



Ballina Shire Council

Community Satisfaction

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Table of Contents

Key Findings	5
Detailed Results	12
1. Performance of Council	13
2. Summary of Council Services & Facilities	17
3. Comparison to Micromex Benchmarks	29
4. Agreement Statements	32
5. Contact with Council	45
6. Importance of, and Satisfaction with, Council Services & Facilities	52
Appendix A: Additional Analyses	80
Appendix B: Background and Methodology	100
Appendix C: Questionnaire	104

Background & Methodology

Why?

- Assess and establish community priorities and level of satisfaction in relation to Council services and facilities
- Understand and identify community goals for the Ballina Shire Council LGA
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Identify the community's level of agreement with statements regarding the Ballina Shire Council area

How?

- Telephone survey (landline and mobile) to N = 505 residents
- 84 acquired through number harvesting (44 collected this year, and 40 from previous number collection sheets)
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

When?

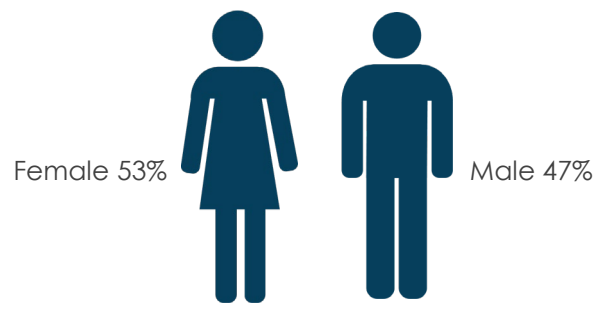
- Implementation 7th – 14th October 2020



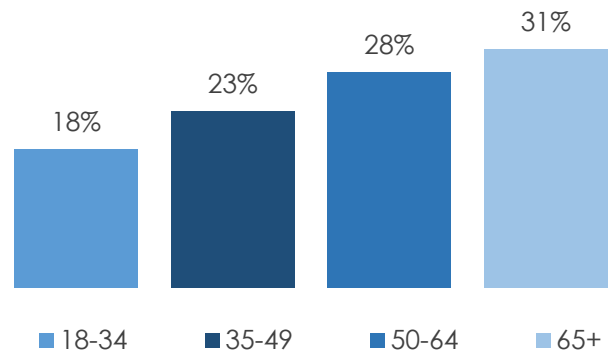
Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Ballina Shire Council.

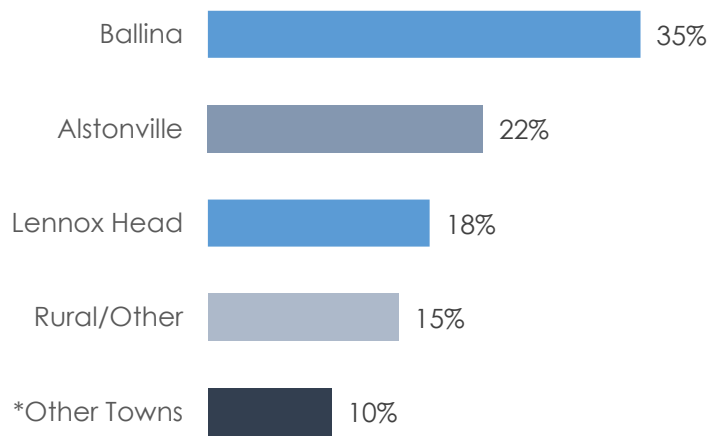
Gender




Age



Suburb



Telephone survey
with N = 505
Ballina Shire
residents 

*Note: 'Other towns' include Wordell, Wollongbar and Skennars head.



Key Findings

Key Findings: Summary Stats

Overall Council Performance



Overall Performance

90% were at least somewhat satisfied with the performance of Council over the last 12 months.



Overall Communication

79% were at least somewhat satisfied with the level of communication Council currently has with the community.



Overall Contact

83% of residents that made contact with Council were at least somewhat satisfied with the way their contact was handled.

Lifestyle Within The Area

Quality of Life

97% of residents rated their quality of life as good to excellent.

Natural Environment

43% of residents most valued the natural environment the area provides.

High Performers

Agreement was highest for 'quality of life', 'the area has an attractive appearance' and 'it is a safe place to live'.

The above infographic provides a brief summary of performance and lifestyle results.

Comparison To The Ballina Shire CSP



Connected Community

- CC1 WE FEEL SAFE**
- CC1.1 Actively promote safety and well-being strategies**
- CC1.2 Ensure adequate plans are in place for natural disasters and environmental changes
- CC1.3 Monitor the built infrastructure and the services delivered to the community to ensure relevant standards are being met
- CC2 WE FEEL CONNECTED TO THE COMMUNITY**
- CC2.1 Encourage community interaction, volunteering and wellbeing**
- CC2.2 Create events and activities that promote interaction and education, as well as a sense of place**
- CC2.3 Assist disadvantaged groups within our community**
- CC3 THERE ARE SERVICES AND FACILITIES THAT SUIT OUR NEEDS**
- CC3.1 Provide strategies for older residents to be part of our community**
- CC3.2 Provide young people with a range of leisure activities, along with opportunities for personal development**
- CC3.3 Support improved health outcomes by providing equitable access to sporting, recreational and community facilities

WE FEEL SAFE CC1.1

85% were at least somewhat satisfied with 'crime prevention and law and order initiatives', this measure has significantly decreased in importance since 2018. 77% of residents agree that 'it is a safe place to live'. Although 'health facilities are sufficient' is higher than our benchmark only 56% of residents agreed with this statement.



WE FEEL CONNECTED TO THE COMMUNITY CC2.1

Agreement is moderate for 'there is a strong community spirit in the area' (64%), 'people volunteer and get involved in their community' (64%) and 'if there was a problem in my community people would band together to solve it' (60%).



WE FEEL CONNECTED TO THE COMMUNITY CC2.2

T3 box satisfaction for 'festival and event management' is 83%.



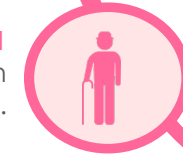
WE FEEL CONNECTED TO THE COMMUNITY CC2.3

Satisfaction with 'disability access' (89%) has significantly increased since 2018.



THERE ARE SERVICES AND FACILITIES THAT SUIT OUR NEEDS CC3.1

Satisfaction with 'aged services' (95%) is significantly higher than our benchmarks.



THERE ARE SERVICES AND FACILITIES THAT SUIT OUR NEEDS CC3.2

Agreement for 'there is a wide range of recreation and leisure opportunities' (71%) significantly exceeds our benchmarks.



Comparison To The Ballina Shire CSP



Prosperous Economy

PE1 WE ATTRACT NEW BUSINESS AND VISITORS

PE1.1 Promote our area as an attractive place to visit and live

PE1.2 Provide opportunities for new business

PE1.3 Encourage diversification and enhance image of the local economy

PE2 MY BUSINESS CAN GROW AND DIVERSIFY

PE2.1 Enhance transport and other business networks

PE2.2 Facilitate a range of Council business activities to support economic development

PE2.3 Provide efficient and cost effective regulatory environment for doing business

PE3 IMPROVE LIVEABILITY IN THE SHIRE

PE3.1 Support residential development that delivers services close to home

PE3.2 Facilitate and provide affordable infrastructure

PE3.3 Improve connectivity within the shire

WE ATTRACT NEW BUSINESS AND VISITORS PE1.1

Resident satisfaction with 'quality of town centres and public spaces' (93%) is significantly higher than our benchmark and has increased significantly since 2018. In addition, 87% agree that 'the area has an attractive appearance' and 'tourism is promoted well' (62%).



WE ATTRACT NEW BUSINESS AND VISITORS PE1.2,3 & MY BUSINESS CAN GROW AND DIVERSIFY PE2.1

'Economic development' (84%) has significantly increased in terms of satisfaction since 2018. However, agreement is low for 'industry and business development is working well' (42%). The scores for 'there are enough employment opportunities' (23%) and 'there is enough transport' (17%) were below our regional benchmarks.



IMPROVE LIVEABILITY IN THE SHIRE PE3.1

47% agree that 'development overall is well planned and well managed'. This score exceeds our benchmark norms.



IMPROVE LIVEABILITY IN THE SHIRE PE3.3

Satisfaction with 'affordable housing' was split (48%), and agreement with the statement 'quality housing is both available and affordable' (17%) is significantly below the regional benchmark.



Comparison To The Ballina Shire CSP



Engaged Leadership

- EL1 OUR COUNCIL WORKS WITH THE COMMUNITY**
 - EL1.1 Facilitate and develop strong relationships and partnerships with the community**
 - EL1.2 Involve our community in the planning and decision making processes of Council**
 - EL1.3 Actively advocate community issues to other levels of government**
- EL2 COUNCIL'S FINANCES AND ASSETS ARE WELL MANAGED**
 - EL2.1 Proactively pursue revenue opportunities and cost savings and efficiencies**
 - EL2.2 Utilise modern operating systems and apply contemporary practices**
 - EL2.3 Provide effective risk and safety practices**
- EL3 WE ARE ALL VALUED CUSTOMERS**
 - EL3.1 Provide prompt, knowledgeable, friendly and helpful advice**
 - EL3.2 Deliver responsive and efficient services**
 - EL3.3 Encourage a motivated and adaptive workforce**

OUR COUNCIL WORKS WITH THE COMMUNITY EL1.1

'Opportunities to participate in decision making' (66%) is on par with our benchmark and is an important contributor of overall satisfaction.



OUR COUNCIL WORKS WITH THE COMMUNITY EL1.2

95% of residents are at least somewhat satisfied with Council's level of communication. This is also the critical driver of overall satisfaction.



COUNCIL'S FINANCES AND ASSETS ARE WELL MANAGED EL2.1

Satisfaction with 'financial management' (87%) is significantly higher than the coastal/regional benchmark.



WE ARE ALL VALUED CUSTOMERS EL3.1

83% of residents who had contacted Council in the L12m were at least somewhat satisfied with the way their contact was handled.



WE ARE ALL VALUED CUSTOMERS EL3.2

Satisfaction with 'Council's customer service' (84%) is an important contributor to overall satisfaction.



Comparison To The Ballina Shire CSP



Healthy Environment

HE1 WE UNDERSTAND THE ENVIRONMENT

HE1.1 Our planning considers past and predicted changes to the environment

HE1.2 Undertake and promote initiatives that improve our waterways

HE1.3 Enhance our open spaces, reserves, natural areas and their heritage values

HE2 WE USE OUR RESOURCES WISELY

HE2.1 Implement total water cycle management practices

HE2.2 Reduce and reuse our resources

HE2.3 Pursue innovative technologies

HE3 OUR BUILT ENVIRONMENT BLENDS WITH THE NATURAL ENVIRONMENT

HE3.1 Develop and implement plans that balance the built environment with the natural environment

HE3.2 Minimise negative impacts on the natural environment

HE3.3 Match infrastructure with development

WE UNDERSTAND THE ENVIRONMENT HE1.1

48% of residents agree with the statement 'environmental issues are handled well.'



WE UNDERSTAND THE ENVIRONMENT HE1.2

Satisfaction is high with 'overall health of the Richmond River' (78%). This has significantly improved since 2018 and is a driver of overall satisfaction.



WE UNDERSTAND THE ENVIRONMENT HE1.3

Satisfaction with 'beaches and foreshores', 'parks and sporting facilities', and 'dog exercise areas' have increased since 2018 and exceed our benchmarks. 51% of residents agree with the statement 'the areas heritage is well conserved.'



OUR BUILT ENVIRONMENT BLENDS WITH THE NATURAL ENVIRONMENT HE3.1

47% agree 'development overall is well planned and well managed' and 67% are at least somewhat satisfied with 'management of development.'

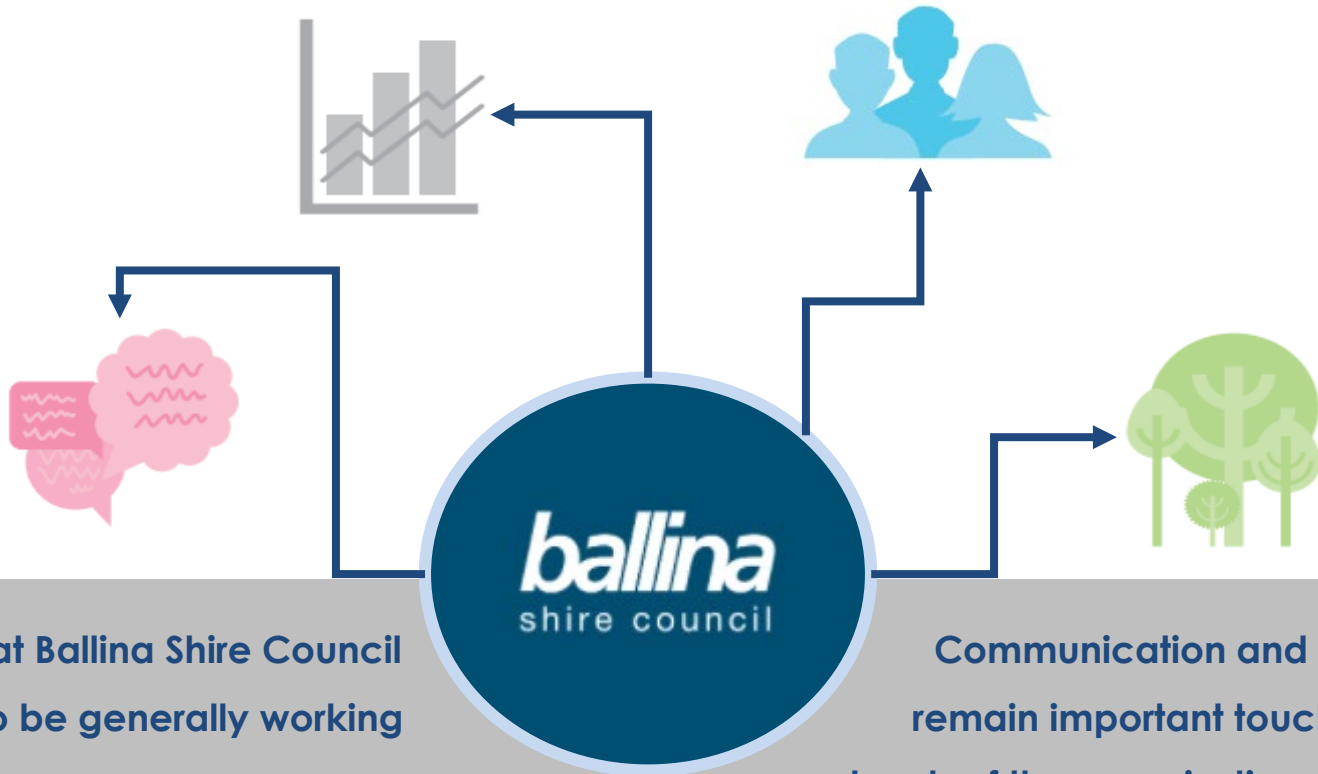


OUR BUILT ENVIRONMENT BLENDS WITH THE NATURAL ENVIRONMENT HE3.2

Agreement with 'the natural environment is well managed' (68%) is significantly higher than our benchmark norms.



Summary & Recommendations



It is evident that Ballina Shire Council is perceived to be generally working well.

- The balance of services delivery appears to be well aligned with the needs of residents.
- Opportunity areas for the most part revolve around future planning for the Ballina Shire LGA.

Communication and engagement remain important touchpoints for all levels of the organisation, both elected and administrative. A continuation of current practices with an increased focus on maximising saliency via active communication channels, should continue to strengthen performance scores.



Detailed Results



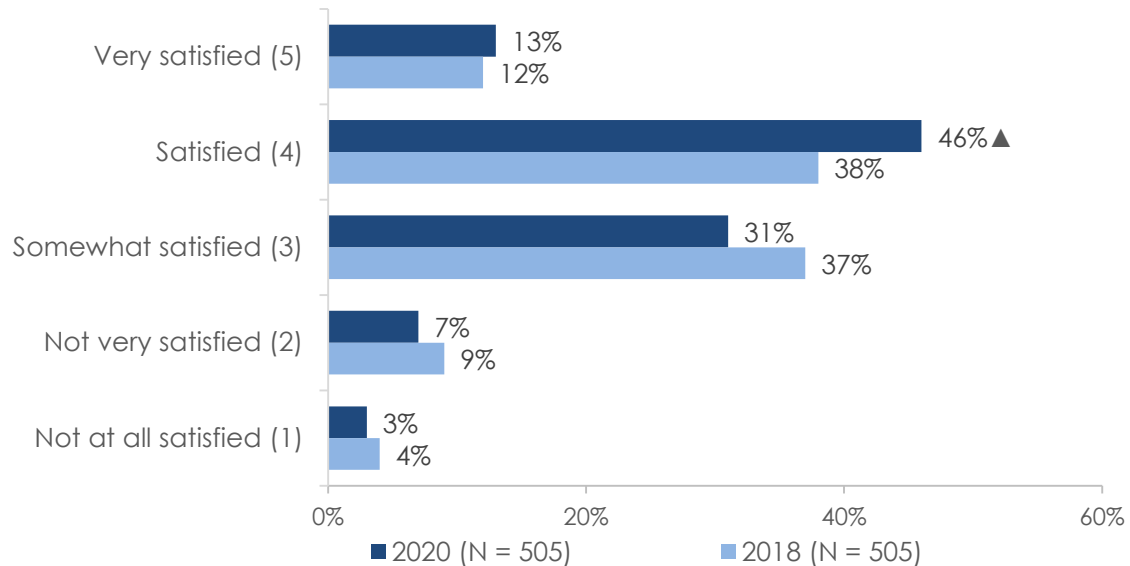
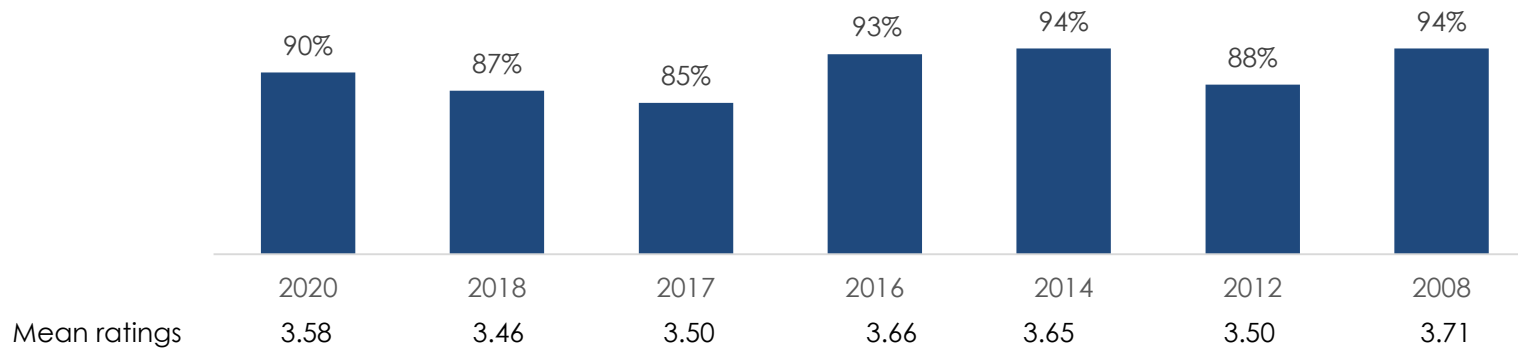
Detailed Results

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Overview – Overall Satisfaction

Q7. 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?

T3B Satisfaction Scores



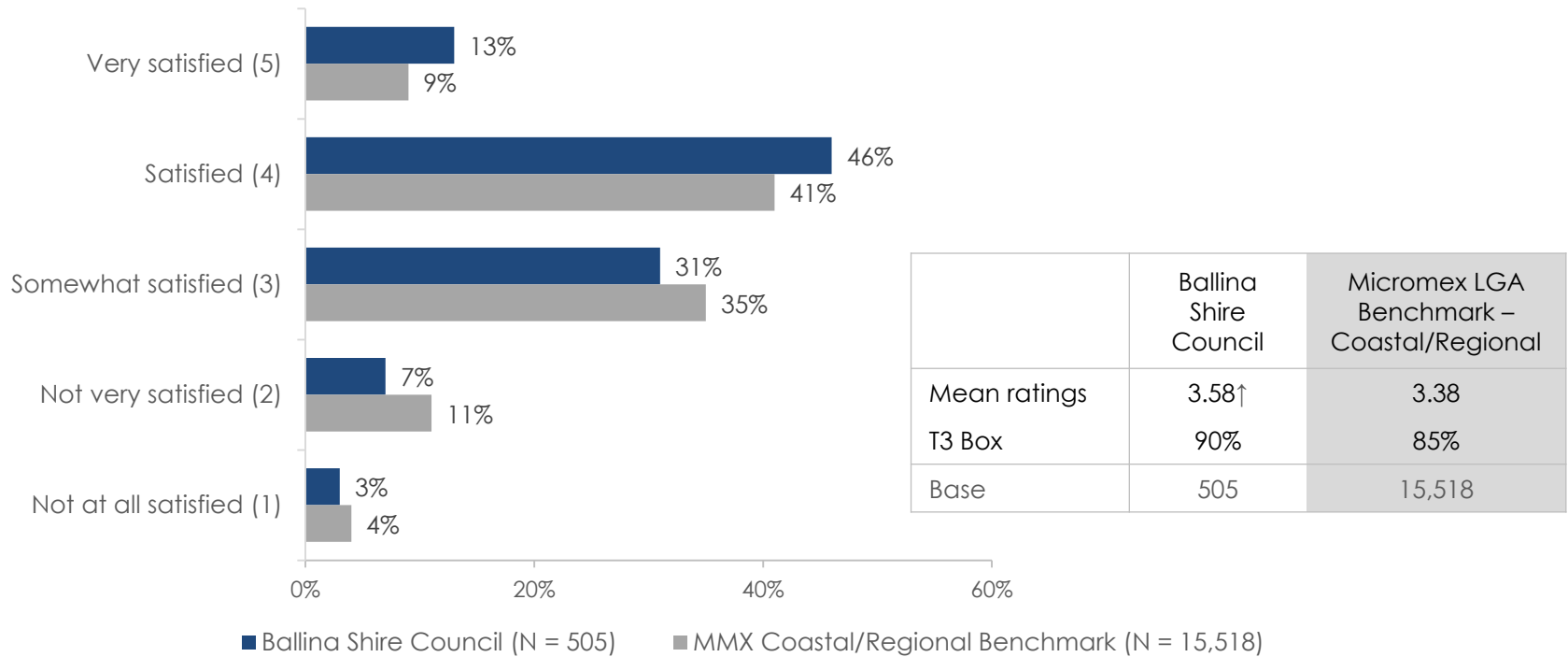
Scale: 1 = not at all satisfied, 5 = very satisfied
 ▲ ▼ = A significantly higher/lower level of satisfaction (by year)

90% of residents are at least 'somewhat satisfied' with the performance of Council. Since 2017 satisfaction has continued to improve.

Overall Satisfaction

Q7. 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?

	2020	2018	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.58	3.46	3.52	3.64	3.36	3.58	3.54	3.74▲	3.52	3.64	3.49	3.69	3.58
Base	505	505	238	267	91	114	143	158	112	176	90	50	77



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

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

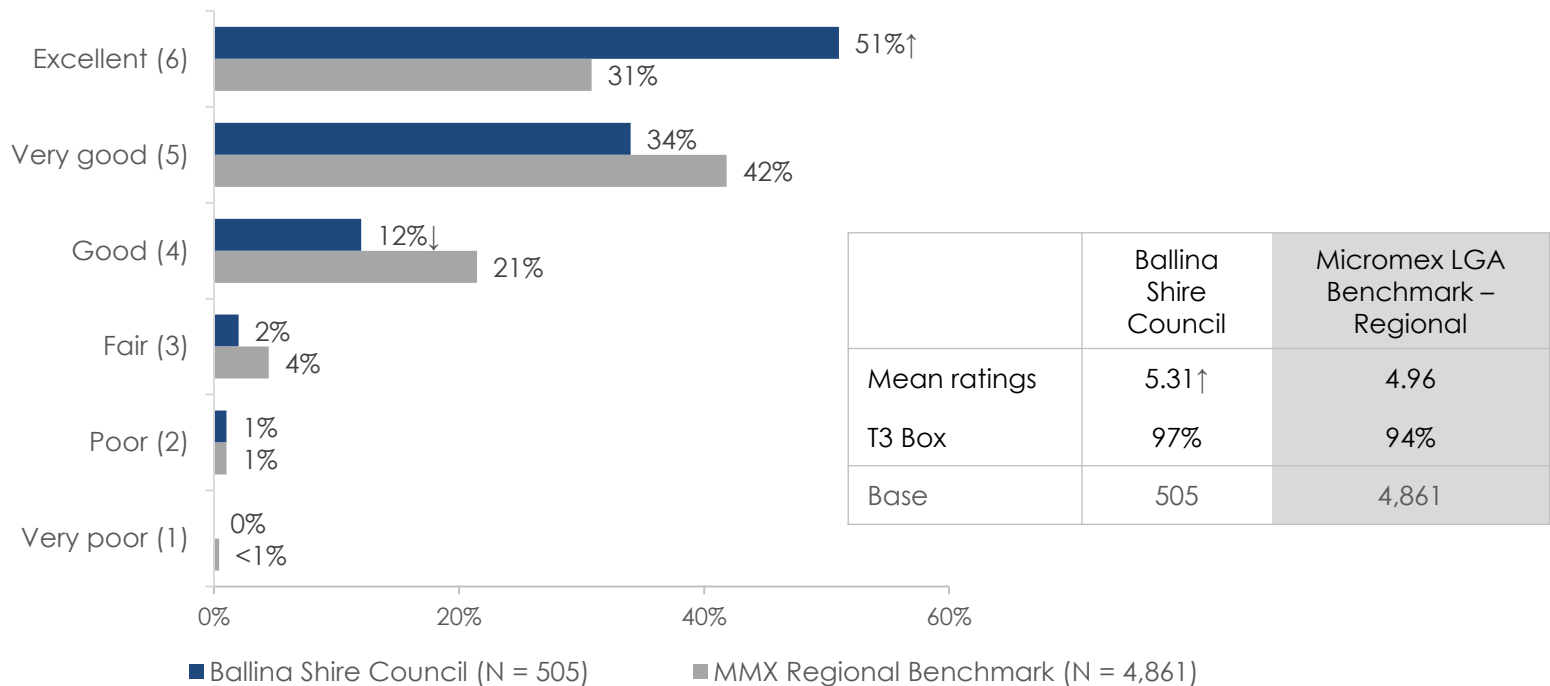
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

Ballina Shire Council is performing above our Coastal/Regional Benchmark, this is a positive result. Older residents are significantly more satisfied with the performance of Council over the last 12 months.

Quality of Life

Q2. Overall, how would you rate the quality of life you have living in the Ballina Shire?

	2020	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Mean ratings	5.31	5.30	5.32	5.19	5.45	5.26	5.32	5.33	5.33	5.49▲	5.36	5.00▼
Base	505	238	267	91	114	143	158	112	176	90	50	77



Scale: 1 = very poor, 6 = excellent

▲ ▼ = A significantly higher/lower quality of life (by group)

↑ ↓ = A significantly higher/lower quality of life (compared to the Benchmark)

97% of Ballina Shire residents have rated their quality of life as 'good' – 'excellent', this is higher than our Regional Benchmark norms. Those living in Lennox Head had a significantly higher quality of life than other areas.



Detailed Results

1. Performance of Council
- 2. Summary of Council Services & Facilities**
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6. Importance of, and Satisfaction with, Council Services & Facilities

Importance & Satisfaction – Key Trends

Compared to 2018 research, there were significant **decreases** in residents' levels of **importance** for 20 of the 41 comparable services/facilities provided by Council, being:

	2020	2018
General garbage collection	4.61	4.75
Roads	4.55	4.72
Water supply	4.42	4.62
Long term planning	4.40	4.58
Crime prevention and law and order initiatives	4.38	4.65
Ballina Byron Gateway Airport	4.30	4.48
Parking	4.24	4.50
Financial management	4.19	4.43
Drainage/flood management	4.17	4.35
Management of development	4.09	4.34
Tourism management	4.05	4.20
Economic development	4.00	4.18
Opportunities to participate in Council decision making	4.00	4.19
Affordable housing	3.99	4.34
Public toilets	3.95	4.15
Aged services	3.94	4.31
Festival and event management	3.59	3.80
Youth services	3.51	3.73
Playgrounds	3.48	3.73
Child care services	3.06	3.41

Over the same period there has been a significant **increase** in resident **satisfaction** for 16 of the 41 comparable services/facilities provided by Council, specifically:

	2020	2018
Swimming pools	4.53	4.27
Ballina Byron Gateway Airport	4.29	4.03
Beaches and foreshores	4.22	4.01
Boating facilities (recreation/professional)	4.13	3.87
Sewerage management and recycled water	4.05	3.85
Parks and sporting facilities	3.93	3.69
Quality of town centre and public spaces	3.86	3.69
Aged services	3.86	3.46
Dog exercise areas	3.76	3.36
Disability access	3.71	3.52
Roads	3.52	3.18
Financial management	3.50	3.25
Crime prevention and law and order initiatives	3.49	3.25
Environmental and sustainability initiatives	3.49	3.29
Economic development	3.45	3.23
Overall health of the Richmond River	3.24	2.91

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

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

Significant declines in importance and increases in satisfaction is a healthy signal of Council performance.

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

The following services/facilities received the highest importance mean ratings:

Top 5 for importance	Mean	T2 Box
General garbage collection	4.61	94%
Beaches and foreshores	4.59	92%
Recycling options	4.58	90%
Roads	4.55	90%
Overall health of the Richmond River	4.49	87%

The following services/facilities received the lowest importance mean ratings:

Bottom 5 for importance	Mean	T2 Box
Child care services	3.06	44%
Boating facilities (recreation/professional)	3.08	44%
Dog exercise areas	3.29	52%
Playgrounds	3.48	57%
Community centres and public halls	3.49	49%

Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

Top 6 for satisfaction	Mean	T3 Box
Swimming pools	4.53	97%
Water supply	4.32	96%
Ballina Byron Gateway Airport	4.29	97%
Libraries	4.27	95%
Beaches and foreshores	4.22	95%
General garbage collection	4.22	93%

The following services/facilities received the lowest satisfaction mean ratings:

Bottom 5 for satisfaction	Mean	T3 Box
*Affordable housing	2.49	48%
Opportunities to participate in Council decision making	2.96	66%
Management of development	3.03	67%
Overall health of the Richmond River	3.24	78%
Long term planning	3.24	77%

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

*Note: When referring to 'affordable housing' residents often associate this with the price of land/housing.

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

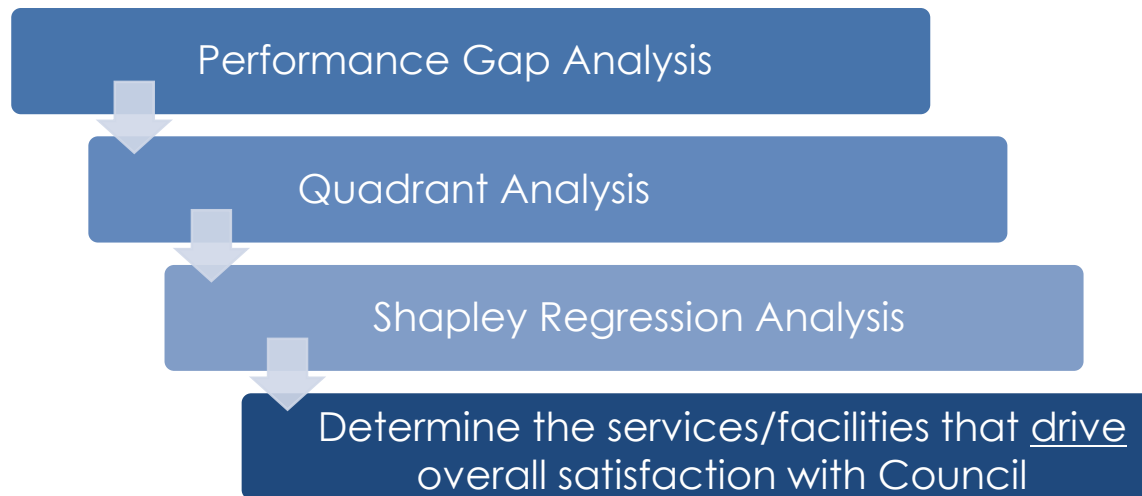
The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. 4 of the top 5 for importance belong to the infrastructure pillar.

Identifying Priorities via Specialised Analysis

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 these approaches to analysis, we have been able to:

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



Step 1. Performance Gap Analysis (PGA)

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

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

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

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

Performance Gap Analysis

With the exception of '**Affordable housing**' the performance gaps for Ballina Shire Council are marginal. This would suggest that for the most part, service priorities and deliverables are matching to the community's needs and requirements.

Pillar	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Human services	Affordable housing	70%	48%	22%
Infrastructure	Overall health of the Richmond River	87%	78%	9%
Corporate services and management	Management of development	74%	67%	7%
Infrastructure	Roads	90%	83%	7%
Corporate services and management	Long term planning	82%	77%	5%
Infrastructure	Recycling options	90%	86%	4%
Corporate services and management	Opportunities to participate in Council decision making	69%	66%	3%
Infrastructure	General garbage collection	94%	93%	1%

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

Quadrant Analysis

Step 2. Quadrant Analysis

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

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

On average, Ballina Shire Council residents rated services/facilities less important than our Benchmark, and satisfaction was, on average, higher. Another sign that Ballina Council is generally performing well.

	Ballina Shire Council	Micromex Comparable Coastal/Regional Benchmark
Average Importance	72%	79%
Average Satisfaction	86%	80%

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

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'general garbage collection', 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 'overall health of the Richmond River' 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 'opportunities to participate in Council decision making', 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 'boating facilities', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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

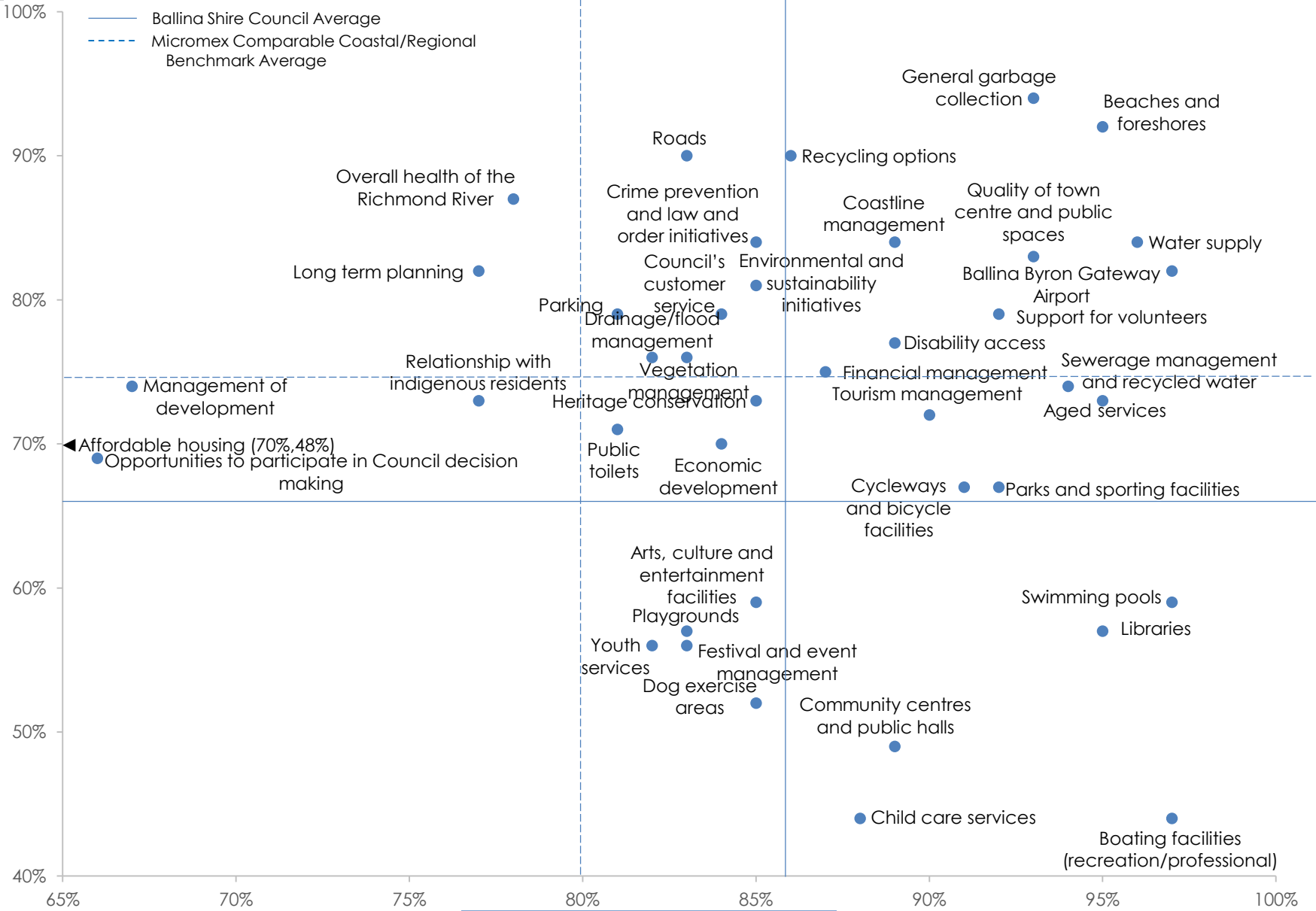


Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

— Ballina Shire Council Average
- - - Micromex Comparable Coastal/Regional Benchmark Average

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

The Shapley Value Regression

Step 3. The Shapley Value Regression

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'maintaining local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Ballina Shire Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

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

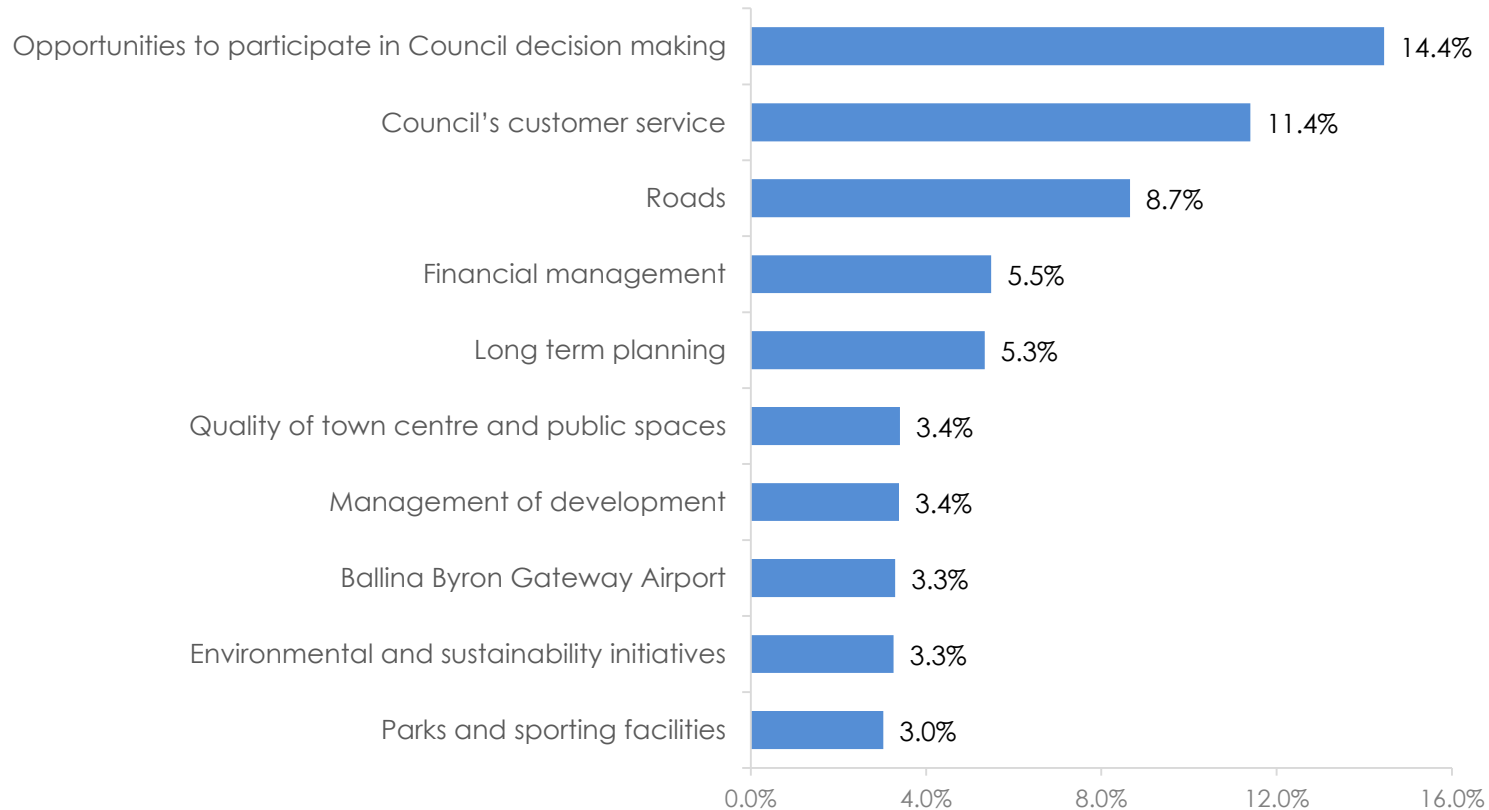
What Does This Mean?

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



Key Drivers of Overall Satisfaction with Council

Dependent variable: Q7. 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?



The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

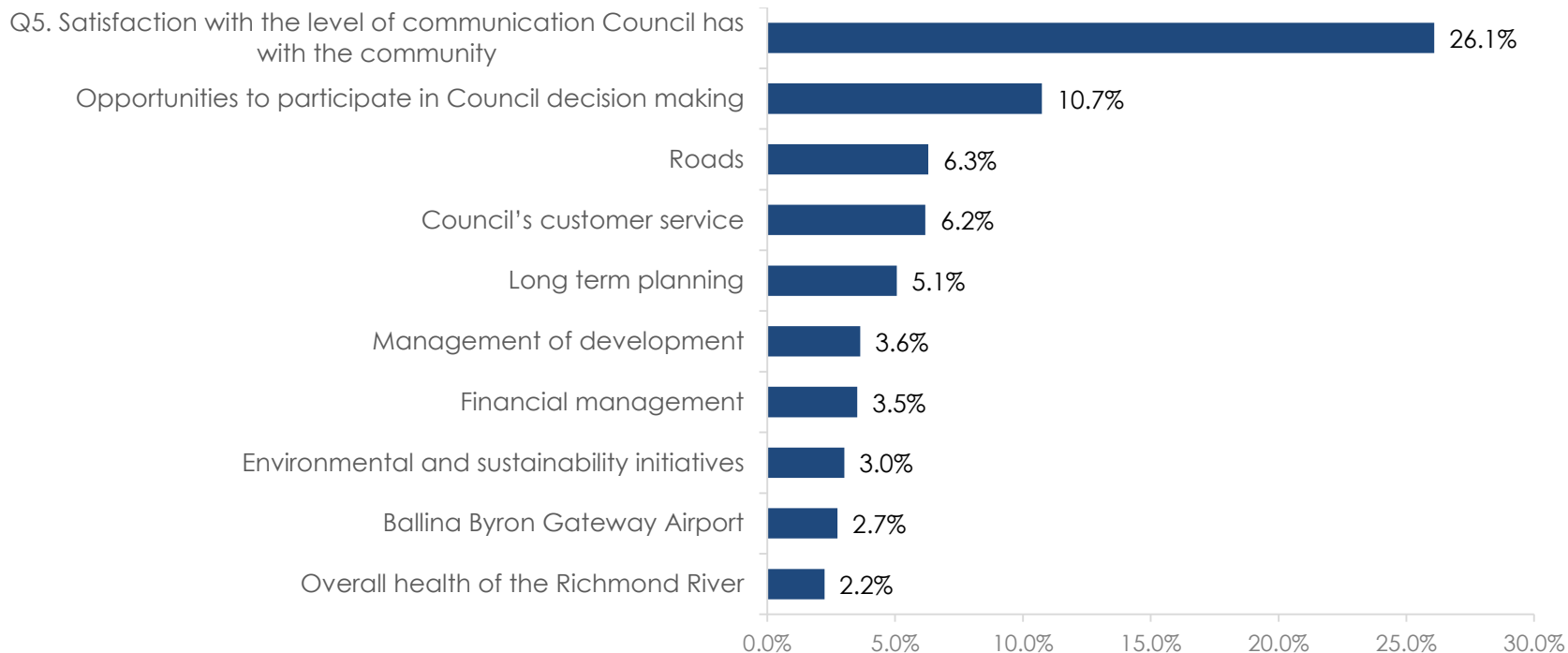
R² value = 50.10

The above measures explain approximately 60% of the variation of overall satisfaction, results are similar to 2018. In order to get a better understanding, we added a new variable (satisfaction with the level of communication Council has with the community(Q5)), please see results overleaf...

Key Drivers of Overall Satisfaction with Council

Dependent variable: Q7. 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?

Re-run of previous slide with the inclusion of Q5 (satisfaction with level of communication)



The results in the chart above identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

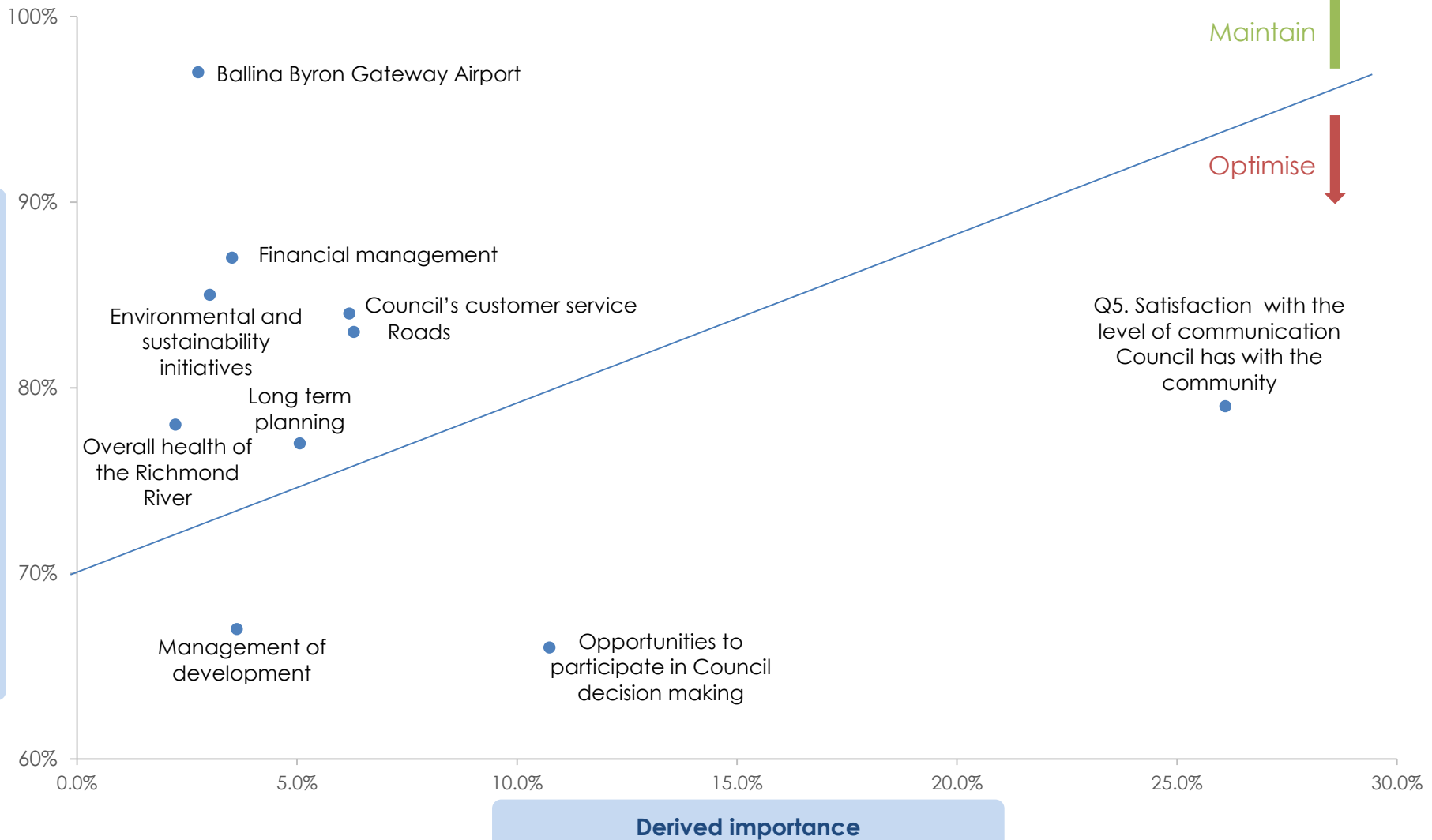
These top 10 services/facilities (so 24% of the 42 services/facilities) account for almost 70% of the variation in overall satisfaction. Therefore, whilst all 42 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 32 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R² value = 58.85

These 10 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, 'Roads' contributes 6% towards overall satisfaction, while 'level of communication Council has with the community' contributes 26%.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



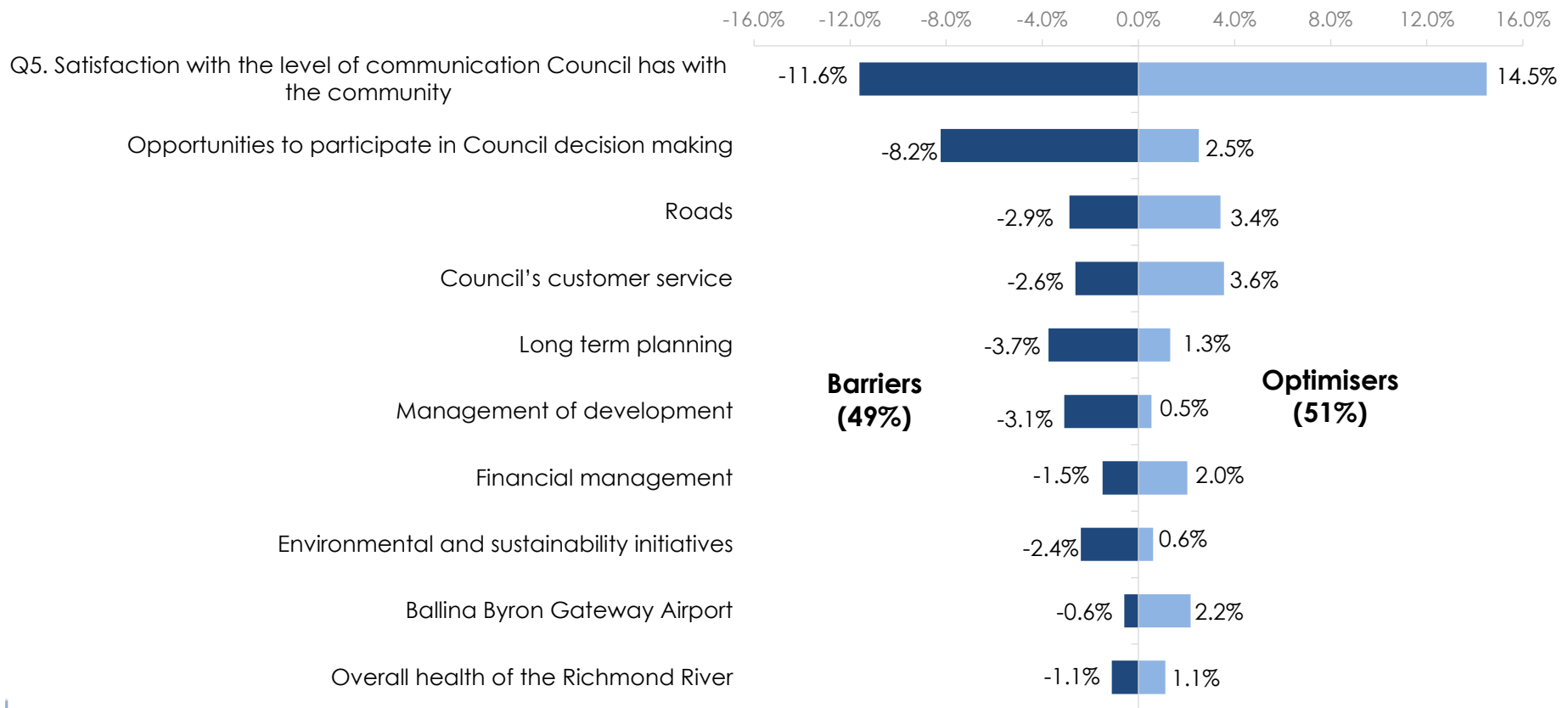
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Shapley result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate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

Key Contributors to Barriers/Optimisers

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 transition towards satisfaction. If Council can address these areas, they should see a lift in future overall satisfaction results, as they positively transition residents who are currently not at all satisfied to being satisfied with Council performance.

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



Different levers address the different levels of satisfaction across the community





Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
- 3. Comparison to Micromex Benchmarks**
4. Agreement Statements
5. Contact with Council
6. Importance of, and Satisfaction with, Council Services & Facilities

Importance Compared to the Micromex LGA Benchmark

The table below shows the variance between Ballina Shire Council's top 2 box importance scores and the Micromex LGA Benchmark. We can see that for those that are lower than Benchmark norms, 3 services, 'Community centres and public halls', 'Boating facilities (recreation/professional)' and 'Playgrounds', experienced a negative variance of $\geq 20\%$.

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/Regional T2 box importance score	Variance
Dog exercise areas	52%	46%	6%
Cycleways and bicycle facilities	67%	73%	-6%
Crime prevention and law and order initiatives	84%	90%	-6%
Long term planning	82%	89%	-7%
Sewerage management and recycled water	74%	81%	-7%
Management of development	74%	81%	-7%
Economic development	70%	78%	-8%
Tourism management	72%	80%	-8%
Drainage/flood management	76%	85%	-9%
Parks and sporting facilities	67%▼	77%	-10%
Aged services	73%▼	84%	-11%
Financial management	75%▼	87%	-12%
Swimming pools	59%▼	71%	-12%
Festival and event management	56%▼	70%	-14%
Libraries	57%▼	71%	-14%
Public toilets	71%▼	85%	-14%
Child care services	44%▼	60%	-16%
Youth services	56%▼	75%	-19%
Community centres and public halls	49%▼	69%	-20%
Boating facilities (recreation/professional)	44%▼	64%	-20%
Playgrounds	57%▼	83%	-26%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

Satisfaction Compared to the Micromex LGA Benchmark

The table below shows the variance between Ballina Shire Council's top 3 box satisfaction scores and the Micromex LGA Benchmark. We can see that for 10 of the comparable services/facilities, residents' top 3 box scores are significantly higher than the Benchmark score.

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Roads	83%▲	58%	25%
Financial management	87%▲	67%	20%
Cycleways and bicycle facilities	91%▲	74%	17%
Public toilets	81%▲	68%	13%
Parking	81%▲	68%	13%
Swimming pools	97%▲	85%	12%
Quality of town centre and public spaces	93%▲	82%	11%
Dog exercise areas	85%▲	74%	11%
Economic development	84%▲	73%	11%
Aged services	95%▲	85%	10%
Beaches and foreshores	95%	86%	9%
Boating facilities (recreation/professional)	97%	89%	8%
Ballina Byron Gateway Airport	97%	90%	7%
Long term planning	77%	70%	7%
Tourism management	90%	83%	7%
Vegetation management	83%	77%	6%
Support for volunteers	92%	86%	6%
Disability access	89%	83%	6%
Recycling options	86%	92%	-6%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

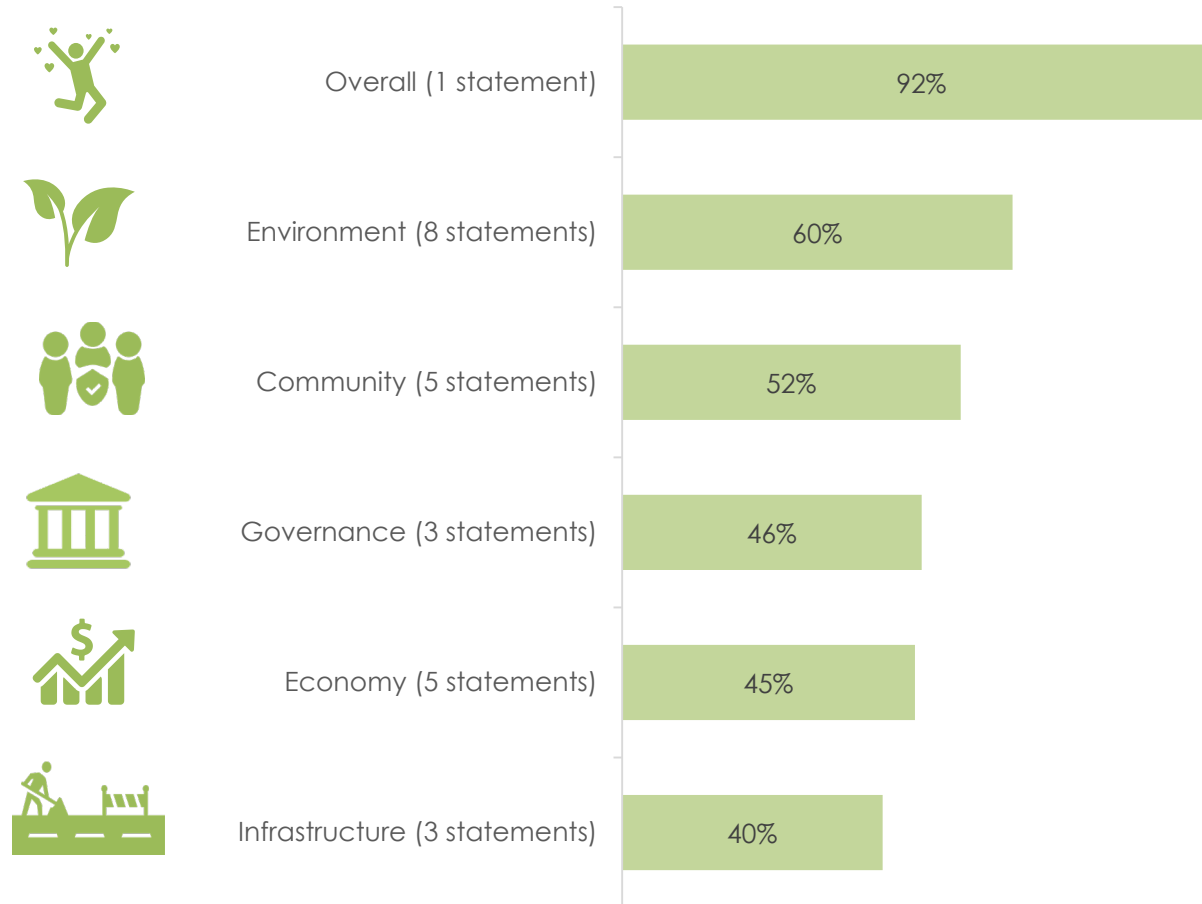


Detailed Results

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Agreement Statements – Category Ranking

Ranking sorted on average T2B (agree/strongly agree)



On average, agreement was highest for the 'Overall' pillar (quality of life), with a top 2 box (agree/strongly agree) of 92%. Whilst on average, residents had lower agreement levels for statements within the 'Infrastructure' pillar.

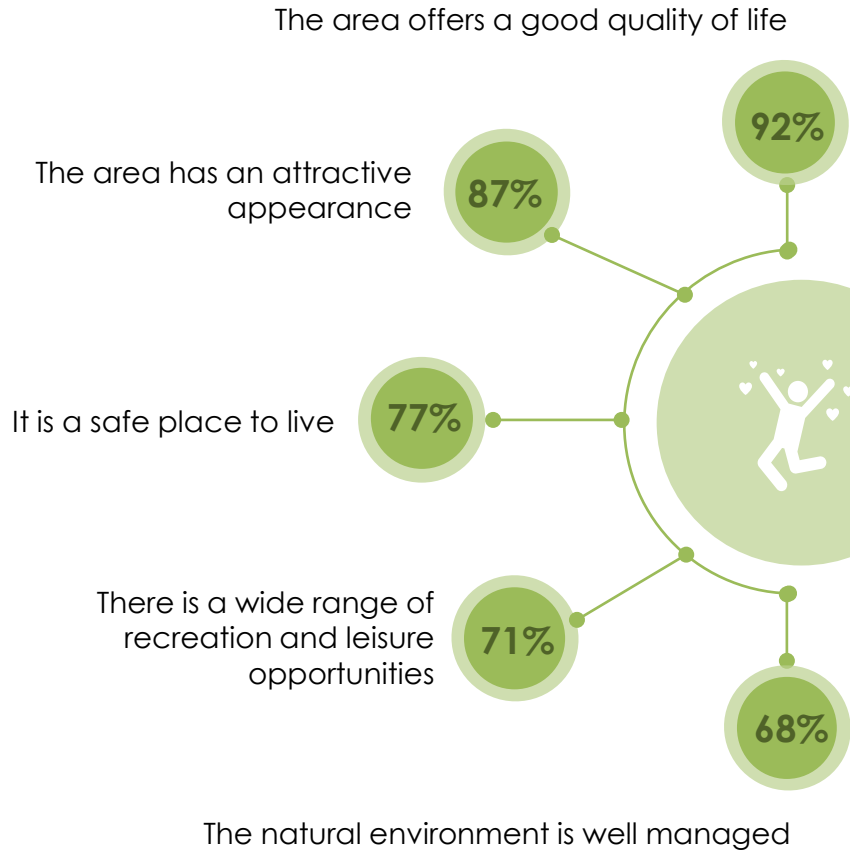
On the next slide we will look at the highest/lowest ranked statements...

Agreement Statements – Highest/Lowest Rated

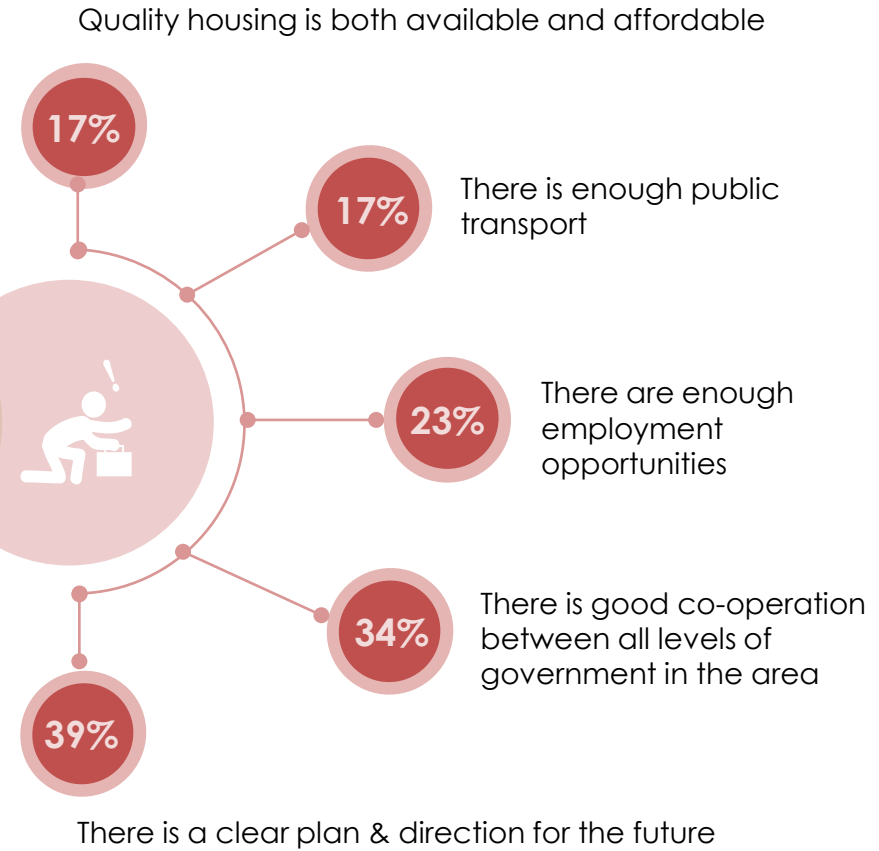
Q8.

I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

Highest Rated Agreement Statements



Lowest Rated Agreement Statements



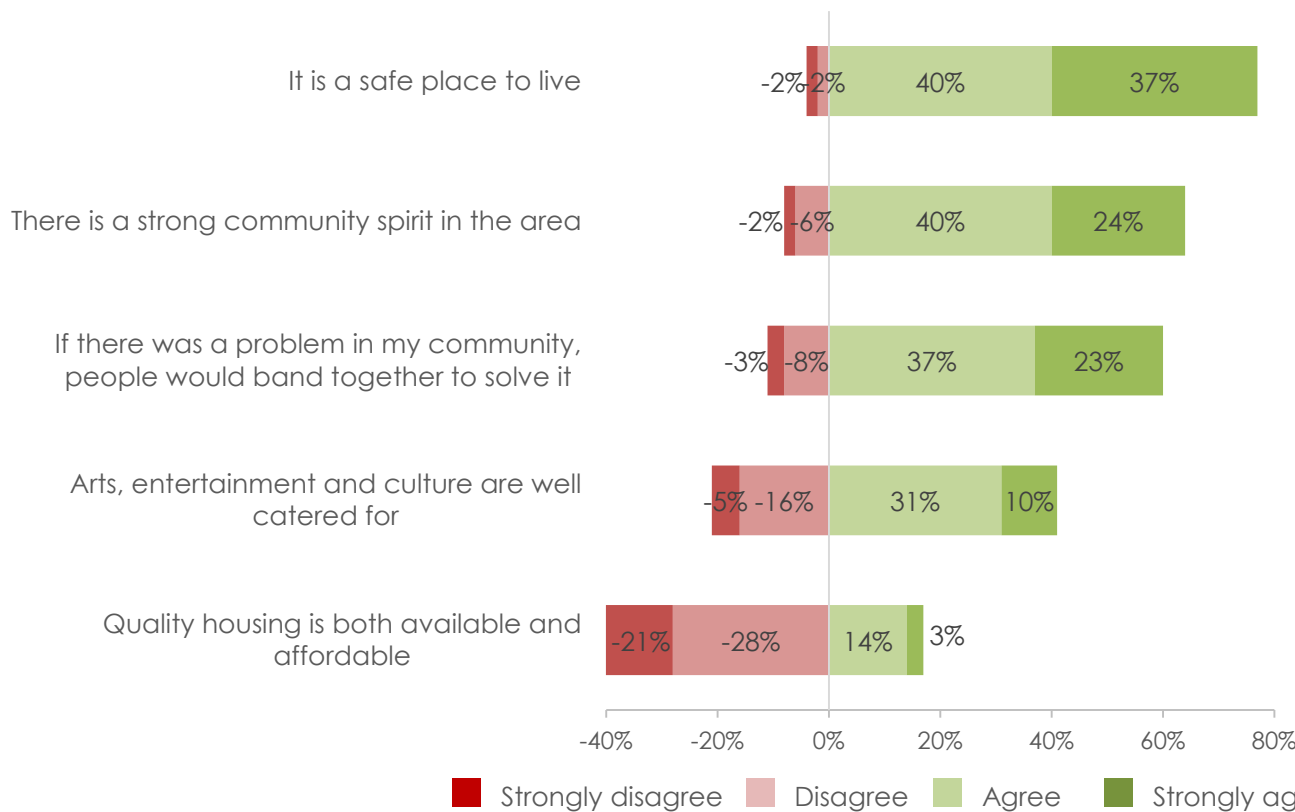
The highest rated statement was 'the area offers a good quality of life' while the lowest areas of agreement were 'quality housing is both available and affordable' and 'there is enough public transport.'

Community

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:



Community T2B rating: 52%



	Ballina T2B		Regional Benchmark T2B
	2020	2016	
It is a safe place to live	77%	82%	72%
There is a strong community spirit in the area	64%	63%	69%
If there was a problem in my community, people would band together to solve it	60%	63%	57%
Arts, entertainment and culture are well catered for	41%	46%	47%
Quality housing is both available and affordable	17%↓	21%	53%

Base: N = 504 - 505

Scale: -2 = strongly disagree, 2 = strongly agree

Please see Appendix A for results by demographics

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

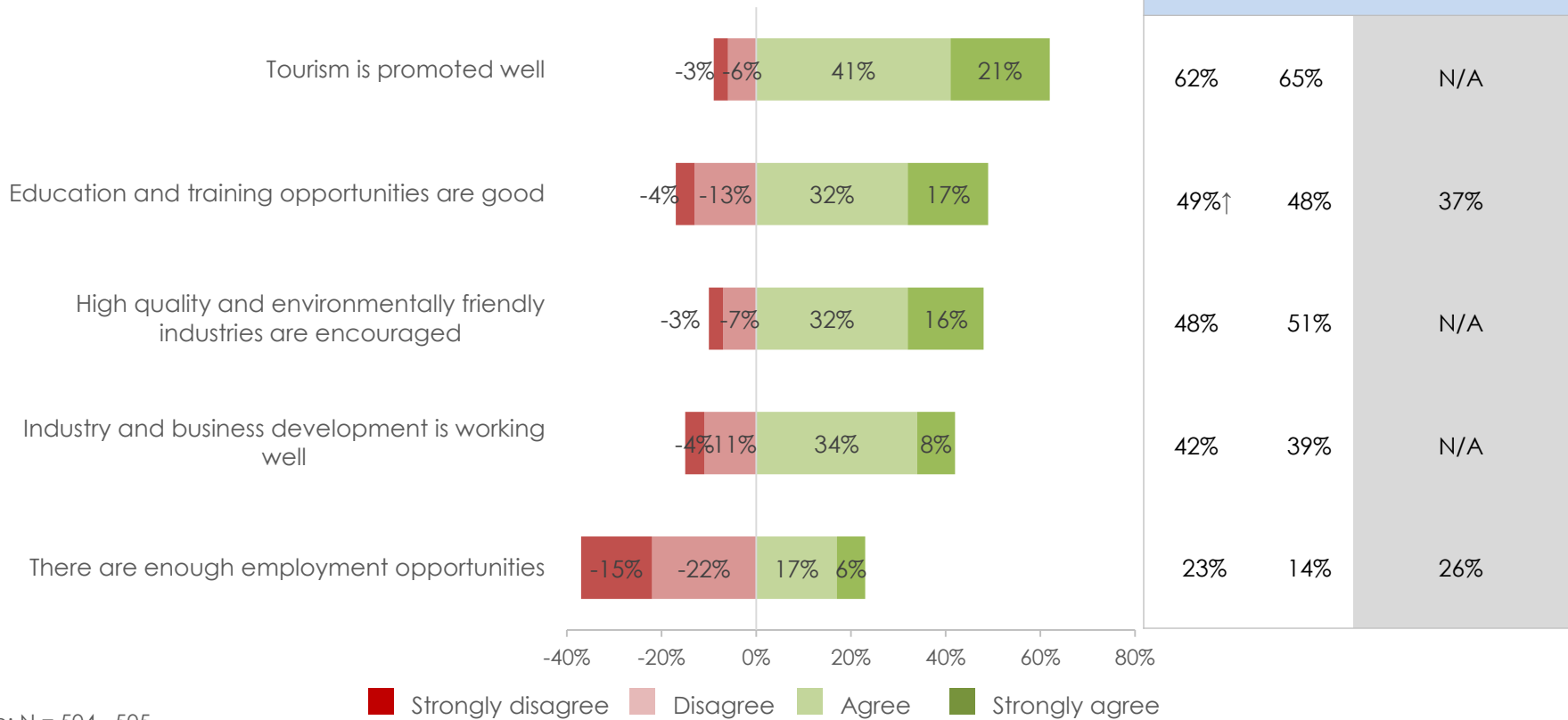
77% of residents were in agreement with the statement 'it is a safe place to live.' Agreement with 'quality housing is both available and affordable' was significantly lower than our Regional Benchmark norms.

Economy

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:



Economy T2B rating: 45%



Base: N = 504 - 505

Scale: -2 = strongly disagree, 2 = strongly agree

Please see Appendix A for results by demographics

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

'Education and training opportunities are good' received a significantly higher agreement rating when compared to our Regional Benchmark.

Environment



Environment T2B rating: 60%

Ballina T2B		Regional Benchmark T2B
2020	2016	
87%↑	86%	70%
71%↑	71%	58%
68%↑	71%	52%
66%	65%	58%
51%	58%	56%
48%	56%	41%
47%	49%	40%
42%	51%	43%



Base: N = 505
 Scale: -2 = strongly disagree, 2 = strongly agree
 Please see Appendix A for results by demographics

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

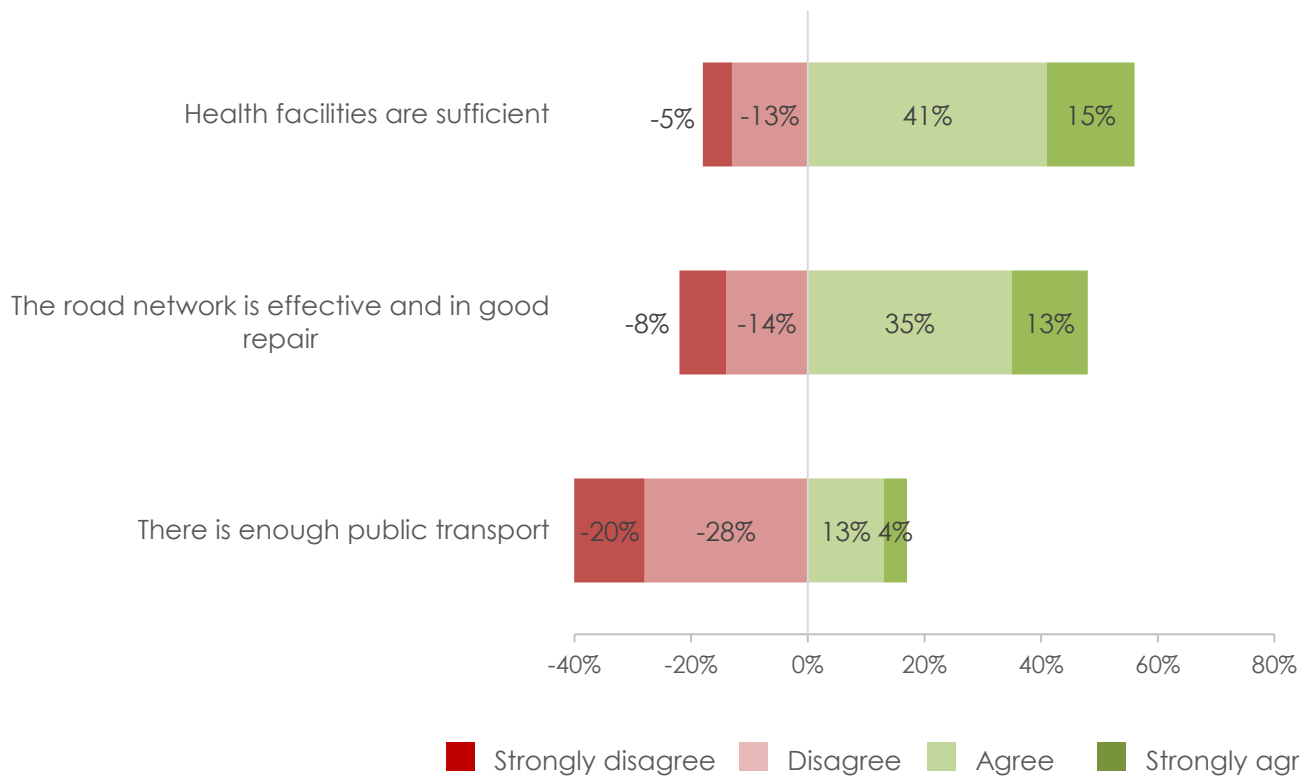
Agreement scores for 'the area has an attractive appearance', 'there is a wide range of recreation and leisure opportunities', and 'the natural environment is well managed' were all significantly greater than our Benchmark norms.

Infrastructure

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:



Infrastructure T2B rating: 40%



Ballina T2B		Regional Benchmark T2B
2020	2016	
56%↑	53%	36%
48%↑	45%	31%
17%↓	22%	34%

Base: N = 505
 Scale: -2 = strongly disagree, 2 = strongly agree
 Please see Appendix A for results by demographics

↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

Residents agreement scores for 'health facilities are sufficient' and 'the road network is effective and in good repair' were rated above our Regional Benchmark. 'There is enough public transport' was one of the lowest ranked statements and fell below our Benchmark norms.

Governance

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

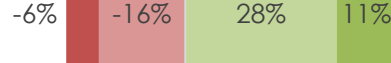


Governance T2B rating: 46%

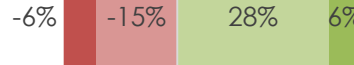
People volunteer and get involved in their community



There is a clear plan and direction for the future



There is good co-operation between all levels of government in the area



-40% -20% 0% 20% 40% 60% 80%

Ballina T2B		Regional Benchmark T2B
2020	2016	
64%	61%	55%
39%	39%	30%
34%	32%	N/A

■ Strongly disagree
 ■ Disagree
 ■ Agree
 ■ Strongly agree

Base: N = 504 - 505

Scale: -2 = strongly disagree, 2 = strongly agree

Please see Appendix A for results by demographics

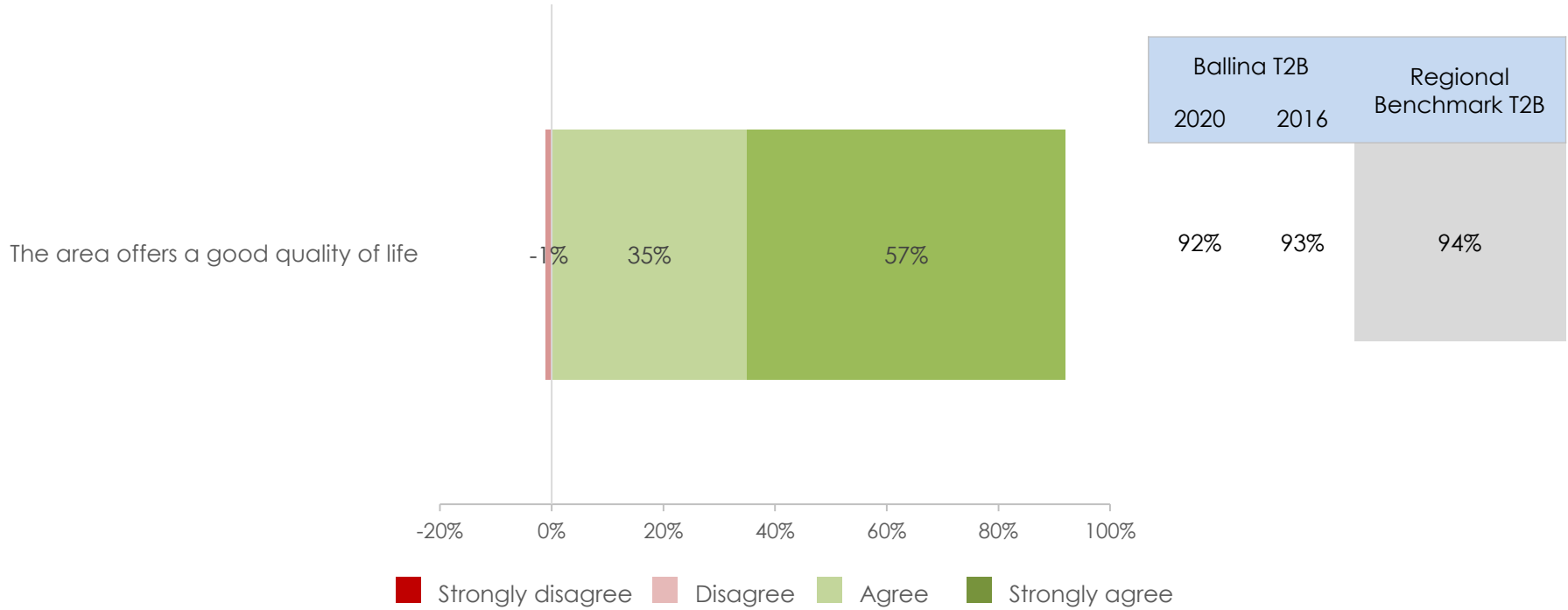
64% of residents agreed with the statement 'people volunteer and get involved in their community'.

Overall

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:



Overall T2B rating: 92%

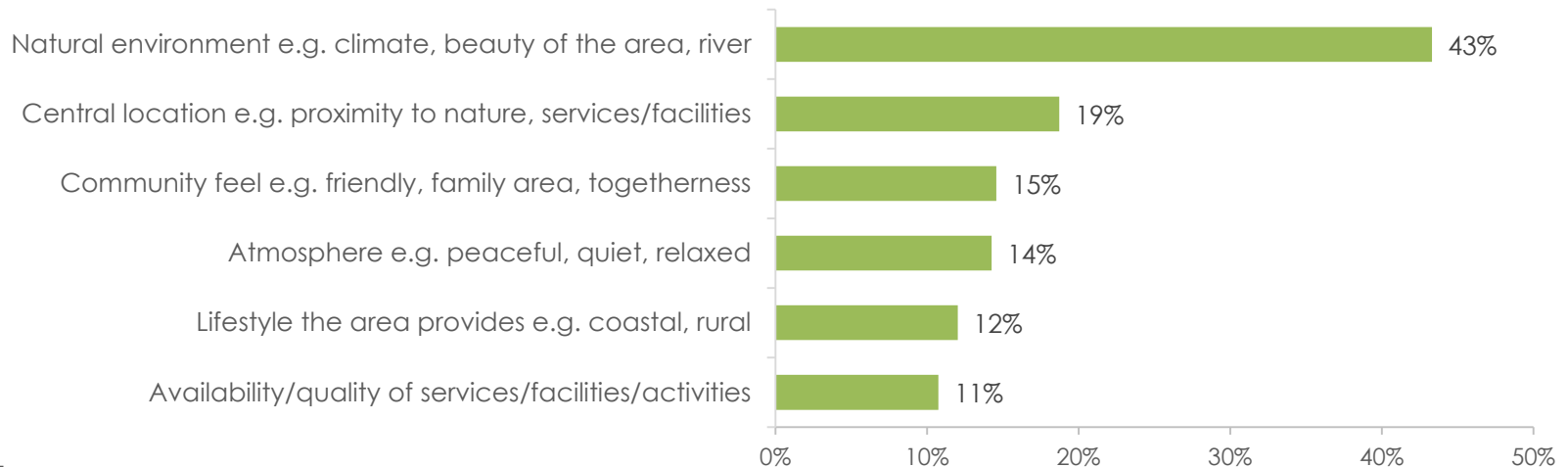


Base: N = 505
 Scale: -2 = strongly disagree, 2 = strongly agree
 Please see Appendix A for results by demographics

The vast majority of residents (92%) agree that 'the area offers a good quality of life'.

Most Valued Aspects of Living in the Shire

Q1. What do you value most about living in the Ballina Shire area?



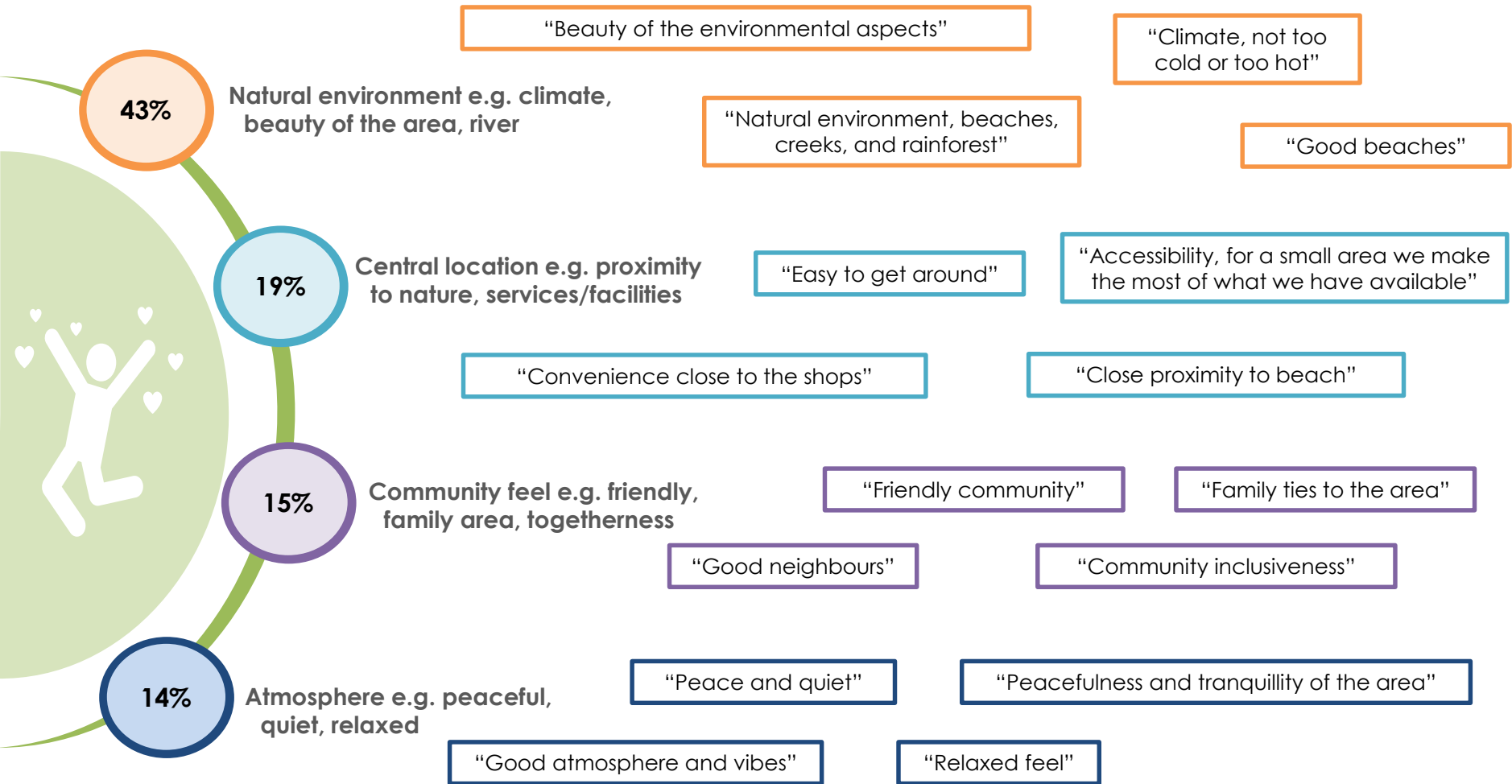
Base: N = 505

Please see Appendix A for complete list of comments.

43% of residents value the 'natural environment' when living in the Ballina Shire area.

Most Valued Aspects of Living in the Shire

Q1. What do you value most about living in the Ballina Shire area?



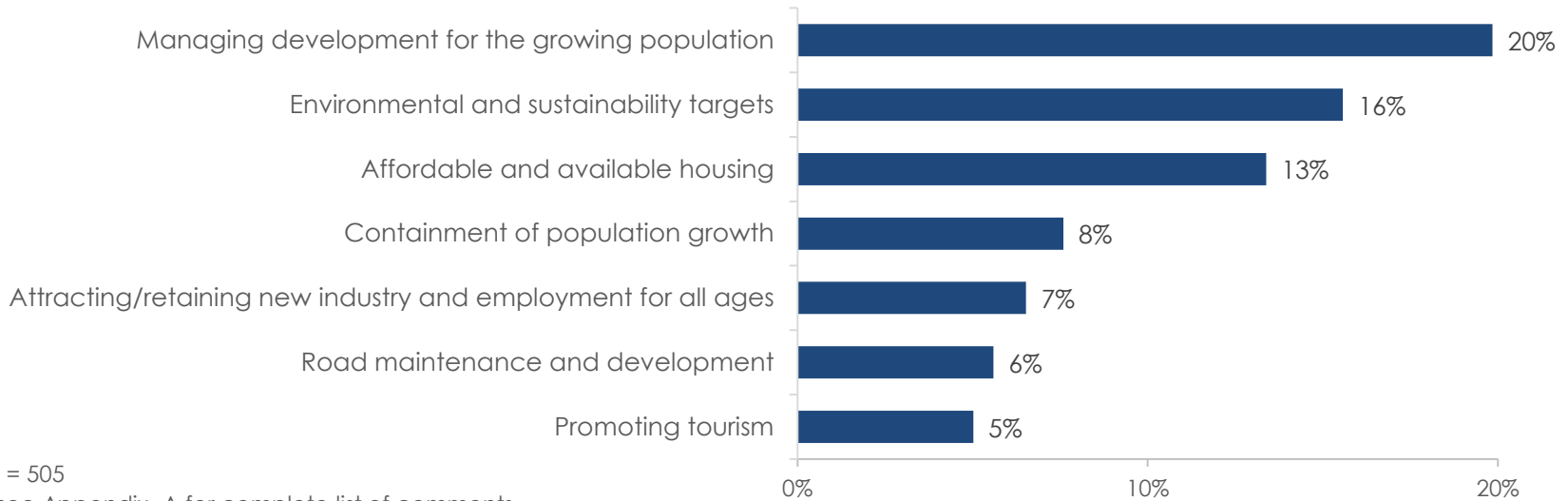
Base: N = 505

Please see Appendix A for complete list of comments.

43% of residents value the 'natural environment' when living in the Ballina Shire area.

Top Priority Areas for Council to Focus On

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

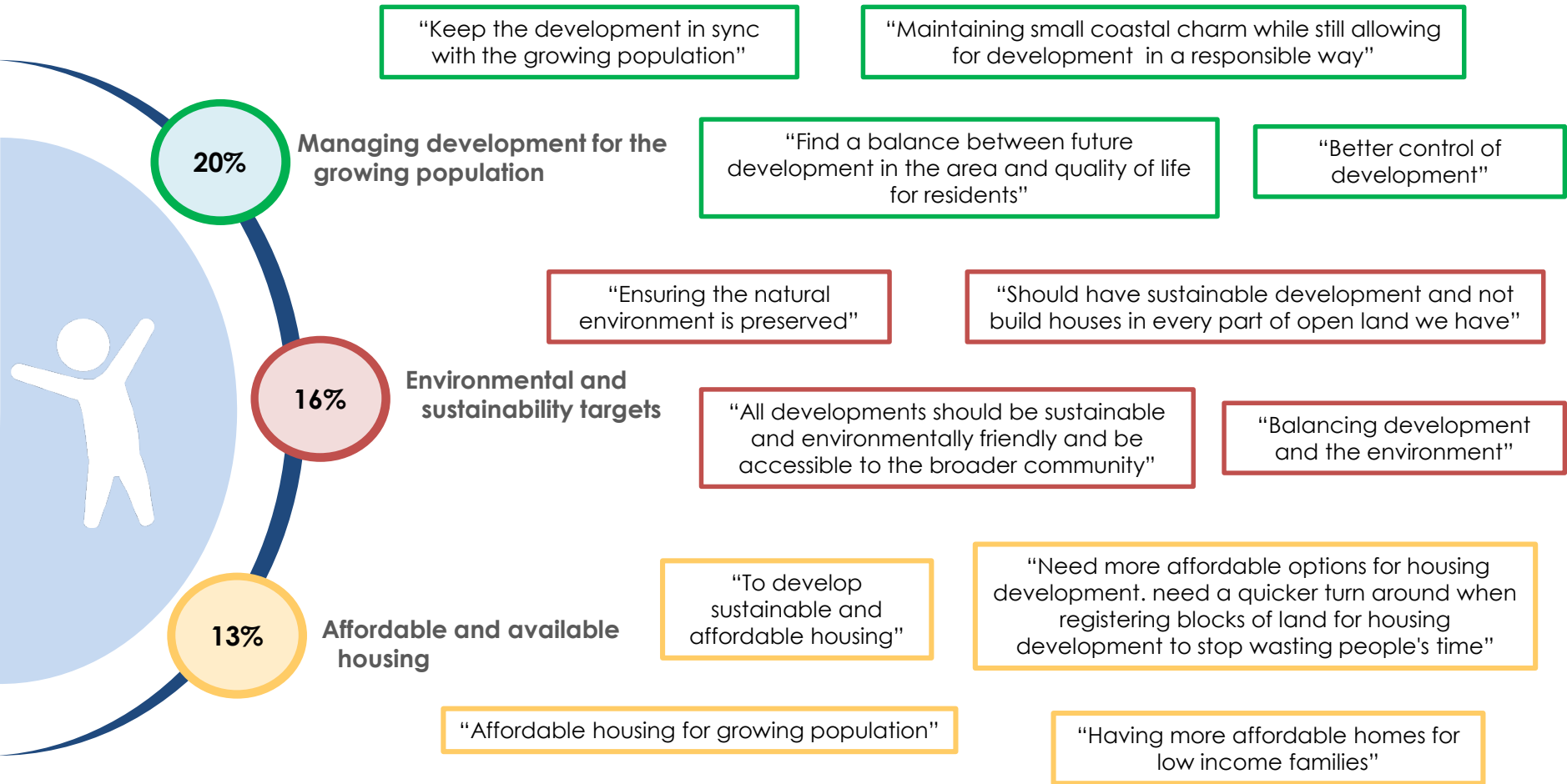


Base: N = 505
Please see Appendix A for complete list of comments.

‘Managing development for the growing population’ was the most frequently mentioned goal for the community in the next 10 years.

Top Priority Areas for Council to Focus On

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



Base: N = 505
Please see Appendix A for complete list of comments.

'Managing development for the growing population' was the most frequently mentioned goal for the community in the next 10 years.



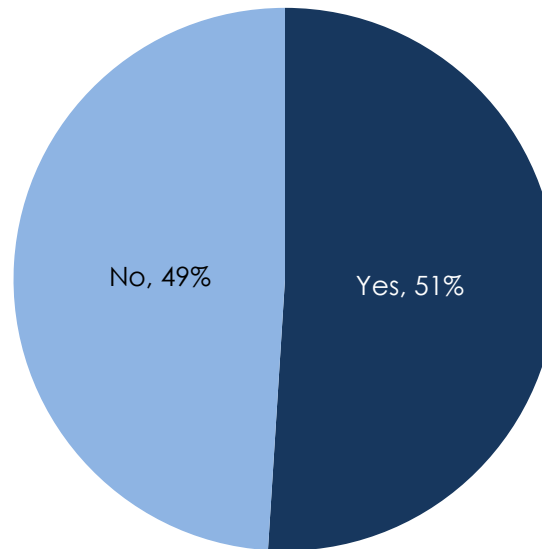
Detailed Results

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Contact with Council

Q4a. Have you contacted Ballina Shire Council in the last 12 months?

	2020	2018	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Yes (%)	51%	51%	54%	48%	23%▼	57%	63%▲	52%	52%	45%	58%	40%	61%
Base	505	505	238	267	91	114	143	158	112	176	90	50	77



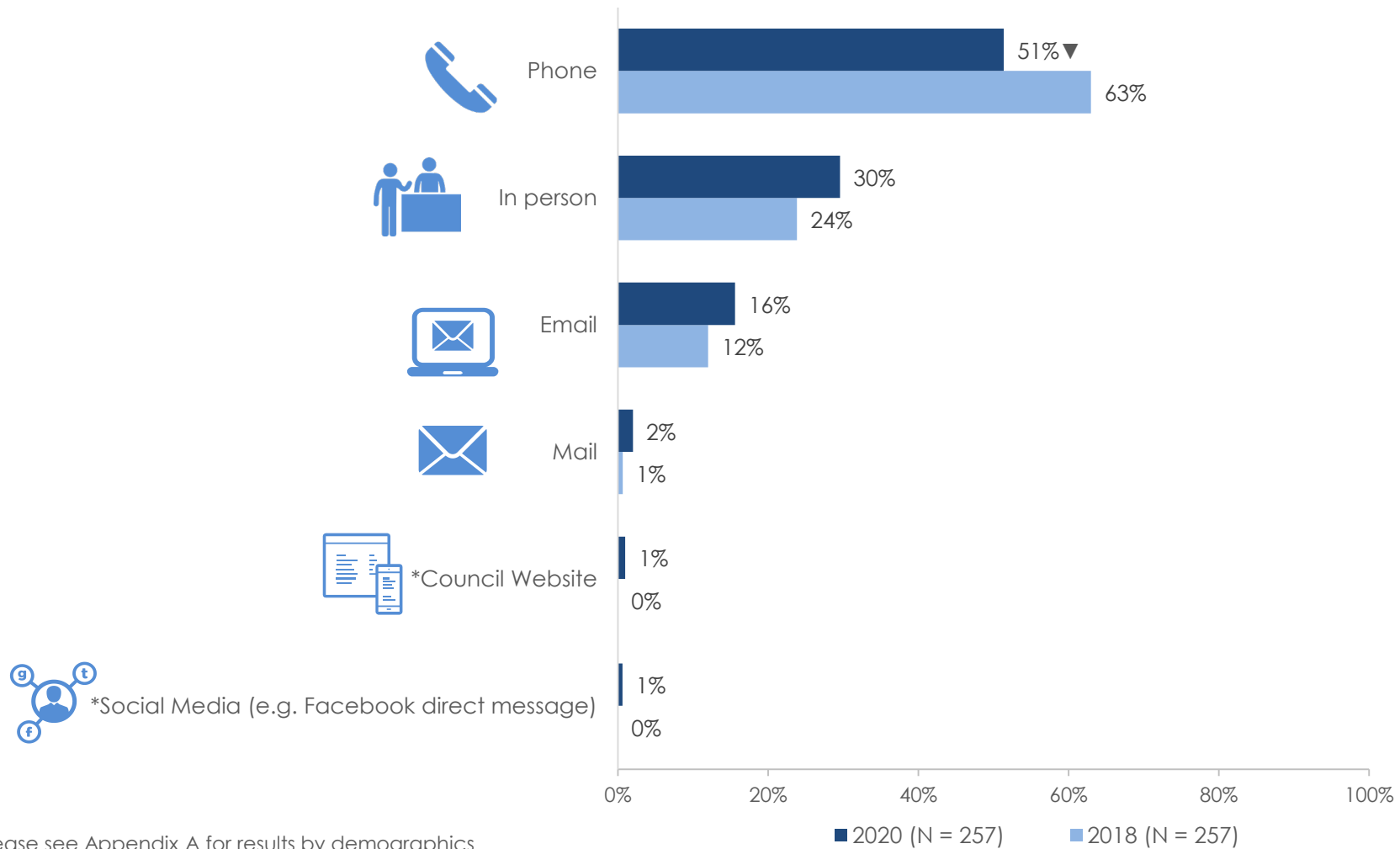
Base: N = 505

▲▼ = A significantly higher/lower percentage (by group)

51% of residents have had contact with Council in the last 12 months, this is on par with 2018 results. Those aged 50-64 were more likely to have contacted Council.

Method of Contact

Q4b. (If yes on Q4a), when you made contact with the Council staff was it by:



Please see Appendix A for results by demographics
 ▲ ▼ = A significantly higher/lower percentage (by year)

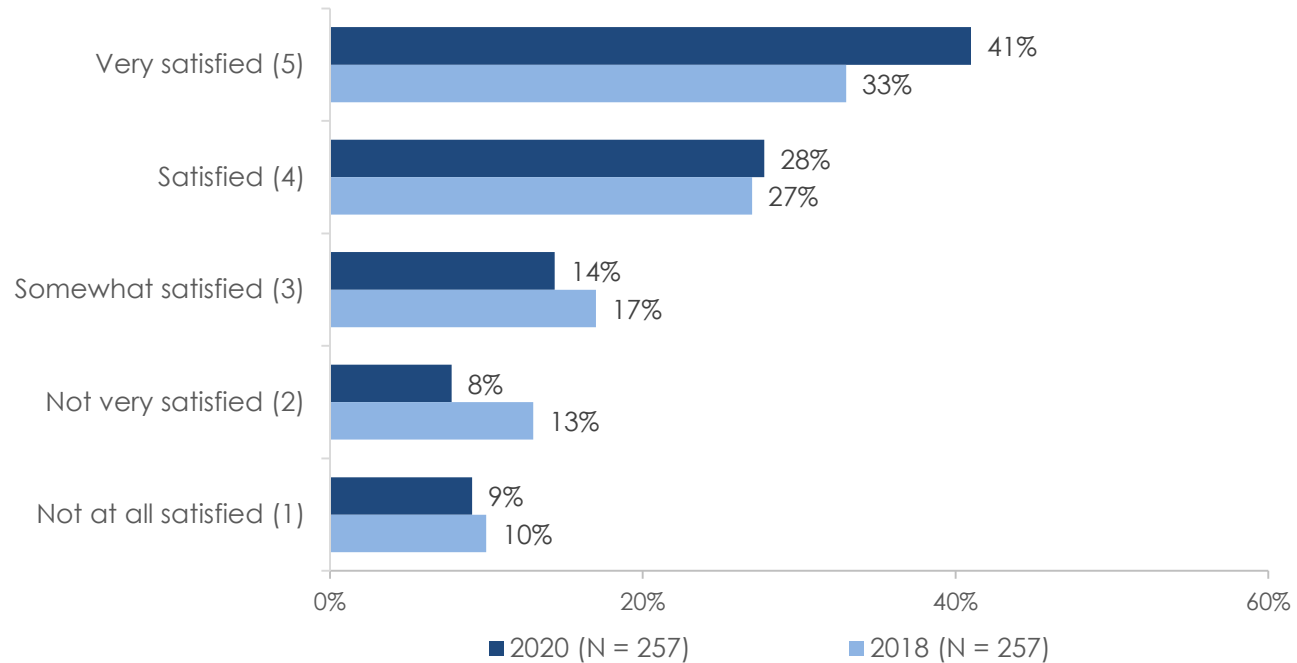
*New question 2020

51% of residents who contacted Council did so via 'phone', though fewer residents used phone than in 2018.

Satisfaction with Contact

Q4c. (If yes to Q4a), how satisfied were you with the way that your contact was handled?

	2020	2018	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.84	3.58	3.68	4.00	3.62	3.71	3.93	3.88	3.65	3.90	3.84	4.11	3.85
Base	257	257	129	128	21	64	90	82	58	80	52	20	47



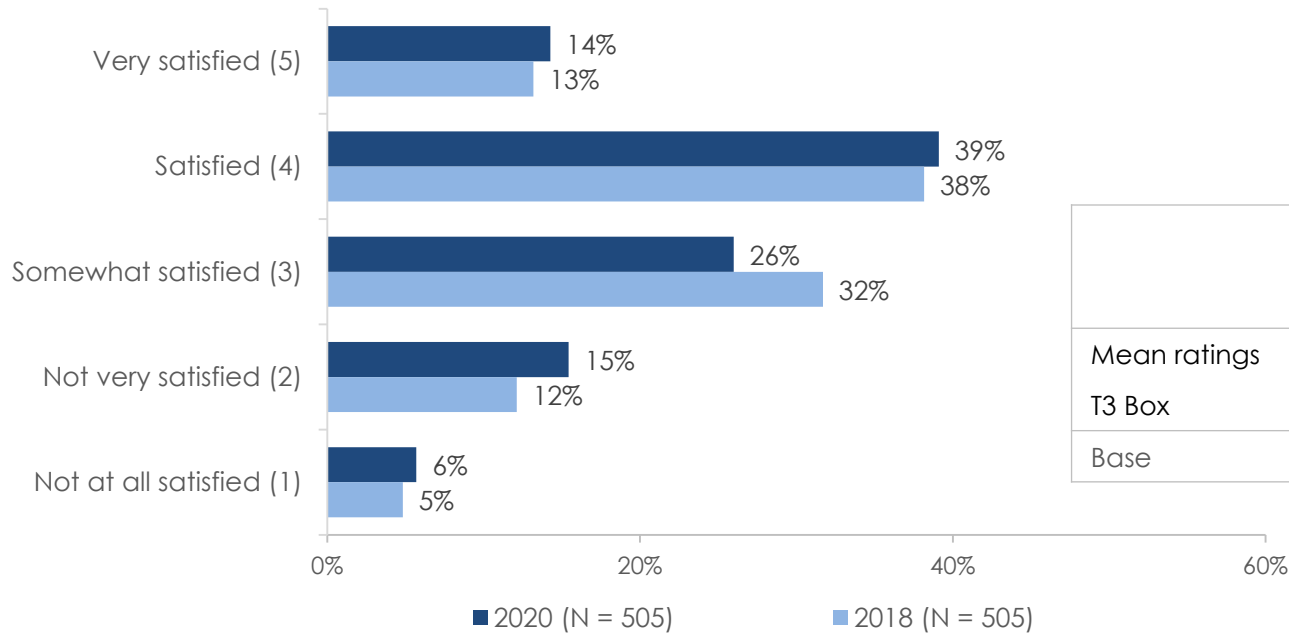
Scale: 1 = not at all satisfied, 5 = very satisfied

83% of residents that made contact with Council were at least 'somewhat satisfied' with the way their contact was handled. These results are on par with previous research.

Satisfaction with the Level of Communication Council has with the Community

Q5. How satisfied are you currently with the level of communication Council has with the community?

	2020	2018	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.41	3.43	3.38	3.44	2.96▼	3.41	3.35	3.71▲	3.46	3.53	3.22	3.29	3.34
Base	505	505	238	267	91	114	143	158	112	176	90	50	77



	Ballina Shire Council	Micromex LGA Benchmark – Regional
Mean ratings	3.41	3.32
T3 Box	79%	80%
Base	505	14,365

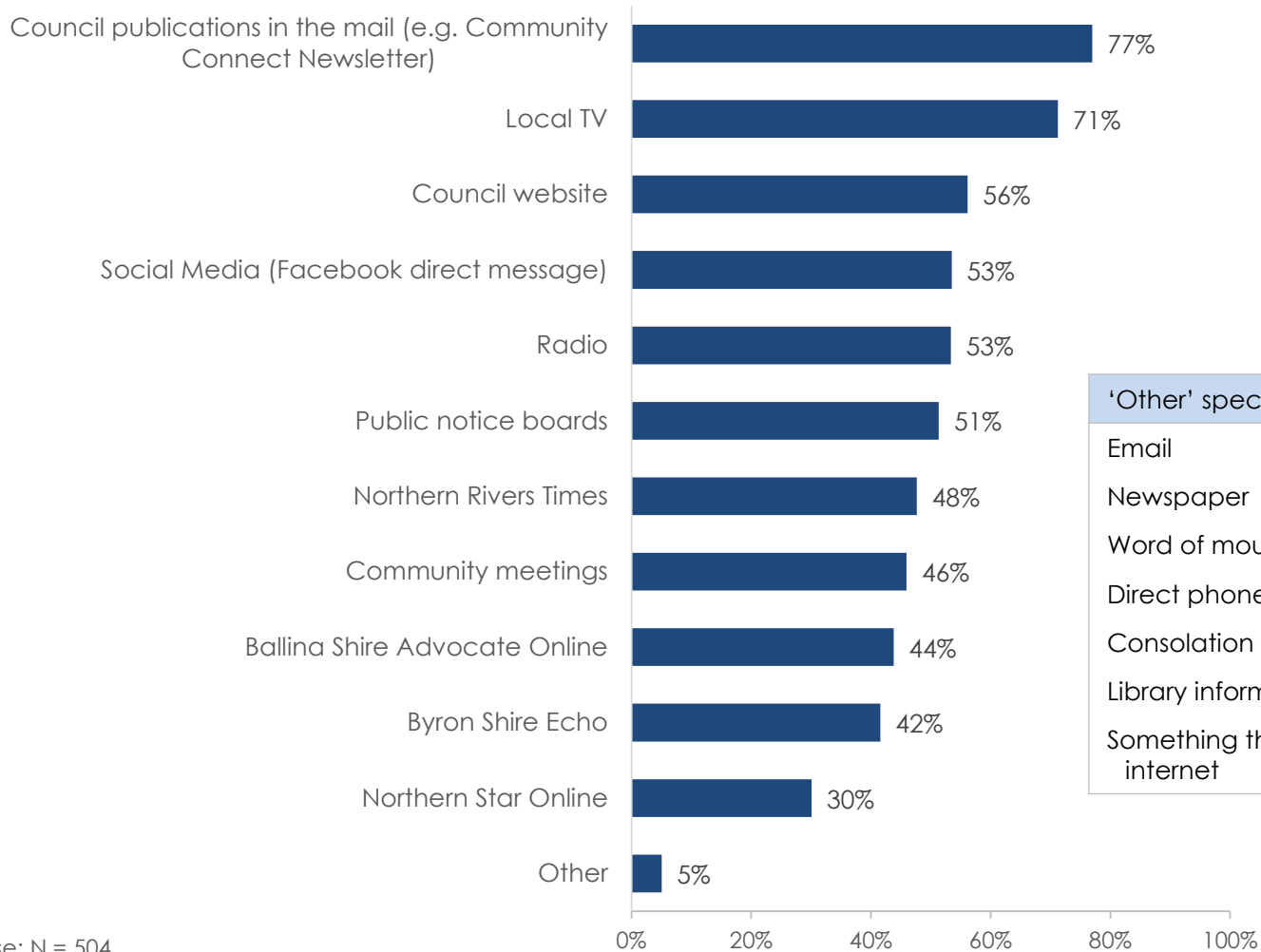
Scale: 1 = not at all satisfied, 5 = very satisfied

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

79% of residents are at least 'somewhat satisfied' with the level of communication Council currently has with the community. The younger age demographic was significantly less satisfied with the level of communication, this is not unusual as they tend to be more unaware of Council activities.

Preferred Method of Contact From Council

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



'Other' specified (5%)	Count
Email	18
Newspaper	5
Word of mouth	2
Direct phone call	1
Consolation with volunteer groups	1
Library information centre	1
Something that doesn't use the internet	1

Base: N = 504
Please see Appendix A for results by demographics

77% of residents want to be informed of Council activities by 'Council publications in the mail'.

Importance of, and Satisfaction with, Council Services & Facilities



Detailed Results

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Services & Facilities**

Service Areas

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. Each of the 41 facilities/services were grouped into service areas as detailed below:

<u>Community facilities</u>
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)
Arts, culture and entertainment facilities
Playgrounds

<u>Human services</u>
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

<u>Infrastructure</u>
Roads
General garbage collection
Recycling options
Sewerage management and recycled water
Cycleways and bicycle facilities
Water supply
Parking
Drainage/flood management
Ballina Byron Gateway Airport
Overall health of the Richmond River

<u>Corporate services and management</u>
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

An Explanation

The following pages detail the Shapley findings for each service area, rank services/facilities within each service area and identify the stated importance and satisfaction ratings by key demographics.

Importance

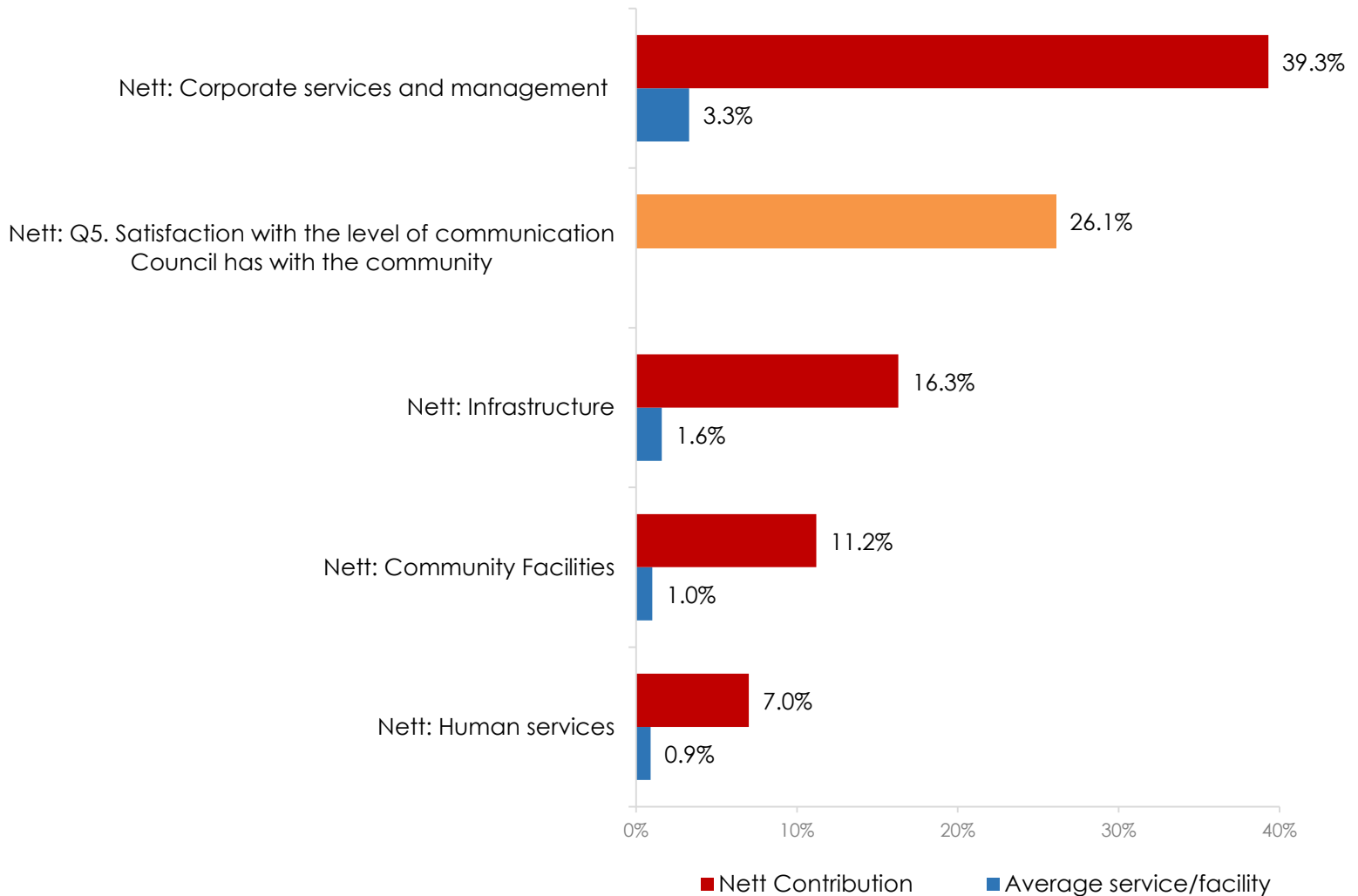
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Contribution to Overall Satisfaction with Council's Performance

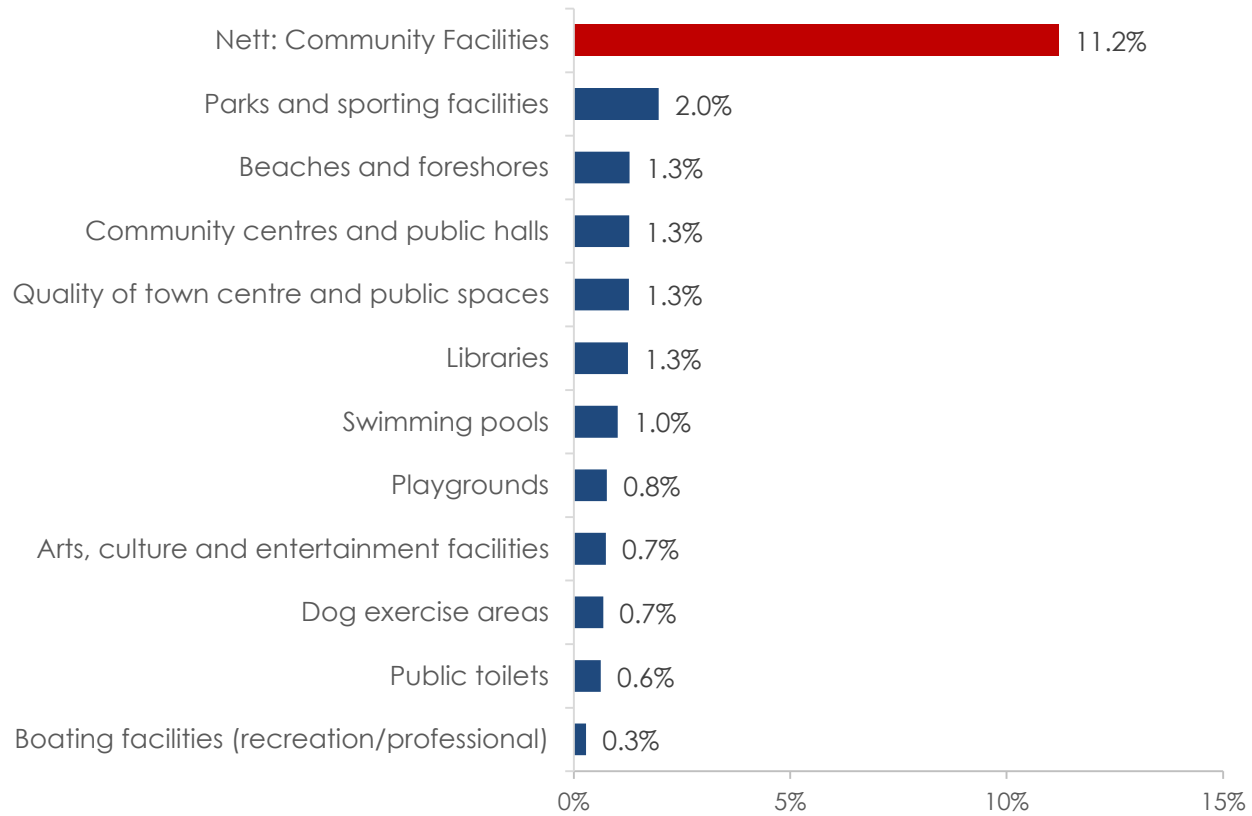
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Corporate services and management' (39%) is the key contributor toward overall satisfaction with Council's performance.



Service Area 1: Community Facilities

Shapley Regression

Contributes to Over 11% of Overall Satisfaction with Council



Service Area 1: Community Facilities

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Beaches and foreshores	92%	95%
Quality of town centre and public spaces	83%	93%
Public toilets	71%	81%
Parks and sporting facilities	67%	92%
Arts, culture and entertainment facilities	59%	85%
Swimming pools	59%	97%
Libraries	57%	95%
Playgrounds	57%	83%
Dog exercise areas	52%	85%
Community centres and public halls	49%	89%
Boating facilities (recreation/professional)	44%	97%

Within the ‘Community Facilities’ service area, in terms of importance, ‘beaches and foreshores’ is considered to be the most important, whilst the ‘boating facilities’ is the facility of least relative importance.

Service Area 1: Community Facilities

Importance Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.90	3.96	3.85	4.09	4.17	4.03	3.48
Libraries	3.57	3.24	3.85	3.45	3.35	3.60	3.76
Community centres and public halls	3.49	3.31	3.65	3.50	3.22	3.69	3.49
Quality of town centre and public spaces	4.26	4.24	4.28	4.47	4.28	4.22	4.16
Swimming pools	3.63	3.51	3.73	3.84	3.88	3.61	3.35
Dog exercise areas	3.29	3.10	3.45	3.56	3.48	3.27	3.00
Public toilets	3.95	3.73	4.14	4.07	3.90	4.13	3.75
Beaches and foreshores	4.59	4.58	4.60	4.80	4.77	4.70	4.25
Boating facilities (recreation/professional)	3.08	3.12	3.05	3.24	3.02	3.12	3.01
Arts, culture and entertainment facilities	3.66	3.50	3.80	3.96	3.71	3.63	3.48
Playgrounds	3.48	3.36	3.58	4.10	3.66	3.19	3.26

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Parks and sporting facilities	4.15	3.98	3.86	3.78	3.49
Libraries	3.86	3.68	3.52	3.43	3.02
Community centres and public halls	3.76	3.54	3.40	3.38	3.15
Quality of town centre and public spaces	4.39	4.32	4.31	4.17	3.97
Swimming pools	3.89	3.74	3.43	3.34	3.42
Dog exercise areas	3.16	3.39	3.33	3.75	2.90
Public toilets	4.13	3.88	4.11	3.74	3.78
Beaches and foreshores	4.64	4.53	4.75	4.42	4.62
Boating facilities (recreation/professional)	3.19	3.12	2.80	3.29	3.02
Arts, culture and entertainment facilities	3.73	3.54	3.86	3.61	3.61
Playgrounds	3.76	3.44	3.46	3.59	3.11

Service Area 1: Community Facilities

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and sporting facilities	6%	6%	19%	26%	41%	505
Libraries	11%	14%	19%	21%	36%	505
Community centres and public halls	10%	10%	31%	21%	28%	505
Quality of town centre and public spaces	1%	3%	13%	34%	49%	505
Swimming pools	14%	7%	20%	21%	38%	505
Dog exercise areas	25%	10%	14%	17%	35%	505
Public toilets	7%	5%	17%	29%	42%	505
Beaches and foreshores	2%	1%	5%	19%	73%	505
Boating facilities (recreation/professional)	26%	10%	21%	17%	27%	505
Arts, culture and entertainment facilities	8%	8%	25%	28%	31%	505
Playgrounds	17%	10%	17%	23%	34%	505

Service Area 1: Community Facilities

Satisfaction Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.93	3.98	3.87	3.84	3.82	3.93	4.10
Libraries	4.27	4.05	4.41	4.05	4.32	4.20	4.40
Community centres and public halls	3.86	3.84	3.88	3.93	3.91	3.69	3.97
Quality of town centre and public spaces	3.86	3.83	3.89	3.73	3.67	3.87	4.09
Swimming pools	4.53	4.50	4.55	4.83	4.33	4.49	4.56
Dog exercise areas	3.76	3.68	3.82	3.75	3.42	3.86	3.98
Public toilets	3.41	3.43	3.39	2.93	3.15	3.58	3.73
Beaches and foreshores	4.22	4.13	4.30	4.20	4.28	4.18	4.23
Boating facilities (recreation/professional)	4.13	4.11	4.15	4.16	4.07	4.14	4.15
Arts, culture and entertainment facilities	3.50	3.45	3.54	3.33	3.35	3.48	3.80
Playgrounds	3.51	3.48	3.54	3.45	3.15	3.51	3.91

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Parks and sporting facilities	3.93	3.97	3.87	4.03	3.78
Libraries	3.99	4.46	4.34	4.33	4.13
Community centres and public halls	3.69	4.05	3.52	4.52	3.79
Quality of town centre and public spaces	3.87	3.90	3.61	4.12	3.89
Swimming pools	4.71	4.56	4.22	4.49	4.53
Dog exercise areas	4.07	3.69	3.28	4.00	3.98
Public toilets	3.46	3.53	3.03	3.71	3.40
Beaches and foreshores	4.45	4.27	4.00	4.11	4.12
Boating facilities (recreation/professional)	4.20	4.28	3.95	4.14	3.87
Arts, culture and entertainment facilities	3.68	3.47	3.23	3.91	3.40
Playgrounds	3.77	3.50	3.21	3.75	3.21

Service Area 1: Community Facilities

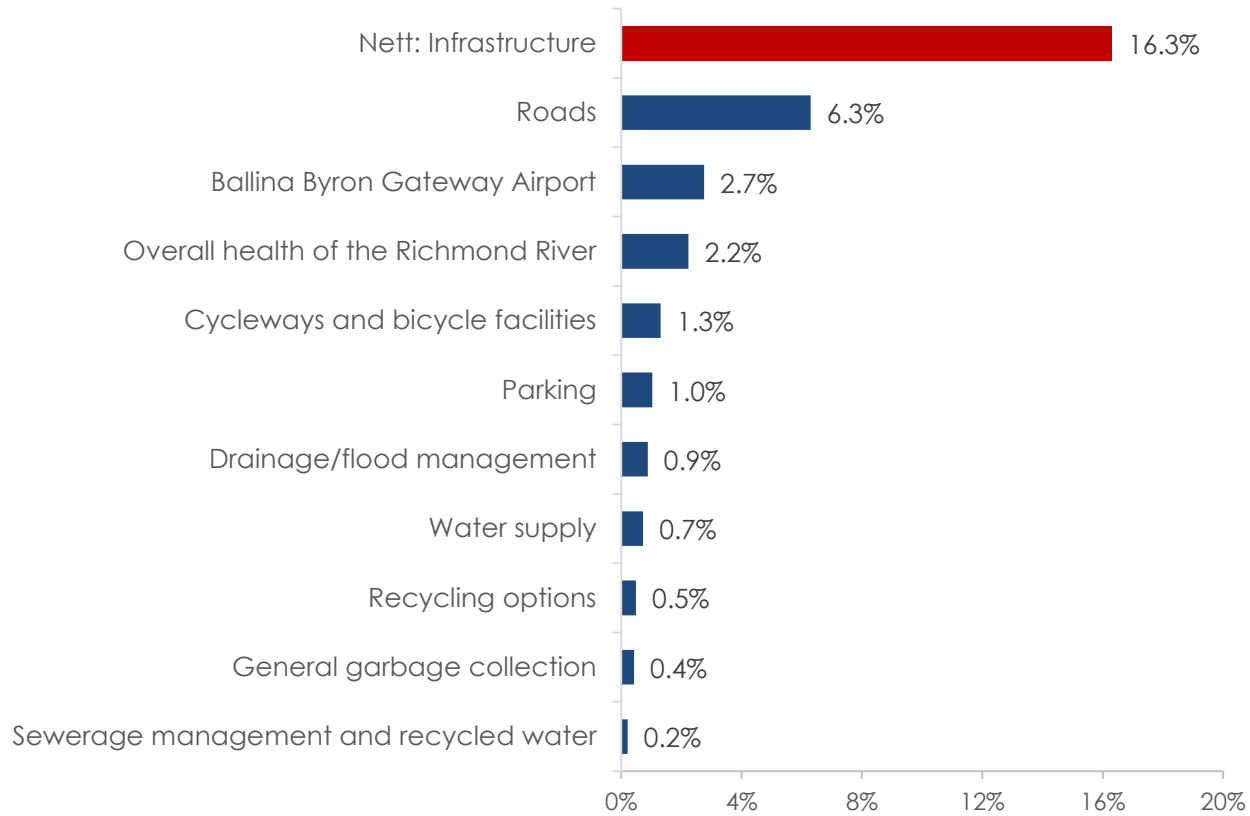
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and sporting facilities	2%	6%	18%	46%	28%	339
Libraries	3%	2%	9%	38%	48%	282
Community centres and public halls	4%	8%	18%	41%	30%	243
Quality of town centre and public spaces	1%	6%	23%	45%	25%	417
Swimming pools	1%	2%	5%	28%	64%	295
Dog exercise areas	6%	9%	19%	35%	31%	252
Public toilets	5%	14%	32%	32%	17%	351
Beaches and foreshores	1%	4%	13%	38%	44%	463
Boating facilities (recreation/professional)	1%	3%	17%	41%	39%	214
Arts, culture and entertainment facilities	7%	8%	27%	44%	14%	295
Playgrounds	6%	10%	31%	31%	21%	284

Service Area 2: Infrastructure

Shapley Regression

Contributes to Over 16% of Overall Satisfaction with Council



Service Area 2: Infrastructure

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
General garbage collection	94%	93%
Recycling options	90%	86%
Roads	90%	83%
Overall health of the Richmond River	87%	78%
Water supply	84%	96%
Ballina Byron Gateway Airport	82%	97%
Parking	79%	81%
Drainage/flood management	76%	82%
Sewerage management and recycled water	74%	94%
Cycleways and bicycle facilities	67%	91%

Within the 'Infrastructure' service area, in terms of importance, 'general garbage collection' is considered to be the most important, whilst the 'cycleways and bicycle facilities' is the facility of least relative importance.

Service Area 2: Infrastructure

Importance Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Roads	4.55	4.46	4.63	4.77	4.50	4.51	4.50
General garbage collection	4.61	4.51	4.71	4.72	4.52	4.66	4.58
Recycling options	4.58	4.49	4.65	4.93	4.50	4.61	4.39
Sewerage management and recycled water	4.09	4.09	4.10	4.55	3.92	4.06	3.98
Cycleways and bicycle facilities	3.85	3.79	3.91	3.88	4.10	3.92	3.61
Water supply	4.42	4.39	4.45	4.65	4.33	4.40	4.38
Parking	4.24	4.08	4.39	4.42	4.04	4.24	4.28
Drainage/flood management	4.17	4.09	4.25	4.48	3.91	4.31	4.06
Ballina Byron Gateway Airport	4.30	4.10	4.48	4.20	4.34	4.29	4.34
Overall health of the Richmond River	4.49	4.41	4.57	4.57	4.52	4.54	4.39

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Roads	4.54	4.57	4.44	4.72	4.54
General garbage collection	4.67	4.63	4.55	4.64	4.57
Recycling options	4.55	4.55	4.63	4.81	4.45
Sewerage management and recycled water	4.14	4.31	4.34	4.01	3.29
Cycleways and bicycle facilities	3.84	3.99	3.98	3.73	3.49
Water supply	4.41	4.68	4.71	4.54	3.44
Parking	4.25	4.41	4.11	4.42	3.87
Drainage/flood management	4.15	4.35	3.97	4.50	3.81
Ballina Byron Gateway Airport	4.53	4.28	4.39	4.37	3.85
Overall health of the Richmond River	4.54	4.49	4.46	4.81	4.26

Service Area 2: Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Roads	2%	1%	7%	20%	70%	505
General garbage collection	1%	1%	5%	23%	71%	505
Recycling options	1%	2%	7%	20%	70%	505
Sewerage management and recycled water	8%	5%	13%	19%	55%	505
Cycleways and bicycle facilities	8%	8%	18%	24%	43%	505
Water supply	6%	2%	8%	12%	72%	505
Parking	3%	3%	15%	25%	54%	505
Drainage/flood management	5%	4%	16%	21%	55%	505
Ballina Byron Gateway Airport	5%	3%	10%	22%	60%	505
Overall health of the Richmond River	2%	1%	9%	18%	69%	505

Service Area 2: Infrastructure

Satisfaction Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Roads	3.52	3.53	3.51	3.45	3.46	3.51	3.61
General garbage collection	4.22	4.28	4.17	4.32	4.06	4.05	4.44
Recycling options	3.82	3.88	3.77	3.59	3.75	3.63	4.21
Sewerage management and recycled water	4.05	3.99	4.10	4.23	3.85	4.01	4.11
Cycleways and bicycle facilities	3.90	3.82	3.97	3.42	3.92	4.00	4.04
Water supply	4.32	4.27	4.36	4.41	4.39	4.23	4.29
Parking	3.48	3.35	3.59	3.13	3.48	3.53	3.64
Drainage/flood management	3.47	3.46	3.49	3.27	3.26	3.50	3.70
Ballina Byron Gateway Airport	4.29	4.20	4.35	4.10	4.23	4.27	4.43
Overall health of the Richmond River	3.24	3.20	3.27	3.51	3.18	3.11	3.24

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Roads	3.59	3.60	3.38	3.62	3.32
General garbage collection	4.33	4.33	3.94	4.38	4.03
Recycling options	3.92	3.95	3.42	4.12	3.69
Sewerage management and recycled water	4.23	4.21	3.84	3.92	3.47
Cycleways and bicycle facilities	3.66	4.12	3.92	3.92	3.64
Water supply	4.38	4.35	4.17	4.67	3.93
Parking	3.62	3.55	3.14	3.53	3.39
Drainage/flood management	3.71	3.53	3.32	3.28	3.27
Ballina Byron Gateway Airport	4.26	4.35	4.17	4.38	4.24
Overall health of the Richmond River	3.23	3.24	3.19	3.41	3.15

Service Area 2: Infrastructure

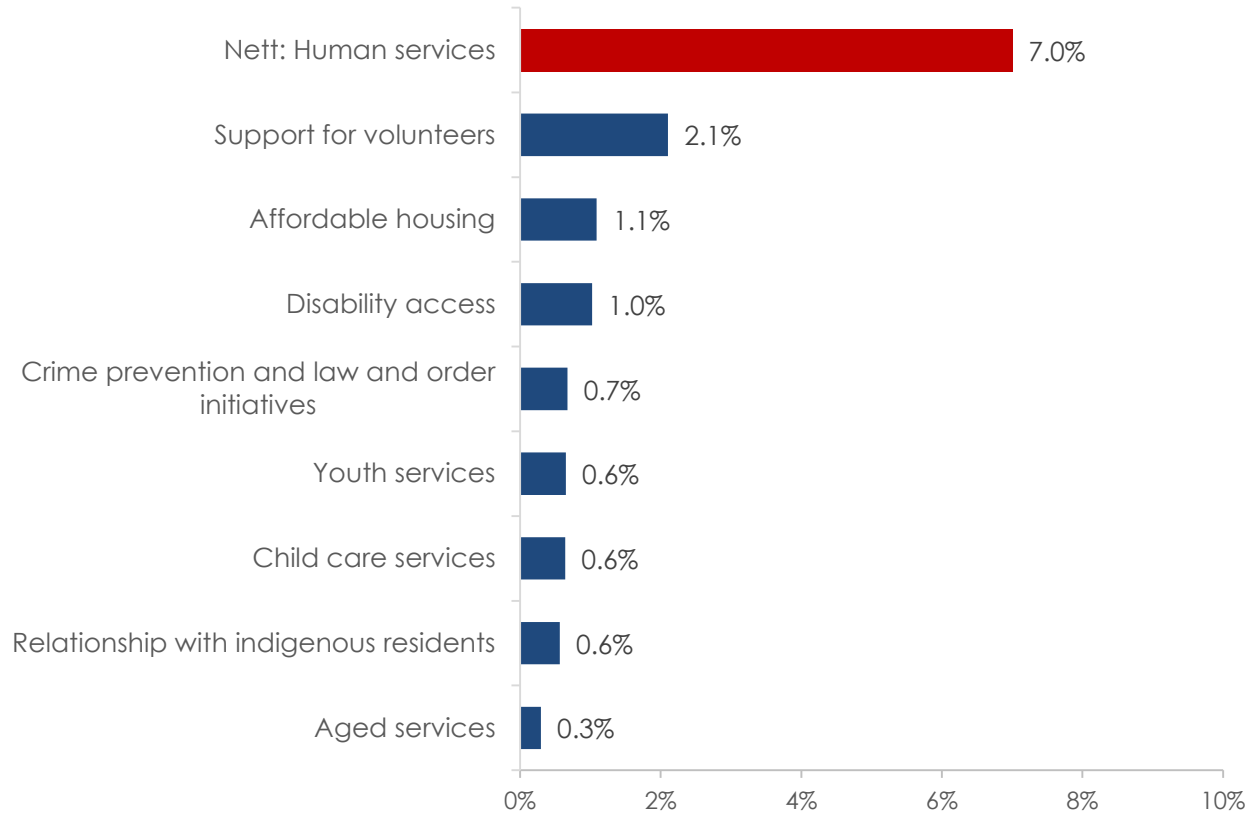
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Roads	5%	12%	27%	38%	18%	454
General garbage collection	4%	3%	10%	34%	49%	471
Recycling options	5%	9%	22%	28%	36%	457
Sewerage management and recycled water	2%	5%	18%	38%	38%	356
Cycleways and bicycle facilities	4%	5%	18%	42%	31%	331
Water supply	2%	2%	11%	32%	53%	418
Parking	5%	13%	27%	37%	17%	400
Drainage/flood management	6%	12%	29%	34%	19%	377
Ballina Byron Gateway Airport	1%	3%	12%	35%	50%	406
Overall health of the Richmond River	10%	13%	34%	31%	13%	422

Service Area 3: Human Services

Shapley Regression

Contributes to 7% of Overall Satisfaction with Council



Service Area 3: Human Services

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Crime prevention and law and order initiatives	84%	85%
Support for volunteers	79%	92%
Disability access	77%	89%
Aged services	73%	95%
Relationship with indigenous residents	73%	77%
Affordable housing	70%	48%
Youth services	56%	82%
Child care services	44%	88%

Within the 'Human Services' service area, in terms of importance, 'crime prevention and law and order initiatives' is considered to be the most important, whilst the 'child care services' is the facility of least relative importance.

Service Area 3: Human Services

Importance Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Child care services	3.06	2.90	3.21	3.72	3.02	2.79	2.97
Youth services	3.51	3.34	3.66	4.12	3.64	3.38	3.18
Aged services	3.94	3.77	4.08	3.90	3.53	3.91	4.27
Relationship with indigenous residents	4.06	3.86	4.24	4.40	4.02	4.16	3.81
Support for volunteers	4.22	4.12	4.32	4.41	4.05	4.28	4.18
Disability access	4.14	4.05	4.22	4.32	3.96	4.15	4.15
Affordable housing	3.99	3.89	4.08	4.52	3.69	4.09	3.82
Crime prevention and law and order initiatives	4.38	4.21	4.53	4.33	4.41	4.41	4.35

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Child care services	3.25	2.98	3.41	3.25	2.45
Youth services	3.63	3.48	3.74	3.70	3.01
Aged services	3.85	4.16	4.01	4.14	3.34
Relationship with indigenous residents	4.23	4.02	4.20	4.08	3.72
Support for volunteers	4.49	4.23	4.29	3.90	3.94
Disability access	4.11	4.22	4.14	4.40	3.81
Affordable housing	3.93	4.10	3.99	3.98	3.85
Crime prevention and law and order initiatives	4.46	4.46	4.38	4.58	3.94

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)

Service Area 3: Human Services

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Child care services	27%	13%	16%	13%	31%	505
Youth services	18%	6%	21%	18%	38%	505
Aged services	13%	5%	11%	21%	52%	505
Relationship with indigenous residents	6%	4%	19%	24%	49%	505
Support for volunteers	5%	3%	13%	22%	57%	505
Disability access	8%	3%	13%	20%	57%	505
Affordable housing	9%	4%	18%	19%	51%	505
Crime prevention and law and order initiatives	2%	4%	10%	22%	62%	505

Service Area 3: Human Services

Satisfaction Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Child care services	3.75	3.64	3.83	3.59	3.50	3.94	3.94
Youth services	3.29	3.26	3.32	3.41	2.99	3.35	3.41
Aged services	3.86	3.85	3.86	4.27	3.53	3.84	3.85
Relationship with indigenous residents	3.27	3.26	3.28	2.91	3.27	3.32	3.52
Support for volunteers	3.75	3.68	3.80	3.54	3.69	3.67	3.98
Disability access	3.71	3.75	3.67	3.76	3.61	3.66	3.78
Affordable housing	2.49	2.37	2.58	1.99	2.33	2.57	2.97
Crime prevention and law and order initiatives	3.49	3.46	3.52	3.19	3.51	3.43	3.73

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Child care services	3.83	3.99	3.35	4.07	3.28
Youth services	3.48	3.40	2.85	3.20	3.39
Aged services	3.82	3.96	3.72	3.89	3.72
Relationship with indigenous residents	3.31	3.50	2.89	3.34	3.10
Support for volunteers	3.75	3.98	3.49	4.06	3.32
Disability access	3.67	3.76	3.68	3.86	3.51
Affordable housing	2.69	2.72	1.92	2.49	2.31
Crime prevention and law and order initiatives	3.55	3.61	3.32	3.52	3.26

Service Area 3: Human Services

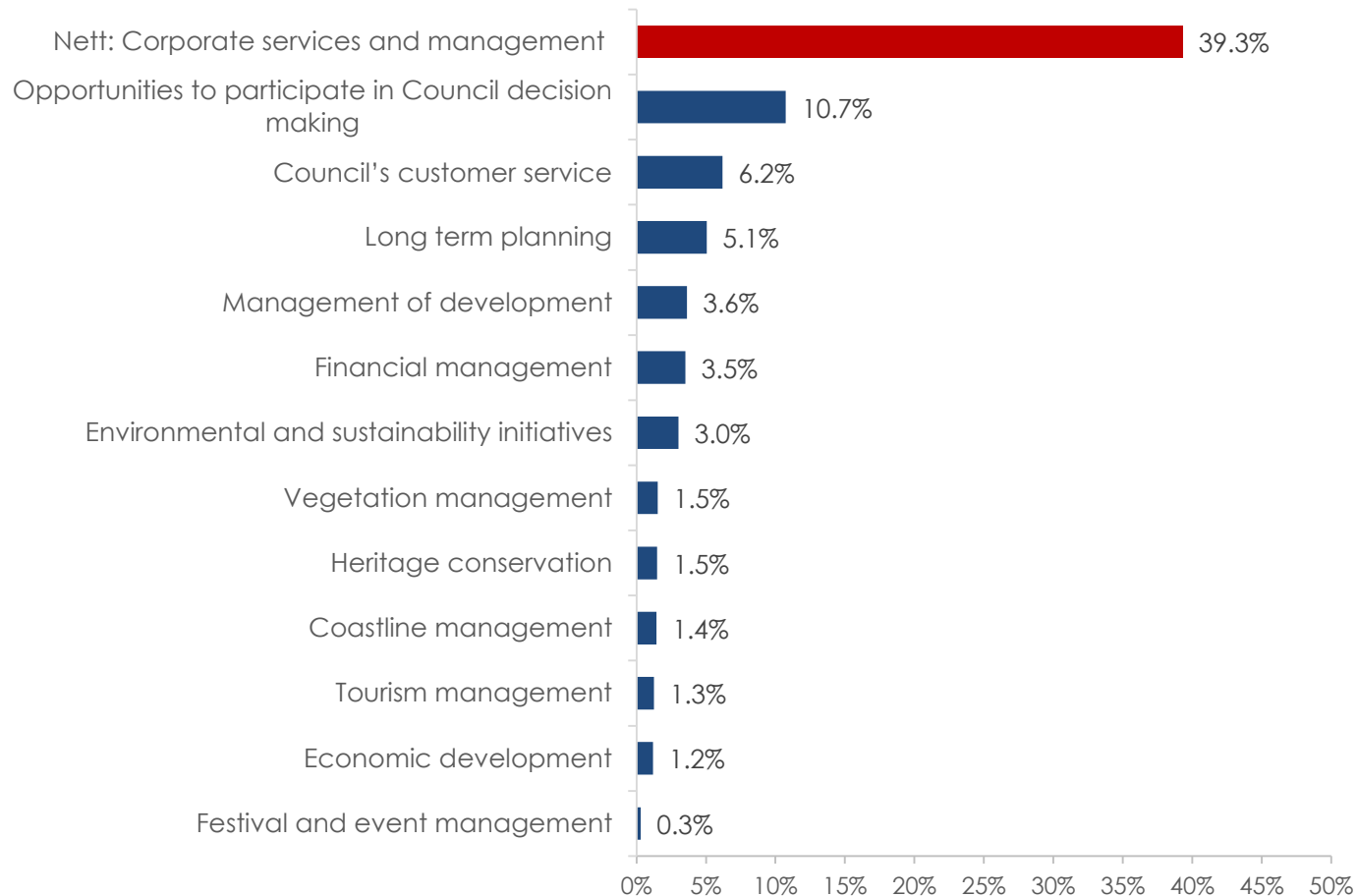
Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Child care services	3%	9%	23%	41%	24%	198
Youth services	5%	13%	38%	35%	9%	233
Aged services	1%	4%	30%	40%	25%	327
Relationship with indigenous residents	8%	15%	32%	31%	14%	334
Support for volunteers	3%	6%	29%	40%	23%	368
Disability access	4%	7%	29%	36%	24%	361
Affordable housing	24%	28%	31%	11%	6%	333
Crime prevention and law and order initiatives	6%	11%	29%	39%	17%	411

Service Area 4: Corporate Services and Management

Shapley Regression

Contributes to Almost 40% of Overall Satisfaction with Council



Service Area 4: Corporate Services and Management

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Coastline management	84%	89%
Long term planning	82%	77%
Environmental and sustainability initiatives	81%	85%
Council's customer service	79%	84%
Vegetation management	76%	83%
Financial management	75%	87%
Management of development	74%	67%
Heritage conservation	73%	85%
Tourism management	72%	90%
Economic development	70%	84%
Opportunities to participate in Council decision making	69%	66%
Festival and event management	56%	83%

Within the 'Corporate Services and Management' service area, in terms of importance, 'coastline management' is considered to be the most important, whilst the 'festival and event management' is the facility of least relative importance.

Service Area 4: Corporate Services and Management

Importance Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Council's customer service	4.21	4.05	4.35	4.40	3.89	4.34	4.22
Opportunities to participate in Council decision making	4.00	3.98	4.03	4.42	3.73	4.18	3.80
Management of development	4.09	4.07	4.11	4.22	4.12	4.09	4.00
Economic development	4.00	3.98	4.03	4.10	4.08	3.98	3.92
Vegetation management	4.16	4.03	4.27	4.42	4.05	4.29	3.97
Tourism management	4.05	3.92	4.16	3.98	4.07	4.13	3.99
Coastline management	4.42	4.33	4.51	4.60	4.53	4.43	4.24
Financial management	4.19	4.20	4.19	4.20	4.08	4.28	4.19
Festival and event management	3.59	3.40	3.77	3.71	3.42	3.76	3.50
Environmental and sustainability initiatives	4.32	4.19	4.44	4.68	4.31	4.42	4.03
Long term planning	4.40	4.36	4.43	4.57	4.38	4.45	4.27
Heritage conservation	4.11	4.00	4.22	4.33	3.96	4.20	4.03

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Council's customer service	4.45	4.19	4.09	4.18	4.09
Opportunities to participate in Council decision making	4.18	4.00	4.19	3.91	3.58
Management of development	4.20	4.03	4.35	4.09	3.77
Economic development	4.06	4.00	4.16	4.05	3.72
Vegetation management	4.34	4.16	4.21	4.12	3.83
Tourism management	4.28	4.07	4.06	4.38	3.43
Coastline management	4.58	4.34	4.56	4.52	4.15
Financial management	4.33	4.26	4.20	4.18	3.83
Festival and event management	3.60	3.54	3.74	3.71	3.46
Environmental and sustainability initiatives	4.48	4.26	4.37	4.48	4.07
Long term planning	4.44	4.34	4.53	4.68	4.14
Heritage conservation	4.28	4.02	4.26	4.30	3.80

Scale: 1 = not at all important, 5 = very important
Significantly higher/lower level of importance (by group)

Service Area 4: Corporate Services and Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Council's customer service	4%	3%	14%	26%	53%	505
Opportunities to participate in Council decision making	6%	4%	21%	23%	46%	505
Management of development	6%	4%	16%	23%	51%	505
Economic development	5%	4%	20%	25%	45%	505
Vegetation management	4%	5%	15%	25%	51%	505
Tourism management	4%	4%	19%	27%	45%	505
Coastline management	3%	1%	11%	19%	65%	505
Financial management	4%	3%	17%	20%	55%	505
Festival and event management	9%	9%	26%	27%	29%	505
Environmental and sustainability initiatives	3%	3%	13%	21%	60%	505
Long term planning	3%	2%	14%	17%	65%	505
Heritage conservation	4%	4%	19%	23%	50%	505

Service Area 4: Corporate Services and Management

Satisfaction Mean Scores by Key Demographics

	2020	Male	Female	18-34	35-49	50-64	65+
Council's customer service	3.67	3.47	3.84	3.31	3.51	3.67	3.97
Opportunities to participate in Council decision making	2.96	2.75	3.16	2.61	2.93	3.01	3.18
Management of development	3.03	2.91	3.14	2.77	2.80	3.06	3.35
Economic development	3.45	3.44	3.46	3.36	3.23	3.49	3.67
Vegetation management	3.50	3.42	3.57	3.31	3.63	3.42	3.61
Tourism management	3.71	3.59	3.81	3.43	3.76	3.62	3.92
Coastline management	3.65	3.56	3.73	3.47	3.71	3.56	3.82
Financial management	3.50	3.43	3.56	3.37	3.47	3.45	3.63
Festival and event management	3.56	3.47	3.62	3.50	3.52	3.39	3.81
Environmental and sustainability initiatives	3.49	3.44	3.52	3.51	3.40	3.41	3.61
Long term planning	3.24	3.27	3.20	3.10	3.05	3.14	3.55
Heritage conservation	3.51	3.40	3.60	3.50	3.42	3.54	3.54

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Council's customer service	3.70	3.76	3.48	3.58	3.72
Opportunities to participate in Council decision making	3.12	3.06	2.65	3.29	2.60
Management of development	3.09	3.36	2.41	2.90	3.14
Economic development	3.67	3.55	3.20	3.02	3.55
Vegetation management	3.48	3.59	3.33	3.66	3.37
Tourism management	3.64	3.92	3.46	3.80	3.50
Coastline management	3.83	3.76	3.43	3.62	3.38
Financial management	3.43	3.69	3.30	3.26	3.55
Festival and event management	3.61	3.70	3.17	3.93	3.37
Environmental and sustainability initiatives	3.48	3.61	3.24	3.73	3.27
Long term planning	3.35	3.29	2.91	3.49	3.14
Heritage conservation	3.65	3.60	3.16	3.63	3.38

Scale: 1 = not at all satisfied, 5 = very satisfied
Significantly higher/lower level of satisfaction (by group)

Service Area 4: Corporate Services and Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Council's customer service	7%	9%	21%	37%	26%	387
Opportunities to participate in Council decision making	17%	16%	32%	22%	12%	327
Management of development	14%	19%	30%	24%	13%	361
Economic development	3%	13%	33%	37%	14%	336
Vegetation management	4%	13%	28%	39%	16%	377
Tourism management	4%	6%	30%	36%	24%	355
Coastline management	4%	8%	26%	44%	19%	417
Financial management	5%	7%	35%	38%	14%	362
Festival and event management	4%	13%	26%	38%	19%	280
Environmental and sustainability initiatives	5%	11%	30%	41%	14%	390
Long term planning	9%	14%	35%	29%	13%	387
Heritage conservation	4%	11%	32%	35%	18%	338

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2020	2018	2020	2018
Parks and sporting facilities	3.90	3.90	3.93▲	3.69
Libraries	3.57	3.72	4.27	4.30
Community centres and public halls	3.49	3.53	3.86	3.81
Quality of town centre and public spaces	4.26	4.21	3.86▲	3.69
Swimming pools	3.63	3.77	4.53▲	4.27
Dog exercise areas	3.29	3.24	3.76▲	3.36
Public toilets	3.95▼	4.15	3.41	3.24
Beaches and foreshores	4.59	4.62	4.22▲	4.01
Boating facilities (recreation/professional)	3.08	3.11	4.13▲	3.87
Arts, culture and entertainment facilities	3.66	3.65	3.50	3.52
Playgrounds	3.48▼	3.73	3.51	3.53
Roads	4.55▼	4.72	3.52▲	3.18
General garbage collection	4.61▼	4.75	4.22	4.10
Recycling options	4.58	4.54	3.82	3.80
Sewerage management and recycled water	4.09	4.18	4.05▲	3.85
Cycleways and bicycle facilities	3.85	3.87	3.90	3.73
Water supply	4.42▼	4.62	4.32	4.25
Parking	4.24▼	4.50	3.48	3.39
Drainage/flood management	4.17▼	4.35	3.47	3.36
Ballina Byron Gateway Airport	4.30▼	4.48	4.29▲	4.03

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲ ▼ = A significantly higher level of importance/satisfaction (by year)

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2020	2018	2020	2018
Overall health of the Richmond River	4.49	4.60	3.24▲	2.91
Child care services	3.06▼	3.41	3.75	3.54
Youth services	3.51▼	3.73	3.29	3.16
Aged services	3.94▼	4.31	3.86▲	3.46
Relationship with indigenous residents	4.06	3.95	3.27	3.29
Support for volunteers	4.22	4.24	3.75	3.69
Disability access	4.14	4.29	3.71▲	3.52
Affordable housing	3.99▼	4.34	2.49	2.62
Crime prevention and law and order initiatives	4.38▼	4.65	3.49▲	3.25
Council's customer service	4.21	4.27	3.67	3.60
Opportunities to participate in Council decision making	4.00▼	4.19	2.96	3.00
Management of development	4.09▼	4.34	3.03	3.06
Economic development	4.00▼	4.18	3.45▲	3.23
Vegetation management	4.16	4.24	3.50	3.39
Tourism management	4.05▼	4.20	3.71	3.64
Coastline management	4.42	4.51	3.65	3.56
Financial management	4.19▼	4.43	3.50▲	3.25
Festival and event management	3.59▼	3.80	3.56	3.48
Environmental and sustainability initiatives	4.32	4.35	3.49▲	3.29
Long term planning	4.40▼	4.58	3.24	3.13
Heritage conservation	4.11	4.07	3.51	3.35

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲ ▼ = A significantly higher level of importance/satisfaction (by year)



Appendix A: Additional Analyses

Importance Compared to the Micromex LGA Benchmark

The table below shows the variance between Ballina Shire Council's top 2 box importance scores and the Micromex LGA Benchmark.

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/Regional T2 box importance score	Variance
Dog exercise areas	52%	46%	6%
Beaches and foreshores	92%	88%	4%
Relationship with indigenous residents	73%	71%	2%
Quality of town centre and public spaces	83%	82%	1%
General garbage collection	94%	93%	1%
Support for volunteers	79%	79%	0%
Heritage conservation	73%	74%	-1%
Ballina Byron Gateway Airport	82%	83%	-1%
Vegetation management	76%	78%	-2%
Disability access	77%	79%	-2%
Arts, culture and entertainment facilities	59%	61%	-2%
Recycling options	90%	92%	-2%
Parking	79%	82%	-3%
Environmental and sustainability initiatives	81%	84%	-3%
Council's customer service	79%	82%	-3%
Coastline management	84%	88%	-4%
Overall health of the Richmond River	87%	91%	-4%
Roads	90%	94%	-4%
Opportunities to participate in Council decision making	69%	74%	-5%
Water supply	84%	89%	-5%

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

Importance Compared to the Micromex LGA Benchmark

Continued...

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/Regional T2 box importance score	Variance
Affordable housing	70%	75%	-5%
Cycleways and bicycle facilities	67%	73%	-6%
Crime prevention and law and order initiatives	84%	90%	-6%
Long term planning	82%	89%	-7%
Sewerage management and recycled water	74%	81%	-7%
Management of development	74%	81%	-7%
Economic development	70%	78%	-8%
Tourism management	72%	80%	-8%
Drainage/flood management	76%	85%	-9%
Parks and sporting facilities	67%▼	77%	-10%
Aged services	73%▼	84%	-11%
Financial management	75%▼	87%	-12%
Swimming pools	59%▼	71%	-12%
Festival and event management	56%▼	70%	-14%
Libraries	57%▼	71%	-14%
Public toilets	71%▼	85%	-14%
Child care services	44%▼	60%	-16%
Youth services	56%▼	75%	-19%
Community centres and public halls	49%▼	69%	-20%
Boating facilities (recreation/professional)	44%▼	64%	-20%
Playgrounds	57%▼	83%	-26%

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

Satisfaction Compared to the Micromex LGA Benchmark

The table below shows the variance between Ballina Shire Council's top 3 box satisfaction scores and the Micromex LGA Benchmark.

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Roads	83%▲	58%	25%
Financial management	87%▲	67%	20%
Cycleways and bicycle facilities	91%▲	74%	17%
Public toilets	81%▲	68%	13%
Parking	81%▲	68%	13%
Swimming pools	97%▲	85%	12%
Quality of town centre and public spaces	93%▲	82%	11%
Dog exercise areas	85%▲	74%	11%
Economic development	84%▲	73%	11%
Aged services	95%▲	85%	10%
Beaches and foreshores	95%	86%	9%
Boating facilities (recreation/professional)	97%	89%	8%
Ballina Byron Gateway Airport	97%	90%	7%
Long term planning	77%	70%	7%
Tourism management	90%	83%	7%
Vegetation management	83%	77%	6%
Support for volunteers	92%	86%	6%
Disability access	89%	83%	6%

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

Satisfaction Compared to the Micromex LGA Benchmark

Continued...

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Drainage/flood management	82%	77%	5%
Water supply	96%	91%	5%
Youth services	82%	77%	5%
Parks and sporting facilities	92%	88%	4%
Crime prevention and law and order initiatives	85%	81%	4%
Affordable housing	48%	44%	4%
Child care services	88%	84%	4%
Sewerage management and recycled water	94%	91%	3%
Coastline management	89%	86%	3%
General garbage collection	93%	91%	2%
Management of development	67%	65%	2%
Community centres and public halls	89%	88%	1%
Environmental and sustainability initiatives	85%	84%	1%
Libraries	95%	95%	0%
Council's customer service	84%	84%	0%
Heritage conservation	85%	85%	0%
Opportunities to participate in Council decision making	66%	67%	-1%
Festival and event management	83%	85%	-2%
Playgrounds	83%	85%	-2%
Arts, culture and entertainment facilities	85%	88%	-3%
Relationship with indigenous residents	77%	82%	-5%
Overall health of the Richmond River	78%	83%	-5%
Recycling options	86%	92%	-6%

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

Importance & Satisfaction

The following table shows the hierarchy of the 41 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is 'general garbage collection', with a top 2 box importance score of 94%. For the most part, the majority of services/facilities provided by Ballina Shire Council are considered highly important, with only 13 measures falling below a 70% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
General garbage collection	94%	93%
Beaches and foreshores	92%	95%
Recycling options	90%	86%
Roads	90%	83%
Overall health of the Richmond River	87%	78%
Water supply	84%	96%
Coastline management	84%	89%
Crime prevention and law and order initiatives	84%	85%
Quality of town centre and public spaces	83%	93%
Ballina Byron Gateway Airport	82%	97%
Long term planning	82%	77%
Environmental and sustainability initiatives	81%	85%
Support for volunteers	79%	92%
Council's customer service	79%	84%
Parking	79%	81%
Disability access	77%	89%
Vegetation management	76%	83%
Drainage/flood management	76%	82%
Financial management	75%	87%

Importance & Satisfaction

Continued...

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Sewerage management and recycled water	74%	94%
Management of development	74%	67%
Aged services	73%	95%
Heritage conservation	73%	85%
Relationship with indigenous residents	73%	77%
Tourism management	72%	90%
Public toilets	71%	81%
Economic development	70%	84%
Affordable housing	70%	48%
Opportunities to participate in Council decision making	69%	66%
Parks and sporting facilities	67%	92%
Cycleways and bicycle facilities	67%	91%
Swimming pools	59%	97%
Arts, culture and entertainment facilities	59%	85%
Libraries	57%	95%
Playgrounds	57%	83%
Festival and event management	56%	83%
Youth services	56%	82%
Dog exercise areas	52%	85%
Community centres and public halls	49%	89%
Boating facilities (recreation/professional)	44%	97%
Child care services	44%	88%

Performance Gap Analysis

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

Performance Gap Ranking

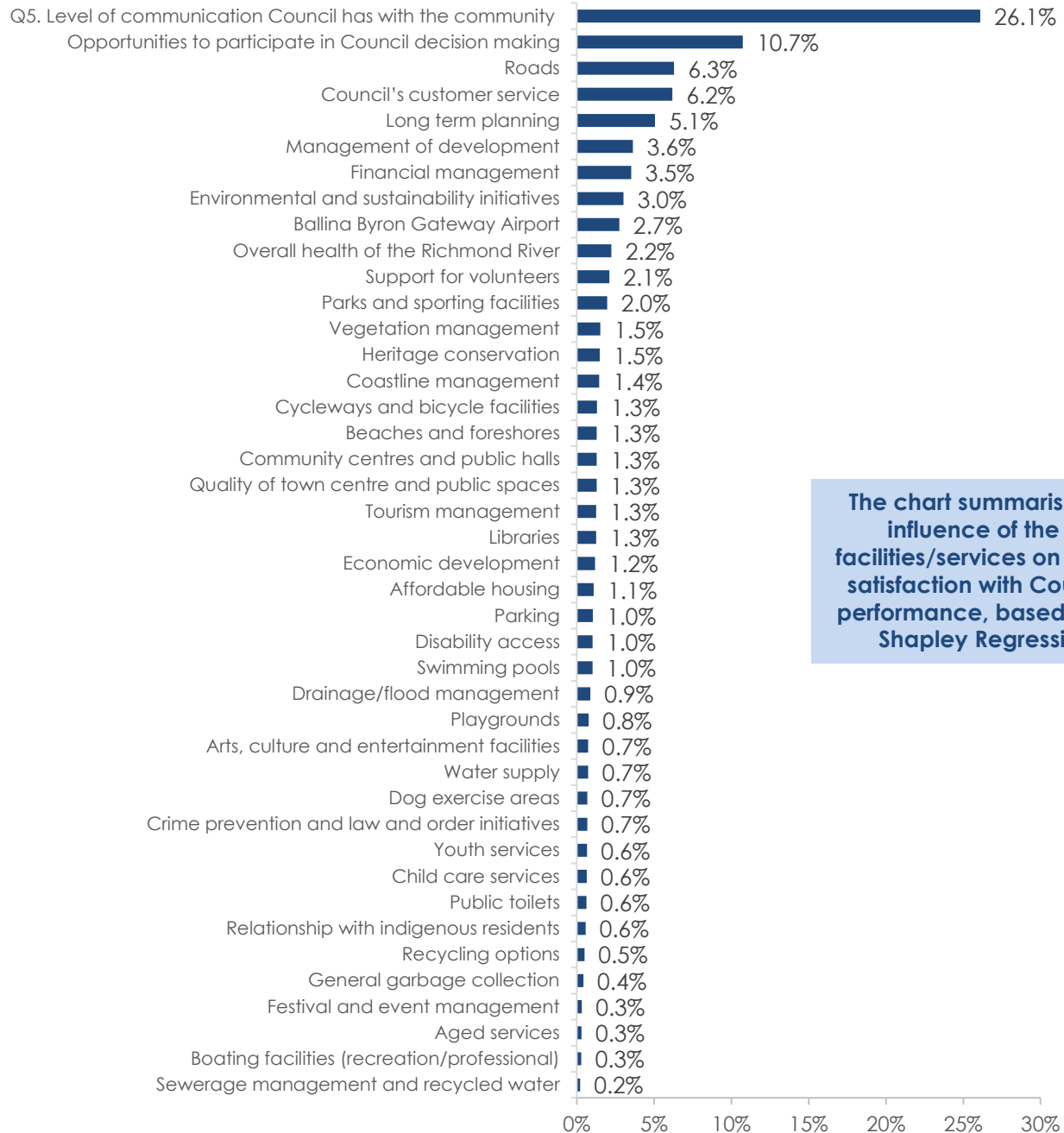
Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Affordable housing	70%	48%	22%
Overall health of the Richmond River	87%	78%	9%
Management of development	74%	67%	7%
Roads	90%	83%	7%
Long term planning	82%	77%	5%
Recycling options	90%	86%	4%
Opportunities to participate in Council decision making	69%	66%	3%
General garbage collection	94%	93%	1%
Crime prevention and law and order initiatives	84%	85%	-1%
Parking	79%	81%	-2%
Beaches and foreshores	92%	95%	-3%
Environmental and sustainability initiatives	81%	85%	-4%
Relationship with indigenous residents	73%	77%	-4%
Council's customer service	79%	84%	-5%
Coastline management	84%	89%	-5%
Drainage/flood management	76%	82%	-6%
Vegetation management	76%	83%	-7%
Quality of town centre and public spaces	83%	93%	-10%
Public toilets	71%	81%	-10%
Disability access	77%	89%	-12%

Performance Gap Analysis

Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Heritage conservation	73%	85%	-12%
Water supply	84%	96%	-12%
Financial management	75%	87%	-12%
Support for volunteers	79%	92%	-13%
Economic development	70%	84%	-14%
Ballina Byron Gateway Airport	82%	97%	-15%
Tourism management	72%	90%	-18%
Sewerage management and recycled water	74%	94%	-20%
Aged services	73%	95%	-22%
Cycleways and bicycle facilities	67%	91%	-24%
Parks and sporting facilities	67%	92%	-25%
Arts, culture and entertainment facilities	59%	85%	-26%
Playgrounds	57%	83%	-26%
Youth services	56%	82%	-26%
Festival and event management	56%	83%	-27%
Dog exercise areas	52%	85%	-33%
Swimming pools	59%	97%	-38%
Libraries	57%	95%	-38%
Community centres and public halls	49%	89%	-40%
Child care services	44%	88%	-44%
Boating facilities (recreation/professional)	44%	97%	-53%

Influence on Overall Satisfaction



The chart summarises the influence of the 42 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression.

Community

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
It is a safe place to live	1.07	1.14	1.13	1.02	0.76	1.14	1.04	1.23▲
There is a strong community spirit in the area	0.76	0.81	0.70	0.81	0.66	0.72	0.75	0.86
If there was a problem in my community, people would band together to solve it	0.68	0.81	0.60	0.76	0.31	0.78	0.83	0.70
Arts, entertainment and culture are well catered for	0.24▼	0.43	0.26	0.23	-0.07	0.16	0.24	0.49▲
Quality housing is both available and affordable	-0.51▼	-0.27	-0.51	-0.51	-1.00▼	-0.68	-0.51	-0.12▲

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
It is a safe place to live	1.12	1.04	1.03	1.55▲	0.81
There is a strong community spirit in the area	0.85	0.74	0.87	1.08▲	0.34▼
If there was a problem in my community, people would band together to solve it	0.93▲	0.59	0.74	0.94	0.31▼
Arts, entertainment and culture are well catered for	0.47▲	0.25	0.05	0.34	0.07
Quality housing is both available and affordable	-0.34	-0.37	-1.04▼	-0.41	-0.55

Scale: -2 = strongly disagree, 2 = strongly agree

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

Economy

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
Tourism is promoted well	0.71	0.76	0.64	0.77	0.62	0.71	0.70	0.78
High quality and environmentally friendly industries are encouraged	0.51	0.56	0.40	0.60	0.56	0.46	0.47	0.54
Education and training opportunities are good	0.45	0.37	0.37	0.52	0.17	0.51	0.47	0.54
Industry and business development is working well	0.33	0.28	0.26	0.38	-0.01▼	0.34	0.39	0.45▲
There are enough employment opportunities	-0.22▲	-0.59	-0.16	-0.28	-0.41	0.09▲	-0.31	-0.25

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Tourism is promoted well	0.67	0.73	0.90	0.78	0.48▼
High quality and environmentally friendly industries are encouraged	0.58	0.62	0.44	0.72	0.08▼
Education and training opportunities are good	0.60	0.49	0.44	0.63	0.02▼
Industry and business development is working well	0.39	0.40	0.32	0.24	0.12▼
There are enough employment opportunities	-0.12	-0.20	-0.22	-0.16	-0.45

Scale: -2 = strongly disagree, 2 = strongly agree

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

Environment

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
The area has an attractive appearance	1.33	1.40	1.27	1.38	1.11	1.35	1.37	1.39
There is a wide range of recreation and leisure opportunities	0.90	0.88	0.89	0.91	1.06	0.79	0.87	0.90
The natural environment is well managed	0.84	0.96	0.69▼	0.96	0.87	0.89	0.70	0.91
There are enough good quality open spaces	0.79	0.75	0.73	0.84	0.92	0.73	0.81	0.73
The area's heritage is well conserved	0.52▼	0.67	0.48	0.54	0.73	0.54	0.42	0.47
Environmental issues are handled well	0.47▼	0.63	0.45	0.49	0.62	0.48	0.31	0.52
Development overall is well planned and well managed	0.29▼	0.45	0.20	0.37	0.33	0.21	0.05▼	0.54▲
Residential development is well managed	0.19▼	0.46	0.12	0.26	-0.01	0.06	0.15	0.45▲

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
The area has an attractive appearance	1.29	1.43	1.27	1.61▲	1.03▼
There is a wide range of recreation and leisure opportunities	0.87	0.86	0.93	1.18	0.80
The natural environment is well managed	0.80	1.00▲	0.81	1.00	0.45▼
There are enough good quality open spaces	0.74	0.93▲	0.53▼	1.19▲	0.58
The area's heritage is well conserved	0.61	0.63	0.37	0.64	0.20▼
Environmental issues are handled well	0.45	0.63▲	0.45	0.74	-0.03▼
Development overall is well planned and well managed	0.31	0.45▲	-0.02▼	0.55	0.10
Residential development is well managed	0.26	0.47▲	-0.41▼	0.48	-0.03

Scale: -2 = strongly disagree, 2 = strongly agree

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

Infrastructure

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
Health facilities are sufficient	0.47	0.43	0.53	0.41	0.28	0.25▼	0.38	0.80▲
The road network is effective and in good repair	0.32	0.27	0.34	0.30	0.09	0.37	0.34	0.38
There is enough public transport	-0.45	-0.51	-0.41	-0.49	-0.61	-0.58	-0.51	-0.22▲

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Health facilities are sufficient	0.56	0.53	0.35	0.42	0.34
The road network is effective and in good repair	0.32	0.30	0.22	0.76▲	0.17
There is enough public transport	-0.42	-0.12▲	-0.88▼	-0.39	-0.80▼

Scale: -2 = strongly disagree, 2 = strongly agree

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

Governance

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
People volunteer and get involved in their community	0.77	0.75	0.76	0.79	0.75	0.70	0.77	0.84
There is a clear plan and direction for the future	0.21	0.22	0.10	0.31	0.00	0.13	0.21	0.39▲
There is good co-operation between all levels of government in the area	0.14	0.16	0.05	0.21	0.12	0.07	0.01	0.31▲

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
People volunteer and get involved in their community	0.84	0.79	0.81	0.97	0.49▼
There is a clear plan and direction for the future	0.23	0.33	0.15	0.50	-0.19▼
There is good co-operation between all levels of government in the area	0.26	0.13	0.11	0.29	-0.12▼

Scale: -2 = strongly disagree, 2 = strongly agree

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

Overall

Q8. I am going to read out a list of statements about the Ballina Shire local government area and I would like you to rate your agreement, or disagreement, with each of these statements:

	2020	2016	Male	Female	18-34	35-49	50-64	65+
The area offers a good quality of life	1.48	1.53	1.51	1.46	1.32	1.56	1.51	1.50

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
The area offers a good quality of life	1.37	1.52	1.58	1.70▲	1.31

Scale: -2 = strongly disagree, 2 = strongly agree

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

Most Valued Aspects of Living in the Shire

Q1. What do you value most about living in the Ballina Shire area?

	Base: N = 505
Natural environment e.g. climate, beauty of the area, river	43%
Central location e.g. proximity to nature, services/facilities	19%
Community feel e.g. friendly, family area, togetherness	15%
Atmosphere e.g. peaceful, quiet, relaxed	14%
Lifestyle the area provides e.g. coastal, rural	12%
Availability/quality of services/facilities/activities	11%
Cleanliness of the area e.g. air quality, town centres	7%
I have always lived here/it is home/nice area	5%
Safe area/low crime rate	2%
Council do a great job, listen, do good work	1%
Employment opportunities	1%
Less traffic/not too congested	1%
Low population/not over developed	1%
Communications with the airport	<1%
Congestion is becoming a problem	<1%
Covid free area	<1%
Do not like anything about the Ballina shire	<1%
General quality of life	<1%
Need more in Alstonville	<1%
Preferred how the area used to be	<1%
Don't know/nothing	1%

Top Priority Areas for Council to Focus On

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

	Base: N = 505		Base: N = 505
Managing development for the growing population	20%	Community safety/crime prevention	1%
Environmental and sustainability targets	16%	Council should continue as is	1%
Affordable and available housing	13%	Natural heritage	1%
Containment of population growth	8%	Public transport	1%
Attracting/retaining new industry and employment for all ages	7%	Services for homeless	1%
Road maintenance and development	6%	Water quality and supply	1%
Promoting tourism	5%	Balancing needs of the whole community	<1%
Children's/youth services	3%	Cleanliness/beautification of the area	<1%
Beaches/coastal management	2%	Disability services and access	<1%
Community consultation/engagement	2%	Education	<1%
Community togetherness	2%	Flood prevention/drainage systems	<1%
Health facilities/Ballina hospital	2%	Keep the rates down	<1%
Traffic control	2%	Long term planning	<1%
Accountability of Council employees	1%	RFS services	<1%
Aged care services	1%	To know the Lord as their saviour	<1%
Bike paths/walkways	1%	Waste management	<1%
Catering to more diverse communities	1%	Don't know/nothing	3%

Method of Contact

Q4b. (If yes on Q4a), when you made contact with the Council staff was it by:

	2020	Male	Female	18-34	35-49	50-64	65+
Phone	51%	48%	54%	84%	53%	46%	48%
In person	30%	31%	28%	16%	26%	31%	34%
Email	16%	18%	13%	0%	16%	21%	12%
Mail	2%	2%	2%	0%	3%	0%	4%
Council Website	1%	0%	2%	0%	0%	2%	1%
Social Media (e.g. Facebook direct message)	1%	0%	1%	0%	2%	0%	1%
Base	257	129	128	21	64	90	82

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Phone	54%	51%	61%	35%	45%
In person	23%	36%	12%▼	55%▲	37%
Email	19%	11%	23%	5%	15%
Mail	3%	2%	2%	0%	2%
Council Website	0%	1%	3%	0%	1%
Social Media (e.g. Facebook direct message)	1%	0%	0%	5%▲	0%
Base	58	80	52	20	47

▲ ▼ = A significantly higher/lower percentage (by group)


Preferred Method of Contact From Council

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

	2020	Male	Female	18-34	35-49	50-64	65+
Council publications in the mail	77%	79%	75%	73%	74%	74%	83%▲
Local TV	71%	69%	73%	80%	69%	70%	69%
Council website	56%	58%	55%	62%	63%	59%	45%▼
Social Media	53%	48%	58%	88%▲	67%	54%	24%▼
Radio	53%	57%	50%	66%	46%	54%	51%
Public notice boards	51%	51%	52%	81%▲	39%▼	50%	44%▼
Northern Rivers Times	48%	50%	45%	62%	34%▼	48%	49%
Community meetings	46%	52%▲	41%▼	62%	42%	46%	40%
Ballina Shire Advocate Online	44%	42%	45%	61%▲	38%	46%	36%▼
Byron Shire Echo	42%	41%	42%	61%▲	33%	42%	36%
Northern Star Online	30%	23%▼	37%▲	52%▲	31%	24%	22%▼
Other	5%	4%	6%	0%▼	9%	6%	4%
Base	504	238	267	91	114	143	158

	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Council publications in the mail	75%	81%	77%	85%	68%
Local TV	70%	74%	74%	74%	61%
Council website	46%▼	57%	70%▲	64%	48%
Social Media	51%	47%	59%	69%▲	54%
Radio	60%	55%	45%	47%	54%
Public notice boards	59%	46%	54%	57%	46%
Northern Rivers Times	60%▲	47%	43%	42%	40%
Community meetings	46%	43%	49%	47%	48%
Ballina Shire Advocate Online	50%	42%	43%	39%	42%
Byron Shire Echo	36%	42%	59%▲	35%	34%
Northern Star Online	34%	33%	25%	26%	27%
Other	5%	4%	2%	2%	13%▲
Base	112	176	90	50	77

▲ ▼ = A significantly higher/lower percentage (by group)



Appendix B: Further Demographics & Background & Methodology

Background & Methodology

Sample selection and error

421 of the 505 respondents were chosen by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 84 respondents were 'number harvested' via face-to-face intercept at several locations around the Ballina LGA, i.e. Main Street, Ballina Street, River Street and Ballina Missingham Farmers Market. 40 of the 84 'number harvested' respondents were from previous number collection sheets.

A sample size of 505 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N = 505 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Ballina Shire Council.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Ballina Shire Council.

Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, and residential location.

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



Background & Methodology

Ratings questions

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

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

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

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

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

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

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.

Word Frequency Tagging

Verbatim responses for questions throughout were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Councils Used to Create the Micromex Coastal/Regional Benchmark

The Coastal/Regional Benchmark was composed from the Council areas listed below:

Ballina

Byron Shire

Eurobodalla

Lake Macquarie

Port Macquarie-Hastings

Richmond Valley

Central Coast

Kempsey

Tweed Shire

Great Lakes

Gosford (Central Coast)

Coffs Harbour

MidCoast





Appendix C: Questionnaire

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

QA1. Before we start, I would like to check whether you or an immediate family member works for Ballina Shire Council?

- Yes (Terminate survey)
 No

Part A – Priority Issues

Q1. What do you value most about living in the Ballina Shire area?

.....

Q2. Overall, how would you rate the quality of life you have living in the Ballina Shire? Prompt

- Excellent
 Very good
 Good
 Fair
 Poor
 Very poor

Part B – Importance and satisfaction

Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important or not at all satisfied and 5 is very important or very satisfied.

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

Community facilities

	Importance					Satisfaction				
	Low	2	3	4	High	Low	2	3	4	High
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"/>
Arts, culture and entertainment 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"/>
Playgrounds	<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	2	3	4	High	Low	2	3	4	High
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 recycled water	<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	2	3	4	High	Low	2	3	4	High
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	2	3	4	High	Low	2	3	4	High
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 C – Communication and Satisfaction

Q4a. Have you contacted Ballina Shire Council in the last 12 months?

- Yes
- No (Go to Q5)

Q4b. When you made contact with the Council staff was it by:

- Phone
- Mail
- Email
- In person
- Council Website
- Social Media (e.g. Facebook direct message)

Q4c. How satisfied were you with the way your contact was handled? Prompt

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

Q5. 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

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

- Radio
- Council website
- Community meetings
- Public notice boards
- Local TV
- Council publications in the mail (e.g. Community Connect Newsletter)
- Ballina Shire Advocate Online
- Northern Star Online
- Northern Rivers Times
- Byron Shire Echo
- Social Media (Facebook direct message)
- Other (please specify).....

Q7. 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

Part D - The Ballina Local Government Area as a place to live

Q8. In this section we would like your views on the Ballina Shire as a place to live. Our desire is to gauge your views on the broader attributes of the community, although many of these issues are not the responsibility of local government. I am going to read out a list of statements about the Ballina Shire Local Government area and would like you to rate your agreement, or disagreement, with each of these statements. Ratings are on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree:

Community

	Strongly disagree			Strongly agree	
	1	2	3	4	5
There is a strong community spirit in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If there was a problem in my community, people would band together to solve it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a safe place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts, entertainment and culture are well catered for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality housing is both available and affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Economy

	Strongly disagree			Strongly agree	
	1	2	3	4	5
Industry and business development is working well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are enough employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education and training opportunities are good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality and environmentally friendly industries are encouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism is promoted well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environment

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The area has an attractive appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The natural environment is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental issues are handled well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area's heritage is well conserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development overall is well planned and well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential development is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are enough good quality open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a wide range of recreation and leisure opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure

	Strongly disagree			Strongly agree	
	1	2	3	4	5
There is enough public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The road network is effective and in good repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health facilities are sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Governance

	Strongly disagree			Strongly agree	
	1	2	3	4	5
People volunteer and get involved in their community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is good co-operation between all levels of government in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a clear plan and direction for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The area offers a good quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Goal:.....

Part E. Demographic information

Q10. Please stop me when I read out your age bracket: Prompt

- 18-34
- 35-49
- 50-64
- 65+

Q11. In which of the following areas do you live? Prompt

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

Q12. Gender (determine by voice):

- Male
- Female

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.

The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized graphic of a compass rose with a red arrow pointing upwards is positioned over the letter 'o'. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font. The background of the entire image is a photograph of green tree leaves against a clear blue sky.

micromex
research

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