

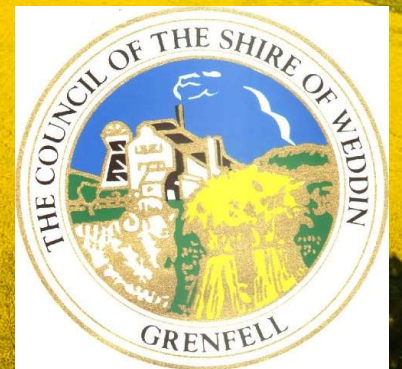
Weddin Shire Council

Central NSW Joint Organisation

September 2023



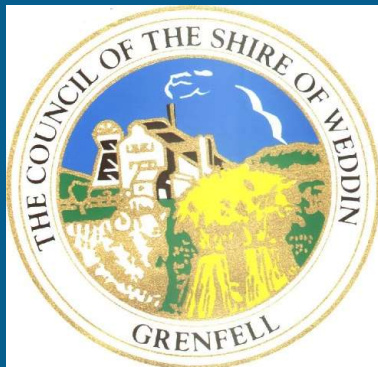
CUSTOMER SATISFACTION SURVEY



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Research Methodology: How we conducted the survey?



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Research Methodology



Main Survey (via Telephone):

- A quantitative study was conducted, comprising n=201 interviews amongst residents within the Weddin Shire Council aged 18+.
- Residents were sourced via a combination of random telephone interviews and through an online research only panel.
- Target sample quotas were set for age range, gender, and location (Ward) to ensure that the results were robust and representative. Data was also post-weighted to reflect the latest population estimates.
- A sample of this magnitude has a sampling error of +/- 6.7% at the 95% Confidence Level.
- Fieldwork was conducted between 25th July and 20th August 2023.

Open Survey (via Online Survey):

- As an adjunct to the Main survey, the Community Satisfaction Survey was posted on the Weddin Shire Council website to allow residents who weren't part of the main study to have their say.
- A total of n=65 completed questionnaires resulted with residents within the Weddin Shire Council Local Government Area aged 18+. Data was post-weighted to reflect the latest population estimates.
- Fieldwork was conducted between 20th July and 19th August 2023.
- The results of this survey have been included in this presentation as a separate result.



Participant profile



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Demographics



Male 50%
(50% in Open Survey)

Female 50%
(50% in Open Survey)



1% speak a language other than English at home
(9% in Open Survey)



11% identify as living with a disability
(16% in Open Survey)



2% identify as being Aboriginal and / or Torres Strait Islander
(4% in Open Survey)

		Main Survey (n=201) %	Open Survey (n=65) %
Age 	18 to 34	21	21
	35 to 54	30	30
	55-69	28	28
	70+ years	21	21
	Prefer not to say	<1	1
Employment Status 	Working full-time	33	41
	Retired	27	31
	Self-employed	17	18
	Working part-time	17	6
	Unemployed	1	1
	Household duties/caring for children	1	3
	Student	2	-
	Other	2	1

*Weighted data in the demographics section.

se. Which of the following best describes you? (Gender)
 dc. Do you identify as being Aboriginal and/ or Torres Strait Islander?
 dd. Do you speak a language other than English at home?
 df. Do you identify as living with a disability?

sf. Which age group do you fall into?
 da. Which of the following best describes you? (Employment status)
 Base: All respondents: Main Survey (n=201), Open Survey (n=65)



- Around 1 in 10 respondents identify as living with a disability.
- Approximately one third of residents work full-time. Around another quarter are retired.



Demographics



88% of **Main Survey** participants own their home through mortgage or outright
 9% of participants rent
 3% of participants prefer not to say



79% of **Open Survey** participants own their home through mortgage or outright
 10% of participants rent
 11% of participants prefer not to say

		Main Survey (n=201) %	Open Survey (n=65) %
Approximate Household Income	Less than \$50,000	22	19
	Between \$51,600 and \$80,000	12	23
	Between \$81,000 and \$100,000	16	8
	Between \$101,000 and \$150,000	10	9
	More than \$151,000	17	10
	Do not wish to answer	23	31
Number of People in Household (Including Participant)	One	18	23
	Two	40	36
	Three	26	24
	Four	9	10
	More than four	7	8



- Around 9 in 10 residents own their home through mortgage or outright.
- 4 in 10 respondents live with one other person in their household.

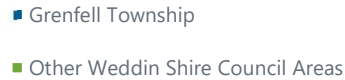
db. What is your approximate annual household income?
 dg. How many people including yourself live in your household?
 dg. Which of the following describes your living situation?
 Base: All respondents: Main Survey (n=201), Open Survey (n=65)



Demographics

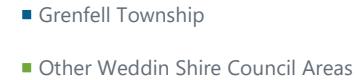


Area of Residence (Main Survey)



Area of Residence (Main Survey)

How long have you lived in the Weddin Shire Council area?	Main Survey (n=201) %	Open Survey (n=65) %
1 to 5 years	2	11
6 to 10 years	7	3
11 to 15 years	5	3
More than 15 years	85	82

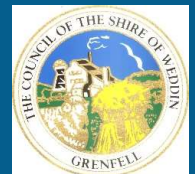


Area of Residence (Open Survey)

sb. How long have you lived in the Weddin Shire Council area?
 sd. In which area of the Weddin Shire Council area do you live?
 Base: All respondents: Main Survey (n=201), Open Survey (n=65)



- Three quarters of residents reside in the Grenfell Township.
- 91% of residents have lived in Weddin for 11 years or more.



Overall Satisfaction



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Overall Satisfaction with Council

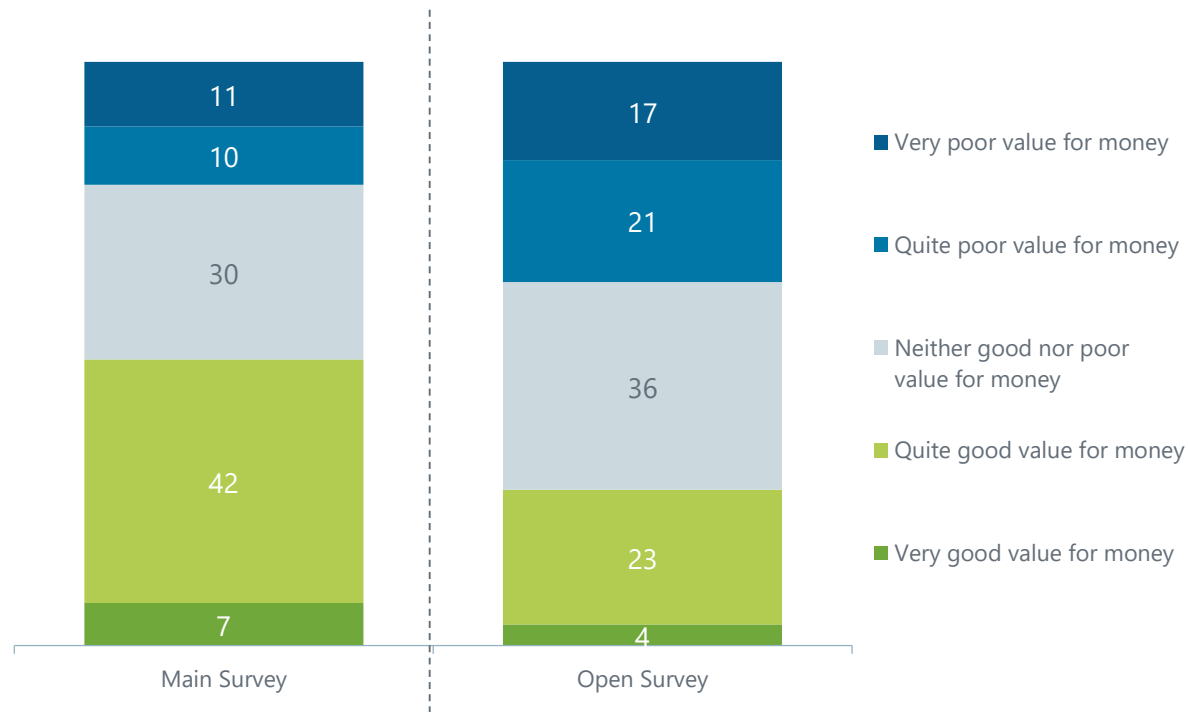


- 58% of residents were satisfied overall with Council's performance, less so amongst those 35-54 (40% satisfied).



Q24. Given the answers you have just provided, how would rate the overall performance of your Council in providing services to the community?
 Base: all respondents; main survey (n=201), open survey (n=65).

Perceptions of Value for Money



Q26. Would you say the services generally covered by Council represent...
 Base: all respondents; main survey (n=201), open survey (n=65).



- Approximately half of residents felt that the services covered by Council were either quite or very good value for money, however this was less so amongst those living out of the Township.



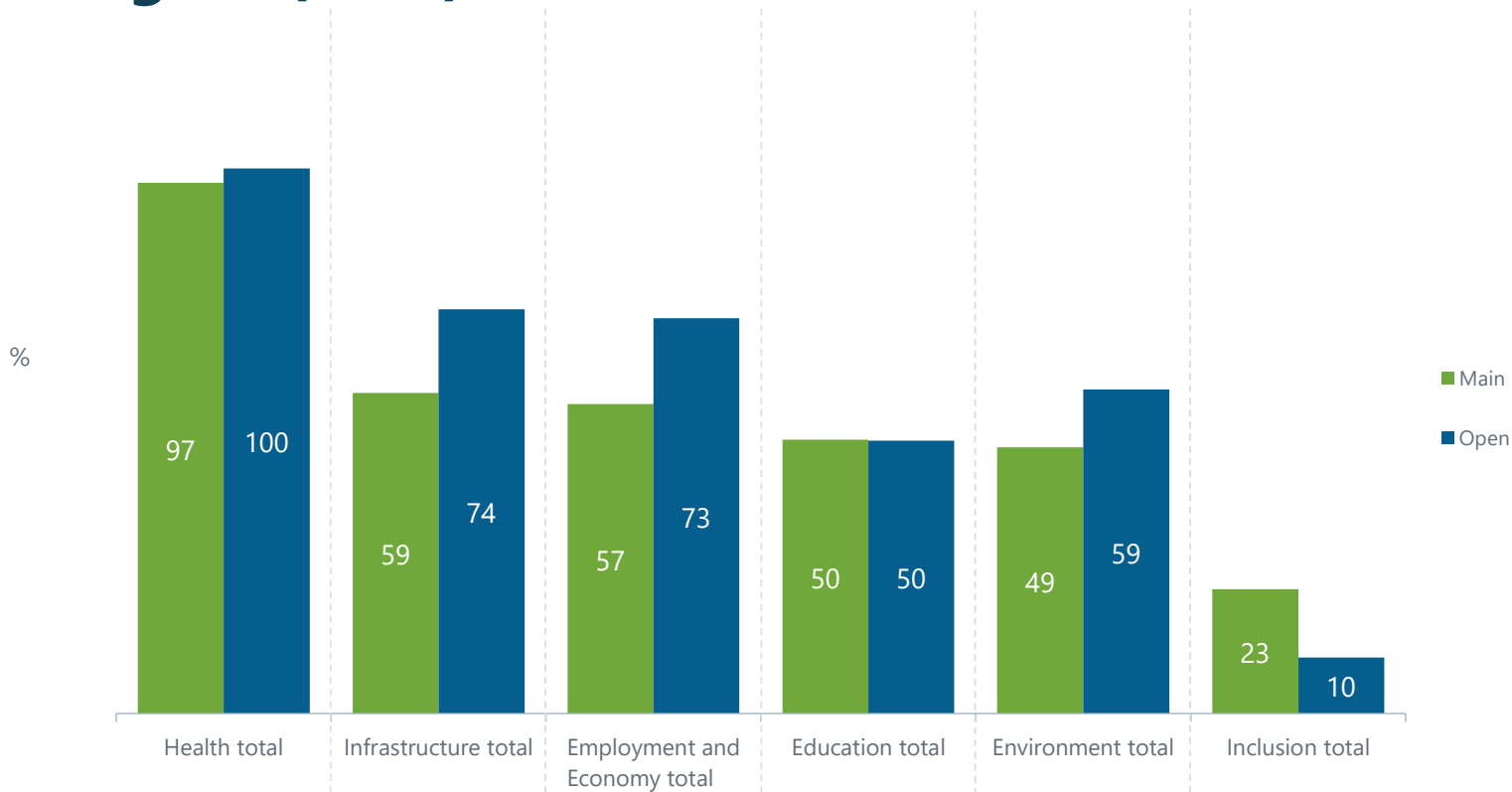
Concerns for the Region



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Top 5 Current Categories of Concern for the Region (Nett)



N.B these figures represent the proportion of respondents who selected at least one of the areas in that category in their top 5

Q30. Which 5 of the following do you think are the biggest areas of concern in your community right now?
 Base: all respondents; main survey (n=201), open survey (n=65)

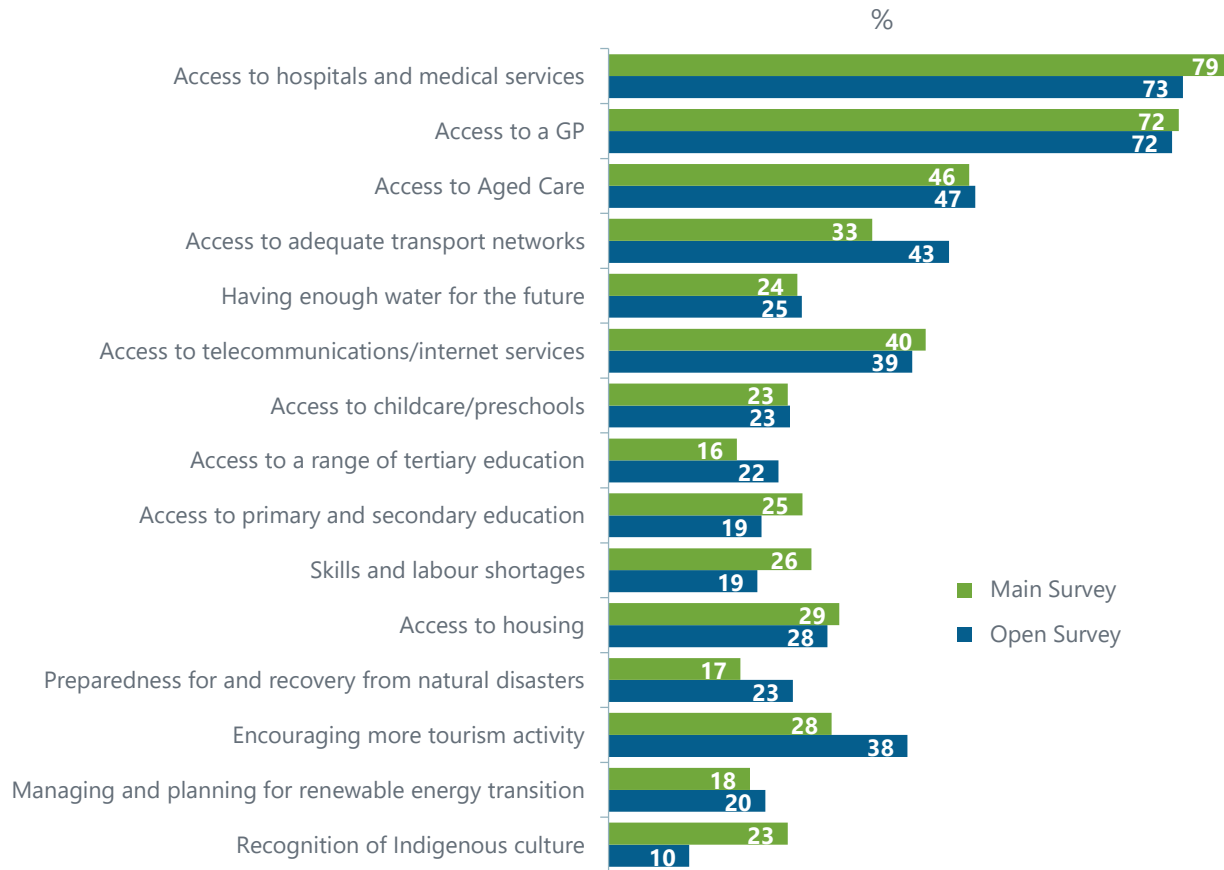


- Health was the greatest area of concern for residents, with 97% selecting at least one of the issues from this area as a concern.
- Inclusion was the area with the least concern, with only 23% selecting this issue.



Top 5 Current Areas of Concern for the Region

Proportion of residents selecting area in their top 5



Q30. Which 5 of the following do you think are the biggest areas of concern in your community right now?
 Base: all respondents; main survey (n=201), open survey (n=65)



- The biggest specific areas of concern for the region were access to hospitals and medical services (79%) and access to a GP (72%).
- These were also the biggest areas of concern in the open survey.



Other Concerns About the Area

Concern	Main Survey (n=201) %	Open Survey (n=65) %
Roads/poor repair of roads/dirt roads should be sealed	10	18
The facilities e.g. playground, street sweeping, toilets, etc. are not well maintained	4	15
Unemployment	3	3
There is a lack of medical/dental/mental health facilities	2	7
The town needs an upgrade/e.g. better shops, facilities, restaurants, general sparkle up	2	4
The emphasis should be on improved water services	2	-
More residential land development is needed	2	8
All the empty shops/no decent shops/no support/encouragement for businesses to come	2	3
High council rates/fees concerned they will be increased further	1	5
The people in Council need to be changed/they are hopeless/don't care	1	6
The lack of garbage/recycling services	1	3
Not spending enough money on the villages/town getting all the money	1	3
The lack of consultation in decision making	<1	5
Council waste of money/poor budget control	<1	11
Other	12	28
No/not answered	69	27

Q31. Are there any other concerns you have about your area?
Base: all respondents; main survey (n=201), open survey (n=65)



- Roads were the most common theme to emerge when asked for additional areas of concern (10%), followed by facilities (4%), and unemployment (3%).



Summary



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SUMMARY OF KEY FINDINGS



Participant profile



- Within the main survey:
 - Approximately one third of respondents work full-time. Around another quarter are retired.
 - Around 9 in 10 respondents own their home through a mortgage or outright.
 - Around 9 in 10 respondents have lived in Weddin for 11 years or more.
- Across both surveys, three quarters of respondents resided within the Grenfell Township.



SUMMARY OF KEY FINDINGS - FACILITIES



Council Infrastructure



- The areas of infrastructure seen to be most important were the condition of sealed road surfaces (93%) and parking (83%).
- In terms of satisfaction, it was highest for street signage (68%) but low for the condition of sealed and unsealed road surfaces (26% and 27%).
- Road surfaces had the greatest differences between the level of importance and satisfaction (67% gap for sealed roads; 42% for unsealed roads).

Public Spaces & Cultural Services



- 8 in 10 respondents had attended community events in the last 12 months. Less used spaces include walking trails, playgrounds, the aquatic centre, and the library.
- Areas with the highest importance to residents were sporting fields and sporting amenities (94%), playgrounds (90%), and the library (89%).
- The greatest gap between importance and satisfaction were for the sporting fields and sporting amenities (33% gap), parks and gardens (19%), and community events (16%).
- The regional art gallery and the public toilets on the other hand, achieved high levels of satisfaction compared to their importance rating.

SUMMARY OF KEY FINDINGS - SERVICES



Council Services



Natural and Urban Environment

- There was a large gap between the importance residents placed on the upgrade of the Grenfell main street and their satisfaction with the outcome (40% gap). This was followed by significant gaps reported for the cleanliness of the creeks and waterways (29%) and the protection of natural bushland (6%).

Waste Management

- The General litter collection was an important service to 85% of residents, followed by the recycling service and general household waste collection (both 68%), and the resource recovery centre (61%).
- The services where importance was higher than satisfaction was for the recycling service (14% gap) and general litter control (13%).
- Overall willingness to pay extra for future food and organic waste collection was low (29%), especially outside the Grenfell Township (12%).

Water and Sewer

- 76% of residents living outside of the Grenfell Township were not connected to either water or sewer services.
- There was a greater gap between importance and satisfaction with the quality of water services (22% gap) than the sewer service (8%).

SUMMARY OF KEY FINDINGS – LIVEABILITY AND CUSTOMER SERVICE



Liveability



- Many Weddin Shire residents agreed 'my neighbourhood is a friendly place to live' (96%), 'I feel safe walking around my neighbourhood,' and 'I would recommend the Weddin region to others as a good place to live' (both 93%).
- Having adequate and appropriate employment and business opportunities, however, was something that residents were less likely to agree with (40% of people agreed).

Customer service



- Roughly half of the residents had contact with council in the last 12 months. Of these, 74% were satisfied with this interaction.
- Those outside of the Grenfell Township were significantly less likely to be satisfied with their most recent interaction (46%).
- Around one quarter of residents last contacted Council regarding roads. Other reasons included 'about facilities' (21%), a building/ planning enquiry (11%) or garbage and recycling (10%).
- The method most respondents used to contact Council was phone (36%). Other methods were through being onsite with a Council officer (24%), using the Council's customer service centre (17%).

SUMMARY OF KEY FINDINGS – ENGAGEMENT WITH COUNCIL AND OVERALL SATISFACTION



Engagement with Council



- 57% of respondents were satisfied with the level and type of communication provided by Council.
- Common preferred methods included email and social media, however, these were preferred by a significantly low proportion of residents 55+ (29% and 21%).
- 34% of respondents were satisfied with the level of community involvement in Council decision making.
- The most preferred methods of being consulted on Council initiatives were Council's online engagement forums (19%), surveys (17%), and face to face forums (17%).

Overall Satisfaction



- 58% of residents were satisfied overall with Council's performance in providing services to the community.
- The reasons for dissatisfaction were the recent upgrade to Maine Street (21%), followed by a perceived lack of community communication/ consultation (16%).
- Approximately half of residents felt that the services covered by Council were either quite or very good value for money, however this was less likely to be the view amongst those living out of the Township.



SUMMARY OF KEY FINDINGS – THE CSP AND REGIONAL CONCERNS



Community Strategic Plan



- 62% of respondents who identified as living with a disability felt that Council has performed well in improving disability access to Council facilities.
- The areas residents would support Council spending more money to improve were road infrastructure (81%) and supporting local businesses (75%).
- Support for paying higher rates was mainly at the 'quite supportive level' for both the main and open surveys.

Regional Question



- Health was the greatest area of concern for respondents, with 97% selecting at least one of the issues from this category. The specific concerns were access to hospitals and medical services.
- Inclusion was the area of least concern, with only 23% of residents selecting this as an issue.
- Roads was the most common theme to emerge spontaneously as a concern about the region (10%), followed by the facilities (4%), and unemployment (3%).



SUMMARY OF KEY FINDINGS – OPEN SURVEY RESULTS



Open Survey Results



65 residents responded to the Open Survey, and as they were 'proactively' taking part, they tended to differ slightly in their responses to those within the main survey.

- They tended to be more likely to speak another language other than English at home (9%) and to have a disability (16%), and tended to make greater use of the public spaces and cultural service.
- Like the main survey respondents, the greatest area of dissatisfaction with infrastructure was the sealed and unsealed road conditions.
- The areas where those in the open survey rated as important but then scored them low in terms of satisfaction were:
 - public toilets (20% gap)
 - playgrounds (13%)
 - cleanliness of creeks and waterways (44%)
 - upgrade to the Grenfell main street (32%)
 - general litter control (22%)
- Open survey respondents were less willing to pay extra for food and organic waste collection (14% compared to 27% in the main survey).
- They were less likely to be positive about living in Weddin Shire across the liveability factors.



SUMMARY OF KEY FINDINGS – OPEN SURVEY RESULTS



Open Survey Results



- Of the 80% of respondents who had contacted Council in the last 12 months, only around half were satisfied with the interaction.
- Most common preferred being informed about Council services and activities via social media.
- They tended to be less satisfied with Council's overall performance (36%), with the most common areas of complaint being a perception that Council are spending money on unnecessary projects/ having the wrong priorities, and there not being enough community communication and consultation.
- They were also less likely to rate Council's performance on improving disability access and balancing development with community values well.
- Only about one quarter (27% vs 49% in the main survey) perceived the services covered by Council to be 'quite or very good value' for money.
- Open survey respondents were more likely to be concerned with infrastructure, employment and the environment for within the region.
- Common areas of spontaneous complaint were around the roads and the maintenance of facilities with the region.

CONCLUSIONS

From the findings, our overall observations are:

- There are mixed levels of overall satisfaction with Council. Residents in the Grenfell Township were more likely to be satisfied with their most recent interaction with Council than those living outside of the Township.
- Whilst interactions with Council are often positive, residents could possibly be more engaged.
 - Only just over half are satisfied with the level of communication they receive and prefer being informed by email. Social media is also a preferred avenue of engagement.
- In terms of future focus, residents appear to want improvements to the condition of sealed and unsealed roads, and many support paying higher rates to help improve these areas. Many respondents would also support Council spending more money to further support local business.
- In terms of facilities, residents are generally satisfied, however areas for improvement could be upgrades to sporting field and amenities, parks and gardens, and community events.
- Many of the service areas are perceived well, however there is opportunity to address the cleanliness of the creeks and waterways and general litter control. Few residents would be willing to pay more for future food and organic waste collection.
- A low proportion of residents believed that there are adequate and appropriate employment and business opportunities.
- From a regional perspective, it is believed there needs to be more focus on the provision of health services with access to hospital and medical services and access to a GP being leading concerns.

