



Richmond Valley Community Survey Results

Prepared By: Micromex Research

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Richmond Valley Council wishes to obtain a robust and representative measure of community sentiment to a range of questions.

The 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 measure community attitudes towards a range of key issues

To facilitate this, Micromex Research was contracted to develop 2 surveys that would effectively analyse attitudes and trends within the community.

- Survey 1 was conducted between 14th & 25th February 2012 with n=400 residents
- Survey 2 was conducted between 7th & 13th March 2013 with n=300 residents

The scope of this consultation provides Council with research findings that they can confidently assert reflect the attitudes of the broader community



How To Interpret Rating Scores

Ratings questions

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

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

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

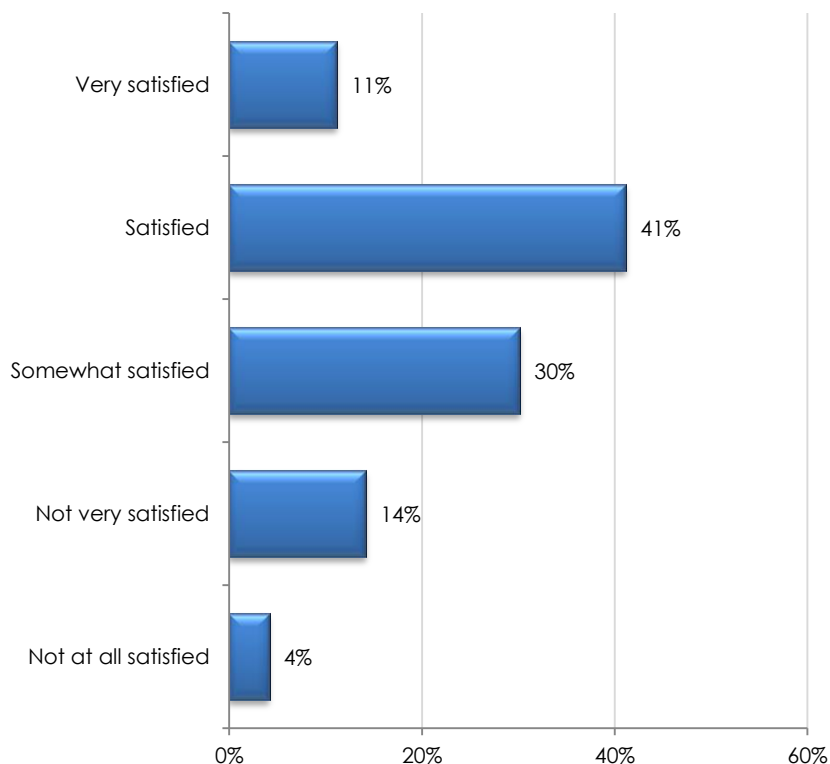
Only respondents who rated a service/facility a 4 or 5 in importance were asked to rate their satisfaction with that service/facility





82% Of Residents Indicated That They Are At Least Somewhat Satisfied With The Overall Performance Of Council

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



	Overall	Male	Female
Mean ratings	3.41	3.51	3.32

	Township	Village	Rural suburb
Mean ratings	3.42	3.49	3.33

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

Exceeds the All Of NSW & Regional mean scores



Richmond Valley Council Residents Are More Satisfied Than Our LGA Benchmark Score For 9 Of The 17 Comparable Measures, And Below The Benchmark For 3 Comparable Measures

Service/Facility	Richmond Valley Council Satisfaction Scores	Regional Satisfaction Benchmark
Above the Benchmark		
Council libraries	4.4	4.2
Household garbage collection	4.2	4.0
Swimming pools	3.9	3.7
Overall satisfaction with the way contact was handled	3.9	3.8
Community centres and facilities	3.9	3.6
Availability and maintenance of sporting ovals, grounds and facilities	3.8	3.7
Town centre cleaning	3.5	3.4
Maintaining footpaths, kerbing and guttering	3.2	2.9
Maintaining local roads	2.8	2.6
Equal to the Benchmark		
Overall satisfaction with Council**	3.4	3.4
Council provision of information to residents	3.2	3.2
Encouraging recycling	3.8	3.8
Opportunities to participate in Council's decision making process	3.0	3.0
Drainage and flood mitigation	3.3	3.2
Below the Benchmark		
Protecting bushland and waterways	3.3	3.5
Overall satisfaction with the level of communication Council has with the community	3.3	3.5
Protection of heritage buildings and items	3.5	3.6

Generally positive performance



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 step analysis process on the stated importance and rated satisfaction data, after which, we conducted a another level of analysis.

This was a regression analysis on the data 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:

Identify and understand the hierarchy of community priorities

Inform the deployment of Council resources in line with community aspirations



Performance Gap Analysis (Explanation)

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 Richmond Valley Council and the expectation of the community for that service/facility.



Performance Gap Analysis

Ranking	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.53	2.77	1.76
2	Economic development and local employment	4.57	2.95	1.62
3	Financial management	4.52	3.08	1.44
4	Availability of car parking in town centres	4.44	3.06	1.38
5	Long term town planning for the Richmond Valley Council area	4.40	3.12	1.28
6	Community consultation	4.37	3.10	1.27
7	Council provision of information to residents	4.39	3.22	1.17
30	Household garbage collection	4.47	4.23	0.24
31	Swimming pools	4.05	3.91	0.14
32	Council libraries	4.22	4.40	-0.18

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



Quadrant Analysis (QA)

Quadrant analysis is a useful tool for planning future directions.

This analysis is completed by plotting the variables on x and y axes.

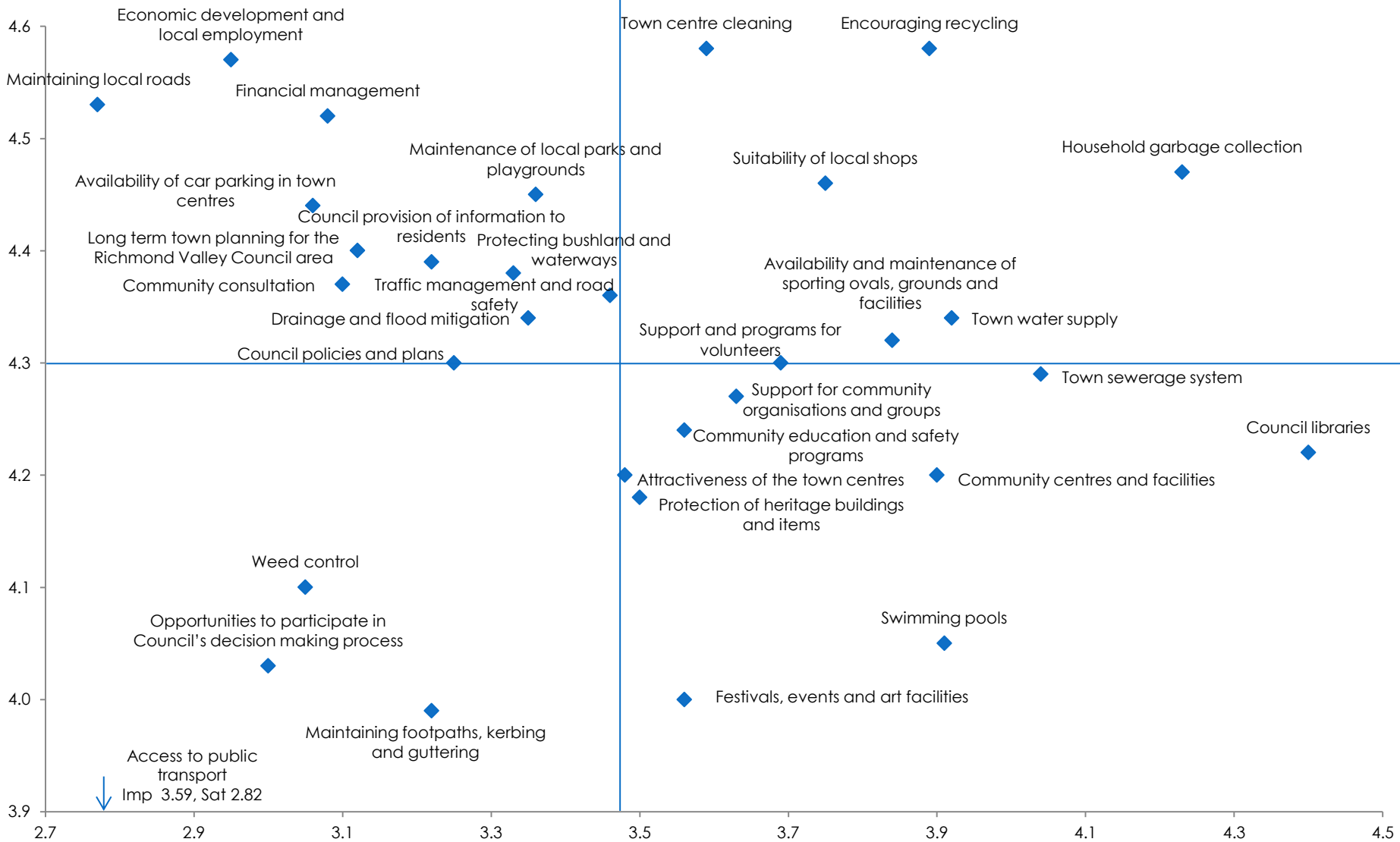
The average stated importance score – 4.30

The average rated satisfaction score – 3.46

Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

IMPROVE
Higher importance
Lower satisfaction

MAINTAIN
Higher importance
Higher satisfaction



NICHE
Lower importance
Lower satisfaction

SECONDARY
Lower importance
Higher satisfaction



Shapley Value Regression

We recently finalised the development of a Council Satisfaction Model.

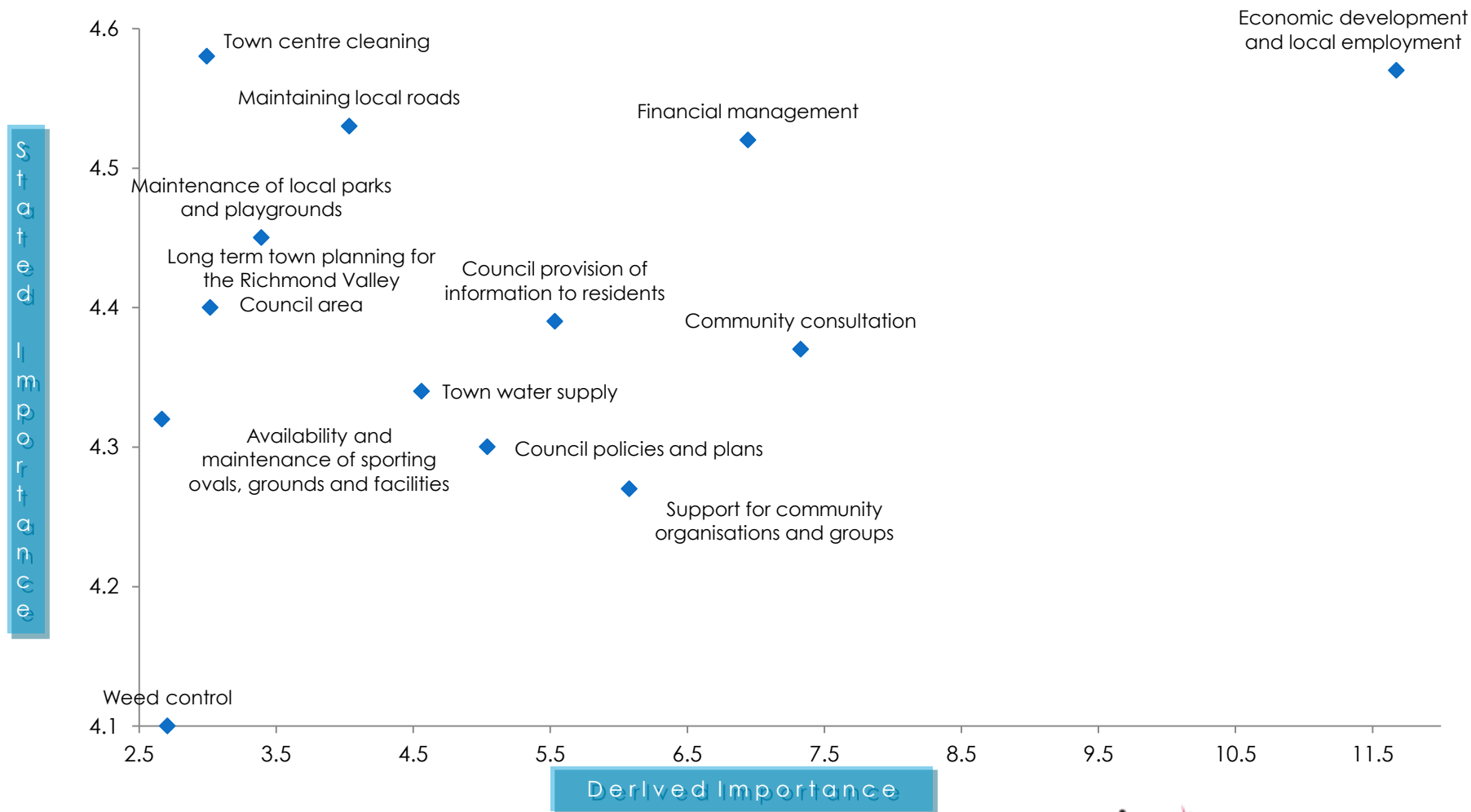
The outcomes proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the Council.

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





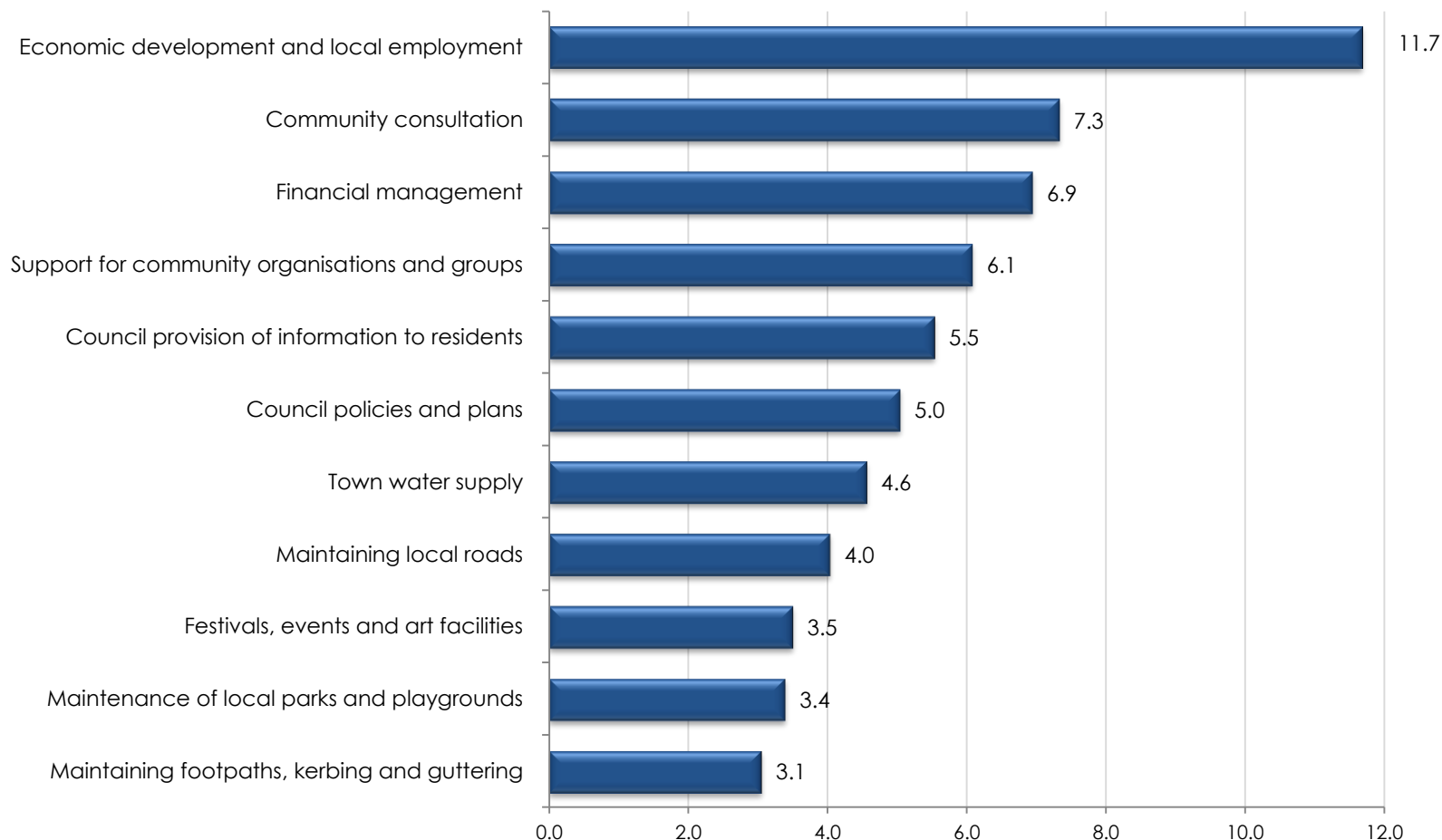
Correlation Between Stated Importance and Derived Importance Is Low



If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction

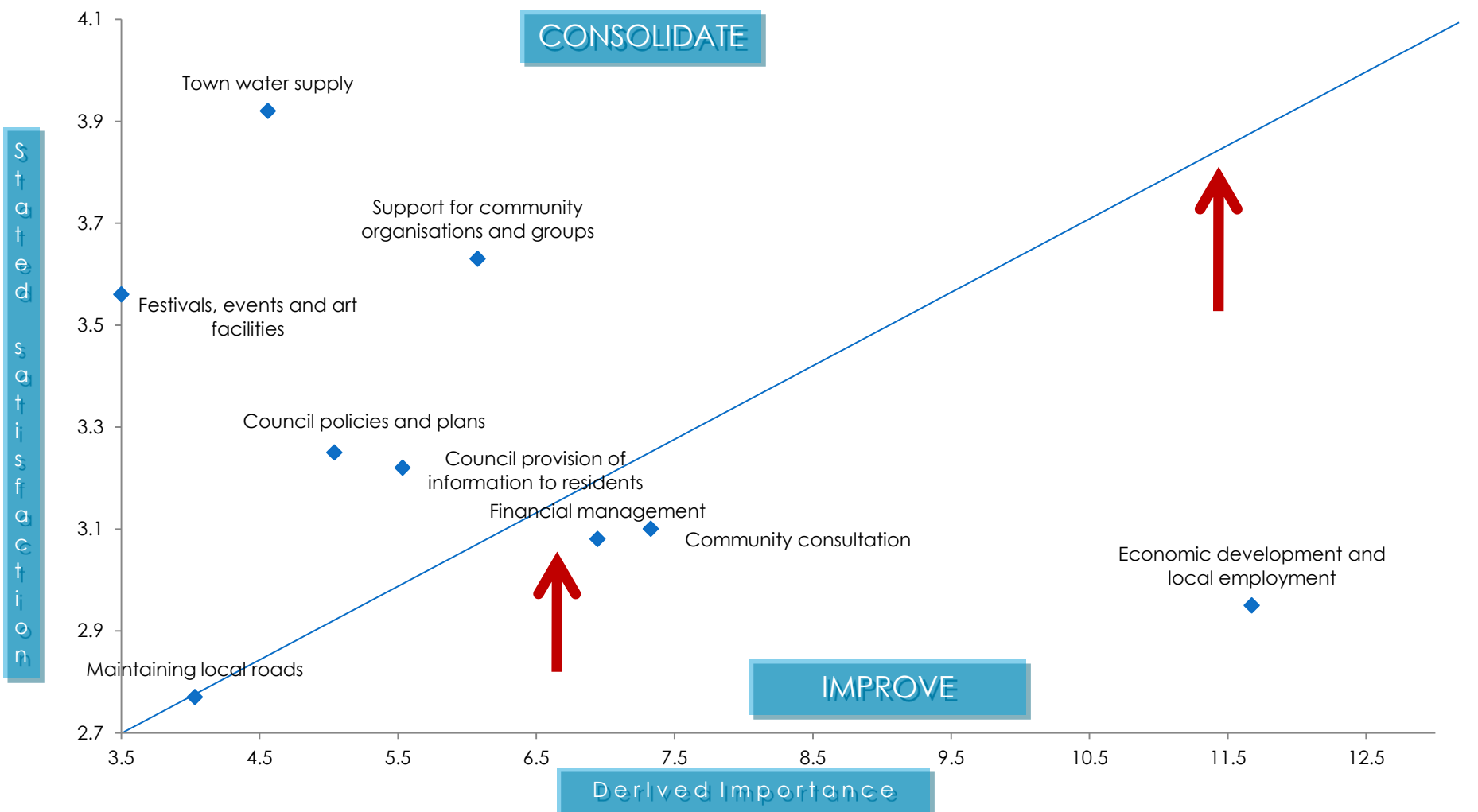


These Top 11 Indicators Contribute Over 60% To Overall Satisfaction With Council





Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The key outcome of this analysis indicates that 'economic development and local employment' is the main priority area from a resident perspective



Summary

From proprietary research conducted by Micromex in the NSW LGA category earlier this year, we have observed that, while Performance (43%) is a major driver of positivity, a council's Vision (32%) and Values (25%) are also critical contributors to image perceptions. The best rated NSW councils have the capacity to engage and respond to their communities in a competent fashion.

The fact that Richmond Valley Council exceeded the whole of NSW LGA brand benchmarks score indicates that it is performing better than most in this measure. Satisfaction with the performance of Richmond Valley Council is in line with our Micromex Community Satisfaction Regional LGA benchmark.

From an outcome perspective, it is apparent that the community feels that Council needs to assist in driving economic development and employment, whilst governing in a collaborative and transparent manner with the community.



Next Steps

Based on the outcomes of this survey, we recommend that Richmond Valley Council consider the following:

1. Continue to be focused on planning for the future economic viability of the region, specifically with regard to local employment. Assess community expectations and desires with regard to 'economic development and local employment'. What does this mean to residents? What sort of information/action do residents want in this area?
2. Community consultation/information and the support of community organisations are key drivers of resident satisfaction, Council needs to continue to focus on identifying methods of both informing, collaborating and supporting the local community. How can Council implement methods and mediums that could better inform/ engage/ empower the local community?
3. Explore the area of 'financial management'. What does this mean to residents? Look to identify community concern(s) regarding this issue
4. Clarify and communicate Council's commitment to the town water supply and maintaining local roads



Additional Results



Residents Indicated That The Highest Priority Issues Facing The LGA Are Employment And Coal Seam Gas

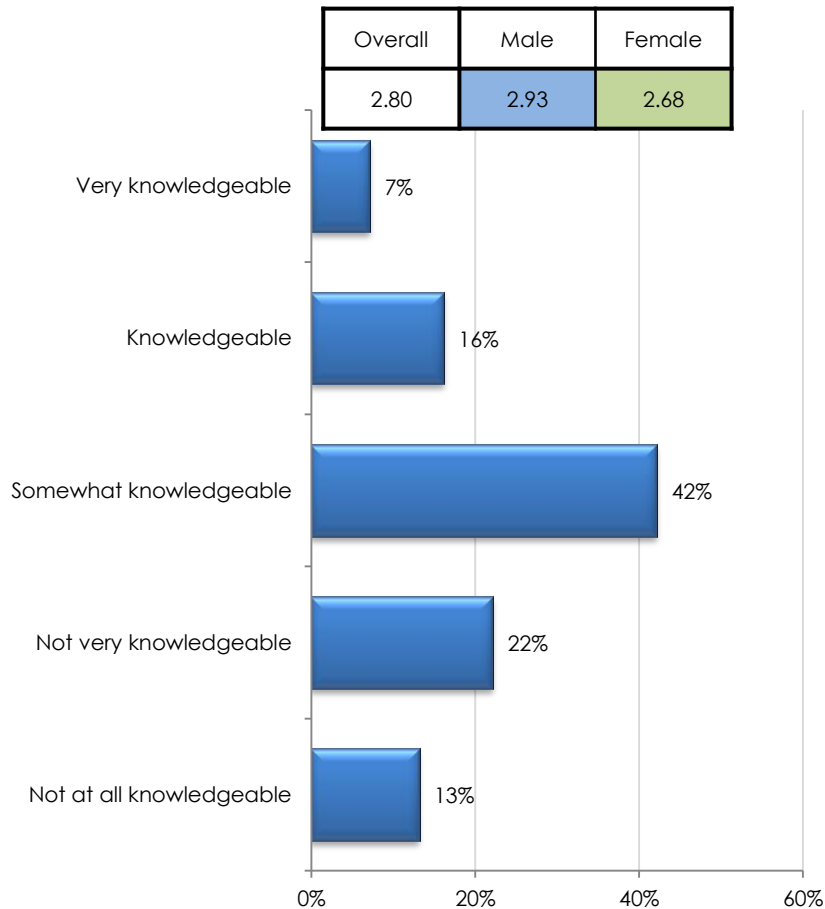
Thinking about the next 5 years, what do you think are the highest priority issues facing the Richmond Valley local government area?



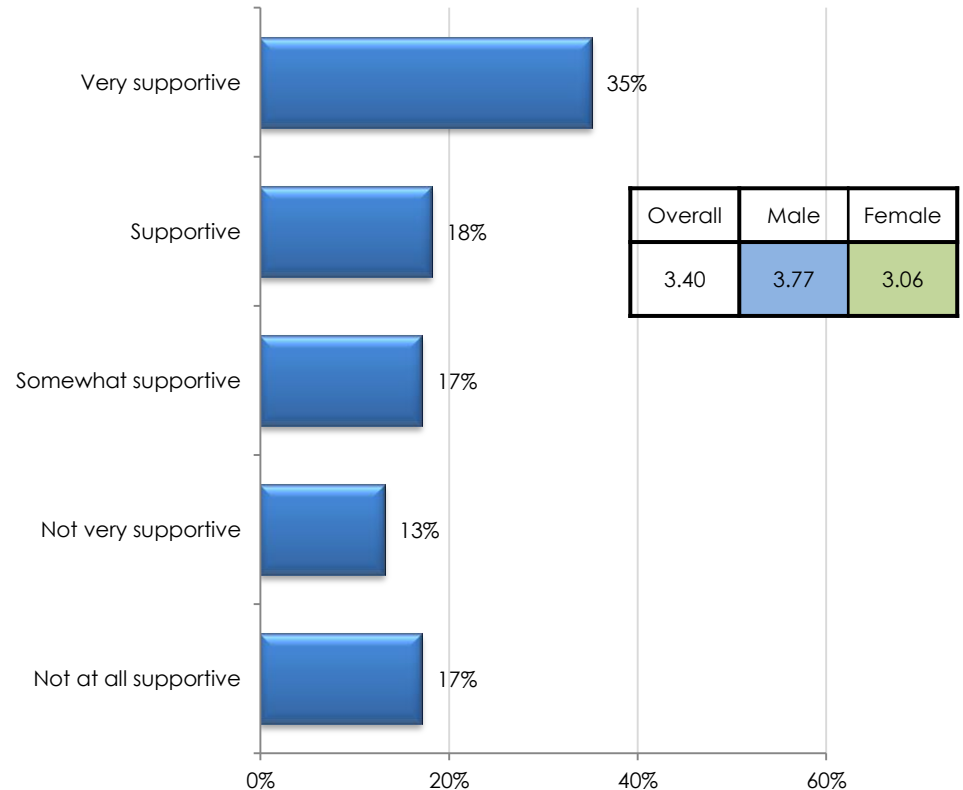


Overall, Residents Rated Their Current Knowledge Of The Coal Seam Gas Industry As Moderately Low

Q. How would you describe your current level of knowledge of the Coal Seam Gas industry?



Q. If the Coal Seam Gas industry in the Richmond Valley resulted in increased employment; economic welfare for the region and was appropriately regulated and proven to be environmentally safe, how supportive would you be of Richmond Valley Council working with CSG stakeholders and regulators to ensure the community benefit from this industry?

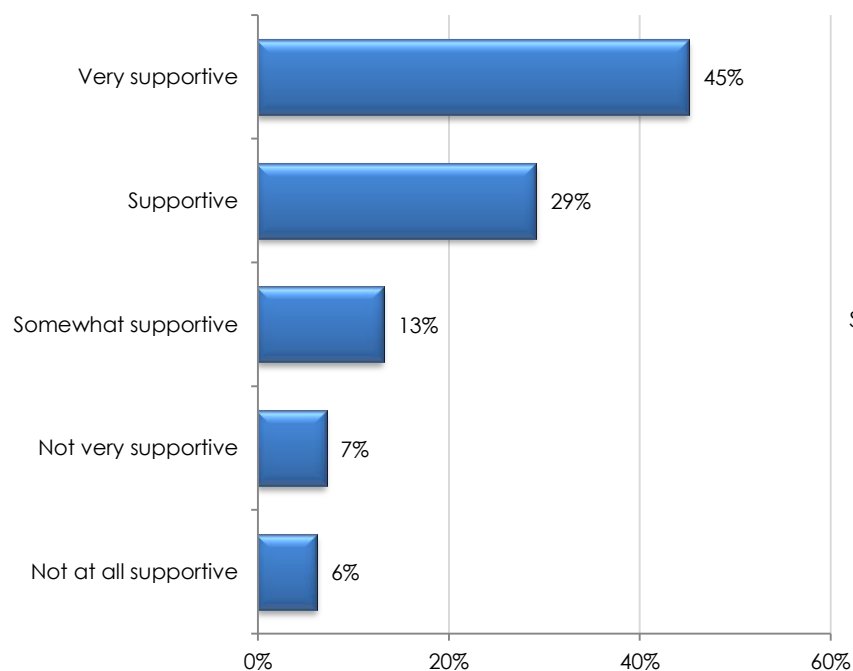


70% of residents are at least 'somewhat supportive' of CSG, provided it resulted in increased employment, economic welfare and was appropriately regulated and proven to be environmentally safe



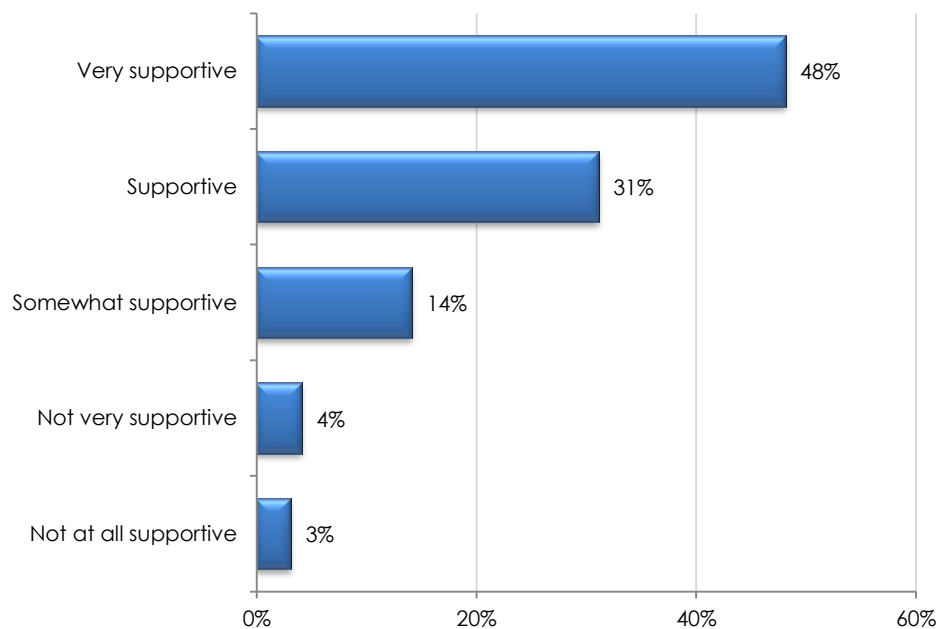
Residents Are Supportive Of The Proposed Aviation Precinct, With 87% 'Somewhat' To 'Very' Supportive Of The Potential To Grow The Aviation Offer At Casino Aerodrome

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



Overall	Male	Female
3.99	4.05	3.93

Q. How supportive are you of Council upgrading the Casino Saleyards and making this upgrade its number one infrastructure priority?

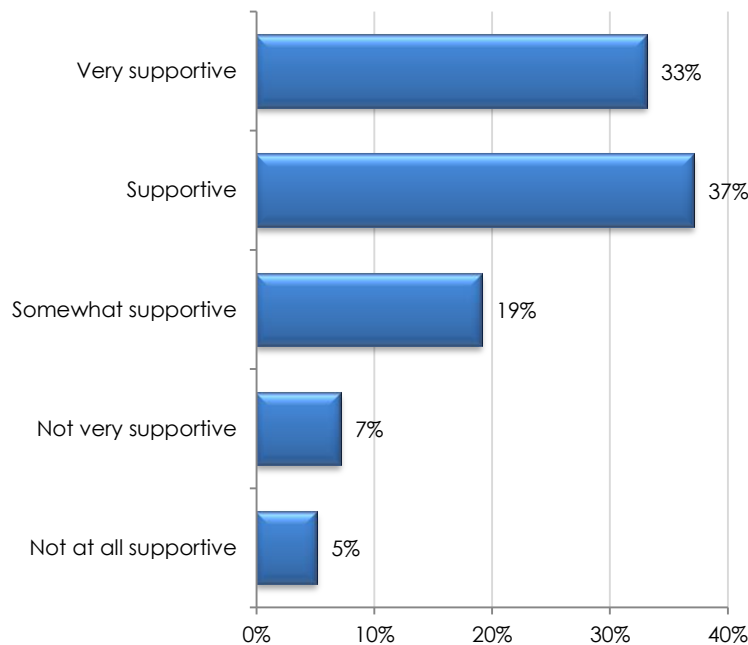


Overall	Male	Female
4.17	4.23	4.12



89% Of Residents Are 'Somewhat' To 'Very' Supportive Of Council Owning And Developing In The Local Area So As To Promote And Facilitate Progress And Expansion

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



Overall	Male	Female
3.84	3.90	3.79

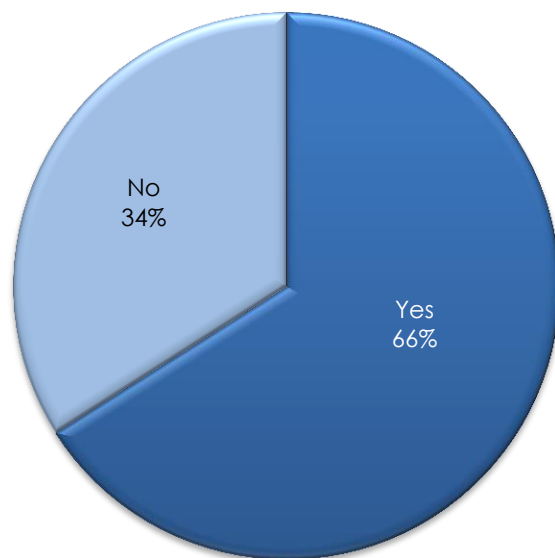


Support was driven by residents indicating that they feel the local community needs to grow if it wishes to prosper/remain viable

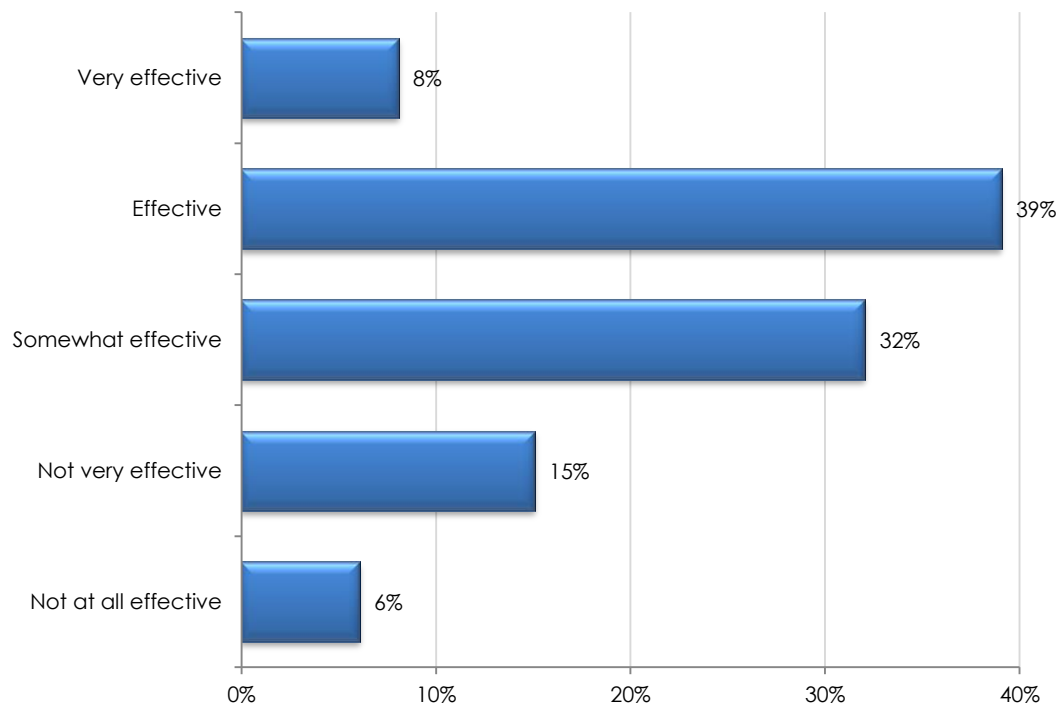


2/3 Of Residents Are Aware That Council Recently Appointed A New Executive Team

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?



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?





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