



Cessnock City Council

Community Satisfaction Research

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Table of Contents

<u>Key Findings</u>	5
<u>Summary & Next Steps</u>	8
<u>Alignment with the CSP</u>	10
<u>Detailed Results</u>	16
<u>1. Performance of Council and Summary of Council Services & Facilities</u>	17
<u>2. Priority Issues</u>	29
<u>3. Investment Focus</u>	33
<u>4. Investment Priorities</u>	36
<u>5. Comparison to Micromex Benchmarks</u>	41
<u>6. Importance of, and Satisfaction with, Council Services & Facilities</u>	44
<u>Appendix A: Additional Analyses</u>	89
<u>Appendix B: Further Demographics</u>	110
<u>Appendix C: Questionnaire</u>	116

Background & Methodology

Why?

- Understand and identify community priorities for the Cessnock LGA
- Identify the community's overall level of satisfaction with Council performance
- Determine the level of investment and focus on local infrastructure

How?

- Telephone survey (landline and mobile) to N = 405 residents
- 28 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

When?

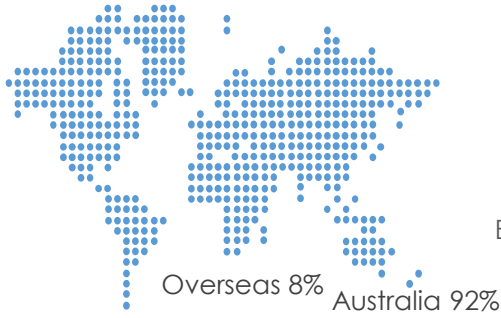
- Implementation 22nd February– 10th March 2021



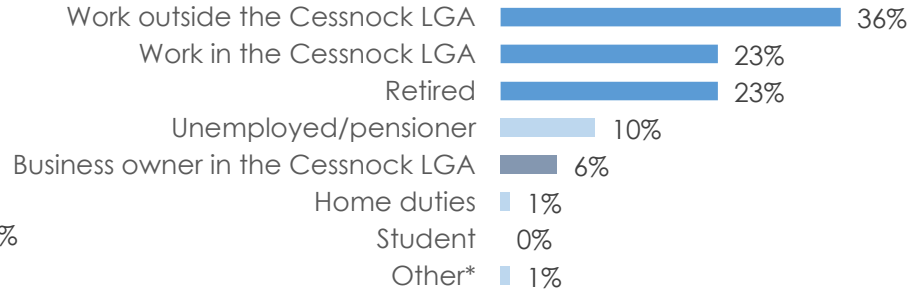
Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Cessnock City Council.

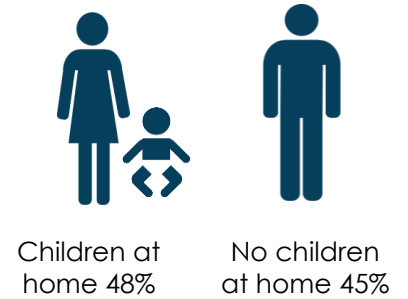
Country of birth



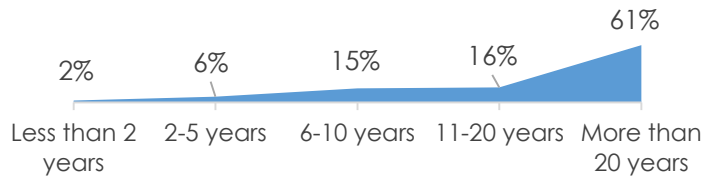
Employment status



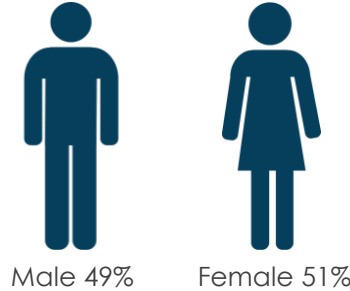
Children at home



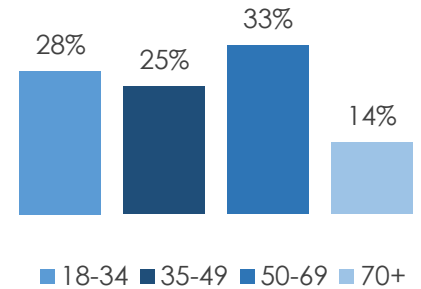
Time lived in the area



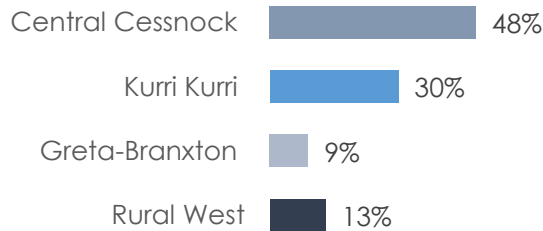
Gender



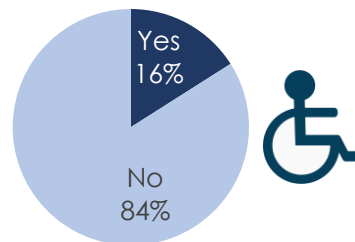
Age



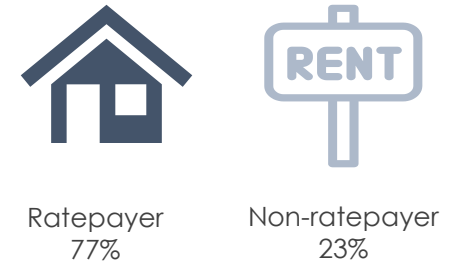
Area



Do you identify as having a disability?



Ratepayer status



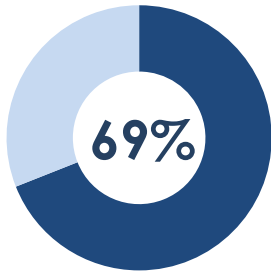
See appendix B for full breakdown of demographics

*Other includes 3 carers and 1 unspecified

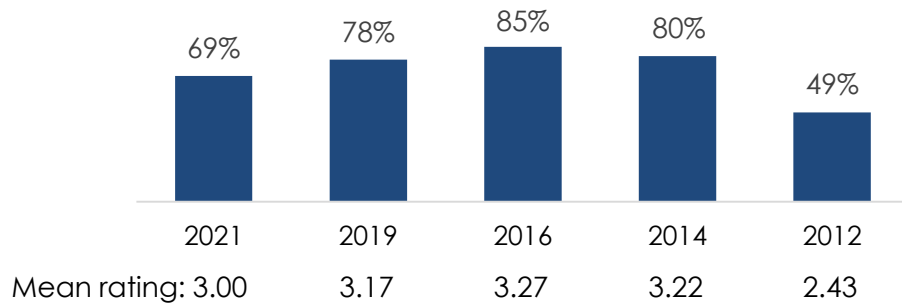


Key Findings

Overall Satisfaction



69% of Cessnock City Council residents are at least somewhat satisfied with the performance of Council in the last 12 months.



Top 5 importance and satisfaction areas

Top 5 Importance	Top 5 Satisfaction
Maintaining sealed roads	Library services
Community safety	Performing Arts Centre
Supporting local jobs	Sporting fields
Waste collection and disposal	Tourism support and visitor services
Litter control/illegal dumping	Recycling and waste reduction

Drivers of Satisfaction

The primary drivers of satisfaction revolve around roads and Council's ability to communicate and engage with the community.

Specifically:



The way employees deal with the public

Long term planning and vision

Maintaining local roads

Response to community needs

Investment in infrastructure/recreation



Residents prefer that council focus on maintaining current assets



Residents have a slight preference to council providing a greater number of more basic facilities

Supportiveness to pay more rates and charges



Services 18%



Facilities 28%



Infrastructure 30%

(T2B% - Supportive Very supportive)

Top 4 investment areas for residents



Roads, bridges & transport



Community services



Economic development



Community communication and engagement

While it is clear that residents desire greater investment into the maintenance Cessnock LGA – only a minority are supportive of paying more.



Summary & Next Steps

Summary and Next Steps

Resident satisfaction with Council performance has softened since 2019 improvements, however with the exception of the road network satisfaction scores – other deliver areas have either remained consistent or improved.

- Residents want higher quality infrastructure but are not willing to pay for it*
- Coping with the growing population is a major challenge for Council*
- Roads and Council communication are the biggest opportunity areas for Council*

As such Council could look to:

1. Continue to implement the Community Engagement Strategy and Media and Communication Work Plan
2. Inform and engage residents around Council planning and delivery, particularly in regard to roads infrastructure
3. Use the upcoming CSP review to extensively engage with the community regarding the long term planning for the LGA and the challenges of financial sustainability





Alignment with the CSP



Comparisons to the Community Strategic Plan (CSP)

The Community Strategic Plan (CSP) identifies the community's main priorities and aspirations, and describes what is needed to take Cessnock City Council forward into the future.

Cessnock City Council's CSP has a vision to be a **thriving, attractive, and welcoming** area. The CSP consists of 5 key themes, each listing strategies to show how Cessnock City Council will go about achieving desired outcomes.

The following slides provide a summary of outcomes within the CSP and the measures included in this community research that best align to them. We have compared these with previous research conducted in Cessnock City Council to show how these are performing.

CSP Outcomes

Civic Leadership & Effective Governance

	Importance Top 2 Box	Satisfaction Top 3 Box
Long term planning and vision	88% (-1%)	59% (+2%)
The way Council employees deal with the public	87% (+4%)	68% (-8%)
Financial management	87% (+2%)	67% (+2%)
Council's response to community needs	86% (+5%)	53% (-5%)
Information supplied to residents about Council activities	85% (+1%)	65% (-1%)
Community involvement in Council decision making	84% (0%)	60% (-2%)

Note: Value in brackets represents percentage change from 2019

CSP Outcomes

A Connected, Safe & Creative Community

	Importance Top 2 Box	Satisfaction Top 3 Box
Community safety	92% (0%)	67% (-6%)
Parks and recreation areas	87% (0%)	85% (+8%)
Public toilets	80% (-2%)	59% (+12%)
Aged facilities and services	80% (-5%)	82% (+8%)
Facilities and services for the disabled	79% (-5%)	71% (+6%)
Sporting fields	78% (-4%)	92% (+1%)
Youth facilities and services for youth	78% (-5%)	64% (-3%)
Swimming pools	77% (-4%)	78% (+3%)
Support for community groups/volunteers	77% (-7%)	84% (0%)
Community buildings and facilities	75% (-3%)	82% (+7%)
Children services	74% (-7%)	77% (+1%)
Library services	66% (-7%)	98% (+2%)
Events and festivals	61% (-3%)	84% (+3%)
Performing Arts Centre	58% (0%)	96% (+3%)

Note: Value in brackets represents percentage change from 2019

CSP Outcomes

A Sustainable & Prosperous Economy

	Importance Top 2 Box	Satisfaction Top 3 Box
Supporting local jobs	90% (N/A)	73% (N/A)
Local shopping strips are vibrant and economically healthy	83% (N/A)	64% (N/A)
Business and industry support	82% (-5%)	77% (+12%)
Tourism support and visitor services	82% (-4%)	92% (+3%)
City image, brand and marketing	63% (N/A)	67% (N/A)

A Sustainable & Healthy Environment

	Importance Top 2 Box	Satisfaction Top 3 Box
Litter control/illegal dumping	90% (-3%)	54% (-4%)
Waste collection and disposal	90% (-4%)	81% (+1%)
Recycling and waste reduction	88% (-2%)	85% (0%)
Maintaining open space and bushland	83% (+1%)	68% (-4%)
Environmental protection	80% (-1%)	73% (-2%)
Managing residential development	73% (-4%)	59% (-9%)
Heritage conservation	71% (-4%)	80% (-2%)

Note: Value in brackets represents percentage change from 2019

CSP Outcomes

Accessible Infrastructure, Services & Facilities

	Importance Top 2 Box	Satisfaction Top 3 Box
Maintaining sealed roads	96% (+1%)	20% (-11%)
Maintaining unsealed roads	83% (+1%)	31% (-6%)
Converting unsealed roads to sealed roads	69% (N/A)	30% (N/A)
Regulating traffic flow	85% (+3%)	55% (-15%)
Stormwater drainage	80% (-4%)	70% (+9%)
Roadside drainage	78% (+5%)*	61% (+18%)*
The provision of footpaths and cycleways	74% (-5%)	53% (+3%)
Maintenance of footpaths and cycleways	81% (+2%)	58% (+4%)
Parking in town centres	89% (-1%)	62% (+4%)

*Roadside drainage compared against kerb and guttering from 2019.



Detailed Results



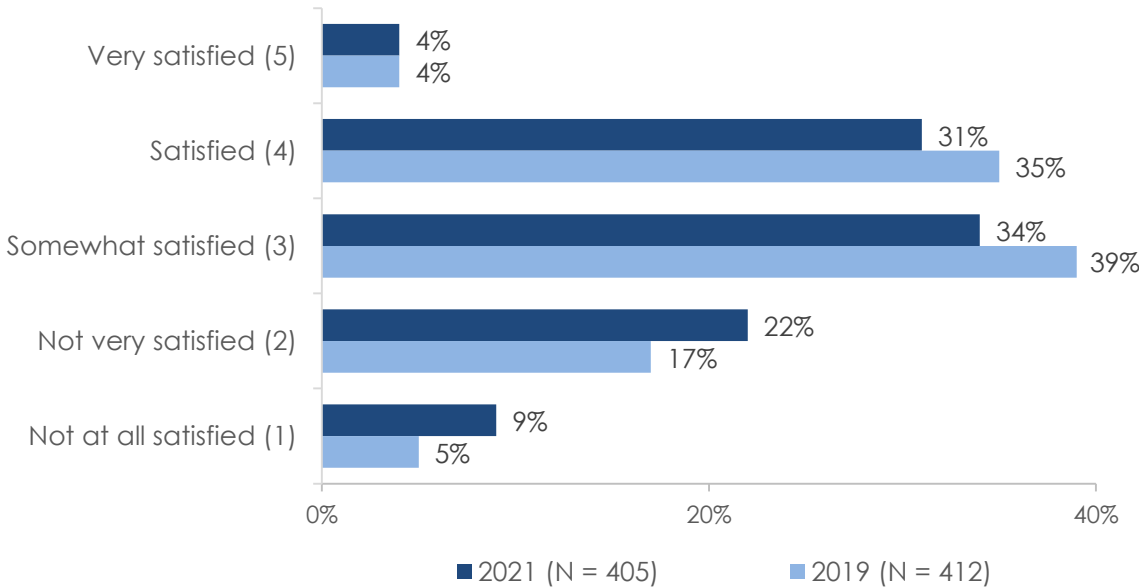
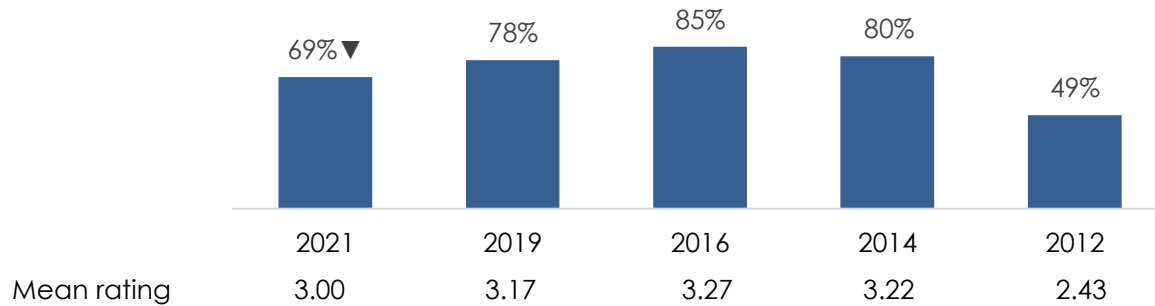
Detailed Results

- 1. Performance of Council and Summary of Council Services & Facilities**
2. Priority Issues
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Overview – Overall Satisfaction

Q5. 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?

T3B Satisfaction Scores



	Cessnock City Council	Micromex LGA Benchmark - Regional
Mean rating	3.00↓	3.35
T3 Box	69%↓	83%
Base	405	37,746

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

▲ ▼ = A significantly higher/lower level of satisfaction (compared to 2019)

Please see Appendix A for results by demographics
 ↑ ↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

Overall resident satisfaction has softened since 2019 with 69% of residents being at least somewhat satisfied. Ratings are below our regional benchmark.

Importance & Satisfaction – Key Trends

Key Importance Trends

Compared to 2019 research, there were no significant **increases** in residents' levels of **importance** for comparable services/facilities provided by Council. However, there were significant **declines** in **importance** for the following:

	2021	2019
Business and industry support	4.30	4.50
Tourism support and visitor services	4.24	4.42
Support for community groups/volunteers	4.17	4.38
Swimming pools	4.15	4.33
Sporting fields	4.14	4.32

Key Satisfaction Trends

Over the same period there has been a significant **increase** in resident **satisfaction** for 4 of the 37 comparable services/facilities provided by Council, specifically:

	2021	2019
Parks and recreation areas	3.61	3.35
Aged facilities and services	3.32	3.13
Roadside drainage	2.78	2.36
Public toilets	2.76	2.53

There was also a significant **decline** in resident **satisfaction** for the following:

	2021	2019
Regulating traffic flow	2.66	3.05
Maintaining sealed roads	1.84	2.09

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

*Roadside drainage is compared to 'Kerb and guttering' from 2019

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

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the key importance and satisfaction trends when compared to the 2019 research.

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

The following services/facilities received the highest top 2 box importance ratings:

High importance	Mean	T2B
Maintaining sealed roads	4.80	96%
Community safety	4.62	92%
Supporting local jobs	4.60	90%
Waste collection and disposal	4.61	90%
Litter control/illegal dumping	4.61	90%

The following services/facilities received the lowest highest top 2 box ratings:

Low importance	Mean	T2B
Performing Arts Centre	3.65	58%
Events and festivals	3.76	61%
City image, brand and marketing	3.82	63%
Library services	3.93	66%
Converting unsealed roads to sealed roads	4.01	69%

Satisfaction

The following services/facilities received the highest satisfaction top 3 box ratings:

High satisfaction	Mean	T3B
Library services	4.12	98%
Performing Arts Centre	3.98	96%
Sporting fields	3.83	92%
Tourism support and visitor services	3.72	92%
Recycling and waste reduction	3.67	85%

The following services/facilities received the lowest satisfaction top 3 box ratings :

Low satisfaction	Mean	T3B
Maintaining sealed roads	1.84	20%
Converting unsealed roads to sealed roads	1.99	30%
Maintaining unsealed roads	1.99	31%
Council's response to community needs	2.57	53%
The provision of footpaths and cycleways	2.61	53%

T2B: Important/very important
Scale: 1 = not at all important, 5 = very important

T3B: Somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

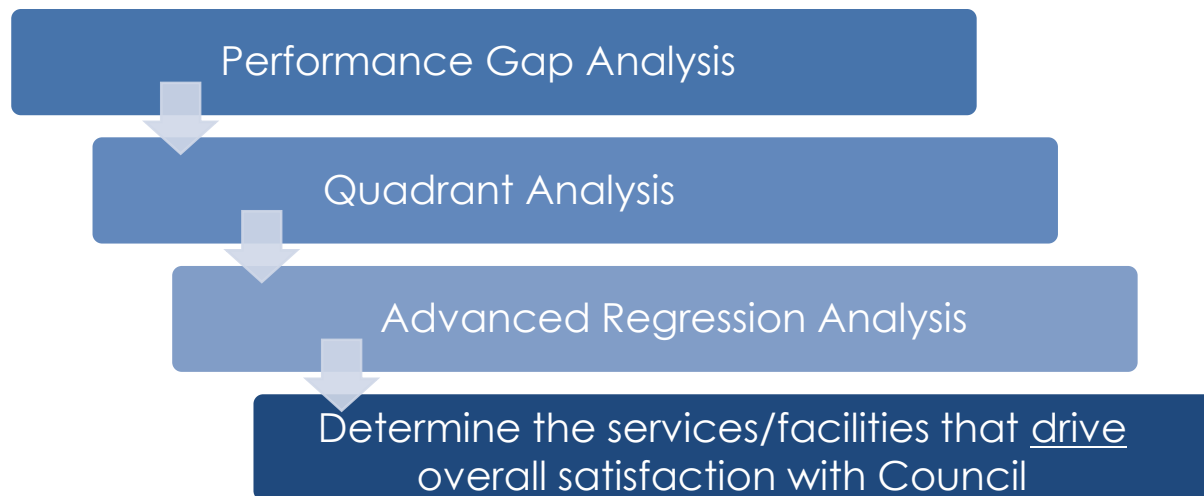
The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Identifying Priorities via Specialised Analysis

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 an advanced Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

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

- Identify and understand the hierarchy of community priorities
- 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 top 3 satisfaction score from the top 2 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 Cessnock City Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.

Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as at least somewhat important, whilst resident satisfaction for all of these areas is between 21% and 97%.

Of the top ten performance gaps five of them are part of the infrastructure service area and four are specifically related to road facilities.

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining sealed roads	96%	20%	76%
Maintaining unsealed roads	83%	31%	52%
Converting unsealed roads to sealed roads	69%	30%	39%
Litter control/illegal dumping	90%	54%	36%
Council's response to community needs	86%	53%	33%
Regulating traffic flow	85%	55%	30%
Long term planning and vision	88%	59%	29%
Parking in town centres	89%	62%	27%
Community safety	92%	67%	25%
Community involvement in Council decision making	84%	60%	24%

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

Quadrant Analysis

Step 2. Quadrant Analysis

Quadrant analysis is 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 top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, Cessnock City Council residents rated their satisfaction with services/facilities less important than our Benchmark, and their satisfaction was, on average, lower.

	Cessnock City Council	Micromex Comparable Regional Benchmark
Average Importance	80%	81%
Average Satisfaction	68%	78%

Note: Micromex comparable benchmark only refers to like for like measures

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste collection and disposal', 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 'litter control/illegal dumping', 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 'converting unsealed roads to sealed roads', 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 'heritage conservation', are core strengths, but in relative terms they are considered 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.

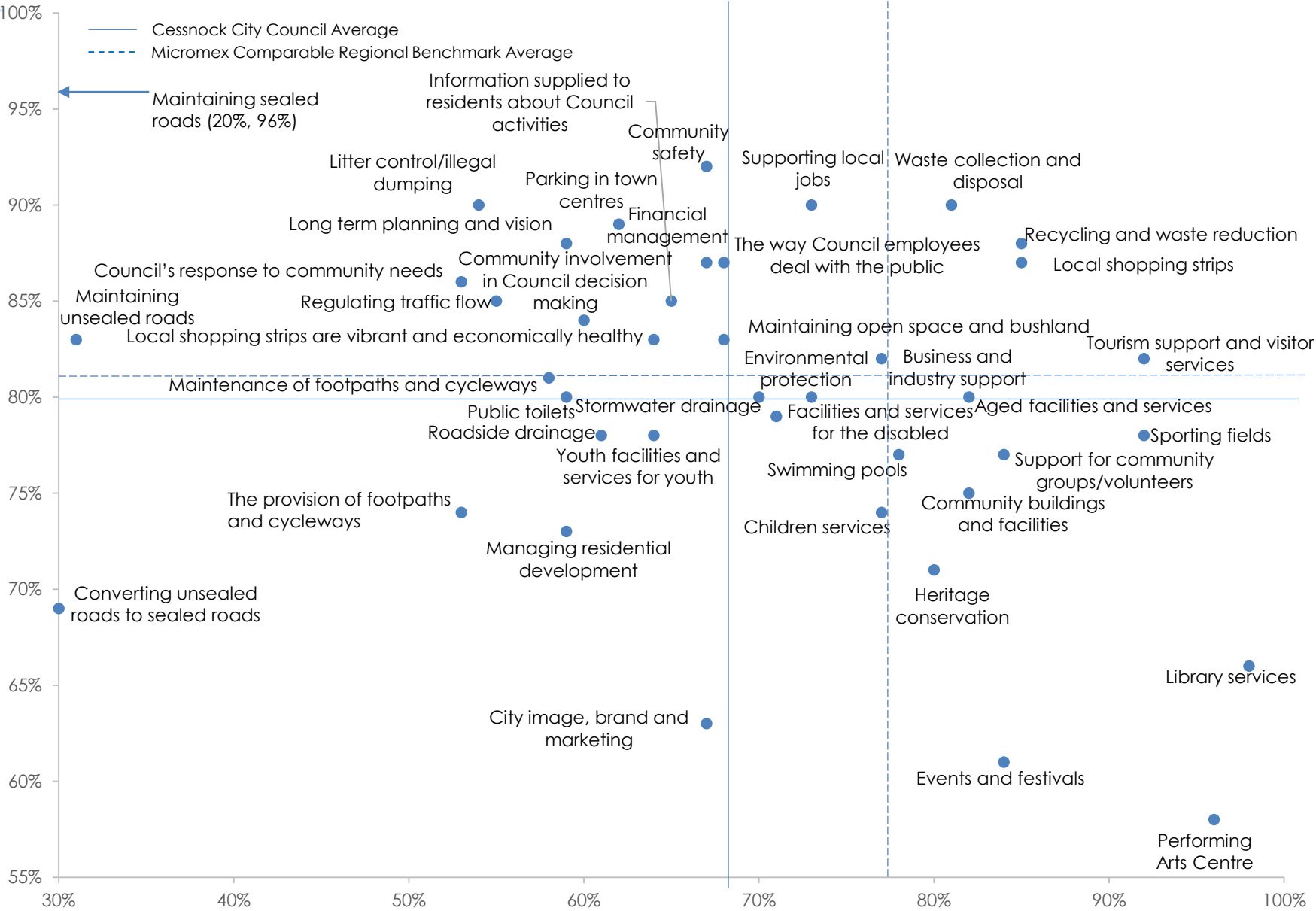
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

The Advanced Regression Analysis

Step 3. The Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'maintaining sealed roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Cessnock City Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using an advanced regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

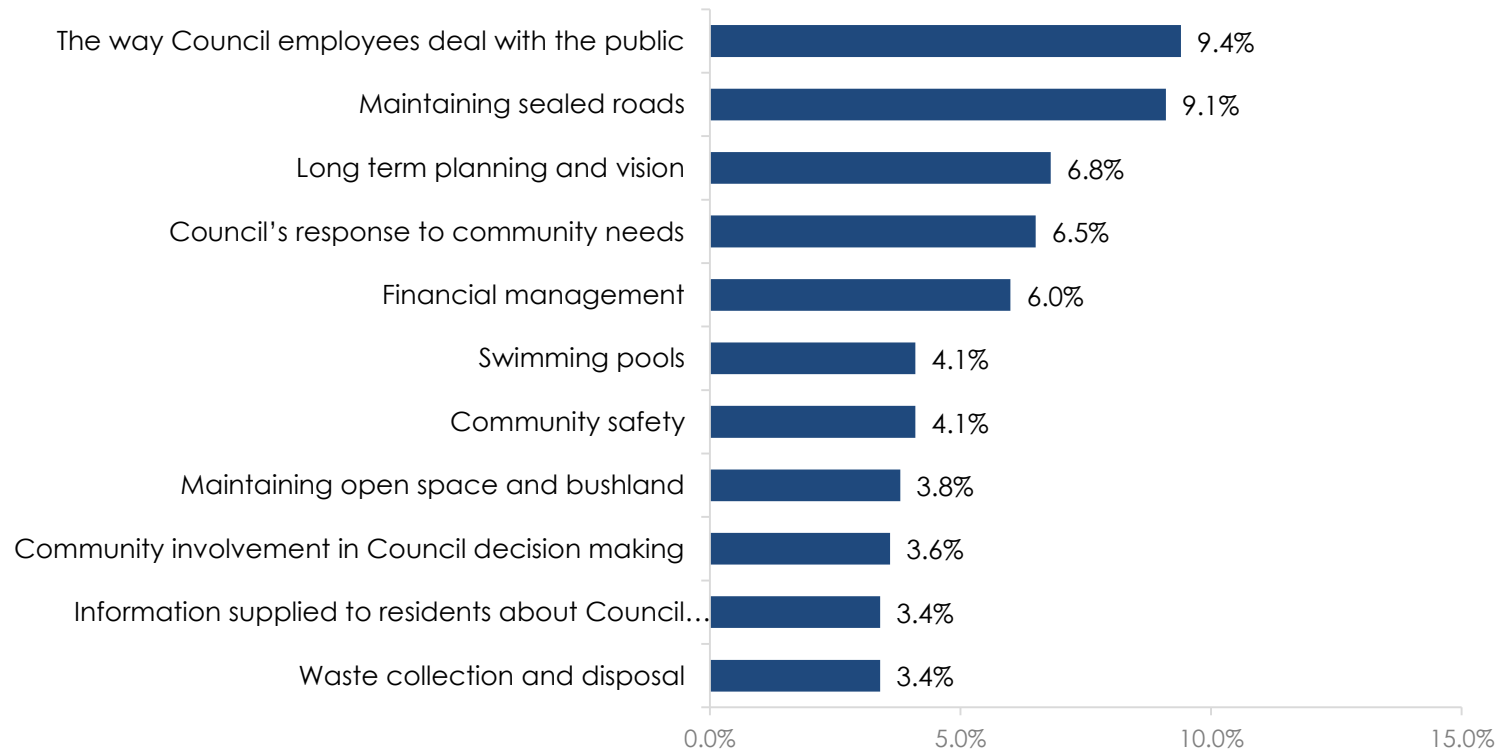
What Does This Mean?

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 Drivers of Overall Satisfaction with Council

Dependent variable: 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?



The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

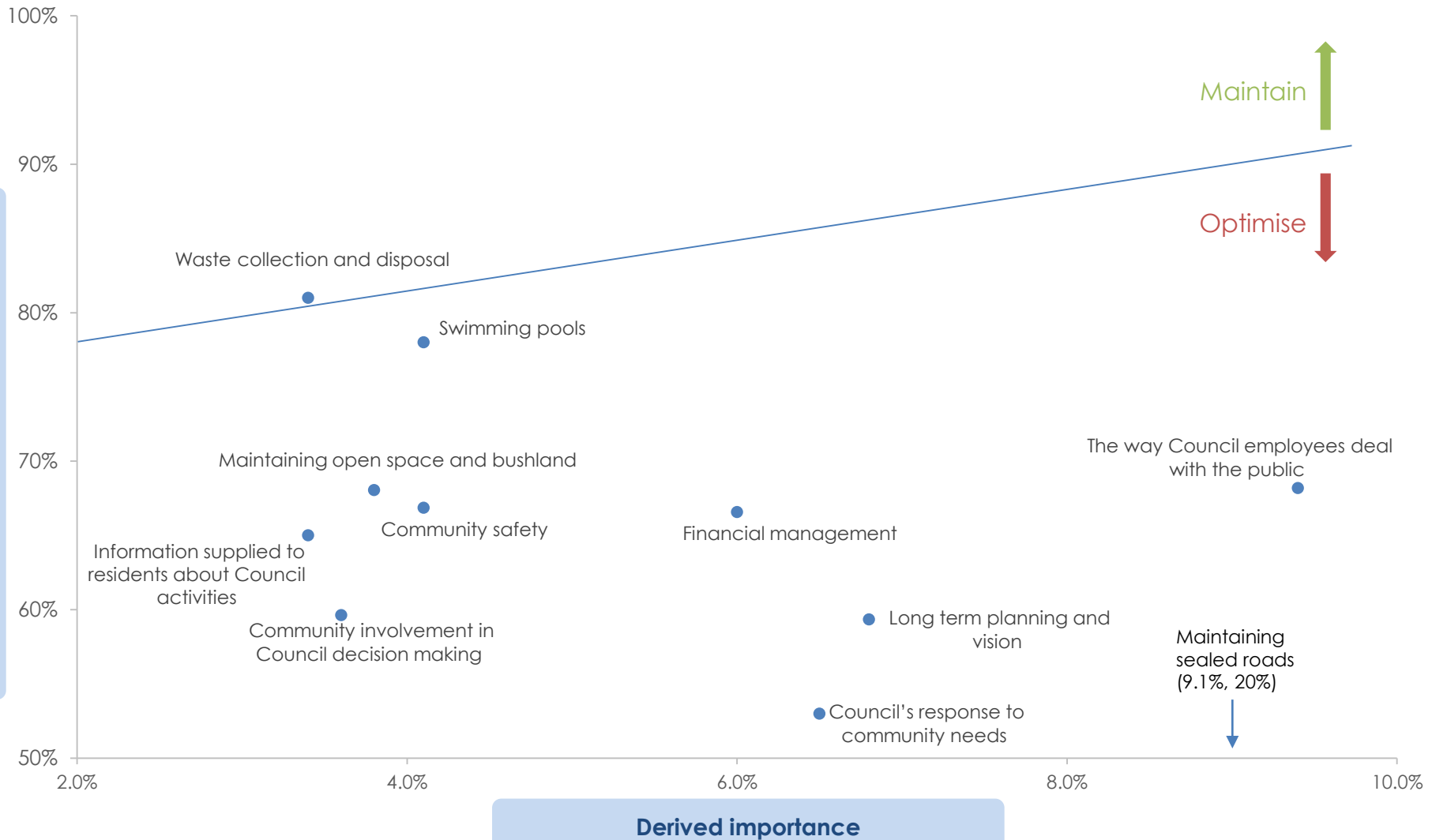
These top 11 services/facilities (so 27% of the 41 services/facilities) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 41 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 30 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R²= 47.51

The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



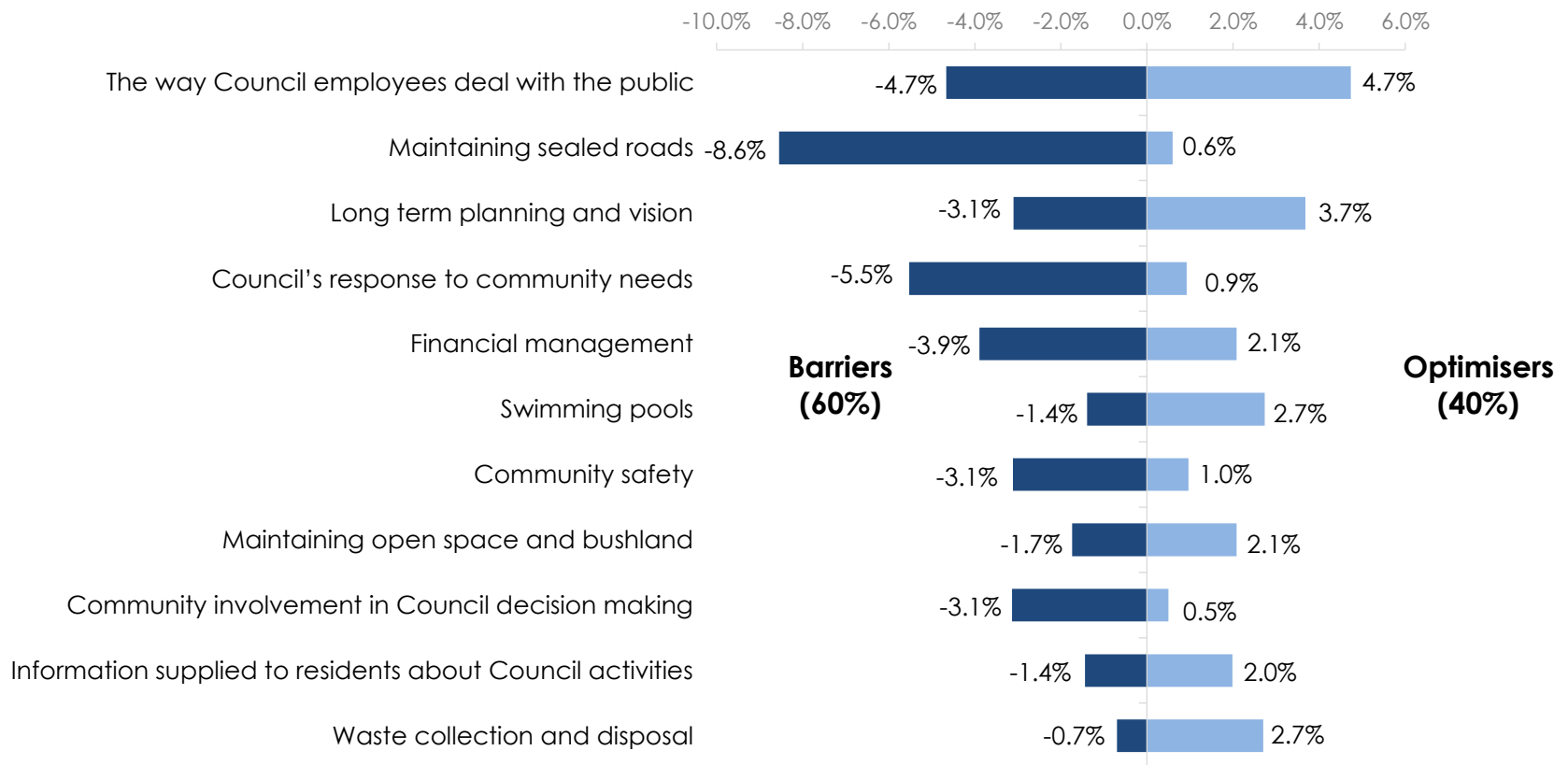
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Advanced regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

Key Contributors to Barriers/Optimisers

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 Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

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



Different levers address the different levels of satisfaction across the community



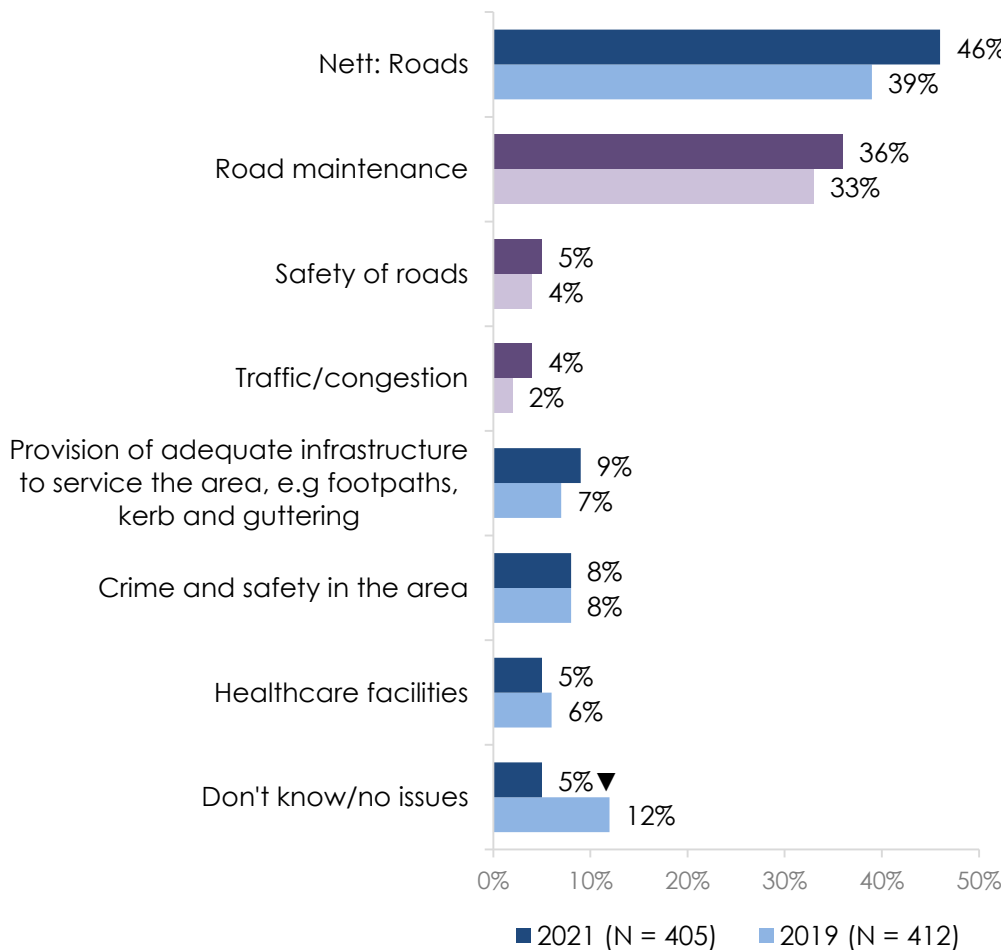


Detailed Results

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Highest Priority Issues for Residents and Their Family

Q3a. What do you believe is currently the highest priority issue for you and your family?



Example verbatims:

"Improving the quality of roads"

"Better traffic safety for roads"

"Keeping family safe from crime"

"Lack of public transport in the area"

"Improving facilities and infrastructure"

"More childcare services"

"Lack of hospitals"

"Maintaining health"

"Lack of employment opportunities"

"More indoor heated pools"

"Access to education services and facilities"

"Spend infrastructure budget better"

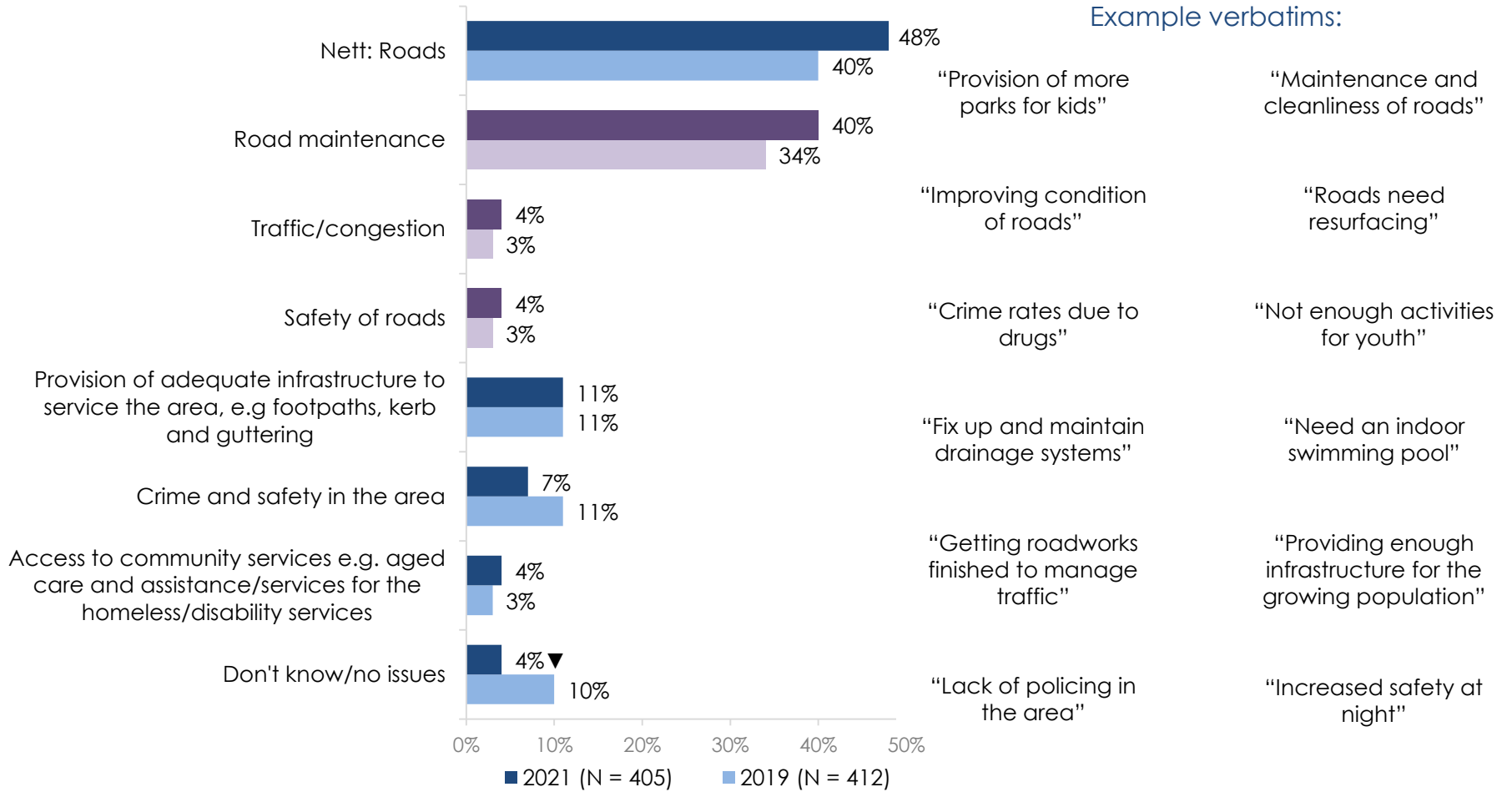
▲ ▼ = A significantly higher/lower percentage (compared to 2019)

Note: Purple bars indicate a subcategory of 'Nett: Roads'.

Roads remain the major priority for residents, with 46% stating that it was the highest priority issue for themselves and their family.

Highest Priority Issues for Residents' Town/Village

Q3b. What do you believe is currently the highest priority issue within the town or village where you live?



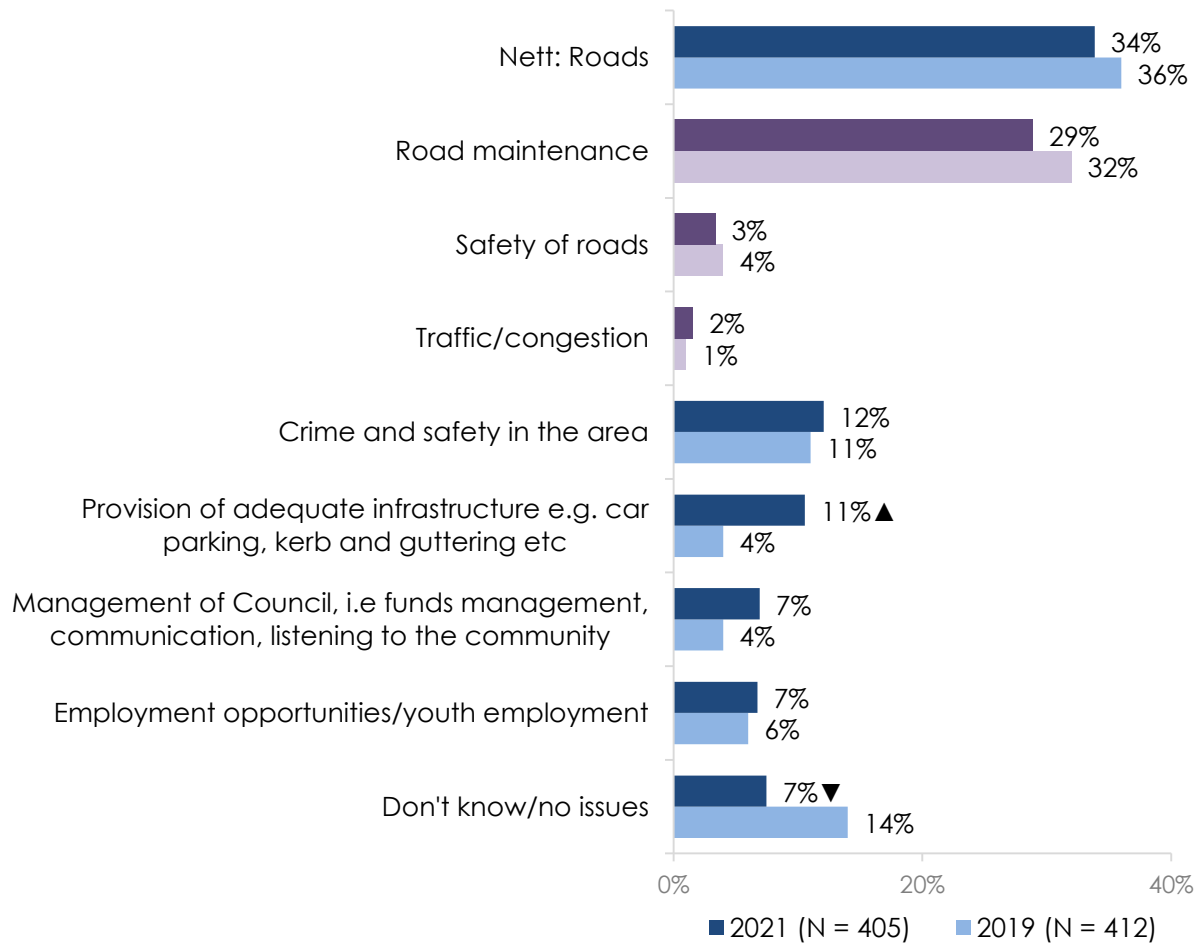
▲ ▼ = A significantly higher/lower percentage (compared to 2019)

Note: Purple bars indicate a subcategory of 'Nett: Roads'.

The amount of respondents who believe that roads are a high priority issue for their town/village has risen since 2019 resulting in almost half of respondents issues being road related.

Highest Priority Issues Within the Cessnock LGA

Q3c. What do you believe is currently the highest priority issue within the Cessnock Local Government Area?



Example verbatims:

- "Improving quality of roads"
- "Reducing drug usage in the area"
- "Lack of policing"
- "Roads upgrade"
- "Lack of parking"
- "Traffic control"
- "Improving employment opportunities"
- "Better management of council funds"
- "Maintaining facilities for children"
- "Need more community engagement"
- "Ensuring availability of shelters for the homeless"
- "Employment opportunities for youth"

▲ ▼ = A significantly higher/lower percentage (compared to 2019)

Note: Purple bars indicate a subcategory of 'Nett: Roads'.

Roads is seen as the highest priority issue across the entire LGA. Crime and safety is also a common response with 12% of residents stating that it was a high priority issue. Provision of adequate infrastructure has increased significantly as a priority issue for the area.



Detailed Results

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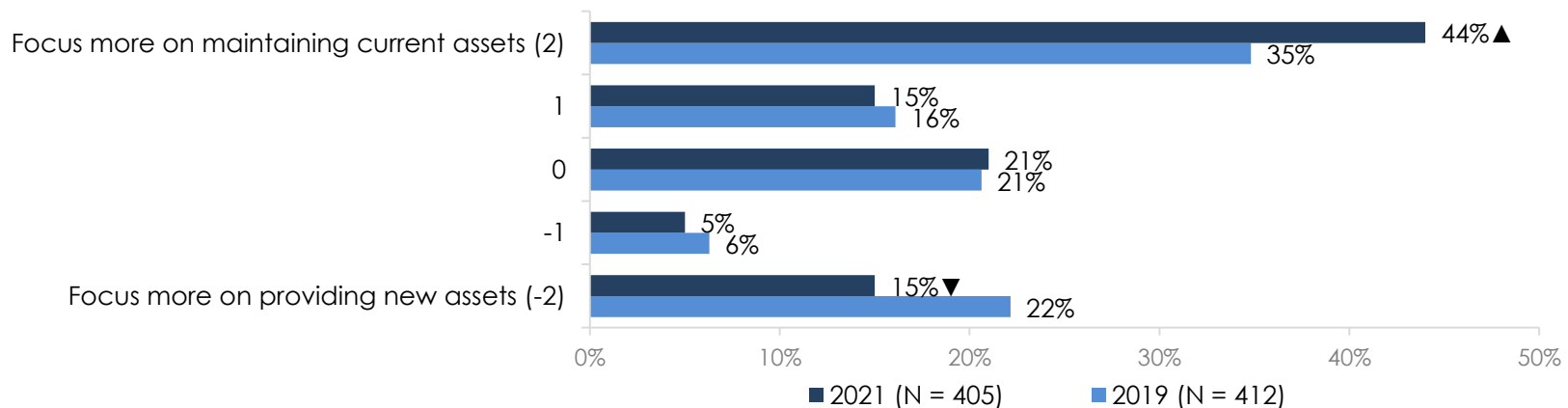
Council Investment in Infrastructure

Q8a. Thinking generally about infrastructure, such as roads, bridges and drainage.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

	Overall 2021	Overall 2019	Overall 2016	Gender		Age				Ratepayer status	
				Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Mean ratings	0.68▲	0.35	0.67	0.59	0.77	0.57	0.63	0.72	0.93	0.67	0.73
Base	405	412	403	200	205	115	101	132	57	314	91

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Mean ratings	0.89	0.65	0.62	0.84	0.93	0.40	0.97▲	0.44	0.85	0.64
Base	64	341	194	121	35	55	181	194	95	310



▲▼ = A significantly higher/lower rating (compared to 2019)
Please see Appendix A for results by other demographics

Scale: -2 = focus on providing new assets, 2 = focus more on maintaining current assets

**The community preference is that Council focuses on maintaining current asset.
This preference has strengthened since 2019.**

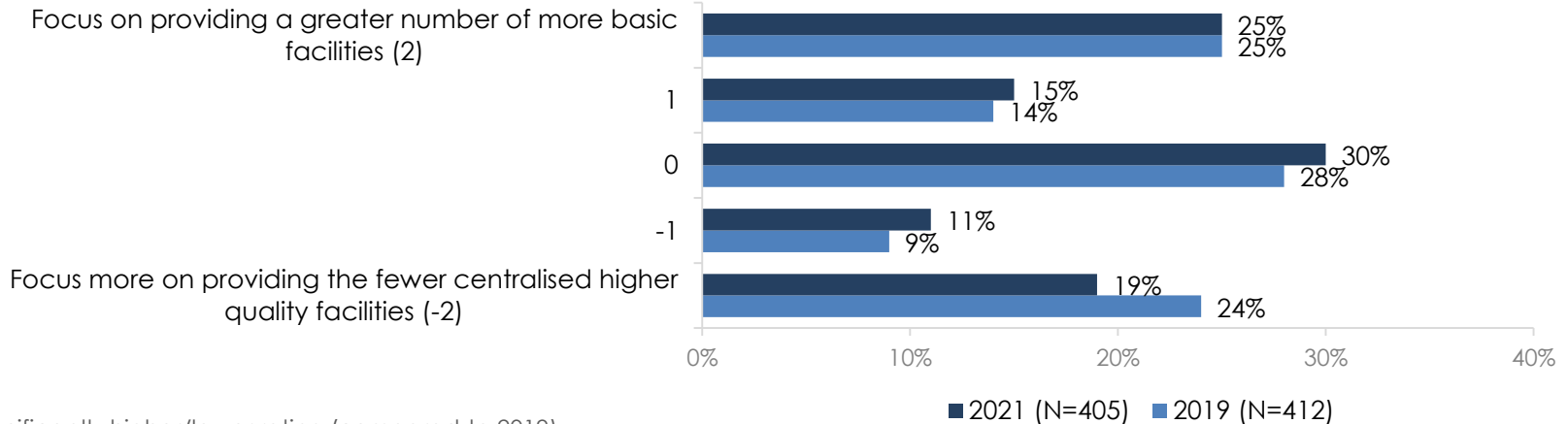
Council Investment in Facilities/Recreation

Q8b. Thinking generally about facilities, such as recreation facilities.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?

	Overall 2021	Overall 2019	Overall 2016	Gender		Age				Ratepayer status	
				Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Mean ratings	0.14	0.09	0.15	0.15	0.13	0.09	-0.19▼	0.30	0.49▲	0.18	0.00
Base	405	412	403	200	205	115	101	132	57	314	91

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Mean ratings	0.66▲	0.05	0.12	0.18	-0.34	0.42	0.18	0.08	-0.21	0.25▲
Base	64	341	194	121	35	55	181	194	95	310



▲ ▼ = A significantly higher/lower rating (compared to 2019)

Please see Appendix A for results by other demographics

Scale: -2 = focus on providing more basic facilities, 2 = focus fewer centralised higher quality facilities

40% of residents would prefer a greater number of more basic facilities, compared to 30% who want a balanced offer, and the remaining 30% preferring fewer centralised higher quality facilities.

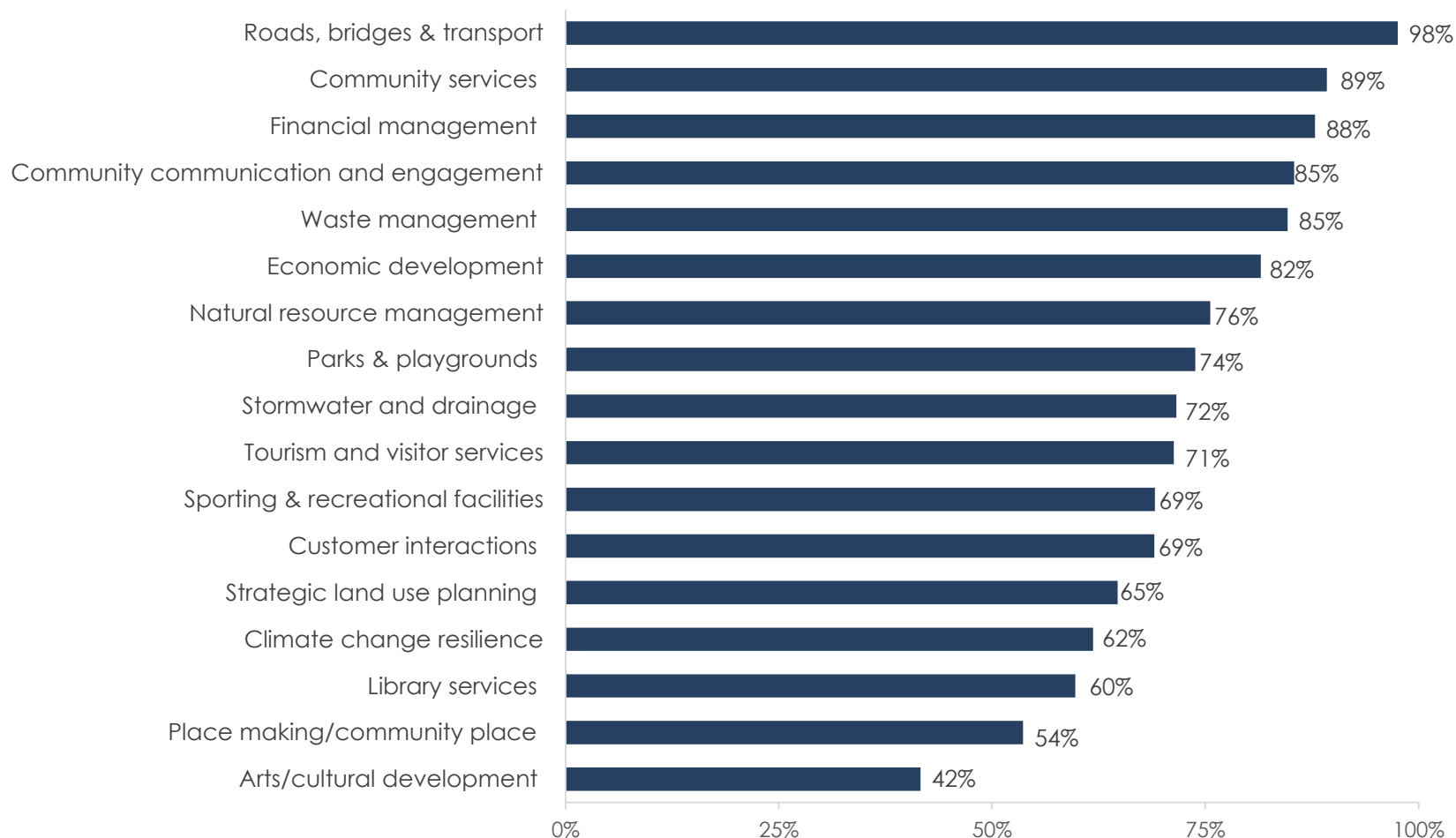


Detailed Results

1. Performance of Council and Summary of Council Services & Facilities
2. Priority Issues
3. Investment Focus
- 4. Investment Priorities**
5. Comparison to Micromex Benchmarks
6. Importance of, and Satisfaction with, Council Services & Facilities

Priority Areas and Council Investment

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

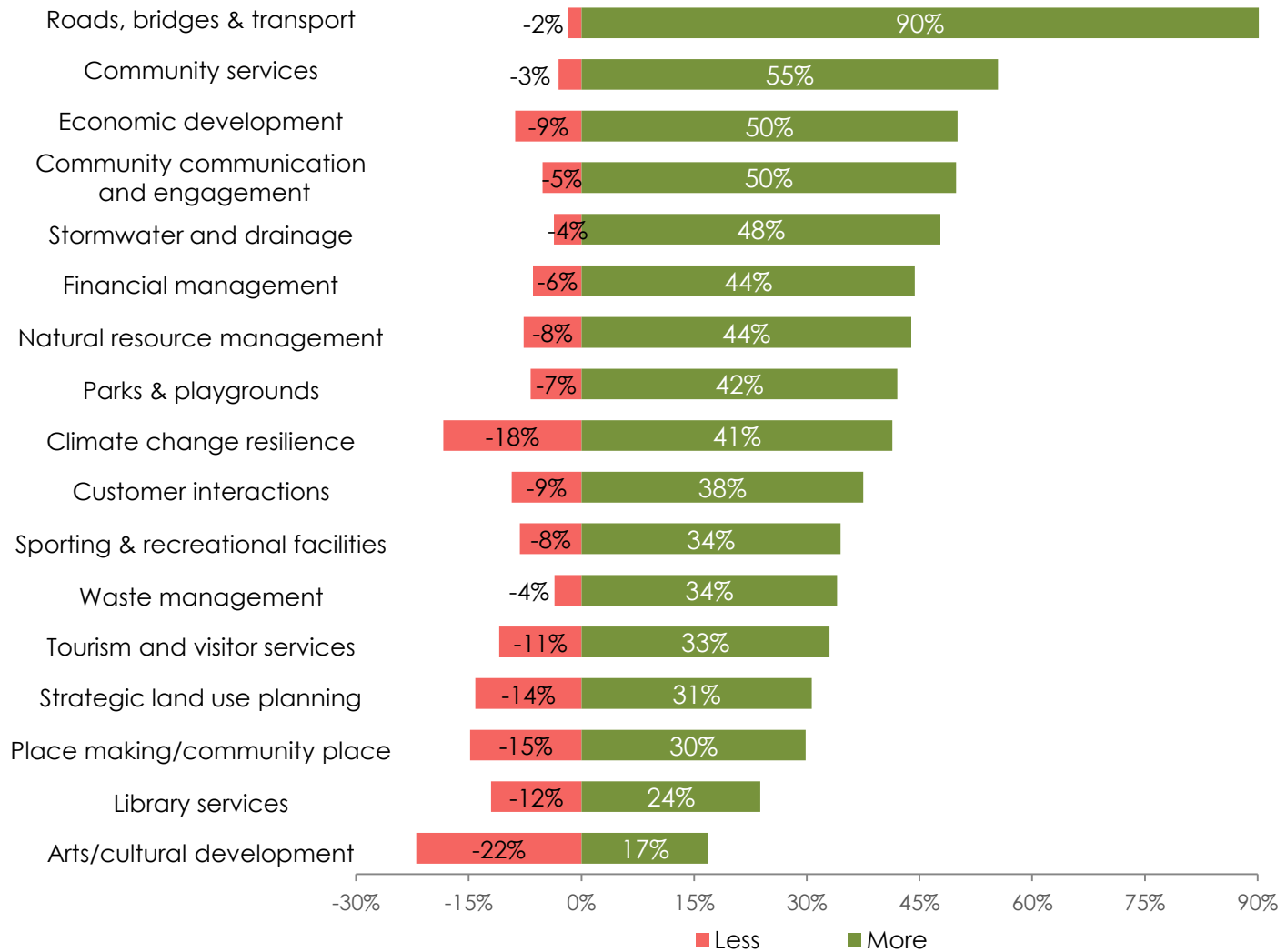


Base: N = 405

Not surprisingly roads, bridges & transport continue to be the highest rated priority issue – At least 8 in 10 residents also indicate that community services, financial management, communication and engagement, Waste management and economic development are also significant majority priorities.

Level of Council Investment

Q7b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be:

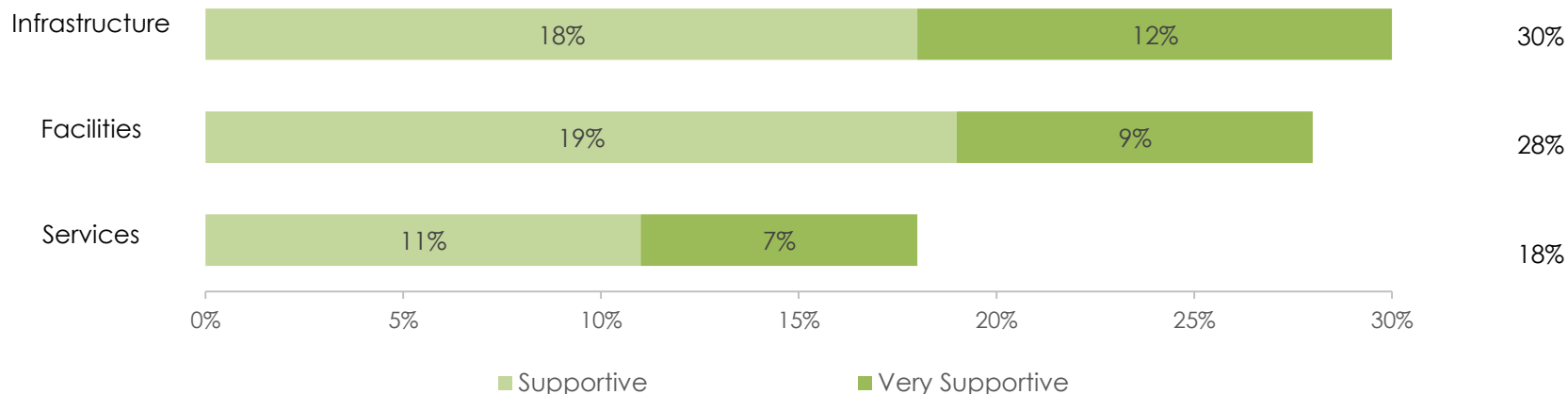


It is still all about roads, but even for the lowest rated for investment, there is no appetite for service reduction

Support for more investment

Q6. Thinking of the quality of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support better:

Top 2 Box
2021



	Not at all supportive	Not very supportive	Somewhat supportive	Supportive	Very supportive	Mean score	2017 Local Government NSW survey
Infrastructure	21%	19%	30%	18%	12%	2.82▼	3.18
Facilities	21%	20%	31%	19%	9%	2.75▼	3.22
Services	30%	17%	35%	11%	7%	2.48▼	3.20

Base: N = 405

▲ ▼ = A significantly higher/lower level of support (compared to the regional benchmark)

While it is clear that residents expect improvement it is evident that many are still not willing to pay to help make those improvements happen.

Support for more investment

Q6. Thinking of the quality of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support better:

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Infrastructure	2.82	2.78	2.87	2.94	2.64	2.77	3.02	2.74	3.11
Facilities	2.75	2.73	2.76	2.96	2.59	2.61	2.92	2.66▼	3.06
Services	2.48	2.42	2.54	2.56	2.26	2.47	2.72▲	2.38▼	2.81

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Infrastructure	2.52▼	2.88	2.90	2.70	2.66	2.91	2.89	2.72	2.76	2.84
Facilities	2.41▼	2.81	2.87	2.51▼	2.77	2.83	2.71	2.73	2.94	2.69
Services	2.18▼	2.53	2.53	2.39	2.43	2.51	2.50	2.42	2.51	2.47

Base: N = 405

▲▼ = A significantly higher/lower level of support (By group)

Limited observable skews.



Detailed Results

1. Performance of Council and Summary of Council Services & Facilities
2. Priority Issues
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- 5. Comparison to Micromex Benchmarks**
6. Importance of, and Satisfaction with, Council Services & Facilities

Importance Compared to the Micromex LGA Benchmark

The table below shows the variance between Cessnock City Council's top 2 box importance scores and the Micromex LGA Regional Benchmark. For 17 of the comparable services/facilities, residents' top 2 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, one service, events and festivals, experienced a variance of $\geq 10\%$.

Service/Facility	Cessnock City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Environmental protection	80%	72%	8%
Community buildings and facilities	75%	68%	7%
Swimming pools	77%	70%	7%
Maintaining unsealed roads	83%	77%	6%
Parking in town centres	89%	83%	6%
Tourism support and visitor services	82%	77%	5%
Library services	66%	71%	-5%
Children services	74%	81%	-7%
Business and industry support	82%	89%	-7%
The provision of footpaths and cycleways	74%	82%	-8%
Managing residential development	73%	82%	-9%
Events and festivals	61%▼	71%	-10%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

Satisfaction Compared to the Micromex LGA Benchmark

The table below shows the variance between Cessnock City Council's top 3 box satisfaction scores and the Micromex LGA Regional Benchmark. For 5 of the comparable services/facilities, residents' top 3 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, 15 services, experienced a variance of ≥10%.

Service/Facility	Cessnock City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Tourism support and visitor services	92%	84%	8%
Children services	77%▼	87%	-10%
Community involvement in Council decision making	60%▼	70%	-10%
Information supplied to residents about Council activities	65%▼	76%	-11%
Regulating traffic flow	55%▼	66%	-11%
Public toilets	59%▼	70%	-11%
Youth facilities and services for youth	64%▼	75%	-11%
Long term planning and vision	59%▼	71%	-12%
Council's response to community needs	53%▼	65%	-12%
The provision of footpaths and cycleways	53%▼	67%	-14%
Community safety	67%▼	82%	-15%
Managing residential development	59%▼	76%	-16%
Maintaining open space and bushland	68%▼	86%	-18%
Maintaining unsealed roads	31%▼	54%	-23%
Litter control/illegal dumping	54%▼	82%	-28%
Maintaining sealed roads	20%▼	58%	-38%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark Please see Appendix A for full list of services/facilities

Importance of, and Satisfaction with, Council Services & Facilities



Detailed Results

1. Performance of Council and Summary of Council Services & Facilities
2. Priority Issues
3. Investment Focus
4. Investment Priorities
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6. Importance of, and Satisfaction with, Council Services & Facilities

Service Areas

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. Each of the 41 facilities/services were grouped into service areas as detailed below:

Governance	Economy	Environmental	Infrastructure
Council's response to community needs	Supporting local jobs	Environmental protection	Maintaining sealed roads
The way Council employees deal with the public	Local shopping strips are vibrant and economically healthy	Heritage conservation	Maintaining unsealed roads
Community involvement in Council decision making	City image, brand and marketing	Maintaining open space and bushland	Converting unsealed roads to sealed roads
Information supplied to residents about Council activities	Business and industry support	Managing residential development	Regulating traffic flow
Financial management	Tourism support and visitor services	Waste collection and disposal	Parking in town centres
Long term planning and vision		Litter control/illegal dumping	Stormwater drainage
		Recycling and waste reduction	Roadside drainage
Community			
Youth facilities and services for youth		Library services	
Children services		Public toilets	
Aged facilities and services		Performing Arts Centre	
Facilities and services for the disabled		Sporting fields	The provision of footpaths and cycleways
Events and festivals		Parks and recreation areas	
Community safety	Support for community groups/volunteers		Maintenance of footpaths and cycleways
Community buildings and facilities		Swimming pools	

An Explanation

The following pages detail the Regression findings for each service area, rank services/facilities within each service area and identify the stated importance and satisfaction ratings by key demographics.

Importance

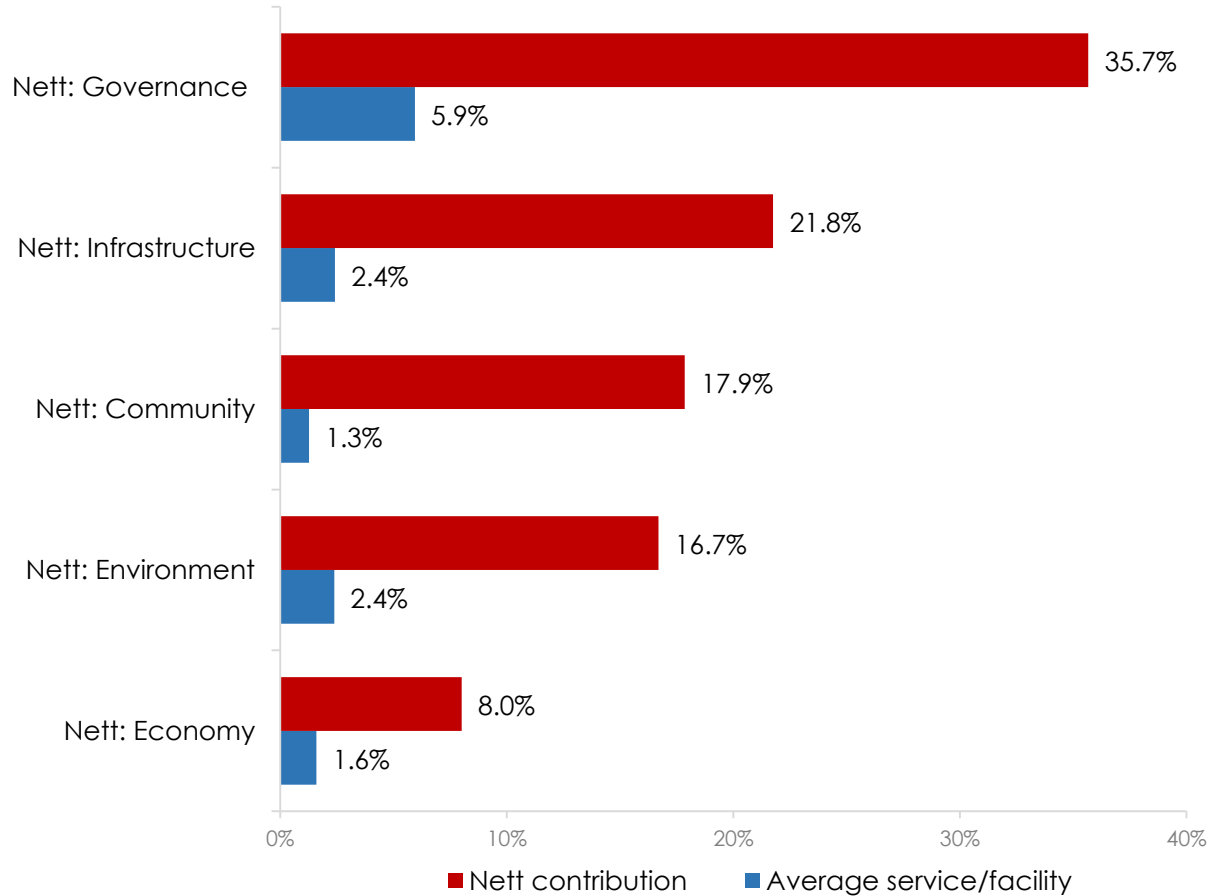
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

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.

Contribution to Overall Satisfaction with Council's Performance

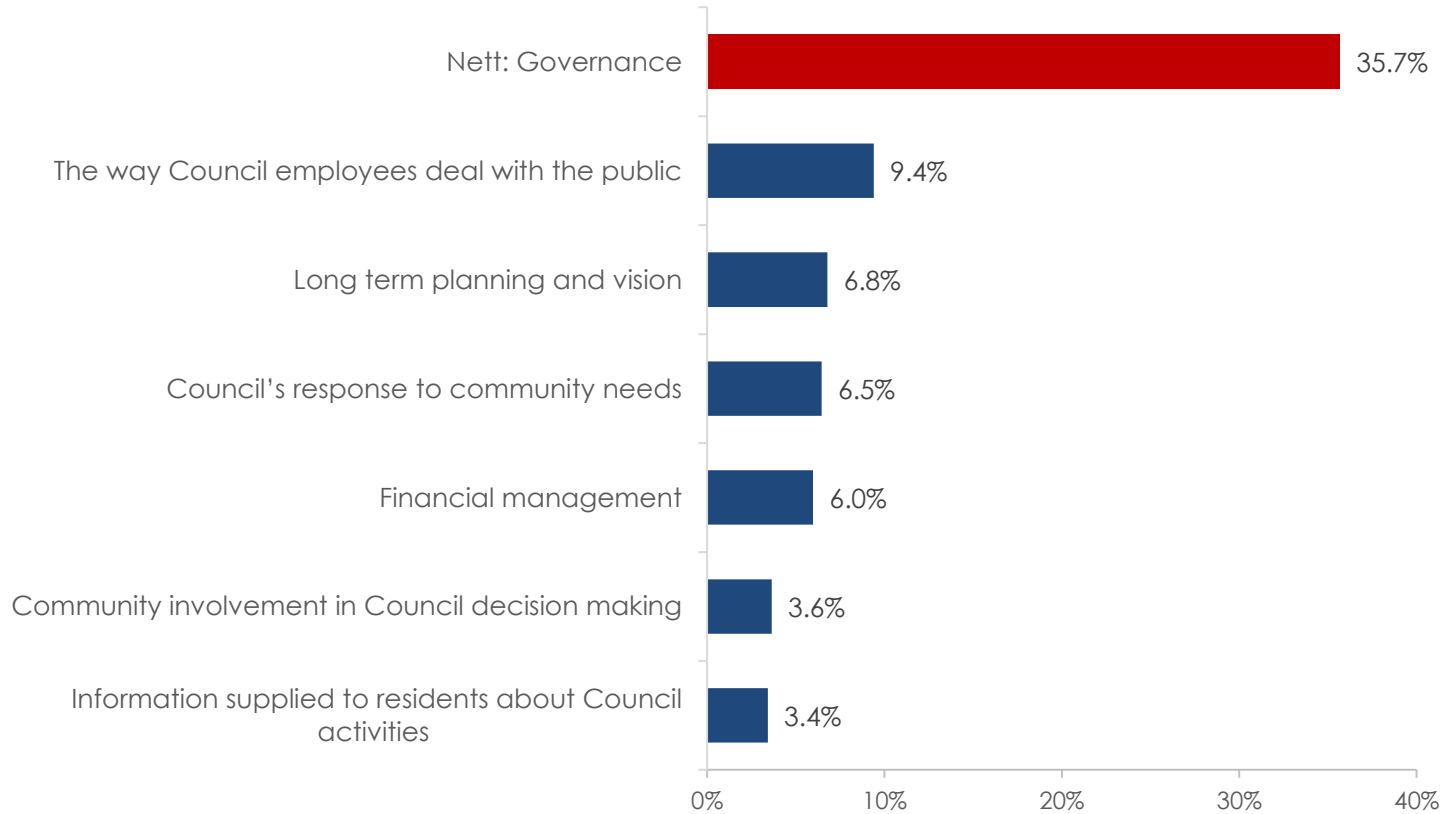
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Governance' (35.7%) is the key contributor toward overall satisfaction with Council's performance.



Service Area 1: Governance

Advanced Regression Analysis

Contributes to Over 35% of Overall Satisfaction with Council



Service Area 1: Governance

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Long term planning and vision	88%	59%
The way Council employees deal with the public	87%	68%
Financial management	87%	67%
Council's response to community needs	86%	53%
Information supplied to residents about Council activities	85%	65%
Community involvement in Council decision making	84%	60%

Within the 'Governance' service area, in terms of importance, 'long term planning and vision' is considered to be most important, whilst the satisfaction was lowest for 'councils response to community needs'.

Service Area 1: Governance

Importance Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non- ratepayer
Council's response to community needs	4.45	4.35	4.54	4.54	4.38	4.42	4.42	4.48	4.35
The way Council employees deal with the public	4.47	4.37	4.56	4.49	4.38	4.48	4.52	4.47	4.44
Community involvement in Council decision making	4.43	4.40	4.46	4.49	4.43	4.38	4.42	4.40	4.53
Information supplied to residents about Council activities	4.37	4.30	4.44	4.59	4.16	4.34	4.37	4.33	4.50
Financial management	4.48	4.39	4.57	4.39	4.37	4.56	4.65	4.49	4.45
Long term planning and vision	4.55	4.51	4.58	4.54	4.47	4.57	4.64	4.54	4.56

Scale: 1 = not at all important, 5 = very important
Significantly **higher**/**lower** level of importance (by group)



Service Area 1: Governance

Importance Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Council's response to community needs	4.33	4.47	4.44	4.40	4.47	4.56	4.34	4.52	4.37	4.47
The way Council employees deal with the public	4.43	4.47	4.40	4.56	4.51	4.47	4.47	4.45	4.41	4.48
Community involvement in Council decision making	4.33	4.44	4.38	4.49	4.43	4.47	4.35	4.47	4.44	4.42
Information supplied to residents about Council activities	4.48	4.35	4.36	4.37	4.23	4.47	4.34	4.33	4.40	4.36
Financial management	4.39	4.50	4.45	4.44	4.49	4.66	4.51	4.41	4.38	4.51
Long term planning and vision	4.34	4.58	4.50	4.57	4.51	4.68	4.55	4.51	4.45	4.57

Scale: 1 = not at all important, 5 = very important
 Significantly **higher**/**lower** level of importance (by group)



Service Area 1: Governance

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Council's response to community needs	1%	4%	8%	21%	65%	405
The way Council employees deal with the public	1%	3%	9%	22%	65%	405
Community involvement in Council decision making	2%	2%	11%	21%	63%	405
Information supplied to residents about Council activities	2%	4%	9%	27%	58%	405
Financial management	2%	3%	8%	19%	68%	405
Long term planning and vision	1%	3%	8%	15%	73%	405



Service Area 1: Governance

Satisfaction Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Council's response to community needs	2.57	2.63	2.52	2.39	2.48	2.56	3.15	2.53	2.71
The way Council employees deal with the public	3.09	3.03	3.16	2.66	2.82	3.36	3.75	3.23	2.60
Community involvement in Council decision making	2.71	2.57	2.85	2.41	2.66	2.76	3.25	2.76	2.54
Information supplied to residents about Council activities	2.96	2.80	3.10	2.76	2.87	3.05	3.30	2.96	2.93
Financial management	2.90	2.86	2.93	2.88	2.79	2.79	3.35	2.91	2.84
Long term planning and vision	2.75	2.59	2.89	2.72	2.74	2.59	3.16	2.76	2.71

Scale: 1 = not at all satisfied, 5 = very satisfied
 Significantly higher/lower level of satisfaction (by group)



Service Area 1: Governance

Satisfaction Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Council's response to community needs	2.74	2.54	2.58	2.53	2.71	2.52	2.76	2.38	2.61	2.56
The way Council employees deal with the public	3.48	3.02	2.98	3.20	3.17	3.18	3.33	2.91	3.01	3.12
Community involvement in Council decision making	2.95	2.67	2.58	2.80	3.27	2.60	3.00	2.46	2.71	2.71
Information supplied to residents about Council activities	3.14	2.92	2.81	3.03	3.28	3.07	3.12	2.79	2.94	2.96
Financial management	2.80	2.91	2.81	3.01	3.30	2.70	3.06	2.70	2.96	2.88
Long term planning and vision	2.85	2.73	2.72	2.76	3.13	2.56	2.89	2.59	2.93	2.69

Scale: 1 = not at all satisfied, 5 = very satisfied
 Significantly higher/lower level of satisfaction (by group)



Service Area 1: Governance

Detailed Overall Response for Satisfaction

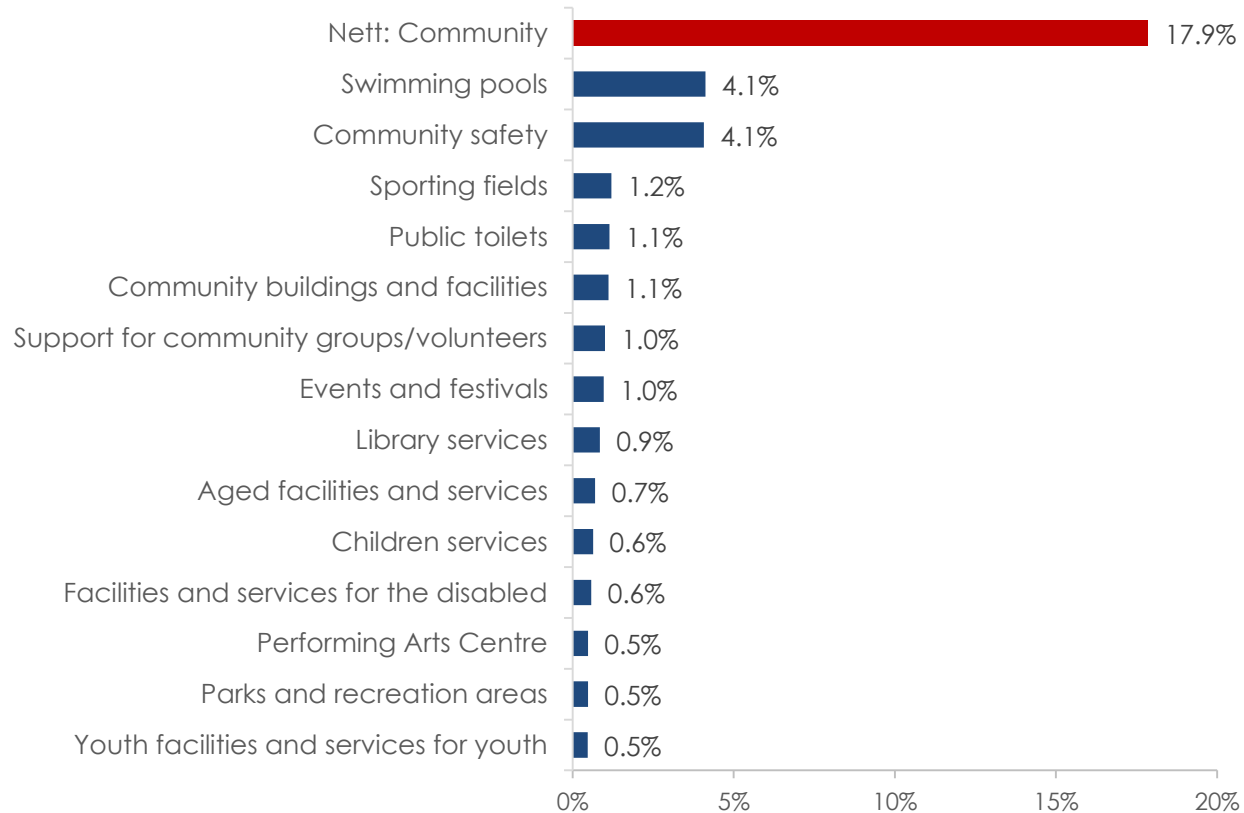
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Council's response to community needs	20%	28%	34%	13%	6%	349
The way Council employees deal with the public	17%	15%	27%	24%	17%	345
Community involvement in Council decision making	20%	21%	35%	18%	7%	330
Information supplied to residents about Council activities	17%	18%	29%	26%	10%	345
Financial management	18%	16%	36%	21%	10%	341
Long term planning and vision	18%	22%	32%	21%	6%	345



Service Area 2: Community

Advanced Regression Analysis

Contributes to Over 17% of Overall Satisfaction with Council



Service Area 2: Community

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Community safety	92%	67%
Parks and recreation areas	87%	85%
Public toilets	80%	59%
Aged facilities and services	80%	82%
Sporting fields	78%	92%
Facilities and services for the disabled	79%	71%
Youth facilities and services for youth	78%	64%
Swimming pools	77%	78%
Support for community groups/volunteers	77%	84%
Community buildings and facilities	75%	82%
Children services	74%	77%
Library services	66%	98%
Events and festivals	61%	84%
Performing Arts Centre	58%	96%

Within the 'Community' service area, in terms of importance, 'community safety' is considered to be the most important, whilst the 'Performing Arts Centre' is the facility of least relative importance.

Service Area 2: Community

Importance Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Youth facilities and services for youth	4.22	4.08	4.35	4.22	4.26	4.15	4.26	4.22	4.18
Children services	4.23	4.09	4.36	4.35	4.31	4.06	4.22	4.19	4.36
Aged facilities and services	4.29	4.16	4.41	4.12	4.08	4.39	4.74	4.29	4.27
Facilities and services for the disabled	4.30	4.17	4.42	4.34	4.01	4.35	4.58	4.28	4.36
Events and festivals	3.76	3.66	3.86	3.73	3.68	3.83	3.83	3.77	3.73
Community safety	4.62	4.51	4.73	4.68	4.69	4.48	4.73	4.62	4.64
Community buildings and facilities	4.12	4.02	4.21	4.10	4.12	4.05	4.27	4.11	4.12
Library services	3.93	3.83	4.02	3.71	3.81	3.99	4.42	3.95	3.84
Public toilets	4.28	4.22	4.35	4.22	4.16	4.33	4.52	4.29	4.26
Performing Arts Centre	3.65	3.50	3.80	3.44	3.59	3.67	4.17	3.68	3.58
Sporting fields	4.14	4.14	4.15	3.96	4.29	4.05	4.45	4.20	3.95
Parks and recreation areas	4.43	4.34	4.52	4.37	4.51	4.35	4.62	4.46	4.34
Support for community groups/volunteers	4.17	4.05	4.29	3.94	4.09	4.28	4.54	4.22	4.00
Swimming pools	4.15	4.16	4.14	4.05	3.97	4.25	4.42	4.16	4.10

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 2: Community

Importance Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Youth facilities and services for youth	4.32	4.20	4.24	4.20	4.30	4.12	4.18	4.24	4.08	4.26
Children services	4.20	4.23	4.30	4.27	4.08	3.95	4.00	4.43	4.04	4.28
Aged facilities and services	4.51	4.24	4.29	4.35	4.13	4.22	4.38	4.19	3.93	4.39
Facilities and services for the disabled	4.60	4.24	4.32	4.40	4.01	4.17	4.33	4.28	4.15	4.34
Events and festivals	4.05	3.71	3.83	3.69	3.56	3.81	3.73	3.79	3.60	3.81
Community safety	4.58	4.63	4.73	4.59	4.41	4.45	4.54	4.68	4.54	4.65
Community buildings and facilities	4.16	4.11	4.16	4.04	4.26	4.02	4.12	4.12	4.06	4.13
Library services	4.06	3.90	3.97	3.89	3.73	3.98	4.01	3.82	3.88	3.94
Public toilets	4.52	4.24	4.30	4.25	4.17	4.37	4.26	4.26	4.15	4.32
Performing Arts Centre	3.57	3.67	3.71	3.54	3.45	3.82	3.71	3.56	3.46	3.71
Sporting fields	3.92	4.18	4.11	4.22	4.11	4.09	3.99	4.25	4.00	4.18
Parks and recreation areas	4.35	4.45	4.49	4.44	4.20	4.36	4.30	4.56	4.33	4.46
Support for community groups/volunteers	4.29	4.15	4.13	4.06	4.42	4.38	4.18	4.15	4.05	4.21
Swimming pools	4.36	4.11	4.26	4.03	4.24	3.94	4.12	4.12	4.07	4.17

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)

Service Area 2: Community

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Youth facilities and services for youth	3%	4%	15%	24%	54%	405
Children services	3%	5%	18%	15%	59%	405
Aged facilities and services	3%	4%	13%	21%	59%	405
Facilities and services for the disabled	4%	4%	14%	16%	63%	405
Events and festivals	3%	11%	26%	28%	33%	405
Community safety	1%	1%	6%	19%	73%	405
Community buildings and facilities	1%	5%	19%	31%	44%	405
Library services	5%	7%	22%	23%	43%	405
Public toilets	3%	2%	15%	24%	56%	405
Performing Arts Centre	6%	10%	27%	29%	29%	405
Sporting fields	5%	4%	12%	29%	49%	405
Parks and recreation areas	1%	2%	11%	28%	59%	405
Support for community groups/volunteers	2%	2%	19%	30%	47%	405
Swimming pools	3%	7%	13%	25%	52%	405



Service Area 2: Community

Satisfaction Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Youth facilities and services for youth	2.83	2.97	2.71	2.76	2.76	2.74	3.33	2.82	2.88
Children services	3.18	3.27	3.10	3.20	2.94	3.20	3.54	3.16	3.25
Aged facilities and services	3.32	3.32	3.32	3.39	3.35	3.21	3.39	3.28	3.46
Facilities and services for the disabled	3.02	3.01	3.04	3.07	2.91	2.96	3.24	2.99	3.14
Events and festivals	3.51	3.57	3.45	3.37	3.38	3.57	3.85	3.54	3.42
Community safety	2.98	2.96	3.01	2.90	2.72	3.05	3.49	2.96	3.07
Community buildings and facilities	3.34	3.31	3.36	3.40	3.31	3.20	3.56	3.27	3.58
Library services	4.12	3.93	4.29	3.90	4.13	4.19	4.26	4.10	4.18
Public toilets	2.76	2.83	2.69	2.78	2.51	2.82	2.96	2.75	2.79
Performing Arts Centre	3.98	3.89	4.06	3.84	3.96	4.06	4.08	4.04	3.77
Sporting fields	3.83	3.78	3.89	3.88	3.67	3.87	3.98	3.81	3.94
Parks and recreation areas	3.61	3.50	3.70	3.51	3.68	3.61	3.63	3.58	3.69
Support for community groups/volunteers	3.40	3.31	3.47	3.33	3.20	3.45	3.69	3.42	3.34
Swimming pools	3.44	3.50	3.38	3.49	3.12	3.52	3.69	3.45	3.41

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

Significantly higher/lower level of satisfaction (by group)

Service Area 2: Community

Satisfaction Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Youth facilities and services for youth	3.06	2.78	2.73	2.96	3.25	2.59	2.87	2.79	3.01	2.78
Children services	3.25	3.17	3.09	3.27	3.47	3.09	3.27	3.11	3.19	3.18
Aged facilities and services	3.42	3.30	3.37	3.24	3.43	3.25	3.29	3.36	3.29	3.33
Facilities and services for the disabled	3.11	3.01	2.95	3.13	3.46	2.78	3.09	2.96	3.10	3.00
Events and festivals	3.43	3.53	3.43	3.80	3.47	3.24	3.54	3.47	3.39	3.54
Community safety	3.12	2.96	2.91	3.05	3.09	3.07	3.20	2.74	2.87	3.02
Community buildings and facilities	3.40	3.32	3.26	3.34	3.87	3.21	3.31	3.37	3.38	3.32
Library services	3.97	4.15	4.13	4.16	3.63	4.28	4.15	4.06	3.83	4.21
Public toilets	2.80	2.75	2.66	2.94	3.02	2.56	2.81	2.69	2.78	2.75
Performing Arts Centre	3.89	4.00	3.89	4.02	4.07	4.17	4.04	3.90	3.77	4.04
Sporting fields	3.72	3.85	3.93	3.58	4.19	3.84	3.94	3.69	3.68	3.88
Parks and recreation areas	3.70	3.59	3.77	3.41	3.81	3.33	3.66	3.50	3.56	3.62
Support for community groups/volunteers	3.49	3.38	3.35	3.60	3.61	3.03	3.54	3.28	3.49	3.37
Swimming pools	3.35	3.46	3.19	3.77	3.68	3.53	3.53	3.34	3.09	3.54

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

Significantly higher/lower level of satisfaction (by group)

Service Area 2: Community

Detailed Overall Response for Satisfaction

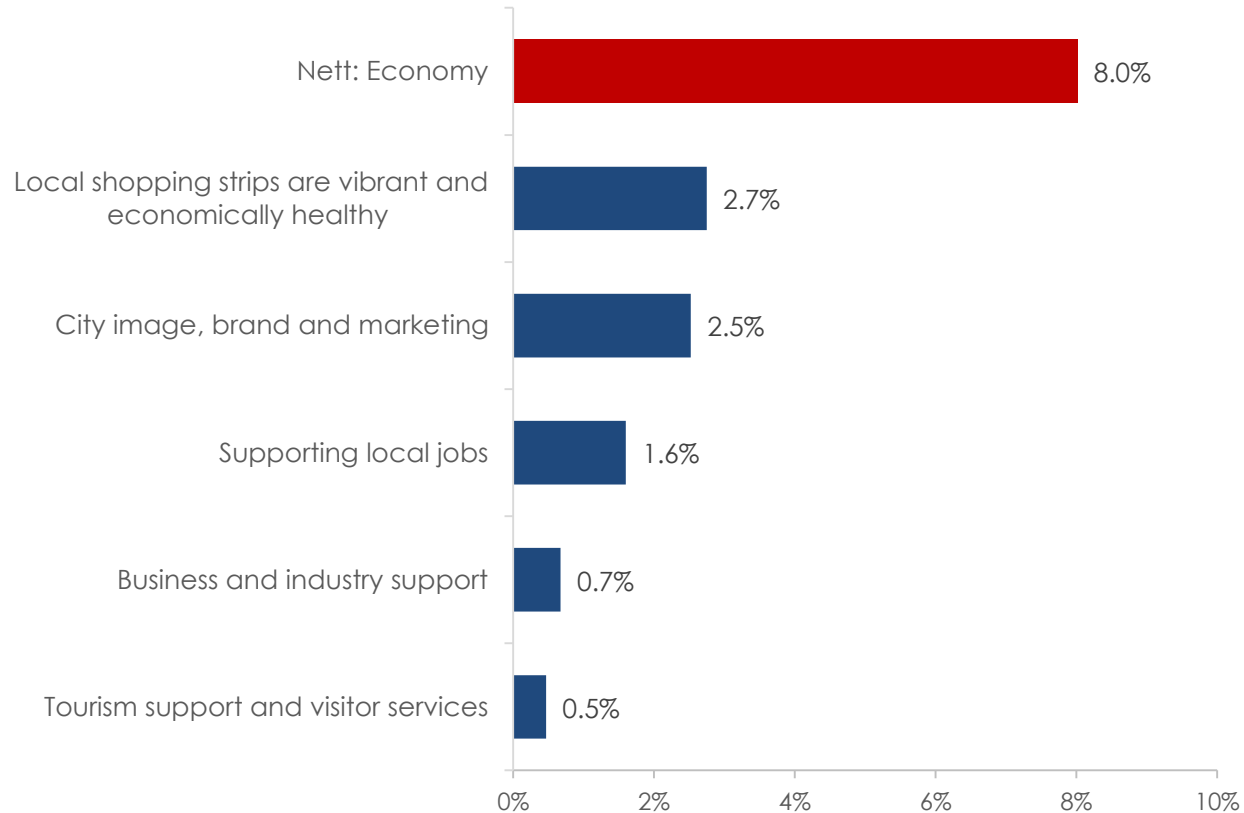
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Youth facilities and services for youth	15%	22%	39%	15%	10%	302
Children services	6%	17%	41%	25%	11%	282
Aged facilities and services	3%	15%	41%	30%	11%	305
Facilities and services for the disabled	6%	23%	45%	16%	10%	301
Events and festivals	2%	13%	34%	33%	17%	244
Community safety	11%	22%	33%	26%	8%	370
Community buildings and facilities	5%	13%	37%	33%	12%	298
Library services	2%	1%	22%	35%	41%	267
Public toilets	15%	27%	34%	18%	7%	319
Performing Arts Centre	2%	2%	21%	44%	31%	231
Sporting fields	2%	6%	24%	42%	26%	316
Parks and recreation areas	4%	11%	29%	33%	23%	352
Support for community groups/volunteers	2%	14%	38%	34%	12%	303
Swimming pools	8%	14%	23%	34%	21%	310



Service Area 3: Economy

Advanced Regression Analysis

Contributes to 8% of Overall Satisfaction with Council



Service Area 3: Economy

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Supporting local jobs	90%	73%
Local shopping strips are vibrant and economically healthy	83%	64%
Business and industry support	82%	77%
Tourism support and visitor services	82%	92%
City image, brand and marketing	63%	67%

Within the 'Economy' service area, in terms of importance, 'supporting local jobs' is considered to be the most important, whilst 'city image brand and marketing' is the facility of least relative importance.

Service Area 3: Economy

Importance Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Supporting local jobs	4.60	4.53	4.66	4.81	4.42	4.53	4.64	4.60	4.59
Local shopping strips are vibrant and economically healthy	4.37	4.26	4.47	4.40	4.11	4.40	4.64	4.35	4.41
City image, brand and marketing	3.82	3.74	3.89	3.79	3.67	3.83	4.11	3.82	3.81
Business and industry support	4.30	4.22	4.37	4.43	4.16	4.21	4.45	4.31	4.25
Tourism support and visitor services	4.24	4.15	4.32	4.05	4.31	4.20	4.57	4.28	4.09

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 3: Economy

Importance Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Supporting local jobs	4.47	4.62	4.60	4.63	4.53	4.57	4.57	4.59	4.53	4.61
Local shopping strips are vibrant and economically healthy	4.56	4.33	4.43	4.24	4.19	4.53	4.41	4.28	4.25	4.40
City image, brand and marketing	3.94	3.79	3.93	3.71	3.63	3.76	3.92	3.67	3.68	3.86
Business and industry support	4.28	4.30	4.35	4.29	4.20	4.20	4.23	4.32	4.28	4.30
Tourism support and visitor services	4.21	4.24	4.36	4.11	4.28	4.07	4.29	4.19	4.28	4.22

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 3: Economy

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Supporting local jobs	2%	2%	6%	14%	76%	405
Local shopping strips are vibrant and economically healthy	3%	1%	13%	23%	60%	405
City image, brand and marketing	3%	10%	24%	28%	35%	405
Business and industry support	2%	4%	12%	27%	55%	405
Tourism support and visitor services	1%	4%	13%	33%	49%	405



Service Area 3: Economy

Satisfaction Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Supporting local jobs	2.99	2.93	3.05	2.70	3.04	3.09	3.35	3.03	2.85
Local shopping strips are vibrant and economically healthy	2.94	2.89	2.98	2.95	2.91	2.76	3.30	2.86	3.19
City image, brand and marketing	2.98	2.96	2.99	2.88	2.75	2.92	3.57	2.92	3.18
Business and industry support	3.03	2.85	3.21	2.91	2.99	2.99	3.42	2.98	3.22
Tourism support and visitor services	3.70	3.63	3.76	3.74	3.68	3.60	3.84	3.70	3.68

Scale: 1 = not at all satisfied, 5 = very satisfied
 Significantly higher/lower level of satisfaction (by group)



Service Area 3: Economy

Satisfaction Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Supporting local jobs	2.99	2.99	2.96	3.08	3.45	2.57	3.05	2.94	3.07	2.97
Local shopping strips are vibrant and economically healthy	3.06	2.91	2.85	3.16	3.32	2.56	3.05	2.80	3.01	2.91
City image, brand and marketing	3.24	2.92	2.99	3.18	3.00	2.48	3.02	2.85	2.59	3.08
Business and industry support	3.13	3.02	2.94	3.19	3.38	2.76	3.08	3.02	2.94	3.06
Tourism support and visitor services	3.66	3.70	3.77	3.64	3.67	3.53	3.66	3.71	3.63	3.72

Scale: 1 = not at all satisfied, 5 = very satisfied
 Significantly higher/lower level of satisfaction (by group)



Service Area 3: Economy

Detailed Overall Response for Satisfaction

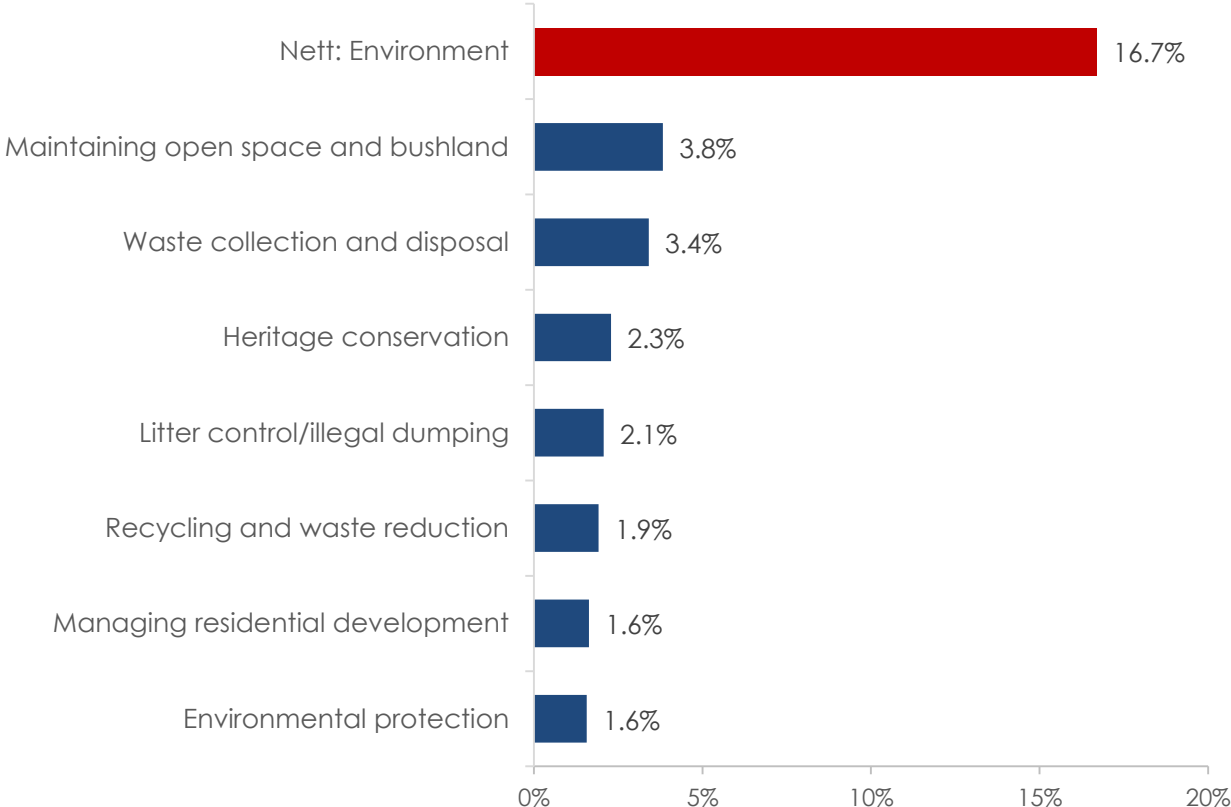
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Supporting local jobs	12%	15%	43%	20%	10%	353
Local shopping strips are vibrant and economically healthy	11%	25%	35%	19%	10%	335
City image, brand and marketing	12%	22%	31%	28%	8%	254
Business and industry support	7%	17%	49%	20%	8%	315
Tourism support and visitor services	3%	6%	29%	44%	19%	327



Service Area 4: Environment

Advanced Regression Analysis

Contributes to Over 16% of Overall Satisfaction with Council



Service Area 4: Environment

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Litter control/illegal dumping	90%	54%
Waste collection and disposal	90%	81%
Recycling and waste reduction	88%	85%
Maintaining open space and bushland	83%	68%
Environmental protection	80%	73%
Managing residential development	73%	59%
Heritage conservation	71%	80%

Within the 'Environment' service area, in terms of importance, 'waste collection and disposal' and 'litter control/illegal dumping' are considered to be the most important, and satisfaction was lowest for litter control/illegal dumping.

Service Area 4: Environment

Importance Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Environmental protection	4.33	4.22	4.43	4.25	4.24	4.43	4.42	4.31	4.38
Heritage conservation	3.96	3.77	4.14	3.91	3.64	4.13	4.21	3.91	4.14
Maintaining open space and bushland	4.38	4.32	4.43	4.30	4.17	4.48	4.63	4.44	4.16
Managing residential development	4.14	4.17	4.12	3.90	3.97	4.38	4.40	4.20	3.95
Waste collection and disposal	4.61	4.54	4.69	4.54	4.75	4.47	4.86	4.60	4.68
Litter control/illegal dumping	4.61	4.54	4.67	4.55	4.67	4.52	4.80	4.61	4.59
Recycling and waste reduction	4.49	4.33	4.65	4.35	4.54	4.45	4.79	4.52	4.41

Scale: 1 = not at all important, 5 = very important
 Significantly higher/lower level of importance (by group)



Service Area 4: Environment

Importance Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Environmental protection	4.23	4.35	4.24	4.36	4.42	4.53	4.35	4.28	4.29	4.34
Heritage conservation	4.00	3.95	3.92	3.96	3.96	4.09	3.97	3.87	3.83	4.00
Maintaining open space and bushland	4.36	4.38	4.33	4.36	4.63	4.42	4.43	4.32	4.33	4.39
Managing residential development	4.26	4.12	4.13	4.04	4.47	4.22	4.27	4.00	4.00	4.19
Waste collection and disposal	4.55	4.63	4.65	4.61	4.42	4.65	4.66	4.56	4.55	4.63
Litter control/illegal dumping	4.44	4.64	4.59	4.62	4.67	4.61	4.59	4.60	4.53	4.63
Recycling and waste reduction	4.51	4.49	4.58	4.42	4.42	4.39	4.44	4.50	4.43	4.51

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)



Service Area 4: Environment

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Environmental protection	1%	5%	14%	20%	60%	405
Heritage conservation	5%	5%	20%	31%	40%	405
Maintaining open space and bushland	1%	3%	13%	24%	59%	405
Managing residential development	2%	4%	20%	24%	49%	405
Waste collection and disposal	1%	1%	8%	15%	75%	405
Litter control/illegal dumping	0%	1%	8%	19%	71%	405
Recycling and waste reduction	2%	2%	9%	21%	67%	405



Service Area 4: Environment

Satisfaction Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Environmental protection	3.10	3.12	3.09	3.17	2.87	3.06	3.45	3.08	3.19
Heritage conservation	3.26	3.22	3.30	3.52	3.01	3.12	3.42	3.18	3.49
Maintaining open space and bushland	3.01	2.97	3.05	2.88	2.87	3.08	3.26	3.00	3.05
Managing residential development	2.83	2.78	2.88	2.73	2.74	2.82	3.11	2.79	2.99
Waste collection and disposal	3.69	3.74	3.64	3.42	3.50	3.89	4.10	3.75	3.48
Litter control/illegal dumping	2.77	2.66	2.88	2.56	2.60	2.92	3.16	2.77	2.80
Recycling and waste reduction	3.67	3.70	3.64	3.44	3.69	3.68	4.01	3.73	3.47

Scale: 1 = not at all satisfied, 5 = very satisfied
 Significantly higher/lower level of satisfaction (by group)



Service Area 4: Environment

Satisfaction Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Environmental protection	3.32	3.07	3.19	3.16	3.01	2.78	3.27	2.98	3.10	3.10
Heritage conservation	3.45	3.23	3.27	3.37	3.61	2.83	3.40	3.14	3.34	3.24
Maintaining open space and bushland	3.20	2.97	2.99	3.07	2.92	3.01	3.16	2.88	3.01	3.01
Managing residential development	3.02	2.79	2.75	2.97	2.93	2.75	2.90	2.68	2.78	2.84
Waste collection and disposal	3.65	3.70	3.67	3.86	3.85	3.26	3.76	3.60	3.30	3.80
Litter control/illegal dumping	2.69	2.79	2.63	2.97	2.98	2.76	3.02	2.49	2.60	2.82
Recycling and waste reduction	3.53	3.70	3.58	3.87	3.98	3.39	3.72	3.61	3.48	3.73

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

Significantly higher/lower level of satisfaction (by group)



Service Area 4: Environment

Detailed Overall Response for Satisfaction

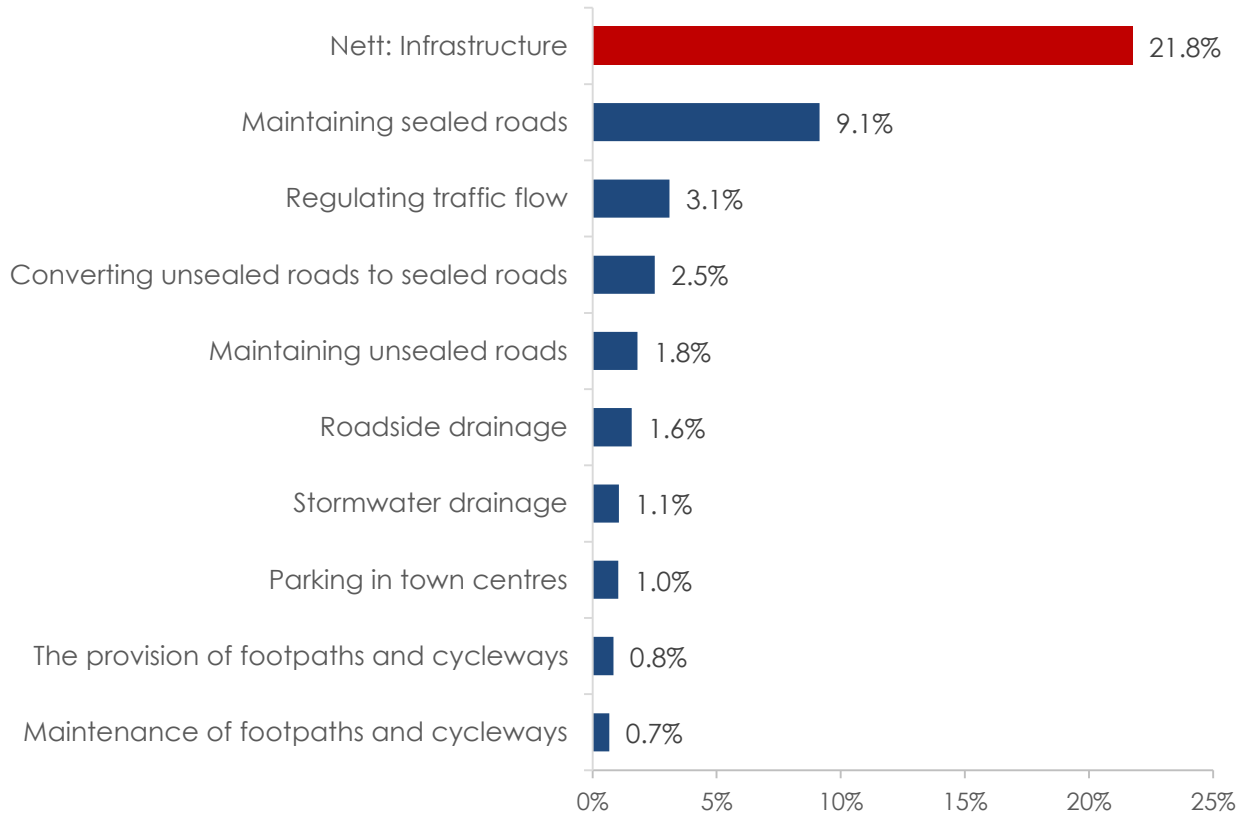
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Environmental protection	6%	20%	40%	22%	11%	317
Heritage conservation	6%	14%	39%	29%	12%	275
Maintaining open space and bushland	11%	21%	34%	24%	10%	336
Managing residential development	14%	26%	31%	20%	8%	297
Waste collection and disposal	9%	11%	17%	31%	33%	364
Litter control/illegal dumping	17%	29%	26%	18%	10%	366
Recycling and waste reduction	4%	11%	27%	29%	29%	353



Service Area 5: Infrastructure

Advanced Regression Analysis

Contributes to Over 21% of Overall Satisfaction with Council



Service Area 5: Infrastructure

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Maintaining sealed roads	96%	20%
Parking in town centres	89%	62%
Regulating traffic flow	85%	55%
Maintaining unsealed roads	83%	31%
Maintenance of footpaths and cycleways	81%	58%
Stormwater drainage	80%	70%
Roadside drainage	78%	61%
The provision of footpaths and cycleways	74%	53%
Converting unsealed roads to sealed roads	69%	30%

Within the 'Infrastructure' service area, in terms of importance, 'maintaining sealed roads' is considered to be the most important, and was also the service area with the lowest level of satisfaction.

Service Area 5: Infrastructure

Importance Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Maintaining sealed roads	4.80	4.78	4.82	4.81	4.77	4.76	4.88	4.78	4.86
Maintaining unsealed roads	4.39	4.29	4.48	4.58	4.21	4.33	4.46	4.39	4.36
Converting unsealed roads to sealed roads	4.01	3.96	4.06	4.07	3.76	3.99	4.40	4.00	4.05
Regulating traffic flow	4.38	4.26	4.50	4.47	4.37	4.22	4.59	4.35	4.50
Stormwater drainage	4.24	4.23	4.26	4.22	4.05	4.26	4.59	4.25	4.23
Roadside drainage	4.25	4.11	4.39	4.16	4.12	4.29	4.60	4.22	4.36
The provision of footpaths and cycleways	4.16	4.00	4.32	4.01	4.13	4.16	4.54	4.23	3.94
Maintenance of footpaths and cycleways	4.30	4.24	4.35	4.26	4.20	4.31	4.51	4.31	4.26
Parking in town centres	4.46	4.35	4.57	4.48	4.39	4.44	4.60	4.49	4.38

Scale: 1 = not at all important, 5 = very important
 Significantly **higher/lower** level of importance (by group)



Service Area 5: Infrastructure

Importance Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Maintaining sealed roads	4.83	4.79	4.87	4.76	4.77	4.62	4.87	4.73	4.78	4.80
Maintaining unsealed roads	4.38	4.39	4.43	4.33	4.16	4.51	4.38	4.44	4.41	4.38
Converting unsealed roads to sealed roads	4.14	3.99	4.08	3.95	3.83	4.02	4.04	4.03	4.03	4.01
Regulating traffic flow	4.48	4.36	4.48	4.47	4.23	3.96	4.33	4.40	4.23	4.43
Stormwater drainage	4.36	4.22	4.29	4.28	4.23	4.00	4.36	4.18	4.21	4.25
Roadside drainage	4.33	4.24	4.32	4.32	4.05	3.99	4.40	4.14	4.19	4.27
The provision of footpaths and cycleways	4.15	4.17	4.17	4.18	4.45	3.94	4.14	4.14	4.13	4.17
Maintenance of footpaths and cycleways	4.33	4.29	4.44	4.14	4.18	4.23	4.25	4.29	4.22	4.32
Parking in town centres	4.59	4.44	4.56	4.49	4.19	4.25	4.45	4.47	4.43	4.47

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)

Service Area 5: Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining sealed roads	1%	0%	3%	10%	86%	405
Maintaining unsealed roads	3%	2%	12%	20%	63%	405
Converting unsealed roads to sealed roads	3%	6%	23%	26%	43%	405
Regulating traffic flow	1%	2%	13%	28%	57%	405
Stormwater drainage	2%	4%	14%	26%	54%	405
Roadside drainage	2%	2%	17%	23%	55%	405
The provision of footpaths and cycleways	2%	6%	18%	23%	51%	405
Maintenance of footpaths and cycleways	1%	3%	14%	27%	54%	405
Parking in town centres	2%	2%	8%	27%	62%	405



Service Area 5: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Overall 2021	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Maintaining sealed roads	1.84	1.93	1.76	1.74	1.57	1.87	2.44	1.83	1.87
Maintaining unsealed roads	1.99	2.12	1.88	1.84	1.87	2.01	2.46	1.95	2.13
Converting unsealed roads to sealed roads	1.99	2.01	1.97	1.61	1.86	2.09	2.60	2.04	1.83
Regulating traffic flow	2.66	2.57	2.75	2.70	2.29	2.69	3.13	2.69	2.57
Stormwater drainage	3.06	3.17	2.95	3.32	2.85	2.86	3.28	2.95	3.45
Roadside drainage	2.78	2.76	2.80	2.98	2.69	2.57	3.00	2.67	3.15
The provision of footpaths and cycleways	2.61	2.67	2.56	2.75	2.42	2.49	2.94	2.55	2.87
Maintenance of footpaths and cycleways	2.75	2.80	2.70	3.00	2.60	2.58	2.89	2.71	2.88
Parking in town centres	2.81	2.79	2.83	2.67	2.69	2.94	2.98	2.79	2.87

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

Significantly higher/lower level of satisfaction (by group)



Service Area 5: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Maintaining sealed roads	2.01	1.81	1.83	1.94	1.86	1.65	1.96	1.63	1.69	1.89
Maintaining unsealed roads	2.25	1.94	1.96	2.18	2.30	1.52	2.17	1.83	1.97	2.00
Converting unsealed roads to sealed roads	2.46	1.89	1.80	2.28	2.30	1.86	2.18	1.80	1.79	2.05
Regulating traffic flow	2.73	2.65	2.45	2.93	2.85	2.71	2.89	2.52	2.62	2.67
Stormwater drainage	2.95	3.09	3.24	2.97	2.43	3.00	3.09	3.03	2.81	3.14
Roadside drainage	2.87	2.76	3.01	2.62	2.30	2.52	2.77	2.69	2.60	2.83
The provision of footpaths and cycleways	2.84	2.57	2.65	2.70	2.17	2.59	2.59	2.55	2.64	2.60
Maintenance of footpaths and cycleways	2.91	2.72	2.75	2.82	2.25	2.95	2.70	2.71	2.73	2.76
Parking in town centres	2.69	2.83	2.56	3.18	3.10	2.75	2.90	2.75	2.60	2.87

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

Significantly higher/lower level of satisfaction (by group)



Service Area 5: Infrastructure

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining sealed roads	49%	29%	12%	5%	3%	389
Maintaining unsealed roads	45%	24%	22%	6%	3%	335
Converting unsealed roads to sealed roads	45%	24%	20%	7%	3%	277
Regulating traffic flow	23%	21%	27%	22%	6%	342
Stormwater drainage	15%	16%	29%	30%	11%	320
Roadside drainage	21%	18%	34%	17%	10%	315
The provision of footpaths and cycleways	22%	26%	29%	18%	6%	300
Maintenance of footpaths and cycleways	18%	25%	32%	16%	10%	323
Parking in town centres	15%	23%	34%	22%	6%	360



Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2021	2019	2021	2019
Council's response to community needs	4.45	4.35	2.57	2.71
The way Council employees deal with the public	4.47	4.41	3.09	3.33
Community involvement in Council decision making	4.43	4.39	2.71	2.80
Information supplied to residents about Council activities	4.37	4.41	2.96	2.99
Financial management	4.48	4.50	2.90	2.88
Long term planning and vision	4.55	4.55	2.75	2.84
Youth facilities and services for youth	4.22	4.34	2.83	3.00
Children services	4.23	4.30	3.18	3.18
Aged facilities and services	4.29	4.37	3.32▲	3.13
Facilities and services for the disabled	4.30	4.35	3.02	2.91
Events and festivals	3.76	3.79	3.51	3.50
Community safety	4.62	4.68	2.98	3.14
Community buildings and facilities	4.12	4.17	3.34	3.23
Library services	3.93	4.07	4.12	4.19
Public toilets	4.28	4.32	2.76▲	2.53
Performing Arts Centre	3.65	3.66	3.98	4.11
Sporting fields	4.14▼	4.32	3.83	3.93
Parks and recreation areas	4.43	4.48	3.61▲	3.35
Support for community groups/volunteers	4.17▼	4.38	3.40	3.44
Swimming pools	4.15▼	4.33	3.44	3.45

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

▲ ▼ = A significantly higher level of importance/satisfaction (by year)

Comparison to Previous Research Continued

Service/Facility	Importance		Satisfaction	
	2021	2019	2021	2019
Supporting local jobs	4.60	N/A	2.99	N/A
Local shopping strips are vibrant and economically healthy	4.37	N/A	2.94	N/A
City image, brand and marketing	3.82	N/A	2.98	N/A
Business and industry support	4.30▼	4.51	3.03	2.93
Tourism support and visitor services	4.24▼	4.42	3.70	3.71
Environmental protection	4.33	4.32	3.10	3.16
Heritage conservation	3.96	4.07	3.26	3.43
Maintaining open space and bushland	4.38	4.39	3.01	3.16
Managing residential development	4.14	4.20	2.83	3.00
Waste collection and disposal	4.61	4.69	3.69	3.67
Litter control/illegal dumping	4.61	4.67	2.77	2.78
Recycling and waste reduction	4.49	4.61	3.67	3.76
Maintaining sealed roads	4.80	4.80	1.84▼	2.09
Maintaining unsealed roads	4.39	4.39	1.99	2.19
Converting unsealed roads to sealed roads	4.01	N/A	1.99	N/A
Regulating traffic flow	4.38	4.34	2.66▼	3.05
Stormwater drainage	4.24	4.40	3.06	2.84
Roadside drainage	4.25	4.07	2.78▲	2.36
The provision of footpaths and cycleways	4.16	4.19	2.61	2.50
Maintenance of footpaths and cycleways	4.30	4.17	2.75	2.60
Parking in town centres	4.46	4.58	2.81	2.86

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

▲ ▼ = A significantly higher level of importance/satisfaction (by year)



Appendix A: Additional Analyses

Overall Satisfaction

Q5. 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 2021	Overall 2019	Gender		Age				Ratepayer Status	
			Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Mean ratings	3.00▼	3.17	3.02	2.98	2.84	2.85	3.09	3.40▲	3.03	2.92
T3B	69%▼	78%	67%	71%	62%	65%	74%	81%▲	71%	65%
Base	405	412	200	205	115	101	132	57	314	91

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Mean ratings	2.98	3.01	2.93	3.11	3.11	2.94	3.18▲	2.78	2.97	3.01
T3B	65%	70%	65%	72%	83%	69%	76%▲	59%	69%	69%
Base	64	341	194	121	35	55	181	194	95	310

Scale: 1 = not at all satisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower level of satisfaction (by group)



Priority Areas and Council Investment - Summary

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

Q7b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

Table 1 of 2

Ranked by priority	Should be prioritised by Council (% Yes) 2021	Should be prioritised by Council (% Yes) 2019	Invest more %		Mean rating	
			2021	2019	2021	2019
Roads, bridges & transport	98%	97%	90%	88%	0.88	0.88
Community services	89%	89%	55%	59%	0.52	0.56
Financial management	88%	89%	44%	48%	0.38	0.44
Community communication and engagement	85%	82%	50%	52%	0.45	0.47
Waste management	85%	90%	34% ▼	45%	0.30	0.38
Economic development	82%	80%	50%	53%	0.41	0.47
Natural resource management	76%	78%	44%	45%	0.36	0.38
Parks & playgrounds	74% ▼	82%	42% ▼	54%	0.35 ▼	0.51
Stormwater and drainage	72% ▼	80%	48% ▼	61%	0.44 ▼	0.57

▲ ▼ = A significantly higher/lower priority/level of investment (compared to 2019)

Scale: -1 = Invest less, 1 = Invest more



Priority Areas and Council Investment - Summary

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

Q7b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

Table 2 of 2

Ranked by priority	Should be prioritised by Council (% Yes) 2021	Should be prioritised by Council (% Yes) 2019	Invest more %		Mean rating	
			2021	2019	2021	2019
Tourism and visitor services	71%	N/A	33%	N/A	0.22	N/A
Sporting & recreational facilities	69%	74%	34%	41%	0.26 ▼	0.36
Customer interactions	69%	74%	38%	40%	0.28	0.35
Strategic land use planning	65% ▼	73%	31%	38%	0.17	0.26
Climate change resilience	62%	N/A	41%	N/A	0.23	N/A
Library services	60%	65%	24%	28%	0.12	0.16
Place making/community place	54%	61%	30% ▼	38%	0.15 ▼	0.26
Arts/cultural development	42%	41%	17% ▼	24%	-0.05	0.01

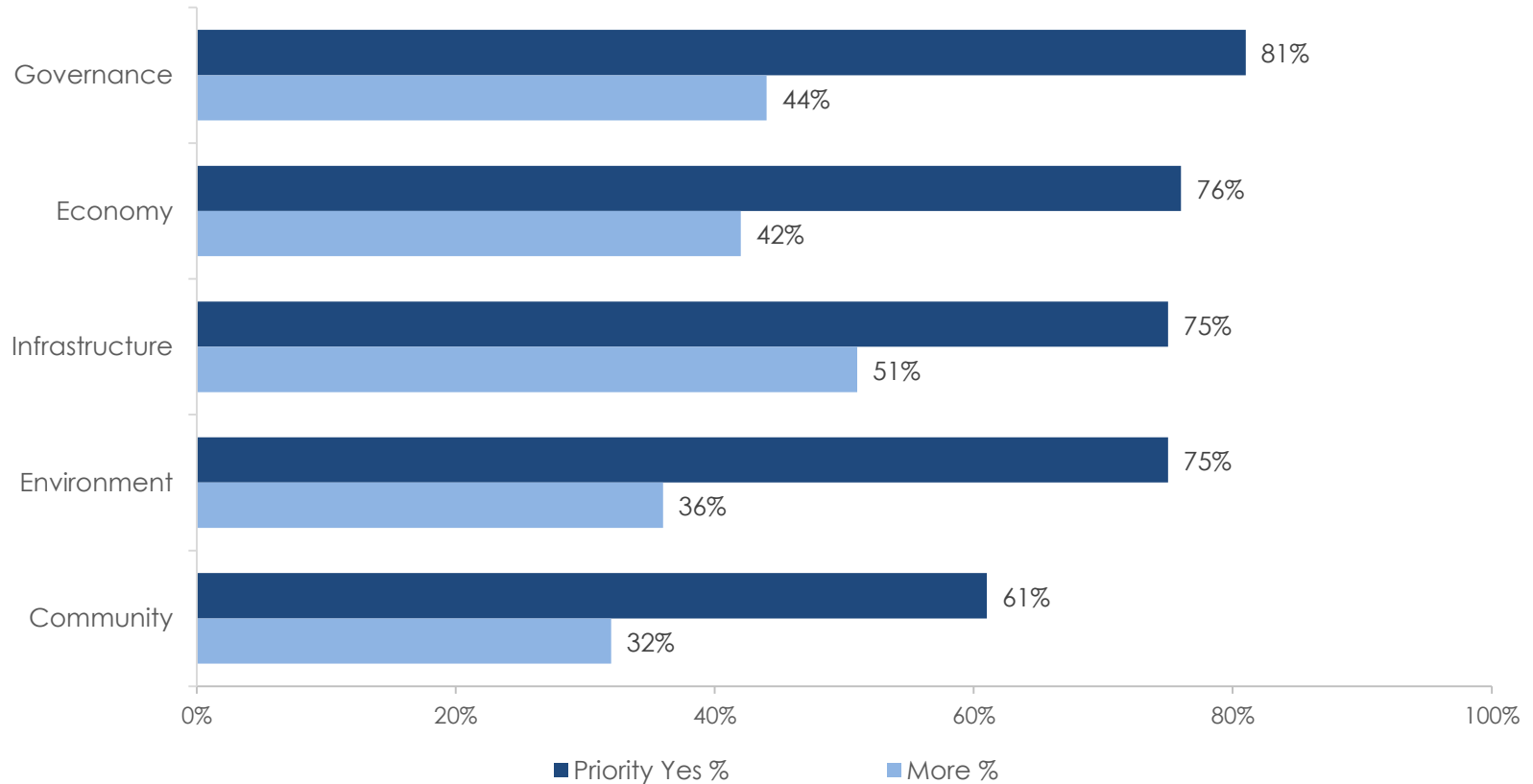
▲ ▼ = A significantly higher/lower priority/level of investment (compared to 2019)

Scale: -1 = Invest less, 1 = Invest more



Priority Areas and Council Investment – By service area

- Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?
- Q7b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?



Base: N = 405

The chart above captures the average percentage of residents who said yes and more within each service area. Governance was determined to be the highest priority category for residents. Infrastructure was determined to be the area in need of most investment with more than half of respondents on average saying that the specified facility needed more investment.

Priority Areas and Council Investment

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

	Yearly Overall		Gender		Age				Ratepayer Status	
	Overall 2021	Overall 2019	Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Community services	89%	89%	85%▼	94%	89%	88%	90%	90%	88%	94%
Place making/Community Place	54%	61%	45%▼	62%	53%	52%	55%	54%	52%	61%
Arts/Cultural development	42%	41%	32%▼	51%	36%	45%	41%	48%	41%	44%
Library Services	60%	65%	52%▼	67%	47%▼	62%	62%	75%▲	59%	62%
Economic development	82%	80%	84%	79%	78%	81%	86%	80%	81%	84%
Tourism and visitor services	71%	N/A	71%	72%	65%	75%	68%	84%▲	69%	78%
Natural resource management	76%	78%	72%	79%	80%	70%	77%	75%	74%	82%
Waste management	85%	90%	83%	86%	82%	88%	83%	90%	83%	89%
Base	405	412	200	205	115	101	132	57	314	91

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



Priority Areas and Council Investment

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

	Yearly Overall		Gender		Age				Ratepayer Status	
	Overall 2021	Overall 2019	Male	Female	18-34	35-49	50-69	70+	Ratepayer	Non-ratepayer
Strategic land use planning	65%▼	73%	65%	65%	60%	52%▼	75%▲	73%	65%	63%
Stormwater and drainage	72%▼	80%	66%	77%	67%	66%	75%	82%▲	72%	71%
Roads, bridges & transport	98%	97%	98%	97%	97%	96%	99%	97%	97%	100%
Parks & playgrounds	74%▼	82%	66%▼	81%	69%	80%	70%	80%	72%	81%
Sporting & recreational facilities	69%	74%	61%▼	77%	64%	73%	67%	78%▲	70%	66%
Climate change resilience	62%	N/A	50%▼	74%	59%	62%	66%	59%	59%	71%
Customer interactions	69%	74%	67%	71%	73%	65%	62%	83%▲	68%	72%
Financial Management	88%	89%	90%	86%	86%	86%	89%	93%	87%	92%
Community communication and engagement	85%	82%	85%	86%	92%	89%	80%▼	80%	82%▼	97%
Base	405	412	200	205	115	101	132	57	314	91

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



Priority Areas and Council Investment

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Community services	93%	89%	89%	85%	100%	92%	88%	88%	88%	90%
Place making/ Community Place	59%	53%	55%	53%	54%	50%	47%	58%	48%	55%
Arts/Cultural development	34%	43%	45%	35%	39%	48%	40%	44%	36%	43%
Library Services	62%	59%	62%	57%	64%	56%	58%	59%	64%	58%
Economic development	85%	81%	84%	75%	79%	87%	79%	84%	76%	83%
Tourism and visitor services	69%	72%	74%	67%	73%	69%	74%	69%	74%	70%
Natural resource management	82%	74%	75%	75%	90%	71%	76%	74%	79%	75%
Waste management	93%	83%	82%	86%	92%	84%	86%	84%	87%	84%
Base	64	341	194	121	35	55	181	194	95	310



Priority Areas and Council Investment

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

	Do you identify as living with a disability?		Ward				Family type		Time lived in the area	
	Yes	No	Central Cessnock	Kurri Kurri	Greta-Branxton	Rural West	No children at home	Children at home	Less than 10 years	More than 10 years
Strategic land use planning	75%	63%	61%	65%	69%	76%	65%	63%	57%	67%
Stormwater and drainage	86%▲	69%	68%	80%	79%	61%	72%	68%	75%	71%
Roads, bridges & transport	100%▲	97%	98%	96%	96%	99%	98%	97%	95%	98%
Parks & playgrounds	75%	74%	74%	73%	78%	72%	68%	80%	68%	76%
Sporting & recreational facilities	68%	69%	70%	67%	88%▲	58%	64%	76%▲	68%	70%
Climate change resilience	56%	63%	58%	59%	62%	81%▲	62%	60%	65%	61%
Customer interactions	78%	67%	69%	70%	65%	72%	67%	67%	63%	71%
Financial Management	90%	87%	89%	84%	86%	93%	89%	86%	81%	90%
Community communication and engagement	88%	85%	86%	85%	74%	90%	80%▼	89%	86%	85%
Base	64	341	194	121	35	55	181	194	95	310

▲ ▼ = A significantly higher/lower percentage (By group)



Importance Compared to the Micromex LGA Benchmark

Service/Facility	Cessnock City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Environmental protection	80%	72%	8%
Swimming pools	77%	70%	7%
Community buildings and facilities	75%	68%	7%
Parking in town centres	89%	83%	6%
Maintaining unsealed roads	83%	77%	6%
Tourism support and visitor services	82%	77%	5%
Maintaining sealed roads	96%	93%	3%
Parks and recreation areas	87%	84%	3%
Information supplied to residents about Council activities	85%	83%	3%
Community involvement in Council decision making	84%	82%	3%
Sporting fields	78%	76%	3%
Youth facilities and services for youth	78%	75%	3%
Community safety	92%	90%	2%
Roadside drainage	78%	76%	2%
Litter control/illegal dumping	90%	90%	1%
Supporting local jobs	90%	89%	1%
Financial management	87%	87%	0%
Long term planning and vision	88%	89%	-1%
Council's response to community needs	86%	87%	-1%
Regulating traffic flow	85%	86%	-1%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant



Importance Compared to the Micromex LGA Benchmark

Service/Facility	Cessnock City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Maintenance of footpaths and cycleways	81%	82%	-1%
Performing Arts Centre	58%	59%	-1%
Recycling and waste reduction	88%	90%	-2%
Maintaining open space and bushland	83%	85%	-2%
Stormwater drainage	80%	82%	-2%
Facilities and services for the disabled	79%	81%	-2%
Support for community groups/volunteers	77%	79%	-2%
Heritage conservation	71%	73%	-2%
Waste collection and disposal	90%	93%	-3%
Aged facilities and services	80%	83%	-3%
Public toilets	80%	83%	-3%
Library services	66%	71%	-5%
Business and industry support	82%	89%	-7%
Children services	74%	81%	-7%
The provision of footpaths and cycleways	74%	82%	-8%
Managing residential development	73%	82%	-9%
Events and festivals	61%▼	71%	-10%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Satisfaction Compared to the Micromex LGA Benchmark

Service/Facility	Cessnock City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Tourism support and visitor services	92%	84%	8%
Performing Arts Centre	96%	91%	4%
Library services	98%	94%	3%
Sporting fields	92%	89%	3%
Business and industry support	77%	75%	1%
Parks and recreation areas	85%	86%	-1%
Support for community groups/volunteers	84%	86%	-2%
Aged facilities and services	82%	85%	-2%
Supporting local jobs	73%	75%	-2%
Events and festivals	84%	88%	-3%
Environmental protection	73%	76%	-3%
Recycling and waste reduction	85%	89%	-4%
Financial management	67%	71%	-4%
Heritage conservation	80%	85%	-5%
Community buildings and facilities	82%	89%	-7%
Waste collection and disposal	81%	88%	-7%
Swimming pools	78%	85%	-8%
Roadside drainage	61%	69%	-8%
Stormwater drainage	70%	78%	-8%
Facilities and services for the disabled	71%	80%	-9%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant



Satisfaction Compared to the Micromex LGA Benchmark

Service/Facility	Cessnock City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Parking in town centres	62%	71%	-9%
Maintenance of footpaths and cycleways	58%	67%	-9%
Children services	77%▼	87%	-10%
Community involvement in Council decision making	60%▼	70%	-10%
Information supplied to residents about Council activities	65%▼	76%	-11%
Youth facilities and services for youth	64%▼	75%	-11%
Public toilets	59%▼	70%	-11%
Regulating traffic flow	55%▼	66%	-11%
Long term planning and vision	59%▼	71%	-12%
Council's response to community needs	53%▼	65%	-12%
The provision of footpaths and cycleways	53%▼	67%	-14%
Community safety	67%▼	82%	-15%
Managing residential development	59%▼	76%	-16%
Maintaining open space and bushland	68%▼	86%	-18%
Maintaining unsealed roads	31%▼	54%	-23%
Litter control/illegal dumping	54%▼	82%	-28%
Maintaining sealed roads	20%▼	58%	-38%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark.



Highest Priority Issue for Residents and their Family

Q3a. What do you believe is currently the highest priority issue for you and your family?

Priority Issue: Personal/family	N = 405	Priority Issue: Personal/family	N = 405
Nett: Roads	46%	Access to quality schools/education	1%
<i>Road maintenance</i>	36%	More shops and services	1%
<i>Safety of roads</i>	5%	Overdevelopment	1%
<i>Traffic/congestion</i>	4%	Public transport	1%
Provision of adequate infrastructure to service the area, e.g. footpaths, kerb and guttering	9%	Sustainable actions/development/address climate change	1%
Crime and safety in the area	8%	Deceased estate next door	<1%
Healthcare facilities	5%	Friendliness of community	<1%
Access to community services e.g. aged care and assistance/services for the homeless/disability services	4%	Getting my golf handicap	<1%
Council actions e.g. financial management, planning, transparency and communication	3%	Increased cost of living/financial security	<1%
COVID e.g. maintain health, vaccinations and information	3%	Mobile and Internet Coverage	<1%
Lack of leisure facilities/activities	3%	Peacefulness	<1%
Employment opportunities/economic growth	2%	Preventing flooding	<1%
Environmental management	2%	Quality of life	<1%
Housing affordability/availability	2%	Keep with words	<1%
Waste management	2%	Don't know/no issues	5%

Highest Priority Issues for Residents Town/Village

Q3b. What do you believe is currently the highest priority issue within the town or village where you live?

Priority Issue: Town/village	N = 405	Priority Issue: Town/village	N = 405
Nett: Roads	48%	Disaster management	1%
<i>Road maintenance</i>	40%	Environmental management	1%
<i>Traffic/congestion</i>	4%	Lack of internet/mobile coverage	1%
<i>Safety of roads</i>	4%	Maintenance of the area e.g. cleanliness/natural environment	1%
Provision of adequate infrastructure to service the area, e.g. footpaths, kerb and guttering	11%	Noise control	1%
Crime and safety in the area	7%	Sustainable actions/development/address climate change	1%
Access to community services e.g. aged care and assistance/services for the homeless/disability services	4%	Waste management	1%
Provision of adequate services and facilities	4%	Coal mining	<1%
Employment opportunities/youth employment	3%	Cost of rates	<1%
Council management e.g. management of funds, communication with the community	2%	COVID e.g maintain health, vaccinations and information	<1%
Healthcare facilities	2%	Noise pollution from traffic	<1%
Provision of shopping facilities/businesses/post offices	2%	Providing support to the Rural Fire Services	<1%
Public transport	2%	Renters not maintaining their properties	<1%
Access to quality schools/education	1%	Water management	<1%
Development in the area	1%	Don't know/no issues	4%

Highest Priority Issues within the Cessnock LGA

Q3c. What do you believe is currently the highest priority issue within the Cessnock Local Government Area?

Priority Issue: Cessnock LGA	N = 405	Priority Issue: Cessnock LGA	N = 405
Nett: Roads	34%	Managing development	1%
<i>Road maintenance</i>	29%	Public transport	1%
<i>Safety of roads</i>	3%	Putting new battery facility in an area with less bushfire risk	1%
<i>Traffic/congestion</i>	2%	Tourism	1%
Crime and safety in the area	12%	Waste management	1%
Provision of adequate infrastructure e.g. car parking, kerb and guttering etc	11%	Cost of rates	<1%
Employment opportunities/youth employment	7%	COVID vaccine	<1%
Management of Council, i.e. funds management, communication, listening to the community	7%	Housing affordability/availability	<1%
Access to community services e.g. aged care and assistance/services for the homeless/disability services	5%	Improving the socio-economic status of the area	<1%
Attracting more businesses/shops to the area	4%	Keeping heritage	<1%
Cleanliness/maintenance of the area/beautifying the area	3%	Maintaining the natural environment	<1%
Healthcare facilities	2%	Provision of services/facilities	<1%
Access to quality schools/education	1%	Upgrading housing and local resources	<1%
Disaster/emergency management	1%	Water supply	<1%
Focus on all areas e.g. rural areas/vineyards not just CBD	1%	Don't know/no issues	7%

Importance & Satisfaction

The following table shows the hierarchy of the 41 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is maintaining sealed roads, with a top 2 box importance score of 96%. For the most part, the majority of services/facilities provided by Cessnock City Council are considered highly important, with only 5 measures falling below a 70% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Maintaining sealed roads	96%	20%
Community safety	92%	67%
Waste collection and disposal	90%	81%
Supporting local jobs	90%	73%
Litter control/illegal dumping	90%	54%
Parking in town centres	89%	62%
Recycling and waste reduction	88%	85%
Long term planning and vision	88%	59%
Parks and recreation areas	87%	85%
The way Council employees deal with the public	87%	68%
Financial management	87%	67%
Council's response to community needs	86%	53%
Information supplied to residents about Council activities	85%	65%
Regulating traffic flow	85%	55%
Community involvement in Council decision making	84%	60%
Maintaining open space and bushland	83%	68%
Local shopping strips are vibrant and economically healthy	83%	64%
Maintaining unsealed roads	83%	31%
Tourism support and visitor services	82%	92%
Business and industry support	82%	77%

Importance & Satisfaction

Continued...

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Maintenance of footpaths and cycleways	81%	58%
Aged facilities and services	80%	82%
Environmental protection	80%	73%
Stormwater drainage	80%	70%
Public toilets	80%	59%
Facilities and services for the disabled	79%	71%
Sporting fields	78%	92%
Youth facilities and services for youth	78%	64%
Roadside drainage	78%	61%
Support for community groups/volunteers	77%	84%
Swimming pools	77%	78%
Community buildings and facilities	75%	82%
Children services	74%	77%
The provision of footpaths and cycleways	74%	53%
Managing residential development	73%	59%
Heritage conservation	71%	80%
Converting unsealed roads to sealed roads	69%	30%
Library services	66%	98%
City image, brand and marketing	63%	67%
Events and festivals	61%	84%
Performing Arts Centre	58%	96%

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining sealed roads	96%	20%	76%
Maintaining unsealed roads	83%	31%	52%
Converting unsealed roads to sealed roads	69%	30%	39%
Litter control/illegal dumping	90%	54%	36%
Council's response to community needs	86%	53%	33%
Regulating traffic flow	85%	55%	30%
Long term planning and vision	88%	59%	29%
Parking in town centres	89%	62%	27%
Community safety	92%	67%	25%
Community involvement in Council decision making	84%	60%	24%
Maintenance of footpaths and cycleways	81%	58%	23%
Public toilets	80%	59%	21%
The provision of footpaths and cycleways	74%	53%	21%
Financial management	87%	67%	20%
Information supplied to residents about Council activities	85%	65%	20%
The way Council employees deal with the public	87%	68%	19%
Local shopping strips are vibrant and economically healthy	83%	64%	19%
Supporting local jobs	90%	73%	17%
Roadside drainage	78%	61%	17%
Maintaining open space and bushland	83%	68%	15%

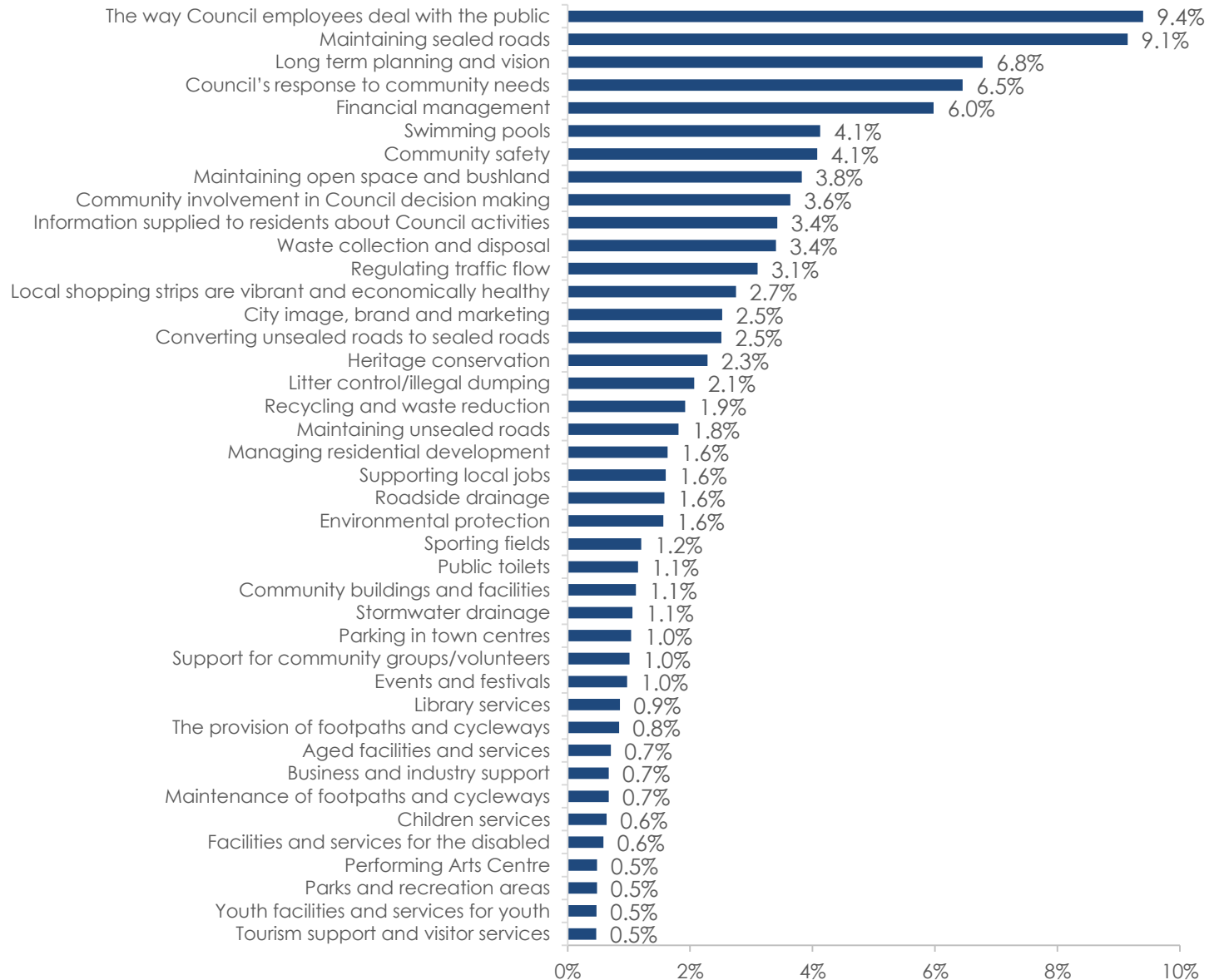
Performance Gap Analysis

Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Youth facilities and services for youth	78%	64%	14%
Managing residential development	73%	59%	14%
Stormwater drainage	80%	70%	10%
Waste collection and disposal	90%	81%	9%
Facilities and services for the disabled	79%	71%	8%
Environmental protection	80%	73%	7%
Business and industry support	82%	77%	5%
Recycling and waste reduction	88%	85%	3%
Parks and recreation areas	87%	85%	2%
Swimming pools	77%	78%	-1%
Aged facilities and services	80%	82%	-2%
Children services	74%	77%	-3%
City image, brand and marketing	63%	67%	-4%
Support for community groups/volunteers	77%	84%	-7%
Community buildings and facilities	75%	82%	-7%
Heritage conservation	71%	80%	-9%
Tourism support and visitor services	82%	92%	-10%
Sporting fields	78%	92%	-14%
Events and festivals	61%	84%	-23%
Library services	66%	98%	-32%
Performing Arts Centre	58%	96%	-38%

Influence on overall satisfaction

The chart below summarises the influence of the 41 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression:





Appendix B: Further Demographics & Background & Methodology

Background & Methodology

Sample selection and error

377 of the 405 respondents were chosen by means of a computer based random selection process using the electronic White Pages and Sample Pages. The remaining 28 respondents were 'number harvested' via face-to-face intercept at several locations around the Cessnock LGA, i.e. Cessnock Marketplace Bridges Hall Park, Veterans Park, Miller Park, Vincent Street, Cessnock Plaza Aldi and IGA Kurri Kurri.

A sample size of 405 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=405 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

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

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

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 Cessnock City Council, and living within the Cessnock Council area for longer than 6 months.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status, disability status, residential location, whether they have children at home and length of time lived in the LGA.

Significance 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.



Background & Methodology

Ratings questions

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

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

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

Top 3 (T3) Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.



Further Demographics

Q9. Which country were you born in?

Country of Birth	N = 405
Australia	92%
United Kingdom	3%
Mauritius	1%
New Zealand	1%
Philippines	1%
USA	1%
Austria	<1%
Fiji	<1%
Germany	<1%
India	<1%
Netherlands	<1%
South Africa	<1%

Q12. Which of the following best describes your household status?

Household status	N = 405
Married/de facto with children in the household	40%
Married/de facto with no children in the household	32%
Single with no children	13%
Extended family household (multiple generations)	5%
Single parent with children	5%
Living at home with parents	3%
Group household	2%



Further Demographics

Q2. Which town or area do you live in?

Town or area	N = 405	Town or area	N = 405	Town or area	N = 405
Cessnock	24%	Nulkaba	2%	Wollombi	1%
Kurri Kurri	10%	Quorrobolong	2%	Black Hill	<1%
Bellbird	7%	Abernethy	1%	Brunkerville	<1%
Weston	6%	Bucketty	1%	Buchanan	<1%
Aberdare	4%	Cessnock East	1%	Buttai	<1%
Greta	3%	Cessnock South	1%	Fernances Crossing	<1%
Stanford Merthyr	3%	Cliffleigh	1%	Huntlee	<1%
Paxton	3%	Congewai	1%	Kearsley	<1%
Heddon Greta	3%	East Branxton	1%	Mount View	<1%
Branxton	3%	Elrington	1%	Murrays Run	<1%
Abermain	2%	Kitchener	1%	Neath	<1%
Cessnock West	2%	Laguna	1%	Pelton	<1%
Ellalong	2%	Lovedale	1%	Rothbury	<1%
Millfield	2%	Paynes Crossing	1%	Sawyers Gully	<1%
Mulbring	2%	Pelaw Main	1%	Sweetmans Creek	<1%
North Rothbury	2%	Pokolbin	1%	Watagan	<1%



Councils Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:

Albury City Council	City of Lake Macquarie	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie-Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Leeton Shire Council	Singleton Shire Council
Byron Shire Council	Lismore City Council	Tamworth Regional Council
Central Coast Council	Lithgow City Council	Tenterfield Shire Council
Cessnock City Council	Maitland City Council	Tweed Shire Council
Coffs Harbour City Council	MidCoast Council	Upper Hunter Shire Council
Eurobodalla Shire Council	Mid-Western Regional Council	Wagga Wagga City Council
Forbes Shire Council	Moree Plains Shire Council	Wingecarribee Shire Council
Glen Innes Severn Shire Council	Murray River Council	Wollondilly Shire Council
Gosford (Central Coast Council)	Murrumbidgee Shire Council	Yass Valley Council
Great Lakes Council	Narrabri Shire Council	





Appendix C: Questionnaire

Cessnock City Council
Community Survey
February 2021

Good morning/afternoon/evening, my name is _____ and I am calling on behalf of Cessnock City Council from a company called Micromex. We are conducting a survey about the services provided by Council and what Council's priorities should be in the future.

The survey will take approximately 15 minutes to complete, would you please be able to assist?

- Yes
- No (Terminate)

Have you lived in the Cessnock Council area for longer than 6 months?

- Yes
- No (Terminate)

Do you work for Cessnock Council or a market research company?

- Yes (Terminate)
- No

Are you over the age of 18?

- Yes
- No (Terminate)

Great, I just have to inform you that my supervisor may monitor this call for quality control purposes.

Q1. Please stop me when I read out your age group. Prompt

- 18-24
- 25-34
- 35-49
- 50-59
- 60-69
- 70-84
- 85+

Q2. Which town or area do you live in?

Central Cessnock & Surrounds

- Aberdare
- Abernethy
- Allandale
- Bellbird (incl. Heights)
- Cessnock
- Cessnock East
- Cessnock South
- Cessnock West
- Eirington
- Kearsley
- Kitchener
- Lovedale
- Mount View
- Nulkaba
- Olney
- Pokolbin
- Quorabolong
- Rothbury

Kurri Kurri & Surrounds

- Abermain
- Bishops Bridge
- Black Hill
- Brunkerville
- Buchanan
- Buttai
- Cliffrleigh
- Heddon Greta
- Keinbah
- Kurri Kurri
- Loxford
- Mount Vincent
- Mulbring
- Neath
- Pelaw Main
- Richmond Vale
- Sawyers Gully
- Stanford Merthyr
- Stockrington
- Weston

Greta-Branxton & Surrounds

- Branxton
- East Branxton
- Greta
- Huntlee
- North Rothbury

Rural West

- Bucketty
- Cedar Creek
- Congewai
- Corrabare
- Dairy Arm
- Ellalong
- Fernances Crossing
- Greta Main
- Laguna
- Milfield
- Milsons Arm
- Murrays Run
- Narone Creek
- Paxton
- Paynes Crossing
- Pelton
- Sweetmans Creek
- Watagan
- Wollombi
- Yengo National Park

Other (please specify).....

PART A - Priority Issues Within the Cessnock Local Government Area

I am now going to ask you about your priorities for your family, for your town and for the local government area as a whole.

- Q3a. What do you believe is currently the highest priority issue for you and your family?

- Q3b. What do you believe is currently the highest priority issue within the town or village where you live?

- Q3c. What do you believe is currently the highest priority issue within the Cessnock Local Government Area?

PART B - Council Services and Facilities

Q4. In the next question I am going to read out a list of Council provided services and facilities. In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of Cessnock City Council's provision of that service. The scale is from 1 to 5 where 1 is low importance and low satisfaction and where 5 is high importance and high satisfaction.
 RANDOMISE PILLARS

Governance	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Council's response to community needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way Council employees deal with the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community involvement in Council decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information supplied to residents about Council activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long term planning and vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Youth facilities and services for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aged facilities and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for the disabled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing Arts Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and recreation areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for community groups/volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economy

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Supporting local jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shopping strips are vibrant and economically healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City image, brand and marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business and industry support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism support and visitor services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environment

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Environmental protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining open space and bushland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing residential development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste collection and disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter control/illegal dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling and waste reduction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure

	Importance					Satisfaction				
	Low		High			Low		High		
	1	2	3	4	5	1	2	3	4	5
Maintaining sealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining unsealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Converting unsealed roads to sealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulating traffic flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roadside drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The provision of footpaths and cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of footpaths and cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking in town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART C - Future Planning

Q7a. In order to develop a delivery program that addresses current community needs and future community goals, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like?

Prompt

RANDOMISE PILLARS

Q7b. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

<u>Community</u>	Priority	Investment		
		More	Same	Less
Community services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place making/Community place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts/Cultural development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Economy</u>	Priority	Investment		
		More	Same	Less
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism and visitor services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Environment</u>	Priority	Investment		
		More	Same	Less
Natural resource management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic land use planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Infrastructure</u>	Priority	Investment		
		More	Same	Less
Stormwater and drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads, bridges & transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks & playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting & recreational facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change resilience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Governance</u>	Priority	Investment		
		More	Same	Less
Customer interactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community communication and engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. 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

Q6. Thinking of the quality of services, facilities and infrastructure in your local area, how supportive would you be to pay more via rates and charges to support better? *Prompt*

	Not at all supportive			Very supportive	
	1		3	4	5
	1	2	3	4	5
Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EXPLANATIONS

- **Community Services** – a range of services and community facilities to assist individuals and community groups in the LGA.
- **Place Making/Community Place** – working with the community to create well planned, connected, and unique civic spaces and places.
- **Arts/Cultural Development** – to inspire and strengthen our community through shared experiences that are creative and innovative (such as the Cessnock Performing Arts Centre and community events and festivals).
- **Library Services** – promote and support lifelong learning and literacy through access to a balanced collection of quality information and educational resources, activities and programs.
- **Economic Development** – working with industry, business and government to improve the economic wellbeing of the community by attracting investment, creating jobs and encouraging sustainable business practices.
- **Tourism and visitor services** - providing in person, telephone and electronic visitor information prior to and during a visitor's stay within the Hunter Valley.
- **Natural Resource Management** – protect and restore natural areas and assets, and provide the community with access to enjoy the natural environment
- **Waste Management** – best practice waste management and recycling services and facility that is value for money, and minimised landfilling
- **Strategic Land use Planning** – plan for the future growth of the area, develop, and maintain planning guidelines for the use of land including new developments
- **Stormwater and Drainage** – operate and maintain the stormwater drainage network to ensure efficient and safe collection of stormwater flows that reduce flooding, improve water quality, and reduce the potential for damage to infrastructure
- **Roads, Bridges & Transport** – provide a safe and effective transport network that includes the formal road structures and anything relevant to the road boundary including the design, construction, maintenance, and management of footpaths, cycleways, kerb and guttering, road related drainage, bridges, and culverts, and open spaces within road reserves as well as medians and traffic islands.
- **Parks & Playgrounds** – provide playgrounds and ancillary facilities (picnic and BBQ areas, passive walking areas) that are safe, engaging, attractive and challenging to children.
- **Sporting & Recreational Facilities** – a diverse and enticing network of accessible and inclusive recreation facilities that provide for the active recreational needs of the local and regional community.
- **Climate change resilience** – Council taking proactive steps to protect Council and community assets from damage associated with climate change. Climate change includes major changes in temperature, rain, wind patterns etc that occur over several decades or longer.
- **Customer Interaction (customer service)** - often the first and only point of contact between Council and the community and includes the call centre and customer service centre at the council office. This service provides information, processes applications and manages visitors.
- **Financial Management** – to provide well managed, financially sustainable, services and infrastructure.
- **Community Communication and Engagement** – to involve and inform members of the community and provide opportunities for input into the decision making process.

Q8a. Thinking generally about infrastructure, such as roads, bridges and drainage.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

- 1 – Focus more on providing new assets
- 2
- 3
- 4
- 5 – Focus more on maintaining current assets

Q8b. Thinking generally about facilities, such as recreation facilities.

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?

- 1 – Focus more on providing the fewer centralised higher quality facilities
- 2
- 3
- 4
- 5 – Focus on providing a greater number of more basic facilities

PART D – Demographic & Profiling questions

Q9. Which country were you born in?

- Australia
- Other (please specify)

Q10. What is the employment status of the main income earner in your household? *Prompt*

- Work in the Cessnock LGA
- Work outside the Cessnock LGA
- Business owner in the Cessnock LGA
- Home duties
- Student
- Retired
- Unemployed/pensioner
- Not applicable
- Other (please specify)

Q11. Which of the following best describes the house where you are currently living? *Prompt*

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

Q12. Which of the following best describes your household status? *Prompt*

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children in the household
- Married/de facto with children in the household
- Group household
- Extended family household (multiple generations)

Q13. How long have you lived in the Cessnock area? Prompt

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

Q14. Do you identify as living with a disability?

- Yes
- No

Q15. Gender (determine by voice):

- Female
- Male

Council is working to deliver an engagement platform where you can participate in future planning and development of the region.

R1. Would you be interested in participating?

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

R2. (If yes), what are your contact details?

Name

Telephone

Email

That completes the survey and I thank you for your assistance. This information will assist Council in providing better services for residents.

I confirm again that my name is from Micromex Research. If you have any questions with regards to this survey you may contact Council or discuss this survey with my supervisor on 02 4352 2388.

Thank you very much for your time, enjoy the rest of your evening.

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

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