

Key Findings

When we examine and review the 8 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas with the exception of 'Affordable housing', exceed 3.0 which indicates that resident satisfaction for these measures is 'moderate'.

| Ranking | Service/ Facility | Importance Mean | Satisfaction Mean | Performance Gap |
|---------|---|-----------------|-------------------|-----------------|
| 1 | Overall health of the Richmond River | 4.65 | 3.23 | 1.42 |
| 2 | Roads | 4.73 | 3.42 | 1.31 |
| 3 | Long term planning | 4.53 | 3.27 | 1.26 |
| 4 | Affordable housing | 4.00 | 2.80 | 1.20 |
| 5 | Management of development | 4.19 | 3.16 | 1.03 |
| 6 | Crime prevention and law and order initiatives | 4.52 | 3.56 | 0.96 |
| 7 | Parking | 4.37 | 3.41 | 0.96 |
| 8 | Opportunities to participate in Council decision making | 4.01 | 3.07 | 0.94 |

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, that for the most part Council is achieving a good balance in delivery. The 'overall health of the Richmond River' is has the greatest largest gap between stated importance and satisfaction, though not the lowest satisfaction score.

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.



Healthy Environment

Summary

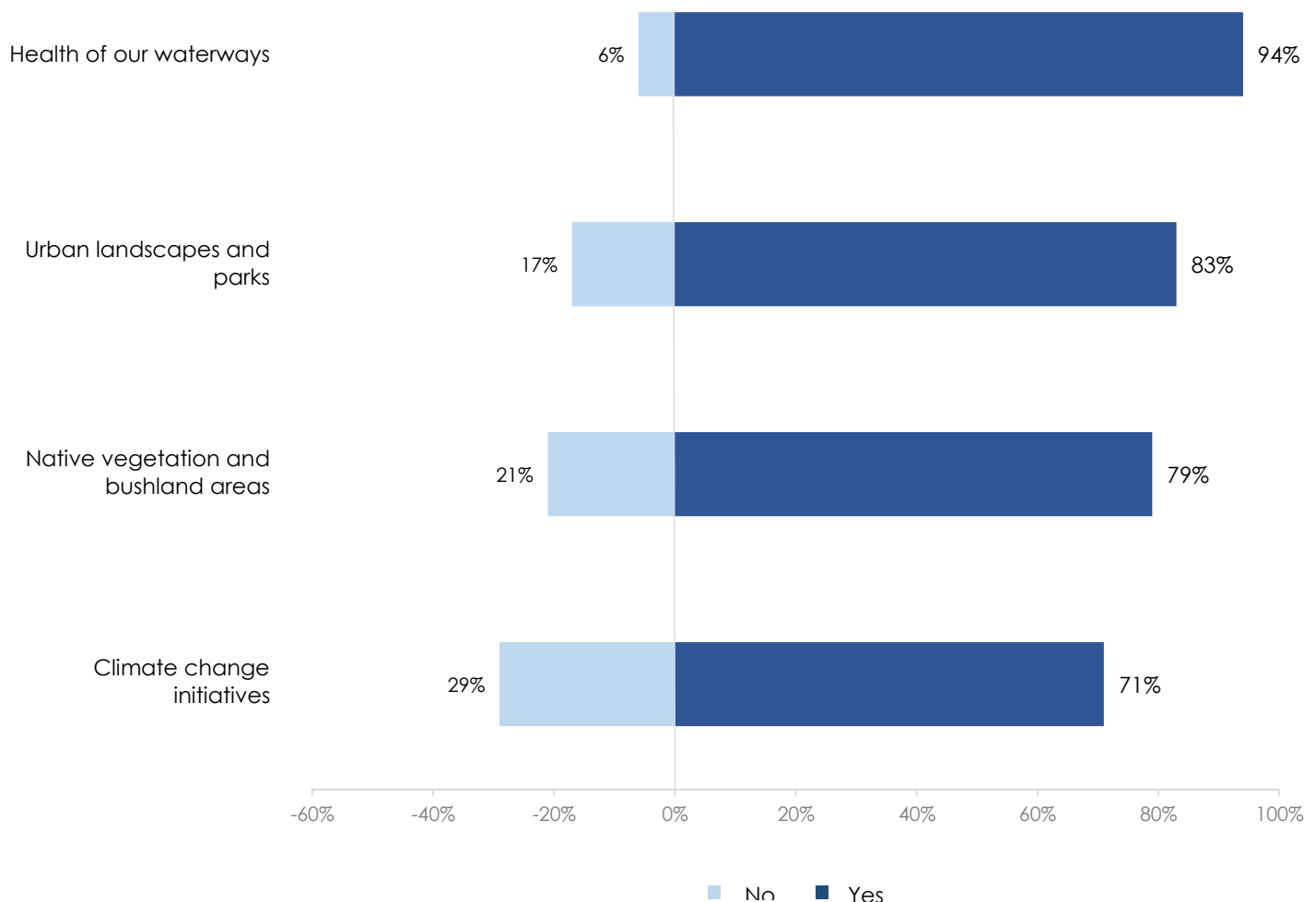
94% of residents stated that 'health of our waterways' is a priority for them/their household.

Females were significantly more likely to prioritise 'native vegetation and bushland areas'.

Residents aged 65 and over were significantly less likely to believe that 'climate change initiatives', 'urban landscapes and parks' and 'native vegetation and bushland areas' are priority issues.

Lennox Head residents were significantly more likely to state that 'urban landscapes and parks' is a priority issue, whilst Alstonville and Rural/Other residents were significantly less likely to. Lennox Head residents additionally were significantly more likely to state that 'climate change initiatives' were a priority issue and Alstonville residents were significantly less likely to prioritise 'health of our waterways'.

Q10c. Thinking about the third key direction 'Healthy Environment', for each of the following could you please indicate which are priorities for you/your household?



Base: N = 507



Healthy Environment

Summary

71% of residents stated that investment in 'health of our waters' should be increased.

Females were significantly more likely to believe that investment for 'native vegetation and bushland areas' and 'climate change initiatives' should be increased.

Residents of Lennox Head were significantly more likely to feel that investment should be increased for 'urban landscapes and parks', whilst residents of Wardell were significantly less likely to.

Q10c. Thinking about the third key direction 'Healthy Environment', for each of the following could you please indicate whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area?

| | Overall 2016 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ |
|--------------------------------------|--------------|------|--------|-------|-------|-------|------|
| Health of our waterways | 0.69 | 0.63 | 0.74 | 0.69 | 0.67 | 0.69 | 0.69 |
| Climate change initiatives | 0.45 | 0.36 | 0.53▲ | 0.53 | 0.41 | 0.48 | 0.39 |
| Urban landscapes and parks | 0.44 | 0.40 | 0.46 | 0.47 | 0.44 | 0.46 | 0.39 |
| Native vegetation and bushland areas | 0.37 | 0.28 | 0.45▲ | 0.32 | 0.34 | 0.45 | 0.35 |

| | Alstonville | Ballina | Lennox Head | Skennars Head | Wardell | Wollongbar | Rural/Other |
|--------------------------------------|-------------|---------|-------------|---------------|---------|------------|-------------|
| Health of our waterways | 0.61 | 0.70 | 0.72 | 0.68 | 0.68 | 0.62 | 0.77 |
| Climate change initiatives | 0.44 | 0.43 | 0.58 | 0.31 | 0.50 | 0.26 | 0.41 |
| Urban landscapes and parks | 0.39 | 0.39 | 0.67▲ | 0.58 | -0.08▼ | 0.52 | 0.24 |
| Native vegetation and bushland areas | 0.29 | 0.38 | 0.44 | 0.45 | 0.18 | 0.43 | 0.36 |

Scale: -1 = less, 0 = the same, 1 = more

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

