



**NSW LOCAL GOVERNMENT  
COMMUNITY SATISFACTION SURVEY  
MID-COAST COUNCIL**

**2016 RESEARCH REPORT**

**COORDINATED BY THE NSW DEPARTMENT OF PREMIER AND CABINET  
ON BEHALF OF NEWLY ESTABLISHED COUNCILS**



**JWS RESEARCH**

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# BACKGROUND AND OBJECTIVES

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This report outlines the results and recommendations of the 2016 NSW Local Government Community Satisfaction Survey for Mid-Coast Council.

In a first for the NSW Local Government sector, the Department of Premier and Cabinet (DPC) coordinated delivery of this Community Satisfaction Survey amongst newly established councils in NSW in 2016. The survey is intended to produce data that will assist new councils in measuring success of implementation.

DPC together with new councils developed a success framework to guide the implementation of new councils and to measure progress. The Stronger Councils Framework defines a strong council as one that delivers results for their community, builds relationships and partnerships, and has the culture, people and capability to make this happen. An agreed measure of success in the Stronger Councils Framework is community satisfaction with council's overall performance.

The 2016 survey is intended to provide baseline information on community views towards, and satisfaction with, the services of council. The research will be an important tool for councils to better understand what matters to their communities and enable them to focus their implementation activities to improve services, focus communications, enhance community perceptions of council and build stronger relationships between councils and their communities.

It is anticipated that the 2016 Local Government Community Satisfaction Survey will be the genesis of an ongoing sector-wide annual local government survey regime.

# CONTEXT

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The 2016 survey is intended to provide baseline information on community views towards, and satisfaction with, the services of council, so as **to inform priority areas for the newly formed councils to focus on.**

The survey has been designed to be repeatable. In this the first year, where only baseline data is available, councils can compare results to other newly formed councils, either State-wide, or within the metropolitan or regional/ rural group. For further comparison, should they wish, councils can refer to results in the Victorian State-wide report, which is available at: <http://www.dtpli.vic.gov.au/local-government/publications-and-research/council-community-satisfaction-survey>.

It is intended that this baseline data will be replicated to provide trend data for measurement and review in future years.

It is important to note that most Councils participating in this research were formed on the 12<sup>th</sup> May, 2016. Respondents were asked to reflect specifically on the performance of the newly formed council. Notwithstanding this, there is potential that the results could also reflect respondents' perceptions of the former councils.

# SURVEY METHODOLOGY AND SAMPLING

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This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Mid-Coast Council.

Survey sample was purchased from an accredited supplier of publicly available phone records, including up to 30% mobile phone numbers to cater to the diversity of residents within Mid-Coast Council, particularly younger people.

A total of n=500 completed interviews were achieved in Mid-Coast Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> to 30<sup>th</sup> September, 2016.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Mid-Coast Council area.

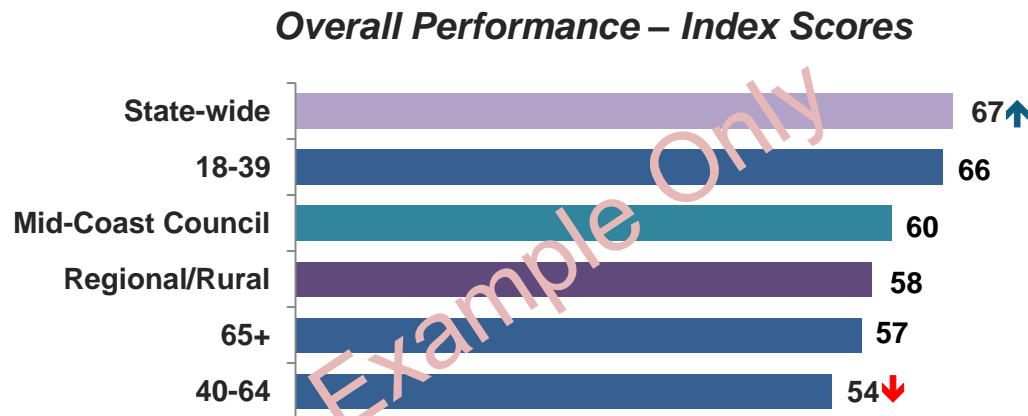
Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, ‘—’ denotes not mentioned and ‘0%’ denotes mentioned by less than 1% of respondents. ‘Net’ scores refer to two or more response categories being combined into one category for simplicity of reporting.

This research was conducted in compliance with AS-ISO 20252.

# SIGNIFICANT DIFFERENCES EXPLAINED

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the 'total' or overall result for the council for that survey question. Therefore in the example below:

- The State-wide result is significantly higher than the overall result for the council.
- The result among 40-64 year olds is significantly lower than the overall result for the council.



# INDEX SCORES EXPLAINED

Many questions ask respondents to rate council on a five-point scale, for example, performance from ‘very good’ to ‘very poor’, with ‘can’t say’ also a possible response category. To facilitate ease of reporting and comparison of results over time (following this benchmark wave), and measured against the State-wide result and the council group, an ‘Index Score’ has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with ‘can’t say’ responses excluded from the analysis. The ‘% RESULT’ for each scale category is multiplied by the ‘INDEX FACTOR’. This produces an ‘INDEX VALUE’ for each category, which are then summed to produce the ‘INDEX SCORE’, equating to ‘60’ in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	CALCULATION	INDEX VALUE
Very good	9%	100	9% x 100 =	9
Good	40%	75	40% x 75 =	30
Average	37%	50	37% x 50 =	19
Poor	9%	25	9% x 25 =	2
Very poor	4%	0	4% x 0 =	0
Can’t say	1%	--	--	<b>INDEX SCORE 60</b>

# INDEX SCORE IMPLICATIONS

Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
80 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 80	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
40 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
0 – 40	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>not that important</b>



# FURTHER INFORMATION

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## Further Information

Further information about the report and explanations about the Local Government Community Satisfaction Survey can be found in the [Appendix A](#), including:

- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

## Contacts

For further queries about the conduct and reporting of the 2016 Local Government Community Satisfaction Survey, please contact JWS Research on 03 8685 8555 or email [nswcss@jwsresearch.com](mailto:nswcss@jwsresearch.com)

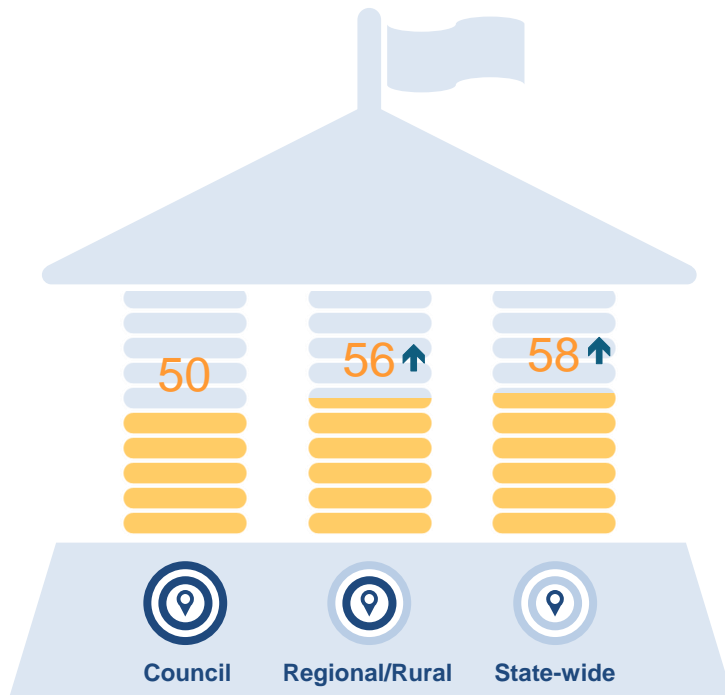


# KEY FINDINGS AND RECOMMENDATIONS



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# MID-COAST COUNCIL



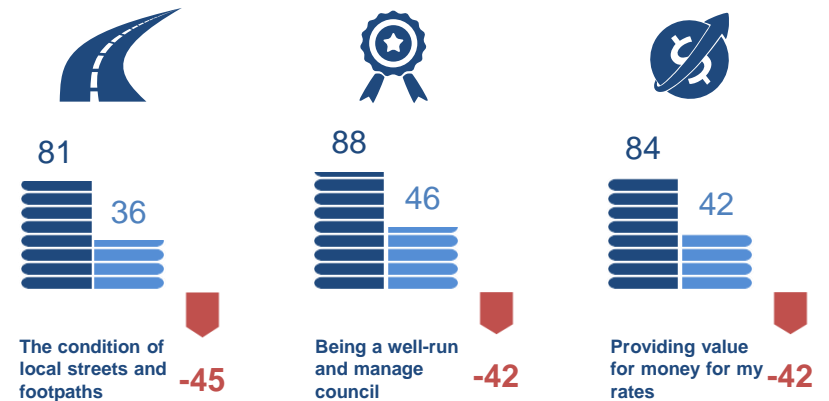
## OVERALL COUNCIL PERFORMANCE

State-wide result is inclusive of all newly formed councils.  
Results shown are index scores out of 100.

## TOP 3 PERFORMING AREAS



## TOP 3 AREAS FOR IMPROVEMENT



# OVERALL PERFORMANCE

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**Mid-Coast Council residents rate the current overall performance of the newly formed council in a satisfactory way.** However, the **overall performance index score of 50** indicates there is a need for Council to improve perceptions of how it is performing.

- Mid-Coast Council's overall performance is rated statistically ***significantly lower*** (at the 95% confidence interval) **than the average rating for newly formed councils State-wide and in the regional/rural group** (index scores of 58 and 56 respectively).
- **Residents of the pre-merger Great Lakes Council LGA** (index score of 57) **are *significantly more favourable*** in their view of Council's overall performance.

More residents rate Mid-Coast Council's overall performance as 'very poor' (7%) than 'very good' (5%). More than 1 in 5 residents (22%) rate Council's overall performance as 'good', while a further 39% sit mid-scale providing an 'average' rating.

- Notably, more one in ten (13%) residents have not yet formed an opinion on the overall performance of the newly formed council (providing a 'can't say' response). This rises to 21% among those aged 65+ years.

# OVERVIEW OF CORE PERFORMANCE MEASURES

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Review of the core performance measures (as shown on page 21) shows that Mid-Coast Council is **performing *significantly lower* than the State-wide and regional/rural council group averages on nine of these 10 measures**, namely:

- Overall performance
- Being a well-run and managed council
- Decisions made in the interest of the community
- Community consultation and engagement
- Informing the community
- Ease of access to services
- The condition of local streets and footpaths in your area
- Recreational facilities
- Providing value for money for my rates.

**There are some clear differences evident by area. Residents in the pre-merger Great Lakes Council LGA tend to rate Council on the aforementioned service areas more favourably, with residents in the pre-merger Greater Taree LGA being less favourable in their evaluation.**

In the area of **customer service** (index score of 65), Mid-Coast Council is ***similar*** to the State-wide council average (index score of 69), but ***significantly lower*** than the regional/rural council average (70). This is also Mid-Coast Council's best performing area.

# AREAS WHERE COUNCIL IS PERFORMING WELL

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**With a performance index score of 65, Mid-Coast Council’s customer service is rated in the light green zone, indicating that although there remains room for improvement, Council is performing well in this service area.** Indeed, customer service was one of the most frequently mentioned best things about Council (mentioned by 8% of residents).

**Another area where Mid-Coast Council is well regarded is recreational facilities.** With a performance index score of 62, this service area is rated second highest among residents.

- Almost half of residents (49%) rate Council’s performance in the area of recreational facilities as ‘very good’ or ‘good’.
- Recreational and sporting facilities (8%), the beach, foreshore and waterfront (5%) and parks and gardens (5%) are among the frequently mentioned best things about living in the council area.
- It is however considered the least important service area (importance index score of 73).

**Ease of access to services** (performance index score of 57) is another area where Council is rated more highly compared to other service areas. However, this service area has the second lowest importance score (importance index of 78).

It is important to note that each of **the most highly rated measures are viewed as being of lower importance comparative to other measures.** Council should shore up and build on these positive areas while also focusing attention on other, more important service areas.

# SERVICE AREAS IN NEED OF ATTENTION

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The area that stands out as being most in need of Council attention is **the condition of local streets and footpaths in your area**. With a performance index score of 36, Council is seen to be **performing poorly** in this service area. This is *significantly lower* than the State-wide and regional/rural group averages (performance index scores of 53 and 52 respectively).

- Three in ten residents (29%) rate Council performance in this service area as ‘very poor’.
- The importance of this service area is evidenced by a high index score of 81.
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 months supports this finding, with **sealed road maintenance** mentioned by 42% of residents.
- **Differences are evident by location**, with those in the pre-merger Great Lakes Council LGA rating the condition of local streets and footpaths *significantly higher* (performance index score of 52), and those in the pre-merger Greater Taree LGA rating this service area *significantly lower (26)*. This is a very low performance index score. These locational differences provide Council with guidance on where to target attention first.

**Providing value for money for my rates** and **being a well-run and managed council** are rated in a similar fashion, with low performance index scores (42 and 46 respectively), and high importance index scores (84 and 88 respectively).

# CUSTOMER CONTACT AND SERVICE

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**More than two in five (44%) Mid-Coast Council residents have had recent contact with Council.** Those aged 65+ years are significantly less likely to have contacted Council (35%).

The main method of contacting Council is by telephone and in person (22% and 20% respectively).

- Those aged under 50 years are significantly *more likely* to use the Council's website and social media to contact Council than those aged over 50 years. However, even among the younger age group, the traditional means of communication (telephone, in person, in writing) are used most frequently.

Newsletters, sent via mail or email, are the preferred way for Council to inform residents about news, information and upcoming events. However, there is a significantly higher incidence of residents nominating social media (e.g. Facebook or Twitter) as a preferred means of communication among those aged under 50 years compared to those aged over 50 years.

**Mid-Coast Council's customer service index of 65 is not significantly different to the State-wide average of 69. This is Council's strongest area of performance and a positive result for Council.**

Nevertheless, there remains room for improvement. Perceptions of customer service are relatively consistent across all demographic groups, meaning there is no particular cohort that Council should focus its attention on. Rather, Council should aim to improve customer service across all groups.



# FOCUS AREAS FOR COMING 12 MONTHS

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For the coming 12 months, Mid-Coast Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 10 points. Key priorities are those where the differential is more than 30 points, including:

- **The condition of local streets and footpaths in the area** (margin of 45 points)
- **Being a well-run and managed council** (margin of 42 points)
- **Providing value for money for my rates** (margin of 42 points)
- **Decisions made in the interest of the community** (margin of 37 points)
- **Community consultation and engagement** (margin of 32 points).

Consideration should also be given to residents from the pre-merger Greater Taree LGA, who appear to be most driving negative opinion.

On the positive side, Council should **maintain its relatively strong performance in the area of customer service**, and aim to shore up service areas that are currently rated higher than others, such as **recreational facilities**.

- It is also important not to ignore, and to learn from, what is working amongst other groups, especially residents from the pre-merger Great Lakes Council LGA, and use these lessons to build performance experience and perceptions in other areas.

# FURTHER AREAS OF EXPLORATION

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided to the council.

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of key demographic and geographic groups, especially any target groups identified as requiring attention.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results.**

# SNAPSHOT OF KEY FINDINGS

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## Highest performance result

- Customer service

## Lowest performance result

- The condition of local streets and footpaths in your area

## Most favourably disposed towards Council

- Pre-merger Great Lakes Council LGA residents

## Least favourably disposed towards Council

- Pre-merger Greater Taree LGA residents
- Pre-merger Gloucester Shire LGA residents



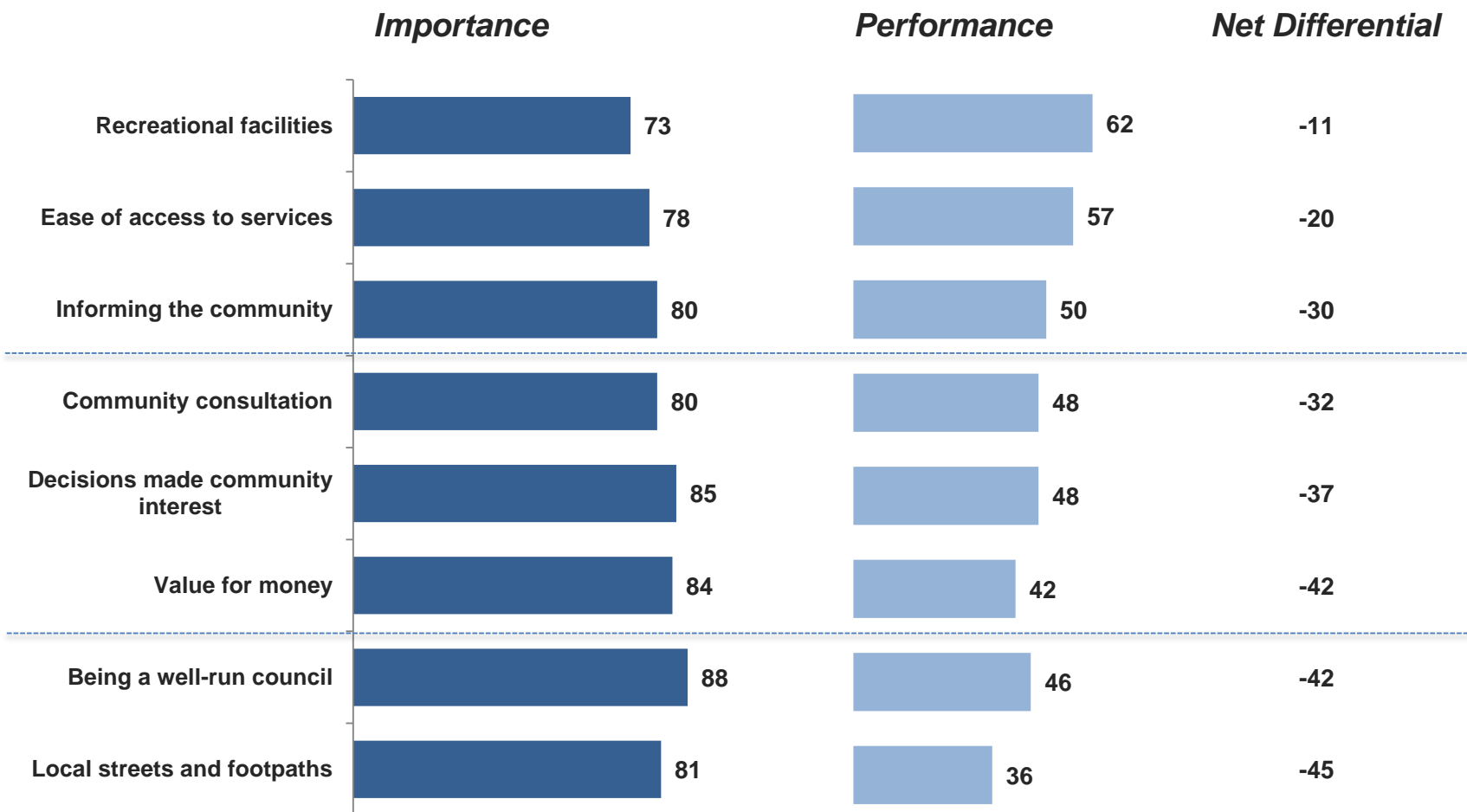
# SUMMARY OF FINDINGS

# SUMMARY OF CORE PERFORMANCE MEASURES: INDEX SCORE RESULTS

Performance Measures	Mid-Coast Council	Regional/ Rural	State-wide	Highest score	Lowest score
Overall performance	<b>50</b>	56	58	Pre-merger Great Lakes Council LGA	Pre-merger Gloucester Shire LGA
Being a well-run and managed council	<b>46</b>	53	55	Pre-merger Great Lakes Council LGA	Pre-merger Gloucester Shire LGA
Decisions made in the interest of the community	<b>48</b>	52	52	Pre-merger Great Lakes Council LGA 65+ years	Pre-merger Gloucester Shire LGA
Community consultation and engagement	<b>48</b>	54	53	Pre-merger Gloucester Shire LGA	Pre-merger Greater Taree LGA
Informing the community	<b>50</b>	56	56	Pre-merger Great Lakes Council LGA	Pre-merger Greater Taree LGA
Ease of access to services	<b>57</b>	63	63	Pre-merger Great Lakes Council LGA	Pre-merger Greater Taree LGA
The condition of local streets and footpaths in your area	<b>36</b>	52	53	Pre-merger Great Lakes Council LGA	Pre-merger Greater Taree LGA
Recreational facilities	<b>62</b>	65	66	Pre-merger Gloucester Shire LGA	18-39 years
Providing value for money for my rates	<b>42</b>	48	51	Pre-merger Great Lakes Council LGA	Pre-merger Gloucester Shire LGA
Customer service	<b>65</b>	70	69	Pre-merger Great Lakes Council LGA	Pre-merger Greater Taree LGA

# INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

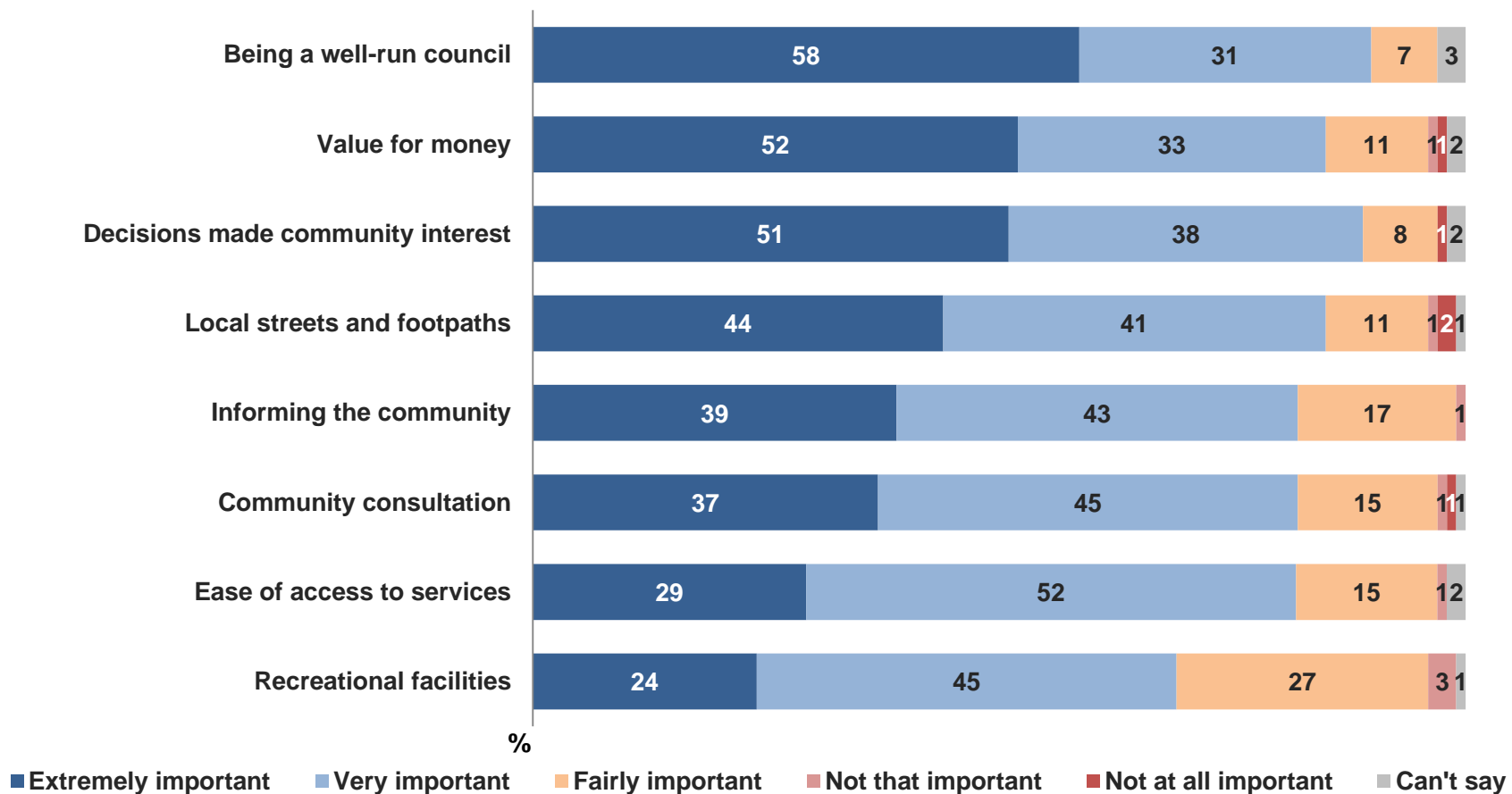
## IMPORTANCE VS PERFORMANCE



# INDIVIDUAL SERVICE AREAS IMPORTANCE

## DETAILED PERCENTAGES

*Individual Service Areas Importance*

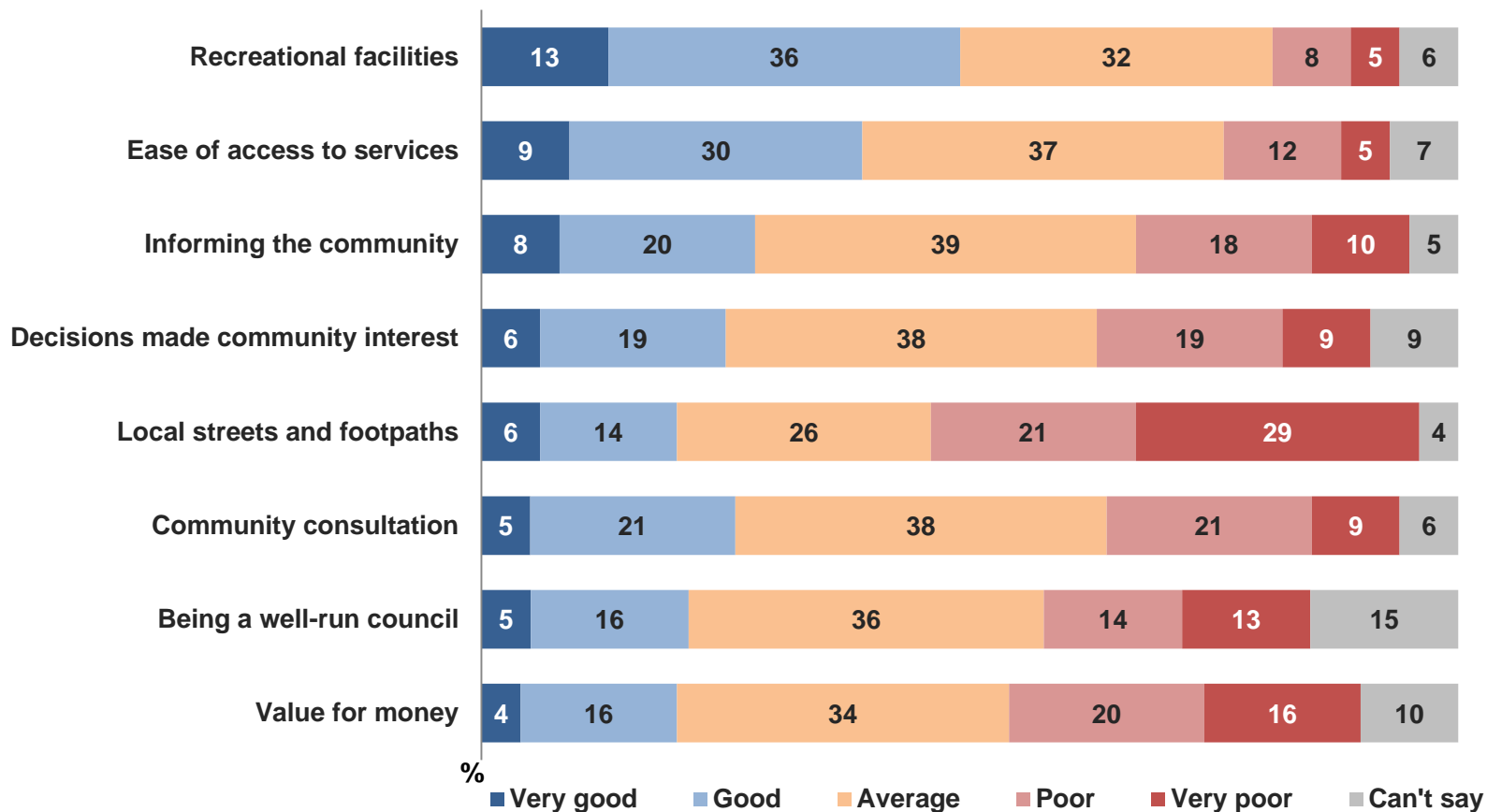


Q2. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Council?  
Base: All respondents.

# INDIVIDUAL SERVICE AREAS PERFORMANCE

## DETAILED PERCENTAGES

*Individual Service Areas Performance*

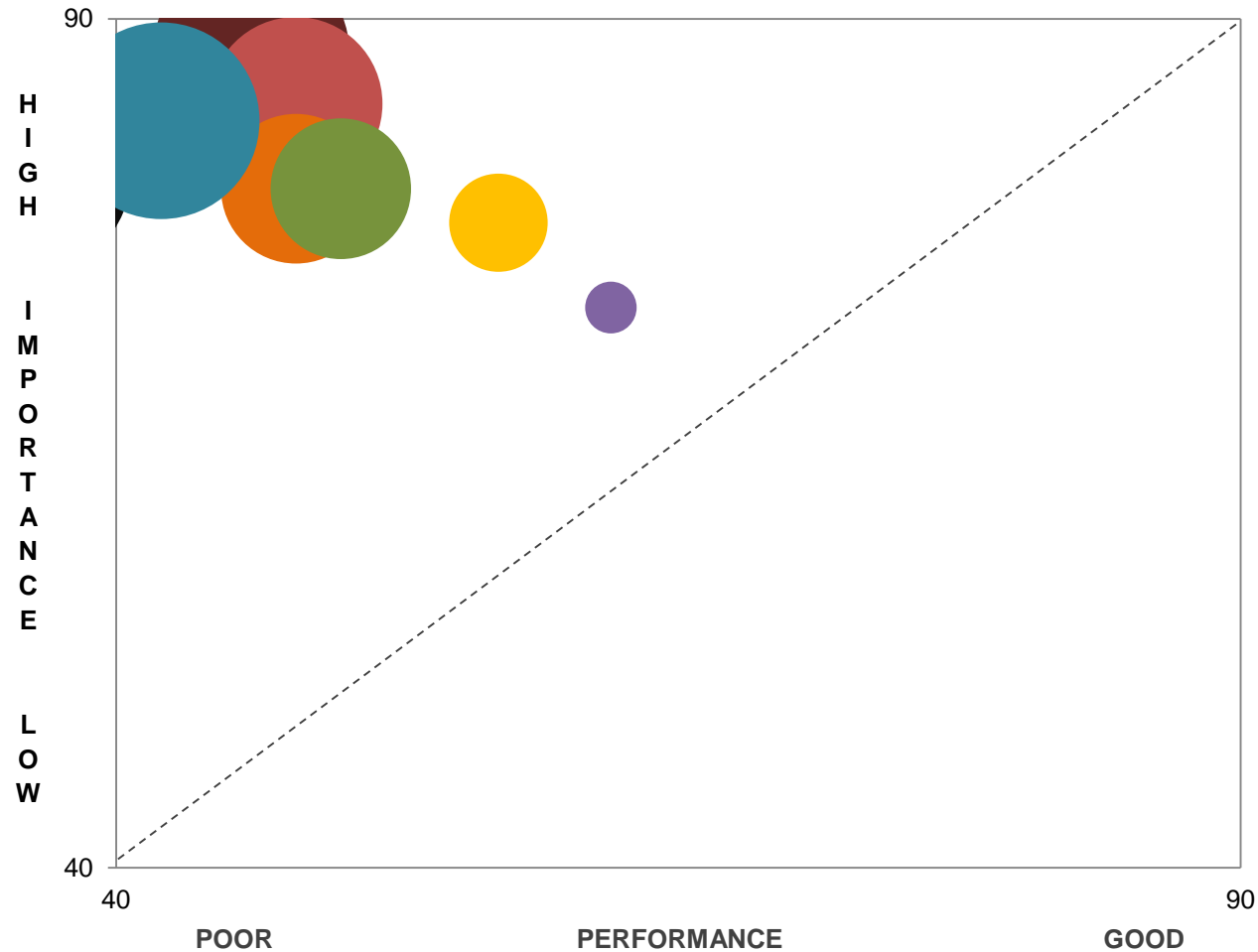


Q3. Firstly, how has Council performed recently on [FIRST RESPONSIBILITY AREA]?  
Base: All respondents.



Service	Importance	Performance
Being a well-run and managed council	88	46
Decisions made in the interest of the community	85	48
Community consultation & engagement	80	48
Informing the community	80	50
Ease of access to services	78	57
Condition of local streets and footpaths	81	36
Recreational facilities	73	62
Providing value for money for my rates	84	42

## Importance and Performance Index Scores Grid

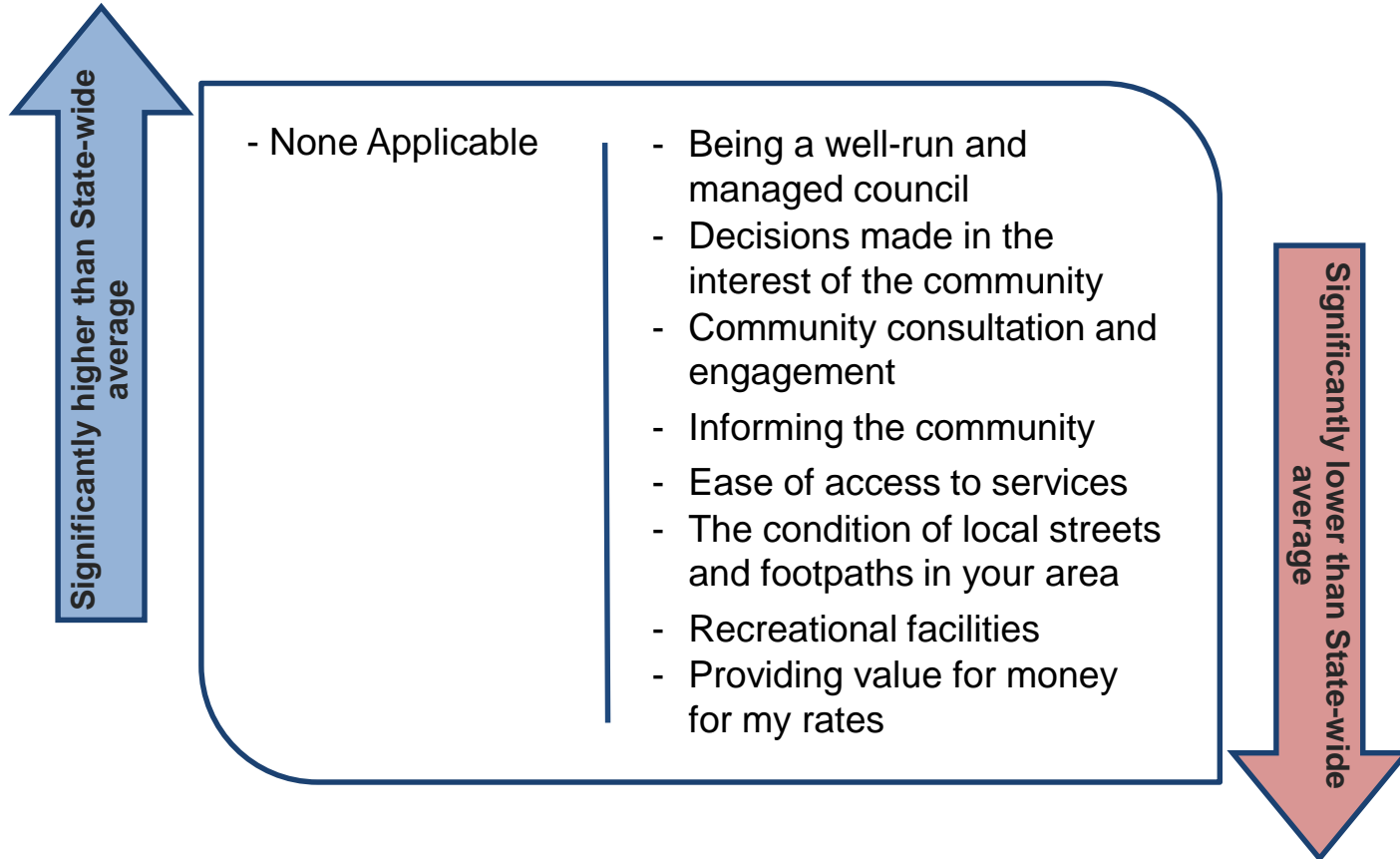


**Note: The larger the circle, the larger the gap between importance and performance.**  
 Base: All respondents

# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS STATE-WIDE AVERAGE

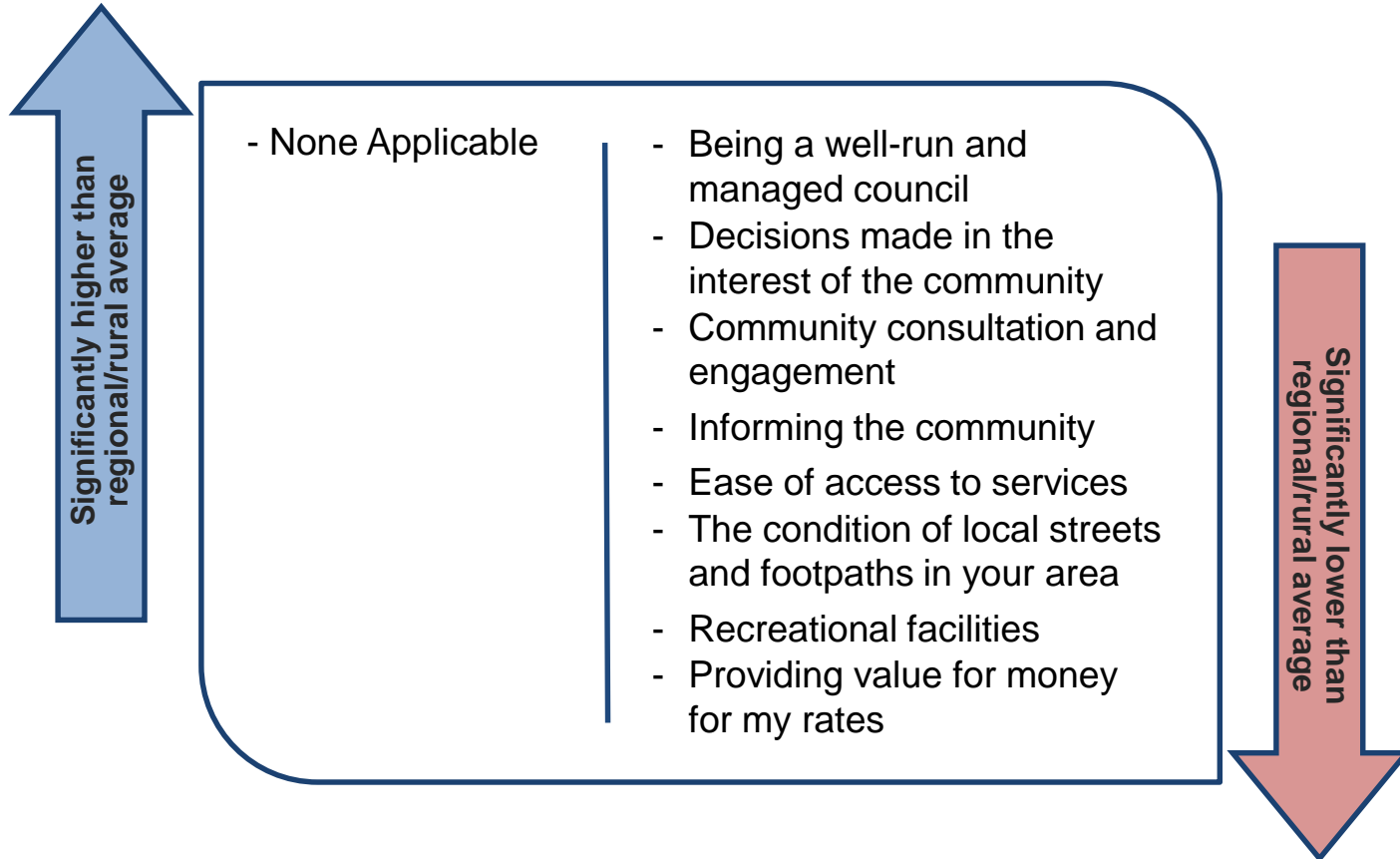
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# INDIVIDUAL SERVICE AREAS SUMMARY

## COUNCIL'S PERFORMANCE VS REGIONAL/RURAL AVERAGE

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# POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY

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Q9. What does Council MOST need to do to improve its performance in the next 12 months? Once again, it could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Q10. Please tell me what is the ONE BEST thing about Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents.

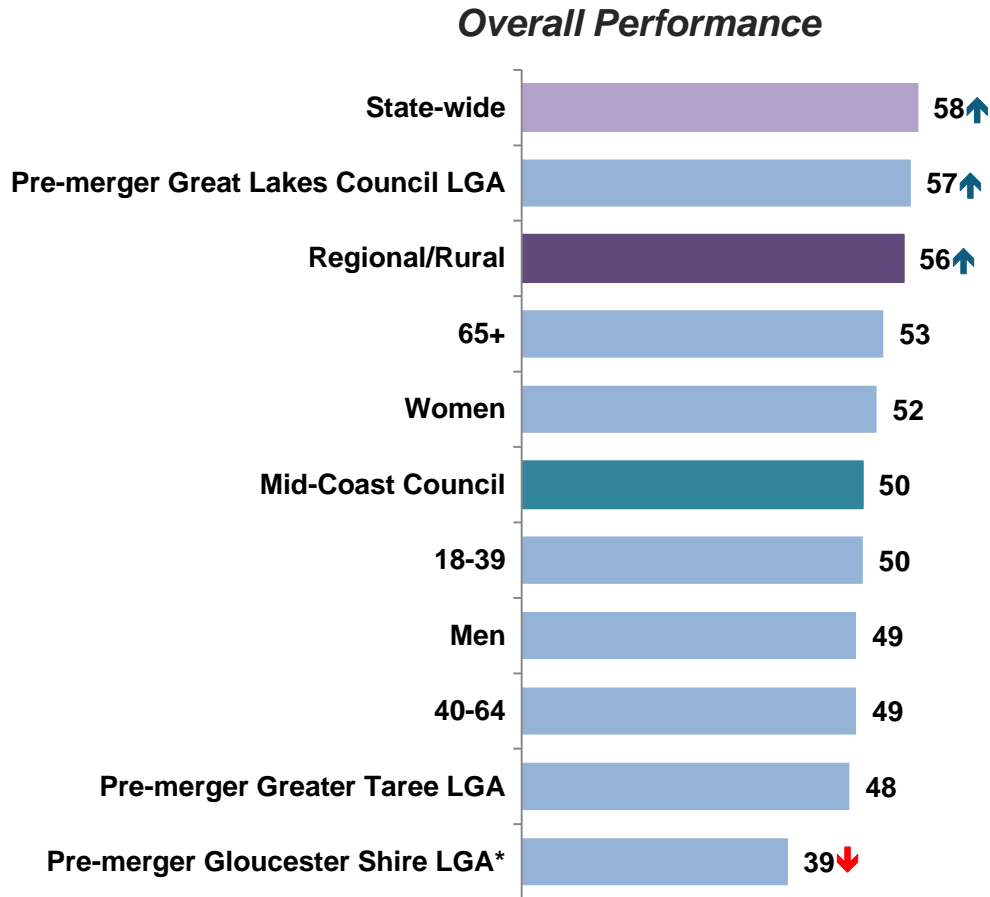
A satellite night view of the United States, showing the glowing network of roads and cities. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

# DETAILED FINDINGS

A satellite night view of North America, showing city lights and a network of glowing lines. The text "KEY CORE MEASURE" and "OVERALL PERFORMANCE" is overlaid in white.

# KEY CORE MEASURE OVERALL PERFORMANCE

# OVERALL PERFORMANCE INDEX SCORES



Q1. How do you feel about the current performance of Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Would you say it is...?

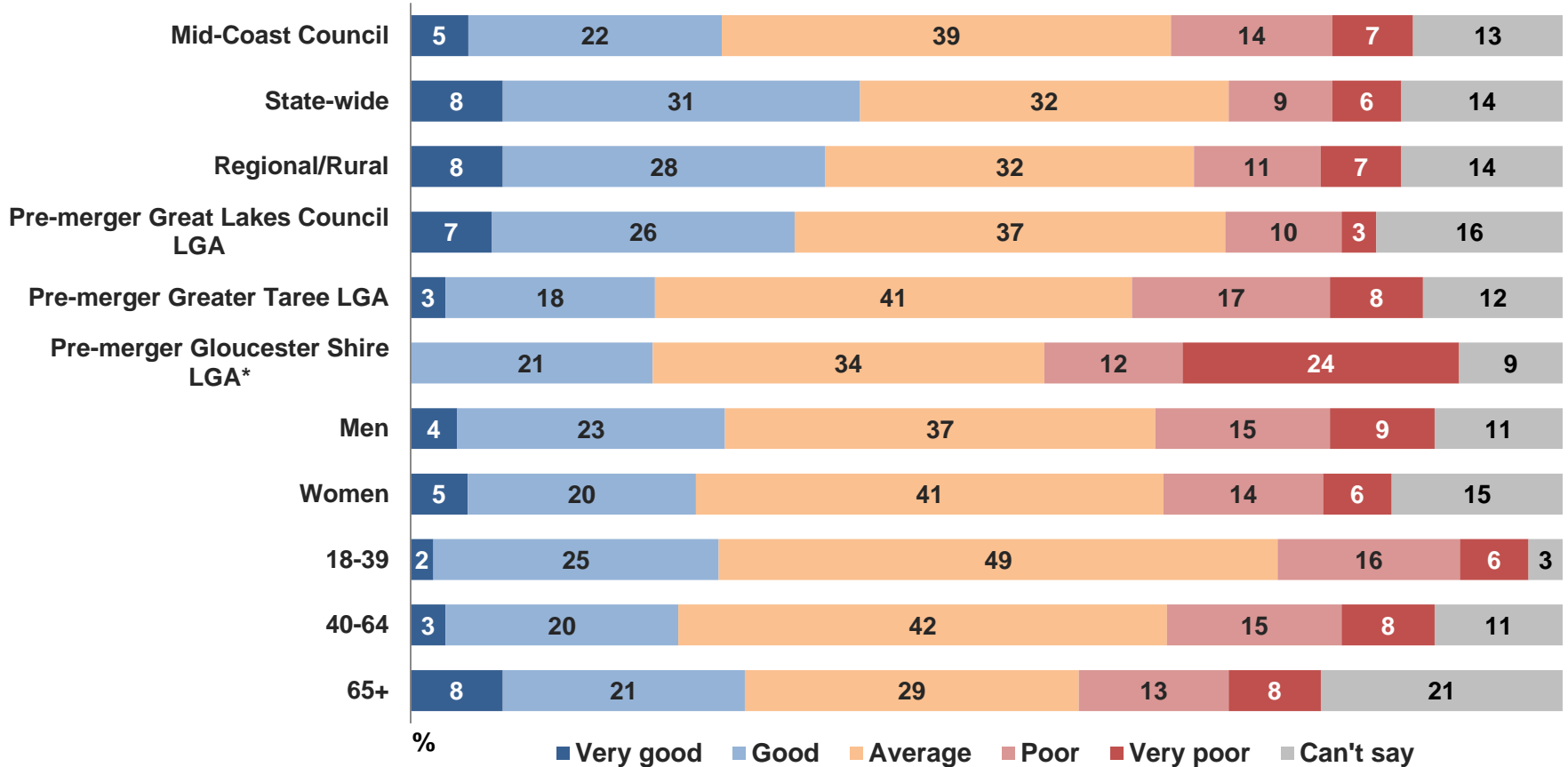
Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

### Overall Performance



Q1. How do you feel about the current performance of Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Would you say it is...?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30



An aerial night view of the United States, showing city lights and a network of glowing lines that represent a utility or service network. The text "KEY CORE MEASURE" and "CUSTOMER SERVICE" is overlaid on the left side of the image.

# KEY CORE MEASURE CUSTOMER SERVICE



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# CONTACT WITH COUNCIL

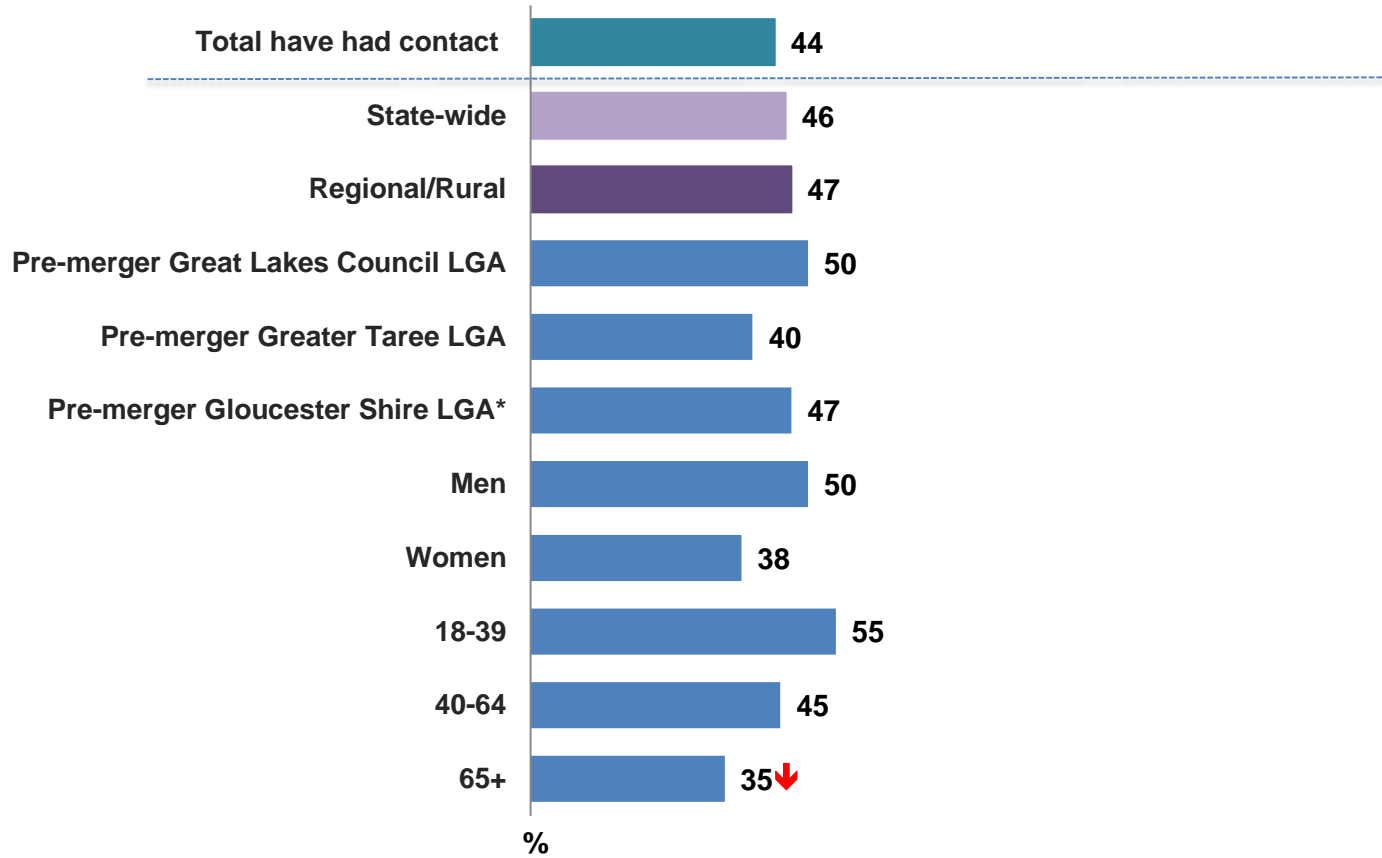
## SUMMARY

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<b>Overall contact with Mid-Coast Council</b>	<ul style="list-style-type: none"> <li>• 44%</li> </ul>
<b>Most contact with Mid-Coast Council</b>	<ul style="list-style-type: none"> <li>• Aged 18-39 years</li> <li>• Men</li> <li>• Pre-merger Great Lakes Council LGA</li> </ul>
<b>Least contact with Mid-Coast Council</b>	<ul style="list-style-type: none"> <li>• Aged 65+ years</li> <li>• Women</li> </ul>
<b>Customer Service rating</b>	<ul style="list-style-type: none"> <li>• Index score of 65</li> </ul>
<b>Most satisfied with Customer Service</b>	<ul style="list-style-type: none"> <li>• Pre-merger Great Lakes Council LGA</li> <li>• Pre-merger Gloucester Shire LGA</li> </ul>
<b>Least satisfied with Customer Service</b>	<ul style="list-style-type: none"> <li>• Pre-merger Greater Taree LGA</li> <li>• Aged 40-64 years</li> <li>• Aged 18-39 years</li> </ul>

# CONTACT WITH COUNCIL

*Contact with Council*



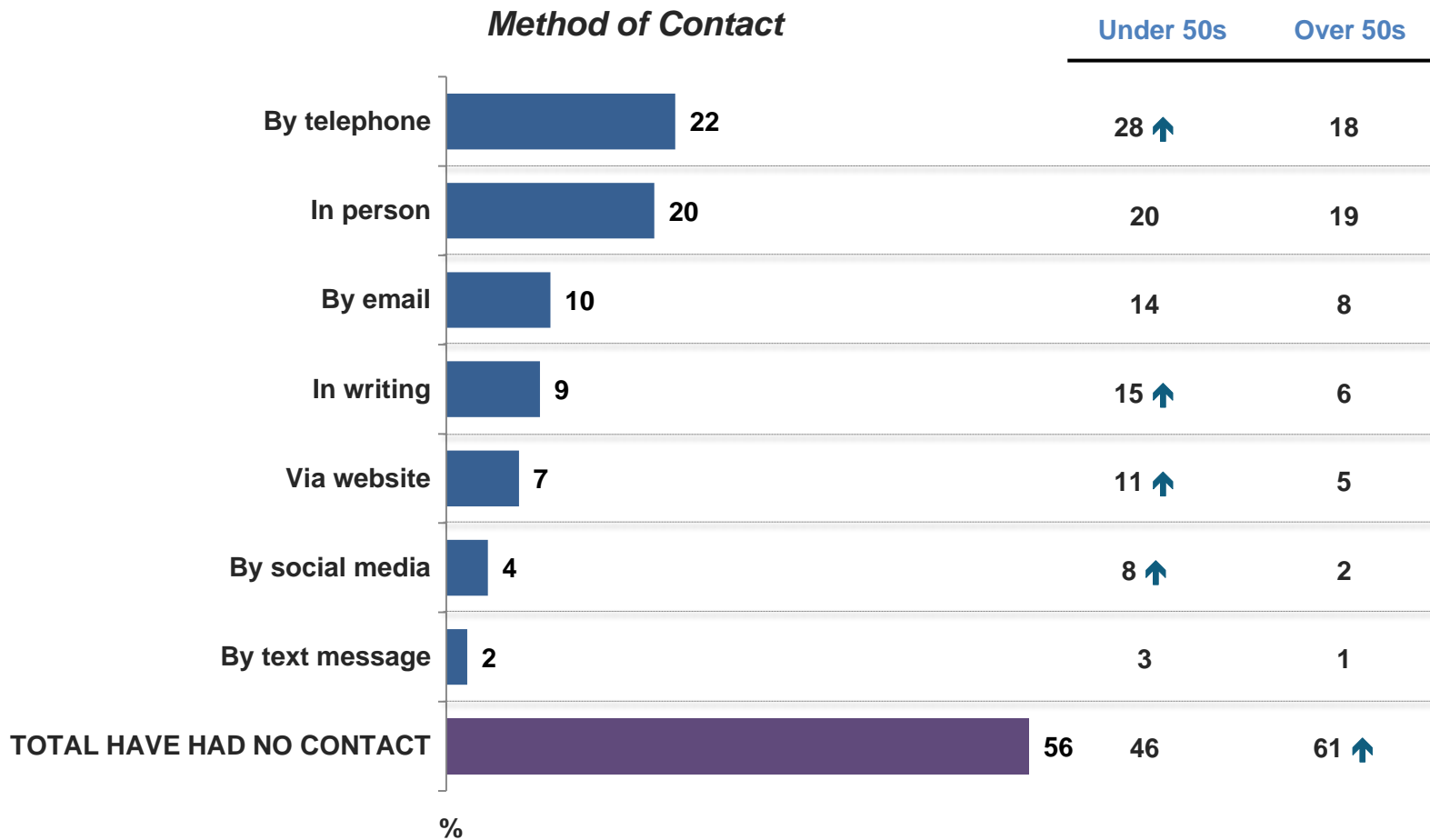
Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# METHOD OF CONTACT WITH COUNCIL

## DETAILED PERCENTAGES



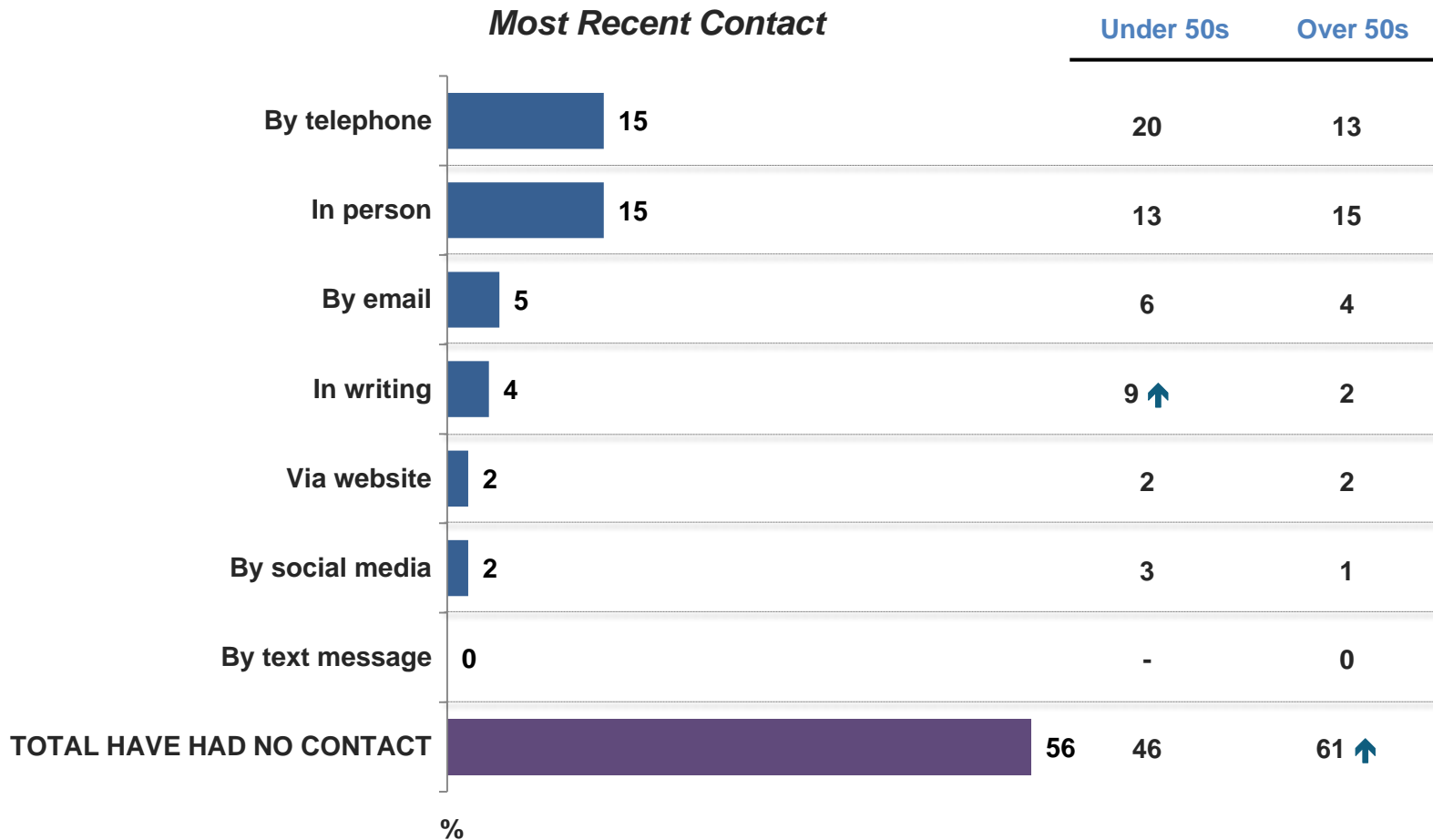
Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?

Base: All respondents. Councils asked State-wide: 20

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

# MOST RECENT METHOD OF CONTACT WITH COUNCIL

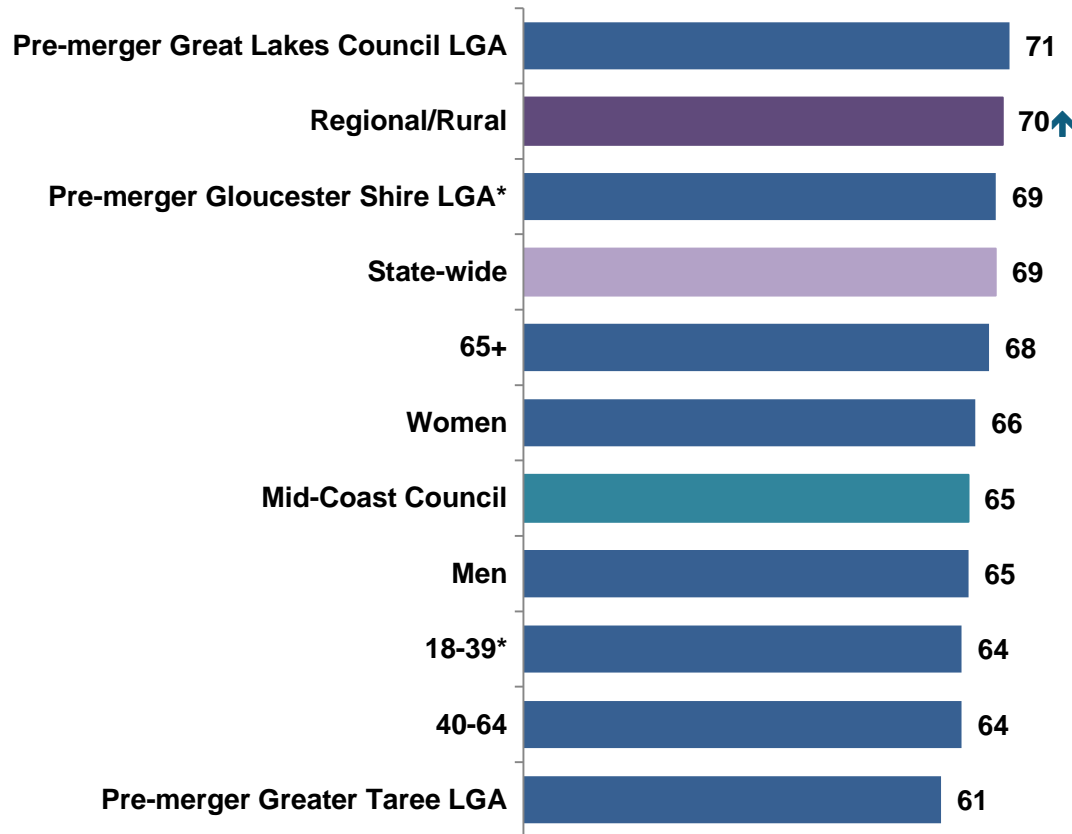
## DETAILED PERCENTAGES



Q5b. What was the method of contact for the most recent contact you had with Council?  
 Base: All respondents. Councils asked State-wide: 20

# CONTACT CUSTOMER SERVICE INDEX SCORES

*Customer Service Rating*



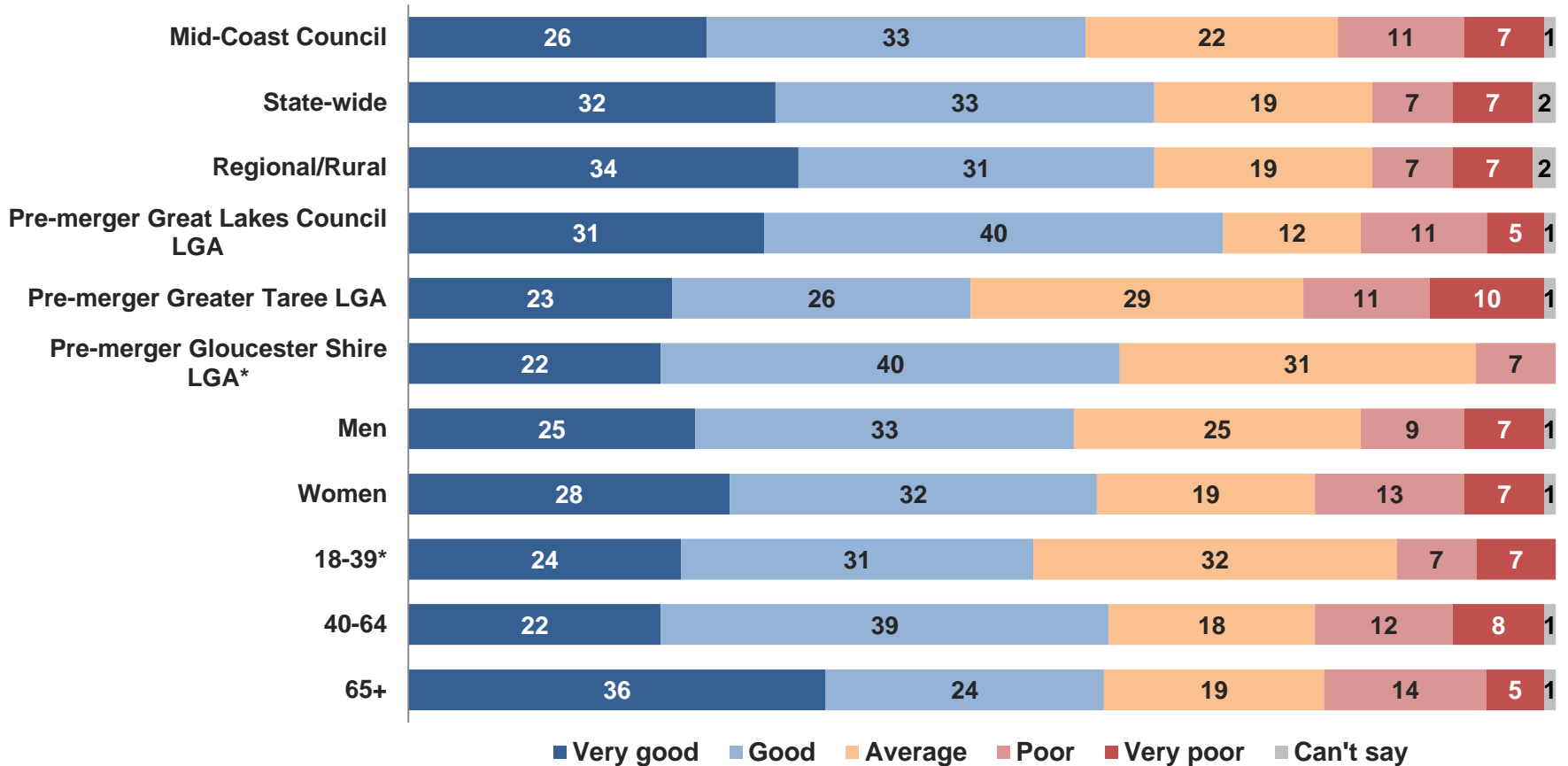
Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council (n=204). Councils asked State-wide: 20

\*Caution: small sample size < n=30

# CONTACT CUSTOMER SERVICE DETAILED PERCENTAGES

*Customer Service Rating*



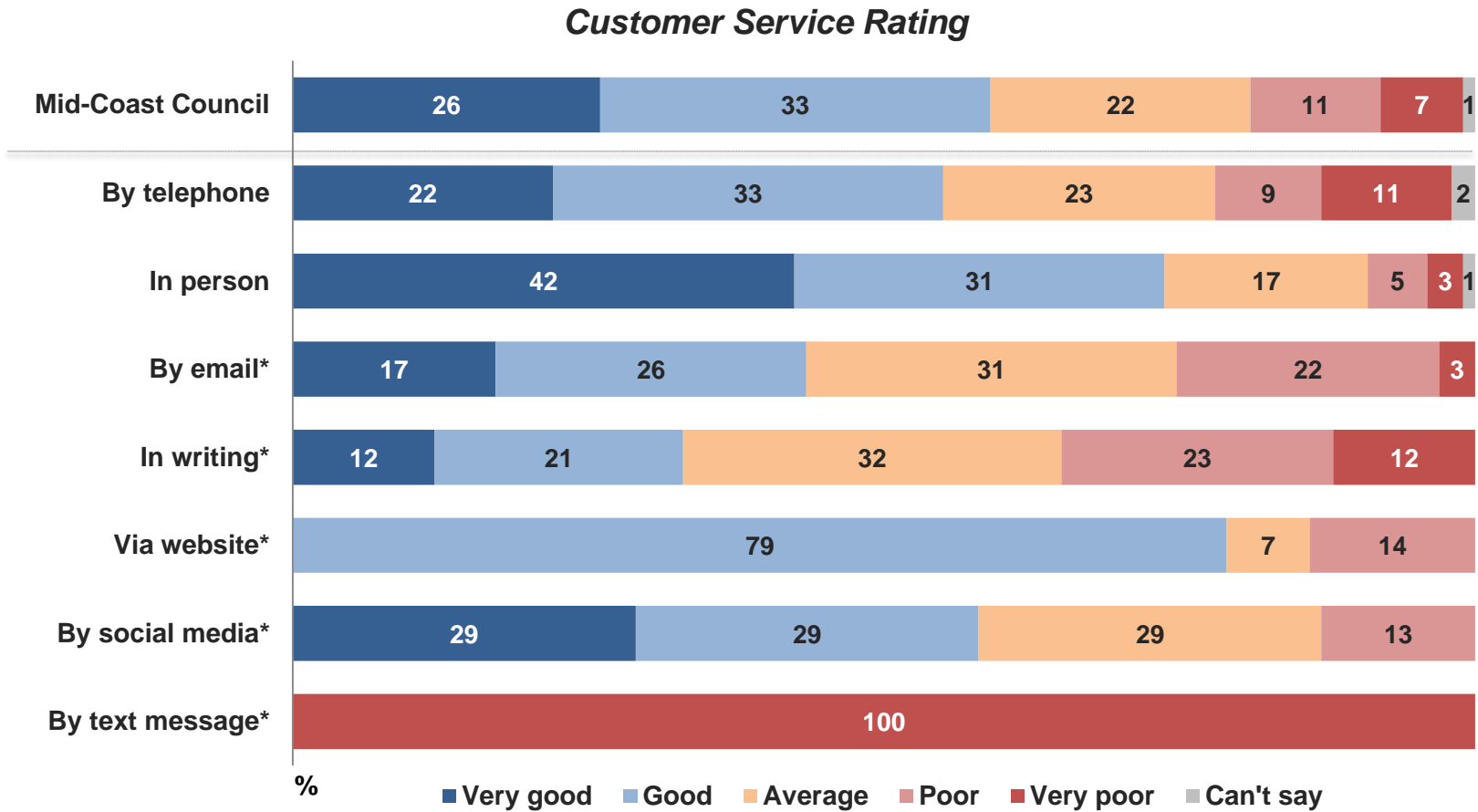
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Base: All respondents who have had contact with Council (n=204). Councils asked State-wide: 20

\*Caution: small sample size < n=30

# CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES BY METHOD OF LAST CONTACT



Q5c. Thinking of the most recent contact, how would you rate Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council (n=204). Councils asked State-wide: 20

\*Caution: small sample size < n=30





# POSITIVES AND AREAS FOR IMPROVEMENT



JWS RESEARCH

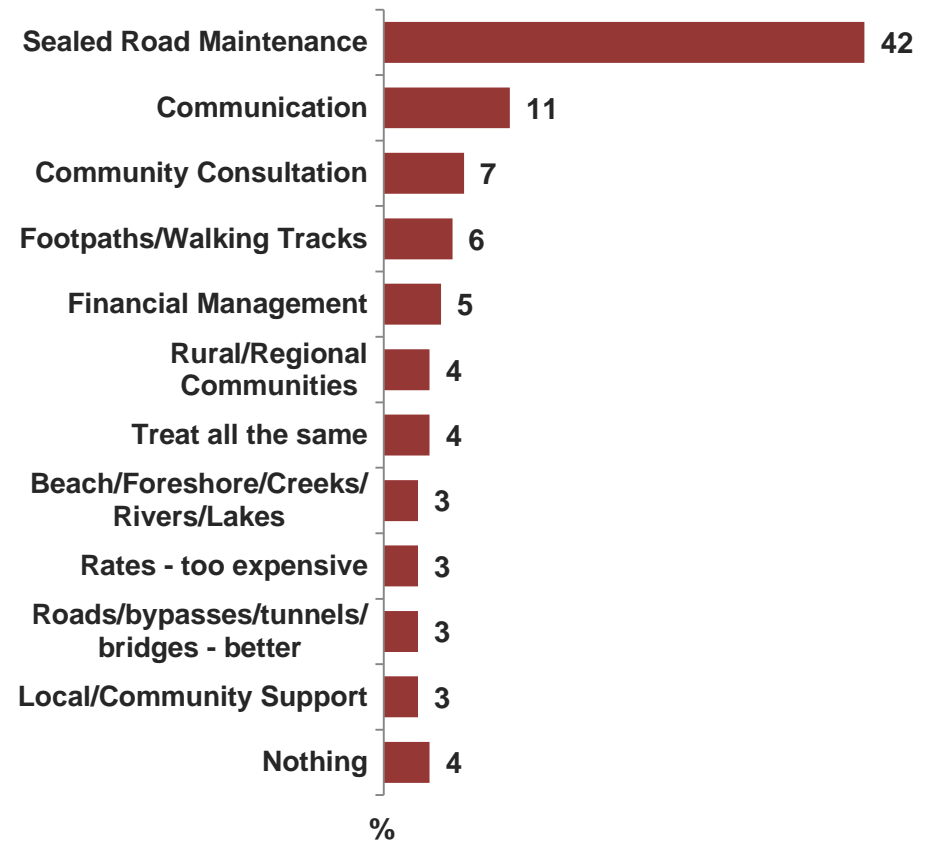
# BEST THINGS ABOUT COUNCIL AND AREAS TO IMPROVE

## DETAILED PERCENTAGES

### Best Aspects (Top responses)



### Areas for Improvement (Top responses)



Q9. What does Council MOST need to do to improve its performance in the next 12 months? Once again, it could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

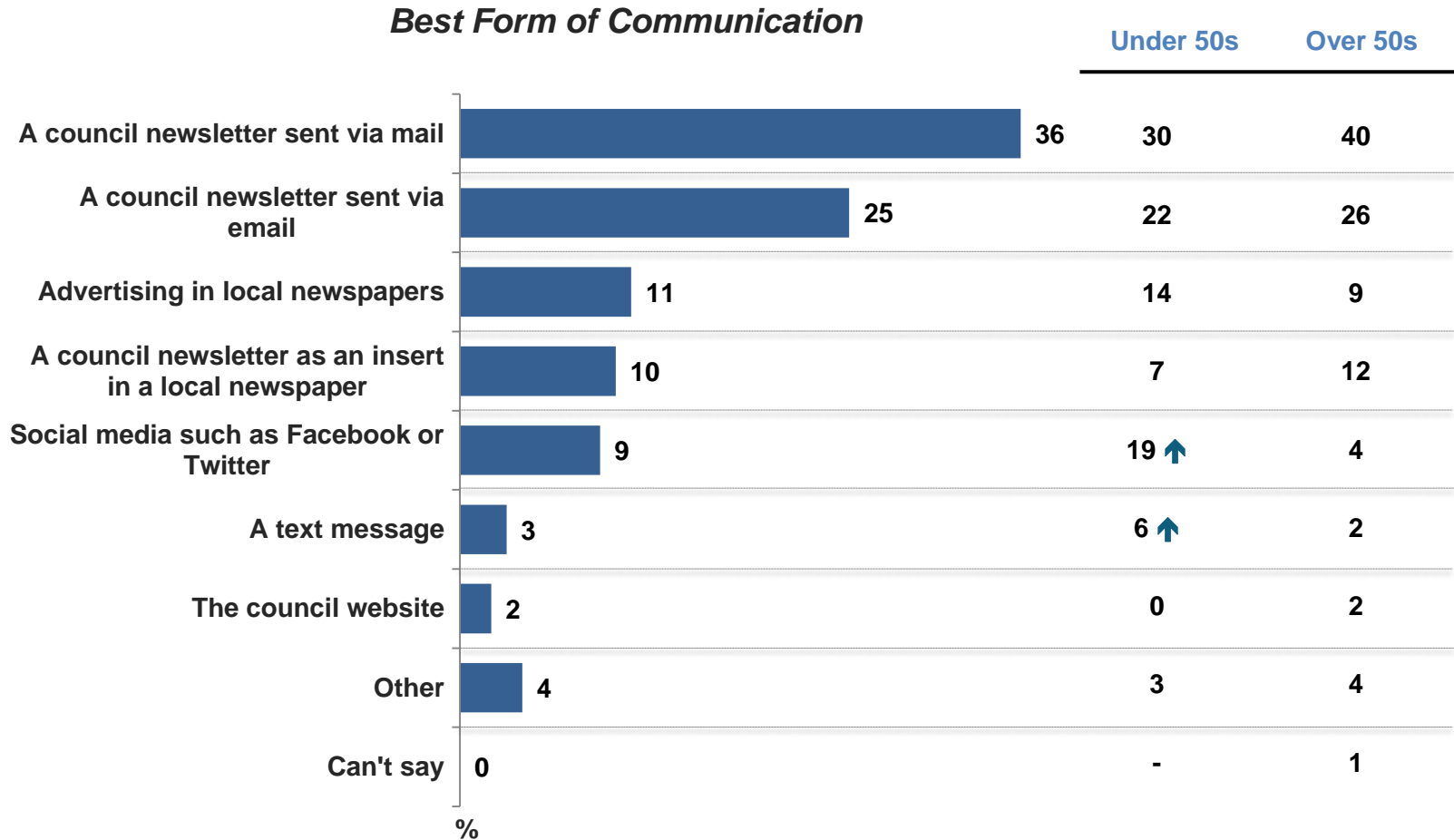
Q10. Please tell me what is the ONE BEST thing about Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents. Councils asked State-wide: 20

A satellite night view of the United States, showing a dense network of glowing white lines overlaid on the dark terrain, representing a communications or data network. The network is most concentrated in the eastern half of the country, particularly around major metropolitan areas.

# COMMUNICATIONS

# BEST FORMS OF COMMUNICATION



Q6. If Council was going to get in touch with you to inform you about Council news and information and upcoming events, which ONE of the following is the BEST way to communicate to you?  
 Base: All respondents. Councils asked State-wide: 20

A satellite night view of the United States, showing city lights and a network of roads. The text "USER OF COUNCIL SERVICES" is overlaid in white, bold, sans-serif font.

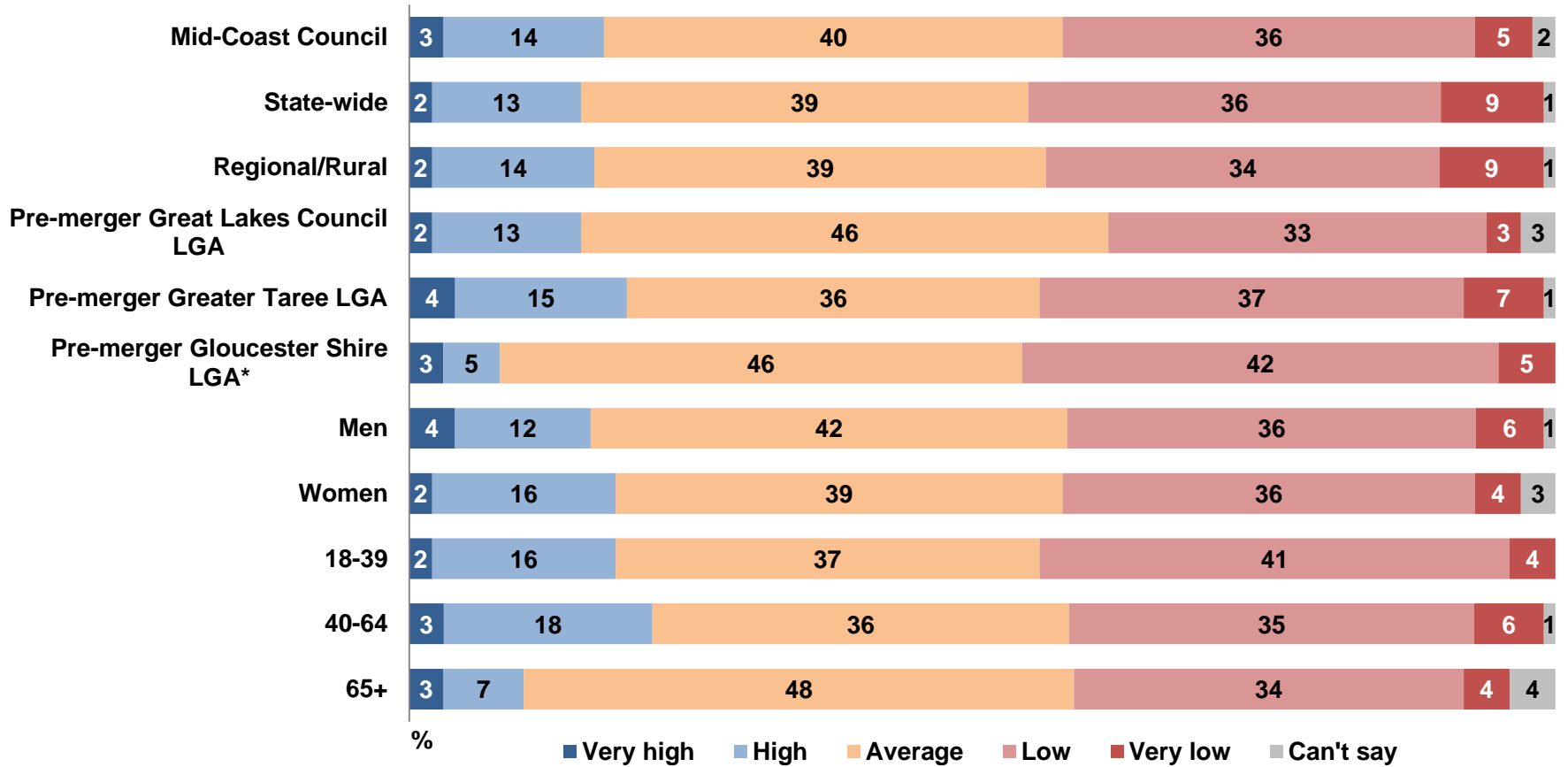
# USER OF COUNCIL SERVICES



JWS RESEARCH

# USER OF COUNCIL SERVICES

*User of Council Services*

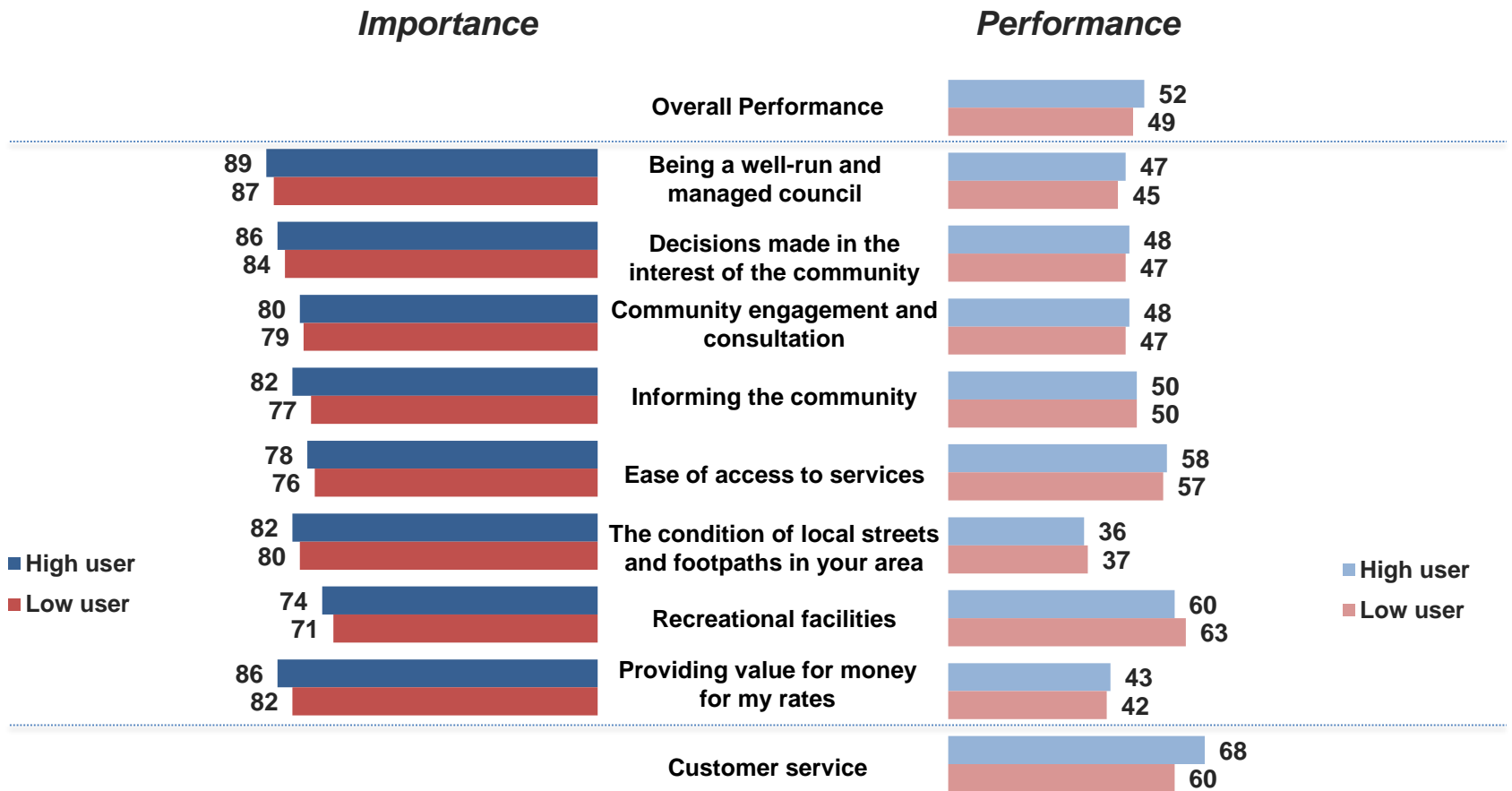


Q7. Would you consider yourself to be a high or low user of your council services? Is that...

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# CORE MEASURES INDEX SCORE RESULTS BY USER OF SERVICES



Q7. Would you consider yourself to be a high or low user of your council services? Is that...

Base: All respondents. Councils asked State-wide: 20

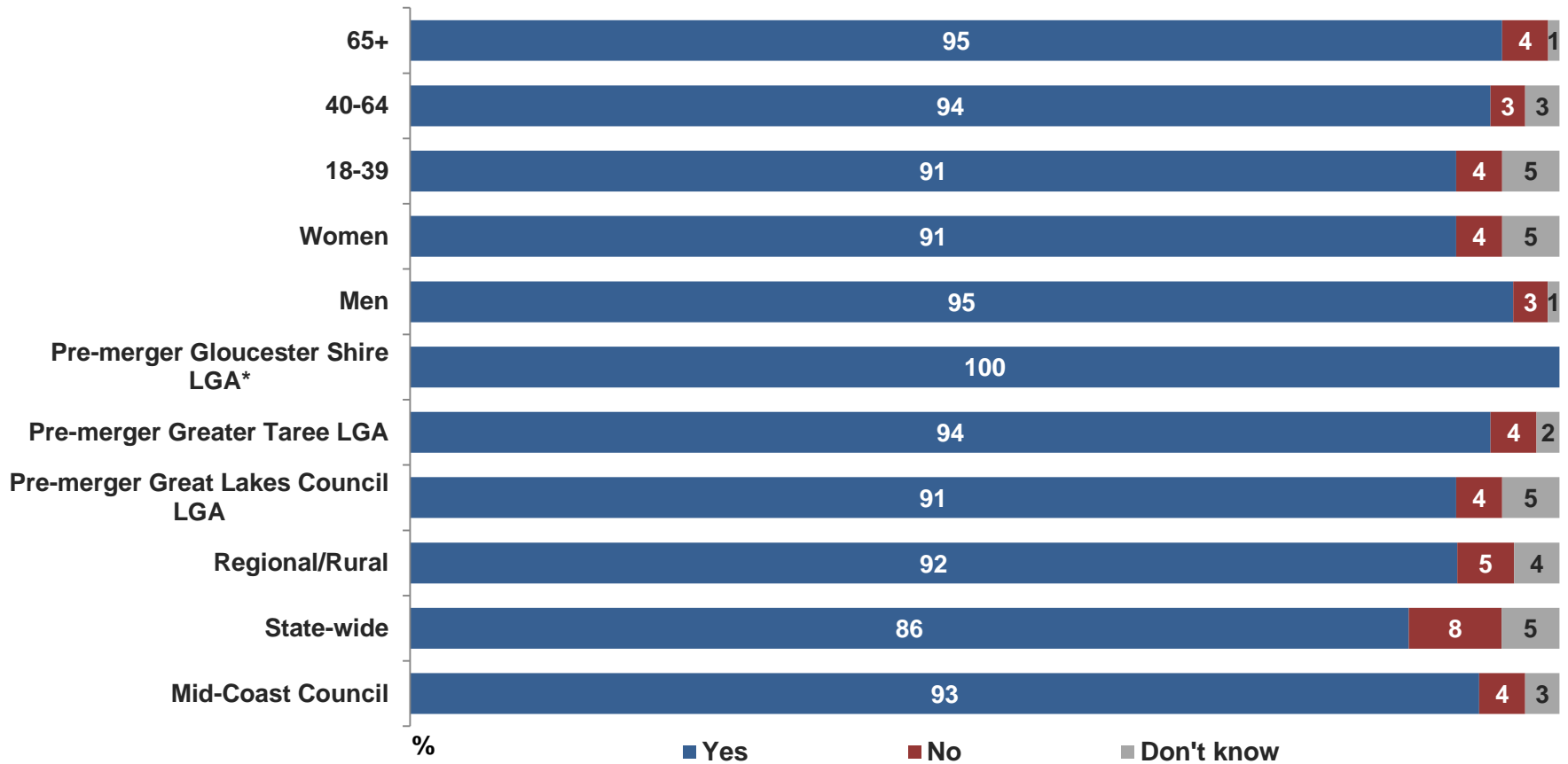
Note: 'High user' is defined as 'very high', 'high' or 'average' user of council services. 'Low user' is defined as 'low' or 'very low' user of council services.

# KNOWLEDGE OF MERGERS



# KNOWLEDGE OF MERGERS

*Knowledge of Mergers*



Q8. There have recently been some changes to local government. To your knowledge, has your council been involved in a merger with another council?

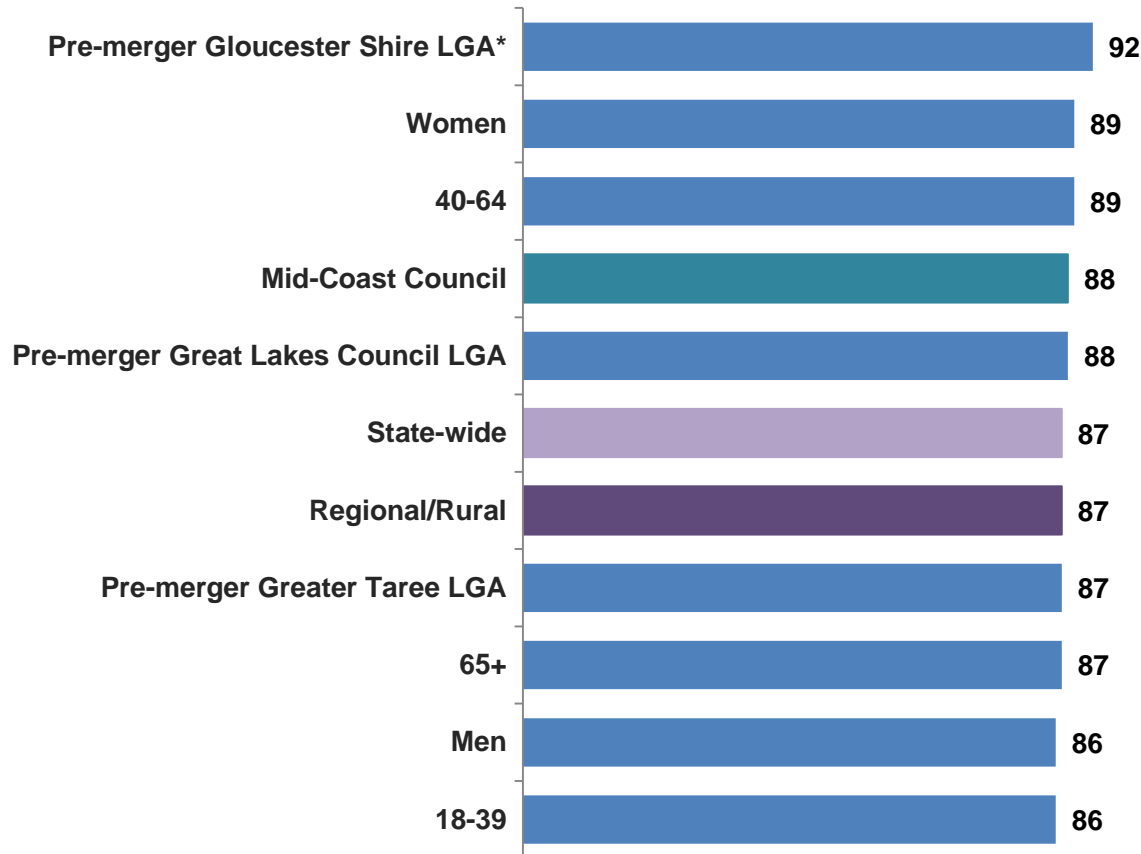
Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# INDIVIDUAL SERVICE AREAS

# BEING A WELL-RUN AND MANAGED COUNCIL IMPORTANCE INDEX SCORES

*Being a Well-run and Managed Council Importance*



Q2. Firstly, how important should 'being a well-run and managed council' be as a responsibility for Council?

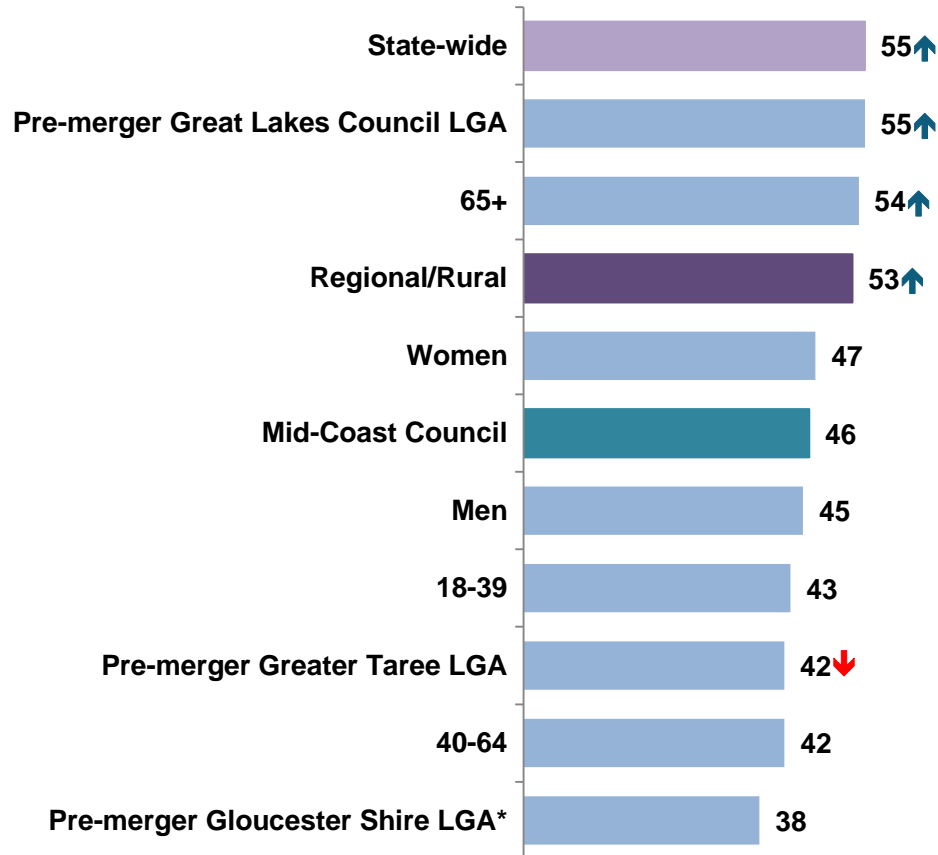
Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# BEING A WELL-RUN AND MANAGED COUNCIL

## PERFORMANCE INDEX SCORES

*Being a Well-run and Managed Council Performance*



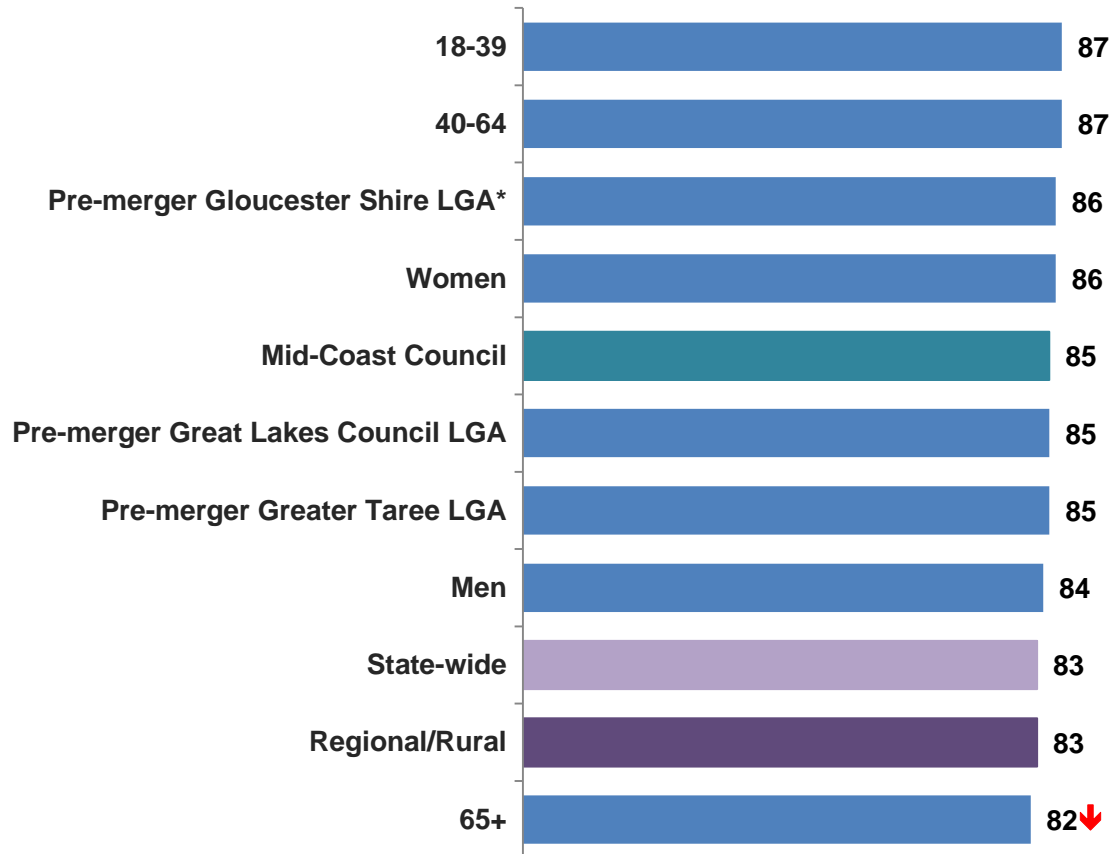
Q3. How has Council performed recently on 'being a well-run and managed council'?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# DECISIONS MADE IN THE INTEREST OF THE COMMUNITY IMPORTANCE INDEX SCORES

*Decisions Made in the Interest of the Community Importance*



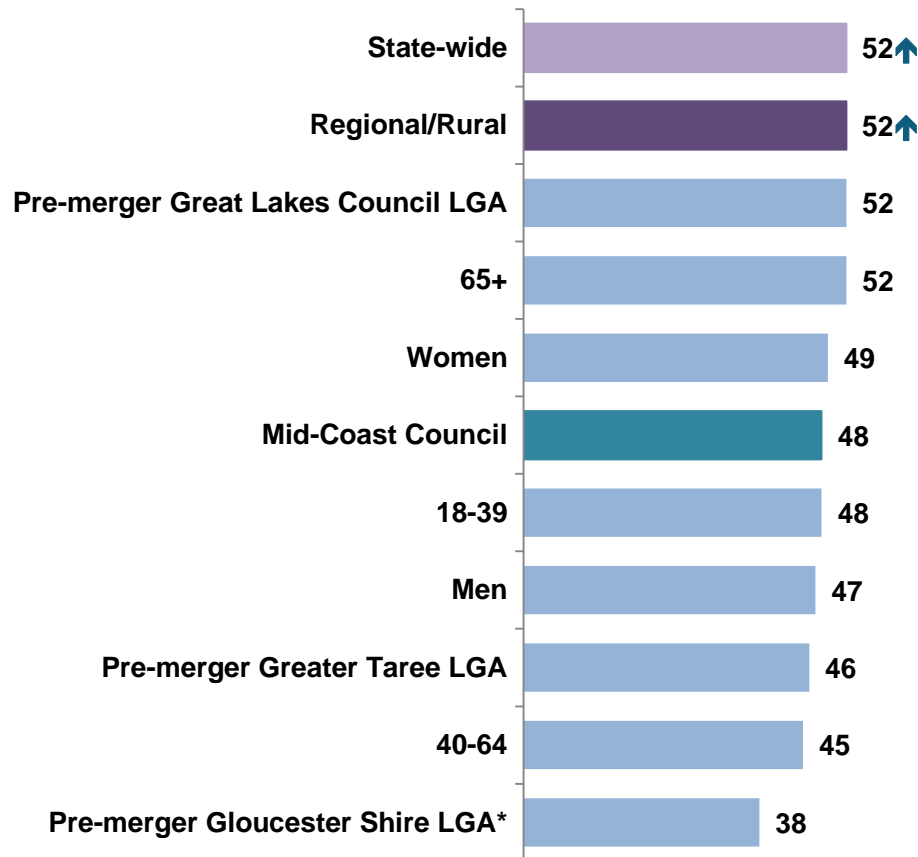
Q2. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES

*Decisions Made in the Interest of the Community Performance*



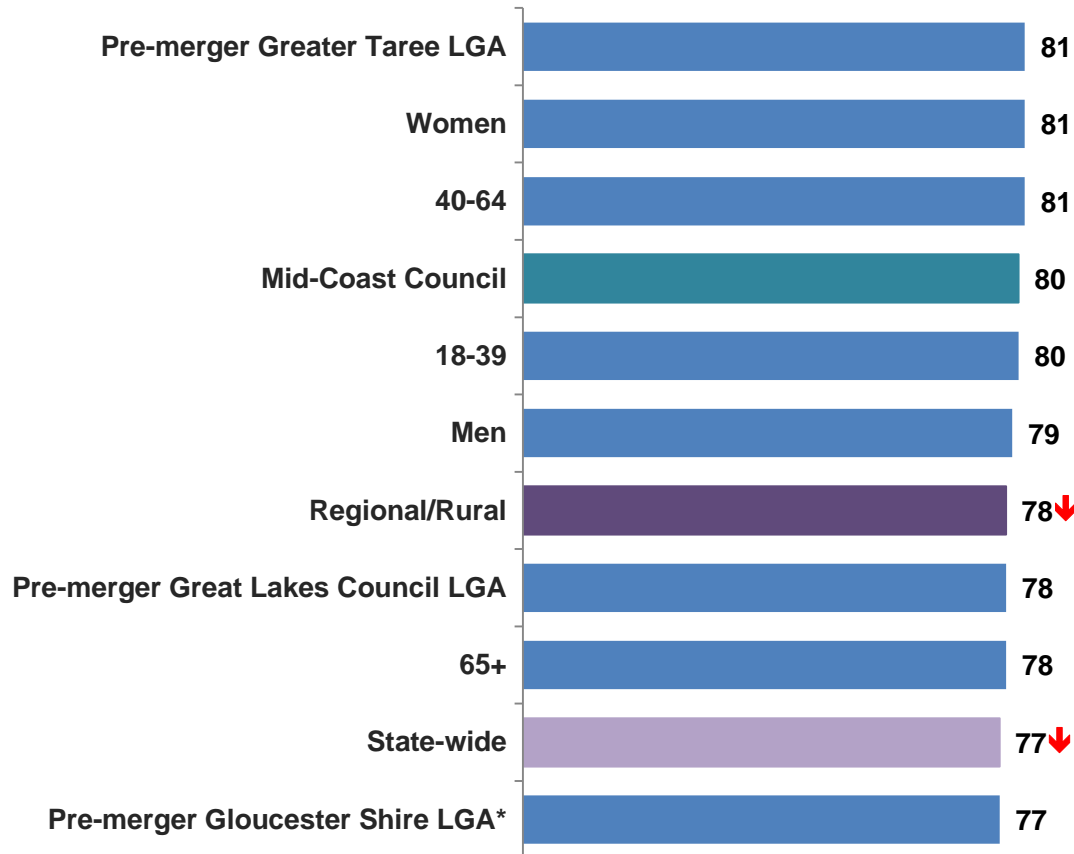
Q3. How has Council performed recently on 'decisions made in the interest of the community'?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES

*Community Consultation and Engagement Importance*



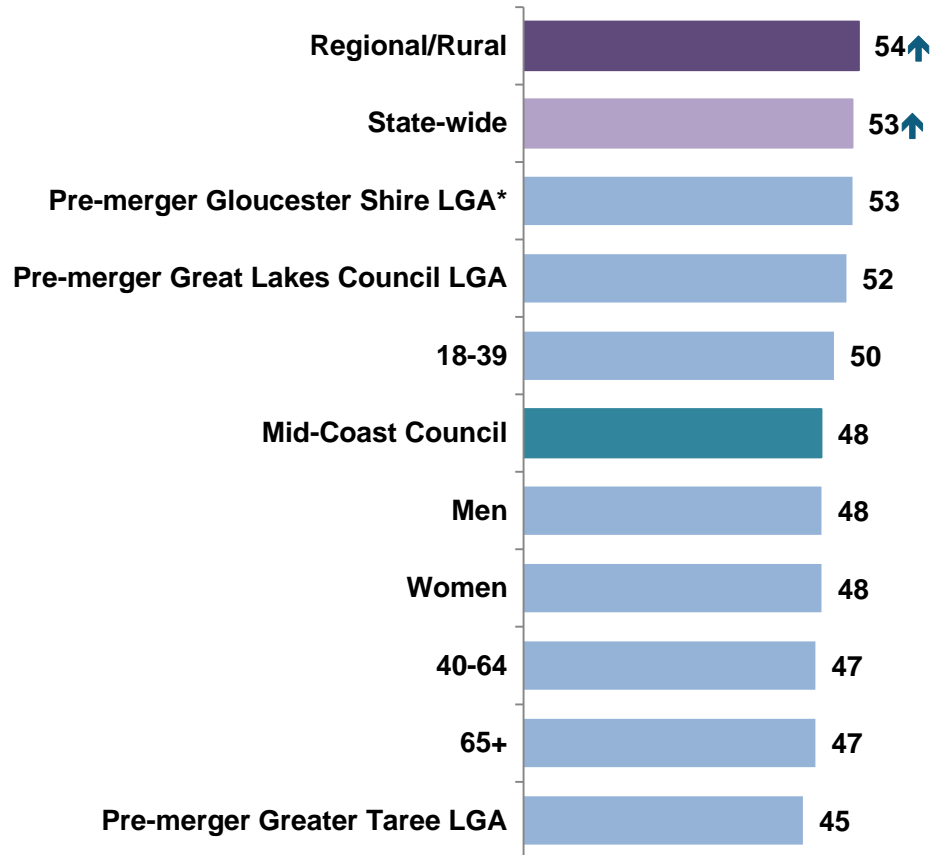
Q2. Firstly, how important should 'community consultation and engagement' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES

## Community Consultation and Engagement Performance



Q3. How has Council performed recently on 'community consultation and engagement'?

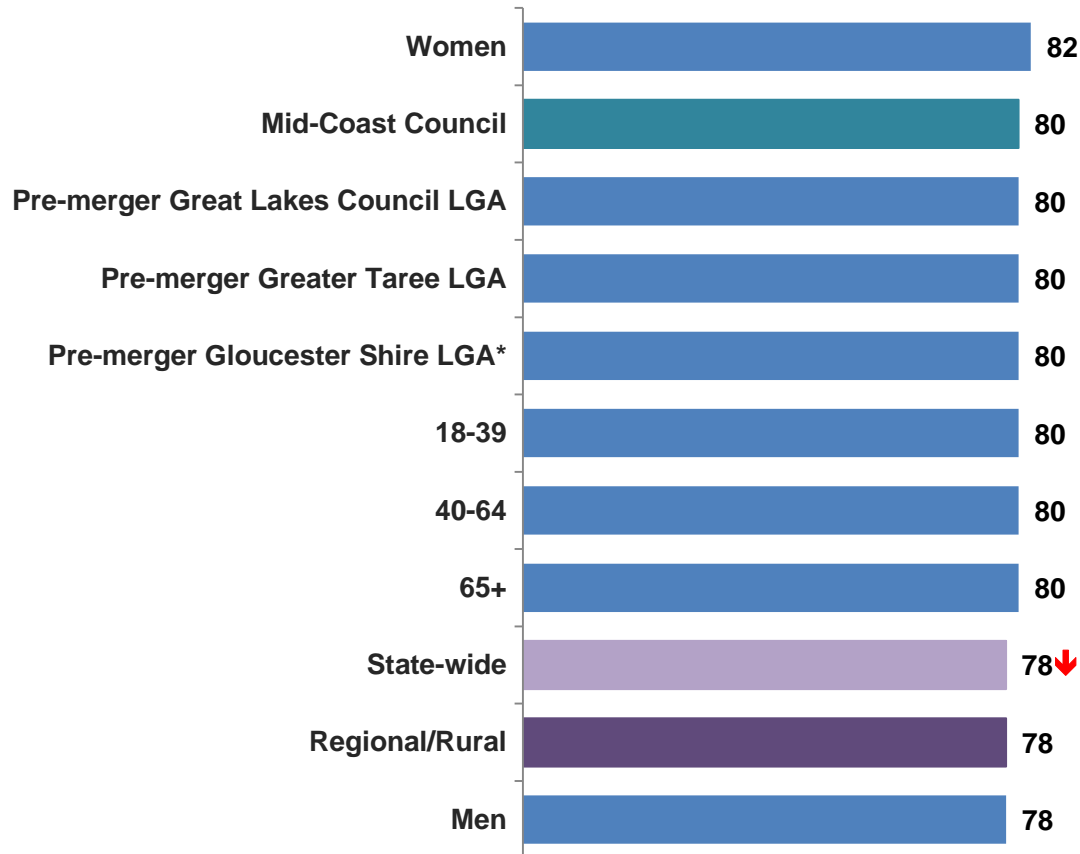
Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30



# INFORMING THE COMMUNITY IMPORTANCE INDEX SCORES

## Informing the Community Importance



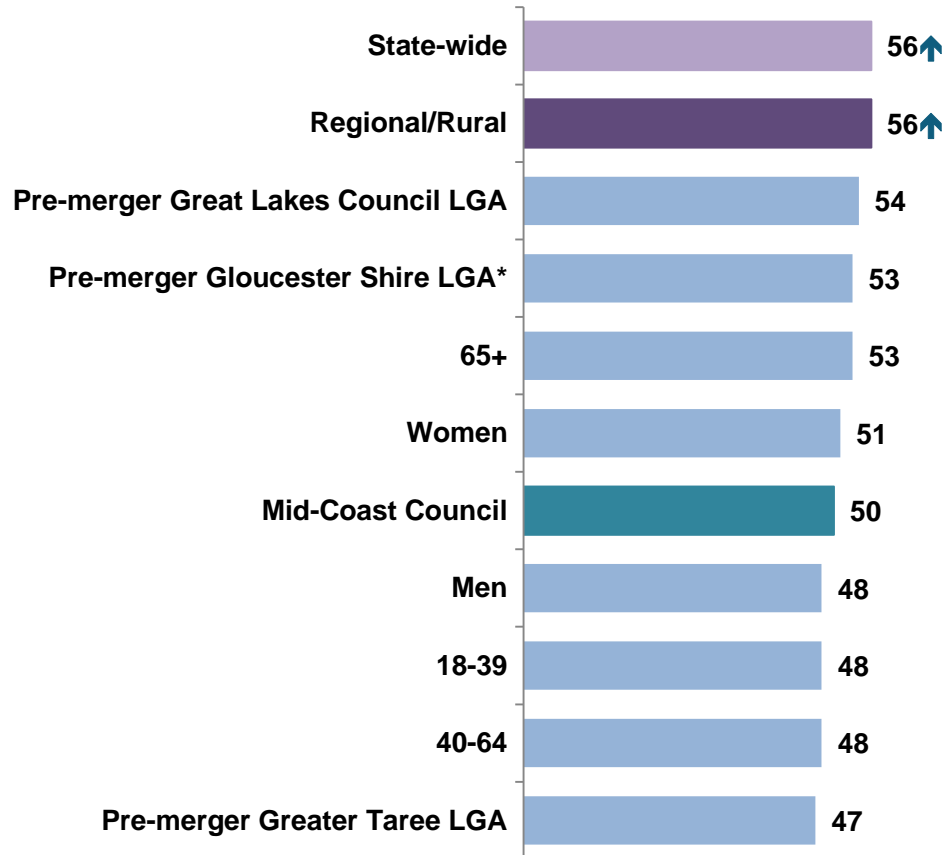
Q2. Firstly, how important should 'informing the community' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES

## Informing the Community Performance



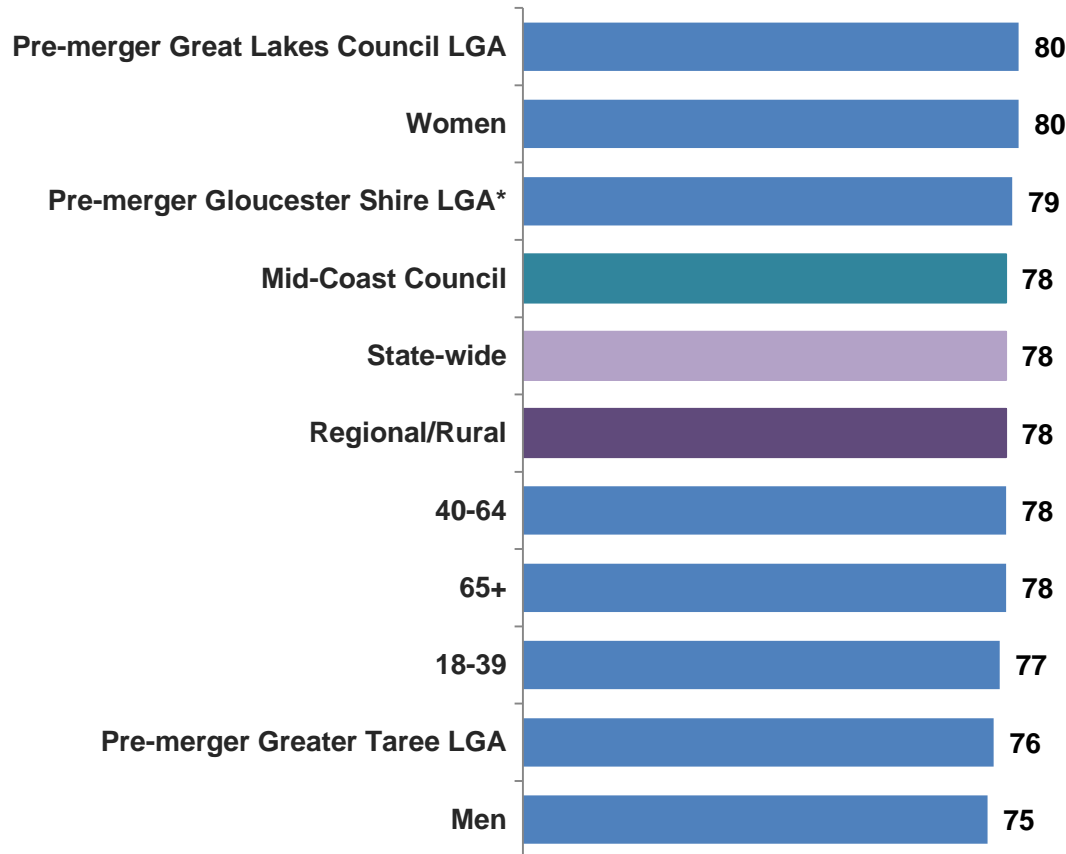
Q3. How has Council performed recently on 'informing the community'?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# EASE OF ACCESS TO SERVICES IMPORTANCE INDEX SCORES

*Ease of Access to Services Importance*



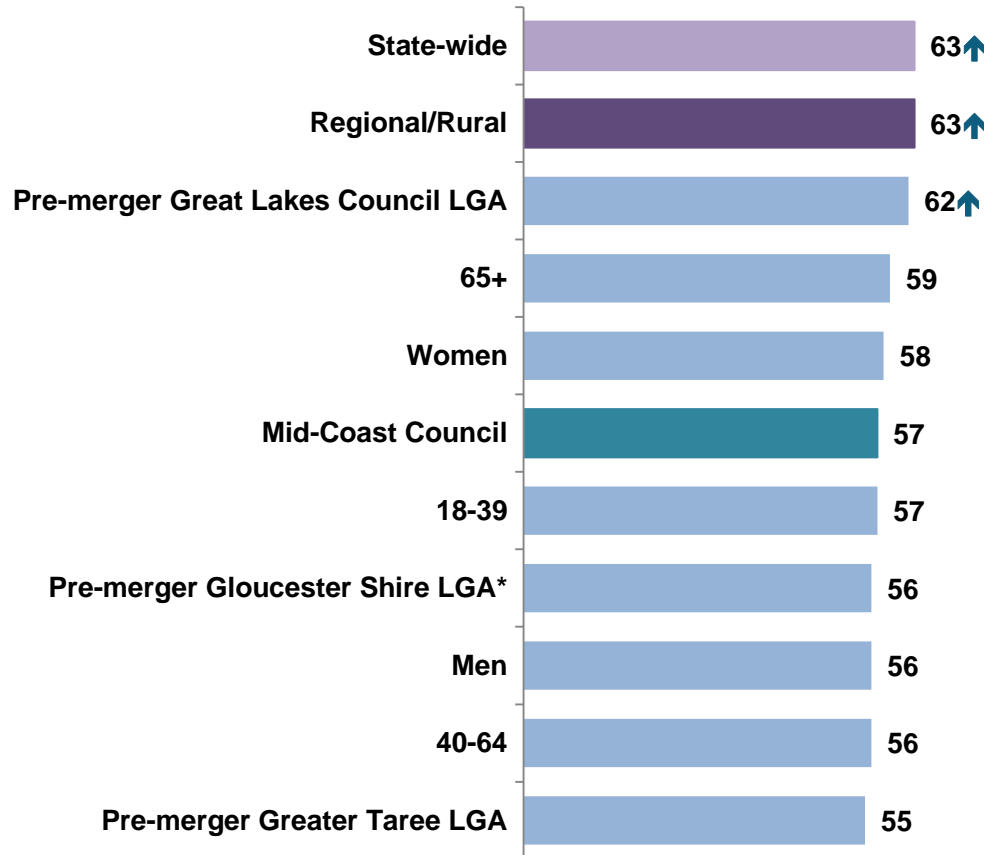
Q2. Firstly, how important should 'ease of access to services' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# EASE OF ACCESS TO SERVICES PERFORMANCE INDEX SCORES

*Ease of Access to Services Performance*



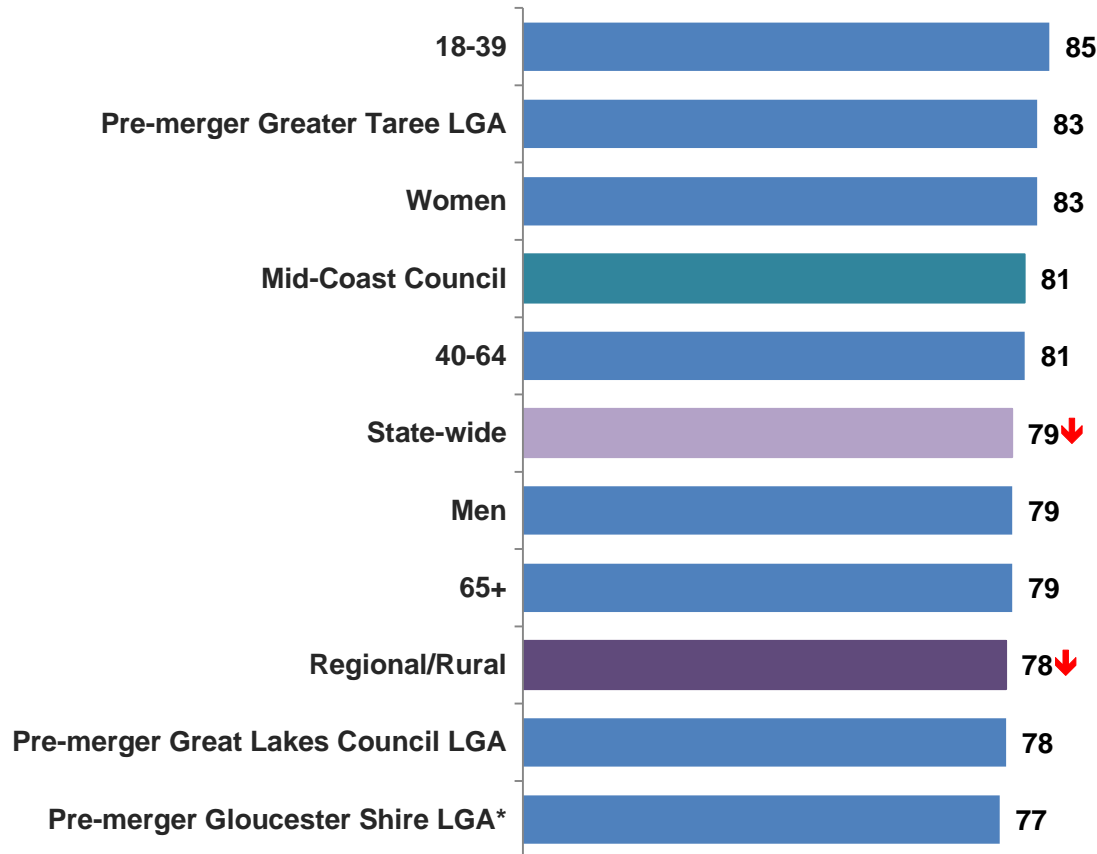
Q3. How has Council performed recently on 'ease of access to services'?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA IMPORTANCE INDEX SCORES

*The Condition of Local Streets and Footpaths in Your Area Importance*



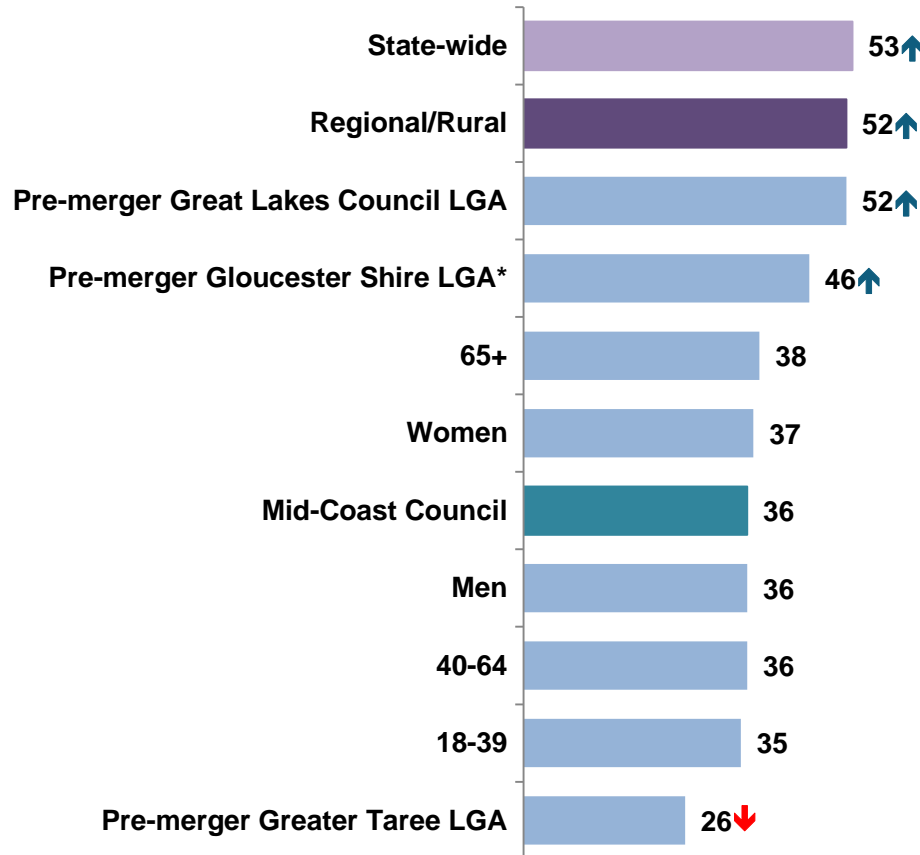
Q2. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# THE CONDITION OF LOCAL STREETS AND FOOTPATHS IN YOUR AREA PERFORMANCE INDEX SCORES

*The Condition of Local Streets and Footpaths in Your Area Performance*



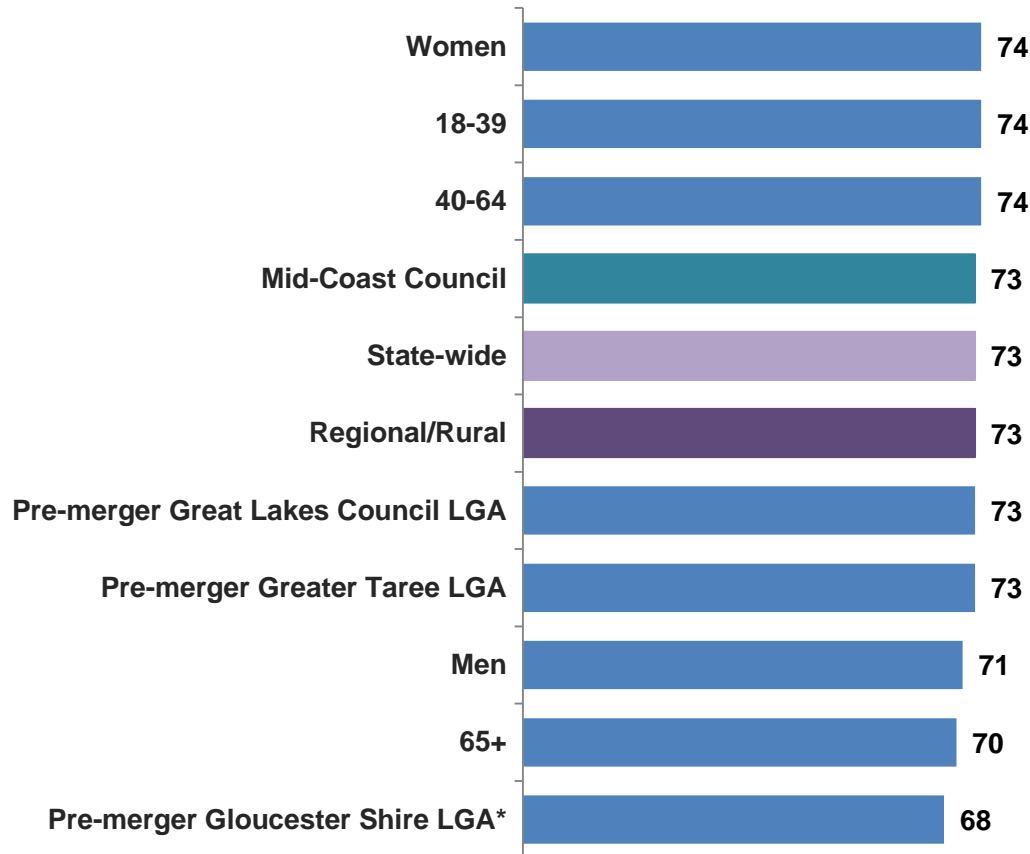
Q3. How has Council performed recently on 'the condition of local streets and footpaths in your area'?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES

## Recreational Facilities Importance



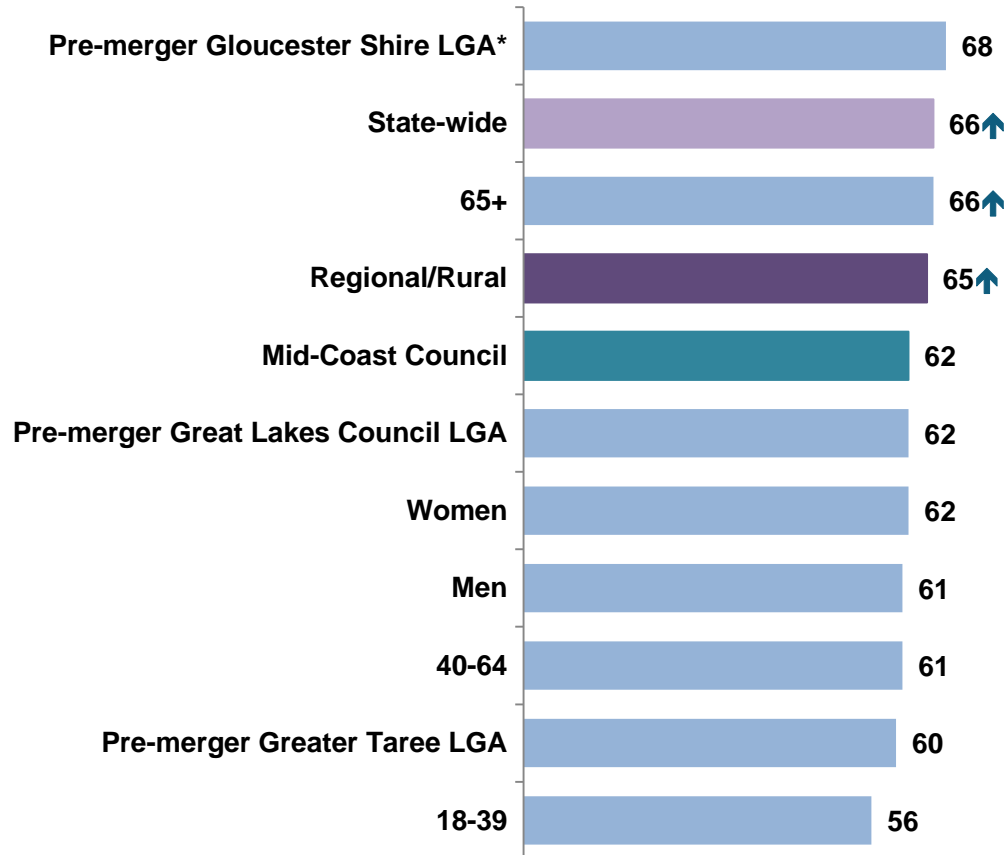
Q2. Firstly, how important should 'recreational facilities' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES

*Recreational Facilities Performance*



Q3. How has Council performed recently on 'recreational facilities'?

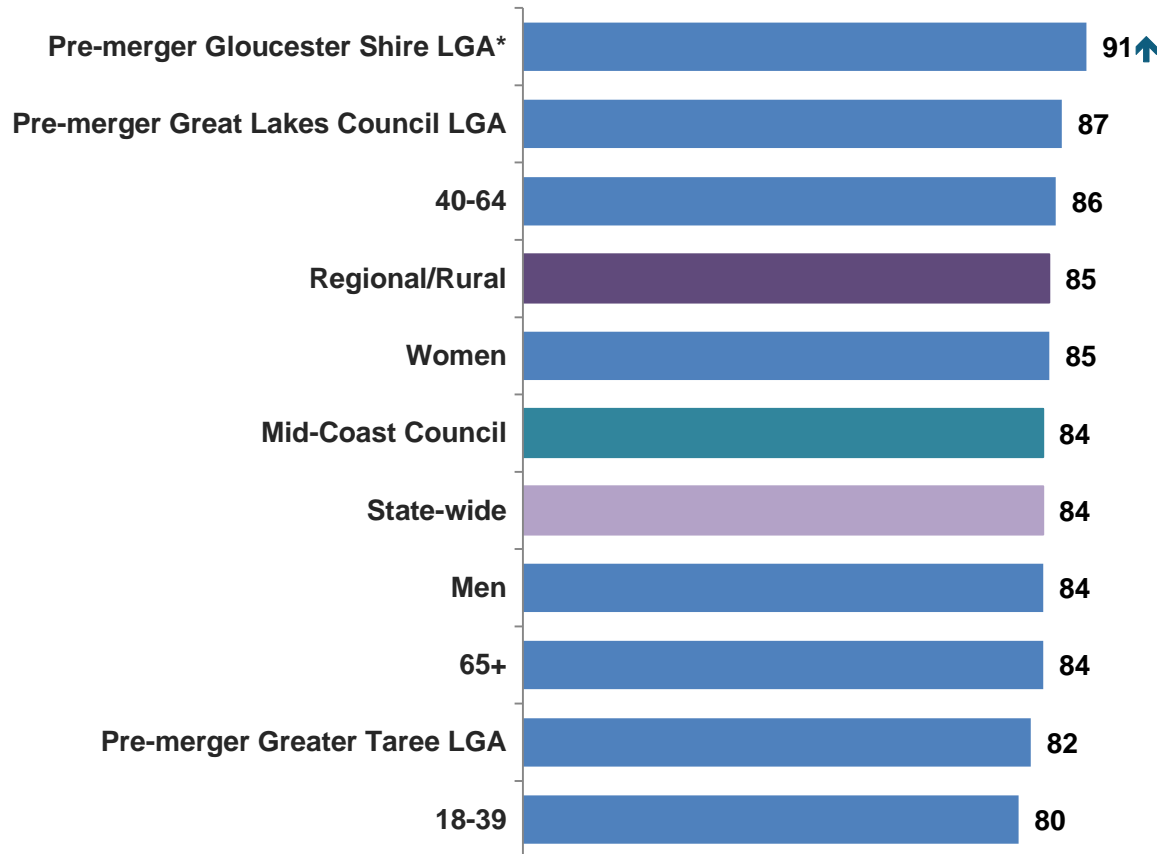
Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30



# PROVIDING VALUE FOR MONEY FOR MY RATES IMPORTANCE INDEX SCORES

*Providing Value for Money for My Rates Importance*



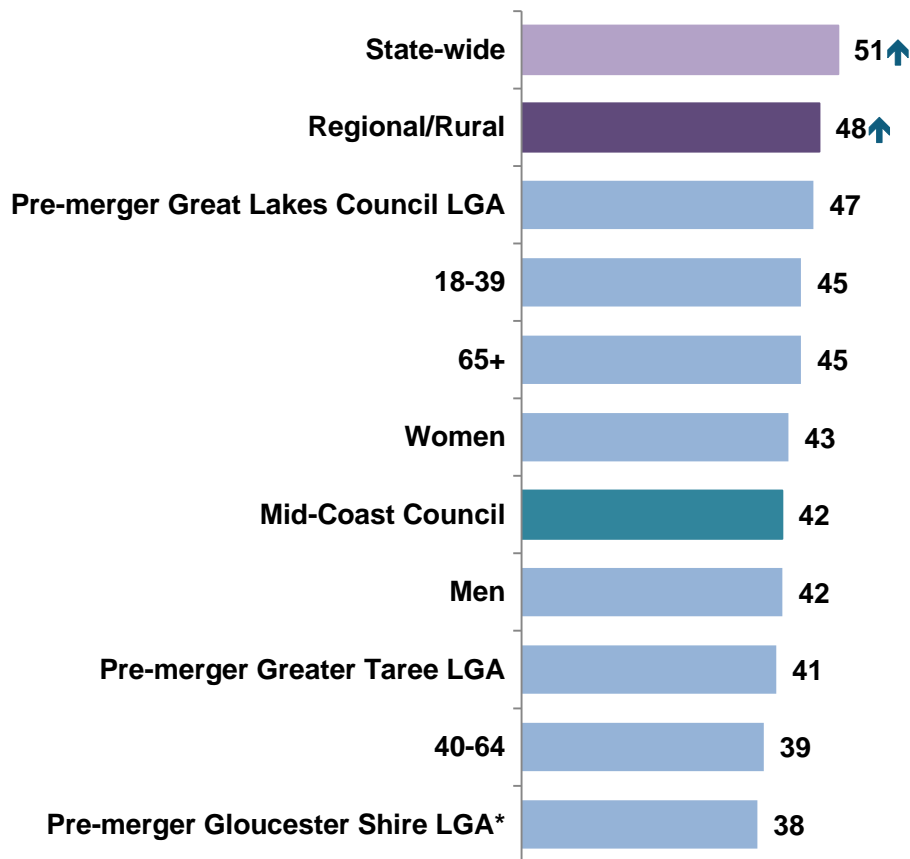
Q2. Firstly, how important should 'providing value for money for my rates' be as a responsibility for Council?

Base: All respondents. Councils asked State-wide: 20

\*Caution: small sample size < n=30

# PROVIDING VALUE FOR MONEY FOR MY RATES PERFORMANCE INDEX SCORES

*Providing Value for Money for My Rates Performance*



Q3. How has Council performed recently on 'providing value for money for my rates'?

Base: All respondents. Councils asked State-wide: 20

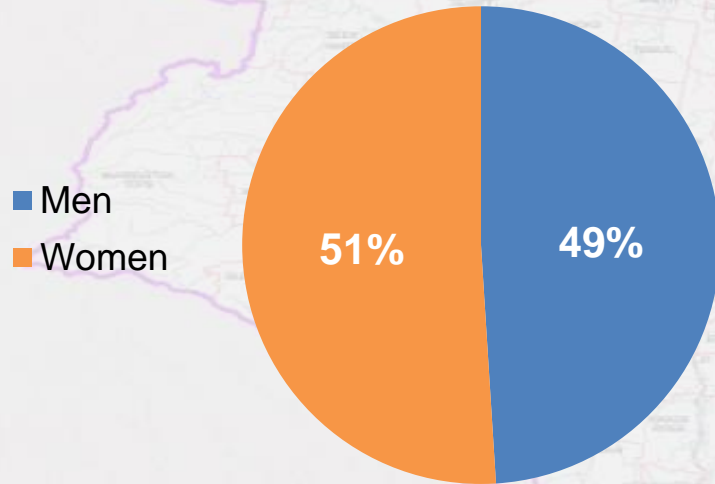
\*Caution: small sample size < n=30

A satellite night view of the United States, showing a dense network of city lights and a road network. The lights are concentrated in the eastern half of the country, particularly around the Great Lakes and the Atlantic coast. The western half is mostly dark, with some scattered lights. The text "DETAILED DEMOGRAPHICS" is overlaid in white, bold, sans-serif font in the center-left area.

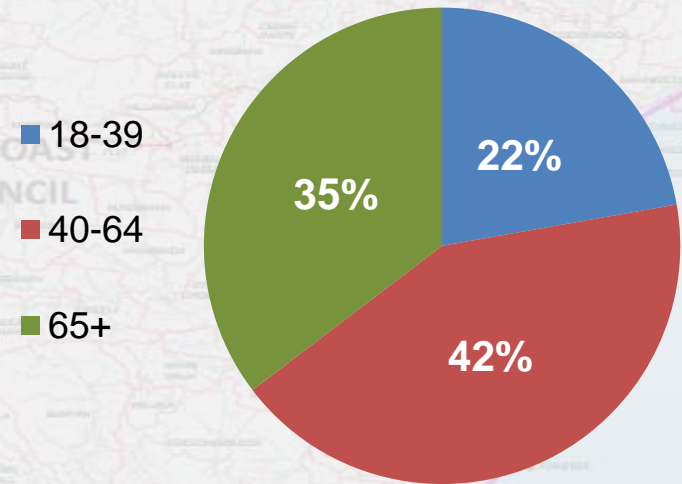
# DETAILED DEMOGRAPHICS

# GENDER AND AGE PROFILE

## Gender



## Age



Percentages are weighted to latest available ABS census data.



**APPENDIX A:  
FURTHER PROJECT INFORMATION**

# APPENDIX A:

## MARGINS OF ERROR

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The sample size for the 2016 State-wide Local Government Community Satisfaction Survey for Mid-Coast Council was n=500. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=500 interviews is +/-4.4% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.6% - 54.4%.

Maximum margins of error are listed in the table below, based on a population of 72,363 people aged 18 years or over for Mid-Coast Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mid-Coast Council	500	400	+/-4.4
Men	211	195	+/-6.8
Women	289	205	+/-5.8
Pre-merger Great Lakes Council LGA	189	143	+/-7.1
Pre-merger Greater Taree LGA	282	230	+/-5.8
Pre-merger Gloucester Shire LGA	29	27	+/-18.5
18-39 years	53	90	+/-13.6
40-64 years	227	170	+/-6.5
65+ years	220	140	+/-6.6

# APPENDIX A:

## ANALYSIS AND REPORTING

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In 2016, 20 newly established Councils throughout NSW participated in this survey. Mid-Coast Council is classified as a Regional/Rural council. The group of Regional/Rural councils is detailed below:

- Armidale Regional Council
- Cootamundra-Gundagai Regional Council
- Dubbo Regional Council
- Edward River Council
- Federation Council
- Hilltops Council
- Mid-Coast Council
- Murray River Council
- Murrumbidgee Council
- Queanbeyan-Palerang Regional Council
- Snowy Monaro Regional Council
- Snowy Valleys Council

Wherever appropriate, results for Mid-Coast Council for this 2016 State-wide Local Government Community Satisfaction Survey have been compared against other councils in the Regional/Rural group of councils and on a State-wide basis.

# APPENDIX A:

## ANALYSIS AND REPORTING

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### Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2016 State-wide Local Government Community Satisfaction Survey was designated as ‘Core’ and therefore compulsory inclusions for all participating Councils. These core questions comprised metrics such as:

- Overall performance across all responsibility areas (Overall performance)
- Importance and performance of individual service areas
- Contact in last 12 months (Contact)
- Rating of contact with Council (Customer service)
- Best things about council and areas to improve
- Best ways to communicate
- Use of council services
- Knowledge of mergers

Alternatively, some questions in the 2016 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.



# APPENDIX A:

## ANALYSIS AND REPORTING

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### Reporting

Every council that participated in the 2016 State-wide Local Government Community Satisfaction Survey receives a customised report. In addition, the NSW Department of Premier and Cabinet is supplied with a State-wide summary report of the aggregate results of 'Core' and 'Optional' questions asked across all council areas surveyed.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

# APPENDIX A:

## GLOSSARY OF TERMS

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**Core questions:** Compulsory inclusion questions for all councils participating in the CSS.

**CSS:** 2016 NSW Local Government Community Satisfaction Survey.

**Council group:** One of two classified groups, either metropolitan or regional/ rural.

**Council group average:** The average result for all participating councils in the council group.

**Highest / lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

**Index score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men (60).

**Optional questions:** Questions which councils had an option to include or not.

**Percentages:** Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

**Sample:** The number of completed interviews, e.g. for a council or within a demographic sub-group.

**Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

**State-wide average:** The average result for all participating councils in the State.

**Tailored questions:** Individual questions tailored by and only reported to the commissioning council.

**Used/ experienced:** The result among people who have used or experiences that service (if question was selected by council).

**Weighting:** Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.



**APPENDIX B:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**

**THERE ARE OVER  
7.5 MILLION PEOPLE  
IN NEW SOUTH WALES...**

**FIND OUT  
WHAT THEY'RE  
THINKING.**

Contact Us:  
03 8685 8555  
[nswcss@jwsresearch.com](mailto:nswcss@jwsresearch.com)

**John Scales**  
Managing Director

**Mark Zuker**  
Managing Director

  
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