



Ku-ring-gai Council

Community Satisfaction Research

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Date: March 2017



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Background and Methodology

Background and Methodology

Ku-ring-gai Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding wellbeing/connectedness
- Identifying methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on

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

Questionnaire

Micromex Research, together with Ku-ring-gai Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 7th – 15th February 2017 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Ku-ring-gai Council Government Area.

Sample selection and error

506 resident interviews were completed, with 389 of the 506 respondents selected by means of a computer based random selection process using the electronic White Pages. The remaining 117 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Ku-ring-gai LGA, i.e. Turramurra, Gordon, Wahroonga, and Lindfield train stations.

A sample size of 506 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N=506 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

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

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Background and Methodology

Prequalification

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

Data analysis

The data within this report was analysed using Q Professional. 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.

Ratings questions

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

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

Mean rating explanation

Mean rating:

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

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

Percentages

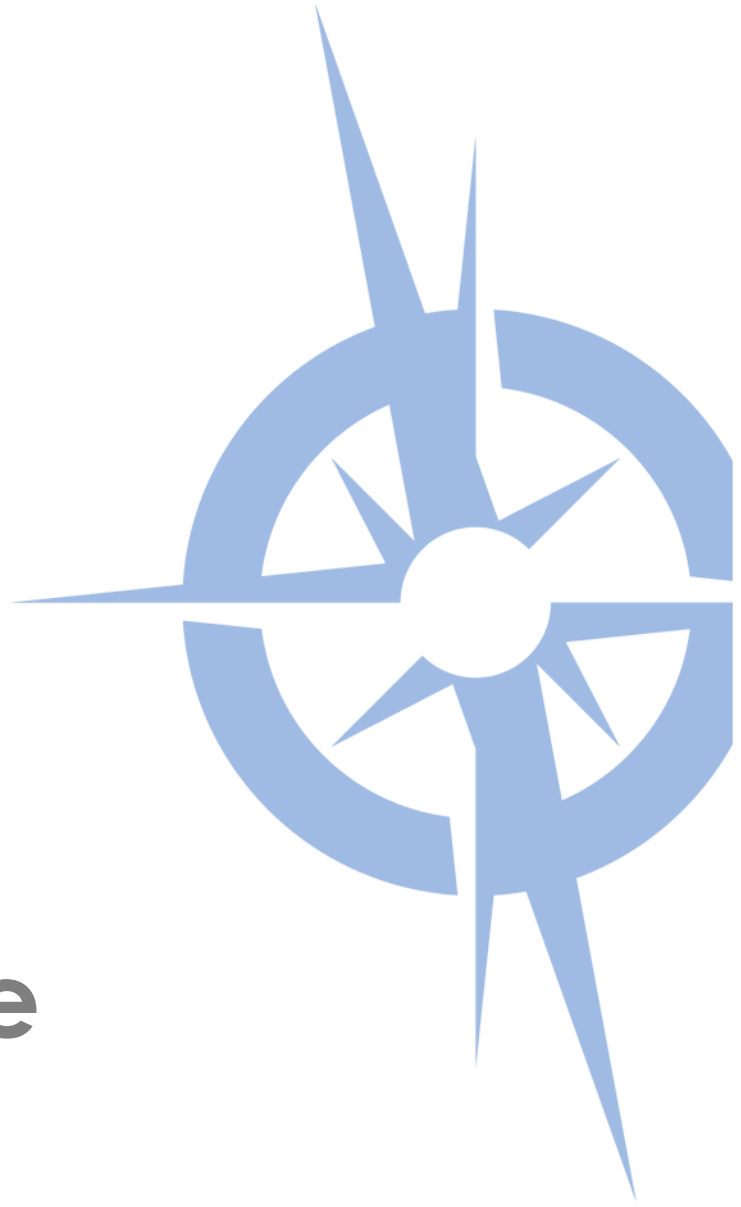
All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

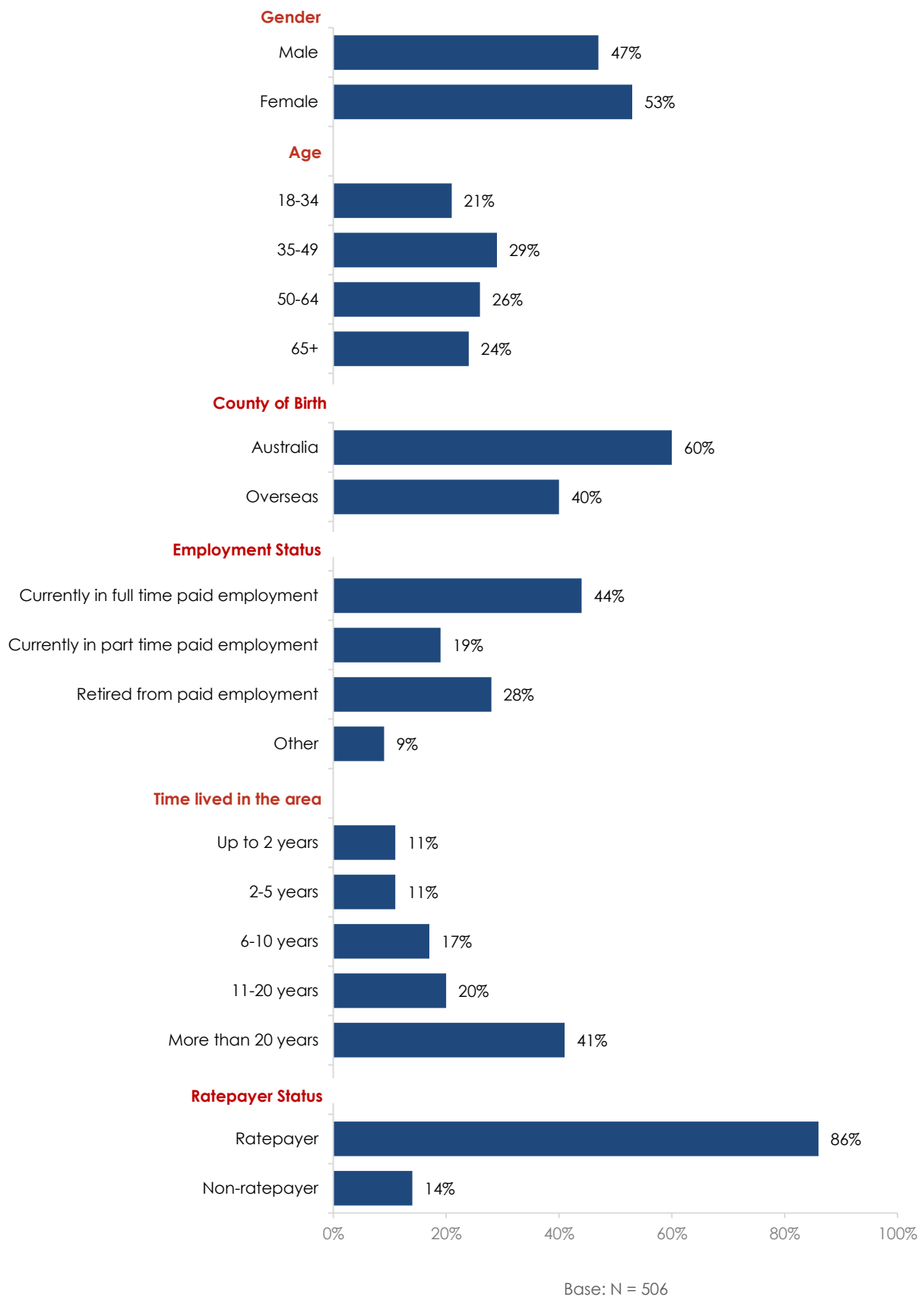
NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.



Sample Profile

Sample Profile



A sample size of 506 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Ku-ring-gai Council.



Key Findings

Key Findings

Overview (Overall Satisfaction with the Performance of Council)

Summary

Overall, 87% of residents are at least 'somewhat satisfied' with the performance of Council in the last 12 months. This is an improvement to the mean rating given by residents in 2014, in line with the Metro Benchmark, and significantly higher than the 'All of NSW' and 'Regional' Benchmarks.

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas?

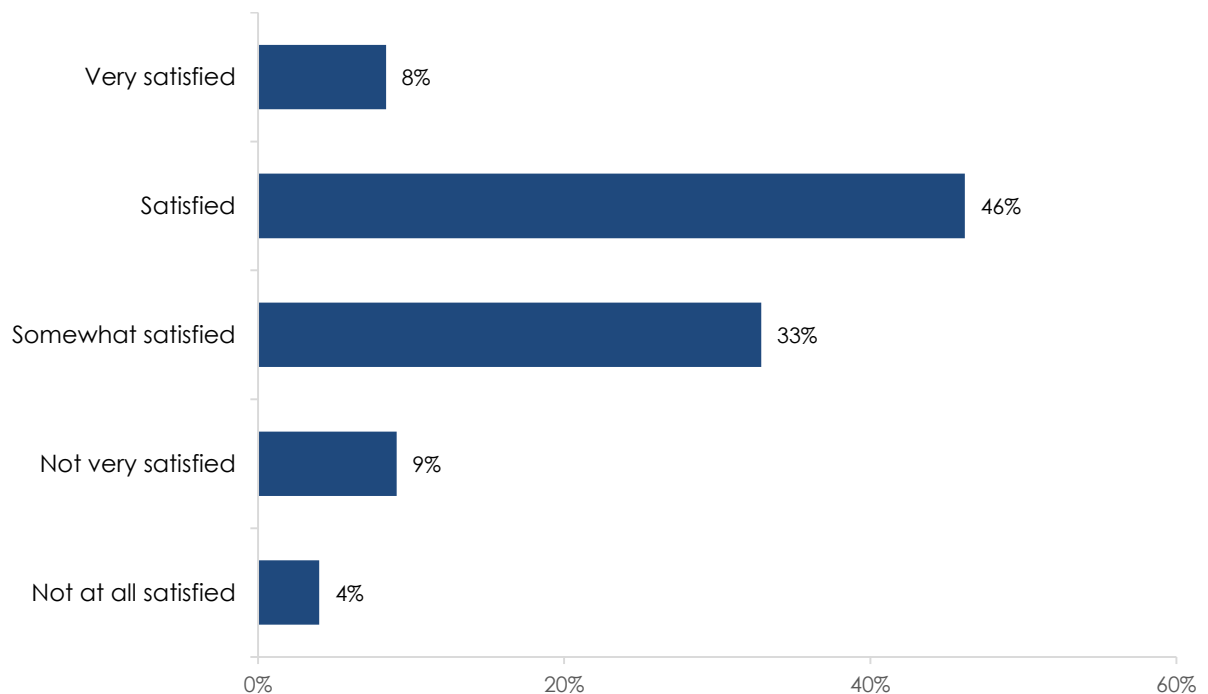
	Overall 2017	Overall 2014	Overall 2010	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.47▲	3.29	3.37	3.49	3.45	3.74▲	3.56	3.23▼	3.38	3.43	3.69▲

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Ku-ring-gai Council
Mean ratings	3.45	3.22▼	3.31▼	3.47▲

Note: NSW LGA Brands Scores or benchmark scores were developed by Micromex from a state-wide community research program undertaken in 2012 across all 152 NSW LGAs. Location analysis allowed us to identify various subsets i.e. metropolitan and regional

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)



Base: N=506



Key Findings

Overview (Quality of Life)

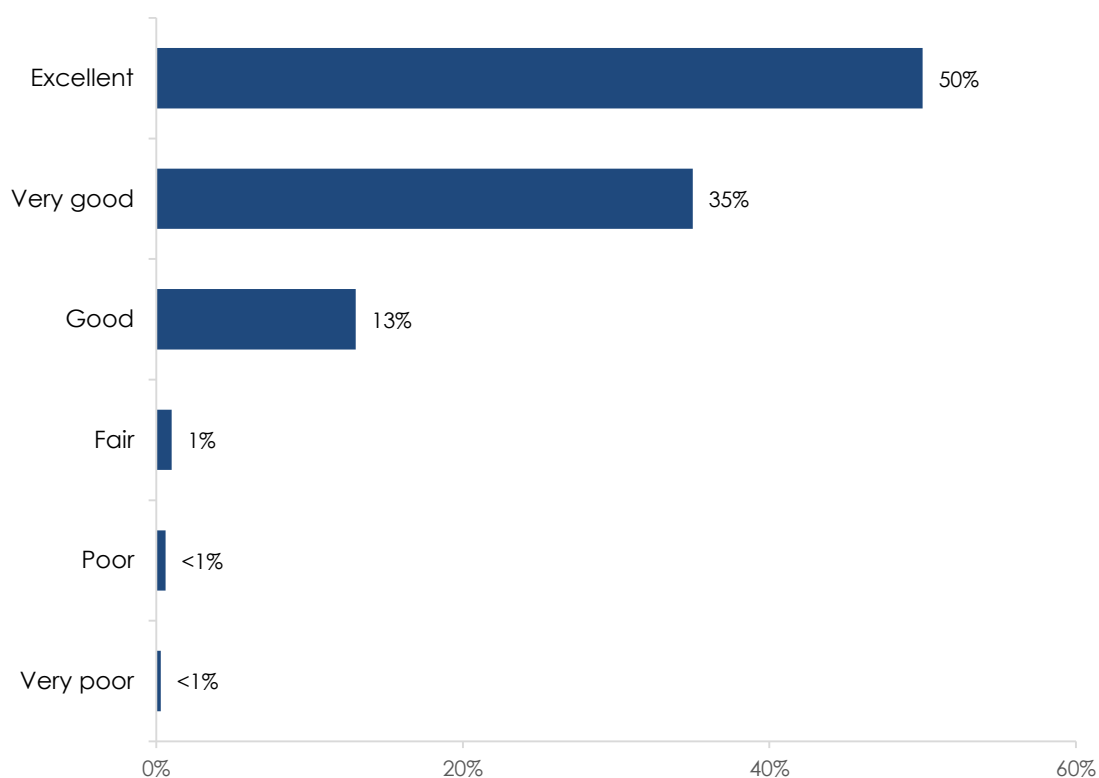
Summary

Overall, 98% of residents rated their quality of life in the Ku-ring-gai area as 'good' to 'excellent'. This result was similar across the demographics.

Q5d. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.32	5.37	5.28	5.26	5.33	5.39	5.29	5.31	5.38

Scale: 1 = very poor, 6 = excellent



Base: N=506



Key Findings

Overview (Satisfaction with Level of Council Communication)

Summary

90% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community.

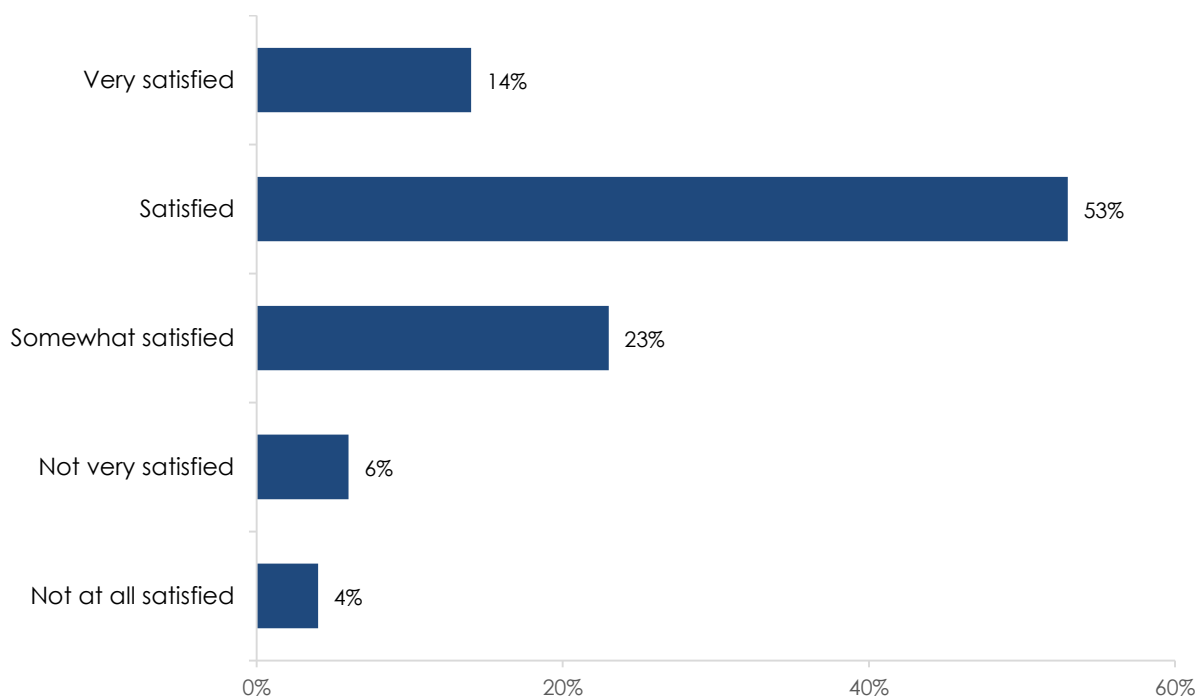
Residents aged 35-49 were significantly more satisfied with the level of communication, whilst those aged 50-64 were significantly less satisfied in comparison with other age groups.

Q2b. How satisfied are you with the level of communication Council currently has with the community?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.69	3.64	3.73	3.72	3.88▲	3.49▼	3.64	3.67	3.79

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)



Base: N=506



Key Findings

Overview (Strengths of Ku-ring-gai LGA)

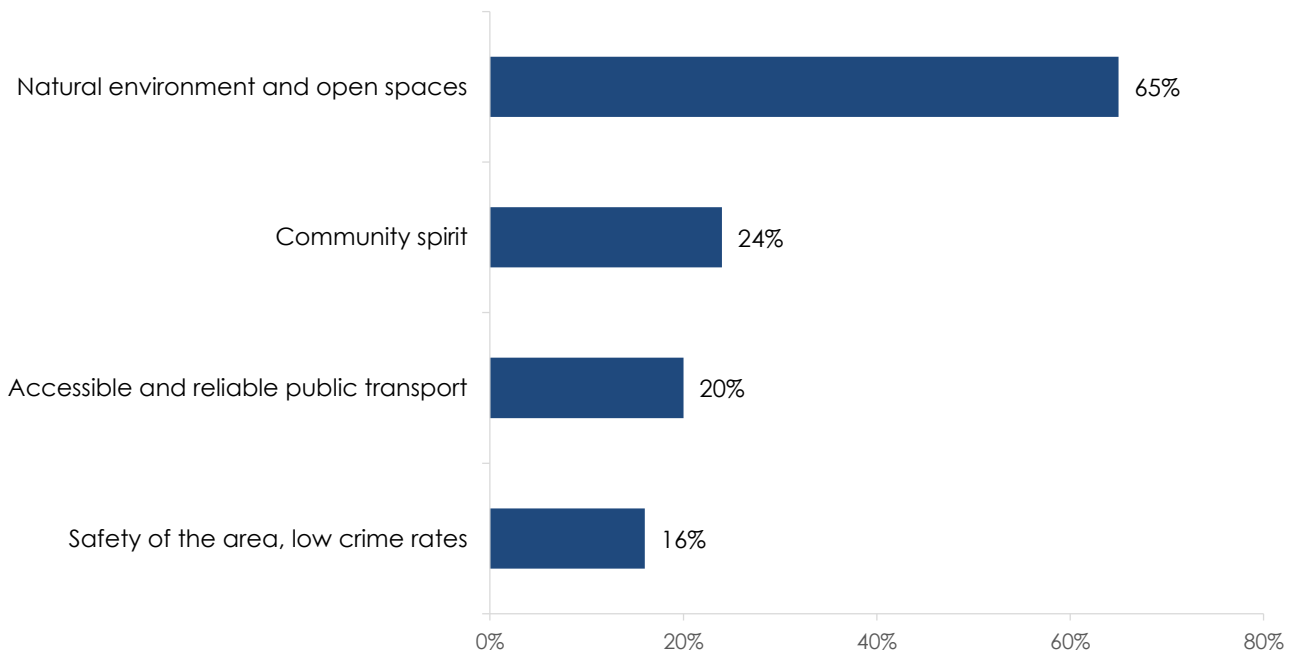
Summary

Almost two-thirds (65%) of residents believe the 'natural environment and open spaces' are a strength of the local area. Other strengths included the 'community spirit', 'accessible and reliable public transport' and the 'safety of the area, low crime rates'.

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 506

Note: Only responses $\geq 16\%$ are shown. For other responses, see Appendix A



Key Findings

Overview (Highest Priority Issues within Ku-ring-gai LGA)

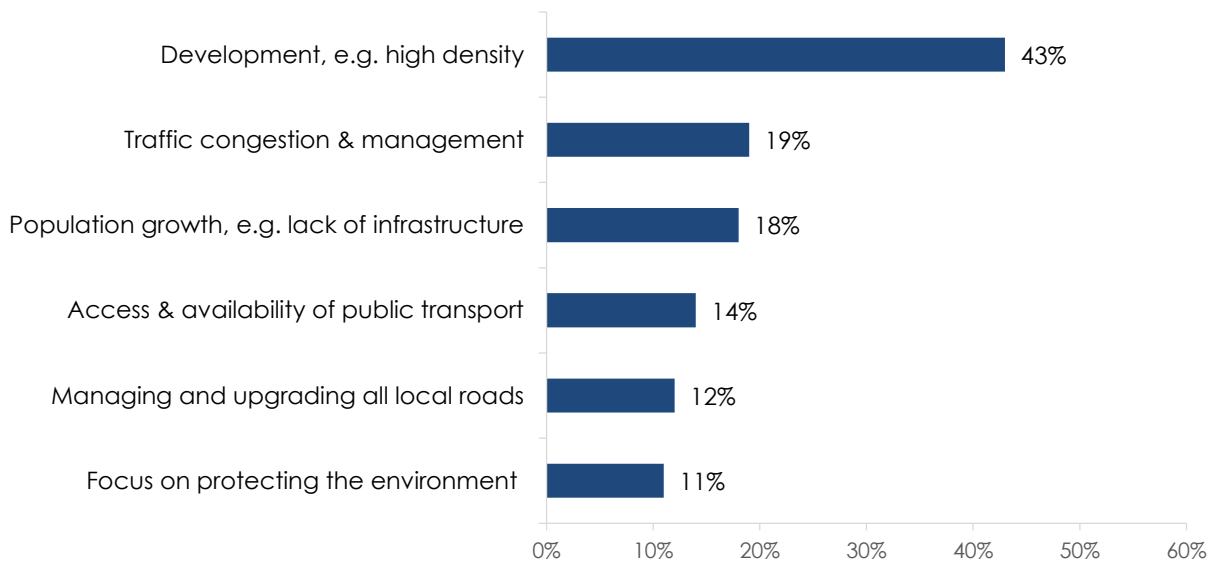
Summary

Residents believe 'development' (43%) will be the highest priority issue within the Ku-ring-gai area in the next 10 years. Residents are also concerned about the flow-on effects of development, i.e. 'traffic congestion & management' (19%), 'population growth' (18%), 'access & availability of public transport' (14%), 'managing and upgrading all local roads' (12%) and 'focus on protecting the environment' (11%).

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 506

Note: Only responses $\geq 11\%$ are shown. For other responses, see Appendix A



Key Findings

Key Importance Trends

Compared to the previous research conducted in 2014, there were significant **increases** in residents' levels of **importance** for 15 of the comparable 44 services and facilities provided by Council, these were:

	2017	2014
Protection of natural areas and bushland	4.49	4.34
Providing adequate drainage	4.45	4.27
Council advocacy on matters impacting on Ku-ring-gai	4.35	4.18
Council provision of information to residents	4.32	4.10
Street cleaning	4.23	4.10
Access to community facilities	4.23	4.08
Provision and maintenance of playgrounds	4.20	4.02
Street tree maintenance	4.16	3.98
Initiatives to reduce energy use	4.09	3.84
Initiatives to reduce water use	4.04	3.81
Support for people from diverse cultural and language backgrounds	3.99	3.68
Access to cycleways, footpaths, walking tracks	3.94	3.77
Variety of cultural experiences and performing arts	3.40	3.15
Festivals and major events	3.37	3.13
Tourism in the local area	2.96	2.74



Key Findings

Key Satisfaction Trends

Over the same period there were **increases** in residents' levels of **satisfaction** across 29 of the comparable 44 services and facilities provided by Council, including:

	2017	2014
Litter control and rubbish dumping	3.84	3.69
Protection of natural areas and bushland	3.84	3.59
Community safety/crime prevention	3.78	3.58
Access to community facilities	3.73	3.59
Initiatives to reduce waste and improve recycling	3.70	3.52
Condition of waterways and creeks	3.62	3.44
Access to public transport	3.55	3.37
Support for older people	3.53	3.38
Support for people with a disability	3.51	3.24
Public toilets	3.46	2.92
Support for people from diverse cultural & language backgrounds	3.45	3.26
Availability of venues to eat out and socialise	3.45	3.23
Protecting heritage buildings and conservation areas	3.42	3.17
Providing adequate drainage	3.36	3.17
Council provision of information to residents	3.35	3.07
Variety of local activities and experiences	3.33	3.11
Tourism in the local area	3.23	2.86
Revitalisation/beautification of local centres and neighbourhood shops	3.12	2.81
Council advocacy on matters impacting on Ku-ring-gai	3.11	2.68
Initiatives to reduce energy use	3.10	2.88
Management of commercial development	3.05	2.68
Traffic management	3.04	2.85
Management of residential development	3.01	2.56
Development compatible with the local area	3.00	2.44
Long term planning for the Ku-ring-gai area	2.99	2.61
Condition of local roads	2.99	2.58
Opportunities to participate in Council decision making	2.94	2.57
Availability of car parking in the local centres	2.89	2.49
Quality of footpaths	2.81	2.63



Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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

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

1. Identify and understand the hierarchy of community priorities
2. Inform future strategic planning and resourcing in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 45 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'Council provision of information to residents' was given an importance score of 4.32, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.35, which indicates that residents have a 'moderate' level of satisfaction with Ku-ring-gai Council's performance and focus on that measure.

In the case of a performance gap such as for 'festivals and major events' (3.37 importance vs. 3.62 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

Ranking 2014	Ranking 2017	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
3	1	Long term planning for the Ku-ring-gai area	4.62	2.99	1.63
2	2	Condition of local roads	4.53	2.99	1.54
1	3	Availability of car parking in the local centres	4.40	2.89	1.51
5	4	Quality of footpaths	4.31	2.81	1.50
6	5	Traffic management	4.40	3.04	1.36
4	6	Development compatible with the local area	4.33	3.00	1.33
7	7	Council advocacy on matters impacting on Ku-ring-gai	4.35	3.11	1.24
16	8▼	Street tree maintenance	4.16	2.94	1.22
8	9	Management of residential development	4.16	3.01	1.15
12	10	Providing adequate drainage	4.45	3.36	1.09
11	11	Access to public transport	4.58	3.55	1.03
17	12	Initiatives to reduce energy use	4.09	3.10	0.99
14	13	Council provision of information to residents	4.32	3.35	0.97
18	14	Support for young people	4.27	3.35	0.92
10		Revitalisation/beautification of local centres and neighbourhood shops	4.04	3.12	0.92
9	16	Opportunities to participate in Council decision making	3.85	2.94	0.91
13	17	Support for people with a disability	4.35	3.51	0.84
19	18	Support for older people	4.33	3.53	0.80
15	19	Management of commercial development	3.83	3.05	0.78
31	▼	Initiatives to reduce water use	4.04	3.26	0.78
26	21	Access to cycleways, footpaths, walking tracks	3.94	3.18	0.76
29	22	Growing the local economy	3.91	3.18	0.73
26	23	Support for children	4.29	3.58	0.71
21	24	Condition of waterways and creeks	4.31	3.62	0.69
23	25	Protecting heritage buildings and conservation areas	4.09	3.42	0.67
21	26	Community safety/crime prevention	4.44	3.78	0.66
25	27	Protection of natural areas and bushland	4.49	3.84	0.65
29	28	Initiatives to reduce waste and improve recycling	4.34	3.70	0.64
20	29▲	Availability of venues to eat out and socialise	4.08	3.45	0.63
26	30	Litter control and rubbish dumping	4.46	3.84	0.62
32	31	Provision and maintenance of local parks and gardens	4.37	3.80	0.57
34	32	Provision and maintenance of sporting ovals, grounds and facilities	4.29	3.74	0.55
38	33	Support for people from diverse cultural language backgrounds	3.99	3.45	0.54
36	34	Street cleaning	4.23	3.70	0.53
37	35	Access to community facilities	4.23	3.73	0.50
34	36	Opportunities to work in the local area	3.47	3.05	0.42
39	37	Provision and maintenance of playgrounds	4.20	3.82	0.38
33	38	Variety of local activities and experiences	3.69	3.33	0.36
N/A	39	Condition of community buildings	3.88	3.61	0.27
24	40▲	Public toilets	3.72	3.46	0.26
40	41	Domestic garbage collection	4.70	4.45	0.25
41	42	Provision and operation of libraries	4.31	4.13	0.18
42	43	Variety of cultural experiences and performing arts	3.40	3.35	0.05
44	44	Festivals and major events	3.37	3.62	-0.25
43	45	Tourism in the local area	2.96	3.23	-0.27

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

▲▼ = significantly positive/negative shift in ranking (2017 compared to 2014)

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.81 and 3.11, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Long term planning for the Ku-ring-gai area	4.62	2.99	1.63
2	Condition of local roads	4.53	2.99	1.54
3	Availability of car parking in the local centres	4.40	2.89	1.51
4	Quality of footpaths	4.31	2.81	1.50
5	Traffic management	4.40	3.04	1.36
6	Development compatible with the local area	4.33	3.00	1.33
7	Council advocacy on matters impacting on Ku-ring-gai	4.35	3.11	1.24
8	Street tree maintenance	4.16	2.94	1.22
9	Management of residential development	4.16	3.01	1.15

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'long term planning for the Ku-ring-gai area' is the area of least relative satisfaction.

Possible factors affecting these outcomes need further Council investigation. For example, the impact of severe street tree trimming in northern Sydney in late 2016 by electricity providers may have affected the outcome for the street tree maintenance service. Similarly the proposed State government merger proposal for Ku-ring-gai Council area may have affected resident views on the importance of and resident satisfaction with long term planning for the Ku-ring-gai area.

It should be noted that all services above, with the exception of street tree maintenance, had increases in resident satisfaction since 2014, however the level of importance placed on these services by residents also increased.

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 – which enables all services to be graphically plotted and compared.



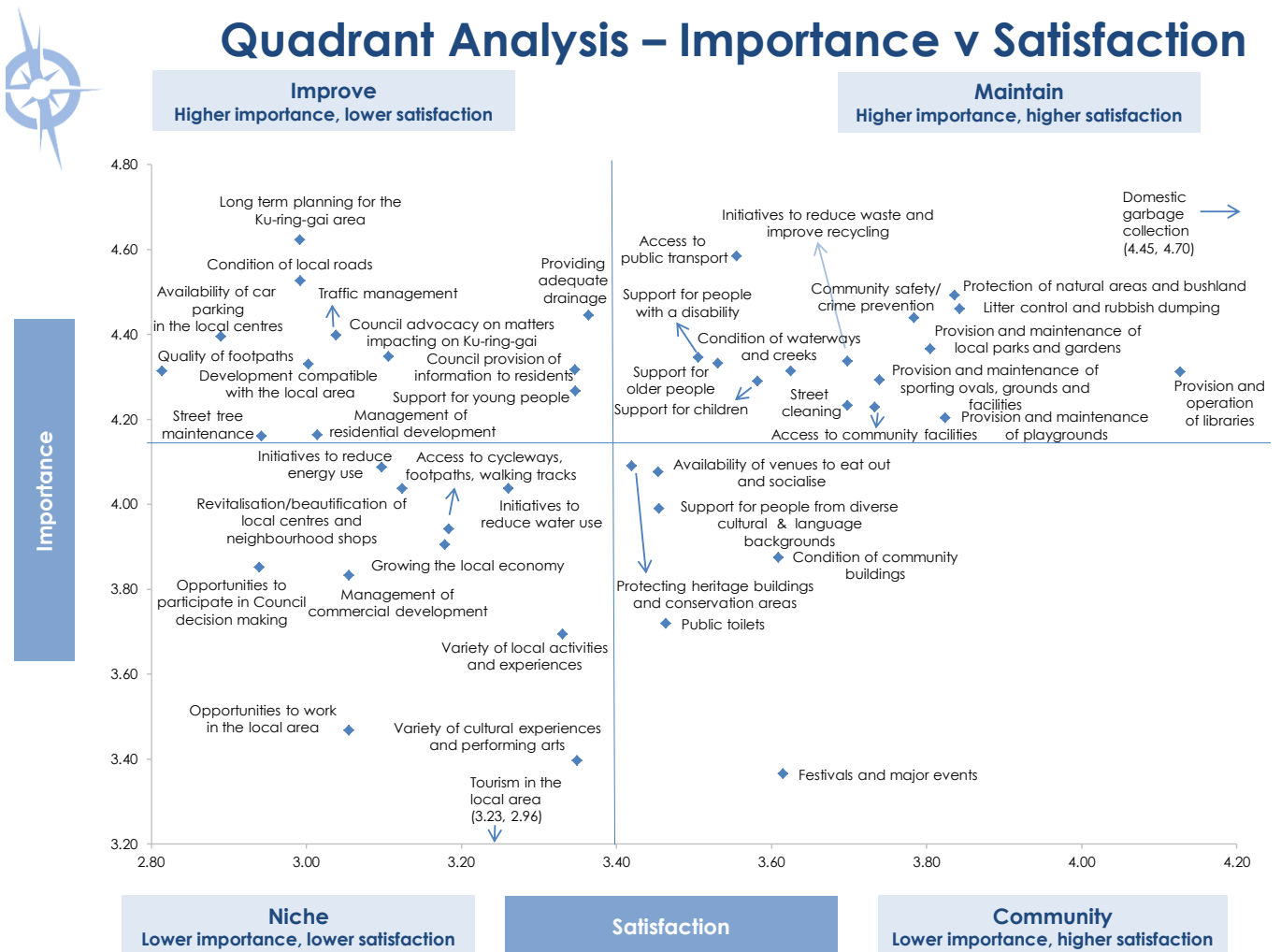
Key Findings

Quadrant Analysis

Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.15 and the average rated satisfaction score was 3.40. Therefore, any facility or service that received a mean stated importance score of ≥ 4.15 would be plotted in the higher importance section and, conversely, any that scored < 4.15 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.40. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'domestic garbage collection', 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 'long term planning for the Ku-ring-gai area' 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 'opportunities to work in the local area', 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, **COMMUNITY**, such as 'festivals and major events', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. For example, no matter how much focus a council dedicates to 'condition of local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

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

Therefore, in order to identify how Ku-ring-gai Council can actively drive overall community satisfaction, we conducted further analysis.

The Shapley Value Regression

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

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

What Does This Mean?

Statistical modelling tells us 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'.



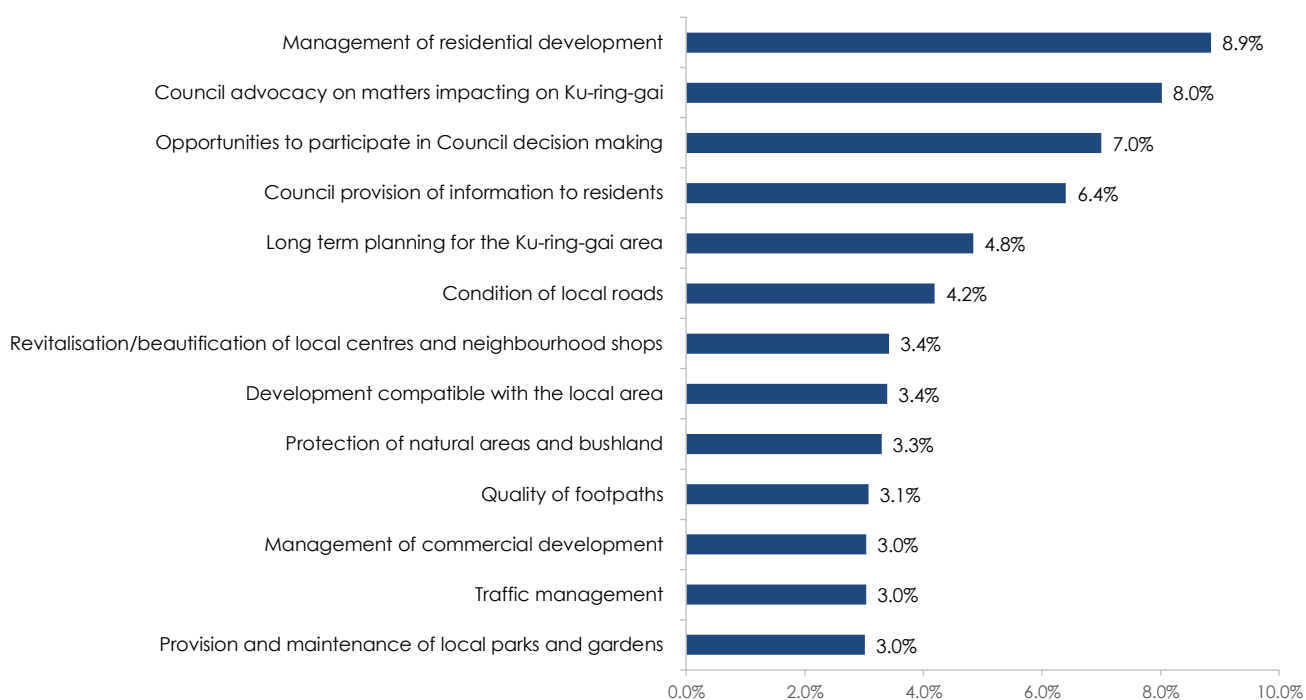
Key Findings

Key Drivers of Satisfaction with Ku-ring-gai Council

The results in the chart below provide Ku-ring-gai Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 13 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 32 attributes we obtained measures on have only a limited impact on the community's satisfaction with Ku-ring-gai Council's performance. Therefore, whilst all 45 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute to Over 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 13 services/facilities are the key community priorities and by addressing these, Ku-ring-gai Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'provision and maintenance of local parks and gardens', 'traffic management' and 'management of commercial development' each contribute 3.0% towards overall satisfaction, while 'management of residential development' (8.9%) is a far stronger driver, contributing almost three times as much to overall satisfaction with Council.

Key Findings

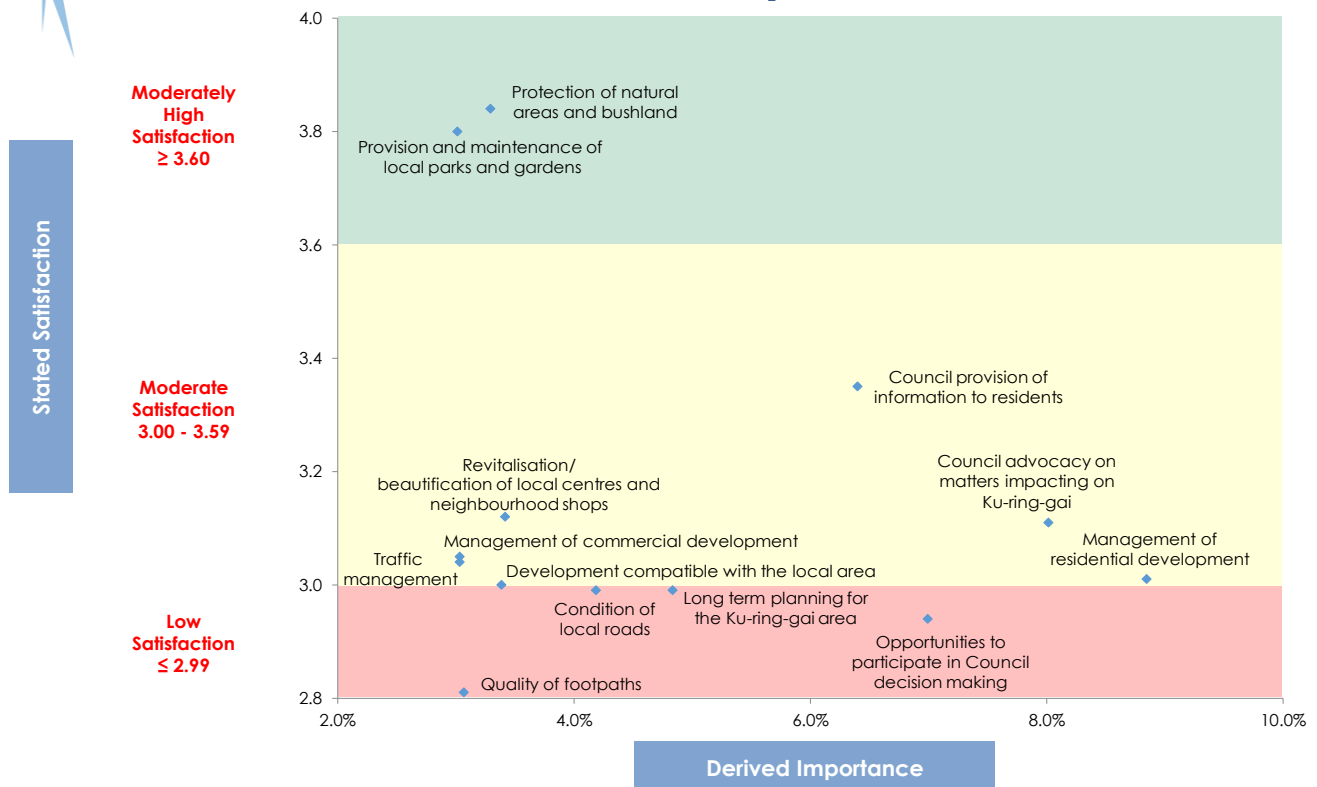
Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'protection of natural areas and bushland' and 'provision and maintenance of local parks and gardens'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Ku-ring-gai Council can address these core drivers, they will be able to further improve resident satisfaction with their performance.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'council provision of information to residents', 'revitalisation/beautification of local centres and neighbourhood shops', 'Council advocacy on matters impacting on Ku-ring-gai', 'management of commercial development', 'traffic management', 'management of residential development' and 'development compatible with the local area' could possibly be targeted for further optimisation.

Furthermore, areas such as 'condition of local roads', 'long term planning for the Ku-ring-gai area', 'opportunities to participate in Council decision making' and 'quality of footpaths' are issues Council should be looking to understand resident expectations and concerns and/or more actively inform/engage residents of Council's position and advocacy across these areas.



Key Findings

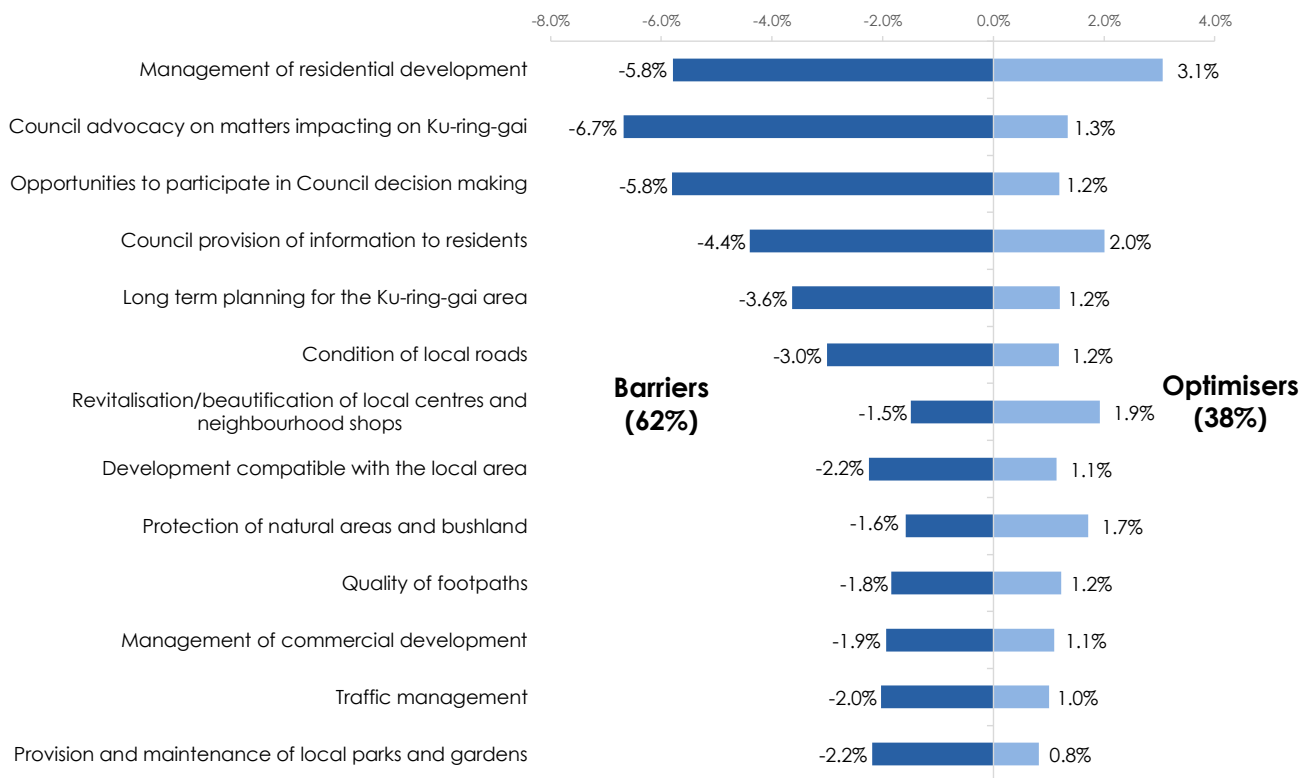
Advanced Shapley Outcomes

The chart below 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.

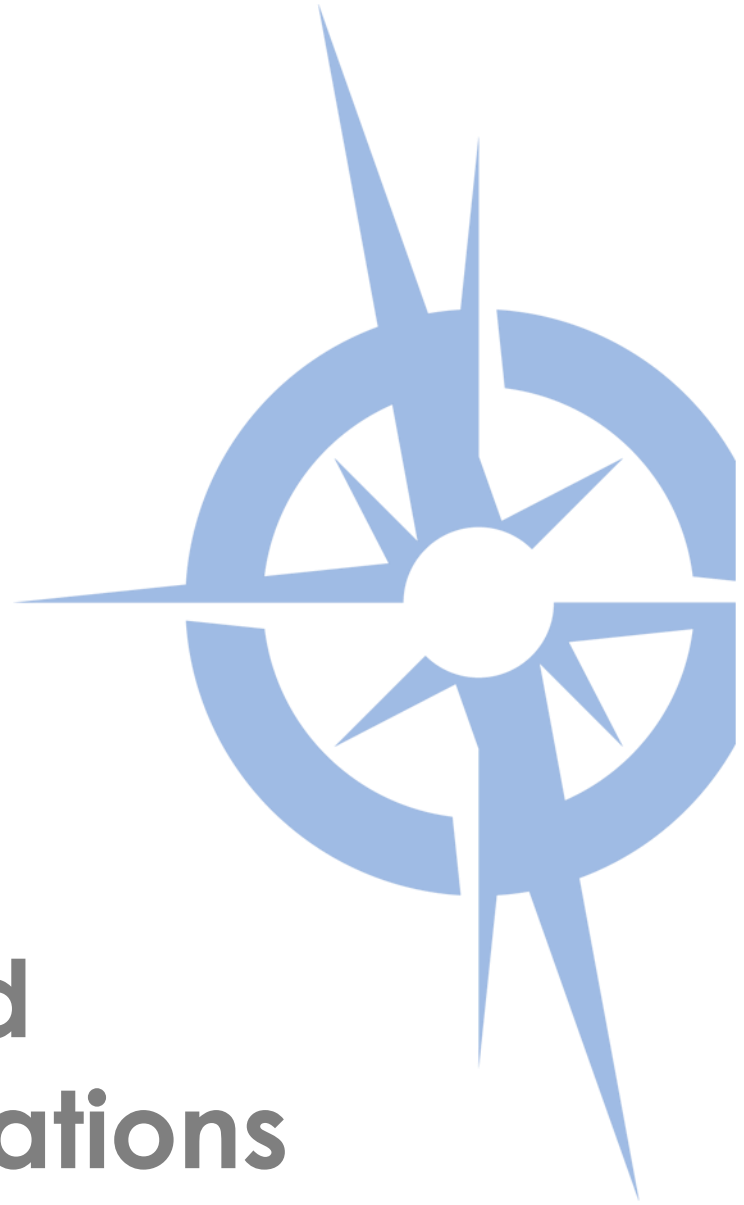
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being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

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

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Summary and Recommendations

Summary and Recommendations

Summary

Overall satisfaction with the performance of Council has increased since it was last measured in 2014, and with a mean rating of 3.47 is now in line with the NSW Metro Council norm of 3.45. This increase has driven Ku-ring-gai's result higher than the result for the 'all of NSW councils' norm. It may also contribute to residents' overall responses to quality of life, which 98% of residents rated as 'good to 'excellent'.

Another contributing factor to improving overall satisfaction with Council's performance is the significant improvement in satisfaction for 29 of the 44 comparable services and facilities since 2014.

Development has continued to remain a priority concern for residents, with 43% nominating it the highest priority issue for Ku-ring-gai's future (42% in 2014). As with many Sydney residents the Ku-ring-gai community indicated continued high concerns with increased development and population growth, with flow-on effects such as traffic congestion and concerns about the capacity of local infrastructure. With almost two-thirds of residents (65%) stating the area's greatest strength is the 'natural environment and open spaces', they are naturally concerned with the amount of development happening in the area.

When comparing importance and satisfaction ratings across the 45 service delivery areas, the two key themes emerging echoed the results from 2014:

- Planning and the scale of development
 - 'Long term planning for the Ku-ring-gai area', 'development compatible with the local area', and 'management of residential development' all recorded very high performance gaps
- Transport
 - 'Condition of local roads', 'availability of car parking in the local centres', 'quality of footpaths', 'traffic management', and 'access to public transport' were all areas where an opportunity exists to improve delivery

The regression analysis also reiterated the concern residents have regarding development in the area, with 'management of residential development' the key driver of overall satisfaction. Other areas considered key drivers related to Council governance, i.e. 'council advocacy on matters impacting on Ku-ring-gai', 'opportunities to participate in council decision-making' and 'council provision of information to residents'.

Recommendations

Based on the findings of this research, development and its fit with the local area stand out as residents' key issues, and as such Council should:

- Continue to monitor and assess community expectations and concerns regarding development in the local area (residential and commercial), specifically in terms of community input, and ensuring its compatibility
- Continue to explore expectations and aspirations with regard to footpaths, roads, and infrastructure, potentially prioritising areas of particular concern to residents identified via follow up research.





**Section A –
Contact with Ku-ring-gai
Council**

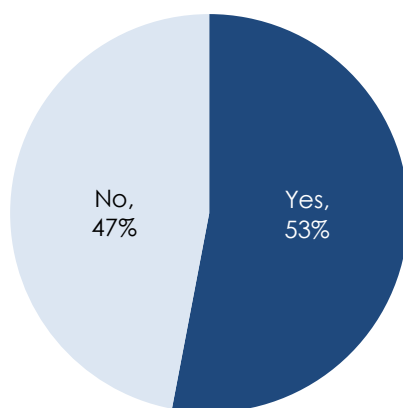
Contact with Council

Summary

53% of residents contacted Council in the last 12 months, and of those who did, the majority (54%) did so via 'phone'.

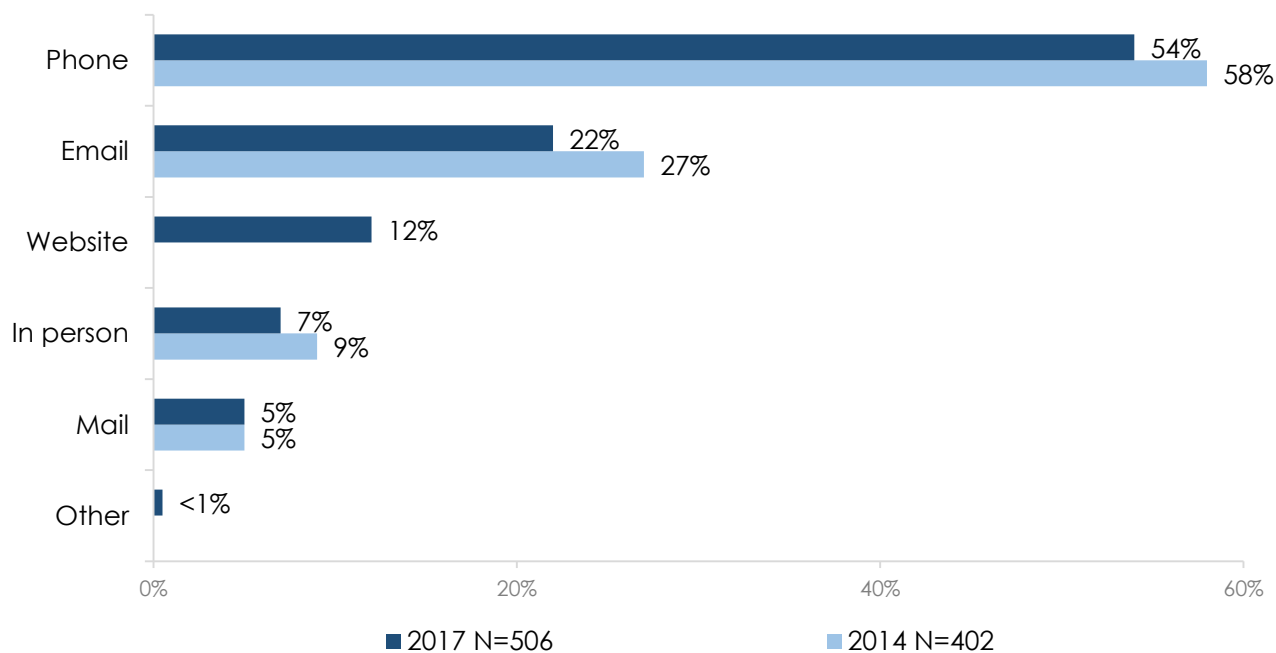
Residents aged 65+ were significantly more likely to make contact 'in person' and significantly less likely to via the 'website'.

Q1a. Have you contacted Council in the last 12 months?



	2017 N=506	2014 N=402	2010 N=400
Yes	53%	52%	56%
No	47%	48%	44%

Q1b. When you made your contact with the council staff was it by:



Other specified	Count
Third party builders	1

Note: 'Website' and 'other' were only asked of residents in 2017



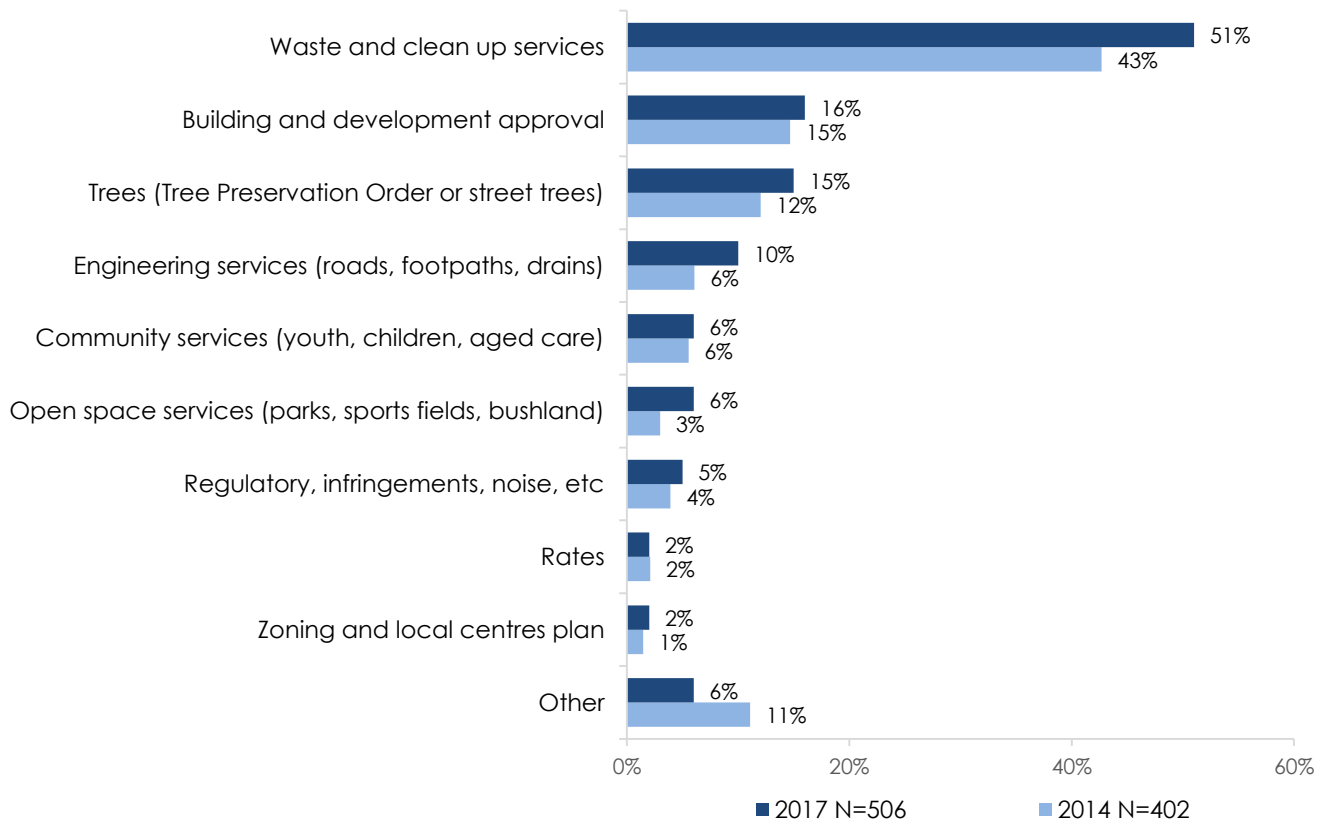
Nature of Enquiry

Summary

51% of those who contacted Council did so in regards to 'waste and clean up services'. This has remained the predominant enquiry.

Residents aged 18-34 were significantly more likely to contact Council regarding 'regulatory, infringements, noise, etc.', whilst those aged 35-49 were significantly more likely to contact about a 'building and development approval'.

Q1c. What was the nature of your enquiry?



Other specified	Count
Animal control	3
Street parking problems, i.e. boats, caravans	3
Work experience	2
Asbestos program	1
Background information for residence	1
Change of address	1
Changing income	1
Community hall hire	1
Council rangers	1
Information session	1
Lift at Wahroonga Station	1
Maintenance of lights at St Ives Library	1
Neighbour refused to fix fencing	1
Pensioner forms	1
Promotion of Turramurra Precinct	1



Satisfaction with the Way Contact was Handled

Summary

74% of those who contacted Council were 'satisfied' to 'very satisfied' with the way their contact was handled. This compares to 68% in 2014.

Those who contacted Council via the 'website' were significantly more likely to be satisfied, whilst those aged 50-64 were significantly less likely.

Q1d. How satisfied were you with the way your contact was handled?

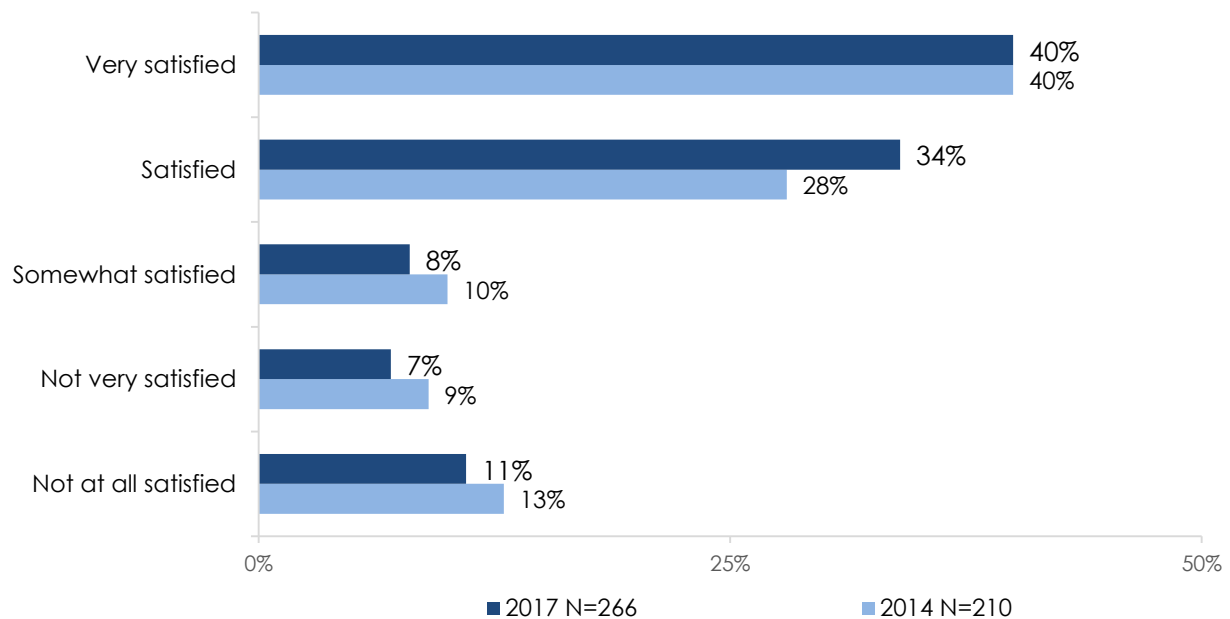
	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.86	3.75	3.93	3.81	3.77	4.03	3.56▼	4.03	3.85	3.99

	Phone	Email	Website	In person	Mail*
Mean ratings	3.84	3.60	4.56▲	3.93	3.50

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)

*Note: Small sample size



Q1e. Why do you say that?

Not at all satisfied (11%) + Not very satisfied (7%)	Count
Problem was not resolved	18
Staff weren't helpful	17
No response	14
Slow response	13
Poor customer service	6
Lack of transparency	3



Sourcing Information on Council Services & Facilities

Summary

77% of residents obtain information on council services and facilities via the 'council website'.

Sourcing information from the 'North Shore Times' and by 'word of mouth' has significantly decreased since 2014.

Females were significantly more likely to source information via 'council brochures in letterbox' and 'social media'.

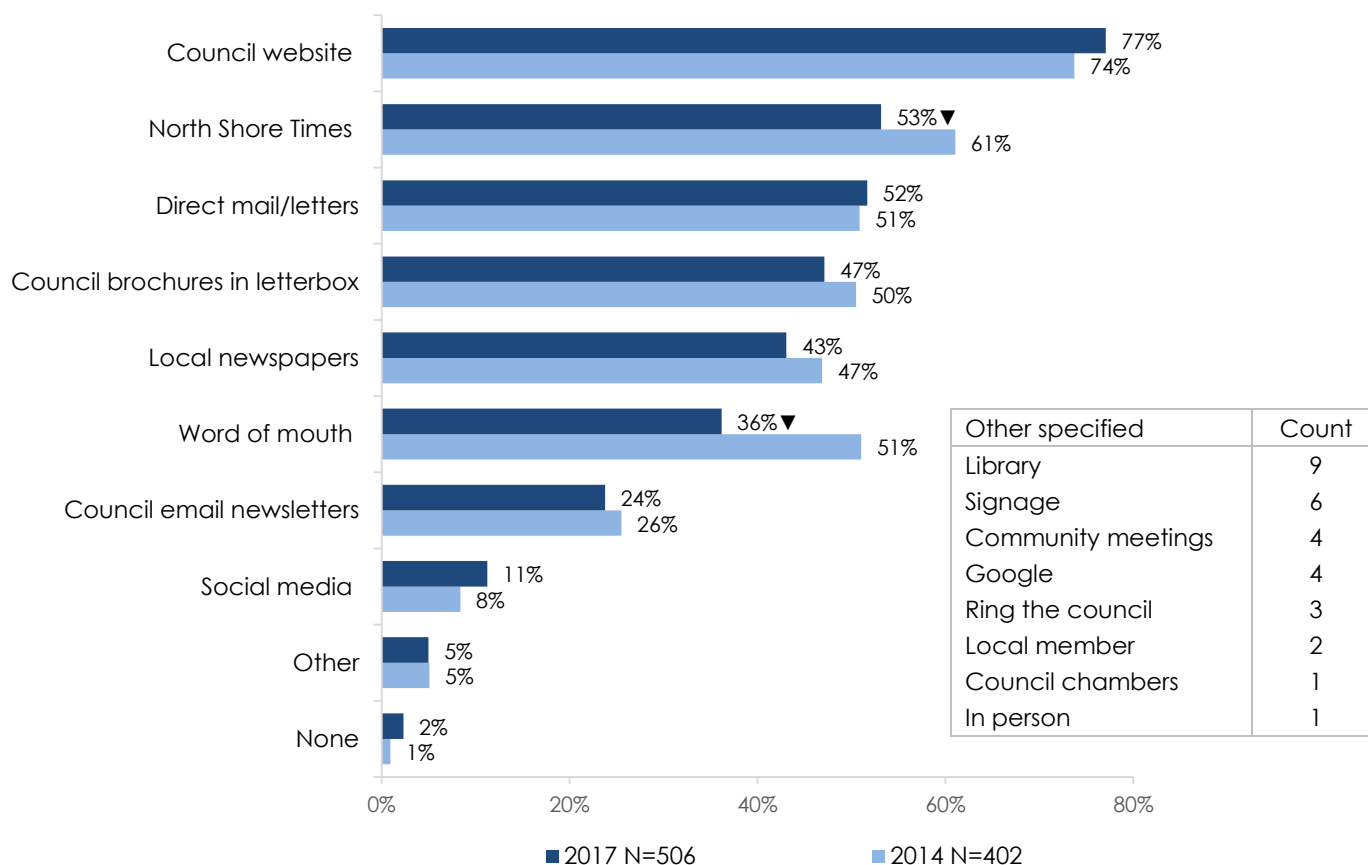
Residents aged 18-34 were significantly more likely to source information via 'social media', but significantly less likely via 'direct mail/letters', 'council brochures in letterbox', 'local newspapers' and 'council email newsletters'.

Those aged 35-64 were significantly more likely to source information via the 'council website', but those aged 35-49 were significantly less likely to do so through the 'North Shore Times' and 'local newspapers'. This age group was also significantly more likely to have sourced information.

Residents aged 65+ were significantly more likely to acquire information using the 'North Shore Times', 'direct mail/letters', 'council brochures in letterbox', 'local newspapers' and 'council email newsletters', but significantly less likely through the 'council website' and 'social media'.

Ratepayers were significantly more likely to obtain information from the 'North Shore Times', 'direct mail/letters', 'local newspapers' and 'council email newsletters'.

Q2a. Where do you source information on council services and facilities?



Satisfaction with Level of Council Communication

Summary

90% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community, with a significant increase in the mean rating since 2014.

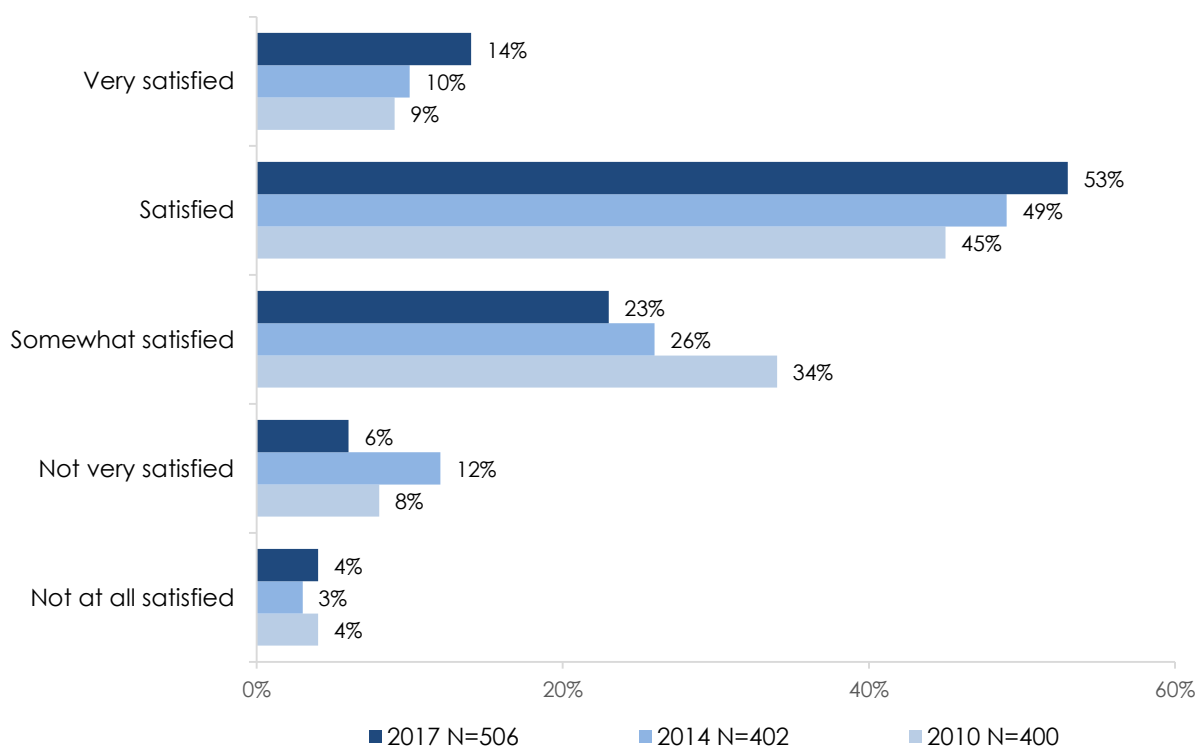
Residents aged 35-49 were significantly more satisfied with the level of communication, whilst those aged 50-64 were significantly less satisfied.

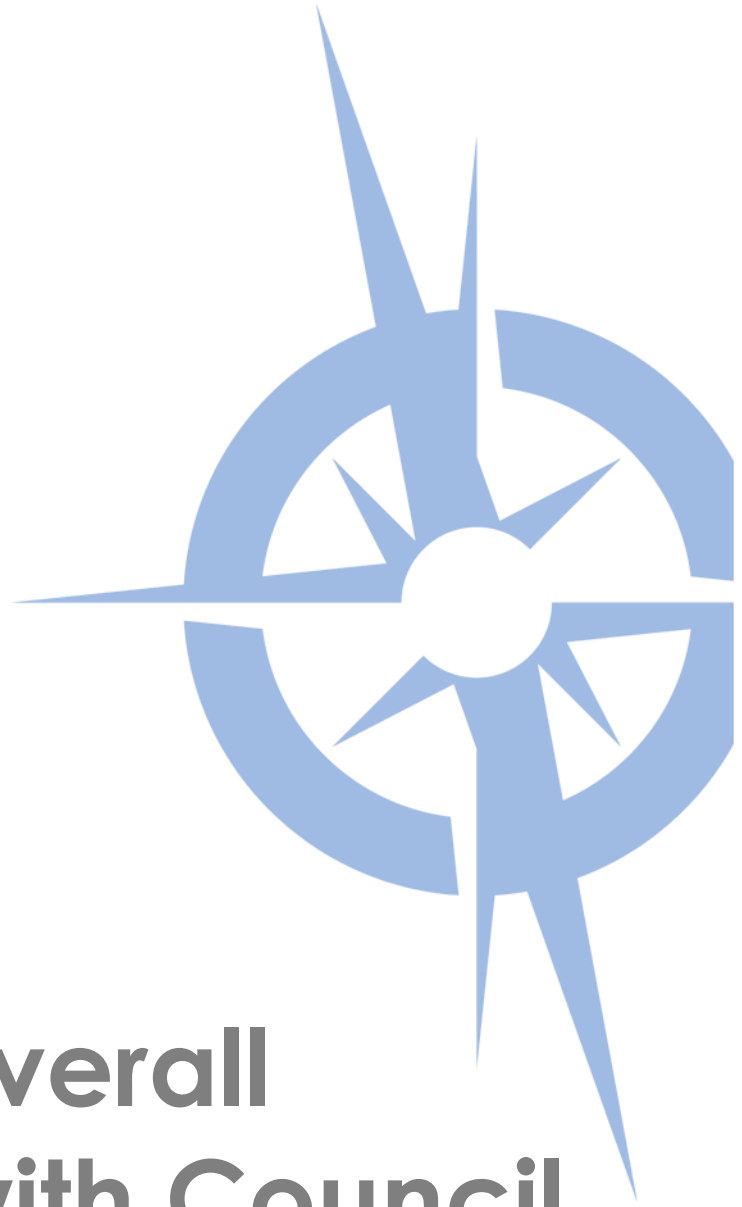
Q2b. How satisfied are you with the level of communication Council currently has with the community?

	Overall 2017	Overall 2014	Overall 2010	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.69▲	3.51	3.45	3.64	3.73	3.72	3.88▲	3.49▼	3.64	3.67	3.79

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)





Section B – Overall Satisfaction with Council and the Local Area

Overall Satisfaction with the Performance of Council

Summary

Overall, 87% of residents are at least 'somewhat satisfied' with the performance of Council in the last 12 months. This is an improvement to the mean rating given by residents in 2014, in line with the Metro Benchmark, and significantly higher than the 'All of NSW' and 'Regional' Benchmarks.

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai Council, not just on one or two issues, but across all responsibility areas?

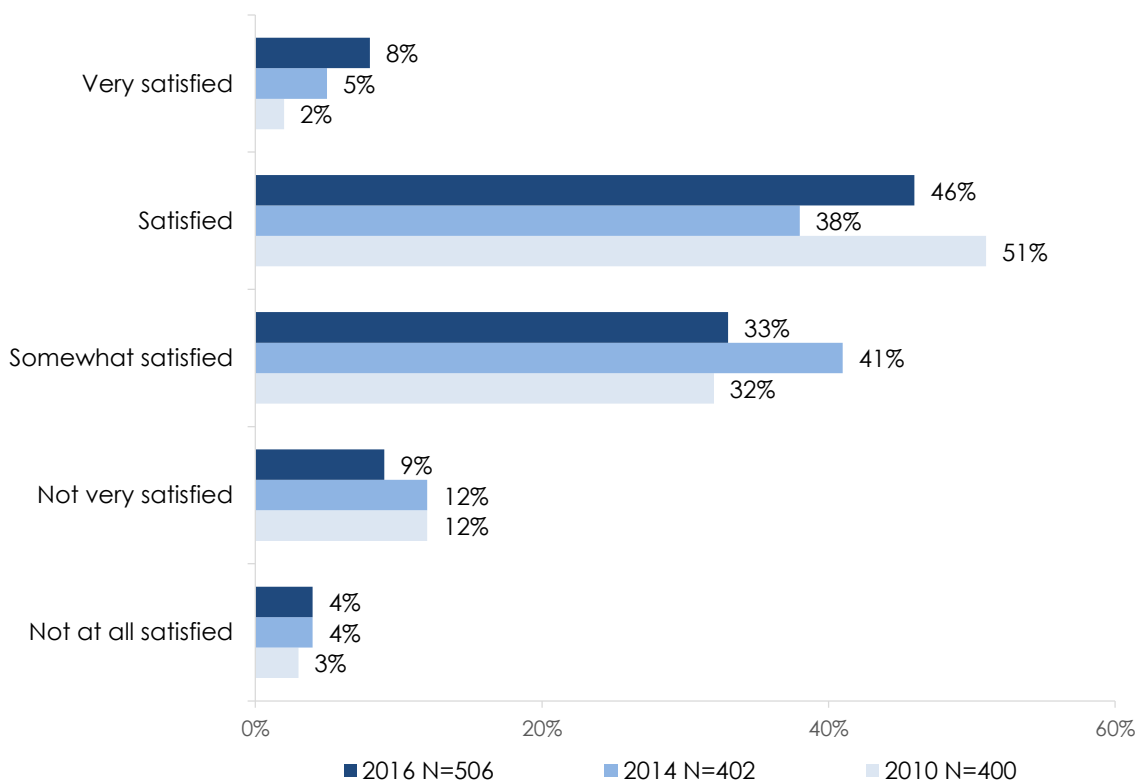
	Overall 2017	Overall 2014	Overall 2010	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.47▲	3.29	3.37	3.49	3.45	3.74▲	3.56	3.23▼	3.38	3.43	3.69▲

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Ku-ring-gai Council
Mean ratings	3.45	3.22▼	3.31▼	3.47▲

Note: NSW LGA Brands Scores or benchmark scores were developed by Micromex from a state-wide community research program undertaken in 2012 across all 152 NSW LGAs. Location analysis allowed us to identify various subsets i.e. metropolitan and regional

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)



Strengths of Ku-ring-gai LGA

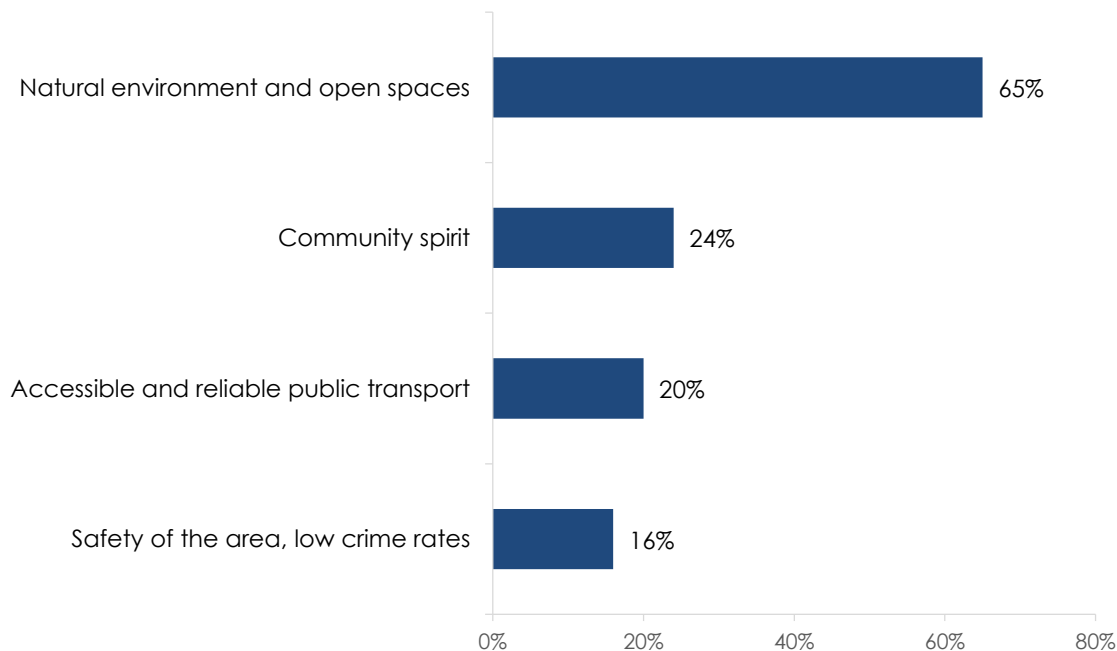
Summary

Almost two-thirds (65%) of residents believe the 'natural environment and open spaces' are a strength of the local area. Other strengths included the 'community spirit', 'accessible and reliable public transport' and the 'safety of the area, low crime rates'.

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 506

Note: Only responses $\geq 16\%$ are shown. For other responses, see Appendix A



Highest Priority Issues within Ku-ring-gai LGA

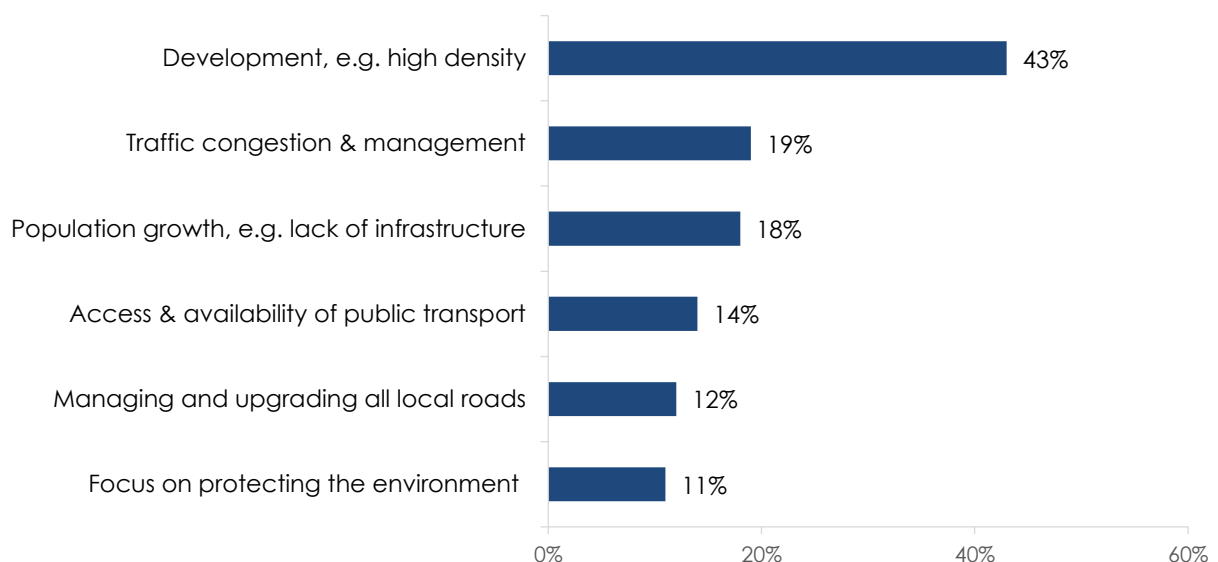
Summary

Residents believe 'development' (43%) will be the highest priority issue within the Ku-ring-gai area in the next 10 years. Residents are also concerned about the flow-on effects of development, i.e. 'traffic congestion & management' (19%), 'population growth' (18%), 'access & availability of public transport' (14%), 'managing and upgrading all local roads' (12%) and 'focus on protecting the environment' (11%).

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Base: N = 506

Note: Only responses $\geq 11\%$ are shown. For other responses, see Appendix A



Importance of Maintaining Ku-ring-gai's Unique Visual Character & Identity

Summary

86% of residents believe it is important for Council to maintain Ku-ring-gai's unique visual character and identity.

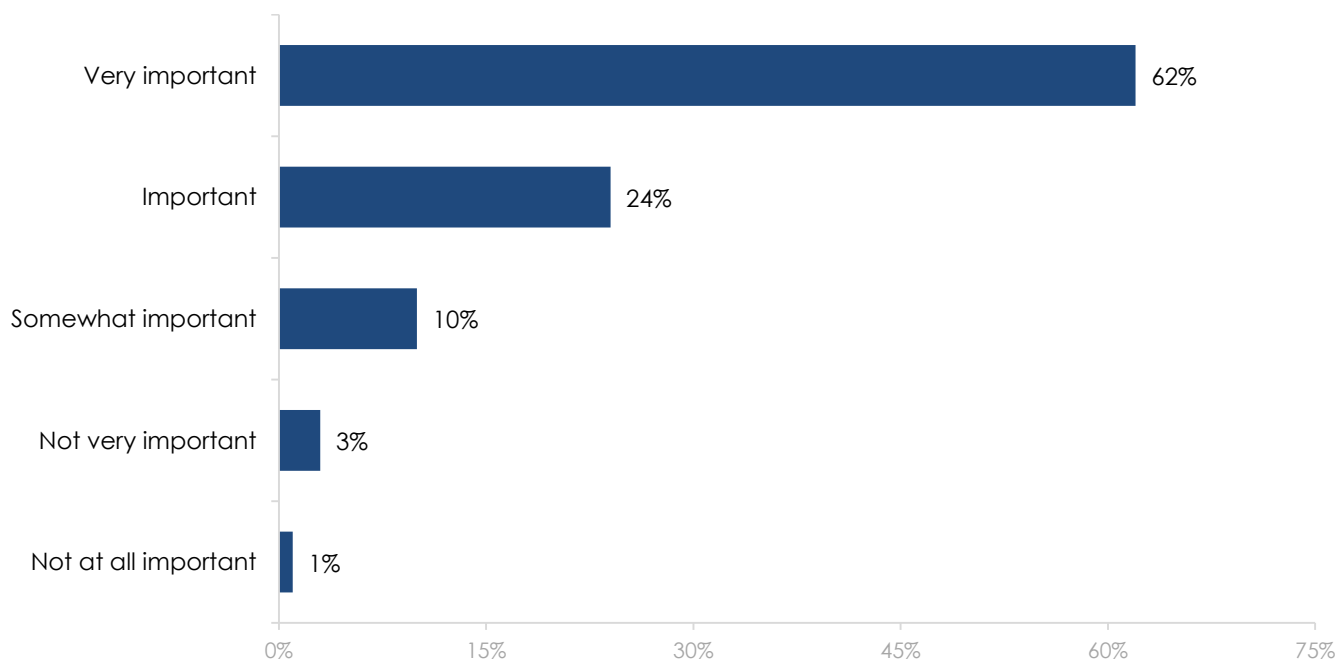
Residents aged 50+, and ratepayers were significantly more likely to place importance on this, whilst those aged 18-34 were significantly less likely.

Q5c. How important is it for Council to maintain Ku-ring-gai's unique visual character and identity?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.43	4.35	4.50	4.02▼	4.36	4.60▲	4.70▲	4.49▲	4.05

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

▲▼ = A significantly higher/lower level of satisfaction (in comparison to other mean ratings)



Base: N=506



Quality of Life

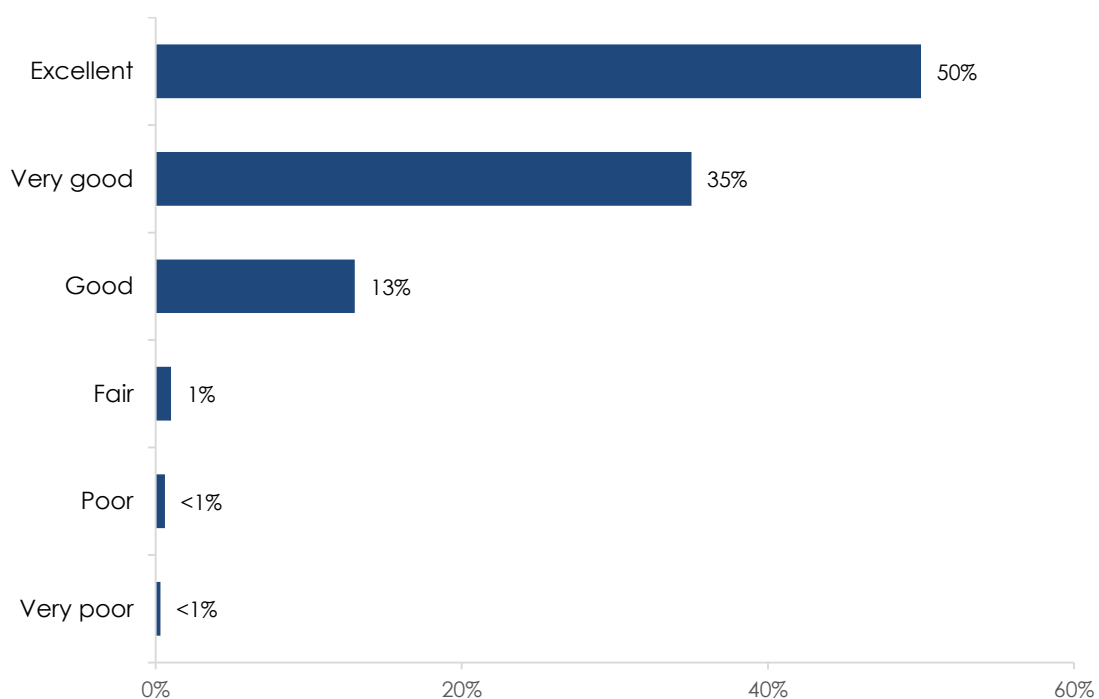
Summary

Overall, 98% of residents rated their quality of life in the Ku-ring-gai area as 'good' to 'excellent', with half of the residents, (50%), giving the top rating of 'excellent'. This result was similar across the demographics.

Q5a. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.32	5.37	5.28	5.26	5.33	5.39	5.29	5.31	5.38

Scale: 1 = very poor, 6 = excellent



Base: N=506





Section C – Wellbeing Indicators

Perceptions of Ku-ring-Gai

Summary

Statements regarding safety in the area had the highest agreement levels, with 97% of residents agreeing with the statement 'I feel safe in my own home' and 95% agreeing they feel safe walking around their neighbourhood. Agreement for these statements has significantly increased from 2014.

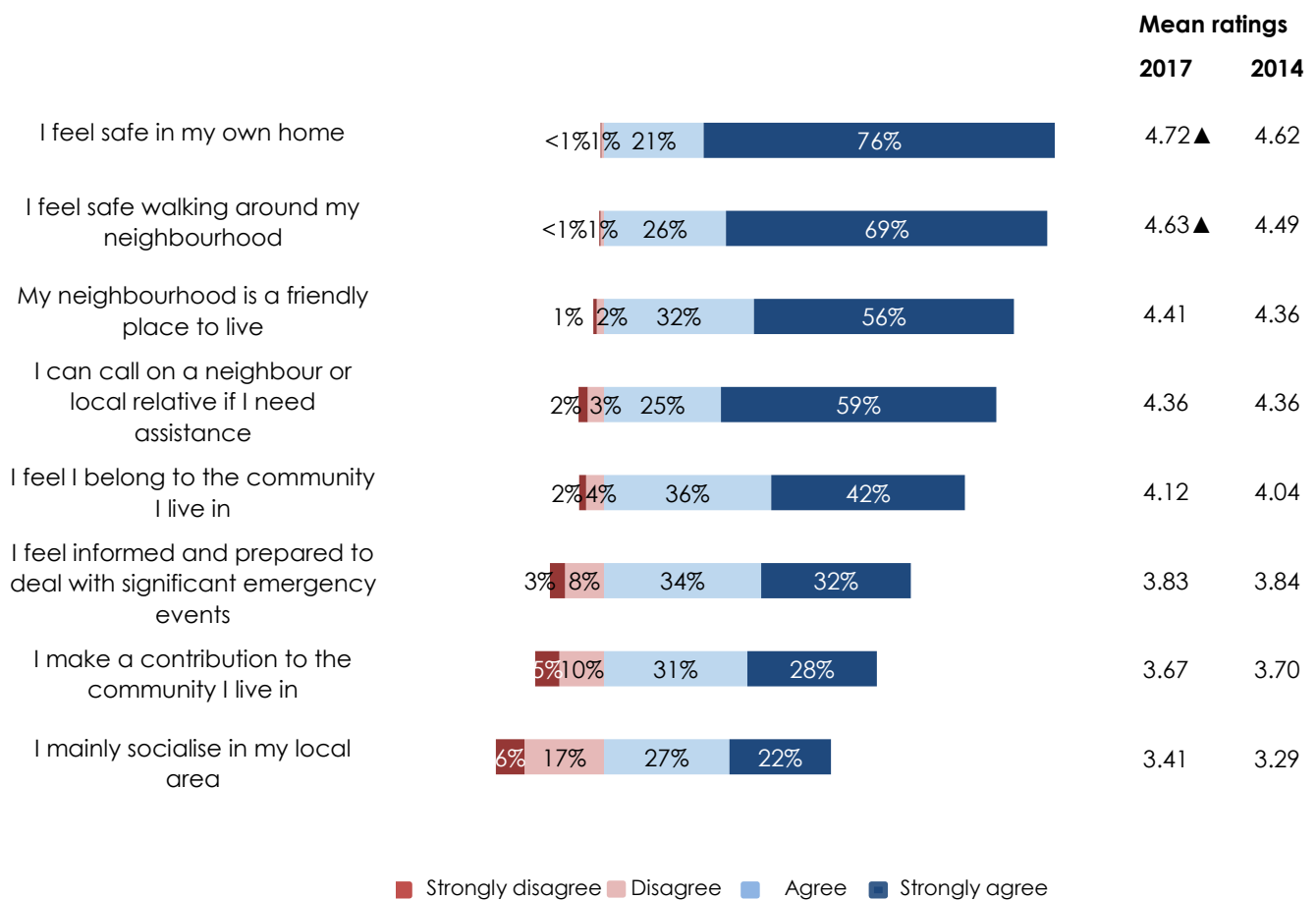
Males were significantly more likely to agree with the statement 'I feel safe walking around my neighbourhood', whilst females were significantly more likely to agree that they make a contribution to the area they live in, and they mainly socialise in their local area.

Residents aged 18-34 were significantly less likely to agree with 'I feel informed and prepared to deal with significant emergency events', 'I make a contribution to the community I live in' and 'I mainly socialise in my local area'.

Those aged 65+ were significantly more likely to agree they 'feel informed and prepared to deal with significant emergency events', but significantly less likely to agree that they feel safe walking around their neighbourhood.

Ratepayers were significantly more likely to agree with 'I feel I belong to the community I live in' and 'I make a contribution to the community I live in'.

Q6a. Please rate your level of agreement with the following statements:



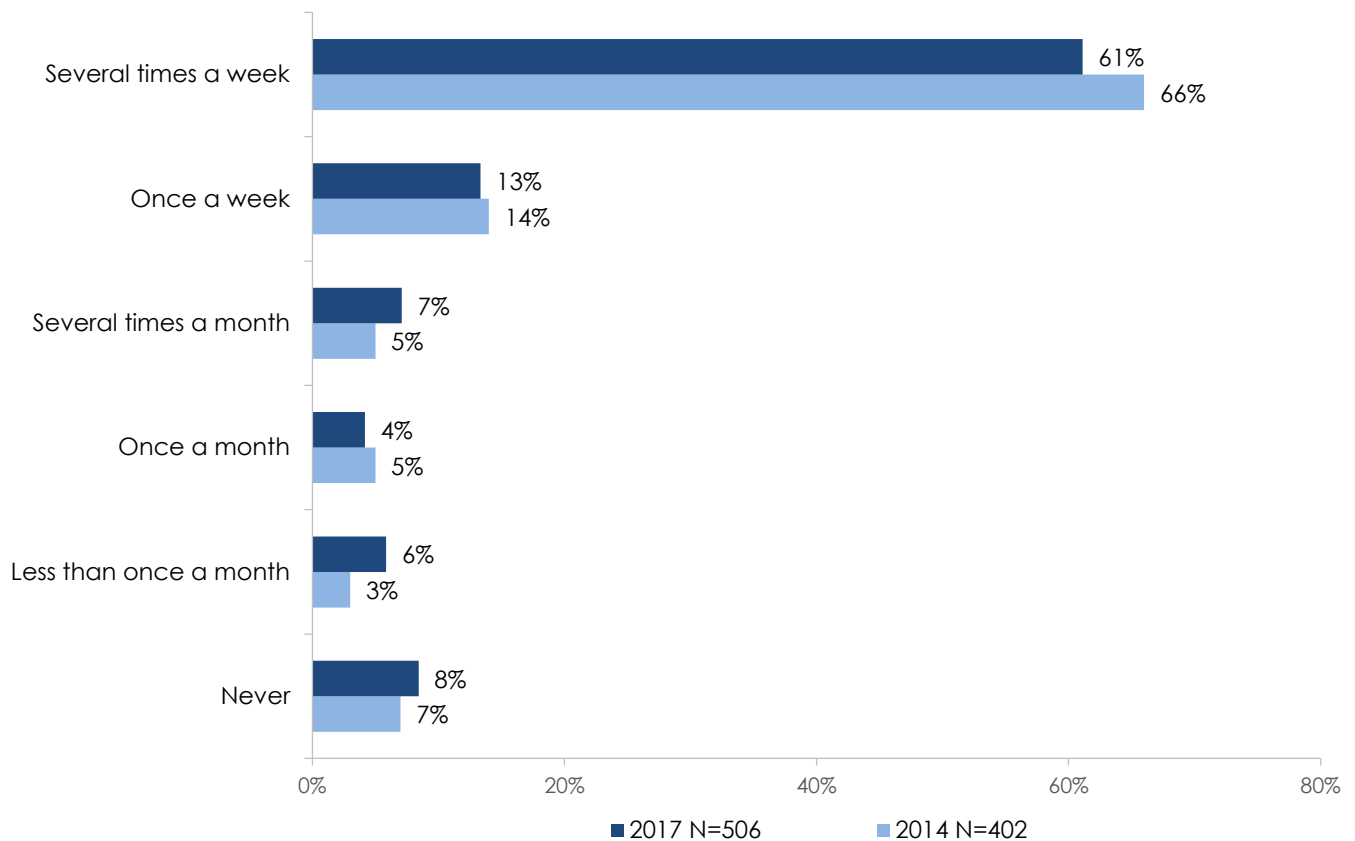
Participating in Sport and Fitness Activities

Summary

61% of residents claim to participate in sporting activities 'several times a week'.

Residents aged 18-34 were significantly more likely to have participated in sporting and fitness activities, whilst those aged 65+ were significantly less likely.

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer?

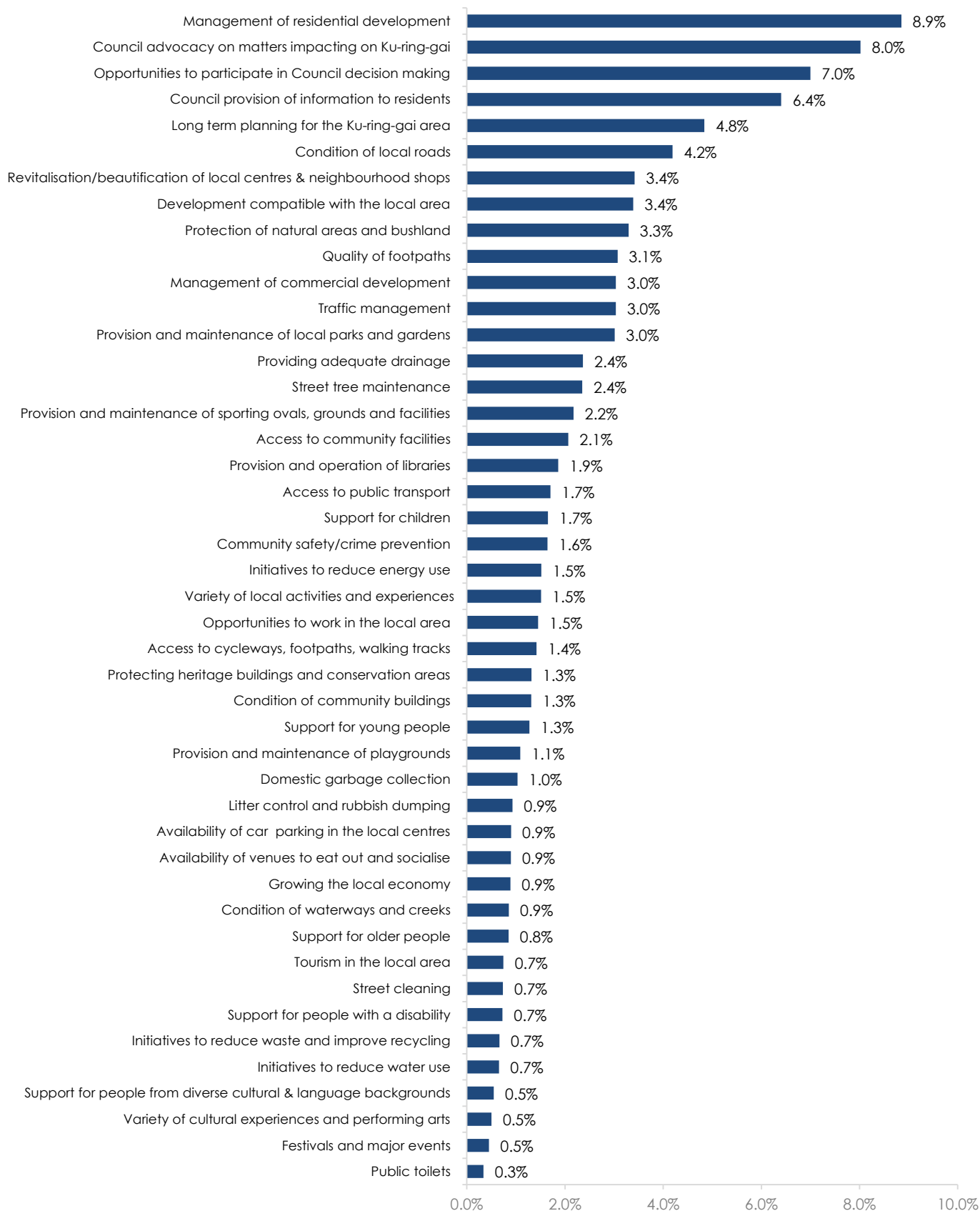




Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

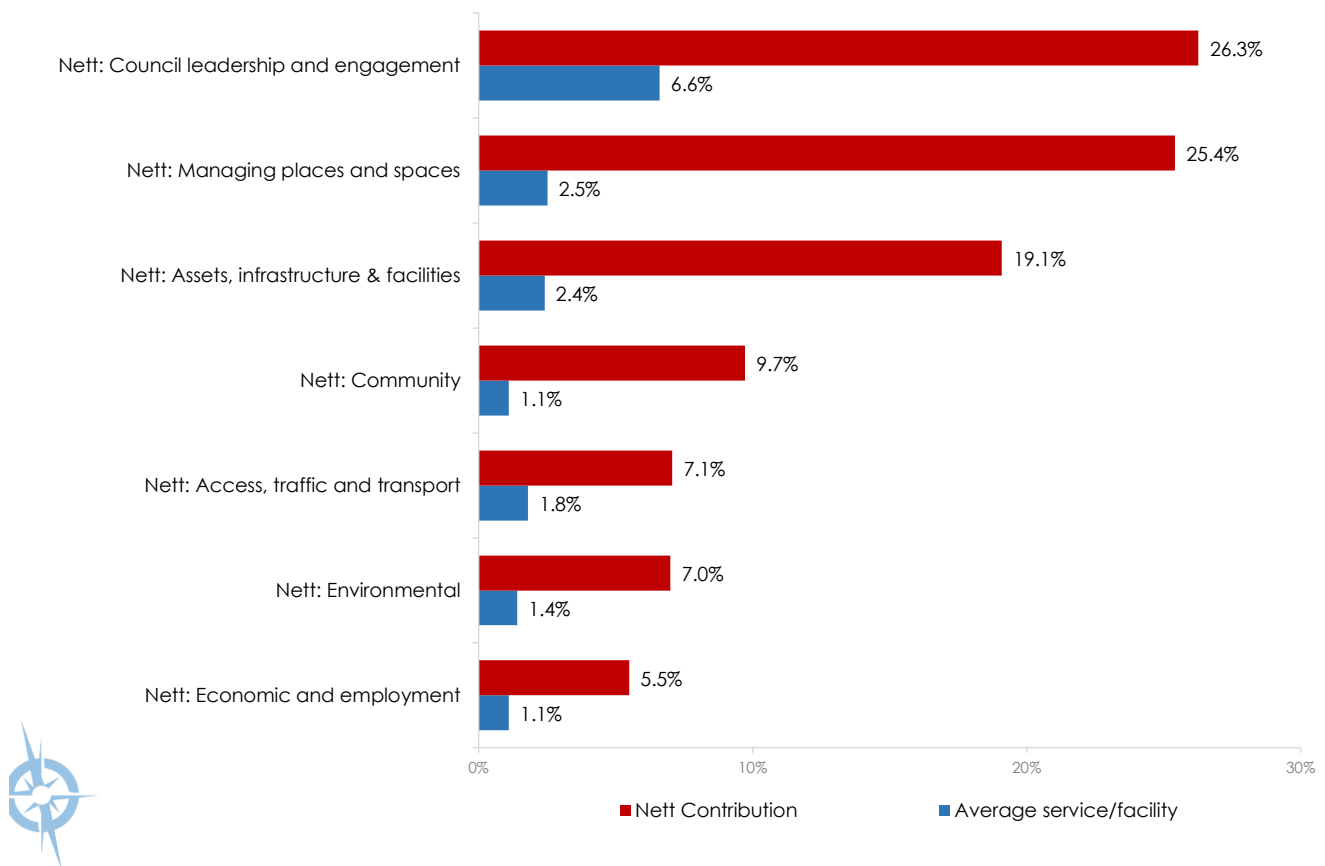
The chart below summarises the influence of the 45 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



Key Service Areas' Contribution to Overall Satisfaction

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

Contribution to Overall Satisfaction with Council's Performance



'Council leadership and engagement' (26.3%) is the key contributor toward overall satisfaction with Council's performance, with each of the services/facilities grouped under this area averaging 6.6%. This highlights the importance of Council engaging with the community and providing them with a chance to participate in decision making.

Service Areas

Each of the 45 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 45 Service Areas

Managing Places and Spaces

- Management of residential development
- Management of commercial development
- Development compatible with the local area
- Revitalisation/beautification of local centres and neighbourhood shops
- Protecting heritage buildings and conservation areas

Street cleaning

- Litter control and rubbish dumping

- Domestic garbage collection

- Public toilets

- Street tree maintenance

Environmental

- Protection of natural areas and bushland

- Condition of waterways and creeks

- Initiatives to reduce energy use

- Initiatives to reduce water use

- Initiatives to reduce waste and improve recycling

Community

- Support for older people

- Support for people with a disability

- Support for young people

- Support for children

- Support for people from diverse cultural & language backgrounds

- Access to community facilities

- Festivals and major events

- Variety of cultural experiences and performing arts

- Community safety/crime prevention

Assets, Infrastructure & Facilities

- Condition of local roads

- Providing adequate drainage

- Quality of footpaths

- Provision and maintenance of local parks and gardens

- Provision and maintenance of playgrounds

- Provision and maintenance of sporting ovals, grounds and facilities

- Provision and operation of libraries

- Condition of community buildings imp

Access, Traffic and Transport

- Access to public transport

- Access to cycleways, footpaths, walking tracks

- Traffic management

- Availability of car parking in the local centres

Economic and Employment

- Opportunities to work in the local area

- Growing the local economy

- Availability of venues to eat out and socialise

- Variety of local activities and experiences

- Tourism in the local area

Council Leadership and Engagement

- Opportunities to participate in Council decision making

- Council provision of information to residents

- Long term planning for the Ku-ring-gai area

- Council advocacy on matters impacting on Ku-ring-gai



An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

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

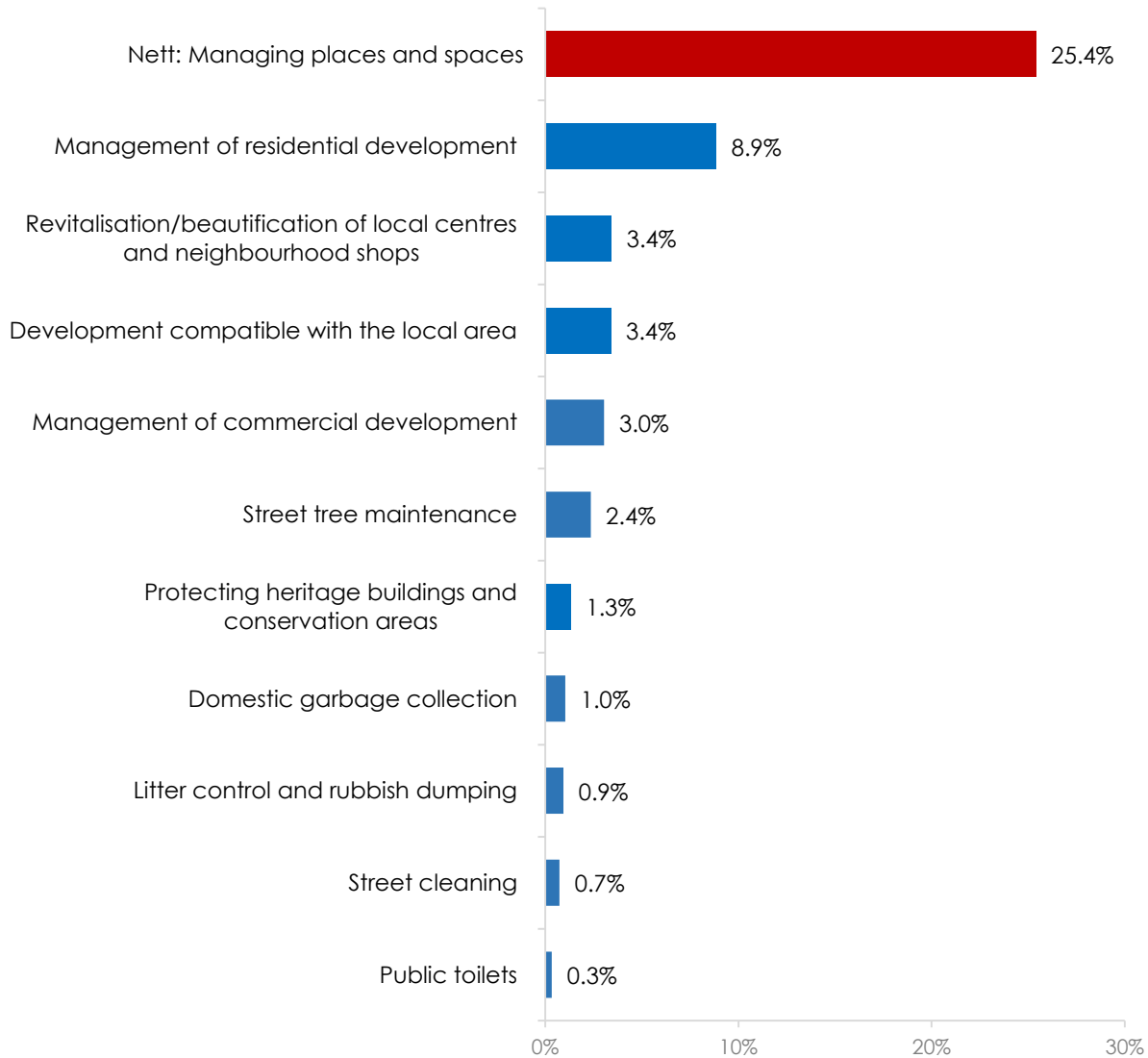
Satisfaction

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

Service Area 1: Managing Places and Spaces

Shapley Regression

Contributes to Over 25% of Overall Satisfaction with Council



Service Area 1: Managing Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Domestic garbage collection
Very high	Litter control and rubbish dumping
	Development compatible with the local area
	Street cleaning
High	Management of residential development
	Street tree maintenance
	Protecting heritage buildings and conservation areas
	Revitalisation/beautification of local centres and neighbourhood shops
Moderately high	Management of commercial development
	Public toilets

Importance – by gender

Females rated all services/facilities as significantly more important, with the exception of 'management of residential development' and 'development compatible with the local area'.

Importance – by age

18-34 year olds rated 'management of residential development', 'management of commercial development', 'litter control and rubbish dumping', 'domestic garbage collection' and 'street tree maintenance' of significantly lower importance.

Residents aged 35-49 rated 'management of residential development', 'revitalisation/beautification of local centres and neighbourhood shops' and 'public toilets' significantly higher in importance.

Those aged 50-64 rated 'management of commercial development' significantly higher in importance, but rated 'public toilets' significantly lower.

Residents aged 65+ rated 'street cleaning', 'litter control and rubbish dumping', 'domestic garbage collection' and 'street tree maintenance' significantly higher in importance.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'street cleaning' and 'street tree maintenance' of significantly higher importance in 2017.



Service Area 1: Managing Places and Spaces

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Management of residential development	4.16	4.04	4.10	4.22	3.84	4.27	4.37	4.09	4.19	4.03
Management of commercial development	3.83	3.70	3.69	3.96	3.49	4.03	3.87	3.87	3.87	3.60
Development compatible with the local area	4.33	4.29	4.29	4.37	4.16	4.45	4.40	4.26	4.35	4.18
Revitalisation/beautification of local centres and neighbourhood shops	4.04	3.99	3.86	4.20	3.81	4.20	4.05	4.03	4.06	3.92
Protecting heritage buildings and conservation areas	4.09	3.95	3.82	4.33	4.04	4.05	4.09	4.19	4.08	4.17
Street cleaning	4.23	4.10	4.11	4.34	4.12	4.25	4.17	4.38	4.22	4.34
Litter control and rubbish dumping	4.46	4.43	4.35	4.56	4.28	4.50	4.46	4.59	4.46	4.44
Domestic garbage collection	4.70	4.68	4.61	4.78	4.47	4.74	4.74	4.84	4.72	4.61
Public toilets	3.72	3.68	3.53	3.88	3.82	3.94	3.44	3.67	3.70	3.85
Street tree maintenance	4.16	3.98	3.98	4.32	3.78	4.15	4.26	4.40	4.18	4.03

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Management of residential development	5%	4%	14%	26%	52%	506
Management of commercial development	5%	9%	21%	27%	38%	506
Development compatible with the local area	3%	3%	11%	25%	58%	506
Revitalisation/beautification of local centres and neighbourhood shops	2%	6%	17%	33%	41%	506
Protecting heritage buildings and conservation areas	3%	7%	16%	25%	49%	506
Street cleaning	1%	2%	16%	33%	47%	506
Litter control and rubbish dumping	1%	2%	8%	30%	60%	506
Domestic garbage collection	0%	0%	5%	19%	76%	506
Public toilets	7%	7%	28%	24%	34%	506
Street tree maintenance	1%	5%	15%	34%	45%	506



Service Area 1: Managing Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Very high	Domestic garbage collection
Moderately high	Litter control and rubbish dumping
	Street cleaning
Moderate	Public toilets
	Protecting heritage buildings and conservation areas
	Revitalisation/beautification of local centres and neighbourhood shops
	Management of commercial development
	Management of residential development
	Development compatible with the local area
Moderately low	Street tree maintenance

Satisfaction – by gender

Females were significantly more satisfied with the the 'domestic garbage collection'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with all services and facilities, with the exception of 'litter control and rubbish dumping', 'domestic garbage collection' and 'public toilets'.

Those aged 50-64 had significantly lower levels of satisfaction for 'management of residential development', 'development compatible with the local area', 'revitalisation/beautification of local centres and neighbourhood shops', 'protecting heritage buildings and conservation areas' and 'street tree maintenance'.

Residents aged 65+ were significantly more satisfied with the 'domestic garbage collection', but significantly less satisfied with 'development compatible with the local area', 'protecting heritage buildings and conservation areas', 'street cleaning', 'litter control and rubbish dumping' and 'street tree maintenance'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 6 of the 10 services and facilities. These were:

- Management of residential development
- Management of commercial development
- Development compatible with the local area
- Protecting heritage buildings and conservation areas
- Street cleaning
- Street tree maintenance

Satisfaction – by year

Residents were significantly more satisfied with all services and facilities in 2017, with the exception of 'street cleaning', 'domestic garbage collection' and 'street tree maintenance'.



Service Area 1: Managing Places and Spaces

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Management of residential development	3.01	2.56	3.01	3.02	3.68	3.01	2.69	2.85	2.93	3.54
Management of commercial development	3.05	2.68	2.92	3.16	3.48	3.08	2.84	2.95	3.01	3.42
Development compatible with the local area	3.00	2.44	2.93	3.07	3.62	2.96	2.79	2.78	2.91	3.57
Revitalisation/beautification of local centres and neighbourhood shops	3.12	2.81	3.10	3.14	3.59	3.12	2.73	3.17	3.08	3.44
Protecting heritage buildings and conservation areas	3.42	3.17	3.43	3.41	4.05	3.44	3.21	3.07	3.36	3.78
Street cleaning	3.70	3.59	3.75	3.66	4.23	3.69	3.56	3.42	3.64	4.07
Litter control and rubbish dumping	3.84	3.69	3.80	3.88	4.09	3.88	3.82	3.63	3.83	3.89
Domestic garbage collection	4.45	4.38	4.34	4.54	4.46	4.33	4.44	4.59	4.46	4.39
Public toilets	3.46	2.92	3.37	3.52	3.49	3.51	3.36	3.47	3.48	3.38
Street tree maintenance	2.94	3.00	2.95	2.94	3.64	3.09	2.59	2.69	2.86	3.50

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

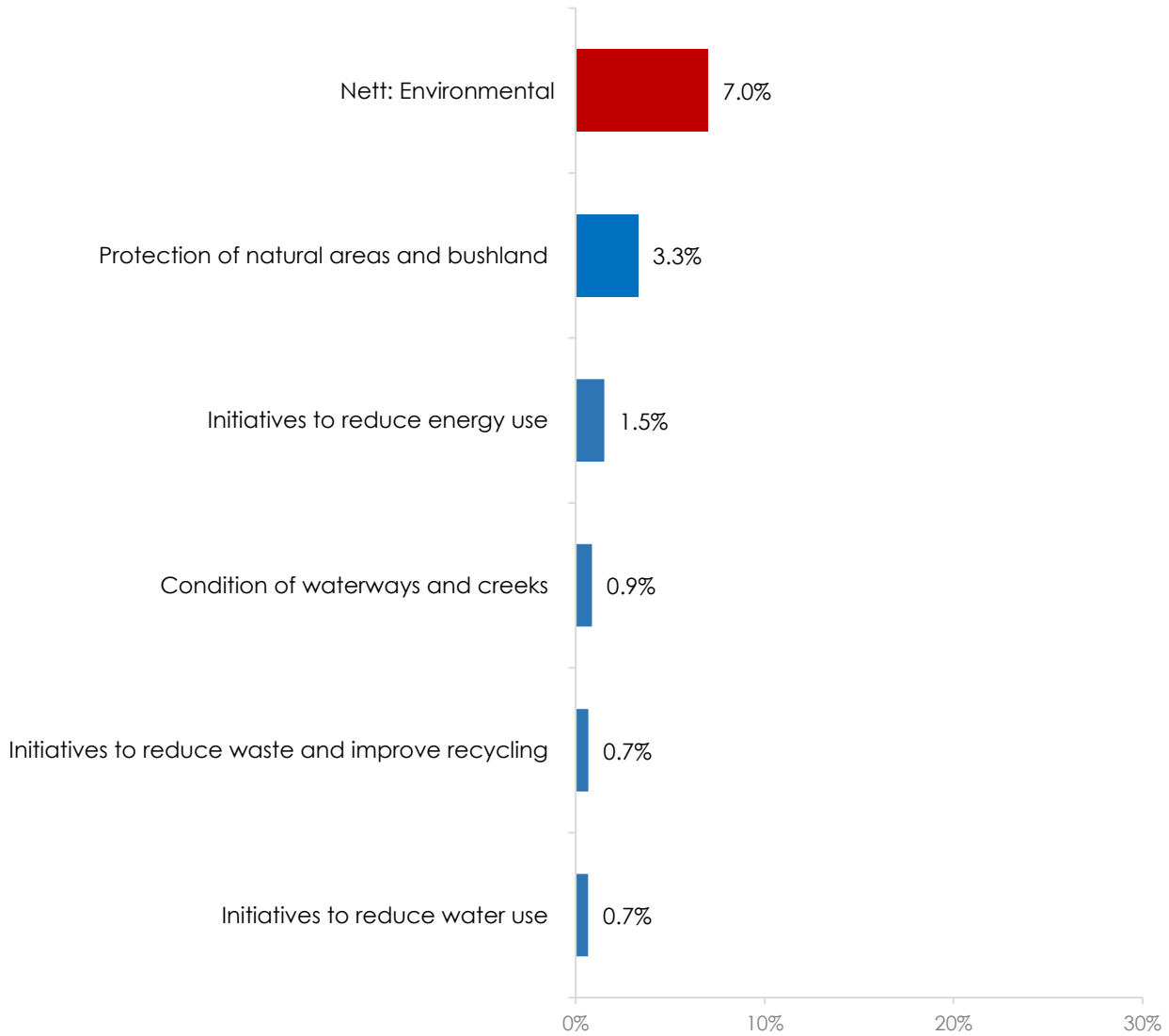
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Management of residential development	12%	18%	37%	23%	10%	388
Management of commercial development	12%	15%	38%	28%	8%	324
Development compatible with the local area	15%	16%	34%	24%	11%	420
Revitalisation/beautification of local centres and neighbourhood shops	11%	17%	33%	29%	11%	374
Protecting heritage buildings and conservation areas	7%	11%	33%	33%	17%	370
Street cleaning	6%	8%	20%	41%	25%	408
Litter control and rubbish dumping	4%	7%	19%	42%	28%	452
Domestic garbage collection	2%	1%	7%	30%	60%	479
Public toilets	2%	13%	36%	32%	16%	284
Street tree maintenance	12%	18%	37%	23%	10%	397



Service Area 2: Environmental

Shapley Regression

Contributes to 7% of Overall Satisfaction with Council



Service Area 2: Environmental

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Protection of natural areas and bushland Initiatives to reduce waste and improve recycling
High	Condition of waterways and creeks Initiatives to reduce energy use Initiatives to reduce water use

Importance – by gender

Females rated all services/facilities as significantly more important.

Importance – by age

Residents aged 65+ rated 'protection of natural areas and bushland' and 'initiatives to reduce waste and improve recycling' as significantly more important.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'protection of natural areas and bushland', 'initiatives to reduce energy use' and 'initiatives to reduce water use' significantly more important in 2017.



Service Area 2: Environmental

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Protection of natural areas and bushland	4.49	4.34	4.37	4.60	4.45	4.44	4.48	4.61	4.49	4.53
Condition of waterways and creeks	4.31	4.24	4.15	4.46	4.30	4.23	4.35	4.40	4.32	4.28
Initiatives to reduce energy use	4.09	3.84	3.86	4.29	4.17	4.11	3.97	4.12	4.06	4.24
Initiatives to reduce water use	4.04	3.81	3.75	4.29	4.06	4.02	3.93	4.16	4.00	4.26
Initiatives to reduce waste and improve recycling	4.34	4.21	4.10	4.54	4.40	4.30	4.22	4.46	4.31	4.54

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

Significantly **higher/lower** level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protection of natural areas and bushland	0%	1%	9%	27%	62%	506
Condition of waterways and creeks	1%	2%	14%	30%	53%	506
Initiatives to reduce energy use	4%	6%	15%	29%	47%	506
Initiatives to reduce water use	2%	5%	21%	29%	42%	506
Initiatives to reduce waste and improve recycling	2%	2%	11%	30%	55%	506



Service Area 2: Environmental

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderately high	Protection of natural areas and bushland Initiatives to reduce waste and improve recycling
Moderate	Condition of waterways and creeks Initiatives to reduce water use Initiatives to reduce energy use

Satisfaction – by gender

Females were significantly more satisfied with 'initiatives to reduce waste and improve recycling'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'protection of natural areas and bushland', whilst those aged 50-64 were significantly less satisfied.

Residents aged 65+ were significantly more satisfied with 'initiatives to reduce waste and improve recycling'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'protection of natural areas and bushland'.

Satisfaction – by year

Residents were significantly more satisfied with all services and facilities in 2017, with the exception of 'initiatives to reduce water use'.



Service Area 2: Environmental

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Protection of natural areas and bushland	3.84	3.59	3.88	3.80	4.22	3.83	3.64	3.71	3.78	4.16
Condition of waterways and creeks	3.62	3.44	3.66	3.59	3.68	3.74	3.53	3.54	3.61	3.71
Initiatives to reduce energy use	3.10	2.88	3.00	3.16	3.07	3.08	3.04	3.20	3.10	3.10
Initiatives to reduce water use	3.26	3.18	3.15	3.34	3.30	3.15	3.20	3.41	3.29	3.11
Initiatives to reduce waste and improve recycling	3.70	3.52	3.55	3.81	3.51	3.70	3.71	3.85	3.70	3.70

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

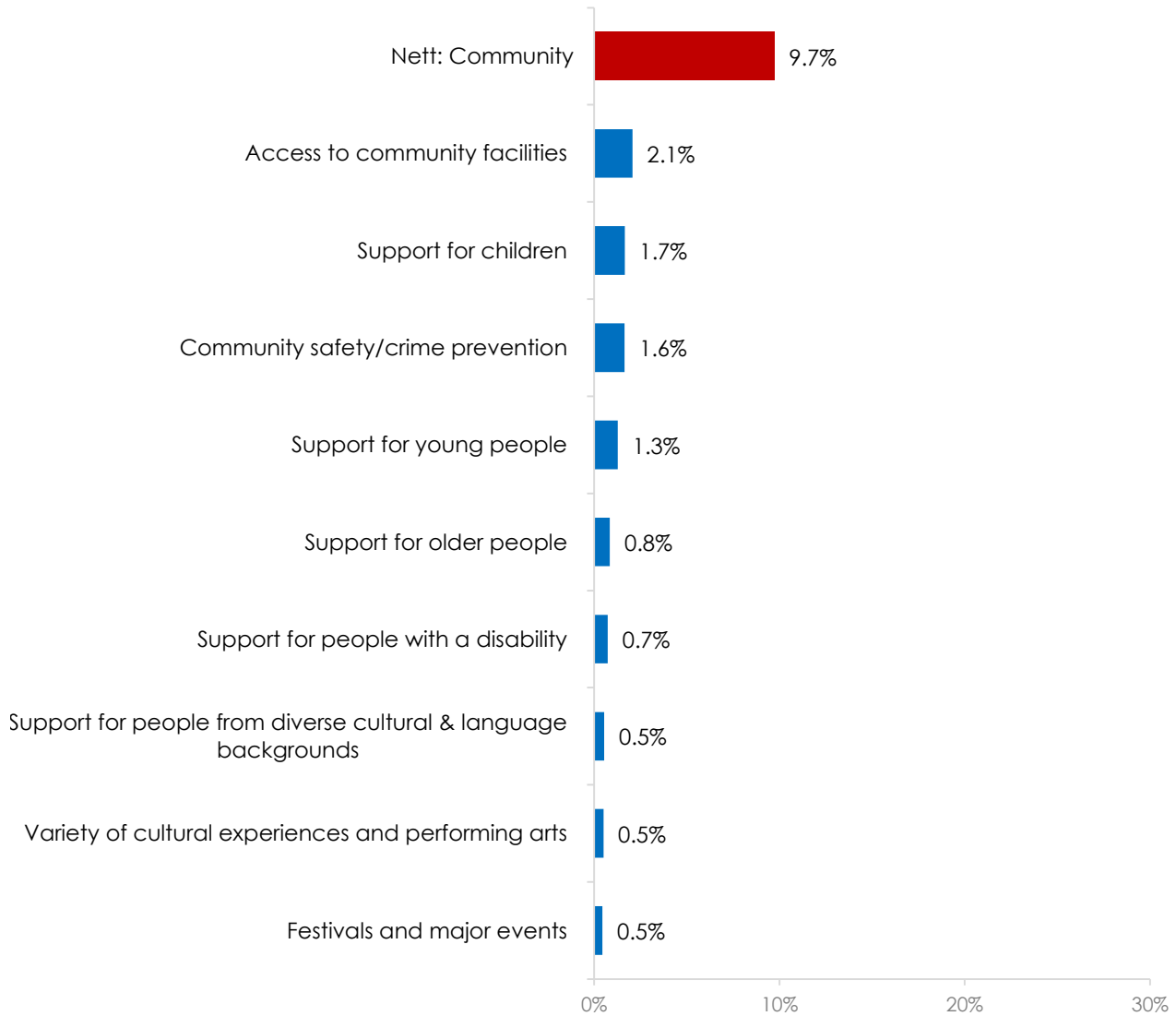
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protection of natural areas and bushland	2%	4%	27%	43%	24%	449
Condition of waterways and creeks	2%	8%	32%	40%	17%	416
Initiatives to reduce energy use	7%	17%	45%	24%	8%	367
Initiatives to reduce water use	4%	14%	44%	26%	11%	352
Initiatives to reduce waste and improve recycling	4%	6%	27%	45%	19%	427



Service Area 3: Community

Shapley Regression

Contributes to Almost 10% of Overall Satisfaction with Council



Service Area 3: Community

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Community safety/crime prevention Support for people with a disability Support for older people Support for children Support for young people Access to community facilities
High	Support for people from diverse cultural & language backgrounds
Moderate	Variety of cultural experiences and performing arts Festivals and major events

Importance – by gender

Females rated all services/facilities as significantly more important.

Importance – by age

Residents aged 18-34 rated 'support for people from diverse cultural & language backgrounds' significantly higher in importance.

Those aged 35-49 rated 'festivals and major events' as significantly more important, but rated 'support for older people' as significantly less important.

Residents aged 50-64 rated 'support for people with a disability', 'support for children', 'support for people from diverse cultural & language backgrounds', 'festivals and major events' and 'variety of cultural experiences and performing arts' significantly lower in importance.

Residents aged 65+ rated 'support for older people', 'support for people with a disability' and 'community safety/crime prevention' significantly higher in importance.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'support for people from diverse cultural & language backgrounds', 'access to community facilities', 'festivals and major events' and 'variety of cultural experiences and performing arts' significantly more important in 2017.



Service Area 3: Community

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Support for older people	4.33	4.28	4.13	4.51	4.25	4.14	4.32	4.65	4.34	4.25
Support for people with a disability	4.35	4.32	4.20	4.47	4.45	4.25	4.17	4.57	4.33	4.47
Support for young people	4.27	4.14	4.01	4.49	4.38	4.27	4.15	4.28	4.24	4.42
Support for children	4.29	4.18	4.13	4.43	4.35	4.41	4.08	4.32	4.28	4.36
Support for people from diverse cultural & language backgrounds	3.99	3.68	3.75	4.20	4.35	3.98	3.66	4.04	3.96	4.20
Access to community facilities	4.23	4.08	4.03	4.41	4.18	4.25	4.14	4.34	4.22	4.26
Festivals and major events	3.37	3.13	3.06	3.64	3.47	3.53	3.17	3.29	3.34	3.55
Variety of cultural experiences and performing arts	3.40	3.15	3.08	3.68	3.54	3.51	3.13	3.43	3.36	3.64
Community safety/crime prevention	4.44	4.38	4.25	4.61	4.38	4.45	4.34	4.58	4.42	4.54

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Support for older people	2%	4%	9%	29%	56%	506
Support for people with a disability	1%	3%	10%	30%	55%	506
Support for young people	1%	4%	15%	29%	51%	506
Support for children	1%	4%	13%	28%	54%	506
Support for people from diverse cultural & language backgrounds	4%	6%	18%	29%	43%	506
Access to community facilities	1%	2%	18%	33%	47%	506
Festivals and major events	6%	13%	35%	27%	18%	506
Variety of cultural experiences and performing arts	7%	11%	35%	29%	18%	506
Community safety/crime prevention	1%	3%	9%	22%	64%	506



Service Area 3: Community

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderately high	Community safety/crime prevention Access to community facilities Festivals and major events
Moderate	Support for children Support for older people Support for people with a disability Support for people from a diverse cultural & language backgrounds Variety of cultural experiences and performing arts Support for young people

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'support for people with a disability' and 'support for children'.

Residents aged 50-64 were significantly less satisfied with 'support for older people', 'support for people with a disability' and 'support for young people'.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'festivals and major events'.

Satisfaction – by year

Residents were significantly more satisfied with 'support for older people', 'support for people with a disability', 'support for people from diverse cultural & language backgrounds', 'access to community facilities' and 'community safety/crime prevention' in 2017.



Service Area 3: Community

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Support for older people	3.53	3.38	3.47	3.58	3.70	3.55	3.36	3.55	3.54	3.49
Support for people with a disability	3.51	3.24	3.54	3.48	3.80	3.57	3.25	3.42	3.48	3.67
Support for young people	3.35	3.20	3.25	3.41	3.47	3.48	3.13	3.27	3.33	3.46
Support for children	3.58	3.44	3.52	3.63	3.83	3.60	3.45	3.45	3.54	3.83
Support for people from diverse cultural & language backgrounds	3.45	3.26	3.54	3.40	3.66	3.44	3.36	3.33	3.45	3.46
Access to community facilities	3.73	3.59	3.75	3.72	3.75	3.71	3.66	3.83	3.72	3.83
Festivals and major events	3.62	3.68	3.57	3.64	3.49	3.66	3.54	3.77	3.70	3.20
Variety of cultural experiences and performing arts	3.35	3.24	3.20	3.43	3.29	3.33	3.23	3.55	3.36	3.29
Community safety/crime prevention	3.78	3.58	3.74	3.81	3.98	3.76	3.67	3.75	3.77	3.88

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

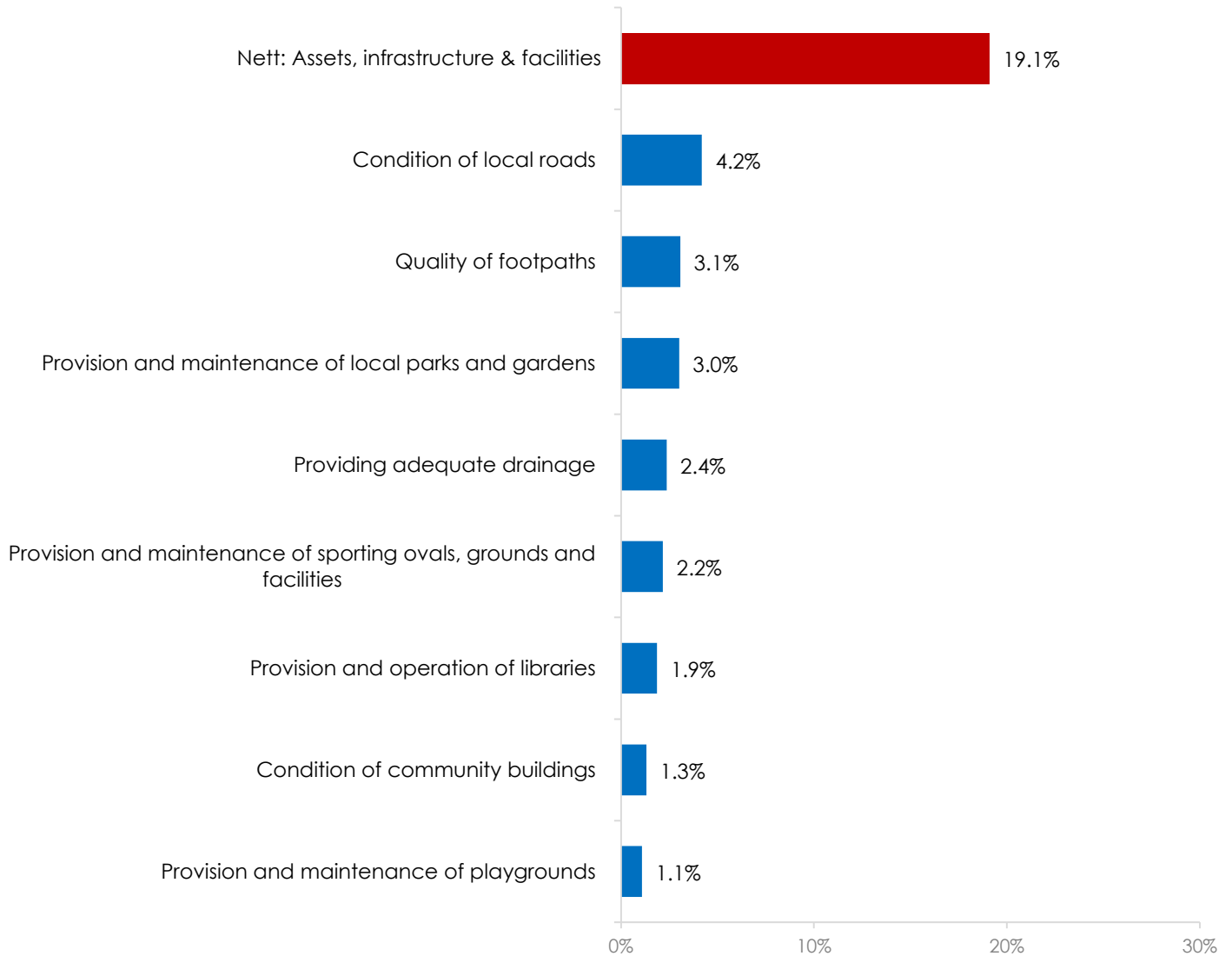
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Support for older people	3%	8%	35%	37%	16%	418
Support for people with a disability	4%	9%	38%	33%	17%	410
Support for young people	5%	12%	40%	31%	12%	394
Support for children	3%	7%	35%	41%	15%	401
Support for people from diverse cultural & language backgrounds	4%	7%	40%	37%	12%	349
Access to community facilities	2%	6%	29%	44%	20%	401
Festivals and major events	2%	11%	28%	41%	18%	226
Variety of cultural experiences and performing arts	2%	17%	36%	34%	11%	236
Community safety/crime prevention	1%	8%	27%	40%	25%	433



Service Area 4: Assets, Infrastructure & Facilities

Shapley Regression

Contributes to Over 19% of Overall Satisfaction with Council



Service Area 4: Assets, Infrastructure & Facilities

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Condition of local roads
Very high	Providing adequate drainage
	Provision and maintenance of local parks and gardens
	Quality of footpaths
	Provision and operation of libraries
	Provision and maintenance of sporting ovals, grounds and facilities
	Provision and maintenance of playgrounds
Moderately high	Condition of community buildings

Importance – by gender

Females rated all services/facilities as significantly more important.

Importance – by age

Residents aged 18-34 rated 'provision and maintenance of local parks and gardens' significantly lower in importance.

Those aged 35-49 rated 'provision and maintenance of playgrounds' as significantly more important.

Residents aged 50-64 rated 'condition of local roads' and 'provision and maintenance of playgrounds' as significantly less important.

Residents aged 65+ rated all services and facilities as significantly more important, with the exception of 'provision and maintenance of playgrounds' and 'provision and maintenance of sporting ovals, grounds and facilities'.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'providing adequate drainage' and 'provision and maintenance of playgrounds' as significantly more important in 2017.

Note: 'condition of community buildings' was only asked of residents in 2017



Service Area 4: Assets, Infrastructure & Facilities

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Condition of local roads	4.53	4.51	4.38	4.66	4.61	4.50	4.39	4.64	4.50	4.67
Providing adequate drainage	4.45	4.27	4.34	4.54	4.33	4.45	4.36	4.63	4.45	4.39
Quality of footpaths	4.31	4.31	4.04	4.56	4.15	4.34	4.29	4.46	4.32	4.28
Provision and maintenance of local parks and gardens	4.37	4.29	4.24	4.47	4.12	4.41	4.39	4.50	4.39	4.21
Provision and maintenance of playgrounds	4.20	4.02	4.06	4.33	4.09	4.40	4.02	4.28	4.20	4.22
Provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)	4.29	4.19	4.15	4.42	4.21	4.38	4.30	4.26	4.29	4.29
Provision and operation of libraries	4.31	4.25	4.02	4.57	4.21	4.34	4.16	4.54	4.31	4.34
Condition of community buildings	3.88	N/A	3.62	4.10	3.75	3.87	3.79	4.09	3.87	3.88

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of local roads	0%	2%	5%	31%	62%	506
Providing adequate drainage	1%	2%	9%	29%	59%	506
Quality of footpaths	1%	4%	11%	31%	53%	506
Provision and maintenance of local parks and gardens	1%	0%	12%	35%	52%	506
Provision and maintenance of playgrounds	2%	3%	16%	32%	47%	506
Provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)	1%	1%	14%	35%	49%	506
Provision and operation of libraries	2%	5%	10%	27%	56%	506
Condition of community buildings	2%	5%	27%	39%	28%	506



Service Area 4: Assets, Infrastructure & Facilities

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Provision and operation of libraries
Moderately high	Provision and maintenance of playgrounds Provision and maintenance of local parks and gardens Provision and maintenance of sporting ovals, grounds and facilities Condition of community building
Moderate	Providing adequate drainage
Moderately low	Condition of local roads Quality of footpaths

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'condition of local roads', 'providing adequate drainage', 'quality of footpaths' and 'provision and maintenance of local parks and gardens'.

Residents aged 50-64 were significantly less satisfied with 'providing adequate drainage'.

Those aged 65+ were significantly more satisfied with 'provision and operation of libraries', but significantly less satisfied with 'condition of local roads' and 'quality of footpaths'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'condition of local roads' and 'provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)'.

Satisfaction – by year

Residents were significantly more satisfied with 'condition of local roads', 'providing adequate drainage', and 'quality of footpaths' in 2017.

Note: 'condition of community buildings' was only asked of residents in 2017.



Service Area 4: Assets, Infrastructure & Facilities

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Condition of local roads	2.99	2.58	3.00	2.99	3.41	3.08	2.83	2.67	2.94	3.32
Providing adequate drainage	3.36	3.17	3.40	3.34	3.71	3.35	3.18	3.28	3.32	3.62
Quality of footpaths	2.81	2.63	2.82	2.81	3.24	2.87	2.63	2.59	2.77	3.08
Provision and maintenance of local parks and gardens	3.80	3.71	3.82	3.79	4.12	3.65	3.72	3.85	3.77	4.03
Provision and maintenance of playgrounds	3.82	3.70	3.77	3.86	4.01	3.80	3.69	3.85	3.80	3.96
Provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)	3.74	3.64	3.71	3.77	4.00	3.63	3.59	3.84	3.69	4.02
Provision and operation of libraries	4.13	4.14	4.13	4.13	3.93	4.03	4.23	4.30	4.14	4.06
Condition of community buildings	3.61	N/A	3.71	3.54	3.74	3.55	3.50	3.68	3.59	3.71

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

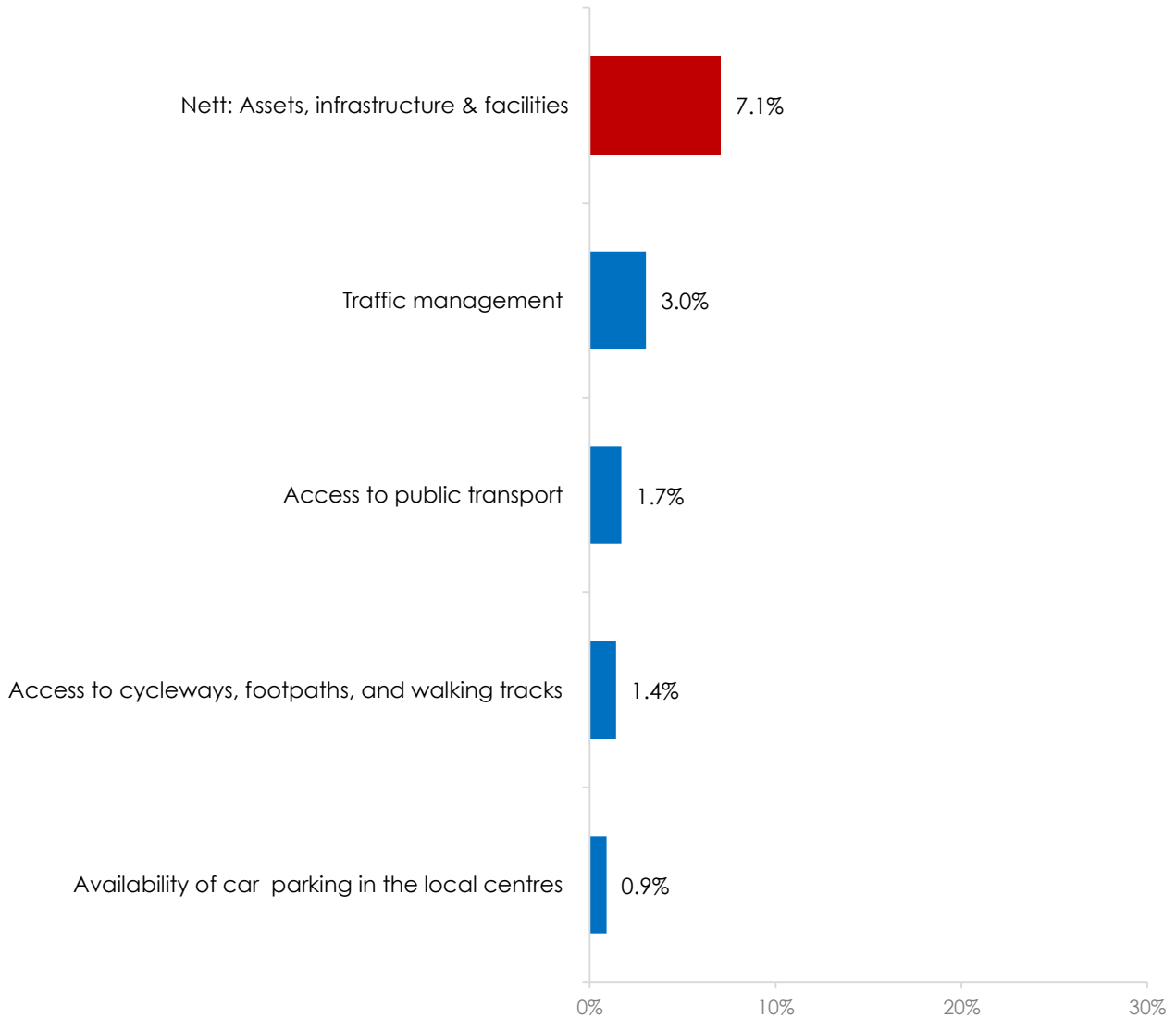
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Condition of local roads	12%	21%	32%	28%	8%	471
Providing adequate drainage	5%	15%	31%	36%	13%	446
Quality of footpaths	18%	18%	34%	23%	6%	426
Provision and maintenance of local parks and gardens	2%	7%	24%	43%	24%	439
Provision and maintenance of playgrounds	3%	4%	24%	44%	24%	399
Provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)	5%	5%	26%	41%	23%	423
Provision and operation of libraries	1%	4%	16%	39%	40%	418
Condition of community buildings	2%	4%	38%	42%	14%	335



Service Area 5: Access, Traffic and Transport

Shapley Regression

Contributes to Over 7% of Overall Satisfaction with Council



Service Area 5: Access, Traffic and Transport

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Access to public transport
Very high	Traffic management
	Availability of car parking in the local centres
High	Access to cycleways, footpaths, and walking tracks

Importance – by gender

Females rated all services/facilities as significantly more important.

Importance – by age

Residents aged 18-34 rated 'access to public transport' significantly higher in importance.

Residents aged 50-64 rated 'access to public transport' as significantly less important.

Those aged 65+ rated 'traffic management' and 'availability of car parking in the local centres' of significantly higher importance.

Importance – by ratepayer status

Non-ratepayers rated 'access to public transport' as significantly more important.

Importance – by year

Residents rated 'access to cycleways, footpaths, and walking tracks' significantly more important in 2017.



Service Area 5: Access, Traffic and Transport

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Access to public transport	4.58	4.48	4.44	4.71	4.86	4.62	4.36	4.55	4.55	4.81
Access to cycleways, footpaths, and walking tracks	3.94	3.77	3.73	4.13	3.95	4.03	3.91	3.87	3.92	4.05
Traffic management	4.40	4.39	4.18	4.59	4.25	4.44	4.29	4.60	4.39	4.42
Availability of car parking in the local centres	4.40	4.49	4.17	4.60	4.16	4.33	4.44	4.63	4.43	4.19

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Access to public transport	1%	2%	6%	20%	71%	506
Access to cycleways, footpaths, and walking tracks	3%	5%	23%	31%	37%	506
Traffic management	1%	3%	10%	28%	59%	506
Availability of car parking in the local centres	1%	4%	10%	26%	59%	506



Service Area 5: Access, Traffic and Transport

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Access to public transport Access to cycleways, footpaths, and walking tracks
Moderately low	Traffic management Availability of car parking in the local centres

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with all services and facilities, with the exception of 'access to public transport'.

Residents aged 50-64 were significantly less satisfied with 'access to cycleways, footpaths, walking tracks' and 'traffic management'.

Those aged 65+ were significantly more satisfied with 'access to public transport', but significantly less satisfied with 'availability of car parking in the local centres'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Satisfaction – by year

Residents were significantly more satisfied with all services and facilities in 2017, with the exception of 'access to cycleways, footpaths, and walking tracks'.



Service Area 5: Access, Traffic and Transport

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Access to public transport	3.55	3.37	3.57	3.54	3.53	3.41	3.58	3.74	3.58	3.39
Access to cycleways, footpaths, and walking tracks	3.18	3.03	3.13	3.22	3.57	3.10	2.87	3.31	3.15	3.41
Traffic management	3.04	2.85	2.92	3.13	3.48	3.06	2.71	2.98	3.01	3.24
Availability of car parking in the local centres	2.89	2.49	2.91	2.87	3.27	2.96	2.72	2.70	2.88	2.94

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

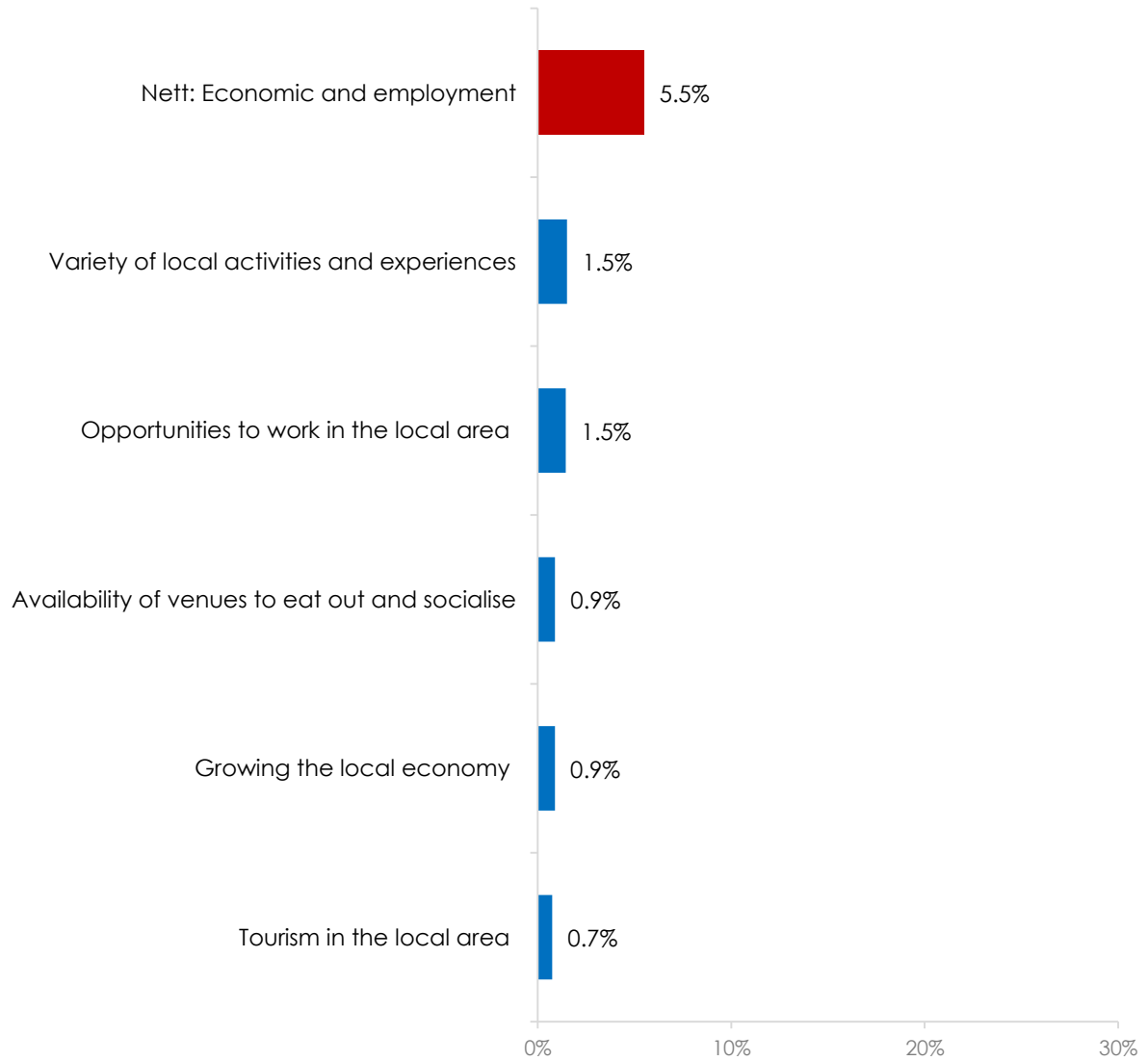
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Access to public transport	6%	9%	29%	35%	21%	462
Access to cycleways, footpaths, and walking tracks	8%	16%	36%	30%	10%	344
Traffic management	11%	20%	33%	25%	11%	435
Availability of car parking in the local centres	14%	20%	37%	21%	8%	432



Service Area 6: Economic and Employment

Shapley Regression

Contributes to Almost 6% of Overall Satisfaction with Council



Service Area 6: Economic and Employment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

High	Availability of venues to eat out and socialise
	Growing the local economy
Moderately high	Variety of local activities and experiences
Moderate	Opportunities to work in the local area
Moderately low	Tourism in the area

Importance – by gender

Females rated all services/facilities as significantly more important.

Importance – by age

There were no significant differences by age.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'tourism in the local area' significantly more important in 2017.



Service Area 6: Economic and Employment

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Opportunities to work in the local area	3.47	3.47	3.18	3.72	3.69	3.43	3.34	3.44	3.47	3.44
Growing the local economy	3.91	3.78	3.64	4.14	3.86	3.96	3.82	3.97	3.90	3.92
Availability of venues to eat out and socialise	4.08	4.04	3.88	4.25	4.02	4.06	4.11	4.11	4.05	4.23
Variety of local activities and experiences	3.69	3.67	3.42	3.93	3.73	3.71	3.62	3.72	3.67	3.85
Tourism in the local area	2.96	2.74	2.77	3.12	2.88	3.03	2.81	3.10	2.97	2.90

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to work in the local area	9%	14%	28%	20%	29%	506
Growing the local economy	4%	8%	22%	26%	40%	506
Availability of venues to eat out and socialise	2%	4%	18%	37%	39%	506
Variety of local activities and experiences	3%	8%	29%	36%	24%	506
Tourism in the local area	12%	18%	43%	17%	10%	506



Service Area 6: Economic and Employment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate Availability of venues to eat out and socialise
Variety of local activities and experiences
Tourism in the local area
Growing the local economy
Opportunities to work in the local area

Satisfaction – by gender

Females were significantly more satisfied with 'opportunities to work in the local area'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'variety of local activities and experiences', whilst those aged 35-49 were significantly less satisfied'. 18-34 year olds were also significantly more satisfied with 'opportunities to work in the local area'.

Those aged 65+ were significantly more satisfied with 'availability of venues to eat out and socialise', whilst those aged 50-64 were significantly less satisfied.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Satisfaction – by year

Residents were significantly more satisfied with 'availability of venues to eat out and socialise', 'variety of local activities and experiences' and 'tourism in the local area' in 2017.



Service Area 6: Economic and Employment

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Opportunities to work in the local area	3.05	2.92	2.83	3.18	3.44	2.90	2.84	3.00	3.03	3.24
Growing the local economy	3.18	3.09	3.07	3.25	3.35	3.13	3.09	3.16	3.14	3.38
Availability of venues to eat out and socialise	3.45	3.23	3.42	3.48	3.49	3.38	3.24	3.77	3.47	3.36
Variety of local activities and experiences	3.33	3.11	3.31	3.34	3.66	3.09	3.18	3.44	3.29	3.56
Tourism in the local area	3.23	2.86	3.19	3.26	3.54	3.13	2.91	3.36	3.26	3.03

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

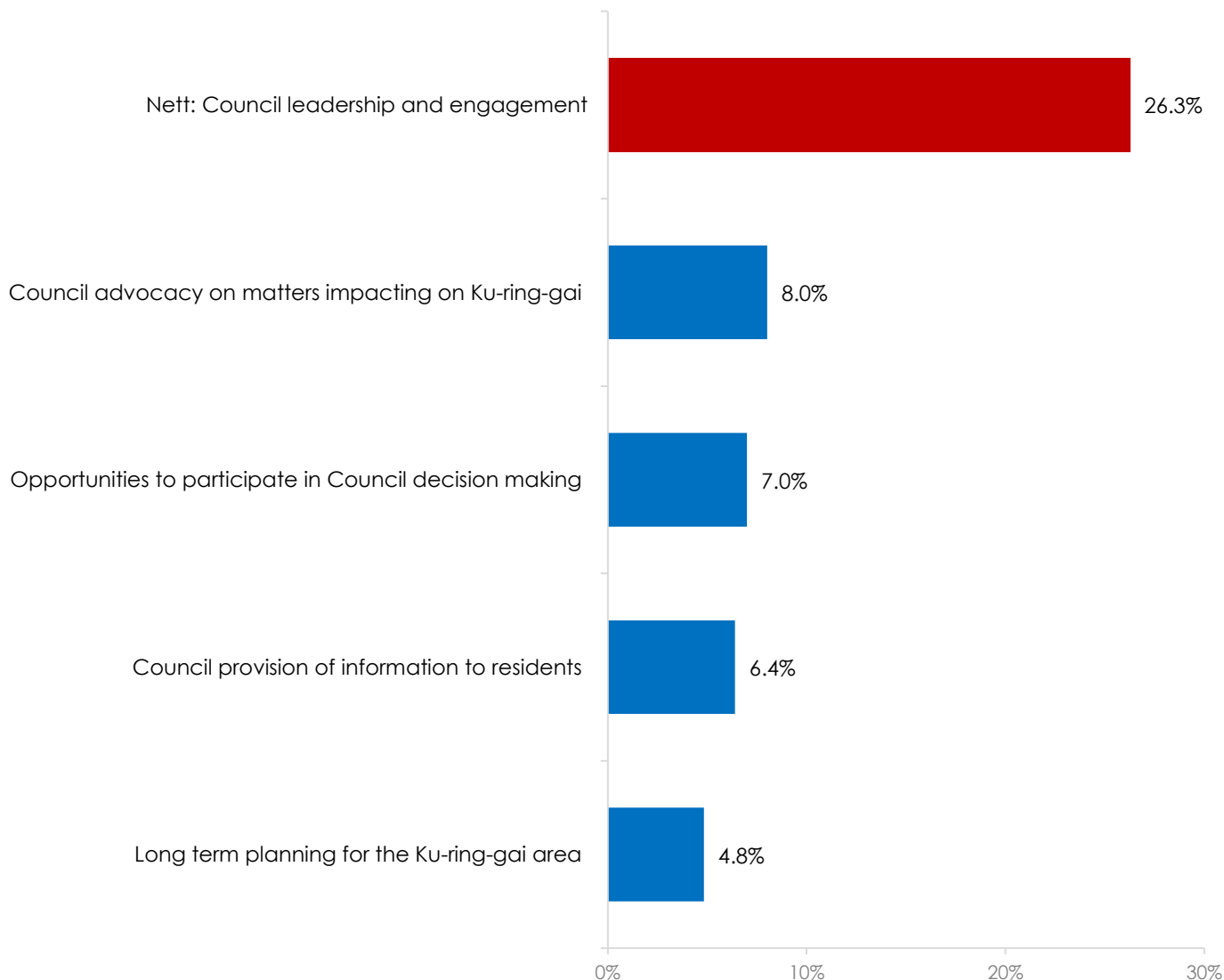
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to work in the local area	10%	19%	38%	22%	11%	242
Growing the local economy	5%	14%	46%	28%	7%	328
Availability of venues to eat out and socialise	4%	13%	32%	36%	15%	383
Variety of local activities and experiences	4%	13%	42%	30%	12%	302
Tourism in the local area	5%	20%	33%	32%	11%	137



Service Area 7: Council Leadership and Engagement

Shapley Regression

Contributes to Over 26% of Overall Satisfaction with Council



Service Area 7: Council Leadership and Engagement

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Long term planning for the Ku-ring-gai area
Very high	Council advocacy on matters impacting on Ku-ring-gai
	Council provision of information to residents
Moderately high	Opportunities to participate in council decision making

Importance – by gender

Females rated all services/facilities as significantly more important, with the exception of 'long term planning for the Ku-ring-gai area'

Importance – by age

Residents aged 18-34 rated all services/facilities as significantly less important.

Those aged 65+ rated all services/facilities as significantly more important, with the exception of 'opportunities to participate in council decision making'.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'council provision of information to residents' and 'council advocacy on matters impacting on Ku-ring-gai' significantly more important in 2017.



Service Area 7: Council Leadership and Engagement

Importance Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Opportunities to participate in council decision making	3.85	3.83	3.68	4.01	3.55	3.91	3.89	4.00	3.89	3.58
Council provision of information to residents	4.32	4.10	4.17	4.44	4.05	4.29	4.40	4.49	4.34	4.18
Long term planning for the Ku-ring-gai area	4.62	4.51	4.57	4.66	4.36	4.67	4.65	4.77	4.64	4.49
Council advocacy on matters impacting on Ku-ring-gai	4.35	4.18	4.24	4.44	4.16	4.28	4.46	4.49	4.35	4.32

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to participate in council decision making	3%	9%	20%	33%	34%	506
Council provision of information to residents	1%	2%	14%	31%	53%	506
Long term planning for the Ku-ring-gai area	1%	2%	5%	19%	73%	506
Council advocacy on matters impacting on Ku-ring-gai	0%	3%	14%	29%	55%	506



Service Area 7: Council Leadership and Engagement

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Council provision of information to residents
	Council advocacy on matters impacting on Ku-ring-gai
Moderately low	Long term planning for the Ku-ring-gai area
	Opportunities to participate in council decision making

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'opportunities to participate in council decision making' and 'long term planning for the Ku-ring-gai area'.

Residents aged 50-64 were significantly less satisfied with all services and facilities, with the exception of 'council advocacy on matters impacting on Ku-ring-gai'.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher levels of satisfaction for 'long term planning for the Ku-ring-gai area'.

Satisfaction – by year

Residents were significantly more satisfied with all services and facilities in 2017.



Service Area 7: Council Leadership and Engagement

Satisfaction Mean Scores by Key Demographics

	Overall 2017	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Opportunities to participate in Council decision making	2.94	2.57	2.90	2.97	3.24	3.11	2.59	2.90	2.89	3.28
Council provision of information to residents	3.35	3.07	3.33	3.36	3.51	3.40	3.11	3.43	3.31	3.58
Long term planning for the Ku-ring-gai area	2.99	2.61	2.98	3.00	3.43	3.12	2.63	2.87	2.92	3.42
Council advocacy on matters impacting on Ku-ring-gai	3.11	2.68	3.06	3.14	3.38	3.16	2.93	3.03	3.08	3.30

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to participate in Council decision making	12%	22%	34%	24%	8%	335
Council provision of information to residents	6%	13%	34%	34%	13%	421
Long term planning for the Ku-ring-gai area	11%	19%	39%	21%	10%	465
Council advocacy on matters impacting on Ku-ring-gai	10%	16%	39%	25%	11%	420

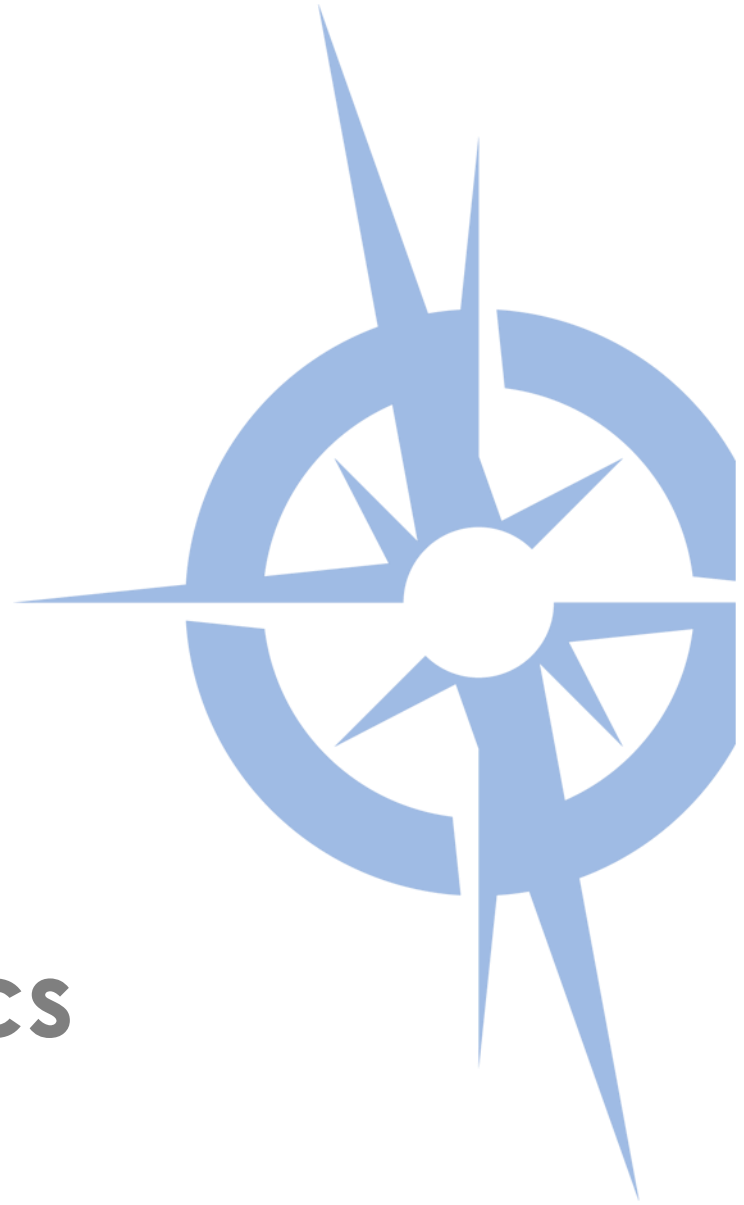


Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2017	2014	2017	2014
Management of residential development	4.16	4.04	3.01▲	2.56
Management of commercial development	3.83	3.70	3.05▲	2.68
Development compatible with the local area	4.33	4.29	3.00▲	2.44
Revitalisation/beautification of local centres and neighbourhood shops	4.04	3.99	3.12▲	2.81
Protecting heritage buildings and conservation areas	4.09	3.95	3.42▲	3.17
Street cleaning	4.23▲	4.10	3.70	3.59
Litter control and rubbish dumping	4.46	4.43	3.84▲	3.69
Domestic garbage collection	4.70	4.68	4.45	4.38
Public toilets	3.72	3.68	3.46▲	2.92
Street tree maintenance	4.16▲	3.98	2.94	3.00
Protection of natural areas and bushland	4.49▲	4.34	3.84▲	3.59
Condition of waterways and creeks	4.31	4.24	3.62▲	3.44
Initiatives to reduce energy use	4.09▲	3.84	3.10▲	2.88
Initiatives to reduce water use	4.04▲	3.81	3.26	3.18
Initiatives to reduce waste and improve recycling	4.34	4.21	3.70▲	3.52
Support for older people	4.33	4.28	3.53▲	3.38
Support for people with a disability	4.35	4.32	3.51▲	3.24
Support for young people	4.27	4.14	3.35	3.20
Support for children	4.29	4.18	3.58	3.44
Support for people from diverse cultural & language backgrounds	3.99▲	3.68	3.45▲	3.26
Access to community facilities	4.23▲	4.08	3.73▲	3.59
Festivals and major events	3.37▲	3.13	3.62	3.68
Variety of cultural experiences and performing arts	3.40▲	3.15	3.35	3.24
Community safety/crime prevention	4.44	4.38	3.78▲	3.58
Condition of local roads	4.53	4.51	2.99▲	2.58
Providing adequate drainage	4.45▲	4.27	3.36▲	3.17
Quality of footpaths	4.31	4.31	2.81▲	2.63
Provision and maintenance of local parks and gardens	4.37	4.29	3.80	3.71
Provision and maintenance of playgrounds	4.20▲	4.02	3.82	3.70
Provision and maintenance of sporting ovals, grounds and facilities	4.29	4.19	3.74	3.64
Provision and operation of libraries	4.31	4.25	4.13	4.14
Condition of community buildings	3.88	N/A	3.61	N/A
Access to public transport	4.58	4.48	3.55▲	3.37
Access to cycleways, footpaths, walking tracks	3.94▲	3.77	3.18	3.03
Traffic management	4.40	4.39	3.04▲	2.85
Availability of car parking in the local centres	4.40	4.49	2.89▲	2.49
Opportunities to work in the local area	3.47	3.47	3.05	2.92
Growing the local economy	3.91	3.78	3.18	3.09
Availability of venues to eat out and socialise	4.08	4.04	3.45▲	3.23
Variety of local activities and experiences	3.69	3.67	3.33▲	3.11
Tourism in the local area	2.96▲	2.74	3.23▲	2.86
Opportunities to participate in Council decision making	3.85	3.83	2.94▲	2.57
Council provision of information to residents	4.32▲	4.10	3.35▲	3.07
Long term planning for the Ku-ring-gai area	4.62	4.51	2.99▲	2.61
Council advocacy on matters impacting on Ku-ring-gai	4.35▲	4.18	3.11▲	2.68

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





Demographics

Demographics

QA2. In which suburb do you live?

	%
Turramurra	17%
Wahroonga	15%
St Ives	15%
Lindfield	11%
Pymble	10%
Killara	8%
Roseville	8%
Gordon	8%
North Turramurra	4%
Warrawee	4%

Base: N = 506

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

	%
18 - 34	21%
35 - 49	29%
50 - 64	26%
65+	24%

Base: N = 506

Q8a Were you born in Australia or overseas?

	%
Australia	60%
Overseas	40%

Base: N = 506



Demographics

Q8b. In which country were you born?

Country	Count	Country	Count	Country	Count
England	26	Germany	2	Lithuania	1
China	25	Greece	2	Malawi	1
South Africa	20	Pakistan	2	Myanmar	1
New Zealand	15	Singapore	2	Papua New Guinea	1
United Kingdom	13	Sri Lanka	2	Philippines	1
India	10	Wales	2	Poland	1
Iran	5	Argentina	1	Rhodesia	1
Malaysia	5	Bangladesh	1	Romania	1
Taiwan	5	Brazil	1	Slovakia	1
Canada	4	Bulgaria	1	Sweden	1
Italy	4	Denmark	1	Ukraine	1
Scotland	4	El Salvador	1	United Arab Emirates	1
Netherlands	3	Hong Kong	1	United States	1
South Korea	3	Israel	1	Vietnam	1
Zimbabwe	3	Latvia	1		

Base: N = 506

Q9. Which of the following best describes your current employment status?

	%
Currently in full time paid employment	44%
Currently in part time paid employment (at least 10 hours per week)	19%
Retired from paid employment	28%
Other	9%

Base: N = 506

Other specified	Count
Unemployed	8
Student	7
Home duties	5
Pension	3
Paid employment <10 hours per week	2
Volunteer	2
Semi-retired	1
Refused	2



Demographics

Q10. Which of the following best describes the house where are you currently living?

	%
I/We own/are currently buying this property	86%
I/We currently rent this property	14%

Base: N = 506

Q11. How long have you lived in the Ku-ring-gai area?

	%
Up to 2 years	11%
2 - 5 years	11%
6 - 10 years	17%
11 - 20 years	20%
More than 20 years	41%

Base: N = 506

Q13. Gender.

	%
Male	47%
Female	53%

Base: N = 506

Errors:

Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

As the raw data has been weighted to reflect the real community profile of Ku-ring-gai Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.



Appendix A – Detailed Responses



Strengths of the Local Area

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

	Count		Count
Services and facilities are well established & accessible	56	Demographics of residents	3
Educational facilities	46	Easy access to employment	2
Underpopulated and quiet area	42	Lifestyle	2
Ambience of the area	33	Youth facilities	2
Maintenance of the area, i.e. clean	32	Tourism	1
Low density development	27	Limited social unrest	1
Shopping facilities	24	Quiet area	1
Proximity to the City	21	Council running Australia natural bee keeping on domestic properties	1
Good council services	20	Urbanisation	1
Housing sizes and quality	19	Well-functioning city	1
Attractiveness of the area	18	Well managed citizenship ceremonies	1
Sporting facilities	14	Services for the elderly	1
Heritage	13	Development control	1
Libraries	12	Fight against merger	1
Cultural diversity	11	Geographically higher than the rest of Sydney	1
Recreational facilities	7	Higher rainfall than other parts of Sydney	1
Restaurants, cafes	7	Good mix of housing and amenities	1
Waste services	7	Health services	1
Good roads	7	Planning for the area	1
Convenient location	6	Parking	1
Clean/fresh air	5	Nice weather	1
Cultural diversity	5	Don't know	7
Social and cultural events	4		



Priorities for the Area in the Next 10 Years

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

	Count		Count
More adequate parking	39	Community centres	2
Availability of schools	27	Maintaining the appearance of the area	2
Increased aged care services/facilities	25	More/improved facilities/amenities	2
Amalgamation of councils	23	Preserving the current lifestyle	2
Planning for the area	20	Rates, electricity prices	2
Provision and maintenance of footpaths	19	Support services for non-English speaking community	2
Keeping the ambience of the area	18	Access to public toilets after 10 at night	1
Affordable housing	17	Building a community	1
Don't know, nothing	17	Bulk pick-up services	1
Improved shopping centres	13	Chimney stacks coming up on freeway will cause collisions	1
Maintaining heritage	13	Community involvement in development	1
Council being more efficient	9	Continued high standard of services	1
Tree maintenance	9	Cost of childcare	1
Housing availability	8	Disability services	1
Inadequate drainage systems	8	Dog parks	1
Safety and security	8	Evaluating logic around stop signs and black spot areas	1
Improved cycleways	7	Illegally built buildings	1
Restaurants, cafes	7	Low income housing affecting property values in the area	1
Local economy, e.g. job opportunities	7	Maintenance of council buildings	1
Infrastructure in line with development	6	Make website easier to find information	1
Rezoning	6	Managing migrants	1
Waste services	6	More localisation	1
Recreational facilities	5	No room for growth	1
Communication with residents	4	Overseas investors buying houses without having tenants	1
Financial management	4	Preserving and improving streetscapes	1
Maintenance of the area	4	Providing access to both sides of railway	1
Street lighting	4	Reducing noise pollution	1
Cultural diversity	3	Seating	1
Insufficient sporting facilities	3	Settling disputes over trees and hedges	1
Lack of childcare facilities	3	Social and cultural activities	1
Youth services	3	Speed limit reduction	1
Addressing the concerns of the residents	2		





Appendix B – Questionnaire

**Ku-ring-gai Council
Community Survey
February 2017**

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Ku-ring-gai Council on a range of local issues. The survey will take about 15 or so minutes, would you be able to assist us please?

QA1. Before we start I would like to check whether you or an immediate family member work for Ku-ring-gai Council?

- Yes
- No (If yes, terminate survey)

QA2. In which suburb do you live?

- Gordon
- Killara
- Lindfield
- Pymble
- Roseville
- St Ives
- Turramurra
- North Turramurra
- Wahroonga
- Warrawee

Section A – Contact with Ku-ring-gai Council

I'd like you now to please think specifically about your experiences with Ku-ring-gai Council.

Q1a. Have you contacted Council in the last 12 months?

- Yes
- No (If no, go to Q2a)

Q1b. When you made contact with the Council staff was it by: *Prompt*

- Phone
- Mail
- Email
- In person

Q1c. What was the nature of your enquiry? *Prompt*

- Waste and clean up services
- Regulatory, infringements, noise, etc.
- Community services (youth, children, aged care)
- Engineering services (roads, footpaths, drains)
- Open space services (parks, sports fields, bushland)
- Trees (Tree Preservation Order or street trees)
- Rates
- Building and development approval
- Zoning and local centres plan
- Other (please specify).....

Q1d. How satisfied were you with the way your contact was handled? Prompt

- Very satisfied (Go to Q2a)
- Satisfied (Go to Q2a)
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

Q1e. Why do you say that?

.....

Q2a. Where do you source information on Council services and facilities? Prompt

- Council website (ku-ring-gai.nsw.gov.au)
- Local newspapers
- North Shore Times (Council advertisement)
- Direct mail/letters
- Council brochures in letterbox
- Word of mouth (friend/family/neighbour)
- Social media (Facebook, Twitter, etc.)
- Council email newsletters
- Other (please specify).....
- None

Q2b. How satisfied are you with the level of communication Council currently has with the community? Prompt

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



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

Still thinking specifically about Ku-ring-gai Council.

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

Managing places and spaces

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Management of residential development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of commercial 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"/>
Development compatible with the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revitalisation/beautification of local centres and neighbourhood shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting heritage buildings and conservation areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control and rubbish dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street tree maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environmental

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Protection of natural areas and bushland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of waterways and creeks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initiatives to reduce energy use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initiatives to reduce water use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initiatives to reduce waste and improve recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Support for older people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for people with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for people from diverse cultural & language backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to community 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"/>
Festivals and major events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of cultural experiences and performing arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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 safety/crime prevention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Assets, Infrastructure & Facilities

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Condition of local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing adequate drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of 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"/>
Provision and maintenance of local parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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 and maintenance of 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"/>
Provision and maintenance of sporting ovals, grounds and facilities (including tennis courts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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 and operation of libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of community 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"/>

Access, traffic and transport

	Importance					Satisfaction					N/A
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	
Access to public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to cycleways, footpaths, walking tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic 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"/>
Availability of car parking in the local centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economic and employment

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Opportunities to work in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growing the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of venues to eat out and socialise (Including cafes, restaurants, bars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of local activities and experiences (things to do in the area)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Council leadership and engagement

	Importance					Satisfaction					N/A
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
Opportunities 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"/>
Council provision of information to residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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 Ku-ring-gai area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council advocacy on matters impacting on Ku-ring-gai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C – Overall satisfaction with Council and the local area

Q4. Overall, for the last 12 months, how satisfied are you with the performance of Ku-ring-gai 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

Q5a. Thinking generally about living in the Ku-ring-gai area, what do you feel are the strengths of the local area?

.....

Q5b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ku-ring-gai area?

.....

Q5c. How important is it for Council to maintain Ku-ring-gai's unique visual character and identity? Prompt

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

Q5d. Overall, how would you rate the quality of life you have living in the Ku-ring-gai area? Prompt

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

Section D – Wellbeing indicators

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and Ku-ring-gai as a place to live.

Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

A. Safety

	Strongly disagree 1	Disagree 2	Somewhat agree 3	Agree 4	Strongly agree 5
I feel safe in my own home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe walking around my neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can call on a neighbour or local relative if I need assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel informed and prepared to deal with significant emergency events (give examples – bushfire, storm, extreme heat(heatwave), flood)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B. Social

	Strongly disagree 1	Disagree 2	Somewhat agree 3	Agree 4	Strongly agree 5
I feel I belong to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My neighbourhood is a friendly place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a contribution to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mainly socialise in my local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6b. How often do you take part in sporting and fitness activities, such as walking, cycling, organised sport, fitness classes, personal trainer? Prompt

- Several times a week
- Once a week
- Several times a month
- Once a month
- Less than once a month
- Never

Section E – Demographic & Profiling questions

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

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

Q8a. Were you born in Australia or overseas?

- Australia **(Go to Q9)**
- Overseas

Q8b. In which country were you born?

.....

Q9. Which of the following best describes your current employment status? Prompt

- Currently in full time paid employment
- Currently in part time paid employment (at least 10 hours per week)
- Retired from paid employment
- Other (please specify)

Q10. Which of the following best describes the house where you are currently living?

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

Q11. How long have you lived in the Ku-ring-gai area? Prompt

- Up to 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions. Participants will receive an incentive for participating.

Q12a. Would you be interested in participating in one of these focus groups?

- Yes
- No **(If no go to end)**

Q12b. (If yes), what are your contact details?

Name

Telephone

Email

Q12c. Would you prefer to attend an afternoon or evening focus group?

- Afternoon
- Evening

Thank you. We will be randomly selecting participants to ensure we get a good cross-section of the community and will get in touch with you if we would like you to participate in the next stage of the research.

Q13. Gender (determine by voice):

- Male
- Female

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 on behalf of Ku-ring-gai Council (if respondent wants our number, it is 02 9424 0932– Council Contact is Helen Lowndes - Integrated Planning Coordinator - Ku-ring-gai Council

*Tourism refers to the promotion and visitation of Ku-ring-gai venues, activities and services to both local residents and the wider Sydney community.



Ku-ring-gai Council

Community Satisfaction Research