



Ballina Shire Council

Community Satisfaction Research – 2024

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Date: November 2024

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Research Objectives

Ballina Shire Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Ballina Shire Council local government area (LGA).

Objectives (Why?)

- Understand and identify community priorities for the Ballina Shire Council LGA
- Identify the community's overall level of satisfaction with Council's performance and communication
- Explore resident satisfaction with local services and facilities
- Gauge resident attitudes toward priority areas and the level of focus for the current Community Strategic Plan

Sample (How?)

- Telephone survey (landline N=74 and mobile N=428) to N=502 residents
- We use a 5-point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

Timing (When?)

- Implementation 02nd – 14th October 2024

Methodology and Sample



Sample selection and error

A total of 502 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists, Sample Pages, List Brokers and Lead Lists.

A sample size of 502 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N=502 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%. For example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

Interviewing

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

Data analysis

The data within this report was analysed using Q Professional.

Within the report, **blue** and **red** font colours are used to identify statistically significant differences between groups, i.e., gender, age, etc.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

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

Ratings questions

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

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

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

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

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

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 200 surveys and over 100,000 interviews since 2012.

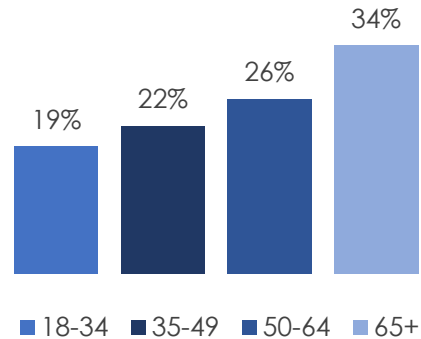
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for the Ballina Shire Council LGA.

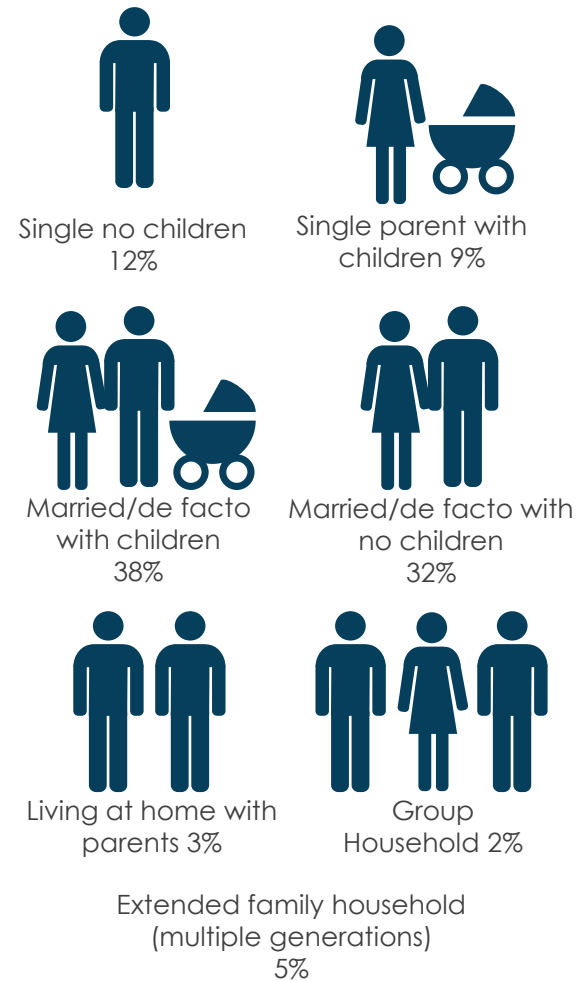
Gender



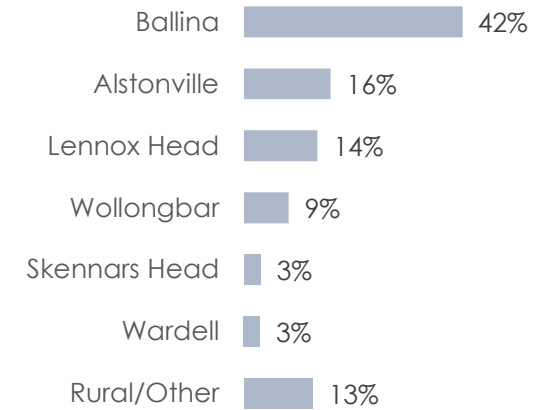
Age



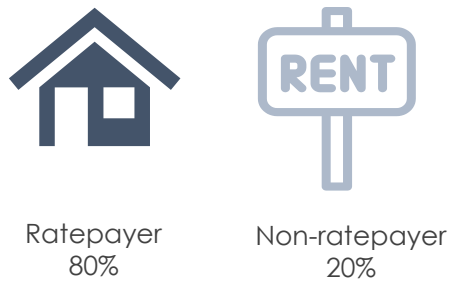
Household type



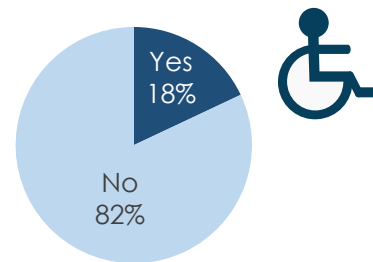
Location



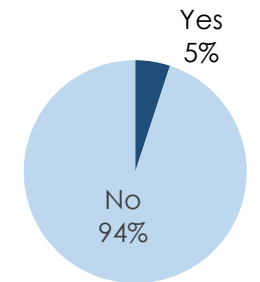
Ratepayer status



Does anyone living in your home identify as living with disability?



Do you identify as being Aboriginal or Torres Strait Islander?

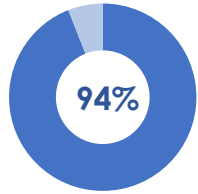


Prefer not to say 1%

Summary Findings

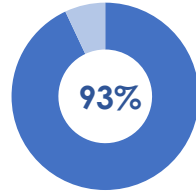


Snapshot Results



Quality of life

Of residents rate their quality of life as good, very good or excellent.



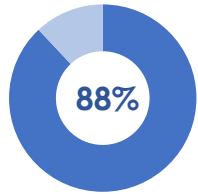
Agreement with "the Area Offers a Good Quality of Life"

Of residents agree or strongly agree that "the area offers a good quality of life".



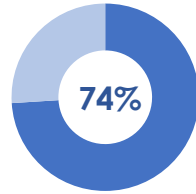
What do residents love?

The natural environment, the convenient location of the area, the sense of community, and the lifestyle/ atmosphere.



Overall Satisfaction

Of residents are at least somewhat satisfied with the performance of Council.



Satisfaction with the Communication

74% of residents are at least somewhat satisfied with the communication from Council.



What do residents think will be the priority areas for the next 10 years?

Management of development and planning, availability and affordability of housing, management of population growth, road maintenance and development.

Top 4 Priority Areas 'Yes' %



97%

Health of our waterways



88%

Community safety and disaster planning



83%

Lobbying State and Federal governments on behalf of our community



82%

Community consultation (increased)

Focus on investment, resourcing or advocacy

Top areas with 55% or more selecting 'more' focus



Satisfaction Scorecard

28 out of 41 (68%) services/ facilities obtained 'good performance' satisfaction scores (80% or more being at least somewhat satisfied).

There is still room for improvement in 'affordable housing' and 'crime prevention and law and order initiatives'.



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Community facilities	Corporate services and management
Parks and sporting facilities	Council's customer service
Libraries	Opportunities to participate in Council decision making
Community centres and public halls	Management of development as the population grows
Quality of town centre and public spaces	Economic development
Swimming pools	Vegetation management
Dog exercise areas	Tourism management
Public toilets	Coastline management
Beaches and foreshores	Financial management
Boating facilities (recreation/professional)	Festival and event management
Arts, culture and entertainment facilities	Environmental and sustainability initiatives
Playgrounds	Long term planning
Infrastructure	Heritage conservation
Roads	Human services
General garbage collection	Childcare services
Recycling options	Youth services
Sewerage management and recycled water	Aged services
Cycleways and bicycle facilities	Relationship with indigenous residents
Water supply	Support for volunteers
Parking	Disability access
Drainage/flood management	Affordable housing
Ballina Byron Gateway Airport	Crime prevention and law and order initiatives
Overall health of the Richmond River	

Executive Summary

Ballina Shire Council has performed well across most key indicators. The overwhelming majority of residents have a good quality of life, and strongly agree that the area offers a good quality of life. In 2024, we have observed that many LGAs are seeing declines in their overall satisfaction scores. Compared to 2020-2022, there has been a slight dip in Ballina Council's results, but it remains strong compared to our Coastal Regional Benchmarks.

There has been a noticeable decline in satisfaction with the level of communication. Considering the importance of this measure and other communication/ engagement/ response indicators in driving overall satisfaction, we would recommend continued focus on community interaction for both the administration and elected members. If Council can strengthen these results, we will see a lift in residents' overall satisfaction.

In addition to communication, perceptions around financial management, the management of development and planning (including infrastructure, long-term planning, and economic development), and road maintenance were identified as secondary drivers of overall satisfaction.

Environmental issues and crime prevention are also important. Moving forward, Council could benefit from exploring resident expectations regarding communication, enhancing the saliency of messaging, and increasing transparency around its strategies related to financial management, planning and development, roads, environmental issues, and crime prevention and law and order initiatives.





Section One

Living in the Ballina Shire LGA

This section explores residents' perceptions of living in the Ballina Shire LGA, including their quality of life, most valued aspects of living here, and perceived community priorities.

An aerial photograph showing a residential street. At the top, there's a house with a brown tiled roof. Below it is a paved road with white lane markings and a yellow curb. A concrete sidewalk runs along the road, featuring a white arrow pointing forward and a yellow and black striped hazard sign. Below the sidewalk is a parking lot with several spaces, one of which contains a white car and a blue van. In the foreground, the grey roofs of several houses are visible.

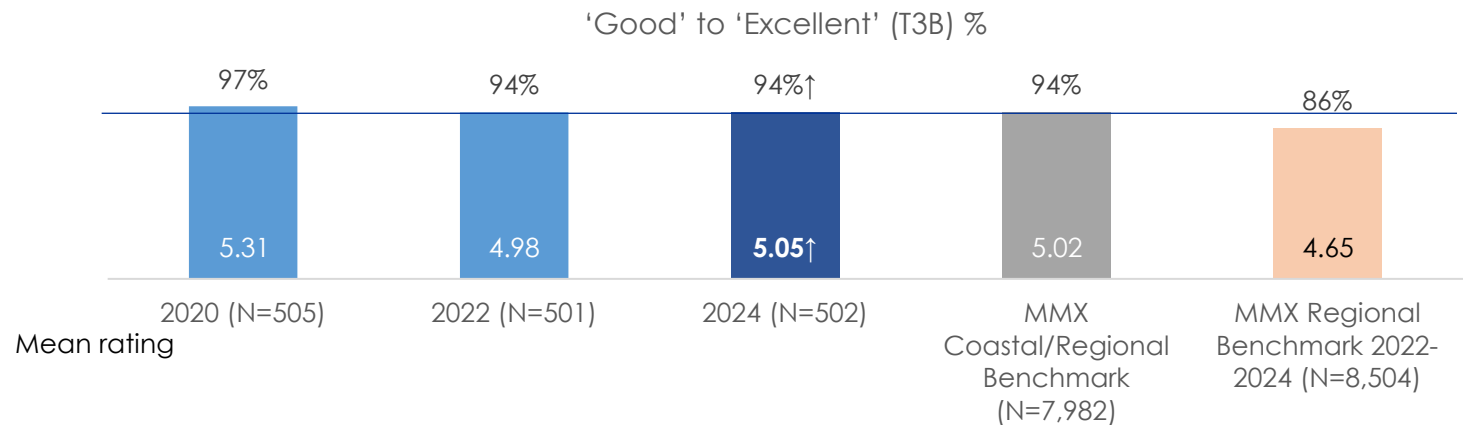
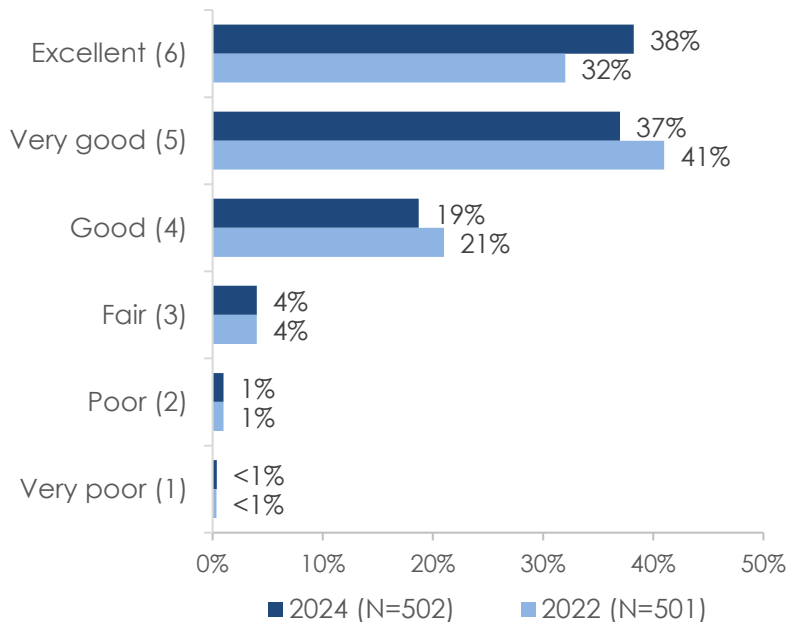
Summary: Living in the Ballina Shire LGA

- 94% of residents rated their quality of life as 'good' to 'excellent', and 93% agree or strongly agree that "the area offers a good quality of life".
- Residents strongly value the natural environment within the area, the convenient location, sense of community, and the relaxing and coastal-rural lifestyle and atmosphere here.
- Priority areas for the next 10 years include:
 - Management of development and planning (26%)
 - Availability and affordability of housing (18%)
 - Management of population growth (8%)
 - Road maintenance and development (7%)

Quality of Life

94% of residents rated their quality of life as 'good' to 'excellent', which is in line with the 2023 result and significantly higher than our Regional Benchmark 2022-2024. Non-ratepayers, residents living with someone with disability, and those located in Ballina are significantly less likely to report a higher quality of life. However, older residents (above 50) and those living in Lennox Head are significantly more likely to report a higher quality of life.

	Overall 2024	Overall 2022	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
T3B%	94%	94%	95%	93%	88%	91%	97%	97%	96%	86%	89%	95%	90%	98%	100%	93%	96%
Mean rating	5.05	4.98	5.16	4.96	4.81	5.04	5.09	5.17	5.14	4.73	4.94	5.08	4.93	5.07	5.61	4.79	5.13
Base	502	501	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66



↑↓ = A significantly higher/lower percentage/rating (compared to the regional benchmark 2022-2024)

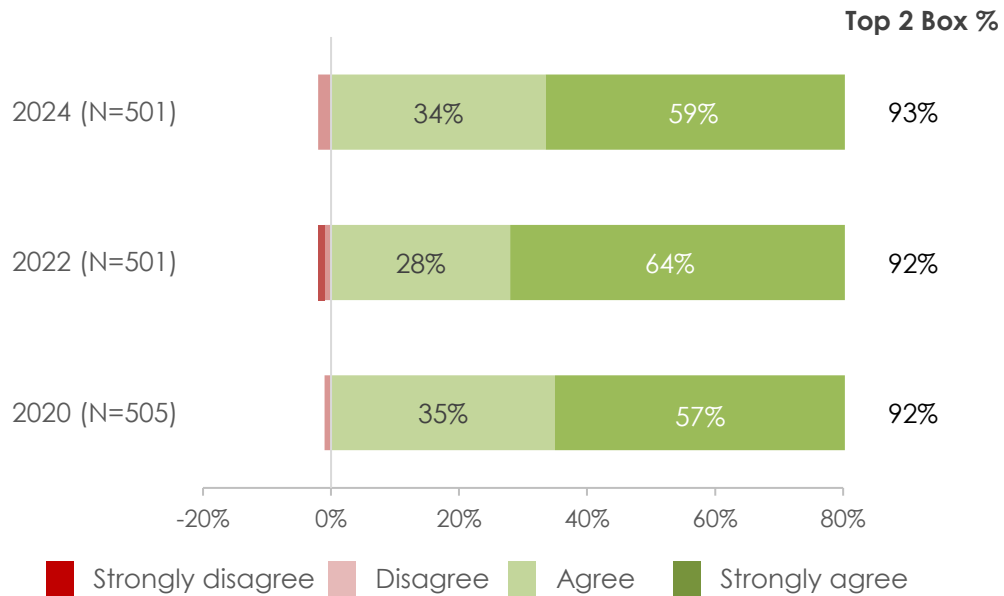
Scale: 1 = very poor, 6 = excellent

A significantly higher/lower percentage/rating (by group) 12

Agreement with “the Area Offers a Good Quality of Life”

A very high proportion of residents (93%) agree or strongly agree that Ballina Shire offers a good quality of life, a sentiment that has remained steady since 2020.

Younger residents and non-ratepayers are significantly less likely to agree.



	Overall 2024	Overall 2022	Gender		Age			
			Male	Female	18-34	35-49	50-64	65+
T2B%	93%	92%	95%	91%	85%	95%	94%	96%
Base	502	501	236	266	95	110	128	169

	Ratepayer status		Anyone in your home identifies as living with disability?		Location				
	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
T2B%	95%	86%	92%	93%	90%	95%	99%	90%	99%
Base	400	102	90	412	209	83	70	74	66

Note: Percentages <5% not shown on chart

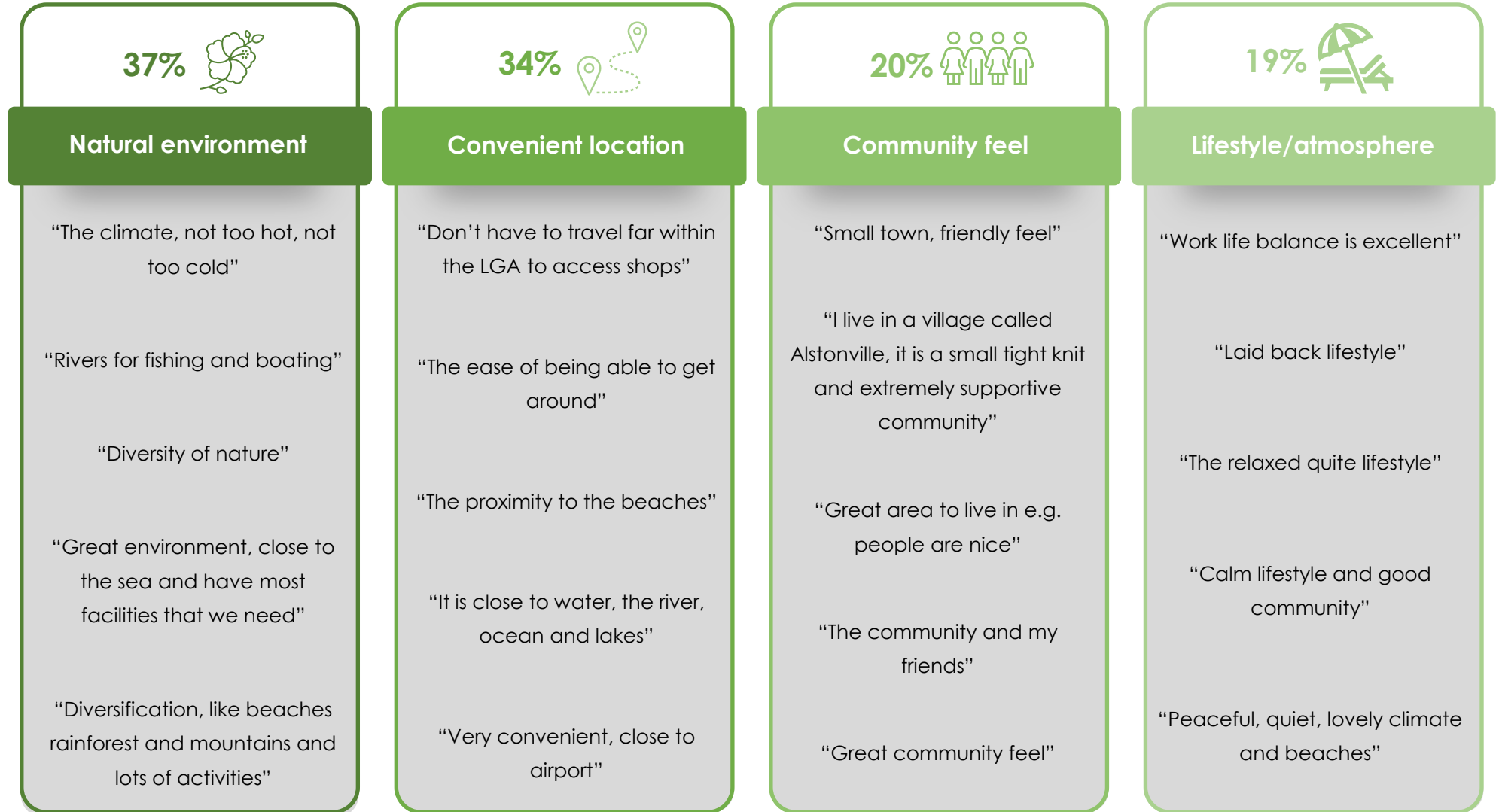
Q10. On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statement “the area offers a good quality of life”

Most Valued Aspects Living in the Ballina Shire LGA

When asked about the most valued aspects of the Ballina Shire LGA, 37% of residents mentioned aspects of the natural environment (e.g. climate, beauty of the area, river).

Further, 33% stated they value the convenient location of the area (e.g. proximity to nature, services/facilities). 20% mentioned community feel (e.g. friendly community, family and friends), while 19% cited the relaxing and rural lifestyle and atmosphere.

A complete list with comparison to 2022 results is shown on the following slide.



Most Valued Aspects Living in the Ballina Shire LGA

The natural environment, location, community feel, and lifestyle/atmosphere remain the most valued aspects of living in the Ballina Shire LGA.

Compared to 2022, significantly more residents stated they value the convenient location and the availability/quality of local services/facilities/activities.

Valued aspects	2024 (N=502)	2022 (N=501)
Natural environment e.g. climate, beauty of the area, river	37%	42%
Convenient location e.g. proximity to nature, services/facilities	34%	21%
Community feel e.g. friendly, family area, togetherness	20%	18%
Lifestyle/atmosphere e.g. peaceful, quiet, relaxed, coastal, rural	19%	20%
Availability/quality of services/facilities/activities	14%	9%
Low population/not over developed	5%	5%
I have always lived here/it is home/nice area	5%	3%
Cleanliness of the area e.g. air quality, town centres	3%	4%
Council do a great job, listen, do good work	2%	3%
Safe area/low crime rate	2%	2%
Less traffic/not too congested	2%	1%
Employment opportunities	<1%	1%
Other	1%	1%
Don't know/nothing	3%	2%

Note: Slight amendments have been made to the code frame this year. Last year's data has been updated to reflect changes

Q2. What do you value most about living in the Ballina Shire area?

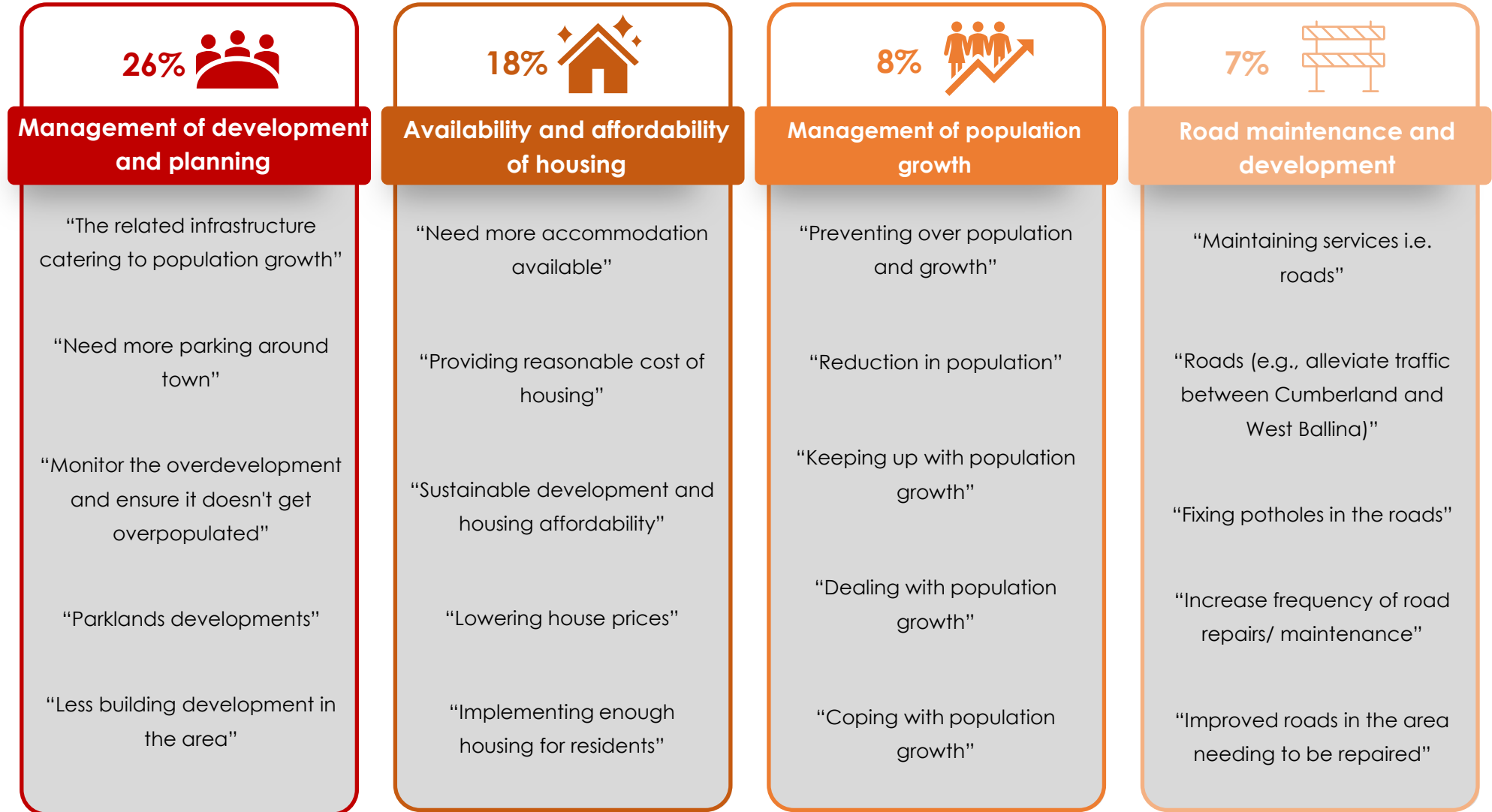
A significantly higher/lower percentage (by year) 15

Most Important Goal for the Area in the Next 10 Years

26% would like to see better management of development and planning (e.g. infrastructure catering to population growth) over the next 10 years.

Other important goals include availability and affordability of housing (18%), the management of population growth (8%) and roads (7%).

A complete list with comparison to 2022 results is shown on the following slide.



Base: N = 502

Note: 'Managing development/planning' and 'infrastructure to meet the needs' have been combined as 'management of development and planning' this year.

Q3. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

Most Important Goal for the Area in the Next 10 Years

Compared to 2022, residents continue to prioritise the management of development and planning. However, significantly more residents mentioned housing, while less cited roads.

Priority issues	2024 (N=502)	2022 (N=501)
Management of development and planning	26%	29%
Affordability and availability of housing	18%	11%
Management of population growth	8%	6%
Road maintenance and development	7%	11%
Traffic management	5%	3%
Flood prevention/drainage systems	5%	6%
Children's/youth services	4%	4%
Environment and sustainability	4%	5%
Recreational facilities/activities/events	4%	5%
Community safety/crime prevention	3%	2%
Beaches/coastal/waterways management	3%	1%
Management of Council	3%	1%
Affordability of rates/cost of living	2%	1%
Services for homeless	2%	0%
Aged care services	2%	1%
Support for business/employment opportunities	1%	2%
Sense of community	1%	2%
Council is doing a good job and should continue offering the same level of services/facilities	1%	1%
Community consultation/engagement	1%	<1%
Bike paths/walkways	1%	2%
Water quality and supply	1%	<1%
Cleanliness/beautification of the area	1%	<1%
Promoting tourism	<1%	1%
Balancing needs of the whole community	<1%	<1%
Other	1%	1%
Don't know/nothing	3%	4%

Note: 'Managing development/planning' and 'infrastructure to meet the needs' have been combined as 'management of development and planning' this year. Last year's data has been updated to reflect changes

Q3. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

A significantly higher/lower percentage (by year) 17



Section Two

Performance of Council

This section explores resident's overall satisfaction with Council and communication efforts.

Summary: Performance of Council

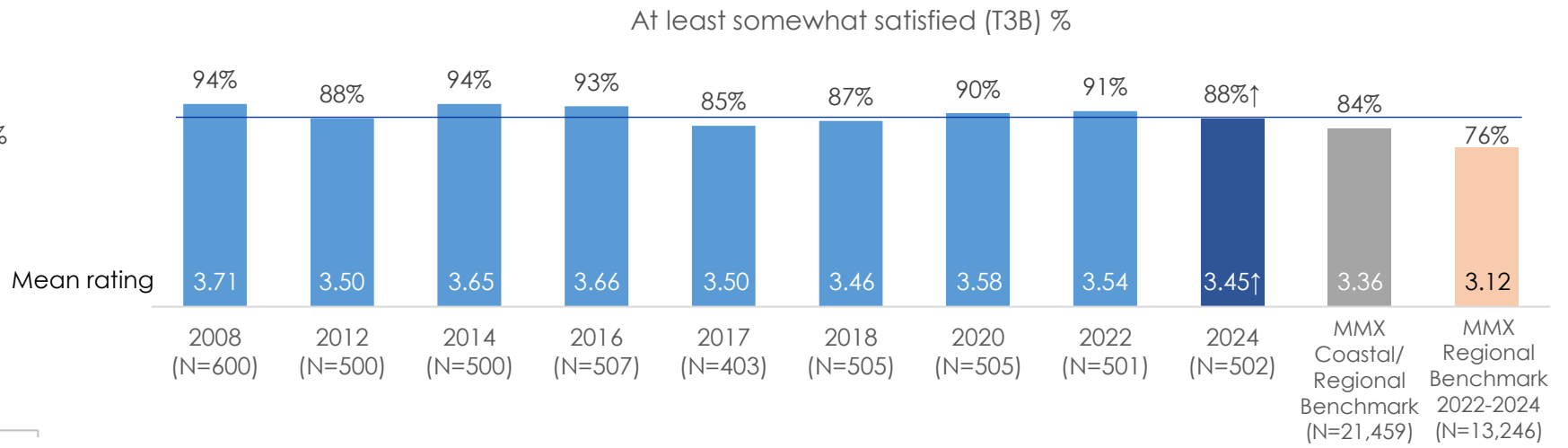
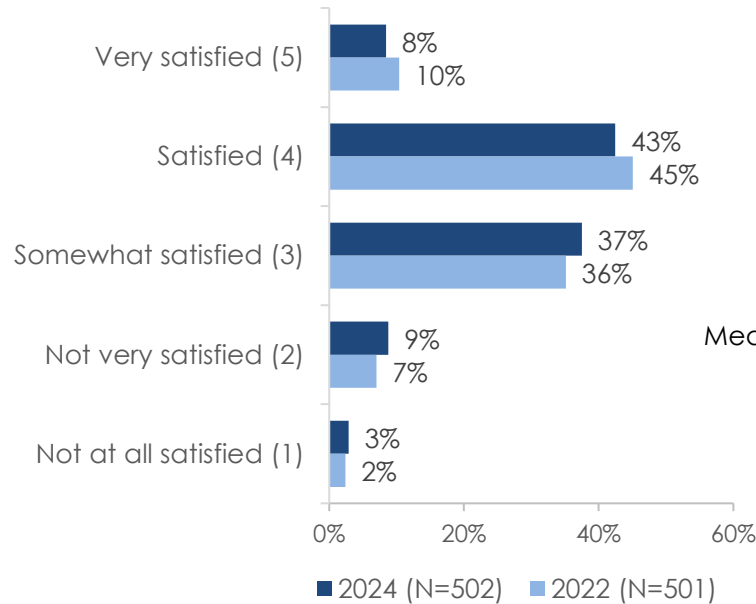


- 88% of residents are at least somewhat satisfied with the performance of Council, which is consistent with previous years.
- 73% of residents reported that their level of satisfaction has remained the same over the last 12 months, while 10% reported an increase and 17% reported a decrease.
 - Those who reported an increase in their satisfaction are seeing improvements whilst those who reported a decline noted a need for improved communication efforts, general maintenance and service delivery.
- 74% of residents are at least somewhat satisfied with the level of communication from Council, which has softened from 2022. This was reflected in drops in satisfaction across communication efforts, more so for involving residents (-6%).

Overall Satisfaction with the Performance of Council

88% of residents are at least somewhat satisfied with the performance of Council, which has remained stable since 2018 and slightly higher than our Coastal/Regional Benchmark. Notably, when compared to our most recent Regional Benchmark from 2022 to 2024, Ballina Shire Council's performance is significantly higher, indicating that Council has been doing a better job recently despite a declining trend across regional areas in NSW. Older residents are significantly more likely to be satisfied.

	Overall 2024	Overall 2022	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
T3B%	88%	91%	88%	89%	88%	86%	86%	92%	90%	84%	86%	89%	87%	93%	90%	84%	90%
Mean rating	3.45	3.54	3.41	3.48	3.28	3.41	3.35	3.65	3.45	3.43	3.38	3.46	3.47	3.48	3.53	3.26	3.48
Base	502	501	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66



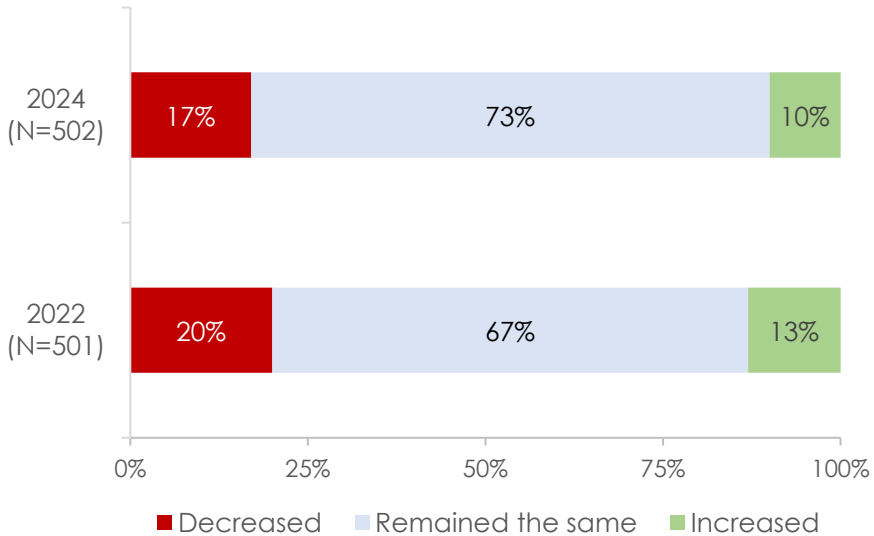
↑↓ = A significantly higher/lower percentage/rating (compared to the regional benchmark 2022-2024)

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower rating (by group)

Change in Overall Satisfaction

73% of residents reported that their level of satisfaction has remained the same over the last 12 months, significantly higher than in 2023. Meanwhile, 10% of residents stated they have experienced an improvement in their overall satisfaction with the performance of Council in the past year, while 17% reported a decrease.

Males are significantly more likely to report an increase, while ratepayers and residents living with someone with disability are significantly more likely to report a decrease.



	Overall 2024	Overall 2022	Gender		Age			
			Male	Female	18–34	35–49	50–64	65+
Increased	10%	13%	14%	7%	13%	10%	10%	9%
Remained the same	73%	67%	68%	78%	81%	70%	69%	74%
Decreased	17%	20%	18%	15%	6%	20%	21%	17%
Base	502	501	236	266	95	110	128	169

	Ratepayer status		Anyone in your home identifies as living with disability?		Location				
	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Increased	9%	16%	9%	10%	9%	12%	18%	10%	5%
Remained the same	72%	78%	64%	75%	79%	75%	63%	58%	82%
Decreased	19%	6%	27%	14%	13%	14%	19%	32%	13%
Base	400	102	90	412	209	83	70	74	66

A significantly higher/lower percentage (by year/group)

Reasons for the Change in Overall Satisfaction: Top Mentions

The main reasons for reporting an increase in overall satisfaction centred around Council's better communication and management, and improvement in services and facilities.

Conversely, decline in overall satisfaction stem from a lack of maintenance and improvement in services/facilities and community engagement and communication.

These results indicate a strong impact of residents' satisfaction with communication from Council and services/facilities on overall satisfaction.

Example verbatims: Increase

"We have had a more effective Council"

"Their communications have been quite good, so I have better awareness of what's been done by the council in Ballina"

"Upgrades of certain infrastructure and planning for the two bridges of west and north Ballina is good"

Example verbatims: Decrease

"Can't see any necessary improvements"

"A lack of communication with the community"

"Time taken for development approvals"

Reason	N = 502
Increase (10%)	
Community engagement/communication	3%
Council management/Councillors/Mayor are doing a good job	3%
Improving/maintaining services/facilities	2%
Manage roads/road maintenance well	1%
Council customer service	1%
Cleanliness/beautification	1%
Lennox Head upgrades	1%
Remained that same (73%)	
Lack of change/Lack of noticeable improvements	31%
Already doing a great job	11%
Community engagement/communication needs improvement	7%
Maintaining services/facilities, nothing much has changed	5%
Don't interact with Council	5%
Development/planning	4%
Flood management/drainage	4%
Decrease (17%)	
Lack of maintenance/improvements needed across services/facilities	4%
Community engagement/communication needs improvement	4%
Development restrictions/timing	3%
Council management	2%
Flood management/drainage	2%
No focus on community needs	2%

Q9a. Overall, for the last 12 months, would you say your level of satisfaction with the performance of Council has increased, decreased, or remained the same?

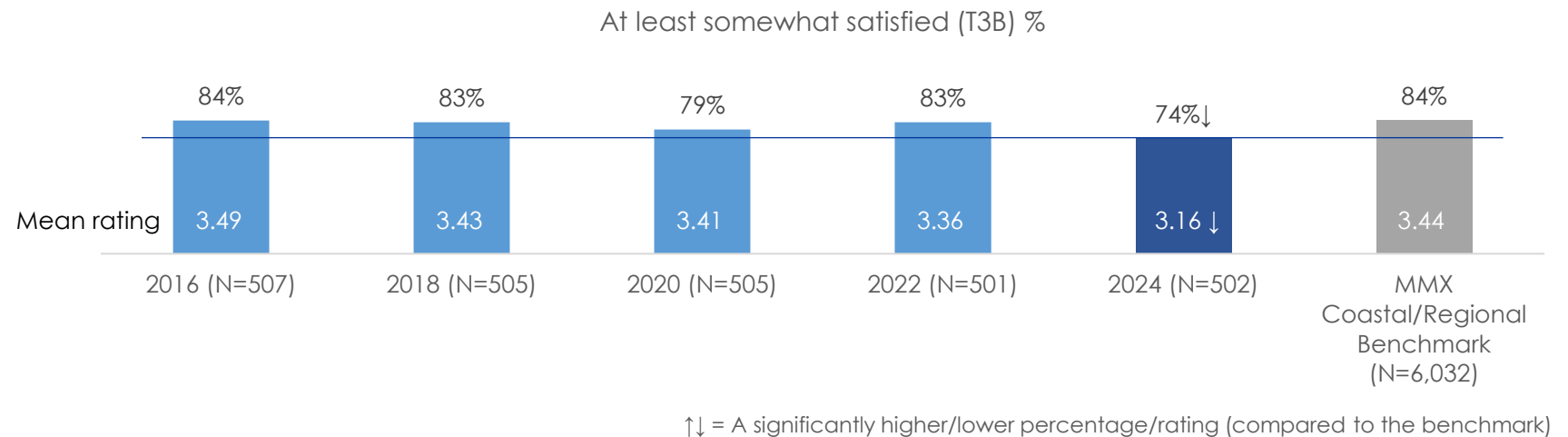
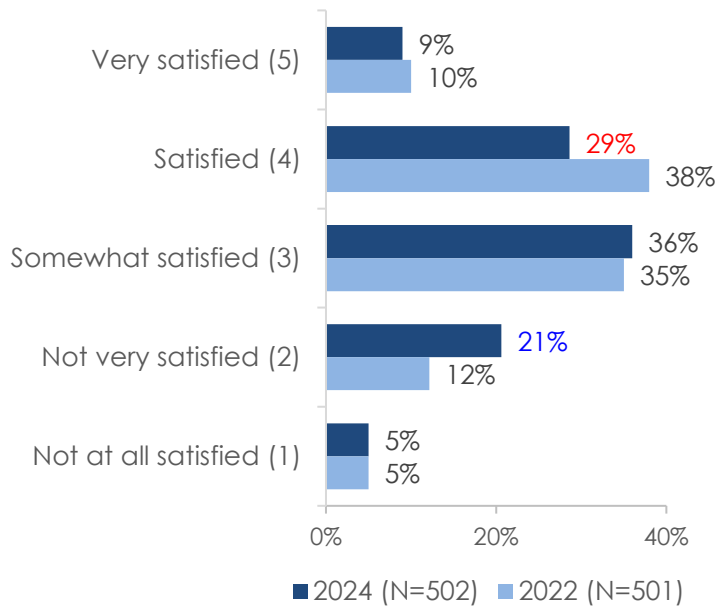
Q9b. What is your reason for giving that rating?

Please see Appendix 1 for the full list of results 22

Satisfaction with the Level of Communication

74% of residents are at least somewhat satisfied with the level of communication from Council, which has softened from 2022 and is significantly lower than our Coastal/Regional Benchmark. Older residents (65+) are significantly more likely to be satisfied.

	Overall 2024	Overall 2022	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
			Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
T3B%	74%	83%	72%	76%	60%	72%	77%	81%	73%	76%	68%	75%	75%	77%	83%	64%	70%
Mean rating	3.16	3.36	3.14	3.18	2.86	3.04	3.22	3.36	3.16	3.16	3.01	3.19	3.15	3.24	3.39	2.94	3.10
Base	502	501	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

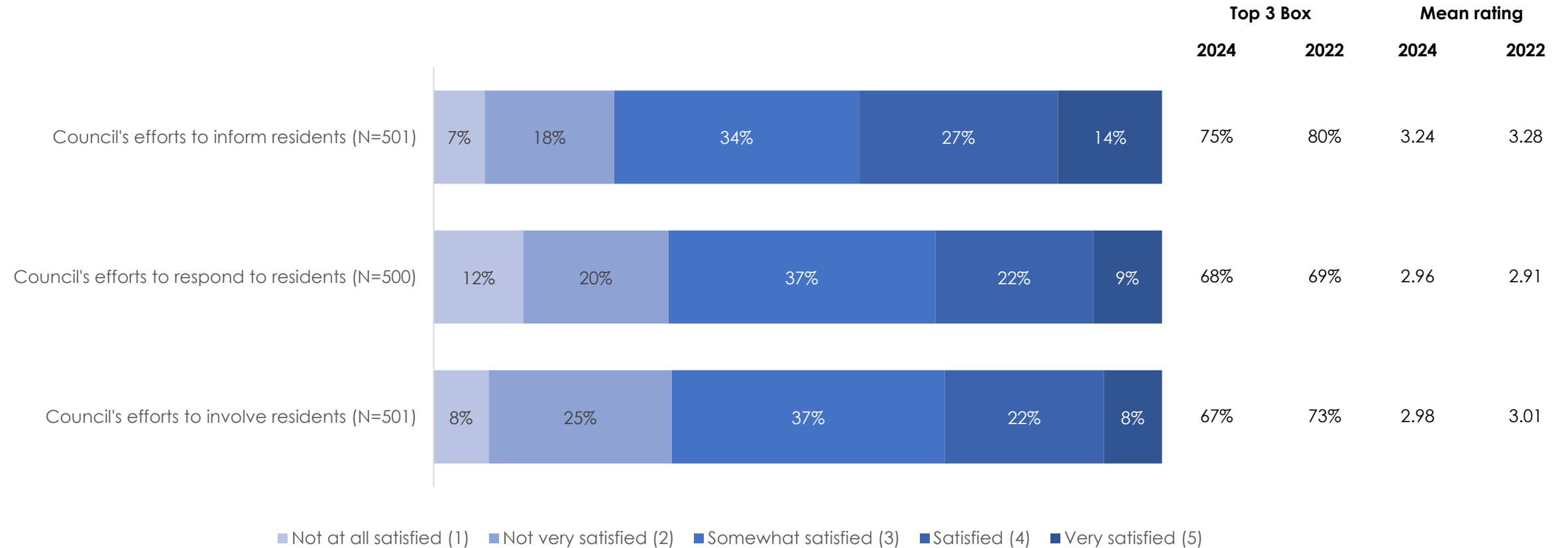


Scale: 1 = not at all satisfied, 5 = very satisfied

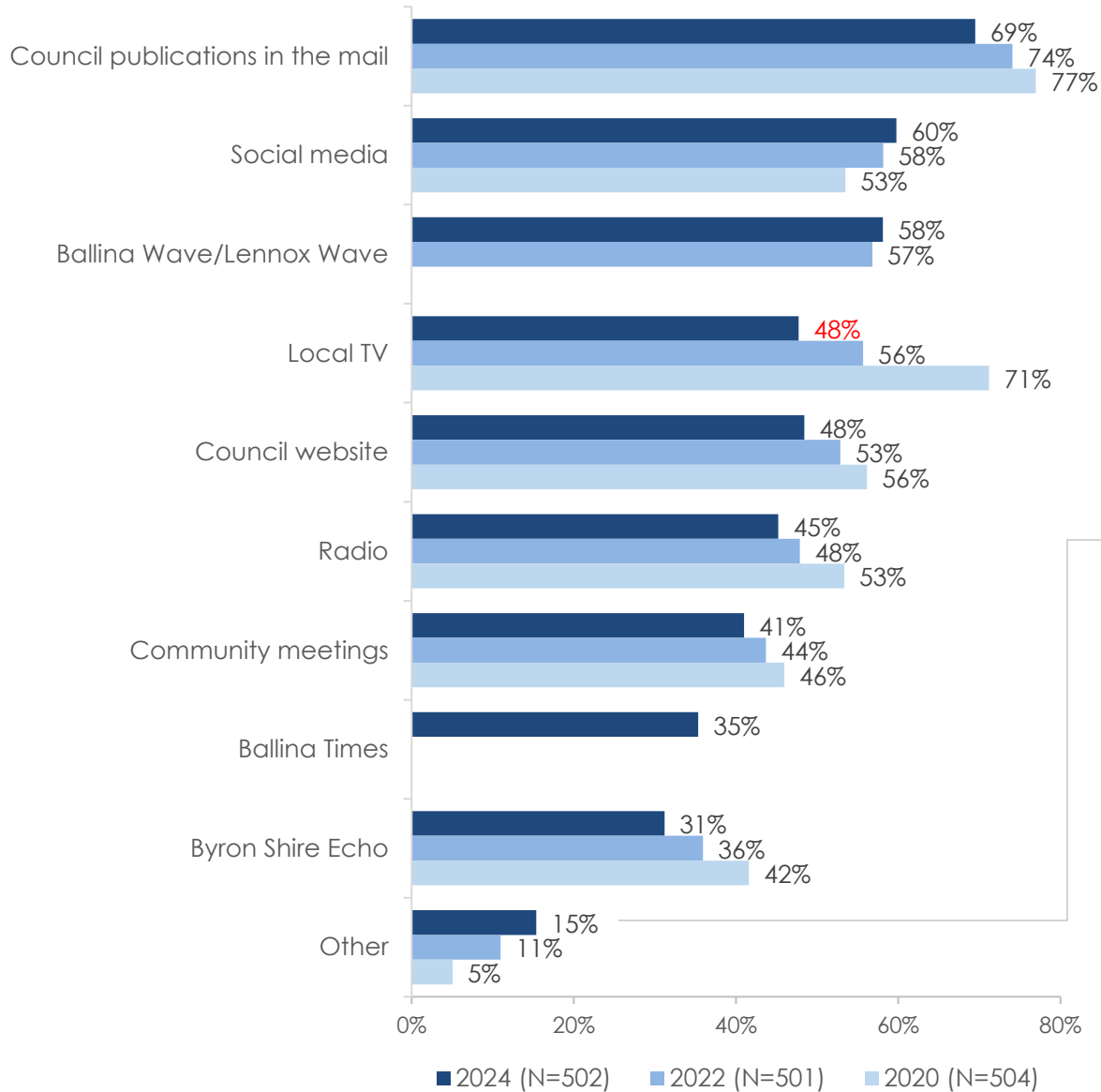
A significantly higher/lower percentage/rating (by year/group) 23

Satisfaction with the Efforts to Communicate with Residents

Satisfaction levels for all measures have slightly softened since 2022, with the highest for Council's efforts to inform residents (75% being at least somewhat satisfied). Those living in 'other towns' were significantly less likely to be satisfied with the Council's efforts to communicate with residents.



Preferred Methods of Being Informed of Council News and Activities



Although Council publications in mail continues to be the most preferred method of being informed of Council news and activities, there has been a clear decline in its popularity since 2020. However, the proportion of residents citing social media as their preferred information source has shown an upward trend since 2020.

Notably, significantly fewer residents mentioned local TV compared to 2022, with this cohort decreasing from 71% to 48% (-23%) since 2020.

Younger residents are significantly more likely to prefer social media, while non-ratepayers are more likely to prefer local TV and the Ballina Times.

Other specified 2024	Count
Email/enewsletter	53
Direct mail	10
Letterbox drops/flyers	4
Local newspaper	3
Face to face with Councillors	2
Posters/banners/billboards	2
Word of mouth	2
SMS/text message	2
Community events	1
Phone calls	1
Yearly report	1
Development applications	1
Anything that doesn't cost the ratepayers	1
None	1

Please see Appendix 1 for results by demographics

Q7. How would you like to be informed of Council news and activities?



Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 41 services and facilities. In this section we explore trends to past research and comparative norms.

Section Three

Summary: Council Services/Facilities

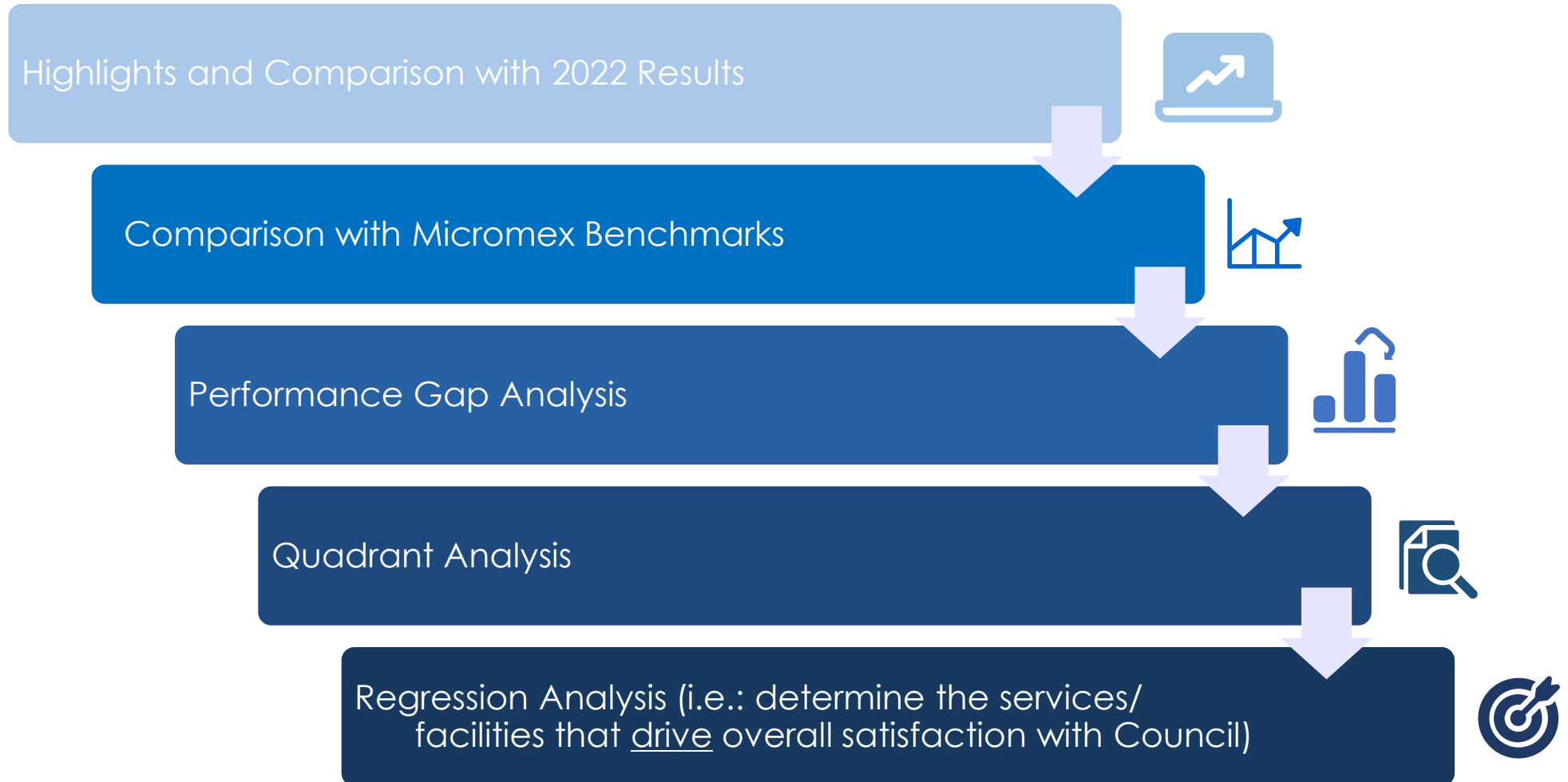


- What is most important to Ballina Shire residents:
 - Roads
 - Beaches and foreshores
 - General garbage collection
- Largest gaps in performance (importance score minus satisfaction score):
 - Affordable housing
 - Crime prevention and law and order initiatives
 - Management of development as the population grows
- Compared to the Coastal/Regional Benchmark, areas with lower levels of satisfaction for Ballina Shire residents include:
 - Crime prevention and law and order initiatives
 - Festival and event management
 - Overall health of the Richmond River
 - Drainage/flood management
 - Youth services
- Largest drivers of overall satisfaction with Council include (based on original regression model):
 - Council's customer service
 - Financial management
 - Management of development as the population grows
 - Roads
 - Opportunities to participate in Council decision making

Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 41 Council-provided services and facilities – the equivalent of 82 separate questions!

We have utilised the following techniques to summarise and analyse these 82 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. Overall health of the Richmond River, crime prevention and law and order initiatives, and the management of development as the population grows received higher importance scores but lower satisfaction scores.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Roads	98%	4.83
Beaches and foreshores	96%	4.75
General garbage collection	94%	4.74
Overall health of the Richmond River	93%	4.71
Crime prevention and law and order initiatives	93%	4.70
Management of development as the population grows	93%	4.69
Long term planning	93%	4.68

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Boating facilities (recreation/professional)	52%	3.36
Libraries	53%	3.50
Dog exercise areas	58%	3.52
Community centres and public halls	58%	3.66
Childcare services	61%	3.64
Festival and event management	61%	3.76

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

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Libraries	97%	4.23
Swimming pools	96%	4.33
Beaches and foreshores	95%	4.16
Ballina Byron Gateway Airport	94%	4.08
Boating facilities (recreation/professional)	94%	3.80

The following services/facilities received the lowest T3 box satisfaction ratings:

Lower satisfaction	T3 Box	Mean
Affordable housing	34%	2.12
Crime prevention and law and order initiatives	57%	2.67
Management of development as the population grows	63%	2.76
Drainage/flood management	63%	2.78
Overall health of the Richmond River	64%	2.84
Festival and event management	66%	2.92

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

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2022.

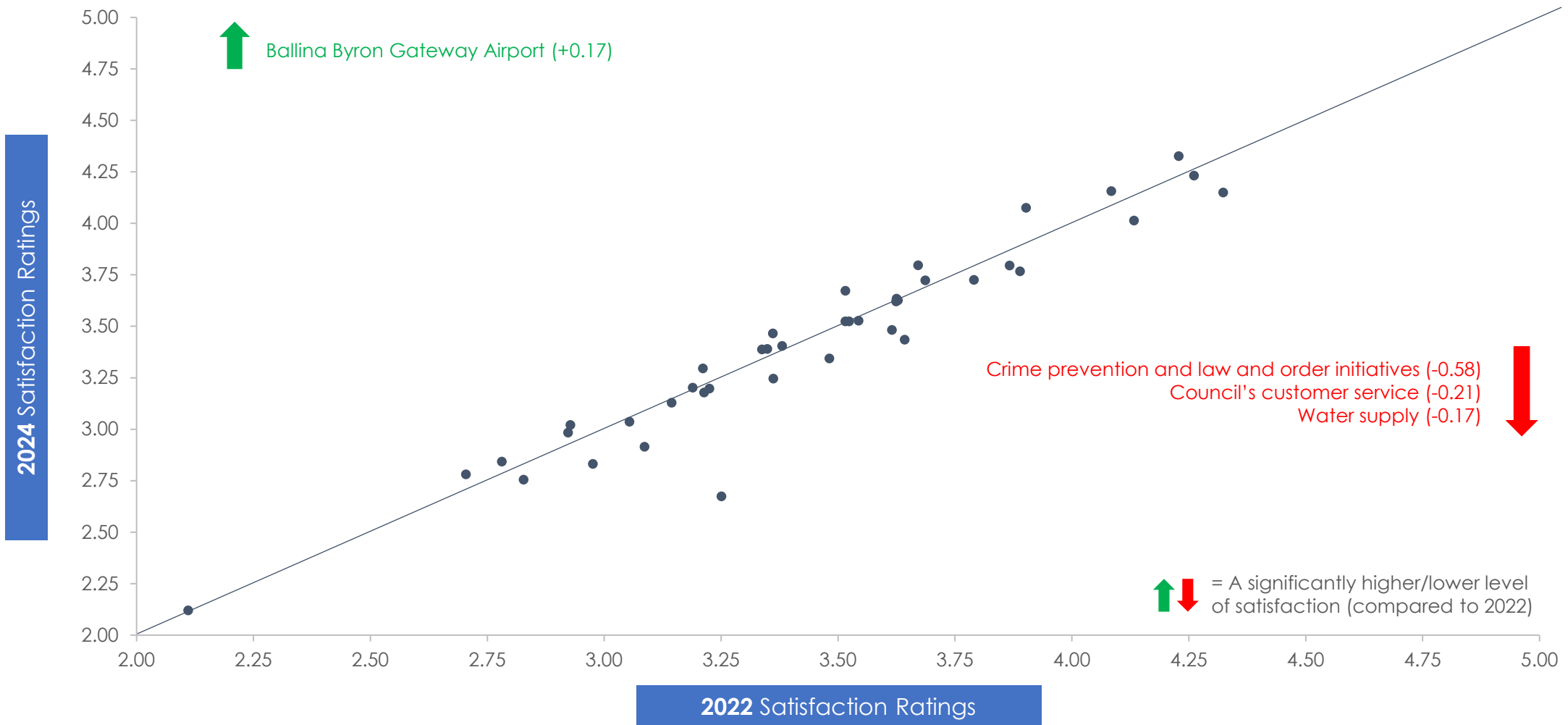
Importance significantly increased for 18 of the 41 comparable services and facilities, while there were no significant decreases in importance the 41 services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

The below chart compares the mean satisfaction ratings for 2024 vs 2022.

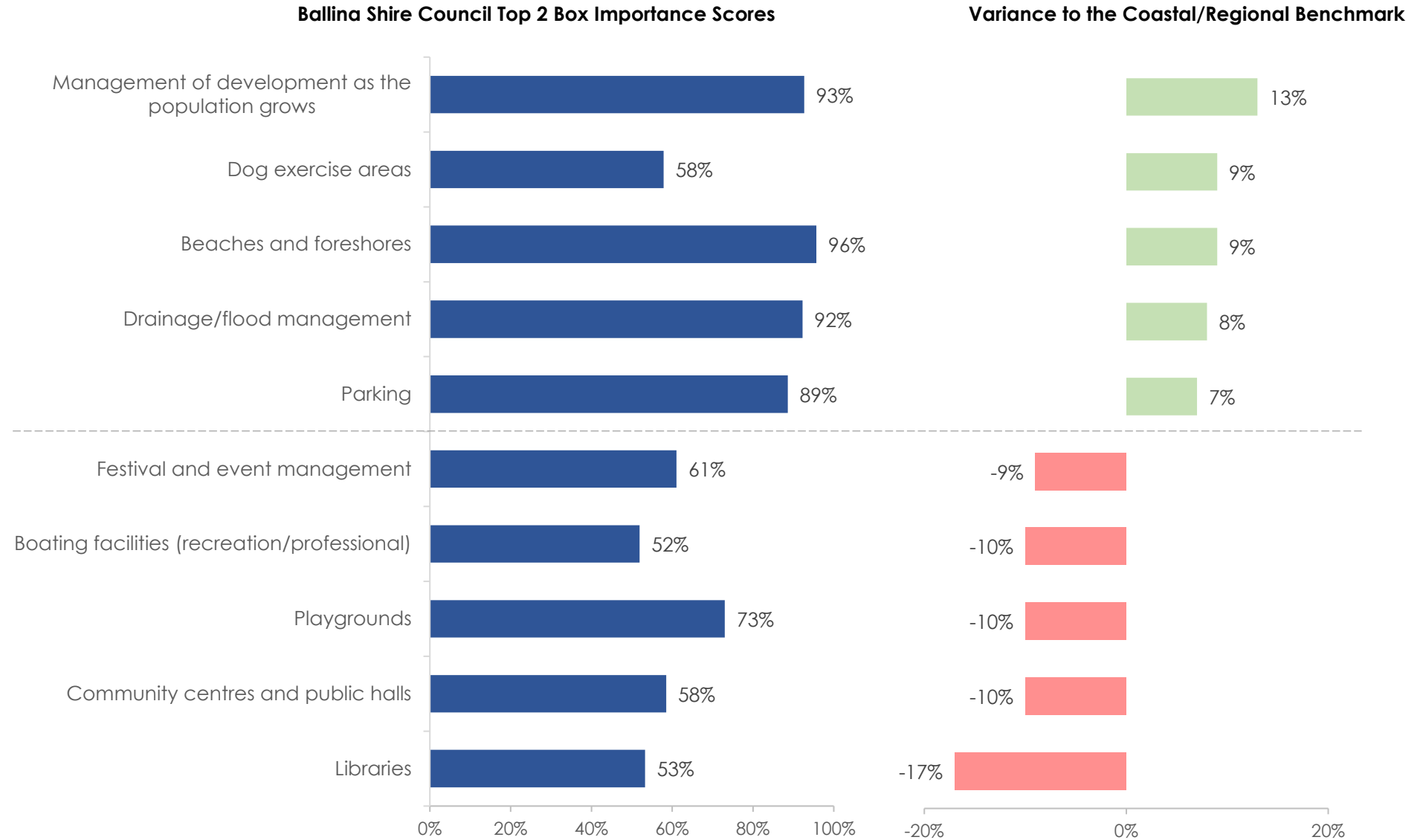
Satisfaction significantly increased for Ballina Byron Gateway Airport, while there were also significant decreases in satisfaction for 3 of the 34 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Ballina Shire Council top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps.

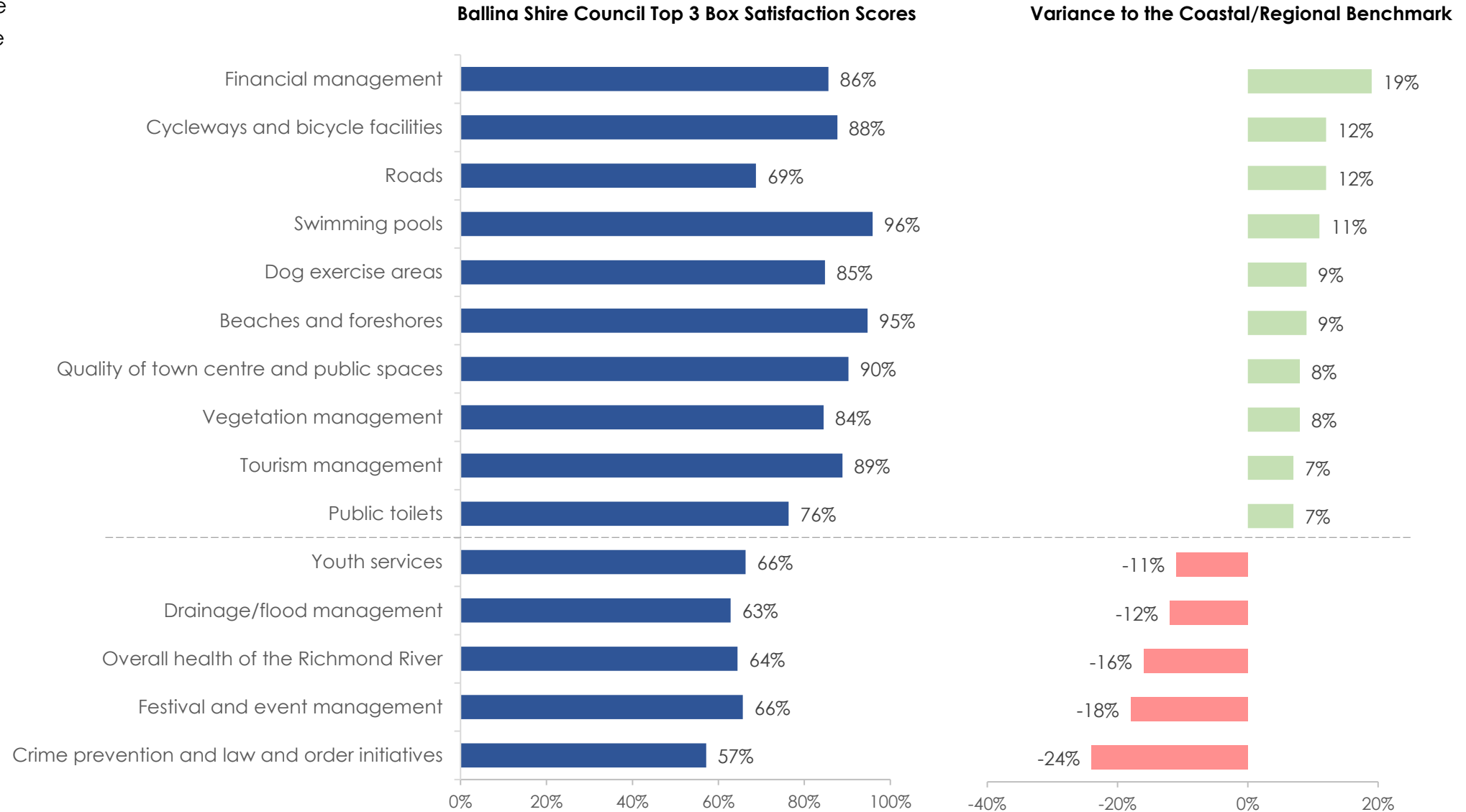


Note: Only services/facilities with a variance of +/- 7% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Ballina Shire Council top 3 box satisfaction scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 7% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

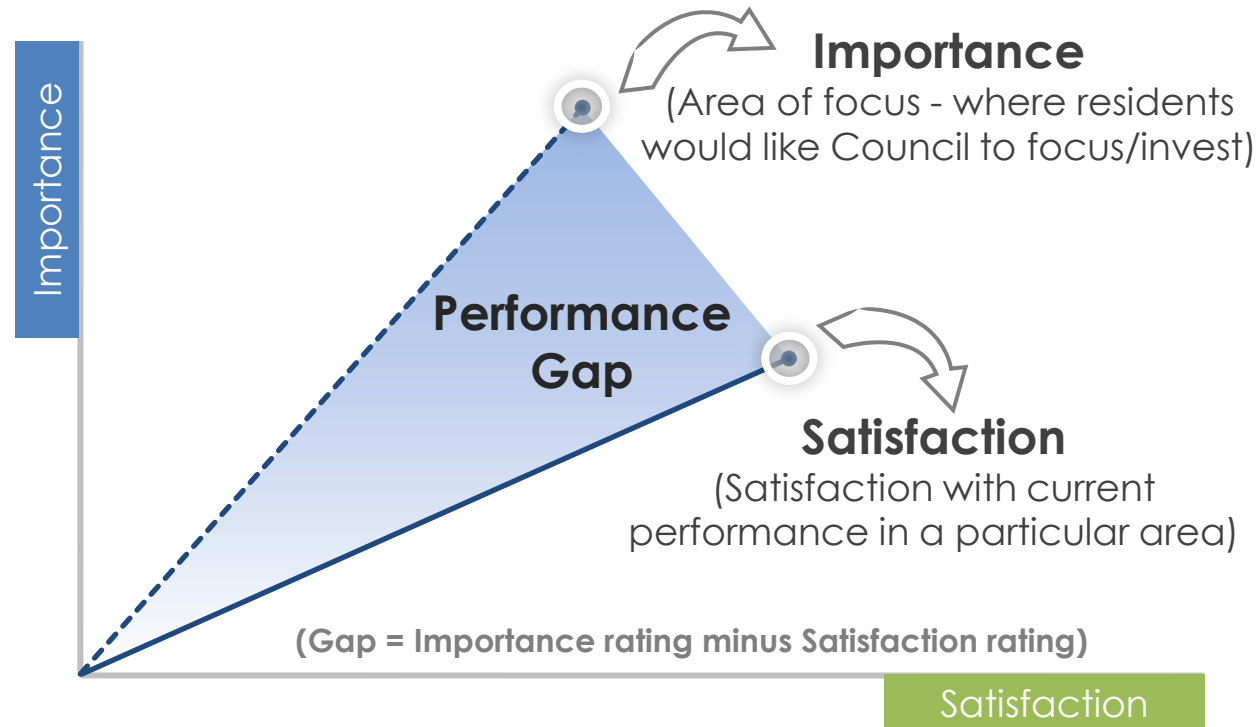
Performance Gap Analysis

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

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

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

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



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 34% and 75%. Housing, crime prevention and law/order initiatives, and management of development received the highest performance gaps.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Human services	Affordable housing	82%	34%	48%
Human services	Crime prevention and law and order initiatives	93%	57%	36%
Corporate services and management	Management of development as the population grows	93%	63%	30%
Infrastructure	Roads	98%	69%	29%
Infrastructure	Drainage/flood management	92%	63%	29%
Infrastructure	Overall health of the Richmond River	93%	64%	29%
Corporate services and management	Long term planning	93%	71%	22%
Infrastructure	Parking	89%	75%	14%

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

Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, Ballina Shire Council residents rated the importance and their satisfaction with the services/facilities on par with our Coastal/Regional Benchmark.

	Ballina Shire Council	Micromex Comparable Coastal/Regional Benchmark
Average Importance	80%	78%
Average Satisfaction	81%	80%

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

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **CELEBRATE**, such as 'beaches and foreshores', 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 'roads' 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.

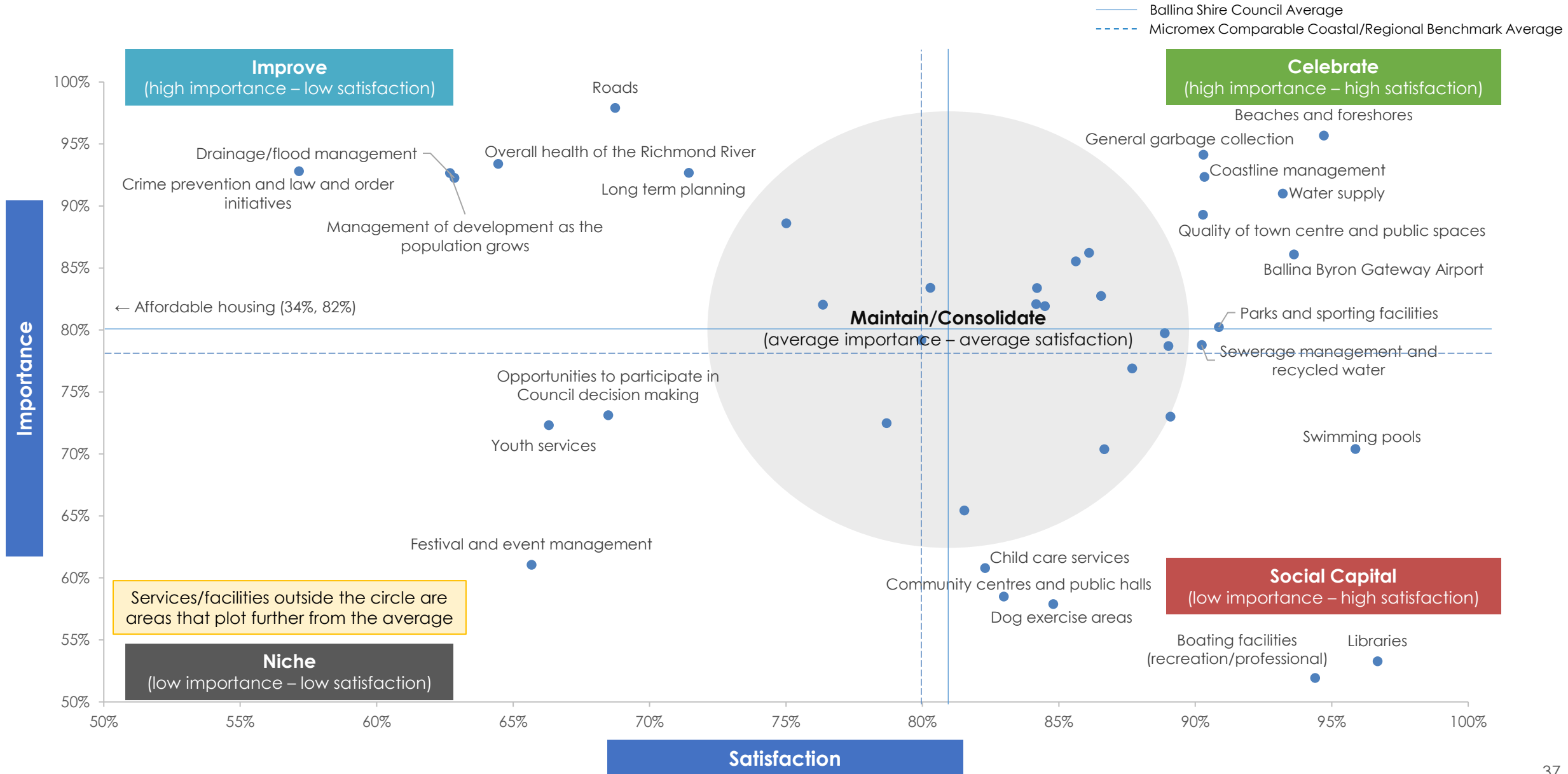
Attributes in the bottom left quadrant, **NICHE**, such as 'festival and event management', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'libraries', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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

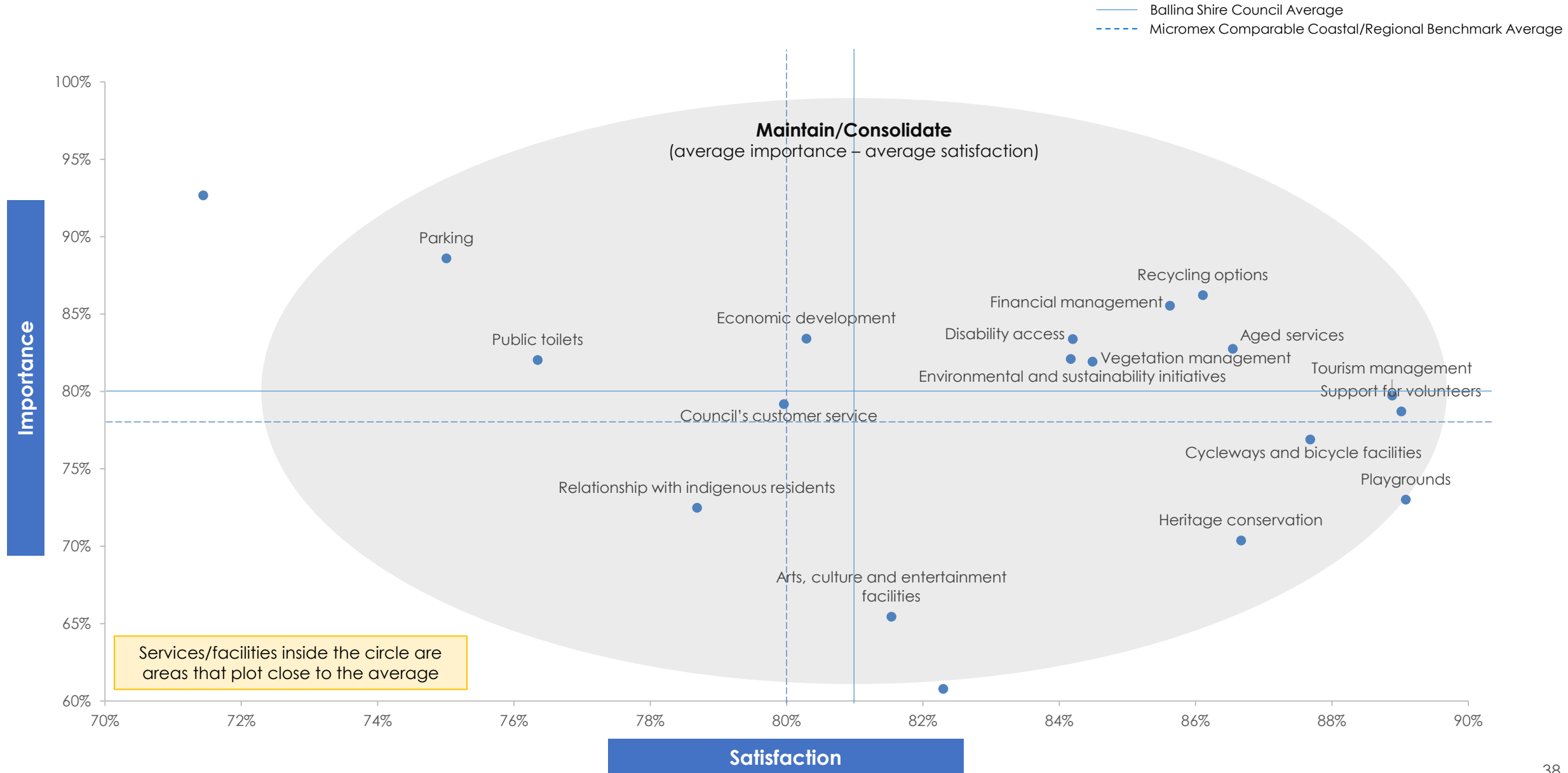
Quadrant Analysis – Mapping Priority Against Delivery

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



Quadrant Analysis – Mapping Priority Against Delivery

Following on the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to '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 Ballina Shire Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

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

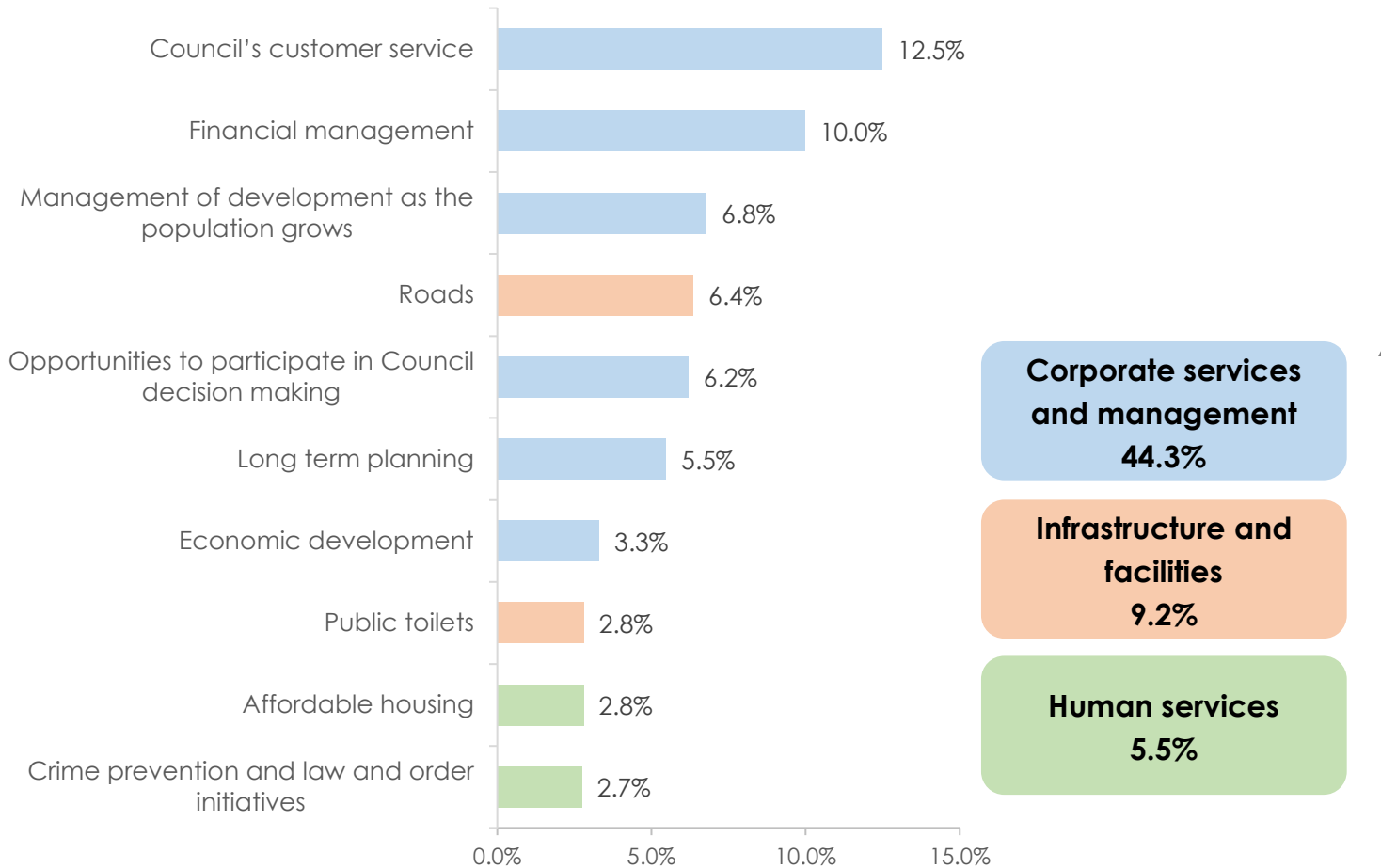
What Does This Mean?

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



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of performance, rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



These top 10 services/facilities (so 24% of the 41 services/facilities) account for almost 60% of the variation in overall satisfaction.

Investigating the measures separately, Council's customer service is the most vital driver of overall satisfaction, followed by Council's financial management.

Further, after summarising them into their thematical groups, 'corporate services and management' is the most important driver category.

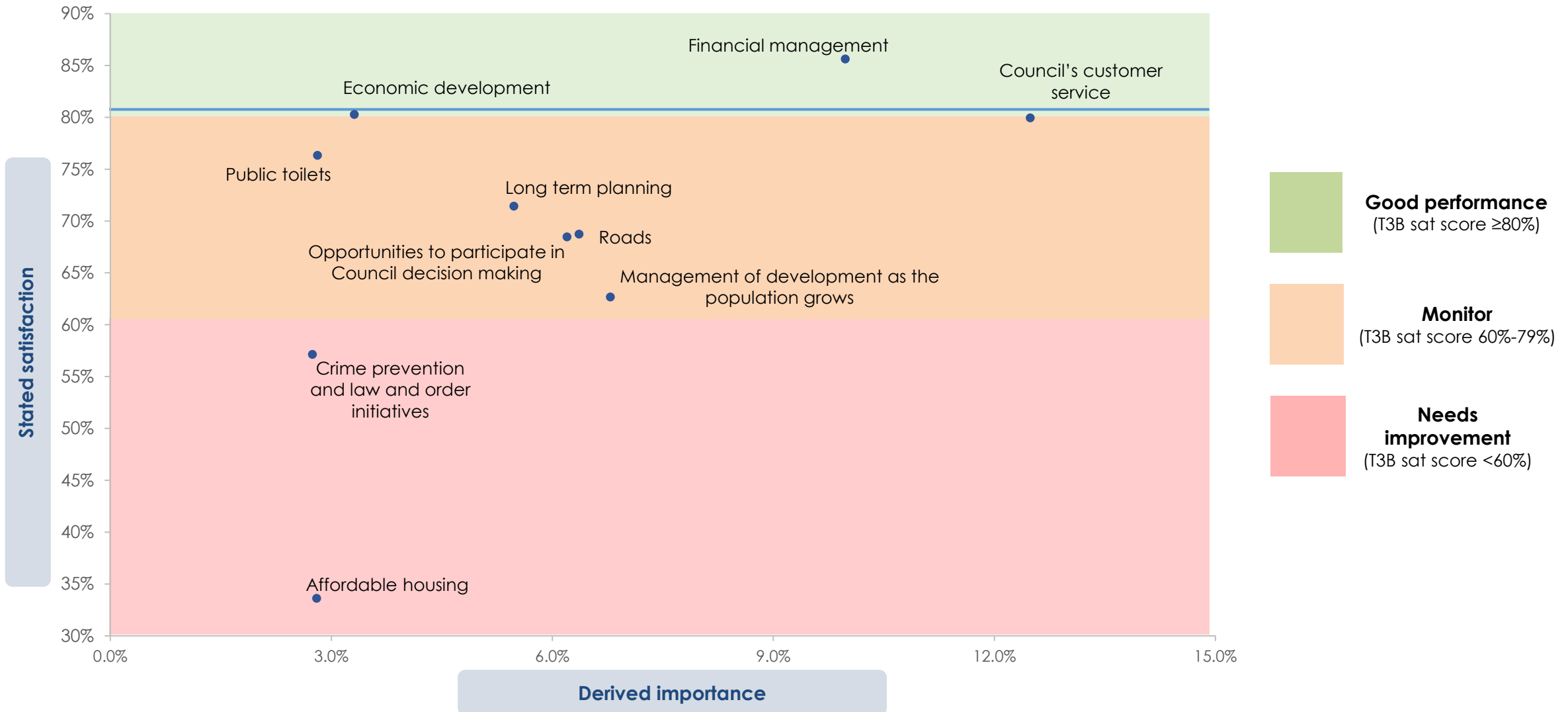
Barriers R² value = 0.42
 Optimisers R² value = 0.40

Note: Please see Appendix 1 for complete list

Dependent Variable: Q8. 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?

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

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



Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 41 measures

Key Contributors to Barriers/Optimisers

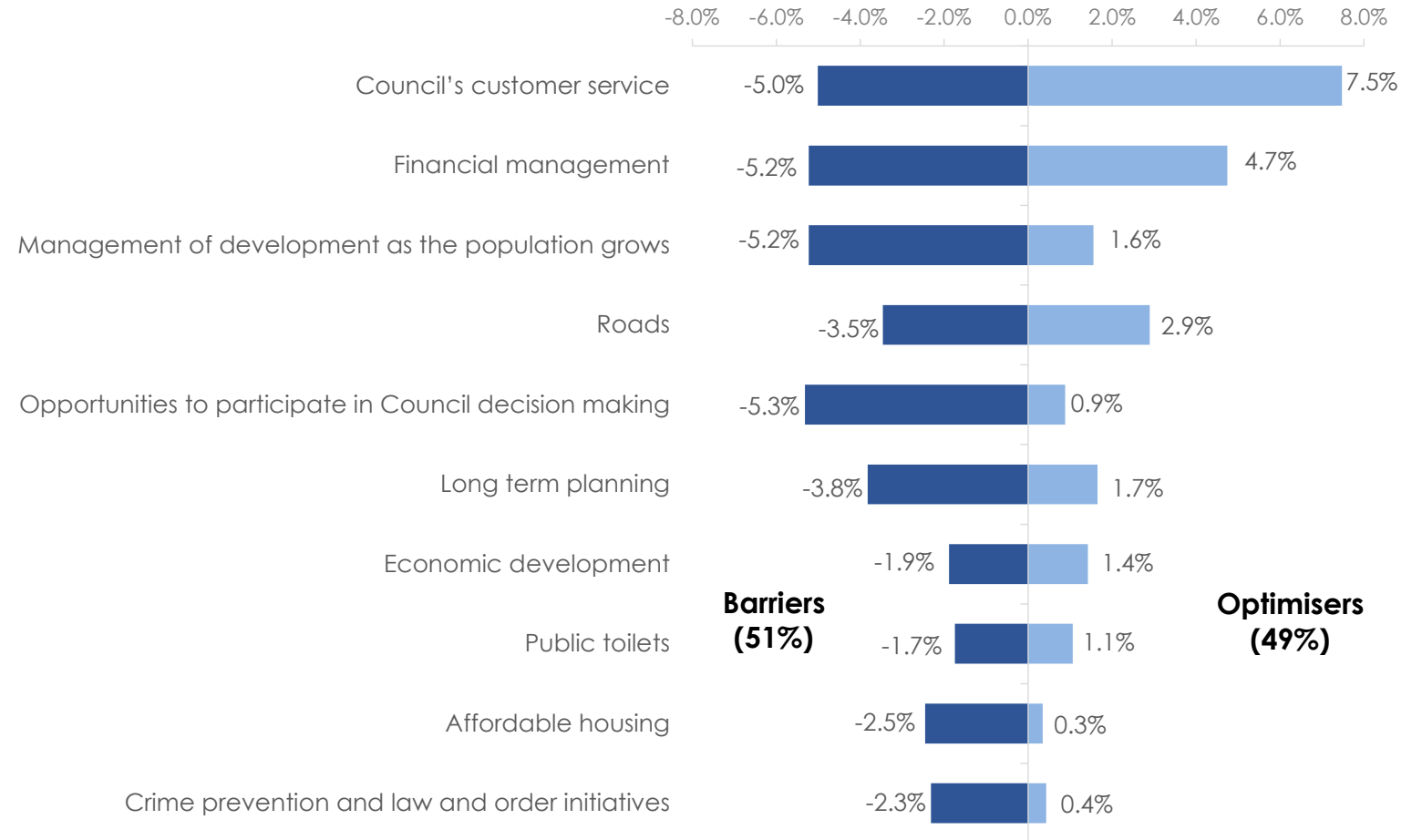
Different levers address the different levels of satisfaction across the community

The chart to the right illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

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

Advanced regression: Barriers (left) Vs. Optimisers (right)



Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 41 services/facilities tested (Q4). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 4 additional measures (model now totalling 45 measures) from Q5 and Q6:

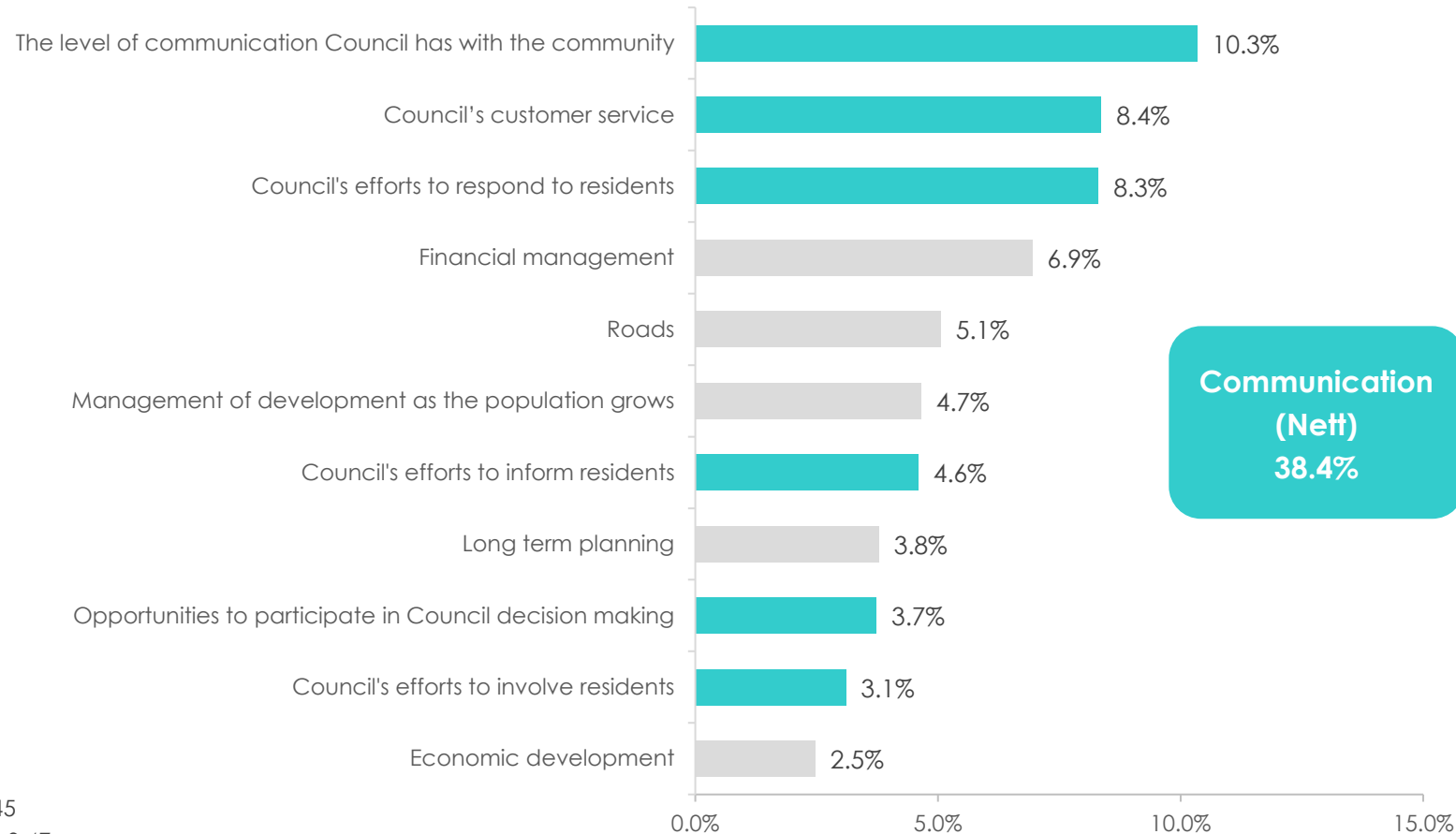
Q5: Council's efforts to inform residents

Q5: Council's efforts to involve residents

Q5: Council's efforts to respond to residents

Q6: The level of communication Council has with the community

Drivers of Overall Satisfaction (Re-run)



Looking at our expanded regression result, satisfaction with communication measures account for almost 40% of the variation in overall satisfaction.

Similar to our original regression model, financial management, roads, management of development and planning are also important drivers.

Barriers R² value = 0.45
Optimisers R² value = 0.47

Dependent Variable: Q8. 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?



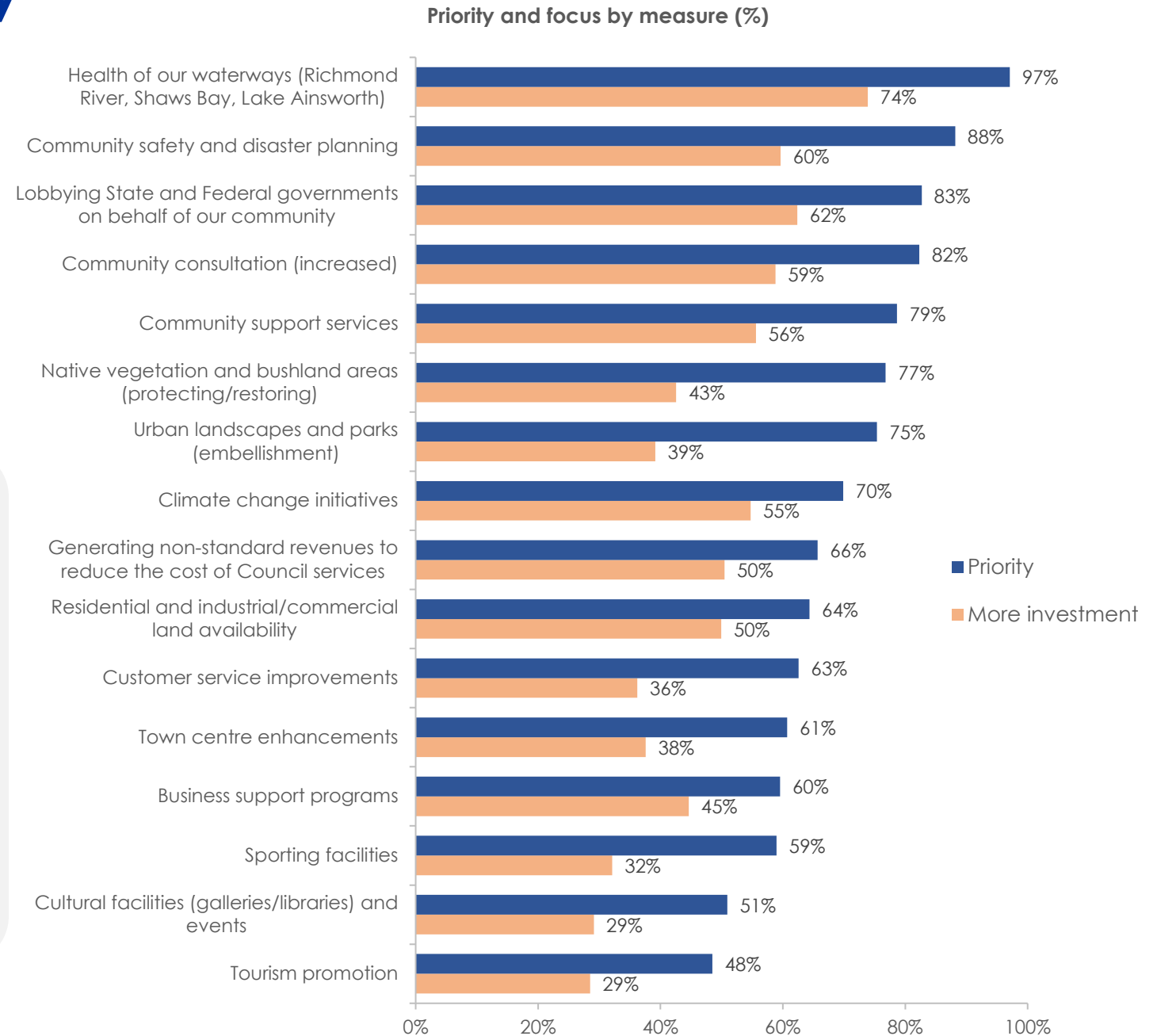
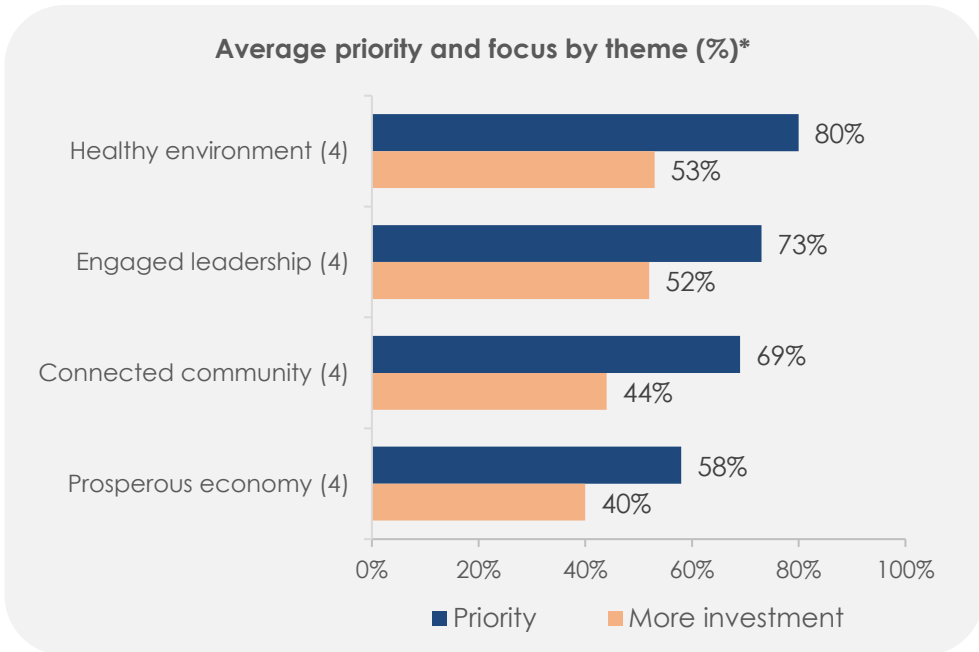
Community Strategic Plan

This section explores residents' attitudes regarding the level of priority and focus assigned to areas in the current Community Strategic Plan.

Section Four

Future Priorities – Summary

Looking at priorities and focus by measure, 'health of our waterways', 'community safety and disaster planning', 'lobbying State and Federal governments on behalf of our community', 'community consultation (increased)' received both high priority and a high level of focus in terms of investment, resourcing or advocacy. After grouping these into themes, 'healthy environment' emerged with the highest level of priority and focus.



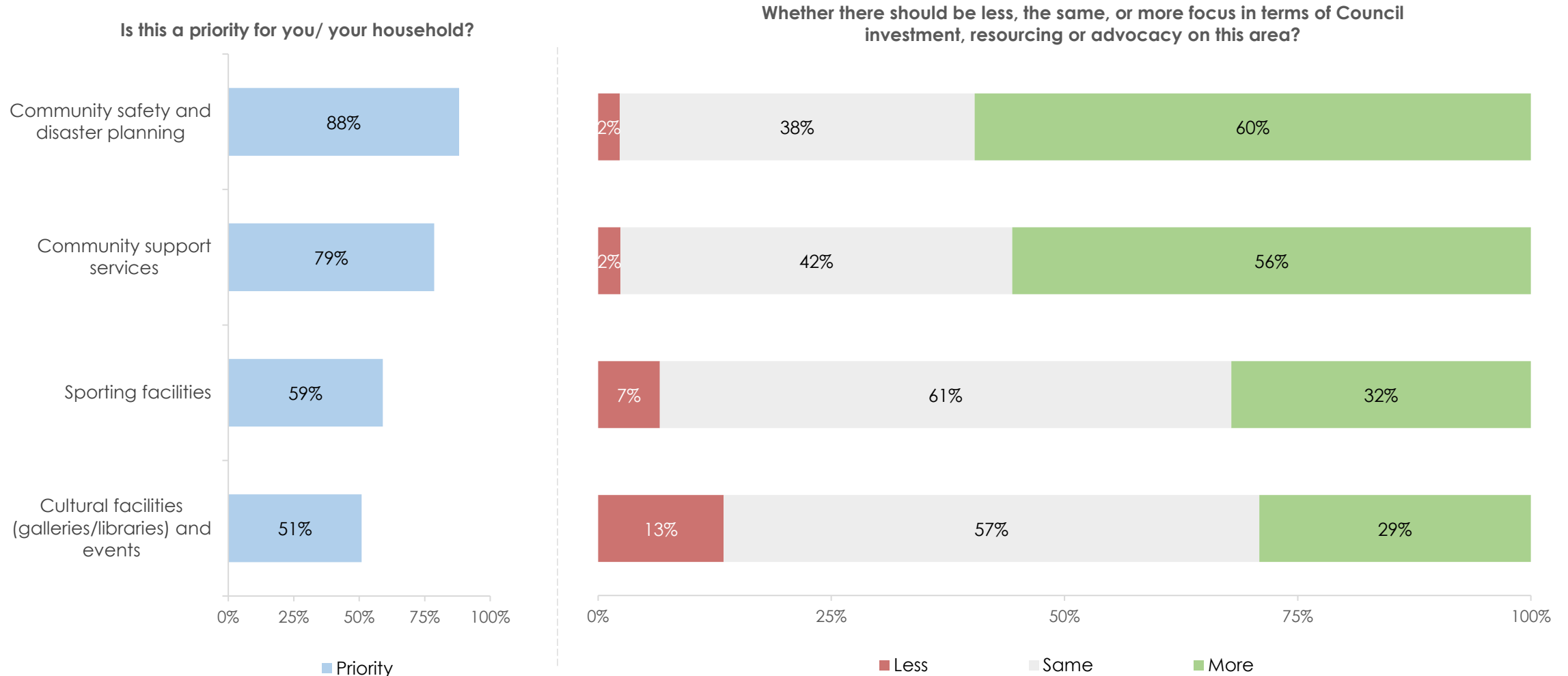
Base: N = 502

Note: Order is determined by highest to lowest priority

*Numbers in the brackets represent the numbers of measures in each theme

Future Priorities – Connected Community

Community safety and disaster planning and community support services received relatively higher priority scores and greater focus in terms of increased investment, resourcing or advocacy. Younger residents are significantly more likely to prioritise sporting facilities, while those living with someone with disability are more likely to prioritise community support services.

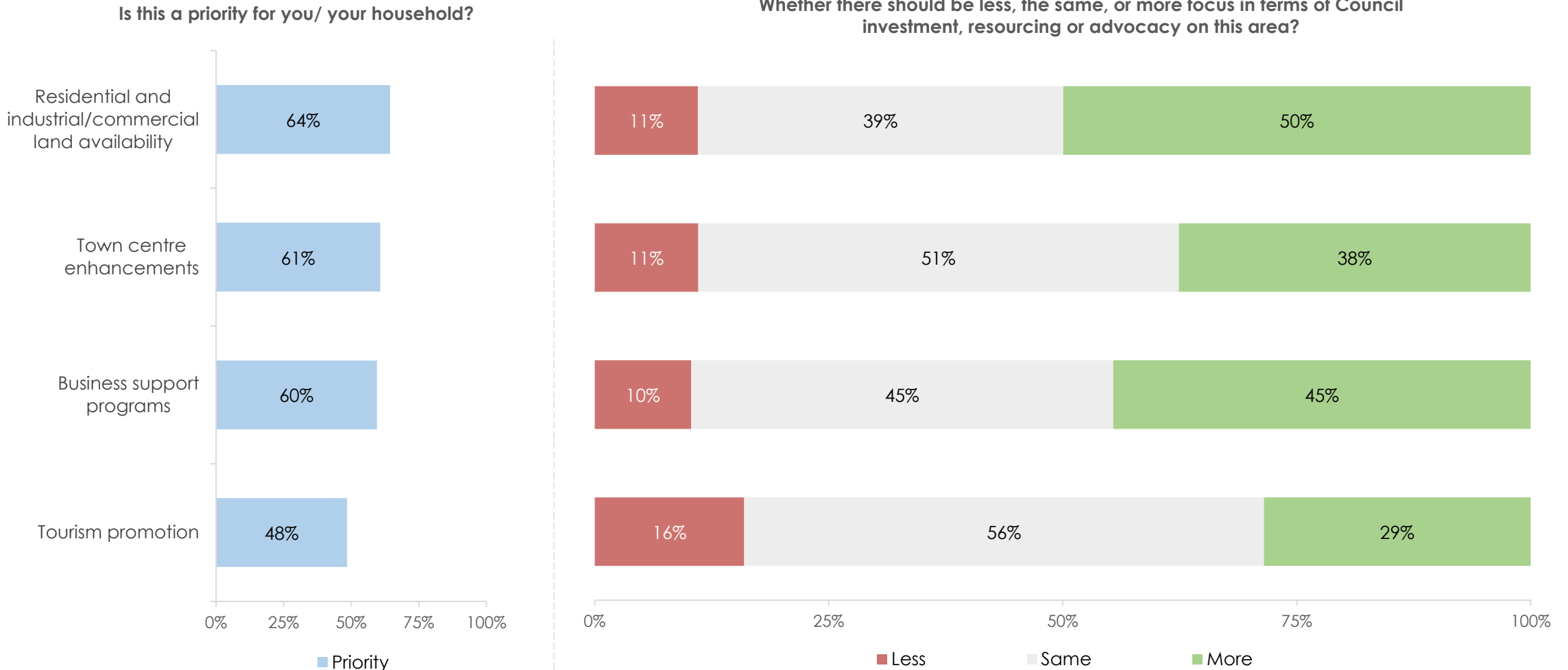


Base: N = 502
 Note: order is determined by highest to lowest priority in each pillar

Q11a. Thinking about the first key direction, "Connected Community". For each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Future Priorities – Prosperous Economy

Moderate levels of priority and focus were noted in the “prosperous economy” theme, with less than half of residents suggesting that tourism promotion would need to be prioritised. 50% suggested that there should be more focus on residential and industrial/commercial land availability.

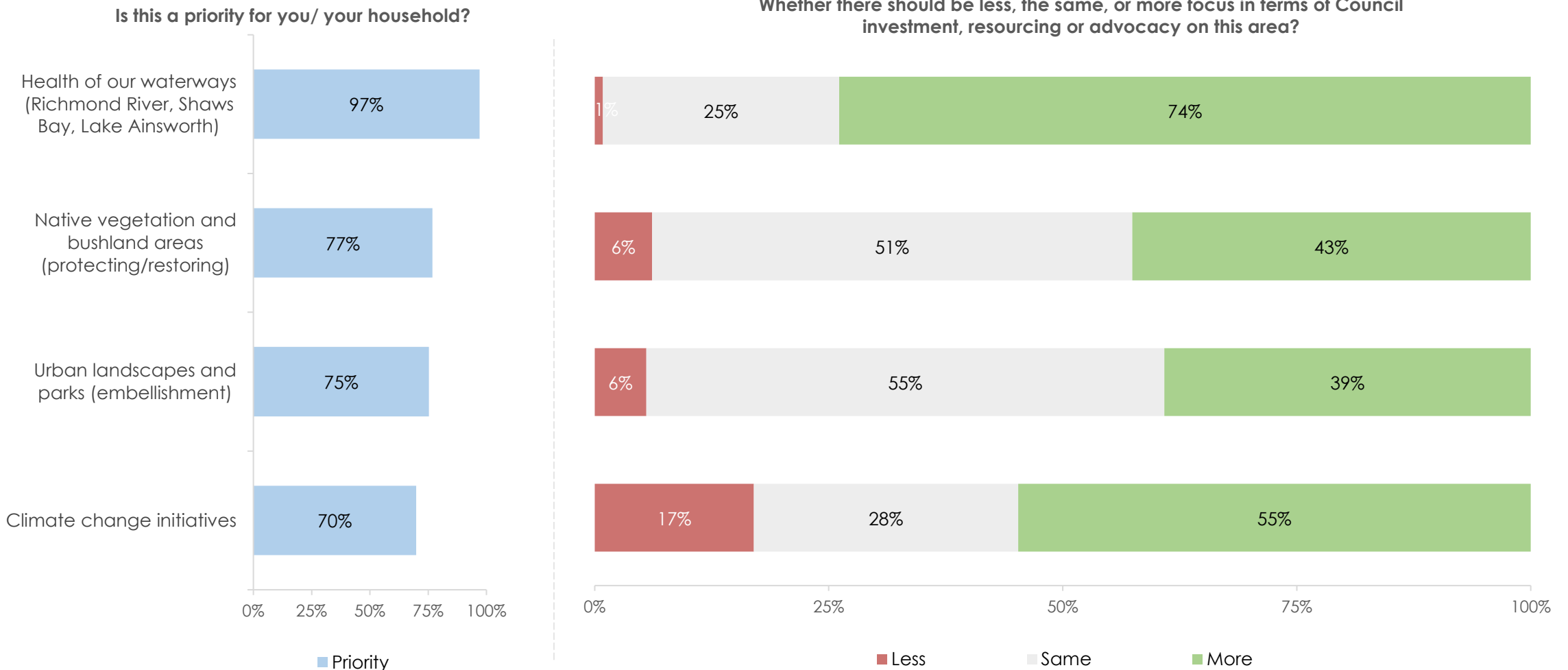


Base: N = 502
 Note: order is determined by highest to lowest priority in each pillar

Q11b. Thinking about the next key direction “Prosperous Economy”, for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Future Priorities – Healthy Environment

Almost all residents surveyed (97%) assigned a high priority to 'health of our waterways', with 74% suggesting an increased focus in terms of investment, resourcing or advocacy in it. Additionally, 55% suggested greater focus on climate change initiatives. Females are significantly more likely to place a higher level of priority on environmental measures compared to males.

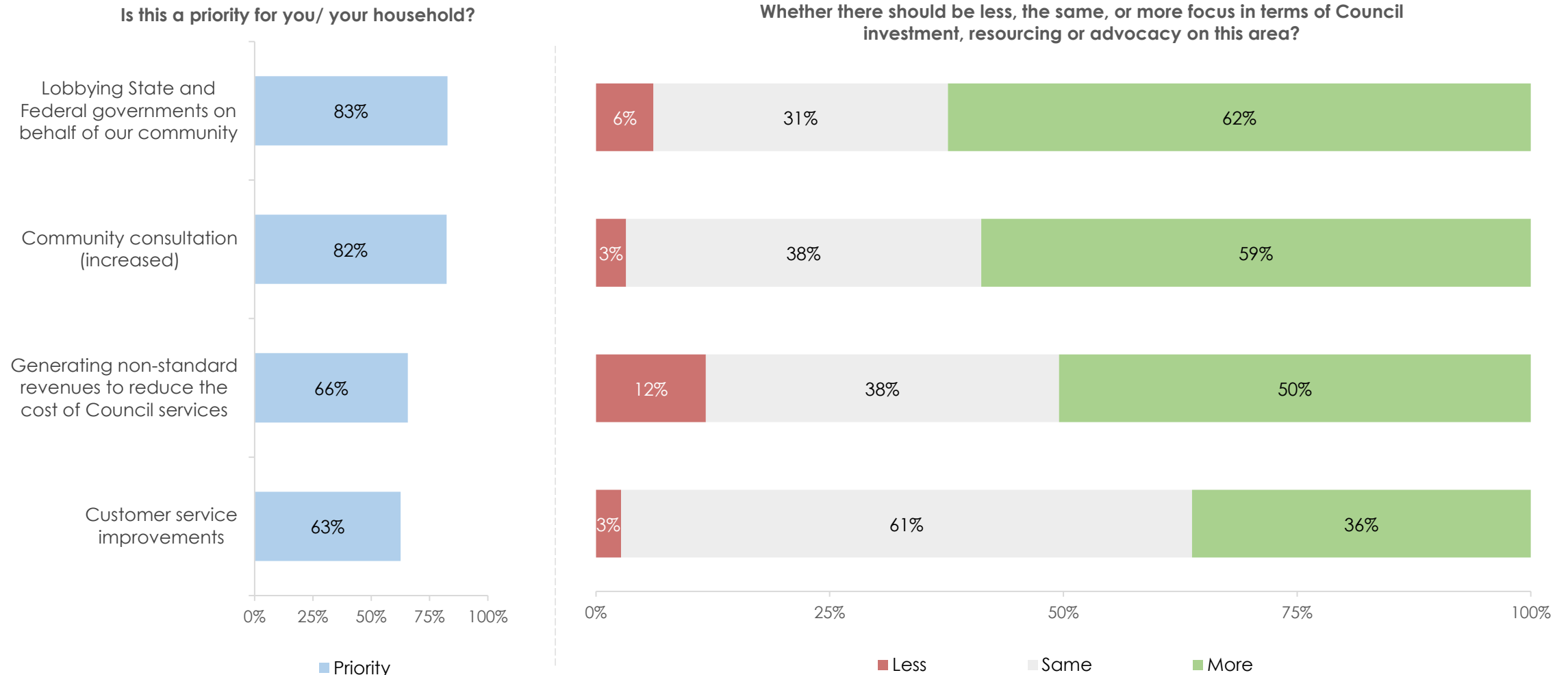


Base: N = 502
 Note: order is determined by highest to lowest priority in each pillar

Q11c. Thinking about the next key direction "Healthy Environment", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Future Priorities – Engaged Leadership

More than 80% of residents identified community consultation and lobbying on behalf of our community as priority areas, whilst 59% or more recommended an increased focus on them. Older residents (65+) are significantly more likely to suggest that customer service improvement is a priority.



Base: N = 502
 Note: order is determined by highest to lowest priority in each pillar

Q11d. Thinking about the next key direction "Engaged Leadership", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Other Considerable Priorities

More than half of residents did not suggest any other priorities, while 9% mentioned more/better services and facilities and 6% mentioned addressing environment issues.

Other Priorities	N=502	Other Priorities	N=502
More/better services and facilities (e.g. medical services, recreational facilities)	9%	Support for local businesses/employment	2%
Addressing environmental issues e.g. Richmond river, coastline management	6%	Community events and activities	2%
Availability and affordability of housing	5%	Airport	2%
Support for vulnerable community (e.g. elderly, homeless, disabled)	5%	Water health, quality and supply	2%
Council management	4%	Animal control	1%
Community safety/crime prevention	4%	Public transport	1%
Natural disaster management e.g. flood management/mitigation	4%	Waste management	1%
Facilities and services for youth	3%	Tourism	1%
Road maintenance/development	3%	Development and planning	1%
Traffic management and road safety	3%	Cost of living/rates	1%
Provision of parking	3%	Beautification/cleanliness of the area	1%
Managing overdevelopment and overpopulation	3%	Other	1%
Footpaths and cycleways	2%	No further suggestions/don't know	51%
Council communication and engagement	2%		

Base: N = 502

Q12. Can you think of any other priorities that should be considered in the future?



Additional Analyses

Appendix 1

Reasons for the Change in Overall Satisfaction

Increase (10%)		Remained that same (73%)		Decrease (17%)	
	N=502		N=502		N=502
Community engagement/communication	3%	Lack of change/lack of noticeable improvements	31%	Lack of maintenance/improvements needed across services/facilities	4%
Council management/Councillors/Mayor are doing a good job	3%	Already doing a great job	11%	Community engagement/communication needs improvement	4%
Improving/maintaining services/facilities	2%	Community engagement/communication needs improvement	7%	Development restrictions/timing	3%
Manage roads/road maintenance well	1%	Maintaining services/facilities, nothing much has changed	5%	Council management	2%
Council customer service	1%	Don't interact with Council	5%	Flood management/drainage	2%
Cleanliness/Beautification	1%	Development/planning	4%	No focus on community needs	2%
Lennox Head upgrades	1%	Flood management/drainage	4%	Environment	1%
Flood management	<1%	They have done the best they can in difficult circumstances	3%	Council's customer service	1%
Other	1%	Council management/transparency	3%	Lack of parking in the area	1%
Don't know/nothing	<1%	Fix/maintain roads	3%	Population growth/over-development	1%
		Council customer service	2%	Roads	1%
		Waste management	2%	Traffic management	1%
		Rates are too high	1%	Housing Affordability/Availability	1%
		Care for the environment	1%	Lack of support for volunteers/businesses	1%
		Crime prevention	1%	Change of Council/Mayor	<1%
		Other	6%	Crime prevention	<1%
		Don't know/nothing	5%	Management of finances	<1%
				Other	2%

Q9a. Overall, for the last 12 months, would you say your level of satisfaction with the performance of Council has increased, decreased, or remained the same?

Q9b. What is your reason for giving that rating?

Satisfaction with the Efforts to Communicate with Residents

T3B% (at least somewhat satisfied)	Overall 2024	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Council's efforts to inform residents	75%	75%	75%	70%	73%	75%	80%	74%	80%
Council's efforts to respond to residents	68%	66%	69%	58%	73%	64%	73%	66%	76%
Council's efforts to involve residents	67%	66%	69%	63%	65%	66%	72%	66%	74%
Base	502	236	266	95	110	128	169	400	102

T3B% (at least somewhat satisfied)	Anyone in your home identifies as living with disability?		Location				
	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/ Other
Council's efforts to inform residents	67%	77%	76%	80%	83%	63%	71%
Council's efforts to respond to residents	66%	68%	72%	71%	66%	56%	66%
Council's efforts to involve residents	65%	68%	70%	64%	77%	56%	66%
Base	90	412	209	83	70	74	66

Preferred Methods of Being Informed of Council News and Activities

	Overall 2024	Gender		Age				Ratepayer status	
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Council publications in the mail	69%	68%	71%	71%	69%	72%	67%	70%	67%
Social media	60%	54%	65%	81%	72%	60%	40%	57%	69%
Ballina Wave / Lennox Wave	58%	57%	59%	52%	55%	59%	63%	59%	55%
Local TV	48%	48%	47%	59%	42%	42%	49%	44%	63%
Council website	48%	49%	47%	58%	51%	46%	43%	48%	49%
Radio	45%	46%	44%	47%	41%	43%	49%	44%	49%
Community meetings	41%	42%	40%	43%	41%	44%	37%	40%	45%
Ballina Times	35%	37%	34%	52%	32%	29%	33%	32%	49%
Byron Shire Echo	31%	31%	31%	46%	23%	26%	32%	29%	40%
Other	15%	17%	14%	10%	23%	14%	15%	16%	13%
Base	502	236	266	95	110	128	169	400	102

Preferred Methods of Being Informed of Council News and Activities

	Overall 2024	Anyone in your home identifies as living with disability?		Location				
		Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/ Other
Council publications in the mail	69%	68%	70%	70%	73%	73%	70%	58%
Social media	60%	63%	59%	56%	56%	63%	65%	66%
Ballina Wave / Lennox Wave	58%	49%	60%	53%	66%	79%	55%	43%
Local TV	48%	54%	46%	55%	53%	35%	38%	44%
Council website	48%	48%	49%	44%	51%	62%	46%	48%
Radio	45%	48%	45%	46%	47%	37%	53%	41%
Community meetings	41%	40%	41%	37%	47%	40%	46%	42%
Ballina Times	35%	32%	36%	35%	43%	31%	31%	35%
Byron Shire Echo	31%	35%	30%	31%	38%	37%	26%	23%
Other	15%	13%	16%	15%	15%	11%	14%	22%
Base	502	90	412	209	83	70	74	66

Comparison to Previous Research

Service/Facility	Importance			Satisfaction		
	2024	2022	2020	2024	2022	2020
Parks and sporting facilities	4.21	4.04	3.90	3.72	3.69	3.93
Libraries	3.50	3.45	3.57	4.23	4.26	4.27
Community centres and public halls	3.66	3.55	3.49	3.64	3.62	3.86
Quality of town centre and public spaces	4.41	4.35	4.26	3.62	3.62	3.86
Swimming pools	3.99	3.73	3.63	4.33	4.23	4.53
Dog exercise areas	3.52	3.43	3.29	3.63	3.63	3.76
Public toilets	4.31	4.15	3.95	3.18	3.21	3.41
Beaches and foreshores	4.75	4.66	4.59	4.16	4.08	4.22
Boating facilities (recreation/professional)	3.36	3.17	3.08	3.80	3.67	4.13
Arts, culture and entertainment facilities	3.78	3.79	3.66	3.25	3.36	3.50
Playgrounds	4.03	3.75	3.48	3.67	3.52	3.51
Roads	4.83	4.73	4.55	2.98	2.92	3.52
General garbage collection	4.74	4.68	4.61	4.01	4.13	4.22
Recycling options	4.48	4.54	4.58	3.73	3.79	3.82
Sewerage management and recycled water	4.25	4.17	4.09	3.80	3.87	4.05
Cycleways and bicycle facilities	4.13	3.87	3.85	3.77	3.89	3.90
Water supply	4.64	4.55	4.42	4.15	4.32	4.32
Parking	4.53	4.43	4.24	3.13	3.14	3.48
Drainage/flood management	4.70	4.67	4.17	2.78	2.70	3.47
Ballina Byron Gateway Airport	4.44	4.32	4.30	4.08	3.90	4.29
Overall health of the Richmond River	4.71	4.61	4.49	2.84	2.78	3.24

Service/Facility	Importance			Satisfaction		
	2024	2022	2020	2024	2022	2020
Childcare services	3.64	3.16	3.06	3.34	3.48	3.75
Youth services	3.99	3.57	3.51	2.83	2.98	3.29
Aged services	4.35	4.15	3.94	3.48	3.62	3.86
Relationship with indigenous residents	4.05	4.07	4.06	3.20	3.19	3.27
Support for volunteers	4.23	4.19	4.22	3.53	3.54	3.75
Disability access	4.37	4.15	4.14	3.39	3.34	3.71
Affordable housing	4.37	4.28	3.99	2.12	2.11	2.49
Crime prevention and law and order initiatives	4.70	4.45	4.38	2.67	3.25	3.49
Council's customer service	4.30	4.28	4.21	3.44	3.64	3.67
Opportunities to participate in Council decision making	4.04	3.98	4.00	3.04	3.05	2.96
Management of development as the population grows	4.69	4.24	4.09	2.76	2.83	3.03
Economic development	4.36	3.97	4.00	3.20	3.22	3.45
Vegetation management	4.33	4.22	4.16	3.39	3.35	3.50
Tourism management	4.18	4.03	4.05	3.52	3.52	3.71
Coastline management	4.61	4.41	4.42	3.52	3.52	3.65
Financial management	4.50	4.26	4.19	3.40	3.38	3.50
Festival and event management	3.76	3.67	3.59	2.92	3.09	3.56
Environmental and sustainability initiatives	4.29	4.35	4.32	3.30	3.21	3.49
Long term planning	4.68	4.52	4.40	3.02	2.93	3.24
Heritage conservation	4.00	4.02	4.11	3.47	3.36	3.51

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
 A significantly higher/lower level of importance/satisfaction (compared to 2022)

Importance Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/Regional T2 box importance score	Variance
Management of development as the population grows	93%▲	80%	13%
Beaches and foreshores	96%	87%	9%
Dog exercise areas	58%	49%	9%
Drainage/flood management	92%	84%	8%
Parking	89%	82%	7%
Quality of town centre and public spaces	89%	83%	6%
Economic development	83%	77%	6%
Affordable housing	82%	76%	6%
Coastline management	92%	87%	5%
Cycleways and bicycle facilities	77%	72%	5%
Roads	98%	93%	5%
Ballina Byron Gateway Airport	86%	81%	5%
Crime prevention and law and order initiatives	93%	89%	4%
Long term planning	93%	89%	4%
Arts, culture and entertainment facilities	65%	61%	4%
Disability access	83%	79%	4%
Vegetation management	82%	78%	4%
Overall health of the Richmond River	93%	90%	3%
Water supply	91%	88%	3%
Tourism management	80%	77%	3%
Childcare services	61%	58%	3%

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

Note: T2 = important/very important 57

Importance Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/Regional T2 box importance score	Variance
General garbage collection	94%	92%	2%
Aged services	83%	82%	1%
Support for volunteers	79%	78%	1%
Financial management	86%	86%	0%
Environmental and sustainability initiatives	82%	82%	0%
Opportunities to participate in Council decision making	73%	73%	0%
Relationship with indigenous residents	72%	72%	0%
Swimming pools	70%	70%	0%
Sewerage management and recycled water	79%	80%	-1%
Youth services	72%	73%	-1%
Public toilets	82%	84%	-2%
Parks and sporting facilities	80%	83%	-3%
Council's customer service	79%	82%	-3%
Heritage conservation	70%	74%	-4%
Recycling options	86%	92%	-6%
Festival and event management	61%	70%	-9%
Playgrounds	73%▼	83%	-10%
Boating facilities (recreation/professional)	52%▼	62%	-10%
Community centres and public halls	58%▼	68%	-10%
Libraries	53%▼	70%	-17%

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

Note: T2 = important/very important 58

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Financial management	86%▲	67%	19%
Cycleways and bicycle facilities	88%▲	76%	12%
Roads	69%▲	57%	12%
Swimming pools	96%▲	85%	11%
Beaches and foreshores	95%	86%	9%
Dog exercise areas	85%	76%	9%
Quality of town centre and public spaces	90%	82%	8%
Vegetation management	84%	76%	8%
Tourism management	89%	82%	7%
Public toilets	76%	69%	7%
Parking	75%	69%	6%
Economic development	80%	74%	6%
Parks and sporting facilities	91%	85%	6%
Ballina Byron Gateway Airport	94%	88%	6%
Boating facilities (recreation/professional)	94%	88%	6%
Coastline management	90%	86%	4%
Playgrounds	89%	85%	4%
Water supply	93%	90%	3%
Environmental and sustainability initiatives	84%	81%	3%
Disability access	84%	82%	2%
Aged services	87%	85%	2%

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

Note: T3 = at least somewhat satisfied 59

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Support for volunteers	89%	87%	2%
Heritage conservation	87%	85%	2%
Libraries	97%	95%	2%
Long term planning	71%	70%	1%
Opportunities to participate in Council decision making	68%	67%	1%
General garbage collection	90%	90%	0%
Relationship with indigenous residents	79%	80%	-1%
Sewerage management and recycled water	90%	91%	-1%
Council's customer service	80%	82%	-2%
Management of development as the population grows	63%	65%	-2%
Childcare services	82%	85%	-3%
Community centres and public halls	83%	87%	-4%
Recycling options	86%	91%	-5%
Affordable housing	34%	40%	-6%
Arts, culture and entertainment facilities	82%	88%	-6%
Youth services	66%▼	77%	-11%
Drainage/flood management	63%▼	75%	-12%
Overall health of the Richmond River	64%▼	80%	-16%
Festival and event management	66%▼	84%	-18%
Crime prevention and law and order initiatives	57%▼	81%	-24%

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

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Affordable housing	82%	34%	48%
Crime prevention and law and order initiatives	93%	57%	36%
Management of development as the population grows	93%	63%	30%
Roads	98%	69%	29%
Drainage/flood management	92%	63%	29%
Overall health of the Richmond River	93%	64%	29%
Long term planning	93%	71%	22%
Parking	89%	75%	14%
Public toilets	82%	76%	6%
Youth services	72%	66%	6%
Opportunities to participate in Council decision making	73%	68%	5%
General garbage collection	94%	90%	4%
Economic development	83%	80%	3%
Coastline management	92%	90%	2%
Beaches and foreshores	96%	95%	1%
Recycling options	86%	86%	0%
Financial management	86%	86%	0%
Quality of town centre and public spaces	89%	90%	-1%
Disability access	83%	84%	-1%
Council's customer service	79%	80%	-1%
Water supply	91%	93%	-2%

Note: T2 = important/very important
T3 = at least somewhat satisfied

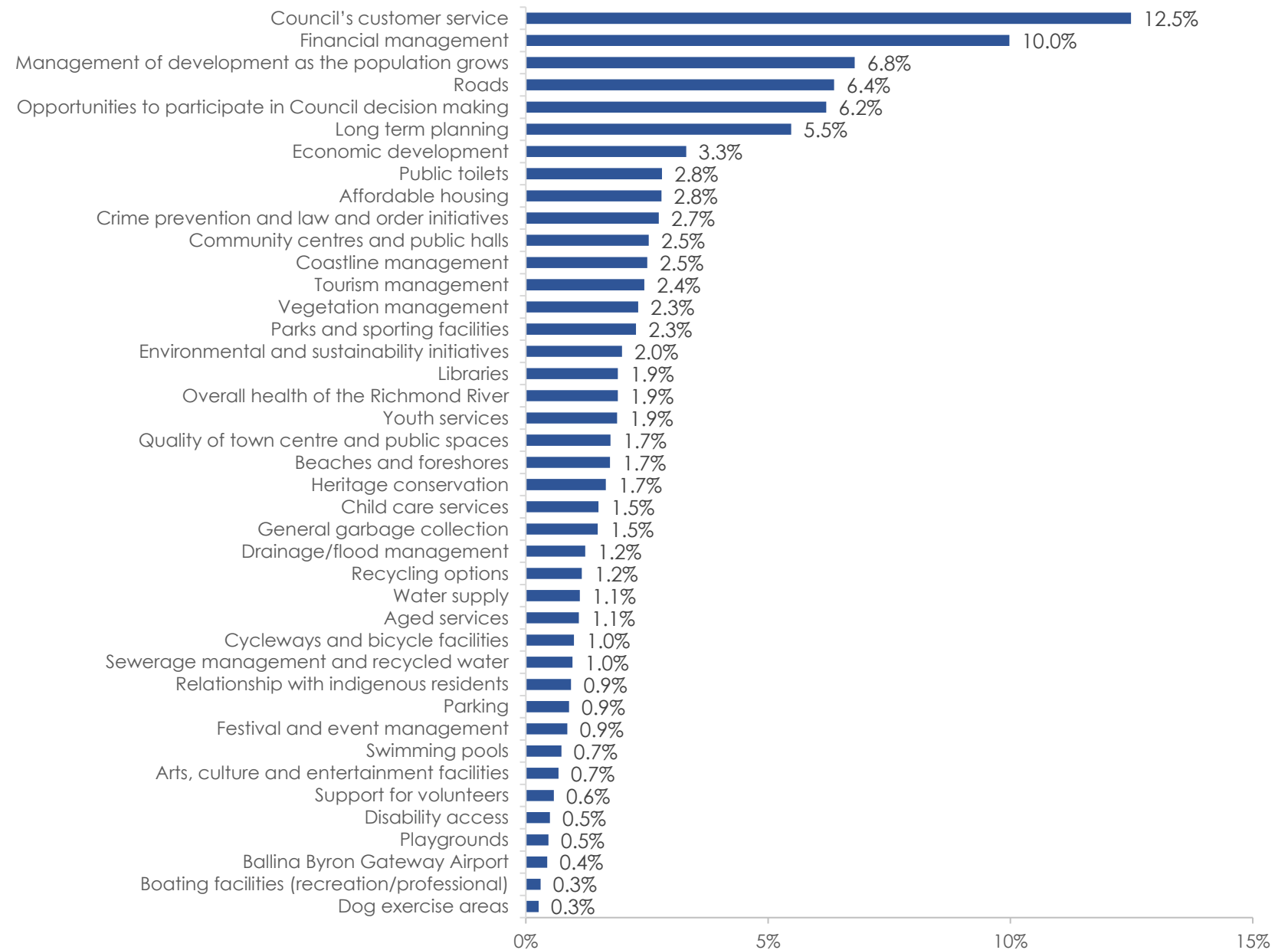
Performance Gap Analysis

Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Vegetation management	82%	84%	-2%
Environmental and sustainability initiatives	82%	84%	-2%
Aged services	83%	87%	-4%
Festival and event management	61%	66%	-5%
Relationship with indigenous residents	72%	79%	-7%
Ballina Byron Gateway Airport	86%	94%	-8%
Tourism management	80%	89%	-9%
Support for volunteers	79%	89%	-10%
Parks and sporting facilities	80%	91%	-11%
Sewerage management and recycled water	79%	90%	-11%
Cycleways and bicycle facilities	77%	88%	-11%
Playgrounds	73%	89%	-16%
Arts, culture and entertainment facilities	65%	82%	-17%
Heritage conservation	70%	87%	-17%
Childcare services	61%	82%	-21%
Community centres and public halls	58%	83%	-25%
Swimming pools	70%	96%	-26%
Dog exercise areas	58%	85%	-27%
Boating facilities (recreation/professional)	52%	94%	-42%
Libraries	53%	97%	-44%

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 41 facilities/ services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



Future Priorities – Connected Community

Yes, this is a priority (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Community safety and disaster planning	88%	84%	92%	85%	88%	86%	91%	86%	96%	89%	88%	91%	87%	84%	91%	83%
Community support services	79%	74%	83%	76%	73%	82%	81%	77%	85%	88%	77%	82%	76%	82%	78%	
Sporting facilities	59%	62%	56%	68%	77%	49%	49%	58%	62%	62%	58%	61%	51%	57%	66%	59%
Cultural facilities and events	51%	37%	63%	46%	50%	52%	53%	50%	56%	51%	51%	51%	60%	51%	42%	49%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

This area needs more investment, resourcing or advocacy (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Community safety and disaster planning	60%	57%	62%	49%	68%	61%	59%	59%	61%	60%	60%	60%	54%	54%	65%	66%
Community support services	56%	48%	62%	70%	50%	57%	51%	51%	74%	68%	53%	60%	56%	51%	51%	52%
Sporting facilities	32%	33%	31%	46%	40%	29%	22%	31%	38%	38%	31%	35%	24%	26%	38%	32%
Cultural facilities and events	29%	20%	37%	43%	23%	30%	25%	28%	32%	27%	30%	28%	40%	24%	20%	34%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

Q11a. Thinking about the first key direction, "Connected Community". For each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Future Priorities – Prosperous Economy

Yes, this is a priority (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Residential and industrial/commercial land availability	64%	69%	61%	67%	68%	61%	62%	63%	71%	70%	63%	63%	58%	58%	70%	75%
Town centre enhancements	61%	56%	65%	53%	66%	55%	66%	62%	56%	54%	62%	55%	70%	49%	75%	65%
Business support programs	60%	60%	59%	58%	59%	57%	63%	58%	67%	69%	58%	62%	58%	53%	67%	52%
Tourism promotion	48%	52%	46%	58%	49%	40%	49%	46%	56%	49%	48%	48%	49%	35%	57%	53%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

This area needs more investment, resourcing or advocacy (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Residential and industrial/commercial land availability	50%	54%	46%	61%	57%	47%	42%	46%	64%	55%	49%	50%	38%	53%	52%	60%
Town centre enhancements	38%	35%	40%	32%	42%	35%	39%	37%	39%	36%	38%	33%	43%	28%	50%	41%
Business support programs	45%	48%	42%	53%	43%	41%	44%	42%	55%	53%	43%	43%	44%	40%	57%	41%
Tourism promotion	29%	30%	27%	30%	26%	28%	29%	30%	23%	34%	27%	29%	26%	17%	37%	34%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

Q11b. Thinking about the next key direction "Prosperous Economy", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Future Priorities – Healthy Environment

Yes, this is a priority (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Health of our waterways	97%	97%	97%	100%	98%	99%	94%	97%	99%	97%	97%	97%	97%	99%	97%	95%
Native vegetation and bushland areas	77%	71%	82%	75%	74%	81%	76%	76%	79%	80%	76%	74%	77%	77%	80%	83%
Urban landscapes and parks	75%	70%	80%	75%	82%	72%	74%	74%	79%	77%	75%	74%	78%	80%	83%	60%
Climate change initiatives	70%	65%	75%	75%	70%	68%	68%	66%	84%	71%	70%	74%	68%	71%	68%	62%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

This area needs more investment, resourcing or advocacy (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Health of our waterways	74%	74%	74%	73%	75%	74%	74%	73%	76%	76%	73%	75%	69%	75%	76%	73%
Native vegetation and bushland areas	43%	40%	45%	45%	32%	44%	47%	43%	39%	45%	42%	42%	52%	35%	43%	41%
Urban landscapes and parks	39%	40%	38%	48%	43%	32%	37%	39%	39%	48%	37%	38%	45%	39%	46%	28%
Climate change initiatives	55%	49%	60%	66%	54%	50%	52%	52%	66%	58%	54%	56%	56%	55%	50%	54%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

Q11c. Thinking about the next key direction "Healthy Environment", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

A significantly higher/lower percentage (by group) 66

Future Priorities – Engaged Leadership

Yes, this is a priority (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Lobbying State and Federal governments on behalf of our community	83%	80%	85%	76%	79%	88%	85%	83%	81%	87%	82%	80%	87%	83%	91%	78%
Community consultation	82%	77%	87%	84%	76%	83%	85%	81%	86%	82%	82%	80%	92%	76%	91%	75%
Generating non-standard revenues to reduce the cost of Council services	66%	62%	69%	69%	66%	65%	64%	64%	73%	72%	64%	69%	61%	62%	73%	55%
Customer service improvements	63%	65%	60%	64%	62%	52%	69%	61%	69%	72%	61%	65%	59%	57%	71%	57%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

This area needs more investment, resourcing or advocacy (%)	Overall 2024	Gender		Age				Ratepayer status		Anyone in your home identifies as living with disability?		Location				
		Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer	Yes	No	Ballina	Alstonville	Lennox Head	Other Towns	Rural/Other
Lobbying State and Federal governments on behalf of our community	62%	65%	60%	62%	57%	68%	62%	64%	57%	69%	61%	59%	68%	61%	64%	66%
Community consultation	59%	56%	61%	59%	56%	66%	55%	58%	62%	57%	59%	58%	67%	50%	63%	55%
Generating non-standard revenues to reduce the cost of Council services	50%	47%	53%	53%	53%	51%	47%	50%	54%	55%	49%	51%	47%	55%	59%	38%
Customer service improvements	36%	40%	32%	34%	37%	31%	41%	36%	37%	45%	34%	40%	29%	27%	42%	37%
Base	502	236	266	95	110	128	169	400	102	90	412	209	83	70	74	66

Q11d. Thinking about the next key direction “Engaged Leadership”, for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Council's Used to Create the Micromex Coastal/Regional Benchmark

Please note that the Micromex LGA Benchmark (Coastal/Regional) shown in this report is composed of the council areas listed in the table below.

Coastal/Regional Benchmark
Byron Shire
Central Coast
City of Newcastle
Coffs Harbour
Devonport
Eurobodalla
Kempsey
Lake Macquarie
MidCoast
Port Macquarie-Hastings
Richmond Valley
Tweed Shire



Questionnaire

Appendix 2

Ballina Shire
Community Satisfaction
September - 2024

Good morning/afternoon/evening, my name is from Micromex Research and we are conducting a survey on behalf of Ballina Shire Council on a range of local issues. Would you be able to assist us please?

Part A – Priority Issues

Q1. Overall, how would you rate the quality of life you have living in the Ballina Shire? Prompt

Value	Answers	Notes
6	Excellent	
5	Very good	
4	Good	
3	Fair	
2	Poor	
1	Very poor	

Q2. What do you value most about living in the Ballina Shire area?

Position	Answers	Notes
1		2 lines

Q3. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

Position	Answers	Notes
1		1 line

Part B – Importance and satisfaction

Q4. 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, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important or not at all satisfied and 5 is very important or very satisfied.

Note: Please only rate satisfaction if rated importance 4 or a 5.

Community facilities

Position	Answers	Importance					Satisfaction					NA
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
1	Parks and sporting facilities											
2	Libraries											
3	Community centres and public halls											
4	Quality of town centre and public spaces											
5	Swimming pools											
6	Dog exercise areas											
7	Public toilets											
8	Beaches and foreshores											
9	Boating facilities (recreation/professional)											
10	Arts, culture and entertainment facilities											
11	Playgrounds											

Infrastructure

Position	Answers	Importance					Satisfaction					NA
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	
1	Roads											
2	General garbage collection											
3	Recycling options											
4	Sewerage management and recycled water											
5	Cycleways and bicycle facilities											
6	Water supply											
7	Parking											
8	Drainage/flood management											
9	Ballina Byron Gateway Airport											
10	Overall health of the Richmond River											

Human services

Position	Answers	Importance					Satisfaction				
		Low			High	NA	Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Child care services										
2	Youth services										
3	Aged services										
4	Relationship with indigenous residents										
5	Support for volunteers										
6	Disability access										
7	Affordable housing										
8	Crime prevention and law and order initiatives										

Corporate services and management

Position	Answers	Importance					Satisfaction				
		Low			High	NA	Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Council's customer service										
2	Opportunities to participate in Council decision making										
3	Management of development as the population grows										
4	Economic development										
5	Vegetation management										
6	Tourism management										
7	Coastline management										
8	Financial management										
9	Festival and event management										
10	Environmental and sustainability initiatives										
11	Long term planning										
12	Heritage conservation										

Part C – Communication and Satisfaction

Q5. Can you please rate the following criteria regarding Council's efforts to communicate with residents? Please rate on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied. Prompt

Position	Answers	Satisfaction				
		Low			High	NA
		1	2	3	4	5
1	Council's efforts to inform residents					
2	Council's efforts to involve residents					
3	Council's efforts to respond to residents					

Q6. How satisfied are you currently with the level of communication Council has with the community? Prompt

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q7. How would you like to be informed of Council news and activities? MR Prompt

Position	Answers	Notes
1	Radio	
2	Council website	
3	Community meetings	
4	Local TV	
5	Ballina Wave / Lennox Wave	
6	Council publications in the mail (e.g. Community Connect Magazine)	
7	Ballina Times	
8	Byron Shire Echo	
9	Social media	
10	Other (Please specify)	

Q8. 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

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q9a. Overall, for the last 12 months, would you say your level of satisfaction with the performance of Council has increased, decreased, or remained the same?

Value	Answers	Notes
3	Increased	
2	Decreased	
1	Remained the same	

Q9b. What is your reason for giving that rating?

Position	Answers	Notes
1		5 lines

Q10. On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statement "the area offers a good quality of life".

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither	
2	Disagree	
1	Strongly disagree	

Part D - CSP Questions

Ballina Shire Council will be reviewing its Community Strategic Plan over the next 12 months. The Community Strategic Plan is divided into 4 key directions or themes. I am now going to ask a series of questions to identify the community priorities for the future.

Connected Community

Q11a. Thinking about the first key direction, "Connected Community". For each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Position	Answers	Priority Yes/No	Focus More/Same/Less
1	Community safety and disaster planning		
2	Sporting facilities		
3	Cultural facilities (galleries/libraries) and events		
4	Community Support Services		

Prosperous Economy

Q11b. Thinking about the next key direction "Prosperous Economy", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Position	Answers	Priority Yes/No	Focus More/Same/Less
1	Tourism promotion		
2	Town centre enhancements		
3	Residential and Industrial/Commercial land availability		
4	Business support programs		

Healthy Environment

Q11c. Thinking about the next key direction "Healthy Environment", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Position	Answers	Priority Yes/No	Focus More/Same/Less
1	Climate change initiatives		
2	Health of our waterways (Richmond River, Shaws Bay, Lake Ainsworth)		
3	Urban landscapes and parks (embellishment)		
4	Native vegetation and bushland areas (protecting/restoring)		

Engaged Leadership

Q11d. Thinking about the next key direction "Engaged Leadership", for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.

Position	Answers	Priority Yes/No	Focus More/Same/Less
1	Community Consultation (Increased)		
2	Customer Service Improvements		
3	Generating Non-Standard Revenues to Reduce the cost of Council Services		
4	Lobbying State and Federal Governments on behalf of our community		

Thinking about all the things we have discussed.

Q12. Can you think of any other priorities that should be considered in the future?

Position	Answers	Notes
1		5 lines

Part E. Demographic information**D1. Please stop me when I read out your age bracket: Prompt**

Position	Answers	Notes
1	18 – 34	
2	35 – 49	
3	50 – 64	
4	65+	

D2. In which of the following areas do you live? Prompt

Position	Answers	Notes
1	Alstonville	
2	Ballina	
3	Lennox Head	
4	Skennars Head	
5	Wardell	
6	Wollongbar	
7	Rural/Other	

D3. What is your current living status? Prompt

Position	Answers	Notes
1	Living at home with parents	
2	Single no children	
3	Single parent with children	
4	Married/de facto with no children	
5	Married/de facto with children	
6	Group household	
7	Extended family household (multiple generations)	

D4. Which of the following best describes your living situation? Prompt

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	

D5. Do you identify as being Aboriginal or Torres Strait Islander? (SR)

Position	Answers	Notes
1	Yes	
2	No	
3	Prefer not to say	

D6. Does anyone living in your home identify as living with disability? (SR)

Position	Answers	Notes
1	Yes	
2	No	
3	Prefer not to say	

D7. Gender (determine by voice):

Position	Answers	Notes
1	Male	
2	Female	

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research (1800 639 599) on behalf of Ballina Shire Council

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