

# **Criterion 2 Community Engagement Annexures**

## **Attachment 2.c.iv**

- **Phase one Micromex telephone survey**
- **Phase one Micromex Research telephone survey results report**

**MAITLAND CITY COUNCIL - COMMUNITY SURVEY**  
**May 2013**

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Maitland City Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

**QA1. Before we start I would like to check whether you or an immediate family member work for Maitland City Council?**

Yes    ☐    No    ☐    (If yes, terminate survey)

**QA2. In which suburb do you live?**

Aberglasslyn	<input type="radio"/>	Ashtonfield	<input type="radio"/>
Bolwarra/Heights	<input type="radio"/>	East Maitland	<input type="radio"/>
Gillieston Heights	<input type="radio"/>	Largs	<input type="radio"/>
Lochinvar	<input type="radio"/>	Maitland (Central)	<input type="radio"/>
Metford	<input type="radio"/>	Morpeth/Raworth	<input type="radio"/>
Rutherford	<input type="radio"/>	Telarah	<input type="radio"/>
Tenambit	<input type="radio"/>	Thornton	<input type="radio"/>
Woodberry/Millers Forest	<input type="radio"/>		
Lorn		Other (e.g. Maitland Vale, Luskintyre)	<input type="radio"/>

**Section A – Contact with Council**

**I'd like you now to please think about your experiences with Maitland City Council.**

**Q1a. Have you contacted Council in the last 12 months?**

Yes    ☐    No    ☐    (If yes, go to Q2a)

**Q1b. (If no), if required, how would you most likely contact Council in the future? Then go to Q3a**

Telephone	<input type="radio"/>	In person	<input type="radio"/>
Mail	<input type="radio"/>	Online	<input type="radio"/>
Email	<input type="radio"/>	Website	<input type="radio"/>
Councillor	<input type="radio"/>		

**Q2a. When you last made contact with Council staff was it by:**

Telephone	<input type="radio"/>	Councillor	<input type="radio"/>
Mail	<input type="radio"/>	In person	<input type="radio"/>
Email	<input type="radio"/>	Website	
Social Media	<input type="radio"/>		

**Q2b. Which of the following best describes the nature of your enquiry? Prompt**

City appearance (e.g. litter/graffiti)	<input type="radio"/>
Community services	<input type="radio"/>
Economic development, tourism & marketing	<input type="radio"/>
Environmental issue	<input type="radio"/>
Health and safety	<input type="radio"/>
Libraries/Art Gallery	<input type="radio"/>
Planning and development	<input type="radio"/>
Rates/fees and charges	<input type="radio"/>
Recreation and leisure (e.g. pools, parks, sportsgrounds)	<input type="radio"/>
Roads/footpaths/drains	<input type="radio"/>



Waste management and recycling  
Other (please specify)

- ☐
- ☐ .....



**Q2c. Overall, how satisfied were you with the way your contact was handled? Prompt**

Very satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Very dissatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q3a. How satisfied are you with the level of communication Council currently has with the community? Prompt**

Very satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Very dissatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q3b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?**

.....

**Q4a. Through which of the following means do you receive information about Council? Prompt**

Maitland Mercury	<input type="radio"/>
Newcastle Herald	<input type="radio"/>
Hunter Post	<input type="radio"/>
Council newsletter	<input type="radio"/>
Rates notice	<input type="radio"/>
Website/Internet	<input type="radio"/>
Social media	<input type="radio"/>
Word-of-mouth	<input type="radio"/>
Other (please specify)	<input type="radio"/> .....



## **Section B – Importance of and satisfaction with Council services**

Still thinking specifically about Maitland City Council.

**Q5.** In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

### **Q5a. Proud place, great lifestyle**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Appearance of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Litter collection/graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ovals and sportsgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Art Gallery/cultural opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Enhancing heritage buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### **Q5b. Our places and spaces**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Maintaining cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Traffic flow/congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Availability of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Overall condition of local road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Public transport across the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Q5c. Our natural environment**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Protecting native vegetation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Improving biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The health of the Hunter River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Recycling/waste minimisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Flood protection and preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5d. A prosperous and vibrant city**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Revitalising Central Maitland/Mall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Tourism/Visitors Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Marketing and economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Sustainable transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5e. Connected and collaborative community leaders**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Connecting community leaders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Long term planning for Maitland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Engaging young people in planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Support for volunteer programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## **Section C – Priority Issues**

**Q6a. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas? Prompt**

Very satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Very dissatisfied	Don't know
----------------	-----------	--------------------	--------------	-------------------	------------

○ ○ ○ ○ ○ ○

**Q7. Please answer yes or no to the following statements:**

**A. “I know who the Mayor is”**

Yes ☐ No ☐

**B. "I know the names of one or more of the Councillors"**

Yes      ☐      No      ☐

## Read statement:

Council is facing the challenge of balancing community expectations with future financial sustainability, with an operational deficit of more than \$86 million forecast in ten years, plus a \$70 million asset backlog. This position is as a result of a long term 'cap' on Council's ability to apply rates; costs rising more than CPI (especially in areas like construction) and the City's growth. Rates revenue covers less than half the cost of delivering Council service and facilities. Addressing this challenge is not insurmountable for Council and the community, with a number of options available. Council is looking for your help in examining the following 3 options.

### (Rotate Options)

**OPTION 1 – Reduce services and maintain rates. This would mean a rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.**

Under this option, an annual saving of more than \$7 million would be required. In order to make this saving, Council and the community would need to examine a suite of changes that would include ALL of the following:

- A reduction in the opening hours and/or possible closure of facilities including pools, libraries, visitor information centre and Art Gallery
- A reduction in maintenance of sporting facilities, parks and gardens
- A reduction in maintenance and construction of roads, footpaths, cycleways and drains, increasing our asset backlog over time
- Axiing of some environmental and sustainability programs (e.g. weed removal and native vegetation programs)
- Longer processing times for customers making requests, lodging applications, seeking permits, etc.
- Fewer or no community events (e.g. Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve)
- A major reduction in funding of marketing, tourism, community sponsorship and economic development initiatives
- Reduced staffing levels in business support and other service areas
- No new capital works projects (e.g. indoor heated pool or new library branches)
- Possible increases in user fees and charges

### Q10a. How supportive are you with Council proceeding with this option?

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**OPTION 2 – Maintain services at current levels and increase rates sufficiently to cover provision of these services to our growing population. This would mean a rate increase above the 3% set by the State Government. It would not allow for new facilities and services, and our asset backlog would not be addressed.**

Under this option, an annual revenue increase of more than \$7 million would be required to continue to provide these services. This would mean:

- Maintaining opening hours and programs at our pools, libraries, visitor information centre and Art Gallery, although no new facilities would be constructed.
- Maintenance of sporting facilities, parks and gardens would remain as is, with no increase to mowing, planting or maintenance
- Construction of roads, footpaths, cycleways and drains would be maintained, with our asset backlog held stable
- Environmental and sustainability programs would be retained (e.g. weed removal and native vegetation programs)
- Processing times for customers making requests, lodging applications, seeking permits would remain the same
- Our community events would be maintained, but not expanded
- (e.g. *Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve*)
- Funding of marketing, tourism, community sponsorship and economic development initiatives would be maintained
- Staffing levels would be maintained in line with population growth
- No new capital works projects would be built (e.g. *an indoor heated pool or new library branches*)

**Q10c. How supportive are you with Council proceeding with this option?**

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**OPTION 3 – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this could enable things such as:**

- Opening hours and programs at our pools, libraries, visitor information centre and Art Gallery could be enhanced, and the development of new facilities like an indoor pool and new library branches possible
- Increased maintenance of sporting facilities, parks and gardens, new facilities constructed in growing areas of our City and access to the Hunter River improved
- Increased maintenance and construction of roads, footpaths, cycleways and drains, with our asset backlog reduced over time
- New environmental and sustainability programs could be introduced
- Processes for customers making requests, lodging applications, seeking permits could be improved
- (e.g. Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve)
- Enhanced marketing, tourism, community sponsorship and economic development initiatives
- Increased staffing levels to deliver new and enhanced services
- New capital works projects could be built and managed (e.g. an indoor heated pool or new library branches)

**Q10e. How supportive are you with Council proceeding with this option?**

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q11. Please rank the 3 options in order of preference:**

Option 1 (Reduce services and maintain rates)	.....
Option 2 (Maintain services, increase rates)	.....
Option 3 (Enhance services, increase rates)	.....

**Q11 a What is your reason for giving that order of preference?**

.....

#### **Section D – Demographic & Profiling questions**

**D1. Please stop me when I read out your age group.**

18 – 34	<input type="radio"/>
35 – 54	<input type="radio"/>
55 years and over	<input type="radio"/>

**D2. Which country were you born in?**

Australia	<input type="radio"/>	
Other	<input type="radio"/>	(please specify) .....



**D3. What is the employment status of the main income earner in your household? Prompt**

- Work in the Maitland LGA ☐
- Work outside the Maitland LGA ☐
- Home duties ☐
- Student ☐
- Retired ☐
- Unemployed/Pensioner ☐
- Not applicable ☐

**D4. Which of the following best describes the house where you are currently living?**

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

**D5. Which of the following best describes your status? Prompt**

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

**D6. How long have you lived in the Maitland area? Prompt**

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

**D7. Gender (determine by voice):**

- Male ☐ Female ☐

**After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions.**

**R1. Would you be interested in participating in these focus groups?**

- Yes ☐ No ☐ (If no, go to end)

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

Name .....

Telephone .....

Email .....

**We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.**

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





## **Maitland City Council Community Research**

July 2013

**Prepared for:**



**Report prepared by:**

**micromex**  
research

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



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## Background and Methodology

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

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To identify the community's level of satisfaction with regards to contact they have had with Council staff
- To identify trends and benchmark results against the research conducted previously

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

### Questionnaire

Amendments were made to the questionnaire previously designed by Micromex and Maitland Council.

A copy of the questionnaire is provided in Appendix B.

### Data collection

The survey was conducted during the period 3<sup>rd</sup> – 8<sup>th</sup> June 2013 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

### Survey area

Maitland City Council Local Government Area.

### Sample selection and error

The sample consisted of a total of 600 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 600 residents provides a maximum sampling error of plus or minus 4% at 95% confidence.

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

### Participants

Individuals in the household, 18 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home, call-backs were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

### Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

### Prequalification

Participants in this survey were pre-qualified as having lived in the Maitland City Council area for a minimum of six months.



## Background and Methodology

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### Data analysis

The data within this report was analysed using SPSS. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages. Differences are significant at the 0.05 level.

### The Shapley Value Regression

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. We used regression analysis on the 2013 results to identify the priorities that will drive overall satisfaction with Council.

### Ratings questions

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

This scale allowed for a mid range position for those who had a divided or neutral opinion.

### Mean rating explanation

Mean rating:	1.99 or less	'Very low' level of importance/satisfaction
	2.00 – 2.49	'Low' level of importance/satisfaction
	2.50 – 2.99	'Moderately low' level of importance/satisfaction
	3.00 – 3.59	'Moderate' level of importance/satisfaction
	3.60 – 3.89	'Moderately high' level of importance/satisfaction
	3.90 – 4.19	'High' level of importance/satisfaction
	4.20 – 4.49	'Very high' level of importance/satisfaction
	4.50+	'Extremely high' level of importance/satisfaction

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

### Micromex Benchmarks

These benchmarks are based on LGAs that we have conducted community research for since 2006. During that time, Micromex has worked for over 40 NSW councils and conducted 100+ community satisfaction surveys across NSW.

### All of NSW benchmark

The All of NSW benchmark is based on a branding research study conducted by Micromex in 2012, in which residents from all 153 LGAs were interviewed in order to establish a normative score of overall satisfaction.

### Word Frequency Tagging

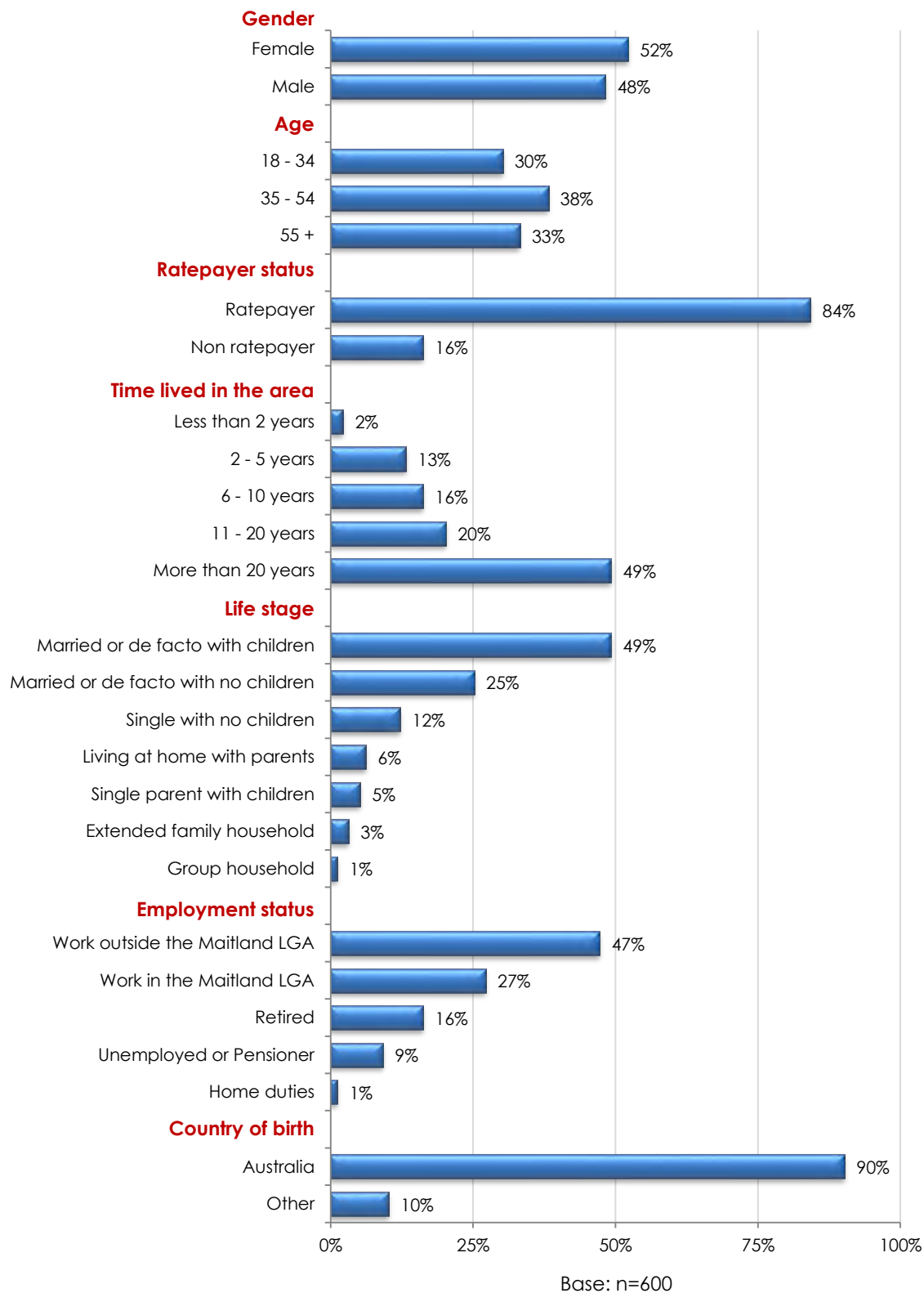
Verbatim responses throughout the report were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or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



# Key Findings

## Sample Profile

Residents were most likely to be a ratepayer, have lived in the area for more than 20 years, be married or in a relationship, work outside the Maitland LGA and to have been born in Australia.



The data was weighted by age to represent the 2011 ABS Census statistics.

# Key Findings

## Overview (Overall satisfaction)

Overall, the research has found a generally positive result for Maitland Council, with 29 of the 37 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction.

At an overall level, residents expressed a 'moderate' level of satisfaction with the performance of Council, with 89% of respondents giving a rating of 'somewhat satisfied' to 'very satisfied'. Only 2% of residents indicated that they were 'not at all satisfied' with Council's performance.

Compared to an All of NSW measure and Regional Councils, Maitland has performed better than average, and has equalled the metropolitan council areas.



Males were significantly more satisfied with Council's performance than were females.

Q. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

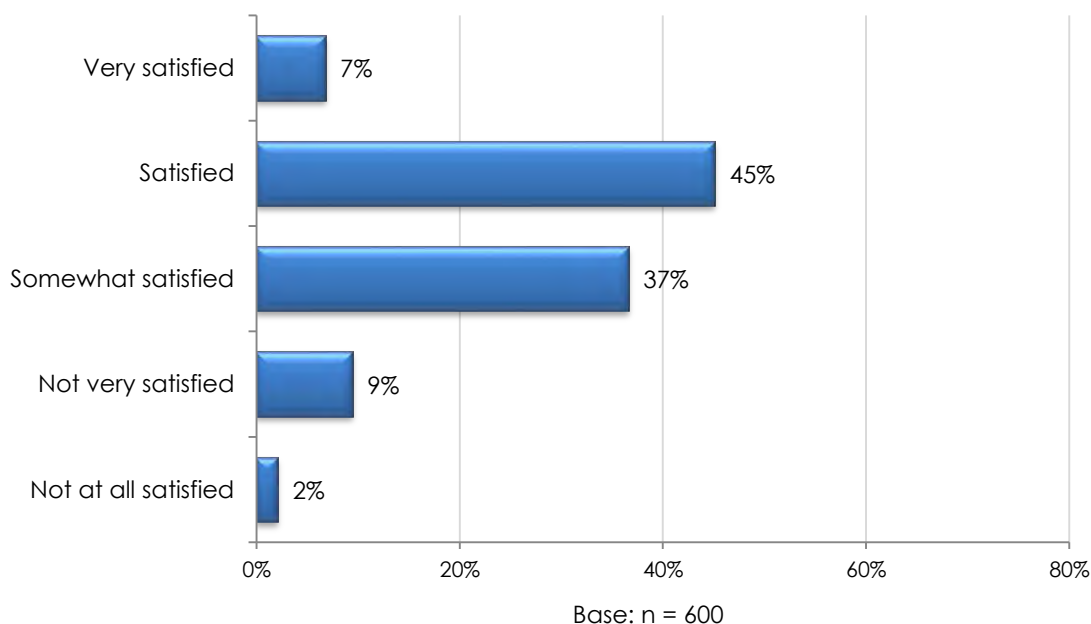
	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	3.36	3.42	3.53	3.53	3.36	3.46	3.35

	2011	2012	2013
Mean ratings	3.62	3.52	3.44

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

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

Mean ratings: 1 = not at all satisfied, 5 = very satisfied



## Key Findings

Residents were read a more detailed funding explanation of the options available than is provided below, then asked how supportive they were of each option, and to rank the options in order of preference. There was a significantly higher level of support from both questions for option 3, which is to increase rates in order to enhance services and facilities.

Ratepayers were significantly more likely to support option 1 than were non ratepayers. Males were significantly more likely to support option 2 than were females. 18-34 year olds were significantly more likely to support option 3 than were those aged 55+.

**OPTION 1** – Reduce services and maintain rates. This would mean a rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.

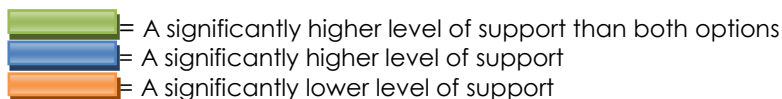
**OPTION 2** – Maintain services at current levels and increase rates sufficiently to cover provision of these services to our growing population. This would mean a rate increase above the 3% set by the State Government. It would not allow for new facilities and services, and our asset backlog would not be addressed.

**OPTION 3** – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this option would enable extra services and facilities.

Q. How supportive are you of Council proceeding with this option?

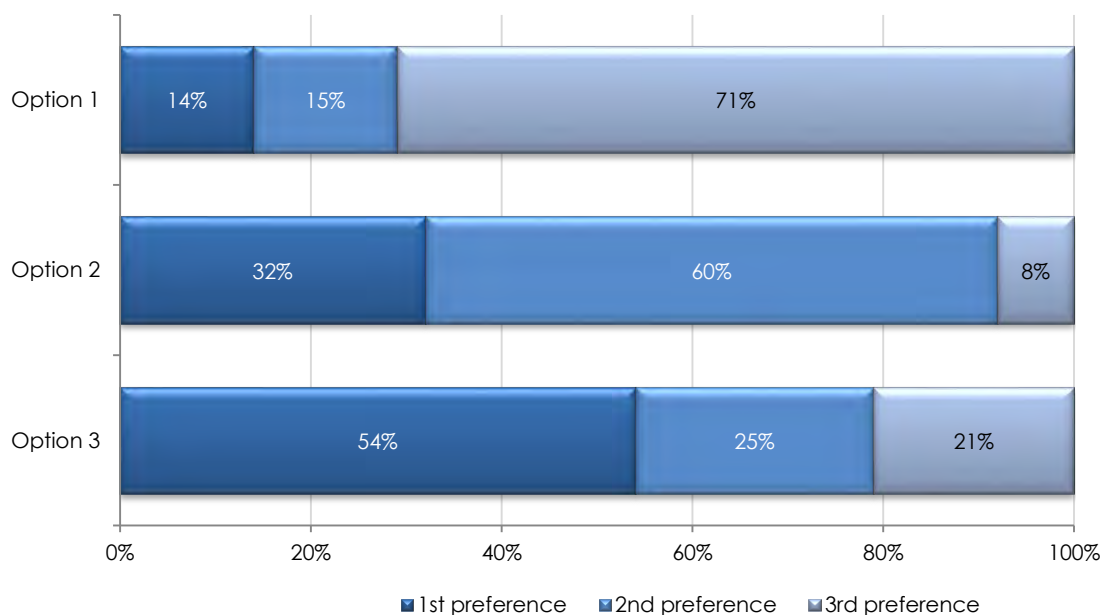
	Option 1	Option 2	Option 3
Mean ratings	1.88	2.87	3.46

Base: n=600



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

Q. Please rank the 3 options in order of preference:



Base: n=600

# Key Findings

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## Key Satisfaction Trends

Comparisons with the research results over the past year have found a significant increase in residents' level of satisfaction with 1 of the 37 services and facilities provided by Council:

- Overall condition of the local road network

Comparisons with the research results over the past year indicate a significant decline in residents' level of satisfaction with 12 of the 37 services and facilities provided by Council:

- Appearance of the City
- Promoting pride in the community
- Library services
- Maintaining footpaths
- The health of the Hunter River
- Recycling/waste minimisation
- Environmental education programs
- Long term planning for Maitland
- Financial management
- Community input to Council decision-making
- Engaging young people in planning
- Support for volunteer programs

# Key Findings

## Comparison to the Micromex LGA Benchmarks

Micromex's benchmarks are comprised of Council that have undertaken Community satisfaction surveys with us over the last 6 years. The regional benchmark is based on 27 different council surveys.

Maitland Council residents are more satisfied than our LGA Benchmark score for 5 of the 20 comparable measures, equal to 7 and below the Benchmark for the remaining 8 comparable measures.

Service/Facility	Maitland Council Satisfaction Scores	Regional Satisfaction Benchmark
<b>Above the Benchmark</b>		
Flood protection and preparedness	3.8	3.2
Overall satisfaction with the way contact was handled	4.2	3.8
Art Gallery/cultural opportunities	4.1	4.0
Ovals and sportsgrounds	3.8	3.7
Swimming pools	3.8	3.7
<b>Equal to the Benchmark</b>		
Library services	4.2	4.2
Community buildings/halls	3.6	3.6
Level of communication Council has with the community	3.5	3.5
Provision of Council information to the community	3.2	3.2
Long term planning for Maitland	3.1	3.1
Maintaining footpaths	2.9	2.9
Maintaining local roads	2.6	2.6
<b>Below the Benchmark</b>		
Enhancing heritage buildings	3.5	3.6
Protecting native vegetation	3.4	3.5
Maintaining cycleways	3.0	3.1
Community input to Council decision-making	2.9	3.0
Parks and playgrounds	3.6	3.8
Appearance of the City	3.2	3.4
Availability of car parking	2.9	3.1
Recycling/waste minimisation	3.4	3.8

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

# Key Findings

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## Identifying Priorities via Specialised Analysis (Explanation)

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

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

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 37 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'sustainable transport' was given an importance score of 4.14, which indicates that it is considered an area of 'high' importance by residents. At the same time it was given a satisfaction score of 3.16, which indicates that residents are 'moderately satisfied' with Maitland Council's performance and focus on that measure.

## Key Findings

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

### Performance Gap Ranking

Ranking 2012	Ranking 2013	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
2	1	Maintaining local roads	4.74	2.58	2.16
1	2	Traffic flow/congestion	4.58	2.44	2.14
3	3	Overall condition of local road network	4.50	2.78	1.72
4	4	Revitalising Central Maitland/Mall	4.22	2.58	1.64
7	5	Long term planning for Maitland	4.59	3.05	1.54
9	6	Availability of car parking	4.40	2.94	1.46
10	7	Maintaining footpaths	4.38	2.93	1.45
11	8	The health of the Hunter River	4.51	3.09	1.42
6	9	Supporting local jobs and businesses	4.60	3.19	1.41
12	10	Financial management	4.53	3.13	1.40
8	11	Community input to Council decision-making	4.28	2.89	1.39
5	12	Road safety	4.66	3.33	1.33
13	13	Engaging young people in planning	4.12	2.94	1.18
15	14	Recycling/waste minimisation	4.56	3.41	1.15
14	15	Provision of Council information to the community	4.30	3.16	1.14
16	16	Appearance of the City	4.28	3.20	1.08
18	17	Litter collection/graffiti removal	4.30	3.32	0.98
16	18	Sustainable transport	4.14	3.16	0.98
20	19	Support for volunteer programs	4.15	3.33	0.82
22	20	Environmental education programs	3.92	3.17	0.75
24	21	Parks and playgrounds	4.38	3.64	0.74
21	22	Promoting pride in the community	3.94	3.29	0.65
19	23	Protecting native vegetation	4.06	3.41	0.65
23	24	Improving biodiversity	3.88	3.25	0.63
25	25	Flood protection and preparedness	4.34	3.76	0.58
25	26	Connecting community leaders	3.75	3.18	0.57
29	27	Maintaining cycleways	3.61	3.04	0.57
27	28	Public transport across the City	3.70	3.21	0.49
28	29	Marketing and economic development	3.77	3.31	0.46
31	30	Enhancing heritage buildings	3.76	3.47	0.29
30	31	Ovals and sportsgrounds	4.07	3.84	0.23
35	32	Swimming pools	3.96	3.82	0.14
33	33	Community buildings/halls	3.73	3.60	0.13
32	34	Tourism/Visitors Information Centre	3.90	3.83	0.07
34	35	Festival and events programs	3.89	3.89	0.00
36	36	Library services	3.99	4.21	-0.22
37	37	Art Gallery/cultural opportunities	3.47	4.05	-0.58

Mean ratings: 1 = not at all important and very dissatisfied, 5 = very important and very satisfied



## Key Findings

When we examine the 12 largest performance gaps, we can identify that all the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.44 and 3.33, which indicates that their satisfaction for these measures is 'low' to 'moderate'.

Ranking	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.74	2.58	2.16
2	Traffic flow/congestion	4.58	2.44	2.14
3	Overall condition of local road network	4.50	2.78	1.72
4	Revitalising Central Maitland/Mall	4.22	2.58	1.64
5	Long term planning for Maitland	4.59	3.05	1.54
6	Availability of car parking	4.40	2.94	1.46
7	Maintaining footpaths	4.38	2.93	1.45
8	The health of the Hunter River	4.51	3.09	1.42
9	Supporting local jobs and businesses	4.60	3.19	1.41
10	Financial management	4.53	3.13	1.40
11	Community input to Council decision-making	4.28	2.89	1.39
12	Road safety	4.66	3.33	1.33

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' and 'traffic flow/congestion' are the primary areas of least relative satisfaction.

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

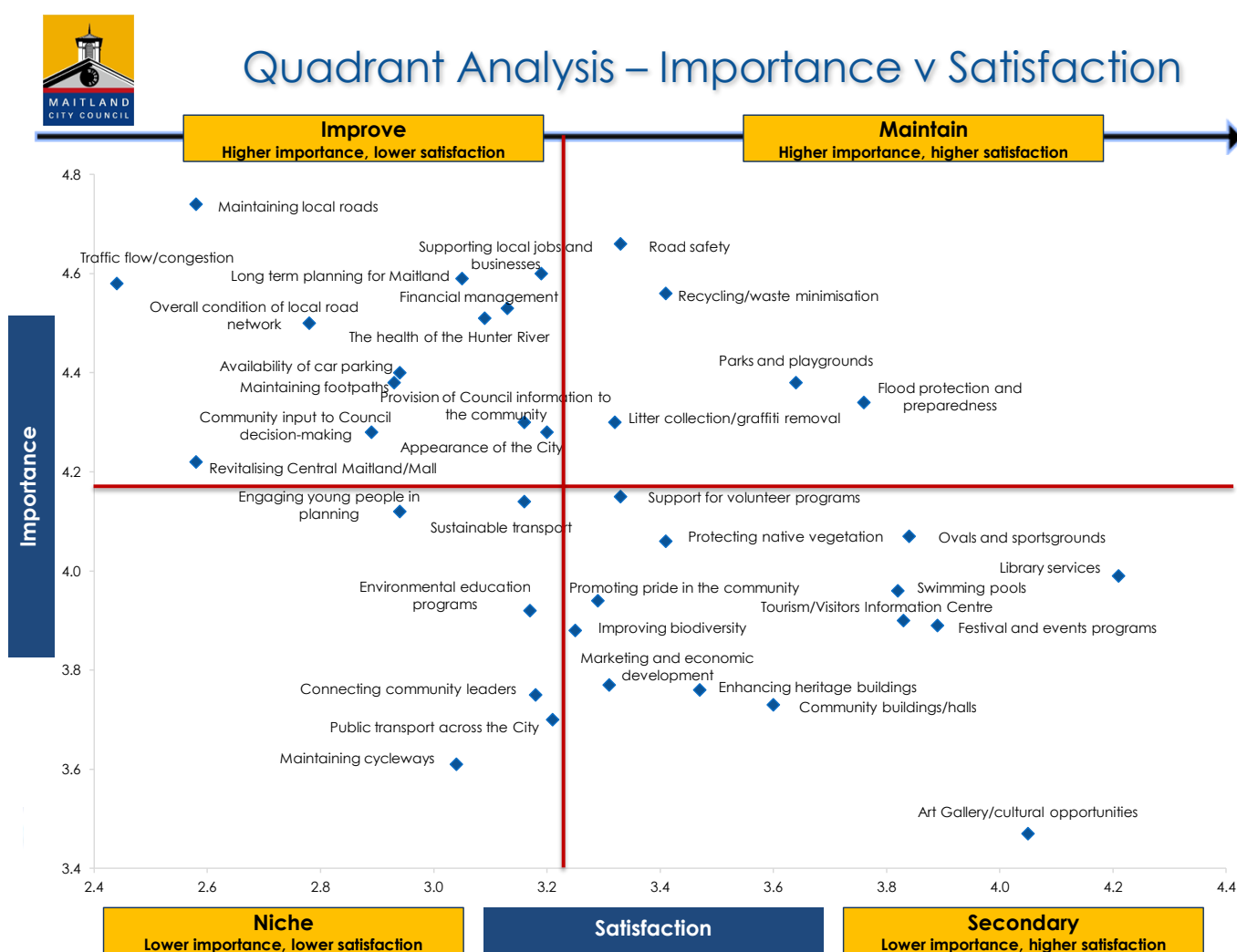


# Key Findings

## Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Maitland Council's performance in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.16 and the average rated satisfaction score was 3.28. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.16$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.16$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.28. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



# Key Findings

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## Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'road safety', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'maintaining local roads', are areas where Council is perceived to be currently under-performing and are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'engaging young people in planning', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SECONDARY**, such as 'support for volunteer programs', are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

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

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'maintaining local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

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

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

## The Shapley Value Regression

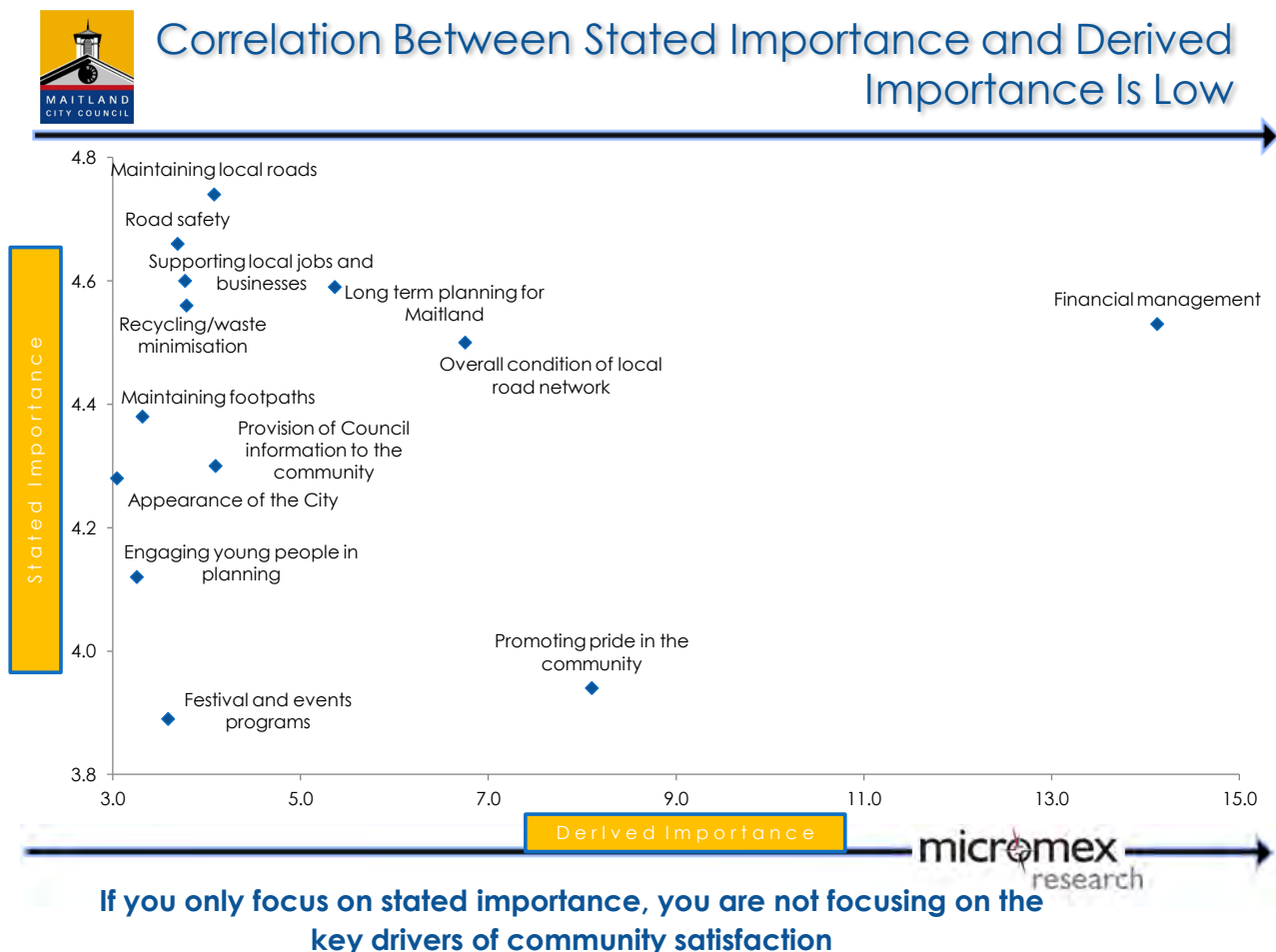
We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

This model was developed by conducting specialised analysis from over 40,000 LGA interviews conducted since 2006. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

## Key Findings

### What Does This Mean?

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



In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.8 & 4.8), however, on the horizontal axis the attributes are spread between 3.0 and 15.0. The further an attribute is found to the right on the horizontal axis of 'derived importance', the more it contributes to driving overall satisfaction with Council.

## Key Findings

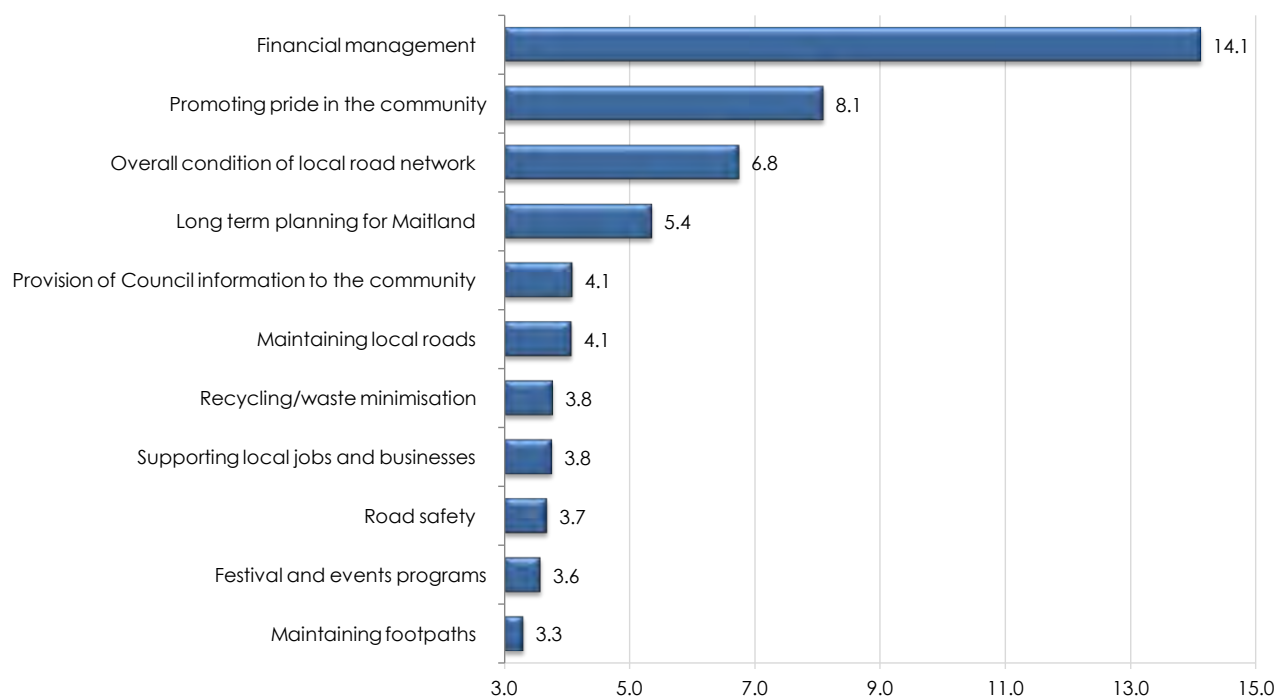
### Key Drivers of Satisfaction with Maitland Council

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

These top 11 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 21 attributes we obtained measures on have only a limited impact on the community's satisfaction with Maitland Council's performance. Therefore, whilst all 32 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.



### These Top 11 Indicators Account for over 60% of Overall Satisfaction with Council



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

These 11 services/facilities are the key community priorities and by addressing these, Maitland Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

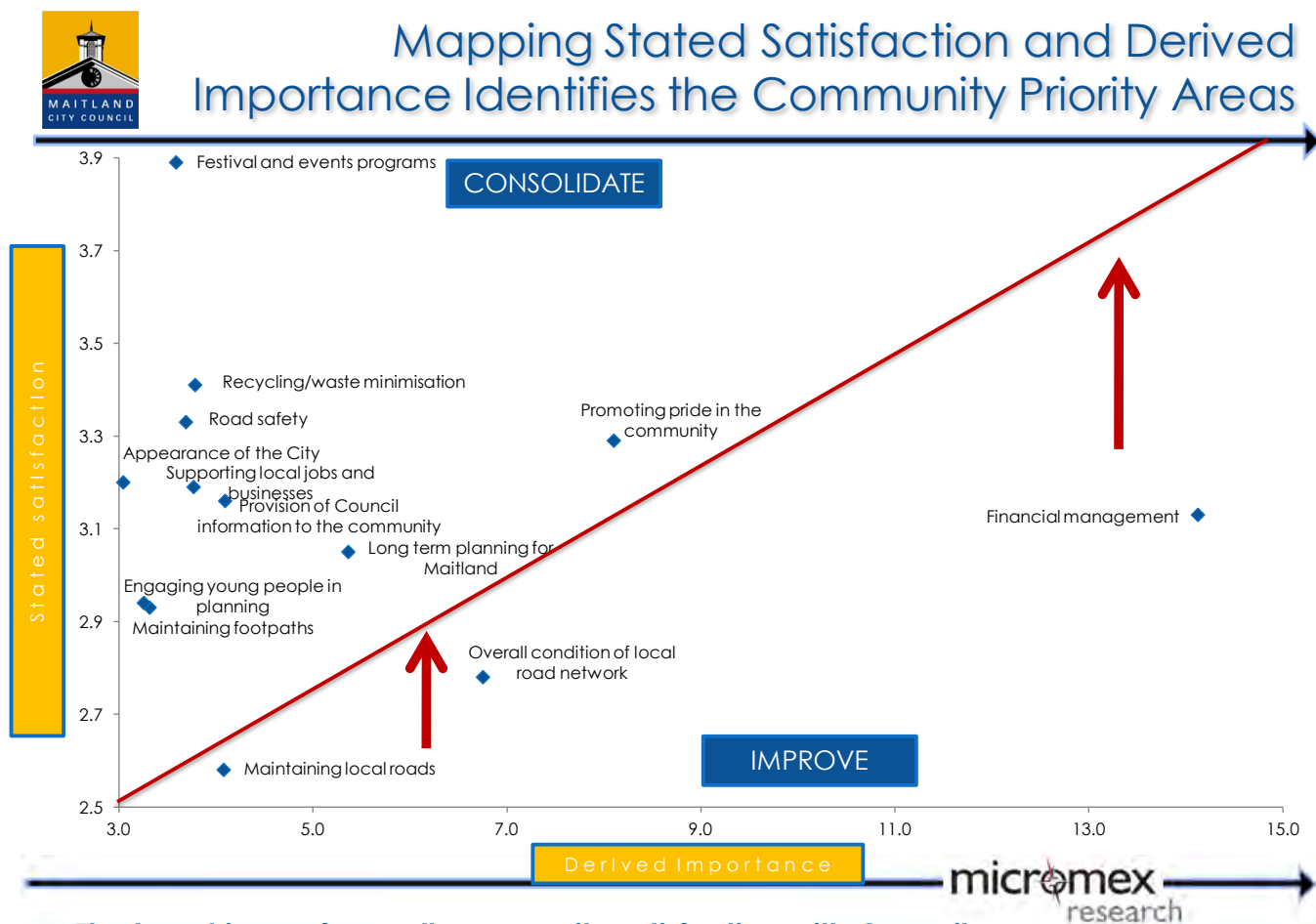
In the above chart, 'maintaining footpaths' contributes 3.3% towards overall satisfaction, while 'financial management' (14.1%) is a far stronger driver, contributing over four times as much to overall satisfaction with Council.



## Key Findings

### Clarifying Priorities

If Maitland Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the services/facilities that fall below the diagonal line.



**The key drivers of overall community satisfaction with Council revolve around financial management and local roads**

The key outcomes of this analysis indicate that 'financial management' and local roads are priority areas from a resident perspective.

## Summary & Recommendations

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies, Maitland Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Financial management	14.12	1.40	Improve
Promoting pride in the community	8.10	0.65	Secondary
Overall condition of local road network	6.75	1.72	Improve
Long term planning for Maitland	5.36	1.54	Improve
Provision of Council information to the community	4.09	1.14	Improve
Maintaining local roads	4.08	2.16	Improve
Recycling/waste minimisation	3.78	1.15	Maintain
Supporting local jobs and businesses	3.77	1.41	Improve
Road safety	3.69	1.33	Maintain
Festival and events programs	3.59	0.00	Secondary
Maintaining footpaths	3.32	1.45	Improve

## Summary & Recommendations

This is a generally positive result for Maitland Council, with 29 of the 37 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction and overall satisfaction with Council exceeding our All of NSW norm and in line with our Metro Council Norms.

There has, however, been a decline in overall satisfaction since 2011, which is possibly related to a decline observed across a range of services and facilities in the last 12 months.

Specifically:

- Maintaining footpaths
- Appearance of the City
- Promoting pride in the community
- Library services
- The health of the Hunter River
- Recycling/waste minimisation
- Environmental education programs
- Long term planning for Maitland
- Financial management
- Community input to Council decision-making
- Engaging young people in planning
- Support for volunteer programs

This decline in satisfaction appears to recognise that Council has limited resources and capability to fund a delivery program that meets the community's aspirations.

## Summary & Recommendations

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When prompted, 54% of the community supported as a first preference for Maitland Council to develop a long term resourcing strategy that would enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve the growing population.

Only 14% of residents wanted to retain rates and reduce Council services.

The regression data identifies that financial management is a key driver of satisfaction. Community pride, long term planning, communication and roads are also crucial drivers of community satisfaction.

Based on the outcomes of this research we recommend that:

1. Council seeks to drill into the identified drivers of satisfaction and explore the reasons behind the YOY declines in satisfaction with the services/facilities
2. Council looks to conduct further community consultation in order to develop a strategic delivery plan that will enhance the Maitland LGA and align the community's expectations
3. Council internally assesses the funding requirement needed to provide to the community's long term needs

### Next Steps

Maitland Council should conduct some resident workshops to clarify the community's understanding of, and attitudes toward, the outcomes of the community survey.



# **Section A**

## **Detailed Findings**

**Importance of, and Satisfaction with,  
Council services and facilities**



## Importance of, and Satisfaction with, Council Services and Facilities

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

### Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.



## We Explored Resident Response to 37 Service Areas

### Proud Place, Great Lifestyle

Promoting pride in the community  
Appearance of the City  
Litter collection/graffiti removal  
Parks and playgrounds  
Ovals and sportsgrounds  
Community buildings/halls  
Swimming pools  
Art Gallery/cultural opportunities  
Library services  
Festival and events programs  
Enhancing heritage buildings

### Our Places and Spaces

Maintaining local roads  
Maintaining footpaths  
Maintaining cycleways  
Traffic flow/congestion  
Road safety  
Availability of car parking  
Overall condition of the local road network  
Public transport across the City

### Our Natural Environment

Protecting native vegetation  
Improving biodiversity  
The health of the Hunter River  
Recycling/waste minimisation  
Environmental education programs  
Flood protection and preparedness

### A Prosperous and Vibrant City

Revitalising Central Maitland/Mall  
Tourism/Visitors Information Centre  
Marketing and economic development  
Supporting local jobs and businesses  
Sustainable transport

### Connected and Collaborative Community Leaders

Connecting community leaders  
Community input to Council decision-making  
Provision of Council information to the community  
Long term planning for Maitland  
Engaging young people in planning  
Support for volunteer programs  
Financial management

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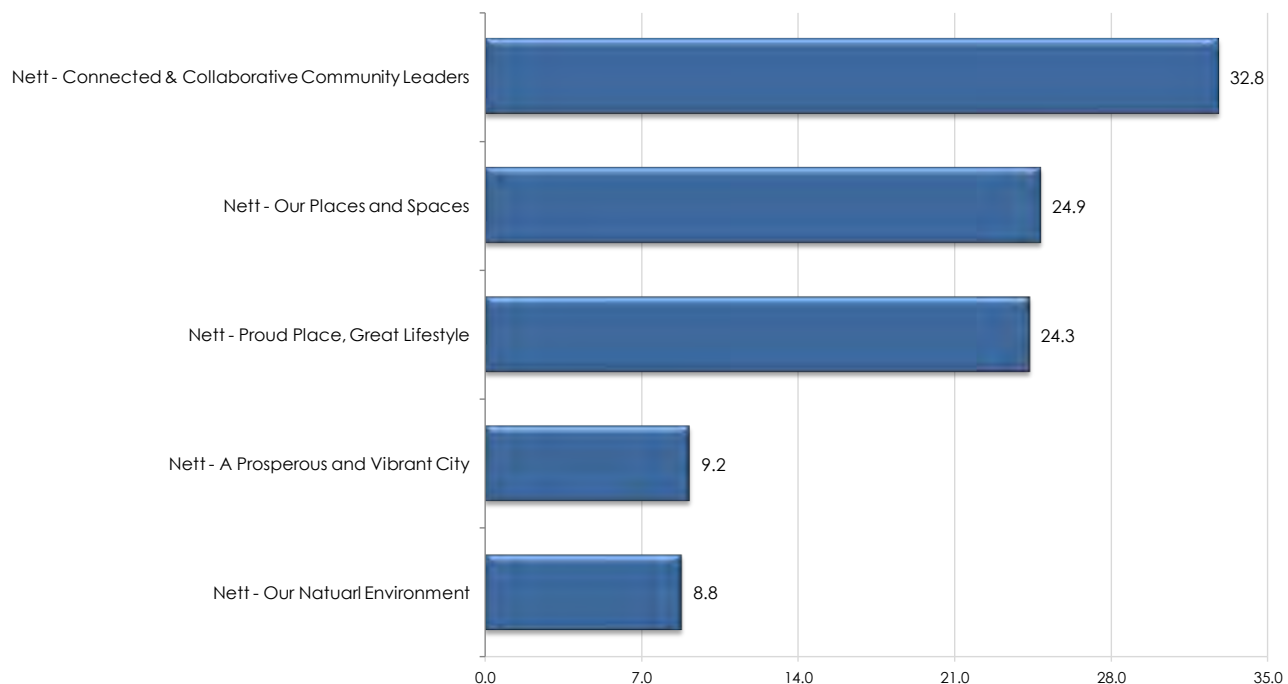
# Importance of, and Satisfaction with, Council Services and Facilities

## Key Service Areas' Contribution to Overall Satisfaction

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



## Contribution To Overall Satisfaction With Council's Performance



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'Connected and Collaborative Community Leaders' (33%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner included:

- Connecting community leaders
- Community input to Council decision-making
- Provision of Council information to the community
- Long term planning for Maitland
- Engaging young people in planning
- Support for volunteer programs
- Financial management

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Connected and Collaborative Community Leaders' are core drivers of resident satisfaction.

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## Importance/Satisfaction – Proud Place, Great Lifestyle

### Services and facilities explored included:

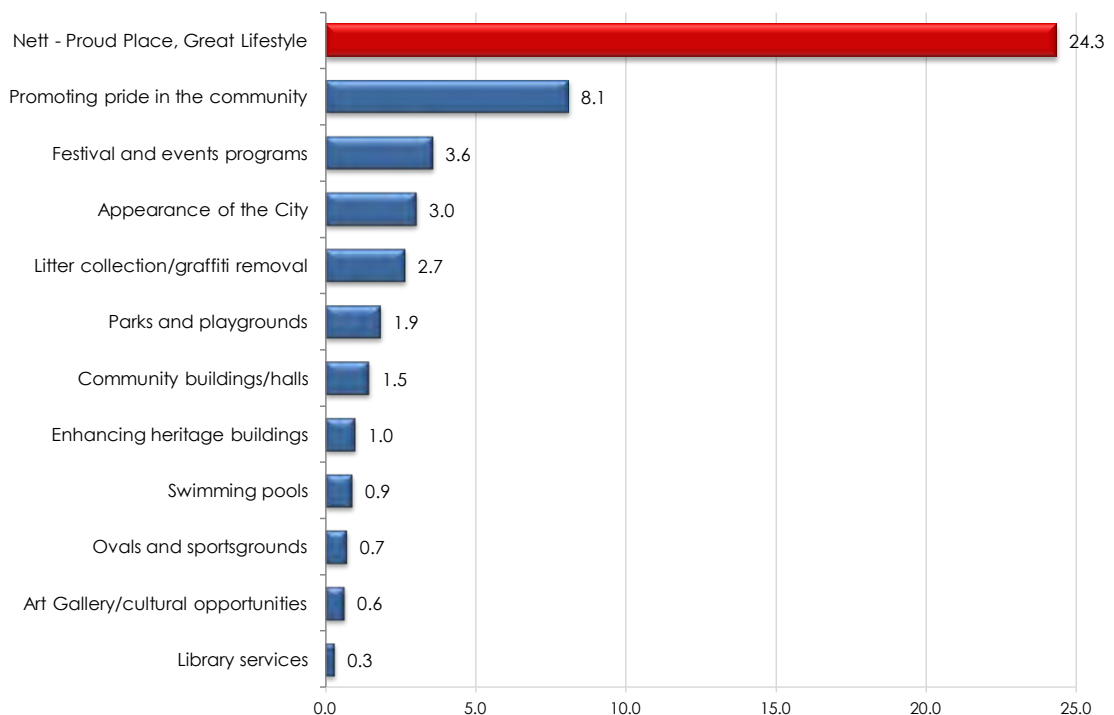
- Promoting pride in the community
- Appearance of the City
- Litter collection/graffiti removal
- Parks and playgrounds
- Ovals and sportsgrounds
- Community buildings/halls
- Swimming pools
- Art Gallery/cultural opportunities
- Library services
- Festival and events programs
- Enhancing heritage buildings

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 25% of overall satisfaction, based on the regression analysis.



## Proud Place, Great Lifestyle – Almost 25% of Overall Satisfaction with Council

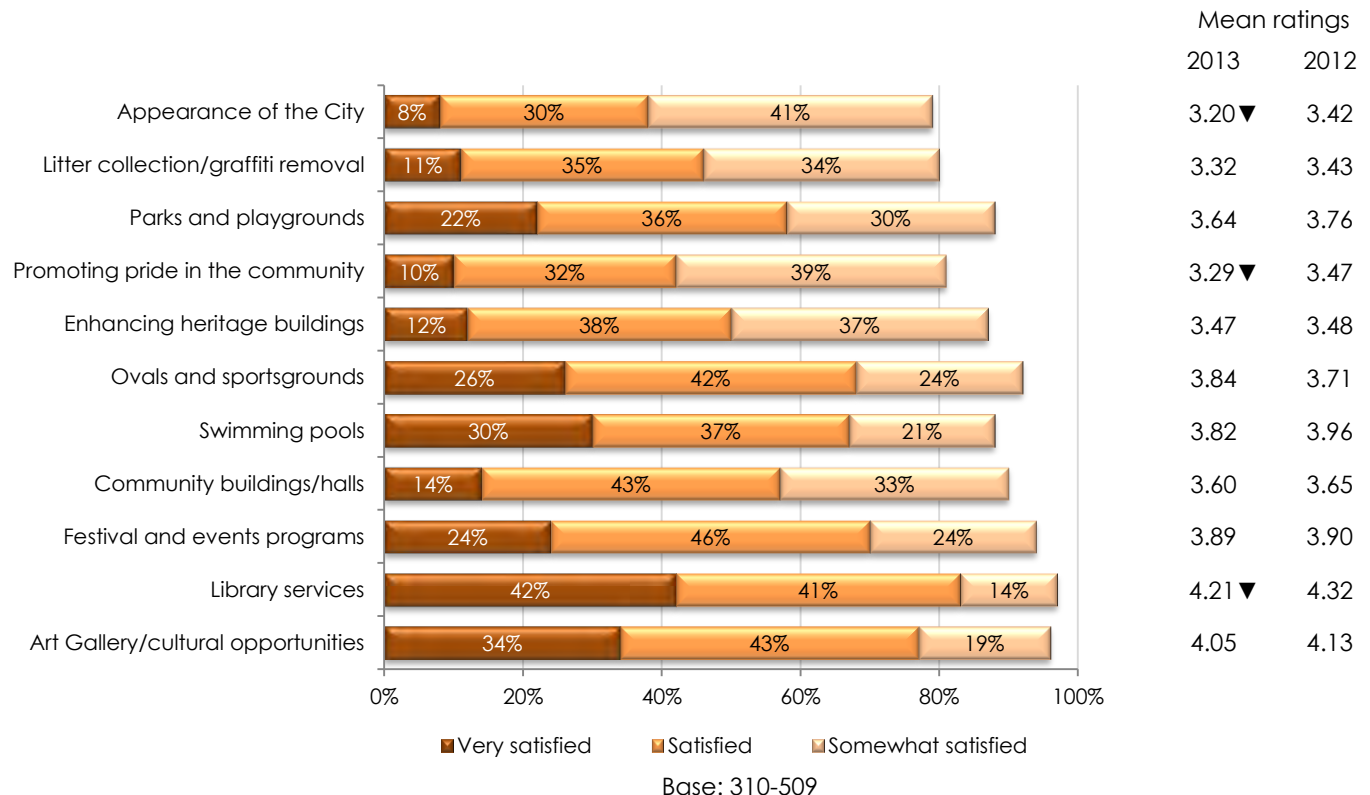
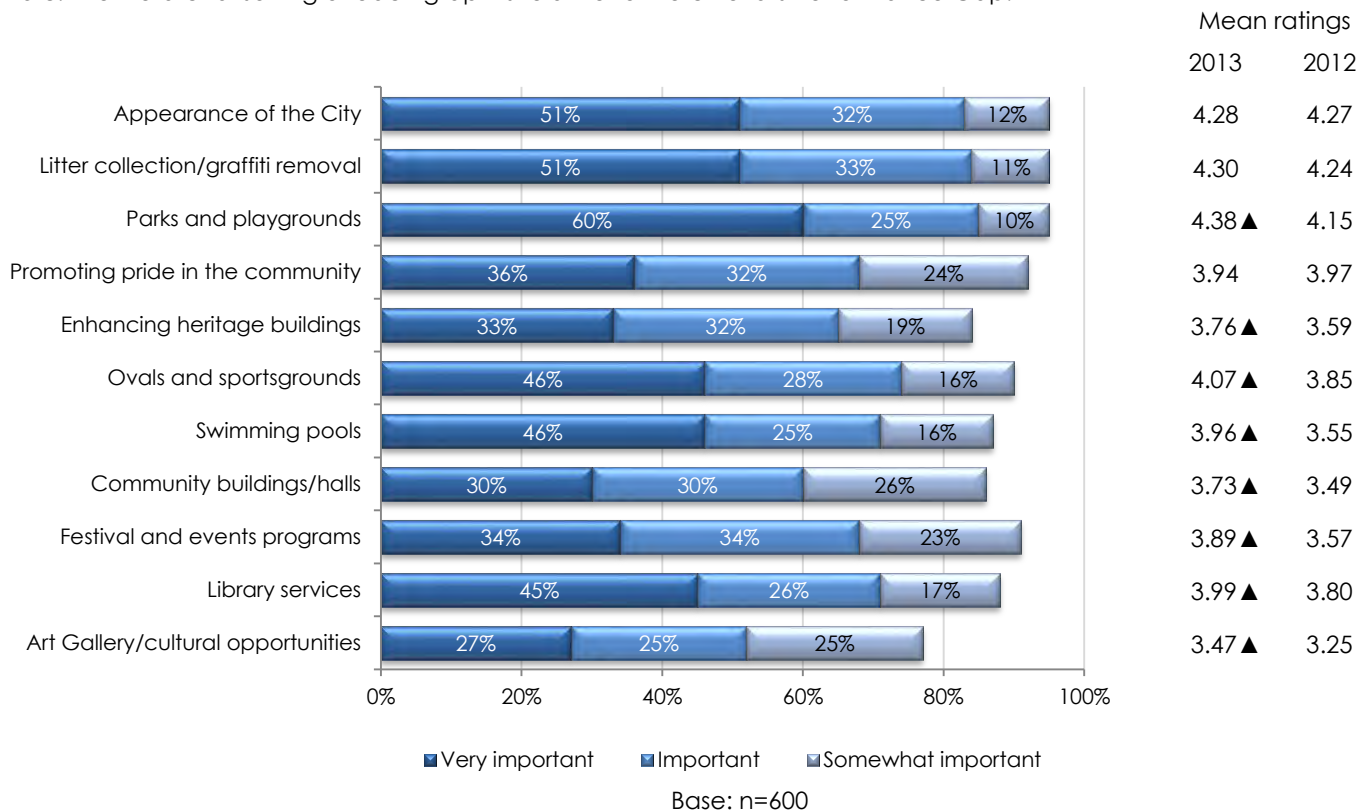


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## Importance/Satisfaction – Proud Place, Great Lifestyle

**Note:** The hierarchal sorting of each graph is relative to the criteria's Performance Gap.



▲ ▼ = significant increase/decrease in importance/satisfaction since 2012

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

## Importance/Satisfaction – Proud Place, Great Lifestyle

	Performance Gap		Year on year
	2013	2012	difference
Appearance of the City	1.08	0.85	<b>-0.23</b>
Litter collection/graffiti removal	0.98	0.81	-0.17
Parks and playgrounds	0.74	0.39	<b>-0.35</b>
Promoting pride in the community	0.65	0.50	-0.15
Enhancing heritage buildings	0.29	0.11	-0.18
Ovals and sportsgrounds	0.23	0.14	-0.09
Swimming pools	0.14	-0.41	<b>-0.55</b>
Community buildings/halls	0.13	-0.16	<b>-0.29</b>
Festival and events programs	0.00	-0.33	<b>-0.33</b>
Library services	-0.22	-0.52	<b>-0.30</b>
Art Gallery/cultural opportunities	-0.58	-0.88	<b>-0.30</b>

**Note:** Green and red type indicate positive and negative shifts greater than 0.2 from 2012.  
Scale: 1 = not at all important/satisfied, 5 = very important/satisfied

# Importance/Satisfaction – Proud Place, Great Lifestyle

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## Overview of Rating Scores

### Importance – overall

Very high	Parks and playgrounds Litter collection/graffiti removal
High	Appearance of the City Ovals and sportsgrounds Library services Swimming pools Promoting pride in the community
Moderately high	Festival and events programs Enhancing heritage buildings Community buildings/halls
Moderate	Art Gallery/cultural opportunities

### Importance – by age

18-34 y/o deemed the importance of 'parks and playgrounds' to be higher than did those aged 55+, whilst those aged 55+ considered the importance of 'litter collection/graffiti removal', 'promoting pride in the community', 'enhancing heritage buildings' and 'community buildings/halls' to be higher than did those aged 18-34.

Residents aged 18-54 deemed the importance of 'swimming pools' to be higher than did those aged 55+, whilst those aged 35+ deemed the importance of the 'Art Gallery/cultural opportunities' to be higher than did those aged 18-34.

### Importance – by gender

With the exception of 'ovals and sportsgrounds' and the 'festival and events programs', females rated all of these criteria higher in importance than did males.

### Importance – by ratepayer status

Non ratepayers considered 'promoting pride in the community' more important than did ratepayers.

### Importance – compared to previous years

There was a significant increase in importance for all but 3 of these criteria compared to 2012, including:

- Parks and playgrounds
- Enhancing heritage buildings
- Ovals and sportsgrounds
- Swimming pools
- Community buildings/halls
- Festival and events programs
- Library services
- Art Gallery/cultural opportunities

# Importance/Satisfaction – Proud Place, Great Lifestyle

---

## Overview of Rating Scores

### Satisfaction – overall

Very high	Library services
High	Art Gallery/cultural opportunities
Moderately high	Festival and events programs
	Ovals and sportsgrounds
	Swimming pools
	Parks and playgrounds
	Community buildings/halls
Moderate	Enhancing heritage buildings
	Litter collection/graffiti removal
	Promoting pride in the community
	Appearance of the City

### Satisfaction – by age

Residents aged 55+ were significantly more satisfied with the provision of 'parks and playgrounds' and 'community buildings/halls' than were those aged 18-54; significantly more satisfied with 'ovals and sportsgrounds' than were those aged 35-54; and significantly more satisfied with 'festival and events programs' and 'library services' than were those aged 18-34.

Those aged 35+ were significantly more satisfied with the 'Art Gallery/cultural opportunities' than were those aged 18-34.

### Satisfaction – by gender

There were no significant differences between the genders.

### Satisfaction – by ratepayer status

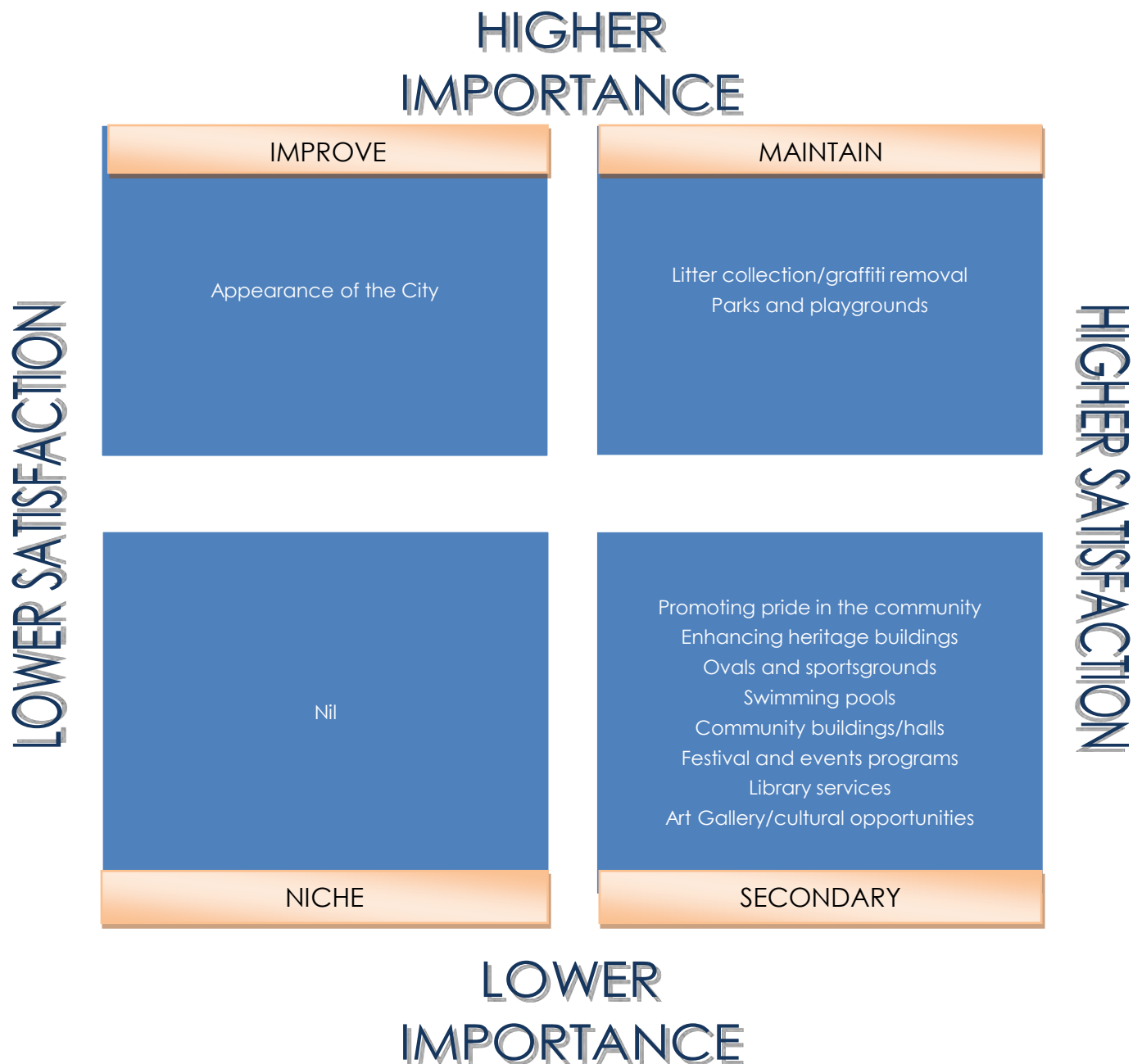
Ratepayers were significantly more satisfied with 'library services' and the 'Art Gallery/cultural opportunities' than were non ratepayers.

### Satisfaction – compared to previous years

There was a significant decrease in satisfaction with the 'appearance of the City', 'promoting pride in the community' and 'library services' compared to 2012.

## Importance/Satisfaction – Proud Place, Great Lifestyle

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Maitland City Council needs to improve:

- Appearance of the City

Maitland City Council also needs to maintain resident satisfaction with:

- Litter collection/graffiti removal
- Parks and playgrounds





## Importance/Satisfaction – Our Places and Spaces

### Services and facilities explored included:

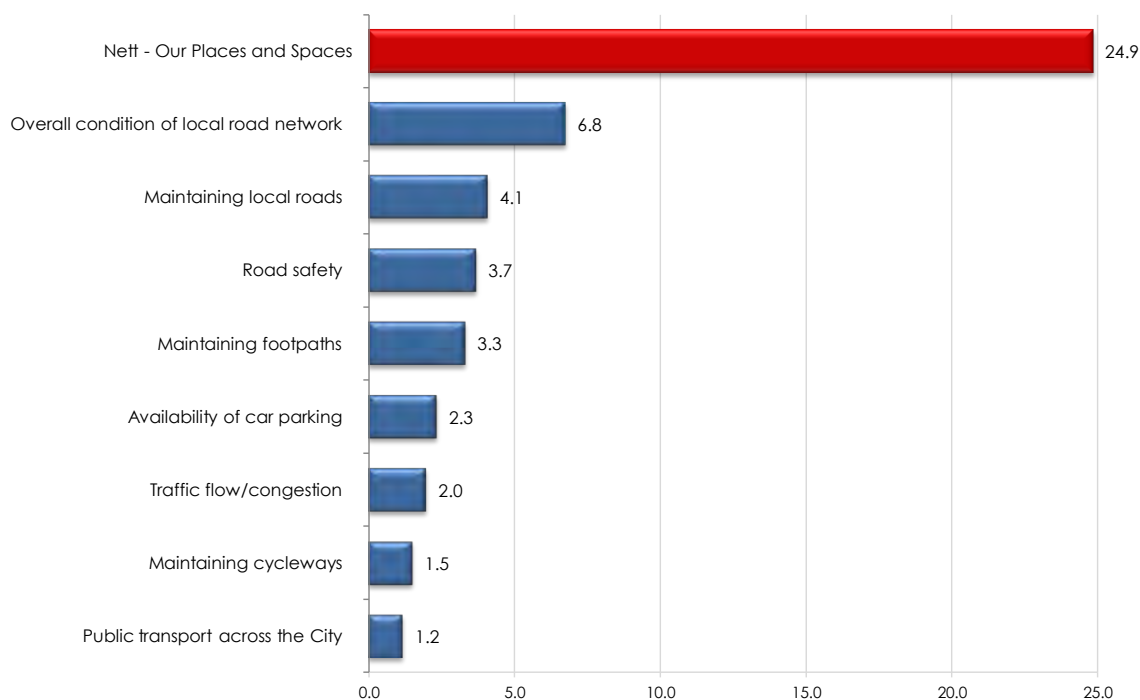
- Maintaining locals roads
- Maintaining footpaths
- Maintaining cycleways
- Traffic flow/congestion
- Road safety
- Availability of car parking
- Overall condition of local road network
- Public transport across the City

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 25% of overall satisfaction, based on the regression analysis.



## Our Places and Spaces – Almost 25% of Overall Satisfaction with Council

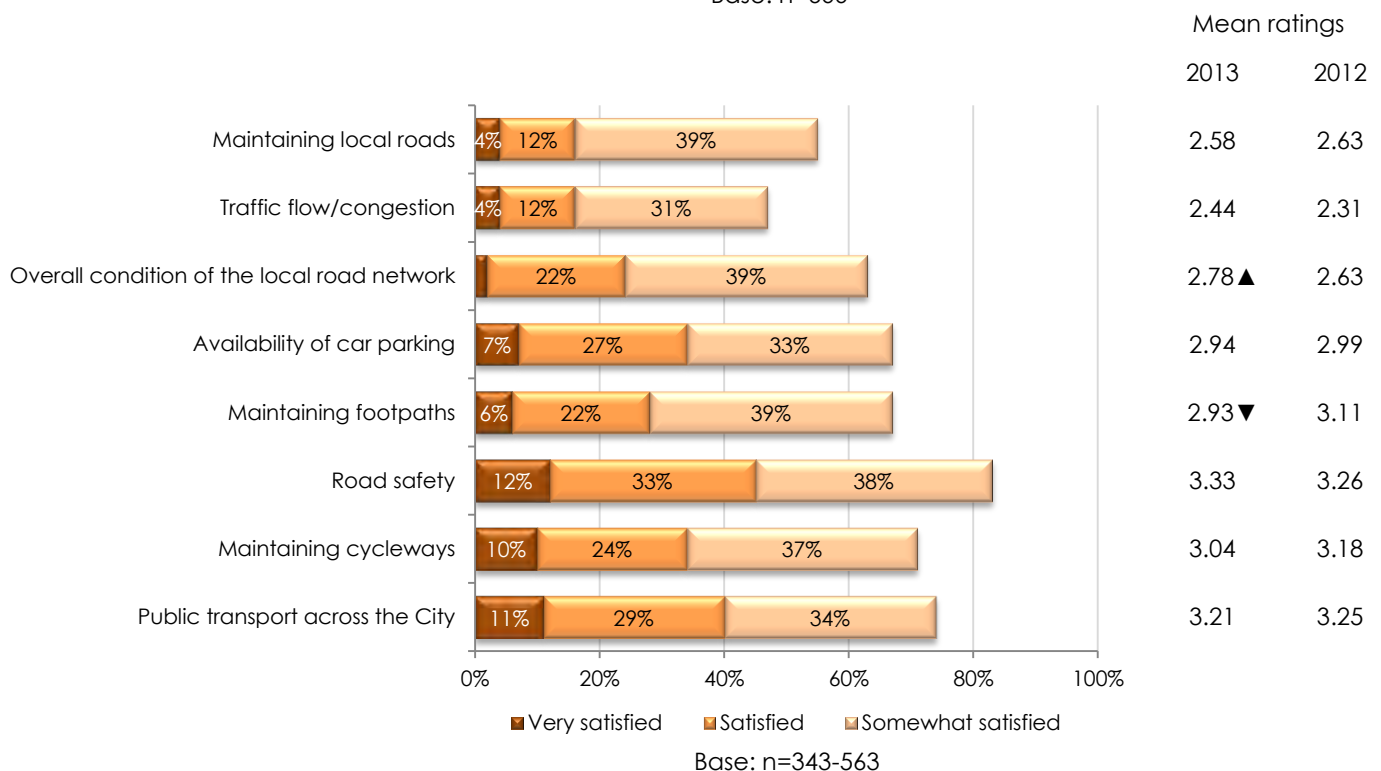
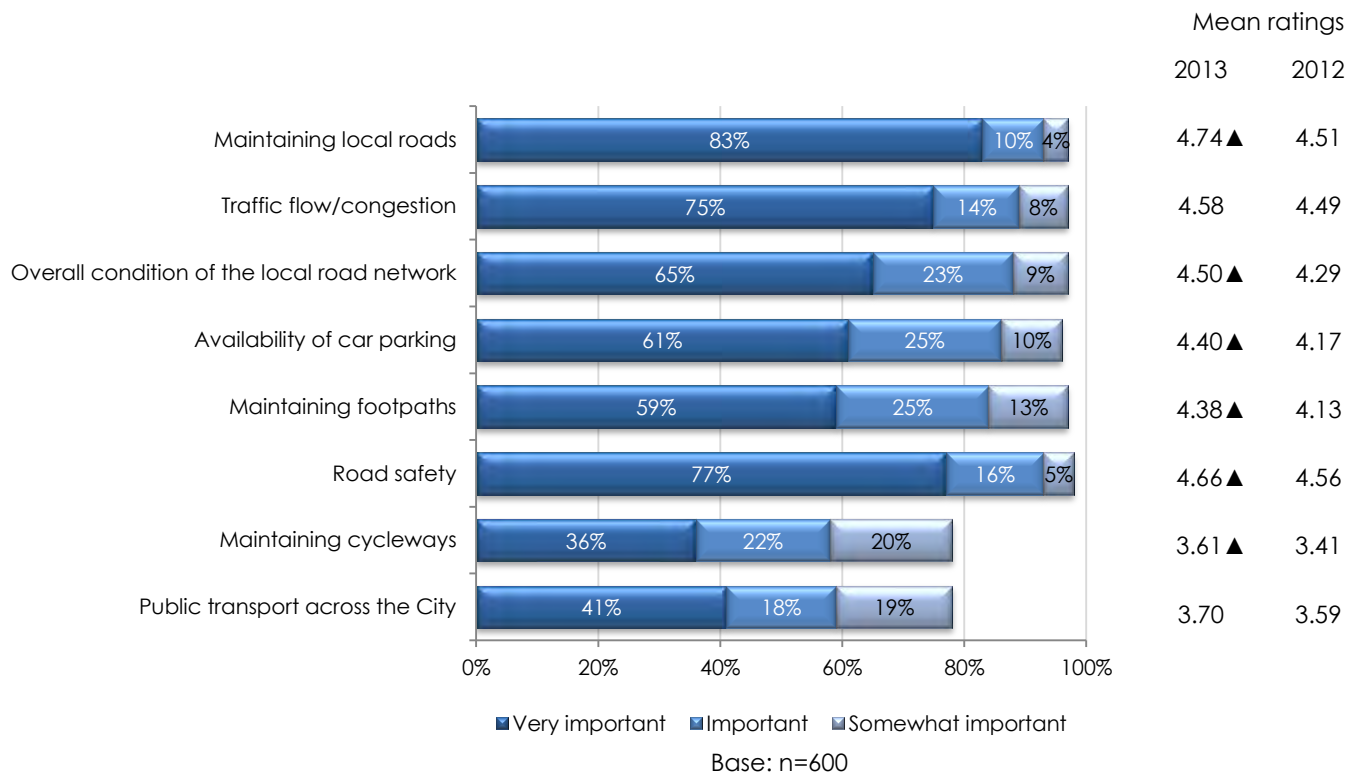


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## Importance/Satisfaction – Our Places and Spaces

**Note:** The hierarchal sorting of each graph is relative to the criteria's Performance Gap.



▲ ▼ = significant increase/decrease in importance/satisfaction since 2012

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

## Importance/Satisfaction – Our Places and Spaces

	Performance Gap		Year on year
	2013	2012	difference
Maintaining local roads	2.16	1.88	<b>-0.28</b>
Traffic flow/congestion	2.14	2.18	0.04
Overall condition of local road network	1.72	1.66	-0.06
Availability of car parking	1.46	1.18	<b>-0.28</b>
Maintaining footpaths	1.45	1.02	<b>-0.43</b>
Road safety	1.33	1.30	-0.03
Maintaining cycleways	0.57	0.23	<b>-0.34</b>
Public transport across the City	0.49	0.34	-0.15

**Note:** Green and red type indicate positive and negative shifts greater than 0.2 from 2012.

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

## Importance/Satisfaction – Our Places and Spaces

---

### Overview of Rating Scores

#### Importance – overall

Extremely high	Maintaining local roads Road safety Traffic flow/congestion Overall condition of local road network
Very high	Availability of car parking Maintaining footpaths
Moderately high	Public transport across the City Maintaining cycleways

#### Importance – by age

Those aged 55+ rated the importance of 'traffic flow/congestion' and 'maintaining footpaths' significantly higher than did those aged 18-34; and 'availability of car parking' significantly higher than did those aged 35-54.

Residents aged 18-54 deemed the importance of 'maintaining cycleways' significantly higher than did those aged 55+.

#### Importance – by gender

Females rated the importance of 5 of the 8 criteria significantly higher than did males, including:

- Overall condition of the local road network
- Availability of car parking
- Maintaining footpaths
- Road safety
- Maintaining cycleways

#### Importance – by ratepayer status

Non ratepayers considered 'public transport across the City' to be of higher importance than did ratepayers.

#### Importance – compared to previous years

Compared to 2012, residents rated the importance of 6 of the 8 criteria significantly higher in importance, including:

- Maintaining local roads
- Overall condition of the local road network
- Availability of car parking
- Maintaining footpaths
- Road safety
- Maintaining cycleways

## Importance/Satisfaction – Our Places and Spaces

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### Overview of Rating Scores

#### Satisfaction – overall

Moderate	Road safety
	Public transport across the City
	Maintaining cycleways
Moderately low	Availability of car parking
	Maintaining footpaths
	Overall condition of local road network
	Maintaining local roads
Low	Traffic flow/congestion

#### Satisfaction – by age

Residents aged 55+ expressed significantly higher levels of satisfaction with 'maintaining cycleways' than did those aged 35-54.

#### Satisfaction – by gender

Males expressed higher levels of satisfaction with 'road safety' than did females.

#### Satisfaction – by ratepayer status

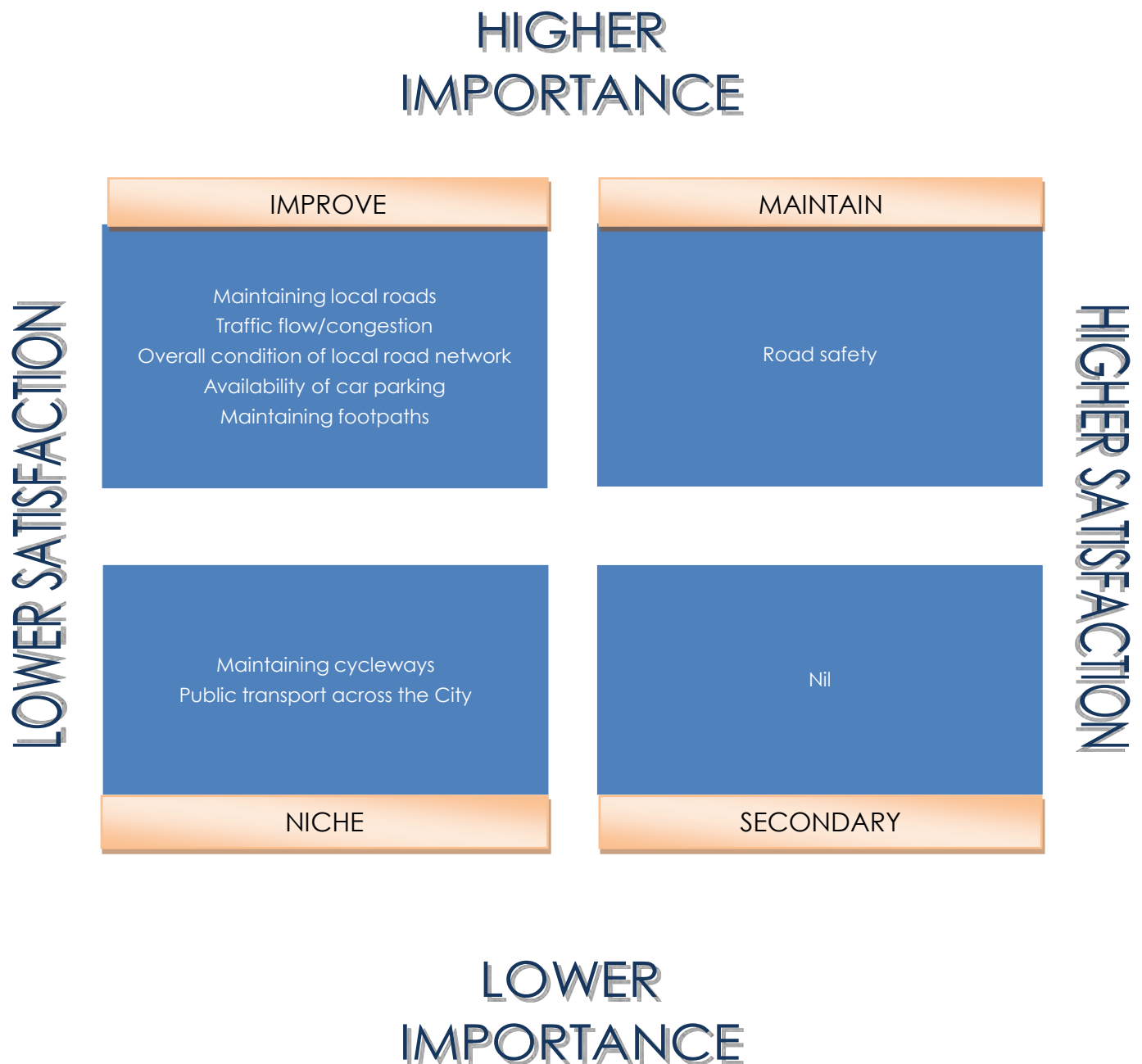
Ratepayers were significantly more satisfied with the 'availability of car parking' than were non ratepayers.

#### Satisfaction – compared to previous years

Compared to 2012, residents expressed significantly higher levels of satisfaction with the 'overall condition of the local road network', but significantly lower levels with 'maintaining footpaths'.

## Importance/Satisfaction – Our Places and Spaces

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Maitland City Council needs to improve:

- Maintaining local roads
- Traffic flow/congestion
- Overall condition of local road network
- Availability of car parking
- Maintaining footpaths

Maitland City Council also needs to maintain resident satisfaction with:



- Road safety





## Importance/Satisfaction – Our Natural Environment

### Services and facilities explored included:

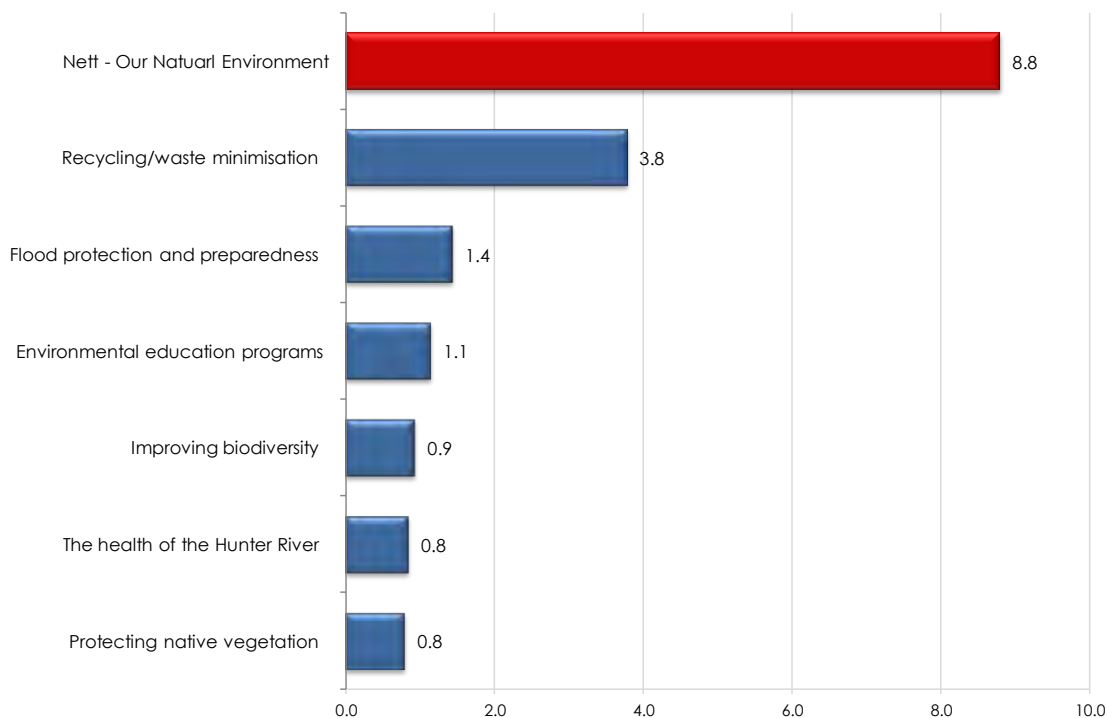
- Protecting native vegetation
- Improving biodiversity
- The health of the Hunter River
- Recycling/waste minimisation
- Environmental education programs
- Flood protection and preparedness

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 9% of overall satisfaction, based on the regression analysis.



## Our Natural Environment – Almost 9% of Overall Satisfaction with Council

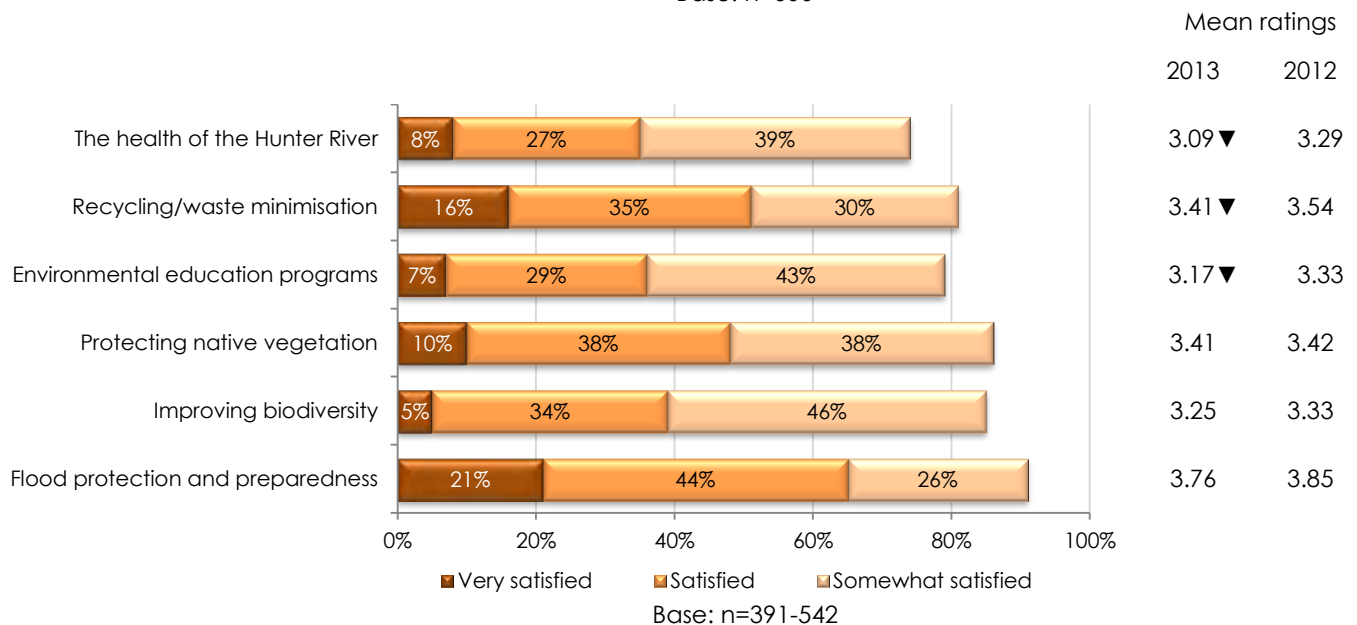
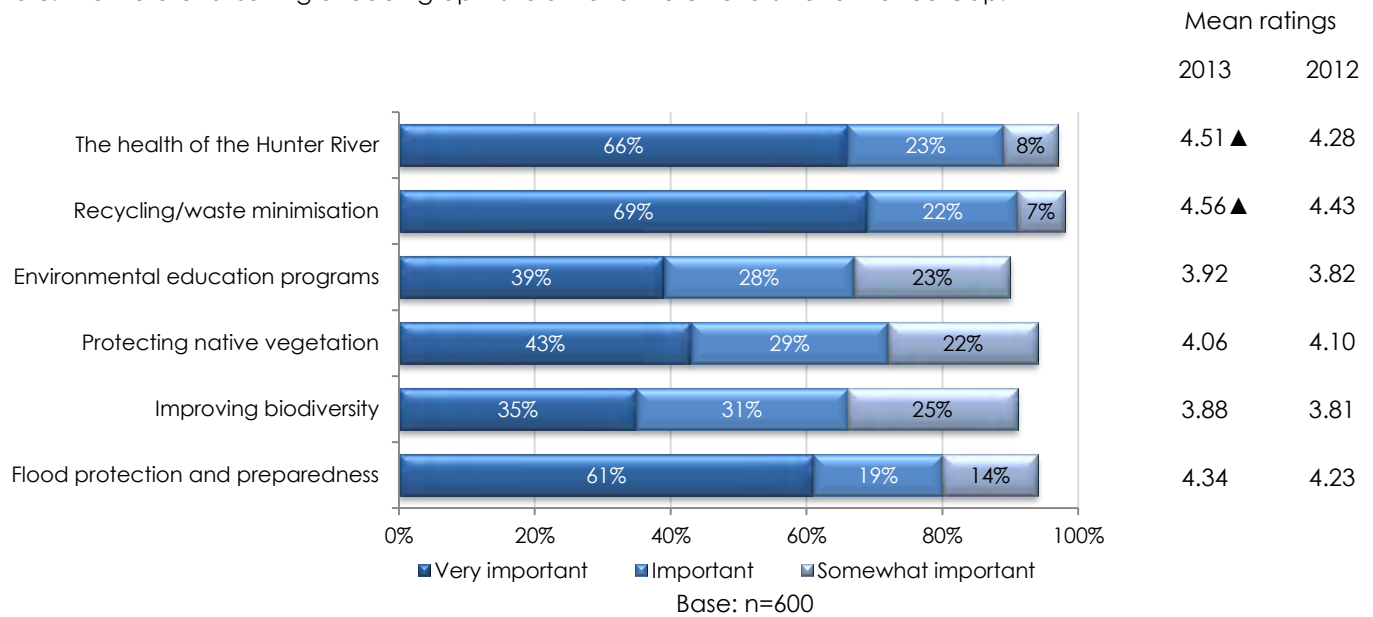


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## Importance/Satisfaction – Our Natural Environment

**Note:** The hierarchal sorting of each graph is relative to the criteria's Performance Gap.



▲ ▼ = significant increase/decrease since 2012

	Performance Gap		Year on year
	2013	2012	difference
The health of the Hunter River	1.42	0.99	-0.43
Recycling/waste minimisation	1.15	0.89	-0.26
Environmental education programs	0.75	0.49	-0.26
Protecting native vegetation	0.65	0.68	0.03
Improving biodiversity	0.63	0.48	-0.15
Flood protection and preparedness	0.58	0.38	-0.20

**Note:** Green and red type indicate positive and negative shifts greater than 0.2 from 2012.

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

## Importance/Satisfaction – Our Natural Environment

---

### Overview of Rating Scores

#### Importance – overall

Extremely high	Recycling/waste minimisation
	The health of the Hunter River
Very high	Flood protection and preparedness
High	Protecting native vegetation
	Environmental education programs
Moderately high	Improving biodiversity

#### Importance – by age

Residents aged 55+ considered the importance of 'recycling/waste minimisation' and 'flood protection and preparedness' significantly higher than did those aged 18-54.

Residents aged 35+ deemed the importance of 'protecting native vegetation' and 'improving biodiversity' to be significantly higher than did those aged 18-34.

#### Importance – by gender

Females rated the importance of 'recycling/waste minimisation', 'environmental education programs', 'improving biodiversity' and 'flood protection and preparedness' significantly higher than did males.

#### Importance – by ratepayer status

Ratepayers rated the importance of 'flood protection and preparedness' significantly higher than did non ratepayers.

#### Importance – compared to previous years

Compared to 2012, there has been a significant increase in the importance of 'the health of the Hunter River' and 'recycling/waste minimisation'.

## Importance/Satisfaction – Our Natural Environment

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### Overview of Rating Scores

#### Satisfaction – overall

Moderately high	Flood protection and preparedness
Moderate	Protecting native vegetation
	Recycling/waste minimisation
	Improving biodiversity
	Environmental education programs
	The health of the Hunter River

#### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'protecting native vegetation' than were those aged 35-54.

#### Satisfaction – by gender

Males expressed a significantly higher level of satisfaction with 'flood protection and preparedness' than did females.

#### Satisfaction – by ratepayer status

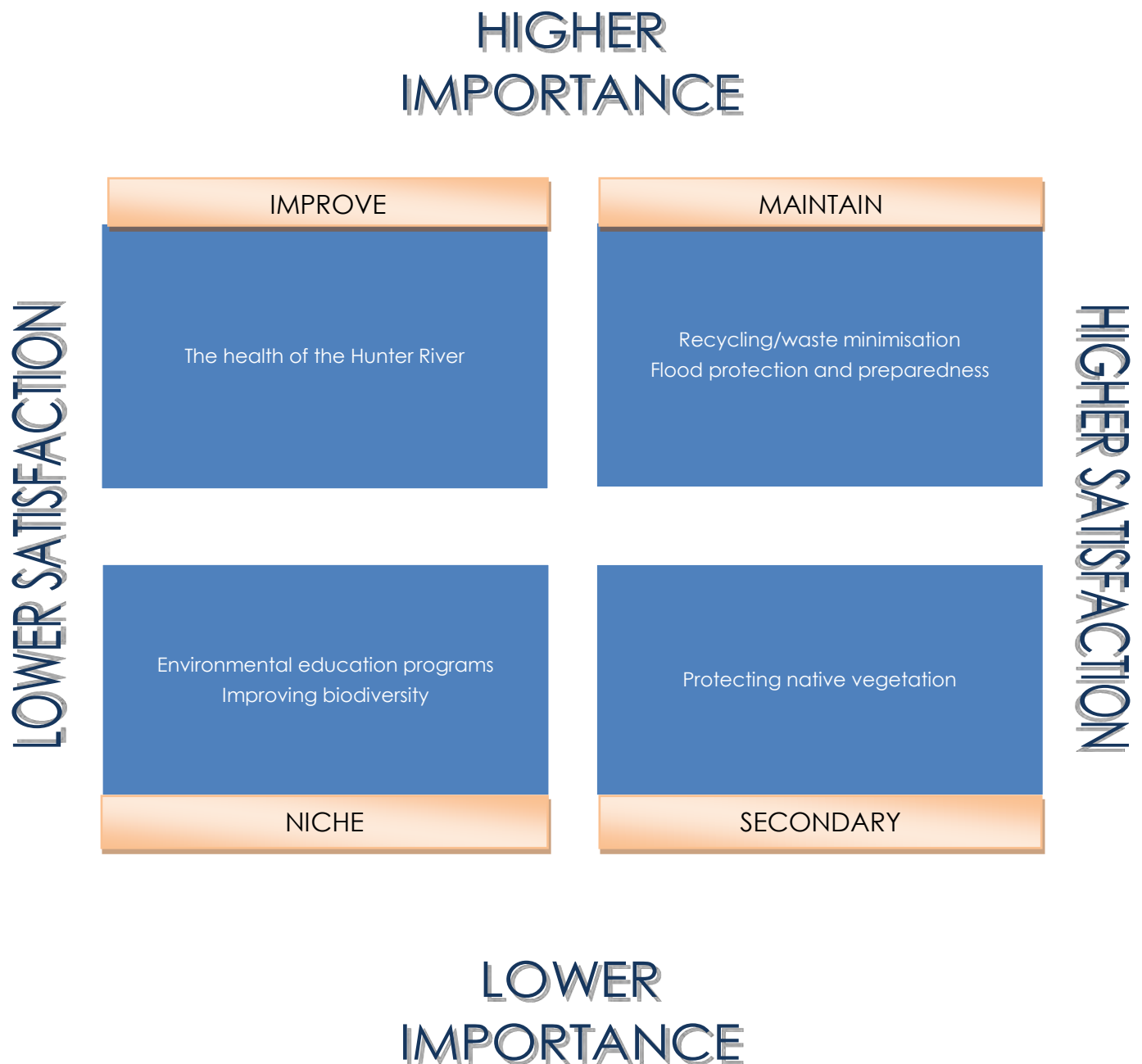
There were no significant differences by ratepayer status.

#### Satisfaction – compared to previous years

Compared to 2012, there was a significant decrease in satisfaction with 'the health of the Hunter River', 'recycling/waste minimisation' and 'environmental education programs'.

## Importance/Satisfaction – Our Natural Environment

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Maitland City Council needs to improve:

- The health of the Hunter River

Maitland City Council also needs to maintain resident satisfaction with:

- Recycling/waste minimisation
- Flood protection and preparedness



## Importance/Satisfaction – A Prosperous and Vibrant City

### Services and facilities explored included:

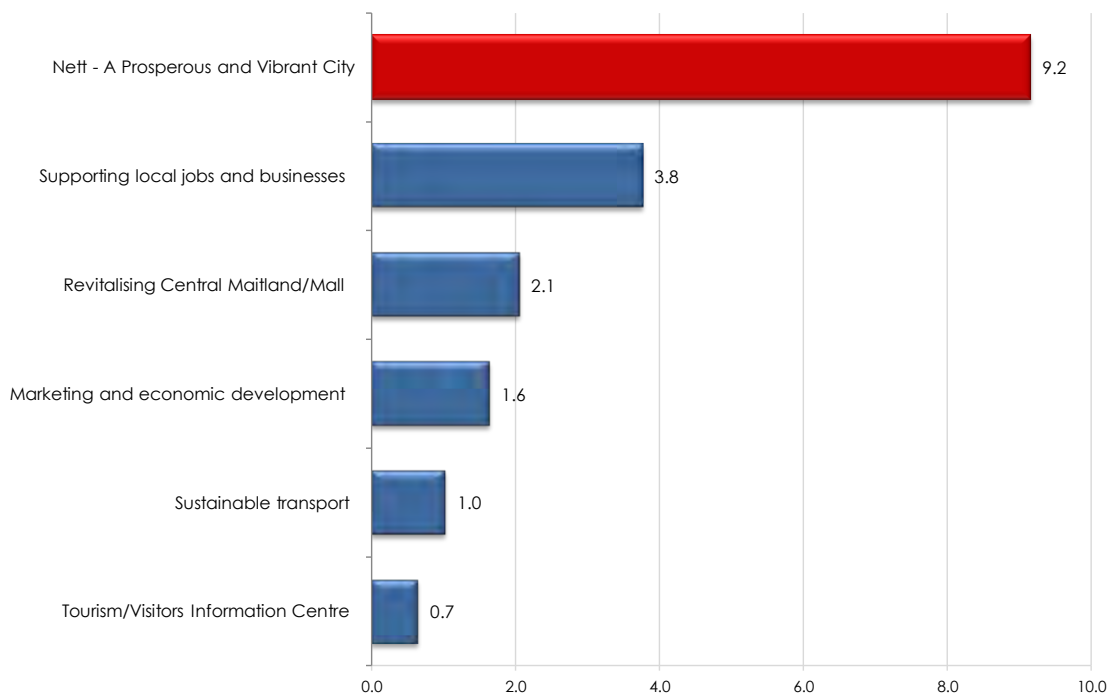
- Revitalising Central Maitland/Mall
- Tourism/Visitors Information Centre
- Marketing and economic development
- Supporting local jobs and businesses
- Sustainable transport

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 9% of overall satisfaction, based on the regression analysis.



## A Prosperous and Vibrant City – Over 9% of Overall Satisfaction with Council

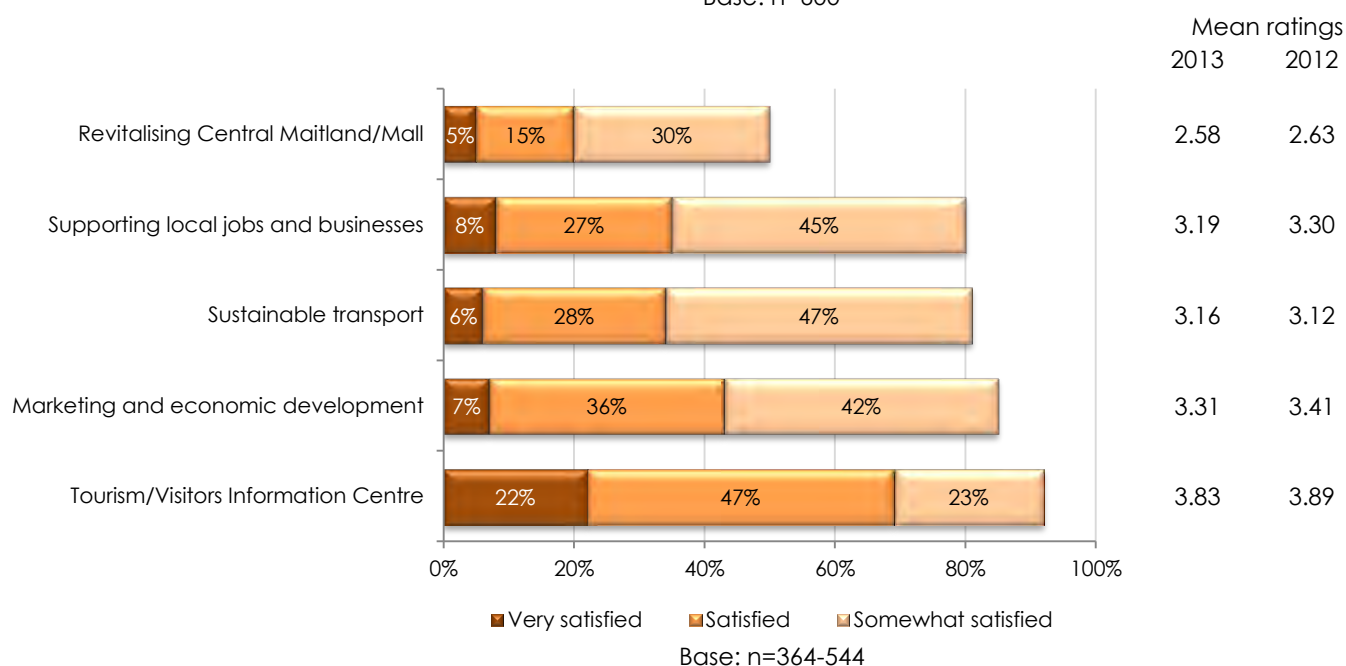
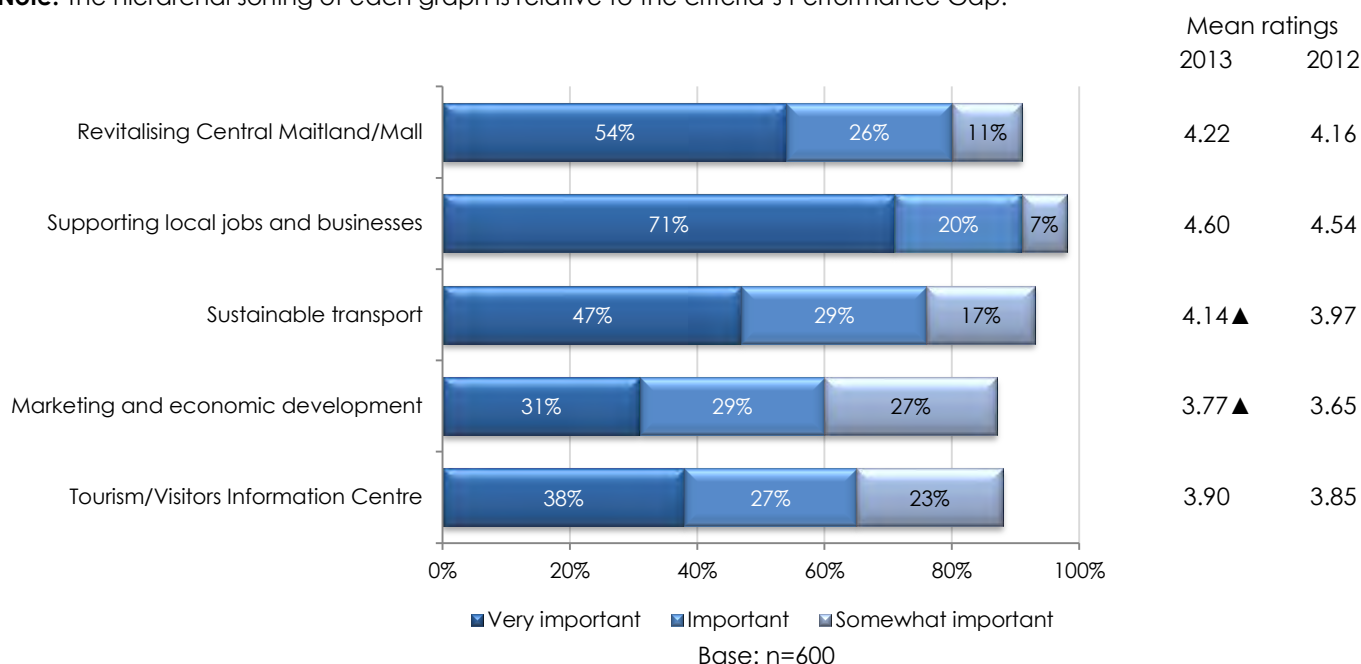


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## Importance/Satisfaction – A Prosperous and Vibrant City

**Note:** The hierarchal sorting of each graph is relative to the criteria's Performance Gap.



▲ ▼ = significant increase/decrease compared to 2012

	Performance Gap		Year on year
	2013	2012	difference
Revitalising Central Maitland/Mall	1.64	1.53	-0.11
Supporting local jobs and businesses	1.41	1.24	-0.17
Sustainable transport	0.98	0.85	-0.13
Marketing and economic development	0.46	0.24	-0.22
Tourism/Visitors Information Centre	0.07	-0.04	-0.11

**Note:** Green and red type indicate positive and negative shifts greater than 0.2 from 2012.

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



# Importance/Satisfaction – A Prosperous and Vibrant City

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## Overview of Rating Scores

### Importance – overall

Extremely high	Supporting local jobs and businesses
Very high	Revitalising Central Maitland/Mall
High	Sustainable transport
	Tourism/Visitors Information Centre
Moderately high	Marketing and economic development

### Importance – by age

Residents aged 55+ considered 'marketing and economic development' to be of higher importance than did those aged 18-34, and the importance of 'tourism/Visitors Information Centre' to be higher than did those aged 18-54.

Residents aged 35-54 considered the importance of 'tourism/Visitors Information Centre' to be higher than did those aged 18-34.

### Importance – by gender

Females deemed the importance of 'revitalising Central Maitland/Mall', 'sustainable transport' and 'tourism/Visitors Information Centre' to be significantly higher than did males.

### Importance – by ratepayer status

There were no significant differences by ratepayer status.

### Importance – compared to previous years

Compared to 2012, there was a significant increase in the importance of 'sustainable transport' and 'marketing and economic development'.

### Satisfaction – overall

Moderately high	Tourism/Visitors Information Centre
Moderate	Marketing and economic development
	Supporting local jobs and businesses
	Sustainable transport
Moderately low	Revitalising Central Maitland/Mall

### Satisfaction – by age

Residents aged 35-54 were significantly more satisfied with the provision of 'sustainable transport' and 'marketing and economic development' than were those aged 18-34.

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'marketing and economic development' than were non ratepayers.

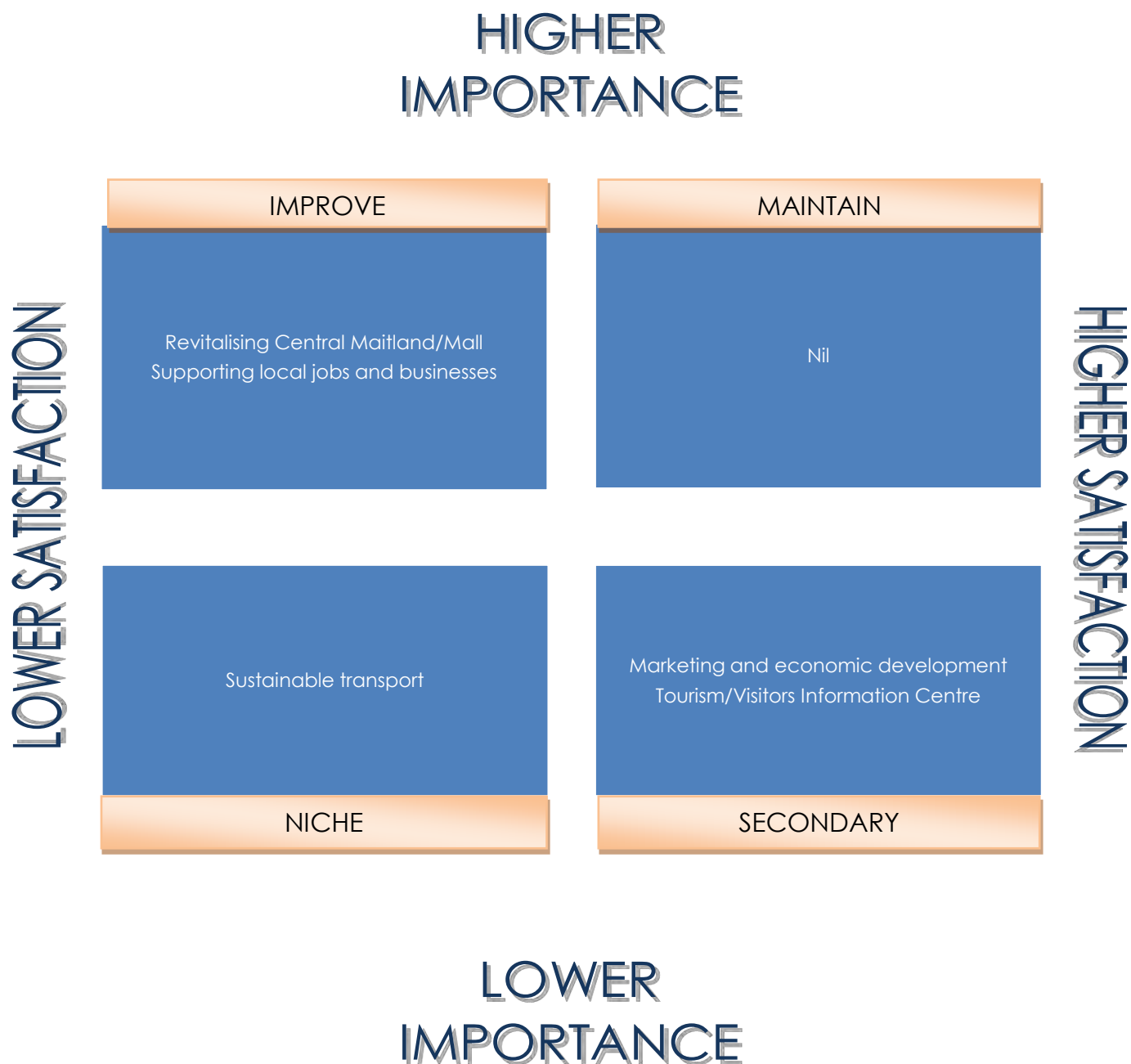
### Satisfaction – compared to previous years

There were no significant differences compared to 2012.



## Importance/Satisfaction – A Prosperous and Vibrant City

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Maitland City Council needs to improve:

- Revitalising Central Maitland/Mall
- Supporting local jobs and businesses

## Importance/Satisfaction – Connected and Collaborative Community Leaders

### Services and facilities explored included:

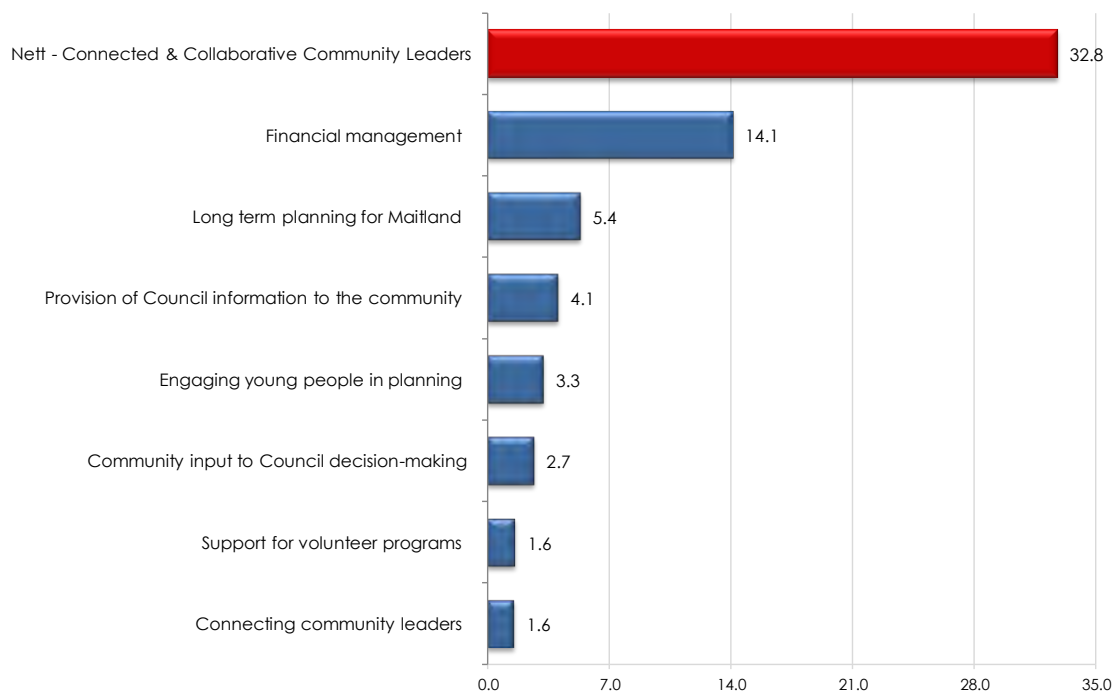
- Connecting community leaders
- Community input to Council decision-making
- Provision of Council information to the community
- Long term planning for Maitland
- Engaging young people in planning
- Support for volunteer programs
- Financial management

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 33% of overall satisfaction, based on the regression analysis.



## Connected and Collaborative Community Leaders – Almost 33% of Overall Satisfaction with Council

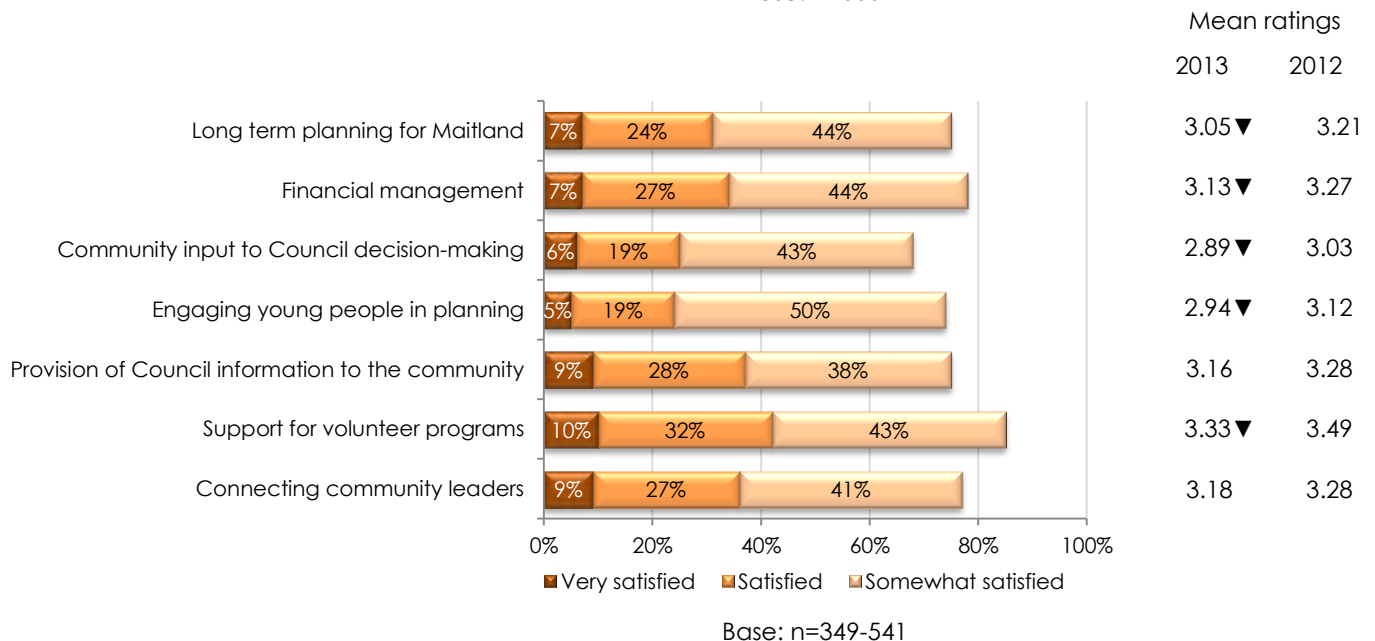
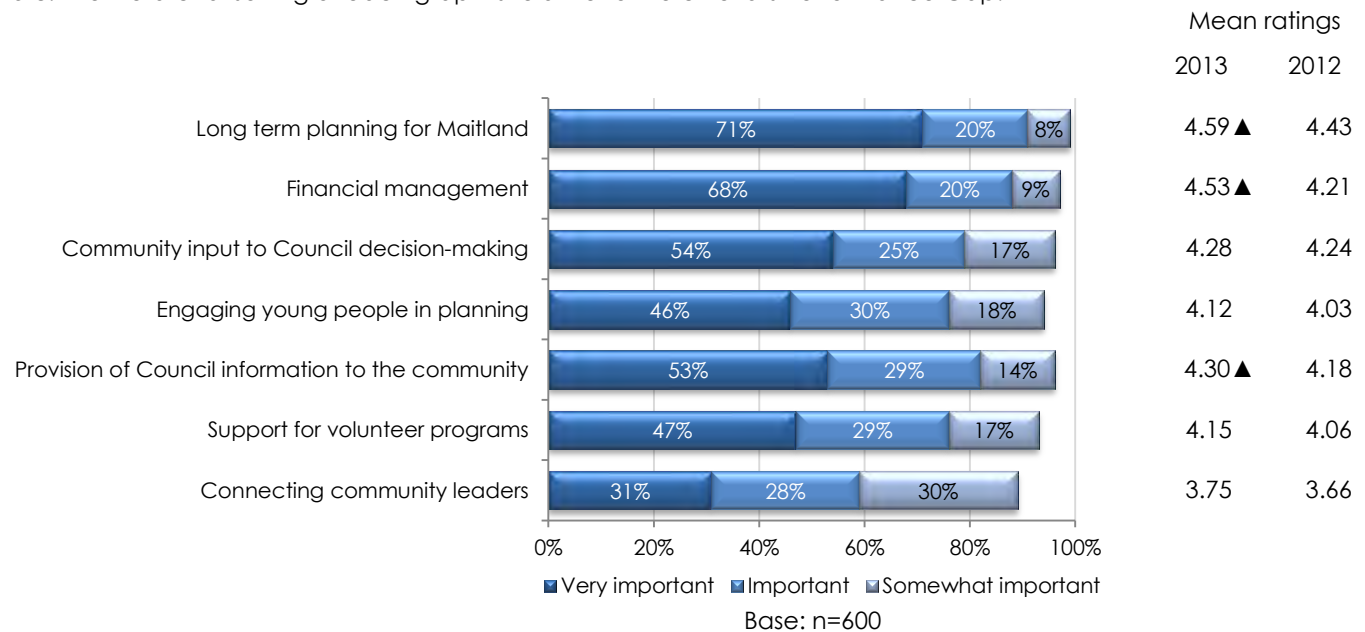


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# Importance/Satisfaction – Connected and Collaborative Community Leaders

**Note:** The hierarchal sorting of each graph is relative to the criteria's Performance Gap.



▲ ▼ = significant increase/decrease since 2012

	Performance Gap		Year on year
	2013	2012	difference
Long term planning for Maitland	1.54	1.22	-0.32
Financial management	1.40	0.94	-0.46
Community input to Council decision-making	1.39	1.21	-0.18
Engaging young people in planning	1.18	0.91	-0.27
Provision of Council information to the community	1.14	0.90	-0.24
Support for volunteer programs	0.82	0.57	-0.25
Connecting community leaders	0.57	0.38	-0.19

**Note:** Green and red type indicate positive and negative shifts greater than 0.2 from 2012.  
Scale: 1 = not at all important/satisfied, 5 = very important/satisfied

# Importance/Satisfaction – Connected and Collaborative Community Leaders

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## Overview of Rating Scores

### Importance – overall

Extremely high	Long term planning for Maitland
	Financial management
Very high	Provision of Council information to the community
	Community input to Council decision-making
High	Support for volunteer programs
	Engaging young people in planning
Moderately high	Connecting community leaders

### Importance – by age

Those aged 55+ considered the importance of 'provision of Council information to the community', 'support for volunteer programs' and 'connecting community leaders' to be significantly higher than did those aged 18-54, and the importance of 'financial management' higher than did those aged 18-34.

### Importance – by gender

Females rated the importance of 'engaging young people in planning', 'support for volunteer programs' and 'connecting community leaders' significantly higher than did males.

### Importance – by ratepayer status

Ratepayers attributed a higher level of importance to 'financial management' than did non ratepayers.

### Importance – compared to previous years

Compared to 2012, there was a significant increase in importance for 'long term planning for Maitland', 'financial management' and 'provision of "Council information to the community'.

# Importance/Satisfaction – Connected and Collaborative Community Leaders

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## Overview of Rating Scores

### Satisfaction – overall

Moderate	Support for volunteer programs Connecting community leaders Provision of Council information to the community Financial management
Moderately low	Long term planning for Maitland Engaging young people in planning Community input to Council decision-making

### Satisfaction – by age

Residents aged 55+ were considerably more satisfied with the provision of 'long term planning for Maitland' and 'financial management' than were those aged 18-34, and significantly more satisfied with 'support for volunteer programs' than were those aged 18-54.

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by ratepayer status

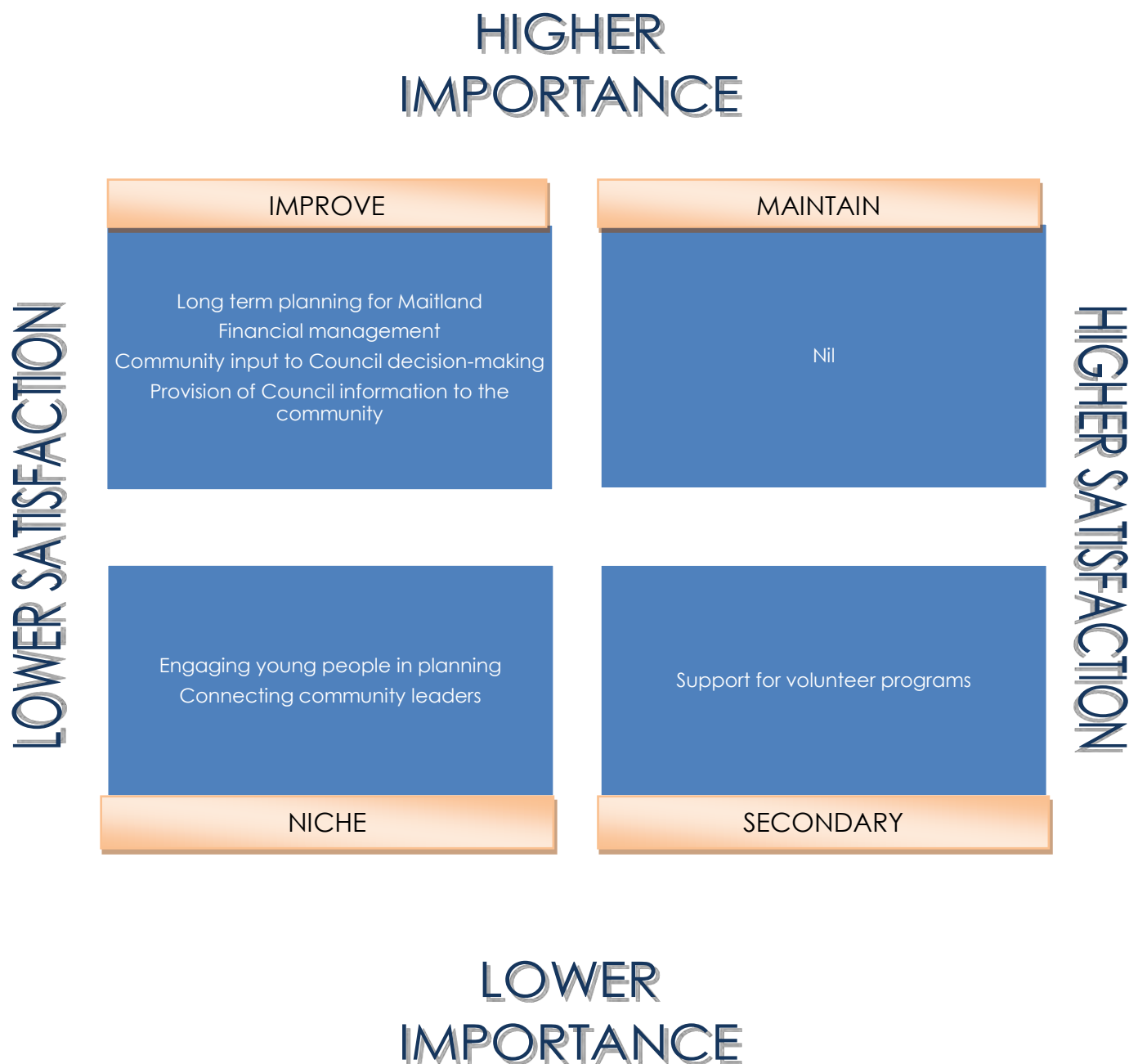
Ratepayers were significantly more satisfied with 'support for volunteer programs' and 'connecting community leaders' than were non ratepayers.

### Satisfaction – compared to previous years

Compared to 2012, there was a significant decrease in satisfaction with 5 of the 7 criteria, including:

- Long term planning for Maitland
- Financial management
- Community input to Council decision-making
- Engaging young people in planning
- Support for volunteer programs

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Maitland City Council needs to improve:

- Long term planning for Maitland
- Financial management
- Community input to Council decision-making
- Provision of Council information to the community

## Overall Satisfaction with Council's Performance

### Summary

Overall, the research has found a generally positive result for Maitland Council, with 29 of the 37 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction.

At an overall level, residents expressed a 'moderate' level of satisfaction with the performance of Council, with 89% of respondents giving a rating of 'somewhat satisfied' to 'very satisfied'. Only 2% of residents indicated that they were 'not at all satisfied' with Council's performance.

Compared to an All of NSW measure and Regional Councils, Maitland has performed better than average, and has equalled the Metropolitan Council areas.



Males were significantly more satisfied with Council's performance than were females.

Q. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

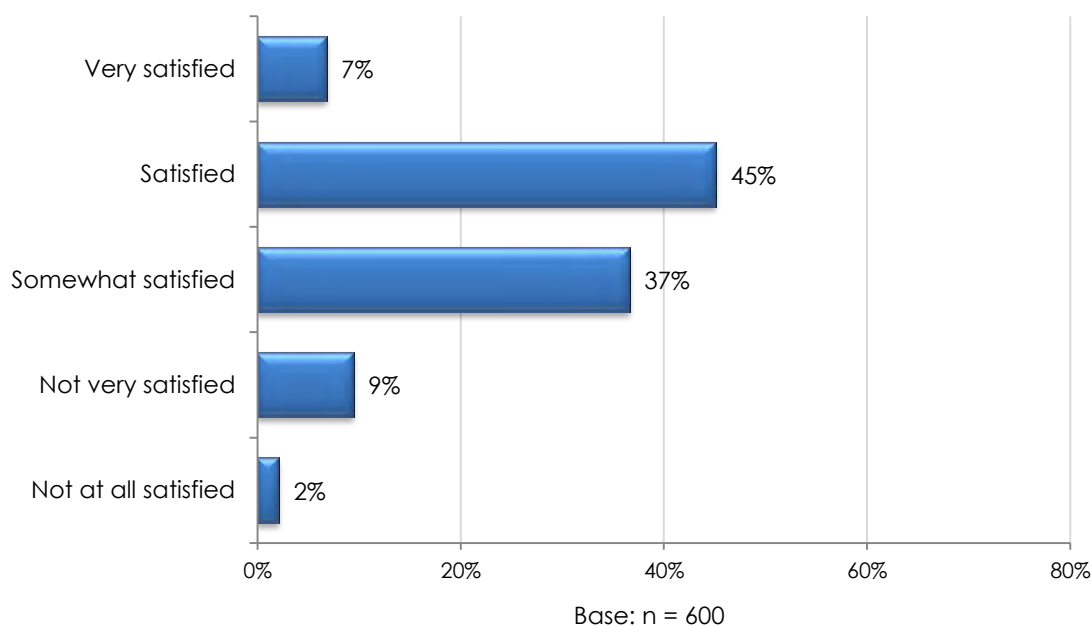
	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	3.36	3.42	3.53	3.53	3.36	3.46	3.35

	2011	2012	2013
Mean ratings	3.62	3.52	3.44

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

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

Mean ratings: 1 = not at all satisfied, 5 = very satisfied





# Improving Satisfaction with Council's Performance

## Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.

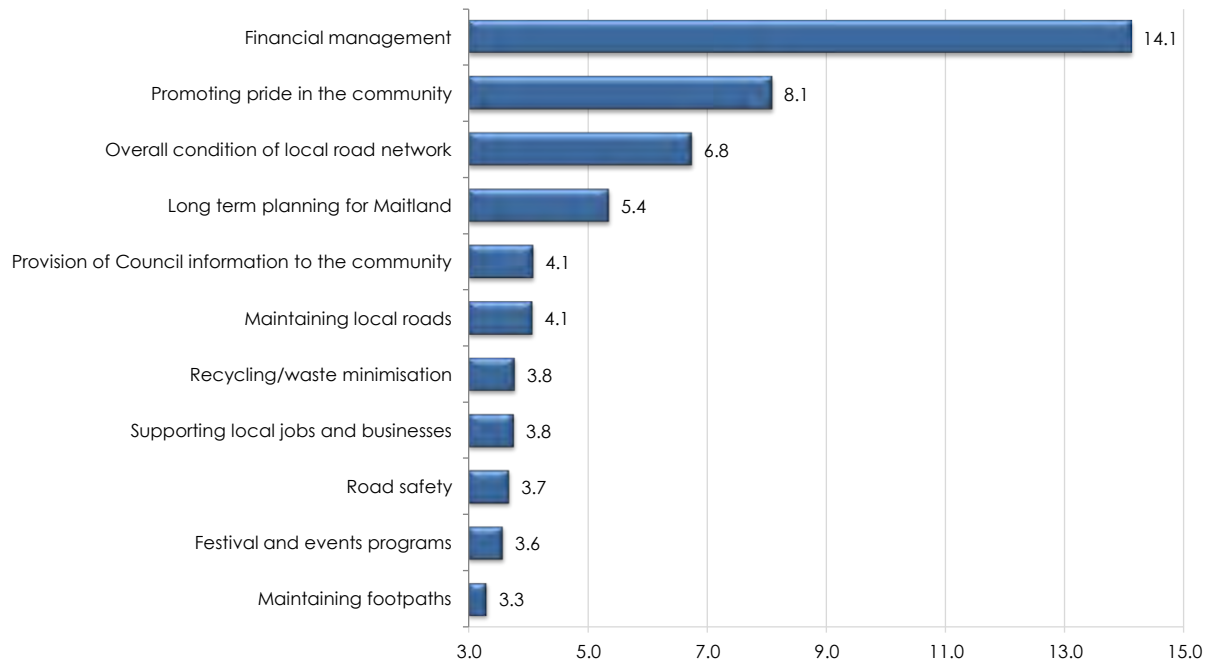


## Improving Satisfaction with Council's Performance

These 11 services/facilities are the key community priorities and by addressing these, Maitland City Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'financial management' contributes 14.1% towards overall satisfaction.



### These Top 11 Indicators Account for over 60% of Overall Satisfaction with Council



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

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

### Outcome

If Maitland City Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.





## **Section B**

# **Contact with Council**

## Contact with Council in the last 12 months

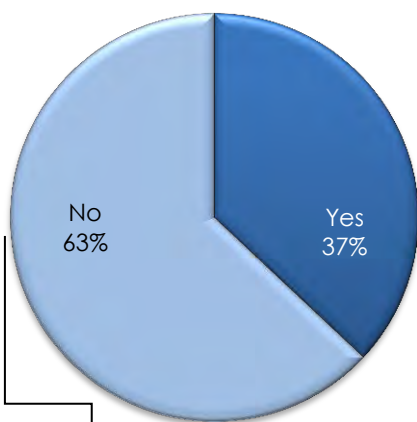
### Summary

37% of residents had contacted Council in the last 12 months, predominantly by 'telephone' (61%), followed by 'in person' (26%).

Ratepayers were significantly more likely to have contacted Council than were non ratepayers, whilst 18-34 y/o were significantly more likely than those aged 55+ to have contacted Council by 'telephone'.

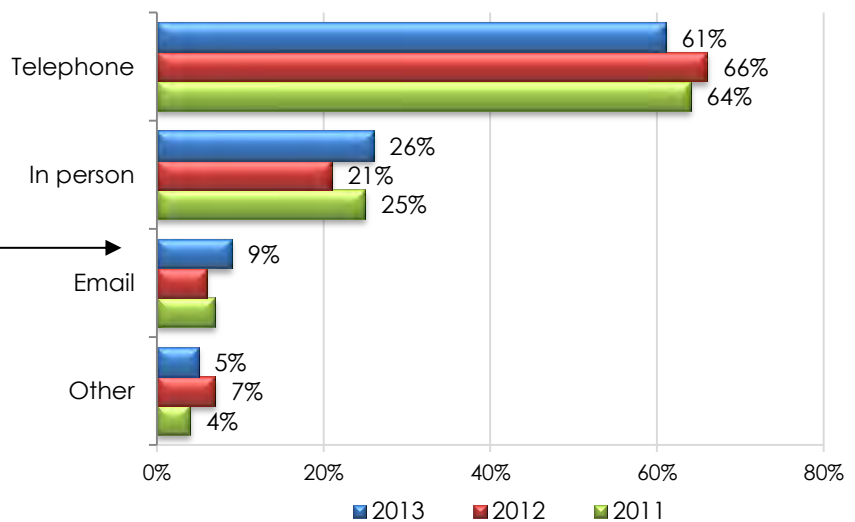
For those who hadn't contacted Council in the last 12 months, 68% stated that if they had to contact Council in future it would be by 'telephone'.

Q. Have you contacted Council in the last 12 months?



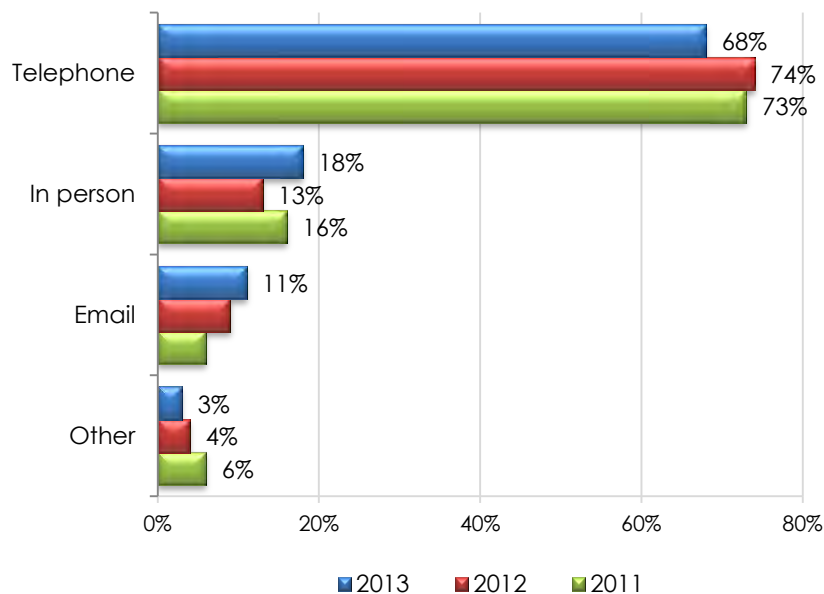
Base: n=600

Q. When you last made contact with Council staff was it by:



Base: 2013 n=220, 2012 n=208, 2011 n=210

Q. (If no), if required, how would you most likely contact Council in the future?



Base: 2013 n=380, 2012 n=392, 2011 n=390

## Contact with Council in the last 12 months

### Summary

Overall, residents expressed a 'very high' level of satisfaction with the way their contact was handled, with the majority, 56%, stating they were 'very satisfied'.



Only 12% expressed some level of dissatisfaction with the handling of their contact.

Females were significantly more satisfied with their contact than were males.

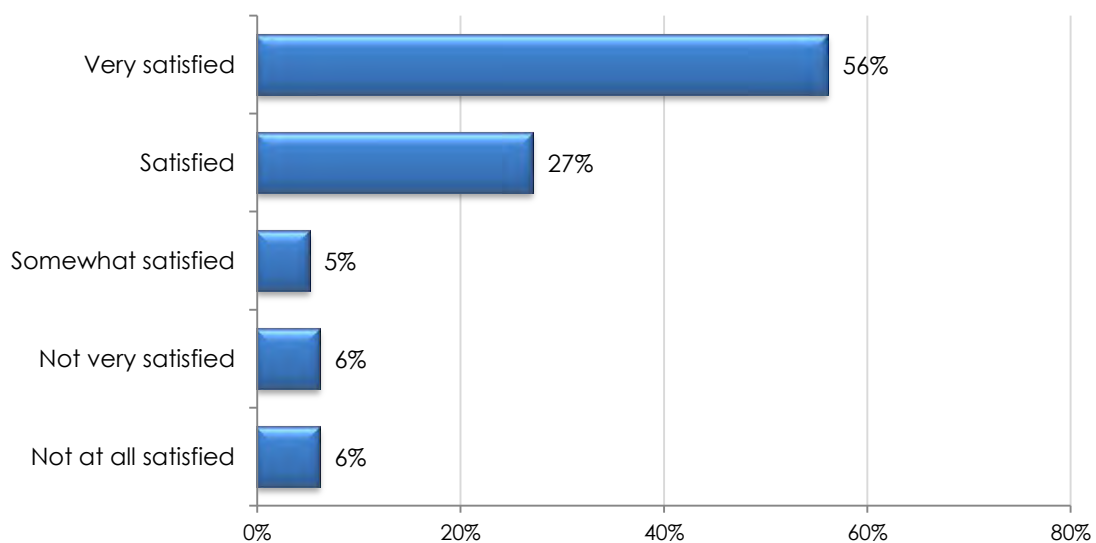
Q. Overall, how satisfied were you with the way your contact was handled?

	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	4.45	4.16	4.04	4.02	4.39	4.18	4.31

	2011	2012	2013
Mean ratings	4.08	3.99	4.20

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

Mean ratings: 1 = not at all satisfied, 5 = very satisfied



Base: 2013 n=220, 2012 n=208, 2011 n=210

## Contact with Council in the last 12 months

### Summary

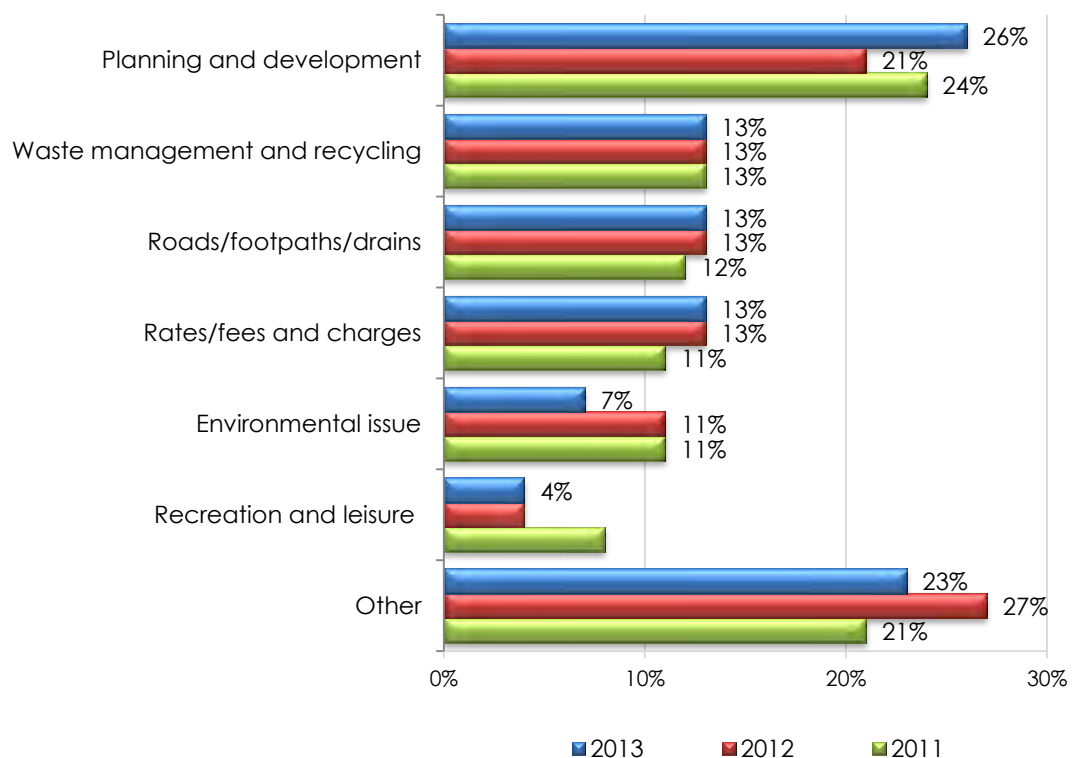
Residents predominantly contacted Council regarding 'planning and development' enquiries.

Residents aged 18-34 were significantly more likely to contact Council about 'roads/footpaths/drains' than were those aged 35-54.

Females were significantly more likely to contact Council about an 'environmental issue' than were males.

Non ratepayers were significantly more likely to contact Council about 'community services' and 'economic development, tourism & marketing' than were ratepayers.

Q. Which of the following best describes the nature of your enquiry?



Base: 2013 n=220, 2012 n=208, 2011 n=210

# Satisfaction with the level of communication from Council

## Summary



Residents expressed a 'moderate' level of satisfaction with Council's current level of communication with the community, with 87% stating they were at least 'somewhat satisfied'.

This result is significantly lower than in 2012, when residents rated their satisfaction as 'moderately high'.

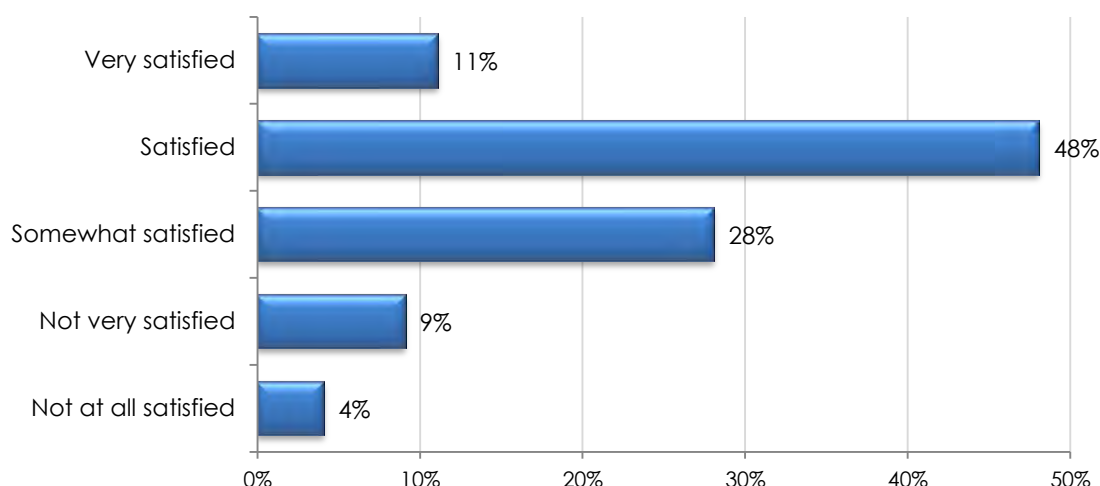
Q. How satisfied are you with the level of communication Council currently has with the community?

	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	3.45	3.54	3.59	3.55	3.51	3.56	3.39

	2011	2012	2013
Mean ratings	3.61	3.72	3.53

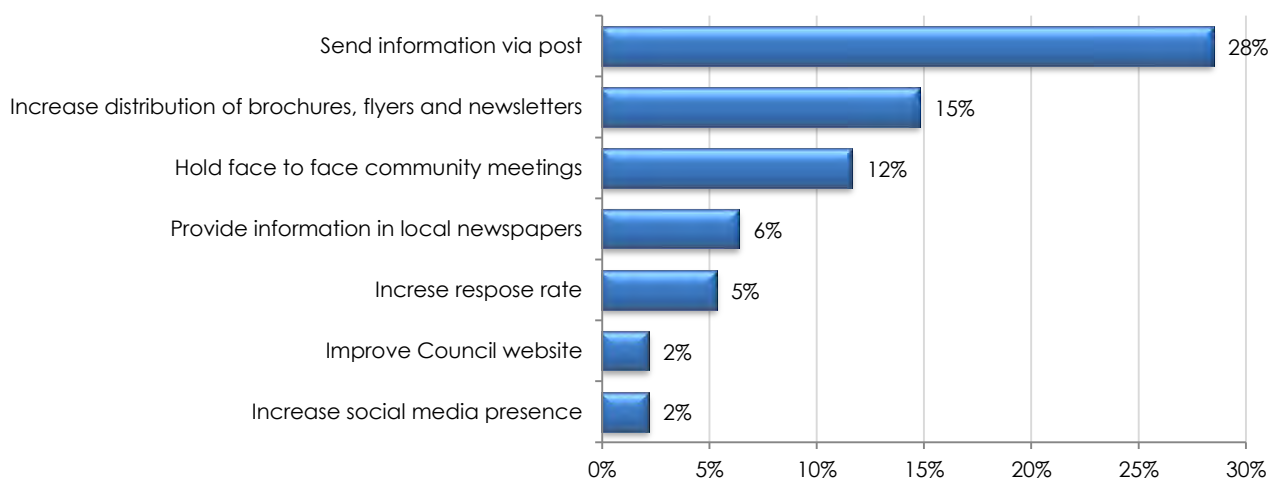
 = A significantly higher level of satisfaction (by group)  
 = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = not at all satisfied, 5 = very satisfied



Base: n=600

Q. (Not at all/Not very satisfied), how do you think Council could improve its communication?



Base: n=95

## Means of Sourcing Information from Council

### Summary

Residents received information about Council through a wide variety of means, the predominant being:

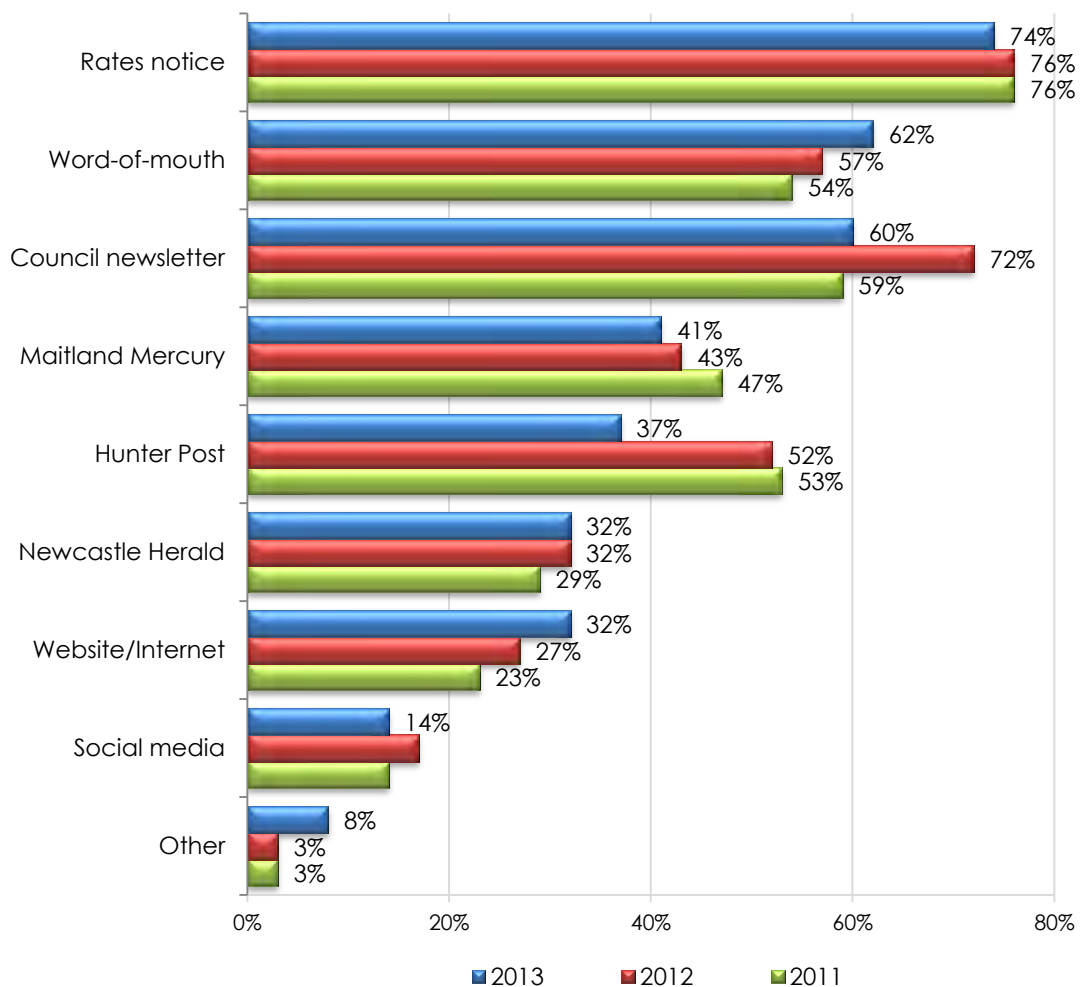
- Rates notice 74%
- Word-of-mouth 62%
- Council newsletter 60%

Compared to 2012, there was a significant decrease in the number of residents who nominated 'Council newsletter' and the 'Hunter Post'.

Those aged 35+ were significantly more likely than their younger counterparts to receive information through a 'rates notice', 'Council newsletter' or the 'Hunter Post'. Those aged 18-54 were significantly more likely than those aged 55+ to receive information on the website/Internet, and those aged 18-34 were significantly more likely than those aged 55+ to receive information from 'social media'.

Ratepayers were significantly more likely to receive information through a 'rates notice', 'Council newsletter' or the 'Hunter Post' than were non ratepayers, whilst non-ratepayers were significantly more likely to receive information through 'social media'.

Q. Through which of the following means do you receive information about Council?



Base: All years: n=600





## **Section C**

### **Priority Issues**

## Awareness of elected officials

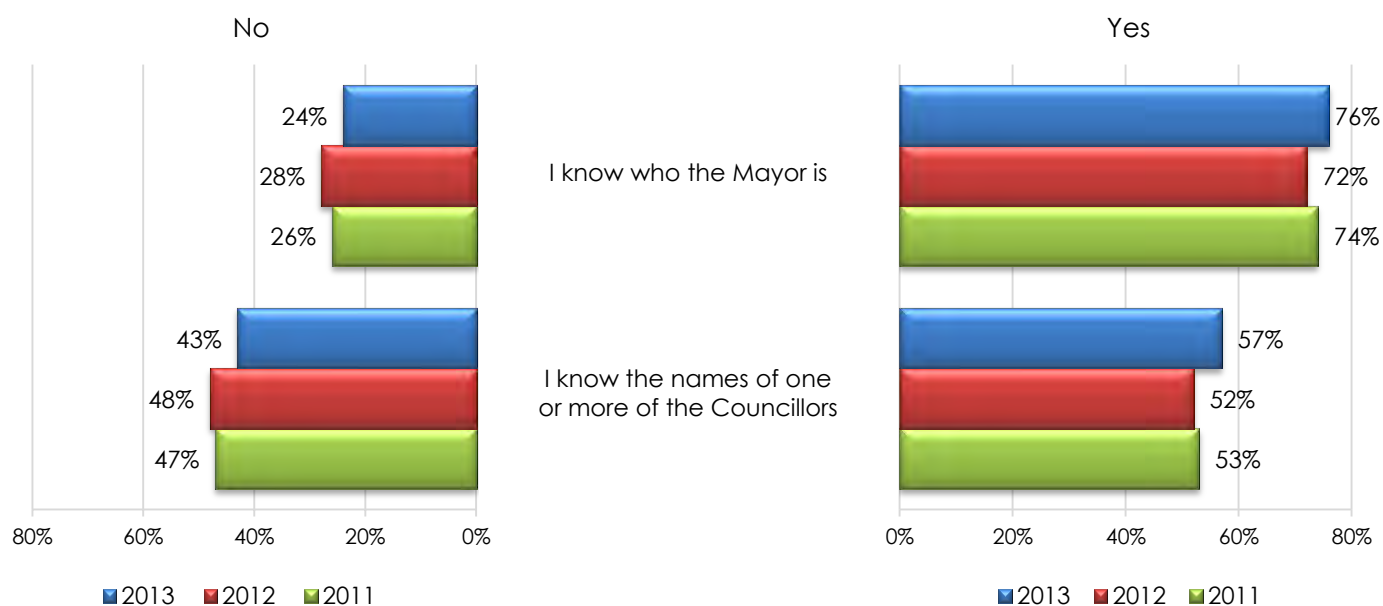
### Summary

Residents were significantly more likely to know who the Mayor is, than they were to know the names of their Councillors. These results are similar to previous years.

Residents aged 55+ were significantly more likely than younger residents to know who the Mayor is, whilst those aged 35+ were significantly more likely than those aged 18-34 to know the name of a Councillor.

Ratepayers were significantly more likely than non ratepayers to know who the Mayor is and the name of at least one Councillor.

Q. Please answer yes or no to the following statements:  
"I know who the Mayor is"  
"I know the names of one or more of the Councillors"



Base: All years n=600

## Support for Prompted Options

### Summary

Residents were read a more detailed explanation of the options available than is provided below, then asked how supportive they were of each option, and to rank the options in order of preference. There was a significantly higher level of support from both questions for option 3, which is to increase rates in order to enhance services and facilities. There was very little support for option 1.

Ratepayers were significantly more supportive of option 1 than were non ratepayers.

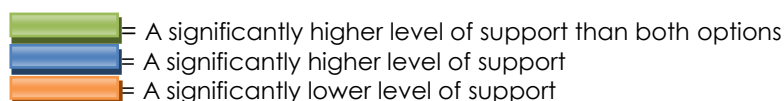
*OPTION 1 – Reduce services and maintain rates. This would mean a rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.*

*OPTION 2 – Maintain services at current levels and increase rates sufficiently to cover provision of these services to our growing population. This would mean a rate increase above the 3% set by the State Government. It would not allow for new facilities and services, and our asset backlog would not be addressed.*

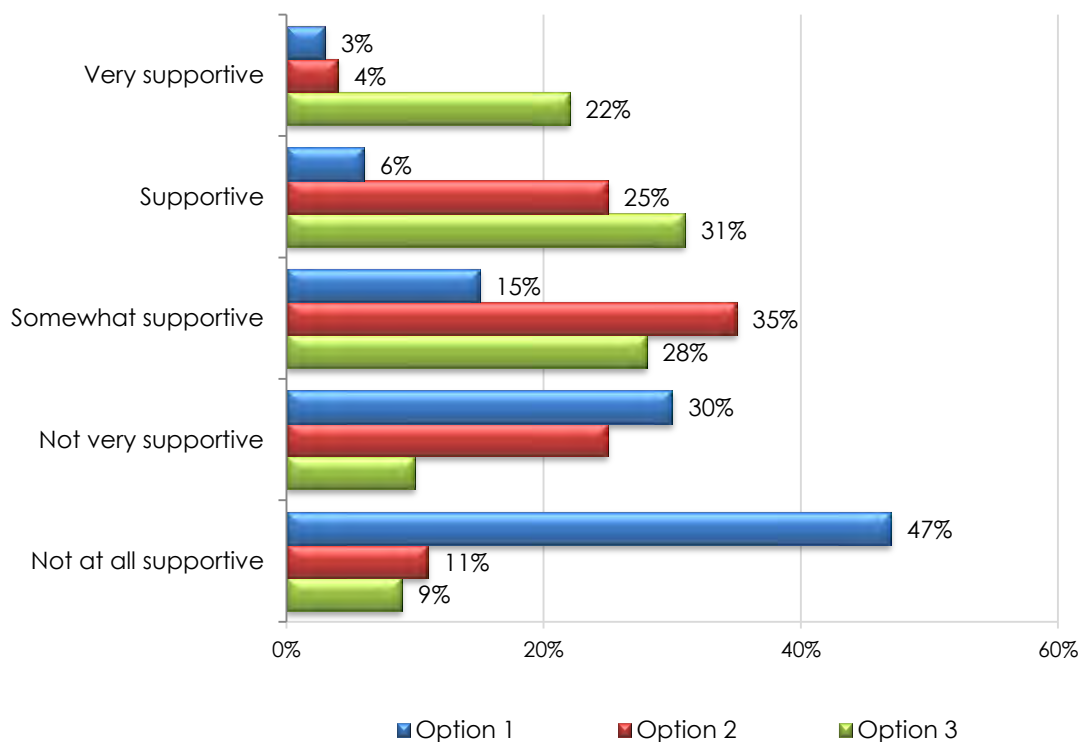
*OPTION 3 – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this option would enable extra services and facilities.*

Q. How supportive are you of Council proceeding with this option?

	Option 1	Option 2	Option 3
Mean ratings	1.88	2.87	3.46



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



Base: n=600

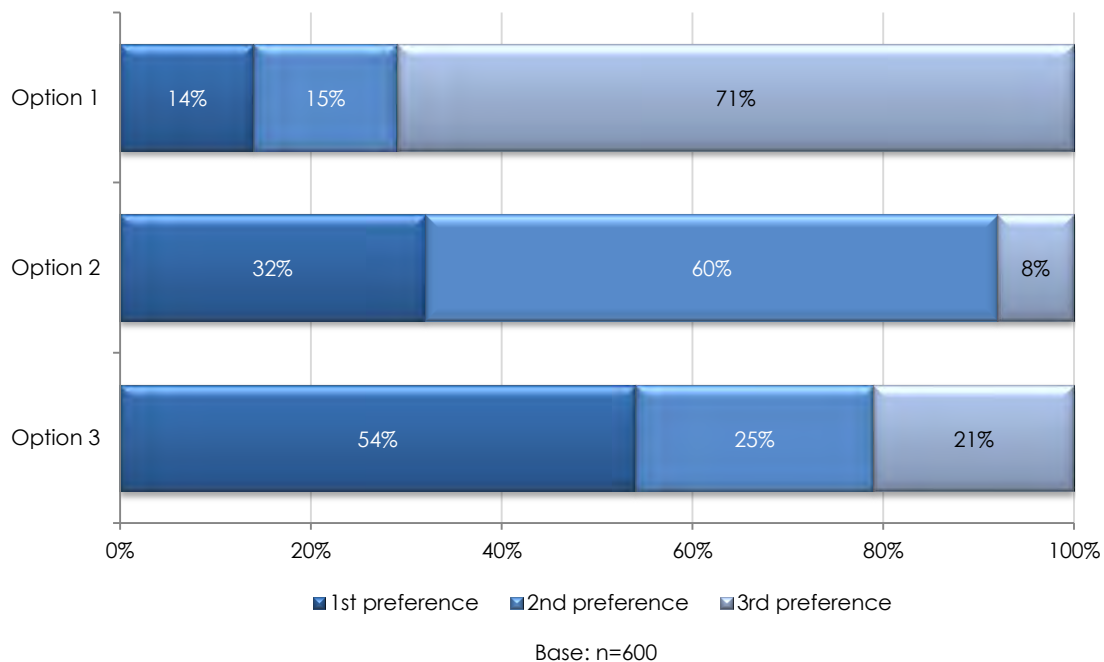
## Order of Preference of Options

### Summary

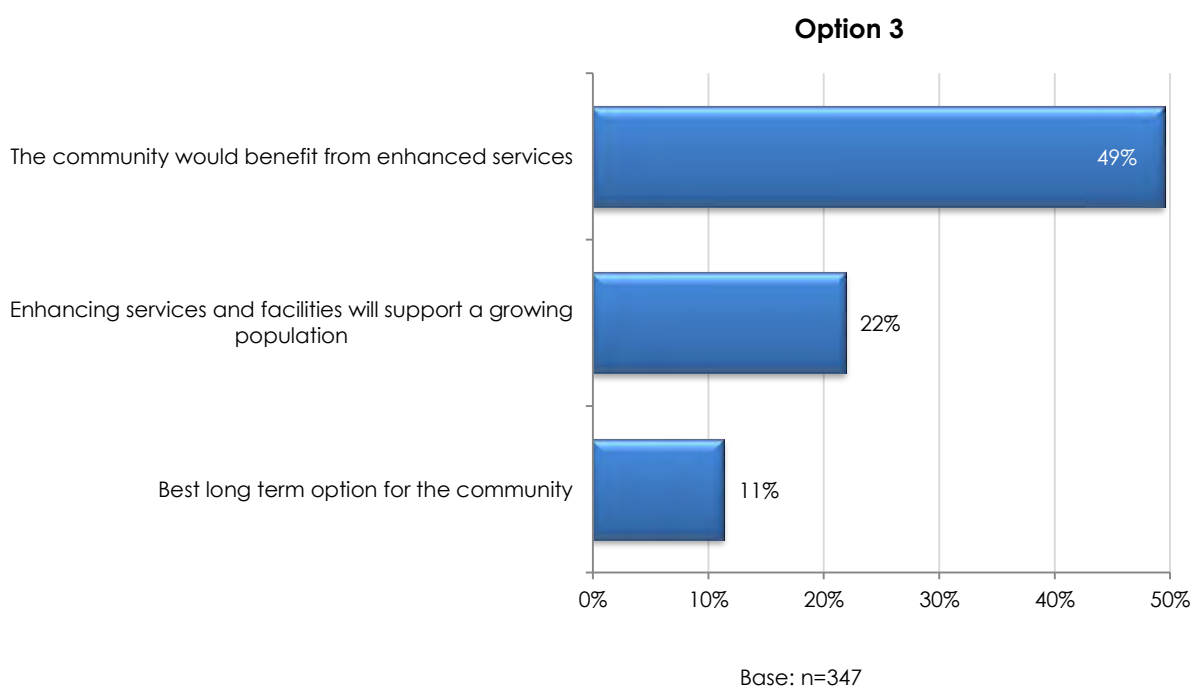
54% of residents nominated option 3 as their first preference when ranking the options in order of preference, with a further 25% nominating this option as their second preference.

There was very little support for option 1, reducing services and maintaining rates, with less than a third of residents ranking it either their first or second preference.

Q. Please rank the 3 options in order of preference:



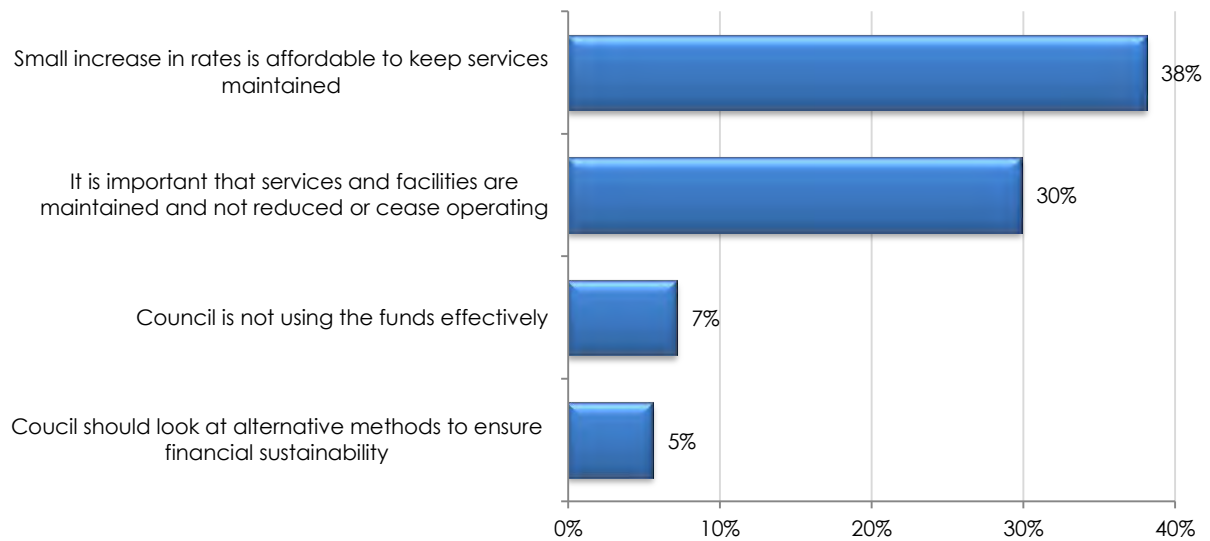
Q. What is your reason for choosing that option as your highest preference?



## Order of Preference of Options

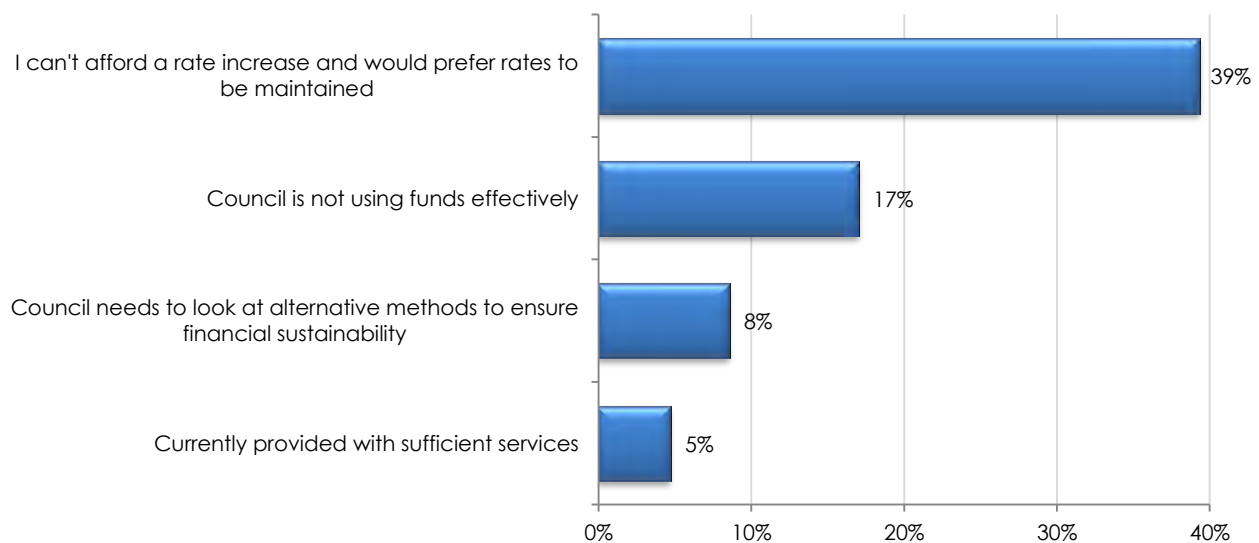
Q. What is your reason for choosing that option as your highest preference?

### Option 2



Base: n=205

### Option 1



Base: n=90

## Order of Preference of Options

Q. What is your reason for choosing that option as your highest preference?

### Option 3 – 54% selected as most preferred



### Option 2 – 32% selected as most preferred



### Option 1 – 14% selected as most preferred





## **Appendix A**


### **Data and Correlation Tables**


## Importance/Satisfaction – Proud Place, Great Lifestyle

Importance	18 - 34	35 - 54	55 +	Male	Female
Appearance of the City	4.35	4.25	4.25	4.20	4.36
Litter collection/graffiti removal	4.16	4.28	4.44	4.22	4.37
Parks and playgrounds	4.53	4.34	4.29	4.26	4.49
Promoting pride in the community	3.80	3.92	4.08	3.77	4.09
Enhancing heritage buildings	3.54	3.73	3.98	3.62	3.88
Ovals and sportsgrounds	4.19	4.10	3.92	4.13	4.01
Swimming pools	4.13	4.03	3.73	3.79	4.11
Community buildings/halls	3.58	3.70	3.90	3.60	3.85
Festival and events programs	4.03	3.84	3.81	3.80	3.97
Library services	3.91	4.02	4.02	3.81	4.15
Art Gallery/cultural opportunities	3.17	3.59	3.60	3.19	3.73

Importance	Ratepayer	Non ratepayer	2011	2012	2013
Appearance of the City	4.27	4.36	4.26	4.27	4.28
Litter collection/graffiti removal	4.30	4.26	4.32	4.24	4.30
Parks and playgrounds	4.37	4.39	4.23	4.15	4.38
Promoting pride in the community	3.89	4.19	3.96	3.97	3.94
Enhancing heritage buildings	3.78	3.62	3.63	3.59	3.76
Ovals and sportsgrounds	4.06	4.10	3.96	3.85	4.07
Swimming pools	3.97	3.89	3.68	3.55	3.96
Community buildings/halls	3.74	3.67	3.72	3.49	3.73
Festival and events programs	3.86	4.00	3.64	3.57	3.89
Library services	3.97	4.05	3.89	3.80	3.99
Art Gallery/cultural opportunities	3.50	3.33	3.39	3.25	3.47

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

 = A significantly higher level of importance/satisfaction (by group)

 = A significantly lower level of importance/satisfaction (by group)





## Importance/Satisfaction – Proud Place, Great Lifestyle

Satisfaction	18 - 34	35 - 54	55 +	Male	Female
Appearance of the City	3.16	3.15	3.31	3.27	3.15
Litter collection/graffiti removal	3.18	3.31	3.44	3.37	3.27
Parks and playgrounds	3.39	3.58	3.94	3.67	3.60
Promoting pride in the community	3.15	3.29	3.40	3.34	3.26
Enhancing heritage buildings	3.37	3.47	3.54	3.47	3.47
Ovals and sportsgrounds	3.87	3.63	4.07	3.85	3.82
Swimming pools	3.87	3.68	3.97	3.78	3.86
Community buildings/halls	3.41	3.47	3.88	3.60	3.61
Festival and events programs	3.71	3.91	4.06	3.87	3.90
Library services	4.02	4.18	4.39	4.21	4.20
Art Gallery/cultural opportunities	3.65	4.15	4.22	4.01	4.07

Satisfaction	Ratepayer	Non ratepayer	2011	2012	2013
Appearance of the City	3.21	3.20	3.29	3.42	3.20
Litter collection/graffiti removal	3.34	3.19	3.32	3.43	3.32
Parks and playgrounds	3.67	3.45	3.49	3.76	3.64
Promoting pride in the community	3.32	3.17	3.35	3.47	3.29
Enhancing heritage buildings	3.48	3.42	3.43	3.48	3.47
Ovals and sportsgrounds	3.83	3.89	3.59	3.71	3.84
Swimming pools	3.81	3.88	3.89	3.96	3.82
Community buildings/halls	3.62	3.50	3.65	3.65	3.60
Festival and events programs	3.89	3.85	3.87	3.90	3.89
Library services	4.24	4.03	4.25	4.32	4.21
Art Gallery/cultural opportunities	4.11	3.70	3.99	4.13	4.05

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

 = A significantly higher level of importance/satisfaction (by group)

 = A significantly lower level of importance/satisfaction (by group)

## Importance/Satisfaction – Proud Place, Great Lifestyle

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Promoting pride in the community	14	2%	34	6%	144	24%	192	32%	216	36%	600	100%
Appearance of the City	9	2%	19	3%	72	12%	195	32%	306	51%	600	100%
Litter collection/graffiti removal	8	1%	19	3%	66	11%	200	33%	307	51%	600	100%
Parks and playgrounds	10	2%	22	4%	59	10%	148	25%	361	60%	600	100%
Ovals and sportsgrounds	20	3%	41	7%	94	16%	168	28%	277	46%	600	100%
Community buildings/halls	22	4%	59	10%	157	26%	183	30%	179	30%	600	100%
Swimming pools	36	6%	47	8%	95	16%	148	25%	274	46%	600	100%
Art Gallery/cultural opportunities	52	9%	85	14%	152	25%	152	25%	160	27%	600	100%
Library services	31	5%	41	7%	103	17%	153	26%	271	45%	600	100%
Festival and events programs	24	4%	33	6%	136	23%	201	34%	206	34%	600	100%
Enhancing heritage buildings	34	6%	64	11%	112	19%	192	32%	197	33%	600	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Promoting pride in the community	20	5%	56	14%	161	39%	130	32%	42	10%	408	100%
Appearance of the City	27	5%	75	15%	206	41%	152	30%	40	8%	500	100%
Litter collection/graffiti removal	31	6%	69	14%	171	34%	179	35%	56	11%	507	100%
Parks and playgrounds	17	3%	46	9%	153	30%	183	36%	110	22%	509	100%
Ovals and sportsgrounds	10	2%	25	6%	107	24%	185	42%	115	26%	442	100%
Community buildings/halls	5	1%	31	9%	118	33%	155	43%	52	14%	361	100%
Swimming pools	13	3%	36	9%	88	21%	153	37%	127	30%	418	100%
Art Gallery/cultural opportunities	5	2%	8	3%	58	19%	135	43%	104	34%	310	100%
Library services	2	0%	13	3%	59	14%	174	41%	177	42%	424	100%
Festival and events programs	6	1%	15	4%	98	24%	188	46%	99	24%	406	100%
Enhancing heritage buildings	6	2%	44	11%	145	37%	147	38%	46	12%	388	100%



**Note:** Satisfaction was only asked of those respondents who rated specific criteria as 'important' or 'very important'.

## Importance/Satisfaction – Our Places and Spaces

Importance	18 - 34	35 - 54	55 +	Male	Female
Maintaining local roads	4.76	4.73	4.73	4.73	4.75
Traffic flow/congestion	4.44	4.61	4.67	4.51	4.64
Overall condition of the local road network	4.48	4.47	4.55	4.39	4.59
Availability of car parking	4.41	4.28	4.55	4.23	4.56
Maintaining footpaths	4.28	4.33	4.52	4.23	4.51
Road safety	4.66	4.61	4.73	4.54	4.77
Maintaining cycleways	3.77	3.71	3.35	3.49	3.72
Public transport across the City	3.81	3.52	3.82	3.66	3.74

Importance	Ratepayer	Non ratepayer	2011	2012	2013
Maintaining local roads	4.75	4.70	4.71	4.51	4.74
Traffic flow/congestion	4.58	4.58	4.49	4.49	4.58
Overall condition of the local road network	4.51	4.44	4.36	4.29	4.50
Availability of car parking	4.42	4.30	4.23	4.17	4.40
Maintaining footpaths	4.37	4.41	4.30	4.13	4.38
Road safety	4.66	4.69	4.60	4.56	4.66
Maintaining cycleways	3.62	3.56	3.51	3.41	3.61
Public transport across the City	3.66	3.95	3.43	3.59	3.70

Mean ratings: 1 = not at all important, 5 = very important


 = A significantly higher level of importance (by group)  
 = A significantly lower level of importance (by group)


## Importance/Satisfaction – Our Places and Spaces

Satisfaction	18 - 34	35 - 54	55 +	Male	Female
Maintaining local roads	2.48	2.53	2.73	2.60	2.56
Traffic flow/congestion	2.39	2.40	2.53	2.38	2.49
Overall condition of the local road network	2.81	2.73	2.80	2.78	2.78
Availability of car parking	2.84	3.07	2.89	2.94	2.95
Maintaining footpaths	2.87	2.96	2.94	3.00	2.86
Road safety	3.37	3.25	3.39	3.42	3.25
Maintaining cycleways	2.99	2.89	3.30	2.99	3.08
Public transport across the City	3.18	3.15	3.30	3.20	3.22

Satisfaction	Ratepayer	Non ratepayer	2011	2012	2013
Maintaining local roads	2.59	2.53	2.57	2.63	2.58
Traffic flow/congestion	2.42	2.55	2.45	2.31	2.44
Overall condition of the local road network	2.78	2.76	2.83	2.63	2.78
Availability of car parking	3.01	2.57	2.86	2.99	2.94
Maintaining footpaths	2.91	3.03	2.79	3.11	2.93
Road safety	3.32	3.38	3.29	3.26	3.33
Maintaining cycleways	3.01	3.20	3.10	3.18	3.04
Public transport across the City	3.20	3.24	3.26	3.25	3.21

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

 = A significantly higher level of satisfaction (by group)

 = A significantly lower level of satisfaction (by group)

## Importance/Satisfaction – Our Places and Spaces

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining local roads	6	1%	9	1%	22	4%	63	10%	501	83%	600	100%
Maintaining footpaths	9	2%	13	2%	75	13%	148	25%	354	59%	600	100%
Maintaining cycleways	63	10%	70	12%	121	20%	133	22%	214	36%	600	100%
Traffic flow/congestion	9	1%	12	2%	47	8%	85	14%	447	75%	600	100%
Road safety	5	1%	8	1%	33	5%	94	16%	461	77%	600	100%
Availability of car parking	14	2%	10	2%	59	10%	151	25%	366	61%	600	100%
Overall condition of local road network	3	1%	13	2%	55	9%	138	23%	391	65%	600	100%
Public transport across the City	50	8%	81	14%	113	19%	107	18%	249	41%	600	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining local roads	87	15%	172	30%	217	39%	68	12%	20	4%	563	100%
Maintaining footpaths	50	10%	112	22%	196	39%	112	22%	32	6%	502	100%
Maintaining cycleways	39	11%	60	17%	127	37%	83	24%	34	10%	343	100%
Traffic flow/congestion	127	24%	151	28%	167	31%	66	12%	20	4%	531	100%
Road safety	32	6%	65	12%	210	38%	183	33%	64	12%	554	100%
Availability of car parking	65	13%	109	21%	168	33%	138	27%	36	7%	517	100%
Overall condition of local road network	67	13%	124	23%	208	39%	117	22%	12	2%	529	100%
Public transport across the City	19	5%	69	20%	120	34%	103	29%	39	11%	350	100%



**Note:** Satisfaction was only asked of those respondents who rated specific criteria as 'important' or 'very important'.

## Importance/Satisfaction – Our Natural Environment

Importance	18 - 34	35 - 54	55 +	Male	Female
The health of the Hunter River	4.47	4.49	4.57	4.49	4.53
Recycling/waste minimisation	4.50	4.49	4.69	4.41	4.69
Environmental education programs	3.79	3.90	4.06	3.75	4.07
Protecting native vegetation	3.84	4.16	4.16	4.01	4.11
Improving biodiversity	3.65	3.92	4.05	3.74	4.01
Flood protection and preparedness	4.19	4.26	4.57	4.21	4.45

Importance	Ratepayer	Non ratepayer	2011	2012	2013
The health of the Hunter River	4.52	4.45	4.30	4.28	4.51
Recycling/waste minimisation	4.56	4.54	4.47	4.43	4.56
Environmental education programs	3.91	3.98	3.82	3.82	3.92
Protecting native vegetation	4.05	4.11	3.89	4.10	4.06
Improving biodiversity	3.89	3.84	3.65	3.81	3.88
Flood protection and preparedness	4.38	4.11	4.31	4.23	4.34

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



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

## Importance/Satisfaction – Our Natural Environment

Satisfaction	18 - 34	35 - 54	55 +	Male	Female
The health of the Hunter River	3.20	3.07	3.01	3.09	3.09
Recycling/waste minimisation	3.41	3.35	3.46	3.45	3.37
Environmental education programs	3.18	3.11	3.24	3.18	3.17
Protecting native vegetation	3.64	3.25	3.42	3.48	3.34
Improving biodiversity	3.23	3.23	3.29	3.26	3.24
Flood protection and preparedness	3.80	3.77	3.71	3.85	3.67

Satisfaction	Ratepayer	Non ratepayer	2011	2012	2013
The health of the Hunter River	3.09	3.11	3.17	3.29	3.09
Recycling/waste minimisation	3.39	3.51	3.51	3.54	3.41
Environmental education programs	3.19	3.11	3.23	3.33	3.17
Protecting native vegetation	3.40	3.43	3.39	3.42	3.41
Improving biodiversity	3.28	3.10	3.25	3.33	3.25
Flood protection and preparedness	3.76	3.70	3.68	3.85	3.76

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

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

## Importance/Satisfaction – Our Natural Environment

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protecting native vegetation	14	2%	24	4%	129	22%	175	29%	258	43%	600	100%
Improving biodiversity	16	3%	42	7%	148	25%	186	31%	208	35%	600	100%
The health of the Hunter River	10	2%	6	1%	48	8%	139	23%	397	66%	600	100%
Recycling/waste minimisation	4	1%	11	2%	43	7%	131	22%	412	69%	600	100%
Environmental education programs	23	4%	40	7%	136	23%	166	28%	236	39%	600	100%
Flood protection and preparedness	10	2%	23	4%	86	14%	116	19%	365	61%	600	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protecting native vegetation	14	3%	45	10%	165	38%	163	38%	43	10%	431	100%
Improving biodiversity	14	4%	43	11%	182	46%	134	34%	18	5%	391	100%
The health of the Hunter River	42	8%	96	18%	207	39%	144	27%	42	8%	531	100%
Recycling/waste minimisation	36	7%	68	13%	165	30%	189	35%	85	16%	542	100%
Environmental education programs	20	5%	62	16%	170	43%	116	29%	28	7%	396	100%
Flood protection and preparedness	8	2%	34	7%	124	26%	208	44%	100	21%	475	100%

**Note:** Satisfaction was only asked of those respondents who rated specific criteria as 'important' or 'very important'.



## Importance/Satisfaction – A Prosperous and Vibrant City




Importance	18 - 34	35 - 54	55 +	Male	Female
Revitalising Central Maitland/Mall	4.26	4.14	4.27	4.11	4.32
Supporting local jobs and businesses	4.64	4.54	4.64	4.56	4.64
Sustainable transport	4.15	4.04	4.26	4.02	4.26
Marketing and economic development	3.65	3.74	3.93	3.73	3.82
Tourism/Visitors Information Centre	3.57	3.86	4.23	3.74	4.04

Importance	Ratepayer	Non ratepayer	2011	2012	2013
Revitalising Central Maitland/Mall	4.20	4.32	4.08	4.16	4.22
Supporting local jobs and businesses	4.60	4.63	4.41	4.54	4.60
Sustainable transport	4.16	4.04	3.87	3.97	4.14
Marketing and economic development	3.78	3.73	3.65	3.65	3.77
Tourism/Visitors Information Centre	3.91	3.83	3.76	3.85	3.90

Satisfaction	18 - 34	35 - 54	55 +	Male	Female
Revitalising Central Maitland/Mall	2.67	2.51	2.58	2.55	2.61
Supporting local jobs and businesses	3.12	3.14	3.32	3.21	3.17
Sustainable transport	3.35	3.01	3.16	3.15	3.17
Marketing and economic development	3.13	3.42	3.35	3.26	3.37
Tourism/Visitors Information Centre	3.79	3.85	3.83	3.88	3.79

Satisfaction	Ratepayer	Non ratepayer	2011	2012	2013
Revitalising Central Maitland/Mall	2.58	2.61	2.65	2.63	2.58
Supporting local jobs and businesses	3.19	3.20	3.31	3.30	3.19
Sustainable transport	3.13	3.33	3.21	3.12	3.16
Marketing and economic development	3.35	3.11	3.33	3.41	3.31
Tourism/Visitors Information Centre	3.82	3.87	3.79	3.89	3.83

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

-  = A significantly higher level than both in the group
-  = A significantly higher level of importance/satisfaction (by group)
-  = A significantly lower level of importance/satisfaction (by group)

## Importance/Satisfaction – Enter heading here

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Revitalising Central Maitland/Mall	21	4%	32	5%	66	11%	156	26%	325	54%	600	100%
Tourism/Visitors Information Centre	19	3%	48	8%	139	23%	165	27%	229	38%	600	100%
Marketing and economic development	15	3%	59	10%	160	27%	177	29%	189	31%	600	100%
Supporting local jobs and businesses	5	1%	6	1%	40	7%	122	20%	427	71%	600	100%
Sustainable transport	14	2%	28	5%	101	17%	173	29%	285	47%	600	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Revitalising Central Maitland/Mall	87	18%	151	31%	145	30%	73	15%	26	5%	481	100%
Tourism/Visitors Information Centre	3	1%	29	7%	90	23%	183	47%	88	22%	393	100%
Marketing and economic development	9	3%	47	13%	152	42%	131	36%	25	7%	364	100%
Supporting local jobs and businesses	24	4%	86	16%	243	45%	147	27%	45	8%	544	100%
Sustainable transport	23	5%	65	14%	214	47%	127	28%	29	6%	457	100%

**Note:** Satisfaction was only asked of those respondents who rated specific criteria as 'important' or 'very important'.

## Importance/Satisfaction – Enter heading here



Importance	18 - 34	35 - 54	55 +	Male	Female
Long term planning for Maitland	4.54	4.58	4.66	4.56	4.62
Financial management	4.38	4.52	4.66	4.47	4.58
Community input to Council decision-making	4.20	4.27	4.35	4.24	4.31
Engaging young people in planning	4.13	4.03	4.23	3.94	4.29
Provision of Council information to the community	4.22	4.24	4.45	4.25	4.35
Support for volunteer programs	3.91	4.13	4.41	3.89	4.39
Connecting community leaders	3.53	3.69	4.04	3.64	3.85

Importance	Ratepayer	Non ratepayer	2011	2012	2013
Long term planning for Maitland	4.62	4.48	4.44	4.43	4.59
Financial management	4.56	4.34	4.33	4.21	4.53
Community input to Council decision-making	4.29	4.22	4.26	4.24	4.28
Engaging young people in planning	4.10	4.26	4.06	4.03	4.12
Provision of Council information to the community	4.31	4.26	4.23	4.18	4.30
Support for volunteer programs	4.16	4.12	4.15	4.06	4.15
Connecting community leaders	3.74	3.85	4.03	3.66	3.75

Satisfaction	18 - 34	35 - 54	55 +	Male	Female
Long term planning for Maitland	2.94	3.00	3.21	3.08	3.03
Financial management	3.01	3.07	3.31	3.17	3.10
Community input to Council decision-making	2.94	2.89	2.85	2.88	2.90
Engaging young people in planning	2.84	2.91	3.07	2.97	2.93
Provision of Council information to the community	3.06	3.17	3.24	3.15	3.18
Support for volunteer programs	3.21	3.26	3.51	3.40	3.29
Connecting community leaders	3.12	3.09	3.29	3.23	3.14

Satisfaction	Ratepayer	Non ratepayer	2011	2012	2013
Long term planning for Maitland	3.07	2.97	3.09	3.21	3.05
Financial management	3.15	3.05	3.07	3.27	3.13
Community input to Council decision-making	2.87	3.02	2.93	3.03	2.89
Engaging young people in planning	2.96	2.85	2.97	3.12	2.94
Provision of Council information to the community	3.17	3.13	3.09	3.28	3.16
Support for volunteer programs	3.37	3.11	3.29	3.49	3.33
Connecting community leaders	3.22	2.98	3.10	3.28	3.18

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

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

## Importance/Satisfaction – Connected & Collaborative Community Leaders

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Connecting community leaders	17	3%	53	9%	177	30%	167	28%	186	31%	600	100%
Community input to Council decision-making	7	1%	18	3%	101	17%	151	25%	324	54%	600	100%
Provision of Council information to the community	7	1%	18	3%	84	14%	172	29%	320	53%	600	100%
Long term planning for Maitland	5	1%	4	1%	46	8%	120	20%	425	71%	600	100%
Engaging young people in planning	18	3%	20	3%	108	18%	178	30%	276	46%	600	100%
Support for v olunteer programs	10	2%	31	5%	101	17%	175	29%	284	47%	600	100%
Financial management	6	1%	12	2%	52	9%	122	20%	409	68%	600	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Connecting community leaders	14	4%	67	19%	143	41%	95	27%	31	9%	349	100%
Community input to Council decision-making	47	10%	103	22%	204	43%	92	19%	27	6%	472	100%
Provision of Council information to the community	22	5%	101	21%	185	38%	138	28%	44	9%	491	100%
Long term planning for Maitland	35	7%	102	19%	240	44%	128	24%	36	7%	541	100%
Engaging young people in planning	36	8%	79	18%	221	50%	84	19%	21	5%	441	100%
Support for v olunteer programs	18	4%	49	11%	196	43%	143	32%	46	10%	451	100%
Financial management	35	7%	76	15%	228	44%	142	27%	37	7%	517	100%

**Note:** Satisfaction was only asked of those respondents who rated specific criteria as 'important' or 'very important'.

## Overall Satisfaction with Council's Performance


Q. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	3.36	3.42	3.53	3.53	3.36	3.46	3.35

	2011	2012	2013
Mean ratings	3.62	3.52	3.44

NSW LGA BRAND SCORES	Metro	Regional	All of NSW
Mean ratings	3.45	3.22	3.31

 = A significantly higher level of satisfaction (by group)

 = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

	2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	37	6%	40	7%	40	7%
Satisfied	369	62%	287	48%	270	45%
Somewhat satisfied	133	22%	228	38%	219	37%
Not very satisfied	51	9%	36	6%	56	9%
Not at all satisfied	9	1%	10	2%	15	2%
Total	599	100%	600	100%	600	100%

## Contact with Council

Q. Have you contacted Council in the last 12 months?

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	58	33%	87	39%	75	38%	114	40%	106	34%
No	120	67%	138	61%	122	62%	172	60%	208	66%
Total	178	100%	226	100%	196	100%	287	100%	314	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	196	39%	24	25%	210	35%	208	35%	220	37%
No	309	61%	71	75%	390	65%	392	65%	380	63%
Total	505	100%	95	100%	600	100%	600	100%	600	100%

	2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %
Yes	210	35%	208	35%	220	37%
No	390	65%	392	65%	380	63%
Total	600	100%	600	100%	600	100%

## Contact with Council

Q. When you last made contact with Council staff was it by:

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Telephone	43	74%	50	57%	40	54%	64	56%	69	65%
In person	9	15%	25	29%	23	30%	34	30%	23	22%
Email	2	4%	8	9%	9	12%	11	10%	8	7%
Mail	0	0%	3	3%	3	4%	4	3%	2	2%
Social media	2	3%	1	1%	0	0%	1	1%	2	2%
Website	2	3%	0	0%	1	1%	0	0%	3	2%
Councillor	0	0%	0	0%	0	0%	0	0%	0	0%
Total	58	100%	87	100%	75	100%	114	100%	106	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Telephone	117	60%	17	69%	137	65%	137	66%	133	61%
In person	51	26%	6	24%	51	24%	43	21%	57	26%
Email	18	9%	1	3%	15	7%	12	6%	19	9%
Mail	5	2%	1	4%	4	2%	8	4%	6	3%
Social media	3	1%	0	0%	0	0%	7	3%	0	0%
Website	3	1%	0	0%	3	2%	1	0%	3	1%
Councillor	0	0%	0	0%	0	0%	0	0%	0	0%
Total	196	100%	24	100%	210	100%	208	100%	220	100%

## Contact with Council

Q. (If no), if required, how would you most likely contact Council in the future?

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Telephone	78	65%	103	74%	78	64%	103	60%	155	75%
In person	16	13%	17	12%	34	28%	38	22%	29	14%
Email	25	21%	12	9%	5	4%	25	14%	17	8%
Website	0	0%	5	4%	0	0%	2	1%	3	1%
Councillor	0	0%	2	1%	1	1%	3	2%	0	0%
Mail	0	0%	0	0%	3	2%	1	0%	2	1%
Social media	2	2%	0	0%	0	0%	0	0%	2	1%
Online	0	0%	0	0%	0	0%	0	0%	0	0%
Total	309	100%	71	100%	390	100%	392	100%	380	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Telephone	213	69%	45	64%	284	73%	290	74%	259	68%
In person	57	19%	10	14%	63	16%	53	13%	67	18%
Email	29	9%	12	17%	22	6%	34	9%	41	11%
Website	4	1%	1	1%	6	2%	10	3%	5	1%
Councillor	3	1%	0	0%	1	0%	4	1%	0	0%
Mail	2	1%	1	1%	6	2%	1	0%	3	1%
Social media	0	0%	2	3%	0	0%	0	0%	3	1%
Online	0	0%	0	0%	8	2%	0	0%	0	0%
Total	309	100%	71	100%	390	100%	392	100%	380	100%




## Contact with Council

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

	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	4.45	4.16	4.04	4.02	4.39	4.18	4.31

	2011	2012	2013
Mean ratings	4.08	3.99	4.20

 = A significantly higher level of satisfaction (by group)

 = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

	2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	95	45%	93	45%	122	56%
Satisfied	74	35%	64	31%	59	27%
Somewhat satisfied	17	8%	23	11%	12	5%
Not very satisfied	13	6%	10	5%	14	6%
Not at all satisfied	12	6%	17	8%	13	6%
Total	210	100%	208	100%	220	100%

## Contact with Council

Q. Which of the following best describes the nature of your enquiry?

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Planning and development	15	27%	30	34%	13	18%	35	31%	23	22%
Rates/fees and charges	6	10%	8	9%	14	19%	12	11%	15	14%
Roads/footpaths/drains	14	23%	4	5%	10	14%	16	14%	11	11%
Waste management and recycling	8	14%	8	9%	12	16%	14	12%	14	13%
Environmental issue	2	3%	9	10%	5	7%	4	3%	12	12%
Health and safety	0	0%	7	8%	2	3%	4	3%	5	5%
Recreation and leisure for example pools, parks, sportsgrounds	4	7%	0	0%	5	6%	5	4%	4	4%
Community services	4	7%	3	3%	0	0%	3	3%	4	4%
City appearance, for example litter or graffiti	0	0%	2	2%	3	4%	1	1%	3	3%
Economic development, tourism & marketing	2	4%	0	0%	1	1%	3	3%	0	0%
Libraries or Art Gallery	0	0%	0	0%	1	1%	1	1%	0	0%
Other	2	4%	18	20%	9	12%	16	14%	13	12%
Total	58	100%	87	100%	75	100%	114	100%	106	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Planning and development	56	28%	2	10%	50	24%	43	21%	58	26%
Rates/fees and charges	27	14%	1	4%	22	11%	27	13%	28	13%
Roads/footpaths/drains	27	14%	1	4%	26	12%	26	13%	28	13%
Waste management and recycling	23	12%	5	19%	28	13%	26	13%	28	13%
Environmental issue	14	7%	2	9%	24	11%	22	11%	16	7%
Health and safety	7	4%	2	8%	3	2%	8	4%	9	4%
Recreation and leisure for example pools, parks, sportsgrounds	8	4%	1	6%	17	8%	8	4%	9	4%
Community services	4	2%	3	14%	15	7%	9	5%	7	3%
City appearance, for example litter or graffiti	4	2%	1	4%	4	2%	3	2%	5	2%
Economic development, tourism & marketing	1	0%	2	10%	2	1%	3	1%	3	1%
Libraries or Art Gallery	1	0%	0	0%	1	0%	0	0%	1	0%
Other	26	13%	3	11%	18	9%	31	15%	29	13%
Total	196	100%	24	100%	210	100%	208	100%	220	100%


## Satisfaction with the level of communication from Council

Q. How satisfied are you with the level of communication Council currently has with the community?

	18 - 34	35 - 54	55 +	Male	Female	Ratepayer	Non ratepayer
Mean ratings	3.45	3.54	3.59	3.55	3.51	3.56	3.39

	2011	2012	2013
Mean ratings	3.61	3.72	3.53

 = A significantly higher level of satisfaction (by group)

 = A significantly lower level of satisfaction (by group)

Mean ratings: 1 = not at all satisfied, 5 = very satisfied


	2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	46	8%	81	13%	66	11%
Satisfied	347	58%	332	55%	287	48%
Somewhat satisfied	152	25%	141	23%	169	28%
Not very satisfied	36	6%	30	5%	56	9%
Not at all satisfied	19	3%	16	3%	22	4%
Total	600	100%	600	100%	600	100%


## Means of Sourcing Information from Council

Q. Through which of the following means do you receive information about Council?

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Rates notice	99	55%	187	83%	161	82%	210	73%	236	75%
Word-of-mouth	110	62%	146	65%	119	60%	183	64%	192	61%
Council newsletter	68	38%	141	62%	149	76%	159	55%	200	64%
Maitland Mercury	71	40%	98	43%	80	41%	120	42%	129	41%
Hunter Post	43	24%	93	41%	87	44%	112	39%	111	35%
Newcastle Herald	71	40%	64	28%	58	29%	97	34%	95	30%
Website/Internet	87	49%	73	32%	30	15%	87	30%	103	33%
Social media	38	21%	29	13%	15	8%	29	10%	53	17%
Other	15	8%	14	6%	22	11%	21	7%	29	9%
Total	178	100%	226	100%	196	100%	287	100%	314	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Rates notice	426	84%	20	21%	455	76%	456	76%	446	74%
Word-of-mouth	322	64%	53	55%	323	54%	343	57%	375	62%
Council newsletter	314	62%	44	47%	353	59%	432	72%	359	60%
Maitland Mercury	212	42%	37	39%	282	47%	255	43%	249	41%
Hunter Post	200	40%	23	24%	317	53%	313	52%	223	37%
Newcastle Herald	158	31%	34	36%	175	29%	194	32%	192	32%
Website/Internet	156	31%	34	35%	136	23%	165	27%	189	32%
Social media	62	12%	20	21%	84	14%	101	17%	82	14%
Other	42	8%	8	9%	19	3%	18	3%	50	8%
Total	505	100%	95	100%	600	100%	600	100%	600	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)

## Awareness of elected officials

Q. Please answer yes or no to the following statements:  
"I know who the Mayor is"



	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	109	61%	167	74%	180	92%	216	75%	240	77%
No	69	39%	59	26%	16	8%	71	25%	74	23%
Total	178	100%	226	100%	196	100%	287	100%	314	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	407	81%	49	51%	443	74%	432	72%	456	76%
No	98	19%	46	49%	157	26%	168	28%	144	24%
Total	505	100%	95	100%	600	100%	600	100%	600	100%

"I know the names of one or more of the Councillors"

	18 - 34		35 - 54		55 +		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	60	34%	131	58%	148	75%	163	57%	176	56%
No	118	66%	94	42%	48	25%	124	43%	137	44%
Total	178	100%	226	100%	196	100%	287	100%	314	100%

	Ratepayer		Non ratepayer		2011		2012		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	307	61%	33	35%	318	53%	312	52%	340	57%
No	199	39%	62	65%	282	47%	288	48%	261	43%
Total	505	100%	95	100%	600	100%	600	100%	600	100%

 = A significantly higher level (by group)  
 = A significantly lower level (by group)

## Support for Prompted Options

Q. How supportive are you of Council proceeding with this option?




	Option 1	Option 2	Option 3
Mean ratings	1.88	2.87	3.46

	Count	Column %
Very supportiv e	16	3%
Supportiv e	35	6%
Somewhat supportiv e	91	15%
Not v ery supportive	178	30%
Not at all supportive	281	47%
Total	600	100%

	Count	Column %
Very supportiv e	26	4%
Supportiv e	149	25%
Somewhat supportiv e	208	35%
Not v ery supportive	152	25%
Not at all supportive	64	11%
Total	600	100%

	Count	Column %
Very supportiv e	131	22%
Supportiv e	185	31%
Somewhat supportiv e	171	28%
Not v ery supportive	58	10%
Not at all supportive	55	9%
Total	600	100%

Q. Please rank the 3 options in order of preference:

-  = A significantly higher level than both options
-  = A significantly higher level (by group)
-  = A significantly lower level (by group)

## Support for Prompted Options

Q. Please rank the 3 options in order of preference:

	1st preference		2nd preference		3rd preference		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Option 1, to reduce services and maintain rates	83	14%	89	15%	428	71%	600	100%
Option 2, to maintain services, increase rates	194	32%	359	60%	47	8%	600	100%
Option 3, to enhance services, increase rates	323	54%	152	25%	125	21%	600	100%



## **Appendix B**

### **Questionnaire**



**MAITLAND CITY COUNCIL - COMMUNITY SURVEY**  
June 2013

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Maitland City Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

**QA1. Before we start I would like to check whether you or an immediate family member work for Maitland City Council?**

Yes    ☐    No    ☐    (If yes, terminate survey)

**QA2. In which suburb do you live?**

Aberglasslyn	<input type="radio"/>	Ashtonfield	<input type="radio"/>
Bolwarra/Heights	<input type="radio"/>	East Maitland	<input type="radio"/>
Gillieston Heights	<input type="radio"/>	Largs	<input type="radio"/>
Lochinvar	<input type="radio"/>	Maitland (Central)	<input type="radio"/>
Metford	<input type="radio"/>	Morpeth/Raworth	<input type="radio"/>
Rutherford	<input type="radio"/>	Telarah	<input type="radio"/>
Tenambit	<input type="radio"/>	Thornton	<input type="radio"/>
Woodberry/Millers Forest	<input type="radio"/>		
Lorn	<input type="radio"/>	Other (e.g. Maitland Vale, Luskintyre)	<input type="radio"/>

**Section A – Contact with Council**

**I'd like you now to please think about your experiences with Maitland City Council.**

**Q1a. Have you contacted Council in the last 12 months?**

Yes    ☐    No    ☐    (If yes, go to Q2a)

**Q1b. (If no), if required, how would you most likely contact Council in the future? Then go to Q3a**

Telephone	<input type="radio"/>	In person	<input type="radio"/>
Mail	<input type="radio"/>	Social media	<input type="radio"/>
Email	<input type="radio"/>	Website	<input type="radio"/>
Councillor	<input type="radio"/>		

**Q2a. When you last made contact with Council staff was it by:**

Telephone	<input type="radio"/>	Councillor	<input type="radio"/>
Mail	<input type="radio"/>	In person	<input type="radio"/>
Email	<input type="radio"/>	Website	<input type="radio"/>
Social media	<input type="radio"/>		

**Q2b. Which of the following best describes the nature of your enquiry? Prompt**

City appearance (e.g. litter/graffiti)	<input type="radio"/>
Community services	<input type="radio"/>
Economic development, tourism & marketing	<input type="radio"/>
Environmental issue	<input type="radio"/>
Health and safety	<input type="radio"/>
Libraries/Art Gallery	<input type="radio"/>
Planning and development	<input type="radio"/>
Rates/fees and charges	<input type="radio"/>
Recreation and leisure (e.g. pools, parks, sportsgrounds)	<input type="radio"/>
Roads/footpaths/drains	<input type="radio"/>
Waste management and recycling	<input type="radio"/>
Other (please specify)	<input type="radio"/> .....



**Q2c. Overall, how satisfied were you with the way your contact was handled? Prompt**

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q3a. How satisfied are you with the level of communication Council currently has with the community? Prompt**

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q3b. (If dissatisfied or very dissatisfied), how do you think Council could improve its communication?**

.....

**Q4. Through which of the following means do you receive information about Council? Prompt**

Maitland Mercury	<input type="radio"/>
Newcastle Herald	<input type="radio"/>
Hunter Post	<input type="radio"/>
Council newsletter	<input type="radio"/>
Rates notice	<input type="radio"/>
Website/Internet	<input type="radio"/>
Social media	<input type="radio"/>
Word-of-mouth	<input type="radio"/>
Other (please specify)	<input type="radio"/> .....



## **Section B – Importance of and satisfaction with Council services**

Still thinking specifically about Maitland City Council.

**Q5.** In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

### **Q5a. Proud place, great lifestyle**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Appearance of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Litter collection/graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ovals and sportsgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Art Gallery/cultural opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Enhancing heritage buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### **Q5b. Our places and spaces**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Maintaining cycleways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Traffic flow/congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Availability of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Overall condition of local road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Public transport across the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5c. Our natural environment**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Protecting native vegetation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Improving biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The health of the Hunter River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Recycling/waste minimisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Flood protection and preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5d. A prosperous and vibrant city**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Revitalising Central Maitland/Mall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Tourism/Visitors Information Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Marketing and economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Supporting local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Sustainable transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5e. Connected and collaborative community leaders**

	Importance					Satisfaction					
	Low		High			Low		High			N/A
	1	2	3	4	5	1	2	3	4	5	
1. Connecting community leaders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Long term planning for Maitland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Engaging young people in planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Support for volunteer programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## **Section C – Priority Issues**

**Q6. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas? *Prompt***

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q7. Please answer yes or no to the following statements:**

**A. “I know who the Mayor is”**

Yes ☐ No ☐

**B. “I know the names of one or more of the Councillors”**

Yes ☐ No ☐

## Read statement:

Council is facing the challenge of balancing community expectations with future financial sustainability, with an operational deficit of more than \$86 million forecast in ten years, plus a \$70 million asset backlog. This position is as a result of a long term 'cap' on Council's ability to apply rates; costs rising more than CPI (especially in areas like construction) and the City's growth. Rates revenue covers less than half the cost of delivering Council service and facilities. Addressing this challenge is not insurmountable for Council and the community, with a number of options available. Council is looking for your help in examining the following 3 options.

### (Rotate Options)

**OPTION 1 – Reduce services and maintain rates. This would mean a rate increase of around 3% as set each year by the State Government. It would not allow for new facilities and services to be introduced, and our asset backlog would not be addressed.**

Under this option, an annual saving of more than \$7 million would be required. In order to make this saving, Council and the community would need to examine a suite of changes that would include ALL of the following:

- A reduction in the opening hours and/or possible closure of facilities including pools, libraries, visitor information centre and Art Gallery
- A reduction in maintenance of sporting facilities, parks and gardens
- A reduction in maintenance and construction of roads, footpaths, cycleways and drains, increasing our asset backlog over time
- Axiing of some environmental and sustainability programs (e.g. weed removal and native vegetation programs)
- Longer processing times for customers making requests, lodging applications, seeking permits, etc.
- Fewer or no community events (e.g. Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve)
- A major reduction in funding of marketing, tourism, community sponsorship and economic development initiatives
- Reduced staffing levels in business support and other service areas
- No new capital works projects (e.g. indoor heated pool or new library branches)
- Possible increases in user fees and charges

### Q10a. How supportive are you with Council proceeding with this option?

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**OPTION 2 – Maintain services at current levels and increase rates sufficiently to cover provision of these services to our growing population. This would mean a rate increase above the 3% set by the State Government. It would not allow for new facilities and services, and our asset backlog would not be addressed.**

Under this option, an annual revenue increase of more than \$7 million would be required to continue to provide these services. This would mean:

- Maintaining opening hours and programs at our pools, libraries, visitor information centre and Art Gallery, although no new facilities would be constructed.
- Maintenance of sporting facilities, parks and gardens would remain as is, with no increase to mowing, planting or maintenance
- Construction of roads, footpaths, cycleways and drains would be maintained, with our asset backlog held stable
- Environmental and sustainability programs would be retained (e.g. weed removal and native vegetation programs)
- Processing times for customers making requests, lodging applications, seeking permits would remain the same
- Our community events would be maintained, but not expanded (e.g. *Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve*)
- Funding of marketing, tourism, community sponsorship and economic development initiatives would be maintained
- Staffing levels would be maintained in line with population growth
- No new capital works projects would be built (e.g. *an indoor heated pool or new library branches*)

**Q10b. How supportive are you with Council proceeding with this option?**

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**OPTION 3 – Enhance services and facilities, and increase rates sufficiently to cover increased provision of these to serve our growing population. This would mean a rate increase above the 3% set by the State Government, higher than that explored under Option 2. While the exact nature of changes would involve extensive community consultation, this could enable things such as:**

- Opening hours and programs at our pools, libraries, visitor information centre and Art Gallery could be enhanced, and the development of new facilities like an indoor pool and new library branches possible
- Increased maintenance of sporting facilities, parks and gardens, new facilities constructed in growing areas of our City and access to the Hunter River improved
- Increased maintenance and construction of roads, footpaths, cycleways and drains, with our asset backlog reduced over time
- New environmental and sustainability programs could be introduced
- Processes for customers making requests, lodging applications, seeking permits could be improved
- Our community events would be expanded (e.g. *Steamfest, Aroma, Taste, Bitter and Twisted, Australia Day, Riverlights, New Year's Eve*)
- Enhanced marketing, tourism, community sponsorship and economic development initiatives
- Increased staffing levels to deliver new and enhanced services
- New capital works projects could be built and managed (e.g. *an indoor heated pool or new library branches*)

**Q10c. How supportive are you with Council proceeding with this option?**

Very supportive	Supportive	Somewhat supportive	Not very supportive	Not at all supportive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q11a. Please rank the 3 options in order of preference:**

Option 1 (Reduce services and maintain rates)	.....
Option 2 (Maintain services, increase rates)	.....
Option 3 (Enhance services, increase rates)	.....

**Q11b. What is your reason for choosing that option as your highest preference?**

.....

#### **Section D – Demographic & Profiling questions**

**D1. Please stop me when I read out your age group.**

18 – 34	<input type="radio"/>
35 – 54	<input type="radio"/>
55 years and over	<input type="radio"/>

**D2. Which country were you born in?**

Australia	<input type="radio"/>
Other	<input type="radio"/> (please specify) .....





**D3. What is the employment status of the main income earner in your household? Prompt**

- Work in the Maitland LGA ☐
- Work outside the Maitland LGA ☐
- Home duties ☐
- Student ☐
- Retired ☐
- Unemployed/Pensioner ☐
- Not applicable ☐

**D4. Which of the following best describes the house where you are currently living?**

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

**D5. Which of the following best describes your status? Prompt**

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

**D6. How long have you lived in the Maitland area? Prompt**

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

**D7. Gender (determine by voice):**

- Male ☐ Female ☐

**After we analyse the results from this research we may be conducting resident focus groups to further investigate residents' opinions.**

**R1. Would you be interested in participating in these focus groups?**

- Yes ☐ No ☐ (If no, go to end)

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

Name .....

Telephone .....

Email .....

**We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.**

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

