Ballina Shire Council

Community Satisfaction Research

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Date: November 2018
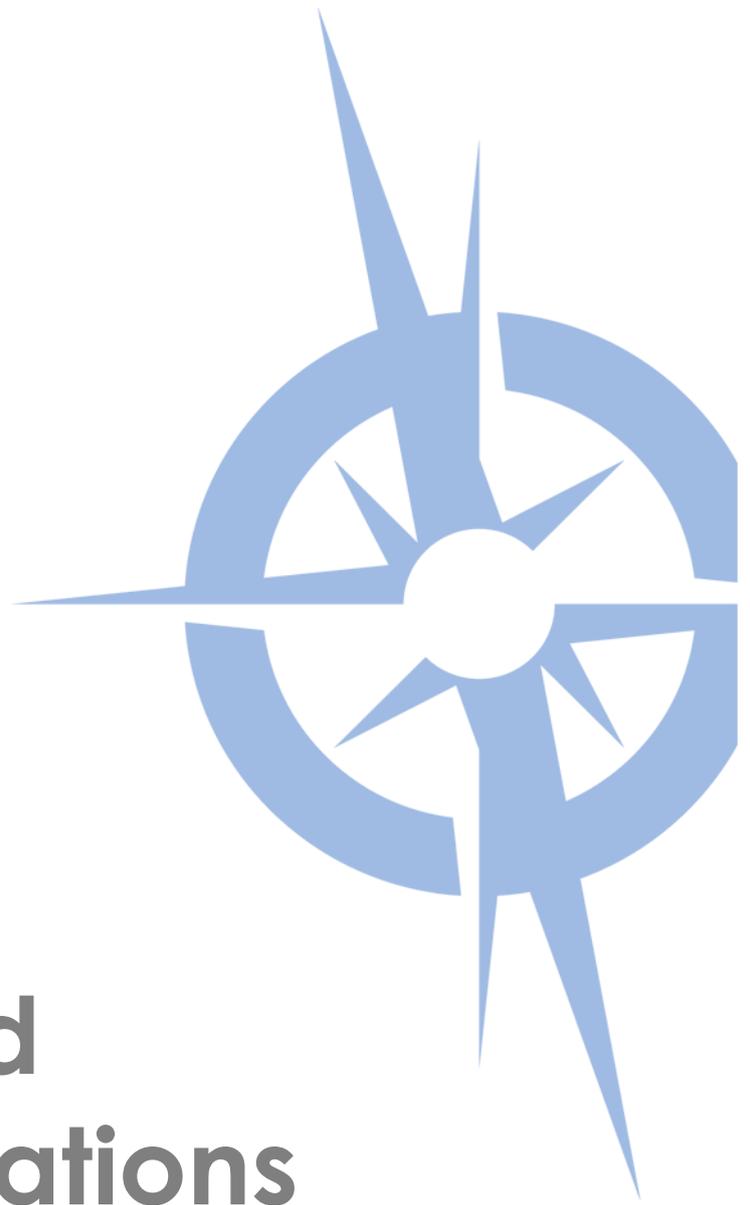
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Summary

87% of Ballina Shire residents are at least 'somewhat satisfied' with Council's performance over the last 12 months.

While overall satisfaction with Council has declined significantly from the highs of 2016 and 2014 it is still well above our regional benchmark, and in line with the 2012 overall satisfaction score.

It is possible this is a reaction to the introduction of the 2017 special rate variation. Declines in satisfaction with 'financial management', as well 'roads' and the 'overall health of the Richmond River' would tend to support that observation.

Residents are at least moderately satisfied with 39 of the 41 services and facilities. 'Affordable housing' and the 'overall health of the Richmond River' were the two areas of moderately low satisfaction. Both these measures are difficult for an LGA to directly address.

83% of residents are at least 'somewhat satisfied' with the 'level of communication with the community'. This result remains in line with 2016.

There is considerable interest in providing inputs across the full range of consultation types run by Council. The top 5 most effective methods of encouraging participation were direct mail, face to face interactions, newsletters, surveys and direct emails.

The driver analysis has shown that the key contributors to resident satisfaction revolve around long term planning, financial management, roads, community engagement and customer service.

Recommendations

The results suggest that Council should look to:

1. Focus on communicating the financial benefits that the SRV will bring the Shire, both in the short and long term

2. Inform the community of key projects and the delivery time frames that Council is targeting based on the SRV

3. Continue to focus and engage with the community, specifically on topics such as long-term planning, open spaces, recreational facilities and development

4. Develop/refine a community consultation framework by topic/subject matter. Use inputs such as, location, demographics and communication preference to target/maximise messaging saliency

Background and Methodology

Background and Methodology

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

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying top priority areas for Council to focus on
- Identifying methods of communication and engagement with Council
- Identifying the community's level of interest in providing input to Council consultation projects

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

Questionnaire

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

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 31st October to 8th November 2018 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Ballina Shire Council Local Government Area.

Sample selection and error

A total of 505 resident interviews were completed. 464 of the 505 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 41 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Ballina Shire Council LGA, i.e. River Street, Ballina, Main Street, Alstonville, Ballina Street, Lennox Head and the Ballina Missingham Farmers Market.

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 45.6% to 54.4%.

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

Interviewing

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

Background and Methodology

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.

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.

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

Ratings questions

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

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

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

Percentages

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

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2017 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2017, in which residents from all 129 LGAs were interviewed in order to establish a normative score.
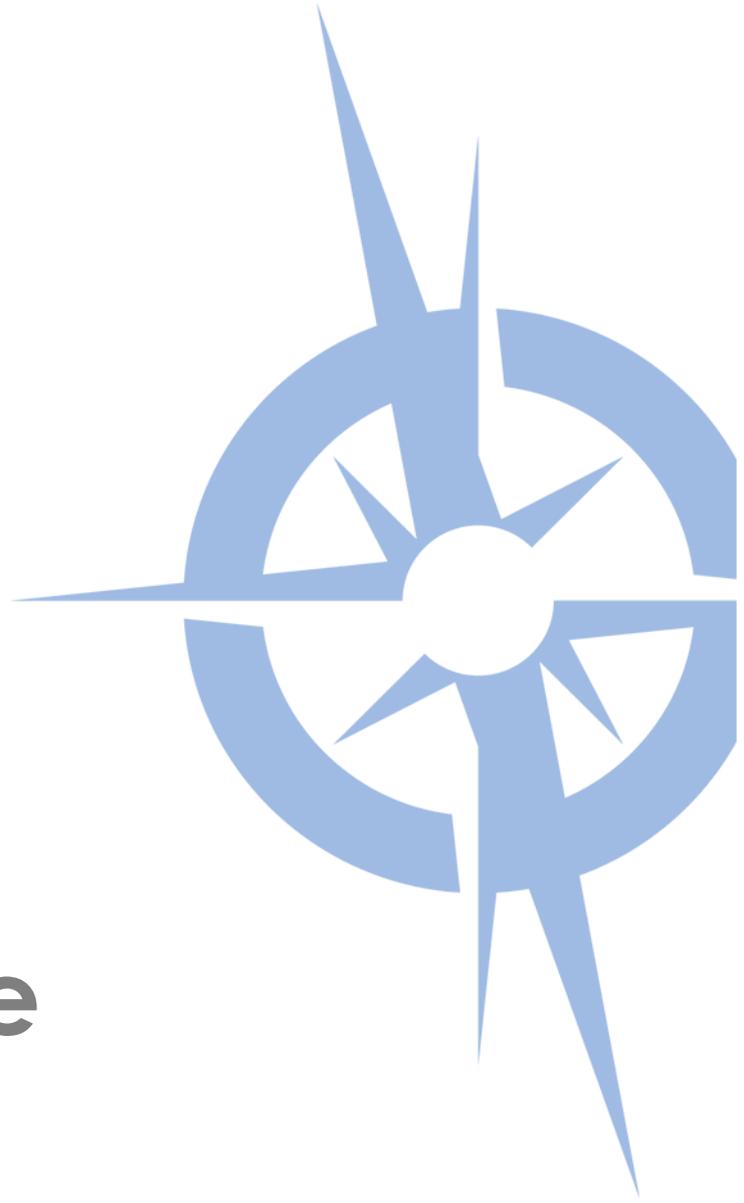
Sample Profile

Sample Profile

Gender
- Female — 53%
- Male — 47%

Age
- 18–34 — 18%
- 35–49 — 22%
- 50–64 — 28%
- 65+ — 32%

Residential location
- Ballina — 42%
- Alstonville — 21%
- Lennox Head — 14%
- Rural/Other — 11%
- Wollongbar — 7%
- Skennars Head — 3%
- Wardell — 2%

Note: For the purpose of comparison throughout the report, residents from Wollongbar, Skennars Head and Wardell have been reported as 'Other Town'

Ratepayer status
- Ratepayer — 78%
- Non-ratepayer — 22%

Life stage
- Married/de facto with no children — 32%
- Married/de facto with children — 31%
- Single with no children — 17%
- Living at home with parents — 8%
- Single parent with children — 6%
- Extended family household — 5%
- Group household — 1%

Disability status*
- Do not identify as having a disability — 84%
- Identify as having a disability — 16%

Time lived in the area
- Less than 2 years — 4%
- 2 – 5 years — 11%
- 6 – 10 years — 11%
- 11 – 20 years — 27%
- More than 20 years — 47%

Base: N = 505

A sample size of 505 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Ballina Shire Council.

*One respondent refused to answer disability status.
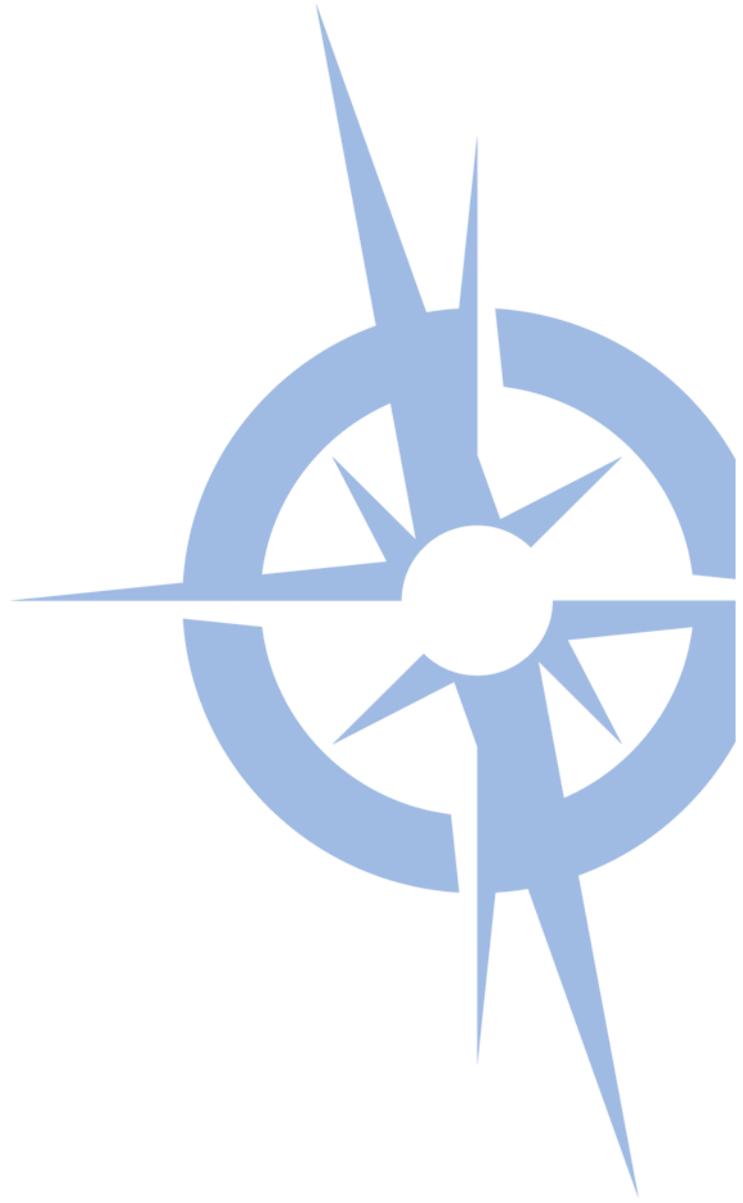
Key Findings

Key Findings

Key Community Performance Indicators Quick Stats

Overall satisfaction with Council

13%
of residents were 'not very' to 'not at all' satisfied with the overall performance of Council

87%
said they were at least 'somewhat satisfied' with the overall performance with Council

Residents were at least 'moderately satisfied' with **39/41** services and facilities

51%
of residents had contacted Council in the past 12 months

Satisfaction with the way their contact was handled

23%
of residents were 'not very' to 'not at all' satisfied with the way their contact was handled

77%
said they were at least 'somewhat satisfied' with the way their contact was handled

Residents are most interested keeping informed about Council news and activities via

80%
Ballina Shire Advocate

74%
Local TV

74%
Leaflets/newsletter in the mail

Satisfaction with the level of communication Council has with the Community

17%
of residents were 'not very' to 'not at all' satisfied with the level of communication Council has with the Community

83%
were at least 'somewhat satisfied' with the level of communication Council has with the Community

Key Drivers of Satisfaction:

10.1%
Long term planning

8.7%
Financial management

8.4%
Roads

6.8%
Opportunities to participate in Council decision making

6.7%
Council's customer service

Key Findings

Overview (Overall satisfaction)

Summary

87% of residents are, overall, at least 'somewhat satisfied' with the performance of Ballina Shire Council over the last 12 months.

While this outcome is lower than the scores achieved in 2014 and 2016, it is well above our regional benchmarks, and in line with the 2012 overall satisfaction score.

Q2.   *Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?*

	Overall 2018	Overall 2016	Overall 2014	Overall 2012	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.46▼	3.66	3.65	3.50	3.48	3.45	3.44	3.54	3.30▼	3.56

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Mean ratings	3.43	3.58	3.69▲	3.48	3.24	3.39	3.31

NSW LGA BRAND SCORES	Regional Benchmark	All of NSW Benchmark	Ballina Shire Council
Mean ratings	3.31▼	3.42	3.46

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

Very satisfied: 2018 12%, 2016 10%
Satisfied: 2018 38%▼, 2016 53%
Somewhat satisfied: 2018 37%▲, 2016 30%
Not very satisfied: 2018 9%▲, 2016 5%
Not at all satisfied: 2018 4%▲, 2016 2%

■ 2018 N=505   ■ 2016 N=507

Key Findings

Overview (Satisfaction with the Level of Communication Council has with the Community)

Summary

83% of residents are at least 'somewhat satisfied' with the level of communication Council has with the community. Resident satisfaction with this measure has remained similar to the 2016 results.

Q4.   How satisfied are you currently with the level of communication Council has with the community?

	Overall 2018	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.43	3.49	3.44	3.42	3.37	3.33	3.33	3.61▲

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Mean ratings	3.44	3.40	3.55	3.44	3.34	3.33	3.37

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

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

Key Findings

Overview (Interest in Council Consultation Projects)

Summary

Residents expressed a reasonably strong level of interest in all consultations projects run by Council, with even the least supported (commercial centres improvements) still holding interest for over 50% of residents.

Q6.   *Thinking about the different consultation projects run by Ballina Shire Council, please rate your level of interest in providing input on each of the following:*

Top 2 Box

Project	Very interested	Interested	Top 2 Box
Parks, reserves & playgrounds	41%	32%	73%
Recreational facilities	39%	32%	71%
Waste & recycling	38%	31%	69%
Large scale residential development	46%	23%	69%
Environmental issues	40%	28%	68%
Long term planning	42%	25%	67%
Roads & footpaths management	39%	27%	66%
Housing affordability	37%	29%	66%
Development applications near you	42%	18%	60%
Bike paths	30%	29%	59%
Libraries, community centres & halls	29%	27%	56%
Commercial centres improvements	22%	32%	54%

■ Very interested   ■ Interested
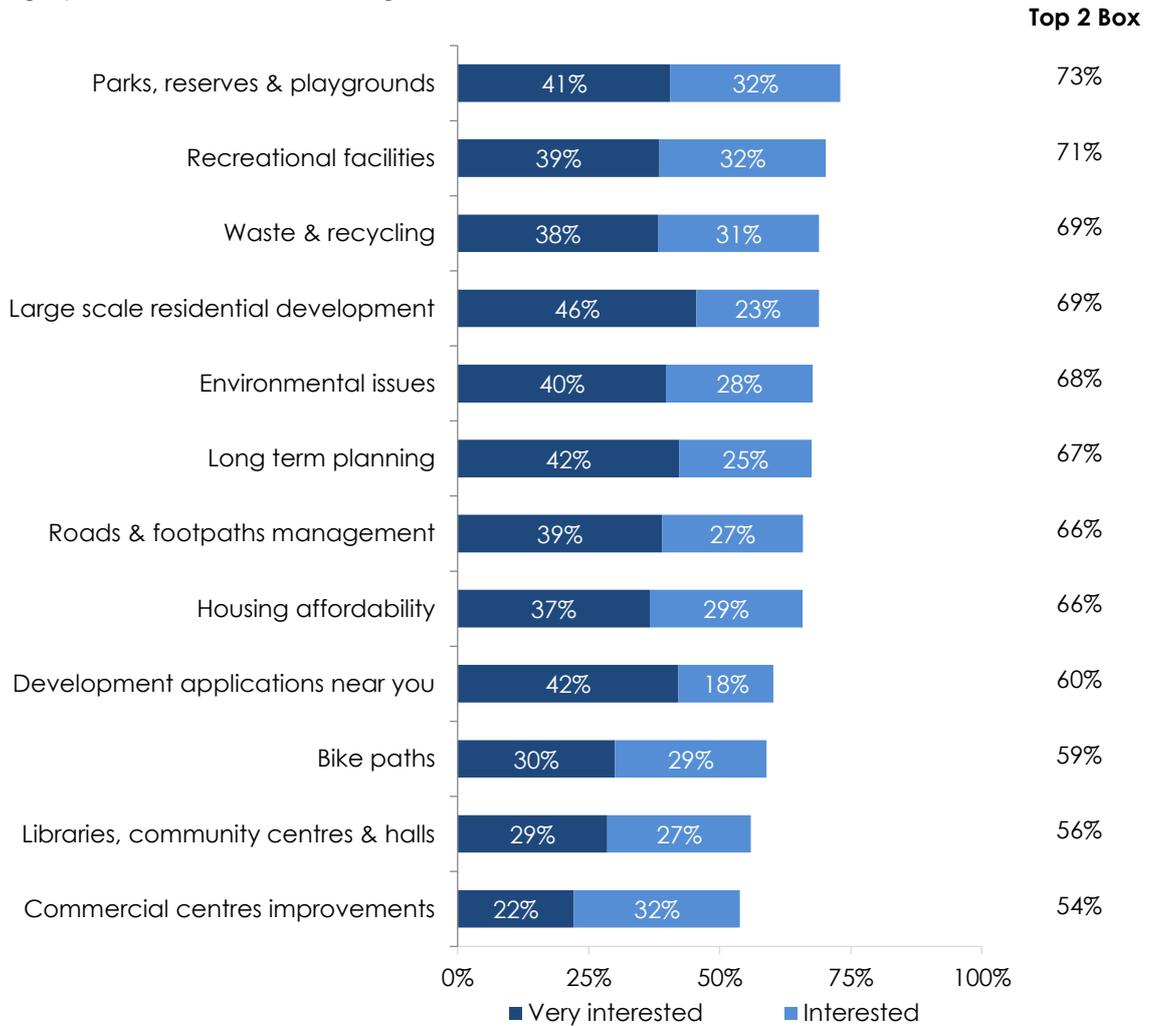
Residents indicated the top 5 most effective methods to encourage participation in such consultation included:

Top 5 Most Effective Ways to Encourage Participation	Mean ratings
Direct mail	3.89
Face to face	3.58
Community newsletters	3.50
Survey	3.49
Direct email	3.47

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

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2016, there were significant **increases** in residents' levels of **importance** for 9 of the comparable 40 services and facilities provided by Council, these were:

	2018	2016
Crime prevention and law and order initiatives	4.65	4.52
Parking	4.50	4.37
Management of development	4.34	4.19
Affordable housing	4.34	4.00
Aged services	4.31	3.99
Opportunities to participate in Council decision making	4.19	4.01
Swimming pools	3.77	3.52
Youth services	3.73	3.46
Child care services	3.41	3.16

There were no **declines** in the importance of any service/facilities.

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

Key Satisfaction Trends

Over the same period there was a significant **increase** in residents' levels of **satisfaction** across 2 of the comparable 40 services and facilities provided by Council, these were:

	2018	2016
Swimming pools	4.27	3.61
Boating facilities (Recreation/professional)	3.87	3.60

There was also a significant **decline** in residents' levels of **satisfaction** across 9 of the comparable 40 services and facilities, these were:

	2018	2016
Sewerage management and recycled water	3.85	4.02
Recycling options	3.80	4.00
Festival and event management	3.48	3.79
Aged services	3.46	3.74
Environmental and sustainability initiatives	3.29	3.49
Crime prevention and law and order initiatives	3.25	3.56
Financial management	3.25	3.54
Roads	3.18	3.42
Overall health of the Richmond River	2.91	3.23

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

Key Findings

Importance

The following services/facilities received the highest importance ratings:

Top 5 Importance	
General garbage collection	4.75
Roads	4.72
Crime prevention and law and order initiatives	4.65
Beaches and foreshores	4.62
Water supply	4.62

Bottom 5 Importance	
Boating facilities (recreation/professional)	3.11
Dog exercise areas	3.24
Child care services	3.41
Community centres and public halls	3.53
Arts, culture & entertainment facilities	3.65

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

Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 Satisfaction	
Libraries	4.30
Swimming pools	4.27
Water supply	4.25
General garbage collection	4.10
Ballina Byron Gateway Airport	4.03

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 Satisfaction	
Affordable housing	2.62
Overall health of the Richmond River	2.91
Opportunities to participate in Council decision making	3.00
Management of development	3.06
Long term planning	3.13

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

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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

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

1.   Identify and understand the hierarchy of community priorities

2.   Inform the deployment of Council resources in line with community aspirations

Step 1.   Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 41 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of between 1.0 – 1.2 can be expected when the initial importance rating is greater than 4.0. This often indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'financial management' was given an importance score of 4.43, which indicates that it is considered an area of 'very high' importance by residents. At the same time, it was given a satisfaction score of 3.25, which indicates that residents have a 'moderate' level of satisfaction with Ballina Shire Council's performance and focus on that measure.

In the case of a performance gap such as for 'boating facilities (recreation/professional)' (3.11 importance vs. 3.87 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.

Key Findings

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

Performance Gap Ranking

Ranking 2016	Ranking 2018	Service/facility	Importance	Satisfaction	Gap
4	1	Affordable housing	4.34	2.62	1.72
1	2	Overall health of the Richmond River	4.60	2.91	1.69
2	3	Roads	4.72	3.18	1.54
3	4	Long term planning	4.58	3.13	1.45
6	5	Crime prevention and law and order initiatives	4.65	3.25	1.40
5	6	Management of development	4.34	3.06	1.28
8	7	Opportunities to participate in Council decision making	4.19	3.00	1.19
14	8	Financial management	4.43	3.25	1.18
6	9	Parking	4.50	3.39	1.11
9	10	Environmental and sustainability initiatives	4.35	3.29	1.06
12	11	Drainage/flood management	4.35	3.36	0.99
13	12	Coastline management	4.51	3.56	0.95
9	12	Economic development	4.18	3.23	0.95
11	14	Public toilets	4.15	3.24	0.91
29	15▼	Aged services	4.31	3.46	0.85
15	15	Vegetation management	4.24	3.39	0.85
17	17	Disability access	4.29	3.52	0.77
20	18	Recycling options	4.54	3.80	0.74
22	19	Heritage conservation	4.07	3.35	0.72
24	20	Council's customer service	4.27	3.60	0.67
16	21	Relationship with indigenous residents	3.95	3.29	0.66
20	22	General garbage collection	4.75	4.10	0.65
18	23	Beaches and foreshores	4.62	4.01	0.61
31	24	Youth services	3.73	3.16	0.57
25	25	Tourism management	4.20	3.64	0.56
23	26	Support for volunteers	4.24	3.69	0.55
19	27▲	Quality of town centre and public spaces	4.21	3.69	0.52
26	28	Ballina Byron Gateway Airport	4.48	4.03	0.45
27	29	Water supply	4.62	4.25	0.37
32	30	Sewerage management and recycled water*	4.18	3.85	0.33
34	31	Festival and event management	3.80	3.48	0.32
30	32	Parks and sporting facilities	3.90	3.69	0.21
N/A	33	Playgrounds	3.73	3.53	0.20
32	34	Cycleways and bicycle facilities	3.87	3.73	0.14
28	35	Arts, culture & entertainment facilities	3.65	3.52	0.13
38	36	Dog exercise areas	3.24	3.36	-0.12
37	37	Child care services	3.41	3.54	-0.13
35	38	Community centres and public halls	3.53	3.81	-0.28
36	39	Swimming pools	3.77	4.27	-0.50
39	40	Libraries	3.72	4.30	-0.58
40	41	Boating facilities (recreation/professional)	3.11	3.87	-0.76

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲▼ = significantly positive/negative shift in ranking (2018 compared to 2016)
*In 2016 'sewerage management and recycled water' was 'sewerage management and treated effluent reuse'

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.62 and 3.39, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking 2018	Service/facility	Importance	Satisfaction	Gap
1	Affordable housing	4.34	2.62	1.72
2	Overall health of the Richmond River	4.60	2.91	1.69
3	Roads	4.72	3.18	1.54
4	Long term planning	4.58	3.13	1.45
5	Crime prevention and law and order initiatives	4.65	3.25	1.40
6	Management of development	4.34	3.06	1.28
7	Opportunities to participate in Council decision making	4.19	3.00	1.19
8	Financial management	4.43	3.25	1.18
9	Parking	4.50	3.39	1.11
10	Environmental and sustainability initiatives	4.35	3.29	1.06

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

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

Key Findings

Quadrant Analysis

Step 2.   Quadrant Analysis

Quadrant analysis is 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.15 and the average rated satisfaction score was 3.52. Therefore, any facility or service that received a mean stated importance score of ≥ 4.15 would be plotted in the higher importance section and, conversely, any that scored < 4.15 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.52. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Niche
Lower importance, lower satisfaction

Community
Lower importance, higher satisfaction
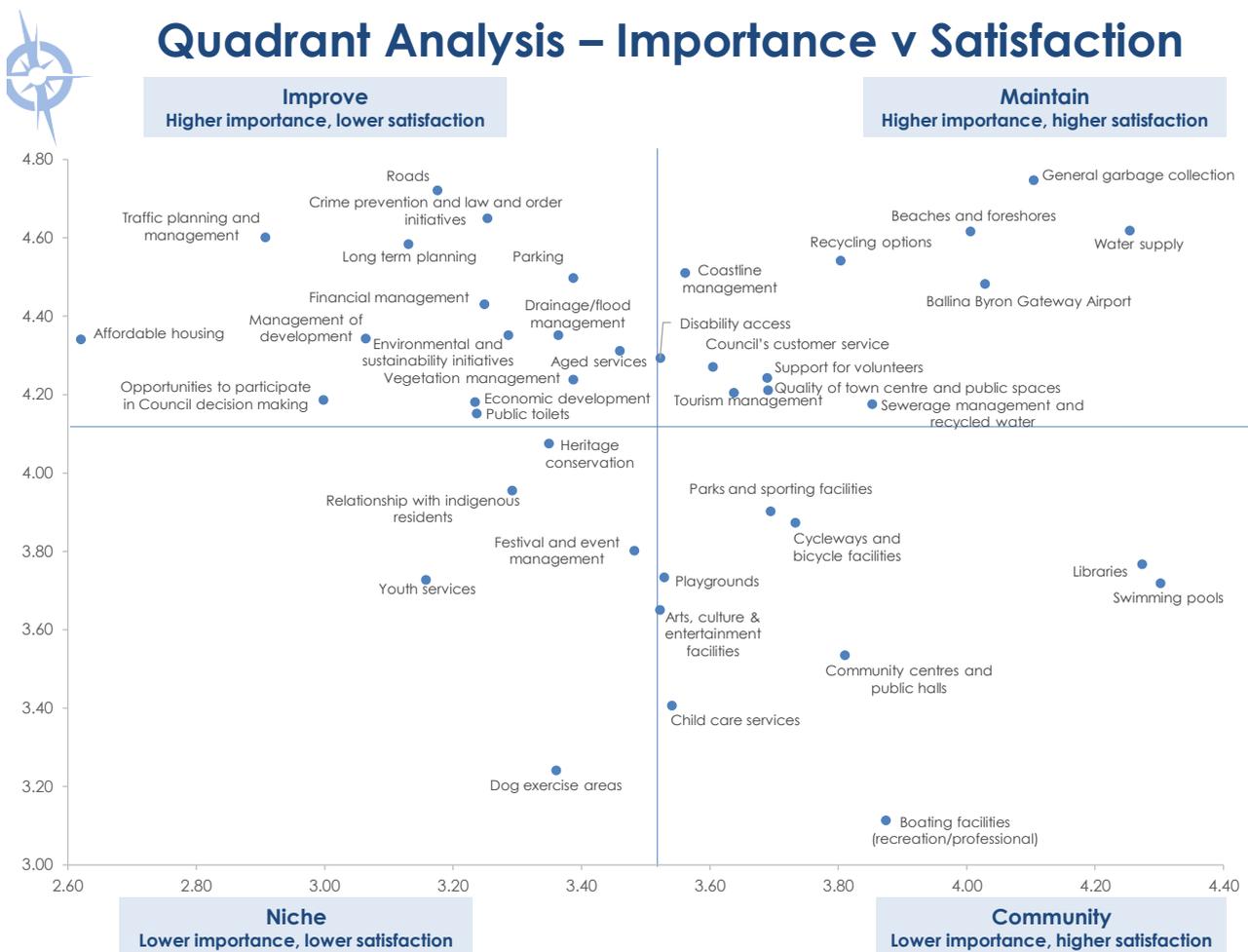
Key Findings

Explaining the 4 quadrants

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 'roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'dog exercise areas', 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 (recreation/professional)', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

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

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

The Shapley Value Regression

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

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

What Does This Mean?

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

Key Findings

Key Drivers of Satisfaction with Ballina Shire Council

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

These top 11 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 30 attributes we obtained measures on have only a limited impact on the community's satisfaction with Ballina Shire Council's performance. Therefore, whilst all 41 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 11 Indicators Contribute to Over 60% of Overall Satisfaction with Council

Indicator	Percentage
Long term planning	10.1%
Financial management	8.7%
Roads	8.4%
Opportunities to participate in Council decision making	6.8%
Council's customer service	6.7%
Management of development	3.8%
General garbage collection	3.6%
Coastline management	3.3%
Environmental and sustainability initiatives	3.2%
Crime prevention and law and order initiatives	3.0%
Heritage conservation	3.0%
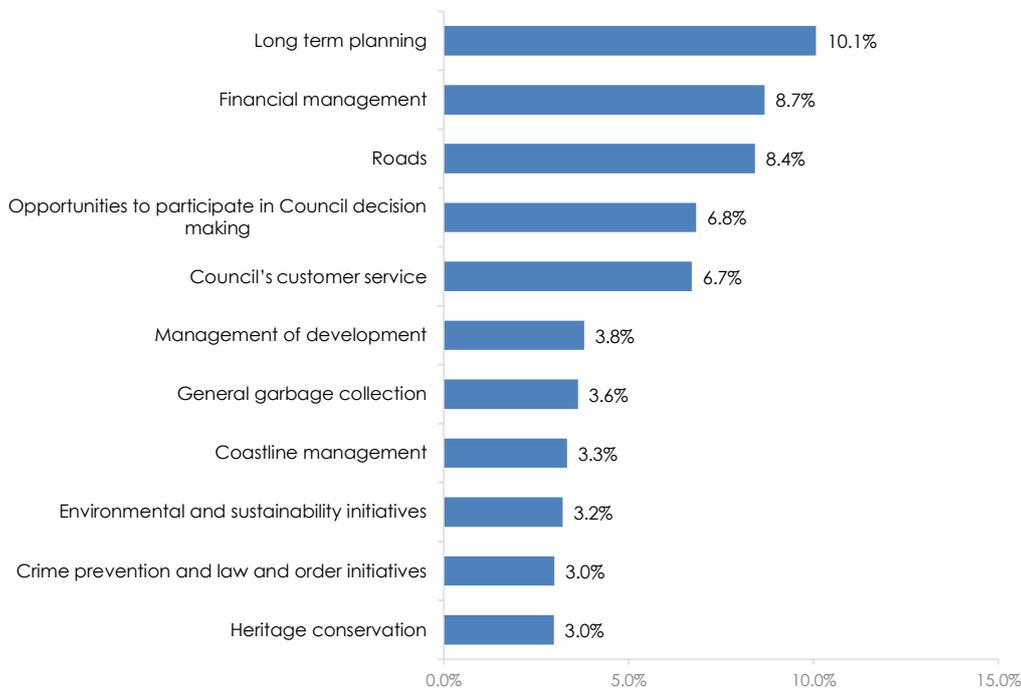
The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 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, 'heritage conservation' contributes 3% towards overall satisfaction, while 'long term planning' (10.1%) is a far stronger driver, contributing more than three times as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

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

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

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

This analysis indicates that areas such as 'coastline management', 'heritage conservation', 'environmental and sustainability initiatives', 'crime prevention and law and order initiatives', 'roads', 'financial management', 'long term planning', 'management of development' and 'opportunities to participate in Council decision making' could possibly be targeted for optimisation.

Key Findings

Advanced Shapley Outcomes

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

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

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

Key Contributors to Barriers/Optimisers

	Barriers (50%)	Optimisers (50%)
Long term planning	-6.0%	4.1%
Financial management	-5.0%	3.7%
Roads	-5.0%	3.4%
Opportunities to participate in Council decision making	-5.3%	1.5%
Council's customer service	-2.0%	4.7%
Management of development	-2.2%	1.6%
General garbage collection	-1.7%	1.9%
Coastline management	-0.9%	2.4%
Environmental and sustainability initiatives	-1.4%	1.8%
Crime prevention and law and order initiatives	-2.3%	0.7%
Heritage conservation	-1.2%	1.8%

Different levers address the different levels of satisfaction across the community
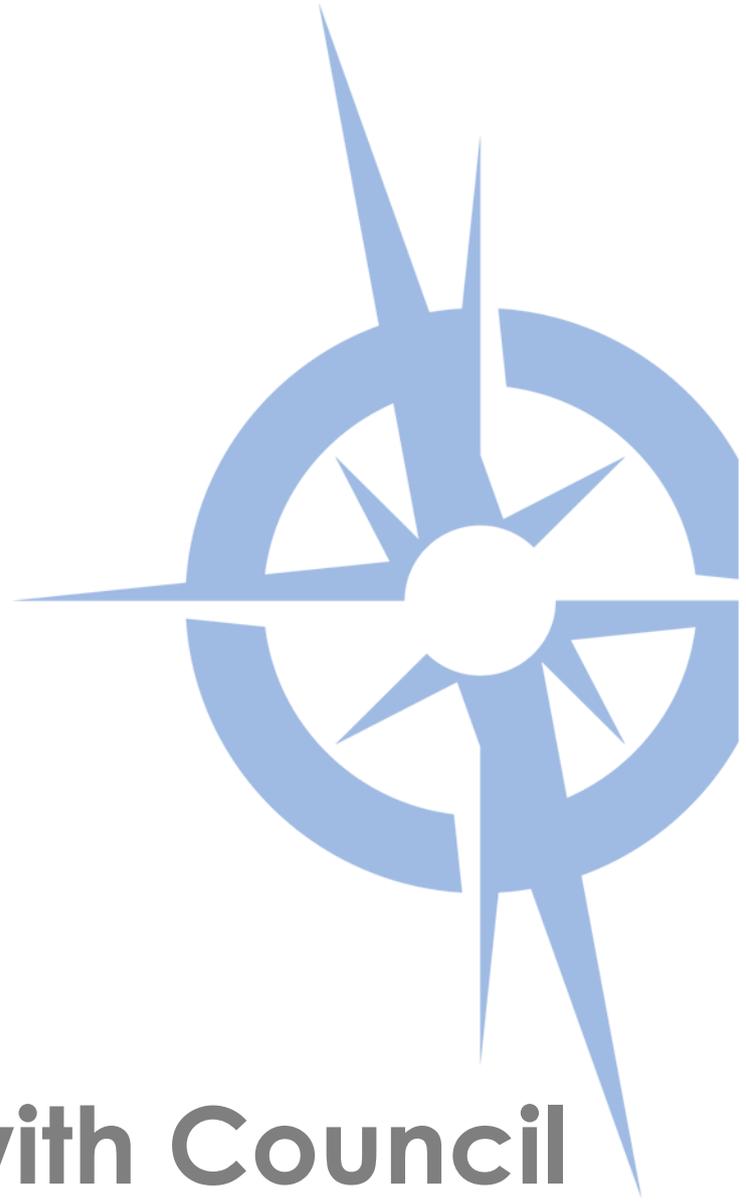
Section A – Satisfaction with Council

Overall Satisfaction with Council

Summary

87% of residents are, overall, at least 'somewhat satisfied' with the performance of Ballina Shire Council over the last 12 months.

Compared to the research conducted in 2016, residents are significantly less satisfied with the performance of Council. The result, however, is still well above our regional benchmarks.

Residents from Alstonville had a significantly higher level of satisfaction with the performance of Council, whilst those aged 50-64 were significantly less satisfied.

Q2.   *Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?*

	Overall 2018	Overall 2016	Overall 2014	Overall 2012	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.46▼	3.66	3.65	3.50	3.48	3.45	3.44	3.54	3.30▼	3.56

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Mean ratings	3.43	3.58	3.69▲	3.48	3.24	3.39	3.31

NSW LGA BRAND SCORES	Regional Benchmark	All of NSW Benchmark	Ballina Shire Council
Mean ratings	3.31▼	3.42	3.46

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

Section B – Communication with Council

Contact with Council

Summary

51% of residents had contacted Council in the last 12 months, which remains on par with the 2016 results.

Residents aged 35-49 and ratepayers were significantly more likely to have contacted Council, whilst those aged 18-34 were significantly less likely.

Q3a.   Have you contacted Ballina Shire Council in the last 12 months?

	2018	2016	Male	Female	18–34	35–49	50–64	65+
Yes	51%	52%	51%	51%	26%▼	68%▲	57%	48%
No	49%	48%	49%	49%	74%	32%	43%	52%

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Yes	55%▲	35%	45%	49%	55%	55%	60%
No	45%	65%	55%	51%	45%	45%	40%

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

No
49%

Yes
51%
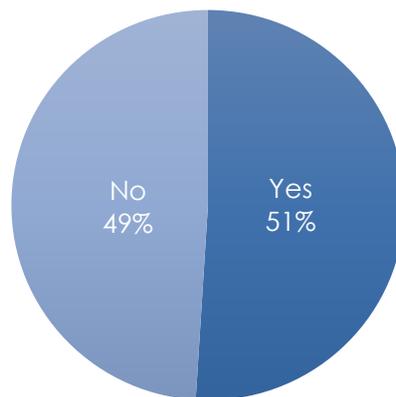
Base N=505

Method of Contact

Summary

Of the residents who had contacted Council, 63% had done so via 'phone', 24% 'in person' and 12% via 'email'.

Compared to the 2016 results, residents were significantly more likely to have contact Council via 'phone' (63% cf. 52%).

Q3b.   When you made contact with the Council staff was it by:
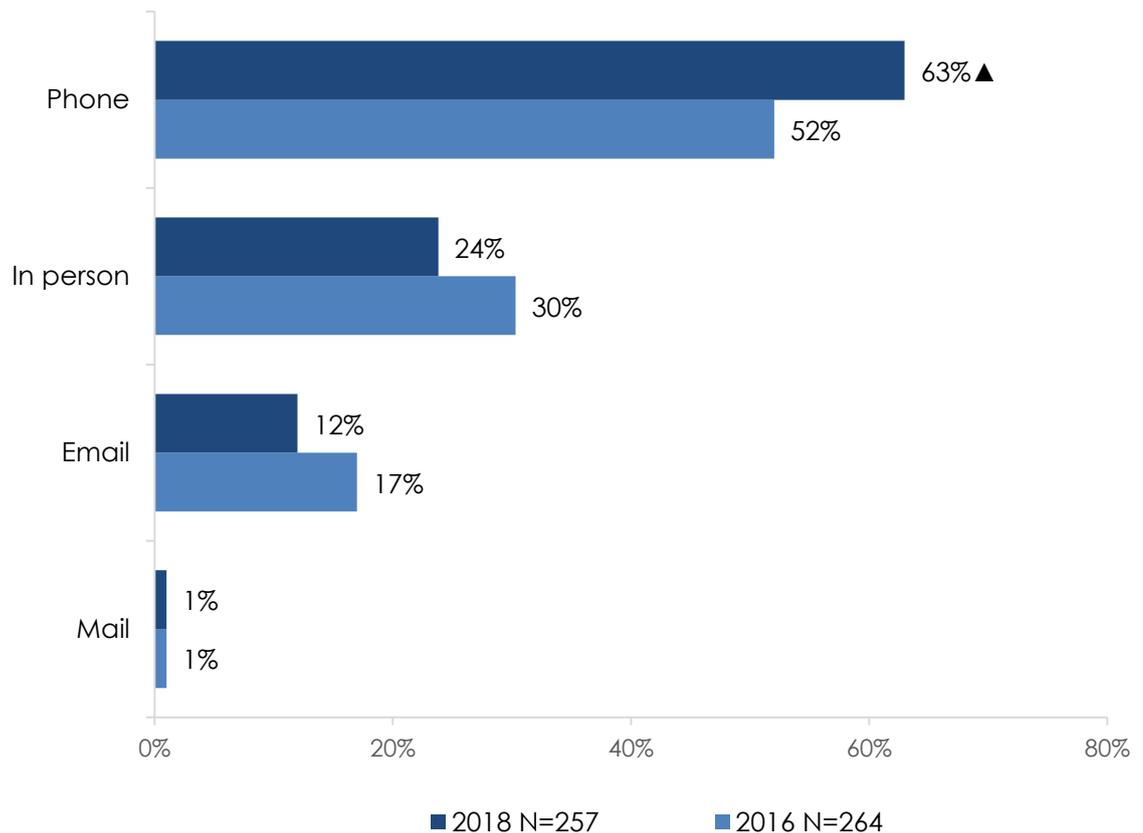
▲ ▼ = A significantly higher/lower percentage (by year)

Note: Please see Appendix A for the results compared by demographics

Satisfaction with the Way Contact was Handled

Summary

77% of residents were at least 'somewhat satisfied' with the way their contact was handled. Whilst, overall, not significant, residents in 2018 expressed a lower level of satisfaction with the way their contact was handled.

Residents aged 65+ and those from Ballina were significantly more satisfied with the way their contact was handled, whilst those aged 50-64 were significantly less satisfied.

When analysed by method of contact, residents who had contacted Council 'in person' were significantly more satisfied and those who had made contact via 'email' were significantly less satisfied.

Q3c.   How satisfied were you with the way your contact was handled?

	Overall 2018	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.58	3.83	3.75	3.67	3.60	3.76	3.51▼	3.91▲

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Mean ratings	3.55	3.78	3.68	3.91▲	3.78	3.34	3.42

	Phone	Email	In person
Satisfaction by method of contact	3.71	3.11▼	4.06▲

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

▲▼ = A significantly higher/lower level of satisfaction (by group)
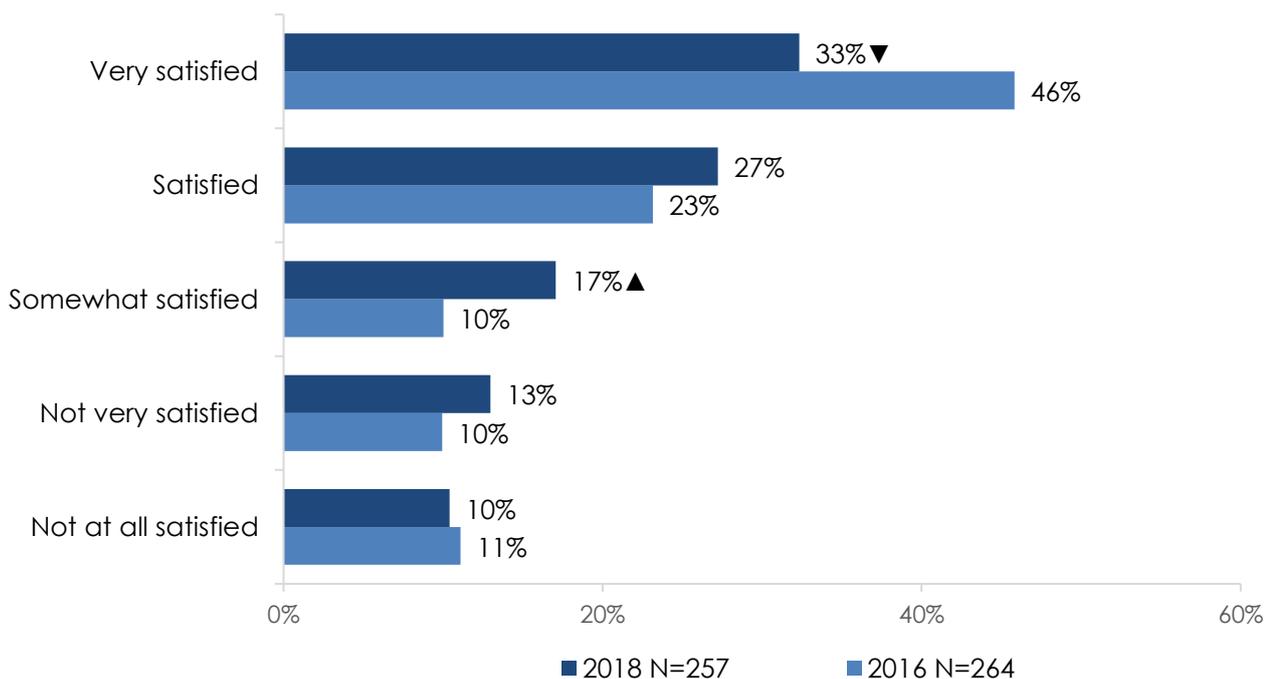
Satisfaction with the Level of Communication Council has with the Community

Summary

83% of residents are at least 'somewhat satisfied' with the level of communication Council has with the community. Resident satisfaction with this measure has remained similar to the 2016 results.

Residents aged 65+ were significantly more likely to be satisfied.

Q4.   *How satisfied are you currently with the level of communication Council has with the community?*

	Overall 2018	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.43	3.49	3.44	3.42	3.37	3.33	3.33	3.61▲

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Mean ratings	3.44	3.40	3.55	3.44	3.34	3.33	3.37

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

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

Preferred Means of Being Informed of Council News and Activities

Summary

Residents most prefer to be informed of Council news and activities via the 'Ballina Shire Advocate' (80%), 'local TV' (74%) and 'leaflets/newsletter in the mail' (74%).

Comparisons with the 2016 results show no significant differences in residents' preferred means of hearing from Council.

Q5.   *How would you like to be informed of Council news and activities?*
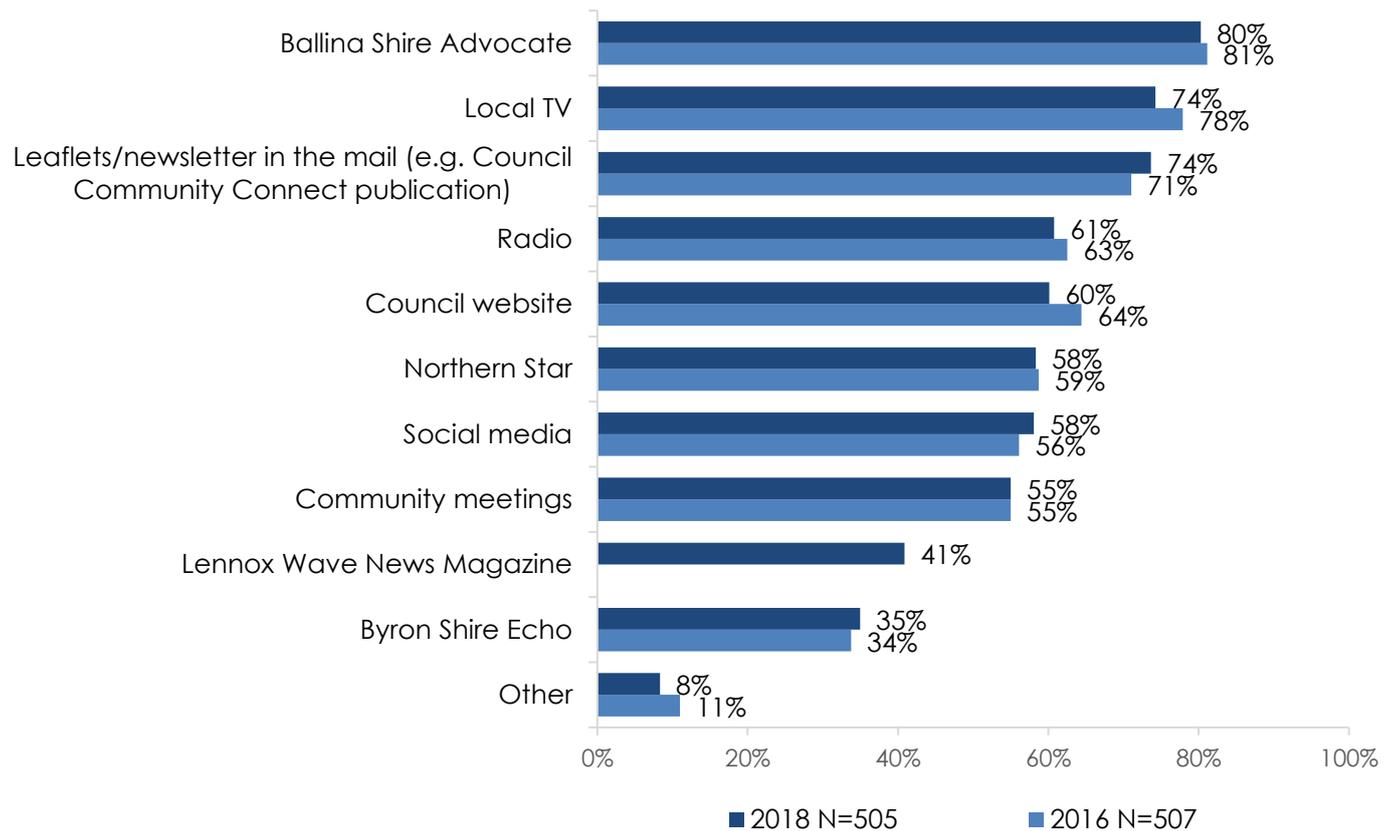
Other (Specified)	Base N=505
Email	5%
Face to face with the Mayor/Councillors	1%
SMS	1%
Community Connect	<1%
Library	<1%
Local tourism information centre	<1%
More specific meetings	<1%
News bulletin	<1%
Noticeboards	<1%
Word of mouth	<1%
None	<1%

Note: Please see Appendix A for the results compared by demographics
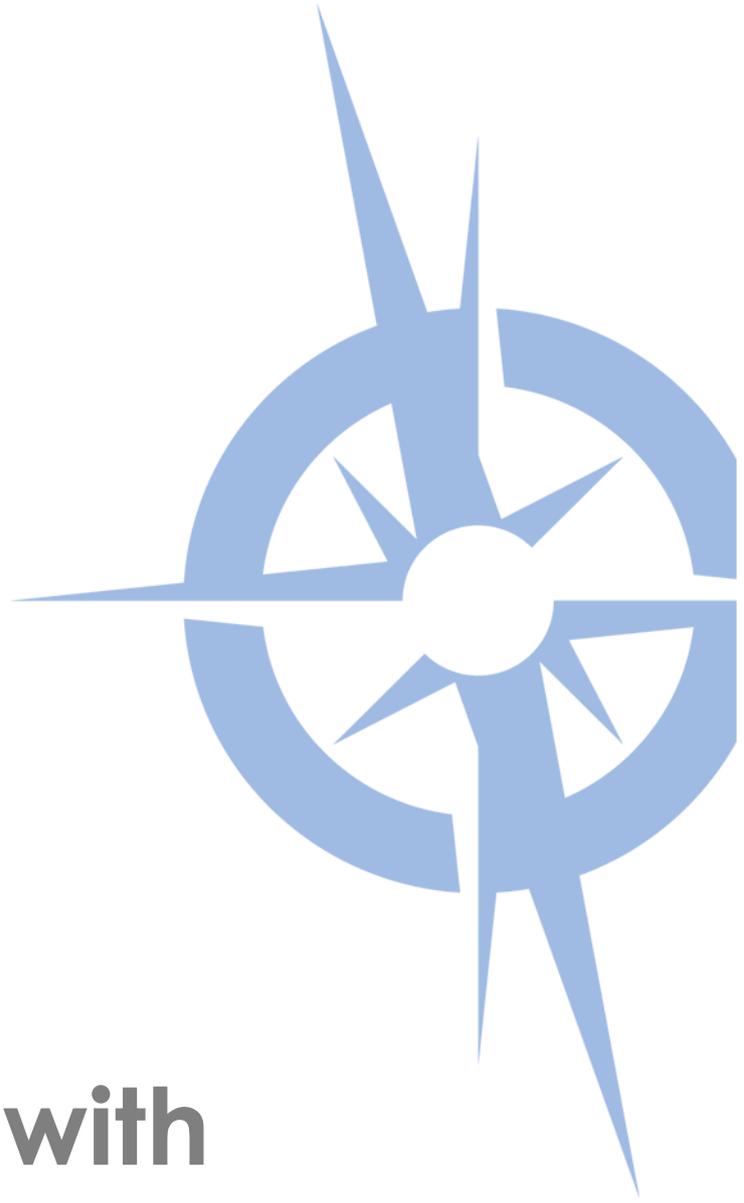
Section C – Engagement with Council

Interest in Council Consultation Projects

Summary

Resident interest in Council consultation projects was 'moderate' to 'high', with over three quarters of residents at least 'somewhat interested' in providing input on all of the prompted issue/services/facilities.

Issues/services/facilities residents are most interested in providing input on, include;
- Parks, reserves & playgrounds
- Long term planning
- Recreational facilities
- Large scale residential development
- Waste & recycling
- Environmental issues

Q6. *Thinking about the different consultation projects run by Ballina Shire Council, please rate your level of interest in providing input on each of the following:*

Mean ratings
N=505

Issue/service/facility	Very interested	Interested	Somewhat interested	Mean
Parks, reserves & playgrounds	41%	32%	19%	4.02
Long term planning	42%	25%	23%	3.96
Recreational facilities	39%	32%	21%	3.96
Large scale residential development	46%	23%	18%	3.95
Waste & recycling	38%	31%	20%	3.93
Environmental issues	40%	28%	21%	3.92
Roads & footpaths management	39%	27%	21%	3.85
Housing affordability	37%	29%	18%	3.79
Development applications near you	42%	18%	19%	3.67
Bike paths	30%	29%	23%	3.64
Libraries, community centres & halls	29%	27%	29%	3.63
Commercial centres improvements	22%	32%	30%	3.55

■ Very interested ■ Interested ■ Somewhat interested

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

Interest in Council Consultation Projects
Demographic Matrix – Part 1

Q6.   *Thinking about the different consultation projects run by Ballina Shire Council, please rate your level of interest in providing input on each of the following:*

Interest in Council Consultation Projects	Overall	Gender		Age				Ratepayer status		Residential location				
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Parks, reserves & playgrounds	4.02	3.94	4.09	4.05	4.10	4.10	3.87▼	4.00	4.08	4.07	4.04	4.19	3.79	3.84
Long term planning	3.96	3.87	4.04	3.64▼	4.14	4.07	3.94	4.01	3.80	3.95	3.93	4.28▲	3.79	3.92
Recreational facilities	3.96	3.87	4.04	4.05	4.03	3.98	3.83	3.93	4.04	3.95	4.06	4.09	3.73	3.62
Large scale residential development	3.95	3.86	4.03	3.69	4.25▲	4.08	3.78▼	4.02▲	3.70	4.01	3.78▼	4.29▲	3.97	4.00
Waste & recycling	3.93	3.80	4.03▲	3.62▼	3.94	4.01	4.01	3.91	3.97	4.03	3.92	3.93	3.90	3.75
Environmental issues	3.92	3.74	4.07▲	3.86	4.07	4.00	3.78	3.89	4.01	3.97	3.93	4.01	3.72	3.85
Roads & footpaths management	3.85	3.75	3.95	3.56▼	3.96	3.90	3.90	3.90	3.69	3.79	3.83	4.16▲	3.46▼	4.12
Housing affordability	3.79	3.54	4.01▲	4.06▲	4.01	3.73	3.54▼	3.69	4.14▲	3.73	3.90	3.79	3.82	3.45
Development applications near you	3.67	3.65	3.69	3.48	3.69	3.89▲	3.56	3.77▲	3.30	3.53	3.52	3.97	3.64	4.17▲
Bike paths	3.64	3.57	3.71	3.36▼	3.70	3.80	3.63	3.67	3.53	3.57	3.87▲	3.65	3.28▼	3.29
Libraries, community centres & halls	3.63	3.37	3.86▲	3.51	3.56	3.68	3.71	3.65	3.58	3.60	3.62	3.81	3.54	3.60
Commercial centres improvements	3.55	3.50	3.60	3.40	3.49	3.57	3.67	3.59	3.41	3.55	3.59	3.60	3.58	3.30
Base	505	237	268	91	111	141	162	396	109	105	214	73	61	53

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

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

Interest in Council Consultation Projects
Demographic Matrix – Part 2

Q6.   Thinking about the different consultation projects run by Ballina Shire Council, please rate your level of interest in providing input on each of the following:

Interest in Council Consultation Projects	Life stage							Disability status	
	Living at home with parents	Single with no children	Single parent with children	Married/ de facto with no children	Married/ de facto with children	Group household*	Extended family household	Identify as having a disability	Do not identify as having a disability
Parks, reserves & playgrounds	3.55▼	3.88	4.23	4.03	4.18▲	3.52	4.03	4.22	3.98
Long term planning	3.41▼	3.76	4.14	4.05	4.10	2.84▼	4.21	4.05	3.95
Recreational facilities	3.66	3.78	4.20	3.90	4.13▲	3.27	4.23	3.96	3.96
Large scale residential development	3.51	3.66▼	4.05	3.95	4.20▲	3.00	4.21	4.02	3.94
Waste & recycling	3.56	3.86	4.23	4.03	3.92	3.71	3.82	4.12	3.89
Environmental issues	3.79	3.68▼	4.42▲	3.97	3.94	3.35	4.05	4.16▲	3.87
Roads & footpaths management	3.17▼	3.70	4.06	3.93	4.02	2.70	4.04	4.01	3.83
Housing affordability	3.92	3.84	4.35▲	3.70	3.78	3.08	3.61	3.96	3.76
Development applications near you	3.02▼	3.42	3.79	3.74	3.88	2.81	3.90	3.71	3.66
Bike paths	2.84▼	3.47	3.86	3.69	3.84▲	3.33	3.82	3.52	3.67
Libraries, community centres & halls	3.65	3.88▲	4.09▲	3.52	3.59	2.95	3.40	3.72	3.62
Commercial centres improvements	2.90▼	3.54	3.80	3.63	3.59	3.14	3.72	3.59	3.55
Base	40	85	29	164	158	7	23	79	425

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

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

*Caution low base size

Effectiveness of Various Mediums in Encouraging Participation in Consultation

Summary

Residents consider 'direct mail' the most effective way to encourage participation in community consultation, with 86% of all residents rating this medium at least 'somewhat effective'.

Over 70% of residents also deemed 'face to face' contact, 'community newsletters', 'surveys', 'direct email', 'print media', 'radio advertising/announcements' and 'signage' at least 'somewhat effective' in encouraging participation consultation.

Q7.   When the Ballina Shire Council wants to get your opinion on an issue, how effective would the following methods be in encouraging you to participate?

Mean ratings
N=505

Medium	Very effective	Effective	Somewhat effective	Mean
Direct mail	45%	22%	19%	3.89
Face to face	36%	21%	22%	3.58
Community newsletters	24%	30%	26%	3.50
Survey	25%	28%	27%	3.49
Direct email	36%	23%	12%	3.47
Print media	28%	23%	25%	3.40
Radio advertising/announcements	26%	25%	21%	3.30
Signage	20%	24%	31%	3.28
Council offices and facilities, i.e. pools, community centres, etc.	20%	21%	29%	3.16
Telephone call	21%	23%	22%	3.12
Pop up stores at shops and transport hubs	17%	22%	28%	3.05
Council's website	21%	20%	22%	3.04
Social media (e.g. Facebook)	26%	19%	13%	3.01
Libraries	19%	18%	25%	2.99
Street meetings	16%	18%	31%	2.98
Stickers on bins	18%	18%	25%	2.94
Community workshops	12%	18%	32%	2.88
Reference groups	8%	16%	33%	2.66
Council meeting	11%	12%	29%	2.60

■ Very effective ■ Effective ■ Somewhat effective

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

Effectiveness of Various Mediums in Encouraging Participation in Consultation
Demographic Matrix – Part 1

Q7.   *When the Ballina Shire Council wants to get your opinion on an issue, how effective would the following methods be in encouraging you to participate?*

Effectiveness of mediums in encouraging participation	Overall	Gender		Age				Ratepayer status		Residential location				
		Male	Female	18–34	35–49	50–64	65+	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Direct mail	3.89	3.91	3.88	3.46▼	3.67	4.08	4.13▲	4.01▲	3.47	3.99	3.75	3.82	4.05	4.20
Face to face	3.58	3.67	3.51	3.80	3.52	3.58	3.51	3.57	3.64	3.40	3.58	3.56	3.72	3.86
Community newsletters	3.50	3.39	3.60	2.97▼	3.38	3.72▲	3.68▲	3.56	3.27	3.69	3.42	3.43	3.46	3.57
Survey	3.49	3.44	3.53	3.59	3.54	3.45	3.42	3.47	3.55	3.51	3.54	3.40	3.31	3.56
Direct email	3.47	3.55	3.39	3.58	3.78▲	3.44	3.21▼	3.50	3.34	3.36	3.38	3.62	3.52	3.77
Print media	3.40	3.35	3.44	3.09▼	3.18	3.51	3.62▲	3.43	3.28	3.27	3.51	3.46	3.03▼	3.54
Radio advertising/ announcements	3.30	3.18	3.41	3.33	3.11	3.43	3.30	3.26	3.45	3.46	3.30	3.36	3.25	2.94
Signage	3.28	3.15	3.39▲	3.40	3.37	3.32	3.11▼	3.23	3.44	3.40	3.34	3.23	3.02	3.14
Council offices and facilities	3.16	3.07	3.25	3.33	3.07	3.17	3.13	3.12	3.32	3.30	3.19	3.29	2.84	2.99
Telephone call	3.12	3.20	3.04	3.29	2.97	3.05	3.18	3.11	3.15	3.05	3.11	3.02	3.08	3.44
Pop up stores at shops and transport hubs	3.05	2.91	3.17▲	3.08	3.24	3.08	2.88▼	2.98	3.30▲	3.18	3.02	3.00	2.81	3.29
Council's website	3.04	3.13	2.96	3.28	3.20	2.94	2.88	2.97	3.30	3.08	3.09	3.08	2.88	2.90
Social media	3.01	2.85	3.16▲	4.08▲	3.77▲	2.54▼	2.30▼	2.85	3.61▲	3.18	3.03	3.12	2.99	2.50▼
Libraries	2.99	2.82	3.14▲	2.91	2.93	2.89	3.16▲	2.93	3.19	3.01	3.09	2.97	2.76	2.83
Street meetings	2.98	2.93	3.02	3.12	3.01	3.17	2.71▼	2.93	3.16	2.86	3.02	3.32▲	2.80	2.79
Stickers on bins	2.94	2.82	3.04	3.13	2.98	2.86	2.86	2.85	3.26▲	3.02	3.06	2.73	2.73	2.78
Community workshops	2.88	2.79	2.97	2.75	2.96	2.98	2.82	2.80	3.17▲	2.94	2.98	2.90	2.49▼	2.80
Reference groups	2.66	2.57	2.75	2.53	2.68	2.83	2.58	2.66	2.69	2.58	2.79	2.69	2.39▼	2.59
Council meeting	2.60	2.63	2.57	2.56	2.60	2.49	2.72	2.57	2.71	2.58	2.71	2.48	2.39	2.57
Base	505	237	268	91	111	141	162	396	109	105	214	73	61	53

Scale: 1 = not at all effective, 5 = very effective
▲▼ = A significantly higher/lower level of effectiveness by (group)

Effectiveness of Various Mediums in Encouraging Participation in Consultation Demographic Matrix – Part 2

Q7.   When the Ballina Shire Council wants to get your opinion on an issue, how effective would the following methods be in encouraging you to participate?

Effectiveness of mediums in encouraging participation	Life stage							Disability status	
	Living at home with parents	Single with no children	Single parent with children	Married/ de facto with no children	Married/ de facto with children	Group household*	Extended family household	Identify as having a disability	Do not identify as having a disability
Direct mail	3.29▼	3.95	3.38	4.03	3.97	3.05	4.14	3.97	3.88
Face to face	3.71	3.26▼	3.57	3.68	3.74	2.16▼	3.25	3.60	3.59
Community newsletters	2.90▼	3.60	3.55	3.59	3.51	3.16	3.46	3.69	3.47
Survey	3.58	3.23▼	3.41	3.52	3.60	2.61	3.58	3.59	3.47
Direct email	3.06	2.93▼	3.26	3.60	3.83▲	2.24	3.36	3.16	3.52
Print media	2.87▼	3.67▲	3.29	3.44	3.36	3.46	3.37	3.40	3.40
Signage	3.08	3.08	3.52	3.18	3.49▲	2.96	3.36	3.32	3.27
Radio advertising/announcements	3.09	3.33	3.59	3.25	3.35	2.65	3.41	3.48	3.27
Council offices and facilities, i.e. pools, community centres, etc.	2.97	3.19	3.40	3.08	3.22	2.56	3.54	3.18	3.17
Telephone call	3.12	2.85	2.97	3.15	3.26	2.62	3.18	3.18	3.11
Libraries	2.97	3.38▲	3.04	2.94	2.85	2.32	2.99	3.17	2.96
Council's website	2.84	2.72▼	2.78	3.10	3.20	2.31	3.62	3.14	3.02
Stickers on bins	2.79	3.08	3.21	2.80	2.98	2.42	3.09	3.07	2.92
Social media (e.g. Facebook)	3.35	2.42▼	4.02▲	2.55▼	3.44▲	2.67	3.80▲	2.92	3.03
Pop up stores at shops and transport hubs	2.95	2.99	3.45	2.91	3.23	1.70▼	3.11	3.21	3.03
Street meetings	3.30	2.83	3.06	2.90	3.10	1.68▼	2.98	3.16	2.95
Community workshops	2.44▼	2.87	3.37	2.83	2.99	2.22	2.94	3.24▲	2.82
Reference groups	2.45	2.55	2.99	2.71	2.73	1.78▼	2.47	2.94▲	2.62
Council meeting	2.34	2.63	3.06	2.66	2.56	2.05	2.35	2.70	2.58
Base	40	85	29	164	158	7	23	79	425

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

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

*Caution low base size

Residents Very Interested in Consultation Projects and Most Effective Means to Encourage Participation

	Development applications near you	Roads & footpaths management	Long term planning	Large scale residential development	Libraries, community centres & halls	Housing affordability	Recreational facilities	Commercial centres improvements	Bike paths	Environmental issues	Waste & recycling	Parks, reserves & play- grounds
Direct mail	4.15	4.21	4.15	4.18	4.11	3.88	4.05	4.43	4.22	4.06	4.12	4.03
Face to face	3.86	3.80	3.95	3.92	3.87	3.80	3.79	3.92	3.80	3.87	3.91	3.90
Community newsletters	3.74	3.79	3.85	3.78	3.92	3.66	3.80	3.99	3.91	3.79	3.90	3.69
Survey	3.66	3.68	3.72	3.72	3.89	3.69	3.83	3.84	3.73	3.78	3.88	3.73
Direct email	3.82	3.71	3.78	3.76	3.63	3.52	3.48	3.78	3.62	3.64	3.65	3.73
Print media	3.74	3.84	3.70	3.63	3.69	3.62	3.51	3.95	3.79	3.63	3.74	3.60
Radio advertising/ announcements	3.41	3.71	3.57	3.43	3.72	3.54	3.68	3.71	3.56	3.55	3.69	3.70
Signage	3.58	3.69	3.64	3.54	3.88	3.63	3.72	3.79	3.78	3.69	3.81	3.78
Council offices and facilities	3.42	3.49	3.57	3.38	3.71	3.49	3.58	3.69	3.69	3.56	3.68	3.64
Telephone call	3.26	3.32	3.27	3.30	3.33	3.19	3.37	3.41	3.35	3.35	3.45	3.32
Pop up stores at shops and transport hubs	3.18	3.32	3.46	3.29	3.53	3.38	3.46	3.69	3.37	3.40	3.60	3.49
Council's website	3.30	3.35	3.46	3.26	3.46	3.32	3.37	3.51	3.33	3.34	3.47	3.46
Social media	3.13	3.31	3.12	3.21	3.14	3.31	3.41	3.13	3.03	3.22	3.12	3.46
Libraries	3.09	3.21	3.22	3.12	3.87	3.36	3.29	3.27	3.32	3.33	3.52	3.39
Street meetings	3.29	3.27	3.38	3.31	3.59	3.28	3.34	3.42	3.36	3.39	3.35	3.33
Stickers on bins	3.22	3.36	3.28	3.15	3.43	3.43	3.29	3.45	3.48	3.33	3.60	3.37
Community workshops	3.04	3.25	3.39	3.13	3.45	3.31	3.31	3.50	3.35	3.29	3.46	3.33
Reference groups	2.88	2.96	3.12	2.93	3.19	2.86	2.90	3.11	3.02	3.06	3.09	3.02
Council meeting	2.82	2.87	2.98	2.87	3.08	2.81	2.86	2.96	2.94	2.99	3.04	2.97
Base	213	197	213	230	144	185	194	112	151	201	193	205

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

Preferred Means of Informing of Residents of Consultation Outcomes

Summary

Over three quarters of residents would prefer to be contacted via 'local media' (79%) and 'letter' (76%) regarding consultation outcomes.

Only 2% of residents are not interested in being informed of the outcomes following a community consultation exercise.

Q8.   How would you then like to be informed of the outcomes of a community consultation exercise?
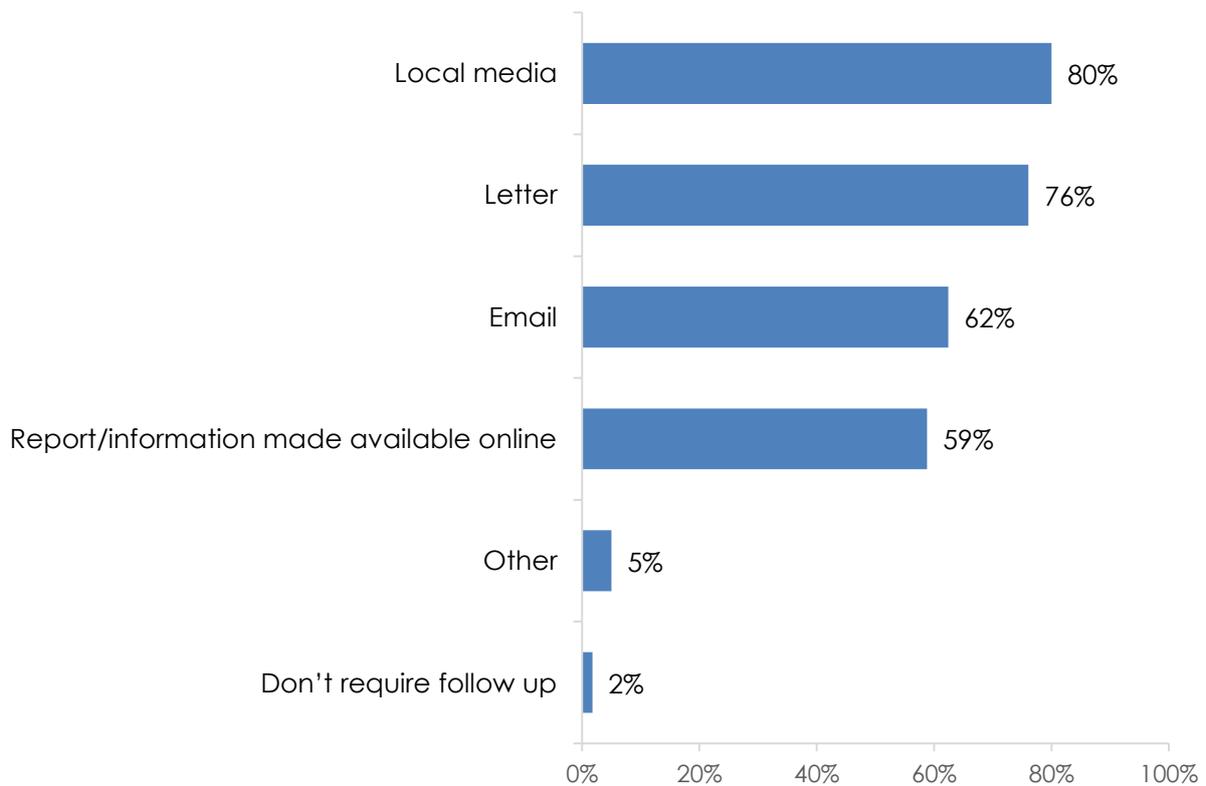
Base: N=505

Other (specified)	Count
Social media	16
Noticeboards/signage	3
Phone call	2
Public meeting	2
SMS	2
Bulletins to community stake holders	1
Library	1

Note: Please see Appendix A for the results compared by demographics

Suggestions to Increase Participation in Consultation Opportunities

Q9.   What, if anything, would encourage you to participate more in Ballina Shire Council consultation opportunities?

|	Base N=505
I will be more inclined to participate if an issue is of direct concern to me/my area	10%
Increased promotion/awareness of consultation opportunities	8%
Ensuring Council listen to/act on community feedback	7%
Council needs to be more transparent in the information it provides to the community	4%
Ensuring consultation activities are held during convenient times for all, i.e. outside of business hours/weekends	2%
Gear consultation toward younger residents	2%
If consultation was regarding environmental issues	2%
More consultation via social media	2%
More/better access to Council/public meetings	2%
More/better communication/dealings with Councillors/Council staff generally	2%
Personally, I would need more time to participate	2%
A change in The Mayor/Councillors/Management	1%
Ensure consultation projects are concise, i.e. minimising residents' time investment	1%
Ensure there is enough time to reply/make comment during the consultation process	1%
Greater transparency regarding Council decision making	1%
Increased opportunities to participate via phone	1%
More consultation opportunities generally	1%
More consultation via mail	1%
More face to face contact with Councillors	1%
More online consultation opportunities	1%
More opportunities to participate from home	1%
More opportunities to participate in surveys	1%
Personal invitations to participate	1%
Provide incentives for residents to participate	1%
Provide opportunities that are easily accessible	1%
Consult the actual community not panels that give bias data that does not reflect the community's wants	<1%
Ensure information is delivered in a language/tone appropriate for everyday people	<1%
If they dredged the River I would be more willing to participate in consultations	<1%
Improved disability access to consultations	<1%
Inform the community of the outcomes of consultations	<1%
Information sessions with Business Chambers about protests or projects and rallies	<1%
Less formal meetings, develop an anonymous opinion box	<1%
Make the consultation opportunities more interesting	<1%

Suggestions to Increase Participation in Consultation Opportunities

Q9.   *What, if anything, would encourage you to participate more in Ballina Shire Council consultation opportunities?*

	Base N=505
More dynamic	<1%
More flexibility	<1%
More focus groups/workshops	<1%
More opportunities to participate via email	<1%
More relevant projects	<1%
Open consultations days with Council	<1%
Opportunities for older residents to participate	<1%
Provide opportunities during events	<1%
Something innovative and more cutting edge involving arts and culture	<1%
Use of a wide variety of mediums to contact residents	<1%
Nothing would encourage me to participate in consultation opportunities	22%
Don't know/unsure	24%
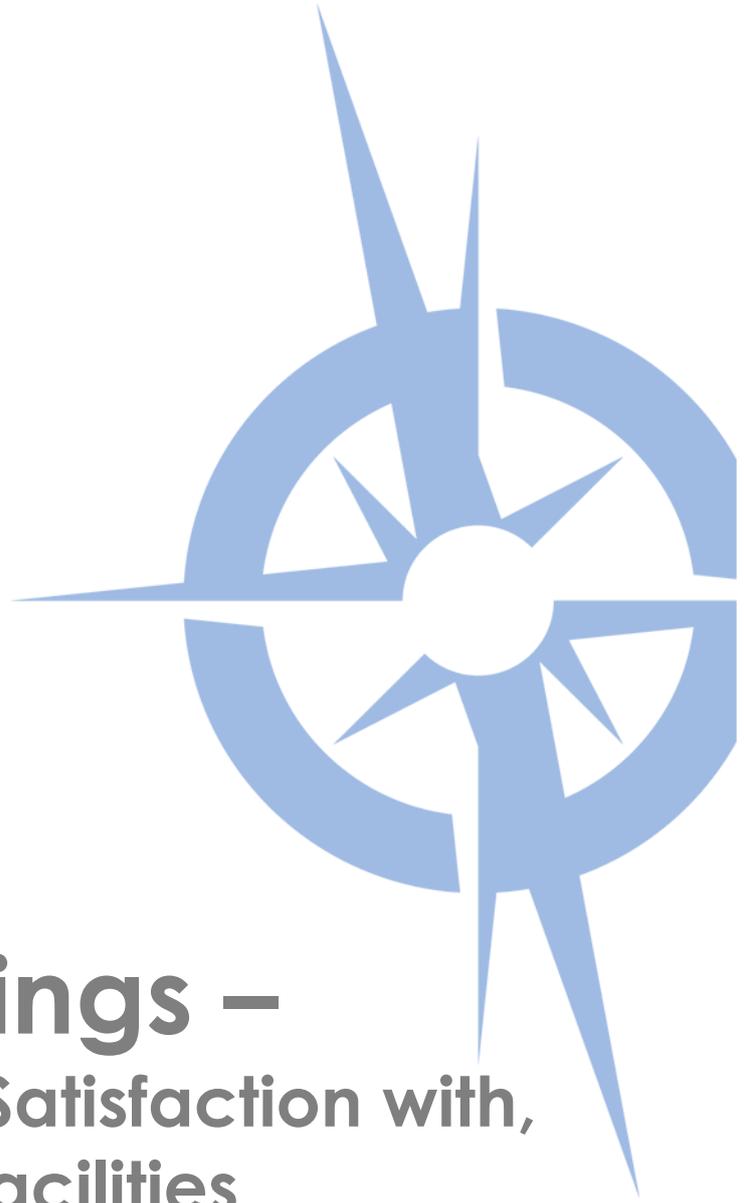
Detailed Findings –
Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 41 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Long term planning	10.1%
Financial management	8.7%
Roads	8.4%
Opportunities to participate in Council decision making	6.8%
Council's customer service	6.7%
Management of development	3.8%
General garbage collection	3.6%
Coastline management	3.3%
Environmental and sustainability initiatives	3.2%
Crime prevention and law and order initiatives	3.0%
Heritage conservation	3.0%
Cycleways and bicycle facilities	2.8%
Overall health of the Richmond River	2.3%
Parking	2.2%
Boating facilities (recreation/professional)	2.2%
Quality of town centre and public spaces	2.2%
Water supply	2.1%
Economic development	2.0%
Support for volunteers	1.9%
Public toilets	1.9%
Tourism management	1.8%
Beaches and foreshores	1.6%
Drainage/flood management	1.5%
Disability access	1.3%
Affordable housing	1.2%
Sewerage management and recycled water	1.1%
Recycling options	1.1%
Aged services	1.1%
Festival and event management	1.0%
Parks and sporting facilities	0.9%
Vegetation management	0.9%
Ballina Byron Gateway Airport	0.9%
Arts, culture & entertainment facilities	0.9%
Community centres and public halls	0.8%
Playgrounds	0.8%
Dog exercise areas	0.7%
Youth services	0.6%
Child care services	0.5%
Relationship with indigenous residents	0.5%
Libraries	0.3%
Swimming pools	0.1%

Key Service Areas' Contribution to Overall Satisfaction

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

Contribution to Overall Satisfaction with Council's Performance
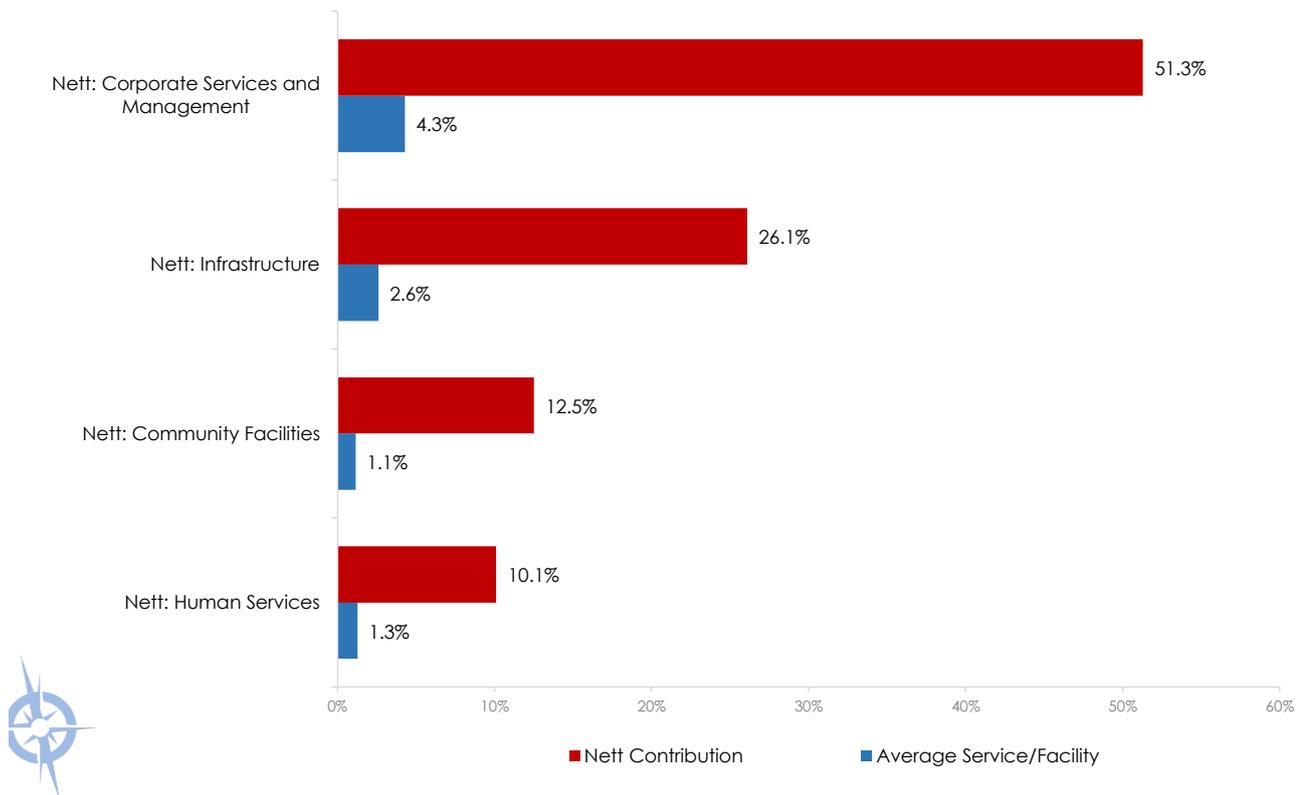
'Corporate Services and Management' (51%) is the key contributor toward overall satisfaction with Council's performance. Each of the services/facilities grouped under this area averages 4.3%.

Service Areas

Each of the 41 facilities/services were grouped into service areas as detailed below

Community Facilities

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 & entertainment facilities

Playgrounds

Infrastructure

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

Human Services

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

Corporate Services and Management

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, and summarise 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.

Service Area 1: Community Facilities

Shapley Regression

Contributes to Over 12% of Overall Satisfaction with Council

Category	Value
Nett: Community Facilities	12.5%
Boating facilities (recreation/professional)	2.2%
Quality of town centre and public spaces	2.2%
Public toilets	1.9%
Beaches and foreshores	1.6%
Parks and sporting facilities	0.9%
Arts, culture & entertainment facilities	0.9%
Community centres and public halls	0.8%
Playgrounds	0.8%
Dog exercise areas	0.7%
Libraries	0.3%
Swimming pools	0.1%
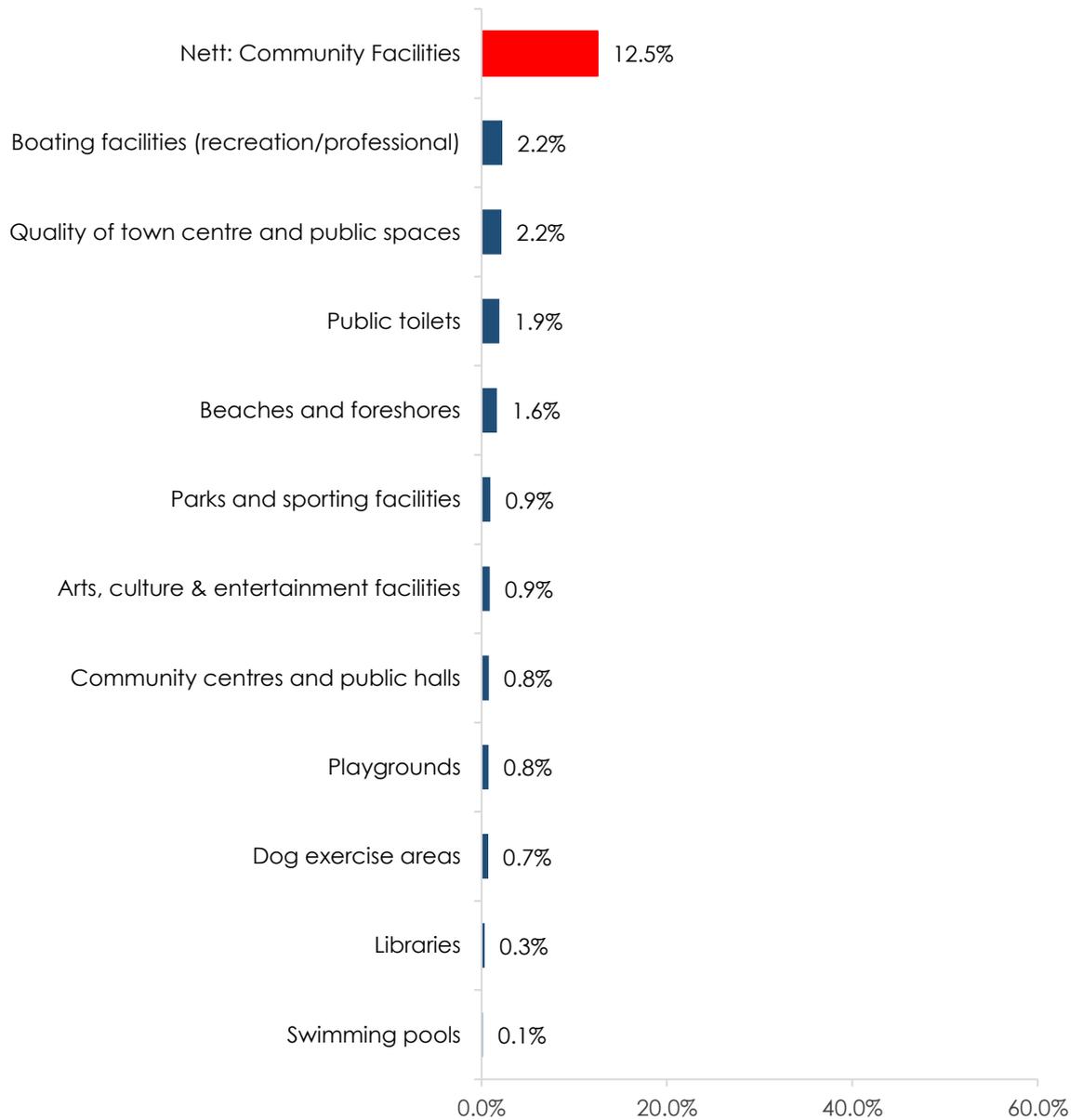
Service Area 1: Community Facilities

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Beaches and foreshores
Very high	Quality of town centre and public spaces
High	Public toilets
	Parks and sporting facilities
Moderately high	Swimming pools
	Playgrounds
	Libraries
	Arts, culture & entertainment facilities
Moderate	Community centres and public halls
	Dog exercise areas
	Boating facilities (recreation/professional)

Importance – by gender

Female residents rated the importance of the following services/facilities significantly higher:

- Libraries
- Quality of town centre and public spaces
- Swimming pools
- Dog exercise areas
- Public toilets
- Arts, culture & entertainment facilities
- Playgrounds

Importance – by age

Residents aged 18-34 rated the importance of 'dog exercise areas' and 'playgrounds' significantly higher.

Those aged 35-49 rated 'parks and sporting facilities', the 'quality of town centre and public spaces' and 'swimming pools' significantly higher in importance and 'boating facilities' significantly lower.

Residents aged 65+ rated 'boating facilities' significantly higher in importance and 'parks and sporting facilities', 'swimming pools', 'beaches and foreshores' and 'playgrounds' significantly lower.

Importance – by ratepayer status

Non-ratepayers rated 'community centres and public halls' significantly higher in importance.

Importance – by area

Residents from Ballina rated 'parks and sporting facilities' and 'boating facilities' significantly higher in importance, while Lennox Head residents rated 'beaches and foreshores' significantly higher.

Other Town residents rated 'libraries', 'swimming pools' and 'beaches and foreshores' significantly lower in importance.

Importance – by year

Residents in 2018 rated 'swimming pools' significantly higher in importance.

Service Area 1: Community Facilities

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.90	3.84	3.96	3.99	4.18	3.93	3.64
Libraries	3.72	3.26	4.12	3.61	3.92	3.67	3.69
Community centres and public halls	3.53	3.44	3.62	3.55	3.56	3.61	3.44
Quality of town centre and public spaces	4.21	4.04	4.37	4.19	4.39	4.20	4.11
Swimming pools	3.77	3.49	4.01	3.85	4.16	3.65	3.55
Dog exercise areas	3.24	3.05	3.41	3.68	3.16	3.24	3.06
Public toilets	4.15	4.01	4.28	4.23	4.24	4.02	4.16
Beaches and foreshores	4.62	4.60	4.63	4.70	4.71	4.61	4.51
Boating facilities (recreation/professional)	3.11	3.25	2.99	3.02	2.77	3.19	3.34
Arts, culture & entertainment facilities	3.65	3.29	3.97	3.73	3.78	3.55	3.60
Playgrounds	3.73	3.59	3.86	4.08	3.93	3.64	3.48

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Parks and sporting facilities	3.90	3.90	3.89	4.05	3.97	3.60	3.56
Libraries	3.72	3.71	3.51	3.80	3.91	3.25	4.05
Community centres and public halls	3.47	3.78	3.51	3.54	3.61	3.52	3.46
Quality of town centre and public spaces	4.18	4.31	4.22	4.24	4.33	3.98	4.17
Swimming pools	3.75	3.82	3.80	3.88	3.81	3.22	3.80
Dog exercise areas	3.21	3.36	3.26	3.29	3.33	3.10	3.05
Public toilets	4.14	4.19	3.98	4.22	4.37	3.96	4.14
Beaches and foreshores	4.59	4.70	4.53	4.68	4.80	4.29	4.65
Boating facilities (recreation/professional)	3.10	3.17	2.89	3.44	2.80	2.79	3.01
Arts, culture & entertainment facilities	3.60	3.83	3.69	3.65	3.88	3.29	3.68
Playgrounds	3.67	3.96	3.74	3.83	3.70	3.54	3.61

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

Significantly higher/lower level of importance (by group)

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	7%	6%	21%	24%	42%	505
Libraries	10%	12%	19%	16%	44%	505
Community centres and public halls	7%	12%	26%	27%	27%	505
Quality of town centre and public spaces	3%	3%	14%	32%	48%	505
Swimming pools	10%	10%	18%	19%	44%	505
Dog exercise areas	26%	8%	16%	17%	33%	505
Public toilets	4%	6%	13%	27%	50%	505
Beaches and foreshores	1%	1%	7%	16%	75%	505
Boating facilities (recreation/ professional)	24%	13%	20%	15%	28%	505
Arts, culture & entertainment facilities	9%	8%	24%	28%	31%	505
Playgrounds	13%	8%	16%	20%	43%	505

Service Area 1: Community Facilities

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Very high	Libraries
	Swimming pools
High	Beaches and foreshores
Moderately high	Boating facilities (recreation/professional)
	Community centres and public halls
	Parks and sporting facilities
	Quality of town centre and public spaces
Moderate	Playgrounds
	Arts, culture & entertainment facilities
	Dog exercise areas
	Public toilets

Satisfaction – by gender

Female residents were significantly less satisfied with 'parks and sporting facilities'.

Satisfaction – by age

Residents aged 18-34 were significantly less satisfied with 'libraries' and those aged 35-49 were significantly less satisfied with 'playgrounds'.

Residents aged 65+ expressed a significantly higher level of satisfaction with 'parks and sporting facilities', 'libraries', 'dog exercise areas', 'public toilets', 'beaches and foreshores', 'arts, culture & entertainment facilities' and 'playgrounds'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'beaches and foreshores'.

Satisfaction – by area

Residents from Alstonville were significantly more satisfied with 'community centres and public halls', 'beaches and foreshores' and 'arts, culture & entertainment facilities'.

Residents from Ballina were significantly less satisfied with 'community centres and public halls', while those from Lennox Head were significantly less satisfied with 'swimming pools' and 'arts, culture & entertainment facilities'.

Other Town residents were significantly less satisfied with 'dog exercise areas' and 'beaches and foreshores'.

Rural/Other residents expressed a significantly higher degree of satisfaction with 'community centres and public halls' and 'dog exercise areas'.

Satisfaction – by year

Residents in 2018 expressed a significantly higher degree of satisfaction with 'swimming pools' and 'boating facilities'.

Service Area 1: Community Facilities

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.69	3.85	3.56	3.65	3.46	3.76	3.86
Libraries	4.30	4.27	4.32	3.87	4.25	4.39	4.50
Community centres and public halls	3.81	3.76	3.85	3.71	4.02	3.68	3.84
Quality of town centre and public spaces	3.69	3.76	3.64	3.59	3.68	3.63	3.81
Swimming pools	4.27	4.20	4.33	4.16	4.42	4.18	4.30
Dog exercise areas	3.36	3.51	3.25	3.27	3.17	3.18	3.78
Public toilets	3.24	3.31	3.18	3.00	3.14	3.20	3.49
Beaches and foreshores	4.01	3.95	4.06	4.17	3.81	3.87	4.17
Boating facilities (recreation/professional)	3.87	3.81	3.95	4.00	3.83	3.67	3.99
Arts, culture & entertainment facilities	3.52	3.47	3.55	3.30	3.47	3.48	3.72
Playgrounds	3.53	3.57	3.49	3.61	3.15	3.49	3.82

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Parks and sporting facilities	3.67	3.77	3.84	3.75	3.47	3.65	3.40
Libraries	4.31	4.29	4.31	4.38	4.18	3.98	4.40
Community centres and public halls	3.79	3.86	4.18	3.65	3.81	3.53	4.14
Quality of town centre and public spaces	3.66	3.81	3.71	3.68	3.55	3.81	3.78
Swimming pools	4.23	4.45	4.43	4.36	3.91	4.19	4.17
Dog exercise areas	3.31	3.52	3.22	3.47	3.28	2.87	4.01
Public toilets	3.19	3.38	3.33	3.28	3.13	2.96	3.35
Beaches and foreshores	3.95	4.20	4.22	4.08	3.90	3.58	3.91
Boating facilities (recreation/professional)	3.82	4.06	3.97	4.00	3.63	3.28	4.01
Arts, culture & entertainment facilities	3.49	3.62	3.82	3.55	3.16	3.49	3.39
Playgrounds	3.49	3.63	3.63	3.61	3.44	3.42	3.20

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

Significantly higher/lower level of satisfaction (by group)

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	3%	7%	30%	37%	23%	336
Libraries	1%	3%	11%	36%	49%	300
Community centres and public halls	1%	7%	24%	44%	24%	269
Quality of town centre and public spaces	2%	7%	30%	43%	19%	408
Swimming pools	3%	2%	11%	32%	51%	313
Dog exercise areas	6%	19%	28%	26%	21%	251
Public toilets	9%	15%	34%	29%	14%	390
Beaches and foreshores	2%	5%	21%	35%	37%	458
Boating facilities (recreation/professional)	4%	6%	19%	39%	31%	215
Arts, culture & entertainment facilities	2%	11%	36%	33%	18%	297
Playgrounds	5%	9%	34%	34%	18%	316

Service Area 2: Infrastructure

Shapley Regression

Contributes to Over 26% of Overall Satisfaction with Council

Category	Value
Nett: Infrastructure	26.1%
Roads	8.4%
General garbage collection	3.6%
Cycleways and bicycle facilities	2.8%
Overall health of the Richmond River	2.3%
Parking	2.2%
Water supply	2.1%
Drainage/flood management	1.5%
Sewerage management and recycled water	1.1%
Recycling options	1.1%
Ballina Byron Gateway Airport	0.9%
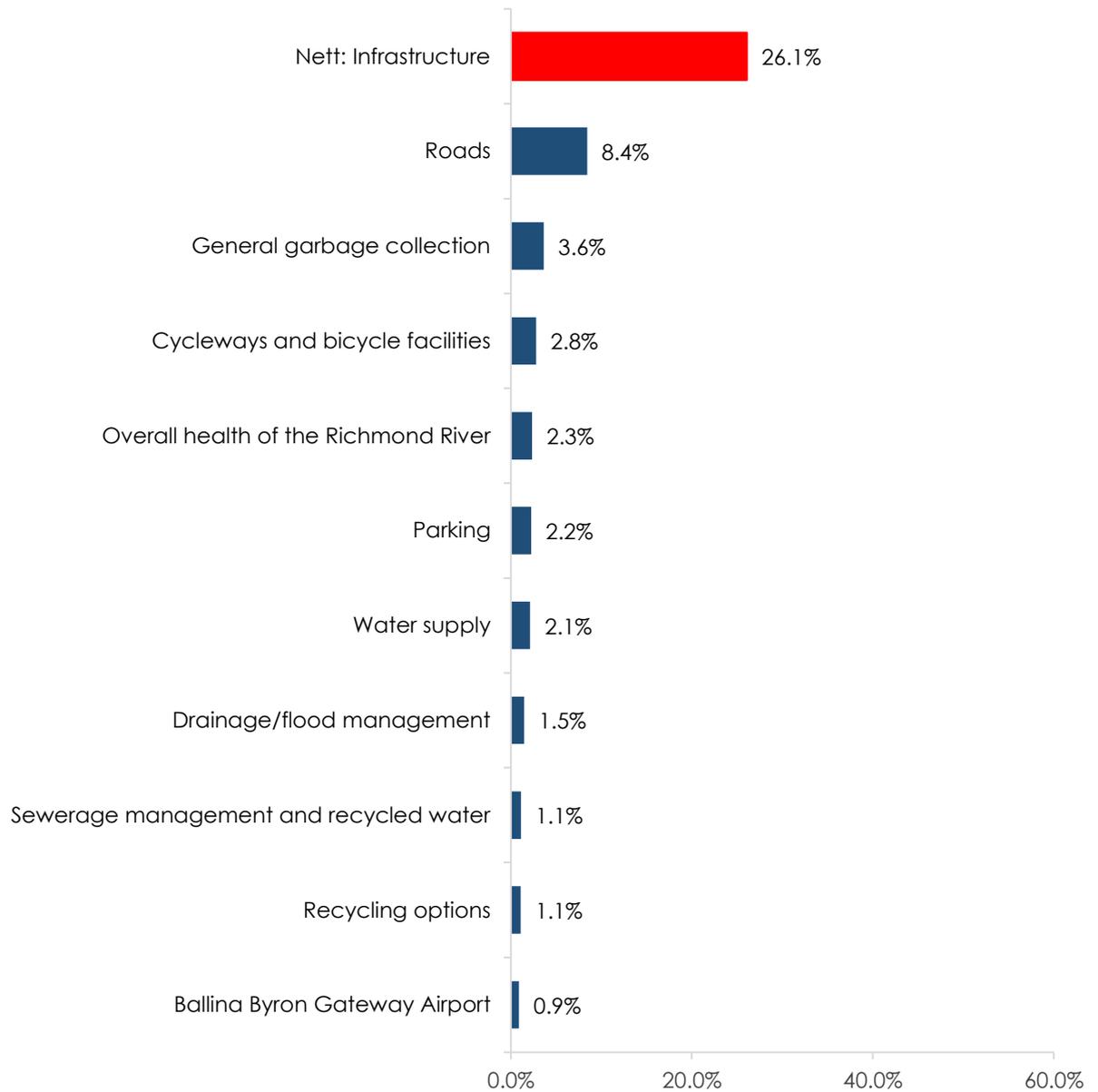
Service Area 2: Infrastructure

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

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

Importance – by gender

Female residents rated the importance of 'general garbage collection', 'recycling options', 'cycleways and bicycle facilities' and 'drainage/flood management' significantly higher.

Importance – by age

Residents aged 35-49 rated the importance of 'recycling options' significantly higher and the 'Ballina Byron Gateway Airport' significantly lower.

Those aged 65+ rated 'parking' and the 'Ballina Byron Gateway Airport' significantly higher in importance and 'cycleways and bicycle facilities' significantly lower.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by area

Residents from Alstonville rated the 'Ballina Byron Gateway Airport' significantly lower in importance.

Those from Ballina rated the importance of 'sewerage management and recycled water', 'cycleways and bicycle facilities', 'water supply' and the 'Ballina Byron Gateway Airport' significantly higher in importance.

Residents from Lennox Head rated the importance of 'water supply' and 'parking' significantly higher.

Other Town residents rated 'cycleways and bicycle facilities' significantly lower in importance, while those Rural/Other residents rated 'sewerage management and recycled water' and 'water supply' significantly lower.

Importance – by year

Residents in 2018 rated the importance of 'parking' significantly higher.

Service Area 2: Infrastructure

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Roads	4.72	4.67	4.76	4.78	4.73	4.68	4.72
General garbage collection	4.75	4.65	4.83	4.79	4.77	4.64	4.80
Recycling options	4.54	4.35	4.71	4.64	4.73	4.45	4.44
Sewerage management and recycled water	4.18	4.10	4.24	4.33	3.94	4.22	4.20
Cycleways and bicycle facilities	3.87	3.72	4.01	3.90	4.09	3.90	3.69
Water supply	4.62	4.53	4.70	4.71	4.57	4.60	4.62
Parking	4.50	4.41	4.57	4.57	4.43	4.38	4.60
Drainage/flood management	4.35	4.24	4.45	4.45	4.27	4.43	4.29
Ballina Byron Gateway Airport	4.48	4.43	4.53	4.47	4.23	4.43	4.70
Overall health of the Richmond River	4.60	4.58	4.62	4.60	4.58	4.70	4.54

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/ Other
Roads	4.72	4.72	4.67	4.72	4.78	4.71	4.77
General garbage collection	4.76	4.69	4.72	4.77	4.82	4.69	4.64
Recycling options	4.54	4.54	4.49	4.51	4.61	4.58	4.63
Sewerage management and recycled water	4.19	4.12	3.93	4.35	4.27	4.33	3.64
Cycleways and bicycle facilities	3.82	4.07	3.79	4.04	4.02	3.43	3.66
Water supply	4.60	4.69	4.54	4.80	4.87	4.62	3.70
Parking	4.51	4.46	4.39	4.59	4.68	4.34	4.26
Drainage/flood management	4.31	4.49	4.25	4.45	4.37	4.20	4.29
Ballina Byron Gateway Airport	4.51	4.39	4.26	4.63	4.62	4.23	4.42
Overall health of the Richmond River	4.61	4.57	4.59	4.59	4.59	4.60	4.67

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

Significantly higher/lower level of importance (by group)

Service Area 2: Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Roads	1%	1%	5%	13%	81%	505
General garbage collection	1%	0%	3%	14%	81%	505
Recycling options	2%	2%	8%	17%	71%	505
Sewerage management and recycled water	5%	5%	13%	21%	56%	505
Cycleways and bicycle facilities	9%	7%	16%	24%	44%	505
Water supply	4%	2%	5%	7%	82%	505
Parking	2%	2%	8%	21%	67%	505
Drainage/flood management	3%	5%	10%	19%	63%	505
Ballina Byron Gateway Airport	2%	1%	10%	19%	68%	505
Overall health of the Richmond River	1%	2%	5%	19%	73%	505

Service Area 2: Infrastructure

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

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

Satisfaction – by gender

Female residents expressed a significantly higher level of satisfaction with 'roads', 'water supply' and the 'overall health of the Richmond River'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'overall health of the Richmond River'.

Those aged 50-64 expressed a significantly lower level of satisfaction with 'roads', the 'water supply' and the 'overall health of the Richmond River'.

Residents aged 65+ were significantly more satisfied with 'roads', 'general garbage collection', 'recycling options', 'sewerage management and recycled water', 'cycleways and bicycle facilities', 'water supply' and the 'Ballina Byron Gateway Airport'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'roads', 'drainage/flood management', the 'Ballina Byron Gateway Airport' and the 'overall health of the Richmond River'.

Satisfaction – by area

Residents from Alstonville were significantly more satisfied with 'sewerage management and recycled water' and 'drainage/flood management'.

Residents from Ballina were significantly more satisfied with 'roads', 'cycleways and bicycle facilities' and the 'Ballina Byron Gateway Airport'.

Rural/Other residents were significantly less satisfied with 'roads', 'recycling options' and 'drainage/flood management', while Other Town residents were significantly less satisfied with 'cycleways and bicycle facilities'.

Satisfaction – by year

Residents in 2018 were significantly less satisfied with 'roads', 'recycling options', 'sewerage management and recycled water' and the 'overall health of the Richmond River'.

Service Area 2: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Roads	3.18	3.03	3.30	3.27	3.27	2.86	3.33
General garbage collection	4.10	4.07	4.13	3.97	4.06	3.93	4.36
Recycling options	3.80	3.75	3.85	3.66	3.78	3.66	4.03
Sewerage management and recycled water	3.85	3.80	3.90	3.87	3.65	3.78	4.04
Cycleways and bicycle facilities	3.73	3.77	3.71	3.81	3.64	3.59	3.89
Water supply	4.25	4.14	4.36	4.26	4.33	4.05	4.38
Parking	3.39	3.30	3.46	3.34	3.43	3.37	3.40
Drainage/flood management	3.36	3.25	3.45	3.59	3.21	3.30	3.39
Ballina Byron Gateway Airport	4.03	4.03	4.03	4.09	3.83	3.91	4.21
Overall health of the Richmond River	2.91	2.77	3.03	3.28	2.94	2.68	2.88

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Roads	3.10	3.43	3.11	3.37	3.30	3.05	2.54
General garbage collection	4.11	4.10	4.22	4.08	4.13	3.94	4.15
Recycling options	3.80	3.83	3.98	3.89	3.80	3.63	3.34
Sewerage management and recycled water	3.80	4.07	4.10	3.85	3.90	3.63	3.57
Cycleways and bicycle facilities	3.71	3.82	3.50	4.00	3.41	3.27	3.85
Water supply	4.24	4.29	4.32	4.28	4.27	4.09	4.17
Parking	3.36	3.49	3.53	3.43	3.29	3.33	3.11
Drainage/flood management	3.27	3.67	3.77	3.27	3.46	3.40	2.79
Ballina Byron Gateway Airport	3.97	4.24	3.95	4.20	3.79	3.99	3.83
Overall health of the Richmond River	2.81	3.25	3.07	3.01	2.84	2.67	2.55

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

Significantly higher/lower level of satisfaction (by group)

Service Area 2: Infrastructure

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Roads	7%	20%	32%	29%	11%	472
General garbage collection	3%	7%	13%	31%	46%	483
Recycling options	4%	10%	20%	32%	33%	447
Sewerage management and recycled water	4%	8%	21%	32%	35%	383
Cycleways and bicycle facilities	3%	8%	28%	35%	26%	343
Water supply	2%	4%	14%	28%	53%	448
Parking	6%	13%	33%	31%	17%	445
Drainage/flood management	8%	11%	33%	30%	17%	412
Ballina Byron Gateway Airport	1%	6%	18%	38%	37%	436
Overall health of the Richmond River	13%	21%	37%	22%	8%	461

Service Area 3: Human Services

Shapley Regression

Contributes to Over 10% of Overall Satisfaction with Council

Category	Value
Nett: Human Services	10.1%
Crime prevention and law and order initiatives	3.0%
Support for volunteers	1.9%
Disability access	1.3%
Affordable housing	1.2%
Aged services	1.1%
Youth services	0.6%
Child care services	0.5%
Relationship with indigenous residents	0.5%
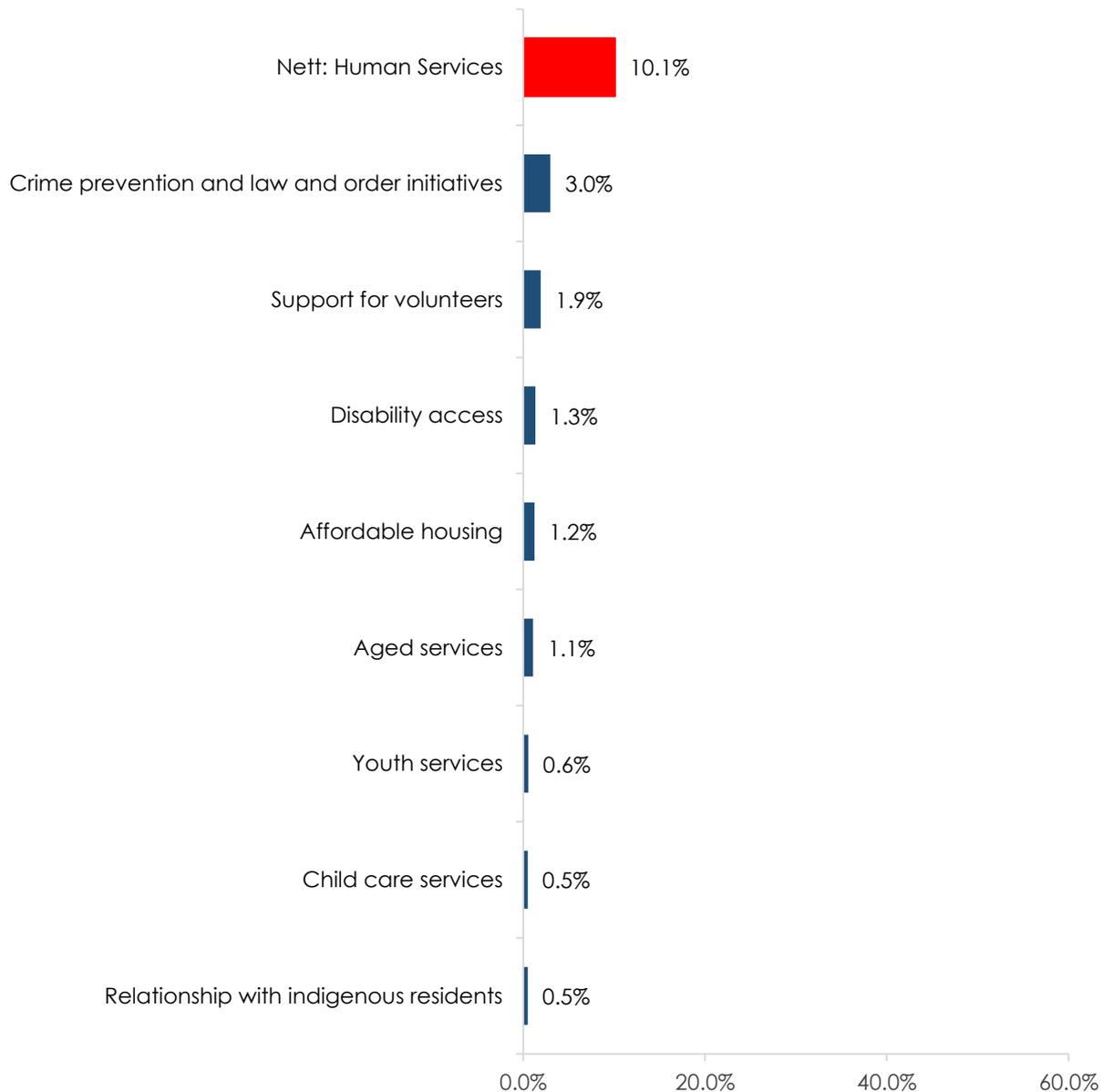
Service Area 3: Human Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

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

Importance – by gender

Female residents rated the importance of 'youth services' and 'affordable housing' significantly higher.

Importance – by age

Residents aged 18-34 rated 'child care services', 'youth services' and 'affordable housing'; significantly higher in importance.

Those aged 35-54 rated the importance of 'affordable housing' significantly higher in importance, whilst those aged 50-64 rated 'child care services' significantly lower.

Residents aged 65+ rated 'aged services' significantly higher in importance and 'youth services' and 'affordable housing' significantly lower.

Importance – by ratepayer status

Non-ratepayers rated the importance of 'child care services' and 'affordable housing' significantly higher.

Importance – by area

Residents from Alstonville rated the importance of 'aged services' significantly higher.

Rural/Other residents rated the importance of 'child care services' and 'crime prevention and law and order initiatives' significantly lower.

Importance – by year

Residents in 2018 rated the importance of 'child care services', 'youth services', 'aged services', 'affordable housing' and 'crime prevention and law and order initiatives' significantly higher.

Service Area 3: Human Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Child care services	3.41	3.28	3.51	4.18	3.37	3.10	3.26
Youth services	3.73	3.50	3.92	4.16	3.84	3.62	3.50
Aged services	4.31	4.19	4.42	4.27	4.01	4.25	4.59
Relationship with indigenous residents	3.95	3.87	4.03	4.19	4.00	3.93	3.82
Support for volunteers	4.24	4.18	4.30	4.24	4.12	4.29	4.28
Disability access	4.29	4.22	4.36	4.32	4.21	4.30	4.33
Affordable housing	4.34	4.18	4.48	4.61	4.55	4.24	4.13
Crime prevention and law and order initiatives	4.65	4.60	4.69	4.62	4.55	4.68	4.71

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Child care services	3.31	3.76	3.43	3.50	3.58	3.30	2.85
Youth services	3.67	3.92	3.76	3.71	3.94	3.53	3.67
Aged services	4.32	4.28	4.58	4.20	4.19	4.44	4.25
Relationship with indigenous residents	3.91	4.12	4.06	3.98	3.97	3.95	3.63
Support for volunteers	4.24	4.25	4.31	4.31	4.27	3.97	4.09
Disability access	4.25	4.43	4.40	4.30	4.18	4.29	4.21
Affordable housing	4.25	4.65	4.32	4.42	4.26	4.36	4.12
Crime prevention and law and order initiatives	4.65	4.65	4.74	4.68	4.75	4.74	4.09

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Child care services	23%	9%	12%	15%	41%	505
Youth services	14%	7%	15%	21%	43%	505
Aged services	5%	3%	10%	18%	64%	505
Relationship with indigenous residents	6%	7%	18%	25%	44%	505
Support for volunteers	2%	3%	16%	27%	52%	505
Disability access	5%	4%	12%	18%	62%	505
Affordable housing	4%	3%	11%	19%	63%	505
Crime prevention and law and order initiatives	2%	1%	6%	13%	79%	505

Service Area 3: Human Services

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

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

Satisfaction – by gender

Female residents were significantly more satisfied with 'crime prevention and law and order initiatives'.

Satisfaction – by age

Residents age 50-64 were significantly less satisfied with 'aged services'.

Those aged 65+ expressed significantly higher levels of satisfaction with 'aged services', 'relationship with indigenous residents', 'support for volunteers', 'affordable housing' and 'crime prevention and law and order initiatives'.

Satisfaction – by ratepayer status

Non-ratepayers expressed a significantly higher degree of satisfaction with 'support for volunteers'.

Satisfaction – by area

Ballina residents were significantly more satisfied with 'child care services', 'youth services', 'aged services', 'support for volunteers' and 'disability access'.

Lennox Heads residents expressed a significantly lower degree of satisfaction with 'child care services', 'relationship with indigenous residents', 'disability access' and 'affordable housing'.

Rural/Other residents were significantly less satisfied with 'aged services' and 'support for volunteers'.

Satisfaction – by year

Residents in 2018 were significantly less satisfied with 'aged services' and 'crime prevention and law and order initiatives'.

Service Area 3: Human Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Child care services	3.54	3.49	3.58	3.66	3.46	3.33	3.67
Youth services	3.16	3.25	3.09	3.34	3.01	3.01	3.30
Aged services	3.46	3.48	3.44	3.58	3.24	3.27	3.67
Relationship with indigenous residents	3.29	3.25	3.33	3.22	3.16	3.17	3.56
Support for volunteers	3.69	3.72	3.66	3.69	3.48	3.58	3.92
Disability access	3.52	3.57	3.48	3.52	3.42	3.49	3.62
Affordable housing	2.62	2.61	2.62	2.44	2.65	2.45	2.89
Crime prevention and law and order initiatives	3.25	3.11	3.37	3.26	3.14	3.13	3.44

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/ Other
Child care services	3.50	3.65	3.60	3.76	3.09	3.19	3.56
Youth services	3.09	3.36	3.31	3.32	2.94	2.90	2.79
Aged services	3.41	3.66	3.54	3.66	3.20	3.27	3.08
Relationship with indigenous residents	3.30	3.27	3.43	3.40	2.95	3.17	3.09
Support for volunteers	3.63	3.93	3.72	3.82	3.66	3.47	3.35
Disability access	3.47	3.69	3.54	3.67	3.23	3.31	3.51
Affordable housing	2.62	2.62	2.84	2.62	2.35	2.54	2.66
Crime prevention and law and order initiatives	3.23	3.34	3.34	3.29	3.29	2.97	3.20

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Child care services	3%	11%	34%	35%	18%	270
Youth services	5%	19%	41%	25%	10%	309
Aged services	5%	11%	35%	32%	17%	403
Relationship with indigenous residents	6%	15%	37%	26%	15%	337
Support for volunteers	2%	8%	33%	32%	25%	387
Disability access	4%	8%	37%	33%	18%	398
Affordable housing	19%	27%	34%	12%	8%	406
Crime prevention and law and order initiatives	6%	21%	30%	28%	15%	456

Service Area 4: Corporate Services & Management

Shapley Regression

Contributes to Over 51% of Overall Satisfaction with Council

Category	Value
Nett: Corporate Services and Management	51.3%
Long term planning	10.1%
Financial management	8.7%
Opportunities to participate in Council decision making	6.8%
Council's customer service	6.7%
Management of development	3.8%
Coastline management	3.3%
Environmental and sustainability initiatives	3.2%
Heritage conservation	3.0%
Economic development	2.0%
Tourism management	1.8%
Festival and event management	1.0%
Vegetation management	0.9%

Service Area 4: Corporate Services & Management

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

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

Importance – by gender

Female residents rated 'environmental and sustainability initiatives' and 'heritage conservation' significantly higher in importance.

Importance – by age

Residents aged 65+ rated the importance of 'Council's customer service' significantly higher and 'environmental and sustainability initiatives' significantly lower.

Importance – by ratepayer status

Non-ratepayers rated the importance of 'environmental and sustainability initiatives' significantly higher.

Importance – by area

Residents from Lennox Head rated 'opportunities to participate in Council decision making' and 'management of development' significantly higher in importance, while those from Ballina rated 'festival and event management' significantly higher.

Importance – by year

'Opportunities to participate in Council decision making' and 'management of development' were rated significantly higher by residents in 2018.

Service Area 4: Corporate Services & Management

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Council's customer service	4.27	4.23	4.31	4.23	4.12	4.26	4.41
Opportunities to participate in Council decision making	4.19	4.22	4.15	4.32	4.30	4.15	4.07
Management of development	4.34	4.36	4.33	4.11	4.45	4.43	4.33
Economic development	4.18	4.19	4.17	4.12	4.24	4.15	4.20
Vegetation management	4.24	4.18	4.29	4.22	4.29	4.31	4.15
Tourism management	4.20	4.22	4.19	4.10	4.10	4.23	4.31
Coastline management	4.51	4.47	4.54	4.51	4.56	4.58	4.42
Financial management	4.43	4.48	4.39	4.28	4.29	4.55	4.50
Festival and event management	3.80	3.71	3.88	3.97	3.92	3.70	3.71
Environmental and sustainability initiatives	4.35	4.21	4.48	4.43	4.44	4.38	4.21
Long term planning	4.58	4.55	4.61	4.42	4.70	4.63	4.55
Heritage conservation	4.07	3.89	4.24	4.19	4.01	4.06	4.07

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Council's customer service	4.27	4.29	4.31	4.28	4.22	4.26	4.22
Opportunities to participate in Council decision making	4.20	4.14	4.04	4.08	4.57	4.18	4.38
Management of development	4.40	4.15	4.28	4.31	4.58	4.17	4.46
Economic development	4.21	4.06	4.15	4.19	4.29	4.15	4.09
Vegetation management	4.28	4.09	4.25	4.23	4.29	4.19	4.21
Tourism management	4.25	4.06	4.12	4.30	4.30	4.03	4.04
Coastline management	4.49	4.58	4.54	4.53	4.66	4.34	4.35
Financial management	4.49	4.23	4.48	4.45	4.45	4.22	4.47
Festival and event management	3.81	3.76	3.65	3.94	3.83	3.69	3.65
Environmental and sustainability initiatives	4.29	4.58	4.40	4.40	4.28	4.20	4.33
Long term planning	4.59	4.56	4.68	4.61	4.55	4.44	4.47
Heritage conservation	4.06	4.14	4.13	4.05	4.12	4.06	4.02

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

Significantly higher/lower level of importance (by group)

Service Area 4: Corporate Services & Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Council's customer service	1%	4%	15%	23%	55%	505
Opportunities to participate in Council decision making	4%	3%	16%	25%	52%	505
Management of development	3%	3%	11%	25%	59%	505
Economic development	3%	3%	18%	25%	51%	505
Vegetation management	3%	3%	16%	22%	55%	505
Tourism management	3%	4%	17%	24%	53%	505
Coastline management	2%	2%	11%	15%	70%	505
Financial management	1%	3%	12%	19%	65%	505
Festival and event management	4%	8%	24%	32%	32%	505
Environmental and sustainability initiatives	2%	3%	14%	22%	60%	505
Long term planning	1%	2%	6%	19%	72%	505
Heritage conservation	4%	5%	18%	26%	47%	505

Service Area 4: Corporate Services & Management

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

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

Satisfaction – by gender

Female residents were significantly more satisfied with 'opportunities to participate in Council decision making' and 'environmental and sustainability initiatives'

Satisfaction – by age

Residents aged 18-34 expressed a significantly higher degree of satisfaction with the 'management of development', 'financial management' and 'long term planning'.

Those aged 50-64 were significantly less satisfied with 'opportunities to participate in Council decision making', 'management of development', 'economic development', 'vegetation management', 'financial management', 'environmental and sustainability initiatives', 'long term planning' and 'heritage conservation'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly less satisfied with 'Council's customer service', 'opportunities to participate in Council decision making', 'management of development', 'economic development', 'financial management', 'long term planning' and 'heritage conservation'.

Satisfaction – by area

Residents from Alstonville were significantly more satisfied with 'financial management' and 'heritage conservation'.

Residents from Ballina expressed a significantly higher degree of satisfaction with the 'management of development', 'vegetation management' and 'long term planning'.

Residents from Lennox Head were significantly less satisfied with 'management of development', 'economic development' and 'long term planning'.

Other Town residents were significantly less satisfied with 'Council's customer service' and 'coastline management', while Rural/Other residents were significantly less satisfied with 'vegetation management' and 'tourism management'.

Service Area 4: Corporate Services & Management

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by year

Residents in 2018 were significantly less satisfied with 'financial management', 'festival and event management' and 'environmental and sustainability initiatives'.

Service Area 4: Corporate Services & Management

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Council's customer service	3.60	3.55	3.65	3.67	3.49	3.46	3.76
Opportunities to participate in Council decision making	3.00	2.85	3.14	3.21	3.05	2.71	3.09
Management of development	3.06	3.05	3.08	3.56	3.10	2.58	3.20
Economic development	3.23	3.15	3.31	3.46	3.27	3.06	3.23
Vegetation management	3.39	3.31	3.45	3.53	3.37	3.09	3.59
Tourism management	3.64	3.58	3.68	3.82	3.52	3.48	3.75
Coastline management	3.56	3.49	3.62	3.58	3.57	3.44	3.66
Financial management	3.25	3.19	3.30	3.50	3.27	2.99	3.34
Festival and event management	3.48	3.38	3.57	3.58	3.52	3.33	3.52
Environmental and sustainability initiatives	3.29	3.16	3.39	3.46	3.23	3.09	3.40
Long term planning	3.13	3.08	3.17	3.39	3.01	2.85	3.33
Heritage conservation	3.35	3.34	3.36	3.53	3.41	3.17	3.36

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/ Other
Council's customer service	3.50	3.99	3.81	3.68	3.61	3.12	3.40
Opportunities to participate in Council decision making	2.92	3.30	3.15	3.12	2.80	2.71	2.93
Management of development	2.94	3.55	3.09	3.29	2.71	2.79	2.94
Economic development	3.15	3.58	3.36	3.33	2.98	3.07	3.16
Vegetation management	3.34	3.59	3.43	3.52	3.35	3.19	3.05
Tourism management	3.59	3.83	3.77	3.74	3.55	3.38	3.31
Coastline management	3.51	3.74	3.71	3.62	3.53	3.19	3.43
Financial management	3.17	3.55	3.45	3.30	3.03	3.11	3.07
Festival and event management	3.45	3.59	3.69	3.42	3.41	3.33	3.63
Environmental and sustainability initiatives	3.27	3.35	3.42	3.39	3.04	3.11	3.07
Long term planning	3.05	3.42	3.32	3.27	2.74	2.91	2.92
Heritage conservation	3.27	3.64	3.59	3.41	3.06	3.10	3.28

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

Significantly higher/lower level of satisfaction (by group)

Service Area 4: Corporate Services & Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Council's customer service	6%	9%	26%	34%	24%	391
Opportunities to participate in Council decision making	14%	18%	30%	30%	8%	388
Management of development	10%	18%	35%	28%	9%	420
Economic development	4%	16%	43%	28%	9%	383
Vegetation management	4%	13%	34%	38%	11%	391
Tourism management	2%	10%	31%	38%	19%	388
Coastline management	3%	10%	31%	40%	16%	432
Financial management	9%	12%	37%	31%	12%	420
Festival and event management	5%	12%	28%	40%	15%	322
Environmental and sustainability initiatives	4%	15%	41%	27%	12%	409
Long term planning	8%	18%	37%	26%	11%	458
Heritage conservation	5%	13%	38%	31%	13%	367

Comparison to Previous Research

	Importance		Satisfaction	
	2018	**2016**	**2018**	**2016**
Community Facilities				
Parks and sporting facilities	3.90	3.90	3.69	3.67
Libraries	3.72	3.72	4.30	4.25
Community centres and public halls	3.53	3.58	3.81	3.65
Quality of town centre and public spaces	4.21	4.20	3.69	3.61
Swimming pools	3.77▲	3.52	4.27▲	3.61
Dog exercise areas	3.24	3.03	3.36	3.51
Public toilets	4.15	4.17	3.24	3.30
Beaches and foreshores	4.62	4.67	4.01	4.07
Boating facilities (recreation/professional)	3.11	2.99	3.87▲	3.60
Arts, culture & entertainment facilities	3.65	3.67	3.52	3.40
Playgrounds	3.73	N/A	3.53	N/A
Infrastructure				
Roads	4.72	4.73	3.18▼	3.42
General garbage collection	4.75	4.67	4.10	4.10
Recycling options	4.54	4.57	3.80▼	4.00
Sewerage management and recycled water	4.18	4.17	3.85 ▼	4.02
Cycleways and bicycle facilities	3.87	3.88	3.73	3.73
Water supply	4.62	4.60	4.25	4.28
Parking	4.50▲	4.37	3.39	3.41
Drainage/flood management	4.35	4.22	3.36	3.39
Ballina Byron Gateway Airport	4.48	4.52	4.03	4.10
Overall health of the Richmond River	4.60	4.65	2.91▼	3.23
Human Services				
Child care services	3.41▲	3.16	3.54	3.60
Youth services	3.73▲	3.46	3.16	3.26
Aged services	4.31▲	3.99	3.46▼	3.74
Relationship with indigenous residents	3.95	3.97	3.29	3.27
Support for volunteers	4.24	4.21	3.69	3.70
Disability access	4.29	4.16	3.52	3.53
Affordable housing	4.34▲	4.00	2.62	2.80
Crime prevention and law and order initiatives	4.65▲	4.52	3.25▼	3.56
Corporate services and management				
Council's customer service	4.27	4.20	3.60	3.71
Opportunities to participate in Council decision making	4.19▲	4.01	3.00	3.07
Management of development	4.34▲	4.19	3.06	3.16
Economic development	4.18	4.19	3.23	3.31
Vegetation management	4.24	4.20	3.39	3.44
Tourism management	4.20	4.16	3.64	3.71
Coastline management	4.51	4.50	3.56	3.68

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

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

Comparison to Previous Research

	Importance		Satisfaction	
	2018	**2016**	**2018**	**2016**
Corporate services and management (Cont'd)				
Financial management	4.43	4.31	3.25▼	3.54
Festival and event management	3.80	3.85	3.48▼	3.79
Environmental and sustainability initiatives	4.35	4.37	3.29▼	3.49
Long term planning	4.58	4.53	3.13	3.27
Heritage conservation	4.07	4.03	3.35	3.50

Scale: 1 = Not at all important/Satisfied, 5 = Very important/Satisfied

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

Comparison to LGA Benchmarks

9 of the 34 comparable measures were rated above benchmark threshold of 0.15, these included; 'water supply', 'cycleways and bicycle facilities', 'swimming pools', 'beaches and foreshores', 'parking', 'roads', 'quality of town centre and public spaces', 'libraries' and 'community centres and public halls'.

6 of the measures were rated lower than the benchmark threshold of -0.15, these included; 'heritage conservation', 'arts, culture & entertainment facilities', 'crime prevention and law and order initiatives', 'playgrounds', 'festival and event management' and the 'overall health of the Richmond River'.

Service/Facility	Ballina Shire Council Satisfaction Scores	Benchmark Variances
Water supply	4.25	0.53
Cycleways and bicycle facilities	3.73	0.50
Swimming pools	4.27	0.50
Beaches and foreshores	4.01	0.39
Parking	3.39	0.33
Roads	3.18	0.28
Quality of town centre and public spaces	3.69	0.26
Libraries	4.30	0.16
Community centres and public halls	3.81	0.15
Tourism management	3.64	0.14
Disability access	3.52	0.14
Public toilets	3.24	0.12
Support for volunteers	3.69	0.09
General garbage collection	4.10	0.08
Economic development	3.23	0.05
Long term planning	3.13	0.04
Drainage/flood management	3.36	0.00
Opportunities to participate in Council decision making	3.00	-0.02
Vegetation management	3.39	-0.05
Coastline management	3.56	-0.05
Management of development	3.06	-0.06
Youth services	3.16	-0.06
Child care services	3.54	-0.07
Parks and sporting facilities	3.69	-0.07
Environmental and sustainability initiatives	3.29	-0.08
Recycling options	3.80	-0.09
Sewerage management and recycled water	3.85	-0.13
Aged services	3.46	-0.14
Heritage conservation	3.35	-0.16
Arts, culture & entertainment facilities	3.52	-0.21
Crime prevention and law and order initiatives	3.25	-0.23
Playgrounds	3.53	-0.24
Festival and event management	3.48	-0.27
Overall health of the Richmond River	2.91	-0.70

Scale: 1 = not at all satisfied, 5 = very satisfied
▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark
Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant
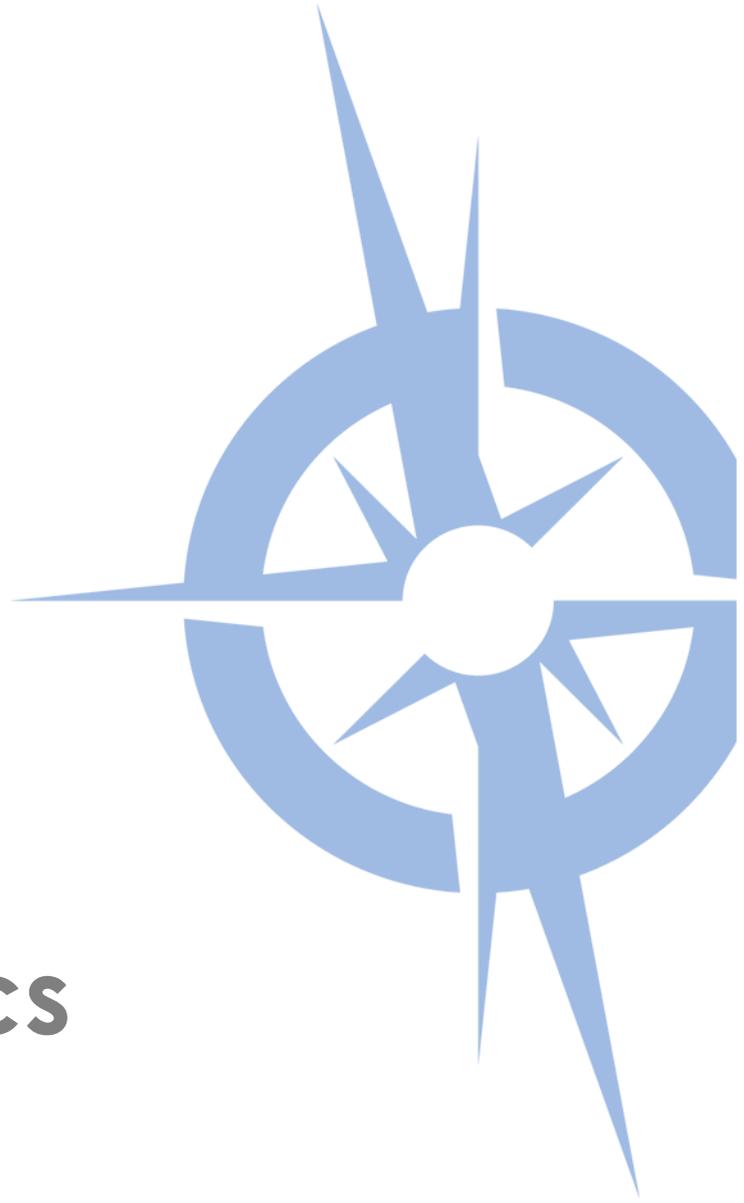
Demographics

Demographics

Q11.   Please stop me when I read out your age bracket.

	%
18–34	18%
35–49	22%
50–64	28%
65+	32%

Base: N = 505

Q12.   In which of the following areas do you live?

	%
Ballina	42%
Alstonville	21%
Lennox Head	14%
Rural/Other	11%
Wollongbar	7%
Skennars Head	3%
Wardell	2%

Base: N = 505

Q13.   Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	78%
I/We currently rent this property	22%

Base: N = 505

Q14.   Which of the following best describes your status?

	%
Married/de facto with no children	32%
Married/de facto with children	31%
Single with no children	17%
Living at home with parents	8%
Single parent with children	6%
Extended family household (multiple generations)	5%
Group household	1%

Base: N = 505

Demographics

Q15.   *How long have you lived in the Ballina Shire area?*

	%
Less than 2 years	4%
2 – 5 years	11%
6 – 10 years	11%
11 – 20 years	27%
More than 20 years	47%

Base: N = 505

Q16.   *Do you or anyone in your household identify as having a disability?*

	%
Yes	16%
No	84%

Base: N = 504

Q18.   *Gender.*

	%
Male	47%
Female	53%

Base: N = 505

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

As the raw data has been weighted to reflect the real community profile of Ballina Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases, this effective sample size may be smaller than the true number of surveys conducted.

Appendix A –
Additional Analysis

Method of Contact

Q3b.   When you made contact with the Council staff was it by:

	Male	Female	18–34	35–49	50–64	65+
Phone	60%	65%	73%	72%	60%	54%▼
In person	28%	20%	16%	16%	23%	35%▲
Email	12%	13%	11%	12%	16%	11%
Mail	0%	1%	0%	0%	1%	1%

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/Other
Phone	60%	78%	68%	63%	68%	54%	56%
In person	24%	22%	14%	31%	17%	27%	21%
Email	15%▲	0%	18%	5%▼	12%	19%	22%
Mail	1%	0%	0%	1%	3%▲	0%	0%

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

Preferred Means of Being Informed of Council News and Activities

Q5. *How would you like to be informed of Council news and activities?*

	Male	Female	18–34	35–49	50–64	65+
Ballina Shire Advocate	79%	82%	78%	70%▼	83%	86%▲
Local TV	71%	77%	82%	68%	71%	78%
Leaflets/newsletter in the mail (e.g. Council Community Connect publication)	73%	74%	56%▼	70%	74%	86%▲
Radio	58%	64%	72%▲	54%	59%	60%
Council website	62%	58%	77%▲	69%	57%	47%▼
Northern Star	54%	62%	70%▲	53%	54%	59%
Social media	53%	63%▲	94%▲	79%▲	46%▼	34%▼
Community meetings	54%	55%	60%	55%	56%	51%
Lennox Wave News Magazine	38%	43%	68%▲	40%	40%	27%▼
Byron Shire Echo	32%	38%	58%▲	35%	29%	27%▼
Other	8%	9%	16%▲	14%	5%	4%▼

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/ Other
Ballina Shire Advocate	79%	83%	79%	88%▲	80%	77%	56%▼
Local TV	73%	80%	75%	74%	80%	73%	68%
Leaflets/newsletter in the mail (e.g. Council Community Connect publication)	77%▲	62%	69%	75%	65%	74%	88%▲
Radio	58%	70%▲	67%	59%	62%	65%	52%
Council website	57%	73%▲	57%	61%	60%	64%	60%
Northern Star	54%	75%▲	66%	61%	57%	49%	45%
Social media	52%	79%▲	54%	61%	69%	56%	42%▼
Community meetings	53%	61%	55%	51%	63%	58%	54%
Lennox Wave News Magazine	37%	54%▲	28%▼	35%▼	88%▲	37%	31%
Byron Shire Echo	28%	60%▲	27%	33%	49%▲	34%	38%
Other	8%	9%	9%	6%	10%	15%	6%

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

Preferred Means of Informing of Residents of Consultation Outcomes

*Q8.   How would you then like to be informed of the outcomes of a community consultation exercise?*

	Male	Female	18–34	35–49	50–64	65+
Local media	80%	79%	82%	81%	81%	77%
Letter	77%	75%	69%	63%▼	82%	84%▲
Email	65%	60%	71%	77%▲	60%	49%▼
Report/information made available online	66%▲	52%	83%▲	64%	59%	42%▼
Other	4%	6%	9%	6%	5%	2%▼
Don't require follow up	3%	1%	2%	0%	4%	2%

	Ratepayer	Non-ratepayer	Alstonville	Ballina	Lennox Head	Other Town	Rural/ Other
Local media	79%	81%	77%	85%▲	81%	78%	64%▼
Letter	79%▲	66%	76%	76%	75%	81%	70%
Email	63%	61%	58%	62%	67%	63%	65%
Report/information made available online	56%	70%▲	64%	57%	62%	61%	51%
Other	5%	7%	4%	7%	7%	4%	0%
Don't require follow up	2%	3%	2%	2%	1%	3%	0%

	Living at home with parents	Single with no children	Single parent with children	Married/ de facto with no children	Married/ de facto with children	Group house hold	Extended family house hold	Identify as having a disability	Do not identify as having a disability
Local media	82%	75%	87%	80%	81%	92%	74%	80%	80%
Letter	65%	83%	71%	77%	75%	81%	70%	77%	76%
Email	64%	42%▼	63%	61%	74%▲	57%	63%	54%	64%
Report/ information made available online	77%▲	39%▼	73%	55%	63%	59%	78%	66%	57%
Other	7%	4%	10%	4%	6%	8%	4%	10%	4%
Don't require follow up	3%	3%	3%	3%	0%▼	0%	0%	2%	2%

▲▼ = A significantly higher/lower percentage (by group)
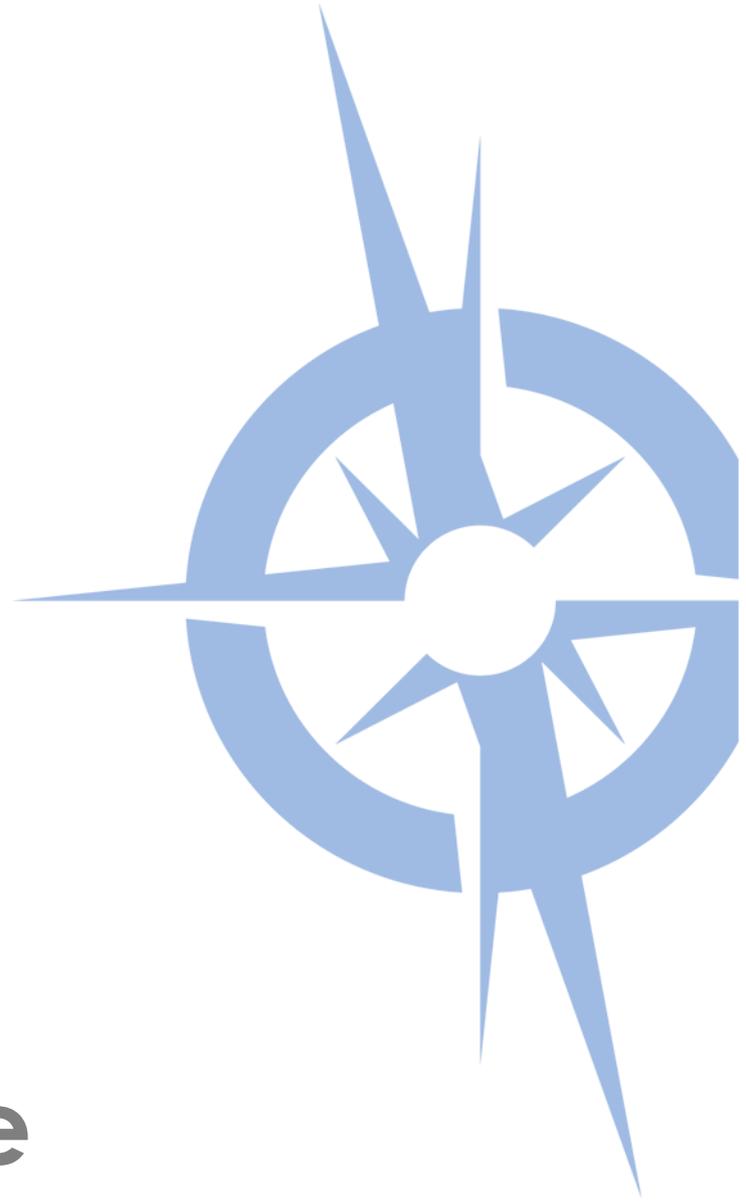
Appendix B – Questionnaire

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?**

O   Yes   **(If yes, terminate survey)**
O   No

Part A – Importance and satisfaction

Q1. **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 1	2	3	4	High 5	Low 1	2	3	4	High 5
Parks and sporting facilities	O	O	O	O	O	O	O	O	O	O
Libraries	O	O	O	O	O	O	O	O	O	O
Community centres and public halls	O	O	O	O	O	O	O	O	O	O
Quality of town centre and public spaces	O	O	O	O	O	O	O	O	O	O
Swimming pools	O	O	O	O	O	O	O	O	O	O
Dog exercise areas	O	O	O	O	O	O	O	O	O	O
Public toilets	O	O	O	O	O	O	O	O	O	O
Beaches and foreshores	O	O	O	O	O	O	O	O	O	O
Boating facilities (Recreation/professional)	O	O	O	O	O	O	O	O	O	O
Arts, culture & entertainment facilities	O	O	O	O	O	O	O	O	O	O
Playgrounds	O	O	O	O	O	O	O	O	O	O

Infrastructure	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Roads	O	O	O	O	O	O	O	O	O	O
General garbage collection	O	O	O	O	O	O	O	O	O	O
Recycling options	O	O	O	O	O	O	O	O	O	O
Sewerage management and recycled water	O	O	O	O	O	O	O	O	O	O
Cycleways and bicycle facilities	O	O	O	O	O	O	O	O	O	O
Water supply	O	O	O	O	O	O	O	O	O	O
Parking	O	O	O	O	O	O	O	O	O	O
Drainage/flood management	O	O	O	O	O	O	O	O	O	O
Ballina Byron Gateway Airport	O	O	O	O	O	O	O	O	O	O
Overall health of the Richmond River	O	O	O	O	O	O	O	O	O	O

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

Corporate services and management	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Council's customer service	O	O	O	O	O	O	O	O	O	O
Opportunities to participate in Council decision making	O	O	O	O	O	O	O	O	O	O
Management of development	O	O	O	O	O	O	O	O	O	O
Economic development	O	O	O	O	O	O	O	O	O	O
Vegetation management	O	O	O	O	O	O	O	O	O	O
Tourism management	O	O	O	O	O	O	O	O	O	O
Coastline management	O	O	O	O	O	O	O	O	O	O
Financial management	O	O	O	O	O	O	O	O	O	O
Festival and event management	O	O	O	O	O	O	O	O	O	O
Environmental and sustainability initiatives	O	O	O	O	O	O	O	O	O	O
Long term planning	O	O	O	O	O	O	O	O	O	O
Heritage conservation	O	O	O	O	O	O	O	O	O	O

Part B – Communication and Satisfaction

Q2. **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*

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

Q3a. Have you contacted Ballina Shire Council in the last 12 months?

- O   Yes
- O   No   **(If no, go to Q4)**

Q3b. When you made contact with the Council staff was it by: *Prompt*

- O   Phone
- O   Mail
- O   Email
- O   In person

Q3c. How satisfied were you with the way your contact was handled? *Prompt*

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

Q4. How satisfied are you currently with the level of communication Council has with the community? *Prompt*

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

Q5. How would you like to be informed of Council news and activities? *Prompt*

- O   Radio
- O   Council website
- O   Community meetings
- O   Local TV
- O   Leaflets/newsletter in the mail (e.g. Council Community Connect publication)
- O   Ballina Shire Advocate
- O   Northern Star
- O   Byron Shire Echo
- O   Lennox Wave News Magazine
- O   Social media
- O   Other (please specify)……………………………………………

Q6. **Thinking about the different consultation projects run by Ballina Shire Council, please rate your level of interest in providing input on each of the following, on a scale of 1 to 5, where 1 is not at all interested and 5 is very interested.** *Prompt*

	Not at all interested				Very interested
	1	**2**	**3**	**4**	**5**
Development applications near you	O	O	O	O	O
Roads & footpaths management	O	O	O	O	O
Long term planning	O	O	O	O	O
Large scale residential development	O	O	O	O	O
Libraries, community centres & halls	O	O	O	O	O
Housing affordability	O	O	O	O	O
Recreational facilities	O	O	O	O	O
Commercial centres improvements	O	O	O	O	O
Bike paths	O	O	O	O	O
Environmental issues	O	O	O	O	O
Waste & recycling	O	O	O	O	O
Parks, reserves & playgrounds	O	O	O	O	O
Other (please specify)………………………………………	O	O	O	O	O

Q7. **When the Ballina Shire Council wants to get your opinion on an issue, how effective would the following methods be in encouraging you to participate, on a scale of 1-5 where 1 is not at all effective and 5 is very effective?** *Prompt*

	Not at all effective				Very effective
	1	**2**	**3**	**4**	**5**
Print media	O	O	O	O	O
Social media (e.g. Facebook)	O	O	O	O	O
Direct mail	O	O	O	O	O
Direct email	O	O	O	O	O
Face to face	O	O	O	O	O
Street meetings	O	O	O	O	O
Reference groups	O	O	O	O	O
Council meeting	O	O	O	O	O
Survey	O	O	O	O	O
Signage	O	O	O	O	O
Stickers on bins	O	O	O	O	O
Libraries	O	O	O	O	O
Council's website	O	O	O	O	O
Council offices and facilities, i.e. pools, community centres, etc.	O	O	O	O	O
Telephone call	O	O	O	O	O
Pop up stores at shops and transport hubs	O	O	O	O	O
Community workshops	O	O	O	O	O
Community newsletters	O	O	O	O	O
Radio advertising/announcements	O	O	O	O	O

Q8. **How would you then like to be informed of the outcomes of a community consultation exercise? Please answer yes or no as I read each one.** *Prompt (MR)*

- ○ Email
- ○ Letter
- ○ Report/information made available online
- ○ Local media
- ○ Don't require follow up
- ○ Other (please specify) ....

Q9. **What, if anything, would encourage you to participate more in Ballina Shire Council consultation opportunities?**

....

Part C. Demographic information

Q11. **Please stop me when I read out your age bracket:** *Prompt*

- ○ 18–34
- ○ 35–49
- ○ 50–64
- ○ 65+

Q12. **In which of the following areas do you live?** Prompt

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

Q13. **Which of the following best describes the house where you are currently living?**

- ○ I/We own/are currently buying this property
- ○ I/We currently rent this property

Q14. **Which of the following best describes your status?** *Prompt*

- ○ Living at home with parents
- ○ Single with no children
- ○ Single parent with children
- ○ Married/de facto with no children
- ○ Married/de facto with children
- ○ Group household
- ○ Extended family household (multiple generations)

Q15. **How long have you lived in the Ballina Shire area?** *Prompt*

- ○ Less than 2 years
- ○ 2 – 5 years
- ○ 6 – 10 years
- ○ 11 – 20 years
- ○ More than 20 years

Q16.   Do you or anyone in your household identify as having a disability?

O   Yes
O   No

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.

At this stage we are developing a register of interest for future consultations.

Q17a. Would you be interested in registering your interest in being contacted by Ballina Shire Council to participate in future consultations?

O   Yes
O   No   **(If no, go to end)**

Q17b. (If yes), May I please confirm your contact details?

First name...
Surname...
Email..
Telephone...

Thank you very much for your time, enjoy the rest of your evening. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Ballina Shire Council.

Q18.   Gender (determine by voice):

O   Male
O   Female