



**NSW LOCAL GOVERNMENT  
COMMUNITY SATISFACTION SURVEY  
MID-COAST COUNCIL**

**2017 RESEARCH REPORT**

**PREPARED FOR MID-COAST COUNCIL  
NOVEMBER 2017**

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# BACKGROUND AND OBJECTIVES

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This report outlines the results and recommendations of the 2017 NSW Local Government Community Satisfaction Survey (CSS) for Mid-Coast Council.

In a first for the NSW Local Government sector, the Department of Premier and Cabinet (DPC) coordinated delivery of a Community Satisfaction Survey amongst newly established councils in NSW in 2016. The survey was intended to produce data that will assist new councils in measuring success of implementation.

DPC together with new councils developed a success framework to guide the implementation of new councils and to measure progress. The Stronger Councils Framework defines a strong council as one that delivers results for their community, builds relationships and partnerships, and has the culture, people and capability to make this happen. An agreed measure of success in the Stronger Councils Framework is community satisfaction with council's overall performance.

The 2016 survey provided a baseline of information on community views towards, and satisfaction with, the services of council. The research provides an important tool for councils to better understand what matters to their communities and enable them to focus their implementation activities to improve services, focus communications, enhance community perceptions of council and build stronger relationships between councils and their communities.

In 2017, Mid-Coast Council commissioned JWS Research to undertake an update of this benchmark survey, to ascertain how, if at all, perceptions of Council have changed over the last year.

# CONTEXT

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The 2016 survey was intended to provide baseline information on community views towards, and satisfaction with, the services of council, so as to inform priority areas for the newly formed councils to focus on. The survey was designed to be repeatable.

**In this, the second year of the survey, council can compare results to the baseline data, to see how perceptions have changed over the last 12 months,** and to seek insight into ways to provide improved or more effective service delivery.

For further comparison, should they wish, Council can refer to results in the Victorian State-wide report, which is available at: <https://www.localgovernment.vic.gov.au/our-programs/council-community-satisfaction-survey>

# SURVEY METHODOLOGY AND SAMPLING

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This survey was conducted by Computer Assisted Telephone Interviewing (CATI) as a representative random probability survey of residents aged 18+ years in Mid-Coast Council.

Survey sample was purchased from an accredited supplier of publicly available phone records, including up to 30% mobile phone numbers to cater to the diversity of residents within Mid-Coast Council, particularly younger people.

A total of n=500 completed interviews were achieved in Mid-Coast Council. Survey fieldwork was conducted in the period of 1<sup>st</sup> to 15<sup>th</sup> November, 2017.

Minimum quotas of gender within age groups were applied during the fieldwork phase. Post-survey weighting was then conducted to ensure accurate representation of the age and gender profile of the Mid-Coast Council area.

Any variation of +/-1% between individual results and net scores in this report or the detailed survey tabulations is due to rounding. In reporting, '—' denotes not mentioned and '0%' denotes mentioned by less than 1% of respondents. 'Net' scores refer to two or more response categories being combined into one category for simplicity of reporting.

This research was conducted in compliance with AS-ISO 20252.

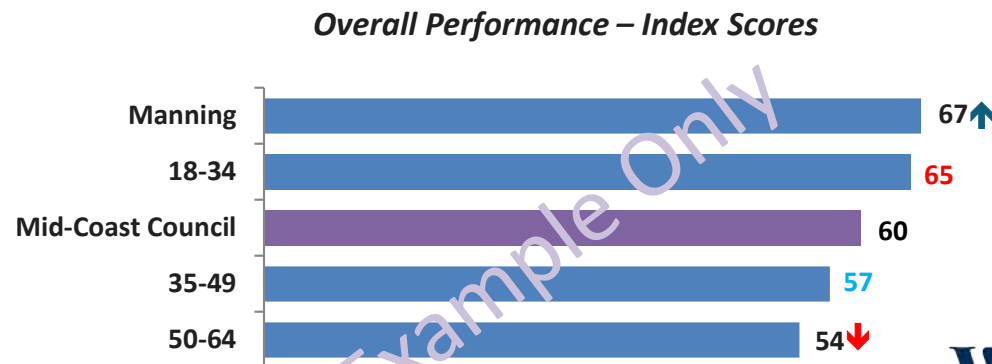
# SURVEY METHODOLOGY AND SAMPLING

Within tables and index score charts throughout this report, statistically significant differences at the 95% confidence level are represented by upward directing blue and downward directing red arrows. Significance when noted indicates a significantly higher or lower result for the analysis group in comparison to the ‘Total’ result for the council for that survey question for that year. Therefore in the example below:

- The Manning result is significantly higher than the overall result for the council.
- The result among 50-64 year olds is significantly lower than for the overall result for the council.

Further, results shown in blue and red indicate significantly higher or lower results than in 2016. Therefore in the example below:

- The result among 35-49 year olds in the council is significantly higher than the result achieved among this group in 2016.
- The result among 18-34 year olds in the council is significantly lower than the result achieved among this group in 2016.





# INDEX SCORES EXPLAINED

Many questions ask respondents to rate council on a five-point scale, for example, performance from ‘very good’ to ‘very poor’, with ‘can’t say’ also a possible response category. To facilitate ease of reporting and comparison of results over time an ‘Index Score’ has been calculated for such measures.

The Index Score is calculated and represented as a score out of 100 (on a 0 to 100 scale), with ‘can’t say’ responses excluded from the analysis. The ‘% RESULT’ for each scale category is multiplied by the ‘INDEX FACTOR’. This produces an ‘INDEX VALUE’ for each category, which are then summed to produce the ‘INDEX SCORE’, equating to ‘60’ in the following example.

SCALE CATEGORIES	% RESULT	INDEX FACTOR	CALCULATION	INDEX VALUE
Very good	9%	100	9% x 100 =	9
Good	40%	75	40% x 75 =	30
Average	37%	50	37% x 50 =	19
Poor	9%	25	9% x 25 =	2
Very poor	4%	0	4% x 0 =	0
Can’t say	1%	--	--	<b>INDEX SCORE 60</b>

# FURTHER INFORMATION

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## Further Information

Further information about the report and explanations about the Local Government Community Satisfaction Survey can be found in the [Appendix A](#), including:

- [Margins of error](#)
- [Analysis and reporting](#)
- [Glossary of terms](#)

## Contacts

For further queries about the conduct and reporting of the 2017 Local Government Community Satisfaction Survey, please contact JWS Research on (03) 8685 8555.





# KEY FINDINGS AND RECOMMENDATIONS

# MID-COAST COUNCIL



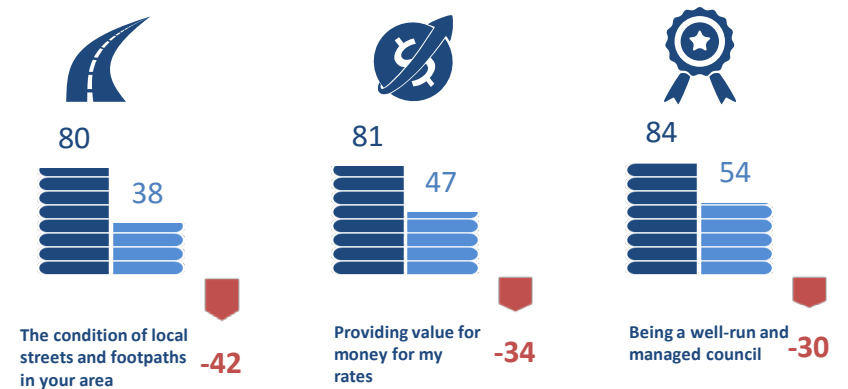
## OVERALL COUNCIL PERFORMANCE

Results shown are index scores out of 100.

## TOP 3 PERFORMING AREAS



## TOP 3 AREAS FOR IMPROVEMENT



Importance Performance Net differential

# OVERALL PERFORMANCE

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The **overall performance index score of 52** for Mid-Coast Council represents a two point (not significant) increase from the 2016 result.

- **Residents aged 65 years and older** have *statistically significantly higher* (at the 95% confidence interval) perceptions of the overall performance of Council, with an index score of 57.
- Overall performance ratings are otherwise largely **consistent across demographic and geographic sub-groups**, with no significant differences evident compared to Council's average rating.

Residents are more than twice as likely to rate Mid-Coast Council's overall performance as 'good' (25%) than 'poor' (10%). A small proportion (4%) rate Council's overall performance as 'very good', while a further 41% sit mid-scale providing an 'average' rating. Almost one in ten (8%) rate Council's overall performance as 'very poor'.

- The remaining one in ten (11%) residents did not have a view on Council's overall performance, providing a 'don't know/ can't say' response.

# OVERVIEW OF CORE PERFORMANCE MEASURES

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Review of the core performance measures (as shown on page 20) show that Mid-Coast Council's performance **on almost all core measures has improved on last year** (customer service being the exception). On four of these service areas, the increase in perceptions of performance has been significant.

- Rating on the area of being a well run and managed council have experienced the highest increase of all the core performance measures evaluated (*a significant increase* of eight points, from an index score of 46 in 2016 to 54 currently).
- Other service areas that have experienced *significant increases* on last year include: community consultation and engagement (six point increase); providing value for money for rates (five point increase) and ease of access to services (four point increase).

Differences in performance measures are evident across demographic and geographic subgroups.

- **Those aged 65 years and older tend to rate Council performance on key core performance measures higher** than the younger cohorts.
- **Residents of Gloucester, and to some degree those in Great Lakes, are also more favourable in their ratings of Council**, compared to residents of Manning.

**Customer service is Council's best performing core service area** (index score of 63). Council's performance in this area has declined by two points compared to last year, but this is not a significant change.

# AREAS WHERE COUNCIL IS PERFORMING WELL

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**The best performing area for Council is water and sewerage management** (index score of 69).

- One in five (20%) residents believe Council's performance on water and sewerage management is 'very good' with a further two in five (38%) claiming it is 'good'.
- With an importance index score of 79, water and sewerage management falls mid range of the services evaluated in terms of importance.

**Mid-Coast Council's customer service performance index score of 63 places this in second rank order of all the service areas evaluated.** Customer service is the most frequently mentioned best thing about Mid-Coast Council (mentioned by 7% of residents).

**The area of recreational facilities also has an index score of 63.**

- Residents aged 65 years and older and residents from Gloucester rate Council *significantly higher* in this area (index scores of 66 and 73 respectively). Residents aged 18 to 39 years rate Council *significantly lower* (54).
- Elements of recreational facilities are some of the most frequently mentioned best things about living in the council area with recreational/sporting facilities' mentioned by 6% of residents and 'parks and gardens' and 'community facilities' each mentioned by 4% of residents.

**Ease of access to services is another highly performing area of Mid-Coast Council** (index score of 61).

- Residents aged 40 to 64 years and those from the Manning area are *significantly more* favourable in their rating of Council in this area compared to last year.



# SERVICE AREAS IN NEED OF ATTENTION

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**In keeping with the findings from 2016, the condition of local streets and footpaths is the area that stands out as being most in need of attention. This area has an importance index score of 80 while the performance index score is less than half that (38).**

- Two in five residents (40%) rate the condition of local streets and footpaths as ‘extremely important’; however one quarter (25%) rate Council’s performance in the area as ‘very poor’. Only 6% of residents believe Council’s performance in this area is ‘very good’.
- Council’s performance in this area has not changed significantly compared to last year (albeit has improved by two points).

**The poor performance on the condition of local streets and footpaths can be partly explained by location.**

- Manning residents provide a *significantly lower* rating of performance than average (index score of 30). In comparison, Great Lakes residents and Gloucester residents rate performance on this measure higher – index scores of 50 (*significantly higher* than average) and 45 respectively. This provides insight into where Council should first direct attention.
- Feedback from residents on what they consider Council most needs to do to improve its performance in the next 12 months supports this finding, with sealed road maintenance mentioned by 46% of residents.

**Providing value for money for my rates and decisions made in the interest of the community are also areas for improvement (index scores of 47 and 52 respectively).**

- This is in spite of a *significant improvement* in the performance index score of providing value for money for my rates (up from 42).

# CUSTOMER CONTACT AND SERVICE

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**More than two in five (44%) Mid-Coast Council residents have had recent contact with Council**, unchanged from last year.

- Gloucester residents are *significantly more likely* than average to have had recent contact with Council (61% recent contact).

**The main method by which residents contact Council is by telephone and in person** (20% for each).

**As mentioned previously, customer service** (performance index score of 63) is one of the areas where Council performs relatively well.

- Customer service ratings are largely **consistent across demographic and geographic sub-groups**, with no significant differences evident compared to Council's average rating.
- Those who contact Council in person are the most satisfied with their customer service with over two in five residents (44%) rating Council's performance as 'very good'.

Newsletters, sent via mail or email, remain the preferred way for Council to inform residents about news, information and upcoming events. Among residents aged under 50 years, there remains an interest in social media (e.g. Facebook or Twitter) as a preferred means of communication.



# FOCUS AREAS FOR COMING 12 MONTHS

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For the coming 12 months, Mid-Coast Council should pay particular attention to the service areas where stated importance exceeds rated performance by more than 10 points. Key priorities are those where the differential is more than 30 points, including:

- **The condition of local streets and footpaths in the area** (margin of 42 points)
- **Providing value for money for my rates** (margin of 34 points)
- **Being a well-run and managed council** (margin of 30 points).

Consideration should also be given to those residents aged under 64 years who appear to be most driving negative sentiment.

**In terms of positives, Council should continue to solidify and build on its strong performance in the areas of water and sewerage management, customer service and recreational facilities.** These are the areas that residents are currently rating higher than others.

- It is important to look at, and learn from, what is working well among those groups who rate Council performance highly, especially those aged 65 years and older and Great Lakes and Gloucester residents, and use these lessons to build on the performance and perceptions of other areas.

# FURTHER AREAS OF EXPLORATION

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An approach we recommend is to further mine the survey data to better understand the profile of these over and under-performing demographic groups. This can be achieved via additional consultation and data interrogation, or self-mining the SPSS data provided to the council.

Please note that the category descriptions for the coded open ended responses are generic summaries only. We recommend further analysis of the detailed cross tabulations and the actual verbatim responses, with a view to understanding the responses of key demographic and geographic groups, especially any target groups identified as requiring attention.

**A personal briefing by senior JWS Research representatives is also available to assist in providing both explanation and interpretation of the results.**

# SNAPSHOT OF KEY FINDINGS

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## Higher results in 2017

*(Significantly higher result than 2016)*

- Being a well-run and managed council
- Community consultation and engagement
- Ease of access to services
- Providing value for money for my rates

## Lower results in 2017

*(Significantly lower result than 2016)*

- None applicable

## Most favourably disposed towards Council

- 65+ years
- Gloucester residents

## Least favourably disposed towards Council

- 40-65 years
- 18-39 years



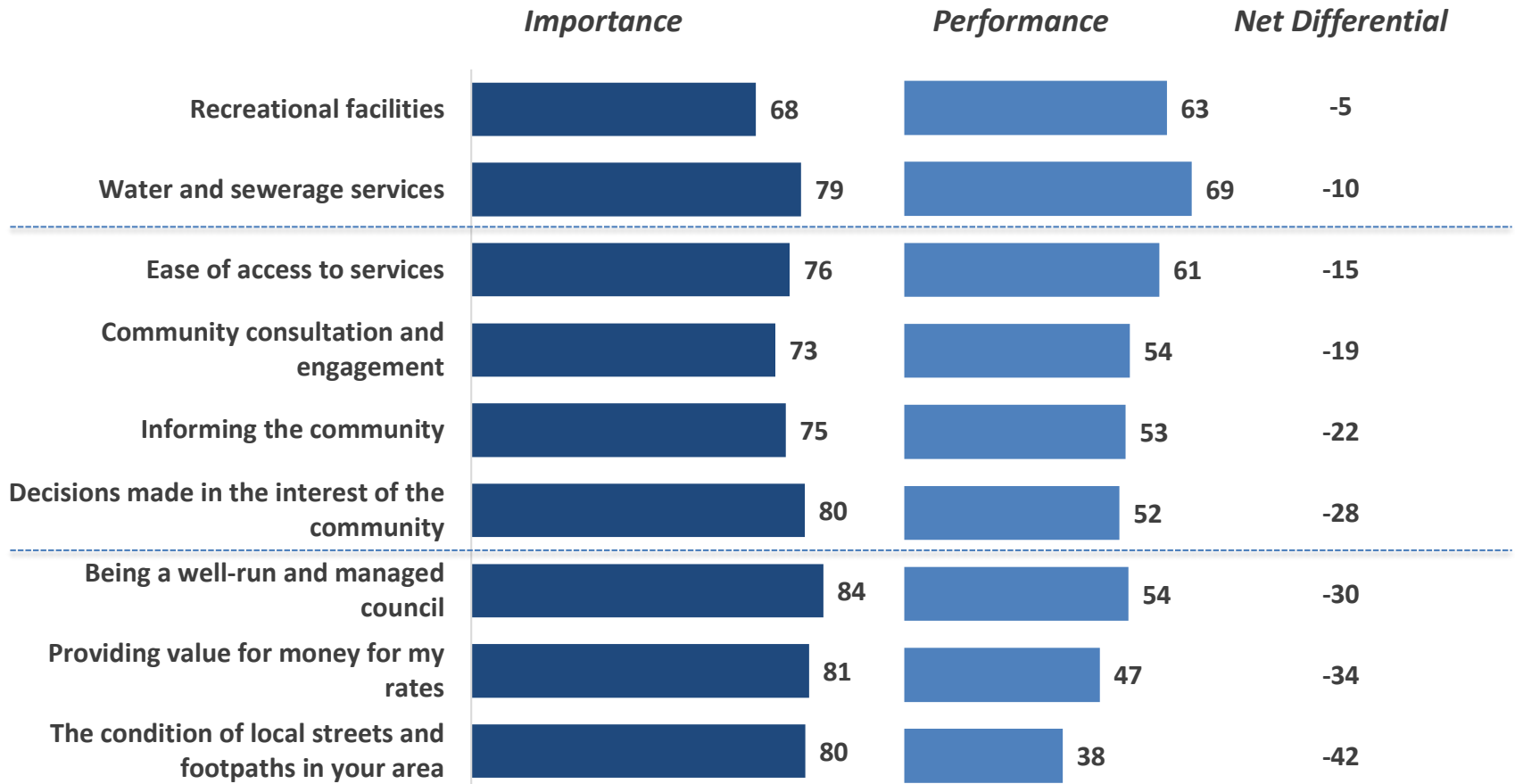
# SUMMARY OF FINDINGS

# SUMMARY OF CORE PERFORMANCE MEASURES: INDEX SCORE RESULTS

Performance Measures	Mid-Coast Council 2017	Mid-Coast Council 2016	Highest score	Lowest score
Overall performance	52	50	65+ years	18-39 years
Being a well-run and managed council	54	46	65+ years	40-64 years
Decisions made in the interest of the community	52	48	65+ years	40-64 years
Community consultation and engagement	54	48	Gloucester	40-64 years
Informing the community	53	50	Gloucester	18-39 years
Ease of access to services	61	57	Great Lakes 65+ years	18-39 years
The condition of local streets and footpaths in your area	38	36	Great Lakes	Manning
Recreational facilities	63	62	Gloucester	18-39 years
Providing value for money for my rates	47	42	65+ years	40-64 years
Customer service	63	65	65+ years	40-64 years

# INDIVIDUAL SERVICE AREAS INDEX SCORE SUMMARY

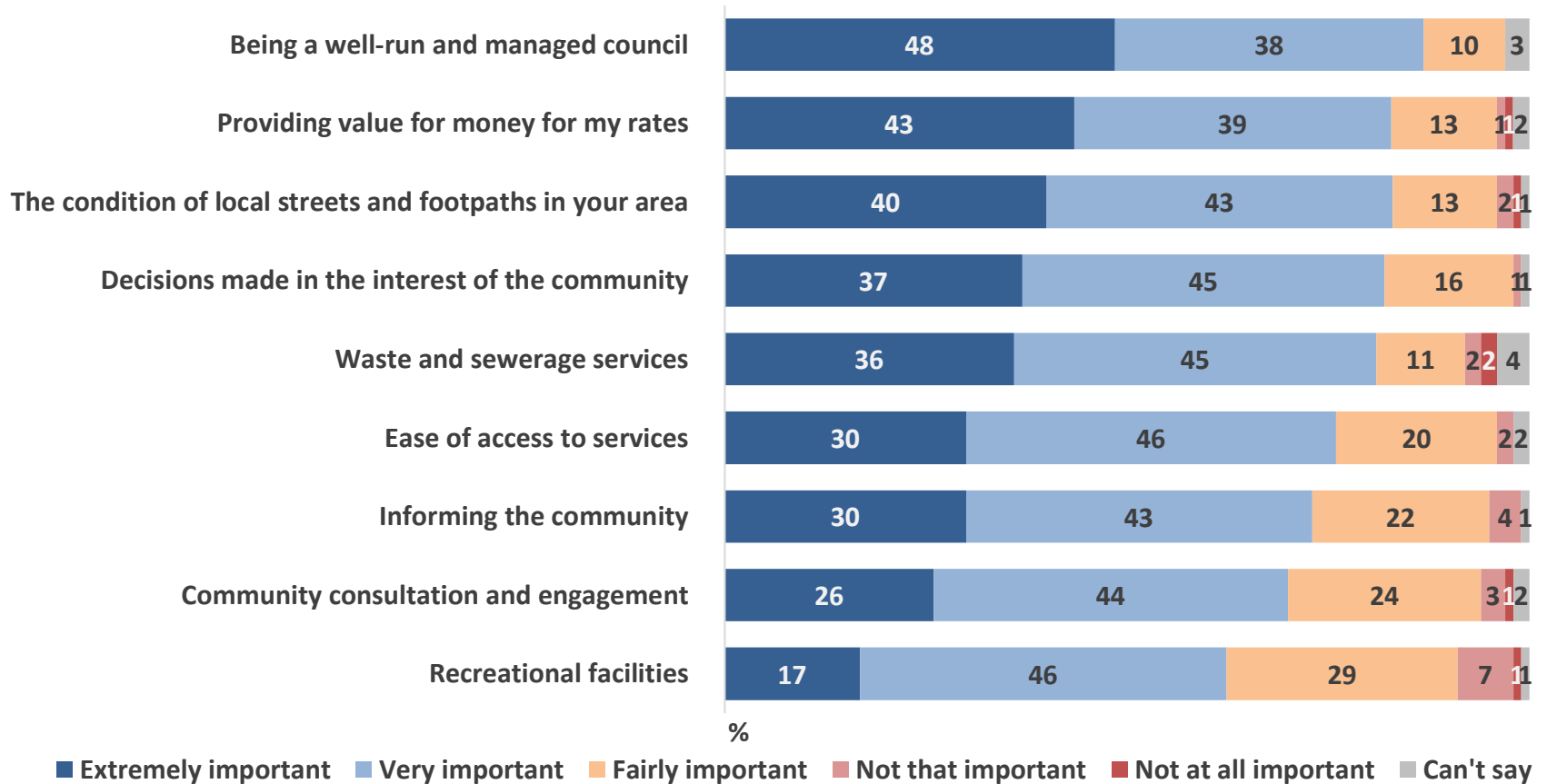
## IMPORTANCE VS PERFORMANCE



# INDIVIDUAL SERVICE AREAS IMPORTANCE

## DETAILED PERCENTAGES

*Individual Service Areas Importance*



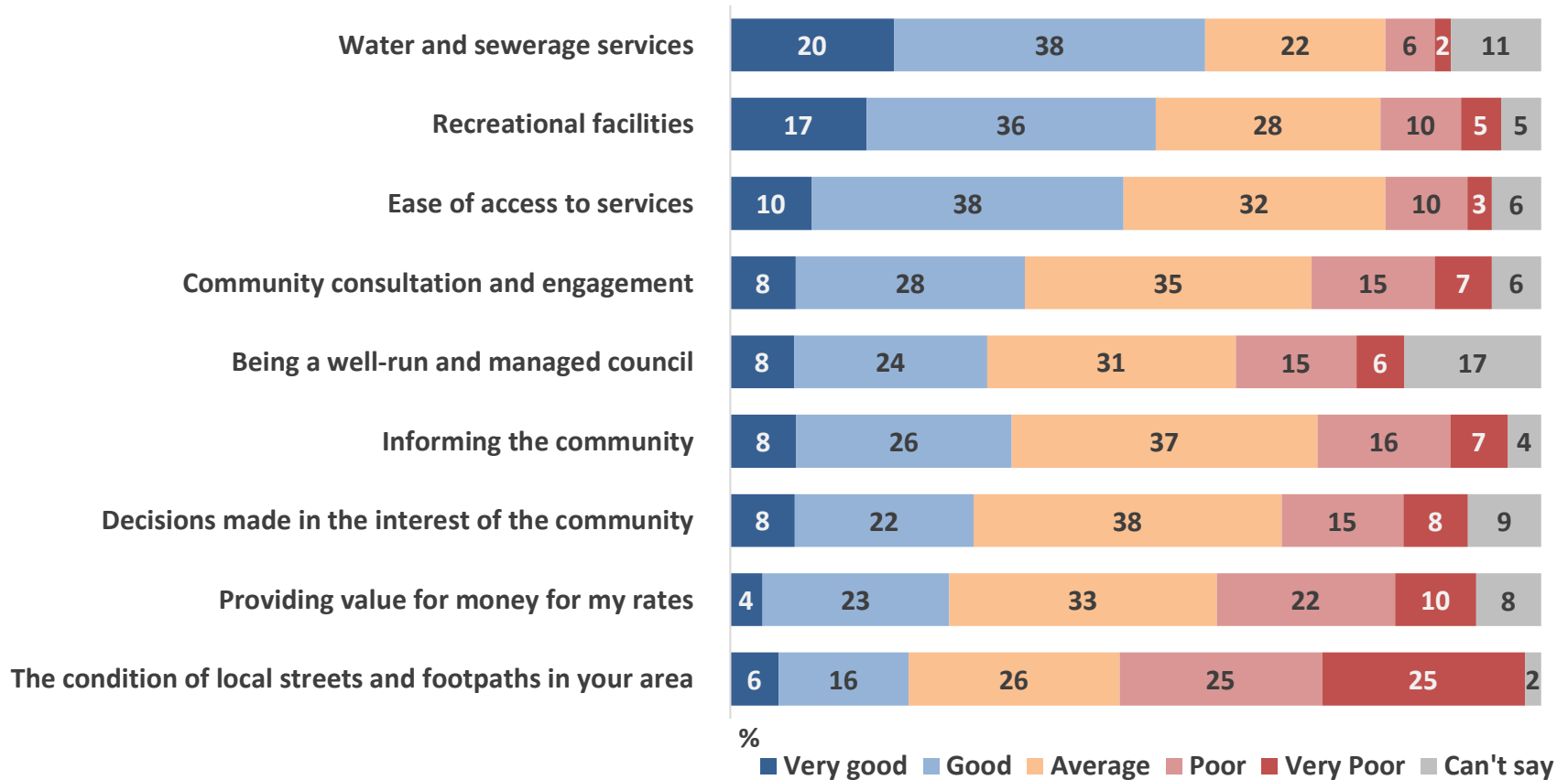
Q2. Firstly, how important should [RESPONSIBILITY AREA] be as a responsibility for Mid-Coast Council?  
 Base: All respondents.



# INDIVIDUAL SERVICE AREAS PERFORMANCE

## DETAILED PERCENTAGES

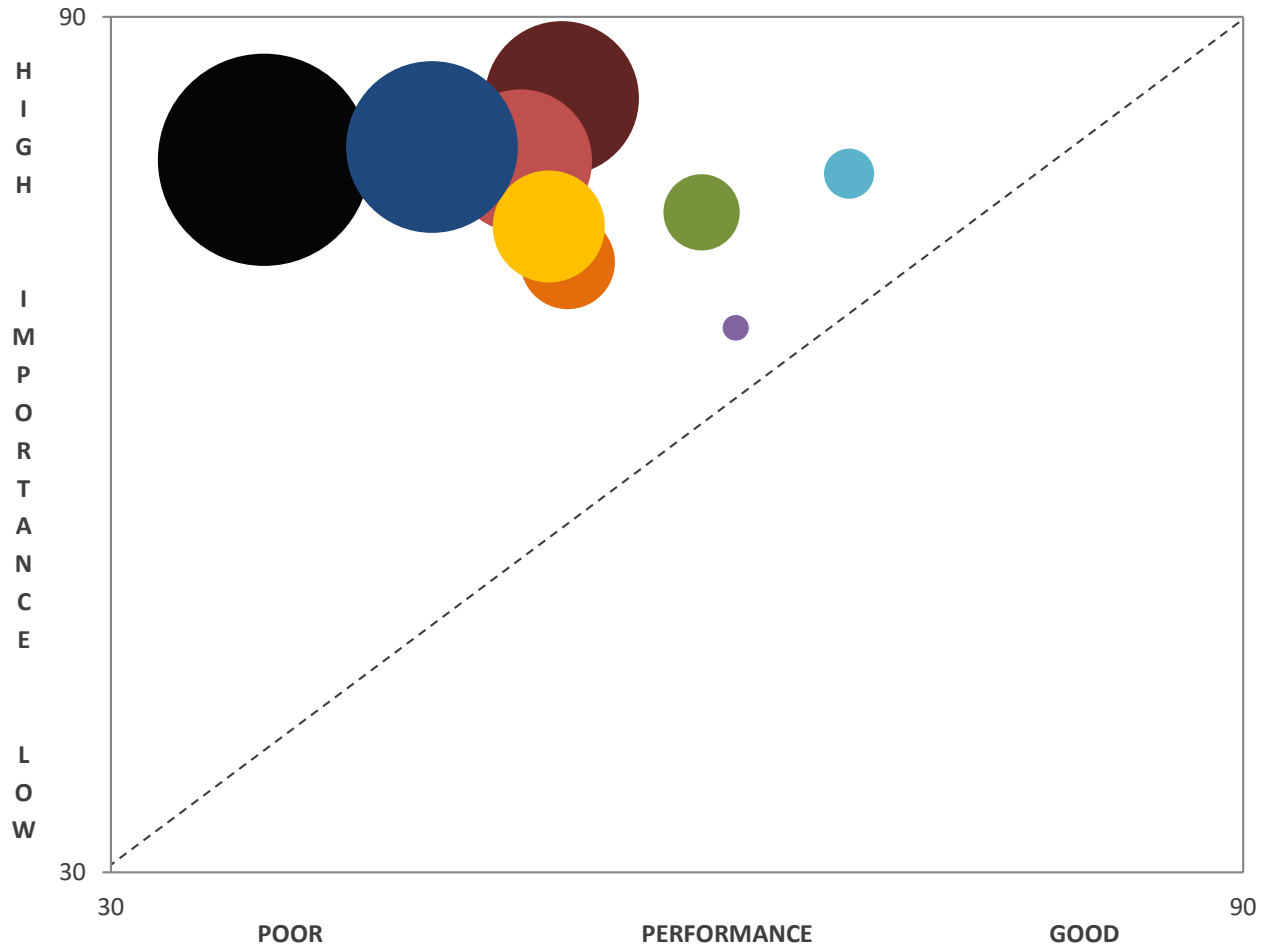
*Individual Service Areas Performance*



Q3. Firstly, how has Council performed recently on [FIRST RESPONSIBILITY AREA]?  
 Base: All respondents.

Service	Importance	Performance
Being a well-run and managed council	84	54
Decisions made in the interest of the community	80	52
Community consultation & engagement	73	54
Informing the community	75	53
Ease of access to services	76	61
The condition of local streets and footpaths in your area	80	38
Recreational facilities	68	63
Providing value for money for my rates	81	47
Water and sewerage services	79	69

## Importance and Performance Index Scores Grid

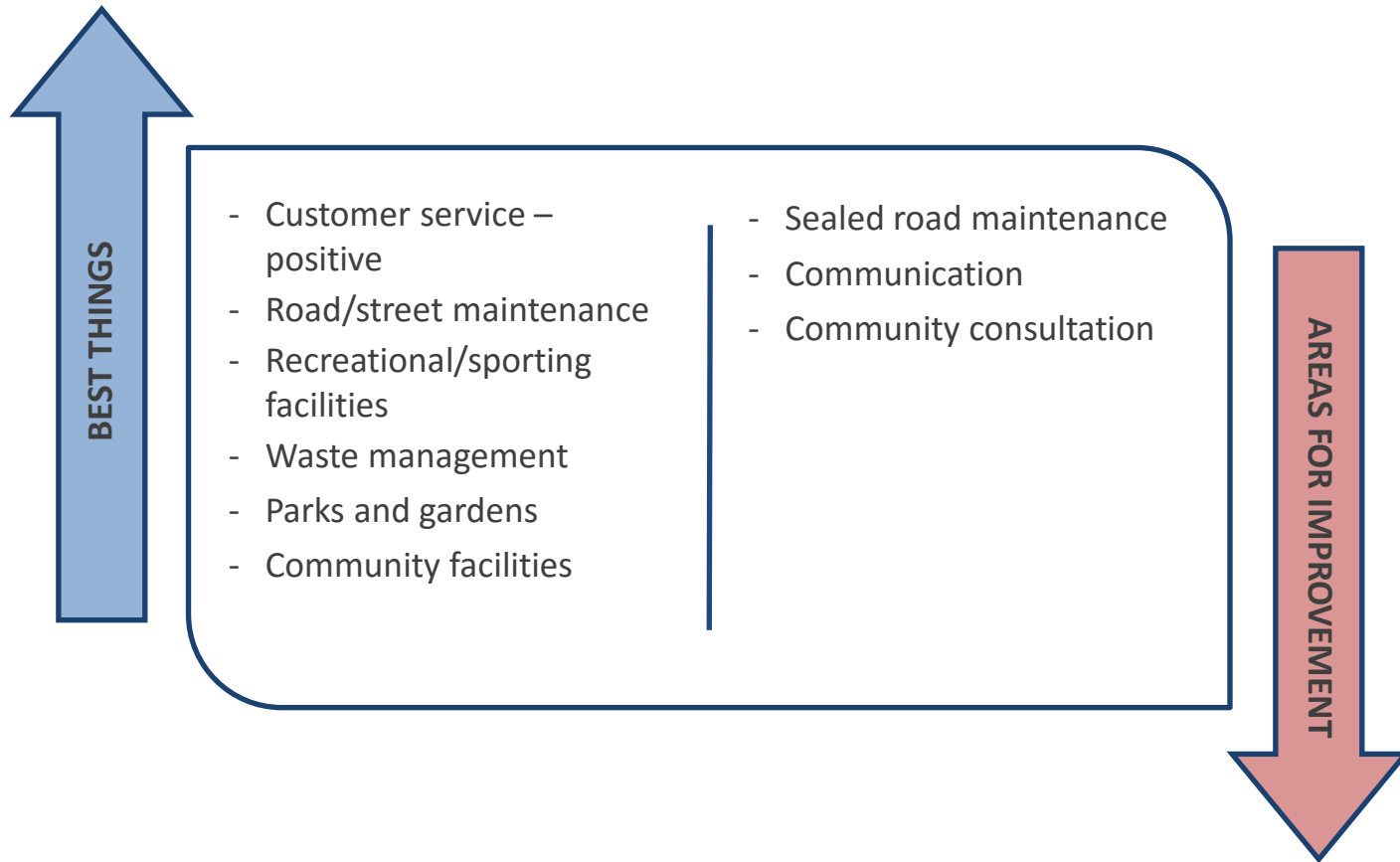


**Note: The larger the circle, the larger the gap between importance and performance.**

Base: All respondents

# POSITIVES AND AREAS FOR IMPROVEMENT SUMMARY

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Q9. What does Mid-Coast Council MOST need to do to improve its performance in the next 12 months? Once again, it could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Q10. Please tell me what is the ONE BEST thing about Mid-Coast Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents.

A satellite night view of the United States, showing city lights and a network of roads. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font on the left side of the image.

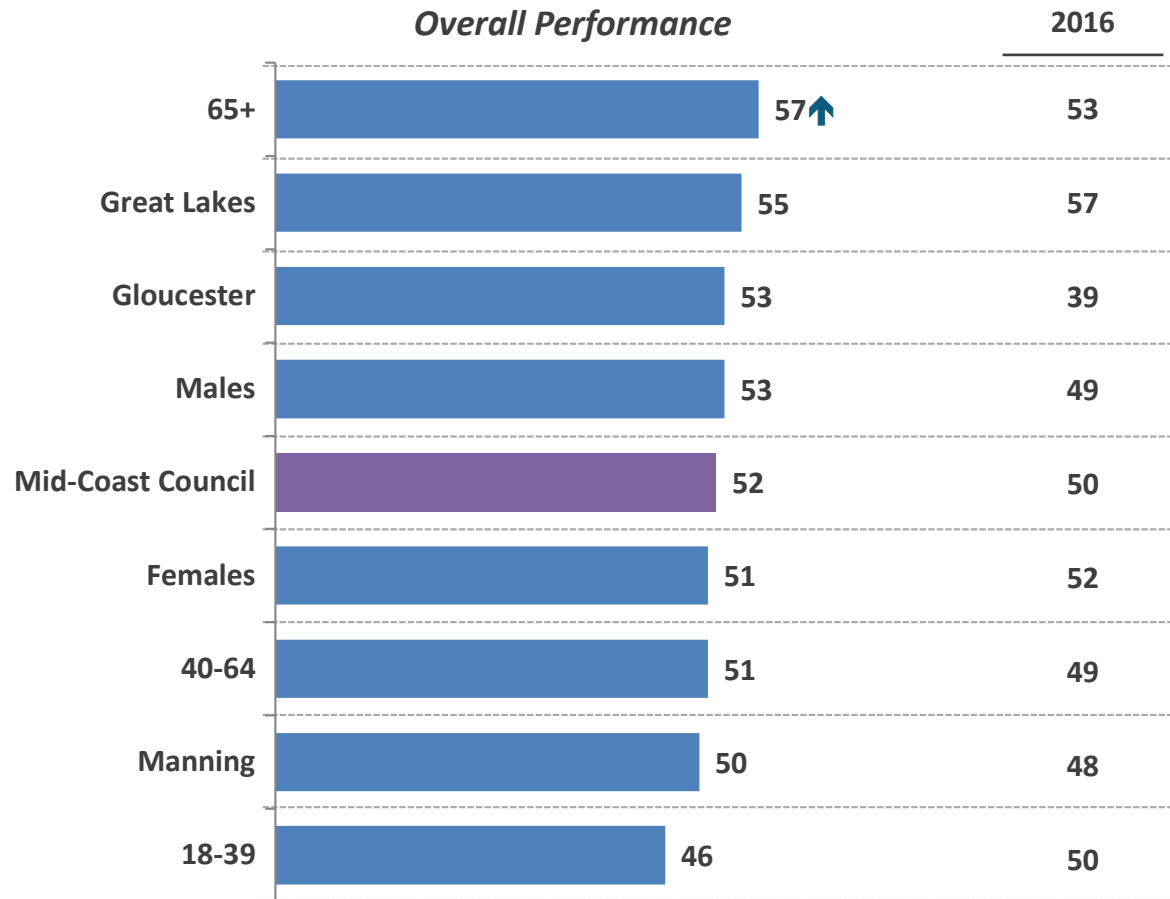
# DETAILED FINDINGS





**KEY CORE MEASURE  
OVERALL PERFORMANCE**

# OVERALL PERFORMANCE INDEX SCORES



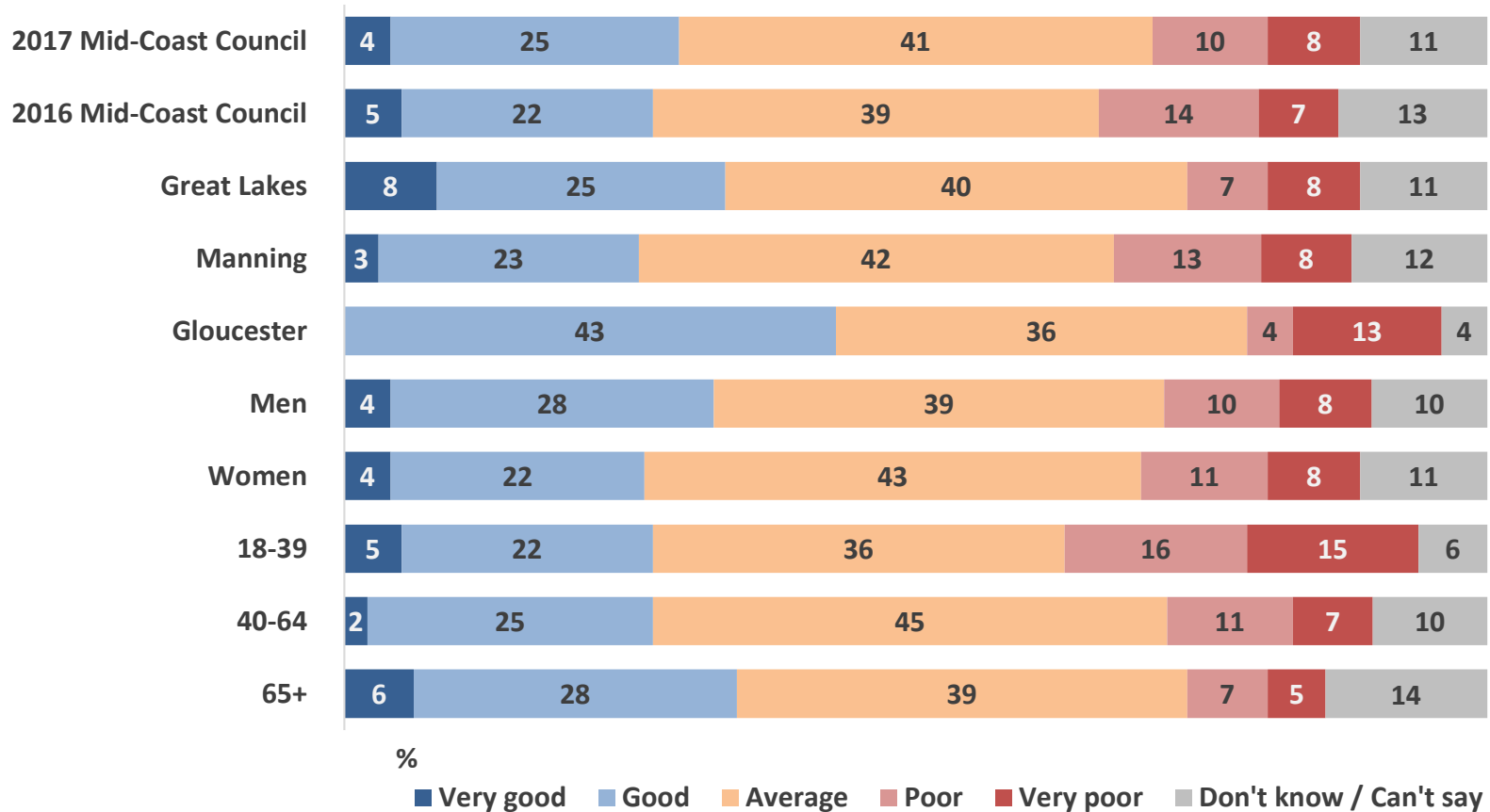
Q1. How do you feel about the current performance of Mid-Coast Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Would you say it is very good, good, average, poor or very poor?

Base: All respondents

# OVERALL PERFORMANCE

## DETAILED PERCENTAGES

Overall Performance



Q1. How do you feel about the current performance of Mid-Coast Council, not just on one or two issues, BUT OVERALL across all responsibility areas? Would you say it is very good, good, average, poor or very poor?  
 Base: All respondents



A satellite night view of the United States, showing city lights and a network of glowing lines. The text "KEY CORE MEASURE CUSTOMER SERVICE" is overlaid in white, bold, sans-serif font on the left side of the image.

# KEY CORE MEASURE CUSTOMER SERVICE

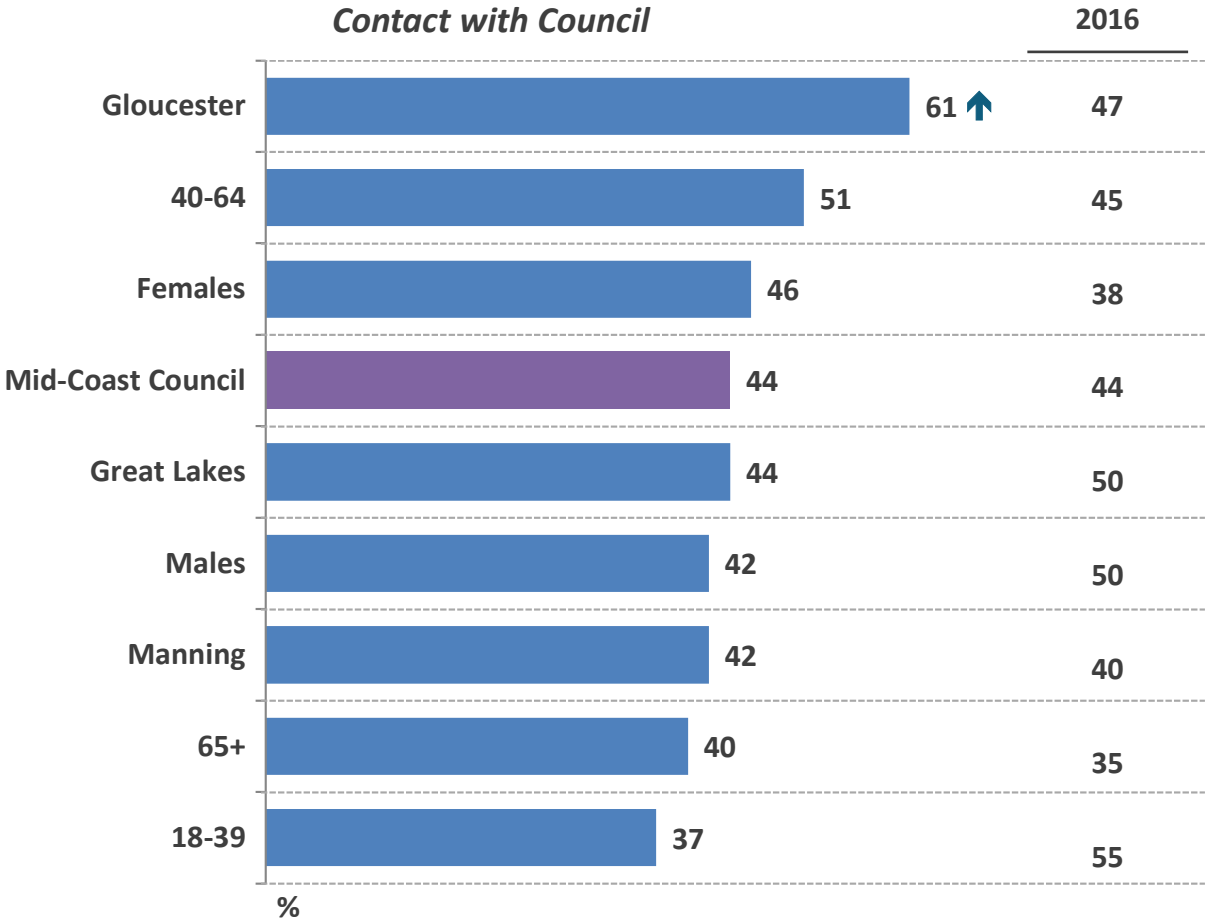
# CONTACT WITH COUNCIL

## SUMMARY

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<b>Overall contact with Mid-Coast Council</b>	<ul style="list-style-type: none"><li>• 44%, unchanged from 2016</li></ul>
<b>Most contact with Mid-Coast Council</b>	<ul style="list-style-type: none"><li>• Gloucester</li><li>• 40-64 years</li></ul>
<b>Least contact with Mid-Coast Council</b>	<ul style="list-style-type: none"><li>• 18-39 years</li><li>• 65+ years</li></ul>
<b>Customer Service rating</b>	<ul style="list-style-type: none"><li>• Index score of 63, up 2 points from 2016</li></ul>
<b>Most satisfied with Customer Service</b>	<ul style="list-style-type: none"><li>• 65+ years</li><li>• Gloucester</li></ul>
<b>Least satisfied with Customer Service</b>	<ul style="list-style-type: none"><li>• 40-64 years</li><li>• Manning</li></ul>

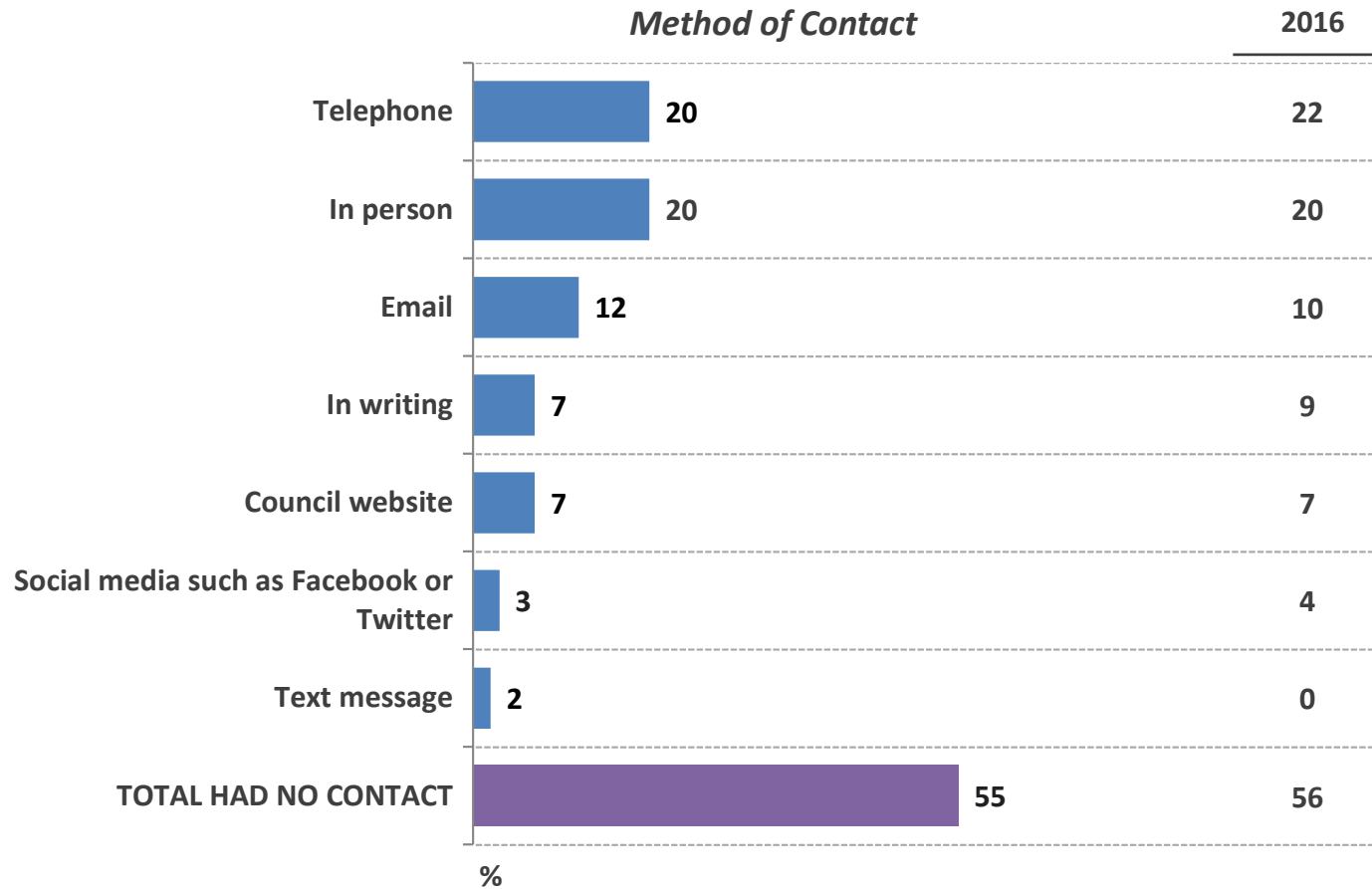
# CONTACT WITH COUNCIL



Q5a. Have you or any member of your household had any recent contact with Council in any of the following ways?  
 Base: All respondents.  
 Note: Respondents could name multiple contacts methods so responses may add to more than 100%

# METHOD OF CONTACT WITH COUNCIL LAST 12 MONTHS

## DETAILED PERCENTAGES



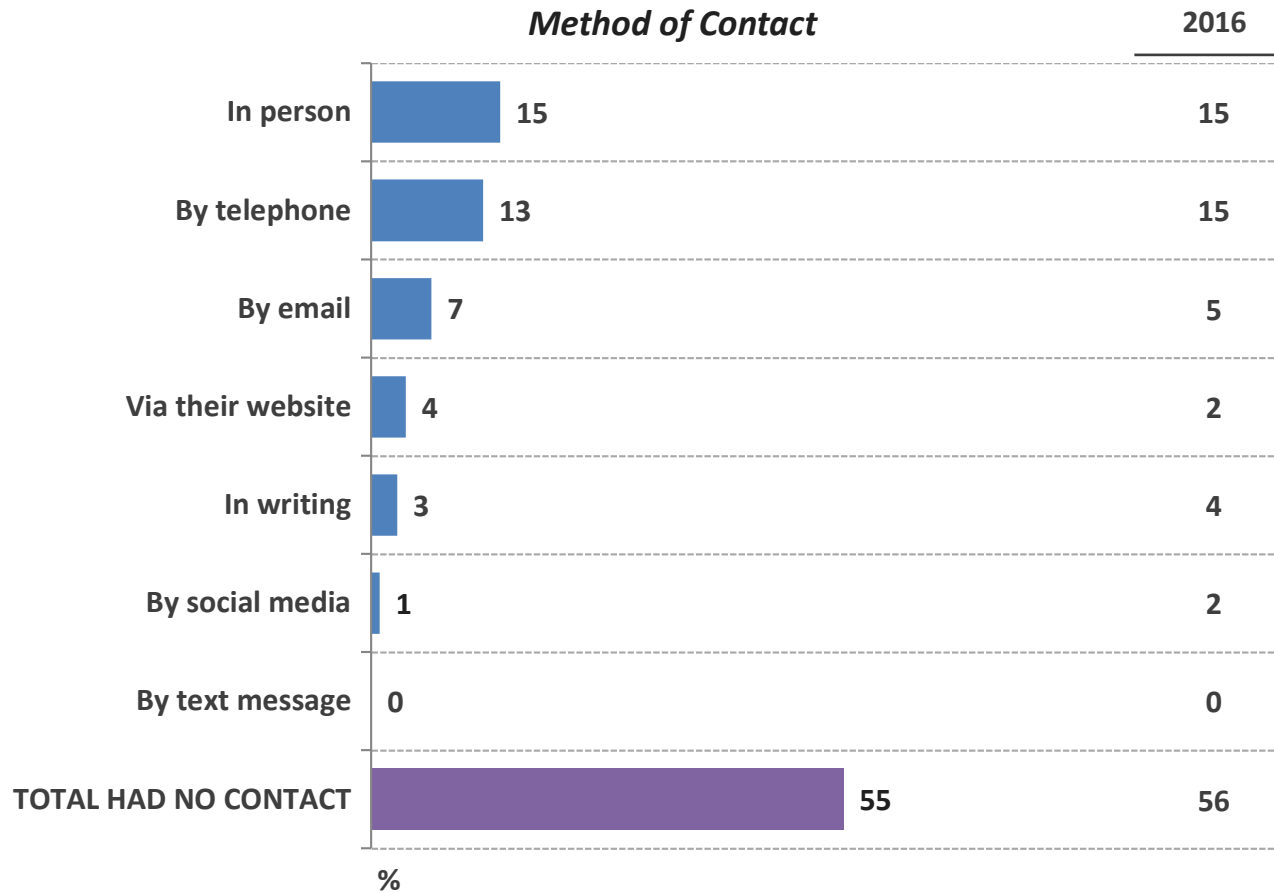
Q5a. Over the last 12 months, have you or any member of your household had any contact with Council in any of the following ways? In person, in writing, by telephone conversation, by text message, by email or via their website or social media such as Facebook or Twitter?

Base: All respondents.

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

# MOST RECENT METHOD OF CONTACT WITH COUNCIL

## DETAILED PERCENTAGES

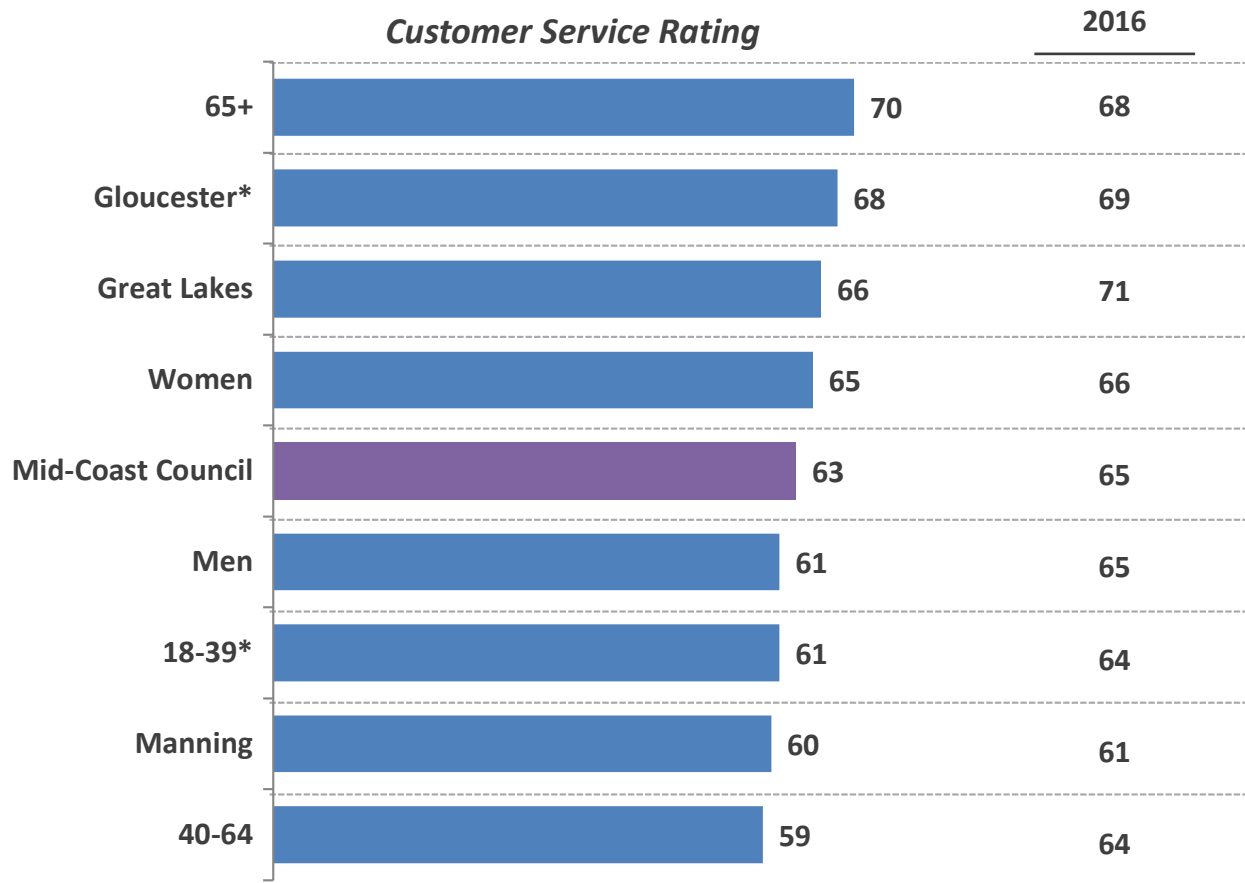


Q5b. What was the method of contact for the most recent contact you had with Mid-Coast Council?

Base: All respondents.

Note: Respondents could name multiple contacts methods so responses may add to more than 100%

# CONTACT CUSTOMER SERVICE INDEX SCORES



Q5c. Thinking of the most recent contact, how would you rate Mid-Coast Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

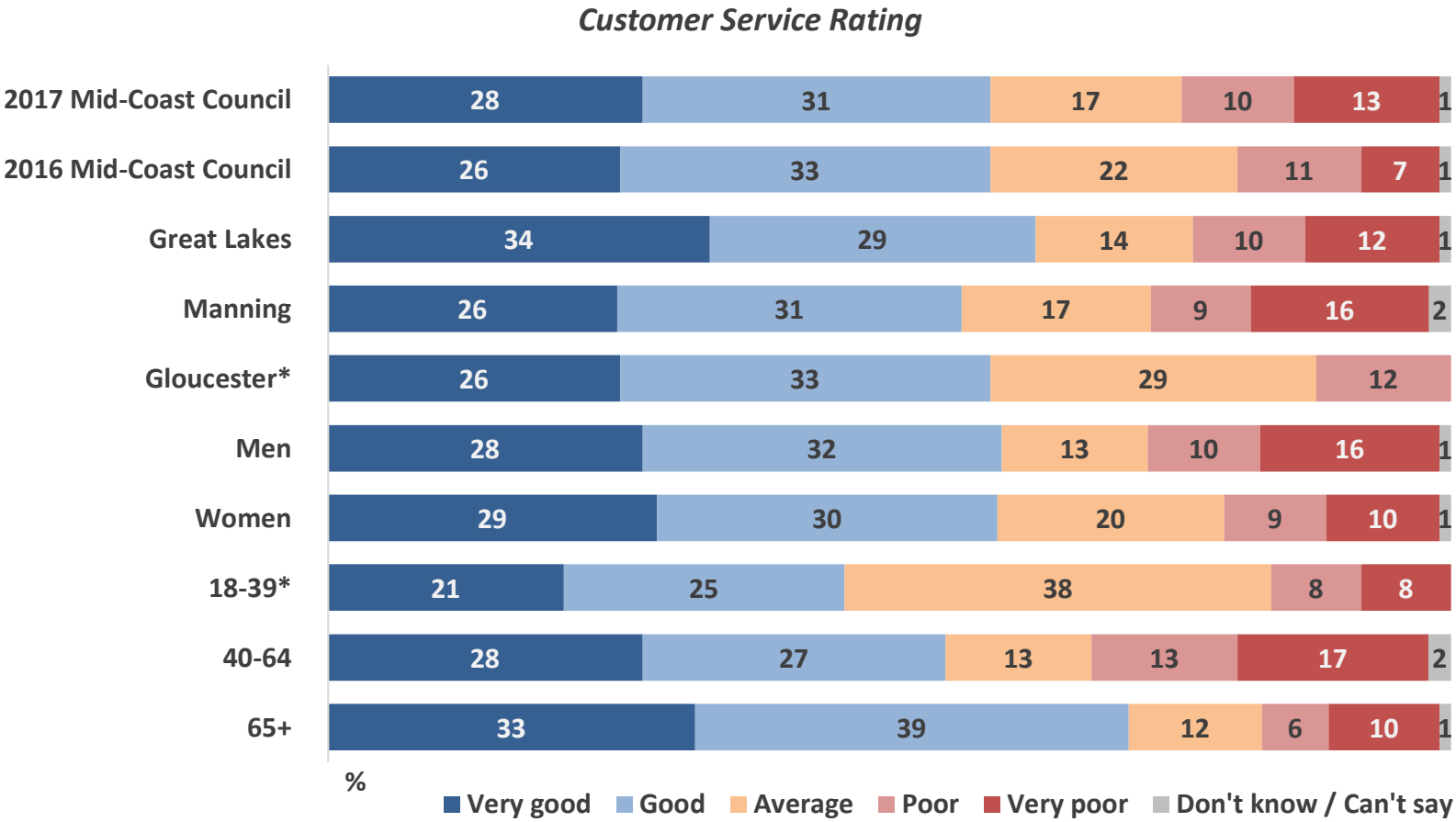
Base: All respondents who have had contact with Council in the last 12 months (n=423).

\*Caution: small sample size n<30



# CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES

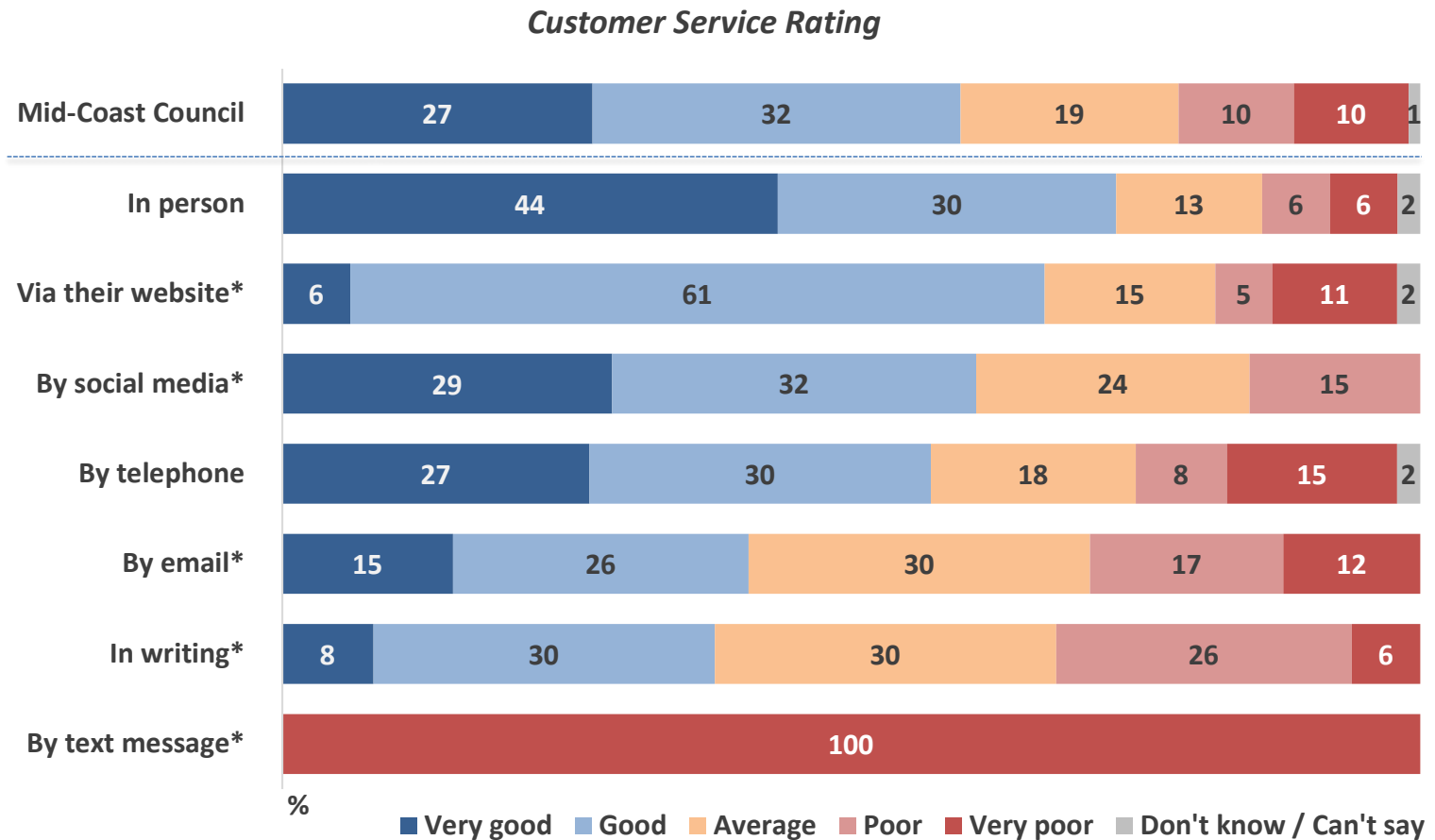


Q5c. Thinking of the most recent contact, how would you rate Mid-Coast Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.  
 Base: All respondents who have had contact with Council in the last 12 months.  
 \*Caution: small sample size n<30



# CONTACT CUSTOMER SERVICE

## DETAILED PERCENTAGES BY METHOD OF LAST CONTACT



Q5b. What was the method of contact for the most recent contact you had with Mid-Coast Council?

Q5c. Thinking of the most recent contact, how would you rate Mid-Coast Council for customer service? Please keep in mind we do not mean the actual outcome but rather the actual service that was received.

Base: All respondents who have had contact with Council in the last 12 months.

\*Caution: small sample size n<30



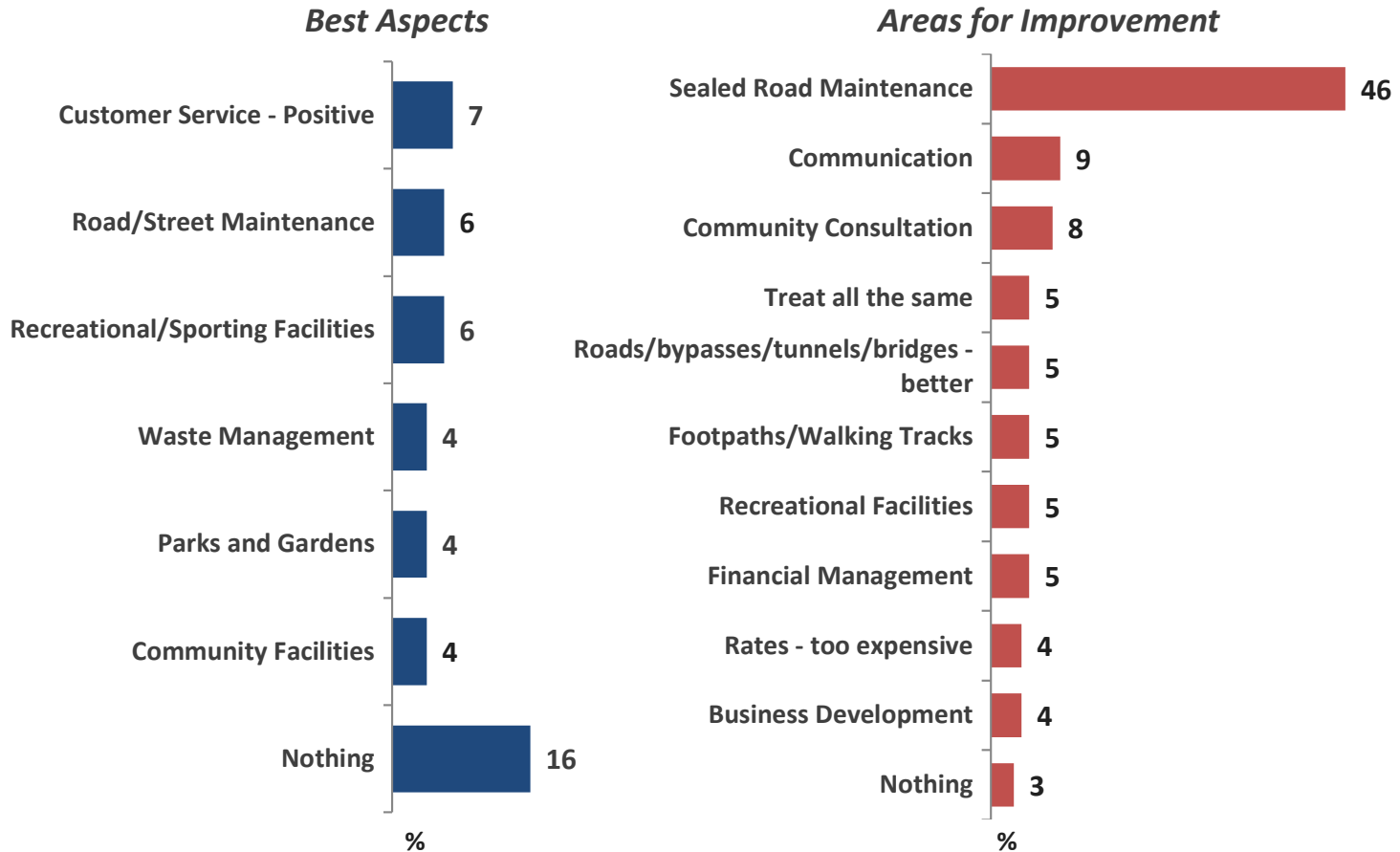
# POSITIVES AND AREAS FOR IMPROVEMENT



JWS RESEARCH

# BEST THINGS ABOUT COUNCIL AND SERVICES TO IMPROVE

## DETAILED PERCENTAGES



Q9. What does Mid-Coast Council MOST need to do to improve its performance in the next 12 months? Once again, it could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

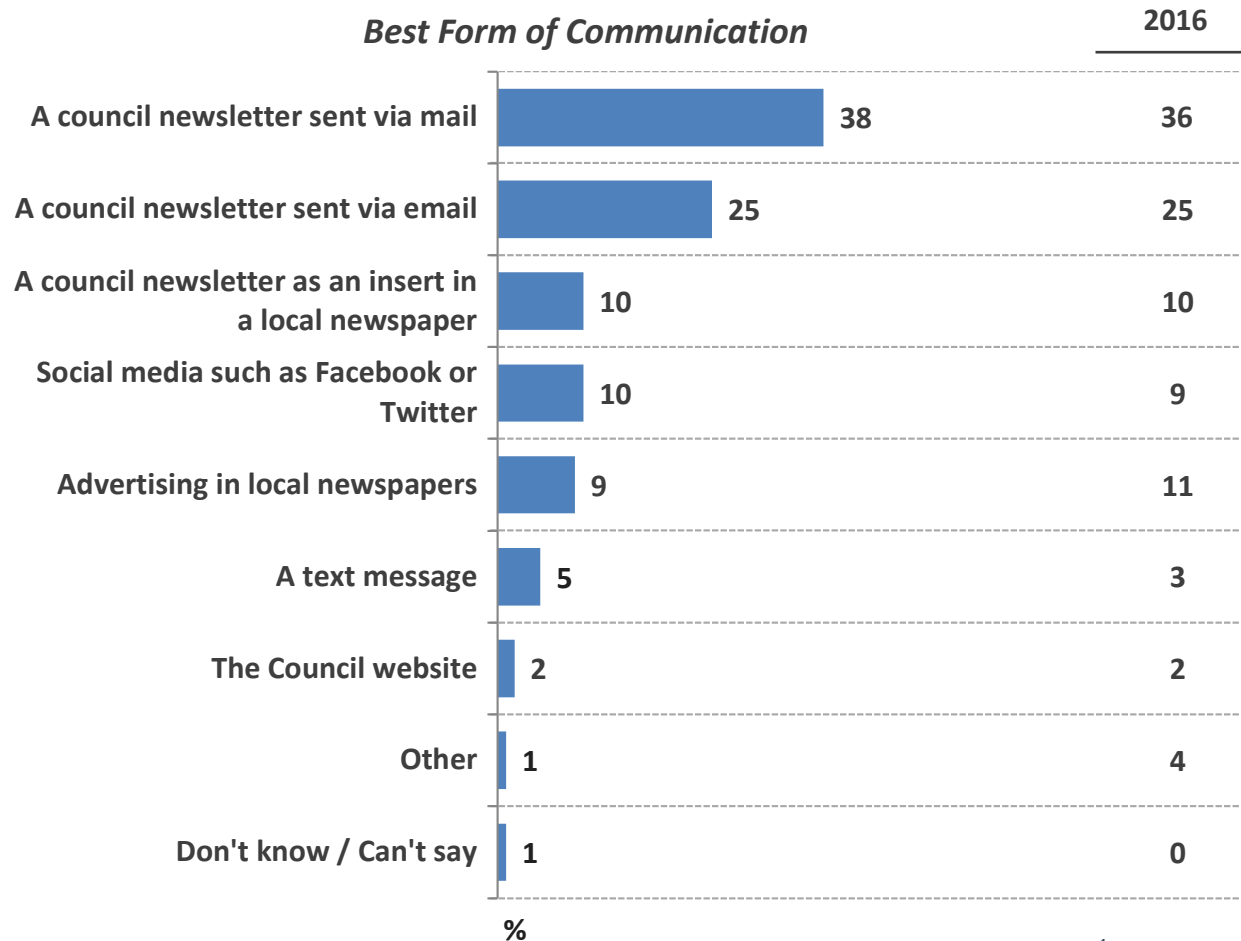
Q10. Please tell me what is the ONE BEST thing about Mid-Coast Council? It could be about any of the issues or services we have covered in this survey or it could be about something else altogether?

Base: All respondents.



# COMMUNICATIONS

# BEST FORMS OF COMMUNICATION

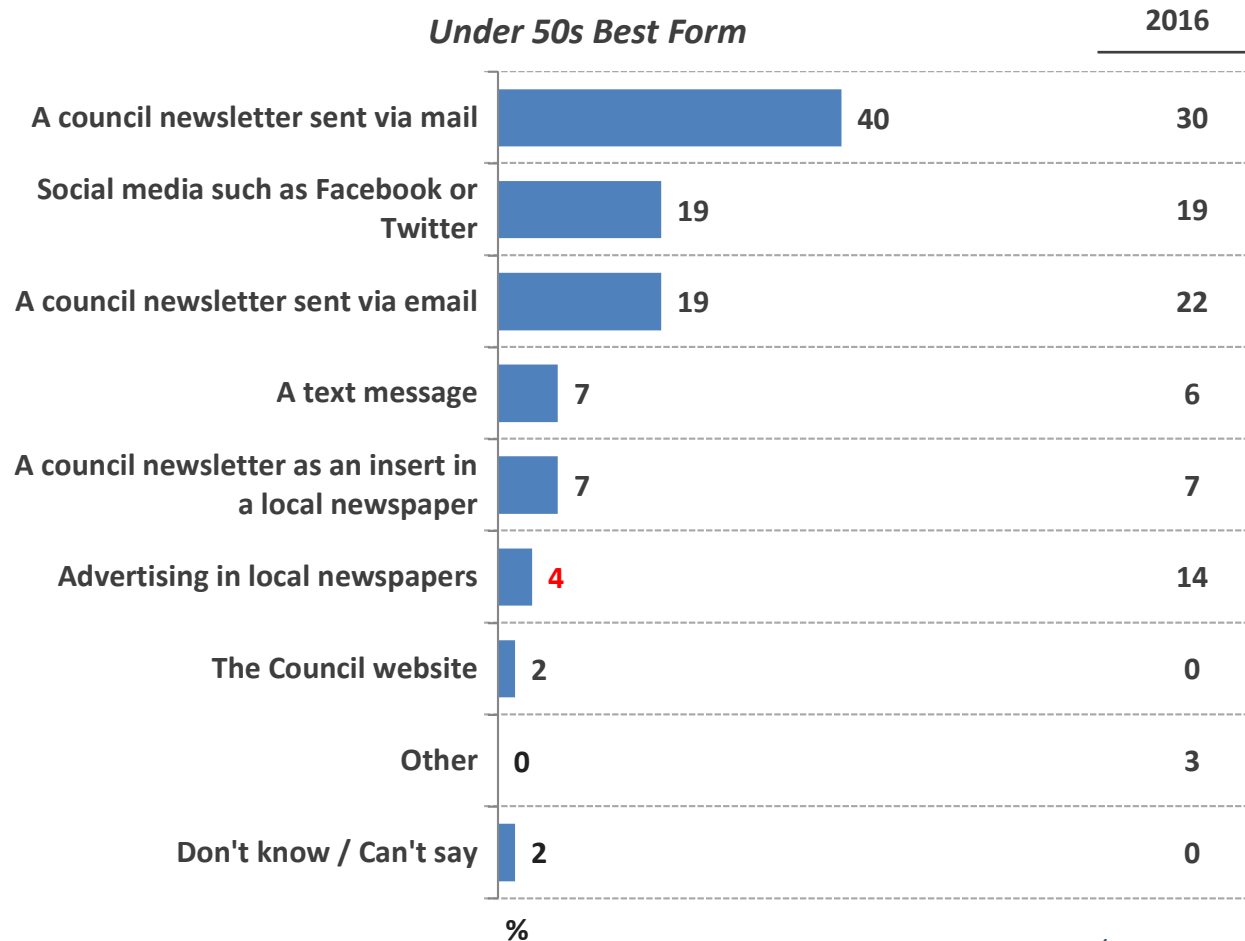


Q6. If Mid-Coast Council was going to get in touch with you to inform you about Mid-Coast Council news and information and upcoming events, which ONE of the following is the BEST way to communicate to you?

Base: All respondents.

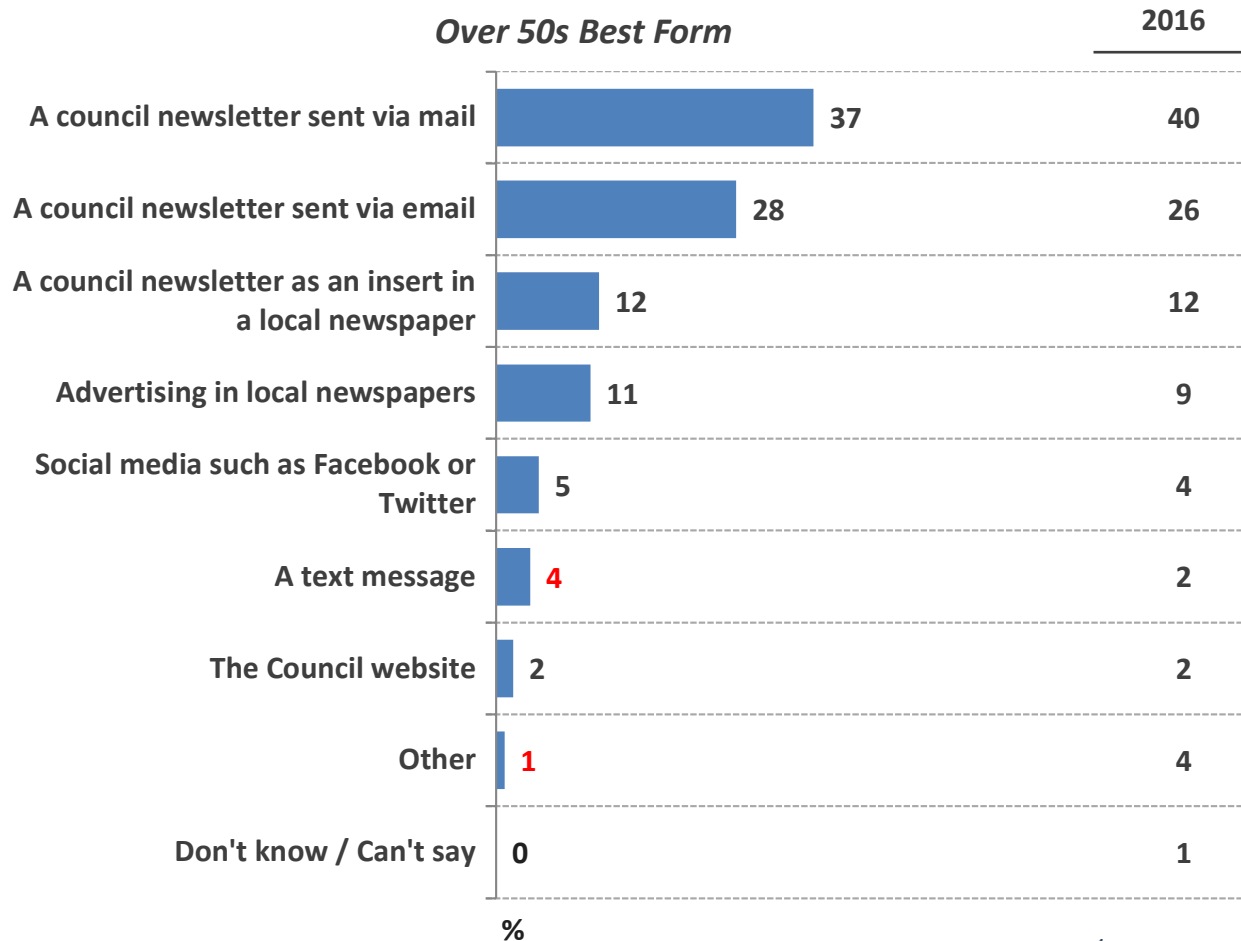


# BEST FORMS OF COMMUNICATION: UNDER 50S



Q6. If Mid-Coast Council was going to get in touch with you to inform you about Mid-Coast Council news and information and upcoming events, which ONE of the following is the BEST way to communicate to you?  
 Base: Respondents 18-49 years (n=227).

# 2017 BEST FORMS OF COMMUNICATION: OVER 50S

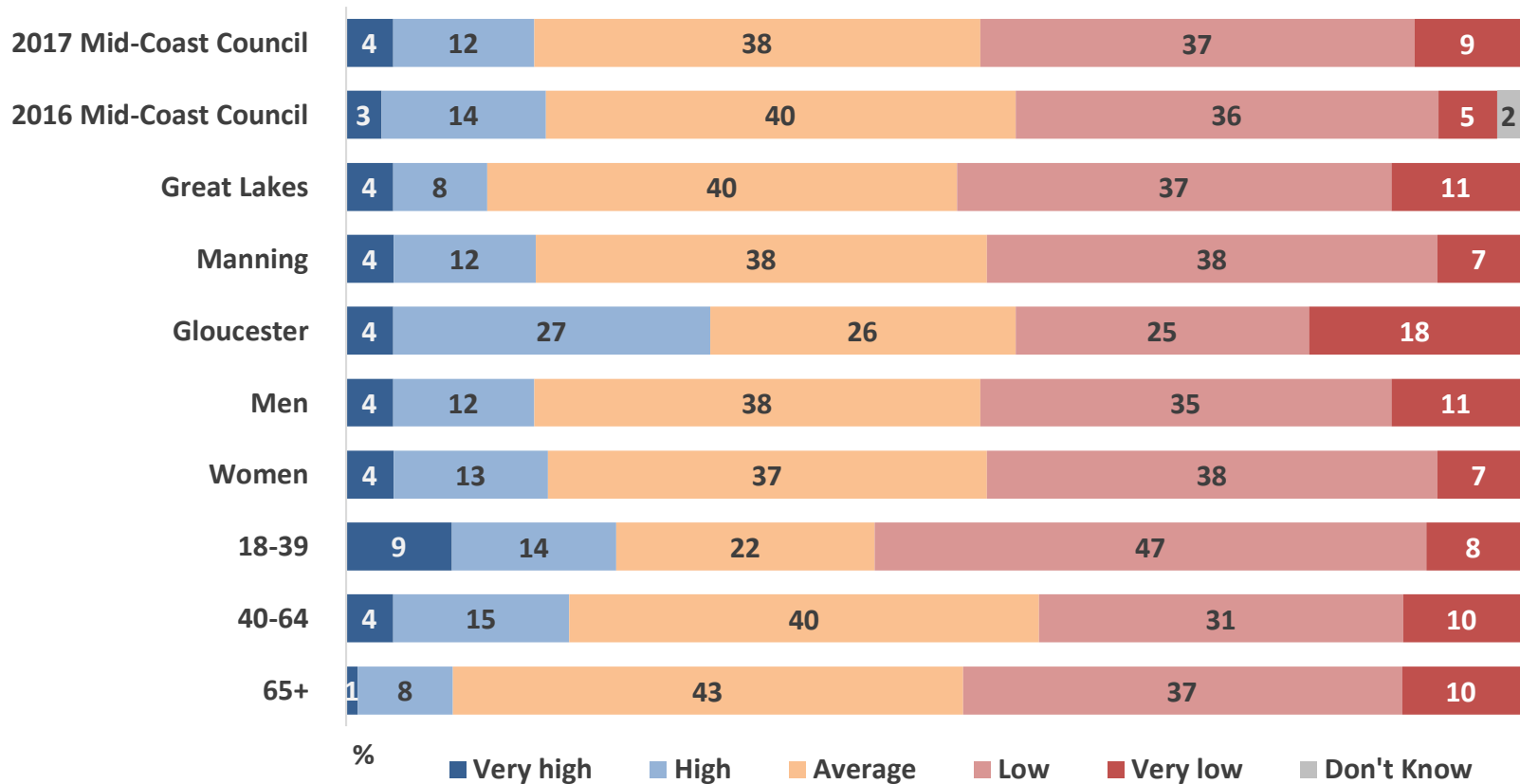


Q6. If Mid-Coast Council was going to get in touch with you to inform you about Mid-Coast Council news and information and upcoming events, which ONE of the following is the BEST way to communicate to you?  
 Base: Respondents 50+ years (n=773).

# USER OF COUNCIL SERVICES

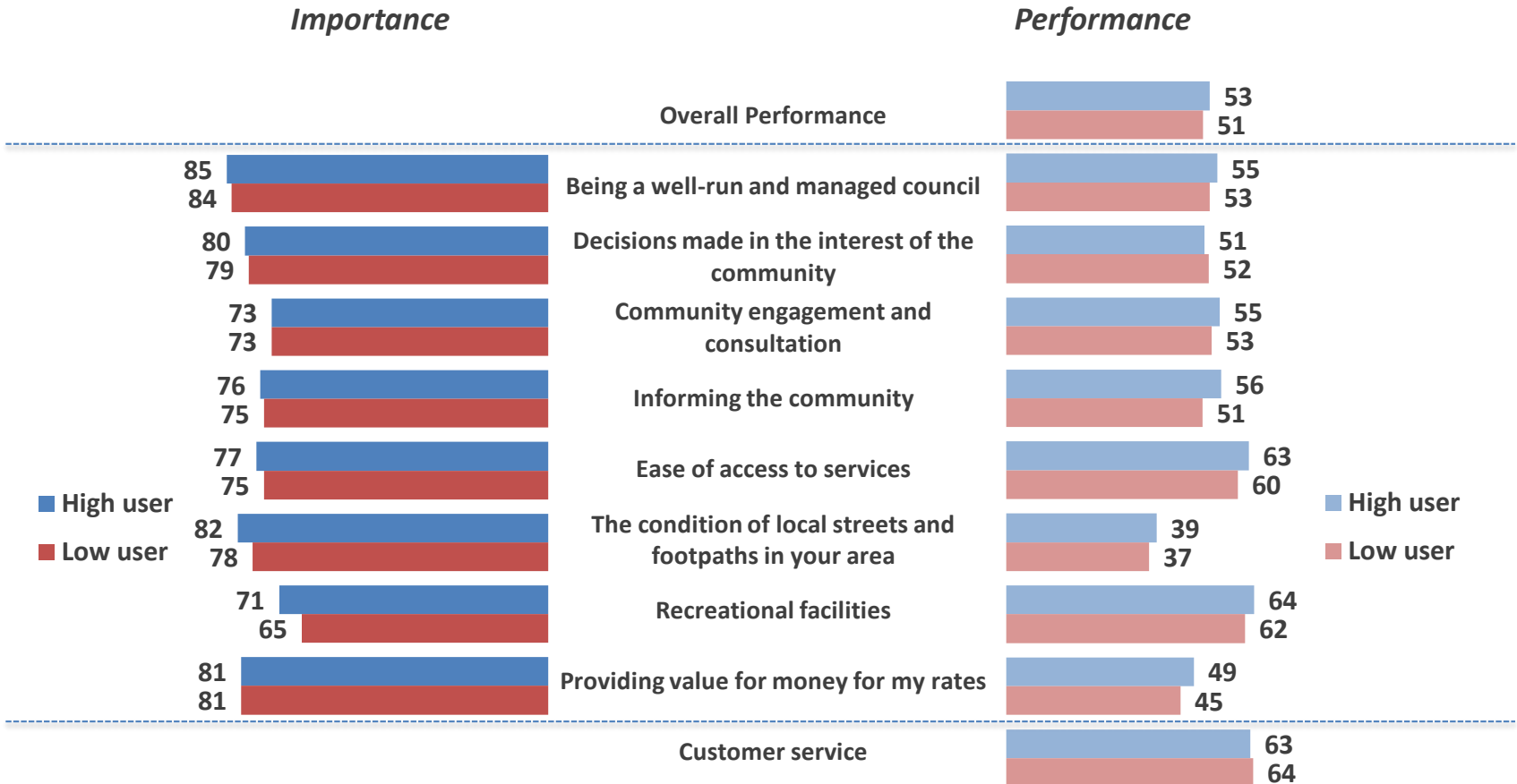
# USER OF COUNCIL SERVICES

*User of Council Services*



Q7. Would you consider yourself to be a high or low user of your council services? Is that...  
 Base: All respondents.

# CORE MEASURES INDEX SCORE RESULTS BY USER OF SERVICES



Q7. Would you consider yourself to be a high or low user of your council services? Is that...

Base: All respondents.

Note: 'High user' is defined as 'very high', 'high' or 'average' user of council services. 'Low user' is defined as 'low' or 'very low' user of council services.

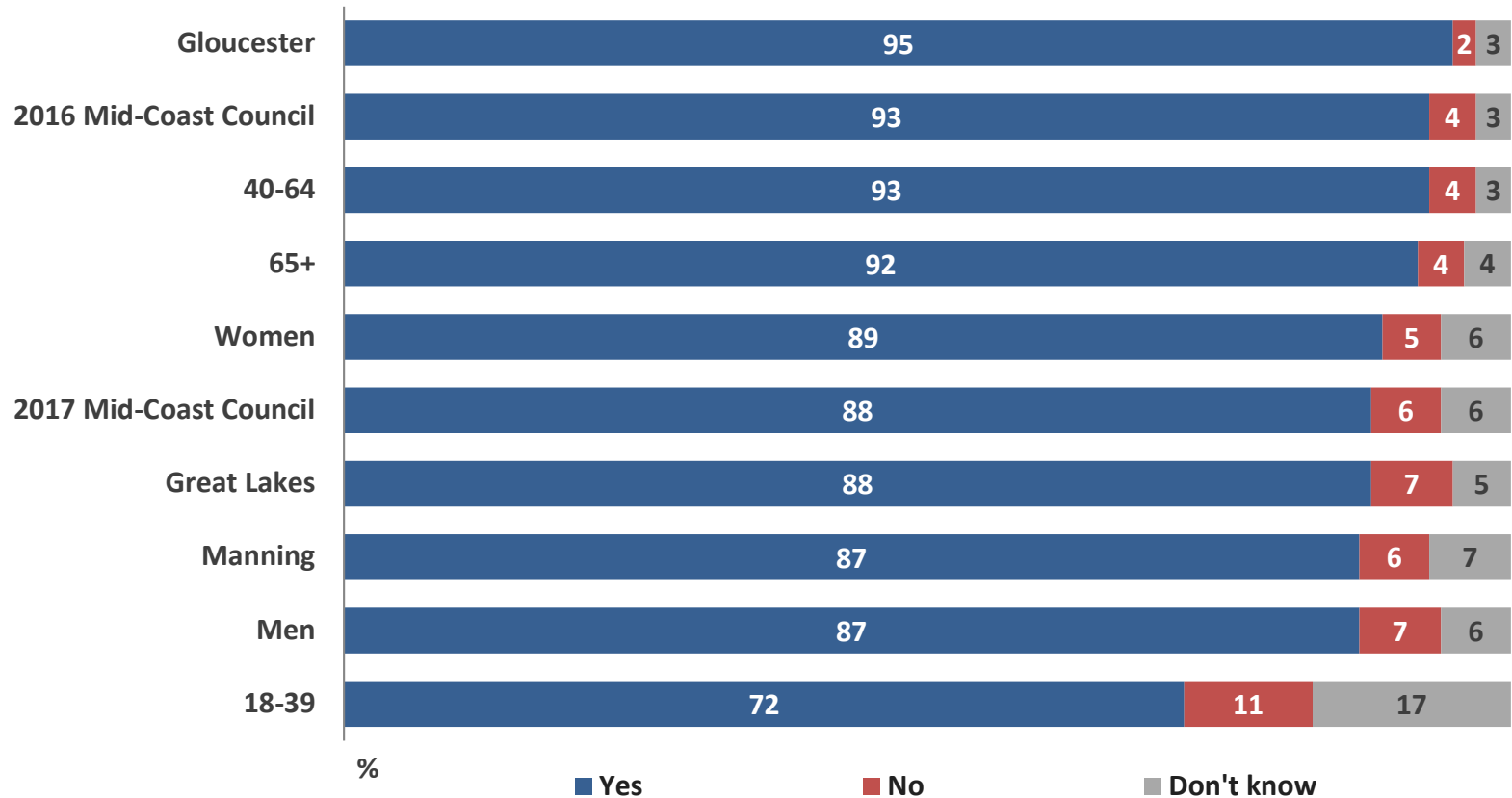


# KNOWLEDGE OF MERGERS



# KNOWLEDGE OF MERGERS

*Knowledge of Mergers*



Q8. There have recently been some changes to local government. To your knowledge, has your council been involved in a merger with another council?

Base: All respondents.



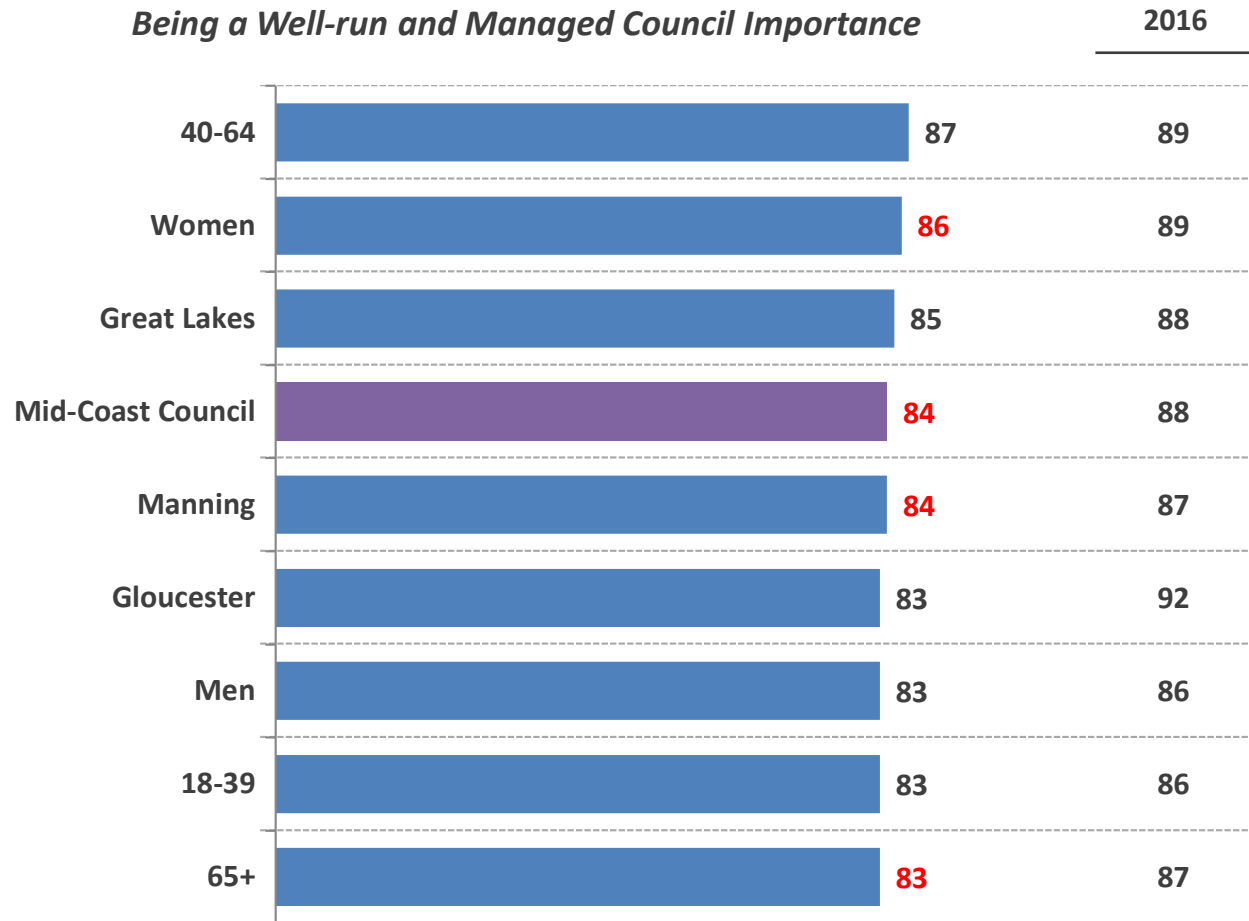
# INDIVIDUAL SERVICE AREAS



JWS RESEARCH

# BEING A WELL-RUN AND MANAGED COUNCIL

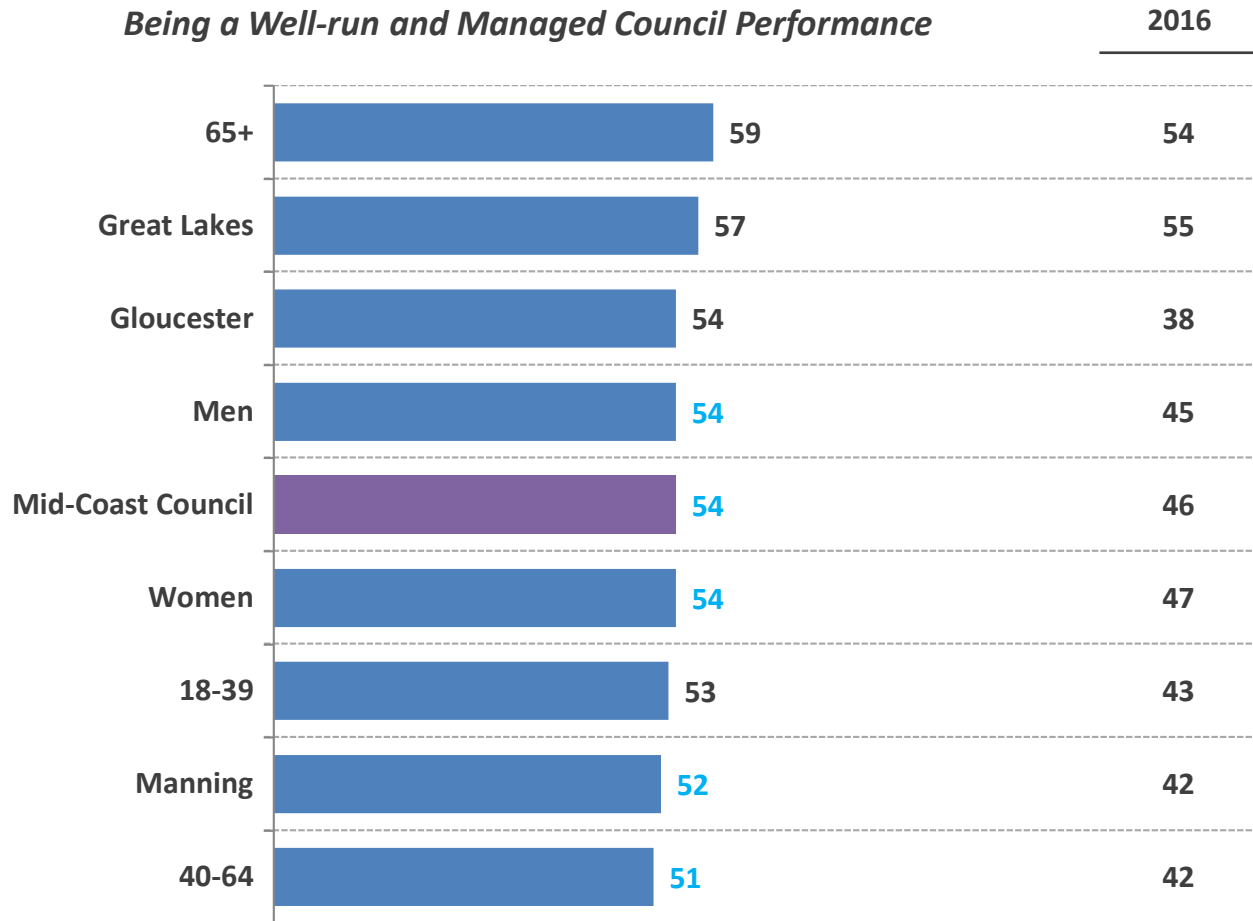
## IMPORTANCE INDEX SCORES



Q2. Firstly, how important should 'being a well-run and managed council' be as a responsibility for Mid-Coast Council?  
 Base: All respondents.

# BEING A WELL-RUN AND MANAGED COUNCIL

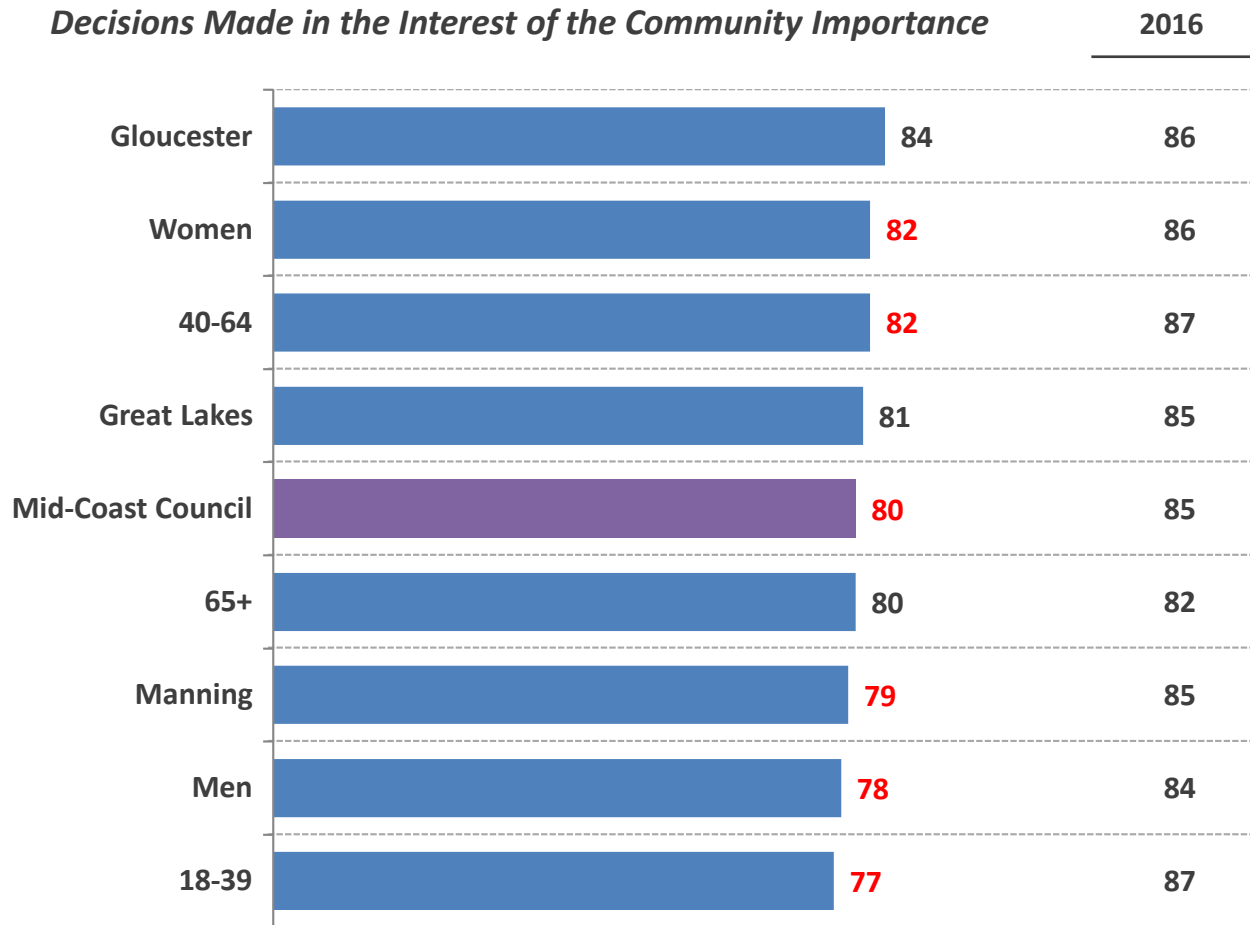
## PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'being a well-run and managed council'?  
 Base: All respondents.

# DECISIONS MADE IN THE INTEREST OF THE COMMUNITY

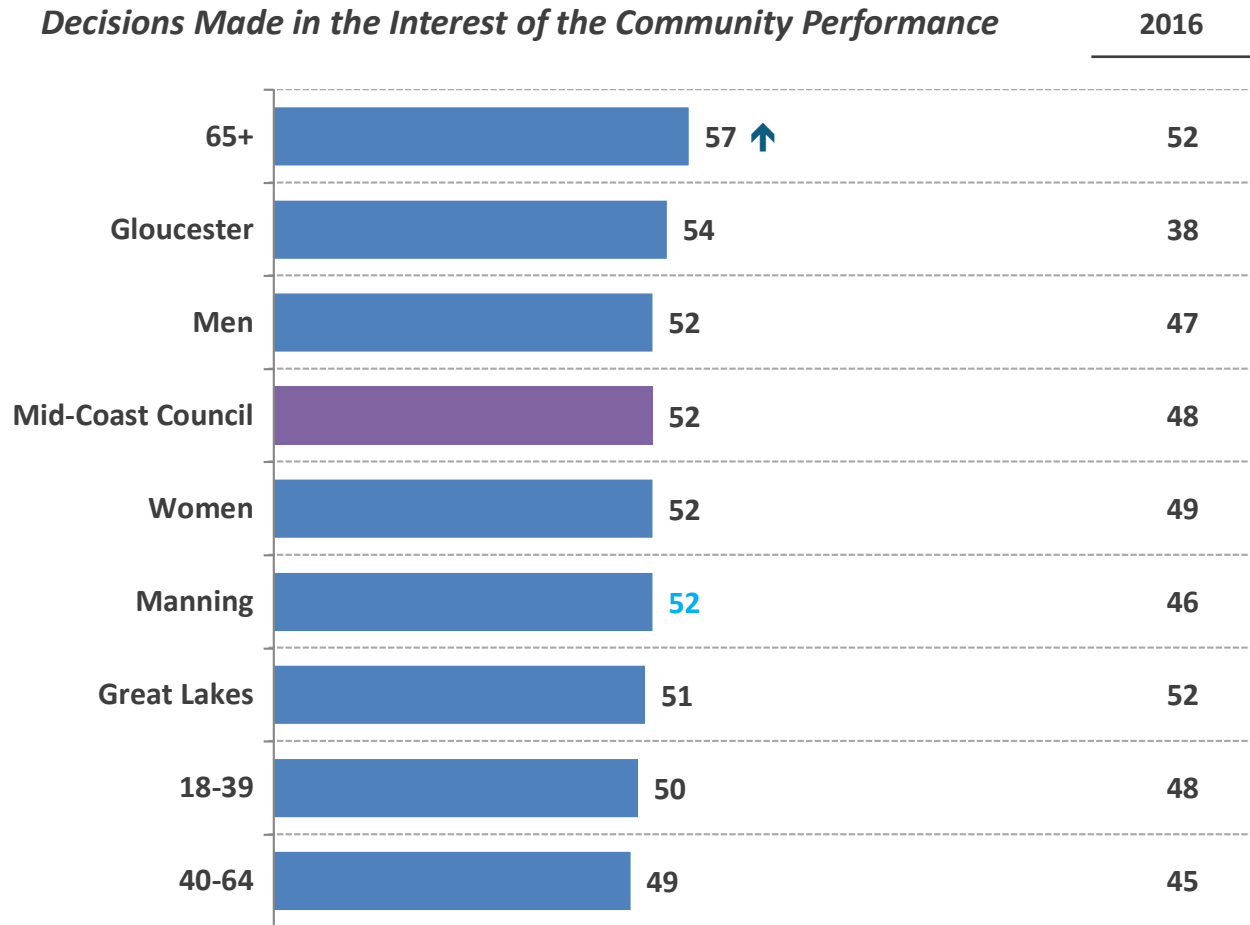
## IMPORTANCE INDEX SCORES



Q2. Firstly, how important should 'decisions made in the interest of the community' be as a responsibility for Mid-Coast Council?

Base: All respondents.

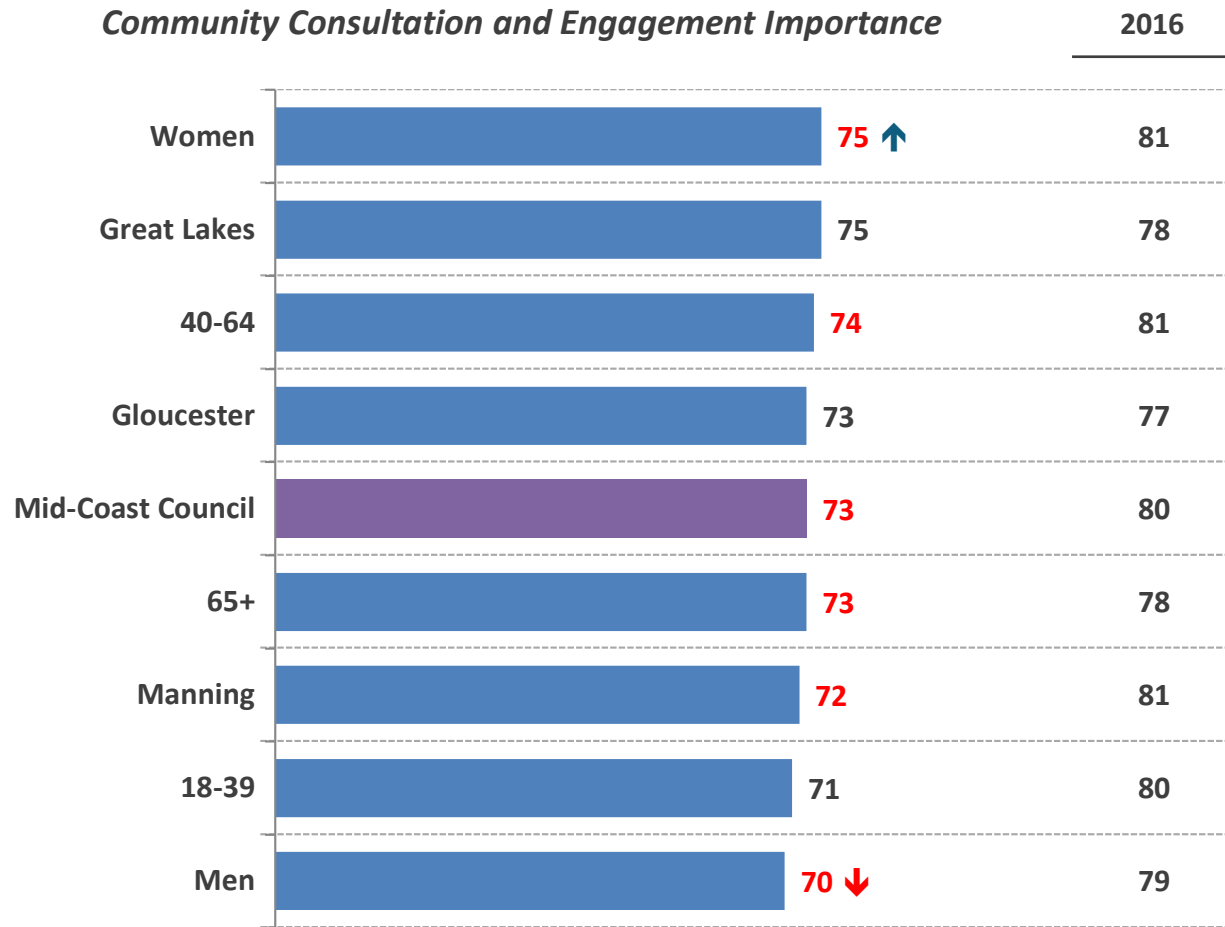
# DECISIONS MADE IN THE INTEREST OF THE COMMUNITY PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'decisions made in the interest of the community'?  
Base: All respondents.



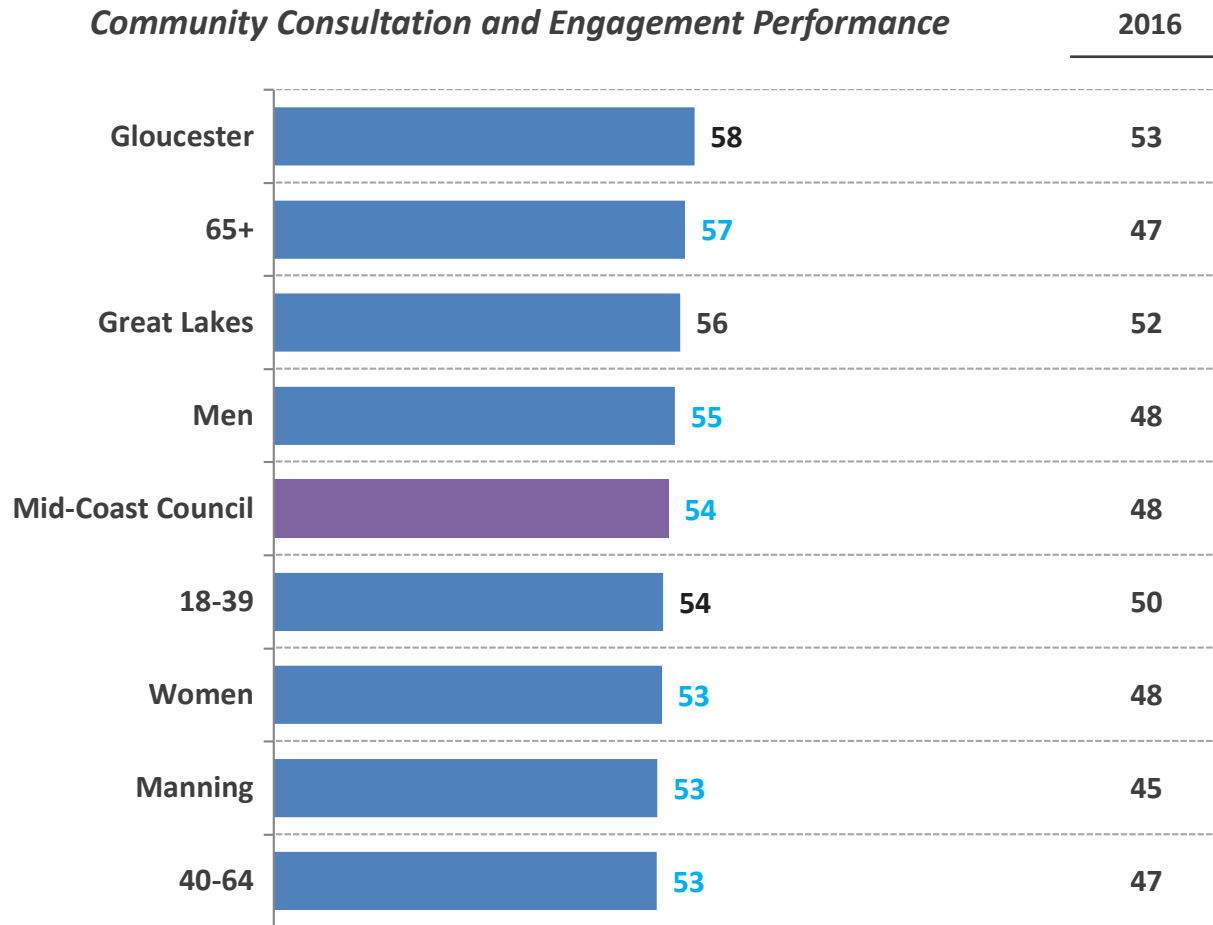
# COMMUNITY CONSULTATION AND ENGAGEMENT IMPORTANCE INDEX SCORES



Q2. Firstly, how important should 'community consultation and engagement' be as a responsibility for Mid-Coast Council?

Base: All respondents.

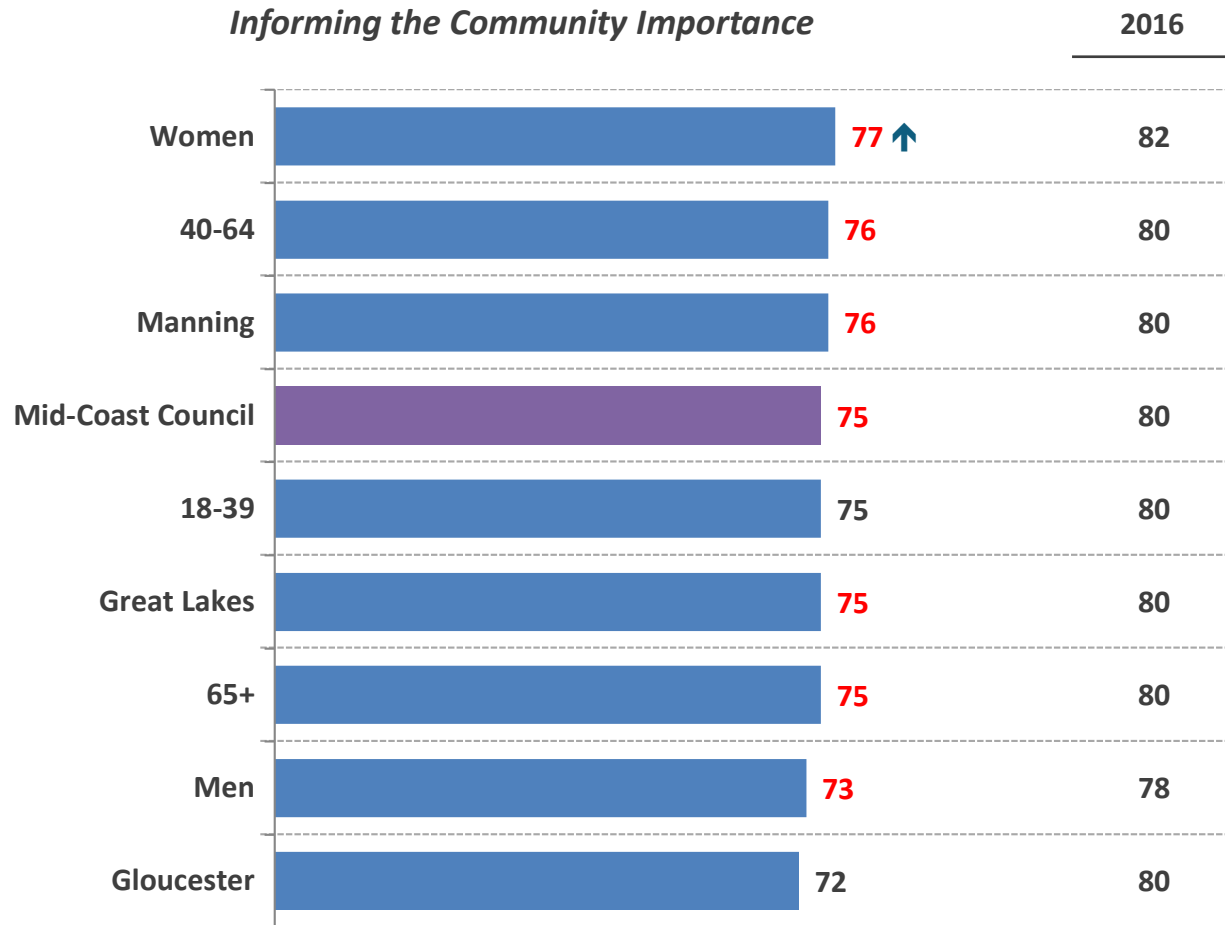
# COMMUNITY CONSULTATION AND ENGAGEMENT PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'community consultation and engagement'?  
Base: All respondents.

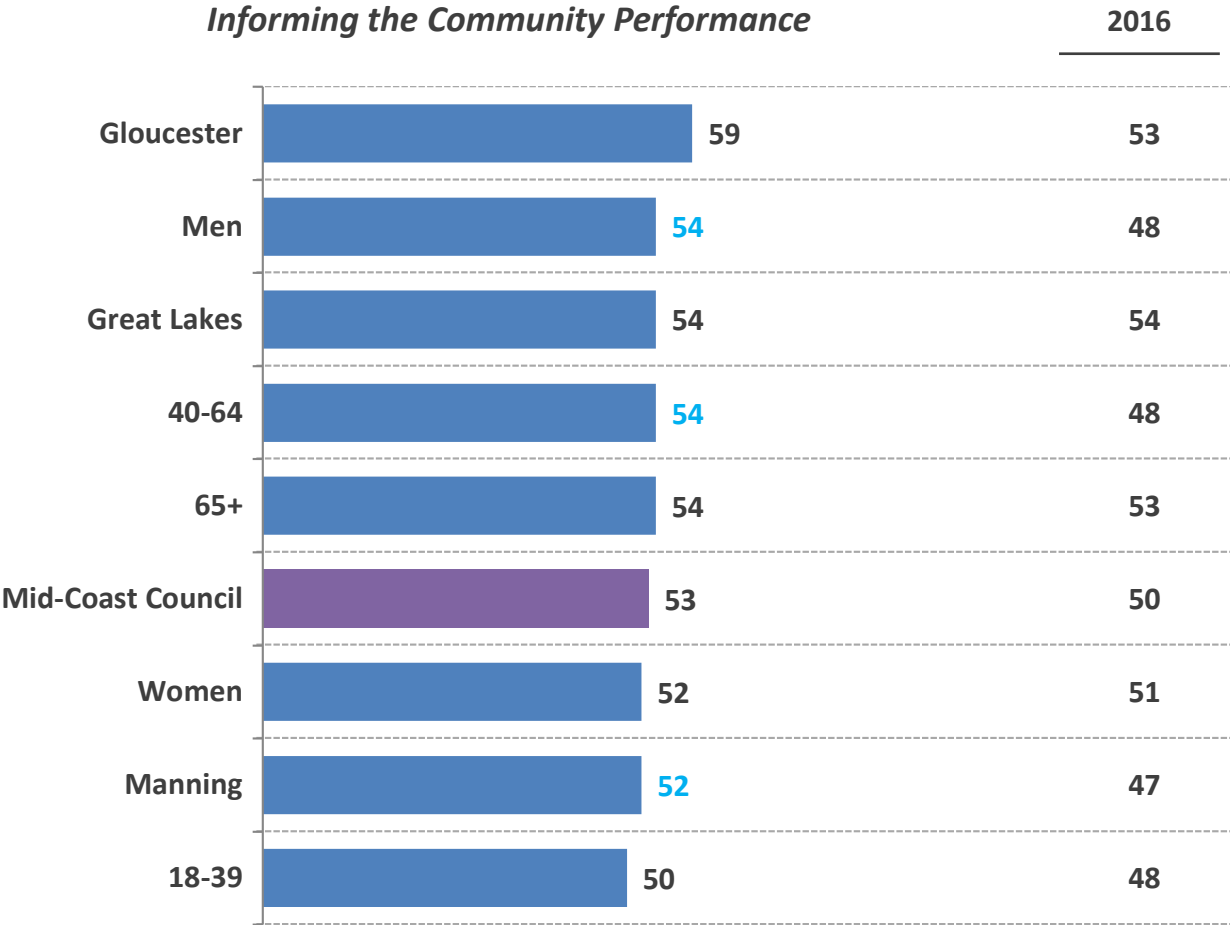
# INFORMING THE COMMUNITY

## IMPORTANCE INDEX SCORES



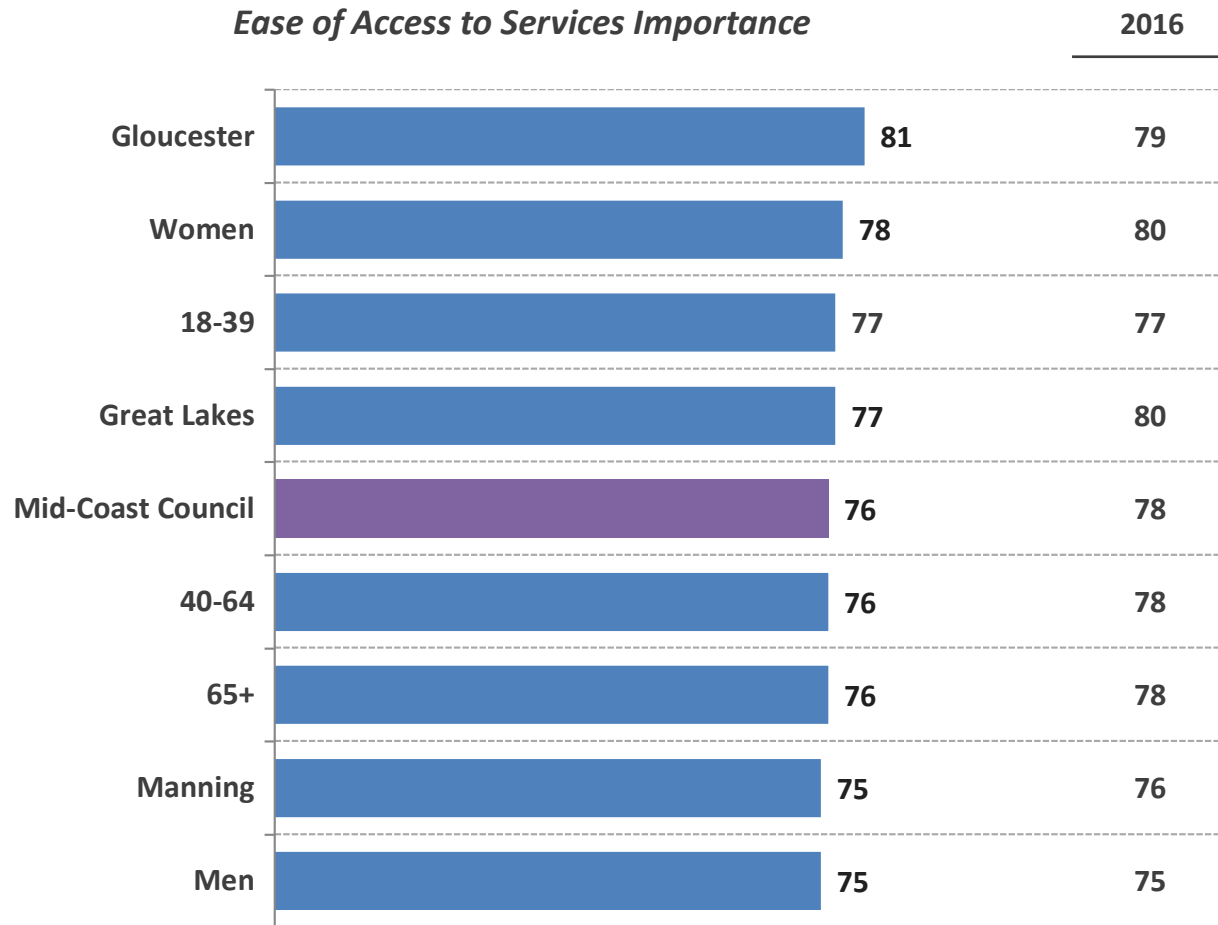
Q2. Firstly, how important should 'informing the community' be as a responsibility for Mid-Coast Council?  
 Base: All respondents.

# INFORMING THE COMMUNITY PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'informing the community'?  
Base: All respondents.

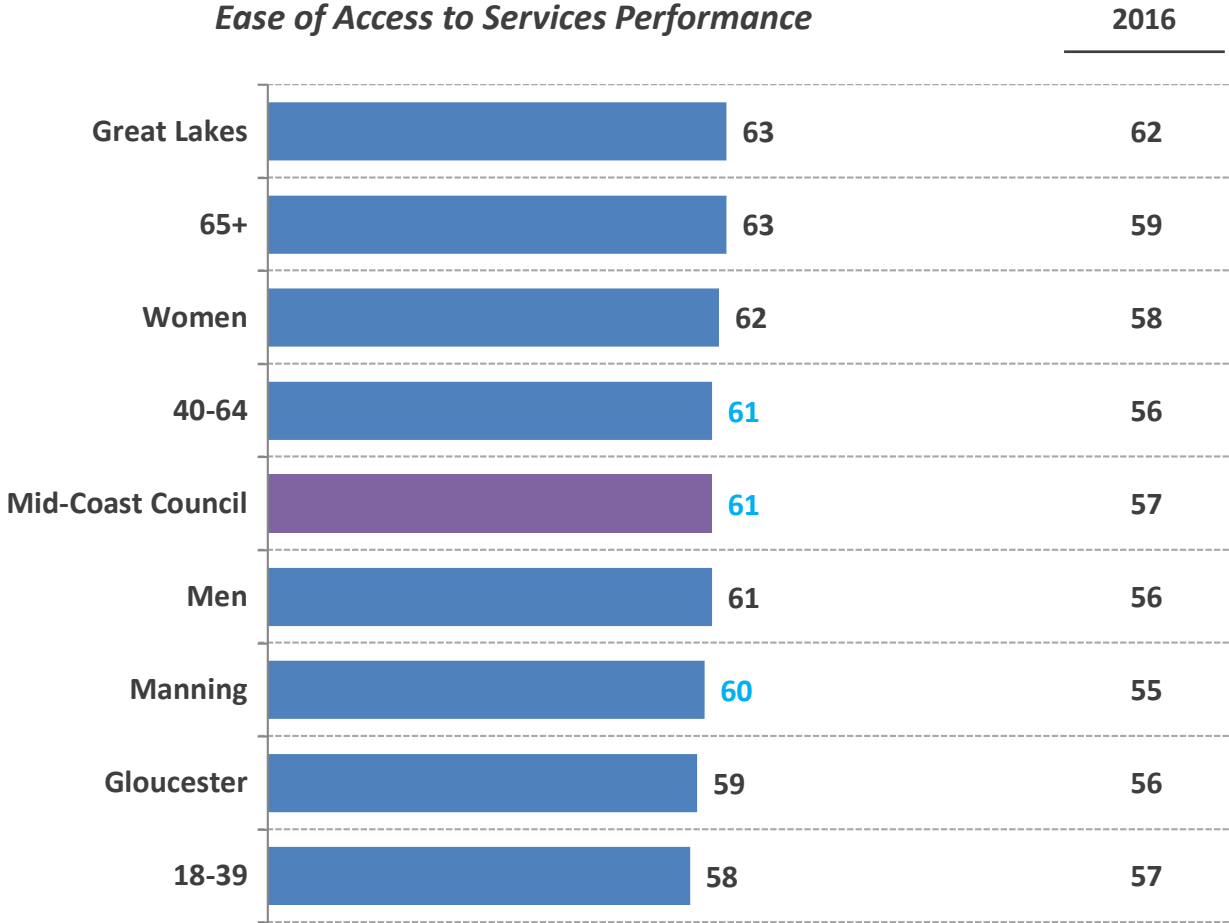
# EASE OF ACCESS TO SERVICES IMPORTANCE INDEX SCORES



Q2. Firstly, how important should 'ease of access to services' be as a responsibility for Mid-Coast Council?  
Base: All respondents.



# EASE OF ACCESS TO SERVICES PERFORMANCE INDEX SCORES

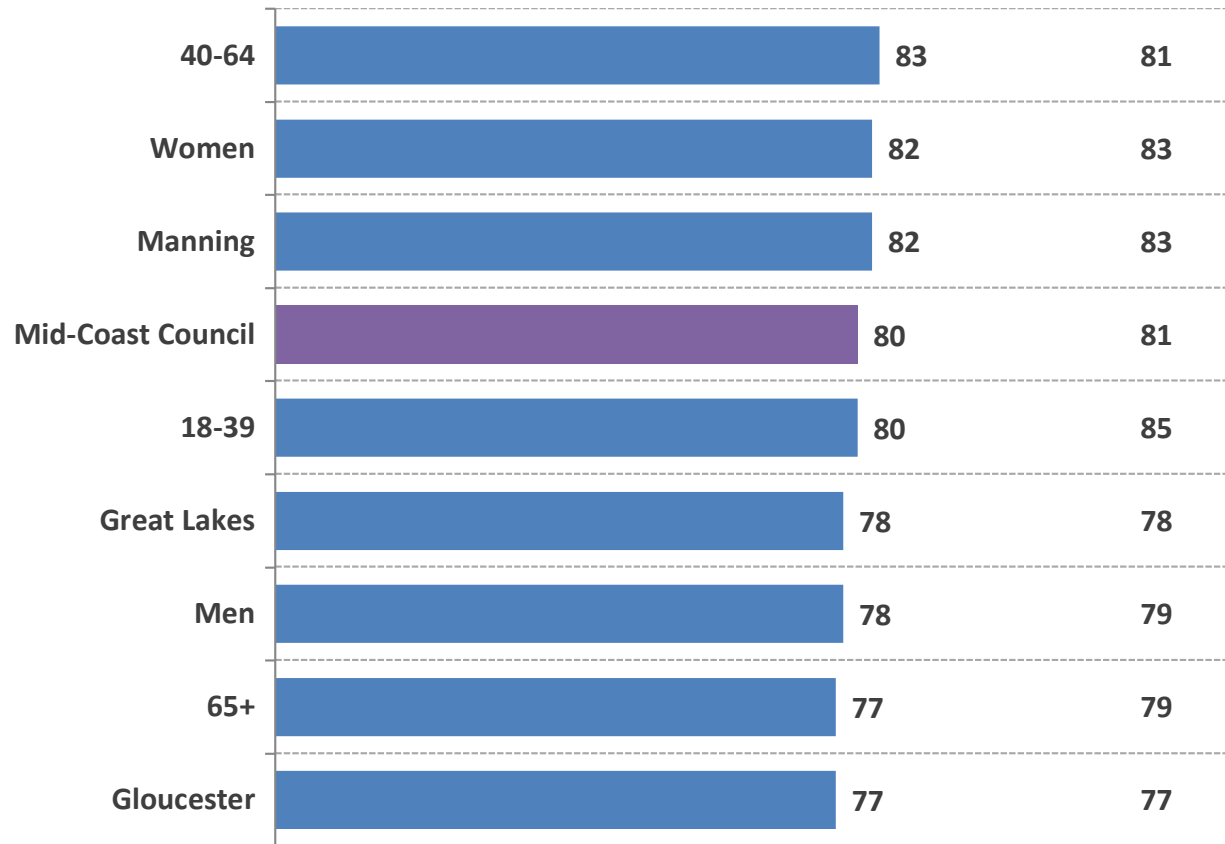


Q3. How has Mid-Coast Council performed recently on 'ease of access to services'?  
Base: All respondents.

# THE CONDITION OF LOCAL STREETS AND FOOTPATHS

## IMPORTANCE INDEX SCORES

*The Condition of Local Streets and Footpaths in Your Area Importance* 2016

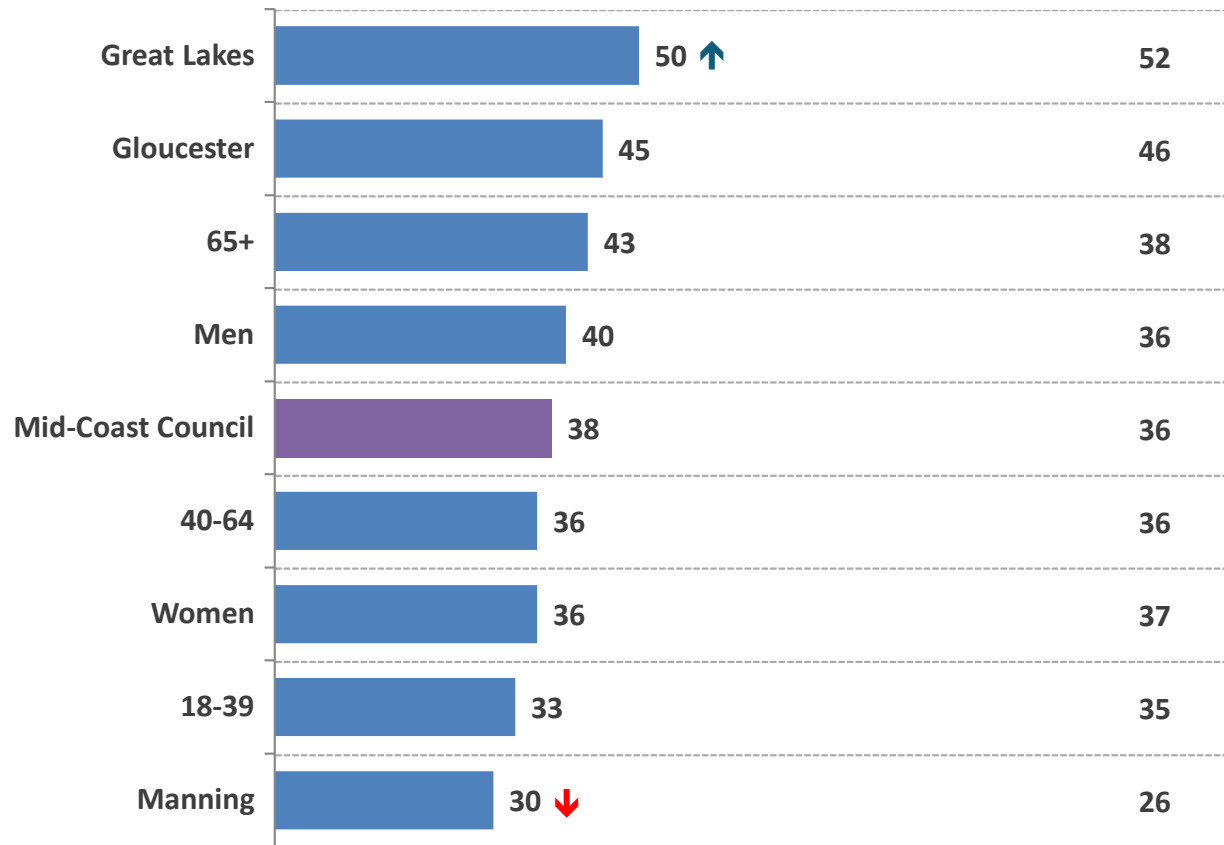


Q2. Firstly, how important should 'the condition of local streets and footpaths in your area' be as a responsibility for Mid-Coast Council?

# THE CONDITION OF LOCAL STREETS AND FOOTPATHS

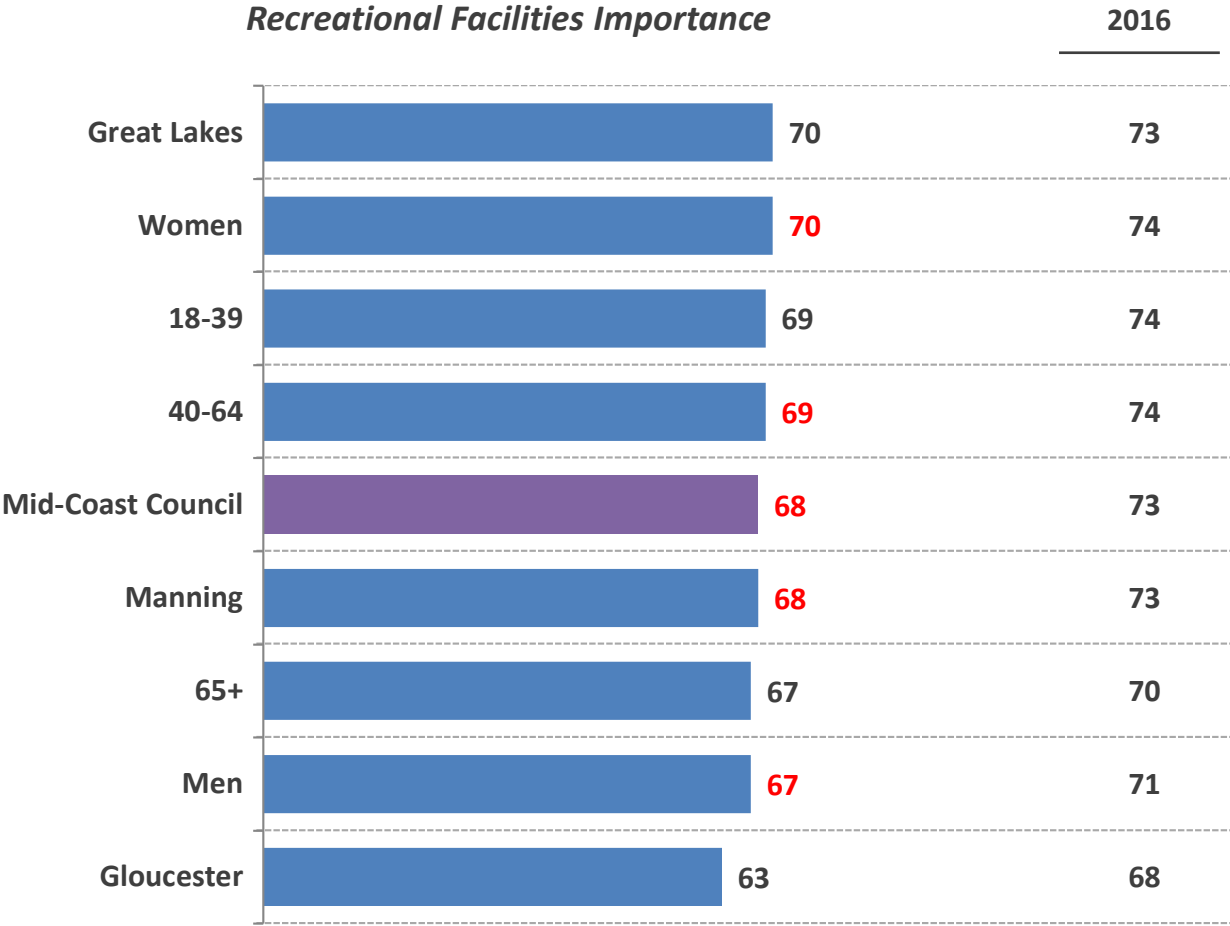
## PERFORMANCE INDEX SCORES

*The Condition of Local Streets and Footpaths in Your Area Performance* 2016



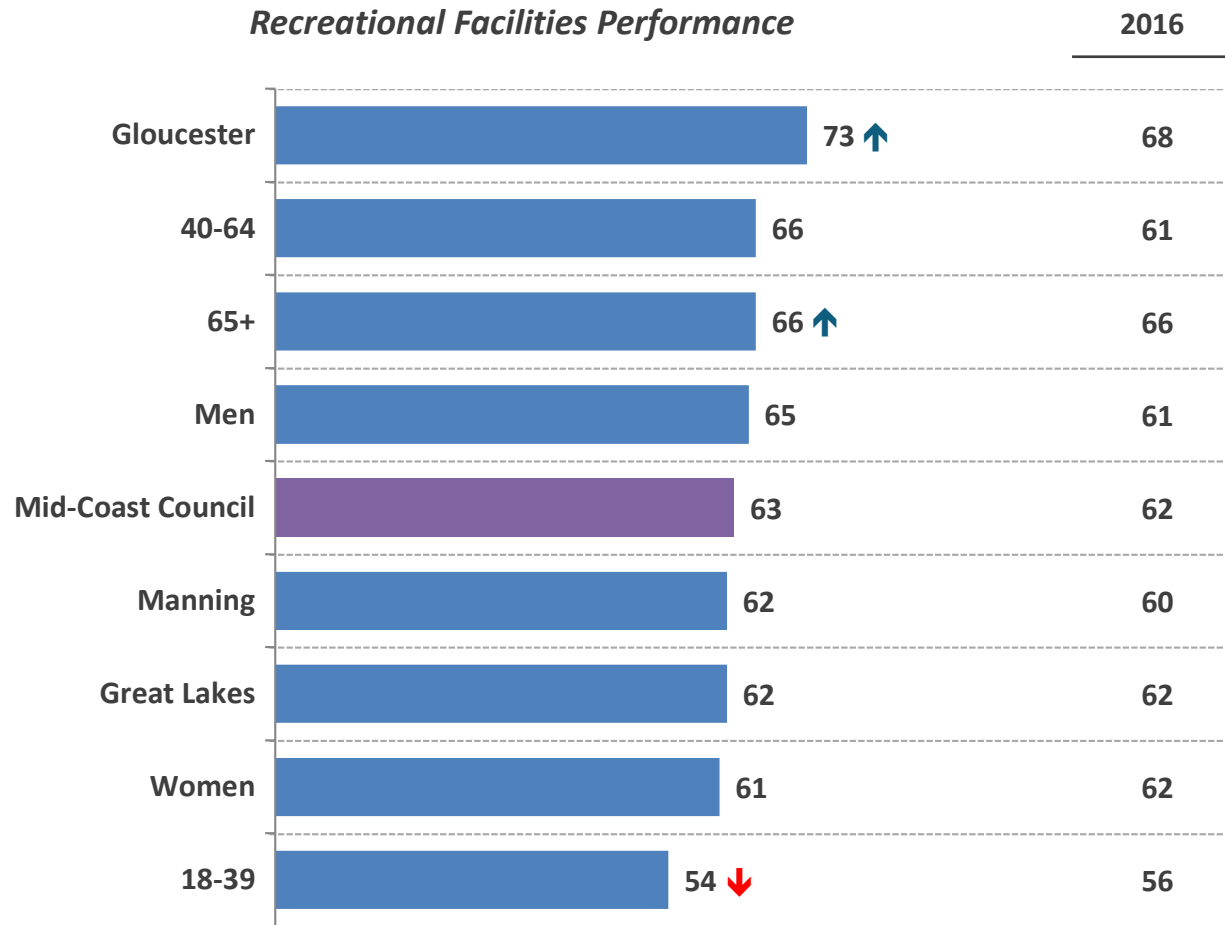
Q3. How has Mid-Coast Council performed recently on 'the condition of local streets and footpaths in your area'?  
Base: All respondents.

# RECREATIONAL FACILITIES IMPORTANCE INDEX SCORES



Q2. Firstly, how important should 'recreational facilities' be as a responsibility for Mid-Coast Council?  
Base: All respondents.

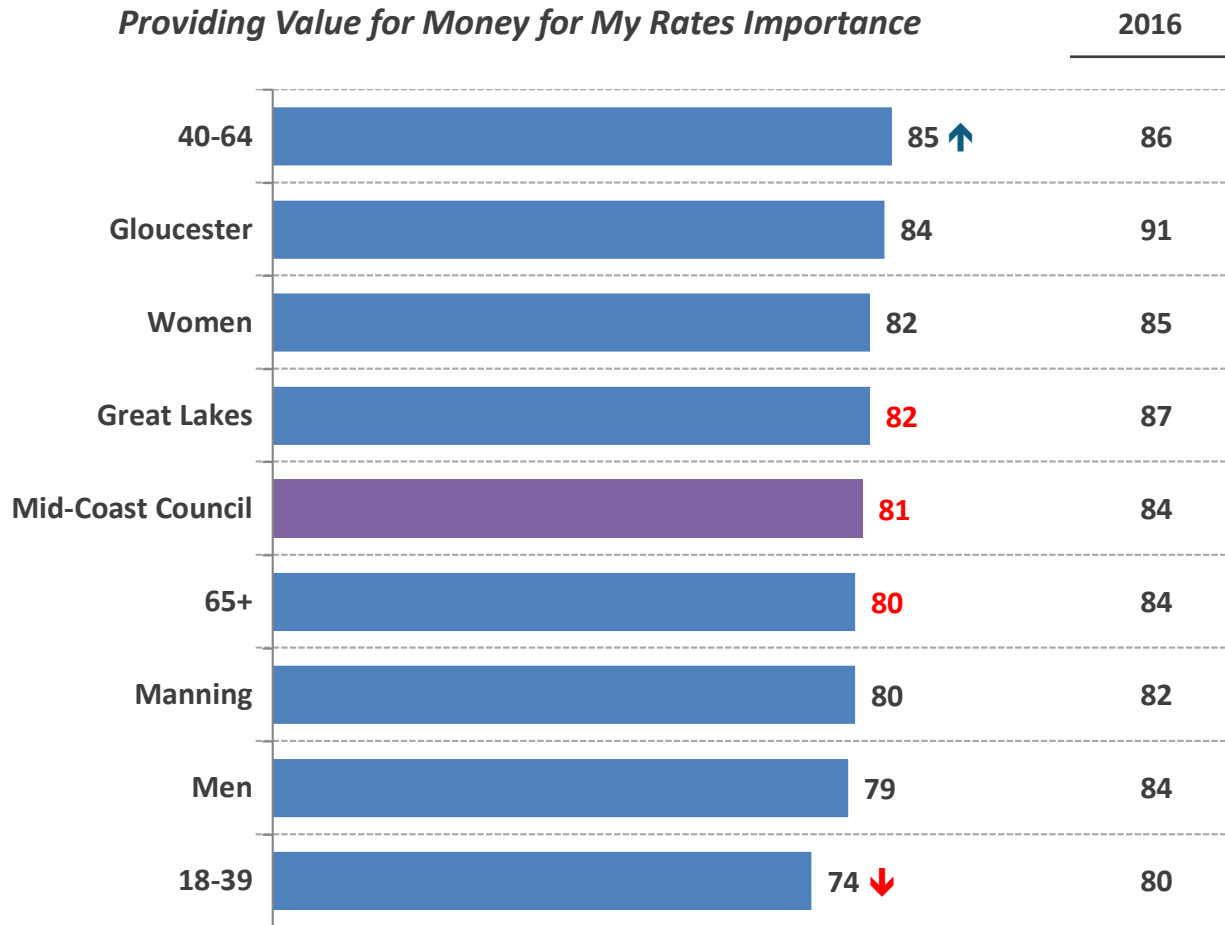
# RECREATIONAL FACILITIES PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'recreational facilities'?  
Base: All respondents.

# PROVIDING VALUE FOR MONEY FOR MY RATES

## IMPORTANCE INDEX SCORES

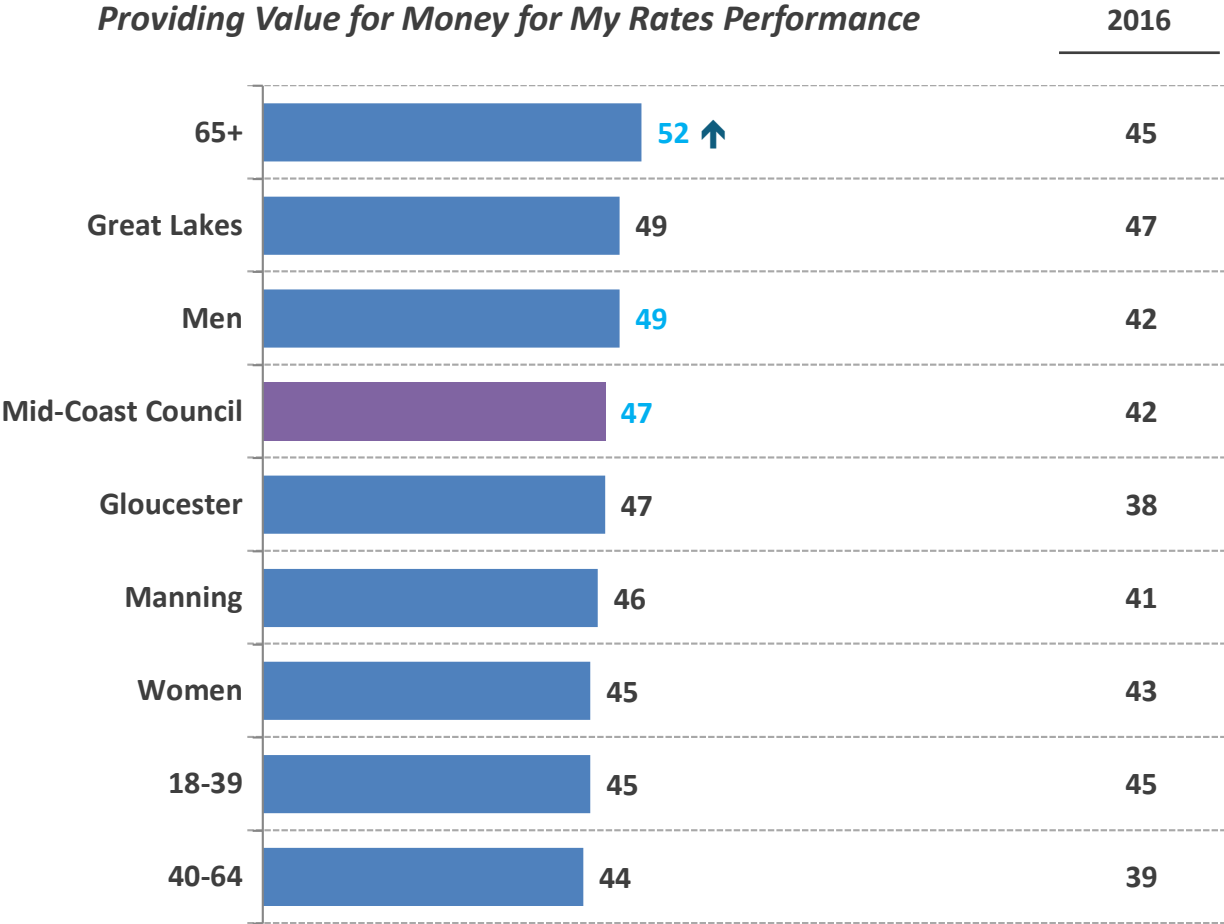


Q2. Firstly, how important should 'providing value for money for my rates' be as a responsibility for Mid-Coast Council?  
 Base: All respondents.



# PROVIDING VALUE FOR MONEY FOR MY RATES

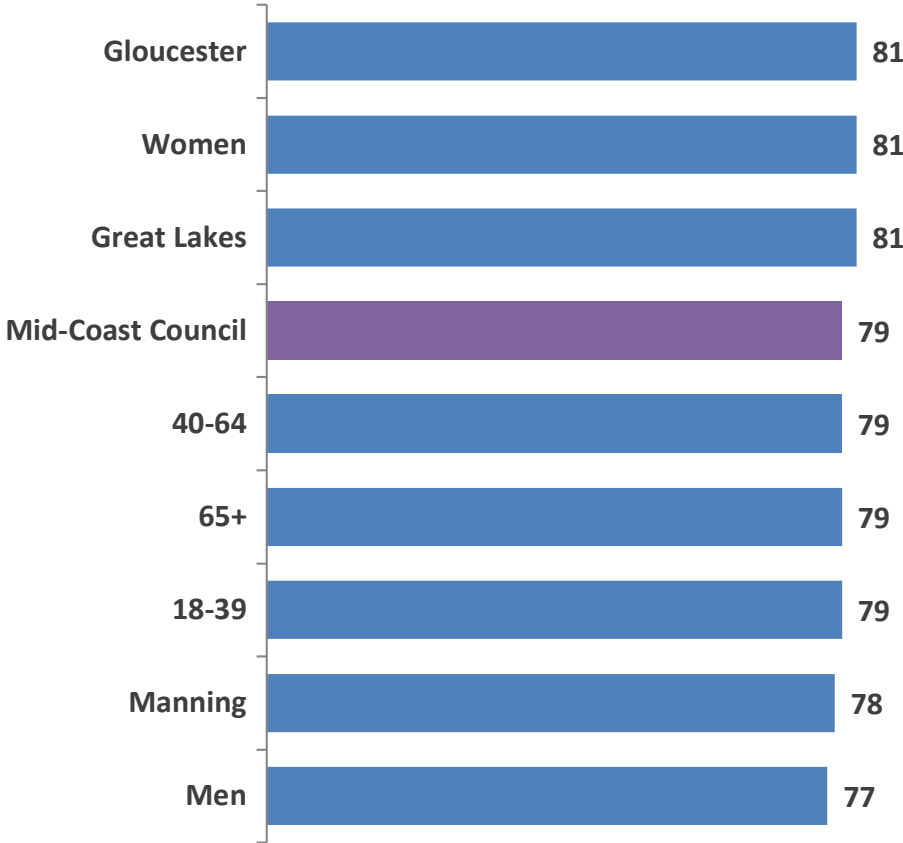
## PERFORMANCE INDEX SCORES



Q3. How has Mid-Coast Council performed recently on 'providing value for money for my rates'?  
Base: All respondents.

# WATER AND SEWERAGE SERVICES IMPORTANCE INDEX SCORES

*Water and Sewerage Services Importance*

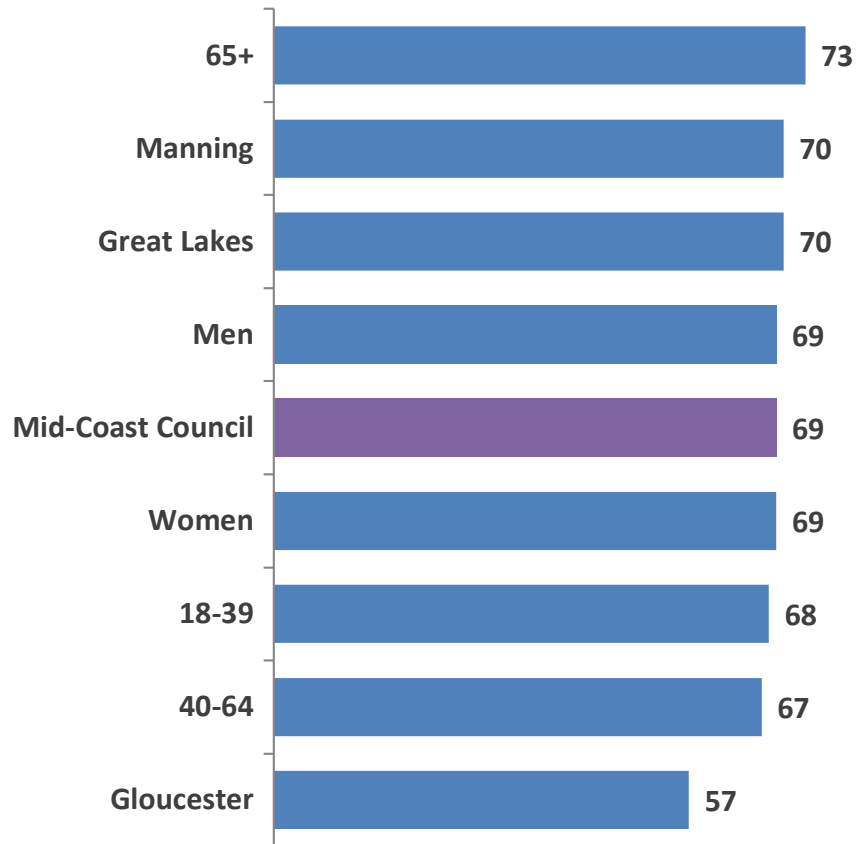


Q2. Firstly, how important should 'water and sewerage services' be as a responsibility for Mid-Coast Council?  
Base: All respondents.

# WATER AND SEWERAGE SERVICES PERFORMANCE INDEX SCORES

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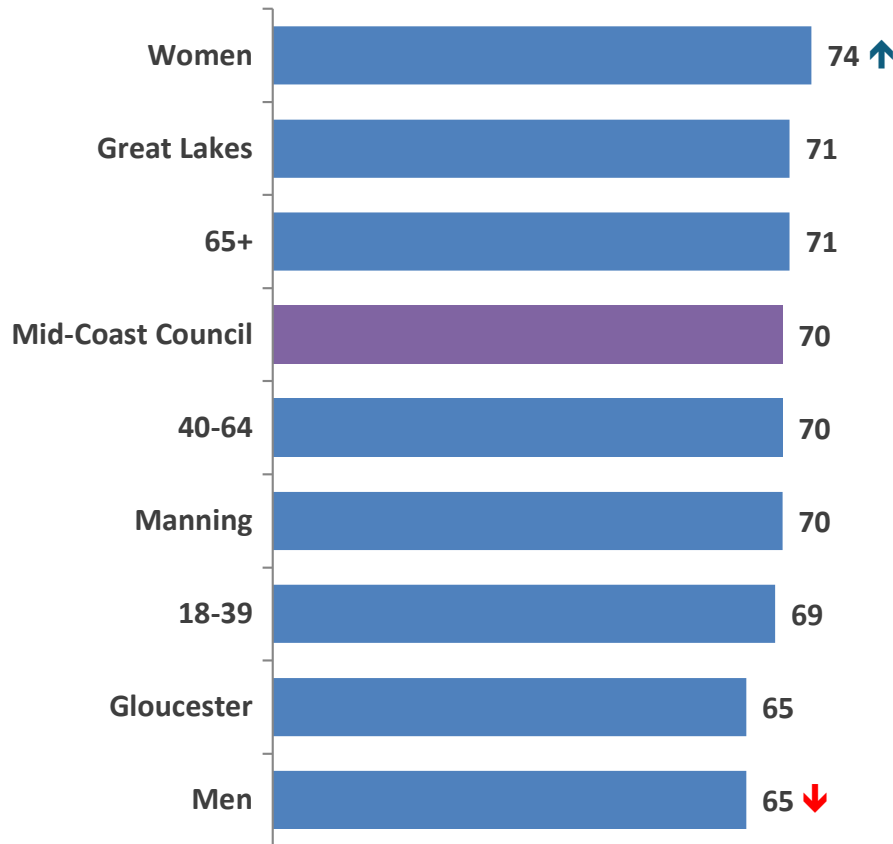
*Water and Sewerage Services Performance*



Q3. How has Mid-Coast Council performed recently on 'water and sewerage services'?  
Base: All respondents.

# DISADVANTAGED SUPPORT SERVICES IMPORTANCE INDEX SCORES

*Disadvantaged Support Services Importance*



Q2. Firstly, how important should 'disadvantaged support services' be as a responsibility for Mid-Coast Council?  
Base: All respondents.

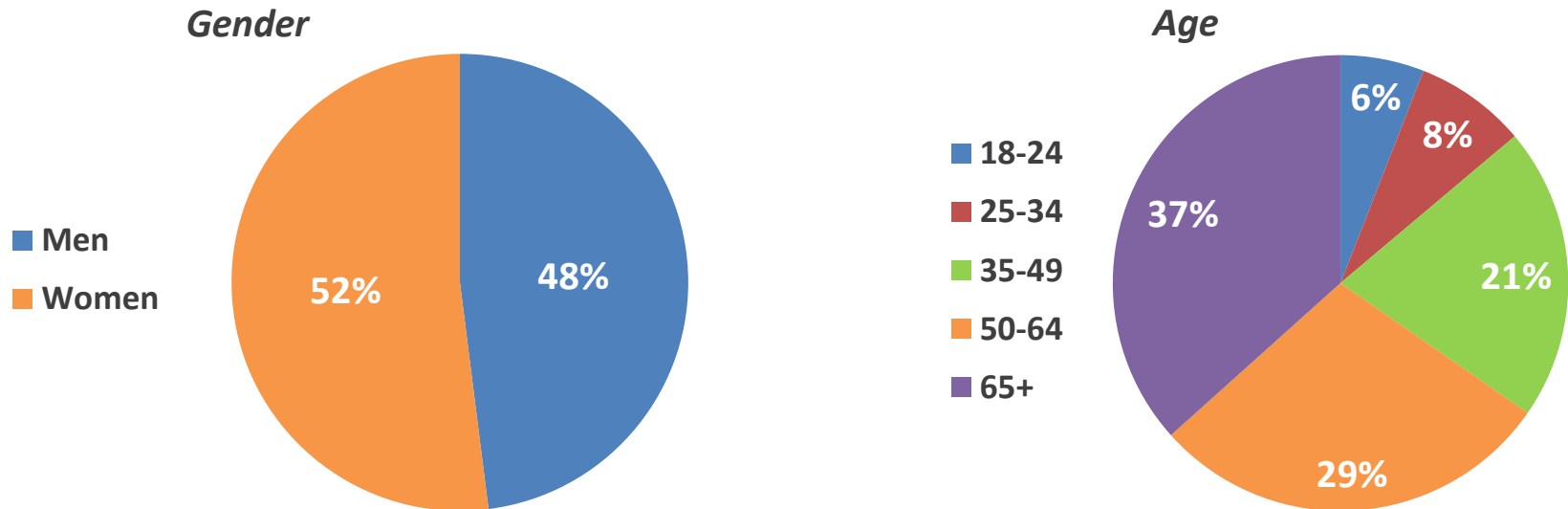


# DETAILED DEMOGRAPHICS



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# GENDER AND AGE PROFILE



*Please note that for the reason of simplifying reporting, interlocking age and gender reporting has not been included in this report. Interlocking age and gender analysis is still available in the dashboard and data tables provided alongside this report.*

S3. [Record gender] / S4. To which of the following age groups do you belong?  
 Base: All respondents.





# APPENDIX A: FURTHER PROJECT INFORMATION

# APPENDIX A:

## MARGINS OF ERROR

The sample size for the 2017 State-wide Local Government Community Satisfaction Survey for Mid-Coast Council was n=500. Unless otherwise noted, this is the total sample base for all reported charts and tables.

The maximum margin of error on a sample of approximately n=500 interviews is +/-4.4% at the 95% confidence level for results around 50%. Margins of error will be larger for any sub-samples. As an example, a result of 50% can be read confidently as falling midway in the range 45.6% - 54.4%.

Maximum margins of error are listed in the table below, based on a population of approximately 75,000 people aged 18 years or over for Mid-Coast Council, according to ABS estimates.

Demographic	Actual survey sample size	Weighted base	Maximum margin of error at 95% confidence interval
Mid-Coast Council	500	500	+/-4.4%
Men	212	241	+/-6.7%
Women	288	259	+/-5.8%
Great Lakes	176	168	+/-7.4%
Manning	284	291	+/-5.8%
Gloucester	40	41	+/-15.5%
18-39 years	64	105	+/-12.2%
40-64 years	172	209	+/-7.5%
65+ years	264	186	+/-6.0%

# APPENDIX A:

## INDEX SCORE IMPLICATIONS

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Index scores are indicative of an overall rating on a particular service area. In this context, index scores indicate:

- a) how well council is seen to be performing in a particular service area; or
- b) the level of importance placed on a particular service area.

For ease of interpretation, index score ratings can be categorised as follows:

INDEX SCORE	Performance implication	Importance implication
80 – 100	Council is performing <b>very well</b> in this service area	This service area is seen to be <b>extremely important</b>
60 – 80	Council is performing <b>well</b> in this service area, but there is room for improvement	This service area is seen to be <b>very important</b>
40 – 60	Council is performing <b>satisfactorily</b> in this service area but needs to improve	This service area is seen to be <b>fairly important</b>
0 – 40	Council is performing <b>poorly</b> in this service area	This service area is seen to be <b>not that important</b>

# APPENDIX A:

## ANALYSIS AND REPORTING

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### Core, Optional and Tailored Questions

Over and above necessary geographic and demographic questions required to ensure sample representativeness, a base set of questions for the 2017 State-wide Local Government Community Satisfaction Survey was designated as 'Core' and therefore compulsory inclusions for all participating Councils. These core questions comprised metrics such as:

- Overall performance across all responsibility areas (Overall performance)
- Importance and performance of individual service areas
- Contact in last 12 months (Contact)
- Rating of contact with Council (Customer service)
- Best things about council and areas to improve
- Best ways to communicate
- Use of council services
- Knowledge of mergers

Alternatively, some questions in the 2017 State-wide Local Government Community Satisfaction Survey were optional. Councils also had the ability to ask tailored questions specific only to their council.

# APPENDIX A: ANALYSIS AND REPORTING

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## Reporting

Every council that participated in the 2017 State-wide Local Government Community Satisfaction Survey receives a customised report.

Tailored questions commissioned by individual councils are reported only to the commissioning council and not otherwise shared unless by express written approval of the commissioning council.

# APPENDIX A:

## GLOSSARY OF TERMS

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**Core questions:** Compulsory inclusion questions for all councils participating in the CSS.

**CSS:** 2017 NSW Local Government Community Satisfaction Survey.

**Highest / lowest:** The result described is the highest or lowest result across a particular demographic sub-group e.g. men, for the specific question being reported. Reference to the result for a demographic sub-group being the highest or lowest does not imply that it is significantly higher or lower, unless this is specifically mentioned.

**Index score:** A score calculated and represented as a score out of 100 (on a 0 to 100 scale). This score is sometimes reported as a figure in brackets next to the category being described, e.g. men (60).

**Optional questions:** Questions which councils had an option to include or not.

**Percentages:** Also referred to as ‘detailed results’, meaning the proportion of responses, expressed as a percentage.

**Sample:** The number of completed interviews, e.g. for a council or within a demographic sub-group.

**Significantly higher / lower:** The result described is significantly higher or lower than the comparison result based on a statistical significance test at the 95% confidence limit. If the result referenced is statistically higher or lower then this will be specifically mentioned, however not all significantly higher or lower results are referenced in summary reporting.

**State-wide average:** The average result for all participating councils in the State.

**Tailored questions:** Individual questions tailored by and only reported to the commissioning council.

**Used / experienced:** The result among people who have used or experiences that service (if question was selected by council).

**Weighting:** Weighting factors are applied to the sample for each council based on available age and gender proportions from ABS census information to ensure reported results are proportionate to the actual population of the council, rather than the achieved survey sample.






**APPENDIX B:  
DETAILED SURVEY TABULATIONS**

**AVAILABLE IN SUPPLIED EXCEL FILE**





**THERE ARE OVER  
7.5 MILLION PEOPLE  
IN NEW SOUTH WALES...**

**FIND OUT  
WHAT THEY'RE  
THINKING.**

Contact Us:  
03 8685 8555

**John Scales**  
Managing Director

**Mark Zuker**  
Managing Director

  
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