Ballina Shire Council

Community Research

A research report prepared for

Ballina Shire Council

July 2008

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Background

Ballina Shire Council sought to examine community attitudes and satisfaction with a broad range of issues that will assist with the development of Council's future plans.

Council wished to better understand customer expectations, their perceptions of their service experience, the importance they attach to specific Council services and their satisfaction level with those services.

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

Methodology

Data collection

Micromex Research, together with the Ballina Shire Council working party, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection period

The survey was conducted during the period 17th June to 1st July from 4:30pm to 8:30pm, Monday to Thursday.

Survey area

Ballina Shire Local Government Area.

Sample selection

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

Participants

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

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

On completion of the survey, additional interviews were conducted where certain sections were underrepresented. A quota sampling procedure was used to eliminate the need for heavily weighting the research.

The compliance rate achieved was 52%, which represents a good cross section of the community and provides a sound basis for gauging community opinion.

Sampling error

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence.

Interviewing

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

Where applicable, the issues in each question were systematically rearranged for each respondent.

Methodology (Cont'd)

Prequalification

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

Data analysis

The data within this report was analysed using SPSS V15 and SPSS Text Analysis.

Ratings questions

The Likert 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.

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

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

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

Foreword

Ballina Shire Council commissioned a random community survey of 600 residents in an effort to assess the priorities of the community and their attitude to the Council's performance.

This survey, conducted by Micromex Research in June 2008, provides a good assessment of where Council is performing well and meeting the priorities of its residents, and it also identifies priority areas that require improvement.

Ballina Shire Council is in the business of serving a population of almost 39,000 with a wide diversity of needs, priorities and expectations for service, many of which are competing. The challenge for Ballina Shire Council is to ensure a good balance of meeting the majority of needs, the majority of priorities and the majority of expectations for service, most of the time, with a limited budget.

A community survey such as this helps keep an organisation on track. It serves to focus energy and funding decisions on the important issues, services and facilities, and lets you know what the community expects from Council in planning for the future.

The research identifies a real appreciation of the region in which they live and the lifestyle that they are afforded. They have an identified interest in this being maintained and believe that Council's long term planning should accommodate this.

Of specific interest is the high priority residents give to the development of suitable infrastructure for the area.

Regarding services and facilities, the current high priority areas for your community, ranked in order, were:

1. Roads
2. Crime prevention and law and order initiatives
3. Affordable housing
4. Parking
5. Long term planning
6. Management of development

In addition to providing feedback on the community's priorities, the survey also provides us with information on the community's satisfaction with Council's overall performance and customer service.

Overall, the survey shows that 72% of survey respondents were 'satisfied' or 'very satisfied' with Council's performance, 22% were 'neutral' and only 6% were 'dissatisfied' or 'very dissatisfied'. This level of dissatisfaction is particularly low and compares favourably with a developed LGA Benchmark.

The communities satisfaction with Council's level of communication is marginally lower but still compares favourably with a developed LGA Benchmark.

As you can appreciate, the survey presents a great deal of information. I hope you find the feedback useful in guiding future decisions and representing the needs of your residents.

Micromex Research

Key Findings

- 72% of Ballina residents were satisfied with Council's performance over the last 12 months, while 22% were neutral and only 6% dissatisfied
- The mean rating shows that overall, residents were satisfied
- Satisfaction levels were similar across all age groups and both genders

Satisfied	Neither	Dissatisfied	Mean rating
72.3%	21.6%	6.1%	3.71

In a follow up question, those residents that were dissatisfied were asked why they felt that way. The most significant reasons were categorised as follows:

- Lack of community consultation
- Deterioration of roads

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.78	3.59	3.79	3.73	3.69	3.71

Importance and satisfaction with 37 different services and facilities and their priority ranking

Respondents were asked to rate the importance of, and their satisfaction with, each of 37 different services or facilities on a scale of 1 to 5 where 1 = low importance or satisfaction and 5 = high importance or satisfaction.

The **importance** mean ratings ranged from a high of 4.71 for 'roads', where 95% of the residents rated them as highly important, to a low of 2.94 for 'dog exercise areas', where 46% of the residents rated them as important.

Importance ranking	Service/facility	Importance mean
1	Roads	4.71
2	Crime prevention and law and order initiatives	4.67
3	General garbage collection	4.66
4	Water supply	4.60
5	Recycling	4.59
6	Beaches and foreshores	4.53
7	Parking	4.44
8	Long term planning	4.43
9	Coastline management	4.39
10	Ballina Byron Gateway Airport	4.30
11	Environmental and sustainability initiatives	4.27
12	Council's customer service	4.27
13	Financial management	4.26
14	Drainage/flood management	4.24
15	Support for volunteers	4.24
16	Vegetation management	4.23
17	Management of development	4.22
18	Sewerage management and treated effluent reuse	4.21
19	Quality of town centre and public spaces	4.16
20	Economic development	4.10
21	Tourism management	4.10
22	Affordable housing	4.06
23	Disability access	4.04
24	Heritage conservation	4.03
25	Public toilets	3.99
26	Bikeways and bicycle facilities	3.99
27	Aged services	3.97
28	Opportunities to participate in Council decision making	3.94
29	Parks and sporting facilities	3.92
30	Relationship with indigenous residents	3.82
31	Festival and event management	3.80
32	Libraries	3.78
33	Swimming pools	3.53
34	Youth services	3.44
35	Community halls	3.38
36	Child care services	3.11
37	Dog exercise areas	2.94

Importance and satisfaction with 37 different services and facilities and priority ranking (Cont'd)

The **satisfaction** mean ratings ranged from a high of 4.31 for 'general garbage collection', where 89% of the residents rated it as <u>high</u> satisfaction, to a low of 2.30 for 'affordable housing', where 59% of the residents rated it as <u>low</u> satisfaction.

Satisfaction ranking	Service/facility	Satisfaction mean
1	General garbage collection	4.31
2	Beaches and foreshores	4.17
3	Water supply	4.15
4	Libraries	4.10
5	Recycling	3.96
6	Ballina Byron Gateway Airport	3.96
7	Swimming pools	3.86
8	Council's customer service	3.75
9	Sewerage management and treated effluent reuse	3.70
10	Aged services	3.50
11	Parks and sporting facilities	3.50
12	Coastline management	3.48
13	Tourism management	3.43
14	Support for volunteers	3.41
15	Quality of town centre and public spaces	3.41
16	Child care services	3.40
17	Financial management	3.30
18	Bikeways and bicycle facilities	3.30
19	Heritage conservation	3.29
20	Disability access	3.28
21	Drainage/flood management	3.27
22	Festival and event management	3.27
23	Vegetation management	3.25
24	Community halls	3.21
25	Environmental and sustainability initiatives	3.20
26	Economic development	3.16
27	Opportunities to participate in Council decision making	3.16
28	Relationship with indigenous residents	3.12
29	Dog exercise areas	3.09
30	Long term planning	3.06
31	Management of development	3.05
32	Parking	3.02
33	Public toilets	2.94
34	Roads	2.84
35	Crime prevention and law and order initiatives	2.83
36	Youth services	2.80
37	Affordable housing	2.30

Gap analysis

Gap analysis establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score.

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

Gap analysis enables us to provide a priority ranking for all 37 services and facilities.

Performance gap ranking	Service/facility	Importance mean	Satisfaction mean	Performance gap
1	Roads	4.71	2.84	1.87
2	Crime prevention and law and order initiatives	4.67	2.83	1.84
3	Affordable housing	4.06	2.30	1.76
4	Parking	4.44	3.02	1.42
5	Long term planning	4.43	3.06	1.37
6	Management of development	4.22	3.05	1.17
7	Environmental and sustainability initiatives	4.27	3.20	1.07
8	Public toilets	3.99	2.94	1.05
9	Vegetation management	4.23	3.25	0.98
10	Drainage/flood management	4.24	3.27	0.97
11	Financial management	4.26	3.30	0.96
12	Economic development	4.10	3.16	0.94
13	Coastline management	4.39	3.48	0.91
14	Support for volunteers	4.24	3.41	0.83
15	Opportunities to participate in Council decision making	3.94	3.16	0.78
16	Disability access	4.04	3.28	0.76
17	Quality of town centre and public spaces	4.16	3.41	0.75
18	Heritage conservation	4.03	3.29	0.74
19	Relationship with indigenous residents	3.82	3.12	0.70
20	Bikeways and bicycle facilities	3.99	3.30	0.69
21	Tourism management	4.10	3.43	0.67
22	Youth services	3.44	2.80	0.64
23	Recycling	4.59	3.96	0.63
24	Festival and event management	3.80	3.27	0.53
25	Council's customer service	4.27	3.75	0.52
26	Sewerage management and treated effluent reuse	4.21	3.70	0.51
27	Aged services	3.97	3.50	0.47
28	Water supply	4.60	4.15	0.45
29	Parks and sporting facilities	3.92	3.50	0.42
30	Beaches and foreshores	4.53	4.17	0.36
31	General garbage collection	4.66	4.31	0.35
32	Ballina Byron Gateway Airport	4.30	3.96	0.34
33	Community halls	3.38	3.21	0.17
34	Dog exercise areas	2.94	3.09	-0.15
35	Child care services	3.11	3.40	-0.29
36	Libraries	3.78	4.10	-0.32
37	Swimming pools	3.53	3.86	-0.33

Quadrant analysis

Utilising quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for all of the 37 services or facilities and plotting them against each other in a higher or lower quadrant.

	Higher importance Lower satisfaction	Higher importance Higher satisfaction	
Higher priorities			**Council's strengths**
	Roads	General garbage collection	
	Crime prevention and law and order initiatives	Water supply	
	Parking	Recycling	
	Long term planning	Beaches and foreshores	
	Environmental and sustainability initiatives	Coastline management	
	Financial management	Ballina Byron Gateway Airport	
	Drainage/flood management	Council's customer service	
	Vegetation management	Support for volunteers	
	Management of development	Sewerage management and treated effluent reuse	
	Economic development	Quality of town centre and public spaces	
		Tourism management	
	Lower importance Lower satisfaction	**Lower importance Higher satisfaction**	
Lower priorities			**Council's strengths**
	Affordable housing	Aged services	
	Disability access	Parks and sporting facilities	
	Heritage conservation	Libraries	
	Bikeways and bicycle facilities	Swimming pools	
	Public toilets	Child care services	
	Opportunities to participate in Council decision making		
	Relationship with indigenous residents		
	Festival and event management		
	Youth services		
	Community halls		
	Dog exercise areas		

Key Findings (Cont'd)

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 37 Council criteria, services or facilities. The priority score is determined by multiplying the performance gap by the quadrant area in which the criteria, serviced or facility is situated. The quadrant area of *higher importance/lower satisfaction* is attributed a value of 4, *higher importance/higher satisfaction* is attributed a value of 3, *lower importance/lower satisfaction* is attributed a value of 2 and *lower importance/higher satisfaction* is attributed a value of 1.

The following table lists the services and facilities in ranked order and identifies those criteria, services or facilities, as high priorities in both the quadrant and gap analysis.

Priority ranking	Criterion, service/facility	Importance score	Satisfaction score	Priority score	
1	Roads	4.71	2.84	7.48	Higher priority
2	Crime prevention and law and order initiatives	4.67	2.83	7.36	
3	Parking	4.44	3.02	5.68	
4	Long term planning	4.43	3.06	5.48	
5	Management of development	4.22	3.05	4.68	
6	Environmental and sustainability initiatives	4.27	3.20	4.28	
7	Vegetation management	4.23	3.25	3.92	
8	Drainage/flood management	4.24	3.27	3.88	
9	Financial management	4.26	3.30	3.84	
10	Economic development	4.10	3.16	3.76	
11	Coastline management	4.39	3.48	2.73	
12	Support for volunteers	4.24	3.41	2.49	
13	Quality of town centre and public spaces	4.16	3.41	2.25	
14	Tourism management	4.10	3.43	2.01	
15	Recycling	4.59	3.96	1.89	
16	Affordable housing	4.06	2.30	1.76	
17	Council's customer service	4.27	3.75	1.56	
18	Sewerage management and treated effluent reuse	4.21	3.70	1.53	
19	Water supply	4.60	4.15	1.35	
20	Beaches and foreshores	4.53	4.17	1.08	
21	General garbage collection	4.66	4.31	1.05	
22	Public toilets	3.99	2.94	1.05	
23	Ballina Byron Gateway Airport	4.30	3.96	1.02	
24	Aged services	3.97	3.50	0.94	
25	Parks and sporting facilities	3.92	3.50	0.84	
26	Opportunities to participate in Council decision making	3.94	3.16	0.78	
27	Disability access	4.04	3.28	0.76	
28	Heritage conservation	4.03	3.29	0.74	
29	Relationship with indigenous residents	3.82	3.12	0.70	
30	Bikeways and bicycle facilities	3.99	3.30	0.69	
31	Youth services	3.44	2.80	0.64	
32	Festival and event management	3.80	3.27	0.53	
33	Community halls	3.38	3.21	0.17	
34	Dog exercise areas	2.94	3.09	-0.15	
35	Child care services	3.11	3.40	-0.58	
36	Libraries	3.78	4.10	-0.64	
37	Swimming pools	3.53	3.86	-0.66	

Contact with Council in the past 12 months

Residents were asked if they had contacted Council in the past 12 months, how they had contacted Council and how satisfied they were with the way the contact was handled.

- 44% of residents had contacted Council in the past 12 months
- The level of contact was similar across all age groups and both genders

Of those that had contacted Council:

- 54% were by phone
- 34% in person
- 6% by mail and 5% by email
- The younger age group was significantly less likely to contact Council in person and more likely to use the phone

Satisfaction with the way the contact was handled:

- There was a moderately high level of satisfaction, with 74% of respondents satisfied, resulting in an overall mean rating of 3.9
- Of those residents that had contacted Council the 35-54 and 55+ age group were the most satisfied

Satisfied	Neither	Dissatisfied	Mean rating
74.1%	12.4%	13.5%	3.90

Those residents who expressed some dissatisfaction were asked how their contact could have been improved. The most significant categories related to:

- The need for better communication
- Action being taken

Satisfaction with the current level of communication Council has with the community

Residents were asked how satisfied they were with the level of communication Council has with the community, and if dissatisfied, how this could be improved.

Key findings

- 63% of the residents were satisfied with the level of communication Council had with the community, while 28% were neutral and only 9% were dissatisfied
- The 55+ age group was significantly more satisfied than the other age groups, while the satisfaction between genders was almost equal

Satisfied	Neither	Dissatisfied	Mean rating
63.3%	27.6%	9.1%	3.58

Those respondents that were dissatisfied were asked how Council could improve its communication. The most significant responses were categorised as follows:

- Council should be more forthcoming with information
- More local meetings/forums

Means of being kept informed of Council news and activities

In this prompted question, we found that residents are kept informed of Council news and activities via a wide range of media, the most predominant being:

- Ballina Shire Advocate   86%
- Local TV   69%
- Leaflets and newsletters in the mail   66%
- Northern Star   63%
- Radio   55%
- Northern Rivers Echo   52%

Support for Council's entrepreneurial activities to increase funding

In this prompted question, residents were asked to rate their support of Council undertaking entrepreneurial activities, such as property development, to increase Council revenue.

- 66% of Ballina residents were supportive of Council's entrepreneurial activities, while 20% were neutral and 15% unsupportive
- The mean rating shows that overall, residents were moderately supportive
- Residents aged 35-54 were less likely than other age groups to be supportive, as were female residents

Supportive	Neither	Not supportive	Mean rating
65.5%	19.9%	14.6%	3.60

In a follow up question, those residents that were not supportive were asked why they felt that way. The most significant reasons were categorised as follows:

- Council does not have the expertise for this type of development
- It is too open to corruption
- There is already too much development
- I think Council should just run the Shire and not get involved in development

What residents value most about living in the Ballina Shire

In this unprompted question residents were asked what they most valued about living in the Ballina Shire LGA. The most significant responses were categorised as follows:

- Lifestyle   33%
- Beaches/coast/ocean   22%
- Climate   16%

The highest priorities for the next 10 years

In this unprompted question, residents were asked what they felt were the highest priority issues for the next 10 years within the Ballina Shire. The responses were categorised as follows:

- Roads   39%
- Infrastructure 34%

Home businesses

- 17% of respondents had someone in their household operating a home based business

Comparison of Ballina Shire Council against other Local Government Areas

Comparisons with a Micromex Research developed Local Government Benchmark are able to be made with 11 specific key criteria that are common to all LGAs.

Local Government Benchmark Sample

The sample includes 13 LGAs representing:

- Sydney   3
- Semi-rural   4
- Rural/Country   6

Comment

Comparisons indicate that Ballina Shire Council had performed above the Benchmark for 7 measurable criteria, equal to the Benchmark for 3 criteria and below the Benchmark for 2 criteria, as indicated with the following mean ratings.

Importantly, Ballina Shire Council performed above the Benchmark for the key criteria:

'Overall satisfaction with Council's performance'

	Service or facility	Ballina Shire	Benchmark
Below the Benchmark			
	Roads	2.8	2.9
	Youth services and facilities	2.8	2.9
Equal to the Benchmark			
	Child care services	3.4	3.4
	Parks & sporting facilities	3.5	3.5
	Public toilets	2.9	2.9
Above the Benchmark			
	Overall satisfaction with Council's performance	***3.7***	***3.5***
	Communication with the community	3.6	3.4
	Garbage services	4.3	4.1
	Libraries	4.1	4.0
	Services for older people	3.5	3.4
	The way contact with Council is handled	3.9	3.7
	Recycling	4.0	3.5

Detailed Survey results

The next section of this report presents in detail the survey results.

Part A has been presented in 4 categories:

- Community facilities
- Infrastructure
- Human services
- Corporate services and management

Results

Part A. Importance and satisfaction

Respondents were asked to rate the importance and satisfaction of each of 37 different criteria, services or facilities on a scale of 1 to 5 where 1 = low importance and low satisfaction and 5 = high importance and high satisfaction.

Community facilities

Key findings

Importance

- With the exception of 'dog exercise areas', the importance of the remaining seven criteria ranged from moderately high (community halls) to very high (quality of town centre and public spaces/beaches and foreshores)

Satisfaction

- The satisfaction ranged from moderately low (public toilets/dog exercise areas) to high (beaches and foreshores/libraries/swimming pools)
- There was a high level of dissatisfaction with public toilets. This is of particular concern considering that public toilets was rated the third highest in importance in this category
- Further analysis shows that those residents in the age group 55+ were significantly more satisfied with 'libraries' than respondents in the younger age groups
- Overall, residents in the age group 35-54 were significantly more likely to express dissatisfaction with community facilities than respondents aged 18-34 or 55+

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'public toilets' and 'quality of town centre and public spaces'
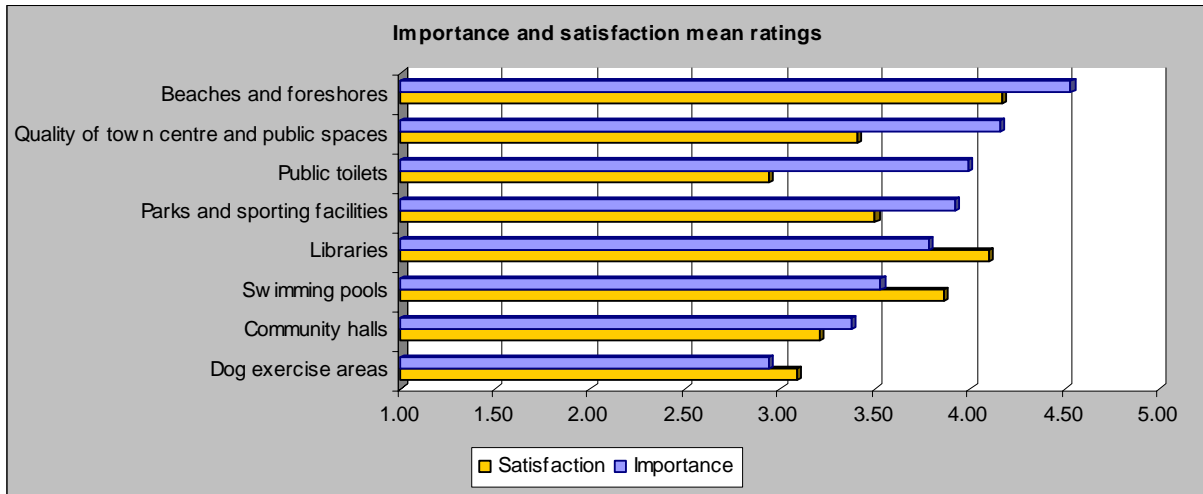
Importance	Importance rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
Beaches and foreshores	3.4%	4.6%	92.0%	4.53
Quality of town centre and public spaces	4.4%	11.9%	83.6%	4.16
Public toilets	10.8%	13.3%	75.9%	3.99
Parks and sporting facilities	12.7%	13.6%	73.6%	3.92
Libraries	17.5%	13.9%	68.7%	3.78
Swimming pools	23.7%	15.7%	60.7%	3.53
Community halls	24.6%	21.0%	54.5%	3.38
Dog exercise areas	41.9%	11.9%	46.2%	2.94

Satisfaction	Satisfaction rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
Beaches and foreshores	2.8%	12.9%	84.3%	4.17
Libraries	4.7%	16.3%	79.1%	4.10
Swimming pools	5.8%	26.5%	67.7%	3.86
Parks and sporting facilities	13.8%	30.2%	56.1%	3.50
Quality of town centre and public spaces	15.5%	32.6%	51.8%	3.41
Community halls	26.5%	27.4%	46.0%	3.21
Dog exercise areas	27.2%	39.1%	33.7%	3.09
Public toilets	32.9%	34.8%	32.3%	2.94

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

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Community facilities (Cont'd)

Importance and satisfaction mean ratings

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

	Importance	Satisfaction	Gap analysis
Public toilets	3.99	2.94	1.05
Quality of town centre and public spaces	4.16	3.41	0.75
Parks and sporting facilities	3.92	3.50	0.42
Beaches and foreshores	4.53	4.17	0.36
Community halls	3.38	3.21	0.17
Dog exercise areas	2.94	3.09	-0.15
Libraries	3.78	4.10	-0.32
Swimming pools	3.53	3.86	-0.33

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Importance

	Mean ratings by age and gender				
	18-34	**35-54**	**55+**	**Male**	**Female**
Parks and sporting facilities	4.13	4.13	3.65	3.90	3.93
Libraries	3.70	3.85	3.75	3.55	3.98
Community halls	3.43	3.53	3.23	3.26	3.49
Quality of town centre and public spaces	4.17	4.25	4.08	4.14	4.18
Swimming pools	3.72	3.77	3.24	3.53	3.53
Dog exercise areas	3.00	3.06	2.80	2.85	3.01
Public toilets	3.96	4.11	3.90	3.85	4.12
Beaches and foreshores	4.61	4.60	4.45	4.50	4.57

	Not at all important		Not important		Neither		Important		Very important		Total	
	Count	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**
Parks and sporting facilities	39	6.6%	37	6.1%	82	13.6%	218	36.4%	223	37.2%	600	100.0%
Libraries	63	10.6%	41	6.9%	83	13.9%	189	31.5%	223	37.2%	600	100.0%
Community halls	92	15.4%	55	9.2%	126	21.0%	183	30.6%	144	23.9%	600	100.0%
Quality of town centre and public spaces	13	2.1%	14	2.3%	71	11.9%	266	44.4%	235	39.2%	600	100.0%
Swimming pools	81	13.4%	62	10.3%	94	15.7%	187	31.2%	177	29.5%	600	100.0%
Dog exercise areas	192	32.0%	59	9.9%	71	11.9%	148	24.7%	129	21.5%	600	100.0%
Public toilets	36	6.0%	29	4.8%	80	13.3%	214	35.7%	241	40.2%	600	100.0%
Beaches and foreshores	11	1.8%	10	1.6%	27	4.6%	153	25.5%	399	66.5%	600	100.0%

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Community facilities (Cont'd)

Satisfaction

	Mean ratings by age and gender				
	18-34	35-54	55+	Male	Female
Parks and sporting facilities	3.55	3.23	3.77	3.57	3.44
Libraries	3.89	3.97	4.28	3.95	4.21
Community halls	3.04	3.12	3.36	3.14	3.26
Quality of town centre and public spaces	3.38	3.18	3.66	3.43	3.39
Swimming pools	4.03	3.80	3.87	3.75	3.97
Dog exercise areas	3.32	2.96	3.15	3.06	3.11
Public toilets	3.03	2.70	3.14	3.02	2.87
Beaches and foreshores	4.25	4.08	4.23	4.12	4.22

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Parks and sporting facilities	21	4.9%	39	8.9%	133	30.2%	192	43.5%	55	12.6%	441	100.0%
Libraries	3	.7%	16	4.0%	67	16.3%	177	43.1%	148	36.0%	410	100.0%
Community halls	34	10.8%	50	15.7%	86	27.4%	106	33.6%	39	12.4%	316	100.0%
Quality of town centre and public spaces	20	3.9%	59	11.6%	165	32.6%	218	43.2%	43	8.6%	505	100.0%
Swimming pools	7	1.8%	14	4.0%	95	26.1%	152	42.0%	95	26.1%	362	100.0%
Dog exercise areas	24	8.8%	49	18.4%	105	39.1%	61	22.8%	29	10.9%	268	100.0%
Public toilets	58	12.7%	91	20.2%	158	34.8%	114	25.1%	33	7.2%	454	100.0%
Beaches and foreshores	7	1.3%	8	1.5%	71	12.9%	264	47.7%	203	36.6%	553	100.0%

Nb: Some respondents did not answer

Infrastructure

Key findings

Importance

- Residents rated all aspect of infrastructure very highly
- Overall 'bikeways and bicycle facilities' were rated as the least important (but still high), whilst all other criteria was rated as very high, in particular 'roads', 'general garbage collection', 'water supply' and 'recycling'
- 'Bikeways and bicycle facilities' were rated as significantly higher in importance by males and the age groups 18-34 and 35-54, compared to females and the age group 55+

Satisfaction

- The satisfaction ranged from moderately low (roads) to high (general garbage collection/water supply)
- For 'roads', a greater proportion of the community were dissatisfied than satisfied, whilst for 'parking' satisfaction was approximately equal to dissatisfaction
- Dissatisfaction with 'roads' was significantly higher in the age group 35-54, compared with the age groups 18-34 and 55+

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'roads', 'parking' and 'drainage/flood management'
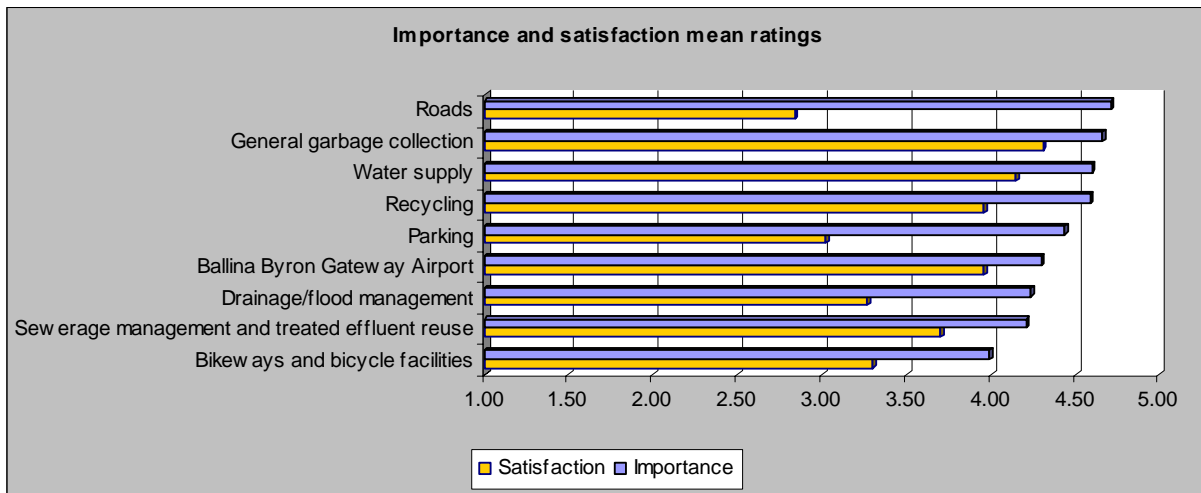
	Importance rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
Roads	1.0%	3.7%	95.2%	4.71
General garbage collection	1.2%	3.9%	94.9%	4.66
Water supply	5.6%	2.8%	91.6%	4.60
Recycling	2.7%	6.2%	91.2%	4.59
Parking	4.2%	8.5%	87.3%	4.44
Ballina Byron Gateway Airport	7.3%	10.5%	82.3%	4.30
Drainage/flood management	7.9%	12.5%	79.6%	4.24
Sewerage management and treated effluent reuse	9.6%	12.2%	78.1%	4.21
Bikeways and bicycle facilities	15.2%	10.8%	74.0%	3.99

	Satisfaction rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
General garbage collection	5.0%	6.4%	88.6%	4.31
Water supply	5.2%	13.5%	81.3%	4.15
Recycling	13.1%	11.0%	75.9%	3.96
Ballina Byron Gateway Airport	6.1%	18.2%	75.7%	3.96
Sewerage management and treated effluent reuse	13.7%	22.5%	63.9%	3.70
Bikeways and bicycle facilities	22.7%	31.7%	45.7%	3.30
Drainage/flood management	19.4%	39.0%	41.6%	3.27
Parking	27.9%	41.1%	30.9%	3.02
Roads	33.0%	44.3%	22.7%	2.84

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

Importance and satisfaction mean ratings

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

	Importance	Satisfaction	Gap analysis
Roads	4.71	2.84	1.87
Parking	4.44	3.02	1.42
Drainage/flood management	4.24	3.27	0.97
Bikeways and bicycle facilities	3.99	3.30	0.69
Recycling	4.59	3.96	0.63
Sewerage management and treated effluent reuse	4.21	3.70	0.51
Water supply	4.60	4.15	0.45
General garbage collection	4.66	4.31	0.35
Ballina Byron Gateway Airport	4.30	3.96	0.34

Continued on the following page

Infrastructure (Cont'd)

Importance

	Mean ratings by age and gender				
	18-34	35-54	55+	Male	Female
Roads	4.72	4.74	4.69	4.65	4.77
General garbage collection	4.67	4.64	4.68	4.60	4.71
Recycling	4.67	4.59	4.55	4.52	4.64
Sewerage management and treated effluent reuse	4.28	4.24	4.16	4.21	4.21
Bikeways and bicycle facilities	4.17	4.24	3.70	4.13	3.87
Water supply	4.85	4.52	4.60	4.57	4.64
Parking	4.50	4.50	4.37	4.36	4.52
Drainage/flood management	4.33	4.21	4.23	4.19	4.28
Ballina Byron Gateway Airport	4.37	4.21	4.37	4.25	4.35

	Not at all important		Not important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Roads	1	.2%	5	.8%	22	3.7%	107	17.9%	464	77.3%	600	100.0%
General garbage collection	5	.8%	2	.4%	24	3.9%	131	21.9%	438	73.0%	600	100.0%
Recycling	7	1.2%	9	1.5%	37	6.2%	119	19.9%	427	71.3%	600	100.0%
Sewerage management and treated effluent reuse	43	7.1%	15	2.5%	73	12.2%	111	18.5%	357	59.6%	600	100.0%
Bikeways and bicycle facilities	53	8.8%	39	6.4%	65	10.8%	148	24.7%	295	49.3%	600	100.0%
Water supply	26	4.3%	8	1.3%	17	2.8%	77	12.8%	472	78.8%	600	100.0%
Parking	12	2.0%	13	2.2%	51	8.5%	145	24.1%	379	63.2%	600	100.0%
Drainage/flood management	28	4.7%	19	3.2%	75	12.5%	139	23.1%	339	56.5%	600	100.0%
Ballina Byron Gateway Airport	20	3.4%	24	3.9%	63	10.5%	141	23.5%	353	58.8%	600	100.0%

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Satisfaction

	Mean ratings by age and gender				
	18-34	**35-54**	**55+**	**Male**	**Female**
Roads	3.05	2.56	3.02	2.86	2.82
General garbage collection	4.27	4.23	4.41	4.31	4.32
Recycling	3.81	3.89	4.08	4.05	3.89
Sewerage management and treated effluent reuse	3.68	3.63	3.77	3.79	3.62
Bikeways and bicycle facilities	3.43	3.14	3.43	3.28	3.31
Water supply	4.20	3.98	4.29	4.20	4.11
Parking	2.95	2.84	3.22	3.07	2.98
Drainage/flood management	3.21	3.12	3.42	3.32	3.22
Ballina Byron Gateway Airport	4.00	3.86	4.02	4.04	3.88

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Roads	57	9.9%	132	23.1%	253	44.3%	107	18.7%	23	4.0%	571	100.0%
General garbage collection	7	1.3%	21	3.7%	36	6.4%	224	39.4%	280	49.2%	569	100.0%
Recycling	33	6.1%	38	7.0%	60	11.0%	200	36.7%	213	39.2%	544	100.0%
Sewerage management and treated effluent reuse	21	4.8%	40	8.9%	100	22.5%	175	39.2%	110	24.7%	446	100.0%
Bikeways and bicycle facilities	37	8.4%	63	14.3%	141	31.7%	135	30.5%	67	15.2%	444	100.0%
Water supply	13	2.3%	16	2.9%	73	13.5%	218	40.1%	224	41.2%	544	100.0%
Parking	37	7.0%	110	20.9%	217	41.1%	130	24.7%	33	6.2%	526	100.0%
Drainage/flood management	28	5.9%	64	13.5%	184	39.0%	146	30.9%	51	10.7%	473	100.0%
Ballina Byron Gateway Airport	4	.9%	26	5.2%	90	18.2%	240	48.8%	132	26.9%	491	100.0%

Nb: Some respondents did not answer

Part A. Importance and satisfaction (Cont'd)

Human services

Key findings

Importance

- The importance of all eight criteria ranged from moderately high (child care services) to very high (crime prevention and law and order initiatives)

Satisfaction

- The satisfaction ranged from very low (affordable housing) to moderate (aged care services/support for volunteers/child care services)
- For three of the eight criteria in this category (affordable housing/youth services/crime prevention and law and order initiatives), a greater proportion of the community were dissatisfied than satisfied
- There was a very high level of dissatisfaction with 'affordable housing', 'youth services' and 'crime prevention and law and order initiatives'
- Further analysis shows that 'child care services', 'youth services' and 'affordable housing' were of significantly higher importance for those residents in the younger age groups
- 'Aged services' were of significantly higher importance for those residents in the age group 55+
- Younger residents were significantly less satisfied with 'affordable housing' than residents aged 55+
- Residents aged 18-34 were also significantly more satisfied with 'child care services' than residents aged 35-54

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'crime prevention and law and order initiatives' and 'affordable housing'

	Importance rating %			Mean rating
	Low 1-2	**Medium - 3**	**High 4-5**	
Crime prevention and law and order initiatives	2.3%	4.9%	92.8%	4.67
Support for volunteers	5.4%	14.0%	80.6%	4.24
Affordable housing	15.9%	9.4%	74.7%	4.06
Disability access	12.2%	14.4%	73.4%	4.04
Aged services	16.6%	10.4%	73.0%	3.97
Relationship with indigenous residents	14.1%	17.4%	68.5%	3.82
Youth services	30.7%	11.0%	58.3%	3.44
Child care services	40.2%	10.9%	49.0%	3.11

	Satisfaction rating %			Mean rating
	Low 1-2	**Medium - 3**	**High 4-5**	
Aged services	11.8%	35.7%	52.5%	3.50
Support for volunteers	14.7%	41.2%	44.0%	3.41
Child care services	13.0%	41.2%	45.7%	3.40
Disability access	16.7%	44.0%	39.3%	3.28
Relationship with indigenous residents	20.2%	46.2%	33.6%	3.12
Crime prevention and law and order initiatives	38.0%	35.2%	26.7%	2.83
Youth services	33.9%	43.6%	22.6%	2.80
Affordable housing	59.1%	31.4%	9.5%	2.30

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

2008 Mean ratings

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

	Importance	Satisfaction	Gap analysis
Crime prevention and law and order initiatives	4.67	2.83	1.84
Affordable housing	4.06	2.30	1.76
Support for volunteers	4.24	3.41	0.83
Disability access	4.04	3.28	0.76
Relationship with indigenous residents	3.82	3.12	0.70
Youth services	3.44	2.80	0.64
Aged services	3.97	3.50	0.47
Child care services	3.11	3.40	-0.29

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Importance

	Mean ratings by age and gender				
	18-34	**35-54**	**55+**	**Male**	**Female**
Child care services	3.83	3.23	2.75	3.14	3.08
Youth services	3.93	3.64	3.09	3.45	3.44
Aged services	3.67	3.73	4.28	3.83	4.09
Relationship with indigenous residents	3.91	3.88	3.75	3.74	3.90
Support for volunteers	4.17	4.12	4.36	4.13	4.33
Disability access	4.04	3.93	4.14	3.97	4.10
Affordable housing	4.41	4.20	3.80	3.93	4.16
Crime prevention and law and order initiatives	4.70	4.62	4.70	4.57	4.75

	Not at all important		Not important		Neither		Important		Very important		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Child care services	198	33.1%	42	7.1%	66	10.9%	84	14.1%	209	34.9%	600	100.0%
Youth services	145	24.1%	40	6.6%	66	11.0%	105	17.5%	245	40.8%	600	100.0%
Aged services	80	13.3%	20	3.3%	62	10.4%	118	19.6%	320	53.4%	600	100.0%
Relationship with indigenous residents	56	9.3%	28	4.8%	105	17.4%	187	31.2%	224	37.3%	600	100.0%
Support for volunteers	22	3.7%	10	1.7%	84	14.0%	170	28.4%	313	52.2%	600	100.0%
Disability access	42	7.0%	31	5.2%	86	14.4%	141	23.5%	299	49.9%	600	100.0%
Affordable housing	70	11.7%	25	4.2%	56	9.4%	98	16.4%	350	58.3%	600	100.0%
Crime prevention and law and order initiatives	7	1.2%	6	1.1%	30	4.9%	92	15.4%	464	77.4%	600	100.0%

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Human services (Cont'd)

Satisfaction

	Mean ratings by age and gender				
	18-34	35-54	55+	Male	Female
Child care services	3.58	3.22	3.52	3.34	3.44
Youth services	2.93	2.65	2.93	2.85	2.75
Aged services	3.58	3.34	3.59	3.50	3.50
Relationship with indigenous residents	3.39	2.94	3.22	3.10	3.14
Support for volunteers	3.35	3.18	3.63	3.41	3.42
Disability access	3.10	3.17	3.42	3.42	3.17
Affordable housing	2.26	2.09	2.54	2.30	2.29
Crime prevention and law and order initiatives	2.88	2.75	2.90	2.75	2.90

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Child care services	13	5.7%	17	7.3%	97	41.2%	78	33.1%	30	12.6%	234	100.0%
Youth services	35	12.2%	62	21.7%	125	43.6%	55	19.2%	10	3.4%	287	100.0%
Aged services	13	3.2%	34	8.6%	142	35.7%	159	40.0%	50	12.5%	399	100.0%
Relationship with indigenous residents	28	7.2%	50	13.0%	178	46.2%	106	27.4%	24	6.2%	385	100.0%
Support for volunteers	11	2.4%	54	12.3%	181	41.2%	130	29.5%	64	14.5%	440	100.0%
Disability access	13	3.2%	56	13.5%	182	44.0%	126	30.5%	36	8.8%	414	100.0%
Affordable housing	100	23.1%	156	36.0%	136	31.4%	29	6.8%	12	2.7%	433	100.0%
Crime prevention and law and order initiatives	63	11.4%	146	26.6%	194	35.2%	114	20.7%	33	6.0%	550	100.0%

Nb: Some respondents did not answer

Corporate services and management

Key findings

Importance

- The importance of the twelve criteria ranged from high (festival and event management) to very high (long term planning/coastline management)

Satisfaction

- The satisfaction ranged from moderately low (management of development/long term planning) to moderately high (Council's customer service)
- For six of the twelve criteria satisfaction was more likely to be rated as neutral, than satisfied or dissatisfied
- Residents in the age group 18-34 were significantly more likely to express satisfaction with corporate services and management than respondents aged 35-54

Performance gap

- Performance gap analysis identifies that the largest performance gaps are perceived to be with 'long term planning', 'management of development' and 'environmental and sustainability initiatives'

Corporate services and management (Cont'd)

	Importance rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
Long term planning	3.3%	9.6%	87.1%	4.43
Coastline management	3.6%	9.9%	86.5%	4.39
Council's customer service	4.0%	12.6%	83.4%	4.27
Environmental and sustainability initiatives	4.3%	14.3%	81.4%	4.27
Financial management	5.4%	14.8%	79.9%	4.26
Vegetation management	4.9%	15.0%	80.1%	4.23
Management of development	7.8%	11.6%	80.5%	4.22
Economic development	7.4%	17.0%	75.6%	4.10
Tourism management	7.5%	16.4%	76.1%	4.10
Heritage conservation	7.3%	19.9%	72.8%	4.03
Opportunities to participate in Council decision making	12.3%	17.9%	69.7%	3.94
Festival and event management	12.3%	25.5%	62.1%	3.80

	Satisfaction rating %			Mean rating
	Low 1-2	Medium - 3	High 4-5	
Council's customer service	10.8%	21.3%	68.0%	3.75
Coastline management	13.1%	32.5%	54.4%	3.48
Tourism management	11.5%	41.5%	46.9%	3.43
Financial management	13.5%	45.4%	41.1%	3.30
Heritage conservation	14.7%	43.4%	41.9%	3.29
Festival and event management	19.9%	36.5%	43.6%	3.27
Vegetation management	19.5%	38.4%	42.0%	3.25
Environmental and sustainability initiatives	17.6%	44.2%	38.2%	3.20
Opportunities to participate in Council decision making	22.1%	35.6%	42.2%	3.16
Economic development	18.2%	46.1%	35.7%	3.16
Long term planning	22.2%	46.3%	31.4%	3.06
Management of development	23.7%	40.6%	35.6%	3.05

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

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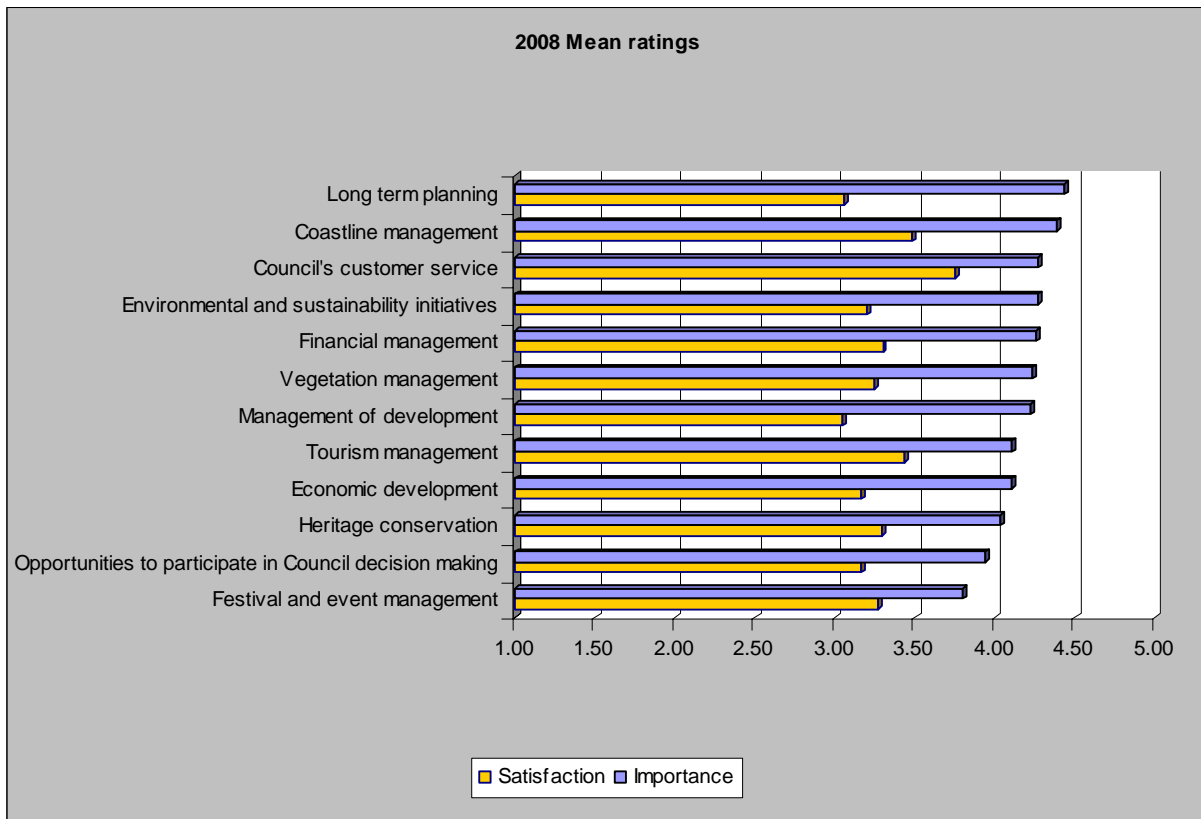
2008 Mean ratings

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

	Importance	Satisfaction	Gap analysis
Long term planning	4.43	3.06	1.37
Management of development	4.22	3.05	1.17
Environmental and sustainability initiatives	4.27	3.20	1.07
Vegetation management	4.23	3.25	0.98
Financial management	4.26	3.30	0.96
Economic development	4.10	3.16	0.94
Coastline management	4.39	3.48	0.91
Opportunities to participate in Council decision making	3.94	3.16	0.78
Heritage conservation	4.03	3.29	0.74
Tourism management	4.10	3.43	0.67
Festival and event management	3.80	3.27	0.53
Council's customer service	4.27	3.75	0.52

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Importance

	Mean ratings by age and gender				
	18-34	**35-54**	**55+**	**Male**	**Female**
Council's customer service	4.37	4.17	4.33	4.23	4.31
Opportunities to participate in Council decision making	4.20	3.99	3.79	3.92	3.95
Management of development	4.24	4.24	4.19	4.21	4.22
Economic development	4.15	4.09	4.09	4.09	4.11
Vegetation management	4.37	4.18	4.23	4.11	4.34
Tourism management	4.30	4.05	4.07	3.98	4.20
Coastline management	4.65	4.37	4.31	4.27	4.49
Financial management	4.20	4.28	4.27	4.23	4.29
Festival and event management	4.20	3.76	3.69	3.70	3.88
Environmental and sustainability initiatives	4.46	4.28	4.20	4.18	4.35
Long term planning	4.57	4.37	4.44	4.40	4.45
Heritage conservation	4.15	4.05	3.98	3.84	4.21

	Not at all important		Not important		Neither		Important		Very important		Total	
	Count	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**
Council's customer service	12	2.0%	12	2.0%	75	12.6%	201	33.5%	299	49.9%	600	100.0%
Opportunities to participate in Council decision making	35	5.9%	39	6.4%	107	17.9%	166	27.6%	253	42.1%	600	100.0%
Management of development	24	4.0%	23	3.8%	70	11.6%	165	27.6%	317	52.9%	600	100.0%
Economic development	23	3.9%	21	3.5%	102	17.0%	178	29.6%	276	46.0%	600	100.0%
Vegetation management	17	2.8%	13	2.1%	90	15.0%	177	29.5%	303	50.6%	600	100.0%
Tourism management	22	3.7%	23	3.8%	98	16.4%	188	31.3%	269	44.8%	600	100.0%
Coastline management	10	1.6%	12	2.0%	59	9.9%	174	29.0%	345	57.5%	600	100.0%
Financial management	18	3.0%	14	2.4%	89	14.8%	151	25.2%	328	54.7%	600	100.0%
Festival and event management	30	4.9%	45	7.4%	153	25.5%	164	27.3%	209	34.8%	600	100.0%
Environmental and sustainability initiatives	12	2.1%	13	2.2%	86	14.3%	176	29.3%	313	52.1%	600	100.0%
Long term planning	11	1.8%	9	1.5%	58	9.6%	158	26.3%	365	60.8%	600	100.0%
Heritage conservation	21	3.5%	23	3.8%	119	19.9%	188	31.3%	249	41.5%	600	100.0%

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Corporate services and management (Cont'd)

Satisfaction

	Mean ratings by age and gender				
	18-34	**35-54**	**55+**	**Male**	**Female**
Council's customer service	3.64	3.65	3.87	3.79	3.71
Opportunities to participate in Council decision making	3.17	3.00	3.32	3.19	3.14
Management of development	3.44	2.75	3.21	3.06	3.05
Economic development	3.36	2.91	3.31	3.18	3.14
Vegetation management	3.24	3.10	3.39	3.24	3.26
Tourism management	3.41	3.31	3.55	3.35	3.50
Coastline management	3.61	3.35	3.55	3.46	3.49
Financial management	3.55	3.08	3.43	3.34	3.27
Festival and event management	3.41	3.14	3.32	3.10	3.40
Environmental and sustainability initiatives	3.29	2.99	3.37	3.15	3.25
Long term planning	3.18	2.85	3.21	3.08	3.04
Heritage conservation	3.44	3.12	3.38	3.18	3.37

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**	**Row N %**
Council's customer service	16	3.2%	37	7.6%	106	21.3%	233	47.0%	104	21.0%	495	100.0%
Opportunities to participate in Council decision making	41	10.2%	48	11.9%	144	35.6%	145	35.7%	26	6.5%	405	100.0%
Management of development	52	11.1%	60	12.6%	192	40.6%	146	31.0%	22	4.6%	472	100.0%
Economic development	29	6.5%	52	11.7%	204	46.1%	137	31.0%	21	4.7%	442	100.0%
Vegetation management	19	4.1%	72	15.4%	180	38.4%	166	35.4%	31	6.6%	469	100.0%
Tourism management	9	1.9%	43	9.6%	186	41.5%	168	37.4%	43	9.5%	448	100.0%
Coastline management	18	3.5%	49	9.6%	166	32.5%	228	44.6%	50	9.8%	511	100.0%
Financial management	18	4.0%	43	9.5%	206	45.4%	157	34.7%	29	6.4%	453	100.0%
Festival and event management	24	6.3%	51	13.6%	138	36.5%	130	34.4%	35	9.2%	377	100.0%
Environmental and sustainability initiatives	25	5.3%	59	12.3%	211	44.2%	158	33.2%	24	5.0%	477	100.0%
Long term planning	41	8.1%	71	14.1%	232	46.3%	134	26.7%	24	4.7%	501	100.0%
Heritage conservation	20	4.6%	43	10.1%	186	43.4%	154	35.9%	26	6.0%	429	100.0%

Nb: Some respondents did not answer

Part B. Contact with Council

Contact with Council within the last 12 months

Residents were asked if they had contacted Council in the past 12 months, how they had contacted Council and how satisfied they were with the way the contact was handled.

Key findings

- 44% of residents had contacted Council in the past 12 months
- The level of contact was similar across all age groups and both genders

Of those that had contacted Council:

- 54% were by phone
- 34% in person
- 6% by mail and 5% by email
- The younger age group was significantly less likely to contact Council in person and more likely to use the phone

Satisfaction with the way the contact was handled:

- There was a moderately high level of satisfaction, with 74% of respondents satisfied, resulting in an overall mean rating of 3.9
- Of those residents that had contacted Council, the 35-54 and 55+ age groups were the most satisfied

Satisfied	Neither	Dissatisfied	Mean rating
74.1%	12.4%	13.5%	3.90

Those residents who expressed some dissatisfaction were asked how their contact could have been improved. The most significant categories related to:

- The need for better communication
- Action being taken

	Count	Column N %
Yes	265	44.2%
No	335	55.8%
Total	600	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	42	45.7%	115	47.2%	108	40.9%	119	42.6%	146	45.6%
No	50	54.3%	129	52.8%	156	59.1%	161	57.4%	174	54.4%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

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Method of contact
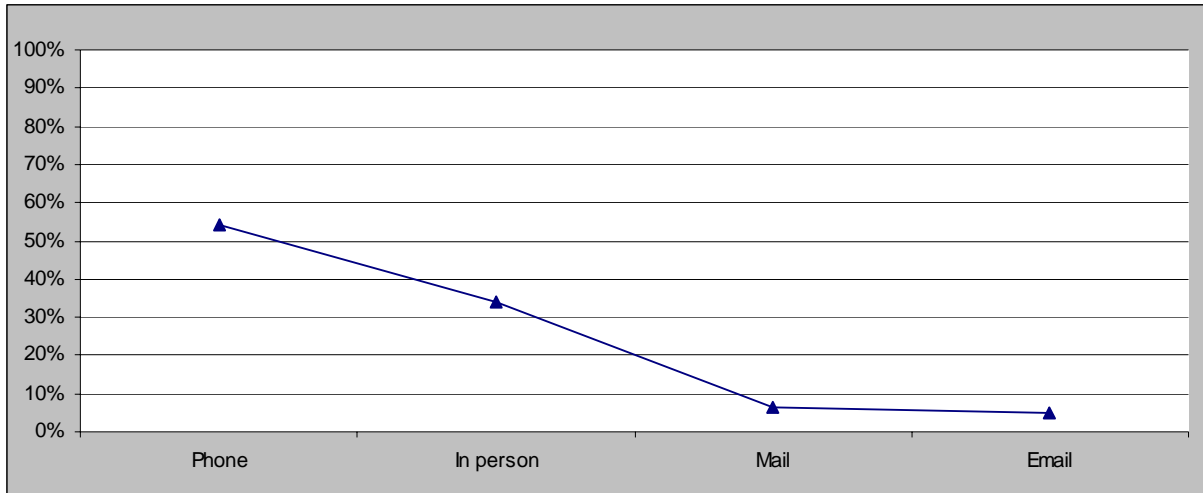
	Count	Column N %
Phone	144	54.4%
In person	90	34.1%
Mail	17	6.4%
Email	13	5.1%
Total	265	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Phone	30	71.4%	65	56.5%	49	45.6%	68	57.1%	76	52.2%
Mail	2	4.8%	6	5.4%	9	8.2%	8	6.4%	9	6.5%
Email	4	9.5%	5	4.3%	4	4.1%	4	3.5%	9	6.3%
In person	6	14.3%	39	33.7%	46	42.2%	39	33.0%	51	35.0%
Total	42	100.0%	115	100.0%	108	100.0%	119	100.0%	146	100.0%

Continued on the following page

Satisfaction with the way the contact was handled

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.62	3.92	3.98	3.87	3.92	3.90

Mean ratings: 1 = very dissatisfied, 5 = very satisfied
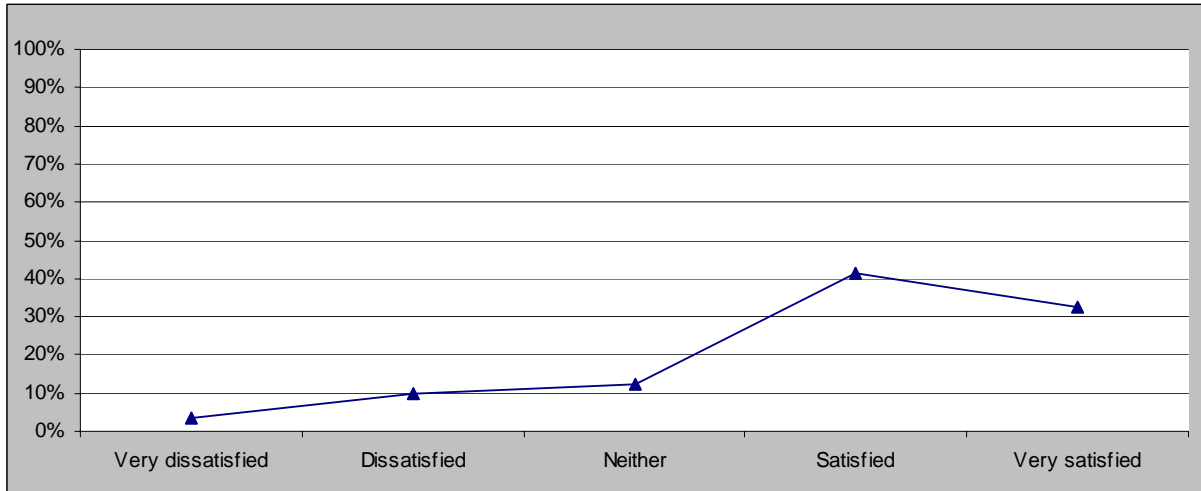
	Count	Column N %
Very dissatisfied	9	3.5%
Dissatisfied	27	10.0%
Neither	33	12.4%
Satisfied	110	41.5%
Very satisfied	86	32.6%
Total	265	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very dissatisfied	2	4.8%	5	4.3%	2	2.0%	4	3.8%	5	3.2%
Dissatisfied	6	14.3%	9	7.6%	12	10.9%	11	9.3%	15	10.5%
Neither	8	19.0%	14	12.0%	11	10.2%	18	14.8%	15	10.4%
Satisfied	16	38.1%	50	43.5%	44	40.8%	48	40.3%	62	42.5%
Very satisfied	10	23.8%	37	32.6%	39	36.1%	38	31.8%	49	33.3%
Total	42	100.0%	115	100.0%	108	100.0%	119	100.0%	146	100.0%

Continued on the following page

Reasons for dissatisfaction with the way the contact was handled

•	The need for better communication	15
•	Action being taken	10
•	Improve response time	4
•	Council need to listen more	3
•	Communication skills	2
•	Give information in plain English, making it understandable for community	2
•	Returning phone calls	2
•	Advise community of all DAs	1
•	Be more concerned about matters	1
•	Better communication	1
•	Better customer service	1
•	Council are still investigating the request	1
•	Council did not respond to request	1
•	Council have an uncompassionate attitude towards issues	1
•	Council needs integrity	1
•	Council should have been more responsive	1
•	Further investigations before making a decision	1
•	It took a few phone calls to get the service done	1
•	More friendly and tolerant staff	1
•	More training in conflict resolution	1
•	Need more time to complete the task	1
•	No follow up was made, several enquiries required	1
•	Staff did not inform me of my rights	1
•	Staff need to be more welcoming	1
•	Staff need to improve eye contact and have a pleasant manner	1
•	Staff need to know their product knowledge better	1
•	Staff should have done what they said they were going to do within the time stated	1
•	The lady seemed judgemental and quite rude once she found out I was a concession holder	1

Nb: Some respondents gave more than one answer

Satisfaction with the current level of communication that Council has with the community

Residents were asked how satisfied they were with the level of communication Council has with the community, and if dissatisfied, how this could be improved.

Key findings

- 63% of the residents were satisfied with the level of communication Council had with the community, while 28% were neutral and only 9% were dissatisfied
- The 55+ age group was significantly more satisfied than the other age groups, while the satisfaction between genders was almost equal

Satisfied	Neither	Dissatisfied	Mean rating
63.3%	27.6%	9.1%	3.58

Those respondents that were dissatisfied were asked how Council could improve its communication. The most significant responses were categorised as follows:

- Council should be more forthcoming with information
- More local meetings/forums

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.39	3.51	3.70	3.61	3.55	3.58

Mean ratings: 1 = very dissatisfied, 5 = very satisfied
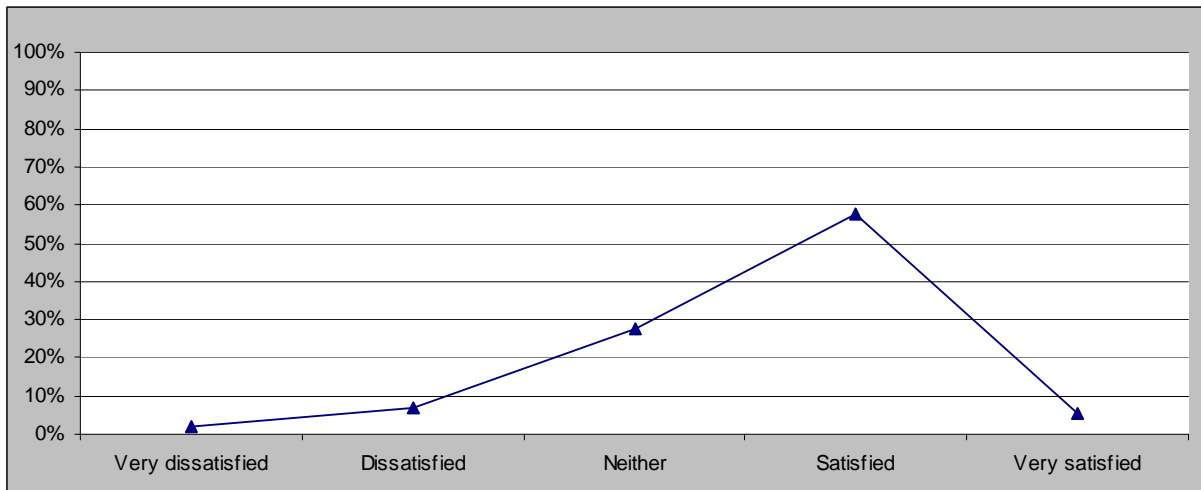
	Count	Column N %
Very dissatisfied	13	2.2%
Dissatisfied	42	6.9%
Neither	165	27.6%
Satisfied	346	57.7%
Very satisfied	34	5.6%
Total	600	100.0%

Continued on the following page

Part B.Contact with Council (Cont'd)

Satisfaction with the current level of communication that Council has with the community (Cont'd)

| | Cross correlation by age | | | | | | Cross correlation by gender | | | |
| | 18-34 | | 35-54 | | 55+ | | Male | | Female | |
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very dissatisfied	4	4.3%	6	2.6%	3	1.1%	7	2.4%	6	2.0%
Dissatisfied	6	6.5%	19	7.7%	17	6.4%	14	4.9%	28	8.8%
Neither	34	37.0%	76	31.3%	55	20.9%	80	28.4%	86	26.8%
Satisfied	46	50.0%	130	53.3%	170	64.3%	162	58.1%	184	57.3%
Very satisfied	2	2.2%	12	5.1%	19	7.2%	17	6.2%	16	5.1%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

Reasons for dissatisfaction with Council's communication with the community

• Council should be more forthcoming with information	7
• More local meetings/forums	6
• Be open and honest	5
• Listening to what residents have to say	5
• More publications	4
• Council should be more forthcoming to the people who are directly affected by changes being proposed	2
• Council's website could be improved	2
• Improve customer service staff	2
• There should be more information on developments and their progress	2
• Use all mediums of communication	2
• Use email or newsletters to communicate to the community	2
• Answering the questions the community wants them to	1
• Community town meetings where every member of the community is invited. Notices in all letterboxes	1
• Council needs to think more about the community	1
• Council should get back to people with an answer in a reasonable time	1
• Council should listen to the community more, they do not have the right to be the judge, jury and executioner	1
• Council should notify ratepayers of event decisions	1
• Council should write more letters on relevant issues	1
• Council staff should communicate within their own departments on a regular basis to better serve all residents	1
• Involve the community in decision making	1
• Make the community more aware of projects	1
• Meetings involving big decisions should not be scheduled just before Christmas, meetings should be held at appropriate times	1
• More information by mail, there is an assumption that everyone uses the Internet	1

Continued on the following page

Reasons for dissatisfaction with Council's communication with the community (Cont'd)

• More newsletters via media to explain some of the Council's decisions	1
• New Councillors	1
• Not to assume what people are thinking and to clearly state all details	1
• Staff could be more receptive	1
• Taking more notice of residents' opinions and responding accordingly	1
• Use the free local paper on a more regular basis to let people know what is happening and why	1

Nb: Some respondents gave more than one answer

Means of keeping informed of Council's news and activities

In this prompted question, we found that residents are kept informed of Council news and activities via a wide range of media, the most predominant being:

- Ballina Shire Advocate   86%
- Local TV   69%
- Leaflets and newsletters in the mail   66%
- Northern Star   63%
- Radio   55%
- Northern Rivers Echo   52%
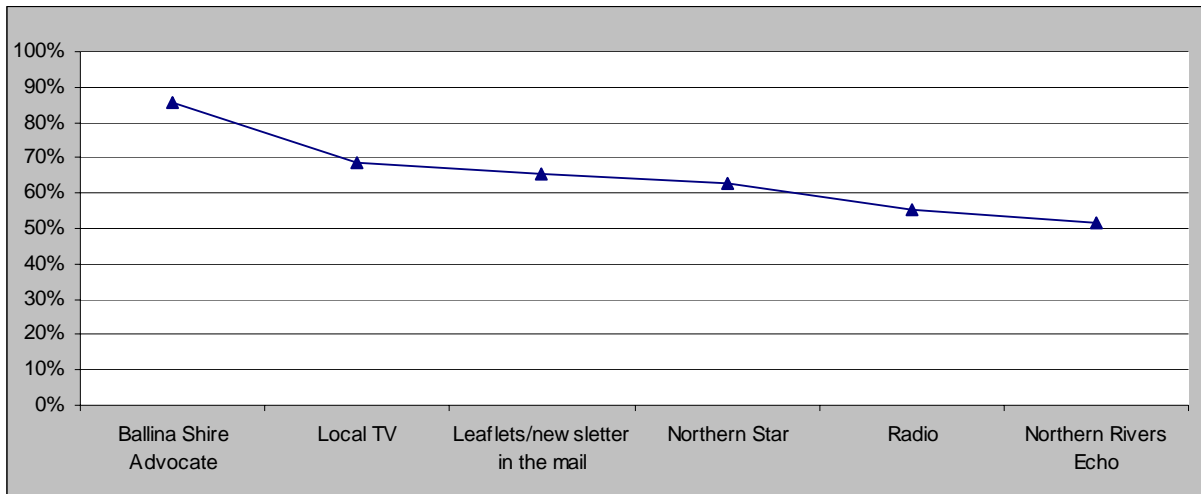
	Count	Column N %
Ballina Shire Advocate	514	85.7%
Local TV	412	68.7%
Leaflets/newsletter in the mail	393	65.5%
Northern Star	376	62.7%
Radio	330	55.1%
Northern Rivers Echo	311	51.8%
Public notice boards	155	25.8%
Council website	104	17.3%
Community meetings	87	14.5%
Other	50	8.3%
Total	600	100.0%

Other

Word of mouth	42	Library	2
Council meetings/discussion	3	Phone	2
Direct mail inquiry	3	Local Government Association	1

Continued on the following page

Means of keeping informed of Council's news and activities (Cont'd)

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Radio	48	52.2%	137	56.4%	145	54.9%	154	55.0%	177	55.1%
Community meetings	10	10.9%	40	16.4%	37	13.9%	35	12.5%	52	16.2%
Local TV	64	69.6%	166	68.2%	182	68.8%	187	66.8%	225	70.3%
Ballina Shire Advocate	79	87.0%	196	80.5%	238	90.0%	233	83.6%	280	87.5%
Northern Rivers Echo	38	41.3%	126	51.8%	147	55.4%	142	50.8%	169	52.7%
Council website	22	23.9%	52	21.5%	29	11.1%	41	14.6%	63	19.6%
Public notice boards	26	28.3%	65	26.7%	64	24.2%	53	19.0%	102	31.8%
Leaflets/newsletter in the mail	52	56.5%	166	68.2%	175	66.0%	162	57.9%	231	72.1%
Northern Star	52	56.5%	160	65.6%	164	62.1%	166	59.5%	210	65.5%
Other	6	6.5%	21	8.7%	23	8.6%	19	6.8%	31	9.7%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

Part B.Contact with Council (Cont'd)

Overall satisfaction with Council's performance during the last 12 months

- 72% of Ballina Shire residents were satisfied with Council's performance over the last 12 months, while 22% were neutral and only 6% dissatisfied
- The mean rating shows that overall, residents were satisfied
- Satisfaction levels were similar across all age groups and both genders

Satisfied	Neither	Dissatisfied	Mean rating
72.3%	21.6%	6.1%	3.71

In a follow up question, those residents that were dissatisfied were asked why they felt that way. The most significant reasons were categorised as follows:

- Lack of community consultation
- Deterioration of roads

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.78	3.59	3.79	3.73	3.69	3.71

Mean ratings: 1 = very dissatisfied, 5 = very satisfied
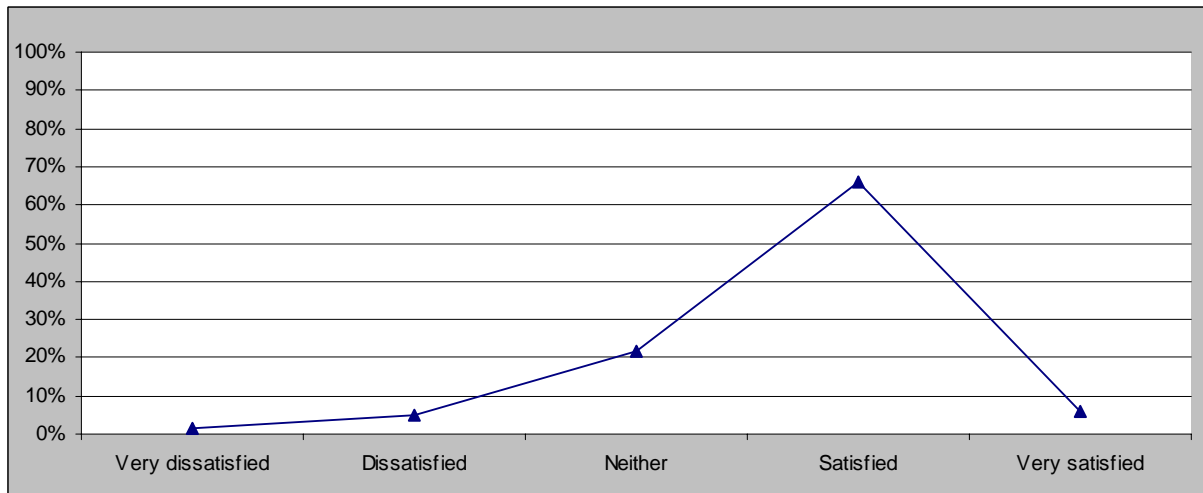
	Count	Column N %
Very dissatisfied	8	1.3%
Dissatisfied	29	4.8%
Neither	130	21.6%
Satisfied	397	66.2%
Very satisfied	36	6.1%
Total	600	100.0%

Continued on the following page

Overall satisfaction with Council's performance during the last 12 months (Cont'd)

| | Cross correlation by age | | | | | | Cross correlation by gender | | | |
| | 18-34 | | 35-54 | | 55+ | | Male | | Female | |
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very dissatisfied	0	.0%	6	2.6%	1	.6%	4	1.4%	4	1.2%
Dissatisfied	4	4.3%	12	5.1%	13	4.7%	14	4.9%	15	4.8%
Neither	18	19.6%	62	25.6%	49	18.7%	59	21.1%	71	22.1%
Satisfied	64	69.6%	155	63.6%	178	67.4%	181	64.8%	216	67.4%
Very satisfied	6	6.5%	7	3.1%	23	8.6%	22	7.8%	15	4.6%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

Reasons for dissatisfaction with Council's overall performance

• Lack of community consultation	7
• Deterioration of roads	6
• Council doesn't listen to the community, too busy with their own agendas	3
• Council has lost sight of the public requirements as far as roads, parks, footpaths etc	2
• Community is not informed about what's happening in the area	1
• Council doesn't concentrate on the core jobs	1
• Council is fighting among themselves, causing a loss of money that ratepayers pay for	1
• Council is not open and honest	1
• Council is not responding to complaints	1
• Council should look at plans on a broader scale	1
• Council take too long in making decisions on important issues	1
• Council wanting residents to pay to bring sand back up around the lakes	1
• Councillors' biased opinions	1
• Decisions that are made overall are not communicated to the community	1
• Dishonest and unfair concerning a development application in Alstonville	1
• Emphasis on Ballina as a developing town while other areas are neglected	1
• Green waste issues, recycling	1
• Lack of disabled parking	1
• Lack of park maintenance	1
• Lack of youth services	1
• No consultation in relation to vegetation, water recycling and town planning, which could be done by a letter box drop	1
• No forward planning	1
• Not enough cohesiveness in the Council	1
• Pavements need maintenance	1

Continued on the following page

Reasons for dissatisfaction with Council's overall performance (Cont'd)

•	Poor town planning, especially on the riverfront	1
•	Putting grass clippings elsewhere instead of the bin	1
•	Self serving councillors	1
•	Small businesses aren't supported	1
•	Stormwater issues have been neglected	1
•	Surf club issues with the existing road, which doesn't need the diversion	1
•	The Mayor is not always open and honest with residents when specifically asked about issues	1
•	There are not enough services in rural areas	1
•	There isn't enough getting done in the community	1
•	They could do a better job	1
•	Too many administrative employees compared to outdoor staff	1
•	Too much development and not enough consideration to the rate payers	1
•	Too much development and not enough infrastructure	1
•	Too much development and not enough notice on most decisions they make	1

Nb: Some respondents gave more than one answer

Support for Council's entrepreneurial activities to increase funding

In this prompted question, residents were asked to rate their support of Council undertaking entrepreneurial activities, such as property development, to increase Council revenue.

- 66% of Ballina residents were supportive of Council's entrepreneurial activities, while 20% were neutral and 15% unsupportive
- The mean rating shows that overall, residents were moderately supportive
- Residents aged 35-54 were less likely than other age groups to be supportive, as were female residents

Supportive	Neither	Not supportive	Mean rating
65.5%	19.9%	14.6%	3.60

In a follow up question, those residents that were not supportive were asked why they felt that way. The most significant reasons were categorised as follows:

- Council does not have the expertise for this type of development
- It is too open to corruption
- There is already too much development
- I think Council should just run the Shire and not get involved in development

	18-34	35-54	55+	Male	Female	Overall
Mean ratings	3.67	3.44	3.72	3.78	3.45	3.60

Mean ratings: 1 = not at all supportive, 5 = very supportive
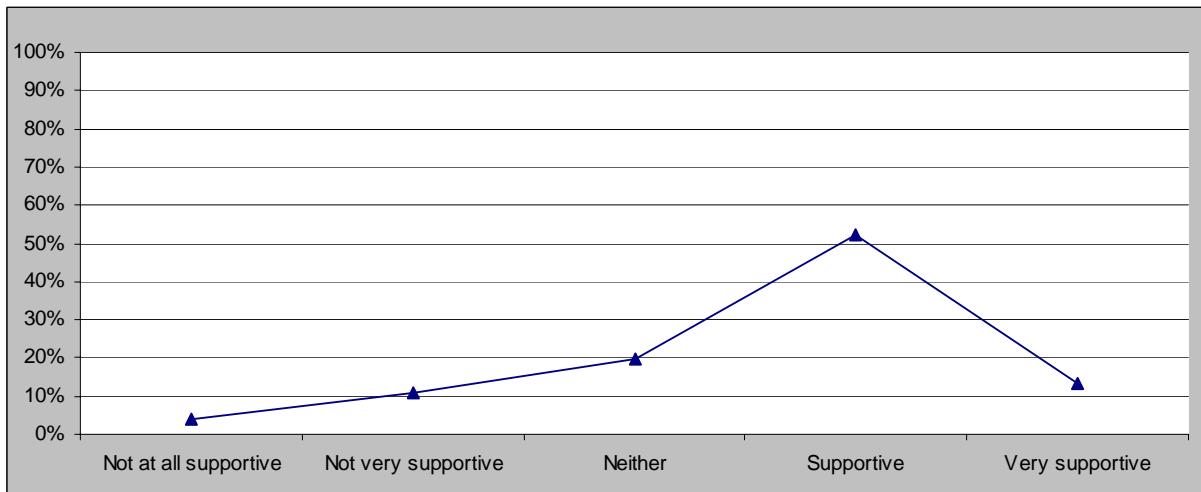
	Count	Column N %
Not at all supportive	24	3.9%
Not very supportive	64	10.7%
Neither	119	19.9%
Supportive	314	52.3%
Very supportive	79	13.2%
Total	600	100.0%

Continued on the following page

Support for Council's entrepreneurial activities to increase funding (Cont'd)

| | Cross correlation by age | | | | | | Cross correlation by gender | | | |
| | 18-34 | | 35-54 | | 55+ | | Male | | Female | |
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Not at all supportive	2	2.2%	11	4.6%	10	3.9%	10	3.5%	14	4.3%
Not very supportive	8	8.7%	35	14.4%	21	8.1%	26	9.1%	39	12.1%
Neither	20	21.7%	57	23.6%	42	15.9%	42	14.9%	78	24.2%
Supportive	50	54.3%	115	47.2%	149	56.3%	143	51.3%	170	53.1%
Very supportive	12	13.0%	25	10.3%	42	15.9%	59	21.1%	20	6.2%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

Reasons for not supporting Council's entrepreneurial activities

• Council does not have the expertise for this type of development	8
• It is too open to corruption	6
• There is already too much development	6
• I think Council should just run the Shire and not get involved in development	5
• There is a need to protect the coastline and river area	3
• There is the chance of inside knowledge to profit Councillors and Council	3
• I am concerned about development being too close to the coastline	2
• I don't want to see Ballina turning into the Gold Coast	2
• I have no confidence in Council	2
• There is not enough contact with community	2
• Competing with local business people promotes unfair competition	1
• Conflict of interest between contractors and Council, not letting contractors build when Council wants to	1
• Conflict of interests	1
• Council do not put enough into social infrastructure	1
• Council does not develop situations themselves	1
• Council does not make much money out of it and the money has not been put back into the community	1
• Council don't upgrade the roads to match new developments	1
• Council limits other more important developments to make a profit of their own	1
• Council need to think through plans	1
• Council put too much into development	1
• Council should have other methods of raising money	1
• Council should just be responsible for services and facilities	1
• Council should not be in the business of being entrepreneurs and going into competition with local people in the community	1
• Council should not get involved in management of development	1

Continued on the following page

• Council should reduce property development	1
• Council shouldn't keep subdividing all the land	1
• Council sold our good infrastructure for less money than it was worth	1
• Council's business interests are overriding what's good for the community	1
• Diverts resources away from other projects that would be advantageous to the Shire	1
• Don't see the Council's role as acting like a private developer	1
• Don't want Ballina to grow into high rise buildings and that's what Council wants to do to make money	1
• Don't think they are very good at it nor is it their job	1
• I don't believe they put enough thought into the developments before they pass them	1
• I have concerns about developing bushland into subdivisions	1
• I think it is only for self profit	1
• It depends on the type of development and where they develop	1
• It takes the focus away from delivering services to the community	1
• Leave it to private enterprises	1
• Less growth will keep our rates down	1
• Money has been given to Council and it hasn't been used for this purpose	1
• Money is not spent on facilities, for example, the cemeteries are disgusting and Council does not do anything about it	1
• Much of the development is unnecessary, e.g. the Council has just realised the tourist hotel in Fawcett Street, which is filled with permanent residents	1
• Open land should not be viable for domestic building	1
• Political interference	1
• Poor planning history	1
• Property development is not a way to maintain funding	1
• Rates would still go up	1
• The private sector's development is escapable	1
• There are too many high rate rises	1
• There is a need to fix our water problem before we increase the infrastructure	1
• They develop things in the wrong areas, therefore people are losing money	1
• They should be looking at jobs at hand, such as roads	1
• They should be making changes to the Lennox Head Caravan Park	1
• They shouldn't be doing it, their role is to look after the ratepayers not themselves	1
• They shouldn't have bothered going into these activities	1
• This makes it hard to define the boundaries of Council's interest	1
• Untrustworthy developers	1
• We are losing too much open space	1
• When there is too much development, we lose the atmosphere and village life	1

Nb: Some respondents gave more than one answer

What respondents value most about living in the Ballina Shire LGA

In this unprompted question residents were asked what they most valued about living in the Ballina Shire LGA. The most significant responses were categorised as follows:

- Lifestyle   33%
- Beaches/coast/ocean   22%
- Climate   16%

Lifestyle	200	Relaxed lifestyle	5
Beaches/coast/ocean	133	Village atmosphere	5
Climate	95	Atmosphere	4
Area	42	Beautiful natural environment	4
Environment	42	Fishing	4
Community spirit	39	Landscape	4
Peace and quiet	31	Scenic	4
People	31	Clean beaches	3
Friendliness of the people	28	Convenience	3
Facilities	24	Good place to bring children up	3
Location	17	Infrastructure	3
River	17	Proximity to other major towns, such as Lismore, Byron Bay and the Gold Coast	3
Natural environment	16	Walkways	3
Safety	14	Waterways	3
Clean air	12	Aged care	2
Cleanliness	12	Being able to bring up children without problems	2
Not over populated	12	Clean healthy living	2
Proximity to shopping centres	12	Has everything that could ever be needed	2
Small community	10	Healthy environment	2
Best place to live	8	Lack of traffic	2
Ease of travelling within area and to work	8	Low crime area	2
Proximity to health services	8	Low rates	2
Quality of life	8	Low rise development	2
Rural lifestyle	8	No stress	2
Country town atmosphere	7	Parks and gardens	2
Family oriented	7	Pretty	2
Airport	6	Roads	2
Countryside	6	Sea change	2
Cycleways	6	Surfing at the beach	2
Freedom	5	Surroundings	2
Open spaces	5	Well maintained public areas	2

Continued on the following page

Ability to walk dogs at the local beach	1	Keeping the integrity of the Shire	1
Ability to walk or ride from one area of the town to the other without having to go on roads	1	Most beautiful spot in Australia	1
Access to pools	1	Mountains	1
Affordability	1	Nature	1
Attractive happy place to live	1	Not too large of a place, yet has good facilities	1
Availability of private sector services	1	Organised new developments	1
Being looked after in the village	1	Outdoor lifestyle	1
Bypass	1	Parking and easy walking access to all needs	1
Caters for all age groups	1	Pride in the area	1
Children's facilities	1	Proximity of shopping	1
Conservative	1	Proximity to events	1
Controlled development, planning structure	1	Proximity to other locations and services	1
Cost of living	1	Public schooling	1
Cosy feel in the area	1	Recreational activities	1
Creative arts	1	Regional culture	1
Culture	1	Regional population	1
Diversity	1	Retirement lifestyle	1
Economic opportunities	1	Schools	1
Employment	1	Secluded location	1
Everything	1	Stability	1
Everything looks nice	1	Support for growing families	1
Forward planning of our forefathers	1	The availability of rural land that is not being developed into housing or being subdivided	1
Good place to retire	1	Tourism	1
Good size town	1	Town feel	1
Half way to everywhere in the northern rivers	1	Transparency	1
Heritage	1	Unspoilt beaches and foreshores	1
Hinterlands	1	Water, coastal and vegetation management	1

Nb: Some respondents gave more than one answer

Respondents' highest priority issues for the next 10 years

In this unprompted question residents were asked what they felt were the highest priority issues for the next 10 years within the Ballina Shire. The responses were categorised as follows:

	Count	Column N %
Roads, traffic and transport	231	38.5%
Infrastructure	206	34.3%
Water and sewerage management	78	13.0%
Housing	77	12.8%
Provision of services/facilities	61	10.2%
Environment	54	9.0%
Managing the population	36	6.0%
Facilities for children and youth	32	5.3%
Parking	21	3.5%
Coastal maintenance and management	17	2.8%
Tourism	17	2.8%
Health	15	2.5%
Other	65	10.8%
Total	600	100.0%

Please see Appendix A for the full list

Part D.Demographic information

Operation of a home based business

- 17% of respondents had someone in their household operating a home based business

	Count	Column N %
Yes	99	16.5%
No	501	83.5%
Total	600	100.0%

	Cross correlation by age						Cross correlation by gender			
	18-34		35-54		55+		Male		Female	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	34	37.0%	45	18.5%	20	7.5%	45	16.2%	53	16.7%
No	58	63.0%	199	81.5%	245	92.5%	235	83.8%	267	83.3%
Total	91	100.0%	244	100.0%	265	100.0%	280	100.0%	320	100.0%

Age group

- The age breakdown of respondents reflected the community demographics as identified by the ABS Census Data

	Count	Column N %	ABS Census Data
18-34	91	15.2%	22.5%
35-54	244	40.6%	38.4%
55+	265	44.1%	39.1%
Total	600	100.0%	100.0%

Residential area

	Count	Column N %
Ballina	255	42.6%
Alstonville	129	21.5%
Lennox Head	84	14.0%
Wollongbar	52	8.7%
Rural/Other	47	7.8%
Wardell	28	4.6%
Skennars Head	5	.8%
Total	600	100.0%

Gender

	Count	Column N %
Male	280	46.6%
Female	320	53.4%
Total	600	100.0%

Appendix A

Respondents' highest priority issues for the next 10 years

Roads, traffic and transport	230
• Completion of the bypass	113
• Maintain and upgrade roads	65
• Traffic management	14
• Better public transport	13
• Road infrastructure	6
• Upgrading of footpaths	4
• Develop the Pacific Highway	3
• Roads, major roads	2
• Controlling holiday traffic	1
• Maintenance of footpaths for elderly	1
• More pavements that join	1
• Parking	1
• Pedestrian crossing in Lennox Head	1
• Pedestrian crossings	1
• Road funding	1
• Speed limits need to be reassessed	1
• Straightening of roads	1
• Upgrade rural roads	1
Infrastructure	**207**
• Development management and control	129
• Provision of infrastructure for population increase	16
• Land development restricting high rise development	12
• Over development	5
• Bike path from Lennox to Ballina	3
• Land development	2
• Urban development	2
• Availability of land for housing along with the improvements needed for the infrastructure changes	1
• Cycleway along the river and Lennox Head	1
• Keep smaller areas underdeveloped	1
• Keep villages and rural areas as they are	1
• Keeping a balance with development and leaving open spaces	1
• Keeping development and area under control, keeping the same town feel	1
• Keeping the community feel of villages and towns in the Shire	1
• Lack of available land for building	1
• Lack of industries in the area	1
• Lack of planning	1
• Maintain current building development guidelines and decisions remain with Council	1

Infrastructure (Cont'd)	
• Maintaining infrastructure due to growing population	1
• Management of vacant spaces	1
• Managing growth	1
• Misuse of arable land	1
• More development along the river and the town in general	1
• More development for Fawcett Park	1
• More transparency in development, such as making available to the public the cost of the overall development and whether Council has paid the Section 94 contribution	1
• Movement of the town centre into the agricultural land area	1
• Open spaces and recreational space, not having enough	1
• Planning and providing future infrastructure needed for population growth	1
• Planning infrastructure, limiting development, keeping foreshores open for general public	1
• Promoting economic development	1
• Providing more parking	1
• Public space	1
• Reasonable development of land for the influx of new residents	1
• Re-development	1
• Re-development of River street	1
• Resource management	1
• River Street and town centre maintenance	1
• Support for industries	1
• Supporting local business	1
• The improvement of the airport	1
• Town centre thriving	1
• Trying to keep development under control, stop it becoming the new Gold Coast	1
• Upgrading airport	1
• Use of public space	1
• Wardell development	1
Water and sewerage management	**78**
• Water supply	24
• Managing sewerage	16
• Water management	8
• Water, ensuring there are sufficient dams for the area	5
• Lack of water	4
• Rising sea level	4
• Drainage	2
• Dam wall	1
• Improve waterways	1

Respondents' highest priority issues for the next 10 years (Cont'd)

Water and sewerage management (Cont'd)	
• Management of Richmond River after periods of heavy rain	1
• Removing sand from the river	1
• Replacement of old water pipes due to number of burst mains	1
• Rising water levels due to global warming	1
• River usage	1
• Securing a better water supply	1
• Stormwater	1
• Supervise wash off into the river	1
• Water quality	1
• Water, make sure there is a good supply for the influx and conservation of water	1
• Water, more discipline in water wastage	1
• Water, sustainable water systems	1
• Waterways should be looked after for the tourists	1
Housing	**77**
• Affordable housing for young families and retirees	49
• Lack of housing	4
• Land availability for housing	4
• Residential development	4
• Affordability of rates	3
• Property development	3
• Provision of affordable housing	2
• Cheaper cost of living	1
• Lack of public housing	1
• Lack of rental housing	1
• Living standards	1
• Manage the housing and economic growth	1
• Managing housing estates, not too high density	1
• Rates need to be held at a fair level as there are many pensioners in the area	1
• Restricting the growth of housing, there is no need for more houses and big houses being built	1
Provision of services/facilities	**60**
• Aged care facilities, due to the aged population	18
• Council keeping up with sporting and community facilities	9
• Education	4
• Maintenance of community facilities	2
• More sporting fields	2
• Waste management	2
• Cheaper child care	1

Respondents' highest priority issues for the next 10 years (Cont'd)

Provision of services/ facilities (Cont'd)	
• Community facilities, including halls	1
• Create a shopping complex	1
• Maintain the general lifestyle of Ballina	1
• Manage runoff from drains	1
• More bikeways	1
• More community based resources i.e. arenas	1
• More facilities south of Ballina e.g. no toilets, no boat ramps	1
• More parks	1
• More services for people	1
• More support systems for the sick elderly	1
• New cancer unit	1
• New hockey turf	1
• Night safety	1
• Police station in Lennox Head	1
• Provision of services	1
• Services keeping up with development	1
• Services to meet the demands of the increasing population	1
• Shopping centres need upgrades	1
• Social services, playgroups, libraries, social areas	1
• Stage two of skate park implemented	1
• Toilets for the main street	1
Environment	**54**
• Environmental sustainability	22
• Climate change	8
• Garbage, more recycling and tip facilities	4
• Maintain and protection of the environment	4
• Beach erosion	3
• Sustainable town management and population growth	3
• Global warming	2
• Green collection needed quarterly	1
• Keep our area clean	1
• Looking after the environment and resources	1
• Maintaining the lifestyle	1
• Solar panel carbon credit trading as a large quantity buying direct from China, minimum 800 residents, with cash rebates for residents from the Council (as per Byron Shire did)	1
• Sustainability	1
• Sustainability of all resources, restricting the footprint	1
• Sustainable development, not letting too much development in, so far we have proved we can't support the number of people entering Ballina	1

Continued on the following page

Respondents' highest priority issues for the next 10 years (Cont'd)

Managing the population		**36**
•	Population growth	22
•	Balancing population growth with all services and facilities	14
Facilities for children and youths		**33**
•	Youth facilities	18
•	Improve playgrounds	4
•	Children's covered playgrounds	2
•	Schools	2
•	Adventurous playground for children aged 9-13	1
•	Lack of employment opportunities for youth	1
•	Managing youth, stopping youth drinking in streets	1
•	More youth services outside of Ballina itself but still in the Shire, such as skate parks	1
•	Pre schools	1
•	Standard of education and learning experiences for children	1
•	Youth activities	1
Parking		**21**
•	Parking	10
•	Parking within the CBD	4
•	Abolish the idea of short term parking	1
•	Improvement of parking in River Street	1
•	More undercover parking in Ballina	1
•	Multi-storey car park in CBD, more than 110 spaces	1
•	Need more disability car parking in the River Street zones	1
•	Parking facilities minimising	1
•	Parking in Lennox Head	1
Coastal maintenance and management		**17**
•	Coastal maintenance and management	7
•	Developing a marina	2
•	Foreshore re-development	2
•	Clearing the weeds from the shoreline	1
•	Dealing with developments on the seaside and river	1
•	Management of coastline and river and the environmental effects	1
•	Redeveloping the shoreline of the Richmond river	1
•	Richmond River	1
•	Wetland management	1
Tourism		**17**
•	Tourism	16
•	Limit tourism to limit the influx	1

Respondents' highest priority issues for the next 10 years (Cont'd)

Health	15
• Health care facilities	13
• Getting hospitals, health care and medical services up to scratch	1
• Upgrade hospitals	1
Other	**64**
• Employment	14
• Access to the river and creek for all residents, not just for those living there	10
• Accommodating the pressures of development	6
• Law and order	4
• Aboriginal reconciliation at all levels and its ongoing effect in the community	2
• Airport development and noise control	2
• Economic growth and development	2
• Vandalism and crime	2
• Ballina CBD	1
• Ballina markets on the riverbank	1
• Better access for vehicles to beaches	1
• Bring back Fred Woods	1
• Council clean-up	1
• Heritage	1
• Impact of the new planning laws, that decisions will be taken away from the Council	1
• Improving the behaviour of some Indigenous people	1
• Keep beautification of town	1
• Local government has to show more initiative	1
• Looking after the community	1
• Maintaining our current lifestyle	1
• Membrane nurseries	1
• More industrial employment	1
• More public arts promotion of local artists	1
• New employment	1
• Path to Lennox Head	1
• Population increase	1
• Providing open space	1
• Repair of cemetery	1
• The Council employing more administrative staff than outdoor staff	1
• Vacant shops	1

Nb: Some respondents gave more than one answer

Appendix B

Ballina Shire Community Satisfaction Survey – 2008

Hello, my name is …………………… from Micromex Research. We are conducting a survey for Ballina Shire Council about the services and facilities provided by Council and are interested in the views of local residents. Would you have approximately 15 minutes to assist us please?

Just to give you some background, the information you give will be used for research purposes and is completely confidential. Your input will help Council to better understand and meet the diverse needs of its residents. Before we start, I just have to make sure you qualify for an interview. Firstly is your household in the Ballina Shire Council area? **[IF NOT, TERMINATE INTERVIEW]**

Have you lived in the Ballina Shire Council area for longer than 6 months and are you over the age of 18? **[IF NOT, TERMINATE INTERVIEW]**

Are you or anyone in your household a Councillor or employed by any local council? **[IF YES, TERMINATE INTERVIEW]**

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

In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5 where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

<u>Part A</u>

1.   Community facilities

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
1. Parks and sporting facilities	O	O	O	O	O	O	O	O	O	O
2. Libraries	O	O	O	O	O	O	O	O	O	O
3. Community halls	O	O	O	O	O	O	O	O	O	O
4. Quality of town centre and public spaces	O	O	O	O	O	O	O	O	O	O
5. Swimming pools	O	O	O	O	O	O	O	O	O	O
6. Dog exercise areas	O	O	O	O	O	O	O	O	O	O
7. Public toilets	O	O	O	O	O	O	O	O	O	O
8. Beaches and foreshores	O	O	O	O	O	O	O	O	O	O

2.   Infrastructure

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
1. Roads	O	O	O	O	O	O	O	O	O	O
2. General garbage collection	O	O	O	O	O	O	O	O	O	O
3. Recycling	O	O	O	O	O	O	O	O	O	O
4. Sewerage management and treated effluent reuse	O	O	O	O	O	O	O	O	O	O
5. Bikeways and bicycle facilities	O	O	O	O	O	O	O	O	O	O
6. Water supply	O	O	O	O	O	O	O	O	O	O
7. Parking	O	O	O	O	O	O	O	O	O	O
8. Drainage/flood management	O	O	O	O	O	O	O	O	O	O
9. Ballina Byron Gateway Airport	O	O	O	O	O	O	O	O	O	O

3.   Human services

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

4.   Corporate services and management

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

Part B

5. **Have you contacted Ballina Shire Council in the last 12 months?**

Yes   O   No   O   **(If no, go to 8a)**

6. **When you made contact with the Council staff was it by:**

Phone   O   Mail   O   Email   O   In person   O

7a. **How satisfied were you with the way your contact was handled?** *Prompt*

Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied
O	O	O	O	O

7b. **(If dissatisfied or very dissatisfied), how could the way this contact was handled have been improved?**

……...

8a. **How satisfied are you currently with the level of communication Council has with the community?** *Prompt*

Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied
O	O	O	O	O

8b. **(If dissatisfied or very dissatisfied), how do you think Council could improve its communication?**

……...

9. **How do you keep informed of Council news and activities?** *Prompt*

Radio	O	Council website	O
Community meetings	O	Public notice boards	O
Local TV	O	Leaflets/newsletter in the mail	O
Ballina Shire Advocate	O	Northern Star	O
Northern Rivers Echo	O		

Other (please specify)   O   …………………………………………………

10a. **Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?** *Prompt*

Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied
O	O	O	O	O

10b. **(If dissatisfied or very dissatisfied), what is your main reason for feeling that way?**

……...

11a. **Council has a long history of undertaking entrepreneurial activities such as property development to increase Council revenue. This provides Council with further money to deliver services and facilities, whilst minimising rates.**

How supportive are you of this activity? *Prompt*

Very supportive	Supportive	Neither	Not very supportive	Not at all supportive
O	O	O	O	O

11b. **(If not very supportive or not at all supportive), please explain why?**

……...

Part C.

12. **What do you value most about living in the Ballina Shire Local Government area?**

………..

………..

13. **Thinking of the next 10 years, what do you believe will be the highest priority issues within the Ballina Shire Council area?**

………

Part D. Demographic information

14. **Do you or anyone in your household operate a home based business?**

Yes   O   No   O

15. **Please stop me when I read out your age bracket: *Prompt***

Age group:	18–34	O
	35–54	O
	55+	O

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

Ballina	O	Alstonville	O	Wollongbar	O
Skennars Head	O	Lennox Head	O	Wardell	O
Rural/Other	O				

Gender (determine by voice):   Male   O   Female   O