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To:

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### **About Micromex Research**

Micromex Research was established in NSW in 1986 and is 100% Australian owned. We are a mid-sized full service vertically integrated market research company – we have our own call centre, field interviewers, and online survey capabilities, plus extensive qualitative research experience. We have 10 FT employees and circa 100 casual employees.

In 2011 Micromex Research gained contractor accreditation to the Local Government Procurement Community Services Panel LGP 12.08. We are also on the 2014 NSW Performance and Management Supplier Panel and the current NSW Transport Surveys & Fieldwork Services Supplier Panel. And we were accepted onto the NSW Office of Local Government's Fit for Future Technical Advisory Panel to provide community engagement/research advice to government.

We have worked with the following LGAs and organisations since March 2010:

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| 1. Albury City Council          | 37. Liverpool City Council          |
| 2. Ashfield Council             | 38. Liverpool Plains Council        |
| 3. Armidale Regional Council    | 39. Maitland Council                |
| 4. Auburn City Council          | 40. Marrickville City Council       |
| 5. Bankstown City Council       | 41. Mid-Western Regional Council    |
| 6. Ballina Shire Council        | 42. Moorabool Shire Council (VIC)   |
| 7. Bayside City Council(VIC)    | 43. Mosman Council                  |
| 8. Bega Valley Shire Council    | 44. Moree Shire Council             |
| 9. Blacktown City Council       | 45. Murray Shire Council            |
| 10. Bland Shire Council         | 46. Murrumbidgee Shire Council      |
| 11. Broken Hill Shire Council   | 47. Narrandera Shire Council        |
| 12. Burwood Council             | 48. Newcastle City Council          |
| 13. Byron Shire Council         | 49. Parramatta City Council         |
| 14. Camden Council              | 50. Penrith City Council            |
| 15. Campbelltown City Council   | 51. Playford Council (SA)           |
| 16. Cessnock Council            | 52. Pittwater Council               |
| 17. City of Melbourne           | 53. Port Macquarie-Hastings Council |
| 18. City of Ryde                | 54. Queanbeyan City Council         |
| 19. City of Sydney              | 55. Richmond Valley Council         |
| 20. Devonport Council (TAS)     | 56. Randwick City Council           |
| 21. Dubbo City Council          | 57. Rockdale City Council           |
| 22. Eurobodalla Shire Council   | 58. Singleton City Council          |
| 23. Fairfield City Council      | 59. Strathfield Council             |
| 24. Forbes Shire Council        | 60. Sutherland Shire Council        |
| 25. Gosford City Council        | 61. Tamworth Regional Council       |
| 26. Gloucester Shire Council    | 62. Tenterfield Shire Council       |
| 27. Great Lakes Shire Council   | 63. The Hills Shire Council         |
| 28. Hawkesbury Council          | 64. Upper Hunter Shire Council      |
| 29. Holroyd City Council        | 65. Wagga Wagga City Council        |
| 30. Hunter's Hill Council       | 66. Warringah Council               |
| 31. Kempsey Shire Council       | 67. Waverley Municipal Council      |
| 32. Kingston City Council (VIC) | 68. Wollondilly Council             |
| 33. Ku-ring-gai Council         | 69. Wingecaribee Council            |
| 34. Lake Macquarie City Council | 70. Woollahra Municipal Council     |
| 35. Lane Cove Council           | 71. Wyong Shire Council             |
| 36. Lithgow City Council        | 72. Yass Valley Council             |

Micromex Research has a flat organisation structure – senior executives including Stuart Reeve and Mark Mitchell work seamlessly with the rest of the project team on large projects and key clients.

Between them, Stuart and Mark have over 55 years' research experience!

- Mark, our General Manager, has previously been NSW General Manager of Roy Morgan Research and Managing Director of C&R Research. He is a member of the Australian Market & Social Research Society (AMSRS) and is a Qualified Practising Market Researcher (QPMR). This accreditation indicates a member is a professional market and social researcher recognised for extensive experience and formal qualifications. It also reflects that the member has made a commitment to ongoing professional development to maintain their expertise in the industry.

- Stuart, our Managing Director, has worked in senior roles at companies such as Research International and Roy Morgan Research, and has conducted countless qualitative and quantitative community engagement surveys in his past seven years with Micromex. Stu is a member of the International Association for Public Participation (IAP2) and has been a long standing member of the Australian Market & Social Research Society

### Our Special Rate Variation experience

Since 2010 we have provided technical survey services for over 30+ SRV consultations – and in all our submissions IPART has never expressed concern with our survey approach or scale. The community support and preference for Option 4 has the strongest support score and preference score we have seen for the highest option in an SRV.

### The Support Scale

Why do we use a unipolar support scale? Quite simply because a **unipolar** scale prompts a respondent to think of the presence or absence of a quality or attribute. A perfect example of this is a response to a concept like an SRV option.

Our unipolar scale includes the following choices:

- not at all supportive
- not very supportive
- somewhat supportive
- supportive
- very supportive

A **bipolar** scale prompts a respondent to balance two opposite attributes, determining the relative proportion of these opposite attributes. Where a unipolar scale has one “pole,” a bipolar scale has two polar opposites.

For example,:

- Much too hot
- A little too hot
- Just right
- A little too cold
- Much too cold

In the case of our support rating, trying to use a bipolar scale would be 'messy' – for instance, it would run from 'very supportive' to 'very unsupportive'. In reality, you either don't support an issue at all, or you support it to some extent – hence our use of the unipolar scale.

It is also worth noting that we used a semantic scale, where a series of answer codes were read out to residents. The code descriptions help to add context/meaning and minimise respondent confusion.

### **Top 2 or Top 3 Box?**

Following on from the above, residents who did not support an option could select 'not at all supportive' or even 'not very supportive'. So if they chose to select 'somewhat supportive', we can assume they were registering some level of support. Interestingly, had we only considered the Top 2 Box results for the four options rather than Top 3 Box, support for Option 4 was even more favourable relative to the others.

### **Other Design Features**

We also rotated the order 1-4 and 4-1 to obtain a sequential monadic support score so that we can see the relative support level for each of the options.

After which as per IPART's **Guidelines for the preparation of an application for a special variation to general income in 2012/2013 (see 5.2.3 below)** we obtained a head-to-head preference score, which showed a clear preference for Option 4.

#### **5.2.3 Capturing community feedback**

*There are a number of options for capturing community feedback. Generally the best way of capturing representative and quantifiable community feedback is by undertaking a statistically significant, random survey. IPART anticipates that councils applying for a special variation will need to conduct such a survey.*

*When undertaking the survey respondents need to be provided with clear and transparent information on the special variation being sought and the services and/or works programs it is to fund (as outlined above).*

*The information and the questions should be presented to participants in an objective way and not be leading or misleading.*

*The survey should capture what the community wants*

*The survey should determine the community's willingness to pay the proposed rate increases to fund the program of expenditure which the council is proposing – not just the community's support for the expenditure program.*

*Preferably, consultation material and surveys should also measure the level of community support for different programs of expenditure by allowing respondents to rank these services and/or proposed works in order of priority.*

*Respondents should be offered more than a choice between 'all or nothing'. There should be different levels of services and/or proposed works which may be able to be funded with a lower rate increase.*



[www.micromex.com.au](http://www.micromex.com.au)

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