



Insight for
Business & Government

2014 Shoalhaven Community Survey

Management Report - Final

Prepared for

Shoalhaven
City Council

Prepared by
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TABLE OF CONTENTS

EXECUTIVE SUMMARY	III
1 INTRODUCTION	1
1.1 BACKGROUND	1
1.2 STUDY OBJECTIVES	1
1.3 ATTITUDE MEASUREMENT	2
1.4 DATA ANALYSIS	2
1.5 PREVIOUS SURVEYS.....	3
1.6 MEASURING PERCEPTIONS OF PERFORMANCE	3
1.7 SURVEY RESPONSE.....	5
SURVEY RESULTS	6
2 OVERALL SATISFACTION.....	7
2.1 OVERALL SATISFACTION BY KEY CHARACTERISTICS.....	7
2.2 ISSUES INFLUENCING OVERALL SATISFACTION RATINGS.....	8
3 KEY SERVICE AREAS.....	10
3.1 SATISFACTION WITH KEY RESULT AREAS	11
3.2 KEY PRIORITIES AND COUNCIL FUNCTIONS.....	12
3.3 INDIVIDUAL KEY SERVICE AREAS	14
4 IDENTIFYING PRIORITIES FOR IMPROVEMENT.....	25
4.1 QUADRANT ANALYSIS.....	25
5 CONTACT WITH COUNCIL.....	29
5.1 INTERACTION WITH COUNCIL STAFF	29
5.2 CONFIDENCE IN WHO TO CONTACT FOR REPRESENTATION.....	30
5.3 METHOD OF CONTACT	31

6 THE AUSTRALIAN UNITY PERSONAL WELLBEING INDEX.....	32
APPENDIX 1: SURVEY METHODOLOGY.....	33
SAMPLE DESIGN.....	33
DATA COLLECTION.....	34
RESPONSE.....	34
SURVEY ACCURACY.....	34
APPENDIX 3: QUESTIONNAIRE	35

EXECUTIVE SUMMARY

This report presents the results of the Shoalhaven Council Community Survey, 2014. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The 2014 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during the last week of June. A total of 505 interviews were conducted with residents from the Shoalhaven Local Government Area (LGA). To qualify for an interview, respondents had to have been a resident in the Council area for at least the last 6 months and aged 18 or older. The survey achieved a completion rate of 67%, which is considered a very good response for a telephone survey.

The main findings of the 2014 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION [PG. 8-9]

Overall, 82.9% of Shoalhaven residents recorded medium to high satisfaction with the performance of Council. This level of satisfaction was consistent across all demographic groupings, with statistical testing unable to identify any significant differences across these segments of the resident population.

INDIVIDUAL COUNCIL SERVICES & FACILITIES – QUADRANT ANALYSIS [PG.26]

Overall, results from the quadrant analysis revealed that Council is providing many of the services and facilities rated as important by residents at a satisfactory level or above. However, there are notable exceptions. As summarised in Table E-2, analysis of derived importance and satisfaction ratings for Council services and facilities revealed a number of priorities for improvement:

Table E-2 Priorities that are performing well/need improvement

Service/Facility	Quadrant Analysis	
	Need improvement	Performing well
	(Higher importance/Lower satisfaction)	(Higher satisfaction/high importance)
Library services		X
Garbage collection		X
Operation of sewerage and quality water service		X
Disaster readiness in the Shoalhaven		X
Septic services		X
Hygiene standards of retail food outlets		X
Maintenance of beaches		X
Parks playgrounds and reserves		X
Sealed rural roads	X	
Unsealed rural roads	X	
Council responsiveness to community needs	X	
Opportunities to participate in Council decision making	X	
Making the most of our waterfronts	X	
Planning with the community for the future of the area	X	
Management of street trees	X	
Informing the community of Council decisions, activities and	X	
Partnerships with industry, government and business	X	
Managing residential development	X	
Management of waterways and lagoons	X	

Communicating Shoalhaven's positives	X	
Appearance of towns and villages	X	

CONTACT WITH COUNCIL [PG.30]

29% of residents could recall having contact with Council staff longer than 6 months ago. Conversely, 10% of residents could recall having contact with Council staff both within the last three months and within the last week while 5% of residents say they have never made contact.

As shown in table E-3, 72.3% of residents who recorded never having contact or can't recall said they would be confident in knowing who to contact if required.

Table E-3 Knowing who to contact for representation

If required, are you confident you would know to contact in Council for representation and information?	Percent
Yes	72.3%
No	25.1%
Don't know	2.6%

The two most common methods of contact with Council is telephone (40.8%) and residents who personally made a visit to the council office (36.4%). With email coming in at third (7.2%).

THE AUSTRALIAN UNITY PERSONAL WELL-BEING INDEX [PG.33]

Normative data from the Australian Unity Wellbeing Index indicates that the average Personal Wellbeing Index for Australians is approximately 75. The desired outcome is above 75 and trending upward. Shoalhaven LGA's Personal Wellbeing Index was calculated as being 77.13 which is considered above average for Australian communities. Just under 70% indicated they were highly satisfied with feeling part of the community.

1 INTRODUCTION

1.1 BACKGROUND

This study was commissioned by Shoalhaven Council with the intention of monitoring community satisfaction with the delivery of services provided by Council. The broad goal of the study was to measure Council's performance and provide up-to-date insights into perceptions of service delivery, as well as uncovering community issues of importance. The design used for this survey represents the specific needs of Shoalhaven management and permits examination in satisfaction in a number of service areas.

1.2 Study Objectives

The specific objectives for the Community Survey were to:

- Measure the satisfaction with services and facilities provided by Council;
- Measure overall satisfaction with the performance of Council along with positive and negative influencers;
- Measure certain characteristics relating to resident contact with council;
- Measure the Australia unity personal well-being index;
- Measure perceived 'community safety' amongst Shoalhaven residents.

1.3 ATTITUDE MEASUREMENT

The two separate attitude scales used in this survey are shown below. They are used by survey respondents to rate satisfaction and safety. In the first section of the survey, a series of 39 Council services and facilities were read out to respondents. For each, respondents were asked to give a satisfaction rating. Results from these ratings form the basis of much of the analysis in this report.

Satisfaction scale	Safety scale
1 = Very Dissatisfied	1 = Very unsafe
2 ...	2 ...
3 ...	3 ...
4 ...	4 ...
5 = Very satisfied	5 = Very safe
6 = Can't say	6 = Can't say

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = 'Can't say/ Declined').

The Australian personal wellbeing Index was calculated by asking eight questions relating to various aspects of their life and personal circumstances using the 5 point satisfaction scale.

1.4 DATA ANALYSIS

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an *overall mean score* out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple services and facilities.

On the whole, a mean score is a good measure of the overall satisfaction or priorities measured in the sample group. However, two services with the same mean score could have vastly different dispersions of opinion, leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores. Hence, in this report the results have also been summarised into collapsed frequency distributions as shown in the table below.

Table 1-4-1 Reporting collapsed frequency distributions

Scale type	Scale values		
	1-2	3	4-5
Satisfaction	Low	Medium	High

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report. Other statistical procedures were used to conduct significance tests. Where proportions have been reported for groups of respondents (e.g. males 65% vs. females 75%) Pearson's Chi-Square was the test statistic used to determine whether group results were indeed significantly different.

As figure 1.4.2 shows, mean scores are classified into high, medium or low using the following scale.

Table 1-4-2 Classification of mean scores

Scale type	Scale values		
	0-2.99	3-3.74	3.75-5
Satisfaction	Low	Medium	High

1.5 PREVIOUS SURVEYS

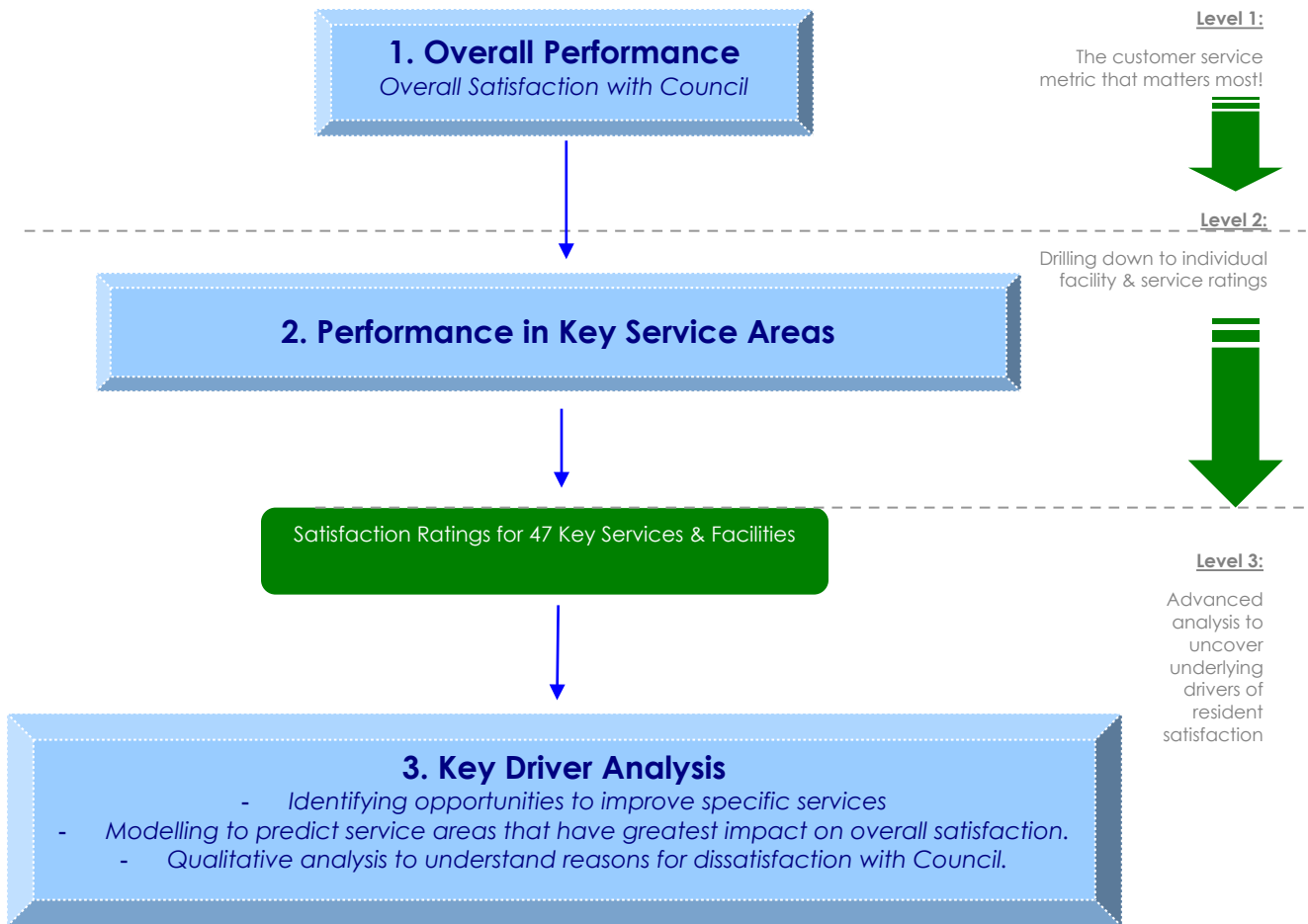
Due to previous studies measuring differences in resident attitudes between each of the three planning Wards used by Shoalhaven Council, comparisons were not able to be made to previous surveys. Therefore, this study will be used as the benchmark for comparable associations to future studies as it measures Councils performance in the Shoalhaven LGA as a whole.

1.6 MEASURING PERCEPTIONS OF PERFORMANCE

To gain true insight into how Council is performing relative to resident expectations, the best approach is to use a "top down" analytical approach. As Figure 1.7.1 illustrates, the IRIS analytical framework is logical and sequential: first overall performance metrics (big picture);

then specific aspects of Council performance in delivering key services (operational); and finally, advanced analytical techniques to uncover key drivers (diagnostic).

Figure 1-7-1 Performance Measurement – the IRIS Analytical Framework



1.7 SURVEY RESPONSE

A total of 505 completed interviews were collected from a random sample of residents from throughout the Shoalhaven local government area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1.8.1 provides an overview of the distribution of key respondent characteristics.

Table 1.8.1 Sample Respondent Characteristics

Characteristic	Proportion (%)
Sex	
Male	48.8%
Female	51.2%
Age Group	
18-29yrs	18.9%
30-49yrs	28.2%
50-64yrs	28.2%
65yrs+	29.7%

Please refer to Appendix 1 for a detailed description of the survey methodology.

SURVEY RESULTS

2 OVERALL SATISFACTION

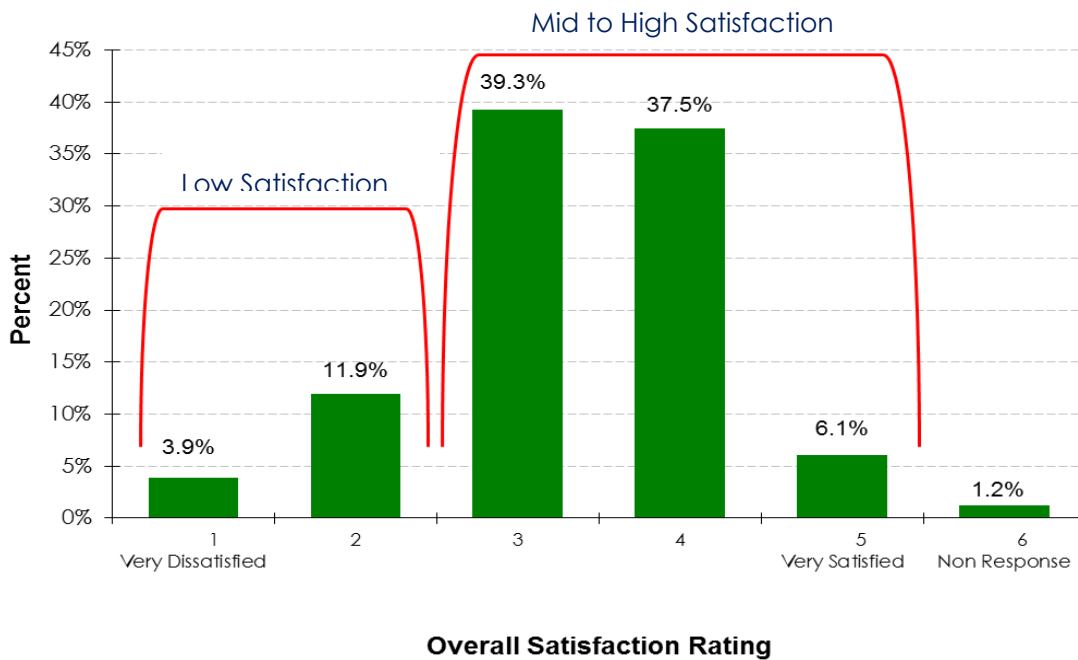
2.1 OVERALL SATISFACTION BY KEY CHARACTERISTICS

To gauge the overall performance of Council in providing services to residents, residents were asked to rate their level of satisfaction with Council's overall performance during the 12 month period preceding the survey.

The results for this question are displayed in Figure 2-1-1, which shows the distribution of responses on the 5-point scale.

Figure 2-1-1 Distribution of Overall Satisfaction Ratings

Mean score = 3.30
Low Satisfaction = 15.8%
Mid to High Satisfaction = 82.9%



Key findings:

- 82.9% of residents recorded medium to high satisfaction (rating of 3 or higher) with Council. Conversely, 15.8% of residents were dissatisfied (rating of 1-2) when rating Council's overall performance
- The mean score for overall satisfaction was 3.30 (out of 5).
- Testing by other key respondent characteristics uncovered no significant differences.

2.2 ISSUES INFLUENCING OVERALL SATISFACTION RATINGS

In an effort to drill down to key issues influencing their overall satisfaction ratings, residents then were asked this follow-up question:

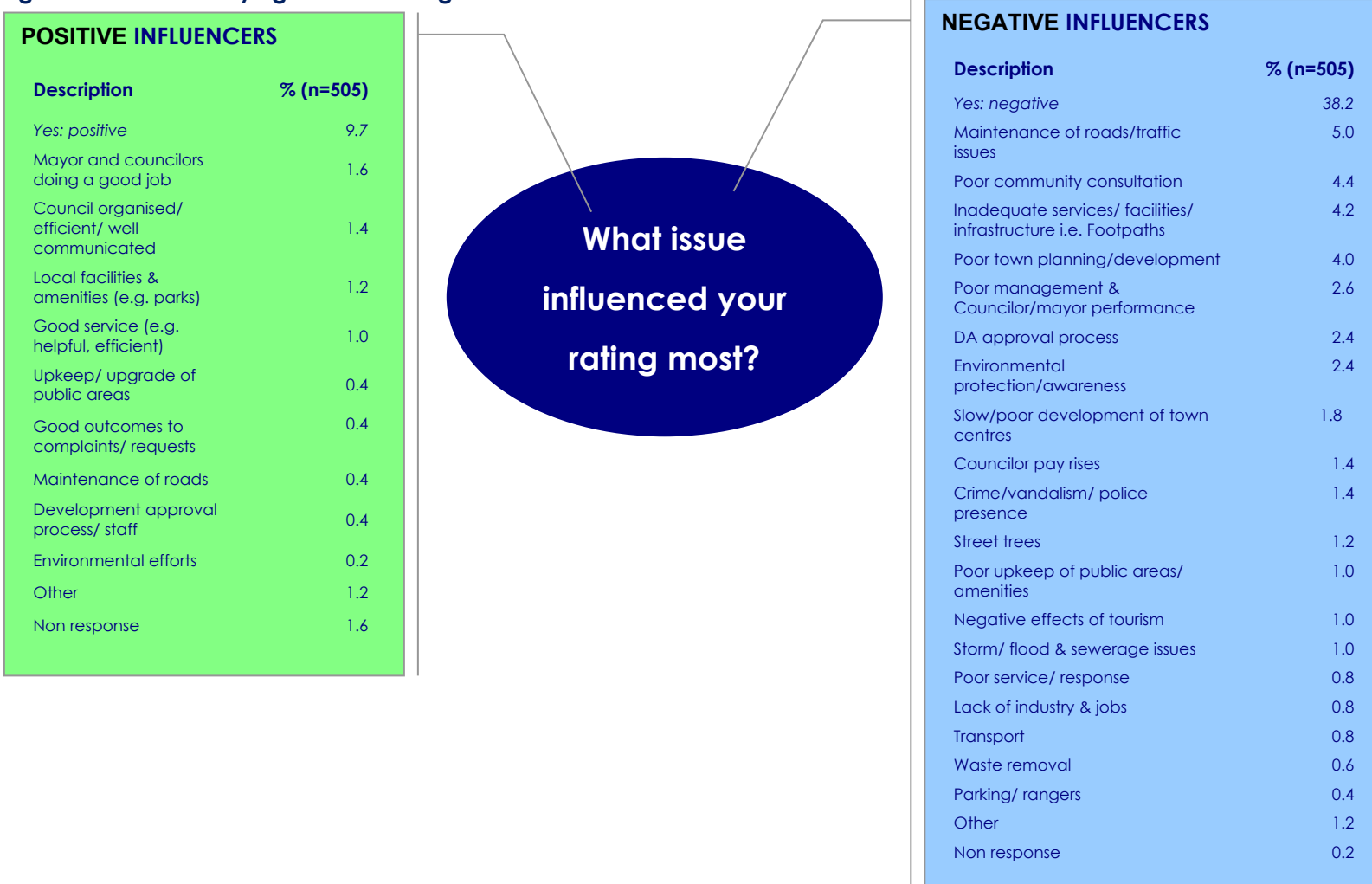
In giving your rating, has any issue strongly influenced your view, either in a positive or negative way? If Yes, what was the main influence?

Table 2-2-1 Positive or Negative Influence on Satisfaction Rating

Main reason	Number	Percent
Yes: positive	48	9.5%
Yes: negative	195	38.6%
No	262	51.9%

For the 243 respondents who stated that there was an issue, interviewers probed for detail about the specific issue of concern. Figure 2-2-1 provides a list of verbatim respondent comments.

Figure 2-2-1 Underlying Positive & Negative Influencers



3 KEY SERVICE AREAS

This section presents the results for Question 1 in the survey (see questionnaire in Appendix 3), which asked respondents to rate the satisfaction of 49 key services and facilities provided by Shoalhaven Council. Services and facilities were grouped under headings relating to key result areas, which were derived in survey planning sessions held between Council management and IRIS. In all, there were five key result areas identified:

1. **Place** (e.g. bring CBD's alive and activate our waterfronts, build new road and footpath connections)
2. **People** (e.g. engage the Shoalhaven community in all we do, a safe and caring community)
3. **Prosperity** (e.g. make Shoalhaven a 'destination' for tourists, business and events, partner with industry, government and business)
4. **Leadership** (e.g. transform the organisation to 'can do', be excellent at customer services)
5. **Governance** (e.g. deliver sustainable services, continuously improve and cut red tape)

Ratings have been analysed at three levels: a) at the broad key result area level, as displayed above, b) at the key priorities and Council functions level; & c) at the individual service or facility level. At the broader level, composite scores have been derived for each key result area by calculating the mean score for all services and facilities rated under that heading.

Section 3 presents the results in terms of the resident satisfaction with the provision of these services and facilities while section 4 attempts to prioritise these services and facilities, giving Council actionable information that can be used to allocate resources and make informed policy decisions.

3.1 SATISFACTION WITH KEY RESULT AREAS

Residents were asked to rate their satisfaction with each of the 49 council services and facilities on a scale of 1 to 5 where 1 = 'very dissatisfied' and 5 = 'very satisfied'. Table 3.1.1 provides a summary of the principal service areas.

Table 3.1.1 Satisfaction with key result areas

Principal service area (rank order)	Satisfaction Rating (%)			Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	2014
People	0.9%	31.9%	67.2%	3.69
Governance	11.2%	48.6%	40.2%	3.27
Prosperity	13.1%	48.6%	38.3%	3.19
Leadership	22.1%	33.4%	44.5%	3.13
Place	14.8%	62.1%	23.1%	3.08

Key findings:

- The key result area of 'people' achieved the highest mean score out of the five key areas with over 67% of residents giving services and facilities in this field a satisfaction score of four or higher. This was followed by governance (3.27) and prosperity (3.19). All mean scores fell into the 'medium' classification.
- At the bottom of the list was 'place'. More than three in five residents (62.1%) recorded a satisfaction score of 3, which resulted in a mean score of 3.08

3.2 KEY PRIORITIES AND COUNCIL FUNCTIONS

Table 3.2.1 consists of each key result area broken down into sub-headings which form the key priorities and Council functions.

Table 3.2.1 – Key priorities and Council functions

Key service area (rank order)	Satisfaction Rating (%)			Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	2014
Place				
Showcase our unique environment	10.0%	50.9%	39.2%	3.30
Bring CBS's alive and activate our waterfronts	16.8%	47.3%	35.8%	3.10
Build new road and footpath connections	37.7%	42.2%	20.1%	2.67
People				
Engage the Shoalhaven community in all we do	23.8%	46.8%	29.4%	2.97
A safe and caring community	0.6%	14.2%	85.2%	3.99
Prosperity				
Make Shoalhaven a 'destination' for tourists, business and events	13.5%	34.9%	51.7%	3.26
Promote Shoalhaven's positives	19.6%	45.9%	34.5%	3.17
Partner with industry, government and business	18.7%	53.5%	27.8%	3.06
Leadership				
Be excellent at customer services	14.5%	17.3%	68.2%	3.86
Transform the organisation to 'can do'	37.0%	44.1%	18.9%	2.75

Governance				
Deliver sustainable services	17.6%	47.9%	34.5%	3.18
Continuously improve and cut red tape	20.4%	30.7%	48.9%	3.32
Maintain our infrastructure	11.6%	43.0%	45.4%	3.35

Key findings:

- In terms of 'place', showcasing the Shoalhaven's unique environment achieved the highest mean score (3.30) while residents were least satisfied with 'bringing CBD's to life and activating waterfronts' (3.10).
- Mixed results were recorded for 'people' as 'engaging the Shoalhaven in all we do' achieved a mean score in the low range (2.97) while 'a safe and caring community' achieved a mean score in the high range (3.99).
- 'Prosperity' saw mean scores of the three service areas fall into the medium range with over half of residents recording satisfaction levels of 4 or higher for 'making Shoalhaven a destination for tourists, business and events'.
- Under the key services area of 'Leadership' there were mixed results. Transforming the community into 'can do' achieved a mean score in the low range (2.75) while the mean score for being excellent at customer service (3.86) was in the high range.
- Governance saw all mean scores fall into the 'medium' classification.

3.3 INDIVIDUAL KEY SERVICE AREAS

Individual services and facilities are broken up into their respective key priorities and council functions for in-depth examination.

Table 3.3.1 Individual key service areas - Place

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Bring CBD's alive and activate our waterfronts					
Appearance of towns and villages	13.8%	41.4%	44.7%	0.0%	3.37
Managing residential development	20.8%	38.6%	32.1%	8.6%	3.16
Making the most of our waterfronts	39.2%	21.3%	35.8%	3.6%	2.89
Managing commercial development	24.8%	40.1%	17.5%	17.5%	2.85
Building new road and footpath connections					
Provision of footpaths and walking paths	40.9%	23.8%	33.9%	1.4%	2.82
Car parks	44.9%	27.9%	26.0%	1.2%	2.69
Unsealed rural roads	35.7%	25.9%	15.1%	23.3%	2.54
Sealed rural roads	48.3%	28.0%	20.6%	3.0%	2.51
Showcase our unique environment					
Maintenance of beaches	11.9%	20.4%	59.7%	8.0%	3.59
Protection of natural environment and wildlife	10.8%	32.3%	51.1%	5.8%	3.49

Heritage values and buildings	8.6%	38.3%	42.3%	10.8%	3.47
Environmental protection and enforcement (e.g. building site inspections, rubbish dumping)	15.7%	40.1%	40.0%	4.2%	3.27
Management of local flooding	16.7%	34.7%	34.3%	14.4%	3.21
Management of the waterways and lagoons	19.1%	37.8%	36.1%	7.1%	3.17
Management of street trees	24.2%	37.8%	34.8%	3.2%	3.06

Key findings - Place

Bring CBD's alive and activate our waterfronts

- Appearance of towns and villages (3.37) represents the item that residents are most satisfied with within this key service area, with over 85% of residents providing a 'medium' to 'high' satisfaction rating.
- Conversely, managing commercial development (2.85) was the item that residents are least satisfied with.

Building new road and footpath connections

- Mean satisfaction scores ranged from 2.51 to 2.82 out of 5 which are both considered 'low'.
- Provision of footpaths and walking paths is the item that residents are most satisfied with in this key service area with one third of residents (33.9%) giving a high satisfaction rating.

Showcase our unique environment

- Residents were most satisfied with the maintenance of beaches (3.59) with almost three out of five people (59.7%) giving a 'high' satisfaction score. Over half of residents (51.1%) did the same for protection of natural environment and wildlife.
- On the other hand, residents were least satisfied with the management of street trees with almost one in four (24.2%) giving a low satisfaction score.

Table 3.3.2 Individual key service areas - Prosperity

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 10)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Make Shoalhaven a destination for tourists, business and events					
Promotion of tourism	13.9%	27.3%	53.8%	5.0%	3.53
Promoting economic development	23.6%	42.0%	24.6%	9.9%	2.98
Partner with industry, government and business					
Partnerships with industry, government and business	14.4%	41.2%	21.4%	22.9%	3.06
Promote Shoalhaven's positives					
Communicating Shoalhaven's positives	18.7%	43.8%	33.0%	4.5%	3.17

Key findings - Prosperity

Make Shoalhaven a destination for tourists, business and events

- Over half of residents were 'highly' satisfied with promotion of tourism, ranking it first within this key service area of prosperity
- Promoting economic development (2.98) was the item that residents were least satisfied with in this key service area, with less than a quarter giving it a score of 4 or above.

Partner with industry, government and business

- Two out of five residents (41.2%) gave a satisfaction score of 3 while a little over one in five residents scored this key services area a 4 or higher.

Promote Shoalhaven's positives

- Overall, residents appear to be happy with the way Council promotes Shoalhaven's positives with one third of residents recording a satisfaction score or 4 or 5.

Table 3.3.3 Individual key service areas - Leadership

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 10)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Transform the organisation to 'can do'					
Council responsiveness to community needs	35.4%	42.2%	18.0%	4.4%	2.75
Be excellent at customer service					
The timeliness in responding to your request	14.4%	12.7%	67.0%	5.8%	3.89
The overall performance of Council staff in dealing with your request	13.7%	16.3%	64.3%	5.8%	3.86

Key findings - Leadership

Transform the organisation to 'can do'

- The mean score for this attribute fell into the 'low' range with over one third of residents giving a satisfaction score of 1 or 2.

Be excellent at customer service

- Overall, residents were highly satisfied with the timeliness of council in responding to their request with over two thirds giving a satisfaction of 4 or 5. This achieved a satisfaction score of 3.89 (high range).
- The overall performance of Council staff in dealing with requests scored similar positive results achieving a high range mean score of 3.86.

Table 3.3.4 Individual key service areas - Governance

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Deliver sustainable services					
Council operates in an environmentally sustainable way	16.1%	43.9%	31.6%	8.4%	3.18
Continuously improve and cut red tape					
Timely processing of building applications	26.5%	26.0%	15.8%	31.8%	2.77
Maintain our infrastructure					
Sporting fields	8.3%	29.0%	54.4%	8.3%	3.62
Community buildings and halls	10.0%	34.3%	50.0%	5.8%	3.52
Parks, playgrounds and reserves	16.5%	30.3%	52.0%	1.2%	3.45
Swimming pools	19.0%	24.4%	42.3%	14.4%	3.33
Public toilets	36.4%	31.3%	27.2%	5.1%	2.83

Key findings - Governance

Deliver sustainable services

- In terms of environmental sustainability, 31.6% of residents gave a satisfaction rating of 4 or higher achieving a 'medium' mean score of 3.18.

Continuously improve and cut red tape

- Timely processing of development applications achieved a 'low' mean satisfaction score of 2.77 with only 15.8% of residents recording a satisfaction score in the 'high' range.

Maintain our infrastructure

- All services in this category received 'medium' mean satisfaction scores with the exception of public toilets.
- The provision of sporting fields received a mean satisfaction score of 3.62, making it the item that residents are most satisfied with within this key service area.
- 50% or more of residents recorded mean scores in the high range for sporting fields, community buildings and halls and parks, playgrounds and reserves.
- 36.4% of residents scored a 'low' satisfaction rating for public toilets which caused a 'low' mean score of 2.83.

Table 3.3.5 Individual key service areas - People

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Engage the Shoalhaven community in all we do					
Information on council services	16.5%	35.4%	47.0	1.1%	3.37
Informing the community of council decisions, activities and service	23.9%	40.3%	31.9%	4.0%	3.06
Planning with the community for the future of the area	26.9%	38.5%	24.5%	10.1%	2.91
Consultation with the community by council	30.9%	41.0%	21.4%	6.8%	2.82
Opportunities to participate in council decision making processes	31.4%	35.0%	21.0%	12.6%	2.79
Council responsiveness to community needs	35.4%	42.2%	18.0%	4.4%	2.75
A safe and caring community					
Library service	2.6%	11.9%	70.1%	15.3%	4.16
Wheelie bin curb side recycling services	5.4%	12.6%	77.6%	4.5%	4.09
Garbage collection	5.6%	13.6%	77.2%	3.6%	4.06
Operation of sewerage and water services	6.2%	21.0%	68.0%	4.8%	3.85

Disaster readiness in Shoalhaven	6.1%	19.7%	55.8%	18.4%	3.79
Septic services	3.6%	16.6%	26.5%	53.3%	3.66
Hygiene standards of food outlets	8.7%	30.1%	56.3%	4.9%	3.59

Key findings - People

Engage the Shoalhaven community in all we do

- Mean scores ranged from 2.75 (low) to 3.37 (medium) out of 5.
- Information on council services received a mean satisfaction score of 3.37, making it the item that residents are most satisfied with within this key service area.
- On the other hand, council responsiveness to community needs received the lowest mean satisfaction score of 2.75 out of five.

A safe and caring community

- Mean satisfaction scores ranged from 3.59 (medium) to 4.16 (high) out of 5.
- Library services is the item that residents are most satisfied with in this key service area with 70.1% of residents giving a high satisfaction rating. This was followed by wheelie bin curb side recycling collection (4.09) and garbage collection (4.06).
- Conversely, the three lowest scorers were hygiene standards of retail food outlets (3.59), septic services (3.66) and disaster readiness in the Shoalhaven (3.79).

Still under the principal area of 'people', respondents were asked the following question and presented with four attitude statements:

"Now I want to ask you a number of questions about your perceptions of your neighbourhood and the town or village where you live

on a scale of 1 to 5, where 1 is very unsafe and 5 is very safe do you feel ...

Table 3.3.6 Community Safety - People

Statements	Agreement Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
At home during the day	1.3%	6.5%	91.9%	0.4%	4.52
At home during the night	5.8%	12.6%	81.6%	0.0%	4.19
Walking around town/village during the night	24.7%	24.4%	41.2%	9.8%	3.29
Walking around town/village during the day	1.5%	7.6%	90.6%	0.3%	4.50

Key findings:

- On the whole Shoalhaven residents feel they live in a safe community. The vast majority of Shoalhaven residents (91.9%) gave a high agreement rating to feeling safe at home during the day.
- Furthermore, 81.6% said they felt safe at home during the night.
- Analysis found that more residents gave a substantially lower agreement rating (24.7%) to feeling safe walking around the town/village during the night than in the day (1.5%).

Still under the principal area of 'people', respondents were asked a number of questions relating to 'aspects of life' in order to measure personal wellbeing and health of local residents.

Table 3.3.7 Personal well-being/health - People

Key service area (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	2014
Your personal relationships	4.9%	7.5%	80.9%	6.8%	4.32
Your standard of living	2.3%	10.7%	85.7%	1.3%	4.22
Your life as a whole	3.4%	10.0%	81.9%	4.7%	4.21
How safe you feel	7.1%	11.0%	80.4%	1.5%	4.16
What you are currently achieving in life	5.4%	17.4%	69.9%	7.2%	3.97
Your health	9.0%	16.4%	69.8%	4.8%	3.96
Feeling part of your community	4.3%	23.8%	69.5%	2.4%	3.92
Your future security	7.0%	22.5%	67.2%	3.3%	3.85

Key findings - Personal well-being/health

- Mean scores ranged from a 3.85 through to 4.32 with all mean scores falling within the high satisfaction range.
- Over 80% of residents indicated they were highly satisfied with their life as a whole, safety, standard of living and personal relationships.
- Just fewer than 70% indicated they were highly satisfied with feeling part of the community.

-
- Your personal relationships (4.32) represent the item that residents are most satisfied with within this key service area, with a little over 80% of residents providing a 'high' satisfaction rating. This was followed by 'your standard of living' (4.22) and 'your life as a whole' (4.21).
 - While still achieving a mean satisfaction score in the 'high' range, your future security (3.85) was the item that residents are least satisfied with.

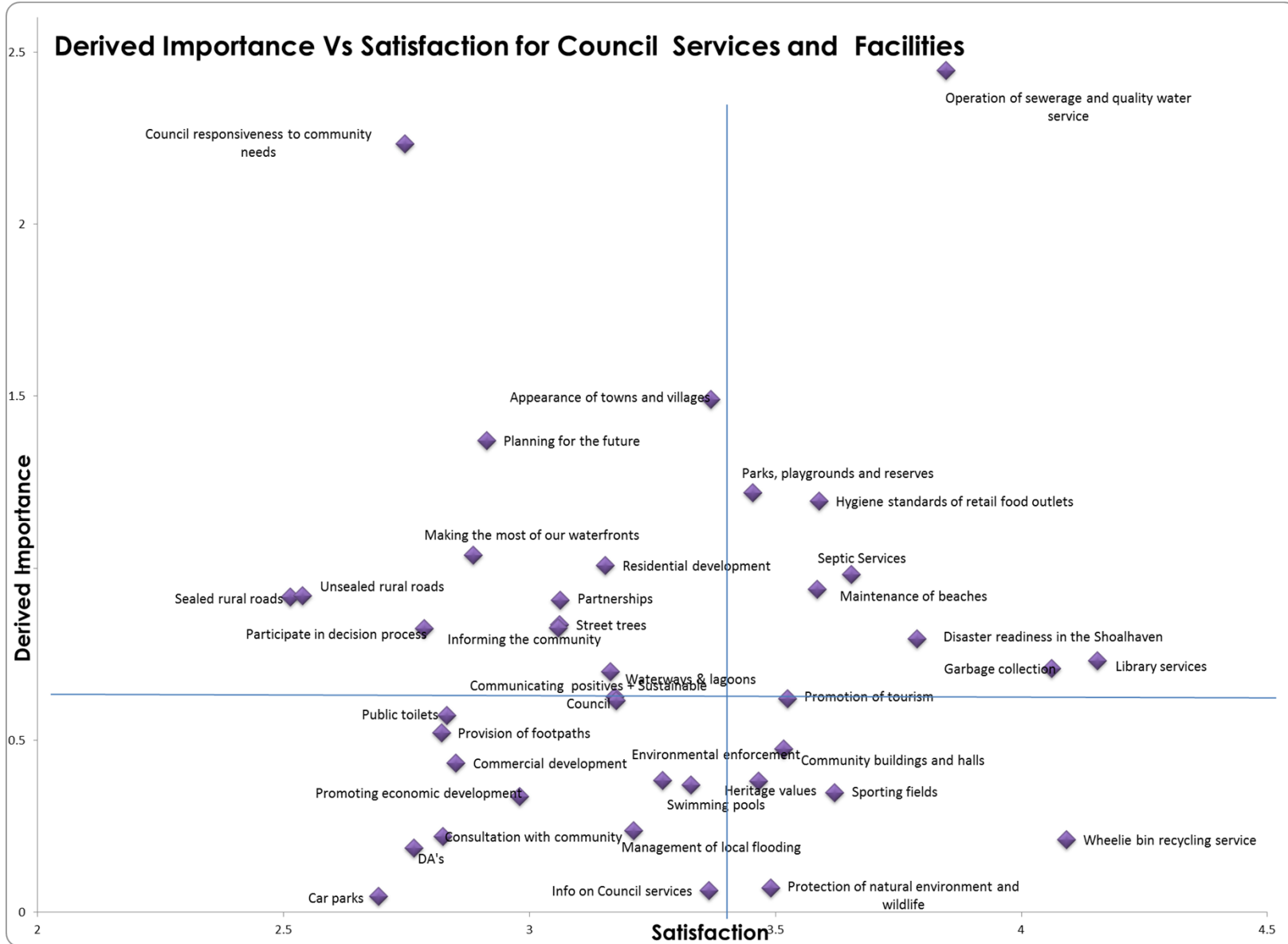
4 IDENTIFYING PRIORITIES FOR IMPROVEMENT

Given the many dimensions of customer service that need to be managed, it can often be a difficult task to prioritise where improvement is most needed. The large number of service dimensions can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the opportunities for improvement that surface from the individual service dimensions reported in the previous section.

4.1 QUADRANT ANALYSIS

An analytical technique known as quadrant analysis is a useful way of simultaneously analysing the importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean derived importance scores for each customer service dimension measured in the survey. In order to form the quadrant chart (or opportunity matrix, as it is sometimes called) average importance and satisfaction scores were calculated according to the scores for the entire set of services. The average derived Importance score was 0.27. The average satisfaction score was 3.40. So, for example, services with a mean importance score of less than 0.27 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, services with a mean score above 0.27 were classified as having 'higher' importance.

The results of the quadrant analysis are displayed in Figure 4.1.1.



Each of the four quadrants in Figure 4.1.1 has a specific interpretation:

1. The **upper right** quadrant (high importance and high satisfaction) represents service strengths.
2. The **upper left** quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The **lower left** quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions.
4. The **lower right** quadrant (relatively lower importance and high satisfaction) is sometimes interpreted as representing 'over-delivery'.

The attributes in the **upper left** quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but reported relatively lower satisfaction.

Key findings:

Service areas where Council is performing well (high satisfaction/high importance) are:

- Library services
- Garbage collection
- Operation of sewerage and quality water service
- Disaster readiness in the Shoalhaven
- Septic services
- Hygiene standards of retail food outlets
- Maintenance of beaches
- Parks playgrounds and reserves

Priority service areas for improvement (low satisfaction/high importance) are:

- Sealed rural roads
- Unsealed rural roads
- Council responsiveness to community needs
- Opportunities to participate in Council decision making processes
- Making the most of our waterfronts
- Planning with the community for the future of the area
- Management of street trees
- Informing the community of Council decisions, activities and services
- Partnerships with industry, government and business
- Managing residential development
- Management of waterways and lagoons
- Communicating Shoalhaven's positives
- Appearance of towns and villages

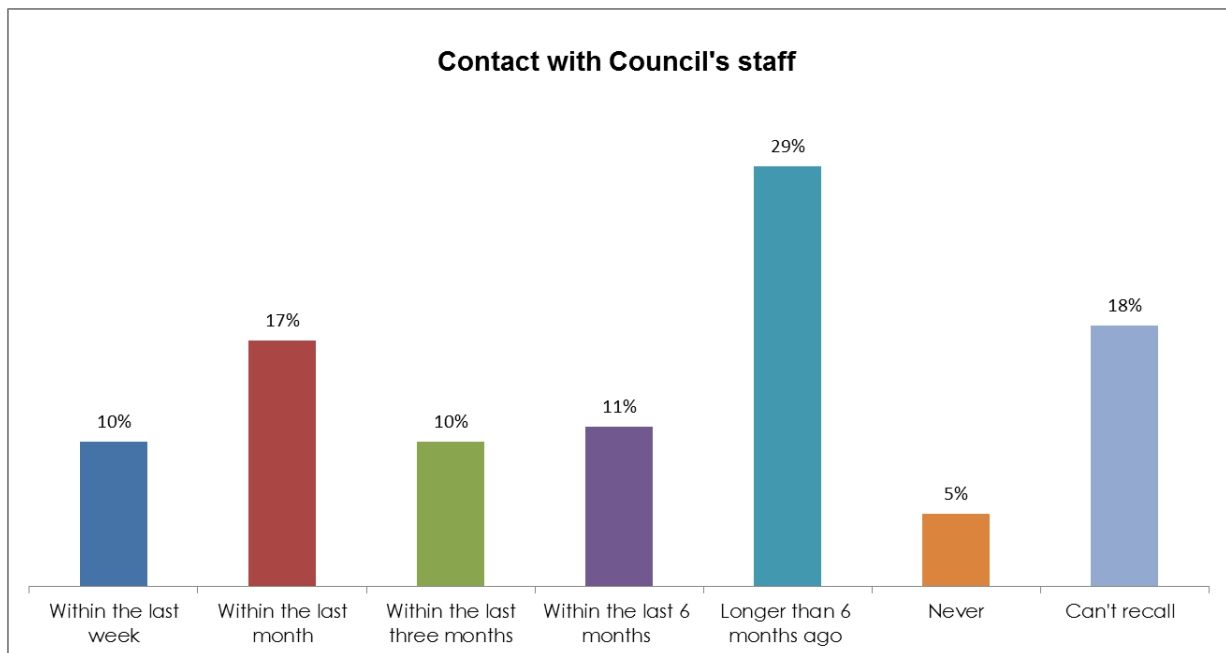
5 CONTACT WITH COUNCIL

The questionnaire also sought to measure a number of factors relating to resident contact with council staff. These included the frequency of contact, popularity of certain channels and the confidence in knowing who to contact for residents who have not had recent interaction with council staff.

5.1 INTERACTION WITH COUNCIL STAFF

“When was the last time you had contact with a Council staff member?”

Figure 5.1.1 Last Contact with Council Staff



Key findings:

- 29% of residents could recall having contact with Council staff longer than 6 months ago.
- Conversely, 10% of residents could recall having contact with Council staff both within the last three months and within the last week while 5% of residents say they have never made contact.

5.2 CONFIDENCE IN WHO TO CONTACT FOR REPRESENTATION

After asking about their interaction with Council staff, those residents who recorded never having contact or can't recall were asked, if required would they be confident knowing who to contact in council for representation and information.

"If required, are you confident that you would know who to contact in Council for representation and information?"

Table 5.2.1 Confidence in knowing who to contact

If required, are you confident you would know to contact in Council for representation and information?	Percent
Yes	72.3%
No	25.1%
Don't know	2.6%

Key findings:

- 72.3% of residents who recorded never having contact or can't recall said they would be confident in knowing who to contact if required.
- Conversely, 25.1% recorded they would not know who to contact in council for representation and information if required.

5.3 METHOD OF CONTACT

Residents who could recall having contact with Council staff were then asked a further question relating to how the resident contacted Council:

“Thinking about your last interaction with a Council employee, how did you make contact?”

Table 5.3.1 How Contact Was Made With Council Staff

Method of Contact	Percent
Telephone enquiry	40.8%
Visited council office	36.4%
Email	7.2%
Face to face	5.0%
In the street	2.4%
Meeting	1.8%
Fax/letter	1.8%
Other	4.7%

Key findings:

- The two most common methods of contact with Council are telephone (40.8%) and residents who personally made a visit to the council office (36.4%). With email coming in at third (7.2%).
- Those making contact via fax or letter were least common at 1.8%.

6 THE AUSTRALIAN UNITY PERSONAL WELLBEING INDEX

The Australian Unity Personal Wellbeing Index (AUPWI) is calculated by taking the average score of the eight items contained in table 6.1 and converting that score into a scale maximum score with a range of 0-100. Normative data from the Australian Unity Wellbeing Index indicates that the average Personal Wellbeing Index for Australians is approximately 75. The desired outcome is above 75 and trending upward.

Table 6.1 Satisfaction Ratings personal well-being

	Satisfaction Rating (%)				Mean Score (out of 5)
	Low (1-2)	Medium (3)	High (4-5)	N/R	
Personal wellbeing					
your life as a whole	3.4	10.0	81.9	4.7	4.21
your standard of living	2.3	10.7	85.7	1.3	4.22
your health	9.0	16.4	69.8	4.8	3.96
what you are currently achieving in life	5.4	17.4	69.9	7.2	3.97
your personal relationships	4.9	7.5	80.9	6.8	4.32
how safe you feel	7.1	11.0	80.4	1.5	4.16
feeling part of your community	4.3	23.8	69.5	2.4	3.92
your future security	7.0	22.5	67.2	3.3	3.85

Key findings:

- Shoalhaven LGA's Personal Wellbeing Index was calculated as being 77.13 which is considered above average for Australian communities
- Shoalhaven LGA's Personal Wellbeing Index comes in just under IRIS's most recent measurement of Wollongong City Council's Personal Wellbeing Index result of 78.84.

APPENDIX 1: SURVEY METHODOLOGY

SAMPLE DESIGN

A telephone-based survey aiming to secure a response from approximately 500 residents from throughout the Shoalhaven LGA was used. The survey unit was permanent residents of the Shellharbour area who had lived there for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2011 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area and within the three survey sub areas. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

DATA COLLECTION

The survey was conducted during the period 25th to 27th June 2014. During the survey process, the person from the selected household who had the **most recent birthday** was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m. The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

RESPONSE

At the end of the survey period, 505 completed interviews had been collected. Table 0-1 shows that a completion rate of 67.4% was achieved. That is, of all the households contacted, 67.4% completed the survey. This is considered a very good response rate for a regional district.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	505
Refusals & terminated interviews	244
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	749
Completion rate	67.4%

Given the level of response to the survey and the fact that it represents a very good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

SURVEY ACCURACY

When analysing results for the entire sample, the maximum error rate will be about $\pm 4.4\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 4.4\%$ of the result achieved in this survey.

APPENDIX 3: QUESTIONNAIRE

Client: Shoalhaven City Council

Survey: Community Survey

Version: DRAFT 3

Author: Michael Di Leo



INTRODUCTION

Hello, my name is ... and I'm calling on behalf of Shoalhaven City Council. We are conducting a survey about services and facilities provided by Shoalhaven City Council and we are interested in the views of a person in your household. By answering this survey you will be providing valuable feedback to Shoalhaven City Council so that the needs of residents can be better addressed.

May I please speak to the person in the household aged 18 years or older who had the most recent birthday? **[IF NOT AT HOME ARRANGE A CALLBACK]**

The survey will take about 12 minutes to complete, can we do it now?

SCREENING

Before we start, I just have to make sure you qualify for an interview.

Firstly, is this household in the Shoalhaven City Council area? [IF NOT THANK RESPONDENT AND SELECT N/A N/Q]

And, have you lived in the Shoalhaven City Council area for longer than 6 months? [IF NOT THANK RESPONDENT SELECT N/A N/Q]

What suburb do you live in?
INSERT SUBURB LIST

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

Okay, great. Before we start, I just have to inform you that my supervisor may monitor this call for quality control and training purposes.

SECTION 1 –SERVICES & FACILITIES (SATISFACTION RATINGS)

Q 1A

In this first section I will read out a list of services and facilities.

For each service or facility I will also ask you how satisfied you are with Council's performance. This will involve a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied.

RANDOMISE BLOCK

[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED]	1. Very dissatisfied	2.	3.	4.	5. Very satisfied	6. Can't say
Place						
Bring CBD's alive & activate our waterfronts						
Appearance of towns and villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing commercial development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing residential development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making the most of our waterfronts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building new road and footpath connections						
Sealed rural roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unsealed rural roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of footpaths and walking paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showcase our unique environments						
Protection of natural environment and wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage values and buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental protection and enforcement (eg. building site inspections, rubbish dumping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management of local flooding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management of the waterways and lagoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management of street trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED]

	1.	2.	3.	4.	5.	6.
	Very				Very	Can't
	dissatisfied				satisfied	say

Prosperity

Make Shoalhaven a destination for tourists, business and events

Promotion of tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting economic development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Partner with industry, government and business

Partnerships with industry, government and business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Promote Shoalhaven's positives

Communicating Shoalhaven's positives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	1.	2.	3.	4.	5.	6.
	Very				Very	Can't
	dissatisfied				satisfied	say

[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED]

Leadership

Transform the organisation to 'can do'

Council responsiveness to community needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Governance

Deliver sustainable services

Council operates in an environmentally sustainable way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Continuously improve and cut red tape

Timely processing of development applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Maintain our infrastructure

Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks playgrounds and reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community buildings and halls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Swimming pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.	2.	3.	4.	5.	6.
	Very				Very	Can't
	dissatisfied				satisfied	say

[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED
People

Engage the Shoalhaven Community in all we do

Consultation with the community by Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council responsiveness to community needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities to participate in Council decision making processes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on Council services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning with the community for the future of the area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informing the community of Council decisions, activities and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A Safe and Caring Community

Hygiene standards of retail food outlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operation of sewerage and quality water services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Septic services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garbage collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wheelie bin curbside recycling services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disaster readiness in the Shoalhaven.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now I'd like to shift the focus away from Council services and facilities and on to issues relating to various aspects of your life and personal circumstances. I would like you to tell me how satisfied you are with various items using the same scale as before.

[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED	1.				5.	6.
	Very	2.	3.	4.	Very	Can't
	dissatisfied				satisfied	say
Your life as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What you are currently achieving in life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How safe you feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling part of your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your future security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 2: OVERALL PERFORMANCE

Q2.1

Using the same scale as before, how would you rate the overall performance of Shoalhaven City Council as an organisation over the past 12 months?

	1.	2.	3.	4.	5.	6.
	Very				Very	Can't
	dissatisfied				satisfied	say
[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED						
Council's overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2.2

In giving your rating, has any particular issue strongly influenced your view, either in a positive or negative way? IF YES. Was it a positive or negative influence?

1. Yes-Positive
2. Yes-Negative
3. No [skip]

Q2.3

In just a few words, please describe the major issue that strongly influenced your rating?

[80 CHARACTER TEXT BOX]

SECTION 3 – STAFF PERFORMANCE

Now I want to ask you some general questions about Council's staff.

Q3.1

When was the last time you had contact with a Council staff member?

- Within the last week
- Within the last month
- Within the last three months
- Within the last 6 months
- Longer than 6 months ago
- Never
- CANT RECALL

IF Q3.1 = NEVER OR CAN'T RECALL

Q3.2

If required, are you confident that you would know who to contact in Council for representation and information?

- Yes
- No
- Don't know

Q3.3

Thinking about your last interaction with a Council staff member, how did you make contact?

- Telephone enquiry
- Internet enquiry
- Email
- Fax / letter
- Visited council office
- Some other method (specify) _____

Q3.4

Again use a scale from 1-5, where 1=very dissatisfied and 5=very satisfied. How satisfied are you with...?

	1.	2.	3.	4.	5.	6.
	Very				Very	Can't
	dissatisfied				satisfied	say
[CONFIRM: SO YOU ARE SATISFIED /DIS SATISFIED						

The timeliness in responding to your request

The overall performance of Council's staff in dealing with your request

SECTION 4 – COMMUNITY SAFETY

Now I want to ask you a number of questions about your perceptions of your neighbourhood and the town or village where you live.

Q4.1

On a scale of 1 to 5, where 1 is very unsafe and 5 is very safe, how safe do you feel ...

RANDOMISE BLOCK

	1. Very unsafe	2.	3.	4.	5. Very safe	6. Can't say
[CONFIRM: SO YOU FEEL SAFE / UNSAFE]						
A. At home during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. At home during the night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Walking around your town/village during the night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Walking around your town/village during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 5 – RESPONDENT CHARACTERISTICS

Finally, I'd just like to ask you a few questions to help qualify your responses.

SEX

Hearing your voice I presume you are a ...

1. Male
2. Female

AGE

Which of the following age brackets do you fall into?

1. 18-24
2. 25-39
3. 40-54
4. 55 plus
5. refused

PCODE

And what is the postcode where you live?

NAME

Finally, could you tell me your first name as my supervisor audits 1 in 10 of my calls as part of our quality control process?

CONCLUSION

That completes our interview. As this is market research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is only used for research purposes.

Again, my name isand my supervisors name is Judy. If you have any questions about this survey, or would like further information about IRIS Research, you can call our office between 9am and 5pm weekdays on 4285-4446. Thank you for your time.

END.

QUESTIONNAIRE SIGN-OFF:

Approval of the Questionnaire indicates an understanding and acceptance of its contents and the informational outputs it will generate. By signing this document, the assigned delegate agrees the questionnaire content is complete to their satisfaction, and is ready to be entered into the IRIS CATI Design System and pre-tested for fieldwork.

.....
Signature

.....
Full Name (Please print)

.....
Position

.....
Phone

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Email

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