



Warringah Council

COMMUNITY CONSULTATION REPORT 2015

Appendix 3.1A



FIT FOR THE FUTURE COMMUNITY CONSULTATION REPORT

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EXECUTIVE SUMMARY

Warringah Council has conducted an extensive community engagement program to inform and consult the community on the NSW Government's Fit for the Future reform program and potential governance scenarios for the northern beaches.

The engagement was held from March to June 2015. The engagement strategy involved advertising, social media, print media, community engagement stalls, online surveys and analysis of written submissions.

Activities

- 4,228 submissions, surveys and comments received from the community
- Over 1,300 conversations held at community engagement stalls
- Over 200,000 people reached on social media.

Key Findings - Submissions

- 80% of submissions and surveys support local government change on the northern beaches
- Almost 70% of responses from across the northern beaches support a new Northern Beaches Council as their first preference
- 74% of Warringah responses support a new Northern Beaches Council as first preference
- Only 3% of submissions support a Split Warringah scenario as first preference.

The following governance scenarios were discussed with the community:

- Scenario 1: A new Northern Beaches Council formed by combining Manly, Warringah and Pittwater Councils
- Scenario 2: Status quo of three separate councils
- Scenario 3: A new Council formed by combining Manly and Warringah
- Scenario 4: A new Council formed by combining Pittwater and Warringah
- Scenario 5: 'Split Warringah' to create two smaller northern beaches councils.

Key Findings – Random Surveys

In a telephone survey in November 2014 of 400 Warringah residents, almost half (49%) supported a new Northern Beaches Council over the status quo. In this survey, 35% of Warringah residents chose the status quo, and the remaining 16% were unsure.¹

These results were reinforced in May 2015 in the recent Annual Satisfaction Survey where 49% of Warringah residents continue to have a preference for a new Northern Beaches Council compared with 39% support for the status quo.²

The results of the 2015 Annual Satisfaction Survey also revealed that 94% of the community are satisfied with Council as it currently operates.

Feedback in Support of a Single Northern Beaches Council

The key reasons cited in support of a new Northern Beaches Council include increased efficiency, reduced costs, reduced bureaucracy, unification of the northern beaches and reduced duplication. Other frequently cited benefits of change include enhanced regional services and facilities, access to all northern beaches facilities and a stronger ability to tackle regional problems.

CONSULTATION BACKGROUND

AIMS

Warringah Council applies a robust community engagement policy and framework to ensure effective engagement in all projects, planning and decision-making. Using this framework, the Government's Fit for the Future program was identified as a 'High Impact' project. In accordance with the framework, and as mandated by the Government, an extensive engagement strategy was developed. The purposes of the strategy were to ensure a high level of awareness in the community on the topic of council reform and to consult on potential scenarios for change.

¹ Jetty Research (2015)

² Micromex Research (2015)

APPROACH

INFORM

A community engagement program commenced on 4 March 2015. Key messages included recommendations of the Independent Local Government Review Panel (ILGRP 2013), findings of Council’s economic and strategic research (SGS 2015) and scenarios for discussion.

The community engagement involved:

- 7,750 visits to Council’s dedicated Fit for the Future websites and pages
- 20,700 visits to Council’s consultation page on local government reform
- 56,700 Fit for the Future brochures delivered to households in Warringah
- 87,000 Fit for the Future brochures inserted in Peninsula Living, a magazine distributed across the northern beaches
- 4,200 letters and 2,383 emails to non-resident ratepayers, and 1,200 letters to rural property owners in the Oxford Falls, Terrey Hills, Ingleside and Cottage Point suburbs
- 7 media releases
- 6 emails to 5,100 members of Council’s community engagement database
- 24 display advertisements in the Manly Daily
- 21 notices in the Manly Daily
- 11 Mayoral messages in the Manly Daily
- 3 presentations at Strategic Reference Group meetings
- Displays at Council’s Civic Centre and libraries.



CONSULT

A range of social media and consultation activities were undertaken to seek feedback from the community.

- An online submission form
- An online feedback form at warringah.nsw.gov.au
- Hard copy forms at libraries, theatre and Civic Centre
- 2 telephone surveys
- 38 community engagement information stalls and outreach activities
- Social media
- Feedback from Council's Strategic Reference Groups.



RESULTS

SOCIAL MEDIA

Council used social media to inform and engage as many residents as possible. Messages and survey links were broadcast using Facebook, Twitter and Instagram from Council’s two social media accounts:

- Warringah: Warringah Council’s primary social media identity, and
- Northern Beaches Sydney: a dedicated account for Fit for the Future and reform on the northern beaches.

Online activity was measured by ‘impressions’ (number of people who were exposed to a Facebook message), ‘followers’ (number of people who follow any of the above accounts), ‘likes’ (number of people who like Council’s Fit for the Future messages) and ‘shares’ (number of people sharing Council’s Fit for the Future messages with their own network).

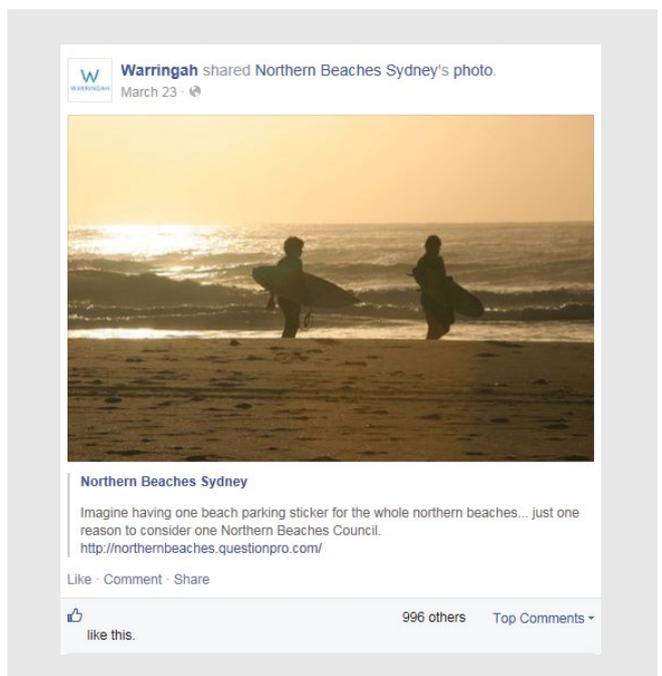
Fit for the Future messages were broadcast daily to nearly 16,800 social followers. There were 920 followers of the ‘Northern Beaches Sydney’ accounts.

There was a high response from the community, including over 420 Facebook and Twitter comments, 2,966 likes, retweets and shares of the messages, and over 180,000 impressions. This was a highly effective engagement strategy.

Social media Broadcast	Warringah Council primary account	Northern Beaches Sydney (dedicated Fit for the Future account)
Facebook followers ¹	10,068	258
Twitter followers ¹	3,756	202
Instagram followers ¹	2,054	460
Total social followers ¹	15,878	920
Engagement		
Feedback (number of comments) in Facebook and Twitter messages ¹	371	49
Support (number of likes, retweets and shares) in Facebook and Twitter messages ¹	2,728	238
Impressions (number of people reached) in Facebook engagement messages ²	180,000	NA
Website traffic		
Website visits ¹	N/A	7,078

¹Data current at 9 June 2015.

²Data current at 28 May 2015.



STRATEGIC REFERENCE GROUP MEETINGS

A Fit for the Future briefing was provided to Council’s four Strategic Reference Groups at a combined meeting on 10 March. A second briefing was provided on 9 June, and a final briefing on 17 June 2015.

COMMUNITY ENGAGEMENT STALLS

A total of 38 community engagement stalls were held at markets, shopping centres, libraries, Council events and recreation centres across Warringah (Appendix 1). Over 1,300 members of the community spoke with Councillors and staff at these events and were recommended to complete a survey or provide a written submission.

ONLINE AND WRITTEN SUBMISSIONS

A total of 2,008 online and written submissions were received, including 1,827 online submissions and 181 written letters, emails or fax transmissions. Details of the data analysis are provided in Appendix 1.

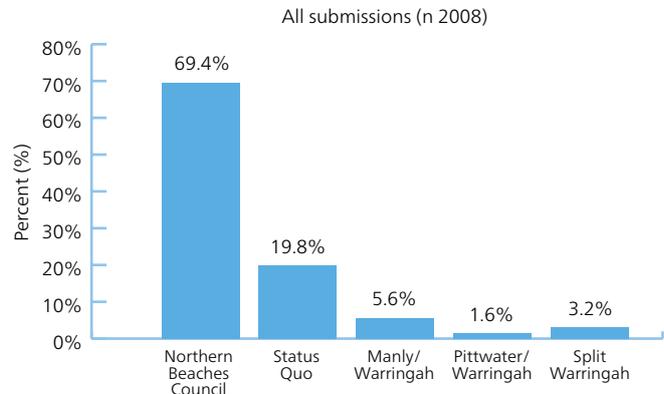
Preferences for Local Governance

In online submissions, community members were asked to rate their preference for five scenarios, from 1 being most preferred to 5 least preferred. The first preference of the online and written submissions are analysed below.

There is strong support for change, with 80% of online and written submissions supporting a scenario other than Status Quo as their first preference.

Almost 70% of all respondents choose a new Northern Beaches Council as their first preference. The next most preferred option is Status Quo, with 20% of first preferences.

However, there is very little support for splitting the northern beaches with only 3% of respondents choosing the Split Warringah scenario as their first preference.



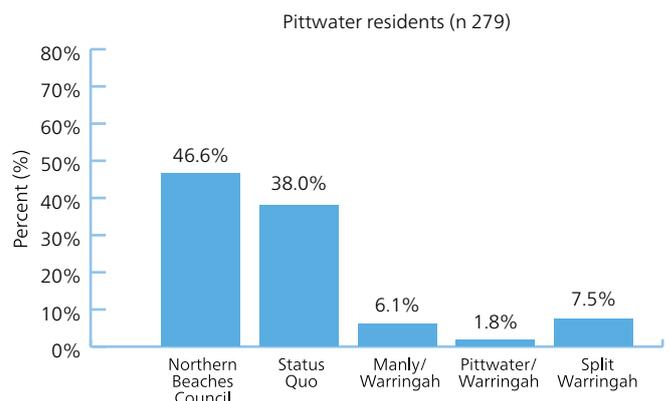
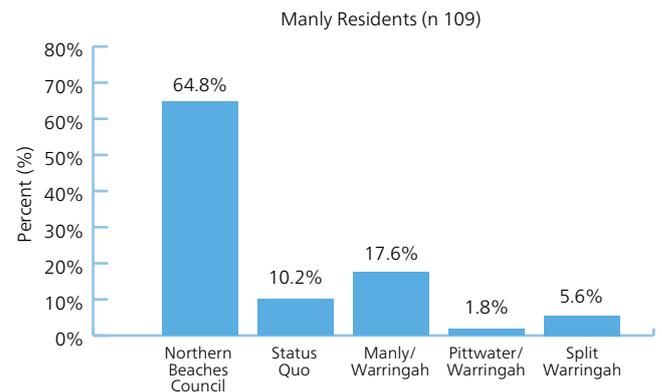
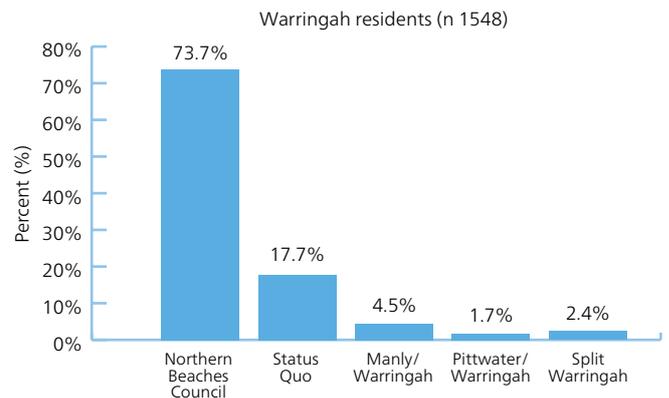
0.3% Indicated 'other'

Scenario	%
Northern Beaches Council	69
Status Quo	20
Manly and Warringah merger	6
Pittwater and Warringah merger	2
Split Warringah	3

Preferences by LGA

Overall, a Northern Beaches Council was the preferred scenario for Manly, Pittwater and Warringah respondents. Support was strongest amongst Warringah and Manly residents, with 74% and 65% respectively nominating a Northern Beaches Council as their first preference, while 47% of Pittwater residents chose the Northern Beaches Council as their first preference.

Scenario	% Warringah residents	% Manly residents	% Pittwater residents
Northern Beaches Council	74	65	47
Status Quo	18	10	38
Manly and Warringah merger	4	18	6
Pittwater and Warringah merger	2	2	2
Split Warringah	2	5	7

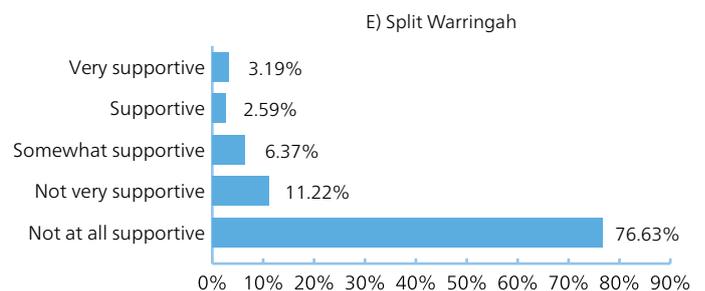
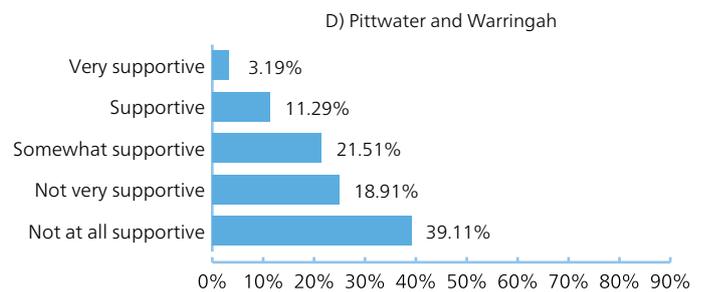
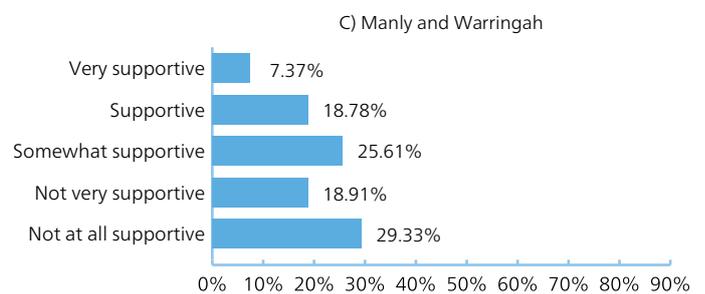
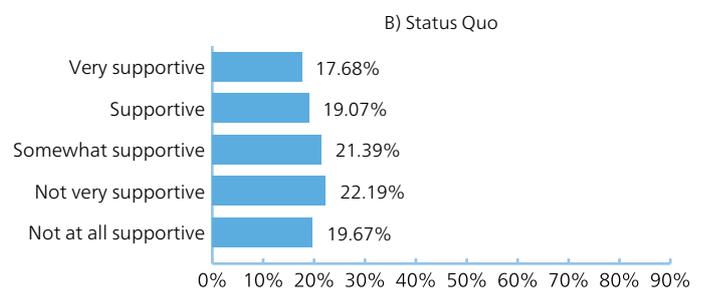
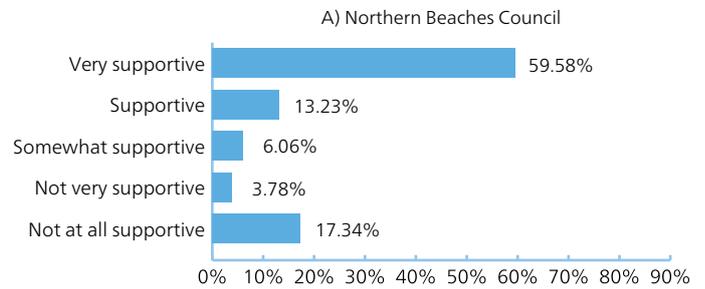


Levels of Support for Each Scenario

Respondents could rate their level of support for each scenario. Overall, 79% are at least somewhat supportive of a Northern Beaches Council.

The total levels of support for Status Quo and a Manly Warringah merger are lower at 58% and 52% respectively, while 64% are not supportive of a Pittwater Warringah merge.

There is strong opposition to a Spit Warringah scenario, with 88% of respondents not supportive of this scenario, and 77% of respondents indicating strong opposition.



Where the Submissions Came From

The consultation was open to all interested members of the community. Warringah residents comprised 77% of all submissions, Pittwater residents comprised 14% and Manly residents comprised 5%. A small number of submissions, 3%, were received from respondents from other local government areas.

LGA	% Respondents
Warringah	77.1
Pittwater	13.9
Manly	5.4
Other	3.2
Not stated	0.3

Association with Warringah

In the online survey, respondents could identify their association with Warringah and respondents could select more than one answer. The majority of respondents (90%) identified themselves as Warringah residents and/or ratepayers.

Association	% Respondents
I live in Warringah	37.3
A Warringah rate payer	32.5
Work in Warringah	13.2
A regular visitor to Warringah	10.0
A Warringah business	4.0
Other (Please specify)	3.0

Age Demographics

There was a good diversity of ages represented in online submissions. The age diversity is within close range of ABS census 2011 data for Warringah.

Age	% Respondents	% Warringah Census 2011
15-24	6.6	11.2
25-34	11.9	14.4
35-49	31.0	23.4
50-69	39.2	20.6
70+	11.2	11.1

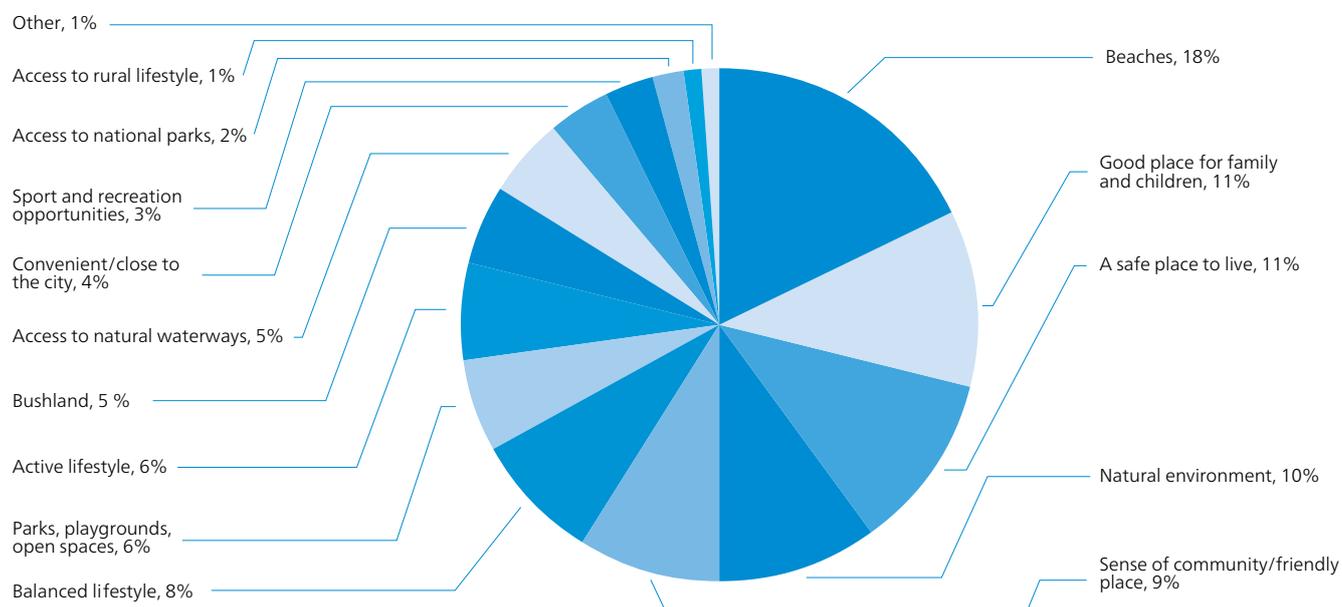
Gender

The percentage of females and males who made an online or a written submission is consistent with the ABS census 2011.

Gender	% Respondents	% Census 2011
Male	51.5	50.9
Female	48.5	49.1

Values

In online submissions, community members were asked to rate the top three things they most value about living on the northern beaches. The highest response was beaches, followed by family-friendly character, safety and the natural environment.



When asked to provide comment on what else they value about their local area, the sense of community, lifestyle and being close to the city, rated highly. Overall, the stated values are common across the three existing northern beaches councils, as demonstrated in the councils' community vision statements:

“A vibrant, caring community, thriving in a unique beach and bush environment, supporting a balance of lifestyle, business and recreation.”

Warringah Council community vision

“Where natural environment and heritage sustain and complement a vibrant cosmopolitan and community lifestyle.”

Manly Council community vision

“To be a vibrant sustainable community of connected villages inspired by bush, beach and water.”

Pittwater Council community vision

Awareness of Fit for the Future

There is a high level of awareness of council reform, with 82% of respondents to the online survey having read Council's information brochure.

When asked about their level of interest in council reform, 92% of respondents were quite interested or very interested.

Perceived Opportunities and Disadvantages of Council Reform

To understand the community's support and opposition to council reform, online submissions were asked to nominate what they believe are the major opportunities for a new Northern Beaches Council and major disadvantages. Note, the questions allowed multiple answers.

Perceived opportunities for a new Northern Beaches Council	% Respondents who selected this answer (n 1,827)
More efficient/better use of resources	48.1
Reduced costs	44.0
Reduced bureaucracy/staff	37.5
Unify the northern beaches	36.6
Better regional facilities/services	35.0
None/can't think of any	12.8
Other	7.6

Perceived disadvantages of a new Northern Beaches Council	% Respondents who selected this answer (n 1,827)
Local issues overlooked/loss of local identity	29.8
None/Can't think of any	23.8
Resource shifting - our rates being spent elsewhere	22.3
Loss of representation/loss of voice	20.0
A bigger council will be less efficient/too bureaucratic	19.6
Not needed/ happy as things are	12.4
Other	7.0

Free Text Analysis

Community members provided additional comments on council reform. The comments were analysed, categorised and key reasons for support and concern were noted. In general, the comments were a close reflection of the opportunities and disadvantages listed above. Additional frequent comments in support of reform include:

- consistency across the northern beaches
- equal access to the regional assets and infrastructure (parking, beaches and swimming pools)
- a stronger ability to tackle regional problems.

Concerns include:

- lack of clarity about how an amalgamated council would work
- lack of confidence in the research
- taking on debts or liabilities of other councils
- not wanting to be a part of other councils.

Comments about the Benefits of Reform

"I have lived on the northern beaches for over 30 years, raising a family and running a local business. There are no natural divisions requiring three separate councils - it is probably the most homogeneous region of Sydney."

Manly resident, 11 March 2015

"Benefits of a unified northern beaches outweighs all other scenarios. It would improve the quality of life living here to have equal access and benefits across the peninsula, and makes it worth paying the exorbitant costs to live here."

Warringah resident, 4 April 2015

"Too many council workers. Each council duplicates the work that the other does."

Pittwater resident, 24 April 2015

"The northern beaches is an ideal area to have one council. It is easily defined from other areas. Warringah...now has the best performance and service of either Manly or Pittwater. In hindsight, Pittwater should never have been allowed to split from Warringah."

Warringah resident, 29 April 2015

"I think it's ridiculous such a small area has three councils. Australia is over-governed for such a small nation."

Warringah resident, 3 May 2015

"I totally agree with the Northern Beaches Council recommendation and feel the benefits for all the northern beaches residents are tangible and significant."

Warringah resident, 3 May 2015

"It has always amazed me how many tiny LGAs Sydney has. Fragmented, uncoordinated and wasteful. Just plain dumb. Large scale amalgamations are way overdue."

Warringah resident, 3 May 2015

"A Northern Beaches Council makes sense. We are all close together and all travel within these areas a lot."

Pittwater resident, 22 May 2015

Comments Highlighting Concerns of Reform

"We only need to bring three local successful and neighbouring councils together to safeguard that same future for the northern beaches. There will be teething troubles, but it is worth the effort for the future of our beautiful region."

Manly resident, 25 May 2015

"I think Warringah is doing very well on its own now we have an interactive and 'caring what the people think' council. Why change what is working well."

Warringah resident, 4 April

"Local government should represent local people. Combining the councils will make the councillors less accountable to their local constituents. Maintaining the councils as they are now provides people with representation that suits them. The needs of the areas are different."

Pittwater resident, 15 May 2015

"Warringah is a high capacity council and financially sustainable. The 3 councils actively represent 3 unique areas and this must be retained. We need more environmental sustainability issues addressed at council level."

Warringah resident, 25 May 2015W

"How about giving immediate priority to the chaotic roads and transport infrastructure (or lack thereof) on the northern beaches."

Warringah resident, 7 March 2015

"I want to see real facts, not just feel-good vague words relating to rates, representation and information on practical things like changes to parking arrangements at beaches."

Manly resident, 21 March 2015

"One Northern Beaches Council needs to explain how local areas can have their issues addressed eg precincts as exist in Manly (although the current Council does not listen), how rates for an area will be spent in that area, council representatives not to be elected on party lines, council decisions based on the good of rate payers not visitors."

Manly resident, 25 March 2015

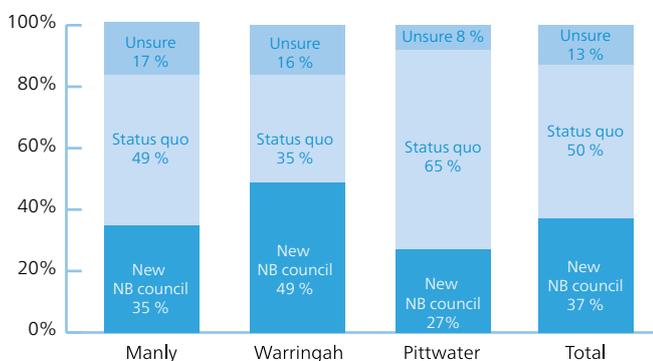
TELEPHONE SURVEY

In November 2014, a random telephone survey was conducted on local government reform across the northern beaches. This involved interviews with 400 Warringah residents, 400 Manly residents and 400 Pittwater residents. The community members were asked to choose between the following governance scenarios:

- a new Northern Beaches Council
- status quo of three separate councils.

In this survey, almost half (49%) of Warringah residents selected a new Northern Beaches Council as their preferred option, while 35% preferred status quo. The remaining 16% of Warringah residents were unsure.

If you had to choose between a Northern Beaches Council and the Status Quo, which would you choose? (n=1215)



In May 2015, additional questions were included in the Warringah Council Annual Community Survey to question the community further about local government reform. A total of 600 Warringah residents were surveyed. The community members were asked to provide their level of support for:

- a new Northern Beaches Council
- status quo of three separate councils
- splitting Warringah to create two smaller council areas.

They were also asked for their preferred option, first and second choice.

Opinion across the broader Warringah community remained consistent with the November 2014 telephone survey, with 49% of Warringah residents supporting a new Northern Beaches Council as the most preferred scenario, 39% preferring no change (Status Quo) and 12% selecting the Split Warringah option. Note the full report is not available at this stage. This will be reported to Council in August 2015.

SUMMARY

Community consultation was undertaken to inform and gain feedback from the community about local government reform. It was an effective engagement program, with feedback received from 4,228 community members across multiple engagement platforms (1,827 online submissions, 181 written submissions, 1,800 telephone surveys and 420 social media comments).

This engagement program has identified strong support for council reform on the northern beaches, with the majority of feedback from the community supporting a Northern Beaches Council above all other scenarios. There is also strong opposition to splitting Warringah, with a large majority of the community not supporting this scenario.

REFERENCES

ILGRP 2013 Revitalising Local Government. Final Report of the Independent Local Government Review Panel to the Office of Local Government, October 2013.

Jetty Research 2015 A random telephone survey of 1,200 Sydney northern beaches residents in relation to local government reform and community attitudes regarding a single Northern Beaches Council. Research report prepared by Jetty Research for Warringah Council, February 2015.

SGS 2015 Local Government Structural Change - Options Analysis: Supplementary Study. Report prepared by SGS Economics & Planning for Warringah Council, February 2015.



ADDITIONAL SUBMISSION DATA
Appendix 1

Table A1. Community engagement information stalls and number of people engaged

Date	Time	Location	Target Audience	No. people engaged
Sat 14 March	11-1 pm	Collaroy Beach	Warringah Residents	48
Sun 15 March	9-11.30am	Narrabeen Markets	Warringah Residents	128
Sat 21 March	12-3pm	Forestway shops	Warringah Residents	120
Thur 26 March	5-7pm	Warringah Mall Library	Warringah Residents	48
Fri 27 March	12-1pm	Taronga Zoo	Youth from Warringah	100
Fri 27 March	7-9am	Narrabeen Lagoon	Seniors	10
Fri 27 March	3.30-5pm	Warringah Aquatic Centre	Warringah Residents	14
Mon 30 March	7-8pm	Civic Centre	Warringah Residents	37
Mon 30 March	10.30-11.30am	Civic Centre	Warringah Residents	3
Tues 31 March	10.30 -12pm	Belrose Library	Seniors	19
Tues 31 March	10.30-11.30am	Civic Centre	Warringah Residents	12
Wed 1 April	9.30-11.30am	Middle Creek Reserve	Seniors Week	8
Week of 30 March	All day	Civic Centre	Warringah Residents	13
Tue 7 April	10.30-12pm	Belrose Library	Seniors	17
Wed 8 April	10.30-11.30am	Dee Why Library	Warringah Residents	6
Thurs 9 April	11.30-1pm	Curl Curl Courts	Youth and families	7
Fri 10 April	All day	Civic Centre	Warringah Residents	4
Sat 11 April	11:30-5.00pm	Warringah Mall	Warringah Residents	100
Sun 12 April	9-11.30am	Organic Market Parkway Hotel, Frenchs Forest	Warringah Residents	92
Tue 14 April	6.30-7.00pm	Civic Centre	SRG members	11
Wed 15 April	6.30-7.00pm	Civic Centre	SRG members	10
Fri 17 April	Ongoing	Civic Centre	Warringah Residents	5
Sat 18 April	12-3pm	Dee Why Shops	Warringah Residents	40
Sun 19 April	9-11.30am	Markets Berry Reserve, Narrabeen	Warringah Residents	150
Fri 24 April	Ongoing	Civic Centre	Warringah Residents	12
Sun 26 April	8-12pm	Organic Market Parkway Hotel, Frenchs Forest	Warringah Residents	80
Wed 29 April	11-1pm	Forestville Library	Warringah Residents	5
Mon 4 May	7pm	Belrose Rotary	Warringah Residents	10
Wed 6 May	3.30-5pm	The Centre, Forestville	Warringah Residents	15
Thu 7 May	3.30-5pm	Freshwater Shops	Warringah Residents	25
Fri 8 May	Ongoing	Civic Centre	Warringah Residents	19
Sat 9 May	9.30-12pm	Terrey Hills Shops	Warringah Residents	60
Sun 10 May	12-2pm	Brookvale Oval	Residents and Visitors	18
Tue 12 May	4.30-6pm	Council Chambers	Youth Group	3
Thu 14 May	4-7pm	Terry Hills	Warringah Residents	22
Sun 17 May	9.00-12.00	Markets Berry Reserve, Narrabeen	Warringah Residents	90
Mon 18 May	5.30-7pm	Brookvale Oval	Residents and Visitors	30
Thu 21 May	12.30-1.30pm	Glen Street Theatre	Residents and visitors	40
TOTAL				1,431

Data Analysis

Submissions were received in two different formats:

- An online submission form containing prescribed questions, and
- Written submissions (including emails, letters and fax transmissions) in which people expressed concerns and provided feedback on preferred scenarios for the northern beaches.

Online submission forms included a number of mandatory and optional questions. Some questions allowed multiple answers. At times, respondents failed to answer all questions in the hardcopy version of the submission form. As a result, there are a different number of responses across questions.

Wherever possible, results to common questions were combined from the two types of submissions. This data is reported as:

- N(all) = number of responses combined from online surveys and written submissions.

In some cases, the results from prescribed questions in the online submission form are reported separately. This data is reported as:

- N(online) = number of responses from online surveys.

Two telephone surveys were conducted. Due to the difference in the nature of the telephone survey, the results are considered separately.

Data Verification

The online survey and written submissions were collated and the preferred scenarios of governance (where indicated) were recorded.

The online format was intended to allow only one submission per community member. We used a data Captcha to verify responses and also applied standard database cleaning techniques to minimise duplicate entries. The number of duplicate entries was less than 1% of all entries.

Preferences for Local Governance

Table A2. Most preferred scenario (written and online submissions)

Scenario	No. of submissions, N(all)=2,008	%
Northern Beaches Council	1,394	69.4
Status Quo	398	19.8
Manly and Warringah merger	112	5.6
Pittwater and Warringah merger	33	1.6
Split Warringah	65	3.2
Other/did not state a preference	6	0.3

Table A3. Most preferred scenario across respondent LGAs (written and online submissions)

Scenario	Warringah residents, N(all)= 1,547	Manly residents, N(all)= 110	Pittwater residents, N(all)=279	Other residents, N(all)=65
Northern Beaches Council	1138	70	130	51
Status Quo	273	11	106	7
Manly and Warringah merger	70	19	17	4
Pittwater and Warringah merger	26	2	5	0
Split Warringah	37	6	21	1
Other	3	2	0	2

Level of Support for Each Scenario

Table A4. Levels of support for each scenario (online submissions)

Scenario 1: Northern Beaches Council			Scenario 4: Pittwater and Warringah		
Not at all supportive	266	17%	Not at all supportive	589	39%
Not very supportive	58	4%	Not very supportive	375	25%
Somewhat supportive	93	6%	Somewhat supportive	324	22%
Supportive	203	13%	Supportive	170	11%
Very supportive	914	60%	Very supportive	48	3%
N(online)	1534		N(online)	1506	
Scenario 2: Warringah (Status Quo)			Scenario 5: Split Warringah		
Not at all supportive	297	20%	Not at all supportive	1154	77%
Not very supportive	335	22%	Not very supportive	169	11%
Somewhat supportive	323	21%	Somewhat supportive	96	6%
Supportive	288	19%	Supportive	39	3%
Very supportive	267	18%	Very supportive	48	3%
N(online)	1510		N(online)	1506	
Scenario 3: Manly and Warringah					
Not at all supportive	442	29%			
Not very supportive	285	19%			
Somewhat supportive	386	26%			
Supportive	283	19%			
Very supportive	111	7%			
N(online)	1507				

Where the Submissions Came From

Table A5. Number of responses from Warringah, Pittwater and Manly residents

LGA	No. of submissions, N(all)=2,008	% Respondents
Warringah	1,548	77.1
Pittwater	279	13.9
Manly	109	5.4
Other	65	3.2
Not stated	7	0.3

Table A6. Online submissions from other LGAs

Respondent Suburb/LGA (other)	No. of submissions
Auburn	1
Blacktown	2
Canada Bay	1
Canterbury	1
Epping	1
Glen Innes	1
Gosford	1
Great Lakes Shire	1
Hills Shire	4
Hornsby	2
Hunters hill	1
Kingsborough	1
Ku-Ring-Gai	6
Lane Cove	2
Leichhardt	2
Mosman	3
Newcastle	1
North Sydney	6
Redland City	1
Ryde	2
Sunshine Coast	1
Sydney	2
Willoughby	1
'Other'	3
Total	47

Association with Warringah

Table A7. Respondent association with Warringah (multiple answers allowed)

Association	No. of responses (n 2,373)	% Online respondents (n 1,827)
I live in Warringah	885	37.3
A Warringah rate payer	772	32.5
Work in Warringah	313	13.2
A regular visitor to Warringah	237	10.0
A Warringah business	95	4
Other	71	3

Age Demographics

Table A8. Respondent age

Age	No. of submissions, N(online)=1,751	% Respondents	% Warringah Census 2011
15-24	116	6.6	11.2
25-34	209	11.9	14.4
35-49	543	31.0	23.4
50-69	687	39.2	20.6
70+	196	11.2	11.1

Gender

Table A9. Respondent gender

Gender	No. of submissions, N(all)=1,975	% Respondents	% Census 2011
Male	1,018	51.5	50.9
Female	957	48.5	49.1

Values of Living on the Northern Beaches

Table A10. Top things that respondents value about living on the northern beaches (multiple answers allowed)

Value	No. of responses (n 4,389)	% Online respondents (n 1,827)
Beaches	804	44.0
Good place for family and children	483	26.4
A safe place to live	471	25.8
Natural environment	453	24.8
Sense of community/friendly place	377	20.6
Balanced lifestyle	331	18.1
Parks, playgrounds, open spaces	254	13.9
Active lifestyle	244	13.4
Bushland	222	12.2
Access to natural waterways	197	10.8
Convenient/close to the city	191	10.5
Sport and recreation opportunities	151	8.3
Access to national parks	106	5.8
Access to rural lifestyle	54	3.0
Other	51	2.8

Awareness of Fit for the Future

Table A11. Number of respondents who had read Council's information booklet

	No. of respondents N(online)=1,284	% Respondents
Yes	1,029	80.1
No	255	19.9

Table A12. Respondents' interest in council reform

	No. of respondents N(online)=1,290	% Respondents
Not at all interested	17	1.3
Not very interested	86	6.7
Quite interested	629	48.8
Very Interested	558	43.3

Perceived Opportunities and Disadvantages of Council Reform

Table A13. Perceived opportunities for a new Northern Beaches Council (multiple answers allowed)

	No. of responses (n 4,047)	% Online respondents (n 1,827)
More efficient/ Better use of resources	879	48.1
Reduced costs	803	44.0
Reduced bureaucracy/staff	686	37.5
Unify the northern beaches	668	36.6
Better regional facilities/services	639	35.0
None/Can't think of any	234	12.8
Other	138	7.6

Table A14. Perceived disadvantages of a new Northern Beaches Council (multiple answers allowed)

	No. of responses (n 2,464)	% Online respondents (n 1,827)
Local issues overlooked/loss of local identity	544	29.8
None/Can't think of any	435	23.8
Resource shifting - our rates being spent elsewhere	407	22.3
A bigger council will be less efficient/too bureaucratic	365	20.0
Loss of representation/loss of voice	359	19.6
Not needed/ happy as things are	227	12.4
Other	127	7.0



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