



Insight for
Business & Government

2015 Shoalhaven Community Survey

Management Report

Prepared for

Shoalhaven
City Council

Prepared by
IRIS Research Ltd

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EXECUTIVE SUMMARY

This report presents the results of the Shoalhaven Council Community Survey, 2015. 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 2015 survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during the last week of June. A total of 501 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 56%, which is considered a good response for a telephone survey.

The main findings of the 2015 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION [PG. 7-10]

Overall, 85.3% (*up from 82.9% in 2014*) of Shoalhaven residents recorded medium to high satisfaction with the performance of Council. This resulted in a medium level mean score of 3.41 out of 5. This level of satisfaction was relatively consistent across all demographic groupings with only those residents 65 years or over recording a statistically higher level of satisfaction.

INDIVIDUAL COUNCIL SERVICES & FACILITIES – QUADRANT ANALYSIS [PG.31-36]

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 as summarised in table E-2. However, there are notable exceptions. As summarised in Table E-3, analysis of derived importance and satisfaction ratings for Council services and facilities revealed a number of priorities for improvement:

Table E-2 Services/facilities that are performing well

Service/Facility
Appearance of towns and villages
Council operates in an environmentally sustainable way
Informing the community of Council decisions, activities and services
Maintenance of beaches
Garbage collection
Information on Council services
Library services
Promotion of tourism
Hygiene standards of retail food outlets
Wheelie bin curb side recycling service

Table E-3 Priorities for improvement

Service/Facility
Opportunities to participate in Council decision making processes
Making the most of our waterfronts
Environmental protection and enforcement (e.g. building site inspections, rubbish)
Provision of footpaths and walking paths
Management of street trees
Management of local flooding
Council responsiveness to community needs
Managing residential development
Sealed rural roads
Planning with the community for the future of the area

COMMUNITY SAFETY [PG.24]

62.6% of residents indicated that they felt very safe in their home during the day with only 1.1% indicating that they felt at all unsafe. In contrast, only 17.4% of residents indicated that they felt very safe walking around their town or village during the night.

CONTACT WITH COUNCIL [PG.37-41]

48% of residents recalled having contact with Council staff in the last 6 months with a further 25% indicating they had made contact more than 6 months ago. 11% of residents indicated that they had never had contact with Council staff.

As shown in table E-3, 62.3% 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	62.3%
No	33.6%
Don't know	4.0%

A telephone enquiry (44.6%) followed by a visit to a Council office (35.3%) were indicated as the means by which the last contact with Council was made.

87.0% of residents were moderately to highly satisfied with timeliness with which the staff responded to their request.

87.8% of residents indicated that they were moderately to highly satisfied with the overall performance of staff in dealing with their request.

THE AUSTRALIAN UNITY PERSONAL WELL-BEING INDEX [PG.42]

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 78.29 which is considered above average for Australian communities and is trending upwards (77.13 in 2014).

LIBRARY SERVICES [PG.43-50]

37.9% of residents indicated that they had used Shoalhaven's library services in the last 12 months with 67.5% of those indicating that the purpose of their visit was to borrow books.

When asked to identify their main reason for not using Shoalhaven library service, 43.6% indicated that they were not interested, 19.8% that they had Wifi at home and a further 17.8% that they had books at home.

When asked about their awareness of services or items provided by Shoalhaven Library, these non-users identified borrowing books (46.4%), WiFi/Internet access (26.0%) and borrowing DVD's (11.6%) as the ones they were most familiar with.

LAND USE PLANNING [PG.51-55]

43.9% of residents indicated that they were aware of land use projects or initiatives in the Shoalhaven area.

When asked to name any land use planning projects or initiatives, only 8.5% of respondents were able to name any of those on the list, with 62.2% unable to name any and a further 29.2% naming something not on the list (See Section 8 in this report for a detailed breakdown of these).

SHOALHAVEN ATTRACTIONS [PG.56-57]

When asked about their confidence in providing information to visitors about Shoalhaven attractions, 92.9% of residents indicated that they were moderately to very confident that they could do so.

When asked about the most useful sources of information about Shoalhaven's attractions, 44.7% favoured a dedicated web page, 36.0% a booklet sent out with the rates and 17.5% a Facebook page.

KEY FINDINGS

The key findings listed in the report have been summarised below:

Overall satisfaction with Council

- 85.3% of residents reported that they are moderately to highly satisfied with the overall performance of Council.
 - Top three positive issues identified: upgrades to facilities; environmental/heritage; consultation/communication
 - Top three negative issues identified: quality of services; environment/heritage; waste

Key result area (KRA) satisfaction

- Of the five KRAs Leadership showed a statistical significant improvement over last year (2014)

KRA Leadership

- Services aligned with 'Leadership' that showed significant change over last year include:
 - Timeliness in responding to your request
 - Overall performance of Council's staff in dealing with your request

KRA Place

- Services aligned with 'Place' that showed significant change over last year include:
 - Management of waterways and lagoons
 - Managing commercial development

KRA Governance

- Services aligned with 'Governance' that showed significant change over last year include:
 - Council operates in an environmentally sustainable way
 - Timely processing of development applications

KRA People

- Services aligned with 'People' that showed significant change over last year include:
 - Consultation with the community by Council

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;
- Measure library usage and perceptions of the service;
- Measure awareness of and satisfaction with land use planning;
- Explore options for supplying information on attractions to tourists.

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 DERIVED IMPORTANCE

Regression analysis has been used to produce derived importance scores for each of the services/facilities for which satisfaction ratings were collected. Regression analysis gives each service/facility a score according to the contribution that service/facility is deemed to have made to residents overall satisfaction with Council. The higher the score for a particular service/facility, the more likely it is that improving residents satisfaction with that service/facility will improve residents overall satisfaction with Council.

Derived importance allows Council to see a ranked list of services/facilities, with those at the top evaluated as having the biggest impact on overall satisfaction with Council. These derived importance scores have been used in the quadrant analysis to help identify areas in need of Council attention.

1.5 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 frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores.

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software and Q. 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.

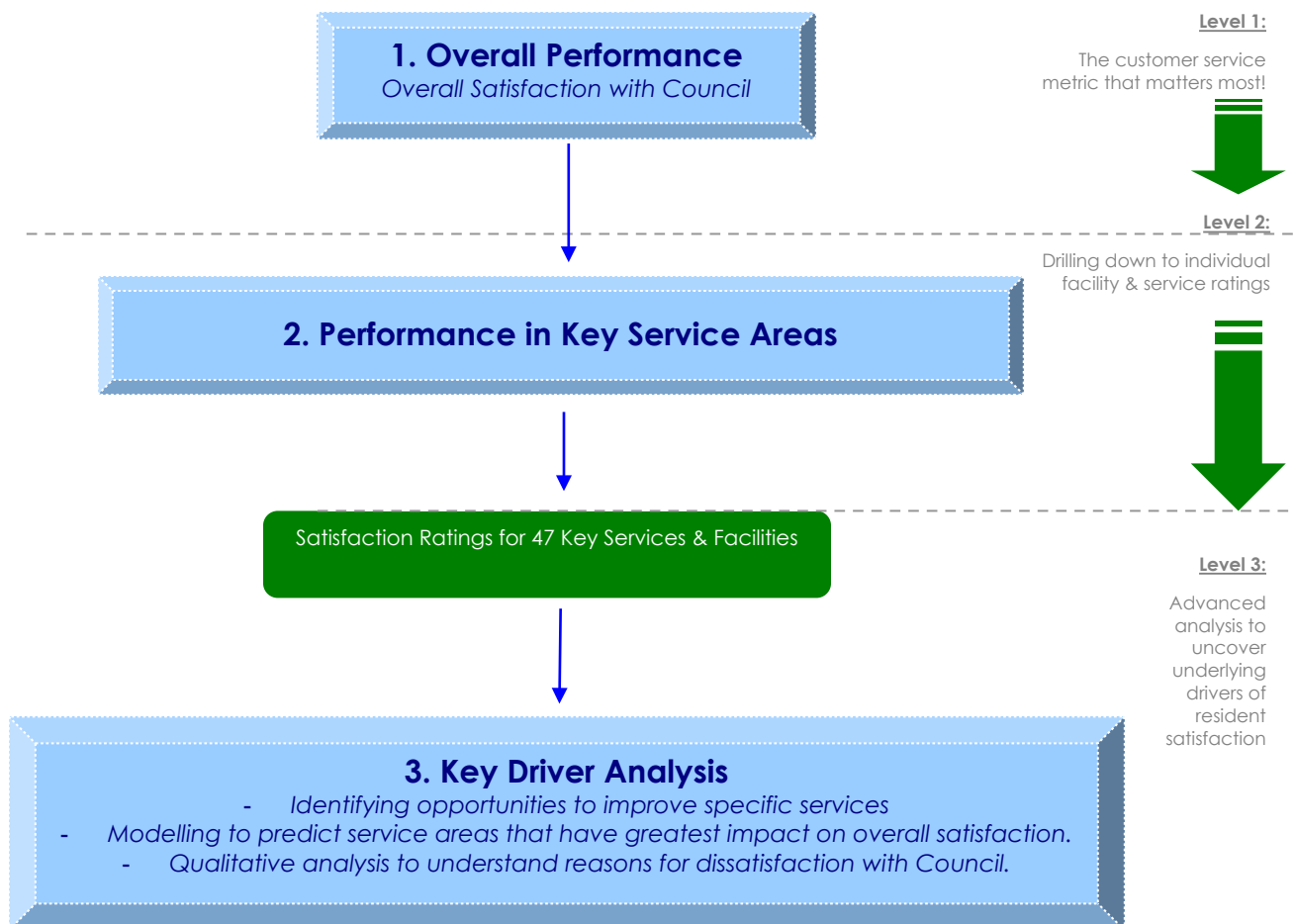
Table 1-4-2 Classification of mean scores

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

1.6 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

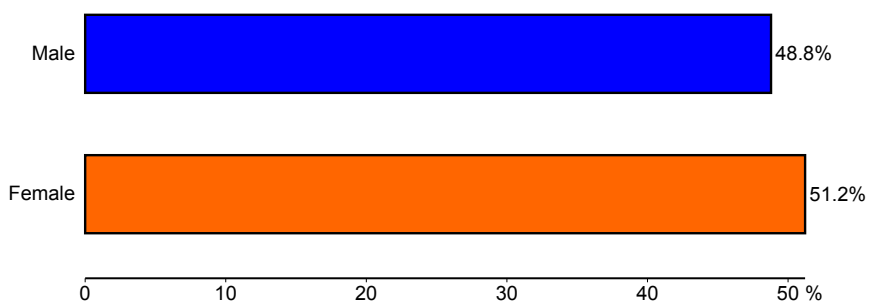


1.7 SURVEY RESPONSE

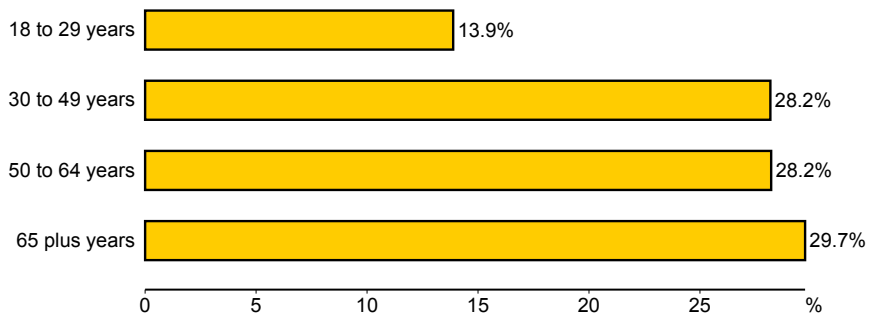
A total of 501 completed interviews were collected from a random sample of residents from throughout the Shoalhaven local government area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1.8.1 provides an overview of the distribution of key respondent characteristics.

Table 1.8.1 Sample Respondent Characteristics

Sex:



Age:



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

SURVEY RESULTS

2 OVERALL SATISFACTION

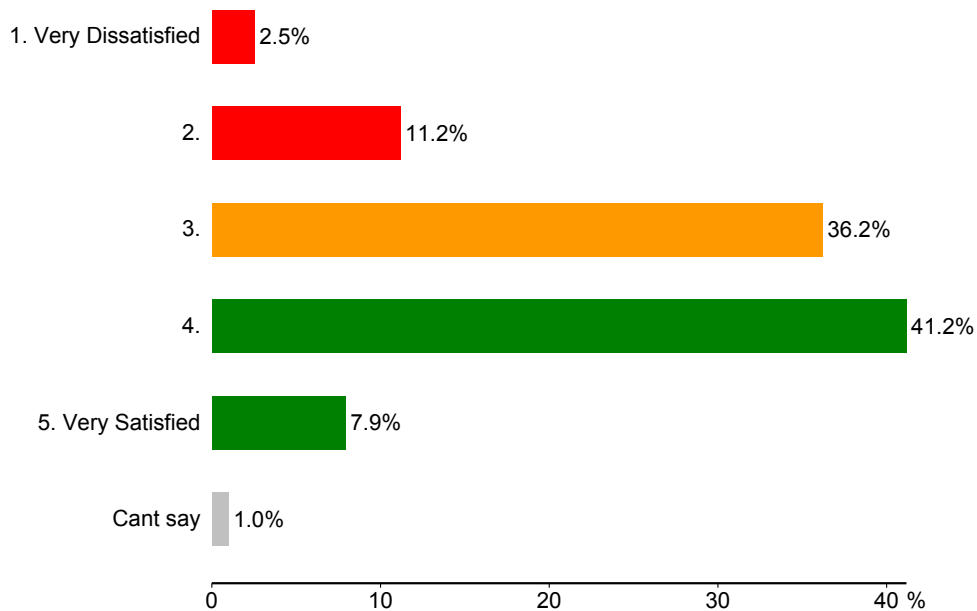
2.1 OVERALL SATISFACTION BY KEY CHARACTERISTICS

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.

How would you rate the overall performance of Shoalhaven City Council as an organisation over the past 12 months?

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



Key findings:

- 85.3% of residents reported that they are moderately to highly satisfied with the overall performance of Council.

Figure 2-1-2 Distribution of Overall Satisfaction Ratings by Sex

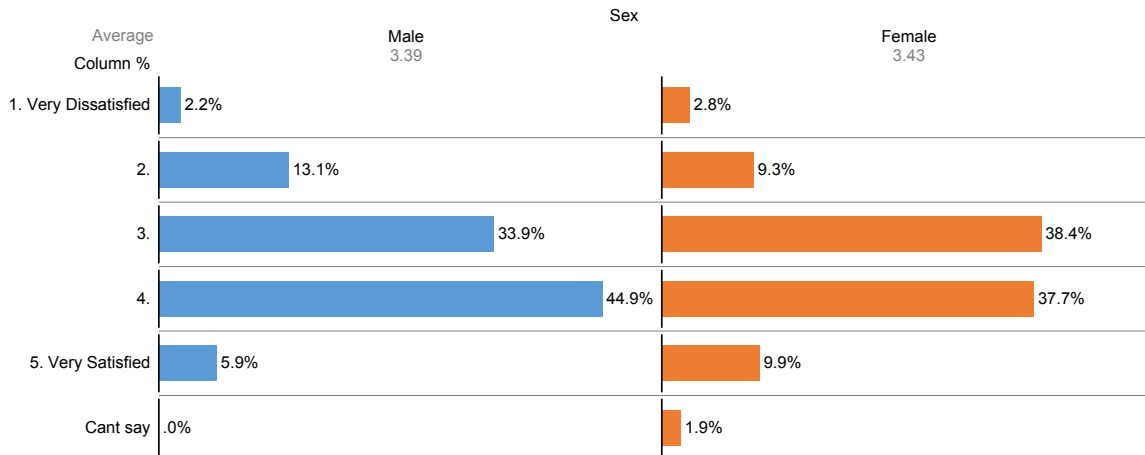
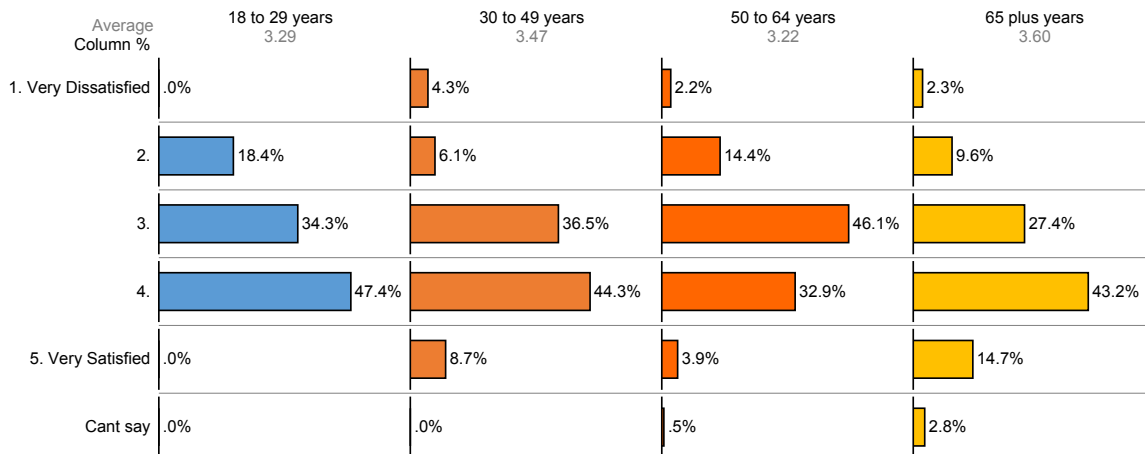


Figure 2-1-3 Distribution of Overall Satisfaction Ratings by Age



Key findings:

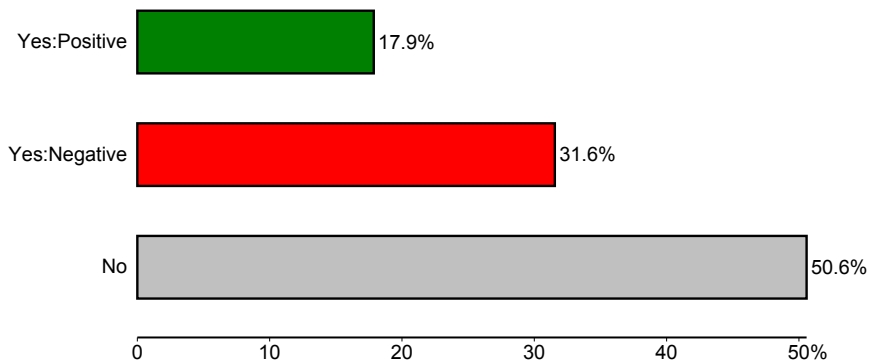
- There are no statistically significant differences in the satisfaction with Council's performance across age or sex.

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



For the 251 respondents who stated that there was an issue, interviewers probed for detail about the specific issue of concern. Table 2-2-3 provides a coded list of 'positive' issues and table 2-2-4 a coded list of 'negative' issues.

Table 2-2-3 Positive – Issues Identified (n=85)

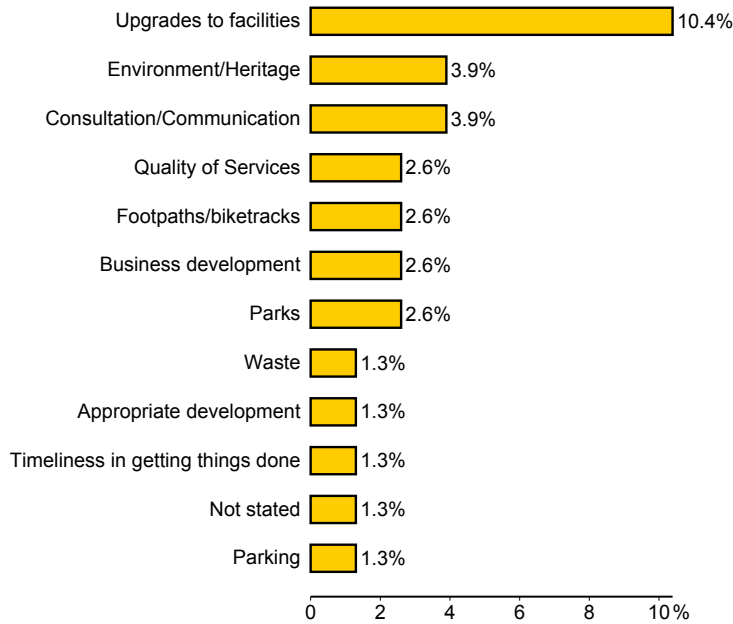
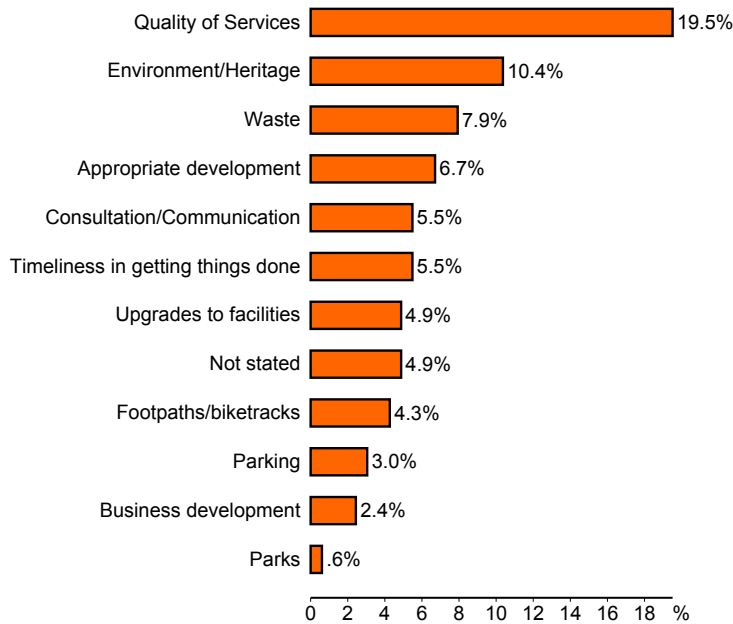


Table 2-2-4 Negative - Issues Identified (n=166)



3 KEY SERVICE AREAS - SATISFACTION

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 KEY SERVICE AREAS - COMPARISON

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)	Mean score out of 5	Mean score out of 5
	2014	2015
People	3.69	3.59
Governance	3.27	3.39
Prosperity	3.19	3.33
Leadership	3.13	3.57
Place	3.08	3.13

Key findings:

- As in 2014, 'People' was the key service area where residents recorded the highest level of satisfaction, with a medium level mean score of 3.59 out of 5.
- The only significant change from 2014 was in 'Leadership', with a mean score up from 3.13 to 3.57 in this latest measure.

3.2 KEY SERVICE AREA - PLACE

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

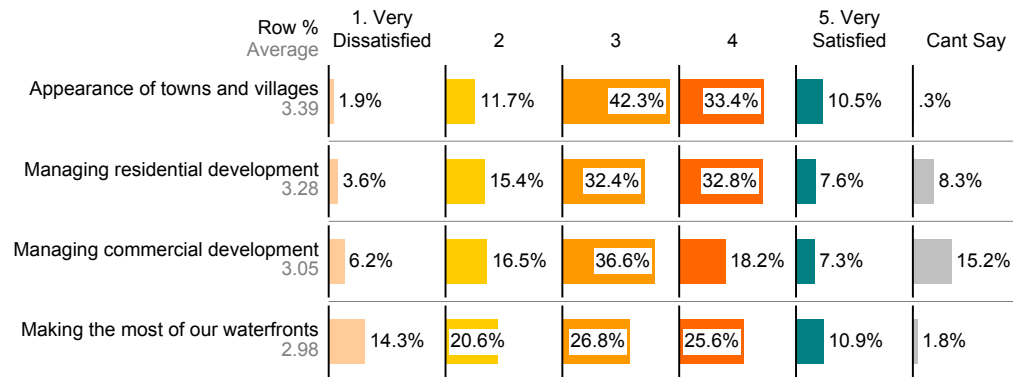
Table 3.2.1 Individual key service areas – Place

Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Maintenance of beaches 3.67	3.7%	5.5%	24.6%	44.6%	15.8%	5.8%
Heritage values and buildings 3.60	1.2%	5.4%	33.8%	36.3%	12.2%	11.1%
Protection of natural environment and wildlife 3.59	3.1%	7.9%	27.0%	40.5%	13.9%	7.6%
Appearance of towns and villages 3.39	1.9%	11.7%	42.3%	33.4%	10.5%	.3%
Management of waterways and lagoons 3.37	3.8%	11.2%	32.8%	36.5%	8.1%	7.4%
Environmental protection and enforcement (eg building site inspections, rubbish dumping) 3.29	4.0%	13.5%	36.7%	33.4%	7.8%	4.5%
Managing residential development 3.28	3.6%	15.4%	32.4%	32.8%	7.6%	8.3%
Management of local flooding 3.25	5.3%	13.2%	32.3%	29.9%	7.8%	11.7%
Management of street trees 3.18	6.6%	17.9%	34.8%	29.6%	9.9%	1.2%
Managing commercial development 3.05	6.2%	16.5%	36.6%	18.2%	7.3%	15.2%
Making the most of our waterfronts 2.98	14.3%	20.6%	26.8%	25.6%	10.9%	1.8%
Provision of footpaths and walking paths 2.82	15.1%	24.6%	27.9%	24.0%	6.7%	1.7%
Car parks 2.63	17.0%	28.2%	32.9%	15.9%	4.9%	1.1%
Sealed rural roads 2.48	18.3%	35.9%	28.1%	12.4%	4.2%	1.1%
Unsealed rural roads 2.44	14.0%	27.7%	27.7%	8.6%	1.3%	20.7%

Key findings:

- Maintenance of beaches (mean score of 3.67 out of 5), heritage values and buildings (3.60) and the protection of natural environment and wildlife (3.59) were the areas where residents expressed the most satisfaction. These are all medium level satisfaction ratings.
- Several service areas registered low satisfaction ratings: Unsealed rural roads (mean score 2.44 out of 5), Sealed rural roads (2.48), Car parks (2.63), Provision of footpaths and walking paths (2.82) and Making the most of waterways (2.98).

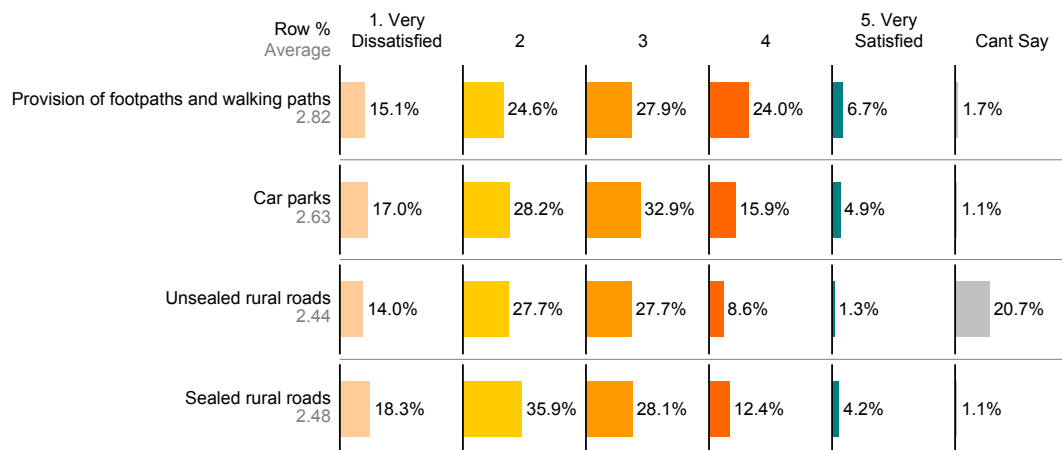
Table 3.2.2 Place - Bring CBD's alive and activate our waterfronts



Key findings:

- Appearance of towns and villages (mean score of 3.39 out of 5), Managing residential development (3.28) and Managing commercial development (3.05) all recorded medium level satisfaction scores.
- Satisfaction with Making the most of our waterfronts was given a low range score of 2.98 out of 5.

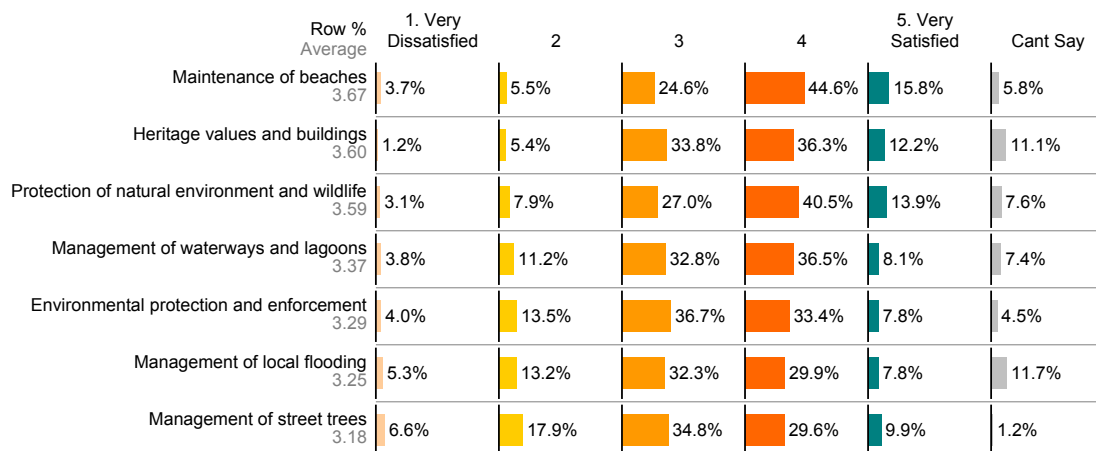
Table 3.2.3 Place - Building new road and footpath connections



Key findings:

- All four services in this category fell into the low satisfaction category with mean scores below 3.0 out of 5.

Table 3.2.4 Place - Showcase our unique environment



Key findings:

- All seven services in this group were given a medium level satisfaction rating by residents with mean scores between 3.18 and 3.67 out of 5.

Table 3.2.5 Place – Comparisons to 2014

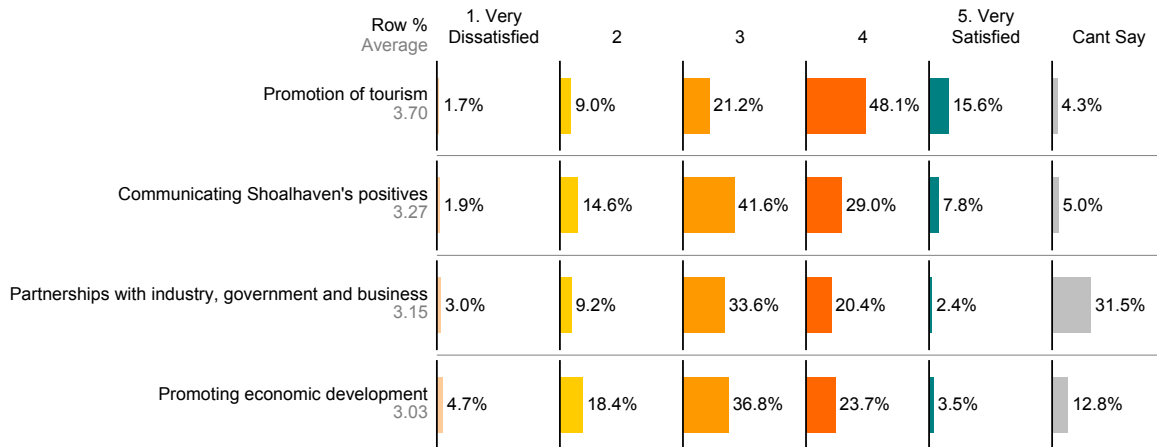
Place	2014	2015
Heritage values and buildings	3.47	3.60
Maintenance of beaches	3.59	3.67
Protection of natural environment and wildlife	3.49	3.59
Management of local flooding	3.21	3.25
Management of waterways and lagoons	3.17	3.37
Managing residential development	3.16	3.28
Managing commercial development	2.85	3.05
Environmental protection and enforcement (e.g. building site inspections, rubbish dumping)	3.27	3.29
Appearance of towns and villages	3.37	3.39
Management of street trees	3.06	3.18
Unsealed rural roads	2.54	2.44
Making the most of our waterfronts	2.89	2.98
Provision of footpaths and walking paths	2.82	2.82
Car parks	2.69	2.67
Sealed rural roads	2.51	2.48

Key findings:

- Both Management of waterways and lagoons and Managing commercial development showed statistically significant improvements on their 2014 mean scores.

3.3 KEY SERVICE AREA - PROSPERITY

Table 3.3.1 Individual key service areas - Prosperity



Key findings - Prosperity

- All four services in this category recorded medium level satisfaction ratings with scores ranging from 3.03 to 3.70 out of 5.

Table 3.3.2 Prosperity – Comparisons to 2014

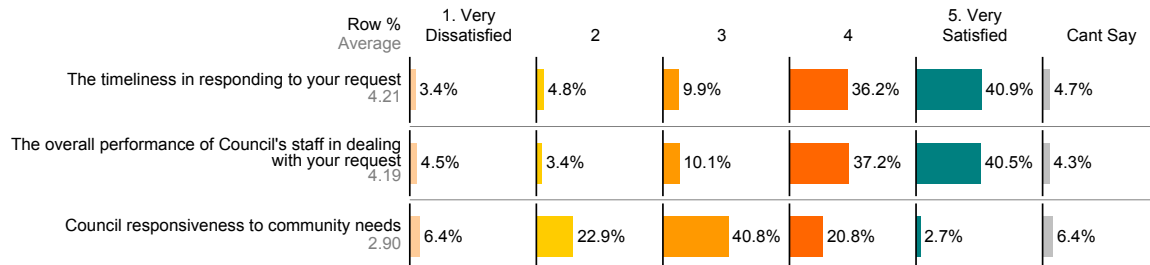
Prosperity	2014	2015
Promotion of tourism	3.53	3.70
Communicating Shoalhaven's positives	3.17	3.27
Partnerships with industry, government and business	3.06	3.15
Promoting economic development	2.98	3.03

Key findings

- There is no statistically significant change in the satisfaction ratings for these four services between 2014 and 2015.

3.4 KEY SERVICE AREA - LEADERSHIP

Table 3.4.1 Individual key service areas – Leadership



Key findings:

- Both the staff related services, The timeliness in responding to your request (mean 4.21 out of 5) and The overall performance of Council staff in dealing with your request (4.19) are results in the high satisfaction range.
- Council responsiveness to community needs (mean score 2.90 out of 5) falls firmly in the low satisfaction range.

Table 3.4.1 Leadership – Comparisons to 2014

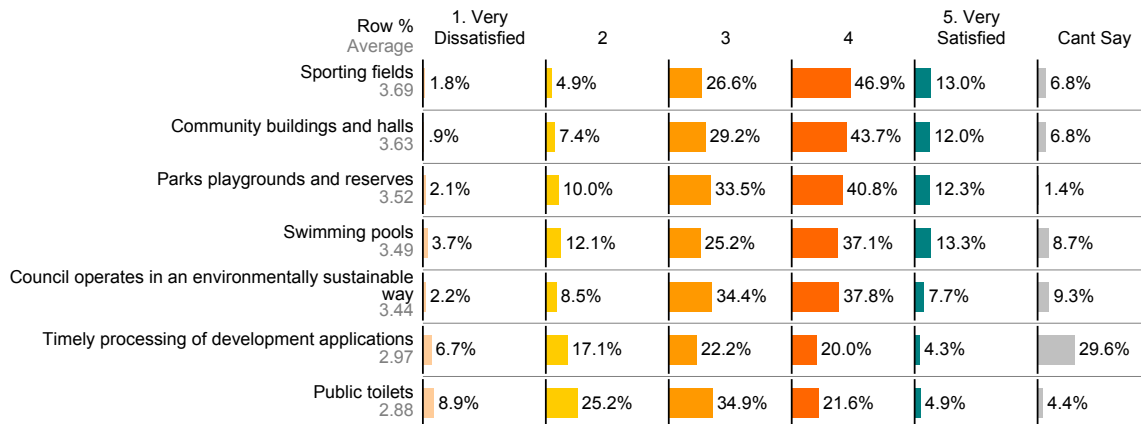
Leadership	2014	2015
Timeliness in responding to your request	3.89	4.21
Overall performance of Council's staff in dealing with your request	3.86	4.19
Council responsiveness to community needs	2.75	2.90

Key findings:

- Timeliness in responding to your request and Overall performance of Council staff in dealing with your request both showed statistically significant increases in resident satisfaction when compared to 2014, taking them into the high satisfaction range.

3.5 KEY SERVICE AREA - GOVERNANCE

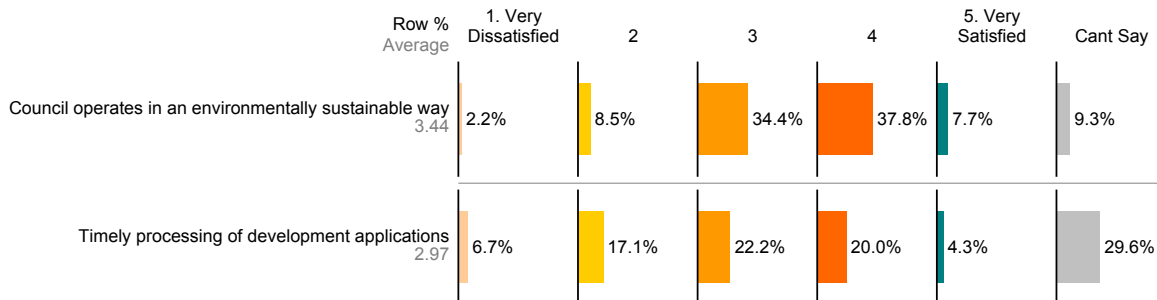
Table 3.5.1 Individual key service areas - Governance



Key findings:

- Five of the services in this area fall into the higher end of the medium_satisfaction category with mean scores ranging from 3.44 out of 5 through to 3.69 out of 5.

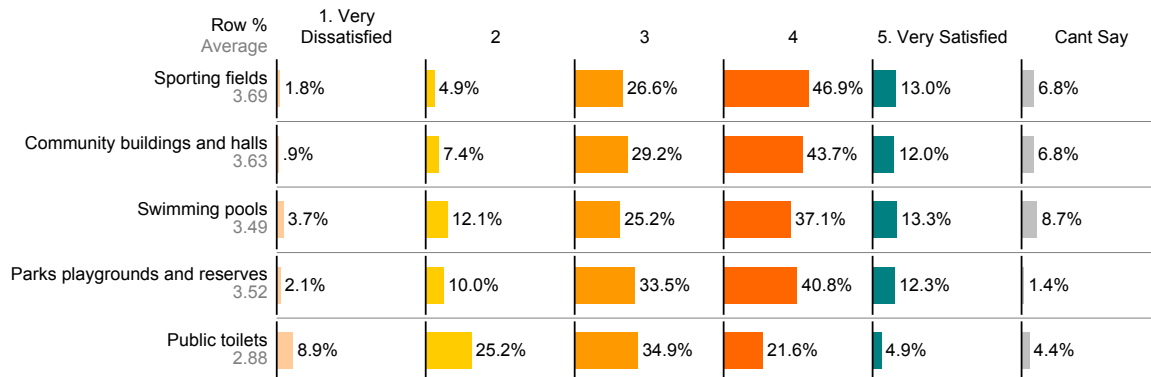
Table 3.5.2 Governance - Deliver sustainable services and cut red tape



Key findings:

- A medium level satisfaction score has been achieved by the service, Council operates in an environmentally sustainable way (3.44 out of 5).
- Timely processing of development applications (2.97 out of 5) falls into the low satisfaction band with a score below 3 out of 5.

Table 3.5.3 Governance - Maintain our infrastructure



Key findings:

- Four of the services in this category have achieved mean satisfaction scores at the higher end of the medium range with mean scores between 3.49 and 3.69 out of 5.
- At the bottom end of the scale, Public toilets (2.88 out of 5), falls into the low satisfaction band with a score below 3 out of 5.

Table 3.5.4 Governance – Comparisons with 2014

Governance	2014	2015
Sporting fields	3.62	3.69
Community buildings and halls	3.52	3.63
Parks playgrounds and reserves	3.45	3.52
Swimming pools	3.33	3.49
Council operates in an environmentally sustainable way	3.18	3.44
Timely processing of development applications	2.77	2.97
Public toilets	2.83	2.88

Key findings:

- Council operates in an environmentally sustainable way and Timely processing of development applications both showed statistically significant increases in resident satisfaction when compared to 2014, with the later on the cusp of moving out of the low satisfaction range.

3.6 KEY SERVICE AREA - PEOPLE

Table 3.6.1 Individual key service areas - People

	Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Library services	4.22	2.2%	5.5%	13.0%	37.8%	32.7%	15.9%
Wheelie bin curbside recycling service	4.03	1.4%	5.4%	14.9%	41.4%	32.7%	4.2%
Garbage collection	3.99	3.2%	4.8%	12.7%	45.1%	31.3%	3.0%
Operation of sewerage and quality water service	3.89	1.7%	4.1%	17.1%	51.3%	20.3%	5.3%
Septic services	3.77	1.9%	2.0%	11.8%	27.4%	9.2%	47.8%
Hygiene standards of retail food outlets	3.73	2.3%	4.0%	23.5%	52.7%	13.0%	4.6%
Disaster readiness in the Shoalhaven	3.68	1.5%	4.4%	24.2%	32.9%	13.4%	23.5%
Information on Council services	3.49	2.0%	9.9%	32.9%	40.7%	9.7%	4.9%
Informing the community of Council decisions, activities and services	3.24	3.6%	17.1%	34.8%	30.9%	7.9%	5.7%
Consultation with the community by Council	3.10	6.0%	17.1%	32.8%	27.1%	5.2%	11.8%
Planning with the community for the future of the area	3.07	5.2%	16.7%	37.8%	24.2%	4.7%	11.4%
Opportunities to participate in Council decision making processes	2.98	4.3%	19.9%	38.4%	20.2%	3.1%	14.2%

Key findings:

- Library services (mean score 4.22 out of 5), Wheelie bin recycling service (4.03), Garbage collection (3.99), Operation of sewerage and quality water service (3.89) and Septic services have all been rated in the high (3.75 or above) satisfaction range by residents.
- Only Opportunities to participate in Council decision making processes (mean score 2.98 out of 5) was rated in the low satisfaction range.

Table 3.6.2 People - Engage the Shoalhaven community in all we do

	Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Information on Council services 3.49	2.0%	9.9%	32.9%	40.7%	9.7%	4.9%	
Opportunities to participate in Council decision making processes 3.40	4.3%	19.9%	38.4%	20.2%	3.1%	14.2%	
Informing the community of Council decisions, activities and services 3.24	3.6%	17.1%	34.8%	30.9%	7.9%	5.7%	
Consultation with the community by Council 3.10	6.0%	17.1%	32.8%	27.1%	5.2%	11.8%	
Planning with the community for the future of the area 3.07	5.2%	16.7%	37.8%	24.2%	4.7%	11.4%	

Key findings:

- All five services in this group have scored in the medium satisfaction range with scores from 3.07 to 3.49 out of 5.

Table 3.6.3 People - A safe and caring community

	Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Library services 4.22	2%	5%	13.0%	37.8%	32.7%	15.9%	
Wheelee bin curbside recycling service 4.03	1.4%	5.4%	14.9%	41.4%	32.7%	4.2%	
Garbage collection 3.99	3.2%	4.8%	12.7%	45.1%	31.3%	3.0%	
Operation of sewerage and quality water service 3.89	1.7%	4.1%	17.1%	51.3%	20.3%	5.3%	
Septic services 3.77	1.9%	2.0%	11.8%	27.4%	9.2%	47.8%	
Hygiene standards of retail food outlets 3.73	2.3%	4.0%	23.5%	52.7%	13.0%	4.6%	
Disaster readiness in the Shoalhaven 3.68	1.5%	4.4%	24.2%	32.9%	13.4%	23.5%	

Key findings:

- Services in this area have scored highly, with only Hygiene standards of retail food outlets (mean 3.73 out of 5) and Disaster readiness in the Shoalhaven (3.68) falling just below the high satisfaction cut-off score of 3.75.

Table 3.6.4 People – Comparison to 2014

People	2014	2015
Information on Council services	3.37	3.49
Informing the community of Council decisions, activities and services	3.06	3.24
Consultation with the community by Council	2.82	3.10
Planning with the community for the future of the area	2.91	3.07
Septic services	3.66	3.77
Library services	4.16	4.22
Disaster readiness in the Shoalhaven	3.79	3.68
Wheelie bin curbside recycling service	4.09	4.03
Garbage collection	4.06	3.99
Operation of sewerage and quality water service	3.85	3.89
Hygiene standards of retail food outlets	3.59	3.73

Key findings:

- Most services in the area remained statistically equivalent to their 2014 results.
- Consultation with the community by Council was the exception, with the increase since 2014 (from 2.82 to 3.10 out of 5) bringing it from the low to the medium satisfaction category as rated by residents.

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

	Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Your personal relationships	4.33	1.1%	1.0%	8.2%	40.4%	45.0%	4.3%
Your standard of living	4.31	.0%	.9%	7.9%	49.5%	40.1%	1.6%
Your life as a whole	4.26	.4%	1.4%	7.6%	52.4%	36.7%	1.5%
How safe you feel	4.16	1.0%	2.5%	15.0%	41.3%	39.1%	1.1%
Feeling part of your community	4.03	.7%	2.2%	20.6%	44.7%	30.3%	1.5%
Your health	4.01	1.1%	5.3%	15.2%	46.6%	30.0%	1.8%
What you are currently achieving in life	3.98	.3%	3.2%	18.3%	51.5%	23.6%	3.1%
Your future security	3.91	1.2%	3.8%	21.6%	47.0%	24.0%	2.4%

Key findings:

- All eight of the aspects reported in this block fall into the high satisfaction category with mean scores ranging from 3.91 to 4.33 or of 5.

Personal Well-being	2014	2015
Your personal relationships	4.32	4.33
Your standard of living	4.22	4.31
Your life as a whole	4.21	4.26
How safe you feel	4.16	4.16
Feeling part of your community	3.92	4.03
Your health	3.96	4.01
What you are currently achieving in life	3.97	3.98
Your future security	3.85	3.91

Key findings:

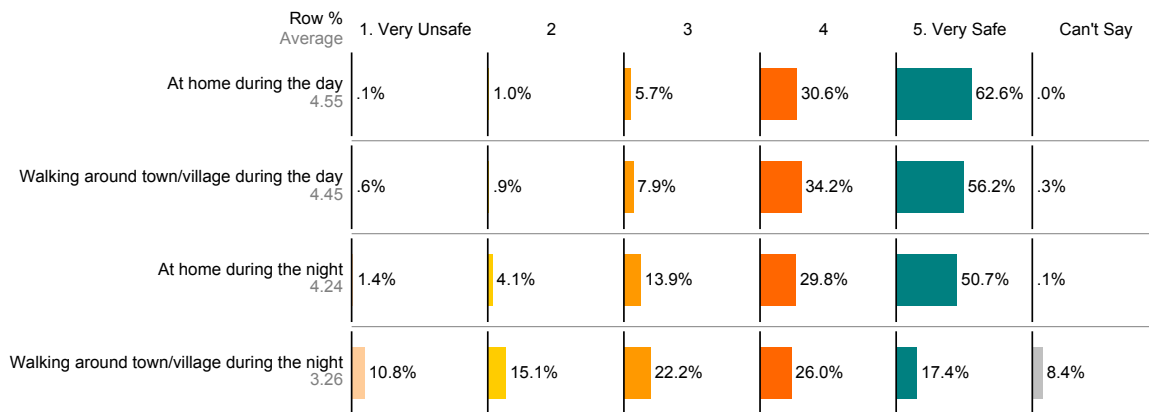
- There is no significant statistical difference between the measures recorded in 2014 and the results from this latest wave.

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 3.6.5 Community Safety - People



Key findings:

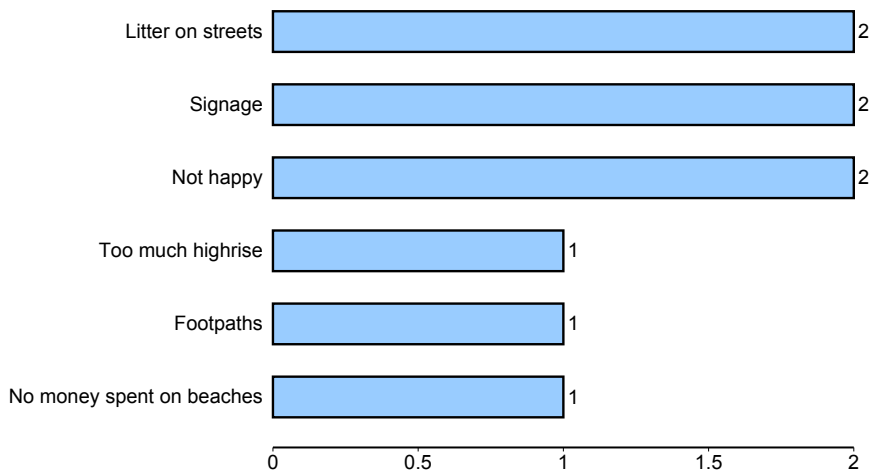
- Residents reported feeling safer in their homes than walking around their town/village.
- Residents reported feeling least safe walking around their town/village at night.

3.7 REASONS FOR DISSATISFACTION WITH SELECTED SERVICES/FACILITIES

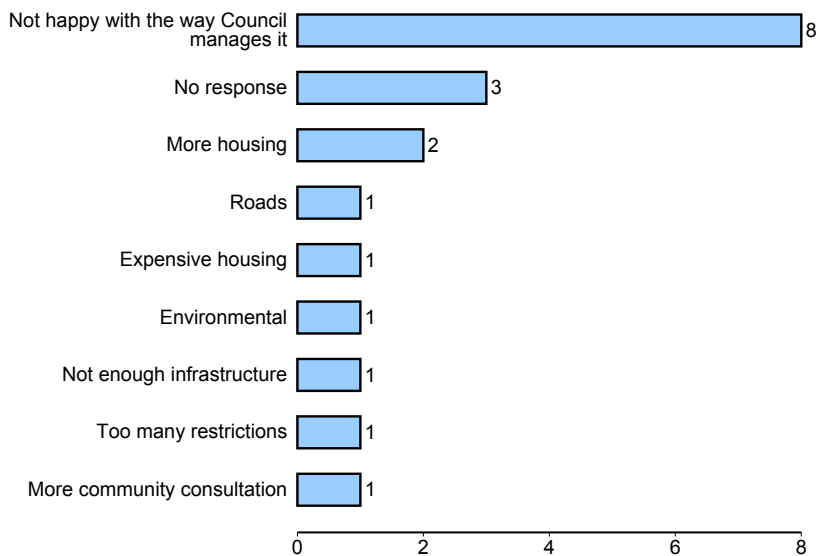
For a selection of services/facilities where respondents indicated that they were dissatisfied, they were asked to identify the reasons for their dissatisfaction. The results of this further probing are presented below.

Note: Because the number of respondents for these questions is relatively small, the counts are displayed as respondent numbers and not percentages.

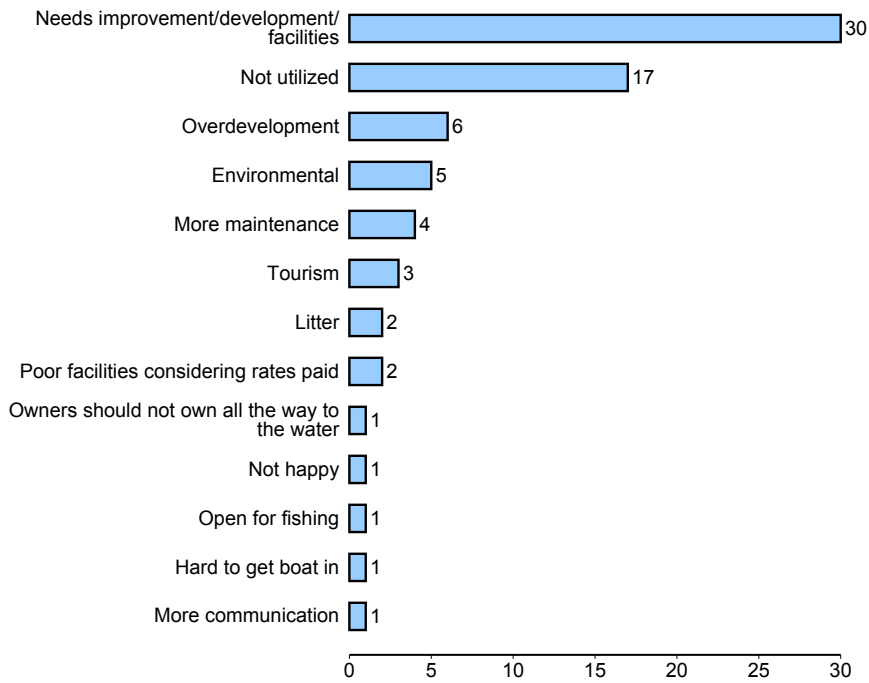
Graph 3.7.1 Appearance of towns and villages (n=9)



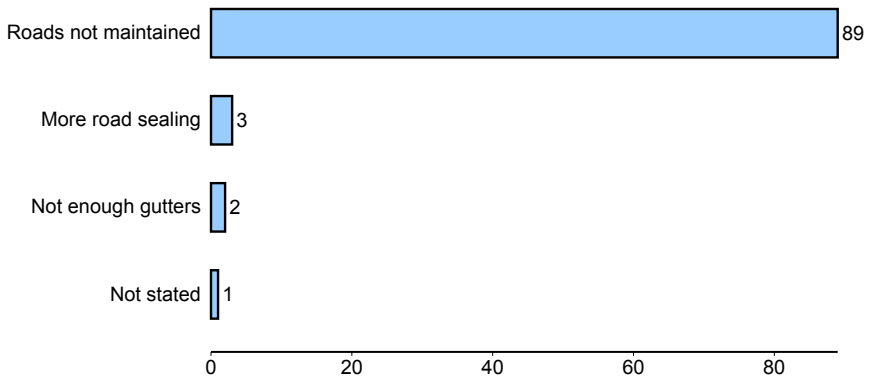
Graph 3.7.2 Managing residential development (n=19)



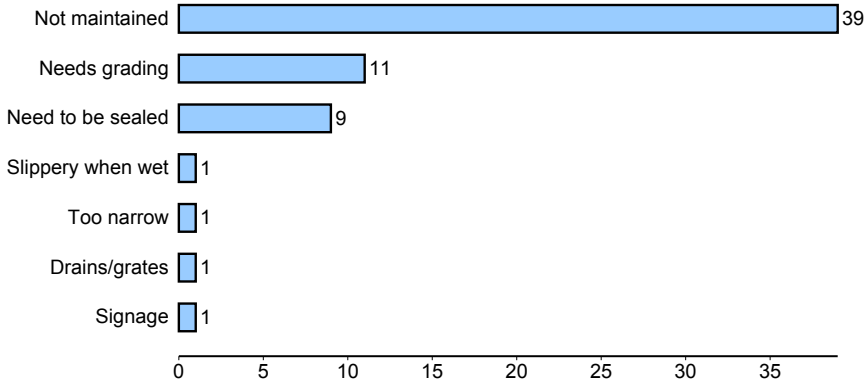
Graph 3.7.3 Making the most of our waterfronts (n=74)



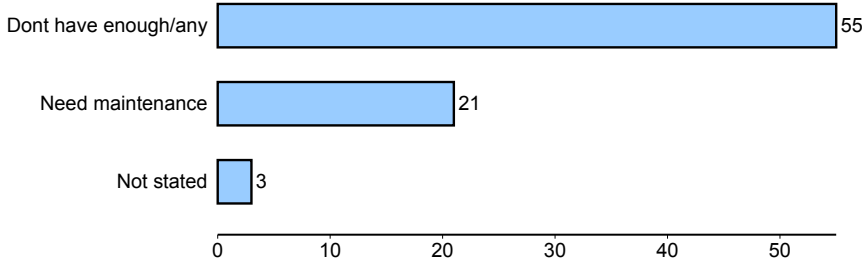
Graph 3.7.4 Sealed rural roads (n=95)



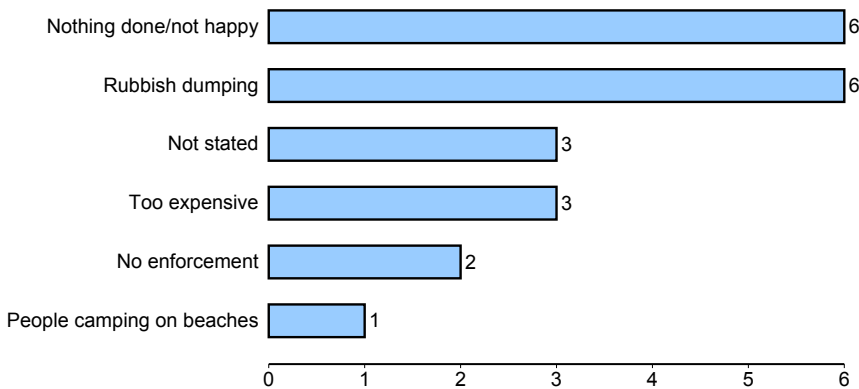
Graph 3.7.5 Unsealed rural roads (n=63)



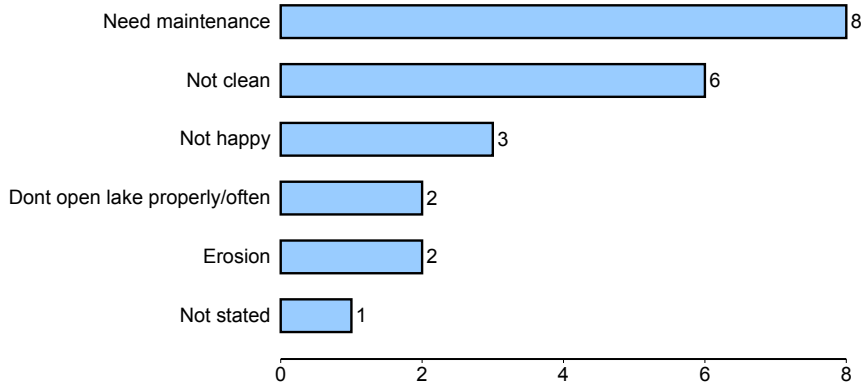
Graph 3.7.6 Provision of footpaths and walking paths (n=79)



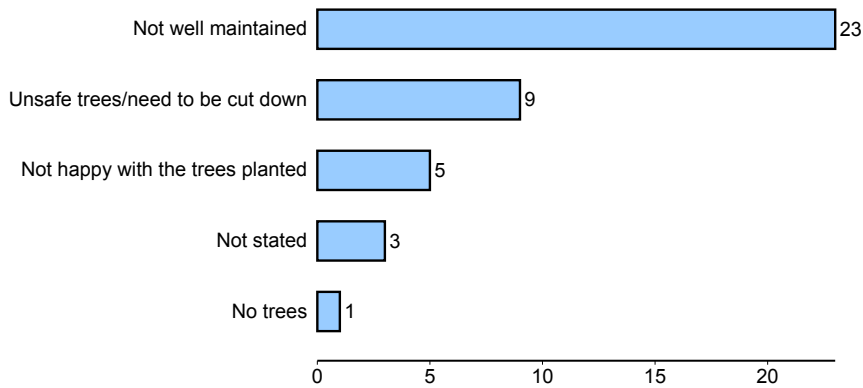
Graph 3.7.7 Environmental protection and enforcement (n=21)



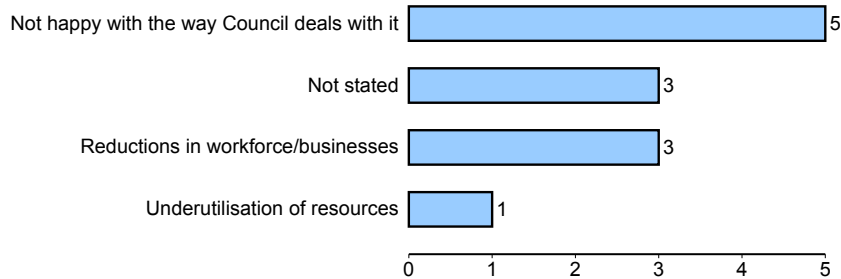
Graph 3.7.8 Management of waterways and lagoons (n=22)



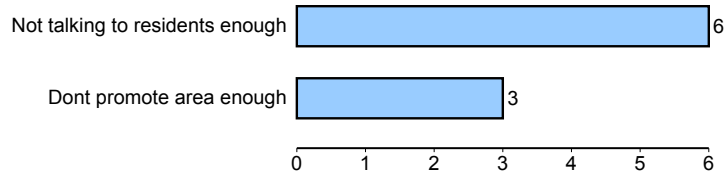
Graph 3.7.9 Management of street trees (n=41)



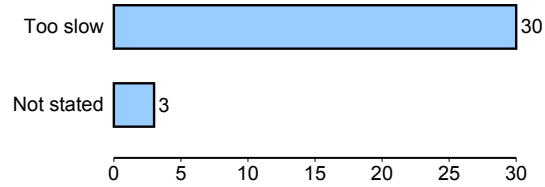
Graph 3.7.10 Partnerships with industry, government and business (n=12)



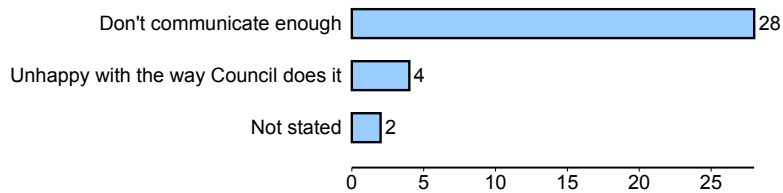
Graph 3.7.11 Communicating Shoalhaven's positives (n=9)



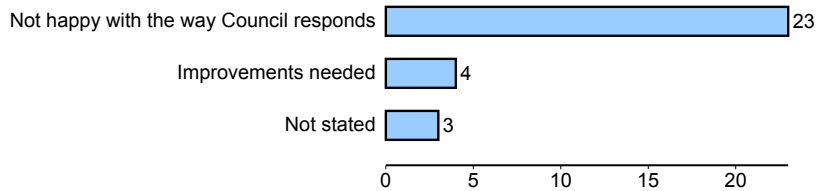
Graph 3.7.12 Timely processing of development applications (n=33)



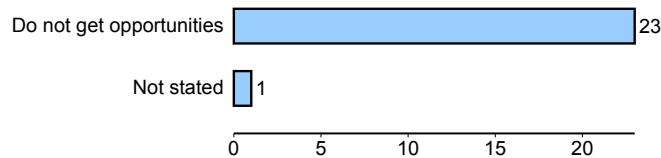
Graph 3.7.13 Consultation with the community by Council (n=34)



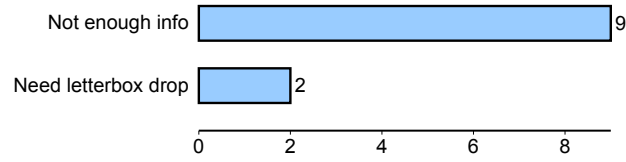
Graph 3.7.14 Council responsiveness to community needs (n=30)



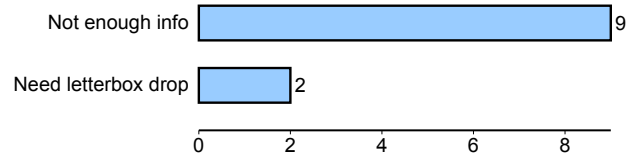
Graph 3.7.15 Opportunities to participate in Council decision making processes (n=24)



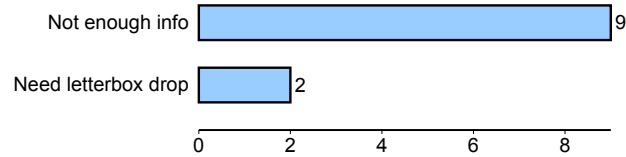
Graph 3.7.16 Information on Council services (n=11)



Graph 3.7.17 Planning with the community for the future of the area (n=22)



Graph 3.7.18 Informing the community of Council decisions, activities and services (n=19)



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 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) derived importance and satisfaction scores were calculated according to the scores for the entire set of services. The median derived Importance score was 0.90. The average satisfaction score was 3.40. So, for example, services with a derived importance score of less than 0.90 (i.e. a score lower than the median derived importance score), were classified as having 'lower' importance. Conversely, services with a derived importance score above 0.90 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.

Figure 4-1-1 Quadrant Analysis – Derived Importance vs. Satisfaction

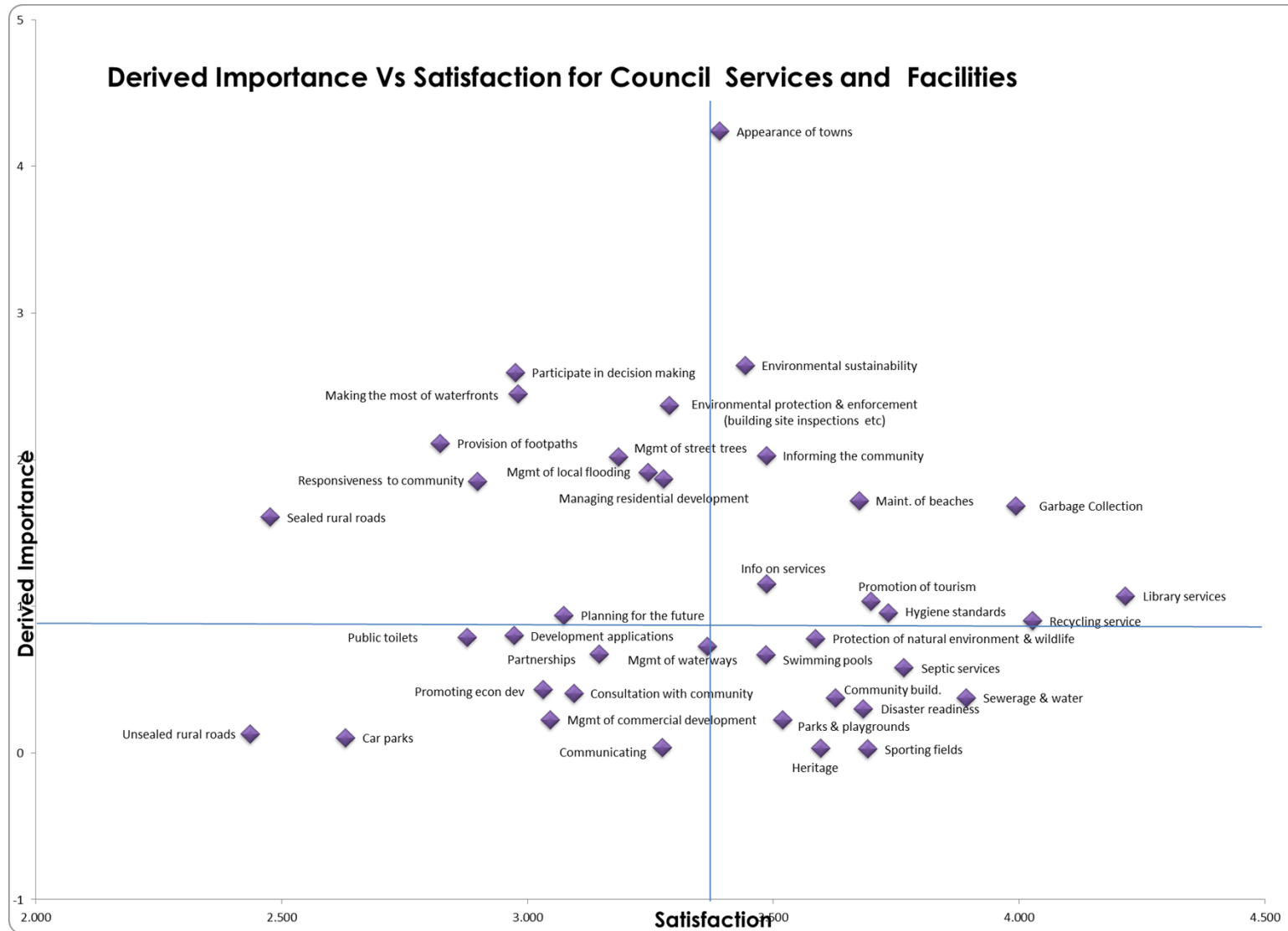


Table 4-1-2 High Performance Areas Identified by Quadrant Analysis

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

Service Areas

- ❖ *Appearance of towns and villages*
- ❖ *Council operates in an environmentally sustainable way*
- ❖ *Informing the community of Council decisions, activities and services*
- ❖ *Maintenance of beaches*
- ❖ *Garbage collection*
- ❖ *Information on Council services*
- ❖ *Library services*
- ❖ *Promotion of tourism*
- ❖ *Hygiene standards of retail food outlets*
- ❖ *Wheelie bin curb side recycling service*

Table 4-1-3 Priority Areas for Attention Identified by Quadrant Analysis

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

Service areas

- ❖ *Opportunities to participate in Council decision making processes*
- ❖ *Making the most of our waterfronts*
- ❖ *Environmental protection and enforcement (e.g. building site inspections, rubbish dumping)*
- ❖ *Provision of footpaths and walking paths*
- ❖ *Management of street trees*
- ❖ *Management of local flooding*
- ❖ *Council responsiveness to community needs*
- ❖ *Managing residential development*
- ❖ *Sealed rural roads*
- ❖ *Planning with the community for the future of the area*

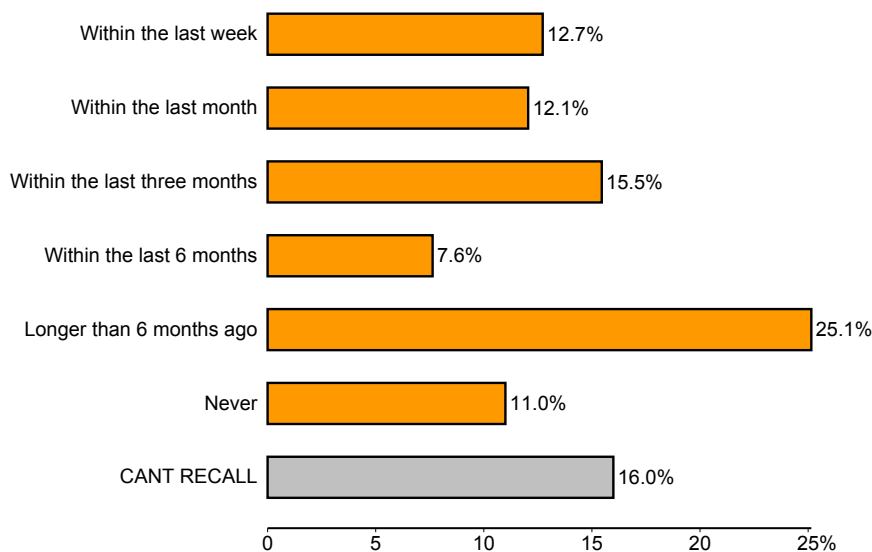
5 CONTACT WITH COUNCIL

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 (n=501)



Key findings:

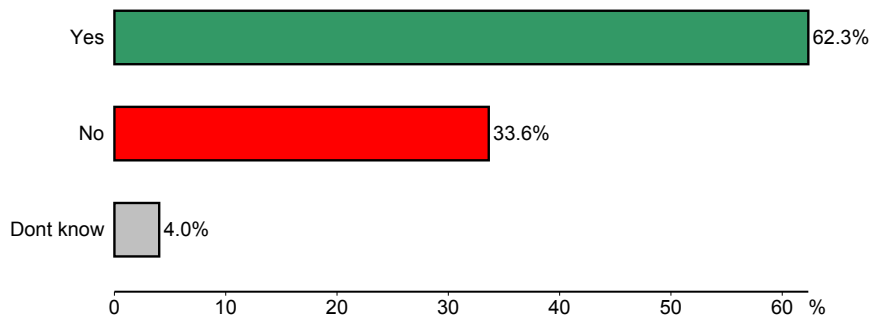
- 47.9% of residents reported contact with Council staff in the last 6 months with a further 25.1% indicating that they have had contact with Council prior to that.
- 11% indicated that they had never had contact with a Council staff member.

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 (n=139)



Key findings:

- 62.3% of those residents who reported no contact with Council staff or who couldn't recall any contact, indicated that they would know who to contact in Council for representation or information.

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 (n=362)

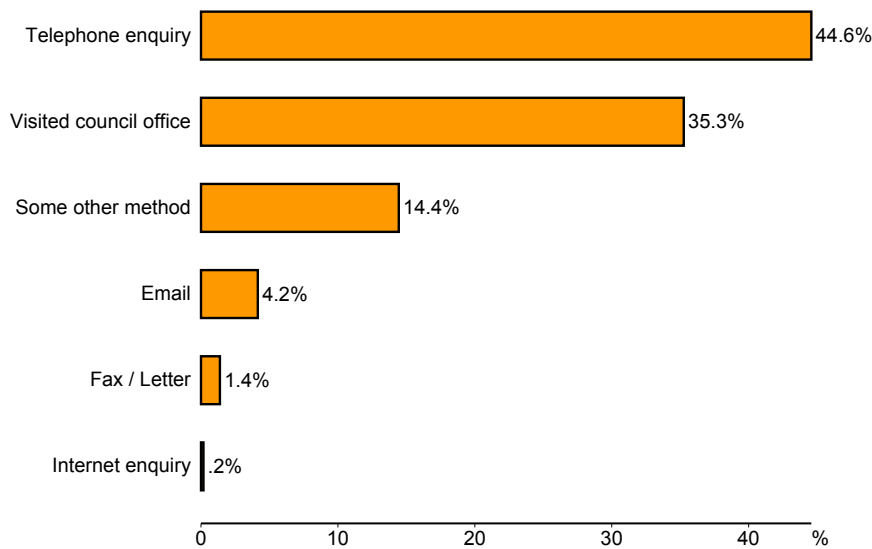
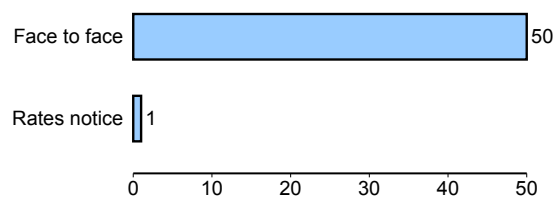


Table 5.3.2 Other Methods of Contact (n=51)



Key findings:

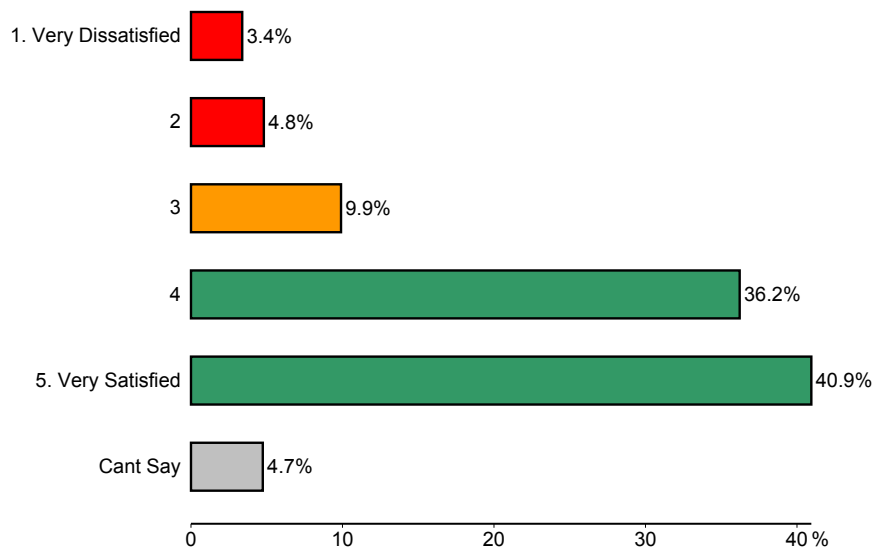
- The most frequently used method by which contact was made was Telephone enquiry (44.6%), followed by Visited council office (35.3%).
- Of those that indicated that they used Some other method, 50 of the 51 when questioned further reported that the contact was face to face.

5.4 SATISFACTION WITH CONTACT

Residents who could recall having contact with Council staff were asked a further two questions about their satisfaction with the way the contact was handled by staff.

"How satisfied are you with the... timeliness in responding to your request?"

Table 5.4.1 Timeliness in Responding to Request (n=362)



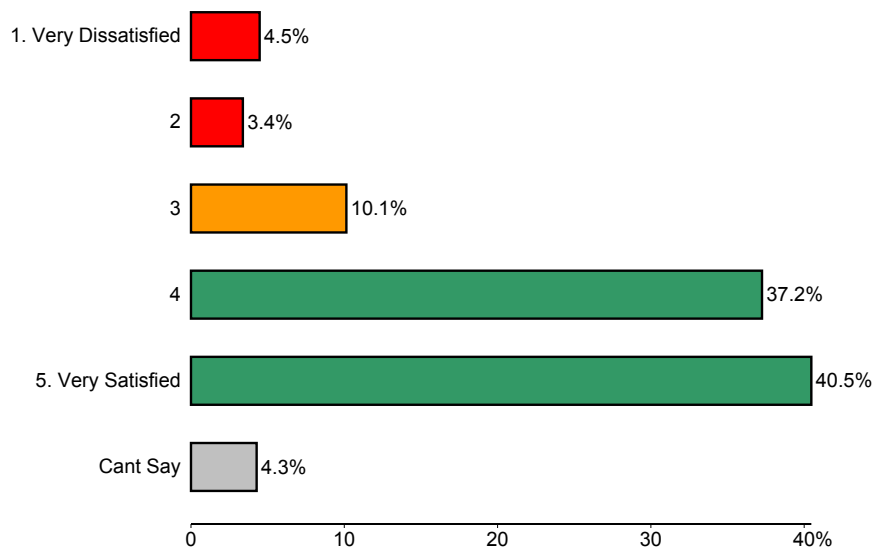
Key findings:

- 87% of residents indicated that they were moderately to very satisfied with the timeliness in responding to their request.
- 8.2% indicated that they were dissatisfied to some degree.

5.5 SATISFACTION WITH OVERALL STAFF PERFORMANCE

"How satisfied are you with the... overall performance of Council's Staff in dealing with your request?"

Table 5.5.1 Overall Staff Performance in Dealing with Request (n=362)



Key findings:

- 87.8% of residents indicated that they were moderately to very satisfied with the overall performance of Council staff when dealing with their request.
- 7.9% indicated that they were dissatisfied to some degree.

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

	Row % Average	1. Very Dissatisfied	2	3	4	5. Very Satisfied	Cant Say
Your personal relationships 4.33		1.1%	1.0%	8.2%	40.4%	45.0%	4.3%
Your standard of living 4.31		.0%	.9%	7.9%	49.5%	40.1%	1.6%
Your life as a whole 4.26		.4%	1.4%	7.6%	52.4%	36.7%	1.5%
How safe you feel 4.16		1.0%	2.5%	15.0%	41.3%	39.1%	1.1%
Feeling part of your community 4.03		.7%	2.2%	20.6%	44.7%	30.3%	1.5%
Your health 4.01		1.1%	5.3%	15.2%	46.6%	30.0%	1.8%
What you are currently achieving in life 3.98		.3%	3.2%	18.3%	51.5%	23.6%	3.1%
Your future security 3.91		1.2%	3.8%	21.6%	47.0%	24.0%	2.4%

Key findings:

- Shoalhaven LGA's Personal Wellbeing Index was calculated as being 78.29 which is considered above average for Australian communities
- The Index is trending up, leaving it on par with the most recent Wollongong City Council's Personal Wellbeing Index result of 78.84.

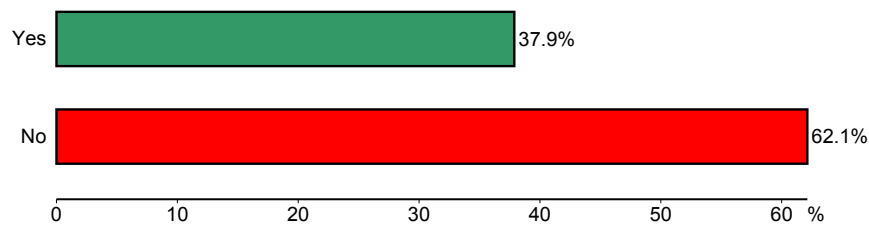
7 LIBRARY SERVICES

The questionnaire next explored resident's use of library services.

7.1 USE OF LIBRARY SERVICES

"In the last 12 months, have you used a Shoalhaven library service?"

Table 7.1.1 Use of Library Services (n=501)



Key findings:

- 37.9% of residents indicated that they have used Shoalhaven library service in the last 12 months.

7.2 MAIN REASON FOR USE

For those who used the service:

"What is your main reason for using Shoalhaven's library services?"

Table 7.2.1 Reasons for Use (n=192)

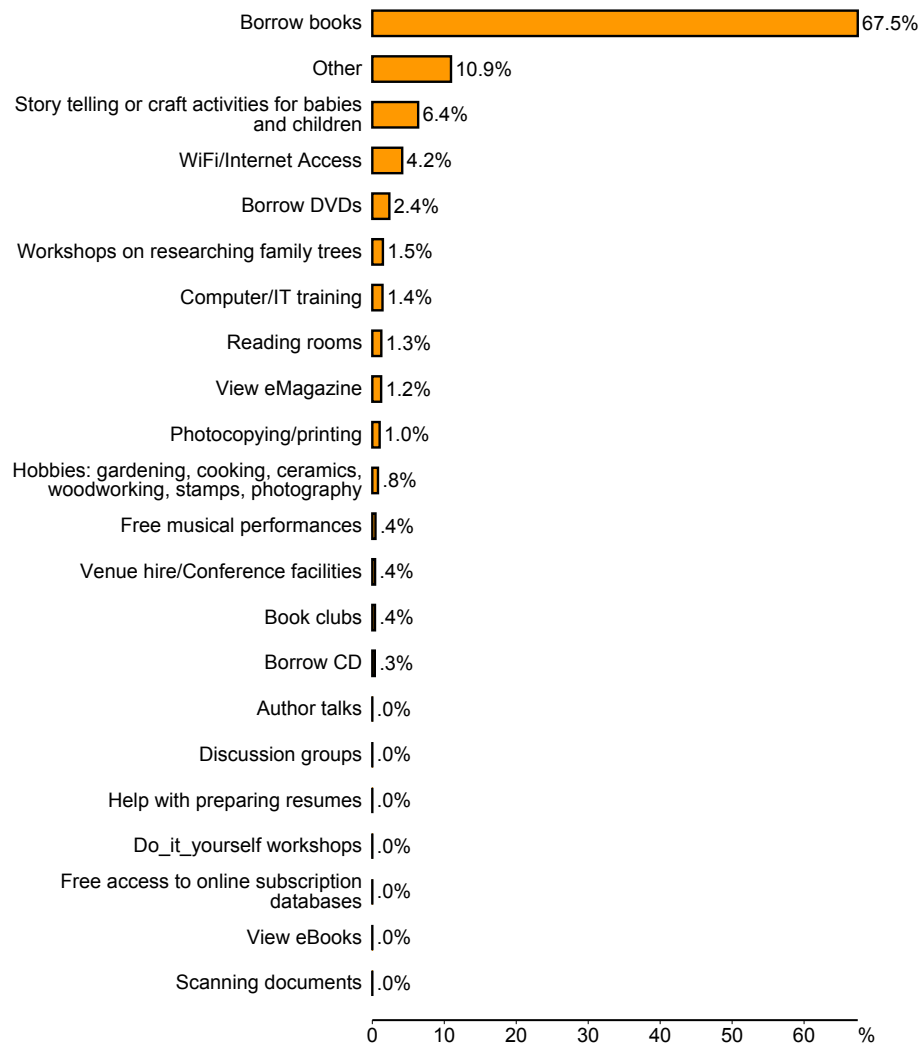
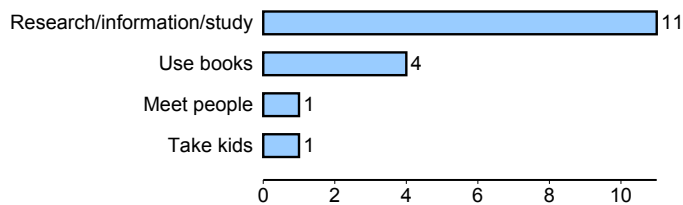


Table 7.2.2 Reasons Identified As Other above (n=17)



Key findings:

- Borrowing books (67.5%) was overwhelmingly identified as the main reason why users had used the service in the last 12 months.
- This was followed by residents who indicated that their main reason for use was not on the list (10.9%). This was further probed with 11 of the 17 residents who chose to elaborate, reporting that this other use was for research/information/study.

7.3 OTHER REASONS FOR LIBRARY SERVICE USE

For those who used the service:

"What are your other reasons for using Shoalhavens's library services?"

Table 7.3.1 Other Reasons for Use (n=192)

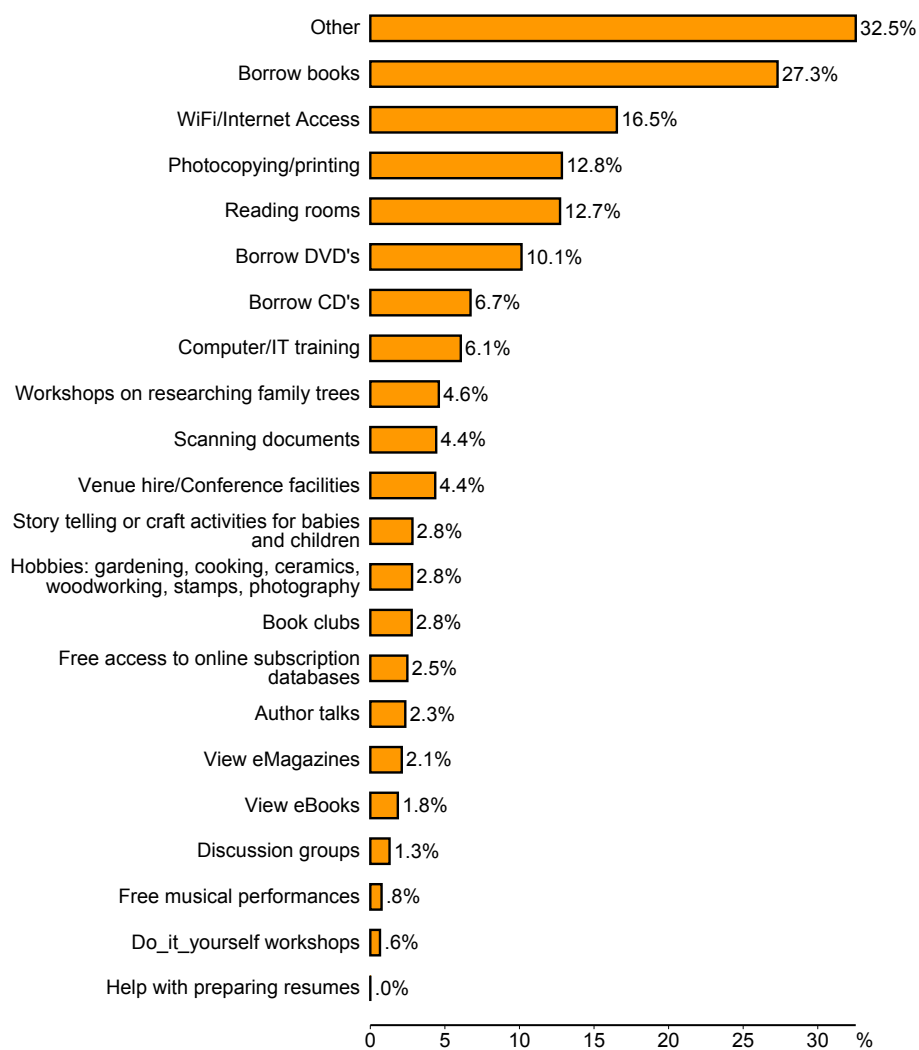
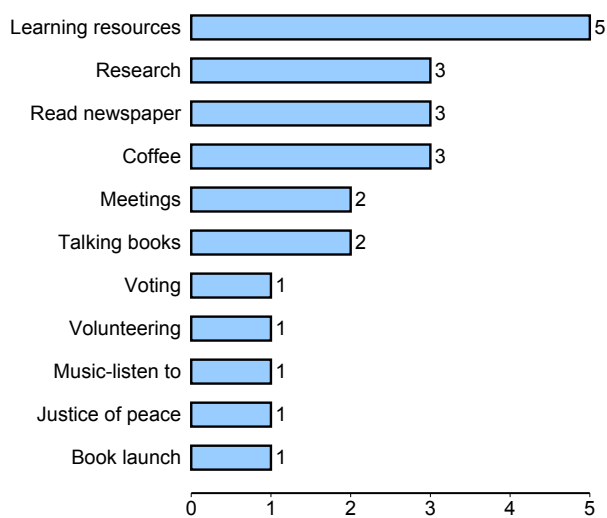


Table 7.1.5 Reasons Identified As Other Above (n=17)



Key findings:

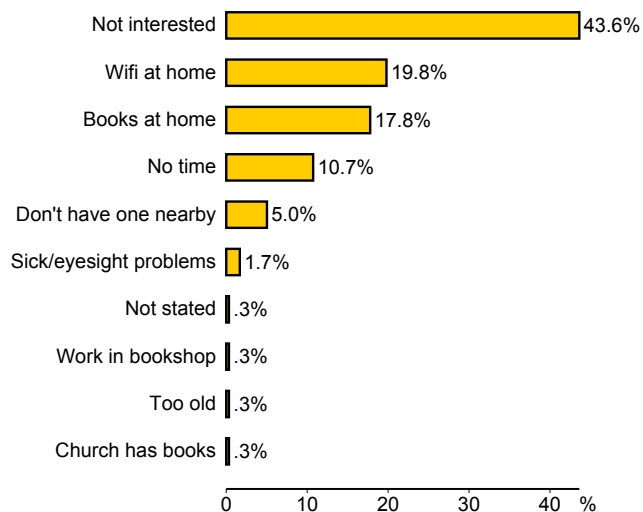
- When asked for other reasons for using the Library service, 32.5% of residents indicated that it was for a reason not in the list. When further probed, the responses for those who chose to elaborate are detailed in table 7.1.5 above.
- Borrowing books (27.3%), WiFi/Internet Access (16.5%) and Photocopy/Printing (12.8%) also rated highly.

7.4 REASONS FOR NOT USING LIBRARY SERVICE

For those who didn't use the service:

"What is your main reason for not using Shoalhaven's library service?"

Table 7.4.1 Reasons for Not Using (n=298)



Key findings:

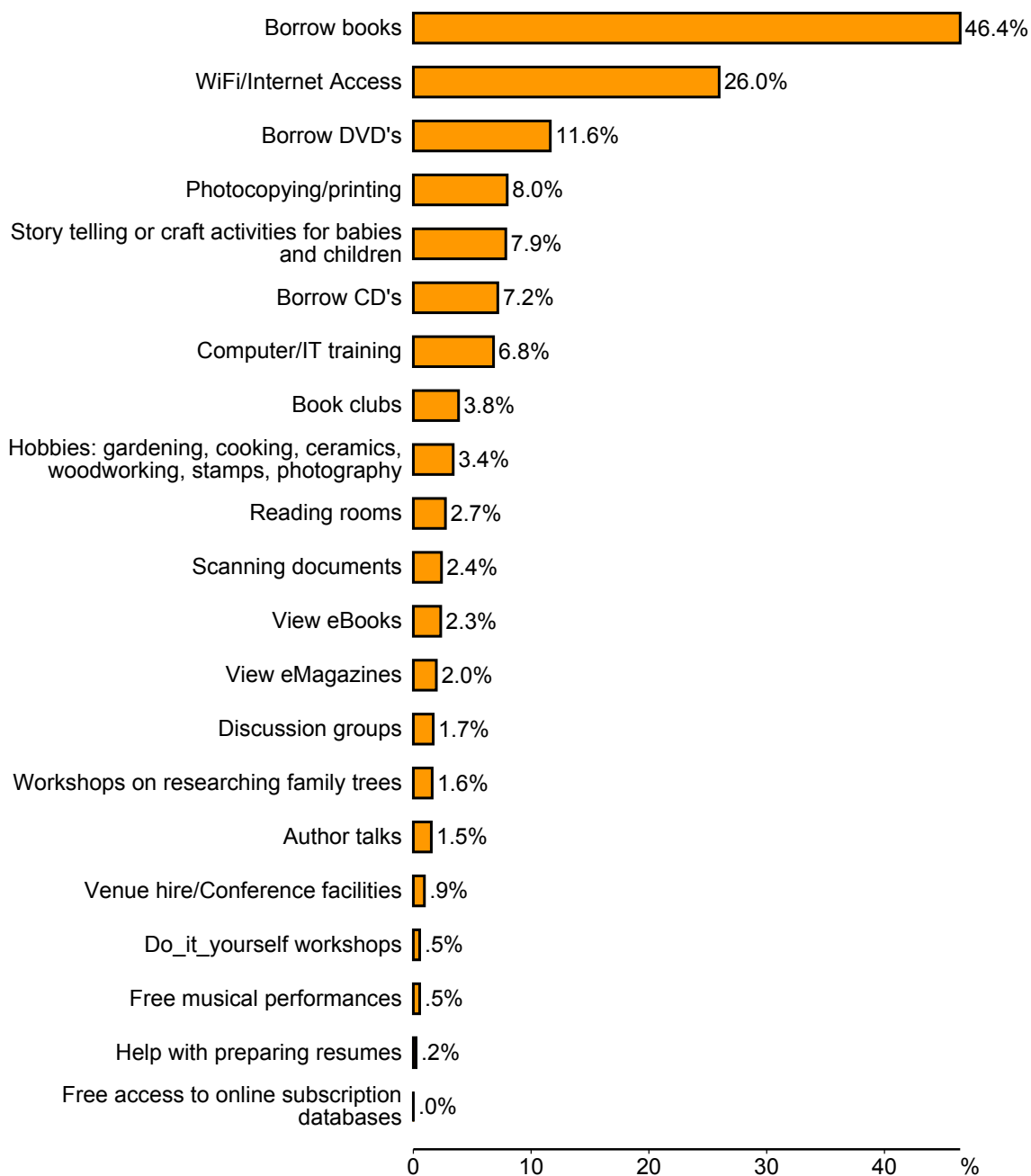
- The primary reason listed for not using the Shoalhaven library service was Not interested (43.6%), followed by WiFi at home (19.8%) and Books at home (17.8%).

7.5 AWARENESS OF LIBRARY SERVICES BY NON-USERS

For those who didn't use the service:

"Can you think of any services or items that are provided by Shoalhaven library?"

Table 7.5.1 Awareness of Services or Items provided by Shoalhaven Library (n=298)



Key findings:

- When this group of non-users was asked about their awareness of services provided by the Library Service, 46.4% identified borrowing books, 26.0% WiFi/Internet access and 11.6% borrowing DVDs.

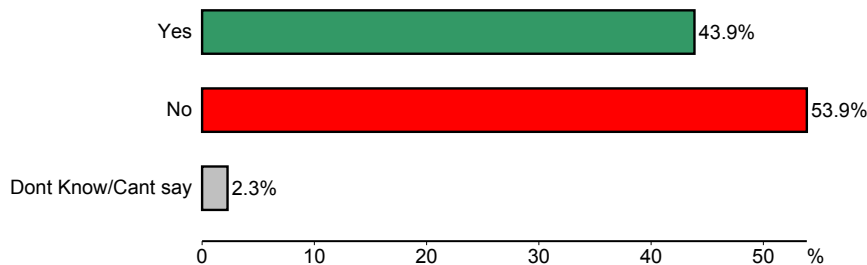
8 LANDUSE PLANNING

The questionnaire further explored resident's knowledge of and participation in, land use planning projects in the Shoalhaven.

8.1 AWARENESS OF PROJECTS AND INITIATIVES

"Are you aware of any land use planning projects or initiatives in the Shoalhaven area over the last 12 months?"

Table 8.1.1 Awareness of Land Use Planning Projects or Initiatives (n=501)



Key findings:

- 43.9% of residents indicated that that they were aware of landuse planning projects or initiatives in the Shoalhaven in the last 12 months.

"Can you name any of the land use planning projects or initiatives?"

Table 8.1.2 Planning Projects or Initiatives Identified (n=501)

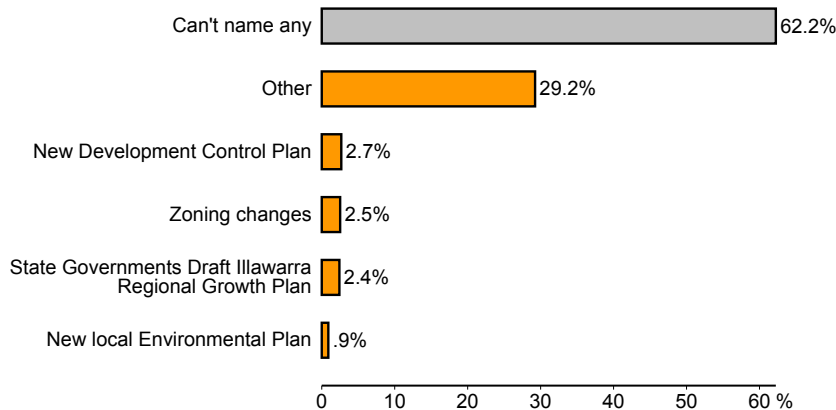
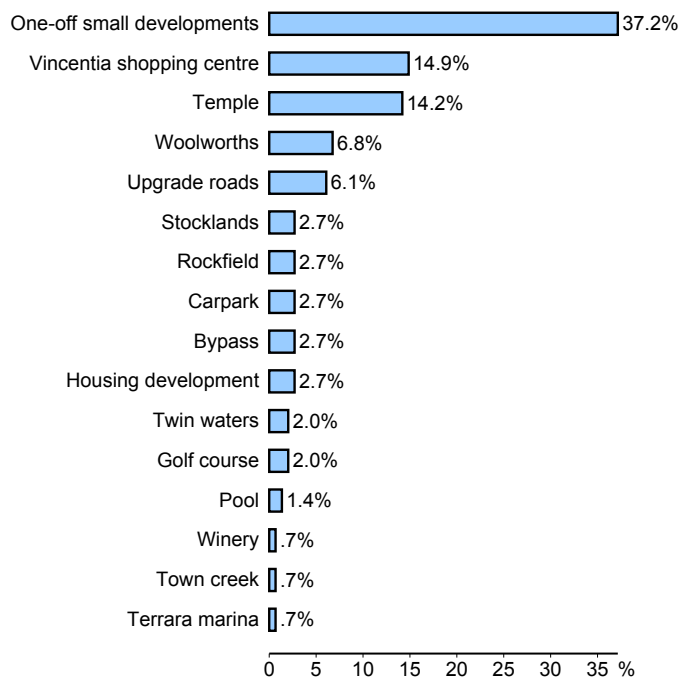


Table 8.1.3 Planning Projects or Initiatives Identified in Other Above (n=148)



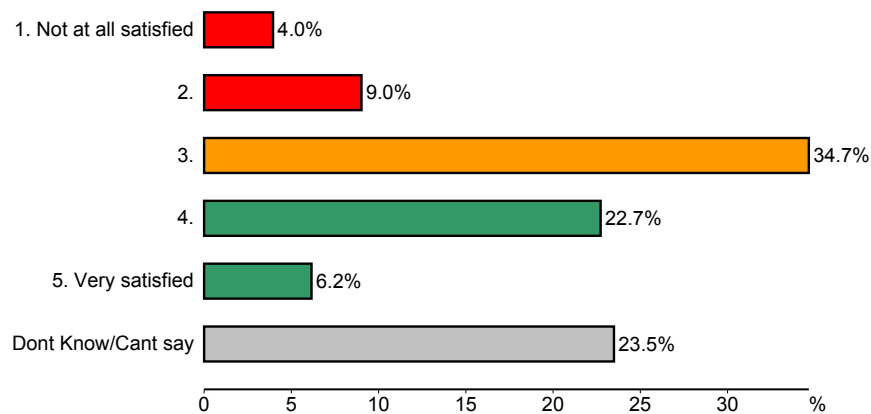
Key findings:

- 62.2% of residents were unable to name any planning project or initiative.
- 8.5% of residents were able to name one of the listed land use planning projects or initiatives.
- The balance listed mainly one off developments that are happening in the Shoalhaven.

8.2 SATISFACTION WITH LAND USE PLANNING

"How satisfied are you with land use planning in the Shoalhaven?"

Table 8.2.1 Satisfaction with Land Use Planning (n=501)



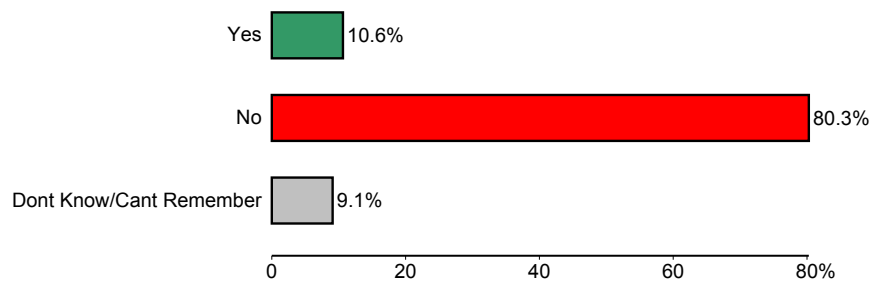
Key findings:

- 63.3% of residents indicated that they were moderately to very satisfied with land use planning in the Shoalhaven.
- A further 23.5% indicated they didn't know or couldn't say.

8.3 PARTICIPATION IN PLANNING PROJECT OR INITIATIVE

"Have you directly participated in a land use planning project or initiative before?"

Table 8.3.1 Participated in Initiative (n=501)



Key findings:

- 10.6% of residents indicated that they had participated in a land use project or initiative.

8.4 REASON FOR NON-PARTICIPATION

For those who haven't participated:

"What is the reason you have not participated in a land use planning project or initiative before?"

Table 8.4.1 Reason for Having Not Participated (n=442)

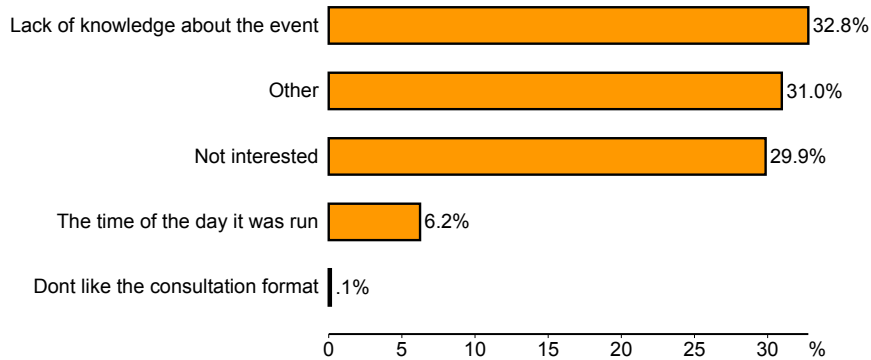
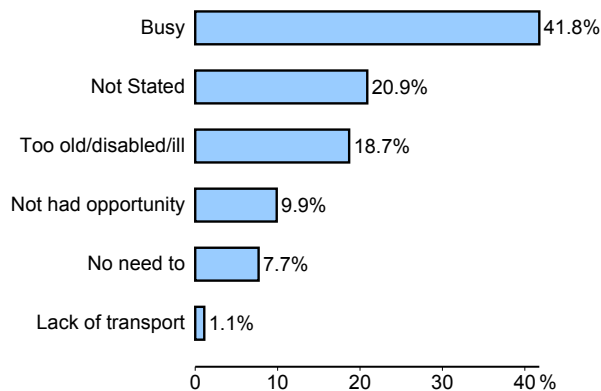


Table 8.4.2 Reason for Having Not Participated in Other above (n=91)



Key findings:

Lack of knowledge about the event (32.8%) was listed as the main reason for not having attended an event, closely followed by Not interested (29.9%).

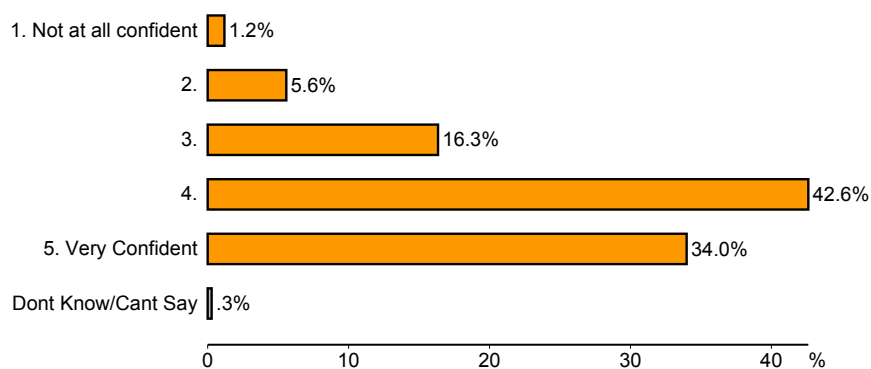
Of those that indicated that their main reason for not having attended an event was not on the list, when further probed reported that Too busy was their main reason.

9 SHOALHAVEN ATTRACTIONS

The questionnaire further sought to understand resident's opinions on advertising Shoalhaven's attractions to potential visitors.

"How confident would you be in providing information about the Shoalhaven's attractions to those thinking about visiting?"

Table 5.3.1 Confidence in Providing Information

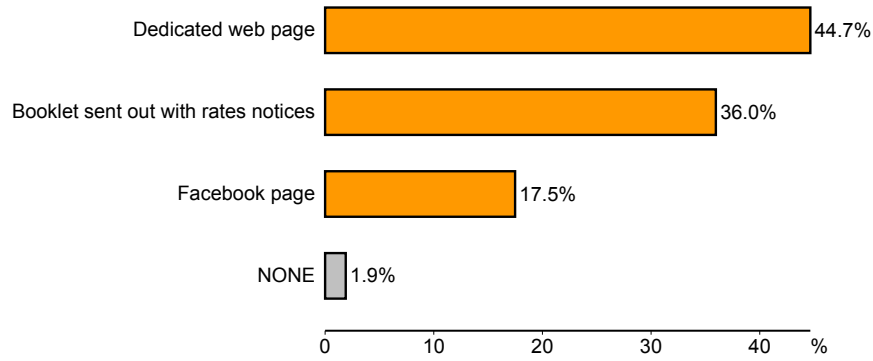


Key findings:

- When asked about their confidence in providing information to visitors about Shoalhaven attractions, 92.9% of residents indicated that they were moderately to very confident that they could do so.

“Could you tell me which of these information sources about Shoalhaven attractions would be the most useful?”

Table 5.3.1 Most Useful Sources of Information



Key findings:

When asked about the most useful sources of information about Shoalhaven's attractions, 44.7% favoured a dedicated web page, 36.0% a booklet sent out with the rates and 17.5% a Facebook page.

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 19th to 23rd June 2015. 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, 501 completed interviews had been collected. Table 0-1 shows that a completion rate of 55.5% was achieved. That is, of all the households contacted, 55.5% 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	501
Refusals & terminated interviews	402
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	903
Completion rate	55.5%

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 2: QUESTIONNAIRE

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 14 minutes to complete, can we do it now?

Shoalhaven Community 2015

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

Firstly, can you tell me what town or suburb you live in? [IF NOT IN LIST TERMINATE]

Suburb

@suburb.dat

And, have you lived in the Shoalhaven Council area for longer than 6 months? [IF NOT TERMINATE]

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.

Council Services & Facilities

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.

Place - Bring CBD's alive and activate our waterfronts

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Appearance of towns and villages	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Managing commercial development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

Managing residential development 1 2 3 4 5 x

Making the most of our waterfronts 1 2 3 4 5 x

You said you were dissatisfied with *Appearance of towns and villages*. Why did you say that ?

Why :

You said you were dissatisfied with *Managing residential development*. Why did you say that ?

Why :

You said you were dissatisfied with *Making the most of our waterfronts*. Why did you say that ?

Why :

Place - Building new road and footpath connections

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know

Sealed rural roads 1 2 3 4 5 x

Unsealed rural roads 1 2 3 4 5 x

Provision of footpaths and walking paths 1 2 3 4 5 x

Car parks 1 2 3 4 5 x

You said you were dissatisfied with *Sealed rural roads*. Why did you say that ?

Why :

You said you were dissatisfied with *Unsealed rural roads*. Why did you say that ?

Why :

You said you were dissatisfied with *Provision of footpaths and walking paths*. Why did you say that ?

Why :

Place - Showcase our unique environments

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Protection of natural environment and wildlife	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Heritage values and buildings	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Environmental protection and enforcement (eg building site inspections, rubbish dumping)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Maintenance of beaches	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Management of local flooding	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Management of waterways and lagoons	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Management of street trees	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

You said you were dissatisfied with *Environmental protection and enforcement (eg building site inspections, rubbish dumping)*. Why did you say that ?

Why :

You said you were dissatisfied with *Management of waterways and lagoons*. Why did you say that ?

Why :

You said you were dissatisfied with *Management of street trees*. Why did you say that ?

Why :

Prosperity

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Promotion of tourism	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Promoting economic development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Partnerships with industry, government and business	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Communicating Shoalhaven's positives	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

You said you were dissatisfied with *Partnerships with industry, government and business*. Why did you say that ?

Why :

You said you were dissatisfied with *Communicating Shoalhaven's positives*. Why did you say that ?

Why :

Governance

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Council operates in an environmentally sustainable way	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Timely processing of development applications	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

You said you were dissatisfied with *Timely processing of development applications*. Why did you say that ?

Why :

Governance - Maintaining facilities

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Public toilets	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Parks playgrounds and reserves	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Community buildings and halls	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Sporting fields	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Swimming pools	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

Engage the Shoalhaven Community in all we do

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Consultation with the community by Council	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Council responsiveness to community needs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Opportunities to participate in Council decision making processes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

Information on Council services

1 2 3 4 5 x

Planning with the community for the future of the area

1 2 3 4 5 x

Informing the community of Council decisions, activities and services

1 2 3 4 5 x

You said you were dissatisfied with *Consultation with the community by Council*. Why did you say that ?

Why :

You said you were dissatisfied with *Council responsiveness to community needs*. Why did you say that ?

Why :

You said you were dissatisfied with *Opportunities to participate in Council decision making processes*. Why did you say that ?

Why :

You said you were dissatisfied with *Information on Council services*. Why did you say that ?

Why :

You said you were dissatisfied with *Planning with the community for the future of the area*. Why did you say that ?

Why :

You said you were dissatisfied with *Informing the community of Council decisions, activities and services*. Why did you say that ?

Why :

A Safe and Caring Community

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Hygiene standards of retail food outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operation of sewerage and quality water service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Septic services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wheelie bin curbside recycling service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disaster readiness in the Shoalhaven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Aspects of life

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.

Service/facility	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know
Your life as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your standard of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What you are currently achieving in life	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Your personal relationships	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
How safe you feel	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Feeling part of your community	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x
Your future security	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> x

Section 3 - Overall Satisfaction

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

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?

- Yes: Positive
- Yes: Negative

No

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

Staff Performance

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

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

Yes

- No
- Don't know

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 (Please specify)

If you selected other please specify:

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

	1. Very Dissatisfied	2	3	4	5. Very satisfied	Can't say
The timeliness in responding to your request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall performance of Council's staff in dealing with your request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

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

	1. Very unsafe	2.	3.	4.	5. Very safe	Can't say
At home during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At home during the night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking around town/village during the night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking around town/village during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Library Services

In the last 12 months, have you used a Shoalhaven library service?

- Yes
- No
- Can't Remember

What is your main reason for using Shoalhaven's library services?

- Book clubs
- Author talks
- Discussion groups
- Computer/IT training

-
- Help with preparing resumes
 - Do-it-yourself workshops
 - Workshops on researching family trees
 - Story telling or craft activities for babies and children
 - Hobbies: gardening, cooking, ceramics, woodworking, stamps, photography
 - Reading rooms
 - Free access to online subscription databases
 - Free musical performances
 - Borrow books
 - Borrow DVD's
 - Borrow CD's
 - View eBooks
 - View eMagazines
 - Venue hire/Conference facilities
 - WiFi/Internet Access
 - Photocopying/printing
 - Scanning documents
 - Other (please specify)

If you selected other please specify:

What are your other reasons for using Shoalhaven's library services?

- Book clubs
- Author talks
- Discussion groups
- Computer/IT training
- Help with preparing resumes
- Do-it-yourself workshops
- Workshops on researching family trees
- Story telling or craft activities for babies and children
- Hobbies: gardening, cooking, ceramics, woodworking, stamps, photography
- Reading rooms
- Free access to online subscription databases
- Free musical performances
- Borrow books
- Borrow DVD's
- Borrow CD's
- View eBooks
- View eMagazines
- Venue hire/Conference facilities
- WiFi/Internet Access
- Photocopying/printing
- Scanning documents
- Other (please specify)

If you selected other please specify:

What is your main reason for not using Shoalhaven's library services? [PLEASE CLARIFY THE MAIN REASON]

Can you think of any services or items that are provided by Shoalhaven library? [DON'T READ]

- Book clubs
- Author talks
- Discussion groups
- Computer/IT training
- Help with preparing resumes
- Do-it-yourself workshops
- Workshops on researching family trees
- Story telling or craft activities for babies and children
- Hobbies: gardening, cooking, ceramics, woodworking, stamps, photography
- Reading rooms
- Free access to online subscription databases
- Free musical performances
- Borrow books
- Borrow DVD's
- Borrow CD's
- View eBooks
- View eMagazines
- Venue hire/Conference facilities
- WiFi/Internet Access
- Photocopying/printing
- Scanning documents
- Other

Are you aware of any landuse planning projects or initiatives in the Shoalhaven area over the last 12 months?

- Yes
- No
- Don't Know/Can't say

Can you name any of the landuse planning projects or initiatives?

- Zoning changes
- New local Environmental Plan
- New Development Control Plan
- State Governments Draft Illawarra Regional Growth Plan
- Other (Please specify)
- Can't name any

If you selected other please specify:

Using a scale from 1 to 5 where 1 means Not at all satisfied and 5 means Very satisfied, how satisfied are you with Landuse planning in Shoalhaven?

- 1. Not at all satisfied
- 2.
- 3.

- 4.
- 5. Very satisfied
- Don't Know/Can't say

Have you directly participated in a landuse planning project or initiative?

- Yes
- No
- Don't Know/Can't Remember

What is the reason you have not participated in a landuse planning project or initiative before? [DO NOT READ OUT]

- Not interested
- Don't like the consultation format
- The time of the day it was run
- Lack of knowledge about the event
- Other (Please specify)

If you selected other please specify:

Using a scale of 1 to 5, where 1 means you are not at all confident and 5 means you are very confident, how confident would you be at providing information about the Shoalhaven's attractions to those thinking about visiting?

- 1. Not at all confident
- 2.
- 3.
- 4.
- 5. Very Confident
- Don't Know/Can't Say

I'm going to read out a list of sources of information for attractions in the Shoalhaven. Could you tell me which of these you think would be the most useful? [READ OUT]

- Dedicated web page
- Booklet sent out with rates notices
- Facebook page
- NONE

SECTION 7 - Respondent Characteristics

Finally, I just have a few brief questions relating to household data to help classify your answers.

From your voice, I assume you are a....

Sex

- Male
- Female
- Other

Please stop me when I read out the age group you are in ...

Age

- 18 to 29 years
- 30 to 49 years
- 50 to 64 years
- 65 plus years
- REFUSED

What is the postcode of this residence?

... and finally, could you tell me your first name, as my supervisor audits 1 in 10 of my calls as part of the quality control process? (ENTER FIRST NAME ONLY)

First Name

That completes our interview. As this is social 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 the survey, or would like further information about IRIS Research, you can call us on 4285 4446 between 9am and 5pm week days.

Thank you for your time.