

Yass Valley Council Community Research

November 2013

Report prepared for:



Report prepared by:



ABN 14 003 179 440
10/1 Bounty Close Tuggerah, NSW 2259
Postal address: PO Box 5059, Chittaway Bay NSW 2261
Telephone: (02) 4352 2388 Fax: (02) 4352 2117
www.micromex.com.au
research@micromex.com.au

The information contained herein is believed to be reliable and accurate. However, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



Table of Contents

Introduction	
Background & Methodology	1
Sample profile	3
Key findings	4
Summary & Recommendations	18
Results	
Section A – Importance of, and Satisfaction with, Council services and facilities	18
Roads and transport	20
Environment and public health	25
Town planning	30
Waste, cleanliness, services	34
Local shops Council loadership (managing the Local Covernment Area)	38 42
Council leadership/managing the Local Government Area Council services and facilities	42 47
Overall satisfaction with Council's performance	54
Improving satisfaction with Council's performance	55
Priority issues	57
Section B – The Community Experience	58
Section C – Contact with Council	59
Contact with Council in the last 12 months	59
Method of contact	59
Satisfaction with the way contact was handled	61
Means of receiving information from Council	62
Section D – Opportunities for Service Level Reductions	63
Section E – Smart Work Centre	64
Appendices	
Appendix A	65
Appendix B	



Background and Methodology

Yass Valley 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
- o To identify the community's overall level of satisfaction with Council's performance
- o To understand and measure community response to a series of long term Council resourcing options

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 Yass Valley Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 22nd to 26th October 2013 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

Survey area

Yass Valley Council Local Government Area.

Sample selection and error

The sample consisted of a total of 400 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 400 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence.

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

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Prequalification

Participants in this survey were pre-qualified as having lived in the Yass Valley Council area..



Background and Methodology

Data analysis

The data within this report was analysed using SPSS and 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.

Mean rating explanation

Mean rating:	1.99 or less	'Very low' level of importance/satisfaction
	2.00 - 2.49	'Low' level of importance/satisfaction
	2.50 - 2.99	'Moderately low' level 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+	'Extremely high' level of importance/satisfaction

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

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.

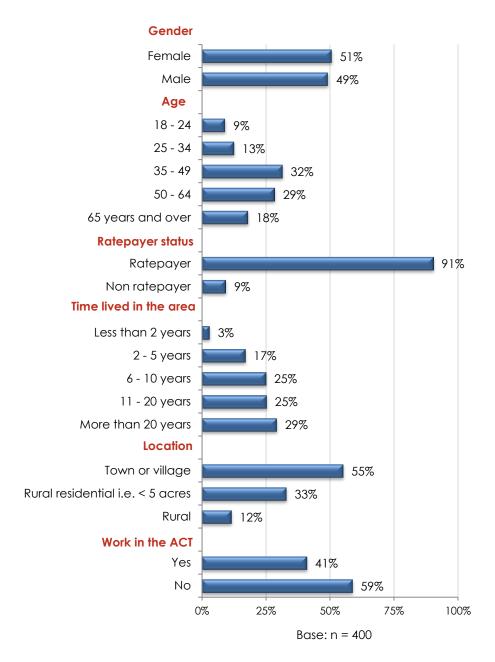
Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.





Sample Profile

Data was weighted by age and gender in line with LGA ABS community profile.



Overview (Overall satisfaction)

Summary

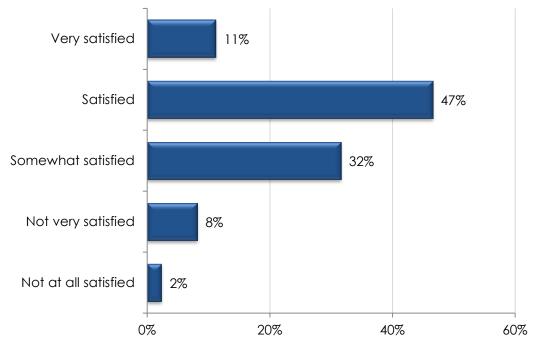
90% of residents were at least 'somewhat satisfied' with Council's performance. Overall, Yass Valley Council performed well against the Regional and All of NSW Benchmarks, rating significantly higher.

Q 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 - 24	25 - 34	35 -49	50-64	65+	Male	Female	Town or village	Rural residential	Rural	Overall
Mean ratings	3.71	3.58	3.51	3.56	3.57	3.50	3.62	3.55	3.56	3.58	3.56

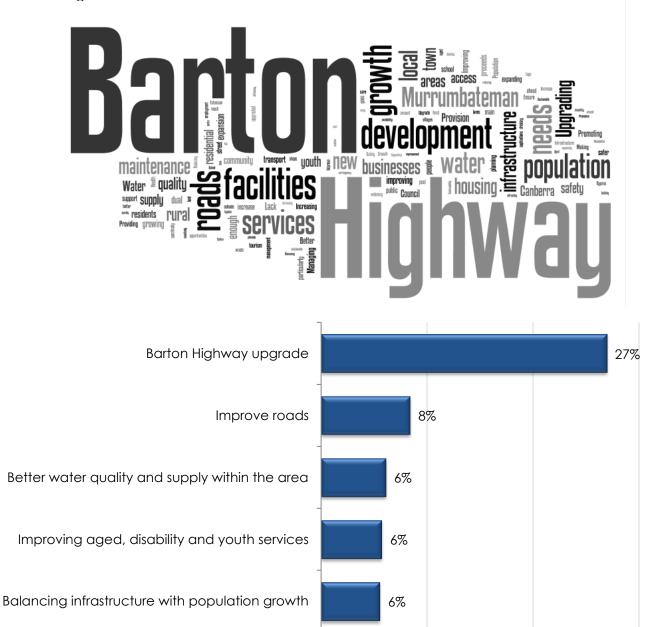
NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Yass Valley 2013
Mean ratings	3.45	3.22▼	3.31▼	3.56▲

▲ ▼ = Significantly higher/lower by group Scale: 1 = not at all satisfied, 5 = very satisfied



Residents' primary concerns for the next 5 years include Barton Highway upgrade, improving roads, improving the quality and supply of water within the area, improving aged, disability and youth services followed by balancing infrastructure with population growth.

Q. Thinking about the next 5 years, what do you think is the highest priority issue facing the Yass Valley local government area?



0%

10%

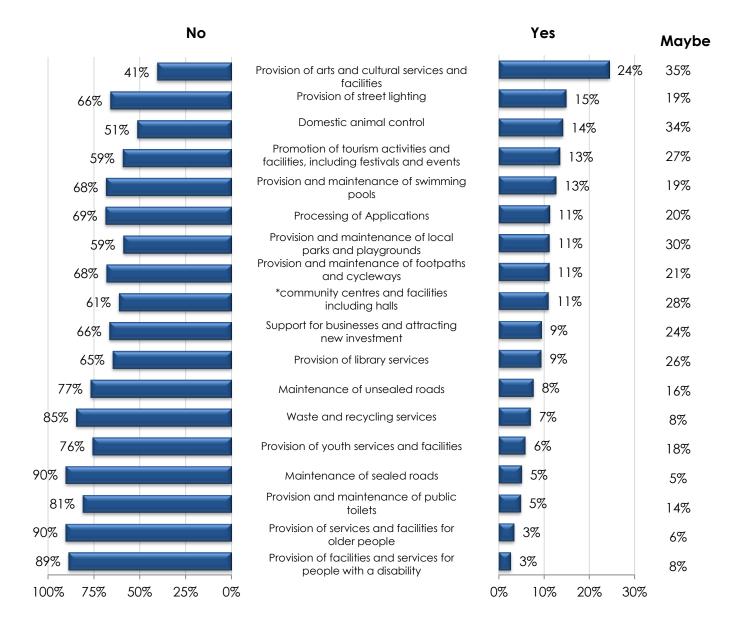
20%

30%

'Provision of arts and cultural services and facilities' and 'provision of street lighting' were ranked highest for services and facilities that could be reduced. 'Provision of services and facilities for older people' and 'maintenance of sealed roads' were the least likely to be rated as services to be reduced.

This question was asked to the residents in regards to whether they believe the provision of these services or facilities could be reduced.

Q. As I read out these services and facilities, I'd like you to answer yes, maybe or no, as to whether you believe the provision of these services or facilities could be reduced.



Comparison to LGA Benchmarks

Of the 24 measurable services and facilities, 14 ranked higher than the benchmark and 3 rated equal to the benchmark, with the remaining 7 falling below the satisfaction benchmark.

Service/Facility	Yass Valley Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Availability of car parking in town centres	3.6	3.0
Town centre cleaning	3.9	3.3
Provision and maintenance of local parks and playgrounds	4.0	3.7
Opportunities to participate in Council's decision making process	3.2	3.0
Provision and maintenance of footpaths and cycleways	3.2	3.0
Availability and maintenance of sporting ovals, grounds and facilities	3.9	3.7
Drainage and flood mitigation	3.4	3.2
Household garbage collection	4.2	4.1
Attractiveness of the town centres	3.4	3.3
Community centres and facilities, including halls	3.7	3.6
Maintaining footpaths, kerbing and guttering	3.1	3.0
Protection of heritage buildings and items	3.6	3.5
Provision and maintenance of swimming pools	3.8	3.7
Long term town planning for the Yass Valley Council area	3.2	3.1
Equal to the Benchmark		
Council provision of information to residents	3.3	3.3
Protecting bushland and waterways	3.5	3.5
Provision of library services	4.1	4.1
Below the Benchmark		
Provision of arts and cultural facilities	3.4	3.9
Facilities and services for older people	3.4	3.6
Facilities and services for youth	3.0	3.1
Encouraging recycling	3.7	3.9
Promoting environmental sustainability and reduced carbon footprints	3.2	3.4
Facilities and services for people with a disability	3.3	3.4
Satisfaction with contact from Council	3.9	4.0

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



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 Yass Valley 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 Yass Valley Council performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'protecting bushland and waterways' was given an importance score of 4.46, 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 3.50, which indicates that residents are 'moderately satisfied' with Yass Valley Council's performance and focus on that measure.

In the case of a performance gap such as for the 'reticulated town sewerage system' (3.53 importance & 3.71 satisfaction), we can identify that the facility/service has only 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.



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 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Barton Highway safety and capacity	4.62	2.07	-2.55
0	Maintaining sealed roads	4.55	2.91	-1.64
2	Processing of Applications in an efficient manner	4.34	2.70	-1.64
4	Traffic management and general road safety	4.51	3.01	-1.50
5	Facilities and services for youth	4.30	2.97	-1.33
6	Supporting business and attracting new investment	4.34	3.06	-1.28
7	Long term town planning for the Yass Valley Council area	4.39	3.16	-1.23
8	Management of the development of residential and rural lands	4.26	3.10	-1.16
9	Financial management	4.31	3.16	-1.15
10	Feral animal control	4.10	2.96	-1.14
11	Community consultation	4.26	3.13	-1.13
12	Maintaining unsealed roads	3.93	2.83	-1.10
13	Facilities and services for people with a disability	4.36	3.28	-1.08
14	Access to public transport	3.42	2.43	-0.99
15	Council policies and plans	4.11	3.13	-0.98
16	Protecting bushland and waterways	4.46	3.50	-0.96
17	Council provision of information to residents	4.21	3.28	-0.93
18	Facilities and services for older people	4.30	3.42	-0.88
19	Provision and maintenance of public toilets	4.20	3.34	-0.86
17	Control of weeds	4.10	3.24	-0.86
21	Maintaining footpaths, kerbing and guttering	3.88	3.06	-0.82
21	Suitability of local shops	4.25	3.43	-0.82
23	Provision and maintenance of footpaths and cycleways	3.99	3.18	-0.81
24	Encouraging recycling	4.45	3.66	-0.79
24	Attractiveness of the town centres	4.20	3.41	-0.79
26	Promoting environmental sustainability and reduced carbon footprints	4.00	3.23	-0.77
27	Roadside vegetation control	3.88	3.17	-0.71
28	Protection of heritage buildings and items	4.24	3.55	-0.69
29	Domestic animal control	3.97	3.36	-0.61
30	Support for community organisations, groups and volunteers	4.28	3.68	-0.60
	Opportunities to participate in Council's decision making process	3.76	3.16	-0.60
32	Reticulated town water supply	3.59	3.00	-0.59
33	Drainage and flood mitigation	4.01	3.43	-0.58
34	Availability of car parking in town centres	4.08	3.56	-0.52
35	Community education and safety programs	3.90	3.42	-0.48
36	Provision and maintenance of street lighting	3.94	3.49	-0.45



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 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
37	Promotion of tourism activities and facilities, including festivals and events	4.19	3.76	-0.43
38	Household garbage collection	4.45	4.15	-0.30
39	Provision and maintenance of local parks and playgrounds	4.31	4.01	-0.30
40	Town centre cleaning	4.21	3.93	-0.28
41	Community centres and facilities, including halls	3.96	3.71	-0.25
42	Provision of arts and cultural facilities	3.62	3.38	-0.24
43	Availability and maintenance of sporting ovals, grounds and facilities	4.13	3.93	-0.20
44	Provision and maintenance of swimming pools	3.89	3.84	-0.05
45	Provision of library services	3.97	4.08	+0.11
46	Reticulated town sewerage system	3.53	3.71	+0.18

When we examine the 13 largest performance gaps, we can identify that all the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.07 and 3.28, which indicates that resident satisfaction for these measures is 'low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performanc e Gap
1	Barton Highway safety and capacity	4.62	2.07	2.55
2	Maintaining sealed roads	4.55	2.91	1.64
2	Processing of Applications in an efficient manner	4.34	2.70	1.64
4	Traffic management and general road safety	4.51	3.01	1.50
5	Facilities and services for youth	4.30	2.97	1.33
6	Supporting business and attracting new investment	4.34	3.06	1.28
7	Long term town planning for the Yass Valley Council area	4.39	3.16	1.23
8	Management of the development of residential and rural lands	4.26	3.10	1.16
9	Financial management	4.31	3.16	1.15
10	Feral animal control	4.10	2.96	1.14
11	Community consultation	4.26	3.13	1.13
12	Maintaining unsealed roads	3.93	2.83	1.10
13	Facilities and services for people with a disability	4.36	3.28	1.08

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'Barton Highway safety and capacity' is the area of least relative satisfaction.

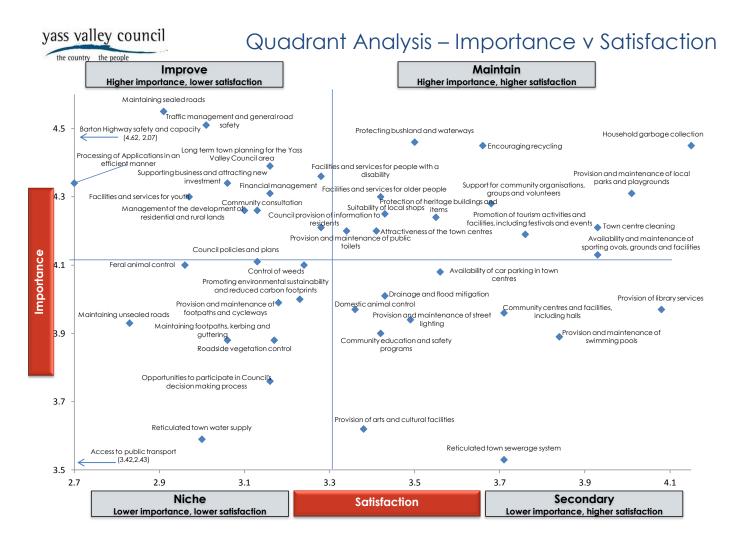
Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

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 Yass Valley Council 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 4.13 and the average rated satisfaction score was 3.33. Therefore, any facility or service that received a mean stated importance score of \geq 4.13 would be plotted in the higher importance section and, conversely, any that scored < 4.13 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.33. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'household garbage collection', 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 'facilities and services for people with a disability', 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 'control of weeds', 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, **SECONDARY**, such as 'provision of 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 '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 Yass Valley Council <u>can actively drive overall community</u> satisfaction, we conducted further analysis.

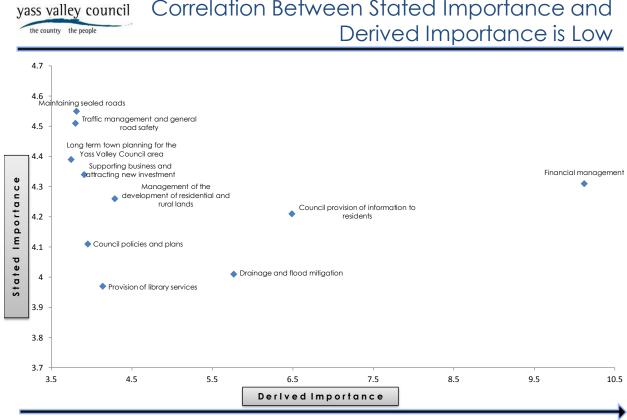
The Shapley Value Regression

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.

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'.



If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction

In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.7 & 4.7), however, on the horizontal axis the attributes are spread between 3.5 and 10.5. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.



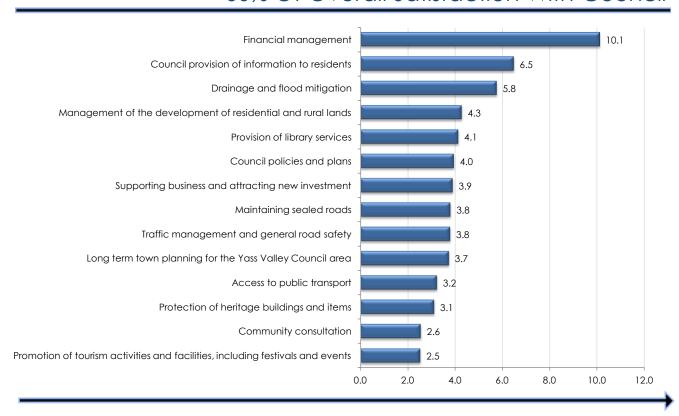
Key Drivers of Satisfaction with Yass Valley Council

The results in the chart below provide Yass Valley 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 14 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 32 attributes we obtained measures on have only a limited impact on the community's satisfaction with Yass Valley Council's performance. Therefore, whilst all 46 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.



These Top 14 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 14 services/facilities are the key community priorities and by addressing these, Yass Valley 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.

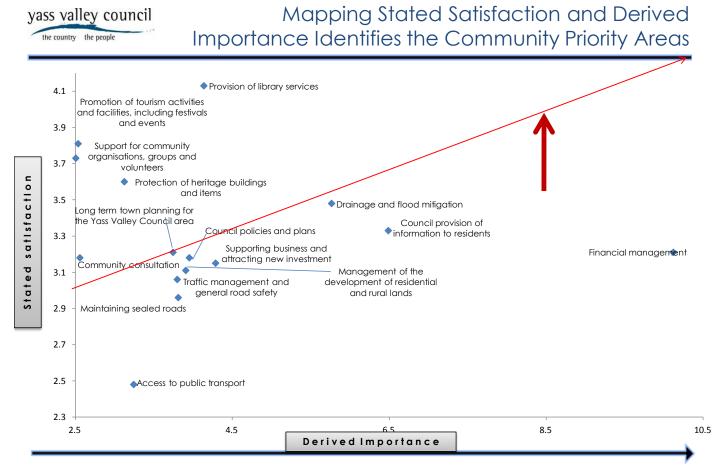
In the above chart, 'promotion of tourism activities and facilities, including festivals and events', contributes 2.5% towards overall satisfaction, while 'financial management' (10.1%) is a far stronger driver, contributing over four times as much to overall satisfaction with Council.





Clarifying Priorities

If Yass Valley Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the services/facilities that fall below the diagonal line.



The key driver of overall community satisfaction with Council revolves around financial management for the area

The key outcomes of this analysis indicate that 'financial management' is the priority area from a resident perspective.

Summary of Critical Outcomes

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies Yass Valley Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Financial management	10.1	-1.15	Improve
Council provision of information to residents	6.5	-0.93	Improve
Drainage and flood mitigation	5.8	-0.58	Secondary
Management of the development of residential and rural lands	4.3	-1.16	Improve
Provision of library services	4.1	+0.11	Secondary
Council policies and plans	4.0	-0.98	Niche
Supporting business and attracting new investment	3.9	-1.28	Improve
Maintaining sealed roads	3.8	-1.64	Improve
Traffic management and general road safety	3.8	-1.50	Improve
Long term town planning for the Yass Valley Council area	3.7	-1.23	Improve
Access to public transport	3.2	-0.99	Niche
Protection of heritage buildings and items	3.1	-0.69	Maintain
Community consultation	2.6	-1.13	Improve
Promotion of tourism activities and facilities, including festivals and events	2.5	-0.43	Maintain

Summary & Recommendations

This is a positive result for Yass Valley Council, with 39 of the 46 services/facilities being rated as providing 'moderate' to 'high 'levels of community satisfaction. In addition to this, overall satisfaction with Council's performance in the last 12 months was significantly higher than the regional and all of NSW benchmarks.

The regression data identifies that 'financial management' is the primary driver of overall satisfaction. When probed, for the most part, residents could not identify where they believed that Council services could be reduced. This suggests that the community wants Council to explore different scenarios that would allow it to go about maintaining current services levels.

Community consultation and engagement is an important opportunity area for Council, which should focus on identifying and implementing strategies that will better inform the community of Council's policies and plans, as well as Council's long term plans for the LGA. Specifically, Council should look to:

- 1. Explore the community's understanding and concerns surrounding financial management and the general provision of services
- 2. Inform and consult with the community on the issues of the 'management of the development of residential and rural lands' and 'supporting business and attracting new investment'
- 3. Clarify and consult with the community to understand current and future expectations and aspirations with regard to the general management of the transport network, specifically in terms of public transport, the condition of the assets and general road safety
- 4. Develop a delivery plan that will allow Council to maintain service and facility levels at their current level or alternatively further consult and identify the opportunity areas where service levels can be reduced





Section A Detailed Findings

Importance of, and Satisfaction with, Council Services and Facilities

Importance of, and Satisfaction with, Council Services and 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 46 Service Areas

Roads and Transport

Access to public transport

Barton Highway safety and capacity Maintaining footpaths, kerbing and

guttering

Maintaining sealed roads

Maintaining unsealed roads

Roadside vegetation control

Traffic management and general road safety

Environment and Public Health

Domestic animal control

Drainage and flood mitigation

Encouraging recycling

Feral animal control

Promoting environmental sustainability and reduced carbon footprints

Protecting bushland and waterways

Town Planning

Attractiveness of the town centres Long term town planning for the Yass Valley Council area

Protection of heritage buildings and items

Waste, Cleanliness, Services

Control of weeds

Household garbage collection

Reticulated town sewerage system

Reticulated town water supply

Town centre cleaning

Local Shops

Availability of car parking in town centres

Suitability of local shops

Council Leadership/

Managing the Local Government Area

Community consultation

Council policies and plans

Council provision of information to residents

Financial management

Opportunities to participate in Council's decision making process

Promotion of tourism activities and facilities, including festivals and events Supporting business and attracting new

investment

Council Services and Facilities

Availability and maintenance of sporting ovals, grounds and facilities

Community centres and facilities, including halls

Community education and safety programs

Facilities and services for youth

Facilities and services for older people

Facilities and services for people with a disability Management and development of residential

and rural lands

Processing of applications in an efficient manner Provision and maintenance of footpaths and

cycleways

Provision and maintenance of local parks and playgrounds

Provision and maintenance of public toilets

Provision and maintenance of street lighting

Provision and maintenance of swimming pools

Provision of arts and cultural facilities

Provision of library services

Support for community organisations, groups and volunteers



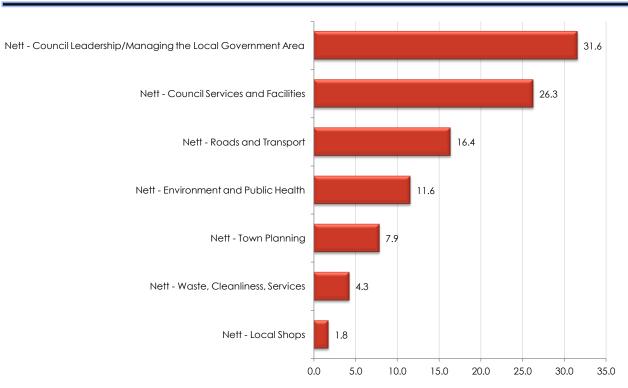
Importance of, and Satisfaction, with Council Services and Facilities

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

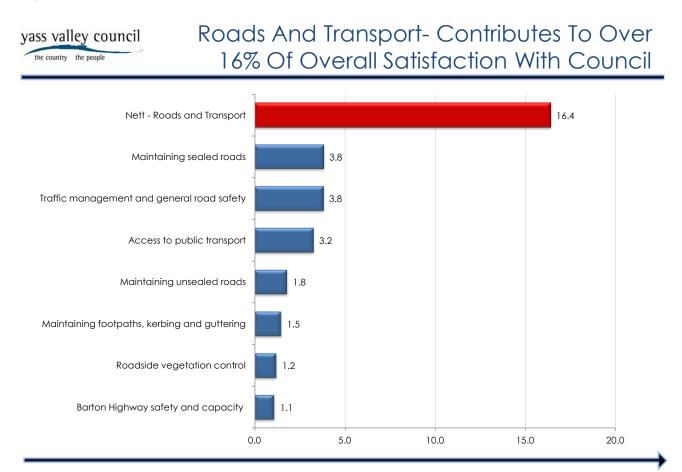


Services and facilities explored included:

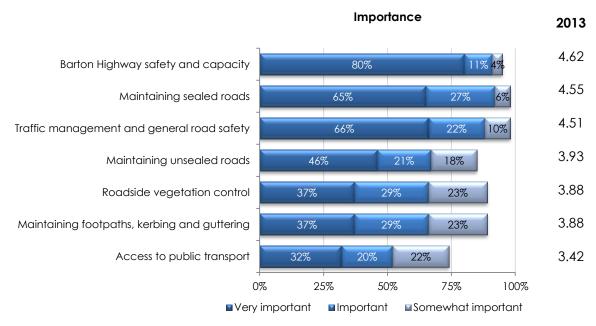
- Access to public transport
- Barton Highway safety and capacity
- Maintaining footpaths, kerbing and guttering
- Maintaining sealed roads
- Maintaining unsealed roads
- Roadside vegetation control
- Traffic management and general road safety

Contribution to Overall Satisfaction with Council (Regression Data)

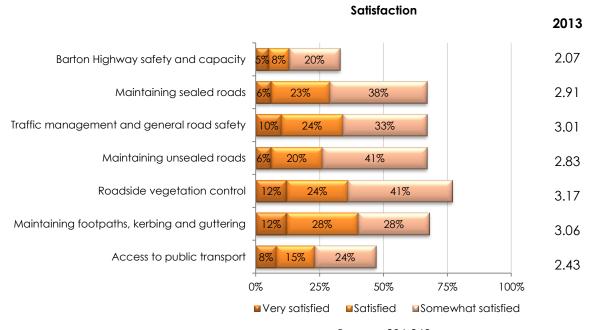
Council's performance in the areas below accounts for over 16% of overall satisfaction, based on the regression analysis.



Note: The hierarchal sorting of each graph is relative to the mean importance rating.



Base: n=400



Base: n=206-368

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



Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Barton Highway safety and capacity	-2.55
Maintaining sealed roads	-1.64
Traffic management and general road safety	-1.50
Maintaining unsealed roads	-1.10
Access to public transport	-0.99
Maintaining footpaths, kerbing and guttering	-0.82
Roadside vegetation control	-0.71

Overview of Rating Scores

Importance – overall

Extremely high Barton Highway safety and capacity

Maintaining sealed roads

Traffic management and general road safety

High Maintaining unsealed roads

Moderately high Maintaining footpaths, kerbing and guttering

Roadside vegetation control

Moderate Access to public transport

Importance – by age

There are no significant differences by age.

Importance – by gender

There are no significant differences by gender.

Importance – by location

Residents in the rural area rated 'maintaining unsealed roads' higher in importance, whilst residents in the town or villages rated 'maintaining footpaths, kerbing and guttering' higher in importance.

Overview of Rating Scores

Satisfaction – overall

Moderate Roadside vegetation control

Maintaining footpaths, kerbing and guttering

Traffic management and general road safety

Moderately low Maintaining sealed roads

Maintaining unsealed roads

Low Access to public transport

Barton Highway safety and capacity

Satisfaction – by age

Residents aged 35-49 were significantly less satisfied with 'maintaining sealed roads'.

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by location

Residents in the rural residential areas were significantly less satisfied with 'Barton Highway safety and capacity'.



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council needs to improve resident satisfaction with:

- Barton Highway safety and capacity
- Maintaining sealed roads
- Traffic management and general road safety



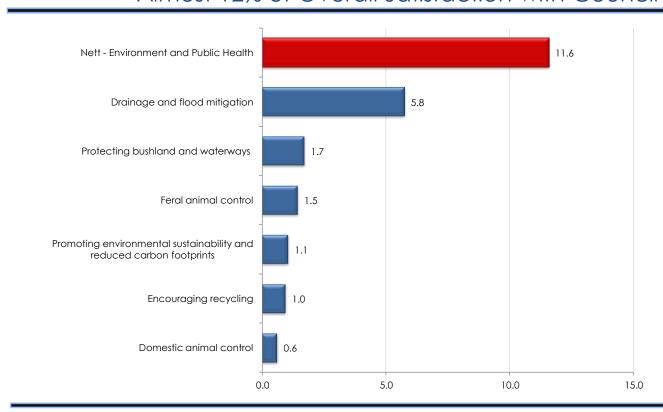
Services and facilities explored included:

- Domestic animal control
- Drainage and flood mitigation
- Encouraging recycling
- Feral animal control
- Promoting environmental sustainability and reduced carbon footprints
- Protecting bushland and waterways

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 12% of overall satisfaction, based on the regression analysis.

yass valley councilEnvironment and Public Health – Contributes to Almost 12% of Overall Satisfaction with Council





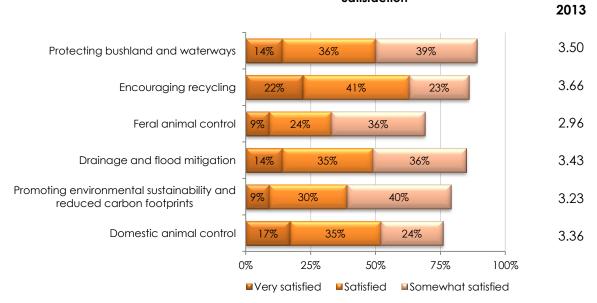
Note: The hierarchal sorting of each graph is relative to the mean importance rating.



2013 4.46 Protecting bushland and waterways 8% 62% 4.45 **Encouraging recycling** Feral animal control 47% 18% 4.10 Drainage and flood mitigation 20% 42% 29% 4.01 Promoting environmental sustainability and 43% 29% 18% reduced carbon footprints 4.00 Domestic animal control 43% 24% 22% 3.97 0% 25% 50% 75% 100% ■Very important
■Important
■Somewhat important

Base: n=400

Satisfaction



Base: n=269-354

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

Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Feral animal control	-1.14
Protecting bushland and waterways	-0.96
Encouraging recycling	-0.79
Promoting environmental sustainability and reduced carbon footprints	-0.77
Domestic animal control	-0.61
Drainage and flood mitigation	-0.58

Overview of Rating Scores

Importance – overall

Extremely high Encouraging recycling

Protecting bushland and waterways

High Feral animal control

Drainage and flood mitigation

Promoting environmental sustainability and reduced carbon footprints

Domestic animal control

Importance – by age

There are no significant differences by age.

Importance – by gender

There are no significant differences by gender.

Importance – by location

There are no significant differences by location.

Overview of Rating Scores

Satisfaction – overall

Moderately high Encouraging recycling

Moderate Protecting bushland and waterways

Drainage and flood mitigation
Domestic animal control

Promoting environmental sustainability and reduced carbon footprints

Moderately low Feral animal control

Satisfaction – by age

Residents aged 18-24 were significantly more satisfied with 'domestic animal control'

Satisfaction – by gender

There are no significant differences by gender.

Satisfaction – by location

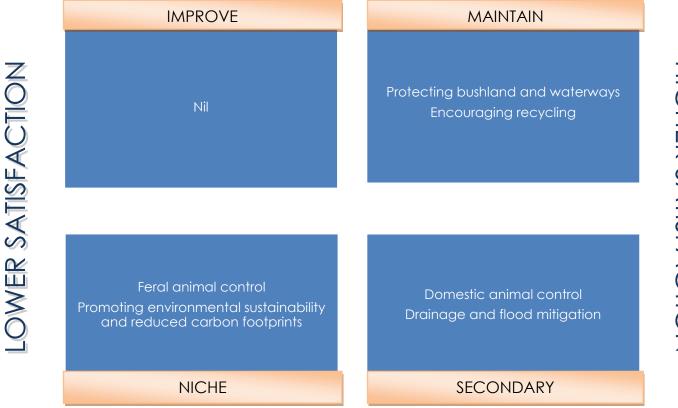
Residents in the rural residential were significantly less satisfied with 'feral animal control'.



HIGHER SATISFACTION

Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council needs to maintain resident satisfaction with:

- Protecting bushland and waterways
- Encouraging recycling



Importance/Satisfaction – Town Planning

Services and facilities explored included:

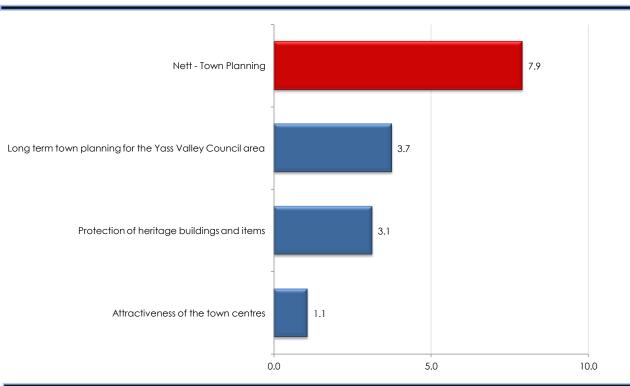
- Attractiveness of the town centres
- Long term town planning for the Yass Valley Council area
- Protection of heritage buildings and items

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 8% of overall satisfaction, based on the regression analysis.



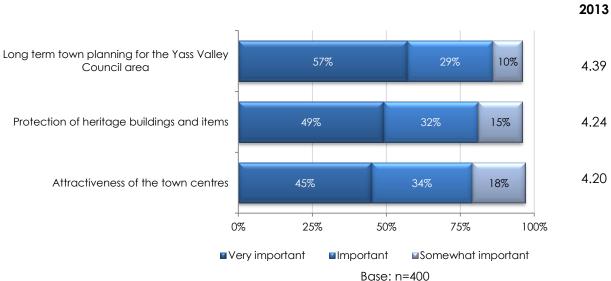
Town Planning – Contributes to Almost 8% of Overall Satisfaction with Council



Importance/Satisfaction – Town Planning

Note: The hierarchal sorting of each graph is relative to the mean importance rating.





Base: n=400



Base: n=316-343

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

Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Long term town planning for the Yass Valley Council area	-1.23
Attractiveness of the town centres	-0.79
Protection of heritage buildings and items	-0.69

Importance/Satisfaction – Town Planning

Overview of Rating Scores

Importance – overall

Very high Long term town planning for the Yass Valley Council area

Protection of heritage buildings and items

Attractiveness of the town centres

Importance – by age

There are no significant differences by age.

Importance – by gender

There are no significant differences by gender.

Importance – by location

There are no significant differences by location.

Overview of Rating Scores

Satisfaction – overall

Moderate Protection of heritage buildings and items

Attractiveness of the town centres

Long term planning for the Yass Valley Council area

Satisfaction – by age

There are no significant differences by age.

Satisfaction – by gender

There are no significant differences by gender.

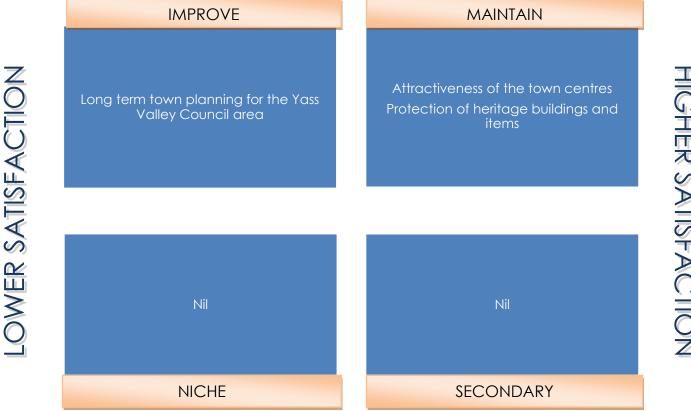
Satisfaction – by location

There are no significant differences by location.



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council needs to improve resident satisfaction with:

Long term town planning for the Yass Valley Council area

Yass Valley Council also needs to maintain resident satisfaction with:

- Attractiveness of the town centres
- Protection of heritage buildings and items



Importance/Satisfaction – Waste, Cleanliness, Services

Services and facilities explored included:

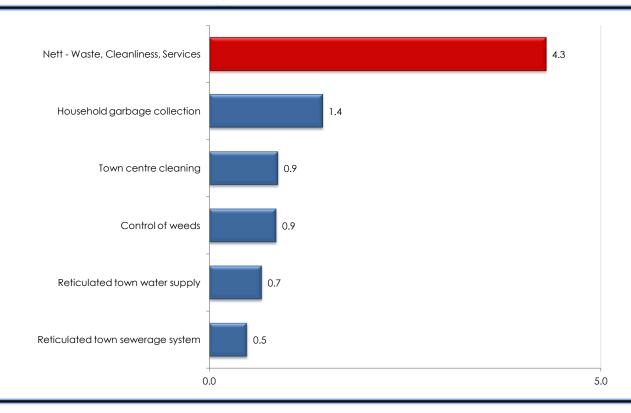
- Control of weeds
- Household garbage collection
- Reticulated town sewerage system
- Reticulated town water supply
- Town centre cleaning

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 4% of overall satisfaction, based on the regression analysis.

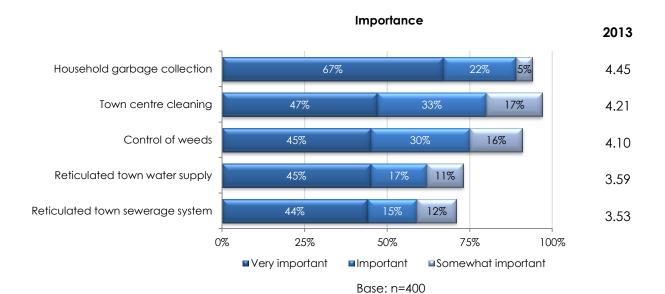


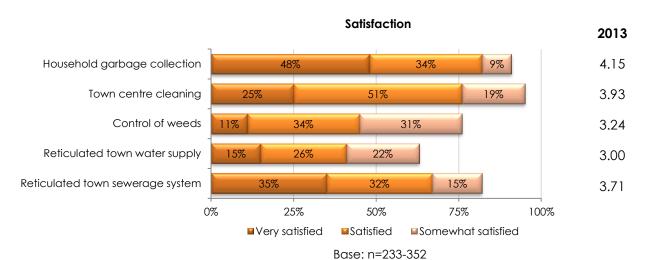
Waste, Cleanliness, Services – Contributes to Over 4% of Overall Satisfaction with Council



Importance/Satisfaction – Waste, Cleanliness, Services

Note: The hierarchal sorting of each graph is relative to the mean importance rating.





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

Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Town centre cleaning	-0.28
Household garbage collection	-0.30
Reticulated town water supply	-0.59
Control of weeds	-0.86
Reticulated town sewerage system	+0.18

Importance/Satisfaction – Waste, Cleanliness, Services

Overview of Rating Scores

Importance – overall

Very high Household garbage collection

Town centre cleaning

High Control of weeds

Moderate Reticulated town water supply

Reticulated town sewerage system

Importance – by age

There are no significant differences by age.

Importance – by gender

There are no significant differences by gender.

Importance – by location

Residents in the town or village area rated 'town centre cleaning', 'reticulated town water supply' and 'reticulated town sewerage system' significantly higher in importance.

Those is rural residential areas attributed significantly lower levels of importance to 'town centre cleaning', 'reticulated town water supply' and 'reticulated town sewerage system', whilst those in rural areas indicated lower levels of importance for 'reticulated town water supply' and 'reticulated town sewerage system.'

Overview of Rating Scores

Satisfaction – overall

High Household garbage collection

Town centre cleaning

Moderately high Reticulated town sewerage system

Moderate Control of weeds

Reticulated town water supply

Satisfaction – by age

There are no significant differences by age.

Satisfaction – by gender

There are no significant differences by gender.

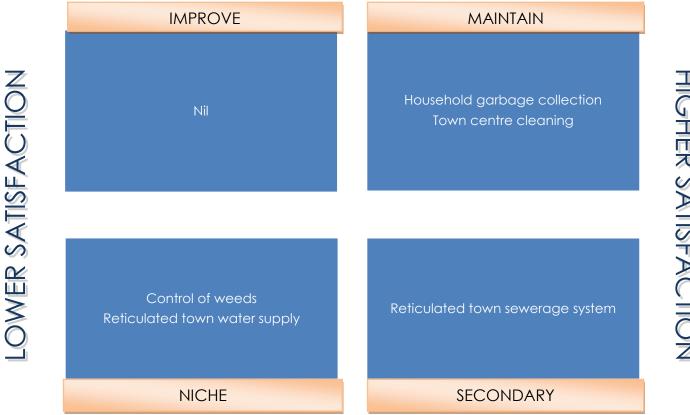
Satisfaction – by location

Residents in the rural residential area were significantly less satisfied with 'reticulated town sewerage system'.



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council needs to maintain resident satisfaction with:

- Household garbage collection
- Town centre cleaning



Importance/Satisfaction – Local Shops

Services and facilities explored included:

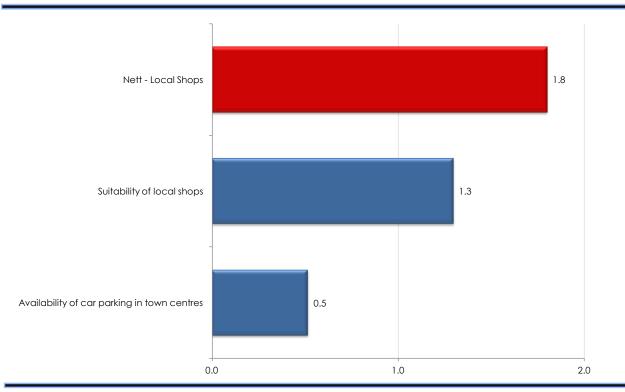
- Availability of car parking in town centres
- Suitability of local shops

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 2% of overall satisfaction, based on the regression analysis.

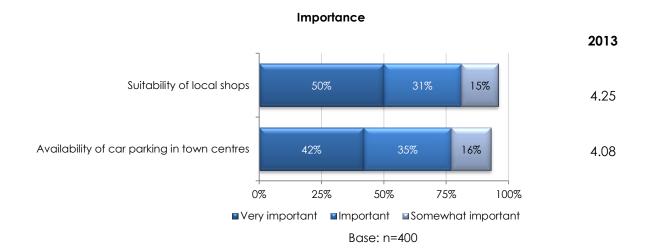


Local Shops – Contributes to Almost 2% of Overall Satisfaction with Council



Importance/Satisfaction – Local Shops

Note: The hierarchal sorting of each graph is relative to the mean importance rating.





Base: n=304-320

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

Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Suitability of local shops	-0.82
Availability of car parking in town centres	-0.52

Importance/Satisfaction – Local Shops

Overview of Rating Scores

Importance – overall

Very high Suitability of local shops

High Availability of car parking in town centres

Importance – by age

There are no significant differences by age.

Importance – by gender

There are no significant differences by gender.

Importance – by location

Residents in a town or village area rated 'suitability of local shops' significantly higher in importance than those in the rural residential area, whilst those in rural residential areas rated 'suitability of local shops' and 'availability of car parking in town centres' of significantly lower importance.

Overview of Rating Scores

Satisfaction – overall

Moderate Availability of car parking in town centre

Suitability of local shops

Satisfaction – by age

There are no significant differences by age.

Satisfaction – by gender

There are no significant differences by gender.

Satisfaction – by location

Residents in the rural residential area were significantly less satisfied with 'suitability of local shops'.



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council should maintain resident satisfaction with:

Suitability of local shops



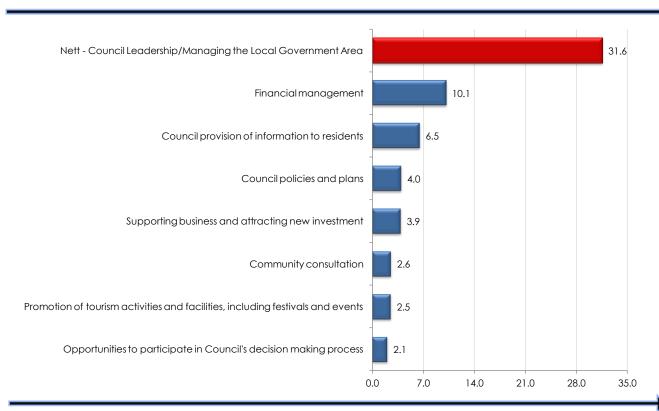
Services and facilities explored included:

- Community consultation
- Council policies and plans
- Council provision of information to residents
- Financial management
- Opportunities to participate in Council's decision making process
- Promotion of tourism activities and facilities, including festivals and events
- Supporting business and attracting new investment

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 32% of overall satisfaction, based on the regression analysis.

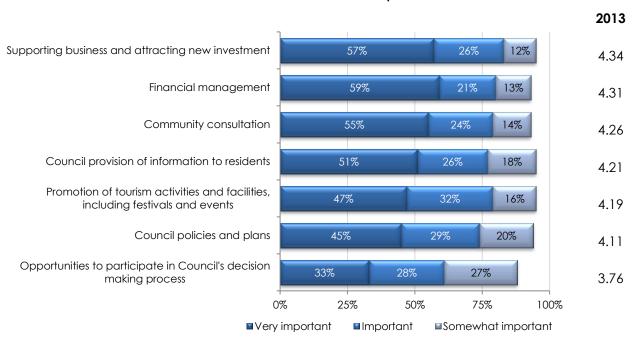
yass valley council Council Leadership/Managing the Local Government – Contributes to Almost 32% of Overall Satisfaction with Council



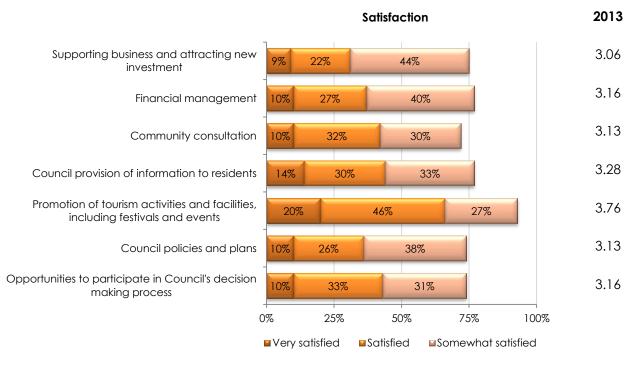


Note: The hierarchal sorting of each graph is relative to the mean importance rating.

Importance



Base: n=400



Base: n=237-326

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





Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Supporting business and attracting new investment	-1.28
Financial management	-1.15
Community consultation	-1.13
Council policies and plans	-0.98
Council provision of information to residents	-0.93
Opportunities to participate in Council's decision making process	-0.60
Promotion of tourism activities and facilities, including festivals and events	-0.43

Overview of Rating Scores

Importance – overall

Very high Supporting business and attracting new investment

Financial management Community consultation

Council provision of information to residents

High Promotion of tourism activities and facilities, including festivals and events

Council policies and plans

Moderately high Opportunities to participate in Council's decision making process

Importance – by age

Residents aged 50-64 rated 'financial management' significantly higher in importance.

Importance – by gender

There are no significant differences by gender.

Importance – by location

There are no significant differences by location.

Overview of Rating Scores

Satisfaction – overall

Moderately high

Moderate

Promotion of tourism activities and facilities, including festivals and events

Council provision of information to residents

Financial management

Opportunities to participate in Council's decision making process

Community consultation Council policies and plans

Supporting business and attracting new investment

Satisfaction – by age

There are no significant differences by age.

Satisfaction – by gender

There are no significant differences by gender.

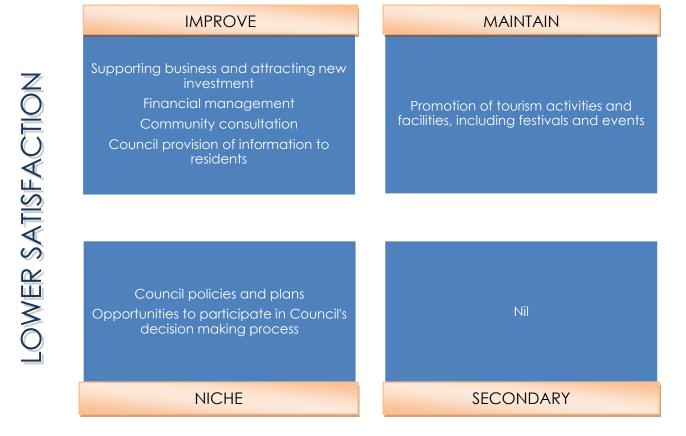
Satisfaction – by location

There are no significant differences by location.



Quadrant Analysis

HIGHER IMPORTANCE



LOWER IMPORTANCE

Recommendations

the country the people

Based on the stated outcomes analysis, Yass Valley Council should improve resident satisfaction with:

- Supporting business and attracting new investment
- Financial management
- Community consultation
- Council provision of information to residents

Yass Valley Council should also maintain resident satisfaction with:

• Promotion of tourism activities and facilities, including festivals and events



Services and facilities explored included:

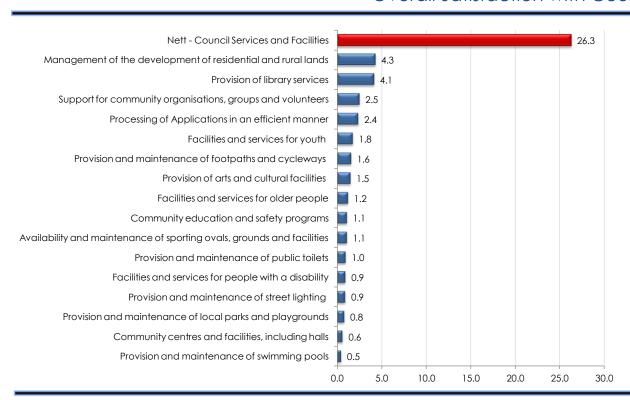
- Availability and maintenance of sporting ovals, grounds and facilities
- Community centres and facilities, including halls
- Community education and safety programs
- Facilities and services for youth
- Facilities and services for older people
- Facilities and services for people with a disability
- Management of the development of residential and rural lands
- Processing of Applications in an efficient manner
- Provision and maintenance of footpaths and cycleways
- Provision and maintenance of local parks and playgrounds
- Provision and maintenance of public toilets
- Provision and maintenance of street lighting
- Provision and maintenance of swimming pools
- Provision of arts and cultural facilities
- Provision of library services
- Support for community organisations, groups and volunteers

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 26% of overall satisfaction, based on the regression analysis.

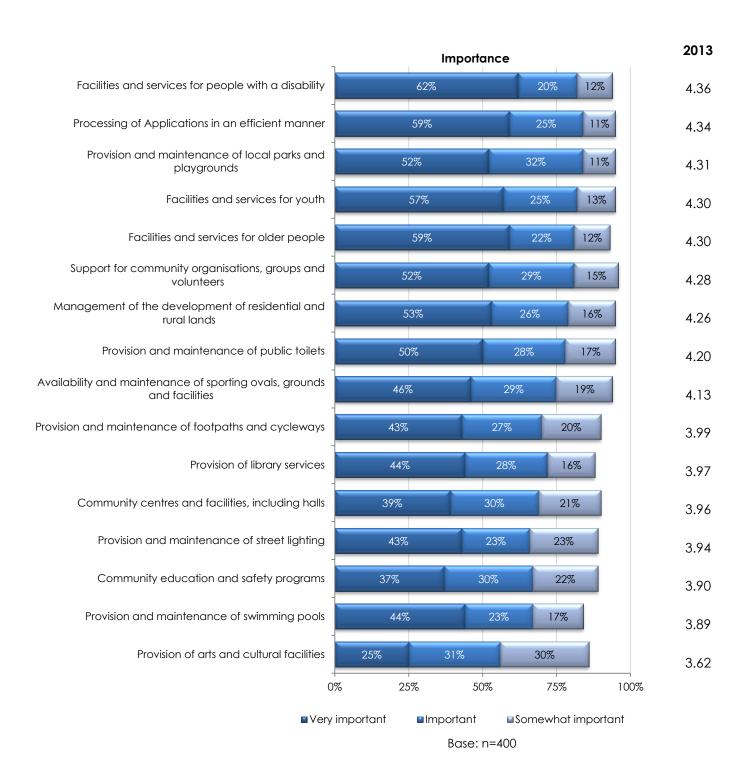
yass valley council Council Services and Facilities – Contributes to over 26% of

Overall Satisfaction with Council





Note: The hierarchal sorting of each graph is relative to the mean importance rating.



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

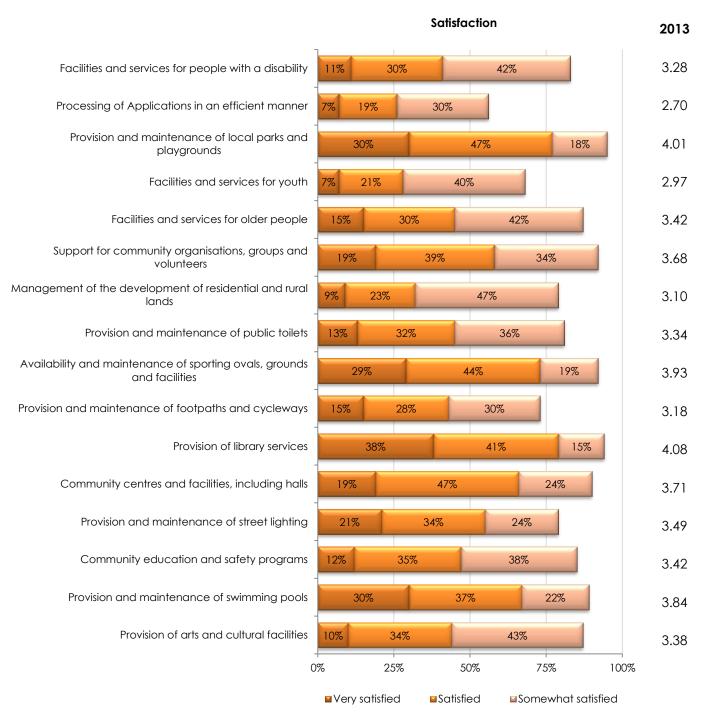
the country the people



Community Research

November 2013

Note: The hierarchal sorting of each graph is relative to the mean importance rating.



Base: n=227-337

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



Note: The hierarchal sorting of the table is relative to the performance gap.

	Performance Gap
Processing of Applications in an efficient manner	-1.64
Facilities and services for youth	-1.33
Management of the development of residential and rural lands	-1.16
Facilities and services for people with a disability	-1.08
Facilities and services for older people	-0.88
Provision and maintenance of public toilets	-0.86
Provision and maintenance of footpaths and cycleways	-0.81
Support for community organisations, groups and volunteers	-0.60
Community education and safety programs	-0.48
Provision and maintenance of street lighting	-0.45
Provision and maintenance of local parks and playgrounds	-0.30
Community centres and facilities, including halls	-0.25
Provision of arts and cultural facilities	-0.24
Availability and maintenance of sporting ovals, grounds and facilities	-0.20
Provision and maintenance of swimming pools	-0.05
Provision of library services	+0.11

Overview of Rating Scores

Importance – overall

Very high Facilities and services for people with a disability

Processing of Applications in an efficient manner

Provision and maintenance of local parks and playgrounds

Facilities and services for older people

Facilities and services for youth

Support for community organisations, groups and volunteers Management of the development of residential and rural lands

Provision and maintenances of public toilets

High Availability and maintenance of sporting ovals, grounds and facilities

Provision and maintenance of footpaths and cycleways

Provision of library services

Community centres and facilities, including halls Provision and maintenance of street lighting Community education and safety programs

Moderately high Provision and maintenance of swimming pools

Provision of arts and cultural facilities

Importance – by age

Residents aged 50-64 rated 'facilities and services for older people' significantly higher in importance.

Importance – by gender

There are no significant differences by gender.

Importance – by location

Residents in a town or village area rated 'provision and maintenance of local parks and playgrounds', 'provision and maintenance of swimming pools', 'availability and maintenance of sporting ovals, grounds and facilities', 'provision and maintenance of street lighting' higher in importance, whilst those in rural residential areas rated them significantly lower in importance.

Residents in rural areas rated 'provision and maintenance of footpaths and cycleways' significantly lower in importance.



Overview of Rating Scores

Satisfaction – overall

High Provision of library services

Provision and maintenance of local parks and playgrounds

Availability and maintenance of sporting ovals, grounds and facilities

Moderately high Provision and maintenance of swimming pools

Community centres and facilities, including halls

Support for community organisations, groups and volunteers

Moderate Provision and maintenance of street lighting

Facilities and services for older people Community education and safety programs

Provision of arts and cultural facilities

Provision and maintenance of public toilets Facilities and services for people with a disability

Provision and maintenance of footpaths and cycleways

Management of residential and rural lands

Moderately low Facilities and services for youth

Processing of applications in an efficient manner

Satisfaction – by age

There are no significant differences by age.

Satisfaction – by gender

There are no significant differences by gender.

Satisfaction – by location

Residents in rural residential were significantly less satisfied with 'availability and maintenance of sporting ovals, grounds and facilities', 'provision of library services' and 'community centres and facilities, including halls'.



Quadrant Analysis

OWER SATISFACTION

HIGHER IMPORTANCE

IMPROVE

Processing of applications in an efficient manner

Facilities and services for youth

Management of the development of residential and rural lands

Facilities and services for people with a disability

MAINTAIN

Facilities and services for older people
Provision and maintenance of public
toilets

Support for community organisations, groups and volunteers

Provision and maintenance of local parks and playgrounds

Availability and maintenance of sporting ovals, grounds and facilities

Provision and maintenance of footpaths and cycleways

NICHE

Community education and safety programs

Provision and maintenance of street lighting

Community centres and facilities, including halls

Provision of arts and cultural facilities
Provision and maintenance of swimming

Provision of library services

SECONDARY

LOWER IMPORTANCE

Recommendations

Based on the stated outcomes analysis, Yass Valley Council should improve resident satisfaction with:

- Processing of applications in an efficient manner
- Facilities and services for youth
- Management of the development of residential and rural lands
- Facilities and services for people with a disability

Yass Valley Council also should maintain resident satisfaction with:

- Facilities and services for older people
- Provision and maintenance of public toilets
- Support for community organisations, groups and volunteers
- Provision and maintenance of local parks and playgrounds
- Availability and maintenance of sporting ovals, grounds and facilities





Overall Satisfaction with Council's Performance

Summary

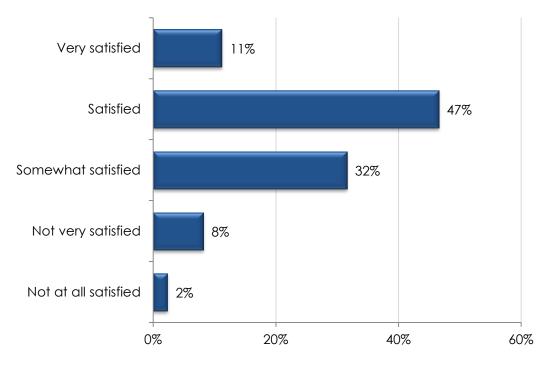
90% of residents were at least 'somewhat satisfied' with Council's performance.

Q 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 - 24	25 - 34	35 -49	50-64	65+	Male	Female	Town or village	Rural residential	Rural	Overall
Mean ratings	3.71	3.58	3.51	3.56	3.57	3.50	3.62	3.55	3.56	3.58	3.56

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Yass Valley	
Mean ratings	3.45	3.22▼	3.31▼	3.56▲	

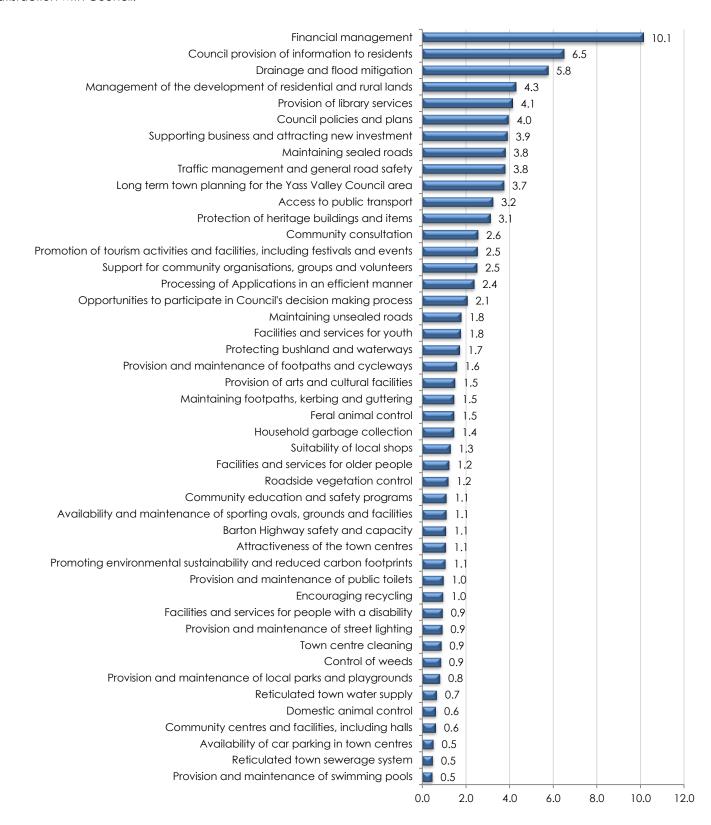
▲ ▼ = Significantly higher/lower by group Scale: 1 = not at all satisfied, 5 = very satisfied



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.



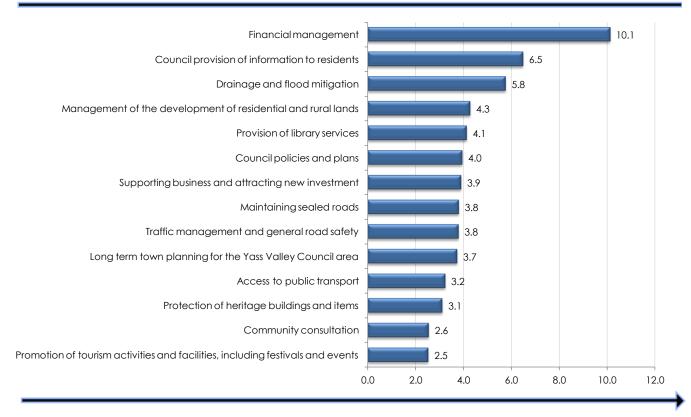


Improving Satisfaction with Council's Performance

These 14 services/facilities are the key community priorities and by addressing these, Yass Valley 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 10.1% towards overall satisfaction.



These Top 14 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 Yass Valley Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.



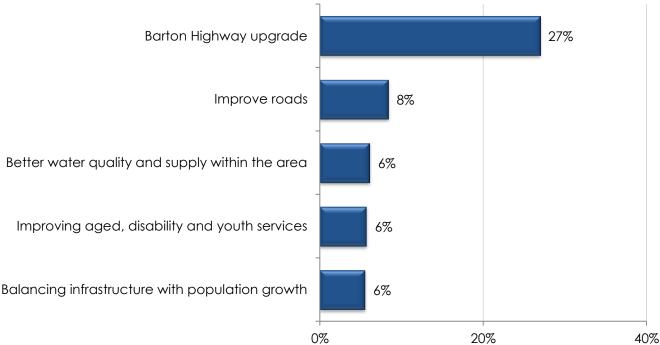
Priority Issues

Summary

Residents' primary concerns for the next 5 years include Barton Highway upgrade, improving roads, improving the quality and supply of water within the area, improving aged, disability and youth services and balancing infrastructure with population growth.

Q Thinking about the next 5 years, what do you think is the highest priority issue facing the Yass Valley local government area?









Section B
The Community Experience

The Community Experience

Residents expressed 'very high' levels of agreement with the statements 'I feel safe living in Yass Valley' and 'The Yass Valley Council Area is a good place to live', whilst 'transport in the area is accessible' had a 'low' level of agreement. The remaining statements were given 'moderate' to 'moderately high' ratings of agreement.

Q. How strongly do you agree or disagree with the following statements about your local community?

I feel safe living in Yass Valley

The Yass Valley Council Area is a good place to live

I feel a part of my local community

Yass Valley is a harmonious, respectful and tolerant community

I like to attend events and festivals in the Yass Valley Council area

I have enough opportunities to participate in sporting or recreational activities

I have enough access to educational facilities

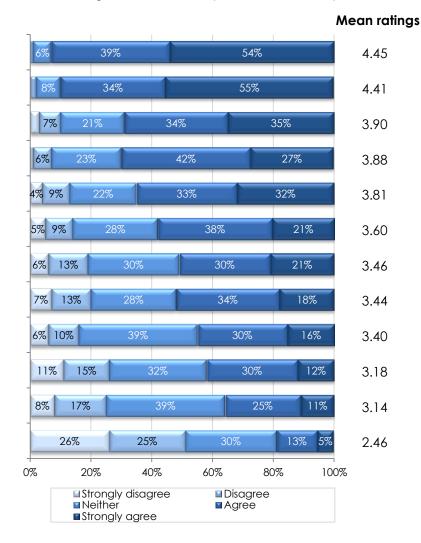
I have enough opportunities to improve my health and wellbeing

I have enough opportunities to participate in arts and cultural activities

Local shopping strips are vibrant and economically healthy

Housing in the area is affordable

Transport in the area is accessible



Scale: 1 = strongly disagree 5 = strongly agree



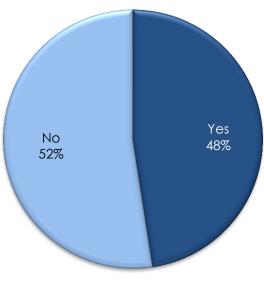


Section C
Contact with Council

Summary

48% of residents had made contact with Council in the last 12 months.

Q. Have you had any contact with Council in the last 12 months?



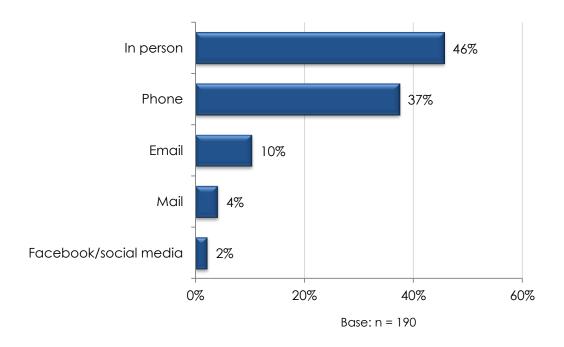
Base: n = 400

Contact with Council

Summary

46% of residents last made contact with Council 'in person', followed by 37% via 'phone'.

Q. Thinking specifically of the last time you had contact with Council staff was it by:

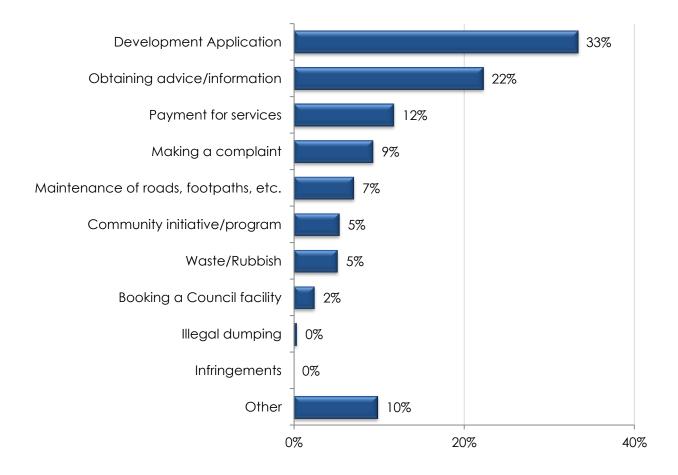




Summary

33% of residents made contact with Council regarding a 'development application', followed by 22% 'obtaining advice/information'.

Q. What was the nature of your enquiry?



Base: n = 190

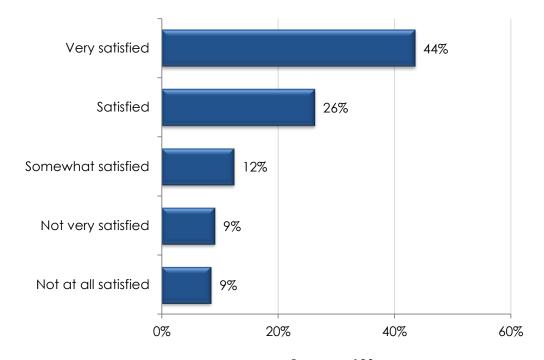
Summary

82% of residents were at least 'somewhat satisfied' with the way their contact was handled.

Q. How satisfied were you with the way your contact was handled?

	18 - 24	25 - 34	35 -49	50-64	65+	Male	Female	Town or village	Rural residential	Rural	Overall
Mean ratings	4.00	4.13	3.84	3.83	3.83	3.87	3.87	3.96	3.76	3.82	3.87

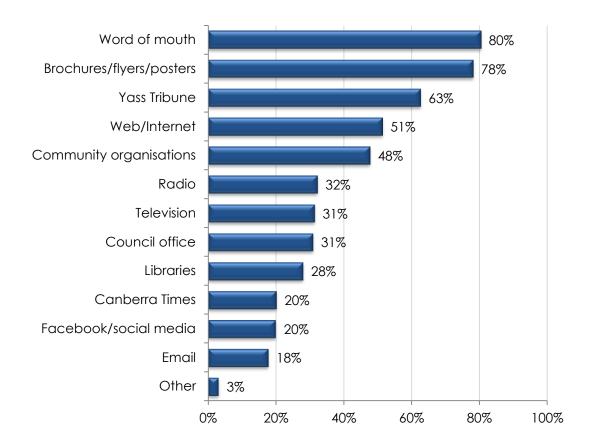
Scale: 1 = not at all satisfied, 5 = very satisfied



Summary

80% of residents receive information about Council through 'word of mouth', followed by 78% through 'brochures/ flyers/ posters' and 63% through 'Yass Tribune'.

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



Base: n = 400



Section D
Opportunities for Service Level
Reductions

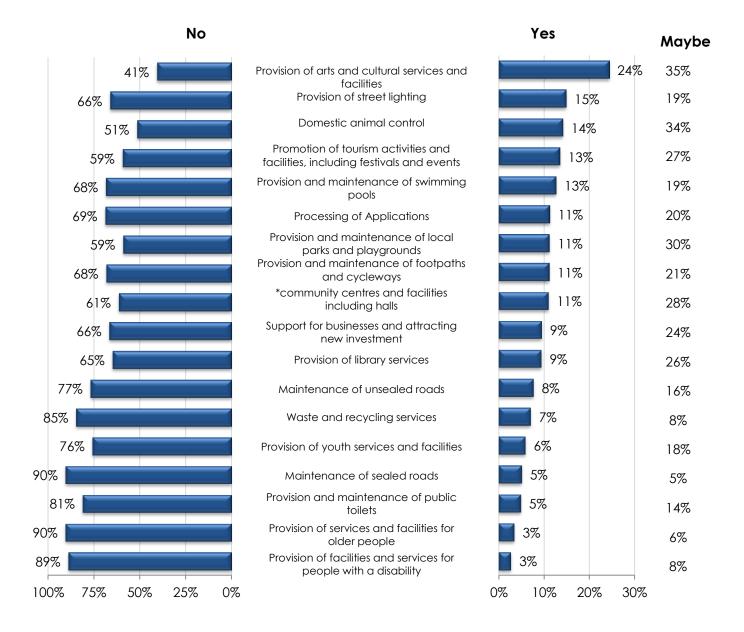
Opportunities for Service Level Reductions

Summary

'Provision of arts and cultural services and facilities' and 'provision of street lighting' were ranked highest for services and facilities that could be reduced. 'Provision of services and facilities for older people' and 'maintenance of sealed roads' were the least likely to be rated as services to be reduced.

This question was asked to the residents in regards to whether they believe the provision of these services or facilities could be reduced.

Q. As I read out these services and facilities, I'd like you to answer yes, maybe or no, as to whether you believe the provision of these services or facilities could be reduced.





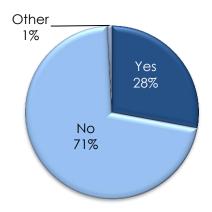
Section E Smart Work Centre

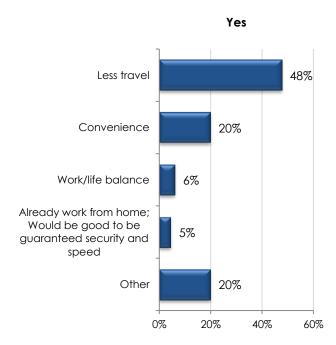
Smart Work Centre

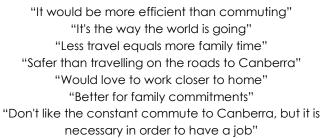
Summary

28% of residents would be likely to use a Smart Work Centre facility.

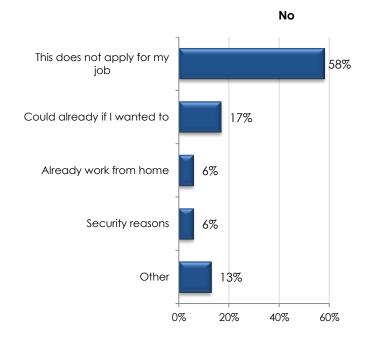
- Q. If a "Smart Work Centre" was established in Yass that would allow you to work remotely from your employer's office, would you be likely to use the facilities?
- Q. Why do you say that?







the country the people



"Employers should provide this service, not Council"

"Necessary to have security at the employers end"

"Prefer face to face contact and hands on"

"Being a school teacher need to be on location"

"I require face to face contact"

"Most work is done interstate and overseas"

"Already work from home when able as I have adequate internet facilities"

Community Research

November 2013



Appendix A

Data and Correlation Tables

Importance/Satisfaction – Roads and Transport

Importance	18 - 24	25 - 34	35-54	55 -64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Maintaining sealed roads	4.54	4.61	4.57	4.58	4.41	4.56	4.54	4.55	4.49	4.67	4.55
Maintaining unsealed roads	3.92	3.72	3.88	4.01	4.04	3.87	3.99	3.79	3.99	4.42	3.93
Maintaining footpaths, kerbing and guttering	3.85	3.89	3.88	3.93	3.79	3.79	3.97	4.08	3.71	3.37	3.88
Access to public transport	4.31	2.79	3.40	3.60	3.17	3.19	3.64	3.48	3.49	2.95	3.42
Barton Highway safety and capacity	4.76	4.83	4.61	4.65	4.38	4.67	4.58	4.59	4.66	4.71	4.62
Traffic management and general road safety	4.46	4.70	4.54	4.50	4.36	4.53	4.49	4.47	4.47	4.78	4.51
Roadside vegetation control	3.76	3.67	3.77	4.05	4.02	3.85	3.91	3.88	3.77	4.22	3.88

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Maintaining sealed roads	3.50	2.85	2.62	2.87	3.23	2.82	2.99	2.98	2.79	2.87	2.91
Maintaining unsealed roads	3.63	2.85	2.72	2.61	2.95	2.82	2.83	3.00	2.57	2.72	2.83
Maintaining footpaths, kerbing and guttering	3.74	3.19	2.95	3.01	2.96	3.17	2.97	3.13	2.91	3.11	3.06
Access to public transport	2.00	2.78	2.50	2.38	2.65	2.50	2.39	2.47	2.37	2.48	2.43
Barton Highway safety and capacity	2.47	2.03	1.78	2.10	2.35	2.00	2.14	2.17	1.80	2.39	2.07
Traffic management and general road safety	3.20	3.02	2.78	3.05	3.29	2.90	3.13	3.10	2.81	3.17	3.01
Roadside vegetation control	3.54	3.40	2.97	3.10	3.36	3.03	3.30	3.30	2.93	3.24	3.17



Importance/Satisfaction – Roads and Transport

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Maintaining sealed roads	1%	1%	6%	27%	65%	100%	400
Maintaining unsealed roads	6%	9%	18%	21%	46%	100%	400
Maintaining footpaths, kerbing and guttering	5%	6%	23%	29%	37%	100%	400
Access to public transport	15%	12%	22%	20%	32%	100%	400
Barton Highway safety and capacity	3%	2%	4%	11%	80%	100%	400
Traffic management and general road safety	1%	1%	10%	22%	66%	100%	400
Roadside vegetation control	4%	7%	23%	29%	37%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Maintaining sealed roads	12%	21%	38%	23%	6%	100%	368
Maintaining unsealed roads	16%	17%	41%	20%	6%	100%	266
Maintaining footpaths, kerbing and guttering	15%	17%	28%	28%	12%	100%	263
Access to public transport	35%	17%	24%	15%	8%	100%	206
Barton Highway safety and capacity	44%	23%	20%	8%	5%	100%	362
Traffic management and general road safety	12%	20%	33%	24%	10%	100%	352
Roadside vegetation control	9%	13%	41%	24%	12%	100%	261

Importance/Satisfaction – Environment and Public Health

Importance	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Protecting bushland and waterways	4.52	4.56	4.47	4.48	4.30	4.43	4.49	4.50	4.34	4.60	4.46
Encouraging recycling	4.45	4.27	4.44	4.53	4.46	4.31	4.59	4.44	4.41	4.61	4.45
Drainage and flood mitigation	3.76	3.97	4.02	4.06	4.04	3.88	4.13	4.12	3.84	3.95	4.01
Feral animal control	3.69	3.94	4.08	4.30	4.13	4.00	4.19	4.11	4.05	4.18	4.10
Domestic animal control	3.69	3.83	3.94	4.03	4.18	3.84	4.10	4.07	3.82	3.95	3.97
Promoting environmental sustainability and reduced carbon footprints	4.38	3.66	3.99	4.15	3.79	3.82	4.17	3.97	3.97	4.16	4.00

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Protecting bushland and waterways	3.66	3.51	3.51	3.46	3.44	3.38	3.61	3.54	3.38	3.59	3.50
Encouraging recycling	3.76	3.74	3.63	3.61	3.65	3.61	3.69	3.72	3.64	3.40	3.66
Drainage and flood mitigation	3.88	3.72	3.30	3.29	3.50	3.28	3.54	3.45	3.39	3.43	3.43
Feral animal control	3.86	3.25	2.81	2.85	2.89	2.86	3.06	3.17	2.66	2.87	2.96
Domestic animal control	4.58	3.39	3.20	3.28	3.25	3.26	3.44	3.41	3.23	3.45	3.36
Promoting environmental sustainability and reduced carbon footprints	3.66	3.35	3.19	3.12	3.21	3.15	3.30	3.29	3.10	3.37	3.23
Protecting bushland and waterways	3.66	3.51	3.51	3.46	3.44	3.38	3.61	3.54	3.38	3.59	3.50



Importance/Satisfaction – Environment and Public Health

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Protecting bushland and waterways	1%	3%	8%	26%	62%	100%	400
Encouraging recycling	2%	3%	6%	26%	63%	100%	400
Drainage and flood mitigation	4%	5%	20%	29%	42%	100%	400
Feral animal control	2%	6%	18%	26%	47%	100%	400
Domestic animal control	3%	7%	22%	24%	43%	100%	400
Promoting environmental sustainability and reduced carbon footprints	4%	7%	18%	29%	43%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Protecting bushland and waterways	3%	8%	39%	36%	14%	100%	349
Encouraging recycling	5%	8%	23%	41%	22%	100%	354
Drainage and flood mitigation	6%	8%	36%	35%	14%	100%	283
Feral animal control	14%	18%	36%	24%	9%	100%	287
Domestic animal control	8%	16%	24%	35%	17%	100%	269
Promoting environmental sustainability and reduced carbon footprints	5%	15%	40%	30%	9%	100%	278

Importance/Satisfaction – Town Planning

Importance	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Long term town planning for the Yass Valley Council area	4.15	4.31	4.47	4.47	4.30	4.35	4.43	4.36	4.36	4.59	4.39
Attractiveness of the town centres Protection of	4.10	4.14	4.16	4.28	4.26	4.07	4.34	4.30	4.09	4.10	4.20
heritage buildings and items	4.46	4.13	4.19	4.31	4.19	4.13	4.35	4.31	4.09	4.38	4.24

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Long term town planning for the Yass Valley Council area	3.52	3.27	3.02	3.11	3.23	3.08	3.23	3.29	2.99	3.02	3.16
Attractiveness of the town centres	3.66	3.38	3.29	3.33	3.63	3.33	3.48	3.44	3.34	3.45	3.41
Protection of heritage buildings and items	4.28	3.69	3.42	3.46	3.45	3.50	3.60	3.53	3.57	3.60	3.55

	Not at all important	Not very important	Somewhat important	Importan t	Very important	Total %	Base
Long term town planning for the Yass Valley Council area	1%	2%	10%	29%	57%	100%	400
Attractiveness of the town centres	1%	2%	18%	34%	45%	100%	400
Protection of heritage buildings and items	1%	3%	15%	32%	49%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Long term town planning for the Yass Valley Council area	9%	14%	40%	26%	10%	100%	343
Attractiveness of the town centres	4%	14%	33%	35%	14%	100%	316
Protection of heritage buildings and items	3%	11%	30%	39%	16%	100%	322

Importance/Satisfaction – Waste, Cleanliness, Services

Importance	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Town centre cleaning	3.92	4.38	4.14	4.31	4.21	4.15	4.27	4.38	4.03	3.94	4.21
Household garbage collection	4.20	4.64	4.31	4.57	4.48	4.50	4.39	4.57	4.40	4.01	4.45
Control of weeds	3.82	3.80	4.11	4.26	4.18	4.05	4.15	4.09	4.01	4.39	4.10
Reticulated town water supply	3.56	3.68	3.41	3.76	3.61	3.43	3.76	4.17	2.99	2.57	3.59
Reticulated town sewerage system	3.26	3.68	3.42	3.57	3.68	3.40	3.65	4.13	2.88	2.50	3.53

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Town centre cleaning	4.21	4.06	3.94	3.88	3.75	3.93	3.93	3.93	3.88	4.03	3.93
Household garbage collection	4.38	4.18	4.02	4.11	4.32	4.08	4.22	4.26	4.13	3.59	4.15
Control of weeds	3.55	3.48	3.25	3.25	2.96	3.18	3.30	3.29	3.19	3.16	3.24
Reticulated town water supply	3.88	2.76	2.89	2.80	3.27	3.02	2.99	3.10	2.64	3.22	3.00
Reticulated town sewerage system	4.30	3.79	3.80	3.26	3.92	3.78	3.66	3.92	3.03	3.72	3.71

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Town centre cleaning	2%	1%	17%	33%	47%	100%	400
Household garbage collection	5%	2%	5%	22%	67%	100%	400
Control of weeds	2%	6%	16%	30%	45%	100%	400
Reticulated town water supply	22%	4%	11%	17%	45%	100%	400
Reticulated town sewerage system	23%	5%	12%	15%	44%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Town centre cleaning	2%	3%	19%	51%	25%	100%	318
Household garbage collection	6%	3%	9%	34%	48%	100%	352
Control of weeds	7%	17%	31%	34%	11%	100%	298
Reticulated town water supply	20%	16%	22%	26%	15%	100%	246
Reticulated town sewerage system	13%	5%	15%	32%	35%	100%	233

Importance/Satisfaction – Local Shops

Importance	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Suitability of local shops	4.54	4.19	4.27	4.19	4.22	4.13	4.37	4.41	4.05	4.08	4.25
Availability of car parking in town centres	3.92	4.30	3.91	4.06	4.31	4.03	4.12	4.21	3.85	4.11	4.08

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Suitability of local shops	3.72	3.72	3.34	3.22	3.58	3.35	3.50	3.54	3.11	3.73	3.43
Availability of car parking in town centres	3.66	3.72	3.55	3.52	3.46	3.58	3.54	3.48	3.64	3.74	3.56

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Suitability of local shops	2%	2%	15%	31%	50%	100%	400
Availability of car parking in town centres	4%	4%	16%	35%	42%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Suitability of local shops	7%	11%	30%	35%	17%	100%	320
Availability of car parking in town centres	4%	11%	27%	40%	18%	100%	304

Importance/Satisfaction – Council Leadership/Managing the Local Government Area

Importance	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Opportunities to participate in Council's decision making process	3.70	3.27	3.73	3.95	3.89	3.67	3.85	3.83	3.58	3.94	3.76
Council provision of information to residents	4.01	3.94	4.20	4.33	4.33	4.16	4.26	4.25	4.08	4.40	4.21
Council policies and plans	3.85	3.64	4.13	4.29	4.25	4.11	4.11	4.11	4.06	4.25	4.11
Community consultation	4.07	3.69	4.35	4.43	4.33	4.27	4.24	4.24	4.21	4.48	4.26
Financial management	3.98	3.69	4.31	4.57	4.49	4.43	4.20	4.33	4.23	4.40	4.31
Supporting business and attracting new investment	4.68	4.09	4.31	4.34	4.37	4.39	4.29	4.37	4.22	4.52	4.34
Promotion of tourism activities and facilities, including festivals and events	4.24	4.02	4.12	4.28	4.24	4.07	4.31	4.22	4.17	4.10	4.19

Satisfaction	18 - 24	25 - 34	35-54	55-64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Opportunities to participate in Council's decision making process	3.84	3.20	3.10	3.05	3.18	2.98	3.31	3.22	3.06	3.14	3.16
Council provision of information to residents	3.53	3.30	3.22	3.17	3.45	3.20	3.35	3.38	3.19	3.05	3.28
Council policies and plans	3.88	3.22	3.08	2.93	3.18	3.00	3.25	3.23	2.92	3.17	3.13
Community consultation	3.68	3.43	2.96	3.01	3.23	3.03	3.23	3.25	3.00	2.95	3.13
Financial management	3.48	3.18	3.05	3.15	3.27	3.06	3.28	3.20	3.11	3.12	3.16
Supporting business and attracting new investment	3.54	3.14	2.92	2.95	3.11	2.92	3.20	3.03	3.02	3.30	3.06
Promotion of tourism activities and facilities, including festivals and events	3.90	3.81	3.71	3.73	3.79	3.64	3.86	3.83	3.61	3.85	3.76



Importance/Satisfaction – Council Leadership/Managing the Local Government Area

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Opportunities to participate in Council's decision making process	6%	6%	27%	28%	33%	100%	400
Council provision of information to residents	1%	4%	18%	26%	51%	100%	400
Council policies and plans	2%	4%	20%	29%	45%	100%	400
Community consultation	3%	4%	14%	24%	55%	100%	400
Financial management	3%	3%	13%	21%	59%	100%	400
Supporting business and attracting new investment	2%	3%	12%	26%	57%	100%	400
Promotion of tourism activities and facilities, including festivals and events	2%	3%	16%	32%	47%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Opportunities to participate in Council's decision making process	11%	15%	31%	33%	10%	100%	237
Council provision of information to residents	7%	16%	33%	30%	14%	100%	310
Council policies and plans	9%	17%	38%	26%	10%	100%	296
Community consultation	10%	19%	30%	32%	10%	100%	316
Financial management	9%	14%	40%	27%	10%	100%	312
Supporting business and attracting new investment	8%	18%	44%	22%	9%	100%	326
Promotion of tourism activities and facilities, including festivals and events	2%	6%	27%	46%	20%	100%	317

Importance/Satisfaction – Council Services and Facilities

Importance	18 - 24	25 - 34	35-54	55 -64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Provision and maintenance of local parks and playgrounds	4.23	4.47	4.28	4.27	4.35	4.27	4.35	4.47	4.13	4.06	4.31
Provision and maintenance of swimming pools Availability and	4.13	4.11	3.80	3.79	3.91	3.85	3.92	4.08	3.61	3.74	3.89
maintenance of sporting ovals, grounds and facilities	4.37	4.28	4.12	4.08	4.03	4.19	4.08	4.31	3.92	3.91	4.13
Provision of library services Community centres	4.09	3.63	3.85	4.08	4.18	3.77	4.16	4.07	3.87	3.78	3.97
and facilities, including halls	3.55	3.77	4.02	4.01	4.09	3.76	4.15	4.03	3.81	4.02	3.96
Community education and safety programs Support for	4.37	3.69	3.83	3.90	3.92	3.80	3.99	3.93	3.81	4.02	3.90
community organisations, groups and volunteers	4.24	4.05	4.29	4.34	4.36	4.25	4.31	4.34	4.18	4.31	4.28
Processing of Applications in an efficient manner Facilities and	4.12	4.22	4.44	4.42	4.27	4.39	4.30	4.37	4.28	4.42	4.34
services for older people	4.08	4.08	4.10	4.56	4.50	4.32	4.28	4.41	4.15	4.24	4.30
Facilities and services for people with a disability	4.46	4.17	4.27	4.49	4.40	4.42	4.30	4.48	4.23	4.17	4.36
Facilities and services for youth Management of	4.37	4.20	4.34	4.32	4.22	4.28	4.32	4.40	4.14	4.25	4.30
the development of residential and rural lands	3.98	4.03	4.33	4.32	4.36	4.31	4.21	4.26	4.17	4.52	4.26
Provision and maintenance of street lighting Provision and	4.00	3.97	3.80	3.97	4.07	3.92	3.96	4.25	3.55	3.56	3.94
maintenance of footpaths and cycleways	3.92	3.97	3.95	3.99	4.11	3.85	4.13	4.14	3.90	3.52	3.99
Provision and maintenance of public toilets	4.07	3.94	4.14	4.23	4.49	4.12	4.27	4.27	4.13	4.03	4.20
Provision of arts and cultural facilities	3.63	3.11	3.58	3.79	3.74	3.46	3.77	3.71	3.55	3.37	3.62



Importance/Satisfaction – Council Services and Facilities

Satisfaction	18 - 24	25 - 34	35-54	55 64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
Provision and								- 0 - 1			
maintenance of	4.40	4.16	3.90	3.96	4.01	3.97	4.05	4.10	3.87	3.89	4.01
local parks and	4.40	4.10	3.90	3.76	4.01	3.97	4.05	4.10	3.0/	3.07	4.01
playgrounds											
Provision and											
maintenance of	4.20	3.80	3.87	3.77	3.71	3.89	3.80	3.93	3.56	4.04	3.84
swimming pools											
Availability and											
maintenance of											
sporting ovals,	4.01	3.89	3.78	3.98	4.10	3.90	3.96	4.06	3.65	3.94	3.93
grounds and											
facilities											
Provision of library	3.78	4.23	4.07	3.98	4.31	3.98	4.16	4.25	3.83	3.97	4.08
services											
Community centres and facilities,	4.34	3.39	3.76	3.50	3.94	3.65	3.76	3.84	3.41	3.84	3.71
including halls	4.34	3.39	3./6	3.30	3.94	3.63	3./6	3.04	3.41	3.04	3./1
Community											
education and	3.81	3.38	3.22	3.46	3.46	3.43	3.40	3.50	3.19	3.59	3.42
safety programs	3.01	3.30	5.22	3.40	3.40	3.43	3.40	5.50	5.17	3.37	3.42
Support for											
community											
organisations,	3.92	3.72	3.66	3.55	3.78	3.59	3.76	3.76	3.59	3.50	3.68
groups and	01, 2	02	0.00	0.00	0., 0	0.07	0., 0	00	0.07	0.00	0.00
volunteers											
Processing of											
Applications in an	3.39	2.76	2.52	2.68	2.77	2.68	2.72	2.80	2.56	2.63	2.70
efficient manner											
Facilities and											
services for older	3.53	3.45	3.49	3.28	3.48	3.46	3.37	3.49	3.33	3.29	3.42
people											
Facilities and											
services for people	3.46	3.54	3.29	3.06	3.36	3.34	3.23	3.36	3.13	3.33	3.28
with a disability											
Facilities and	3.45	2.75	2.89	2.93	3.15	3.10	2.85	3.02	2.86	3.06	2.97
services for youth											
Management of											
the development of residential and	4.03	3.31	3.06	2.97	2.94	2.99	3.22	3.24	2.97	2.86	3.10
rural lands											
Provision and											
maintenance of	4.03	3.53	3.25	3.35	3.86	3.45	3.53	3.53	3.47	3.27	3.49
street lighting	1.50	0.50	0.20	0.00	0.00	0.40	0.00	0.00	O. T/	0.27	0.47
Provision and]				
maintenance of	0	0.01	0.61	0.00		0.00		0.00	0.55	0.15	0.15
footpaths and	3.71	3.24	3.04	3.28	3.07	3.33	3.06	3.29	2.99	3.18	3.18
cycleways]				
Provision and]				
maintenance of	3.50	3.42	3.22	3.33	3.42	3.46	3.23	3.38	3.25	3.41	3.34
public toilets]				
Provision of arts]				
and cultural	3.69	3.23	3.47	3.22	3.43	3.32	3.44	3.44	3.21	3.61	3.38
facilities											



Importance/Satisfaction – Council Services and Facilities

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Provision and maintenance of local parks and playgrounds	1%	3%	11%	32%	52%	100%	400
Provision and maintenance of swimming pools	6%	9%	17%	23%	44%	100%	400
Availability and maintenance of sporting ovals, grounds and facilities	3%	3%	19%	29%	46%	100%	400
Provision of library services	6%	6%	16%	28%	44%	100%	400
Community centres and facilities, including halls	3%	7%	21%	30%	39%	100%	400
Community education and safety programs	4%	7%	22%	30%	37%	100%	400
Support for community organisations, groups and volunteers	1%	4%	15%	29%	52%	100%	400
Processing of Applications in an efficient manner	2%	3%	11%	25%	59%	100%	400
Facilities and services for older people	2%	5%	12%	22%	59%	100%	400
Facilities and services for people with a disability	2%	4%	12%	20%	62%	100%	400
Facilities and services for youth	2%	4%	13%	25%	57%	100%	400
Management of the development of residential and rural lands	2%	2%	16%	26%	53%	100%	400
Provision and maintenance of street lighting	5%	6%	23%	23%	43%	100%	400
Provision and maintenance of footpaths and cycleways	4%	6%	20%	27%	43%	100%	400
Provision and maintenance of public toilets	2%	3%	17%	28%	50%	100%	400
Provision of arts and cultural facilities	6%	8%	30%	31%	25%	100%	400

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Provision and maintenance of local parks and playgrounds	1%	4%	18%	47%	30%	100%	337
Provision and maintenance of swimming pools	2%	9%	22%	37%	30%	100%	267
Availability and maintenance of sporting ovals, grounds and facilities	1%	7%	19%	44%	29%	100%	299
Provision of library services	2%	4%	15%	41%	38%	100%	284
Community centres and facilities, including halls	5%	5%	24%	47%	19%	100%	273
Community education and safety programs	2%	13%	38%	35%	12%	100%	264
Support for community organisations, groups and volunteers	2%	6%	34%	39%	19%	100%	317
Processing of Applications in an efficient manner	19%	25%	30%	19%	7%	100%	324
Facilities and services for older people	4%	10%	42%	30%	15%	100%	312
Facilities and services for people with a disability	6%	12%	42%	30%	11%	100%	313
Facilities and services for youth	7%	24%	40%	21%	7%	100%	308
Management of the development of residential and rural lands	9%	13%	47%	23%	9%	100%	309
Provision and maintenance of street lighting	6%	15%	24%	34%	21%	100%	270
Provision and maintenance of footpaths and cycleways	13%	14%	30%	28%	15%	100%	277
Provision and maintenance of public toilets	5%	14%	36%	32%	13%	100%	307
Provision of arts and cultural facilities	2%	11%	43%	34%	10%	100%	227





Overall Satisfaction with Council's Performance

Q. 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 - 24	25 - 34	35 -49	50-64	65+	Male	Female	Town or village	Rural residential	Rural	Overall
Mean ratings	3.71	3.58	3.51	3.56	3.57	3.50	3.62	3.55	3.56	3.58	3.56

	n	%
Very satisfied	45	11%
Satisfied	186	47%
Somewhat satisfied	126	32%
Not very satisfied	33	8%
Not at all satisfied	10	2%
Total	400	100%

The Community Experience

Q. How strongly do you agree or disagree with the following statements about your local community?

	18 - 24	25 - 34	35-54	55 -64	65+	Male	Female	Town or villages	Rural residential	Rural	Overall
The Yass Valley Council Area is a good place to live	4.46	4.47	4.37	4.43	4.40	4.30	4.52	4.40	4.39	4.55	4.41
I feel a part of my local community	3.70	3.92	4.03	3.79	3.92	3.86	3.94	3.95	3.79	3.92	3.90
I like to attend events and festivals in the Yass Valley Council area	3.61	3.94	4.05	3.70	3.60	3.68	3.94	3.85	3.77	3.79	3.81
Yass Valley is a harmonious, respectful and tolerant community	4.01	4.00	3.90	3.78	3.84	3.79	3.96	3.96	3.74	3.90	3.88
Housing in the area is affordable	3.32	2.99	3.03	3.14	3.35	3.11	3.17	3.23	2.98	3.20	3.14
Transport in the area is accessible	2.68	2.90	2.35	2.29	2.53	2.56	2.37	2.58	2.28	2.43	2.46
I have enough opportunities to improve my health and wellbeing	3.85	3.23	3.26	3.38	3.81	3.45	3.43	3.46	3.38	3.54	3.44
I have enough opportunities to participate in arts and cultural activities	3.39	3.47	3.36	3.32	3.58	3.34	3.46	3.55	3.25	3.15	3.40
I have enough opportunities to participate in sporting or recreational activities	3.54	3.83	3.68	3.52	3.48	3.69	3.52	3.76	3.40	3.45	3.60
Local shopping strips are vibrant and economically healthy	3.46	3.39	3.13	3.01	3.27	3.20	3.17	3.26	3.02	3.29	3.18
I feel safe living in Yass Valley	4.76	4.47	4.48	4.39	4.35	4.39	4.51	4.47	4.43	4.47	4.45
I have enough access to educational facilities	3.76	3.49	3.35	3.39	3.60	3.50	3.43	3.55	3.33	3.44	3.46



The Community Experience

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total %	Base
The Yass Valley Council Area is a good place to live	0%	2%	8%	34%	55%	100%	400
I feel a part of my local community	3%	7%	21%	34%	35%	100%	400
I like to attend events and festivals in the Yass Valley Council area	4%	9%	22%	33%	32%	100%	400
Yass Valley is a harmonious, respectful and tolerant community	1%	6%	23%	42%	27%	100%	400
Housing in the area is affordable	8%	17%	39%	25%	11%	100%	400
Transport in the area is accessible	26%	25%	30%	13%	5%	100%	400
I have enough opportunities to improve my health and wellbeing	7%	13%	28%	34%	18%	100%	400
I have enough opportunities to participate in arts and cultural activities	6%	10%	39%	30%	16%	100%	400
I have enough opportunities to participate in sporting or recreational activities	5%	9%	28%	38%	21%	100%	400
Local shopping strips are vibrant and economically healthy	11%	15%	32%	30%	12%	100%	400
I feel safe living in Yass Valley	0%	1%	6%	39%	54%	100%	400
I have enough access to educational facilities	6%	13%	30%	30%	21%	100%	400
The Yass Valley Council Area is a good place to live	0%	2%	8%	34%	55%	100%	400
I feel a part of my local community	3%	7%	21%	34%	35%	100%	400
I like to attend events and festivals in the Yass Valley Council area	4%	9%	22%	33%	32%	100%	400
Yass Valley is a harmonious, respectful and tolerant community	1%	6%	23%	42%	27%	100%	400

Q. Have you had any contact with Council in the last 12 months?

	n	%
Yes	190	48%
No	210	52%
Total	400	100%

Q. Thinking specifically of the last time you had contact with Council staff was it by:

	n	%
Phone	72	37%
Mail	8	4%
Email	20	10%
In person	87	46%
Facebook/social media	4	2%
Total	190	100%

Q. What was the nature of your enquiry?

	n	%
Payment for services (rates, permits, etc.)	22	12%
Waste/Rubbish	10	5%
Development Application	64	33%
Maintenance of roads, footpaths, etc.	13	7%
Obtaining advice/information	42	22%
Booking a Council facility	5	2%
Illegal dumping	1	0%
Making a complaint	18	9%
Infringements	0	0%
Community initiative/program	10	5%
Other	19	10%
Total	190	100%

Q. How satisfied were you with the way your contact was handled?

	18 - 24	25 - 34	35 -49	50-64	65+	Male	Female	Town or village	Rural residential	Rural	Overall
Mean ratings	4.00	4.13	3.84	3.83	3.83	3.87	3.87	3.96	3.76	3.82	3.87

	n	%
Very satisfied	83	44%
Satisfied	50	26%
Somewhat satisfied	24	12%
Not very satisfied	1 <i>7</i>	9%
Not at all satisfied	16	9%
Total	400	100%

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

	n	%
Web/Internet	206	51%
Yass Tribune	251	63%
Canberra Times	81	20%
Word of mouth	322	80%
Radio	129	32%
Email	71	18%
Brochures/flyers/posters	312	78%
Facebook/social media	80	20%
Libraries	112	28%
Council Office	124	31%
Community organisations	191	48%
Television	126	31%
Other	12	3%
Total	400	100%

Opportunities for Service Level Reductions

Q. As I read out these services and facilities, I'd like you to answer yes, maybe or no, as to whether you believe the provision of these services or facilities could be reduced.

	Yes	Maybe	No	Total %	Base
Provision of arts and cultural services and facilities	24%	35%	41%	100%	400
Provision of street lighting	15%	19%	66%	100%	400
Domestic animal control	14%	34%	51%	100%	400
Provision and maintenance of swimming pools	13%	19%	68%	100%	400
Promotion of tourism activities and facilities, including festivals and events	13%	27%	59%	100%	400
Provision and maintenance of community centres and facilities including halls	11%	28%	61%	100%	400
Provision and maintenance of footpaths and cycleways	11%	21%	68%	100%	400
Provision and maintenance of local parks and playgrounds	11%	30%	59%	100%	400
Processing of Applications	11%	20%	69%	100%	400
Provision of library services	9%	26%	65%	100%	400
Support for businesses and attracting new investment	9%	24%	66%	100%	400
Maintenance of unsealed roads	8%	16%	77%	100%	400
Waste and recycling services	7%	8%	85%	100%	400
Provision of youth services and facilities	6%	18%	76%	100%	400
Provision and maintenance of public toilets	5%	14%	81%	100%	400
Maintenance of sealed roads	5%	5%	90%	100%	400
Provision of facilities and services for people with a disability	3%	8%	89%	100%	400
Provision of services and facilities for older people	3%	6%	90%	100%	400

Smart Work Centre

Q. If a "Smart Work Centre" was established in Yass that would allow you to work remotely from your employers office would you be likely to use the facilities?

	n	%
Yes	46	28%
No	118	71%
Other	1	1%
Total	400	100%



Appendix B Questionnaire

Yass Valley Council – Community Research – 2013	

Good morning/afternoon/evening, my name is ______ we are conducting a survey on behalf of Yass Valley Council about your experiences living in this area. The survey will take about 15 minutes, would you be able to assist us please?

QA. In which locality do you live?

- Yass
- o Binalong
- o Bookham
- o Bowning
- o Murrumbateman
- Wee Jasper
- o Sutton
- o Gundaroo
- Wallaroo/Spring Range
- o Other (Please specify).....

QB. Which of the following would best describe where you live?

- o Town or village
- o Rural residential (i.e. < 5 acres)
- o Rural

Section A - The Community Experience

I am now going to ask you about your local community.

Q1. How strongly do you agree or disagree with the following statements: *Prompt*The scale is from 1 to 5 where 1 = strongly disagree and 5 = strongly agree.

	Stron disag	• -		ongly agree	
	1	2	3	4	5
The Yass Valley Council Area is a good place to live	0	0	0	0	0
I feel a part of my local community	0	0	0	0	0
I like to attend events and festivals in the Yass Valley Council area	0	0	0	0	0
Yass Valley is a harmonious, respectful and tolerant community	0	0	0	0	0
Housing in the area is affordable	0	0	0	0	0
Transport in the area is accessible	0	0	0	0	0
I have enough opportunities to improve my health and wellbeing	0	0	0	0	0
I have enough opportunities to participate in arts and cultural activities	0	0	0	0	0
I have enough opportunities to participate in sporting or recreational					
activities	0	0	0	0	0
Local shopping strips are vibrant and economically healthy	0	0	0	0	0
I feel safe living in Yass Valley	0	0	0	0	0
I have enough access to educational facilities	0	0	0	0	0





Q2a.	Hav	ve you	had aı	ny cont	act with	Council in the	e last 12 m	nonths?			
	0	Yes	0	No	(If no,	go to Q3)					
Q2b.	Thin	king sp	ecific	ally of th	ne last ti	me you had o	contact wi	th Coun	cil staff, was	it by:	
	0 0 0 0	Phon Mail Email In pe Face	l rson	social n	nedia						
Q2c.	Who	ıt was t	he nat	ure of y	our enq	uiry? Prompt					
	0 0 0 0 0 0 0 0 0 0	Wast Deve Main Obto Book Illego Makii Infring Com	e / Rullelopmentenandining a (all duming a capementenandining a capementenandining)	obish ent App ce of ro advice Council ping complai nts r initiativ	olication bads, foc information facility ont						
Q2d.	How	satisfie	ed wer	e you v	vith the v	way your con	tact was h	nandled'	? Prompt		
	Ver	y satisfi	ied	Sati	sfied	Somewhat	satisfied	Not ve	ery satisfied	Not at	all satisfied
		Ο		(0	0			0		0
Q3.	Thro	ugh wh	nich of	the foll	owing m	neans do you	receive ir	nformatio	on about Co	uncil? <i>Pro</i>	mpt
	000000000000	Yass Cank Word Radio Email Brock Face Libral Cour Com Telev	l nures/f book/ ries ncil Off munity ision	e imes buth flyers/po social n fice v organi	nedia isations						





Now thinking now about your local council.

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

Q4. 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.

		Importance				Sati					
		Lo	ow		Н	igh	Low			High	
Part A	A - Roads and Transport	1	2	3	4	5	1	2	3	4	5
1. 2. 3. 4. 5. 6. 7.	Maintaining sealed roads Maintaining unsealed roads Maintaining footpaths, kerbing and guttering Access to public transport Barton Highway safety and capacity Traffic management and general road safety Roadside vegetation control	0 0 0	00000		00000	0 0 0 0	0000	0 0 0 0	0000000	00000	0 0 0 0
<u>Part B</u>	3 – Environment and Public Health										
8. 9. 10. 11. 12. 13.	Protecting bushland and waterways Encouraging recycling Drainage and flood mitigation Feral animal control Domestic animal control Promoting environmental sustainability and reduced carbon footprints	0 0 0	0 0 0	0	0 0 0	0 0 0	0 0 0	0 0 0	00000	0 0 0	0 0 0
<u>Part C</u>	C - Town Planning										
14. 15. 16.	Long term town planning for the Yass Valley Council area Attractiveness of the town centres Protection of heritage buildings and items	0	0	0 0 0	0	0	000	0	0	0	0



		Ir	Importance				Sc	atis	n			
		L	ow		Н	igh		Lo		High		
Part D	– Waste, Cleanliness, Services	1	2	3	4	5		1	2	3	4	5
17. 18. 19. 20. 21.	Town centre cleaning Household garbage collection Control of weeds Reticulated town water supply Reticulated town sewerage system	0	0	00000	0	0 0		000	000	000	00000	0 0
<u>Part E</u>	- Local Shops											
22. 23.	Suitability of local shops Availability of car parking in town centres			0							0	
Part F	- Council Leadership/ Managing the Local Government Area											
24. 25. 26. 27. 28. 29. 30.	Opportunities to participate in Council's decision making process Council provision of information to residents Council policies and plans Community consultation Financial management Supporting business and attracting new investment Promotion of tourism activities and facilities, including festivals and events	0 0 0 0	00000	000000	0000	00000		0000	00000	00000	000000	0 0 0 0
<u>Part G</u>	- Council Services and Facilities											
31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45.	Provision and maintenance of local parks and playgrounds Provision and maintenance of swimming pools Availability and maintenance of sporting ovals, grounds and facilities Provision of library services Community centres and facilities, including halls Community education and safety programs Support for community organisations, groups and volunteers Processing of Applications in an efficient manner Facilities and services for older people Facilities and services for people with a disability Facilities and services for youth Management of the development of residential and rural lands Provision and maintenance of street lighting Provision and maintenance of public toilets Provision of arts and cultural facilities	0000000000000	00000000000000	0000000000000000	00000000000000	00000000000000		0000000000000	0000000000000	0000000000000	000000000000000	0000000000000



Section C - Opportunities for Service Level Reductions

Q5. Council is currently undertaking a review of its levels of service across a wide range of Council services and as part of that review is looking for opportunities for efficiencies by either reducing the level of service provision or reducing the level of maintenance.

I previously asked you to rate the importance of 47 Council services and facilities and your satisfaction with Council's provision of these. What I would now like to do is read you 19 of those services again and ask that you rate whether or not you believe there may be an opportunity for Council to reduce the level of provision of that service or facility, thereby reducing their spending in this area.

Your answers will not lead directly to a reduction in service provision, but will inform Council as to where the community perceives opportunities for service reductions are available, whereupon Council may conduct further investigations.

As I read out these services and facilities, I'd like you to answer yes, maybe or no, as to whether you believe the provision of these services or facilities could be reduced.

l roads ed roads ince of local po			Yes	Maybe
			0	0
ince of local po			0	0
	arks and playgrou	ınds	0	0
ince of commu	nity centres and	facilities including halls	0	0
ance of swimmi	ng pools	· ·	0	0
ince of footpat	hs and cycleways	S	0	0
ince of public t	oilets		0	0
ng			0	0
rvices			0	0
ces			0	0
Itural services a			0	0
d services for p	eople with a disal	oility	0	0
ol			0	0
ons			0	0
d facilities for ol			0	0
es and facilitie	S		0	0
Itural facilities			0	0
	new investment		0	0
ctivities and tac	ilities, including to	acilities and events	0	0
you see as the	key opportunity o	areas for Council to red	uce si	pending?
	sfied are you with sibility areas? Pro	the performance of Compt	ouncil	, not just on
	newhat satisfied	Not very satisfied	Not at	all satisfied
tisfied Som	_	Ο		0
tisfied Som O	Ο			
1	t 5 years, what c		t 5 years, what do you think is the highest priority issue fo nt area? (Probe fully on all issues mentioned)	t 5 years, what do you think is the highest priority issue facing ent area? (Probe fully on all issues mentioned)



No

	0	Yes No (go to Q9)
		ork Hub is a purpose built fully serviced office facility that allows people to work remotely from oyer while offering high speed secure data access into their employer's network.
Q8b.		"Smart Work Centre" was established in Yass that would allow you to work remotely from your aployer's office would you be likely to use the facility?
	0 0	Yes No Other (specify)
Q8c.	Wh	y do you say that?
Q9.		ase stop me when I read out your age group.
	0 0 0 0	18 – 24 25 – 34 35 – 49 50 – 64 65 years and over
Q10.	Hov	w long have you lived in the Yass Valley area? Prompt
	0 0 0 0	Less than 2 years 2 – 5 years 6 – 10 years 11 – 20 years More than 20 years
Q11.	Wh	ich of the following best describes the house where you are currently living? Prompt
	0	I/We own/are currently buying this property I/We currently rent this property
That c	omp	letes our interview. Thank you very much for your time, enjoy the rest of your day/evening.
Q12	Ge	nder (determine by voice)
	0	Male Female
Cound	cil co	ontact – 1300 553 652 or 02 6226 1477
		THANK YOU FOR YOUR ASSISTANCE





Q8a. Do you work in the ACT?