COMMUNITY FEEDBACK

SPECIAL RATE VARIATION APPLICATION APPENDIX

Community Engagement Summary

The community engagement program used of a range of communication channels and methods appropriate to diverse stakeholder groups in the community to ensure that all residents and ratepayers were made aware of the proposed SRV. Participation and submissions occurred across digital, face-to-face, phone and written submissions.

A summary of the engagement reach and participation is outlined below:

Method	Target Audience/Stakeholder group	Reach/Participation
Information flyer (Hard copy and online on dedicated consultation website)	All households in Sutherland LGA All ratepayers in Sutherland LGA All community	Delivered to 88,00 households Mailed to 63,00 ratepayers
Dedicated consultation website	All community	1470 total page visits 855 viewed one or more pages/documents **355** surveys completed 100 documents downloaded
Local Media – Print/online *The Leader*, Sutherland Shire	All community	**5** printed adverts in local media **181,000** readership **293,873** circulation
Community Information Sessions	Community members across all five wards Held at a variety of days and times to maximise opportunities for attendance	**134** participants
Social Media (Council's Facebook page)	Digital community	**4** posts **11,996** reach **142** reactions **48** comments
Public Exhibition of key documents (hard copy and online)	Customers attending Council services Digital community	**91** downloads of key documents
Written Submissions	Accepted by email and hard copy	**28** submissions received
Phone	Submissions and enquiries	**37** phone call received

A) Consultation Website

A dedicated consultation website was established and promoted widely through all channels throughout the campaign.

https://jointheconversation.sutherlandshire.nsw.gov.au/Proposed-Special-Rate-Variation

Note: This page is still published and available for review.

All key documents related to the proposal, including Council's IP&R suite, the revised LTFP (included proposed model with full cumulative impact over life LTFP, plus base scenario), and a detailed FAQs were included.

Over the 8 week consultation period, there were over 1400 total page visits, with 855 viewing one or more pages/documents and 355 surveys completed.
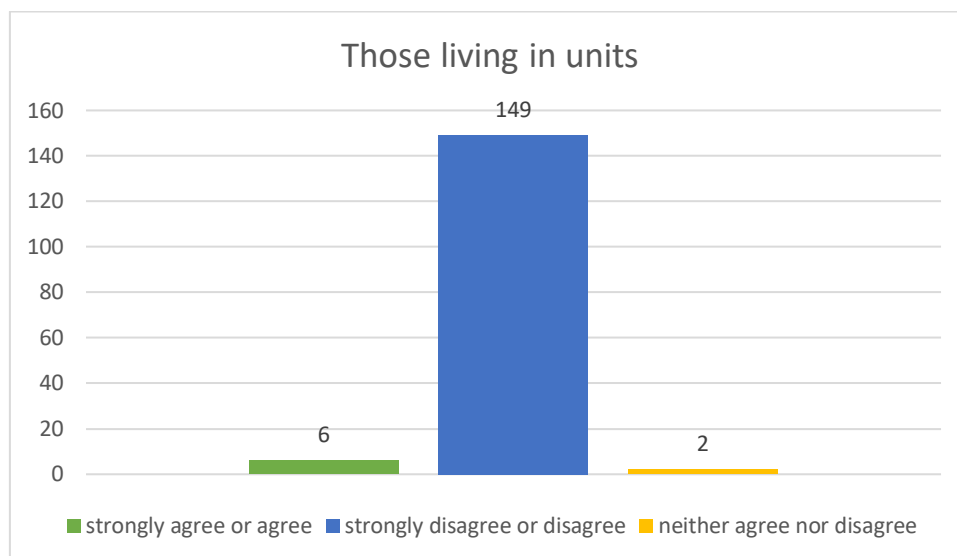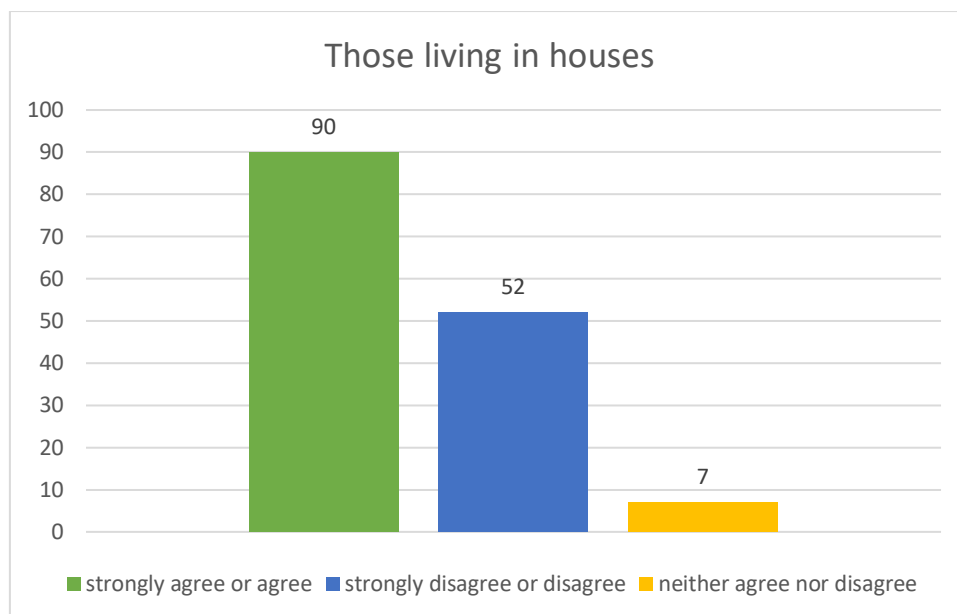
A summary of content viewed is outlined below:

Document/Section	Visitors	Downloads
Frequently Asked Questions	205	n/a
Draft Long Term Financial Plan	46	61
Community Assets	42	n/a
Information Flyer	29	n/a
Special Rate Variation glossary	12	13
Resourcing Strategy - Part A	6	6
Financial Statements	4	4
Workforce Strategy	3	4
Asset Management Strategy	2	2
Ratepayers Report	1	1
Annual Report	0	0

A summary of key documents and information and copies of materials contained on the site are outlined in Attachment 4 (Engagement Materials)

Survey Findings:

It is important to note that the survey was open to all ratepayers who chose to respond and thereby not a weighted, statistically representative sample. Where weighting has occurred in analysis it is noted.

- When asked - Did you know there was a difference between the rates paid by units/ apartments and houses:
    - 83% were aware
    - 17% were not aware

- When asked – After considering the information provided, do you agree that the proposed increase in the minimum rate creates a fairer rate model?

Those living in houses

- strongly agree or agree 90
- strongly disagree or disagree 52
- neither agree nor disagree 7

Those living in units

- strongly agree or agree 6
- strongly disagree or disagree 149
- neither agree nor disagree 2

- Across all survey respondents, 30% agree or strongly agree, and 67% disagree or strongly disagree (3% neutral,) however when the results are weights to the housing tenure profile (*) of the Sutherland Council Local Government Area, the results are:

RESULT BY SUTHERLAND SHIRE LGA HOUSING TENURE PROFILE

* 2016 Census data: https://profile.id.com.au/sutherland/home
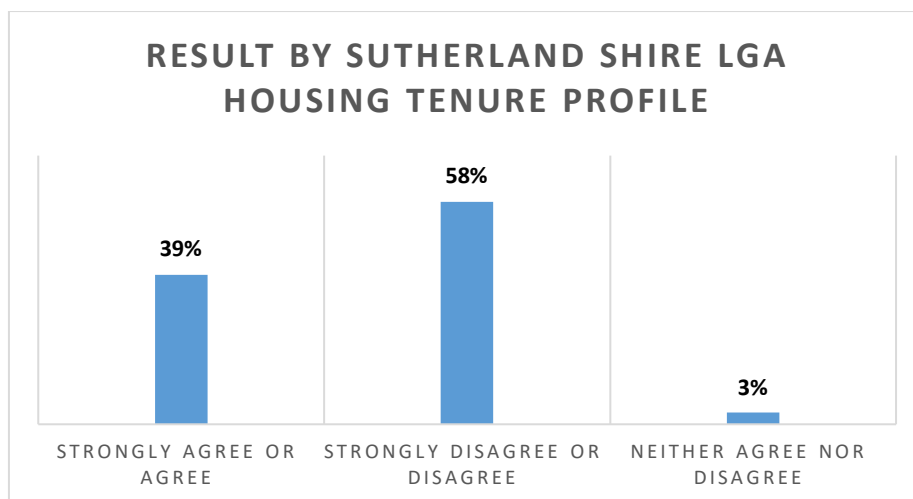
Participants were able to provide comments and questions through an open ended question.

- Some of verbatim responses for participants who agreed or strongly agreed with the proposal included:

    'People in units use community facilities just as much, if not more, than people in houses.'

    'It's entirely appropriate that unit owners pay rates that reflect the cost of the services they consume.'

    'A $300 pa increase is not unreasonable, it is part of the basic cost of living.'

    'Residents of units use Council facilities and services just as much if not more than house owners with backyards and swimming pools. We all drive on the roads and use the footpaths.'

    'It is unfair for unit/apartment owners to be carrying such a low percentage of the council contributions.'

    'It's a reasonable, fair and sensible proposed change. Very logical.'

    'I agree with all the advice that the people who live in apartments and units still have access to all that the Council provides, beaches & leisure centres, parks & fields, playgrounds, roads & footpaths, stormwater, libraries, arts & entertainment centres and thus should pay accordingly.'

- Some of verbatim responses for participants who disagreed or strongly disagreed with the proposal included:

    'Council is making enough money with overdevelopment and hence more ratepayers.'

    'I own a unit and a house in the sutherland shire and I dont agree they should pay the same, one block of units could take up the same space as one house. I dont see why council should be able to collect minimum 15 times the council rates on the one block of land compared to one payment for a house'

'I agree that rates for units need to be lifted but disagree that the minimum should be raised. A small 1 bedroom unit should only pay what the current rates are now but a 3 bedroom penthouse should absolutely be lifted to a comparable rate to a house of the same size. Maybe it could be based on the square meters or number of bedrooms? Don't punish the people who are already doing it tough and are struggling to afford a little unit.'

'This proposal is ridiculous - unit owners don't have one rubbish bin or one recycle bin per owner - so we do not use the same amount of services as a house owner.'

'Unit owners are more often single, and are struggling to pay their mortgage'

'With all of the new apartments being built, I don't see how it is necessary to raise rates when you are about to drastically increase the number of ratepayers (but still aren't providing enough essential services for existing residents).'

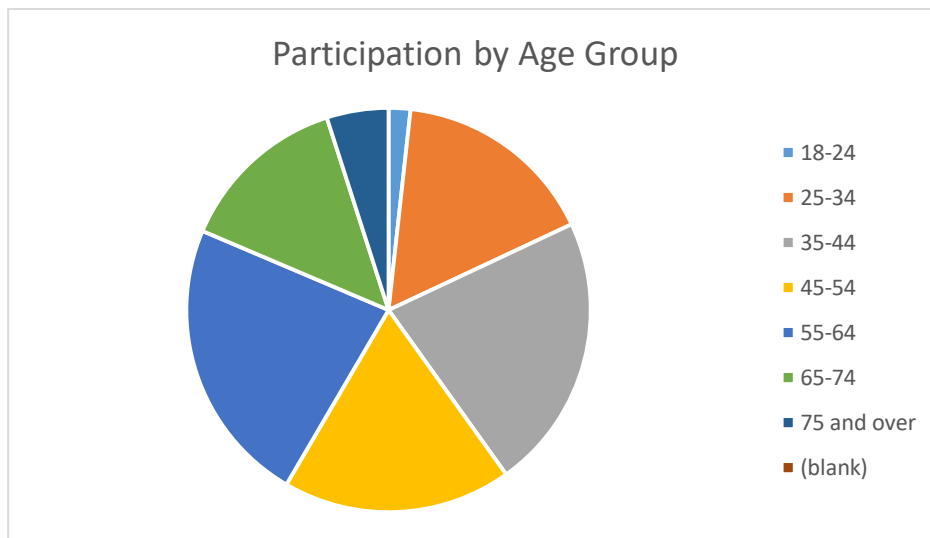***Survey sample characteristics:***

- By dwelling type
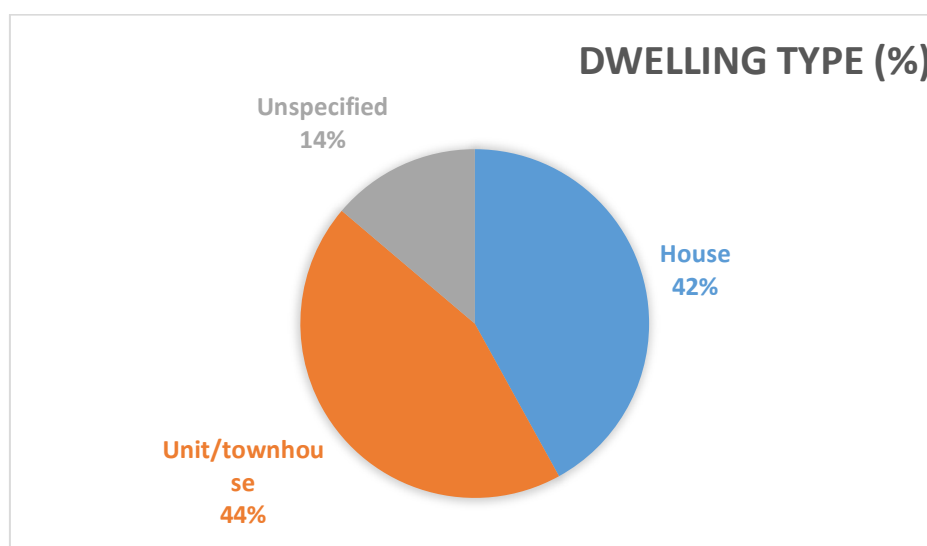
- By ward: There was a lower response rate in ward E, however ward E has the lowest number of dwellings and significantly less medium/high density dwellings.

- Participation by age group:

Participation by Age Group

Legend:
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and over
- (blank)
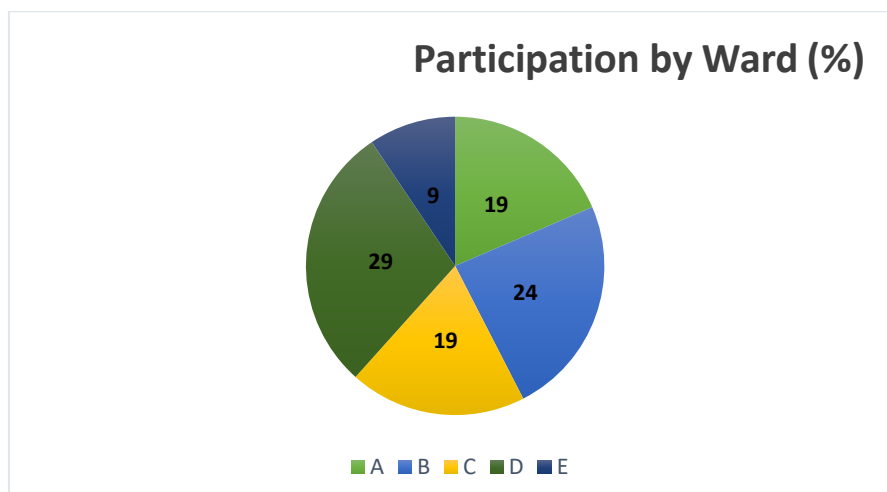
B) Community Sessions

Council hosted eleven information sessions across the Sutherland Shire throughout the two month consultation period. The sessions were open to all residents and advertised widely in the local newspaper (The Leader), on the website, in the information delivered to all households and via social media. The sessions were scheduled across a range of days, times and locations to maximise opportunities to attend,

The sessions were designed to inform residents about the proposal to apply for a special rate variation, specifically the needs for the proposal, who would be impacted and to explain rates and the two models contained in the revised LTFP. Councillors and Council staff were in attendance at each session to speak to residents and answer any questions. IPads were available at all session and attendees were invited to submit their feedback on the proposal through the online survey.

A total of 134 residents attended the eleven information sessions.

At all sessions, a number of residents had lengthy discussions with Councillors who were present. The discussions provided residents with the ability to speak directly with elected representatives and Council staff who could answer questions and discuss the issue in more detail. On multiple occasion residents thanked Councillors and Council staff for their time and the opportunity for a face-to-face discussion.

Full details of community sessions and materials are outlined in attachment 4.
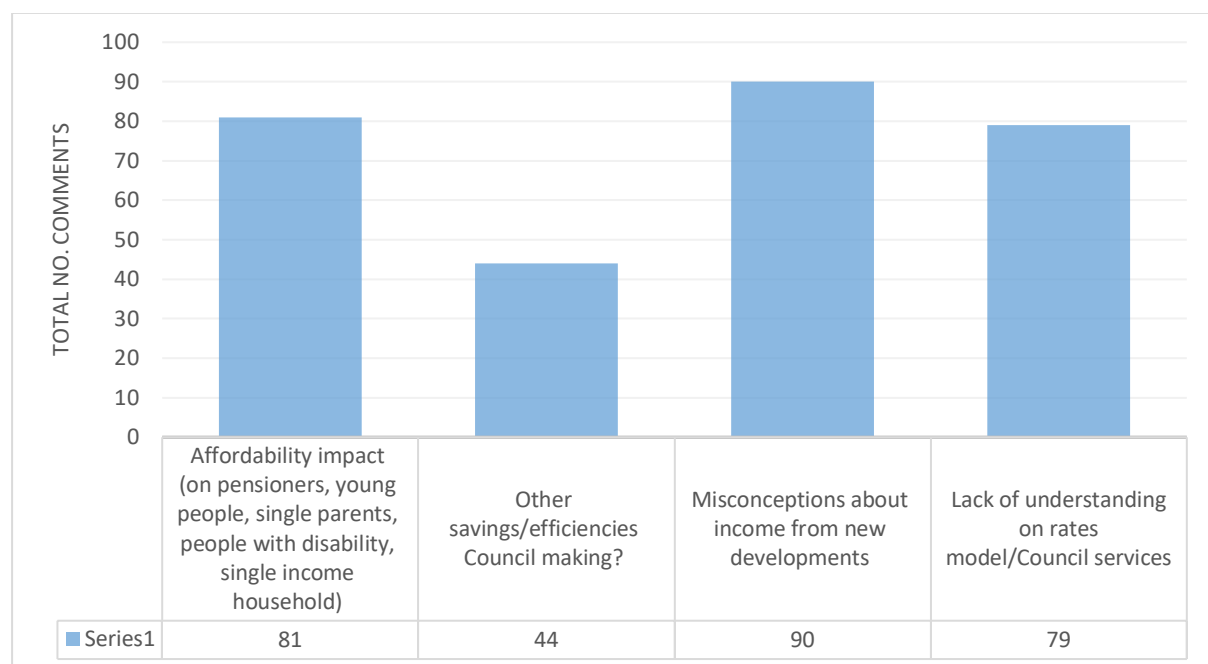
C) Summary of Key Consultation Themes

Combined analysis across survey, written submission and social media comments indicated:

Strongly Agree	19%
Agree	9%
Disagree	17%
Strongly Disagree	52%
Neither Agree nor Disagree	3%

Analysis across all feedback received through the online survey, written submissions and through social media identified four key themes:

1. Affordability Impact
2. Misconceptions about income from new developments (med/high density)
3. Lack of understanding of rates models and what rates pay for
4. What other savings/efficiencies Council is making

	Affordability impact (on pensioners, young people, single parents, people with disability, single income household)	Other savings/efficiencies Council making?	Misconceptions about income from new developments	Lack of understanding on rates model/Council services
Series1	81	44	90	79

Throughout the consultation, Council staff responded to specific questions raised by individuals (in person, phone or written submissions) and updated the Frequently Asked Questions in response to key themes.

The community feedback was reviewed by Council as part of their considerations on the proposed rate model. Councillors were actively involved in consultation activities, and the results of the engagement were reported to Councillors progressively throughout the

consultation period. Councillors held a briefing workshop at the conclusion of the consultation period to consider the outcomes of the engagement program.

Council will continue to engage with the community into the future on the key themes identified to ensure ongoing community awareness around these topics and opportunity to participate in decision making by Council.

Sutherland Shire Council

Community Satisfaction and CSP Research

Prepared by: Micromex Research
Report Date: December 8, 2016

Sutherland Shire
COUNCIL

Table of Contents

Background and Methodology

Background and Methodology

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

- 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 agreement with prompted statements surrounding wellbeing /connectedness
- Identifying drivers of quality of life
- Identifying priority areas for Council to focus on

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 Sutherland Shire Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 26th October – 9th November 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Sutherland Shire Council Government Area.

Sample selection and error

A total of 604 resident interviews was completed. 450 of the 604 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 154 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Sutherland Shire Council LGA, i.e. Sutherland Train Station, Cronulla Train Station, Cronulla Beach, Miranda Train Station and Miranda Westfield.

A sample size of 604 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=604 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0% (for example, an answer such as 'yes' (50%) to a question could vary from 46% to 54%).

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

Interviewing

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

Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working/a Councillor for Sutherland Shire Council.

Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Ratings questions

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

This scale allowed us to identify different levels of importance and satisfaction across respondents.

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

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

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 (sampling error).

In addition, non-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 both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Sutherland Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Ward Listing

Ward A	
Bundeena	Burraneer
Caringbah*	Caringbah South*
Cronulla	Dolans Bay
Grays Point*	Greenhills Beach
Heathcote*	Kirrawee*
Kurnell*	Lilli Pilli*
Loftus*	Maianbar
Port Hacking	Royal National Park
Woolooware*	

Ward B	
Caringbah*	Caringbah South*
Grays Point*	Gymea*
Gymea Bay	Kirrawee*
Lilli Pilli*	Miranda*
Oyster Bay*	Yowie Bay

Ward C	
Caringbah*	Como*
Gymea*	Jannali*
Kangaroo Point	Kareela
Kirrawee*	Miranda*
Oyster Bay*	Sutherland*
Sylvania	Sylvania Waters
Taren Point	Woolooware*

Ward D	
Engadine	Grays Point*
Heathcote*	Holsworthy*
Jannali*	Kirrawee*
Loftus*	Sutherland*
Waterfall*	Woronora*
Woronora Dam	Woronora Heights
Yarrawarrah	

Ward E	
Alfords Point	Bangor
Barden Ridge	Bonnet Bay
Como*	Heathcote*
Holsworthy*	Illawong
Jannali*	Kurnell*
Lucas Heights	Menai
Sandy Point	Sutherland*
Waterfall*	Woronora*

* Suburbs that cross more than one ward

Sample Profile

Sample Profile

Gender N=604
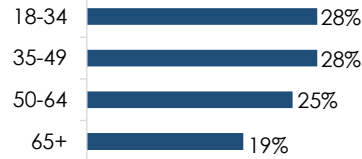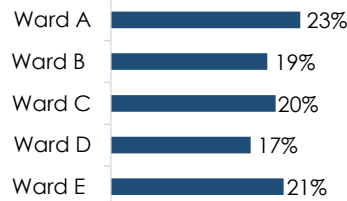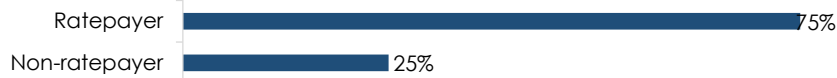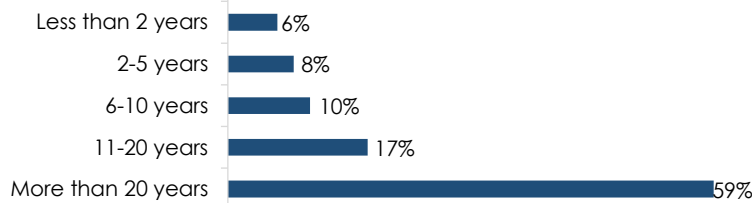
- Male — 48%
- Female — 52%

Age N=604

- 18-34 — 28%
- 35-49 — 28%
- 50-64 — 25%
- 65+ — 19%

Ward N=604

- Ward A — 23%
- Ward B — 19%
- Ward C — 20%
- Ward D — 17%
- Ward E — 21%

Ratepayer Status N=602

- Ratepayer — 75%
- Non-ratepayer — 25%

Time Lived in the Area N=604

- Less than 2 years — 6%
- 2-5 years — 8%
- 6-10 years — 10%
- 11-20 years — 17%
- More than 20 years — 59%

Employment Status N=604

- Currently in paid employment — 67%
- Studying at school, TAFE or university — 5%
- Retired from paid employment — 22%
- Currently looking for paid employment — 2%
- Home duties — 4%
- Other — 1%
- Refused/Can't say — <1%

Family Status N=604

- Single/living alone — 12%
- Single parent (children at home) — 4%
- Couple (children at home) — 40%
- Couple (no children at home) — 28%
- Group/shared household — 5%
- Living at home with 1 or more parents — 10%
- Other — 1%
- Prefer not to state — <1%
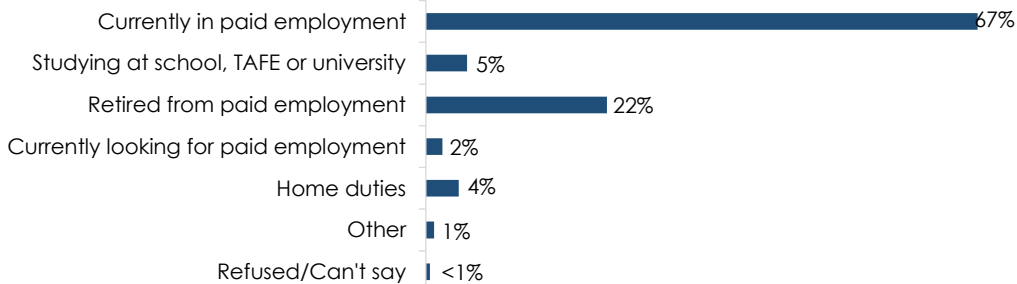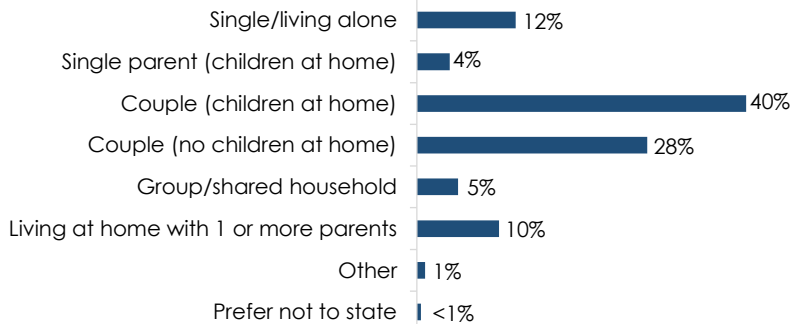
A sample size of 604 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Sutherland Shire Council.

Key Findings

Key Findings – Satisfaction with Council

Overview (Overall Satisfaction with the Performance of Council)

Summary

Overall, 92% of residents are at least 'somewhat satisfied' with the performance of Council – and the mean score of 3.62 out of 5 is significantly above our NSW benchmark – and somewhat above our metro norm:

Q3.   *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?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.62	3.62	3.62	3.62	3.76▲	3.41▼	3.69	3.60	3.69

	Ward A	Ward B	Ward C	Ward D	Ward E
Mean ratings	3.67	3.52	3.57	3.69	3.65

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Sutherland Shire Council 2016
Mean ratings	3.45	3.22▼	3.31▼	3.62▲

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

▲▼ = A significantly higher/lower level of satisfaction

Base: N = 604

Key Findings – Quality of Life

Overview (Quality of Life)

Summary

Overall, residents rate their quality of life in Sutherland Shire as 'good' to 'excellent', with over half (52%) rating their quality of life as 'excellent'. Importantly, negative ratings (Fair, Poor or Very poor) were very low:

Q1c. *Overall, how would you rate the quality of life you have living in the Sutherland Shire?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.41	5.34	5.48▲	5.42	5.47	5.39	5.36	5.43	5.36

	Ward A	Ward B	Ward C	Ward D	Ward E
Mean ratings	5.45	5.37	5.22▼	5.44	5.58▲

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating
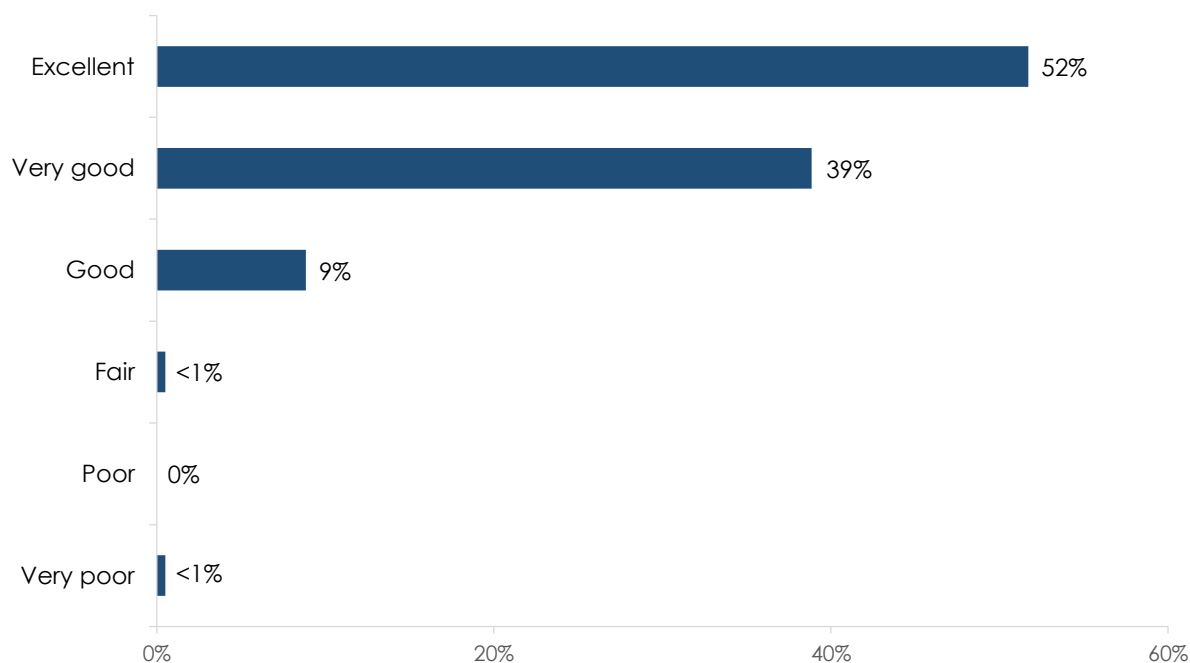
Base: N = 604

Key Findings – 'General Community' Statements

Summary

The 36 'general community' statements that could potentially underpin the new CSP were grouped into the 8 service areas below.

The four statements relating to 'community safety' had the highest agreement levels, with an overall mean rating of 4.22 out of 5, whilst the three 'community engagement' statements performed less well, receiving a mean rating of only 3.23. This highlights Council's need to engage with the community, and consider community concerns.

Q5.   Could you please indicate your level of agreement with each statement?

Service area	Mean rating
Community safety	4.22
The natural environment	4.07
Health	3.98
Services and facilities	3.93
Infrastructure and development	3.65
Roads and transport	3.42
Economic development growth	3.39
Community engagement	3.23
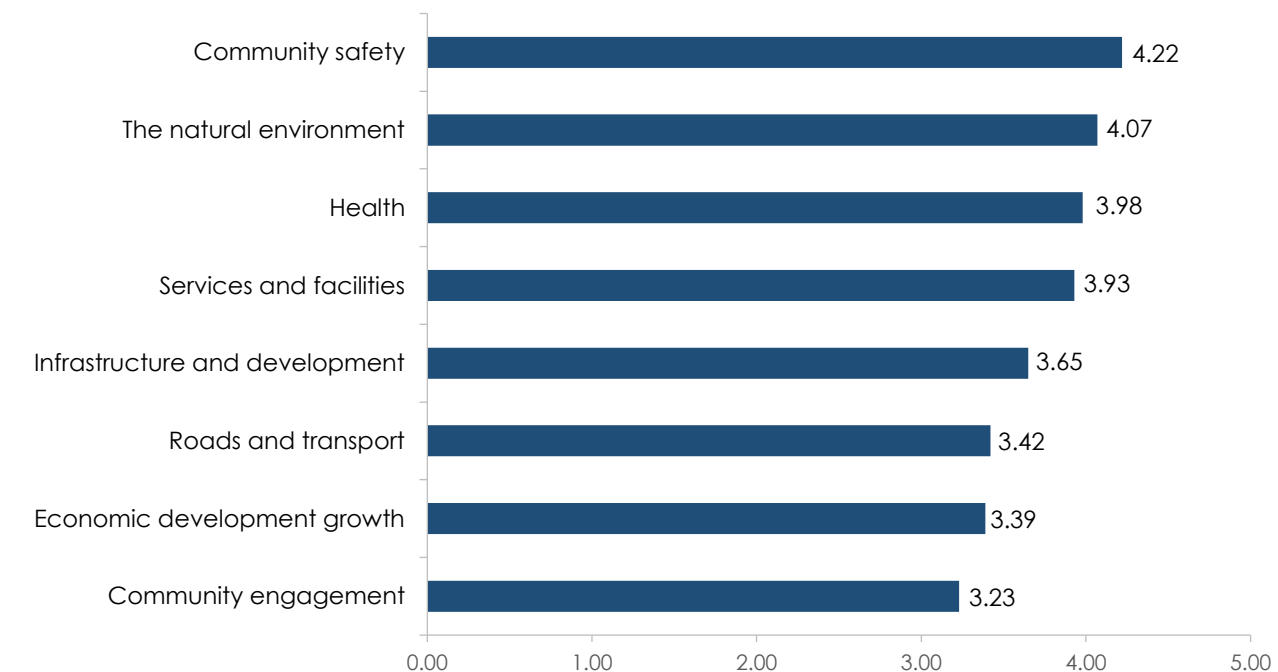
Scale: 1 = strongly disagree, 5 = strongly agree

Key Findings – Quality of Life – Regression Analysis
Top 5 variables (out of 36) contribute over 41% towards driving quality of life

The 36 'general community' attributes referred to on the previous slide were used in a regression analysis with 'overall quality of life' as the dependent variable (the r-squared value of 0.27 is quite low, suggesting there are likely to be other drivers of quality of life not included in our list of 36 attributes). Note the importance of 'community' – three of the top five drivers of quality of life refer to a sense of community/ community groups/community life:

Attribute	Value
Living in Sutherland Shire gives you a sense of living in a community	16.7%
You feel safe in your home	7.6%
There is a good range of community groups and support networks…	7.0%
There is urban vitality that supports a good lifestyle quality in…	5.1%
People in Sutherland Shire have fair opportunity to participate in…	5.0%
Council adequately considers community concerns and views in…	4.2%
The community in Sutherland Shire is harmonious, cohesive and…	4.2%
Sutherland Shire is a safe area for pedestrians	3.3%
Healthy lifestyle opportunities are available in Sutherland Shire	3.2%
Planning for local economic growth and development is adequate	3.2%
You feel safe during the day	3.1%
You feel safe using public facilities	3.0%
The Sutherland Shire community is compassionate and supportive of…	2.7%
Traffic systems provide for safe and efficient traffic flow	2.6%
Council plans well to help secure the community's long term future	2.5%
Beaches are well patrolled by lifeguards	2.2%
The cost of living in Sutherland Shire is affordable for you	2.2%
Graffiti is adequately controlled	1.9%
There is a diversity of housing types to suit the needs of our community	1.9%
There is a good range of leisure and recreation opportunities	1.9%
Beaches are kept clean and tidy	1.7%
Local bushland and reserves are well managed	1.6%
Information about Council and its decisions is clear and accessible	1.4%
New developments are helping to preserve and enhance an…	1.2%
Quality education is available and accessible in the LGA	1.2%
The natural environment is respected and protected	1.2%
You feel able to afford a reasonable standard of housing in this area	1.2%
You feel safe during the night	1.1%
Hospitals, medical and mental health services in the LGA are…	1.0%
Shops and services in shopping areas meet residents' needs	1.0%
Sutherland Shire is a safe area for cyclists	0.9%
There is a good range of opportunities for cultural and artistic…	0.9%
The local economy provides a wide range of work opportunities	0.9%
The Sutherland Shire Council supports a variety of businesses	0.8%
Sporting facilities in the area meet your needs	0.4%
Public transport is adequate for your needs	0.2%

Key Findings – Valued Aspects

Overview (Most Valued Thing About Living in the LGA)

Summary

Residents strongly value their access to the natural environment (62%), including beaches, parks and nature reserves.

Q1a.   What do you value most about living in the Sutherland Shire area?

Word Frequency Tagging

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

Access to beautiful beaches, parks and nature reserves	62%
Atmosphere and community	23%
Location, i.e. near to city without being too close	13%
Lifestyle	11%
Peaceful and quiet	10%

Base: N = 604

Note: total responses are greater than 100%, as respondents could give more than one answer
Note: responses <10% are shown in Appendix A

Key Findings – Priority Issues

Overview (Highest Priority Issues Within the Sutherland Shire)

Summary

Residents believe traffic congestion (38%), as well as overdevelopment (29%) and its impacts on population growth and infrastructure, are the highest priority issues for the Shire in the next 10 years.

Q1b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?

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.

Base: N = 604

Note: total responses are greater than 100%, as respondents could give more than one answer
Note: responses <10% are shown in Appendix A

Key Findings – Services/Facilities

Comparison with LGA Benchmarks

Residents were asked to rate 36 Council-provided services and facilities in terms of their Importance and Satisfaction (Satisfaction ratings were only obtained for Importance ratings of 4 or 5). Of the 36 services/facilities, Micromex has benchmark data for 31.

Nine of the 31 comparable measures were rated **above** the benchmark by more than 0.15. These services/ facilities covered a range of areas, from environmental (bushland, beaches/waterways) to jobs, financial management, Hazelhurst gallery, stormwater drainage, condition of local roads, etc.

Six of the measures were rated **lower** than the benchmark threshold of -0.15. Encouragingly, no specific themes emerged here – although references to 'effective communication of council decisions' and 'long term planning for the Shire' should be noted:

Service/Facility	Sutherland Shire Council Satisfaction Scores	Benchmark Variances
Hazelhurst Regional Gallery	4.45	0.59
Management of local bushland	3.81	0.40
Stormwater drainage	3.75	0.35
Supporting local jobs and businesses	3.56	0.33
Management of beaches and waterways	3.89	0.32
Overall condition of the local sealed road network	3.19	0.29
Financial management	3.36	0.28
Domestic animal control in public places	3.62	0.19
Childcare services	3.78	0.16
Provision of information about local services and activities	3.56	0.13
Library services	4.35	0.11
Leisure Centres (swimming pools)	3.89	0.11
Parks and playgrounds	3.91	0.08
Community buildings and halls	3.68	0.02
Provision of footpaths	3.17	0.02
Overall condition of the local footpath network	3.16	0.01
Streetscapes around shopping areas	3.49	-0.01
Household waste service, including rubbish and recycling	4.03	-0.03
Ovals and sportsgrounds	3.86	-0.04
Sutherland Entertainment Centre	3.82	-0.04
Opportunity to participate in Council's decision-making	3.02	-0.06
Festival and events programs	3.74	-0.09
Graffiti removal in public places	3.39	-0.10
Consideration of local community views in decision making	2.94	-0.14
Location/availability of public toilets	3.02	-0.15
Condition/cleanliness of public toilets	3.01	-0.16
Long-term planning for the Shire	2.93	-0.19
Neighbourhood traffic conditions/management	2.94	-0.22
Quality and character of the built environment	3.39	-0.27
Effective communication of council decisions	3.01	-0.42
Provision of bike paths	2.76	-0.52

Scale: 1 = not at all satisfied, 5 = very satisfied   ▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark
Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Key Findings – Services/Facilities

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 – a Shapley Regression – 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 Sutherland Shire Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 36 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Sutherland Shire Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'supporting local jobs and businesses' was given an importance score of 4.45, 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 3.56, which indicates that residents have a 'moderate' level of satisfaction with Sutherland Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'Hazelhurst Regional Gallery' (3.51 importance vs. 4.45 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.

Key Findings – Services/Facilities

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	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Long-term planning for the Shire	4.70	2.93	1.77
2	Neighbourhood traffic conditions/management	4.53	2.94	1.59
3	Effective communication of council decisions	4.35	3.01	1.34
3	Consideration of local community views in decision making	4.28	2.94	1.34
5	Overall condition of the local sealed road network	4.52	3.19	1.33
5	Condition/cleanliness of public toilets	4.34	3.01	1.33
7	Location/availability of public toilets	4.26	3.02	1.24
8	Timeliness of information on council decisions	4.15	2.94	1.21
9	Overall condition of the local footpath network	4.30	3.16	1.14
10	Financial management	4.46	3.36	1.10
10	Provision of footpaths	4.27	3.17	1.10
12	Opportunity to participate in Council's decision-making	4.00	3.02	0.98
13	Supporting local jobs and businesses	4.45	3.56	0.89
14	Quality and character of the built environment	4.23	3.39	0.84
15	Management of Shire tree coverage	4.26	3.44	0.82
15	Diversity & choice of housing types	4.06	3.24	0.82
17	Management of beaches and waterways	4.68	3.89	0.79
18	Appearance of suburbs	4.32	3.59	0.73
19	Graffiti removal in public places	4.09	3.39	0.70
20	Household waste service, including rubbish and recycling	4.72	4.03	0.69
20	Management of local bushland	4.50	3.81	0.69
20	Provision of bike paths	3.45	2.76	0.69
23	Stormwater drainage	4.42	3.75	0.67
24	Provision of information about local services and activities	4.18	3.56	0.62
25	Streetscapes around shopping areas	3.95	3.49	0.46
26	Domestic animal control in public places	3.89	3.62	0.27
27	Parks and playgrounds	4.12	3.91	0.21
28	Ovals and sportsgrounds	3.97	3.86	0.11
29	Festival and events programs	3.74	3.74	0.00
30	Leisure Centres (swimming pools)	3.85	3.89	-0.04
31	Cultural facilities & services overall	3.47	3.58	-0.11
32	Sutherland Entertainment Centre	3.60	3.82	-0.22
33	Community buildings and halls	3.36	3.68	-0.32
34	Library services	4.01	4.35	-0.34
35	Childcare services	3.27	3.78	-0.51
36	Hazelhurst Regional Gallery	3.51	4.45	-0.94

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

Key Findings – Services/Facilities

When we examine and review the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.93 and 3.36, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Long-term planning for the Shire	4.70	2.93	1.77
2	Neighbourhood traffic conditions/management	4.53	2.94	1.59
3	Effective communication of council decisions	4.35	3.01	1.34
3	Consideration of local community views in decision making	4.28	2.94	1.34
5	Overall condition of the local sealed road network	4.52	3.19	1.33
5	Condition/cleanliness of public toilets	4.34	3.01	1.33
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9	Overall condition of the local footpath network	4.30	3.16	1.14
10	Financial management	4.46	3.36	1.10
10	Provision of footpaths	4.27	3.17	1.10

Several themes emerged from the gap analysis:

- Four attributes concerning roads and footpaths were amongst the 11 attributes with the highest performance gaps

- Similarly, the two statements about the location and condition of public toilets had relatively low satisfaction scores compared to their importance scores

- Community engagement is a potential area of opportunity for Council – note that 'effective communication of council decisions', 'consideration of local community views in decision making', and 'timeliness of information on council decisions', all feature in the above table

- The largest performance gap was recorded for 'long term planning for the Shire'. The gap for this attribute – along with 'financial management' – may be in part a function of the community engagement issue discussed above

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

Key Findings – Services/Facilities

Quadrant Analysis

Step 2.   **Quadrant Analysis**

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery 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 4.12 and the average rated satisfaction score was 3.48. Therefore, any facility or service that received a mean stated importance score of ≥ 4.12 would be plotted in the higher importance section and, conversely, any that scored < 4.12 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.48. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction
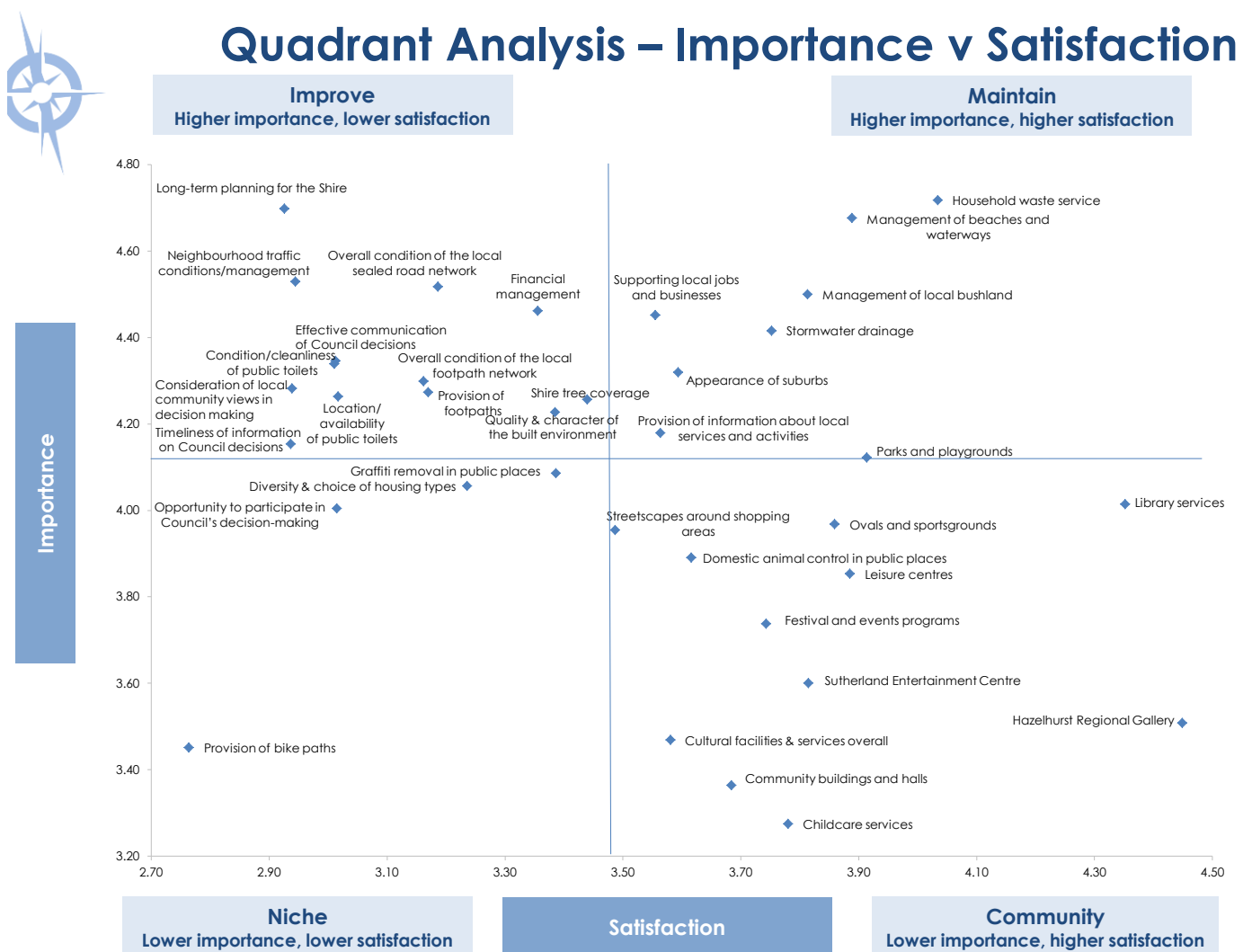
Key Findings – Services/Facilities

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'household waste services', 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 'neighbourhood traffic conditions/management' 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 'provision of bike paths', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'childcare services', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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 'overall condition of the local sealed road network, 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 Sutherland Shire Council <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

Step 3.   The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Key Findings – Services/Facilities

Key Drivers of Satisfaction with Sutherland Shire Council

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

These top 8 services/facilities account for almost 57% of overall satisfaction with Council. This indicates that the remaining 28 attributes we obtained measures on have only a limited impact on the community's satisfaction with Sutherland Shire Council's performance. Therefore, whilst all 36 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 8 Indicators Contribute to Almost 57% of Overall Satisfaction with Council
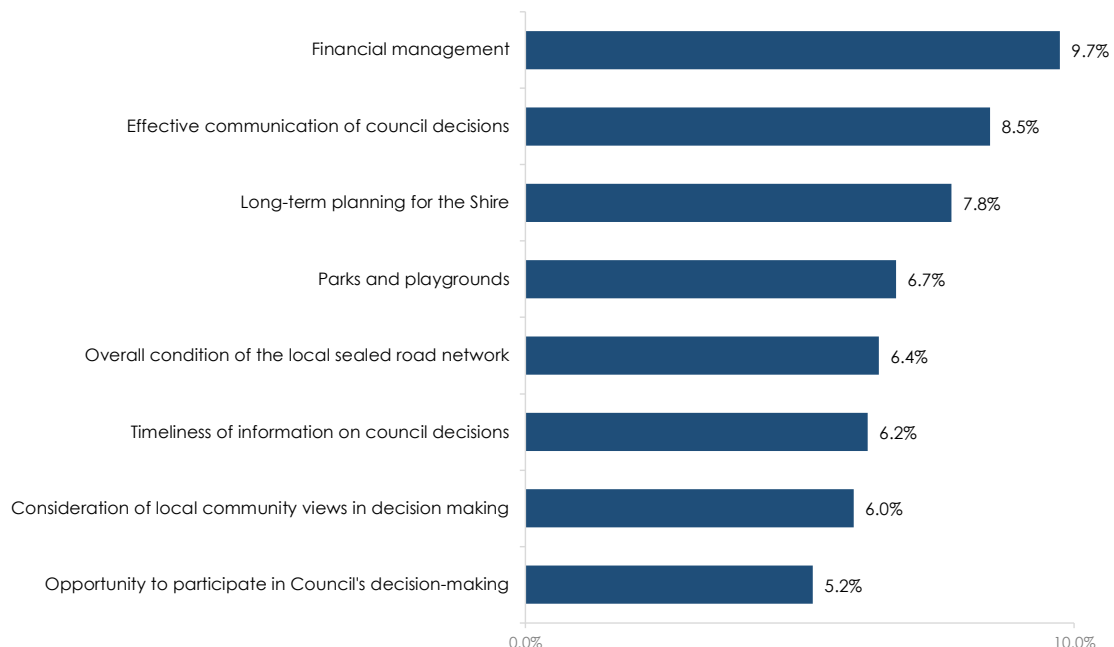
Indicator	Percentage
Financial management	9.7%
Effective communication of council decisions	8.5%
Long-term planning for the Shire	7.8%
Parks and playgrounds	6.7%
Overall condition of the local sealed road network	6.4%
Timeliness of information on council decisions	6.2%
Consideration of local community views in decision making	6.0%
Opportunity to participate in Council's decision-making	5.2%

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

These 8 services/facilities are the key community priorities and by addressing these, Sutherland Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'opportunity to participate in Council's decision-making' contributes 5.2% towards overall satisfaction, while 'opportunity to participate in Council's decision-making' (9.7%) is a stronger driver, contributing almost twice as much to overall satisfaction with Council.

Key Findings – Services/Facilities

Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'parks and playgrounds. Council should look to maintain/consolidate their delivery in these areas.
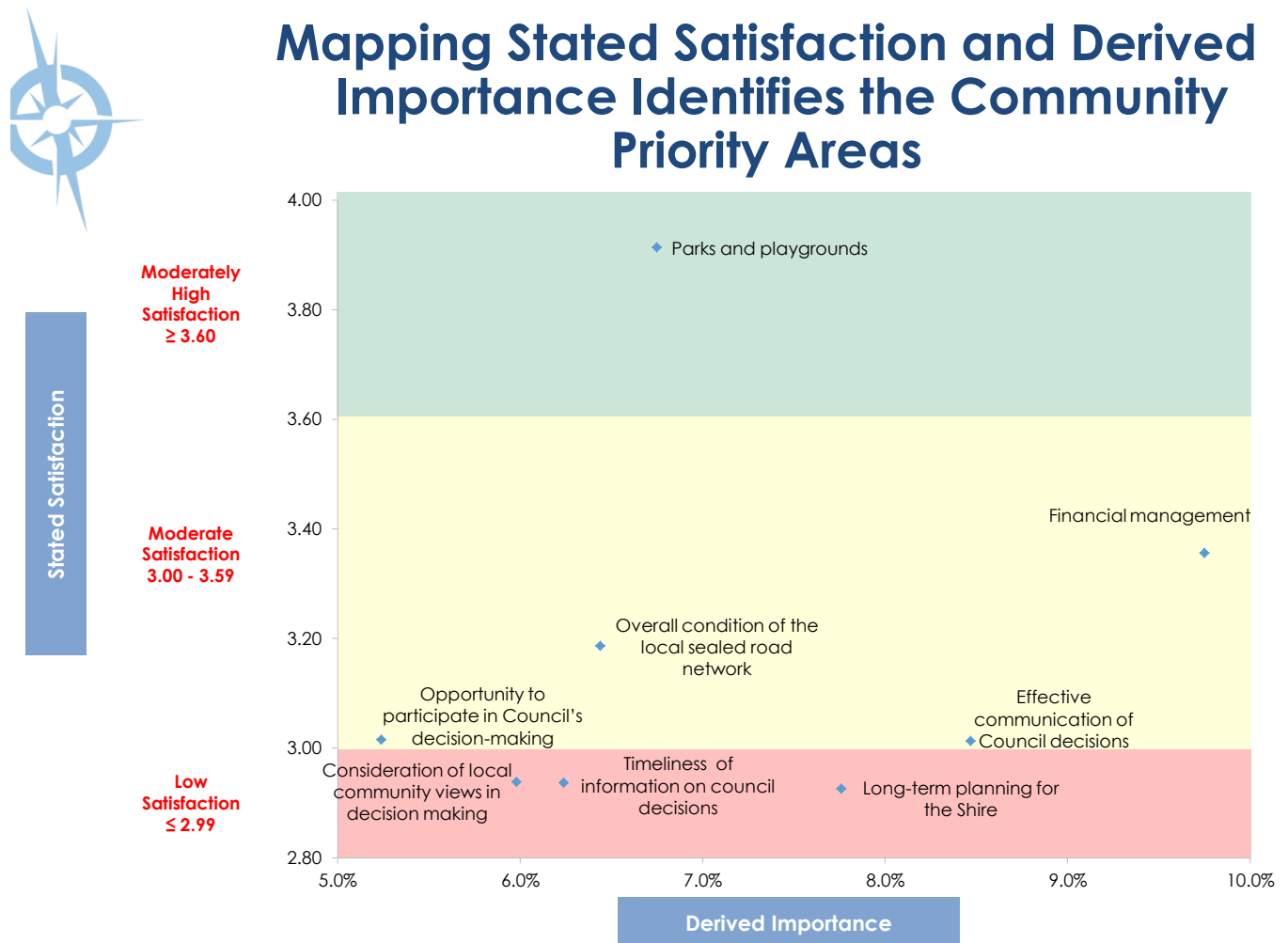
It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Sutherland Shire Council can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Moderately High Satisfaction ≥ 3.60

Moderate Satisfaction 3.00 - 3.59

Low Satisfaction ≤ 2.99

Stated Satisfaction

- Parks and playgrounds (≈6.7%, 3.90)
- Financial management (≈9.8%, 3.35)
- Overall condition of the local sealed road network (≈6.4%, 3.19)
- Opportunity to participate in Council's decision-making (≈5.2%, 3.02)
- Effective communication of Council decisions (≈8.5%, 3.01)
- Consideration of local community views in decision making (≈6.0%, 2.94)
- Timeliness of information on council decisions (≈6.2%, 2.94)
- Long-term planning for the Shire (≈7.8%, 2.94)

Derived Importance (axis: 5.0%, 6.0%, 7.0%, 8.0%, 9.0%, 10.0%; satisfaction axis: 2.80, 3.00, 3.20, 3.40, 3.60, 3.80, 4.00)

This analysis suggests that community engagement ('consideration of local community views in decision making', 'timeliness of information on Council decisions', 'opportunity to participate in council's decision-making' and 'effective communication of Council decisions') is a key opportunity area for Council.

Other opportunities to lift overall satisfaction include 'financial management', 'long-term planning for the Shire' and 'overall condition of the local sealed road network'. Of course, it is possible that part of the issue with these areas is better communication of what Council is already doing, rather than simply investing more in these areas.
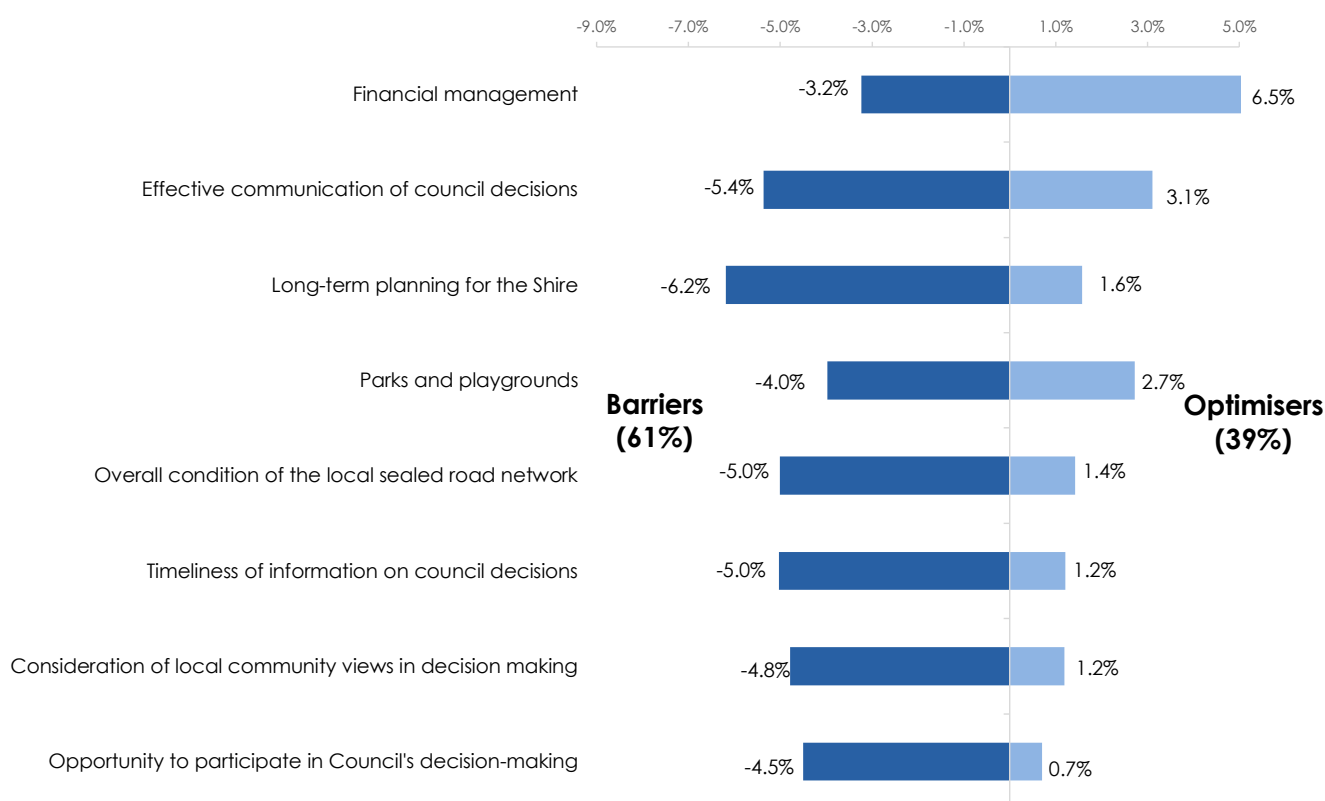
Key Findings – Services/Facilities

Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers

	Barriers	Optimisers
Financial management	-3.2%	6.5%
Effective communication of council decisions	-5.4%	3.1%
Long-term planning for the Shire	-6.2%	1.6%
Parks and playgrounds	-4.0%	2.7%
Overall condition of the local sealed road network	-5.0%	1.4%
Timeliness of information on council decisions	-5.0%	1.2%
Consideration of local community views in decision making	-4.8%	1.2%
Opportunity to participate in Council's decision-making	-4.5%	0.7%

Barriers (61%)   **Optimisers (39%)**

Different levers address the different levels of satisfaction across the community

Summary and Recommendations

Summary and Recommendations

Summary

Results of this community survey are favourable for Council:

- Overall satisfaction with the performance of Council is high, and above our relevant benchmarks:
  - This result is supported by the ratings of numerous specific services/facilities, where nine scored above our benchmark threshold and only six scored below the threshold
- Residents' self-rated quality of life was also very positive, with less than 1% selecting the bottom three codes on a six-point scale
- Support for Council's community vision was overwhelming, with almost two thirds (64%) committing to the top 'very supportive' code on a five-point scale

In terms of service/facility delivery, opportunities for Council to explore include:

- ***Communication/community engagement***: Across a number of measures (e.g.: comparison with normative benchmarks, performance gap analysis – even on some of the CSP metrics), residents expressed a desire for greater communication/engagement from Council. And the Shapley Regression analysis confirmed this as a key driver of overall satisfaction with Council.

- ***Financial management***: Both the performance gap analysis and the Shapley Regression revealed that financial management was an issue for some residents. We suspect that this may be related to the above point – that is, greater communication of financial management may be the key, rather than changing financial management processes.

- ***Long-term planning***: The issue of long term planning was also highlighted on two measures (comparison with normative benchmarks, performance gap analysis) – and the Shapley Regression identified it as a key driver of overall satisfaction with Council. Once again, we suspect this may be related to communications/engagement.

- ***Roads/Footpaths***: In many studies we have conducted for other Councils, roads (both condition and congestion) feature as a resident concern. This may reflect in part that they are very visible (we use them most days). They have certainly featured in this Sutherland survey – not only on rating questions but also on the open-ended 'priority issues' question. And the 'condition' of local roads is one of the key drivers of overall satisfaction based on the Shapley Regression. Council needs to be mindful that roads and footpaths are a concern for residents – but that spending more and more on roads may not deliver commensurate returns.

In terms of shaping the new CSP:

- The vision statement resonates with the community – and follow-up questions support this finding:
  - The natural environment (one of the elements of the vision statement) is a key positive for the community – not only based on rating questions, but also on the open-ended 'valued aspects' question
  - Similarly, community safety (another element of the vision statement) was rated strongly – and the regression analysis suggested it was positively related to overall quality of life
  - A sense of community was also a dominant attribute – mentioned on the open-ended 'valued aspects' question and again seemingly a driver of overall quality of life
- Areas of potential community concern to be considered for the next CSP include:
  - Greater community engagement in terms of planning for the future
  - Overdevelopment/population growth
  - Cost of living/housing affordability
  - Roads and transport

Council should consider conducting follow-up, qualitative research (e.g.: community focus groups/workshops), to provide context around some of the key survey findings, such what the community's expectations and concerns are around engagement/communications, financial management, long-term planning, over development, etc.

Section A – Priority Issues

Overall Performance of Council

Summary

Residents rated the overall performance of Council as 'moderately high', with 92% of residents indicating they were at least 'somewhat satisfied'.

Residents aged 35-49 were significantly more likely to be satisfied, whilst those aged 50-64 were significantly less likely.

Satisfaction with Sutherland Council is significantly higher than the 'regional' and 'all of NSW' benchmarks, a positive finding for Sutherland Shire.

Q3.   *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?*

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.62	3.62	3.62	3.62	3.76▲	3.41▼	3.69	3.60	3.69

	Ward A	Ward B	Ward C	Ward D	Ward E
Mean ratings	3.67	3.52	3.57	3.69	3.65

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Sutherland Shire Council 2016
Mean ratings	3.45	3.22▼	3.31▼	3.62▲

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

▲▼ = A significantly higher/lower level of satisfaction

Base: N = 604

Quality of Life

Summary

Overall, residents rate their quality of life in Sutherland Shire as 'good' to 'excellent', with over half (52%) rating their quality of life as 'excellent'.

Females and residents living in Ward E were significantly more likely to rate their quality of life as high, whilst those living in Ward C were significantly less likely.

Q1c.   Overall, how would you rate the quality of life you have living in the Sutherland Shire?

	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	5.41	5.34	5.48▲	5.42	5.47	5.39	5.36	5.43	5.36

	Ward A	Ward B	Ward C	Ward D	Ward E
Mean ratings	5.45	5.37	5.22▼	5.44	5.58▲

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating

Excellent — 52%
Very good — 39%
Good — 9%
Fair — <1%
Poor — 0%
Very poor — <1%

Base: N = 604

Most Valued Thing about Living in the LGA

Summary

Residents strongly value their access to the natural environment (62%), including beaches, parks and nature reserves.

Q1a.   What do you value most about living in the Sutherland Shire area?

Word Frequency Tagging

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

Access to beautiful beaches, parks and nature reserves	62%
Atmosphere and community	23%
Location, i.e. near to city without being too close	13%
Lifestyle	11%
Peaceful and quiet	10%

Base: N = 604

Note: total responses are greater than 100%, as respondents could give more than one answer
Note: responses <10% are shown in Appendix A

Highest Priority Issues Within the Sutherland Shire

Summary

Residents believe traffic congestion (38%), as well as overdevelopment (29%) and its impacts on population growth and infrastructure, are the highest priority issues for the Shire in the next 10 years.

Q1b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?

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.

Base: N = 604

Note: total responses are greater than 100%, as respondents could give more than one answer
Note: responses <10% are shown in Appendix A

Section B – Community Strategic Plan

Support for Community Vision

"A connected and safe community that respects people and nature, enjoying active lives in a strong local economy"

Summary

Support for the community vision was 'extremely high', with 99% of residents indicating they are at least 'somewhat supportive' of the community vision, and almost two-thirds (66%) indicating they are 'very supportive'.

Females and residents living in Ward A were significantly more likely to be supportive of the community vision.

Q4a. *How supportive are you of this community vision?*

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.53	4.42	4.63▲	4.55	4.57	4.52	4.47	4.54	4.50

	Ward A	Ward B	Ward C	Ward D	Ward E
Mean ratings	4.64▲	4.44	4.40	4.53	4.62

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

▲▼ = A significantly higher/lower level of support
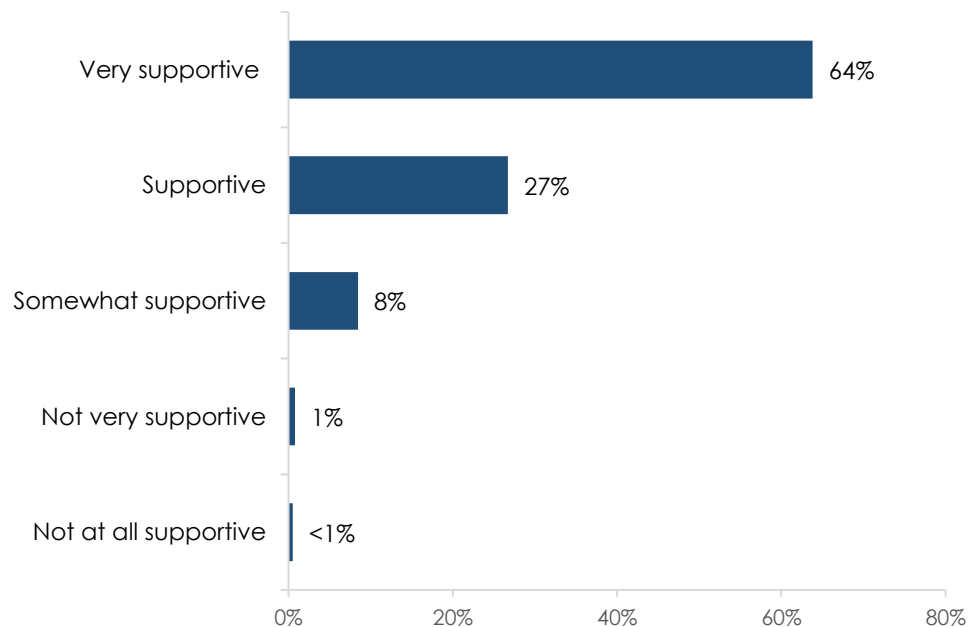
Base: N = 604

Support for Community Vision

Summary

Residents who were not supportive of the vision believe 'infrastructure to keep up with the growing population', and 'preventing overdevelopment' are the key things that should be incorporated into the community vision, further highlighting the priority issues residents have.

Q4a.   How supportive are you of this community vision?
Q4b.   (If not at all/not very supportive), what do you feel should be incorporated into a vision for the future of the Sutherland Shire?

	Count
Infrastructure to keep up with the growing population	4
Preventing overdevelopment	3
Car parking	2
Road infrastructure	2
Bushfire prevention	1
Community members with disabilities	1
Don't believe in mission statements	1
Hospitals	1
Maintenance of current infrastructure	1
Population management	1
Public transport	1
Town planning	1
Refused	1

Overall Summary of Agreement with Statements

Summary

The 36 general community statements that could potentially underpin the new CSP were grouped into the 8 service areas below.

The four statements relating to 'community safety' had the highest agreement levels, with an overall mean rating of 4.22, whilst the three 'community engagement' statements performed less well, receiving a mean rating of only 3.23. This highlights Council's need to engage with the community, and consider community concerns.

Q5.   Could you please indicate your level of agreement with each statement?

Service Area	Mean Rating
Community safety	4.22
The natural environment	4.07
Health	3.98
Services and facilities	3.93
Infrastructure and development	3.65
Roads and transport	3.42
Economic development growth	3.39
Community engagement	3.23
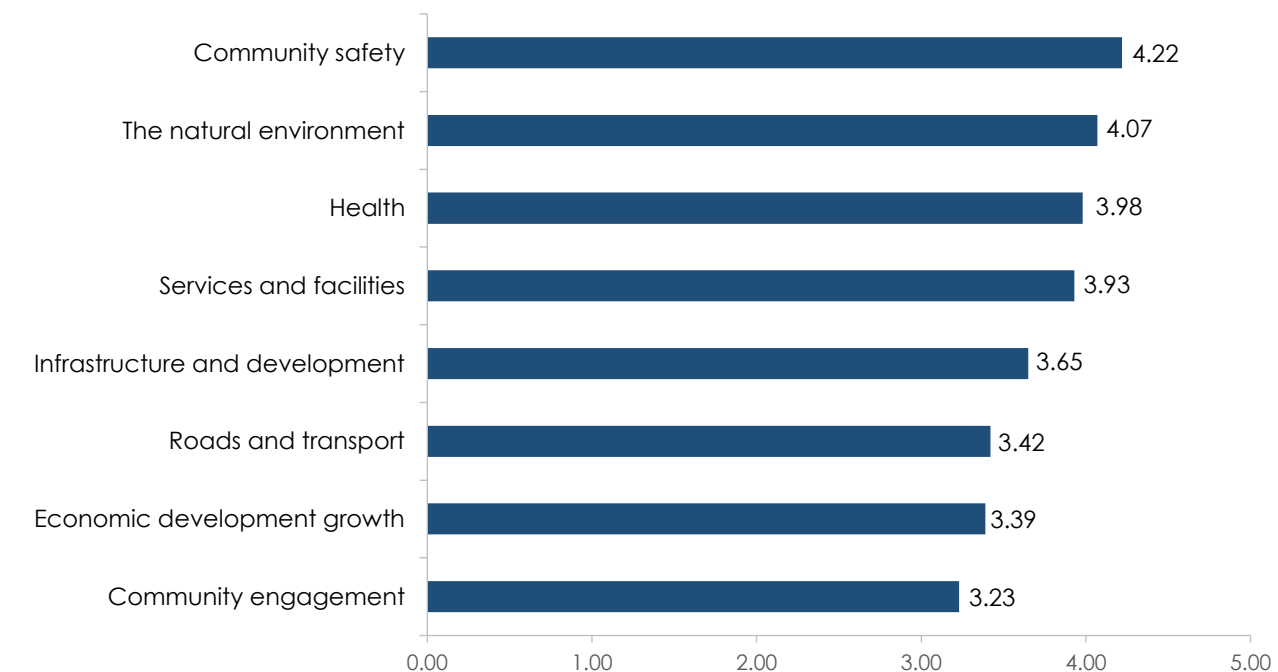
Scale: 1 = strongly disagree, 5 = strongly agree

Highest Agreement Statements

Summary

Statements of highest agreement were predominantly related to 'community safety' and 'services and facilities', with 7 of the top 11 statements concerning these two areas.

Mean ratings

Statement	Strongly disagree	Disagree	Agree	Strongly agree	Mean ratings
You feel safe in your home[2]	0%	0%	21%	75%	4.70
You feel safe during the day[2]	0%	0%	25%	70%	4.65
Beaches are well patrolled by lifeguards[4]	0%	1%	38%	50%	4.37
Healthy lifestyle opportunities are available in Sutherland Shire[7]	0%	2%	47%	41%	4.26
Shops and services in shopping areas meet residents needs[3]	1%	2%	44%	41%	4.24
Beaches are kept clean and tidy[4]	0%	1%	45%	39%	4.21
There is a good range of leisure and recreation opportunities[5]	0%	2%	45%	39%	4.21
Living in Sutherland Shire gives you a sense of living in a community[5]	1%	3%	46%	38%	4.18
Sporting facilities in the area meet your needs[5]	1%	2%	44%	37%	4.14
You feel safe during the night[2]	2%	5%	42%	37%	4.07
Quality education is available and accessible in the LGA[5]	1%	3%	44%	34%	4.07

Legend: ■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree

[1] – Roads and transport
[2] – Community safety
[3] – Infrastructure and development
[4] – The natural environment
[5] – Services and facilities
[6] – Community engagement/Planning
[7] – Health
[8] – Economic development growth

Lowest Agreement Statements

Summary

Overall agreement was lowest for the two categories of 'economic development growth' and 'community engagement', with these two categories accounting for 6 of the 10 statements.

Mean ratings

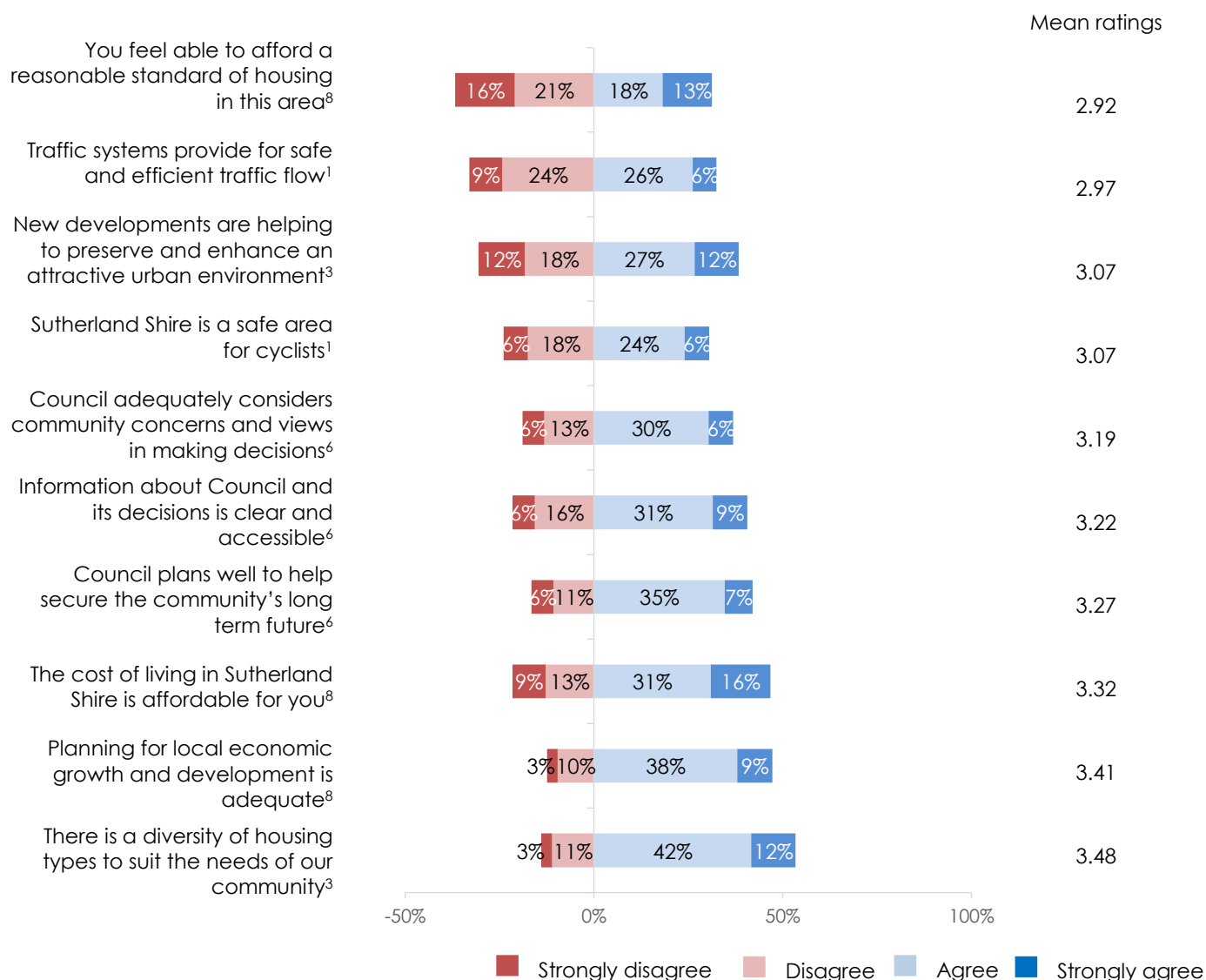| Statement	Strongly disagree	Disagree	Agree	Strongly agree	Mean ratings
You feel able to afford a reasonable standard of housing in this area[8]	16%	21%	18%	13%	2.92
Traffic systems provide for safe and efficient traffic flow[1]	9%	24%	26%	6%	2.97
New developments are helping to preserve and enhance an attractive urban environment[3]	12%	18%	27%	12%	3.07
Sutherland Shire is a safe area for cyclists[1]	6%	18%	24%	6%	3.07
Council adequately considers community concerns and views in making decisions[6]	6%	13%	30%	6%	3.19
Information about Council and its decisions is clear and accessible[6]	6%	16%	31%	9%	3.22
Council plans well to help secure the community's long term future[6]	6%	11%	35%	7%	3.27
The cost of living in Sutherland Shire is affordable for you[8]	9%	13%	31%	16%	3.32
Planning for local economic growth and development is adequate[8]	3%	10%	38%	9%	3.41
There is a diversity of housing types to suit the needs of our community[3]	3%	11%	42%	12%	3.48

■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree

[1] – Roads and transport
[2] – Community safety
[3] – Infrastructure and development
[4] – The natural environment
[5] – Services and facilities
[6] – Community engagement/Planning
[7] – Health
[8] – Economic development grow
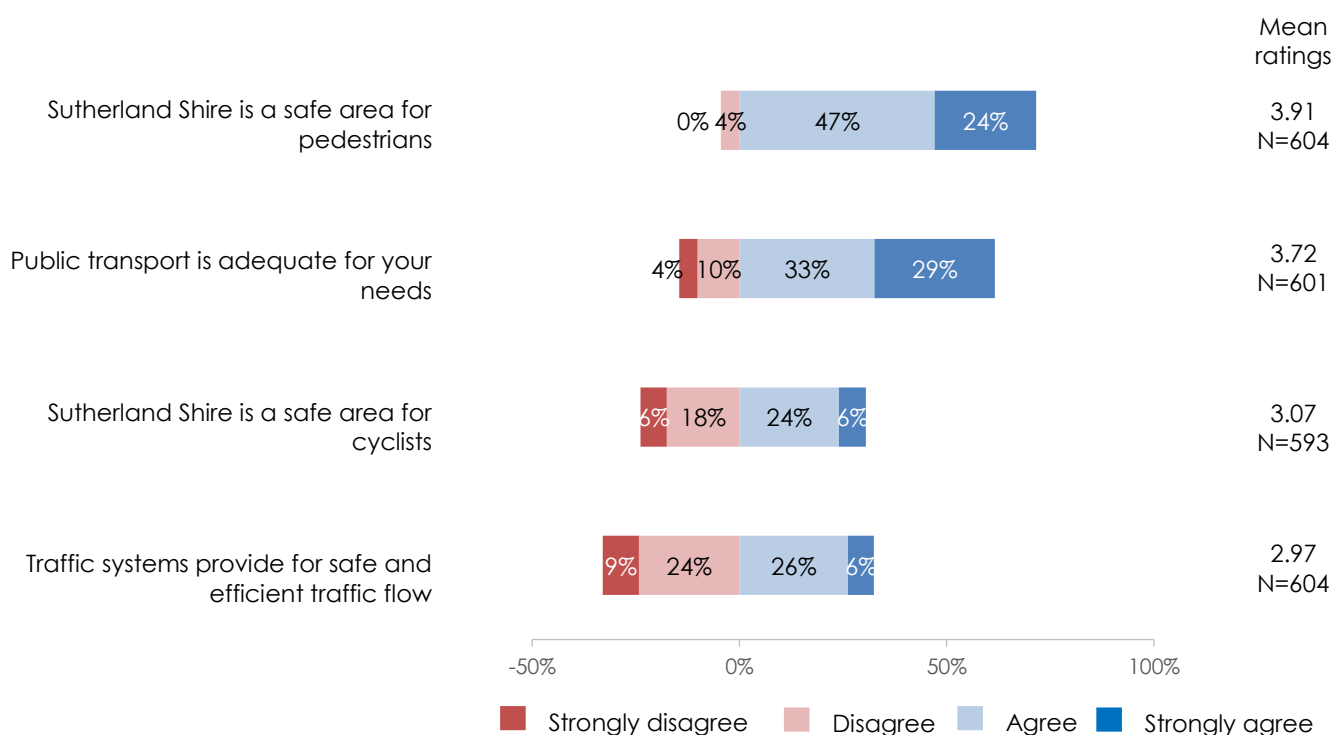
Roads and Transport

Summary

Residents had the highest agreement with 'Sutherland Shire is a safe area for pedestrians', with 71% of residents agreeing or strongly agreeing with this statement. Note however some relatively high disagreement scores, particularly in relation to 'safe and efficient traffic flow'.

18-34 year olds and non-ratepayers were significantly more likely to agree with the statements 'Sutherland Shire is a safe area for pedestrians' and 'traffic systems provide for safe and efficient traffic flow'.

Those aged 50-64 were significantly less likely to agree with all statements regarding road and transport.

Ward D residents had significantly higher agreement levels with 'public transport is adequate for your needs' and 'Sutherland Shire is a safe area for cyclists', whilst those living in Ward E were significantly less likely to agree with 'public transport is adequate for your needs'.

Q5.   *Could you please indicate your level of agreement with each statement?*

	Mean ratings
Sutherland Shire is a safe area for pedestrians	3.91 N=604
Public transport is adequate for your needs	3.72 N=601
Sutherland Shire is a safe area for cyclists	3.07 N=593
Traffic systems provide for safe and efficient traffic flow	2.97 N=604

Chart values:
- Sutherland Shire is a safe area for pedestrians: 0% 4%, 47%, 24%
- Public transport is adequate for your needs: 4% 10%, 33%, 29%
- Sutherland Shire is a safe area for cyclists: 6% 18%, 24%, 6%
- Traffic systems provide for safe and efficient traffic flow: 9% 24%, 26%, 6%

Legend: ■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree
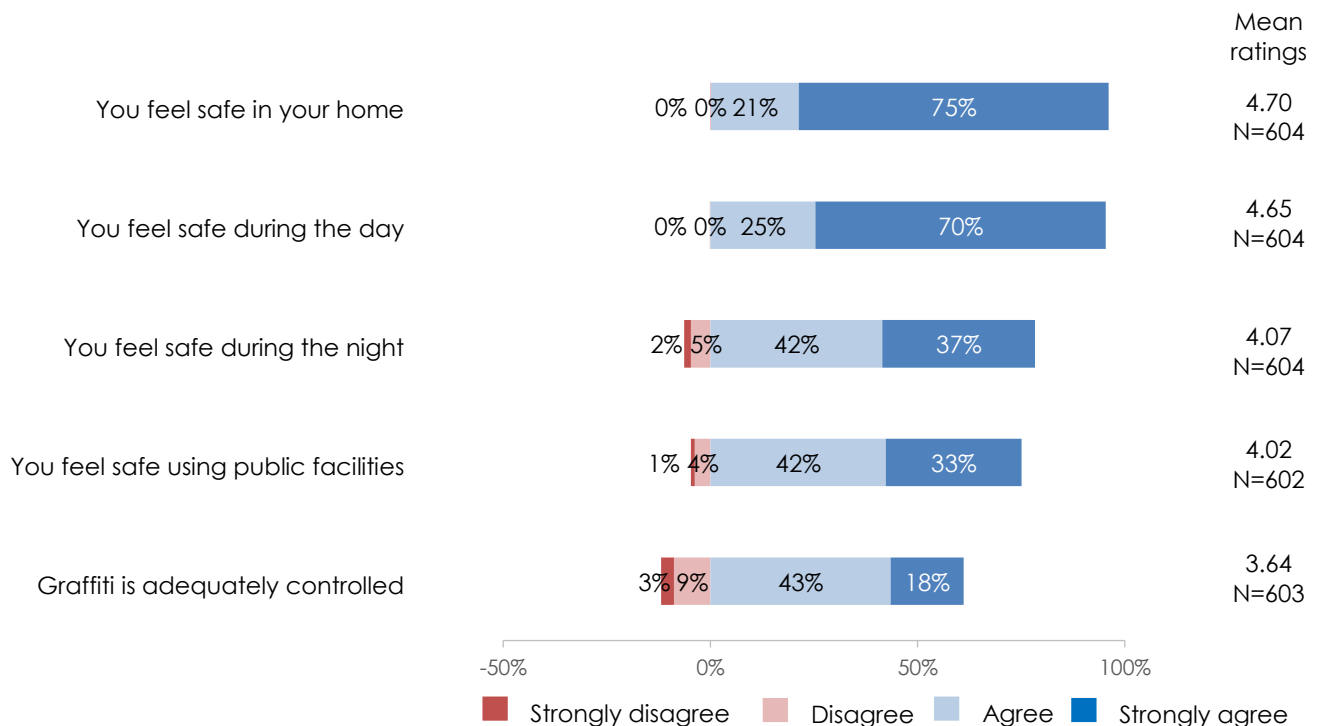
Community Safety

Summary

Agreement with the statements regarding safety was high, with 96% and 95% agreeing with the statements 'you feel safe in your home' and 'you feel safe during the day', respectively. Whilst there was less commitment to the positive end of the scale for the other statements in this group, disagreement scores were generally very low, suggesting no major community concerns here.

Males, residents aged 65+ and those living in Ward D were significantly more likely to agree with 'you feel safe during the night'.

Residents aged 35-49 non-ratepayers and residents of Ward A were significantly more likely to agree with 'you feel safe during the day' and 'graffiti is adequately controlled', whilst those aged 50-64, ratepayers and residents of Ward C were significantly less likely to agree with 'graffiti is adequately controlled'.

Those in Ward A, additionally, had significantly higher agreement for 'you feel safe in your home'.

Q5.   Could you please indicate your level of agreement with each statement?

		Mean ratings
You feel safe in your home	0% 0% 21% 75%	4.70 N=604
You feel safe during the day	0% 0% 25% 70%	4.65 N=604
You feel safe during the night	2% 5% 42% 37%	4.07 N=604
You feel safe using public facilities	1% 4% 42% 33%	4.02 N=602
Graffiti is adequately controlled	3% 9% 43% 18%	3.64 N=603

-50%   0%   50%   100%

■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree
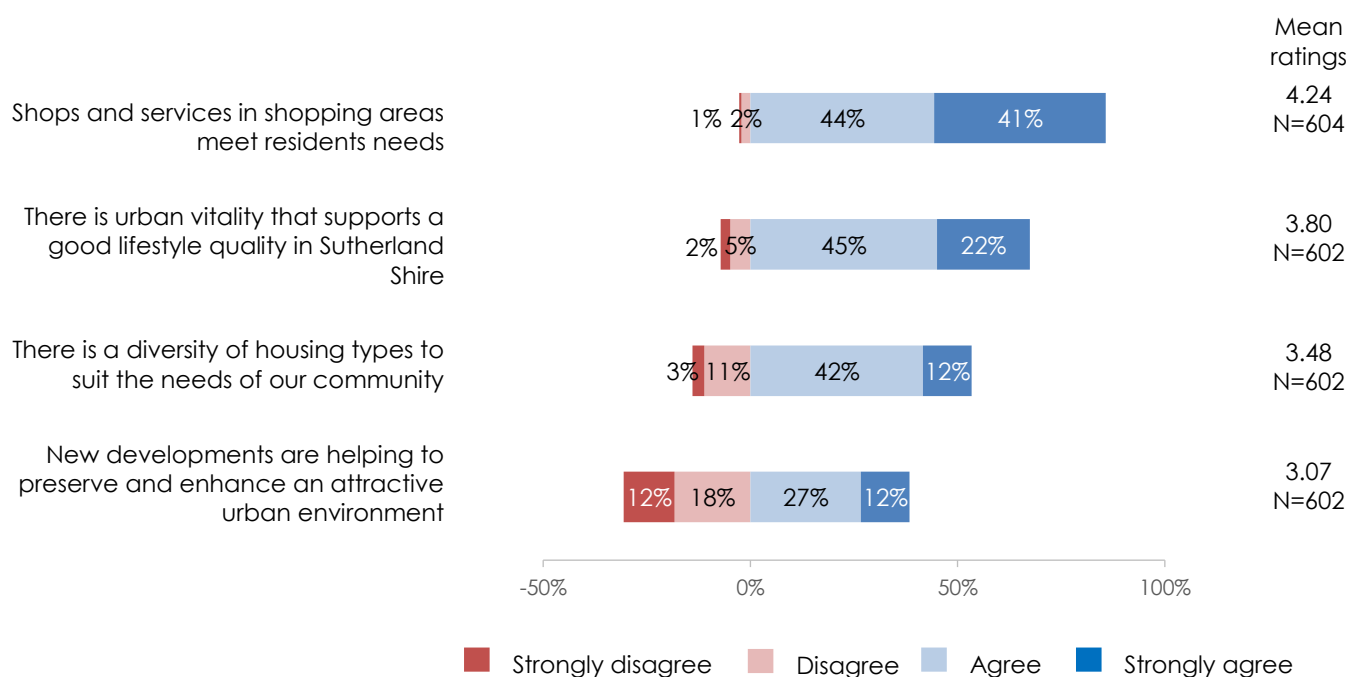
Infrastructure and Development

Summary

Agreement with 'shops and services in shopping areas meet residents' needs' had a very high level of agreement, whilst 'new developments are helping to preserve and enhance an attractive urban environment' had a moderate level of agreement – and a substantial 30% disagreed with this statement.

Females and Ward A residents expressed significantly higher levels of agreement with 'there is urban vitality that supports a good lifestyle quality in Sutherland Shire'.

18-34 year olds were significantly more likely to agree that 'shops and services in shopping areas meet residents' needs' and 'new developments are helping to preserve and enhance an attractive environment', whilst those aged 50-64 were significantly less likely to agree with these statements and 'there is urban vitality that supports a good lifestyle quality in Sutherland Shire'.

Non-ratepayers were significantly more likely to agree that 'new developments are helping to preserve and enhance an attractive urban environment'.

Q5.   *Could you please indicate your level of agreement with each statement?*

	Mean ratings
Shops and services in shopping areas meet residents needs — 1% / 2% / 44% / 41%	4.24 N=604
There is urban vitality that supports a good lifestyle quality in Sutherland Shire — 2% / 5% / 45% / 22%	3.80 N=602
There is a diversity of housing types to suit the needs of our community — 3% / 11% / 42% / 12%	3.48 N=602
New developments are helping to preserve and enhance an attractive urban environment — 12% / 18% / 27% / 12%	3.07 N=602

Axis: -50% — 0% — 50% — 100%

Legend: ■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree
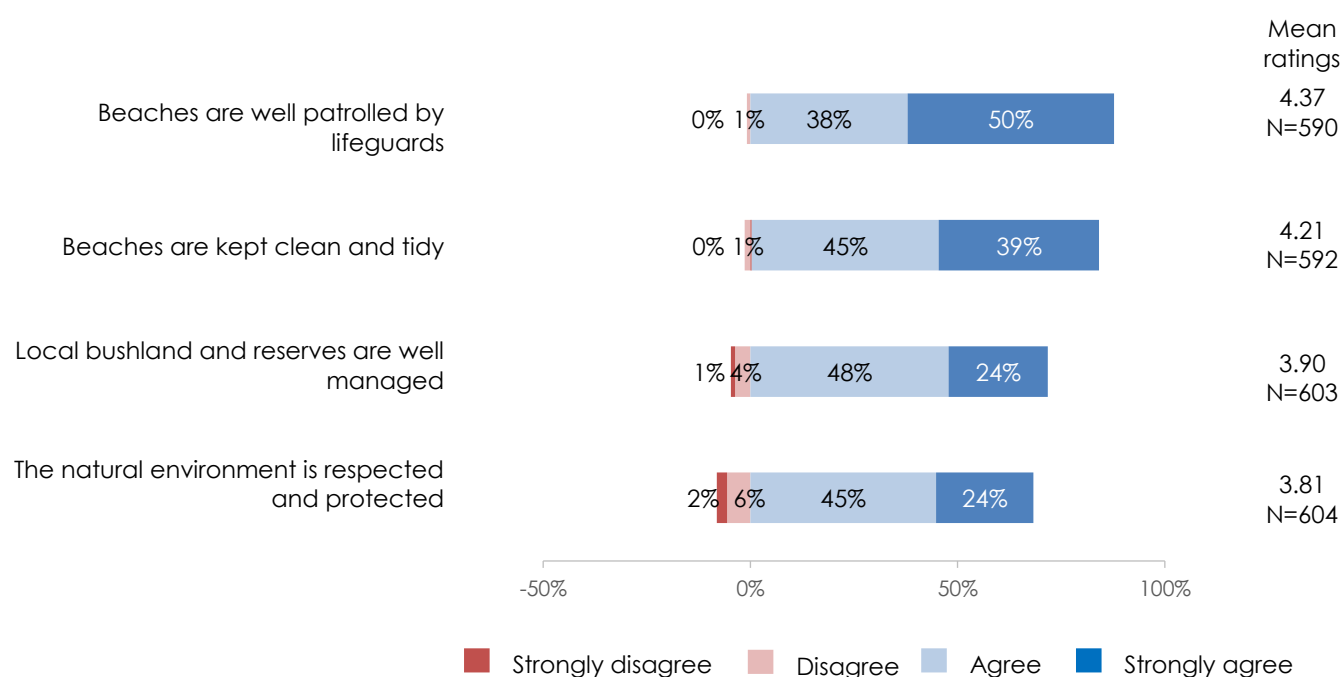
The Natural Environment

Summary

All statements regarding the natural environment had 'moderately high' to 'very high' agreement levels – and minimal disagreement responses.

Females were significantly more likely to agree that 'local bushland and reserves are well managed', whilst those aged 50-64 were significantly less likely to agree with this and 'the natural environment is respected and protected'.

Ward A residents expressed significantly higher levels of agreement with 'beaches are well patrolled by lifeguards', whilst those in Ward E expressed significantly lower levels for this and 'local bushland and reserves are well managed'.

Q5.   *Could you please indicate your level of agreement with each statement?*

	Mean ratings
Beaches are well patrolled by lifeguards	4.37 N=590
	0% 1% 38% 50%
Beaches are kept clean and tidy	4.21 N=592
	0% 1% 45% 39%
Local bushland and reserves are well managed	3.90 N=603
	1% 4% 48% 24%
The natural environment is respected and protected	3.81 N=604
	2% 6% 45% 24%

-50%   0%   50%   100%

■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree

Services and Facilities

Summary

Residents had the highest agreement levels with 'there is a good range of leisure and recreation opportunities' and 'living in Sutherland Shire gives you a sense of living in a community'.
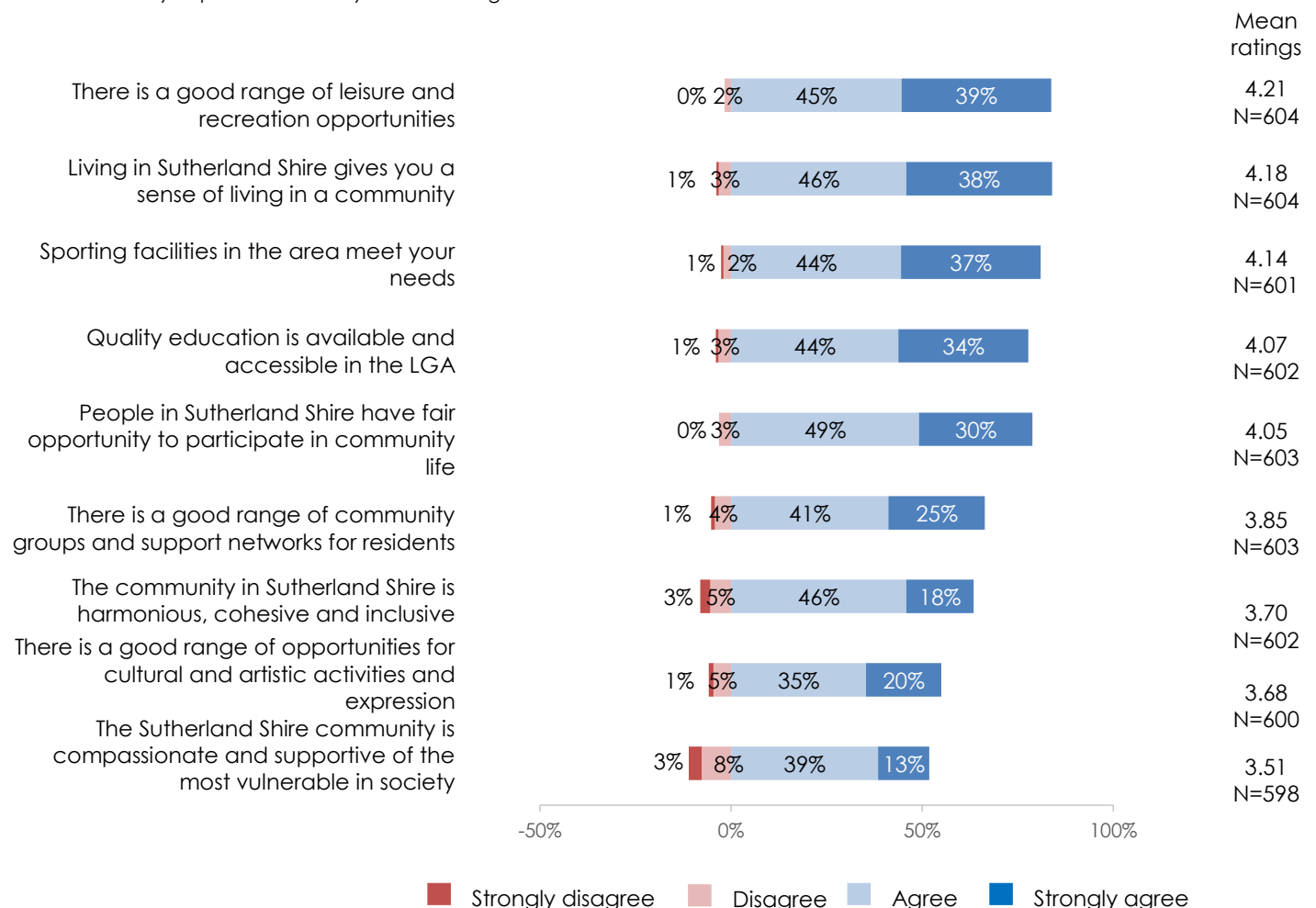
Females were significantly more likely to agree with all of the statements regarding services and facilities, with the exception of 'there is a good range of leisure and recreation opportunities'.

Those aged 35-49 were significantly less likely to agree that 'there is a good range of opportunities for cultural and artistic expression', whilst those aged 65+ were significantly more likely to agree with all of the statements, with the exception of 'living in Sutherland Shire gives you a sense of living in a community'.

Ward B and C residents expressed significantly lower levels of agreement with 'people in Sutherland Shire have fair opportunity to participate in community life', and Ward B residents also had lower levels of agreement with 'quality education is available and accessible in the LGA'.

Those living in Ward D residents were significantly more likely to agree that 'living in Sutherland Shire gives you a sense of living in a community', 'there is a good range of community groups and support networks', 'the community in Sutherland Shire is harmonious, cohesive and inclusive', 'people in Sutherland Shire have fair opportunity to participate in community life' and 'the Sutherland Shire is compassionate and supportive of the most vulnerable in society'.

Q5.   Could you please indicate your level of agreement with each statement?

Mean ratings

Statement	Strongly disagree	Disagree	Agree	Strongly agree	Mean
There is a good range of leisure and recreation opportunities	0%	2%	45%	39%	4.21 N=604
Living in Sutherland Shire gives you a sense of living in a community	1%	3%	46%	38%	4.18 N=604
Sporting facilities in the area meet your needs	1%	2%	44%	37%	4.14 N=601
Quality education is available and accessible in the LGA	1%	3%	44%	34%	4.07 N=602
People in Sutherland Shire have fair opportunity to participate in community life	0%	3%	49%	30%	4.05 N=603
There is a good range of community groups and support networks for residents	1%	4%	41%	25%	3.85 N=603
The community in Sutherland Shire is harmonious, cohesive and inclusive	3%	5%	46%	18%	3.70 N=602
There is a good range of opportunities for cultural and artistic activities and expression	1%	5%	35%	20%	3.68 N=600
The Sutherland Shire community is compassionate and supportive of the most vulnerable in society	3%	8%	39%	13%	3.51 N=598

Legend: ■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Community Engagement/Planning

Summary

Statements relating to community engagement/planning had the lowest overall mean ratings, with all statements rated of moderate agreement. Note that this is not necessarily due to strong levels of disagreement – rather, it is more a reflection of ambivalence.

Females were significantly more likely to agree with all 3 statements relating to community engagement.

Residents aged 50-64 were significantly less likely to agree with 'Council adequately considers community concerns and views in making decisions' and 'Council plans well to help secure the community's long term future', whilst those aged 65+ were significantly more likely to agree with the latter, and 'information about Council and its decisions is clear and accessible'.

Q5.   Could you please indicate your level of agreement with each statement?

Mean
ratings

Council plans well to help secure the
community's long term future

6% 11%   35%   7%

3.27
N=599

Information about Council and its
decisions is clear and accessible

6% 16%   31%   9%

3.22
N=602

Council adequately considers
community concerns and views in
making decisions

6% 13%   30%   6%

3.19
N=596

-50%   0%   50%   100%

■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree
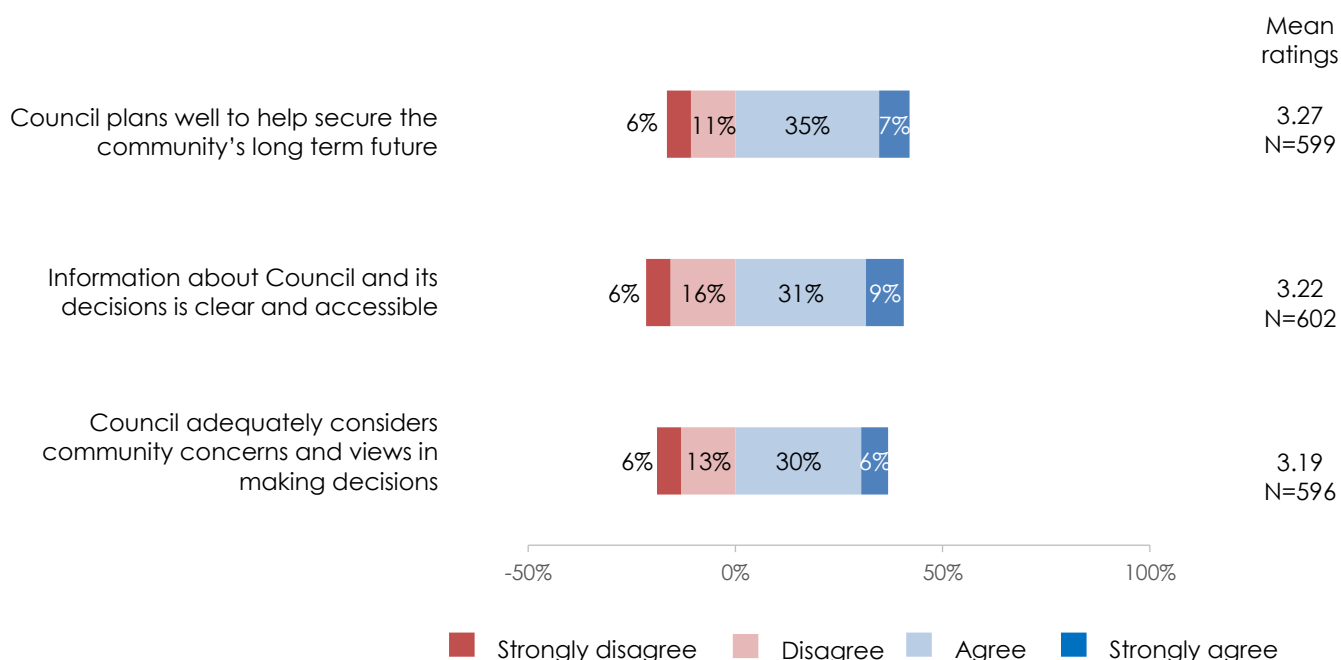
Scale: 1 = strongly disagree, 5 = strongly agree

Health

Summary

88% of residents agreed that 'healthy lifestyle opportunities are available in Sutherland Shire', with females and Ward D residents significantly more likely to agree with this.

Those aged 65+ were significantly more likely to agree that 'hospitals, medical and mental health services in the LGA are accessible and adequate'.

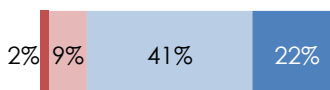*Q5.   Could you please indicate your level of agreement with each statement?*

Mean ratings
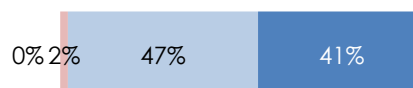
Healthy lifestyle opportunities are available in Sutherland Shire
0% 2%   47%   41%
4.26
N=604

Hospitals, medical and mental health services in the LGA are accessible and adequate
2% 9%   41%   22%
3.71
N=601

-50%   0%   50%   100%

■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Scale: 1 = strongly disagree, 5 = strongly agree

Economic Development Growth

Summary

There was a moderately high level of agreement with the statements about businesses/the economy – however, more polarised results were evident for the statements about the cost of living/housing affordability.

Females were significantly more likely to agree that 'the Sutherland Shire Council supports a variety of businesses' and 'the local economy provides a wide range of work opportunities'.

18-34 year olds had significantly higher agreement levels with 'planning for local economic growth and development is adequate', but had significantly lower levels with 'you feel able to afford a reasonable standard of housing in this area' and 'the cost of living in Sutherland Shire is affordable for you', whilst those aged 65+ were significantly more likely to agree with these statements, along with 'planning for economic growth and development is adequate'.

Those aged 50-64 were more likely so agree that 'the cost of living in Sutherland Shire is affordable for you', whilst less likely to agree that 'planning for local economic growth and development is adequate'.

Ratepayers had significantly higher agreement levels with 3 of the 5 statements relating to economic development growth. These were:

- The local economy provides a wide range of work opportunities
- You feel able to afford a reasonable standard of housing in this area
- The cost of living in Sutherland Shire is affordable for you

Ward D residents expressed significantly higher agreement with 'you feel able to afford a reasonable standard of housing in this area' and 'the cost of living in Sutherland Shire is affordable for you'.

Q5.   Could you please indicate your level of agreement with each statement?
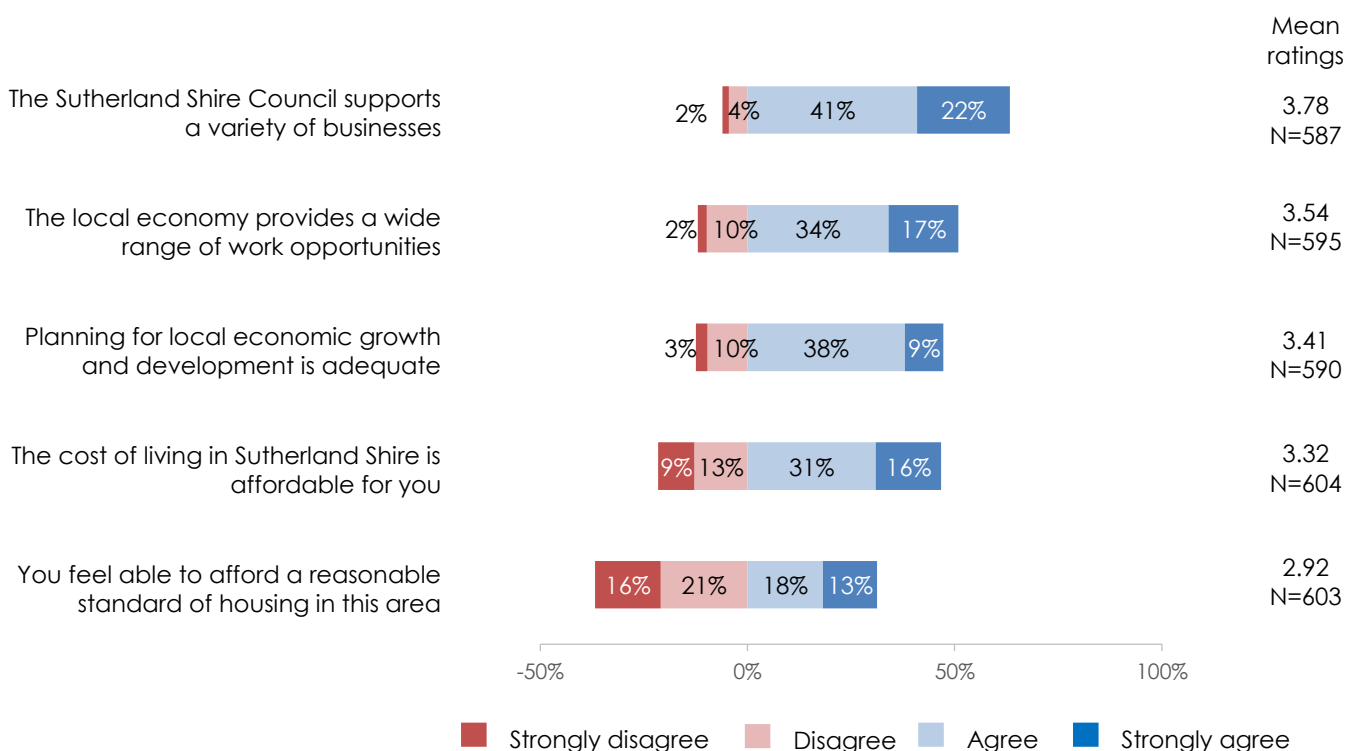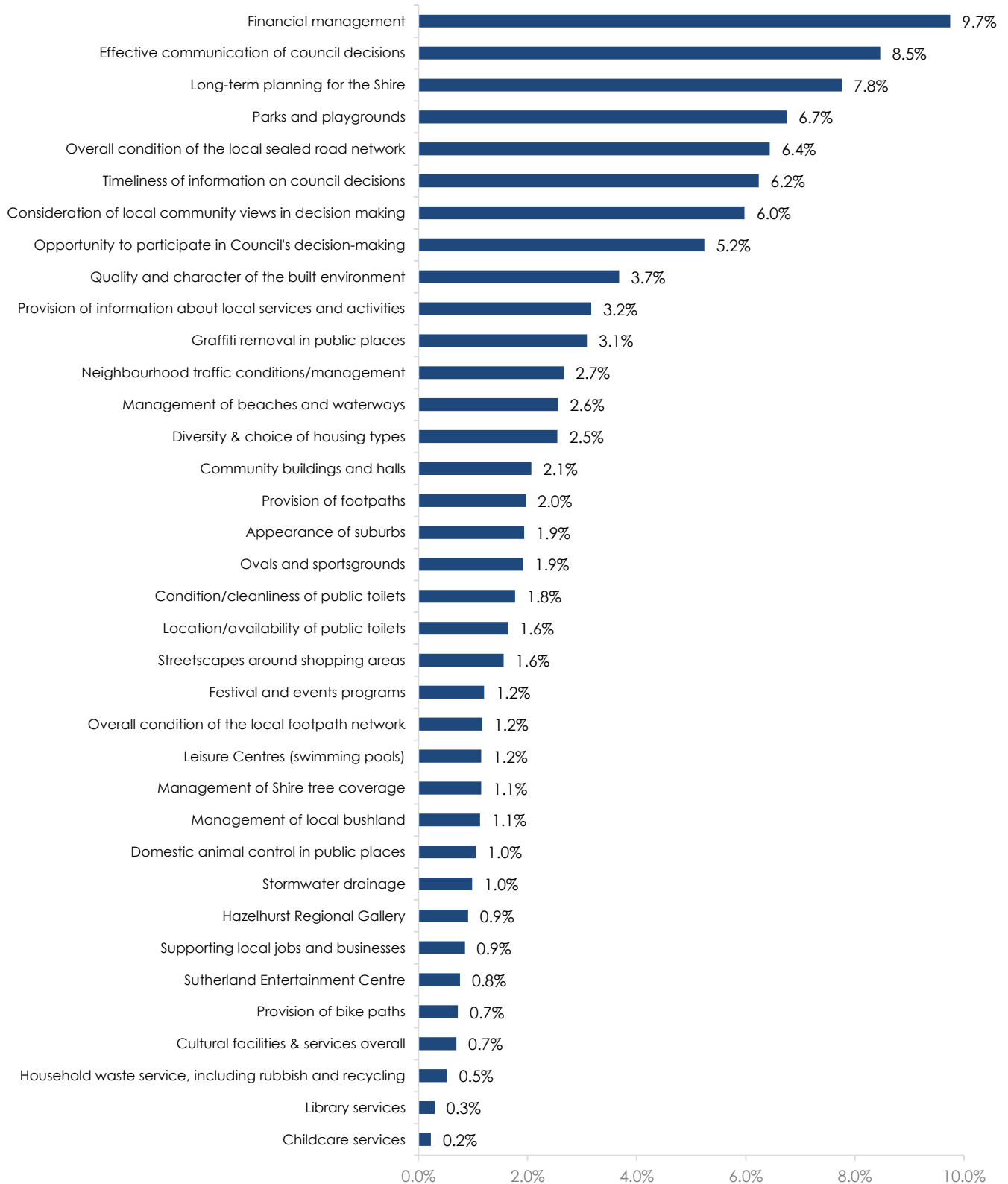

Scale: 1 = strongly disagree, 5 = strongly agree

Detailed Findings –
Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 36 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.
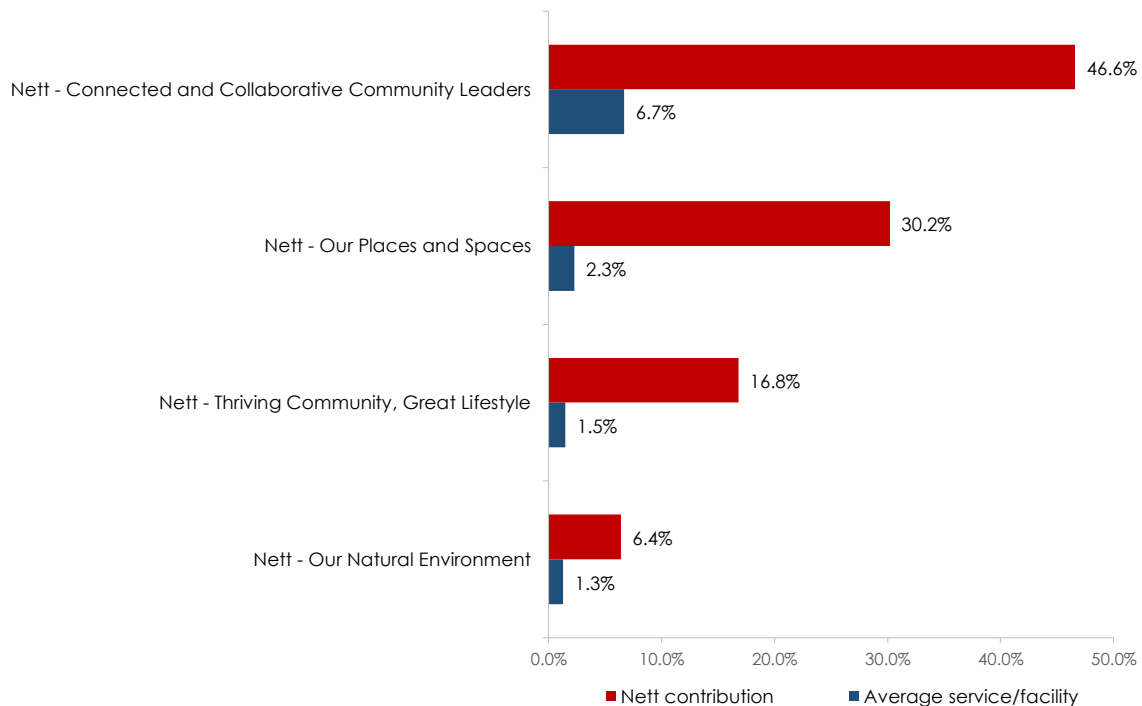
The chart below summarises the influence of the 36 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Financial management	9.7%
Effective communication of council decisions	8.5%
Long-term planning for the Shire	7.8%
Parks and playgrounds	6.7%
Overall condition of the local sealed road network	6.4%
Timeliness of information on council decisions	6.2%
Consideration of local community views in decision making	6.0%
Opportunity to participate in Council's decision-making	5.2%
Quality and character of the built environment	3.7%
Provision of information about local services and activities	3.2%
Graffiti removal in public places	3.1%
Neighbourhood traffic conditions/management	2.7%
Management of beaches and waterways	2.6%
Diversity & choice of housing types	2.5%
Community buildings and halls	2.1%
Provision of footpaths	2.0%
Appearance of suburbs	1.9%
Ovals and sportsgrounds	1.9%
Condition/cleanliness of public toilets	1.8%
Location/availability of public toilets	1.6%
Streetscapes around shopping areas	1.6%
Festival and events programs	1.2%
Overall condition of the local footpath network	1.2%
Leisure Centres (swimming pools)	1.2%
Management of Shire tree coverage	1.1%
Management of local bushland	1.1%
Domestic animal control in public places	1.0%
Stormwater drainage	1.0%
Hazelhurst Regional Gallery	0.9%
Supporting local jobs and businesses	0.9%
Sutherland Entertainment Centre	0.8%
Provision of bike paths	0.7%
Cultural facilities & services overall	0.7%
Household waste service, including rubbish and recycling	0.5%
Library services	0.3%
Childcare services	0.2%

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. The **blue** bars in the chart below show the average Shapley score per attribute within that category:

Contribution to Overall Satisfaction with Council's Performance

Category	Nett contribution	Average service/facility
Nett - Connected and Collaborative Community Leaders	46.6%	6.7%
Nett - Our Places and Spaces	30.2%	2.3%
Nett - Thriving Community, Great Lifestyle	16.8%	1.5%
Nett - Our Natural Environment	6.4%	1.3%

■ Nett contribution ■ Average service/facility

'Connected and Collaborative Community Leaders' (47%) is the key contributor toward overall satisfaction with Council's performance, with each of the services/facilities grouped under this area averaging 6.7% contribution.

Service Areas

Each of the 36 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 36 Service Areas

Thriving Community, Great Lifestyle

Parks and playgrounds

Ovals and sportsgrounds

Community buildings and halls

Leisure Centres (swimming pools)

Cultural facilities & services overall

Hazelhurst Regional Gallery

Sutherland Entertainment Centre

Library services

Childcare services

Festival and events programs

Supporting local jobs and businesses

Connected and Collaborative Community Leaders

Opportunity to participate in Council's decision-making

Consideration of local community views in decision making

Effective communication of council decisions

Timeliness of information on council decisions

Provision of information about local services and facilities

Long-term planning for the Shire

Financial management

Our Natural Environment

Management of local bushland

Management of Shire tree coverage

Management of beaches and waterways

Household waste service, including rubbish and recycling

Stormwater drainage

Our Places and Spaces

Overall condition of the local sealed road network

Overall condition of the local footpath network

Provision of footpaths

Provision of bike paths

Neighbourhood traffic conditions/management

Condition/cleanliness of public toilets

Location/availability of public toilets

Graffiti removal in public places

Domestic animal control in public places

Quality and character of the built environment

Streetscapes around shopping areas

Diversity & choice of housing types

Appearance of suburbs

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Service Area 1: Thriving Community, Great Lifestyle

Shapley Regression

Contributes to Almost 17% of Overall Satisfaction with Council
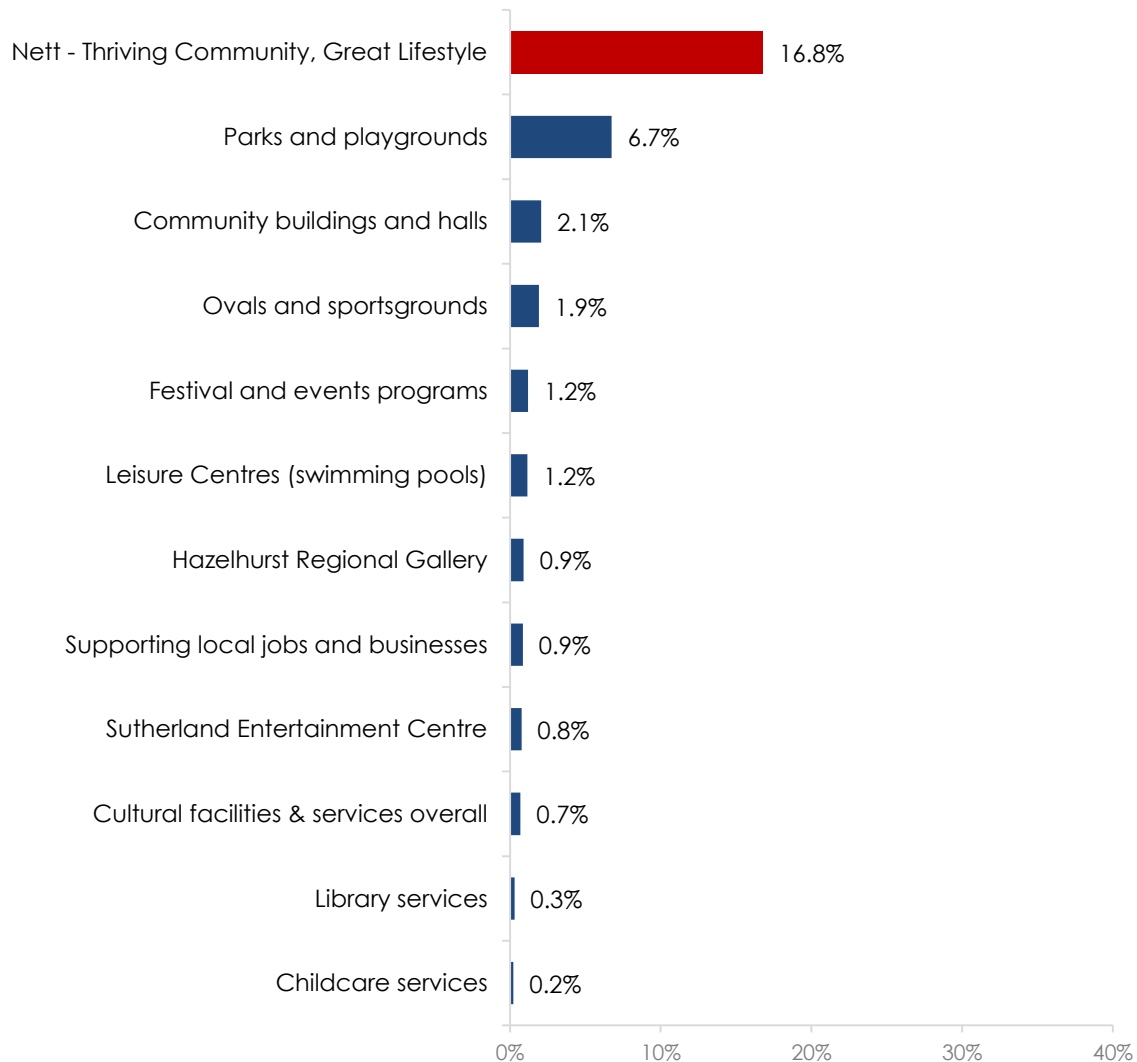
Category	Value
Nett - Thriving Community, Great Lifestyle	16.8%
Parks and playgrounds	6.7%
Community buildings and halls	2.1%
Ovals and sportsgrounds	1.9%
Festival and events programs	1.2%
Leisure Centres (swimming pools)	1.2%
Hazelhurst Regional Gallery	0.9%
Supporting local jobs and businesses	0.9%
Sutherland Entertainment Centre	0.8%
Cultural facilities & services overall	0.7%
Library services	0.3%
Childcare services	0.2%

Service Area 1: Thriving Community, Great Lifestyle

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Supporting local jobs and businesses
High	Parks and playgrounds
	Library services
	Ovals and sportsgrounds
Moderately high	Leisure Centres (swimming pools)
	Festival and events programs
	Sutherland Entertainment Centre
Moderate	Hazelhurst Regional Gallery
	Cultural facilities & services overall
	Community buildings and halls
	Childcare services

Importance – by gender

Females rated 6 of the 11 services and facilities as significantly more important. These were:

- Community buildings and halls
- Cultural facilities & services overall
- Hazelhurst Regional Gallery
- Sutherland Entertainment Centre
- Library Services
- Festival and events programs

Importance – by age

Those aged 18-34 rated 'childcare services', 'festival and events programs' and 'supporting local jobs and businesses' significantly higher in importance, but rated 'community buildings and halls' significantly lower.

Residents aged 35-49 rated 'parks and playgrounds', 'Leisure Centres (swimming pools)', 'childcare services' and 'festival and events programs' as significantly more important, but rated 'Hazelhurst Regional Gallery' significantly less important.

Residents aged 50-64 rated 5 of the 11 services and facilities as significantly less important. These were:

- Parks and playgrounds
- Cultural facilities and services overall
- Childcare services
- Festival and events programs
- Supporting local jobs and businesses

'Community buildings and halls', 'cultural facilities & services overall', 'Hazelhurst Regional Gallery' and 'Sutherland Entertainment Centre' were rated significantly higher in importance by those aged 65+, whilst 'childcare services', 'festival and events programs' and 'supporting local jobs and businesses' were considered significantly less important.

Service Area 1: Thriving Community, Great Lifestyle - Continued

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – by area

Residents in Ward A rated 'childcare services' and 'festival and events programs' significantly higher in importance, however rated 'community buildings and halls' and 'Sutherland Entertainment Centre' significantly lower.

Ward B residents rated 'supporting local jobs and businesses' significantly lower in importance.

Ward D residents rated 'community buildings and halls', 'cultural facilities & services overall', 'Sutherland Entertainment Centre' and 'library services' significantly higher.

Ward E residents rated 'community buildings and halls' as significantly more important.

Importance – by ratepayer status

Non-ratepayers rated 'childcare services', 'festival events and programs' and 'supporting local jobs and businesses' as significantly more important.

Service Area 1: Thriving Community, Great Lifestyle

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and playgrounds	4.12	4.03	4.21	4.00	4.38	3.95	4.13
Ovals and sportsgrounds	3.97	4.04	3.90	4.07	4.10	3.83	3.82
Community buildings and halls	3.36	3.22	3.50	3.12	3.30	3.43	3.71
Leisure Centres (swimming pools)	3.85	3.78	3.92	3.82	4.03	3.78	3.74
Cultural facilities & services overall	3.47	3.32	3.61	3.60	3.34	3.28	3.71
Hazelhurst Regional Gallery	3.51	3.16	3.83	3.31	3.31	3.64	3.90
Sutherland Entertainment Centre	3.60	3.39	3.80	3.38	3.52	3.61	4.01
Library services	4.01	3.88	4.14	3.94	4.12	3.94	4.06
Childcare services	3.27	3.20	3.35	3.83	3.56	2.68	2.85
Festival and events programs	3.74	3.55	3.91	4.00	3.91	3.42	3.52
Supporting local jobs and businesses	4.45	4.39	4.50	4.70	4.47	4.30	4.25

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Parks and playgrounds	4.25	4.02	4.05	4.15	4.12	4.16	4.02
Ovals and sportsgrounds	3.96	3.80	3.99	4.04	4.05	4.01	3.85
Community buildings and halls	3.13	3.35	3.23	3.63	3.54	3.38	3.31
Leisure Centres (swimming pools)	3.84	3.68	3.80	4.02	3.95	3.86	3.83
Cultural facilities & services overall	3.29	3.48	3.41	3.69	3.55	3.44	3.57
Hazelhurst Regional Gallery	3.41	3.69	3.50	3.57	3.40	3.55	3.41
Sutherland Entertainment Centre	3.22	3.60	3.64	3.96	3.69	3.65	3.42
Library services	4.13	3.91	3.87	4.35	3.86	3.99	4.10
Childcare services	3.56	3.08	3.39	3.22	3.07	3.12	3.74
Festival and events programs	3.93	3.66	3.72	3.71	3.64	3.67	3.94
Supporting local jobs and businesses	4.54	4.20	4.50	4.46	4.52	4.37	4.68

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

Significantly higher/lower level of importance

Service Area 1: Thriving Community, Great Lifestyle

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and playgrounds	2%	4%	17%	32%	45%	604
Ovals and sportsgrounds	4%	7%	20%	25%	44%	604
Community buildings and halls	4%	17%	33%	29%	16%	604
Leisure Centres (swimming pools)	3%	8%	25%	32%	33%	604
Cultural facilities & services overall	7%	11%	30%	33%	19%	604
Hazelhurst Regional Gallery	10%	13%	22%	26%	29%	604
Sutherland Entertainment Centre	6%	12%	26%	27%	29%	604
Library services	4%	9%	15%	26%	46%	604
Childcare services	26%	12%	11%	12%	40%	604
Festival and events programs	3%	9%	28%	33%	27%	604
Supporting local jobs and businesses	2%	4%	8%	20%	67%	604

Service Area 1: Thriving Community, Great Lifestyle

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Very high	Hazelhurst Regional Gallery
	Library services
High	Parks and playgrounds
Moderately high	Leisure Centres (swimming pools)
	Ovals and sportsgrounds
	Sutherland Entertainment Centre
	Childcare services
	Festival and events programs
	Community buildings and halls
Moderate	Cultural facilities & services overall
	Supporting local jobs and businesses

Satisfaction – by gender

Females were significantly more satisfied with 'ovals and sportsgrounds', 'Hazelhurst Regional Gallery' and 'library services'.

Satisfaction – by age

Residents aged 50-64 were significantly more satisfied with 'library services', yet significantly less satisfied with 'ovals and sportsgrounds', 'community buildings and halls', 'Leisure Centres (swimming pools)' and 'supporting local jobs and businesses'.

Those aged 65+ had significant satisfaction levels for all services and facilities, with the exception of 'community buildings and halls' and 'Hazelhurst Regional Gallery'.

Satisfaction – by area

Ward A residents were significantly less satisfied with 'childcare services'.

Ward B residents were significantly more satisfied with 'Hazelhurst Regional Gallery'.

Those living in Ward D were significantly more satisfied with 'community buildings and halls', 'Leisure Centres (swimming pools)' and 'cultural facilities & services overall'

Those living in Ward E were significantly less satisfied with 'cultural facilities & services overall' and 'Hazelhurst Regional Gallery'.

Satisfaction – by ratepayer status

Ratepayers expressed significantly higher levels of satisfaction for 'library services' and 'childcare services'.

Service Area 1: Thriving Community, Great Lifestyle

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and playgrounds	3.91	3.86	3.97	3.91	3.89	3.83	4.06
Ovals and sportsgrounds	3.86	3.73	3.99	3.87	3.85	3.62	4.15
Community buildings and halls	3.68	3.67	3.70	3.84	3.68	3.41	3.83
Leisure Centres (swimming pools)	3.89	3.82	3.95	4.07	3.81	3.63	4.09
Cultural facilities & services overall	3.58	3.60	3.57	3.47	3.45	3.58	3.87
Hazelhurst Regional Gallery	4.45	4.31	4.53	4.59	4.29	4.47	4.45
Sutherland Entertainment Centre	3.82	3.73	3.88	3.84	3.64	3.81	3.98
Library services	4.35	4.21	4.47	4.23	4.27	4.47	4.49
Childcare services	3.78	3.72	3.84	3.81	3.65	3.78	4.02
Festival and events programs	3.74	3.65	3.81	3.66	3.71	3.66	4.06
Supporting local jobs and businesses	3.56	3.46	3.65	3.59	3.52	3.38	3.80

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Parks and playgrounds	4.02	3.85	3.88	4.06	3.76	3.91	3.92
Ovals and sportsgrounds	3.88	3.80	3.92	4.00	3.70	3.89	3.76
Community buildings and halls	3.52	3.62	3.75	3.90	3.66	3.67	3.76
Leisure Centres (swimming pools)	3.72	3.88	3.93	4.18	3.79	3.89	3.89
Cultural facilities & services overall	3.50	3.75	3.51	3.87	3.35	3.62	3.47
Hazelhurst Regional Gallery	4.30	4.61	4.59	4.49	4.29	4.42	4.54
Sutherland Entertainment Centre	3.77	3.74	3.85	3.73	3.97	3.81	3.81
Library services	4.45	4.39	4.24	4.36	4.29	4.42	4.19
Childcare services	3.43	3.86	3.93	3.90	3.96	3.89	3.56
Festival and events programs	3.81	3.75	3.65	3.88	3.62	3.76	3.70
Supporting local jobs and businesses	3.44	3.56	3.59	3.56	3.64	3.55	3.58

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

Significantly higher/lower level of satisfaction

Service Area 1: Thriving Community, Great Lifestyle

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and playgrounds	2%	1%	25%	48%	24%	463
Ovals and sportsgrounds	1%	6%	24%	43%	26%	415
Community buildings and halls	1%	5%	33%	45%	15%	279
Leisure Centres (swimming pools)	2%	5%	22%	46%	25%	395
Cultural facilities & services overall	1%	11%	30%	42%	15%	317
Hazelhurst Regional Gallery	0%	0%	6%	41%	53%	329
Sutherland Entertainment Centre	2%	8%	22%	42%	26%	337
Library services	0%	1%	10%	42%	47%	436
Childcare services	1%	7%	31%	36%	25%	301
Festival and events programs	1%	8%	29%	42%	21%	365
Supporting local jobs and businesses	3%	8%	35%	38%	15%	518

Service Area 2: Our Places and Spaces

Shapley Regression

Contributes to Over 30% of Overall Satisfaction with Council

Category	Value
Nett - Our Places and Spaces	30.2%
Overall condition of the local sealed road network	6.4%
Quality and character of the built environment	3.7%
Graffiti removal in public places	3.1%
Neighbourhood traffic conditions/management	2.7%
Diversity & choice of housing types	2.5%
Provision of footpaths	2.0%
Appearance of suburbs	1.9%
Condition/cleanliness of public toilets	1.8%
Location/availability of public toilets	1.6%
Streetscapes around shopping areas	1.6%
Overall condition of the local footpath network	1.2%
Domestic animal control in public places	1.0%
Provision of bike paths	0.7%

Service Area 2: Our Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Neighbourhood traffic conditions/management
	Overall condition of the local sealed road network
Very high	Condition/cleanliness of public toilets
	Appearance of suburbs
	Overall condition of the local footpath network
	Provision of footpaths
	Location/availability of public toilets
	Quality and character of the built environment
High	Graffiti removal in public places
	Diversity & choice of housing types
	Streetscapes around shopping areas
Moderately high	Domestic animal control in public places
Moderate	Provision of bike paths

Importance – by gender

Females rated all services and facilities as significantly more important, with the exceptions of 'overall condition of the local sealed road network', 'provision of bike paths' and 'graffiti removal in public places'.

Importance – by age

Residents aged 18-34 rated 'graffiti removal in public places' and 'domestic animal control in public places' significantly lower in importance, whilst those aged 35-49 rated 'overall condition of the local sealed road network', 'provision of bike paths' and 'condition/cleanliness of public toilets' significantly higher in importance.

Those aged 50+ rated 'graffiti removal in public places' significantly higher in importance, whilst those aged 65+ rated 'domestic animal control in public places', 'streetscapes around shopping areas' and 'appearance of suburbs' as significantly more important, but 'overall condition of the local sealed road network' and 'provision of bike paths' significantly less important.

Importance – by area

Ward A residents rated 'provision of bike paths' significantly higher in importance, and 'domestic animal control in public places' significantly lower in importance'.

Residents in Ward B rated 'overall condition of the local footpath network', 'condition/cleanliness of public toilets' and 'graffiti removal in public places' as significantly less important, whilst Ward C residents rated 'diversity & choice of housing types' significantly more important.

Ward D and Ward E residents rated 'graffiti removal in public places' and 'domestic animal control in public places' as significantly more important.

Importance – by ratepayer status

Ratepayers rated 'graffiti removal in public places' and 'streetscapes around shopping centres' as significantly more important, whilst non-ratepayers rated 'location/availability of public toilets' and 'diversity & choice of housing types' as more important.

Service Area 2: Our Places and Spaces

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Overall condition of the local sealed road network	4.52	4.44	4.58	4.48	4.63	4.52	4.41
Overall condition of the local footpath network	4.30	4.17	4.41	4.31	4.39	4.19	4.30
Provision of footpaths	4.27	4.14	4.40	4.23	4.31	4.24	4.32
Provision of bike paths	3.45	3.35	3.54	3.50	3.79	3.32	3.06
Neighbourhood traffic conditions/ management	4.53	4.43	4.62	4.44	4.58	4.59	4.50
Condition/cleanliness of public toilets	4.34	4.14	4.53	4.26	4.52	4.26	4.28
Location/availability of public toilets	4.26	4.06	4.46	4.27	4.35	4.16	4.26
Graffiti removal in public places	4.09	4.07	4.10	3.62	4.12	4.25	4.49
Domestic animal control in public places	3.89	3.76	4.01	3.64	3.79	4.03	4.22
Quality and character of the built environment	4.23	4.11	4.34	4.08	4.30	4.26	4.29
Streetscapes around shopping areas	3.95	3.85	4.05	3.80	3.88	3.98	4.25
Diversity & choice of housing types	4.06	3.91	4.19	4.05	4.09	3.99	4.10
Appearance of suburbs	4.32	4.23	4.40	4.21	4.28	4.36	4.48

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Overall condition of the local sealed road network	4.53	4.32	4.56	4.62	4.55	4.50	4.57
Overall condition of the local footpath network	4.36	4.04	4.27	4.39	4.42	4.27	4.39
Provision of footpaths	4.39	4.12	4.29	4.26	4.28	4.27	4.28
Provision of bike paths	3.82	3.19	3.40	3.29	3.46	3.40	3.60
Neighbourhood traffic conditions/ management	4.65	4.30	4.55	4.63	4.50	4.54	4.50
Condition/cleanliness of public toilets	4.36	4.06	4.37	4.49	4.42	4.29	4.47
Location/availability of public toilets	4.37	4.05	4.21	4.39	4.30	4.19	4.48
Graffiti removal in public places	3.97	3.78	4.04	4.32	4.35	4.21	3.72
Domestic animal control in public places	3.59	3.68	3.96	4.16	4.14	3.95	3.73
Quality and character of the built environment	4.30	4.12	4.21	4.16	4.31	4.28	4.09
Streetscapes around shopping areas	3.91	3.80	3.96	4.05	4.06	4.03	3.75
Diversity & choice of housing types	3.99	4.06	4.24	3.99	3.99	4.00	4.25
Appearance of suburbs	4.32	4.30	4.36	4.23	4.36	4.35	4.25

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

Significantly higher/lower level of importance

Service Area 2: Our Places and Spaces

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Overall condition of the local sealed road network	1%	2%	7%	26%	64%	604
Overall condition of the local footpath network	1%	3%	11%	34%	50%	604
Provision of footpaths	1%	3%	16%	29%	51%	604
Provision of bike paths	15%	12%	18%	23%	32%	604
Neighbourhood traffic conditions/ management	1%	2%	8%	20%	68%	604
Condition/cleanliness of public toilets	3%	3%	11%	23%	60%	604
Location/availability of public toilets	3%	3%	13%	28%	54%	604
Graffiti removal in public places	4%	6%	16%	26%	48%	604
Domestic animal control in public places	4%	9%	21%	27%	39%	604
Quality and character of the built environment	1%	2%	14%	41%	43%	604
Streetscapes around shopping areas	2%	5%	23%	37%	33%	604
Diversity & choice of housing types	2%	5%	18%	34%	40%	604
Appearance of suburbs	0%	1%	14%	35%	50%	604

Service Area 2: Our Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderately high	Domestic animal control in public places
Moderate	Appearance of suburbs
	Streetscapes around shopping areas
	Graffiti removal in public places
	Quality and character of the built environment
	Diversity & choice of housing types
	Overall condition of the local sealed road network
	Provision of footpaths
	Overall condition of the local footpath network
	Location/availability of public toilets
	Condition/cleanliness of public toilets
Moderately low	Neighbourhood traffic conditions/management
	Provision of bike paths

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'overall condition of the local footpath network', whilst those aged 35-49 were more satisfied with 'location/availability of public toilets'.

Those aged 50-64 expressed significantly lower levels of satisfaction with 6 of the 13 services and facilities. These were:

- Overall condition of the local sealed road network
- Provision of footpaths
- Neighbourhood traffic conditions/management
- Domestic animal control in public places
- Quality and character of the built environment
- Streetscapes around shopping areas

Those aged 65+ were significantly more satisfied with 'overall condition of the local sealed road network' and 'provision of bike paths'.

Satisfaction – by area

Ward A residents were significantly less satisfied with 'overall condition of the local sealed road network', 'provision of footpaths', 'streetscapes around shopping areas' and 'diversity & choice of housing types', and Ward B residents had lower satisfaction levels with 'overall condition of the local footpath network'.

Ward D residents expressed significantly higher levels of satisfaction for 'graffiti removal in public places', 'domestic animal control in public places', 'quality and character of the built environment', 'streetscapes around shopping areas' and 'diversity & choice of housing types'.

Those in Ward E had significantly higher levels of satisfaction with 'neighbourhood traffic conditions/management', but significantly lower levels with 'graffiti removal in public places'.

Service Area 2: Our Places and Spaces – Continued

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'provision of footpaths'.

Service Area 2: Our Places and Spaces

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Overall condition of the local sealed road network	3.19	3.14	3.23	3.19	3.24	2.96	3.38
Overall condition of the local footpath network	3.16	3.20	3.13	3.40	3.08	3.00	3.14
Provision of footpaths	3.17	3.20	3.14	3.33	3.14	3.00	3.21
Provision of bike paths	2.76	2.79	2.74	2.88	2.66	2.57	3.06
Neighbourhood traffic conditions/ management	2.94	2.86	3.02	3.06	2.93	2.75	3.06
Condition/cleanliness of public toilets	3.01	3.08	2.95	2.93	2.96	3.06	3.14
Location/availability of public toilets	3.02	3.07	2.97	2.91	3.22	2.86	3.06
Graffiti removal in public places	3.39	3.36	3.41	3.25	3.54	3.26	3.46
Domestic animal control in public places	3.62	3.57	3.66	3.83	3.61	3.44	3.60
Quality and character of the built environment	3.39	3.37	3.40	3.44	3.44	3.22	3.44
Streetscapes around shopping areas	3.49	3.44	3.53	3.57	3.51	3.29	3.59
Diversity & choice of housing types	3.24	3.30	3.18	3.16	3.20	3.26	3.38
Appearance of suburbs	3.59	3.55	3.63	3.57	3.61	3.55	3.66

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Overall condition of the local sealed road network	2.92	3.19	3.30	3.33	3.25	3.18	3.22
Overall condition of the local footpath network	2.99	2.94	3.16	3.41	3.33	3.10	3.34
Provision of footpaths	3.00	3.14	3.18	3.26	3.31	3.07	3.47
Provision of bike paths	2.63	2.66	2.67	3.00	2.93	2.76	2.78
Neighbourhood traffic conditions/ management	2.79	2.84	2.84	3.15	3.12	2.93	3.00
Condition/cleanliness of public toilets	2.88	3.15	2.93	3.13	3.03	2.98	3.11
Location/availability of public toilets	3.02	3.05	3.04	3.17	2.85	2.99	3.08
Graffiti removal in public places	3.36	3.40	3.41	3.64	3.17	3.37	3.46
Domestic animal control in public places	3.58	3.55	3.59	3.86	3.52	3.58	3.73
Quality and character of the built environment	3.41	3.27	3.22	3.61	3.45	3.38	3.41
Streetscapes around shopping areas	3.28	3.51	3.43	3.77	3.52	3.49	3.46
Diversity & choice of housing types	2.96	3.17	3.32	3.51	3.30	3.26	3.17
Appearance of suburbs	3.49	3.57	3.54	3.76	3.66	3.62	3.53

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

Significantly higher/lower level of satisfaction

Service Area 2: Our Places and Spaces

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Overall condition of the local sealed road network	5%	17%	40%	28%	9%	545
Overall condition of the local footpath network	6%	18%	39%	29%	8%	512
Provision of footpaths	6%	17%	38%	30%	8%	487
Provision of bike paths	11%	33%	31%	20%	6%	332
Neighbourhood traffic conditions/ management	9%	23%	39%	21%	8%	536
Condition/cleanliness of public toilets	7%	19%	46%	23%	5%	493
Location/availability of public toilets	7%	23%	38%	25%	7%	491
Graffiti removal in public places	6%	12%	32%	37%	12%	446
Domestic animal control in public places	4%	10%	27%	40%	19%	399
Quality and character of the built environment	2%	15%	34%	39%	9%	504
Streetscapes around shopping areas	3%	11%	32%	43%	11%	428
Diversity & choice of housing types	4%	16%	38%	33%	8%	450
Appearance of suburbs	1%	7%	34%	48%	10%	509

Service Area 3: Our Natural Environment

Shapley Regression

Contributes to Over 6% of Overall Satisfaction with Council
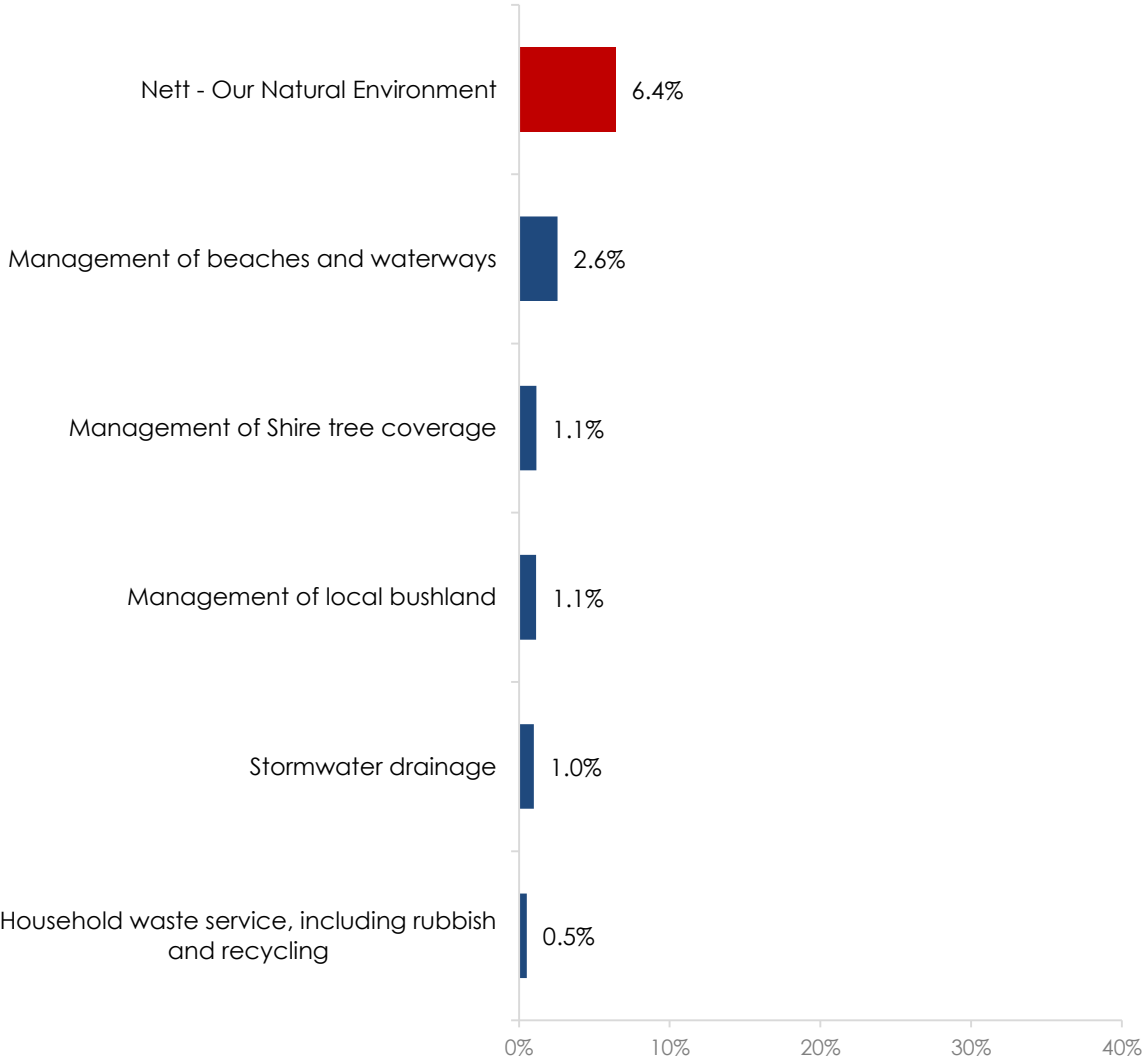
Category	Value
Nett - Our Natural Environment	6.4%
Management of beaches and waterways	2.6%
Management of Shire tree coverage	1.1%
Management of local bushland	1.1%
Stormwater drainage	1.0%
Household waste service, including rubbish and recycling	0.5%

Service Area 3: Our Natural Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Household waste service, including rubbish and recycling
	Management of beaches and waterways
	Management of local bushland
Very high	Stormwater drainage
	Management of Shire tree coverage

Importance – by gender

Females rated all services and facilities significantly higher in importance, with the exception of 'management of beaches and waterways'.

Importance – by age

Residents aged 18-34 rated 'management of Shire tree coverage' as significantly less important, whilst those aged 65+ rated it significantly higher, along with 'household waste service, including rubbish and recycling' and 'stormwater drainage'.

Importance – by area

Ward A residents rated 'management of beaches and waterways' significantly higher in importance, but rated 'management of Shire tree coverage' significantly lower'.

Those in Ward B rated 'management of local bushland' and 'stormwater drainage' significantly lower in importance.

Ward D residents rated 'management of Shire tree coverage' and 'stormwater drainage' significantly higher in importance, whilst residents in Ward E rated 'management of local bushland' and 'household waste service, including rubbish and recycling' significantly higher.

Importance – by ratepayer status

Ratepayers rated 'stormwater drainage' significantly higher in importance'.

Service Area 3: Our Natural Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Management of local bushland	4.50	4.40	4.59	4.46	4.50	4.49	4.56
Management of Shire tree coverage	4.26	4.09	4.42	4.06	4.32	4.27	4.42
Management of beaches and waterways	4.68	4.62	4.73	4.68	4.74	4.67	4.58
Household waste service, including rubbish and recycling	4.72	4.64	4.79	4.64	4.75	4.70	4.80
Stormwater drainage	4.42	4.33	4.49	4.28	4.39	4.44	4.61

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Management of local bushland	4.42	4.33	4.50	4.60	4.67	4.51	4.49
Management of Shire tree coverage	4.07	4.26	4.27	4.45	4.29	4.24	4.32
Management of beaches and waterways	4.80	4.64	4.64	4.58	4.68	4.67	4.72
Household waste service, including rubbish and recycling	4.60	4.63	4.76	4.81	4.82	4.72	4.73
Stormwater drainage	4.37	4.19	4.44	4.57	4.52	4.48	4.24

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

Significantly higher/lower level of importance

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Management of local bushland	0%	3%	8%	24%	65%	604
Management of Shire tree coverage	2%	3%	14%	31%	51%	604
Management of beaches and waterways	1%	1%	5%	18%	76%	604
Household waste service, including rubbish and recycling	0%	1%	3%	20%	76%	604
Stormwater drainage	1%	3%	10%	27%	59%	604

Service Area 3: Our Natural Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Household waste service, including rubbish and recycling
Moderately high	Management of beaches and waterways
	Management of local bushland
	Stormwater drainage
Moderate	Management of Shire tree coverage

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 expressed significantly higher levels of satisfaction for 'management of Shire tree coverage' and 'management of beaches and waterways', whilst those 65+ expressed higher levels of satisfaction for 'household waste service, including rubbish and recycling'.

Those aged 50-64 were significantly less satisfied with 'management of local bushland', 'management of Shire tree coverage' and 'stormwater drainage'.

Satisfaction – by area

Ward D residents were significantly more satisfied with 'household waste service, including rubbish and recycling', and 'stormwater drainage', whilst Ward A residents were significantly less satisfied with these services and facilities.

Those in Ward E were significantly more satisfied with 'household waste service, including rubbish and recycling'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Service Area 3: Our Natural Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Management of local bushland	3.81	3.79	3.84	3.92	3.90	3.63	3.79
Management of Shire tree coverage	3.44	3.47	3.41	3.72	3.41	3.26	3.37
Management of beaches and waterways	3.89	3.81	3.96	4.04	3.86	3.78	3.86
Household waste service, including rubbish and recycling	4.03	4.01	4.06	3.93	3.92	4.13	4.23
Stormwater drainage	3.75	3.76	3.75	3.82	3.76	3.59	3.86

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Management of local bushland	3.84	3.95	3.80	3.77	3.72	3.77	3.95
Management of Shire tree coverage	3.49	3.41	3.49	3.36	3.45	3.39	3.59
Management of beaches and waterways	3.86	3.85	3.89	3.96	3.90	3.87	3.94
Household waste service, including rubbish and recycling	3.76	4.02	4.01	4.24	4.20	4.07	3.93
Stormwater drainage	3.54	3.71	3.73	3.98	3.86	3.75	3.77

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

Significantly higher/lower level of satisfaction

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Management of local bushland	2%	6%	24%	46%	23%	535
Management of Shire tree coverage	5%	11%	31%	39%	13%	492
Management of beaches and waterways	0%	4%	23%	52%	21%	567
Household waste service, including rubbish and recycling	2%	6%	15%	39%	37%	581
Stormwater drainage	2%	7%	25%	45%	21%	520

Service Area 4: Connected and Collaborative Community Leaders

Shapley Regression

Contributes to Almost 47% of Overall Satisfaction with Council
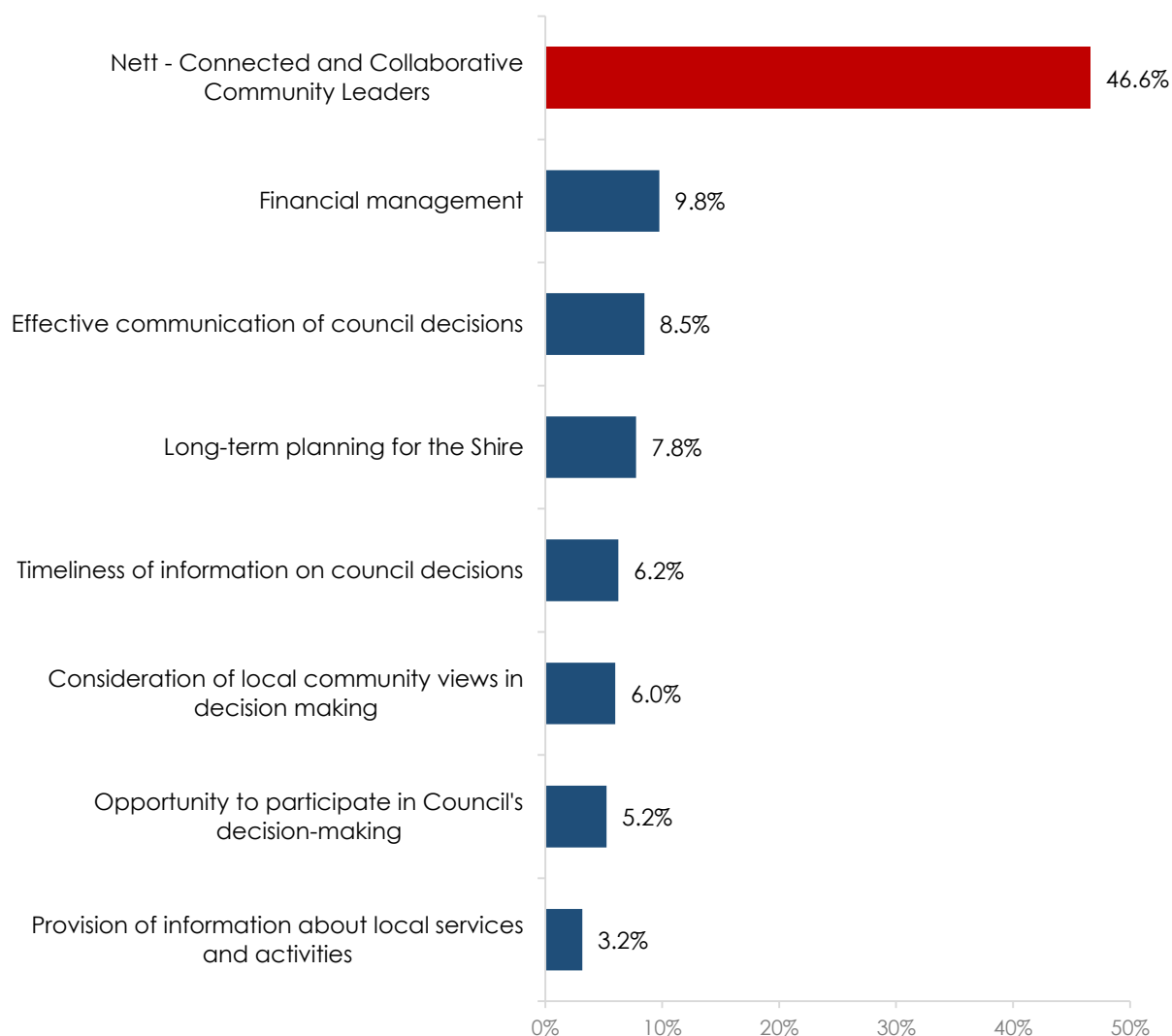
Category	Percentage
Nett - Connected and Collaborative Community Leaders	46.6%
Financial management	9.8%
Effective communication of council decisions	8.5%
Long-term planning for the Shire	7.8%
Timeliness of information on council decisions	6.2%
Consideration of local community views in decision making	6.0%
Opportunity to participate in Council's decision-making	5.2%
Provision of information about local services and activities	3.2%

Service Area 4: Connected and Collaborative Community Leaders

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Long-term planning for the Shire
Very high	Financial management
	Effective communication of council decisions
	Consideration of local community views in decision making
High	Provision of information about local services and activities
	Timeliness of information on council decisions
	Opportunity to participate in Council's decision-making

Importance – by gender

Females rated all of the services and facilities significantly higher in importance, with the exceptions of 'long-term planning for the Shire' and 'financial management'.

Importance – by age

Residents aged 18-34 rated 'financial management' significantly lower in importance, whilst those aged 65+ rated 'timeliness of information on council decisions', 'provision of information about local services and activities' and 'financial management' significantly higher.

Importance – by area

Ward B residents rated 'provision of information about local services and activities' as significantly less important, whilst those in Ward D rated 'opportunity to participate in Council's decision-making' as significantly less important.

Those in Ward E rated 4 of the 7 services and facilities significantly higher in importance. These were:

- Consideration of local community views in decision making
- Effective communication of council decisions
- Long-term planning for the Shire
- Financial management

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Service Area 4: Connected and Collaborative Community Leaders

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Opportunity to participate in Council's decision-making	4.00	3.88	4.12	3.93	4.01	4.03	4.07
Consideration of local community views in decision making	4.28	4.13	4.42	4.18	4.24	4.41	4.32
Effective communication of council decisions	4.35	4.15	4.53	4.26	4.34	4.39	4.43
Timeliness of information on council decisions	4.15	4.01	4.29	3.97	4.15	4.24	4.30
Provision of information about local services and activities	4.18	4.00	4.34	4.02	4.21	4.17	4.38
Long-term planning for the Shire	4.70	4.64	4.75	4.65	4.76	4.65	4.73
Financial management	4.46	4.45	4.47	4.28	4.48	4.47	4.68

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Opportunity to participate in Council's decision-making	4.06	3.92	4.06	3.78	4.15	3.99	4.05
Consideration of local community views in decision making	4.26	4.20	4.25	4.18	4.49	4.29	4.26
Effective communication of council decisions	4.37	4.20	4.31	4.34	4.50	4.34	4.37
Timeliness of information on council decisions	4.09	3.95	4.21	4.22	4.30	4.17	4.11
Provision of information about local services and activities	4.30	3.94	4.10	4.33	4.22	4.21	4.10
Long-term planning for the Shire	4.72	4.50	4.70	4.74	4.82	4.69	4.71
Financial management	4.43	4.30	4.53	4.40	4.63	4.52	4.30

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

Significantly higher/lower level of importance

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunity to participate in Council's decision-making	2%	8%	19%	28%	42%	604
Consideration of local community views in decision making	1%	4%	14%	27%	54%	604
Effective communication of council decisions	1%	3%	12%	28%	56%	604
Timeliness of information on council decisions	1%	5%	16%	32%	45%	604
Provision of information about local services and activities	0%	4%	17%	37%	42%	604
Long-term planning for the Shire	1%	2%	3%	15%	79%	604
Financial management	1%	2%	12%	19%	66%	604

Service Area 4: Connected and Collaborative Community Leaders

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Provision of information about local services and activities
	Financial management
	Opportunity to participate in Council's decision-making
	Effective communication of council decisions
Moderately low	Consideration of local community views in decision making
	Timeliness of information on council decisions
	Long-term planning for the Shire

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 50-64 were significantly less satisfied with all services and facilities, with the exception of 'provision of information about local services and activities'.

Those aged 65+ were significantly more satisfied with 'timeliness of information on council decisions'.

Satisfaction – by area

Ward D residents were significantly more satisfied with 'provision of information about local services and facilities'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Service Area 4: Connected and Collaborative Community Leaders

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Opportunity to participate in Council's decision-making	3.02	2.93	3.09	3.12	3.09	2.79	3.07
Consideration of local community views in decision making	2.94	2.82	3.03	3.09	2.94	2.68	3.07
Effective communication of council decisions	3.01	3.01	3.01	3.22	2.97	2.72	3.17
Timeliness of information on council decisions	2.94	2.93	2.94	3.14	2.87	2.67	3.11
Provision of information about local services and activities	3.56	3.49	3.62	3.43	3.47	3.71	3.69
Long-term planning for the Shire	2.93	2.90	2.95	3.04	2.92	2.70	3.06
Financial management	3.36	3.44	3.28	3.44	3.34	3.19	3.48

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Opportunity to participate in Council's decision-making	2.92	3.01	2.97	3.12	3.10	2.98	3.12
Consideration of local community views in decision making	2.94	2.88	2.83	3.16	2.93	2.87	3.12
Effective communication of council decisions	2.97	2.94	2.88	3.16	3.13	2.98	3.10
Timeliness of information on council decisions	2.90	2.78	2.90	2.97	3.11	2.88	3.09
Provision of information about local services and activities	3.54	3.62	3.37	3.79	3.54	3.58	3.50
Long-term planning for the Shire	2.84	2.82	2.92	3.02	3.04	2.90	3.00
Financial management	3.32	3.38	3.23	3.49	3.39	3.35	3.37

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

Significantly higher/lower level of satisfaction

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunity to participate in Council's decision-making	11%	16%	39%	26%	7%	425
Consideration of local community views in decision making	12%	16%	45%	22%	6%	487
Effective communication of council decisions	10%	21%	37%	24%	9%	511
Timeliness of information on council decisions	11%	20%	39%	23%	7%	467
Provision of information about local services and activities	2%	11%	30%	41%	15%	480
Long-term planning for the Shire	8%	24%	41%	20%	7%	566
Financial management	3%	12%	39%	35%	10%	511

Demographics

Demographics

QA3.   *Which suburb do you live in?*

	%				%
Cronulla	10%	Alfords Point	2%	Kurnell	1%
Miranda	8%	Bangor	2%	Maianbar	1%
Engadine	7%	Barden Ridge	2%	Sylvania Waters	1%
Caringbah	6%	Bonnet Bay	2%	Taren Point	1%
Sutherland	6%	Caringbah South	2%	Woronora	1%
Menai	5%	Como	2%	Yarrawarrah	1%
Gymea	4%	Heathcote	2%	Waterfall	1%
Jannali	4%	Kareela	2%	Dolans Bay	<1%
Sylvania	4%	Oyster Bay	2%	Greenhills Beach	<1%
Gymea Bay	3%	Woolooware	2%	Lilli Pilli	<1%
Illawong	3%	Bundeena	1%	Port Hacking	<1%
Kirrawee	3%	Burraneer	1%	Sandy Point	<1%
Loftus	3%	Grays Point	1%	Woronora Heights	<1%
Yowie Bay	3%	Kangaroo Point	1%		

Base: N = 604

Q6a.   *Please stop me when I read out your age group.*

	%
18 - 34	28%
35 - 49	28%
50 - 64	25%
65+	19%

Base: N = 604

Q6b.   *Which of the following best describes the dwelling where you are currently living?*

	%
I/We own/are currently buying this property	75%
I/We currently rent this property	25%

Base: N = 602

Q6g.   *Gender.*

	%
Male	48%
Female	52%

Base: N = 604

Demographics

Q6c.   *How long have you lived in the Sutherland Shire area?*

	%
Less than 2 years	6%
2 - 5 years	8%
6 - 10 years	10%
11 - 20 years	17%
More than 20 years	59%

Base: N = 604

Q6d.   *Which of the following best describes your current circumstances?*

	%
Currently in full time, part time or casual paid employment	67%
Studying at school, TAFE or university	5%
Retired from paid employment	22%
Currently looking for paid employment	2%
Home duties	4%
Refused/Can't say	0%
Other	1%

Other specified	Count
Carer	3
Pension	2
WorkCover	1
Volunteer	1

Base: N = 604

Q6e.   *Do you work/study within the Sutherland Shire LGA, outside the Sutherland Shire LGA, or do you travel around both inside and outside the LGA?*

	%
Within the Sutherland Shire LGA	31%
Outside the Sutherland Shire LGA	59%
Both inside and outside the LGA	10%

Base: N = 429

Q6f.   *What is your family status?*

	%
Single/living alone	12%
Single parent (children at home)	4%
Couple (children at home)	40%
Couple (no children at home)	28%
Group/shared household	5%
Living at home with one or more parents	10%
Extended family household	1%
Prefer not to state	<1%

Base: N = 604

Appendix A

Most Valued Thing about Living in the LGA

Q1a. *What do you value most about living in the Sutherland Shire area?*

Thing most valued	Count	Thing most valued	Count
Facilities and services available	48	Entertainment and events	4
Safe/low crime	45	Recreational activities	4
Variety and quality of shops	42	Road infrastructure	4
Cleanliness and fresh air	39	Cycleways	2
Low building/population density	38	Ease/accessibility of getting around	2
Beautiful/scenic place to live	33	Free parking	2
Sentimental about the area	33	Freedom	2
Family friendly	32	Golf course facilities	2
Near family and friends	31	Lack of multiculturalism	2
Public transport	28	Library services	2
Education facilities	23	Rural	2
Cafes and restaurants	17	Wealthy area	2
Cultural diversity	14	Church	1
Easy to get around	14	Community housing	1
Sporting facilities	13	Nightlife	1
Has everything you need	12	Privacy of the area	1
Hospital and healthcare services	11	Progress of the area	1
Wildlife	10	Services for the elderly	1
Employment	6	Sustainability	1
Low congestion	6	Swimming pools	1
Affordable housing	5	Volunteer organisations	1
Open spaces	5	Waste disposal services	1
Climate	4	Don't know/nothing	7
Distance to airport	4		

Highest Priority Issues Within the Sutherland Shire

Q1b. *Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?*

Priority issue	Count	Priority issue	Count
Affordable housing	48	Tree management	2
Increasing infrastructure to cope with growing population	44	Waste collection services	2
Protection of natural areas, e.g. bushland, foreshore, green spaces	41	Council responding to community input	1
Aged care	24	Cycleways	1
Retaining local character/community	24	Development application process	1
Access to education	22	Dog parks	1
Crime	15	Encouraging tourism	1
Access to services and facilities	14	Financial management by Council	1
Housing availability	14	Funding for schools	1
Hospitals and health care access	11	Growing the local economy	1
Increasing green space and parks	10	Heritage conservation	1
Pollution, e.g. air, ocean and litter	10	Housing commission	1
Childcare	7	Long term planning	1
Cost of living	7	Management of safety on the water from boats and jet skis	1
Employment opportunities	7	Natural disasters	1
Promoting cultural diversity	6	Picnic shelters in parks	1
Attractiveness and presentation of the local area	5	Preventing the push for industrial work to be able to work longer hours to increase jobs	1
Sporting facilities	5	Publicly funded childcare	1
Bushfire prevention	4	Quality teachers in schools	1
Footpaths	4	Reduce corruption on Council	1
Hospital and healthcare facilities	4	Remaining a well organised area	1
Disability services	3	Restricting commercial development	1
Maintaining demographics	3	Safety of roads	1
Safety on roads	3	Sand accumulation in the Hacking River	1
Shopping access and variety	3	Sewerage infrastructure	1
Communications infrastructure	2	Shopping variety	1
Drug education programs	2	Social isolation	1
Entertainment options	2	Street lighting	1
Growing the area more	2	Support for volunteer organisations	1
Homelessness	2	Town planning	1
Negative effects of nightlife/entertainment	2	Wharves	1
Public toilets	2	Youth services	1
Rates	2	Don't know/nothing	19
Sustainability	2		

Appendix B – Questionnaire

Good morning/afternoon/evening, my name is .... and I'm calling on behalf of Sutherland Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 17-18 minutes, would you be able to assist us please?

QA1.   Before we start, can I please confirm that you do live in the Sutherland Shire Council area?

 O   Yes
 O   No   **Terminate (Unfortunately you are not eligible for the research – thank you for your time)**

QA2.   Are you or an immediate family member an elected Councillor, or work for Sutherland Shire Council?

 O   Yes   **Terminate (Unfortunately you are not eligible for the research – thank you for your time)**
 O   No

QA3.   Which suburb do you live in?

○   Alfords Point
○   Bangor
○   Barden Ridge
○   Bonnet Bay
○   Bundeena
○   Burraneer
○   Caringbah
○   Caringbah South
○   Como
○   Cronulla
○   Dolans Bay
○   Engadine
○   Grays Point
○   Greenhills Beach
○   Gymea
○   Gymea Bay
○   Heathcote
○   Holsworthy
○   Illawong
○   Jannali
○   Kangaroo Point
○   Kareela
○   Kirrawee
○   Kurnell
○   Lilli Pilli
○   Loftus
○   Lucas Heights
○   Maianbar
○   Menai
○   Miranda
○   Oyster Bay
○   Port Hacking
○   Royal National Park
○   Sandy Point
○   Sutherland
○   Sylvania
○   Sylvania Waters
○   Taren Point
○   Waterfall
○   Woolooware
○   Woronora
○   Woronora Dam
○   Woronora Heights
○   Yarrawarrah
○   Yowie Bay

Section A – Priority Issues

Q1a. **What do you value most about living in the Sutherland Shire area?**

………………………………………………………………………………………….…

Q1b. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?**

………………………………………………………………………………………………

Q1c. **Overall, how would you rate the quality of life you have living in the Sutherland Shire?** *Prompt*

- O   Excellent
- O   Very good
- O   Good
- O   Fair
- O   Poor
- O   Very poor

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

Q2. **In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 = low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction.** *Prompt*

Note: Please only rate your satisfaction if you rated importance to be a 4 or a 5.

Thriving community, Great Lifestyle

| | Importance | | | | | Satisfaction | | | | |
| | Low | | | | High | Low | | | | High |
	1	2	3	4	5	1	2	3	4	5
Parks and playgrounds	O	O	O	O	O	O	O	O	O	O
Ovals and sportsgrounds	O	O	O	O	O	O	O	O	O	O
Community buildings and halls	O	O	O	O	O	O	O	O	O	O
Leisure Centres (swimming pools)	O	O	O	O	O	O	O	O	O	O
Cultural facilities & services overall	O	O	O	O	O	O	O	O	O	O
Hazelhurst Regional Gallery	O	O	O	O	O	O	O	O	O	O
Sutherland Entertainment Centre	O	O	O	O	O	O	O	O	O	O
Library services	O	O	O	O	O	O	O	O	O	O
Childcare services	O	O	O	O	O	O	O	O	O	O
Festival and events programs	O	O	O	O	O	O	O	O	O	O
Supporting local jobs and businesses	O	O	O	O	O	O	O	O	O	O

Our Places and Spaces

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Overall condition of the local sealed road network	O	O	O	O	O	O	O	O	O	O
Overall condition of the local footpath network										
Provision of footpaths	O	O	O	O	O	O	O	O	O	O
Provision of bike paths	O	O	O	O	O	O	O	O	O	O
Neighbourhood traffic conditions/ management	O	O	O	O	O	O	O	O	O	O
Condition/cleanliness of public toilets	O	O	O	O	O	O	O	O	O	O
Location/availability of public toilets	O	O	O	O	O	O	O	O	O	O
Graffiti removal in public places	O	O	O	O	O	O	O	O	O	O
Domestic animal control in public places	O	O	O	O	O	O	O	O	O	O
Quality and character of the built environment	O	O	O	O	O	O	O	O	O	O
Streetscapes around shopping areas	O	O	O	O	O	O	O	O	O	O
Diversity & choice of housing types	O	O	O	O	O	O	O	O	O	O
Appearance of suburbs	O	O	O	O	O	O	O	O	O	O

Our Natural Environment

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Management of local bushland	O	O	O	O	O	O	O	O	O	O
Management of Shire tree coverage	O	O	O	O	O	O	O	O	O	O
Management of beaches and waterways	O	O	O	O	O	O	O	O	O	O
Household waste service, including rubbish and recycling	O	O	O	O	O	O	O	O	O	O
Stormwater drainage	O	O	O	O	O	O	O	O	O	O

Connected and Collaborative Community Leaders

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Opportunity to participate in Council's decision-making	O	O	O	O	O	O	O	O	O	O
Consideration of local community views in decision making	O	O	O	O	O	O	O	O	O	O
Effective communication of council decisions	O	O	O	O	O	O	O	O	O	O
Timeliness of information on council decisions	O	O	O	O	O	O	O	O	O	O
Provision of information about local services and activities	O	O	O	O	O	O	O	O	O	O
Long-term planning for the Shire	O	O	O	O	O	O	O	O	O	O
Financial management	O	O	O	O	O	O	O	O	O	O

Q3. **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?** *Prompt*

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

Section C – CSP Questions

Sutherland Shire Council will be reviewing the Community Strategic Plan over the next 12 months. This plan incorporates the community's aspirations for the LGA in the future. I am now going to ask questions that will help Council in the development of a revised Community Strategic Plan.

The vision highlighted in the current 2011-2030 Community Strategic Plan is:

"A connected and safe community that respects people and nature, enjoying active lives in a strong local economy".

Q4a. **How supportive are you of this community vision?** *Prompt*

- ○ Very supportive
- ○ Supportive
- ○ Somewhat supportive
- ○ Not very supportive
- ○ Not at all supportive

Q4b. **(If not at all/not very supportive) what do you feel should be incorporated into a vision for the future of the Sutherland Shire?**

…………………………………………………………………………………………………

Q5. **In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement? The scale is from 1 to 5, where 1 is strongly disagree and 5 is strongly agree.** *Prompt*

Roads and Transport

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
Public transport is adequate for your needs	○	○	○	○	○	○
Sutherland Shire is a safe area for pedestrians	○	○	○	○	○	○
Sutherland Shire is a safe area for cyclists	○	○	○	○	○	○
Traffic systems provide for safe and efficient traffic flow	○	○	○	○	○	○

Community Safety

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
You feel safe during the day	O	O	O	O	O	O
You feel safe during the night	O	O	O	O	O	O
You feel safe in your home	O	O	O	O	O	O
You feel safe using public facilities	O	O	O	O	O	O
Graffiti is adequately controlled	O	O	O	O	O	O

Infrastructure and Development

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
Shops and services in shopping areas meet residents' needs	O	O	O	O	O	O
New developments are helping to preserve and enhance an attractive urban environment	O	O	O	O	O	O
There is urban vitality that supports a good lifestyle quality in Sutherland Shire	O	O	O	O	O	O
There is a diversity of housing types to suit the needs of our community	O	O	O	O	O	O

The Natural Environment

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
The natural environment is respected and protected	O	O	O	O	O	O
Local bushland and reserves are well managed	O	O	O	O	O	O
Beaches are well patrolled by lifeguards	O	O	O	O	O	O
Beaches are kept clean and tidy	O	O	O	O	O	O

Services and Facilities

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
There is a good range of leisure and recreation opportunities	O	O	O	O	O	O
Sporting facilities in the area meet your needs	O	O	O	O	O	O
There is a good range of opportunities for cultural and artistic activities and expression	O	O	O	O	O	O
Living in Sutherland Shire gives you a sense of living in a community	O	O	O	O	O	O
There is a good range of community groups and support networks for residents	O	O	O	O	O	O
The community in Sutherland Shire is harmonious, cohesive and inclusive	O	O	O	O	O	O
People in Sutherland Shire have fair opportunity to participate in community life	O	O	O	O	O	O
The Sutherland Shire community is compassionate and supportive of the most vulnerable in society	O	O	O	O	O	O
Quality education is available and accessible in the LGA	O	O	O	O	O	O

Planning and Decision Making

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
Council adequately considers community concerns and views in making decisions	O	O	O	O	O	O
Information about Council and its decisions is clear and accessible	O	O	O	O	O	O
Council plans well to help secure the community's long term future	O	O	O	O	O	O

Health

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
Hospitals, medical and mental health services in the LGA are accessible and adequate	O	O	O	O	O	O
Healthy lifestyle opportunities are available in Sutherland Shire	O	O	O	O	O	O

Economic Development Growth

	Strongly disagree				Strongly agree	
	1	2	3	4	5	DK
Planning for local economic growth and development is adequate	O	O	O	O	O	O
The Sutherland Shire Council supports a variety of businesses	O	O	O	O	O	O
The local economy provides a wide range of work opportunities	O	O	O	O	O	O
You feel able to afford a reasonable standard of housing in this area	O	O	O	O	O	O
The cost of living in SS is affordable for you	O	O	O	O	O	O

Section D – Demographic & Profiling Questions

Q6a.   Please stop me when I read out your age group: *Prompt*

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

Q6b.   Which of the following best describes the dwelling where you are currently living? *Prompt*

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

Q6c.   How long have you lived in the Sutherland Shire area? *Prompt*

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

Q6d. **Which of the following best describes your current circumstances?** *Prompt*

- O   Currently in full time, part time or casual paid employment
- O   Studying at school, TAFE or university
- O   Retired from paid employment
- O   Currently looking for paid employment
- O   Home duties
- O   Other (please specify)……………………………
- O   Refused/Can't say

Q6e. **[If currently working or studying] Do you work/study within the Sutherland Shire LGA, outside the Sutherland Shire LGA, or do you travel around both inside and outside the LGA?** *(SR)*

- O   Within the Sutherland Shire LGA
- O   Outside the Sutherland Shire LGA
- O   Both inside and outside the LGA

Q6f. **What is your family status?** *Prompt (SR)*

- O   Single/living alone
- O   Single parent (children at home)
- O   Couple (children at home)
- O   Couple (no children at home)
- O   Group/shared household
- O   Living at home with one or more parents
- O   Prefer not to state (Do NOT prompt)
- O   Other (Do NOT prompt - specify)..........................

Q6g. **Gender (determine by voice):**

- O   Male
- O   Female

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.

At this stage Council are developing a register of interest for future consultations.

Q7a. **Would you be interested in registering your interest with Council?**

- O   Yes
- O   No   **(If no, go to end)**

Q7b. **(If yes), May I please confirm your contact details?**

First name...
Surname...
Email...
Telephone..

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Sutherland Shire Council (if respondent wants our number, it is 1800 639 599 – Council Customer Service line is 9710 0333)

Sutherland Shire Council

Community Satisfaction Research 2018

Prepared by: Micromex Research
Date: January 7, 2019

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Summary and Recommendations

Summary and Recommendations

Summary

Compared to 2016, results in 2018 have declined for the two Key Performance Indicators:

- Overall Satisfaction: Mean score has dropped from 3.62 out of 5 to 3.40 – and is below our Metropolitan Norm:
    - However, 86% of residents remain at least somewhat satisfied with Council.
- Quality of Life: Mean score has dropped from 5.41 out of 6 to 5.23:
    - However, this is more of a 'softening' rather than a shift towards negativity – the 'poor' and 'very poor' responses are still virtually non-existent.

During the 2018 wave of this research, news broke on social media and then in the local press that Council would investigate an apartment-specific SRV. In order to explore whether this may have contributed to overall declines in scores, we conducted the analyses below (surveys up to Nov 26 were before the Council decision was made public – surveys submitted after Nov 26 may in theory have been impacted by the SRV announcement):

Q3. 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? Prompt by Date compare

Column %	Surveys submitted up to/incl 26th Nov 2018	Surveys submitted after 26th 2018
1 - Not at all satisfied	8%	1%
2 - Not very satisfied	10%	11%
3 - Somewhat satisfied	33%	38%
4 - Satisfied	41%	42%
5 - Very satisfied	8%	8%
Average	3.32	3.44
Column Population	212	404

Q1c. Overall, how would you rate the quality of life you have living in the Sutherland Shire? Prompt by Date compare

Column %	Surveys submitted up to/incl 26th Nov 2018	Surveys submitted after 26th 2018
1 - Very poor	1%	0%
2 - Poor	0%	0%
3 - Fair	2%	3%
4 - Good	16%	13%
5 - Very good	35%	42%
6 - Excellent	46%	42%
Average	5.22	5.24
Column Population	212	404

There is no indication in the above data that results were more negative in 2018 after the SRV became public knowledge.

However, two themes have emerged across the different questions that may help to explain why these overall metrics have dropped in 2018:

- ***Concerns about development/overdevelopment*** – and associated comments about the built environment, road congestion, etc. Satisfaction scores for a number of development-related attributes have dropped noticeably in 2018 – and open-ended comments about priority areas for Council to focus on were dominated by development-related statements:
  - o Developments such as the Kirrawee South Village ***may*** be contributing to this.

- ***Decline in community engagement scores***: There is a sense that in 2018 the community is less likely to be satisfied with Council's performance in terms of 'consideration of local community views in decision making' and 'opportunity to participate in Council's decision making':
  - o Whilst Council did not have to merge back in May 2016, it is ***possible*** that community consultation and engagement around the Fit for the Future initiative in 2015/16 may have inflated the 2016 scores. Nevertheless, this is an important driver of satisfaction so should not be ignored.

The regression analysis identified the following main drivers of overall satisfaction – Council should prioritise these themes:

- ***Governance***: 'Council works in the best interests of the community', 'Council makes the community feel valued and respected', 'financial management'

- ***Development***: 'Neighbourhood traffic conditions/management', 'long-term planning for the Shire', 'appearance of suburbs', and 'quality and character of the built environment'.

- ***Community engagement***: 'Consideration of local community views in decision making', 'information about Council and its decisions is clear and accessible'. It is possible that this driver is related to the other two – that is, better communications around governance and development issues may help to allay community concerns in these areas.

Recommendations

In order to strengthen community satisfaction levels, Council should consider the following:

- Increase community engagement opportunities. Areas worth exploring for engagement include:
  - o Perceptions of development/over-development, long-term planning and associated issues around traffic congestion.
  - o Governance issues – such as financial management and working in the best interests of the community.
  - o Community concerns around availability and cleanliness of public toilets.

Key Community Performance Indicators Quick Stats - 2018

Overall satisfaction with Council

14% of residents were 'not very/not at all satisfied' with the overall performance of Council

86% said they were at least 'somewhat satisfied' with the overall performance of Council

Residents were at least 'moderately satisfied' with **28/38** services and facilities

86% were at least 'somewhat satisfied' with their recent contact with Council

84% rated their **quality of life** as 'very good' or 'excellent'

54% value the natural environment (unprompted)

Top Drivers of Overall Satisfaction

Council works in the best interests of the community (11.3%)

43% of residents are concerned about managing traffic congestion (unprompted)

Council makes the community feel valued and respected (10.0%)

Financial management (7.0%)

Places to take a friend in the Shire when visiting:

Beaches, bays and rivers (Cronulla Beach)

Top reasons:
Natural beauty/scenery
Nice walks/bush walks
Good food options/dining experience

National parks, bush walks and parks (The Royal National Park)

Top reasons:
Natural beauty/scenery
Nice walks/bush walks
Natural environment, parks and wildlife

Cronulla

Top reasons:
Natural beauty/scenery
Good food options/dining experience
Great beaches

Background and Methodology

Background and Methodology

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

- 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 methods of communication and satisfaction with contact with Council
- Identifying top priority areas for Council to focus on
- Understanding place branding/image

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 Sutherland Shire Council, reviewed and refined the 2016 questionnaire for use in 2018.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 22nd November – 4th December 2018 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Sutherland Shire Council Local Government Area. Broad quotas were set by Ward.

Sample selection and error

500 of the 616 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 116 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Sutherland Shire LGA, i.e. Cronulla Train Station, Engadine shops, Miranda Westfield, Nippers Cronulla/Cronulla Beach and the Shire Farmers Markets.

A sample size of 616 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=616 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Sutherland Shire Council.

Interviewing

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

Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Sutherland Shire Council.

Data analysis

The data within this report was analysed using Q Professional.

Significant difference testing is a statistical test performed to evaluate the difference between two measurements. 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.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and residential location.

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 us to identify different levels of importance and satisfaction across respondents.

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

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2017 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2017, in which residents from all 129 LGAs were interviewed in order to establish a normative score.

Ward Listing

Ward A	
Bundeena	Kirrawee*
Burraneer	Kurnell*
Caringbah South*	Lilli Pilli*
Caringbah*	Loftus*
Cronulla	Maianbar
Dolans Bay	Port Hacking
Grays Point*	Royal National Park
Greenhills Beach	Woolooware*
Heathcote*	

Ward B	
Caringbah*	Kirrawee*
Caringbah South*	Lilli Pilli*
Grays Point*	Miranda*
Gymea Bay	Oyster Bay*
Gymea*	Yowie Bay

Ward C	
Caringbah*	Miranda*
Como*	Oyster Bay*
Gymea*	Sutherland*
Jannali*	Sylvania
Kangaroo Point	Sylvania Waters
Kareela	Taren Point
Kirrawee*	Woolooware*

Ward D	
Engadine	Sutherland*
Grays Point*	Waterfall*
Heathcote*	Woronora Dam
Holsworthy*	Woronora Heights
Jannali*	Woronora*
Kirrawee*	Yarrawarrah
Loftus*	

Ward E	
Alfords Point	Jannali*
Bangor	Kurnell*
Barden Ridge	Lucas Heights
Bonnet Bay	Menai
Como*	Sandy Point
Heathcote*	Sutherland*
Holsworthy*	Waterfall*
Illawong	Woronora*

* Suburbs that cross more than one ward

Sample Profile

Sample Profile

Gender

Male — 48%
Female — 52%

Age

18-34 — 26%
35-49 — 27%
50-64 — 25%
65+ — 22%

Ward

Ward A — 24%
Ward B — 19%
Ward C — 19%
Ward D — 19%
Ward E — 19%

Ratepayer Status

Ratepayer — 82%
Non-ratepayer — 18%

Time Lived in the Area

Less than 2 years — 6%
2-5 years — 6%
6-10 years — 10%
11-20 years — 14%
More than 20 years — 64%

Employment status

Currently employed — 67%
Retired from paid employement — 26%
Home duties — 4%
Studying at school, TAFE or University — 2%
Currently looking for paid employment — 1%
Other — <1%

Family status*

Couple (children at home) — 46%
Couple (no children at home) — 25%
Single/living alone — 14%
Living at home with one or more parents — 9%
Single parent (children at home) — 3%
Group/shared household — 2%
Other — 1%

Base: N = 616

*Please note: 3 respondents did not answer 'family status'
A sample size of 616 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Sutherland Shire Council.

Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

Overall satisfaction has significantly decreased from 2016, with the mean score dropping from 3.62 in 2016 to 3.40 in 2018. The 2018 mean score of 3.40 is also significantly below our Metro Benchmark.

Q3. 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?

	2018	2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.40▼	3.62	3.44	3.37	3.59▲	3.40	3.21▼	3.39

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-ratepayer
Mean ratings	3.24▼	3.55	3.55	3.34	3.41	3.38	3.52

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Sutherland Shire Council 2018
Mean ratings	3.55▲	3.31	3.42	3.40

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

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

Very satisfied: 2018 8%, 2016 12%
Satisfied: 2018 42%▼, 2016 49%
Somewhat satisfied: 2018 36%, 2016 31%
Not very satisfied: 2018 10%▲, 2016 6%
Not at all satisfied: 2018 4%, 2016 2%

■ 2018 N = 616   ■ 2016 N = 604

Key Findings

Overview (Quality of life)

Summary

Residents' rating of their quality of life has significantly decreased from 2016 – however, this is more of a 'softening' rather than a shift towards negativity – note that the 'poor' and 'very poor' responses are still virtually non-existent.

Q1c. Overall, how would you rate the quality of life you have living in the Sutherland Shire?

	2018	2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	5.23▼	5.41	5.28	5.19	5.23	5.32	5.18	5.19

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-ratepayer
Mean ratings	5.28	5.12	5.28	5.23	5.24	5.30▲	4.94

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating (by group)

Chart data:
- Excellent: 2018 44%▼, 2016 52%
- Very good: 2018 40%, 2016 39%
- Good: 2018 14%▲, 2016 9%
- Fair: 2018 2%▲, 2016 <1%
- Poor: 2018 0%, 2016 0%
- Very poor: 2018 0%, 2016 <1%

■ 2018 N = 616   ■ 2016 N = 604

Key Findings

Overview (Most valued thing about living in the LGA)

Summary

Residents value living in an area that is connected, peaceful and surrounded by an array of places within the beautiful natural environment, such as parks and beaches. They also value having a relaxed lifestyle but remaining close to a variety of services and transport to the city. Results are similar to 2016.

Q1a.   What do you value most about living in the Sutherland Shire area?

Word Frequency Tagging

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

Category	2018 N = 616	2016 N = 604
The surrounding/access to beautiful beaches, parks and nature reserves	54%	62%
NET: Atmosphere and community*	17%	23%
Location - proximity to shops, facilities, public transport and the city	12%	13%
Peaceful and quiet	9%	10%
Lifestyle	7%	11%
Low density area e.g. not overdeveloped/overcrowded, limited traffic congestion	6%	6%

*Please note: this year atmosphere and community have been separated to create two individual codes, these are 'sense of community/friendly community' (15%) and 'atmosphere of the area e.g. rural/urban feel' (3%)

Please see Appendix A for the full list of responses

Key Findings

Overview (Top priority areas for Council to focus on)

Summary

Issues concerning congestion within the area, i.e. traffic congestion, overdevelopment and overcrowding have increased from 2016, with just under half (43%) identifying the management of traffic congestion as the highest priority for the next 10 years.

Q1b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?

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.

*Please note: this year we have created a net group of 'infrastructure and services to cater for the growing population' to highlight the importance of this. 2016 results have been recalculated for comparison.

Please see Appendix A for the full list of responses

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2016, there were significant **increases** in residents' levels of **importance** for 2 of the comparable 34 services and facilities provided by Council, these were:

	2018	2016
Management of beaches and waterways	4.77	4.68
Provision of bike paths	3.72	3.45

There were no significant decreases in importance.

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

Key Satisfaction Trends

Over the same period there was a **decline** in residents' levels of **satisfaction** across 10 of the comparable 34 services and facilities provided by Council, these were:

	2018	2016
Appearance of suburbs	3.46	3.59
Quality and character of the built environment	3.17	3.39
Financial management	3.17	3.36
Management of Shire tree coverage	3.17	3.44
Diversity & choice of housing types	3.06	3.24
Overall condition of the local sealed road network	2.99	3.19
Consideration of local community views in decision making	2.69	2.94
Opportunity to participate in Council's decision-making	2.67	3.02
Long-term planning for the Shire	2.64	2.93
Neighbourhood traffic conditions/management	2.62	2.94

Note that a number of the above statements are associated with development-related issues, including 'appearance of suburbs', 'quality and character of the built environment', 'management of Shire tree coverage', 'diversity and choice of housing types', 'long term planning' and 'neighbourhood traffic conditions'. Two community engagement attributes are also included in the above list ('consideration of local community views in decision making' and 'opportunity to participate in Council's decision making') – and one governance statement ('financial management').

There were no significant increases in satisfaction.

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

Key Findings

Importance

The following services/facilities received the highest importance ratings:

Top 5 for Importance	
Household waste service, including rubbish and recycling	4.77
Management of beaches and waterways	4.77
Long-term planning for the Shire	4.75
Neighbourhood traffic conditions/management	4.61
Council works in the best interests of the community	4.60
Management of local bushland	4.60

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	
Community buildings and halls	3.31
Childcare services	3.38
Cultural facilities & services overall	3.38
Hazelhurst Regional Gallery	3.50
Sutherland Entertainment Centre	3.62

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

Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 for Satisfaction	
Hazelhurst Regional Gallery	4.41
Library services	4.28
Household waste service, including rubbish and recycling	3.94
Leisure centres (swimming pools)	3.91
Parks and playgrounds	3.90

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	
Neighbourhood traffic conditions/management	2.62
Long-term planning for the Shire	2.64
Opportunity to participate in Council's decision-making	2.67
Consideration of local community views in decision making	2.69
Provision of bike paths	2.74

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

Key Findings

Comparison to LGA Benchmarks – Satisfaction Scores

7 of the 30 comparable satisfaction measures were rated **above** our benchmark threshold of 0.15 and 8 of the measures were rated **lower** than the benchmark threshold of -0.15.

Service/Facility	Sutherland Shire Council Satisfaction Scores	Benchmark Variances
Hazelhurst Regional Gallery	4.41	0.67▲
Stormwater drainage	3.76	0.40▲
Information provided about local services and activities	3.69	0.34▲
Supporting local jobs and businesses	3.49	0.31▲
Childcare services	3.89	0.28▲
Management of local bushland	3.71	0.27▲
Management of beaches and waterways	3.78	0.17▲
Library services	4.28	0.14
Domestic animal control in public places	3.62	0.14
Leisure centres (swimming pools)	3.91	0.14
Parks and playgrounds	3.90	0.13
Overall condition of the local sealed road network	2.99	0.09
Ovals and sportsgrounds	3.89	0.07
Provision of footpaths	3.14	0.06
Overall condition of the local footpath network	3.11	0.03
Festival and events programs	3.75	0.01
Sutherland Entertainment Centre	3.73	-0.01
Graffiti removal in public places	3.46	-0.03
Community buildings and halls	3.63	-0.03
Household waste service, including rubbish and recycling	3.94	-0.08
Streetscapes around shopping areas	3.35	-0.08
Management of Shire tree coverage	3.17	-0.10
Location/availability of public toilets	2.91	-0.21▼
Condition/cleanliness of public toilets	2.88	-0.23▼
Cultural facilities & services overall	3.49	-0.25▼
Opportunity to participate in Council's decision-making	2.67	-0.35▼
Neighbourhood traffic conditions/management	2.62	-0.45▼
Long-term planning for the Shire	2.64	-0.46▼
Quality and character of the built environment	3.17	-0.49▼
Provision of bike paths	2.74	-0.49▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2-step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis, we have been able to:

1. Identify and understand the hierarchy of community priorities

2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Sutherland Shire Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 38 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 'extremely high' importance and that the satisfaction they have with Sutherland Shire Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, the 'management of beaches and waterways' was given an importance score of 4.77, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time, it was given a satisfaction score of 3.78, which indicates that residents have a 'moderately high' level of satisfaction with Sutherland Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'Hazelhurst Regional Gallery' (3.50 importance vs. 4.41 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.

Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Ranking 2016	Ranking 2018	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Long-term planning for the Shire	4.75	2.64	2.11
2	2	Neighbourhood traffic conditions/management	4.61	2.62	1.99
N/A	3	Council works in the best interests of the community	4.60	2.95	1.65
3		Consideration of local community views in decision making	4.34	2.69	1.65
5	5	Overall condition of the local sealed road network	4.56	2.99	1.57
5	6	Condition/cleanliness of public toilets	4.32	2.88	1.44
7	7	Location/availability of public toilets	4.25	2.91	1.34
8		Timeliness of information on Council decisions	4.15	2.81	1.34
10	9	Financial management	4.47	3.17	1.30
12	10	Opportunity to participate in Council's decision-making	3.96	2.67	1.29
N/A	11	Information about Council and its decisions is clear and accessible	4.22	3.00	1.22
9	12	Overall condition of the local footpath network	4.31	3.11	1.20
15	13	Management of Shire tree coverage	4.36	3.17	1.19
N/A	14	Council makes the community feel valued and respected	4.38	3.20	1.18
10	15	Provision of footpaths	4.29	3.14	1.15
15	16	Diversity & choice of housing types	4.08	3.06	1.02
14	17	Quality and character of the built environment	4.18	3.17	1.01
17	18	Management of beaches and waterways	4.77	3.78	0.99
13	19	Supporting local jobs and businesses	4.47	3.49	0.98
20		Provision of bike paths	3.72	2.74	0.98
20	21	Management of local bushland	4.60	3.71	0.89
20	22	Household waste service, including rubbish and recycling	4.77	3.94	0.83
18	23	Appearance of suburbs	4.23	3.46	0.77
23	24	Stormwater drainage	4.43	3.76	0.67
25	25	Streetscapes around shopping areas	3.92	3.35	0.57
19	26	Graffiti removal in public places	3.97	3.46	0.51
N/A	27	Information provided about local services and activities	4.02	3.69	0.33
27	28	Parks and playgrounds	4.07	3.90	0.17
26	29	Domestic animal control in public places	3.78	3.62	0.16
30	30	Leisure centres (swimming pools)	3.93	3.91	0.02
28	31	Ovals and sportsgrounds	3.89	3.89	0.00
29	32	Festival and events programs	3.67	3.75	-0.08
32	33	Sutherland Entertainment Centre	3.62	3.73	-0.11
31		Cultural facilities & services overall	3.38	3.49	-0.11
34	35	Library services	4.03	4.28	-0.25
33	36	Community buildings and halls	3.31	3.63	-0.32
35	37	Childcare services	3.38	3.89	-0.51
36	38	Hazelhurst Regional Gallery	3.50	4.41	-0.91

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

Key Findings

When we examine the 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 is between 2.62 and 3.17, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Long-term planning for the Shire	4.75	2.64	2.11
2	Neighbourhood traffic conditions/ management	4.61	2.62	1.99
3	Council works in the best interests of the community	4.60	2.95	1.65
3	Consideration of local community views in decision making	4.34	2.69	1.65
5	Overall condition of the local sealed road network	4.56	2.99	1.57
6	Condition/cleanliness of public toilets	4.32	2.88	1.44
7	Location/availability of public toilets	4.25	2.91	1.34
7	Timeliness of information on Council decisions	4.15	2.81	1.34
9	Financial management	4.47	3.17	1.30
10	Opportunity to participate in Council's decision-making	3.96	2.67	1.29

Four main themes emerge in the above table:

- Planning and development (including the impacts of development, such as traffic conditions)
- Community consultation and engagement
- Governance issues ('Council works in the best interests of the community' and 'financial management')
- Public toilets (availability and condition)

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

Key Findings

Quadrant Analysis

Step 2.   **Quadrant Analysis**

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs – in a sense, it is a graphical representation of the earlier Performance Gap Analysis.

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 4.14 and the average rated satisfaction score was 3.37. Therefore, any facility or service that received a mean stated importance score of ≥ 4.14 would be plotted in the higher importance section and, conversely, any that scored < 4.14 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.37. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction
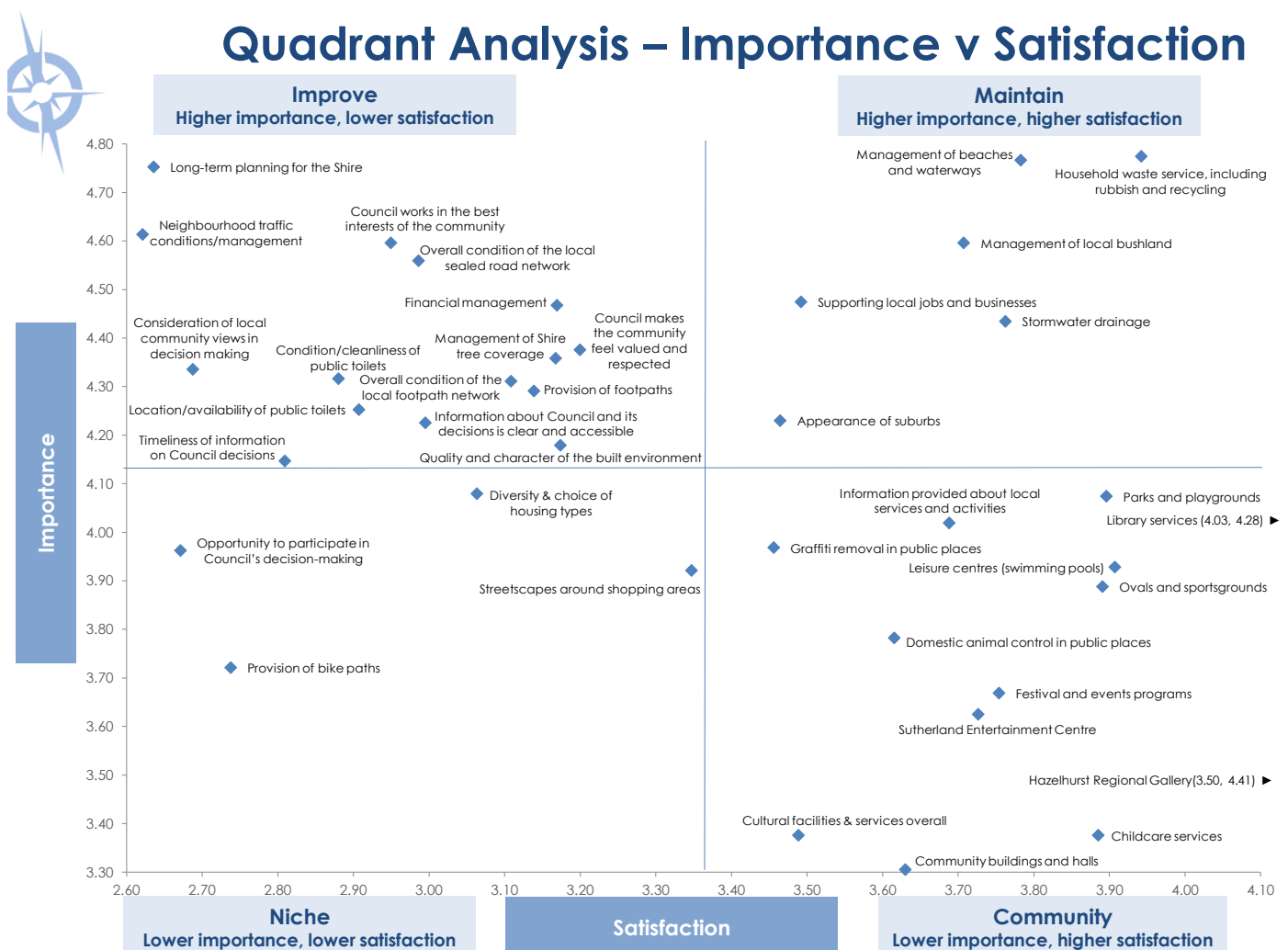
Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as the 'household waste service', 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 'long-term planning for the Shire' 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 'provision of bike paths', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'community buildings and halls', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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 the 'overall condition of the local sealed road network', 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 Sutherland Shire Council <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Key Findings

Key Drivers of Satisfaction with Sutherland Shire Council

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

These top 10 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 28 attributes we obtained measures on have only a limited impact on the community's satisfaction with Sutherland Shire Council's performance. Therefore, whilst all 38 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 10 Indicators Contribute to Over 60% of Overall Satisfaction with Council
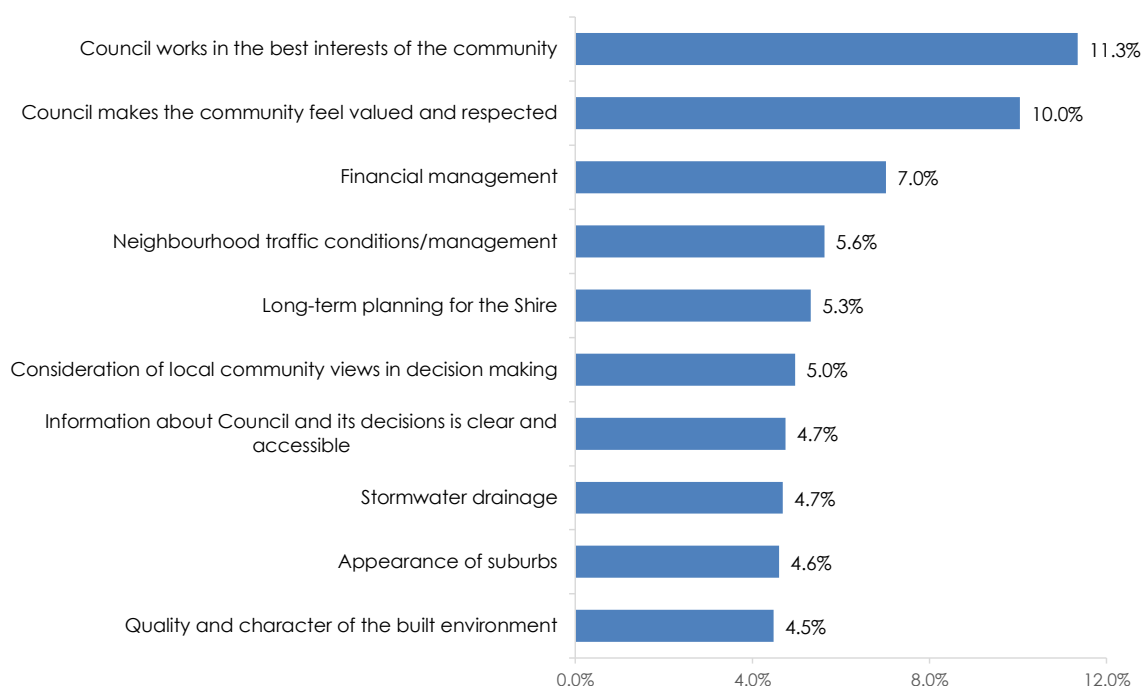
Indicator	Contribution
Council works in the best interests of the community	11.3%
Council makes the community feel valued and respected	10.0%
Financial management	7.0%
Neighbourhood traffic conditions/management	5.6%
Long-term planning for the Shire	5.3%
Consideration of local community views in decision making	5.0%
Information about Council and its decisions is clear and accessible	4.7%
Stormwater drainage	4.7%
Appearance of suburbs	4.6%
Quality and character of the built environment	4.5%

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

These 10 services/facilities are the key community priorities and by addressing these, Sutherland Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council (the higher the score the higher the contribution).

Themes that emerge as key drivers in the above table include:
- Governance: 'Council works in the best interests of the community', 'Council makes the community feel valued and respected', financial management'
- Development: 'Neighbourhood traffic conditions/management', 'long-term planning for the Shire', 'appearance of suburbs', and 'quality and character of the built environment'.
- Community engagement: 'Consideration of local community views in decision making', 'information about Council and its decisions is clear and accessible'.

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance, we can see that, for one of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'stormwater drainage'. Council should look to maintain/consolidate their delivery in this area.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Sutherland Shire Council can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas
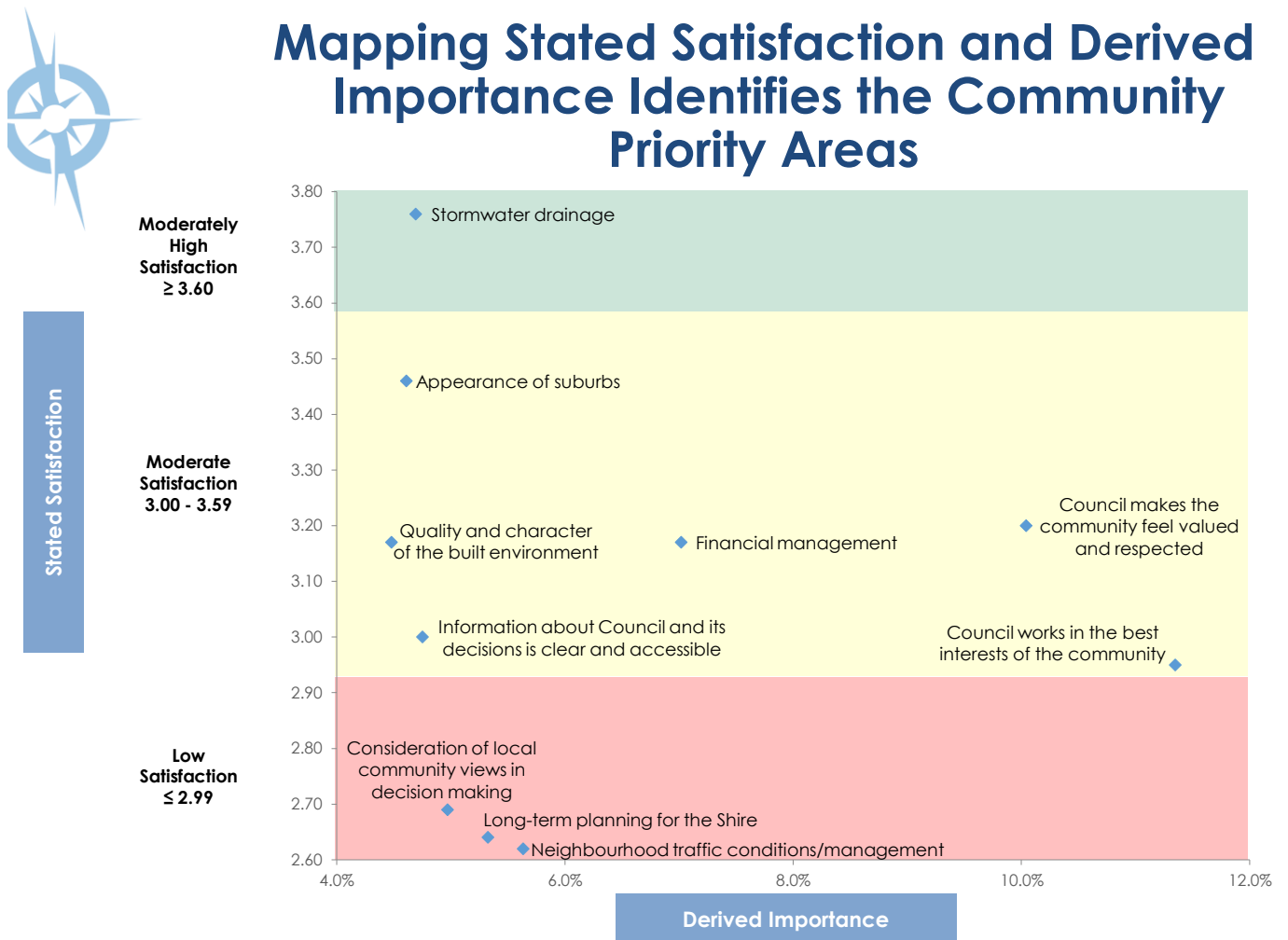
The above chart reveals that only one of the top ten drivers ('stormwater drainage') has a 'moderately high' level of satisfaction – the remaining nine all generated 'moderate' or 'low' satisfaction.

Key Findings

Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas, we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas, we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers

Driver	Dissatisfies (51%)	Satisfiers (49%)
Council works in the best interests of the community	-7.3%	4.1%
Council makes the community feel valued and respected	-4.6%	5.4%
Financial management	-2.8%	4.3%
Neighbourhood traffic conditions/management	-2.8%	2.8%
Long-term planning for the Shire	-3.5%	1.8%
Consideration of local community views in decision making	-4.5%	0.4%
Information about Council and its decisions is clear and accessible	-1.8%	2.9%
Stormwater drainage	-0.9%	3.8%
Appearance of suburbs	-2.0%	2.6%
Quality and character of the built environment	-3.1%	1.3%

Different levers address the different levels of satisfaction across the community

Section A – Priority Issues

Overall Performance of Council

Summary

Overall satisfaction has significantly decreased from 2016, with the mean score dropping from 3.62 in 2016 to 3.40 in 2018. The 2018 mean score of 3.40 is also significantly below our Metro Benchmark.

Residents aged 18-34 were significantly more satisfied with the overall performance of Council, whilst those aged 50-64 and residents located in Ward A were significantly less satisfied.

Q3.   *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?*

	2018	2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.40▼	3.62	3.44	3.37	3.59▲	3.40	3.21▼	3.39

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-ratepayer
Mean ratings	3.24▼	3.55	3.55	3.34	3.41	3.38	3.52

NSW LGA BRAND SCORES	Metro Benchmark	Regional	All of NSW	Sutherland Shire Council 2018
Mean ratings	3.55▲	3.31	3.42	3.40

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

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

2018 N = 616   2016 N = 604

Quality of Life

Summary

Residents' rating of their quality of life has significantly decreased from 2016 – however, this is more of a 'softening' rather than a shift towards negativity – note that the 'poor' and 'very poor' responses are still virtually non-existent.

Quality of life ratings were similar across demographics, with ratepayers indicating a significantly higher quality of life.

Q1c.   Overall, how would you rate the quality of life you have living in the Sutherland Shire?

	2018	2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	5.23▼	5.41	5.28	5.19	5.23	5.32	5.18	5.19

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-ratepayer
Mean ratings	5.28	5.12	5.28	5.23	5.24	5.30▲	4.94

Scale: 1 = very poor, 6 = excellent

▲▼ = A significantly higher/lower rating (by group)

Excellent — 44%▼ (2018), 52% (2016)
Very good — 40% (2018), 39% (2016)
Good — 14%▲ (2018), 9% (2016)
Fair — 2%▲ (2018), <1% (2016)
Poor — 0% (2018), 0% (2016)
Very poor — 0% (2018), <1% (2016)

■ 2018 N = 616   ■ 2016 N = 604

Most Valued Thing about Living in the LGA

Summary

Residents value living in an area that is connected, peaceful and surrounded by an array of places within the beautiful natural environment, such as parks and beaches. They also value having a relaxed lifestyle but remaining close to a variety of services and transport to the city. Results are similar to 2016.

Q1a.   What do you value most about living in the Sutherland Shire area?

Word Frequency Tagging

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

The surrounding/access to beautiful beaches, parks and nature reserves — 2018: 54%, 2016: 62%

NET: Atmosphere and community* — 2018: 17%, 2016: 23%

Location - proximity to shops, facilities, public transport and the city — 2018: 12%, 2016: 13%

Peaceful and quiet — 2018: 9%, 2016: 10%

Lifestyle — 2018: 7%, 2016: 11%

Low density area e.g. not overdeveloped/overcrowded, limited traffic congestion — 2018: 6%, 2016: 6%

2018 N = 616   2016 N = 604

*Please note: this year atmosphere and community have been separated to create two individual codes, these are 'sense of community/friendly community' (15%) and 'atmosphere of the area e.g. rural/urban feel' (3%)

Please see Appendix A for the full list of responses

Highest Priority Issues Within the Sutherland Shire

Summary

Issues concerning congestion within the area, i.e. traffic congestion, overdevelopment and overcrowding have increased from 2016, with just under half (43%) identifying the management of traffic congestion as the highest priority for the next 10 years.

Q1b.   Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?

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.

Issue	2018 N = 615	2016 N = 604
Managing traffic congestion	43%	38%
Overdevelopment/managing development	37%	29%
NET: Infrastructure/services to cater for the growing population*	20%	17%
Managing population growth/overcrowding	20%	10%
Availability of parking	11%	18%
Management of roads/road infrastructure and maintenance	10%	13%
Provision of public transport	9%	11%

*Please note: this year we have created a net group of 'infrastructure and services to cater for the growing population' to highlight the importance of this. 2016 results have been recalculated for comparison.

Please see Appendix A for the full list of responses

Section B – Customer Experience

Reason for Contact with Council

Summary

Almost two thirds of residents (63%) had contacted Council at least once in the past 12 months – 38% had made recent contact to report an issue or problem for Council to investigate and 35% sought information.

Q4a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc. for any of the following reasons?

Reason	%
Reporting an issue or problem for Council to investigate	38%
Seeking information	35%
Paying rates or charges	24%
Lodging forms/applications, such as DA's	17%
Lodging a complaint about Council's services or facilities	14%
Some other reason	5%
None of these	37%
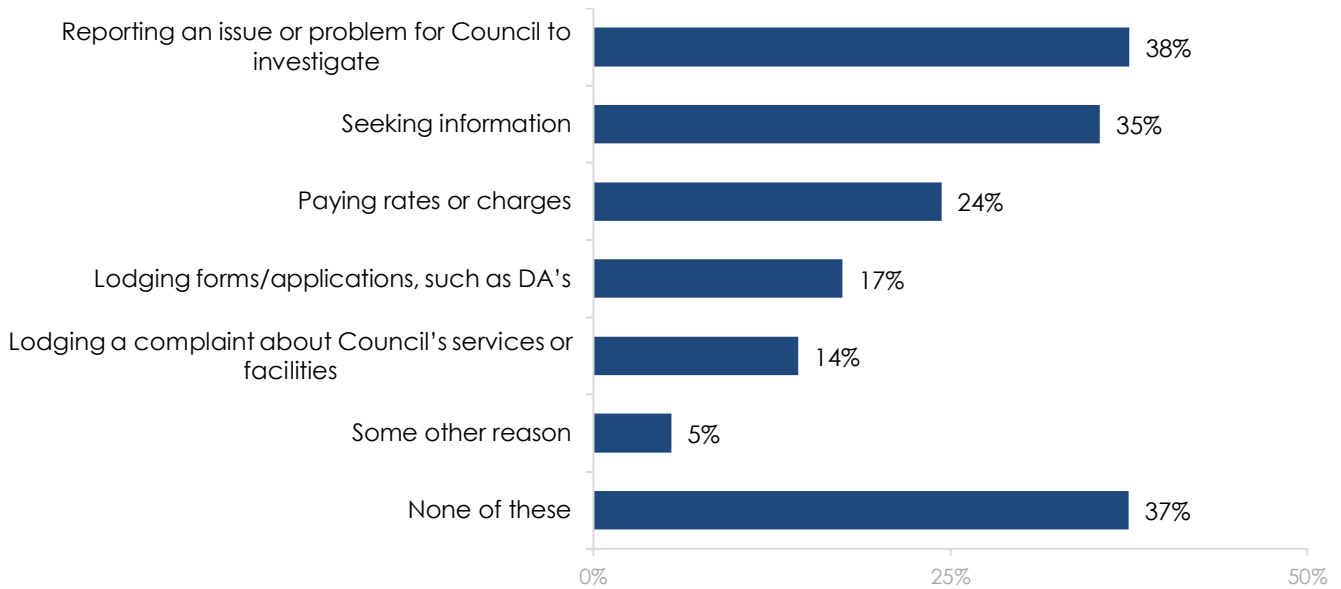
Base: N = 616

Please see Appendix A for other reason specified

Q4b. [Thinking about your most recent contact with Council, which <u>one</u> of those reasons was your contact for?

Reason	%
Reporting an issue or problem for Council to investigate	36%
Seeking information	16%
Lodging forms/applications, such as DA's	14%
Paying rates or charges	14%
Lodging a complaint about Council's services or facilities	11%
Some other reason	8%
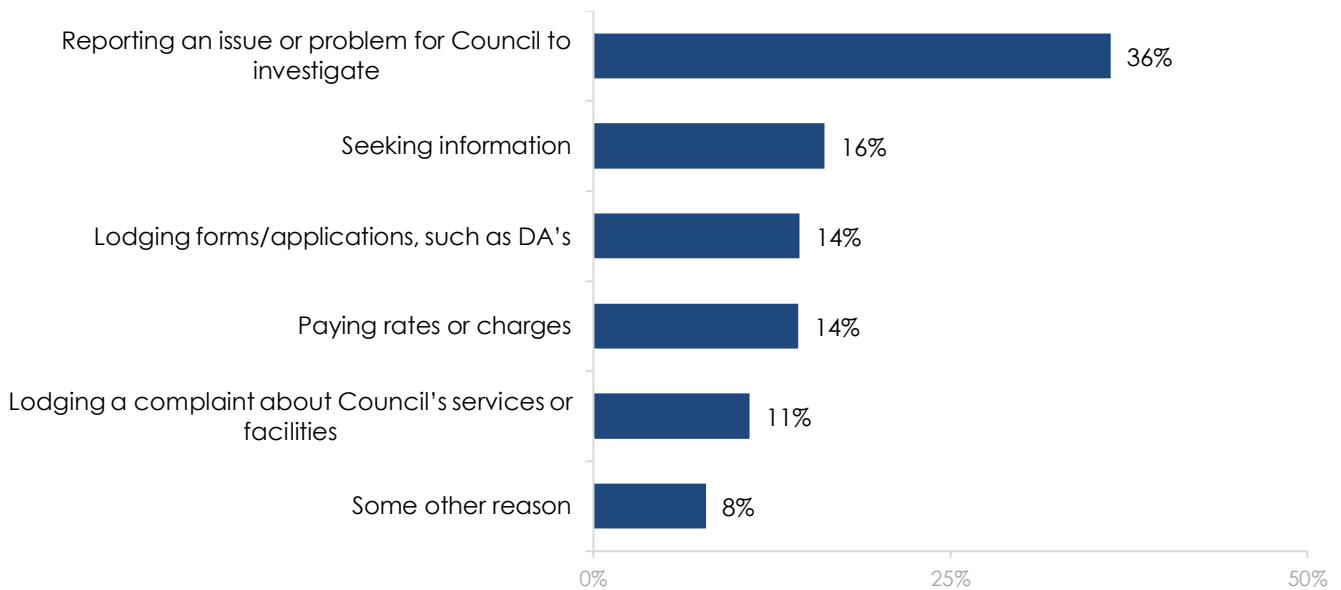
Base: N = 385

Methods of Contact

Summary

Of those that had contacted Council, more than half (54%) made contact via the 'telephone' and 38% used the Council website.

56% of residents stated their issue was resolved after the first contact, however, 20% indicated their issue had still not been resolved at the time of their interview.

Q4c.   Thinking of your most recent contact with Council, what method or methods of contact did you use?

Method	%
Telephone	54%
Council website	38%
Email	28%
In person	20%
Mail/letter	8%
Social media	5%
Snap Send Solve	2%
Text message	1%
Other	1%

Other specified	Count
Online payment	2
Fax	1

Base: N = 385

Q4d.   How many times did you contact Council before your issue was resolved?

Response	%
Once only	56%
2 to 3 times	19%
4 to 5 times	3%
6 times +	2%
Still not resolved	20%

Base: N = 385
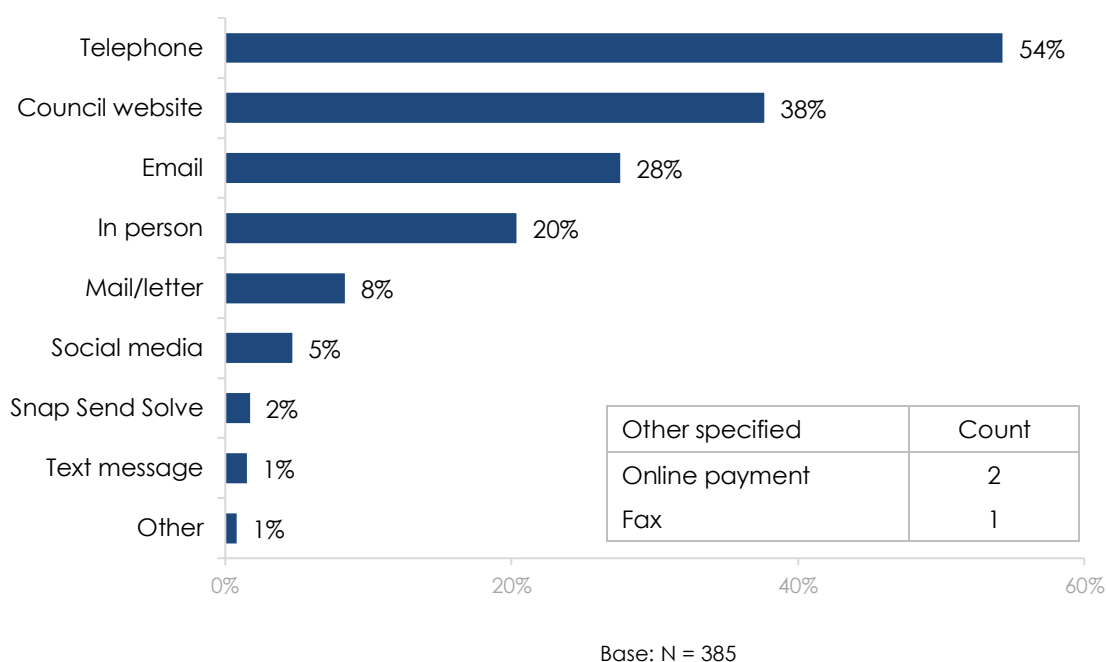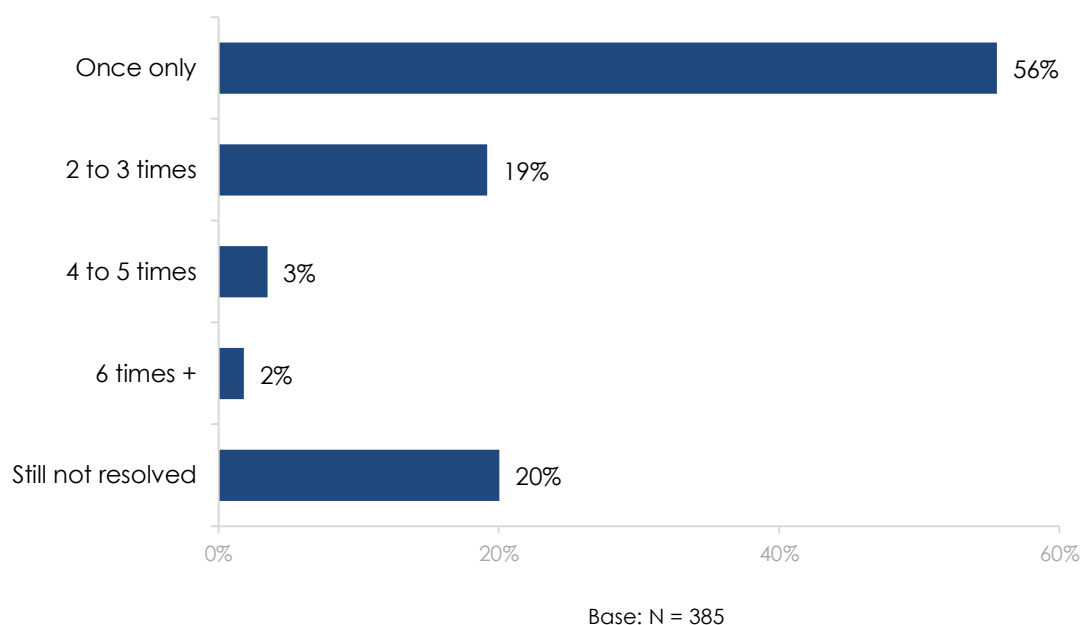
Satisfaction with Contact

Summary

Satisfaction levels were moderately high to very high for all measures, with, as a minimum, 75% at least somewhat satisfied. The 'politeness of staff' received the highest rating overall, with 57% of residents committing to the top box 'very satisfied'.

Q4e.   Still thinking about this most recent contact, how satisfied are you with the following?

Mean ratings

Measure	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Mean ratings
Politeness of staff (N=340)	6%	2%	8%	27%	57%	4.27
Feeling valued and respected by staff (N=341)	7%	3%	18%	26%	46%	4.00
Understanding and knowledge of staff (N=345)	6%	7%	19%	26%	42%	3.91
Knowledge gained through contact (N=348)	10%	12%	15%	26%	37%	3.67
Timeliness of service (N=366)	13%	11%	16%	22%	38%	3.62
Quality of advice (N=355)	11%	14%	15%	22%	38%	3.61

Legend: ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Satisfied ■ Very satisfied

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

Satisfaction with Contact

Summary

86% of residents were at least somewhat satisfied with the way their contact was handled overall.
Those that had made contact via 'email' were significantly less satisfied whilst those that contacted Council through the 'Council website' and 'in person' expressed high satisfaction levels.

Results did not significantly differ by demographics.

Q4f.   *Overall, how satisfied were you with the way your contact was handled?*

	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.88	3.73	4.00	3.88	3.88	3.80	3.98

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-ratepayer
Mean ratings	3.72	3.88	3.83	3.99	4.01	3.86	3.99

	Telephone	Council website	Email	In person
Mean ratings	3.89	3.98	3.48▼	4.01

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

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

Response	%
Very satisfied	36%
Satisfied	35%
Somewhat satisfied	15%
Not very satisfied	7%
Not at all satisfied	7%
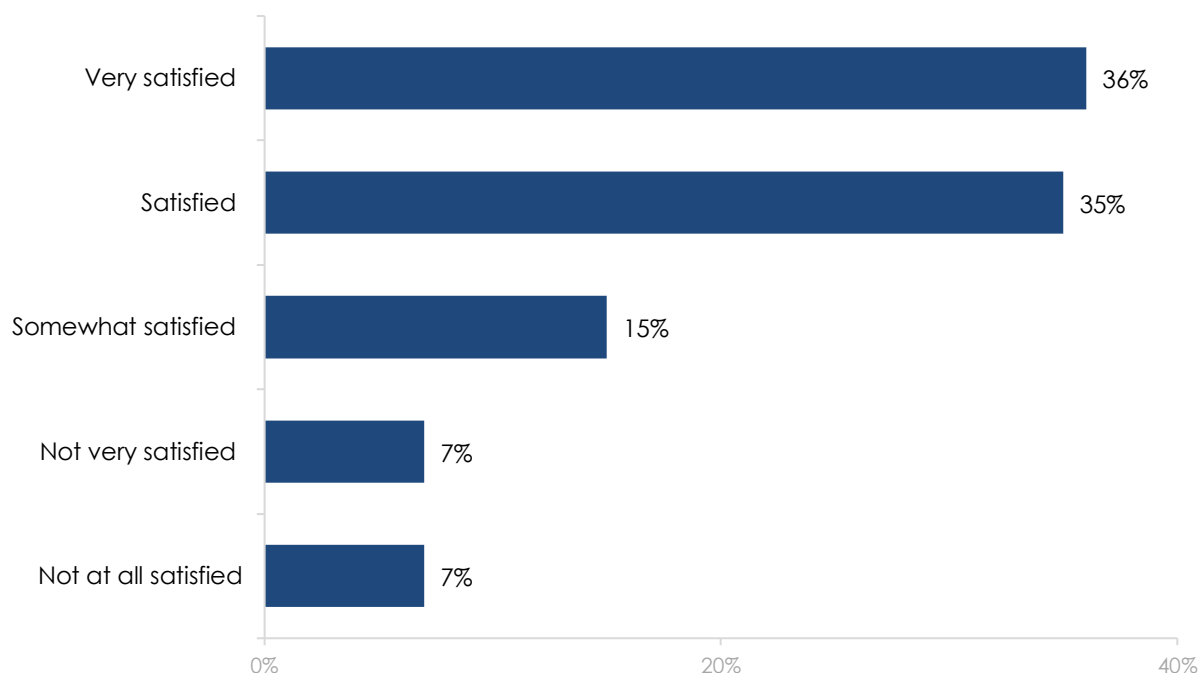
Base: N = 385

Referral to Another Staff Member

Summary

67% of those who had contacted Council had their most recent issue dealt with by a customer service officer. 77% of those that were referred to another Council staff member were at least somewhat satisfied with how the matter would be progressed. Those that made contact 'in person' had a marginally greater level of satisfaction.

Q4h. *Was your enquiry dealt with by a customer service officer only, or were you referred to another Council staff member?*

	N = 385
Dealt with by a customer service officer	67%
Referred to another Council staff member	33%

Q4i. *When you were referred to another Council staff member, how satisfied were you with the explanation you were given about how your matter would be progressed and who was responsible to take care of your matter?*

	Overall 2018	Telephone	Council website	Email	In person
Mean ratings	3.53	3.61	3.58	3.41	3.69

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

Very satisfied	28%
Satisfied	33%
Somewhat satisfied	16%
Not very satisfied	10%
Not at all satisfied	13%
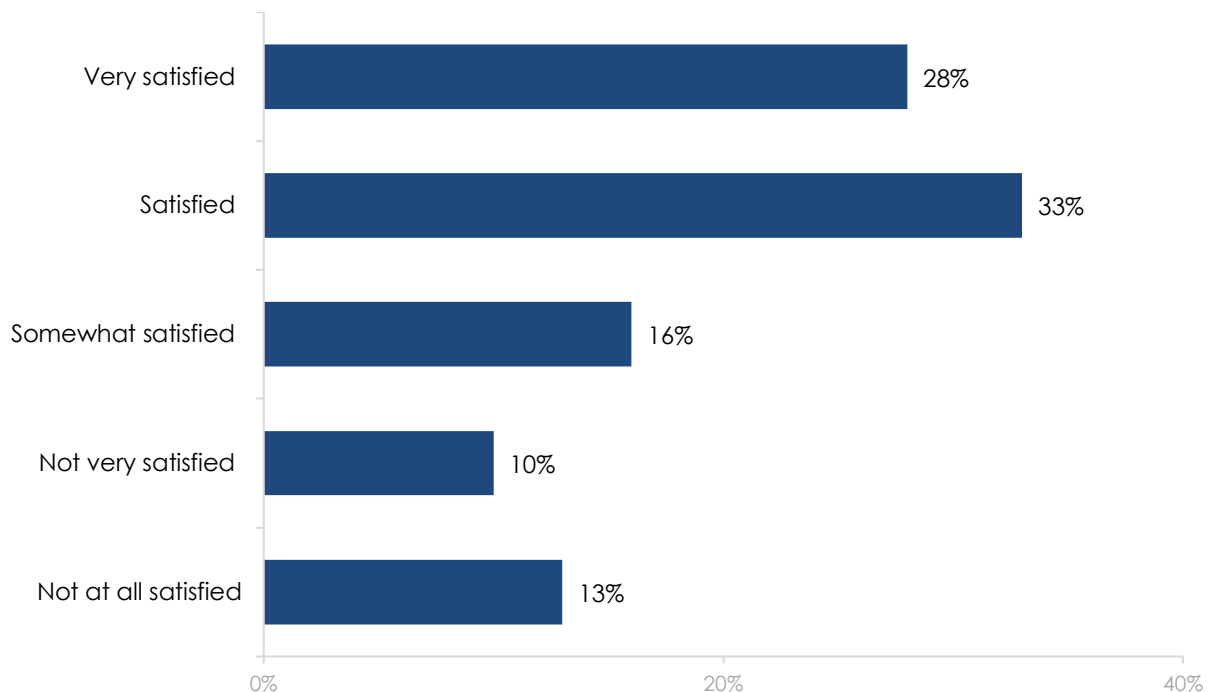
Base: N = 126

Improving Council Interactions

Summary

35% of those that had made contact with Council were happy with the service provided and believe no further improvements are needed. 17% believe more information on the progress/follow up is required and 11% believe Council should take more interest in the issues discussed.

Q4j.   What would improve your experience with interacting with Council?

Category	Percentage
No improvements needed - happy with the service	35%
More information provided on the progress of my enquiry/follow up to my contact/response	17%
Council to take more interest in my issue	11%
More easy accessible information	10%
More efficient staff	10%
More knowledgeable staff	9%
More helpful/willing staff	8%
More information on Council decisions	6%
More user friendly communication channels	6%
Reduce the wait time/faster resolution	5%
More polite/courteous staff	4%

Base: N = 385

Please see Appendix A for the full list of responses

Section C – Experiencing the Sutherland Shire

In this section we have provided a summary of the most popular locations and reasons for visiting/appreciating the location. A detailed list of responses will be provided in an Excel document in addition to this report.

Sutherland Shire Places of Inspiration

Summary

There was a large variety of places within the Sutherland Shire that residents believe inspires them the most. Below (first chart) we have summarised places into general areas – 36% made mention of the beaches, bays and rivers (in particular Cronulla Beach) and 21% felt inspired by national parks and park lands (in particular The Royal National Park).

Inspiration (second chart) was largely centred around the aesthetics of the area e.g. natural beauty, scenery and the cleanliness. On the following pages we explore the sources of inspiration for each of the main place categories:

Q5a.   What one place within the Sutherland Shire area inspires you most – and why?

Top Locations Overall

Location	%
NET: Beaches/Bays/Rivers	36%
NET: National Parks/park lands	21%
NET: Cronulla	9%
NET: Hazelhurst	4%
NET: Como	3%
The Sutherland Shire in general	3%

Base: N = 612

Top Reasons Overall

Reason	%
Beautiful area/natural beauty/scenery	26%
Clean/well maintained	16%
Natural environment/good beaches/parks/wildlife	14%
Peaceful/quiet/relaxing environment	13%
Convenience/location/accessible	9%
Friendly/sense of community/meet people	9%
Nice area/I like the area/it makes me happy	7%
Family/kid friendly	6%
Lots of things to see and do/caters for all ages	6%
Good/variety of restaurants/cafes	5%

Base: N = 602

Sutherland Shire Places of Inspiration

Summary

Of those that mentioned beaches, bays and rivers, inspiration is drawn from the scenery, cleanliness, peacefulness and the beauty of the natural environment.

Q5a.   What <u>one</u> place within the Sutherland Shire area inspires you most – and why?

Beaches, Bays & Rivers (36%) - Reason for Inspiration

Reason	Percentage
Beautiful area/natural beauty/scenery	30%
Clean/well maintained	25%
Peaceful/quiet/relaxing environment	15%
Natural environment/good beaches/parks/wildlife	10%
Convenience/location/accessible	8%
Family/kid friendly	8%
Nice area/I like the area/it makes me happy	7%
Friendly/sense of community/meet people	6%
Good facilities	5%

Base: N = 221
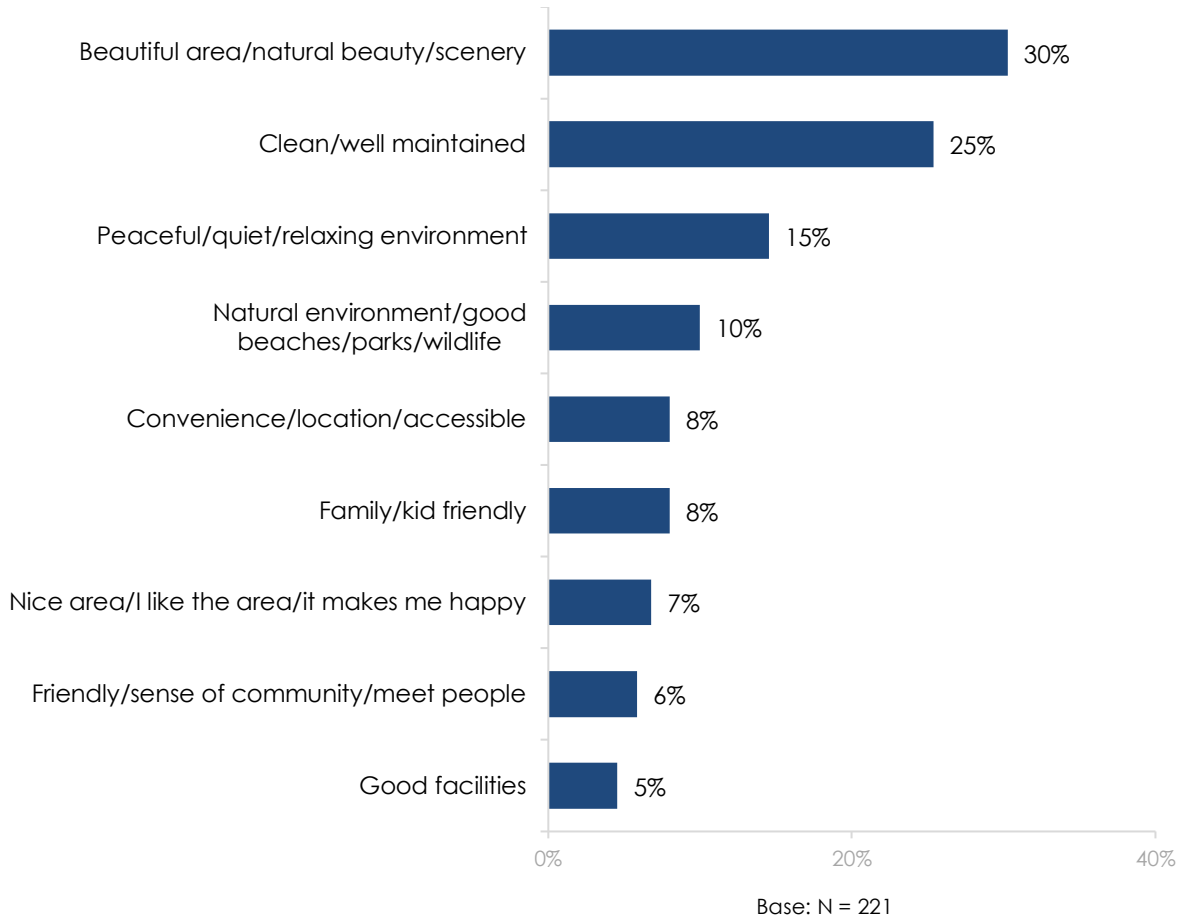
Sutherland Shire Places of Inspiration

Summary

Residents feel national parks and park lands provide inspiration as they feel at peace within the natural environment and take in the scenery of the area.

Q5a.   What <u>one</u> place within the Sutherland Shire area inspires you most – and why?

National Parks and Park Lands (21%) - Reason for Inspiration

Reason	Percentage
Beautiful area/natural beauty/scenery	30%
Natural environment/good beaches/parks/wildlife	28%
Peaceful/quiet/relaxing environment	19%
Convenience/location/accessible	9%
Good for walking/bush walks	9%
Lots of things to see and do/caters for all ages	7%
Clean/well maintained	6%
Remote area/out of the way/away from the City	6%
Unspoilt/pristine	6%
Not overcrowded/congested/overdeveloped	5%

Base: N = 129

Sutherland Shire Places of Inspiration

Summary

Apart from residents appreciating the aesthetics of the area (40%), Cronulla provides variety for food options and activities. A place where people can go for leisure, entertainment and to be a part of the community.

Q5a.   What <u>one</u> place within the Sutherland Shire area inspires you most – and why?

Cronulla (9%) - Reason for Inspiration

Reason	Percentage
Beautiful area/natural beauty/scenery	40%
Good/variety of restaurants/cafes	19%
Natural environment/good beaches/parks/wildlife	18%
Convenience/location/accessible	17%
Clean/well maintained	13%
Lots of things to see and do/caters for all ages	12%
Peaceful/quiet/relaxing environment	11%
Friendly/sense of community/meet people	7%
Nice area/I like the area/it makes me happy	7%
Good for walking	6%
High quality	6%
Community church	5%

Base: N = 56

Sutherland Shire Places of Inspiration

Summary

Residents believe Hazelhurst provides a community atmosphere with a flare for creative and cultural expression.

Q5a. What <u>one</u> place within the Sutherland Shire area inspires you most – and why?

Hazelhurst (4%) - Reason for Inspiration

Reason	Percentage
Family/kid friendly	26%
Friendly/sense of community/meet people	26%
Creative/artistic	17%
Good/variety of restaurants/cafes	17%
Cultural	14%
Good exhibitions	10%
High quality	10%
Nice area/I like the area/it makes me happy	10%
Clean/well maintained	9%
Good art classes	9%
Lots of things to see and do/caters for all ages	9%
Unique	9%
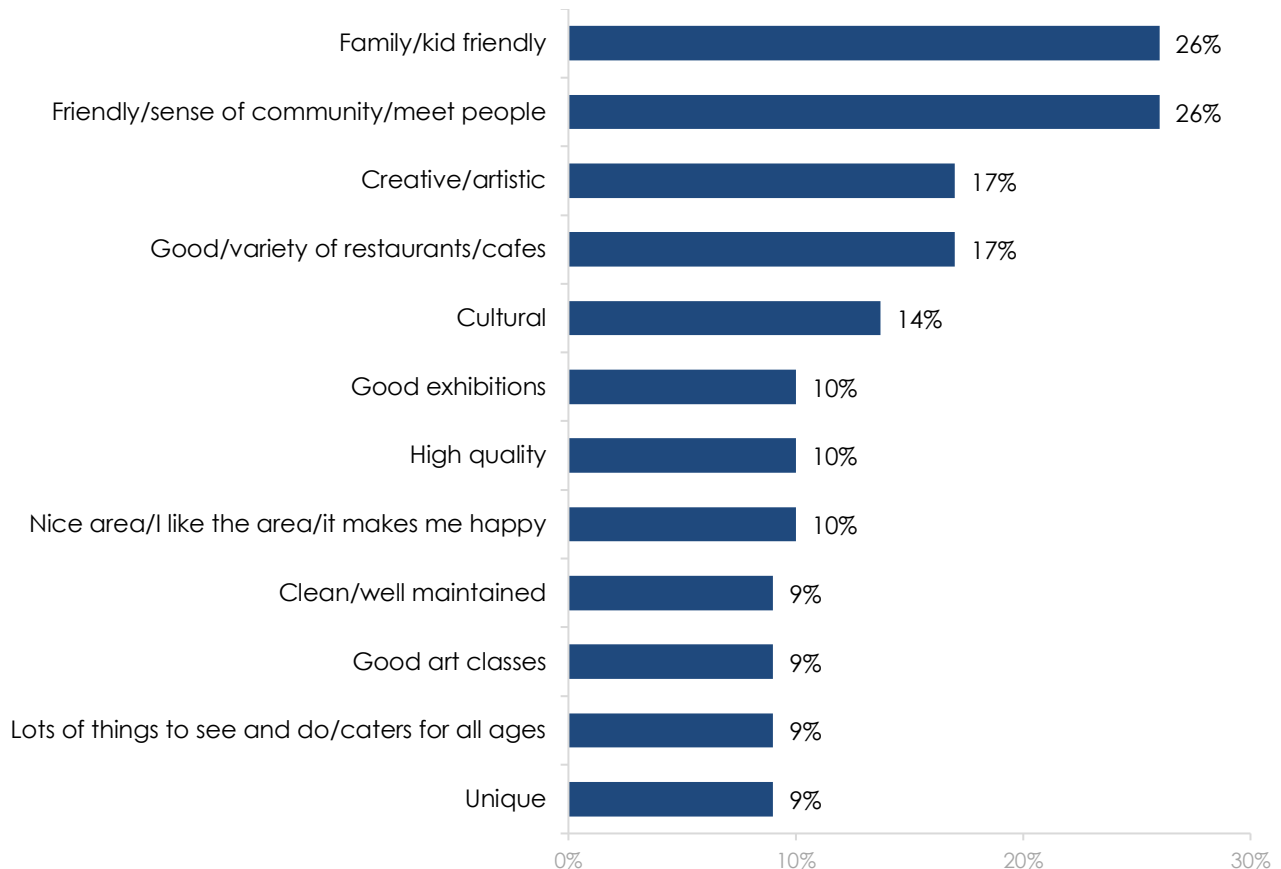
Base: N = 25

Sutherland Shire Places of Inspiration

Summary

Como was described as beautiful and peaceful.

Of those that could not pinpoint a specific location within the Sutherland Shire, they believe the Shire has a community atmosphere and they enjoy the whole area.

Q5a.   What <u>one</u> place within the Sutherland Shire area inspires you most – and why?

Como (3%*) - Reason for Inspiration

Reason	Percentage
Beautiful area/natural beauty/scenery	27%
Peaceful/quiet/relaxing environment	24%
Clean/well maintained	16%
Close to the water	15%
Good facilities	14%
Good/variety of restaurants/cafes	10%
Historical	10%
Natural environment/good beaches/parks/wildlife	10%

Base: N = 19
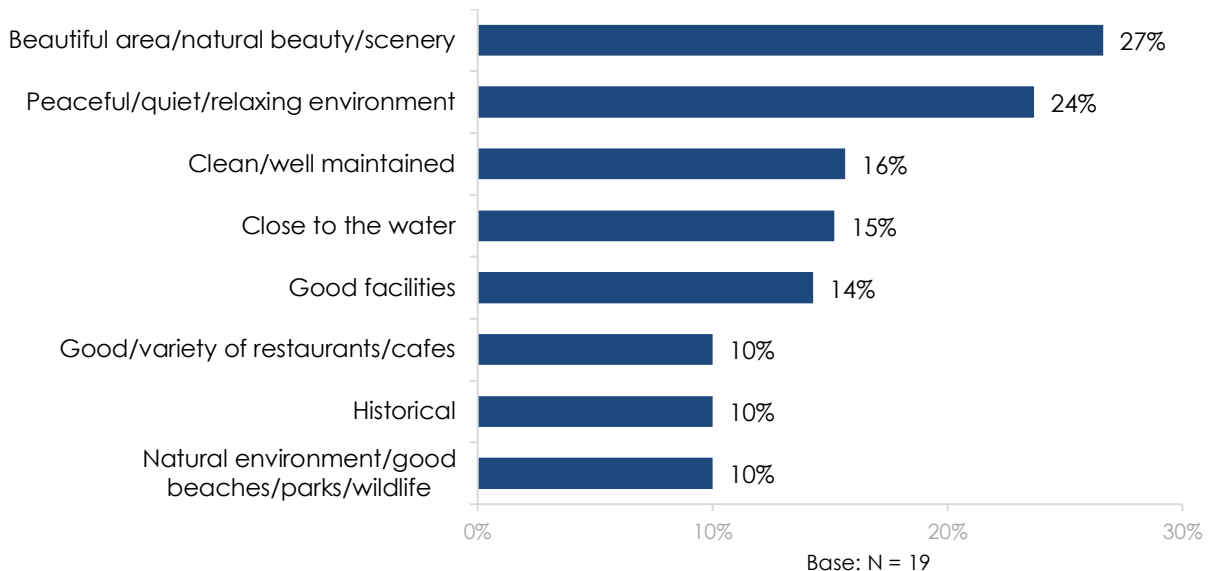
The Sutherland Shire in General (3%*) - Reason for Inspiration

Reason	Percentage
Friendly/sense of community/meet people	24%
The whole Shire is good	21%
Nice area/I like the area/it makes me happy	18%
Lots of things to see and do/caters for all ages	17%
Beautiful area/natural beauty/scenery	9%
Clean/well maintained	9%
Peaceful/quiet/relaxing environment	9%

Base: N = 17
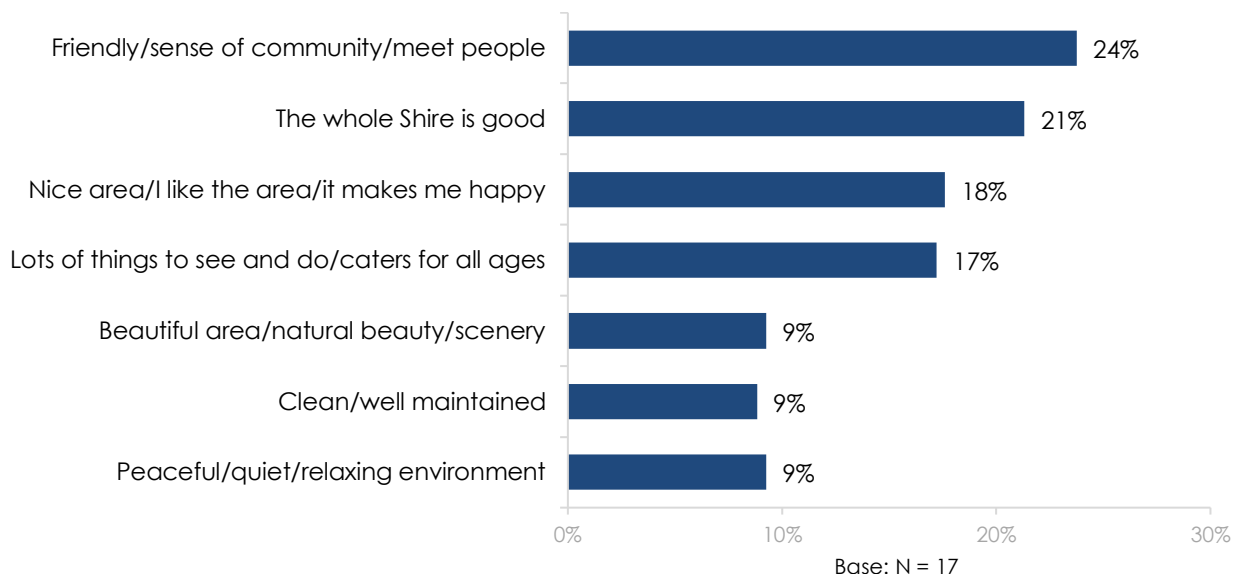
*Caution low base sizes

Recommended Places to Visit in the Sutherland Shire

Summary

Similar to residents' place of inspiration within the Shire, top locations that residents would take their visiting friends include (first chart below); beaches, bays and rivers (in particular Cronulla Beach), national parks, bush walks and parks (in particular the Royal National Park) and Cronulla.

Primary reasons (second chart) centred around the beauty of the area, cleanliness, natural environment and the peacefulness. The following pages report the reasons for each of the main location categories:

Q5b.   Please imagine a friend from outside the Sutherland Shire comes to visit you and you want them to experience all that's great about the Sutherland Shire – where would you take them or what would you do, and why?

Top Locations Overall

Location	%
NET: Beaches/Bays/Rivers	54%
NET: National Parks/Bush walks/Parks	43%
NET: Cronulla	31%
Kurnell/Captain Cook Landing	9%
NET: Hazelhurst	8%
Bundeena	6%
NET: Como	6%
Westfield Miranda	6%

Base: N = 614

Top Reasons Overall

Reason	%
Beautiful area/natural beauty/scenery/views	41%
Nice walks/bush walks	16%
Good food options/dining experience	15%
Natural environment/parks/wildlife	14%
Great beaches	9%
Great place to go and do activities/fun	9%
Peaceful/quiet/relaxing environment	8%
Family/kid friendly	6%
Historic/heritage listed	6%
Nicest/best part of the Shire/showcases the area	6%

Base: N = 614

Recommended Places to Visit in the Sutherland Shire

Summary

42% of those taking friends to beaches, bays and rivers within the Shire would do so to showcase the natural beauty of the area.

Q5b.   *Please imagine a friend from outside the Sutherland Shire comes to visit you and you want them to experience all that's great about the Sutherland Shire – where would you take them or what would you do, and why?*

Beaches, Bays & Rivers (54%) - Reason for Taking a Friend

Reason	%
Beautiful area/natural beauty/scenery/views	42%
Nice walks/bush walks	17%
Good food options/dining experience	16%
Natural environment/parks/wildlife	13%
Great place to go and do activities/fun	12%
Clean/well maintained area	9%
Peaceful/quiet/relaxing environment	8%
Family/kid friendly	7%
Historic/heritage listed	7%
Great beaches	6%
Nice area/I like the area	6%
Nicest/best part of the Shire/showcases the area	6%
Go for a swim/enjoy the water	6%
Good/variety of shopping	5%
Good for picnics/has a BBQ	4%

Base: N = 333

Recommended Places to Visit in the Sutherland Shire

Summary

Key reasons for taking friends to local parks/national parks in the area are to view the scenery of the area, enjoy a nice walk and experience the natural environment.

Q5b.   Please imagine a friend from outside the Sutherland Shire comes to visit you and you want them to experience all that's great about the Sutherland Shire – where would you take them or what would you do, and why?

National Parks/Bush walks/Parks (43%) - Reason for Taking a Friend
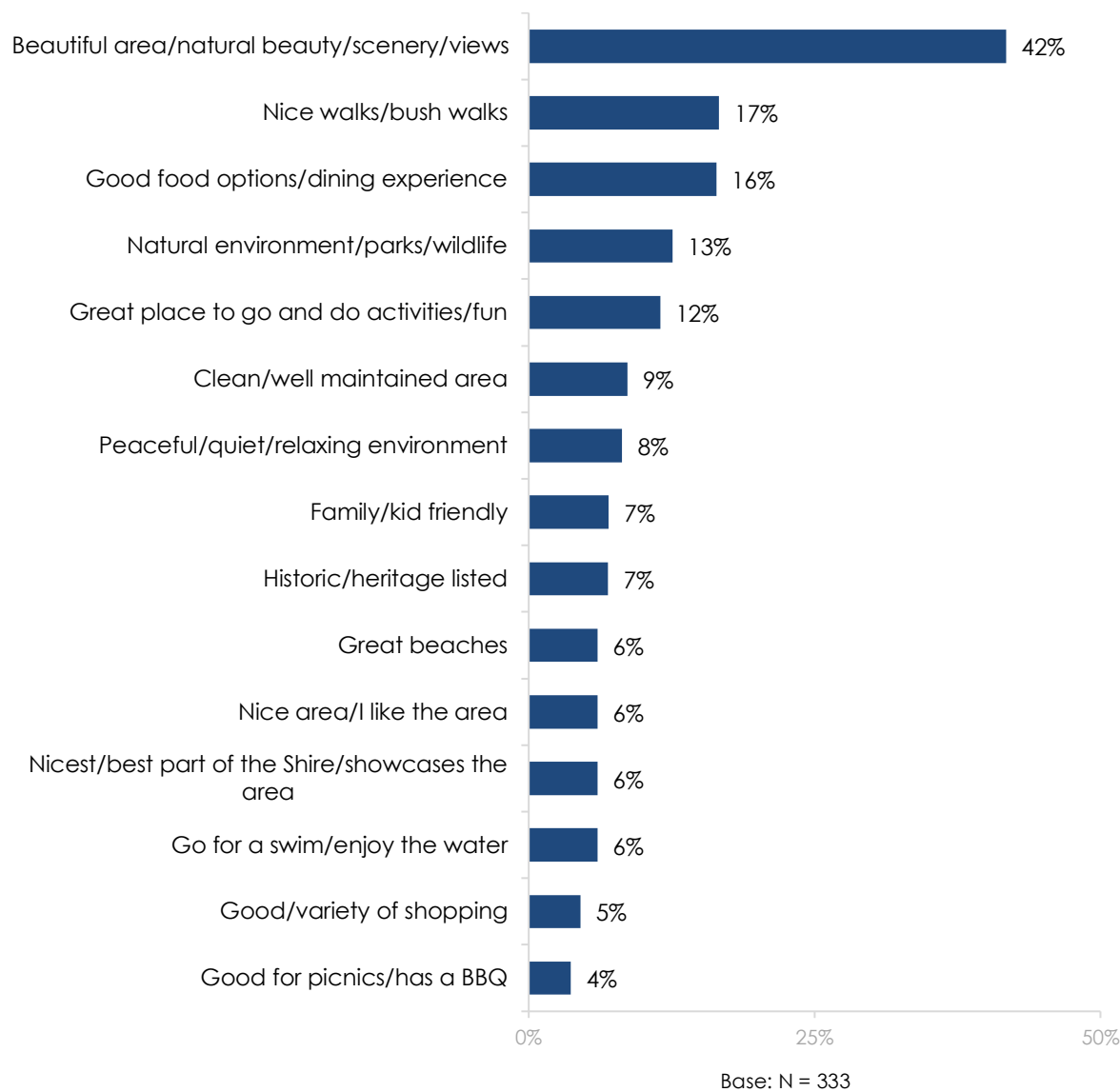
Reason	%
Beautiful area/natural beauty/scenery/views	53%
Nice walks/bush walks	23%
Natural environment/parks/wildlife	20%
Great beaches	11%
Good food options/dining experience	10%
Peaceful/quiet/relaxing environment	9%
Nicest/best part of the Shire/showcases the area	7%
Family/kid friendly	6%
Historic/heritage listed	6%
Great place to go and do activities/fun	6%
Clean/well maintained area	5%
Good for picnics/has a BBQ	5%
Nice area/I like the area	5%
Go for a swim/enjoy the water	4%
Unspoilt/pristine	4%

Base: N = 265

Recommended Places to Visit in the Sutherland Shire

Summary

Just under half (45%) of residents who stated they would take a friend to Cronulla, did so as they feel it is a beautiful area. Other reasons include enjoying the variety of food options, beaches, walks and the natural environment.

Q5b. *Please imagine a friend from outside the Sutherland Shire comes to visit you and you want them to experience all that's great about the Sutherland Shire – where would you take them or what would you do, and why?*
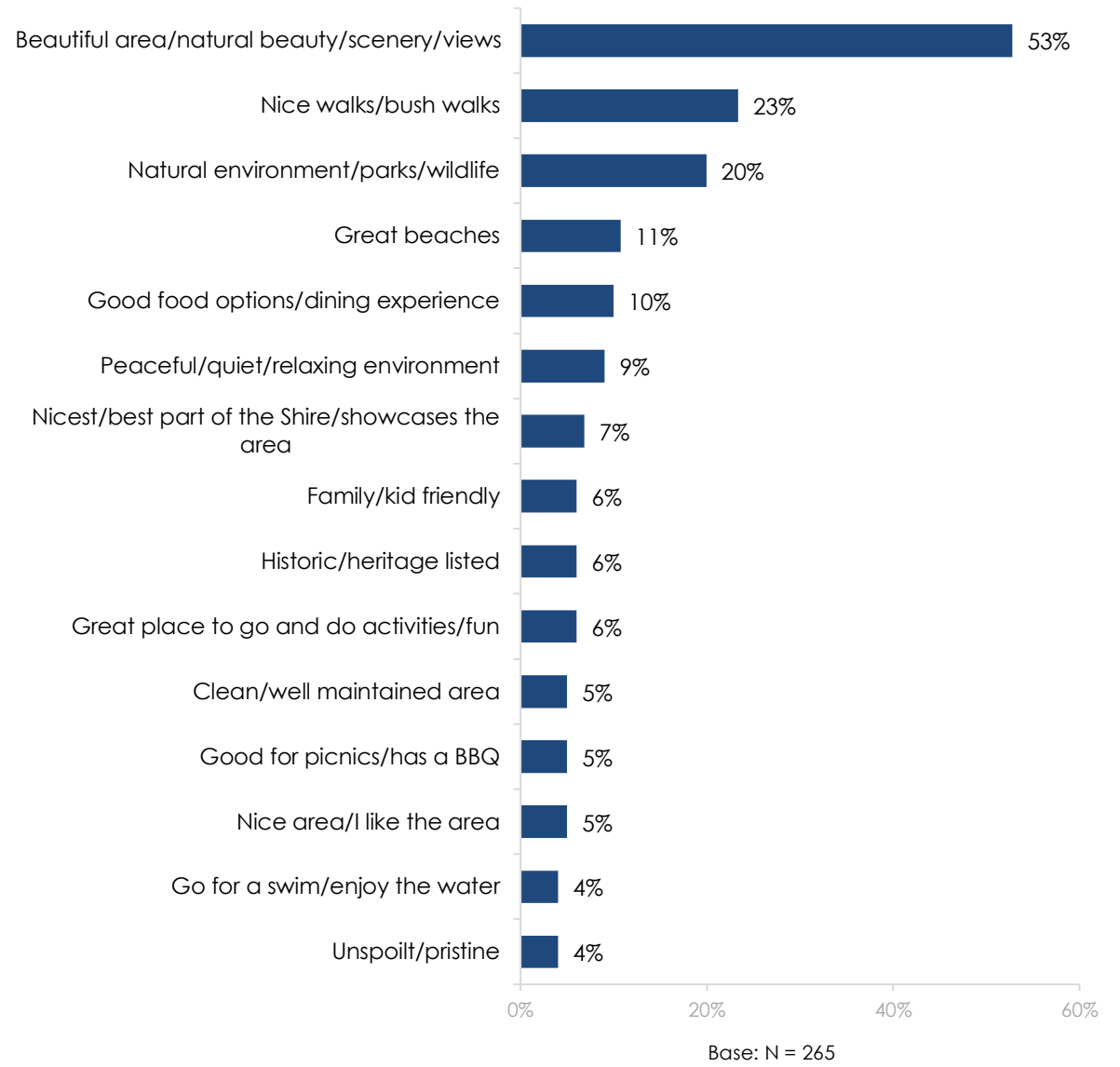
Cronulla (31%) - Reason for Taking a Friend
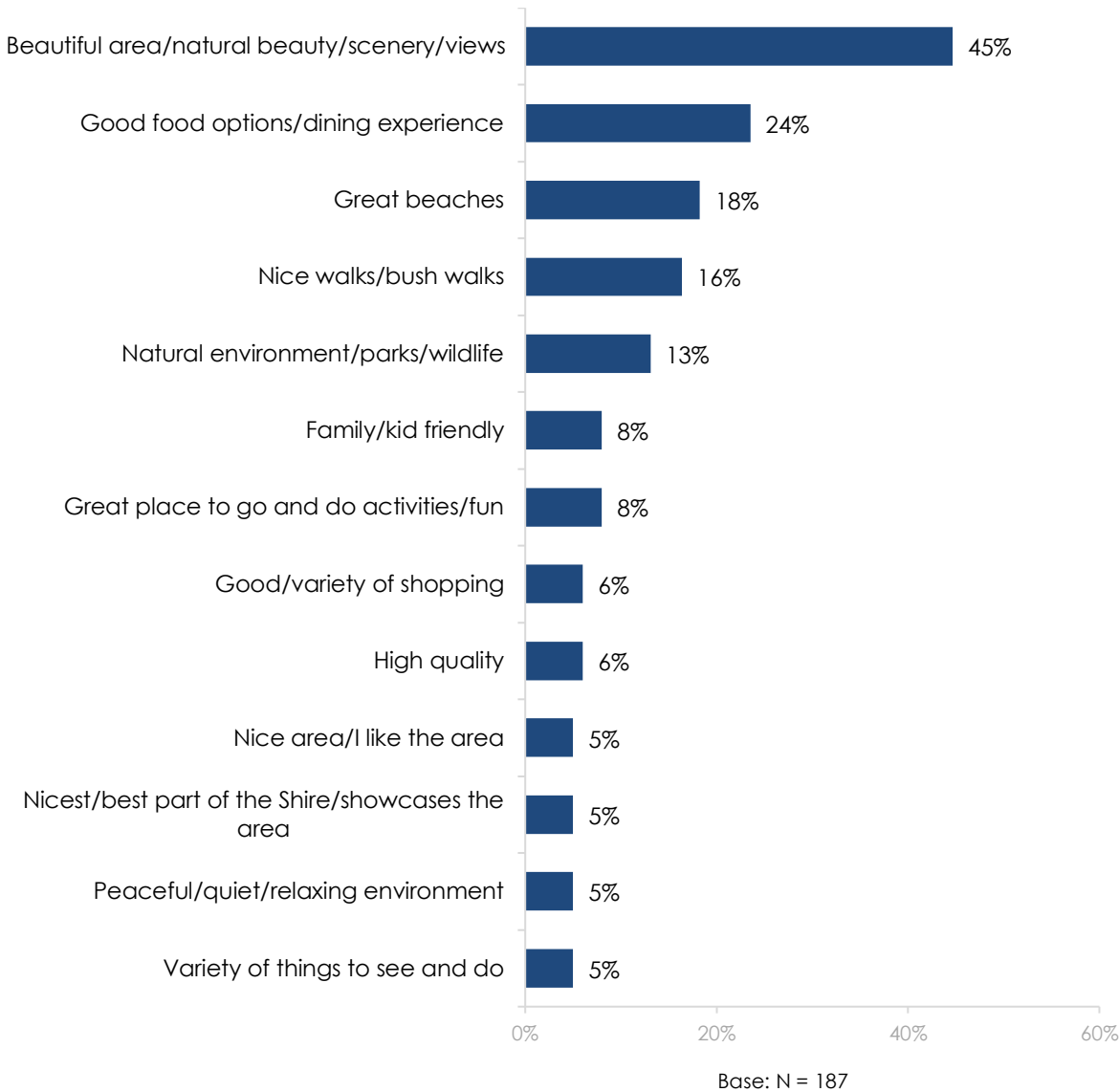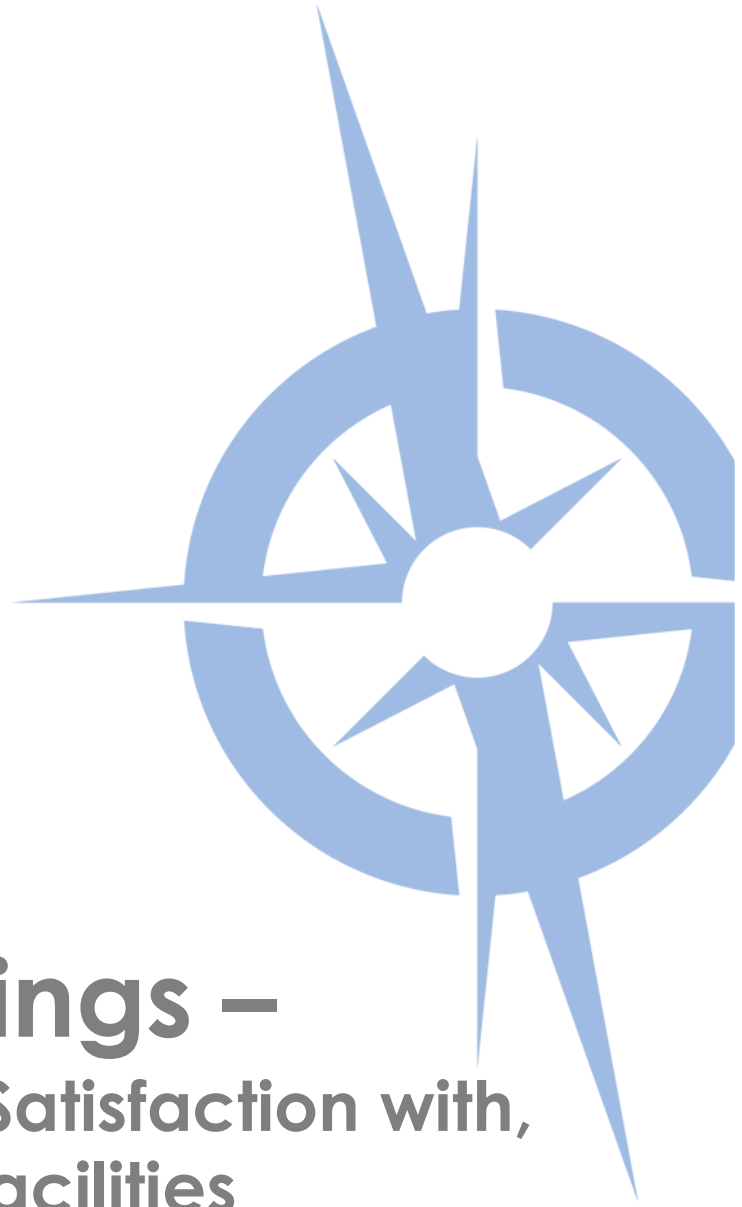
Reason	Percentage
Beautiful area/natural beauty/scenery/views	45%
Good food options/dining experience	24%
Great beaches	18%
Nice walks/bush walks	16%
Natural environment/parks/wildlife	13%
Family/kid friendly	8%
Great place to go and do activities/fun	8%
Good/variety of shopping	6%
High quality	6%
Nice area/I like the area	5%
Nicest/best part of the Shire/showcases the area	5%
Peaceful/quiet/relaxing environment	5%
Variety of things to see and do	5%

Base: N = 187

Detailed Findings –
Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 38 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 38 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:
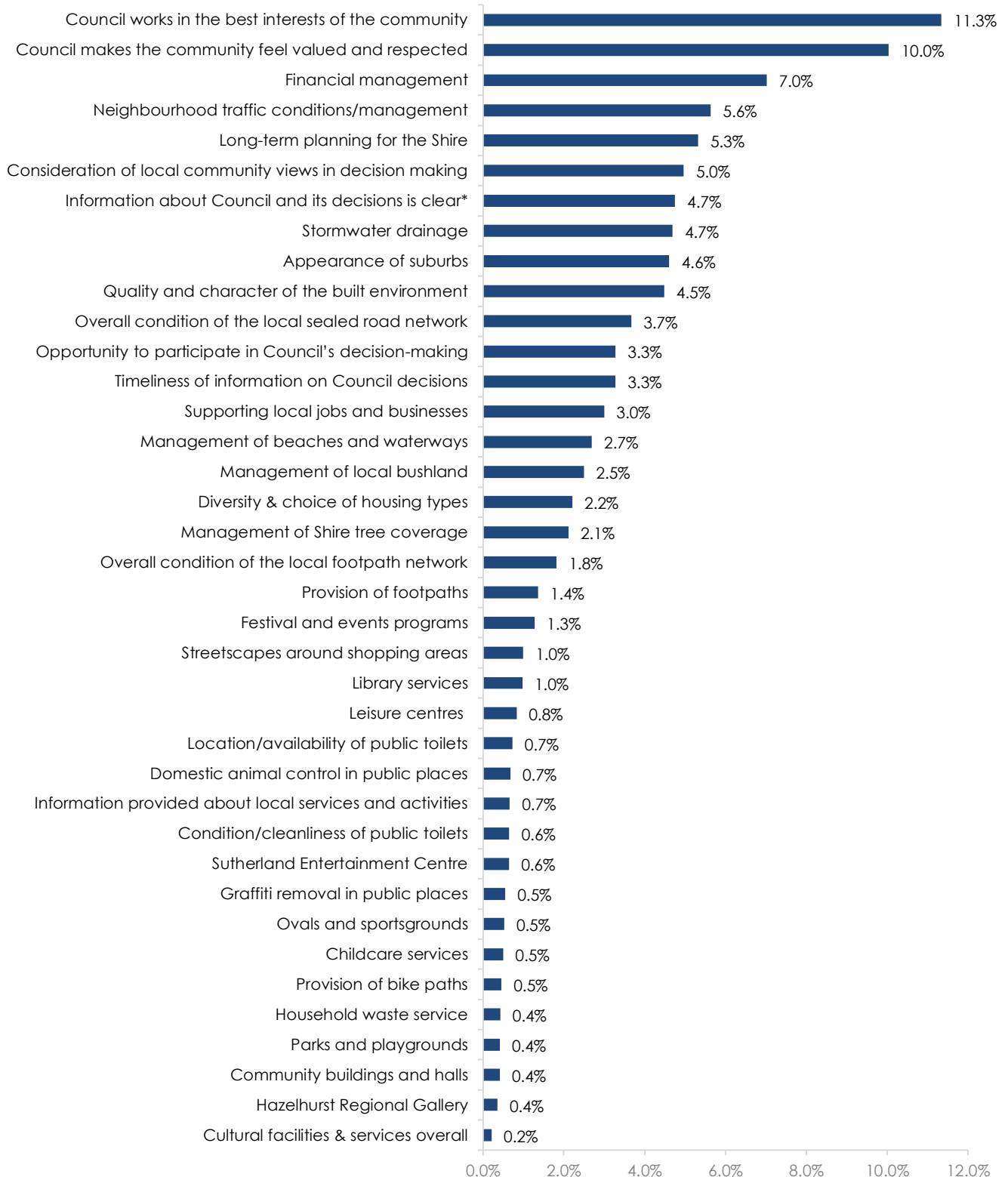
Facility/Service	Influence
Council works in the best interests of the community	11.3%
Council makes the community feel valued and respected	10.0%
Financial management	7.0%
Neighbourhood traffic conditions/management	5.6%
Long-term planning for the Shire	5.3%
Consideration of local community views in decision making	5.0%
Information about Council and its decisions is clear*	4.7%
Stormwater drainage	4.7%
Appearance of suburbs	4.6%
Quality and character of the built environment	4.5%
Overall condition of the local sealed road network	3.7%
Opportunity to participate in Council's decision-making	3.3%
Timeliness of information on Council decisions	3.3%
Supporting local jobs and businesses	3.0%
Management of beaches and waterways	2.7%
Management of local bushland	2.5%
Diversity & choice of housing types	2.2%
Management of Shire tree coverage	2.1%
Overall condition of the local footpath network	1.8%
Provision of footpaths	1.4%
Festival and events programs	1.3%
Streetscapes around shopping areas	1.0%
Library services	1.0%
Leisure centres	0.8%
Location/availability of public toilets	0.7%
Domestic animal control in public places	0.7%
Information provided about local services and activities	0.7%
Condition/cleanliness of public toilets	0.6%
Sutherland Entertainment Centre	0.6%
Graffiti removal in public places	0.5%
Ovals and sportsgrounds	0.5%
Childcare services	0.5%
Provision of bike paths	0.5%
Household waste service	0.4%
Parks and playgrounds	0.4%
Community buildings and halls	0.4%
Hazelhurst Regional Gallery	0.4%
Cultural facilities & services overall	0.2%

*Information about Council and its decisions is clear and accessible

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance
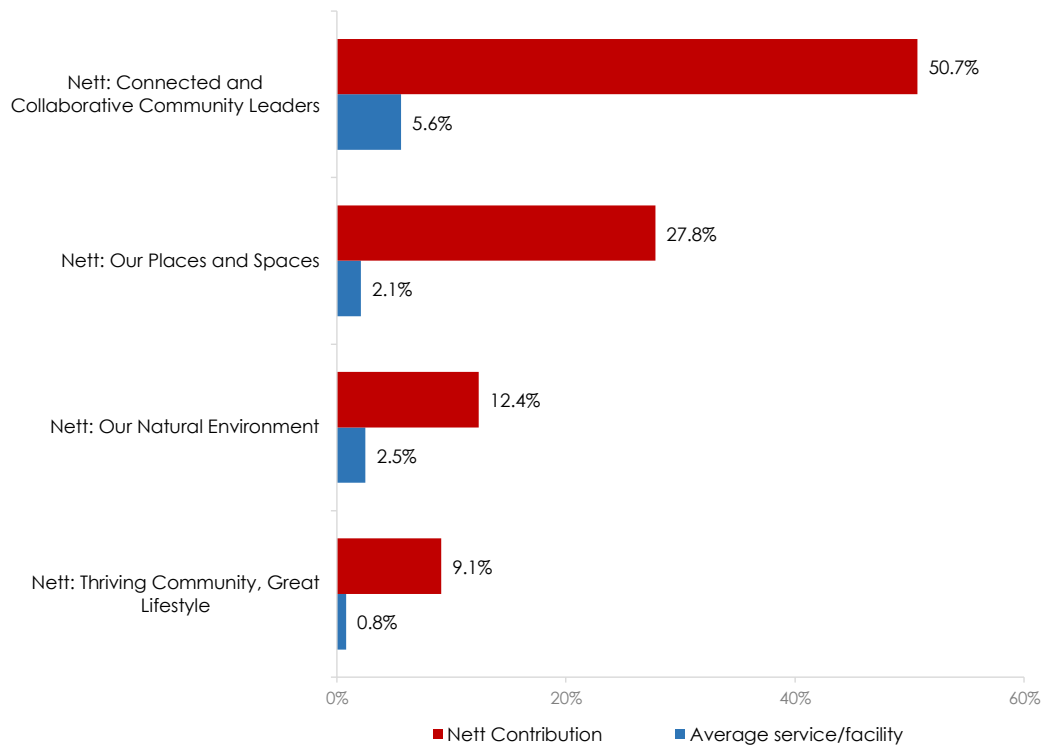
'Connected and Collaborative Leaders' (50.7%) is the key contributor toward overall satisfaction with Council's performance, with each of the services/facilities grouped under this area averaging 5.6%.

Service Areas

Each of the 38 facilities/services were grouped into service areas as detailed below

Thriving Community, Great Lifestyle	Our Places and Spaces
Parks and playgrounds	Overall condition of the local sealed road network
Ovals and sportsgrounds	Overall condition of the local footpath network
Community buildings and halls	Provision of footpaths
Leisure centres (swimming pools)	Provision of bike paths
Cultural facilities & services overall	Neighbourhood traffic conditions/management
Hazelhurst Regional Gallery	Condition/cleanliness of public toilets
Sutherland Entertainment Centre	Location/availability of public toilets
Library services	Graffiti removal in public places
Childcare services	Domestic animal control in public places
Festival and events programs	Quality and character of the built environment
Supporting local jobs and businesses	Streetscapes around shopping areas
	Diversity & choice of housing types
	Appearance of suburbs

Connected and Collaborative Community Leaders	
Information provided about local services and activities	
Information about Council and its decisions is clear and accessible	
Opportunity to participate in Council's decision-making	**Our Natural Environment**
Consideration of local community views in decision-making	Management of local bushland
Council works in the best interests of the community	Management of Shire tree coverage
Timeliness of information on Council decisions	Management of beaches and waterways
Long-term planning for the Shire	Household waste service, including rubbish and recycling
Financial management	Stormwater drainage
Council makes the community feel valued and respected	

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Service Area 1: Thriving Community, Great Lifestyle

Shapley Regression

Contributes to Over 9% of Overall Satisfaction with Council
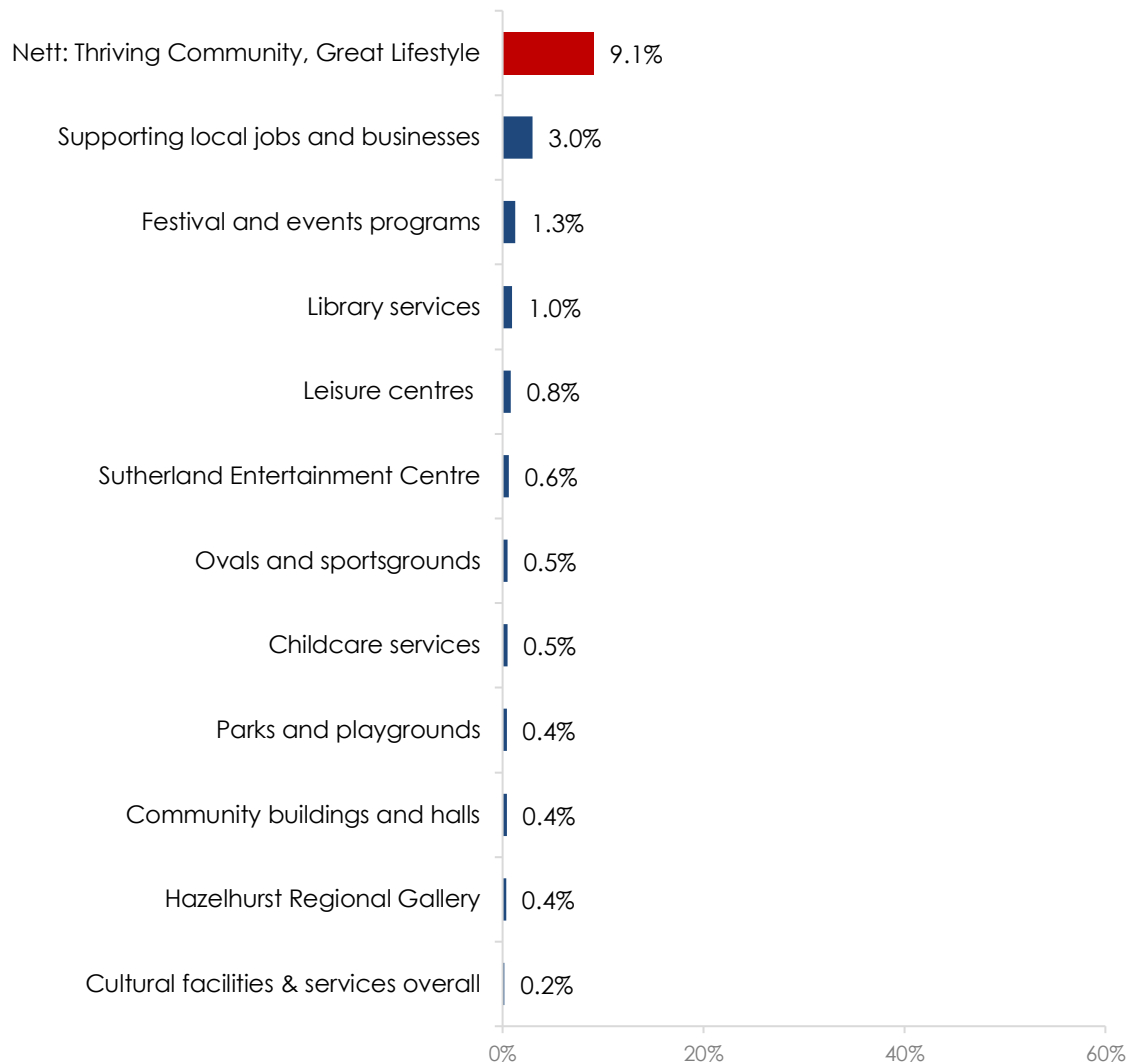
Category	Value
Nett: Thriving Community, Great Lifestyle	9.1%
Supporting local jobs and businesses	3.0%
Festival and events programs	1.3%
Library services	1.0%
Leisure centres	0.8%
Sutherland Entertainment Centre	0.6%
Ovals and sportsgrounds	0.5%
Childcare services	0.5%
Parks and playgrounds	0.4%
Community buildings and halls	0.4%
Hazelhurst Regional Gallery	0.4%
Cultural facilities & services overall	0.2%

Service Area 1: Thriving Community, Great Lifestyle

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Very high	Supporting local jobs and businesses
High	Parks and playgrounds
	Library services
	Leisure centres
Moderately high	Ovals and sportsgrounds
	Festival and events programs
	Sutherland Entertainment Centre
Moderate	Hazelhurst Regional Gallery
	Childcare services
	Cultural facilities & services overall
	Community buildings and halls

Importance – by gender

Females placed a significantly higher level of importance on the following:

- Parks and playgrounds
- Cultural facilities & services overall
- Hazelhurst Regional Gallery
- Sutherland Entertainment Centre
- Library services
- Festival and events programs
- Supporting local jobs and businesses

Importance – by age

Residents aged 18-34 rated 'community buildings and halls', the 'Hazelhurst Regional Gallery' and the 'Sutherland Entertainment Centre' significantly less important.

35-49 year olds placed significantly higher importance levels on 'parks and playgrounds', 'ovals and sportsgrounds', 'leisure centres' and 'festival and events programs'. Those aged 50-64 rated the 'Hazelhurst Regional Gallery' significantly more important and 'childcare services' significantly less important'.

Residents aged 65+ had a significantly higher importance rating for 'community buildings and halls', 'cultural facilities & services overall', the 'Hazelhurst Regional Gallery' and the 'Sutherland Entertainment Centre' and a significantly lower importance rating for 'parks and playgrounds', 'leisure centres', 'childcare services' and 'supporting local jobs and businesses'.

Importance – by area

Ward B residents rated the 'Hazelhurst Regional Gallery' significantly more important, whilst Ward A residents rated it significantly less important. Ward A residents also rated 'leisure centres' and the 'Sutherland Entertainment Centre' significantly less important.

Residents located in Ward E placed significantly higher levels of importance on the 'Sutherland Entertainment Centre' and 'library services'.

Service Area 1: Thriving Community, Great Lifestyle

Overview of Importance Rating Scores by Key Demographics

Importance – by ratepayer status

Ratepayers rated 'ovals and sportsgrounds', the 'Hazelhurst Regional Gallery' and the 'Sutherland Entertainment Centre' significantly more important.

Importance – by year

There were no significant differences by year.

Service Area 1: Thriving Community, Great Lifestyle

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and playgrounds	4.07	3.97	4.17	3.97	4.29	4.08	3.92
Ovals and sportsgrounds	3.89	3.89	3.89	3.76	4.10	3.82	3.86
Community buildings and halls	3.31	3.23	3.38	3.04	3.23	3.37	3.65
Leisure centres	3.93	3.84	4.01	3.83	4.14	3.93	3.78
Cultural facilities & services overall	3.38	3.19	3.54	3.34	3.35	3.21	3.64
Hazelhurst Regional Gallery	3.50	3.30	3.69	2.96	3.37	3.79	3.97
Sutherland Entertainment Centre	3.62	3.40	3.83	3.25	3.59	3.67	4.06
Library services	4.03	3.85	4.20	3.97	4.14	3.96	4.05
Childcare services	3.38	3.24	3.51	3.68	3.56	3.06	3.15
Festival and events programs	3.67	3.45	3.87	3.73	3.88	3.48	3.54
Supporting local jobs and businesses	4.47	4.32	4.62	4.62	4.45	4.49	4.31

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Parks and playgrounds	3.91	4.15	4.01	4.22	4.18	4.10	3.94
Ovals and sportsgrounds	3.72	3.82	4.07	4.06	3.85	3.96	3.55
Community buildings and halls	3.23	3.25	3.36	3.32	3.40	3.34	3.12
Leisure centres	3.74	3.89	4.03	4.06	4.03	3.97	3.74
Cultural facilities & services overall	3.28	3.53	3.44	3.34	3.35	3.40	3.26
Hazelhurst Regional Gallery	3.21	3.91	3.54	3.36	3.63	3.60	3.05
Sutherland Entertainment Centre	3.16	3.69	3.89	3.58	4.09	3.70	3.27
Library services	3.98	3.88	4.09	3.97	4.29	4.03	4.02
Childcare services	3.26	3.49	3.56	3.43	3.19	3.34	3.52
Festival and events programs	3.62	3.66	3.76	3.63	3.70	3.63	3.83
Supporting local jobs and businesses	4.45	4.51	4.40	4.43	4.59	4.44	4.63

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

Significantly higher/lower level of importance (by group)

Service Area 1: Thriving Community, Great Lifestyle

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and playgrounds	4%	5%	15%	30%	45%	616
Ovals and sportsgrounds	5%	8%	17%	31%	38%	616
Community buildings and halls	6%	17%	34%	26%	17%	616
Leisure centres	3%	6%	22%	31%	37%	616
Cultural facilities & services overall	8%	17%	26%	27%	22%	616
Hazelhurst Regional Gallery	13%	12%	18%	28%	30%	616
Sutherland Entertainment Centre	10%	11%	20%	26%	34%	616
Library services	5%	8%	13%	24%	49%	616
Childcare services	25%	10%	11%	13%	42%	616
Festival and events programs	6%	9%	24%	35%	26%	616
Supporting local jobs and businesses	1%	2%	10%	23%	64%	616

Service Area 1: Thriving Community, Great Lifestyle

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Very high	Hazelhurst Regional Gallery
	Library services
High	Leisure centres
	Parks and playgrounds
Moderately high	Childcare services
	Ovals and sportsgrounds
	Festival and events programs
	Sutherland Entertainment Centre
	Community buildings and halls
Moderate	Cultural facilities & services overall
	Supporting local jobs and businesses

Satisfaction – by gender

Females expressed significantly greater levels of satisfaction with the 'Hazelhurst Regional Gallery' and 'library services'.

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with all criteria, with the exception of the 'Hazelhurst Regional Gallery'.

18-34 year olds were significantly less satisfied with 'parks and playgrounds' and 'library services', and those aged 50-64 were significantly less satisfied with 'childcare services' and 'supporting local jobs and businesses'.

Satisfaction – by area

Ward B residents had significantly higher satisfaction levels for 'cultural facilities & services overall'. Ward C residents were significantly more satisfied with the 'Hazelhurst Regional Gallery', 'festival and events programs' and 'supporting local jobs and businesses', whilst those located in Ward A were significantly less satisfied with 'festival and events programs'.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'festival and events programs'.

Satisfaction – by year

There were no significant differences by year.

Service Area 1: Thriving Community, Great Lifestyle

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and playgrounds	3.90	3.92	3.88	3.69	3.93	3.94	4.05
Ovals and sportsgrounds	3.89	3.84	3.94	3.78	3.75	4.02	4.08
Community buildings and halls	3.63	3.65	3.61	3.45	3.51	3.68	3.81
Leisure centres	3.91	3.81	3.99	3.79	3.86	3.89	4.14
Cultural facilities & services overall	3.49	3.47	3.50	3.34	3.36	3.50	3.78
Hazelhurst Regional Gallery	4.41	4.31	4.48	4.35	4.45	4.44	4.39
Sutherland Entertainment Centre	3.73	3.69	3.75	3.63	3.76	3.53	3.96
Library services	4.28	4.18	4.37	4.09	4.39	4.24	4.44
Childcare services	3.89	3.92	3.86	3.93	3.92	3.62	4.08
Festival and events programs	3.75	3.64	3.84	3.65	3.77	3.64	4.01
Supporting local jobs and businesses	3.49	3.45	3.53	3.58	3.35	3.29	3.82

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Parks and playgrounds	3.83	3.88	4.07	3.94	3.78	3.89	3.91
Ovals and sportsgrounds	3.86	3.89	3.94	3.83	3.94	3.90	3.83
Community buildings and halls	3.56	3.77	3.47	3.54	3.85	3.67	3.41
Leisure centres	3.85	3.96	3.91	3.96	3.88	3.92	3.83
Cultural facilities & services overall	3.33	3.77	3.26	3.61	3.50	3.51	3.40
Hazelhurst Regional Gallery	4.35	4.45	4.58	4.36	4.31	4.43	4.28
Sutherland Entertainment Centre	3.54	3.82	3.86	3.75	3.66	3.73	3.72
Library services	4.30	4.30	4.38	4.29	4.14	4.29	4.25
Childcare services	3.72	4.00	3.96	3.97	3.81	3.93	3.72
Festival and events programs	3.50	3.88	4.10	3.84	3.54	3.83	3.44
Supporting local jobs and businesses	3.39	3.63	3.72	3.37	3.39	3.47	3.58

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

Significantly higher/lower level of satisfaction (by group)

Service Area 1: Thriving Community, Great Lifestyle

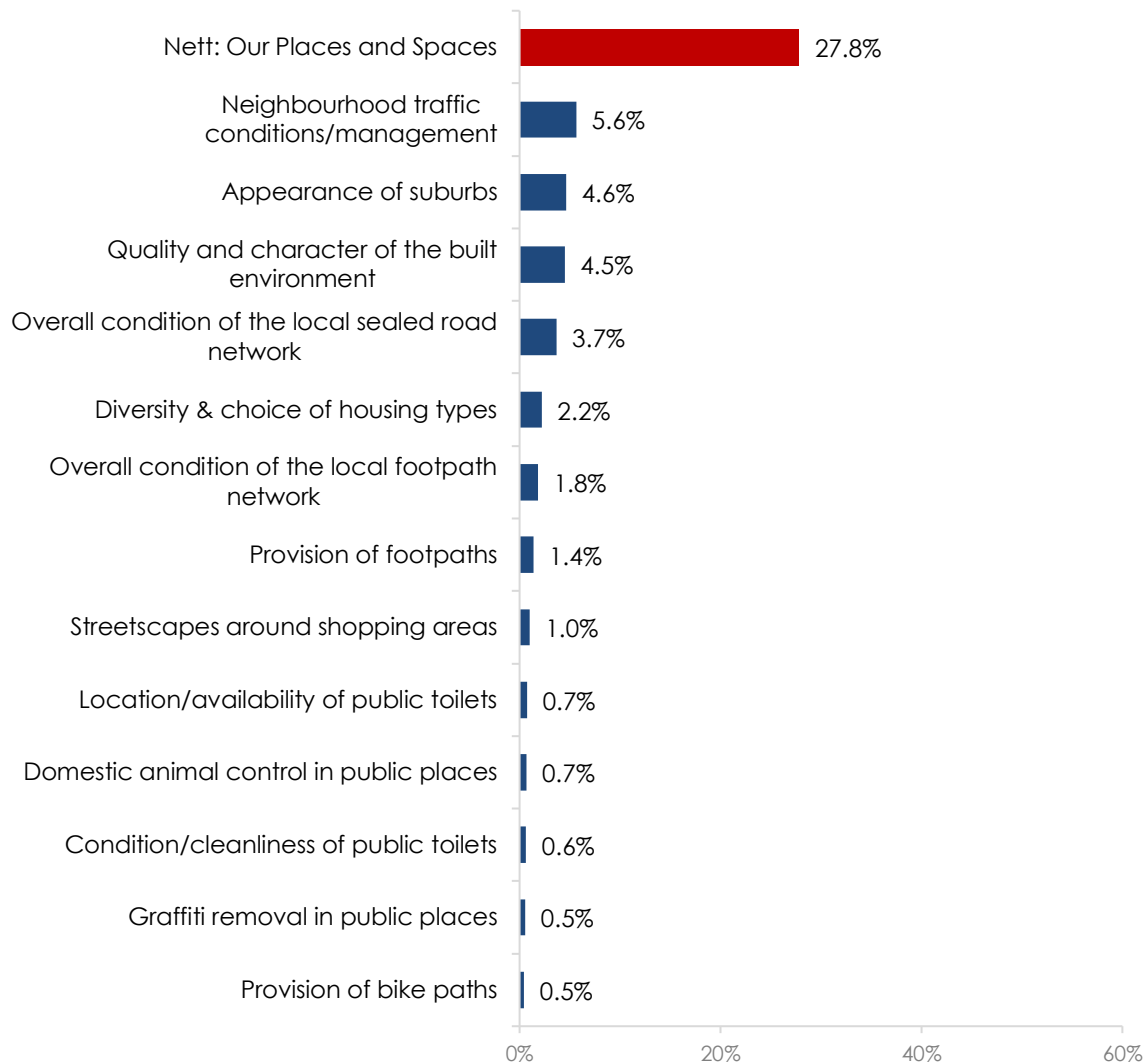## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and playgrounds	1%	3%	26%	45%	25%	463
Ovals and sportsgrounds	2%	4%	23%	47%	25%	425
Community buildings and halls	3%	11%	24%	43%	19%	260
Leisure centres	3%	6%	16%	47%	28%	419
Cultural facilities & services overall	2%	13%	35%	37%	14%	297
Hazelhurst Regional Gallery	0%	0%	6%	44%	49%	354
Sutherland Entertainment Centre	3%	9%	23%	41%	24%	360
Library services	0%	2%	9%	45%	44%	447
Childcare services	0%	6%	26%	40%	28%	324
Festival and events programs	2%	7%	26%	42%	22%	376
Supporting local jobs and businesses	3%	9%	36%	37%	14%	527

Service Area 2: Our Places and Spaces

Shapley Regression

Contributes to Almost 28% of Overall Satisfaction with Council

Category	Value
Nett: Our Places and Spaces	27.8%
Neighbourhood traffic conditions/management	5.6%
Appearance of suburbs	4.6%
Quality and character of the built environment	4.5%
Overall condition of the local sealed road network	3.7%
Diversity & choice of housing types	2.2%
Overall condition of the local footpath network	1.8%
Provision of footpaths	1.4%
Streetscapes around shopping areas	1.0%
Location/availability of public toilets	0.7%
Domestic animal control in public places	0.7%
Condition/cleanliness of public toilets	0.6%
Graffiti removal in public places	0.5%
Provision of bike paths	0.5%

Service Area 2: Our Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Neighbourhood traffic conditions/management
	Overall condition of the local sealed road network
Very high	Condition/cleanliness of public toilets
	Overall condition of the local footpath network
	Provision of footpaths
	Location/availability of public toilets
	Appearance of suburbs
High	Quality and character of the built environment
	Diversity & choice of housing types
	Graffiti removal in public places
	Streetscapes around shopping areas
Moderately high	Domestic animal control in public places
	Provision of bike paths

Importance – by gender

Females placed a significantly higher level of importance on the following:

- Overall condition of the local sealed road network
- Overall condition of the local footpath network
- Provision of footpaths
- Provision of bike paths
- Neighbourhood traffic conditions/management
- Condition/cleanliness of public toilets
- Location/availability of public toilets
- Domestic animal control in public places
- Streetscapes around shopping areas

Importance – by age

18-34 year olds rated the 'overall condition of the local sealed road network' and 'diversity & choice of housing types' significantly more important but 'domestic animal control in public places' significantly less important.

Residents aged 35-49 placed a significantly higher level of importance on the 'provision of bike paths' and those aged 50-64 rated 'domestic animal control in public places' significantly more important.

Those aged 65+ rated 'graffiti removal in public places', 'domestic animal control in public places', 'streetscapes around shopping areas' and the 'appearance of suburbs' significantly more important and the 'provision of bike paths' and 'neighbourhood traffic conditions/management' significantly less important.

Service Area 2: Our Places and Spaces

Overview of Importance Rating Scores by Key Demographics

Importance – by area

Residents in Ward A rated the 'provision of bike paths' significantly higher in importance and 'domestic animal control in public places' significantly lower.

Ward C residents placed a significantly higher level of importance on the 'quality and character of the built environment', 'streetscapes around shopping areas' and the 'appearance of suburbs'. Whilst those located in Ward D placed a significantly lower level of importance on the 'quality and character of the built environment', 'diversity & choice of housing types' and the 'appearance of suburbs'.

Ward E residents rated the following significantly more important:

- Overall condition of the local sealed road network
- Provision of footpaths
- Domestic animal control in public places
- Streetscapes around shopping areas
- Appearance of suburbs

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

A significantly greater level of importance was placed on the 'provision of bike paths' in 2018.

Service Area 2: Our Places and Spaces

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Overall condition of the local sealed road network	4.56	4.47	4.64	4.72	4.50	4.53	4.47
Overall condition of the local footpath network	4.31	4.17	4.44	4.35	4.30	4.29	4.29
Provision of footpaths	4.29	4.14	4.43	4.32	4.25	4.31	4.29
Provision of bike paths	3.72	3.56	3.87	3.85	4.10	3.55	3.29
Neighbourhood traffic conditions/management	4.61	4.52	4.70	4.75	4.58	4.60	4.50
Condition/cleanliness of public toilets	4.32	4.12	4.50	4.39	4.28	4.29	4.29
Location/availability of public toilets	4.25	4.05	4.44	4.33	4.23	4.21	4.23
Graffiti removal in public places	3.97	3.98	3.96	3.81	3.87	3.97	4.27
Domestic animal control in public places	3.78	3.62	3.93	3.37	3.75	3.98	4.08
Quality and character of the built environment	4.18	4.16	4.20	4.15	4.16	4.18	4.23
Streetscapes around shopping areas	3.92	3.83	4.01	3.82	3.81	3.99	4.10
Diversity & choice of housing types	4.08	4.04	4.11	4.27	4.04	3.93	4.07
Appearance of suburbs	4.23	4.23	4.23	4.03	4.26	4.23	4.42

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Overall condition of the local sealed road network	4.50	4.57	4.59	4.47	4.71	4.57	4.49
Overall condition of the local footpath network	4.36	4.32	4.32	4.16	4.38	4.31	4.31
Provision of footpaths	4.28	4.24	4.22	4.25	4.49	4.30	4.25
Provision of bike paths	4.02	3.56	3.66	3.58	3.63	3.66	4.00
Neighbourhood traffic conditions/management	4.57	4.68	4.64	4.54	4.66	4.60	4.68
Condition/cleanliness of public toilets	4.26	4.29	4.38	4.30	4.39	4.33	4.23
Location/availability of public toilets	4.26	4.21	4.16	4.25	4.38	4.26	4.22
Graffiti removal in public places	3.95	3.87	3.99	3.89	4.16	3.98	3.91
Domestic animal control in public places	3.57	3.81	3.91	3.71	4.04	3.84	3.50
Quality and character of the built environment	4.15	4.15	4.41	3.89	4.34	4.18	4.20
Streetscapes around shopping areas	3.77	3.89	4.10	3.77	4.18	3.97	3.70
Diversity & choice of housing types	4.10	4.21	4.18	3.71	4.21	4.05	4.21
Appearance of suburbs	4.13	4.09	4.46	4.05	4.50	4.26	4.08

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

Significantly higher/lower level of importance (by group)

Service Area 2: Our Places and Spaces

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Overall condition of the local sealed road network	1%	1%	8%	23%	68%	616
Overall condition of the local footpath network	1%	3%	13%	28%	55%	616
Provision of footpaths	2%	3%	14%	27%	54%	616
Provision of bike paths	9%	10%	20%	25%	37%	616
Neighbourhood traffic conditions/management	1%	1%	6%	17%	74%	616
Condition/cleanliness of public toilets	3%	3%	10%	26%	58%	616
Location/availability of public toilets	3%	3%	13%	30%	52%	616
Graffiti removal in public places	3%	7%	22%	25%	43%	616
Domestic animal control in public places	7%	8%	23%	27%	36%	616
Quality and character of the built environment	1%	2%	18%	34%	44%	616
Streetscapes around shopping areas	1%	5%	25%	36%	32%	616
Diversity & choice of housing types	3%	4%	19%	30%	44%	616
Appearance of suburbs	3%	1%	15%	33%	48%	616

Service Area 2: Our Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Domestic animal control in public places
Moderate	Appearance of suburbs
	Graffiti removal in public places
	Streetscapes around shopping areas
	Quality and character of the built environment
	Provision of footpaths
	Overall condition of the local footpath network
	Diversity & choice of housing types
Moderately low	Overall condition of the local sealed road network
	Location/availability of public toilets
	Condition/cleanliness of public toilets
	Provision of bike paths
	Neighbourhood traffic conditions/management

Satisfaction – by gender

Males were significantly more satisfied with the 'condition/cleanliness of public toilets' and significantly less satisfied with 'domestic animal control in public places'.

Satisfaction – by age

Residents aged 18-34 had significantly higher satisfaction levels with 'domestic animal control in public places' and the 'quality and character of the built environment' and significantly lower satisfaction levels with the 'condition/cleanliness of public toilets'. Those aged 35-49 were significantly more satisfied with the 'diversity & choice of housing types'.

50-64 year olds were significantly less satisfied with the following:

- Overall condition of the local footpath network
- Provision of footpaths
- Neighbourhood traffic conditions/management
- Location/availability of public toilets
- Domestic animal control in public places
- Quality and character of the built environment
- Streetscapes around shopping areas
- Diversity & choice of housing types

Those aged 65+ expressed significantly greater levels of satisfaction with the 'provision of bike paths' and the 'condition/cleanliness of public toilets'.

Service Area 2: Our Places and Spaces

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by area

Residents of Ward A were significantly more satisfied with the 'location/availability of public toilets' and significantly less satisfied with 'neighbourhood traffic conditions/management'. Ward C residents were significantly more satisfied with 'domestic animal control in public places'.

Ward D residents were significantly more satisfied with the 'overall condition of the local footpath network' and those located in Ward E had significantly higher levels of satisfaction with the 'diversity & choice of housing types' and the 'appearance of suburbs'.

Satisfaction – by ratepayer status

Ratepayers expressed significantly lower levels of satisfaction with 'domestic animal control in public places' and the 'quality and character of the built environment'.

Satisfaction – by year

Compared to 2016, in 2018 residents were significantly less satisfied with the following:

- Overall condition of the local sealed road network
- Neighbourhood traffic conditions/management
- Quality and character of the built environment
- Diversity & choice of housing types
- Appearance of suburbs

Service Area 2: Our Places and Spaces

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Overall condition of the local sealed road network	2.99	3.02	2.95	3.04	2.96	2.87	3.10
Overall condition of the local footpath network	3.11	3.18	3.05	3.23	3.18	2.90	3.10
Provision of footpaths	3.14	3.16	3.12	3.32	3.16	2.93	3.14
Provision of bike paths	2.74	2.66	2.79	2.74	2.67	2.64	3.02
Neighbourhood traffic conditions/management	2.62	2.63	2.62	2.69	2.68	2.41	2.72
Condition/cleanliness of public toilets	2.88	3.02	2.77	2.68	2.83	2.92	3.18
Location/availability of public toilets	2.91	2.99	2.84	2.95	2.99	2.65	3.07
Graffiti removal in public places	3.46	3.49	3.42	3.54	3.48	3.40	3.40
Domestic animal control in public places	3.62	3.38	3.80	4.03	3.66	3.29	3.58
Quality and character of the built environment	3.17	3.17	3.17	3.53	3.16	2.81	3.18
Streetscapes around shopping areas	3.35	3.31	3.38	3.44	3.49	3.03	3.45
Diversity & choice of housing types	3.06	3.11	3.02	3.05	3.27	2.73	3.20
Appearance of suburbs	3.46	3.48	3.45	3.44	3.57	3.32	3.53

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Overall condition of the local sealed road network	2.89	3.03	3.07	2.83	3.16	2.97	3.06
Overall condition of the local footpath network	2.98	3.12	3.06	3.33	3.15	3.11	3.12
Provision of footpaths	3.02	3.09	3.11	3.34	3.21	3.09	3.35
Provision of bike paths	2.79	2.50	2.65	2.85	2.87	2.74	2.74
Neighbourhood traffic conditions/management	2.38	2.66	2.72	2.66	2.82	2.65	2.49
Condition/cleanliness of public toilets	2.88	2.86	2.78	2.91	2.97	2.89	2.81
Location/availability of public toilets	3.08	2.82	2.91	2.79	2.83	2.88	3.03
Graffiti removal in public places	3.49	3.47	3.45	3.41	3.44	3.41	3.70
Domestic animal control in public places	3.53	3.71	3.93	3.43	3.47	3.56	3.91
Quality and character of the built environment	3.33	3.09	3.12	3.01	3.20	3.10	3.49
Streetscapes around shopping areas	3.22	3.53	3.36	3.40	3.28	3.31	3.56
Diversity & choice of housing types	2.90	3.04	3.19	2.85	3.38	3.11	2.86
Appearance of suburbs	3.34	3.47	3.45	3.46	3.65	3.46	3.51

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

Significantly higher/lower level of satisfaction (by group)

Service Area 2: Our Places and Spaces

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Overall condition of the local sealed road network	8%	21%	42%	23%	6%	560
Overall condition of the local footpath network	7%	20%	36%	27%	9%	507
Provision of footpaths	6%	21%	34%	28%	10%	501
Provision of bike paths	15%	28%	30%	22%	5%	377
Neighbourhood traffic conditions/management	18%	29%	32%	14%	6%	562
Condition/cleanliness of public toilets	9%	24%	42%	20%	5%	500
Location/availability of public toilets	9%	24%	39%	23%	5%	495
Graffiti removal in public places	5%	12%	29%	41%	13%	416
Domestic animal control in public places	4%	10%	26%	40%	19%	387
Quality and character of the built environment	7%	17%	35%	31%	9%	482
Streetscapes around shopping areas	4%	13%	35%	37%	10%	421
Diversity & choice of housing types	8%	21%	37%	23%	11%	452
Appearance of suburbs	3%	8%	37%	41%	10%	501

Service Area 3: Our Natural Environment

Shapley Regression

Contributes to Over 12% of Overall Satisfaction with Council
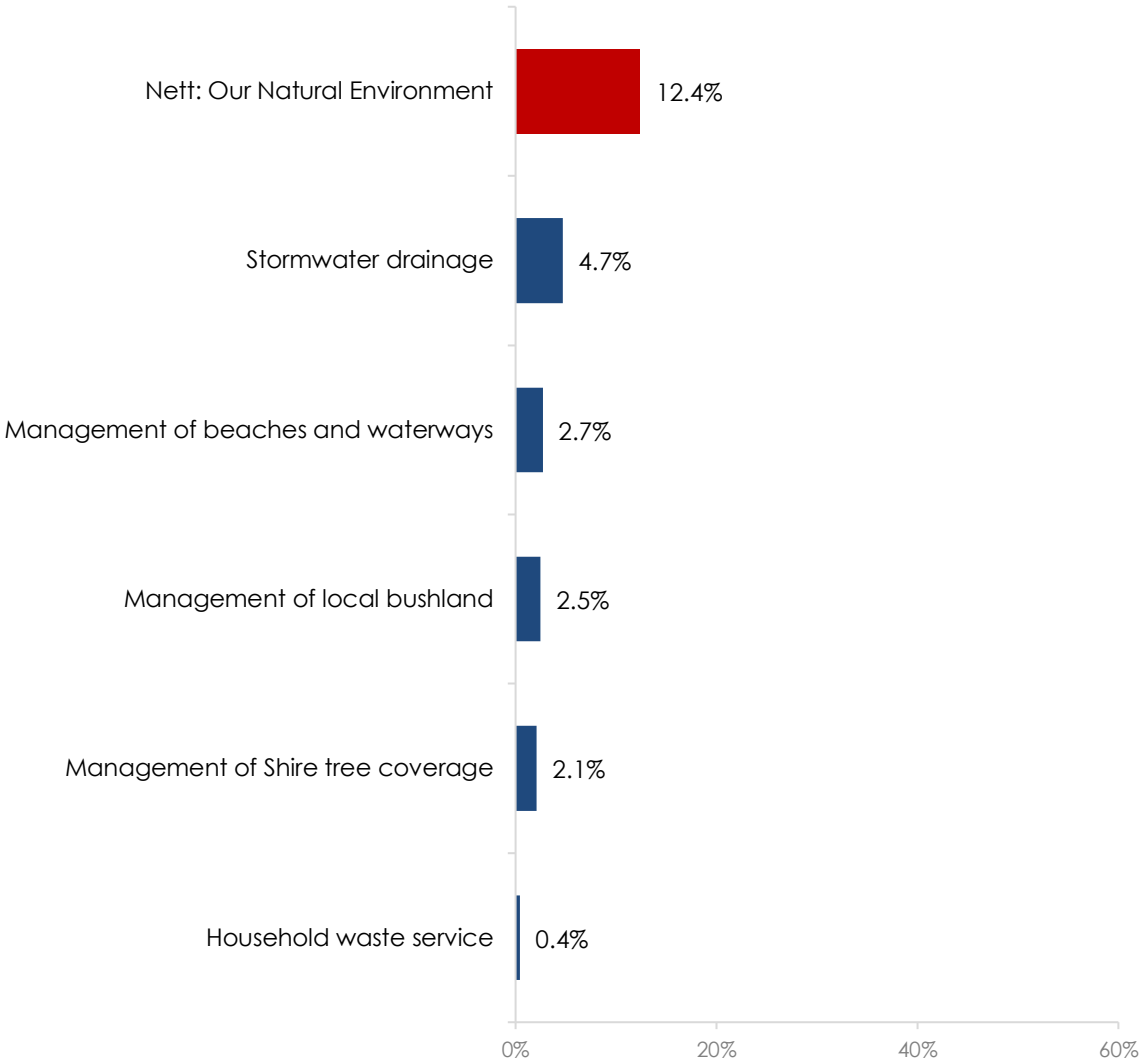
Category	Value
Nett: Our Natural Environment	12.4%
Stormwater drainage	4.7%
Management of beaches and waterways	2.7%
Management of local bushland	2.5%
Management of Shire tree coverage	2.1%
Household waste service	0.4%

Service Area 3: Our Natural Environment

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Household waste service
	Management of beaches and waterways
	Management of local bushland
Very high	Stormwater drainage
	Management of Shire tree coverage

Importance – by gender

Females rated the 'management of local bushland' and the 'management of Shire tree coverage' significantly higher in importance.

Importance – by age

18-34 year olds rated the 'management of beaches and waterways' significantly more important, whilst those aged 65+ rated it significantly less important. Residents aged 65+ additionally placed a significantly higher level of importance on 'stormwater drainage', whilst those aged 35-49 placed a significantly lower level of importance on this.

Importance – by area

Residents of Ward E rated 'household waste service' and 'stormwater drainage' significantly higher in importance, whilst Ward D residents rated them significantly lower. Ward D residents additionally rated the 'management of beaches and waterways' significantly less important.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

A significantly greater level of importance was placed on the 'management of beaches and waterways' in 2018.

Service Area 3: Our Natural Environment

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Management of local bushland	4.60	4.47	4.72	4.68	4.60	4.51	4.59
Management of Shire tree coverage	4.36	4.25	4.46	4.47	4.29	4.29	4.38
Management of beaches and waterways	4.77	4.74	4.79	4.87	4.74	4.78	4.66
Household waste service, including rubbish and recycling	4.77	4.74	4.81	4.81	4.76	4.75	4.78
Stormwater drainage	4.43	4.40	4.46	4.40	4.28	4.51	4.58

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Management of local bushland	4.60	4.56	4.58	4.55	4.70	4.57	4.69
Management of Shire tree coverage	4.24	4.43	4.48	4.22	4.49	4.37	4.31
Management of beaches and waterways	4.83	4.77	4.83	4.62	4.75	4.75	4.85
Household waste service, including rubbish and recycling	4.77	4.81	4.83	4.60	4.87	4.76	4.83
Stormwater drainage	4.39	4.53	4.52	4.18	4.58	4.45	4.36

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Management of local bushland	1%	1%	7%	21%	70%	616
Management of Shire tree coverage	2%	2%	12%	27%	58%	616
Management of beaches and waterways	0%	0%	3%	16%	81%	616
Household waste service, including rubbish and recycling	0%	1%	2%	16%	81%	616
Stormwater drainage	1%	2%	11%	23%	62%	616

Service Area 3: Our Natural Environment

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

High	Household waste service
Moderately high	Management of beaches and waterways
	Stormwater drainage
	Management of local bushland
Moderate	Management of Shire tree coverage

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 18-34 expressed significantly greater levels of satisfaction with the 'management of local bushland' and 'stormwater drainage'. 35-49 year olds were significantly more satisfied with the 'management of Shire tree coverage' and the 'management of beaches and waterways' and significantly less satisfied with the 'household waste service'.

Residents aged 50-64 were significantly less satisfied with all criteria, with the exception of the 'household waste service'. Those aged 65+ were significantly more satisfied with the 'household waste service'.

Satisfaction – by area

There were no significant differences by area.

Satisfaction – by ratepayer status

Non-ratepayers had significantly greater levels of satisfaction with the 'management of local bushland'.

Satisfaction – by year

Residents were significantly less satisfied with the 'management of Shire tree coverage' in 2018.

Service Area 3: Our Natural Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Management of local bushland	3.71	3.64	3.77	3.93	3.78	3.41	3.66
Management of Shire tree coverage	3.17	3.18	3.15	3.27	3.41	2.85	3.09
Management of beaches and waterways	3.78	3.74	3.82	3.72	3.93	3.61	3.87
Household waste service, including rubbish and recycling	3.94	3.98	3.91	3.82	3.75	4.01	4.25
Stormwater drainage	3.76	3.73	3.80	4.02	3.87	3.41	3.76

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Management of local bushland	3.69	3.74	3.80	3.67	3.65	3.66	3.93
Management of Shire tree coverage	3.18	3.15	3.24	3.15	3.12	3.11	3.41
Management of beaches and waterways	3.76	3.86	3.72	3.74	3.85	3.75	3.91
Household waste service, including rubbish and recycling	3.95	3.88	4.04	3.94	3.89	3.96	3.86
Stormwater drainage	3.72	3.71	3.80	3.86	3.76	3.74	3.85

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Management of local bushland	4%	8%	24%	42%	22%	561
Management of Shire tree coverage	12%	16%	29%	27%	15%	519
Management of beaches and waterways	3%	5%	25%	45%	22%	593
Household waste service, including rubbish and recycling	3%	5%	20%	40%	32%	598
Stormwater drainage	3%	8%	22%	46%	22%	523

Service Area 4: Connected and Collaborative Leaders

Shapley Regression

Contributes to Over 50% of Overall Satisfaction with Council
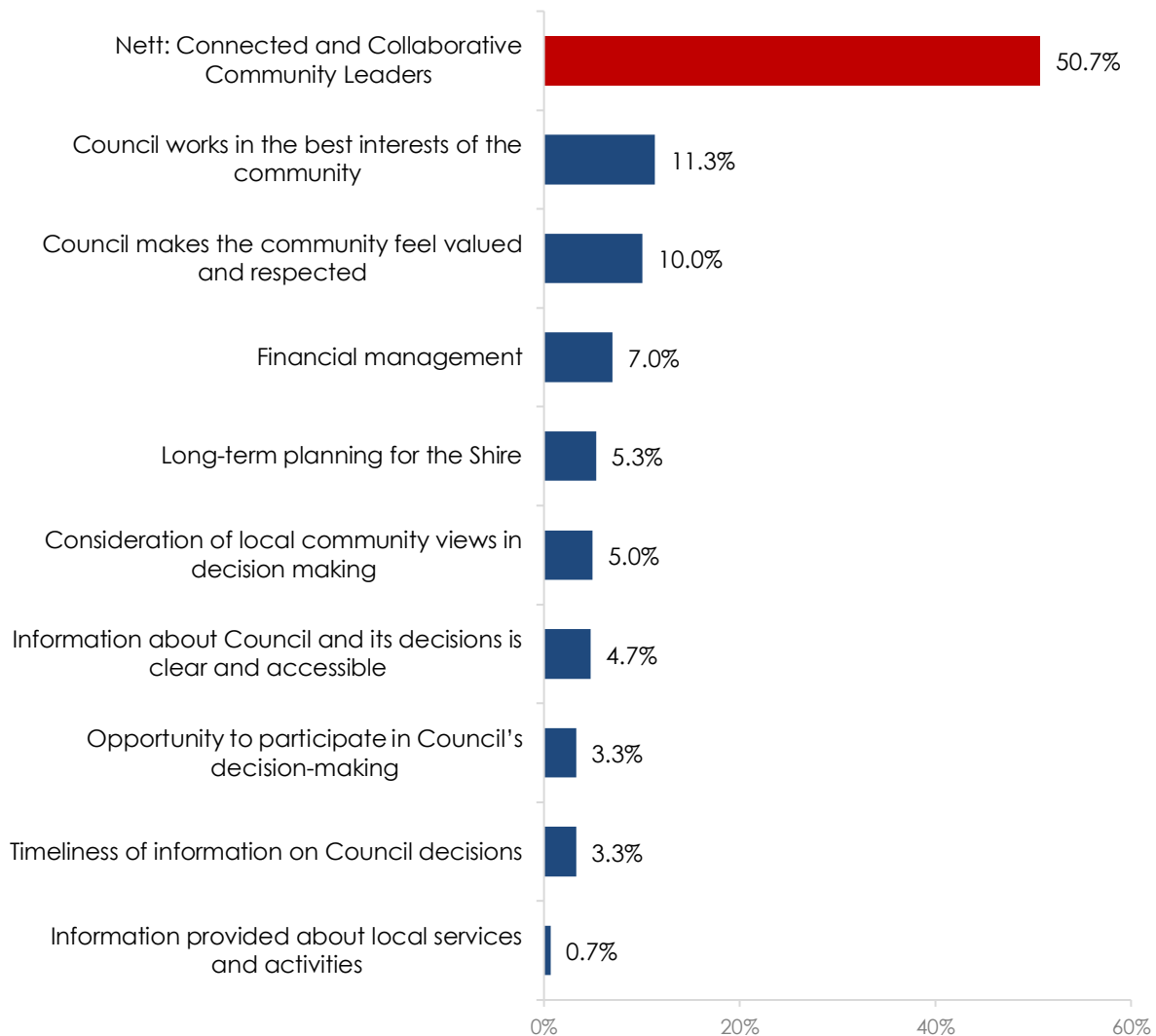
Category	Percentage
Nett: Connected and Collaborative Community Leaders	50.7%
Council works in the best interests of the community	11.3%
Council makes the community feel valued and respected	10.0%
Financial management	7.0%
Long-term planning for the Shire	5.3%
Consideration of local community views in decision making	5.0%
Information about Council and its decisions is clear and accessible	4.7%
Opportunity to participate in Council's decision-making	3.3%
Timeliness of information on Council decisions	3.3%
Information provided about local services and activities	0.7%

Service Area 4: Connected and Collaborative Leaders

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Long-term planning for the Shire
	Council works in the best interests of the community
Very high	Financial management
	Council makes the community feel valued and respected
	Consideration of local community views in decision-making
	Information about Council and its decisions is clear and accessible
High	Timeliness of information on Council decisions
	Information provided about local services and activities
	Opportunity to participate in Council's decision-making

Importance – by gender

Females rated the following significantly higher in importance:

- Information provided about local services and activities
- Opportunity to participate in Council's decision-making
- Consideration of local community views in decision-making
- Timeliness of information on Council decisions
- Council makes the community feel valued and respected

Importance – by age

Residents aged 65+ rated 'information provided about local services and activities', 'opportunity to participate in Council's decision-making' and 'timeliness of information on Council decisions' significantly more important. Those aged 50-64 rated 'information provided about local services and activities' and 'information about Council and its decision is clear and accessible' significantly less important.

Importance – by area

Ward A residents rated 'long-term planning for the Shire' significantly less important, whilst Ward B and Ward C residents rated it significantly more important. Ward A residents additionally rated 'Council makes the community feel valued and respected' significantly less important, whilst Ward C residents rated it significantly more important.

Residents located in Ward D placed a significantly lower level of importance on the 'timeliness of information on Council decisions'.

Residents of Ward E placed a significantly greater level of importance on the following:

- Information provided about local services and activities
- Information about Council and its decisions is clear and accessible
- Consideration of local community views in decision-making
- Council works in the best interests of the community
- Timeliness of information on Council decisions
- Financial management
- Council makes the community feel valued and respected

Service Area 4: Connected and Collaborative Leaders

Overview of Importance Rating Scores by Key Demographics

Importance – by ratepayer status

Ratepayers rated 'long-term planning for the Shire' significantly higher in importance.

Importance – by year

There were no significant differences by year.

Service Area 4: Connected and Collaborative Leaders

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Information provided about local services and activities	4.02	3.80	4.22	4.01	4.00	3.84	4.25
Information about Council and its decisions is clear and accessible	4.22	4.13	4.31	4.28	4.26	4.05	4.32
Opportunity to participate in Council's decision-making	3.96	3.85	4.06	3.84	3.92	4.00	4.12
Consideration of local community views in decision-making	4.34	4.22	4.44	4.20	4.32	4.40	4.43
Council works in the best interests of the community	4.60	4.53	4.66	4.62	4.54	4.59	4.65
Timeliness of information on Council decisions	4.15	4.01	4.27	4.00	4.15	4.18	4.28
Long-term planning for the Shire	4.75	4.72	4.78	4.70	4.76	4.80	4.74
Financial management	4.47	4.48	4.46	4.47	4.33	4.51	4.58
Council makes the community feel valued and respected	4.38	4.25	4.49	4.44	4.28	4.31	4.48

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Information provided about local services and activities	3.89	3.95	4.09	4.04	4.21	3.99	4.14
Information about Council and its decisions is clear and accessible	4.16	4.25	4.27	4.08	4.42	4.20	4.32
Opportunity to participate in Council's decision-making	3.92	4.06	3.91	3.86	4.09	3.95	4.03
Consideration of local community views in decision-making	4.27	4.36	4.32	4.21	4.56	4.34	4.31
Council works in the best interests of the community	4.57	4.70	4.49	4.51	4.74	4.61	4.51
Timeliness of information on Council decisions	4.07	4.24	4.14	3.93	4.41	4.18	3.99
Long-term planning for the Shire	4.56	4.88	4.89	4.71	4.82	4.81	4.51
Financial management	4.33	4.60	4.60	4.27	4.63	4.51	4.26
Council makes the community feel valued and respected	4.17	4.42	4.60	4.21	4.61	4.41	4.21

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

Significantly higher/lower level of importance (by group)

Service Area 4: Connected and Collaborative Leaders

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Information provided about local services and activities	3%	4%	22%	34%	39%	616
Information about Council and its decisions is clear and accessible	2%	3%	16%	28%	51%	616
Opportunity to participate in Council's decision-making	4%	5%	24%	27%	41%	616
Consideration of local community views in decision-making	1%	2%	16%	23%	58%	616
Council works in the best interests of the community	2%	1%	7%	16%	74%	616
Timeliness of information on Council decisions	4%	2%	18%	29%	47%	616
Long-term planning for the Shire	1%	0%	5%	11%	83%	616
Financial management	3%	1%	12%	16%	69%	616
Council makes the community feel valued and respected	2%	3%	10%	28%	58%	616

Service Area 4: Connected and Collaborative Leaders

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Information provided about local services and activities
Moderate	Council makes the community feel valued and respected
	Financial management
	Information about Council and its decisions is clear and accessible
Moderately low	Council works in the best interests of the community
	Timeliness of information on Council decisions
	Consideration of local community views in decision-making
	Opportunity to participate in Council's decision-making
	Long-term planning for the Shire

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with the following:

- Information provided about local services and activities
- Information about Council and its decisions is clear and accessible
- Opportunity to participate in Council's decision-making
- Consideration of local community views in decision-making
- Timeliness of information on Council decisions

Satisfaction – by area

Ward A residents were significantly less satisfied with the 'information provided about local services and activities'.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'information provided about local services and activities'.

Satisfaction – by year

Residents in 2018 expressed significantly lower levels of satisfaction with the following:

- Opportunity to participate in Council's decision-making
- Consideration of local community views in decision-making
- Long-term planning for the Shire
- Financial management

Service Area 4: Connected and Collaborative Leaders

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Information provided about local services and activities	3.69	3.66	3.71	3.53	3.60	3.70	3.94
Information about Council and its decisions is clear and accessible	3.00	3.02	2.97	3.05	2.91	2.88	3.16
Opportunity to participate in Council's decision-making	2.67	2.60	2.73	2.54	2.65	2.56	2.95
Consideration of local community views in decision-making	2.69	2.76	2.62	2.53	2.74	2.59	2.90
Council works in the best interests of the community	2.95	2.95	2.95	3.04	2.90	2.81	3.06
Timeliness of information on Council decisions	2.81	2.89	2.75	2.69	2.86	2.72	2.97
Long-term planning for the Shire	2.64	2.63	2.64	2.56	2.75	2.48	2.76
Financial management	3.17	3.16	3.18	3.14	3.26	3.03	3.27
Council makes the community feel valued and respected	3.20	3.21	3.19	3.24	3.24	3.04	3.28

	Ward A	Ward B	Ward C	Ward D	Ward E	Ratepayer	Non-Ratepayer
Information provided about local services and activities	3.42	3.80	3.88	3.83	3.61	3.77	3.33
Information about Council and its decisions is clear and accessible	2.91	3.01	3.04	2.92	3.13	2.99	3.02
Opportunity to participate in Council's decision-making	2.70	2.66	2.50	2.77	2.72	2.70	2.56
Consideration of local community views in decision-making	2.73	2.62	2.55	2.81	2.71	2.72	2.55
Council works in the best interests of the community	2.87	2.93	3.09	2.98	2.94	2.93	3.05
Timeliness of information on Council decisions	2.87	2.83	2.71	2.71	2.87	2.80	2.83
Long-term planning for the Shire	2.62	2.56	2.74	2.68	2.59	2.64	2.61
Financial management	3.05	3.35	3.20	3.21	3.09	3.15	3.27
Council makes the community feel valued and respected	3.08	3.34	3.25	3.20	3.17	3.19	3.23

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

Significantly higher/lower level of satisfaction (by group)

Service Area 4: Connected and Collaborative Leaders

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Information provided about local services and activities	2%	9%	27%	42%	20%	444
Information about Council and its decisions is clear and accessible	12%	23%	29%	27%	10%	485
Opportunity to participate in Council's decision-making	19%	24%	35%	18%	5%	409
Consideration of local community views in decision-making	18%	22%	38%	17%	5%	495
Council works in the best interests of the community	13%	19%	37%	25%	7%	554
Timeliness of information on Council decisions	15%	21%	39%	21%	5%	466
Long-term planning for the Shire	20%	22%	36%	17%	5%	573
Financial management	8%	12%	43%	30%	7%	501
Council makes the community feel valued and respected	9%	13%	36%	31%	10%	525

Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2018	2016	2018	2016
Parks and playgrounds	4.07	4.12	3.90	3.91
Ovals and sportsgrounds	3.89	3.97	3.89	3.86
Community buildings and halls	3.31	3.36	3.63	3.68
Leisure Centres	3.93	3.85	3.91	3.89
Cultural facilities & services overall	3.38	3.47	3.49	3.58
Hazelhurst Regional Gallery	3.50	3.51	4.41	4.45
Sutherland Entertainment Centre	3.62	3.60	3.73	3.82
Library services	4.03	4.01	4.28	4.35
Childcare services	3.38	3.27	3.89	3.78
Festival and events programs	3.67	3.74	3.75	3.74
Supporting local jobs and businesses	4.47	4.45	3.49	3.56
Overall condition of the local sealed road network	4.56	4.52	2.99▼	3.19
Overall condition of the local footpath network	4.31	4.30	3.11	3.16
Provision of footpaths	4.29	4.27	3.14	3.17
Provision of bike paths	3.72▲	3.45	2.74	2.76
Neighbourhood traffic conditions/management	4.61	4.53	2.62▼	2.94
Condition/cleanliness of public toilets	4.32	4.34	2.88	3.01
Location/availability of public toilets	4.25	4.26	2.91	3.02
Graffiti removal in public places	3.97	4.09	3.46	3.39
Domestic animal control in public places	3.78	3.89	3.62	3.62
Quality and character of the built environment	4.18	4.23	3.17▼	3.39
Streetscapes around shopping areas	3.92	3.95	3.35	3.49
Diversity & choice of housing types	4.08	4.06	3.06▼	3.24
Appearance of suburbs	4.23	4.32	3.46▼	3.59
Management of local bushland	4.60	4.50	3.71	3.81
Management of Shire tree coverage	4.36	4.26	3.17▼	3.44
Management of beaches and waterways	4.77▲	4.68	3.78	3.89
Household waste service, including rubbish and recycling	4.77	4.72	3.94	4.03
Stormwater drainage	4.43	4.42	3.76	3.75
Information provided about local services and activities	4.02	N/A	3.69	N/A
Information about Council and its decisions is clear and accessible	4.22	N/A	3.00	N/A
Opportunity to participate in Council's decision-making	3.96	4.00	2.67▼	3.02
Consideration of local community views in decision-making	4.34	4.28	2.69▼	2.94
Council works in the best interests of the community	4.60	N/A	2.95	N/A
Timeliness of information on Council decisions	4.15	4.15	2.81	2.94
Long-term planning for the Shire	4.75	4.70	2.64▼	2.93
Financial management	4.47	4.46	3.17▼	3.36
Council makes the community feel valued and respected	4.38	N/A	3.20	N/A

▲▼= A significantly higher level of importance/satisfaction (by year)
Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
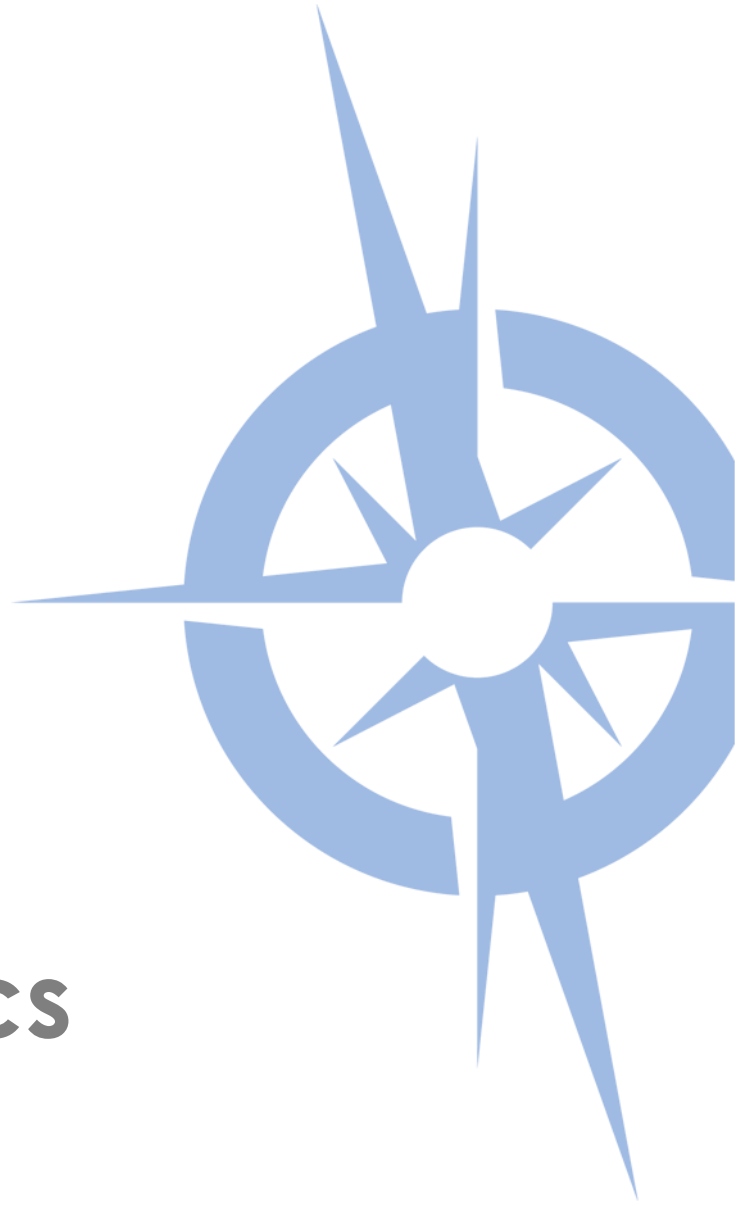
Demographics

Demographics

QA3.   Which suburb do you live in?

Suburb	%	Suburb	%	Suburb	%
Cronulla	15%	Woolooware	3%	Kurnell	1%
Engadine	8%	Woronora	3%	Lilli Pilli	1%
Caringbah	6%	Bonnet Bay	2%	Maianbar	1%
Miranda	6%	Bundeena	2%	Sylvania Waters	1%
Sutherland	6%	Gymea	2%	Woronora Heights	1%
Como	5%	Illawong	2%	Yarrawarrah	1%
Loftus	5%	Menai	2%	Yowie Bay	1%
Gymea Bay	4%	Oyster Bay	2%	Alfords Point	<1%
Kirrawee	4%	Bangor	1%	Burraneer	<1%
Sylvania	4%	Barden Ridge	1%	Port Hacking	<1%
Grays Point	3%	Caringbah South	1%	Taren Point	<1%
Heathcote	3%	Greenhills Beach	1%	Waterfall	<1%
Jannali	3%	Kareela	1%		

Base: N = 616

Q6a.   Please stop me when I read out your age group.

	%
18 - 34	26%
35 - 49	27%
50 - 64	25%
65+	22%

Base: N = 616

Q6b.   Which of the following best describes the dwelling where you are currently living?

	%
I/We own/are currently buying this property	82%
I/We currently rent this property	18%

Base: N = 616

Demographics

Q6c.   *How long have you lived in the Sutherland Shire area?*

	%
Less than 2 years	6%
2 - 5 years	6%
6 - 10 years	10%
11 - 20 years	14%
More than 20 years	64%

Base: N = 616

Q6d.   *Which of the following best describes your current circumstances?*

	%
Currently in full time, part time or casual paid employment	67%
Retired from paid employment	26%
Home duties	4%
Studying at school, TAFE or university	2%
Currently looking for paid employment	1%
Other	<1%

Base: N = 616

Q6e.   *[If currently working or studying] Do you work/study within the Sutherland Shire LGA, outside the Sutherland Shire LGA, or do you travel around both inside and outside the LGA?*

	%
Within the Sutherland Shire LGA	29%
Outside the Sutherland Shire LGA	51%
Both inside and outside the LGA	20%

Base: N = 424

Q6f.   *What is your family status?*

	%
Couple (children at home)	46%
Couple (no children at home)	25%
Single/living alone	14%
Living at home with one or more parents	9%
Single parent (children at home	3%
Group/shared household	2%
Extended family household	<1%

Base: N = 613

Q6g.   Gender.

	%
Male	48%
Female	52%

Base: N = 616

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 (sampling error).

In addition, non-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 both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Sutherland Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases, this effective sample size may be smaller than the true number of surveys conducted.

Appendix A – Additional Tables

Most Valued Thing About Living in the LGA

Q1a.   What do you value most about living in the Sutherland Shire area? (complete list)

Most valued aspect	N = 616
The surrounding/access to beautiful beaches, parks and nature reserves	54%
Sense of community/friendly community	15%
Location - proximity to shops, facilities, public transport and the city	12%
Peaceful and quiet	9%
Lifestyle	7%
Low density area e.g. not overdeveloped/overcrowded, limited traffic congestion	6%
Near family and friends	5%
Safe/low crime	5%
Sentimental/lived here all my life	5%
Public transport	4%
Atmosphere of the area e.g. rural/urban feel	3%
Cleanliness and fresh air	3%
Education facilities	3%
Facilities and services available	3%
Family friendly	3%
Good area to live/comfortable	3%
Open spaces	3%
Variety and quality of shops	3%
Beautiful/scenic place to live	2%
Recreational activities	2%
Affordable housing	1%
Cafes and restaurants	1%
Church	1%
Employment opportunities	1%
Everything	1%
Hospital and healthcare services	1%
Lack of cultural diversity	1%
Sporting facilities	1%
Suburban area	1%
Balanced population	<1%
Cultural diversity	<1%
Design/character of the area	<1%
Facilities for kids	<1%
Farmers markets in Sutherland	<1%
Free parking	<1%
Informative Council	<1%
Nightlife	<1%
Number of lifeguards patrolling beaches	<1%
Roads are in good condition/no motorways	<1%
Services for the elderly	<1%
The weather is usually great	<1%
Don't know/nothing	3%

Highest Priority Issues Within the Sutherland Shire

Q1b. *Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire? (complete list)*

Priority area	N = 615
Managing traffic congestion	43%
Overdevelopment/managing development	37%
NET: Infrastructure/services to cater for the growing population	20%
Infrastructure/services to support population growth in general	*14%*
More/quality of schools	*3%*
Medical services/healthcare/hospitals	*2%*
Family friendly facilities/activities e.g. parks, child-friendly facilities, day care	*1%*
Growing population putting a strain on water supply	*1%*
Bike tracks/infrastructure	*<1%*
More entertainment venues	*<1%*
Pedestrian walkways	*<1%*
Shopping facilities	*<1%*
Managing population growth/overcrowding	20%
Availability of parking	11%
Management of roads/road infrastructure and maintenance	10%
Provision of public transport	9%
Environmental protection/open, green spaces/tree management	7%
Affordability of housing	6%
Police presence/crime and safety related issues e.g. increasing crime, drug and alcohol abuse	3%
Maintenance and upgrading of local infrastructure/facilities	2%
Aged care services/accommodation	1%
Availability of housing	1%
Forward planning for the region	1%
Increasing rates/cost of living	1%
Integration/Immigration issues	1%
Pollution	1%
Retaining the beauty, atmosphere and lifestyle of the area	1%
Bushfires	<1%
Climate change	<1%
Controlling youth in the area	<1%
Finding new sustainable energies	<1%
Improving the internet available	<1%
In need of a velodrome	<1%
Lack of RTA's in the area	<1%
Move the library to a more easily accessible area	<1%
Noise control in the area	<1%
Not enough disability access	<1%

Highest Priority Issues Within the Sutherland Shire

Q1b.   *Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?*

Priority area continued	N = 615
Poor waste management	<1%
Preserving older houses	<1%
Property values going down	<1%
Providing for the changing demographic appropriately	<1%
Providing services to recycle waste fruit and vegetables	<1%
Providing support for local businesses/Creating local jobs	<1%
Real estate agents having an influence on Council decisions	<1%
Removing Councillors not serving in the best interests of the community	<1%
Social housing attracting undesirable characters	<1%
Stormwater drainage	<1%
Too many shopping facilities	<1%
Tourism	<1%
Don't know/nothing	2%

Reason for Contact with Council

Q4a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc. for any of the following reasons?

Reason	Count
Request a Council pick up	17
Animal registration/lost and found	4
Applying for employment in the Council	2
Chasing reimbursement deposit for a DA	2
Responding to complaint from Council concerning my own domestic animal	2
Attended a meeting and raised concerns	1
Comments and compliments	1
Hired a community hall	1
Inquiry regarding a development application for a neighbouring property	1
Meeting regarding construction	1
Objecting a development of units	1
Removal of trees	1
Replacement of red bin	1
Request a service	1
Sporting ovals	1

Improving Council Interactions

Q4j.   What would improve your experience with interacting with Council? (complete list)

Suggested improvement	N = 385
No improvements needed - happy with the service	35%
More information provided on the progress of my enquiry/follow up to my contact/response to my contact	17%
Council to take more interest in my issue	11%
More easy accessible information	10%
More efficient staff	10%
More knowledgeable staff	9%
More helpful/willing staff	8%
More information on Council decisions	6%
More user-friendly communication channels	6%
Reduce the wait time/faster resolution	5%
More polite/courteous staff	4%
Improve the website e.g. easier navigation, frequent updates, ability to report issues	2%
Acknowledgement that the issue has been resolved	1%
Be more empathetic/sympathetic	1%
Improve management e.g. get a General Manager, clarity on who is responsible for the issue, better communication between staff	1%
More contact with Councillors e.g. face-to-face	1%
Provide more direct information e.g. through emails	1%
Accessibility	<1%
After hours service could be better	<1%
Change the environment they work in	<1%
Council to be more open minded	<1%
Council to be more proactive	<1%
Ease of finding the correct staff member	<1%
Improve the mobile app on Samsung devices as the writing is too small	<1%
Less prompts on automated phone service when customer calls	<1%
Listen more	<1%
More accountability	<1%
More authority to take action	<1%
More consistency	<1%
More detailed answer	<1%
More honesty from council staff	<1%
More seating in the office	<1%
More understanding of private personal developments	<1%
No pre-decisions/judgement	<1%
Policy improvement	<1%
Don't know	6%

Appendix B – Questionnaire
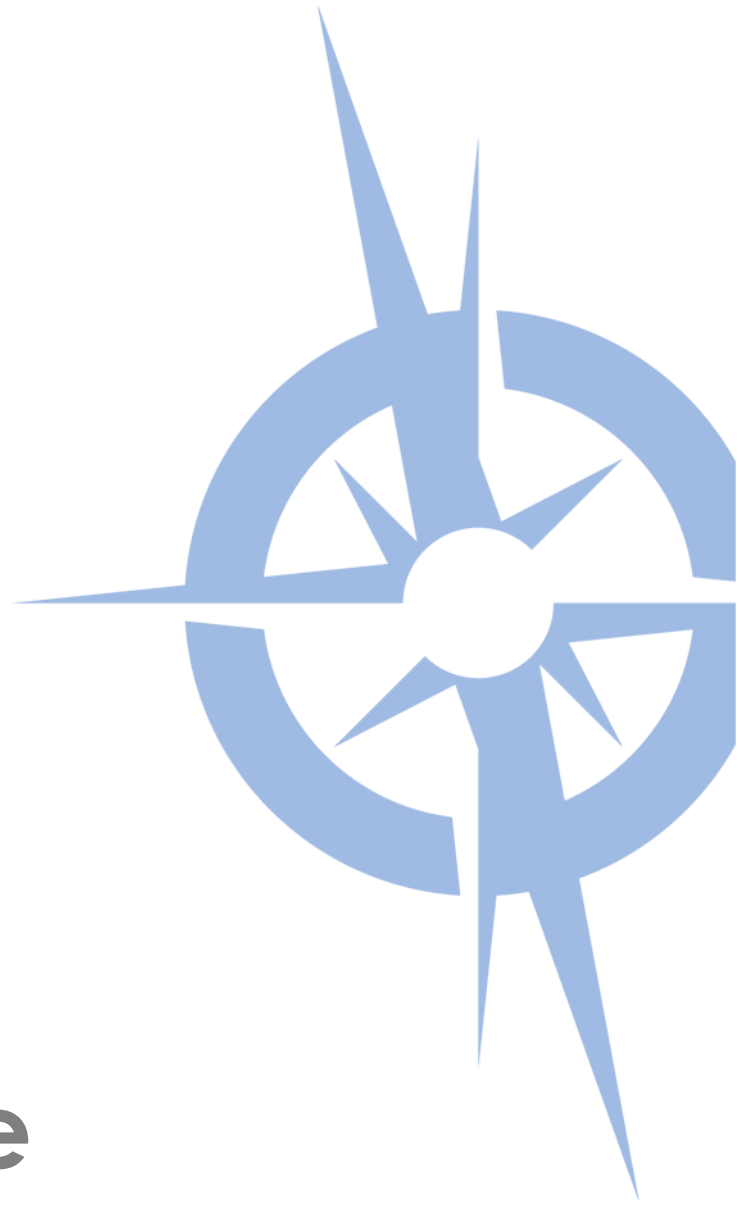
Good morning/afternoon/evening, my name is .... and I'm calling on behalf of Sutherland Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 14-15 minutes, would you be able to assist us please?

QA1. **Before we start, can I please confirm that you do live in the Sutherland Shire Council area?**

O   Yes
O   No   **(Terminate)**

QA2. **Are you or an immediate family member an elected Councillor, or work for Sutherland Shire Council?**

O   Yes   **(Terminate)**
O   No

QA3. **Which suburb do you live in?**
Ward A

O   Bundeena
O   Burraneer
O   Caringbah*
O   Caringbah South*
O   Cronulla
O   Dolans Bay
O   Grays Point*
O   Greenhills Beach
O   Heathcote*
O   Kirrawee*
O   Kurnell*
O   Lilli Pilli*
O   Loftus*
O   Maianbar
O   Port Hacking
O   Royal National Park
O   Woolooware*

Ward B

O   Caringbah*
O   Caringbah South*
O   Grays Point*
O   Gymea*
O   Gymea Bay
O   Kirrawee*
O   Lilli Pilli*
O   Miranda*
O   Oyster Bay*
O   Yowie Bay

Ward C

O Caringbah*
O Como*
O Gymea*
O Jannali*
O Kangaroo Point
O Kareela
O Kirrawee*
O Miranda*
O Oyster Bay*
O Sutherland*
O Sylvania
O Sylvania Waters
O Taren Point
O Woolooware*

Ward D

O Engadine
O Grays Point*
O Heathcote*
O Holsworthy*
O Jannali*
O Kirrawee*
O Loftus*
O Sutherland*
O Waterfall*
O Woronora*
O Woronora Dam
O Woronora Heights
O Yarrawarrah

Ward E

O Alfords Point
O Bangor
O Barden Ridge
O Bonnet Bay
O Como*
O Heathcote*
O Holsworthy*
O Illawong
O Jannali*
O Kurnell*
O Lucas Heights
O Menai
O Sandy Point
O Sutherland*
O Waterfall*
O Woronora*

*Crosses wards

Section A – Priority Issues

Q1a. **What do you value most about living in the Sutherland Shire area?**

…………………………………………………………………………………………

Q1b. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Sutherland Shire?**

…………………………………………………………………………………………

Q1c. **Overall, how would you rate the quality of life you have living in the Sutherland Shire?** *Prompt*

- O Excellent
- O Very good
- O Good
- O Fair
- O Poor
- O Very poor

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

Q2. **In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 is low importance and low satisfaction and 5 is high importance and high satisfaction.** *Prompt*

Note: Please only rate your satisfaction if you rated importance to be a 4 or a 5.

Thriving Community, Great Lifestyle

	Importance					Satisfaction					
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
Parks and playgrounds	O	O	O	O	O	O	O	O	O	O	O
Ovals and sportsgrounds	O	O	O	O	O	O	O	O	O	O	O
Community buildings and halls	O	O	O	O	O	O	O	O	O	O	O
Leisure centres (swimming pools)	O	O	O	O	O	O	O	O	O	O	O
Cultural facilities & services overall	O	O	O	O	O	O	O	O	O	O	O
Hazelhurst Regional Gallery	O	O	O	O	O	O	O	O	O	O	O
Sutherland Entertainment Centre	O	O	O	O	O	O	O	O	O	O	O
Library services	O	O	O	O	O	O	O	O	O	O	O
Childcare services	O	O	O	O	O	O	O	O	O	O	O
Festival and events programs	O	O	O	O	O	O	O	O	O	O	O
Supporting local jobs and businesses	O	O	O	O	O	O	O	O	O	O	O

Our Places and Spaces

	Importance					Satisfaction					
	Low **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **5**	**NA**
Overall condition of the local sealed road network	O	O	O	O	O	O	O	O	O	O	O
Overall condition of the local footpath network											
Provision of footpaths	O	O	O	O	O	O	O	O	O	O	O
Provision of bike paths	O	O	O	O	O	O	O	O	O	O	O
Neighbourhood traffic conditions/ management	O	O	O	O	O	O	O	O	O	O	O
Condition/cleanliness of public toilets	O	O	O	O	O	O	O	O	O	O	O
Location/availability of public toilets	O	O	O	O	O	O	O	O	O	O	O
Graffiti removal in public places	O	O	O	O	O	O	O	O	O	O	O
Domestic animal control in public places	O	O	O	O	O	O	O	O	O	O	O
Quality and character of the built environment	O	O	O	O	O	O	O	O	O	O	O
Streetscapes around shopping areas	O	O	O	O	O	O	O	O	O	O	O
Diversity & choice of housing types	O	O	O	O	O	O	O	O	O	O	O
Appearance of suburbs	O	O	O	O	O	O	O	O	O	O	O

Our Natural Environment

	Importance					Satisfaction					
	Low **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **5**	**NA**
Management of local bushland	O	O	O	O	O	O	O	O	O	O	O
Management of Shire tree coverage	O	O	O	O	O	O	O	O	O	O	O
Management of beaches and waterways	O	O	O	O	O	O	O	O	O	O	O
Household waste service, including rubbish and recycling	O	O	O	O	O	O	O	O	O	O	O
Stormwater drainage	O	O	O	O	O	O	O	O	O	O	O

Connected and Collaborative Community Leaders

	Importance					Satisfaction					
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
Information provided about local services and activities	O	O	O	O	O	O	O	O	O	O	O
Information about Council and its decisions is clear and accessible	O	O	O	O	O	O	O	O	O	O	O
Opportunity to participate in Council's decision-making	O	O	O	O	O	O	O	O	O	O	O
Consideration of local community views in decision making	O	O	O	O	O	O	O	O	O	O	O
Council works in the best interests of the community	O	O	O	O	O	O	O	O	O	O	O
Timeliness of information on Council decisions	O	O	O	O	O	O	O	O	O	O	O
Long-term planning for the Shire	O	O	O	O	O	O	O	O	O	O	O
Financial management	O	O	O	O	O	O	O	O	O	O	O
Council makes the community feel valued and respected	O	O	O	O	O	O	O	O	O	O	O

Q3. **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?** *Prompt*

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

Section C – Customer Experience

Q4a. **In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc. for any of the following reasons?** *Prompt* **(MR)**

- O Seeking information
- O Paying rates or charges
- O Lodging forms/applications, such as DA's
- O Reporting an issue or problem for Council to investigate
- O Lodging a complaint about Council's services or facilities
- O Some other reason (please specify) ……………………………….........
- O **(Do NOT Read)** None of these   **(Go to Q5a)**

Q4b. **[If multiple selected on Q4a, ask] Thinking about your most recent contact with Council, which <u>one</u> of those reasons was your contact for?** *Prompt* **(SR)** *[Only show responses selected in Q4a]*

- O Seeking information
- O Paying rates or charges
- O Lodging forms/applications, such as DA's
- O Reporting an issue or problem for Council to investigate
- O Lodging a complaint about Council's services or facilities
- O Other (from Q4a)

Q4c. **Thinking of your most recent contact with Council, what method or methods of contact did you use?**
Prompt (MR, randomise)

- ○ Telephone
- ○ Council website
- ○ In person
- ○ Email
- ○ Snap Send Solve
- ○ Mail/letter
- ○ Social media
- ○ Text message
- ○ Other (please specify)………………………

Q4d. **How many times did you contact Council before your issue was resolved?** *Prompt*

- ○ Once only
- ○ 2 to 3 times
- ○ 4 to 5 times
- ○ 6 times +
- ○ **(Do NOT Read)** Still not resolved

Q4e. **Still thinking about this most recent contact, how satisfied are you with the following on a scale of 1 to 5, where 1 is not at all satisfied and 5 is very satisfied?** *Prompt*

	Not at all satisfied			Very satisfied		
	1	2	3	4	5	N/A
Timeliness of service (i.e. wait time)	○	○	○	○	○	○
Quality of advice	○	○	○	○	○	○
Politeness of staff	○	○	○	○	○	○
Understanding and knowledge of staff	○	○	○	○	○	○
Feeling valued and respected by staff	○	○	○	○	○	○
Knowledge gained through contact	○	○	○	○	○	○

Q4f. **Overall, how satisfied were you with the way your contact was handled? Please note that we are not talking about the outcome but rather the service you received.** *Prompt*

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

Q4h. **Was your enquiry dealt with by a customer service officer only, or were you referred to another Council staff member?**

- ○ Dealt with by a customer service officer **(Go to Q4j)**
- ○ Referred to another Council staff member

Q4i. **When you were referred to another Council staff member, how satisfied were you with the explanation you were given about how your matter would be progressed and who was responsible to take care of your matter?** *Prompt*

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

Q4j. **What would improve your experience with interacting with Council?** *Do not prompt*

- O   More knowledgeable staff
- O   More helpful/willing staff
- O   More polite/courteous staff
- O   More efficient staff
- O   Council to take more interest in my issue
- O   More user friendly communication channels
- O   More easy accessible information
- O   More information on Council decisions
- O   More information provided on the progress of my enquiry/follow up to my contact/response to my contact
- O   Other (please specify)…………………………..

Q5a. **What <u>one</u> place within the Sutherland Shire area inspires you most – and why?**

Place: …………………………………   Why: …………………………………

Q5b. **Please imagine a friend from outside the Sutherland Shire comes to visit you and you want them to experience all that's great about the Sutherland Shire – where would you take them or what would you do, and why?**

Where/what do: ……………………………   Why: …………………………………
Where/what do: ……………………………   Why: …………………………………
Where/what do: ……………………………   Why: …………………………………

Section D – Demographic & Profiling Questions

Q6a. **Please stop me when I read out your age group:** *Prompt*

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

Q6b. **Which of the following best describes the dwelling where you are currently living?** *Prompt*

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

Q6c. **How long have you lived in the Sutherland Shire area?** *Prompt*

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

Q6d. **Which of the following best describes your current circumstances?** *Prompt*

- ○ Currently in full time, part time or casual paid employment
- ○ Studying at school, TAFE or university
- ○ Retired from paid employment
- ○ Currently looking for paid employment
- ○ Home duties
- ○ Other (please specify)…………………………
- ○ Refused/Can't say

Q6e. **[If currently working or studying] Do you work/study within the Sutherland Shire LGA, outside the Sutherland Shire LGA, or do you travel around both inside and outside the LGA? (SR)**

- ○ Within the Sutherland Shire LGA
- ○ Outside the Sutherland Shire LGA
- ○ Both inside and outside the LGA

Q6f. **What is your family status?** *Prompt (SR)*

- ○ Single/living alone
- ○ Single parent (children at home)
- ○ Couple (children at home)
- ○ Couple (no children at home)
- ○ Group/shared household
- ○ Living at home with one or more parents
- ○ Prefer not to state **(Do NOT prompt)**
- ○ Other (**Do NOT prompt** - specify)..........................

Q6g. What is your gender?

- O   Male
- O   Female
- O   Other/indeterminate
- O   Prefer not to say

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.

At this stage Council are developing a register of interest for future consultations.

Q7a. Would you be interested in registering your interest with Council?

- O   Yes
- O   No   **(If no, go to end)**

Q7b. (If yes), May I please confirm your contact details?

First name...
Surname..
Email...
Telephone...

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes and is aggregated. Council will publish the results of this survey on it's website in 2019. Just to remind you, I am calling from Micromex Research on behalf of Sutherland Shire Council (if respondent wants our number, it is 1800 639 599 – Council Customer Service line is 9710 0333)

Ruby Cha Cha

A SHOUT OUT TO THE SHIRE:
MAKING DECISIONS FOR THE FUTURE

Prepared for: Sutherland Shire Council

Prepared by: Ruby Cha Cha

February 2018

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Section/

1 Objectives and approach

Section/

2 The people of the Shire

Section/

3 What they think about you!

Section/

4 What's on their minds right now

Section/

5 A read on rates

Section/

6 What they use, what they choose

Section/

7 Appendix

Agenda

Section 1

Objectives and approach

SUTHERLAND SHIRE IS HOME TO NEARLY 230,000 PEOPLE AND THE COUNCIL IS FACING A NUMBER OF CHALLENGES OVER THE NEXT FEW YEARS

CONTEXT AND THE CHALLENGE AHEAD

Supporting the lifestyle enjoyed by residents

The council provides a number of services to Sutherland Shire, which includes roads, parks, libraries, the Sutherland Entertainment Centre, car parking and leisure centres.

A growing population

Population growth is inevitable and by 2026 the population will grow by 20,000, which will have to be supported through more development, more maintenance and more housing (from 84,000 to 96,000 homes)

An ever increasing cost base

There is the challenge of rising operating costs with energy bills, costs of materials and maintenance costs all increasing.

More funding / spending change is needed

To fund additional spend, the Council forecasts it cannot achieve this solely through the rate rise level of 2.5% - there is a need to understand where spending should be focussed.

Projected Population Growth
Sutherland Shire 2016 - 2026

Year	Population
2016	226,000
2021	236,000
2026	246,000

Costs to maintain Services & Infrastructure to 2026

- Energy — $51M
- Roads & Footpaths — $40M
- Open Space & Sport Fields — $36M
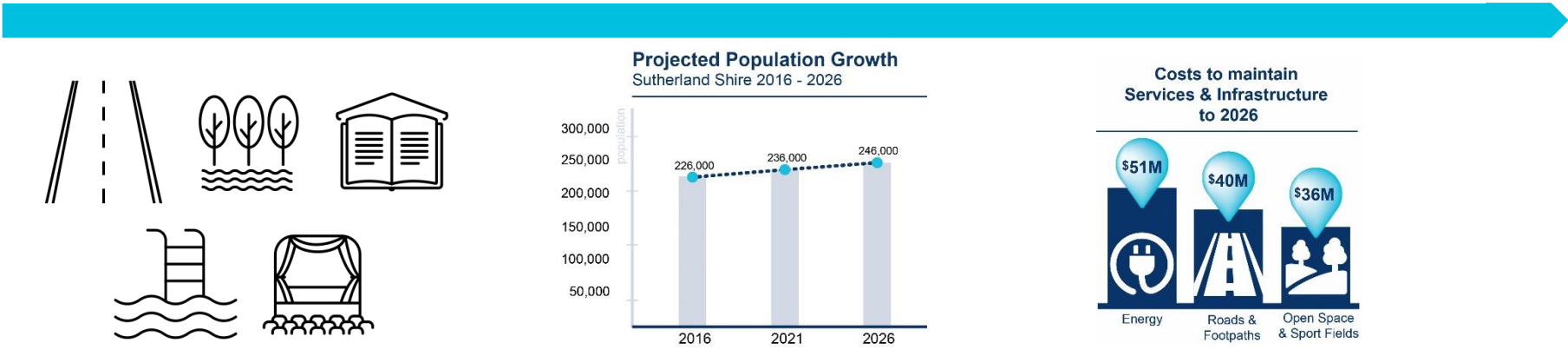
A COMMUNITY ENGAGEMENT RESEARCH PROGRAMME HAS BEEN RUN TO ASSIST THE COUNCIL WITH PLANNING FOR THE FUTURE.

Ruby Cha Cha

WE WANT TO ENSURE THE LONG TERM HEALTH OF SUTHERLAND SHIRE THROUGH COMMUNITY CONSULTATION

COUNCIL OBJECTIVES

- To ensure the long term health of the Sutherland Shire Council

- Maximize community satisfaction / engagement through consultation

RESEARCH OBJECTIVES

- Understand the community's relationship with Sutherland Shire and the Council:
  - How do they feel about the area?
  - What services are important?

- Provide the Council with strategic direction for managing assets and delivering services into the future
  - What assets are residents prioritising?
  - What improvements would they like to see?

- Understand the potential for raising revenue through rate increases
  - How do residents feel about this?
  - Can the gap between house owners and apartment owners be closed?

- Advise on community communications
  - What do residents want to hear from the council?
  - What are the best channels to use?

Ruby Cha Cha

A MULTI-STAGED COMMUNITY ENGAGEMENT PROGRAMME WAS DESIGNED TO ANSWER THESE OBJECTIVES

STAKEHOLDER INTERVIEWS	RESIDENT IMMERSIONS	RESIDENT & BUSINESS FORUMS	RESIDENT SURVEY
15 Completed	**20 Completed**	**5 Completed** **n=20 per forum**	**2,400 Completed**
30 mins	1.5 hrs	3 hours	30 mins
Purpose: Define scope, develop hypotheses	**Purpose:** Explore and identify tension, perceptions, behaviours related to services and council and the area	**Purpose:** co-create solutions to service problems uncovered in immersion sessions	**Purpose:** Measure and size resident groups, attitudes and service behaviours, preferences and thoughts on rate changes
June 2017	**Aug - Sept 2017**	**Sept 2017**	**13th Nov - 5th Dec 2017**

Ruby Cha Cha

Section 2

The people of the Shire

TO REPRESENT THE VIEWS OF THE SUTHERLAND SHIRE, WE SURVEYED 2,400 RESIDENTS WHO ARE AGED 18+ AND LIVE IN ONE OF THE FIVE WARDS

SURVEY SAMPLE SIZE

RESIDENT SURVEY

2,400 Completed

30 mins

Purpose:
Measure and size resident groups, attitudes and service behaviours, preferences and thoughts on rate changes

13th Nov - 5th Dec 2017

SOURCE OF SAMPLE

1,028 — SSC's Facebook page

369 — Join the Conversation

363 — Ruby Cha Cha's panel partners

335 — The Leader's articles

313 — SSC's website

THE VIEW OF ALL WARDS HAVE BEEN REPRESENTED

E: 415
C: 438
B: 504
A: 458
D: 593

Ruby Cha Cha
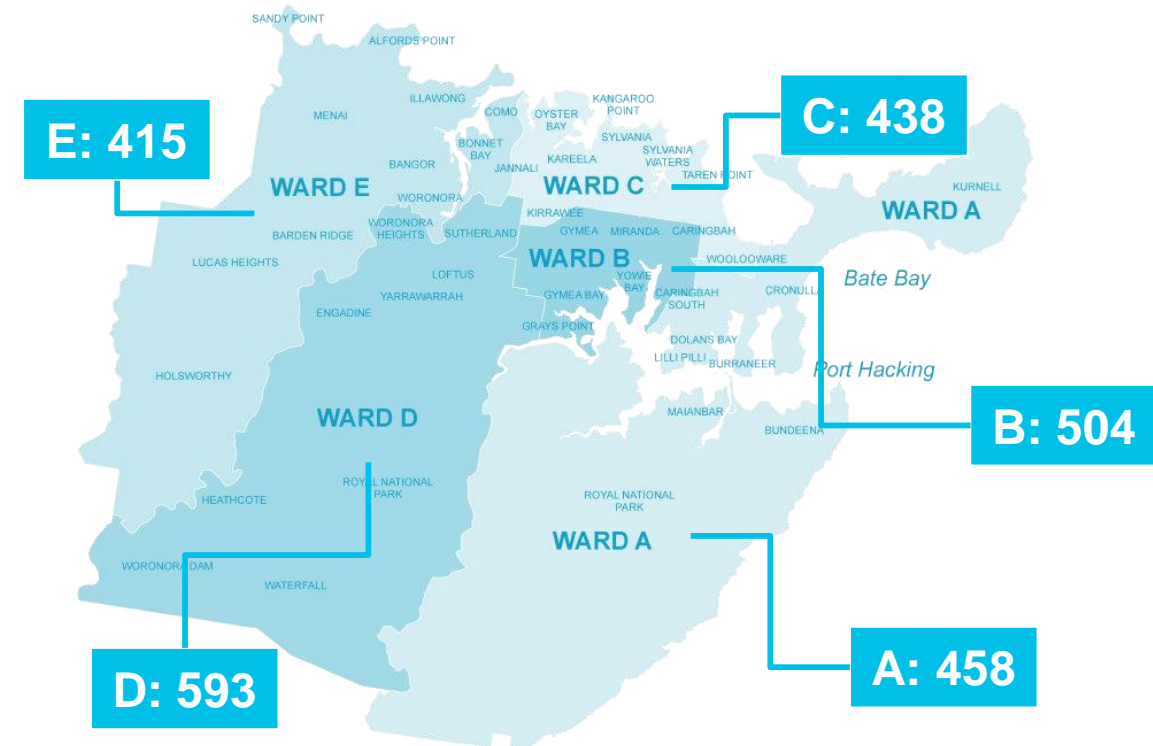
THE SURVEY SAMPLE HAS BEEN WEIGHTED ON FOUR KEY ELEMENTS USING ABS FIGURES– ENSURING IT IS A REPRESENTATIVE VIEW OF ADULTS LIVING IN THE SUTHERLAND SHIRE

MAKING THE DATA REPRESENTATIVE: VOTER BASE PROFILE

There are 169,000 residents aged 18+

GENDER

Female | Male
51% | 49%

AGE

18-34	26%
35-44	18%
45-54	18%
55-64	16%
65+	22%

WARD

20% for each ward

HOME OWNERS

Owned / mortgage | Renting
75% | 25%

Ruby Cha Cha
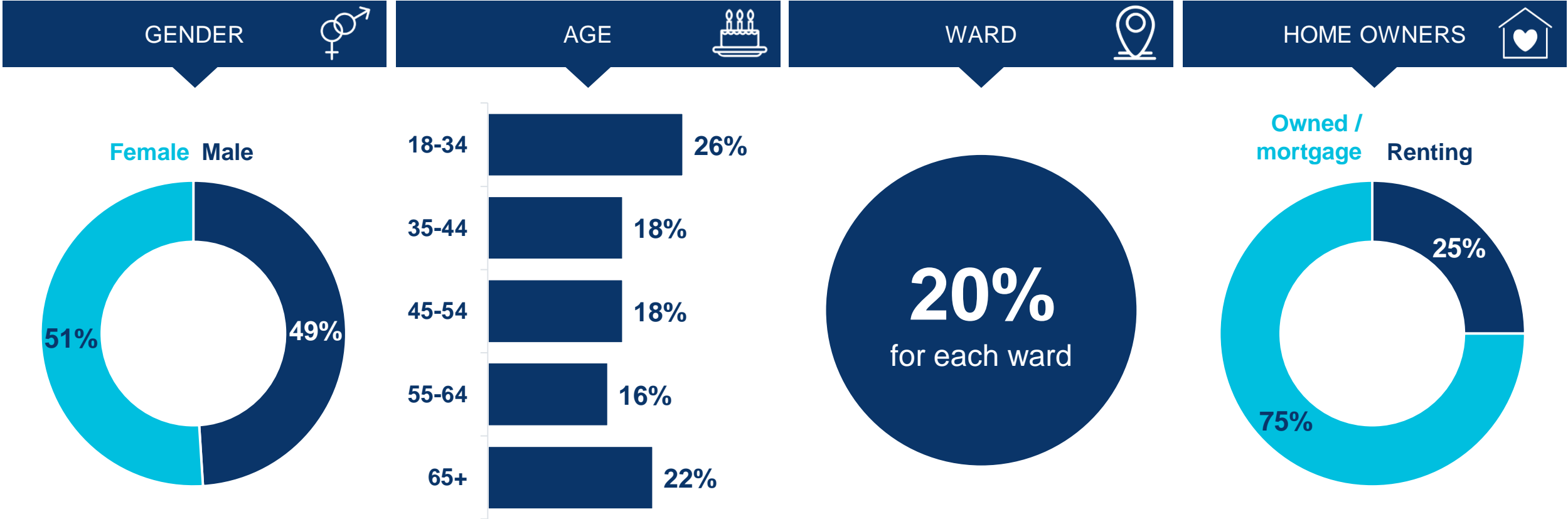
WHEN IT COMES TO UNDERSTANDING OPINIONS ON RATES WE FOCUS THE ANALYSIS ON THOSE FROM RATE PAYING HOMES AND THIS GROUP HAS BEEN WEIGHTED TO MATCH AN OWNER PROFILE

MAKING THE DATA REPRESENTATIVE: RATE PAYING HOMES

GENDER

Female 47%   Male 53%

AGE

18-34	19%
35-44	17%
45-54	19%
55-64	18%
65+	26%

WARD

A	21%
B	22%
C	15%
D	22%
E	20%

OWNERSHIP

Currently paying mortgage 48%   Fully owned 52%

Ruby Cha Cha
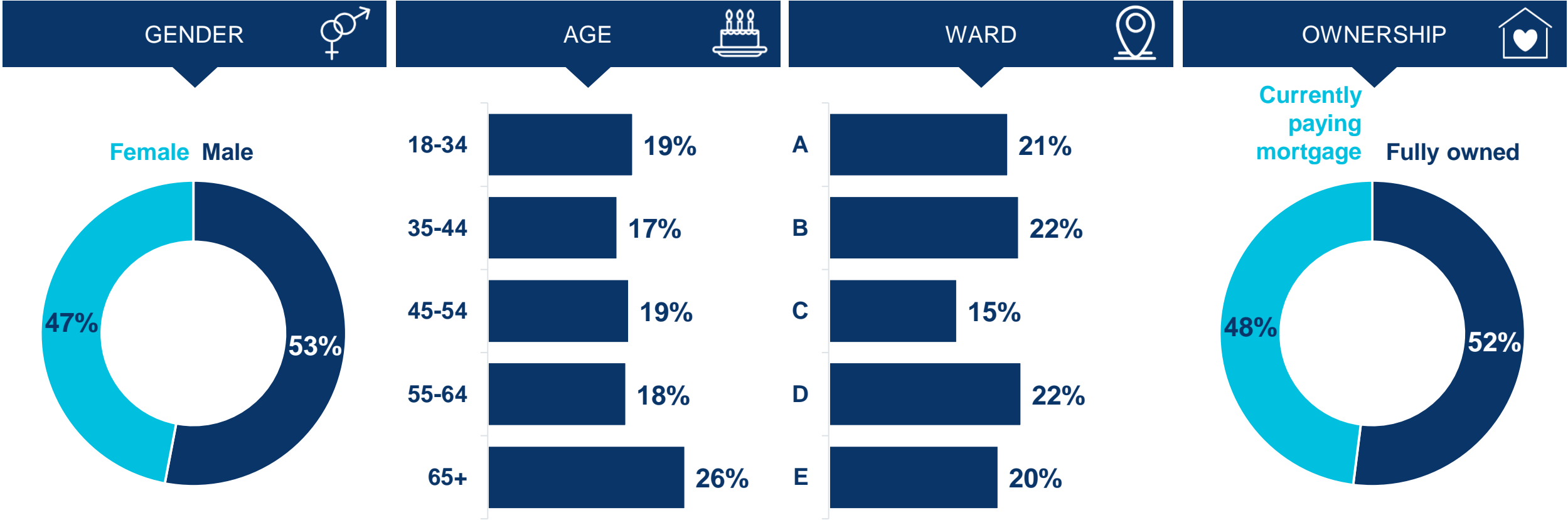
BROADLY SPEAKING THERE ARE 5 HOUSEHOLD TYPES THAT RESIDENTS BELONG TO

| SOLO HOUSEHOLDS | TWO-PERSON : UNDER 50 <50 | TWO-PERSON : OVER 50 50+ | MULTI ADULT HOUSEHOLDS | FAMILIES |

Message they want to hear from Council...

SOLO HOUSEHOLDS	TWO-PERSON : UNDER 50	TWO-PERSON : OVER 50	MULTI ADULT HOUSEHOLDS	FAMILIES
The council exists for more than just families in big houses, and works to ensure that solo households aren't disadvantaged…and the council is playing a role to help manage the cost of living	Council is committed to protecting the natural environment as well as protecting the spirit of the area. Their aim to make buying a home here easier. Want investment in making services are online and available to at all times.	The council is working to protect and maintain the Shire that I know and love, and ensuring those who are older are able to live vibrant and dynamic lives within community	**Young Adults:** Working with private enterprise and investing in the area to ensure the Shire the education, job and entertainment opportunities. **Baby Boomers:** Working to protect the Shire way of life and the small town community feel.	Council is committed to continuing the same range of programs that it offers now, and will maintain assets and services as they exist today. It will also work to ease congestion, so that you can spend as much quality time with your family as possible

Section 3

What they think about you!

ROUGHLY ½ OF THE RESIDENTS IN THE SHIRE FEEL POSITIVELY TOWARDS THE COUNCIL…

FEELING TOWARDS SUTHERLAND SHIRE COUNCIL

Feel negative

24%

Feel neutral

26%

49% Feel positive
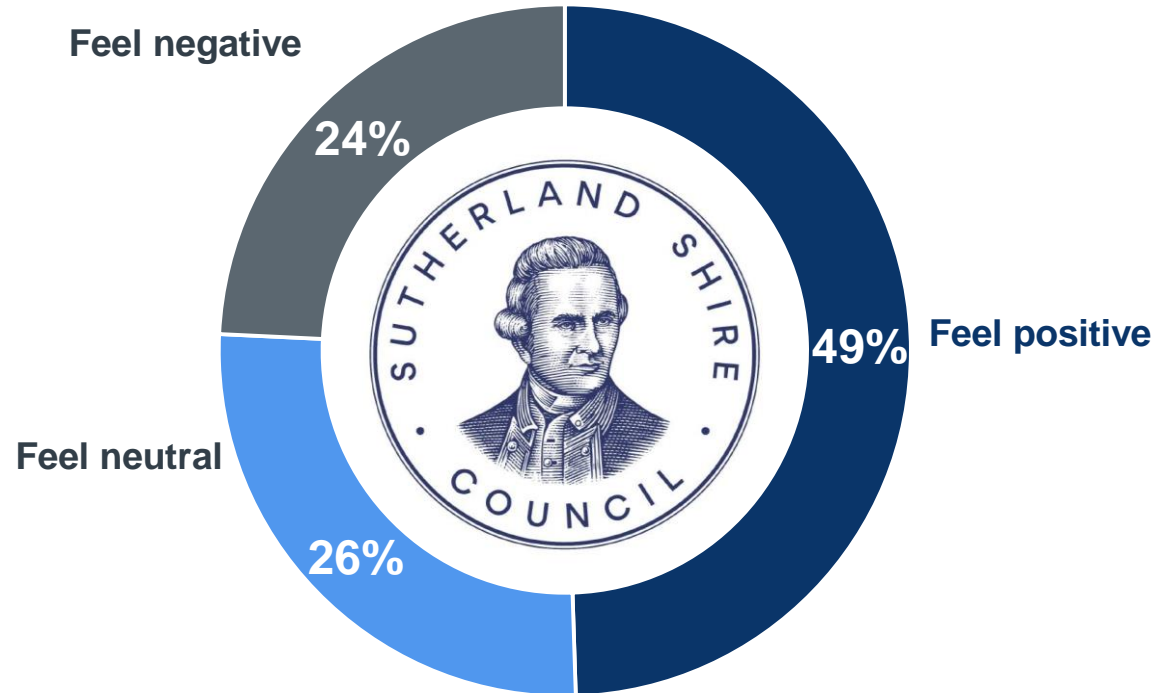
While there are subtle differences between groups, no one type of resident likes the council more or less than others.
This is true across:

- Ages
- Gender
- Household types
- Dwelling types
- Wards
- Commuter types
- Monthly and weekly users of the different services

… AND THIS OPINION IS CONSISTENT, TRANSCENDING DEMOGRAPHICS, WARD AND HOUSEHOLD TYPES

Ruby Cha Cha

WHAT RESIDENTS ARE LOOKING FOR IS OPENNESS AND CLEAR COMMUNICATION

TOP 3 OPINIONS OF THE COUNCIL (% AGREE)

I'd love them to be a bit more community facing, more accessible and openly planning things to show its for the better of the community.

86%
Think the Council should be more open about the future challenges facing the Shire

85%
Think the Council needs to be clearer about how development application decisions are made

72%
Think the Council needs to improve how and what it communicates to the public

I'd like to hear some more proactive information about what the council is planning to do and that they're taking onboard the concerns of the residents.

Residents feel **council are responsible** for a lot of **change** in the area, **but they don't understand why**

Key tension, residents don't understand how council are **weighing interests** of **community vs. developers**

When forming a view on issues, **residents largely uninformed…** many **making assumptions,** are **influenced** by minority on **social media**, and **few connect SSC to** their **services** and assets

WITH HIGH EMOTIONAL INVESTMENT IN THE SHIRE, RESIDENTS WANT TO KNOW HOW THE COUNCIL ARE GOING TO MANAGE CHANGE

Ruby Cha Cha

BUT BY IN LARGE THIS IS NOT FROM THE COUNCILLORS

COUNCILLORS KNOWLEDGE

% claim to know a councillor by name

27%
Think it's important to know who your councillor is

All	36%
18 to 24	25%
25 to 34	21%
35 to 44	30%
45 to 54	39%
55 to 64	42%
65 to 74	49%
75+	53%
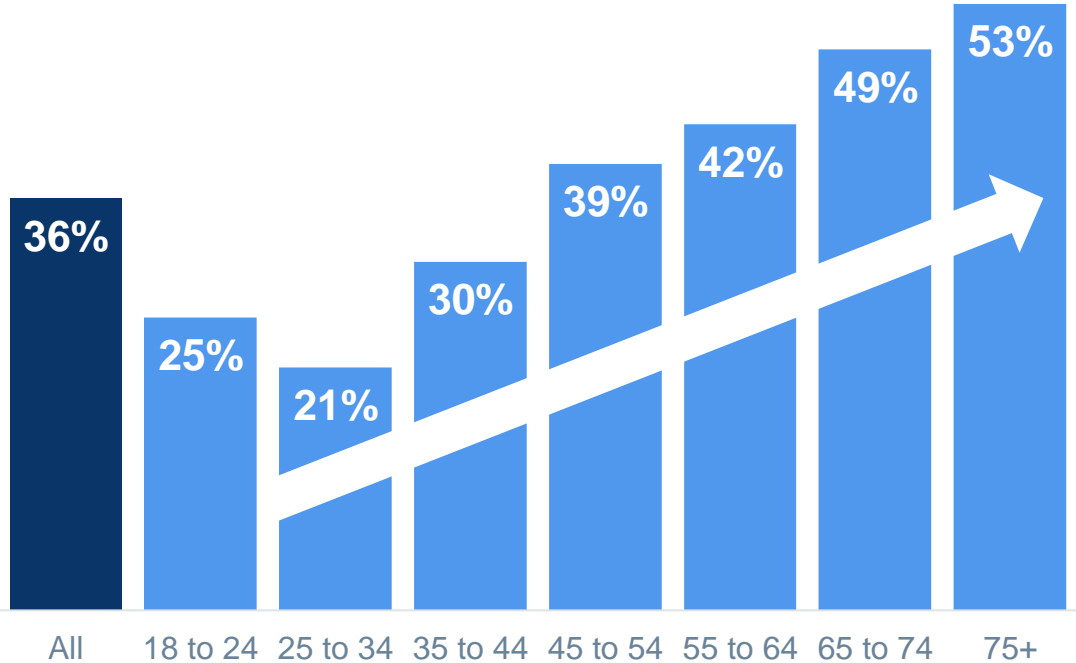
These figures are consistent across the Wards

IT IS MORE IMPORTANT TO HEAR FROM THE COUNCIL AS AN ORGANISATION (OR AS A BRAND)

Ruby Cha Cha

RESIDENTS WANT TO HEAR ABOUT THE ROLE THE COUNCIL IS PLAYING IN SHAPING THEIR COMMUNITY

WHAT RESIDENTS WANT TO KNOW: TOP 5 (% VERY IMPORTANT)

Where Council spends their funds

72%

Council's role in how they are planning to manage the Shire's future development

69%

Council's role in how they are planning to manage population growth in the future

68%

Council's role for managing future residential developments

66%

How Council determines your rates

57%
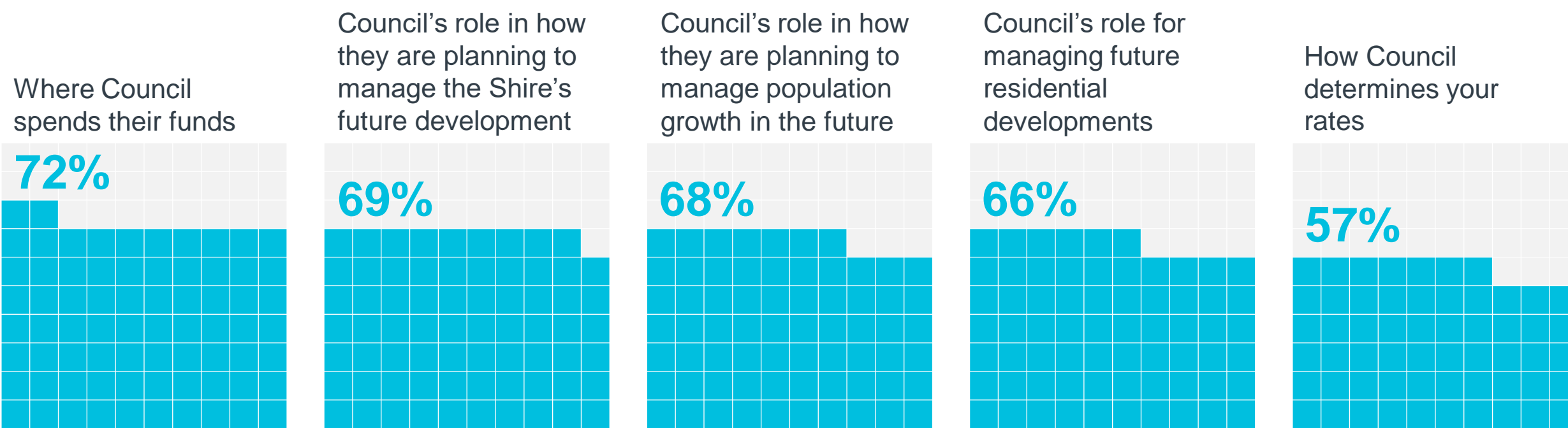
…HOW IT IS SPENDING AND HOW IT IS PLANNING FOR THE SHIRE'S FUTURE DEVELOPMENT AND POPULATION GROWTH

Ruby Cha Cha

THERE IS ALSO AN OPPORTUNITY TO IMPROVE PERCEPTIONS AROUND PERFORMANCE AND EFFICIENCY

OPINIONS OF THE COUNCIL'S COMMUNICATIONS (% AGREE)

Performance

Efficiency

Think the Council does a good job for the Shire

39%

Trusts that the Council has the best interests of the Shire at heart

34%

Thinks think the Council does a better job than other councils in the Sydney region

31%

Thinks the Council is efficient when I deal with them

30%

Thinks the Council is efficient in the way they do things

22%
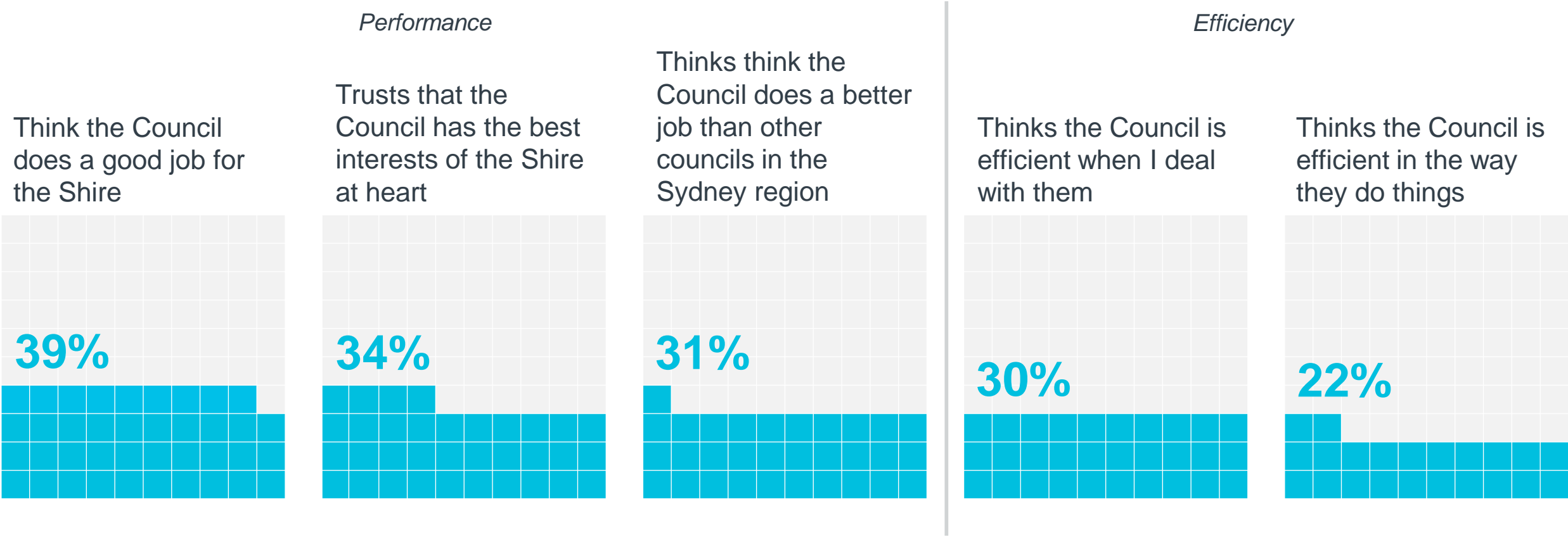
RESIDENTS ARE STRUGGLING TO SEE THE WORK THE COUNCIL IS DOING FOR THEM – COMMUNICATIONS NEED TO SHOWCASE HOW COUNCIL'S WORK IS BENEFITTING THE AREA AND BUILD TRUST IN THE SSC BRAND

Ruby Cha Cha

FOCUSSING ON THE JOB BEING DONE WILL DRIVE OVERALL PERCEPTIONS

DRIVER ANALYSIS – WEIGHT OF IMPORTANCE ON OVERALL PERCEPTION OF COUNCIL

This drivers analysis tells you how important each of these perceptions are in determining the overall perception of the council. It's a 'two-way street' – good performance on individual perceptions help boost the Council's overall perception; poor performance on individual perceptions holds back the Council's overall perception

	The Council does a good job for the Shire	I trust that the Council has the best interests of the Shire at heart	I think the Council is efficient in the way they do things	I think the Council does a better job than other councils in the Sydney region	I think Council is efficient when I deal with them	Others
Level of influence	0.32	0.20	0.13	0.13	0.10	0.12
% who agree with this	**39%**	**34%**	**30%**	**31%**	**22%**	
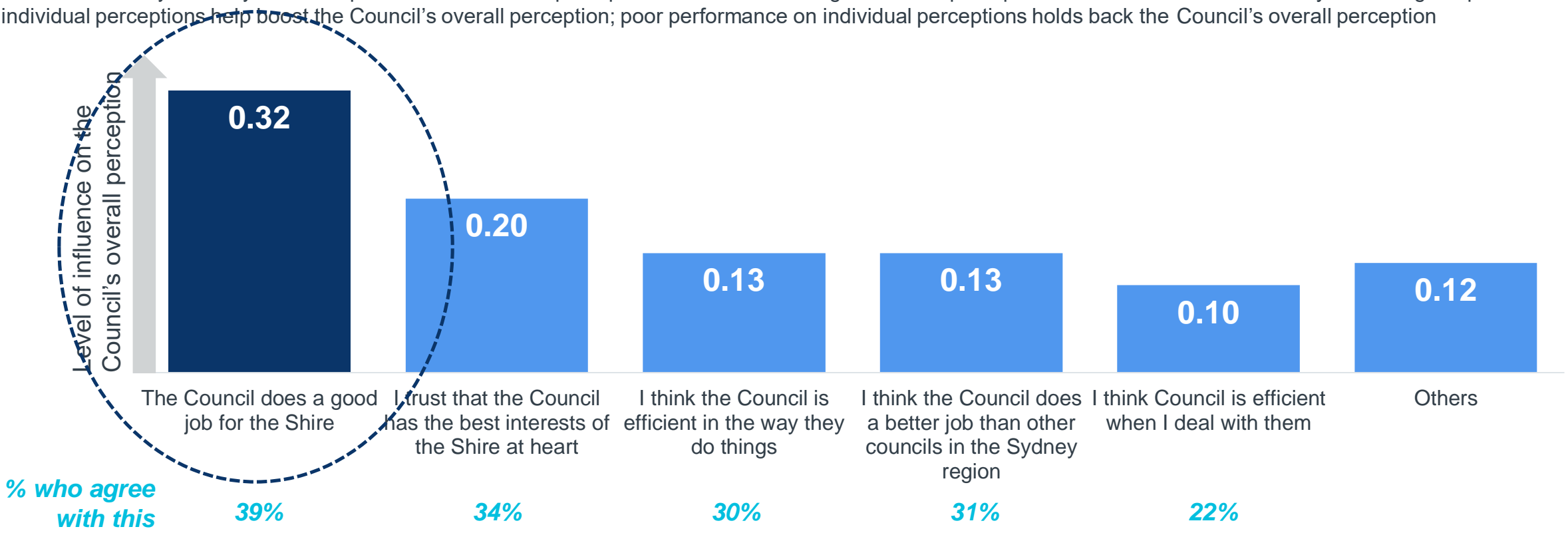
FOCUS ON BUILDING TRUST AND TELLING THEM WHAT GREAT JOB YOU ARE DOING!

Ruby Cha Cha

WHEN IT COMES TO GETTING THE MESSAGE OUT, THERE IS A NEED FOR A MODERN APPROACH

OPINIONS OF THE COUNCIL'S COMMUNICATIONS (% AGREE)

A lot of things through the council are still manual like bookings, I think they need to automate processes where possible, it makes for a much quicker process and less frustration

54%
Think the Council needs to modernise its approach to customer experience

45%
Think the Council needs to make better use of social media

39%
Think the council is moving into the modern age by providing better ways to engage online

They are moving to where people are and that's online. It shows they want to involve the community and be accessible

Millennials are more likely to be thinking this
- *18-24s: 62%*
- *25-34s: 60%*

AND THE COUNCIL SHOULD CONTINUE TO DELIVER TO THE CURRENT DIGITAL STRATEGY

Ruby Cha Cha

BUT IT'S NOT ALL ABOUT DIGITAL – THERE IS A NEED FOR A MULTI CHANNEL APPROACH WITH DIGITAL AT THE CORE

IMPORTANCE OF EXISTING AND POTENTIAL COUNCIL TOUCHPOINTS (KEY SUBGROUP DIFFERENCES ADDED)

- Online **self service portals** are **enjoyed by residents** across many **other categories**, setting service expectations for council
- Although **council has developed** its digital **offer**, there's **low awareness** within community. **Focus** now needs to be **on educating residents**

48%
25-34s: 59%
Online
Login to a 'self service' portal (e.g. you can login to make payments and bookings, check the status of DAs, report pot holes, missed bins etc.)

44%
Email
Email the council

39%
55-64s: 47%
65-74s: 49%
Telephone – business hours
Call the Council during existing business hours (Mon-Fri, 8am-5pm)

25%
65-74s: 35%
Face to face – office hours
Visit council to talk face to face, during office hours (Mon-Fri 8:30am-4:30pm)

22%
25-34s: 36%
Other online
E.g.: social media posts / instant messaging, etc

20%
Telephone – non-business hours
Call the Council on a Saturday or between 6pm and 8pm Mon-Fri (not currently available)

14%
Face to face - Saturdays
Visit a representative of Council in your area (potentially in the library) on a Saturday and between 6pm and 8pm

A SELF SERVICE ONLINE PORTAL OPENS UP COUNCIL SERVICES TO THOSE WHO MAY NOT BE ABLE TO CONTACT DURING BUSINESS HOURS

Ruby Cha Cha

AND IT REALLY IS HORSES FOR COURSES, AND HAVING A GREATER UNDERSTANDING OF THE SPECIFIC TARGET WILL HELP GET THE MESSAGE THROUGH

GOOD WAYS TO REACH RESIDENTS – AGE AND HOUSEHOLD GROUPS – ONLY SIGNIFICANT DIFFERENCES SHOWN

	Email newsletters	The Leader	The Council's website	Facebook	Printed newsletters	A Council app	Instagram	'Town hall' style meetings	YouTube	Twitter	Snapchat
All residents	75%	67%	66%	66%	58%	47%	21%	20%	16%	11%	7%
From Duo Households <50				83%			40%				15%
From Duo Households >50	83%	88%	73%		78%			26%			
From Multi-adult HHs											13%
From Family HHs				80%		54%					
18 to 24				94%			51%		31%	21%	34%
25 to 34				92%			43%		26%		17%
35 to 44				76%		55%					
45 to 54											
55 to 64	81%	83%			64%						
65 to 74	84%	87%	74%		80%			26%			
75+		86%			85%						

THERE IS THE OPPORTUNITY TO TARGET COMMUNICATIONS TO DIFFERENT AGES AND HOUSEHOLD TYPES

Ruby Cha Cha

Section 4

What's on their minds right now

1. The love of the lifestyle
2. The impact of development
3. The overwhelming congestion
4. The frustration of parking

Ruby Cha Cha

RESIDENTS BUY INTO THE ACTIVE LIFESTYLE, LEISURE AND CULTURE OF THE AREA

ATTITUDES IN SUTHERLAND SHIRE (% AGREE)

79% Feel there are lots of options to having an active lifestyle in the Shire

79% Believe that sport is a key part of the Shire's identity

" All my kids play sport and use the fields, it's just part of what it means to grow up in the Shire

BECAUSE…

- Grassroots **participation levels** are **high**

- Local **clubs important** source of **community connections**, give a **sense of belonging**

- Sporting **facilities are superior** to other areas

- Ritual of **Saturday sport is significant to family life**, and the Shire is a family area

- A legacy and **reputation for being active, healthy and outdoorsy** people

67% Think that the Shire has good leisure facilities

63% Feel the parks are well maintained

60% Believe that it's important the Shire has strong arts and culture opportunities

Ruby Cha Cha

THE OUTDOOR SPACES ARE AN ESSENTIAL PART OF SUTHERLAND SHIRE'S IDENTITY

ATTITUDES IN SUTHERLAND SHIRE (% AGREE)

PRIDE IN THE OUTDOORS

93% **It's everyone's responsibility in the Shire to help protect the environment**

92% **The outdoor spaces are a key part of the Shire's identity**

BECAUSE…

- Abundance and beauty of **outdoor space makes the area special**. Uniqueness is driven by **iconic locations** (Cronulla beach, Royal National Park) as well **prevailing 'greenness'**

- **Underpins the area's own self-mythology** and identity as 'God's Country'

- The outdoor spaces play a critical role in in **maintaining residents' lifestyles**

AND ALL OUTDOOR SPACES HAVE VALUE

" *You look around you and there are so many unspoiled places, I really cherish the green in our area*

AND DEVELOPMENT IS SEEN TO BE THE GREATEST THREAT TO THE IDENTITY OF THE SHIRE

Ruby Cha Cha

ALTHOUGH RESIDENTS HAD DIFFERENT VIEWS ON HOW BEST TO MANAGE DEVELOPMENT IN THE AREA, ALL HAD THE SAME UNDERLYING MOTIVATION
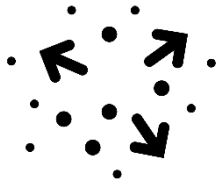
I'd prefer it if smaller residential **development was spread across** the whole Shire

I'd prefer residential **development to be centralised** around the transport corridors in the Shire

- **Tall buildings** are **out of line with the look and feel** of the area – considered an eye sore

- **Tall buildings** would **erode the area's 'small town' feel**

- Development would be less noticeable if it was dispersed across the Shire – **overall character of the area wouldn't shift as dramatically**

- Development **could be contained**, the **majority of suburbs** would **stay as they are**

- **Reduce traffic** in the area **by growing** the **population around** existing transport **infrastructure**

- **Keeping the open spaces** and look and feel of the Shire as is

DILUTE AND DISPERSE

CONTAIN AND ISOLATE

FUNDAMENTALLY, RESIDENTS SEEK TO MINIMIZE THE IMPACT OF DEVELOPMENT ON THEMSELVES.

Ruby Cha Cha

WHEN RESIDENTS ARE *FORCED TO MAKE A DECISION*, THERE IS OVERWHELMING PREFERENCE FOR DEVELOPMENT TO BE FOCUSSED AROUND KEY CENTRES…

FOCUS FOR DEVELOPMENT

■ Focus development around key centres   ■ Allow development in all areas

Wording used in MaxDiff exercise

Focus development around key centres

Development and population growth is unavoidable. The council lobbies hard for the lowest development / growth targets.

Council can help focus the development in areas where public transport and services are concentrated.

This restricts the development to specific areas, resulting in more high-rise around the town centres. This helps to retain the character of the Sutherland Shire.

Allow development in all areas

Development and population growth is unavoidable. The council lobbies hard for the lowest development / growth targets.

Council could allow development to take place in all areas, whether there are existing services there or not.

With development able to take place across different areas in the Sutherland Shire, there would be a mix of densities, even within the same street.

	All residents	Live in houses	Live in medium density	Live in high density
Focus development around key centres	80%	83%	76%	73%
Allow development in all areas	20%	17%	24%	27%

> " *This keeps all the high rises in the one place and away from me.*"

> " *If people want to live in high-rises, there will be a place for them, and it will leave the rest of the Shire as is*

…AND ALLOW THE PROTECTION OF THE 'CHARACTER' OF THE SHIRE

Ruby Cha Cha

DEVELOPMENT IS ALSO SEEN AS A CATALYST FOR ONE OF THE GREATEST TENSIONS - PARKING

ATTITUDES IN SUTHERLAND SHIRE (% AGREE)

Parking is a tension point…

91%

Feel it is getting harder to find parking spots in the Shire

Frustrations around **parking** are **directing residents' attention** to **the way the Shire has changed at large**

What might seem from the outside like an isolated problem, in the residents mind is actually **a symptom of something much bigger**

Parking is a visible **proof point** of the way in which the **area's transformation is being mismanaged**, and **how few measures** have been taken to **protect their lifestyles**…

The time lost hunting for a park is getting ridiculous. What are they doing to look after the people who have lived here all their life?

IN RESIDENTS MINDS, THE ISSUE OF PARKING REPRESENTS HOW THE BROADER TRANSFORMATION OF THE AREA IS BEING MISMANAGED AND NEGATIVELY AFFECTING RESIDENTS.

Ruby Cha Cha

WHILE THERE IS AN OPENNESS TO USING CARS LESS IF THERE IS BETTER PUBLIC TRANSPORT, THERE IS A FUNDAMENTAL BELIEF THAT A CAR IS ESSENTIAL

ATTITUDES IN SUTHERLAND SHIRE (% AGREE)

…a car is essential…

77%

Believe having a car in the Shire is essential

…and everyone has one…

64%

Think there are too many cars in the Shire

…but there is an openness to using public transport, if it was better…

52%

Would use their car less if there was better public transport

…especially with younger residents

18 to 24	63%
25 to 34	56%
35 to 44	48%
45 to 54	54%
55 to 64	50%
65 to 74	48%
75+	51%
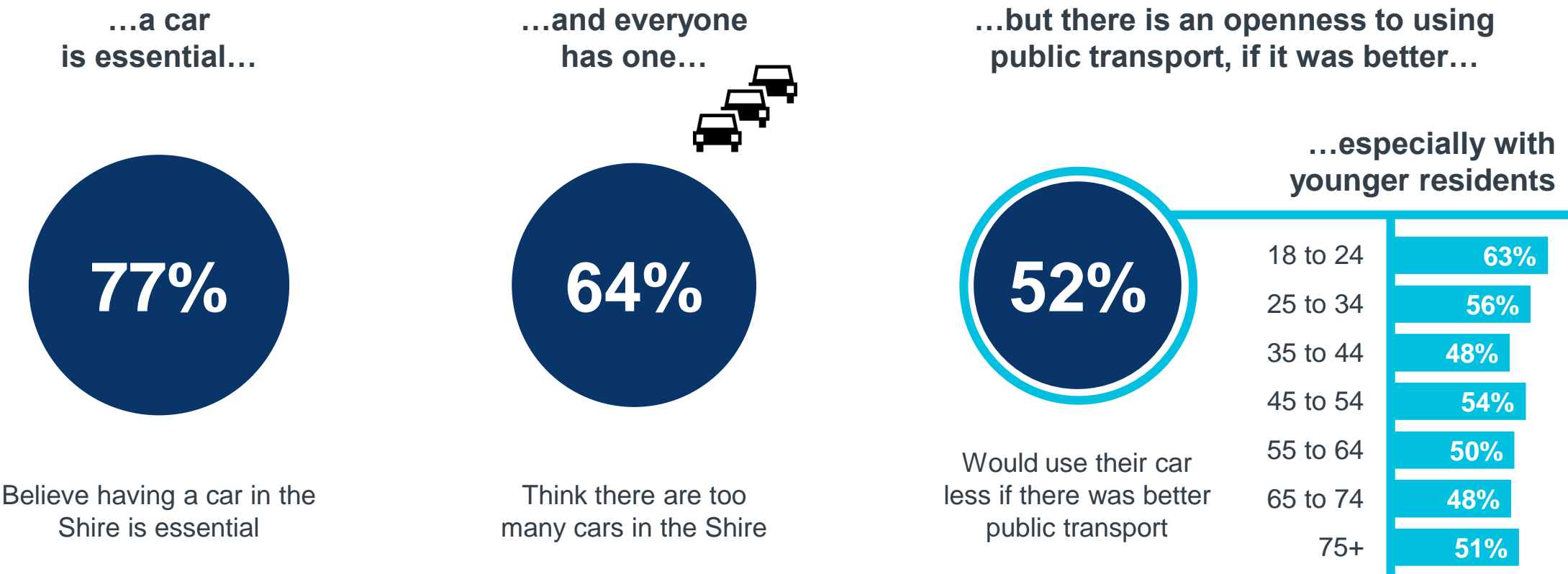
PROOF POINTS ARE NEEDED ON HOW BETTER PUBLIC TRANSPORT WOULD WORK ACROSS A SPREAD OUT AREA

Ruby Cha Cha

ANOTHER KEY ISSUE FOR RESIDENTS IS CONGESTION - WITH THE AVERAGE RESIDENT SPENDING NEARLY AN HOUR ON SHIRE ROADS EVERY WEEK DAY

MINUTES SPENT ON ROADS, ON A TYPICAL WEEKDAY (BASED ON THE 98% WHO HAVE VEHICLES IN THE HOUSEHOLD)

■ Minutes on Shire Roads　■ Minutes not on Shire roads

	Everyone with a vehicle in their household	Commute within the Shire – using only a car	Commute out of the Shire – using only a car	Commute out of the Shire – using a car and train	Work from home	Those not working
Minutes not on Shire roads	20	9	68	17	20	9
Minutes on Shire Roads	58	79	53	45	63	46
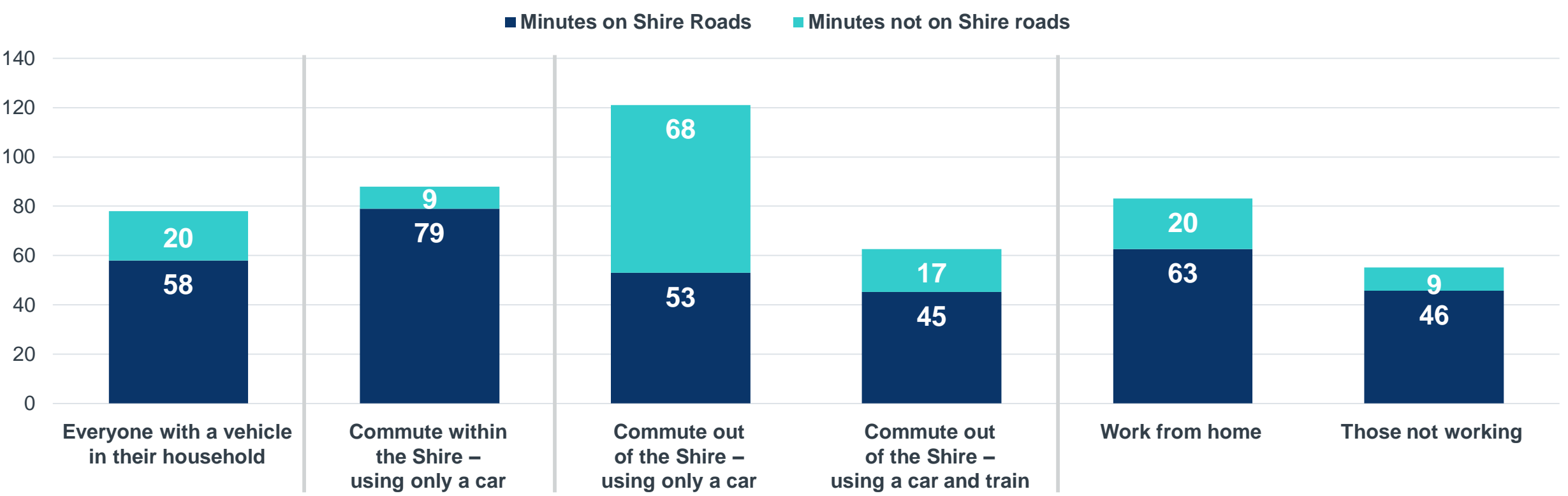
GETTING RESIDENTS TO USE PUBLIC TRANSPORT WITHIN THE SHIRE IS NECESSARY TO ADDRESS THIS ISSUE

Ruby Cha Cha

A MESSAGE OF "REDUCE CAR FRUSTRATIONS" AND "PROTECT THE SHIRE ENVIRONMENT" HAS POTENTIAL TO CONVINCE RESIDENTS TO USE PUBLIC TRANSPORT

KEY MOTIVATIONS TO CONSIDERING PUBLIC TRANSPORT (% STRONGLY AGREE)

"If there was better public transport, I'd use a car less"

■ Those that don't strongly agree   ■ Those who strongly agree

65%   81% +16%

It's everyone's responsibility in the Shire to help protect the environment

70%   84% +14%

It is getting harder to find parking spots in the Shire

34%   59% +25%

There are too many cars in the Shire
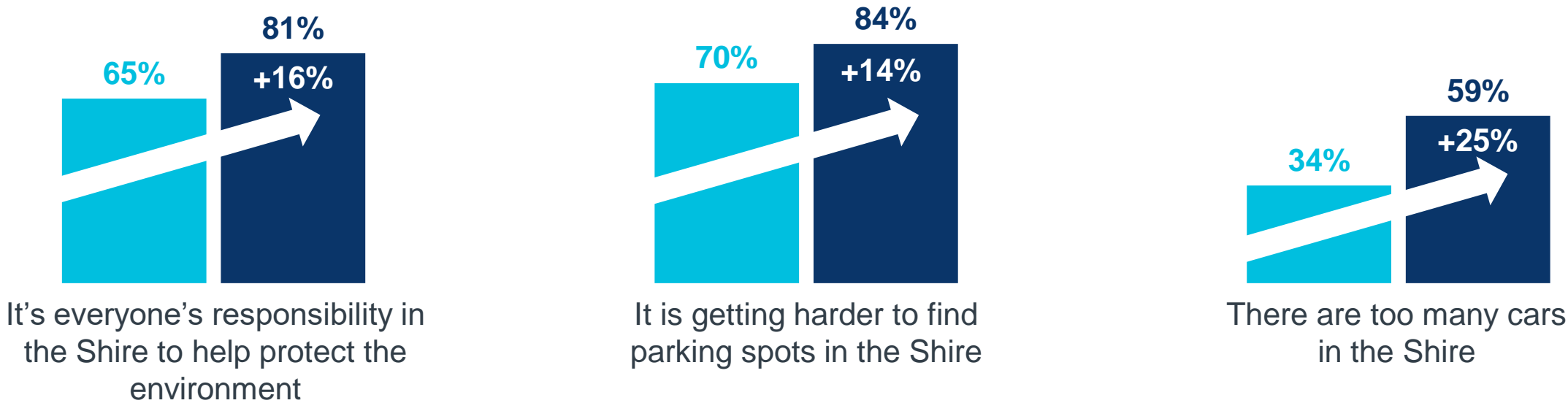
BEING PROUD OF THE SHIRE'S OUTDOOR SPACES IS A STARTING POINT TO ENCOURAGE RESIDENTS TO GET OUT OF CARS AND ONTO PUBLIC TRANSPORT.

Ruby Cha Cha

Section 5

A read on rates

RESIDENTS BELIEVE ADDITIONAL REVENUES SHOULD BE SOURCED FROM A NUMBER OF AVENUES

WHERE RATE PAYING HOUSEHOLDS THINK EXTRA REVENUES SHOULD COME FROM

Selling council land and buildings

Stronger support those who are pragmatic about population growth, those in Ward E and females

Increase rates, above the 2.5% limit for the next three years

Stronger support from those who value the outdoors and think the parks are well maintained; those who are more pragmatic about managing population growth; and those who think the council is doing a good job.

Users of the pools, libraries and cycleways also support increased rates more.

Increased user fees

Support is not higher for any subgroup

Increased borrowings / loans

Stronger support from those who want better communications from the council; who currently feel negative towards the council and monthly visitors to the pools, playgrounds and community halls

20%

29%

23%

28%

THE BURDEN OF REVENUE RAISING SHOULD BE SHARED AND NOT SHOULDERED SOLELY BY RATE PAYERS

Ruby Cha Cha

RESIDENTS ARE CALLING FOR MORE RATE EQUALITY BETWEEN HOUSES AND APARTMENTS, BUT THIS IS BEING DRIVEN BY A POPULATION WHERE 62% RESIDE IN HOUSES

ATTITUDES TOWARDS APARTMENT DWELLERS

To provide more context about apartment dwellers, the survey told residents that:

Rate calculations are based upon the value of the land before anything is built upon it, not the market value of the property. High density living areas *(i.e. apartments)* mean a larger number of households share the overall value of the land and this is reflected in their calculated rates. In this system, houses pay on average more than double the amount which units pay, with many units having 2 people on average, compared with an average of 3 people living in houses.

76%
Believe that the amount paid to Council should be fair between houses and apartments

Live in a house	**83%**
Live in medium density	**72%**
Live in high density	**34%**

68%
Council should reduce the gap between the rates charged for houses and units

78%
61%
14%

53%
think people who live in apartments use Council services more than people who live in houses*

62%
42%
10%
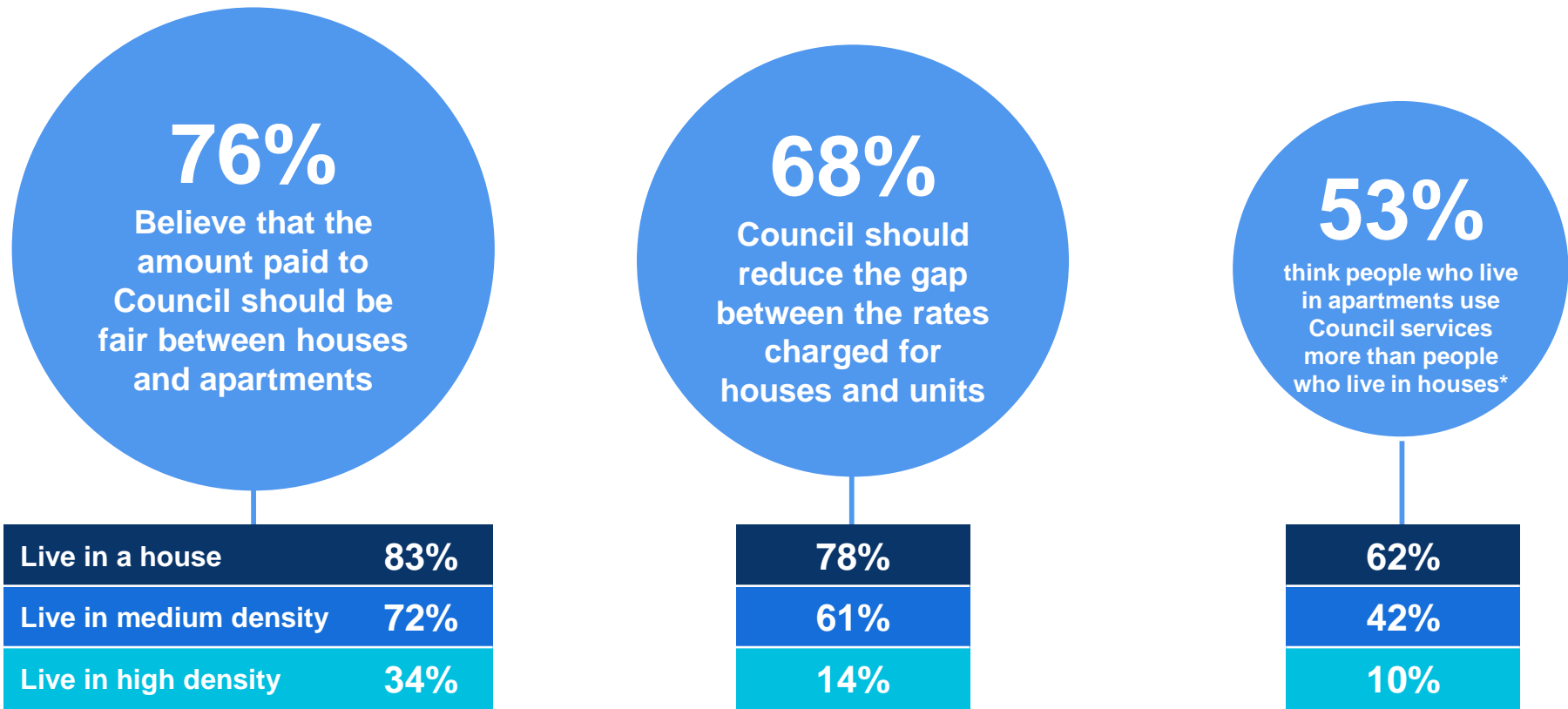
THERE IS A NEED TO UNDERSTAND WHAT 'MORE EQUALITY' COULD LOOK LIKE AND HIGH/ MEDIUM DENSITY OWNERS WILL REQUIRE FURTHER CONVINCING TO PAY MORE

Ruby Cha Cha

THERE IS MORE SUPPORT FOR REDUCING THE GAP THAN THERE IS FOR BLANKET INCREASES OVER THE +2.5% RATE CAP

MAKING CHOICES: WAYS TO SOURCE EXTRA RATE REVENUES (% SHARE OF PREFERENCE)

Reduce the rate gap between apartment and house owners

Vs.

Increase rates above the current amount to cover higher costs

In the Shire, there's an average of two people living in an apartment, and three people living in a house. The average apartment-owner pays $588 in rates per year, and the average house-owners pay $1,400.

Council could reduce the gap between what apartment owners and house owners pay.

To do this, Council would have to apply to the regulator IPART to lift rates on apartments by increasing their minimum rate. This would result in owners of apartments paying more rates than they currently do in order to sustain the current range and level of services.

Rate increases are set at 2.5% per year, but energy costs, materials and labour are increasing at rates much higher than this. Council forecasts it will not have sufficient revenue to maintain services.

Council could charge a higher rate to all of its rate-payers. To do this, Council would have to apply to the regulator IPART to increase the rates. This would result in homeowners paying more in rates than they currently do in order to sustain the current range and level of services.

	All residents	House Dwellers	Med. Density Dwellers	High Density Dwellers
Reduce the rate gap	73%	77%	65%	50%
Increase rates	27%	23%	35%	50%

RESIDENTS ARE SAYING THERE IS PERMISSION TO CLOSE THE RATE GAP – EVEN AMONG HIGH DENSITY DWELLERS

Ruby Cha Cha

MaxDiff analysis
Total Sample, Weighted: Rate Payers n=2183; Separate House n=1716 ; Medium Density n= 223, High Density n=223

WHEN PRESENTED WITH COMPARISONS OF SYDNEY RATE VALUES, APARTMENT OWNERS DEMONSTRATE SOME CAPACITY TO TAKE ON AN INCREASE IN THE RATES THEY PAY

FAIR ANNUAL RATE FOR APARTMENT OWNERS (AMONG THOSE LIVING IN RATE PAYING HOMES)

To provide more context about apartment dwellers, the survey told residents that:

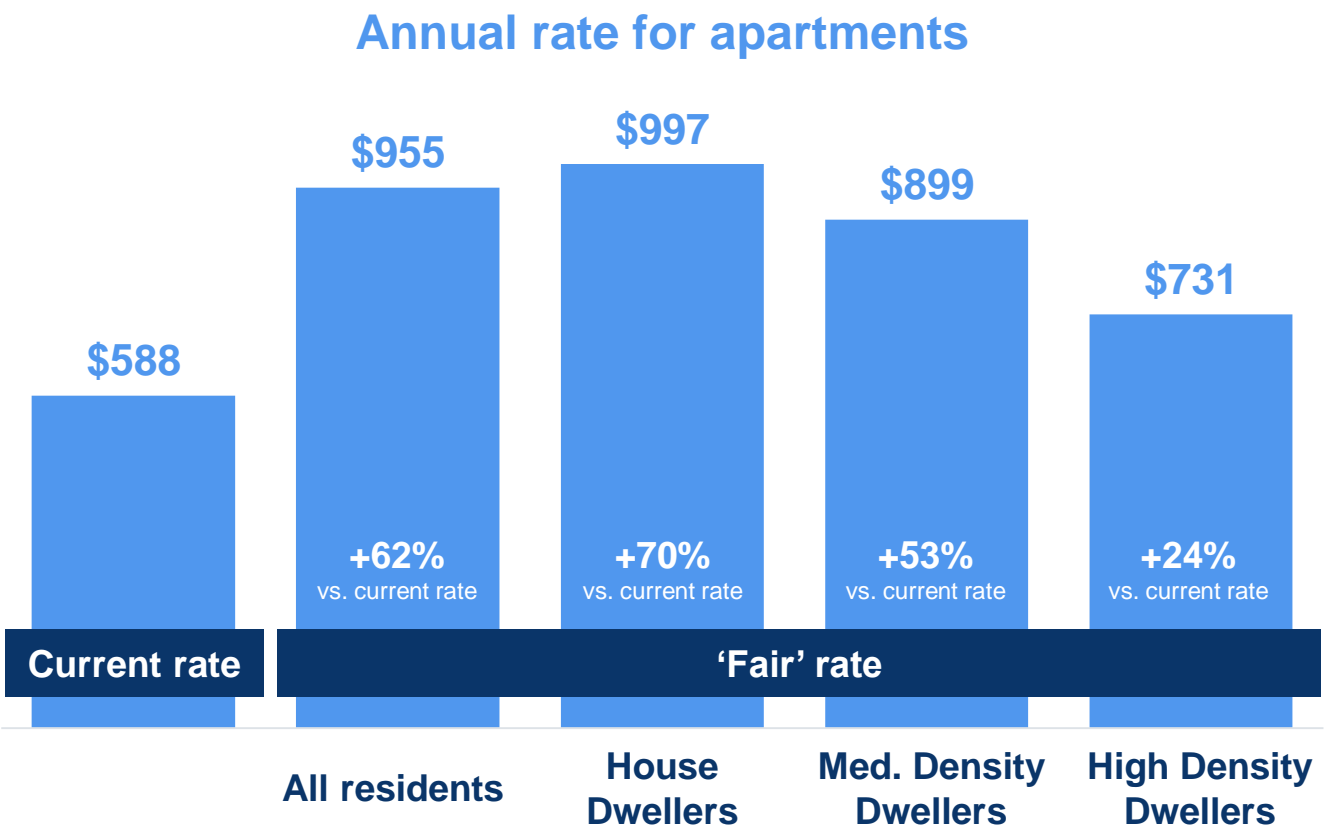Annual rates for apartment units in Sutherland Shire are lower than other similar beach or bay side councils.

Council	Average annual rate for apartment units
Sutherland Shire	$588
Randwick	$764
Manly	$798
Pittwater	$865
Kogarah	$897
Warringah	$949

The number of apartments within the Sutherland Shire is forecast to grow over coming years and the demand for council services will increase in line with the population growth.

Council is considering whether the current minimum charges for apartments represent a fair contribution towards the services available to all residents.

The average apartment in Sutherland Shire has 2 people living in it and pays $588 a year in rates. The average house in the Shire has 3 people living in it and pays $1,400 a year in rates. This is a difference of $812.

Annual rate for apartments

$588	**$955**	**$997**	**$899**	**$731**
	+62% vs. current rate	+70% vs. current rate	+53% vs. current rate	+24% vs. current rate
Current rate	**'Fair' rate**			
All residents	**House Dwellers**	**Med. Density Dwellers**	**High Density Dwellers**	

WITH EDUCATION, THERE IS POTENTIAL TO CONSIDER A MARGINAL RATE INCREASE SKEWED TO APARTMENT OWNERS

Ruby Cha Cha

Total Sample, Weighted: Rate Payers n=2183; Separate House n=1716 ; Medium Density n= 223, High Density n=223
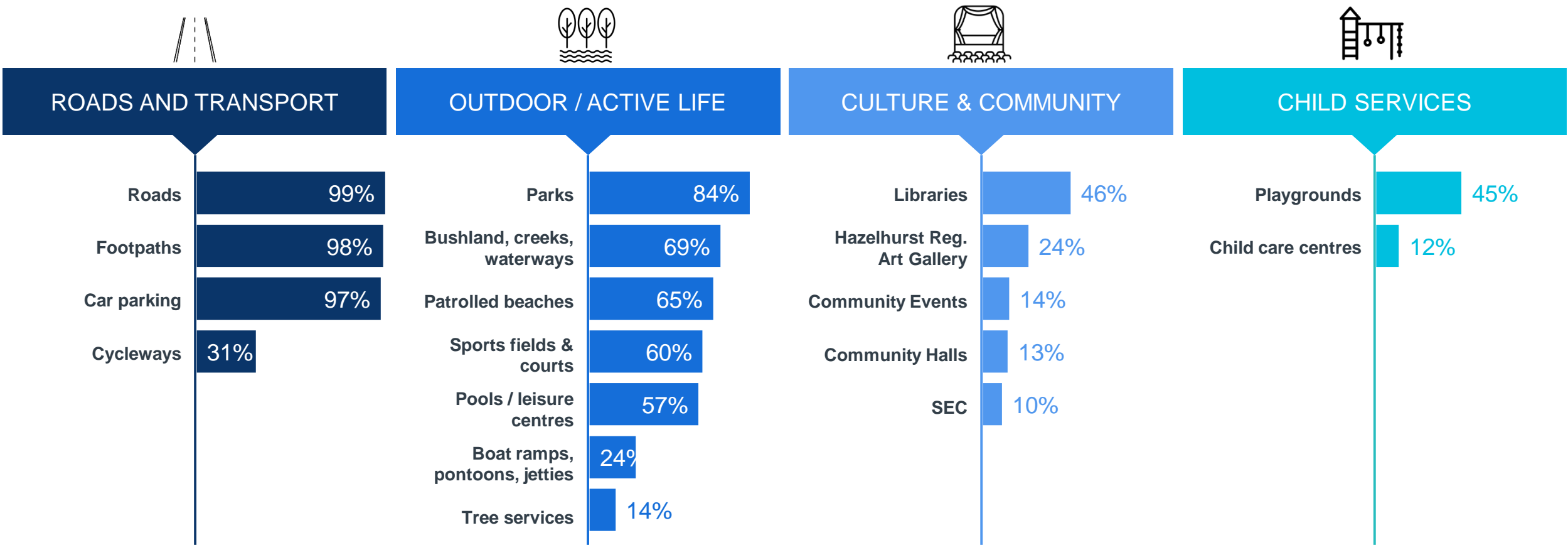E5. What do you think is a fair annual rate for apartment owners in Sutherland Shire to pay?

Section 6

What they use and what they choose

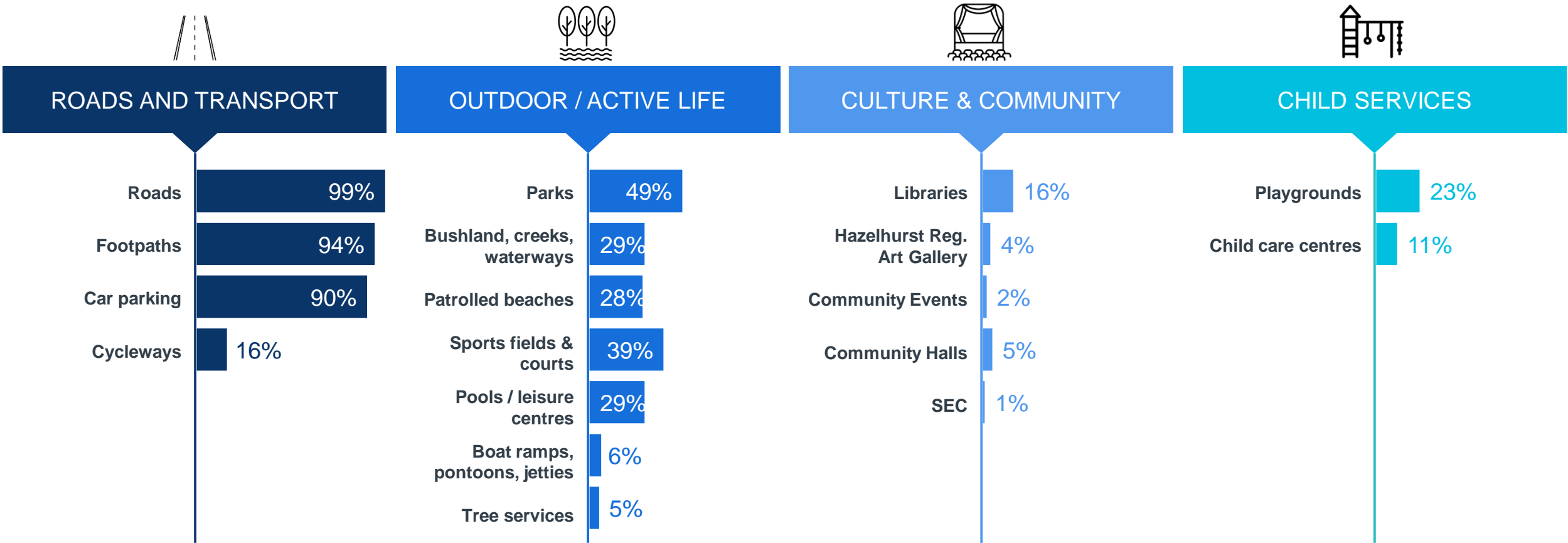# THE SURVEY LOOKED AT THE FREQUENCY OF USING 18 SERVICES, WHICH FALL UNDER 4 AREAS

USERS OF EACH SERVICE - % USE / VISIT MONTHLY

ROADS AND TRANSPORT
Service	%
Roads	99%
Footpaths	98%
Car parking	97%
Cycleways	31%

OUTDOOR / ACTIVE LIFE
Service	%
Parks	84%
Bushland, creeks, waterways	69%
Patrolled beaches	65%
Sports fields & courts	60%
Pools / leisure centres	57%
Boat ramps, pontoons, jetties	24%
Tree services	14%

CULTURE & COMMUNITY
Service	%
Libraries	46%
Hazelhurst Reg. Art Gallery	24%
Community Events	14%
Community Halls	13%
SEC	10%

CHILD SERVICES
Service	%
Playgrounds	45%
Child care centres	12%

8.6 Average number of services used a month (out of 18)

Ruby Cha Cha

THE SURVEY LOOKED AT THE FREQUENCY OF USING 18 SERVICES, WHICH FALL UNDER 4 AREAS

USERS OF EACH SERVICE - % USE / VISIT WEEKLY

ROADS AND TRANSPORT

Service	%
Roads	99%
Footpaths	94%
Car parking	90%
Cycleways	16%

OUTDOOR / ACTIVE LIFE

Service	%
Parks	49%
Bushland, creeks, waterways	29%
Patrolled beaches	28%
Sports fields & courts	39%
Pools / leisure centres	29%
Boat ramps, pontoons, jetties	6%
Tree services	5%

CULTURE & COMMUNITY

Service	%
Libraries	16%
Hazelhurst Reg. Art Gallery	4%
Community Events	2%
Community Halls	5%
SEC	1%

CHILD SERVICES

Service	%
Playgrounds	23%
Child care centres	11%

5.4 Average number of services used a week (out of 18)

Ruby Cha Cha

THE SURVEY LOOKED AT THE FREQUENCY OF USING 18 SERVICES, WHICH FALL UNDER 4 AREAS

USERS OF EACH SERVICE - % USE / VISIT MONTHLY

	All residents	Separate house	Medium density	High density
Roads	99%	100%	100%	98%
Footpaths	98%	98%	99%	100%
Car parking	97%	98%	96%	94%
Parks	84%	85%	86%	84%
Local bushland (excluding national parks), creeks and waterways	69%	**71%**	62%	67%
Patrolled beaches	65%	60%	71%	**80%**
Sports fields, tennis and netball courts	60%	**62%**	58%	53%
Swimming pools / leisure centres or tidal pools	57%	57%	59%	61%
Libraries	46%	45%	51%	46%
Playgrounds	45%	47%	45%	41%
Cycleways	31%	31%	34%	30%
Boat ramps, pontoons, jetties	24%	25%	20%	27%
Hazelhurst Regional Art Gallery	24%	25%	25%	21%
Community events (e.g. Australia Day)	14%	10%	18%	**22%**
Tree services / management	14%	13%	15%	16%
Community halls	13%	13%	12%	12%
Child care centres	12%	12%	12%	12%
The Sutherland Entertainment Centre	10%	9%	12%	11%
Average number used a month	**8.6**	**8.6**	**8.8**	**8.8**

Significantly higher vs. those not living in that type of dwelling

Ruby Cha Cha

RESIDENTS ARE WIDELY SATISFIED WITH ROAD AND FOOTPATH CONDITIONS, HOWEVER THEY ARE ESPECIALLY SENSITIVE TO ANY DETERIORATION IN QUALITY DUE DEVELOPMENT CONCERNS
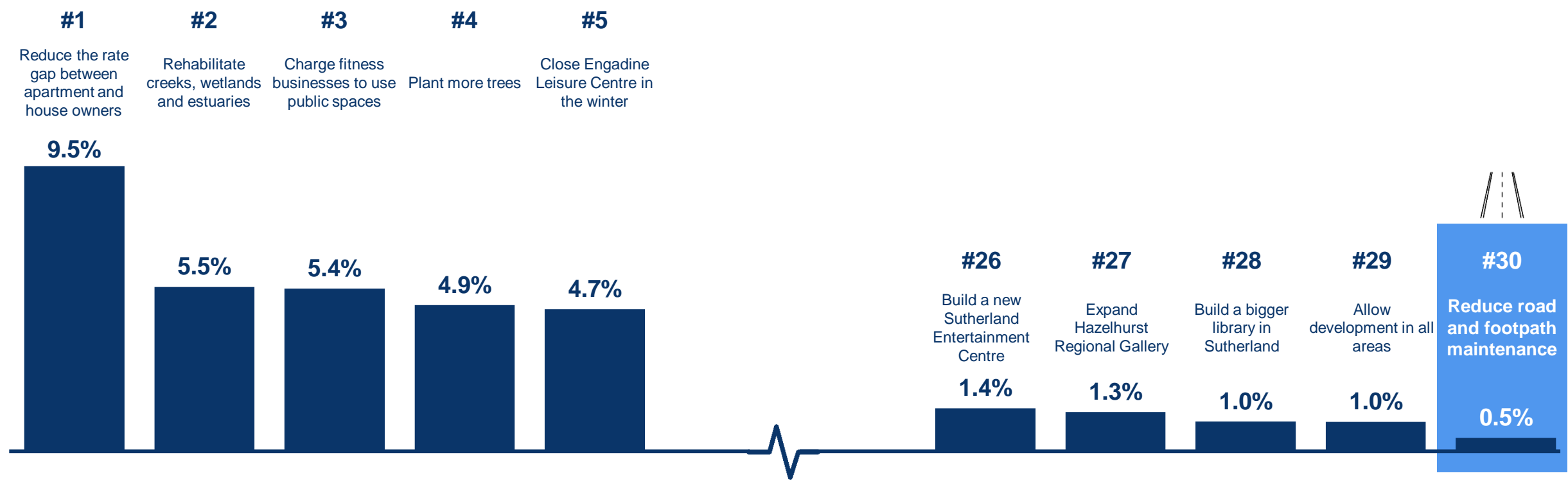
FOCUS ON ROADS AND FOOTPATHS

ROADS & TRANSPORT
% use / visit monthly

Roads	99%
Footpaths	98%
Car Parking	97%
Cycleways	31%

STRENGTHS AND IMPROVEMENTS

ROADS

+
- Road quality is considered acceptable

-
- Ensure road conditions will be kept the same in light of development and increased use
- Dissatisfaction with roads is connected to congestion – improvements are around traffic management or widening to improve flow

FOOTPATHS

+
- Footpath quality is also seen as at an acceptable level

-
- Much like roads, emphasis is on maintenance iN light of increased usage

Ruby Cha Cha

RESIDENTS ARE SAYING THAT ROAD AND FOOTPATH MAINTENANCE SHOULD NOT BE REDUCED

MAKING CHOICES: REDUCE ROAD / FOOTPATH MAINTENANCE VS. ALL OPTIONS (% SHARE OF PREFERENCE)

A potential reduction in road and footpath maintenance came bottom out of the 30 options in the MaxDiff exercise
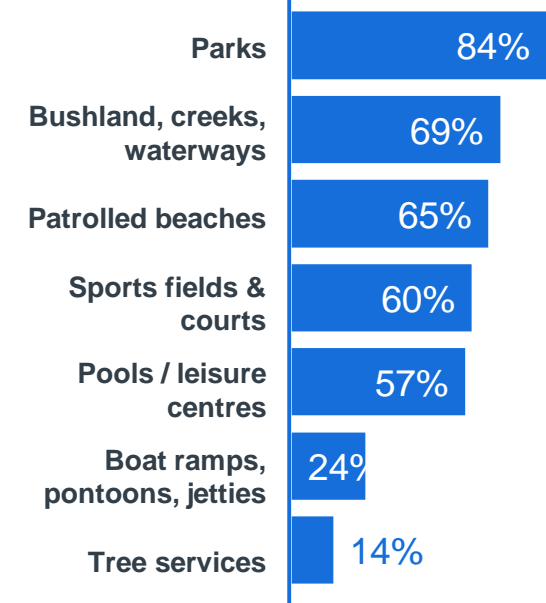
#1	#2	#3	#4	#5	...	#26	#27	#28	#29	#30
Reduce the rate gap between apartment and house owners	Rehabilitate creeks, wetlands and estuaries	Charge fitness businesses to use public spaces	Plant more trees	Close Engadine Leisure Centre in the winter		Build a new Sutherland Entertainment Centre	Expand Hazelhurst Regional Gallery	Build a bigger library in Sutherland	Allow development in all areas	Reduce road and footpath maintenance
9.5%	5.5%	5.4%	4.9%	4.7%		1.4%	1.3%	1.0%	1.0%	0.5%

ROADS AND FOOTPATHS ARE A FUNDAMENTAL SERVICE WITH LITTLE SCOPE TO CHANGE THE SERVICE LEVEL

Ruby Cha Cha

OUTDOOR / ACTIVE LIFE SERVICES ARE WELL FREQUENTED BY RESIDENTS – SUPPORTING THE KEY ATTITUDE OF THE SHIRE HAVING AN ACTIVE LIFESTYLE

OUTDOOR / ACTIVE LIFE SERVICES

OUTDOOR / ACTIVE LIFE
% use / visit monthly

Service	%
Parks	84%
Bushland, creeks, waterways	69%
Patrolled beaches	65%
Sports fields & courts	60%
Pools / leisure centres	57%
Boat ramps, pontoons, jetties	24%
Tree services	14%

Use of Outdoor / Active Life services among different types of residents

Outdoor facilities are a hit with family HHs

Parks, bushland, beaches, sports fields & courts and swimming pools / leisure centres have an average of 17% more use among family households

Younger couples head to the outdoor spaces

78% of two-person households who are under-50 visit the beach each month. 79% visit bushland, creeks and waterways.

Ward A make the most of the outdoor services

Ward A visit parks, beaches, pools and boat ramps more than other Wards.

Ward E visits local bushland more often

High density dwellers head to the beach more

80% of those living in high-density living will visit the beach each month. They're not using any other outdoor service more often than the average.

Ruby Cha Cha

THE RANGE OF CULTURE AND COMMUNITY SERVICES DOES ATTRACT DIFFERENT AUDIENCES – BUT CURRENTLY HAS A FOCUS ON OLDER RESIDENTS

CULTURE & COMMUNITY SERVICES
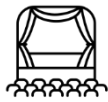
CULTURE & COMMUNITY
% use / visit monthly

Service	%
Libraries	46%
Hazelhurst Reg. Art Gallery	24%
Community Events	14%
Community Halls	13%
SEC	10%
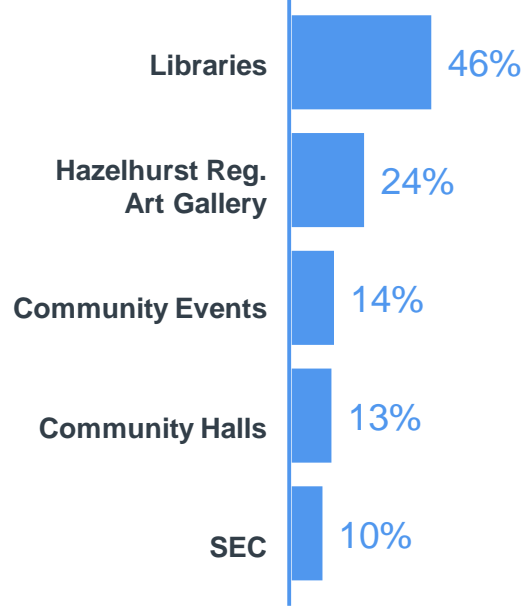
Use of Culture & Community services among different types of residents

Libraries are important for families, lower income and 65+

52% of those from family households visit a library each month; 54% of the 65+ do and 61% of those earning less than $40k a year

Hazelhurst is visited more often by older couples and women

31% of two-person households, who are 50+ visit the gallery each month. 28% of women in the Shire do. Given its location, Ward B visits most often: 30% each month.

Community Events draw younger couples

24% of two-person households who are under-50 go to community events; 22% of those living in high density living attend monthly

The SEC draws an older audience

24% of those aged 75+ visit the SEC each month; 14% of two-person households who are 50+ visit monthly

RESIDENTS SUPPORT MINOR UPGRADES TO THE SUTHERLAND ENTERTAINMENT CENTRE OVER MAJOR RENOVATION OR BUILDING A NEW ONE

MAKING CHOICES: SUTHERLAND ENTERTAINMENT CENTRE (% SHARE OF PREFERENCE)

Sutherland Entertainment Centre
(all residents)

41%	33%	26%
Update Sutherland Entertainment Centre to meet modern building standards	Renovate Sutherland Entertainment Centre	Build a new Sutherland Entertainment Centre

Sutherland Entertainment Centre
(monthly visitors)

37%	37%	26%
Renovate Sutherland Entertainment Centre	Update Sutherland Entertainment Centre to meet modern building standards	Build a new Sutherland Entertainment Centre

Ruby Cha Cha

THERE'S SUPPORT TO KEEP CARINGBAH OPEN, WITH RENOVATION A MORE PRAGMATIC SOLUTION THAN BUILDING A NEW ONE

MAKING CHOICES: SPORT AND CARINGBAH LEISURE CENTRE (% SHARE OF PREFERENCE)

Caringbah leisure centre
(all residents)

There's preference to keep Caringbah open…

- 43% — Close Caringbah Leisure Centre
- 30% — Renovate Caringbah Leisure Centre
- 27% — Build a new Caringbah Leisure Centre

57% support keeping it open
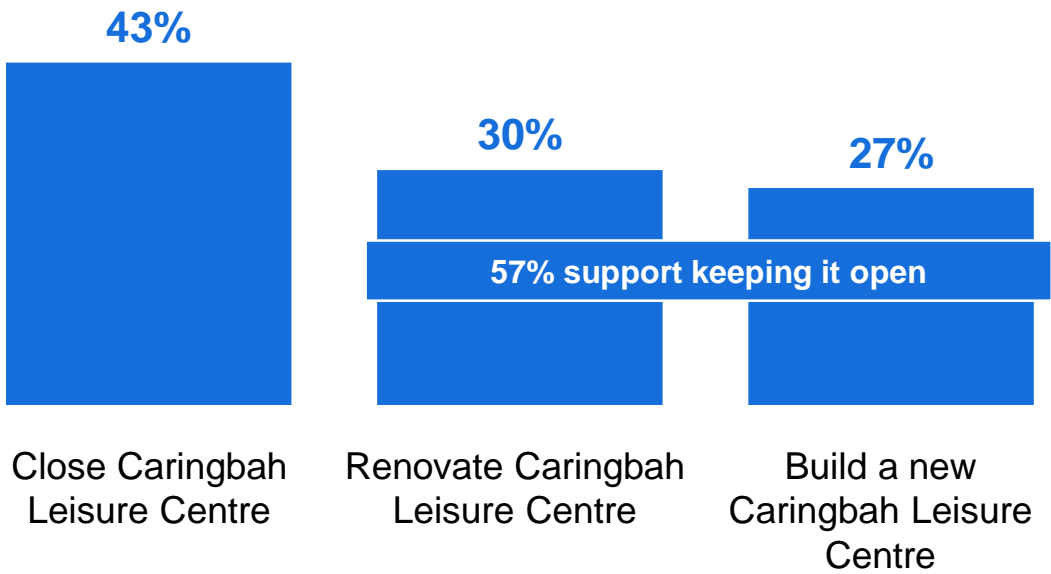
Caringbah leisure centre
(weekly leisure centre users)

…but weekly leisure centre users have a preference for renovation

- 39% — Renovate Caringbah Leisure Centre
- 35% — Build a new Caringbah Leisure Centre
- 27% — Close Caringbah Leisure Centre

Ruby Cha Cha
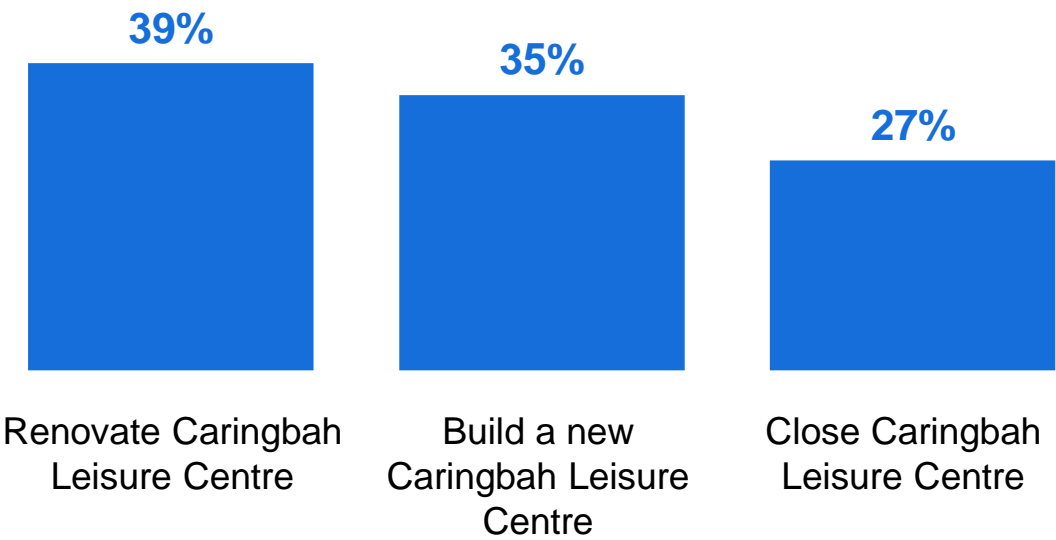
THE MAXDIFF SIMULATOR CAN HELP YOU PRIORITISE CAPITAL WORK PROJECTS

MAKING CHOICES: THREE CAPITAL WORKS PROJECTS (% SHARE OF PREFERENCE)

A Cronulla plaza refurb is a priority as it is seen to be more important than updating SEC and renovating Caringbah…

…and if that was complete, residents are almost evenly split on what the next priority would be

Round 1:
Cronulla Plaza vs. SEC update vs. Renovate Caringbah
(all residents)

44% Refurbish Cronulla Plaza

30% Update Sutherland Entertainment Centre to meet modern building standards

27% Renovate Caringbah Leisure Centre

Round 2:
SEC update vs. Renovate Caringbah
(all residents)

~~Refurbish Cronulla Plaza~~

51% Update Sutherland Entertainment Centre to meet modern building standards

49% Renovate Caringbah Leisure Centre
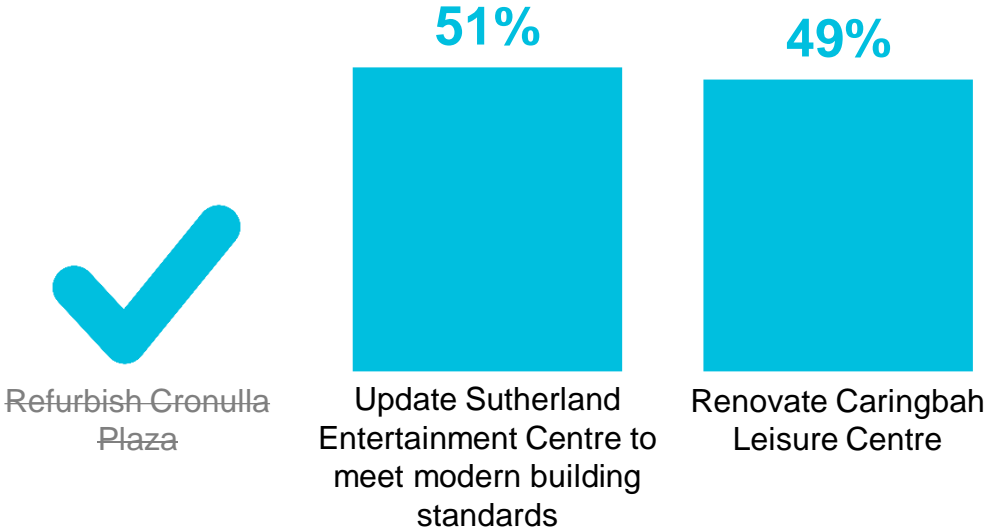
THE MAXDIFF SIMULATOR CAN HELP YOU PRIORITISE WAYS TO RAISE FUNDS

MAKING CHOICES: RAISING MONEY INITIATIVES (% SHARE OF PREFERENCE)

Reducing the rate gap between apartment and house owners is seen as a popular way to raise funds…
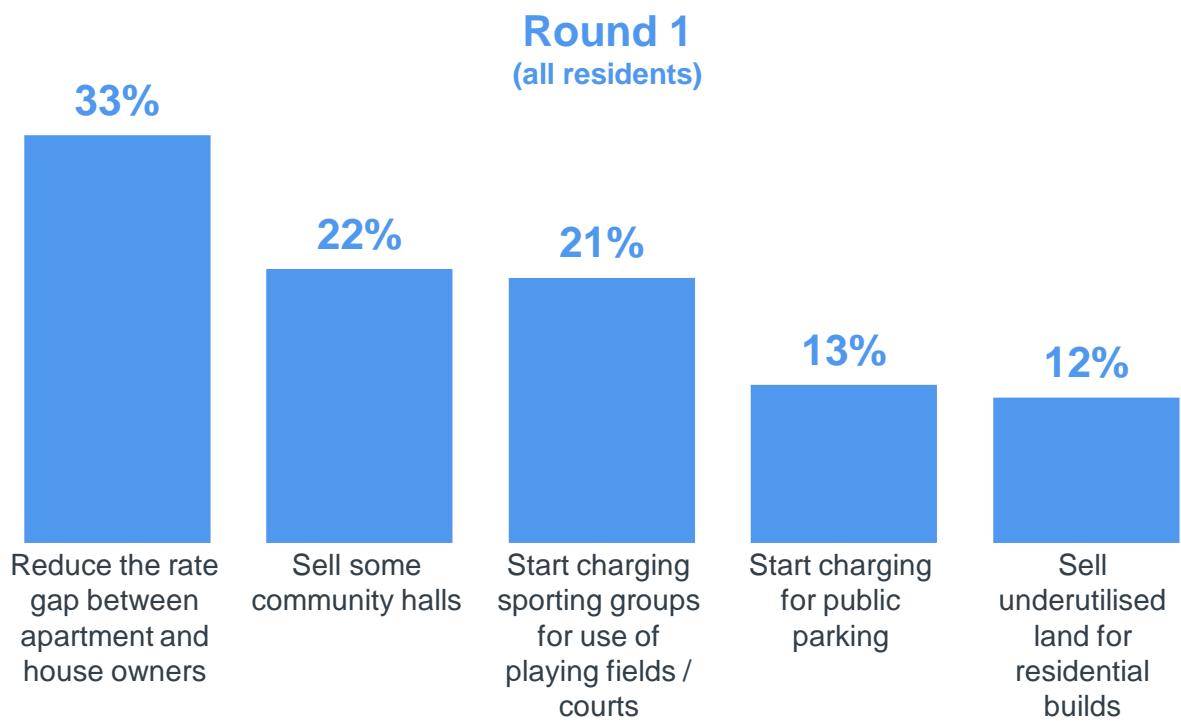
…and once that is actioned, the next most popular would be either selling halls or charging sporting groups

Round 1
(all residents)

33% — Reduce the rate gap between apartment and house owners
22% — Sell some community halls
21% — Start charging sporting groups for use of playing fields / courts
13% — Start charging for public parking
12% — Sell underutilised land for residential builds

Round 2
(all residents)

Reduce the rate gap between apartment and house owners
33% — Sell some community halls
32% — Start charging sporting groups for use of playing fields / courts
18% — Start charging for public parking
18% — Sell underutilised land for residential builds

A tool to guide future decision making

- **The MaxDiff simulator is representative:** it's a tool which is grounded in the sentiment of the residents – it is a voice of their preferences

- **The MaxDiff simulator has longevity:** it can guide the council's decisions for the next 3 to 4 years on decisions for assets and revenue raising

Ruby Cha Cha

Section 7

Appendix

APPENDIX: MAX DIFF COMPLETE WORDING 1/5

1. Renovate Caringbah Leisure Centre

Caringbah Leisure centre needs heavy investment in order to stay open.

Council could spend $15m on renovating the centre to extend its use for 15 years.

The centre is closed for 12+ months as it is renovated, services transferred to Sutherland and Engadine until complete.

Its appearance will be modernised and pools upgraded.

2. Build a new Caringbah Leisure Centre

Caringbah Leisure centre needs heavy investment in order to stay open.

Council could spend $40m to build a new leisure centre either on this or another suitable site.

Council would need to take out a $40m loan to do this, which would be paid back over 20-30 years.

There will be a new fit for purpose leisure centre catering to the community needs.

3. Close Caringbah Leisure Centre

Caringbah Leisure centre needs heavy investment in order to stay open.

The council could close it.

This decision is based on community needs and consultation.

Services are transferred to Sutherland Leisure Centre. The Caringbah Leisure Centre would be closed, and land used as green space in the town centre.

4. Reduce road and footpath maintenance

Council looks after over 800km of roads and 560km of footpaths in the Shire, which are worth more than $1 billion.

To save costs, the Council could reduce how much is spent on these in the short term. Long term costs may increase.

This would be achieved by replacing or resurfacing only when they are degraded, as opposed to repairing them before they get to this state, resulting in more potholes, rougher roads, cracked footpaths and fewer new footpaths.

5. Focus development around key centres

Development and population growth is unavoidable. The council lobbies hard for the lowest development / growth targets.

Council can help focus the development in areas where public transport and services are concentrated.

This restricts the development to specific areas, resulting in more high-rise around the town centres.

6. Allow development in all areas

Development and population growth is unavoidable. The council lobbies hard for the lowest development / growth targets.

Council could allow development to take place in all areas, whether there are existing services there or not.

With development able to take place across different areas in the Sutherland Shire, there would be a mix of densities, even within the same street.

7. Build car parks in open spaces / natural areas for shorter term benefit

The number of cars on the roads is increasing in Sutherland Shire, leading to higher traffic congestion and parking problems in town centres and in residential areas.

The Council could build more car parks by using existing open spaces or natural areas to build multi-story parking, at a cost of $40,000 to $60,000 per space.

In the longer term, traffic congestion will continue to grow alongside the demand for more parking. Without changing driver behaviour, cars will park on the street again, recreating congestion whilst making it harder for bin collection and street sweeping.

8. Limit parking and improve public transport to reduce congestion

The number of cars on the roads is increasing in Sutherland Shire, leading to higher traffic congestion and parking problems in town centres and in residential areas.

The Council could limit the amount of new parking created and make more areas paid parking.

To help offset the extra demand for parking, the State Government would need to improve public transport, this would also result in less congestion on the roads.

9. Close Engadine Leisure Centre in the winter

Engadine Leisure Centre currently operates at a significant loss.

Council could keep Engadine open only during the summer season of Oct to Apr to reduce running costs. Council will inform and explain the situation to patrons.

Members will be allowed to use Sutherland's year-round heated pools. This would mean Engadine's outdoor pools are closed between Apr to Oct (the coldest and quietest months of the year). Fitness classes and gym facilities would remain open year-round.

10. Renovate Sutherland Entertainment Centre

The Sutherland Entertainment Centre is over 40 years old and is an ageing building.

Council could spend $15m-$20m to refurbish the centre and modernise it.

This decision would be based on community needs and consultation. The refurbishment will be done in stages - giving the centre a fresh look and becoming a hub for the performing arts. .

11. Build a new Sutherland Entertainment Centre

The Sutherland Entertainment Centre is over 40 years old and is an ageing building.

Council could spend $50m-$60m to demolish the current centre and build a new one.

This decision would be based on community needs and consultation. Council would need to take out a loan to do this, which would be paid back over 20-30 years.

The new Entertainment Centre will be a hub for the performing arts and host a wide range of events and shows.

12. Update Sutherland Entertainment Centre to meet modern building standards

The Sutherland Entertainment Centre is over 40 years old and is an ageing building.

Council could spend $5m to meet modern building standards. Improvements will be based on making sure modern building standards are met.

The remodel will be undertaken in stages with most change occurring where it cannot be seen (e.g.: air conditioning). There would be small improvements to the look and feel of the building.

13. Close a golf course and repurpose the land for public recreation

There are four 18-hole golf courses in the Shire - 3 are owned by Sutherland Shire Council.

Council could repurpose some of the land currently used as golf courses.

Any decision is based on the community needs for active recreation areas, and would result in one golf course being closed down with the land being repurposed for public recreation.

14. Sell some community halls

The council currently has 36 halls available for hire - all of which require up keep and maintenance.

Council could sell some of the community halls, for alternative use (e.g. commercial ventures or residential development). This will help raise funds and reduce future spending on maintaining the halls.

The halls which could be sold will be the ones with low use, resulting in fewer public halls. The buildings or land sold could be used for development or new businesses.

15. Start charging for public parking

Currently all public parking is free in the Shire.

Like other councils, Council could set a fee for public parking to generate significant revenue and offset costs.

Paid parking areas will be identified through community consultation and demand for parking. Parking meters would be introduced to the most relevant areas.

16. Reduce the rate gap between apartment and house owners

In Sutherland Shire, there's an average of two people living in an apartment, and three people living in a house. The average apartment-owner pays $588 in rates per year, and the average house-owners pay $1,400.

Council could reduce the gap between what apartment owners and house owners pay.

To do this, Council would have to apply to the regulator IPART to lift rates on apartments by increasing their minimum rate. This would result in owners of apartments paying more rates than they currently do in order to sustain the current range and level of services.

17. Increase rates above the current amount to cover higher costs

Rate increases are set at 2.5% per year, but energy costs, materials and labour are increasing at rates much higher than this. Council forecasts it will not have sufficient revenue to maintain services.

Council could charge a higher rate to all of its rate-payers. To do this, Council would have to apply to the regulator IPART to increase the rates. This would result in homeowners paying more in rates than they currently do in order to sustain the current range and level of services.

18. Charge fitness businesses to use public spaces

More fitness businesses are using public space to run their classes and they currently don't pay a fee to Council. Their activity has resulted in damage and increased wear and tear in public parks, which are maintained using rates.

To help maintain this part of the Shire's active lifestyle, the Council could identify specific areas that are most suitable for these businesses to use and charge them.

Businesses can apply and be charged fair market value for the use of public property (i.e. similar to paying rent) resulting in a more regulated system for fitness businesses using public spaces.

19. Certain sports clubhouses hired out to the community

The Council provides 149 clubhouses to sporting groups. 28 clubs have an agreement in place for exclusive use and they maintain their clubhouses. Most other clubhouses are looked after by the Council, but are not available for general hire.

In the future, Council could hire out sporting clubhouses so they are used as 'shared spaces' if exclusive use is not taken up.

If a sporting group wishes to exclusively occupy the space, they can enter in to a lease and the maintenance and operational costs will be the responsibility of the occupier.

This means sporting groups who rely on Council to pay for maintenance and operational costs will not have exclusive use of clubhouses. They will have to share these facilities, like community halls.

20. Start charging sporting groups for use of playing fields / courts

Currently, most sporting groups do not pay a fee to use any playing fields and courts.

Most of the other councils in Sydney do charge a hire fee to help with maintenance.

Council could start charging the sporting groups to help cover the cost of maintaining the fields and courts. The fees will be based on criteria such as the cost of maintaining the fields / courts and whether the sporting group is a not for profit vs. a commercial organisation.

This results in sporting activities incurring a cost which players would have to pay. The money would be used for the maintenance of existing sporting facilities.

21. Maintain the number of trees

The community values the natural environment. The loss of trees on private land and increased planting on public land is resulting in the maintenance costs of trees increasingly being shifted to Council. Ageing trees in public areas are becoming more expensive to maintain.

Council could spend more money on tree management, which is financed by a mix of rate increases and fees charged for the removal of trees on private property and developer fees.

This would slow the overall loss of trees in the area, as they are replenished through planting. Street trees would become more common and trees on private property reduce, but overall the same number of trees would be maintained.

22. Remove and replace unhealthy trees on the streetside

Council continually maintains streetside trees which are close to electricity lines. Branches have to be pruned but this affects the tree's health and appearance.

Council could spend more money on tree management, removing inappropriate and defective species of trees and replacing them with more suitable ones. To do this, relevant streets will be prioritised for removal and replacement planting.

Streets will be replanted with trees, resulting in the Shire's tree coverage being regrown over time.

23. Plant more trees

In the Shire, there are more trees being removed than are being planted.

Council could spend more money to increase the number of trees being planted. To achieve this, the Council will be more proactive about tree maintenance.

Streets and public places will be replanted with trees, resulting in the Shire's tree coverage increasing and regenerating over time.

24. Replace 8 smaller libraries with 4 larger libraries

Council provides 8 public libraries in Sutherland Shire.

Council could consolidate from 8 smaller libraries to 4 larger libraries, which offer a wider range of services. This decision is based on community needs and consultation.

Council would need to take out a loan to do this, which would be paid back over 20-30 years.

Over the course of 10 – 20 years the four larger libraries will be built, with a greater focus on them as 'community-hubs'.

25. Build a bigger library in Sutherland

Council provides a flagship library in Sutherland.

Council could replace this by spending $40m to build a new library in Sutherland which would be twice the size, and have a broader service offering. This decision is based on community needs and consultation.

Council would need to take out a loan to do this, which would be paid back over 20-30 years. During a rebuild the existing library would be closed.

A new central library would bring together a range of services, such as rooms for hire, café and modern flexible learning spaces, and will help to bring more people into Sutherland's town centre.

26. Expand Hazelhurst Regional Gallery

Council operates Hazelhurst Regional Gallery in Gymea. Council could spend $5m on expanding Hazelhurst, adding further interactive gallery spaces and improving on-site parking.

Council would need to take out a loan to do this, which would be paid back over 20-30 years, which could be used in conjunction with developer contributions.

This will help to strengthen the community's engagement with and enjoyment of visual arts.

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27. Sell underutilised land for residential builds

Council owns a number of smaller areas of underutilised land, some of which only contain a single park bench.

Council could sell these as residential lots for building on, in order to help support the Shire's share of population growth. For this to happen, the relevant parks will be identified, rezoned and a report will be submitted for the approval of sale.

This will generate income for council and result in the land being used as homes, rather than open spaces.

28. Refurbish Cronulla Plaza

Cronulla Plaza was refurbished in 1989 and supports a large number of businesses. While the area is still functional, some consider it to look tired and dated.

Council could spend $30m to refurbish the Plaza again - replacing pavers, installing new trees, lighting and seating and a water-play feature. Council would need to take out a loan to do this, which would be paid back over 20-30 years.

This will provide a modernised Cronulla Plaza, with a fresh new look.

29. Focus playgrounds close to areas with high-density living

Council has 149 playgrounds spread across the Sutherland Shire. They last for about 10-15 years, and can cost up to $250,000 to replace.

Council could concentrate on building and maintaining playgrounds in areas where apartments are located, and close some playgrounds in suburban areas to help maintain these new playgrounds.

This provides more outdoor opportunities for families in apartments. Those in lower density residential areas with their own back yards will still have access to larger regional parks and playgrounds.

30. Rehabilitate creeks, wetlands and estuaries

There are over 150km of creeks, wetlands and estuaries in the Shire which are in poor health and could be improved.

Council could spend an extra $24 million over the next 10 years to rehabilitate and maintain the highest priority ones (i.e. removing weeds, revegetating them and reducing erosion). Council could use rates to rehabilitate the highest-value waterways as a priority.

This would result in better water quality in our rivers, bays and beaches.

Ruby Cha Cha