Narrandera Shire Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: June 2016

Narrandera
Shire Council

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Table of Contents

Background and Methodology **4**
Sample Profile **4**
Key Findings **6**
Summary and Recommendations **24**
Section A – Priority Issues **27**
Valued Aspects of the Narrandera Shire Area 28
Least Valued Aspects of the Narrandera Shire Area 29
Priority Issues within the Narrandera Shire Area in the Next 10 Years 30
Support For Increasing Rates 31
Support For Potential Council Merger 32
Section B – Community Strategic Plan **33**
Community Vision 34
A Strong and Resilient Community and Sustainable Environment 35
A Growing Economy 36
Quality & Sustainable Infrastructure 37
Efficient and Responsive Service 38
Trusted and Effective Government 39
Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities .. **40**
Influence on Overall Satisfaction 41
Service Area 1: Proud Place, Great Lifestyle 43
Service Area 2: Our Places and Spaces 48
Service Area 3: Our Natural Environment 53
Service Area 4: A Prosperous and Vibrant Shire 58
Service Area 5: Connected and Collaborative Leaders 63
Demographics **64**
Appendix – Questionnaire **64**

Background and Methodology

Background and Methodology

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

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's support for the Community Strategic Plan and priorities for the future
- Identifying top priority areas for Council to focus on
- Identifying support for increasing Council Rates for funding special services
- Identifying support for a potential merger with neighbouring councils

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

Questionnaire

Micromex Research, together with Narrandera Council, developed the questionnaire.

A copy of the questionnaire is provided in the Appendix.

Data collection and survey area

The survey was conducted during the period 6th May – 26th May 2016 from 4:30pm to 8:30pm Monday to Friday, with residents of the Narrandera Council Government Area.

Sample selection and error

Across the survey period, contact was made with 725 households (other households were not contactable – no answer, engaged, disconnected, etc):

- 304 resident interviews were completed
- 335 survey requests were refused
- 86 people were not eligible (too young, work for Council, etc)

Respondents were selected by means of a computer based random selection process using the Electronic White Pages (EWP).

To supplement the EWP sample, 'number harvesting' was conducted for 6.5hrs on East Street, Narrandera, and at sporting fields to try and obtain mobile phone numbers from younger members of the community (who tend not to have a fixed-line phone). This attempt was relatively unsuccessful however, with 23 refusals, 29 interested people not being eligible (elderly, out-of-area) and only 6 numbers collected for surveying.

A sample size of 304 residents provides a maximum sampling error of plus or minus 5.5% at 95% confidence. This means that if the survey was replicated with a new universe of N=304 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 5.5% - for example, an answer such as 'yes' (50%) to a question could vary from 44% to 56%.

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

Interviewing

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

Background and Methodology

Prequalification

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

Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Ratings questions

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

This scale allowed for a mid-range position for those who had a divided or neutral opinion.

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

Percentages

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

Micromex Benchmarks

These benchmarks are based on LGAs that we have conducted community research for since 2008. During that time, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

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

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

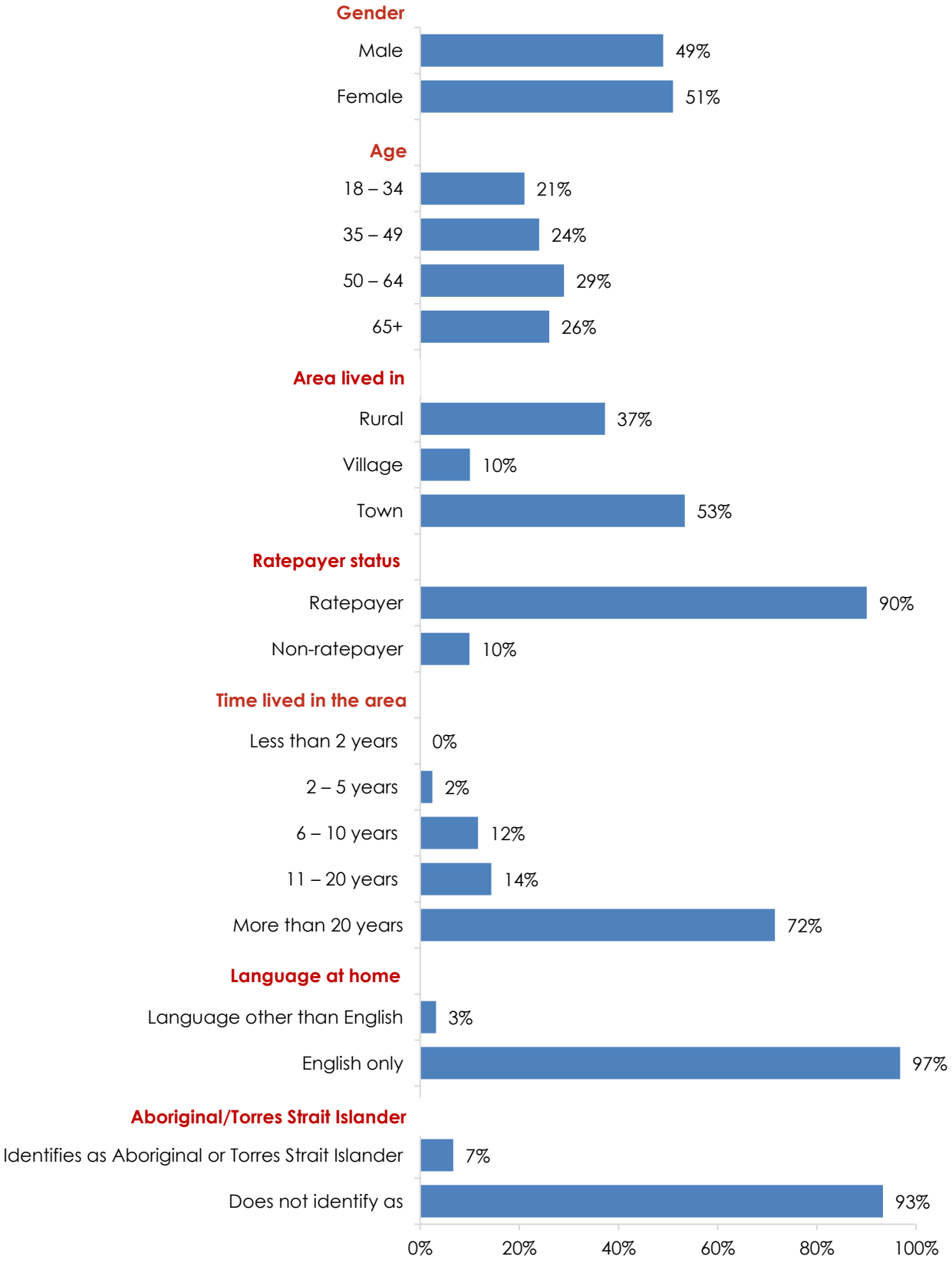
In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

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

Sample Profile

Sample Profile



Base: N = 304

A sample size of 304 residents provides a maximum sampling error of plus or minus 5.5% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Narrandera Shire Council.

Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

Overall, 61% of residents were at least 'somewhat satisfied' with Council's performance over the past 12 months. The mean satisfaction score of 3.19 is similar to the mean satisfaction scores for councils across regional NSW (3.22) and the whole of NSW(3.31).

Residents aged 65 years and over were significantly more satisified with Council's performance.

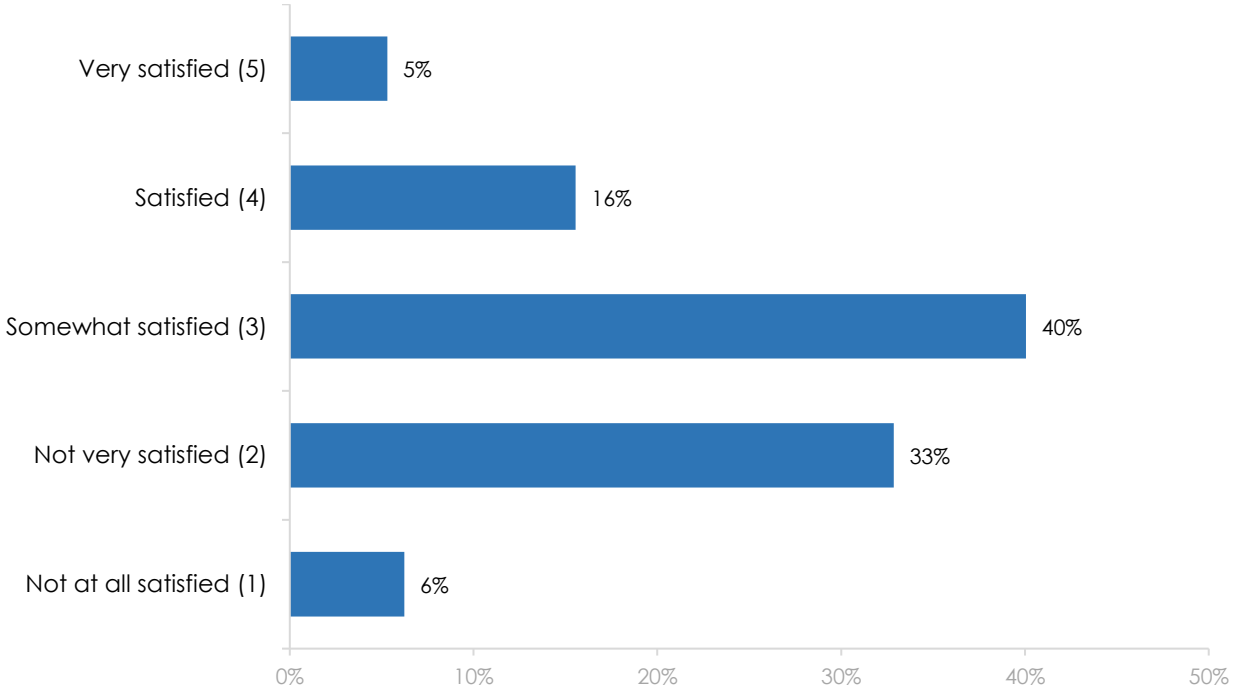
Q2a. Overall, for the last 12 months, how satisfied are you with the performance of Council across all responsibility areas?

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Mean ratings	3.19	3.21	3.18	2.76	3.02	3.37	3.50	3.34	2.64	3.12

NSW LGA BRAND SCORES	Regional	All of NSW	Narrandera Council 2016
Mean ratings	3.22	3.31	3.19

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

A significantly higher/lower level of satisfaction (by group)



Base: N = 304

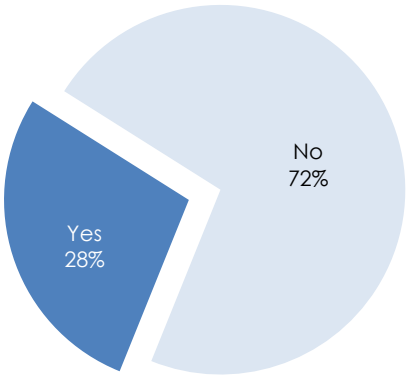
Key Findings

Summary

72% of residents were not aware of the Community Vision. However when told of the vision, 72% of residents were 'very supportive' or 'supportive'. There were similar levels of support amongst those who were aware and those who weren't.

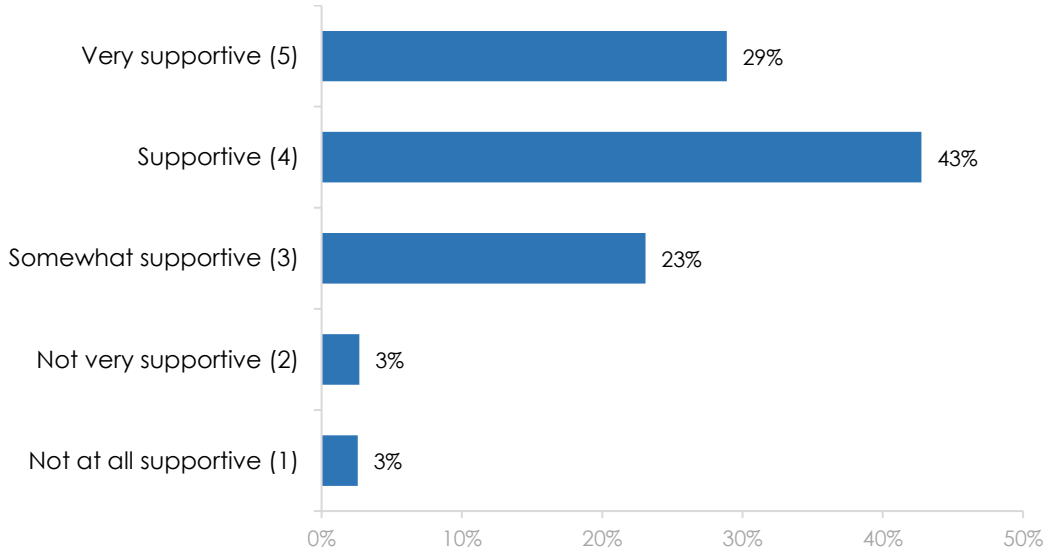
Those aged 65 years and older were significantly more aware of the Community Vision (42%).

The vision highlighted in the current Narrandera 2012-2030 Community Strategic Plan is: 'We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment"
are
Q3a. Are you aware of this vision?



Base: N = 304

Q3b. How supportive are you of this community vision?



Base: N = 304

Key Findings

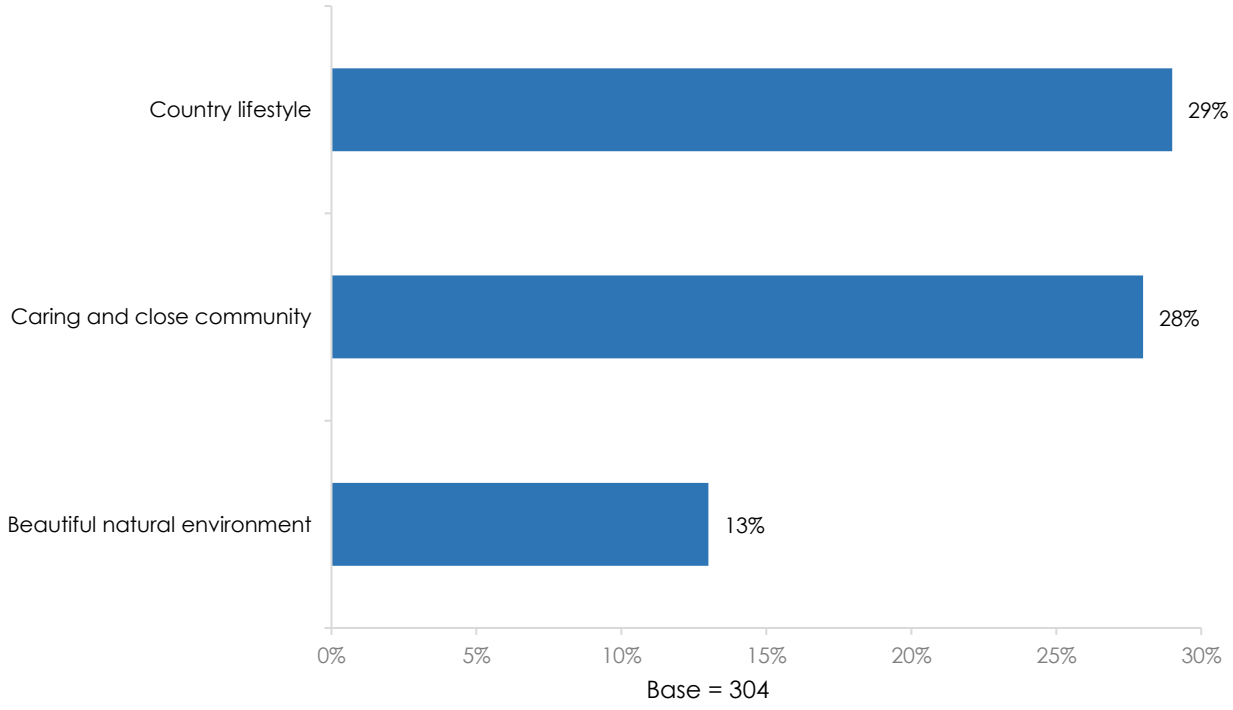
Summary

'Country lifestyle' (29%) and a 'caring and close community' (28%) were the most valued aspects of living in the Narrandera Shire area, followed by the 'beautiful natural environment' (13%).

Q2b. What do you value most about living in the Narrandera Shire area?

Word Frequency Tagging

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



Key Findings

Summary

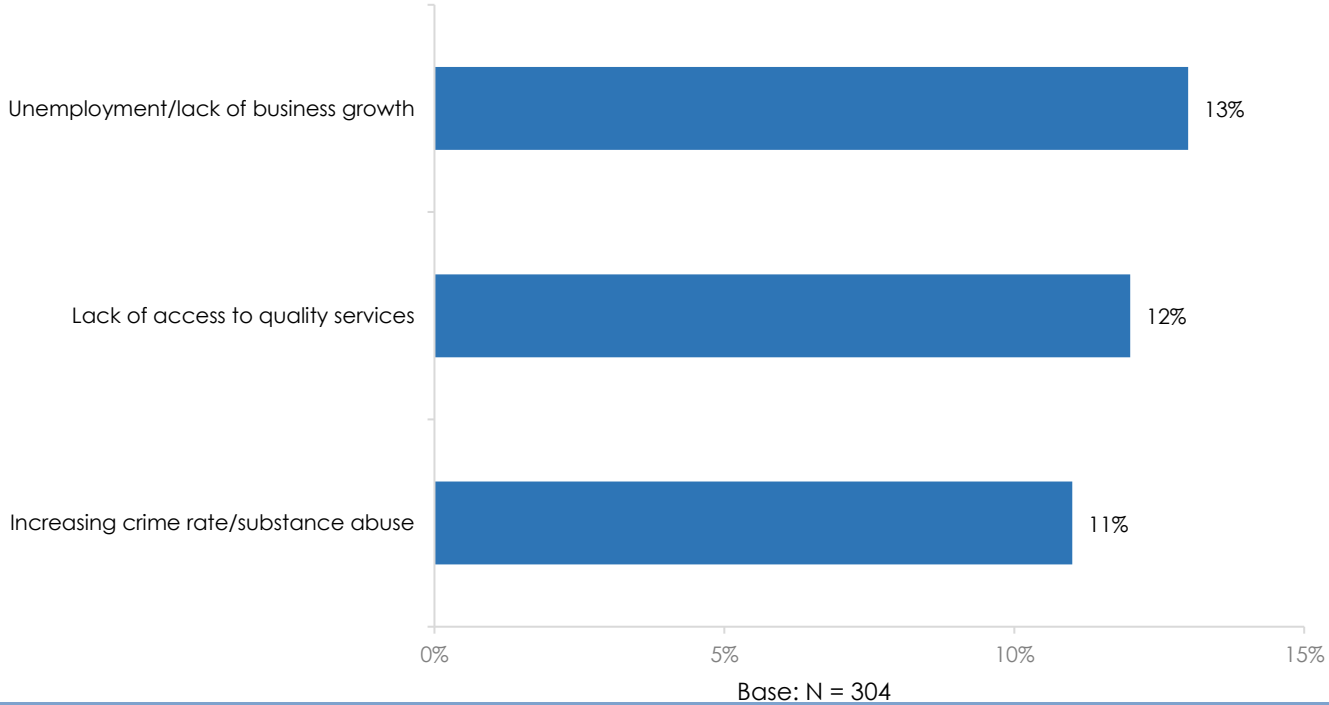
'Unemployment/lack of business growth' was the least valued aspect of residents living in the Narrandera Shire area (13%), followed by 'lack of access to quality services' (12%) and 'increasing crime rate/substance abuse' (11%). A number of residents specified their concern for the increasing crime rate/substance abuse/unemployment among the young people in the area.

Of interest is the fact that 31% of the population were ***not*** able to name something they don't like about living in the area.

Q2c. What do you value least (or what don't you like) about living in the Narrandera Shire area?

Word Frequency Tagging

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



Base: N = 304

Key Findings

Summary

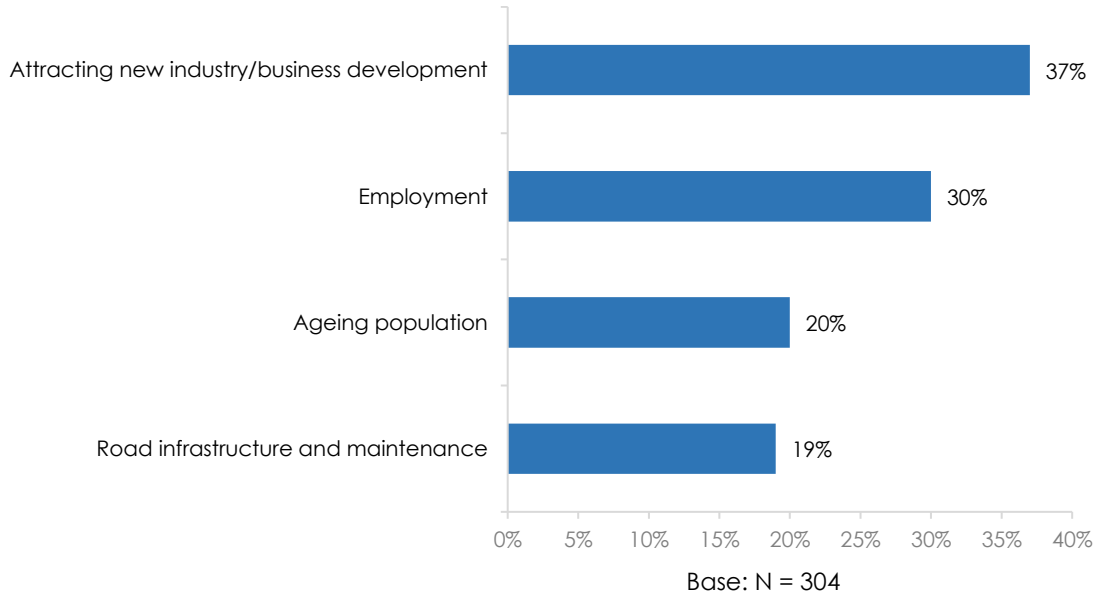
Residents believe that the highest priority issue for the next 10 years is 'attracting new industry/business development' (37%), which is closely tied to the second biggest issue stated by residents, 'employment' (30%).

'Ageing population' (20%) and 'road infrastructure and maintenance' (19%), were also priority issues for the next 10 years raised by residents.

Q2d. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Narrandera Shire area?

Word Frequency Tagging

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



Base: N = 304

Key Findings

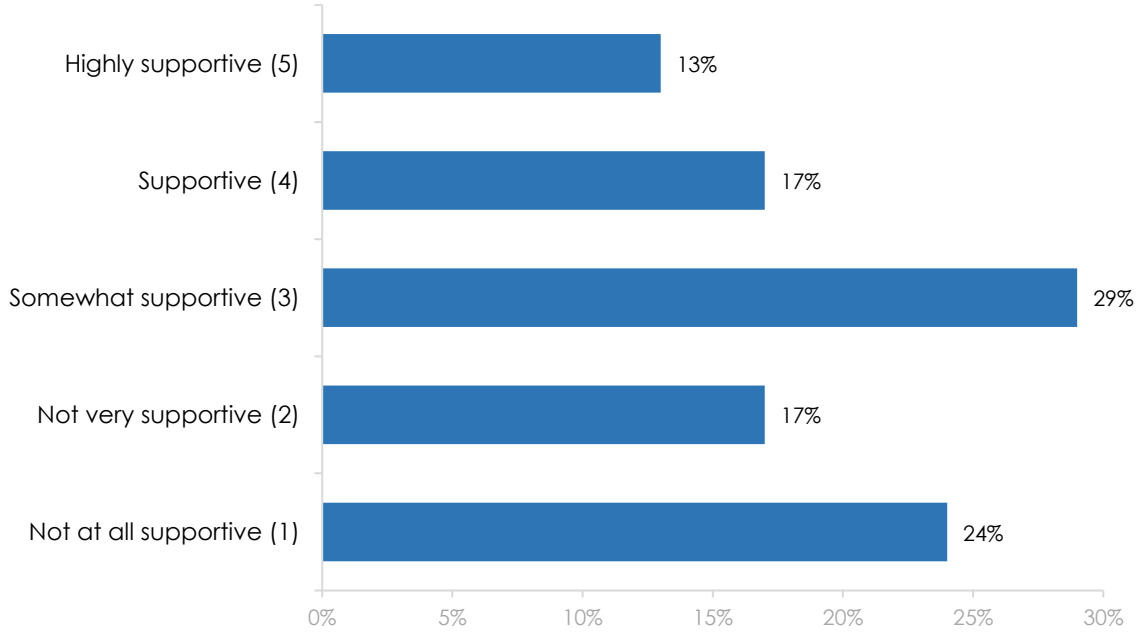
Summary

59% of residents stated that they would be at least 'somewhat supportive' of rates increasing above the rate capping limit, with 41% of residents declaring that they were 'not very supportive' or 'not at all supportive'. This result was consistent across the demographics.

Q2e. *How supportive are you of Narrandera Shire Council increasing rates by approximately 5% per year above the rate capping limit for a period of 5 years to fund more services such as the proposed indoor heated pool or to redevelop Lake Talbot Swimming Pool or for more road maintenance?*

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village	Rural
Mean ratings	2.80	2.72	2.87	2.91	2.45	2.77	3.05	2.93	2.77	2.62

Scale: 1 = not at all supportive, 5 = highly supportive



Base: N = 298

Key Findings

Summary

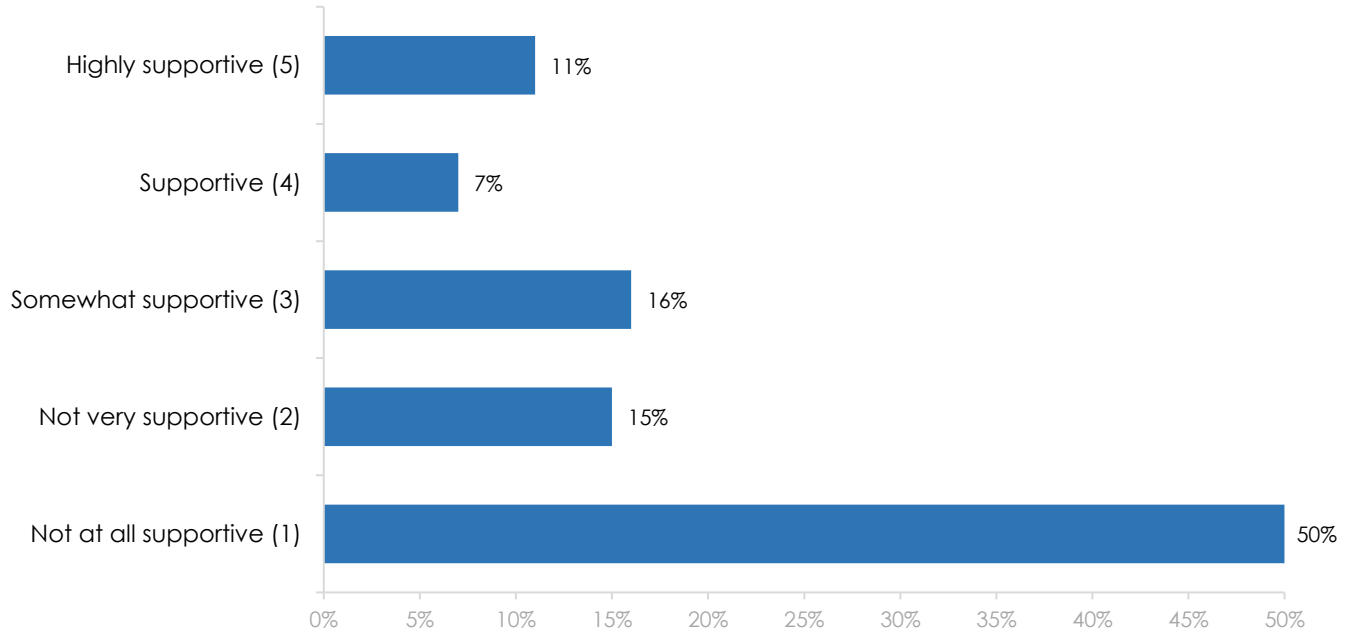
50% of residents stated they were 'not at all supportive' of a potential merger with neighbouring councils, with a further 15% stating they were 'not very supportive'.

The NSW Government has been encouraging a number of NSW Councils to merge. At the moment Narrandera has not been asked to merge with any neighbouring councils.

Q2f. If we were asked at some point in the next few years to merge with one or more other councils, how supportive would you be of a merger?

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village	Rural
Mean ratings	2.15	2.10	2.19	2.11	2.17	2.23	2.07	2.00	2.87	2.18

Scale: 1 = not at all supportive, 5 = highly supportive



Base: N = 304

Key Findings

1. Comparison to LGA Benchmarks

Services and Facilities:

Residents were asked to rate 35 services and facilities in terms of Importance and Satisfaction. Micromex has normative data for 20 of the 35 services/facilities.

8 of the 20 comparable measures for satisfaction were rated above the benchmark threshold of 0.15, these were 'swimming pools', 'parks and open spaces', 'playing fields', 'youth activities', 'availability of car parking', 'community buildings/halls', 'heritage sites protected and maintained' and 'Narrandera Sports Stadium'.

5 of the measures were rated lower than the benchmark threshold of -0.15, these were 'opportunity to influence Council decision-making', 'public safety such as CCTV', 'provision of Council information to the community', 'supporting cultural opportunities and services' and 'promotion of business establishment and growth of our Shire'.

Service/Facility	Narrandera Council Satisfaction Scores	Benchmark Variances
Swimming pools	4.58	0.89▲
Parks and open spaces	4.43	0.70▲
Playing fields	4.26	0.52▲
Youth activities	3.67	0.50▲
Availability of car parking	3.43	0.43▲
Community buildings/halls	3.99	0.34▲
Heritage sites protected and maintained	3.77	0.27▲
Narrandera Sports Stadium	3.92	0.18▲
Town streets and lanes	3.44	0.09
Provision of bike paths	3.28	0.06
Stormwater services	3.37	0.06
Library services	4.18	0.04
Maintaining footpaths	3.08	0.03
Maintaining local roads	2.82	0.02
Waste management	3.98	-0.11
Opportunity to influence Council decision-making	2.78	-0.20▼
Public safety such as CCTV	3.20	-0.29▼
Provision of Council information to the community	3.04	-0.30▼
Supporting cultural opportunities and services	3.40	-0.41▼
Promotion of business establishment and growth of our Shire	2.62	-0.56▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Key Findings

2. Identifying Priorities via Specialised Analysis (Explanation)

Services and Facilities:

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

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

1. Identify and understand the hierarchy of community priorities

2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 35 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'road safety' was given an importance score of 4.60, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.63, which indicates that residents have a 'moderately high' level of satisfaction with Narrandera Council's performance and focus on that measure.

In the case of a performance gap such as for 'community transport' (3.28 importance vs. 4.20 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.

Key Findings

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

Performance Gap Ranking

Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Promotion of business establishment and growth of our Shire	4.66	2.62	2.04
2	Maintaining local roads	4.79	2.82	1.97
3	Foster industrial development	4.32	2.66	1.66
4	Opportunity to influence Council decision-making	4.35	2.78	1.57
5	Provision of Council information to the community	4.57	3.04	1.53
6	Water supply	4.61	3.12	1.49
7	Promotion of visitation to the Shire	4.50	3.17	1.33
8	Ease of engaging with Councillors	4.31	3.03	1.28
9	Maintaining footpaths	4.35	3.08	1.27
10	Public safety such as CCTV	4.22	3.20	1.02
11	Ease of engaging with Council staff	4.37	3.36	1.01
12	Road safety	4.60	3.63	0.97
13	Cemeteries	4.54	3.68	0.86
14	Availability of car parking	4.27	3.43	0.84
15	Youth activities	3.67	2.85	0.82
	Emergency management	4.61	3.79	0.82
17	Stormwater services	4.16	3.37	0.79
18	Town streets and lanes	4.19	3.44	0.75
19	Our urban treescape	4.04	3.47	0.57
20	Sewer services	4.25	3.69	0.56
21	Narrandera/Leeton Airport	4.69	4.17	0.52
22	Parks and open spaces	4.43	3.97	0.46
23	Community buildings/halls	3.99	3.62	0.37
24	Waste management	4.32	3.98	0.34
25	Community events	4.35	4.05	0.30
26	Swimming pools	4.58	4.29	0.29
27	Heritage sites protected and maintained	3.77	3.56	0.21
28	Provision of bike paths	3.44	3.28	0.16
29	Playing fields	4.26	4.16	0.10
30	Supporting cultural opportunities and services	3.40	3.40	0.00
31	Library services	4.18	4.24	-0.06
32	Narrandera Sports Stadium	3.92	4.26	-0.34
33	Community Support services	3.35	3.91	-0.56
34	Home Modification Service for those with mobility issues	2.91	3.55	-0.64
35	Community transport	3.28	4.20	-0.92

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

Key Findings

When we examine the review the 9 largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' in importance. Resident satisfaction for all of these areas is between 2.62 and 3.17, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Promotion of business establishment and growth of our Shire	4.66	2.62	2.04
2	Maintaining local roads	4.79	2.82	1.97
3	Foster industrial development	4.32	2.66	1.66
4	Opportunity to influence Council decision-making	4.35	2.78	1.57
5	Provision of Council information to the community	4.57	3.04	1.53
6	Water supply	4.61	3.12	1.49
7	Promotion of visitation to the Shire	4.50	3.17	1.33
8	Ease of engaging with Councillors	4.31	3.03	1.28
9	Maintaining footpaths	4.35	3.08	1.27

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, key themes that emerged included:

- Economic development ('promotion of business establishment and growth of our Shire', 'foster industrial development', and even 'promotion of visitation to the Shire')
- Community engagement ('opportunity to influence Council decision making', 'provision of Council information to the community', 'ease of engaging with Councillors').
- Maintaining local roads and footpaths

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

Key Findings

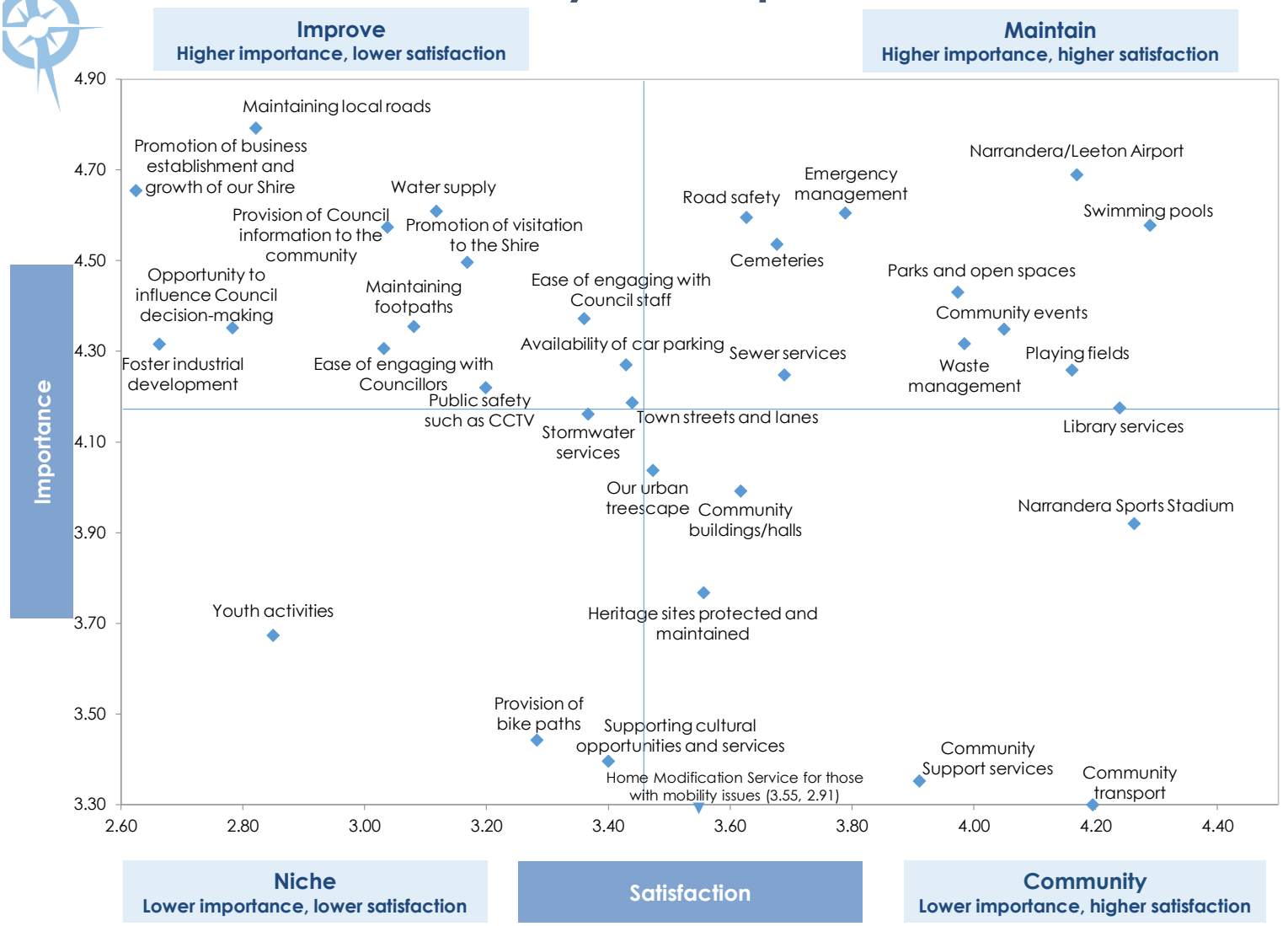
Quadrant Analysis

Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.18 and the average rated satisfaction score was 3.51. Therefore, any facility or service that received a mean stated importance score of ≥ 4.18 would be plotted in the higher importance section and, conversely, any that scored < 4.18 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.51. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction



Key Findings

Explaining the 4 quadrants

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

Attributes in the top left quadrant, **IMPROVE,** such as 'promotion of business establishment and growth of our Shire' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

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

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

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

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

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

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

The Shapley Value Regression

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

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

What Does This Mean?

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

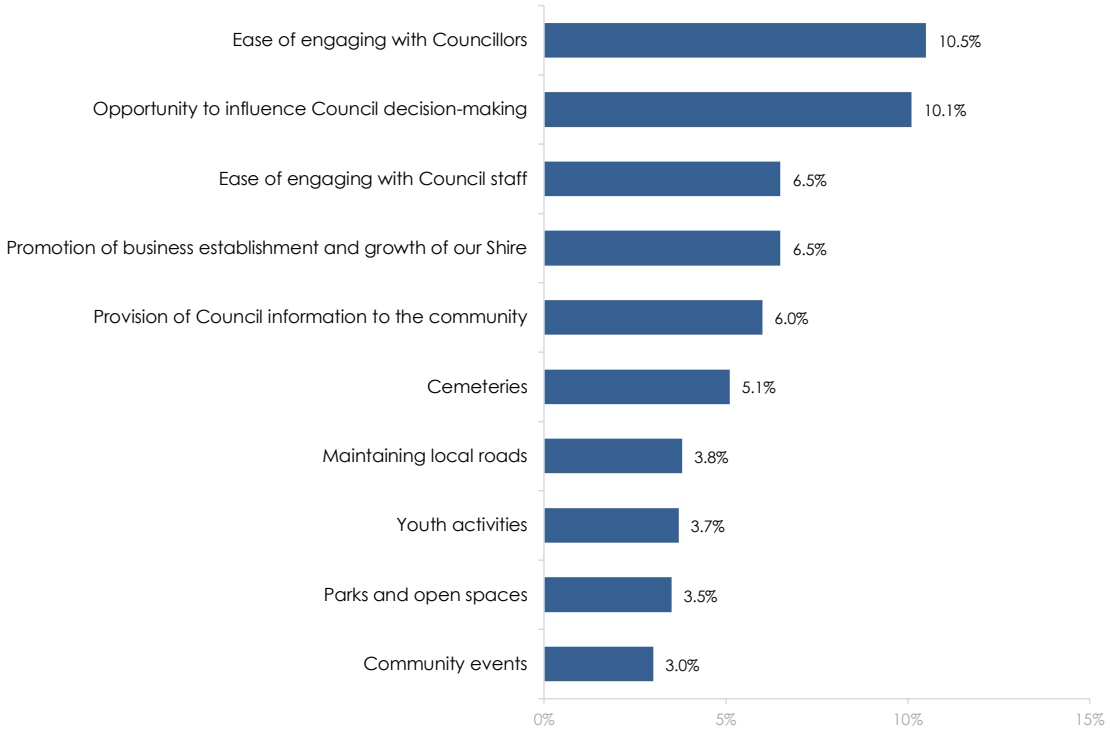
Key Findings

Key Drivers of Satisfaction with Narrandera Council

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

These top 10 services/facilities account for almost 60% of overall satisfaction with Council. This indicates that the remaining 25 attributes we obtained measures on have only a limited impact on the community's satisfaction with Narrandera Council's performance. Therefore, whilst all 35 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 10 Indicators Contribute to Almost 60% of Overall Satisfaction with Council



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

These 10 services/facilities are the key community priorities and by addressing these, Narrandera Council should improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'community events' contributes 3.0% towards overall satisfaction, while 'ease of engaging with Councillors' (10.5%) is a far stronger driver, contributing more than three times as much to overall satisfaction with Council.

Key Findings

Advanced Shapley Outcomes

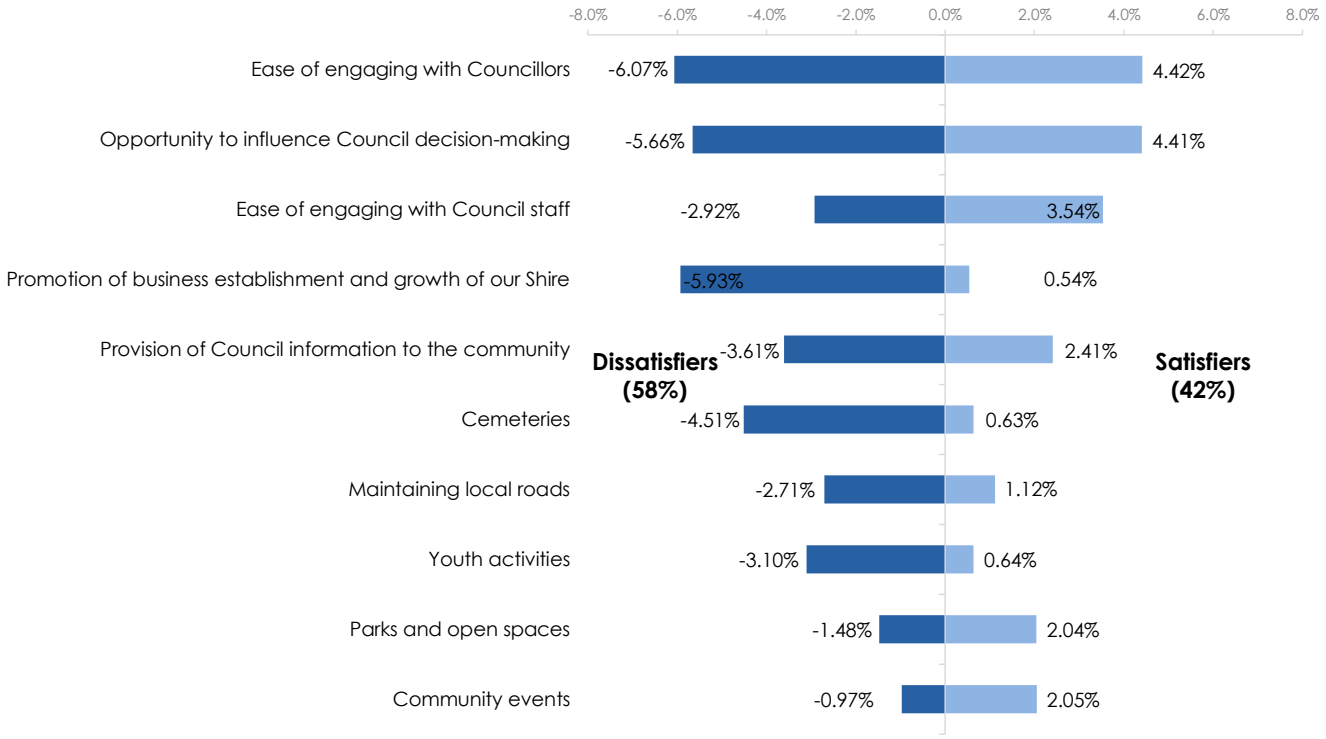
The chart below is a repeat of the previous page, except it breaks down the key drivers into the positive/negative contribution that they make towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

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

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

For instance, we noted on the previous page that the score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council – in the case of 'Ease of engaging with Councillors', the overall contribution is 10.5% - the chart below takes that one step further, to show that there is a 6.07% contribution of 'Ease of engaging with Councillors' to impeding the transition to overall satisfaction, and a 4.42% contribution towards optimising overall satisfaction.

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

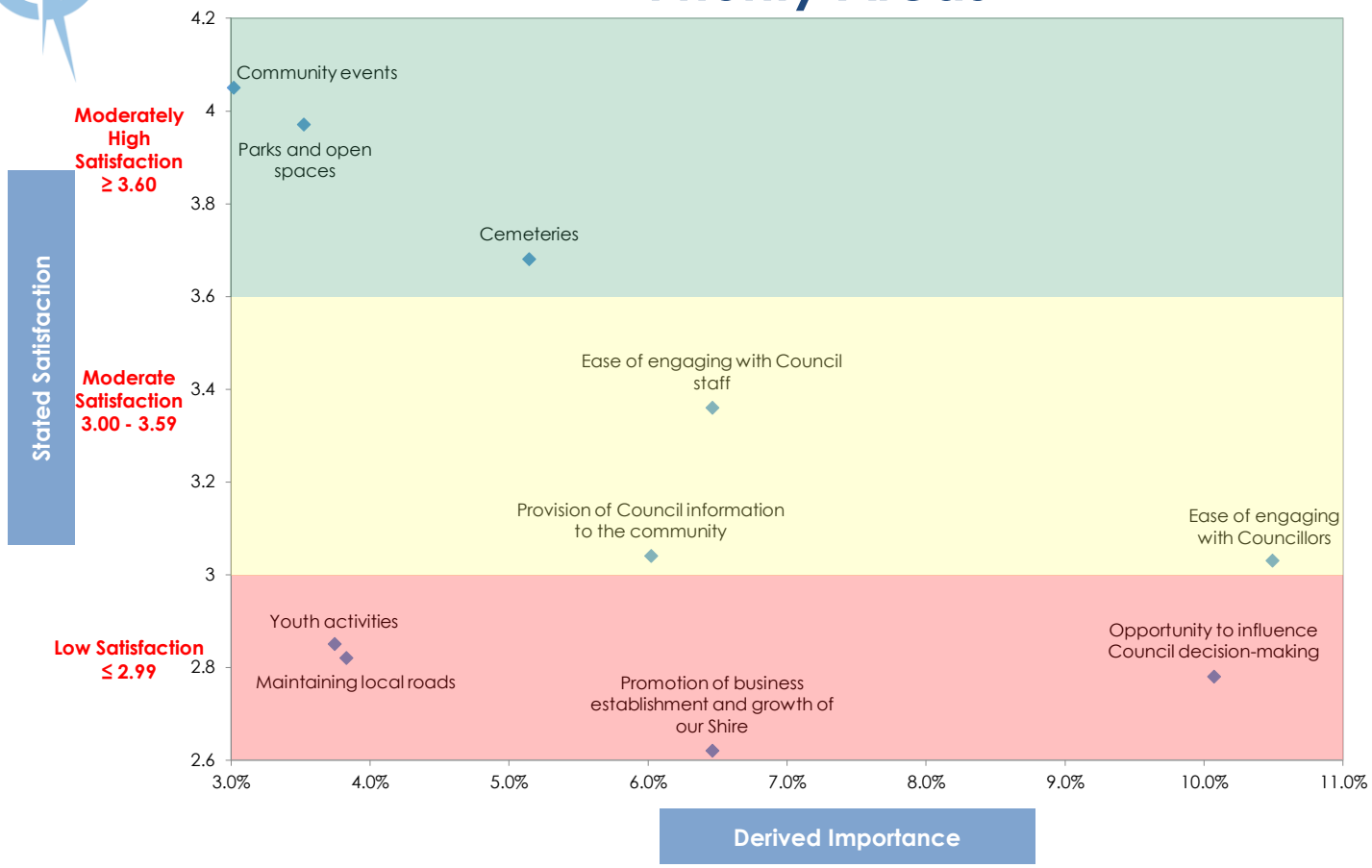
Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'community events', 'parks and open spaces' and 'cemeteries'. Council should look to maintain/consolidate their delivery in these areas.

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

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that community engagement attributes, such as 'ease of engaging with Council Staff'', 'ease of engaging with Councillors', 'provision of Council information to the community' and 'opportunity to influence Council decision-making' could possibly be targeted for optimisation.

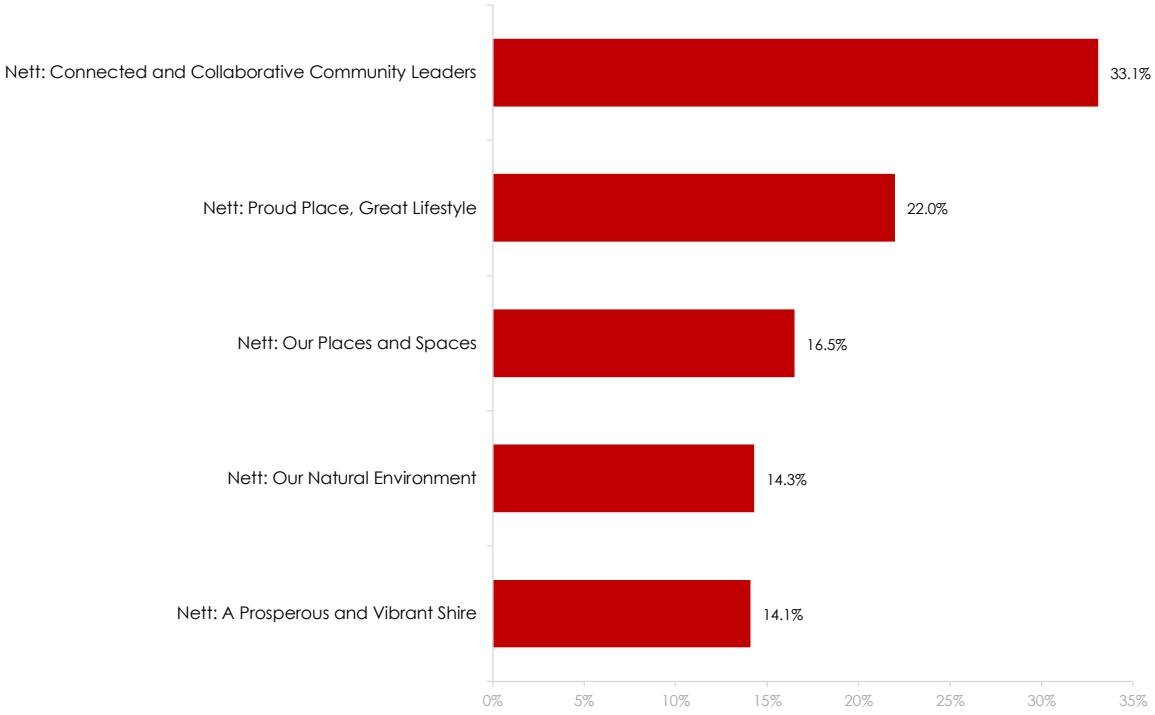
Furthermore, areas such as 'youth activities', 'promotion of business establishments and growth of our Shire' and 'maintaining local roads' are issues Council should be looking at to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

Key Findings

Key Service Areas' Contribution to Overall Satisfaction

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

Contribution to Overall Satisfaction with Council's Performance

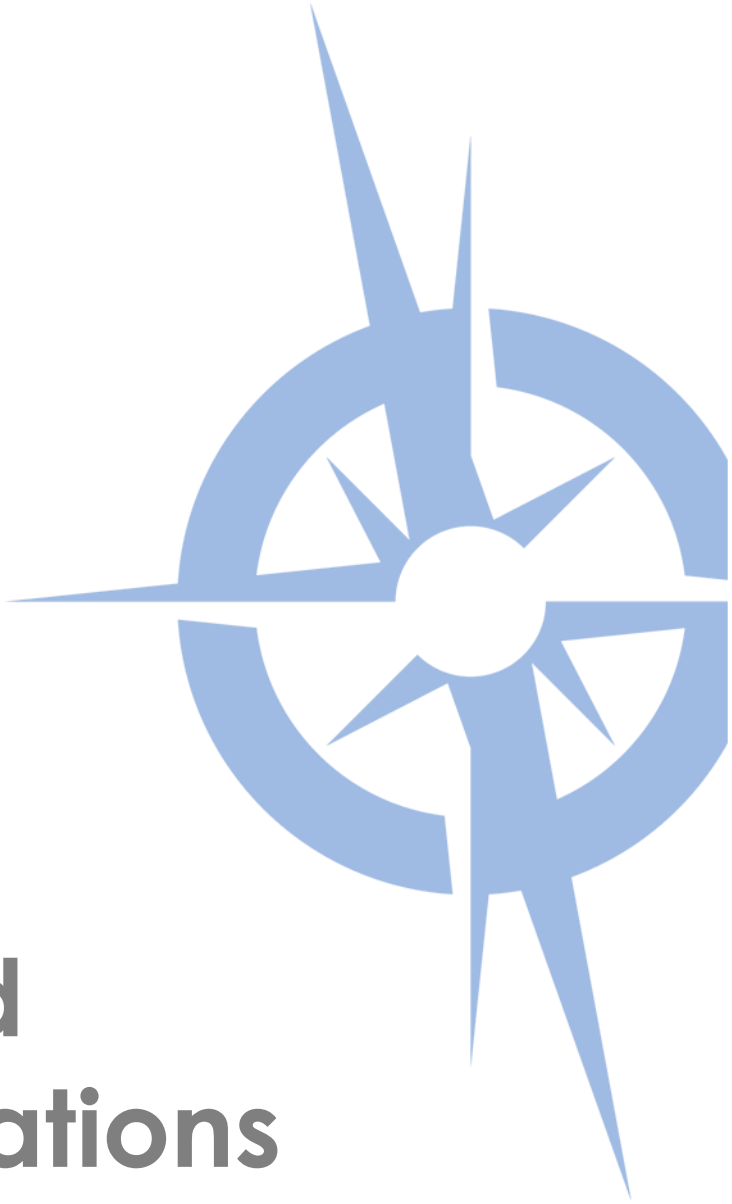


'Connected and Collaborative Community Leaders' (33.1%) is the key contributor toward overall satisfaction with Council's performance.

The services and facilities grouped under this banner include:

- Ease of engaging with Councillors
- Ease of engaging with Council staff
- Opportunity to influence Council decision-making
- Provision of Council information to the community

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Connected and Collaborative Community Leaders' are stronger drivers of resident satisfaction.



Summary and Recommendations

Summary and Recommendations

Summary

- ***Community Satisfaction*:** Satisfaction results were mixed, identifying potential opportunities for improvement

    - Just under two thirds of residents (61%) were at least 'somewhat satisfied' with Council's performance over the past 12 months, with the resultant mean score of 3.19 out of 5 just marginally below our regional Council norm of 3.22.

    - The majority of service and facility attributes (30 of the 35), deliver at least moderate satisfaction. When compared to our norms (we have normative data for 20 of the 35 attributes), 8 are above the norms, 7 are on par with the norms and 5 are below the norms

- ***Drivers of Community Satisfaction:*** Although many issues contribute to overall satisfaction by the community with Council, two main issues emerged as key drivers

    - Council and community engagement: The top three attributes across all areas that contributed to community satisfaction were 'ease of engaging with Councillors', 'opportunity to influence Council decision-making' and 'ease of engaging with Council staff' (accounting for 27% of overall satisfaction). All three of these attributes have satisfaction scores noticeably below their importance scores, suggesting that residents view Council provision of these services to be below expectations

    - Business development: The second key driver of satisfaction, 'promotion of business establishment and growth of our Shire', was identified as an area of concern. This attribute was stated to be of 'extremely high' importance by residents, but received a rating of 'moderately low' for satisfaction

- ***Community Interests:*** Residents view the lifestyle, community and natural surroundings to be the best aspects of living in Narrandera Shire, attributes focused on the uniqueness of rural areas

  When considering the aspects they value the least, residents largely focused on economic development and a lack of access to services, issues commonly observed in other rural areas. Levels of 'increasing crime rate/substance abuse' was also a concern raised by 11% of residents, corresponding to the only 'moderate' level of satisfaction that residents stated for public safety

- ***Community Strategic Plan:*** Residents were very supportive of the Community Strategic Plan, with all components receiving at least 86% support for consideration, despite only a quarter of people being previously aware of it

- ***Rate Changes*:** Six out of every 10 residents (59%) stated that they would be at least 'somewhat supportive' of rates increasing above the capping rate, suggesting that some of the key areas of concern raised by residents could be addressed by additional funding through rates

- ***Council Mergers*:** Overall, residents response to the idea of merging with other councils was negative, with 50% stating they would be 'not at all supportive'

Summary and Recommendations

Recommendations

Based on the findings of this research, Narrandera Shire Council should:

1. Understand community expectations/identify ways to actively communicate information about new projects along with ongoing work that the Council is conducting, raising awareness among residents of how resources are being distributed

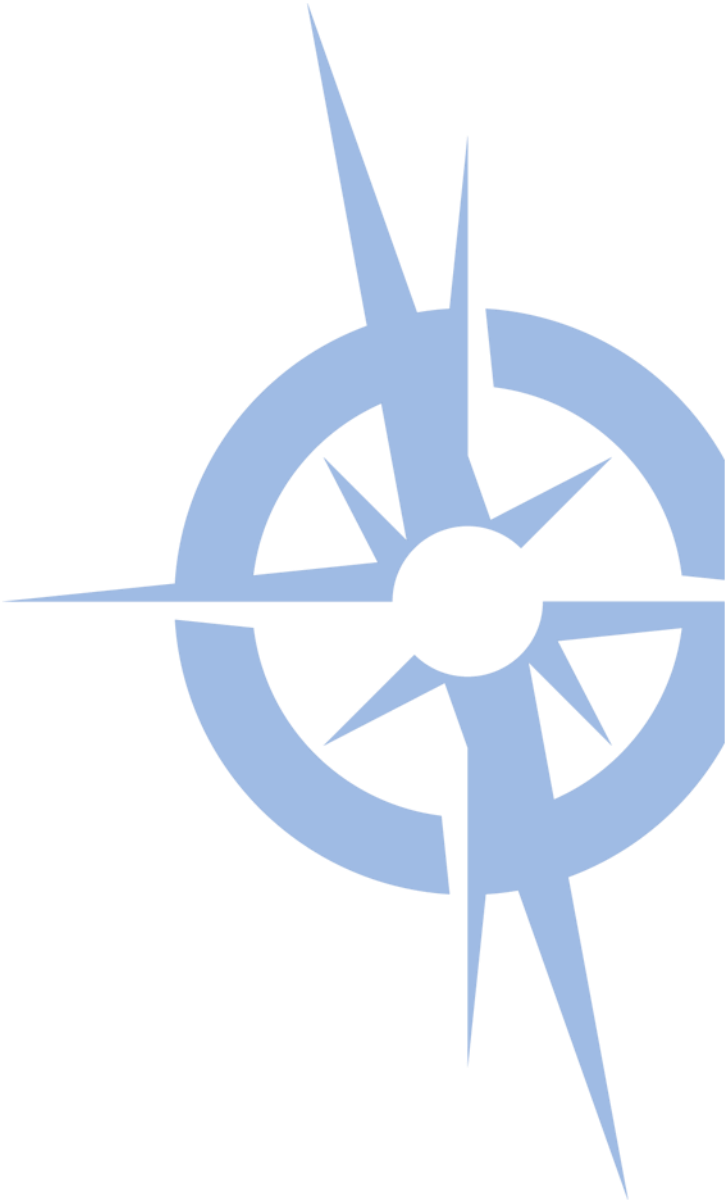
2. Focus on increasing resident participation across all age ranges in Council consultation processes, promoting the different communication methods through which Councillors and Council staff can be engaged with the community

3. Establish an understanding of community expectations in regards to business and economic development of the area. What actions do residents expect Council to be conducting in order to promote this area, and what trade-offs would they be willing to make with other services in order to finance any changes?

    - Assess whether in fact Council needs to change its policies in this area, or based on the above points possibly just better communicate what they are already doing.

4. Explore in greater detail the willingness of residents to pay higher rates to fund more services, and which services would they want this additional funding to be directed towards

These recommendations/issues could be explored further through structured workshops or focus groups with community members.



Section A – Priority Issues

Valued Aspects of the Narrandera Shire Area

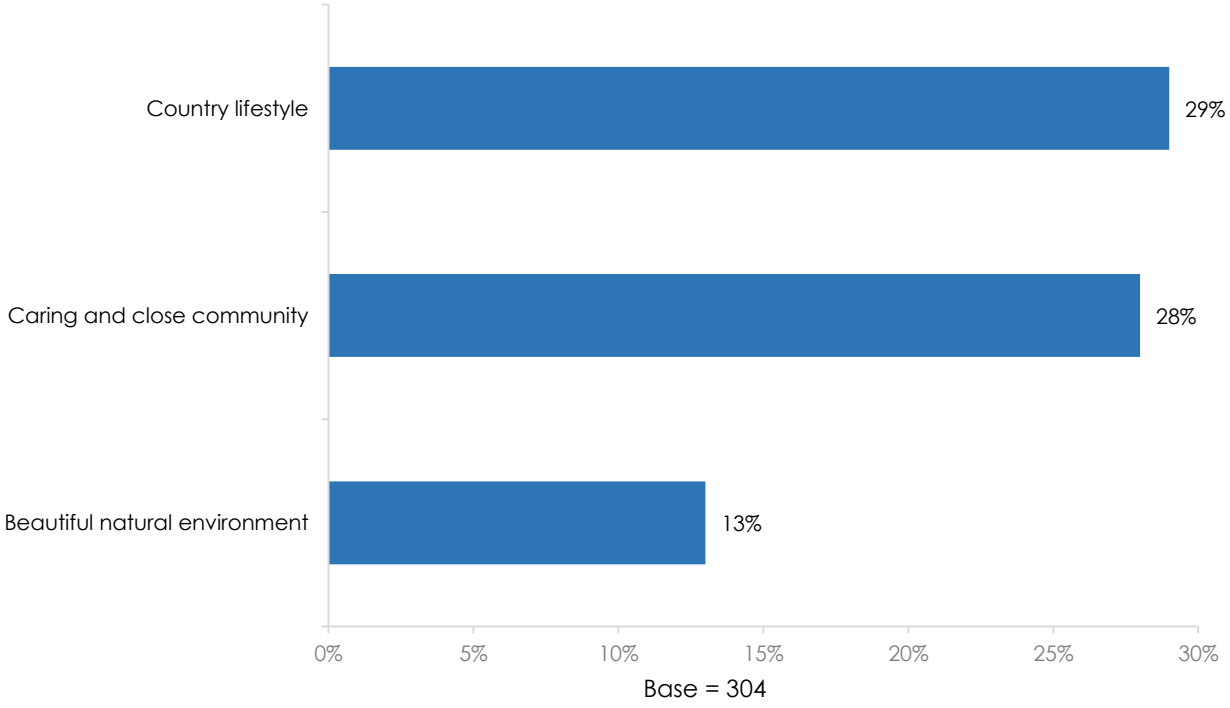
Summary

'Country lifestyle' (29%) and a 'caring and close community' (28%) were the most valued aspects of living in the Narrandera Shire area, followed by the 'beautiful natural environment' (13%).

Q2b. What do you value most about living in the Narrandera Shire area?

Word Frequency Tagging

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



Least Valued Aspects of the Narrandera Shire Area

Summary

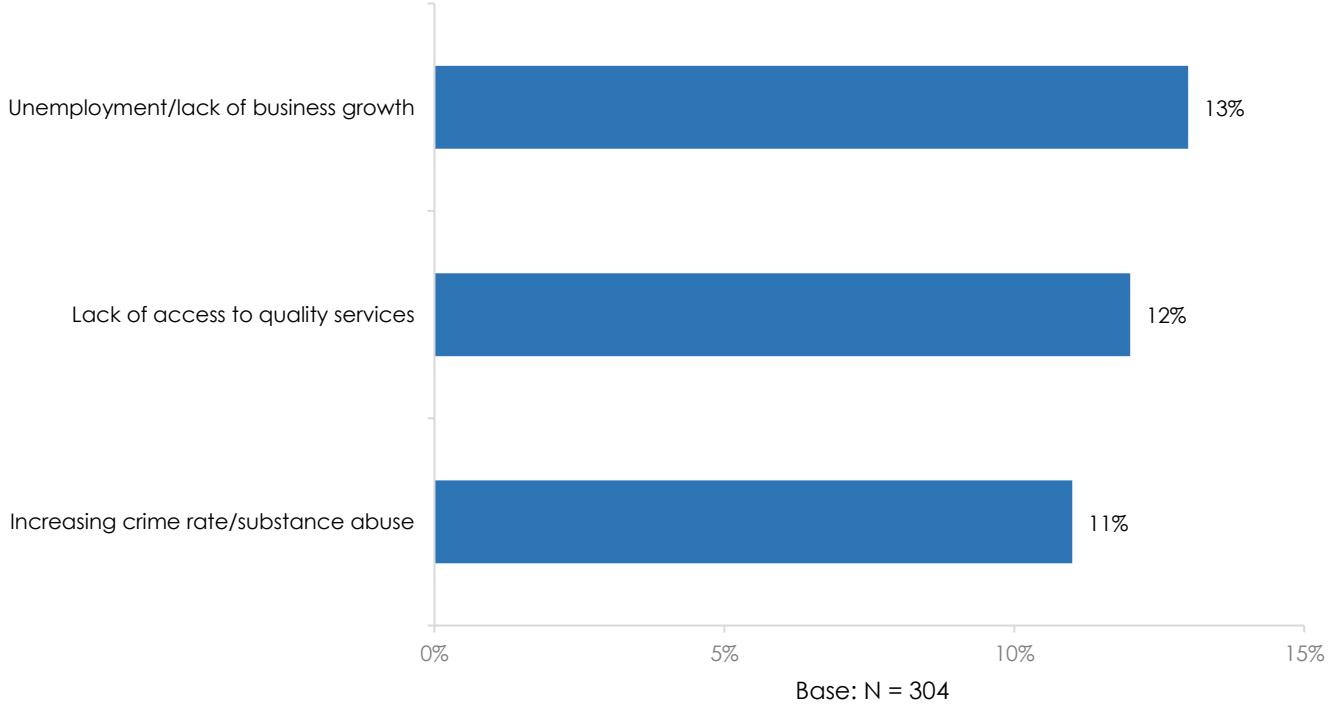
'Unemployment/lack of business growth' was the least valued aspect of residents living in the Narrandera Shire area (13%). A number of residents were also concerned about the 'lack of access to quality services' (12%) and 'increasing crime rate/substance abuse' (11%).

Of interest is the fact that 31% of the population weren't able to name something they don't like about living in the area.

Q2c. What do you value least (or what don't you like) about living in the Narrandera Shire area?

Word Frequency Tagging

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



Base: N = 304

Priority Issues within the Narrandera Shire Area in the Next 10 Years

Summary

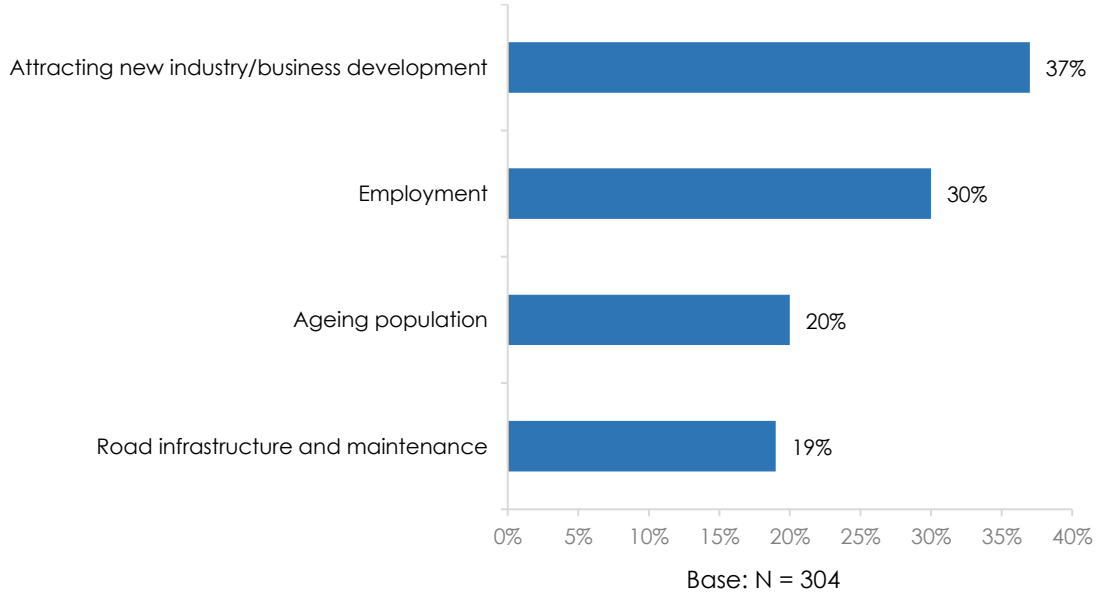
Residents believe that the highest priority issue for the next 10 years is 'attracting new industry/business development' (37%), which is closely tied to the second biggest issue stated by residents, 'employment' (30%).

'Ageing population' (20%) and 'road infrastructure and maintenance' (19%), were also priority issues for the next 10 years raised by residents.

Q2d. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Narrandera Shire area?

Word Frequency Tagging

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



Base: N = 304

Support For Increasing Rates

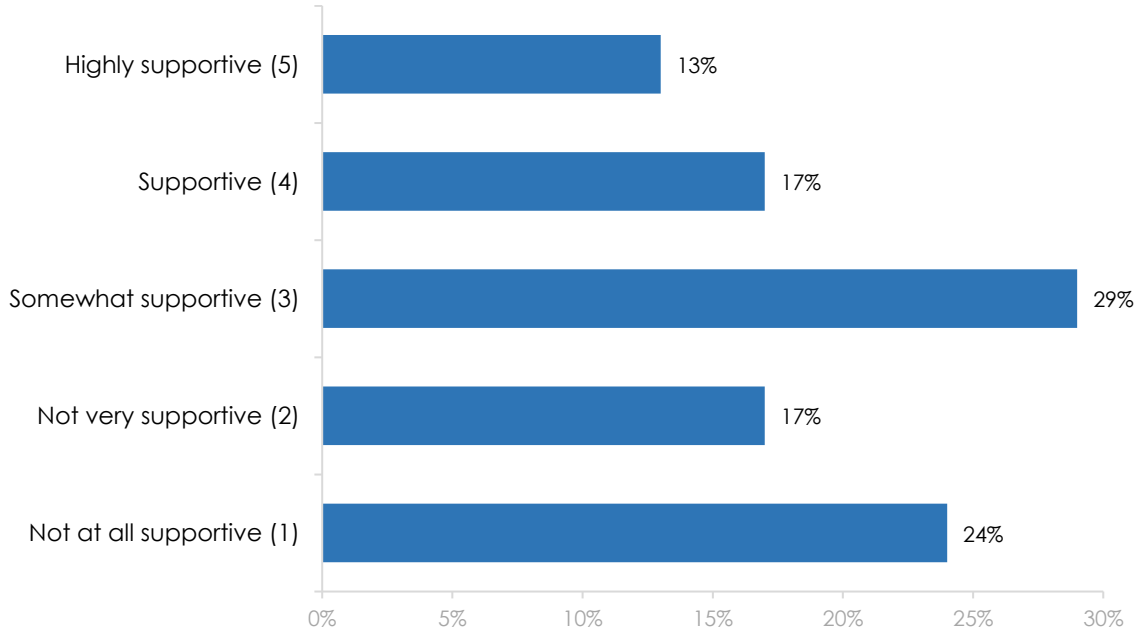
Summary

59% of residents stated that they would be at least 'somewhat supportive' of rates increasing above the rate capping limit, with 41% of residents declaring that they were 'not very supportive' or 'not at all supportive'. This result was consistent across the demographics.

Q2e. *How supportive are you of Narrandera Shire Council increasing rates by approximately 5% per year above the rate capping limit for a period of 5 years to fund more services such as the proposed indoor heated pool or to redevelop Lake Talbot Swimming Pool or for more road maintenance?*

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village	Rural
Mean ratings	2.80	2.72	2.87	2.91	2.45	2.77	3.05	2.93	2.77	2.62

Scale: 1 = not at all supportive, 5 = highly supportive



Base: N = 298

Support For Potential Council Merger

Summary

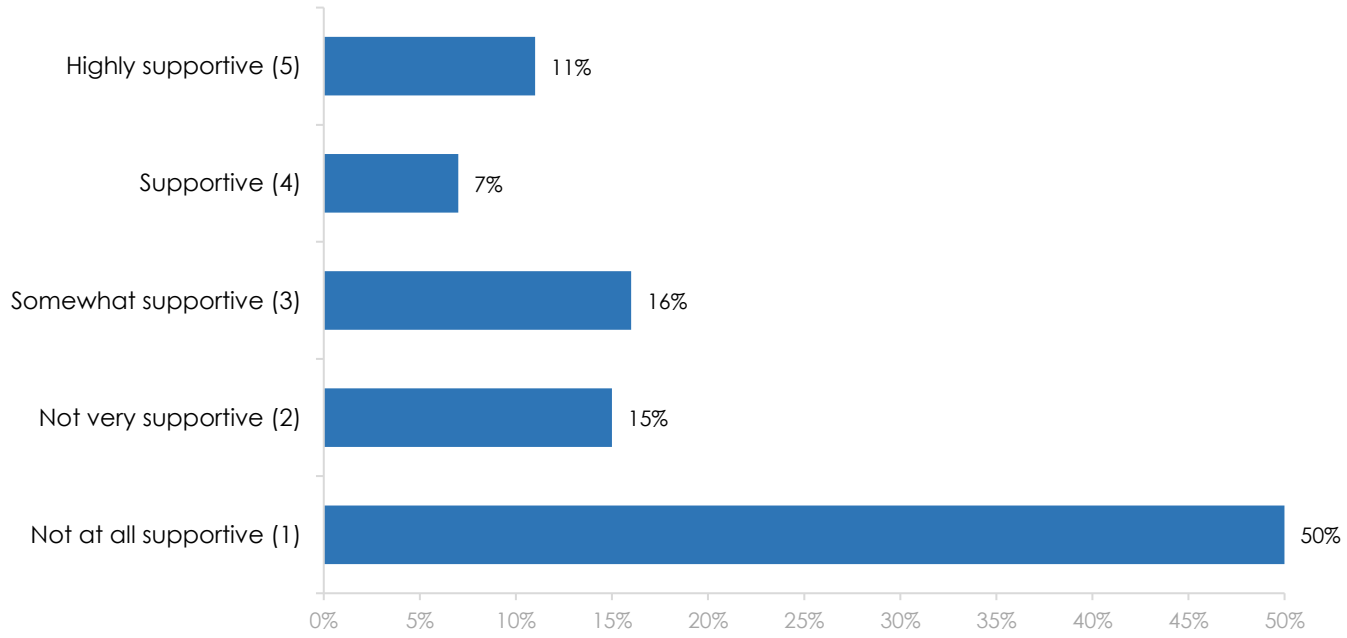
50% of residents stated they were 'not at all supportive' of a potential merger with neighbouring councils, with a further 15% stating they were 'not very supportive'.

The NSW Government has been encouraging a number of NSW Councils to merge. At the moment Narrandera has not been asked to merge with any neighbouring councils.

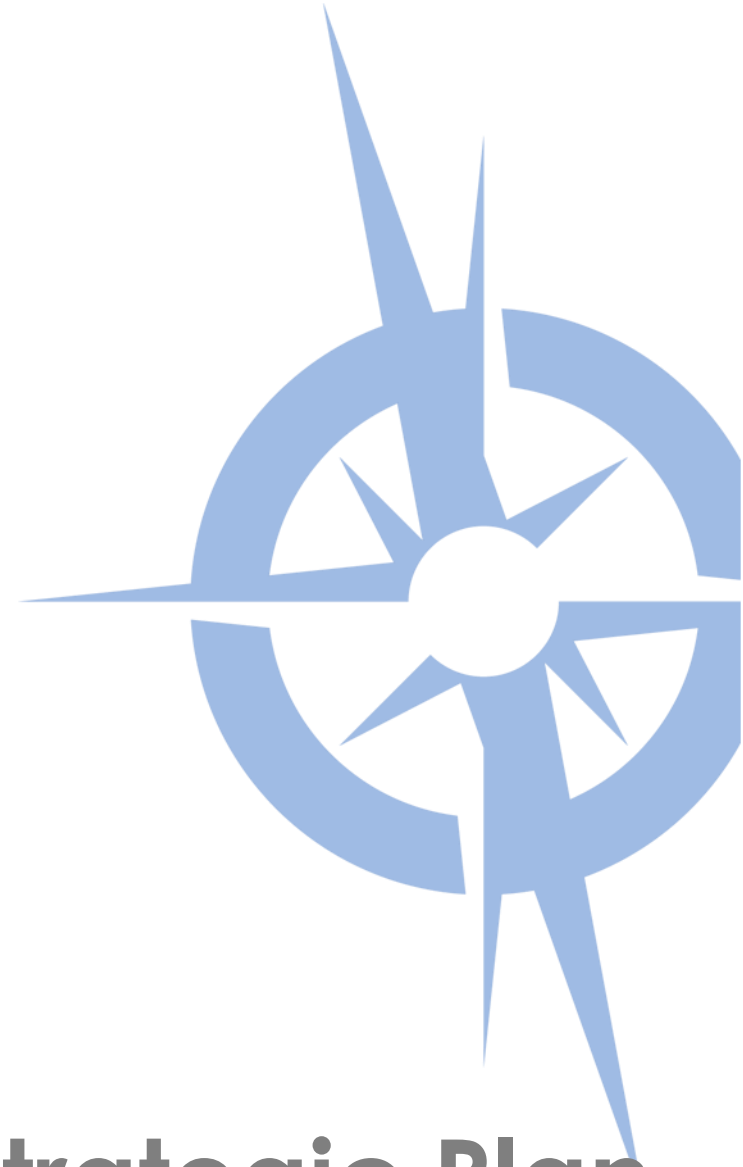
Q2f. If we were asked at some point in the next few years to merge with one or more other councils, how supportive would you be of a merger?

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village	Rural
Mean ratings	2.15	2.10	2.19	2.11	2.17	2.23	2.07	2.00	2.87	2.18

Scale: 1 = not at all supportive, 5 = highly supportive



Base: N = 304



Section B – Community Strategic Plan

Community Vision

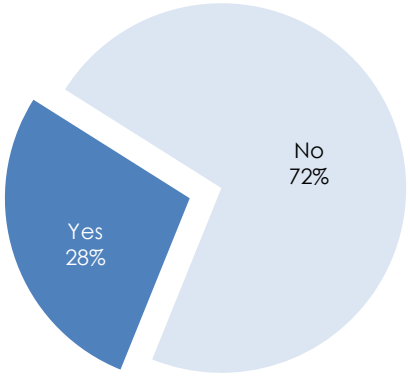
Summary

72% of residents were not aware of the Community Vision. However when told of the vision, 72% of residents were 'very supportive' or 'supportive'. There were similar levels of support amongst those who were aware and those who weren't.

Those aged 65 years and older were significantly more aware of the Community Vision (42%).

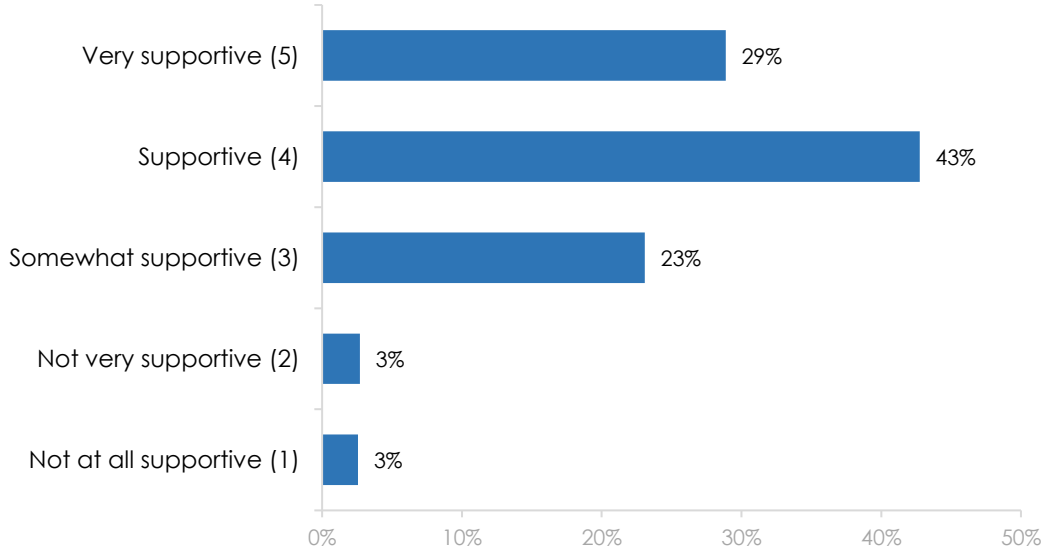
The vision highlighted in the current Narrandera 2012-2030 Community Strategic Plan is: 'We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment"
are

Q3a. Are you aware of this vision?



Base: N = 304

Q3b. How supportive are you of this community vision?



Base: N = 304

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village	Rural
Mean ratings	3.93	3.81	4.04	3.93	3.83	3.94	4.00	3.99	3.65	3.90

Scale: 1 = not at all supportive, 5 = very supportive
)

A Strong and Resilient Community and Sustainable Environment

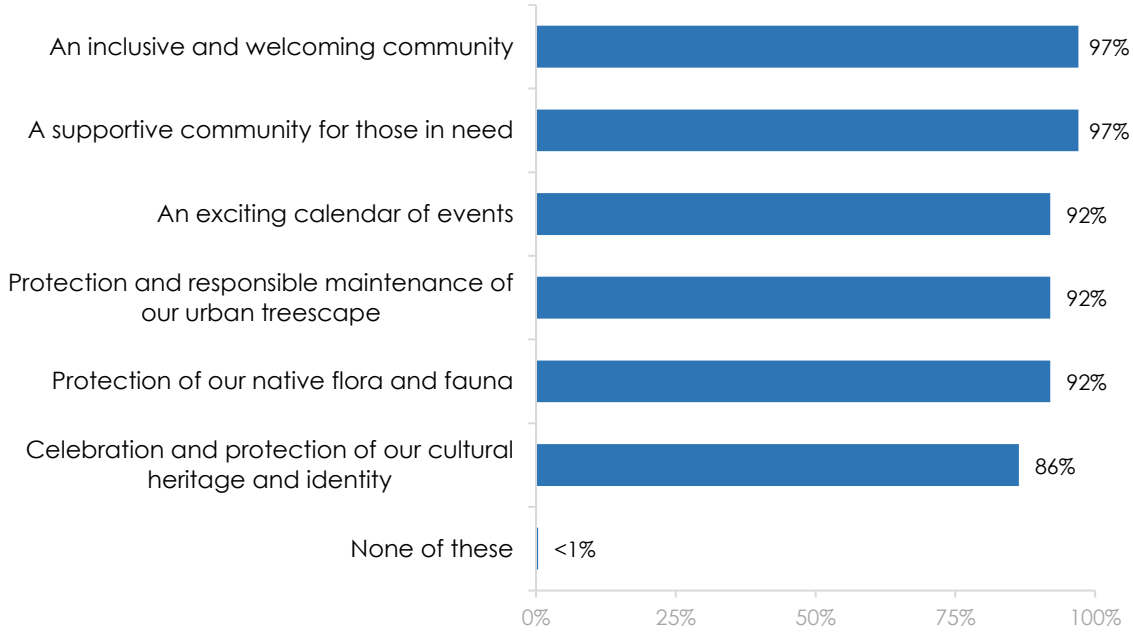
Summary

'An inclusive and welcoming community' (97%) and 'a supportive community for those in need' (97%) were considered to be the most important, though all components received at least 86% support from residents.

Female residents were significantly more likely to state that 'protection of our native flora and fauna' is important and should be considered.

The Community Strategic Plan is divided into 5 key directions or themes.

Q4a. Thinking about the first key direction "A strong and resilient community and sustainable environment", which of the following components do you think are important and should be considered by the plan?



Base: N = 304

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
An inclusive and welcoming community	97%	97%	97%	100%	98%	97%	94%	97%	97%	97%
A supportive community for those in need	97%	96%	98%	94%	100%	100%	93%	96%	94%	98%
Protection and responsible maintenance of our urban treescape	92%	88%	96%	94%	96%	87%	93%	93%	89%	93%
An exciting calendar of events	92%	88%	95%	95%	94%	87%	92%	96%	86%	87%
Protection of our native flora and fauna	92%	85%	98%	88%	93%	92%	93%	92%	93%	90%
Celebration and protection of our cultural heritage and identity	86%	84%	89%	89%	89%	78%	91%	87%	91%	85%

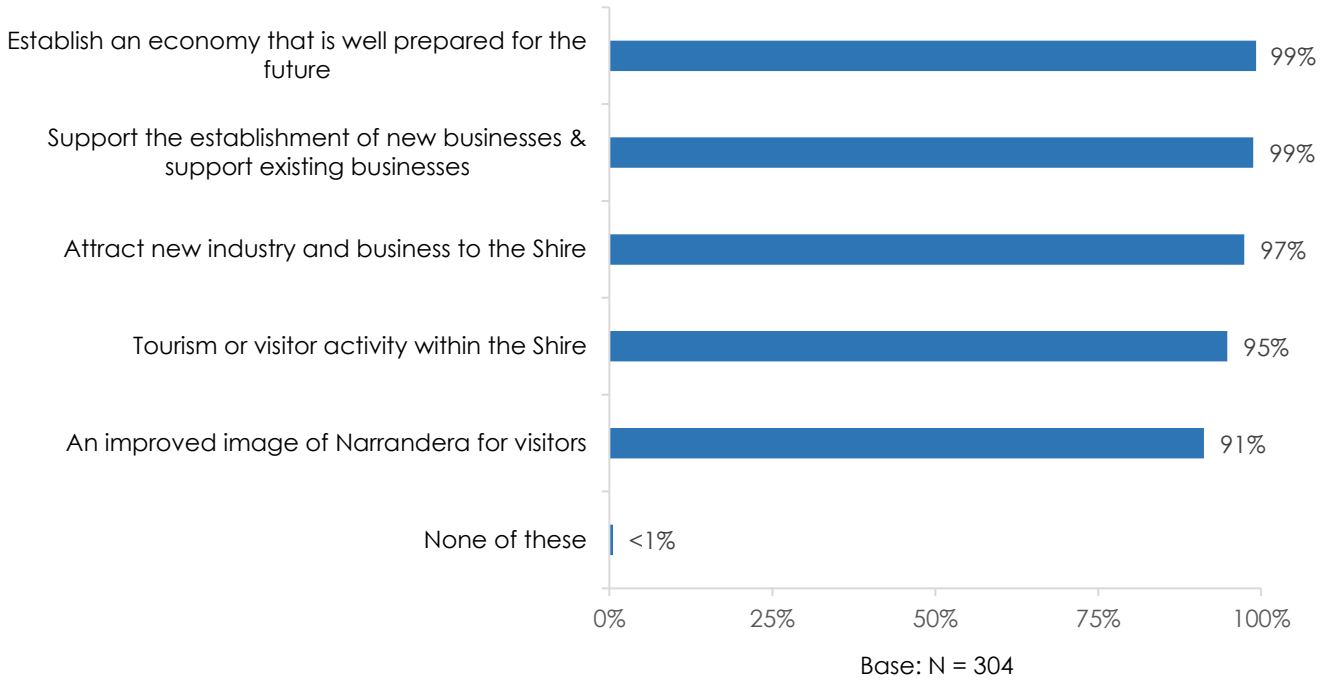
Significantly higher/lower level of importance (by group)

A Growing Economy

Summary

99% of residents believe that 'establish an economy that is well prepared for the future' and 'support the establishment of new businesses & support existing businesses' are important components. The remaining components where supported by at least 91% of residents.

Q5a. Thinking about the second key direction "A growing economy", which of the following components do you think are important and should be considered by the plan?



Base: N = 304

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Establish an economy that is well prepared for the future	99%	99%	99%	100%	100%	98%	99%	100%	98%	99%
Support the establishment of new businesses support existing businesses	99%	100%	98%	100%	98%	98%	99%	99%	98%	99%
Attract new industry and business to the Shire	97%	97%	97%	95%	98%	98%	98%	98%	96%	97%
Tourism or visitor activity within the Shire	95%	95%	95%	95%	93%	97%	94%	96%	92%	94%
An improved image of Narrandera for visitors	91%	94%	88%	90%	88%	92%	94%	93%	94%	89%

Significantly higher/lower level of importance(by group)

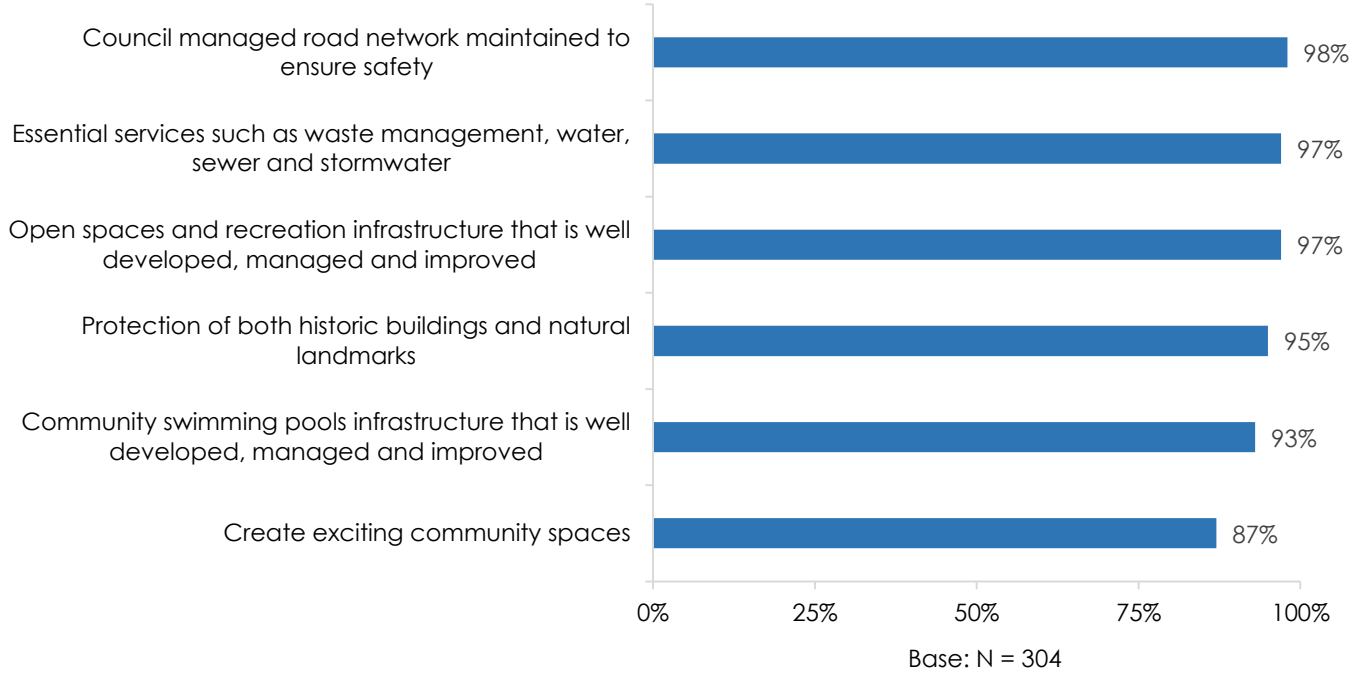
Quality & Sustainable Infrastructure

Summary

'Council managed road network maintained to ensure safety' was supported by 98% of residents, with 97% of residents supporting 'essential services such as waste management, water, sewer and stormwater' and 'open spaces and recreation infrastructure that is well developed, managed and improved'.

Female residents were significantly more likely to state that 'protection of both historic buildings and natural landmarks' is important and should be considered.

Q6a. Now thinking about the third key direction "Quality & Sustainable Infrastructure", which of the following components do you think are important and should be considered by the plan?



Base: N = 304

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Council managed road network maintained to ensure safety	98%	97%	98%	100%	96%	97%	98%	99%	92%	97%
Essential services such as waste management, water, sewer and stormwater	97%	97%	98%	100%	94%	98%	97%	99%	98%	96%
Open spaces and recreation infrastructure that is well developed, managed and improved	97%	96%	97%	95%	95%	99%	96%	100%	92%	93%
Protection of both historic buildings and natural landmarks	95%	91%	99%	100%	95%	92%	93%	96%	93%	94%
Community swimming pools infrastructure that is well developed, managed and improved	93%	91%	95%	90%	93%	93%	96%	95%	85%	93%
Create exciting community spaces	87%	84%	89%	95%	83%	85%	85%	88%	86%	84%

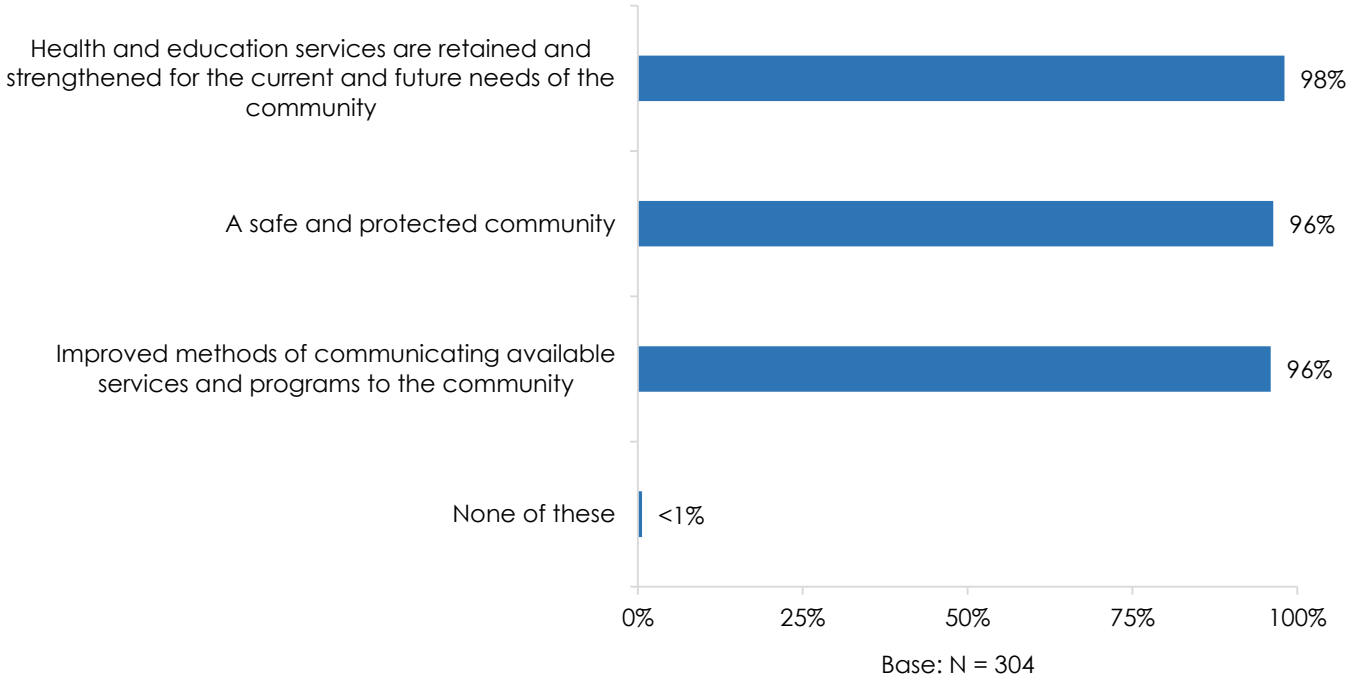
Significantly higher/lower level of importance(by group)

Efficient and Responsive Service

Summary

98% of residents consider 'health and education services are retained and strengthened for the current and future needs of the community' to be important. 96% of residents believed that 'a safe and protected community' and 'improved methods of communicating available services and programs to the community' are important enough for consideration.

Q7a. Thinking about the fourth key direction "Efficient and responsive service", which of the following components do you think are important and should be considered by the plan?



Base: N = 304

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Health and education services are retained and strengthened for the current and future needs of the community	98%	98%	98%	100%	100%	96%	97%	98%	100%	98%
A safe and protected community	96%	94%	99%	94%	95%	99%	96%	99%	92%	94%
Improved methods of communicating available services and programs to the community	96%	96%	96%	100%	96%	96%	93%	95%	96%	97%

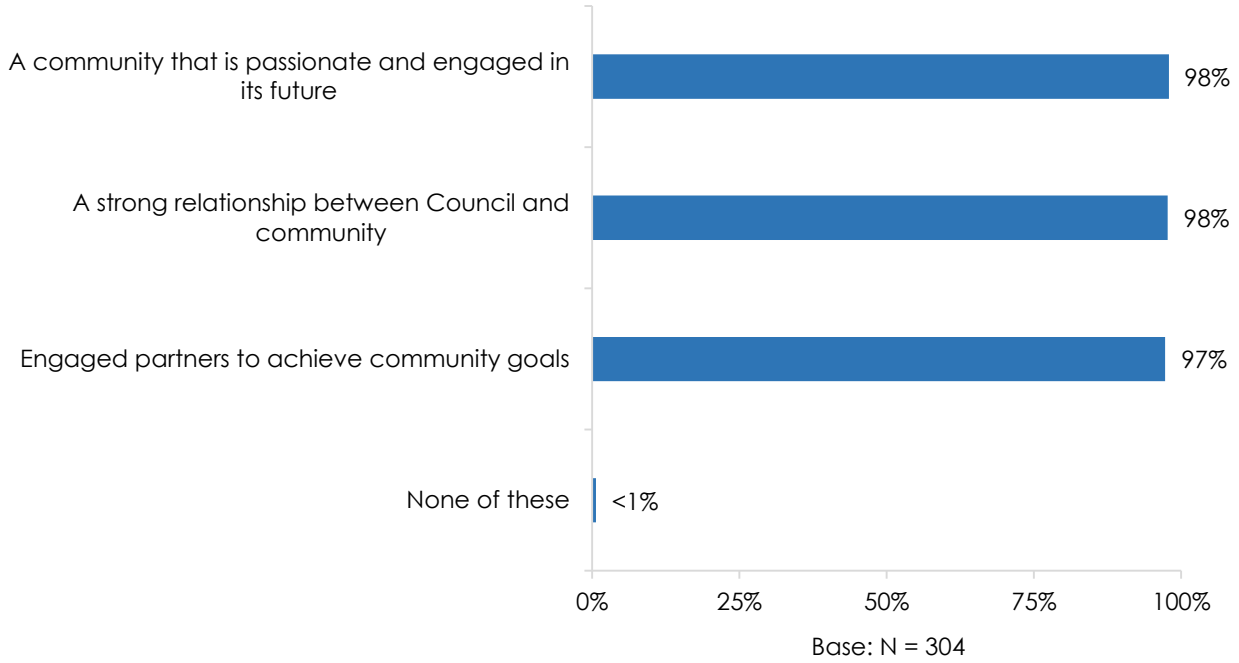
Trusted and Effective Government

Summary

'A community that is passionalte and engaged in it's future' was considered important by 98% of residents. 98% and 97% of residents believed 'a strong relationaship between Council and community' and 'engaged partners to achieve community goals' were important, respectively.

Female residents were significantly more likely to state that 'a community that is passionate and engaged in its future' is important and should be considered, with 100% selecting this component.

Q8a. Thinking about the fifth key direction "Trusted and effective government", which of the following components do you think are important and should be considered by the plan?



Base: N = 304

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
A community that is passionate and engaged in its future	98%	96%	100%	100%	95%	100%	97%	98%	96%	98%
A strong relationship between Council and community	98%	99%	96%	95%	98%	99%	98%	97%	98%	98%
Engaged partners to achieve community goals	97%	97%	98%	100%	98%	96%	96%	98%	98%	96%

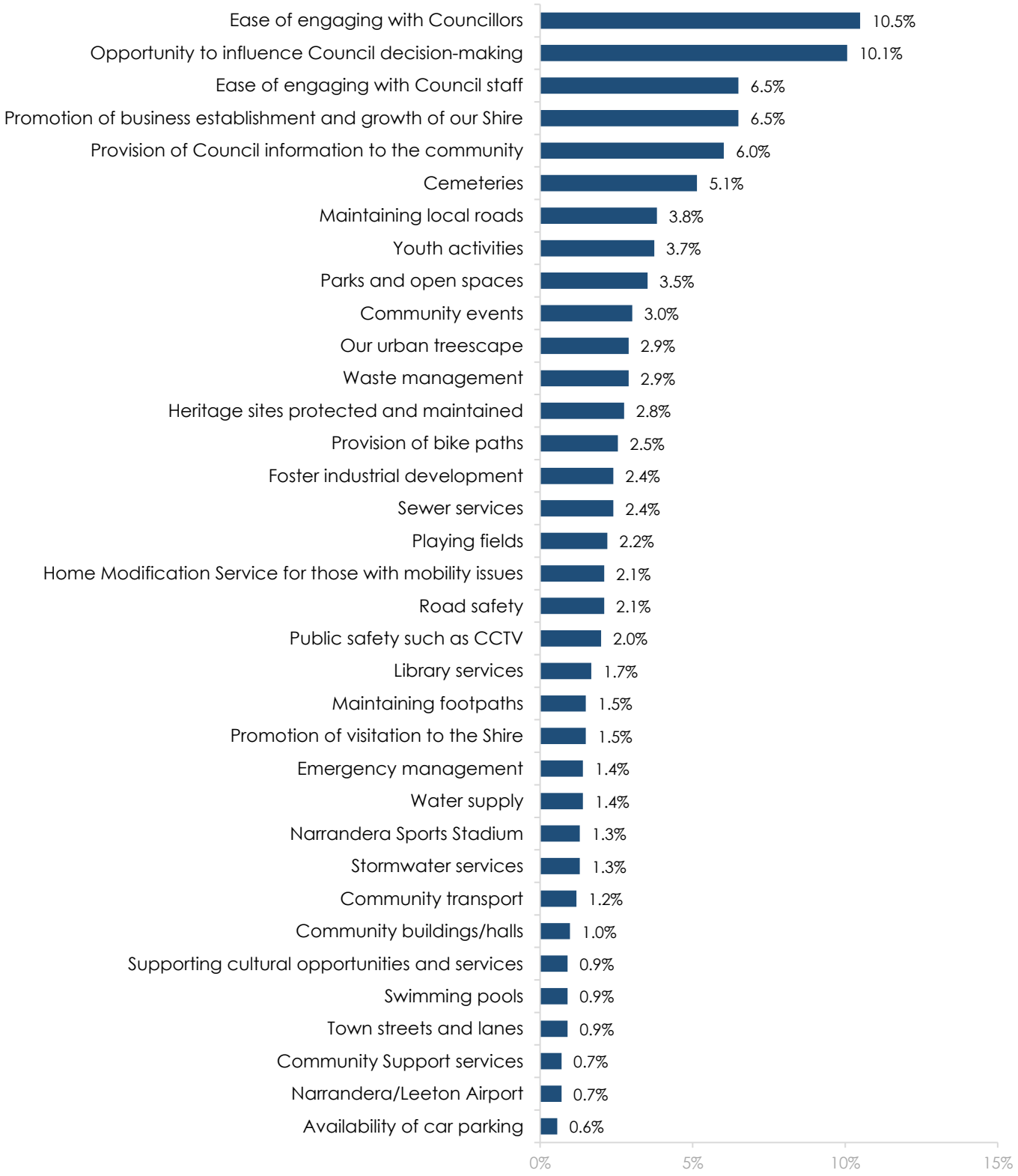
Significantly higher/lower level of importance(by group)

Detailed Findings –

Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 35 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.
The chart below summarises the influence of the 35 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



Service Areas

Each of the 35 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 35 Service Areas

Proud Place, Great Lifestyle	**Our Natural Environment**
Home Modification Service for those with mobility issues	Public safety such as CCTV
Community Support services	Emergency management
Community transport	Water supply
Youth activities	Sewer services
Heritage sites protected and maintained	Stormwater services
Parks and open spaces	Waste management
Playing fields	Our urban treescape
Narrandera Sports Stadium	**A Prosperous and Vibrant Shire**
Community buildings/halls	Foster industrial development
Swimming pools	Promotion of business establishment and growth of our Shire
Supporting cultural opportunities and services	Promotion of visitation to the Shire
Library services	Community events
Our Places and Spaces	Narrandera/Leeton Airport
Maintaining local roads	**Connected and Collaborative Community Leaders**
Maintaining footpaths	Ease of engaging with Councillors
Provision of bike paths	Ease of engaging with Council staff
Road safety	Opportunity to influence Council decision-making
Availability of car parking	Provision of Council information to the community
Town streets and lanes	
Cemeteries	

An Explanation

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

Importance

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

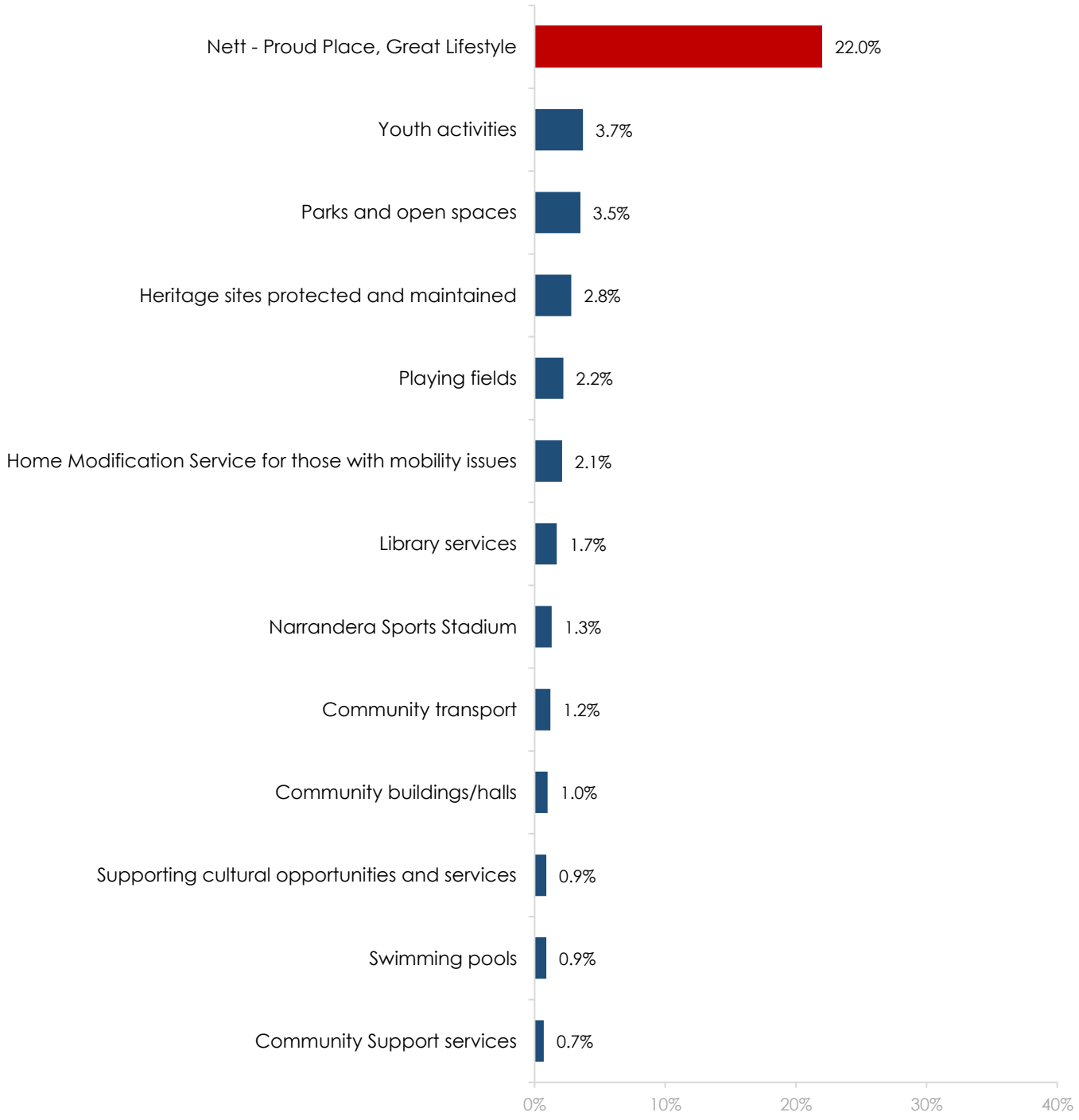
Satisfaction

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

Service Area 1: Proud Place, Great Lifestyle

Shapley Regression

Contributes to 22% of Overall Satisfaction with Council



Service Area 1: Proud Place, Great Lifestyle

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Swimming pools
Very high	Parks and open spaces
	Playing fields
High	Library services
	Community buildings/halls
	Narrandera Sports Stadium
Moderately high	Heritage sites protected and maintained
	Youth activities
Moderate	Supporting cultural opportunities and services, such as Arts Community Centre
	Community Support services such as accompanied shopping and medical visits
	Community transport
Moderately low	Home Modification Service for those with mobility issues

Importance – by age

18-34 year olds considered 'swimming pools' to be significantly more important, whilst those aged 35-49 rated 'youth activities higher'.

50-64 year olds believed 'youth activities', 'playing fields' and 'Narrandera Sports Stadium' to be significantly less important.

People aged 65 years and older viewed 'Home Modification Service for those with mobility issues', 'Community Support services such as accompanied shopping and medical visits' and 'community transport' to be significantly more important.

Importance – by gender

There were no significant differences between male and female respondents.

Importance – by area

Residents of Town areas stated that 'Home Modification Service for those with mobility issues', 'Community Support services such as accompanied shopping and medical visits', 'community transport', 'playing fields', 'Narrandera Sports Stadium' and 'library services' were significantly more important.

Residents of Rural areas considered 'home modification service for those with mobility issues', 'community support services such as accompanied shopping and medical visits', 'community transport' and 'library services' to be significantly less important.

Residents of Village areas rated 'Narrandera Sports Stadium' significantly lower.

Service Area 1: Proud Place, Great Lifestyle

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Home Modification Service for those with mobility issues	2.91	2.79	3.03	2.80	2.63	2.72	3.47	3.35	3.50	2.13
Community Support services such as accompanied shopping and medical visits	3.35	3.35	3.36	3.27	3.07	3.17	3.88	3.72	3.54	2.78
Community transport	3.28	3.31	3.24	2.94	2.96	3.18	3.95	3.73	3.49	2.58
Youth activities	3.67	3.71	3.64	4.10	4.07	3.19	3.51	3.71	3.66	3.62
Heritage sites protected and maintained	3.77	3.78	3.75	4.04	3.68	3.62	3.80	3.88	3.63	3.65
Parks and open spaces	4.43	4.48	4.38	4.51	4.53	4.36	4.36	4.53	4.32	4.32
Playing fields	4.26	4.29	4.23	4.42	4.47	3.97	4.27	4.43	3.96	4.08
Narrandera Sports Stadium	3.92	4.06	3.78	4.11	4.13	3.51	4.04	4.25	3.11	3.65
Community buildings/halls	3.99	4.03	3.96	3.88	4.17	3.90	4.02	4.10	3.88	3.87
Swimming pools	4.58	4.61	4.55	4.95	4.54	4.41	4.49	4.63	4.10	4.62
Supporting cultural opportunities and services, such as Arts Community Centre	3.40	3.20	3.58	3.26	3.31	3.45	3.52	3.39	3.80	3.30
Library services	4.18	4.05	4.30	4.05	4.15	4.20	4.27	4.34	4.09	3.96

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Home Modification Service for those with mobility issues	33%	11%	14%	17%	25%	100%	304
Community Support services such as accompanied shopping and medical visits	22%	8%	15%	21%	33%	100%	304
Community transport	29%	6%	13%	13%	40%	100%	304
Youth activities	17%	5%	16%	21%	42%	100%	304
Heritage sites protected and maintained	7%	8%	24%	25%	36%	100%	304
Parks and open spaces	1%	1%	11%	28%	59%	100%	304
Playing fields	4%	3%	14%	23%	57%	100%	304
Narrandera Sports Stadium	12%	7%	10%	18%	53%	100%	304
Community buildings/halls	3%	5%	22%	29%	41%	100%	304
Swimming pools	3%	3%	4%	13%	77%	100%	304
Supporting cultural opportunities and services, such as Arts Community Centre	9%	11%	33%	23%	23%	100%	304
Library services	3%	3%	17%	27%	50%	100%	304

Service Area 1: Proud Place, Great Lifestyle

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Very high	Swimming pools
	Narrandera Sports Stadium
	Library services
	Community transport
High	Playing fields
	Parks and open spaces
	Community Support services such as accompanied shopping and medical visits
Moderately high	Community buildings/halls
Moderate	Heritage sites protected and maintained
	Home Modification Service for those with mobility issues
	Supporting cultural opportunities and services, such as Arts Community Centre
Moderately low	Youth activities

Satisfaction – by age

Residents aged 18-34 rated 'youth activities' significantly lower, whilst those aged 35-49 rated 'parks and open spaces' and 'community buildings/halls' significantly lower. Residents aged 50-64 rated 'community buildings/halls' significantly lower'.

With the exception of 'Home Modification Service for those with mobility issues', those aged 65 years and older rated all of these criteria significantly higher.

Satisfaction – by gender

There was no significant difference in satisfaction between males and females

Satisfaction – by area

There was no significant difference in satisfaction between residents in town, village and rural areas.

Service Area 1: Proud Place, Great Lifestyle

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Home Modification Service for those with mobility issues	3.55	3.51	3.59	3.07	3.21	3.76	3.82	3.79	2.85	3.10
Community Support services such as accompanied shopping and medical visits	3.91	3.87	3.95	3.36	3.72	3.74	4.48	4.10	3.58	3.54
Community transport	4.20	4.18	4.21	3.68	4.09	4.00	4.68	4.34	3.55	4.02
Youth activities	2.85	2.86	2.84	2.16	2.58	3.04	3.69	2.85	2.93	2.83
Heritage sites protected and maintained	3.56	3.45	3.66	3.13	3.42	3.63	3.93	3.59	3.42	3.53
Parks and open spaces	3.97	3.92	4.02	3.83	3.63	4.18	4.22	4.06	3.08	4.05
Playing fields	4.16	4.09	4.23	4.05	4.00	4.22	4.35	4.20	3.56	4.24
Narrandera Sports Stadium	4.26	4.24	4.29	4.15	4.18	4.22	4.47	4.27	4.09	4.29
Community buildings/halls	3.62	3.43	3.81	3.60	3.30	3.36	4.20	3.65	3.72	3.54
Swimming pools	4.29	4.26	4.32	4.26	4.06	4.21	4.63	4.34	3.53	4.38
Supporting cultural opportunities and services, such as Arts Community Centre	3.40	3.32	3.46	2.69	3.35	3.24	3.98	3.65	2.88	3.18
Library services	4.24	4.32	4.17	4.28	4.02	4.10	4.58	4.36	3.65	4.20

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

Significantly higher/lower level of satisfaction (by group)

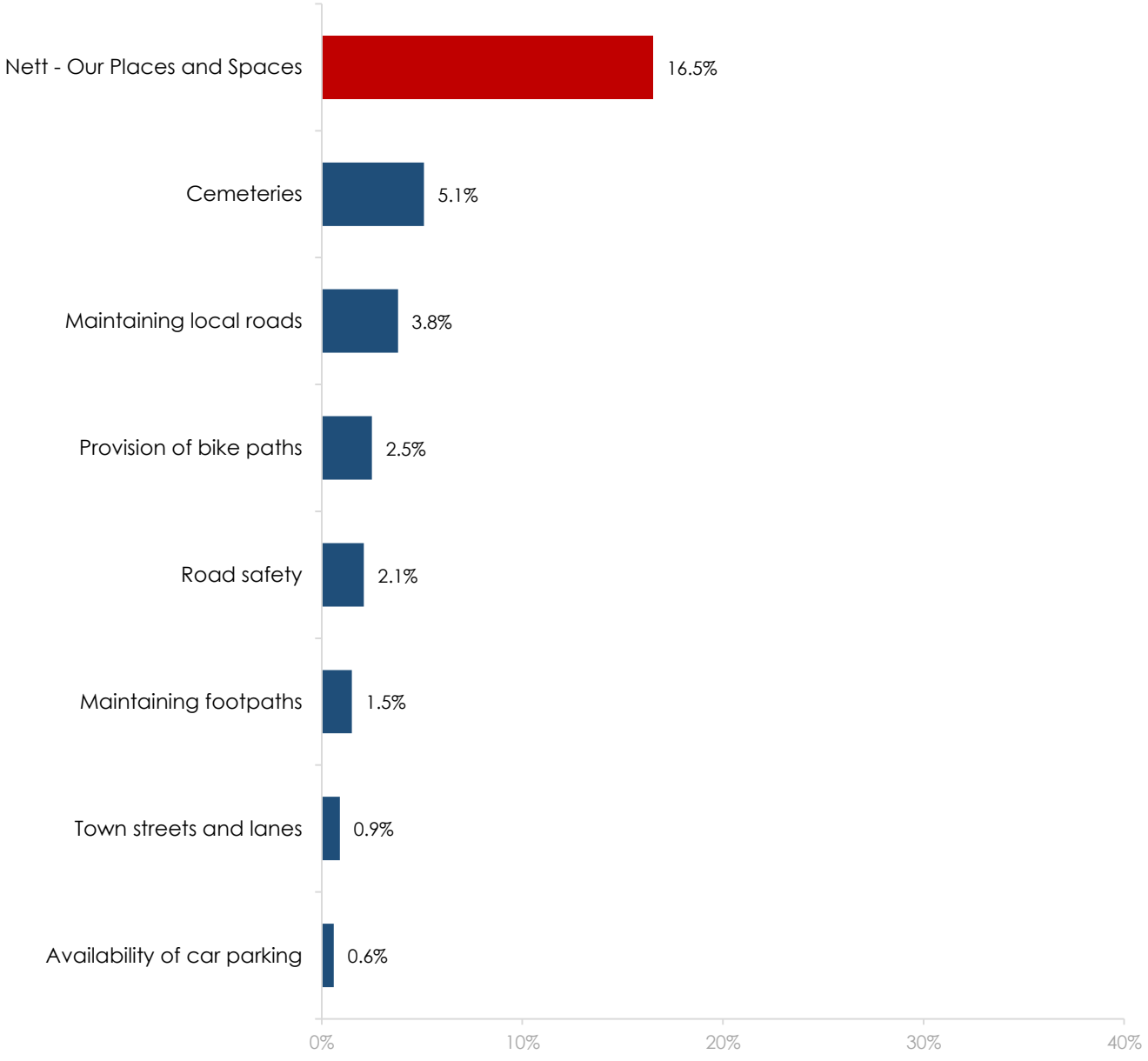
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Home Modification Service for those with mobility issues	12%	4%	30%	29%	27%	100%	118
Community Support services such as accompanied shopping and medical visits	6%	1%	23%	37%	33%	100%	163
Community transport	8%	2%	10%	25%	56%	100%	157
Youth activities	19%	18%	31%	23%	9%	100%	189
Heritage sites protected and maintained	3%	13%	30%	33%	21%	100%	187
Parks and open spaces	3%	5%	21%	35%	36%	100%	264
Playing fields	1%	2%	19%	35%	42%	100%	242
Narrandera Sports Stadium	0%	2%	14%	39%	45%	100%	213

Service Area 2: Our Places and Spaces

Shapley Regression

Contributes to Over 16% of Overall Satisfaction with Council



Service Area 2: Our Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Maintaining local roads
	Road safety
	Cemeteries
Very high	Maintaining footpaths
	Availability of car parking
High	Town streets and lanes
Moderate	Provision of bike paths

Importance – by age

There was no significant difference in the importance of these services and facilities across age ranges.

Importance – by gender

Females rated 'maintaining footpaths' as significantly more important than males.

Importance – by area

Residents of Towns viewed 'maintaining footpaths', 'provision of bike paths', 'availability of car parking' and 'towns streets and lanes' as significantly more important, but 'maintaining local roads' as significantly less important'.

On the contrary, residents of Rural areas considered 'maintaining footpaths', 'provision of bike paths', 'availability of car parking' and 'towns streets and lanes' as significantly less important, and 'maintaining local roads' as significantly more important'.

Service Area 2: Our Places and Spaces

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Maintaining local roads	4.79	4.83	4.75	4.81	4.86	4.80	4.71	4.72	4.73	4.91
Maintaining footpaths	4.35	4.19	4.51	4.49	4.08	4.46	4.38	4.52	4.31	4.13
Provision of bike paths	3.44	3.25	3.63	3.24	3.59	3.39	3.53	3.67	3.69	3.06
Road safety	4.60	4.58	4.61	4.68	4.62	4.64	4.46	4.60	4.63	4.59
Availability of car parking	4.27	4.13	4.41	4.04	4.27	4.28	4.46	4.44	4.38	4.00
Town streets and lanes	4.19	4.10	4.27	4.12	4.23	4.20	4.19	4.41	4.23	3.86
Cemeteries	4.54	4.54	4.53	4.71	4.41	4.48	4.57	4.62	4.39	4.45

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Maintaining local roads	0%	1%	3%	12%	84%	100%	304
Maintaining footpaths	5%	3%	6%	23%	63%	100%	304
Provision of bike paths	16%	10%	20%	22%	32%	100%	304
Road safety	2%	1%	5%	21%	71%	100%	304
Availability of car parking	6%	2%	10%	26%	57%	100%	304
Town streets and lanes	5%	1%	17%	25%	52%	100%	304
Cemeteries	2%	2%	7%	18%	71%	100%	304

Service Area 2: Our Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderately High	Cemeteries
	Road safety
Moderate	Town streets and lanes
	Availability of car parking
	Provision of bike paths
	Maintaining footpaths
Moderately low	Maintaining local roads

Satisfaction – by age

People aged 65 years and over were significantly more satisfied with all of these criteria.

Satisfaction – by gender

There was no significant difference in the satisfaction of these services and facilities between males and females.

Satisfaction – by area

Residents of Town areas were significantly more satisfied with 'maintaining local roads' and 'raod safety'.

Residents of Rural areas were significantly less satisfied with 'maintaining local roads', but significantly more satisfied with 'cemeteries'.

Villagers were significantly less satisfied with 'maintaining footpaths' and 'cemeteries'.

Service Area 2: Our Places and Spaces

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Maintaining local roads	2.82	2.72	2.92	2.54	2.65	2.65	3.43	3.15	2.48	2.44
Maintaining f ootpaths	3.08	3.08	3.08	3.18	2.88	2.87	3.43	3.09	2.44	3.22
Provision of bike paths	3.28	3.35	3.23	2.97	2.88	3.29	3.87	3.40	2.71	3.22
Road safety	3.63	3.64	3.62	3.69	3.36	3.46	4.03	3.79	3.29	3.47
Availability of car parking	3.43	3.47	3.40	3.57	3.36	3.20	3.64	3.37	3.70	3.45
Town streets and lanes	3.44	3.50	3.37	3.54	3.18	3.29	3.78	3.38	3.21	3.63
Cemeteries	3.68	3.71	3.65	3.54	3.42	3.61	4.08	3.64	2.90	3.92

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

Significantly higher/lower level of satisfaction (by group)

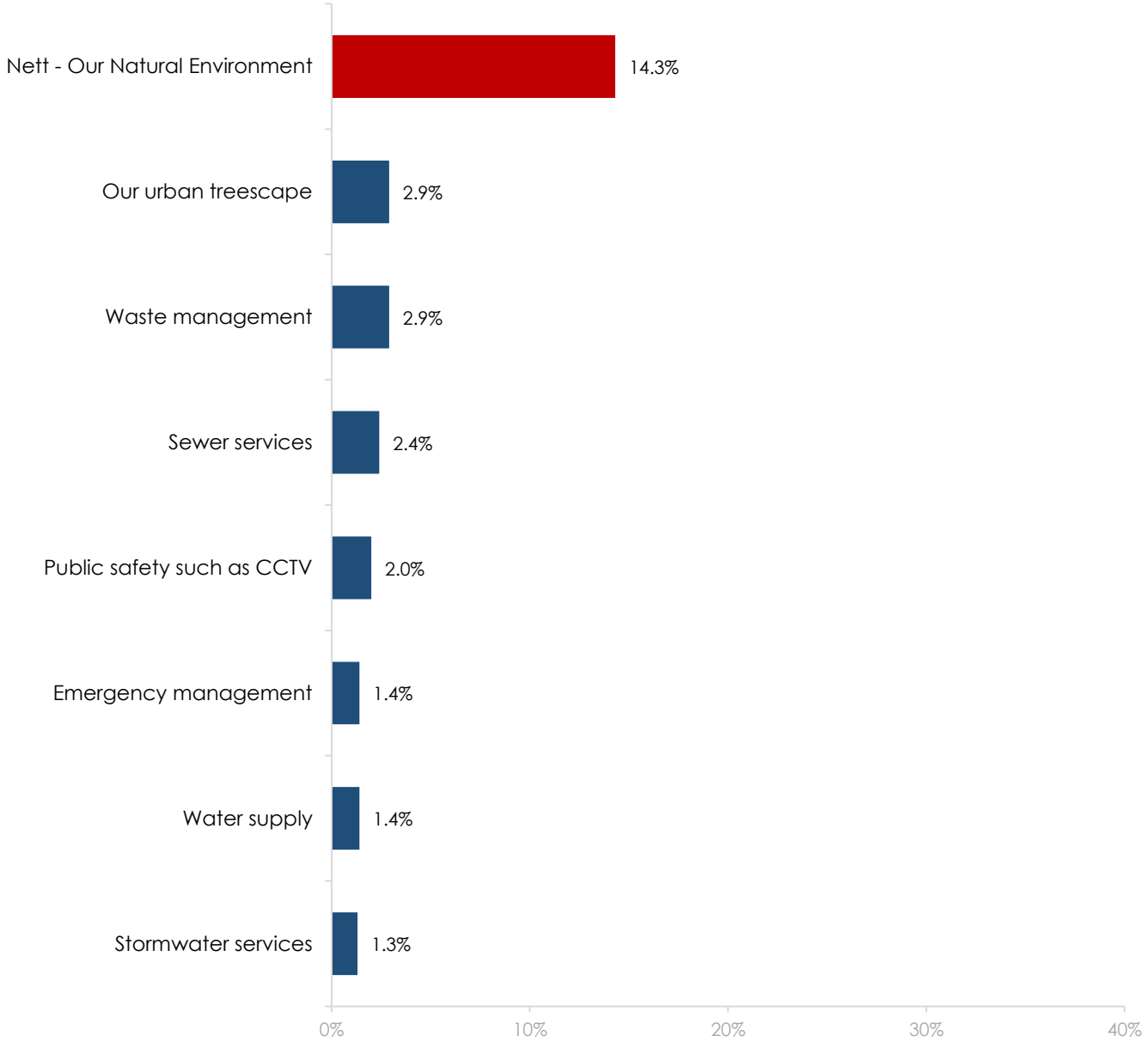
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Maintaining local roads	16%	24%	32%	18%	10%	100%	292
Maintaining footpaths	11%	15%	39%	24%	11%	100%	261
Provision of bike paths	12%	13%	29%	26%	20%	100%	164
Road safety	4%	8%	33%	30%	24%	100%	278
Availability of car parking	7%	10%	34%	28%	20%	100%	253
Town streets and lanes	5%	12%	32%	34%	16%	100%	235
Cemeteries	8%	6%	24%	35%	27%	100%	270

Service Area 3: Our Natural Environment

Shapley Regression

Contributes to Over 14% of Overall Satisfaction with Council



Service Area 3: Our Natural Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Water supply
	Emergency management
Very high	Waste management
	Sewer services
	Public safety such as CCTV
High	Stormwater services
	Our urban treescape

Importance – by age

18-34 year olds rated 'emergency management' as significantly more important.

People aged 65 years and over regarded 'sewer services', 'stormwater services', 'waste management' and 'our urban treescape' to be significantly more important.

Importance – by gender

There was no significant difference in the importance of these services and facilities between males and females.

Importance – by area

Residents of Town areas viewed 'water supply', 'sewer services', 'stormwater services', 'waste management' and 'our urban treescape' as significantly more important.

Residents of Rural areas considered 'water supply', 'sewer services', 'stormwater services', 'waste management' and 'our urban treescape' to be significantly less important.

Service Area 3: Our Natural Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Public safety such as CCTV	4.22	4.12	4.32	4.26	4.12	4.18	4.32	4.29	4.09	4.15
Emergency management	4.61	4.50	4.71	4.83	4.46	4.57	4.60	4.66	4.66	4.52
Water supply	4.61	4.57	4.65	4.75	4.58	4.46	4.70	4.81	4.72	4.29
Sewer services	4.25	4.19	4.30	4.10	4.20	4.08	4.61	4.77	4.41	3.47
Stormwater services	4.16	4.12	4.20	4.06	4.08	4.02	4.48	4.56	4.37	3.54
Waste management	4.32	4.24	4.39	4.07	4.30	4.23	4.63	4.67	4.43	3.78
Our urban treescape	4.04	3.88	4.19	3.57	4.13	3.95	4.43	4.22	4.11	3.76

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Public safety such as CCTV	5%	5%	9%	26%	56%	100%	304
Emergency management	2%	0%	5%	18%	74%	100%	304
Water supply	4%	1%	4%	12%	79%	100%	304
Sewer services	10%	4%	5%	12%	69%	100%	304
Stormwater services	10%	3%	10%	17%	60%	100%	304
Waste management	8%	1%	9%	17%	66%	100%	304
Our urban treescape	6%	4%	19%	22%	49%	100%	304

Service Area 3: Our Natural Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Waste management
Moderately high	Emergency management
	Sewer services
Moderate	Our urban treescape
	Stormwater services
	Public safety such as CCTV
	Water supply

Satisfaction – by age

Those aged 35-49 rated 'waste management' significantly lower.

People aged 50-64 were significantly less satisfied with 'stormwater services'.

With the exception of 'our urban treescape', those aged 65 years and over rated all of these criteria as significantly higher for satisfaction.

Satisfaction – by gender

There was no significant difference in satisfaction with services and facilities between males and females.

Satisfaction – by area

Residents of Town areas were significantly more satisfied with 'emergency management', 'sewer services' and 'waste management'.

Residents of Village areas were significantly less satisfied with 'sewer services' and 'waste management'.

Those living in Rural areas were significantly less satisfied with 'emergency management'.

Service Area 3: Our Natural Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Public safety such as CCTV	3.20	3.28	3.12	2.92	2.91	3.11	3.74	3.35	2.64	3.12
Emergency management	3.79	3.87	3.71	3.91	3.54	3.57	4.16	4.02	3.27	3.57
Water supply	3.12	3.06	3.17	2.88	2.81	3.06	3.64	3.11	2.85	3.21
Sewer services	3.69	3.73	3.65	3.69	3.38	3.43	4.20	3.88	2.50	3.66
Stormwater services	3.37	3.39	3.34	3.80	3.18	2.94	3.68	3.49	2.92	3.26
Waste management	3.98	4.12	3.85	4.00	3.55	4.00	4.31	4.22	3.09	3.81
Our urban treescape	3.47	3.58	3.37	3.83	3.16	3.54	3.49	3.51	2.70	3.61

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

Significantly higher/lower level of satisfaction (by group)

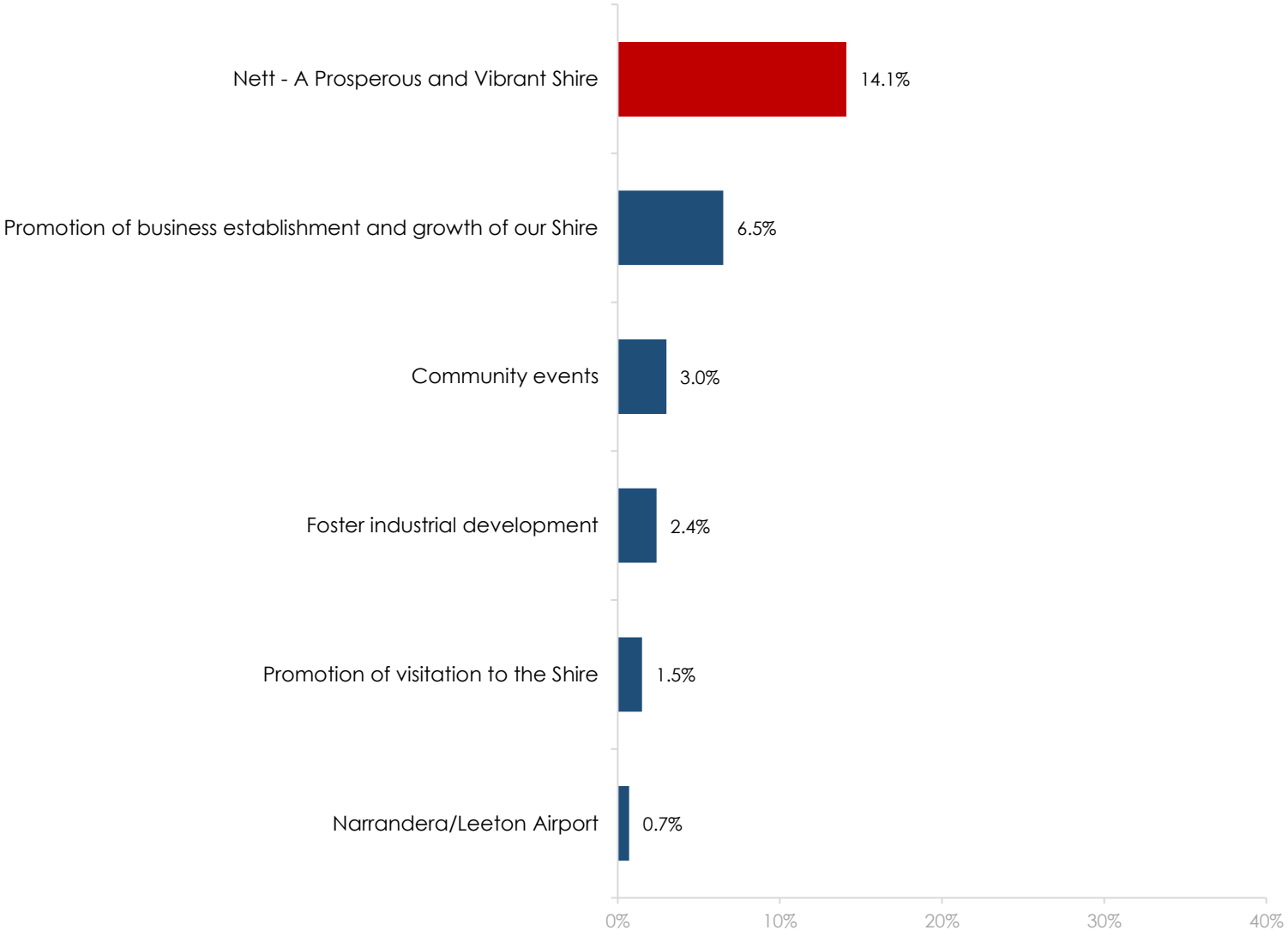
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Public safety such as CCTV	9%	14%	41%	21%	16%	100%	304
Emergency management	4%	6%	27%	33%	30%	100%	304
Water supply	17%	16%	24%	25%	18%	100%	304
Sewer services	11%	6%	18%	31%	34%	100%	304
Stormwater services	11%	11%	29%	29%	20%	100%	304
Waste management	8%	4%	12%	34%	42%	100%	304
Our urban treescape	8%	12%	25%	36%	19%	100%	304

Service Area 4: A Prosperous and Vibrant Shire

Shapley Regression

Contributes to Over 14% of Overall Satisfaction with Council



Service Area 4: A Prosperous and Vibrant Shire

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Narrandera/Leeton Airport
	Promotion of business establishment and growth of our Shire
	Promotion of visitation to the Shire
Very high	Community events, such as John O'Brien Festival, Australia Day activities
	Foster industrial development

Importance – by age

Residents aged 65 years and over considered 'Community events, such as John O'Brien Festival, Australia Day activities' as significantly higher.

Importance – by gender

There was no significant difference in the importance of facilities and services between males and females.

Importance – by area

Residents of Town areas viewed 'Community events, such as John O'Brien Festival, Australia Day activities' to be significantly higher.

Service Area 4: A Prosperous and Vibrant Shire

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Foster industrial development	4.32	4.43	4.21	3.96	4.36	4.37	4.50	4.40	4.10	4.24
Promotion of business establishment and growth of our Shire	4.66	4.71	4.60	4.67	4.62	4.65	4.69	4.75	4.49	4.56
Promotion of visitation to the Shire	4.50	4.51	4.49	4.50	4.50	4.47	4.52	4.58	4.46	4.39
Community events, such as John O'Brien Festival, Australia Day activities	4.35	4.26	4.43	4.20	4.45	4.20	4.54	4.51	4.17	4.17
Narrandera/Leeton Airport	4.69	4.68	4.69	4.58	4.67	4.69	4.79	4.76	4.54	4.62

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Foster industrial development	5%	4%	11%	18%	63%	100%	304
Promotion of business establishment and growth of our Shire	1%	2%	6%	14%	78%	100%	304
Promotion of visitation to the Shire	1%	1%	10%	21%	66%	100%	304
Community events, such as John O'Brien Festival, Australia Day activities	4%	3%	10%	22%	62%	100%	304
Narrandera/Leeton Airport	1%	0%	7%	11%	80%	100%	304

Service Area 4: A Prosperous and Vibrant Shire

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Narrandera/Leeton Airport
	Community events, such as John O'Brien Festival, Australia Day activities
Moderate	Promotion of visitation to the Shire
Moderately low	Foster industrial development
	Promotion of business establishment and growth of our Shire

Satisfaction – by age

People aged 35-49 were significantly less satisfied with 'promotion of business establishment and growth of our Shire', 'foster industrial development' and 'community events, such as John O'Brien Festival, Australia Day activities'.

Those aged 50-64 were significantly less satisfied with 'foster industrial development'.

People aged 65 years and over were significantly more satisfied with 'Foster industrial development', 'Promotion of business establishment and growth of our Shire', 'Promotion of visitation to the Shire', 'Community events, such as John O'Brien Festival, Australia Day activities' and 'Narrandera/Leeton Airport'.

Satisfaction – by gender

Females were significantly more satisfied with 'foster industrial development' than males.

Satisfaction – by area

There was no significant difference in satisfaction with facilities and services between residents of Towns, Villages and Rural areas.

Service Area 4: A Prosperous and Vibrant Shire

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Foster industrial development	2.66	2.46	2.89	2.83	2.25	2.38	3.21	2.73	2.47	2.60
Promotion of business establishment and growth of our Shire	2.62	2.49	2.76	2.54	2.09	2.55	3.25	2.69	2.54	2.54
Promotion of visitation to the Shire	3.17	3.06	3.27	2.99	2.94	3.05	3.63	3.21	2.82	3.20
Community events, such as John O'Brien Festival, Australia Day activities	4.05	4.01	4.09	4.02	3.75	3.97	4.42	4.16	3.65	3.97
Narrandera/Leeton Airport	4.17	4.16	4.18	3.82	3.93	4.24	4.54	4.22	3.86	4.18

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

Significantly higher/lower level of satisfaction (by group)

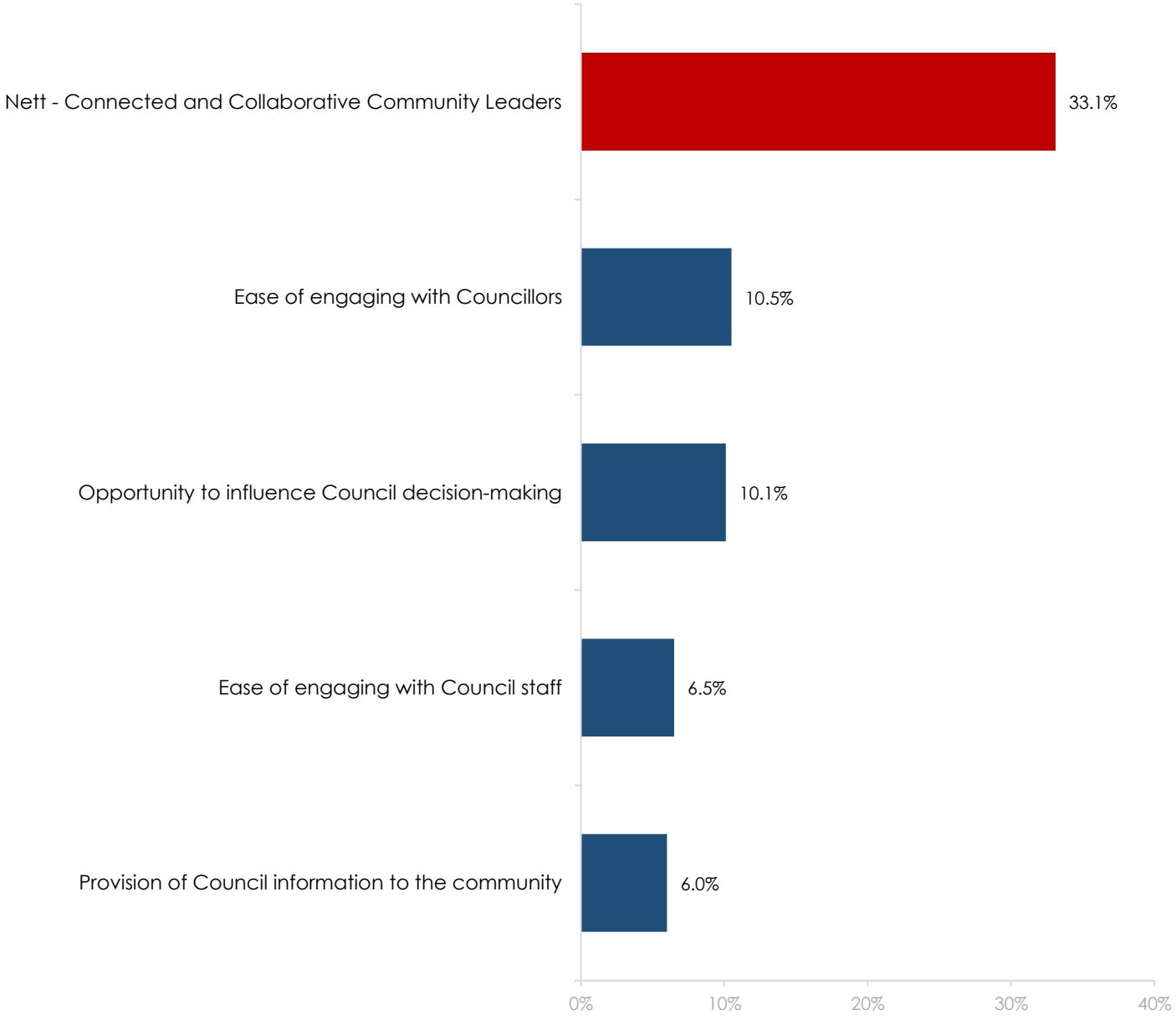
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Foster industrial development	20%	23%	35%	15%	7%	100%	246
Promotion of business establishment and growth of our Shire	19%	28%	32%	12%	8%	100%	278
Promotion of visitation to the Shire	8%	15%	39%	29%	9%	100%	266
Community events, such as John O'Brien Festival, Australia Day activities	1%	4%	17%	44%	34%	100%	254
Narrandera/Leeton Airport	0%	3%	21%	30%	46%	100%	278

Service Area 5: Connected and Collaborative Leaders

Shapley Regression

Contributes to Over 33% of Overall Satisfaction with Council



Service Area 5: Connected and Collaborative Community Leaders

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Provision of Council information to the community
Very high	Ease of engaging with Council staff
	Opportunity to influence Council decision-making
	Ease of engaging with Councillors

Importance – by age

There was no significant difference in how people of varying ages viewed the importance of the different services.

Importance – by gender

Males and females did not significantly differ in how important they considered the different services to be.

Importance – by area

There was no significant difference between residents of different areas in how important they regard the different services to be.

Service Area 5: Connected and Collaborative Community Leaders

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Ease of engaging with Councillors	4.31	4.37	4.25	4.26	4.13	4.39	4.41	4.27	4.27	4.37
Ease of engaging with Council staff	4.37	4.35	4.39	4.23	4.33	4.54	4.34	4.26	4.34	4.54
Opportunity to influence Council decision-making	4.35	4.31	4.39	4.61	4.18	4.37	4.28	4.33	4.11	4.44
Provision of Council information to the community	4.57	4.63	4.53	4.67	4.47	4.64	4.53	4.57	4.44	4.61

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Ease of engaging with Councillors	1%	5%	14%	23%	57%	100%	304
Ease of engaging with Council staff	2%	3%	12%	21%	62%	100%	304
Opportunity to influence Council decision-making	2%	1%	13%	26%	57%	100%	304
Provision of Council information to the community	0%	1%	8%	23%	68%	100%	304

Service Area 5: Connected and Collaborative Community Leaders

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Ease of engaging with Council staff
	Provision of Council information to the community
	Ease of engaging with Councillors
Moderately low	Opportunity to influence Council decision-making

Satisfaction – by age

People aged 35-49 were significantly less satisfied with 'ease of engaging with Council staff' and 'ease of engaging with councillors'.

Those aged 50-64 were significantly less satisfied with 'opportunity to influence Council decision-making' and 'provision of Council information to the community'.

People aged 65 years and over were significantly more satisfied with 'ease of engaging with Councillors', 'ease of engaging with Council staff', 'opportunity to influence Council decision-making' and 'provision of Council information to the community'.

Satisfaction – by gender

There was no significant difference in satisfaction between males and females

Satisfaction – by area

Residents of Town areas were significantly less satisfied with 'opportunity to influence Council decision-making'.

Service Area 5: Connected and Collaborative Community Leaders

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Ease of engaging with Councillors	3.03	2.86	3.21	2.50	2.64	3.08	3.66	3.15	2.57	2.98
Ease of engaging with Council staff	3.36	3.36	3.36	3.48	2.92	3.22	3.84	3.49	2.68	3.33
Opportunity to influence Council decision-making	2.78	2.73	2.83	2.78	2.52	2.50	3.35	2.97	2.30	2.64
Provision of Council information to the community	3.04	3.00	3.07	3.12	2.81	2.78	3.48	3.14	2.47	3.03

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Ease of engaging with Councillors	16%	14%	35%	22%	13%	100%	244
Ease of engaging with Council staff	8%	16%	29%	28%	20%	100%	251
Opportunity to influence Council decision-making	17%	23%	31%	23%	6%	100%	253
Provision of Council information to the community	8%	19%	43%	21%	9%	100%	276

Demographics

Demographics

Q9a. Please stop me when I read out your age group:

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

Base: N = 304

Q9b. Which of the following best describes the dwelling where you are currently living?

	%
I/We own/are currently buying this property	90%
I/We currently rent this property	10%

Base: N = 304

Q9c. How long have you lived in the Narrandera Shire area?

	%
Less than 2 years	0%
2 – 5 years	2%
6 – 10 years	12%
11 – 20 years	14%
More than 20 years	72%

Base: N = 304

Q9d. Do you speak a language other than English at home?

	%
Yes	3%
No	97%

Base: N = 304

Q9e. Do you identify as Aboriginal or Torres Strait Islander?

	%
Yes	7%
No	93%

Base: N = 304

Q9f. Gender.

	%
Male	49%
Female	51%

Base: N = 304

Appendix –
Questionnaire

Narrandera Council
Community Survey
May 2016

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Narrandera Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start, can I please confirm that you do live in the Narrandera Shire Council area?

- O Yes
- O No **Terminate**

QA2. And do you or an immediate family member work for Narrandera Shire Council or are you an elected Councillor?

- O Yes **Terminate**
- O No

QA3. Which of the following would best describe the area where you live? *Prompt*

- O Town
- O Village
- O Rural

QA4. Which town, village or locality do you live nearest to? *Prompt if necessary*

- O Narrandera
- O Barellan
- O Grong Grong
- O Binya
- O Kamarah
- O Sandigo
- O Other (please specify)……

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

Q1. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction. *Prompt*

Proud Place, Great Lifestyle

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Home Modification Service for those with mobility issues	○	○	○	○	○	○	○	○	○	○
Community Support services such as accompanied shopping and medical visits	○	○	○	○	○	○	○	○	○	○
Community transport	○	○	○	○	○	○	○	○	○	○
Youth activities	○	○	○	○	○	○	○	○	○	○
Heritage sites protected and maintained	○	○	○	○	○	○	○	○	○	○
Parks and open spaces	○	○	○	○	○	○	○	○	○	○
Playing fields	○	○	○	○	○	○	○	○	○	○
Narrandera Sports Stadium	○	○	○	○	○	○	○	○	○	○
Community buildings/halls	○	○	○	○	○	○	○	○	○	○
Swimming pools	○	○	○	○	○	○	○	○	○	○
Supporting cultural opportunities and services, such as Arts & Community Centre	○	○	○	○	○	○	○	○	○	○
Library services	○	○	○	○	○	○	○	○	○	○

Our Places and Spaces

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Maintaining local roads	○	○	○	○	○	○	○	○	○	○
Maintaining footpaths	○	○	○	○	○	○	○	○	○	○
Provision of bike paths	○	○	○	○	○	○	○	○	○	○
Road safety	○	○	○	○	○	○	○	○	○	○
Availability of car parking	○	○	○	○	○	○	○	○	○	○
Town streets and lanes	○	○	○	○	○	○	○	○	○	○
Cemeteries	○	○	○	○	○	○	○	○	○	○

Our Natural Environment

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Public safety such as CCTV	O	O	O	O	O	O	O	O	O	O
Emergency management	O	O	O	O	O	O	O	O	O	O
Water supply	O	O	O	O	O	O	O	O	O	O
Sewer services	O	O	O	O	O	O	O	O	O	O
Stormwater services	O	O	O	O	O	O	O	O	O	O
Waste management	O	O	O	O	O	O	O	O	O	O
Our urban treescape	O	O	O	O	O	O	O	O	O	O

A Prosperous and Vibrant Shire

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Foster industrial development	O	O	O	O	O	O	O	O	O	O
Promotion of business establishment and growth of our Shire	O	O	O	O	O	O	O	O	O	O
Promotion of visitation to the Shire	O	O	O	O	O	O	O	O	O	O
Community events, such as John O'Brien Festival, Australia Day activities	O	O	O	O	O	O	O	O	O	O
Narrandera/Leeton Airport	O	O	O	O	O	O	O	O	O	O

Connected and Collaborative Community Leaders

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Ease of engaging with Councillors	O	O	O	O	O	O	O	O	O	O
Ease of engaging with Council staff	O	O	O	O	O	O	O	O	O	O
Opportunity to influence Council decision-making	O	O	O	O	O	O	O	O	O	O
Provision of Council information to the community	O	O	O	O	O	O	O	O	O	O

Q2a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? *Prompt*

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

Section B – Priority Issues

Q2b. What do you value most about living in the Narrandera Shire area?

……

Q2c. And what do you value least (or what don't you like) about living in the Narrandera Shire area?

……

Q2d. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Narrandera Shire area?

……

Q2e. Using a scale of 1 to 5, where 1 is not at all supportive and 5 is highly supportive, how supportive are you of Narrandera Shire Council increasing rates by approximately 5% per year above the rate capping limit for a period of 5 years to fund more services such as the proposed indoor heated pool or to redevelop Lake Talbot Swimming Pool or for more road maintenance?

- O 1 - Not at all supportive
- O 2
- O 3
- O 4
- O 5 - Highly supportive
- O 6 - Don't know

Q2f. As you may know, the NSW Government has been encouraging a number of NSW Councils to merge. At the moment Narrandera has not been asked to merge with any neighbouring councils. However, if we were asked at some point in the next few years to merge with one or more other councils, how supportive would you be of a merger? Please use a scale of 1 to 5, where 1 is not at all supportive and 5 is highly supportive.

- O 1 - Not at all supportive
- O 2
- O 3
- O 4
- O 5 - Highly supportive
- O 6 - Don't know

Section C – CSP Questions

Narrandera Shire Council will be reviewing the Community Strategic Plan over the next 12 months. This plan incorporates the community's aspirations for Narrandera in the future. I am now going to ask questions that will help Council in the development of a revised Community Strategic Plan.

The vision highlighted in the current Narrandera 2012-2030 Community Strategic Plan is:
"We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment".

Q3a. Are you aware of this vision?

- O Yes
- O No

Q3b. How supportive are you of this community vision? *Prompt*

- O Very supportive
- O Supportive
- O Somewhat supportive
- O Not very supportive
- O Not at all supportive

The Community Strategic Plan is divided into 5 key directions or themes. I am now going to ask a series of questions to get your ideas about community priorities for the future.

Q4a. Thinking about the first key direction "A strong and resilient community and sustainable environment", which of the following components do you think are important and should be considered by the plan? Please answer yes or no as I read each one. *Prompt*

- O An inclusive and welcoming community
- O A supportive community for those in need
- O Celebration and protection of our cultural heritage and identity
- O An exciting calendar of events
- O Protection and responsible maintenance of our urban treescape
- O Protection of our native flora and fauna

Q4b. Can you think of any other priorities that should be considered in the future?

……

Q5a. Now thinking about the second key direction "A growing economy", which of the following components do you think are important and should be considered by the plan? Please answer yes or no as I read each one. *Prompt*

- O Establish an economy that is well prepared for the future
- O An improved image of Narrandera for visitors
- O Tourism or visitor activity within the Shire
- O Attract new industry and business to the Shire
- O Support the establishment of new businesses & support existing businesses

Q5b. Can you think of any other priorities that should be considered in the future?

……

Q6a. Now thinking about the third key direction "Quality & Sustainable Infrastructure", which of the following components do you think are important and should be considered by the plan? Please answer yes or no as I read each one. *Prompt*

- O Council managed road network maintained to ensure safety
- O Essential services such as waste management, water, sewer, and stormwater
- O Open spaces and recreation infrastructure that is well developed, managed, and improved
- O Community swimming pools infrastructure that is well developed, managed, and improved
- O Protection of both historic buildings and natural landmarks
- O Create exciting community spaces

Q6b. Can you think of any other priorities that should be considered in the future?

……

Q7a. Now thinking about the fourth key direction "Efficient and responsive service", which of the following components do you think are important and should be considered by the plan? Please answer yes or no as I read each one. *Prompt*

- O Health and education services are retained and strengthened for the current and future needs of the community
- O Improved methods of communicating available services and programs to the community
- O A safe and protected community

Q7b. Can you think of any other priorities that should be considered in the future?

……

Q8a. Now thinking about the fifth key direction "Trusted and effective government", which of the following components do you think are important and should be considered by the plan? Please answer yes or no as I read each one. *Prompt*

- O A community that is passionate and engaged in its future
- O A strong relationship between Council and community
- O Engaged partners to achieve community goals

Q8b. Can you think of any other priorities that should be considered in the future?

……

Section D – Demographic & Profiling Questions

Q9a. Please stop me when I read out your age group: *Prompt*

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

Q9b. Which of the following best describes the dwelling where you are currently living? *Prompt*

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

Q9c. How long have you lived in the Narrandera Shire area? *Prompt*

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

Q9d. Do you speak a language other than English at home?

- O Yes
- O No

Q9e. Do you identify as Aboriginal or Torres Strait Islander?

- O Yes
- O No

Q9f. Gender (determine by voice):

- O Male
- O Female

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Narrandera Shire Council (if respondent wants our number, it is 1800 639 599 – Council Contact is Mr Craig Taylor 02 6959 5510.