



Insight for
Business & Government

Shellharbour City Council Community Survey 2012

Management Report - Final

Prepared for



Prepared by
IRIS Research Ltd

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IRIS Research ABN 16 002 278 793

Level 1, iC Central, University of Wollongong Innovation Campus, Squires Way, North Wollongong
Postal address: Northfields Ave, Wollongong, NSW 2522 Telephone: (02) 4285 4446 Fax: (02) 4285 4448
Net: <http://www.iris.org.au> Email: research@iris.org.au

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EXECUTIVE SUMMARY

This report presents the results of the Shellharbour Council Community Survey 2012. IRIS Research was commissioned by Council to conduct a comprehensive telephone-based survey among the area's residents. The survey sought a range of resident attitudes and opinions as input to Council's ongoing strategic planning and quality improvement process.

The survey was conducted on the IRIS Computer-Assisted Telephone Interviewing (CATI) system during 23rd to 29th March 2012. A total of 501 interviews were conducted with residents from the Shellharbour Local Government Area (LGA). To qualify for an interview, respondents had to have been a resident in the Council area for at least the last 6 months and aged 18 or older. The survey achieved a completion rate of 61.9%, which is considered a good response for a telephone survey.

The main findings of the 2012 survey are summarised under the key report headings over the next few pages.

OVERALL SATISFACTION [PGS. 7-12]

Just under six in ten Shellharbour City residents (58.4%) indicated that they were satisfied with Council's overall performance in the delivery of services and facilities. This resulted in a mean satisfaction score of 3.60 out of 5.0, which is on par with the 2010 score of 3.65.

Satisfaction was generally consistent across demographic variables, with the only significant difference being that residents aged 55 years or older (3.82) were more likely to be satisfied with Council's overall performance than those aged 25 to 39 (3.46) or 40 to 54 years (3.46).

Table E-1 Benchmark Comparisons for Overall Satisfaction

Survey	Mean Score
Shellharbour City Council 2012	3.60
Shellharbour City Council 2010	3.65
Shellharbour City Council 2007	3.53
Comparable Councils	3.46
Best Performing Council	4.13
Worst Performing Council	3.31

Source: IRIS Local Government database

INDIVIDUAL COUNCIL SERVICES & FACILITIES [PGS. 13-28]

Overall, the results indicate that Council is providing many of the services and facilities rated as important by residents at a satisfactory level or better. However, as summarised in Table E-2, in-depth analysis of importance and satisfaction ratings for Council services and facilities revealed several areas of priority for improvement.

Table E-2 Top Priorities for Improvement

Priority Rank	Service/Facility	Identified as not meeting resident expectations in...	
		Quadrant Analysis	Gap Analysis
		(Higher importance/Lower satisfaction)	(Higher than average gap b/w importance & satisfaction)
1	Construction and maintenance of local roads, footpaths and kerbing	X	X
2	Waste management including kerbside collection, recycling and Waste Depot facilities	X	X
3	Waste depot collection	X	X
4	Community safety information and crime prevention	X	X
5	Economic development e.g. business, tourism promotion and job creation	X	X
6	Traffic management and parking facilities	X	
7	Appearance of public areas, including provision and up keep of local parks & playgrounds	X	
8	Maintenance of footpaths	X	
9	Environmental activities e.g. storm water, land care	X	

STAFF PERFORMANCE [PGS. 29-37]

Satisfaction was fairly even among all residents regardless of whether they had contact or did not have contact with Council staff within the last 12 months. Those who had provided a mean satisfaction score of 3.98, while those that had not provided a mean score of 3.85 out of 5.0. The average satisfaction levels with Council staff were an improvement from the 2007 results, but were statistically the same as the 2010 results.

73.4% of the residents who made contact with staff provided a high satisfaction rating, while 58.0% of residents who had no contact within the last 12 months rated their satisfaction as high.

Table E-3 Staff Performance

Survey	Staff (recent contact)		Staff (no contact)	
	% 'high' satisfaction (4-5)	Mean Score (Out of 5)	% 'high' satisfaction (4-5)	Mean Score (Out of 5)
Shellharbour Council	73.4%	3.98	58.0%	3.85

LOCAL ASPECTS [PGS. 38-56]

Crime prevention and reduction was the main issue of concern for residents of Shellharbour Council, identified by 9.4% in this year's survey. Looking forward, residents see over-population as the main issue of concern over the next 10-15 years, at 10.6%. In a similar vein, 7.3% of residents expressed concern about whether there would be adequate infrastructure to cope with the area's increasing population.

Most Shellharbour households (88.5%) have an internet connection. Almost half (47.2%) believe that the quality of their internet connection is good, while 15.4% said that their connection is poor.

When it comes to community safety, nine in ten residents (93.2%) agreed that they feel safe to walk alone in their neighbourhood during the day, while a much lesser four in ten (39.7%) felt the same at night. 27.5% of residents agreed that they felt safer in their neighbourhood now than they did three years ago. The 26.2% of residents who did not feel safer were asked for the reason, the most common reason was that there is too much crime, cited by 31.3% of residents.

A little more than half of Shellharbour residents (52.5%) feel connected with the community, on par with the 2010 result (58.0%). Older residents and those who have lived in the Shellharbour area for more than 15 years are the most likely to feel connected.

Two thirds of the Shellharbour population (67.1%) indicated that they are satisfied with the general appearance of the Shellharbour Council area, compared to just 5.4% who are dissatisfied. Satisfaction had declined since the 2010 survey.

A quarter of Shellharbour residents (25.3%) are dissatisfied with the choice of employment opportunities in the Shellharbour Council area. These respondents would like to see more youth employment opportunities (33.2%) and more jobs in general (15.3%).

There is an overwhelming view that Council should take an active role to assist local businesses to grow and to create jobs (90.3%) and in local economic development (89.4%).

PLANNING DIRECTIONS [PGs. 57-59]

When asked to rate their agreement with a number of possible Council planning directions, nine in ten residents (91.9%) agreed that Council should encourage business opportunities in the area, resulting in a very 'high' mean score of 4.59.

However, residents believe that encouraging property development opportunities in the area is not as important as all other planning directions. This direction received the lowest mean agreement score of 3.96, which is the only mean score to fall in the medium range.

1 INTRODUCTION

1.1 Background

This study was commissioned by Shellharbour City Council with the intention of monitoring community satisfaction with the delivery of services provided by Council. Overall, the study aims to measure Council's performance and provide up-to-date insights into perceptions of service delivery, as well as uncovering community issues of importance. The design used for this survey represents the specific needs of Shellharbour management.

1.2 Study Objectives

The specific objectives for the Community Survey were to:

- Measure the importance of and satisfaction with services and facilities provided by Council;
- Measure overall satisfaction with the performance of Council;
- Measure satisfaction with the performance of Council's staff;
- Where possible, provide performance comparison against external benchmarks;
- Identify current and future major issues of concern to the community;
- Identify perceptions about Shellharbour local government area;
- Determine the desired focus for future planning.

1.3 Attitude Measurement

The three separate attitude scales used in this survey are shown below: they are used by survey respondents to rate importance, satisfaction and agreement. In the first section of the survey, a series of 22 Council services and facilities were read out to respondents. For each, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report.

Importance scale	Satisfaction scale	Agreement Scale
1 = Not at all important	1 = Very dissatisfied	1 = Strongly disagree
2 ...	2 ...	2...
3 ...	3 ...	3...
4 ...	4 ...	4...
5 = Very important	5 = Very satisfied	5 = Strongly agree

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = 'Can't say/ Declined').

1.4 Data Analysis

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an *overall mean score* out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple services and facilities.

On the whole, a mean score is a good measure of the overall agreement, importance, satisfaction or priorities measured in the sample group. However, two services with the same mean score could have vastly different dispersions of opinion leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight possible differences between seemingly similar mean scores. Hence, the results have also been summarised into collapsed frequency distributions as shown on the following page.

Table 1-4-1 Reporting collapsed frequency distributions

Scale type	Scale values		
	1-2	3	4-5
Importance	Low	Medium	High
Satisfaction	Low	Medium	High
Agreement	Disagree	Neutral	Agree

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report. Other statistical procedures were used to conduct significance tests. Where proportions have been reported for groups of respondents (e.g. males 65% vs. females 75%) Pearson's Chi-Square was the test statistic used to determine whether group results were indeed significantly different. When comparing mean scores for interval data (e.g. 18-24 year olds = 3.40, 25-39 year olds = 3.60 & 40-54 year olds = 3.80) analysis of variance (ANOVA) was the primary statistical test used to investigate whether results were significantly different. Where more than two groups were being compared, post-hoc tests were applied: Bonferroni (equal variance assumed) and Games-Howel (equal variance not assumed). Post-hoc tests highlight exactly which groups have differing results where more than two groups are being compared.

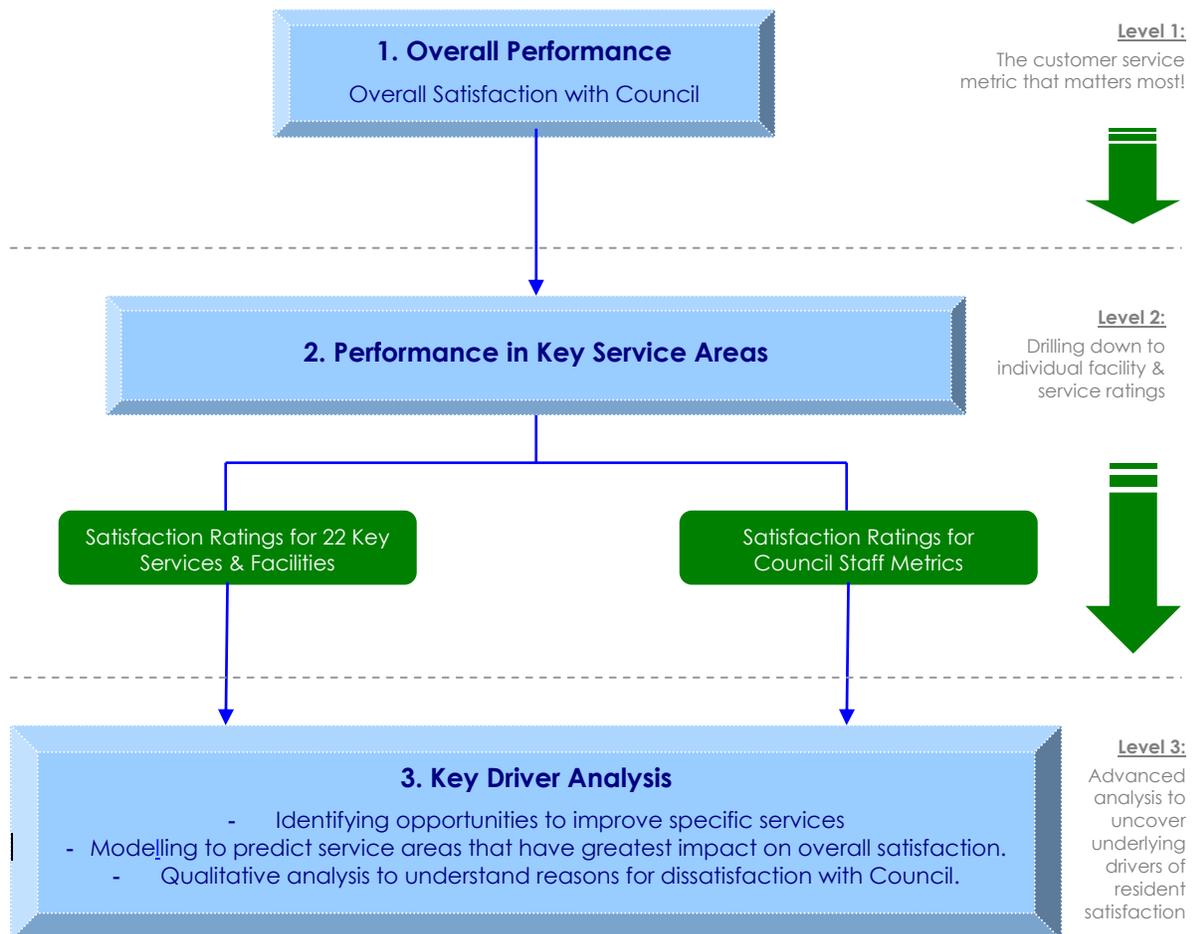
1.5 Benchmarks

Shellharbour results are also compared to results from its 2010 Community Survey, and its 2007 Community Survey, as well as other NSW councils using the IRIS database of local government survey results. IRIS has conducted community surveys for over 40 Councils in recent years, and so has compiled a substantial database of comparators. Using an index measure, which allows the results of various councils to be compared regardless of the measurement scale used (i.e. 5-point scale, 7-point scale or 10-point scale), IRIS is able to compare where Shellharbour Council sits compared to the best and worst performing Councils as well as an average of all comparable councils.

1.6 Measuring Perceptions of Performance

To gain true insight into how Council is performing relative to resident expectations, the best approach is to use a “top down” analytical approach. As Figure 1-6-1 illustrates, the IRIS analytical framework is logical and sequential: first overall performance metrics (big picture); then specific aspects of Council performance in delivering key services (operational); and finally, advanced analytical techniques to uncover key drivers (diagnostic).

Figure 1-6-1 Performance Measurement – the IRIS Analytical Framework



1.7 Survey Response

A total of 501 completed interviews were collected from a random sample of residents from throughout the Shellharbour local government area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on 2006 Census data). Table 1-7-1 provides an overview of the distribution of key respondent characteristics.

Table 1-7-1 Sample Respondent Characteristics

Characteristic	Proportion (%)
Gender	
Male	48.3%
Female	51.7%
Age Group	
18-24yrs	12.1%
25-39yrs	26.7%
40-54yrs	29.5%
55yrs+	31.7%
Years of Residency	
Less than 1 year	2.5%
Greater than 1 but less than 5 years	9.1%
Greater than 5 years but less than 10 years	13.4%
Greater than 10 years but less than 15 years	8.9%
Greater than 15 years	66.1%

Please refer to Appendix 1 for a detailed description of the survey methodology.

SURVEY RESULTS

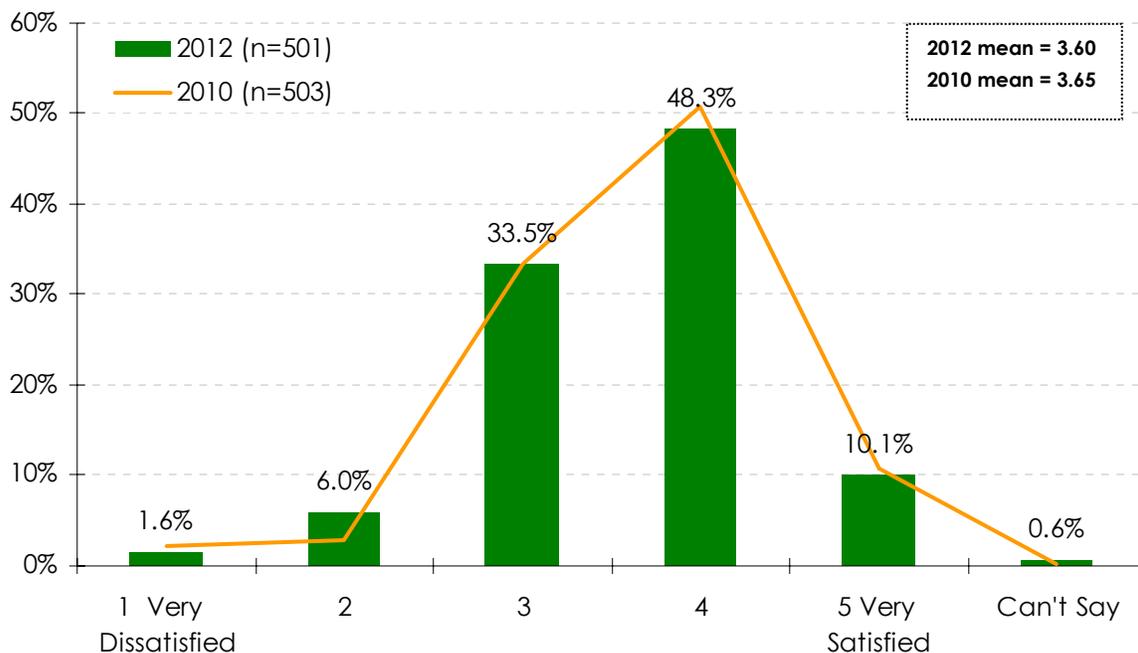
2 OVERALL SATISFACTION

2.1 Overall Satisfaction by Key Characteristics

To gauge the overall performance of Council in providing services and facilities to residents, survey respondents were asked to rate their level of satisfaction with Council's overall performance during the 12 month period preceding the survey.

The results for this question are displayed in Figure 2-1-1, which shows the distribution of responses on the 5-point scale, where 1 = very dissatisfied and 5 = very satisfied.

Figure 2-1-1 Distribution of Overall Satisfaction Ratings

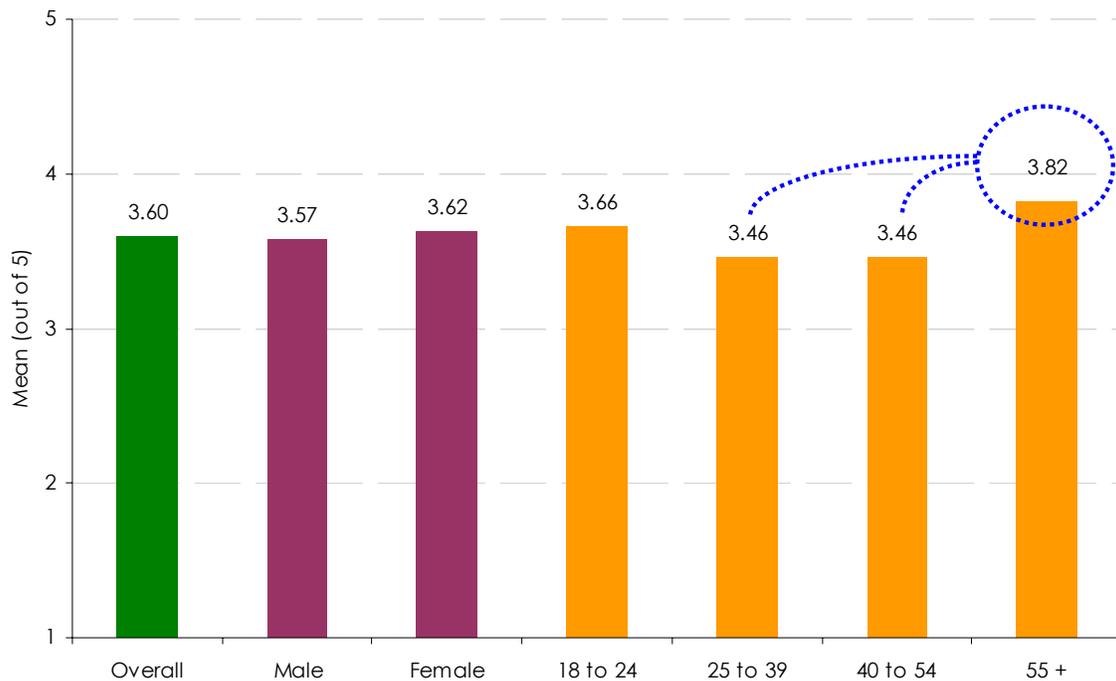


Key Results:

- 58.4% of Shellharbour City residents indicated that they were satisfied (48.3%) or very satisfied (10.1%) with Council's overall performance in the delivery of services and facilities.
- At the other end of the scale, only 7.6% of residents suggested that they were dissatisfied.

- This resulted in a mean satisfaction score of 3.60 out of 5.00, which is on par with the 2010 score of 3.65 and the 2007 score of 3.53.

Figure 2-2-2 Mean Overall Satisfaction Scores Comparison



Key Results:

- The only statistically significant variation found between the various resident demographic categories was that residents aged 55 years or older (3.82) were more likely to be satisfied with Council's overall performance than those aged 25 to 39 years (3.46) and those aged 40 to 54 years (3.46).

2.2 Reasons for Overall Satisfaction Ratings

Respondents were then asked to provide an explanation as to why they rated their level of satisfaction with Council's overall performance the way they did. A summary of the reasons is provided in Figure 2-2-1.

Figure 2-2-1 Reasons for Satisfaction and Dissatisfaction



2.3 Benchmark Comparisons

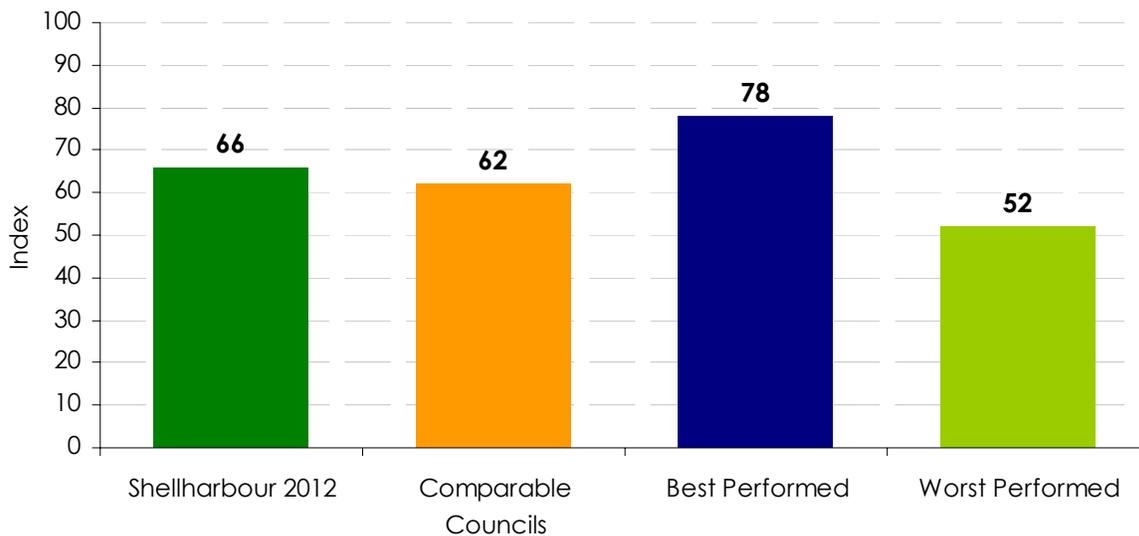
Table 2-3-1 shows the comparisons of Shellharbour's mean satisfaction against the best and worst performing Councils in the IRIS database, while Figure 2-3-1 shows the index score comparisons for all IRIS clients. The index allows Council survey results to be compared regardless of the measurement scale used.

Table 2-3-1 Overall Satisfaction – External Benchmark Comparisons

Survey	% 'low' satisfaction (1-2)	% 'medium' satisfaction (3)	% 'high' satisfaction (4-5)	Mean score (out of 5)
Shellharbour 2012	7.6%	33.5%	58.4%	3.60
Shellharbour 2010	5.0%	33.4%	61.4%	3.65
Shellharbour 2007	10.5%	35.3%	54.3%	3.53
Comparable Councils	11.9%	35.6%	52.5%	3.46
NSW - best	2.6%	15.3%	82.1%	4.13
NSW - worst	20.6%	46.2%	33.2%	3.31

Source: IRIS Local Government Survey Database.

Figure 2-3-1 Overall Satisfaction – External Benchmark Index Comparisons



Key Results:

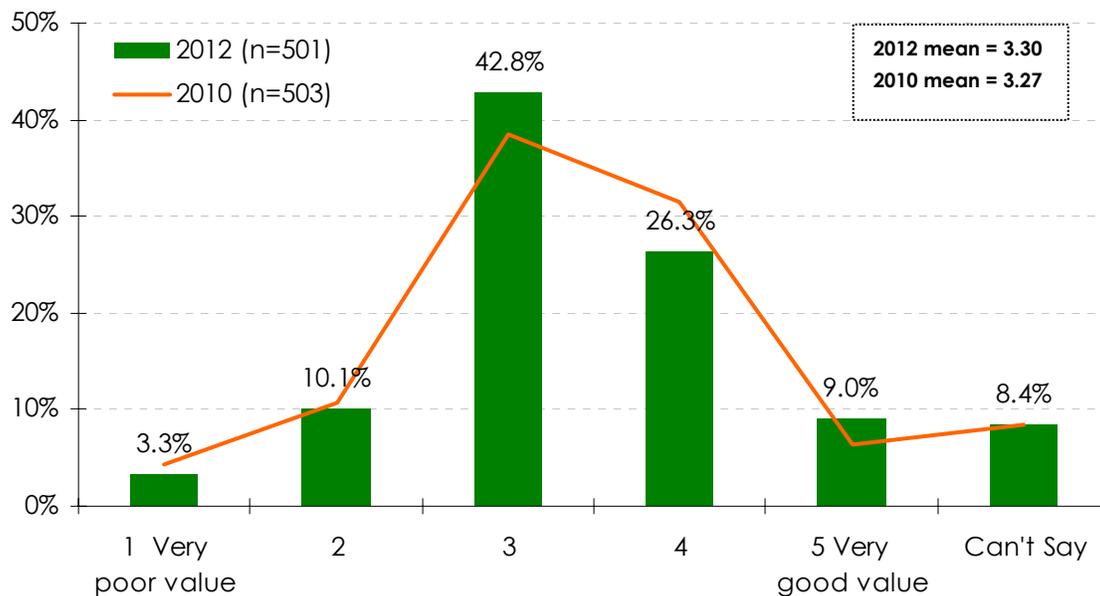
- Looking at the IRIS Council Benchmark Index, Shellharbour is also performing above the average for comparable Councils, with an index score of 66 compared to 62.

2.4 Values for Rates Dollar

Survey respondents were also asked whether they thought that the services and facilities provided by Shellharbour Council were good value in terms of what their household pays in rates and other Council charges.

The results for this question are displayed in Figure 2-4-1, which shows the distribution of responses on the 5-point scale.

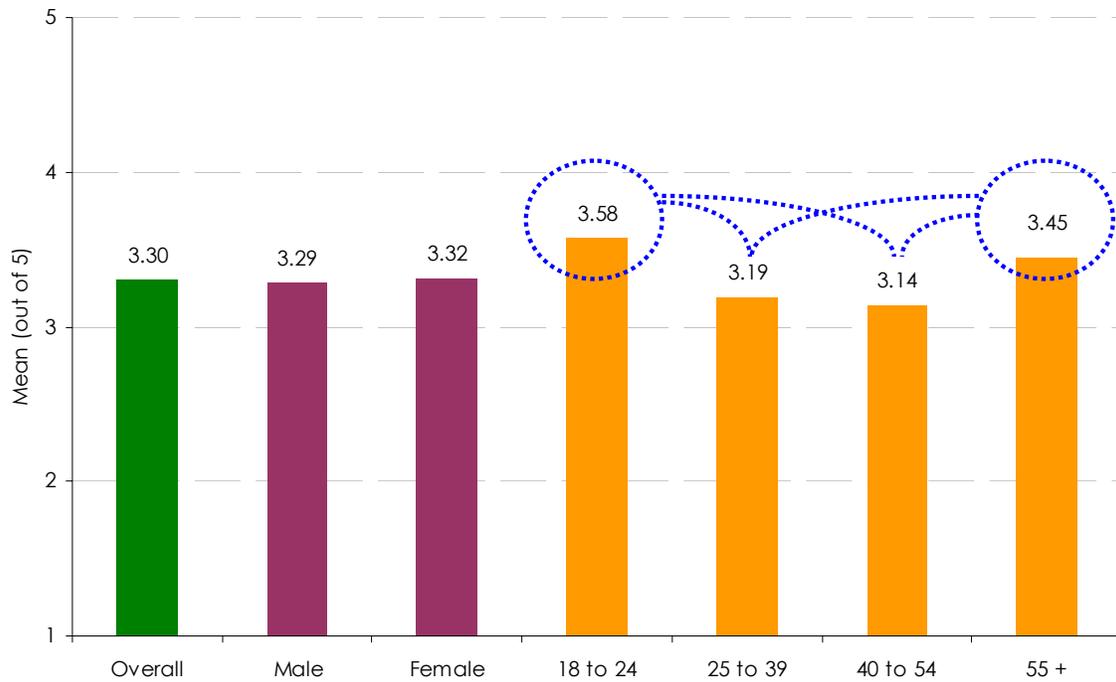
Figure 2-4-1 Distribution of Value for Rates Dollar Ratings



Key Results:

- More than one in three residents (35.3%) felt that they were receiving good value from their spend on Council rates and charges, compared to 13.4% that thought they were receiving poor value.
- A mean satisfaction score of 3.30 was achieved, which is on par with the mean scores recorded in 2010 (3.27) and 2007 (3.31).

Figure 2-4-2 Mean Value for Rates Dollar Scores Comparison



Key Results:

- Further testing revealed that residents aged 25 to 39 years (3.19) or 40 to 54 years (3.14) were significantly less likely to believe that they received good value for money compared to those aged 18 to 24 years (3.58) and 55 years or older (3.45).

3 KEY SERVICE AREAS

This section presents the results for questions that asked respondents to rate the importance of 22 key services and facilities provided by Shellharbour Council, and then to rate their satisfaction with Council's provision of these services and facilities.

Section 3.1 presents the results in terms of the importance placed on the services and facilities by residents. Section 3.2 assesses Council performance in terms of resident satisfaction with the provision of these services and facilities. Sections 3.3 and 3.4 compare these results to internal benchmarks set in the 2010 and 2007 Community Surveys. Finally, Section 3.5 attempts to prioritise these services and facilities, giving Council actionable information that can be used to allocate resources and make informed policy decisions. ***A more detailed breakdown of importance and satisfaction ratings by gender, age and dwelling tenure are provided in Appendix 2.***

3.1 Importance Ratings

Respondents were asked to rate the importance of each of the 22 Council services and facilities on a scale of 1 to 5, where 1 = 'not important' and 5 = 'very important'.

Table 3-1-1 Importance Ratings for all Services and Facilities

Service / facility (rank order)	Importance rating (%)				Mean Score (out of 5)
	Can't say	Low (1-2)	Medium (3)	High (4-5)	
Kerbside garbage collection	0.6	0.9	4.8	93.7	4.73
Recycling collection	0.6	1.1	3.5	94.8	4.70
Waste management, including kerbside collection, recycling and waste depot facilities	0.0	2.2	5.2	92.6	4.63
Community safety information & crime prevention	1.2	1.8	6.4	90.6	4.60
Maintenance of footpaths	0.4	2.4	9.6	87.5	4.42
Waste depot collection	3.4	3.6	12.2	80.7	4.40
Appearance of public areas, including provision and up keep of local parks & playgrounds	0.5	3.5	11.9	84.1	4.39
Economic development (e.g. business, tourism promotion, job creation)	0.9	4.4	9.5	85.2	4.38
Environmental activities (e.g. storm water, land care)	0.2	2.1	11.5	86.3	4.36
Construction and maintenance of local roads, footpaths and kerbing	0.0	3.1	14.6	82.3	4.32
Street cleaning	0.9	3.0	13.9	82.2	4.29
Traffic management & parking facilities	0.2	4.5	14.1	81.2	4.28
Graffiti prevention & removal	0.9	4.9	16.1	78.2	4.24
Standard of Council's library services	4.8	7.9	13.7	73.6	4.14
Health & human support services & facilities, including aged, child, youth & disability services	2.0	11.0	12.7	74.2	4.11
Enforcement of by-laws (e.g. health, food, animal control)	1.6	8.3	18.1	72.0	4.07
Maintenance of cycle ways	2.8	10.0	17.9	69.3	4.02
Standard of facilities & services provided at public swimming pools	3.9	10.3	17.6	68.1	4.00
Recreation services & facilities, including swimming pools and sports fields	0.6	11.1	16.2	72.1	4.00
Culture & education services & facilities, including libraries, community centres & public buildings	1.1	8.1	19.5	71.2	3.99
Town planning & timely processing of building applications	6.0	13.1	21.2	59.7	3.80
Community events & activities (e.g. BBQs, fun days)	1.1	16.9	26.0	56.0	3.64

Key Results:

- It seems that waste is the most important area of service to residents of the Shellharbour Council area, taking out the top three rankings.
- Overall, mean importance scores ranged from 4.73 to 3.64 out of a possible 5.0.
- 'Kerbside garbage collection' was rated the most important service, with 93.7% of residents providing a 'high' importance score (4 or 5) which resulted in a mean of 4.73.
- 'Recycling collection' was a close second at 4.70 out of 5.0.
- 'Community events and activities' remains at the bottom of the list. Over half of residents (56.0%) rated this service as being of 'high' importance, attaining a mean of 3.64.
- Testing by key respondent characteristics uncovered the following significant group differences:
 - Females had a tendency to place greater importance on all Council services and facilities discussed in this survey. However the difference was not significant in the case of 'Recreation services & facilities', 'Economic development', 'Town planning & timely processing of building applications', 'Community safety information & crime prevention', 'Street cleaning', 'Kerbside garbage collection', and 'Waste depot collection'.
 - Residents aged 25 to 39 years generally placed less importance on Council services and facilities than other residents, particularly those in the 40 to 55 years age category.
 - Residents that have lived in the Shellharbour Council area for 10 to 15 years believed most Council services and facilities were less important compared to other residents, particularly those who have lived in the area for 5 to 10 years.
 - All statistical differences are shown in Appendix 2.

3.2 Satisfaction Ratings

Respondents were asked to rate their satisfaction with each of the 22 council services and facilities on a scale of 1 to 5 where 1 = 'very dissatisfied' and 5 = 'very satisfied'.

Table 3-2-1 Satisfaction Ratings for all Services and Facilities

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	Can't say	Low (1-2)	Medium (3)	High (4-5)	
Standard of Council's library services	16.0	3.5	24.1	56.4	3.92
Recycling collection	1.5	10.2	18.5	69.8	3.91
Culture & education services & facilities, including libraries, community centres & public buildings	6.6	4.9	36.1	52.5	3.68
Maintenance of cycle ways	10.2	7.1	34.2	48.5	3.59
Kerbside garbage collection	1.2	22.6	16.6	59.6	3.58
Standard of facilities & services provided at public swimming pools	17.0	5.5	35.4	42.1	3.58
Street cleaning	1.4	12.3	33.0	53.3	3.54
Enforcement of by-laws (e.g. health, food, animal control)	7.5	9.5	34.0	49.0	3.53
Recreation services & facilities, including swimming pools and sports fields	5.1	12.8	31.5	50.7	3.53
Community events & activities (e.g. BBQs, fun days)	7.0	8.9	41.3	42.8	3.49
Health & human support services & facilities, including aged, child, youth & disability services	19.7	9.6	33.2	37.6	3.46
Community safety information & crime prevention	4.0	12.2	43.8	40.0	3.37
Traffic management & parking facilities	1.1	13.9	42.9	42.2	3.35
Appearance of public areas, including provision and up keep of local parks & playgrounds	1.5	19.0	37.2	42.3	3.30
Waste management, including kerbside collection, recycling and waste depot facilities	0.5	27.9	24.3	47.4	3.29
Maintenance of footpaths	1.4	17.0	41.6	40.0	3.29
Graffiti prevention & removal	3.8	17.0	42.9	36.3	3.29
Economic development (e.g. business, tourism promotion, job creation)	4.1	14.2	47.1	34.6	3.27
Environmental activities (e.g. storm water, land care)	1.7	16.6	46.7	35.0	3.22
Waste depot collection	7.4	26.4	30.0	36.2	3.12
Town planning & timely processing of building applications	19.4	13.6	45.4	21.6	3.11
Construction and maintenance of local roads, footpaths and kerbing	0.5	25.6	38.9	35.0	3.11

Key Results:

- Mean satisfaction with the Council services and facilities measured in this survey ranged from 3.92 in the high range to 3.11 in the medium range.
- The two Council services and facilities that achieved mean satisfaction scores in the high range were 'Standard of Council's library services' (3.92) and 'Recycling collection' (3.91).
- 'Culture and education services and facilities' was the highest ranked of the broader service groupings in terms of satisfaction, with over half of residents (52.5%) providing a high satisfaction rating.
- Shellharbour residents were least satisfied with 'Waste depot collection' (3.12), 'Town planning and the timely processing of building applications' (3.11), and 'Construction and maintenance of local roads, footpaths and kerbing' (3.11).
- One quarter of residents (25.6%) indicated that they were dissatisfied with the 'Construction and maintenance of local roads, footpaths and kerbing'.
- Further statistical testing revealed the following significant differences across resident demographics:
 - Males (3.42) were significantly more likely to be satisfied with the 'Maintenance of footpaths' compared to females (3.17).
 - Females, however, were more satisfied with 'Culture & education services and facilities' (3.79) and the 'Enforcement of by-laws' (3.36) than males (3.55 and 3.42 respectively).
 - In general, it was residents aged 18-24 years that were most satisfied with Council's delivery of services and facilities, while the 40-54 years olds were least satisfied.
 - Residents that have lived in the Shellharbour area for less than 5 years were significantly more likely to be satisfied with 'Street cleaning' (4.05), 'Maintenance of footpaths' (3.77), and 'Waste depot collection' (3.72) compared to all other residents.
 - All statistical differences are shown in Appendix 2.

3.2.1 Reasons for Dissatisfaction

Respondents that indicated they were dissatisfied with any service or facility were asked to provide a reason for their dissatisfaction. The results are provided below:

Key Results:

- Those who indicated dissatisfaction with the 'Standard of Council's library services' said it was due to the poor resources available at the library and the poor facilities.
- Respondents indicated that they were dissatisfied with 'Recycling collection' because it was not often enough.
- Respondents who indicated dissatisfaction with 'Culture and education services and facilities' believed that there is an insufficient number of these services and facilities provided or that the ones that exist are difficult to access.
- Respondents who indicated that they were dissatisfied with the 'Maintenance of cycle ways' attributed their dissatisfaction to poor maintenance and a lack of cycle ways.
- The majority of respondents who expressed dissatisfaction with 'Kerbside garbage collection' stated that they were unhappy with fortnightly collection and want a return to weekly collection.
- Respondents dissatisfied with the 'Standard of facilities and services provided at public swimming pools' blamed the fees charged to use the swimming pools.
- Of the respondents who were dissatisfied with 'Street cleaning', most said it was because the streets were never or rarely cleaned.
- Respondents dissatisfied with the 'Enforcement of by-laws' cited poor animal control in the area.
- The majority of respondents who expressed dissatisfaction with 'Recreation services and facilities' stated that the reason for this was the associated fees or the poor maintenance.
- Respondents dissatisfied with 'Community events and activities' blamed the lack of activities and events for their dissatisfaction or said that they should be promoted.
- Respondents who were dissatisfied with 'Health and human support services and facilities' named a lack of services and facilities, as well as their difficulty accessing these services and facilities as the main causes of their dissatisfaction.

- The reasons for dissatisfaction with 'Community safety information and crime prevention' were too much crime, the need for greater police presence, and a lack of crime prevention.
- Of the respondents who were dissatisfied with 'Traffic management and parking facilities', most stated the lack of parking or poor traffic management as the source of their dissatisfaction.
- Those respondents who were dissatisfied with the 'Appearance of public areas' said this was due to poor maintenance and cleaning or the presence of graffiti.
- Dissatisfaction with 'Waste management services and facilities' mainly resulted from the preference for weekly rubbish collection rather than the current fortnightly collection. Another reason for their dissatisfaction was the cost to use the tip.
- The main reason provided for being dissatisfied with the 'Maintenance of footpaths' was that they were poorly maintained.
- Reasons provided by respondents for their dissatisfaction with 'Graffiti prevention and removal' included that there is too much graffiti and not enough removal, or not enough prevention.
- Respondents who expressed dissatisfaction with 'Economic development' stated that there aren't enough jobs or unemployment is too high and the council needs to do more to promote tourism.
- Respondents who indicated dissatisfaction with 'Environmental activities' cited blocked storm water drains and associated flooding, as well as poorly maintained waterways.
- Dissatisfaction with 'Waste depot collection' was mostly attributed to the high cost.
- Dissatisfaction with 'Town planning and timely processing of building applications' was mainly due to the length of time taken to process a development application.
- Respondents who indicated they were dissatisfied with the 'Construction and maintenance of local roads, footpaths and kerbing' attributed their dissatisfaction to the lack of road maintenance, including the presence of pot holes and poorly maintained footpaths.

3.3 Internal Importance Benchmarks

Table 3-1-1 compares the 2012 Shellharbour importance ratings to the results in the last community survey, conducted in 2010.

Table 3-3-1 Importance Ratings Comparisons - Internal

Service/Facility (rank order)	Mean Score 2007	Mean Score 2010	Mean Score 2012	Significant change since 2010
Kerbside garbage collection	NA	4.73	4.73	↔
Recycling collection	NA	4.72	4.70	↔
Waste management, including kerbside collection, recycling and waste depot facilities	4.57	4.65	4.63	↔
Community safety information & crime prevention	4.65	4.65	4.60	↔
Maintenance of footpaths	NA	4.43	4.42	↔
Waste depot collection	NA	4.55	4.40	↓
Appearance of public areas, including provision and up keep of local parks & playgrounds	4.40	4.42	4.39	↔
Economic development (e.g. business, tourism promotion, job creation)	3.63	4.41	4.38	↔
Environmental activities (e.g. storm water, land care)	4.39	4.34	4.36	↔
Construction and maintenance of local roads, footpaths and kerbing	4.42	4.24	4.32	↔
Street cleaning	NA	4.31	4.29	↔
Traffic management & parking facilities	4.27	4.32	4.28	↔
Graffiti prevention and removal	NA	4.39	4.24	↓
Standard of Council's library services	NA	4.19	4.14	↔
Health & human support services & facilities, including aged, child, youth & disability services	4.25	4.12	4.11	↔
Enforcement of by-laws (e.g. health, food, animal control)	4.18	4.15	4.07	↔
Maintenance of cycle ways	NA	4.22	4.02	↓
Standard of facilities and services provided at public swimming pools	NA	4.03	4.00	↔
Recreation services & facilities, including swimming pools and sports fields	4.16	4.16	4.00	↓
Culture & education services & facilities, including libraries, community centres & public buildings	4.20	4.05	3.99	↔
Town planning & timely processing of building applications	3.45	3.92	3.80	↔
Community events & activities (e.g. BBQs, fun days)	3.33	3.76	3.64	↓

Key Results:

- Compared to the 2010 survey results, there have been significant statistical declines in the importance of the following Shellharbour Council services and facilities: 'Waste depot collection' (4.40 down from 4.55), 'Graffiti prevention and removal' (4.24 down from 4.39), 'Maintenance of cycle ways' (4.02 down from 4.22), 'Recreation services and facilities, including swimming pools and sports fields' (4.00 down from 4.16), and 'Community events & activities' (3.64 down from 3.76).
- Similarly, 'Construction and maintenance of local roads, footpaths and kerbing' (4.32 down from 4.42), 'Health and human support services and facilities' (4.11 down from 4.25), 'Enforcement of by-laws' (4.07 down from 4.18), 'Recreation services and facilities' (4.00 down from 4.16), and 'Culture and education services and facilities' (3.99 down from 4.20) have all decreased in importance since the 2007 Community Survey.
- Since the 2007 survey, 'Economic development' (4.38 up from 3.63), 'Town planning and timely processing of building applications' (3.80 up from 3.45), and 'Community events and activities' (3.64 up from 3.33) have recorded significant increases in their importance to residents.

3.4 Internal Satisfaction Benchmarks

Similarly, Table 3-4-1 compares the 2012 Shellharbour satisfaction ratings to those from the 2010 community survey.

Table 3-4-1 Satisfaction Ratings Comparisons - Internal

Service/Facility (rank order)	Mean Score 2007	Mean Score 2010	Mean Score 2012	Significant change since 2010
Standard of Council's library services	NA	4.00	3.92	↔
Recycling collection	NA	4.16	3.91	↓
Culture & education services & facilities, including libraries, community centres & public buildings	3.68	3.72	3.68	↔
Maintenance of cycleways	NA	3.75	3.59	↓
Kerbside garbage collection	NA	3.96	3.58	↓
Standard of facilities and services provided at public swimming pools	NA	3.60	3.58	↔
Street cleaning	NA	3.62	3.54	↔
Enforcement of by-laws (e.g. health, food, animal control)	3.42	3.59	3.53	↔
Recreation services & facilities, including swimming pools and sports fields	3.64	3.56	3.53	↔
Community events & activities (e.g. BBQs, fun days)	3.30	3.61	3.49	↓
Health & human support services & facilities, including aged, child, youth & disability services	3.29	3.50	3.46	↔
Community safety information & crime prevention	3.20	3.42	3.37	↔
Traffic management & parking facilities	3.16	3.36	3.35	↔
Appearance of public areas, including provision and up keep of local parks & playgrounds	3.51	3.56	3.30	↓
Waste management, including kerbside collection, recycling and waste depot facilities	3.66	3.61	3.29	↓
Maintenance of footpaths	NA	3.32	3.29	↔
Graffiti prevention and removal	NA	3.33	3.29	↔
Economic development (e.g. business, tourism promotion, job creation)	3.25	3.28	3.27	↔
Environmental activities (e.g. storm water, land care)	3.23	3.43	3.22	↓
Waste depot collection	NA	3.49	3.12	↓
Town planning & timely processing of building applications	2.84	3.03	3.11	↔
Construction and maintenance of local roads, footpaths and kerbing	2.97	3.20	3.11	↔

Key Results:

- 'Recycling collection' (3.91 down from 4.16), 'Maintenance of cycleways' (3.59 down from 3.75), 'Kerbside garbage collection' (3.58 down from 3.96), 'Community events and activities' (3.49 down from 3.61), 'Appearance of public areas' (3.30 down from 3.56), 'Waste management, including kerbside collection, recycling and waste depot facilities' (3.29 down from 3.61), 'Environmental activities' (3.22 down from 3.43), and 'Waste depot collection' (3.12 down from 3.49) have recorded statistically significant declines in satisfaction since the last survey in 2010.
- The Council services and facilities with an improvement in mean satisfaction, between 2007 and 2012 were: 'Enforcement of by-laws' (3.53 up from 3.42), 'Community events and activities' (3.49 up from 3.30), 'Health and human support services and facilities' (3.46 up from 3.29), 'Community safety information and crime prevention' (3.37 up from 3.20), 'Traffic management and parking facilities' (3.35 up from 3.16), 'Town planning and timely processing of building applications' (3.11 up from 2.84), and 'Construction and maintenance of local roads, footpaths and kerbing' (3.11 up from 2.97).
- 'Recreation services and facilities' (3.53 down from 3.64), 'Appearance of public areas' (3.30 down from 3.51), and 'Waste management, including kerbside collection, recycling and waste depot facilities' (3.29 down from 3.66) were the areas that have significant declines in mean satisfaction scores since 2007.

3.5 Identifying Priorities for Improvement

Given the many dimensions of customer service that need to be managed, it can often be a difficult task to prioritise where improvement is most needed. The sheer number of service dimensions can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the opportunities for improvement that surface from the individual service dimensions reported in the previous section.

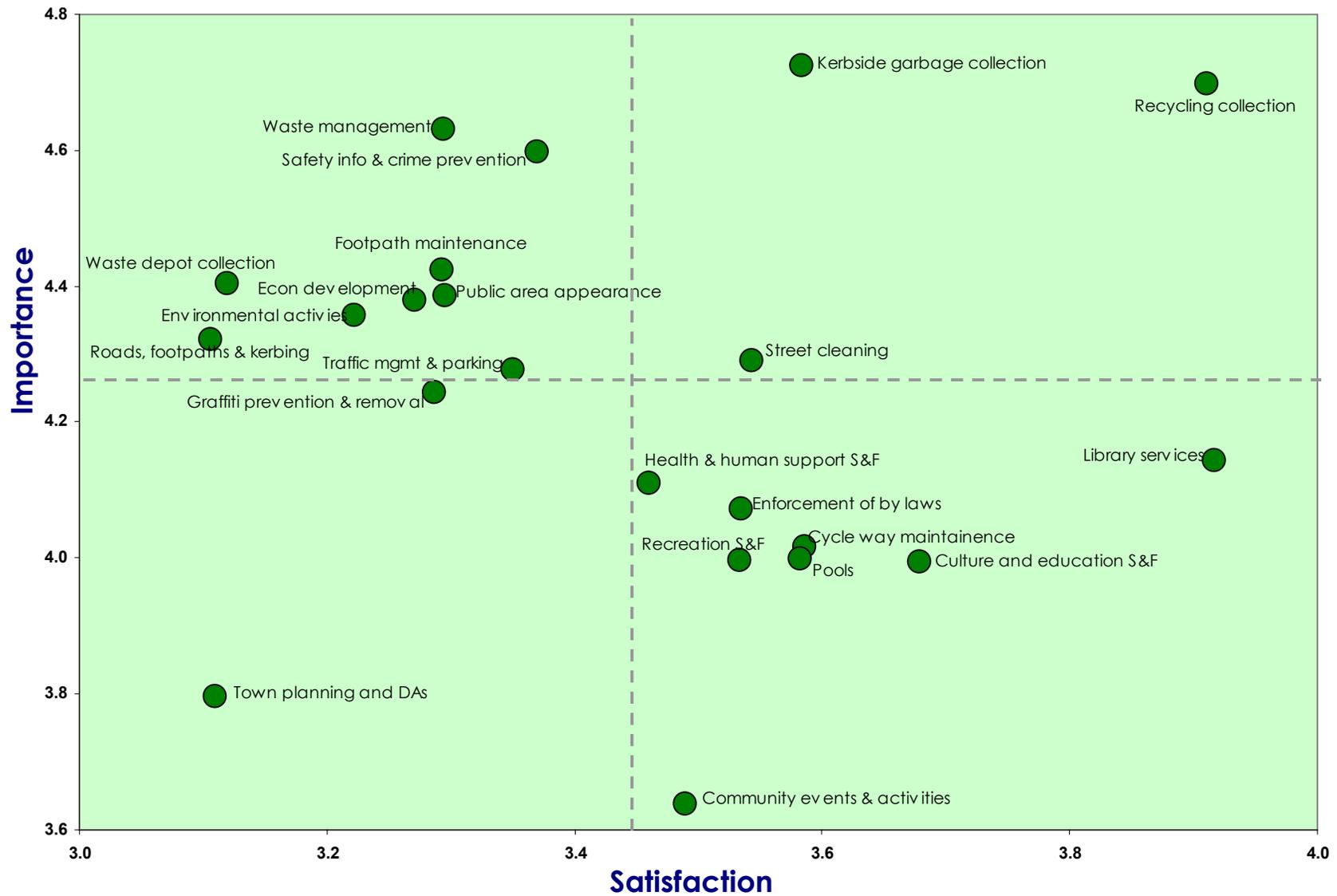
3.5.1 Quadrant Analysis

A simple analytical technique known as quadrant analysis is a useful way of simultaneously analysing the *stated* importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each customer service dimension measured in the survey.

In order to form the quadrant chart (or opportunity matrix, as it is sometimes called) combined average importance and satisfaction scores were calculated for the entire set of services. The average Importance score was 4.25 out of 5. The average Satisfaction score was 3.44 out of 5. So, for example, services with a mean importance score of less than 4.25 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, services with a mean score above 4.25 were classified as having 'higher' importance.

The results of the quadrant analysis are displayed in Figure 3-5-1.

Figure 3-5-1 Quadrant Analysis - Importance vs. Satisfaction



Each of the four quadrants in Figure 3-5-1 has a specific interpretation:

1. The **upper right** quadrant (high importance and high satisfaction) represents current service strengths.
2. The **upper left** quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The **lower left** quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions.
4. The **lower right** quadrant (relatively lower importance and high satisfaction) is sometimes interpreted as representing 'over-delivery'.

The attributes in the **upper left** quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but reported relatively lower satisfaction.

Key Results:

- Service areas where Council is performing well (high satisfaction/high importance) are:
 - Recycling collection
 - Kerbside garbage collection
 - Street cleaning
- Priority service areas for improvement (low satisfaction/high importance) are:
 - Community safety information and crime prevention
 - Traffic management and parking facilities
 - Appearance of public areas, including provision and up keep of local parks & playgrounds
 - Waste management, including kerbside collection, recycling and waste depot facilities
 - Maintenance of footpaths
 - Economic development e.g. business, tourism promotion and job creation
 - Environmental activities e.g. storm water, land care
 - Waste depot collection
 - Construction and maintenance of local roads, footpaths and kerbing (excluding highways and main roads)

3.5.2 Gap Analysis

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. Its key limitation is that it does not explicitly quantify the gap between importance and satisfaction. So, it is feasible that a large gap could exist between importance and satisfaction for any given service, even though that service may have appeared in the 'high importance and high satisfaction' quadrant. The problem is, even if a service achieves a high satisfaction score relative to other services measured, this is relatively meaningless if it still falls well short of the priority placed on that service by the respondent (measured via the stated importance score). This gap between performance and importance is often referred to as the 'expectation gap'.

Gap analysis is designed to identify those expectation gaps, and is a useful tool for supplementing the traditional quadrant analysis when prioritising services. Gap analysis simply measures the difference between expectations and delivery by subtracting the mean satisfaction score from the mean importance score for each service attribute. ***The larger the gap between importance and satisfaction, the larger the gap between Council's performance in provision of a service and residents' expectations.***

Gap scores are presented in Table 3-5-1. The table ranks services and facilities from highest gaps to lowest gaps. Statistical testing was used to help categorise services as high, medium and lower priority for improvement (the larger the gap, the higher the priority). Those services with a gap score significantly above the overall mean gap score ($\mu=0.8865$) were given top priority (i.e. a rating of 1). Services with a gap score statistically equal to the overall mean gap score were given second priority (rating of 2). Services with a gap score that was found to be significantly below the overall mean gap score were given third priority (rating of 3).

Table 3-5-1 Performance Gaps for Council Services & Facilities

Council Services & Facilities	Performance Gap*	Priority Level
Waste management	1.3455	1
Community safety information and crime prevention	1.2487	1
Waste depot collection	1.3465	1
Construction and maintenance of local roads, footpaths and kerbing	1.2207	1
Economic development	1.1609	1
Environmental activities	1.1339	2
Maintenance of footpaths	1.1474	2
Kerbside garbage collection	1.1506	2
Appearance of public areas	1.1114	2
Graffiti prevention and removal	0.9577	2
Traffic management and parking facilities	0.9476	2
Town planning and timely processing of building applications	0.8721	2
Health and Human support services and facilities	0.7858	2
Recycling collection	0.8005	2
Street cleaning	0.7595	2
Standard of facilities and services provided at public swimming pools	0.6242	2
Recreation services and facilities	0.5594	2
Enforcement of By Laws	0.5858	3
Maintenance of cycle ways	0.565	3
Culture and education services and facilities	0.3827	3
Standard of Council's library services	0.3375	3
Community events and activities	0.2557	3

Key Results:

- The gap analysis indicated that resident expectations are furthest from being met in the following areas:
 - Waste management including kerbside collection, recycling and Waste Depot facilities
 - Community safety information and crime prevention
 - Waste depot collection
 - Construction and maintenance of local roads, footpaths and kerbing
 - Economic development e.g. business, tourism promotion and job creation

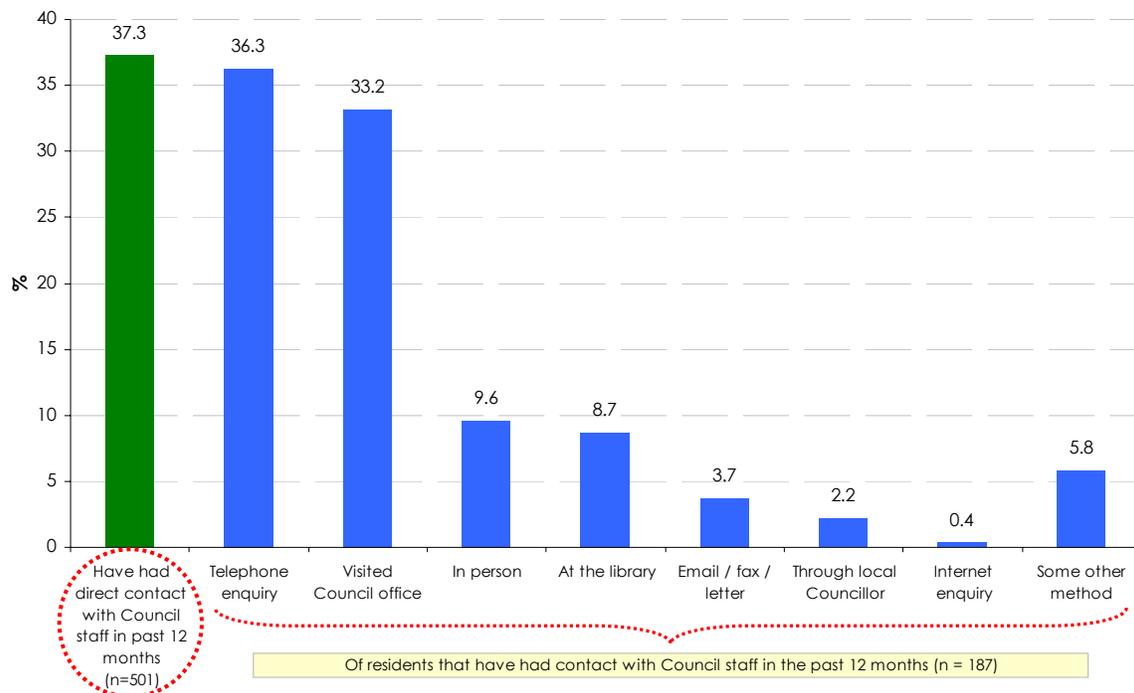
4 STAFF PERFORMANCE

The survey also sought to measure resident perceptions of, and satisfaction with Council staff performance. This section presents the results for questions asked about Council staff.

4.1 Contact with Council Staff

Firstly, residents were asked whether they have had direct contact with Council staff during the last twelve months. Then residents who indicated that they have had recent contact with Council staff were asked how this contact was made.

Chart 4-1-1 Contact with Council Staff



Key Results:

- 37.3% of residents could recall having some contact with Shellharbour Council staff during the last twelve months.
- Residents were most likely to have encountered Council staff through a telephone enquiry (36.3%) or a visit to the Council office (33.2%).

4.1.1 Reason for Contact

Residents that have had recent contact with Council staff were next asked what the main reason for that interaction was.

Table 4-1-1 Reason for Contact with Council Staff (n=207)

Method of Contact	2010 %	2012 %
Information enquiry	21.3%	26.3%
Request for assistance	9.9%	18.5%
Making a complaint	12.4%	13.1%
Building application or related matter	9.9%	8.6%
Pay a bill	8.0%	7.6%
Library enquiry or matter	5.1%	6.0%
To use or book a Council service or facility	NA	5.8%
Animal registration/matters	5.6%	3.5%
Other	27.0%	10.5%
Non response	0.8%	0.0%

Key Results:

- One in five recent interactions between residents and Council staff were information enquiries (26.3%).
- The second most cited reason for contacting Council was to request assistance, stated by 18.5% of those who had contact with staff.
- 13.1% of residents that have had recent contact with Council staff were making a complaint, while another 8.6% of residents were attempting to deal with building applications or similar related matters.
- Residents who were contacting Council to pay a bill fell from 12.6% in 2007 to 8.0% in 2010 and to 7.6% in the current survey.

4.2 Perceptions of Council Staff

4.2.1 No Recent Contact with Staff

Respondents who had not made direct contact with Council staff in the last 12 months were asked to rate their level of agreement with two statements. Table 4-2-1 presents the results, where 1 = 'strongly disagree' and 5 = 'strongly agree'.

Table 4-2-1 Perceptions of Council Staff Performance (no recent contact n=314)

Service attribute (rank order)	Satisfaction rating (%)				Mean Score (out of 5)	
	N/R	Low (1-2)	Medium (3)	High (4-5)	2010	2012
I think that Council staff are generally courteous & helpful	12.3%	0.7%	24.9%	62.1%	4.09	4.02
Council staff generally deal with people quickly and efficiently	14.7%	4.2%	32.5%	48.6%	3.70	3.74

Key Results:

- While 62.7% of residents have not had a recent interaction with Council staff, their general perceptions of the quality of customer service delivered by Council staff is still quite high.
- Six out of ten residents (62.1%) fitting into this category thought that Council staff are generally courteous and helpful, resulting in a mean agreement score of 4.02 out of 5.0.
- Similarly, half (48.6%) thought that Council staff generally deal with people quickly and efficiently, leading to a mean of 3.74. This is on par with the mean achieved in 2010.
- Further statistical testing showed that:
 - Residents who have resided in the area for 10 to 15 years had a higher tendency to agree that staff deal with people quickly and efficiently compared to those who have been there for 15 or more years.

4.2.2 Contacted Council Recently

Respondents who could recall having contact with Council staff were also asked to rate their level of agreement with a number of statements. Table 4-2-2 shows the results.

Table 4-2-2 Perceptions of Council Staff Performance (recent contact n=186)

Service attribute (rank order)	Satisfaction rating (%)				Mean Score (out of 5)	
	N/R	Low (1-2)	Medium (3)	High (4-5)	2010	2012
They were courteous & helpful	0.8%	6.4%	11.9%	80.9%	4.31	4.35
Making contact with the appropriate member of staff to deal with my enquiry was easy	0.8%	12.3%	9.5%	77.4%	4.19	4.11
They provided clear, easy to understand advice	1.7%	13.5%	11.2%	73.7%	4.20	4.04
They dealt with my needs quickly and efficiently	0.4%	17.2%	9.9%	72.5%	3.96	3.91

Key Results:

- It appears that most residents continue to be satisfied with the level of customer service received from Council staff, with all service attributes achieving high range mean scores.
- Four in five residents (80.9%) provided a high agreement rating (4 or 5) to the statement 'They were courteous and helpful', resulting in a mean score of 4.35 out of 5.
- Three quarters of residents also agreed that 'Making contact with the appropriate person was easy' (77.4%) and that the Council staff 'Provided clear, easy to understand advice' (73.7%).
- While the statement 'They dealt with my needs quickly and efficiently' achieved a lower mean agreement score of 3.91, as 72.5% of residents indicated agreement.
- All mean scores are statistically similar to those achieved in the 2010 survey.
- Further statistical testing revealed:
 - Females (4.16) were significantly more likely than males (3.70) to agree that Council staff dealt with their needs quickly and efficiently.
 - Those who have lived in the area for less than 5 years were more likely than those who had been there for 15 years or more to agree that staff provided clear, easy to understand advice and that they were courteous and helpful.

-
- Younger residents, aged 18 to 24 (4.53) and older residents, aged 55 or older (4.28) were more likely to agree that it was easy to contact the appropriate staff member for their enquiry compared to those aged 25 to 39 years (3.75).
 - Residents aged 25 to 39 years (4.15) and 40 to 54 years (4.25) were significantly less likely to agree that Council staff were courteous and helpful than those aged 18 to 24 (4.71).

4.3 Service Quality

Residents that have had contact with Council staff during the last 12 months were asked to think about the most recent encounter and choose which of the below statements best described the level of service they received.

Table 4-3-1 Perception of Service Quality

Method of Contact	2007 (n=228)	2010 (n=207)	2012 (n=186)	Change since 2010
Exceptional – they went the extra mile to answer my enquiry	17.7%	24.8%	21.9%	-2.9%pts
Above my expectation, but not exceptional	24.6%	22.6%	35.1%	+12.5%pts
Met my needs but it was nothing special	38.3%	36.1%	30.7%	-5.4%pts
Did not meet my needs	12.8%	10.9%	9.4%	-1.5%pts
Was confrontational, rude and unacceptable	5.3%	2.2%	1.7%	-0.5%pts
Can't say/ Declined	1.2%	3.3%	1.2%	-2.1%pts

Key Results:

- The proportion of residents that rated the level of customer service they received from Council staff as either 'exceptional' or 'above my expectation' grew from 47.4% in 2010 to 57.0% in the current survey measure.
- This coincided with a fall in the proportion of residents who were underwhelmed with the service received from 13.1% to 11.1%.

4.4 Overall Satisfaction with Council Staff

Whether or not they had made recent contact with Council staff, all respondents were asked to rate their level of satisfaction with the overall performance of Council staff.

A 5-point scale, where 1 = very dissatisfied and 5 = very satisfied, was again employed. The results are displayed below.

Figure 4-4-1 Distribution of Staff Satisfaction Ratings

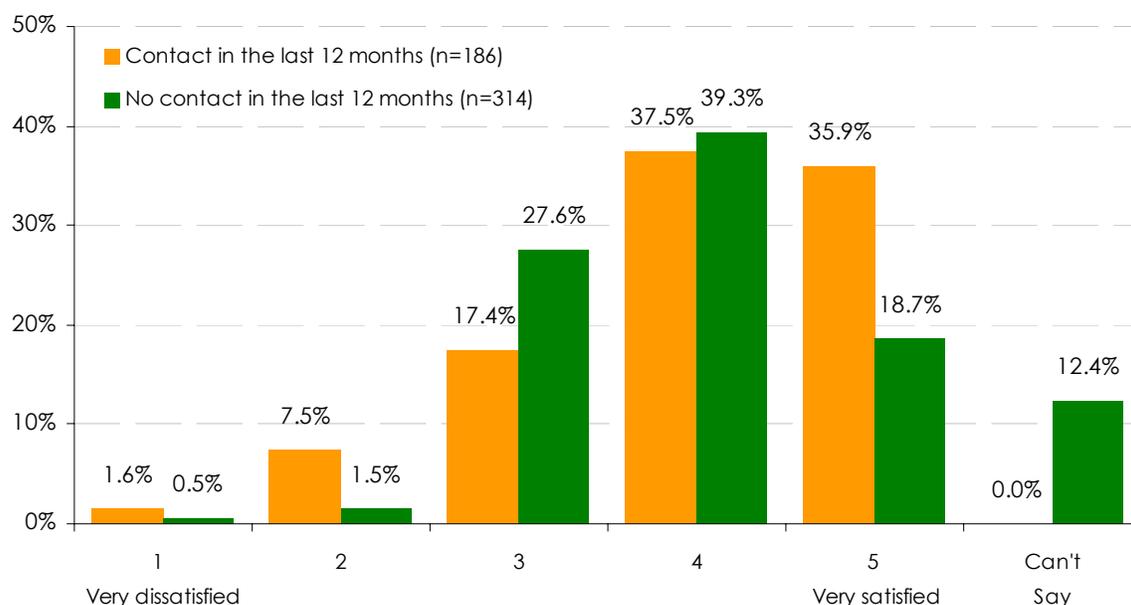


Table 4-4-1 Overall Satisfaction with Council Staff

Contact (rank order)	Satisfaction rating (%)				Mean Score (out of 5)	
	N/R	2010 (1-2)	Medium (3)	High (4-5)	2010	2012
Contact made in the last 12 months	0.0%	9.1%	17.4%	73.4%	3.93	3.98
No contact in the last 12 months	12.4%	2.0%	27.6%	58.0%	3.86	3.85

Key Results:

- Satisfaction was fairly even among residents whether or not they have had contact with Council staff within the last 12 months. Those who had provided a mean satisfaction score of 3.98, while those that had not, provided a mean score of 3.85.
- Almost three quarters (73.4%) of the residents who made contact with staff rated their satisfaction with the overall performance of Council staff as high (i.e. 4 or 5 out of 5). Meantime, close to six in ten (58.0%) residents who didn't have contact provided a high satisfaction rating.
- Both scores were an improvement on the 2007 means of 3.80 for staff who had a recent interaction and 3.65 for those that did not, however they were statistically the same as those recorded in 2010.
- Statistical testing revealed the following differences in the level of satisfaction across demographic variables:
 - Females who had direct contact with staff (4.21) had significantly higher satisfaction levels than males who had contact (3.78).
 - Of the residents who had no contact with Council, older residents (3.98) were significantly more satisfied than those in the 25 to 39 years age bracket (3.72).
 - When residents who had made contact with Council staff in the last 12 months, newer residents who had lived in the area for fewer than 5 years (4.69) were more satisfied compared to those who had lived in the area for 15 years or more (3.91).

4.5 Improving Customer Service

Residents were lastly asked whether they had any suggestions as to how Council staff could improve their level of customer service. Table 4-5-1 below shows the flavour of responses.

Table 4-5-1 Improving Customer Service (n=501)

Suggestion for Improvement	Percent
Provide more staff, better trained staff or better customer service	7.0%
Take more action or take a specific action	3.7%
Listen to or ask residents	3.6%
Increase communication or be more available to residents	2.7%
Make it easier to contact the appropriate person	2.5%
Provide more information to residents	2.2%
Increase speed of services	2.0%
Friendlier and more courteous staff	1.4%
They do a good job	1.1%
Introduce performance based pay	0.5%
Other	2.8%
Non response	70.7%

Key Results:

- More than two thirds of the residents surveyed (70.7%) were unable to provide a suggestion as to how Council staff could improve their level of customer service.
- Meanwhile, 7.0% of residents felt that providing more or better trained staff or better customer service would improve their experience.
- A further 3.7% of residents indicated that Council should take more action or identified a specific action that Council should take in order to provide a better experience for residents.

5 LOCAL ASPECTS

This section of the survey aimed to gain an insight into the respondents' perception of the quality of life in the Shellharbour Council area. Questions covered a number of community issues and in several cases gave the respondent the opportunity to elaborate and provide detail in their response.

5.1 Issues of Concern

Survey respondents were asked to describe what they believe is the major issue of concern for the Shellharbour Council area both today, and in 10 to 15 years from now. The questions were completely open ended allowing respondents to elaborate and provide examples.

5.1.1 Major Issue of Concern Today

Table 5-1-1, contains a summary of their responses for the major issues of today.

Table 5-1-1 Major Issues Today

Issue of Concern	Percent
Crime prevention/reducing crime	9.4%
Youth unemployment and youth services and facilities	8.4%
Providing more infrastructure	6.3%
Road maintenance	6.0%
Maintenance of facilities	5.5%
Unemployment and providing job opportunities	5.1%
The Marina	5.0%
Garbage collection and waste management services	3.5%
Traffic	2.9%
Provide more services and facilities	2.7%
Flood damage and drainage	2.4%
Preventing overdevelopment	1.8%
Improving public transport	1.6%
Aged care services and facilities	1.5%
Stop wasting funds and have funds available	1.4%
Services and facilities for children	1.3%

Issue of Concern (continued)	Percent
More housing	1.2%
Preserving the environment or increasing sustainability	0.9%
Improving the value received for rates paid	0.9%
Town planning	0.9%
Car parking	0.7%
Promoting tourism	0.6%
Other	5.3%
Non response	24.5%

Key Results:

- Crime prevention and reduction was the main issue of concern for 9.4% of Shellharbour residents. This issue was also the most commonly cited issue in the 2010 survey.
- 8.4% of residents identified youth unemployment or services and facilities for youth as the most important issue. Similarly, in 2010, unemployment and providing job opportunities was the third most important issue, while youth services and facilities was the fifth most commonly cited issue.
- The provision of infrastructure was mentioned by 6.3% of residents and a further 6.0% expressed concern about road maintenance.
- Of the residents that identified crime prevention and reduction as the major issue of concern, two in five (41.9%) were from the northern suburbs of Shellharbour, including Barrack Heights (9.4%), Lake Illawarra (9.6%), Mt Warrigal (11.7%), and Warilla (11.2%). A further one in four (25.3%) were from western suburbs, while one in five (19.0%) resided in Eastern suburbs and 13.8% lived in central Shellharbour suburbs.
- Two fifths (39.8%) of the residents who identified road maintenance as the main issue of concern were from the western Shellharbour suburbs of Albion Park (16.1%) and Albion Park Rail (23.7%). Additionally, 21.7% lived in Oak Flats, 13.6% lived in Mt Warrigal and 11.9% were from Warilla.

5.1.2 Major Issue of Concern in 10-15 Years

Table 5-1-2 contains a summary of their responses for the major issues in 10 to 15 years from now.

Table 5-1-2 Major Issues in 10-15 Years

Issue of Concern	Percent
Over-population	10.6%
Reducing unemployment and increasing job opportunities	8.6%
Providing infrastructure and planning for the increasing population	7.3%
Construction and maintenance of roads	5.7%
Traffic congestion and management	5.6%
Over-development	4.2%
Aged care services and facilities	4.2%
Provision of more services and facilities	4.0%
Reducing crime (including vandalism)	3.9%
Drainage and flooding	3.5%
Garbage collection and waste management services	3.3%
More housing	2.5%
The Marina	2.4%
Maintenance infrastructure and facilities	2.2%
Provision of health services and facilities	1.4%
Preserving the environment	1.3%
Youth services and facilities	1.3%
Improving public transport	1.2%
Car parking	1.2%
Council fees and rates	0.9%
Promoting tourism	0.5%
Other	5.1%
Non response	19.1%

Key Results:

- Looking forward, residents of the Shellharbour Council area see that over-population will be the main issue of concern over the next 10-15 years, with one in ten residents

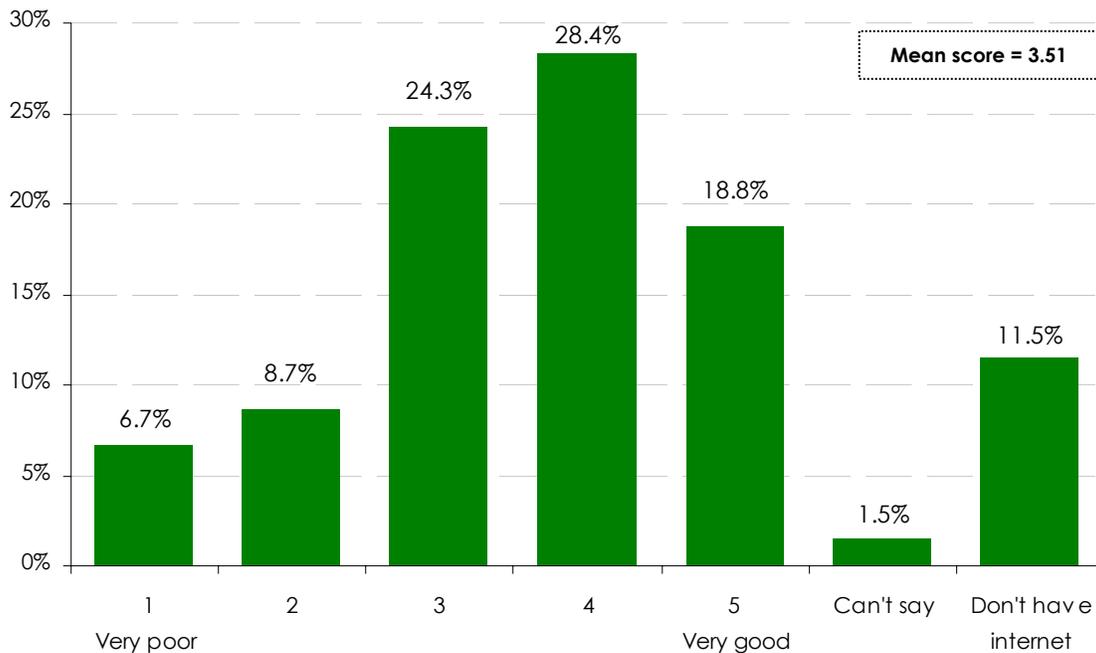
(10.6%) citing this issue. Preventing over-development and over-population was the biggest issue of the future mentioned in 2010.

- The second most commonly mentioned issue for the future was reducing unemployment and improving the provision of job opportunities (8.6%).
- 7.3% of residents expressed concern about Council's ability to provide adequate infrastructure to cope with the area's increasing population. This was the second most common issue stated by residents in the 2010 survey.
- Looking at the results by location, of the residents who identified the construction and maintenance of roads as the major issue of concern for the future, 65.3% were from suburbs in the west of Shellharbour, including Albion Park (59.8%) and Albion Park Rail (5.5%).
- A third of the residents (32.2%) who suggested reducing crime as the main issue of concern over the next 10 to 15 years, were from suburbs in the north of Shellharbour, such as Warilla (21.0%) and Barrack Heights (11.2%). A further 27.9% were from the west and 22.1% were from central suburbs.

5.2 Internet Connection

Survey respondents were asked to rate the quality of their internet connection at home. Ratings were measured on a scale of 1 to 5, where 1 means very poor, and 5 means very good.

Figure 5-2-1 Internet Connection at Home



Key Results:

- 88.5% of Shellharbour residents indicated that they have an internet connection at their home.
- Almost half of residents (47.2%) indicated that the quality of their internet connection was good (28.4%) or very good (18.8%).
- A further 15.4% said that their internet connection was poor (1 or 2).
- According to further statistical testing, males rated their connection as poorer than females. Additionally, people who have lived in Shellharbour for 15 or more years thought their connection was better than those who have lived in the area for 5 to 10 years.

5.2.1 Reasons for Quality of Internet Connection

Residents were asked to explain why they provided the rating of their internet connection that they did. Table 5-2-1 shows their responses, separated by the type of rating they gave.

Table 5-2-1 Reasons for Providing a Good or Poor Rating

Good Rating (n=237)	Percent
I have no/few problems	32.2%
Fast download speeds	21.8%
I have a reliable connection with few drop outs	11.9%
It is quick and reliable	7.2%
It is good but slow	7.0%
It is good but it is expensive or I receive poor customer service from the provider	2.7%
It is good but unreliable	2.5%
I receive good service from the provider	1.8%
I don't use it much	1.0%
I would prefer to use the National Broadband Network	0.7%
Other	5.4%
Non Response	6.0%
Neutral Rating (n=122)	Percent
Slow download speeds	39.4%
The connection is unreliable and drops out	25.5%
I can't get the type of connection I would like in my area	12.9%
I haven't had many problems	3.3%
It is expensive or I receive poor customer service from the provider	3.1%
I don't use it much	2.4%
It is reasonably fast	0.7%
Other	4.8%
Non response	7.8%
Poor Rating (n=77)	Percent
Slow download speeds	38.5%
I can't get the type of connection I would like in my area	25.2%
The connection is unreliable and drops out	21.1%
I receive poor customer service from the provider	3.8%
Other	10.6%
Non response	0.9%

Key Results:

- Of the residents who said that their internet connection was good, one third (32.2%) said that this was because they have had no problems or very few problems. A further one in five (21.8%) identified fast download speeds as the reason they believe it is good.
- Two fifths of the residents (39.4%) who provided a neutral rating of 3, said this was primarily due to slow download speeds.
- 38.5% of the Shellharbour residents who have a poor quality internet connection said that their download speeds were slow. An additional quarter of these residents (25.2%) stated that they were unable to get the type of internet connection that they would prefer in their area.
- Overall, 18.8% of residents complained of slow download speeds and a further 10.6% indicated that their internet connection is unreliable and drops out.

5.3 Community Safety

This section of the survey asked respondents three questions concerning how safe they felt in their respective neighbourhoods. Respondents were first asked to rate how safe they felt walking by themselves during the day and during the night, and then they were asked if they felt safer now than they did three years ago.

All ratings were measured on a scale of 1 to 5, where 1 means strongly disagree, and 5 means strongly agree.

Table 5-3-1 Community Safety

Statement (rank order)	Agreement rating (%)				Mean Score (out of 5)	
	N/R	Low (1-2)	Medium (3)	High (4-5)	2010	2012
In my neighbourhood I feel safe walking by myself during the day.	0.3%	2.3%	4.2%	93.2%	4.55	4.60
In my neighbourhood I feel safe walking by myself after dark.	1.7%	31.3%	27.3%	39.7%	2.98	3.12
In my neighbourhood I feel safer than I did three years ago.	4.4%	26.2%	41.9%	27.5%	2.89	3.02

Key Results:

- Shellharbour residents were much more likely to agree that they feel safe walking by themselves during the day (4.60) than at after dark (3.12). More than nine in ten residents (93.2%) agreed that they feel safe to walk alone in their neighbourhood during the day, while four out of ten (39.7%) felt the same way at night.
- 27.5% of residents agreed that they felt safer in their neighbourhood now than they did three years ago, compared to 26.2% that disagreed. This resulted in a medium level mean agreement score of 3.02 out of 5.0.
- A number of significant differences were revealed through further statistical analysis:
 - Males (3.53) had a greater tendency to feel safer after dark than females (2.73).
 - Residents in the 55 years plus age bracket (2.83) were significantly less likely to feel safer walking alone at night than those aged 18 to 24 years (3.38) or 40 to 54 years (3.34).
 - 18 to 24 year olds (3.43) were more likely to agree that they felt safer now than three years ago compared to all other residents.

- Residents that have lived in the Shellharbour Council area for fewer than 5 years (3.41) generally felt safer compared to 3 years ago than those that have lived in the area for 15 or more years (2.95).
- Those who have lived in the area for between 5 and 10 years (2.89) felt less safe walking in their neighbourhood at night compared to those who have lived in the area for fewer than 5 years (3.35) or between 10 and 15 years (3.38).

5.3.1 Community Safety by Location

This section exposes the differences in perceptions about safety depending upon the respondent's suburb. The suburbs were grouped into 5 regions, as follows:

- North - Barrack Heights, Barrack Point, Lake Illawarra, Mt Warrigal and Warilla,
- West - Albion Park, Albion Park Rail and Calderwood,
- Central - Blackbutt, Oak Flats and Shellharbour City Centre,
- East - Flinders, Shellharbour and Shell Cove,
- Rural - Balarang, Croome, Dunmore, Tongarra and Tullimbar.

Table 5-3-2 Community Safety by Location

Statement (rank order)	Mean Score (out of 5)				
	North (n=165)	West (n=155)	Central (n=72)	East (n=100)	Rural (n=9)
In my neighbourhood I feel safe walking by myself during the day.	4.50	4.69	4.53	4.64	4.80
In my neighbourhood I feel safe walking by myself after dark.	2.83	3.44	2.96	3.15	3.65
In my neighbourhood I feel safer than I did three years ago.	2.98	3.14	2.97	2.96	3.00

Key Results:

- People from suburbs in the western area (4.69) of Shellharbour were more likely to feel safe walking by themselves during the day compared to those from northern suburbs (4.50).
- Residents who live in northern (2.83) and central (2.96) Shellharbour suburbs felt less safe than those from western suburbs (3.44) when walking by themselves after dark.

5.3.2 Reasons for Not Feeling Safer

Residents that disagreed with the statement 'In my neighbourhood, I feel safer than I did three years ago' were asked to explain why. Table 5-3-2 highlights the flavour of their responses.

Table 5-3-3 Reasons for Not Feeling Safer (n=159)

Reason	Percent
There is too much crime	31.3%
The people make me feel unsafe (youths, gangs, hoons)	28.0%
There has been no change in three years	8.4%
New people in the area make me feel unsafe	4.4%
I feel unsafe because there is no police presence	3.4%
I feel more unsafe because I am older/more vulnerable	2.9%
I feel too unsafe to go out at night time	2.7%
I was safer three years ago	2.6%
There is a problem with drinkers leaving pubs near my home	2.5%
Other	5.4%
Non response	8.4%

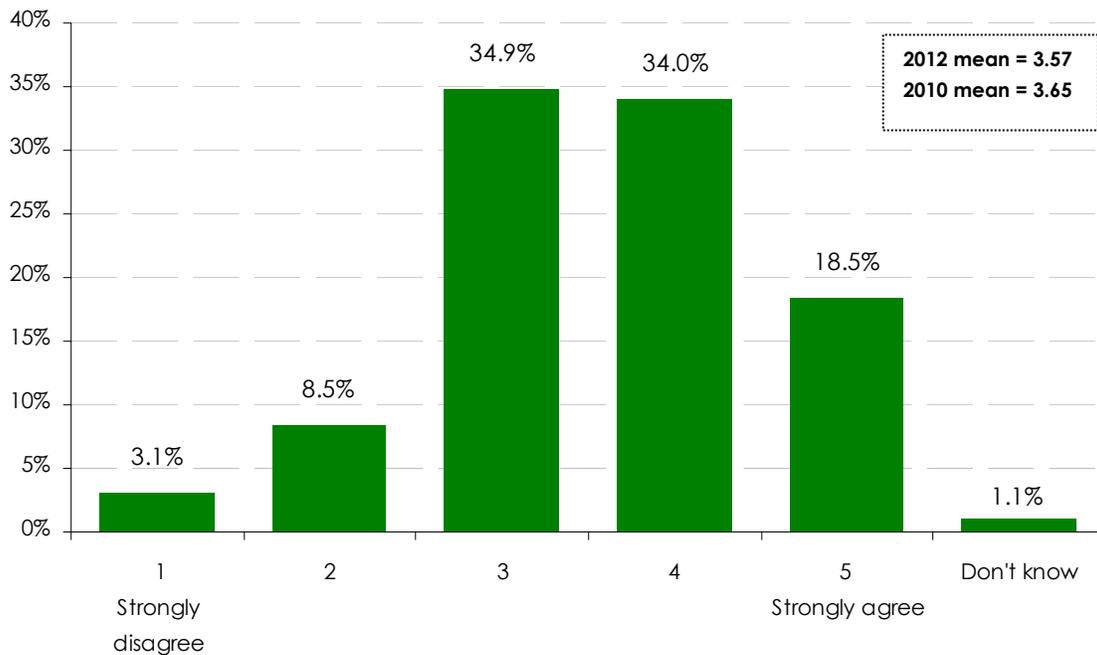
Key Results:

- Three in ten (31.3%) of these residents that indicated they do not feel safer now than three years ago said that this was because of the crime in the area.
- A further 28.0% of those residents stated that the people, such as gangs, youths and hoons, were making them feel unsafe.

5.4 Community Connectedness

Residents were asked about their level of connectedness with the community. This was measured on a scale of 1 to 5, where 1 means strongly disagree, and 5 means strongly agree. Figure 5-4-1 displays the results.

Figure 5-4-1 Community Connectedness



Key Results:

- A little over half of Shellharbour residents (52.5%) agreed that they felt connected with the community, while 11.6% disagreed with the statement.
- This resulted in a mean agreement score of 3.57, which is on par with the score recorded in the 2010 Community Survey.
- The significant variations according to demographic variables:
 - Older residents (40 years or older) were more likely to feel connected than those aged 25 to 39 (3.33).
 - Those who have lived in the area the shortest time (3.29) feel less connected than those who have resided in Shellharbour for 15 or more years (3.63).

5.4.1 Community Connectedness by Location

This section reveals the differences in residents' connectedness to their community based on their suburb. The suburbs were grouped into 5 regions, as follows:

- North - Barrack Heights, Barrack Point, Lake Illawarra, Mt Warrigal and Warilla,
- West - Albion Park, Albion Park Rail and Calderwood,
- Central - Blackbutt, Oak Flats and Shellharbour City Centre,
- East - Flinders, Shellharbour and Shell Cove,
- Rural - Balarang, Croome, Dunmore, Tongarra and Tullimbar.

Table 5-4-1 Community Connectedness by Location

Statement (rank order)	Mean Score (out of 5)				
	North (n=165)	West (n=155)	Central (n=72)	East (n=100)	Rural (n=9)
I feel connected within my community.	3.63	3.56	3.54	3.51	3.41

Key Results:

- There were no significant differences in residents' feelings of being connected by suburb.

5.4.2 Reasons for Not Feeling Connected to the Community

Residents who indicated that they don't feel connected within their community were asked to explain why this was the case. Table 5-4-2 summarises the reasons provided.

Table 5-4-2 Reasons for Not Feeling Connected (n=57)

Reason	Percent
I don't want to get involved	38.1%
There is no community, Council does not foster the community	24.0%
It is difficult to get involved	18.9%
Due to the type of people or housing in the area	6.0%
Other	8.1%
Non response	4.9%

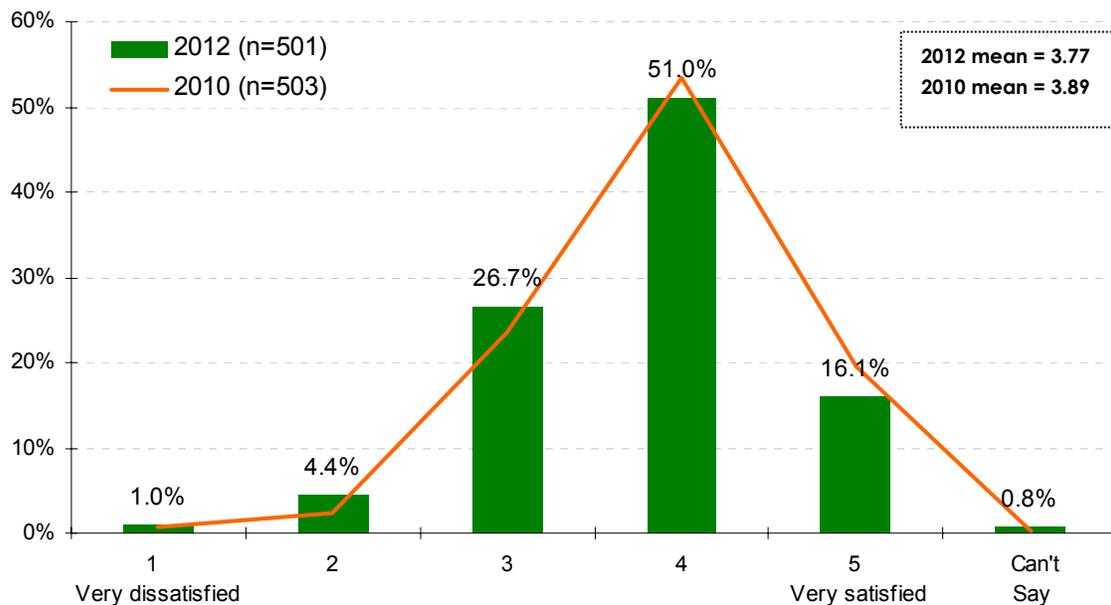
Key Results:

- Of the relatively small portion of residents that do not feel connected to the community, 38.1% said that they do not want to get involved.
- Around one quarter (24.0%) stated that there is no community or that Shellharbour Council does not foster a sense of community.
- An additional 18.9% indicated that they feel it is difficult to get involved.

5.5 General Appearance

Concerning the general appearance of the Shellharbour Council area, survey respondents were asked to rate their level of satisfaction on a scale of 1 to 5. Figure 5-5-1 contains the results of these satisfaction ratings.

Figure 5-5-1 Distribution of Satisfaction Rating for General Appearance



Key Results:

- Two thirds of the Shellharbour resident population (67.1%) were satisfied with the general appearance of the Shellharbour Council area, compared to just 5.4% that were dissatisfied.
- The mean satisfaction score was 3.77, which is statistically lower than the 2010 score.
- Further statistical testing showed:
 - Residents aged 55 or older (3.86) were more satisfied with the appearance of Shellharbour compared to those aged 44 to 54 years (3.67).
 - Residents that are newest to the area (3.95) expressed higher satisfaction with Shellharbour's appearance than those who have lived in the area for 15 or more years (3.72).

5.5.1 General Appearance by Location

Analysis was performed to expose differences in residents' satisfaction with the general appearance of their area based on the suburb in which they reside. The suburbs were grouped into 5 regions, as follows:

- North - Barrack Heights, Barrack Point, Lake Illawarra, Mt Warrigal and Warilla,
- West - Albion Park, Albion Park Rail and Calderwood,
- Central - Blackbutt, Oak Flats and Shellharbour City Centre,
- East - Flinders, Shellharbour and Shell Cove,
- Rural - Balarang, Croome, Dunmore, Tongarra and Tullimbar.

Table 5-5-1 General Appearance by Location

Statement (rank order)	Mean Score (out of 5)				
	North (n=165)	West (n=155)	Central (n=72)	East (n=100)	Rural (n=9)
How satisfied are you with the general appearance of the Shellharbour Council area?	3.82	3.81	3.69	3.75	3.40

Key Results:

- There were no statistically significant differences in satisfaction with the general appearance of the area based on region of residence.

5.5.2 Reasons for Rating of the General Appearance

Residents were then asked to provide a reason as to why they gave this rating, giving respondents the chance to further voice their opinion on the current general appearance of Shellharbour. Table 5-5-1 holds a summary of responses to why those ratings were given.

Table 5-5-2 Reasons for Satisfaction and Dissatisfaction with General Appearance

Reason	Percent
Appearance is clean and well maintained	33.5%
More maintenance is required	15.5%
Shellharbour is a naturally beautiful place	12.1%
Appearance could be improved	9.8%
Shellharbour looks good in general	7.8%
There is variability in appearance, some areas are good, others are bad	5.6%
Other	6.4%
Non response	9.2%

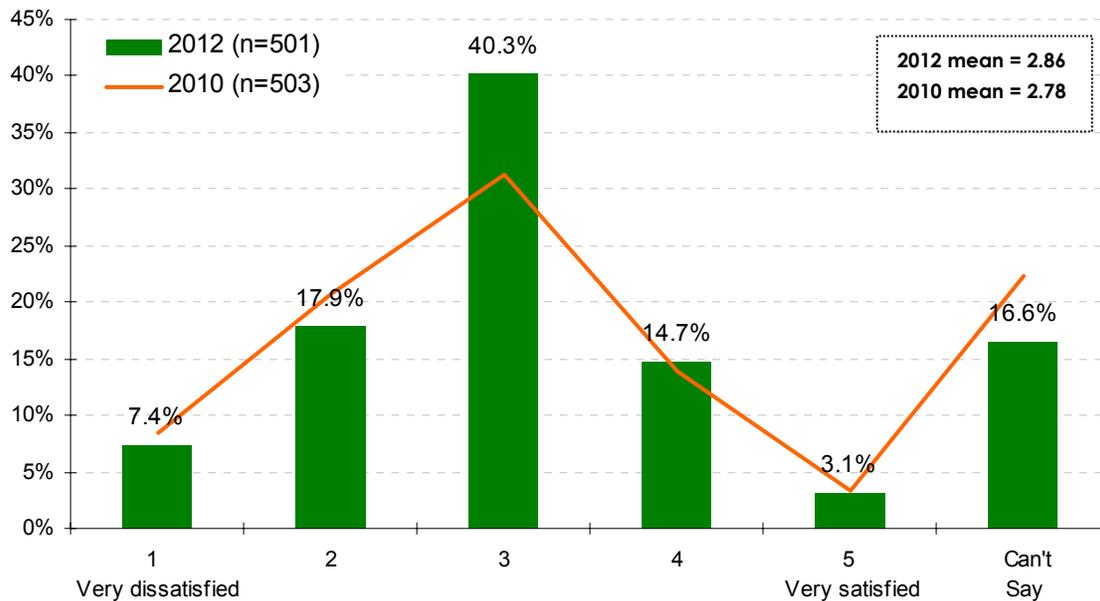
Key Results:

- When probed, a third of residents (33.5%) indicated that they were satisfied with the area's general appearance because it is clean and well maintained.
- Another 15.5% said that the reason for their satisfaction rating was that more maintenance was required.
- 12.1% of residents stated that Shellharbour is a naturally beautiful place.
- Meanwhile, just one in ten residents (9.8%) thought that the area's appearance could be improved.

5.6 Employment Opportunities

Survey respondents were also asked to rate their level of satisfaction with employment opportunities in the Shellharbour Council area on a scale of 1 to 5.

Figure 5-6-1 Distribution of Satisfaction Rating for Employment Opportunities



Key Results:

- One in four Shellharbour residents (25.3%) indicated that they were dissatisfied with the employment opportunities in the local area, while 17.8% were satisfied.
- Overall, a mean satisfaction score of 2.86 was attained, which is in the low range. This score is on par with the 2010 mean score of 2.78 out of 5.0.
- Testing by key respondent characteristics uncovered the following differences:
 - Younger residents, aged 18 to 24 years (3.07) and 25 to 39 years (2.94) were significantly more satisfied with the choice of employment opportunities compared to those aged 55 years or older (2.66).
 - People who have lived in Shellharbour for 15 or more years (2.80) displayed statistically lower satisfaction compared to those who have resided in the area for 10 to 15 years (3.16).

5.6.1 Desired Employment Opportunities

Those that indicated that they were dissatisfied were then asked to explain what employment opportunities they would like to see in Shellharbour. A summary of the responses are shown in Table 5-6-1.

Table 5-6-1 Desired Employment Opportunities

Employment Opportunities	Percent
More youth employment opportunities	33.2%
More employment opportunities in general	15.3%
Trade/construction related job opportunities	7.5%
Retail/tourism/hospitality related job opportunities	6.7%
Industrial/manufacturing related job opportunities	6.3%
Professional/executive job opportunities	4.9%
More government job opportunities	3.5%
More apprenticeships available	5.7%
More employment opportunities for older people	3.0%
More full time job opportunities	2.4%
Other	10.2%
Non response	7.1%

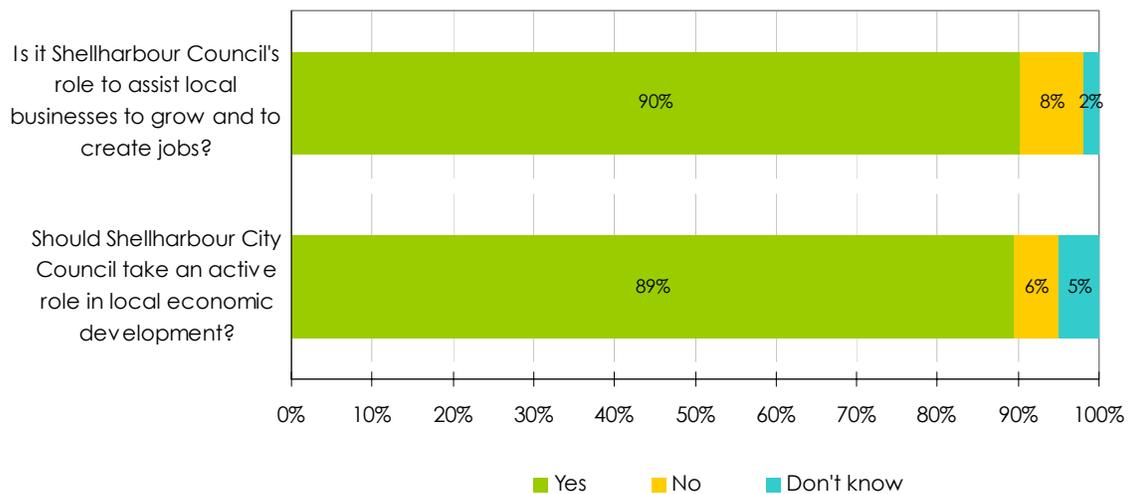
Key Results:

- Opportunities for local youth remain the main employment outcome that residents would like to see in the region (33.2%), with another 5.7% of residents specifically highlighting the need for more apprenticeships.
- 15.3% of residents said they would like to see more employment opportunities in general.
- More specifically, 7.5% wanted more trades/construction opportunities, 6.7% wanted more retail/tourism/hospitality related jobs, and 6.3% wanted more industrial/manufacturing job opportunities.

5.7 Role of Council

To conclude this section, survey respondents were asked some yes/no questions regarding Council's role and involvement in local issues. These questions and their results are displayed in Figure 5-7-1.

Figure 5-7-1 Local Opinions



Key Results:

- There is an overwhelming view within the community that Council should take an active role in both local economic development (89.4%) and assisting local businesses to grow and to create jobs (90.3%).

6 PLANNING DIRECTIONS

6.1 Proposed Planning Directions

Survey respondents were presented with 8 planning directions suggested by Shellharbour City Council and asked to rate their level of agreement with each statement on a scale of 1 to 5. The table below details the level of agreement by all respondents with each statement, including a mean agreement score.

Table 6-1-1 Proposed Planning Directions

Statement (rank order)	Agreement rating				Mean Score
	(%)				(out of 5)
	N/R	Low (1-2)	Medium (3)	High (4-5)	2012
Encouraging business opportunities in the area	0.9%	1.0%	6.1%	91.9%	4.59
Enhancing the appearance of urban areas	0.6%	1.7%	11.0%	86.7%	4.39
Council should provide more opportunities for the provision of aged care facilities	0.9%	2.3%	13.2%	83.6%	4.37
Promoting and developing the area as a tourist destination	0.2%	1.8%	14.7%	83.4%	4.36
Council should focus its resources on the maintenance of its assets	1.4%	0.6%	12.7%	85.3%	4.35
Ensuring the rural land is not lost to housing development	0.5%	4.0%	13.9%	81.6%	4.34
Supporting initiatives that will reduce the impacts of global warming and climate change	3.0%	7.3%	17.4%	72.3%	4.11
Encouraging property development opportunities in the area	0.5%	7.9%	24.6%	67.1%	3.96

Key Results:

- Nine in ten residents (91.9%) agreed that Council should encourage business opportunities in the area, resulting in a 'high' mean score of 4.59 out of 5.0.
- Only one planning direction received a medium range mean agreement rating, encouraging property development opportunities in the area (3.96 out of 5.0), while all others achieved high range mean scores.
- Further testings showed that in some cases residents of different demographic groupings held varying opinions:

- Compared to males, females had a significantly higher tendency to agree with the following planning directions: Ensuring that rural land is not lost to housing development, Supporting initiatives that will reduce the impacts of global warming and climate change, and Council should provide more opportunities for the provision of aged care facilities.
- Residents in the 25 to 39 age bracket were the least likely to agree that Council should provide more opportunities for the provision of aged care, and with Enhancing the appearance of urban areas compared to all other residents.
- Local youth were the most likely to agree that Council should focus its resources on supporting initiatives that will reduce the impacts of global warming and climate change than all other age categories.
- Older residents (aged 40 and older) were more likely to believe that Council should promote and develop the area as a tourist destination than younger residents.
- Similarly, residents aged 40 years or older had higher agreement levels than those aged 25 to 39 years, with the statement, 'Council should focus its resources on the maintenance of its assets'.
- When asked about Encouraging business opportunities in the area, residents aged 25 to 39 (4.47) were less likely to agree than those aged 18 to 24 (4.73) or 40 to 54 (4.64). Additionally, those who have lived in the area for more than 15 years (4.55) were less likely to agree with this direction compared to those who have been in the area for 5 to 10 years (4.74).
- Residents that have lived in the Shellharbour Council area for less than 5 years (4.40) were also more in favour of supporting global warming and climate change initiatives than those that have lived in the area for 15 or more years (4.07).
- Residents that have lived in the area for 5 to 10 years (4.44) or more than 15 years displayed a higher level of agreement that Council should focus on the maintenance of its assets than newer residents of less than 5 years (4.13).

Table 6-1-2 compares the 2012 planning agreement ratings to those from the 2010, 2007 and 2004 community surveys.

Table 6-1-2 Proposed Planning Directions Agreement Ratings Comparison

Service/Facility (rank order)	Mean Scores (Out of 5)				Significant change since 2010
	2004	2007	2010	2012	
Encouraging business opportunities in the area	NA	NA	4.65	4.59	↔
Enhancing the appearance of urban areas	4.34	4.31	4.40	4.39	↔
Council should provide more opportunities for the provision of aged care facilities	NA	NA	4.44	4.37	↔
Promoting and developing the area as a tourist destination	4.20	4.26	4.45	4.36	↓
Council should focus its resources on the maintenance of its assets	NA	NA	4.44	4.35	↓
Ensuring the rural land is not lost to housing development	4.41	4.29	4.34	4.34	↔
Supporting initiatives that will reduce the impacts of global warming and climate change	NA	4.53	4.35	4.11	↓
Encouraging property development opportunities in the area	3.90	4.09	3.93	3.96	↔

Key Results:

- Compared to the 2010 results, agreement ratings decreased for three planning directions:
 - Promoting and developing the area as a tourist destination (4.36 down from 4.45), Council should focus its resources on the maintenance of its assets (4.35 down from 4.44), and Supporting initiatives that will reduce the impacts of global warming and climate change (4.11 down from 4.35).
- When comparing the 2007 mean agreement scores to the current scores, there was a statistically significant increase for Promoting and developing the area as a tourist destination up from 4.26 to 4.36 in 2012.
- There were significant declines in agreement since 2007 for:
 - Supporting initiatives that will reduce the impacts of global warming and climate change (4.11 down from 4.53), and Encouraging property development opportunities in the area (3.96 down from 4.09).
- Agreement towards Promoting and developing the area as a tourist destination has grown significantly since the 2004 measure of 4.20, it is now sitting at 4.36 out of 5.0.

APPENDIX 1: SURVEY METHODOLOGY

Sample Design

A telephone-based survey aiming to secure a response from approximately 500 residents from throughout the Shellharbour LGA was used. The survey unit was permanent residents of the Shellharbour area who had lived there for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area and within the three survey sub areas. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

Data Collection

The survey was conducted during the period 23rd to 29th March 2012.

During the survey process, the person from the selected household who had the **most recent birthday** was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call backs were scheduled for a later time or day. Unanswered numbers were retried three times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

Response

At the end of the survey period, 501 completed interviews had been collected. Table 0-1 shows that a completion rate of 61.9% was achieved. That is, of all the households contacted, 61.9% completed the survey. This is considered a very good response rate for a regional district.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	501
Refusals & terminated interviews	308
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	809
Completion rate	61.9%

Given the level of response to the survey and the fact that it represents a very good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

Weighting Adjustment

The final results have been weighted by the age and sex distribution of the population, as this provides the most accurate reflection of overall resident opinions. Table 0-2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table 0-2 Weights applied to final data

	2006 Census Adult Population			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male	Female	Total	Male	Female	Total	Male	Female	Male	Female	Total
	(%)	(%)	(%)	(No.)	(No.)	(%)			(No.)	(No.)	(%)
18-24	6.2%	5.9%	12.1%	7	8	7.2%	4.422	3.694	31	30	12.2%
25-39	12.8%	13.9%	26.7%	35	50	21.7%	1.839	1.390	64	70	26.7%
40-54	14.3%	15.2%	29.5%	84	104	17.7%	0.853	0.732	72	76	29.5%
55+	15.0%	16.7%	31.7%	106	107	19.3%	0.708	0.783	75	84	31.7%
Total	48.3%	51.7%	100%	232	269	100%			242	260	100%

1. Weighting is based on age and sex distribution of population, as recorded in the 2006 Census.

The proportions and frequency counts in this report are based on a combination of the above sex and age weighting.

Survey Accuracy

When analysing results for the entire sample, the maximum error rate will be about $\pm 4.5\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 4.5\%$ of the result achieved in this survey.

APPENDIX 2: DETAILED SERVICE RATINGS

Figure 0-3 Breakdown of Importance Ratings by Key Respondent Characteristics

Characteristic Sub-group Base	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 24	25 to 39	40 to 54	55+	< 5	5 to 10	10 to 15	> 15	
	242	259	61	134	148	159	58	67	44	331	
Service / Facility											
Construction & maintenance of local roads, footpaths & kerbing	4.19	4.44	4.07	4.28	4.41	4.37	3.92	4.60	4.08	4.37	4.32
Health & Human support services & facilities including aged, child, youth & disability services	3.91	4.29	4.40	4.15	4.00	4.06	4.27	4.29	4.01	4.06	4.11
Recreation services & facilities including swimming pools & sports fields	3.96	4.03	3.87	3.99	4.29	3.78	3.82	4.03	3.75	4.05	4.00
Culture & education services & facilities including libraries, community centres & public buildings	3.83	4.15	4.12	3.71	4.10	4.08	4.06	4.03	3.80	4.00	3.99
Waste management including kerbside collection, recycling & Waste Depot facilities	4.51	4.74	4.48	4.61	4.70	4.64	4.58	4.81	4.31	4.65	4.63
Appearance of public areas including provision & up keep of local parks & playgrounds	4.26	4.50	4.26	4.31	4.49	4.41	4.37	4.68	4.08	4.37	4.39
Traffic management & parking facilities	4.10	4.44	3.91	4.15	4.43	4.38	3.85	4.35	4.09	4.36	4.28
Enforcement of By Laws eg food, health & animal control	3.88	4.25	4.32	3.67	4.14	4.26	3.78	4.25	3.95	4.10	4.07
Economic development eg business, tourism promotion & job creation	4.33	4.43	4.67	4.20	4.52	4.29	4.50	4.22	4.36	4.39	4.38
Environmental activities eg storm water, land care	4.28	4.43	4.28	4.15	4.44	4.49	4.37	4.48	4.04	4.37	4.36
Town planning & timely processing of building applications	3.83	3.76	3.74	3.49	4.03	3.86	3.52	3.77	3.76	3.85	3.80
Community events & activities eg BBQs, Fun days	3.41	3.85	3.51	3.48	3.78	3.69	3.72	3.90	3.34	3.61	3.64
Community safety information & crime prevention	4.57	4.62	4.55	4.48	4.65	4.67	4.48	4.74	4.36	4.62	4.60
Standard of facilities & services provided at public swimming pools	3.86	4.13	3.88	4.01	4.06	3.98	4.09	4.14	3.62	4.00	4.00
Standard of Council's Library Services	3.88	4.39	4.27	3.97	4.18	4.22	4.46	4.22	3.78	4.12	4.14
Street cleaning	4.23	4.34	4.23	4.10	4.37	4.39	4.35	4.49	4.00	4.28	4.29
Maintenance of footpaths	4.31	4.53	4.48	4.33	4.50	4.41	4.44	4.61	4.13	4.42	4.42
Maintenance of cycle ways	3.89	4.14	4.18	3.87	4.23	3.87	4.01	4.13	3.67	4.04	4.02
Kerbside garbage collection	4.67	4.78	4.67	4.68	4.76	4.76	4.69	4.89	4.40	4.74	4.73
Recycling collection	4.61	4.78	4.74	4.66	4.75	4.65	4.74	4.84	4.51	4.69	4.70
Waste depot collection	4.34	4.47	4.29	4.37	4.52	4.36	4.35	4.66	3.86	4.43	4.40
Graffiti prevention & removal	4.14	4.34	3.87	4.02	4.33	4.50	4.25	4.28	3.90	4.28	4.24



Cells with sig. higher scores relative to yellow cells.

Cells with sig. lower scores relative to green cells.

Figure 0-4 Breakdown of Satisfaction Ratings by Key Respondent Characteristics

Characteristic Sub-group	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 24	25 to 39	40 to 54	55+	< 5	5 to 10	10 to 15	> 15	
Base	242	259	61	134	148	159	58	67	44	331	501
Service / Facility											
Construction & maintenance of local roads, footpaths & kerbing	3.12	3.10	3.20	3.15	3.04	3.10	3.34	3.22	3.10	3.04	3.11
Health & Human support services & facilities including aged, child, youth & disability services	3.39	3.52	3.58	3.44	3.23	3.66	3.77	3.51	3.59	3.38	3.46
Recreation services & facilities including swimming pools & sports fields	3.51	3.56	3.83	3.48	3.26	3.72	3.61	3.84	3.44	3.47	3.53
Culture & education services & facilities including libraries, community centres & public buildings	3.55	3.79	3.65	3.65	3.57	3.82	3.69	3.64	3.60	3.70	3.68
Waste management including kerbside collection, recycling & Waste Depot facilities	3.31	3.28	3.66	3.13	3.14	3.44	3.43	3.18	3.24	3.30	3.29
Appearance of public areas including provision & up keep of local parks & playgrounds	3.30	3.29	3.50	3.11	3.19	3.48	3.48	3.13	3.35	3.29	3.30
Traffic management & parking facilities	3.28	3.41	3.33	3.41	3.29	3.37	3.45	3.45	3.41	3.30	3.35
Enforcement of By Laws eg food, health & animal control	3.42	3.63	3.79	3.57	3.47	3.45	3.69	3.44	3.77	3.50	3.53
Economic development eg business, tourism promotion & job creation	3.28	3.26	3.56	3.29	3.19	3.22	3.43	3.40	3.26	3.22	3.27
Environmental activities eg storm water, land care	3.17	3.27	3.45	3.33	3.06	3.19	3.62	3.20	3.33	3.14	3.22
Town planning & timely processing of building applications	3.04	3.18	3.15	3.20	2.93	3.21	3.41	3.00	3.14	3.09	3.11
Community events & activities eg BBQs, Fun days	3.41	3.57	3.57	3.40	3.42	3.60	3.48	3.65	3.39	3.47	3.49
Community safety information & crime prevention	3.33	3.40	3.62	3.37	3.23	3.40	3.63	3.54	3.26	3.30	3.37
Standard of facilities & services provided at public swimming pools	3.58	3.58	3.88	3.48	3.50	3.63	3.71	3.66	3.59	3.54	3.58
Standard of Council's Library Services	3.88	3.95	3.68	3.93	3.85	4.06	3.84	3.93	3.83	3.94	3.92
Street cleaning	3.52	3.57	3.95	3.58	3.39	3.50	4.05	3.67	3.56	3.42	3.54
Maintenance of footpaths	3.42	3.17	3.55	3.41	3.22	3.16	3.77	3.21	3.25	3.23	3.29
Maintenance of cycle ways	3.52	3.65	3.44	3.64	3.49	3.71	3.76	3.54	3.39	3.59	3.59
Kerbside garbage collection	3.61	3.56	3.76	3.44	3.38	3.83	3.72	3.50	3.68	3.57	3.58
Recycling collection	3.85	3.97	4.15	3.82	3.72	4.08	3.96	3.93	3.85	3.91	3.91
Waste depot collection	3.09	3.15	3.60	3.09	3.01	3.05	3.72	3.11	2.99	3.04	3.12
Graffiti prevention & removal	3.22	3.35	3.26	3.28	3.25	3.34	3.35	3.09	3.25	3.32	3.29

Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Figure 0-5 Breakdown of Various Satisfaction & Agreement Ratings by Key Respondent Characteristics

Characteristic Sub-group Base	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 24	25 to 39	40 to 54	55+	< 5	5 to 10	10 to 15	> 15	
	242	259	61	134	148	159	58	67	44	331	501
Satisfaction/Agreement											
Shellharbour Council's performance in the delivery of services and facilities	3.63	3.67	3.84	3.66	3.45	3.75	3.66	3.76	3.59	3.64	3.65
Services and facilities provided are value for rates money	3.29	3.32	3.58	3.19	3.14	3.45	3.51	3.24	3.47	3.26	3.30
I think that Council staff are generally courteous & helpful (no direct contact in last 12 months)	3.94	4.07	4.12	3.89	3.94	4.14	3.87	3.99	4.02	4.04	4.02
Council staff generally deal with people quickly & efficiently (no direct contact in last 12 months)	3.65	3.81	3.88	3.65	3.69	3.80	3.70	3.83	4.06	3.68	3.74
Overall performance of Council staff (no direct contact in last 12 months)	3.81	3.87	3.90	3.72	3.78	3.98	3.76	3.95	3.85	3.84	3.85
Making contact with the appropriate member of staff to deal with my enquiry was easy (direct contact in last 12 months)	3.95	4.29	4.53	3.75	4.03	4.28	4.54	3.72	4.11	4.11	4.11
Council staff were courteous & helpful (direct contact in last 12 months)	4.23	4.49	4.71	4.15	4.25	4.47	4.75	4.32	4.08	4.30	4.35
Council staff dealt with my needs quickly & efficiently (direct contact in last 12 months)	3.70	4.16	4.18	3.67	3.85	4.06	4.23	3.82	4.09	3.86	3.91
Council staff provided clear, easy to understand advice (direct contact in last 12 months)	3.95	4.14	4.35	3.87	3.99	4.08	4.69	4.01	4.09	3.91	4.04
Overall performance of Council staff (direct contact in last 12 months)	3.78	4.21	4.32	3.72	3.88	4.16	4.25	3.95	4.15	3.92	3.98
The quality of your internet connection at home	3.36	3.65	3.52	3.38	3.59	3.54	3.27	3.24	3.53	3.60	3.51
In my neighbourhood I feel safe waking by myself during the day	4.57	4.62	4.62	4.54	4.63	4.60	4.58	4.59	4.72	4.58	4.60
In my neighbourhood I feel safe waking by myself after dark	3.53	2.73	3.38	3.08	3.34	2.83	3.35	2.89	3.38	3.08	3.12
In my neighbourhood I feel safer than I did three years ago	2.99	3.05	3.43	2.98	2.95	2.97	3.41	3.01	3.24	2.95	3.02
I feel connected within my community	3.60	3.53	3.61	3.33	3.68	3.66	3.29	3.47	3.64	3.63	3.57
Satisfaction with the general appearance of the Shellharbour City Council area	3.78	3.77	3.89	3.74	3.67	3.86	3.95	3.83	3.87	3.72	3.77
Satisfaction with the choice of employment opportunities in the area	2.86	2.86	3.07	2.94	2.84	2.66	2.93	2.91	3.16	2.80	2.86

Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Figure 0-6 Breakdown of Planning Agreement Ratings by Key Respondent Characteristics

Characteristic	Sex		Age				Years of Residence				Overall
	Male	Female	18 to 24	25 to 39	40 to 54	55+	< 5	5 to 10	10 to 15	> 15	
Sub-group	242	259	61	134	148	159	58	67	44	331	501
Base											
Agreement (Planning)											
Promoting and developing the area as a tourist destination	4.38	4.34	4.15	4.23	4.48	4.45	4.17	4.42	4.32	4.39	4.36
Encouraging business opportunities in the area	4.59	4.60	4.73	4.47	4.64	4.61	4.64	4.74	4.65	4.55	4.59
Encouraging property development opportunities in the area	3.97	3.95	4.16	3.89	3.88	4.03	3.83	4.14	3.94	3.95	3.96
Ensuring that rural land is not lost to housing development	4.19	4.47	4.39	4.32	4.36	4.32	4.45	4.31	4.29	4.33	4.34
Enhancing the appearance of urban areas	4.35	4.43	4.54	4.22	4.43	4.45	4.23	4.48	4.41	4.40	4.39
Supporting initiatives that will reduce the impacts of global warming and climate change	3.87	4.33	4.60	4.03	4.03	4.06	4.40	4.07	4.10	4.07	4.11
Council should focus its resources on the maintenance of its assets	4.32	4.39	4.28	4.24	4.42	4.41	4.13	4.44	4.40	4.37	4.35
Council should provide more opportunities for the provision of aged care facilities	4.23	4.50	4.52	4.11	4.42	4.49	4.52	4.38	4.46	4.33	4.37



Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

APPENDIX 3: BENCHMARKING DATA

Figure 0-7 Overall Satisfaction with Council's performance

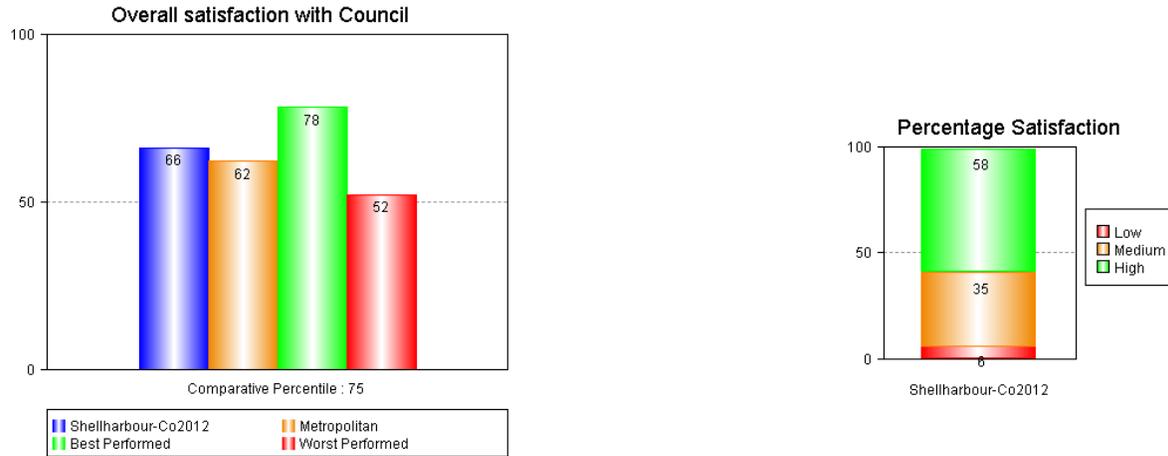


Figure 0-8 Overall Satisfaction with Council staff

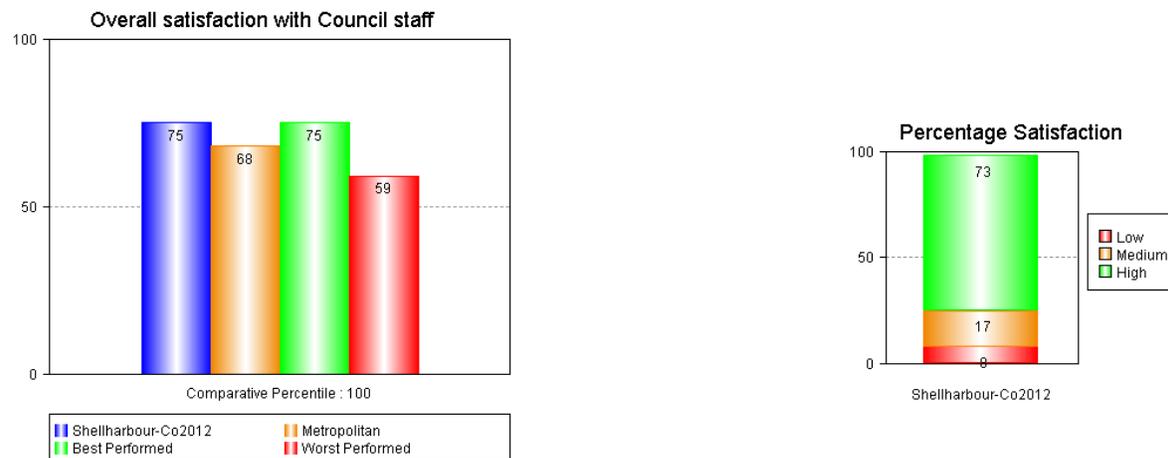


Figure 0-9 Satisfaction with the General Appearance of the Local Area

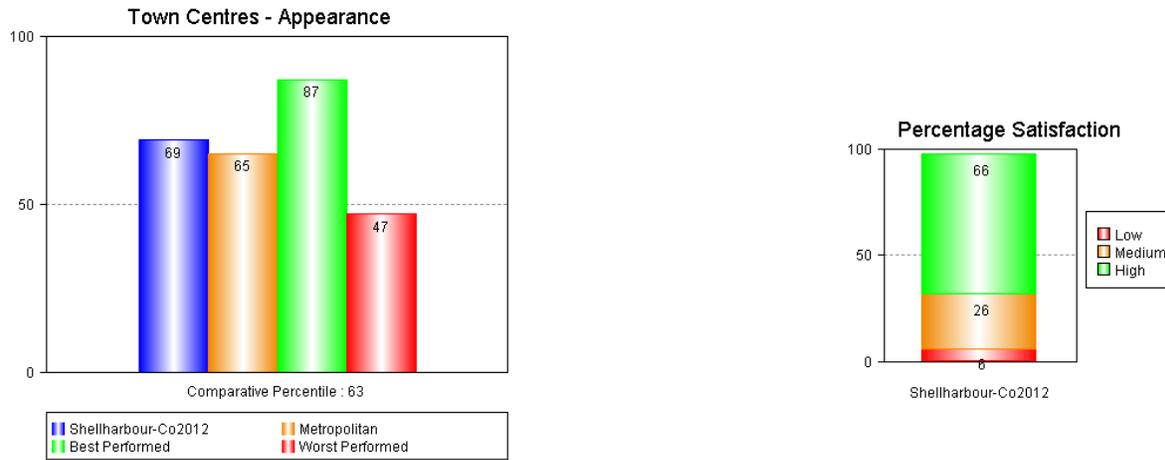


Figure 0-10 Satisfaction with the Choice of Employment Opportunities in the Local Area

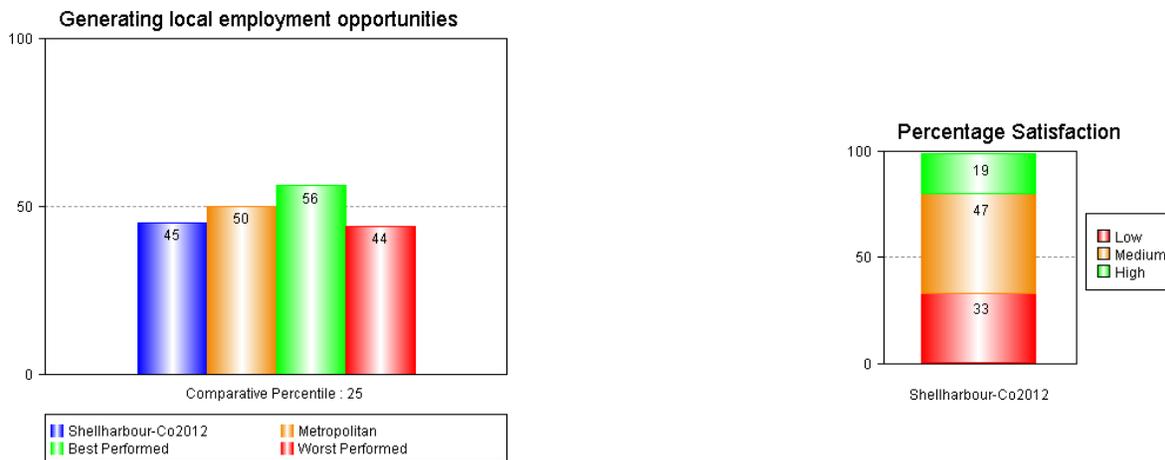


Figure 0-11 Satisfaction with Construction and Maintenance of Local Roads, Footpaths and Kerbing

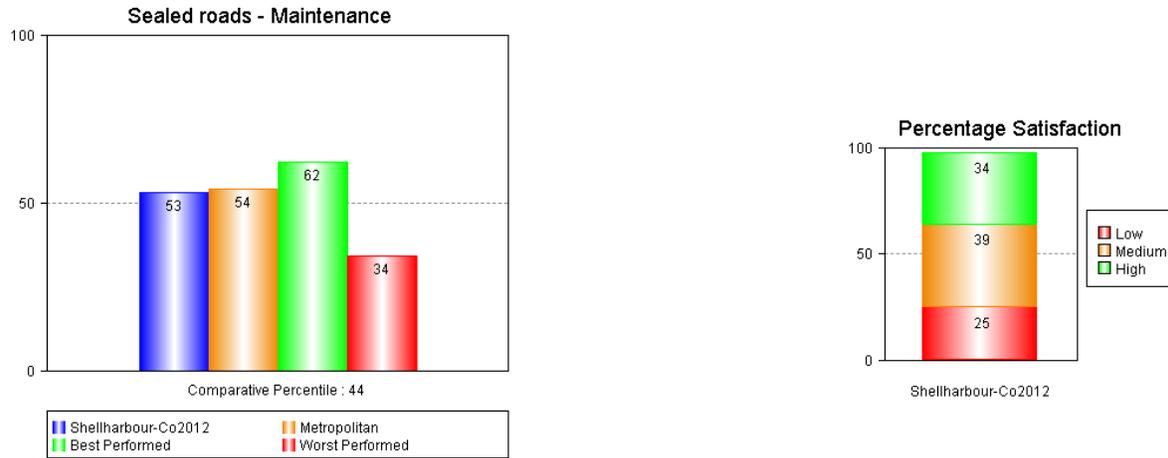


Figure 0-12 Satisfaction with Traffic Management and Parking Facilities

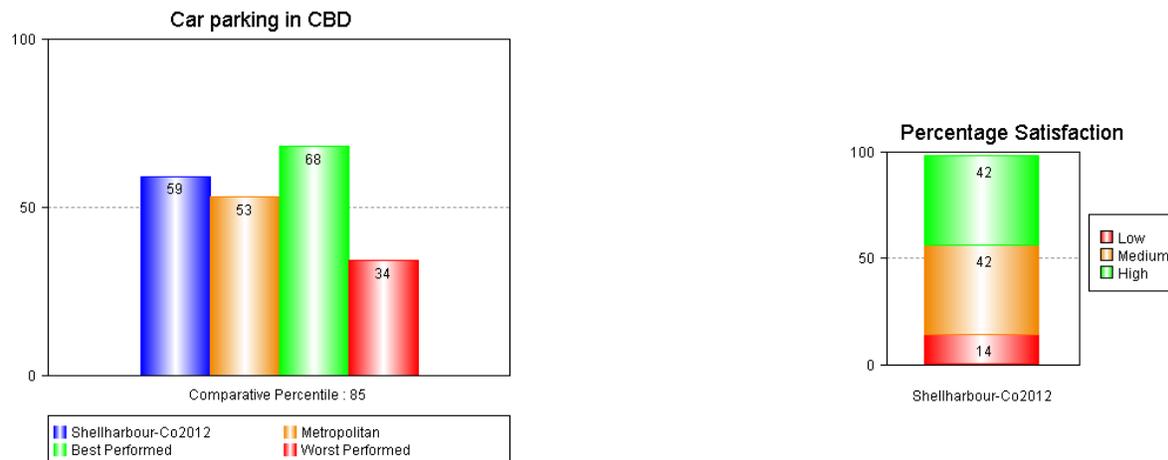


Figure 0-13 Satisfaction with Economic Development

Promotion of economic development & job opportunities

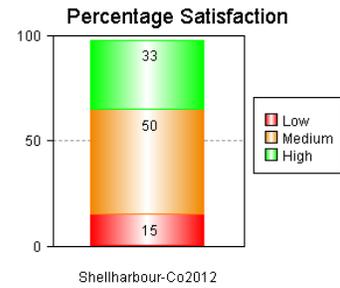
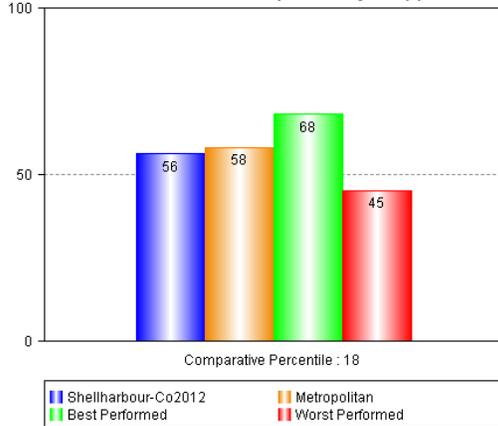


Figure 0-14 Satisfaction with Town Planning and Timely Processing of Building Applications

Assessment of building and development applications

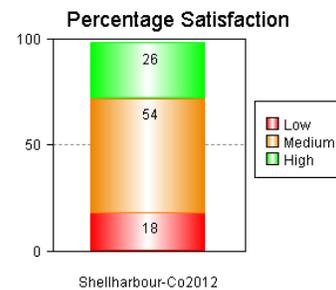
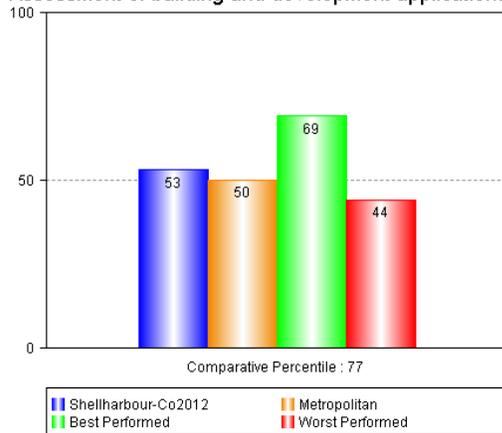


Figure 0-15 Satisfaction with Community Events and Activities

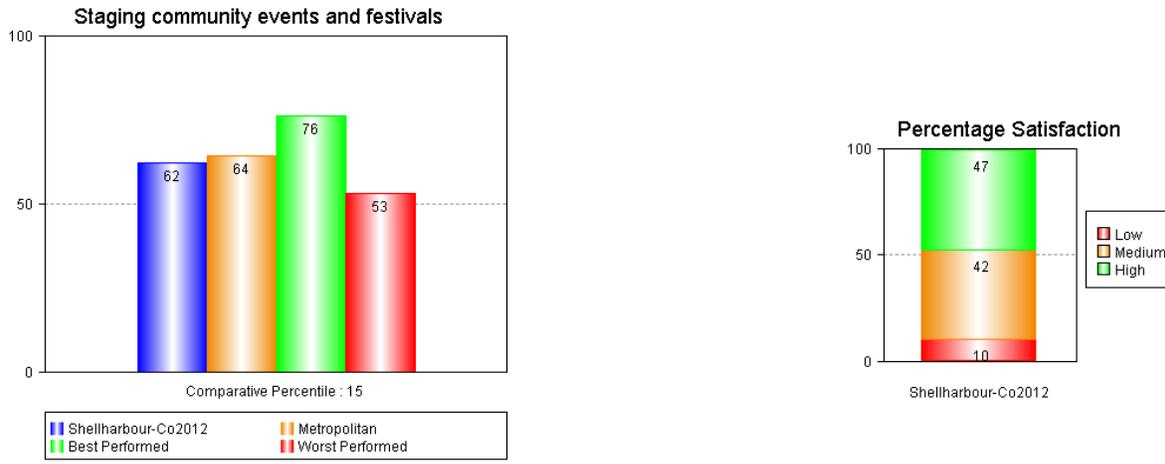


Figure 0-16 Satisfaction with Standard of Facilities and Services Provided at Public Swimming Pools

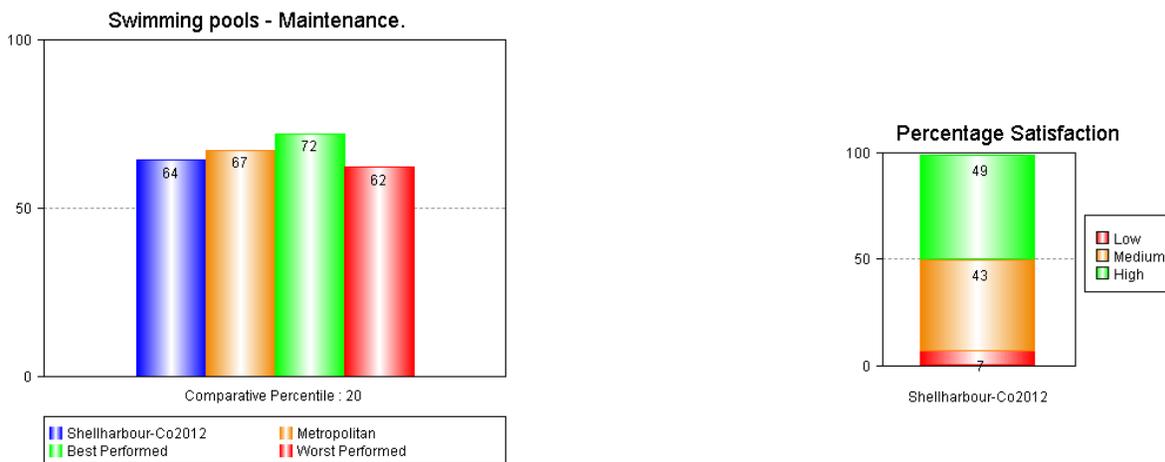


Figure 0-17 Satisfaction with the Standard of Council's Library Services

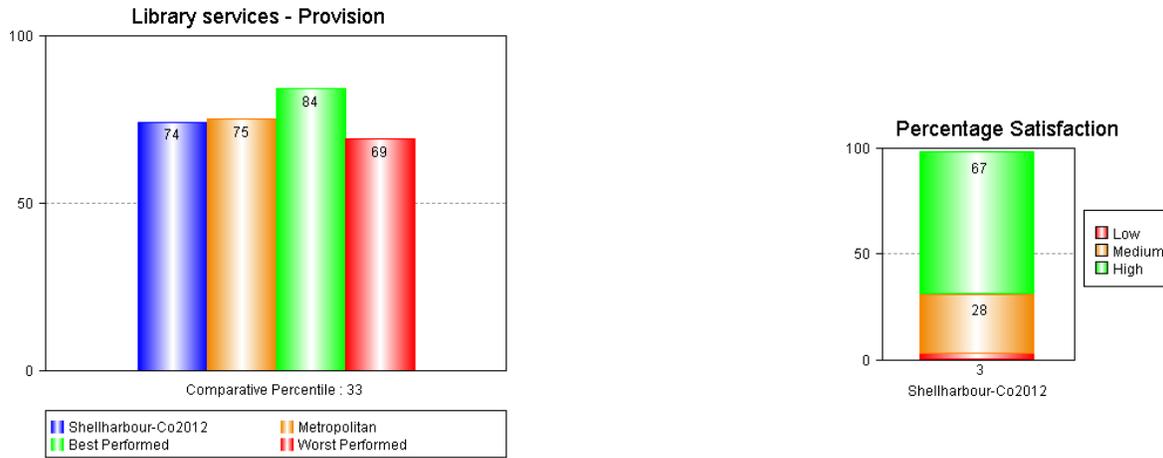


Figure 0-18 Satisfaction with Maintenance of Footpaths

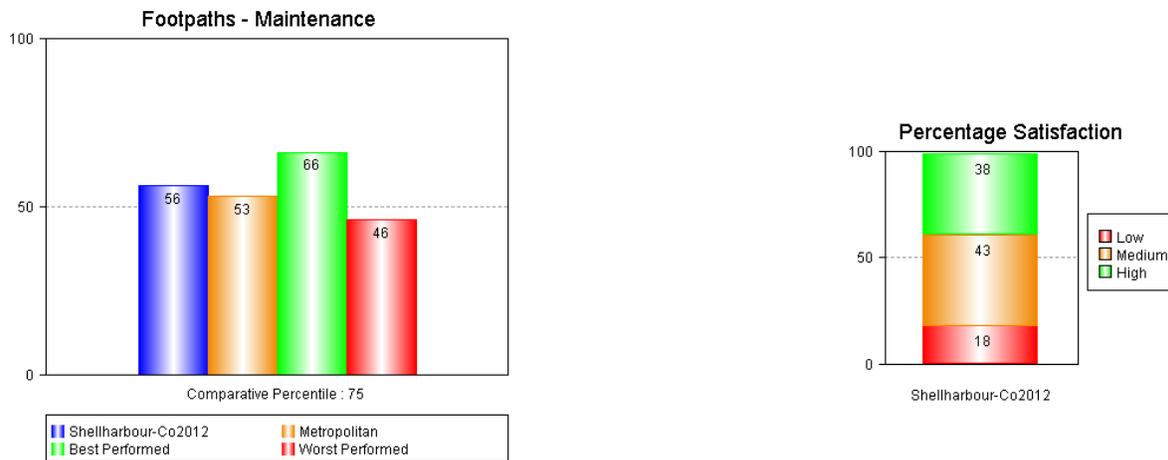


Figure 0-19 Satisfaction with Kerbside Garbage Collection

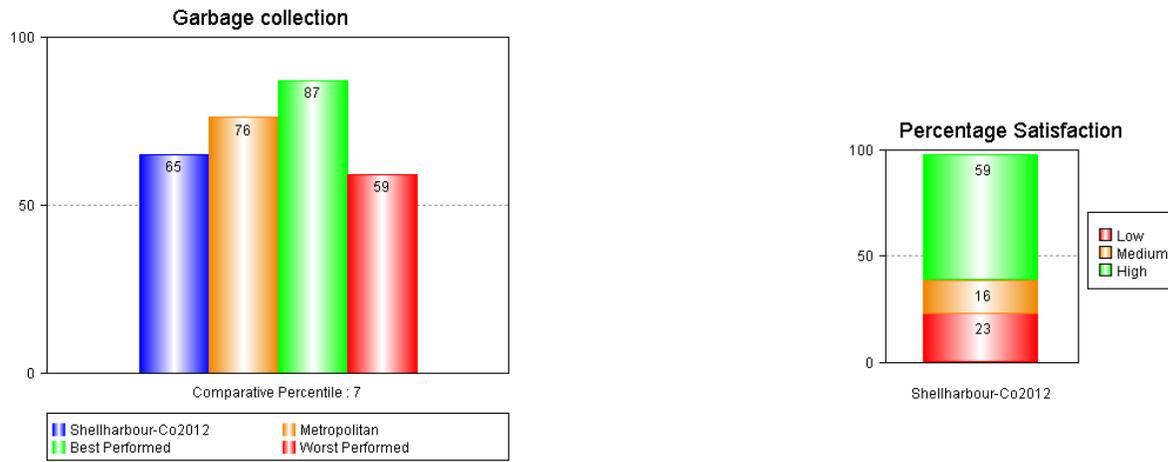
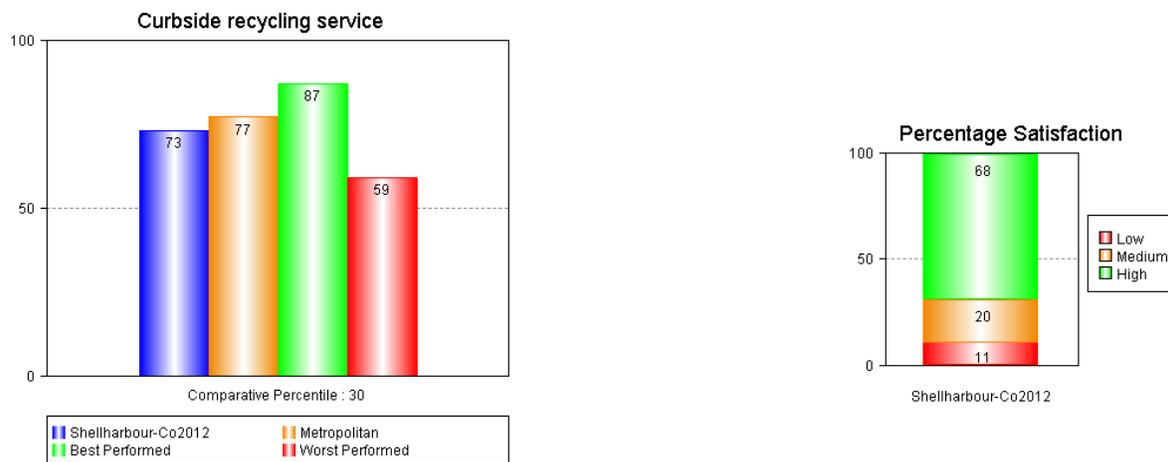


Figure 0-20 Satisfaction with Recycling Collection



APPENDIX 4: QUESTIONNAIRE

INTRODUCTION

Hello, my name is and I am calling on behalf of Shellharbour City Council. We are conducting a survey about services and facilities provided by Shellharbour City Council and we are interested in the views of a person in your household.

Could I speak to the permanent resident of this household who had the most recent birthday, and is 18 years or older? [IF NOT AT HOME ARRANGE A CALLBACK]

[IF RESPONDENT IS NOT THE FIRST CONTACT, REPEAT INTRO]

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

SCREENING

Before we start, I just have to make sure you qualify for an interview.

Firstly, is this household in the Shellharbour Council Area? [IF NOT TERMINATE]

And, have you lived in the Shellharbour Council Area for longer than 6 months? [IF NOT TERMINATE]

Great, you qualify for an interview! I just have to inform you that my supervisor may monitor this call for feedback and training purposes.

What suburb do you live in?

- | | |
|---|---|
| <input type="checkbox"/> Albion Park | <input type="checkbox"/> Lake Illawarra |
| <input type="checkbox"/> Albion Park Rail | <input type="checkbox"/> Mt Warrigal |
| <input type="checkbox"/> Balarang | <input type="checkbox"/> Oak Flats |
| <input type="checkbox"/> Barrack Heights | <input type="checkbox"/> Shellharbour |
| <input type="checkbox"/> Barrack Point | <input type="checkbox"/> Shellharbour City Centre |
| <input type="checkbox"/> Blackbutt | <input type="checkbox"/> Shell Cove |
| <input type="checkbox"/> Calderwood | <input type="checkbox"/> Tongarra |
| <input type="checkbox"/> Croome | <input type="checkbox"/> Tullimbar |
| <input type="checkbox"/> Dunmore | <input type="checkbox"/> Warilla |
| <input type="checkbox"/> Flinders | <input type="checkbox"/> Other [TERMINATE] |

SECTION 1: ROLE & PERFORMANCE OF COUNCIL (IMPORTANCE & SATISFACTION RATINGS)

In this first section I will read out a list of services and facilities provided to the community by Shellharbour City Council.

For each I will ask you how important the service is to you personally on a scale of 1 to 5. In the scale a score of 1 means that the service is not at all important and a score of 5 means that the service is very important to you.

I will also ask you how satisfied you are with Shellharbour City Council's performance in the delivery of these services and facilities. This will involve a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied.

IMPORTANCE SCALE

- 1 ...Not at all important
- 2 ...
- 3 ...
- 4 ...
- 5 ...Very important
- 6. Can't say

SATISFACTION SCALE

- 1 ...Very dissatisfied
- 2 ...
- 3 ...
- 4 ...
- 5 ...Very satisfied
- 6 . Can't say

Q 1.1

FOR THOSE RATING PERFORMANCE 1 OR 2: ASK: Why are you dissatisfied with....

1. Construction and maintenance of Local Roads, Footpaths and Kerbing (excluding highways and main roads).
2. Health and Human support services and facilities including aged, child, youth and disability services
3. Recreation services and facilities including swimming pools, sports fields.
4. Culture and education services and facilities including libraries, community centres and public buildings.
5. Waste management, including kerbside collection, recycling and Waste Depot facilities.
6. Appearance of public areas including provision and up keep of local parks and playgrounds.
7. Traffic management and parking facilities.
8. Enforcement of By Laws, e.g. food, health and animal control.
9. Economic Development, e.g. business, tourism promotion and job creation.
10. Environmental activities, e.g. storm water, land care.
11. Town planning and timely processing of building applications.

12. Community events and activities, e.g. BBQs, Fun days.
13. Community safety information and crime prevention.

Q 1.2

I would now like to ask you about some specific services and facilities offered by Council.

Again, I will ask to you to rate your level of importance and satisfaction with each of these services and facilities on the same scale of 1 to 5.

1. Standard of facilities and services provided at public swimming pools.
2. Standard of Council's Library Services.
3. Street cleaning.
4. Maintenance of footpaths.
5. Maintenance of cycle ways.
6. Kerbside garbage collection.
7. Recycling collection.
8. Waste depot facilities.
9. Graffiti prevention and removal.

Q 2

Given the answers you have just provided, how would you rate your overall satisfaction with Shellharbour Council's performance in the delivery of services and facilities?

Again, we will use a scale of 1 to 5 where 1=very dissatisfied and 5=very satisfied.

1. Very dissatisfied
2. .
3. .
4. .
5. Very satisfied
6. Can't say

Q 3 [SKIP IF Q 2 > 2]

You said that you were less than satisfied with Council's overall performance. In just a few words, what is your main reason for feeling that way?

Q 4 [SKIP IF Q 2 < 3]

You said that you were satisfied with Council's overall performance. In just a few words, what is your main reason for feeling that way?

Q 5

Please tell me if you think the services and facilities provided by Shellharbour Council are value for money in terms of what your household pays in rates and other Council charges.

Please use a scale of 1 to 5, where 1 means you think the services provided by Council are very poor value and 5 means they are very good value. [IF THE PERSON RENTS REMIND THEM THAT THEIR RATES ARE INCLUDED IN THEIR RENTS]

1. Very poor value
 2. .
 3. .
 4. .
 5. Very good value
 6. Can't say
-

SECTION 2: STAFF PERFORMANCE

Now I want to ask for your impressions about Council staff and their overall image.

Q 6

Firstly, in the past 12 months, have you had any direct contact with Council staff?

1. Yes [Jump to Q8]
2. No

**** FOR RESPONDENTS WITH NO CONTACT ONLY****

It does not matter that you have not had a recent interaction with Council staff, I just want to know your general opinion of how Council staff performs.

I am going to read out a couple of statements. Rate your level of agreement with each statement on a scale of 1 to 5, where 1 means you strongly disagree and 5 means you strongly agree.

Q 7A Statement 1: "I think that Council staff are generally courteous & helpful"

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Can't say / Declined

Q 7B Statement 2: "Council staff generally deal with people quickly & efficiently"

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Can't say / Declined

Q7C How satisfied are you with the overall performance of Council's staff, again on a scale of 1 to 5, where 1=very dissatisfied and 5=very satisfied.

- 1 Very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 Very satisfied
- 6 Can't say / Declined

**** FOR RESPONDENTS WITH CONTACT ONLY****

Q 8 [Skip If (Q6 = 2)]

Thinking about your last interaction with Council staff, how did you make contact?

[READ OUT RESPONSE OPTIONS]

1. Telephone enquiry
2. Internet enquiry
3. Email / fax / letter
4. Visited council office
5. Through local Councillor
6. Some other method (specify)

Q 9 [Skip If (Q6 = 2)]

And what was the main reason for your last encounter with Council staff?

[READ OUT RESPONSE OPTIONS]

- 1 Request for assistance
- 2 Pay a bill
- 3 Building application or related matter
- 4 Information enquiry
- 5 Making a complaint
- 6 Some other reason (specify)

[Skip If (Q6 = 2)]

I am going to read out a few statements describing key elements of your interaction with Council staff. Thinking about the last time you dealt with Council staff, indicate your level of agreement with each statement. Use a scale of 1 to 5, where 1 means you 'strongly disagree' and 5 means you 'strongly agree' with that statement.

Q 10A Statement 1: "Making contact with the appropriate member of staff to deal with my enquiry was easy."

- 1 strongly disagree
- 2 .
- 3 .
- 4 .
- 5 strongly agree
- 6 can't say / declined

Q10B Statement 2: "They were courteous and helpful"

- 1 strongly disagree
- 2 .
- 3 .
- 4 .
5. strongly agree
- 6 can't say / declined

Q10C Statement 3: "They dealt with my needs quickly and efficiently"

- 1 strongly disagree
- 2 .
- 3 .
- 4 .
- 5 strongly agree
- 6 can't say / declined

Q10D Statement 4: "They provided clear, easy to understand advice"

- 1 strongly disagree
- 2 .
- 3 .
- 4 .
- 5 strongly agree
- 6 can't say / declined

Q10E Thinking about the overall quality of service provided during your last interaction with Council staff, which of the following best describes the level of service you received....

1. Exceptional – they went the extra mile to answer my enquiry
2. Above my expectations, but not exceptional
3. Met my needs but was nothing special
4. Did not meet my needs
5. Was confrontational, rude and unacceptable
6. can't say / declined

Q10F How satisfied are you with the overall performance of Council's staff, on a scale of 1 to 5, where 1=very dissatisfied and 5=very satisfied.

- 1 very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 .very satisfied
6. can't say / declined

**** FOR ALL RESPONDENTS ****

Q11 Council is continually looking for ways to improve the level of service its staff provides to residents. Thinking about your access to, and interaction with Council staff, do you have any suggestions about how Council could improve its level of customer service?

[80 CHARACTER TEXT BOX]

SECTION 3: LOCAL ASPECTS

Council is interested in other issues not directly related to the services they provide. I am going to ask you to tell me about a number of issues related to quality of life in the Shellharbour Council area.

First I want to ask some questions about the Council area as a whole.

Q12A For the Shellharbour Council area overall, what do you see as the major issue of concern today? PROBE: Can you give me an example of that?

[80 CHARACTER TEXT BOX]

Q12B Still thinking overall about the Shellharbour Council area, what do you see as the major issue of concern in 10-15 years from now? PROBE: Can you give me an example of that?

[80 CHARACTER TEXT BOX]

Q13A This next question relates to the internet. On a scale of 1 to 5, where 1 is Very poor and 5 is Very good, how would you rate the quality of your internet connection at home?

- 1 Very poor
- 2 .
- 3 .
- 4 .
- 5 Very good
- 6 Don't know/can't say
- 7 Don't have internet

Q13B In just a few words, can you please tell me why you feel that way?

[80 CHARACTER TEXT BOX]

To what extent do agree with the following statements.....

Q13A In my neighbourhood, I feel safe walking by myself during the DAY.

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Don't know/can't say

Q13B In my neighbourhood, I feel safe walking by myself AFTER DARK.

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Don't know/can't say

Q13C In my neighbourhood I feel safer than I did three years ago.

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Don't know/can't say

Q13CX [Skip If (Q13C > 2)] Why do you say that?

[80 CHARACTER TEXT BOX]

Q13D I feel 'connected' within my community

- 1 Strongly disagree
- 2 .
- 3 .
- 4 .
- 5 Strongly agree
- 6 Don't know/can't say

Q13DX [Skip If (Q13D > 2)] Why do you say that?

[80 CHARACTER TEXT BOX]

Q13E How satisfied are you with the general appearance of the Shellharbour Council area?

- 1 Very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 Very satisfied
- 6 can't say / declined

Q13EX [Skip If (Q13E > 2)] Why do you say that?

[80 CHARACTER TEXT BOX]

Q13F To what extent are you satisfied with the choice of employment opportunities in the Shellharbour Council area?

- 1 Very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 Very satisfied
- 6 can't say / declined

Q13FX [Skip If (Q13F > 2)] What sort of employment opportunities would you like to see?

[80 CHARACTER TEXT BOX]

Q13G Do you believe that Shellharbour City Council should take an active role in local economic development?

1. Yes
2. No

Q13H Do you believe that it is Shellharbour Council's role to assist local businesses to grow and to create jobs?

1. Yes
2. No

SECTION 4: PLANNING DIRECTIONS

I am now going to read out a number of statements that could be pursued by Shellharbour City Council as planning directions for the future. Please rate your agreement with each statement by using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

AGREEMENT SCALE

1 ...Disagree

2 ...

3 ...

4 ...

5 ...Agree

6. Can't say

7. Refused

Q14A Promoting and developing the area as a tourist destination.

Q14B Encouraging business opportunities in the area.

Q14C Encouraging property development opportunities in the area.

Q14D Ensuring that rural land is not lost to housing development.

Q14E Enhancing the appearance of urban areas.

Q14F Supporting initiatives that will reduce the impacts of global warming and climate change

Q14G Council should focus its resources on the maintenance of its assets.

Q14H Council should provide more opportunities for the provision of aged care facilities.

SECTION 5: RESPONDENT CHARACTERISTICS

Finally, I'd just like to ask you a few questions to help qualify your responses.

SEX

Hearing your voice I presume you are a ...

- 1 Male
- 2 Female

AGE

Which of the following age brackets do you fall into?

- 1 18 to 29
- 2 30 to 49
- 3 50 to 64
- 4 65+
- 5 Refused to say

RESIDE

How long have you personally lived in the Shellharbour Council area?

- 1 Up to 1 year
- 2 Greater than 1, but less than 5 years
- 3 Greater than 5, but less than 10 years
- 4 Greater than 10, but less than 15 years
- 5 Greater than 15 years

NAME

Finally, could you tell me your first name as my supervisor audits 1 in 10 of my calls as part of our quality control process?

CONCLUSION

That completes our interview. As this is social research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is only used for research purposes.

Again, my name isand my supervisors name is Judy. If you have any questions about this survey, or would like further information about IRIS Research, you can call our office between 9am and 5pm weekdays on 4285-4446.

Thank you for your time.