

Cessnock City Council

Community Research

A research report prepared for

Cessnock City Council

August 2009



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Cessnock City Council
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Background

Cessnock City Council sought to monitor community satisfaction with the quality of life in Cessnock and with service delivery by Council, as well as identifying community issues of importance for the future which will provide information to assist in the development of a long term strategic plan for the Cessnock Local Government Area.

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

Methodology

Data collection

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

A copy of the questionnaire is provided in Appendix B.

Data collection period

The survey was conducted during the period 22nd July to 3rd August, 2009 from 4:30pm to 8:30pm, Monday to Thursday and 10:00am to 4:00pm Saturday.

Survey area

Cessnock City Council Local Government Area.

Sample selection and error

The sample consisted of a total of 500 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 500 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence.

Participants

Individuals in the household, 18 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home the call-backs were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

On completion of the survey, additional interviews were conducted where certain sections were underrepresented. A quota sampling procedure was used to eliminate the need for heavily weighting the research.

The compliance rate achieved was 51%, which represents a good cross section of the community and provides a sound basis for gauging community opinion.

Interviewing

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

Where applicable, the issues in each question were systematically rearranged for each respondent.

Methodology (Cont'd)

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 V15.

Ratings questions

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

This scale allowed for a mid range position for those who had a divided or neutral opinion.

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

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

Mean rating:	1.9 or less	'Very low' level of agreement
	2.0 – 2.4	'Low' level of agreement
	2.5 – 2.9	'Moderately low' level of agreement
	3.0 – 3.5	'Moderate' level of agreement
	3.6 – 3.8	'Moderately high' level of agreement
	3.9 – 4.1	'High' level of agreement
	4.2+	'Very high' level of agreement

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.

Foreword

Cessnock City Council commissioned a random community survey of 500 residents in an effort to assess the priorities of the community and their attitudes to Council's performance.

This survey, conducted by Micromex Research in July and August of 2009, provides a good assessment of where the community perceives that Council is performing well and meeting the priorities of its residents, and also identifies priority areas that require improvement.

Cessnock City Council is in the business of serving a population of approximately 46,000 residents with a wide diversity of needs, priorities and expectations for service, many of which are competing. The challenge for Cessnock City Council is to ensure a good balance of meeting the majority of needs, the majority of priorities and the majority of expectations for service, most of the time, with a limited budget.

Overall, the survey shows that 47% of respondents were 'satisfied' or 'very satisfied' with Council's performance, 28% were neutral and 24% were 'dissatisfied' or 'very dissatisfied'. This level of satisfaction is moderate and below the developed LGA Benchmark.

The community's satisfaction with Council's level of communication was again moderate and below the developed LGA Benchmark, with areas for improvement with regards to Council's communication with the broader community identified.

Where applicable, the research compares the outcomes with research conducted in 2005 and 2001. Of concern is that when comparing the respondents' agreement with specific statements regarding the Cessnock City Council area as a place to live, in 2009, the majority of statements obtained lower levels of agreement, compared to 2005. This outcome should be closely considered by Council and more frequent monitoring applied to ensure that this result is not a trend.

The research identifies very high levels of dissatisfaction with the road network in the Cessnock City Council area. Whilst community research often identifies that community satisfaction with roads is low, in Micromex's experience, seldom has such a high level of dissatisfaction been recorded. This issue is identified as a key driver for ratepayer satisfaction with Council's overall performance and hence requires close review, if only to ensure that the community is aware of which roads, specifically, are Council's responsibility.

Regarding services and facilities, the current high priority areas for the community, ranked in order, were:

Priority ranking	Service / Facility
1	Developing and maintaining the road network
2	Facilities and services for youth
3	Community involvement in Council decision making
4	Footpaths
5	Long term planning and vision
6	Council's response to community needs
7	Encouraging business and industry
8	Inspection of the health and hygiene of local restaurants and takeaway shops
9	Information supplied to residents about Council activities
10	Regulating traffic flow
11	Stormwater drainage

As you can appreciate, this survey presents a great deal of information. We hope you find the feedback useful in guiding future decisions and representing the needs of your residents.

Micromex Research

Key Findings

Satisfaction with Council's overall performance for the last 12 months

- 47% of the respondents were satisfied with Council's performance overall, whilst 28% were neutral and 24% expressed dissatisfaction
- There was no statistically significant difference in satisfaction by age, gender or in comparison with the 2005 outcome

	Satisfied	Neither	Dissatisfied	Mean
Council's overall performance	47%	29%	24%	3.3

In a follow up question those respondents who were dissatisfied were asked the reason for their dissatisfaction.

The predominant responses related to:

- Council not dealing with issues raised by the Community
- Road maintenance

Satisfaction with the level of communication Council has with the community

- 44% of the respondents were 'satisfied' and 4% 'very satisfied' with the level of communication Council has with the community. 32% were 'neutral' and 20% expressed 'dissatisfaction'
- There was no statistically significant difference in satisfaction by age, gender or in comparison with the 2005 outcome

In a follow up question those respondents who were dissatisfied were asked how Council could improve its communication.

The predominant responses related to:

- Listen to the community and act on their concerns
- Regular newsletters via mail and email
- Make information more public
- More public meetings

Methods of being informed about Council activities and services

- The most significant methods by which residents were kept informed of Council news and activities was through the Cessnock Advertiser (88%) followed by word of mouth (69%) and the Independent (53%)
- Council brochures and displays was also prominent (39%), along with the Newcastle Herald (37%) and Council's quarterly newsletter (36%)

Interest in contributing to the development of Council's long term strategic plan

- 46% of respondents expressed interest in contributing to the development of Council's long term strategic plan

Key Findings (Cont'd)

Cessnock City Council area as a place to live

Respondents were asked to rate their agreement with 37 specific statements with regards to the attributes of the Cessnock community.

Overall, there were 4 statements that respondents attributed high levels of agreement to. These included:

- The vineyards play an important role in the local economy
- Conferences and events are important for the area
- Tourism is promoted well
- There is enough bushland to support a diversity of native plants and animals

6 of the statements were attributed moderately high levels of agreement. These included:

- The area offers a good quality of life
- The quality of the air is clean and clear
- Waste collection and disposal are well managed
- If there was a problem in my community, people would band together to solve it
- The area's heritage is well conserved
- Internet access and availability is adequate

18 of the statements were attributed moderate levels of agreement. These included:

- There is a strong community spirit in the Cessnock area
- The natural environment is well managed
- There are enough good quality open spaces
- The area has an attractive appearance
- Education and training opportunities are good
- Shopping in the Cessnock Council area is well catered for
- The opportunity exists for me to be involved in making decisions about my community
- High quality and environmentally friendly industries are encouraged
- It is a safe place to live
- Arts, entertainment and culture are well catered for
- Environmental issues are handled well
- Development overall is well planned and well managed
- Quality housing is both available and affordable
- Industry and business development is working well
- Laws and regulations are enforced consistently and fairly
- Residential development is well managed
- Facilities and services for the aged are adequate
- There is a clear plan and direction for the future

8 of the statements were attributed moderately low levels of agreement. These included:

- Facilities and services for children are adequate
- There is a wide range of recreation and leisure opportunities
- There is good co-operation between all levels of government in the area
- Creeks and waterways are well looked after
- There is enough public transport
- Health facilities are sufficient
- There are enough employment opportunities
- Facilities and services for youth are adequate

1 of the statements was attributed very low levels of agreement. This was:

- The road network is effective and in good repair

Key Findings (Cont'd)

Cessnock City Council area as a place to live (Cont'd)

Comparisons with previous years

- When comparing the agreement ratings with the 2005 research, the analysis indicates that of the 19 statements that were rated in both periods, respondents in 2009 were less likely to be in agreement with 18 of the statements and more likely to be in agreement with only 1 of the prompted statements

Comparisons by age

- Overall, the younger the respondent, the less likely they were to agree with the prompted statements

Comparisons by age

- Overall, male respondents were less likely than females to agree with the prompted statements

Highest priority issue within their town or village

In this open ended question respondents were asked what they believed was currently the highest priority issue within the town or village where you live. The predominant responses were:

	Count	Column %
Road maintenance	135	28.4%
Law and order, e.g. vandalism, break ins, safety	48	10.1%
More and improved health facilities	33	6.9%
Unemployment	26	5.5%
Hospitals	20	4.2%
Youth services and facilities	19	4.0%
F3 Freeway link road	17	3.6%
Overdevelopment	12	2.5%
Kerb and guttering	11	2.3%
Other	154	32.4%
Total	475	100.0%

Key Findings (Cont'd)

Highest priority issue within the Cessnock City Council area

In this open ended question respondents were asked what they believed was currently the highest priority issue within the Cessnock City Council area. The predominant responses were:

	Count	Column %
Road maintenance	184	40.9%
Policing/Law and order	40	8.9%
Health services and facilities	30	6.7%
Planning and development	27	6.0%
Hospitals	22	4.9%
Unemployment	21	4.7%
Youth services and facilities	18	4.0%
Other	108	24.0%
Total	450	100.0%

Highest priority issues, over the next 20 years, within the Cessnock City Council area

In this open ended question respondents were asked what they believed, over the next 20 years, were the highest priority issues within the Cessnock City Council area. The predominant responses were:

	Count	Column %
Road maintenance	176	35.2%
Unemployment	127	25.4%
Planning and development	103	20.6%
Health services and facilities	89	17.8%
Policing/Law and order	52	10.4%
Public transport	51	10.2%
Youth services and facilities	48	9.6%
Education	46	9.2%
Infrastructure	42	8.4%
Tourism	41	8.2%
Aged care services and facilities	36	7.2%
Encouraging industrial and retail development	29	5.8%
Hospital	26	5.2%
Environment	23	4.6%
Growth and development	18	3.6%
Other	161	32.2%
Total number of respondents	500	

Nb: Some respondents gave more than one answer

Key Findings (Cont'd)

Part A: Importance and satisfaction with 33 different services and facilities and their priority ranking

Respondents were asked to rate the importance of, and their satisfaction with, each of 33 different services or facilities on a scale of 1 to 5 where 1 = low importance or satisfaction and 5 = high importance or satisfaction.

The **importance** mean ratings ranged from a high of 4.7 for 'developing and maintaining the road network', where 95% of the residents rated it as 'important' or 'very important', to a low of 2.7 for the 'Performing Arts Centre', where 27% of the residents rated it as 'important' or 'very important'.

Importance ranking	Service/facility	Importance mean
1	Developing and maintaining the road network	4.7
2	Recycling and waste reduction	4.6
3	Waste collection and disposal	4.6
4	Inspection of the health and hygiene of local restaurants and takeaway shops	4.6
5	Encouraging business and industry	4.6
6	Long term planning and vision	4.6
7	Council's response to community needs	4.5
8	Community involvement in Council decision making	4.5
9	Council's performance overall	4.5
10	Environmental protection	4.5
11	The way Council employees deal with the public	4.5
12	Information supplied to residents about Council activities	4.5
13	Regulating traffic flow	4.4
14	Flood prevention	4.3
15	Managing residential development	4.3
16	Stormwater drainage	4.3
17	Presentation of the CBD main streets	4.3
18	Facilities and services for youth	4.3
19	Footpaths	4.2
Average importance mean rating = 4.20		
20	Public toilets	4.2
21	Maintaining open space and bushland	4.1
22	Sporting fields and buildings	4.1
23	Heritage conservation	4.1
24	Kerb and guttering	4.1
25	Community services and facilities planning	4.0
26	Parks and recreation areas	4.0
27	Buildings for community activities and meetings	3.9
28	Noxious weed control	3.9
29	Cemetery management	3.9
30	Swimming pools	3.9
31	Cycleways	3.7
32	Library services	3.6
33	Performing Arts Centre	2.7

Nb: Whilst presented to 1 decimal place above, the mean rating for 'public toilets' is 4.16 and therefore below the average for the importance mean ratings.

Key Findings (Cont'd)

Part A: Importance and satisfaction with 33 different services and facilities and their priority ranking (Cont'd)

The **satisfaction** mean ratings ranged from a high of 4.2 for 'library services', where 84% of the residents expressed a level of satisfaction, to a low of 2.1 for 'developing and maintaining the road network', where only 11% of the residents expressed a level of satisfaction.

Satisfaction ranking	Service/facility	Satisfaction mean
1	Library services	4.2
2	Performing Arts Centre	4.0
3	Cemetery management	3.8
4	Recycling and waste reduction	3.8
5	Waste collection and disposal	3.8
6	Sporting fields and buildings	3.7
7	Swimming pools	3.6
8	Maintaining open space and bushland	3.5
9	Parks and recreation areas	3.5
10	Heritage conservation	3.5
11	Environmental protection	3.5
12	Buildings for community activities and meetings	3.3
13	Presentation of the CBD main streets	3.3
14	The way Council employees deal with the public	3.3
15	Council's performance overall	3.2
Average satisfaction mean rating = 3.19		
16	Community services and facilities planning	3.2
17	Inspection of the health and hygiene of local restaurants and takeaway shops	3.2
18	Encouraging business and industry	3.2
19	Noxious weed control	3.1
20	Long term planning and vision	3.1
21	Managing residential development	3.1
22	Information supplied to residents about Council activities	3.1
23	Flood prevention	3.0
24	Regulating traffic flow	3.0
25	Council's response to community needs	3.0
26	Stormwater drainage	2.9
27	Community involvement in Council decision making	2.9
28	Cycleways	2.7
29	Footpaths	2.6
30	Facilities and services for youth	2.6
31	Kerb and guttering	2.5
32	Public toilets	2.4
33	Developing and maintaining the road network	2.1

Nb: Whilst presented to 1 decimal place above, the mean ratings for 'community services and facilities planning', 'inspection of the health and hygiene of local restaurants and takeaway shops' and 'encouraging business and industry' are 3.18, 3.16 and 3.15 respectively and therefore below the average for the satisfaction mean ratings.

Key Findings (Cont'd)

Gap analysis

Gap analysis establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score.

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

Gap analysis enables us to provide a priority ranking for all 33 services and facilities.

fix

Performance gap ranking	Service/facility	Importance mean	Satisfaction mean	Performance gap
1	Developing and maintaining the road network	4.7	2.1	2.6
2	Public toilets	4.2	2.4	1.8
3	Facilities and services for youth	4.3	2.6	1.7
4	Community involvement in Council decision making	4.5	2.9	1.6
5	Footpaths	4.2	2.6	1.6
6	Kerb and guttering	4.1	2.5	1.6
7	Long term planning and vision	4.6	3.1	1.5
8	Council's response to community needs	4.5	3.0	1.5
9	Encouraging business and industry	4.6	3.2	1.4
10	Inspection of the health and hygiene of local restaurants and takeaway shops	4.6	3.2	1.4
11	Information supplied to residents about Council activities	4.5	3.1	1.4
12	Regulating traffic flow	4.4	3.0	1.4
13	Stormwater drainage	4.3	2.9	1.4
14	Council's performance overall	4.5	3.2	1.3
15	Flood prevention	4.3	3.0	1.3
16	The way Council employees deal with the public	4.5	3.3	1.2
17	Managing residential development	4.3	3.1	1.2
18	Environmental protection	4.5	3.5	1.0
19	Presentation of the CBD main streets	4.3	3.3	1.0
20	Cycleways	3.7	2.7	1.0
21	Recycling and waste reduction	4.6	3.8	0.8
22	Waste collection and disposal	4.6	3.8	0.8
23	Community services and facilities planning	4.0	3.2	0.8
24	Noxious weed control	3.9	3.1	0.8
25	Heritage conservation	4.1	3.5	0.6
26	Maintaining open space and bushland	4.1	3.5	0.6
27	Buildings for community activities and meetings	3.9	3.3	0.6
28	Parks and recreation areas	4.0	3.5	0.5
29	Sporting fields and buildings	4.1	3.7	0.4
30	Swimming pools	3.9	3.6	0.3
31	Cemetery management	3.9	3.8	0.1
32	Library services	3.6	4.2	-0.6
33	Performing Arts Centre	2.7	4.0	-1.3

Nb: Where the performance gap is equal, the ranking is sorted on the service or facility with the highest overall mean importance rating.

Key Findings (Cont'd)

Quadrant analysis

Quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for all of the 33 services or facilities and plotting them against each other in a higher or lower quadrant.

- The services or facilities in the upper left quadrant are those that were rated higher in importance but lower in satisfaction
- The upper right quadrant represents Council's strengths
- The lower right quadrant represents, to the community, areas of higher satisfaction but lower importance
- The lower left quadrant represents lower priority services or facilities

	Higher importance Lower satisfaction	Higher importance Higher satisfaction	
Higher priorities	Developing and maintaining the road network Encouraging business and industry Long term planning and vision Council's response to community needs Community involvement in Council decision making Regulating traffic flow Flood prevention Managing residential development Stormwater drainage Inspection of the health and hygiene of local restaurants and takeaway shops Facilities and services for youth Footpaths Information supplied to residents about Council activities	Recycling and waste reduction Waste collection and disposal Council's performance overall Environmental protection The way Council employees deal with the public Presentation of the CBD main streets	Council's strengths
	Lower importance Lower satisfaction	Lower importance Higher satisfaction	
Lower priorities	Public toilets Kerb and guttering Noxious weed control Cycleways Community services and facilities planning	Maintaining open space and bushland Sporting fields and buildings Heritage conservation Parks and recreation areas Buildings for community activities and meetings Cemetery management Swimming pools Library services Performing Arts Centre	

Key Findings (Cont'd)

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 33 Council services or facilities. The table below lists the services and facilities in ranked order and highlights those services or facilities identified as high priorities in both the quadrant and gap analysis.

It is important to note that a 'low priority' score does not signify a community's suggestion that spending be reduced in this area. A low priority score signifies that the community's needs are currently being met in this area.

Priority ranking	Service / Facility	Priority score	
1	Developing and maintaining the road network	10.4	Higher priority
2	Facilities and services for youth	6.8	
3	Community involvement in Council decision making	6.4	
4	Footpaths	6.4	
5	Long term planning and vision	6.0	
6	Council's response to community needs	6.0	
7	Encouraging business and industry	5.6	
8	Inspection of the health and hygiene of local restaurants and takeaway shops	5.6	
9	Information supplied to residents about Council activities	5.6	
10	Regulating traffic flow	5.6	
11	Stormwater drainage	5.6	
12	Flood prevention	5.2	
13	Managing residential development	4.8	
14	Council's performance overall	3.9	
15	The way Council employees deal with the public	3.6	
16	Public toilets	3.6	
17	Kerb and guttering	3.2	
18	Environmental protection	3.0	
19	Presentation of the CBD main streets	3.0	
20	Recycling and waste reduction	2.4	
21	Waste collection and disposal	2.4	Lower priority
22	Cycleways	2.0	
23	Noxious weed control	1.6	
24	Community services and facilities planning	1.6	
25	Heritage conservation	0.6	
26	Maintaining open space and bushland	0.6	
27	Buildings for community activities and meetings	0.6	
28	Parks and recreation areas	0.5	
29	Sporting fields and buildings	0.4	
30	Swimming pools	0.3	
31	Cemetery management	0.1	
32	Library services	-0.6	
33	Performing Arts Centre	-1.3	

Nb: Where the priority score is equal, the priority ranking is sorted on the service or facility with the highest overall mean importance rating.

Comparison of Cessnock City Council against other Local Government Areas

Satisfaction with key criteria

Comparisons with a Micromex Research developed Local Government Benchmark are able to be made with 11 specific key criteria that are common to all LGAs.

Sample

The sample includes 25 LGAs representing over 15,000 resident interviews.

Comment

Comparisons indicate that Cessnock City Council has performed above average in 3 of the 11 criteria, but was below average in 8.

Of significance, Cessnock City Council performed below the Benchmark for the key criteria:

'Overall satisfaction with Council's performance'

	Criteria	LGA Benchmark	Cessnock City
Above the Benchmark			
	Recycling and waste reduction	3.7	3.8
	Sporting fields and buildings	3.6	3.7
	Library services	4.1	4.2
Below the Benchmark			
	Developing and maintaining the road network	2.9	2.1
	Public toilets	2.9	2.4
	Facilities and services for youth	2.9	2.6
	Kerb and guttering	3.1	2.5
	Waste collection and disposal	4.1	3.8
	Heritage conservation	3.6	3.5
	Level of communication with the community	3.4	3.3
	<i>Overall satisfaction with Council's performance</i>	3.5	3.2

Part A
The Cessnock 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.

Key findings

Overall agreement

In this question, respondents were asked to rate their agreement with 37 specific statements with regards to the attributes of the Cessnock community.

Overall, there were 4 statements that respondents attributed high levels of agreement to. These included:

- The vineyards play an important role in the local economy
- Conferences and events are important for the area
- Tourism is promoted well
- There is enough bushland to support a diversity of native plants and animals

6 of the statements were attributed moderately high levels of agreement. These included:

- The area offers a good quality of life
- The quality of the air is clean and clear
- Waste collection and disposal are well managed
- If there was a problem in my community, people would band together to solve it
- The area's heritage is well conserved
- Internet access and availability is adequate

18 of the statements were attributed moderate levels of agreement. These included:

- There is a strong community spirit in the Cessnock area
- The natural environment is well managed
- There are enough good quality open spaces
- The area has an attractive appearance
- Education and training opportunities are good
- Shopping in the Cessnock Council area is well catered for
- The opportunity exists for me to be involved in making decisions about my community
- High quality and environmentally friendly industries are encouraged
- It is a safe place to live
- Arts, entertainment and culture are well catered for
- Environmental issues are handled well
- Development overall is well planned and well managed
- Quality housing is both available and affordable
- Industry and business development is working well
- Laws and regulations are enforced consistently and fairly
- Residential development is well managed
- Facilities and services for the aged are adequate
- There is a clear plan and direction for the future

8 of the statements were attributed moderately low levels of agreement. These included:

- Facilities and services for children are adequate
- There is a wide range of recreation and leisure opportunities
- There is good co-operation between all levels of government in the area
- Creeks and waterways are well looked after
- There is enough public transport
- Health facilities are sufficient
- There are enough employment opportunities
- Facilities and services for youth are adequate

1 of the statements was attributed very low levels of agreement. This was:

- The road network is effective and in good repair

Q1. Agreement ratings with specific statements. (Cont'd)

Key findings (Cont'd)

Comparisons with previous years

- When comparing the agreement ratings with the 2005 research, the analysis indicates that of the 19 statements that were rated in both periods, respondents in 2009 were statistically significantly less likely to be in agreement with 15 of the statements and statistically significantly more likely to be in agreement with only 1 of the prompted statements

Comparisons by age

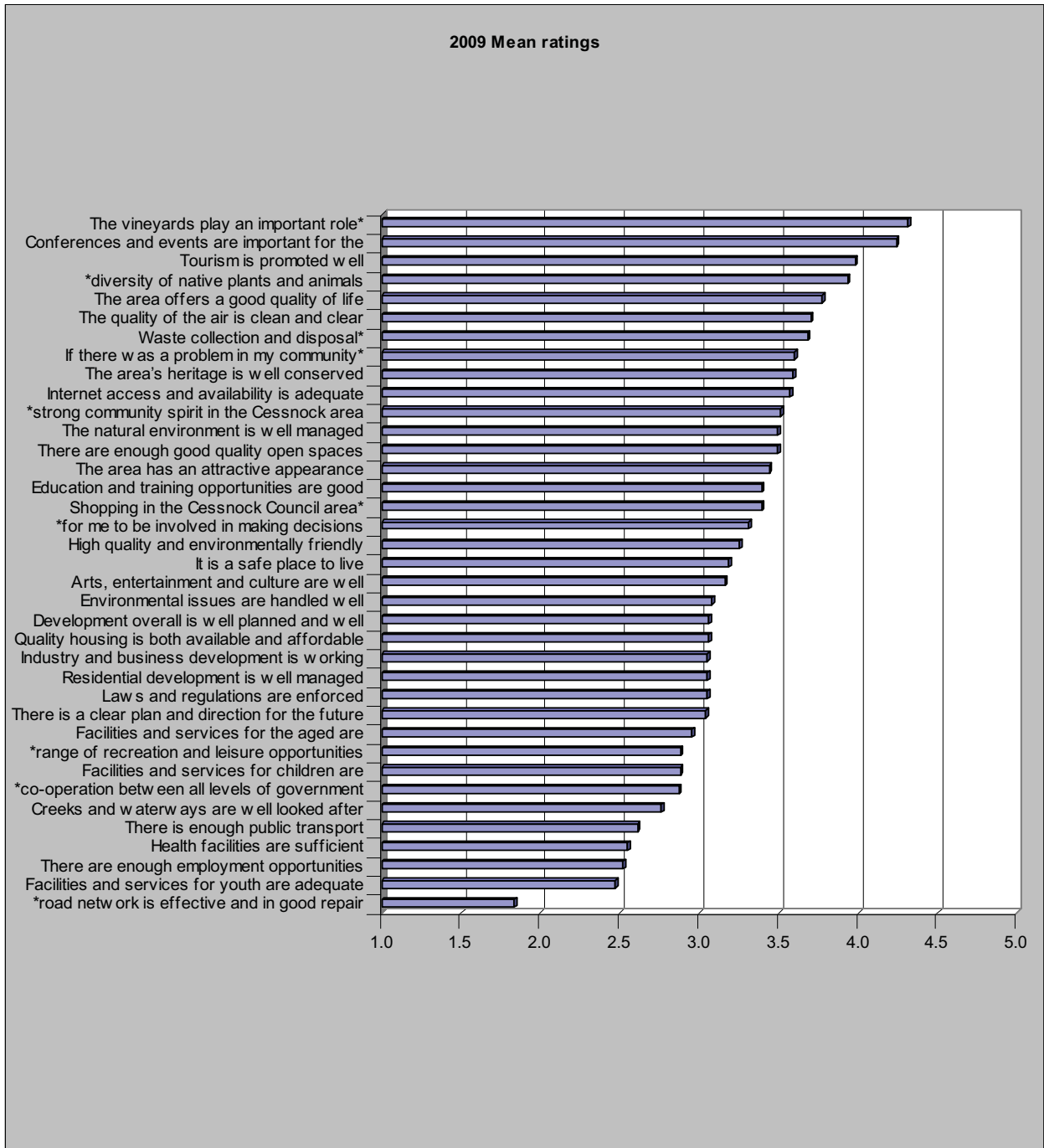
- Overall, the younger the respondent the less likely they were to agree with the prompted statements

Comparisons by age

- Overall, male respondents were less likely than females to agree with the prompted statements

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)



*Please see the table on the following page for full descriptions

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

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)

Specific statement	Mean rating
The vineyards play an important role in the local economy	4.3
Conferences and events are important for the area	4.2
Tourism is promoted well	4.0
There is enough bushland to support a diversity of native plants and animals	3.9
The area offers a good quality of life	3.8
The quality of the air is clean and clear	3.7
Waste collection and disposal are well managed	3.7
If there was a problem in my community, people would band together to solve it	3.6
The area's heritage is well conserved	3.6
Internet access and availability is adequate	3.6
There is a strong community spirit in the Cessnock area	3.5
The natural environment is well managed	3.5
There are enough good quality open spaces	3.5
The area has an attractive appearance	3.4
Education and training opportunities are good	3.4
Shopping in the Cessnock Council area is well catered for	3.4
The opportunity exists for me to be involved in making decisions about my community	3.3
High quality and environmentally friendly industries are encouraged	3.3
It is a safe place to live	3.2
Arts, entertainment and culture are well catered for	3.2
Environmental issues are handled well	3.1
Development overall is well planned and well managed	3.1
Quality housing is both available and affordable	3.1
Industry and business development is working well	3.1
Laws and regulations are enforced consistently and fairly	3.1
Residential development is well managed	3.1
There is a clear plan and direction for the future	3.0
Facilities and services for the aged are adequate	3.0
Facilities and services for children are adequate	2.9
There is a wide range of recreation and leisure opportunities	2.9
There is good co-operation between all levels of government in the area	2.9
Creeks and waterways are well looked after	2.8
There is enough public transport	2.6
Health facilities are sufficient	2.6
There are enough employment opportunities	2.5
Facilities and services for youth are adequate	2.5
The road network is effective and in good repair	1.8

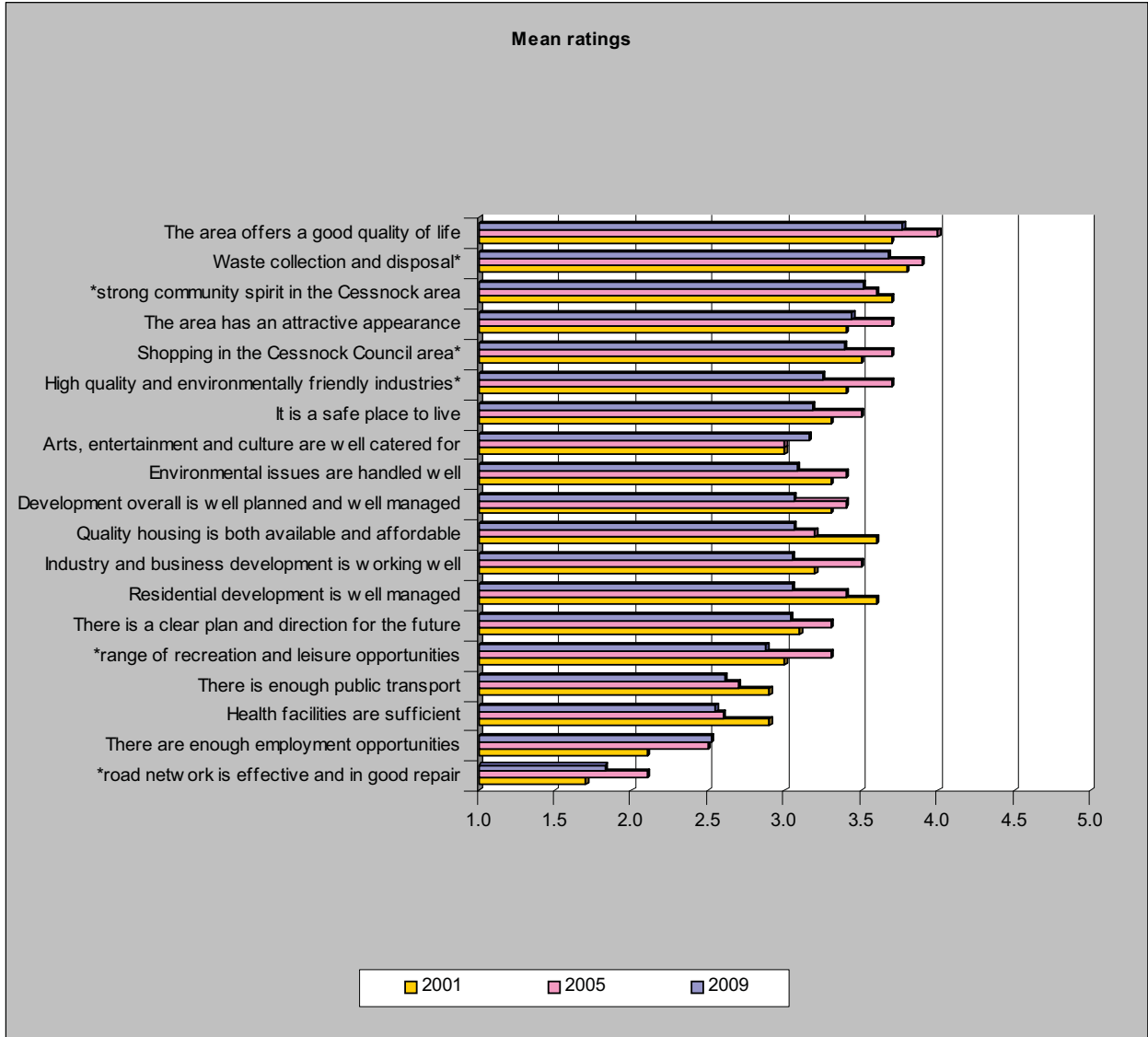
Mean ratings: 1 = strongly disagree, 5 = strongly agree

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)

Agreement mean ratings by year

The following graph lists only those statements, where comparisons could be made with the research in 2005 and 2001.



*Please see the table on the following page for full descriptions

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

Continued on the following page


Q1. Agreement ratings with specific statements. (Cont'd)


Agreement mean ratings by year

The following table lists only those statements, where comparisons could be made with the research in 2005 and 2001.

	2001	2005	2009
The area offers a good quality of life	3.7	4.0	3.8
Waste collection and disposal are well managed	3.8	3.9	3.7
There is a strong community spirit in the Cessnock area	3.7	3.6	3.5
The area has an attractive appearance	3.4	3.7	3.4
Shopping in the Cessnock Council area is well catered for	3.5	3.7	3.4
High quality and environmentally friendly industries are encouraged	3.4	3.7	3.3
It is a safe place to live	3.3	3.5	3.2
Arts, entertainment and culture are well catered for	3.0	3.0	3.2
Environmental issues are handled well	3.3	3.4	3.1
Development overall is well planned and well managed	3.3	3.4	3.1
Quality housing is both available and affordable	3.6	3.2	3.1
Industry and business development is working well	3.2	3.5	3.1
Residential development is well managed	3.6	3.4	3.1
There is a clear plan and direction for the future	3.1	3.3	3.0
There is a wide range of recreation and leisure opportunities	3.0	3.3	2.9
There is enough public transport	2.9	2.7	2.6
Health facilities are sufficient	2.9	2.6	2.6
There are enough employment opportunities	2.1	2.5	2.5
The road network is effective and in good repair	1.7	2.1	1.8

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

 = A significantly higher level of agreement than the previous period

 = A significantly lower level of agreement than the previous period

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)

Cross correlation by age and gender

	18 - 29	30 - 44	45 - 59	60+	Male	Female
The vineyards play an important role in the local economy	4.4	4.3	4.2	4.4	4.2	4.4
Conferences and events are important for the area	4.0	4.3	4.3	4.3	4.1	4.4
Tourism is promoted well	3.8	4.0	4.0	4.1	3.9	4.1
There is enough bushland to support a diversity of native plants and animals	3.9	4.0	3.8	4.0	3.9	4.0
The area offers a good quality of life	3.4	3.8	3.8	4.0	3.8	3.8
The quality of the air is clean and clear	3.9	3.7	3.5	3.8	3.7	3.7
Waste collection and disposal are well managed	3.7	3.6	3.5	4.0	3.7	3.7
If there was a problem in my community, people would band together to solve it	3.5	3.6	3.6	3.7	3.4	3.8
The area's heritage is well conserved	3.6	3.7	3.5	3.6	3.6	3.6
Internet access and availability is adequate	3.8	3.6	3.6	3.5	3.5	3.6
There is a strong community spirit in the Cessnock area	3.5	3.5	3.4	3.7	3.4	3.6
There are enough good quality open spaces	3.3	3.5	3.4	3.7	3.5	3.5
The natural environment is well managed	3.6	3.5	3.3	3.6	3.4	3.6
The area has an attractive appearance	3.2	3.4	3.4	3.7	3.4	3.4
Education and training opportunities are good	3.2	3.4	3.3	3.6	3.3	3.5
Shopping in the Cessnock Council area is well catered for	3.2	3.4	3.3	3.6	3.4	3.4
The opportunity exists for me to be involved in making decisions about my community	3.4	3.3	3.2	3.4	3.3	3.3
High quality and environmentally friendly industries are encouraged	3.0	3.3	3.2	3.4	3.1	3.3
It is a safe place to live	2.9	3.1	3.2	3.4	3.2	3.2
Arts, entertainment and culture are well catered for	2.9	3.3	3.1	3.2	3.1	3.2
Environmental issues are handled well	3.0	3.0	3.0	3.2	3.1	3.1
Quality housing is both available and affordable	2.9	3.1	3.0	3.1	3.0	3.1
Development overall is well planned and well managed	3.0	3.1	3.0	3.2	3.0	3.1
Industry and business development is working well	3.0	3.2	2.9	3.1	2.9	3.2
Residential development is well managed	2.8	3.1	3.0	3.3	3.1	3.1
Laws and regulations are enforced consistently and fairly	3.2	3.1	2.9	3.1	3.0	3.1
There is a clear plan and direction for the future	2.8	3.1	2.9	3.2	3.0	3.1
Facilities and services for the aged are adequate	3.0	2.9	2.8	3.2	2.9	3.0
Facilities and services for children are adequate	3.0	2.7	2.9	3.1	3.0	2.8
There is a wide range of recreation and leisure opportunities	2.8	2.8	2.8	3.1	2.9	2.8
There is good co-operation between all levels of government in the area	2.8	2.9	2.8	3.0	2.8	3.0
Creeks and waterways are well looked after	3.0	2.8	2.7	2.7	2.7	2.9
There is enough public transport	2.5	2.8	2.5	2.6	2.6	2.7
Health facilities are sufficient	2.7	2.4	2.4	2.9	2.7	2.4
There are enough employment opportunities	2.3	2.7	2.5	2.5	2.5	2.5
Facilities and services for youth are adequate	2.5	2.3	2.5	2.6	2.5	2.4
The road network is effective and in good repair	1.8	1.7	1.8	2.0	1.8	1.8

■ = A significantly higher level of agreement (By group)

■ = A significantly lower level of agreement (By group)

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The vineyards play an important role in the local economy	14	2.7%	15	3.0%	49	9.8%	146	29.2%	276	55.3%	500	100.0%
Conferences and events are important for the area	12	2.4%	12	2.3%	51	10.3%	196	39.2%	229	45.8%	500	100.0%
Tourism is promoted well	10	2.0%	32	6.5%	85	17.0%	204	40.9%	169	33.7%	500	100.0%
There is enough bushland to support a diversity of native plants and animals	11	2.2%	26	5.2%	92	18.4%	229	45.8%	143	28.5%	500	100.0%
The area offers a good quality of life	9	1.8%	24	4.9%	132	26.4%	239	47.9%	95	19.0%	500	100.0%
The quality of the air is clean and clear	16	3.2%	41	8.2%	118	23.6%	227	45.5%	98	19.6%	500	100.0%
Waste collection and disposal are well managed	25	5.0%	45	9.0%	106	21.3%	214	42.7%	110	22.0%	500	100.0%
If there was a problem in my community, people would band together to solve it	16	3.3%	60	12.0%	144	28.8%	166	33.1%	114	22.8%	500	100.0%
The area's heritage is well conserved	12	2.3%	40	8.0%	161	32.2%	215	42.9%	72	14.5%	500	100.0%
Internet access and availability is adequate	25	5.1%	39	7.8%	167	33.3%	163	32.6%	106	21.2%	500	100.0%
There is a strong community spirit in the Cessnock area	15	2.9%	46	9.2%	208	41.7%	129	25.8%	102	20.4%	500	100.0%
The natural environment is well managed	17	3.5%	48	9.6%	177	35.5%	187	37.5%	70	13.9%	500	100.0%
There are enough good quality open spaces	23	4.5%	58	11.6%	145	29.0%	198	39.5%	76	15.3%	500	100.0%
The area has an attractive appearance	18	3.6%	62	12.5%	169	33.8%	183	36.6%	68	13.5%	500	100.0%
Education and training opportunities are good	25	4.9%	61	12.1%	172	34.4%	182	36.5%	61	12.1%	500	100.0%
Shopping in the Cessnock Council area is well catered for	26	5.2%	74	14.9%	158	31.6%	164	32.8%	78	15.6%	500	100.0%
The opportunity exists for me to be involved in making decisions about my community	24	4.8%	74	14.8%	183	36.6%	162	32.5%	57	11.4%	500	100.0%
High quality and environmentally friendly industries are encouraged	24	4.7%	74	14.7%	200	40.0%	161	32.3%	41	8.3%	500	100.0%
It is a safe place to live	40	8.0%	90	17.9%	175	35.0%	131	26.3%	64	12.8%	500	100.0%

Continued on the following page

Q1. Agreement ratings with specific statements. (Cont'd)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Arts, entertainment and culture are well catered for	32	6.4%	76	15.2%	209	41.8%	147	29.4%	36	7.2%	500	100.0%
Environmental issues are handled well	33	6.6%	69	13.8%	246	49.2%	130	26.0%	22	4.5%	500	100.0%
Development overall is well planned and well managed	40	7.9%	98	19.7%	188	37.7%	138	27.6%	36	7.1%	500	100.0%
Quality housing is both available and affordable	34	6.7%	97	19.4%	207	41.4%	133	26.5%	30	6.0%	500	100.0%
Industry and business development is working well	28	5.7%	95	19.0%	231	46.2%	116	23.2%	30	6.0%	500	100.0%
Laws and regulations are enforced consistently and fairly	49	9.9%	97	19.5%	174	34.8%	139	27.9%	40	7.9%	500	100.0%
Residential development is well managed	37	7.4%	101	20.2%	190	37.9%	142	28.4%	30	6.0%	500	100.0%
There is a clear plan and direction for the future	35	7.0%	93	18.7%	223	44.6%	114	22.8%	35	6.9%	500	100.0%
Facilities and services for the aged are adequate	40	7.9%	98	19.6%	234	46.8%	105	21.1%	23	4.6%	500	100.0%
Facilities and services for children are adequate	51	10.3%	114	22.8%	206	41.1%	100	19.9%	29	5.9%	500	100.0%
There is a wide range of recreation and leisure opportunities	37	7.4%	127	25.3%	213	42.7%	105	21.0%	18	3.6%	500	100.0%
There is good co-operation between all levels of government in the area	58	11.5%	103	20.5%	206	41.2%	113	22.6%	20	4.1%	500	100.0%
Creeks and waterways are well looked after	70	14.0%	115	22.9%	199	39.7%	96	19.3%	20	4.0%	500	100.0%
There is enough public transport	109	21.9%	125	24.9%	145	29.1%	94	18.9%	26	5.3%	500	100.0%
Health facilities are sufficient	109	21.8%	153	30.6%	130	26.0%	71	14.2%	37	7.5%	500	100.0%
There are enough employment opportunities	83	16.7%	171	34.1%	163	32.6%	71	14.1%	12	2.5%	500	100.0%
Facilities and services for youth are adequate	96	19.2%	154	30.7%	190	38.0%	42	8.4%	18	3.7%	500	100.0%
The road network is effective and in good repair	249	49.8%	131	26.2%	81	16.3%	35	7.1%	4	0.7%	500	100.0%

Part B

Priority issues within the Cessnock City Council area

Q2a. What do you believe is currently the highest priority issue within the town or village where you live?

In this open ended question respondents were asked what they believed was currently the highest priority issue within the town or village where you live. The predominant responses were:

	Count	Column %
Road maintenance	135	28.4%
Law and order, e.g. vandalism, break ins, safety	48	10.1%
More and improved health facilities	33	6.9%
Unemployment	26	5.5%
Hospitals	20	4.2%
Youth services and facilities	19	4.0%
F3 Freeway link road	17	3.6%
Overdevelopment	12	2.5%
Kerb and guttering	11	2.3%
Other	154	32.4%
Total	475	100.0%

Other

Public transport	9	Recreation areas	2
Unemployment	9	Regular council cleanups	2
Huntlee Development	7	Street lighting	2
Schools	7	The area needs to be cleaned up	2
Traffic management	7	Waterways management	2
Entice more industry into the area	6	Aged care services	1
Housing development	6	Air quality	1
Sewerage	6	Assistance for people with lower incomes and three or four children	1
Shopping facilities	6	Bushfire protection	1
Crime	5	Community presence	1
Drainage	4	Completion of streets	1
Footpaths	4	Controlling the opening of new mines	1
Social and safety issues	4	Council operations	1
Tourism	4	Developing a local BMX track	1
Facilities for children	3	Development of the local golf club	1
Flood management	2	Drugs and violence	1
General presentation of streetscape	2	Enlarge Price St Greta for the school bus	1
Improvement of footpaths	2	Fix the water treatment plant or rebuild it	1
Infrastructure	2	Heritage loss	1
Lack of Council support	2	Housing/help needed for the disabled/elderly	1
LEP	2	Hydro Aluminium job losses	1

Continued on the following page

Q2a. What do you believe is currently the highest priority issue within the town or village where you live? (Cont'd)

Improved mobile phone coverage	1	Promoting tourism	1
Improving community facilities	1	Rail network	1
Lack of development in Wollombi	1	Rezoning areas so that small amounts of land are made available for housing	1
Laneways	1	Rezoning of the Bellbird area and new housing subdivision	1
More pedestrian crossings	1	Rural subdivision	1
Young people's involvement in the fire brigade	1	Speed limits enforced	1
Need a bridge at Testers Hollow	1	Support of foreign trained doctors in our area	1
Need for a fire brigade in Sawyer's Gully	1	The one lane bridge without a walkway in Greta from the train station is a safety issue	1
Noise pollution	1	The supermarket in Branxton should go ahead	1
Nostalgia weekend at Kurri Kurri to be continued along with more similar events	1	The threat of underground mining	1
Out of school care	1	Traffic lights	1
Parks need improvement	1	Una Road, Bucketty is a priority	1
Pelaw Main by-pass	1	Upgrading of playgrounds	1
Planning for the future	1	Vegetation clearance and management	1
Pollution	1		

Nb: Some respondents did not answer

Q2b. What do you believe is currently the highest priority issue within the Cessnock City Council area?

In this open ended question respondents were asked what they believed was currently the highest priority issue within the Cessnock City Council area. The predominant responses were:

	Count	Column %
Road maintenance	184	40.9%
Policing/Law and order	40	8.9%
Health services and facilities	30	6.7%
Planning and development	27	6.0%
Hospitals	22	4.9%
Unemployment	21	4.7%
Youth services and facilities	18	4.0%
Other	108	24.0%
Total	450	100.0%

Other

Public transport	7	Accurate communication	1
Tourism	7	Air quality	1
Vineyards	7	Aluminium smelters	1
Infrastructure	6	Anti-social behaviour	1
Vandalism	6	Better management within Council	1
Council working with the community	4	Children's facilities	1
Education	4	Cleaning up the town and shopping centres	1
The Huntlee Development	4	Corruption within the Council	1
Aged care services and facilities	3	Crackdown on motorbike riders	1
Parking	3	Drainage	1
Animal control	2	Facilities for all age groups	1
Branxton Link Freeway	2	Getting residents to pay their rates	1
Community spirit	2	Homeless people	1
Council operations	2	Housing for young disabled people	1
Environmental issues	2	Involving teenagers in the community	1
Kerb and guttering	2	Keep peace among the Council members	1
Maintaining and cleanliness of public areas	2	Lack of honesty among Councillors	1
Managing growth	2	Lift the image of the area	1
More entertainment in the area	2	Main streets	1
Shopping areas	2	Mental health services	1
A clear direction	1	More conservation	1

Continued on the following page

Q2b. What do you believe is currently the highest priority issue within the Cessnock City Council area?

Need for quality work from Council	1	Schools	1
New Town Hall	1	Security	1
Pleasing ratepayers	1	Social issues	1
Promoting tourism	1	Stormwater management	1
Promotion of the arts, not just sport	1	Supporting industry	1
Raising revenue	1	Traffic through the main shopping centre	1
Removal of noxious trees on Cooper St	1	World Heritage Listing of Yengo National Park	1
Retain and maintain Cessnock Hospital	1		

Nb: Some respondents did not answer

Q2c. Thinking of the next 20 years, what do you believe will be the highest priority issues within the Cessnock City Council area?

In this open ended question respondents were asked what they believed, over the next 20 years, were the highest priority issues within the Cessnock City Council area. The predominant responses were:

	Count	Column %
Road maintenance	176	35.2%
Unemployment	127	25.4%
Planning and development	103	20.6%
Health services and facilities	89	17.8%
Policing/Law and order	52	10.4%
Public transport	51	10.2%
Youth services and facilities	48	9.6%
Education	46	9.2%
Infrastructure	42	8.4%
Tourism	41	8.2%
Aged care services and facilities	36	7.2%
Encouraging industrial and retail development	29	5.8%
Hospital	26	5.2%
Environment	23	4.6%
Growth and development	18	3.6%
Other	161	32.2%
Total number of respondents	500	

Nb: Some respondents gave more than one answer

Other

Shopping centres	9	Drugs and alcohol	3
Drainage	6	Footpaths	3
Sewerage	6	Kerb and guttering	3
Traffic management	6	Management of waterways	3
Beautification and cleanliness overall	5	Parking	3
F3 link road	5	Recycling	3
Children's services	4	Sporting facilities	3
Family facilities and activities	4	Taking care of, and promotion of, the vineyards	3
Mining and industry	4	Air pollution	2
Parks and recreation areas	4	Broadband and mobile networks	2
Railway system	4	Cessnock Airport	2
Vineyards	4	Encouraging tourism in the vineyards, e.g. concerts	2
Waste management	4	Maintenance	2
Water	4	Pollution	2
Affordable housing	3	Progressive planning of the future	2

Continued on the following page

Q2c. Thinking of the next 20 years, what do you believe will be the highest priority issues within the Cessnock City Council area? (Cont'd)

Sustainable energy	2	Managing the economy	1
Town planning	2	More arts	1
Accommodation	1	More communication from Council	1
Coming together of the community	1	More conservation	1
Conservation of trees	1	More entertainment facilities in the smaller communities	1
Corruption of the Council	1	Proper management of Council	1
Council rates	1	Rating prices of rural land	1
Economic sustainability	1	Reopening existing rail corridors to support development	1
Effect of greenhouse gases	1	Social issues	1
Effects of climate change on mines	1	Speed up development applications	1
Elected Councillors need to be business minded not politically minded	1	Stormwater runoff	1
Emergency services	1	Supporting the rest of the community outside of Cessnock City	1
Energy savings	1	Swimming pool	1
Future development in Kurri Kurri	1	The Huntlee Development	1
Global warming	1	The quality of life of the Kurri Kurri residents	1
Homeless people	1	The traffic through Kurri Kurri	1
Indoor swimming and sports centre	1	Treating Bucketty as part of Cessnock City Council	1
Land rates	1	Vegetation	1
Maintaining heritage	1	Vincent Street, Cessnock needs revitalisation as it is the entry to the vineyards	1
Making Cessnock more inviting	1		

Part C
Council services and facilities

Q3. Rating the importance of, and satisfaction with, specific Council services and facilities

Overall Council results

Respondents were asked to rate the importance of, and their satisfaction with, each of 33 different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. The table below details those services or facilities ranked as 'most important' or 'least important', along with those services or facilities where residents were 'most satisfied' or 'least satisfied'.

The most important and least important services or facilities	The most satisfaction and least satisfaction with services or facilities
<p>Most important</p> <ul style="list-style-type: none"> Developing and maintaining the road network Recycling and waste reduction Waste collection and disposal Encouraging business and industry Inspection of the health and hygiene of local restaurants and takeaway shops Long term planning and vision 	<p>Most satisfied</p> <ul style="list-style-type: none"> Library services Performing Arts Centre Cemetery management Recycling and waste reduction Waste collection and disposal Sporting fields and buildings
<p>Least important</p> <ul style="list-style-type: none"> Buildings for community activities and meetings Noxious weed control Cemetery management Swimming pools Cycleways Library services Performing Arts Centre 	<p>Least satisfied</p> <ul style="list-style-type: none"> Cycleways Footpaths Facilities and services for youth Kerb and guttering Public toilets Developing and maintaining the road network

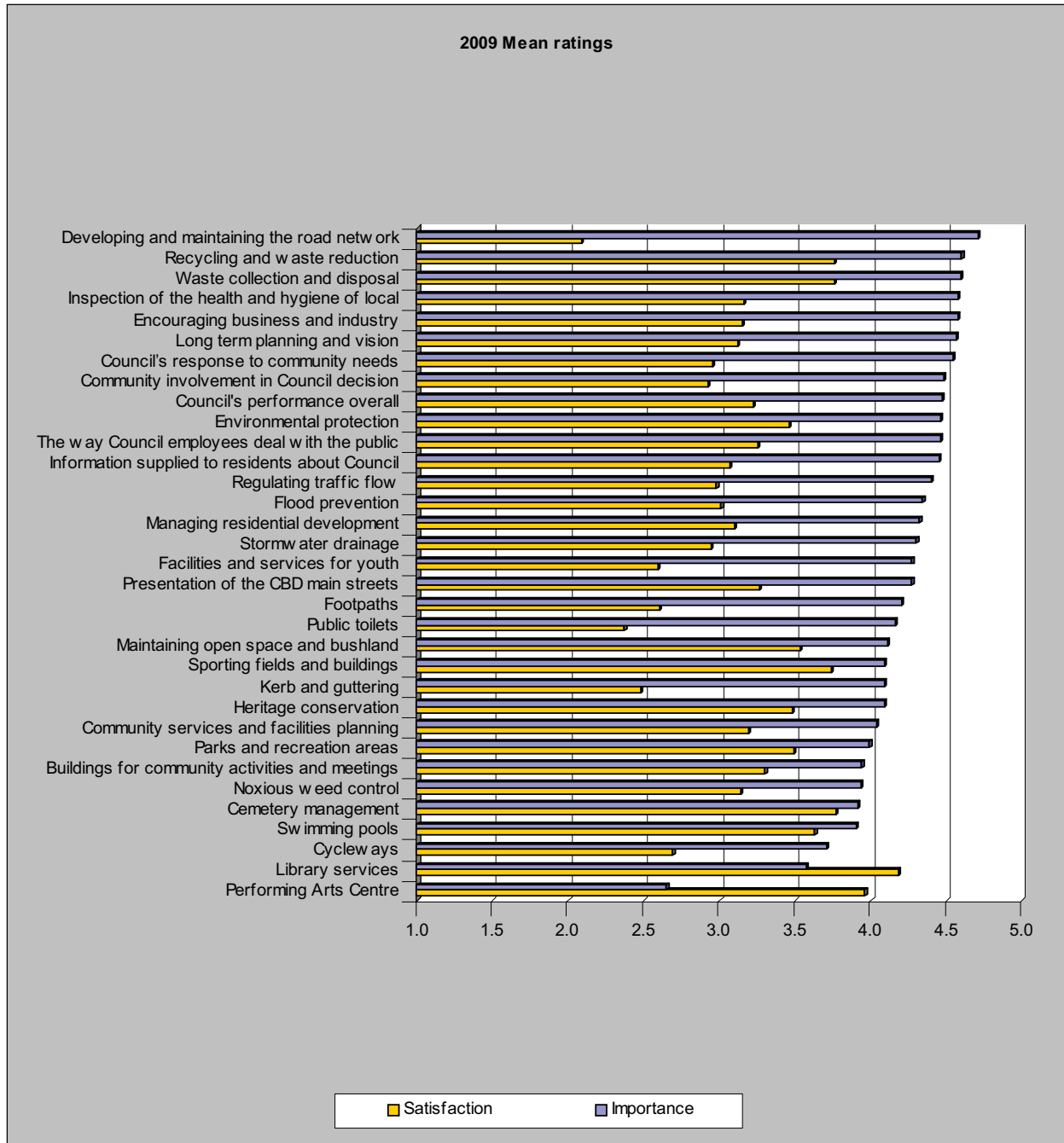
Overall Council results (Cont'd)

Service/facility	Importance rating %			Mean rating
	Low 1-2	Medium 3	High 4-5	
Developing and maintaining the road network	2%	3%	95%	4.7
Recycling and waste reduction	1%	4%	95%	4.6
Waste collection and disposal	1%	6%	93%	4.6
Inspection of the health and hygiene of local restaurants and takeaway shops	4%	5%	91%	4.6
Encouraging business and industry	2%	6%	92%	4.6
Long term planning and vision	3%	6%	92%	4.6
Council's response to community needs	2%	7%	91%	4.5
Community involvement in Council decision making	2%	9%	90%	4.5
Council's performance overall	3%	6%	91%	4.5
Environmental protection	2%	10%	88%	4.5
The way Council employees deal with the public	3%	10%	88%	4.5
Information supplied to residents about Council activities	2%	11%	88%	4.5
Regulating traffic flow	2%	11%	88%	4.4
Flood prevention	7%	11%	82%	4.3
Managing residential development	4%	10%	86%	4.3
Stormwater drainage	4%	12%	84%	4.3
Facilities and services for youth	5%	13%	82%	4.3
Presentation of the CBD main streets	4%	11%	85%	4.3
Footpaths	7%	13%	80%	4.2
Public toilets	11%	11%	78%	4.2
Maintaining open space and bushland	5%	18%	77%	4.1
Sporting fields and buildings	7%	17%	76%	4.1
Kerb and guttering	9%	17%	74%	4.1
Heritage conservation	6%	19%	76%	4.1
Community services and facilities planning	6%	19%	76%	4.0
Parks and recreation areas	8%	20%	72%	4.0
Buildings for community activities and meetings	11%	17%	72%	3.9
Noxious weed control	13%	15%	71%	3.9
Cemetery management	13%	19%	68%	3.9
Swimming pools	14%	17%	69%	3.9
Cycleways	18%	21%	62%	3.7
Library services	21%	21%	58%	3.6
Performing Arts Centre	47%	26%	27%	2.7

Overall Council results (Cont'd)

Service/facility	Satisfaction rating %			Mean rating
	Low 1-2	Medium 3	High 4-5	
Library services	4%	13%	84%	4.2
Performing Arts Centre	6%	24%	70%	4.0
Cemetery management	10%	24%	66%	3.8
Waste collection and disposal	14%	18%	68%	3.8
Recycling and waste reduction	13%	21%	67%	3.8
Sporting fields and buildings	8%	27%	65%	3.7
Swimming pools	15%	25%	60%	3.6
Maintaining open space and bushland	14%	30%	55%	3.5
Parks and recreation areas	16%	30%	54%	3.5
Heritage conservation	11%	39%	51%	3.5
Environmental protection	14%	38%	49%	3.5
Buildings for community activities and meetings	20%	34%	46%	3.3
Presentation of the CBD main streets	20%	35%	45%	3.3
The way Council employees deal with the public	23%	35%	42%	3.3
Council's performance overall	24%	29%	47%	3.2
Community services and facilities planning	21%	42%	37%	3.2
Inspection of the health and hygiene of local restaurants and takeaway shops	21%	42%	38%	3.2
Encouraging business and industry	24%	38%	38%	3.2
Noxious weed control	25%	37%	38%	3.1
Long term planning and vision	25%	39%	36%	3.1
Managing residential development	26%	37%	38%	3.1
Information supplied to residents about Council activities	32%	29%	39%	3.1
Flood prevention	30%	35%	34%	3.0
Regulating traffic flow	32%	37%	31%	3.0
Council's response to community needs	31%	40%	29%	3.0
Stormwater drainage	34%	32%	35%	2.9
Community involvement in Council decision making	29%	45%	25%	2.9
Cycleways	46%	25%	30%	2.7
Footpaths	47%	27%	27%	2.6
Facilities and services for youth	48%	34%	18%	2.6
Kerb and guttering	54%	21%	25%	2.5
Public toilets	57%	27%	16%	2.4
Developing and maintaining the road network	68%	21%	11%	2.1

Overall Council results (Cont'd)



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

Overall Council results (Cont'd)

Service/facility	Importance	Satisfaction	Performance gap
Developing and maintaining the road network	4.7	2.1	2.6
Public toilets	4.2	2.4	1.8
Facilities and services for youth	4.3	2.6	1.7
Community involvement in Council decision making	4.5	2.9	1.6
Footpaths	4.2	2.6	1.6
Kerb and guttering	4.1	2.5	1.6
Long term planning and vision	4.6	3.1	1.5
Council's response to community needs	4.5	3.0	1.5
Encouraging business and industry	4.6	3.2	1.4
Inspection of the health and hygiene of local restaurants and takeaway shops	4.6	3.2	1.4
Information supplied to residents about Council activities	4.5	3.1	1.4
Regulating traffic flow	4.4	3.0	1.4
Stormwater drainage	4.3	2.9	1.4
Council's performance overall	4.5	3.2	1.3
Flood prevention	4.3	3.0	1.3
The way Council employees deal with the public	4.5	3.3	1.2
Managing residential development	4.3	3.1	1.2
Environmental protection	4.5	3.5	1.0
Presentation of the CBD main streets	4.3	3.3	1.0
Cycleways	3.7	2.7	1.0
Recycling and waste reduction	4.6	3.8	0.8
Waste collection and disposal	4.6	3.8	0.8
Community services and facilities planning	4.0	3.2	0.8
Noxious weed control	3.9	3.1	0.8
Heritage conservation	4.1	3.5	0.6
Maintaining open space and bushland	4.1	3.5	0.6
Buildings for community activities and meetings	3.9	3.3	0.6
Parks and recreation areas	4.0	3.5	0.5
Sporting fields and buildings	4.1	3.7	0.4
Swimming pools	3.9	3.6	0.3
Cemetery management	3.9	3.8	0.1
Library services	3.6	4.2	-0.6
Performing Arts Centre	2.7	4.0	-1.3

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

Note: Satisfaction was only asked of those respondents who rated the criteria as important or very important.

Continued on the following page

Overall Council results (Cont'd)

Quadrant analysis

Utilising quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for all of the 33 services or facilities and plotting them against each other in a higher or lower quadrant.

	Higher importance Lower satisfaction	Higher importance Higher satisfaction	
Higher priorities	<ul style="list-style-type: none"> Developing and maintaining the road network Encouraging business and industry Long term planning and vision Council's response to community needs Community involvement in Council decision making Regulating traffic flow Flood prevention Managing residential development Stormwater drainage Inspection of the health and hygiene of local restaurants and takeaway shops Facilities and services for youth Footpaths Information supplied to residents about Council activities 	<ul style="list-style-type: none"> Recycling and waste reduction Waste collection and disposal Council's performance overall Environmental protection The way Council employees deal with the public Presentation of the CBD main streets 	Council's strengths
	Lower importance Lower satisfaction	Lower importance Higher satisfaction	
Lower priorities	<ul style="list-style-type: none"> Public toilets Kerb and guttering Noxious weed control Cycleways Community services and facilities planning 	<ul style="list-style-type: none"> Maintaining open space and bushland Sporting fields and buildings Heritage conservation Parks and recreation areas Buildings for community activities and meetings Cemetery management Swimming pools Library services Performing Arts Centre 	

Continued on the following page

Overall Council results (Cont'd)

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 33 Council services or facilities. The table below lists the services and facilities in ranked order and highlights those services or facilities identified as high priorities in both the quadrant and gap analysis.

It is important to note that a 'low priority' score does not signify a community's suggestion that spending be reduced in this area. A low priority score signifies that the community's needs are currently being met in this area.

Priority ranking	Service / Facility	Priority score	
1	Developing and maintaining the road network	10.4	Higher priority
2	Facilities and services for youth	6.8	
3	Community involvement in Council decision making	6.4	
4	Footpaths	6.4	
5	Long term planning and vision	6.0	
6	Council's response to community needs	6.0	
7	Encouraging business and industry	5.6	
8	Inspection of the health and hygiene of local restaurants and takeaway shops	5.6	
9	Information supplied to residents about Council activities	5.6	
10	Regulating traffic flow	5.6	
11	Stormwater drainage	5.6	
12	Flood prevention	5.2	
13	Managing residential development	4.8	
14	Council's performance overall	3.9	
15	The way Council employees deal with the public	3.6	
16	Public toilets	3.6	
17	Kerb and guttering	3.2	
18	Environmental protection	3.0	
19	Presentation of the CBD main streets	3.0	
20	Recycling and waste reduction	2.4	
21	Waste collection and disposal	2.4	Lower priority
22	Cycleways	2.0	
23	Noxious weed control	1.6	
24	Community services and facilities planning	1.6	
25	Heritage conservation	0.6	
26	Maintaining open space and bushland	0.6	
27	Buildings for community activities and meetings	0.6	
28	Parks and recreation areas	0.5	
29	Sporting fields and buildings	0.4	
30	Swimming pools	0.3	
31	Cemetery management	0.1	
32	Library services	-0.6	
33	Performing Arts Centre	-1.3	

Nb: Where the priority score is equal, the priority ranking is sorted on the service or facility with the highest overall mean importance rating.

Overall Council results (Cont'd)



Satisfaction mean ratings by year

The following table lists those services and facilities that were rated by respondents in both the 2005 and 2009 research. In the 2005 research all respondents were asked to rate their satisfaction with each service or facility, even if they had rated the service/facility to be 'not at all important'. In 2009, respondents were only asked to rate the service/facility if they considered it to be 'important' or 'very important'. This should be closely considered when comparing the outcomes in 2009, with the 2005 research.

The table below details those services or facilities that had significantly higher or significantly lower levels of satisfaction than the previous period. Of the 22 services or facilities that were able to be compared:

- 5 had statistically higher levels of satisfaction than in 2005
- 10 had statistically lower levels of satisfaction than in 2005
- 7 remained the same as in 2005

Satisfaction mean ratings by year		
	2005	2009
Buildings for community activities and meetings	3.0	3.3
Community involvement in Council decision making	2.7	2.9
Council's performance overall	3.2	3.2
Council's response to community needs	2.9	3.0
Developing and maintaining the road network	2.5	2.1
Encouraging business and industry	3.5	3.2
Facilities and services for youth	2.7	2.6
Footpaths	3.0	2.6
Information supplied to residents about Council activities	2.9	3.1
Kerb and guttering	2.7	2.5
Library services	3.8	4.2
Long term planning and vision	3.4	3.1
Maintaining open space and bushland	3.4	3.5
Managing residential development	3.4	3.1
Parks and recreation areas	3.4	3.5
Recycling and waste reduction	3.9	3.8
Regulating traffic flow	3.3	3.0
Sporting fields and buildings	3.6	3.7
Stormwater drainage	3.2	2.9
Swimming pools	3.5	3.6
The way Council employees deal with the public	3.3	3.3
Waste collection and disposal	3.9	3.8

 = A significantly higher level of satisfaction than the previous period
 = A significantly lower level of satisfaction than the previous period

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Q3a. Importance and Satisfaction

Key findings - Importance mean ratings by age and gender

Comparisons by age - Importance

- Overall, respondents aged 18-29 were the most likely to attribute the lowest levels of importance to each service or facility rated. This was significantly lower for:
 - Environmental protection
 - Regulating traffic flow
 - Footpaths
 - Public toilets
 - Maintaining open space and bushland
 - Noxious weed control
 - Swimming pools
 - Cycleways
 - Library services
 - Performing Arts Centre

- Overall, the older the respondent the more likely they were to attribute higher levels of importance to each service or facility rated. This was significantly higher for:
 - Council's performance overall
 - Environmental protection
 - Information supplied to residents about Council activities
 - Regulating traffic flow
 - Footpaths
 - Public toilets
 - Maintaining open space and bushland
 - Community services and facilities planning
 - Buildings for community activities and meetings
 - Noxious weed control
 - Swimming pools
 - Cycleways
 - Library services
 - Performing Arts Centre

Comparisons by gender – Importance ratings

- Overall, female respondents were more likely to attribute higher levels of importance to each service or facility rated. This was significantly higher for:
 - Recycling and waste reduction
 - Environmental protection
 - Footpaths
 - Maintaining open space and bushland
 - Parks and recreation areas
 - Cycleways
 - Library services
 - Performing Arts Centre



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Q3a. Importance and Satisfaction (Cont'd)

Cross correlation by age and gender – Importance

	18 - 29	30 - 44	45 - 59	60+	Male	Female	Overall
Developing and maintaining the road network	4.7	4.8	4.7	4.7	4.7	4.7	4.7
Recycling and waste reduction	4.7	4.5	4.7	4.6	4.5	4.7	4.6
Waste collection and disposal	4.6	4.5	4.6	4.6	4.6	4.6	4.6
Inspection of the health and hygiene of local restaurants and takeaway shops	4.7	4.5	4.6	4.6	4.5	4.6	4.6
Encouraging business and industry	4.5	4.5	4.6	4.6	4.6	4.6	4.6
Long term planning and vision	4.6	4.5	4.7	4.5	4.6	4.6	4.6
Council's response to community needs	4.6	4.5	4.6	4.4	4.5	4.6	4.5
Community involvement in Council decision making	4.5	4.5	4.5	4.5	4.5	4.5	4.5
Council's performance overall	4.5	4.3	4.6	4.6	4.5	4.5	4.5
Environmental protection	4.3	4.4	4.6	4.5	4.4	4.5	4.5
The way Council employees deal with the public	4.5	4.4	4.6	4.5	4.5	4.5	4.5
Information supplied to residents about Council activities	4.4	4.3	4.6	4.6	4.5	4.4	4.5
Regulating traffic flow	4.2	4.4	4.4	4.5	4.4	4.4	4.4
Flood prevention	4.5	4.2	4.4	4.3	4.3	4.4	4.3
Managing residential development	4.3	4.3	4.4	4.3	4.4	4.3	4.3
Stormwater drainage	4.2	4.2	4.4	4.4	4.3	4.3	4.3
Facilities and services for youth	4.3	4.2	4.4	4.2	4.2	4.3	4.3
Presentation of the CBD main streets	4.3	4.2	4.4	4.3	4.2	4.3	4.3
Footpaths	4.0	4.1	4.2	4.4	4.1	4.3	4.2
Public toilets	3.8	4.2	4.4	4.2	4.1	4.3	4.2
Maintaining open space and bushland	3.8	4.2	4.2	4.1	4.0	4.2	4.1
Sporting fields and buildings	4.1	4.1	4.1	4.1	4.1	4.1	4.1
Kerb and guttering	4.0	3.9	4.1	4.3	4.1	4.1	4.1
Heritage conservation	4.0	4.1	4.2	4.1	4.0	4.2	4.1
Community services and facilities planning	4.0	3.8	4.2	4.2	4.0	4.1	4.0
Parks and recreation areas	4.1	4.2	4.0	3.7	3.9	4.1	4.0
Buildings for community activities and meetings	3.9	3.7	4.0	4.1	3.9	4.0	3.9
Noxious weed control	3.5	3.9	4.2	4.0	3.9	4.0	3.9
Cemetery management	3.8	3.8	3.9	4.1	3.8	4.0	3.9
Swimming pools	3.6	3.9	4.1	3.9	3.8	4.0	3.9
Cycleways	3.4	3.7	3.9	3.8	3.6	3.8	3.7
Library services	3.1	3.5	3.8	3.6	3.4	3.7	3.6
Performing Arts Centre	2.3	2.5	3.0	2.8	2.5	2.8	2.7

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

 = A significantly higher level of importance (By group)
 = A significantly lower level of importance (By group)

Continued on the following page

Q3a. Importance and Satisfaction (Cont'd)

Key findings - Satisfaction mean ratings by age and gender

Comparisons by age - Satisfaction

- Overall, respondents aged 60+ were the most likely to attribute the highest levels of satisfaction to each service or facility rated. This was significantly higher for:
 - Library services
 - Waste collection and disposal
 - Recycling and waste reduction
 - Maintaining open space and bushland
 - Parks and recreation areas
 - Buildings for community activities and meetings
 - Community services and facilities planning
 - Encouraging business and industry
 - Long term planning and vision
 - Regulating traffic flow
 - Kerb and guttering
 - Public toilets

- Overall, respondents aged 30-44 and 45-59 were the most likely to attribute the lowest levels of satisfaction to each service or facility rated. This was significantly lower for:
 - Waste collection and disposal
 - Recycling and waste reduction
 - Maintaining open space and bushland
 - Parks and recreation areas
 - Community services and facilities planning
 - Encouraging business and industry
 - Long term planning and vision
 - Regulating traffic flow
 - Kerb and guttering

- Overall, respondents aged 18-29 and 45-59 attributed significantly lower levels of satisfaction for:
 - Library services
 - Recycling and waste reduction
 - Buildings for community activities and meetings
 - Public toilets

Comparisons by gender – Satisfaction ratings

- Overall, female respondents attributed significantly higher levels of satisfaction for:
 - Encouraging business and industry
 - Regulating traffic flow

- Overall, male respondents attributed significantly higher levels of satisfaction for:
 - Parks and recreation areas
 - Buildings for community activities and meetings


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
Q3a. Importance and Satisfaction (Cont'd)

Cross correlation by age and gender – Satisfaction

	18 - 29	30 - 44	45 - 59	60+	Male	Female	Overall
Library services	3.4	4.4	4.2	4.3	4.1	4.2	4.2
Performing Arts Centre	4.0	4.2	3.8	4.0	4.1	3.9	4.0
Cemetery management	3.6	3.7	3.7	4.0	3.9	3.7	3.8
Waste collection and disposal	3.7	3.6	3.7	4.0	3.7	3.8	3.8
Recycling and waste reduction	3.5	3.6	3.8	4.1	3.7	3.8	3.8
Sporting fields and buildings	4.0	3.6	3.6	3.9	3.8	3.7	3.7
Swimming pools	3.7	3.5	3.6	3.7	3.7	3.6	3.6
Maintaining open space and bushland	3.6	3.5	3.4	3.7	3.6	3.5	3.5
Parks and recreation areas	3.5	3.4	3.4	3.8	3.6	3.4	3.5
Heritage conservation	3.5	3.5	3.4	3.6	3.4	3.5	3.5
Environmental protection	3.7	3.4	3.3	3.6	3.4	3.5	3.5
Buildings for community activities and meetings	3.0	3.3	3.3	3.5	3.4	3.2	3.3
Presentation of the CBD main streets	3.4	3.2	3.2	3.4	3.3	3.2	3.3
The way Council employees deal with the public	3.3	3.1	3.3	3.4	3.2	3.3	3.3
Council's performance overall	3.3	3.2	3.2	3.3	3.2	3.3	3.2
Community services and facilities planning	3.4	2.9	3.2	3.3	3.3	3.1	3.2
Inspection of the health and hygiene of local restaurants and takeaway shops	3.4	3.1	3.2	3.1	3.1	3.2	3.2
Encouraging business and industry	3.4	3.1	2.9	3.3	3.0	3.3	3.2
Noxious weed control	3.4	3.1	3.1	3.1	3.1	3.2	3.1
Long term planning and vision	3.5	3.1	2.9	3.3	3.1	3.1	3.1
Managing residential development	3.1	3.1	3.0	3.2	3.1	3.1	3.1
Information supplied to residents about Council activities	3.1	2.9	3.0	3.2	3.0	3.1	3.1
Flood prevention	3.0	2.9	3.0	3.1	3.0	3.0	3.0
Regulating traffic flow	3.4	2.8	2.8	3.2	2.9	3.1	3.0
Council's response to community needs	2.9	2.9	2.9	3.1	2.9	3.0	3.0
Stormwater drainage	2.9	2.9	2.9	3.2	3.0	2.9	2.9
Community involvement in Council decision making	3.1	2.8	2.8	3.0	2.9	3.0	2.9
Cycleways	2.7	2.5	2.7	3.0	2.8	2.6	2.7
Footpaths	2.6	2.5	2.5	2.8	2.7	2.6	2.6
Facilities and services for youth	2.6	2.5	2.5	2.7	2.6	2.6	2.6
Kerb and guttering	2.6	2.2	2.4	2.8	2.5	2.5	2.5
Public toilets	1.9	2.3	2.5	2.6	2.5	2.3	2.4
Developing and maintaining the road network	2.0	2.0	2.0	2.3	2.1	2.1	2.1

Mean ratings: 1 = very dissatisfied and 5 = very satisfied

 = A significantly higher level of satisfaction (By group)

 = A significantly lower level of satisfaction (By group)

Note: Satisfaction was asked only of those respondents who rated the criteria as important or very important.

Continued on the following page

Q3a. Importance and Satisfaction (Cont'd)

	Not at all important		Not important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Developing and maintaining the road network	8	1.5%	2	.4%	16	3.3%	75	15.1%	399	79.7%	500	100.0%
Recycling and waste reduction	2	.4%	4	.7%	21	4.1%	137	27.5%	336	67.3%	500	100.0%
Waste collection and disposal	0	.0%	5	1.0%	29	5.9%	131	26.1%	335	67.0%	500	100.0%
Inspection of the health and hygiene of local restaurants and takeaway shops	6	1.3%	12	2.4%	26	5.1%	103	20.6%	353	70.6%	500	100.0%
Encouraging business and industry	8	1.7%	1	.2%	30	6.0%	121	24.2%	340	68.0%	500	100.0%
Long term planning and vision	5	1.0%	7	1.5%	29	5.8%	117	23.4%	341	68.3%	500	100.0%
Council's response to community needs	3	.6%	8	1.7%	37	7.3%	122	24.5%	330	66.0%	500	100.0%
Community involvement in Council decision making	6	1.2%	3	.6%	43	8.6%	141	28.3%	307	61.4%	500	100.0%
Council's performance overall	1	.3%	13	2.5%	32	6.4%	160	32.0%	294	58.8%	500	100.0%
Environmental protection	4	.9%	5	1.0%	51	10.2%	134	26.9%	305	61.1%	500	100.0%
The way Council employees deal with the public	9	1.7%	5	1.1%	48	9.5%	124	24.8%	314	62.9%	500	100.0%
Information supplied to residents about Council activities	4	.7%	6	1.1%	53	10.5%	139	27.7%	300	59.9%	500	100.0%
Regulating traffic flow	6	1.1%	2	.4%	54	10.8%	162	32.4%	276	55.2%	500	100.0%
Flood prevention	11	2.3%	24	4.8%	53	10.6%	107	21.4%	304	60.9%	500	100.0%
Managing residential development	9	1.8%	10	2.0%	50	10.0%	176	35.2%	255	51.0%	500	100.0%
Stormwater drainage	9	1.7%	13	2.5%	61	12.2%	155	31.1%	262	52.5%	500	100.0%
Facilities and services for youth	11	2.1%	16	3.1%	63	12.6%	149	29.8%	262	52.4%	500	100.0%
Presentation of the CBD main streets	12	2.4%	9	1.7%	54	10.7%	183	36.7%	242	48.5%	500	100.0%
Footpaths	16	3.1%	18	3.7%	66	13.3%	150	29.9%	250	50.0%	500	100.0%
Public toilets	21	4.3%	31	6.3%	56	11.1%	128	25.7%	263	52.6%	500	100.0%
Maintaining open space and bushland	2	.4%	24	4.8%	90	18.0%	185	37.0%	199	39.9%	500	100.0%
Sporting fields and buildings	11	2.3%	22	4.4%	86	17.3%	171	34.3%	209	41.7%	500	100.0%
Kerb and guttering	18	3.7%	24	4.9%	87	17.4%	132	26.4%	238	47.7%	500	100.0%
Heritage conservation	9	1.9%	19	3.9%	93	18.5%	172	34.4%	207	41.3%	500	100.0%
Community services and facilities planning	8	1.7%	19	3.8%	94	18.9%	202	40.4%	176	35.3%	500	100.0%
Parks and recreation areas	10	2.0%	32	6.3%	97	19.5%	176	35.2%	185	37.0%	500	100.0%
Buildings for community activities and meetings	15	2.9%	39	7.8%	86	17.2%	182	36.4%	179	35.7%	500	100.0%
Noxious weed control	27	5.3%	40	8.0%	77	15.3%	153	30.5%	204	40.8%	500	100.0%
Cemetery management	23	4.6%	40	8.1%	96	19.3%	138	27.7%	202	40.3%	500	100.0%
Swimming pools	26	5.2%	44	8.9%	83	16.6%	146	29.2%	200	40.1%	500	100.0%
Cycleways	38	7.6%	50	9.9%	103	20.6%	136	27.3%	173	34.6%	500	100.0%
Library services	47	9.5%	57	11.5%	104	20.9%	146	29.2%	145	29.0%	500	100.0%
Performing Arts Centre	125	25.1%	110	22.1%	131	26.2%	83	16.6%	51	10.1%	500	100.0%

Continued on the following page

Q3a. Importance and Satisfaction (Cont'd)

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Library services	5	1.7%	6	1.9%	36	12.6%	125	43.8%	114	39.9%	285	100.0%
Performing Arts Centre	0	.0%	8	6.1%	30	23.7%	49	38.2%	41	32.0%	128	100.0%
Cemetery management	9	2.8%	23	6.8%	81	24.1%	145	43.6%	76	22.7%	334	100.0%
Waste collection and disposal	19	4.1%	48	10.3%	84	18.1%	187	40.2%	127	27.3%	464	100.0%
Recycling and waste reduction	23	4.8%	38	8.1%	97	20.6%	187	39.5%	127	27.0%	472	100.0%
Sporting fields and buildings	6	1.7%	24	6.4%	100	26.5%	178	47.0%	70	18.4%	379	100.0%
Swimming pools	19	5.6%	34	9.8%	86	25.0%	121	35.3%	83	24.3%	342	100.0%
Maintaining open space and bushland	13	3.4%	42	10.9%	116	30.3%	152	39.7%	60	15.7%	382	100.0%
Parks and recreation areas	16	4.4%	41	11.3%	109	30.2%	140	38.8%	55	15.3%	360	100.0%
Heritage conservation	6	1.7%	33	8.8%	146	38.9%	153	40.7%	37	9.9%	375	100.0%
Environmental protection	11	2.6%	47	11.0%	160	37.5%	153	35.8%	56	13.2%	428	100.0%
Buildings for community activities and meetings	22	6.1%	50	13.9%	123	34.3%	125	34.9%	39	10.9%	358	100.0%
Presentation of the CBD main streets	29	6.8%	57	13.4%	149	35.1%	155	36.5%	35	8.3%	426	100.0%
The way Council employees deal with the public	37	8.6%	61	14.2%	150	34.8%	121	28.1%	61	14.2%	431	100.0%
Council's performance overall	23	4.6%	98	19.5%	145	29.0%	214	42.8%	21	4.1%	500	100.0%
Community services and facilities planning	12	3.3%	66	17.9%	154	41.7%	115	31.2%	22	6.0%	368	100.0%
Inspection of the health and hygiene of local restaurants and takeaway shops	37	8.7%	50	11.8%	176	41.5%	130	30.7%	31	7.3%	424	100.0%
Encouraging business and industry	37	8.1%	73	16.2%	170	37.7%	130	28.9%	41	9.1%	450	100.0%
Noxious weed control	31	9.1%	53	15.6%	126	37.3%	95	28.1%	34	10.0%	338	100.0%
Long term planning and vision	35	7.9%	74	16.9%	171	39.0%	122	27.8%	37	8.4%	439	100.0%
Managing residential development	36	8.5%	73	17.2%	156	36.5%	137	32.1%	25	5.8%	426	100.0%
Information supplied to residents about Council activities	44	10.2%	97	22.2%	127	29.0%	122	28.0%	46	10.6%	437	100.0%
Flood prevention	55	13.4%	69	16.9%	144	35.4%	95	23.3%	45	11.0%	406	100.0%
Regulating traffic flow	39	9.0%	99	22.6%	162	37.2%	102	23.3%	34	7.8%	437	100.0%
Council's response to community needs	48	10.8%	90	20.2%	177	39.9%	97	21.8%	32	7.3%	444	100.0%
Stormwater drainage	62	14.9%	77	18.7%	133	32.0%	109	26.2%	34	8.3%	415	100.0%
Community involvement in Council decision making	47	10.4%	86	19.0%	205	45.2%	85	18.8%	30	6.6%	453	100.0%
Cycleways	68	22.2%	72	23.4%	75	24.6%	69	22.5%	22	7.2%	306	100.0%
Footpaths	107	26.7%	81	20.2%	106	26.5%	79	19.7%	28	6.9%	400	100.0%
Facilities and services for youth	58	14.6%	135	33.6%	138	34.3%	54	13.5%	16	4.0%	401	100.0%
Kerb and guttering	110	29.9%	90	24.5%	77	20.9%	65	17.6%	26	7.1%	369	100.0%
Public toilets	96	25.0%	124	32.4%	102	26.6%	46	12.1%	15	3.9%	383	100.0%
Developing and maintaining the road network	182	38.3%	139	29.4%	99	20.9%	39	8.2%	15	3.2%	474	100.0%

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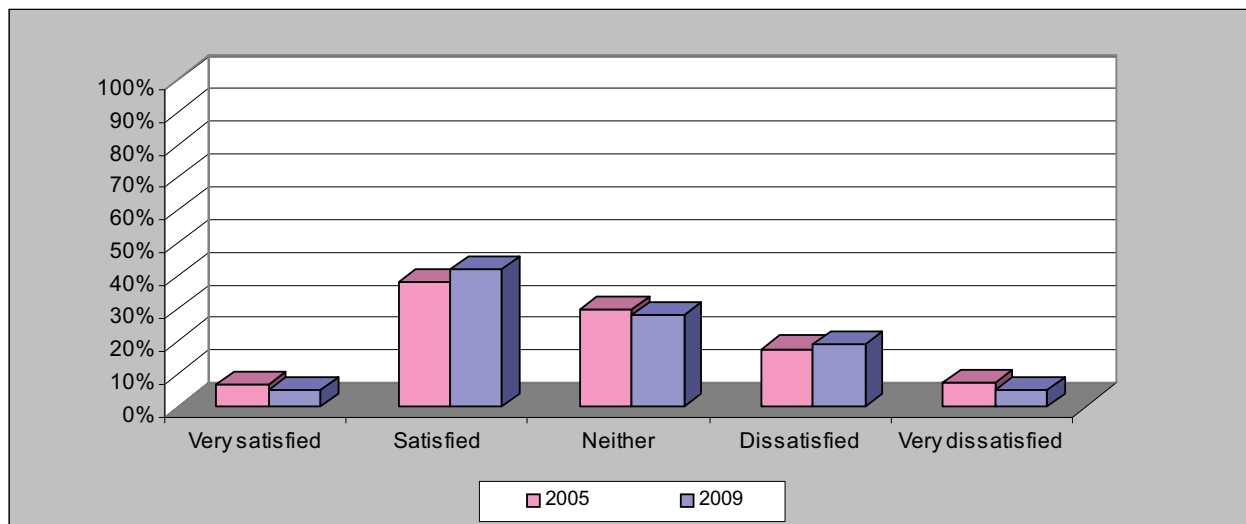
Q3a. Satisfaction with Council's performance overall.

- 47% of the respondents were satisfied with Council's performance overall, whilst 29% were neutral and 24% expressed dissatisfaction
- There was no statistically significant difference in satisfaction by age, gender or in comparison with the 2005 outcome

	Satisfied	Neither	Dissatisfied	Mean
Council's overall performance	47%	29%	24%	3.2

	18 - 29	30 - 44	45 - 59	60+	Male	Female	2005	2009
Satisfaction mean ratings	3.3	3.2	3.2	3.3	3.2	3.3	3.3	3.2

Mean ratings: 1 = very dissatisfied, 5 = very satisfied



	2005	2009
Very satisfied	7%	5%
Satisfied	38%	42%
Neither	30%	29%
Dissatisfied	18%	19%
Very dissatisfied	7%	5%
Total	100%	100%

Note: For the purpose of comparing the results for this question with the results from 2005, all respondents were asked for their satisfaction.

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

In a follow up question those respondents who were dissatisfied were asked the reason for their dissatisfaction.

The predominant responses related to:

- Council not dealing with issues raised by the Community
- Road maintenance

• Council does not deal with issues raised by the Community	20
• No road maintenance on local roads	20
• Lack of communication with the community	12
• Poor attitude of Council staff to residents	8
• Corruption within Council	4
• Council is very slow with development applications	4
• Council does not release information about issues	3
• Council don't do enough for the community	2
• Don't encourage enough businesses in the Council area	2
• I don't think we get a good enough return for the rates we pay	2
• Incompetence	2
• Lack of support for local communities regarding developments and businesses	2
• Not enough information supplied about where and why you can park or not park, but fines are handed out	2

Please see Appendix A for the complete list

Part D
Council communication

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

- 44% of the respondents were 'satisfied' and 4% 'very satisfied' with the level of communication Council has with the community. 32% were 'neutral' and 20% expressed 'dissatisfaction'
- There was no statistically significant difference in satisfaction by age, gender or in comparison with the 2005 outcome

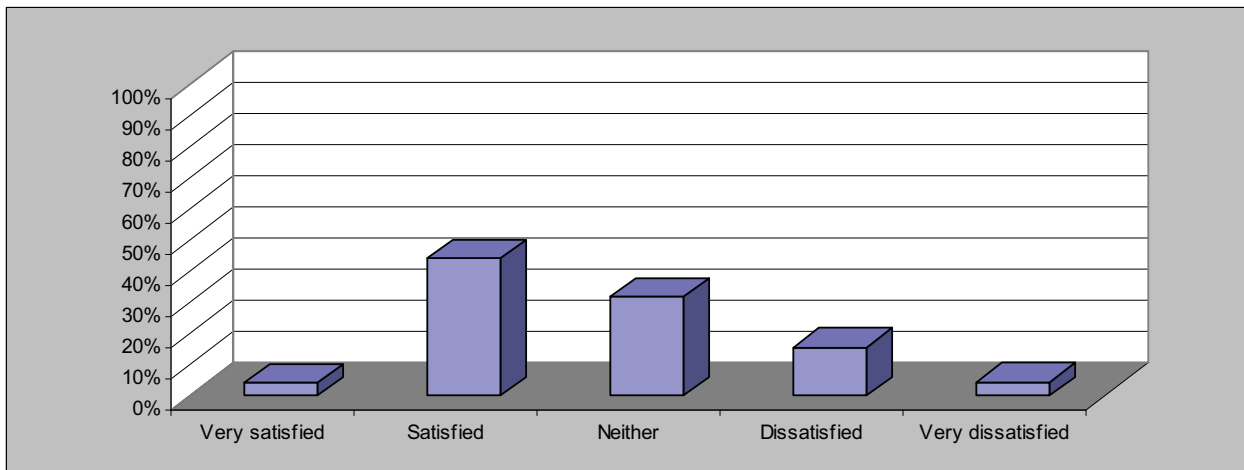
In a follow up question those respondents who were dissatisfied were asked how Council could improve its communication.

The predominant responses related to:

- Listen to the community and act on their concerns
- Regular newsletters via mail and email
- Make information more public
- More public meetings

	18 - 29	30 - 44	45 - 59	60+	Male	Female	Overall
Satisfaction mean ratings	3.3	3.2	3.3	3.4	3.3	3.3	3.3

Mean ratings: 1 = very dissatisfied, 5 = very satisfied



	Count	Column %
Very satisfied	20	4.0%
Satisfied	220	44.1%
Neither	159	31.8%
Dissatisfied	79	15.7%
Very dissatisfied	22	4.4%
Total	500	100.0%

Continued on the following page

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

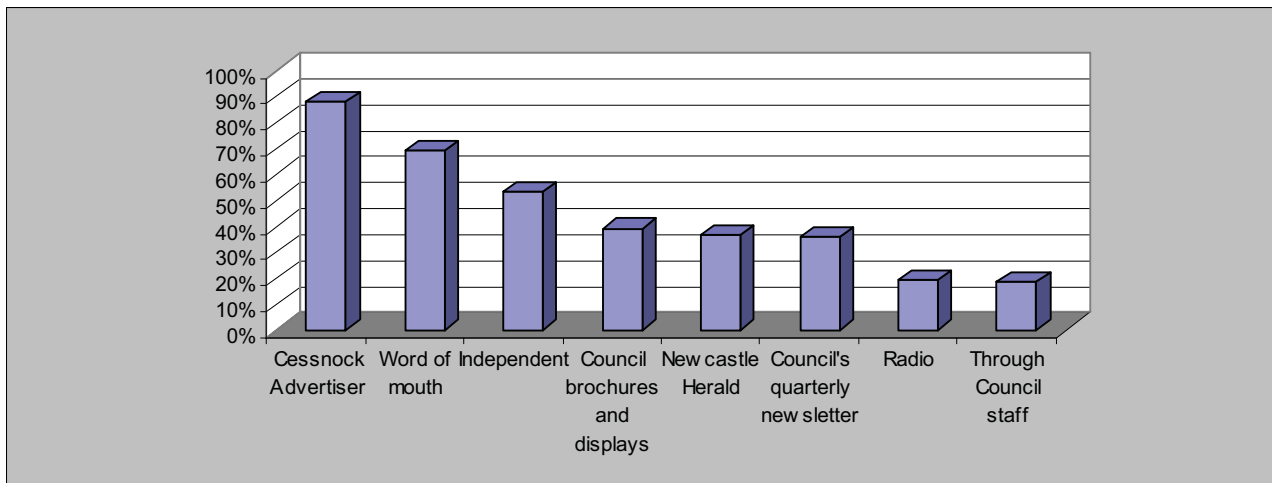
Q4b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?

• Listen to the community and act on their concerns	25
• Regular newsletters via mail and email	13
• Make information more public	12
• More public meetings	11
• Letterbox drops	9
• More information in local papers	8
• More general information from local media outlets	5
• Focus on particular villages or towns and provide information and particulars for that area. Council looks after a wide and diverse area	4
• Council should be a lot more transparent with decision making	3
• Better customer service	3
• Ensure information on the website is current, e.g. minutes from meetings	3
• Lack of communication from council	2
• Make the agenda for Council meetings available earlier with a form for resident concerns	2
• Follow up on phone calls	1
• More staff	1
• User friendly website that addresses issues more thoroughly and gives an opportunity for the community to have a say	1
• Developers need to understand their rules and regulations	1
• Reply to emails	1
• Send out flyers and information with rates notices	1
• Put notices of development applications etc. out to all villages	1

Nb: Some respondents gave more than one answer

Q5. In which of the following ways have you been kept informed about Council activities and services?

- The most significant method by which residents were kept informed of Council news and activities was through the Cessnock Advertiser (88%) followed by word of mouth (69%) and the Independent (53%)
- Council brochures and displays was also prominent (39%), along with the Newcastle Herald (37%) and Council's quarterly newsletter (36%)



	Count	Column %
Cessnock Advertiser	440	88.1%
Word of mouth	345	69.1%
Independent	266	53.2%
Council brochures and displays	195	39.1%
Newcastle Herald	184	36.8%
Council's quarterly newsletter	179	35.9%
Radio	97	19.4%
Through Council staff	92	18.5%
Television	88	17.6%
On Council's website	87	17.4%
Branxton/Greta Vineyard News	85	17.0%
At Council meetings/briefings	51	10.1%
Our Own News at Wollombi	22	4.4%
None of these	7	1.4%
Total	500	100.0%

Radio specified

2HD	26	2CHR	15	New FM	3
2KO	19	2NUR	13	2MM (Greek Radio Station)	1
NX FM	17	ABC	10	2NCR (Lismore)	1

Television specified

NBN	69	ABC	4	Channel 9	1
Prime	16	Channel 7	3	Channel 10	1

Q6a. Over the next 12 months Council will be developing a long term strategic plan for the Cessnock area. Would you be interested in contributing to the development of this plan?

- 46% of respondents expressed interest in contributing to the development of Council's long term strategic plan

	Count	Column %
Yes	229	45.9%
No	271	54.1%
Total	500	100.0%

Q6b. (If yes), could you please provide us with the following contact details?

This list was sent to Council in a separate database

Part E
DEMOGRAPHIC INFORMATION

Q7. Please stop me when I read out your age group.

	Count	Column %
18 - 29	79	15.8%
30 - 44	151	30.3%
45 - 59	142	28.5%
60 years and over	127	25.5%
Total	499	100.0%

Nb: One respondent did not answer

Q8. Which town or area do you live in?

	Count	Column %
Cessnock	114	22.8%
Kurri Kurri	52	10.4%
Bellbird (including Bellbird Heights)	38	7.6%
Abermain	33	6.6%
Greta	27	5.4%
Aberdare	25	5.0%
Weston	22	4.4%
Cessnock East	20	4.0%
Kearsley	19	3.8%
Cessnock West	16	3.2%
Branxton	16	3.2%
Millfield	13	2.6%
Heddon Greta	11	2.2%
Mulbring	11	2.2%
Pelaw Main	10	2.0%
Ellalong	9	1.8%
North Rothbury	8	1.6%
Kitchener	8	1.6%
Paxton	7	1.4%
Quorrobolong	7	1.4%
Neath	7	1.4%
Wollombi	4	0.8%
Abernethy	4	0.8%
Rothbury	4	0.8%
Cessnock South	4	0.8%
Sawyers Gully	4	0.8%
Pokolbin	3	0.6%
Lovedale	3	0.6%
Bucketty	1	0.2%
Total	500	100.0%

Q9. How long have you lived in the Cessnock City Council area?

	Count	Column %
1 - 10 years	115	23.0%
11 - 20 years	69	13.8%
21 - 30 years	90	18.0%
31 - 50 years	114	22.8%
50+ years	112	22.4%
Total	500	100.0%

Q10. Gender.

	Count	Column %
Male	232	46.4%
Female	268	53.6%
Total	500	100.0%

Appendix A

Q3a. Importance of and satisfaction with Council's performance overall.

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

• Council does not deal with issues raised by the Community	20
• No road maintenance on local roads	20
• Lack of communication with the community	12
• Poor attitude of council staff to residents	8
• Corruption within Council	4
• Council is very slow with development applications	4
• Council does not release information about issues	3
• Council don't do enough for the community	2
• Don't encourage enough businesses in the Council area	2
• I don't think we get a good enough return for the rates we pay	2
• Incompetence	2
• Lack of support for local communities regarding developments and businesses	2
• Not enough information supplied about where and why you can park or not park, but fines are handed out	2
• Being charged more for rates with no improvement in services	1
• Considerable delays in processing applications	1
• Council broke their own law by putting structures up and no one will step in to help us	1
• Council decision making process is very slow	1
• Council did not fix the flooding problem in Branxton, they made it worse	1
• Council has not responded to a request for trimming a tree	1
• Council has too many restrictions and time limits for developers	1
• Council ignore areas outside of the Cessnock City area	1
• Council is concentrating on minor issues	1
• Council is not encouraging investment in the area	1
• Council is too politically aligned	1
• Council members are inadequate	1
• Council members not agreeing	1
• Council members only consider themselves	1
• Council will not disclose information regarding developing property	1
• Councillors do not have a long term strategy for development	1
• Every Council employee gives a different answer to the same question	1
• Had the same complaint registered with the Council twice over 12 months and nothing has been done about it as yet	1
• Have been a resident all my life and find that Council have wasted too much money and taken too long to do things	1
• Health and youth issues	1

Continued on the following page

Q3a. Importance of and satisfaction with Council's performance overall.

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

• I don't think Council understands how important the vineyard area is to them or the money it generates	1
• I dumped wheels in the bush thinking they would be taken by locals but instead was fined by Council. The fine was \$700 and the letter they wrote cost me \$200, I don't feel that was right	1
• I have had recent issues with Council and the person I spoke to was very rude and arrogant. Overall it just seems too hard for Council	1
• I like the area and I care about the surroundings and the future of the community, yet I see the potential in Council's decisions seems to be waning	1
• I live in a Housing Commission home, which has a terrible driveway. The department says it's Council's problem but Council won't do anything about it	1
• I live opposite the rubbish tip in Cessnock and a fair amount of rubbish is dropped along the road, but Council doesn't clean it up	1
• I run community halls and have difficulty with Council staff	1
• Inconsistency with Council's approvals for development	1
• Increase in crime	1
• Inventing more fees and it seems like a big money grab, they should think more about the community and less about themselves. Money spent on Council employees' trips and parties, etc., should be put into the community	1
• Lack of action in the area, particularly kerbing and guttering	1
• Lack of honesty with the community	1
• Lack of maintaining guttering, public transport, presentation of cities	1
• Lack of support for people with disabilities	1
• Lack of vision	1
• Limiting growth and development in the local area	1
• Local members spend too much time in Sydney and not in their area	1
• Millview Estate sewer	1
• New Council have made some decisions the community are not happy with	1
• No garbage collection	1
• No infrastructure to create work	1
• Not happy with the provision of Council clean ups	1
• Not sure that their recent performance has been professional and unbiased	1
• Number of workers assigned to minor jobs	1
• Parks and recreation areas aren't catered for properly	1
• People of outer areas should have more of a say about what's happening in their area	1
• People should have the right to vote on big developments and decisions that Council makes in regards to cutting down bush	1
• Planning and decision making regarding the city	1
• Political alignment	1
• Poor guttering	1
• Poor performance	1
• Poor public transport	1

Continued on the following page

Q3a. Importance of and satisfaction with Council's performance overall.

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

• Poor supervision of council road workers	1
• Public is not informed about things, e.g. the hospital	1
• Putting an industrial area in a suburban area	1
• Ratepayers need to know more about what's happening with Council and not be kept behind closed doors	1
• Seems to be a lack of agreement between council members	1
• State of the infrastructure is not planned to cope with planned residential areas and increased population	1
• The Council cut off access to the grounds for girl guide markets, which has crippled the girl guides	1
• The Council don't appear to look after the community, they are only concerned with developers. Decisions in favour of developers appear unfair	1
• The Council waste money	1
• The dangerous tree on the road at the front of my house has not been removed	1
• The hospital distance	1
• The length of time Council takes to do anything, including DAs and BAs and any works	1
• The number of industries moving from the Cessnock area to the Maitland area and the number of businesses that decide to establish outside the Cessnock Council area as it is easier for them	1
• The rates have gone up, but not the services	1
• The time that it takes Council to act on anything	1
• There are many things that need to be done but Council just seem to run around in circles and not do anything	1
• There is no kerb and guttering	1
• They don't encourage businesses into the town	1
• Time maintenance of development applications	1
• Too many restrictions placed on landowners regarding development	1
• Unnecessary fines	1
• Using expenditure on unsolvable issues	1
• Walkways	1
• Water management is very poor	1
• When units were going up I called Council but no one wanted to help. The developers ran down all the grass with their machinery etc.	1
• When you try to get things done through the Council they try to push you off to somebody else never giving you someone to help you.	1
• You ask Council to do something and they put you on the back burner unless you are a 'somebody'	1

Appendix B

**Cessnock City Council
Community Survey 2009**

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
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"/>
It is a safe place to live	<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"/>
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"/>
Quality housing is both available and affordable	<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"/>
There are enough employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry and business development is working well	<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"/>
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"/>
Tourism is promoted well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping in the Cessnock Council area is well catered for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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"/>
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"/>
Arts, entertainment and culture are well catered for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area offers a good quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area has an attractive appearance	<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"/>
Environmental issues are handled well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creeks and waterways are well looked after	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the air is clean and clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough bushland to support a diversity of native plants and animals	<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"/>
The area's heritage is well conserved	<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"/>
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"/>
Laws and regulations are enforced consistently and fairly	<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"/>
Internet access and availability is adequate	<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"/>

Part B Priority issues within the Cessnock City Council area

Q2a. What do you believe is currently the highest priority issue within the town or village where you live?

.....

Q2b. What do you believe is currently the highest priority issue within the Cessnock City Council area?

.....

Q2c. Thinking of the next 20 years, what do you believe will be the highest priority issues within the Cessnock City Council area?

1).....

2).....

3).....

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
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
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. Council communication

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

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

Q4b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?

.....

Q5. In which of the following ways have you been kept informed about Council activities and services?

Radio (specify station)	<input type="radio"/>	Television (specify station)	<input type="radio"/>
Newcastle Herald	<input type="radio"/>		Cessnock Advertiser	<input type="radio"/>	
Independent	<input type="radio"/>		Branxton/Greta Vineyard News	<input type="radio"/>	
Council's quarterly newsletter	<input type="radio"/>		Council brochures and displays	<input type="radio"/>	
On Council's website	<input type="radio"/>		At Council meetings/briefings	<input type="radio"/>	
Through Council staff	<input type="radio"/>		Word of mouth	<input type="radio"/>	
Our Own News at Wollombi	<input type="radio"/>				

Q6a. Over the next 12 months Council will be developing a long term strategic plan for the Cessnock area. Would you be interested in contributing to the development of this plan?

Yes No

Q6b. (If yes), could you please provide us with the following contact details?

Name: Phone:
Address: Email:

Part E. DEMOGRAPHIC INFORMATION

Q7. Please stop me when I read out your age group.

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

Q8. Which town or area do you live in?

- | | | | | | |
|------------------------|-----------------------|---------------|-----------------------|------------------|-----------------------|
| 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 | |
| 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 | <input type="radio"/> | | |

Other (please specify).....

Q9. How long have you lived in the Cessnock City Council area?

.....

Q10. 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.