



Richmond Valley Council Community Strategic Plan Community Priorities Research

March 2013

Prepared for:



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Background & Methodology

Background & Methodology

Richmond Valley council commissioned Micromex Research to conduct a statistically representative telephone survey of residents.

The outputs of this engagement and research approach will provide the Council with a broad based understanding of community attitudes and behaviours towards a range of topics.

Questionnaire

Micromex Research, together with Richmond Valley Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 7th to 13th March 2013 from 4:30pm to 8:30pm, Monday to Friday.

Survey area

Richmond Valley Council Local Government Area.

Sample selection and error

Micromex initially contacted 300 residents and asked them to participate in the research program.

A sample size of 300 residents provides a maximum sampling error of approximately +/- 7.5% at 95% confidence.

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

This document contains a summary of the answers to all questions in the survey, including percentages and actual counts.

Interviewing

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

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 proportions.

Background & Methodology

Rating questions

The unipolar scale of 1 to 5, where 1 was the lowest agreement/satisfaction/support/effectiveness and 5 the highest agreement/satisfaction/support/effectiveness, was used for 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 'support'. This determination is based on the following groupings:

Mean rating:

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

Correlations – definitions

We have run analysis across 3 areas of interest:

- Age
- Gender
- Location/residential area

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.

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

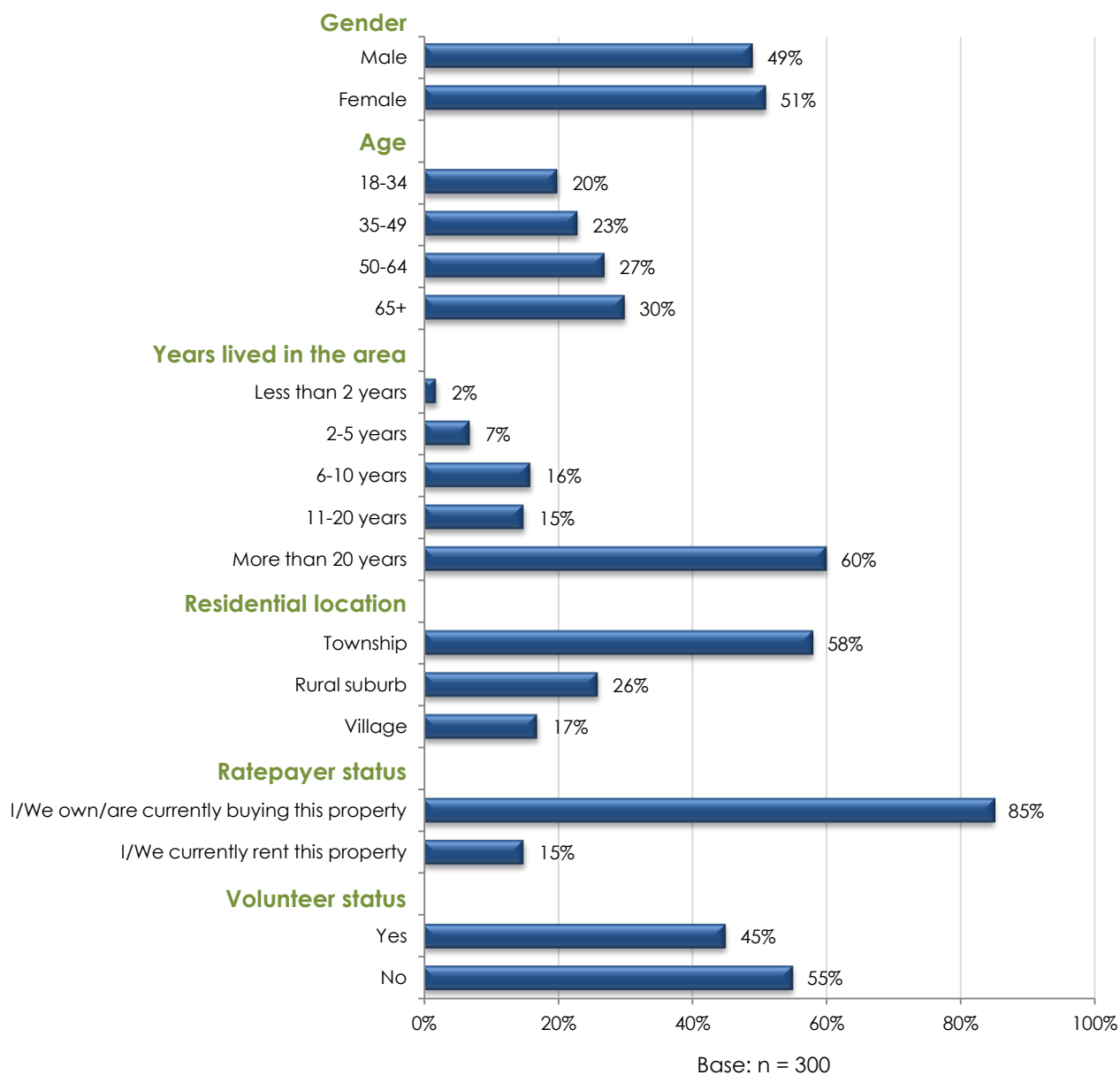
Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.



Demographic profile

Summary

The majority of participants are long-time residents of the LGA.



Key Outcomes

Key Outcomes

The outputs of this engagement and research survey address a range of resident behaviours and attitudes towards living in the Richmond valley.

The key outcome of this research is that the community is generally supportive of Council exploring opportunities for the region that will grow the local economy and retain/grow the local population.

Residents were generally strongly supportive of:

- Council developing a master plan for an aviation precinct at and around the Casino aerodrome
- Council owning and developing industrial, commercial and residential land in the local area so as to promote and facilitate progress and expansion
- Council upgrading the Casino Saleyards

2/3 of residents were aware of the new executive management team and nearly 80% indicated that they perceived the new team to be somewhat to very effective in making changes over the last 12 months.



Section A

Detailed Findings

Opportunities for participation

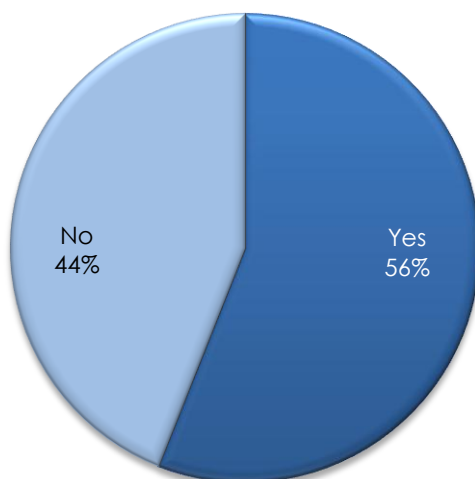
Summary

56% of residents feel there are sufficient opportunities for residents of the LGA to participate in artistic and cultural activities.

Male respondents were more likely to agree than were females.

Residents aged 35-64 were less likely to agree than were those aged 65+.

Q. Do you believe there are enough opportunities in your local area for residents to participate in arts or cultural activities?



Base: n=300

Opportunities for participation

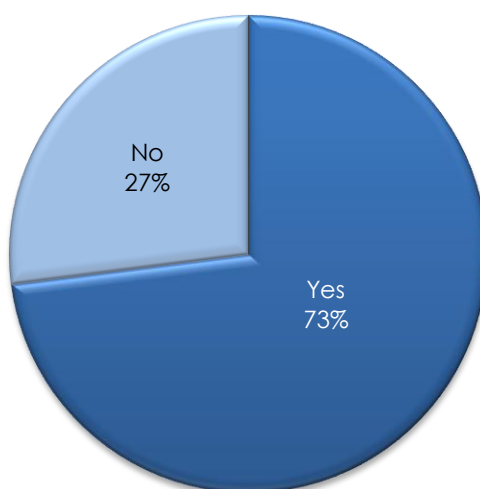
Summary

Nearly $\frac{3}{4}$ of residents believe there are enough opportunities to participate in or to attend sporting competitions and/or recreational activities.

Male respondents were more likely to agree than were females.

Residents living in village areas were less likely to agree than were those in a township.

Q. *Do you think there are enough opportunities in your local area for you to participate in or attend sporting competitions and/or recreational activities?*



Base: n=300

Agreement with statements regarding Richmond Valley

Summary

89% of residents feel that there are benefits in living in a diverse community.

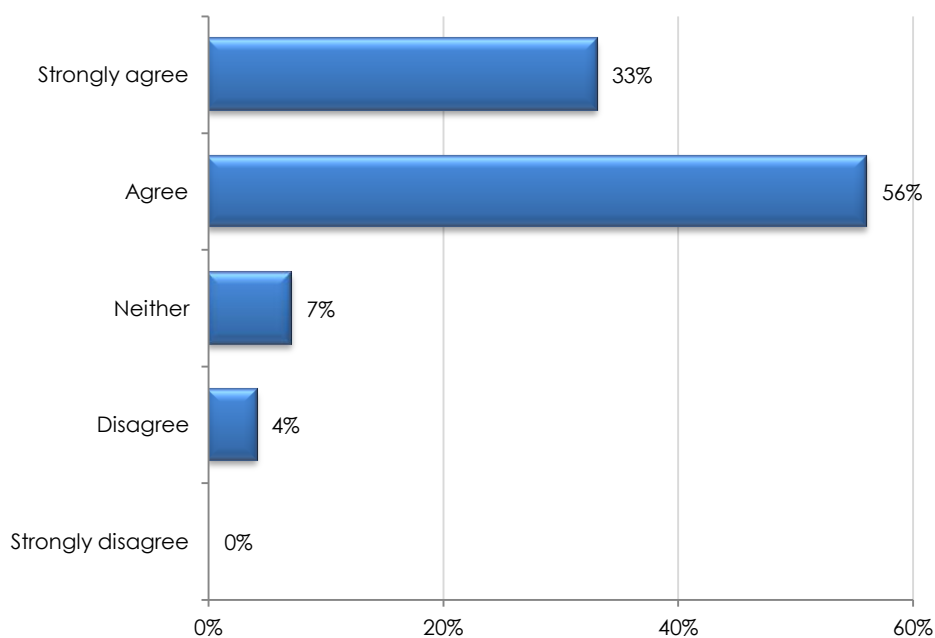
Analysis by age, gender and residential location indicate no significant differences in levels of agreement.

Q. How strongly do you agree or disagree with the following statements?

"I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures"

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.18	4.13	4.22	4.25	4.31	4.15	4.05	4.13	4.27	4.22

Mean ratings: 1 = strongly disagree, 5 = strongly agree



Base: n=300

Agreement with statements regarding Richmond Valley

Summary

55% of residents indicated that they felt they had an opportunity to speak out about key issues affecting the Richmond Valley.



Residents aged 35-64 expressed a higher level of agreement with the statement than did those aged 65+.

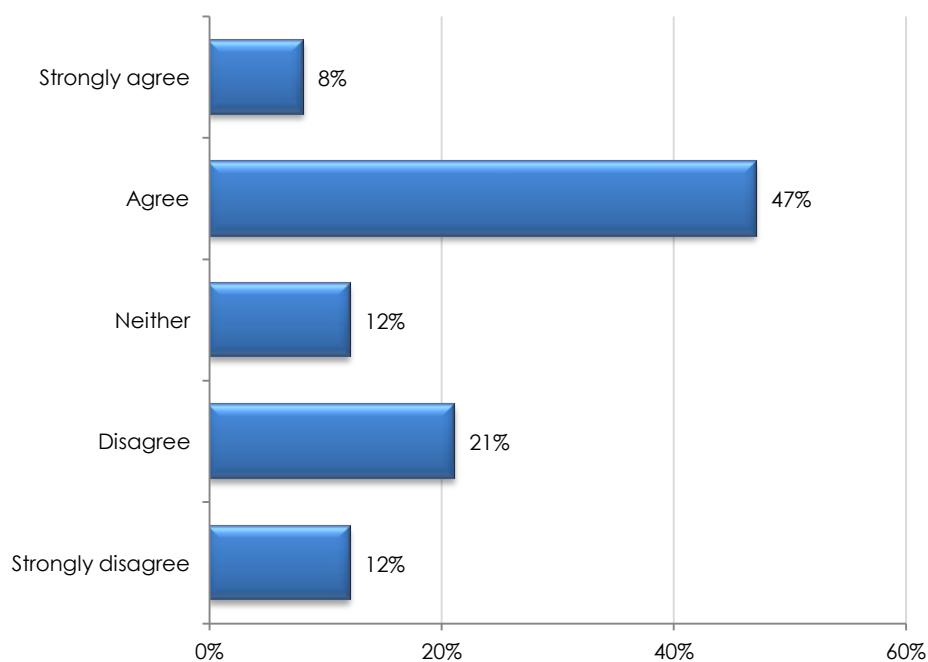
Q. How strongly do you agree or disagree with the following statements?

"I feel I have the opportunity to have a say on key decisions affecting Richmond Valley on important issues"

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.17	3.12	3.21	3.19	2.90	2.97	3.54	3.21	3.24	3.03

Mean ratings: 1 = strongly disagree, 5 = strongly agree

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



Base: n=300

Perception of safety in the Council area

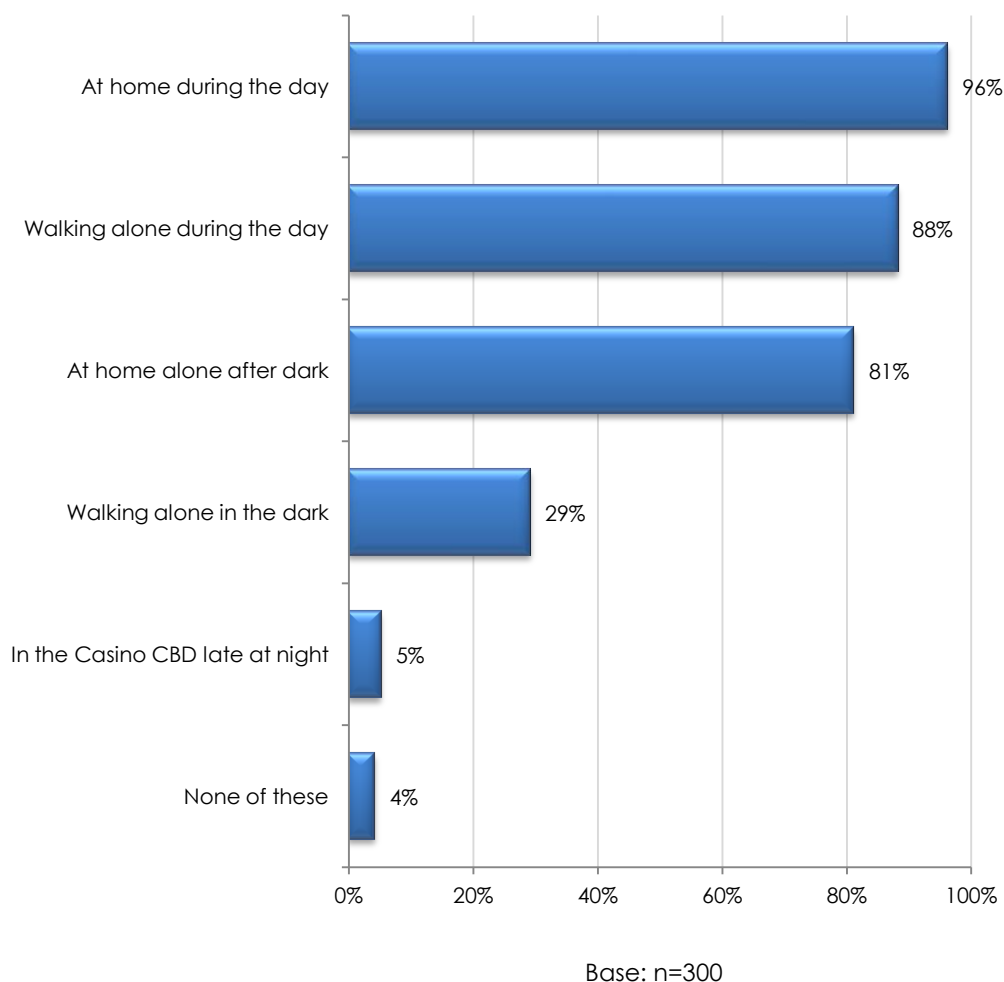
Summary

Whilst overall the vast majority of residents feel safe at home during the day, there are clearly security concerns for many residents.

Male respondents were more likely to indicate a feeling of safety when 'at home alone after dark', 'walking alone in the dark' and 'in the Casino CBD late at night' than were female respondents.

Residents from the rural suburbs were more likely to feel safe 'walking alone in the dark' than were those from a township.

Q. I feel safe when I am:



Personal health

Summary



80% of residents cited their personal health in the range good to excellent.

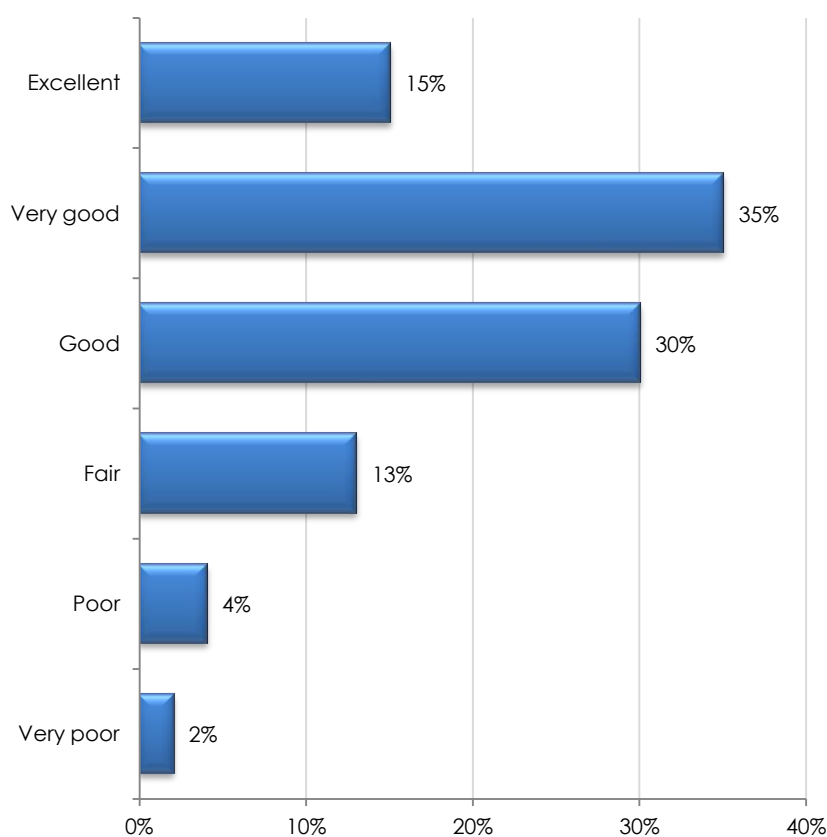
Whilst still very high, respondents aged 18-49 rated their personal health lower than did those aged 65+.

Q. In general, how would you rate your personal health?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.38	4.33	4.43	4.63	4.63	4.27	4.12	4.39	4.22	4.49

Mean ratings: 1 = very poor, 6 = excellent

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



Base: n=300

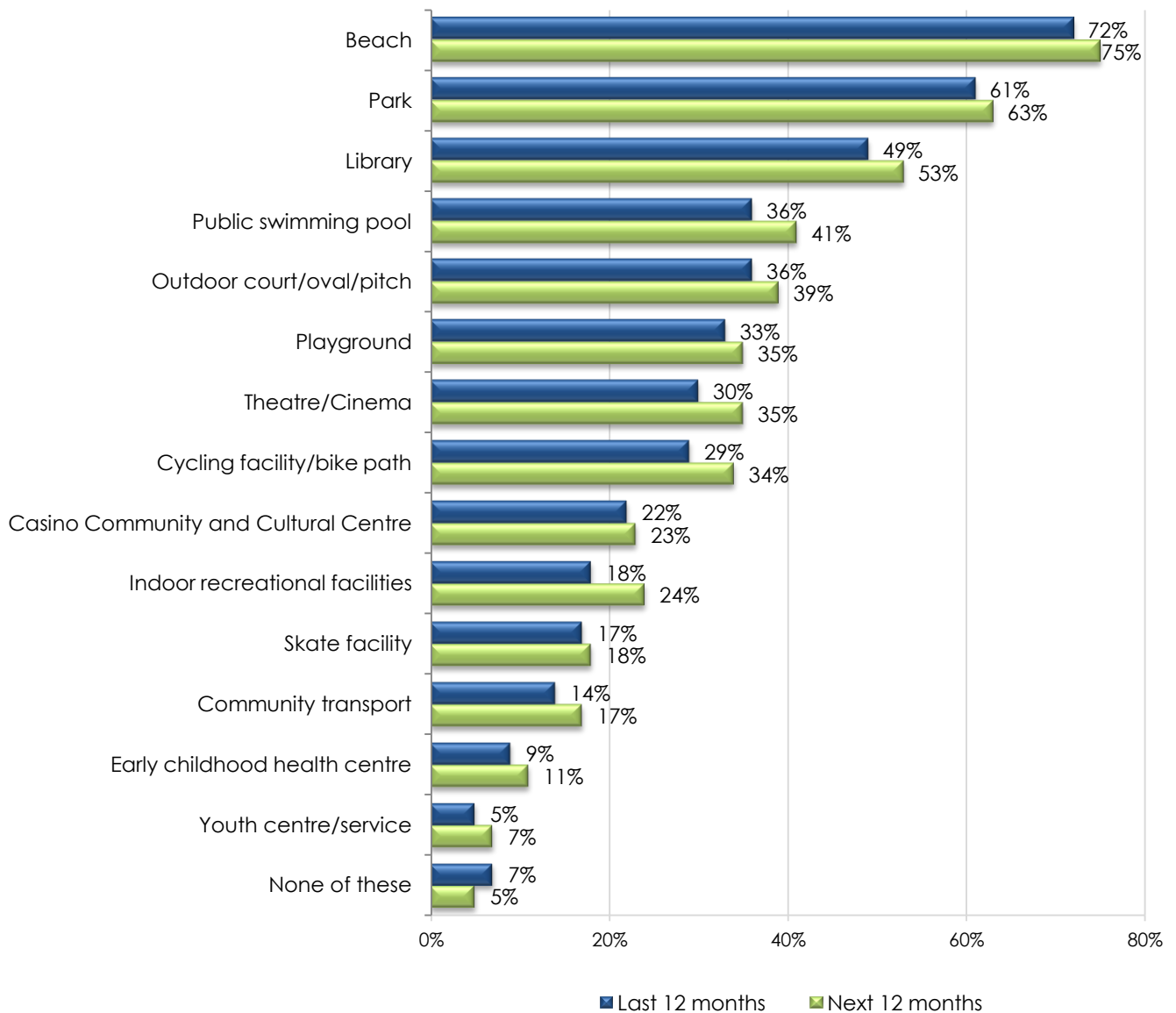
Usage of services and facilities

Summary

Last 12 month usage and next 12 month usage levels remain consistent.

The predominant services and facilities used by residents were the 'beach', 'park' and 'library'.

Q. Which of the following services and facilities have you or are you likely to use?



Event attendance

Summary

Residents from 95% of households attended at least one event in the past 12 months. Beef Week (70%) and Primex (68%) were the most attended events.

Female respondents were more likely to have attended the 'St Marks Anglican Church Spring Fair', the 'Quota Art, Craft & Quilt Fair' and the 'Woodburn Orchid Show' than were males.

Residents aged 35-49 were significantly more likely to have attended 'Beef Week' than were residents aged 50-64, but less likely to have visited the 'Woodburn Orchid Show'. Residents aged 18-34 were less likely to have attended the 'Bentley Art Prize' than were those aged 50+.

Residents aged 65+ were more likely to have attended the 'Quota Art, Craft & Quilt Fair' than were those aged 18-34, the 'Casino Garden Show & Flower Fair' and the 'Casino Spring Orchid Show' than were those aged 18-49 and the 'St Marks Anglican Church Spring Fair' than were those aged 18-64.

Residents in towns and rural areas were significantly more likely than village residents to have attended 'Beef Week', the 'Bentley Art Prize', the 'Casino Garden Show & Flower Fair', the 'Casino Show' and 'Primex', but significantly less likely to have attended the 'Woodburn Bridge to Bridge'.

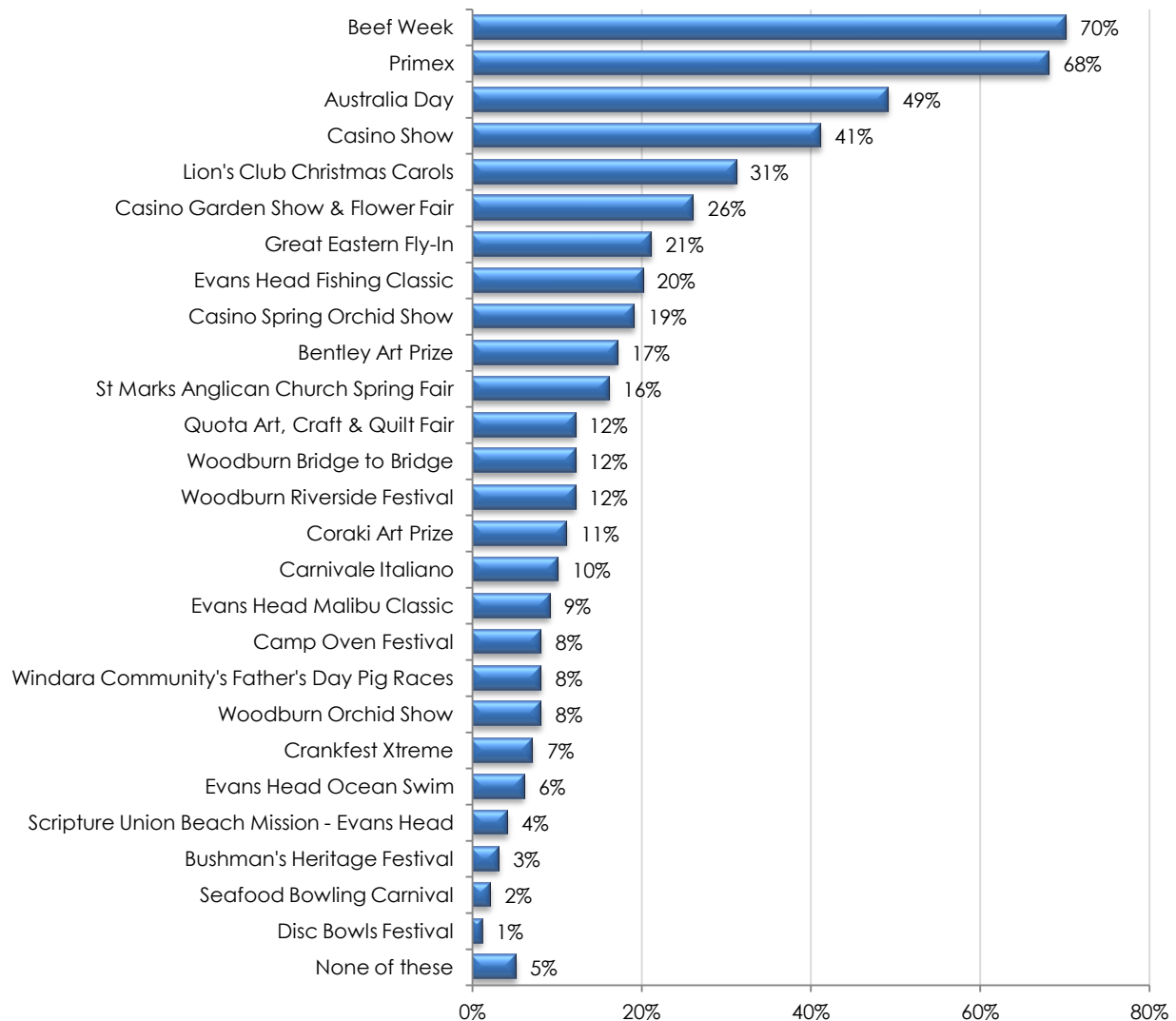
Residents in villages and rural areas were significantly more likely than town residents to have attended the 'Coraki Art Prize' and the 'Woodburn Orchid Show'.

Residents in villages were significantly more likely to have attended the 'Crankfest Xtreme' than were those living in rural areas, but significantly less likely to have attended the 'Casino Spring Orchid Show'.

Residents living in town were significantly more likely to have visited 'St Marks Anglican Church Spring Fair' than were those living in villages, but significantly less likely to have visited 'Carnivale Italiano' than were those living in rural areas.

Event attendance

Q. Which of the following events have you or members of your household attended in the last 12 months?



Base: n=300

Satisfaction with police presence

Summary

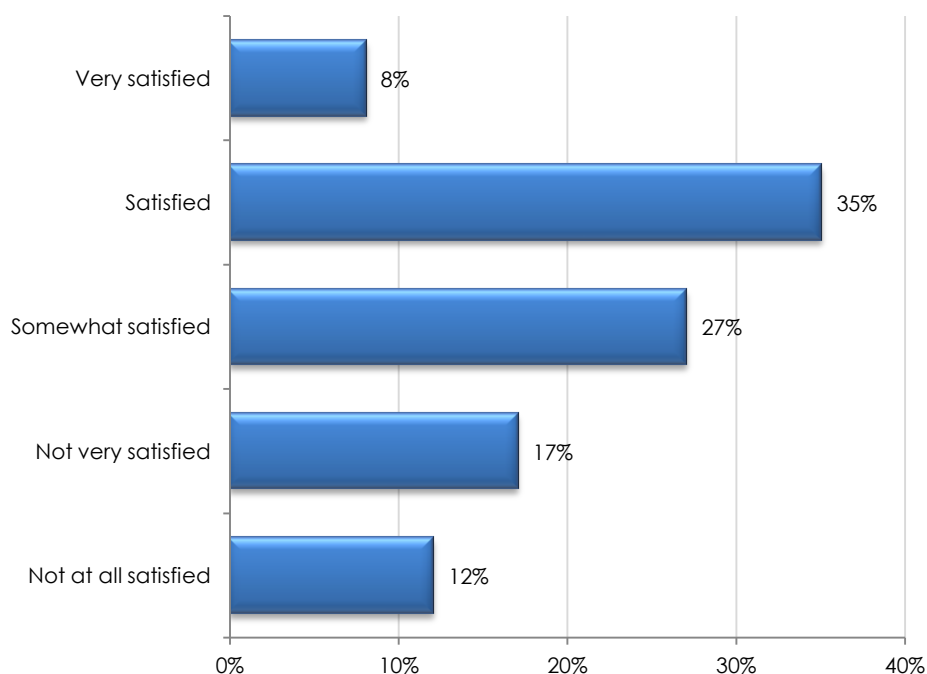
Satisfaction with the police presence is only just moderate. 71% indicated that they were 'somewhat' to 'very' satisfied with this measure.

Analysis by age, gender and residential location indicate no significant differences in levels of satisfaction.

Q. *How satisfied are you with the police presence in the Richmond Valley local area?*

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.10	3.11	3.10	3.00	2.99	3.10	3.26	3.17	3.03	3.01

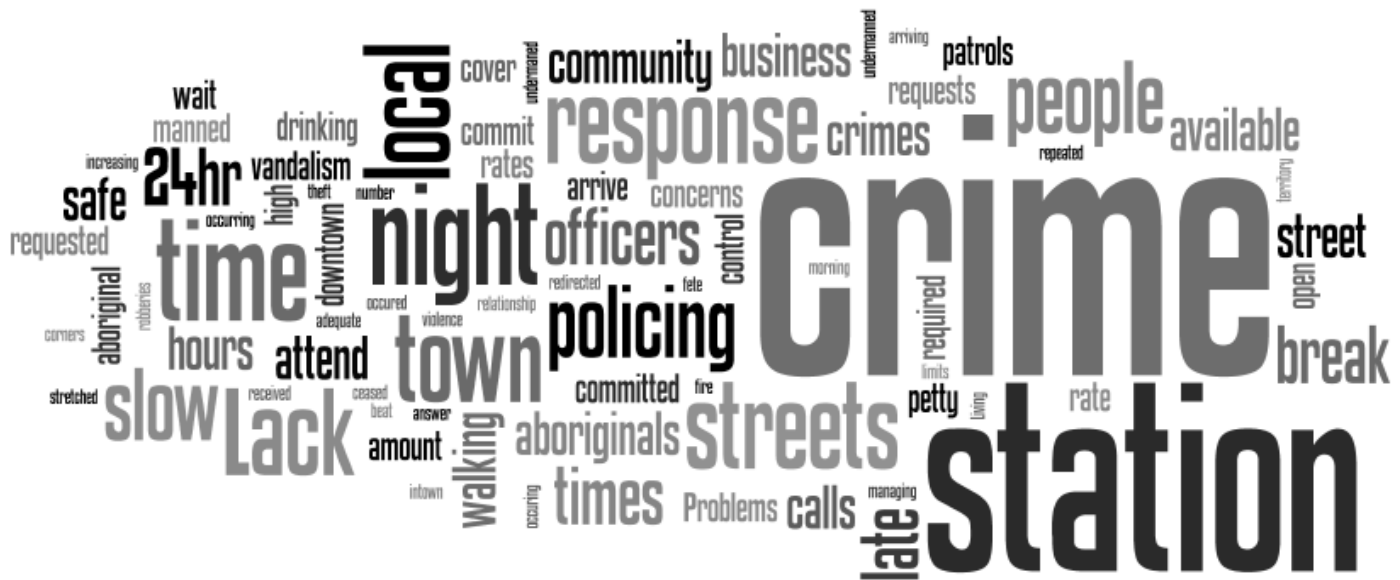
Mean ratings: 1 = not at all satisfied, 5 = very satisfied



Base: n=300

Reasons for dissatisfaction

Not very satisfied to not at all satisfied



"Police ceased 24 hour service in Casino and now we need to call Lismore station after hours and it takes too long for the police to arrive"

"Our local area along the Richmond River is unsafe due to lack of police presence, to the point where I do not feel I can answer my door"

"There are not enough police to control the amount of crime in the area"

"There needs to be more of a visual police presence in the area"

"I have had repeated burglaries at my home and the response I received was slow and very unsatisfactory"

"On occasions at my workplace, police have not responded quickly to emergency calls"

"There is a lot of petty theft happening in the area but there are no police around to curtail this"

"A small town such as this should be crime free but there are a lot of break ins and vandalism"

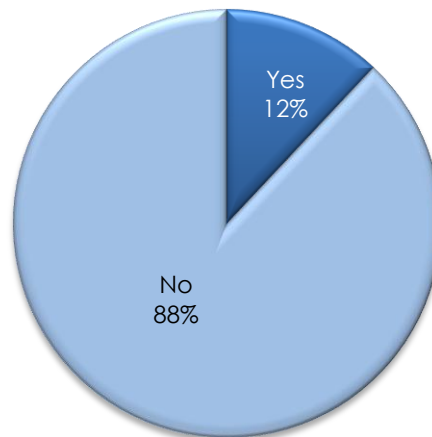
Experience of crime

Summary

12% of residents claim to have been a victim of crime in the last 12 months. The most likely crimes cited were burglary or stealing (59%) or motor vehicle related crime (42%).

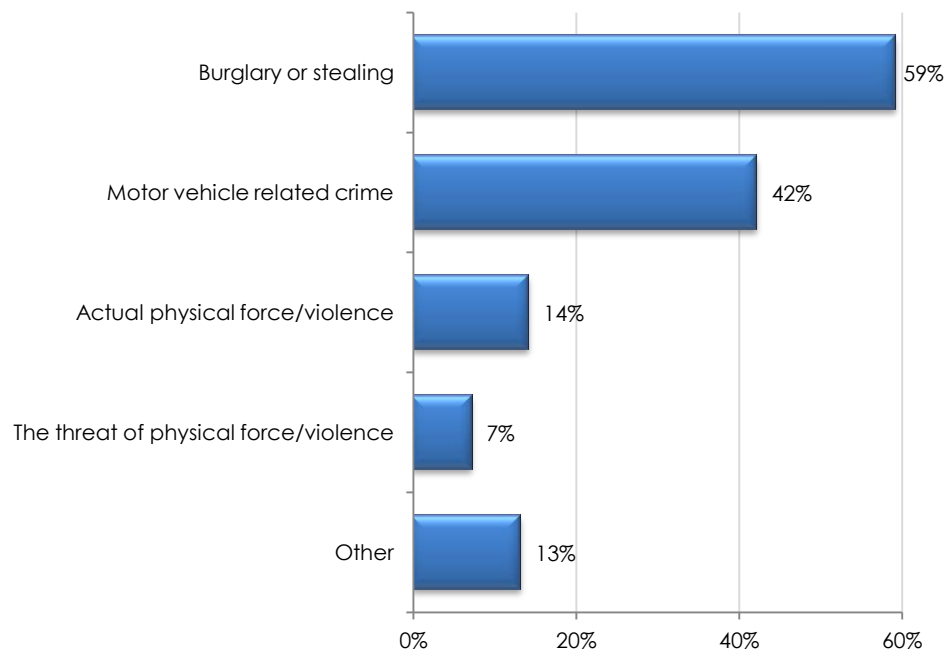
Analysis by age, gender and residential location indicate no significant differences in the proportion of residents who have been a victim of crime.

Q. Have you been a victim of crime in the past 12 months?



Base: n=300

Q. (If yes), what was the nature of the crime(s)?



Base: n=37

Support for aviation precinct

Summary

Residents are supportive of the proposed aviation precinct, with 87% 'somewhat' to 'very' supportive of the potential to grow the aviation offer at Casino Aerodrome.

Analysis by age, gender and residential location indicate no significant differences in levels of support.

Richmond Valley Council is in a rare position, in that it has two air strips that are currently being underutilised. Both air strips play a part within Council's economic development plans, and feature as key physical attributes that can be used advantageously to attract and foster new business to Richmond Valley.

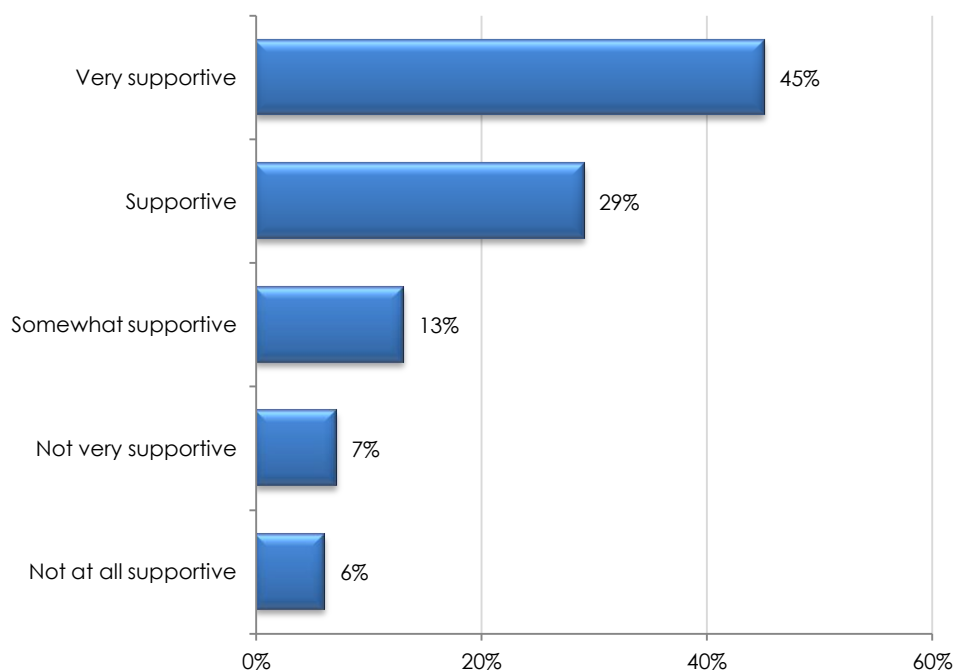
Council is considering developing a master plan for the aviation precinct cluster in and around Casino Aerodrome, which includes:

- (i) Supporting and increasing all relevant activities at the Aerodrome*
- (ii) Transforming the Aerodrome so it becomes one of the focal points for Casino, which would be advantageous for the community and for attracting visitors to the local area*

Q. How supportive are you of Council facilitating the growth of such an aviation precinct in and around the Casino Aerodrome?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.99	4.05	3.93	3.94	4.12	3.85	4.06	4.01	3.73	4.12

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



Base: n=300

Support for Council ownership and development of land

Summary

89% of residents indicated that they are 'somewhat' to 'very' supportive of Council owning and developing industrial, commercial and residential land in the local area so as to promote and facilitate progress and expansion.

Support was driven by residents indicating that they feel the local community needs to grow if it wishes to prosper/remains viable.

Analysis by age, gender and residential location indicate no significant differences in levels of support.

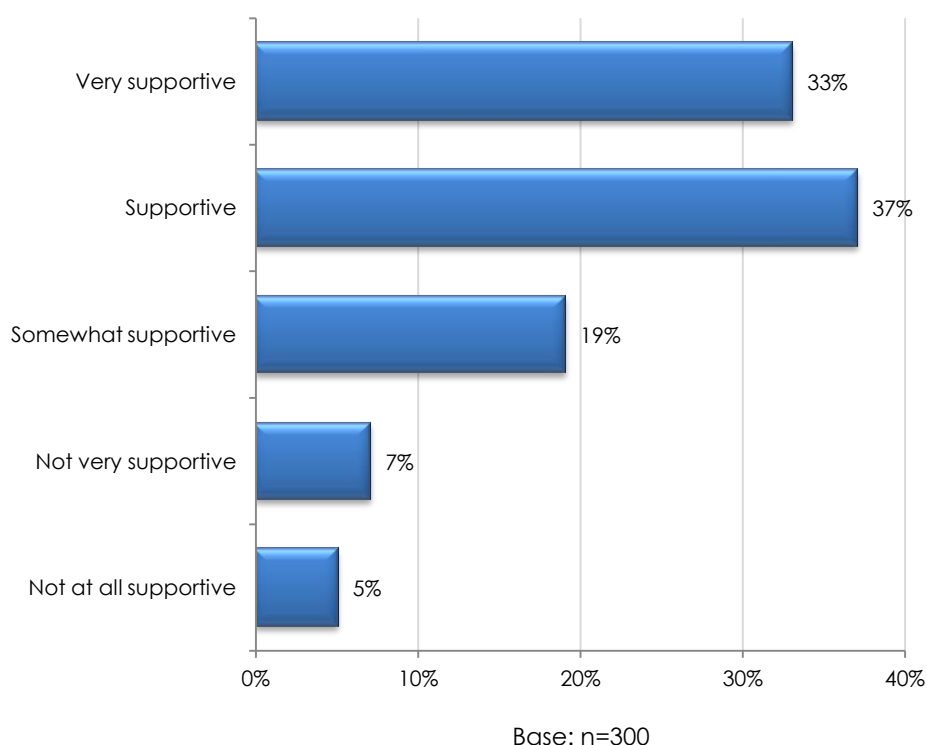
Q. Council believes economic development needs to be a central focus if the Richmond Valley region is to prosper and grow. Examples of this would be:

- The purchase of land to develop the Settlers housing estate in Casino
- Purchasing suitable land for industrial subdivision purposes.

As part of this, Council will develop and implement planning controls to ensure protection of prime agricultural land and public lands. How supportive are you of Council owning and developing industrial, commercial and residential land in the local area so as to promote and facilitate progress and expansion?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.84	3.90	3.79	4.01	3.67	3.81	3.90	3.93	3.58	3.83

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



Support for upgrading Casino Saleyards

Summary

93% of residents indicated that they are 'somewhat' to 'very' supportive of Council upgrading the Casino Saleyards.

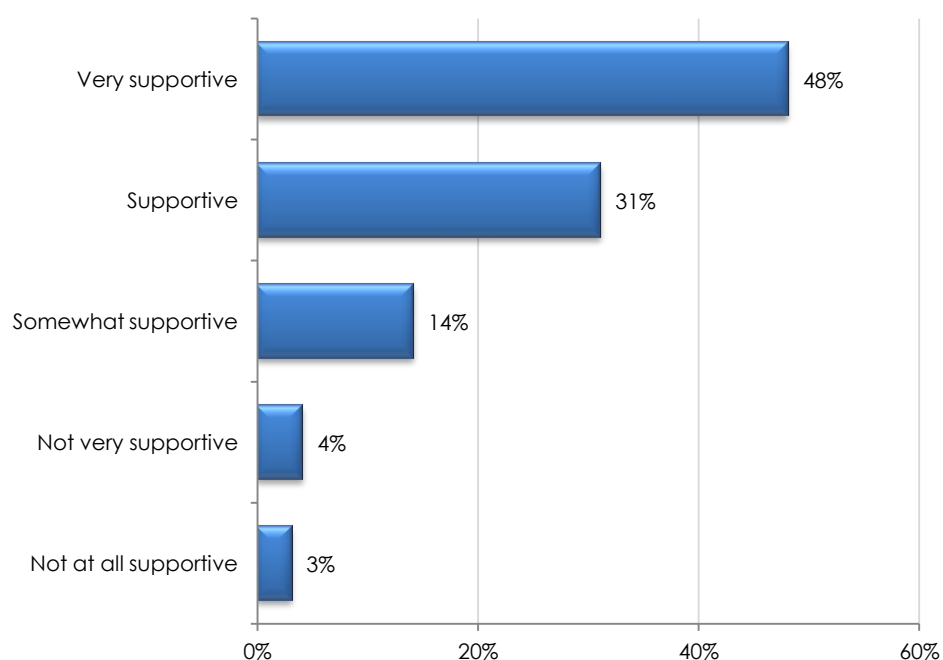
This support is driven by the belief that the region needs to play to its historical strengths and invest in job creation/employment for the next generation.

Analysis by age, gender and residential location indicate no significant differences in levels of support.

- Q. Another example of planned economic development involves Council backing the primary local industry of Richmond Valley - the beef industry – by upgrading the Casino Saleyards. How supportive are you of Council making this upgrade its number one infrastructure priority?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.17	4.23	4.12	3.98	4.08	4.14	4.42	4.13	4.11	4.30

Mean rating: not at all supportive, 5 = very supportive



Base: n=300

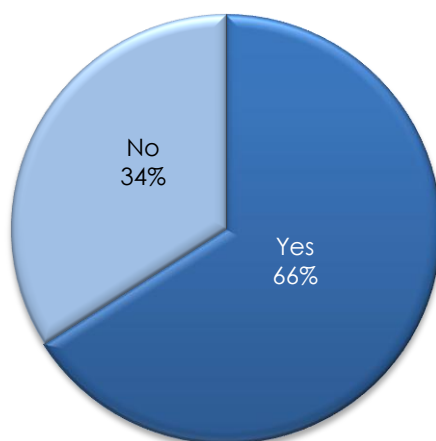
Performance of Council staff

Summary

2/3 of residents are aware that Council recently appointed a new executive team. 79% indicated that they perceived the new team to be somewhat to very effective in making changes over the last 12 months.

The older the resident, the more likely they were to be aware of the new team.

Q. Were you aware Council appointed a new General Manager 12 months ago and subsequently new Executive Managers have also been brought onto the team?

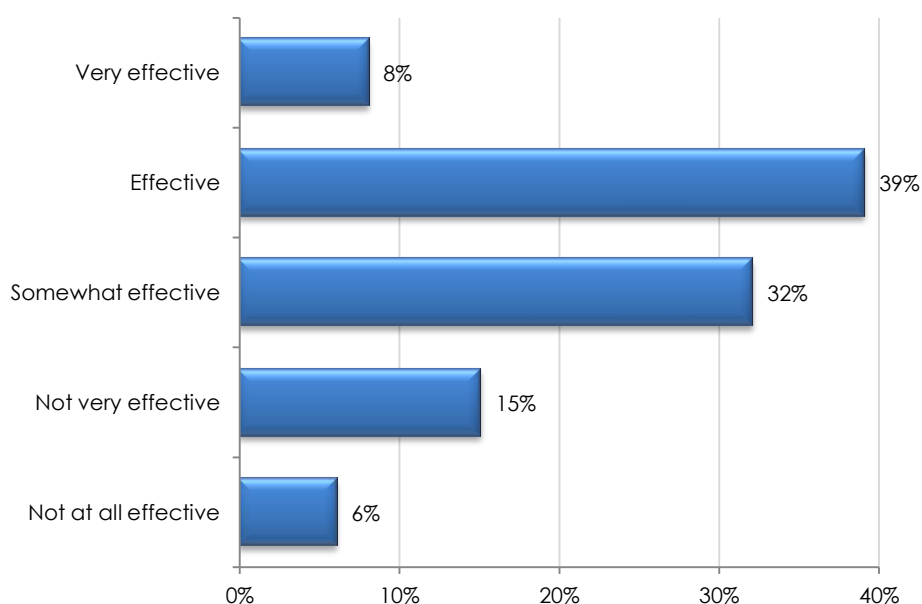


Base: n=300

Q. This new team's goal is to improve the efficiency, effectiveness and culture of Council. How would you rate their performance in terms of making these changes over the past 12 months?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.27	3.34	3.20	3.19	3.12	3.18	3.46	3.21	3.48	3.30

Mean ratings: 1 = not at all effective, very effective



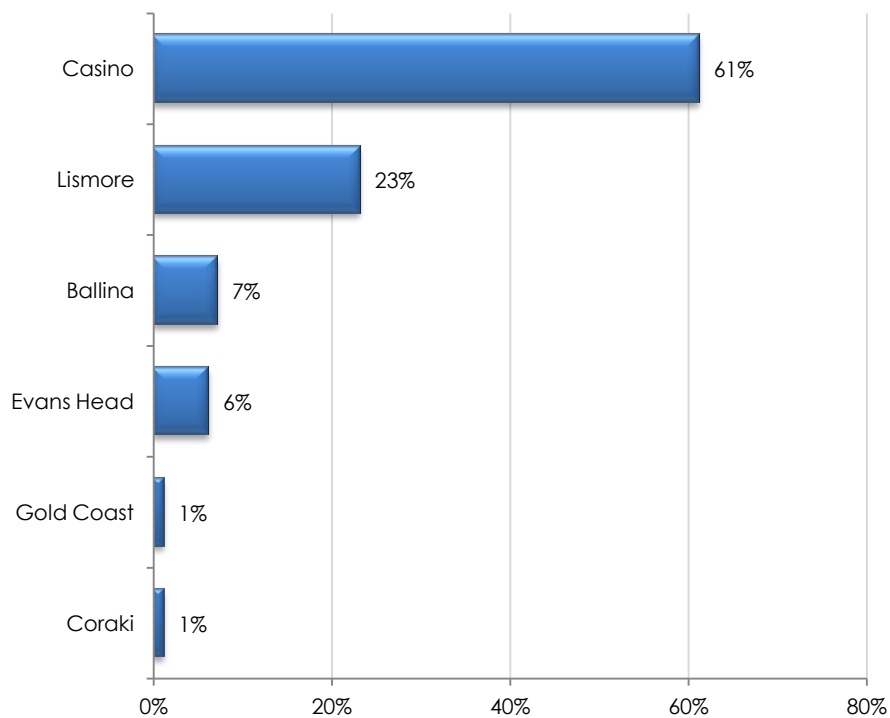
Base: n=202

Retail spending

Summary

Not surprisingly, Casino is the key shopping precinct for the Richmond Valley LGA.

Q. Where do you do the bulk of your retail spending?



Base: n=300



Section B

Demographics

Demographics

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

	Count	Column %
18-24	27	9%
25-34	34	11%
35-49	68	23%
50-64	81	27%
65+	90	30%
Total	300	100%

Q. How long have you lived in the Richmond Valley area?

	Count	Column %
Less than 2 years	5	2%
2-5 years	22	7%
6-10 years	47	16%
11-20 years	46	15%
More than 20 years	180	60%
Total	300	100%

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

	Count	Column %
I/We own/are currently buying this property	254	85%
I/We currently rent this property	46	15%
Total	300	100%

Q. Do you currently volunteer your time within the community?

	Count	Column %
Yes	133	45%
No	167	55%
Total	300	100%

Demographics

Q. Have you ever conducted any studies at Southern Cross University?

	Count	Column %
Yes	27	9%
No	265	88%
I intend on enrolling in the future	8	3%
Total	300	100%

Q. Gender:

	Count	Column %
Male	146	49%
Female	154	51%
Total	300	100%



Appendix A

Data and Correlation Tables


Opportunities for participation in arts or cultural activities


Q. Do you believe there are enough opportunities in your local area for residents to participate in arts or cultural activities?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Yes	167	56%	91	62%	76	49%
No	133	44%	56	38%	78	51%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	38	62%	31	46%	37	45%	61	68%
No	23	38%	37	54%	44	55%	29	32%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Yes	95	55%	25	49%	47	61%
No	78	45%	25	51%	30	39%
Total	173	100%	50	100%	77	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)


Opportunities for participation in sporting competitions/recreational activities


Q. Do you think there are enough opportunities in your local area for you to participate in or attend sporting competitions and/or recreational activities?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Yes	221	73%	118	81%	102	66%
No	80	27%	28	19%	52	34%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	40	65%	53	77%	59	72%	70	78%
No	21	35%	16	23%	23	28%	20	22%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Yes	138	80%	28	55%	55	71%
No	35	20%	22	45%	22	29%
Total	173	100%	50	100%	77	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)

Agreement with statements regarding Richmond Valley

Q. How strongly do you agree or disagree with the following statements?

"I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures"

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.18	4.13	4.22	4.25	4.31	4.15	4.05	4.13	4.27	4.22

Mean ratings: 1 = strongly disagree, 5 = strongly agree

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Strongly agree	98	33%	42	28%	56	37%
Agree	170	56%	88	60%	81	53%
Neither	20	7%	10	7%	10	7%
Disagree	13	4%	7	5%	6	4%
Strongly disagree	0	0%	0	0%	0	0%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Strongly agree	19	31%	29	43%	28	34%	22	25%
Agree	40	65%	32	47%	42	52%	55	62%
Neither	0	0%	6	9%	6	8%	7	8%
Disagree	2	3%	1	1%	5	6%	5	6%
Strongly disagree	0	0%	0	0%	0	0%	0	0%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Strongly agree	54	31%	19	38%	25	33%
Agree	98	57%	26	53%	45	58%
Neither	11	7%	4	8%	5	6%
Disagree	10	6%	1	1%	2	3%
Strongly disagree	0	0%	0	0%	0	0%
Total	173	100%	50	100%	77	100%

Agreement with statements regarding Richmond Valley

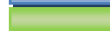
Q. How strongly do you agree or disagree with the following statements?

"I feel I have the opportunity to have a say on key decisions affecting Richmond Valley on important issues"

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.17	3.12	3.21	3.19	2.90	2.97	3.54	3.21	3.24	3.03

Mean ratings: 1 = strongly agree, 5 = strongly disagree

 = A significantly higher level of agreement (by group)

 = A significantly lower level of agreement (by group)

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Strongly agree	23	8%	12	8%	11	7%
Agree	142	47%	64	44%	78	50%
Neither	35	12%	17	12%	18	12%
Disagree	64	21%	36	25%	28	18%
Strongly disagree	37	12%	17	12%	20	13%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Strongly agree	1	2%	4	6%	5	6%	13	15%
Agree	36	58%	25	36%	34	41%	48	54%
Neither	4	7%	12	17%	11	14%	8	9%
Disagree	14	23%	17	25%	17	21%	15	17%
Strongly disagree	6	10%	11	17%	14	18%	5	6%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Strongly agree	16	9%	4	7%	3	4%
Agree	80	46%	26	51%	36	47%
Neither	20	12%	6	12%	9	11%
Disagree	37	21%	8	16%	19	24%
Strongly disagree	20	11%	7	13%	11	14%
Total	173	100%	50	100%	77	100%



Perception of safety in the Council area

Q. Please answer yes or no to the following: I feel safe when I am:

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
At home during the day	288	96%	141	96%	147	96%
At home alone after dark	244	81%	126	86%	119	77%
Walking alone during the day	263	88%	130	89%	134	87%
Walking alone in the dark	86	29%	59	40%	27	18%
In the Casino CBD late at night	15	5%	13	9%	2	2%
None of these	11	4%	6	4%	6	4%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
At home during the day	59	97%	68	99%	76	93%	86	96%
At home alone after dark	50	81%	58	85%	67	83%	69	77%
Walking alone during the day	54	88%	63	92%	69	85%	77	86%
Walking alone in the dark	12	20%	20	29%	31	38%	22	25%
In the Casino CBD late at night	5	7%	3	4%	6	7%	2	2%
None of these	2	3%	1	1%	6	7%	3	3%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
At home during the day	165	95%	49	98%	74	96%
At home alone after dark	137	79%	38	77%	69	90%
Walking alone during the day	152	88%	44	88%	67	87%
Walking alone in the dark	34	19%	17	33%	35	46%
In the Casino CBD late at night	12	7%	3	5%	1	1%
None of these	7	4%	1	2%	3	4%
Total	173	100%	50	100%	77	100%

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

Personal health

Q. In general, how would you rate your personal health?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.38	4.33	4.43	4.63	4.63	4.27	4.12	4.39	4.22	4.49

Mean ratings: 1 = very poor, 6 = excellent

 = A significantly higher level (by group)

 = A significantly lower level (by group)

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Excellent	46	15%	17	12%	28	18%
Very good	106	35%	56	38%	50	33%
Good	90	30%	44	30%	47	30%
Fair	40	13%	20	14%	20	13%
Poor	12	4%	7	5%	5	3%
Very poor	6	2%	3	2%	3	2%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Excellent	10	17%	12	17%	12	15%	11	12%
Very good	25	41%	30	44%	26	32%	25	28%
Good	19	32%	18	26%	26	32%	27	30%
Fair	7	11%	8	11%	9	11%	17	19%
Poor	0	0%	0	0%	4	5%	8	9%
Very poor	0	0%	1	1%	4	5%	1	1%
Total	61	100%	68	100%	81	100%	90	100%


	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Excellent	26	15%	7	13%	13	17%
Very good	64	37%	15	29%	27	36%
Good	52	30%	15	31%	23	30%
Fair	20	11%	10	20%	10	13%
Poor	8	5%	2	4%	2	2%
Very poor	4	2%	1	2%	1	1%
Total	173	100%	50	100%	77	100%


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Last 12 months

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	26	9%	12	8%	14	9%
Youth centre/service	15	5%	10	7%	6	4%
Community transport	42	14%	16	11%	26	17%
Public swimming pool	108	36%	49	34%	59	38%
Outdoor court/oval/pitch	108	36%	66	45%	42	28%
Indoor recreational facilities	53	18%	26	18%	27	18%
Library	146	49%	67	45%	80	52%
Theatre/Cinema	91	30%	44	30%	47	30%
Casino Community and Cultural Centre	67	22%	25	17%	42	27%
Playground	100	33%	49	33%	51	33%
Skate facility	51	17%	24	17%	27	18%
Cycling facility/bike path	87	29%	46	32%	41	27%
Park	184	61%	90	62%	94	61%
Beach	217	72%	108	74%	109	71%
None of these	22	7%	15	10%	6	4%
Total	300	100%	146	100%	154	100%

 = A significantly higher level (by group)


 = A significantly lower level (by group)


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Last 12 months

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	13	20%	11	16%	2	3%	0	0%
Youth centre/service	4	7%	7	10%	4	5%	0	0%
Community transport	7	12%	8	12%	6	8%	21	23%
Public swimming pool	32	52%	44	64%	19	23%	14	16%
Outdoor court/oval/pitch	30	48%	43	63%	19	23%	16	18%
Indoor recreational facilities	15	24%	18	26%	11	14%	9	10%
Library	28	46%	43	63%	39	48%	36	40%
Theatre/Cinema	27	45%	17	26%	26	32%	20	23%
Casino Community and Cultural Centre	11	19%	15	22%	17	20%	24	27%
Playground	36	59%	36	52%	17	21%	11	13%
Skate facility	14	23%	24	35%	11	14%	2	2%
Cycling facility/bike path	24	40%	36	52%	19	24%	8	9%
Park	47	77%	51	74%	48	59%	38	43%
Beach	51	84%	57	84%	59	73%	49	55%
None of these	0	0%	1	1%	7	9%	13	15%
Total	61	100%	68	100%	81	100%	90	100%

 = A significantly higher level (by group)


 = A significantly lower level (by group)


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Last 12 months

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	12	7%	5	10%	10	12%
Youth centre/service	11	6%	3	7%	1	1%
Community transport	29	16%	8	16%	6	7%
Public swimming pool	61	35%	19	38%	28	37%
Outdoor court/oval/pitch	69	40%	16	32%	23	30%
Indoor recreational facilities	27	16%	8	16%	18	24%
Library	87	50%	17	34%	43	55%
Theatre/Cinema	49	28%	18	35%	25	32%
Casino Community and Cultural Centre	48	27%	4	9%	15	20%
Playground	56	32%	15	30%	29	37%
Skate facility	30	18%	12	25%	9	11%
Cycling facility/bike path	63	36%	12	23%	13	17%
Park	110	63%	29	58%	45	58%
Beach	115	67%	34	69%	67	87%
None of these	10	6%	9	17%	3	4%
Total	173	100%	50	100%	77	100%

 = A significantly higher level (by group)


 = A significantly lower level (by group)


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Next 12 months

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	32	11%	16	11%	16	11%
Youth centre/service	21	7%	15	10%	6	4%
Community transport	51	17%	22	15%	29	19%
Public swimming pool	122	41%	60	41%	61	40%
Indoor recreational facilities	73	24%	39	26%	34	22%
Outdoor court/oval/pitch	116	39%	71	48%	46	30%
Library	160	53%	74	50%	86	56%
Theatre/Cinema	106	35%	51	35%	54	35%
Casino Community and Cultural Centre	68	23%	31	21%	37	24%
Playground	104	35%	51	35%	54	35%
Cycling facility/bike path	103	34%	54	37%	49	32%
Skate facility	53	18%	26	18%	27	18%
Park	189	63%	94	64%	95	62%
Beach	226	75%	115	78%	111	72%
None of these	16	5%	8	5%	8	5%
Total	300	100%	146	100%	154	100%

 = A significantly higher level (by group)


 = A significantly lower level (by group)


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Next 12 months

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	18	29%	12	18%	2	3%	0	0%
Youth centre/service	6	10%	10	14%	5	6%	0	0%
Community transport	7	12%	9	13%	10	13%	25	28%
Public swimming pool	36	59%	48	70%	22	27%	16	18%
Indoor recreational facilities	21	34%	24	35%	15	19%	13	15%
Outdoor court/oval/pitch	32	52%	46	67%	21	26%	17	20%
Library	32	52%	47	68%	40	50%	41	46%
Theatre/Cinema	30	49%	23	34%	31	38%	22	25%
Casino Community and Cultural Centre	11	19%	16	23%	18	23%	22	25%
Playground	39	64%	36	53%	17	21%	12	14%
Cycling facility/bike path	30	50%	37	54%	22	27%	14	16%
Skate facility	16	26%	24	35%	11	14%	2	2%
Park	49	80%	52	76%	49	60%	39	44%
Beach	50	82%	59	87%	62	77%	54	61%
None of these	0	0%	0	0%	6	7%	10	11%
Total	61	100%	68	100%	81	100%	90	100%

 = A significantly higher level (by group)


 = A significantly lower level (by group)


Usage of services and facilities

Q. Which of the following services and facilities have you or are you likely to use:

Next 12 months

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Early childhood health centre	15	8%	5	10%	13	17%
Youth centre/service	13	7%	3	7%	5	6%
Community transport	30	17%	11	22%	10	13%
Public swimming pool	71	41%	20	39%	31	41%
Indoor recreational facilities	38	22%	10	19%	25	33%
Outdoor court/oval/pitch	74	43%	17	33%	26	34%
Library	94	54%	20	39%	46	60%
Theatre/Cinema	54	31%	23	47%	28	37%
Casino Community and Cultural Centre	50	29%	5	10%	13	16%
Playground	58	34%	15	30%	31	40%
Cycling facility/bike path	72	41%	13	25%	19	24%
Skate facility	33	19%	12	25%	9	11%
Park	112	65%	28	57%	48	62%
Beach	120	69%	38	76%	68	88%
None of these	8	5%	4	7%	4	5%
Total	173	100%	50	100%	77	100%


 = A significantly higher level (by group)


 = A significantly lower level (by group)

Event attendance

Q. Which of the following events have you or members of your household attended in the last 12 months?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Beef Week	211	70%	98	67%	113	74%
Evans Head Fishing Classic	59	20%	29	20%	30	19%
Coraki Art Prize	33	11%	21	14%	12	8%
Bentley Art Prize	50	17%	19	13%	31	20%
Crankfest Xtreme	20	7%	9	6%	12	8%
Carnivale Italiano	31	10%	17	12%	14	9%
Casino Garden Show & Flower Fair	79	26%	32	22%	48	31%
Windara Community's Father's Day Pig Races	25	8%	15	10%	10	7%
St Marks Anglican Church Spring Fair	47	16%	14	10%	33	21%
Casino Show	125	41%	65	44%	60	39%
Camp Oven Festival	23	8%	10	7%	13	8%
Seafood Bowling Carnival	7	2%	4	3%	3	2%
Woodburn Bridge to Bridge	36	12%	18	13%	18	12%
Scripture Union Beach Mission - Evans Head	13	4%	10	7%	3	2%
Primex	206	68%	102	70%	103	67%
Evans Head Malibu Classic	26	9%	14	10%	12	8%
Great Eastern Fly-In	64	21%	37	25%	27	18%
Australia Day	146	49%	77	52%	69	45%
Lion's Club Christmas Carols	92	31%	40	27%	52	34%
Quota Art, Craft & Quilt Fair	36	12%	7	4%	29	19%
Woodburn Orchid Show	23	8%	8	5%	16	10%
Casino Spring Orchid Show	56	19%	18	12%	38	25%
Woodburn Riverside Festival	35	12%	16	11%	18	12%
Bushman's Heritage Festival	9	3%	6	4%	3	2%
Disc Bowls Festival	2	1%	0	0%	2	1%
Evans Head Ocean Swim	17	6%	10	7%	8	5%
None of these	15	5%	5	4%	10	6%
Total	300	100%	146	100%	154	100%


 = A significantly higher level (by group)


 = A significantly lower level (by group)

Event attendance

Q. Which of the following events have you or members of your household attended in the last 12 months?

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Beef Week	41	67%	59	86%	49	60%	62	70%
Evans Head Fishing Classic	12	19%	13	19%	17	21%	17	19%
Coraki Art Prize	4	7%	5	7%	17	21%	7	8%
Bentley Art Prize	5	9%	9	13%	9	12%	26	29%
Crankfest Xtreme	7	11%	10	14%	4	5%	0	0%
Carnivale Italiano	3	5%	6	8%	11	14%	11	12%
Casino Garden Show & Flower Fair	7	12%	14	20%	22	27%	36	40%
Windara Community's Father's Day Pig Races	7	12%	7	10%	3	4%	8	9%
St Marks Anglican Church Spring Fair	2	3%	7	11%	9	12%	28	31%
Casino Show	35	58%	24	36%	29	36%	35	39%
Camp Oven Festival	0	0%	5	7%	7	9%	11	12%
Seafood Bowling Carnival	0	0%	0	0%	3	4%	4	5%
Woodburn Bridge to Bridge	10	17%	5	7%	12	15%	9	10%
Scripture Union Beach Mission - Evans Head	4	7%	4	6%	4	5%	1	1%
Primex	45	73%	48	71%	55	68%	58	64%
Evans Head Malibu Classic	4	6%	8	11%	11	14%	3	3%
Great Eastern Fly-In	11	18%	11	16%	24	30%	18	20%
Australia Day	37	60%	34	50%	38	47%	37	42%
Lion's Club Christmas Carols	17	28%	23	33%	22	28%	30	34%
Quota Art, Craft & Quilt Fair	2	4%	4	5%	13	16%	17	19%
Woodburn Orchid Show	5	8%	1	1%	12	15%	5	6%
Casino Spring Orchid Show	4	7%	7	10%	14	17%	31	35%
Woodburn Riverside Festival	7	12%	6	8%	13	17%	8	9%
Bushman's Heritage Festival	0	0%	1	1%	3	4%	5	6%
Disc Bowls Festival	0	0%	0	0%	0	0%	2	2%
Evans Head Ocean Swim	1	2%	5	7%	6	8%	5	6%
None of these	3	6%	1	1%	5	6%	6	7%
Total	61	100%	68	100%	81	100%	90	100%


 = A significantly higher level (by group)


 = A significantly lower level (by group)

Event attendance

Q. Which of the following events have you or members of your household attended in the last 12 months?

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Beef Week	134	77%	15	29%	62	80%
Evans Head Fishing Classic	32	19%	11	22%	16	20%
Coraki Art Prize	7	4%	14	28%	12	15%
Bentley Art Prize	31	18%	2	3%	17	22%
Crankfest Xtreme	11	6%	7	15%	2	2%
Carnivale Italiano	12	7%	6	13%	13	17%
Casino Garden Show & Flower Fair	50	29%	6	12%	24	30%
Windara Community's Father's Day Pig Races	15	9%	1	1%	10	13%
St Marks Anglican Church Spring Fair	36	21%	3	6%	8	11%
Casino Show	74	43%	9	18%	42	54%
Camp Oven Festival	19	11%	1	1%	3	4%
Seafood Bowling Carnival	6	3%	1	1%	1	1%
Woodburn Bridge to Bridge	17	10%	14	27%	6	7%
Scripture Union Beach Mission - Evans Head	6	4%	1	2%	6	8%
Primex	118	68%	24	49%	64	82%
Evans Head Malibu Classic	14	8%	6	12%	6	7%
Great Eastern Fly-In	37	22%	14	28%	12	16%
Australia Day	86	50%	21	42%	39	50%
Lion's Club Christmas Carols	54	31%	20	40%	18	24%
Quota Art, Craft & Quilt Fair	24	14%	2	4%	9	12%
Woodburn Orchid Show	7	4%	7	15%	9	12%
Casino Spring Orchid Show	35	20%	3	7%	18	23%
Woodburn Riverside Festival	16	9%	10	21%	9	11%
Bushman's Heritage Festival	4	2%	3	5%	3	4%
Disc Bowls Festival	1	1%	0	0%	1	1%
Evans Head Ocean Swim	9	5%	4	8%	5	6%
None of these	10	6%	4	7%	1	1%
Total	173	100%	50	100%	77	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)

Satisfaction with police presence

Q. How satisfied are you with the police presence in the Richmond Valley local area?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.10	3.11	3.10	3.00	2.99	3.10	3.26	3.17	3.03	3.01

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

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	25	8%	14	9%	11	7%
Satisfied	106	35%	49	34%	56	37%
Somewhat satisfied	82	27%	43	29%	39	25%
Not very satisfied	52	17%	21	14%	31	20%
Not at all satisfied	36	12%	20	13%	16	11%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very satisfied	3	5%	6	9%	9	11%	7	8%
Satisfied	21	34%	17	25%	31	38%	37	41%
Somewhat satisfied	20	33%	25	36%	13	15%	24	27%
Not very satisfied	7	12%	12	17%	19	23%	14	16%
Not at all satisfied	10	16%	9	13%	10	13%	7	8%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	15	9%	6	13%	4	5%
Satisfied	60	35%	18	36%	27	35%
Somewhat satisfied	54	31%	7	14%	21	27%
Not very satisfied	27	16%	8	16%	17	22%
Not at all satisfied	17	10%	11	21%	9	11%
Total	173	100%	50	100%	77	100%

Experience of crime

Q. Have you been a victim of crime in the past 12 months?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Yes	37	12%	16	11%	21	14%
No	263	88%	131	89%	133	86%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	12	19%	9	14%	9	11%	7	8%
No	49	81%	59	86%	72	89%	82	92%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Yes	21	12%	9	19%	7	9%
No	152	88%	41	81%	70	91%
Total	173	100%	50	100%	77	100%

Experience of crime

- Q. Have you been a victim of crime in the past 12 months?
 Q. (If yes), what was the nature of the crime(s)?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
The threat of physical force/violence	2	7%	2	11%	1	3%
Actual physical force/violence	5	14%	4	23%	2	8%
Burglary or stealing	22	59%	11	69%	11	52%
Motor vehicle related crime	16	42%	7	43%	9	42%
Other	5	13%	2	12%	3	13%
Total	37	100%	16	100%	21	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
The threat of physical force/violence	0	0%	0	0%	2	28%	0	0%
Actual physical force/violence	0	0%	1	11%	3	37%	1	14%
Burglary or stealing	6	48%	7	70%	6	64%	4	57%
Motor vehicle related crime	7	61%	4	42%	3	29%	2	28%
Other	1	10%	1	9%	2	18%	1	15%
Total	12	100%	9	100%	9	100%	7	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
The threat of physical force/violence	2	7%	0	0%	0	0%
Actual physical force/violence	2	11%	1	9%	2	31%
Burglary or stealing	12	57%	5	56%	5	85%
Motor vehicle related crime	10	46%	4	42%	2	33%
Other	3	14%	2	23%	0	0%
Total	21	100%	9	100%	6	100%

Support for aviation precinct

Q. How supportive are you of Council facilitating the growth of such an aviation precinct in and around the Casino Aerodrome?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.99	4.05	3.93	3.94	4.12	3.85	4.06	4.01	3.73	4.12

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

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	134	45%	69	47%	65	42%
Supportive	88	29%	42	29%	46	30%
Somewhat supportive	38	13%	18	12%	20	13%
Not very supportive	22	7%	7	5%	14	9%
Not at all supportive	18	6%	10	7%	9	6%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very supportive	25	41%	32	47%	34	42%	43	48%
Supportive	19	31%	21	31%	25	30%	23	26%
Somewhat supportive	8	13%	11	15%	9	11%	11	12%
Not very supportive	7	12%	1	1%	5	6%	9	10%
Not at all supportive	2	4%	4	5%	9	12%	3	3%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	77	44%	16	33%	41	53%
Supportive	49	28%	18	37%	20	27%
Somewhat supportive	27	16%	4	9%	7	9%
Not very supportive	12	7%	7	13%	4	5%
Not at all supportive	9	5%	4	8%	6	7%
Total	173	100%	50	100%	77	100%

Support for Council ownership and development of land

Q. How supportive are you of Council owning and developing industrial, commercial and residential land in the local area so as to promote and facilitate progress and expansion?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.84	3.90	3.79	4.01	3.67	3.81	3.90	3.93	3.58	3.83

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

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	98	33%	56	38%	42	27%
Supportive	110	37%	50	34%	60	39%
Somewhat supportive	56	19%	20	14%	36	23%
Not very supportive	22	7%	12	8%	11	7%
Not at all supportive	15	5%	9	6%	6	4%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very supportive	16	27%	23	34%	24	30%	34	38%
Supportive	32	52%	20	29%	31	39%	27	30%
Somewhat supportive	11	18%	13	19%	15	19%	16	18%
Not very supportive	2	4%	5	7%	6	8%	9	10%
Not at all supportive	0	0%	8	11%	4	5%	3	3%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	62	36%	9	17%	27	35%
Supportive	59	34%	25	49%	27	34%
Somewhat supportive	37	21%	6	13%	13	16%
Not very supportive	9	5%	8	15%	6	7%
Not at all supportive	7	4%	3	5%	6	7%
Total	173	100%	50	100%	77	100%

Support for upgrading Casino Saleyards

- Q. Another example of planned economic development involves Council backing the primary local industry of Richmond Valley - the beef industry – by upgrading the Casino Saleyards. How supportive are you of Council making this upgrade its number one infrastructure priority?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	4.17	4.23	4.12	3.98	4.08	4.14	4.42	4.13	4.11	4.30

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

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	145	48%	76	52%	69	45%
Supportive	93	31%	39	26%	55	36%
Somewhat supportive	41	14%	24	17%	16	11%
Not very supportive	13	4%	5	3%	8	5%
Not at all supportive	9	3%	3	2%	6	4%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very supportive	18	30%	35	51%	39	48%	52	58%
Supportive	26	43%	15	22%	26	32%	26	29%
Somewhat supportive	14	23%	11	17%	8	10%	7	8%
Not very supportive	1	2%	5	7%	3	4%	4	5%
Not at all supportive	1	2%	3	4%	5	6%	0	0%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Very supportive	77	45%	23	47%	44	57%
Supportive	61	35%	17	33%	16	21%
Somewhat supportive	22	13%	4	9%	14	19%
Not very supportive	8	5%	3	6%	2	2%
Not at all supportive	5	3%	3	5%	1	1%
Total	173	100%	50	100%	77	100%


Performance of Council staff


Q. Were you aware Council appointed a new General Manager 12 months ago and subsequently new Executive Managers have also been brought onto the team?

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Yes	197	66%	104	71%	94	61%
No	103	34%	43	29%	60	39%
Total	300	100%	146	100%	154	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	23	38%	42	62%	55	68%	77	86%
No	38	62%	26	38%	26	32%	13	14%
Total	61	100%	68	100%	81	100%	90	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Yes	122	70%	31	62%	44	58%
No	51	30%	19	38%	33	42%
Total	173	100%	50	100%	77	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)

Performance of Council staff

Q. This new team's goal is to improve the efficiency, effectiveness and culture of Council. How would you rate their performance in terms of making these changes over the past 12 months?

	Overall	Male	Female	18 - 34	35 - 49	50 - 64	65+	Township	Village	Rural
Mean ratings	3.27	3.34	3.20	3.19	3.12	3.18	3.46	3.21	3.48	3.30

Mean ratings: 1 = not at all effective, very effective

	Overall		Male		Female	
	Count	Column %	Count	Column %	Count	Column %
Very effective	16	8%	8	8%	8	8%
Effective	78	39%	46	45%	32	32%
Somewhat effective	65	32%	26	26%	39	39%
Not very effective	30	15%	15	15%	15	15%
Not at all effective	13	6%	6	6%	6	6%
Total	202	100%	102	100%	100	100%

	18-34		35-49		50-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very effective	0	0%	5	11%	3	6%	8	11%
Effective	13	39%	13	29%	21	39%	31	44%
Somewhat effective	15	45%	13	30%	17	31%	20	28%
Not very effective	4	13%	8	19%	8	15%	10	14%
Not at all effective	1	3%	5	11%	5	9%	2	3%
Total	33	100%	44	100%	53	100%	72	100%

	Township		Village		Rural suburb	
	Count	Column %	Count	Column %	Count	Column %
Very effective	9	8%	2	7%	5	9%
Effective	42	34%	14	55%	22	41%
Somewhat effective	46	37%	6	21%	14	25%
Not very effective	16	13%	3	11%	12	22%
Not at all effective	10	8%	1	6%	2	3%
Total	122	100%	26	100%	54	100%

Retail spending

Q. Where do you do the bulk of your retail spending?

	Count	Column %
Casino	183	61%
Lismore	70	23%
Ballina	22	7%
Evans Head	17	6%
Coraki	4	1%
Gold Coast	3	1%
Grafton	1	0%
Woodburn	1	0%
Total	300	100%



Appendix B

Questionnaire

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Richmond Valley Council about your experiences living in this area. The survey will take about 15 minutes, would you be able to assist us please?

QA. Where do you live?

Townships: - 60%

- ☐ Casino
- ☐ Evans Head

Villages: Population - 15%

- ☐ Rappville
- ☐ Coraki
- ☐ Woodburn
- ☐ Rileys Hill
- ☐ Broadwater

Rural suburbs: Population - 25 %

Section A – The Community Experience

These questions are about the local community.

Q1a. Do you believe there are enough opportunities in your local area for residents to participate in arts or cultural activities?

- ☐ Yes
- ☐ No

Q1b. Do you think there are enough opportunities in your local area for you to participate in or attend sporting competitions and/or recreational activities?

- ☐ Yes
- ☐ No

Q2a. How strongly do you agree or disagree with the following statements? *Prompt*

I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither
- ☐ Disagree
- ☐ Strongly disagree

Q2b. I feel I have the opportunity to have a say on key decisions affecting Richmond Valley on important issues.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither
- ☐ Disagree
- ☐ Strongly disagree

Q3. Please answer yes or no to the following: I feel safe when I am:

- ☐ At home during the day
- ☐ At home alone after dark
- ☐ Walking alone during the day
- ☐ Walking alone in the dark
- ☐ In the Casino CBD late at night

Thinking about yourself:

Q4. In general, how would you rate your personal health?

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

Thinking of yourself and the other members of your household:

Q5a. Which of the following services and facilities have you or are you likely to use:

	In the last 12 months	In the next 12 months
Early childhood health centre	<input type="radio"/>	<input type="radio"/>
Youth centre/service	<input type="radio"/>	<input type="radio"/>
Community transport	<input type="radio"/>	<input type="radio"/>
Public swimming pool	<input type="radio"/>	<input type="radio"/>
Indoor recreational facilities	<input type="radio"/>	<input type="radio"/>
Outdoor court/oval/pitch	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>
Theatre/Cinema	<input type="radio"/>	<input type="radio"/>
Casino Community and Cultural Centre	<input type="radio"/>	<input type="radio"/>
Playground	<input type="radio"/>	<input type="radio"/>
Cycling facility/bike path	<input type="radio"/>	<input type="radio"/>
Skate facility	<input type="radio"/>	<input type="radio"/>
Park	<input type="radio"/>	<input type="radio"/>
Beach	<input type="radio"/>	<input type="radio"/>
None of these	<input type="radio"/>	<input type="radio"/>

Q5b. Which of the following events have you or members of your household attended in the last 12 months? Please answer yes or no as I read each one. Prompt

- | | |
|--|---|
| <input type="radio"/> Beef Week | <input type="radio"/> Primex |
| <input type="radio"/> Evans Head Fishing Classic | <input type="radio"/> Evans Head Malibu Classic |
| <input type="radio"/> Coraki Art Prize | <input type="radio"/> Great Eastern Fly-In |
| <input type="radio"/> Bentley Art Prize | <input type="radio"/> Australia Day |
| <input type="radio"/> Crankfest Xtreme | <input type="radio"/> Lion's Club Christmas Carols |
| <input type="radio"/> Carnivale Italiano (New Italy's Anniversary Day) | <input type="radio"/> Quota Art, Craft & Quilt Fair |
| <input type="radio"/> Casino Garden Show & Flower Fair | <input type="radio"/> Woodburn Orchid Show |
| <input type="radio"/> Windara Community's Father's Day Pig Races | <input type="radio"/> Casino Spring Orchid Show |
| <input type="radio"/> St Marks Anglican Church Spring Fair | <input type="radio"/> Woodburn Riverside Festival |
| <input type="radio"/> Casino Show | <input type="radio"/> Bushman's Heritage Festival |
| <input type="radio"/> Camp Oven Festival | <input type="radio"/> Disc Bowls Festival |
| <input type="radio"/> Seafood Bowling Carnival | <input type="radio"/> Evans Head Ocean Swim |
| <input type="radio"/> Woodburn Bridge to Bridge | |
| <input type="radio"/> Scripture Union Beach Mission – Evans Head | <input type="radio"/> None of these |

Q6. What do you think is the best thing about living in the Richmond Valley region?

Thinking about living in the region:

Q7a. How satisfied are you with the police presence in the Richmond Valley local area?

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

Q7b. Why do you say that?

Q8a. Have you been a victim of crime in the past 12 months?

- ☐ Yes
☐ No **(If no, go to Q9)**

Q8b. (If yes), what was the nature of the crime(s)?

- ☐ The threat of physical force/violence
☐ Actual physical force/violence
☐ Burglary or stealing
☐ Motor vehicle related crime
☐ Other (specify) _____

Council is looking for community feedback on a number of issues.

Airport

Richmond Valley Council is in a rare position, in that it has two air strips that are currently being underutilised. Both air strips play a part within Council's economic development plans, and feature as key physical attributes that can be used advantageously to attract and foster new business to Richmond Valley.

Council is considering developing a master plan for the aviation precinct cluster in and around Casino Aerodrome, which includes:

- (i) Supporting and increasing all relevant activities at the Aerodrome
- (ii) Transforming the Aerodrome so it becomes one of the focal points for Casino, which would be advantageous for the community and for attracting visitors to the local area

Q9. How supportive are you of Council facilitating the growth of such an aviation precinct in and around the Casino Aerodrome?

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

Council wishes to gain feedback about the community's views on future development plans.

Q10a. Council believes economic development needs to be a central focus if the Richmond Valley region is to prosper and grow.

Examples of this would be:

- The purchase of land to develop the Settlers housing estate in Casino
- Purchasing suitable land for industrial subdivision purposes.

As part of this, Council will develop and implement planning controls to ensure protection of prime agricultural land and public lands. How supportive are you of Council owning and developing industrial, commercial and residential land in the local area so as to promote and facilitate progress and expansion?

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

Q10b. Why do you say that?

Q11a. Another example of planned economic development involves Council backing the primary local industry of Richmond Valley - the beef industry – by upgrading the Casino Saleyards. How supportive are you of Council making this upgrade its number one infrastructure priority?

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

Q11b. Why do you say that?

Q12a. Were you aware Council appointed a new General Manager 12 months ago and subsequently new Executive Managers have also been brought onto the team?

- ☐ Yes
- ☐ No

Q12b. This new team's goal is to improve the efficiency, effectiveness and culture of Council. How would you rate their performance in terms of making these changes over the past 12 months ?

- ☐ Very effective
- ☐ Effective
- ☐ Somewhat effective
- ☐ Not very effective
- ☐ Not at all effective
- ☐ I don't know (do not prompt)

Q12c. Why do you say that?

Section E – Demographic & Profiling questions

Thinking about where you shop in the local area

Q13a. Where do you do the bulk of your retail spending?

- | | |
|-------------------------------|----------------------------------|
| <input type="radio"/> Lismore | <input type="radio"/> Woodburn |
| <input type="radio"/> Casino | <input type="radio"/> Evans Head |
| <input type="radio"/> Ballina | <input type="radio"/> Grafton |
| <input type="radio"/> Coraki | <input type="radio"/> Gold Coast |

Q13b. Access to services and facilities is an important issue for residents in our local area. Sometimes the role Council plays in these broader issues is limited, as Local Government neither controls nor is likely to influence all of these issues, however, where relevant, Council may have an advocacy and educative role. What services and facilities do you feel Council needs to be prioritising in order to improve the quality of life for residents in the Richmond Valley LGA?



Q14. Please stop me when I read out your age group.

- ☐ 18 – 24
- ☐ 25 – 34
- ☐ 35 – 49
- ☐ 50 – 64
- ☐ 65 years and over

Q15. How long have you lived in the Richmond Valley area? Prompt

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

Q16. Which of the following best describes the house where you are currently living? Prompt

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

Q17. Do you currently volunteer your time within the community?

- ☐ Yes
- ☐ No

Q18. Have you ever conducted any studies at Southern Cross University?

- ☐ Yes
- ☐ No
- ☐ I intend enrolling in the future

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

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

Q19a. Would you be interested in registering your interest?

- ☐ Yes
- ☐ No (If no, go to end)

Q19b. (If yes), May I please confirm your contact details?

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

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

Q20. Gender (determined by voice):

- ☐ Male
- ☐ Female

Council contact –Tracy Akerman 02 6660 0225.

THANK YOU FOR YOUR ASSISTANCE

