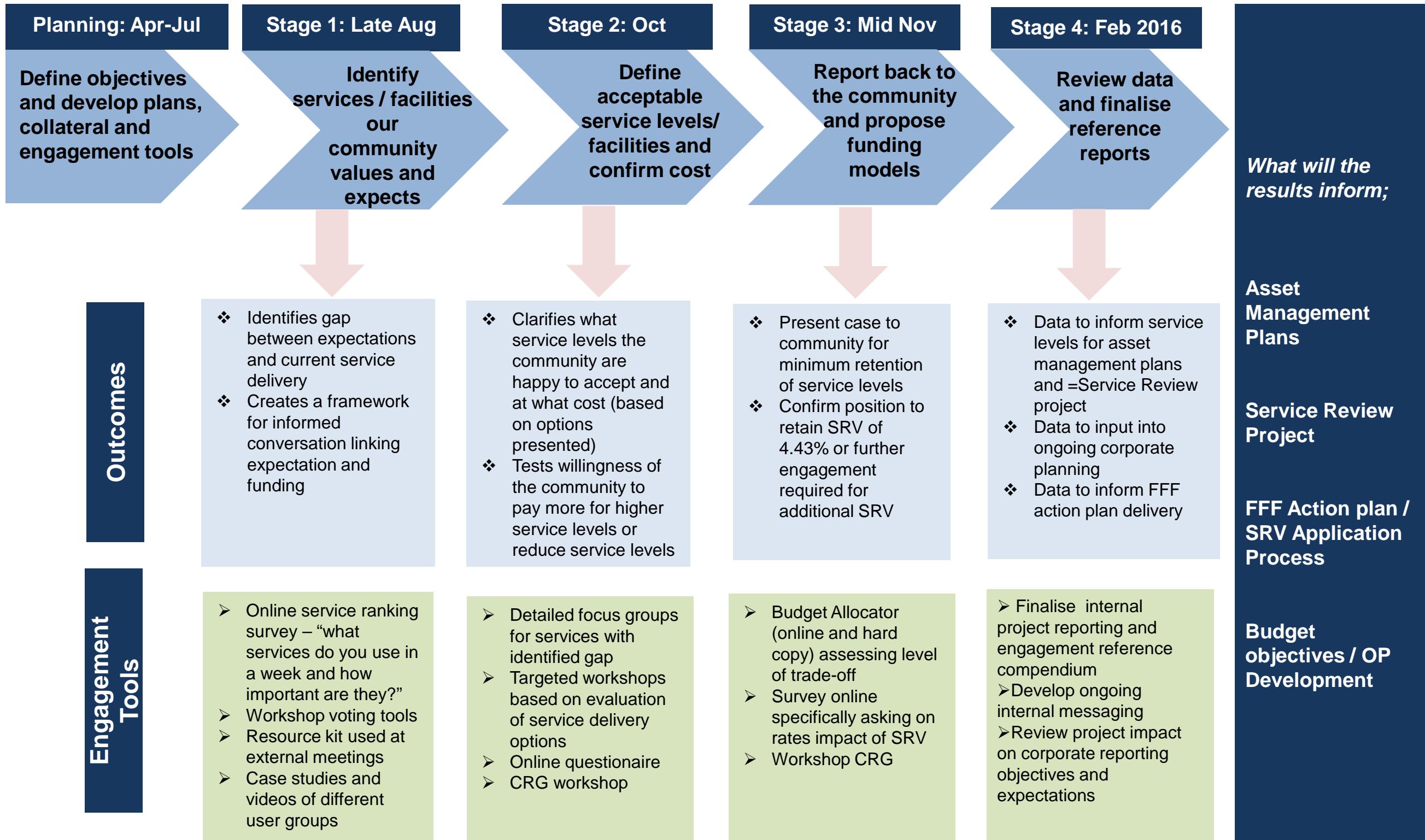


2015 Community Engagement Project

To inform future decision making, the community are invited to share their expectations on the level of services and supporting facilities that Port Macquarie-Hastings Council provide



Port Macquarie-Hastings Council 2015 Community Survey

Presentation of Key Findings

Prepared by: Micromex Research

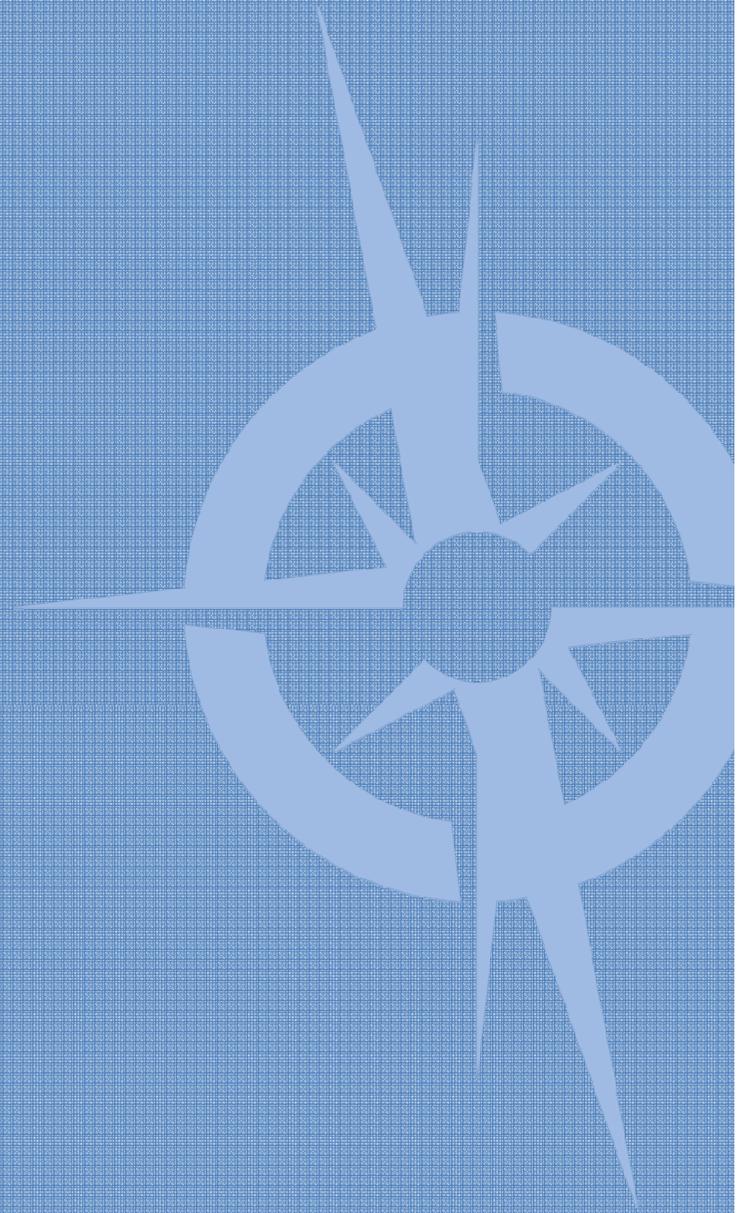
Date: February 2015



PORT MACQUARIE
HASTINGS

micromex
research

Background & Methodology



Background & Methodology

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

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of satisfaction with regards to contact they have had with Council staff
- Identifying trends and benchmark results against the research conducted previously

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 Port Macquarie-Hastings Council, developed the questionnaire.

The survey was conducted by telephone with n=600 households.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example that the answer "satisfied" (43%) to the overall satisfaction question could vary from 39% to 47%.

Data collection

The survey was conducted during the period 15th – 21st January 2015 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Who responded?

The respondent demographics accurately reflected your community.



Confidence level of +/- 4.0%

How To Interpret Rating Scores

Ratings questions

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

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

1.99 or lower	'Very low'
2.00 – 2.49	'Low'
2.50 – 2.99	'Moderately low'
3.00 – 3.59	'Moderate'
3.60 – 3.89	'Moderately high'
3.90 – 4.19	'High'
4.20 – 4.49	'Very high'
4.50 +	'Extremely high'

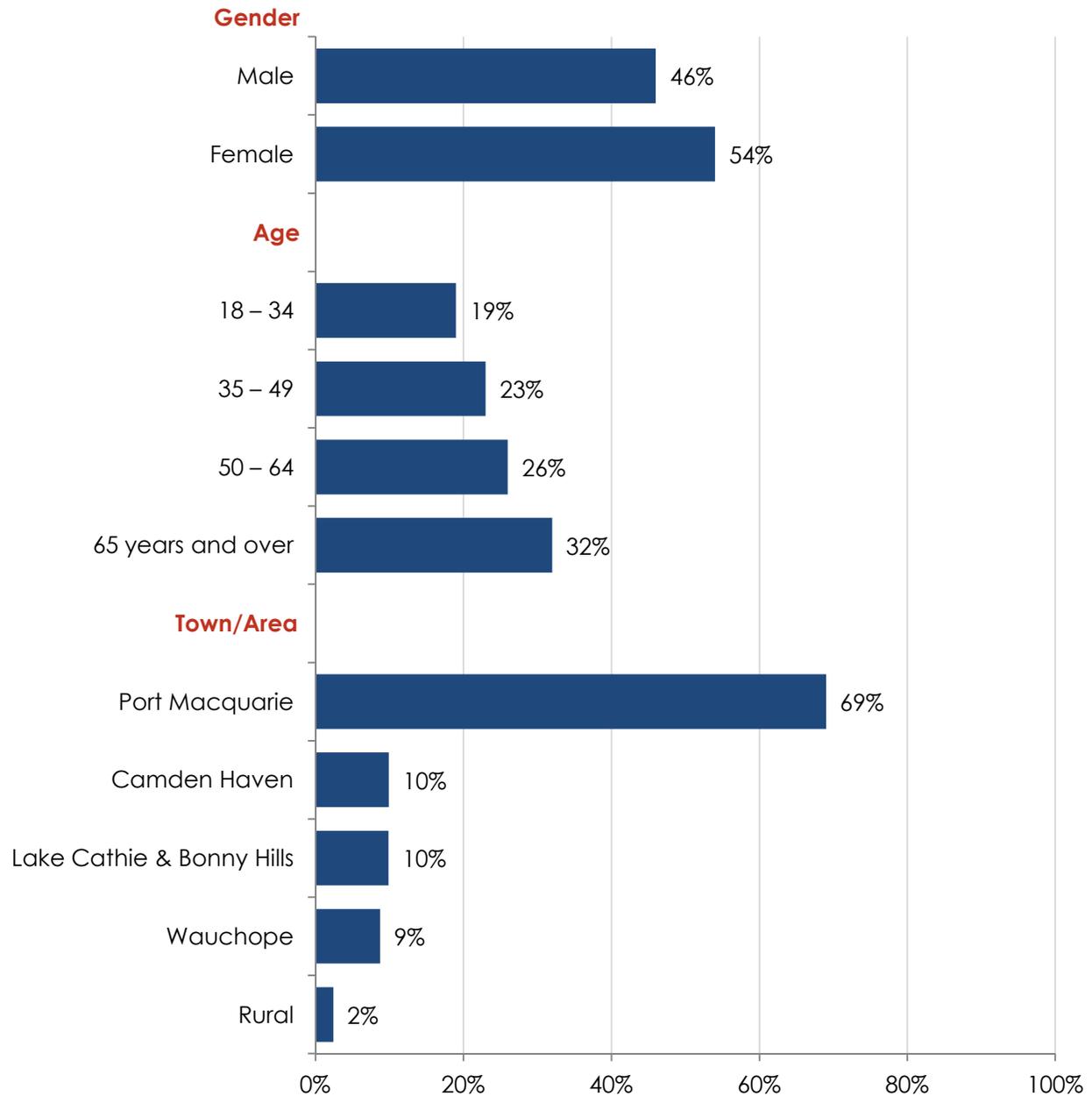


Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility



The sample has been weighted to match the 2011 ABS community profile of Port Macquarie-Hastings

Sample Profile



Base: n = 600

We Explored Resident Response To 35 Service Areas

Ensuring Good Governance

Residents' involvement in Council's decision-making
Informing residents about Council activities
Providing strong community leadership
Long-term planning and vision
Providing value for the ratepayers' dollars

Looking After Our Environment

Managing residential development
Managing commercial development
Environmental monitoring and biodiversity protection
Ensuring compliance with development and environmental regulations
Creating town centres and public spaces
Waste collection and disposal
Recycling

Looking After Our People

Providing leadership in community activities
Providing grant money to community and cultural groups
Creating a sense of place and community involvement
Lobbying for services for specific groups such as older people, younger people, the Aboriginal community, and people with disabilities
Library services
Arts and cultural activities
Parks, playgrounds, and recreation facilities
Sporting facilities
Pools
Maintenance of community halls

Planning & Providing Our Infrastructure

Maintenance of sealed roads
Maintenance of unsealed roads
Regulating traffic flow
Creating and monitoring parking
Creating and maintaining footpaths and cycleways
Water supply services
Sewerage services
An adequate stormwater drainage system

Helping Our Community Prosper

Promotion of the area through sport and other events
Encouraging industry and business growth
Encouraging education and training opportunities
Encouraging tourism growth
Port Macquarie Airport



Overview of Results

Resident satisfaction with the overall performance of Council has significantly increased since 2012 and is a very encouraging result, with 90% at least 'somewhat satisfied'. This outcome is also significantly higher than our 'regional' and 'overall' LGA Brand Scores, and are above all Brand Scores.

Satisfaction for 27 of the 35 services/facilities provided by Council have improved on 2012, however, there are still opportunities to strengthen the community's satisfaction with Council. To maintain resident satisfaction, Council should continue to focus and improve on these services and facilities: 'parks, playgrounds, and recreation facilities', 'encouraging tourism growth', and 'arts and cultural activities'.

Residents' most mentioned valued trait about living in the Port Macquarie-Hastings area was the central locality of the area and its proximity to nature, scenery, and beaches. Further to this, residents also appreciate the climate/weather, community, environment, and services and facilities provided by Council.

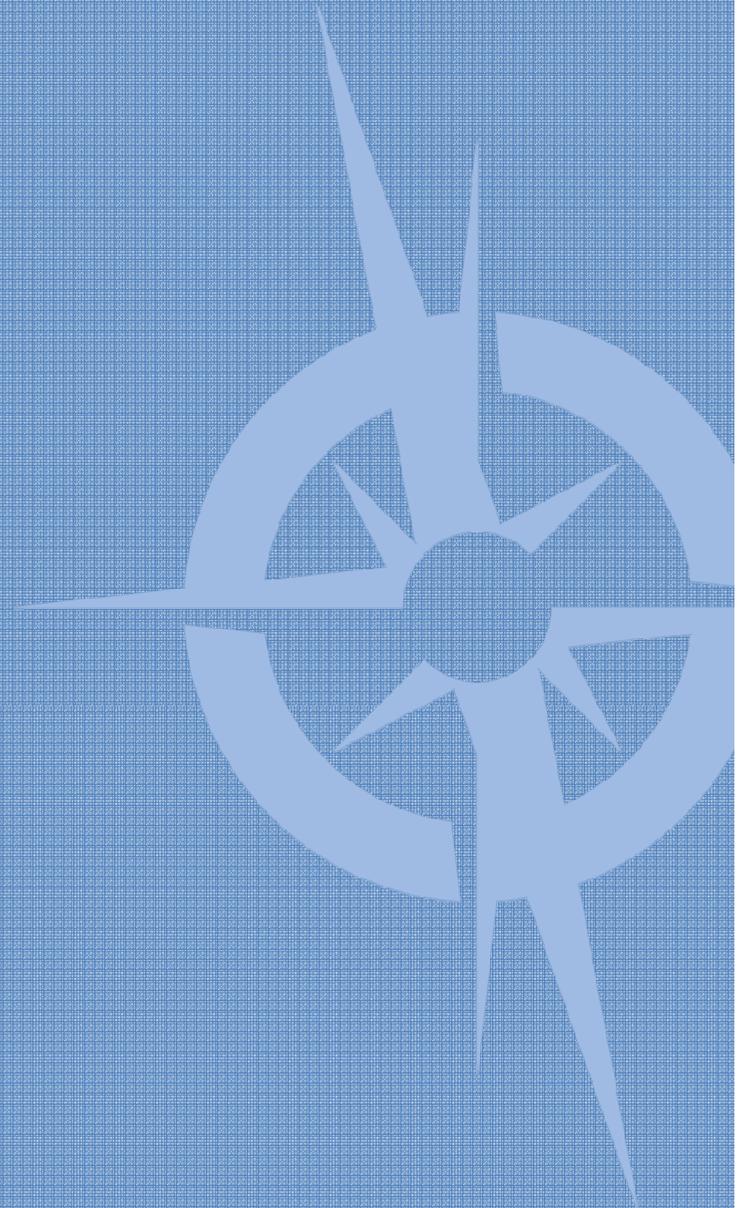
The community's most prevalent concerns about the area was the roads/traffic congestion. To address this issue, Council should look to explore the matter of population growth and take it into consideration during development and infrastructure decisions and prior to implementation.

Leadership issues, specifically the areas that fall under the 'Ensuring Good Governance' pillar, are the key drivers toward overall satisfaction with Council's performance. This is not indicative that the other services/facilities are less important, but rather some of the components of this pillar are integral to the community's satisfaction with Council.

In relation to residents' perception of Council's priorities in the Port Macquarie-Hastings area and their level of investment, there is a strong correlation, across all areas, between what residents consider a priority and the level of investment they feel should be allocated to those areas. However, Council should largely focus on 'roads, bridges, and transport'; secondary to this, Council should look to investigate improvement to 'water supply services', 'waste management', 'airport', 'parks, beaches, sports, and recreational facilities', stormwater and drainage', 'economic development', and 'natural resource management'.



Key Findings

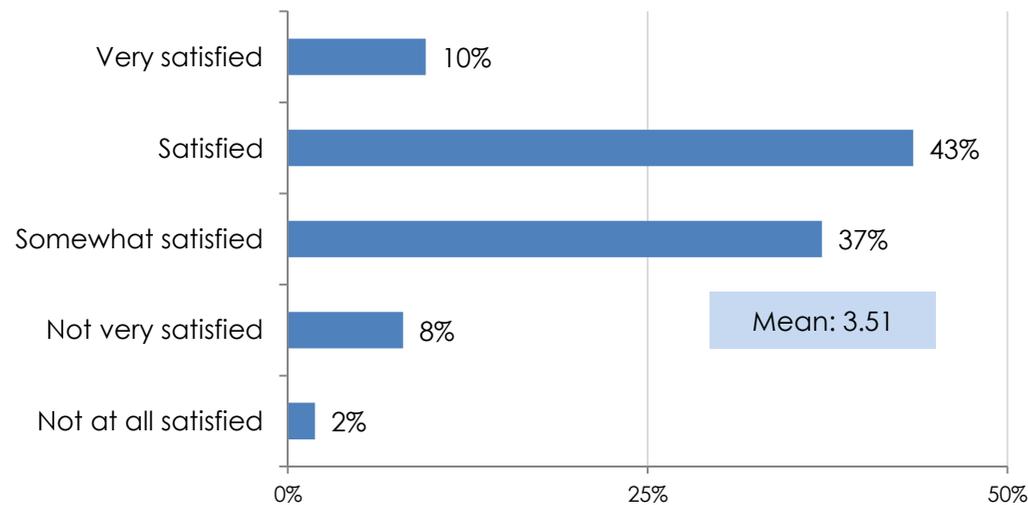


Overall Satisfaction with the Performance of Council over the Past 12 Months

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female
Satisfaction mean ratings	3.51▲	3.13▼	3.40	3.43	3.46	3.67▲	3.48	3.53

	Port Macquarie	Camden Haven	Lake Cathie & Bonny Hills	Wauchope	Rural/Other
Satisfaction mean ratings	3.60▲	3.27	3.47	3.01▼	3.84

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Port Macquarie-Hastings Council 2015
Mean ratings	3.45	3.22▼	3.31▼	3.51▲



Q7a. Over 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?

Base: n = 600

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

▼▲ = significantly lower/higher than the overall

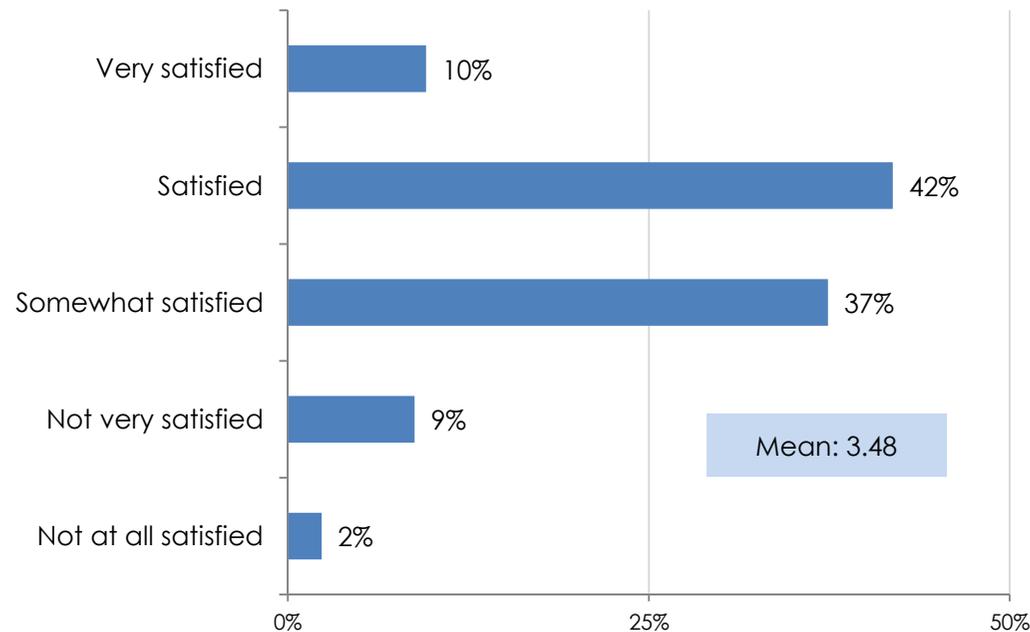


90% of residents were at least 'somewhat satisfied' with the performance of Council

Council's Level of Communication with the Community

	Overall 2015	Overall 2012	18-34	35-49	50-64	65+	Male	Female
Satisfaction mean ratings	3.48▲	3.21▼	3.38	3.29▼	3.52	3.63▲	3.43	3.51

	Port Macquarie	Camden Haven	Lake Cathie & Bonny Hills	Wauchope	Rural/Other
Satisfaction mean ratings	3.58▲	3.31	3.51	2.90▼	3.17



Q5a. How satisfied are you with the level of communication Council currently has with the community?

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

Base: n = 600

▼▲ = significantly lower/higher than the overall

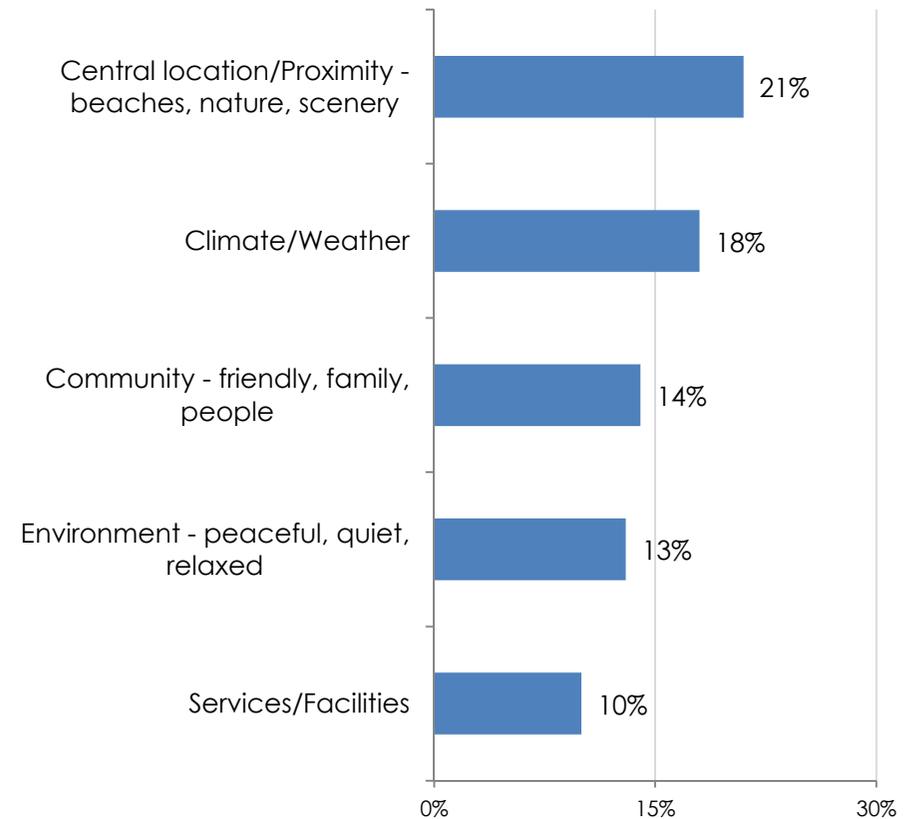


89% of residents were at least 'somewhat satisfied' with the level of communication Council currently has with the community

Most Valued Aspects about Living in the Port Macquarie-Hastings area

Word Frequency Tagging

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



Q1. What do you value most about living in the Port Macquarie-Hastings area?

Base: n = 600

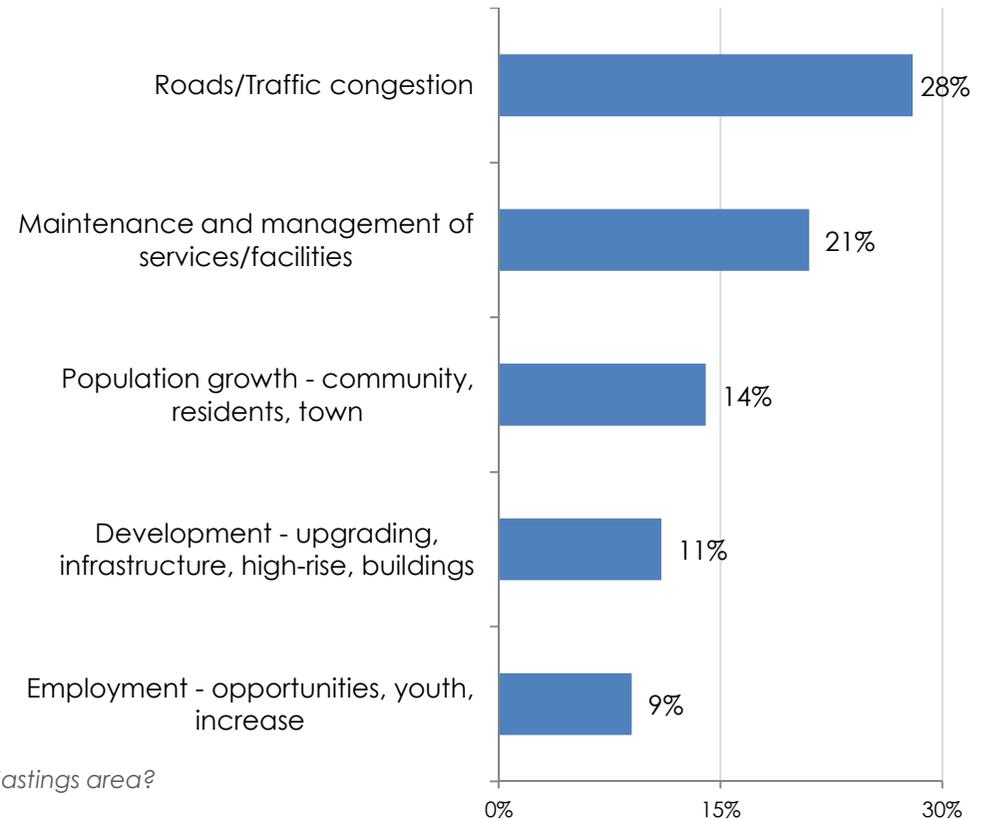


Residents most value the central location and proximity of the Port Macquarie-Hastings area, specifically in relation to beaches, nature, and scenery

Local Concerns about the Port Macquarie-Hastings area

Word Frequency Tagging

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



Q2. What concerns you most with regards to living in the Port Macquarie-Hastings area?

Base: n = 600



Residents were primarily concerned with the 'roads/traffic congestion' in the area, followed by 'maintenance and management of services/facilities'

LGA Benchmarks

Service/Facility	Port Macquarie-Hastings Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Library services	4.3	4.1
Overall satisfaction with the way contact was handled - In person	4.2	4.0
Recycling	4.1	3.9
Overall satisfaction with the way contact was handled	4.0	3.9
An adequate stormwater drainage system	3.6	3.3
Environmental monitoring and biodiversity protection	3.5	3.4
Informing residents about Council activities	3.4	3.3
Creating town centres and public spaces	3.4	3.3
Encouraging industry and business growth	3.3	3.2
Residents' involvement in Council's decision-making	3.1	3.0



Port Macquarie-Hastings Council residents are more satisfied than the LGA Benchmark score for 10 of the 22 comparable measures

LGA Benchmarks

Service/Facility	Port Macquarie-Hastings Council Satisfaction Scores	Satisfaction Benchmark
Equal to the Benchmark		
Overall satisfaction with the way contact was handled - Phone	3.9	3.9
Sporting facilities	3.7	3.7
Overall satisfaction with the level of communication Council has with the community	3.5	3.5
Ensuring compliance with development and environmental regulations	3.4	3.4
Long-term planning and vision	3.1	3.1
Below the Benchmark		
Arts and cultural activities	3.7	3.8
Waste collection and disposal	3.7	4.1
Maintenance of community halls	3.5	3.6
Creating and maintaining footpaths and cycleways	2.9	3.2
Creating and monitoring parking	2.9	3.0
Maintenance of unsealed roads	2.4	2.8
Maintenance of sealed roads	2.3	2.8

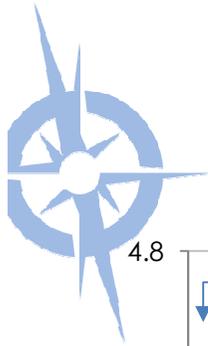


5 of the comparable measures are equal to the Benchmark, whilst the remaining 7 fall below

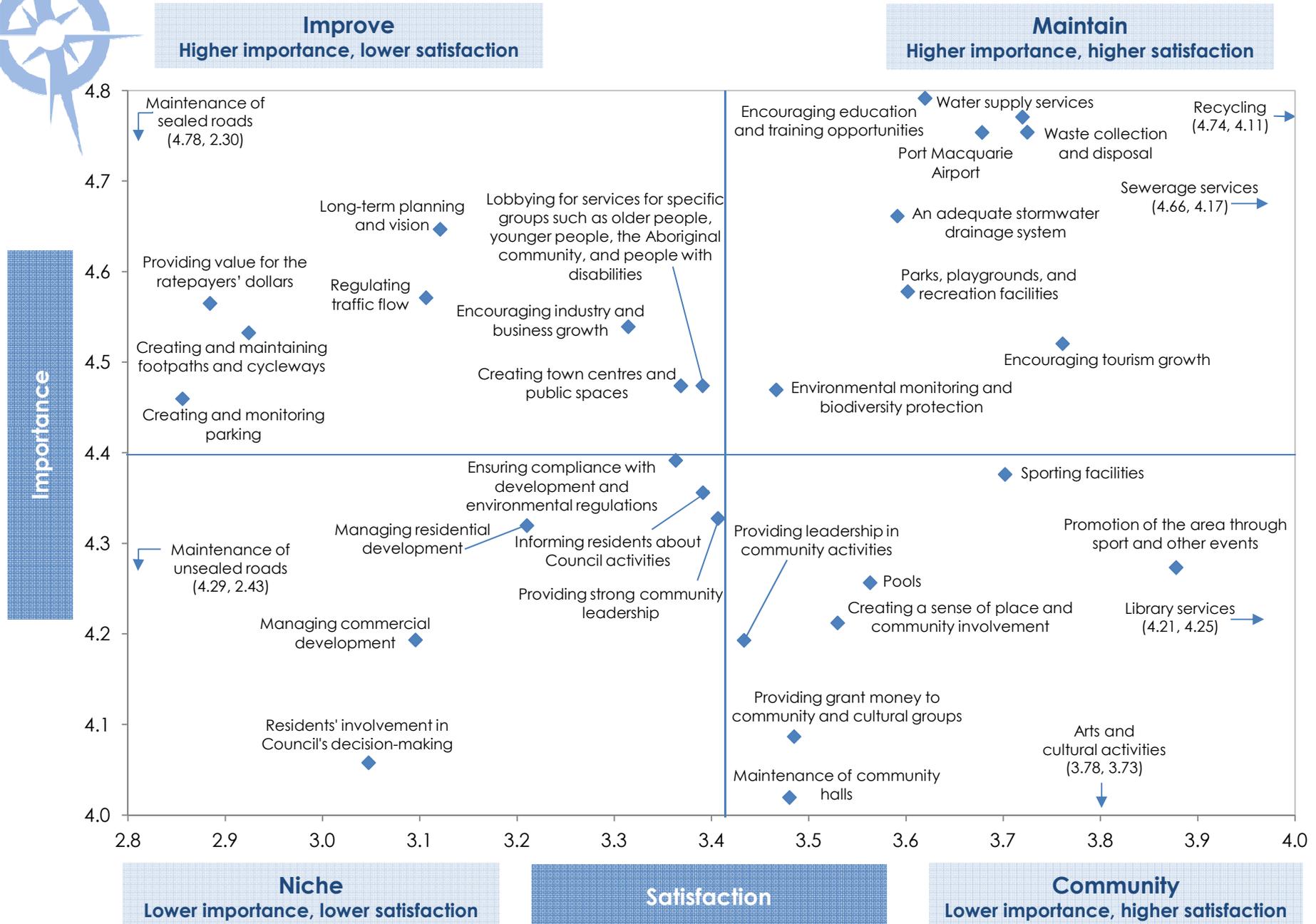
Summary of Performance Gap Analysis (PGA)

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintenance of sealed roads	4.78	2.30	2.48
2	Maintenance of unsealed roads	4.29	2.43	1.86
3	Providing value for the ratepayers' dollars	4.52	2.88	1.64
4	Creating and maintaining footpaths and cycleways	4.48	2.92	1.56
5	Creating and monitoring parking	4.41	2.86	1.55
6	Long-term planning and vision	4.60	3.12	1.48
7	Regulating traffic flow	4.52	3.11	1.41
8	Encouraging industry and business growth	4.49	3.31	1.18
9	Encouraging education and training opportunities	4.74	3.62	1.12
10	Managing residential development	4.27	3.21	1.06
11	Creating town centres and public spaces	4.42	3.37	1.05
12	Managing commercial development	4.14	3.10	1.04
13	Lobbying for services for specific groups such as older people, younger people, the Aboriginal community, and people with disabilities	4.42	3.39	1.03





Quadrant Analysis – Importance v Satisfaction



Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2008.

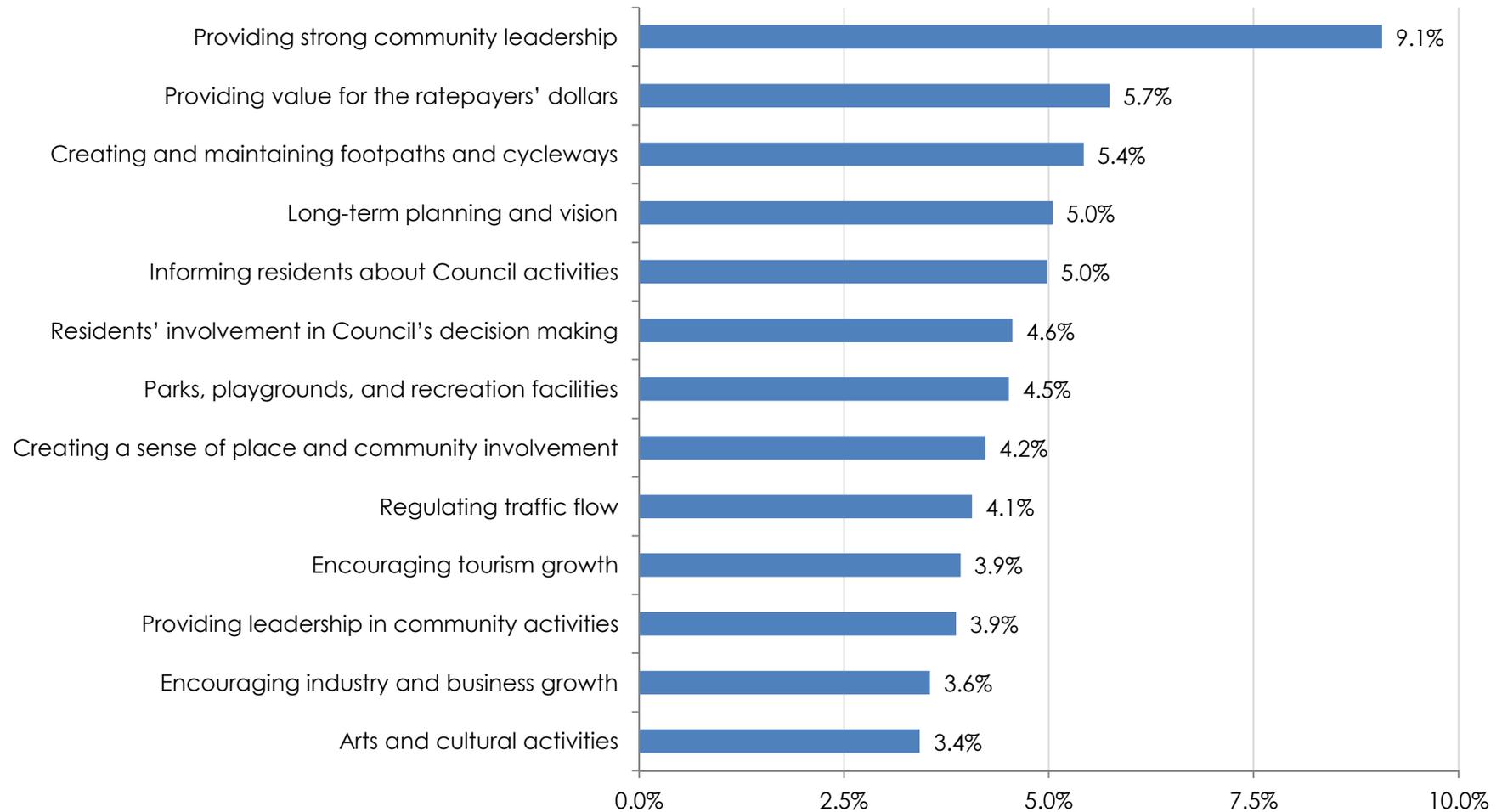
The outcomes proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the Council.

In 2014, we revised the Shapley regression analysis to identify the directional contribution of key services and facilities with regard to satisfaction/dissatisfaction with Council's overall performance.

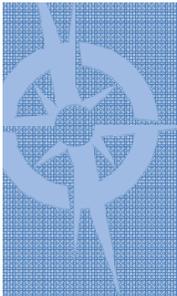


Over 50 unique LGAs since 2010, 70+ community surveys

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

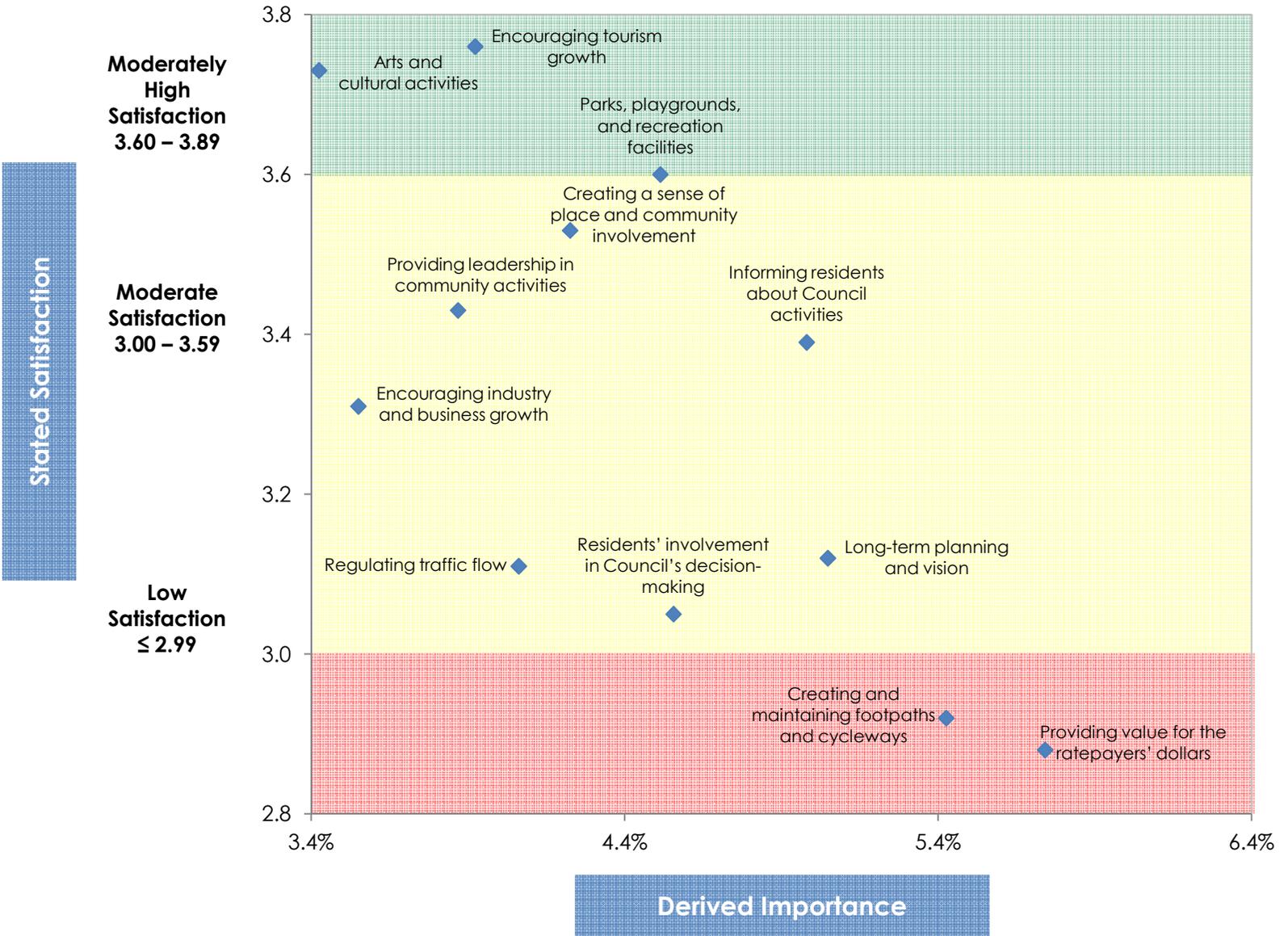


The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

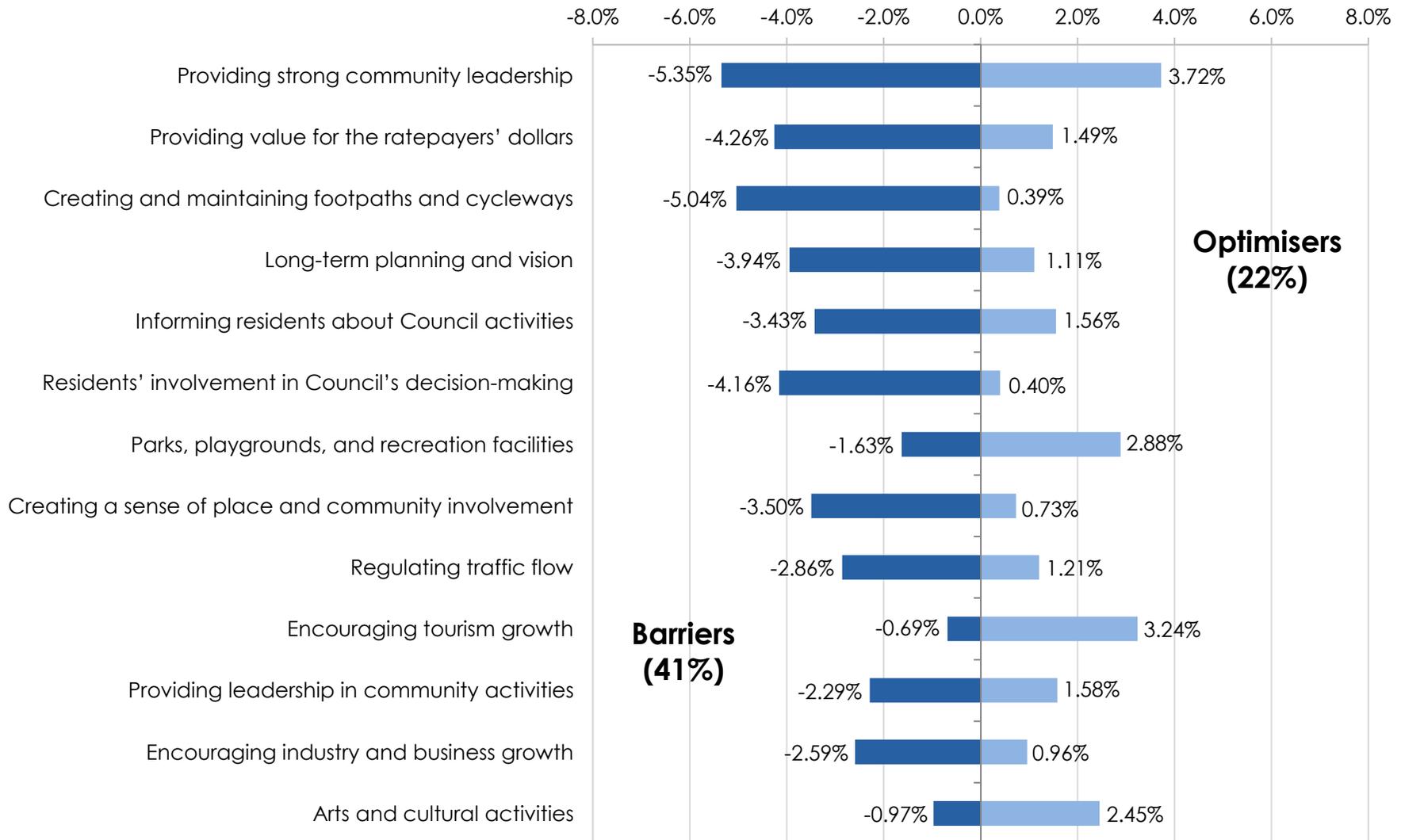


 The key driver of overall community satisfaction with Council revolves around 'long-term planning and vision'

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

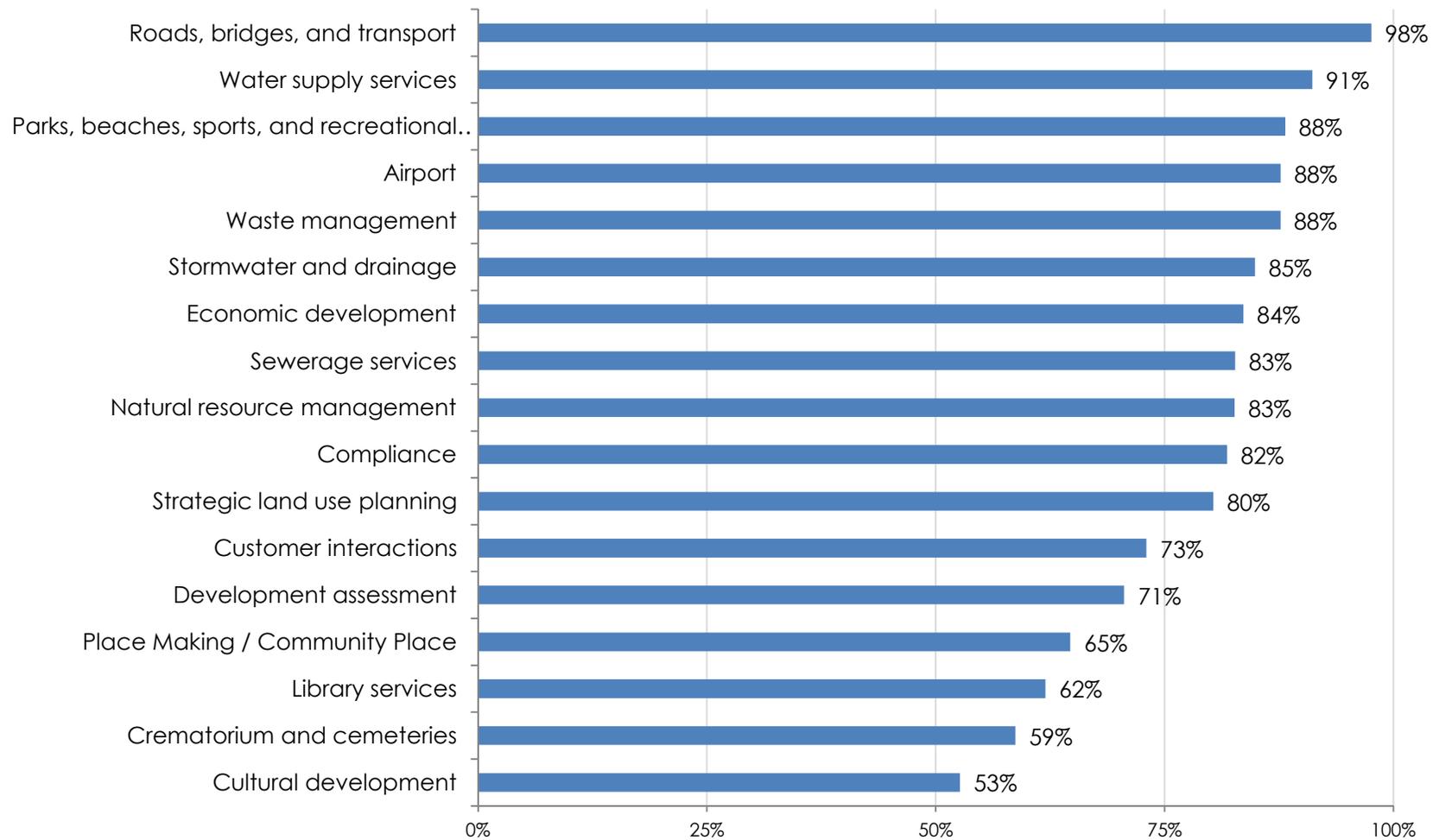


Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

Community's Perception of Priorities in the Local Area

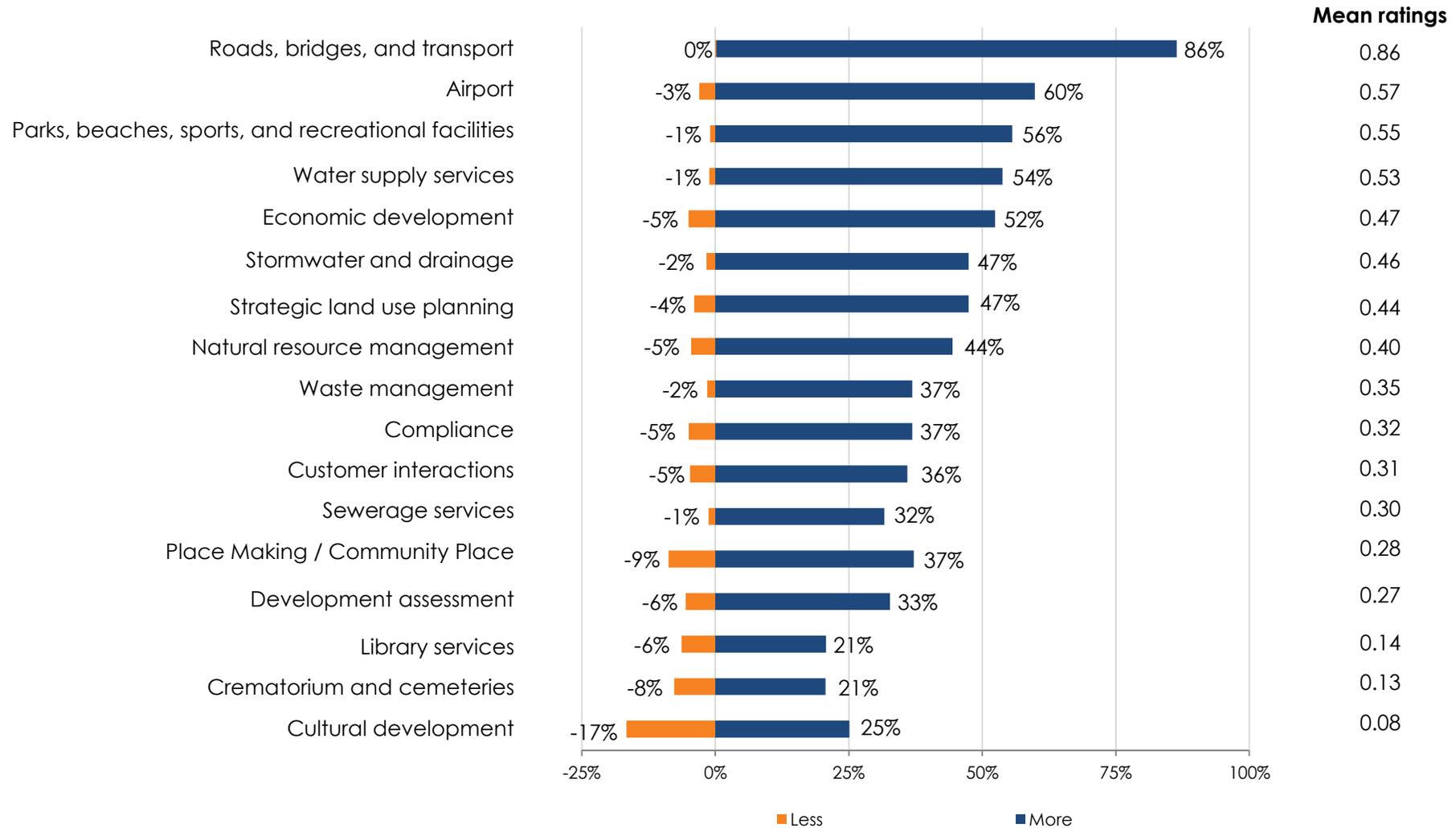


Base: n = 600



Residents believe the highest priority for Council in the local area is 'roads, bridges, and transport' (98%), followed by 'water supply services' (91%)

Council's Level of Investment into the Local Area



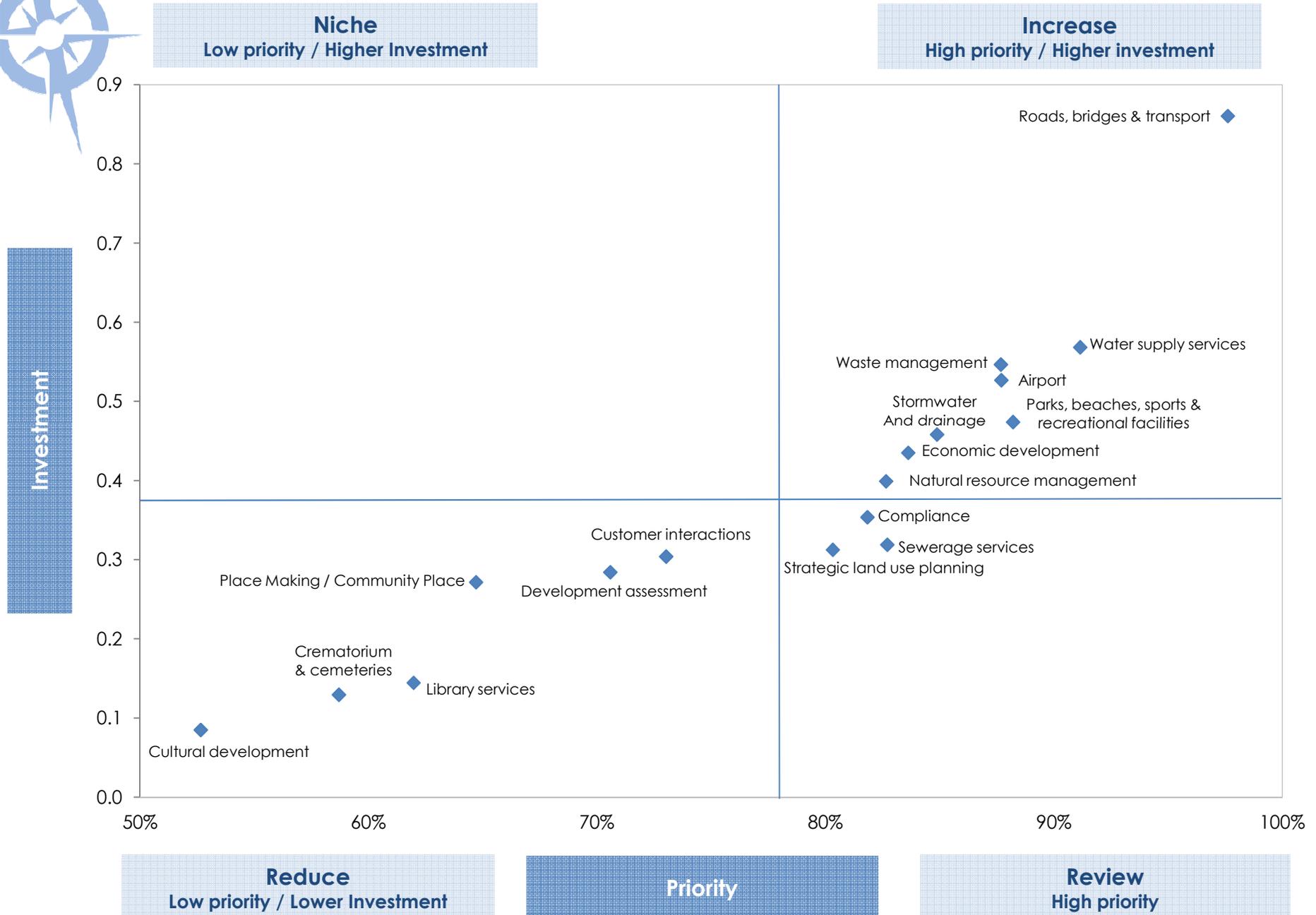
Base: n = 599



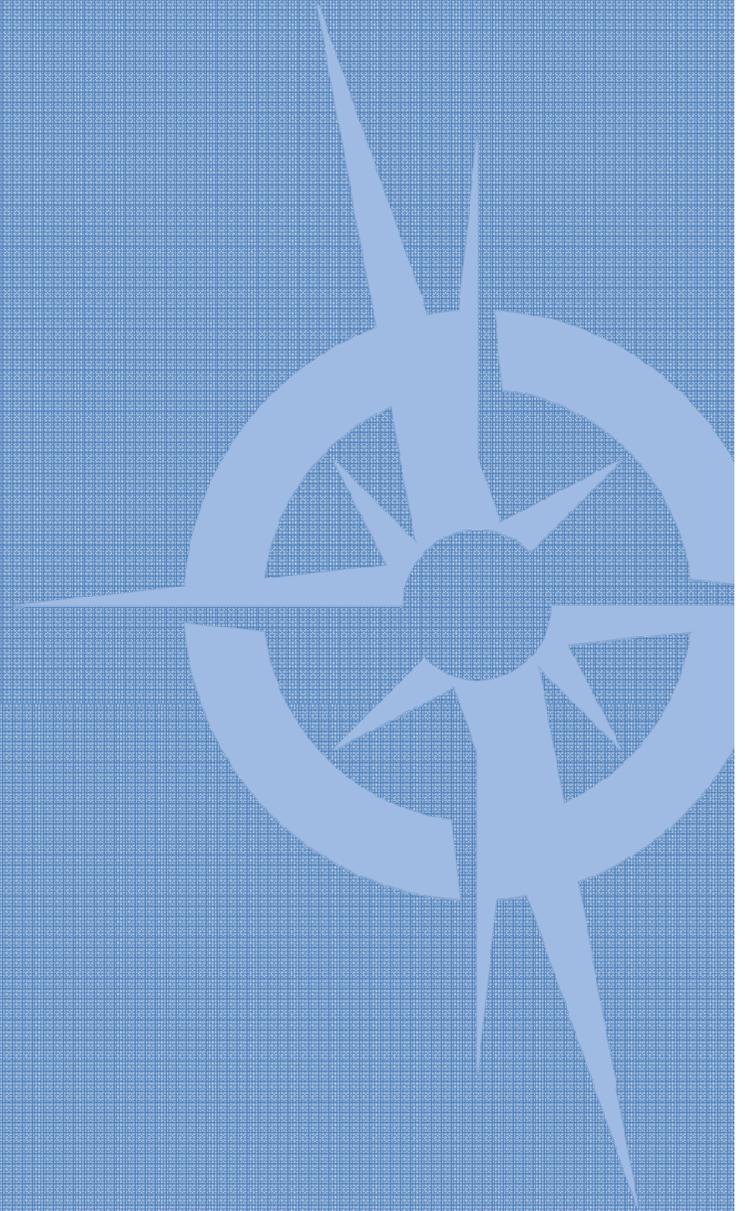
Residents primarily believe Council should invest more toward 'roads, bridges, and transport' (86%)



Quadrant Analysis – Priority v Investment



Recommendations

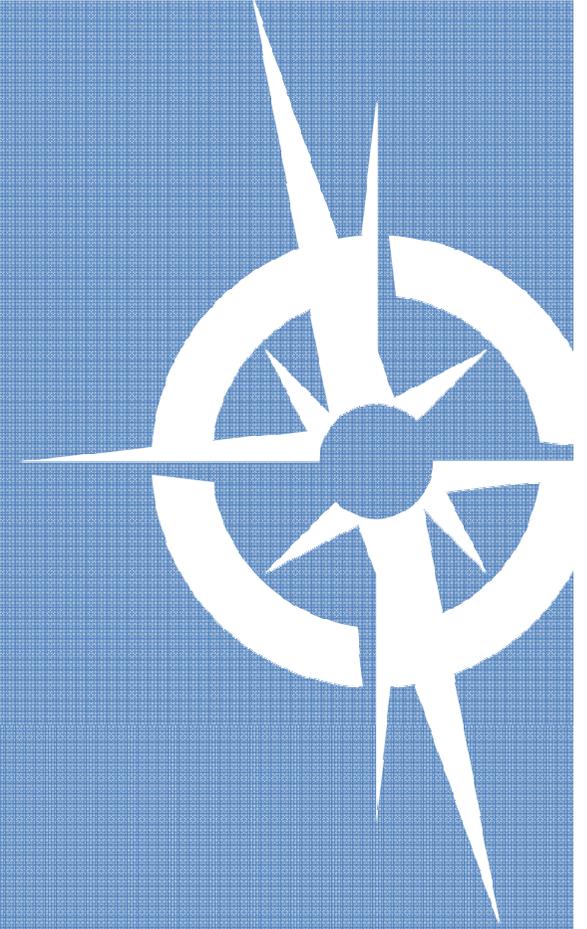


Recommendations & Next Steps

Based on the outcomes of this research, we recommend that Port Macquarie-Hastings Council consider the following:

1. Explore and clarify residents' expectations in the financial decision process to lift satisfaction scores and ensure the community has an understanding of Council's role (i.e. 'providing value for the ratepayers' dollars')
2. Communicate to residents the development/management projects in the area, pertaining to the creation and maintenance of 'roads, bridges, and transport', 'footpaths and cycleways', and 'regulating traffic flow'
3. Seize opportunities to involve the community in the decision-making process to understand the concerns and opinions of residents, and to encourage a sense of place and community involvement. Explore innovation in this area to maximise the positive impact of Council consultations
4. Contextualise expectations of residents with regard to Council's role in relation to 'long-term planning and vision' and 'encouraging industry and business growth'





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