



Forbes Shire Council

Community Research

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Background & Methodology



Background & Methodology

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

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To identify the community's level of satisfaction with regards to contact they have had with Council staff

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 Forbes Shire Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 12th – 20th December 2014 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Forbes Shire Council Government Area.

Sample selection and error

The sample consisted of a total of 302 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 302 residents provides a maximum sampling error of plus or minus 5.6% at 95% confidence.

This means that if the survey was replicated with a new universe of n=302 residents, that 19 times out of 20 we would expect to see the same results, i.e. +/- 5.6%. Therefore, the research findings documented in this report should be interpreted by Forbes Shire Council as not just the opinions of 302 residents, but as an accurate and robust measure of the entire community's attitudes.

For the survey under discussion the greatest margin of error is 5.6%. This means, for example that the answer "satisfied" (50%) to the overall satisfaction question could vary from (44% to 56%).

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

Interviewing

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



Background & Methodology

Prequalification

Participants in this survey were pre-qualified as having lived in the Forbes Shire Council area and not being employed or having an immediate family member employed by Forbes Shire 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%.

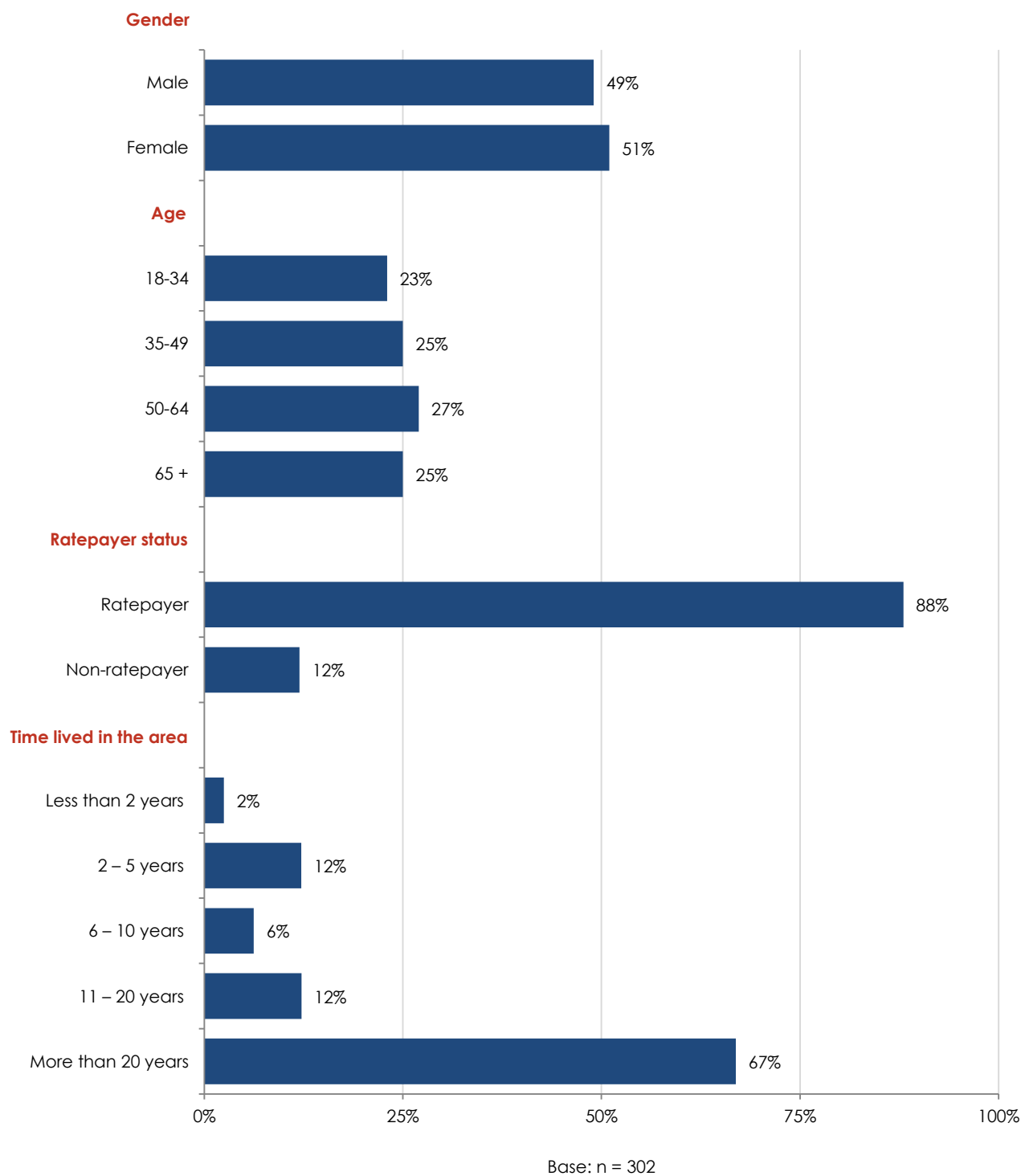
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

Sample Profile



Sample Profile

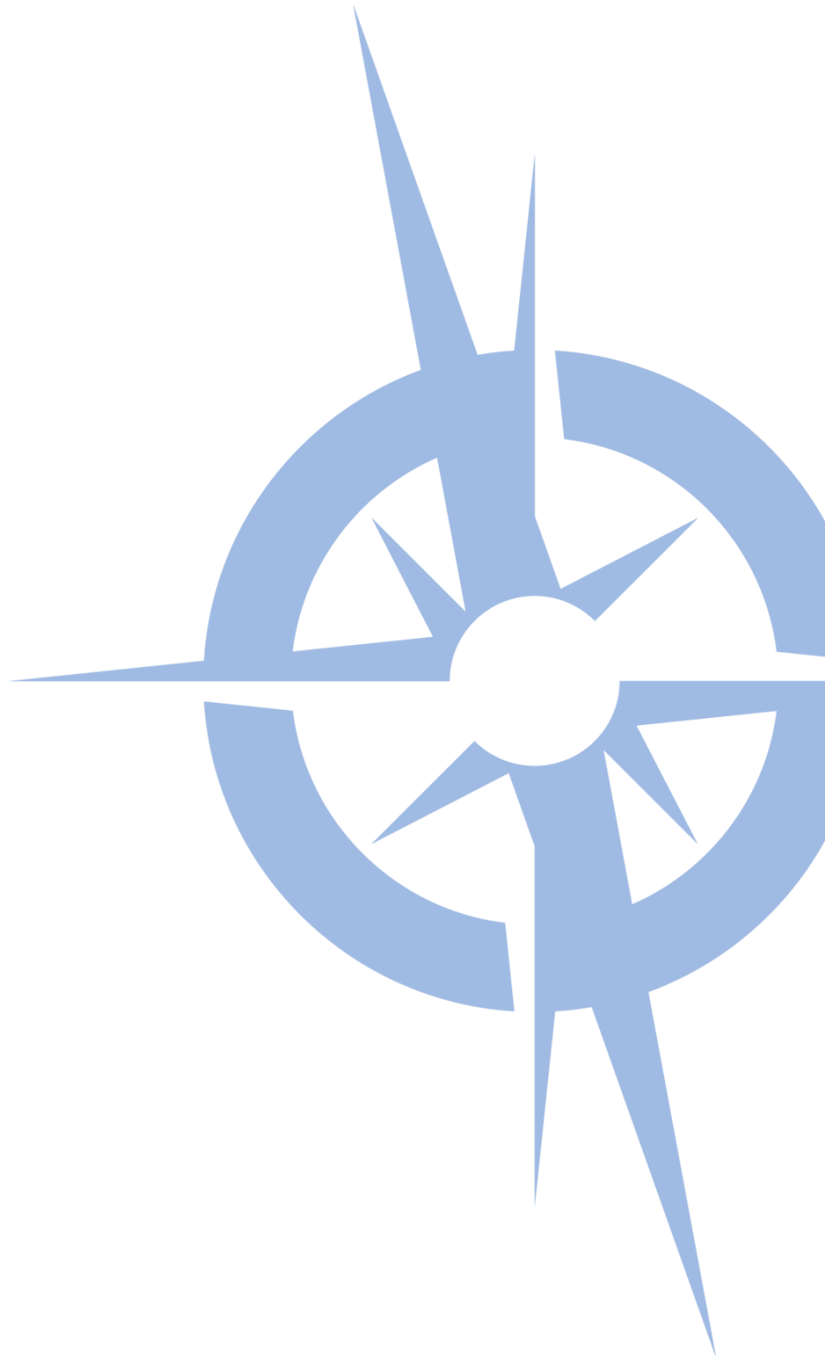


Sampling error

A sample size of 302 residents provides a sampling error of plus or minus 5.6% at 95% confidence.



Key Findings



Key Findings

Overview (Overall satisfaction)

Summary

Overall, 92% of residents were at least 'somewhat satisfied' with the performance of Council. This is a strong result and is significantly higher compared to our NSW LGA Brand Scores.

Residents aged 65+ were significantly more satisfied with the performance of Council in the last 12 months.

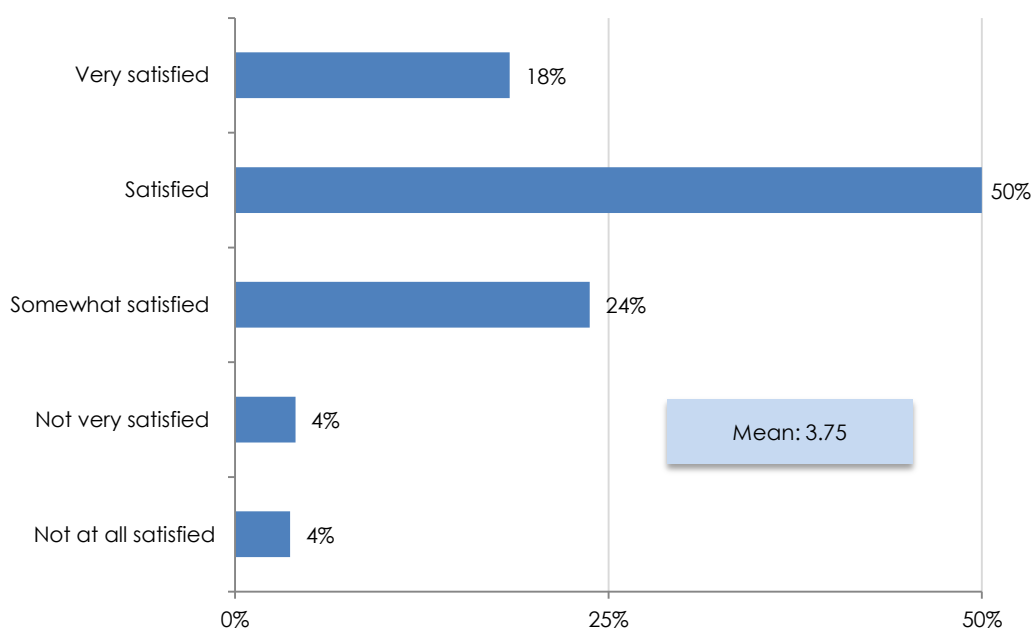
Q6. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Satisfaction mean ratings	3.76	3.57	3.68	4.02▲	3.74	3.77	3.76	3.74	3.75

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Forbes Shire Council 2014
Mean ratings	3.45▼	3.22▼	3.31▼	3.75▲

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

▼▲= A significantly lower/higher level of satisfaction (by year)

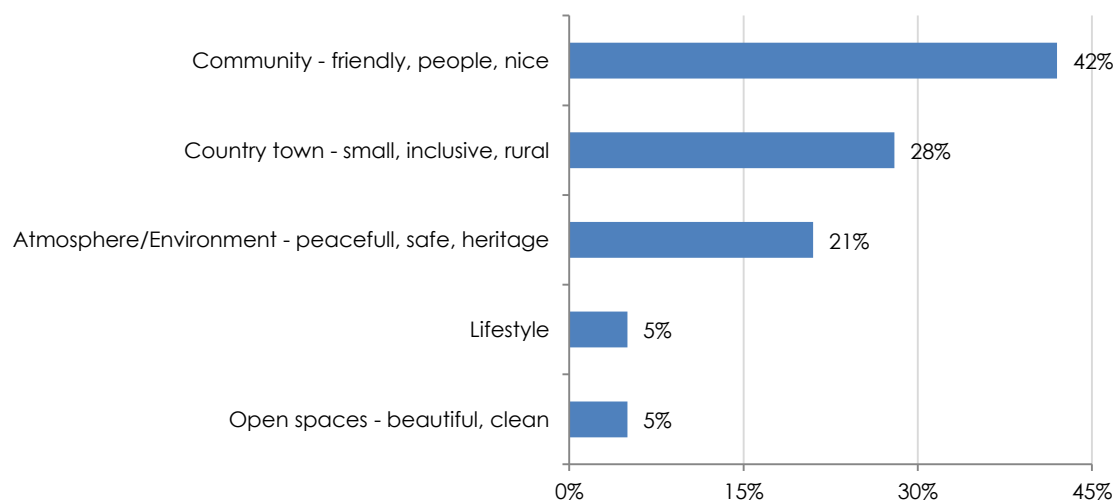


Base: n = 302

Most Valued Aspects of Living in the Forbes Shire Area

Q7a. What do you value most about living in the Forbes Shire area?

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

Priority Issues for the Next 10 Years

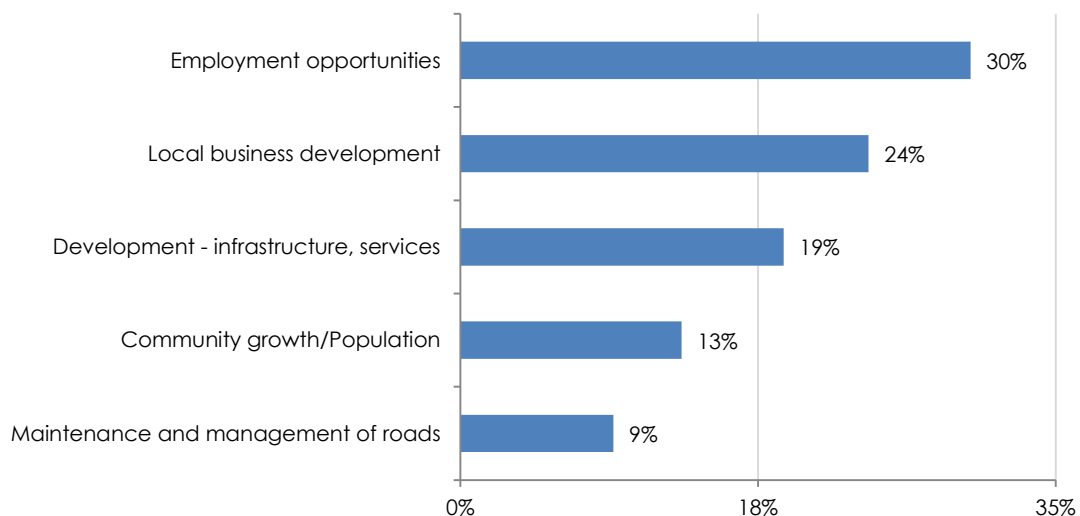
Summary

Residents believe the highest priority issues for the next 10 years revolve around the development and population growth in the area, namely 'employment opportunities' and 'local business development'.

Q7b. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Forbes 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

Comparison to LGA Benchmarks

Forbes Shire Council residents are more satisfied than the LGA Benchmark score for 21 of the 22 comparable measures and equal to the Benchmark for the remaining comparable measure.

Service/Facility	Forbes Shire Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Swimming pools	4.2	3.7
Ovals and sportsgrounds	4.1	3.7
Overall satisfaction with the way contact was handled	4.0	3.9
Community buildings/halls	4.0	3.6
Parks and playgrounds	3.9	3.7
Town streets and lanes	3.9	3.3
Provision of bike paths	3.9	3.2
Heritage sites protected and maintained	3.8	3.5
Public safety	3.8	3.5
Availability of car parking	3.8	3.0
Youth services	3.7	3.2
Financial management	3.6	3.1
Stormwater drainage	3.6	3.3
Economic development	3.5	3.2
Provision of Council information to the community	3.5	3.3
Supporting local jobs and businesses	3.5	3.2
Long term planning for the Shire	3.4	3.1
Overall condition of the local road network	3.4	2.8
Maintaining footpaths	3.3	3.0
Opportunity to participate in Council decision-making	3.2	3.0
Maintaining local roads	3.2	2.8
Equal to the Benchmark		
Library services	4.1	4.1

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

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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. This level of analysis was 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 Forbes Shire Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 36 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 Forbes Shire Council performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'engaging the community in planning' was given an importance score of 4.22, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.28, which indicates that residents are 'moderately satisfied' with Forbes Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'school holiday vacation care' (2.66 importance vs. 3.28 satisfaction), we can identify that the service has only 'moderately low' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderate' 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 2014	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.71	3.17	1.54
2	Supporting local jobs and businesses	4.59	3.47	1.12
3	Overall condition of the local road network	4.43	3.40	1.03
4	Long-term planning for the Shire	4.46	3.44	1.02
5	Council decision-making reflecting community opinion	4.14	3.13	1.01
6	Engaging the community in planning	4.22	3.28	0.94
7	Maintaining footpaths	4.20	3.29	0.91
8	Economic development	4.34	3.51	0.83
9	Planning and development	4.23	3.41	0.82
10	Financial management	4.41	3.63	0.78
11	Provision of Council information to the community	4.28	3.49	0.79
12	Public safety	4.49	3.83	0.66
13	Opportunity to participate in Council decision-making	3.73	3.17	0.56
14	Road safety	4.48	3.94	0.54
15	Supporting community groups	4.30	3.80	0.50
	Availability of car parking	4.26	3.76	0.50
17	Emergency management	4.56	4.08	0.48
18	Industrial development	4.15	3.73	0.42
19	Stormwater drainage	3.90	3.56	0.34
20	Water supply and service	4.21	3.98	0.23
21	Parks and playgrounds	4.13	3.94	0.19
22	Companion animals/Stock control	3.88	3.70	0.18
23	Tourism/Visitors Information Centre	4.05	3.88	0.17
	Recycling/Waste management	4.16	3.99	0.17
25	Town streets and lanes	4.02	3.94	0.08
26	Festival and events programs	3.99	3.94	0.05
27	Heritage sites protected and maintained	3.78	3.83	-0.05
28	Ovals and sportsgrounds	4.03	4.11	-0.08
29	Community buildings/halls	3.82	3.98	-0.16
30	Swimming pools	3.99	4.20	-0.21
31	Sewerage services	4.02	4.25	-0.23
32	Provision of bike paths	3.44	3.87	-0.43
33	Cultural opportunities	3.30	3.76	-0.46
34	Youth services	3.17	3.67	-0.50
35	Library services	3.52	4.09	-0.57
36	School holiday vacation care	2.66	3.78	-1.12

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

Key Findings

When we examine the 13 largest performance gaps, we can identify that all of the services or facilities have been rated as 'moderately high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 3.13 and 3.83, which indicates that resident satisfaction for these measures is 'moderate' to 'moderately high'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.71	3.17	1.54
2	Supporting local jobs and businesses	4.59	3.47	1.12
3	Overall condition of the local road network	4.43	3.40	1.03
4	Long-term planning for the Shire	4.46	3.44	1.02
5	Council decision-making reflecting community opinion	4.14	3.13	1.01
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7	Maintaining footpaths	4.20	3.29	0.91
8	Economic development	4.34	3.51	0.83
9	Planning and development	4.23	3.41	0.82
10	Financial management	4.41	3.63	0.78
11	Provision of Council information to the community	4.28	3.49	0.79
12	Public safety	4.49	3.83	0.66
13	Opportunity to participate in Council decision-making	3.73	3.17	0.56

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' is the area of least relative satisfaction.

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

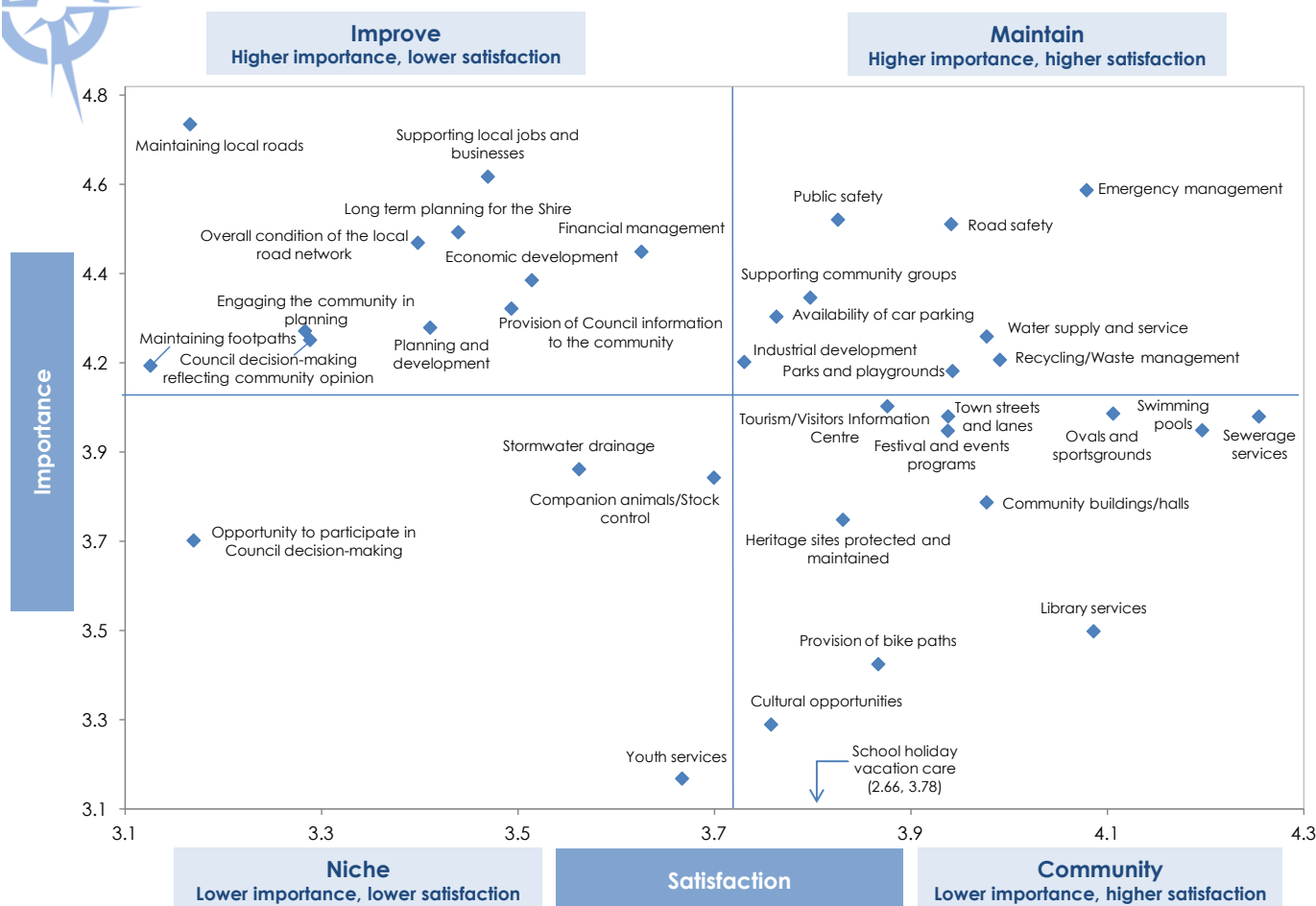
Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Forbes Shire Council's performance 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 4.06 and the average rated satisfaction score was 3.72. Therefore, any facility or service that received a mean stated importance score of ≥ 4.06 would be plotted in the higher importance section and, conversely, any that scored < 4.06 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.72. 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 'emergency management', 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 'maintaining local roads', are areas where Council is perceived to be currently under-performing and 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 the 'opportunity to participate in Council decision-making', 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 'library services', are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

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 Forbes Shire Council can actively drive overall community satisfaction, we conducted further analysis.

The Shapley Value Regression

We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

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'.

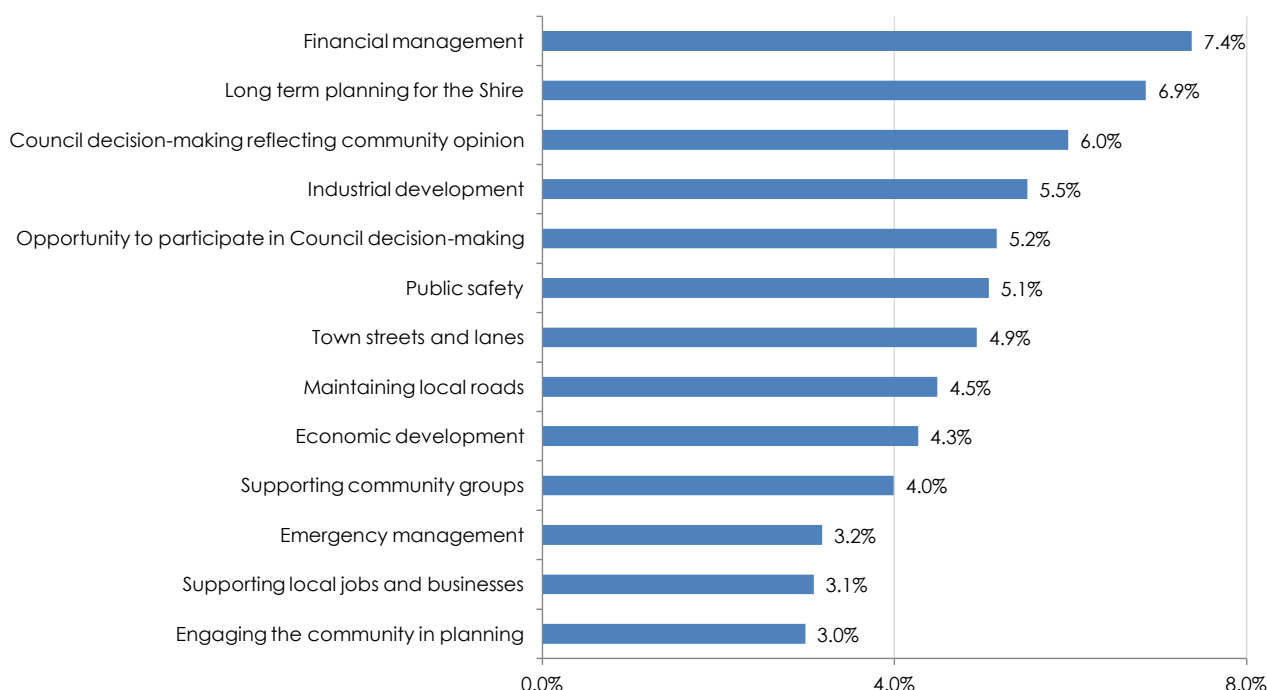
Key Findings

Key Drivers of Satisfaction with Forbes Shire Council

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

These top 13 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 23 attributes we obtained measures on have only a limited impact on the community's satisfaction with Forbes Shire Council performance. Therefore, whilst all 36 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 13 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



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

These 13 services/facilities are the key community priorities and by addressing these, Forbes Shire Council will 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, 'engaging the community in planning' contributes 3.0% towards overall satisfaction, while 'financial management' (7.4%) is a far stronger driver, contributing over twice as much to overall satisfaction with Council.

Key Findings

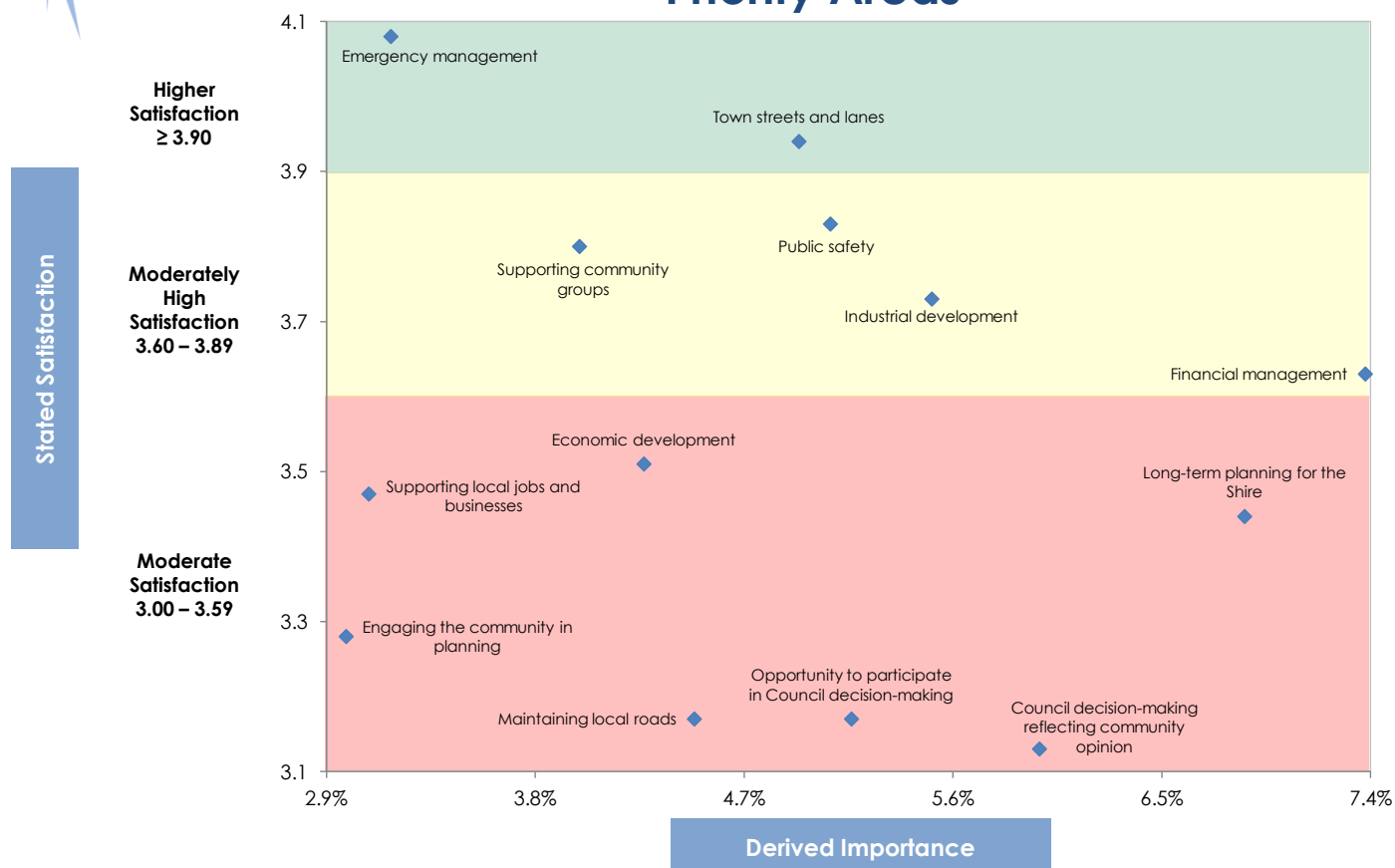
Clarifying Priorities

By mapping satisfaction against derived importance we can see for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'town streets and lanes', 'emergency management' and 'industrial development'. 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 Forbes Shire 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 involvement/engagement areas such as 'long-term planning for the Shire', 'Council decision-making reflecting community opinion' and 'opportunity to participate in Council decision-making', while performing adequately, could possibly be targeted for optimisation.

Furthermore, areas in all probability related to development and the local economy, such as 'economic development' and 'supporting local jobs and businesses' are issues Council should be looking to either align their delivery with resident expectations or more actively inform/engage residents of Council's position and advocacy on these matters.

Key Findings

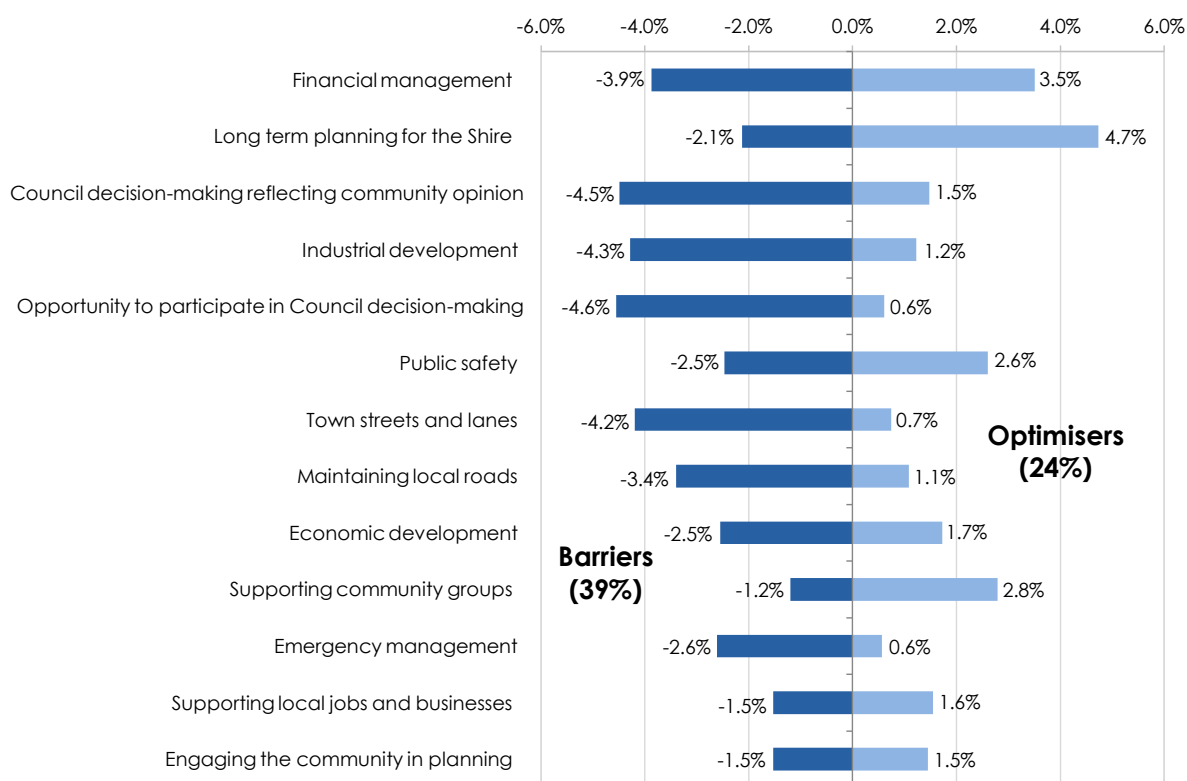
Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide 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 the 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 at least 'somewhat 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.

Key Contributors to Barriers/Optimisers



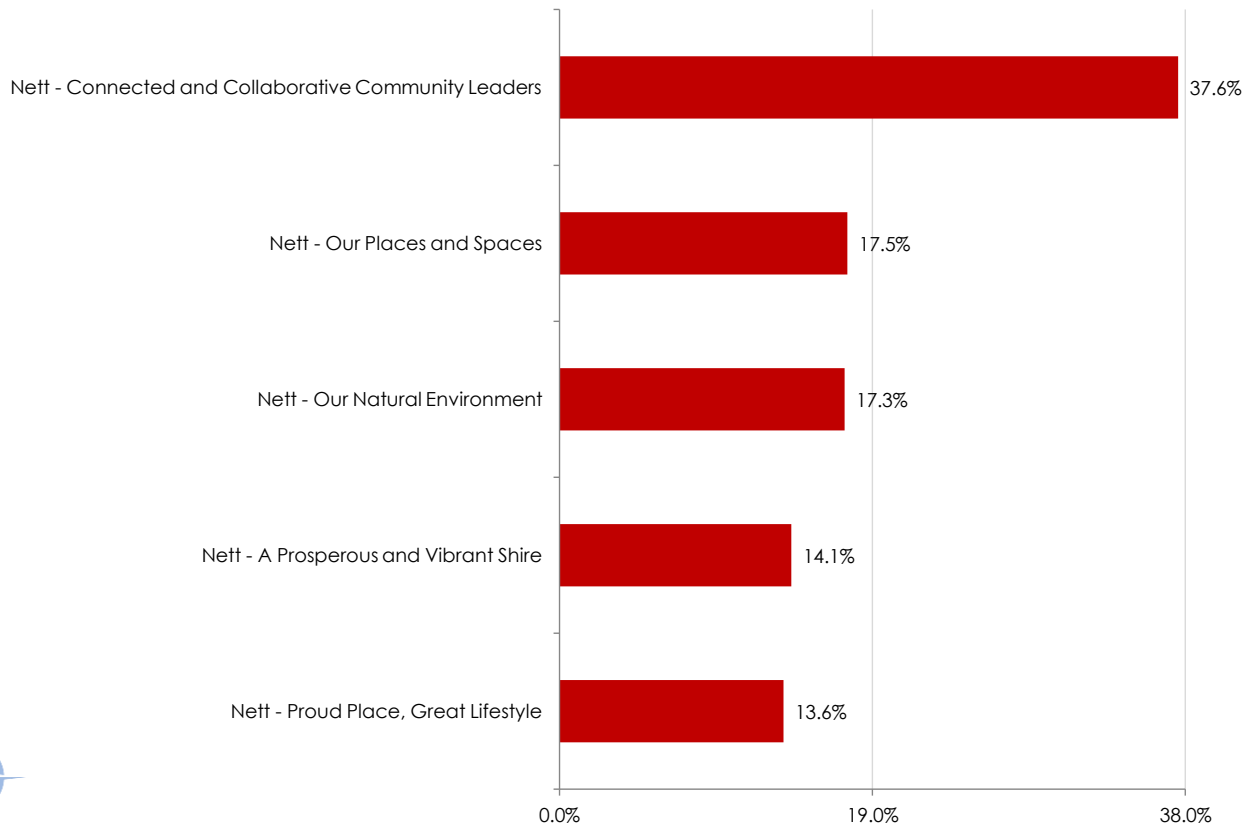
Different levers address the different levels of satisfaction across the community

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' (37.6%) is the key contributor toward overall satisfaction with Council performance.

The service and facilities grouped under this banner included:

- Planning and development
- Opportunity to participate in Council decision-making
- Council decision-making reflecting community opinion
- Provision of Council information to the community
- Long-term planning for the Shire
- Engaging the community in planning
- Supporting community groups
- Financial management

This is not to indicate that 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 core drivers of resident satisfaction.

Summary & Recommendations



Summary & Recommendations

Summary

This is a very encouraging result for Forbes Shire Council, with 92% of residents at least 'somewhat satisfied' with the performance of Council. It is also significantly higher than all our LGA Benchmarks.

Residents indicated that the most valued aspect about living in the Forbes Shire area is the community, pertaining to the friendly and nice people who reside there. Being a small country town is also a valued aspect and residents appear to enjoy the inclusivity of living in a rural area.

Residents believe that in the next 10 years Council should focus on the economic development in the area to ensure there are employment opportunities for the growing community. Local business development is an attribute Council should also consider exploring in order to create job prospects for the expanding population.

Forbes Shire Council residents expressed a higher level of satisfaction with 21 of the 22 comparable LGA Benchmarks, the remaining measure being equal to the Benchmark.

'Connected and Collaborative Community Leaders' (37.6%) is the key contributor in relation to overall satisfaction with Council performance. The services and facilities under this banner are core drivers of community satisfaction.

Residents suggest areas related to involvement/engagement areas such as 'long-term planning', 'Council decision-making reflecting community opinion' and 'opportunity to participate in Council decision-making', although performing sufficiently, could be objectives for Council to improve on in order to lift satisfaction scores.

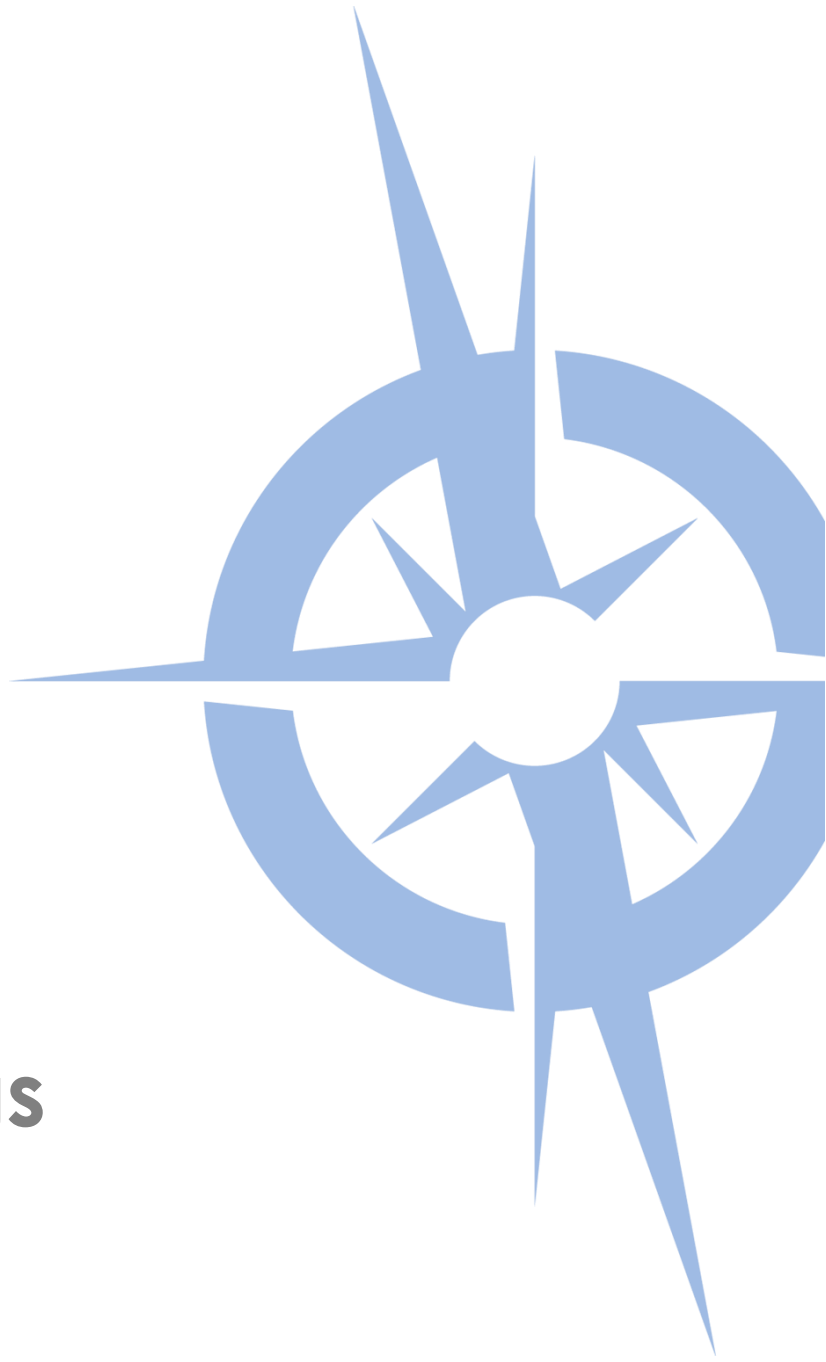
Recommendations

Based on the research outcomes Council should look to:

1. Explore and clarify expectations of residents in the financial decision process and issues such as development and population growth in the area
2. Continue to explore opportunities that will engage the community in the decision-making process to understand the concerns and opinions of residents. Council should look to close the feedback loop so residents understand that they have been heard/listened to
3. Contextualise resident expectations regarding Council's role in regards to industrial and economic development in the area
4. Communicate successful projects related to the maintenance of local roads and town streets/lanes to increase satisfaction scores, and keep residents informed/involved in the process of maintaining the general appearance of the area

Section A

Detailed Findings



Importance of, & Satisfaction with, Council Services & Facilities

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.

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

We Explored Resident Response To 36 Service Areas

Proud Place, Great Lifestyle

School holiday vacation care
Library services
Cultural opportunities
Swimming pools
Community buildings/halls
Ovals and sportsgrounds
Heritage sites protected and maintained
Festival and events programs
Parks and playgrounds
Youth services

Our Places and Spaces

Town streets and lanes
Provision of bike paths
Maintaining local roads
Overall condition of the local road network
Maintaining footpaths
Road safety
Availability of car parking

Our Natural Environment

Sewerage services
Public safety
Emergency management
Water supply and service
Recycling/Waste management
Stormwater drainage
Companion animals/Stock control

A Prosperous and Vibrant Shire

Tourism/Visitors Information Centre
Supporting local jobs and businesses
Economic development
Industrial development

Connected and Collaborative Community Leaders

Long term planning for the Shire
Council decision-making reflecting community opinion
Engaging the community in planning
Planning and development
Financial management
Provision of Council information to the community
Supporting community groups
Opportunity to participate in Council decision-making

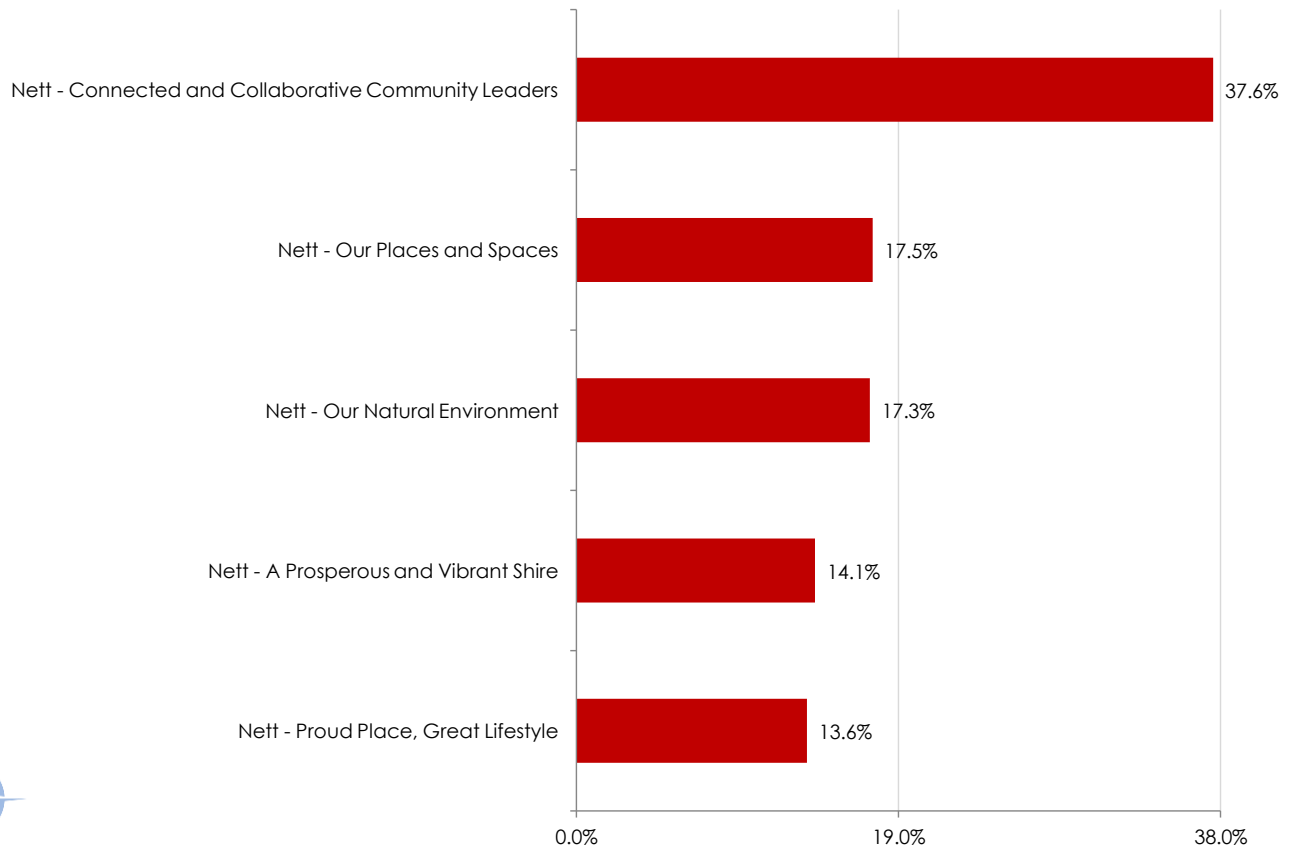


Importance of, & Satisfaction with, Council Services & Facilities

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



Importance of, & Satisfaction with, Council Services & Facilities

Proud Place, Great Lifestyle

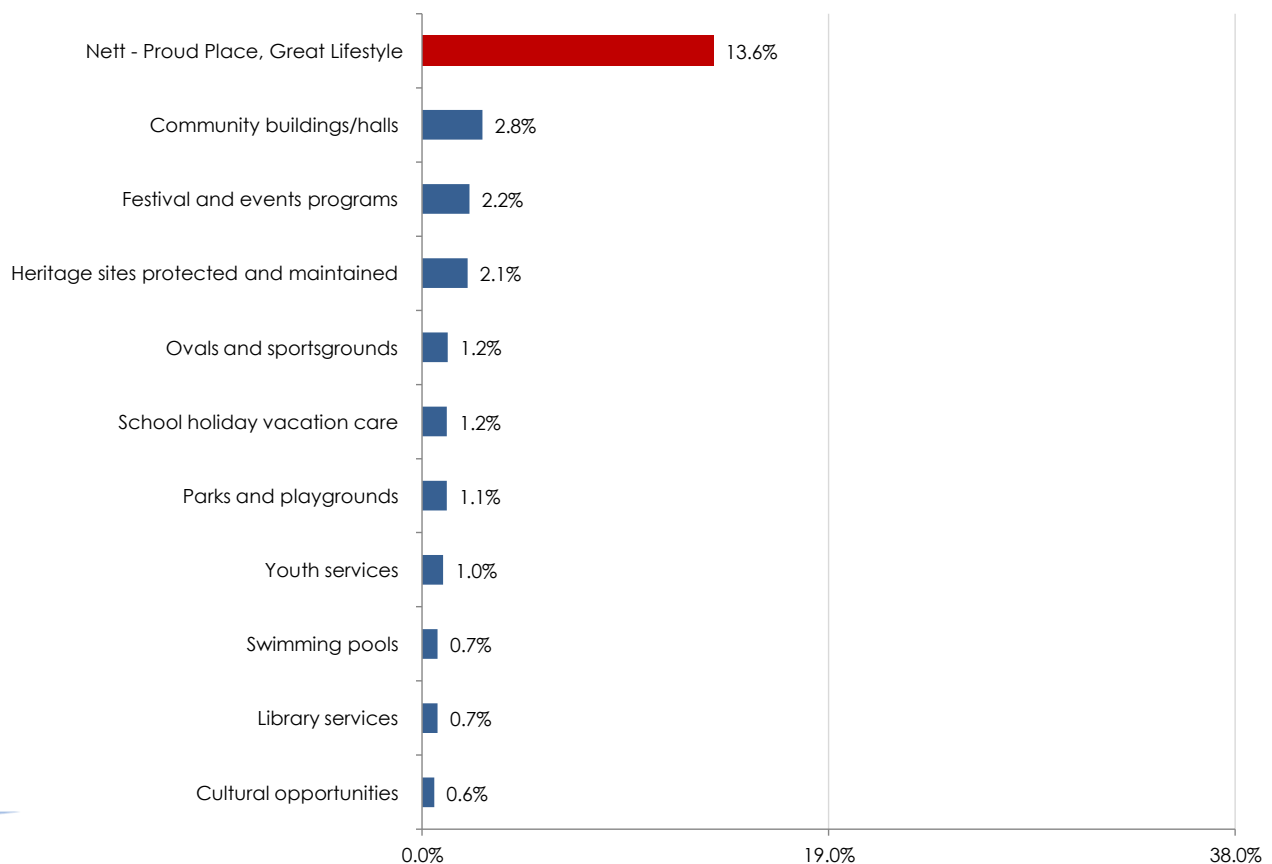
Services and facilities explored included:

- Youth services
- School holiday vacation care
- Heritage sites protected and maintained
- Parks and playgrounds
- Ovals and sportsgrounds
- Community buildings halls
- Swimming pools
- Cultural opportunities
- Library services
- Festival and events programs

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 14% of overall satisfaction, based on the regression analysis.

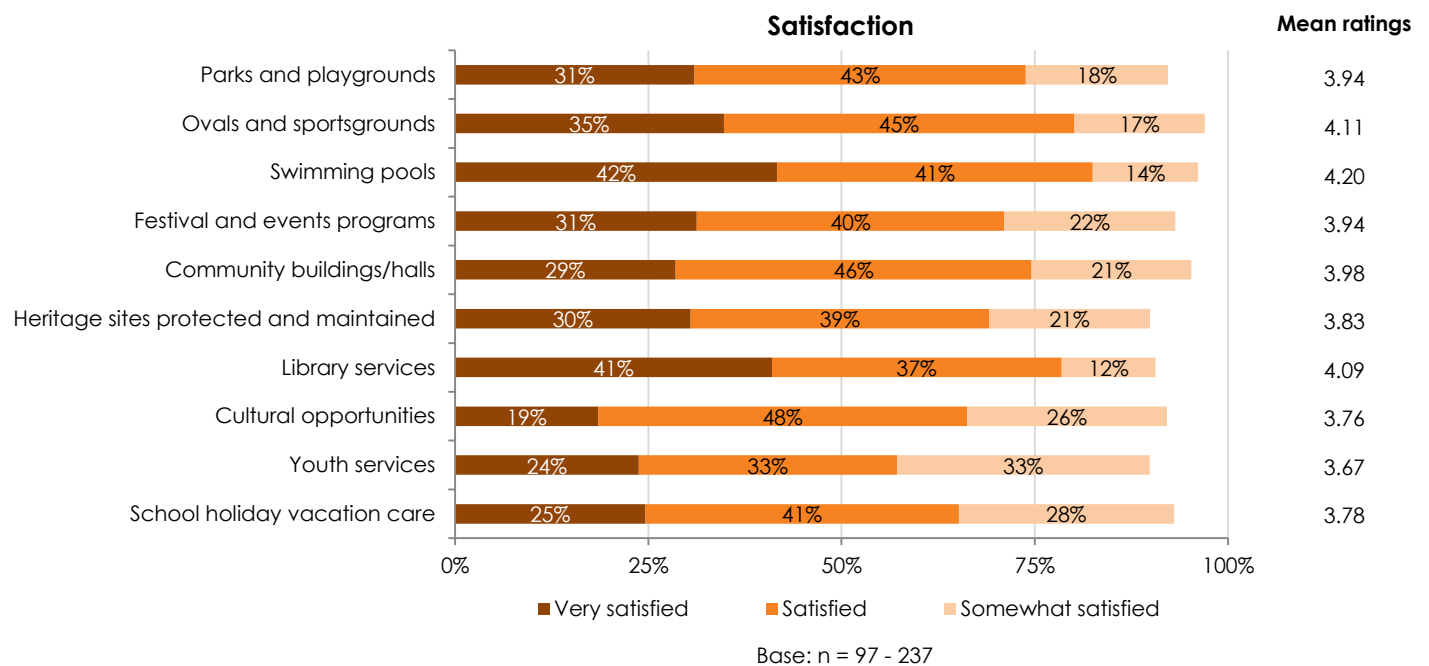
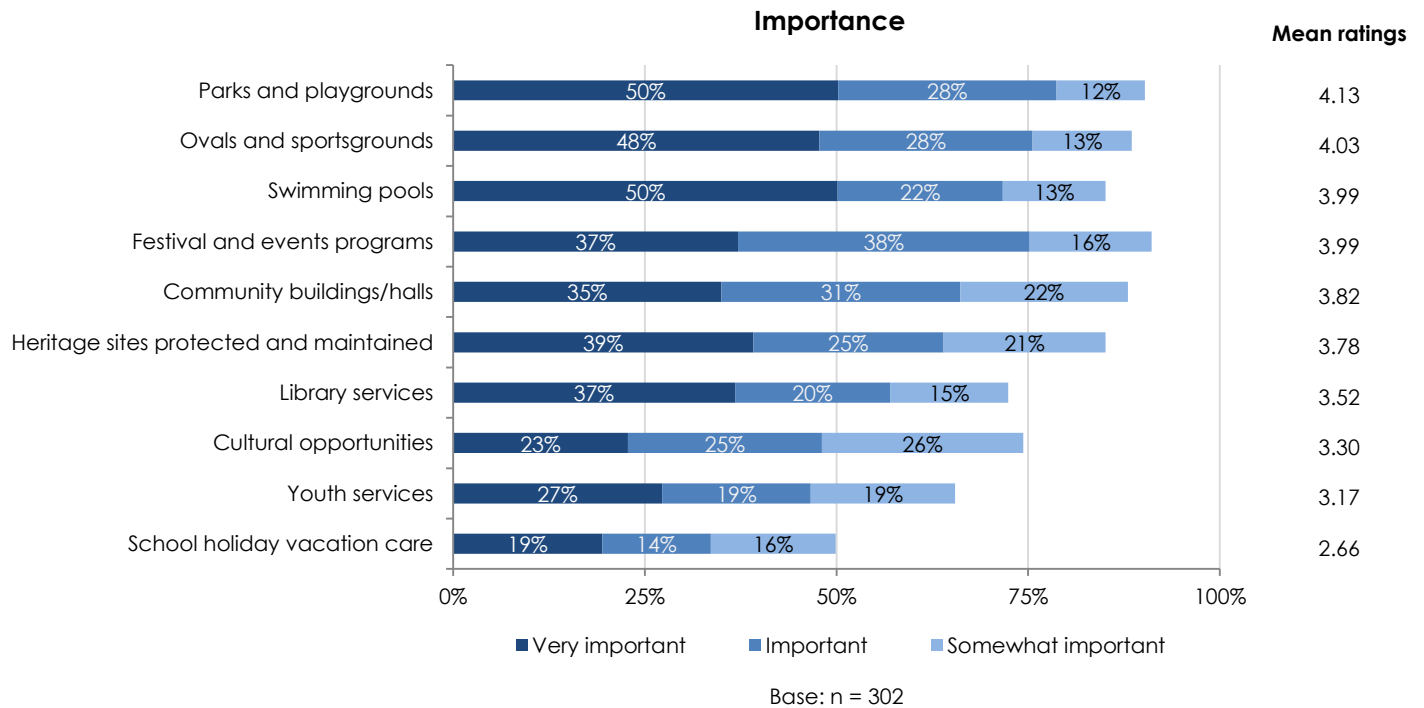
Proud Place, Great Lifestyle – Contributes to Almost 14% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

Proud Place, Great Lifestyle

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, & Satisfaction with, Council Services & Facilities

Proud Place, Great Lifestyle

	Performance Gap
Parks and playgrounds	+0.19
Festival and events programs	+0.05
Heritage sites protected and maintained	-0.05
Ovals and sportsgrounds	-0.08
Community buildings/halls	-0.16
Swimming pools	-0.21
Cultural opportunities	-0.46
Youth services	-0.50
Library services	-0.57
School holiday vacation care	-1.12

Overview of Rating Scores

Importance – overall

High	Parks and playgrounds Ovals and sportsgrounds Swimming pools
Moderately high	Festival and events programs Community buildings/halls Heritage sites protected and maintained
Moderate	Library services Cultural opportunities Youth services
Moderately low	School holiday vacation care

Importance – by age

Residents aged 35-49 rated 'youth services' significantly higher in importance.

Importance – by gender

Females assigned significantly higher levels of importance to 'library services'.

Importance – by ratepayer status

There were no significant differences in importance between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Proud Place, Great Lifestyle

Satisfaction – overall

Very high	Swimming pools
High	Ovals and sportsground
	Library services
	Community buildings/halls
	Parks and playgrounds
	Festival and events programs
Moderately high	Heritage sites protected and maintained
	School holiday vacation care
	Cultural opportunities
	Youth services

Satisfaction – by age

There were no significant differences in satisfaction between ages.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

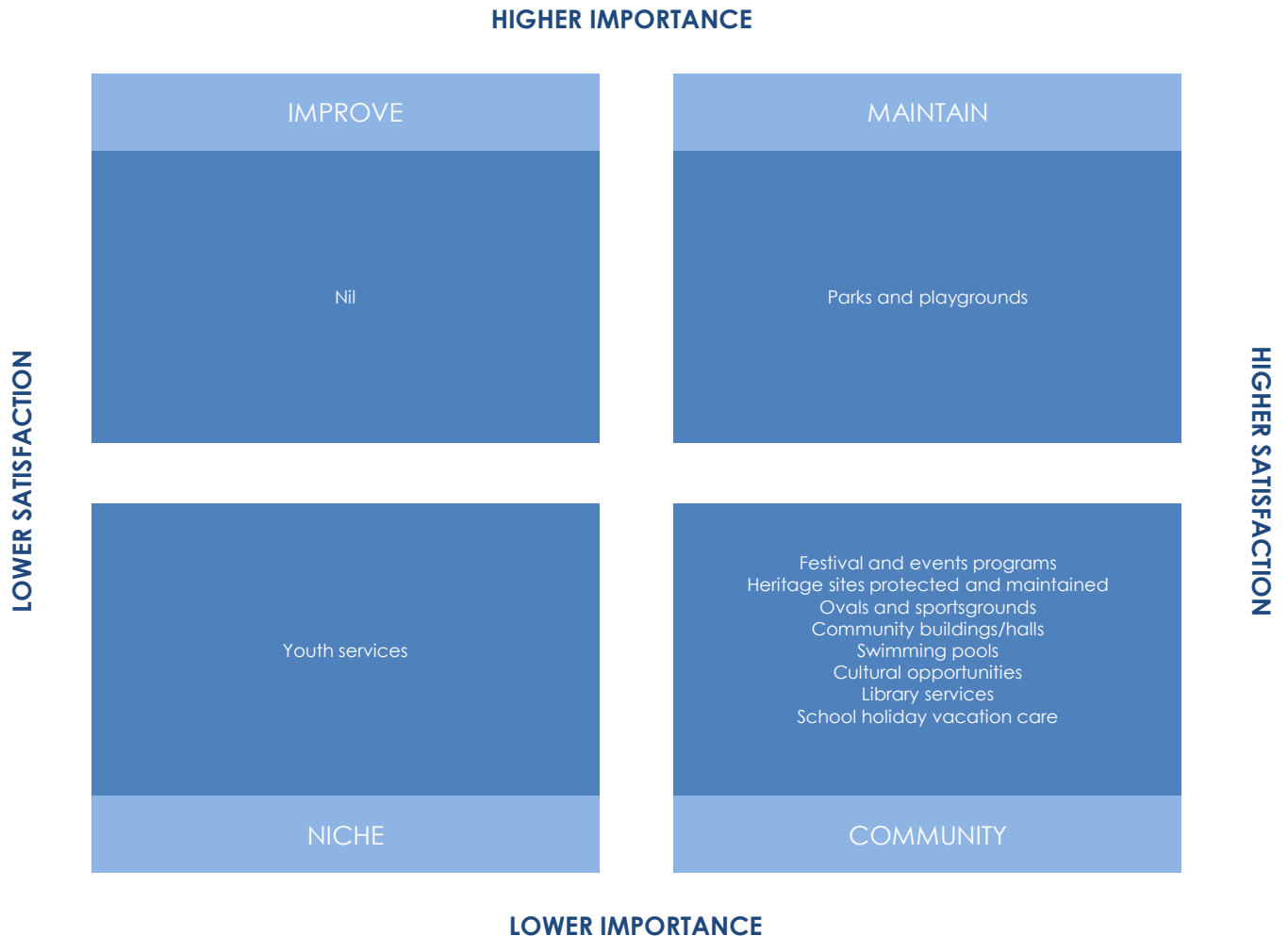
There were no significant differences in satisfaction between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Proud Place, Great Lifestyle

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Forbes Shire Council needs to maintain resident satisfaction with:

- Parks and playgrounds



Importance of, & Satisfaction with, Council Services & Facilities

Our Places and Spaces

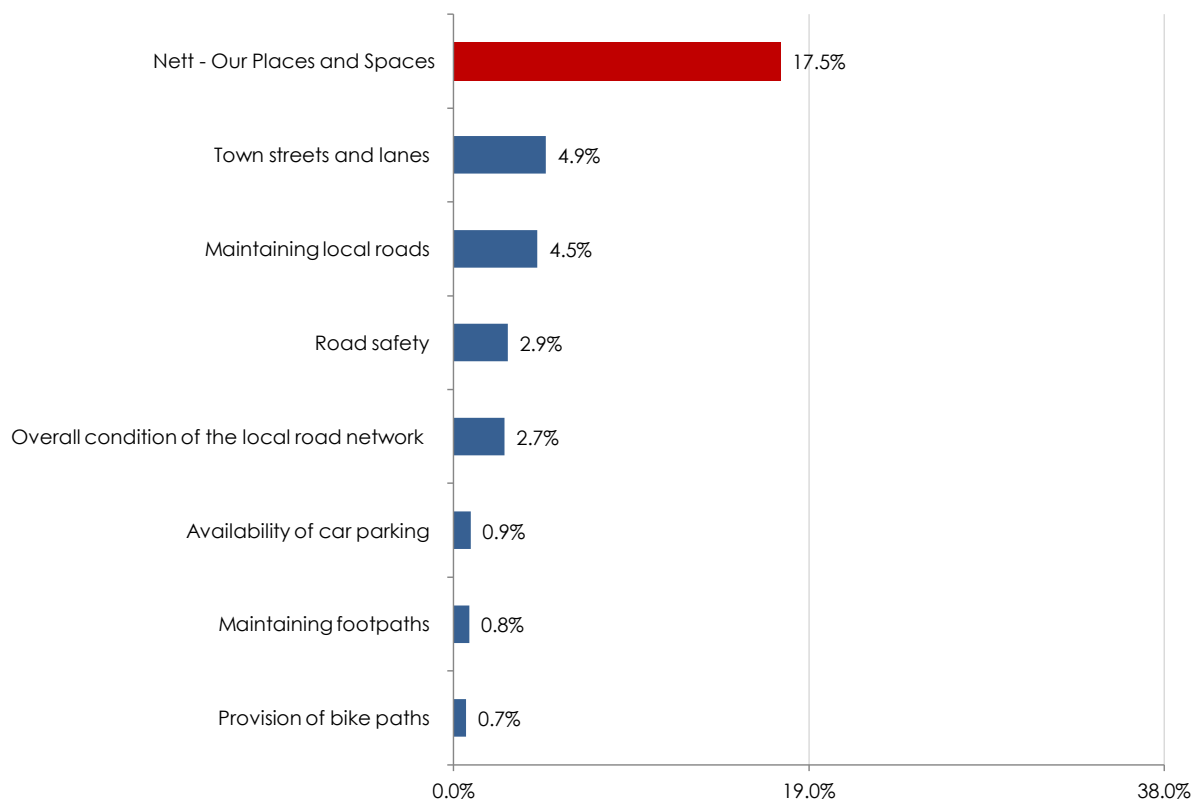
Services and facilities explored included:

- Maintaining local roads
- Maintaining footpaths
- Provision of bike paths
- Road safety
- Availability of car parking
- Town streets and lanes
- Overall condition of the local road network

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 18% of overall satisfaction, based on the regression analysis.

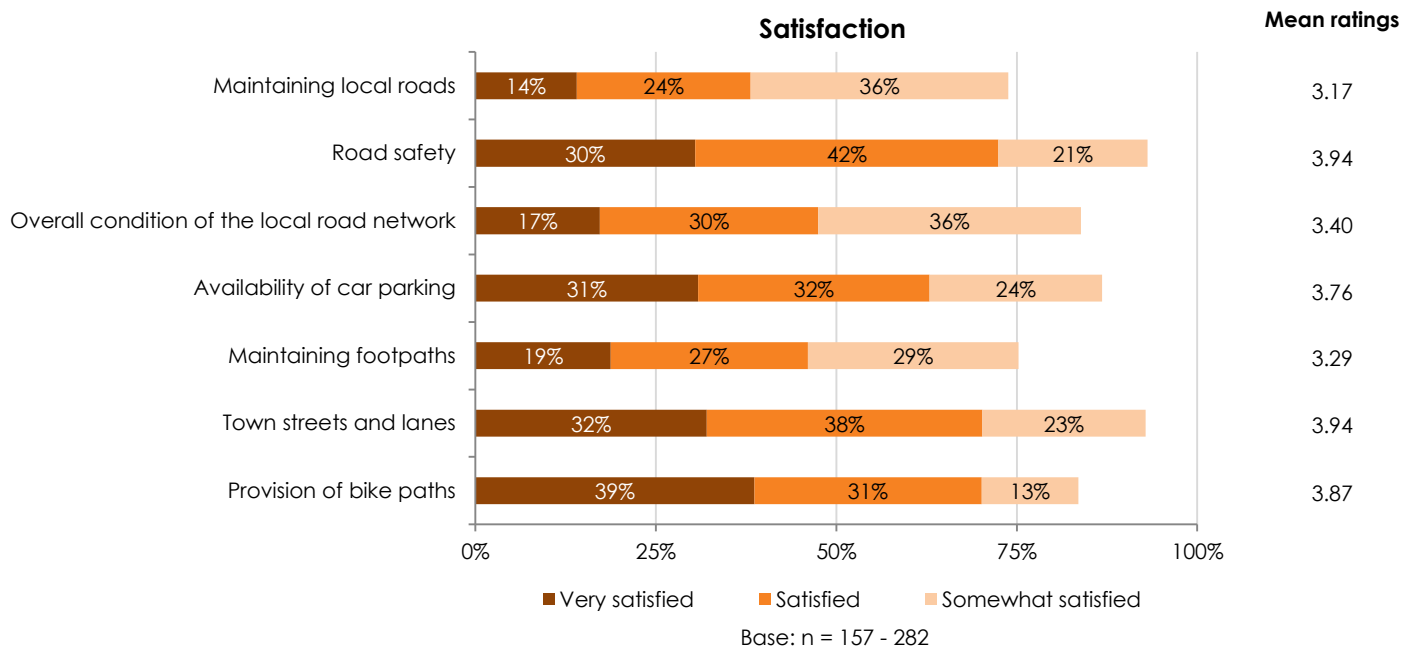
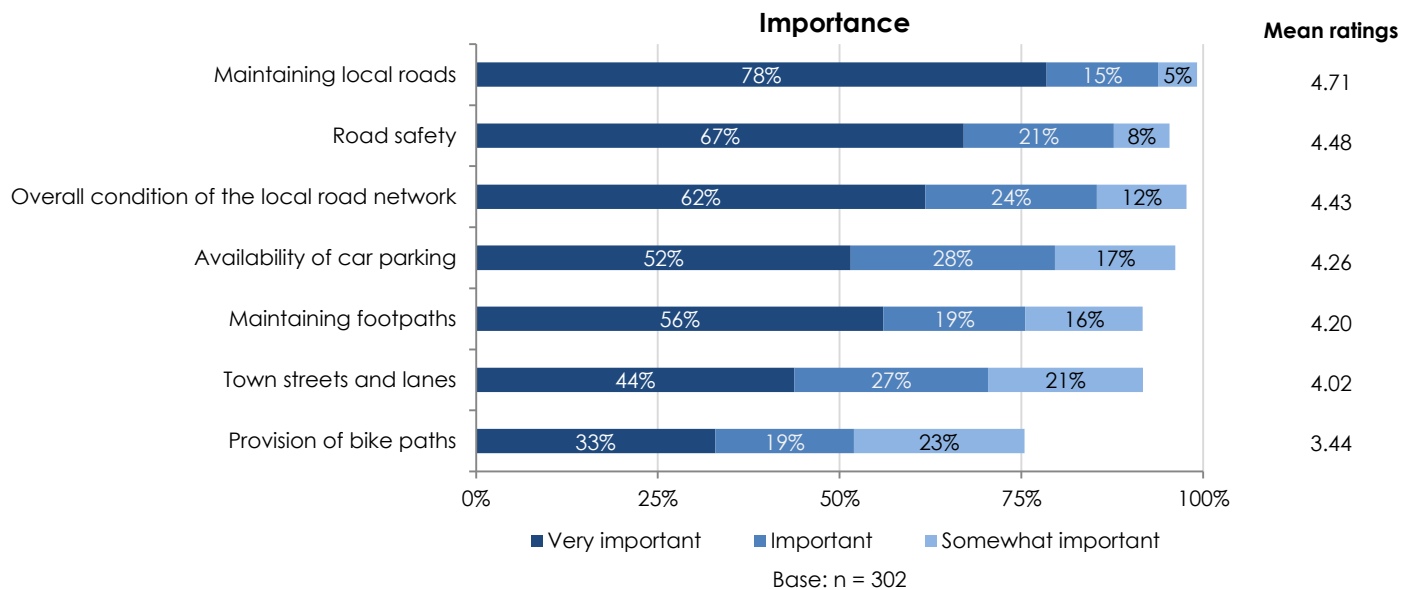
Our Places And Spaces – Contributes to Almost 18% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

Our Places and Spaces

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, & Satisfaction with, Council Services & Facilities

Our Places and Spaces

	Performance Gap
Maintaining local roads	+1.54
Overall condition of the local road network	+1.03
Maintaining footpaths	+0.91
Road safety	+0.54
Availability of car parking	+0.50
Town streets and lanes	+0.08
Provision of bike paths	-0.43

Overview of Rating Scores

Importance – overall

Extremely high	Maintaining local roads
Very high	Road safety
	Overall condition of the local road network
	Availability of car parking
	Maintaining footpaths
High	Town streets and lanes
Moderate	Provision of bike paths

Importance – by age

There were no significant differences in importance between ages.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance between ratepayers/non-ratepayers.

Satisfaction – overall

High	Road safety
	Town streets and lanes
Moderately high	Provision of bike paths
	Availability of car parking
Moderate	Overall condition of the local road network
	Maintaining footpaths
	Maintaining local roads

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with 'maintaining local roads'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

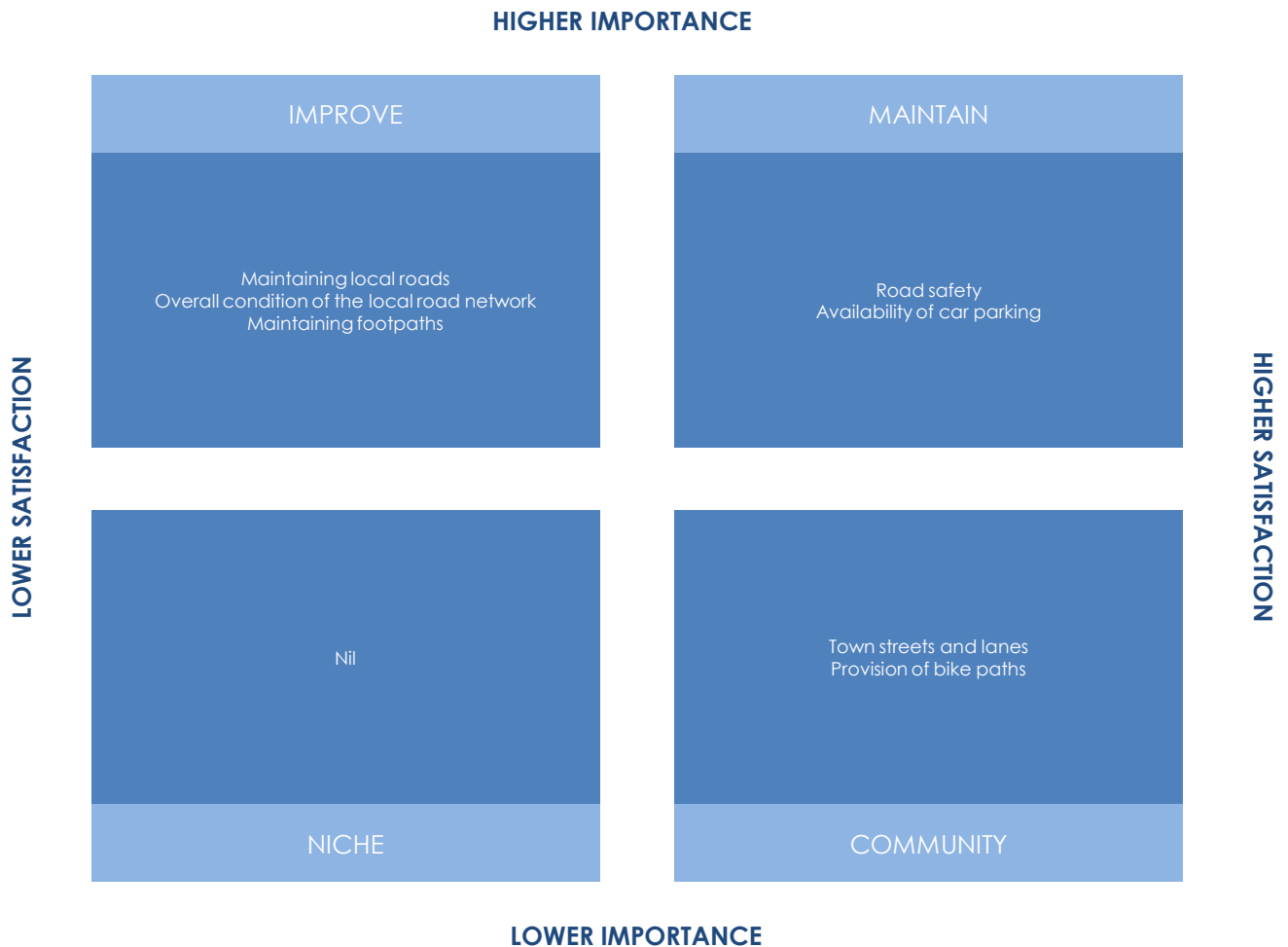
There were no significant differences in satisfaction between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Our Places and Spaces

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Forbes Shire Council needs to improve resident satisfaction with:

- Maintaining local roads
- Overall condition of the local road network
- Maintaining footpaths

Forbes Shire Council also needs to maintain resident satisfaction with:

- Road safety
- Availability of car parking

Importance of, & Satisfaction with, Council Services & Facilities

Our Natural Environment

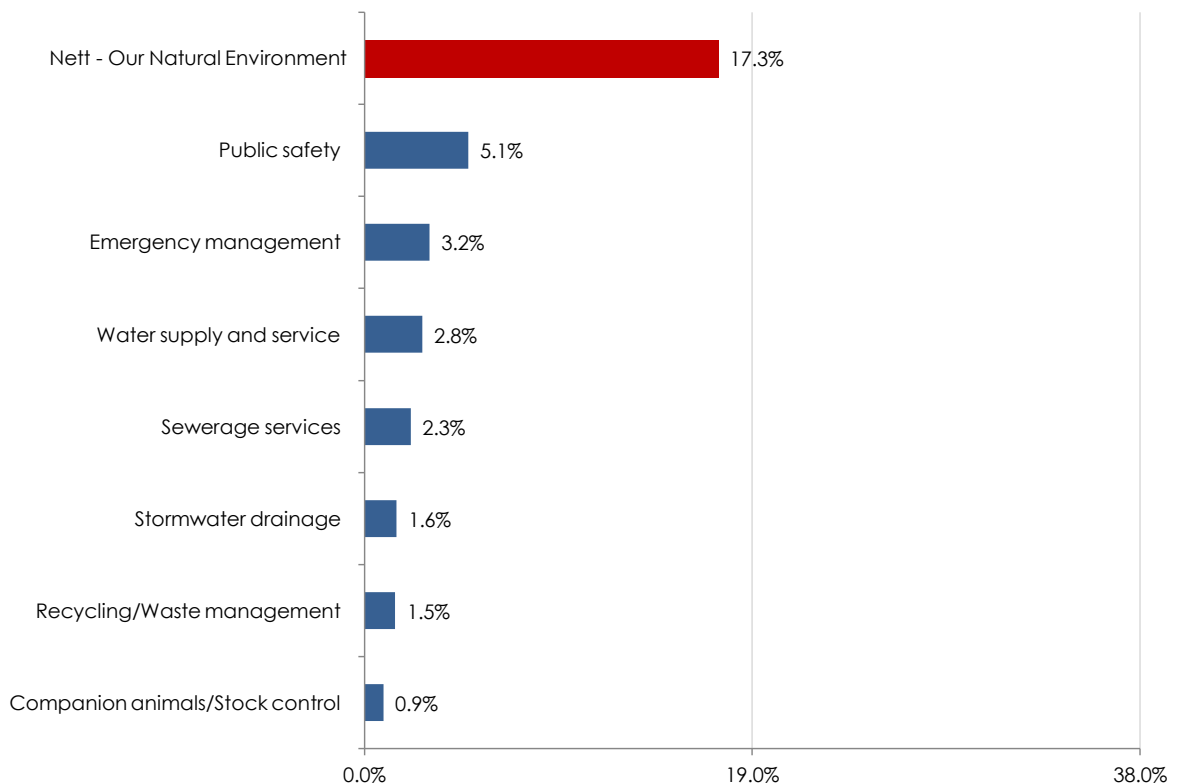
Services and facilities explored included:

- Public safety
- Emergency management
- Water supply and service
- Stormwater drainage
- Recycling/Waste management
- Companion animals/Stock control
- Sewerage services

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 17% of overall satisfaction, based on the regression analysis.

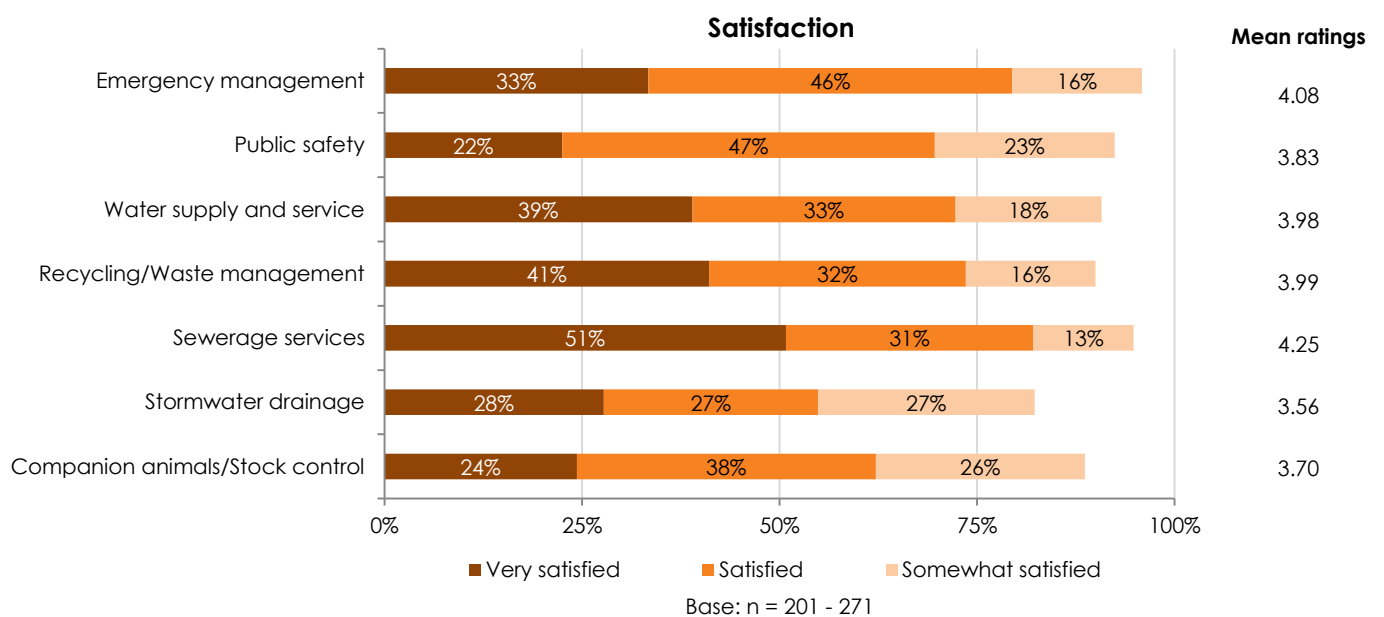
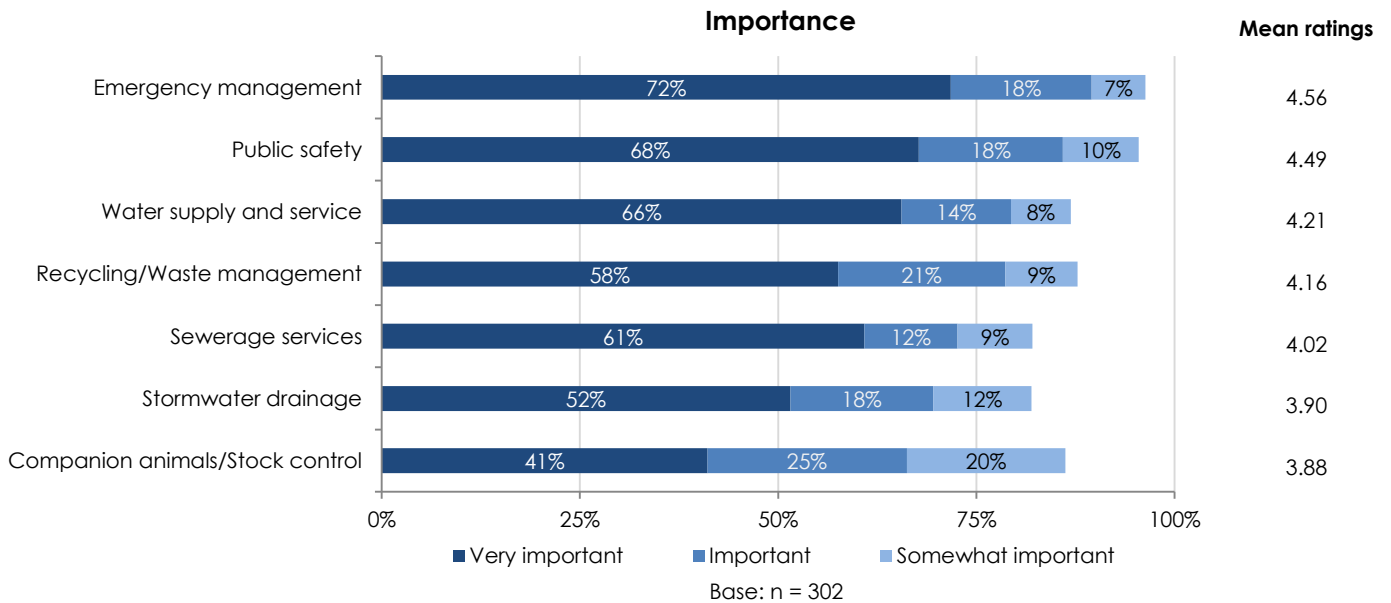
Our Natural Environment – Contributes To Over 17% Of Overall Satisfaction With Council



Importance of, & Satisfaction with, Council Services & Facilities

Our Natural Environment

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, & Satisfaction with, Council Services & Facilities

Our Natural Environment

	Performance Gap
Public safety	+0.66
Emergency management	+0.48
Stormwater drainage	+0.34
Water supply and service	+0.23
Companion animals/Stock control	+0.18
Recycling/Waste management	+0.17
Sewerage services	-0.23

Overview of Rating Scores

Importance – overall

Extremely high	Emergency management
Very high	Public safety
	Water supply and service
High	Recycling/Waste management
	Sewerage services
	Stormwater drainage
Moderately high	Companion animals/Stock control

Importance – by age

Residents aged 65+ found the 'water supply and service' to be significantly higher in importance.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance between ratepayers/non-ratepayers.

Satisfaction – overall

Very high	Sewerage services
High	Emergency management
	Recycling/Waste management
	Water supply and service
Moderately high	Public safety
	Companion animals/Stock control
Moderate	Stormwater drainage

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with the 'water supply and service' and 'recycling/waste management'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

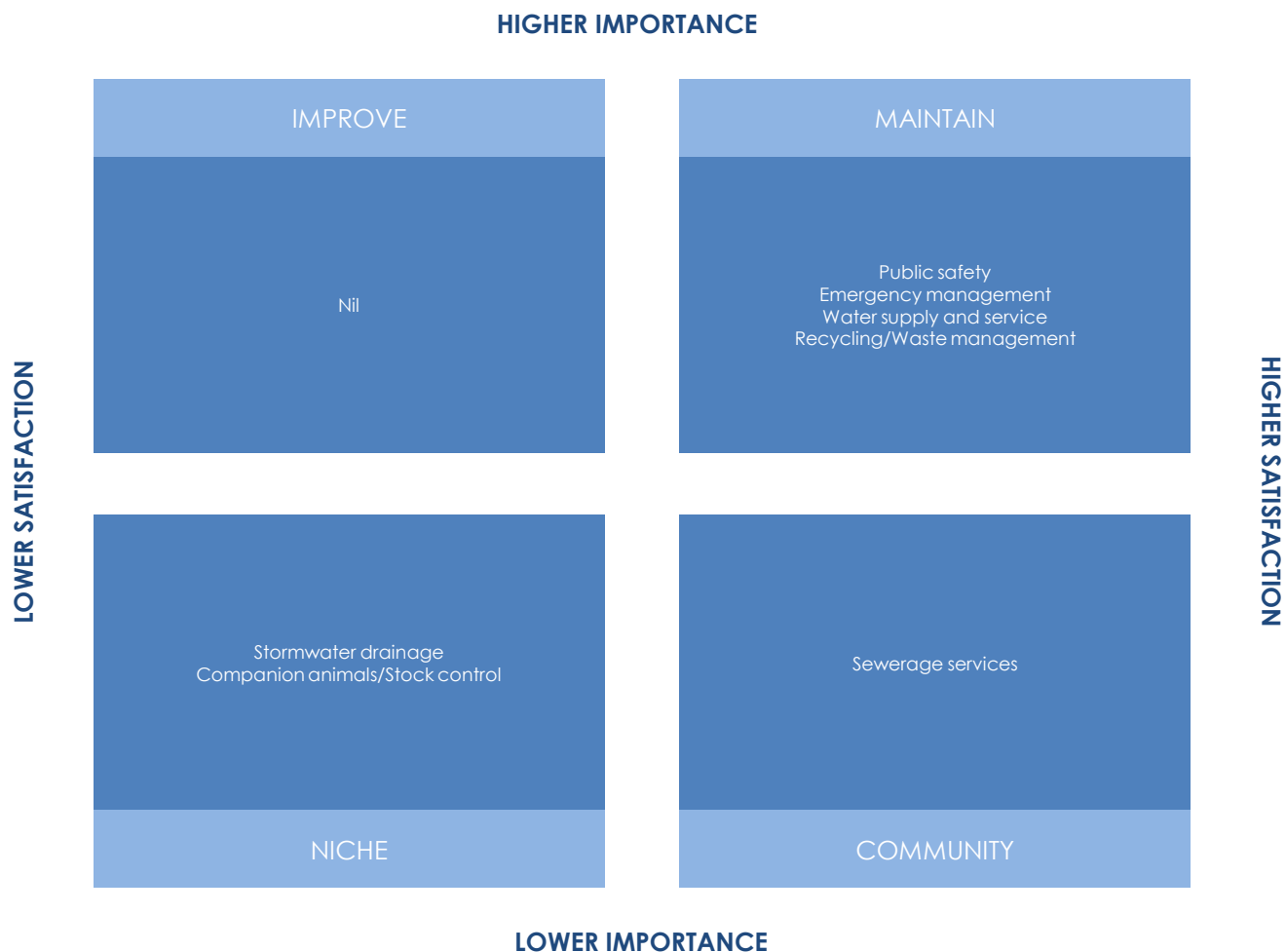
There were no significant differences in satisfaction between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Our Natural Environment

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Forbes Shire Council needs to maintain resident satisfaction with:

- Public safety
- Emergency management
- Water supply and service
- Recycling/Waste management



Importance of, & Satisfaction with, Council Services & Facilities

A Prosperous and Vibrant Shire

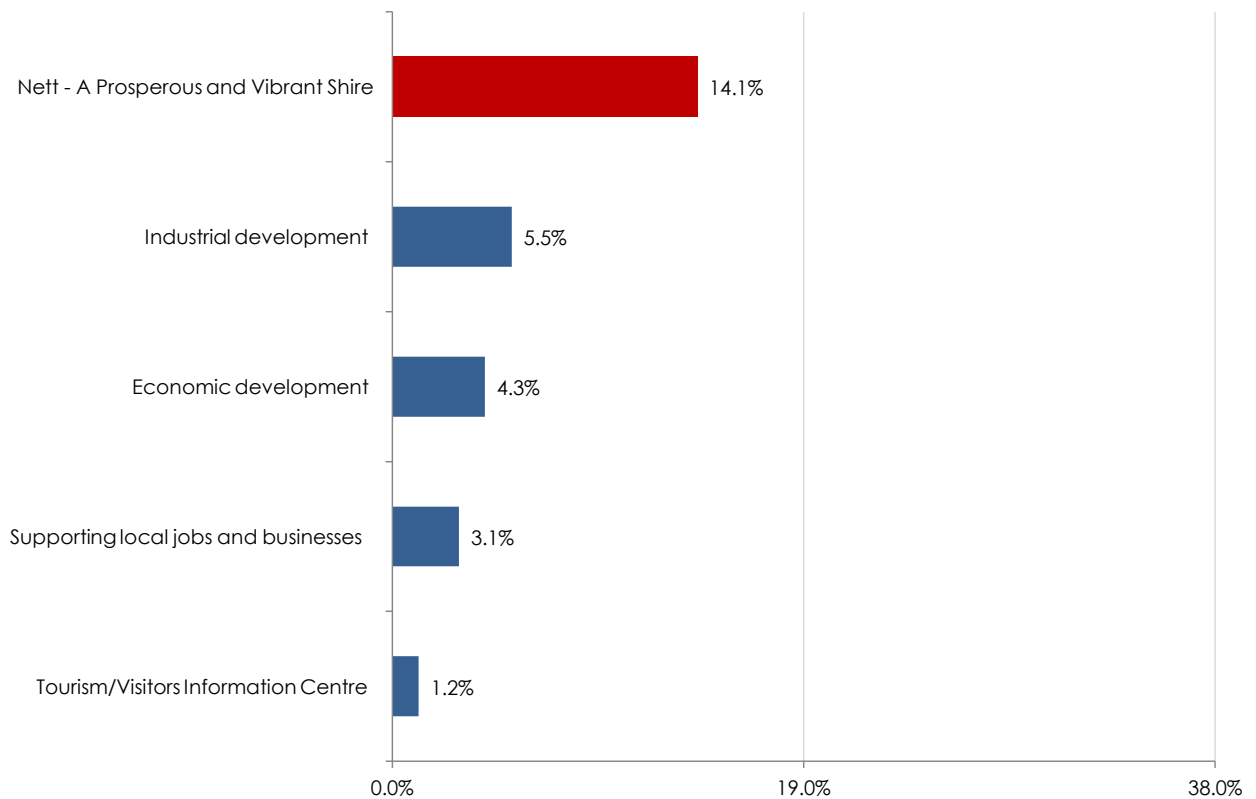
Services and facilities explored included:

- Industrial development
- Tourism/Visitors Information Centre
- Economic development
- Supporting local jobs and businesses

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 14% of overall satisfaction, based on the regression analysis.

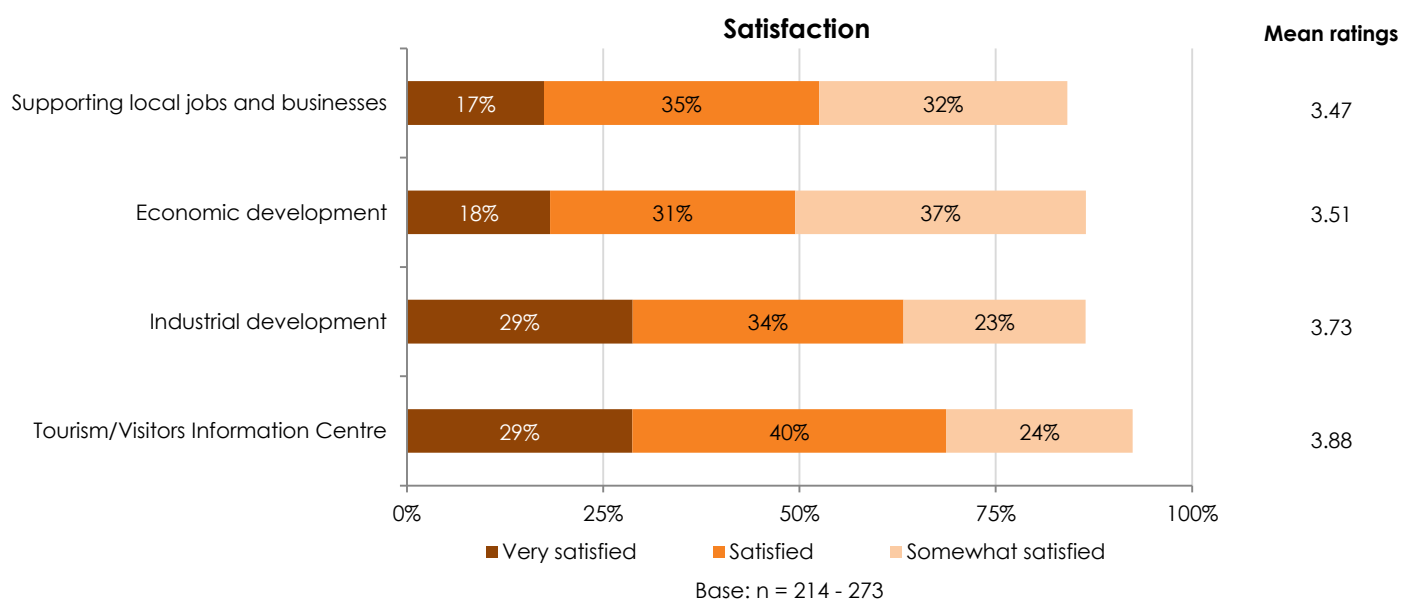
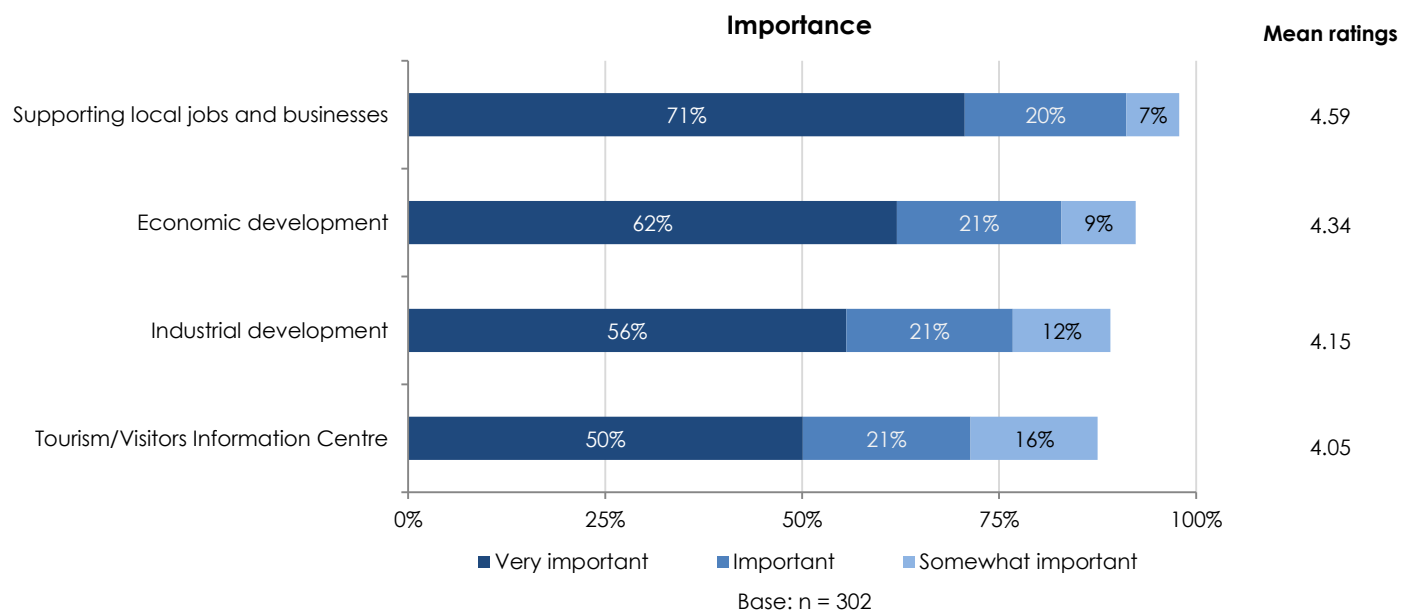
A Prosperous And Vibrant Shire – Contributes to Over 14% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

A Prosperous and Vibrant Shire

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, & Satisfaction with, Council Services & Facilities

A Prosperous and Vibrant Shire

	Performance Gap
Supporting local jobs and businesses	1.12
Economic development	0.83
Industrial development	0.42
Tourism/Visitors Information Centre	0.17

Overview of Rating Scores

Importance – overall

Extremely high	Supporting local jobs and businesses
Very high	Economic development
High	Industrial development
	Tourism/Visitors Information Centre

Importance – by age

There were no significant differences in importance between ages.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance between ratepayers/non-ratepayers.

Satisfaction – overall

Moderately high	Tourism/Visitors Information Centre
	Industrial development
Moderate	Economic development
	Supporting local jobs and businesses

Satisfaction – by age

There were no significant differences in satisfaction between ages.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

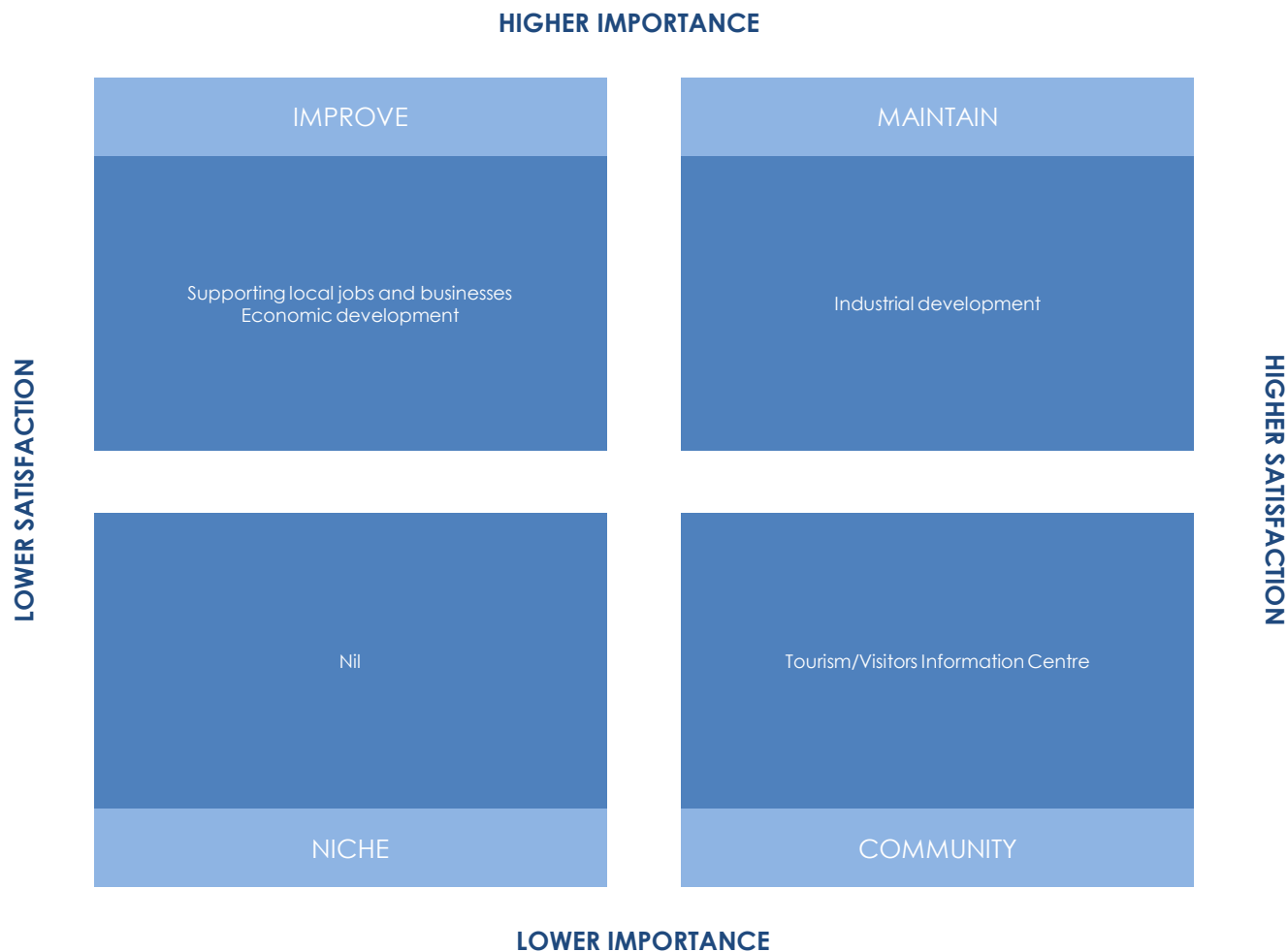
There were no significant differences in satisfaction between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

A Prosperous and Vibrant Shire

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Forbes Shire Council needs to improve resident satisfaction with:

- Supporting local jobs and businesses
- Economic development

Forbes Shire Council also needs to maintain resident satisfaction with:

- Industrial development



Importance of, & Satisfaction with, Council Services & Facilities

Connected and Collaborative Community Leaders

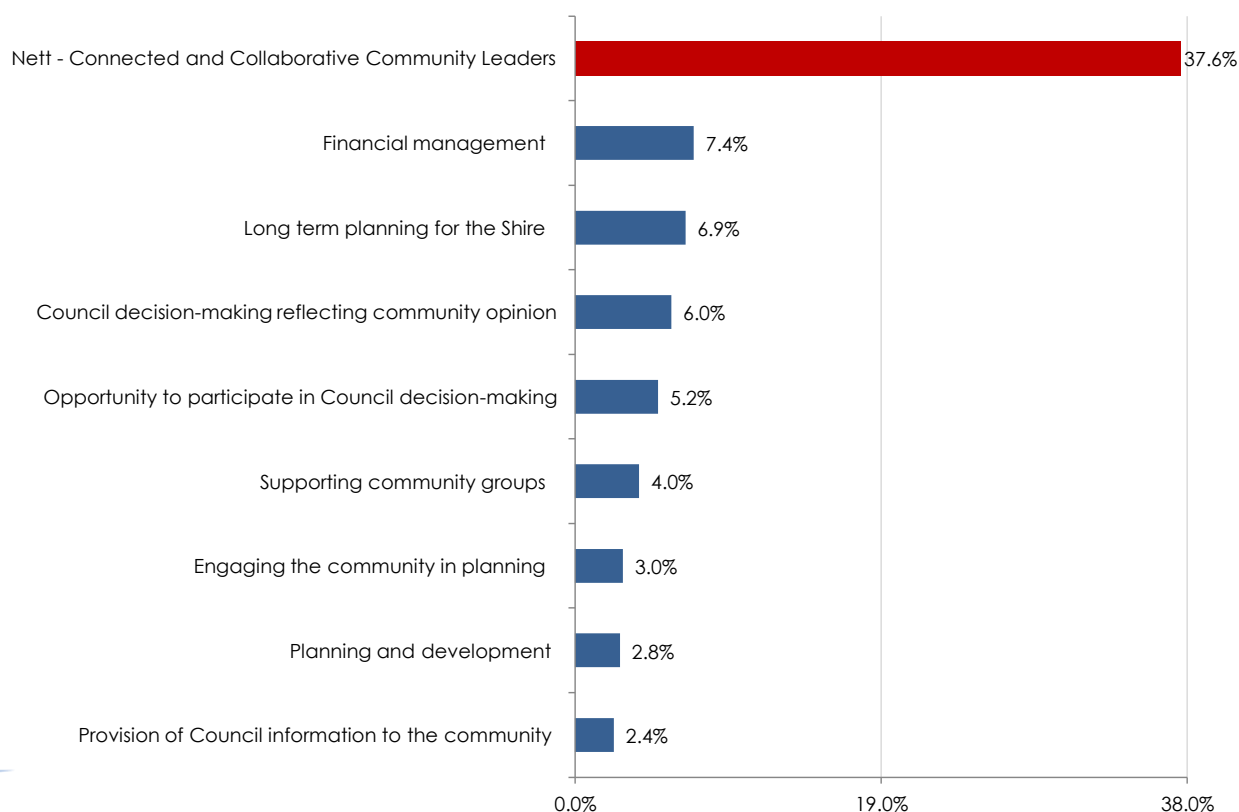
Services and facilities explored included:

- Planning and development
- Opportunity to participate in Council decision-making
- Council decision-making reflecting community opinion
- Provision of Council information to the community
- Long-term planning for the Shire
- Engaging the community in planning
- Supporting community groups
- Financial management

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 38% of overall satisfaction, based on the regression analysis.

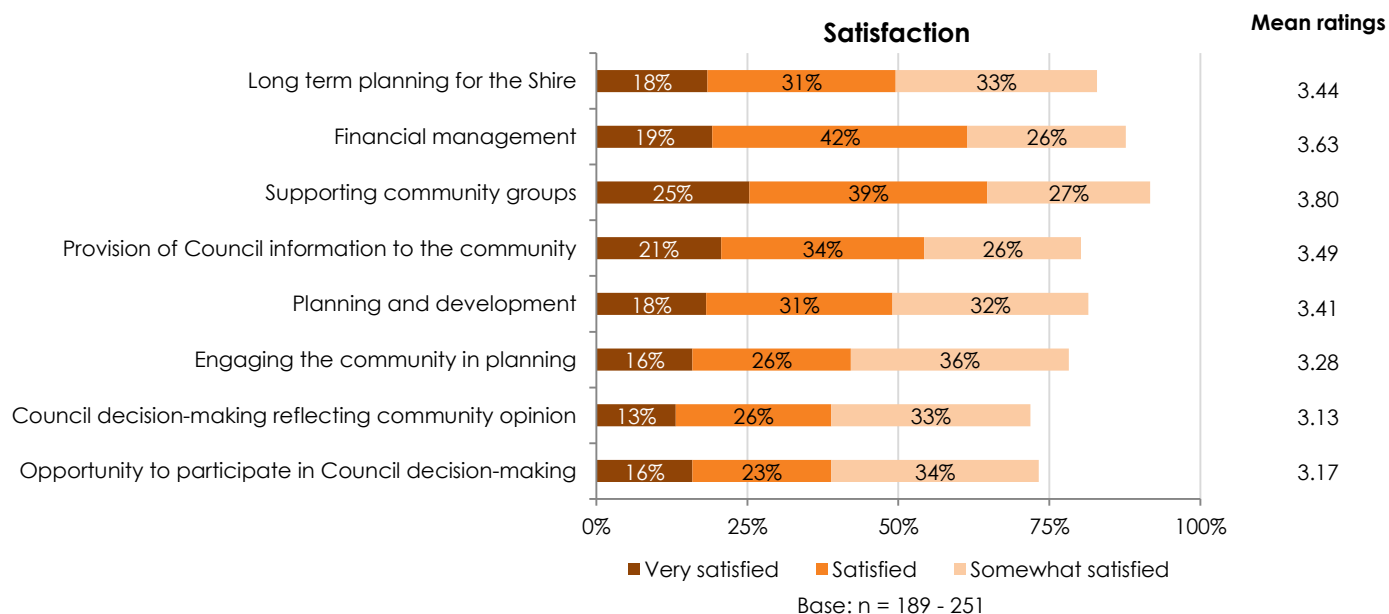
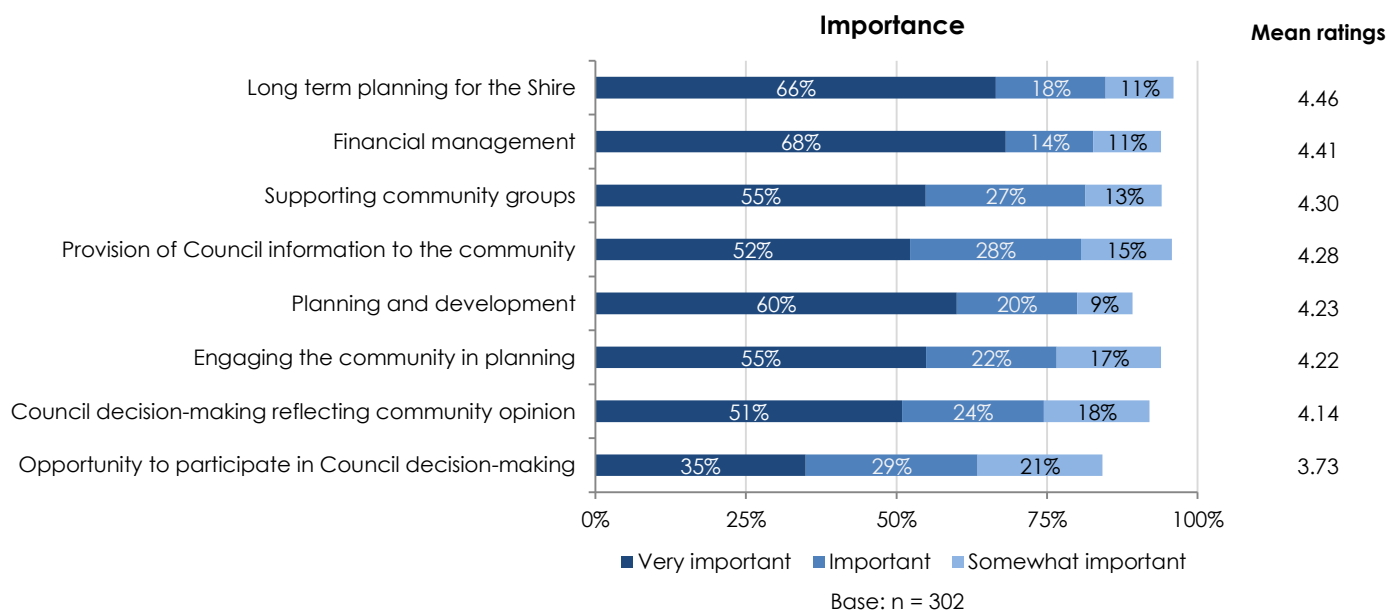
Connected And Collaborative Community Leaders – Contributes to Almost 38% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

Connected and Collaborative Community Leaders

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

Importance of, & Satisfaction with, Council Services & Facilities

Connected and Collaborative Community Leaders

	Performance Gap
Long term planning for the Shire	1.02
Council decision-making reflecting community opinion	1.02
Engaging the community in planning	0.94
Planning and development	0.82
Financial management	0.79
Provision of Council information to the community	0.78
Opportunity to participate in Council decision-making	0.56
Supporting community groups	0.51

Overview of Rating Scores

Importance – overall

Very high	Long-term planning for the Shire
	Financial management
	Supporting community groups
	Provision of Council information to the community
	Planning and development
	Engaging the community in planning
High	Council decision-making reflecting community opinion
Moderately high	Opportunity to participate in Council decision-making

Importance – by age

There were no significant differences in importance between ages.

Importance – by gender

There were no significant differences in importance between genders.

Importance – by ratepayer status

There were no significant differences in importance between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Connected and Collaborative Community Leaders

Satisfaction – overall

Moderately high	Supporting community groups Financial management
Moderate	Provision of Council information to the community Long-term planning for the Shire Planning and development Engaging the community in planning Opportunity to participate in Council decision-making Council decision-making reflecting community opinion

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with the 'opportunity to participate in Council decision-making'.

Satisfaction – by gender

There were no significant differences in satisfaction between genders.

Satisfaction – by ratepayer status

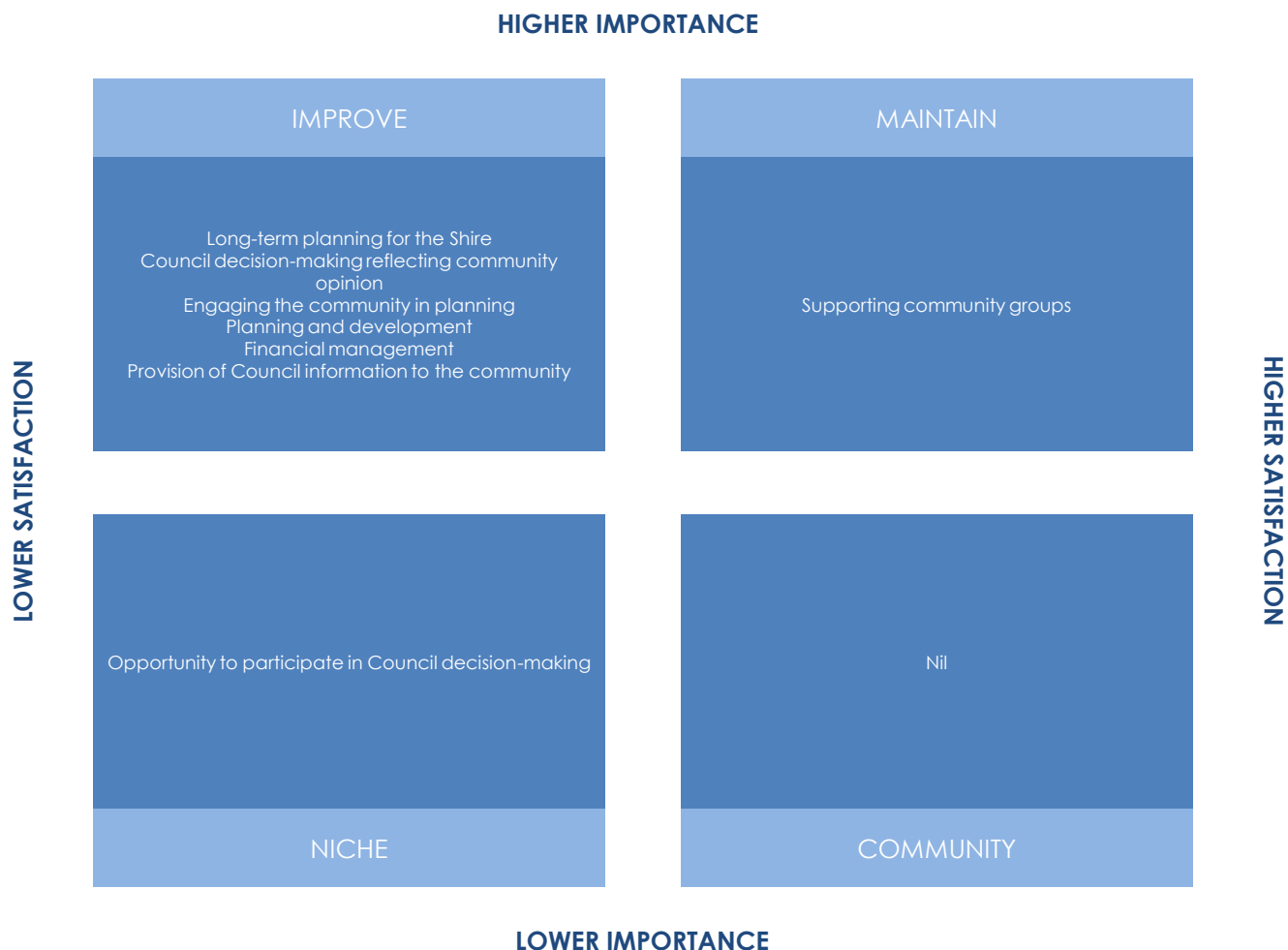
There were no significant differences in satisfaction between ratepayers/non-ratepayers.



Importance of, & Satisfaction with, Council Services & Facilities

Connected and Collaborative Community Leaders

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Forbes Shire Council needs to improve resident satisfaction with:

- Long-term planning for the Shire
- Council decision-making reflecting community opinion
- Engaging the community in planning
- Planning and development
- Financial management
- Provision of Council information to the community

Forbes Shire Council also needs to maintain resident satisfaction with:

- Supporting community groups



Overall Satisfaction with Council

Summary

Overall, 92% of residents were at least 'somewhat satisfied' with the performance of Council. This is a strong result and is significantly higher compared to our NSW LGA Brand Scores.

Residents aged 65+ were significantly more satisfied with the performance of Council in the last 12 months.

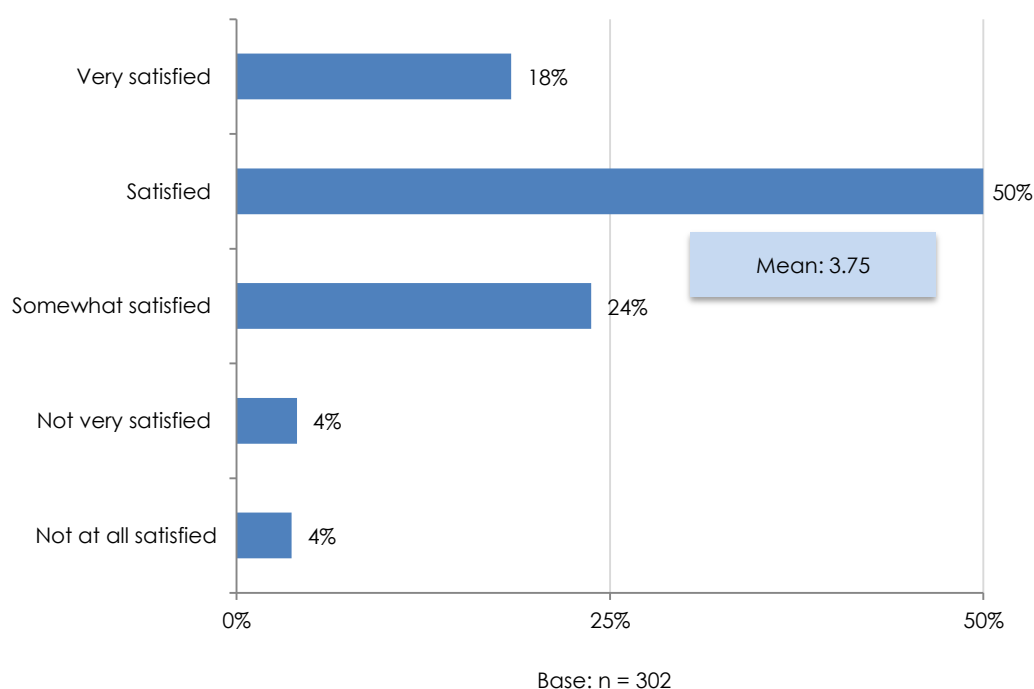
Q6. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Satisfaction mean ratings	3.76	3.57	3.68	4.02▲	3.74	3.77	3.76	3.74	3.75

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Forbes Shire Council 2014
Mean ratings	3.45▼	3.22▼	3.31▼	3.75▲

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

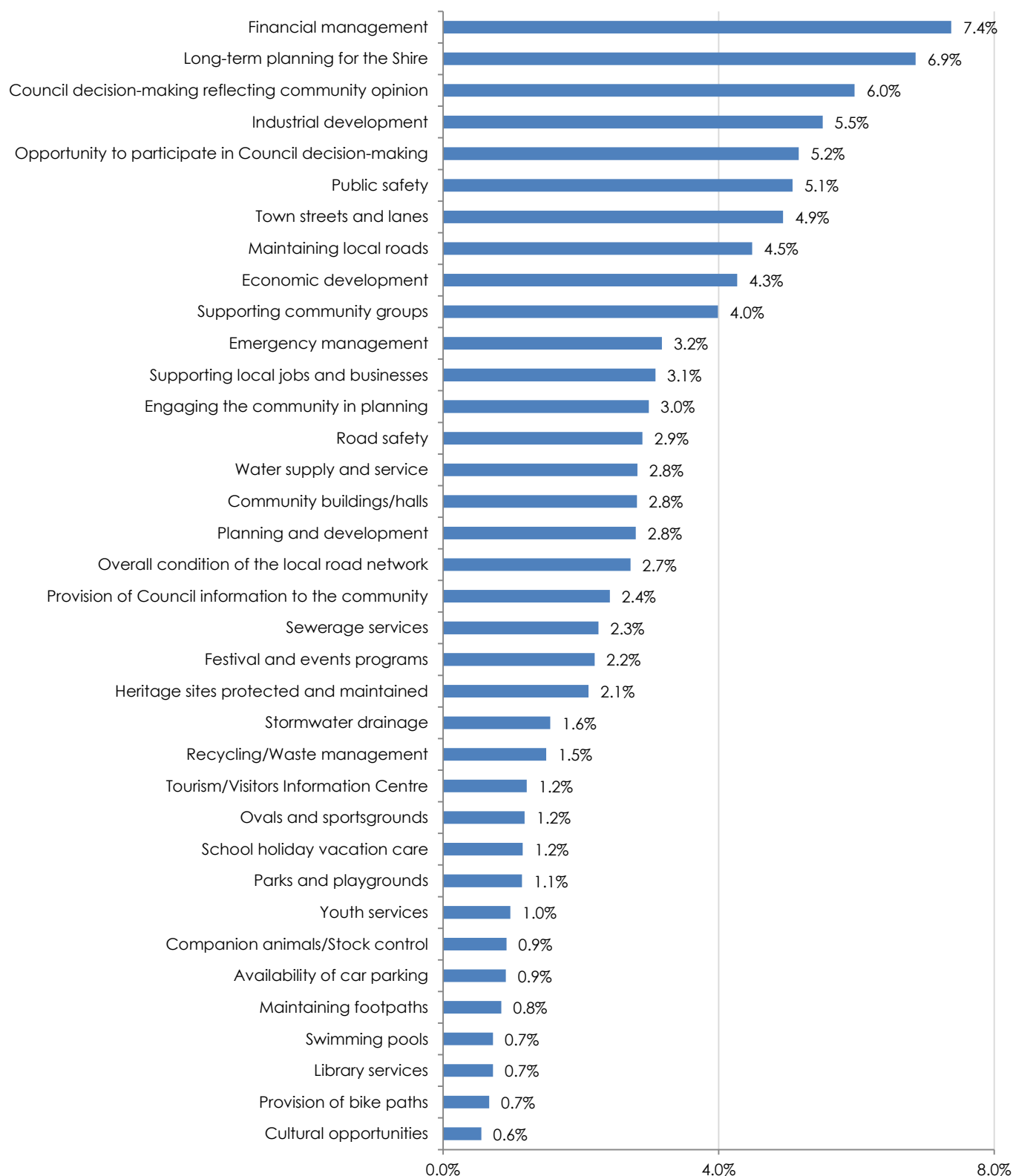
▼▲= A significantly lower/higher level of satisfaction (by group)



Improving Satisfaction with Council's Performance

Overview

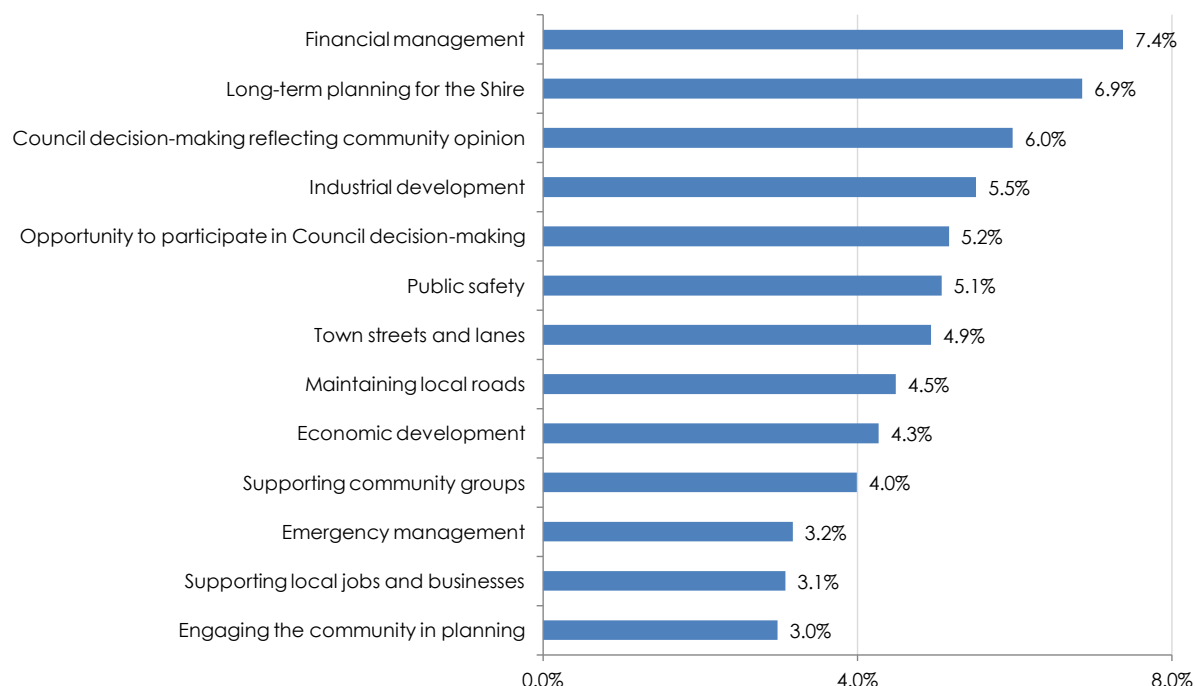
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



Importance of, & Satisfaction with, Council Services & Facilities

These 13 services/facilities are the key community priorities and by addressing these, Forbes Shire Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'financial management' contributes 7.4% towards overall satisfaction.

These Top 13 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



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

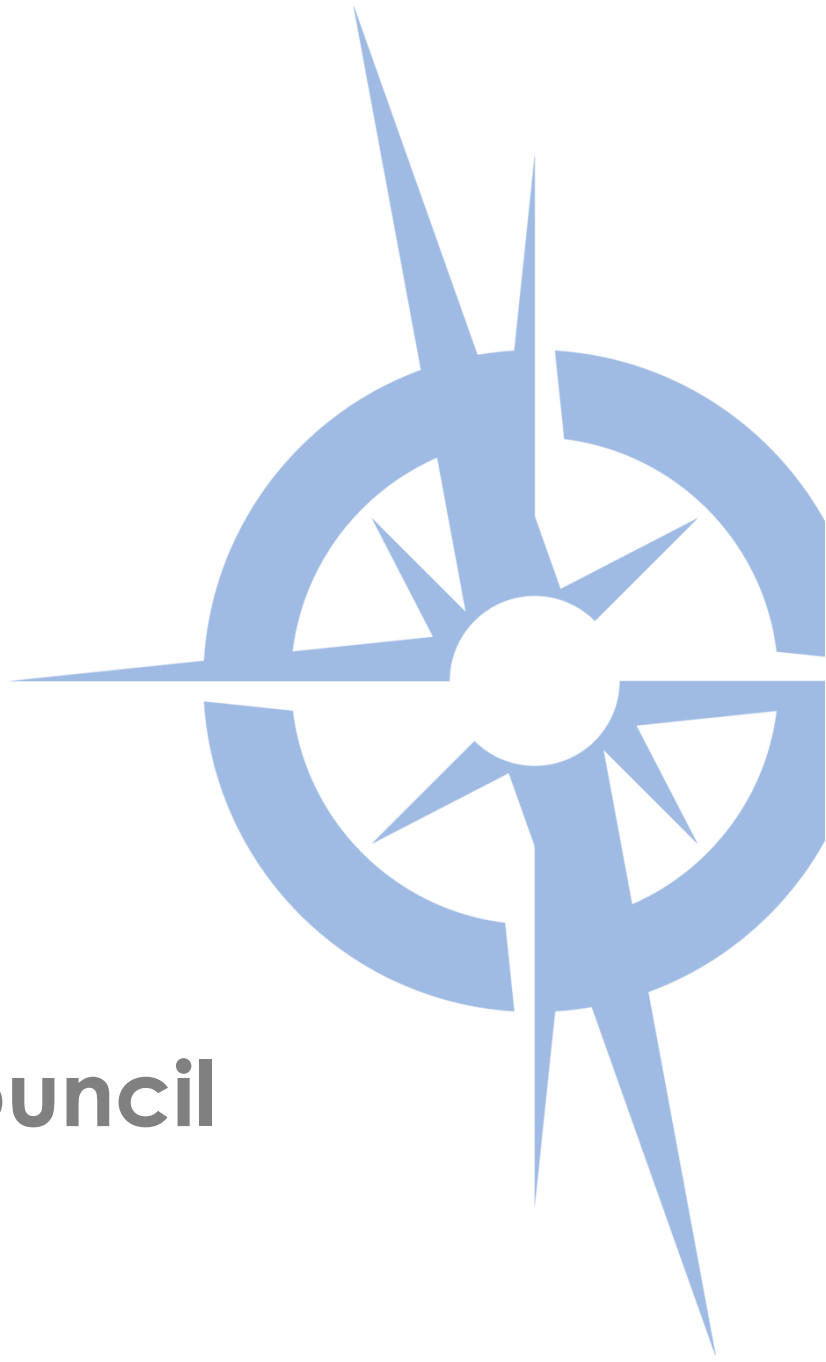
Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If Forbes Shire Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.

Section B

Contact with Council



Contact with Council

Summary

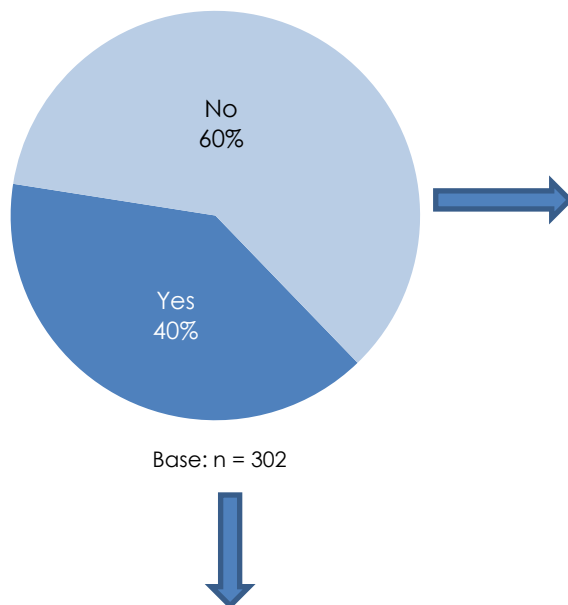
In the last 12 months, 40% of residents had contacted Council, with 47% contacting Council 'in person' and 44% via 'telephone'.

Of those who had not contacted Council within the last 12 months, residents indicated the most likely mediums in which to contact Council in future were also 'in person' (47%) and via 'telephone' (46%).

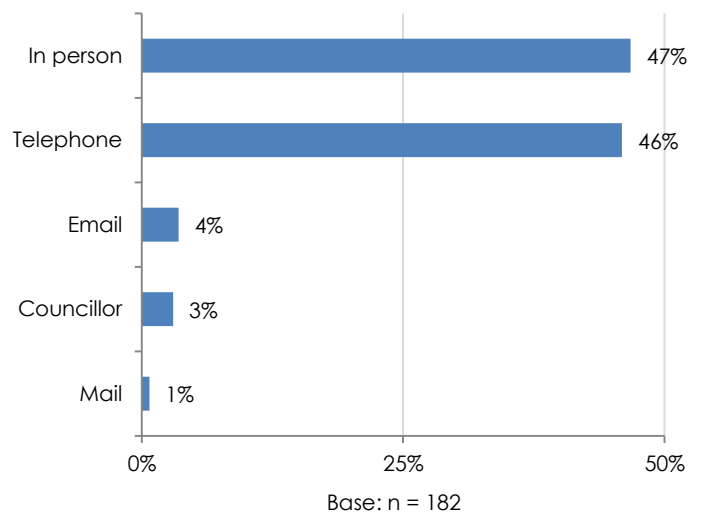
Ratepayers were significantly more likely to have contacted Council in the last 12 months.

If required, residents aged 65+ would be significantly more likely to make contact through a Councillor, whilst those aged 18-34 preferred to contact Council via email in future.

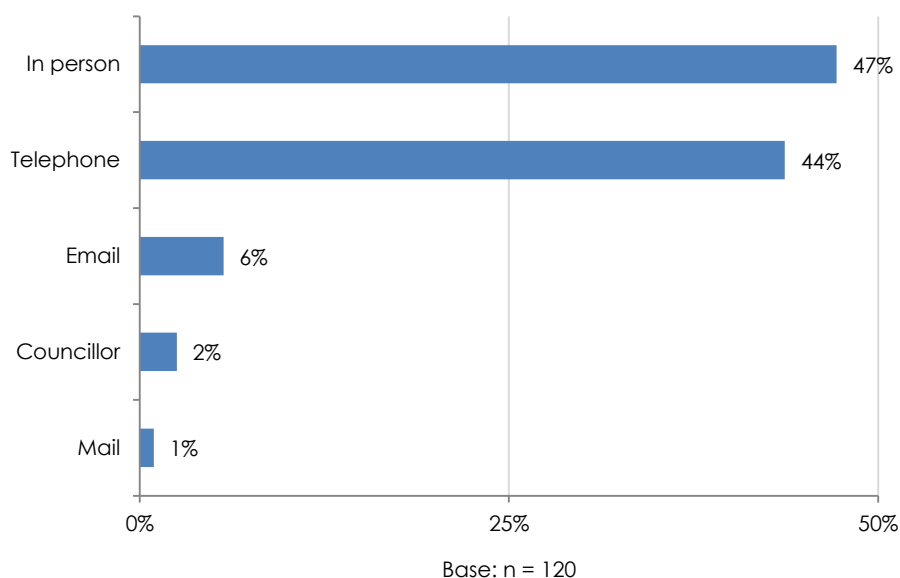
Q1a. Have you contacted Council in the last 12 months?



Q1b. (If no), if required, how would you most likely contact Council in the future?



Q2a. When you last made contact with Council staff was it by:



Contact with Council

Summary

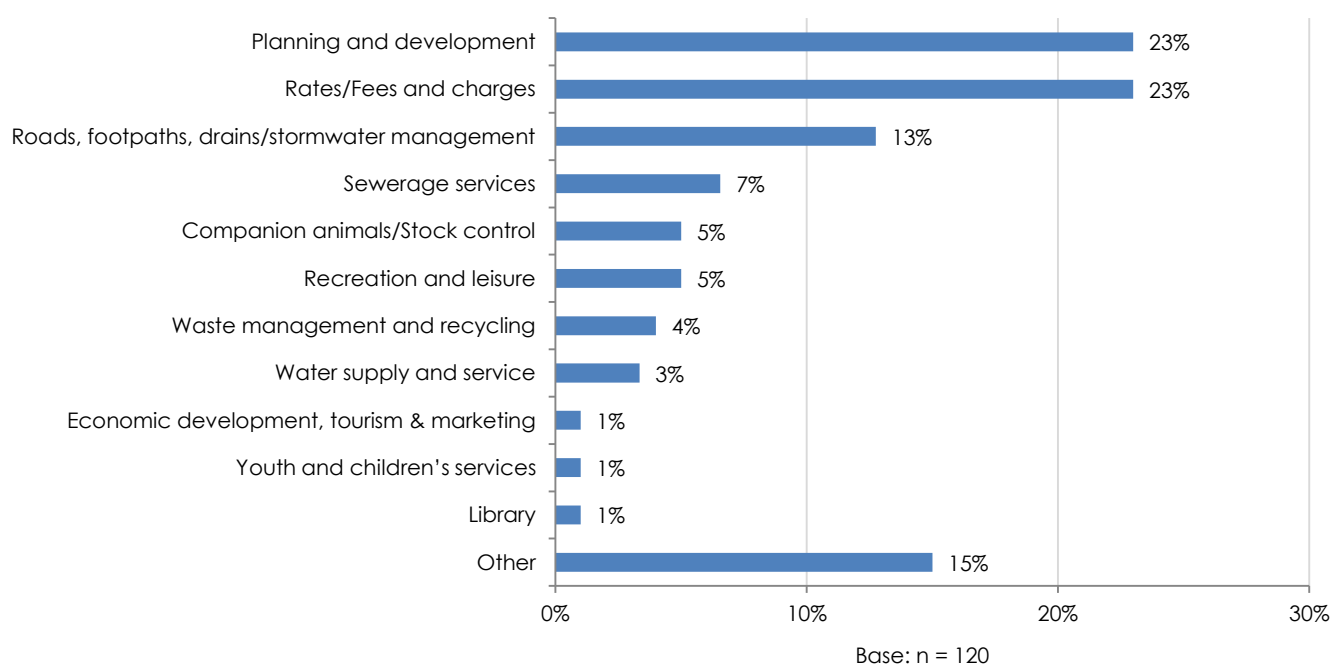
Residents primarily contacted Council about 'rates/fees and charges' (23%) and 'planning and development' (23%).

Non-ratepayers were significantly more likely to have contacted Council about 'economic development, tourism & marketing' and 'companion animals/stock control'.

Whilst not significant, those aged 18-49 were more likely to contact Council about 'planning and development', whilst those aged 50+ were more likely to contact Council in regards to 'rates/fees and charges'.

Males and females contacted Council about a similar range of enquiries.

Q2b. What was the nature of your enquiry?



Other	Count
Complaint	3
Neighbour dispute	2
Accommodation in the nurses' quarters	1
Cemetery and cremation enquiries	1
Community garden	1
Community volunteering	1
Deceased spouse	1
Event management	1
Fine/Penalty	1
Issue with local lake	1
Maintenance of weeds	1
Path rider	1
Personal enquiry	1
Scholarship acceptance	1
Trees	1
Wildlife	1



Contact with Council

Summary

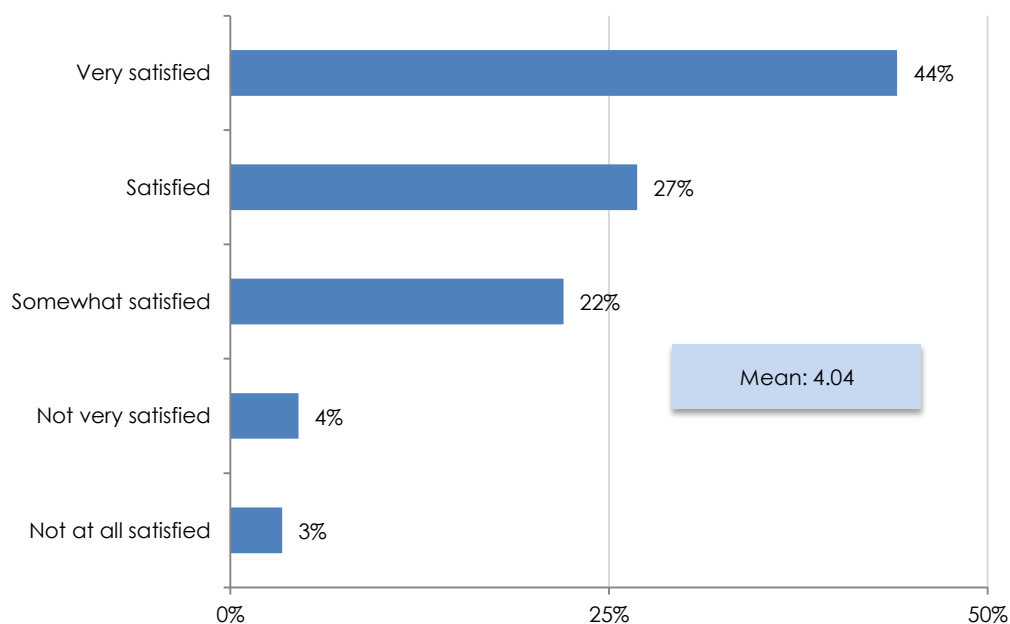
Overall satisfaction with the way contact was handled was positive, with 93% of residents at least 'somewhat satisfied' with their experience.

There were no significant differences between the demographics, but results remain strong.

Q3. Overall, how satisfied were you with the way your contact was handled?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Satisfaction mean ratings	3.80	4.11	3.99	4.16	4.22	3.87	4.02	4.64	4.04

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



Base: n = 120



Means of Sourcing Council Information

Summary

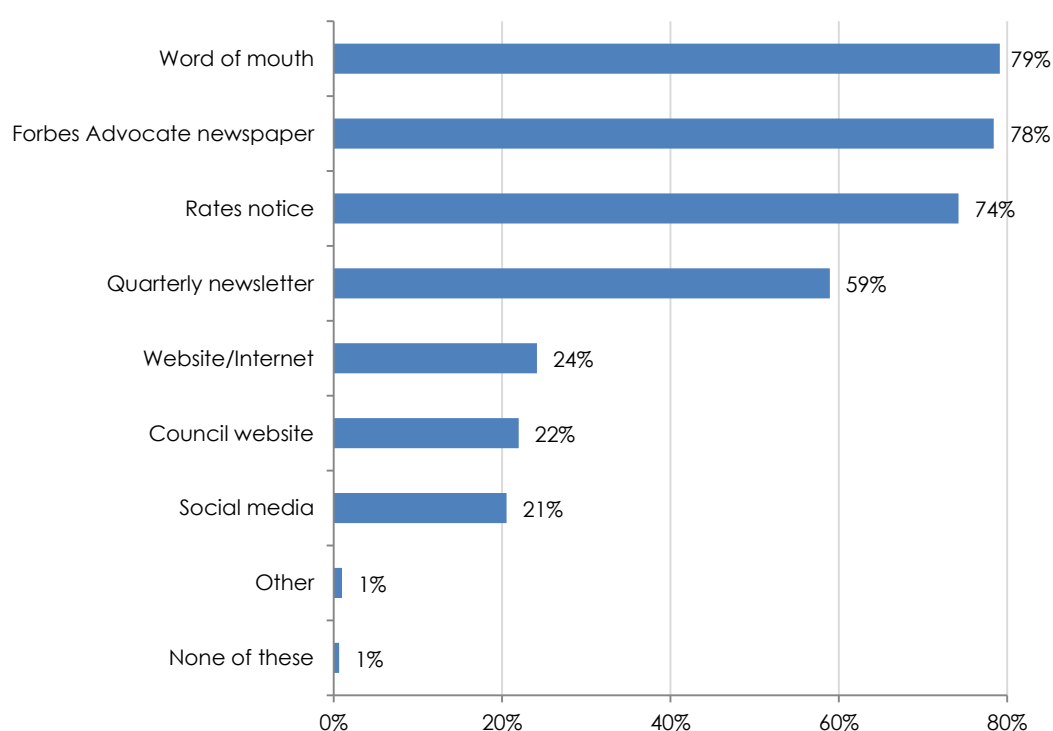
Residents predominantly receive information about Council through 'word of mouth' (79%), 'Forbes Advocate newspaper' (78%), and 'rates notice' (74%).

Residents aged 65+ were significantly less likely to source information about Council through the 'Council website' and 'website/internet', whilst those aged 18-34 were significantly less likely to obtain information through the 'quarterly newsletter'.

Ratepayers were significantly more likely to get information about Council through the 'quarterly newsletter' and 'rates notice'.

Although not significant, residents aged 35+ were more likely to obtain information about Council via their 'rates notice'.

Q4a. Through which of the following means do you receive information about Council?



Base: n = 302

Other	Count
Forbes Business Chamber	1
Notice boards	1
Personal letter	1
Radio	1
Television	1

Criteria that Influence your Opinion of Council's Performance

Summary

Residents rated 'personal experience' highest in importance in regards to influence of opinion of the performance of Council, whilst 'social media' was held in the lowest regard.

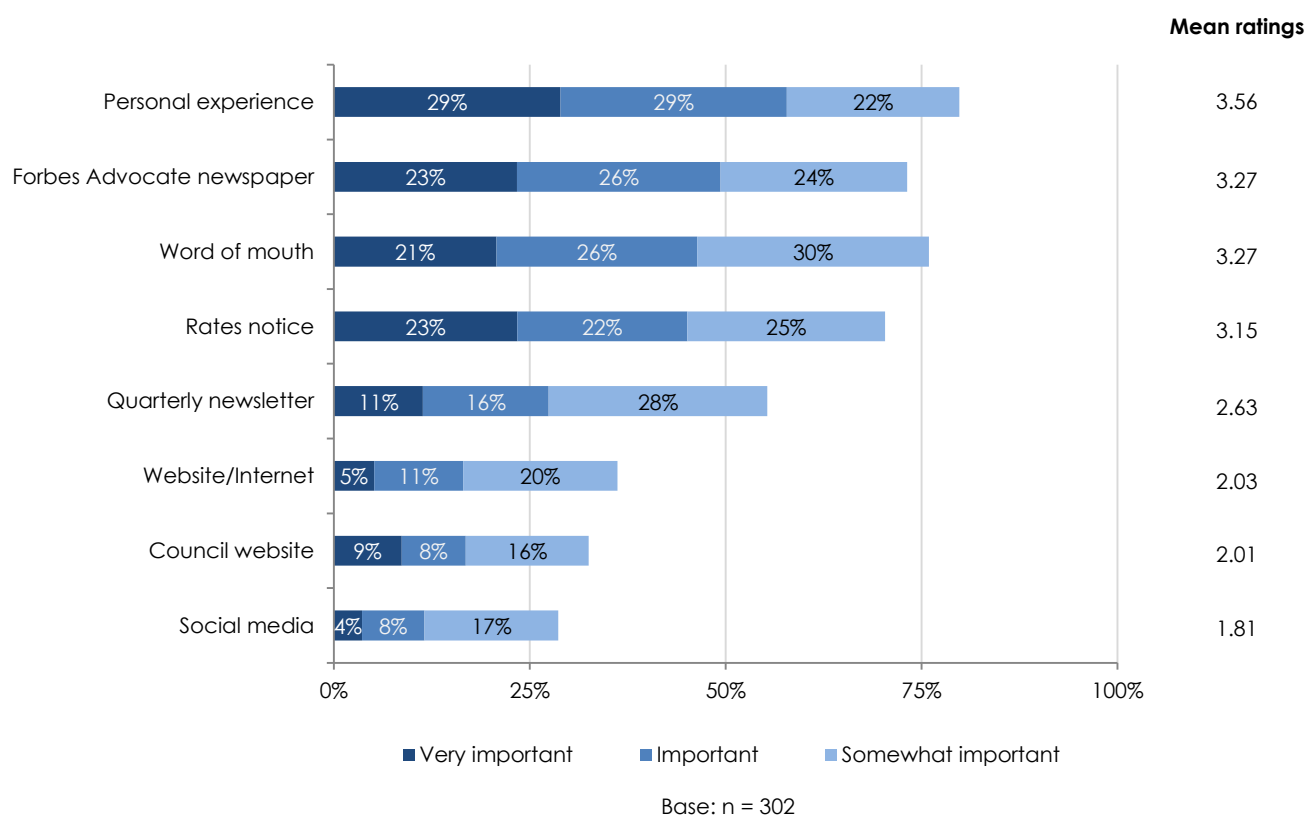
Residents aged 65+ were significantly more likely to find the 'quarterly newsletter' affecting their opinion on the performance of Council, whereas those aged 35-49 rated the 'quarterly newsletter' significantly lower in importance when it comes to influencing their opinion.

Residents aged 65+ found the 'website/internet', 'Council website', and 'social media' significantly less influential when forming an opinion of Council's performance.

Females found 'social media' significantly higher in importance in regards to influence of opinion of the performance of Council.

'Rates notice' was significantly more important to ratepayers when forming an opinion of Council's performance.

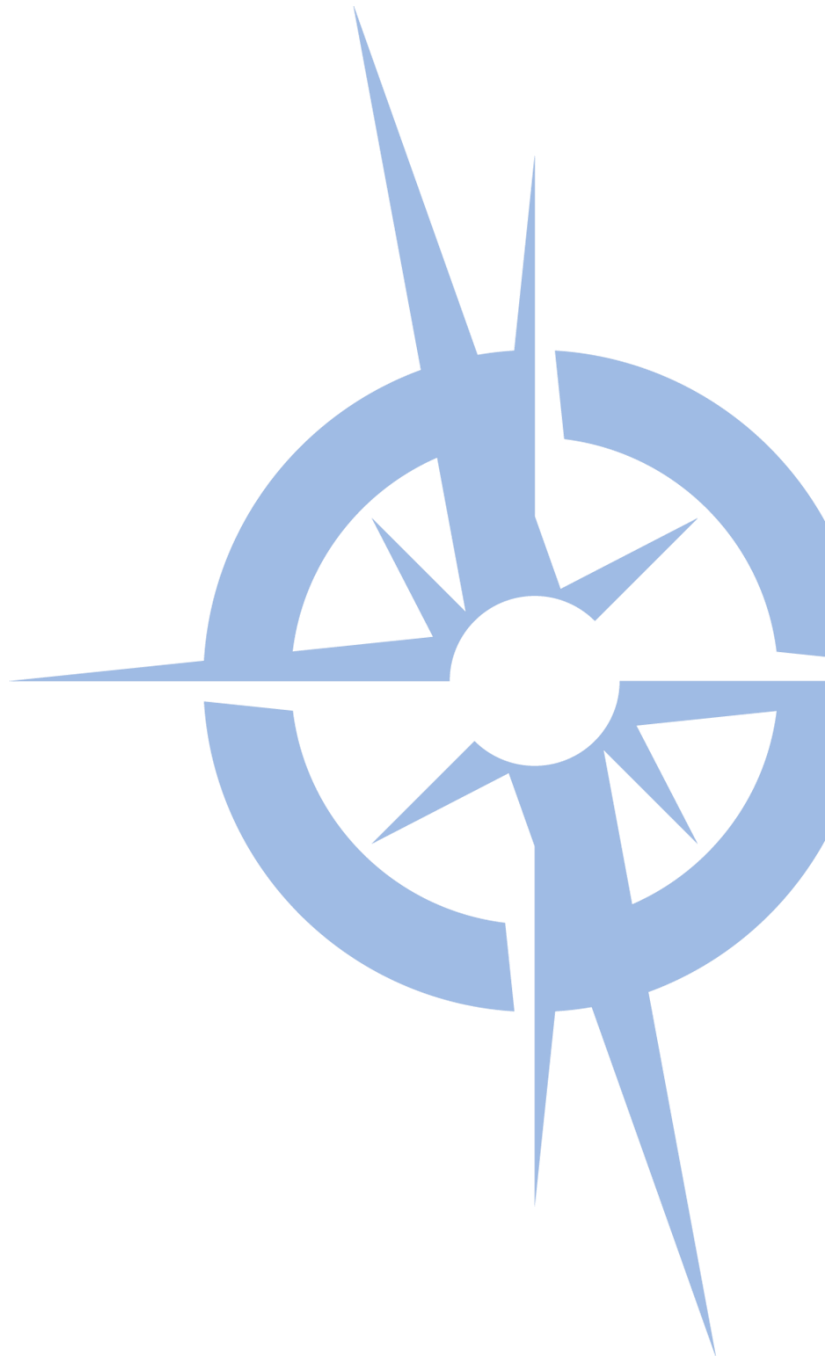
Q4b. How important a role do the following have in influencing your opinion of the performance of Council?



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

Section C

Priority Issues



Most Valued Aspects of Living in the Forbes Shire Area

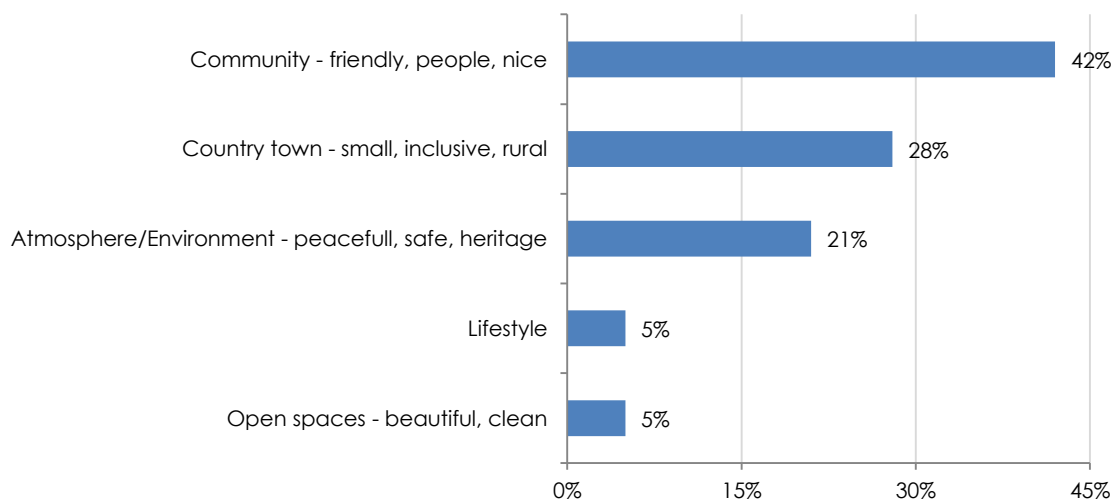
Summary

Residents' most valued aspect about living in the Forbes Shire Area is the community, specifically the friendly and nice people in the area.

Q7a. What do you value most about living in the Forbes 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.



Priority Issues for the Next 10 Years

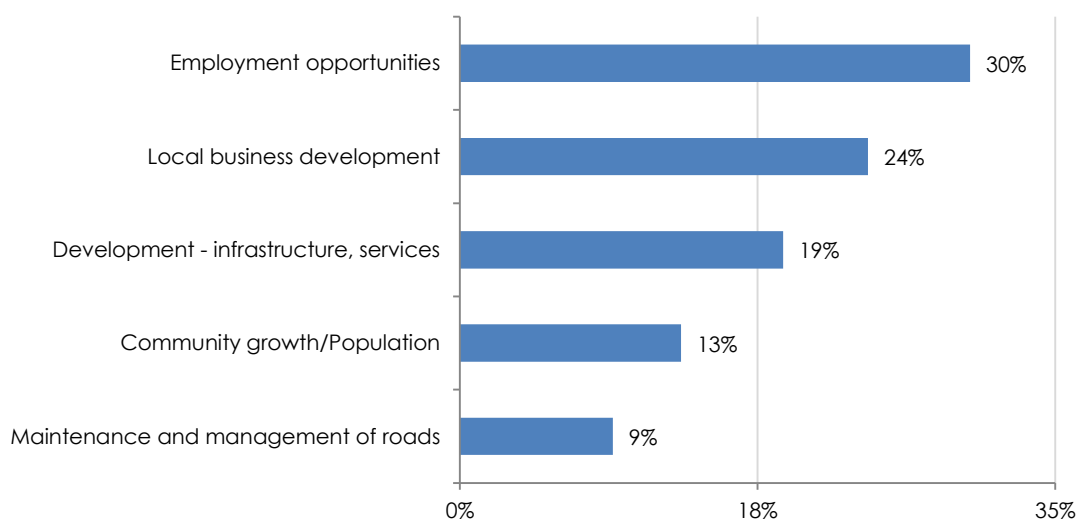
Summary

Residents believe the highest priority issues for the next 10 years revolve around the development and population growth in the area, namely 'employment opportunities' and 'local business development'.

Q7b. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Forbes 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.



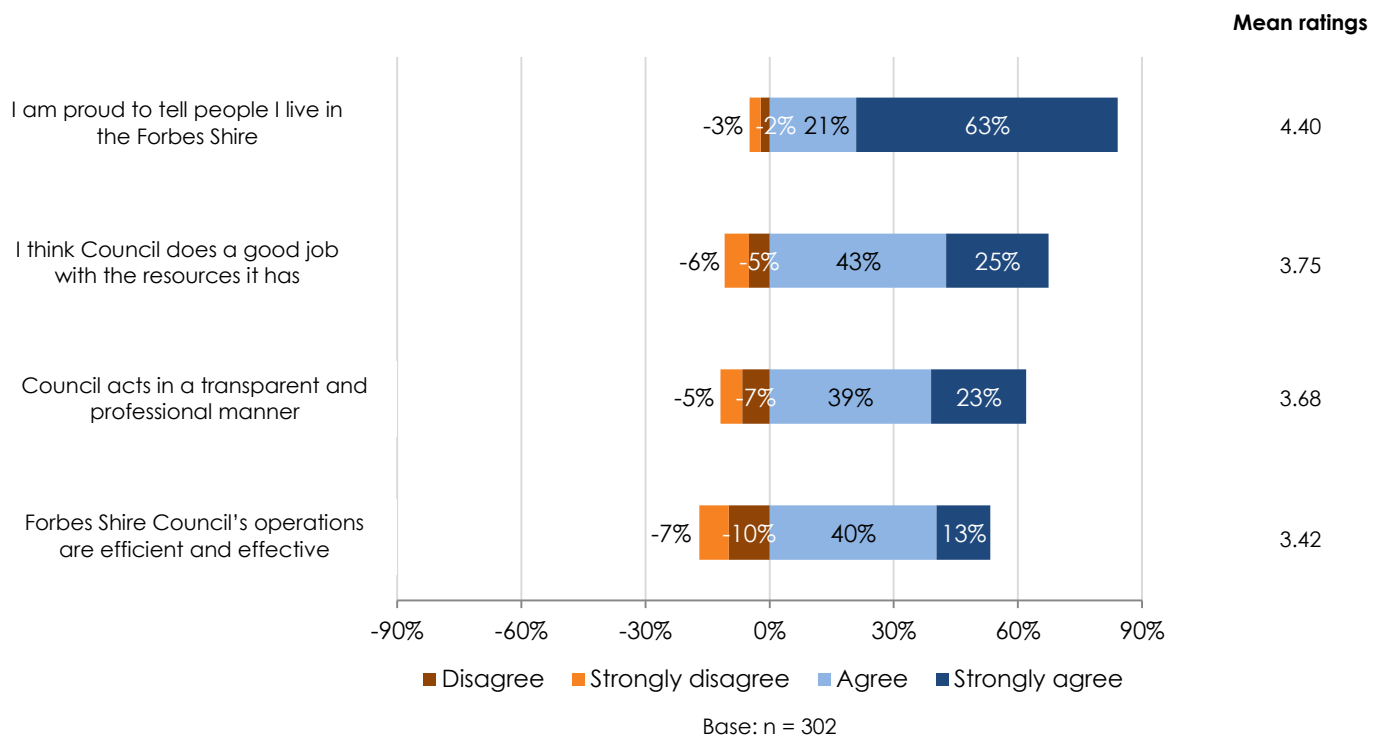
Agreement with Specific Statements

Summary

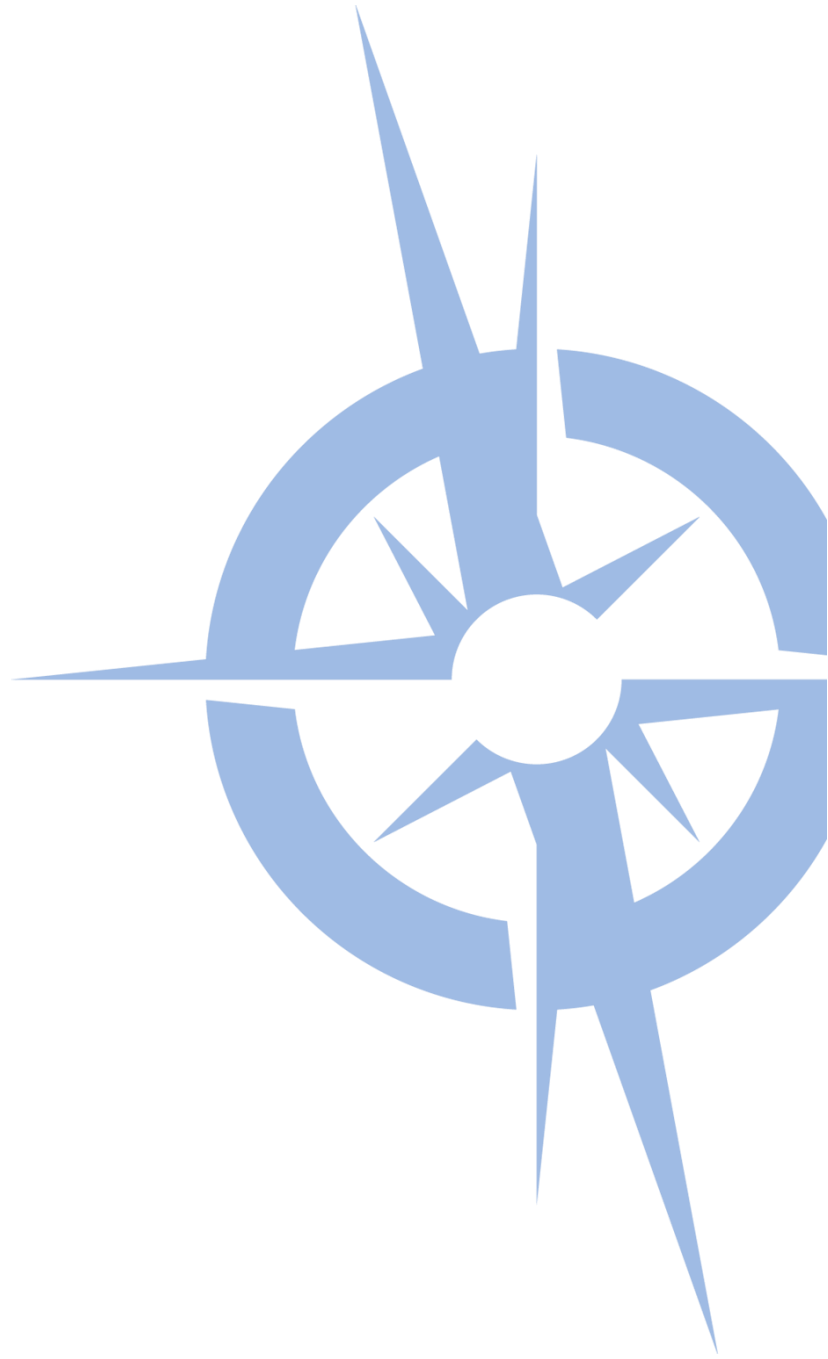
Residents rated the statement 'I am proud to tell people I live in the Forbes Shire' highest in agreement, with 84% indicating they 'agree' to 'strongly agree'. This reflects the most valued aspects of the Forbes Shire area primarily relating to the community.

Residents aged 65+ were significantly more likely to agree with the statements 'I am proud to tell people I live in the Forbes Shire', 'I think Council does a good job with the resources it has', and 'Forbes Shire Council's operations are efficient and effective'.

Q8. How strongly do you agree or disagree with the following statements:



Scale: 1= strongly disagree, 5= strongly agree



Section E

Demographics

Demographics

Q9b. Please stop me when I read out your age group.

	%
18-34	23%
35-49	25%
50-64	27%
65+	25%

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

	%
I/We own/are currently buying this property	88%
I/We currently rent this property	12%

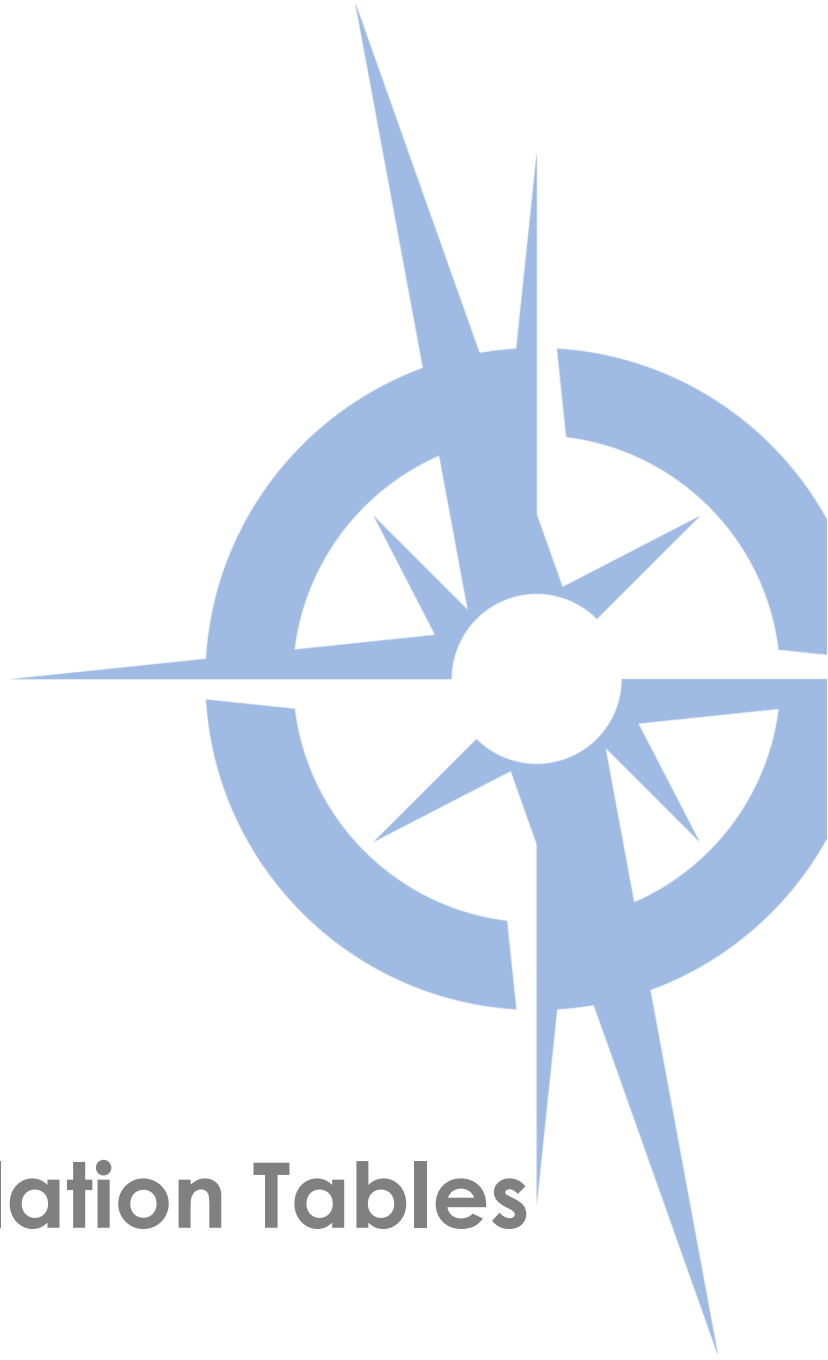
Q9c. How long have you lived in the Forbes Shire Area?

	%
Less than 2 years	2%
2 – 5 years	12%
6 – 10 years	6%
11 – 20 years	12%
More than 20 years	67%

Q9d. Gender:

	%
Male	49%
Female	51%





Appendix A

Data and Correlation Tables

Importance/Satisfaction

Proud Place, Great Lifestyle

Importance	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Parks and playgrounds	3.91	4.34	4.06	4.20	4.03	4.23	4.13	4.11	4.13
Ovals and sportsgrounds	4.13	4.20	3.75	4.06	3.98	4.08	4.02	4.12	4.03
Swimming pools	4.00	4.29	3.78	3.91	3.92	4.06	4.01	3.89	3.99
Festival and events programs	4.18	4.10	3.89	3.81	3.98	4.00	4.00	3.94	3.99
Community buildings/halls	3.54	4.03	3.66	4.05	3.69	3.95	3.78	4.09	3.82
Heritage sites protected and maintained	3.30	4.09	3.85	3.84	3.60	3.95	3.76	3.92	3.78
Library services	2.84	3.78	3.63	3.76	3.17	3.85▲	3.51	3.61	3.52
Cultural opportunities	3.02	3.54	3.33	3.28	3.01	3.57	3.26	3.56	3.30
Youth services	2.93	3.85▲	2.83	3.08	3.06	3.27	3.22	2.84	3.17
School holiday vacation care	2.53	3.05	2.40	2.68	2.55	2.77	2.65	2.77	2.66

Satisfaction	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Parks and playgrounds	3.93	3.67	3.92	4.26	4.01	3.88	3.94	3.98	3.94
Ovals and sportsgrounds	4.00	3.97	4.19	4.28	4.12	4.09	4.11	4.07	4.11
Swimming pools	4.14	4.04	4.27	4.35	4.32	4.09	4.23	3.95	4.20
Festival and events programs	3.88	3.71	3.95	4.25	3.96	3.92	3.89	4.26	3.94
Community buildings/halls	3.97	3.72	4.04	4.18	3.98	3.97	4.01	3.77	3.98
Heritage sites protected and maintained	3.52	3.84	3.72	4.14	3.82	3.84	3.81	3.97	3.83
Library services	3.77	3.87	4.19	4.33	4.09	4.08	4.09	4.03	4.09
Cultural opportunities	3.81	3.52	3.71	4.03	3.71	3.79	3.72	4.00	3.76
Youth services	3.73	3.50	3.66	3.86	3.59	3.73	3.68	3.50	3.67
School holiday vacation care	3.90	3.60	3.57	4.05	3.79	3.77	3.77	3.88	3.78

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

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

Importance/Satisfaction

Proud Place, Great Lifestyle

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Parks and playgrounds	6%	4%	12%	28%	50%	100%	302
Ovals and sportsgrounds	9%	3%	13%	28%	48%	100%	302
Swimming pools	8%	7%	13%	22%	50%	100%	302
Festival and events programs	4%	4%	16%	38%	37%	100%	302
Community buildings/halls	7%	5%	22%	31%	35%	100%	302
Heritage sites protected and maintained	10%	5%	21%	25%	39%	100%	302
Library services	14%	13%	15%	20%	37%	100%	302
Cultural opportunities	15%	10%	26%	25%	23%	100%	302
Youth services	22%	12%	19%	19%	27%	100%	302
School holiday vacation care	37%	13%	16%	14%	19%	100%	302

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Parks and playgrounds	3%	5%	18%	43%	31%	100%	237
Ovals and sportsgrounds	1%	2%	17%	45%	35%	100%	228
Swimming pools	1%	3%	14%	41%	42%	100%	216
Festival and events programs	2%	5%	22%	40%	31%	100%	227
Community buildings/halls	1%	4%	21%	46%	29%	100%	198
Heritage sites protected and maintained	6%	4%	21%	39%	30%	100%	193
Library services	1%	8%	12%	37%	41%	100%	171
Cultural opportunities	1%	7%	26%	48%	19%	100%	151
Youth services	4%	6%	33%	33%	24%	100%	133
School holiday vacation care	5%	2%	28%	41%	25%	100%	97



Importance/Satisfaction

Our Places and Spaces

Importance	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Maintaining local roads	4.80	4.78	4.65	4.62	4.69	4.73	4.74	4.52	4.71
Road safety	4.28	4.69	4.36	4.57	4.33	4.61	4.44	4.75	4.48
Overall condition of the local road network	4.54	4.46	4.35	4.39	4.42	4.44	4.41	4.59	4.43
Availability of car parking	4.11	4.29	4.27	4.35	4.17	4.34	4.26	4.28	4.26
Maintaining footpaths	4.01	4.29	4.26	4.23	4.00	4.39	4.21	4.15	4.20
Town streets and lanes	4.13	3.92	3.98	4.09	4.08	3.97	3.99	4.29	4.02
Provision of bike paths	3.34	3.71	3.39	3.32	3.35	3.53	3.37	3.97	3.44

Satisfaction	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Maintaining local roads	2.95	3.05	3.07	3.59▲	3.11	3.22	3.10	3.69	3.17
Road safety	4.07	3.78	3.82	4.11	3.95	3.93	3.91	4.15	3.94
Overall condition of the local road network	3.45	3.35	3.26	3.55	3.34	3.46	3.32	3.95	3.40
Availability of car parking	3.66	3.64	3.76	3.97	3.90	3.64	3.79	3.56	3.76
Maintaining footpaths	3.83	3.15	3.19	3.12	3.35	3.24	3.20	3.92	3.29
Town streets and lanes	4.09	3.78	3.88	3.99	4.05	3.83	3.93	4.00	3.94
Provision of bike paths	4.34	3.44	3.88	4.01	4.02	3.75	3.85	3.94	3.87

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

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Maintaining local roads	0%	1%	5%	15%	78%	100%	302
Road safety	3%	2%	8%	21%	67%	100%	302
Overall condition of the local road network	2%	1%	12%	24%	62%	100%	302
Availability of car parking	1%	2%	17%	28%	52%	100%	302
Maintaining footpaths	3%	5%	16%	19%	56%	100%	302
Town streets and lanes	4%	5%	21%	27%	44%	100%	302
Provision of bike paths	16%	8%	23%	19%	33%	100%	302

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Maintaining local roads	9%	17%	36%	24%	14%	100%	282
Road safety	2%	5%	21%	42%	30%	100%	263
Overall condition of the local road network	9%	7%	36%	30%	17%	100%	255
Availability of car parking	4%	9%	24%	32%	31%	100%	239
Maintaining footpaths	11%	14%	29%	27%	19%	100%	227
Town streets and lanes	1%	6%	23%	38%	32%	100%	212
Provision of bike paths	6%	11%	13%	31%	39%	100%	157

Importance/Satisfaction

Our Natural Environment

Importance	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Emergency management	4.45	4.72	4.53	4.52	4.57	4.54	4.54	4.69	4.56
Public safety	4.22	4.69	4.45	4.57	4.35	4.62	4.45	4.73	4.49
Water supply and service	3.91	4.03	4.28	4.60▲	4.19	4.23	4.17	4.50	4.21
Recycling/Waste management	3.78	4.14	4.20	4.46	4.02	4.29	4.13	4.36	4.16
Sewerage services	3.79	3.82	4.05	4.42	3.93	4.11	3.96	4.49	4.02
Stormwater drainage	3.52	3.84	4.00	4.20	3.87	3.93	3.87	4.09	3.90
Companion animals/Stock control	3.89	3.94	3.85	3.85	3.96	3.80	3.84	4.18	3.88

Satisfaction	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Emergency management	4.16	3.91	4.03	4.24	4.09	4.07	4.10	3.90	4.08
Public safety	3.85	3.63	3.78	4.05	3.84	3.82	3.81	3.91	3.83
Water supply and service	3.87	3.77	3.85	4.35▲	4.12	3.85	4.02	3.70	3.98
Recycling/Waste management	3.96	3.68	3.85	4.43▲	4.01	3.97	3.96	4.25	3.99
Sewerage services	4.54	3.94	4.06	4.49	4.35	4.17	4.27	4.15	4.25
Stormwater drainage	3.72	3.31	3.42	3.83	3.59	3.54	3.52	3.86	3.56
Companion animals/Stock control	4.02	3.55	3.56	3.72	3.77	3.62	3.67	3.92	3.70

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

▼▲ = A significantly lower/higher level of importance/satisfaction (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Emergency management	2%	2%	7%	18%	72%	100%	302
Public safety	1%	4%	10%	18%	68%	100%	302
Water supply and service	11%	2%	8%	14%	66%	100%	302
Recycling/Waste management	8%	4%	9%	21%	58%	100%	302
Sewerage services	13%	5%	9%	12%	61%	100%	302
Stormwater drainage	13%	5%	12%	18%	52%	100%	302
Companion animals/Stock control	6%	8%	20%	25%	41%	100%	302

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Emergency management	1%	3%	16%	46%	33%	100%	271
Public safety	2%	6%	23%	47%	22%	100%	257
Water supply and service	4%	5%	18%	33%	39%	100%	235
Recycling/Waste management	6%	4%	16%	32%	41%	100%	236
Sewerage services	2%	3%	13%	31%	51%	100%	217
Stormwater drainage	9%	9%	27%	27%	28%	100%	208
Companion animals/Stock control	5%	6%	26%	38%	24%	100%	201

Importance/Satisfaction

A Prosperous and Vibrant Shire

Importance	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Supporting local jobs and businesses	4.61	4.56	4.54	4.64	4.55	4.62	4.58	4.63	4.59
Economic development	4.03	4.50	4.44	4.37	4.36	4.33	4.36	4.22	4.34
Industrial development	3.99	4.13	4.18	4.29	4.21	4.09	4.10	4.51	4.15
Tourism/Visitors Information Centre	3.47	3.99	4.28	4.38	3.88	4.21	4.02	4.26	4.05

Satisfaction	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Supporting local jobs and businesses	3.36	3.36	3.39	3.76	3.43	3.51	3.46	3.52	3.47
Economic development	3.49	3.37	3.40	3.82	3.45	3.58	3.54	3.33	3.51
Industrial development	3.77	3.33	3.77	4.00	3.64	3.82	3.74	3.67	3.73
Tourism/Visitors Information Centre	3.76	3.76	3.92	3.99	3.82	3.92	3.86	3.99	3.88

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Supporting local jobs and businesses	1%	1%	7%	20%	71%	100%	302
Economic development	3%	5%	9%	21%	62%	100%	302
Industrial development	6%	5%	12%	21%	56%	100%	302
Tourism/Visitors Information Centre	4%	8%	16%	21%	50%	100%	302

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Supporting local jobs and businesses	7%	9%	32%	35%	17%	100%	273
Economic development	3%	11%	37%	31%	18%	100%	250
Industrial development	5%	8%	23%	34%	29%	100%	233
Tourism/Visitors Information Centre	2%	5%	24%	40%	29%	100%	214



Importance/Satisfaction

Connected and Collaborative Community Leaders

Importance	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Long term planning for the Shire	4.35	4.53	4.51	4.43	4.41	4.50	4.46	4.46	4.46
Financial management	3.92	4.57	4.58	4.53	4.43	4.40	4.41	4.42	4.41
Supporting community groups	4.10	4.43	4.38	4.29	4.18	4.42	4.30	4.32	4.30
Provision of Council information to the community	4.35	4.19	4.25	4.34	4.14	4.41	4.28	4.22	4.28
Planning and development	3.87	4.27	4.34	4.42	4.20	4.26	4.21	4.37	4.23
Engaging the community in planning	4.00	4.24	4.34	4.29	4.17	4.28	4.23	4.21	4.22
Council decision-making reflecting community opinion	3.99	4.31	4.22	4.03	4.08	4.20	4.10	4.46	4.14
Opportunity to participate in Council decision-making	3.22	3.71	3.99	3.94	3.70	3.76	3.68	4.09	3.73

Satisfaction	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Long term planning for the Shire	3.43	3.27	3.31	3.76	3.43	3.45	3.44	3.45	3.44
Financial management	3.85	3.41	3.48	3.86	3.61	3.64	3.63	3.59	3.63
Supporting community groups	3.93	3.58	3.76	3.95	3.82	3.78	3.79	3.87	3.80
Provision of Council information to the community	3.47	3.28	3.38	3.85	3.38	3.59	3.46	3.76	3.49
Planning and development	3.40	3.19	3.33	3.70	3.28	3.54	3.48	2.93	3.41
Engaging the community in planning	3.13	3.17	3.14	3.66	3.21	3.34	3.28	3.34	3.28
Council decision-making reflecting community opinion	3.02	3.14	2.86	3.50	3.05	3.19	3.11	3.21	3.13
Opportunity to participate in Council decision-making	3.22	2.99	2.83	3.68▲	3.18	3.16	3.21	2.94	3.17

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

▼▲= A significantly lower/higher level of importance/satisfaction (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Long term planning for the Shire	1%	3%	11%	18%	66%	100%	302
Financial management	4%	2%	11%	14%	68%	100%	302
Supporting community groups	0%	6%	13%	27%	55%	100%	302
Provision of Council information to the community	1%	3%	15%	28%	52%	100%	302
Planning and development	6%	5%	9%	20%	60%	100%	302
Engaging the community in planning	3%	3%	17%	22%	55%	100%	302
Council decision-making reflecting community opinion	3%	5%	18%	24%	51%	100%	302
Opportunity to participate in Council decision-making	9%	6%	21%	29%	35%	100%	302

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Long term planning for the Shire	7%	10%	33%	31%	18%	100%	251
Financial management	6%	7%	26%	42%	19%	100%	245
Supporting community groups	2%	6%	27%	39%	25%	100%	243
Provision of Council information to the community	6%	14%	26%	34%	21%	100%	242
Planning and development	8%	11%	32%	31%	18%	100%	241
Engaging the community in planning	8%	14%	36%	26%	16%	100%	230
Council decision-making reflecting community opinion	11%	17%	33%	26%	13%	100%	222
Opportunity to participate in Council decision-making	11%	16%	34%	23%	16%	100%	189

Overall Satisfaction with Council

Q6. 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?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Satisfaction mean ratings	3.76	3.57	3.68	4.02▲	3.74	3.77	3.76	3.74	3.75

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

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

	%
Very satisfied	18%
Satisfied	50%
Somewhat satisfied	24%
Not very satisfied	4%
Not at all satisfied	4%
Base	302

Contact with Council

Q1a. Have you contacted Council in the last 12 months?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Yes	30%	47%	41%	40%	38%	41%	44%▲	10%	40%
No	70%	53%	59%	60%	62%	59%	56%	90%	60%

▼▲= significantly lower/higher (by group)

Q1b. (If no), if required, how would you most likely contact Council in the future?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
In person	47%	33%	54%	50%	54%	39%	44%	61%	47%
Telephone	41%	65%	43%	37%	37%	55%	48%	36%	46%
Email	12%▲	0%	0%	1%	5%	3%	4%	0%	4%
Councillor	0%	0%	2%	10%▲	4%	2%	3%	3%	3%
Mail	0%	2%	0%	1%	0%	2%	1%	0%	1%

▼▲= significantly lower/higher level (by group)

Contact with Council

Q2a. When you last made contact with Council staff was it by:

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
In person	52%	36%	40%	64%	48%	47%	47%	43%	47%
Telephone	48%	48%	53%	25%	45%	43%	45%	18%	44%
Email	0%	13%	4%	3%	5%	6%	5%	39%	6%
Councillor	0%	2%	3%	4%	2%	3%	3%	0%	2%
Mail	0%	0%	0%	4%	0%	2%	1%	0%	1%

Q2b. What was the nature of your enquiry?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Rates/Fees and charges	16%	8%	33%	33%	21%	25%	24%	0%	23%
Planning and development	36%	33%	16%	10%	24%	22%	23%	18%	23%
Roads, footpaths, drains/stormwater management	20%	11%	10%	12%	9%	16%	12%	21%	13%
Sewerage services	20%	5%	6%	0%	11%	3%	7%	0%	7%
Companion animals/Stock control	0%	11%	5%	0%	6%	4%	3%	46%▲	5%
Recreation and leisure	8%	2%	0%	9%	2%	7%	4%	0%	4%
Waste management and recycling	0%	2%	9%	3%	3%	4%	4%	0%	4%
Water supply and service	0%	2%	5%	5%	3%	3%	3%	0%	3%
Economic development, tourism & marketing	0%	0%	0%	4%	0%	2%	0%	15%▲	1%
Library	0%	2%	0%	0%	0%	1%	1%	0%	1%
Youth and children's services	0%	2%	0%	0%	0%	1%	1%	0%	1%
Other	0%	21%	15%	25%	21%	12%	17%	0%	17%

▼▲= significantly lower/higher level (by group)

Q3. Overall, how satisfied were you with the way your contact was handled?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Satisfaction mean ratings	3.80	4.11	3.99	4.16	4.22	3.87	4.02	4.64	4.04

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

	%
Very satisfied	44%
Satisfied	27%
Somewhat satisfied	22%
Not very satisfied	4%
Not at all satisfied	3%
Base	120

Means of Sourcing Council Information

Q4a. Through which of the following means do you receive information about Council?

	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
Word of mouth	79%	79%	76%	81%	77%	80%	77%	88%	79%
Forbes Advocate newspaper	79%	74%	79%	82%	78%	79%	77%	90%	78%
Rates notice	55%	85%	78%	77%	70%	78%	82%▲	14%	74%
Quarterly newsletter	34%▼	55%	71%	72%	53%	65%	63%▲	27%	59%
Website/Internet	35%	37%	19%	6%▼	22%	26%	24%	22%	24%
Council website	32%	25%	22%	10%▼	21%	23%	22%	22%	22%
Social media	17%	30%	19%	16%	13%	28%	20%	22%	21%
Other	0%	2%	2%	3%	1%	2%	2%	0%	1%
None of these	0%	0%	1%	1%	1%	0%	1%	0%	1%

▼▲= significantly lower/higher (by group)

Criteria that Influence your Opinion of Council's Performance

Q4b. How important a role do the following have in influencing your opinion of the performance of Council?

	18-34	35-49	50-64	65 +	Male	Female	Ratepayer	Non-ratepayer	Overall
Personal experience	3.38	3.57	3.64	3.63	3.35	3.77	3.63	3.09	3.56
Word of mouth	3.53	3.27	2.93	3.41	3.18	3.36	3.26	3.38	3.27
Forbes Advocate newspaper	3.50	3.01	3.07	3.54	3.10	3.44	3.22	3.65	3.27
Rates notice	2.57	3.29	3.17	3.50	2.90	3.38	3.30▲	2.03	3.15
Quarterly newsletter	2.21	2.18▼	2.73	3.36▲	2.48	2.78	2.64	2.52	2.63
Website/Internet	2.32	2.40	1.85	1.59▼	1.92	2.14	2.02	2.06	2.03
Council website	2.41	2.35	1.88	1.46▼	1.86	2.16	1.98	2.28	2.01
Social media	1.92	2.16	1.65	1.53▼	1.52	2.09▲	1.75	2.25	1.81

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

▼▲= A significantly lower/higher level of importance (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Personal experience	10%	10%	22%	29%	29%	100%	302
Word of mouth	16%	8%	30%	26%	21%	100%	302
Forbes Advocate newspaper	19%	8%	24%	26%	23%	100%	302
Rates notice	24%	5%	25%	22%	23%	100%	302
Quarterly newsletter	31%	13%	28%	16%	11%	100%	302
Website/Internet	55%	9%	20%	11%	5%	100%	302
Council website	57%	11%	16%	8%	9%	100%	302
Social media	63%	9%	17%	8%	4%	100%	302

Agreement with Specific Statements

Q8. How strongly do you agree or disagree with the following statements:

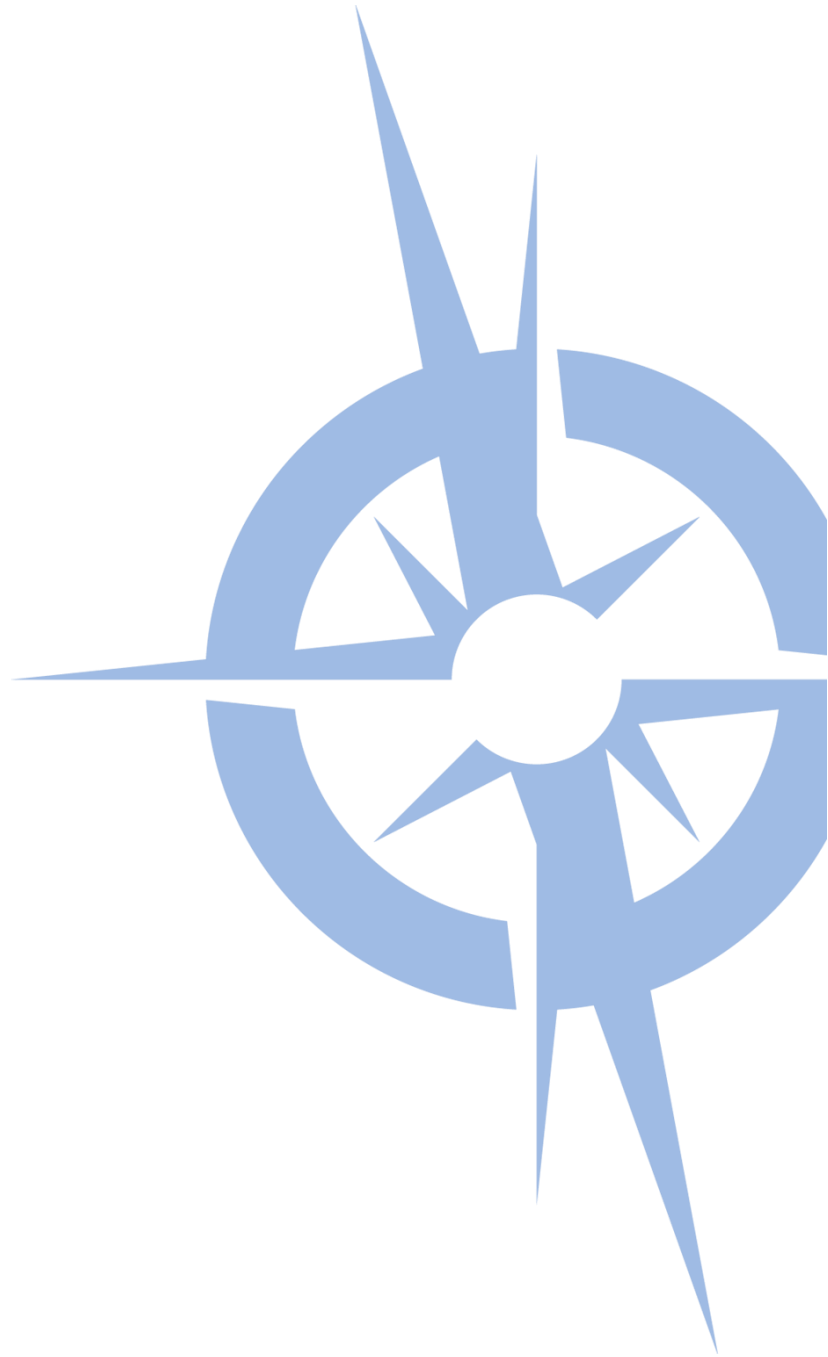
	18-34	35-49	50-64	65+	Male	Female	Ratepayer	Non-ratepayer	Overall
I am proud to tell people I live in the Forbes Shire	4.51	4.17	4.23	4.70▲	4.40	4.39	4.36	4.66	4.40
I think Council does a good job with the resources it has	3.73	3.49	3.65	4.15▲	3.69	3.81	3.75	3.78	3.75
Council acts in a transparent and professional manner	3.87	3.62	3.44	3.81	3.76	3.60	3.67	3.73	3.68
Forbes Shire Council's operations are efficient and effective	3.11	3.33	3.37	3.86▲	3.28	3.56	3.43	3.38	3.42

Scale: 1 = strongly disagree, 5 = strongly agree

▼▲= A significantly lower/higher level of agreement (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
I am proud to tell people I live in the Forbes Shire	3%	2%	11%	21%	63%	100%	302
I think Council does a good job with the resources it has	6%	5%	22%	43%	25%	100%	302
Council acts in a transparent and professional manner	5%	7%	26%	39%	23%	100%	302
Forbes Shire Council's operations are efficient and effective	7%	10%	30%	40%	13%	100%	302





Appendix B

Questionnaire

**Forbes Shire – Community Survey
November 2014**

Good morning/afternoon/evening, my name is _____ we are conducting a survey on behalf of Forbes Shire Council 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 I would like to check whether you or an immediate family member work for Council or are an elected Councillor?

- ☐ Yes
☐ No (If yes, terminate survey)

CONFIRM RESPONDENT IS A RESIDENT OF FORBES SHIRE LGA

QA2. Which town/village do you live nearest to?

- ☐ Forbes
☐ Wirrinya
☐ Corinella
☐ Ootha
☐ Bedgerebong
☐ Gareema
☐ Other (please specify).....

Section A – Contact with Council

I'd like you now to please think about your experiences with Council.

Q1a. Have you contacted Council in the last 12 months?

- ☐ Yes (If yes, go to Q2a)
☐ No

**Q1b. (If no), if required, how would you most likely contact Council in the future? (SR)
(Then go to Q4a)**

- | | | |
|----------------------------------|---|-------------------------------|
| <input type="radio"/> Councillor | <input type="radio"/> Online/Social Media | <input type="radio"/> Email |
| <input type="radio"/> Telephone | <input type="radio"/> In person | <input type="radio"/> Website |
| <input type="radio"/> Mail | | |

Q2a. When you last made contact with Council staff was it by:

- | | | |
|----------------------------------|---|---------------------------------|
| <input type="radio"/> Councillor | <input type="radio"/> Online/Social Media | <input type="radio"/> Email |
| <input type="radio"/> Mail | <input type="radio"/> In person | <input type="radio"/> Telephone |

Q2b. What was the nature of your enquiry? Prompt if required

- ☐ Companion animals/Stock control
☐ Economic development, tourism & marketing
☐ Library
☐ Planning and development
☐ Rates/fees and charges
☐ Recreation and leisure (e.g. pools, parks, sportsgrounds)
☐ Roads, footpaths, drains/stormwater management
☐ Sewerage services
☐ Waste management and recycling
☐ Water supply and service
☐ Youth and children's services
☐ Other (please specify)



Q3. Overall how satisfied were you with the way your contact was handled? Prompt

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

Q4a. Through which of the following means do you receive information about Council? Prompt

- ☐ Quarterly newsletter
- ☐ Forbes Advocate newspaper
- ☐ Council website
- ☐ Rates notice
- ☐ Social media e.g. Facebook, Twitter
- ☐ Website/Internet
- ☐ Word of mouth
- ☐ Other (please specify).....

Q4b. How important a role do the following have in influencing your opinion of the performance of Council? Please rate on a scale of 1 to 5, where 1 is not at all important and 5 is very important.

	Not at all important			Very important		
Quarterly newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forbes Advocate newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rates notice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media e.g. Facebook, Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website/Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section B – Importance of and satisfaction with Council services

Q5. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance 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.

Proud place, great lifestyle

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Youth services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School holiday vacation care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage sites protected and maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovals and sportsgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our places and spaces

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town streets and lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall condition of the local road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our natural environment

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Public safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply and service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling/waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companion animals/Stock control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A prosperous and vibrant shire

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Industrial development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism/Visitors Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Connected and collaborative community leaders

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Planning and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to participate in Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council decision-making reflecting community opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for the Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging the community in planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. 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?

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

Section C – Priority Issues

Q7a. What do you value most about living in the Forbes Shire Area?

.....

Q7b. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Forbes Shire Area?

.....

Q8. How strongly do you agree or disagree with the following statements on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree: *Prompt*

	Strongly disagree			Strongly agree	
"I am proud to tell people I live in the Forbes Shire"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I think Council does a good job with the resources it has"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Forbes Shire Council's operations are efficient and effective"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Council acts in a transparent and professional manner"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section D – Demographic & Profiling questions

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

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

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

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

Q9c. How long have you lived in the Forbes Shire Area? *Prompt*

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

Q9d. Gender (determine by voice):

- ☐ Male
- ☐ Female

Thank you very much for your time, enjoy the rest of your evening.

Council Contact - Ms Kylie Grayson, Senior Administration Officer, 02 6850 2300

