



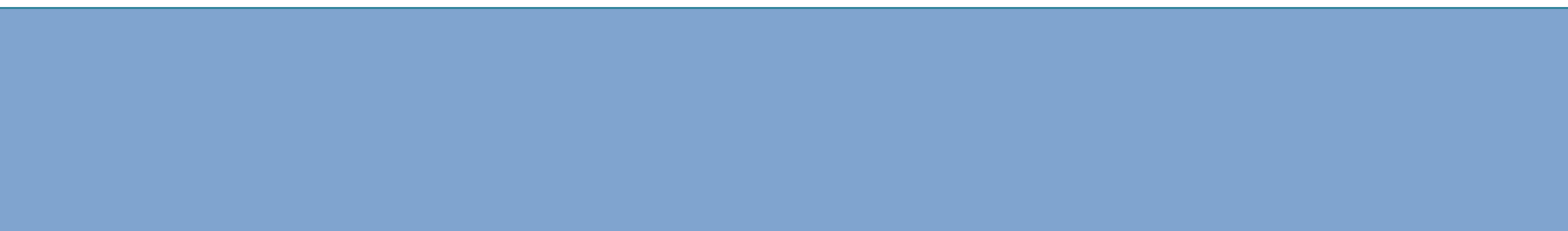
Ballina Shire Council

Community Research

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Date: October 2014



Background & Methodology



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Background & Methodology

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

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance

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

Questionnaire

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

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 26th September – 8th October 2014 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday.

Survey area

Ballina Shire Council Government Area.

Sample selection and error

The sample consisted of a total of 500 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 500 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence.

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

Interviewing

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

Prequalification

Participants in this survey were pre-qualified as having lived in the Ballina Shire Council area for a minimum of six months and not being employed or having an immediate family member employed by Ballina Shire Council.



Background & Methodology

Data analysis

The data within this report was analysed using Q Professional. 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.

Ratings questions

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

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

Mean rating explanation

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

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

Percentages

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

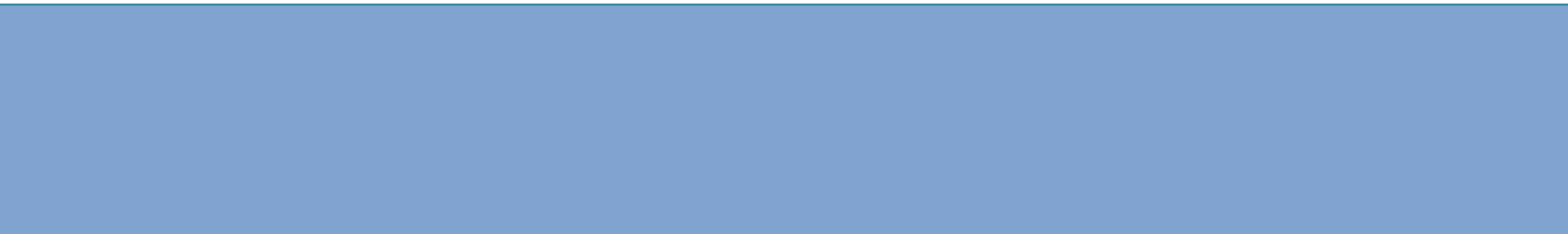
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in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

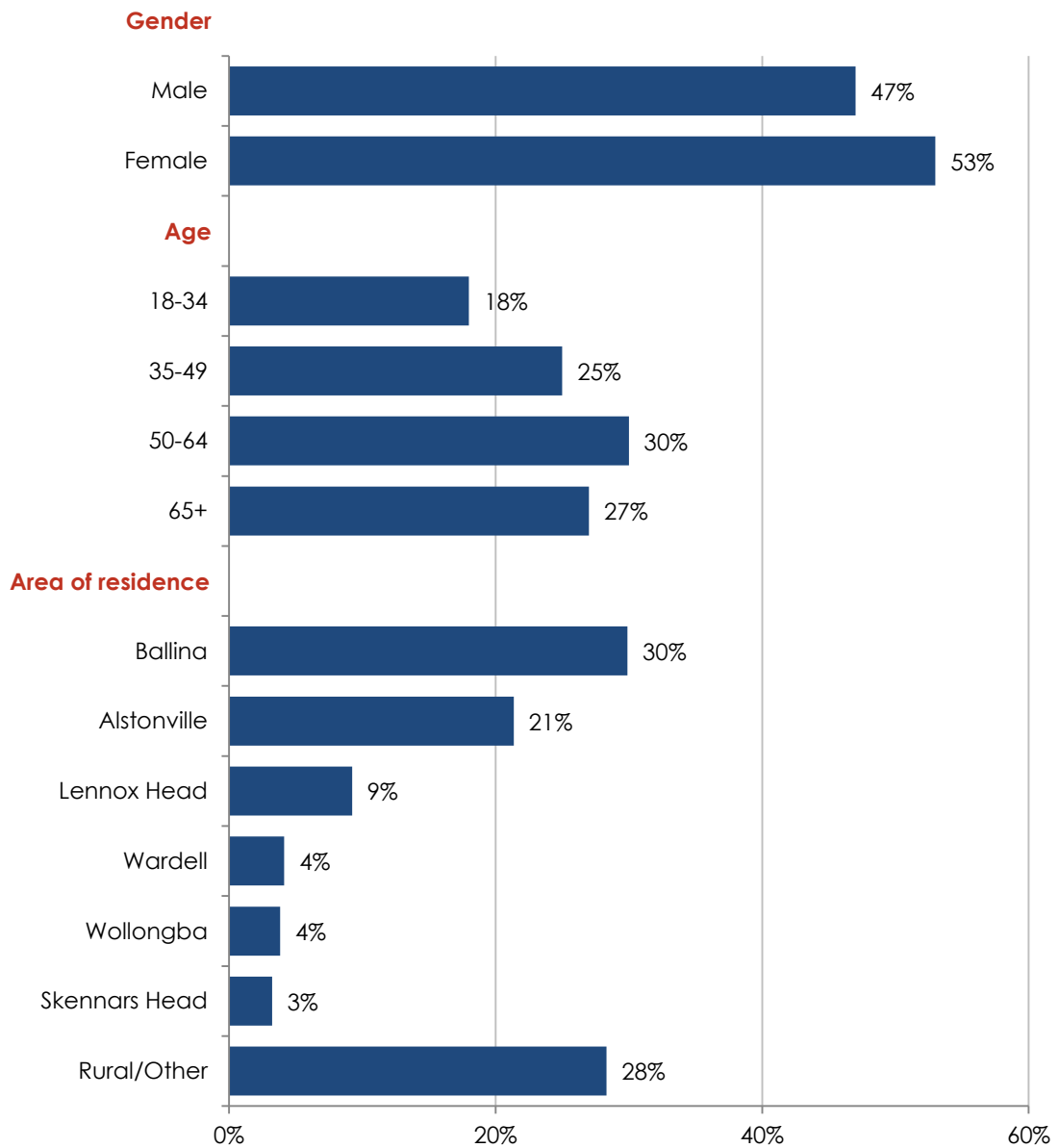




Sample Profile



Sample Profile

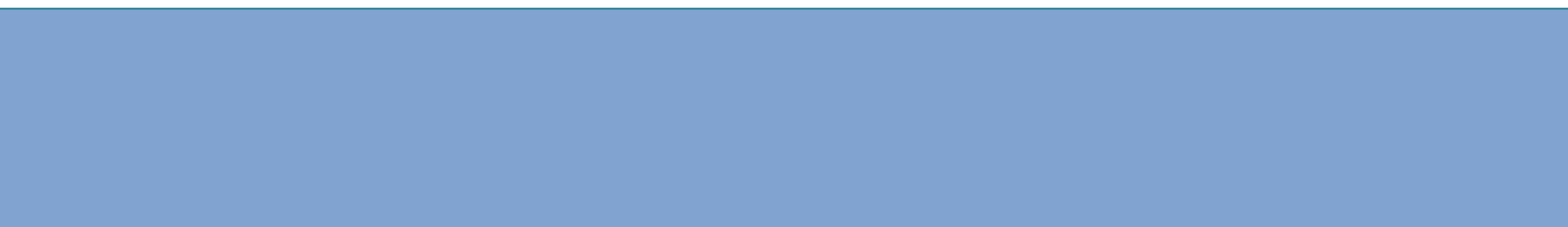
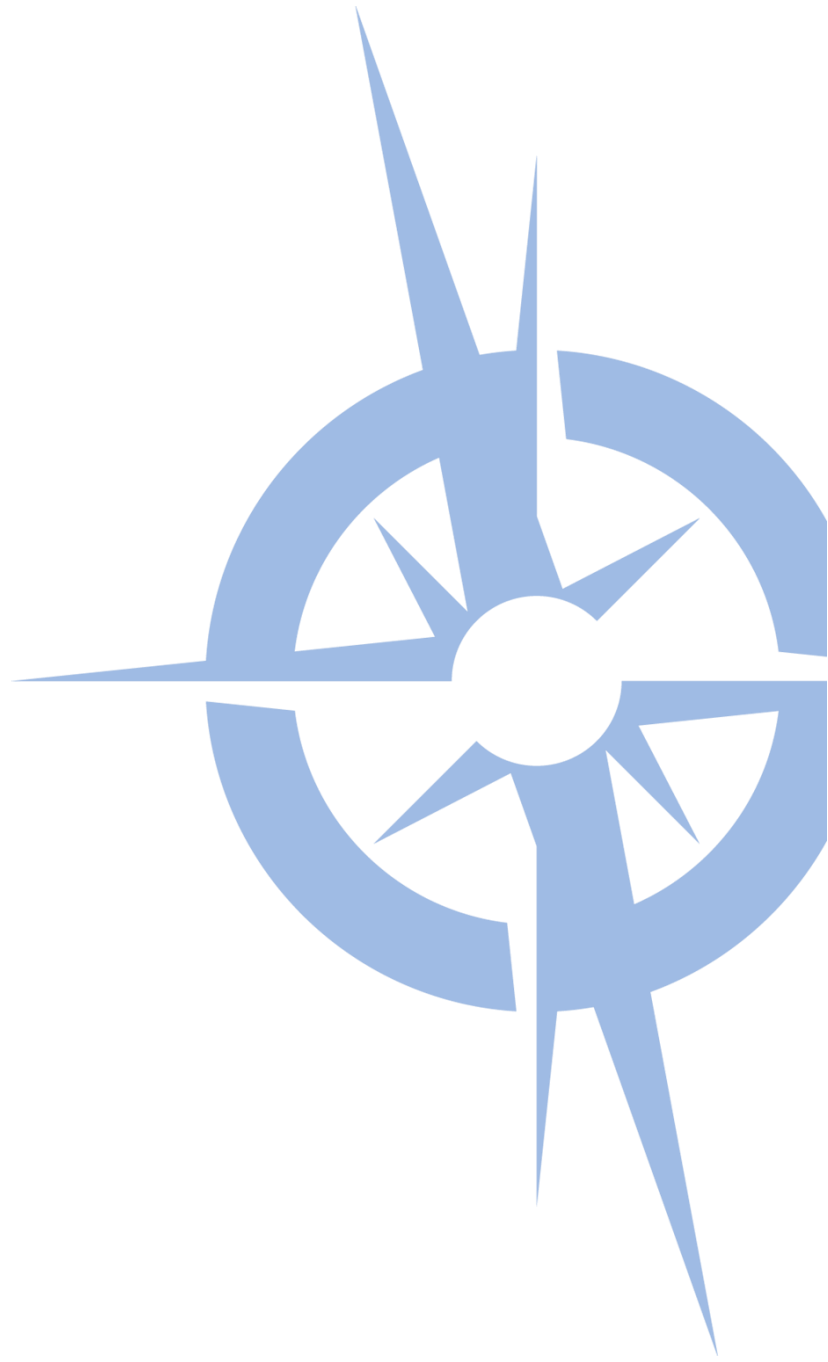


Sampling error

A sample size of 500 residents provides a sampling error of plus or minus 4.4% at 95% confidence.



Key Findings



Key Findings

Overview (Overall satisfaction)

Overall, 94% of residents were at least 'somewhat satisfied' with Council. This outcome is significantly higher than in 2012 and is significantly higher than the NSW LGA Brand Scores.

Residents aged 18-34 and 65+ were significantly more satisfied with the performance of Council than were those aged 35-49.

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

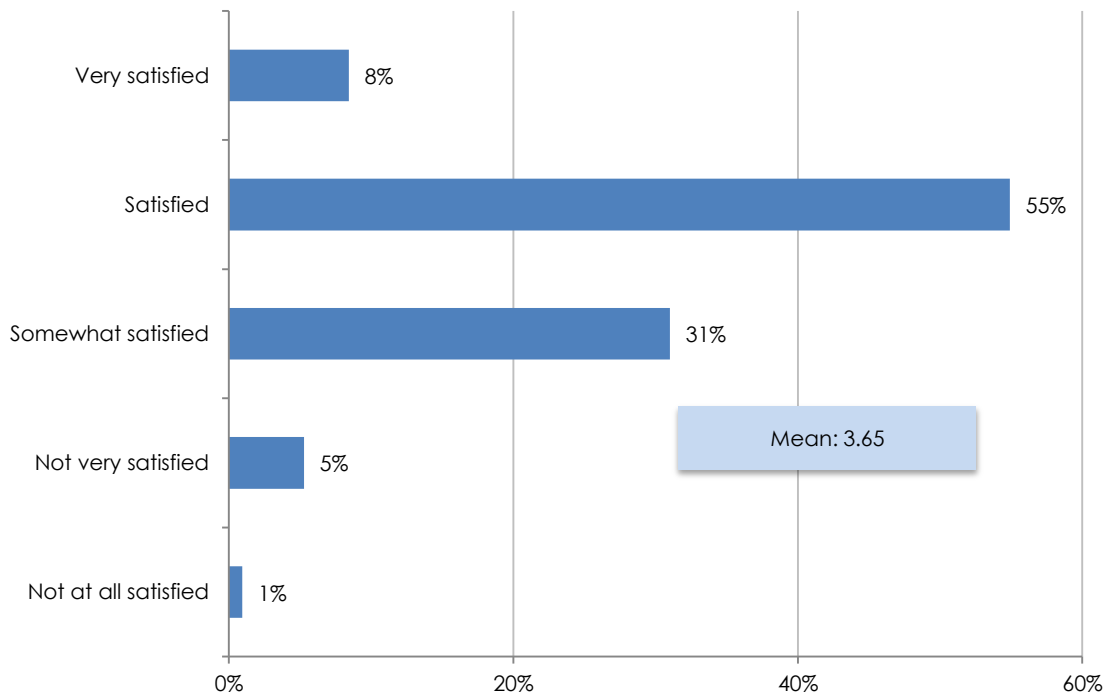
	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014	2012
Satisfaction mean ratings	3.86▲	3.49▼	3.55	3.76▲	3.64	3.65	3.65▲	3.50

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Satisfaction mean ratings	3.78	3.68	3.62	3.49	3.74	3.61	3.53

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Ballina 2014
Mean ratings	3.45▼	3.22▼	3.31▼	3.65▲

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

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



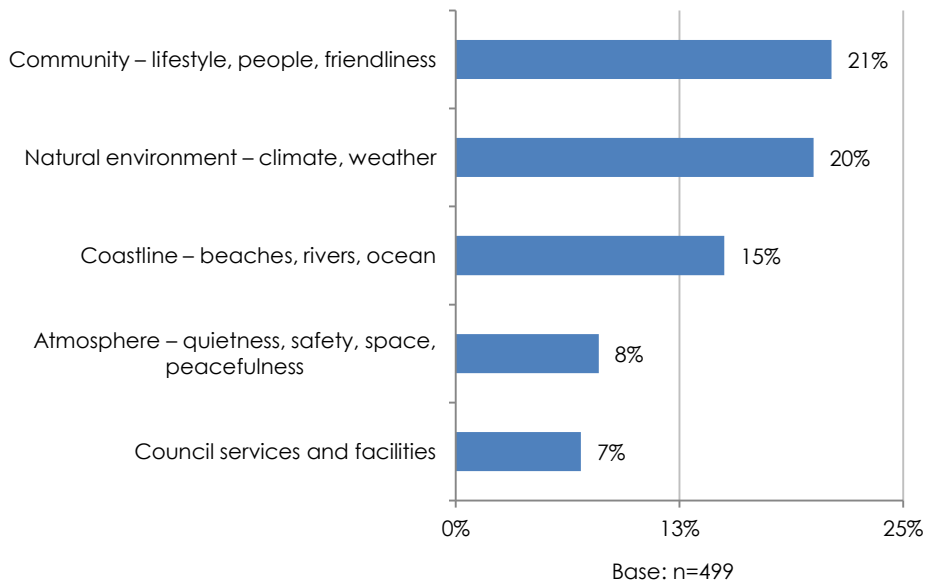
Base: n=500

Key Findings

Most valued aspects about living in the Ballina area

Residents expressed that their most valued aspects about living in the Ballina Shire Local Government Area were predominantly the 'community – lifestyle, people friendliness' (21%), followed by the 'natural environment – climate, weather' (20%).

Q. What do you value most about living in the Ballina Shire Local Government Area? Why do you say that?

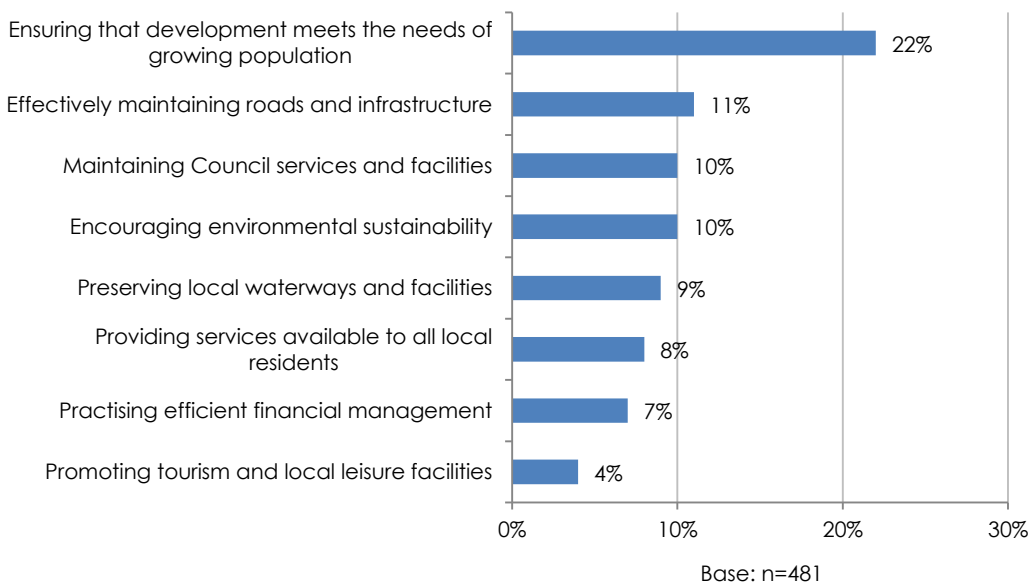


Key Findings

Council goals in the next 10 years

Residents believe that the most important goal for the Ballina Shire community to achieve in the next 10 years is 'ensuring that development meets the needs of the growing population' (22%).

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



Key Findings

Support for the upgrade of the Ballina and Alstonville Swimming Pools

83% of residents expressed they were at least 'somewhat supportive' of upgrading the facilities at the Ballina and Alstonville Swimming Pools.

Females were significantly more supportive of the upgrade of facilities than were males.

Residents living in Ballina were significantly more likely to support the upgrade of facilities at the Ballina and Alstonville Swimming Pools than were those living in Rural/Other areas.

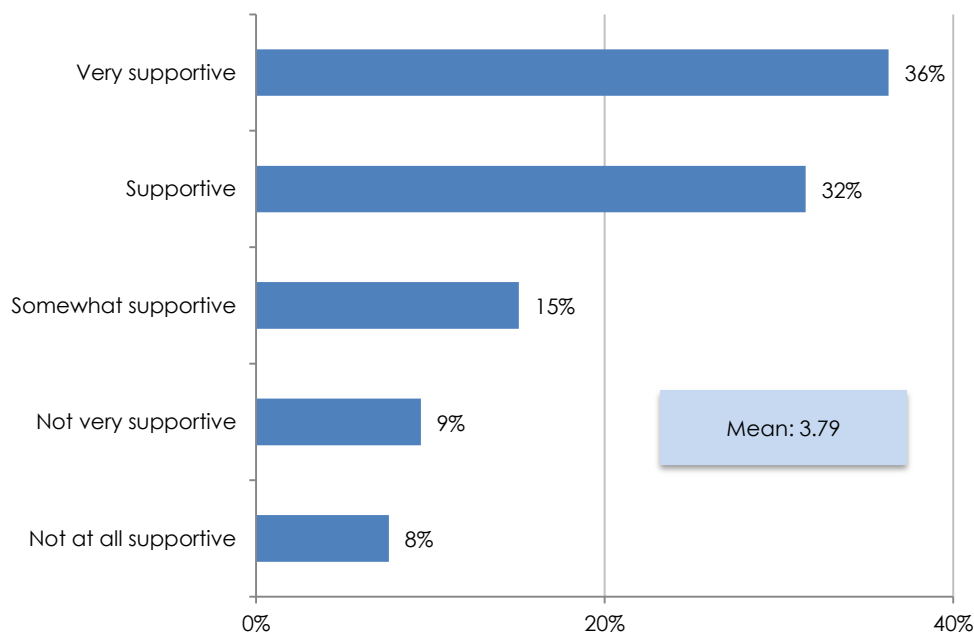
Q. How supportive are you of Council upgrading the facilities at the Ballina and Alstonville Swimming Pools?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Satisfaction mean ratings	3.97	3.83	3.79	3.65	3.56	4.01▲	3.79

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.92	4.07▲	3.77	3.48	3.64	3.65	3.49▼

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

▼▲= A significantly lower/higher level of support (by group)



Base: n=500

Key Findings

Support for the upgrade of the Ballina and Alstonville Swimming Pools

60% of residents at least 'somewhat support' an additional 2.5% rate increase above the 3% standard rate increase to fund the upgrade of facilities at the Ballina and Alstonville Swimming Pools.

Females were significantly more likely to be supportive of the additional 2.5% rate increase than were males.

Residents living in Alstonville were significantly more supportive of the additional 2.5% rate increase than were those living in Rural/Other areas.

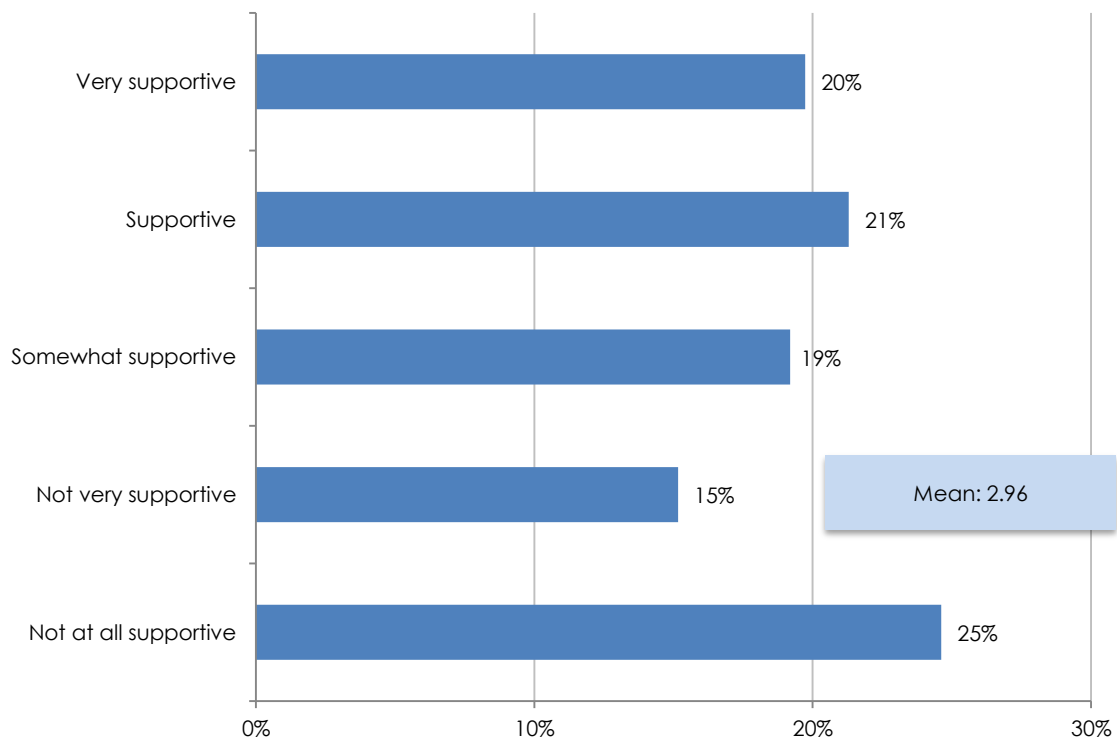
Q. How supportive are you of an additional 2.5% rate increase above the 3% standard rate increase to fund these pool developments?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Satisfaction mean ratings	3.20	2.92	2.82	3.01	2.78	3.13▲	2.96

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.32▲	3.07	2.87	3.16	2.85	2.65	2.65▼

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

▼▲= A significantly lower/higher level of support (by group)



Base: n=500

Key Findings

Comparison to LGA Benchmarks

Ballina Shire Council residents are more satisfied than the LGA Benchmark score for 9 of the 25 comparable measures, 10 are equal to the Benchmark, whilst the 6 remaining comparable measures fall below the Benchmark.

Service/Facility	Ballina Shire Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Libraries	4.2	4.1
Aged services	3.7	3.5
Quality of town centre and public spaces	3.7	3.3
Overall satisfaction with the level of communication Council has with the community	3.6	3.5
Cycleways and bicycle facilities	3.5	3.2
Parking	3.3	3.0
Financial management	3.3	3.1
Opportunities to participate in Council decision making	3.2	3.0
Roads	3.1	2.8
Equal to the Benchmark		
General garbage collection	4.1	4.1
Overall satisfaction with the way contact was handled - In person	4.0	4.0
Recycling options	3.9	3.9
Parks and sporting facilities	3.7	3.7
Community Centres and Public Halls	3.6	3.6
Crime prevention and law and order initiatives	3.4	3.4
Environmental and sustainability initiatives	3.4	3.4
Drainage/flood management	3.3	3.3
Economic development	3.2	3.2
Long term planning	3.1	3.1
Below the Benchmark		
Overall satisfaction with the way contact was handled - Phone	3.8	3.9
Swimming pools	3.6	3.7
Heritage conservation	3.4	3.5
Vegetation management	3.4	3.5
Youth services	3.1	3.2
Public toilets	3.0	3.2

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

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2012, there was a significant increase in residents' levels of importance with 6 of the 39 services and facilities provided by Council, these were:

- Public toilets (4.09 cf. 3.93)
- Boating facilities (3.28 cf. 3.08)
- Dog exercise areas (3.19 cf. 2.85)
- Ballina Byron Gateway Airport (4.45 cf. 4.29)
- Relationship with indigenous residents (3.99 cf. 3.75)
- Child care services (3.38 cf. 3.15)

Also, there was a decrease in residents' levels of importance with 3 of the 39 services and facilities provided by Council that declined, including:

- Parks and sporting facilities (3.75 cf. 3.90)
- Water supply (4.27 cf. 4.45)
- Crime prevention and law and order initiatives (4.51 cf. 4.75)

Key Satisfaction Trends

Compared to the previous research conducted in 2012, there was a significant increase in residents' levels of satisfaction with 14 of the 39 services and facilities provided by Council, these were:

- Beaches and foreshores (4.07 cf. 3.94)
- Quality of town centre and public spaces (3.66 cf. 3.26)
- Parks and sporting facilities (3.66 cf. 3.48)
- Roads (3.10 cf. 2.70)
- General garbage collection (4.10 cf. 3.90)
- Overall health of the Richmond River (3.25 cf. 3.05)
- Ballina Byron Gateway Airport (4.17 cf. 3.92)
- Cycleways and bicycle facilities (3.51 cf. 3.30)
- Crime prevention and law and order initiatives (3.44 cf. 3.25)
- Affordable housing (2.78 cf. 2.59)
- Tourism management (3.53 cf. 3.33)
- Management of development (3.01 cf. 2.82)
- Economic development (3.15 cf. 2.92)
- Opportunities to participate in Council decision making (3.21 cf. 2.97)
- Festival and event management (3.55 cf. 3.19)

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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

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

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

Step 1. Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 39 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'economic development' was given an importance score of 4.14, which indicates that it is considered an area of 'high' importance by residents. At the same time it was given a satisfaction score of 3.15, which indicates that residents are 'moderately satisfied' with Ballina Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'libraries' (3.67 importance vs. 4.23 satisfaction), we can identify that the facility/service has only 'moderately high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'very high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

Ranking 2012	Ranking 2014	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Roads	4.65	3.10	1.55
6	2	Long term planning	4.47	3.12	1.34
3	3	Overall health of the Richmond River	4.56	3.25	1.31
4	4	Affordable housing	4.02	2.78	1.24
4	5	Management of development	4.18	3.01	1.17
8	6	Financial management	4.37	3.28	1.09
12		Public toilets	4.09	3.00	1.09
2	8	Crime prevention and law and order initiatives	4.51	3.44	1.06
7	9	Economic development	4.14	3.15	0.99
10	10	Coastline management	4.48	3.51	0.97
9	11	Parking	4.28	3.31	0.96
14	12	Environmental and sustainability initiatives	4.24	3.35	0.90
11	13	Drainage/flood management	4.17	3.33	0.85
15	14	Vegetation management	4.18	3.39	0.79
25	15	Relationship with indigenous residents	3.99	3.22	0.77
13	16	Opportunities to participate in Council decision making	3.97	3.21	0.76
18	17	Disability access	4.20	3.47	0.73
20	18	Support for volunteers	4.27	3.58	0.69
16	19	Tourism management	4.19	3.53	0.66
27	20	Recycling options	4.50	3.86	0.64
18	21	Heritage conservation	4.01	3.39	0.62
22	22	Council's customer service	4.21	3.64	0.58
24	23	Youth services	3.65	3.07	0.57
21	24	General garbage collection	4.64	4.10	0.54
29	25	Aged services	4.18	3.68	0.50
26		Beaches and foreshores	4.57	4.07	0.50
16	27	Quality of town centre and public spaces	4.08	3.66	0.42
23	28	Cycleways and bicycle facilities	3.88	3.51	0.37
31	29	Ballina Byron Gateway Airport	4.45	4.17	0.28
28	30	Festival and event management	3.78	3.55	0.23
32	31	Water supply	4.27	4.11	0.16
33	32	Sewerage management and treated effluent reuse	3.98	3.83	0.15
30	33	Parks and sporting facilities	3.75	3.66	0.10
36	34	Dog exercise areas	3.19	3.20	-0.01
34	35	Swimming pools	3.54	3.57	-0.03
35	36	Community Centres and Public Halls	3.47	3.64	-0.17
37	37	Child care services	3.38	3.57	-0.19
38	38	Boating facilities (Recreation/Professional)	3.28	3.51	-0.23
39	39	Libraries	3.67	4.23	-0.57

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

Key Findings

When we examine the 9 largest performance gaps, we can identify that all the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.78 and 3.44, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Roads	4.65	3.10	1.55
2	Long term planning	4.47	3.12	1.34
3	Overall health of the Richmond River	4.56	3.25	1.31
4	Affordable housing	4.02	2.78	1.24
5	Management of development	4.18	3.01	1.17
6	Financial management	4.37	3.28	1.09
	Public toilets	4.09	3.00	1.09
8	Crime prevention and law and order initiatives	4.51	3.44	1.06
9	Economic development	4.14	3.15	0.99

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'roads' is the area of least relative satisfaction.

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

Key Findings

Quadrant Analysis

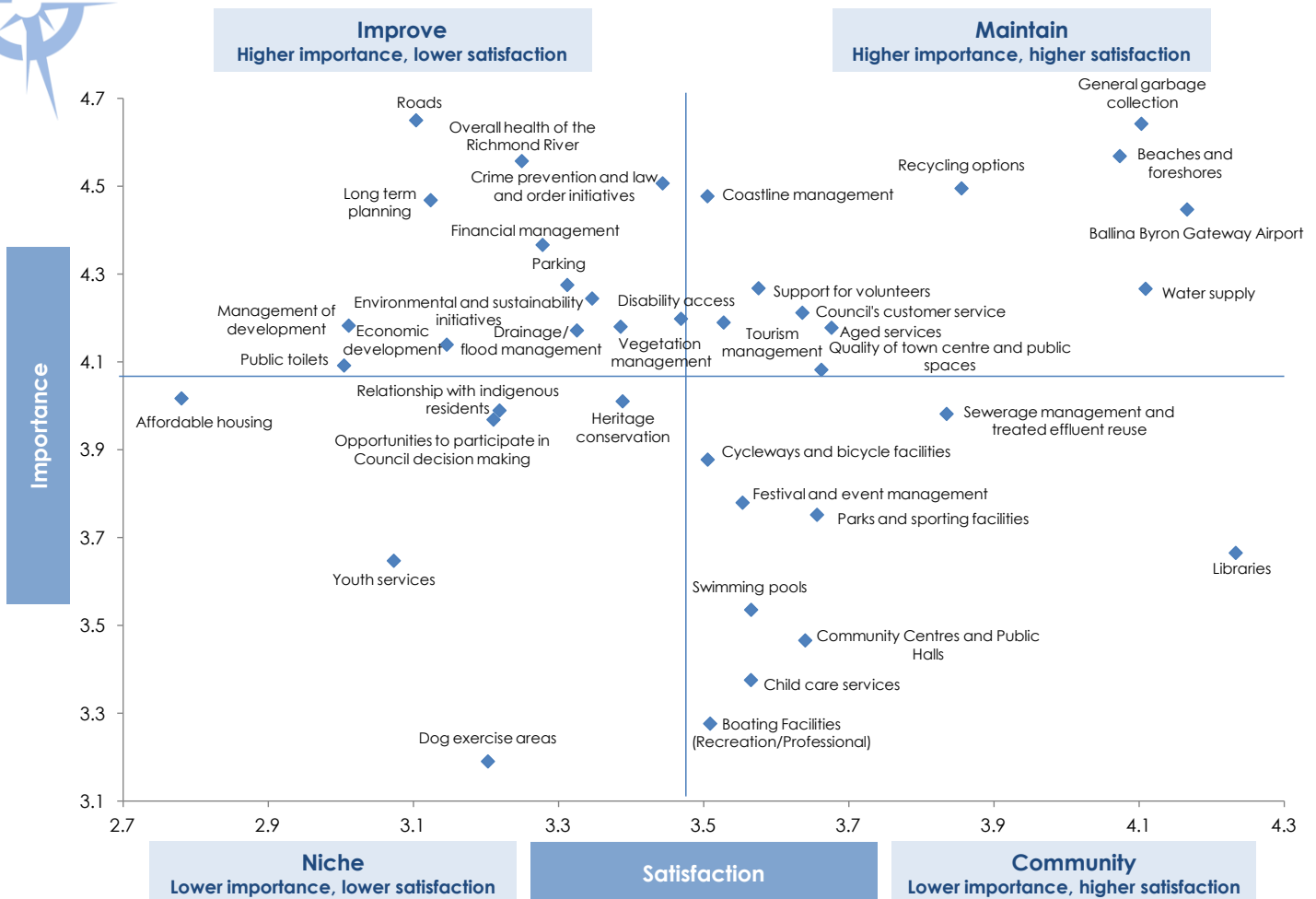
Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.09 and the average rated satisfaction score was 3.49. Therefore, any facility or service that received a mean stated importance score of ≥ 4.09 would be plotted in the higher importance section and, conversely, any that scored < 4.09 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.49. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Quadrant Analysis – Importance v Satisfaction



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'Ballina Byron Gateway Airport', 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 the 'public toilets', are areas where Council is perceived to be currently under-performing and are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'youth services', 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, **COMMUNITY**, such as 'libraries', are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

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

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to '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.

The Shapley Value Regression

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

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley regression analysis to identify the directional contribution of key services and facilities with regard to satisfaction/dissatisfaction with Council's overall performance.

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'.

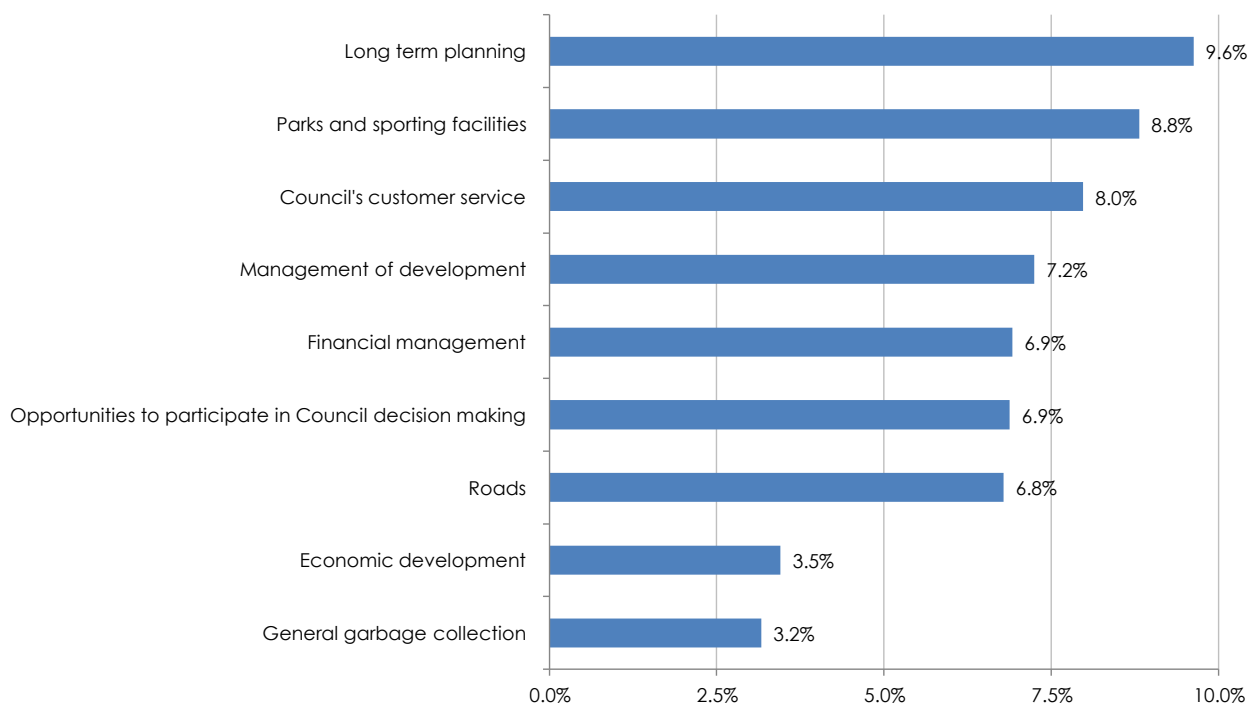
Key Findings

Key Drivers of Satisfaction with Ballina Shire Council

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

These top 9 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 30 attributes we obtained measures on have only a limited impact on the community's satisfaction with Ballina Shire Council's performance. Therefore, whilst all 39 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

These Top 9 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



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

These 9 services/facilities are the key community priorities and by addressing these, Ballina Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'general garbage collection' contributes 3.2% towards overall satisfaction, while 'long term planning' (9.6%) is a far stronger driver, contributing three times as much to overall satisfaction with Council.

Key Findings

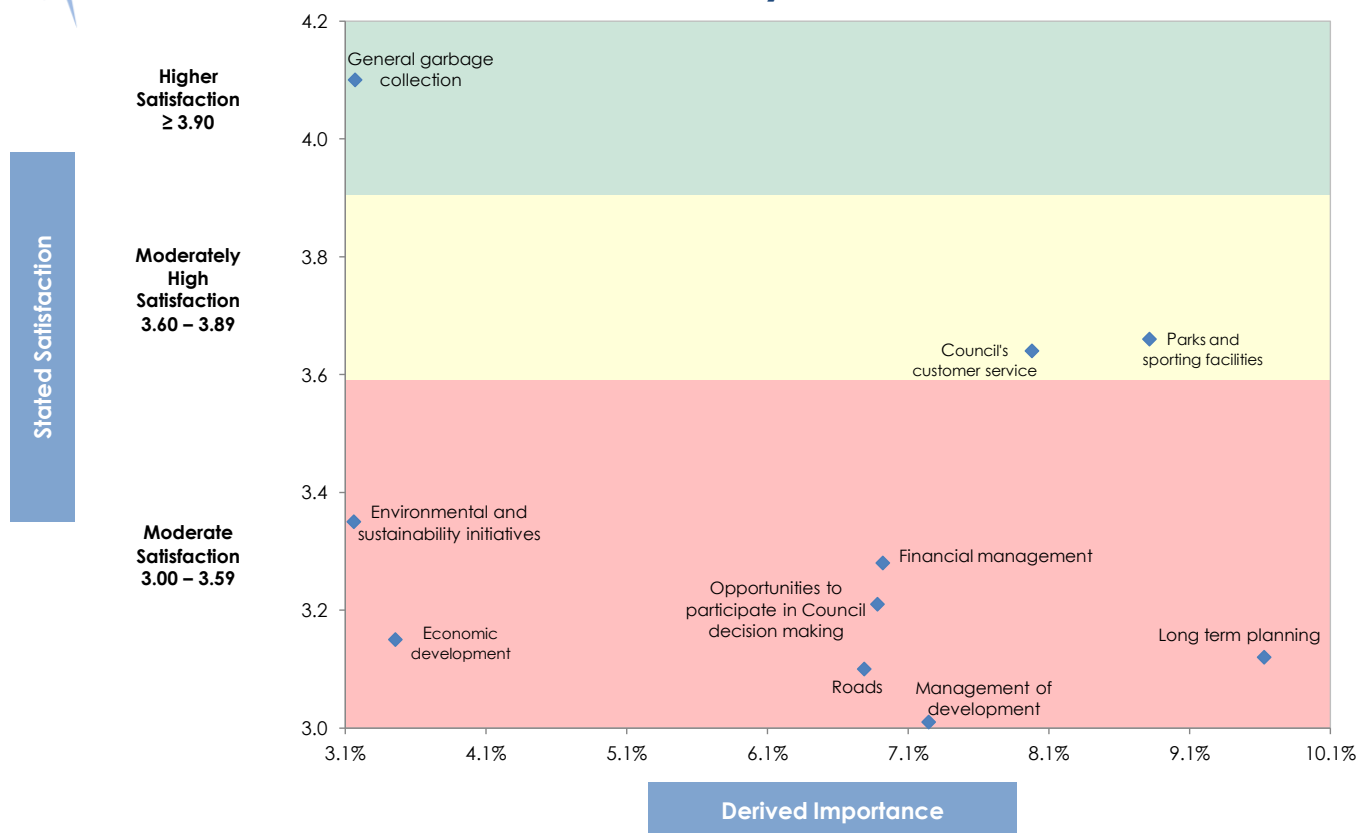
Clarifying Priorities

By mapping satisfaction against derived importance we can see for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'general garbage collection', 'parks and sporting facilities' and 'Council's customer service'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'moderate satisfaction' regions of the chart. If Ballina Shire Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that involvement/engagement areas such as 'long term planning', 'management of development', 'financial management' and 'opportunities to participate in Council decision making', while performing adequately, could possibly be targeted for optimisation.

Furthermore, areas such as 'roads', are all issues Council should be looking to either align their delivery with resident expectations or more actively inform/engage residents of Council's position and advocacy on these matters.

Key Findings

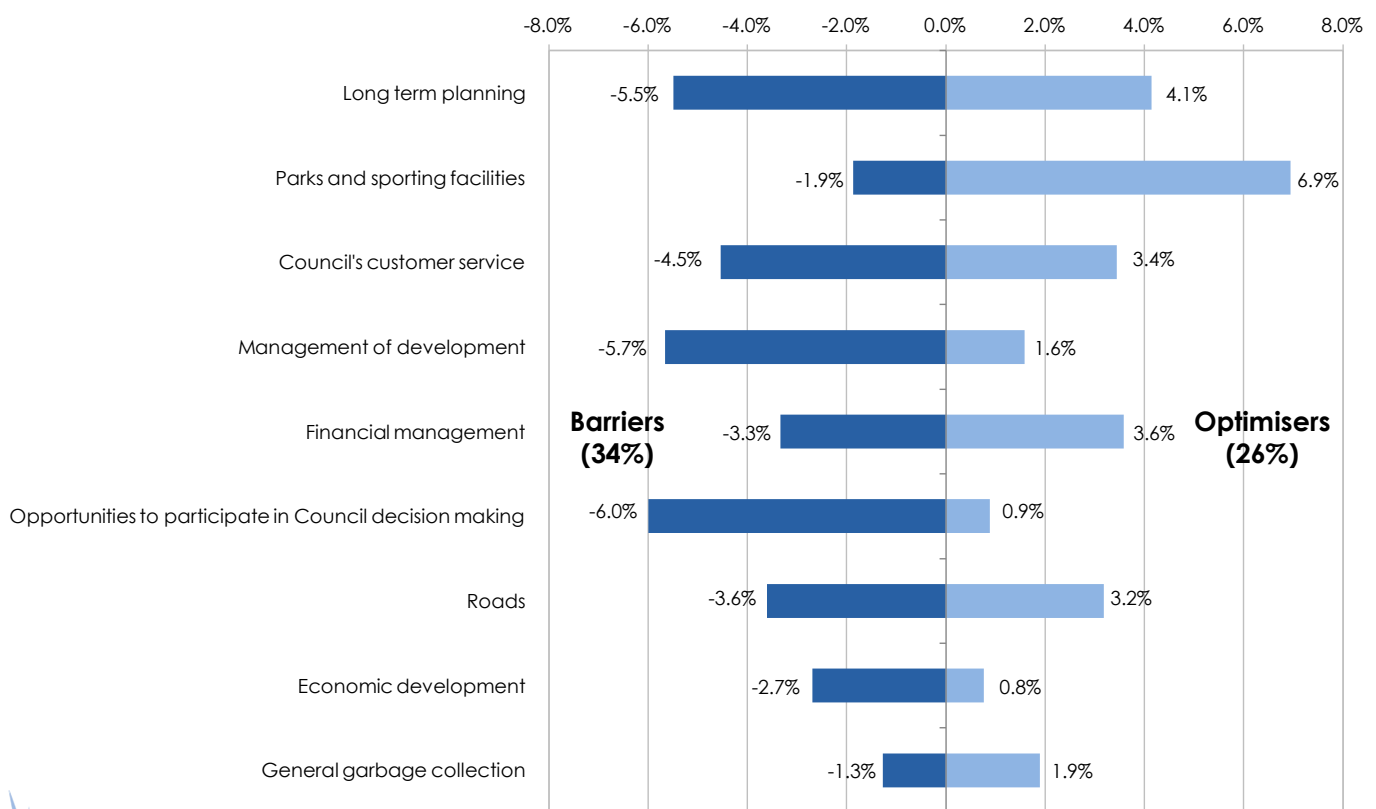
Advanced Shapley Outcomes

The chart below 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 the transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being at least 'somewhat satisfied' with Council's overall performance.

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

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

Summary & Recommendations



Summary & Recommendations

From a satisfaction perspective, the survey indicates that since 2012 there has been a strong lift in the community about Ballina Shire Council's overall performance. For not only has overall performance satisfaction improved on the 2012 result, but there was also a significant lift in residents' levels of satisfaction with 14 of the 39 services and facilities provided by Council.

The primary stated challenges faced by the community revolve around concerns ensuring that development is aligned with the needs of population, specifically in terms of the LGA's roads and infrastructure.

60% of residents are at least 'somewhat supportive' of Council increasing rates in order to upgrade the aquatic facilities at Ballina and Alstonville.

However, there are still opportunities to strengthen the community's perceptions of Council. In order to address these we believe that Council needs to continue to engage with the local community.

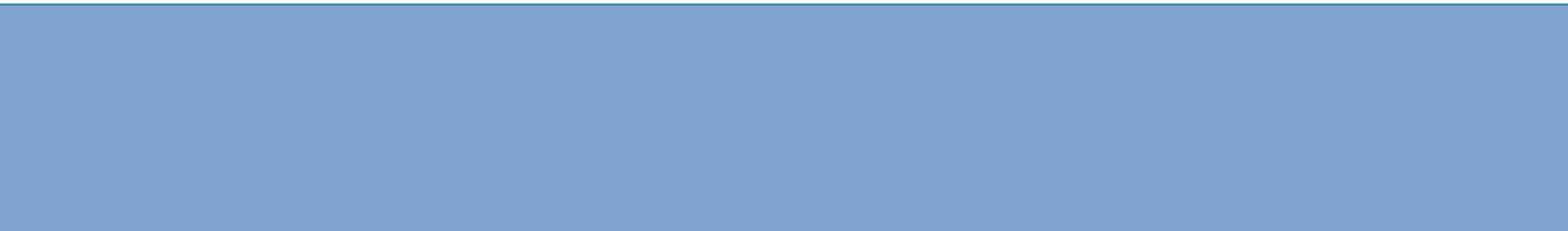
Specifically, Council should:

1. Continue to focus on informing and involving the community about the long term plans for the LGA; it is important to maximise the opportunities that residents have to participate in this area. Can Council identify other new/alternate methods to up weight the community's perception/participation in this area?
2. Explore the community's attitude and priorities with regards to 'management of development', 'financial management' and 'economic development'. Once informed, Council can communicate to the community its position in these areas, whether it be a direct action plan or advocacy
3. Explore with the community to understand the necessary service aspirations with regard to 'parks and sporting facilities', 'roads' and 'general garbage collection' – use the outcomes of this exploration to develop plans or communications to focus service delivery
4. Understand the delivery expectations with regard to 'Council's customer service' – are there opportunities to consolidate/improve on an already strong offer?



Section A

Detailed Findings



Importance of, & Satisfaction with, Council Services & Facilities

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

Interpreting the Mean Scores

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

Mean rating:

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

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

We Explored Resident Response To 39 Service Areas

Community facilities

Boating Facilities (Recreation/Professional)
Public toilets
Dog exercise areas
Beaches and foreshores
Quality of town centre and public spaces
Swimming pools
Community Centres and Public Halls
Libraries
Parks and sporting facilities

Infrastructure

Overall health of the Richmond River
Water supply
Cycleways and bicycle facilities
Drainage/flood management
Recycling options
Sewerage management and treated effluent reuse
Parking
Ballina Byron Gateway Airport
General garbage collection
Roads

Human services

Child care services
Affordable housing
Youth services
Disability access
Crime prevention and law and order initiatives
Support for volunteers
Aged services
Relationship with indigenous residents

Corporate services and management

Tourism management
Festival and event management
Coastline management
Vegetation management
Heritage conservation
Environmental and sustainability initiatives
Economic development
Opportunities to participate in Council decision making
Financial management
Management of development
Council's customer service
Long term planning

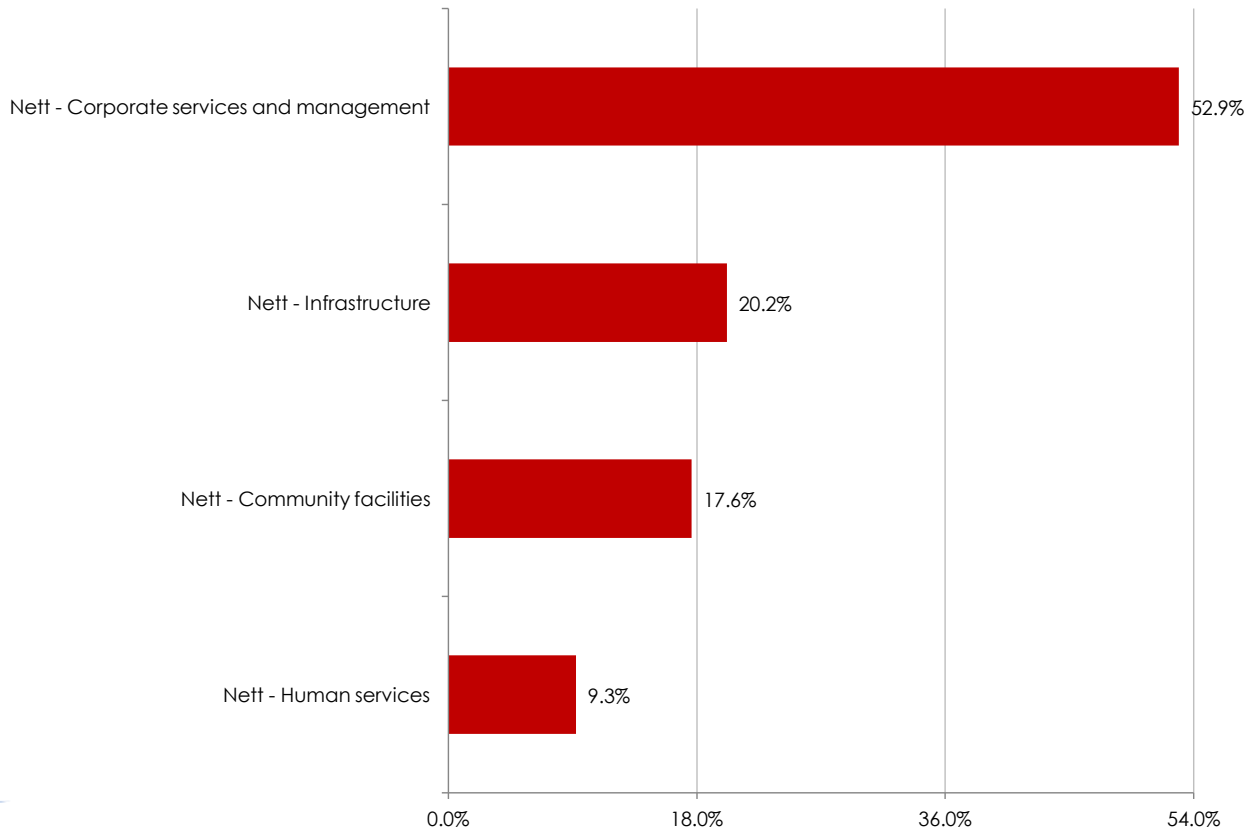


Importance of, & Satisfaction with, Council Services & Facilities

Key Service Areas' Contribution to Overall Satisfaction

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

Contribution to Overall Satisfaction with Council's Performance



Importance of, & Satisfaction with, Council Services & Facilities

Community facilities

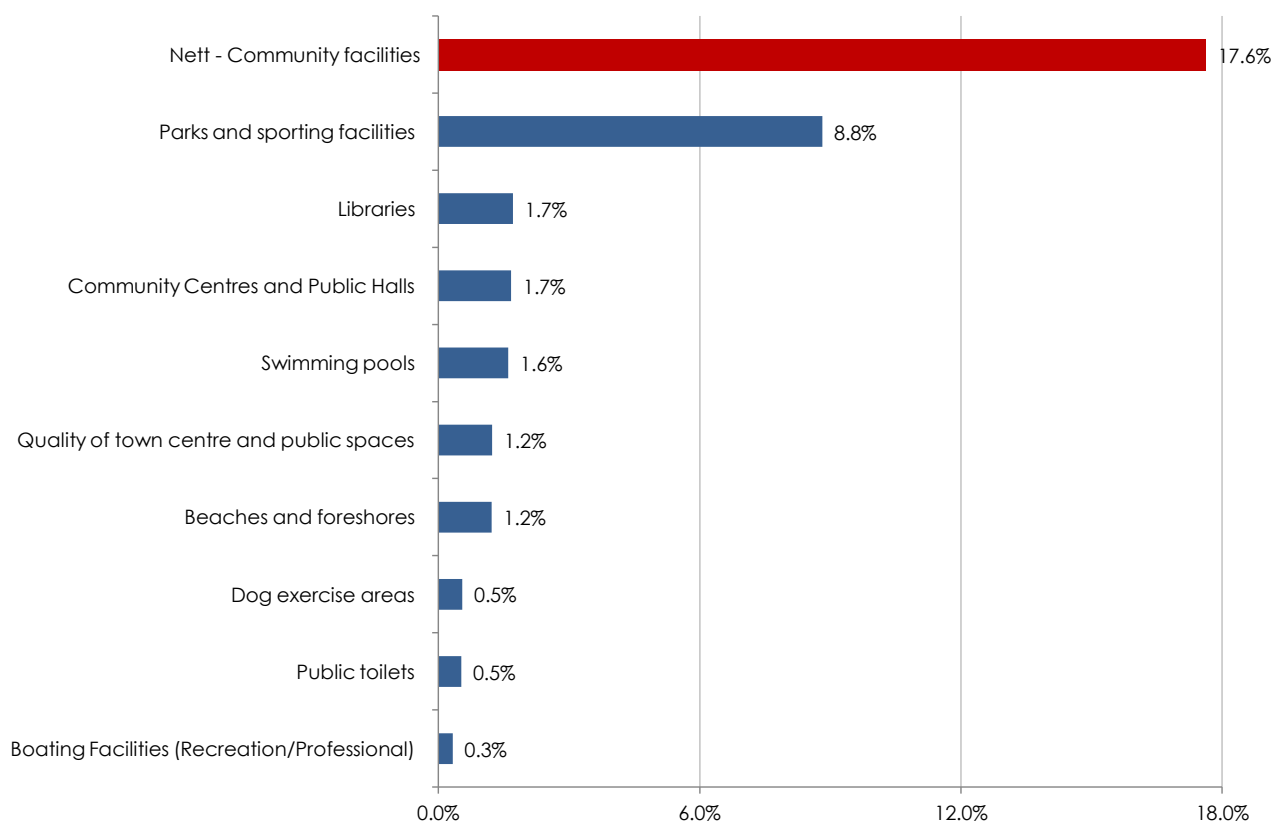
Services and facilities explored included:

- Parks and sporting facilities
- Libraries
- Community Centres and Public Halls
- Quality of town centre and public spaces
- Swimming pools
- Dog exercise areas
- Public toilets
- Beaches and foreshores
- Boating Facilities (Recreation/Professional)

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 18% of overall satisfaction, based on the regression analysis.

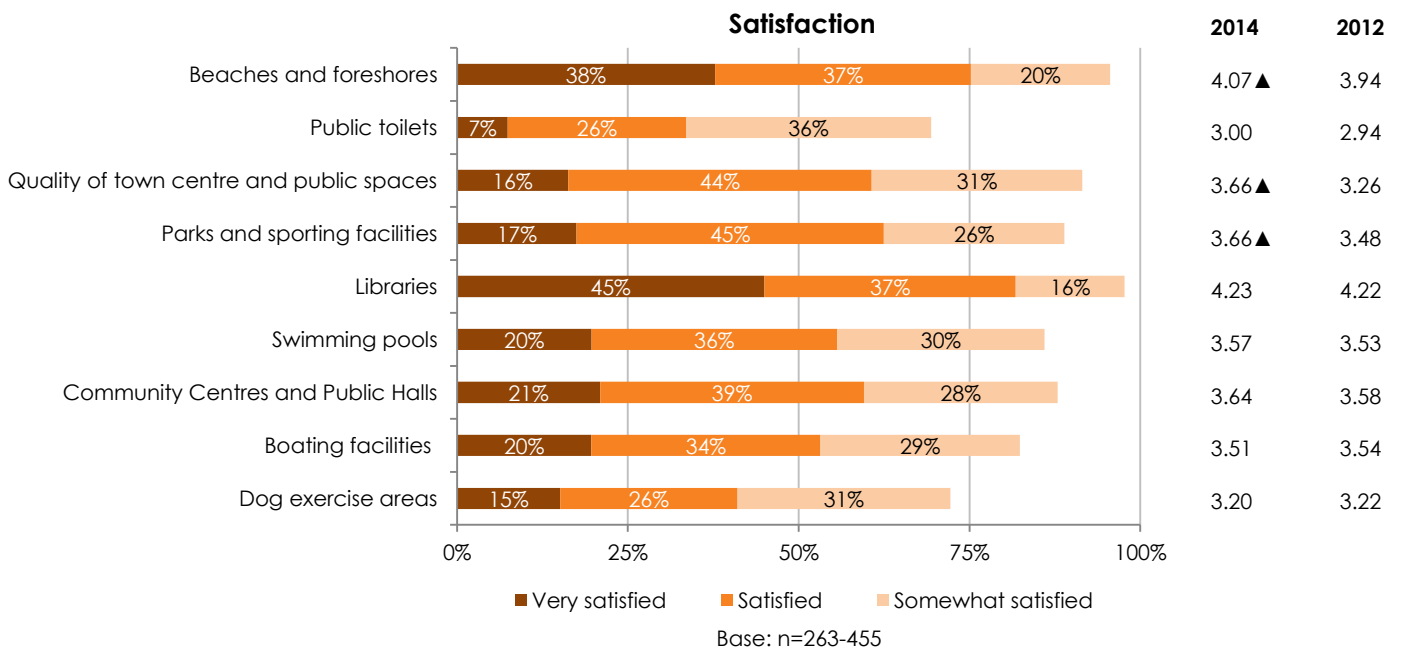
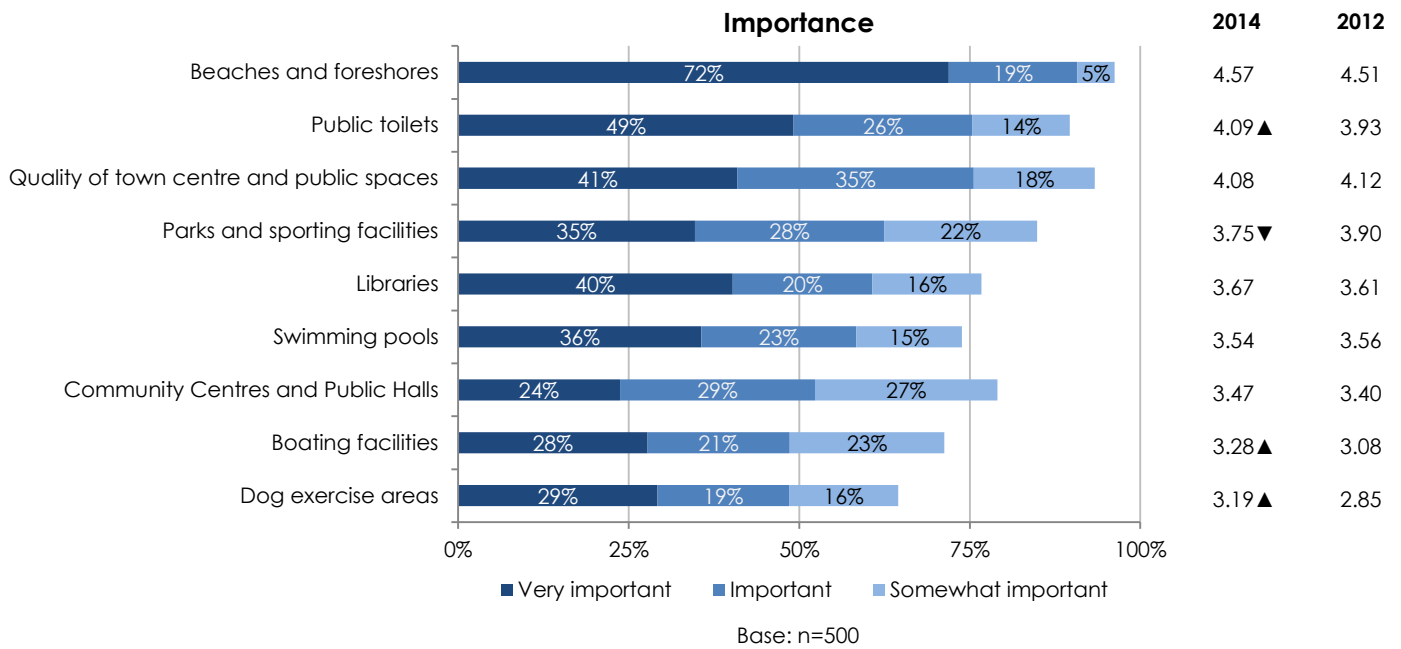
Community facilities – Contributes to Almost 18% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

Community facilities

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

▼▲= A significantly lower/higher level of importance/satisfaction (by year)

Importance of, & Satisfaction with, Council Services & Facilities

Community facilities

	Performance Gap		Year on year difference
	2014	2012	
Public toilets	1.09	0.99	-0.10
Beaches and foreshores	0.50	0.57	0.07
Quality of town centre and public spaces	0.42	0.86	0.44▲
Parks and sporting facilities	0.10	0.42	0.32▲
Dog exercise areas	-0.01	-0.37	-0.36▲
Swimming pools	-0.03	0.03	0.06
Community Centres and Public Halls	-0.17	-0.18	-0.01
Boating Facilities (Recreation/Professional)	-0.23	-0.46	-0.23▲
Libraries	-0.57	-0.61	-0.04

▼▲ = negative/positive shift greater than 0.2 from 2012

Overview of Rating Scores

Importance – overall

Extremely high	Beaches and foreshores
High	Public toilets Quality of town centre and public spaces
Moderately high	Parks and sporting facilities Libraries
Moderate	Swimming pools Community Centres and Public Halls Boating Facilities Dog exercise areas

Importance – by age

Residents aged 35-49 ascribed significantly higher levels of importance to 'parks and sporting facilities' than did those aged 65+ and to 'swimming pools' than did those aged 18-34 and 50+.

Residents aged 65+ assigned a significantly higher level of importance to 'libraries' than did those aged 18-64.

Importance – by gender

Females attributed significantly higher levels of importance to 'libraries', 'community centres and public halls', 'quality of town centre and public spaces', 'swimming pools', 'public toilets' and 'beaches and foreshores' than did males.

Importance – by area

Residents living in Lennox Head rated 'dog exercise areas' significantly higher in importance than did those in Rural/Other areas and rated 'beaches and foreshores' significantly higher than did those in all other areas.

Importance – compared to 2012

'Public toilets', 'boating facilities' and 'dog exercise areas' have significantly increased in importance compared to 2012, whilst 'parks and sporting facilities' has significantly decreased.

Importance of, & Satisfaction with, Council Services & Facilities

Community facilities

Satisfaction – overall

Very high	Libraries
High	Beaches and foreshores
Moderately high	Quality of town centre and public spaces
	Parks and sporting facilities
	Community Centres and Public Halls
Moderate	Swimming pools
	Boating Facilities
	Dog exercise areas
	Public toilets

Satisfaction – by age

Residents aged 18-34 and 65+ were significantly more satisfied with 'parks and sporting facilities' than were those aged 35-49 and with 'quality of town centre and public spaces' than were those aged 35-64.

Residents aged 18-34 expressed a significantly higher level of satisfaction with 'swimming pools' than did those aged 35-49.

Residents aged 35-49 were significantly less satisfied with 'dog exercise areas' and 'boating facilities' than were those aged 18-34 and 50+ and with 'public toilets' than were those aged 65+.

Residents aged 65+ rated 'beaches and foreshores' significantly higher in satisfaction than did those aged 18-64.

Satisfaction – by gender

Females attributed significantly higher levels of satisfaction to 'dog exercise areas' and 'beaches and foreshores' than did males.

Satisfaction – by area

Residents living in Alstonville and Wollongbar rated 'swimming pools' to be more satisfactory than did those in Ballina.

Residents living in Wollongbar rated the 'quality of town centre and public spaces' higher in satisfaction than did all other areas.

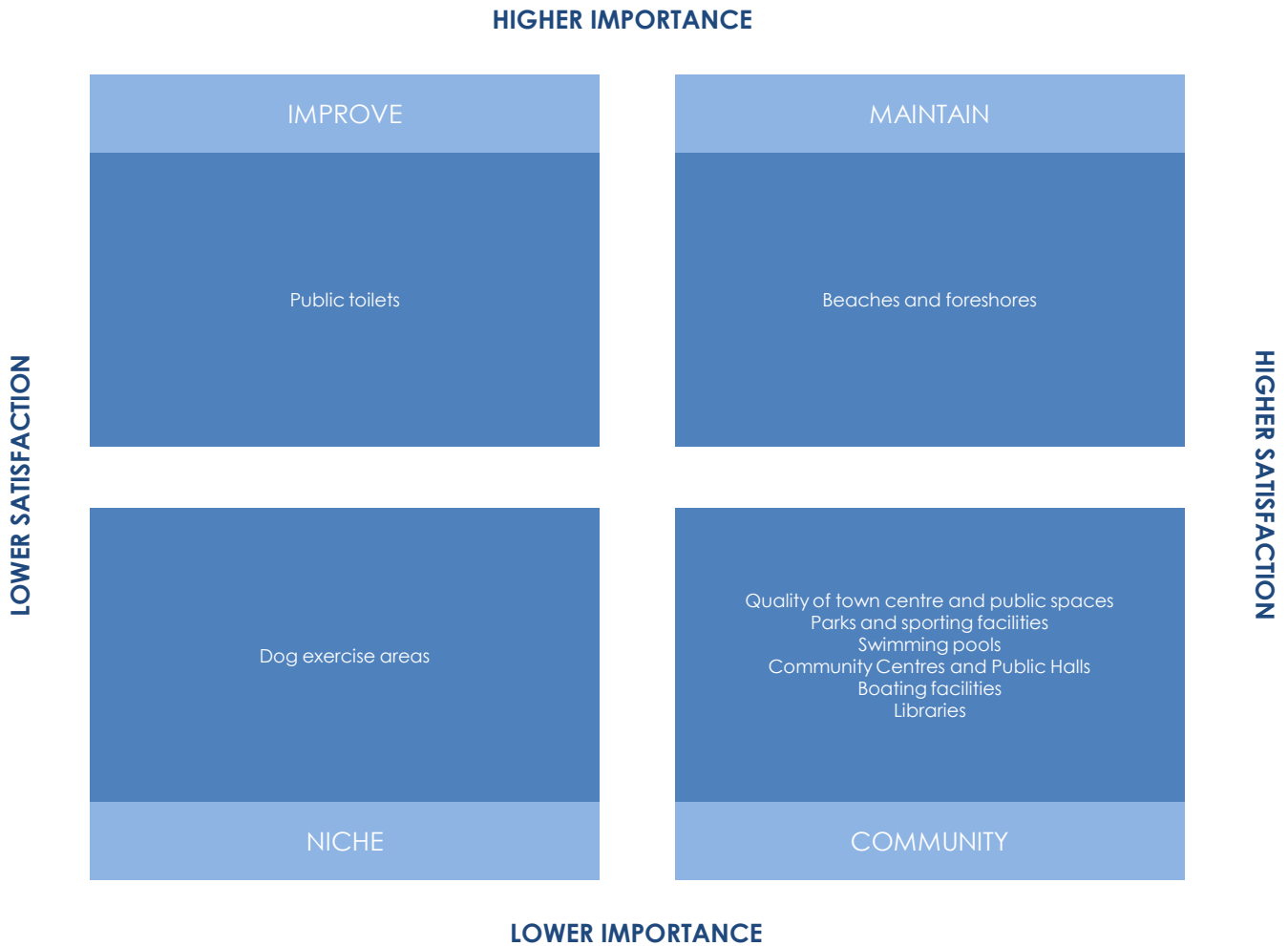
Satisfaction – compared to 2012

Compared to 2012, 'beaches and foreshores', 'quality of town centre and public spaces' and 'parks and sporting facilities' have significantly increased in satisfaction.

Importance of, & Satisfaction with, Council Services & Facilities

Community facilities

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Ballina Shire Council needs to improve resident satisfaction with:

- Public toilets

Ballina Shire Council also needs to maintain resident satisfaction with:

- Beaches and foreshores

Importance of, & Satisfaction with, Council Services & Facilities Infrastructure

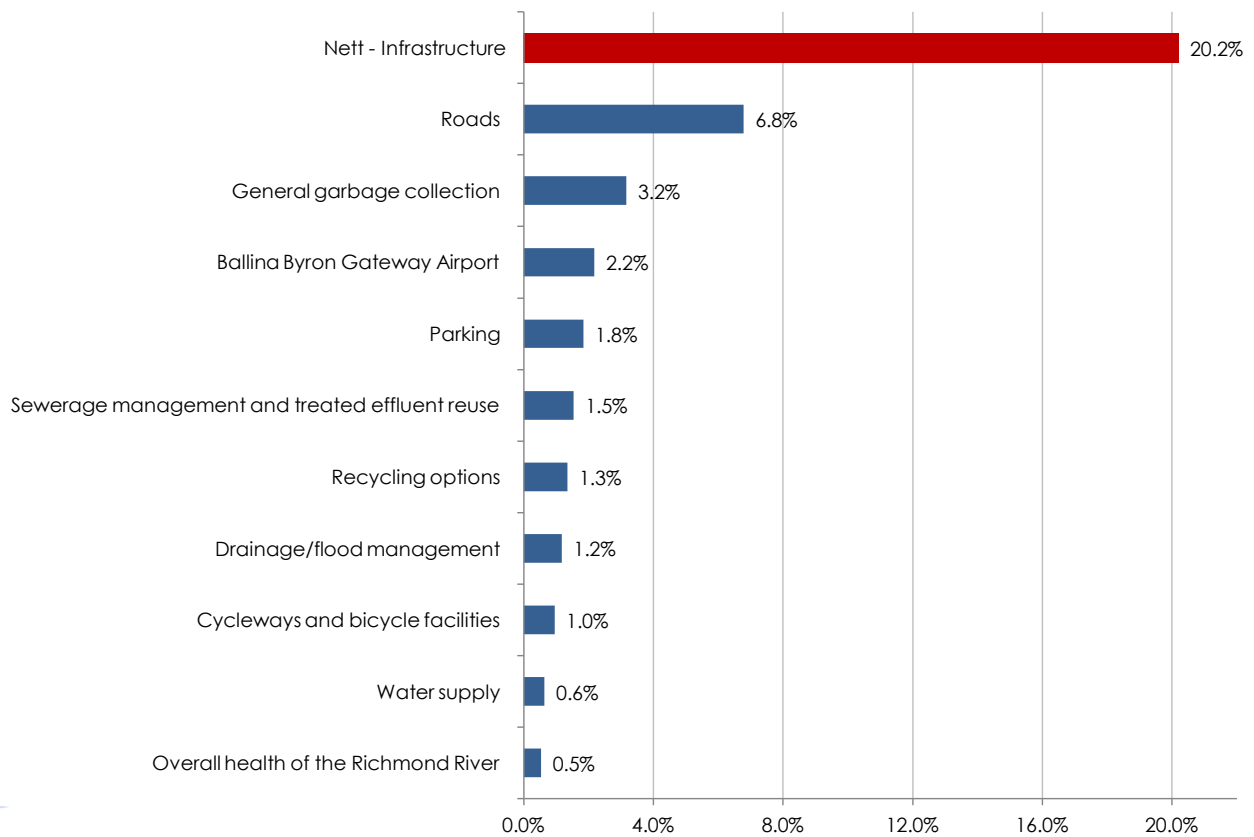
Services and facilities explored included:

- Roads
- General garbage collection
- Recycling options
- Sewerage management and treated effluent reuse
- Cycleways and bicycle facilities
- Water supply
- Parking
- Drainage/flood management
- Ballina Byron Gateway Airport
- Overall health of the Richmond River

Contribution to Overall Satisfaction with Council (Regression Data)

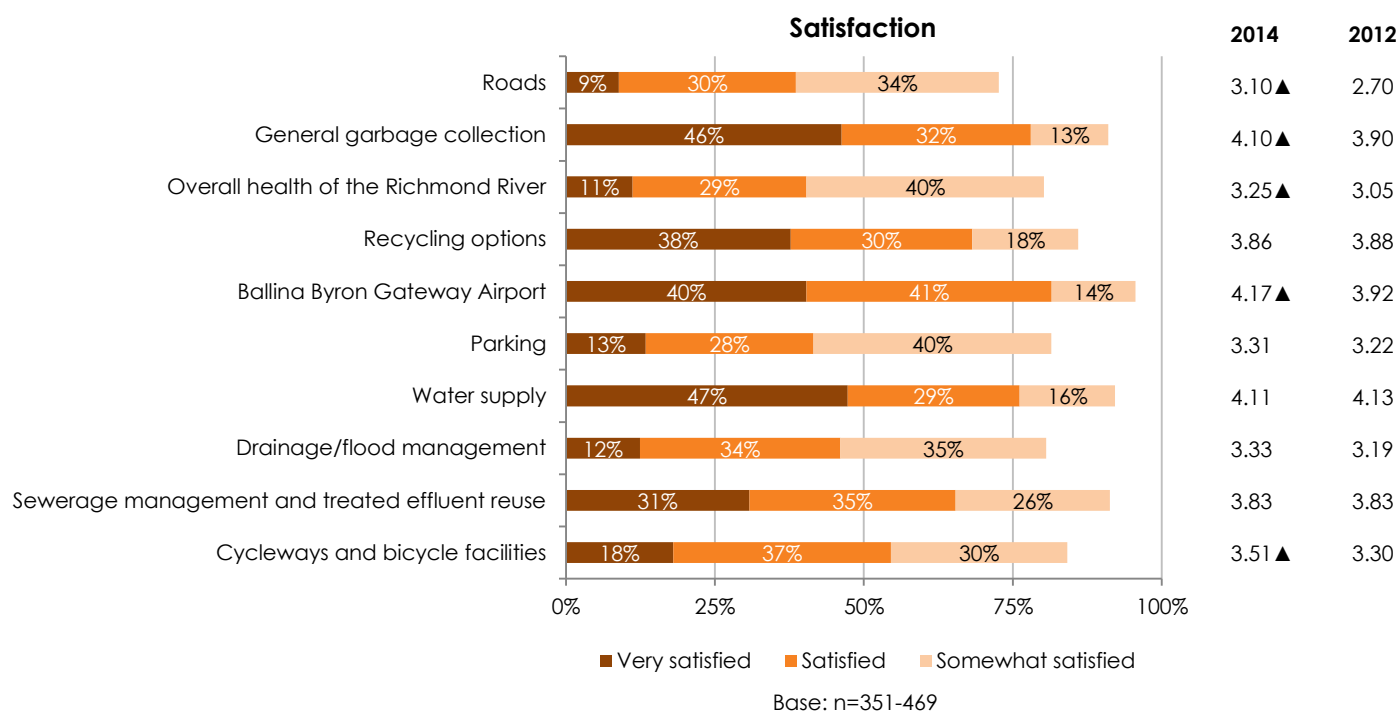
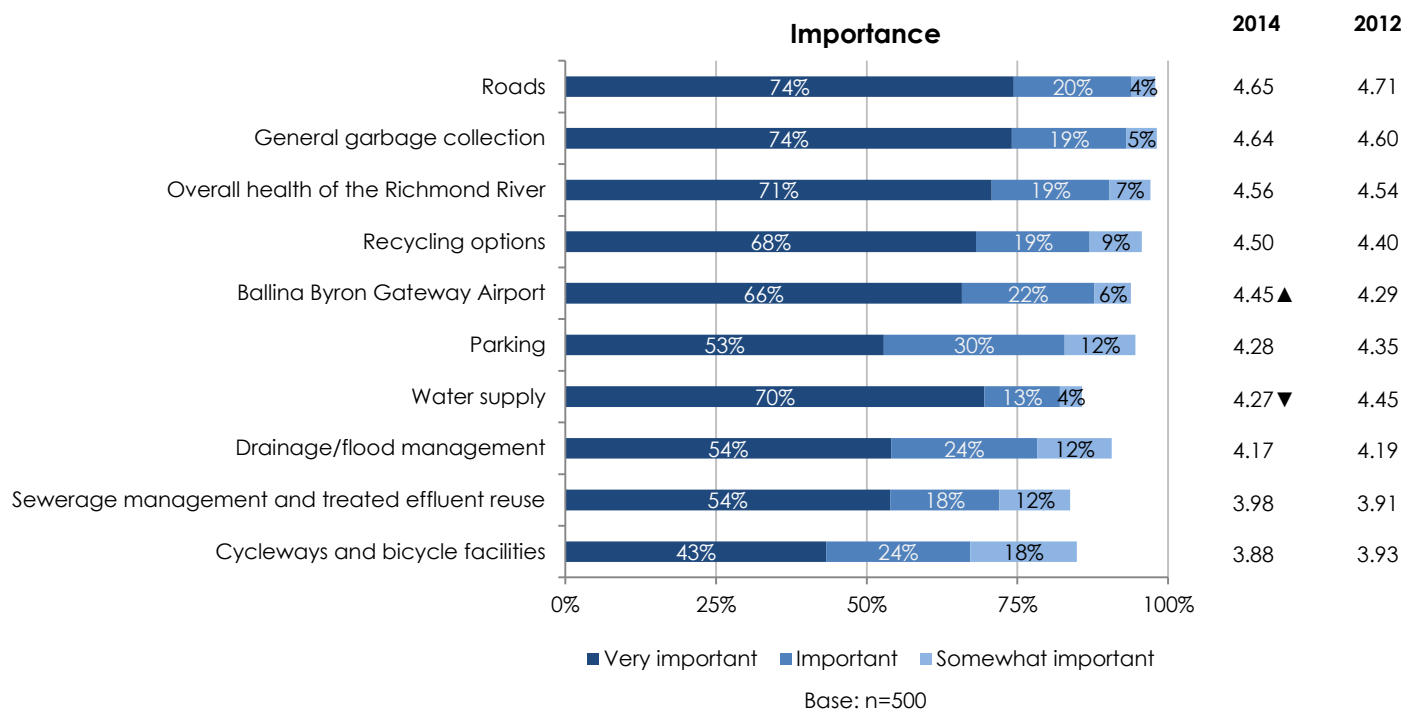
Council's performance in the areas below accounts for over 20% of overall satisfaction, based on the regression analysis.

Infrastructure – Contributes to Over 20% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities Infrastructure

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

▼▲= A significantly lower/higher level of importance/satisfaction (by year)

Importance of, & Satisfaction with, Council Services & Facilities Infrastructure

	Performance Gap		Year on year difference
	2014	2012	
Roads	1.55	2.01	0.46▲
Overall health of the Richmond River	1.31	1.49	0.18
Parking	0.96	1.13	0.17
Drainage/flood management	0.85	1.00	0.15
Recycling options	0.64	0.52	-0.12
General garbage collection	0.54	0.70	0.16
Cycleways and bicycle facilities	0.37	0.63	0.26▲
Ballina Byron Gateway Airport	0.28	0.37	0.09
Water supply	0.16	0.32	0.16
Sewerage management and treated effluent reuse	0.15	0.08	-0.07

▼▲ = negative/positive shift greater than 0.2 from 2012

Overview of Rating Scores

Importance – overall

Extremely high	Roads General garbage collection Overall health of the Richmond River Recycling options
Very high	Ballina Byron Gateway Airport Parking Water supply
High	Drainage/flood management Sewerage management and treated effluent reuse
Moderately high	Cycleways and bicycle facilities

Importance – by age

Residents aged 35-49 attributed 'cycleways and bicycle facilities' with a significantly higher level of importance than did those aged 18-34 and 50+.

Importance – by gender

Females rated 9 of the 10 service areas with significantly higher levels of importance than did males, the exception being 'sewerage management and treated effluent reuse'.

Importance – by area

Residents living in Ballina and Lennox Head ascribed significantly higher levels of importance to 'sewerage management and treated effluent reuse', 'cycleways and bicycle facilities' and 'water supply' than did those in Rural/Other areas.

Residents living in Lennox Head rated 'parking' and the 'overall health of the Richmond River' with a significantly higher level of importance than did those in all other areas.

Residents living in Ballina expressed a significantly higher level of importance for 'Ballina Byron Gateway Airport' than did those in all other areas

Importance – compared to 2012

'Ballina Byron Gateway Airport' was rated significantly higher in importance, whilst 'water supply' has significantly decreased in importance.

Importance of, & Satisfaction with, Council Services & Facilities Infrastructure

Satisfaction – overall

High	Ballina Byron Gateway Airport Water supply
Moderately high	General garbage collection Recycling options
Moderate	Sewerage management and treated effluent reuse Cycleways and bicycle facilities Drainage/flood management Parking Overall health of the Richmond River Roads

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with 'general garbage collection' than were those aged 35-49, with 'recycling options', 'sewerage management and treated effluent reuse', 'drainage/flood management' and 'Ballina Byron Gateway Airport' than were those aged 18-64 and with 'overall health of the Richmond River' than were those aged 50-64.

Satisfaction – by gender

Females rated 'recycling options', 'drainage/flood management' and 'overall health of the Richmond River' to be more satisfactory than did males.

Satisfaction – by area

Residents living in Rural/Other areas were significantly less satisfied with 'roads', 'sewerage management and treated effluent reuse' and 'drainage/flood management' than were those in all other areas.

Residents living in Ballina attributed significantly higher levels of importance to 'recycling options' than did those in Rural/Other areas and to 'cycleways and bicycle facilities' than did all other areas.

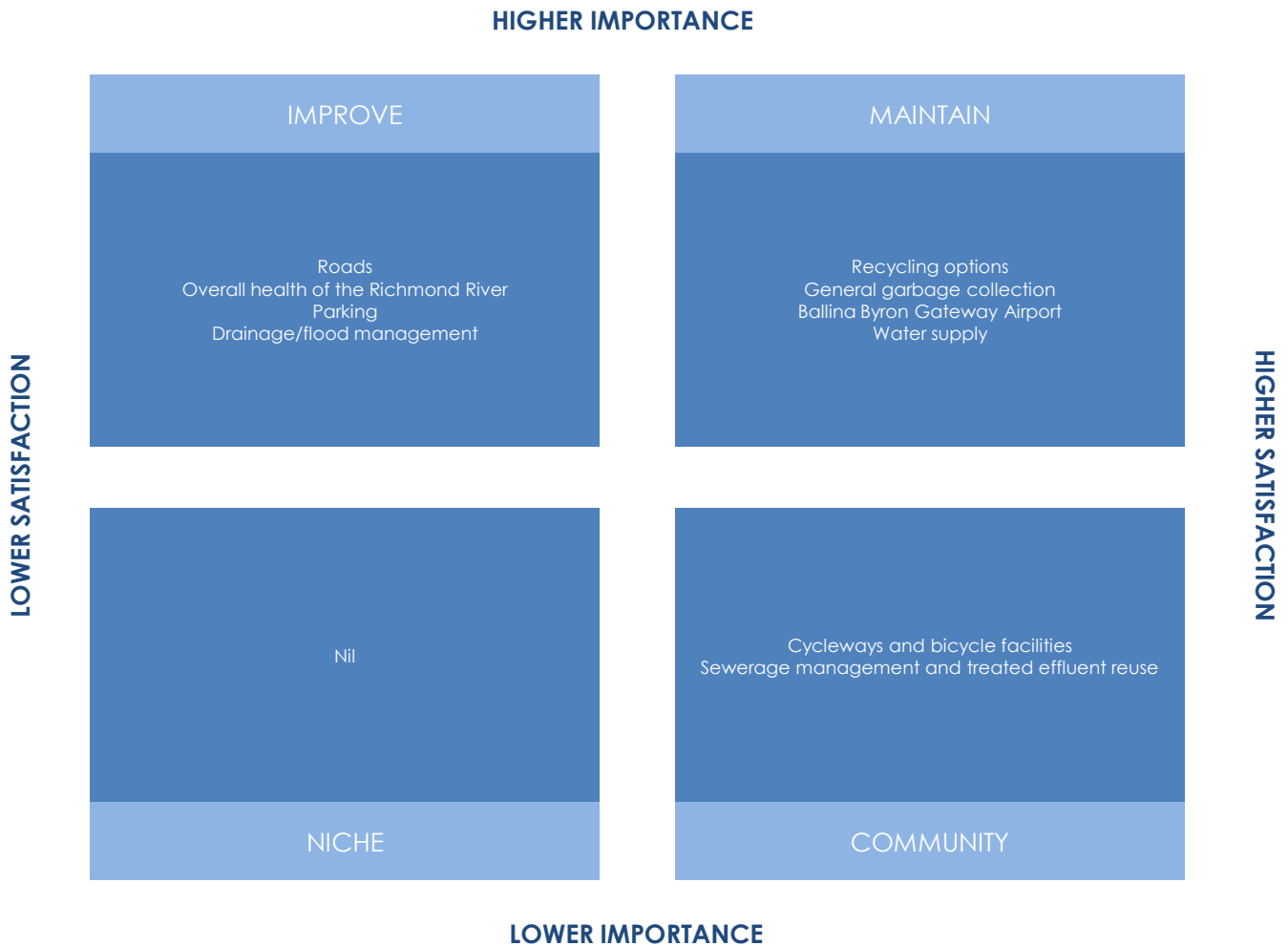
Satisfaction – compared to 2012

5 of the 10 service areas were rated significantly higher in satisfaction compared to 2012, including:

- Roads
- General garbage collection
- Overall health of the Richmond River
- Ballina Byron Gateway Airport
- Cycleways and bicycle facilities

Importance of, & Satisfaction with, Council Services & Facilities Infrastructure

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Ballina Shire Council needs to improve resident satisfaction with:

- Roads
- Overall health of the Richmond River
- Parking
- Drainage/flood management

Ballina Shire Council also needs to maintain resident satisfaction with:

- Recycling options
- General garbage collection
- Ballina Byron Gateway Airport
- Water supply

Importance of, & Satisfaction with, Council Services & Facilities

Human services

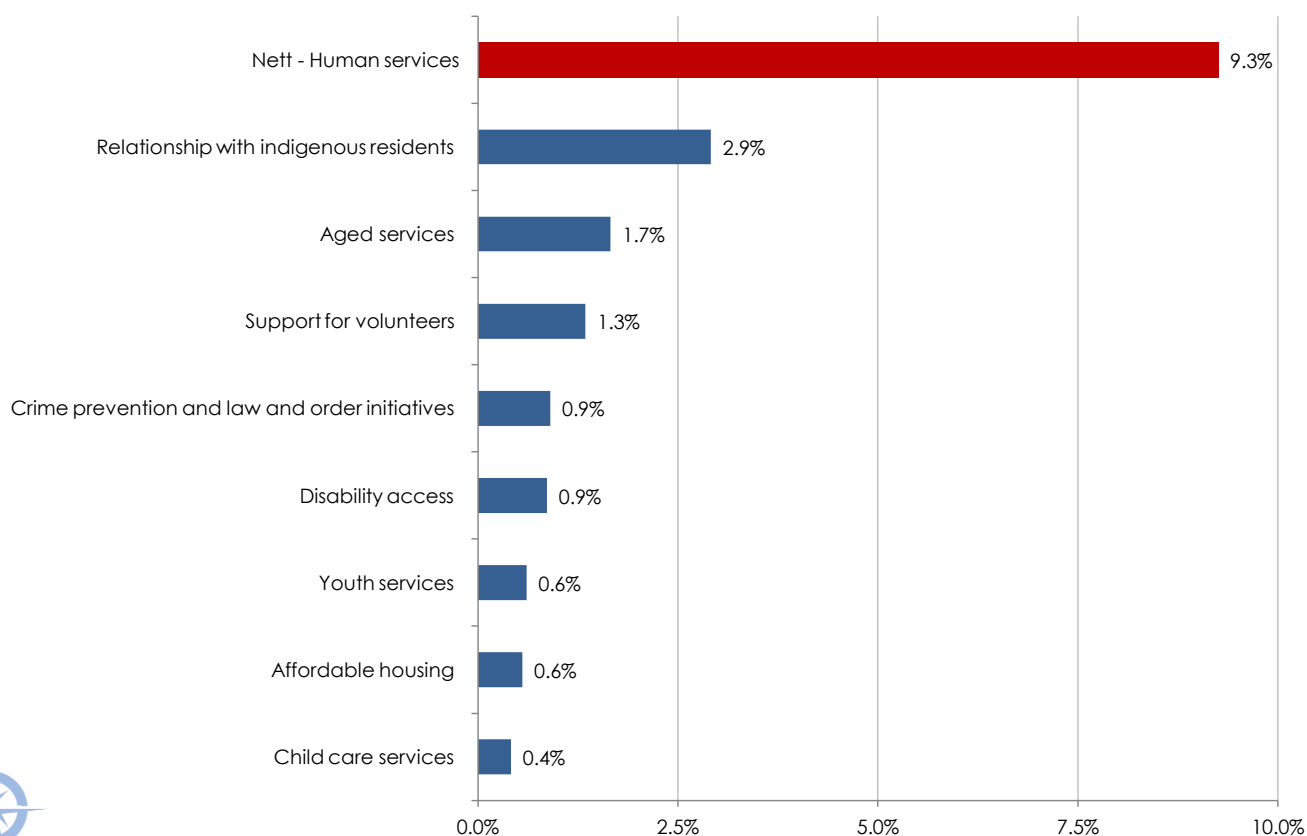
Services and facilities explored included:

- Child care services
- Youth services
- Aged services
- Relationship with indigenous residents
- Support for volunteers
- Disability access
- Affordable housing
- Crime prevention and law and order initiatives

Contribution to Overall Satisfaction with Council (Regression Data)

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

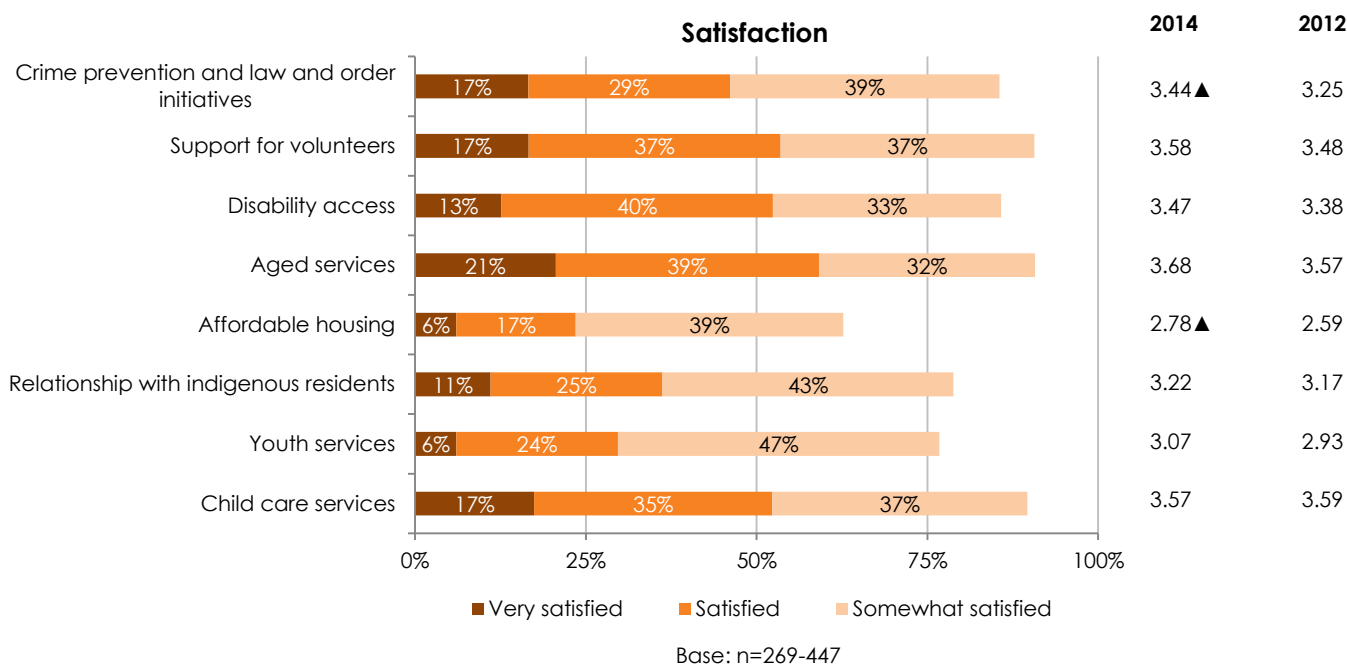
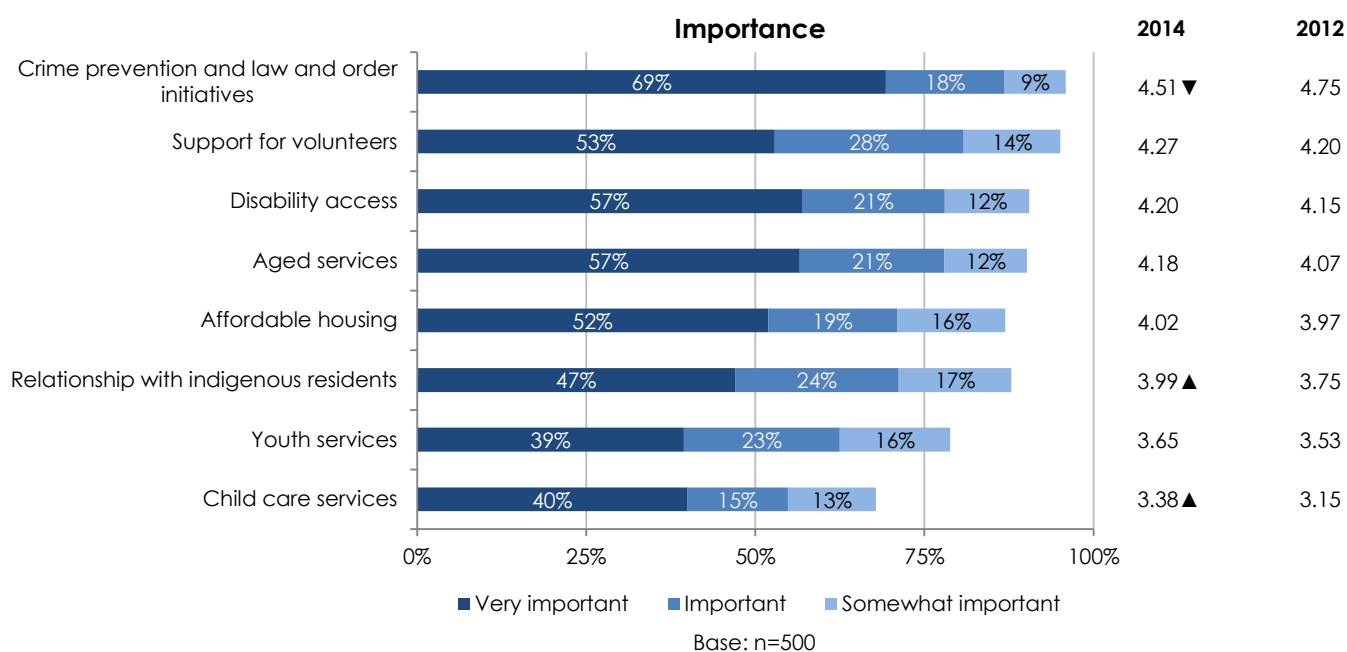
Human services – Contributes To Over 9% Of Overall Satisfaction With Council



Importance of, & Satisfaction with, Council Services & Facilities

Human services

Note: The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

▼▲= A significantly lower/higher level of importance/satisfaction (by year)

Importance of, & Satisfaction with, Council Services & Facilities

Human services

	Performance Gap		Year on year difference
	2014	2012	
Affordable housing	1.24	1.38	0.14
Crime prevention and law and order initiatives	1.06	1.50	0.44▲
Relationship with indigenous residents	0.77	0.58	-0.19
Disability access	0.73	0.77	0.04
Support for volunteers	0.69	0.72	0.03
Youth services	0.57	0.60	0.03
Aged services	0.50	0.50	0.00
Child care services	-0.19	-0.44	-0.25▲

▼▲ = negative/positive shift greater than 0.2 from 2012

Overview of Rating Scores

Importance – overall

Extremely high	Crime prevention and law and order initiatives
Very high	Support for volunteers
	Disability access
High	Aged services
	Affordable housing
	Relationship with indigenous residents
Moderately high	Youth services
Moderate	Child care services

Importance – by age

There were no significant differences in importance between ages.

Importance – by gender

Females assigned 7 of the 8 service areas with significantly higher levels of importance than did males, the exception being 'child care services'.

Importance – by area

Residents living in Rural/Other areas rated 'youth services' significantly lower in importance than did those in all other areas.

Importance – compared to 2012

'Relationship with indigenous residents' and 'child care services' have significantly increased in importance in comparison to results from 2012, whilst 'crime prevention and law and order initiatives' has significantly declined in importance.

Importance of, & Satisfaction with, Council Services & Facilities

Human services

Satisfaction – overall

Moderately high	Aged services
Moderate	Support for volunteers
	Child care services
	Disability access
	Crime prevention and law and order initiatives
	Relationship with indigenous residents
	Youth services
Moderately low	Affordable housing

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with:

- Youth services than were those aged 35-49
- Aged services than were those aged 35-49
- Relationship with indigenous residents than were those aged 35-49
- Support for volunteers than were those aged 18-64
- Affordable housing than were those aged 18-64
- Crime prevention and law and order initiatives than were those aged 18-64

Satisfaction – by gender

Females rated 'child care services' to be significantly more satisfactory than did males.

Satisfaction – by area

There were no significant differences in satisfaction between areas.

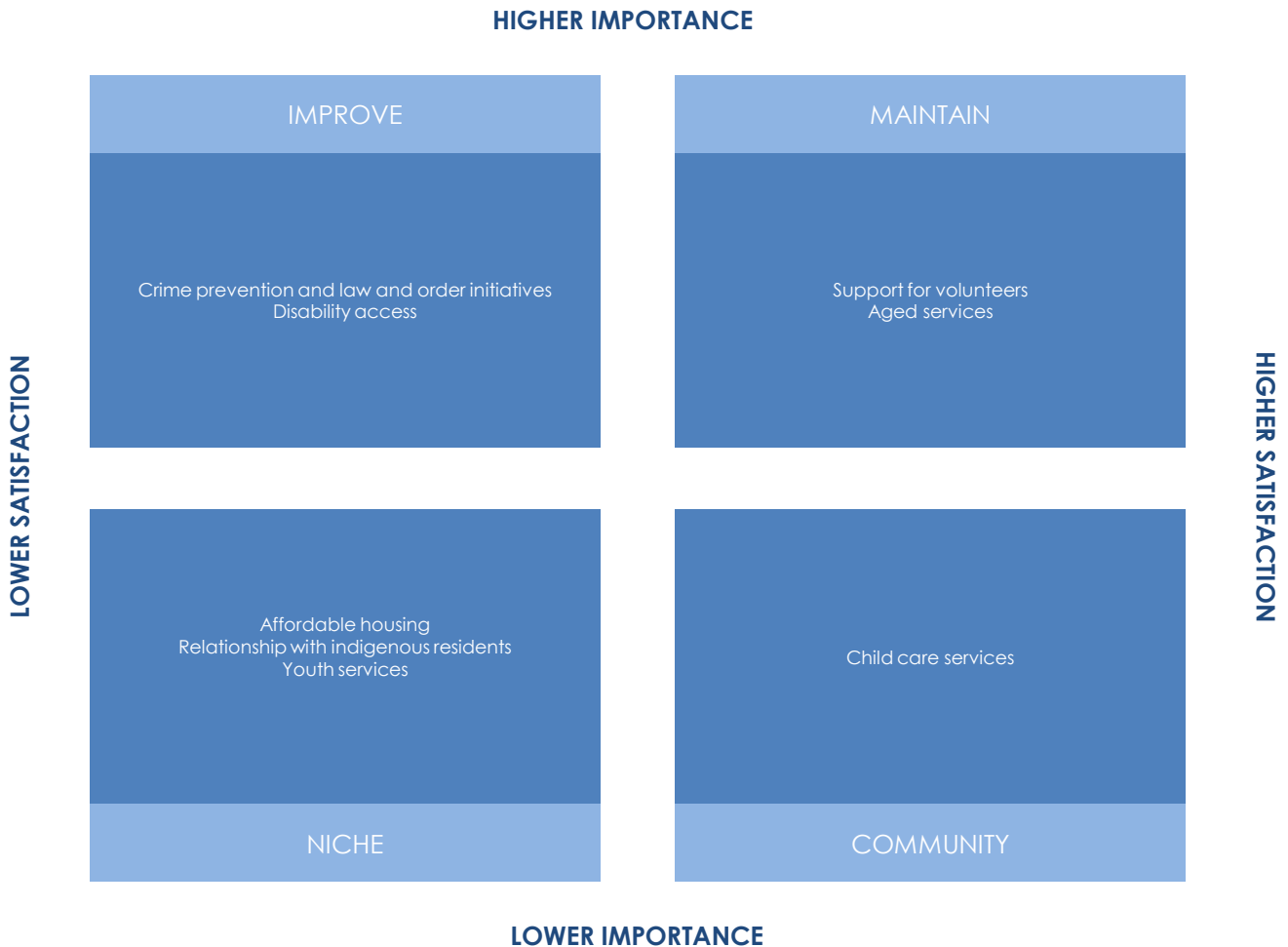
Satisfaction – compared to 2012

Residents rated 'crime prevention and law and order initiatives' and 'affordable housing' significantly higher in satisfaction in comparison to 2012.

Importance of, & Satisfaction with, Council Services & Facilities

Human services

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Ballina Shire Council needs to improve resident satisfaction with:

- Crime prevention and law and order initiatives
- Disability access

Ballina Shire Council also needs to maintain resident satisfaction with:

- Support for volunteers
- Aged services

Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

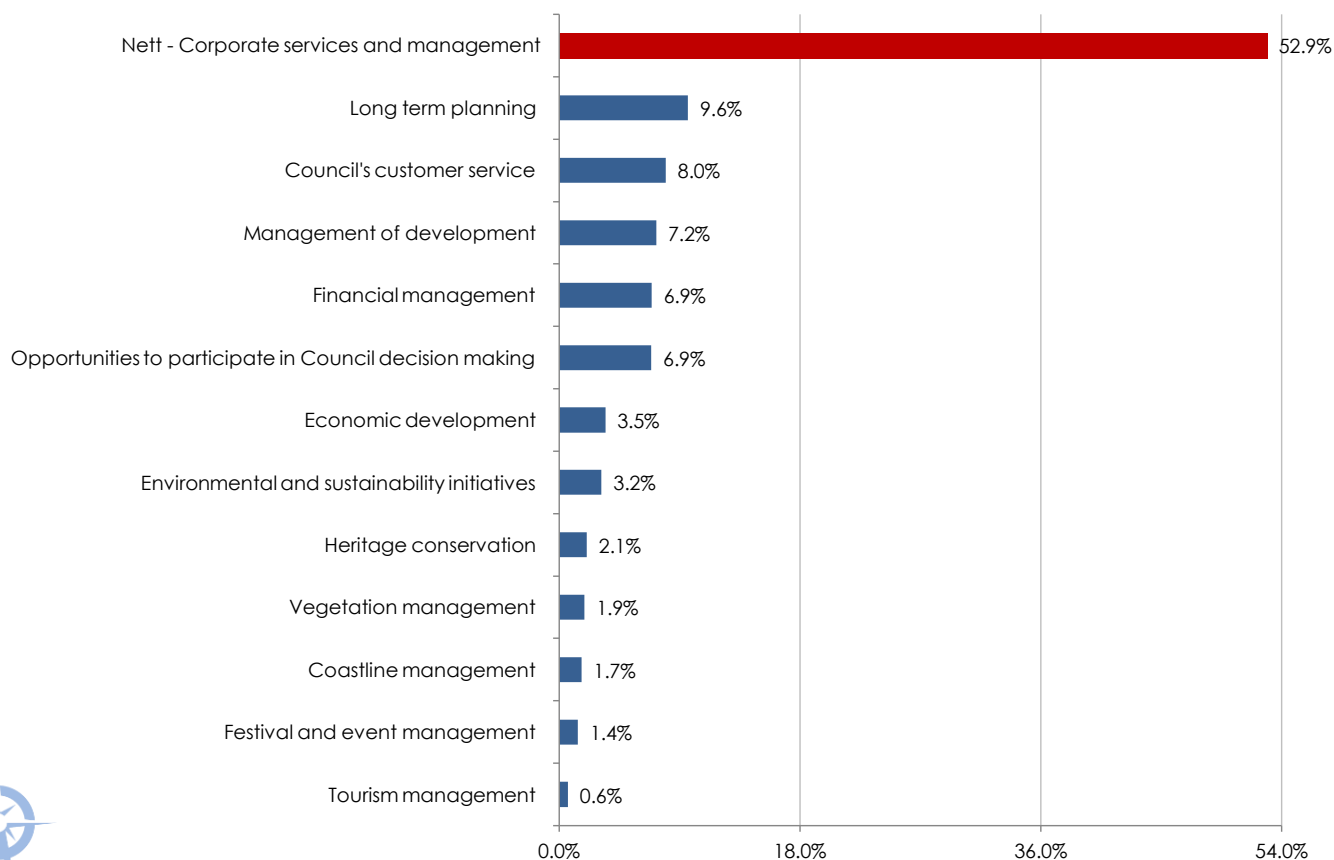
Services and facilities explored included:

- Council's customer service
- Opportunities to participate in Council decision making
- Management of development
- Economic development
- Vegetation management
- Tourism management
- Coastline management
- Financial management
- Festival and event management
- Environmental and sustainability initiatives
- Long term planning
- Heritage conservation

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 53% of overall satisfaction, based on the regression analysis.

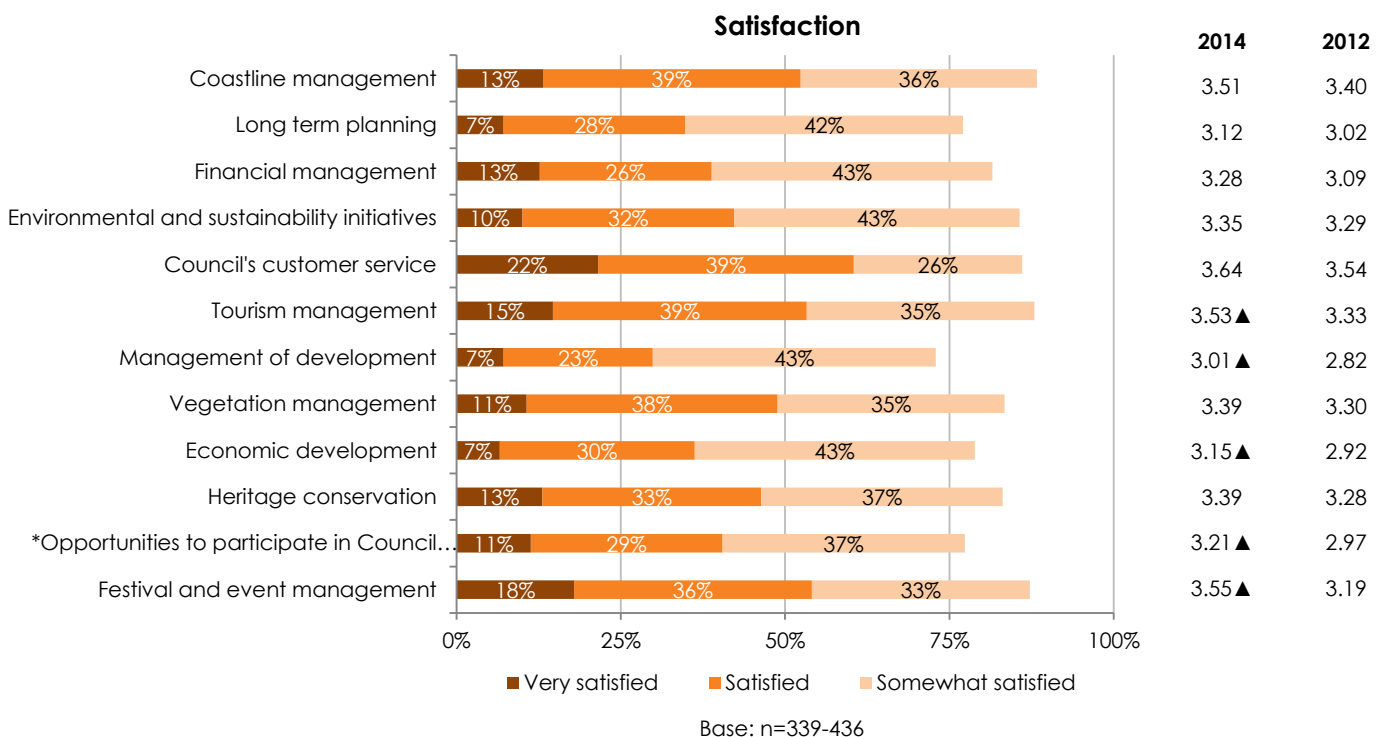
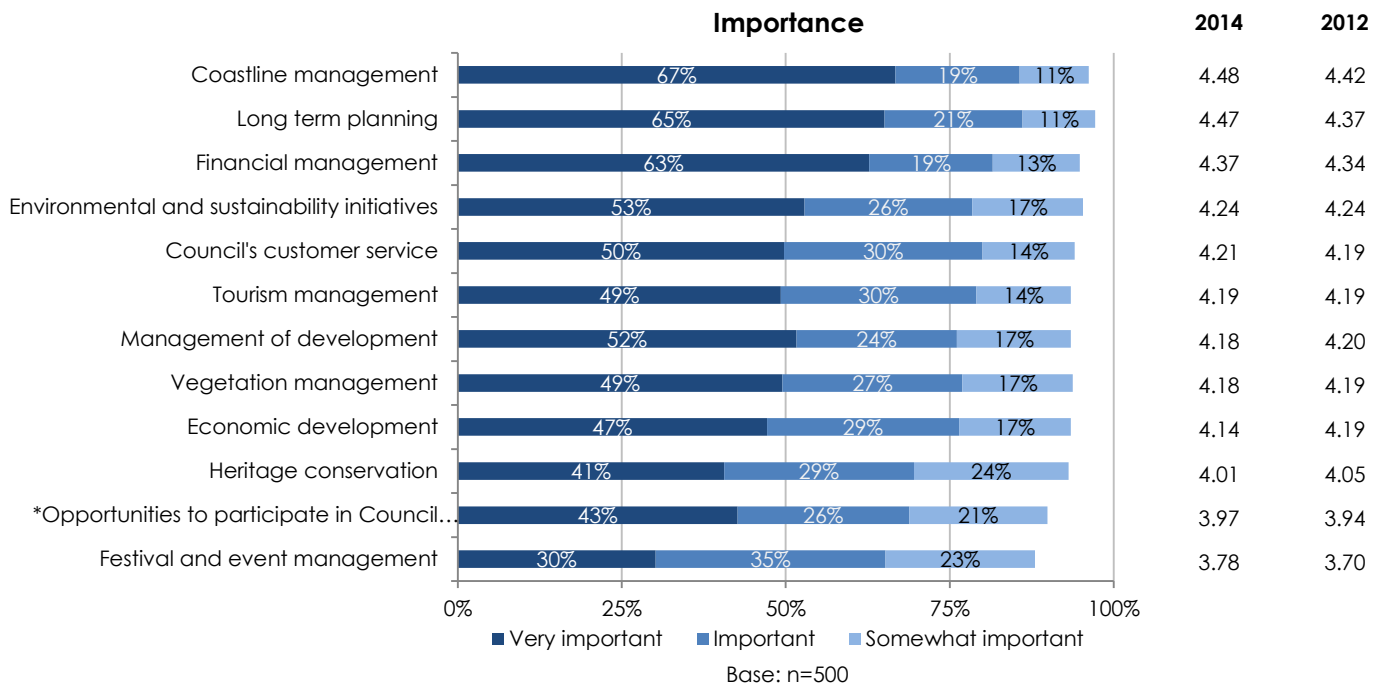
Corporate services and management – Contributes to Almost 53% of Overall Satisfaction with Council



Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

Note: The hierarchical sorting of each graph is relative to the criteria's importance mean ratings.



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

▼▲= A significantly lower/higher level of importance/satisfaction (by year)

*Opportunities to participate in Council decision making

Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

	Performance Gap		Year on year difference
	2014	2012	
Long term planning	1.34	1.35	0.01
Management of development	1.17	1.38	0.21▲
Financial management	1.09	1.25	0.16
Economic development	0.99	1.27	0.28▲
Coastline management	0.97	1.02	0.05
Environmental and sustainability initiatives	0.90	0.95	0.05
Vegetation management	0.79	0.89	0.10
Opportunities to participate in Council decision making	0.76	0.97	0.21▲
Tourism management	0.66	0.86	0.20
Heritage conservation	0.62	0.77	0.15
Council's customer service	0.58	0.65	0.07
Festival and event management	0.23	0.51	0.28▲

▼▲ = negative/positive shift greater than 0.2 from 2012

Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

Overview of Rating Scores

Importance – overall

Very high	Coastline management Long term planning Financial management Environmental and sustainability initiatives Council's customer service
High	Tourism management Management of development Vegetation management Economic development Heritage conservation Opportunities to participate in Council decision making
Moderately high	Festival and event management

Importance – by age

Residents aged 50-64 have rated 'coastline management' significantly higher in importance than did those aged 18-49 and 65+.

Importance – by gender

Females assigned significantly higher levels of importance to 'Council's customer service', 'vegetation management', 'tourism management', 'coastline management', 'festival and event management', 'environmental and sustainability initiatives' and 'heritage conservation' than did males.

Importance – by area

Residents living in Lennox Head and Wardell expressed a significantly higher level of importance to 'management of development'.

Residents living in Lennox Head ascribed significantly higher levels of importance to 'vegetation management', 'coastline management', 'environmental and sustainability initiatives' and 'long term planning' than did all other areas.

Residents in Rural/Other areas rated the importance of 'festival and event management' significantly lower than did all other areas.

Importance – compared to 2012

There were no significant differences in importance compared to 2012.

Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

Satisfaction – overall

Moderately high	Council's customer service
Moderate	Festival and event management
	Tourism management
	Coastline management
	Heritage conservation
	Vegetation management
	Environmental and sustainability initiatives
	Financial management
	Opportunities to participate in Council decision making
	Economic development
	Long term planning
	Management of development

Satisfaction – by age

Residents aged 65+ expressed significantly higher levels of satisfaction with 'opportunities to participate in Council decision making' and 'coastline management' than did those aged 18-64, with 'vegetation management' than did those aged 50-64 and with 'tourism management', 'financial management' and 'environmental and sustainability initiatives' than did those aged 35-49.

Residents aged 18-34 and 65+ rated 'economic development', 'festival and event management' and 'long term planning' to be significantly more satisfactory than did those aged 35-64 and with 'management of development' than did those aged 50-64.

Satisfaction – by gender

Females rated 'Council's customer service', 'opportunities to participate in Council decision making', 'economic development' and 'coastline management' significantly higher in satisfaction than did males.

Satisfaction – by area

Residents living in Alstonville were significantly more satisfied with 'opportunities to participate in Council decision making' than were those in all other areas and with 'management of development' than were those in Rural/Other areas.

Residents in Rural/Other areas rated 'vegetation management', 'long term planning' and 'heritage conservation' significantly lower in satisfaction than did all other areas.

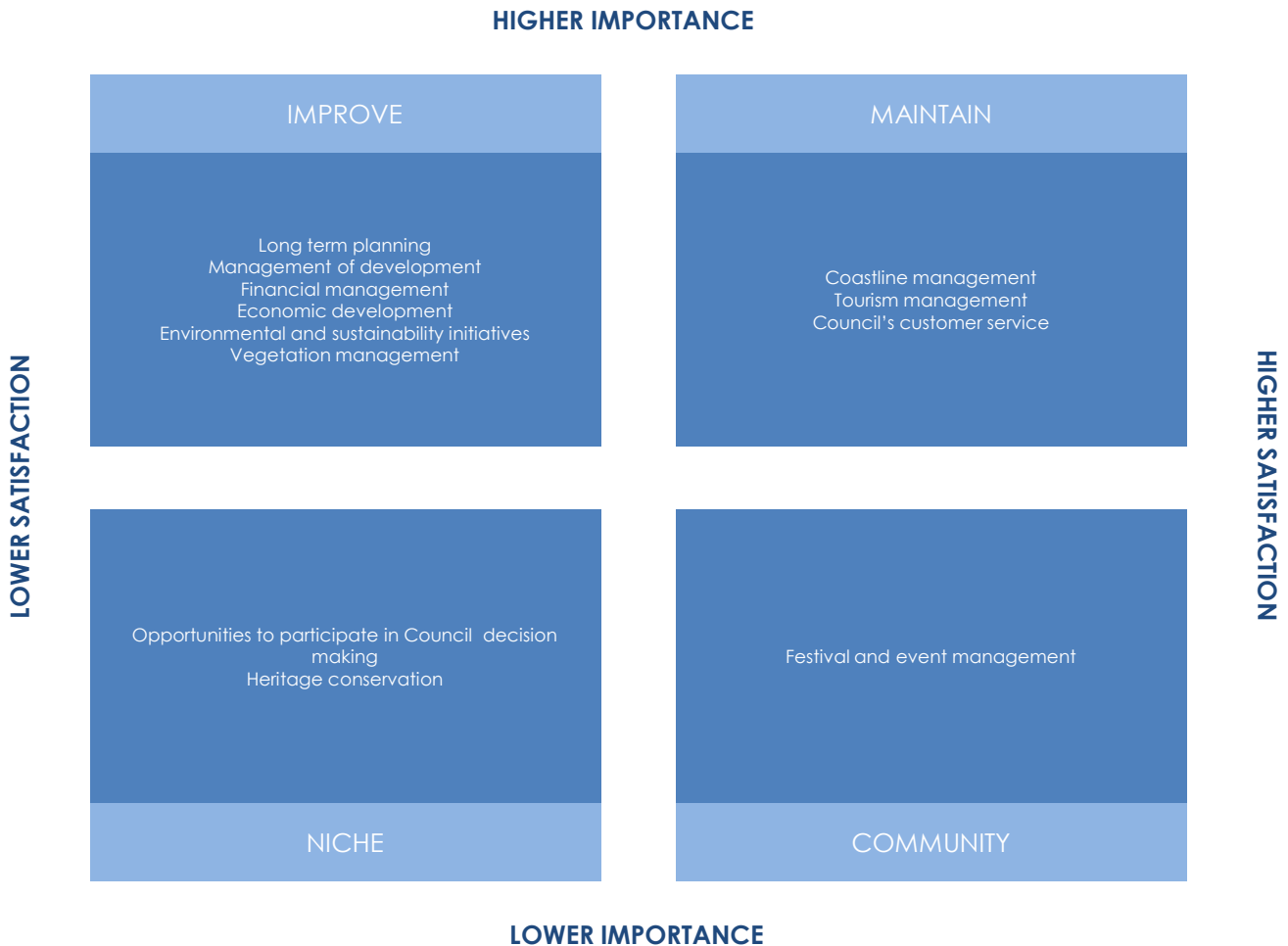
Satisfaction – compared to 2012

Residents rated 'tourism management', 'management of development', 'economic development', 'opportunities to participate in Council decision making' and 'festival and event management' significantly higher in satisfaction compared to 2012.

Importance of, & Satisfaction with, Council Services & Facilities

Corporate services and management

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Ballina Shire Council needs to improve resident satisfaction with:

- Long term planning
- Management of development
- Financial management
- Economic development
- Environmental sustainability initiatives
- Vegetation management

Ballina Shire Council also needs to maintain resident satisfaction with:

- Coastline management
- Tourism management
- Council's customer service

Overall Satisfaction with Council

Summary

Overall, 94% of residents were at least 'somewhat satisfied' with Council. This outcome is significantly higher than in 2012.

Residents aged 18-34 and 65+ were significantly more satisfied with the performance of Council than were those aged 35-49.

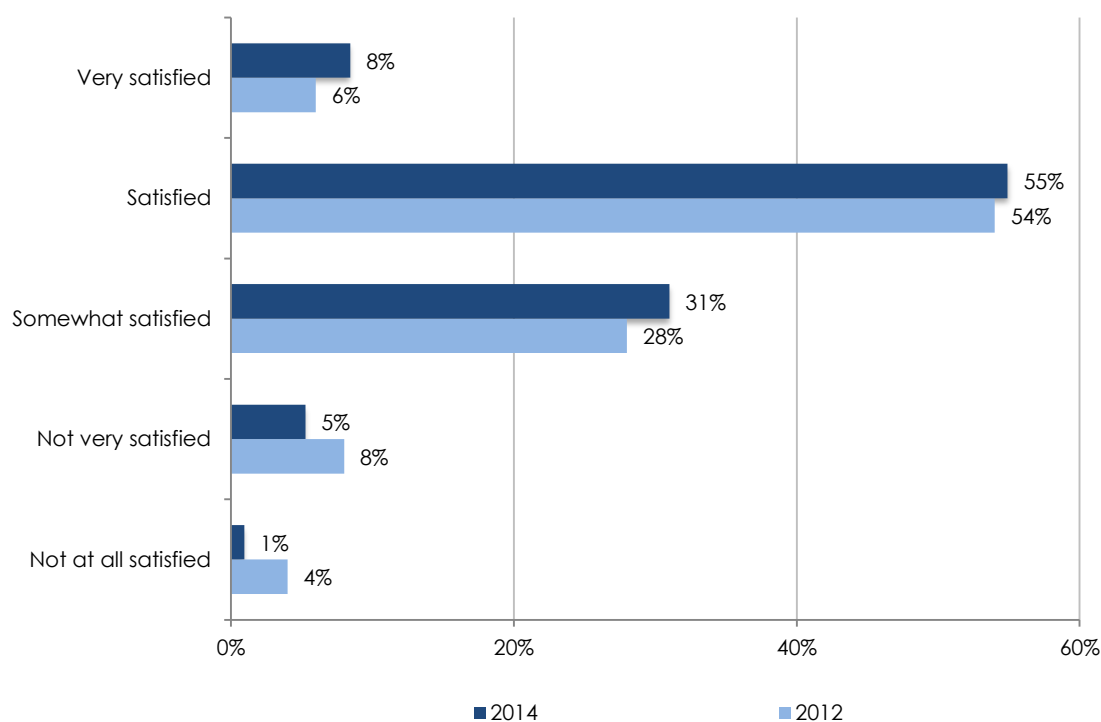
Q. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014	2012
Satisfaction mean ratings	3.86▲	3.49▼	3.55	3.76▲	3.64	3.65	3.65▲	3.50

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Satisfaction mean ratings	3.78	3.68	3.62	3.49	3.74	3.61	3.53

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

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



Base: Both years n=500



Overall satisfaction with Council

Summary

Residents' main reasons for dissatisfaction are related to the 'excessive fees for local services' in particular 'public transport, waste facilities, Council rates', as well as 'poor communication' in regards to 'failure to respond to enquiries, failure to provide information'.

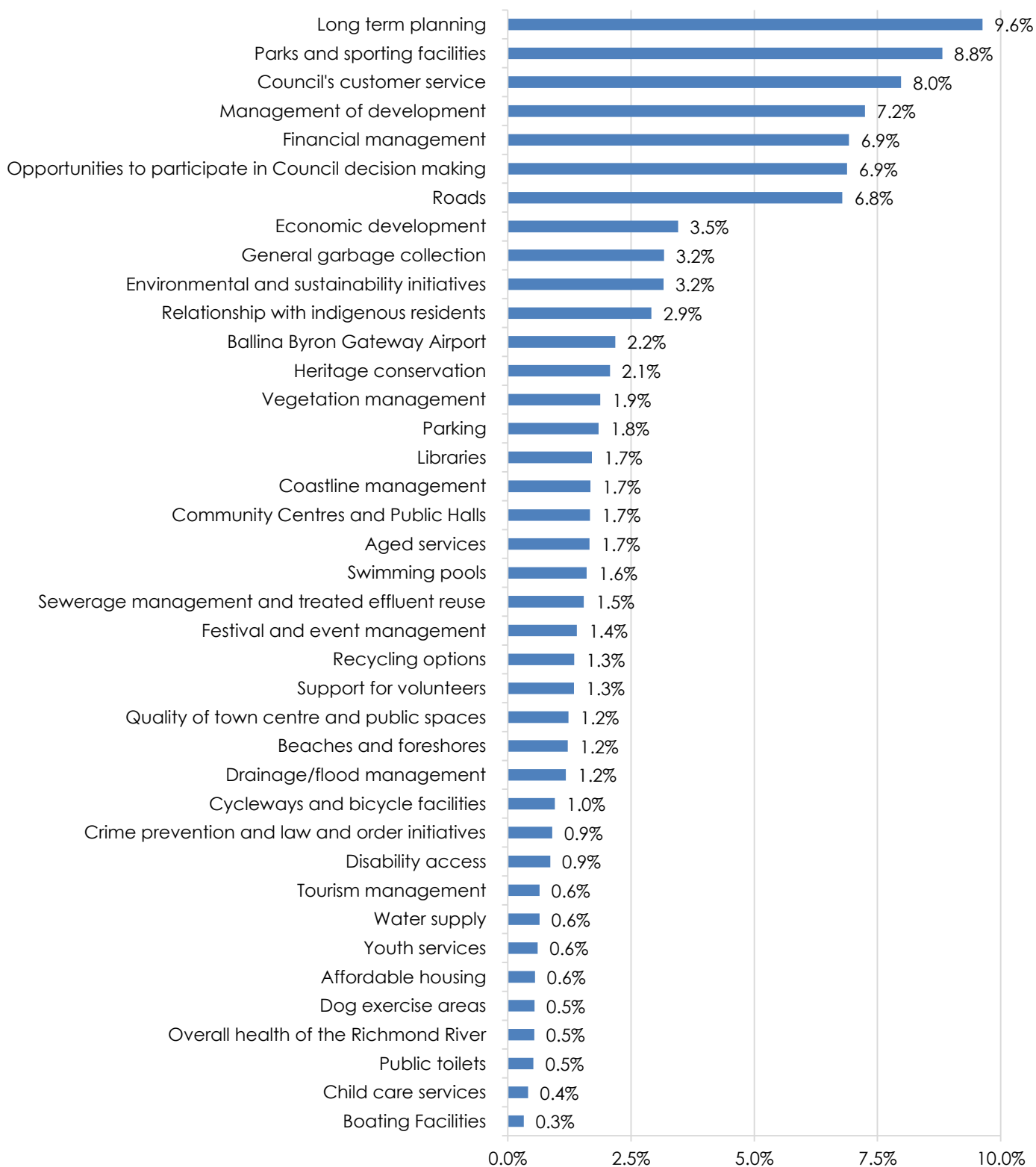
Q. (if not very or not at all satisfied), what is your main reason from feeling that way?

	%
Excessive fees for local services – <i>public transport, waste facilities, Council rates</i>	20%
Poor communication – <i>failure to respond to enquiries, failure to provide information</i>	20%
Failure to consult the community on local issues	17%
Waste management requires improvement	14%
Lack of engagement/approachability from Council staff	11%
Unsatisfactory road maintenance	11%
Insufficient local infrastructure – <i>drainage, kerb and guttering, street lighting</i>	9%
Decline in local business	6%
Lack of cleanliness in public places/facilities	6%
Poor organisation/management	6%
Poor provision of services to South Ballina	6%
Corruption in development procedures	3%
Failure to address population growth	3%
Failure to enforce policies	3%
Inadequate protection of natural areas	3%
Insufficient green initiatives	3%
Lack of support for development	3%
Poor decisions regarding parkland rezoning	3%
Poor financial management	3%
Provided services need to be more frequent	3%
Support of detrimental developments	3%

Improving Satisfaction with Council's Performance

Overview

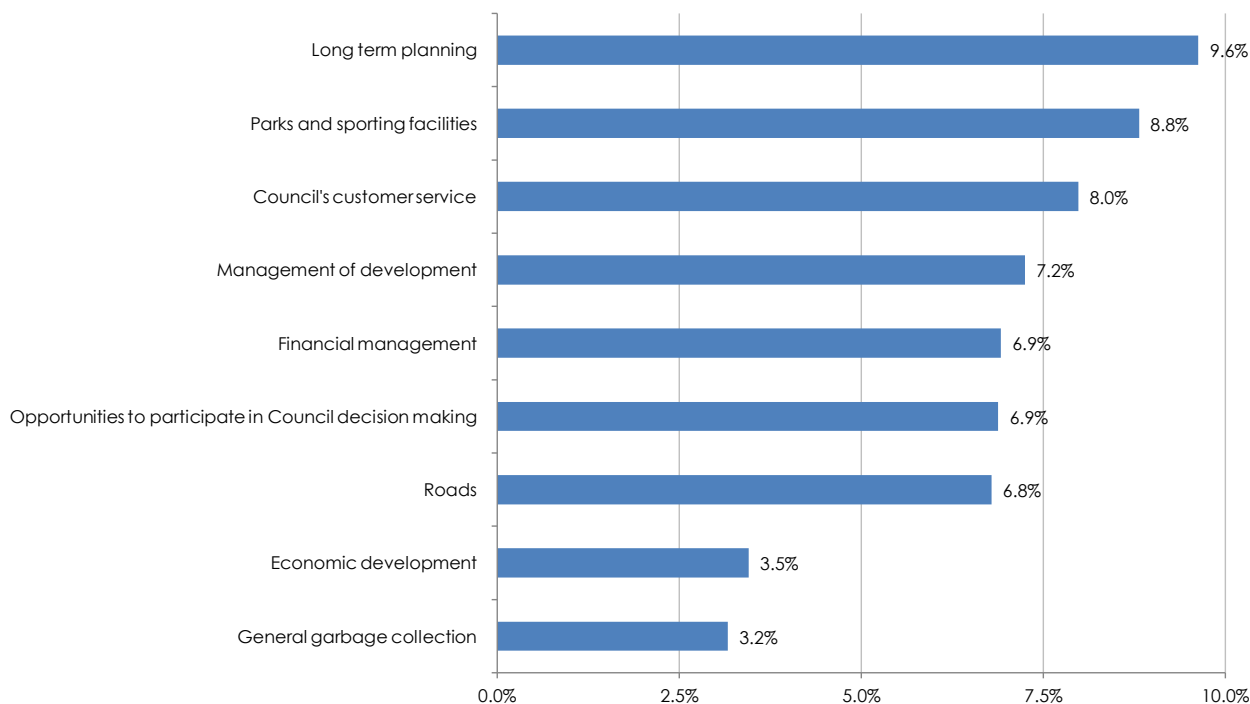
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



Importance of, & Satisfaction with, Council Services & Facilities

These 9 services/facilities are the key community priorities and by addressing these, Ballina Shire Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'long term planning' contributes 9.6% towards overall satisfaction.

These Top 9 Indicators Contribute To Over 60% Of Overall Satisfaction With Council



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

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

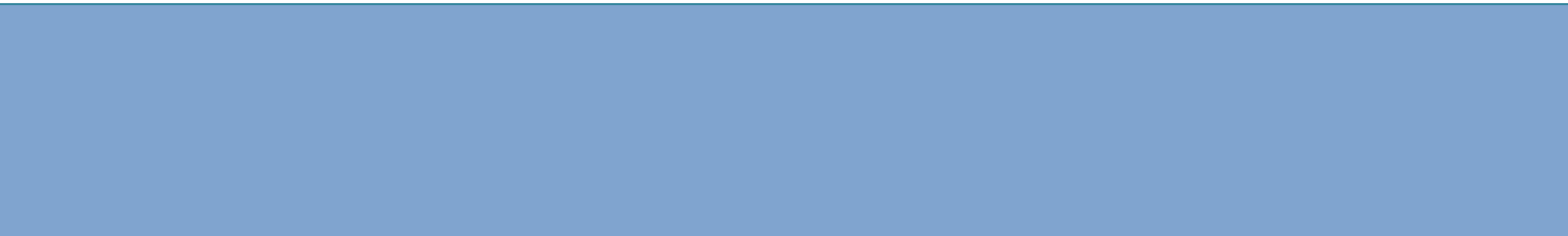
Outcome

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



Section B

Contact with Council



Contact with Council

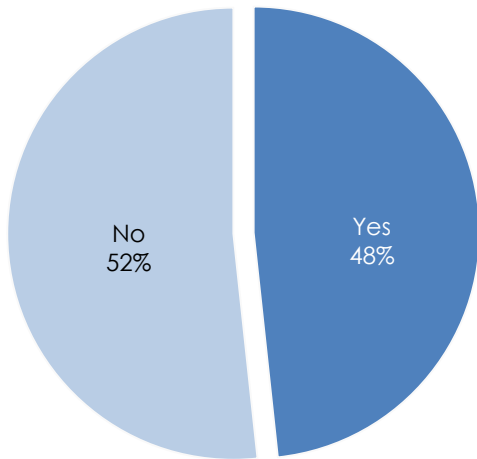
Summary

48% of residents have contacted Council in the last 12 months.

Residents aged 35-49 were significantly more likely to have contacted Council in the last 12 months than were those aged 18-34.

Residents living in Skennars Head were significantly more likely to have made contact with Council via 'mail' than were those in all other areas.

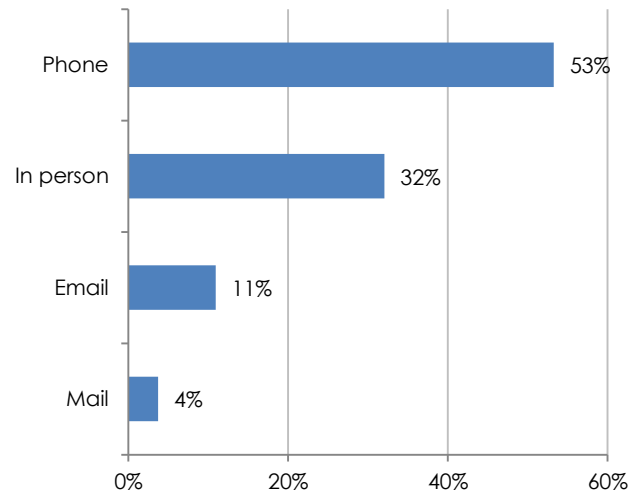
Q. Have you contacted Ballina Shire Council in the last 12 months?



Base: n=500

	2014	2012
Yes	48%	54%
No	52%	46%

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



Base: n=256

▼▲ = significantly lower/higher (by group)



Contact with Council

Summary

Generally, residents were moderately satisfied with the way their contact was handled, with the highest rated being 'in person' and the method of contact residents were least satisfied with being 'mail'.

Q. How satisfied were you with the way your contact was handled?

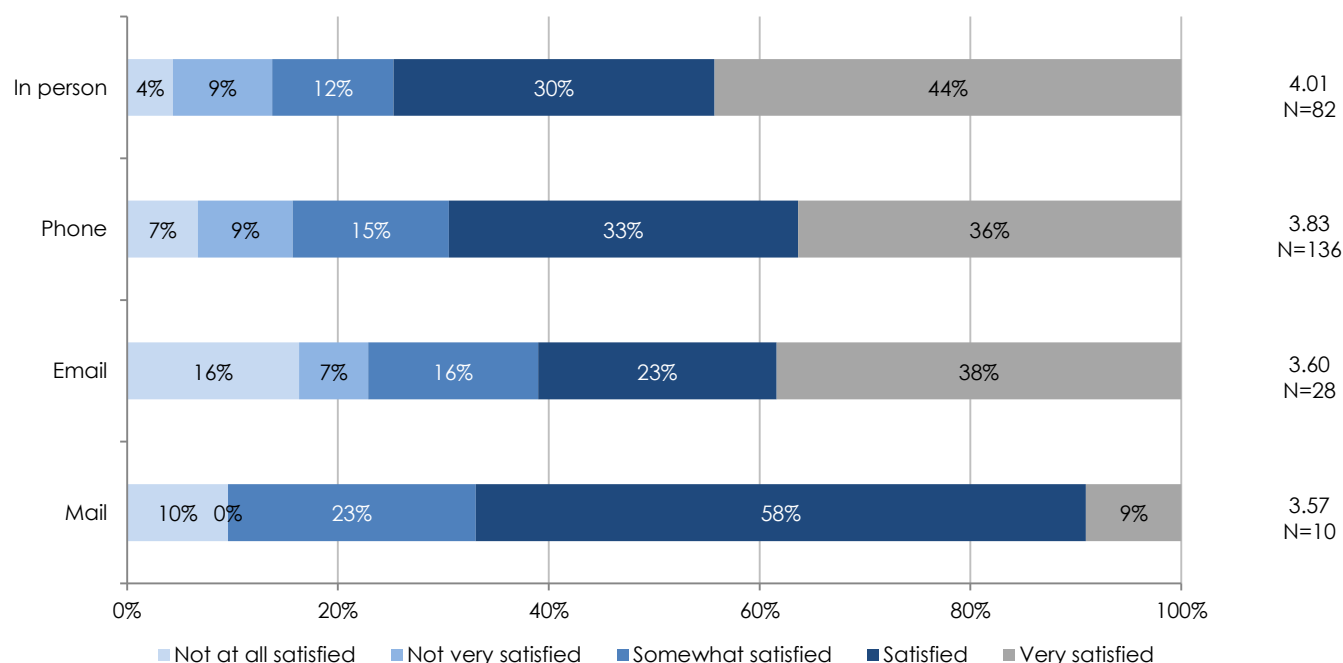
	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014	2012
In person	3.42	3.98	3.89	4.41	4.03	3.98	4.01	4.17
Phone	3.33	3.78	3.85	4.00	3.92	3.76	3.83	3.96
Email	5.00	3.32	3.25	3.87	3.21	3.76	3.60	3.81
Mail	*	3.41	3.48	3.75	3.00	4.19	3.57	3.56

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
In person	4.17	4.19	3.55	3.45	2.00	3.12	4.35
Phone	4.03	3.95	3.86	3.67	3.48	3.18	3.71
Email	3.69	3.73	4.65	*	3.50	*	2.84
Mail	4.00	3.59	4.00	3.00	*	*	*

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

*Sample size was too small to calculate a statistically valid mean

Mean ratings



Contact with Council

Summary

Residents' most mentioned reason to improve satisfaction with the way their contact was handled revolves around the 'improved attitude of Council staff', particularly in the areas of being 'more accommodating, more honest, less rude, less reliant on procedures'.

Q. (If not or not at all satisfied), how could the way this contact was handled have been improved?

	N=40
Improved attitude of Council staff – <i>more accommodating, more honest, less rude, less reliant on procedures</i>	48%
Response/follow up to enquiries	20%
More rapid response time	15%
Council staff should be more knowledgeable	13%
Greater consistency in responses to queries	8%
More effective in resolving my enquiry	8%
Council should take more responsibility for residents' issues	5%
Improved value for money in Council services	3%
Maintaining contact after initial enquiries	3%
More effective internal communication	3%
More targeted community consultation	3%



Communication from Council

Summary

Satisfaction for the level of communication Council has with the community has significantly increased in comparison to 2012, with 91% of residents at least 'somewhat satisfied'.

Residents living in Alstonville expressed the level of communication Council has with the community is significantly more satisfactory than did those living in all other areas.

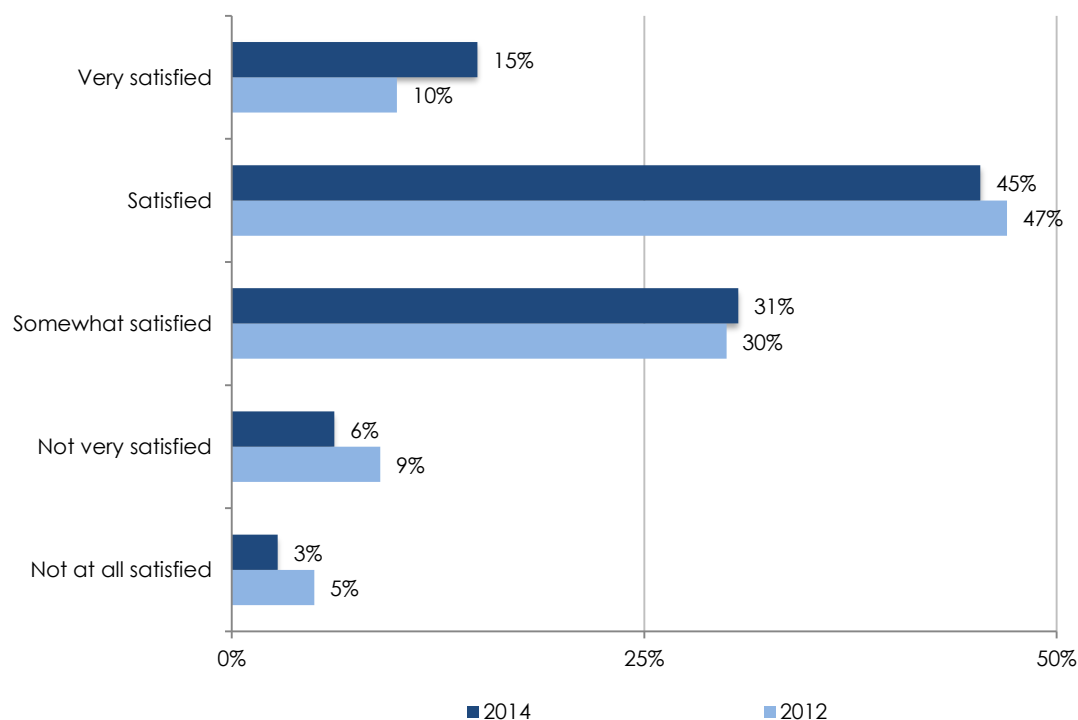
Q. How satisfied are you currently with the level of communication Council has with the community?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014	2012
Satisfaction mean ratings	3.58	3.52	3.63	3.79	3.63	3.63	3.63▲	3.48

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Satisfaction mean ratings	3.88▲	3.56	3.65	3.19	3.63	3.52	3.59

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

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



Base: Both years n=500



Communication from Council

Summary

Primarily, residents expressed their satisfaction with the level of communication they received from Council could be improved by 'greater community consultation', specifically in the areas of 'more meetings', 'more inclusive of all areas', 'more inclusive of older residents' and 'more accessible Council staff/Councillors'.

Q. (If not very or not at all satisfied), how do you think Council could improve its communication?

	N=44
Greater community consultation – <i>more meetings, more inclusive of all areas, more inclusive of older residents, more accessible Council staff/Councillors</i>	39%
Greater responsiveness to issues raised by the community	18%
Providing more Council information in local newspapers	11%
Providing more Council information via paper mail – <i>letter drops, newsletters</i>	11%
Higher level of honesty/transparency when communicating Council information	9%
Ensuring that relevant publications are provided to all residents	5%
More courteous Council staff	5%
Better financial management	2%
Communicating in simpler, more accessible language	2%
Holding public meetings outside of working hours	2%
Less intrusive/personal when communicating with residents	2%
Making electoral information more easily available	2%
More knowledgeable Council staff	2%
Providing more Council information via the Internet	2%
Target communications to residents directly affected by policies	2%

Means of sourcing information from Council

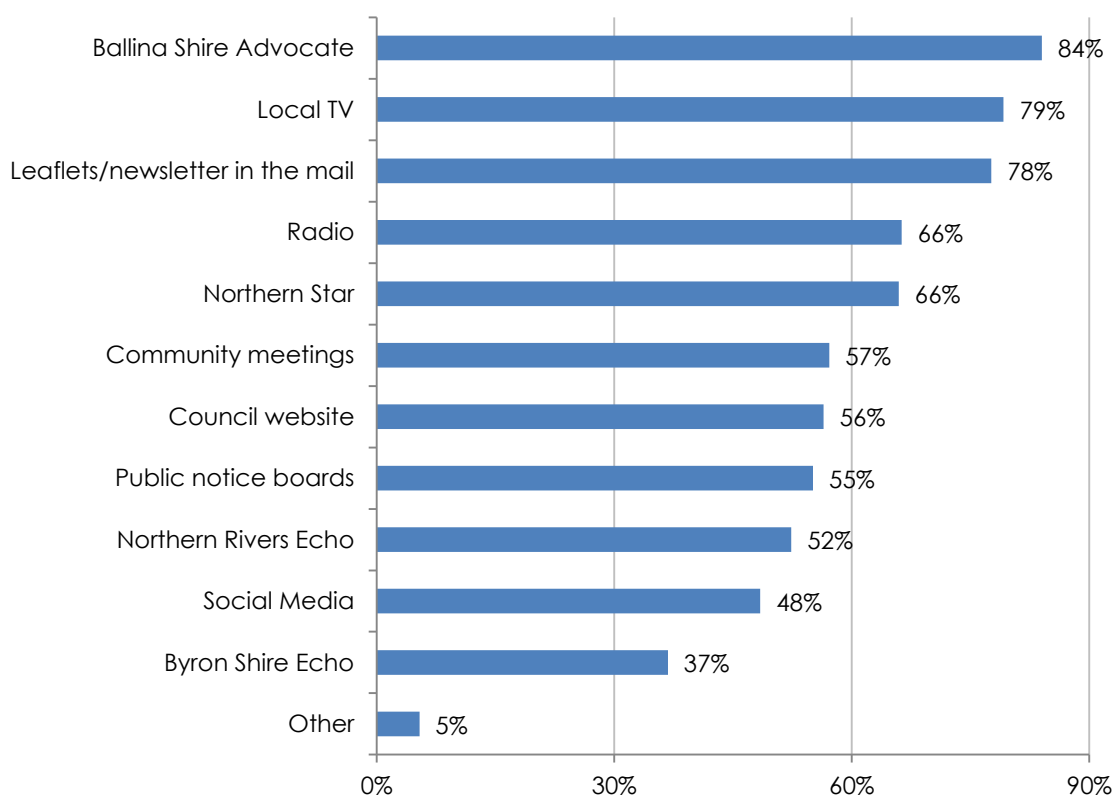
Summary

The primary mean through which residents would like to receive news and activities from Council is the 'Ballina Shire Advocate' (84%), followed by 'local TV' (79%) and 'leaflets/newsletter in the mail' (78%).

Residents aged 35-49 were significantly more likely to want to obtain information via 'Council website' than were those aged 65+.

Residents aged 18-34 were significantly more likely to express a preference for 'public notice boards', 'local TV' and the 'Northern Rivers Echo' than were those aged 35+, for the 'Northern Star' than were those aged 65+ and for 'social media' than were those aged 50+.

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



Base: n=500

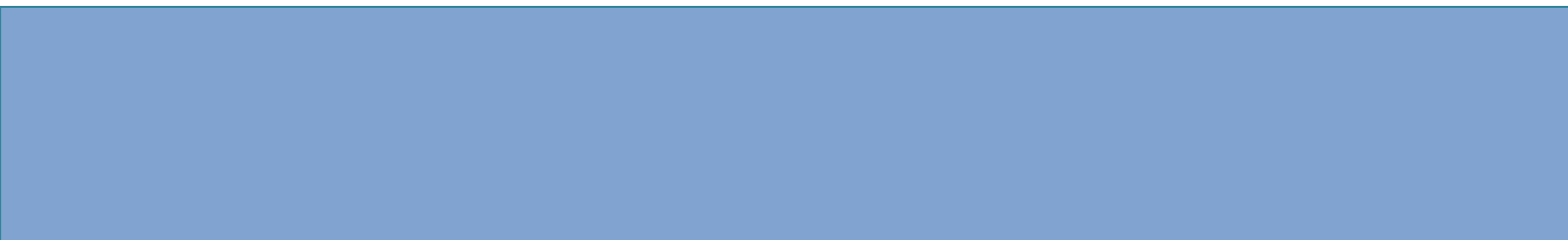
Other	Count
Email newsletters	18
Printed mail	3
Audio services for the visually impaired	1
In person at public meetings	1
Information displayed at leisure facilities	1
Local TV listings	1
Phone contact	1
SMS messaging	1
Word of mouth	1





Section C

Local Concerns/SRV

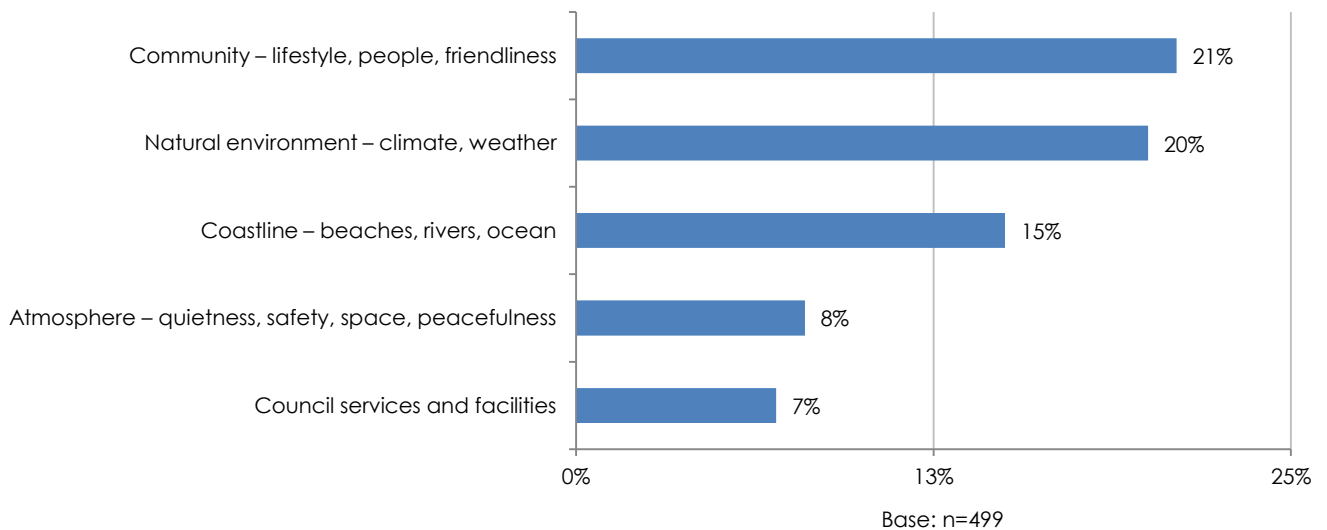


Most valued aspects about living in the Ballina area

Summary

Residents expressed that their most valued aspects about living in the Ballina Shire Local Government Area were predominantly the 'community – lifestyle, people friendliness' (21%), followed by the 'natural environment – climate, weather' (20%).

Q. What do you value most about living in the Ballina Shire Local Government Area? Why do you say that?



Verbatim

- "Good community spirit"
- "Sense of community and friendly"
- "Relaxing lifestyle and environment makes it a great area to live in"
- "People are kind and are very helpful"
- "Nice area with helpful people"
- "Pleasant and mild temperature"
- "Like living near such a natural environment"
- "The weather is always beautiful"
- "Beautiful place to live and love the warm weather"
- "Proximity to the coastline"
- "Great access to beaches"
- "Easy access to rivers and beaches and lots of family activities for little cost"
- "Great place to raise a family in as it is nice and safe"
- "Nice to be living in a quiet relaxing town"
- "Excellent level and standard of community provision"

Council's goals in the next 10 years

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

Verbatim

- "Ensuring town development is controlled so it is the right thing for everyone"
- "Control population growth and have sufficient facilities to maintain the population growth"
- "Ensuring development accommodates population growth"
- "If Council does not keep an eye on growth in the area it will get out of control and be a mess for future generations to try and deal with"
- "Not enough infrastructure for the number of people wanting to move in to the area, as they see it as a beautiful place to live, but there's not enough housing, sewerage or other infrastructure"
- "Increasing growth and development of the area will place strains on the current infrastructure if it is not developed to match growing developments"
- "Important to maintain facilities with more people moving into the area"
- "Infrastructure is not available for increasing the population, and would not support increasing housing developments"
- "Potholes everywhere, which are ruining cars"
- "Need consistent maintenance on the roads regarding potholes that can damage cars"
- "Some of the roads now are not safe enough or maintained thoroughly enough"
- "The quality of the roads is very poor"
- "Stop investing money on new property and improve the current infrastructure"
- "Overpopulation causing stress on infrastructure"
- "Increase in population will provide more use of the infrastructure and services, so don't want to see them deteriorate"
- "Services and facilities will need to cope with increasing demands due to population growth"
- "There are not the services and infrastructure needed for the size of the community"
- "There are some services available, however, I believe these are stretched to the limits"
- "Growing youth in the area and they need more sport facilities and things to do"
- "Having enough public facilities in the area to keep up with the population growth"
- "Lots of facilities need upgrading"
- "Maintain an even balance with development and natural areas"
- "Concentrate on keeping our environment healthy so we can continue to live in such a beautiful place"
- "Understanding the environment and making the right decisions based on community input"
- "Keep an eye on the sea levels that will affect the coastline"
- "Lovely area so don't want to see the water polluted"
- "Most rivers in the area aren't healthy, which is not good for the environment"
- "Community growing so need more water"
- "Develop the Richmond River with a marina; it's a beautiful resource that is underutilised and could be a good drawcard for the area"
- "Consolidation and stability of Council's services"
- "Needs to be more childcare and preschool services provided, hard to get kids into preschools"
- "Not enough retirement villages in the area, more Council support is required"
- "Balancing the budget and sustainable financial management"
- "Council's financial management"
- "Increase tourism for the area for the local economy"

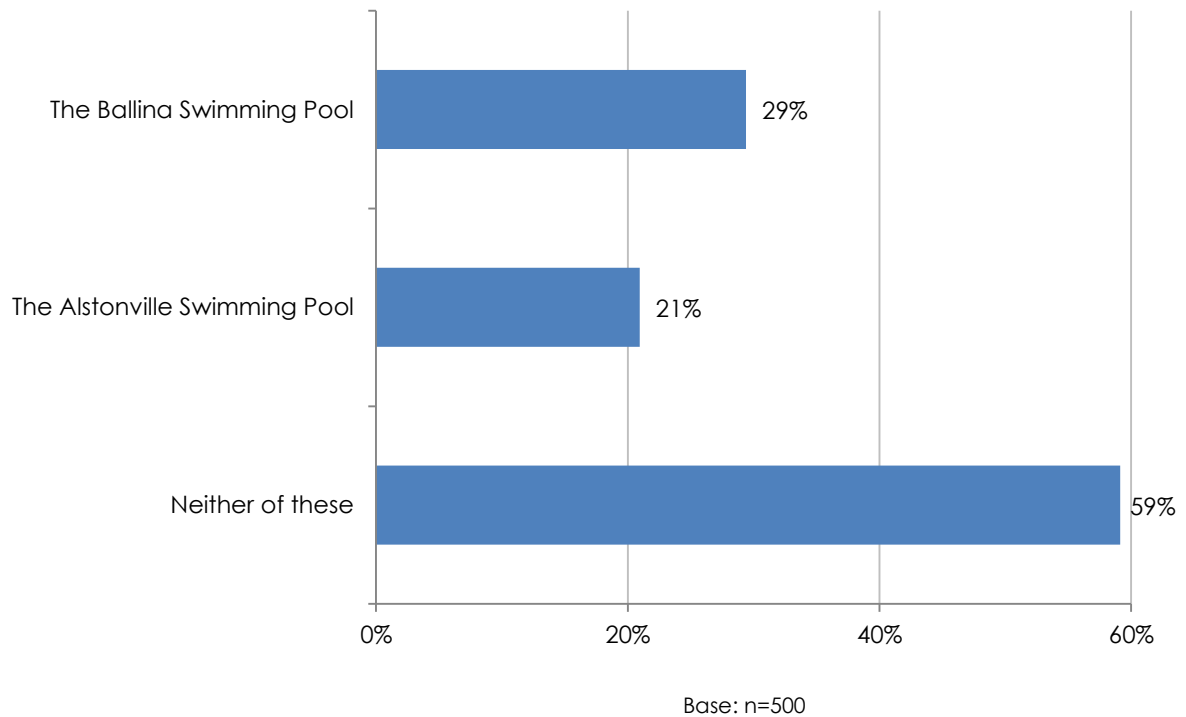
Visitation of local pools

Summary

29% of residents have visited 'The Ballina Swimming Pool' in the last 12 months and 21% claimed they have visited 'The Alstonville Swimming Pool', whilst 59% indicated they have visited neither.

Residents aged 35-49 were significantly more likely to have visited 'The Ballina Swimming Pool' and 'The Alstonville Swimming Pool' than were those aged 50+.

Q. Which of the following local pools have you visited in the last 12 months?



Support for the upgrade of the Ballina and Alstonville Swimming Pools

Summary

83% of residents expressed they were at least 'somewhat supportive' with upgrading the facilities at the Ballina and Alstonville Swimming Pools.

Females were significantly more supportive of the upgrade of facilities than were males.

Residents living in Ballina were significantly more likely to support the upgrade of facilities at the Ballina and Alstonville Swimming Pools than were those living in Rural/Other areas.

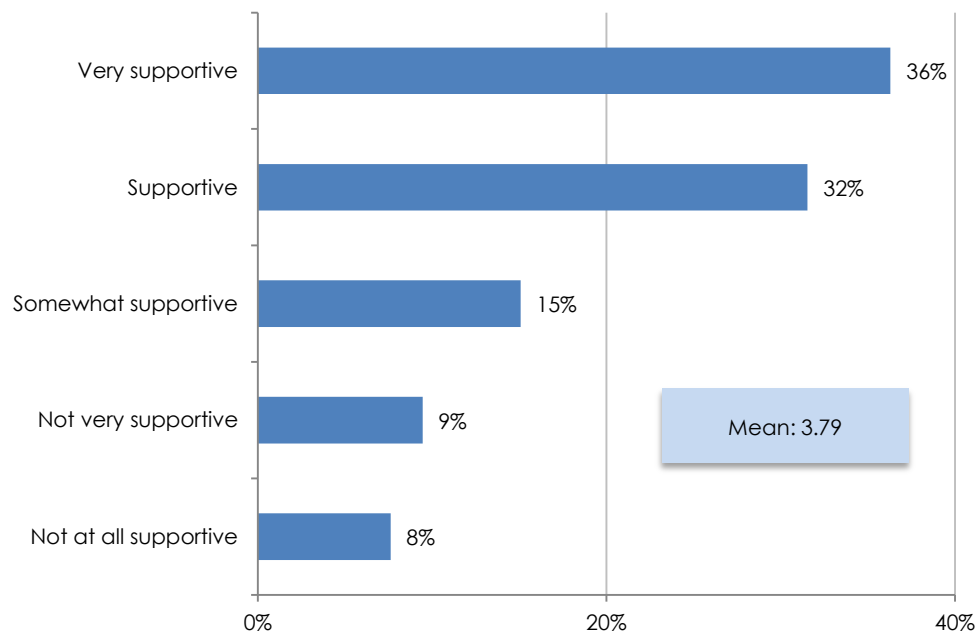
Q. How supportive are you of Council upgrading the facilities at the Ballina and Alstonville Swimming Pools?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Mean ratings	3.97	3.83	3.79	3.65	3.56	4.01▲	3.79

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.92	4.07▲	3.77	3.48	3.64	3.65	3.49▼

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

▼▲= A significantly lower/higher level of support (by group)



Base: n=500



Support for the upgrade of the Ballina and Alstonville Swimming Pools

Summary

'Children's wet play areas' (79%) and 'covered spectator seating' (72%) were the predominant options residents selected they would like to see offered at these swimming pools.

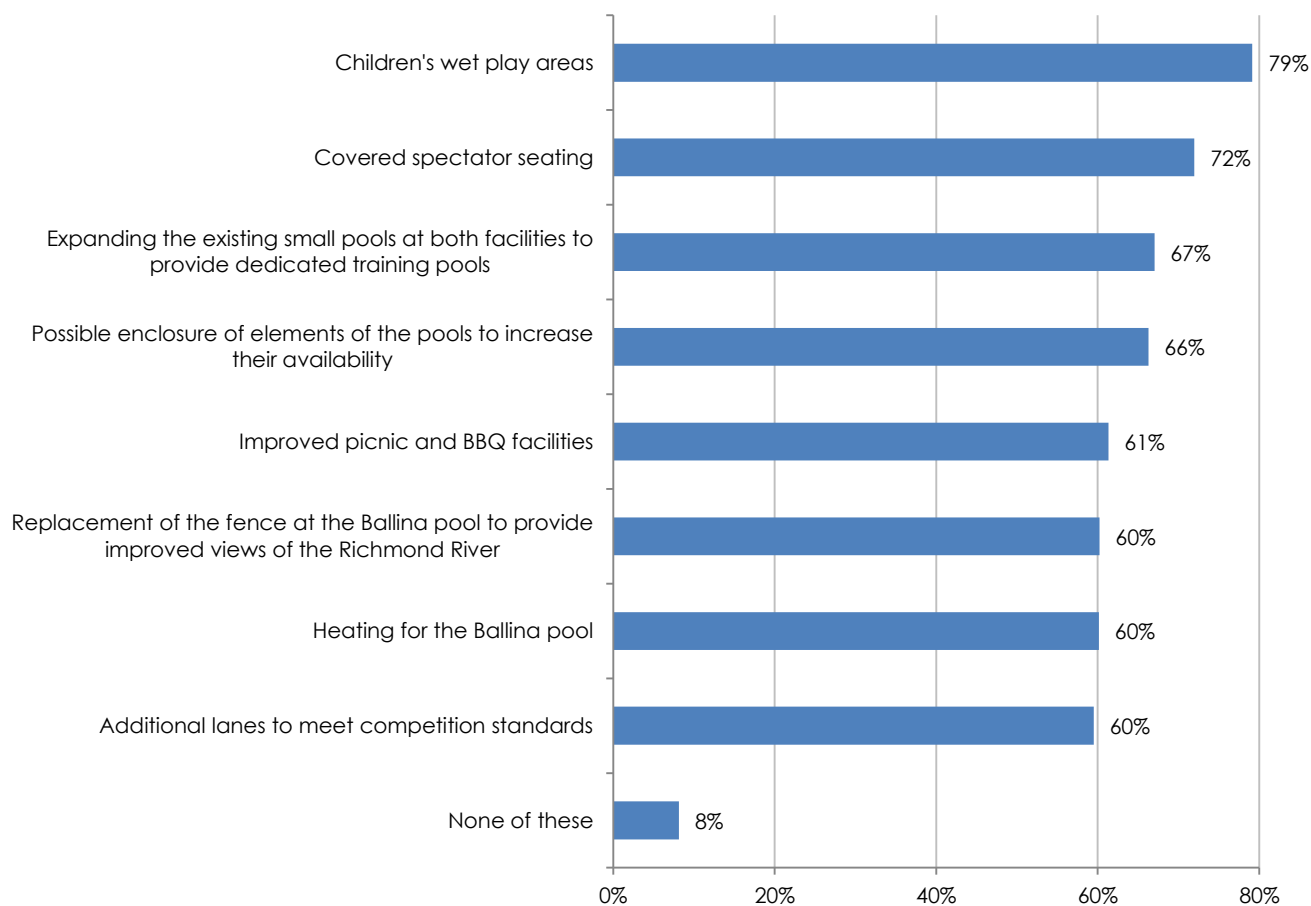
Residents aged 35-49 were significantly less likely to want 'expansion of the existing small pools at both facilities to provide dedicated training pools' than were those aged 18-34 and 50+.

Residents aged 18-34 were significantly more likely to want 'improved picnic and BBQ facilities' than were those aged 35+.

Residents living in Ballina were significantly more likely to want 'improved picnic and BBQ facilities' than were all other areas and 'replacement of the fence at the Ballina pool to provide improved views of the Richmond River' than were those in Wardell.

Residents living in Rural/Other areas were significantly less likely to want 'heating for the Ballina pool' than were those in all other areas.

Q. Which of the following facilities do you think the community would like to see offered at these swimming pools?



Base: n=500



Support for the upgrade of the Ballina and Alstonville Swimming Pools

Summary

60% of residents at least 'somewhat support' an additional 2.5% rate increase above the 3% standard rate increase to fund the upgrade of facilities at the Ballina and Alstonville Swimming Pools.

Females were significantly more likely to be supportive of the additional 2.5% rate increase than were males.

Residents living in Alstonville were significantly more supportive of the additional 2.5% rate increase than were those living in Rural/Other areas.

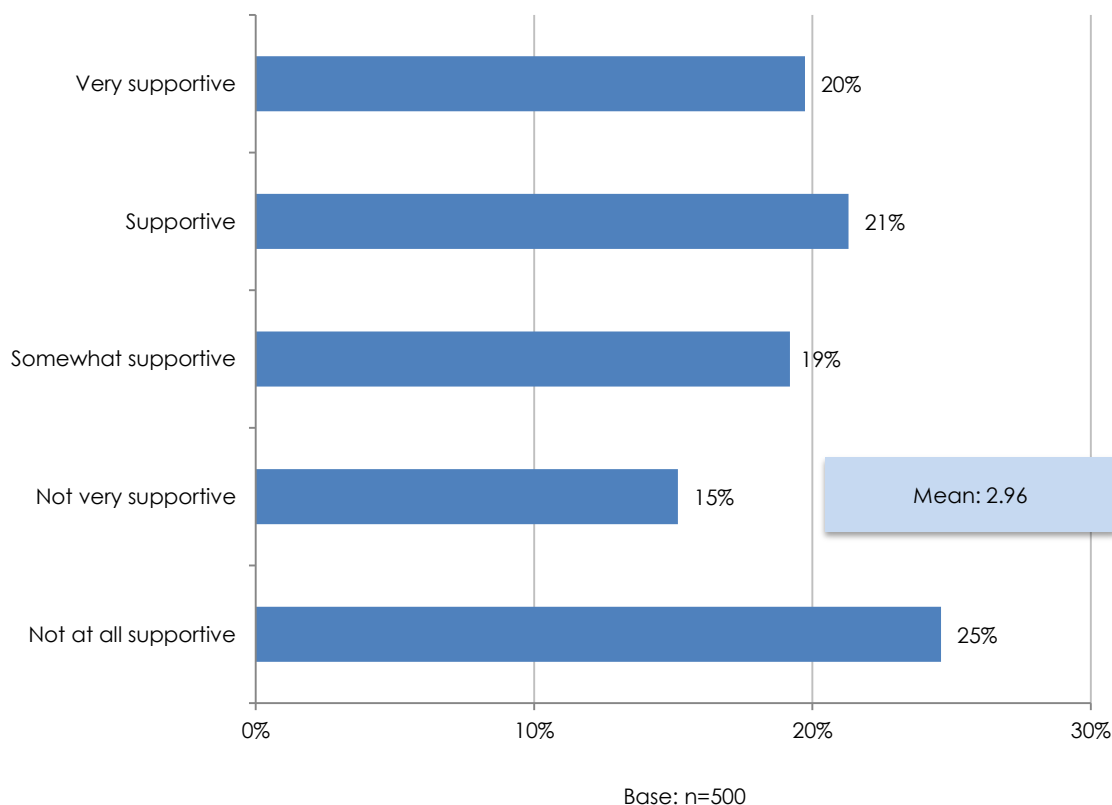
Q. How supportive are you of an additional 2.5% rate increase above the 3% standard rate increase to fund these pool developments?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Satisfaction mean ratings	3.20	2.92	2.82	3.01	2.78	3.13▲	2.96

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.32▲	3.07	2.87	3.16	2.85	2.65	2.65▼

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

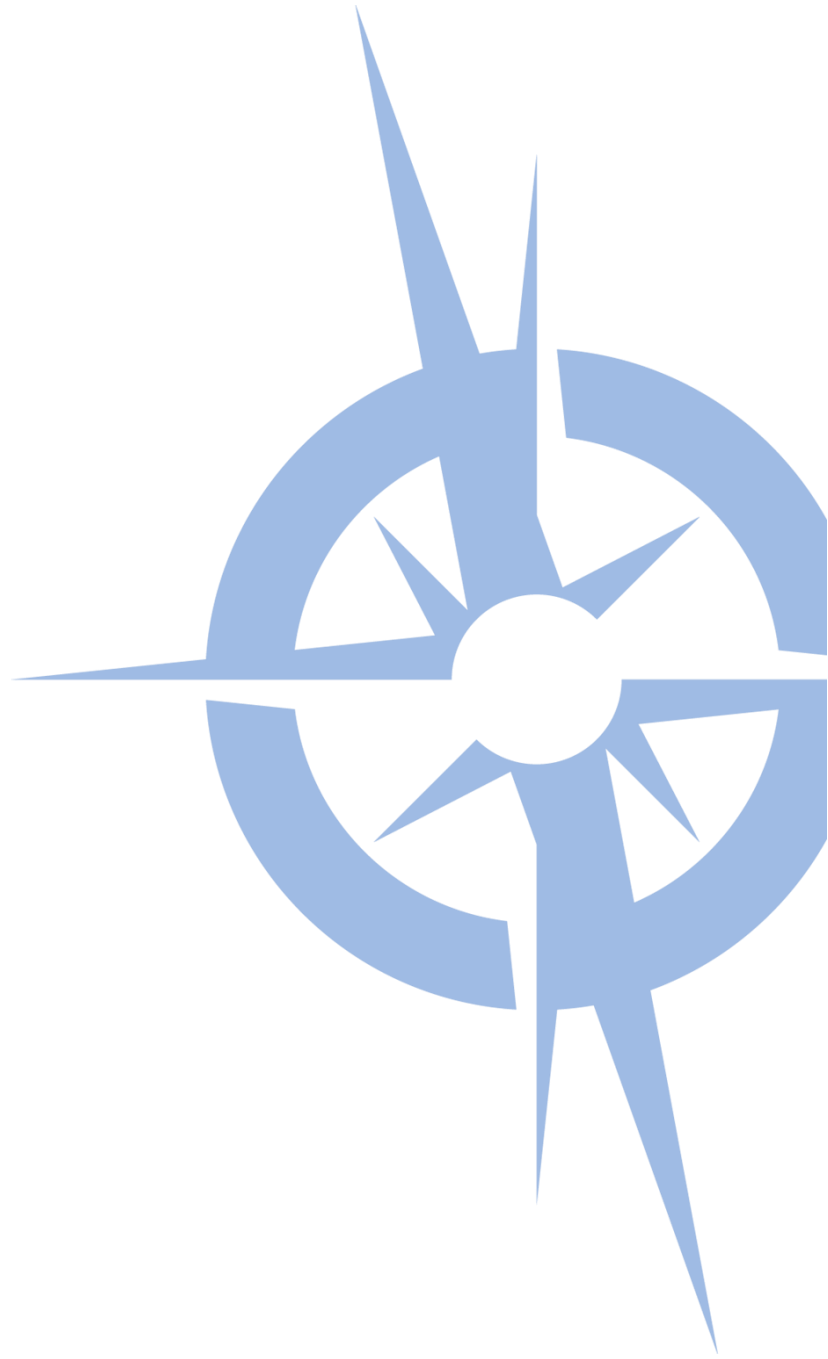
▼▲= A significantly lower/higher level of support (by group)



Support for the upgrade of the Ballina and Alstonville Swimming Pools

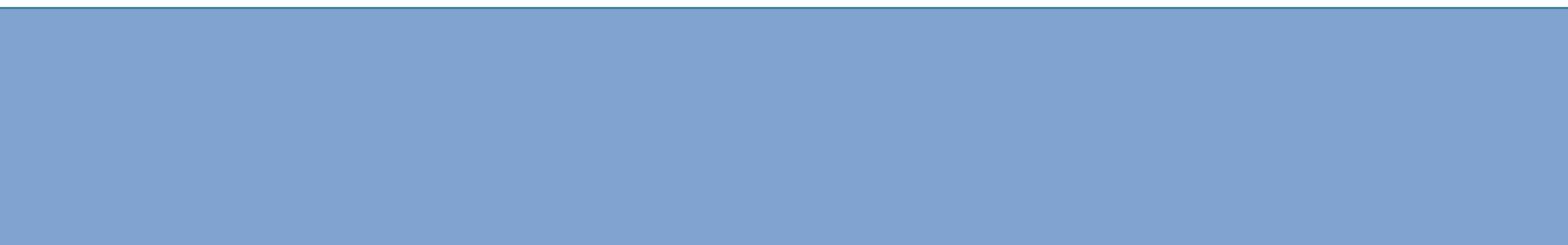
- Q. How supportive are you of an additional 2.5% rate increase above the 3% standard rate increase to fund these pool developments?
 Q. Why do you say that?

N=498	
Supportive	
Development is beneficial for the community – <i>families, young people, promotes tourism, general health/wellbeing</i>	27%
Existing pool facilities are in need of improvement	10%
Rate increase is acceptable for the proposed upgrades	8%
Pool improvements would allow greater usage	3%
Public funding is the only way to ensure the developments are carried out	3%
Supportive of changes provided that the funding is allocated as described	3%
Increased energy efficiency would further justify the cost	1%
Increased promotion to accompany development would further justify the cost	1%
Previous pool developments in other areas have been successful	1%
Upgrades are acceptable provided they are not detrimental to other projects	1%
Somewhat supportive	
Supportive of the upgrades, but concerned about potential cost	5%
Development is beneficial for the community – <i>families, young people, promotes tourism, general health/wellbeing</i>	3%
Rate increase would not be affordable for some members of the community	3%
Funding should be directed to more important projects	3%
Supportive of upgrades, as long as funding is implemented as described	2%
Council's financial management should improve to make such increases unnecessary	2%
Rates are sufficiently high without implementing increases	2%
Ambivalent, as I am not a ratepayer	1%
Council should not be responsible for funding projects of this nature	1%
Existing pool facilities are in need of improvement	1%
Existing pool facilities are satisfactory	1%
Pool usage does not justify extra expenditure	1%
Supportive of improvements, but believe they require modification	1%
Supportive of upgrades, but concerned that they will not benefit the whole community	1%
Would encourage use of alternative facilities over upgrades	1%
Not supportive	
Current rates are appropriate/too high to justify a further increase	10%
Council's financial management should improve to make such increases unnecessary	10%
Rate increase would not be affordable for some members of the community	9%
Pool usage is not high enough to justify an increase for all residents	8%
Funding should be directed to more important projects	7%
Existing pool facilities are satisfactory	3%
User pays policy would be a fairer way of funding developments	3%
Local beaches and rivers make expenditure on pools unnecessary	2%
Proposed pool developments are not satisfactory	2%
Proposed rate increase is too great	2%
Council should not be responsible for funding projects of this nature	1%
Extra revenue would not actually be used for pool upgrades	1%



Section D

Demographics



Demographics

Q. Please stop me when I read out your age bracket:

	%
18-34	18%
35-49	25%
50-64	30%
65+	27%

Q. In which of the following areas do you live?

	%
Ballina	30%
Alstonville	21%
Lennox Head	9%
Wardell	4%
Wollongba	4%
Skennars Head	3%
Rural/Other	28%

Q. Gender.

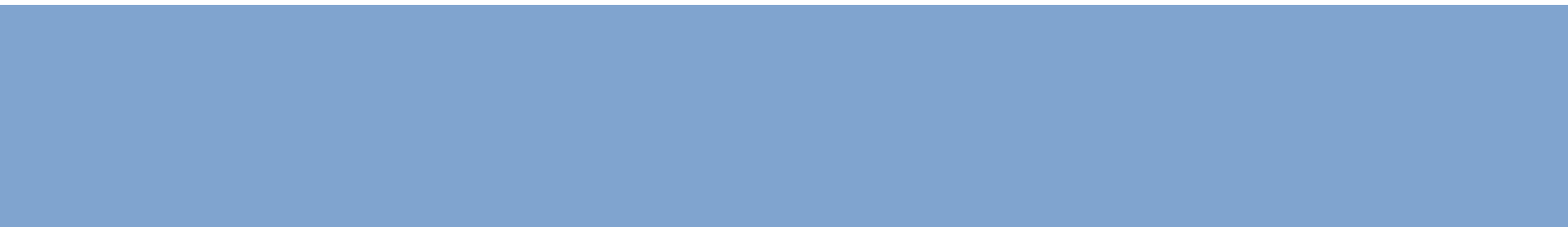
	%
Male	47%
Female	58%





Appendix A

Data and Correlation Tables



Importance/Satisfaction

Community facilities

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Beaches and foreshores	4.53	4.68	4.64	4.41	4.48	4.65▲	4.57
Public toilets	3.99	4.20	4.10	4.05	3.89	4.27▲	4.09
Quality of town centre and public spaces	3.92	4.08	4.22	4.04	3.86	4.28▲	4.08
Parks and sporting facilities	3.78	4.05▲	3.74	3.47▼	3.65	3.84	3.75
Libraries	3.52▼	3.52▼	3.64▼	3.92▲	3.40	3.90▲	3.67
Swimming pools	3.54▼	3.85▲	3.46▼	3.32▼	3.17	3.86▲	3.54
Community Centres and Public Halls	3.20	3.33	3.65	3.56	3.22	3.68▲	3.47
Boating Facilities	3.36	3.15	3.27	3.34	3.27	3.29	3.28
Dog exercise areas	3.53	3.27	3.13	2.97	3.08	3.29	3.19

Importance	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Beaches and foreshores	4.50▼	4.56▼	4.85▲	4.69▼	4.66▼	4.57▼	4.50▼
Public toilets	4.15	4.08	4.06	3.86	4.38	3.64	4.12
Quality of town centre and public spaces	4.05	4.08	4.35	3.86	3.90	3.91	4.10
Parks and sporting facilities	3.98	3.84	3.70	3.76	3.52	3.91	3.52
Libraries	3.65	3.76	3.82	3.86	4.07	3.42	3.48
Swimming pools	3.67	3.74	3.48	3.28	3.32	3.65	3.27
Community Centres and Public Halls	3.59	3.42	3.64	2.92	3.78	3.26	3.41
Boating Facilities	3.11	3.54	3.21	3.25	3.75	2.79	3.15
Dog exercise areas	3.09	3.37	3.82▲	3.51	3.46	2.41	2.90▼

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Beaches and foreshores	4.24▼	3.91▼	3.94▼	4.28▲	3.93	4.19▲	4.07
Public toilets	3.09	2.69▼	2.93	3.37▲	3.00	3.01	3.00
Quality of town centre and public spaces	4.03▲	3.42▼	3.51▼	3.84▲	3.64	3.68	3.66
Parks and sporting facilities	4.06▲	3.28▼	3.59	3.88▲	3.60	3.70	3.66
Libraries	4.02	4.07	4.29	4.41	4.20	4.26	4.23
Swimming pools	3.95▲	3.31▼	3.55	3.61	3.61	3.54	3.57
Community Centres and Public Halls	3.75	3.40	3.57	3.88	3.62	3.65	3.64
Boating Facilities	3.81▲	3.16▼	3.46▲	3.71▲	3.45	3.56	3.51
Dog exercise areas	3.60▲	2.88▼	3.04▲	3.45▲	2.97	3.39▲	3.20

Satisfaction	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Beaches and foreshores	4.27	4.09	4.01	3.73	4.14	3.77	4.01
Public toilets	3.17	3.07	2.83	2.37	3.23	2.97	2.90
Quality of town centre and public spaces	3.81▼	3.60▼	3.54▼	3.62▼	3.55▼	4.13▲	3.62
Parks and sporting facilities	3.86	3.50	3.47	3.81	3.62	3.73	3.70
Libraries	4.26	4.23	4.32	4.54	4.12	4.07	4.19
Swimming pools	3.86▲	3.33▼	3.54	4.12	3.51	4.27▲	3.46
Community Centres and Public Halls	3.74	3.41	3.52	4.22	3.73	3.54	3.84
Boating Facilities	3.75	3.61	3.32	3.42	3.29	2.93	3.41
Dog exercise areas	3.22	3.11	3.46	3.00	3.37	2.34	3.32

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

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

Importance/Satisfaction

Community facilities

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Beaches and foreshores	2%	2%	5%	19%	72%	100%	500
Public toilets	5%	5%	14%	26%	49%	100%	500
Quality of town centre and public spaces	2%	5%	18%	35%	41%	100%	500
Parks and sporting facilities	7%	8%	22%	28%	35%	100%	500
Libraries	11%	12%	16%	20%	40%	100%	500
Swimming pools	14%	12%	15%	23%	36%	100%	500
Community Centres and Public Halls	8%	12%	27%	29%	24%	100%	500
Boating Facilities	20%	9%	23%	21%	28%	100%	500
Dog exercise areas	23%	12%	16%	19%	29%	100%	500

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Beaches and foreshores	1%	3%	20%	37%	38%	100%	455
Public toilets	10%	21%	36%	26%	7%	100%	384
Quality of town centre and public spaces	2%	6%	31%	44%	16%	100%	389
Parks and sporting facilities	3%	8%	26%	45%	17%	100%	318
Libraries	1%	1%	16%	37%	45%	100%	323
Swimming pools	5%	9%	30%	36%	20%	100%	309
Community Centres and Public Halls	4%	8%	28%	39%	21%	100%	291
Boating Facilities	4%	13%	29%	34%	20%	100%	263
Dog exercise areas	8%	20%	31%	26%	15%	100%	263

Importance/Satisfaction

Infrastructure

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Roads	4.69	4.68	4.66	4.59	4.51	4.78▲	4.65
General garbage collection	4.57	4.62	4.71	4.63	4.47	4.79▲	4.64
Overall health of the Richmond River	4.47	4.48	4.66	4.57	4.44	4.66▲	4.56
Recycling options	4.51	4.55	4.52	4.41	4.29	4.68▲	4.50
Ballina Byron Gateway Airport	4.29	4.41	4.52	4.51	4.27	4.60▲	4.45
Parking	4.35	4.14	4.36	4.26	4.07	4.46▲	4.28
Water supply	4.43	4.33	4.23	4.14	4.04	4.47▲	4.27
Drainage/flood management	4.12	4.16	4.26	4.12	3.92	4.39▲	4.17
Sewerage management and treated effluent reuse	3.89	4.06	3.96	4.00	3.85	4.10	3.98
Cycleways and bicycle facilities	3.68▼	4.16▲	3.95▼	3.67▼	3.72	4.02▲	3.88

Importance	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Roads	4.76	4.51	4.76	4.58	4.67	4.64	4.69
General garbage collection	4.74	4.61	4.76	4.47	4.48	4.75	4.59
Overall health of the Richmond River	4.43▼	4.57▼	4.85▲	4.53▼	4.79▼	4.31▼	4.55▼
Recycling options	4.63	4.48	4.49	4.39	4.38	4.59	4.43
Ballina Byron Gateway Airport	4.33▼	4.65▲	4.62▼	4.06▼	4.29▼	4.35▼	4.35▼
Parking	4.44▼	4.22▼	4.56▲	4.60▼	3.88▼	4.46▼	4.11▼
Water supply	4.43	4.74▲	4.75▲	4.55	3.96	4.33	3.50▼
Drainage/flood management	4.18	4.28	4.42	3.65	4.17	4.21	4.02
Sewerage management and treated effluent reuse	4.12	4.29▲	4.59▲	4.11	3.70	3.75	3.41▼
Cycleways and bicycle facilities	3.74	4.14▲	4.31▲	4.20	3.65	3.77	3.58▼

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Roads	3.20	3.05	2.92	3.29	3.00	3.19	3.10
General garbage collection	4.15	3.82▼	4.10	4.33▲	4.01	4.18	4.10
Overall health of the Richmond River	3.35	3.15	2.99▼	3.57▲	3.08	3.40▲	3.25
Recycling options	3.83▼	3.66▼	3.81▼	4.10▲	3.68	3.99▲	3.86
Ballina Byron Gateway Airport	4.12▼	4.08▼	4.09▼	4.37▲	4.15	4.18	4.17
Parking	3.26	3.34	3.31	3.33	3.22	3.39	3.31
Water supply	4.32	4.03	4.00	4.15	4.03	4.17	4.11
Drainage/flood management	3.41▼	3.13▼	3.23▼	3.56▲	3.20	3.42▲	3.33
Sewerage management and treated effluent reuse	3.81▼	3.65▼	3.73▼	4.14▲	3.71	3.94	3.83
Cycleways and bicycle facilities	3.71	3.42	3.36	3.65	3.38	3.61	3.51

Satisfaction	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Roads	3.17▲	3.29▲	3.16▲	3.40▲	2.69▲	3.40▲	2.83▼
General garbage collection	4.22	4.09	3.85	4.43	3.78	4.10	4.12
Overall health of the Richmond River	3.29	3.34	3.19	3.12	3.25	3.26	3.16
Recycling options	3.96	4.10▲	3.74	4.01	3.76	3.62	3.58▼
Ballina Byron Gateway Airport	4.13	4.20	4.14	4.50	4.21	4.00	4.15
Parking	3.54	3.29	3.21	2.97	3.35	3.54	3.19
Water supply	4.07	4.29	4.15	4.21	3.74	4.22	3.83
Drainage/flood management	3.51▲	3.31▲	3.41▲	3.92▲	3.27▲	3.63▲	3.07▼
Sewerage management and treated effluent reuse	3.98▲	3.92▲	4.13▲	3.67▲	3.81▲	3.52▲	3.46▼
Cycleways and bicycle facilities	3.35▼	3.83▲	3.34▼	3.56▼	3.37▼	3.13▼	3.32▼

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

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

Importance/Satisfaction

Infrastructure

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Roads	1%	1%	4%	20%	74%	100%	500
General garbage collection	1%	1%	5%	19%	74%	100%	500
Overall health of the Richmond River	2%	1%	7%	19%	71%	100%	500
Recycling options	1%	3%	9%	19%	68%	100%	500
Ballina Byron Gateway Airport	3%	4%	6%	22%	66%	100%	500
Parking	3%	3%	12%	30%	53%	100%	500
Water supply	11%	4%	4%	13%	70%	100%	500
Drainage/flood management	6%	4%	12%	24%	54%	100%	500
Sewerage management and treated effluent reuse	11%	5%	12%	18%	54%	100%	500
Cycleways and bicycle facilities	8%	8%	18%	24%	43%	100%	500

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Roads	10%	18%	34%	30%	9%	100%	469
General garbage collection	5%	4%	13%	32%	46%	100%	468
Overall health of the Richmond River	7%	13%	40%	29%	11%	100%	452
Recycling options	6%	8%	18%	30%	38%	100%	439
Ballina Byron Gateway Airport	1%	4%	14%	41%	40%	100%	442
Parking	5%	13%	40%	28%	13%	100%	426
Water supply	5%	3%	16%	29%	47%	100%	401
Drainage/flood management	7%	13%	35%	34%	12%	100%	402
Sewerage management and treated effluent reuse	4%	5%	26%	35%	31%	100%	361
Cycleways and bicycle facilities	6%	10%	30%	37%	18%	100%	351
Roads	10%	18%	34%	30%	9%	100%	469

Importance/Satisfaction

Human services

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Crime prevention and law and order initiatives	4.39	4.47	4.51	4.61	4.34	4.66▲	4.51
Support for volunteers	4.08	4.27	4.29	4.36	4.11	4.40▲	4.27
Disability access	4.15	4.21	4.23	4.19	4.03	4.35▲	4.20
Aged services	4.09	3.99	4.24	4.34	4.00	4.34▲	4.18
Affordable housing	4.21	4.11	3.95	3.87	3.83	4.18▲	4.02
Relationship with indigenous residents	4.13	4.05	3.94	3.90	3.75	4.21▲	3.99
Youth services	3.85	3.85	3.50	3.48	3.47	3.81▲	3.65
Child care services	3.80	3.33	3.28	3.25	3.26	3.47	3.38

Importance	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Crime prevention and law and order initiatives	4.56	4.63	4.56	4.45	4.36	4.31	4.37
Support for volunteers	4.35	4.28	4.47	4.06	4.46	4.22	4.13
Disability access	4.30	4.29	4.17	3.88	4.26	4.29	4.06
Aged services	4.20	4.30	4.03	4.07	4.48	3.77	4.11
Affordable housing	4.22	4.07	4.17	3.72	4.19	3.90	3.78
Relationship with indigenous residents	4.14	4.02	4.01	3.91	4.44	4.02	3.78
Youth services	3.83▲	3.77▲	3.85▲	3.67▲	3.94▲	3.06▲	3.35▼
Child care services	3.66	3.60	3.08	3.03	3.45	2.70	3.14

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Crime prevention and law and order initiatives	3.35▼	3.34▼	3.38▼	3.66▲	3.41	3.47	3.44
Support for volunteers	3.32▼	3.44▼	3.47▼	3.95▲	3.56	3.59	3.58
Disability access	3.59	3.36	3.40	3.57	3.57	3.39	3.47
Aged services	3.88	3.34▼	3.58	3.92▲	3.63	3.71	3.68
Affordable housing	2.79▼	2.60▼	2.71▼	3.04▲	2.75	2.80	2.78
Relationship with indigenous residents	3.26	3.02▼	3.09	3.56▲	3.21	3.22	3.22
Youth services	3.19	2.83▼	2.97	3.38▲	3.06	3.08	3.07
Child care services	3.67	3.49	3.41	3.74	3.43▼	3.69▲	3.57

Satisfaction	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Crime prevention and law and order initiatives	3.41	3.44	3.49	3.61	3.95	3.73	3.33
Support for volunteers	3.64	3.61	3.64	3.42	3.78	3.68	3.42
Disability access	3.52	3.37	3.44	3.60	3.53	3.85	3.47
Aged services	3.67	3.72	3.80	4.03	3.86	3.08	3.59
Affordable housing	2.83	2.82	2.63	3.00	2.80	2.85	2.71
Relationship with indigenous residents	3.20	3.31	3.01	2.61	3.36	3.38	3.21
Youth services	3.09	3.07	3.00	3.19	2.83	2.96	3.13
Child care services	3.53	3.68	3.74	3.46	3.69	3.20	3.43

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

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

Importance/Satisfaction

Human services

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Crime prevention and law and order initiatives	1%	3%	9%	18%	69%	100%	500
Support for volunteers	2%	3%	14%	28%	53%	100%	500
Disability access	6%	4%	12%	21%	57%	100%	500
Aged services	7%	3%	12%	21%	57%	100%	500
Affordable housing	8%	5%	16%	19%	52%	100%	500
Relationship with indigenous residents	7%	5%	17%	24%	47%	100%	500
Youth services	16%	5%	16%	23%	39%	100%	500
Child care services	25%	7%	13%	15%	40%	100%	500

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Crime prevention and law and order initiatives	4%	11%	39%	29%	17%	100%	447
Support for volunteers	3%	6%	37%	37%	17%	100%	401
Disability access	4%	10%	33%	40%	13%	100%	390
Aged services	3%	6%	32%	39%	21%	100%	386
Affordable housing	14%	23%	39%	17%	6%	100%	356
Relationship with indigenous residents	4%	17%	43%	25%	11%	100%	354
Youth services	5%	18%	47%	24%	6%	100%	305
Child care services	3%	7%	37%	35%	17%	100%	269

Importance/Satisfaction

Corporate services and management

Importance	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Coastline management	4.38▼	4.51▼	4.62▲	4.36▼	4.38	4.56▲	4.48
Long term planning	4.27	4.54	4.57	4.43	4.40	4.53	4.47
Financial management	4.05	4.51	4.42	4.39	4.30	4.43	4.37
Environmental and sustainability initiatives	4.21	4.29	4.31	4.16	4.11	4.36▲	4.24
Council's customer service	4.07	4.16	4.25	4.32	4.08	4.33▲	4.21
Tourism management	4.00	4.24	4.28	4.17	4.03	4.33▲	4.19
Management of development	3.90	4.31	4.29	4.14	4.11	4.25	4.18
Vegetation management	4.04	4.21	4.25	4.17	4.05	4.30▲	4.18
Economic development	3.90	4.23	4.24	4.10	4.05	4.22	4.14
Heritage conservation	4.01	3.96	4.08	3.98	3.89	4.12▲	4.01
Opportunities to participate in Council decision making	3.77	4.09	4.02	3.94	3.90	4.03	3.97
Festival and event management	3.71	3.90	3.68	3.83	3.65	3.90▲	3.78

Importance	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Coastline management	4.54▼	4.48▼	4.77▲	4.52▼	4.39▼	4.53▼	4.34▼
Long term planning	4.47▼	4.38▼	4.76▲	4.47▼	4.64▼	4.71▼	4.41▼
Financial management	4.26	4.40	4.53	4.39	4.53	4.50	4.31
Environmental and sustainability initiatives	4.34▼	4.14▼	4.55▲	4.13▼	4.33▼	3.87▼	4.24▼
Council's customer service	4.31	4.19	4.31	4.10	4.07	4.42	4.13
Tourism management	4.22	4.25	4.35	4.18	4.09	4.33	4.05
Management of development	4.21▼	4.14▼	4.49▲	4.16▼	4.79▲	4.11▼	4.03▼
Vegetation management	4.23▼	4.13▼	4.55▲	4.18▼	4.31▼	4.09▼	4.07▼
Economic development	4.21	4.09	4.36	4.26	4.38	4.06	4.03
Heritage conservation	4.11	3.96	4.19	3.62	3.77	4.04	4.00
Opportunities to participate in Council decision making	3.99	3.85	4.31	4.16	4.15	3.78	3.94
Festival and event management	3.78▲	3.94▲	4.02▲	3.87▲	3.90▲	3.76▲	3.51▼

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

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

Importance/Satisfaction

Corporate services and management

Satisfaction	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Coastline management	3.64▼	3.39▼	3.38▼	3.69▲	3.38	3.61▲	3.51
Long term planning	3.55▲	2.87▼	2.91▼	3.36▲	3.04	3.19	3.12
Financial management	3.44	3.03▼	3.15	3.56▲	3.24	3.31	3.28
Environmental and sustainability initiatives	3.58	3.09▼	3.24	3.57▲	3.31	3.37	3.35
Council's customer service	3.68	3.48	3.54	3.84	3.50	3.75▲	3.64
Tourism management	3.71	3.32▼	3.41	3.75▲	3.44	3.60	3.53
Management of development	3.37▲	2.84	2.74▼	3.30▲	2.94	3.07	3.01
Vegetation management	3.54	3.32	3.22▼	3.56▲	3.33	3.43	3.39
Economic development	3.54▲	2.90▼	2.98▼	3.38▲	3.02	3.25▲	3.15
Heritage conservation	3.63	3.18	3.25	3.58	3.29	3.46	3.39
Opportunities to participate in Council decision making	3.14▼	3.04▼	3.07▼	3.58▲	3.04	3.35▲	3.21
Festival and event management	3.93▲	3.30▼	3.37▼	3.76▲	3.45	3.64	3.55

Satisfaction	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Coastline management	3.65	3.51	3.58	3.06	3.50	3.81	3.35
Long term planning	3.24▲	3.22▲	3.24▲	2.99▲	3.35▲	3.23▲	2.86▼
Financial management	3.55	3.23	3.17	3.48	3.32	3.15	3.15
Environmental and sustainability initiatives	3.47	3.33	3.55	2.86	3.27	3.51	3.24
Council's customer service	3.76	3.61	3.40	3.50	3.88	3.69	3.62
Tourism management	3.59	3.53	3.48	3.40	3.67	3.72	3.45
Management of development	3.39▲	2.95	2.90	2.96	3.31	3.04	2.80▼
Vegetation management	3.58▲	3.49▲	3.23▲	3.66▲	3.71▲	3.34▲	3.10▼
Economic development	3.36	3.06	3.23	3.09	3.34	3.31	3.00
Heritage conservation	3.64▲	3.45▲	3.31▲	4.00▲	3.55▲	3.14▲	3.11▼
Opportunities to participate in Council decision making	3.56▲	3.11▼	3.08▼	2.83▼	3.28▼	3.19▼	3.13▼
Festival and event management	3.68	3.51	3.46	3.63	3.89	3.23	3.53

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

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

Importance/Satisfaction

Corporate services and management

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Coastline management	1%	3%	11%	19%	67%	100%	500
Long term planning	1%	1%	11%	21%	65%	100%	500
Financial management	2%	3%	13%	19%	63%	100%	500
Environmental and sustainability initiatives	2%	3%	17%	26%	53%	100%	500
Council's customer service	3%	3%	14%	30%	50%	100%	500
Tourism management	3%	4%	14%	30%	49%	100%	500
Management of development	3%	4%	17%	24%	52%	100%	500
Vegetation management	2%	4%	17%	27%	49%	100%	500
Economic development	3%	3%	17%	29%	47%	100%	500
Heritage conservation	2%	5%	24%	29%	41%	100%	500
Opportunities to participate in Council decision making	4%	6%	21%	26%	43%	100%	500
Festival and event management	5%	7%	23%	35%	30%	100%	500
Coastline management	1%	3%	11%	19%	67%	100%	500
Long term planning	1%	1%	11%	21%	65%	100%	500

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Coastline management	3%	8%	13%	39%	36%	100%	436
Long term planning	7%	16%	7%	28%	42%	100%	430
Financial management	5%	13%	13%	26%	43%	100%	412
Environmental and sustainability initiatives	3%	11%	10%	32%	43%	100%	400
Council's customer service	4%	9%	22%	39%	26%	100%	410
Tourism management	3%	9%	15%	39%	35%	100%	404
Management of development	9%	18%	7%	23%	43%	100%	391
Vegetation management	4%	12%	11%	38%	35%	100%	399
Economic development	7%	14%	7%	30%	43%	100%	390
Heritage conservation	4%	13%	13%	33%	37%	100%	362
Opportunities to participate in Council decision making	8%	14%	11%	29%	37%	100%	356
Festival and event management	4%	9%	18%	36%	33%	100%	339
Coastline management	3%	8%	13%	39%	36%	100%	436
Long term planning	7%	16%	7%	28%	42%	100%	430

Overall Satisfaction with Council's Performance

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

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014
Satisfaction mean ratings	3.86▲	3.49▼	3.55	3.76▲	3.64	3.65	3.65

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Satisfaction mean ratings	3.78	3.68	3.62	3.49	3.74	3.61	3.53

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

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

	%
Very satisfied	8%
Satisfied	55%
Somewhat satisfied	31%
Not very satisfied	5%
Not at all satisfied	1%
Base	500

Contact with Council

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

	18 - 34	35 - 49	50 - 64	65+	Male	Female	Overall
Yes	18%▼	64%▲	54%	48%	50%	47%	48%
No	82%	36%	46%	52%	50%	53%	52%

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Yes	42%	45%	65%	48%	46%	42%	52%
No	58%	55%	35%	52%	54%	58%	48%

▼▲= significantly lower/higher (by group)

Contact with Council

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Phone	48%	61%	46%	54%	53%	54%	53%
In person	37%	27%	38%	30%	37%	28%	32%
Email	15%	10%	11%	11%	7%	15%	11%
Mail	0%	3%	4%	5%	4%	3%	4%

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Phone	57%	52%	53%	34%	36%	53%	56%
In person	28%	28%	32%	39%	28%	47%	36%
Email	13%	14%	8%	0%	37%	0%	7%
Mail	2%	6%	6%	27%▲	0%	0%	0%

▼▲= significantly lower/higher (by group)

Q. How satisfied were you with the way your contact was handled?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
In person	3.42	3.98	3.89	4.41	4.03	3.98	4.01
Phone	3.33	3.78	3.85	4.00	3.92	3.76	3.83
Email	5.00	3.32	3.25	3.87	3.21	3.76	3.60
Mail	*	3.41	3.48	3.75	3.00	4.19	3.57

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
In person	4.17	4.19	3.55	3.45	2.00	3.12	4.35
Phone	4.03	3.95	3.86	3.67	3.48	3.18	3.71
Email	3.69	3.73	4.65	*	3.50	*	2.84
Mail	4.00	3.59	4.00	3.00	*	*	*

*Sample size was too small to calculate a statistically valid mean

	In person	Phone	Email	Mail
Very satisfied	44%	36%	38%	9%
Satisfied	30%	33%	23%	58%
Somewhat satisfied	12%	15%	16%	23%
Not very satisfied	9%	9%	7%	0%
Not at all satisfied	4%	7%	16%	10%
Base	82	136	28	10

Communication from Council

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

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	2014
Satisfaction mean ratings	3.58	3.52	3.63	3.79	3.63	3.63	3.63

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Satisfaction mean ratings	3.88▲	3.56	3.65	3.19	3.63	3.52	3.59

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

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

	%
Very satisfied	15%
Satisfied	45%
Somewhat satisfied	31%
Not very satisfied	6%
Not at all satisfied	3%
Base	500

Communication from Council

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

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Ballina Shire Advocate	83%	87%	82%	84%	80%	87%	84%
Local TV	94%▲	74%▼	76%▼	77%▼	75%	83%	79%
Leaflets/newsletter in the mail	74%	76%	77%	83%	75%	80%	78%
Radio	76%	66%	64%	63%	67%	66%	66%
Northern Star	87%▲	68%	60%	57%▼	67%	65%	66%
Community meetings	57%	55%	65%	51%	55%	59%	57%
Council website	72%	72%▲	59%	29%▼	58%	55%	56%
Public notice boards	74%▲	54%▼	51%▼	48%▼	53%	57%	55%
Northern Rivers Echo	73%▲	50%▼	48%▼	46%▼	53%	51%	52%
Social Media	84%▲	56%	37%▼	30%▼	49%	48%	48%
Byron Shire Echo	48%	36%	37%	29%	40%	34%	37%
Other	2%▼	12%▲	4%▼	3%▼	6%	5%	5%

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Ballina Shire Advocate	83%	94%▲	82%	95%	92%	85%	73%▼
Local TV	78%	87%	70%	79%	69%	85%	76%
Leaflets/newsletter in the mail	82%	77%	70%	72%	71%	80%	79%
Radio	71%	68%	53%	68%	63%	58%	67%
Northern Star	71%	69%	59%	71%	65%	76%	60%
Community meetings	58%	55%	59%	58%	67%	51%	57%
Council website	62%	54%	58%	68%	61%	55%	52%
Public notice boards	63%	59%	42%	58%	48%	47%	51%
Northern Rivers Echo	63%	47%	49%	63%	39%	65%	50%
Social Media	54%	49%	45%	52%	31%	49%	47%
Byron Shire Echo	37%	32%	49%	32%	17%	47%	39%
Other	4%	5%	8%	0%	8%	5%	7%

▼▲= significantly lower/higher (by group)

Visitation of local pools

Q. Which of the following local pools have you visited in the last 12 months?

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
The Ballina Swimming Pool	30%	55%▲	21%▼	14%▼	30%	28%	29%
The Alstonville Swimming Pool	30%	36%▲	13%▼	10%▼	20%	22%	21%
Neither of these	50%	30%▼	70%▲	80%▲	60%	59%	59%

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
The Ballina Swimming Pool	19%▼	39%▲	34%▼	60%▼	13%▼	26%▼	25%▼
The Alstonville Swimming Pool	50%▲	8%▼	16%	8%	16%	42%	14%
Neither of these	50%	60%	56%	32%	75%	51%	68%

▼▲= significantly lower/higher (by group)

Support for the upgrade of the Ballina and Alstonville Swimming Pools

Q. How supportive are you of Council upgrading the facilities at the Ballina and Alstonville Swimming Pools?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Mean ratings	3.97	3.83	3.79	3.65	3.56	4.01▲	3.79

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.92	4.07▲	3.77	3.48	3.64	3.65	3.49▼

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

▼▲= A significantly lower/higher level of support (by group)

	%
Very supportive	36%
Supportive	32%
Somewhat supportive	15%
Not very supportive	9%
Not at all supportive	8%
Base	500

Support for the upgrade of the Ballina and Alstonville Swimming Pools

Q. Which of the following facilities do you think the community would like to see offered at these swimming pools?

	18 - 34	35 - 49	50-64	65 +	Male	Female	Overall
Children's wet play areas	85%	73%	79%	81%	79%	79%	79%
Covered spectator seating	84%	70%	71%	68%	64%	79%▲	72%
Expanding the existing small pools at both facilities to provide dedicated training pools	79%▲	55%▼	68%▲	69%▲	62%	71%	67%
Possible enclosure of elements of the pools to increase their availability	81%	64%	65%	60%	62%	70%	66%
Improved picnic and BBQ facilities	84%▲	57%▼	59%▼	54%▼	54%	67%▲	61%
Replacement of the fence at the Ballina pool to provide improved views of the Richmond River	74%	57%	59%	55%	60%	61%	60%
Heating for the Ballina pool	69%	61%	59%	55%	52%	67%▲	60%
Additional lanes to meet competition standards	63%	55%	57%	64%	54%	64%	60%
None of these	6%	11%	6%	9%	11%	6%	8%

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Children's wet play areas	84%	86%	70%	84%	67%	65%	74%
Covered spectator seating	76%	79%	58%	52%	63%	80%	69%
Expanding the existing small pools at both facilities to provide dedicated training pools	61%	76%	60%	73%	63%	69%	64%
Possible enclosure of elements of the pools to increase their availability	66%	74%	62%	65%	63%	56%	61%
Improved picnic and BBQ facilities	59%▼	76%▲	51%▼	60%▼	46%▼	52%▼	54%▼
Replacement of the fence at the Ballina pool to provide improved views of the Richmond River	57%	76%▲	53%	73%	29%▼	62%	51%
Heating for the Ballina pool	67%▲	68%▲	59%▲	73%▲	54%▲	47%▲	48%▼
Additional lanes to meet competition standards	61%	68%	60%	45%	67%	51%	51%
None of these	7%▲	2%▼	17%▲	16%▲	21%▲	11%▲	10%▲

▼▲ = significantly lower/higher (by group)

Support for the upgrade of the Ballina and Alstonville Swimming Pools

Q. How supportive are you of an additional 2.5% rate increase above the 3% standard rate increase to fund these pool developments?

	18 - 34	35 - 49	50 - 64	65 +	Male	Female	Overall
Satisfaction mean ratings	3.20	2.92	2.82	3.01	2.78	3.13▲	2.96

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.32▲	3.07	2.87	3.16	2.85	2.65	2.65▼

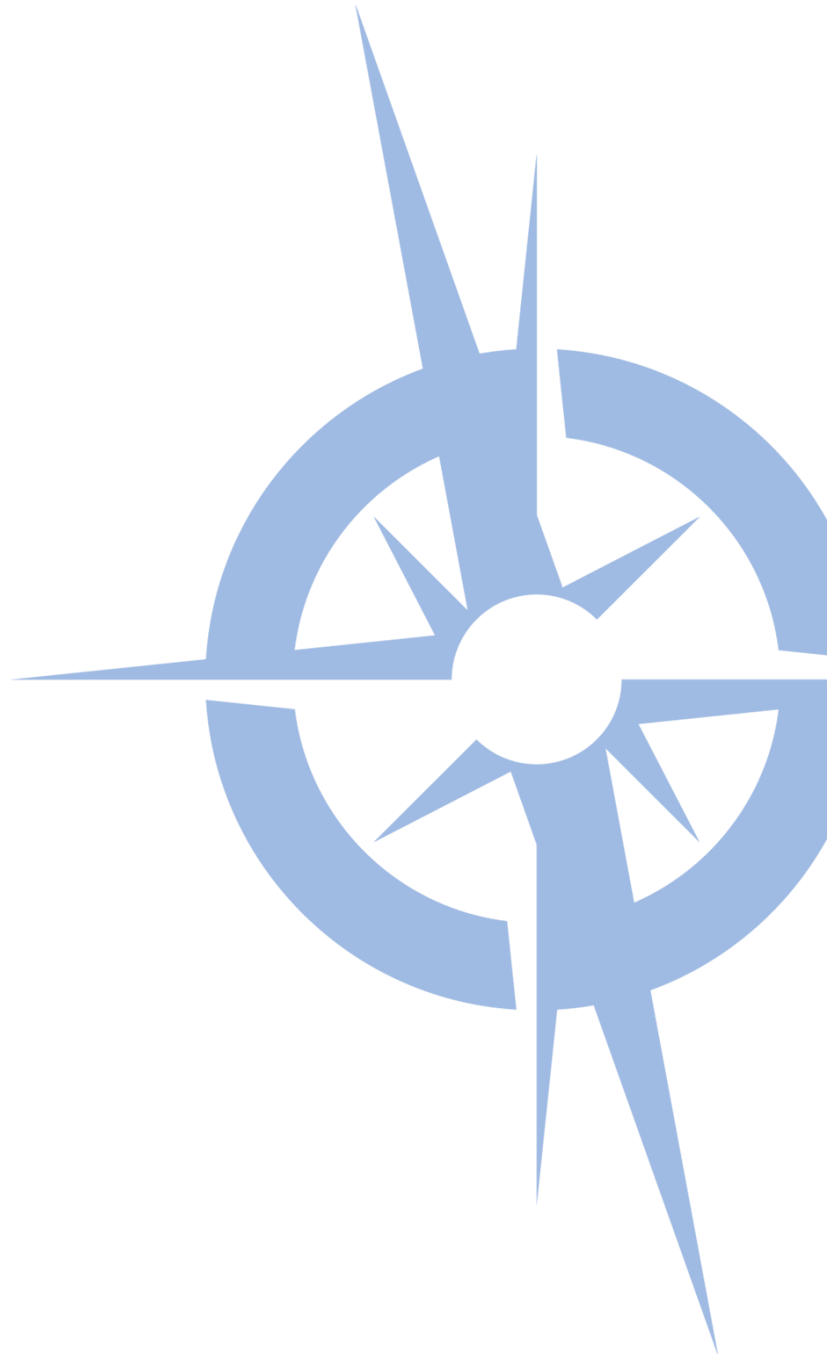
Scale: 1= not at all supportive, 5= very supportive

▼▲= A significantly lower/higher level of support (by group)

	%
Very supportive	20%
Supportive	21%
Somewhat supportive	19%
Not very supportive	15%
Not at all supportive	25%
Base	500

Appendix B

Questionnaire



**Ballina Shire Council
Community Satisfaction Survey 2014**

Q1 In the first part could you please give 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 is low and 5 is high

Part A

Community facilities

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Parks and sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Centres and Public Halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of town centre and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog exercise areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaches and foreshores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boating Facilities (Recreation/Professional)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage management and treated effluent reuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycleways and bicycle facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage/flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ballina Byron Gateway Airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall health of the Richmond River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Human services

	Importance					Satisfaction				
	Low		3	High		Low		3	High	
	1	2		4	5	1	2		4	5
Child care services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aged services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with indigenous residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime prevention and law and order Initiatives*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Corporate services and management

	Importance					Satisfaction				
	Low		3	High		Low		3	High	
	1	2		4	5	1	2		4	5
Council's customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in Council decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetation management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coastline management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and event management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental and sustainability initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long term planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Part B

Q2. Have you contacted Ballina Shire Council in the last 12 months?

- Yes No (If no, go to 5a)

Q3. When you made contact with the Council staff was it by:

- Phone Mail Email In person

Q4a. How satisfied were you with the way your contact was handled? Prompt

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

Q4b. (If not very or not at all satisfied), how could the way this contact was handled have been improved?

.....

Q5a. How satisfied are you currently with the level of communication Council has with the community? Prompt

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

Q5b. (If not very or not at all satisfied), how do you think Council could improve its communication?

.....

Q6. How would you like to be informed of Council news and activities? Prompt

- Radio
- Council website
- Community meetings
- Public notice boards
- Local TV
- Leaflets/newsletter in the mail (e.g. Council Community Connect publication)
- Ballina Shire Advocate
- Northern Star
- Northern Rivers Echo
- Byron Shire Echo
- Social Media
- Other (please specify).....

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt

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

Q7. (If not very or not at all satisfied), what is your main reason for feeling that way?

.....

Q8. What do you value most about living in the Ballina Shire Local Government area? Why do you say that?

.....

Q9. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve? Why do you say that?

.....

Q10. Which of the following local pools have you visited in the last 12 months? Prompt

- The Ballina Swimming Pool
- The Alstonville swimming Pool
- Neither of these

Background

The Ballina and Alstonville swimming pools were constructed in the early 1970s. As the existing infrastructure is ageing the operating costs for items such as electricity, water usage and on-going maintenance and repairs is rapidly increasing.

Council is now at the stage where we are required to renew a significant amount of the existing infrastructure. In undertaking this renewal Council is considering whether the community would like to see an improvement of the facilities available at the swimming pools.

Q11a. How supportive are you of Council upgrading the facilities at the Ballina and Alstonville Swimming Pools.

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

Q11b. Which of the following facilities do you think the community would like to see offered at these swimming pools?

Can be multi

- Expanding the existing small pools at both facilities to provide dedicated training pools
- Improved picnic and BBQ facilities
- Covered spectator seating
- Children's wet play areas
- Additional lanes to meet competition standards
- Possible enclosure of elements of the pools to increase their availability
- Replacement of the fence at the Ballina pool to provide improved views of the Richmond River
- Heating for the Ballina pool
- NONE OF THESE

As a number of these items represent an upgrade to the existing facilities. Council is only in the position to fund these extra works from a special rate variation in the rate income we receive each year.



Typically Council rates increase annually, on average, by around 3%. Therefore for the 2015/16 and 2016/17 financial years, we are interested in seeing if the community would support an additional increase of 2.5% per annum (i.e. 5.5% for 2015/16 and 2016/17) to generate extra monies to finance these works. The average residential rate bill in Ballina Shire for this current year (2014/15) is \$861. This means with the normal 3% increase the average residential rate bill would increase to \$913 in 2016/17. If Council receives approval for a 5.5% increase, the average residential bill would increase to \$ \$958 in 2016/17. This rate variation represents an extra \$45 over the 2 years.

The extra monies raised would then finance the loan repayments for the loans that Council would take out to undertake these additional works. If the extra income is approved Council is looking to undertake the Ballina Pool redevelopment in 2015/16 and the Alstonville redevelopment in 2016/17.

Q11c. How supportive are you of an additional 2.5% rate increase above the 3% standard rate increase to fund these pool redevelopments.

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

Q11d. Why do you say that?

.....

Part D. Demographic information

Q12. Please stop me when I read out your age bracket: Prompt

- 18–34
- 35–49
- 50–64
- 65+

Q13. In which of the following areas do you live? Prompt

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

Gender (determine by voice):

- Male
- Female

