



Wollondilly Shire Council

Community Research

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Date: July 2023

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Research Objectives

In June 2023, Wollondilly Shire Council commissioned Micromex Research to conduct a random telephone survey with 401 residents living in the Wollondilly Shire Council local government area (LGA).

Why?

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

How?

- Telephone survey (landline (n=195) and mobile (n=206)) to N=401 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

When?

- Implementation 20th – 27th June 2023

Methodology and Sample



Sample selection and error

A total of 401 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists.

A sample size of 401 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=401 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

Interviewing

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

Data analysis

The data within this report was analysed using Q Professional.

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

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

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

Ratings questions

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

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

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

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

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

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

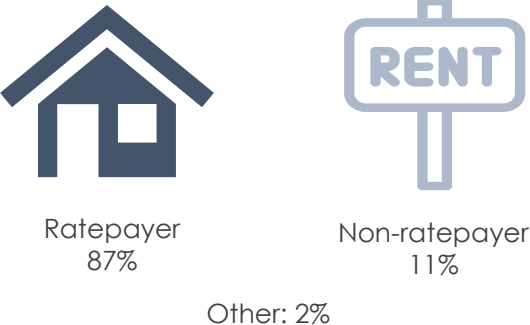
Micromex LGA Benchmark

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

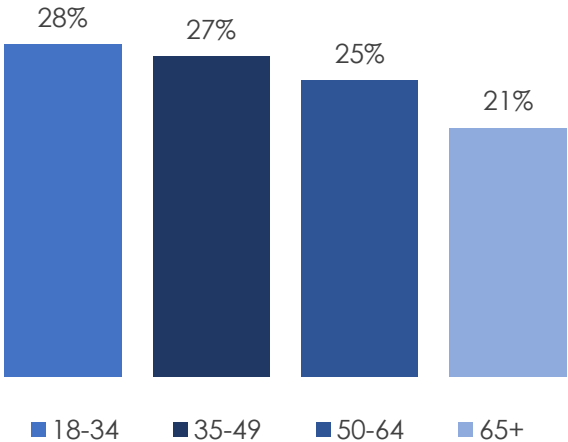
Gender



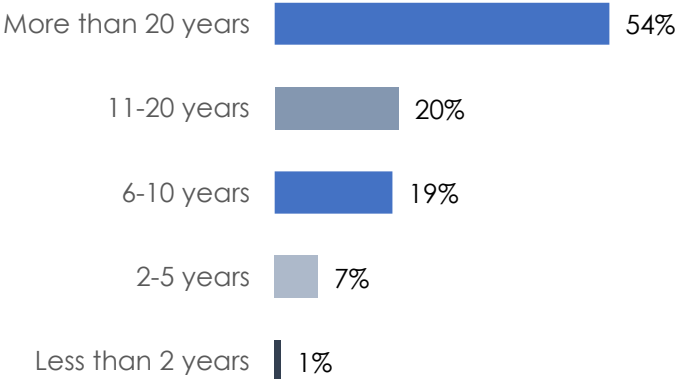
Ratepayer status



Age



Time lived in the Wollondilly Shire Area



The Wollondilly Comparative Benchmark was composed from the Council areas listed below:

- Blue Mountains City Council
- Cessnock City Council
- Hawkesbury City Council
- Lithgow City Council
- Tweed Shire Council
- Wingecarribee Shire Council

Base: N = 401
The sample was weighted by age and gender to reflect the 2021 ABS Census data for Wollondilly Council.

Summary Findings



Satisfaction Scorecard

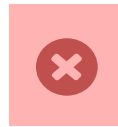
Looking at the satisfaction scorecard, the lowest scoring service areas are 'performance' and 'place and landscape' (particularly planning and development, and Council roads/footpaths/bike paths).



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

People	Environment	Performance
Library services	Recycling and waste management	Opportunity to participate in Council decision-making
Festivals and events programs	Landfill facilities	Decisions are made in the interests of the community
Children's services	Tree management	Long-term planning for the Shire
Supporting community groups	Protecting the natural environment	Financial management
Animal management	Emergency planning and management	Provision of Council information to the community
	Place and Landscape	Economy
Parks and playgrounds	Floodplain and stormwater management	Supporting tourism
Ovals and sportsgrounds	Planning and development	Supporting local agriculture
Community buildings/halls/amenities	Protecting heritage values and buildings	Supporting local jobs and businesses
Swimming pools	Maintaining Council roads	
	Maintaining footpaths	
	Building bike paths	

Summary Findings

Overall satisfaction

Overall, 72% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Satisfaction with Councillor performance

73% of residents stating they are at least somewhat satisfied with the performance of Councillors.



Council's efforts to inform residents

72% of residents stating they are at least somewhat satisfied with Council's efforts to inform to residents.



Satisfaction with council contact

63% of residents (who had contacted in the last 12 months) are at least somewhat satisfied with the way their contact with Council was handled.



Quality of Life in the LGA

92% of residents rate their quality of life as 'good' to 'excellent' in the Wollondilly Shire LGA.



Where are we now?

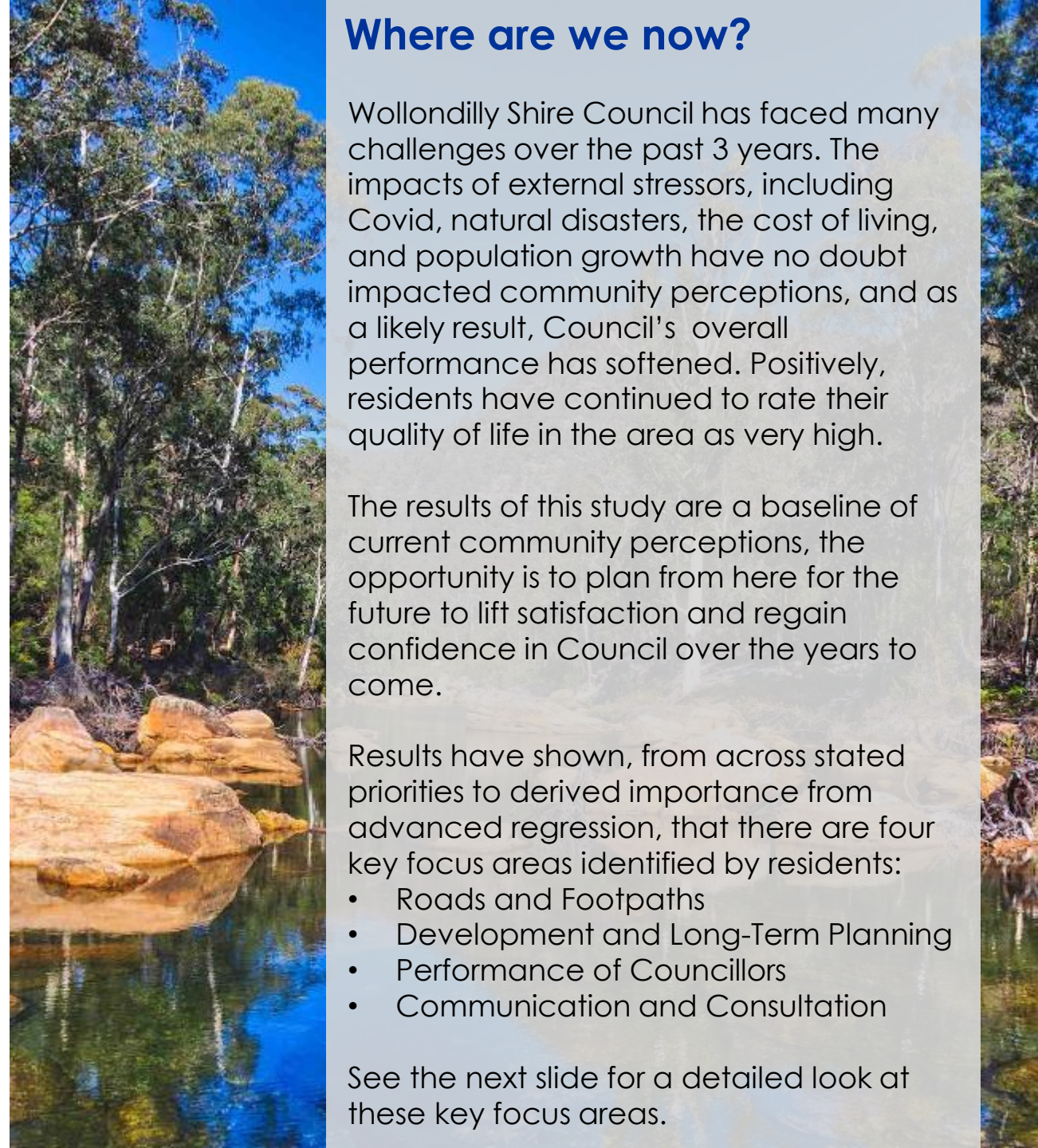
Wollondilly Shire Council has faced many challenges over the past 3 years. The impacts of external stressors, including Covid, natural disasters, the cost of living, and population growth have no doubt impacted community perceptions, and as a likely result, Council's overall performance has softened. Positively, residents have continued to rate their quality of life in the area as very high.

The results of this study are a baseline of current community perceptions, the opportunity is to plan from here for the future to lift satisfaction and regain confidence in Council over the years to come.

Results have shown, from across stated priorities to derived importance from advanced regression, that there are four key focus areas identified by residents:

- Roads and Footpaths
- Development and Long-Term Planning
- Performance of Councillors
- Communication and Consultation

See the next slide for a detailed look at these key focus areas.



Summary Focus Areas

Roads and Footpaths

- 'Maintaining local roads' and 'maintaining footpaths' have the lowest Top 3 Box satisfaction of all measures (25% and 48% respectively), significantly below the Micromex Benchmark.
- When asked about the top priorities for the future of the area in the next 10 to 20 years, well over half of residents (59%) stated the condition/maintenance of roads and supporting infrastructure.
- Looking at our final regression model for drivers of satisfaction, maintaining roads and footpaths both featured in the top drivers.

Development & Long-Term Planning

- Although not identified as a top driver, residents have made it clear in their stated priorities for the future that development and long-term planning are key areas for Council to Focus on.
- Further to this, development and long-term planning had some of the highest Performance Gaps across services/facilities.



Performance of Councillors

- Residents' satisfaction with the performance of Councillors remained at the same level as in 2020.
- Advanced regression analysis identified satisfaction with the performance of Councillors as the highest contributing factor to satisfaction with the perceived performance of Council overall, just as was seen in 2020.

Communication and Consultation

- Councils efforts to communicate and consult with residents are a very strong theme amongst drivers of satisfaction.
- Behind Councillor performance, 'Decisions are made in the interests of the community' is the next highest driver of satisfaction and has one of the highest Performance Gaps across the services/facilities.

Every interaction with Council is an opportunity to increase satisfaction levels

Moving forward, Council should continue to explore resident expectations, especially when regarding long term planning for the region, development, maintenance of roads/footpaths, and the perceived performance of Councillors.



Living in Wollondilly

This section looks at resident's outlook on life in Wollondilly and identifies the top priority issues for Council to focus on.

Section One

Section Summary: Living in Wollondilly

52% of respondents value the rural aspect/country living/lifestyle/open spaces of living in Wollondilly. Other areas of value involve the beauty of the area, peacefulness, sense of community and the close proximity to popular locations such as the city and beaches.

Condition/maintenance of roads and supporting infrastructure is the highest priority issue within the Wollondilly Shire area over the next 10-20 years (59%).

92% of residents rated their overall quality of life as good to excellent. This has been steadily declining since 2017 in which 98% of residents elected their quality of life to be good to excellent. However, this rating is still in line with the Micromex LGA benchmark of 93%.



Most Valued Aspects about Living in the Wollondilly Shire Area

Over half of residents value the rural aspect/country living/lifestyle and open spaces of living in the Wollondilly Shire area. While the peace and quiet of the area is valued by nearly a quarter of residents.

Example Verbatims

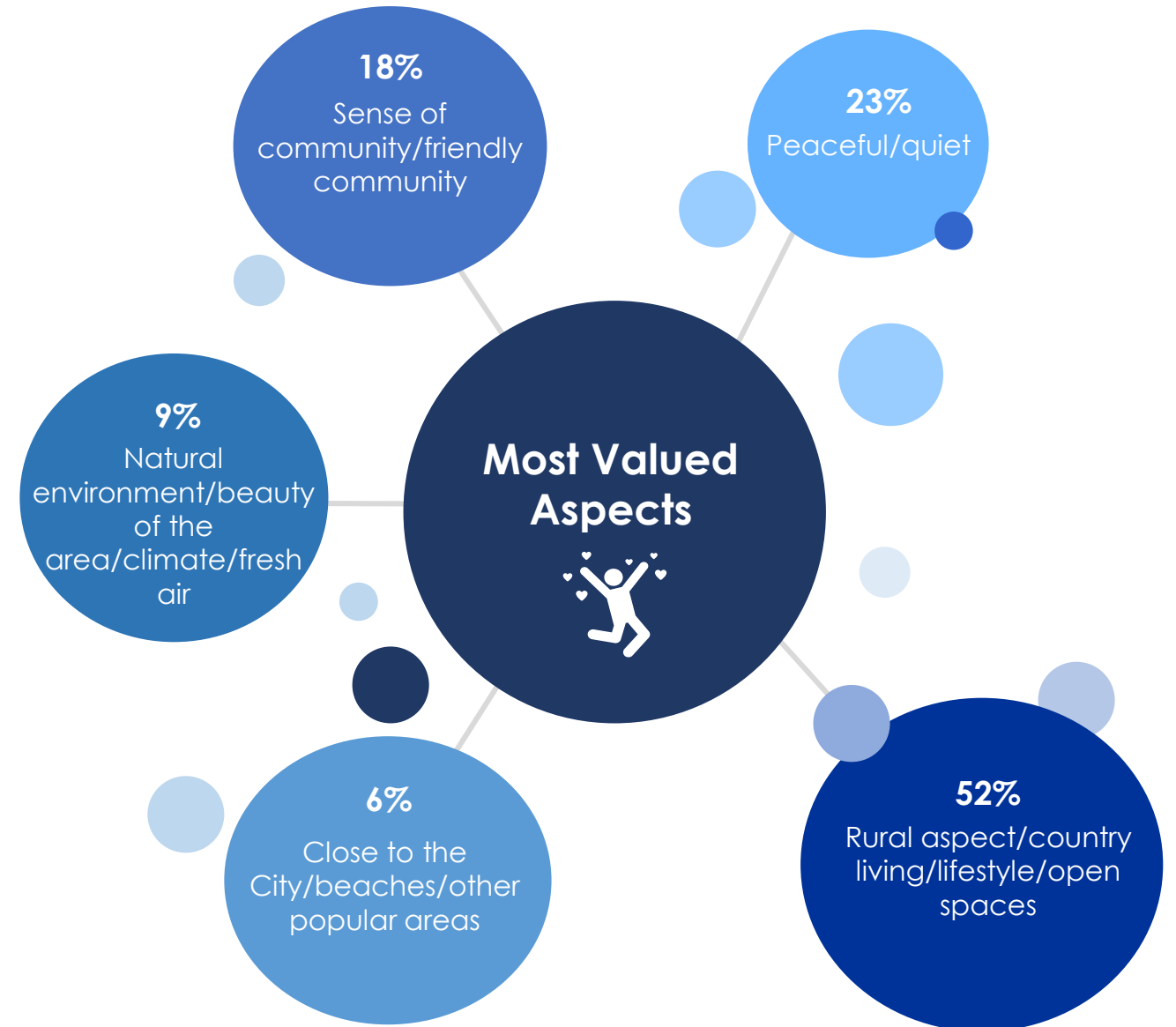
"Semi rural tranquility and open country"

"The natural environment and scenery"

"The friendliness of the community"

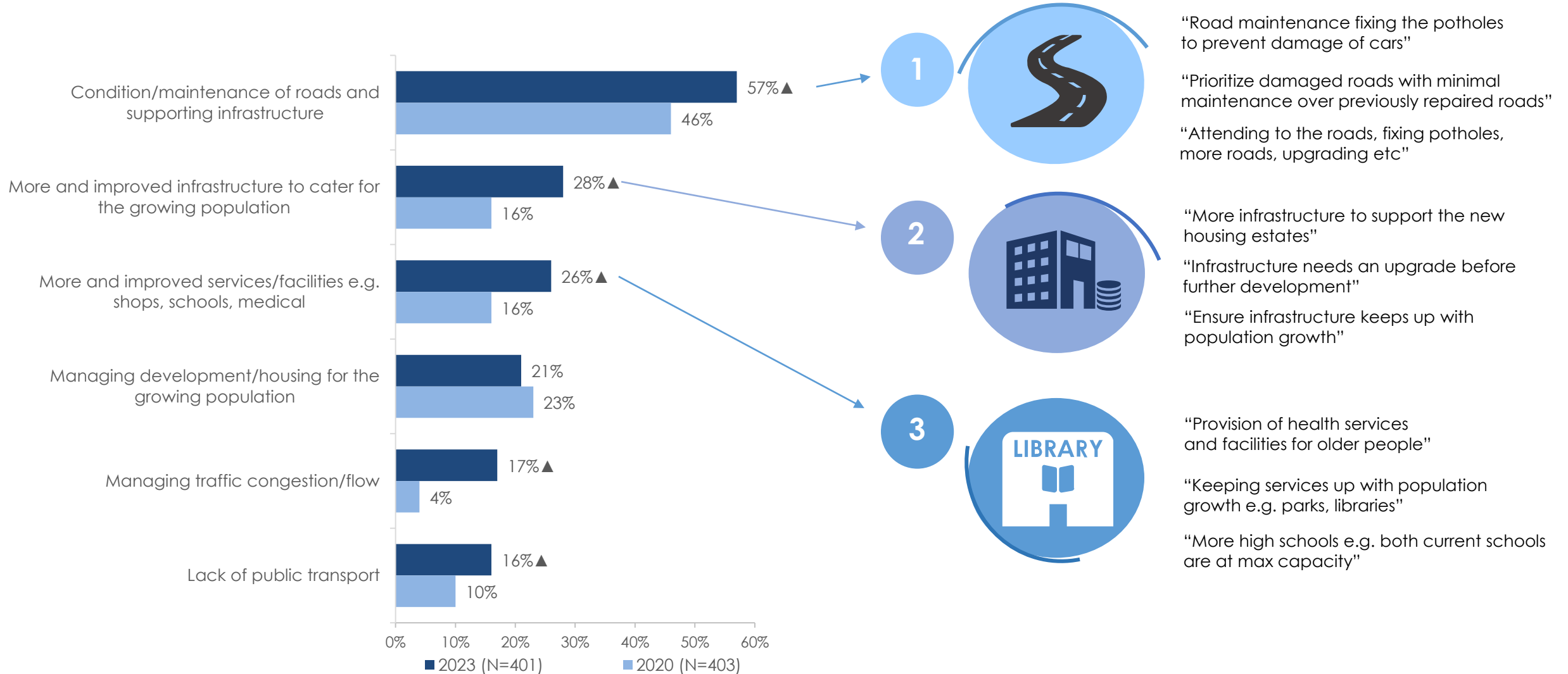
"Close to everything geographically, convenient"

"Peace and quiet and general tranquility"



Top Priority Areas

The top priority area for Wollondilly Shire remains addressing the condition/maintenance of roads and supporting infrastructure which has seen a 11% increase since 2020.



Base: N = 401

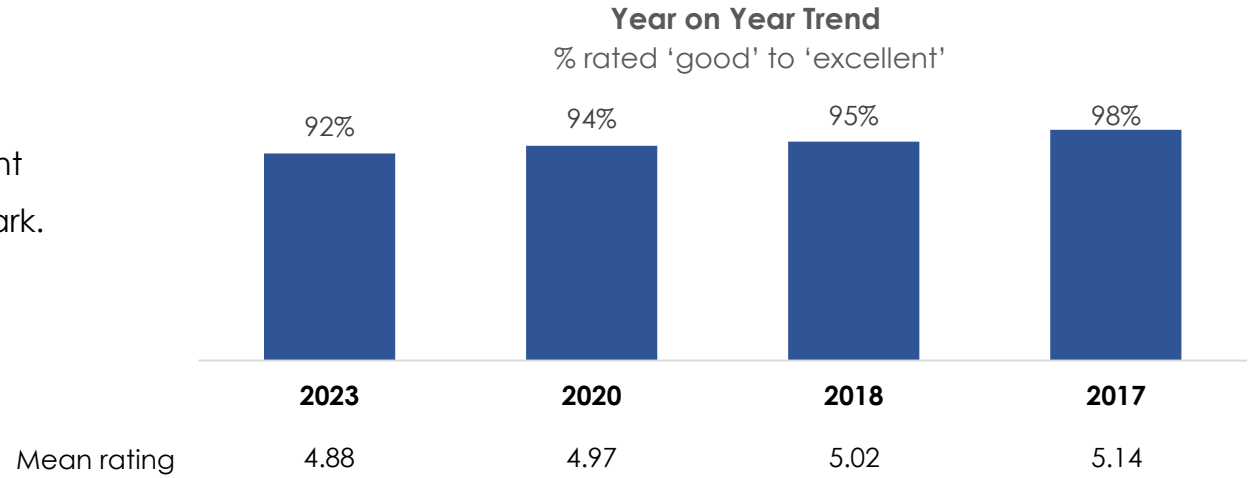
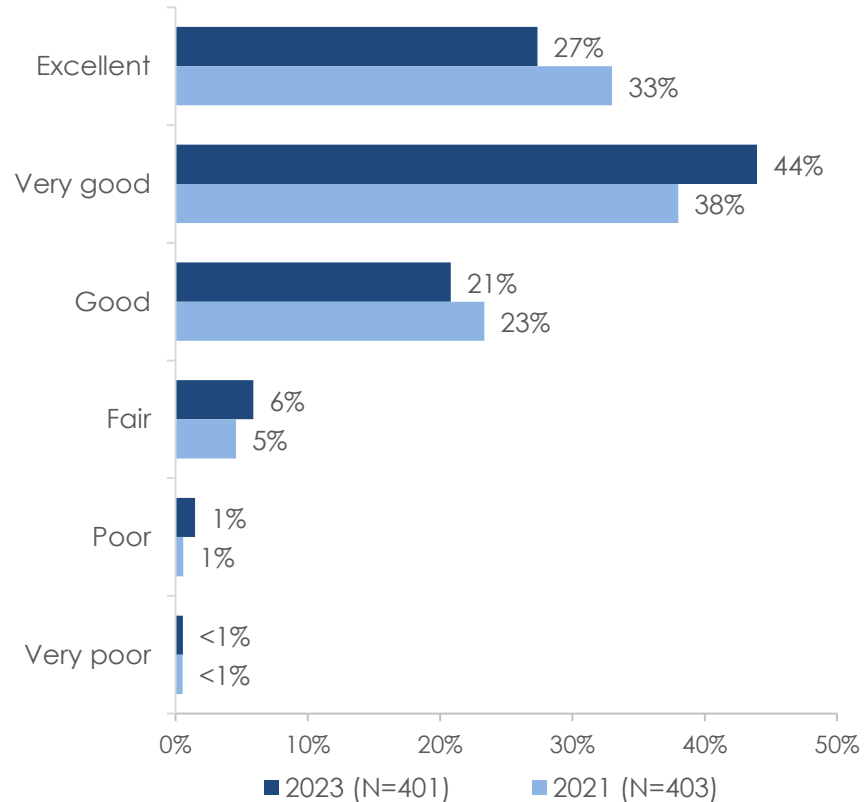
Q1b. Thinking of the next 10 to 20 years, what do you believe will be the highest priority issues within the Wollondilly Shire area?

Please see Appendix 1 for full list of responses

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

Quality of Life

92% of residents rated their quality of life (QOL) as good to excellent, a slight decline from 2020, but still very consistent with the Micromex LGA Benchmark. Ratepayers had a significantly higher stated level of QOL, and by looking across years, we can see that non-ratepayers have declined in QOL much more rapidly than ratepayers in recent years.



	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.82	4.94	4.79	4.91	4.87	4.97	4.94▲	4.45
Top 3 Box %	91%	93%	93%	93%	89%	94%	93%▲	83%
Base	198	203	112	107	99	83	349	50

	Wollondilly Council	Micromex LGA Benchmark
Top 3 Box %	92%	93%
Mean rating	4.88	4.93
Base	401	31,242

Own Vs. Rent by Year (Top 3 Box%)	Ratepayer vs Non-ratepayer		% Gap
	Ratepayer	Non-ratepayer	
2017	99%	98%	-1%
2018	96%	96%	0%
2020	95%	90%	-5%
2023	93%	83%	-10%

Scale: 1 = very poor, 6 = excellent

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



Section Two

Section 2a.

Summary of Council Services/Facilities

This section looks at Council and Councillor performance and summarises the importance and satisfaction ratings for the 28 services and facilities.

In the first half of this section, we explore trends to past research and comparative norms. After exploring a basic regression model using just the 28 services and facilities, the second half of this section dives deeper into an expanded, advanced regression model.

Section Summary: Council Services/Facilities

72% of residents are at least somewhat satisfied (T3B%) with the performance of Council and 73% are at least somewhat satisfied with the performance of Councillors.

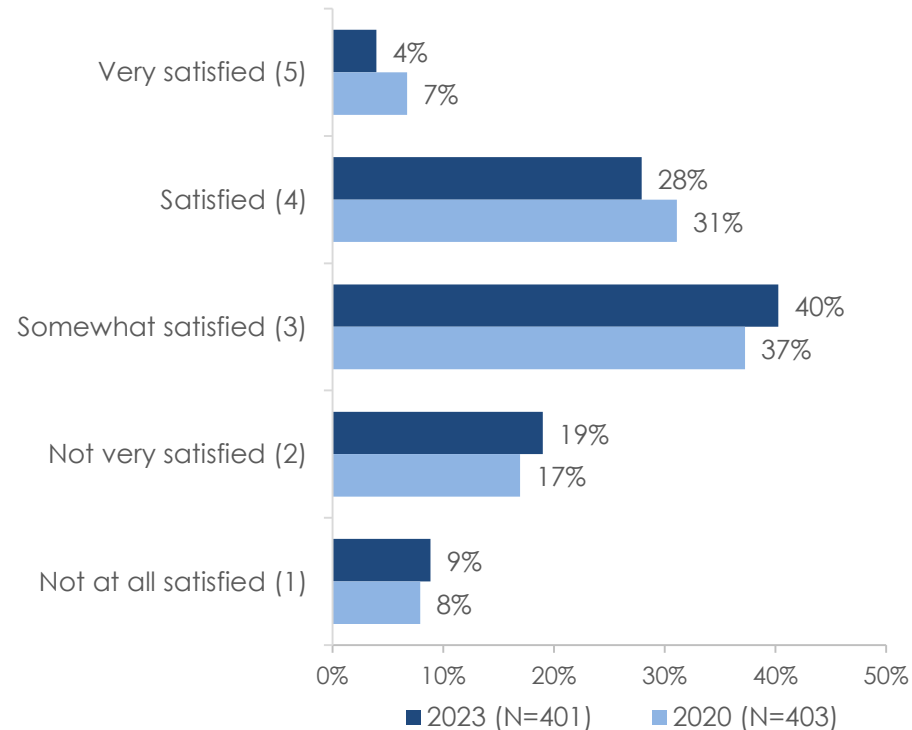
Wollondilly Shire residents rated roads, supporting local jobs/businesses, and emergency planning/management as most important to them and are most satisfied with libraries, ovals and sportsgrounds, and Recycling and waste management.

Regression analysis across just the 28 services/facilities shows that satisfaction with 'decisions are made in the interests of the community' is the largest driver of satisfaction. However, when expanding the model to include satisfaction performance of Councillors, and three communications measures, we see that satisfaction with Councillors is by far the largest driver of overall satisfaction (as was seen in 2020).

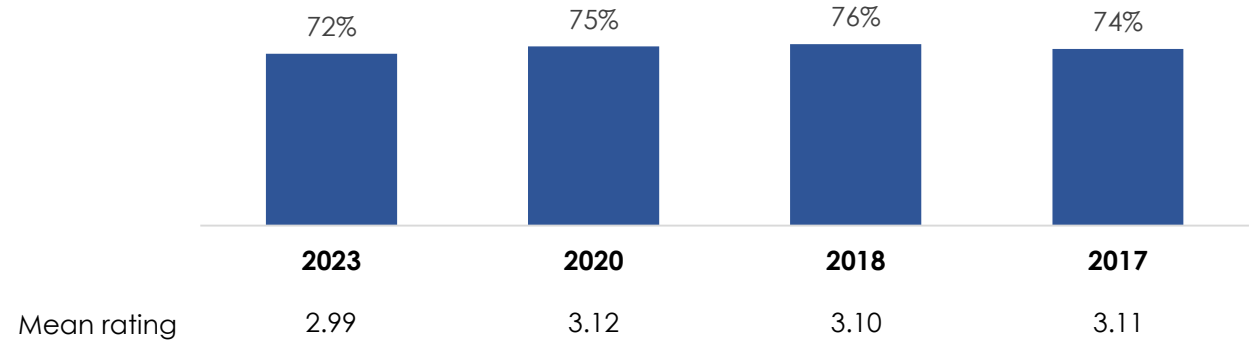


Overall Satisfaction

Overall satisfaction with the performance of Council has softened since 2020, however not significantly. Satisfaction remains significantly below the Micromex LGA Benchmark. Looking across demographics, females and those over 65 were significantly more likely to be satisfied.



Year on Year Trend
% rated at least somewhat satisfied



	Wollondilly Council	Micromex Wollondilly Comparative Benchmark	Micromex LGA Benchmark*
Top 3 Box %	72%↓	78%	87%
Mean rating	2.99↓	3.19	3.46
Base	401	7,977	92,998

↑↓ = Significantly higher/lower than the Benchmark

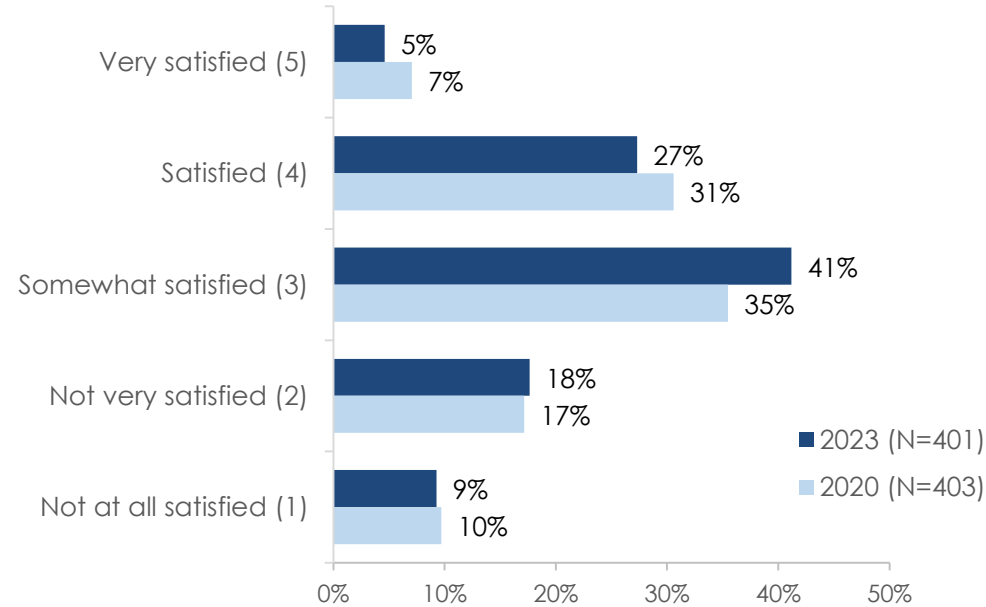
	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	2.86	3.12▲	2.77▼	2.94	3.08	3.26▲	3.00	2.91
Top 3 Box %	69%	75%	66%	72%	75%	78%	73%	68%
Base	198	203	112	107	99	83	349	50

*See Appendix 1 for list of Councils included in Micromex benchmark
Scale: 1 = not at all satisfied, 5 = very satisfied

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

Satisfaction with Councillor Performance

Satisfaction with the performance of Councillors remained steady, with 73% of residents stating they were at least somewhat satisfied. Females and those over 65 (like for overall satisfaction) were significantly more satisfied.



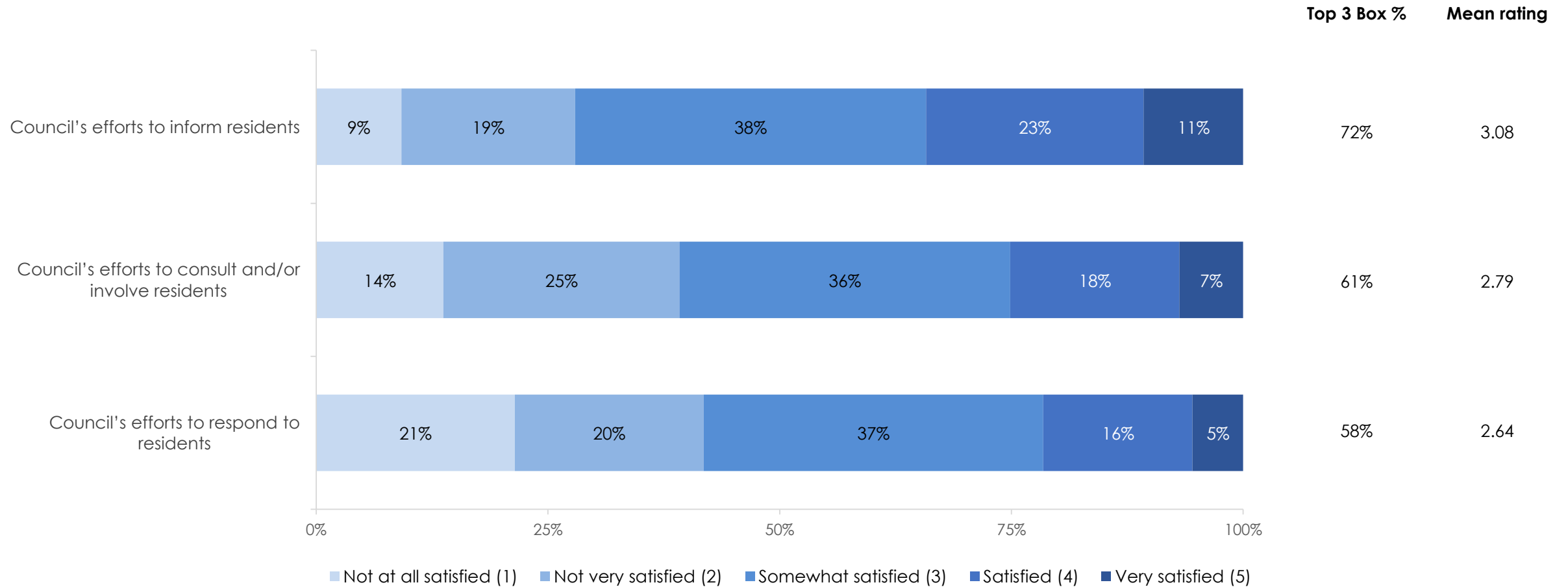
	Overall 2023	Overall 2020	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.00	3.08	2.87	3.14▲	2.84	2.94	3.09	3.21▲	3.03	2.80
Top 3 Box	73%	73%	68%	78%▲	68%	75%	74%	77%	74%	67%
Base	400	403	198	202	112	107	99	82	348	50

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

▲▼ = A significantly higher/lower level of satisfaction (by group) 18

Satisfaction with Communication Efforts

The community is generally satisfied with Council's efforts to inform residents, however, there is a noticeable gap regarding efforts to involve and respond to residents. Looking across demographics, residents over 65 were more likely to be satisfied for all communication efforts.



Satisfaction with Communication Efforts – by Demographics

Council's efforts to inform residents

	Overall 2023	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.08	3.08	3.08	2.92	3.06	3.06	3.33▲	3.10	2.96
Top 3 Box %	72%	72%	72%	67%	71%	70%	83%▲	73%	70%
Base	401	198	203	112	107	99	83	349	50

Council's efforts to consult and/or involve residents

	Overall 2023	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	2.79	2.78	2.80	2.68	2.70	2.80	3.05▲	2.79	2.86
Top 3 Box %	61%	60%	61%	56%	58%	58%	75%▲	61%	61%
Base	401	198	203	112	107	99	83	349	50

Council's efforts to respond to residents

	Overall 2023	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	2.64	2.63	2.65	2.64	2.55	2.60	2.79	2.61	2.87
Top 3 Box %	58%	57%	59%	62%	54%	56%	62%	57%	67%
Base	401	198	203	112	107	99	83	349	50

Base: N = 401

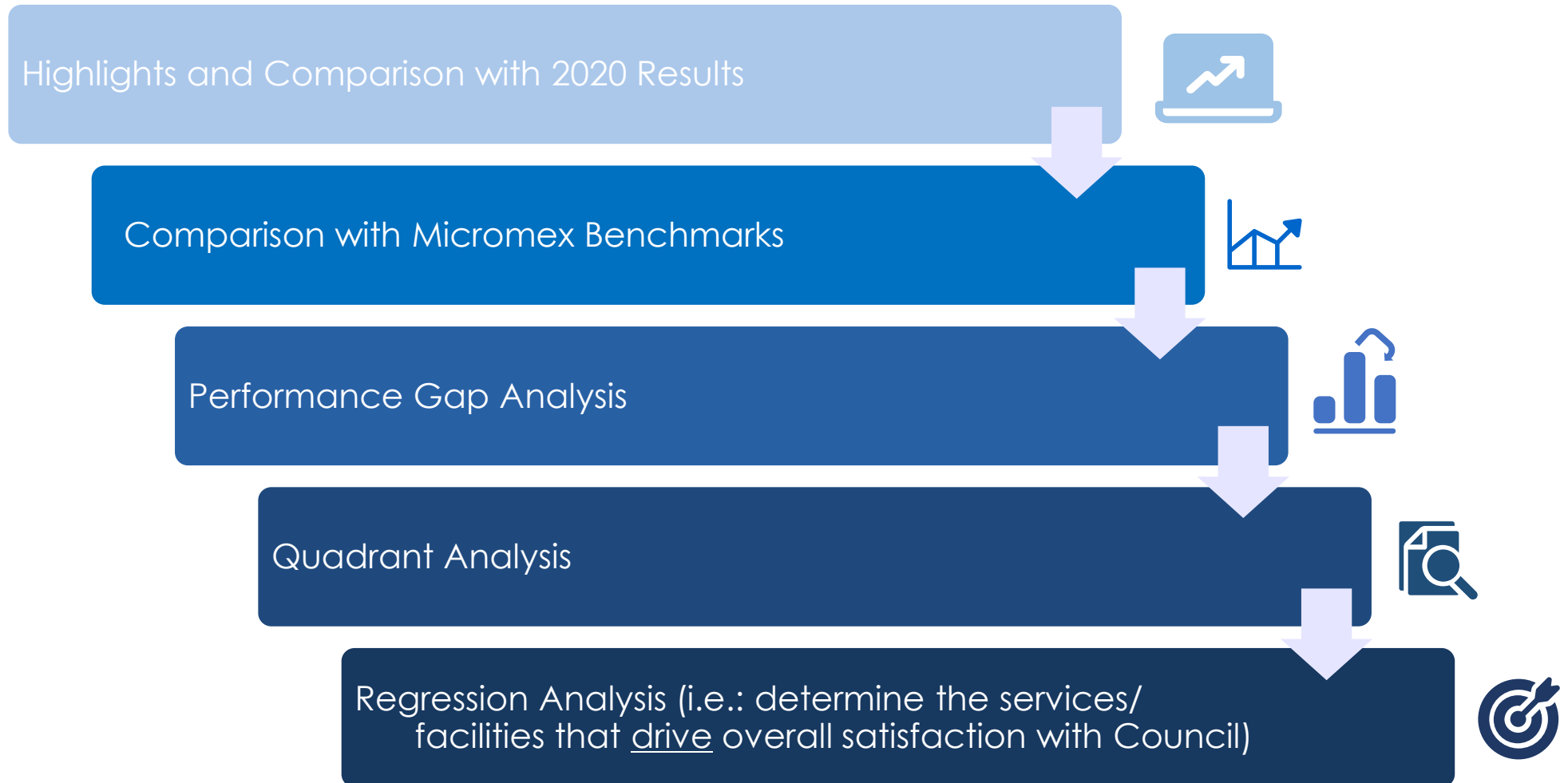
Q4. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

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

Council Services and Facilities

A major component of the 2023 Community Survey was to assess perceived Importance of, and Satisfaction with 28 Council-provided services and facilities – the equivalent of 56 separate questions!

We have utilised the following techniques to summarise and analyse these 56 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 28 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

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

Higher importance	T2 Box	Mean
Maintaining Council roads	97%	4.81
Supporting local jobs and businesses	93%	4.68
Emergency planning and management	91%	4.63
Long-term planning for the Shire	90%	4.58
Protecting the natural environment	88%	4.50

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

Lower importance	T2 Box	Mean
Building bike paths	51%	3.45
Library services	54%	3.48
Supporting tourism	56%	3.57
Festival and events programs	58%	3.61
Swimming pools	64%	3.80

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Ovals and sportsgrounds	87%	3.63
Library services	86%	3.86
Supporting tourism	85%	3.47
Recycling and waste management	82%	3.61
Parks and playgrounds	80%	3.49

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

Lower satisfaction	T3 Box	Mean
Maintaining Council roads	25%	1.89
Maintaining footpaths	48%	2.52
Planning and development	49%	2.50
Building bike paths	49%	2.56
Long-term planning for the Shire	53%	2.58

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

Services and Facilities – Importance: Comparison by Year

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

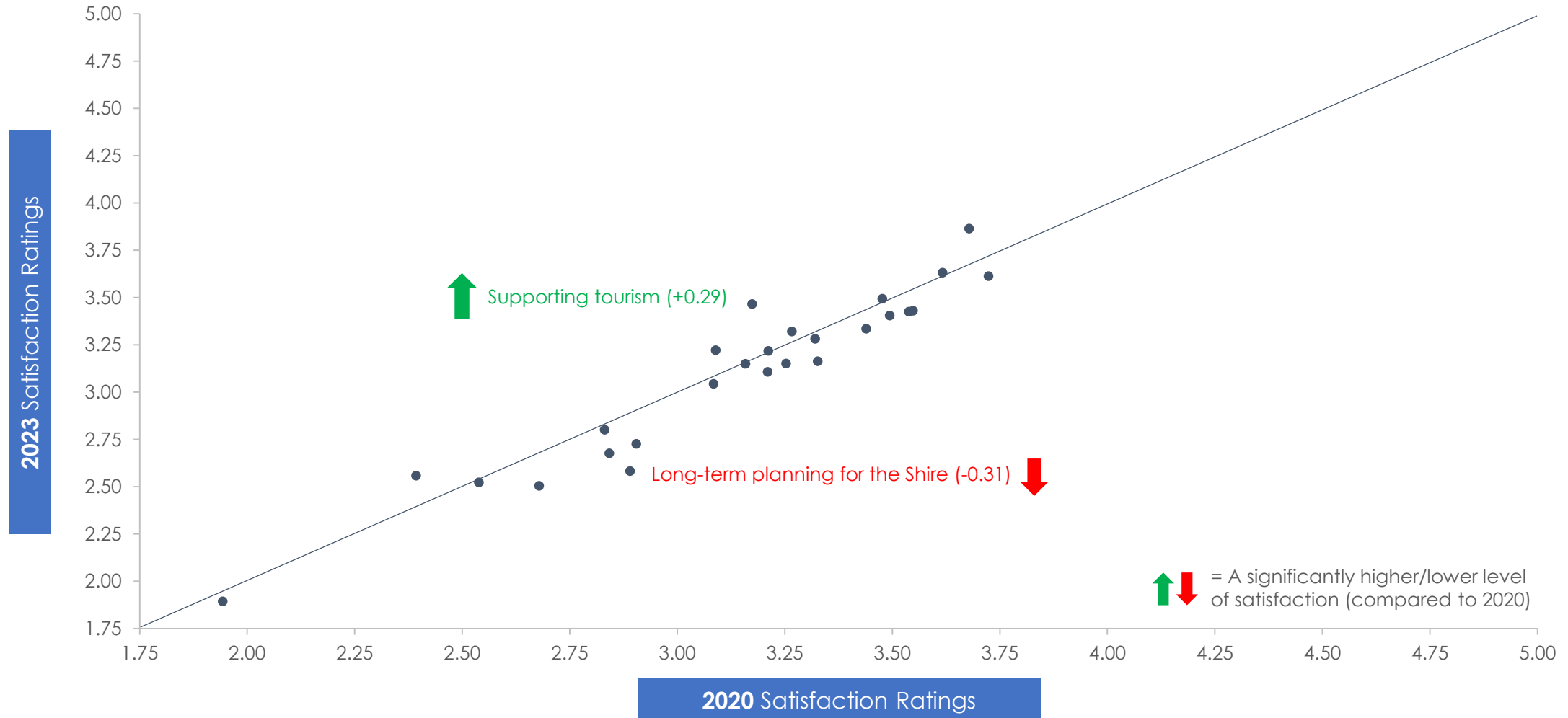
Importance significantly increased for for none of the 28 comparable services and facilities, there were also significant decreases in importance for 3 of the 28 services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

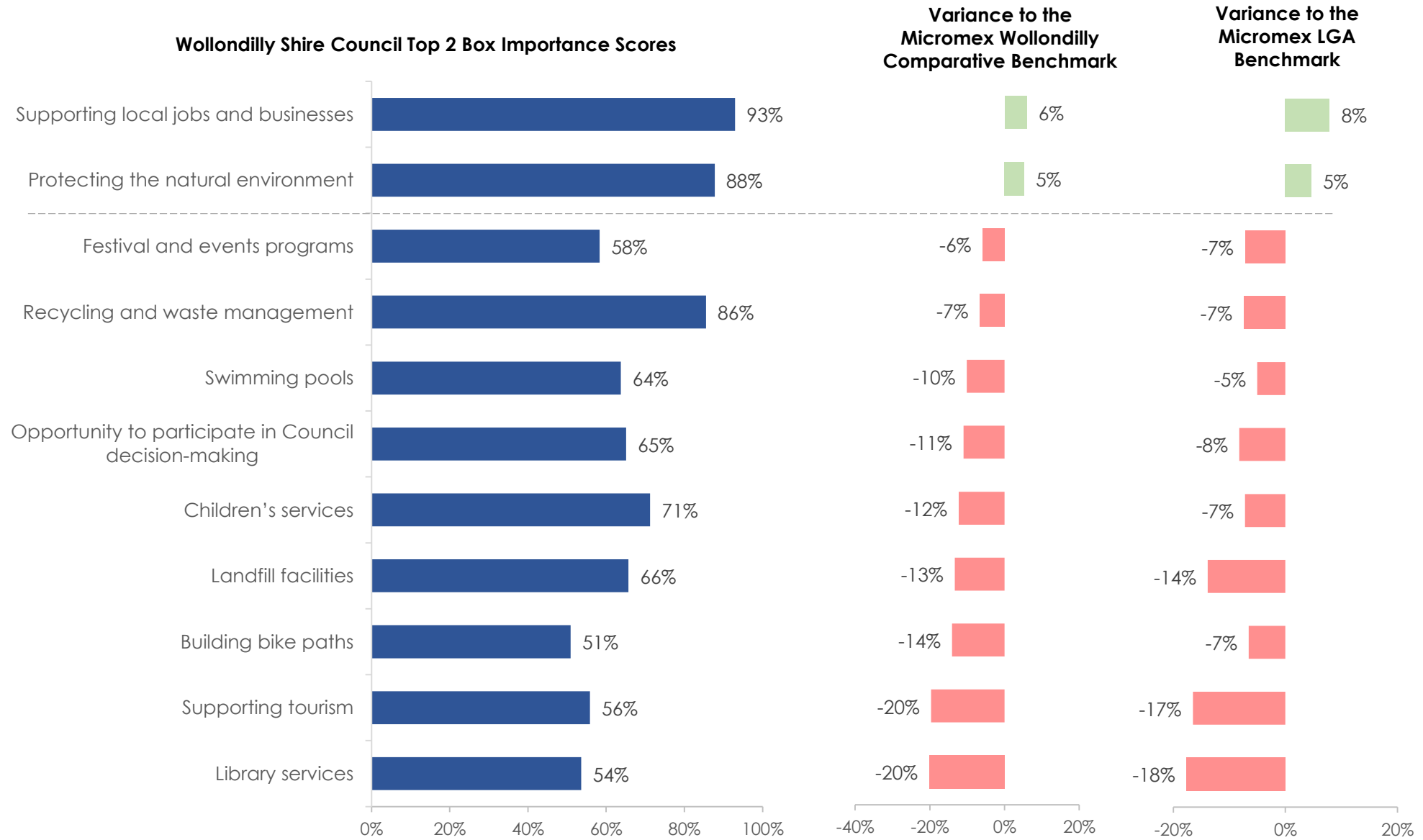
The below chart compares the mean satisfaction ratings for 2023 vs 2020.

Satisfaction significantly increased for 1 of the 26 comparable services and facilities, there were also significant decreases in satisfaction for 1 of the 26 services and facilities.



Summary Importance Comparison to the Benchmark

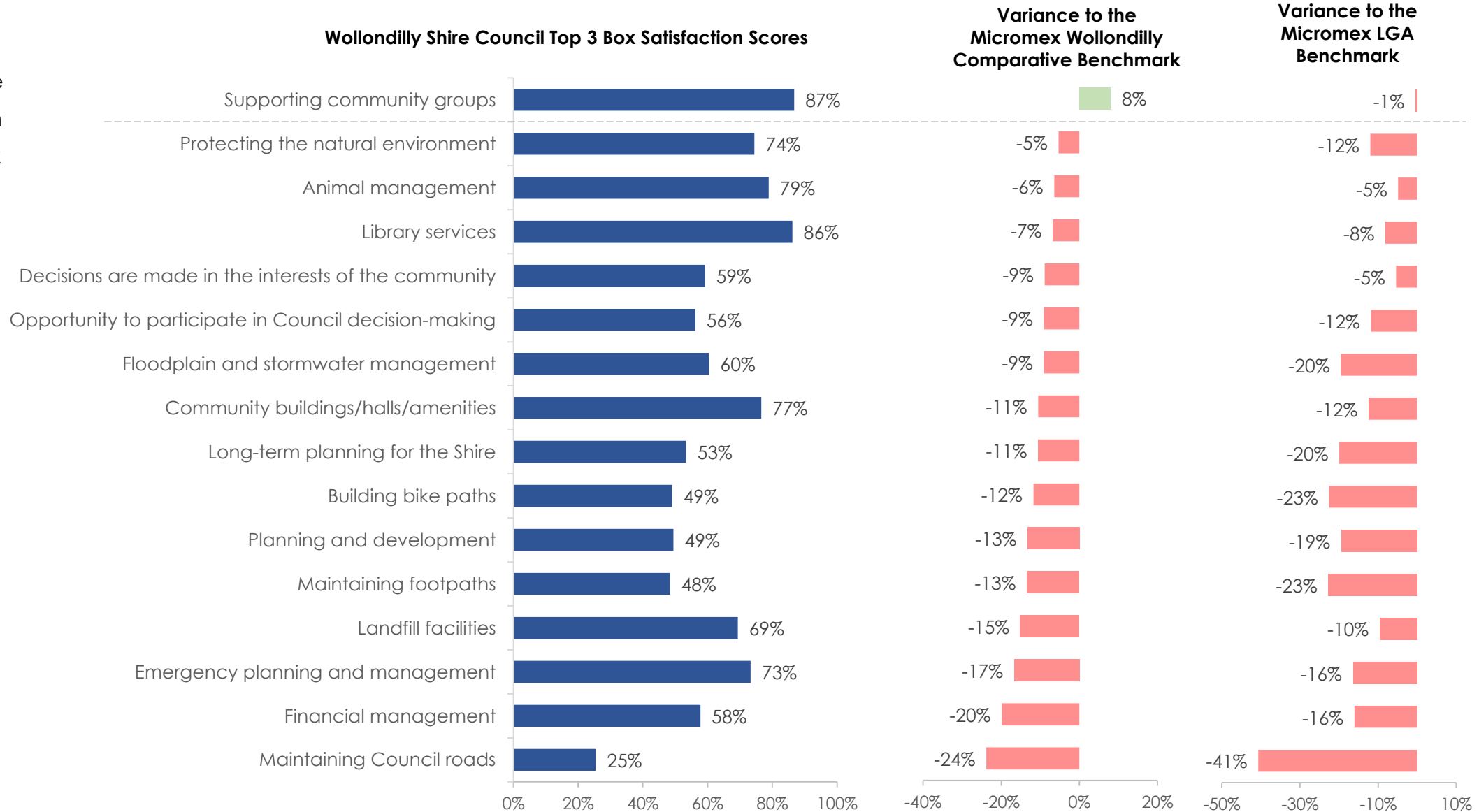
The chart to the right shows the variance between Wollondilly Shire Council top 2 box importance scores and the Micromex Wollondilly Comparative Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



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

Summary Satisfaction Comparison to the Benchmark

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



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

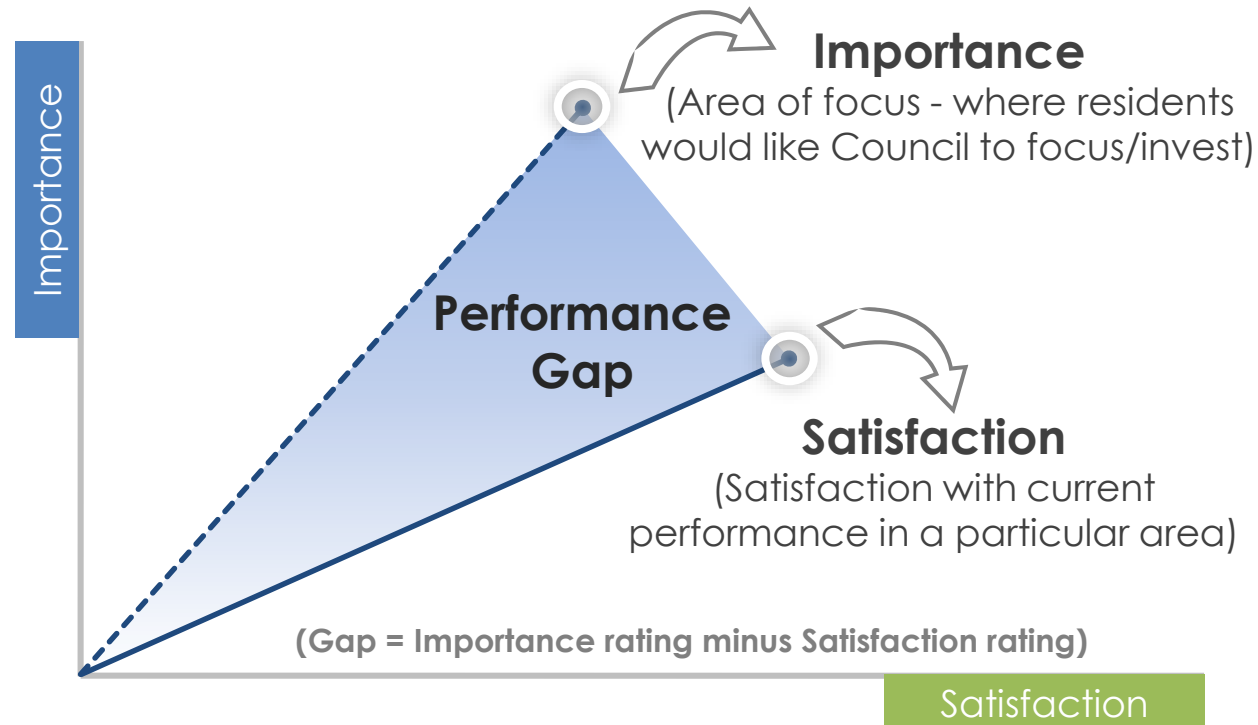
Performance Gap Analysis

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

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

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

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



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 25% and 74%.

The largest performance gaps centre on roads/footpaths and long-term planning/development.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Place and Landscape	Maintaining Council roads	97%	25%	71%
Performance	Long-term planning for the Shire	90%	53%	36%
Place and Landscape	Maintaining footpaths	80%	48%	32%
Place and Landscape	Planning and development	81%	49%	31%
Performance	Financial management	85%	58%	27%
Performance	Decisions are made in the interests of the community	84%	59%	25%
Place and Landscape	Floodplain and stormwater management	84%	60%	24%
Economy	Supporting local jobs and businesses	93%	75%	18%
Environment	Emergency planning and management	91%	73%	18%
Performance	Provision of Council information to the community	86%	70%	16%
Environment	Protecting the natural environment	88%	74%	13%

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

Quadrant Analysis

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

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

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

	Wollondilly Shire Council	Micromex Comparable Regional Benchmark
Average Importance	76%	78%
Average Satisfaction	70%	81%

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

Explaining the 4 quadrants (overleaf)

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

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

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

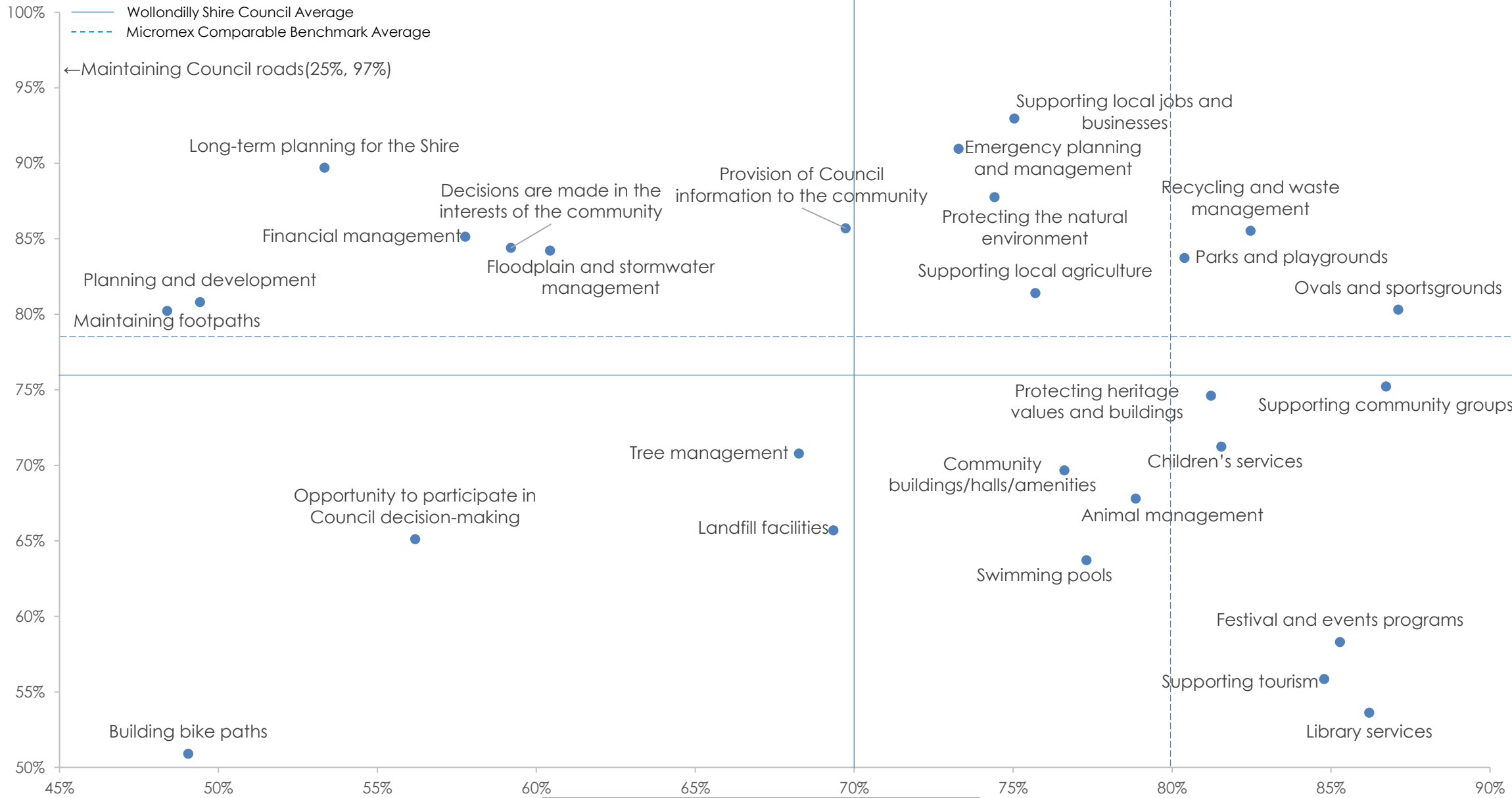
Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'library services', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities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

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



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction



Importance

Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

Regression Analysis

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

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

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

Explanation of Analysis

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

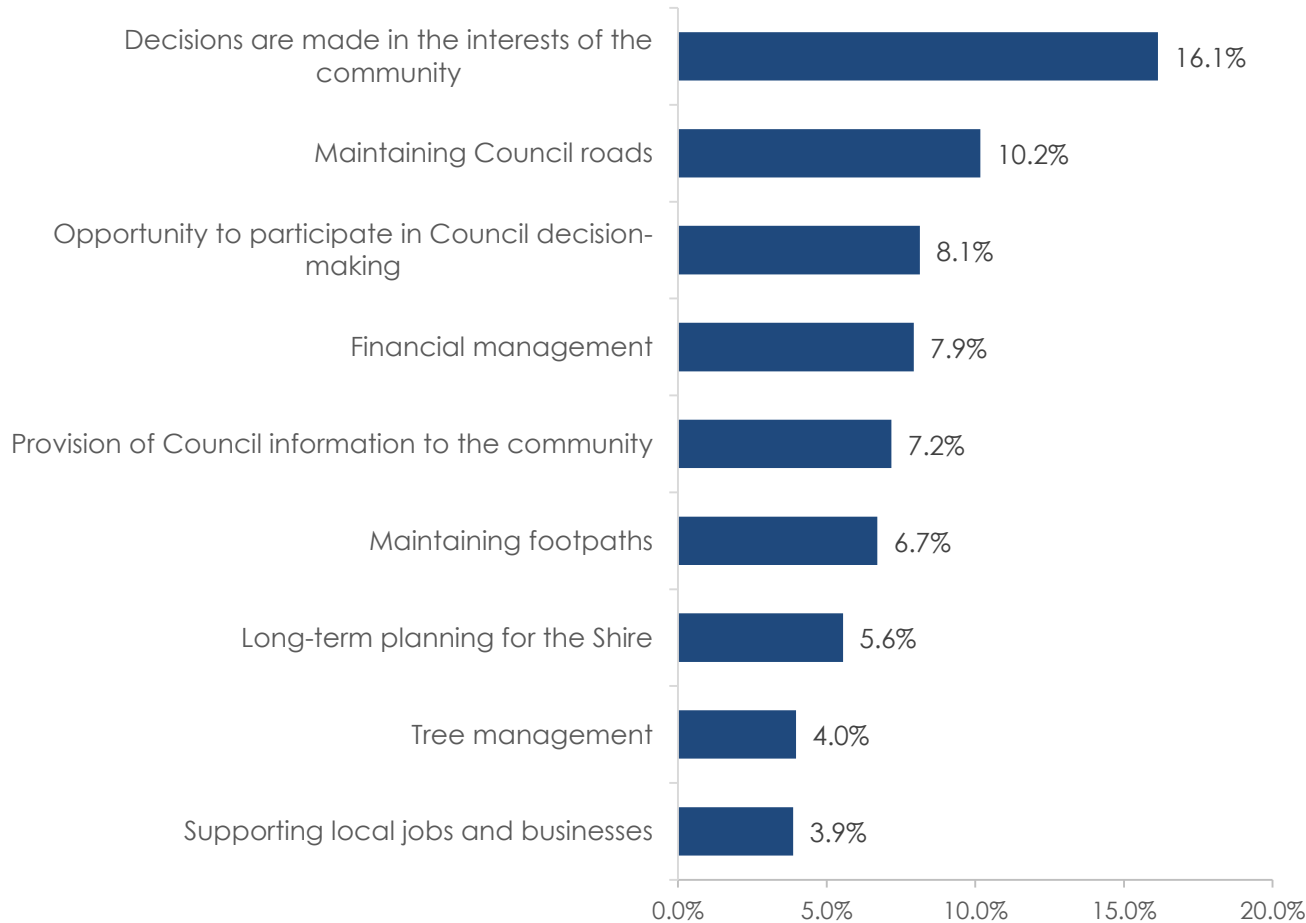
What Does This Mean?

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



Key Drivers of Overall Satisfaction with Council – Services/Facilities

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



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

These top 9 services/facilities (so 32% of the 28 services/facilities) account for almost 70% of the variation in overall satisfaction. Therefore, whilst all 28 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 19 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Barriers R² value = 0.454

Optimisers R² value = 0.301

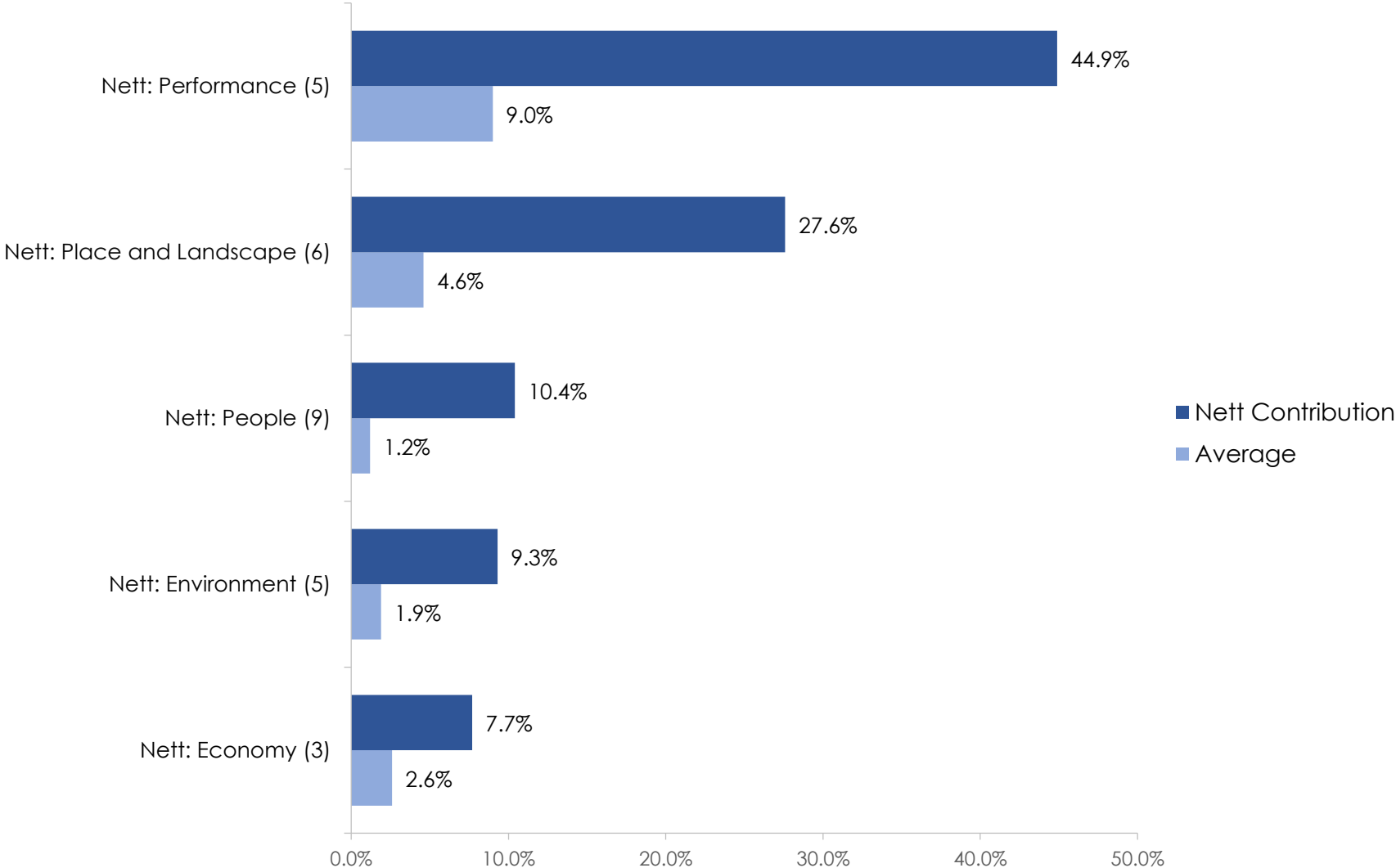
Note: Please see Appendix 1 for complete list

Dependent Variable: Q3a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Contribution to Overall Satisfaction with Council's Performance

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

'Performance' (44.9%) is the key contributor toward overall satisfaction with Council's performance.



Note: Numbers in brackets represent the number of services/facilities within each service area



Section Two

Section 2b.

Council Services and Facilities: Advanced Regression Analysis

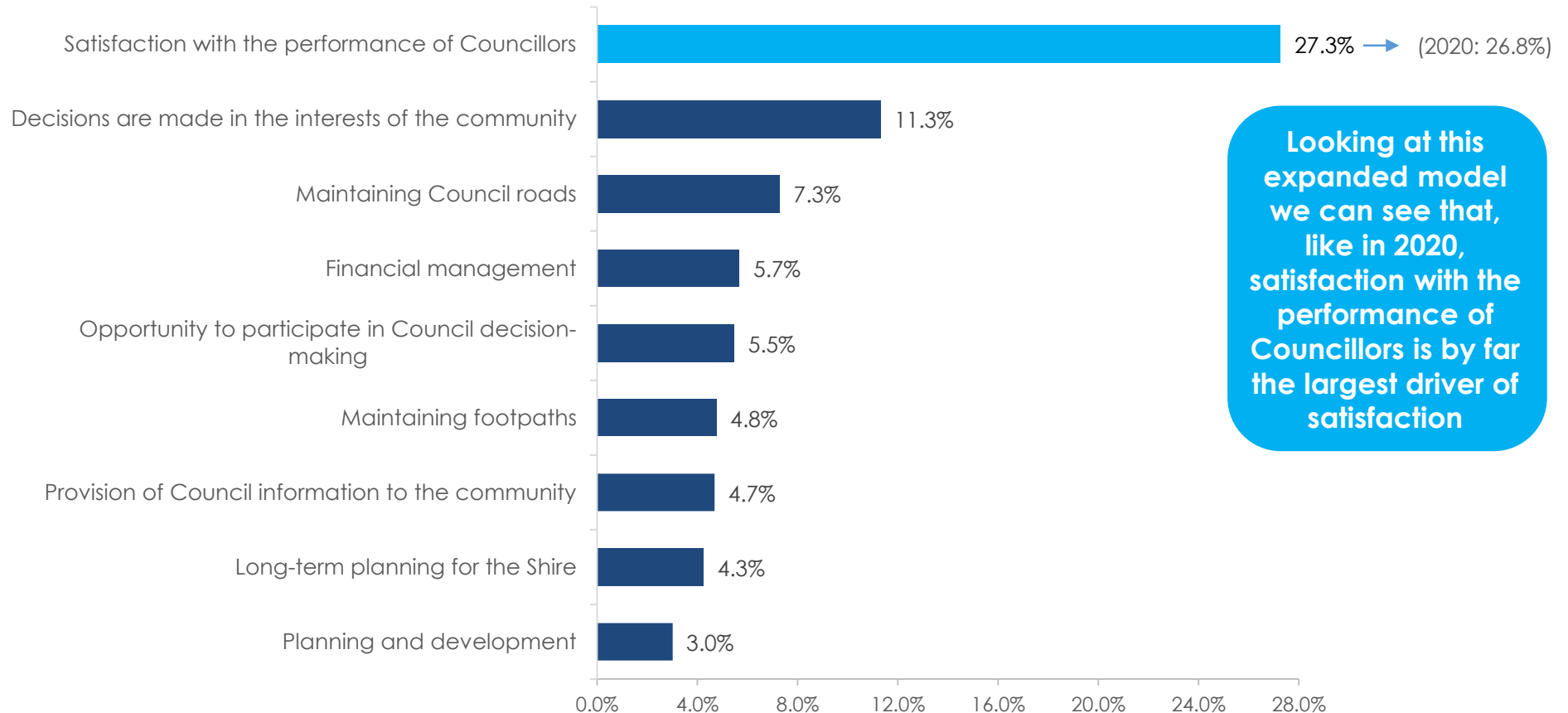
In the second half of this section, we further dive into drivers of overall satisfaction by expanding our regression model and looking into barriers/optimisers of satisfaction.

Key Drivers of Overall Satisfaction with Council – Expanded Model

The below chart is a re-run of the key drivers contributing to overall satisfaction, but expanding to include “Q3b. Overall, for the last 12 months, how satisfied are you with the performance of Councillors?” as a potential driver.

‘Satisfaction with the performance of Councillors’ has remained the strongest driver (2023: 27.3%, 2020: 26.8%).

Drivers of Overall Satisfaction: Performance of Councillors added



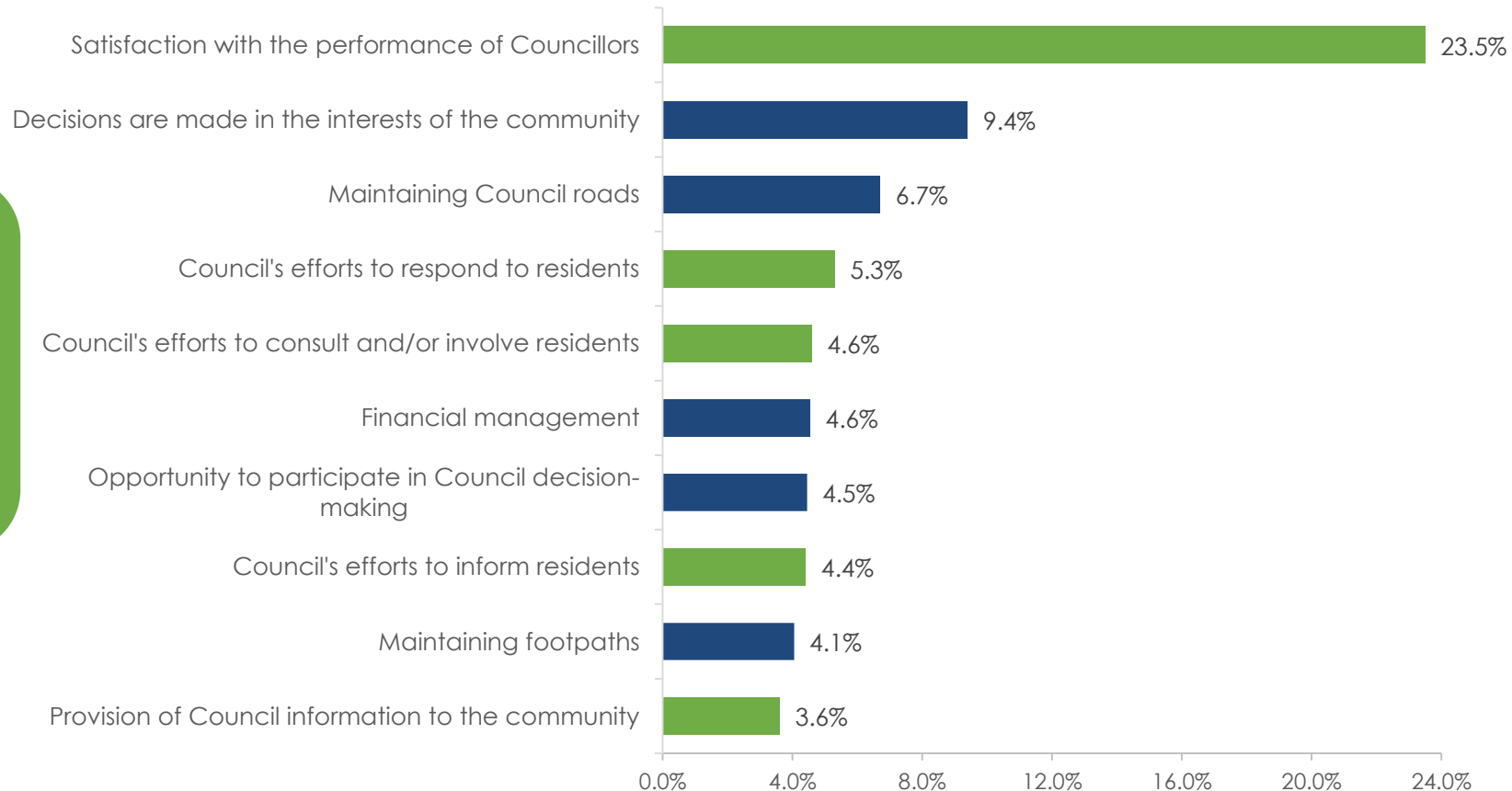
Looking at this expanded model we can see that, like in 2020, satisfaction with the performance of Councillors is by far the largest driver of satisfaction

Key Drivers of Overall Satisfaction with Council – Final Model

The below chart is a further expanded model of the key drivers contributing to overall satisfaction, now with the inclusion of satisfaction with Councillor performance and of the three additional measures from Q3:

- Council's efforts to inform residents
- Council's efforts to involve residents
- Council's efforts to respond to residents

Drivers of Overall Satisfaction (Re-run): Top 10



Looking at this final model, Council's efforts to communicate with residents and the performance of Councillors contributes to over 41% of overall satisfaction with Council

Barriers R² value = 0.536

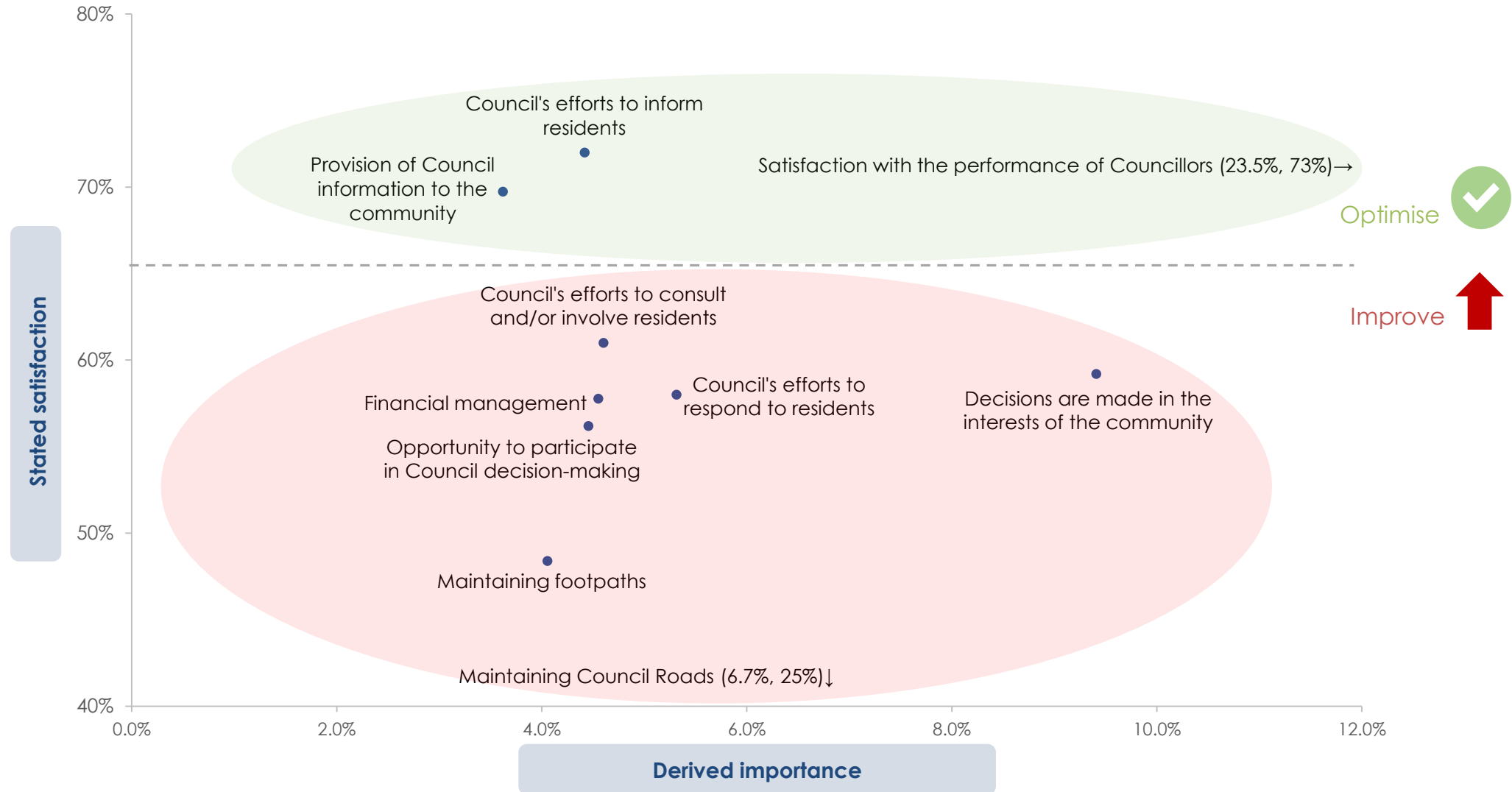
Optimisers R² value = 0.402

Dependent Variable: Q3a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Note: Please see Appendix 1 for complete list

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

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



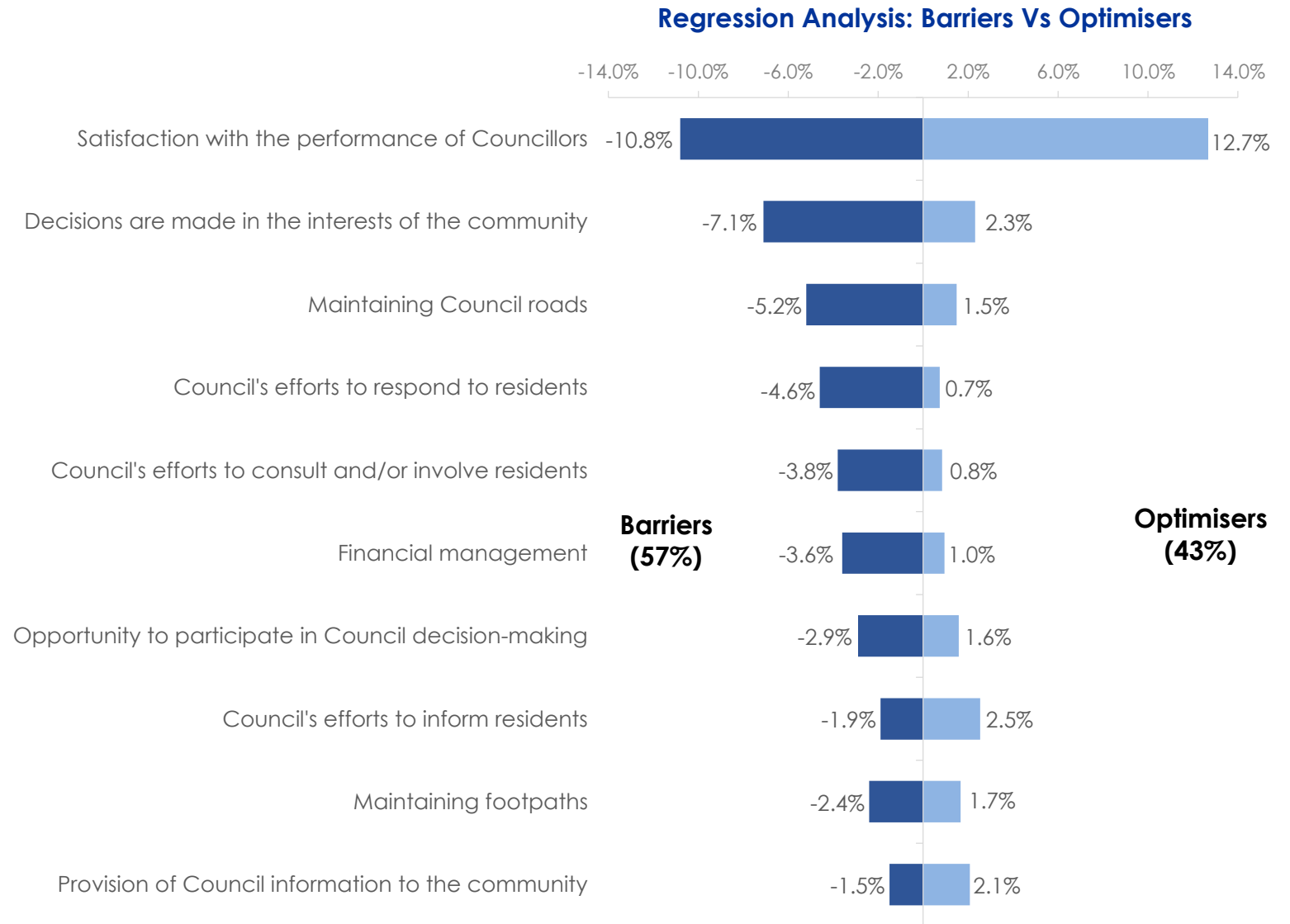
Key Contributors to Barriers/Optimisers

Different levers address the different levels of satisfaction across the community

The chart to the right illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If Council can improve scores in these areas, they will see a lift in future overall satisfaction results, as they will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.





Contact With Council

This section explores residents most recent contact with Council, with focus on the method, nature and satisfaction with the experience.

Section Four

Section Summary: Contact With Council

54% of residents contacted Council in the last 12 months. However, only 63% were at least somewhat satisfied with how their contact was handled.

Contact was primarily made via telephone (49%) and even those respondents who hadn't contacted Council in the last 12 months nominated telephone as the most likely method they would use (48%). We have also seen an increase in communications through both email and the website.

Typically, residents made contact regarding the roads, footpaths and drains (29%).

Residents currently receive information through direct mail-outs (71%). With word of mouth (66%) and social media (63%) being other popular methods.

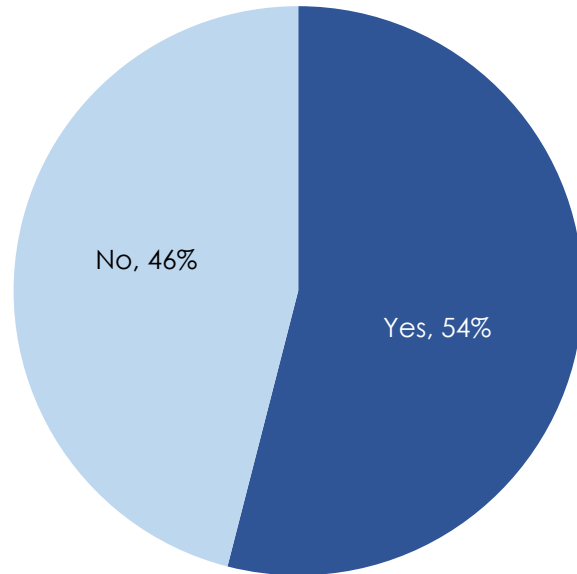
41% of respondents want to be informed about general planning and community information.

Despite direct mail outs being the most popular method of receiving information, social media is the most effective method of informing residents about what is happening across the Shire (37%).



Contact in the Last 12 Months

Over half of respondents contacted Council in the last 12 months, with a slight increase of 2% since 2020.

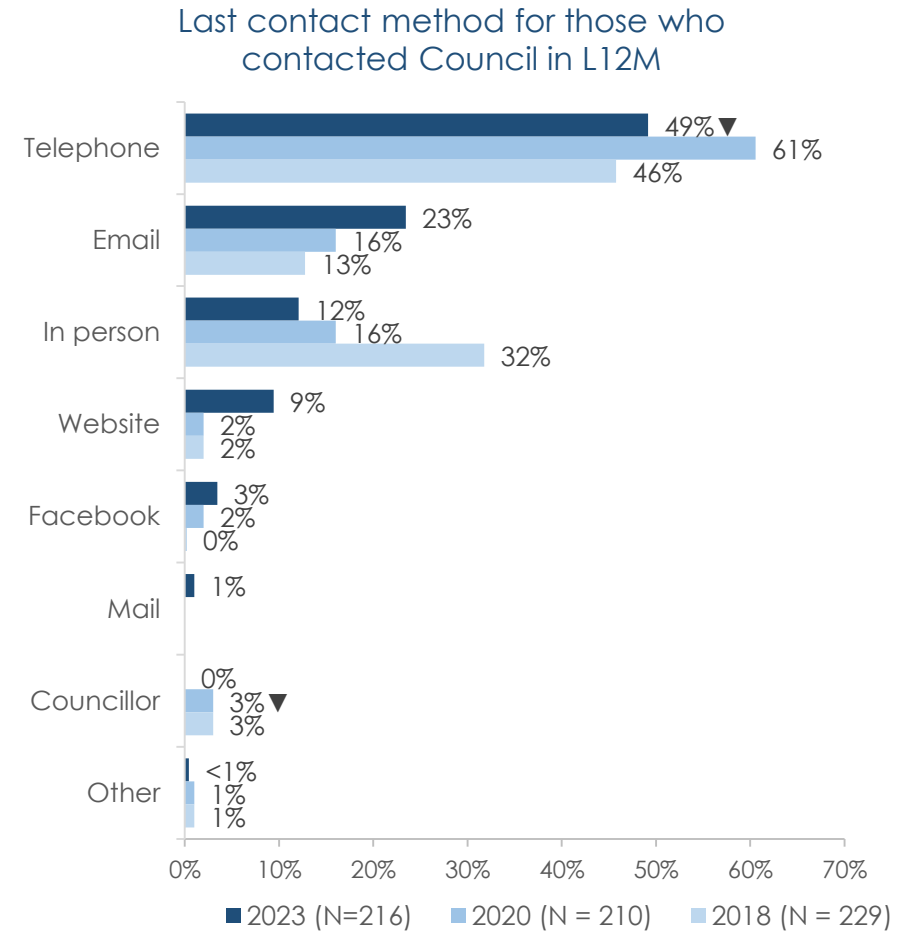
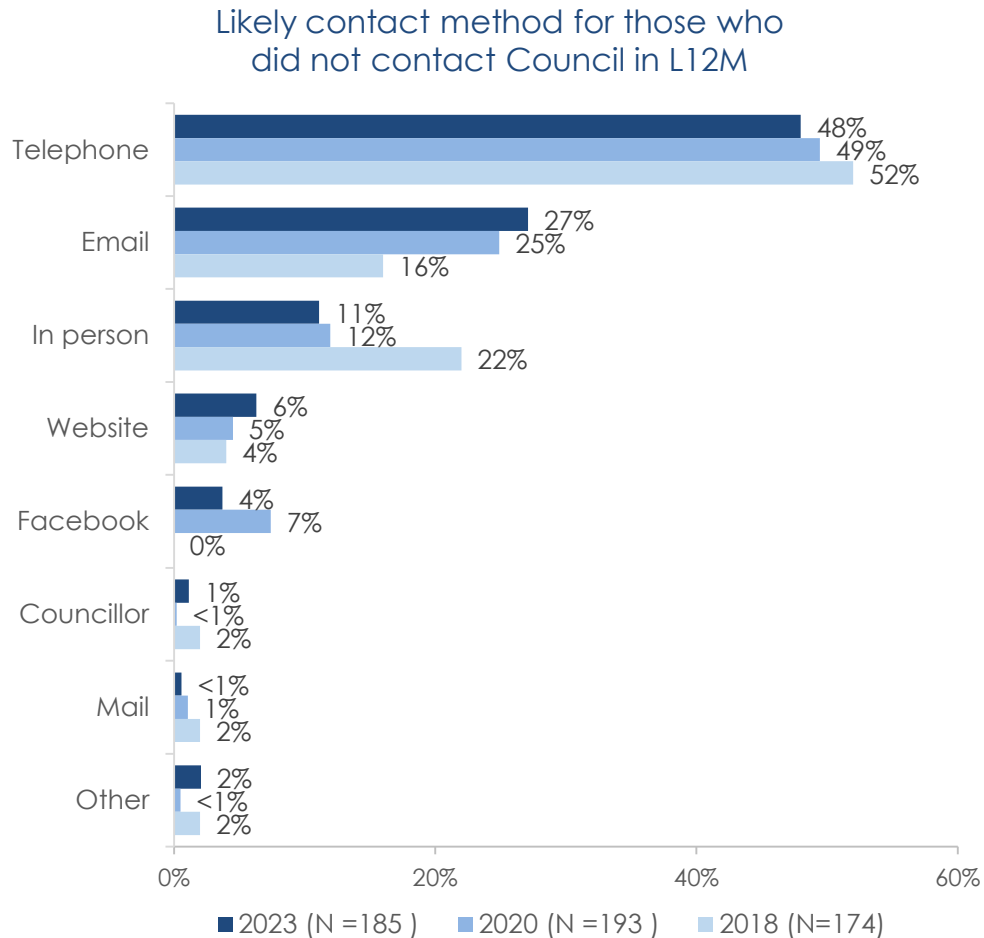


Have you had any contact with Wollondilly Council in the last 12 months?

	Overall 2023	Overall 2020	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
'Yes' %	54%	52%	57%	52%	53%	55%	49%	62%	58%	46%▼	57%▲	31%
Base	401	403	403	404	198	203	112	107	99	83	349	50

Method of Contact with Council

Telephone (48%) remains the most likely contact method for those who did not contact Council, and also the most used method for those respondents who previously contacted Council (49%). Email contact has increased in likeliness of use for both groups, while in person contact has decreased significantly over the last 5 years.



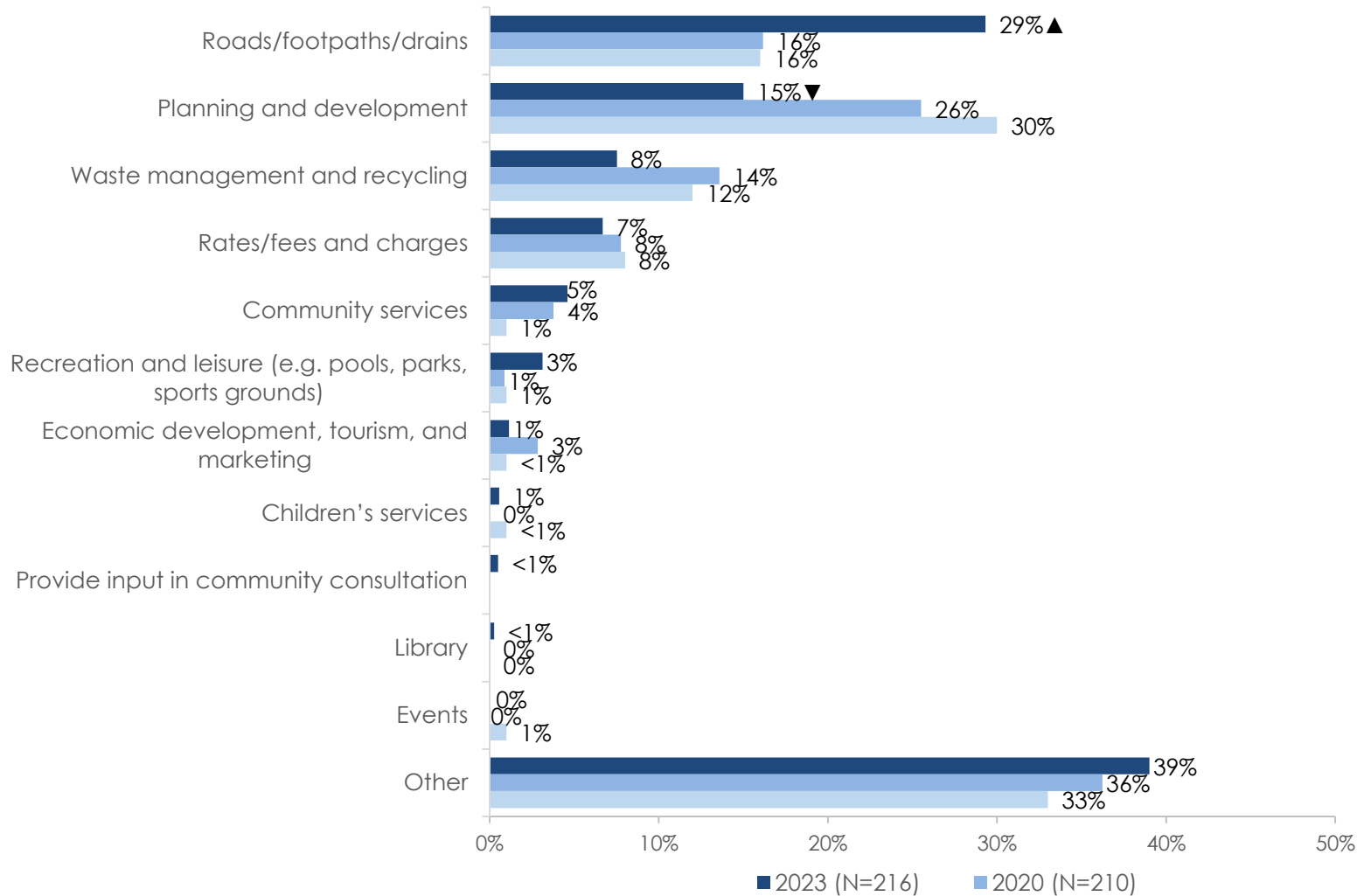
Please see Appendix 1 for results by demographics

▲ ▼ = A significantly higher/lower percentage (compared to 2020)

Q5b. If required, how would you most likely contact Council in the future? :
 Q6a. When you last made contact with Council staff was it by:

Nature of Enquiry

Resident's most common enquiry to Council involved other specified areas. While another common response was about roads, footpaths and drains which has increase by 13% since 2020.



Other specified	Count
Animal management	18
Tree management	12
Pet registration	11
Making a complaint	11
Fire permit	6
Acquiring a grant/approval or certification	6
Flood management/water ways	5
Maintaining streetscapes	5
Maintenance of facilities and amenities	4
Personal matters	3
Traffic management	3
Road management/parking	2
Don't know	2

Base: N = 216

Q6b. What was the nature of your contact?

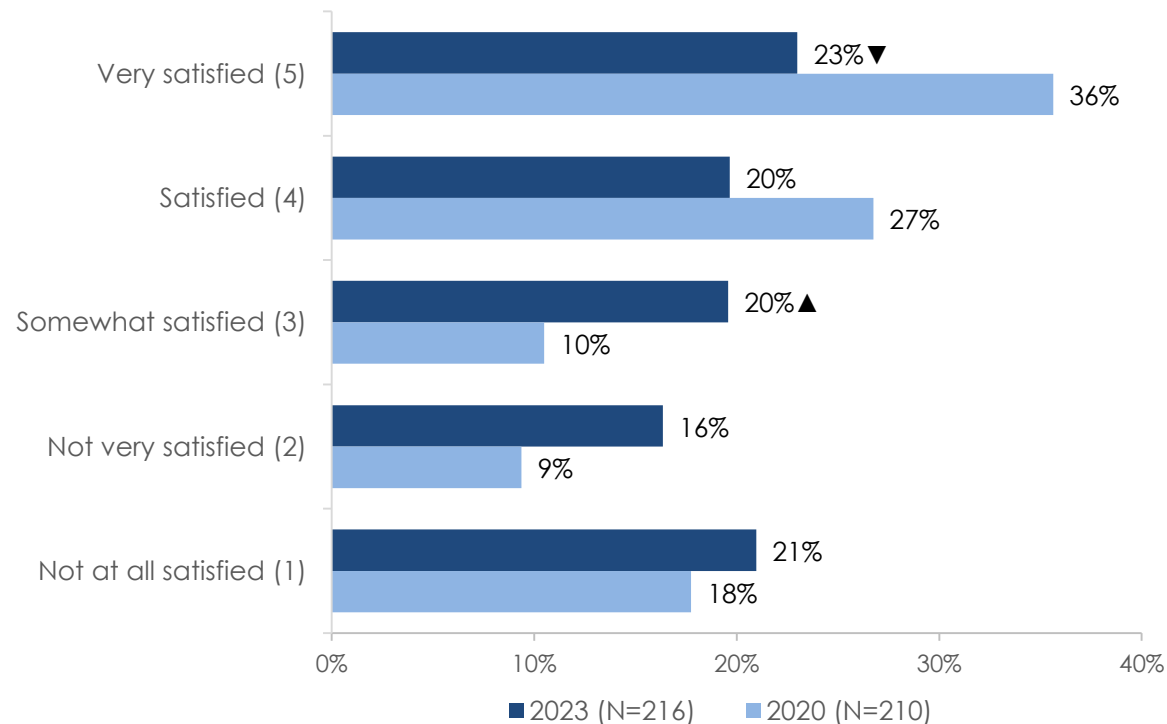
Please see Appendix 1 for results by demographics

▲ ▼ = A significantly higher/lower percentage (compared to 2020) 43

Satisfaction with Contact

Residents' overall satisfaction has significantly declined since 2020. Those who contacted by telephone were significantly more satisfied, while those who contacted via email were significantly less satisfied.

	Overall 2023	Overall 2020	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.08▼	3.53	3.35	3.52	3.03	3.13	2.89	3.07	3.20	3.21	3.09	3.01
Top 3 Box %	63%▼	73%	69%	75%	60%	65%	57%	66%	63%	65%	63%	61%
Base	216	210	229	212	104	112	55	66	57	38	200	16



Method of Contact (Q6a)	Telephone	Email	In person	Website
Mean ratings	3.42▲	2.58▼	3.38	2.45
Top 3 Box %	73%▲	48%▼	68%	40%▼
Base	106	51	26	20

Nature of Enquiry (Q6b)	Roads/ footpaths/ drains	Planning and development	Waste management and recycling	Rates/fees and charges	Community services
Mean ratings	2.62▼	2.75	4.38▲	3.96▲	3.83
Top 3 Box %	48%▼	57%	100%▲	93%▲	81%
Base	63	31	16	14	10

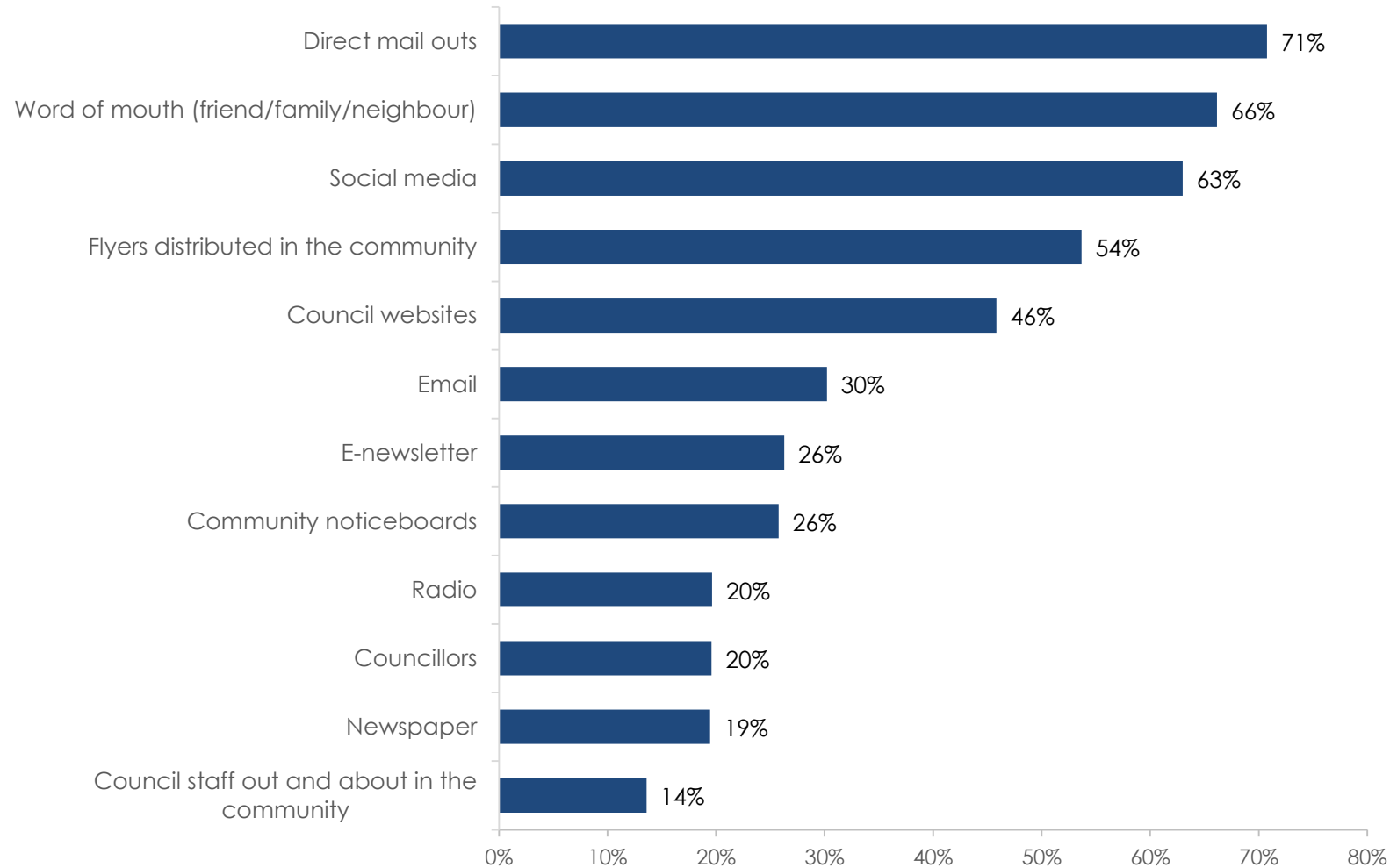
Base: N = 216

Q6c. Overall how satisfied were you with the way your contact was handled?

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

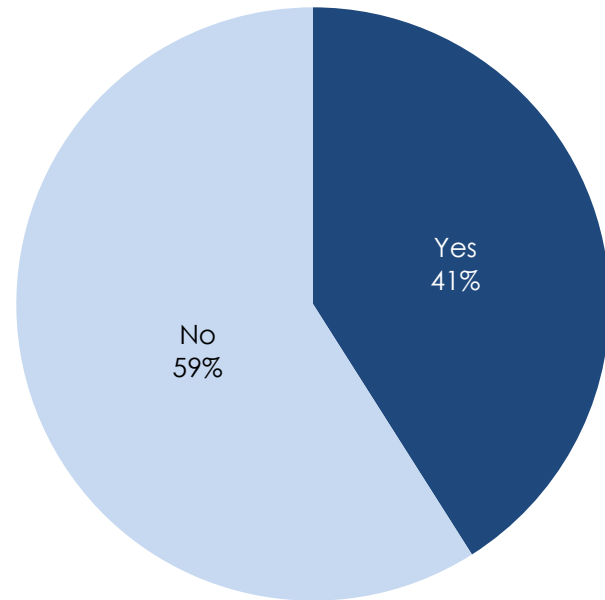
Method of Receiving Information

Direct mail outs is currently the most used method of receiving information from Council.



Specific Information from Council

Less than half of respondents wish to receive specific information from Council (41%). Of this group most respondents want information about general planning/community information (31%) with Council actions/communication also being a highly sought after area.



	Overall 2023	Overall 2020
'Yes' %	41%▲	33%
Base	401	403

	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
'Yes' %	40%	41%	45%	46%	36%	36%	43%▲	23%
Base	198	203	112	107	99	83	349	50

Type of information	Count	N = 164
General planning/community information	51	31%
Council actions/communication	50	30%
Road development/maintenance	39	24%
Development plans	28	17%
Community events	17	10%
Waste management	9	5%
Rate information	9	5%
Public transport management/improvement	7	4%
Infrastructure plans	7	4%
Emergency management plans	6	4%
Construction updates	5	3%
Facility plans	5	3%
Personal matters	3	2%
Environmental protection	3	2%
Updates on playgrounds/parks	2	1%
Traffic management	1	1%

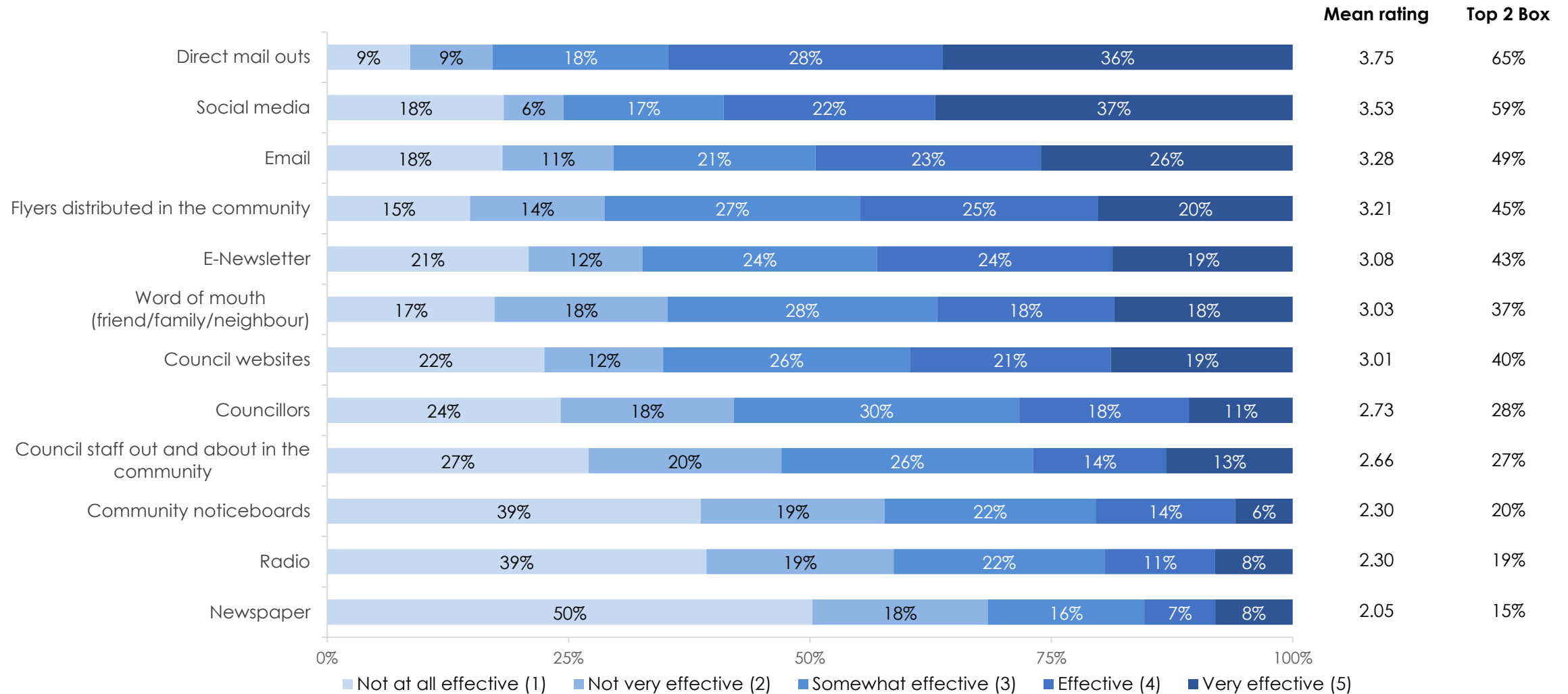
Base: N = 401

▲▼ = A significantly higher/lower percentage (compared to 2020/by group)

Q8a. Is there specific information you would like to receive from Council?

Effective Methods Of Communication

Direct mail outs is the most effective method of informing residents, closely followed by social media. Looking across demographics, social media is rated significantly more effective with those under 50 (their highest rated method), and is significantly less effective with those over 50, especially so for residents 65+.



Base: N = 401

Q9. How effective would the following methods be in keeping you informed about what is happening across the Shire?

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



Appendix 1:

Additional Analyses

Appendix 1

Most Valued Aspects Living in the Wollondilly Area

Valued aspects	2023	2020
Rural aspect/country living/lifestyle/open spaces	52%	53%
Quiet/peaceful	23%	21%
Sense of community/friendly community	18%	13%
Natural environment/beauty of the area/climate/fresh air	9%	10%
Close to the City/beaches/other popular areas	6%	5%
Quality services and facilities/resources	3%	4%
Not over-populated/over-developed/low density living	3%▼	9%
Close to family/family ties	3%	1%
Road management and infrastructure	2%▲	0%
Quality housing/ affordability	1%	1%
Great place to live/feels like home	1%	4%
Close to services and facilities	1%▼	3%
Well-presented/clean area	1%	0%
Heritage/history of the area	1%	1%
Safe area	<1%	1%
Affordable area	<1%	0%
Access to public transport	<1%	1%
Nothing/don't know	3%	3%
Base	401	403

Top Priorities for the Next 10 Years

Priorities	2023	2020
Condition/maintenance of roads and supporting infrastructure	57%▲	46%
More and improved infrastructure to cater for the growing population	28%▲	16%
More and improved services/facilities e.g. shops, schools, medical	26%▲	16%
Managing development for the growing population	21%	23%
Managing traffic congestion/flow	17%▲	4%
Lack of public transport	16%▲	10%
Improve Council actions e.g. financial management, effectiveness of Councillors, looking after residents	8%▲	3%
Maintaining/preserving the natural/rural aspect/wildlife and environmental protection	6%	9%
Keeping the area as it is	5%▲	1%
Kerb/guttering/footpaths/street lighting	5%▲	1%
Lack of community activities/events/sporting facilities/entertainment	4%	3%
Price of rates/cost of living	4%▲	1%
Managing housing affordability	3%▲	0%
Improved town planning	3%	1%
Impact of the new airport	3%	1%
More local employment opportunities	2%	4%
Flood/bush fire management	2%	2%
Managing/access to basic services such as town water, sewerage, waste, electricity	2%	3%
Stop land subdivision	2%▲	0%
Improved emergency services/policing/management	2%	3%
More housing development and planning/subdivision planning	2%▼	4%
Increased greenspaces/parks	1%▼	0%
Internet/mobile coverage	1%	3%
Impact of mines	1%	1%
Supporting local business	1%	0%
Animal management	1%	0%
General upkeep/maintenance of the area	1%▼	4%
Promoting the area/tourism	<1%	0%
Don't know/nothing	2%	1%
Base	401	403

Comparison to Previous Research

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2023	2020	2023	2020		2023	2020	2023	2020
Library services	3.48	3.67	3.86	3.68	Floodplain and stormwater management	4.40	4.28	2.80	2.83
Festival and events programs	3.61	3.63	3.43	3.54	Planning and development	4.29	4.43	2.50	2.68
Children's services	3.94▼	4.15	3.33	3.44	Protecting heritage values and buildings	4.14	NA	3.43	NA
Supporting community groups	4.06	4.13	3.40	3.49	Maintaining Council roads	4.81	4.82	1.89	1.94
Animal management	4.02▼	4.30	3.32	3.27	Maintaining footpaths	4.24	4.30	2.52	2.54
Parks and playgrounds	4.31	4.29	3.49	3.48	Building bike paths	3.45	3.55	2.56	2.39
Ovals and sportsgrounds	4.27	4.24	3.63	3.62	Supporting tourism	3.57▼	3.83	3.47▲	3.17
Community buildings/halls/amenities	3.98	3.94	3.28	3.32	Supporting local agriculture	4.28	4.39	3.15	3.25
Swimming pools	3.80	3.85	3.43	3.55	Supporting local jobs and businesses	4.68	4.68	3.15	3.16
Recycling and waste management	4.43	4.56	3.61	3.72	Opportunity to participate in Council decision-making	3.83	3.96	2.73	2.90
Landfill facilities	3.83	3.92	3.22	3.09	Decisions are made in the interests of the community	4.44	NA	2.72	NA
Tree management	3.99	4.03	3.04	3.08	Long-term planning for the Shire	4.58	4.65	2.58▼	2.89
Protecting the natural environment	4.50	4.47	3.16	3.33	Financial management	4.42	4.49	2.68	2.84
Emergency planning and management	4.63	4.67	3.22	3.21	Provision of Council information to the community	4.39	4.36	3.11	3.21

Importance Compared to the Micromex Benchmark

Service/Facility	Wollondilly Shire Council T2 box importance score	Micromex LGA Benchmark T2 box importance score	Variance	Comparative Wollondilly Benchmark T2 box importance score	Variance
Supporting local jobs and businesses	93%	85%	8%	87%	6%
Community buildings/halls/amenities	70%	64%	6%	68%	2%
Maintaining Council roads	97%	91%	6%	92%	4%
Protecting the natural environment	88%	83%	5%	83%	5%
Provision of Council information to the community	86%	82%	4%	85%	1%
Ovals and sportsgrounds	80%	76%	4%	78%	2%
Floodplain and stormwater management	84%	81%	3%	83%	2%
Protecting heritage values and buildings	75%	73%	2%	78%	-3%
Long-term planning for the Shire	90%	88%	1%	89%	1%
Decisions are made in the interests of the community	84%	83%	1%	84%	0%
Emergency planning and management	91%	90%	1%	93%	-2%
Financial management	85%	85%	0%	86%	0%
Supporting community groups	75%	75%	0%	79%	-4%
Parks and playgrounds	84%	84%	0%	84%	0%
Planning and development	81%	81%	0%	83%	-2%
Animal management	68%	68%	0%	64%	4%
Maintaining footpaths	80%	83%	-3%	83%	-2%
Swimming pools	64%	69%	-5%	74%	-10%
Tree management	71%	76%	-5%	NA	NA
Building bike paths	51%	57%	-7%	65%	-14%
Children's services	71%	78%	-7%	84%	-12%
Festival and events programs	58%	66%	-7%	64%	-6%
Recycling and waste management	86%	93%	-7%	92%	-7%
Opportunity to participate in Council decision-making	65%	73%	-8%	76%	-11%
Landfill facilities	66%	80%	-14%	79%	-13%
Supporting tourism	56%	72%	-17%	76%	-20%
Library services	54%	71%	-18%	74%	-20%

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

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Wollondilly Shire Council T3 box satisfaction score	Micromex LGA Benchmark T3 box satisfaction score	Variance	Comparative Wollondilly Benchmark T3 box satisfaction score	Variance
Supporting tourism	85%	84%	1%	86%	-1%
Supporting community groups	87%	87%	-1%	79%	8%
Protecting heritage values and buildings	81%	84%	-2%	82%	-1%
Ovals and sportsgrounds	87%	91%	-4%	88%	-1%
Festival and events programs	85%	89%	-4%	85%	1%
Supporting local jobs and businesses	75%	80%	-5%	73%	2%
Children's services	82%	86%	-5%	83%	-2%
Animal management	79%	84%	-5%	85%	-6%
Decisions are made in the interests of the community	59%	65%	-5%	68%	-9%
Provision of Council information to the community	70%	78%	-8%	73%	-3%
Library services	86%	94%	-8%	93%	-7%
Parks and playgrounds	80%	89%	-8%	84%	-3%
Swimming pools	77%	86%	-8%	81%	-3%
Recycling and waste management	82%	91%	-8%	87%	-4%
Tree management	68%	77%	-9%		
Landfill facilities	69%	79%	-10%	84%	-15%
Opportunity to participate in Council decision-making	56%	68%	-12%	65%	-9%
Protecting the natural environment	74%	86%	-12%	80%	-5%
Community buildings/halls/amenities	77%	89%	-12%	87%	-11%
Financial management	58%	74%	-16%	78%	-20%
Emergency planning and management	73%	90%	-16%	90%	-17%
Planning and development	49%	69%	-19%	63%	-13%
Floodplain and stormwater management	60%	80%	-20%	70%	-9%
Long-term planning for the Shire	53%	73%	-20%	64%	-11%
Building bike paths	49%	72%	-23%	61%	-12%
Maintaining footpaths	48%	71%	-23%	62%	-13%
Maintaining Council roads	25%	66%	-41%	49%	-24%

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

Note: T3 = at least somewhat satisfied 53

Performance Gap Analysis

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

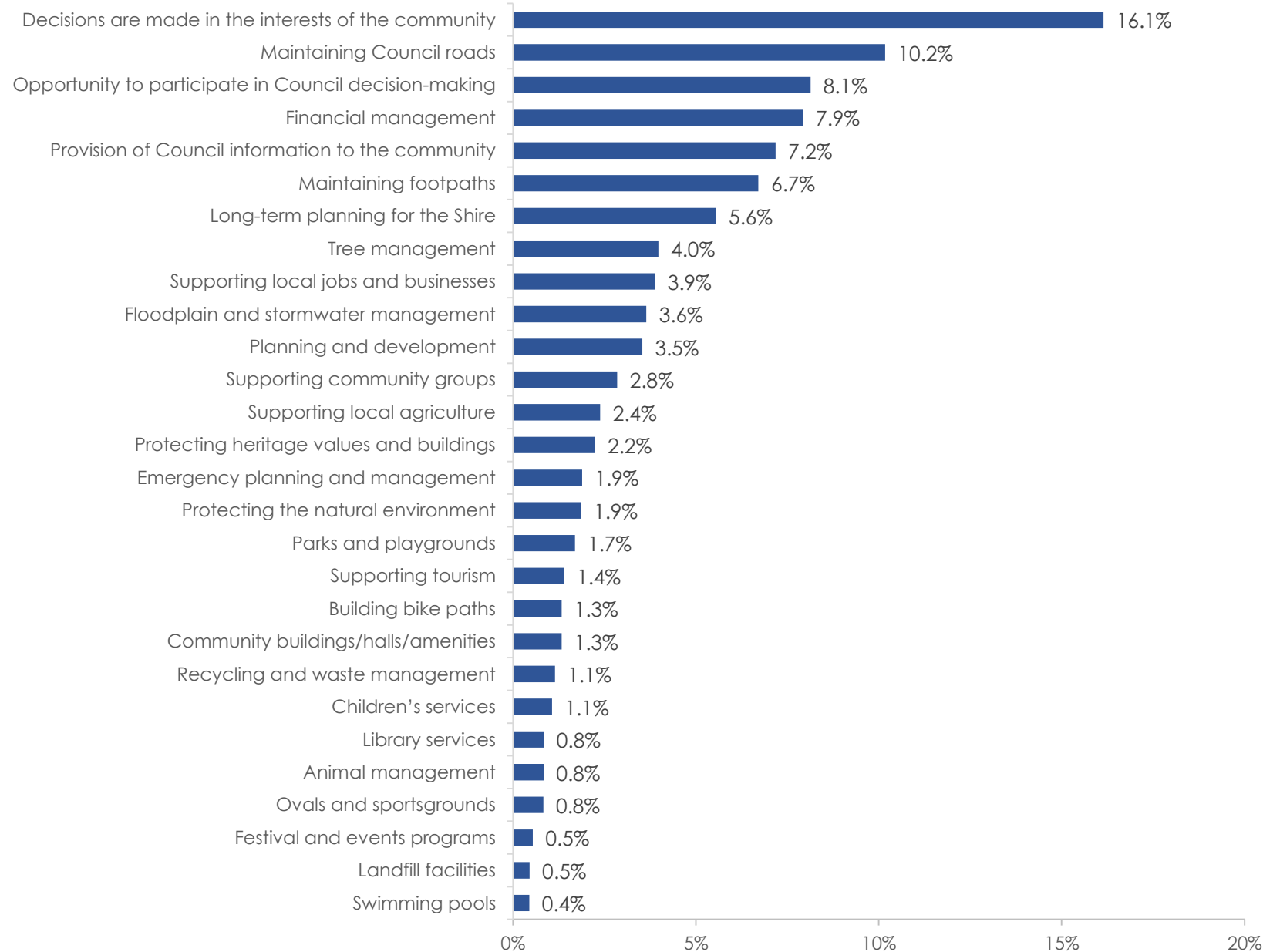
Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining Council roads	97%	25%	71%
Long-term planning for the Shire	90%	53%	36%
Maintaining footpaths	80%	48%	32%
Planning and development	81%	49%	31%
Financial management	85%	58%	27%
Decisions are made in the interests of the community	84%	59%	25%
Floodplain and stormwater management	84%	60%	24%
Supporting local jobs and businesses	93%	75%	18%
Emergency planning and management	91%	73%	18%
Provision of Council information to the community	86%	70%	16%
Protecting the natural environment	88%	74%	13%
Opportunity to participate in Council decision-making	65%	56%	9%
Supporting local agriculture	81%	76%	6%
Parks and playgrounds	84%	80%	3%
Recycling and waste management	86%	82%	3%
Tree management	71%	68%	3%
Building bike paths	51%	49%	2%
Landfill facilities	66%	69%	-4%
Protecting heritage values and buildings	75%	81%	-7%
Ovals and sportsgrounds	80%	87%	-7%
Community buildings/halls/amenities	70%	77%	-7%
Children's services	71%	82%	-10%
Animal management	68%	79%	-11%
Supporting community groups	75%	87%	-12%
Swimming pools	64%	77%	-14%
Festival and events programs	58%	85%	-27%
Supporting tourism	56%	85%	-29%
Library services	54%	86%	-33%

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

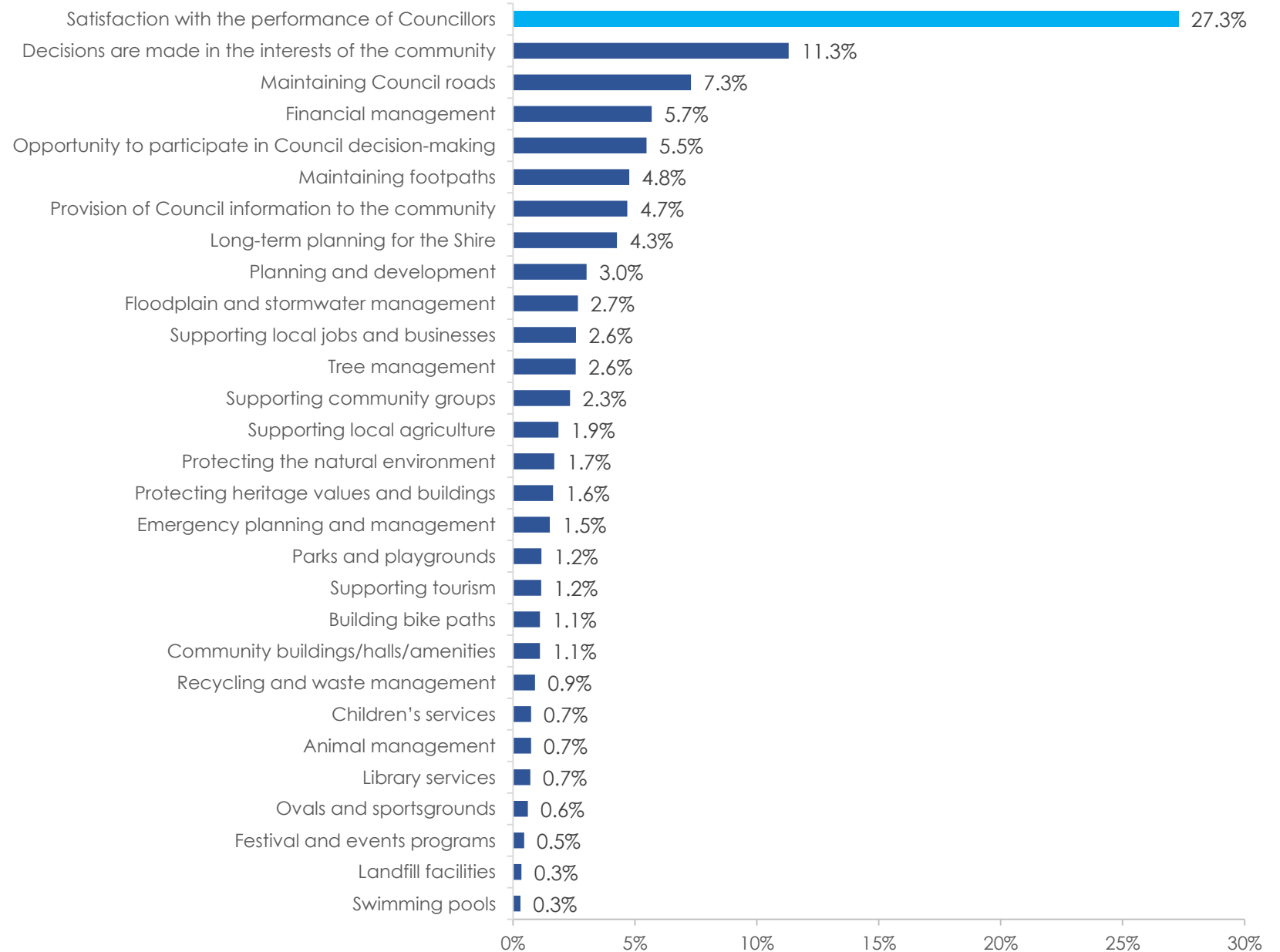
Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 28 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



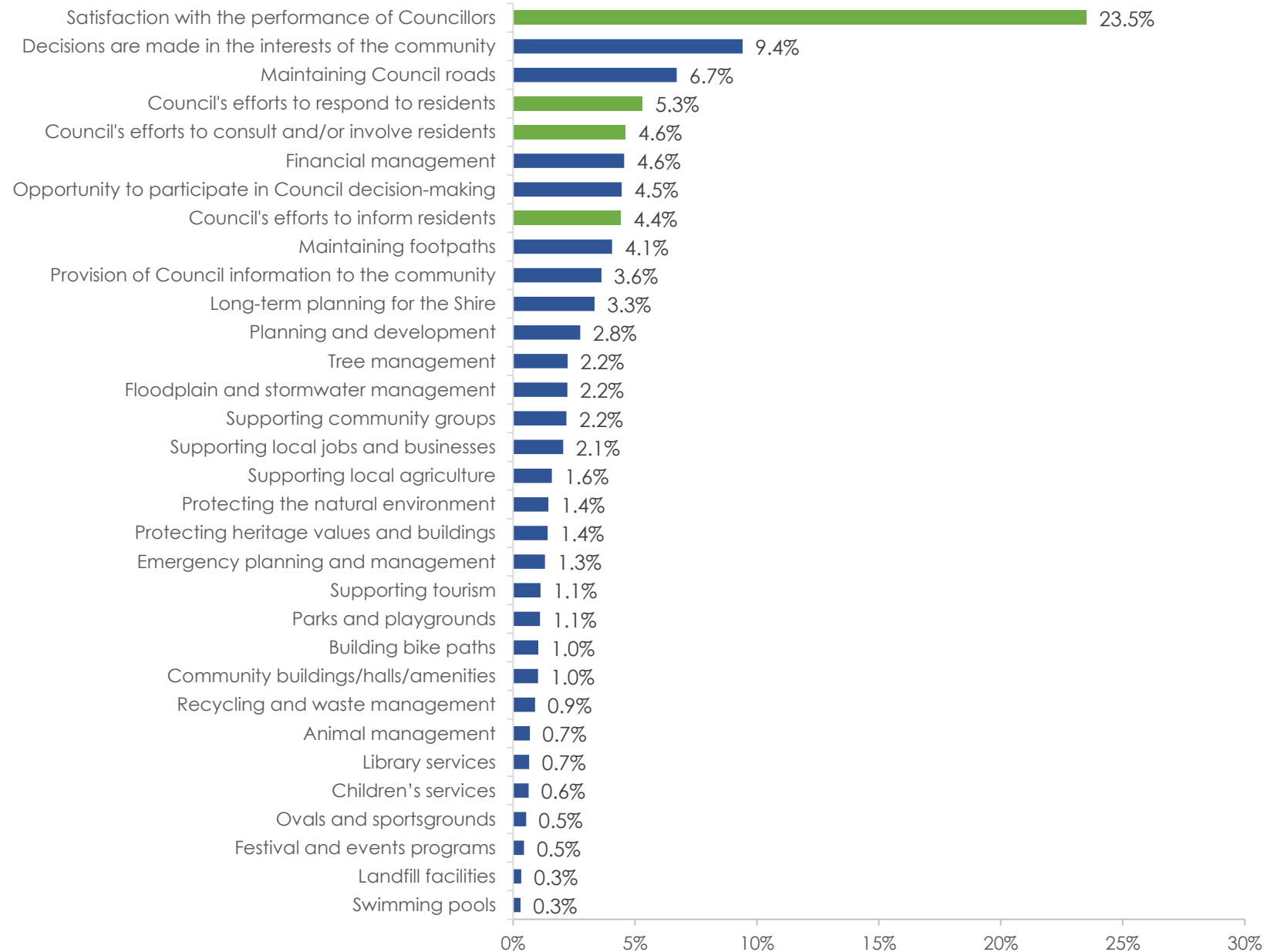
Regression Analysis – Influence on Overall Satisfaction (Expanded Model)

The chart to the right summarises the influence of the 28 facilities/ services and satisfaction with the performance of Councillors on overall satisfaction with Council's performance, based on the Regression analysis.



Regression Analysis – Influence on Overall Satisfaction (Final Model)

The chart to the right summarises the influence of the 28 facilities/ services, satisfaction with the performance of Councillors, and communication efforts measures on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



Preferred Method of Contact (Have Not Had Recent Contact)

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Telephone	48%	42%	54%	42%	39%	55%	57%	51%	37%
Email	27%	27%	28%	41%▲	34%	21%	8%▼	24%	38%
In person	11%	14%	8%	2%▼	7%	13%	24%▲	12%	7%
Facebook	6%	9%	4%	11%	13%	0%	0%	4%	17%▲
Website	4%	3%	4%	0%	3%	11%▲	2%	5%	0%
Mail	1%	1%	2%	0%	0%	0%	5%▲	1%	0%
Councillor	1%	1%	1%	0%	0%	0%	2%▲	1%	0%
Other	2%	4%	1%	3%	3%	0%	1%	3%	0%
Base	185	94	91	57	41	42	45	149	34

Most Recent Method of Contact

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Telephone	49%	47%	51%	49%	56%	43%	47%	49%	55%
Email	23%	28%	20%	27%	22%	25%	18%	23%	23%
In person	12%	15%	10%	5%	10%	13%	26%▲	12%	8%
Website	9%	7%	12%	11%	10%	11%	3%▼	10%	8%
Facebook	3%	2%	5%	8%	2%	3%	0%	4%	0%
Mail	1%	1%	2%	0%	0%	2%	4%▲	1%	0%
Other	1%	1%	0%	0%	0%	2%	1%	1%	0%
Councillor	<1%	0%	1%	0%	0%	2%	0%	0%	6%▲
Base	216	104	112	55	66	57	38	200	16

Nature of Enquiry

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Roads/footpaths/drains	29%	32%	27%	25%	31%	28%	34%	30%	25%
Planning and development	15%	14%	15%	12%	18%	16%	10%	14%	16%
Waste management and recycling	8%	10%	6%	8%	10%	6%	4%	7%	20%
Rates/fees and charges	7%	4%	9%	5%	11%	4%	6%	7%	0%
Community services	5%	5%	4%	0%	6%	6%	7%	5%	0%
Recreation and leisure	3%	3%	3%	6%	4%	0%	3%	3%	8%
Economic development, tourism, and marketing	1%	2%	0%	3%▲	0%	0%	2%	0%	12%▲
Children's services	1%	0%	1%	2%	0%	0%	0%	1%	0%
Provide input in community consultation	0%	1%	0%	0%	0%	0%	3%▲	1%	0%
Library	0%	1%	0%	0%	0%	0%	2%▲	0%	0%
Events	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	39%	35%	44%	43%	32%	42%	43%	41%	19%
Base	216	104	112	55	66	57	38	200	16

Method of Receiving Information

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Direct mail outs	71%	67%	74%	62%▼	74%	75%	74%	73%▲	54%
Word of mouth (friend/family/neighbour)	66%	67%	66%	79%▲	72%	56%▼	53%▼	64%	78%
Social media	63%	56%	70%▲	76%▲	79%▲	54%▼	36%▼	63%	66%
Flyers distributed in the community	54%	52%	56%	49%	56%	56%	54%	54%	52%
Council websites	46%	44%	47%	44%	52%	51%	33%	47%	34%
Email	30%	33%	27%	30%	31%	31%	29%	31%	21%
E-newsletter	26%	28%	24%	16%▼	19%	36%▲	37%▲	27%	23%
Community noticeboards	26%	27%	25%	34%	26%	21%	21%	24%	37%
Radio	20%	20%	19%	27%▲	24%	16%	8%	20%	17%
Councillors	20%	20%	19%	14%	23%	24%	16%	20%	20%
Newspaper	19%	24%▲	15%	13%	19%	16%	33%▲	20%	17%
Council staff out and about in the community	14%	14%	13%	18%	10%	11%	15%	13%	16%
Base	401	198	203	112	107	99	83	349	50

Effective Methods Of Communication

	Overall	Male	Female	18 – 34	35 – 49	50 – 64	65+	Ratepayer	Non-ratepayer
Direct mail outs	3.75	3.67	3.83	3.66	3.76	3.79	3.81	3.78	3.51
Social media	3.53	3.23	3.83▲	4.25▲	4.04▲	3.23▼	2.27▼	3.50	3.85
Email	3.28	3.25	3.30	3.44	3.38	3.26	2.94▼	3.28	3.24
Flyers distributed in the community	3.21	3.15	3.27	3.09	3.29	3.18	3.32	3.21	3.26
E-Newsletter	3.08	3.02	3.14	3.01	3.09	3.27	2.94	3.13	2.75
Word of mouth (friend/family/neighbour)	3.03	3.01	3.04	3.35▲	3.13	2.71▼	2.84	2.95	3.58▲
Council websites	3.01	3.00	3.02	3.09	3.17	3.14	2.53▼	3.03	2.91
Councillors	2.73	2.76	2.70	2.78	2.77	2.78	2.54	2.71	2.88
Council staff out and about in the community	2.66	2.71	2.61	2.73	2.62	2.70	2.56	2.63	2.83
Community noticeboards	2.30	2.25	2.35	2.27	2.43	2.15	2.34	2.26	2.58
Radio	2.30	2.26	2.34	2.48	2.61▲	2.14	1.83▼	2.28	2.35
Newspaper	2.05	2.03	2.07	1.99	1.90	1.88	2.52▲	2.04	2.15
Base	401	198	203	112	107	99	83	349	50

Base: N = 401

Q9. How effective would the following methods be in keeping you informed about what is happening across the Shire?

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

Council's Used to Create the Micromex Benchmark

The Micromex Benchmark was composed from the Council areas listed below:			
AlburyCity Council	Cumberland City Council	Lismore City Council	Rockdale Council
Auburn City Council	Devonport City Council	Lithgow City Council	Singleton Shire Council
Ballina Shire Council	Dungog Shire Council	Liverpool City Council	Sutherland Shire Council
Bathurst Regional Council	Eurobodalla Shire Council	Liverpool Plains Shire Council	Tamworth Regional Council
Bayside Council	Fairfield City Council	Maitland City Council	Tenterfield Shire Council
Blacktown City Council	Forbes Shire Council	Marrickville Council	The Hills Shire Council
Bland Shire Council	Georges River Council	MidCoast Council	Tweed Shire Council
Blue Mountains City Council	Glen Innes Severn Shire Council	Mid-Western Regional Council	Upper Hunter Shire Council
Burwood Council	Gosford (Central Coast Council)	Moree Plains Shire Council	Wagga Wagga City Council
Byron Shire Council	Great Lakes Council	Murray River Council	Walgett Shire Council
Cabonne Shire Council	Hawkesbury City Council	Murrumbidgee Shire Council	Warringah Council
Campbelltown City Council	Holroyd Council	Narrabri Shire Council	Waverley Council
Canterbury-Bankstown Council	Inner West Council	Narrandera Shire Council	Weddin Shire Council
Central Coast Council	Kempsey Shire Council	Northern Beaches Council	Willoughby City Council
Cessnock City Council	Ku-ring-gai Council	Parkes Shire Council	Wingecarribee Shire Council
City of Canada Bay Council	Lachlan Shire Council	Penrith City Council	Wollondilly Shire Council
City of Playford	Lake Macquarie City Council	Port Macquarie-Hastings Council	Woollahra Municipal Council
City of Ryde	Lane Cove Council	Randwick City Council	Yass Valley Council
Coffs Harbour City Council	Leeton Shire Council	Richmond Valley Council	



Appendix 2:
Questionnaire

Appendix 2

Wollondilly Shire Council
Community Survey
May/June 2023

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Wollondilly Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 15 minutes, would now be a good time to share your opinions?

QA1. Are you or an immediate family member an elected Councillor, or employed by Wollondilly Shire Council?

- Yes
- No

QA2. Which town or village do you live in? (if respondent says other please ask which town or village you are nearest to?)

- Appin
- Bargo
- Belimbla Park
- Brownlow Hill
- Blue Mountains National Park
- Burragorang Valley
- Buxton
- Cataract
- Camden Park
- Cawdor
- Couridjah
- Darkes Forest
- Douglas Park
- Glenmore
- Lakesland
- Maldon
- Menangle
- Mount Hunter
- Mowbray Park
- Nattai
- Oakdale
- Orangeville
- Pheasants Nest
- Picton
- Razorback
- Silverdale
- Tahmoor
- The Oaks
- Theresa Park
- Thirlmere
- Wallacia
- Warragamba
- Werombi
- Wilton
- Yanderra
- Yerranderie
- Other (terminate)

Section A – Priority Issues

Q1a. What do you value most about living in the Wollondilly Shire area?

.....

Q1b. Thinking of the next 10 to 20 years, what do you believe will be the highest priority issues within the Wollondilly Shire area?

.....

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

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

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

Q2. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. *Prompt*
RANDOMISE

Note: Only ask satisfaction if 4 or 5 for importance

People

	Importance					Satisfaction					NA
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
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"/>	<input type="radio"/>
Festival and events' programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovals and sportsgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings/halls/amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environment

	Importance					Satisfaction					NA
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Recycling and waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landfill facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tree management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency planning and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Place and Landscape

	Importance					Satisfaction					NA
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Floodplain and stormwater management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting heritage values 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"/>	<input type="radio"/>
Maintaining Council roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economy

	Importance					Satisfaction					NA
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Supporting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Performance

	Importance					Satisfaction					NA
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Opportunity to participate in Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decisions are made in the interests of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for the Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? *Prompt*

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

Q3b. Overall, for the last 12 months, how satisfied are you with the performance of Councillors? *Prompt*

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

Q4. Can you please rate the following criteria regarding Council's efforts to communicate with residents? Please rate on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied. *Prompt*

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

Section D – Contact with Council

Q5a. Have you contacted Council in the last 12 months?

- Yes (Go to Q6a)
- No

Q5b. If required, how would you most likely contact Council in the future? *Prompt (SR) Now go to Q7a*

- Councillor
- Email
- In person
- Mail
- Facebook
- Telephone
- Website
- Other (please specify).....

Q6a. When you last made contact with Council staff was it by: *Prompt (SR)*

- Councillor
- Email
- In person
- Mail
- Facebook
- Telephone
- Website
- Other (please specify).....

Q6b. What was the nature of your enquiry? *(MR) Prompt if required*

- Economic development, tourism and marketing
- Community services
- Events
- Library
- Planning and development
- Rates/fees and charges
- Recreation and leisure (e.g. pools, parks, sports grounds)
- Roads/footpaths/drains
- Waste management and recycling
- Children's services
- Provide input in community consultation
- Other (please specify).....

Q6c. Overall how satisfied were you with the way your contact was handled? *Prompt*

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

Q7a. How do you currently receive information about Council? Please answer yes or no as I read each one. (MR) *Prompt*

- Email
- Councillors
- Council websites
- Social media
- E-newsletter
- Newspaper
- Direct mail outs
- Radio
- Word of mouth (friend/family/neighbour)
- Community noticeboards
- Flyers distributed in the community
- Council staff out and about in the community

Q8a. Is there specific information you would like to receive from Council?

- Yes
- No (Go to Q9)

Q8b. What information would you like to receive from Council?

.....

Q9. How effective would the following methods be in keeping you informed about what is happening across the Shire? Please rate on a scale of 1 to 5, where 1 is not at all effective and 5 is very effective. *Prompt* RANDOMISE

	Not at all Effective		Very Effective	
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct mail outs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth (friend/family/neighbour)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community noticeboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyers distributed in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council staff out and about in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section E – Demographic and Profiling Questions

Q10a. Please stop me when I read out your age group: *Prompt*

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

Q10b. Which of the following best describes the dwelling where you are currently living? *Prompt*

- I/We own/are currently buying this property
- I/We currently rent this property
- Other (please specify).....

Q10c. How long have you lived in the Wollondilly Shire area? *Prompt*

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

Q10d. Gender (determine by voice):

- Male
- Female

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.

At this stage we are developing a register of interest for future consultations.

Q11a. Would you be interested in registering your interest in being contacted by Wollondilly Shire Council to participate in future consultations?

- Yes
- No (Go to end)

Q11b. (If yes). May I please confirm your contact details?

First name.....
Surname.....
Email.....
Telephone.....

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research (1800 639 599) on behalf of Wollondilly Shire Council.

A black and white cow is grazing in a lush green field. In the background, there are rolling hills and a dense line of trees, all shrouded in a thick mist or fog. The sky is overcast and grey. The overall scene is serene and rural.

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research

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