

Satisfaction – by age

Residents aged 18-29 were significantly less satisfied with the provision of 'library services' than were those aged 30-44 and 60+, and with the provision of 'public toilets' than were those aged 60+.

Satisfaction – by gender

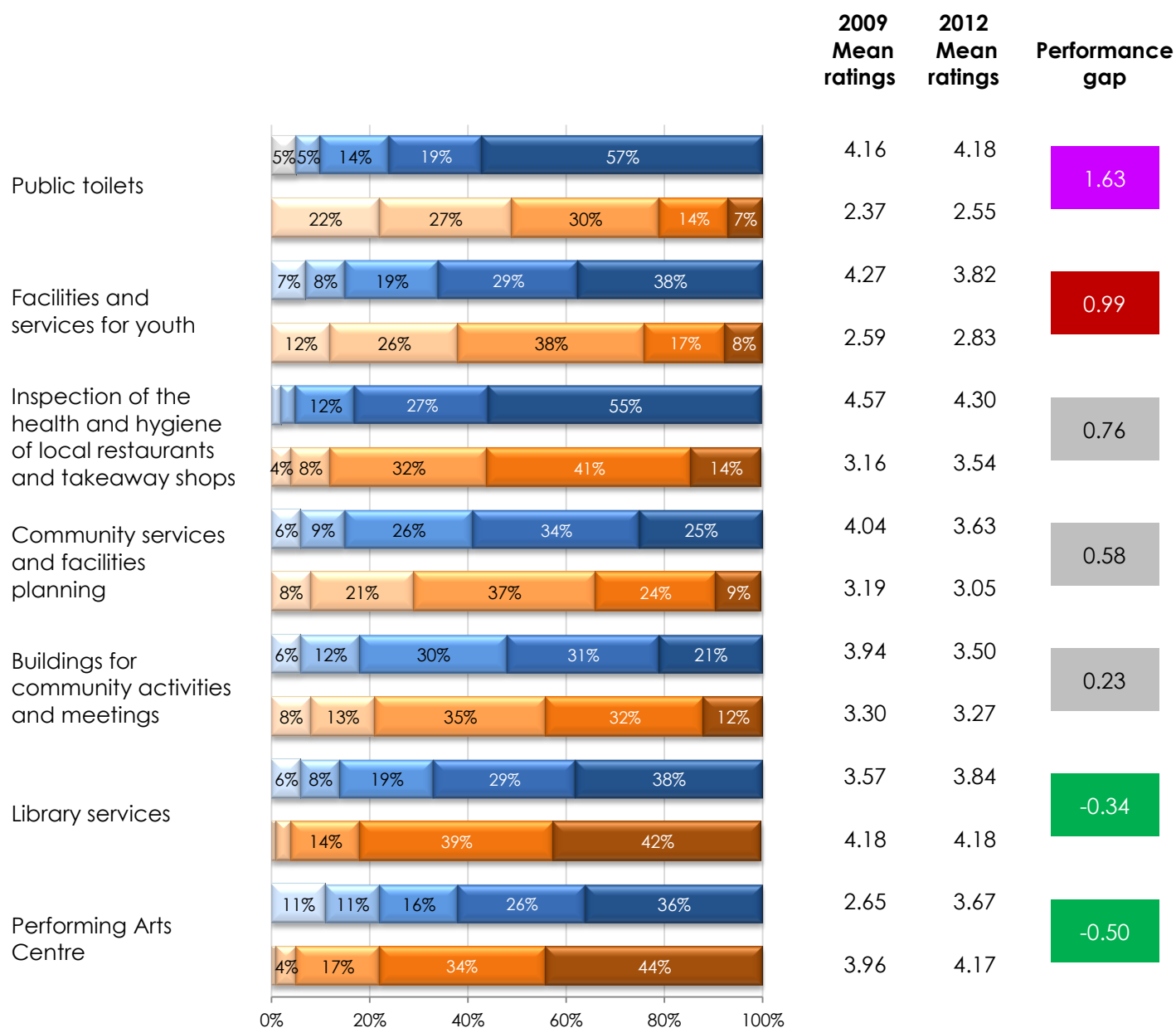
Females were significantly more satisfied with 'library services' and the 'Performing Arts Centre' than were males.

Satisfaction – by year

Compared to 2009, satisfaction had increased for 'facilities and services for youth', 'public toilets', 'inspection of the health and hygiene of local restaurants and takeaway shops' and the 'Performing Arts Centre'.

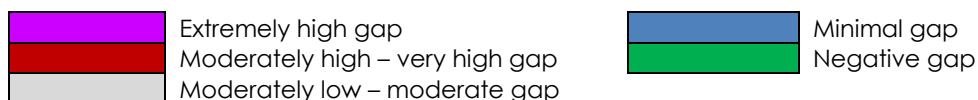
Importance of, and Satisfaction with, Council Services and Facilities

Community

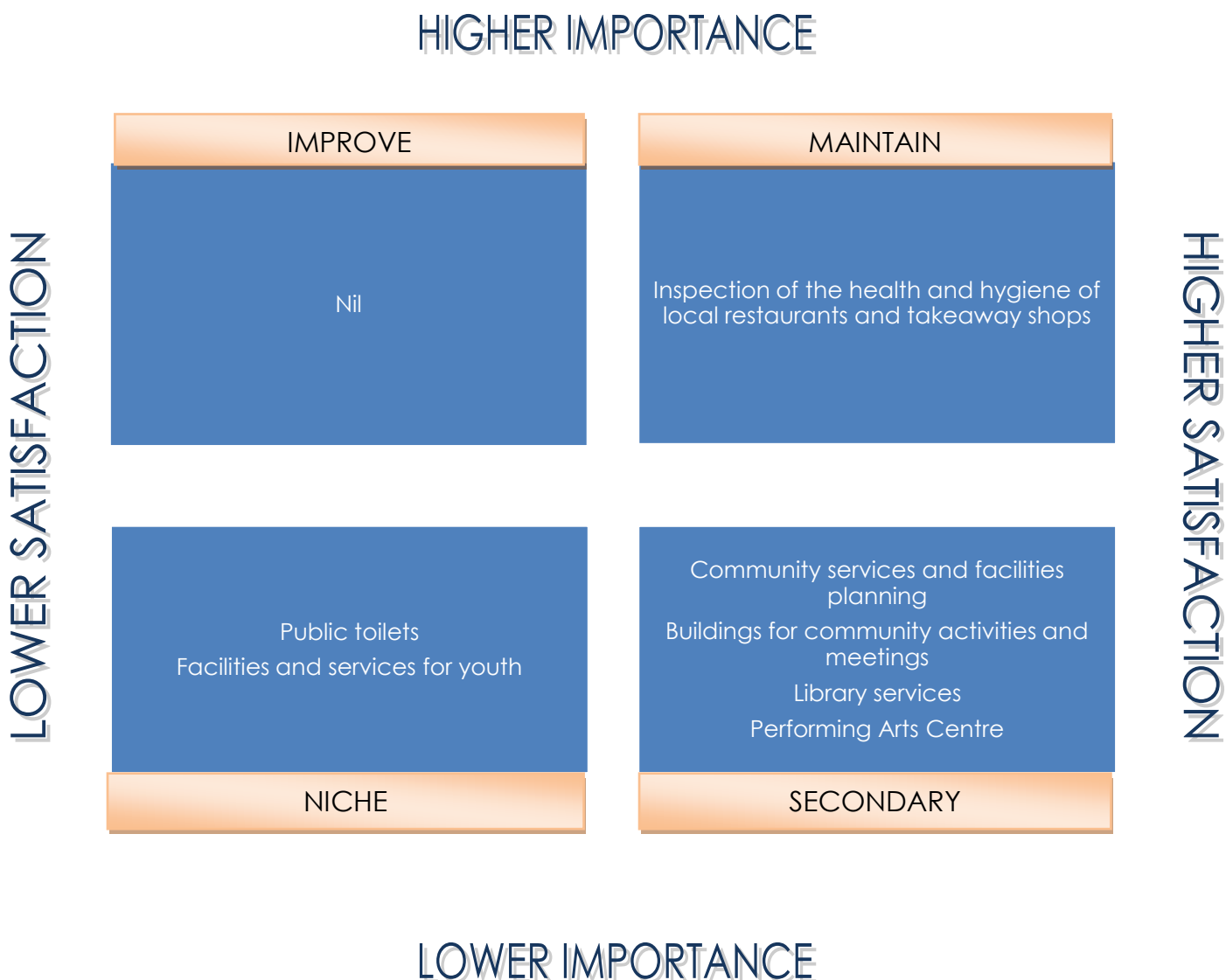


Base: 2012 Importance n=400, 2012 Satisfaction n=210-320

Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to foster and maintain resident satisfaction with:

- Inspection of the health and hygiene of local restaurants and takeaway shops

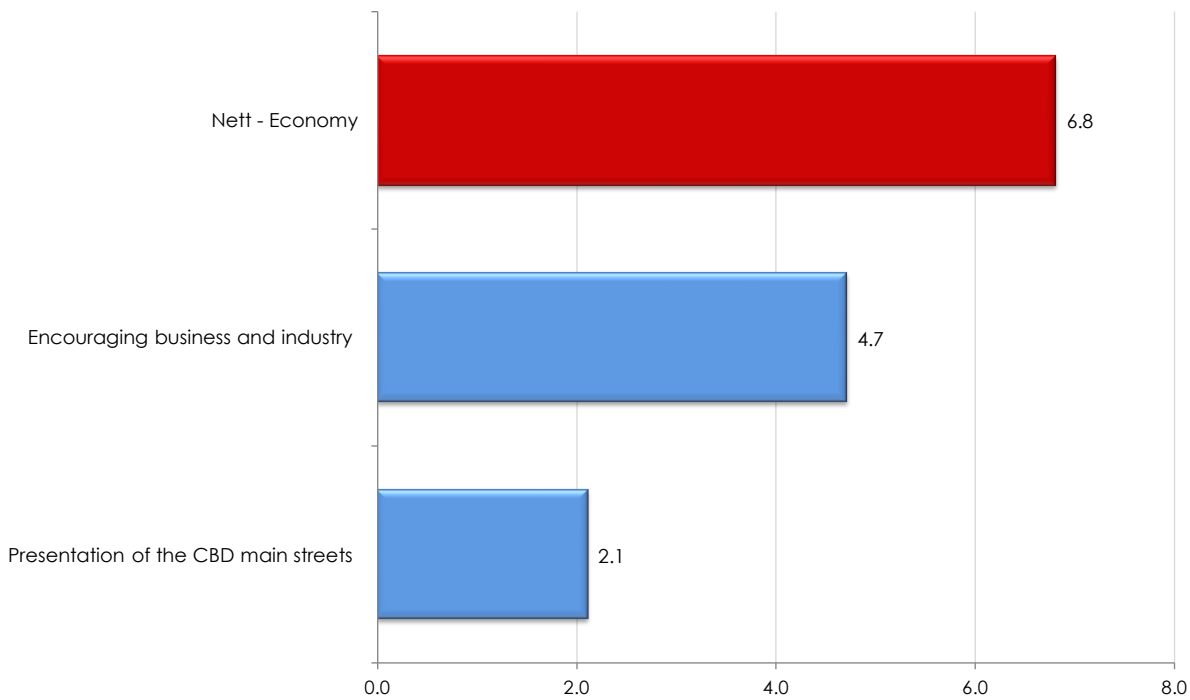
Services and facilities explored included:

- Presentation of the CBD main streets
- Encouraging business and industry

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 7% of overall satisfaction, based on the regression analysis.

Economy – Almost 7% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Very high Encouraging business and industry
High Presentation of the CBD main streets

Importance – by age

Residents aged 45-59 rated the importance of 'encouraging business and industry' significantly higher than did those aged 18-29.

Importance – by gender

Females deemed the importance of 'presentation of the CBD main streets' to be higher than did males.

Importance – by year

Compared to 2009, residents rated 'presentation of the CBD main streets' and 'encouraging business and industry' lower in importance.

Satisfaction – overall

Moderate Presentation of the CBD main streets
 Encouraging business and industry

Satisfaction – by age

There were no significantly statistical differences by age.

Satisfaction – by gender

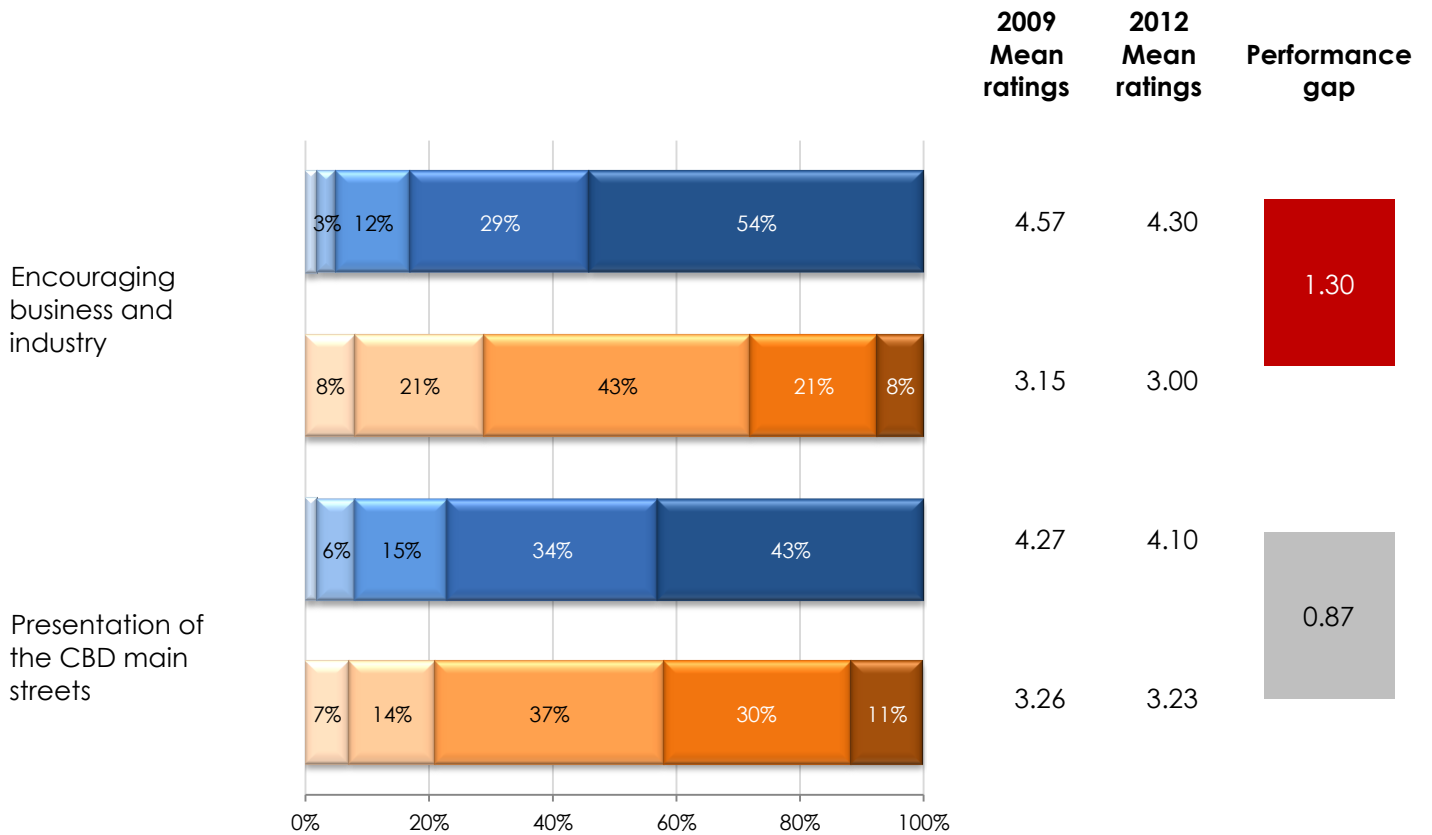
There were no significantly statistical differences by gender.

Satisfaction – by year

Compared to 2009, there were no significantly statistical differences.

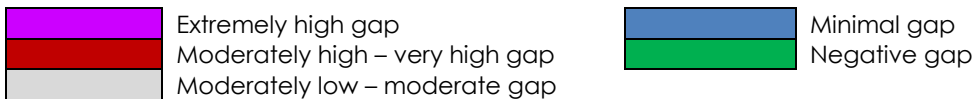
Importance of, and Satisfaction with, Council Services and Facilities

Economy

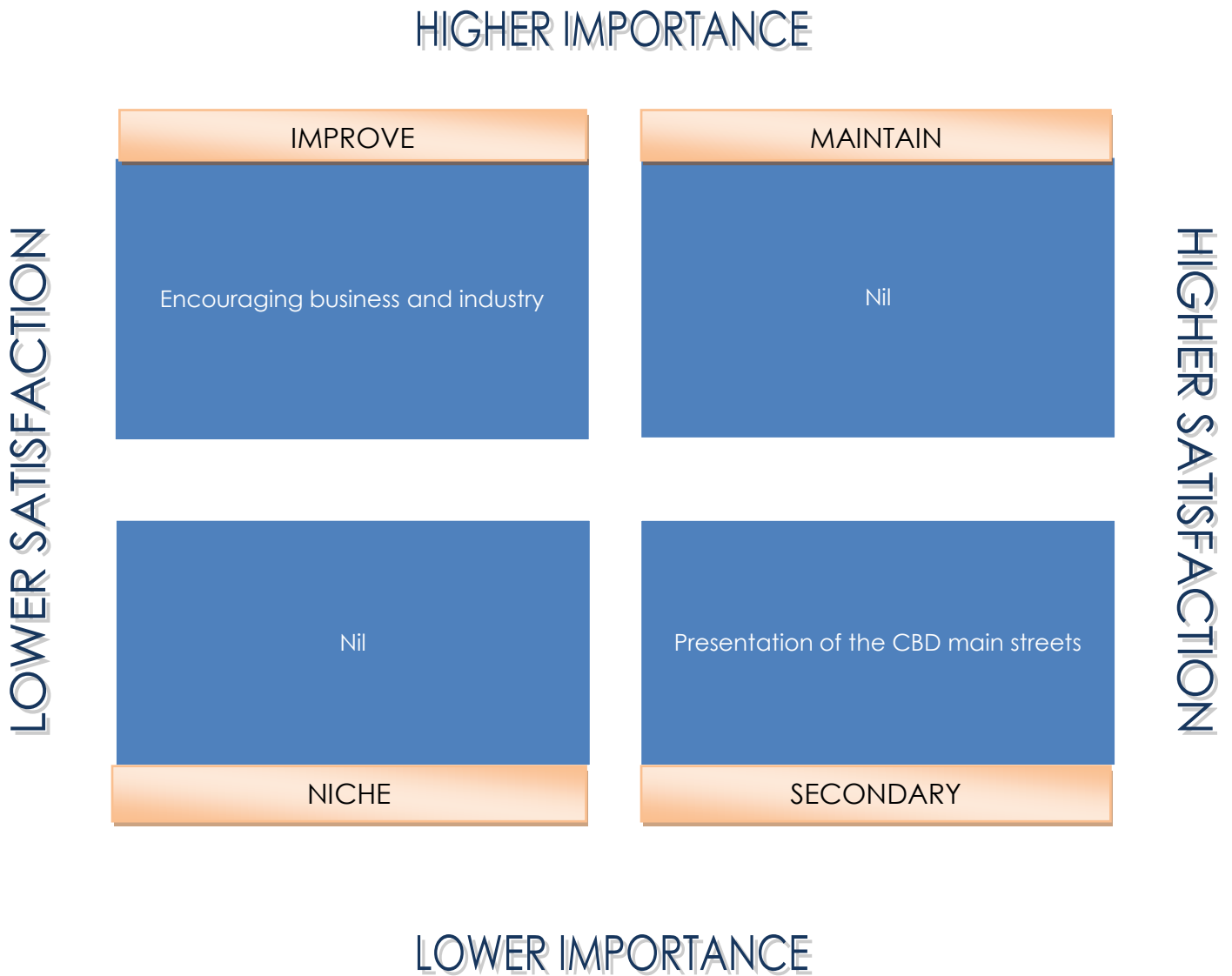


Base: 2012 Importance n=400, 2012 Satisfaction n=308-329

Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to improve:

- Encouraging business and industry

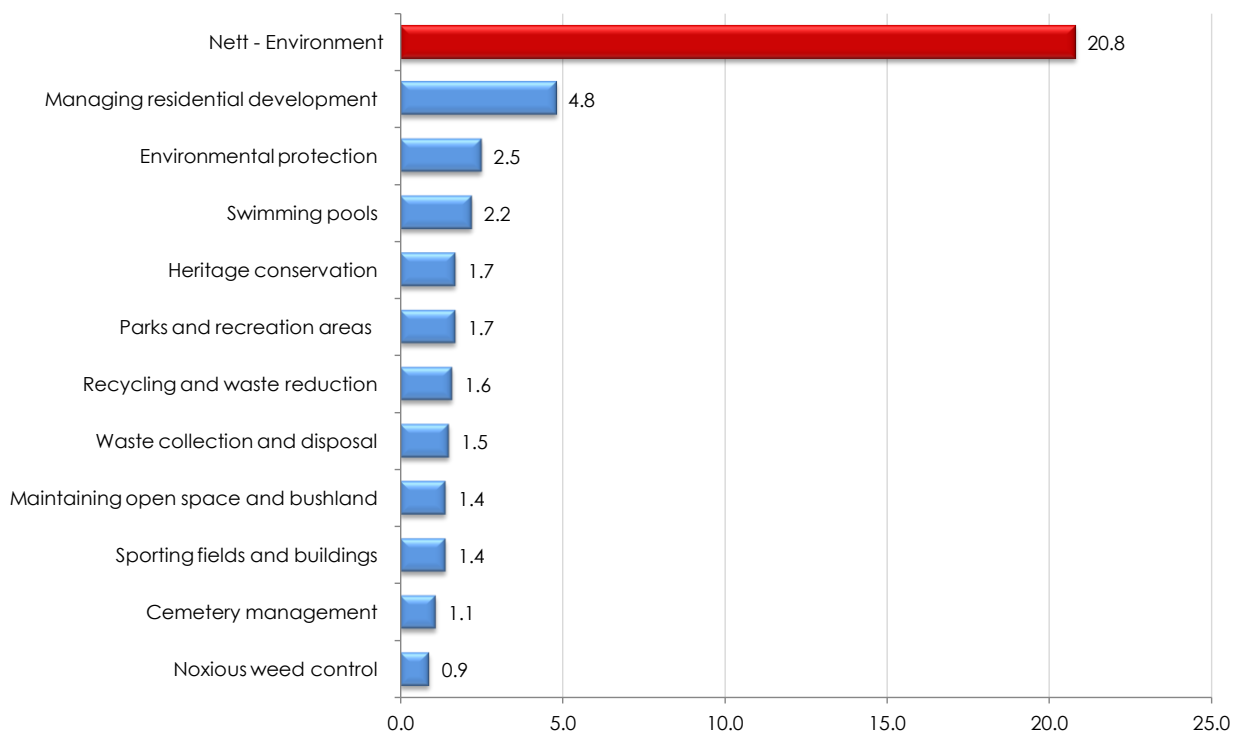
Services and facilities explored included:

- Managing residential development
- Heritage conservation
- Environmental protection
- Noxious weed control
- Maintaining open space and bushland
- Parks and recreation areas
- Sporting fields and buildings
- Swimming pools
- Cemetery management
- Waste collection and disposal
- Recycling and waste reduction

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 20% of overall satisfaction, based on the regression analysis.

Environment – Over 20% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Extremely high	Recycling and waste reduction Waste collection and disposal
Very high	Parks and recreation areas Maintaining open space and bushland Environmental protection Sporting fields and buildings
High	Managing residential development Noxious weed control Swimming pools Cemetery management Heritage conservation

Importance – by age

Residents aged 45-59 rated the importance of 'noxious weed control' significantly higher than did those aged 18-29.

Importance – by gender

Females rated the importance of 7 of the 10 criteria higher than did males:

- Cemetery management
- Maintaining open space and bushland
- Parks and recreation areas
- Recycling and waste reduction
- Waste collection and disposal
- Heritage conservation
- Environmental protection

Importance – by year

Compared to 2009, residents in 2012 rated the importance of 'cemetery management', 'maintaining open space and bushland', 'noxious weed control', 'parks and recreation areas', 'sporting fields and buildings' and 'swimming pools' higher.

Importance in 2012 was deemed to be lower in 2012 than in 2009 for 'environmental protection'.

Overview of Rating Scores

Satisfaction – overall

Moderately high	Waste collection and disposal Recycling and waste reduction
Moderate	Swimming pools Cemetery management Sporting fields and buildings Heritage conservation Maintaining open space and bushland Parks and recreation areas Environmental protection
Moderately low	Noxious weed control Managing residential development

Satisfaction – by age

Residents aged 18-29 and 45-59 expressed lower levels of satisfaction with 'waste collection and disposal' than did those aged 60+.

Residents aged 18-29 expressed lower levels of satisfaction for 'recycling and waste reduction' than did those aged 60+.

Satisfaction – by gender

There were no significant statistical differences between the genders.

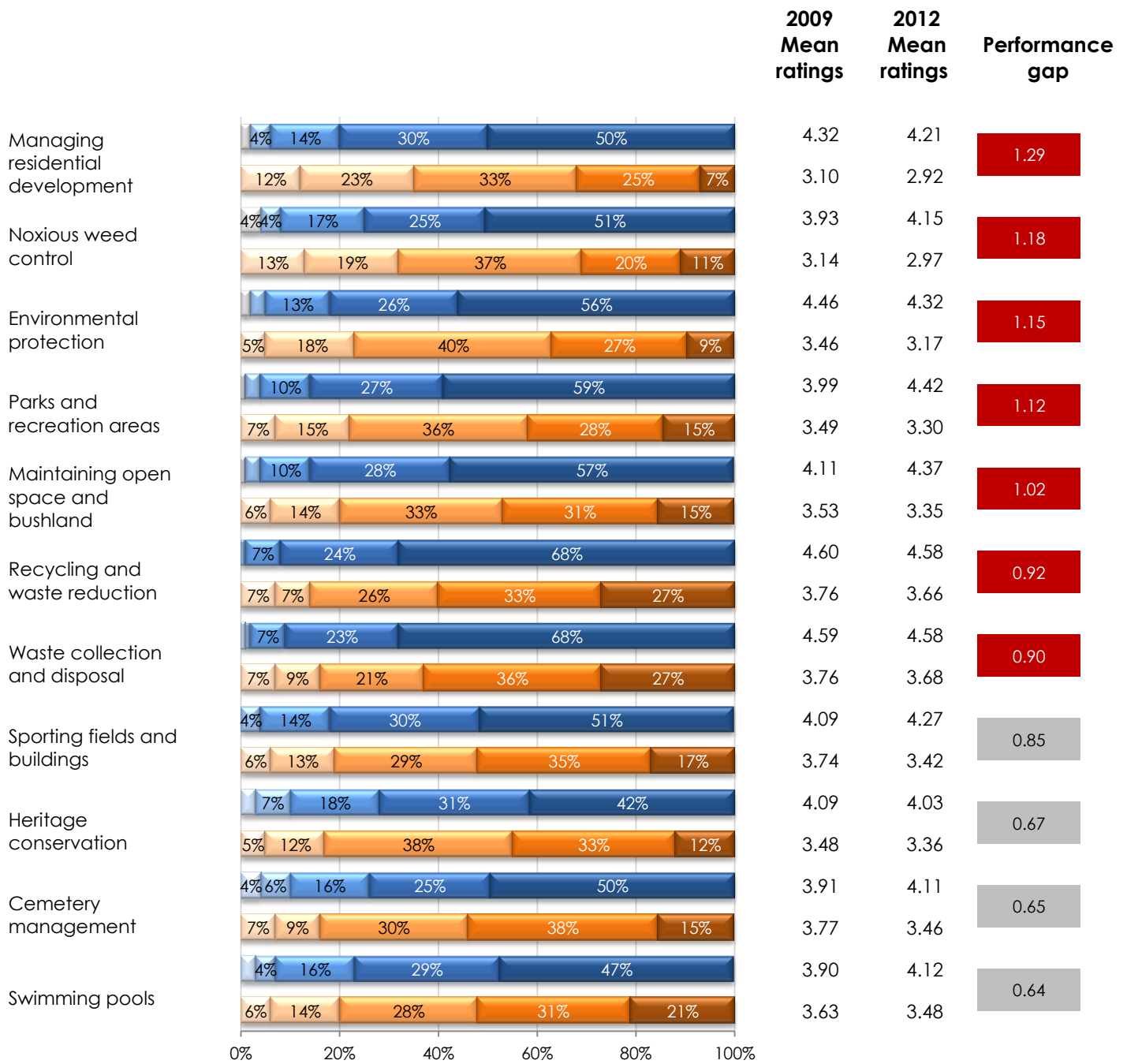
Satisfaction – by year

The following criteria were attributed lower levels of satisfaction in 2012 than in 2009:

- Cemetery management
- Maintaining open space and bushland
- Parks and recreation areas
- Environmental protection

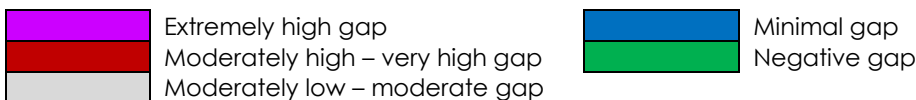
Importance of, and Satisfaction with, Council Services and Facilities

Environment

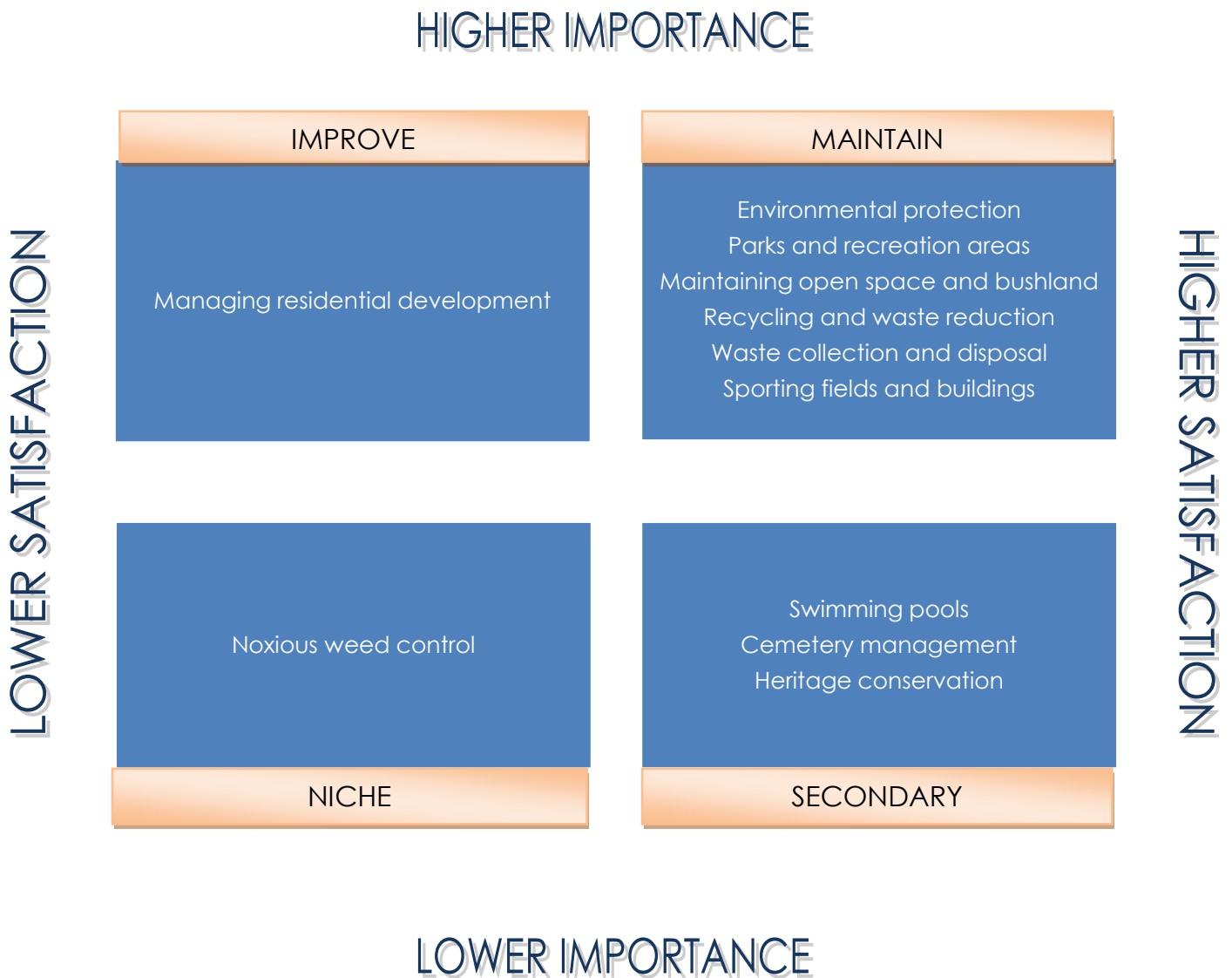


Base: 2012 Importance n=400, 2012 Satisfaction n=287-361

Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to improve:

- Managing residential development

Additionally, Cessnock City Council needs to foster and maintain resident satisfaction with:

- Environmental protection
- Parks and recreation areas
- Maintaining open space and bushland
- Recycling and waste reduction
- Waste collection and disposal
- Sporting fields and buildings

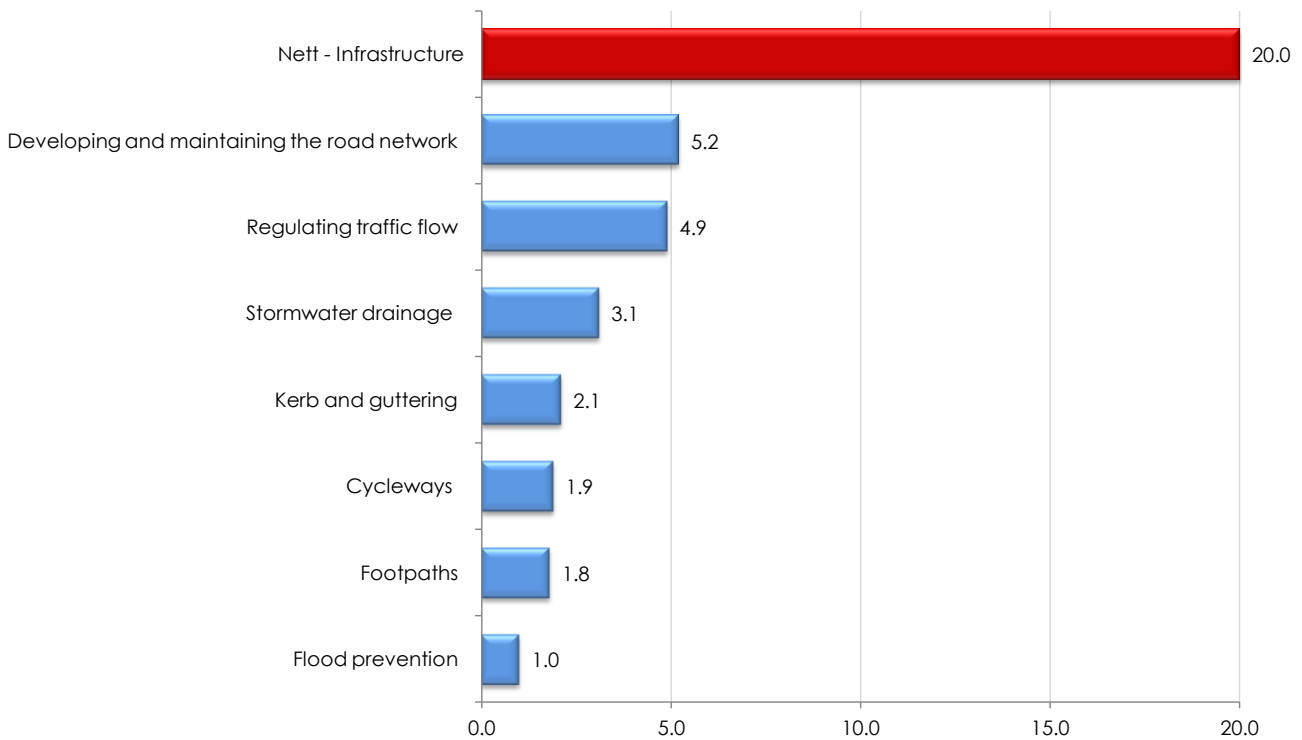
Services and facilities explored included:

- Developing and maintaining the road network
- Regulating traffic flow
- Footpaths
- Cycleways
- Kerb and guttering
- Stormwater drainage
- Flood protection

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for 20% of overall satisfaction, based on the regression analysis.

Infrastructure – 20% of Overall Satisfaction with Council



micromex
research

Overview of Rating Scores

Importance – overall

Extremely high	Developing and maintaining the road network
Very high	Regulating traffic flow
	Flood prevention
	Stormwater drainage
High	Footpaths
	Kerb and guttering
Moderately high	Cycleways

Importance – by age

There were no significant differences between the ages.

Importance – by gender

Females rated the importance of 'stormwater drainage' and 'flood prevention' higher than did males.

Importance – by year

There were no significant differences between the results from 2009 and 2012.

Satisfaction – overall

Moderately low	Flood prevention
	Stormwater drainage
	Regulating traffic flow
Low	Cycleways
	Footpaths
	Kerb and guttering
Very low	Developing and maintaining the road network

Satisfaction – by age

Residents aged 60+ were significantly more satisfied with 'developing and maintaining the road network' than were those aged 18-59, and significantly more satisfied with 'regulating traffic flow' than did those aged 18-29 and 45-59.

Satisfaction – by gender

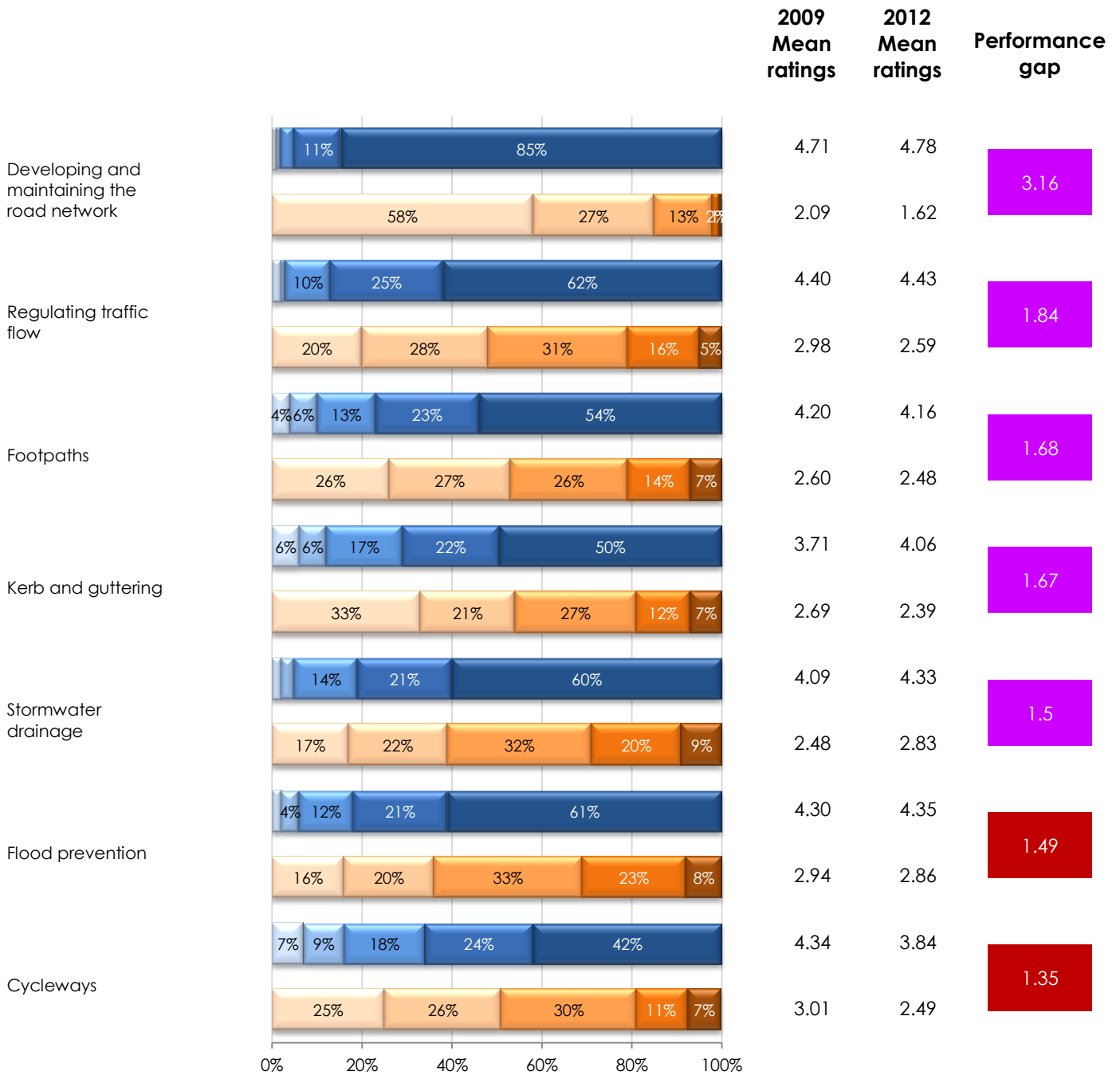
Males were significantly more satisfied with the provision of 'stormwater drainage' than were females.

Satisfaction – by year

Residents in 2012 were less satisfied with 'developing and maintaining the road network' and 'regulating traffic flow' than in 2009.

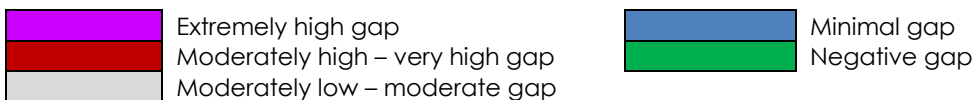
Importance of, and Satisfaction with, Council Services and Facilities

Infrastructure



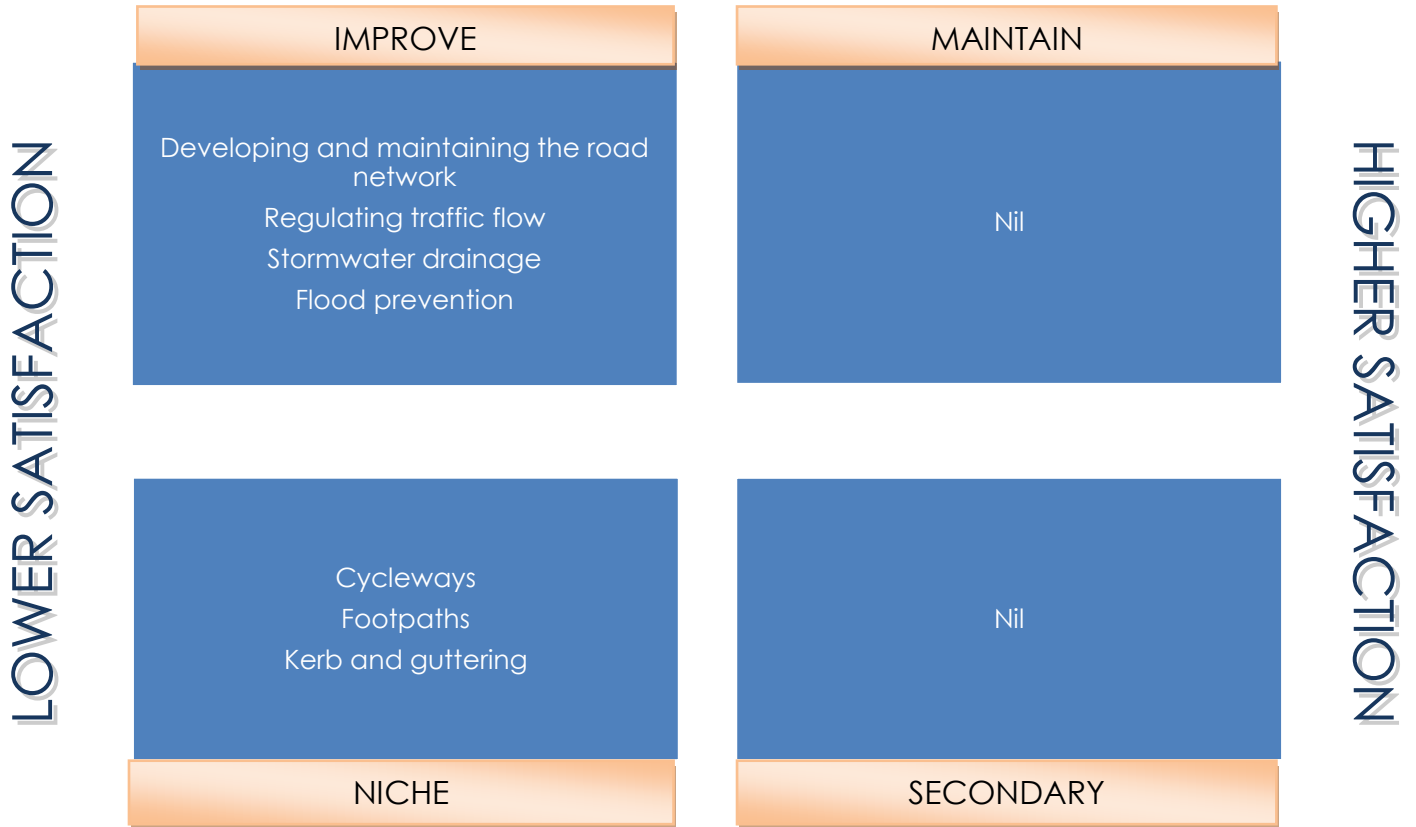
Base: 2012 Importance n=400, 2012 Satisfaction n=264-383

Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to improve:

- Developing and maintaining the road network
- Regulating traffic flow
- Stormwater drainage
- Flood prevention

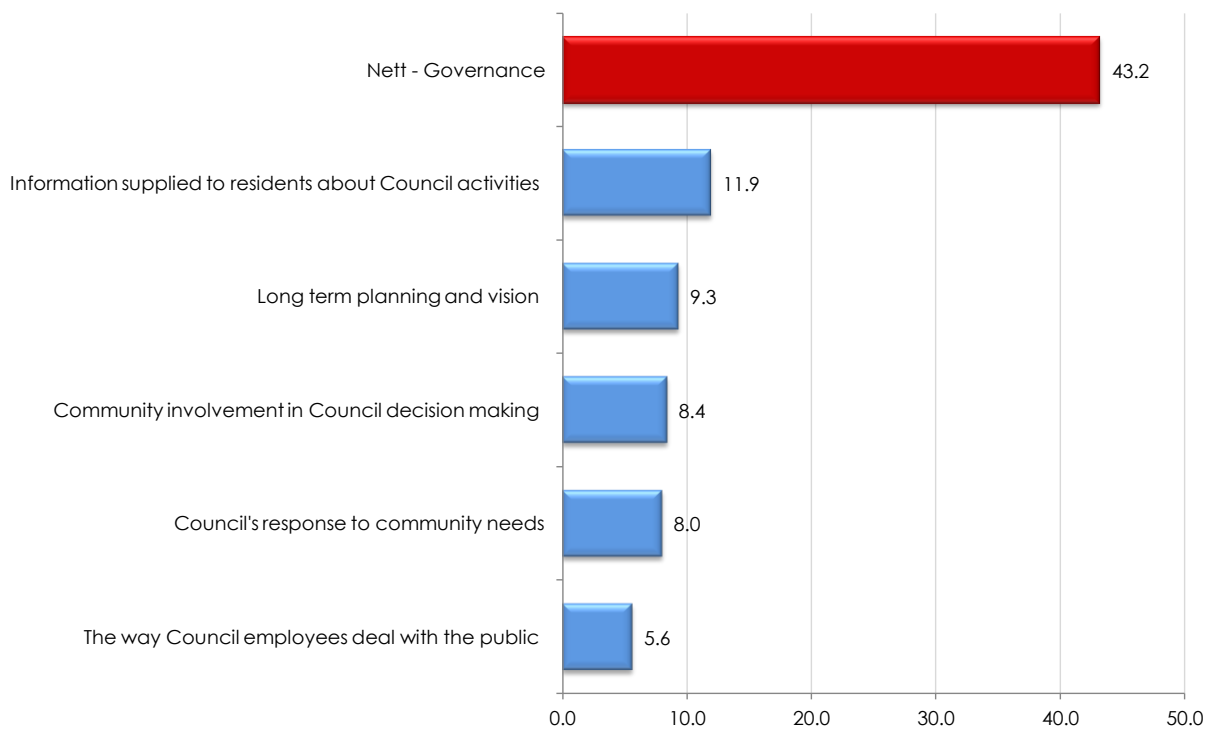
Services and facilities explored included:

- Information supplied to residents about Council activities
- The way Council employees deal with the public
- Council's response to community needs
- Community involvement in Council decision making
- Long term planning and vision

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 43% of overall satisfaction, based on the regression analysis.

Governance – Over 43% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Very high

- Council's response to community needs
- Long term planning and vision
- The way Council employees deal with the public
- Information supplied to residents about Council activities
- Community involvement in Council decision making

Importance – by age

Residents aged 45-59 rated the importance of 'long term planning and vision' higher than did those aged 18-29.

Importance – by gender

With the exception of 'long term planning and vision', females rated all these criteria higher in importance than did males.

Importance – by year

With the exception of 'the way Council employees deal with the public', which remained statistically similar, residents in 2012 rated all of these criteria lower in importance than did residents in 2009.

Satisfaction – overall

Moderately low

- The way Council employees deal with the public
- Information supplied to residents about Council activities
- Long term planning and vision
- Community involvement in Council decision making
- Council's response to community needs

Satisfaction – by age

Residents aged 60+ expressed higher levels of satisfaction with 'Council's response to community needs' and 'the way Council employees deal with the public' than did those aged 18-29.

Satisfaction – by gender

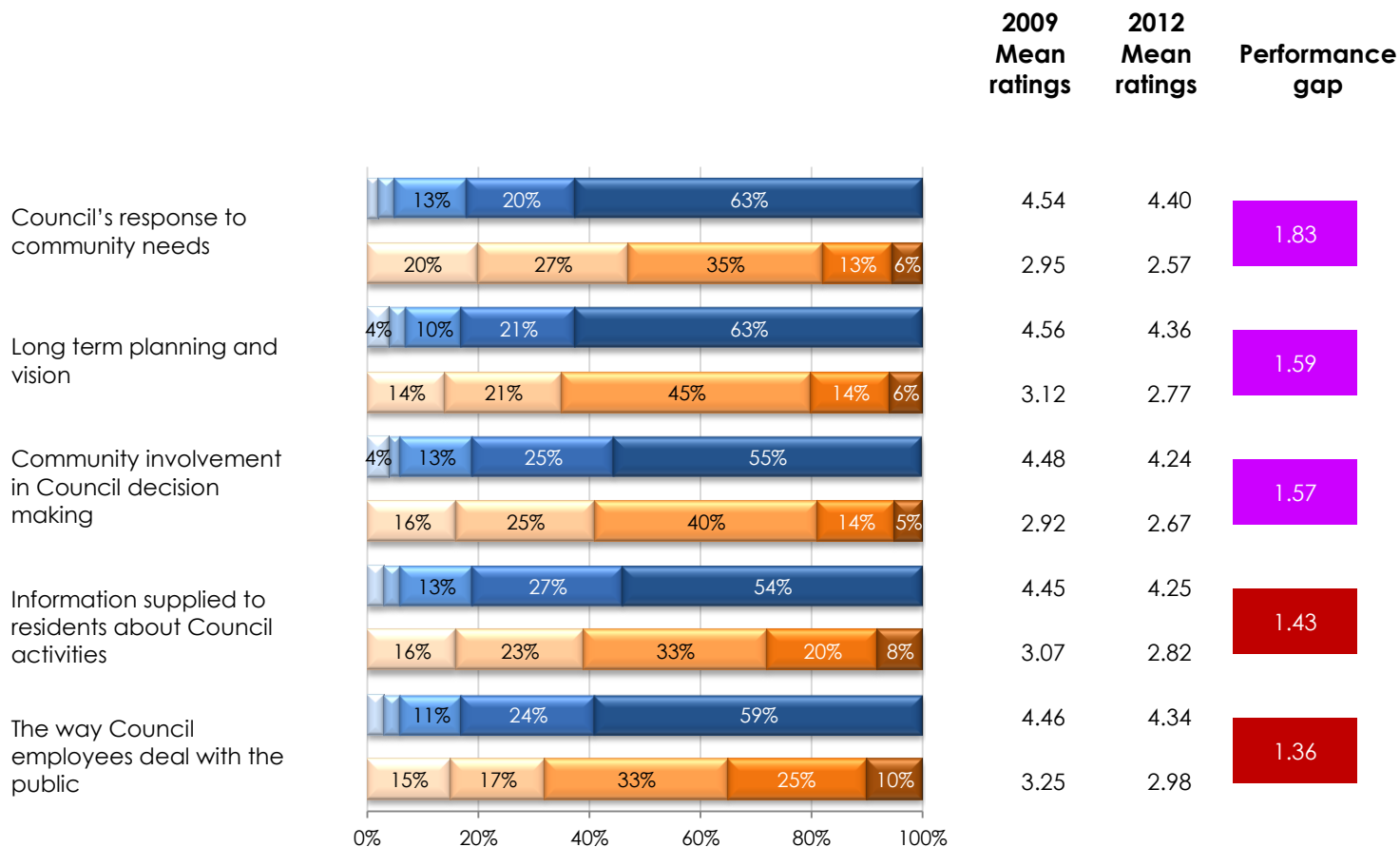
There were no significant differences between the genders.

Satisfaction – by year

Satisfaction levels for all five of these criteria were lower than in 2009.

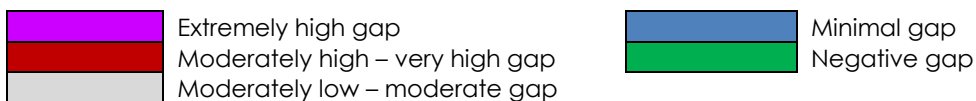
Importance of, and Satisfaction with, Council Services and Facilities

Governance



Base: 2012 Importance n=400, 2012 Satisfaction n=314-331

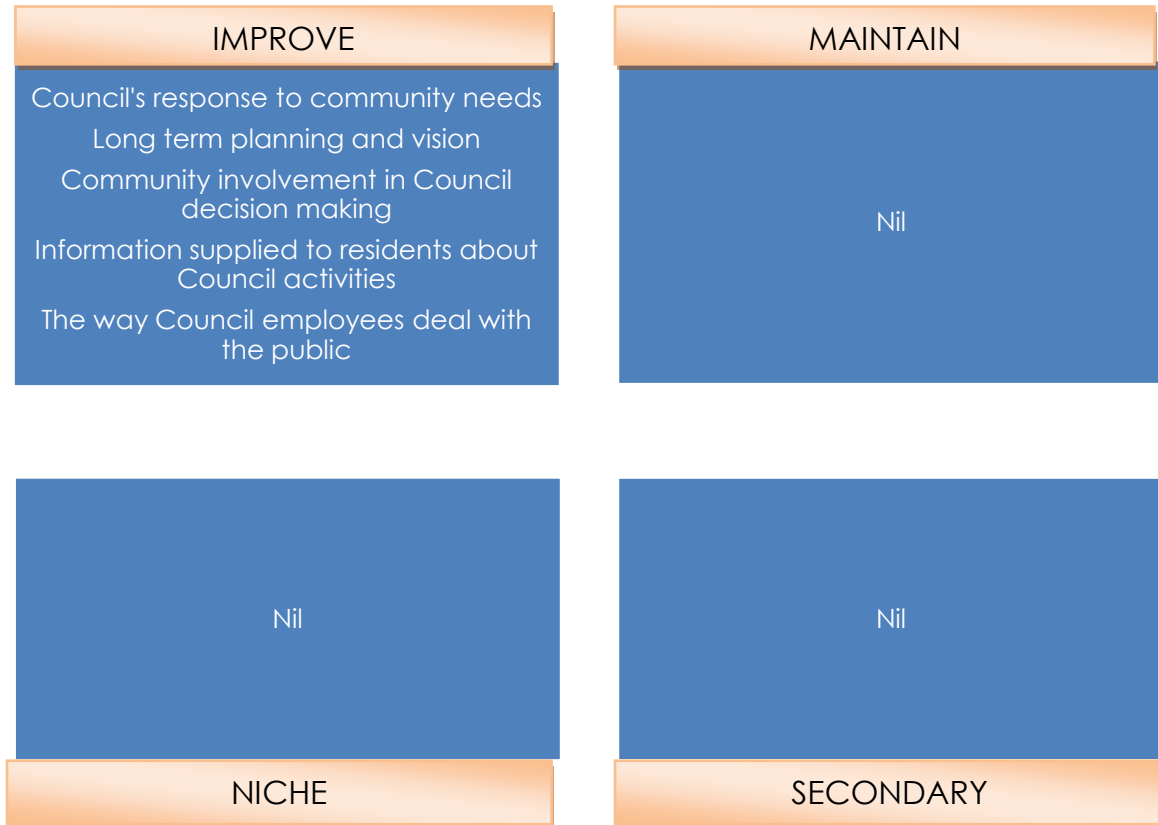
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied



Quadrant Analysis

HIGHER IMPORTANCE

LOWER SATISFACTION



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Cessnock City Council needs to improve:

- Council's response to community needs
- Long term planning and vision
- Community involvement in Council decision making
- Information supplied to residents about Council activities
- The way Council employees deal with the public

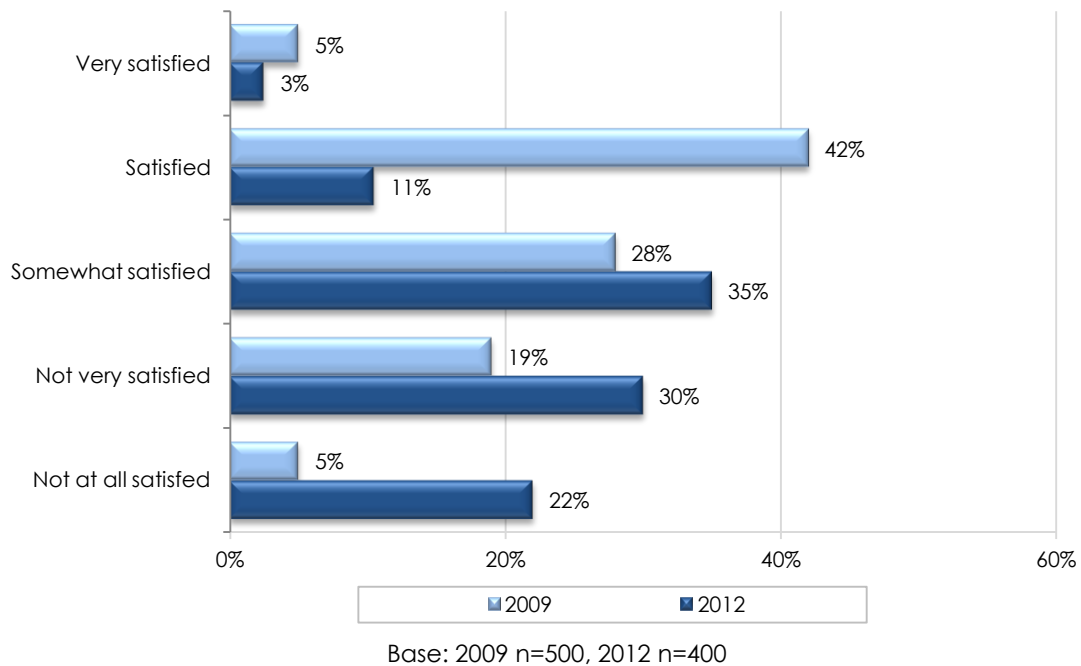
Overall Satisfaction with the Performance of Council

Summary

At an overall level, residents expressed a 'low' level of satisfaction with the performance of Council, with only 14% of the respondents giving a rating of 'satisfied' to 'very satisfied'.

Compared to the scores from 2009, we can see that in 2012 community satisfaction has decreased significantly.

Q. Please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of Cessnock City Council's provision of that service.



	18-29	30-44	45-59	60+	Male	Female	Overall
Satisfaction mean ratings	2.36	2.31	2.46	2.54	2.37	2.49	2.43

	2005	2009	2012
Satisfaction mean ratings	3.3	3.2	2.4

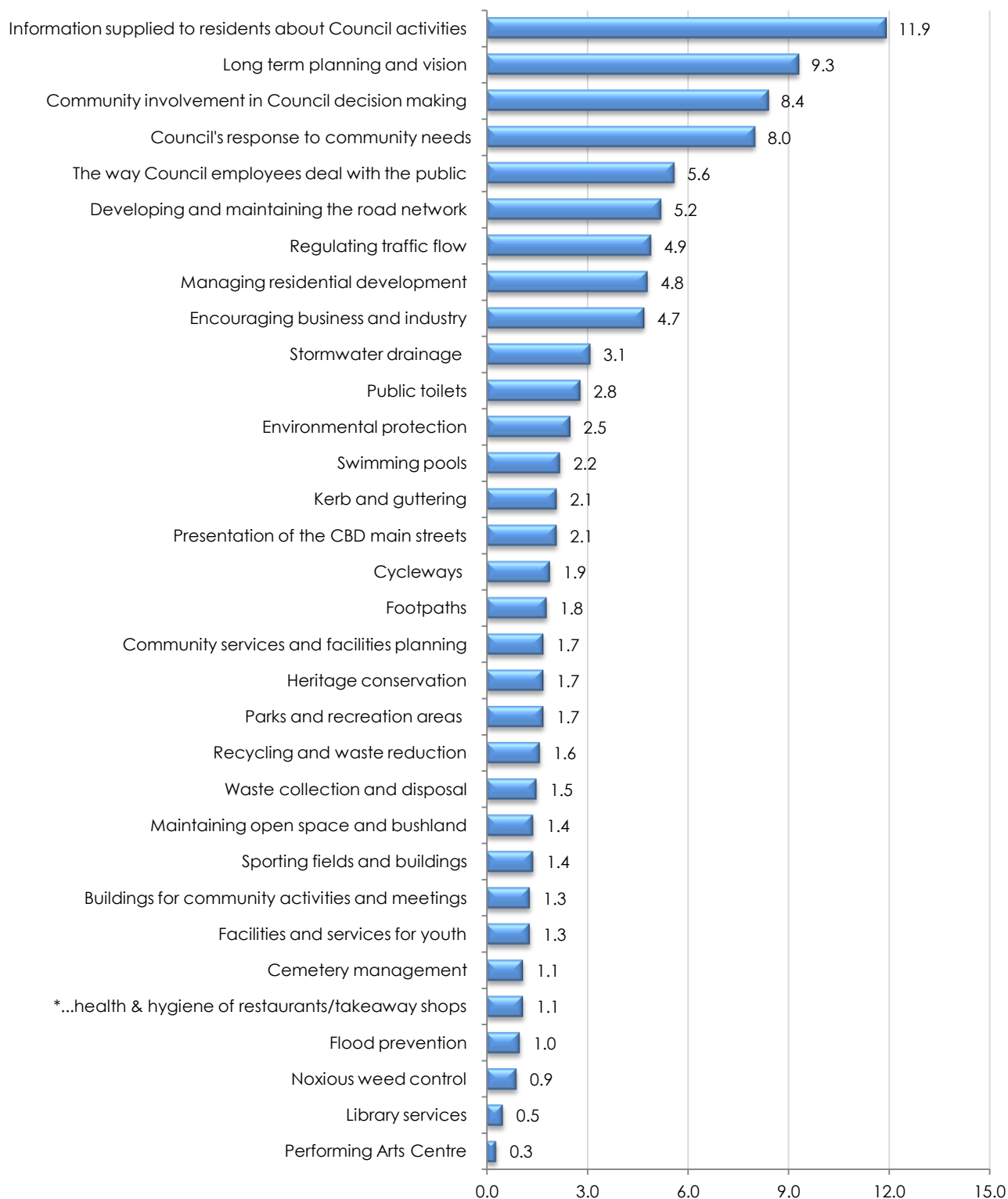
Mean ratings: 1 = not at all satisfied, 5 = very satisfied

- = A significantly higher level of satisfaction (by group)
- = A significantly lower level of satisfaction (by group)

How Council Can Improve Satisfaction with its Performance

Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

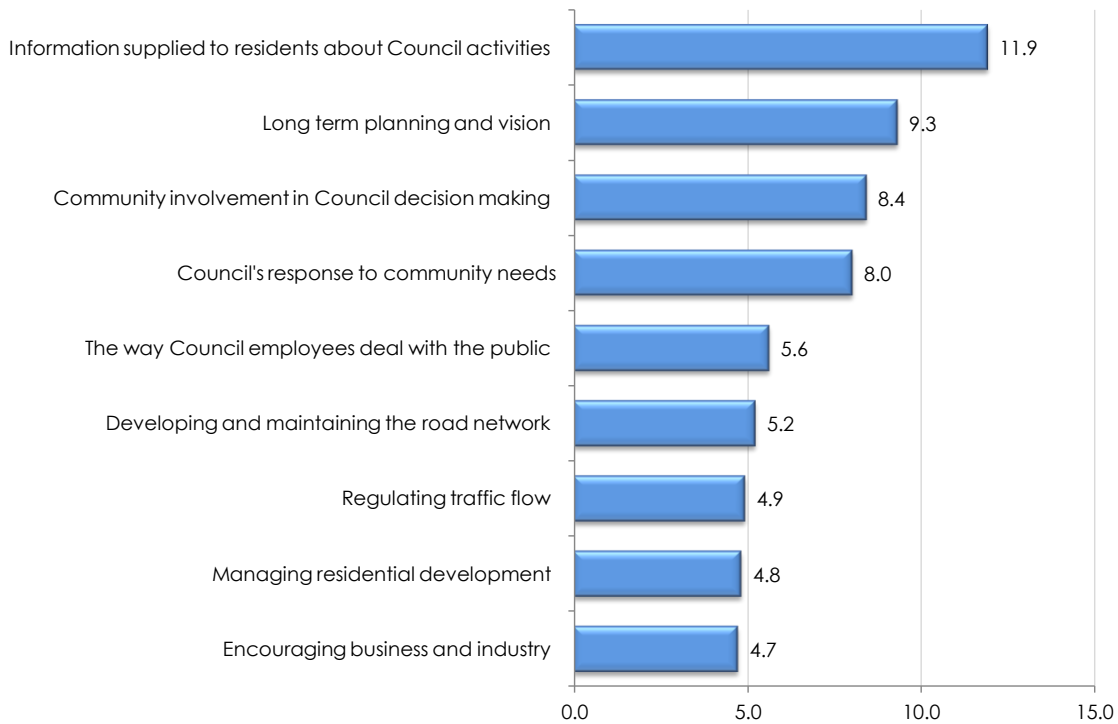


*Inspection of the health and hygiene of local restaurants and takeaway shops

How Council Can Improve Satisfaction with its Performance

These 9 services/facilities are the key community priorities and by addressing these, Cessnock City Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'information supplied to residents about Council activities' contributes 11.9% towards overall satisfaction.

These Top 9 Indicators Account for over 60% of Overall Satisfaction with Council



Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If Cessnock City Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.



Section D Special Rate Variation

Support for Continuation of the Special Rate Variation to Retain the Current Level of Sealed Road Renewal

Summary

In light of the identified community priorities, it is of no surprise that there is a 'moderate' level of community support for the continuation of the special rate levy on sealed road renewal.

76% of residents indicated that there were at least somewhat supportive of this levy remaining in place.

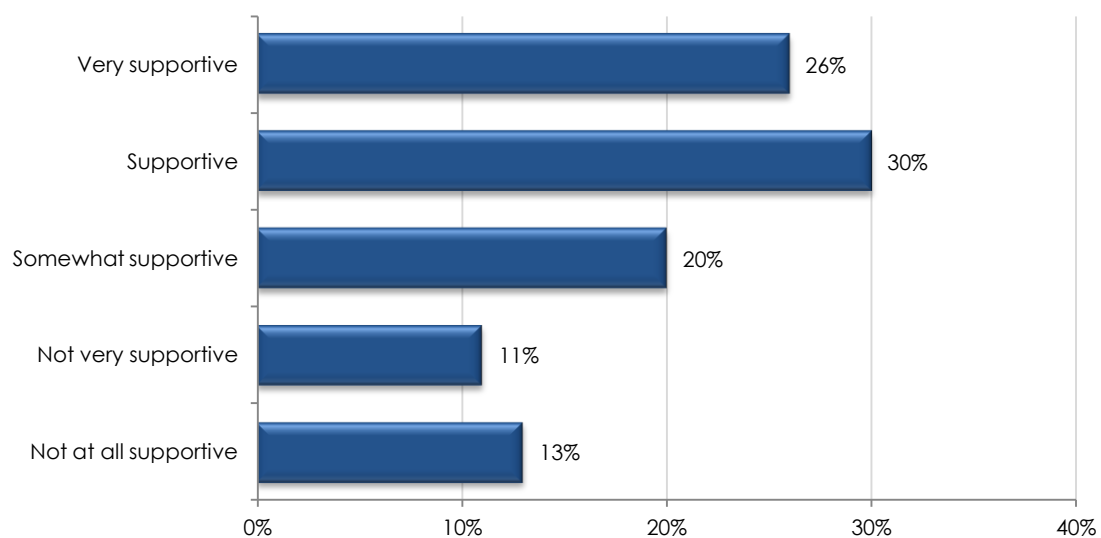
No significant differences were observed by age or gender.

Council should strongly consider applying to IPART for an extension of this levy.

Q. *How supportive are you of continuing the special rate variation to retain the current level of sealed road renewal?*

	18-29	30-44	45-59	60+	Male	Female	Overall
Level of support	3.56	3.35	3.64	3.31	3.52	3.38	3.45

Mean ratings: 1 = not at all supportive, 5 = very supportive



Base: 2012 n=400

Importance of Continuing the Special Rates Levy for Roads

Summary

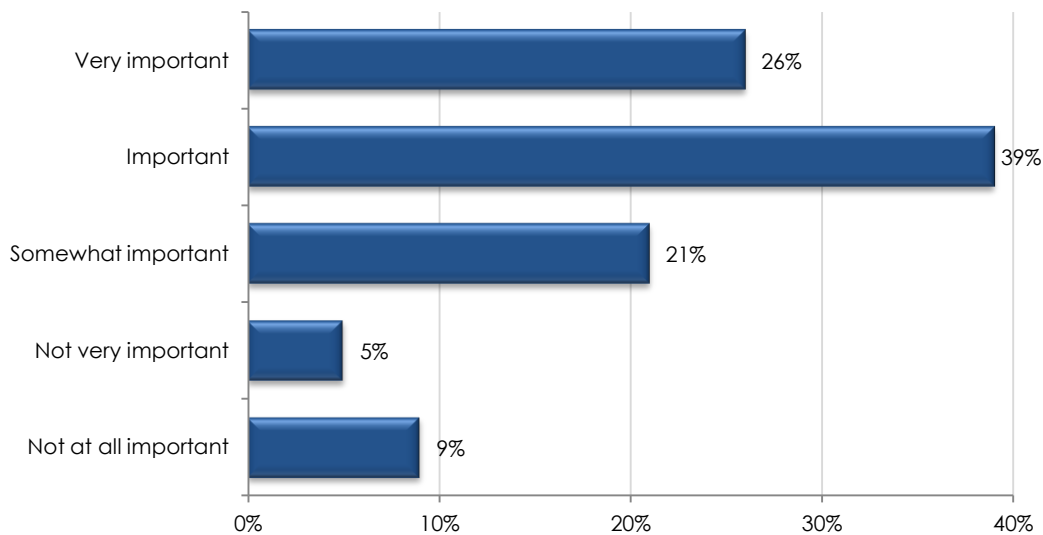
86% of residents indicated that it is at least somewhat important that Cessnock City Council is allowed to continue the special rates levy for roads.

No significant differences were observed by age or gender.

Q. *Based on what you have been told, how important do you believe it is that Council is allowed to continue with this special rates levy for roads?*

	18-29	30-44	45-59	60+	Male	Female	Overall
Importance mean ratings	3.64	3.64	3.82	3.67	3.77	3.61	3.69

Mean ratings: 1 = not at all important, 5 = very important



Base: 2012 n=400



Section E Council Communication

Overall Satisfaction with the Level of Communication Council has with the Community

Summary

Respondents indicated a 'moderately low' level of satisfaction with the way Council consults with the community, with just over a third of respondents giving a rating of 'satisfied'.



The decline from 2009 has seen top two box satisfaction drop from 48% down to 33%.

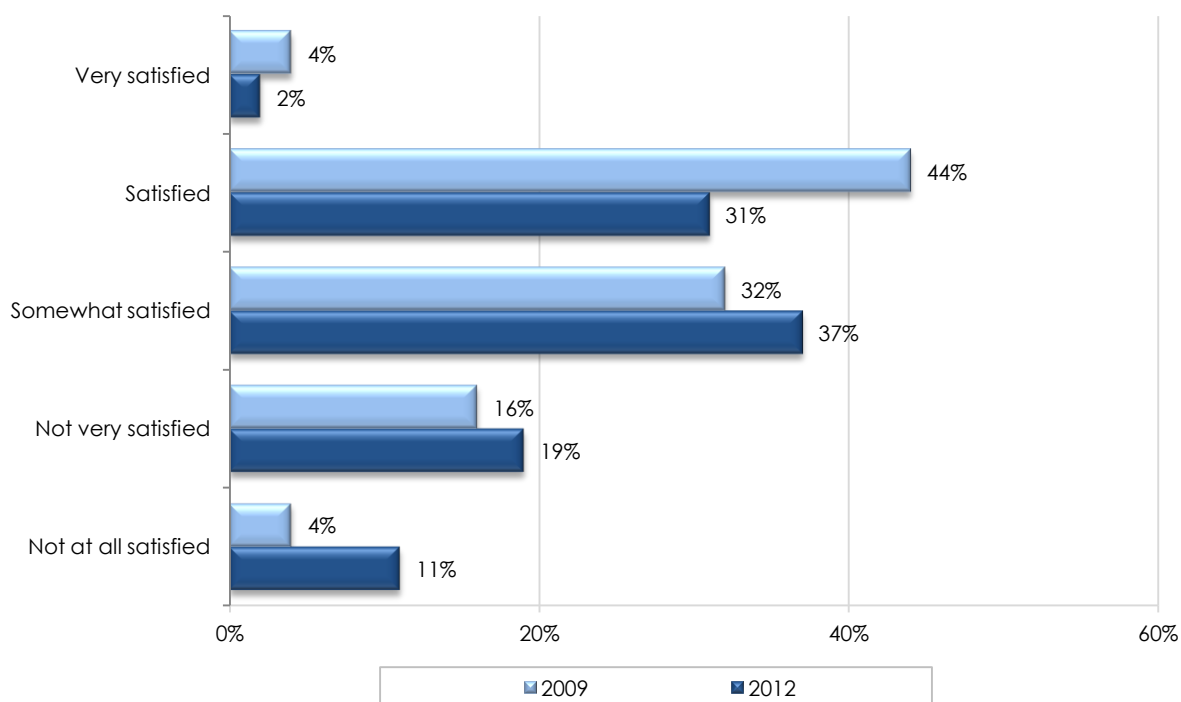
When those who were dissatisfied were asked how Council could improve its communication, a number of suggestions were made, with sending 'letters/flyers' (25%), 'more detail in/use of local newspapers' (17%) and 'provision of a newsletter' (16%) predominant.

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

	18-29	30-44	45-59	60+	Male	Female	2009	2012
Satisfaction mean ratings	2.96	2.83	3.15	2.90	2.92	2.99	3.28	2.95

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

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



Base: 2009 n=500, 2012 n=400

Means of Receiving Information from Council

Summary

Residents keep themselves informed about Council activities primarily by:

- Cessnock Advertiser (86%)
- Word of mouth (73%)
- Council brochures and displays (49%)
- Newcastle Herald (31%)

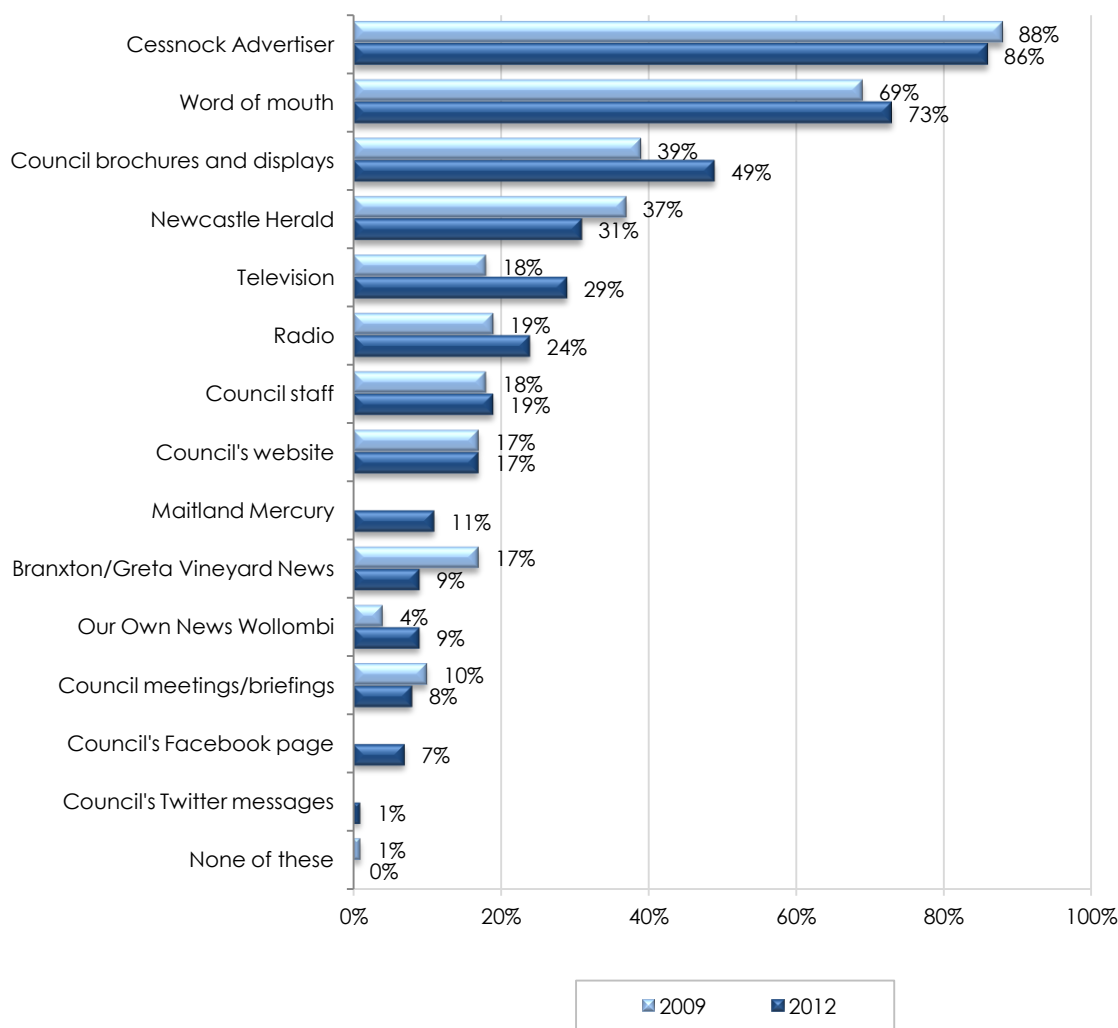
In the last 3 years, there has been a significant increase in residents claiming to be informed by:

- Television (+11%)
- Council brochures and displays (+10%)

Over the same period there has been a decline recorded for:

- Branxton/Greta Vineyard News (-8%)
- Newcastle Herald (-6%)

Q. In which of the following ways have you been kept informed about Council activities and services?



Base: 2009 n=500, 2012 n=400



Section F Demographics

Demographics

Q. Age.

	2012	
	Count	Column %
18 - 29	83	21%
30 - 44	96	24%
45 - 59	94	24%
60 +	127	32%
Total	400	100%

Q. How long have you lived in the Cessnock area?

	2012	
	Count	Column %
Up to 2 years	18	5%
2 - 5 years	25	6%
6 - 10 years	53	13%
11 - 20 years	70	17%
More than 20 years	233	58%
Total	400	100%

Q. Gender.

	2012	
	Count	Column %
Male	195	49%
Female	205	51%
Total	400	100%

Demographics

Q. Which town or area do you live in?

	2012	
	Count	Column %
Cessnock	92	23%
Kurri Kurri	41	10%
Bellbird/Bellbird Heights	38	9%
Weston	32	8%
Abermain	27	7%
Ellalong	16	4%
Heddon Greta	14	3%
Aberdare	13	3%
Kearsley	12	3%
Cessnock West	10	2%
Millfield	8	2%
East Branxton	7	2%
Nulkaba	7	2%
Stanford Merthyr	7	2%
Kitchener	6	2%
Mulbring	6	1%
Pelaw Main	6	1%
Cliffleigh	5	1%
Laguna	5	1%
Lovedale	5	1%
Quorrobolong	5	1%
Sawyers Gully	5	1%
Wollombi	5	1%
Cessnock East	4	1%
Abermethy	3	1%
Branxton	3	1%
Mount Vincent	3	1%
Neath	3	1%
Paxton	3	1%
Bucketty	2	0%
Blackhill	1	0%
Cessnock South	1	0%
Elrington	1	0%
Other	4	1%
Total	400	100%



Appendix A


Data and Correlation Tables


Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
The area offers a good quality of life	3.45	3.87	3.77	3.89	3.82	3.71	3.77	3.76

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The area offers a good quality of life	14	4%	13	3%	100	25%	197	49%	75	19%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)

 = A significantly lower level of agreement (by group)

Agreement With Specific Statements Regarding Living In Cessnock

Community

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
If there was a problem in my community, people would band together to solve it	2.68	3.48	3.58	3.67	3.19	3.59	3.60	3.40
Arts, entertainment and culture are well catered for	3.21	3.53	3.29	3.46	3.27	3.50	3.16	3.39
There is a strong community spirit in the Cessnock area	3.14	3.34	3.49	3.51	3.29	3.48	3.51	3.39
It is a safe place to live	2.86	3.12	3.03	3.35	3.11	3.12	3.18	3.12
Facilities and services for the aged are adequate	2.89	2.92	2.74	3.10	2.92	2.94	2.95	2.93
Quality housing is both available and affordable	2.75	3.00	2.94	2.84	2.93	2.84	3.06	2.88
Facilities and services for children are adequate	3.01	2.76	2.70	2.93	2.90	2.80	2.88	2.85
Facilities and services for youth are adequate	2.32	2.25	2.16	2.33	2.34	2.21	2.47	2.27

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
There is a strong community spirit in the Cessnock area	23	6%	39	10%	161	40%	115	29%	63	16%	400	100%
If there was a problem in my community, people would band together to solve it	37	9%	42	10%	124	31%	121	30%	77	19%	400	100%
Facilities and services for children are adequate	46	12%	94	24%	158	39%	75	19%	26	7%	400	100%
Facilities and services for youth are adequate	95	24%	151	38%	114	28%	30	8%	10	3%	400	100%
Facilities and services for the aged are adequate	58	14%	63	16%	157	39%	96	24%	27	7%	400	100%
It is a safe place to live	44	11%	64	16%	137	34%	112	28%	44	11%	400	100%
Arts, entertainment and culture are well catered for	18	5%	42	11%	152	38%	140	35%	47	12%	400	100%
Quality housing is both available and affordable	60	15%	64	16%	165	41%	84	21%	27	7%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level of agreement (by group)
- = A significantly lower level of agreement (by group)

Agreement With Specific Statements Regarding Living In Cessnock



Economy

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
The vineyards play an important role in the local economy	4.62	4.51	4.48	4.39	4.44	4.53	4.31	4.49
Conferences and events are important for the area	4.21	4.33	4.38	4.12	4.19	4.31	4.24	4.25
Tourism is promoted well	3.88	3.92	4.06	3.86	3.89	3.96	3.98	3.93
High quality and environmentally friendly industries are encouraged	3.05	3.15	3.24	2.95	3.04	3.13	3.25	3.08
Education and training opportunities are good	2.90	2.96	3.02	3.15	3.06	2.98	3.39	3.02
Industry and business development is working well	2.99	2.89	2.55	2.77	2.67	2.90	3.05	2.79
There are enough employment opportunities	2.50	2.58	2.19	2.38	2.42	2.39	2.52	2.40

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Industry and business development is working well	58	14%	98	25%	141	35%	76	19%	27	7%	400	100%
There are enough employment opportunities	98	25%	119	30%	122	30%	44	11%	17	4%	400	100%
Education and training opportunities are good	40	10%	72	18%	151	38%	114	28%	23	6%	400	100%
High quality and environmentally friendly industries are encouraged	34	8%	68	17%	160	40%	107	27%	31	8%	400	100%
Tourism is promoted well	13	3%	19	5%	78	20%	164	41%	125	31%	400	100%
The vineyards play an important role in the local economy	2	1%	7	2%	31	8%	112	28%	247	62%	400	100%
Conferences and events are important for the area	6	1%	7	2%	47	12%	161	40%	179	45%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree


-  = A significantly higher level of agreement (by group)
-  = A significantly lower level of agreement (by group)


Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
The bushland that supports a diversity of native plants and animals is valuable	4.21	4.24	4.27	4.09	4.16	4.23	3.93	4.19
The area's heritage is well conserved	3.58	3.84	3.58	3.50	3.62	3.62	3.59	3.62
Waste collection and disposal are well managed	3.53	3.56	3.50	3.79	3.69	3.54	3.68	3.61
The area has an attractive appearance	2.96	3.14	3.33	3.40	3.26	3.21	3.44	3.23
There are enough good quality open spaces	2.90	3.29	3.22	3.35	3.32	3.11	3.49	3.21
There is a wide range of recreation and leisure opportunities	2.94	3.02	3.05	3.31	3.18	3.02	2.88	3.10
The natural environment is well managed	3.10	3.10	3.09	2.99	3.07	3.06	3.49	3.06
Environmental issues are handled well	3.00	2.95	2.85	2.82	2.89	2.90	3.08	2.89
Residential development is well managed	2.79	2.61	2.71	2.89	2.68	2.84	3.05	2.76
Development overall is well planned and well managed	2.76	2.54	2.70	2.79	2.66	2.75	3.06	2.71

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The area has an attractive appearance	37	9%	57	14%	135	34%	117	29%	54	13%	400	100%
The natural environment is well managed	39	10%	57	14%	169	42%	112	28%	24	6%	400	100%
Environmental issues are handled well	47	12%	73	18%	174	44%	88	22%	18	5%	400	100%
The bushland that supports a diversity of native plants and animals is valuable	9	2%	14	4%	58	14%	129	32%	190	48%	400	100%
The area's heritage is well conserved	13	3%	32	8%	122	30%	161	40%	72	18%	400	100%
Development overall is well planned and well managed	67	17%	99	25%	141	35%	69	17%	23	6%	400	100%
Residential development is well managed	59	15%	89	22%	157	39%	76	19%	18	5%	400	100%
There are enough good quality open spaces	40	10%	59	15%	121	30%	135	34%	45	11%	400	100%
There is a wide range of recreation and leisure opportunities	37	9%	81	20%	126	31%	119	30%	38	9%	400	100%
Waste collection and disposal are well managed	31	8%	35	9%	82	21%	163	41%	89	22%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)


 = A significantly lower level of agreement (by group)


Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Health facilities are sufficient	2.67	2.63	2.38	2.82	2.81	2.48	2.55	2.64
There is enough public transport	2.63	2.83	2.32	2.59	2.66	2.53	2.61	2.59
The road network is effective and in good repair	1.53	1.44	1.34	1.48	1.45	1.45	1.83	1.45

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
There is enough public transport	102	26%	90	22%	116	29%	54	13%	38	10%	400	100%
The road network is effective and in good repair	280	70%	76	19%	35	9%	5	1%	5	1%	400	100%
Health facilities are sufficient	69	17%	112	28%	126	31%	79	20%	14	3%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)



 = A significantly lower level of agreement (by group)

Q. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements.

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
People volunteer and get involved in their community	2.86	3.40	3.34	3.45	3.24	3.34	N/A	3.29
The opportunity exists for me to be involved in making decisions about my community	2.89	3.06	3.05	3.11	2.98	3.09	3.31	3.04
Laws and regulations are enforced consistently and fairly	2.95	2.94	2.91	3.02	2.96	2.96	3.05	2.96
There is a clear plan and direction for the future	2.61	2.50	2.29	2.58	2.42	2.56	3.04	2.50
There is good co-operation between all levels of government in the area	2.64	2.38	2.22	2.41	2.37	2.44	2.87	2.41

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
People volunteer and get involved in their community	21	5%	64	16%	140	35%	128	32%	47	12%	400	100%
The opportunity exists for me to be involved in making decisions about my community	38	9%	71	18%	156	39%	111	28%	25	6%	400	100%
Laws and regulations are enforced consistently and fairly	41	10%	82	21%	153	38%	100	25%	24	6%	400	100%
There is good co-operation between all levels of government in the area	99	25%	109	27%	136	34%	43	11%	13	3%	400	100%
There is a clear plan and direction for the future	85	21%	113	28%	141	35%	43	11%	19	5%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

-  = A significantly higher level of agreement (by group)
-  = A significantly lower level of agreement (by group)


Cessnock 2020 Outcomes and How Well They Describe the Cessnock LGA


Q. The community identified five desired outcomes in the community strategic plan, Cessnock 2020. How well do you think the following statements describe the Cessnock local government area?

	18 - 29	30 - 44	45 - 59	60 +	Male	Female	Overall
A sustainable and healthy environment	3.30	3.50	3.40	3.41	3.43	3.38	3.41
A sustainable and prosperous economy	3.25	3.11	3.08	3.06	3.13	3.10	3.12
A connected, safe and creative community	2.95	3.02	3.09	3.12	3.05	3.06	3.05
Accessible infrastructure, services and facilities	3.21	3.07	2.81	3.01	2.92	3.11	3.02
Civic leadership and effective governance	2.61	2.31	2.29	2.25	2.16	2.53	2.35

	2012											
	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
A connected, safe and creative community	22	6%	72	18%	183	46%	106	27%	16	4%	400	100%
A sustainable and prosperous economy	22	6%	64	16%	178	44%	117	29%	20	5%	400	100%
A sustainable and healthy environment	14	3%	43	11%	151	38%	151	38%	42	10%	400	100%
Accessible infrastructure, services and facilities	34	9%	84	21%	154	39%	94	24%	33	8%	400	100%
Civic leadership and effective governance	102	26%	121	30%	119	30%	50	12%	8	2%	400	100%

Mean ratings: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level of agreement (by group)

 = A significantly lower level of agreement (by group)

Importance of, and Satisfaction with, Council Services and Facilities


Community

Importance	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Community services and facilities planning	3.23	3.80	3.72	3.69	3.64	3.62	4.04	3.63
Buildings for community activities and meetings	3.15	3.64	3.61	3.54	3.44	3.56	3.94	3.50
Facilities and services for youth	3.63	4.11	3.88	3.68	3.65	3.98	4.27	3.82
Library services	3.69	3.86	3.80	3.96	3.75	3.93	3.57	3.84
Public toilets	3.93	4.11	4.35	4.28	3.95	4.40	4.16	4.18
Inspection of the health and hygiene of local restaurants and takeaway shops	4.42	4.35	4.29	4.19	4.15	4.44	4.57	4.30
Performing Arts Centre	3.32	3.56	3.89	3.82	3.41	3.92	2.65	3.67

Satisfaction	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Community services and facilities planning	3.02	3.00	2.90	3.21	3.01	3.09	3.19	3.05
Buildings for community activities and meetings	3.31	3.20	3.31	3.28	3.37	3.19	3.30	3.27
Facilities and services for youth	2.70	2.81	2.71	3.03	2.94	2.74	2.59	2.83
Library services	3.82	4.31	4.18	4.30	3.98	4.37	4.18	4.18
Public toilets	2.12	2.54	2.55	2.78	2.62	2.50	2.37	2.55
Inspection of the health and hygiene of local restaurants and takeaway shops	3.44	3.67	3.39	3.61	3.49	3.57	3.16	3.54
Performing Arts Centre	3.99	4.16	4.21	4.23	4.03	4.28	3.96	4.17

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

 = A significantly higher level of importance/satisfaction (by group)

 = A significantly lower level of importance/satisfaction (by group)


	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community services and facilities planning	25	6%	34	9%	105	26%	135	34%	100	25%	400	100%
Buildings for community activities and meetings	24	6%	48	12%	119	30%	124	31%	86	21%	400	100%
Facilities and services for youth	28	7%	31	8%	75	19%	115	29%	150	38%	400	100%
Library services	25	6%	32	8%	75	19%	117	29%	151	38%	400	100%
Public toilets	19	5%	21	5%	57	14%	75	19%	228	57%	400	100%
Inspection of the health and hygiene of local restaurants and takeaway shops	10	2%	12	3%	47	12%	110	27%	221	55%	400	100%
Performing Arts Centre	42	11%	43	11%	64	16%	106	26%	145	36%	400	100%


	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community services and facilities planning	20	8%	48	21%	87	37%	57	24%	21	9%	233	100%
Buildings for community activities and meetings	17	8%	28	13%	73	35%	68	32%	25	12%	210	100%
Facilities and services for youth	30	12%	68	26%	99	38%	44	17%	20	8%	261	100%
Library services	3	1%	8	3%	39	14%	106	39%	113	42%	268	100%
Public toilets	67	22%	81	27%	91	30%	41	14%	20	7%	299	100%
Inspection of the health and hygiene of local restaurants and takeaway shops	13	4%	27	8%	103	32%	132	41%	46	14%	320	100%
Performing Arts Centre	2	1%	9	4%	43	17%	83	34%	110	44%	246	100%

Importance	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Presentation of the CBD main streets	4.03	4.18	4.06	4.11	3.96	4.23	4.27	4.10
Encouraging business and industry	4.09	4.30	4.53	4.27	4.21	4.38	4.57	4.30

Satisfaction	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Presentation of the CBD main streets	3.03	3.23	3.30	3.30	3.22	3.24	3.26	3.23
Encouraging business and industry	3.03	2.88	2.98	3.11	2.95	3.05	3.15	3.00

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

 = A significantly higher level of importance/satisfaction (by group)

 = A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Presentation of the CBD main streets	9	2%	24	6%	60	15%	135	34%	173	43%	400	100%
Encouraging business and industry	7	2%	12	3%	50	12%	116	29%	215	54%	400	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Presentation of the CBD main streets	23	7%	44	14%	114	37%	93	30%	34	11%	308	100%
Encouraging business and industry	25	8%	69	21%	141	43%	68	21%	26	8%	329	100%

Importance of, and Satisfaction with, Council Services and Facilities

Environment

Importance	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Heritage conservation	3.97	3.99	4.23	3.96	3.89	4.17	4.09	4.03
Environmental protection	4.19	4.35	4.49	4.25	4.18	4.45	4.46	4.32
Noxious weed control	3.85	4.09	4.37	4.22	4.14	4.15	3.93	4.15
Maintaining open space and bushland	4.32	4.44	4.46	4.27	4.23	4.50	4.11	4.37
Parks and recreation areas	4.36	4.42	4.49	4.39	4.26	4.56	3.99	4.42
Sporting fields and buildings	4.16	4.25	4.36	4.27	4.22	4.31	4.09	4.27
Managing residential development	4.20	4.18	4.23	4.23	4.04	4.37	4.32	4.21
Swimming pools	4.14	3.98	4.23	4.12	4.04	4.19	3.90	4.12
Cemetery management	3.88	3.92	4.29	4.27	3.92	4.29	3.91	4.11
Recycling and waste reduction	4.61	4.46	4.65	4.59	4.48	4.67	4.60	4.58
Waste collection and disposal	4.58	4.52	4.61	4.60	4.45	4.70	4.59	4.58

Satisfaction	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Heritage conservation	3.37	3.50	3.32	3.28	3.37	3.35	3.48	3.36
Environmental protection	3.11	3.20	3.11	3.24	3.16	3.18	3.46	3.17
Noxious weed control	3.25	2.88	2.79	3.03	2.87	3.07	3.14	2.97
Maintaining open space and bushland	3.20	3.32	3.35	3.48	3.40	3.32	3.53	3.35
Parks and recreation areas	3.23	3.41	3.23	3.30	3.29	3.30	3.49	3.30
Sporting fields and buildings	3.33	3.33	3.36	3.60	3.44	3.41	3.74	3.42
Managing residential development	2.77	2.88	3.00	2.98	2.76	3.04	3.10	2.92
Swimming pools	3.24	3.55	3.55	3.53	3.47	3.49	3.63	3.48
Cemetery management	3.27	3.70	3.37	3.48	3.52	3.42	3.77	3.46
Recycling and waste reduction	3.34	3.70	3.53	3.93	3.73	3.59	3.76	3.66
Waste collection and disposal	3.46	3.61	3.53	4.00	3.78	3.60	3.76	3.68

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

- = A significantly higher level of importance/satisfaction (by group)
- = A significantly lower level of importance/satisfaction (by group)



	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Managing residential development	9	2%	17	4%	54	14%	122	30%	198	50%	400	100%
Heritage conservation	10	3%	28	7%	70	18%	124	31%	168	42%	400	100%
Environmental protection	7	2%	11	3%	53	13%	104	26%	225	56%	400	100%
Noxious weed control	15	4%	16	4%	67	17%	98	25%	204	51%	400	100%
Maintaining open space and bushland	6	1%	12	3%	41	10%	111	28%	230	57%	400	100%
Parks and recreation areas	3	1%	11	3%	39	10%	108	27%	238	59%	400	100%
Sporting fields and buildings	1	0%	18	4%	58	14%	120	30%	203	51%	400	100%
Swimming pools	14	3%	17	4%	66	16%	116	29%	188	47%	400	100%
Cemetery management	16	4%	22	6%	64	16%	99	25%	200	50%	400	100%
Waste collection and disposal	2	1%	4	1%	28	7%	92	23%	274	68%	400	100%
Recycling and waste reduction	1	0%	5	1%	26	7%	97	24%	271	68%	400	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Managing residential development	39	12%	73	23%	104	33%	79	25%	23	7%	317	100%
Heritage conservation	13	5%	34	12%	110	38%	95	33%	35	12%	287	100%
Environmental protection	17	5%	58	18%	132	40%	90	27%	30	9%	327	100%
Noxious weed control	38	13%	54	19%	108	37%	58	20%	31	11%	289	100%
Maintaining open space and bushland	22	6%	47	14%	112	33%	106	31%	52	15%	339	100%
Parks and recreation areas	23	7%	52	15%	124	36%	95	28%	53	15%	347	100%
Sporting fields and buildings	21	6%	41	13%	95	29%	112	35%	54	17%	323	100%
Swimming pools	18	6%	42	14%	84	28%	94	31%	64	21%	302	100%
Cemetery management	21	7%	26	9%	89	30%	113	38%	45	15%	294	100%
Waste collection and disposal	25	7%	31	9%	76	21%	129	36%	99	27%	361	100%
Recycling and waste reduction	26	7%	25	7%	93	26%	117	33%	98	27%	359	100%

Importance	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Developing and maintaining the road network	4.80	4.82	4.87	4.67	4.74	4.82	4.71	4.78
Regulating traffic flow	4.44	4.47	4.58	4.29	4.39	4.47	4.40	4.43
Footpaths	4.30	4.02	4.25	4.11	4.05	4.26	4.20	4.16
Cycleways	3.69	3.98	4.08	3.67	3.76	3.92	3.71	3.84
Kerb and guttering	4.07	3.91	4.19	4.06	3.96	4.15	4.09	4.06
Stormwater drainage	4.23	4.35	4.38	4.34	4.17	4.48	4.30	4.33
Flood prevention	4.28	4.31	4.38	4.40	4.18	4.51	4.34	4.35

Satisfaction	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Developing and maintaining the road network	1.40	1.56	1.51	1.90	1.54	1.69	2.09	1.62
Regulating traffic flow	2.45	2.56	2.34	2.92	2.54	2.64	2.98	2.59
Footpaths	2.58	2.51	2.43	2.40	2.49	2.46	2.60	2.48
Cycleways	2.34	2.40	2.35	2.80	2.42	2.56	2.69	2.49
Kerb and guttering	2.35	2.30	2.23	2.61	2.40	2.39	2.48	2.39
Stormwater drainage	2.74	2.88	2.69	2.93	2.98	2.70	2.94	2.83
Flood prevention	2.77	3.13	2.68	2.88	2.97	2.77	3.01	2.86

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

-  = A significantly higher level of importance/satisfaction (by group)
-  = A significantly lower level of importance/satisfaction (by group)



	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Developing and maintaining the road network	4	1%	2	1%	10	3%	43	11%	340	85%	400	100%
Regulating traffic flow	8	2%	5	1%	40	10%	101	25%	246	62%	400	100%
Footpaths	17	4%	23	6%	53	13%	91	23%	215	54%	400	100%
Cycleways	29	7%	35	9%	71	18%	97	24%	167	42%	400	100%
Kerb and guttering	23	6%	22	6%	67	17%	86	22%	202	50%	400	100%
Stormwater drainage	10	2%	11	3%	57	14%	83	21%	240	60%	400	100%
Flood prevention	7	2%	17	4%	50	12%	83	21%	244	61%	400	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Developing and maintaining the road network	221	58%	102	27%	49	13%	8	2%	4	1%	383	100%
Regulating traffic flow	70	20%	96	28%	106	31%	56	16%	19	5%	347	100%
Footpaths	80	26%	83	27%	79	26%	42	14%	21	7%	306	100%
Cycleways	67	25%	69	26%	80	30%	30	11%	19	7%	264	100%
Kerb and guttering	95	33%	61	21%	77	27%	35	12%	21	7%	288	100%
Stormwater drainage	54	17%	71	22%	101	32%	66	20%	29	9%	321	100%
Flood prevention	52	16%	64	20%	108	33%	73	23%	25	8%	323	100%

Importance	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Community involvement in Council decision making	4.13	4.35	4.41	4.12	4.10	4.38	4.48	4.24
The way Council employees deal with the public	4.24	4.40	4.41	4.32	4.18	4.50	4.46	4.34
Council's response to community needs	4.38	4.49	4.48	4.30	4.28	4.52	4.54	4.40
Long term planning and vision	4.08	4.45	4.56	4.34	4.27	4.46	4.56	4.36
Information supplied to residents about Council activities	4.22	4.24	4.37	4.18	4.08	4.41	4.45	4.25

Satisfaction	18 - 29	30 - 44	45 - 59	60 +	Male	Female	2009	2012
Community involvement in Council decision making	2.52	2.64	2.80	2.67	2.64	2.69	2.92	2.67
The way Council employees deal with the public	2.64	2.83	3.16	3.19	3.00	2.97	3.25	2.98
Council's response to community needs	2.32	2.43	2.61	2.81	2.59	2.55	2.95	2.57
Long term planning and vision	2.81	2.72	2.64	2.90	2.66	2.88	3.12	2.77
Information supplied to residents about Council activities	2.66	2.75	2.94	2.88	2.77	2.85	3.07	2.82

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

-  = A significantly higher level of importance/satisfaction (by group)
-  = A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Information supplied to residents about Council activities	14	3%	11	3%	53	13%	107	27%	215	54%	400	100%
The way Council employees deal with the public	10	3%	13	3%	43	11%	97	24%	237	59%	400	100%
Council's response to community needs	6	2%	11	3%	51	13%	81	20%	251	63%	400	100%
Community involvement in Council decision making	17	4%	10	2%	52	13%	101	25%	220	55%	400	100%
Long term planning and vision	14	4%	12	3%	40	10%	84	21%	251	63%	400	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Information supplied to residents about Council activities	52	16%	73	23%	106	33%	64	20%	27	8%	321	100%
The way Council employees deal with the public	50	15%	56	17%	109	33%	83	25%	33	10%	331	100%
Council's response to community needs	66	20%	88	27%	113	35%	42	13%	19	6%	328	100%
Community involvement in Council decision making	51	16%	79	25%	125	40%	44	14%	16	5%	314	100%
Long term planning and vision	45	14%	70	21%	148	45%	45	14%	21	6%	329	100%

Overall Importance of, and Satisfaction with, the Performance of Council



	18-29	30-44	45-59	60+	Male	Female	Overall
Importance mean ratings	4.29	4.56	4.50	4.54	4.43	4.54	2.43

	2009	2012
Importance mean ratings	4.47	4.49

	18-29	30-44	45-59	60+	Male	Female	Overall
Satisfaction mean ratings	2.36	2.31	2.46	2.54	2.37	2.49	2.43

	2005	2009	2012
Satisfaction mean ratings	3.3	3.2	2.4

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

-  = A significantly higher level of importance/satisfaction (by group)
-  = A significantly lower level of importance/satisfaction (by group)

	Count	Column %
Very important	11	3%
Important	43	11%
Somewhat important	139	35%
Not very important	119	30%
Not at all important	88	22%
Total	400	100%

	Count	Column %
Very satisfied	11	3%
Satisfied	43	11%
Somewhat satisfied	139	35%
Not very satisfied	119	30%
Not at all satisfied	88	22%
Total	400	100%

Support for Continuation of the Special Rate Variation to Retain the Current Level of Sealed Road Renewal

Q. How supportive are you of continuing the special rate variation to retain the current level of sealed road renewal?

	18-29	30-44	45-59	60+	Male	Female	Overall
Level of support	3.56	3.35	3.64	3.31	3.52	3.38	3.45

Mean ratings: 1 = not at all supportive, 5 = very supportive

	Count	Column %
Very supportive	103	26%
Supportive	121	30%
Somewhat supportive	81	20%
Not very supportive	43	11%
Not at all supportive	52	13%
Total	400	100%

Importance of Continuing the Special Rates Levy for Roads

Q. Based on what you have been told, how important do you believe it is that Council is allowed to continue with this special rates levy for roads?

	18-29	30-44	45-59	60+	Male	Female	Overall
Importance mean ratings	3.64	3.64	3.82	3.67	3.77	3.61	3.69

Mean ratings: 1 = not at all important, 5 = very important


	Count	Column %
Very important	105	26%
Important	156	39%
Somewhat important	84	21%
Not very important	19	5%
Not at all important	35	9%
Total	400	100%


Overall Satisfaction with the Level of Communication Council has with the Community

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

	18-29	30-44	45-59	60+	Male	Female	2009	2012
Satisfaction mean ratings	2.96	2.83	3.15	2.90	2.92	2.99	3.28	2.95

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

 = A significantly higher level of satisfaction (by group)



 = A significantly lower level of satisfaction (by group)

	Count	Column %
Very satisfied	9	2%
Satisfied	124	31%
Somewhat satisfied	150	37%
Not very satisfied	74	19%
Not at all satisfied	43	11%
Total	400	100%

Means of Receiving Information from Council

Q. In which of the following ways have you been kept informed about Council activities and services?

	2009		2012	
	Count	Column %	Count	Column %
Cessnock Advertiser	440	88%	342	86%
Word of mouth	345	69%	290	73%
Council brochures and displays	195	39%	195	49%
Newcastle Herald	184	37%	124	31%
Television	88	18%	118	29%
Radio	97	19%	95	24%
Council staff	92	18%	75	19%
Council's website	87	17%	68	17%
Maitland Mercury			42	11%
Branxton/Greta Vineyard News	85	17%	35	9%
Our Own News Wollombi	22	4%	35	9%
Council meetings/briefings	51	10%	34	8%
Council's Facebook page			27	7%
Council's Twitter messages			5	1%
None of these	7	1%	2	0%
Total	500	100%	400	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)

Means of Receiving Information from Council

Q. In which of the following ways have you been kept informed about Council activities and services?

	18 - 29		30 - 44		45 - 59		60 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Radio	24	29%	27	28%	19	20%	26	20%	49	25%	46	23%
Newcastle Herald	30	36%	26	27%	30	32%	38	30%	65	33%	59	29%
Maitland Mercury	10	13%	8	9%	8	9%	15	12%	18	9%	24	12%
Our Own News Wollombi	5	6%	8	9%	11	12%	11	9%	19	10%	16	8%
Council's Facebook page	7	9%	7	7%	8	8%	5	4%	16	8%	11	5%
Council brochures and displays	41	50%	50	52%	48	51%	57	45%	96	49%	100	49%
Council staff	13	16%	19	20%	23	24%	20	16%	37	19%	37	18%
Television	26	31%	35	37%	23	24%	34	27%	63	32%	55	27%
Cessnock Advertiser	67	80%	79	82%	88	93%	109	86%	164	84%	178	87%
Branxton/Greta Vineyard News	7	8%	13	14%	2	2%	13	10%	19	10%	16	8%
Council's website	12	15%	22	23%	22	23%	12	9%	29	15%	39	19%
Council's Twitter messages	3	4%	0	0%	2	2%	0	0%	3	2%	2	1%
Council meetings/briefings	5	6%	4	4%	10	11%	15	12%	15	8%	19	9%
Word of mouth	53	63%	77	81%	74	78%	87	68%	137	70%	153	75%
None of these	0	0%	0	0%	0	0%	2	1%	1	0%	1	1%
Total	83	100%	96	100%	94	100%	127	100%	195	100%	205	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)



Appendix B Questionnaire

**Cessnock City Council
Community Survey 2012**

Good Morning/Afternoon/Evening

My name is _____ and I am calling on behalf of Cessnock City Council from a research company called Micromex. We are conducting a survey about the services provided by Council and what Council's priorities should be in the future.

The survey will take approximately 15 minutes to complete and we would like to interview the person in your household over 18 who had the most recent birthday. Would you please be able to assist?

(If answer is YES)

Is your household in the Cessnock City Council area? **[IF NOT TERMINATE INTERVIEW]**

Have you lived in the Cessnock City Council area for longer than 6 months? **[IF NOT TERMINATE INTERVIEW]**

Please confirm that you do not work for Cessnock City Council or a market research company. **[IF SO TERMINATE INTERVIEW]**

Are you over the age of 18? **[IF NOT TERMINATE INTERVIEW]**

Great, I just have to inform you that my supervisor may monitor this call for quality control purposes.

Part A The Cessnock City Council area as a place to live

Q1. In this section we would like your views on the Cessnock City Council Area as a place to live. Our desire is to gauge your views on the broader attributes of the Cessnock community, although many of these issues are not the responsibility of Council. I am going to read out a list of statements about the Cessnock City Council area and would like you to rate your agreement, or disagreement, with each of these statements. Ratings are on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

	Agreement				
	Strongly disagree			Strongly agree	
	1	2	3	4	5
Community					
There is a strong community spirit in the Cessnock area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If there was a problem in my community, people would band together to solve it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for children are adequate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for youth are adequate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for the aged are adequate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a safe place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts, entertainment and culture are well catered for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality housing is both available and affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economy					
Industry and business development is working well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are enough employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education and training opportunities are good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality and environmentally friendly industries are encouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism is promoted well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The vineyards play an important role in the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conferences and events are important for the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment					
The area has an attractive appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The natural environment is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental issues are handled well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bushland that supports a diversity of native plants and animals is valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area's heritage is well conserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development overall is well planned and well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential development is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are enough good quality open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a wide range of recreation and leisure opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste collection and disposal are well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure					
There is enough public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The road network is effective and in good repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health facilities are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agreement					
	Strongly disagree					Strongly agree
	1	2	3	4	5	
<u>Governance</u>						
People volunteer and get involved in their community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The opportunity exists for me to be involved in making decisions about my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Laws and regulations are enforced consistently and fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
There is good co-operation between all levels of government in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
There is a clear plan and direction for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
<u>Overall</u>						
The area offers a good quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Part B Priority issues within the Cessnock City Council area

Q2a. The community identified five desired outcomes in the community strategic plan, Cessnock 2020, how well do you think the following statements describe the Cessnock local government area?

	Agreement					
	Strongly disagree					Strongly agree
	1	2	3	4	5	
A connected, safe and creative community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
A sustainable and prosperous economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
A sustainable and healthy environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Accessible infrastructure, services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Civic leadership and effective governance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q2b. What do you believe is currently the highest priority issue within the town or village where you live?

Q2c. What do you believe is currently the highest priority issue within the Cessnock City Council area?

Part C. Council Services and Facilities

Q3a. In the next question I am going to read out a list of Council provided services and facilities. In the first part 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, your level of satisfaction with the performance of Cessnock City Council's provision of that service. The scale is from 1 to 5 where 1 = low importance and low satisfaction and where 5 = high importance and high satisfaction.

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Facilities and services for youth	<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"/>
Buildings for community activities and meetings	<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 services and facilities 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"/>
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"/>
Inspection of the health and hygiene of local restaurants and takeaway shops	<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 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"/>
Presentation of the CBD main streets	<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"/>
Encouraging business and industry	<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 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"/>
Heritage conservation	<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 open space and bushland	<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"/>
Noxious 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"/>
Managing residential 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"/>
Parks and recreation areas	<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 fields and 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"/>
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"/>
Cemetery 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"/>
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"/>
Developing and maintaining the 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"/>
Regulating traffic flow	<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"/>
Stormwater 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"/>
Flood prevention	<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"/>
Kerb and guttering	<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	<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"/>
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"/>
Waste collection and disposal	<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 and waste reduction	<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's response to community needs	<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"/>
The way Council employees deal with the public	<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 involvement 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"/>
Information supplied to residents about Council activities	<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 and vision	<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's performance overall	<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"/>

Q3b. (If dissatisfied or very dissatisfied with Council's performance overall), what is your main reason for feeling that way?

.....

Part D. Special Rate Variation

Q4. The Council has had special rates levies in place since 2001.

Council is gauging the level of community support for the continuation of a special rates levy for two years, for renewing sealed roads across the local government area.

This special rates levy generates approximately \$1.5 million per year and these additional funds are allocated to renewing an additional 10km of sealed roads each year.

If continuation of the special rates levy is supported by the community and approved by IPART (Independent Pricing and Regulatory Tribunal) acting on behalf of the State Government, then average residential rates will continue to increase in line with the normal yearly rate increase (which has been around 3%).

Q5a. How supportive are you of continuing the special rate variation to retain the current level of sealed road renewal? Prompt

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

Q5b. Why do you say that?

.....

Q5c. Based on what you have been told, how important do you believe it is that Council is allowed to continue with this special rates levy for roads? Prompt

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

Part E. Council Communication

**Q6a. How satisfied are you currently with the level of communication Council has with the community?
Prompt**

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

Q6b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?

.....

Q7. In which of the following ways have you been kept informed about Council activities and services?

- | | |
|--|---|
| <input type="radio"/> Radio (specify station.....) | <input type="radio"/> Television (specify station.....) |
| <input type="radio"/> Newcastle Herald | <input type="radio"/> Cessnock Advertiser |
| <input type="radio"/> Maitland Mercury | <input type="radio"/> Branxton/Greta Vineyard News |
| <input type="radio"/> Our Own News Wollombi | <input type="radio"/> Council's website |
| <input type="radio"/> Council's Facebook page | <input type="radio"/> Council's Twitter messages |
| <input type="radio"/> Council brochures and displays | <input type="radio"/> Council meetings/briefings |
| <input type="radio"/> Council staff | <input type="radio"/> Word of mouth |

Q8a. Over the next 12 months Council will be reviewing the Community Strategic Plan for the Cessnock local government area. Would you be interested in contributing to this process?

- Yes No

Q8b. (If yes), could you please provide us with the following contact details?

Name: Phone:
Address: Email:

Demographic Information

Q9. Please stop me when I read out your age group.

- 18–29
- 30–44
- 45–59
- 60 years and over

Q10. Which town or area do you live in?

- | | | |
|--|-------------------------------------|--|
| <input type="radio"/> Aberdare | <input type="radio"/> East Branxton | <input type="radio"/> Neath |
| <input type="radio"/> Abermain | <input type="radio"/> Ellalong | <input type="radio"/> North Rothbury |
| <input type="radio"/> Abernethy | <input type="radio"/> Elrington | <input type="radio"/> Nulkaba |
| <input type="radio"/> Bellbird (incl. hghts) | <input type="radio"/> Greta | <input type="radio"/> Paxton |
| <input type="radio"/> Blackhill | <input type="radio"/> Heddon Greta | <input type="radio"/> Paynes Crossing |
| <input type="radio"/> Branxton | <input type="radio"/> Kearsley | <input type="radio"/> Pelaw Main |
| <input type="radio"/> Buchanan | <input type="radio"/> Kitchener | <input type="radio"/> Pokolbin |
| <input type="radio"/> Bucketty | <input type="radio"/> Kurri Kurri | <input type="radio"/> Quorrobolong |
| <input type="radio"/> Cessnock | <input type="radio"/> Laguna | <input type="radio"/> Rothbury |
| <input type="radio"/> Cessnock East | <input type="radio"/> Lovedale | <input type="radio"/> Sawyers Gully |
| <input type="radio"/> Cessnock South | <input type="radio"/> Millfield | <input type="radio"/> Stanford Merthyr |
| <input type="radio"/> Cessnock West | <input type="radio"/> Mount View | <input type="radio"/> Weston |
| <input type="radio"/> Cliffleigh | <input type="radio"/> Mount Vincent | <input type="radio"/> Wollombi |
| <input type="radio"/> Congewai | <input type="radio"/> Mulbring | |
- Other (Please specify).....

Q11. How long have you lived in the Cessnock City Council area?

.....

Q12. Gender. (Determined by voice)

- Male
- Female

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

I confirm again that my name is from Micromex Research. If you have any questions with regards to this survey you may contact Council or discuss this survey with my supervisor on 02 43522388.