



Ballina Shire Council

Community Satisfaction Research

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Methodology & Sample



Background & Methodology

Why?

- Understand and identify community priorities for the Ballina Shire Council LGA
- Identify the community's overall level of satisfaction with Council's performance
- Explore and understand resident experiences contacting Council
- Determine community priorities for the future of the LGA

How?

- Telephone survey (landline N=280 and mobile N=221) to N = 501 residents
- 41 acquired through number harvesting (24 collected this year, and 17 from previous number collection sheets)
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

When?

- Implementation 6th – 16th November 2022



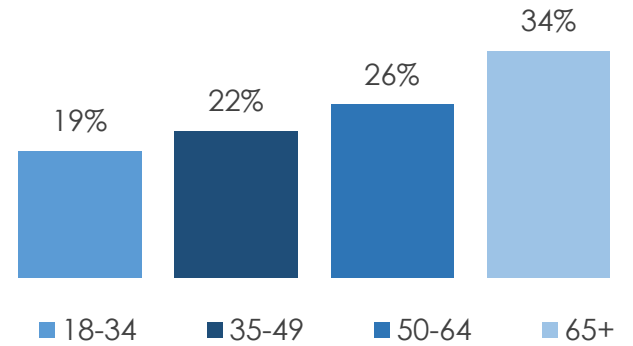
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS community profile of Ballina Shire Council.

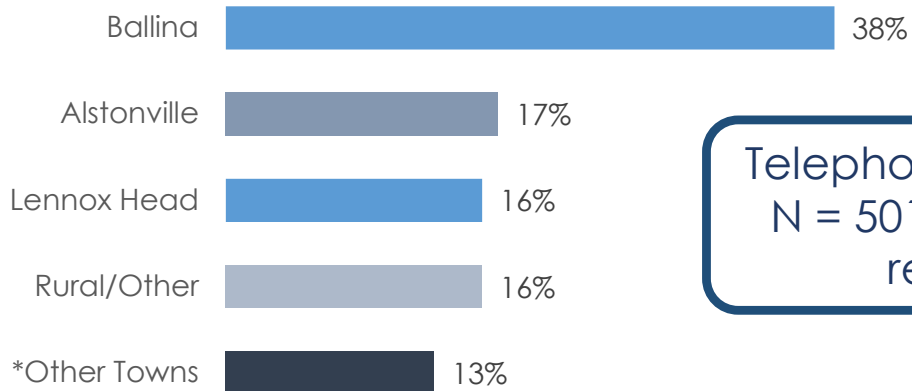
Gender



Age

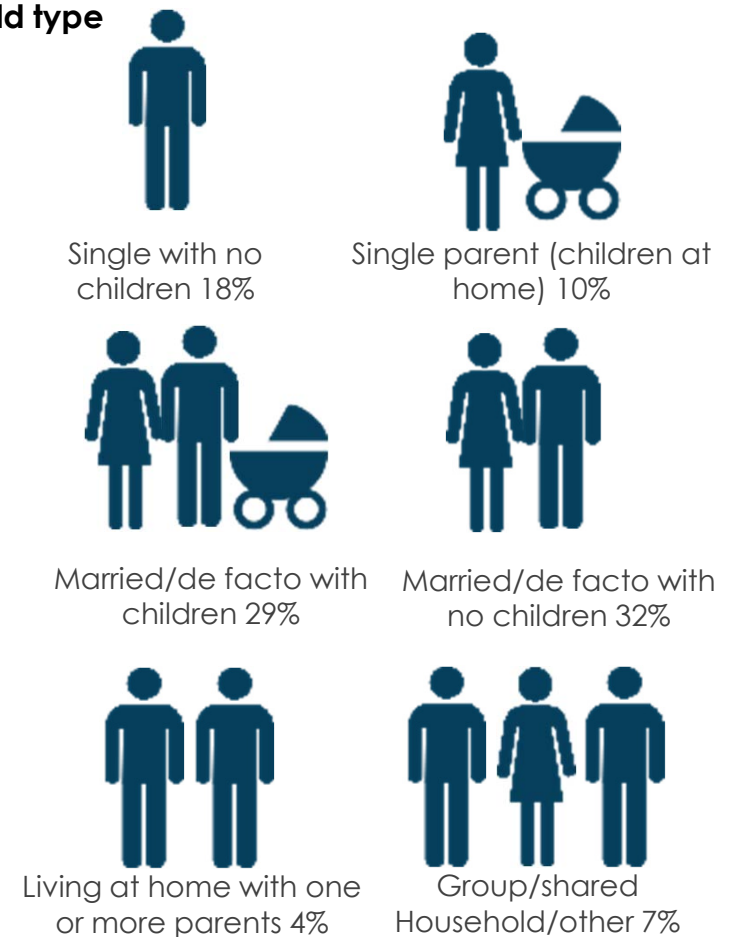


Suburb

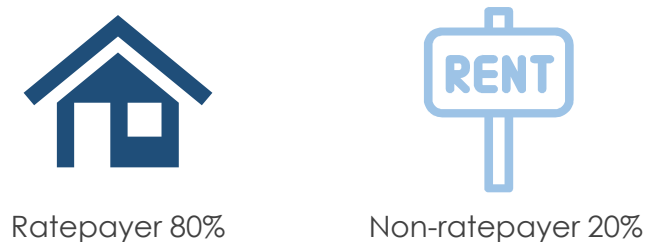


Telephone survey with
N = 501 Ballina Shire
residents

Household type



Ratepayer status



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

Summary Results



Where are we now?

Across key metrics Ballina Shire Council has performed positively in the face of many challenges over the past 2 years. The impacts of external stressors, including Covid, natural disasters, the cost of living, and skill shortages have no doubt impacted community perceptions, but Council's performance at both a macro and discrete level has shown continued strength.

Despite a softening in satisfaction with Council's delivery across a range of services/facilities, overall satisfaction with Council, satisfaction with communication and contact with Council, as well as quality of life measures, remain strong in 2022.

The results of this study are a baseline of current community perceptions, the opportunity is to plan from here for the future.



Key Measures:

Overall satisfaction

Overall, 91% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Satisfaction with Council Communication

83% of residents are at least somewhat satisfied with the level of communication Council has with the community.



Satisfaction with Contact with Council

79% of residents are at least somewhat satisfied with the way their contact with Council was handled.



Quality of Life in the LGA

94% of residents rate their quality of life as 'good' to 'excellent' in the Ballina Shire.



Results in Summary

How did Council perform in 2022?

- Overall satisfaction is strong, with 91% at least 'somewhat satisfied' with Council's performance and 83% at least somewhat satisfied with the level of communication Council has with the community
- 28 of 41 services/facilities had a 3 box satisfaction score of 80% or more

What do residents love about the LGA?

- Residents rate their quality of life in the LGA highly. They value most the natural environment, centrality and community feel of the LGA

What is driving resident satisfaction?

- Managing development, drainage/flood management and the opportunity to participate in Council decision making are the key drivers of overall satisfaction with Council

What do residents want prioritised?

- Residents believe the most important goals for the Ballina Shire include addressing issues surrounding development/planning and population growth in the LGA, as well as the affordability/ availability of housing



Where to from here?

Despite resident satisfaction across key metrics remaining strong in 2022, there has been a softening when compared to the 2020 results. Additional regression analysis, inclusive of communication measures, has shown that Council's efforts to communicate with residents has a substantial impact on overall satisfaction. By addressing Council's efforts in the space of informing, involving and responding to residents Council can consolidate community satisfaction.



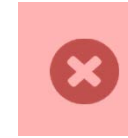
Satisfaction Scorecard



Good performance
(T3B sat score $\geq 80\%$)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score $< 60\%$)

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 and 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

Across the majority of services/facilities Ballina Shire Council is performing well and meeting the needs of its residents.

Detailed Results



1. Living in the Ballina Shire



Detailed Results

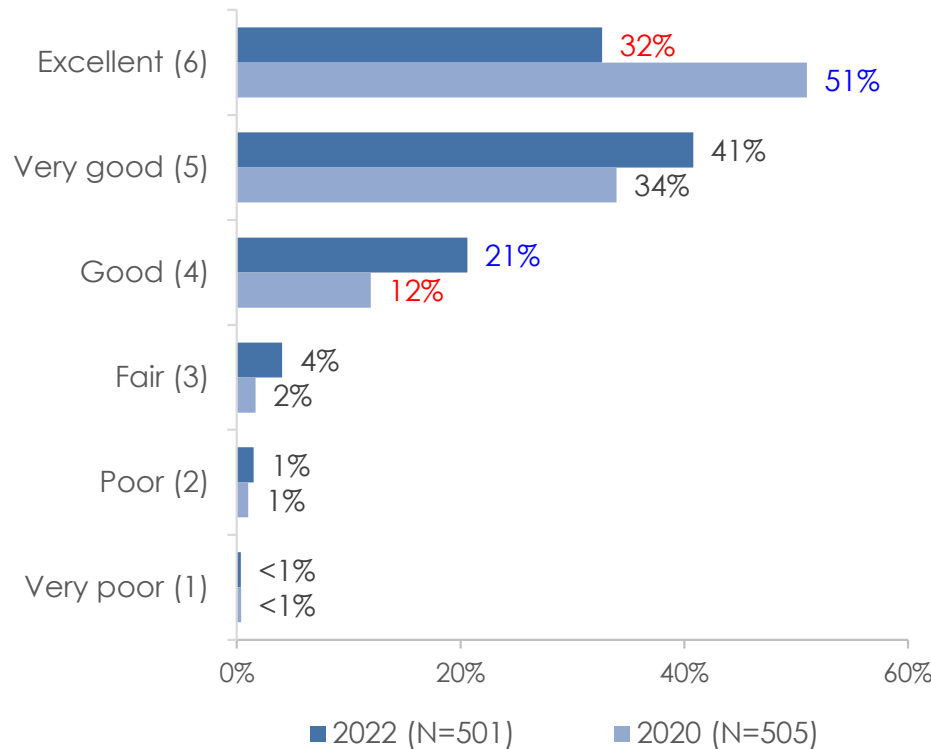
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7. Council Services and Facilities – Detailed Analysis

This section explores residents' perceptions of living in the Ballina Shire.

Quality of Life in the Ballina Shire

Q1a. Overall, how would you rate the quality of life you have living in the Ballina Shire? Prompt

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	4.98	5.31	4.94	5.01	4.53	5.20	5.03	5.06	5.04	4.83	5.25	4.88	5.08
Top 3 Box %	94%	97%	95%	94%	89%	96%	94%	96%	96%	93%	98%	90%	95%
Base	501	505	235	266	95	110	128	169	86	189	81	66	79



	Ballina Shire Council	MMX Benchmark – Overall Regional
Mean rating	4.98	4.96
T3 Box	94%	94%
Base	501	4,861

Scale: 1 = very poor, 6 = excellent

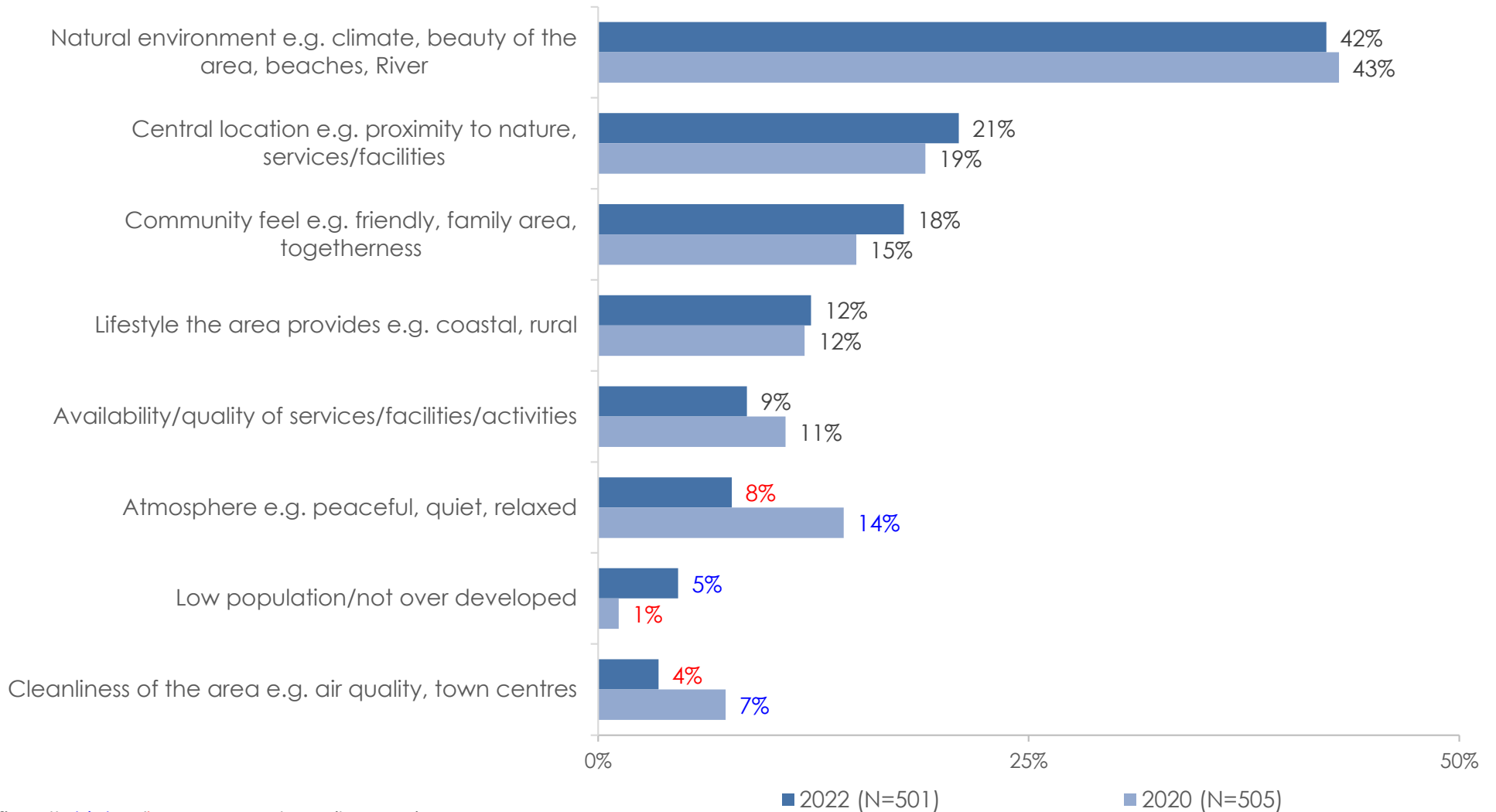
A significantly higher/lower rating/percentage (by group)

94% of residents rate their quality of life in the Ballina Shire as good to excellent. Despite a softening surrounding excellent ratings in 2022, results for the LGA remain on a par with the our regional benchmark.

Residents aged 35-49 and those residing in Lennox Head rated their quality of life higher.

Most Valued Aspect of Living in the Ballina Shire

Q1b. What do you value most about living in the Ballina Shire area?



A significantly higher/lower percentage (by year)
 Note: Please see Appendix A for results <4%

Residents continue to most value the natural environment of the LGA. Additionally, the centrality of the LGA, community feel and lifestyle of the area are also considerable mentions.

Most Valued Aspect of Living in the Ballina Shire

Q1b. What do you value most about living in the Ballina Shire area?

Sample Verbatim Comments

Natural environment
42%

"Great views"

"Beautiful area that's close to the sea and rainforest"

"Environment, very green, a lot of native vegetation"

"The beauty of the land"

"The landscape, the natural surroundings"

"Beautiful area that's close to the sea and rainforest"

"Natural environment"

"Access to beaches, rural areas, and forests all in one location"

"Diversity of environment"

"Countryside, beaches, local environment"

Central location
21%

"The location, its so close to the border"

"Everything is handy"

"In a good position"

"Centrality to services and facilities"

"Central to everything"

"Access to facilities and regional transportation to places like Brisbane and Sydney"

"Convenient access to services e.g. medical services, access to specialists, elderly support hospitals"

"Everything is within close proximity"

"Very convenient and assessable, i.e. easy to park everywhere"

"Lifestyle and convenience of everything in the area"

Community feel
18%

"Great community atmosphere"

"Friendly and welcoming atmosphere"

"The neighbourhood is friendly"

"Great community spirit"

"Friendly village area, very welcoming"

"Sense of community"

"Supportive community e.g. during floods"

"Relaxed community"

"The friendly people in the area"

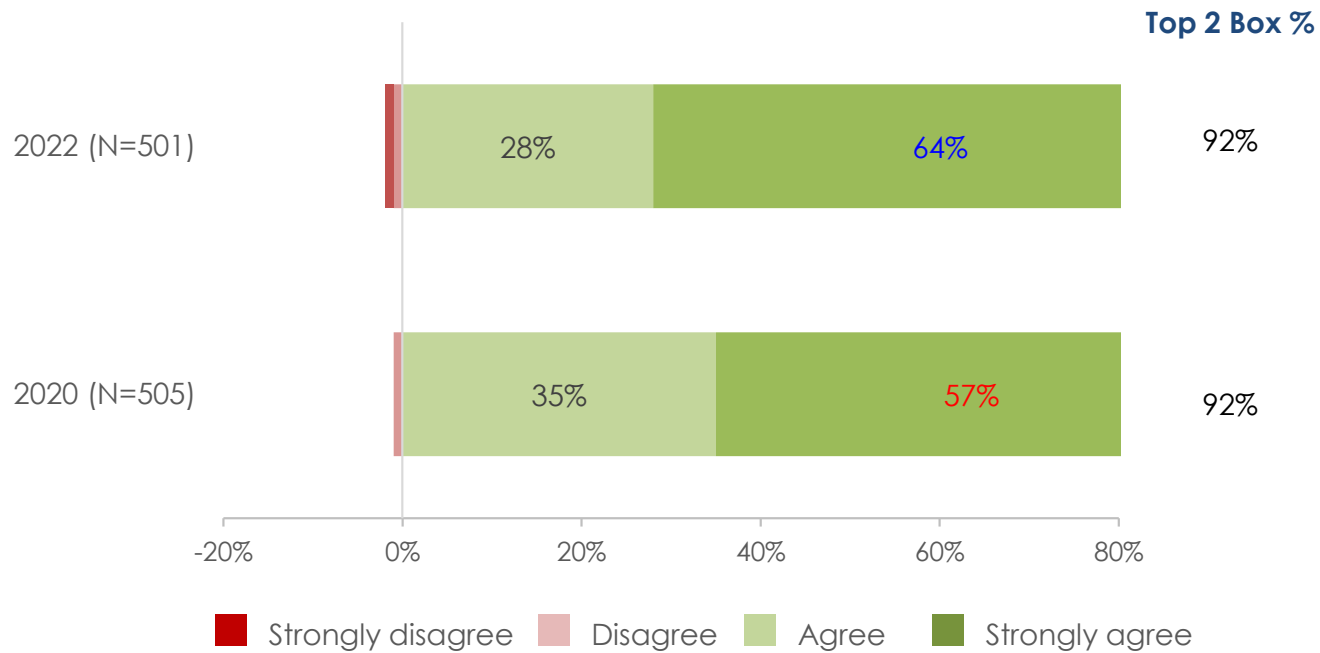
"Nice community feel"

"Everybody in the community is nice"

The Area Offers a Good Quality of Life – CSP Analysis

Q7. On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statement "the area offers a good quality of life".

	2022	2020	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	1.54	1.48	1.57	1.51	1.27	1.59	1.57	1.62	1.57	1.45	1.66	1.48	1.61
Top 2 Box %	92%	92%	95%	90%	88%	94%	92%	94%	94%	92%	95%	88%	93%
Base	501	505	235	266	95	110	128	169	86	189	81	66	79



Scale: -2 = strongly disagree, 2 = strongly agree
 A significantly higher/lower rating/percentage (by group)
 Note: Percentages <5% not shown on chart

92% of residents agree/strongly agree that the area offers a good quality of life. Comparisons with the results of the 2020 research show a higher proportion of residents committing to the top code (strongly agree) in 2022.

Older residents expressed the highest level of agreement with the statement.

2. Performance of Council



Detailed Results

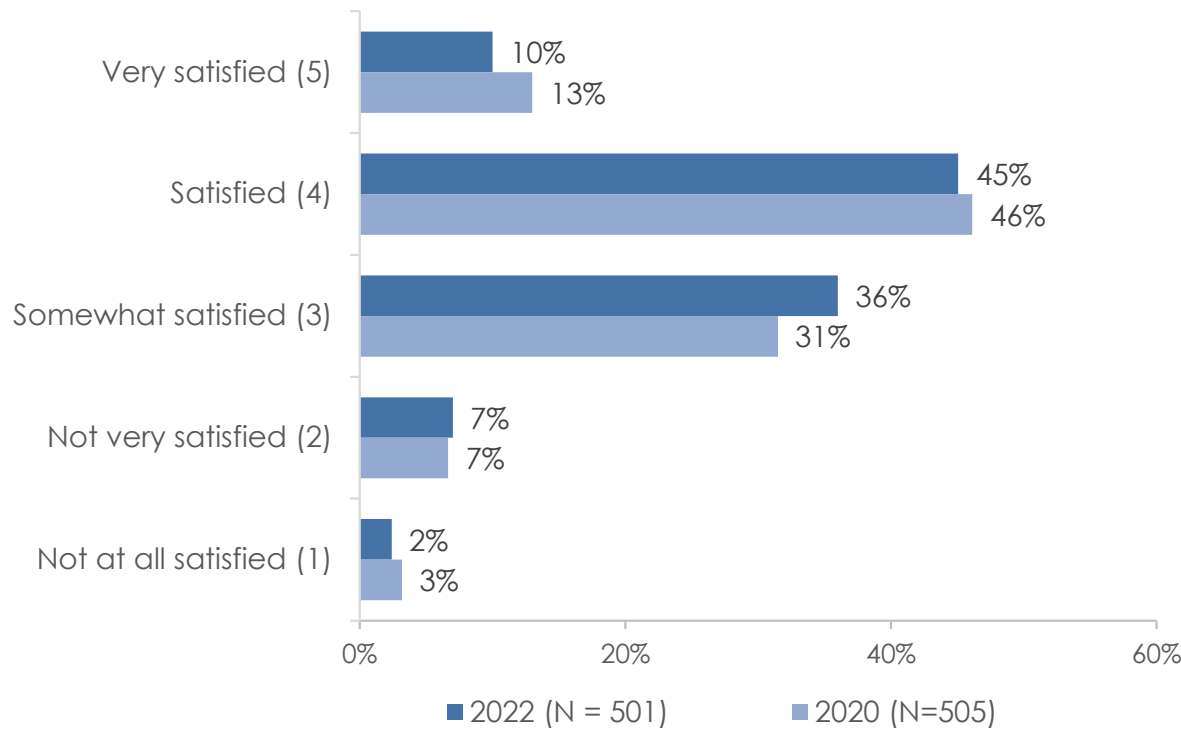
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This section explores resident's perception of Council's performance overall.

Overall Satisfaction with the Performance of Council

Q6a. 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?

	2022	2020	2018	2017	2016	2014	2012	2008
Mean ratings	3.54	3.58	3.46	3.50	3.66	3.65	3.50	3.71
Top 3 Box %	91%	90%	87%	85%	93%	94%	88%	94%
Base	501	505	505		507	500	500	600



	Ballina Shire Council	MMX Benchmark – Coastal Regional	MMX Benchmark – Overall Regional
Mean rating	3.54↑	3.39↓	3.33↓
T3 Box	91%↑	85%↓	83%↓
Base	501	18,552	47,365

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

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

91% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.

Results have remained consistent with the 2020 results, and higher than the comparable benchmarks.

Overall Satisfaction with the Performance of Council

Q6a. 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	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.54	3.49	3.58	3.45	3.51	3.53	3.62
Top 3 Box %	91%	89%	92%	96%	89%	87%	91%
Base	501	235	266	95	110	128	169

	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.59	3.50	3.63	3.36	3.63
Top 3 Box %	95%	90%	92%	90%	86%
Base	86	189	81	66	79

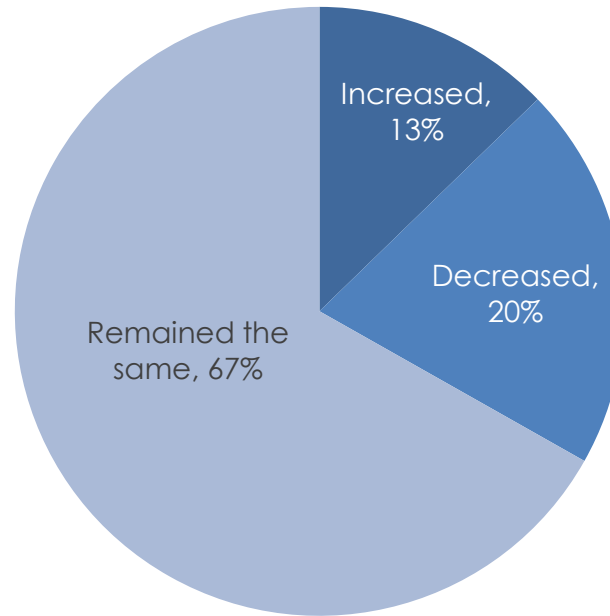
Scale: 1 = not at all satisfied, 5 = very satisfied

Additional analysis has shown little difference in satisfaction levels when compared by age, gender and residential location.

Change in Overall Satisfaction with Council

Q6b. Overall, for the last 12 months, would you say your level of satisfaction with the performance of Council has increased, decreased, or remained the same?

	2022	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/other
Increase	13%	12%	14%	14%	16%	10%	12%	18%	10%	19%	9%	10%
Decrease	20%	20%	21%	28%	19%	22%	16%	15%	23%	22%	20%	19%
Remain the same	67%	68%	66%	58%	65%	67%	72%	67%	67%	58%	70%	71%
Base	501	235	266	95	110	128	169	86	189	81	66	79



Base N=501
 A significantly higher/lower percentage (by group)

For the majority of residents (67%), their level of satisfaction with Council has remained the same over the last 12 months.

The table overleaf shows the key reasons for why residents believe their overall satisfaction with Council has increased, decreased or remained the same.

Change in Overall Satisfaction with Council

Q6c. What is your reason for giving that rating?

	2022 N=501
Increase	
Flood management	4%
Community engagement/communication	3%
Improving/maintaining services/facilities	3%
Council management/Councillors/Mayor are doing a good job	2%
Cleanliness/Beautification	1%
Council customer service	1%
Lennox Head upgrades	1%
Manage roads/road maintenance well	1%
Other	2%
Decrease	
Council's customer service	5%
Flood management/drainage	5%
Community engagement/communication	4%
Lack of maintenance/improvements needed across services/facilities	3%
Change of Council/Mayor	2%
No focus on community needs	2%
Roads	2%
Council management	1%
Environment	1%
Housing Affordability/Availability	1%
Management of finances	1%
Population growth/over-development	1%
Cleanliness/beautification	<1%
Development restrictions/timing	<1%
Lack of employment in the region	<1%
Lack of support for volunteers/businesses	<1%
Other	2%

	2022 N=501
Remain the same	
Remained the same	31%
Community engagement/communication needs improvement	7%
Maintaining services/facilities, nothing much has changed	7%
Already doing a great job	5%
Don't interact with Council	5%
Council customer service	3%
Fix/maintain roads	3%
Flood management/drainage	3%
They have done the best they can in difficult circumstances	2%
Care for the environment	1%
Council management/transparency	1%
Infrastructure	1%
Rates are too high	1%
Waste management	1%
Development/planning	<1%
Water concerns	<1%
Other	5%
Don't know/nothing/unsure	5%



3. Council Communication with the Community



Detailed Results

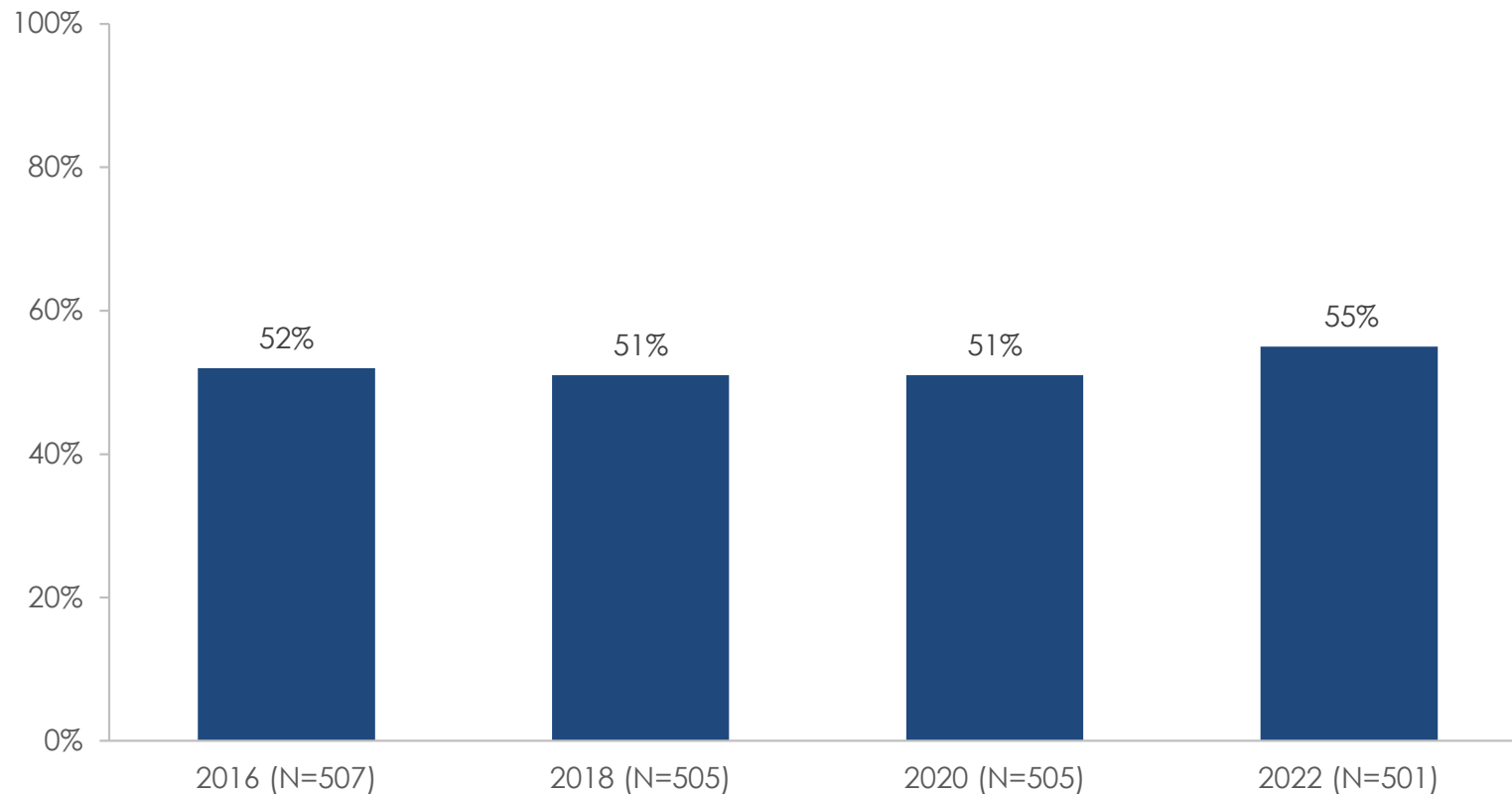
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This section explores residents' satisfaction with Council's communication with the community.

Contact with Council in L12M

Q4b. Have you contacted Ballina Shire Council in the last 12 months?

	2022	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Yes %	55%	57%	53%	45%	56%	62%	54%	45%	59%	56%	50%	57%
Base	501	235	266	95	110	128	169	86	189	81	66	79

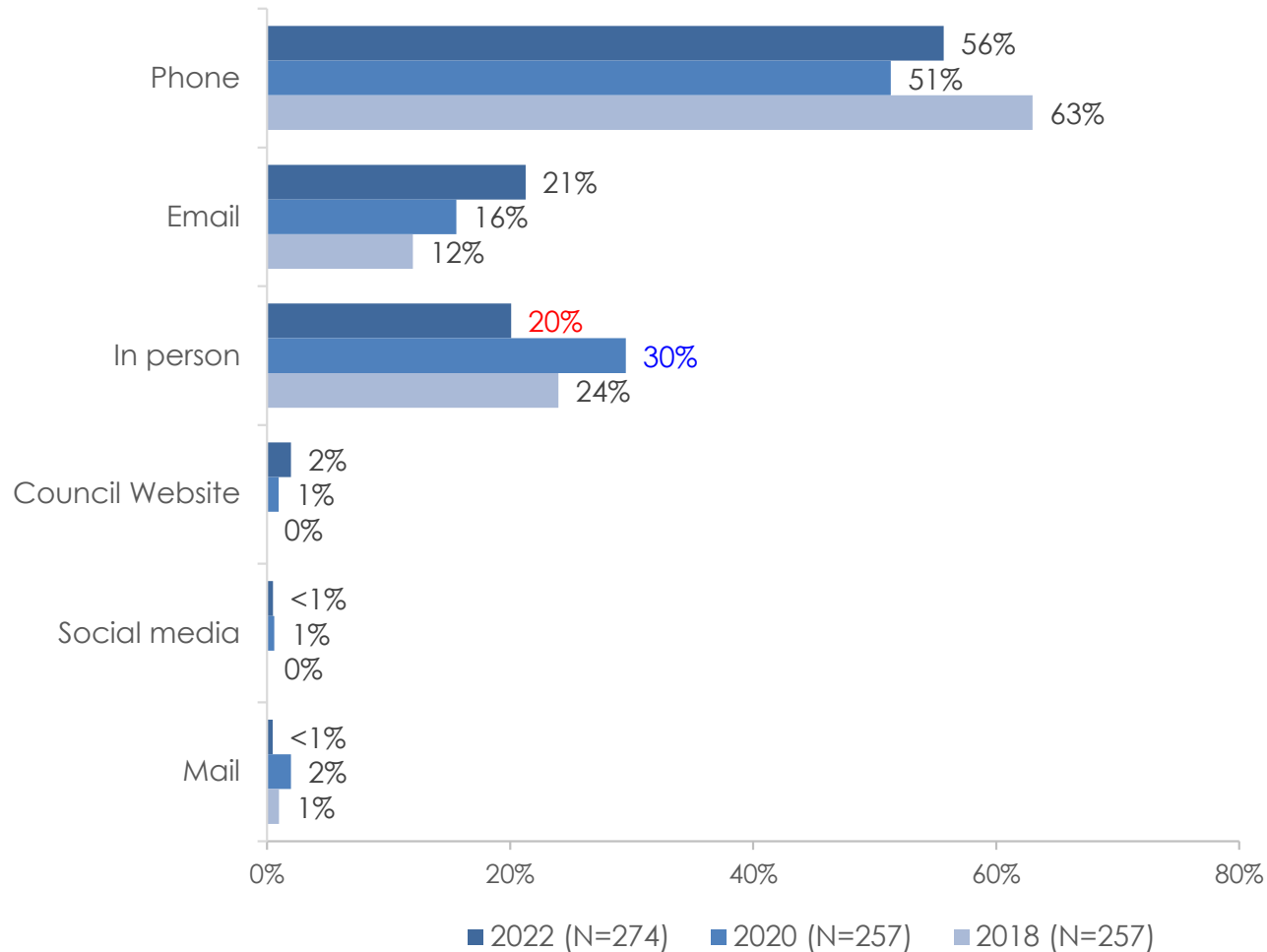


Rates of contact with Council have remained steady in 2022, with 55% of residents having made contact in the last 12 months.

Rates of contact are relatively constant across demographic groups.

Contact with Council in L12M

Q4c. When you made contact with the Council staff was it by:



A significantly higher/lower percentage (by group)
Note: Please see Appendix A for results by demographics

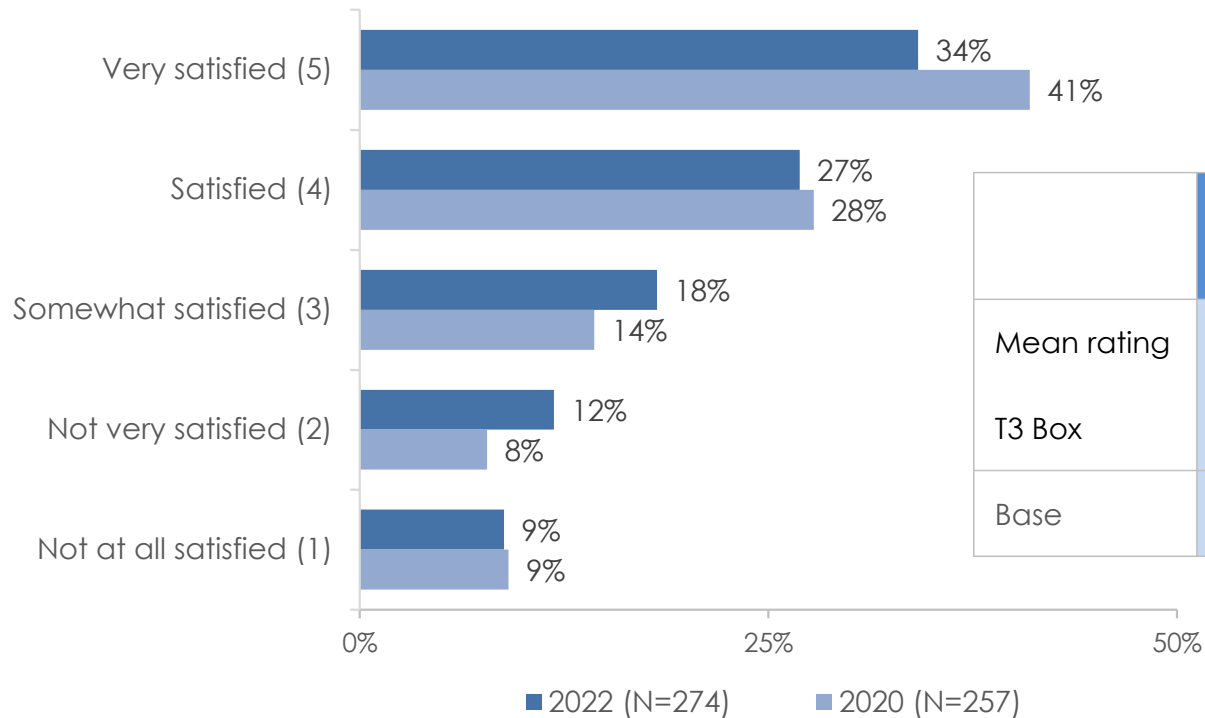
The most common means of contacting Council is via phone (56%), email (21%) and in person (20%).

Rates of contact in person have declined, while rates of contact via email have steadily increased since 2018.

Satisfaction with Council Contact

Q4d. How satisfied were you with the way your contact was handled?

	2022	2020	2018	2016
Mean ratings	3.66	3.84	3.58	3.83
Top 3 Box %	79%	83%	77%	79%
Base	274	257	257	264



	Ballina Shire Council	MMX Benchmark – Overall
Mean rating	3.66	3.77
T3 Box	79%	80%
Base	501	23,641

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

79% of residents are at least somewhat satisfied with the way their contact was handled, which remains in line with the previous findings.

Satisfaction with Council Contact

Q4d. How satisfied were you with the way your contact was handled?

	Phone	Email	In person
Mean ratings	3.72	3.33	3.77
Top 3 Box %	81%	68%	85%
Base	153	58	55

	Overall	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.66	3.44	3.86	3.42	3.61	3.54	3.91
Top 3 Box %	79%	74%	84%	75%	82%	72%	86%
Base	274	134	140	42	62	80	91

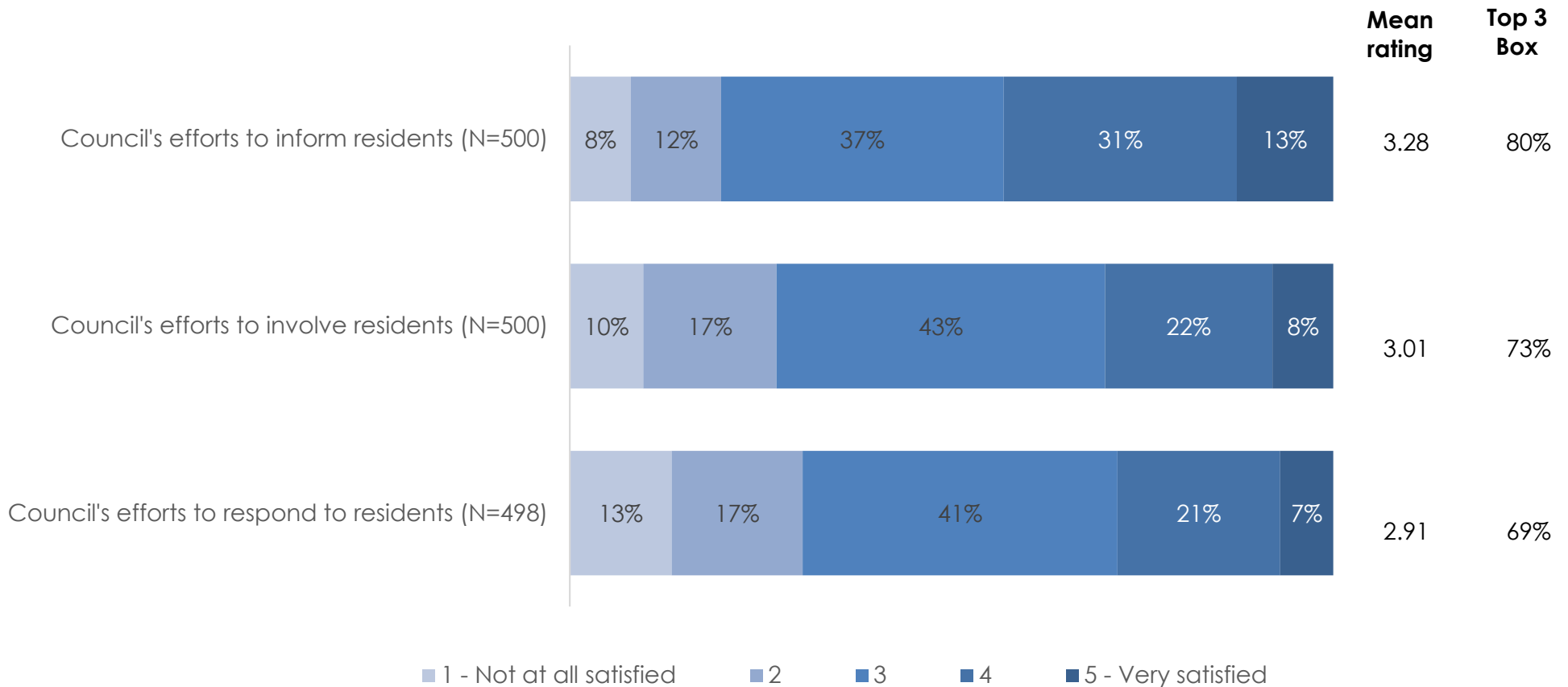
	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.68	3.72	3.67	3.68	3.45
Top 3 Box %	79%	81%	76%	85%	73%
Base	38	112	45	33	45

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

Satisfaction with the way email contact was handled was significantly lower, as was satisfaction of male respondents who had made contact with Council.

Communication with Residents

Q4a. Can you please rate the following criteria regarding Council's efforts to communicate with residents?



Scale: 1 = not at all satisfied, 5 = very satisfied
 Note: Please see the following slide for results by demographics

80% of residents are at least somewhat satisfied with Council's efforts to inform the community, while satisfaction with efforts to involve and Council's responsiveness were more ambivalent.

Communication with Residents

Q4a. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

Mean ratings

	Overall	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Council's efforts to inform residents	3.28	3.31	3.25	3.16	3.21	3.18	3.46	3.24	3.42	3.30	3.05	3.18
Council's efforts to involve residents	3.01	3.02	3.00	2.98	3.01	2.88	3.13	2.92	3.16	3.01	2.86	2.90
Council's efforts to respond to residents	2.91	2.87	2.95	2.74	2.94	2.89	3.02	2.91	3.02	2.96	2.76	2.75

Top 3 Box Satisfaction

	Overall	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Council's efforts to inform residents	80%	80%	80%	81%	81%	74%	84%	79%	86%	78%	71%	77%
Council's efforts to involve residents	73%	74%	72%	70%	74%	68%	77%	68%	79%	72%	66%	70%
Council's efforts to respond to residents	69%	69%	70%	61%	75%	66%	73%	70%	72%	71%	64%	66%

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

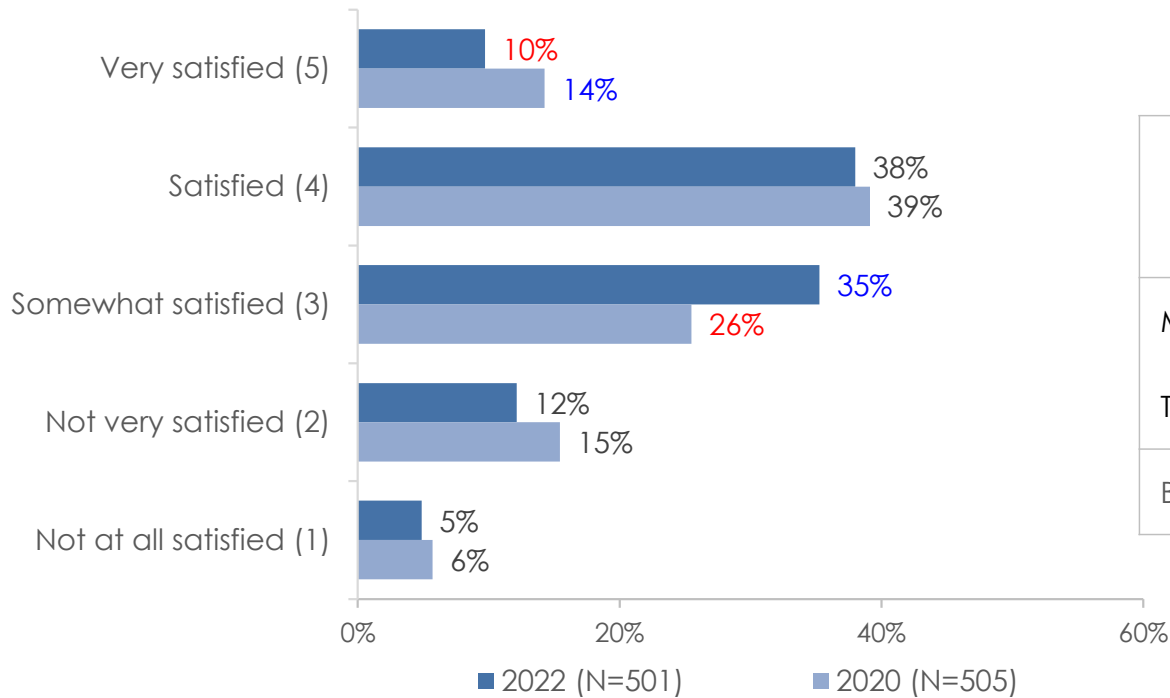
A significantly higher/lower level of satisfaction (by group)

Analysis by demographics show residents from the Ballina area to be significantly more satisfied with Council's efforts to inform and involve residents.

Satisfaction with Council Communication

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

	2022	2020	2018	2016
Mean ratings	3.36	3.41	3.43	3.49
Top 3 Box %	83%	79%	83%	84%
Base	501	505	505	507



	Ballina Shire Council	MMX Benchmark – Coastal Regional	MMX Benchmark – Overall Regional
Mean rating	3.36	3.44	3.29
T3 Box	83%	84%	79%
Base	501	6,032	18,746

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

83% of residents are at least somewhat satisfied with the level of communication Council has with the community. At the overall level results are relatively in line with previous years' findings.

Satisfaction with Council Communication

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

	Overall	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.36	3.32	3.38	3.26	3.33	3.28	3.48
Top 3 Box %	83%	80%	85%	84%	82%	81%	84%
Base	501	235	266	95	110	128	169

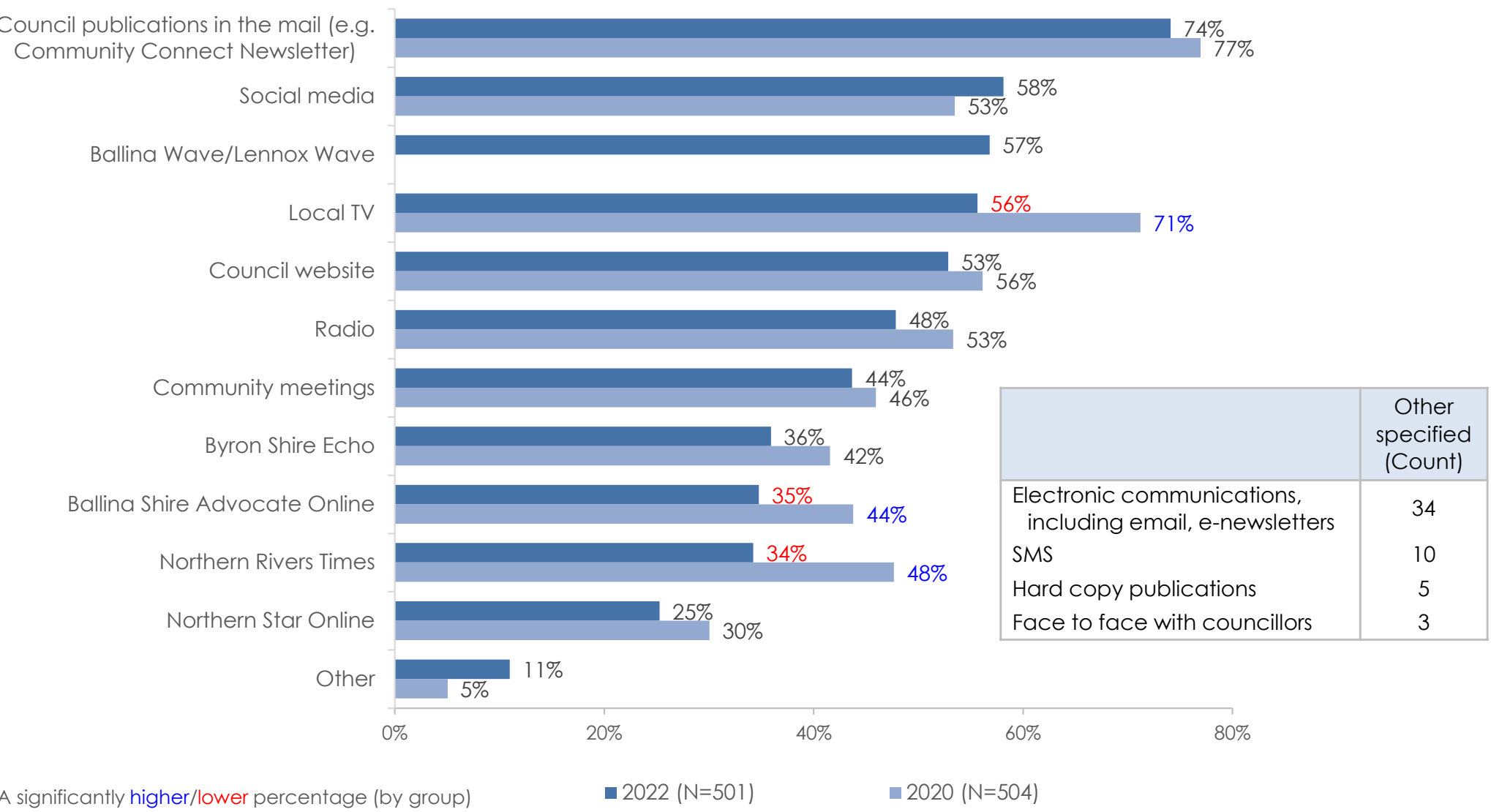
	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Mean ratings	3.39	3.39	3.33	3.23	3.36
Top 3 Box %	87%	86%	77%	77%	83%
Base	86	189	81	66	79

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

There was little fluctuation in the results by demographics, with the exception of those aged over 65, who rated Council's communication significantly higher.

Means of Being Informed of Council News and Activities

Q5b. How would you like to be informed of Council news and activities?



A significantly higher/lower percentage (by group)
 Note: For a complete list of 'other' responses, see Appendix A

The top sources for being informed of Council's news and activities continue to be Council publications (74%) and social media (58%).
2022 has seen a decline in the cut through of local TV, the Ballina Shire Advocate and the Northern Rivers Times, while the Ballina Wave/Lennox Wave has come out strong in 2022, proving a valued source for 57% of residents.

4. Council Services and Facilities – Summary



Detailed Results

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7. Council Services and Facilities – Detailed Analysis

This section explores residents' perceptions of Council's delivery across key services and facilities.

Service Areas

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

<p>Community Facilities</p> <ul style="list-style-type: none"> Parks and sporting facilities Libraries Community centres and public halls Quality of town centre and public spaces Swimming pools Dog exercise areas Public toilets Beaches and foreshores Boating facilities (recreation/professional) Arts, culture and entertainment facilities Playgrounds 	<p>Human Services</p> <ul style="list-style-type: none"> 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
<p>Infrastructure</p> <ul style="list-style-type: none"> 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 	<p>Corporate Services and Management</p> <ul style="list-style-type: none"> 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

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.

Council Services and Facilities

A major component of the 2022 Community Survey was to assess perceived Importance of, and Satisfaction with 41 Council-provided services and facilities – the equivalent of 82 separate questions!

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

4.1. Highlights and Comparison with 2020 Results



4.2. Performance Gap Analysis



4.3. Quadrant Analysis

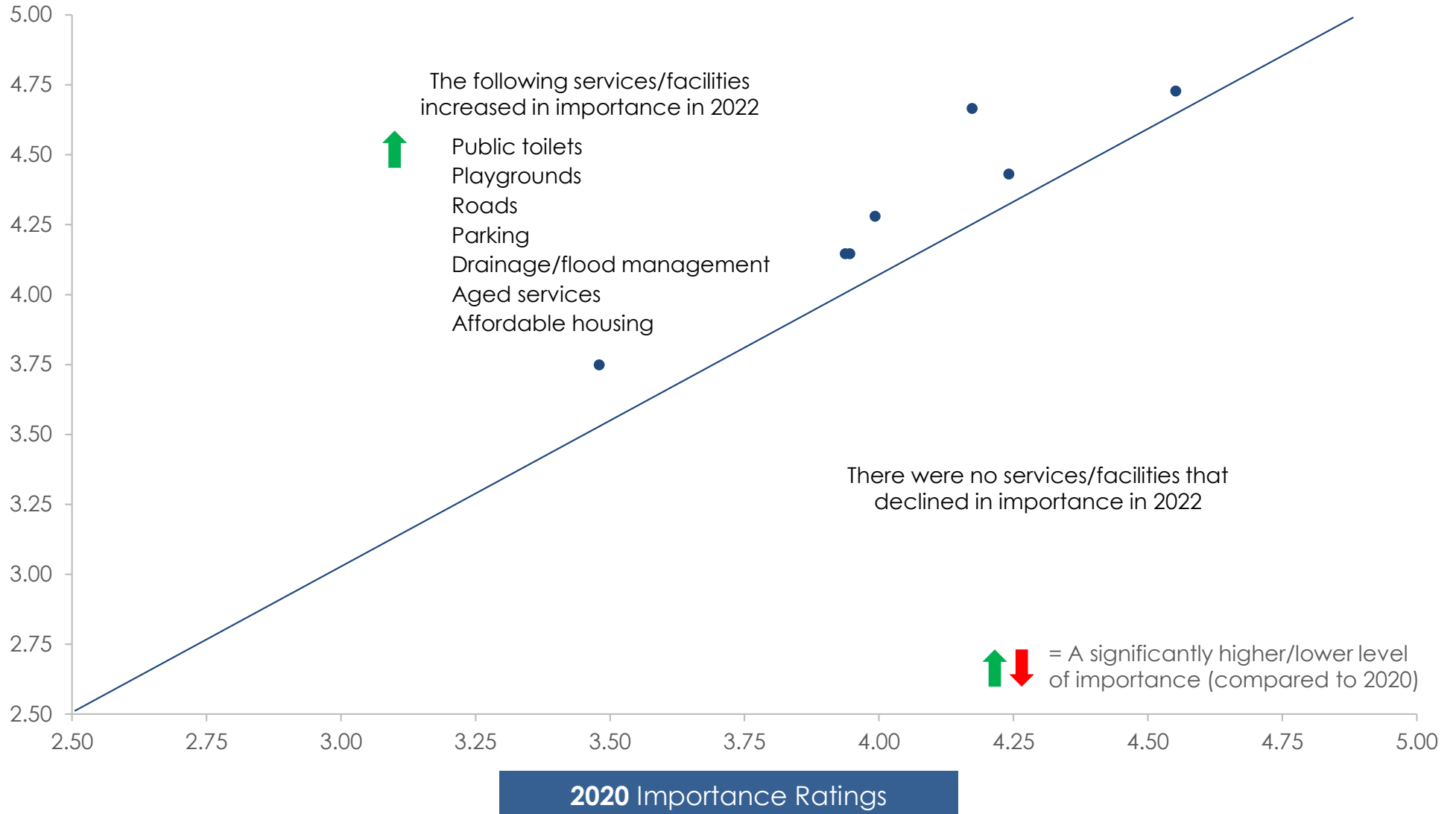


4.4. Regression Analysis (i.e.: determine the services/ facilities that drive overall satisfaction with Council)

4.1 Services and Facilities – Importance

– Comparison by Year

Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility?

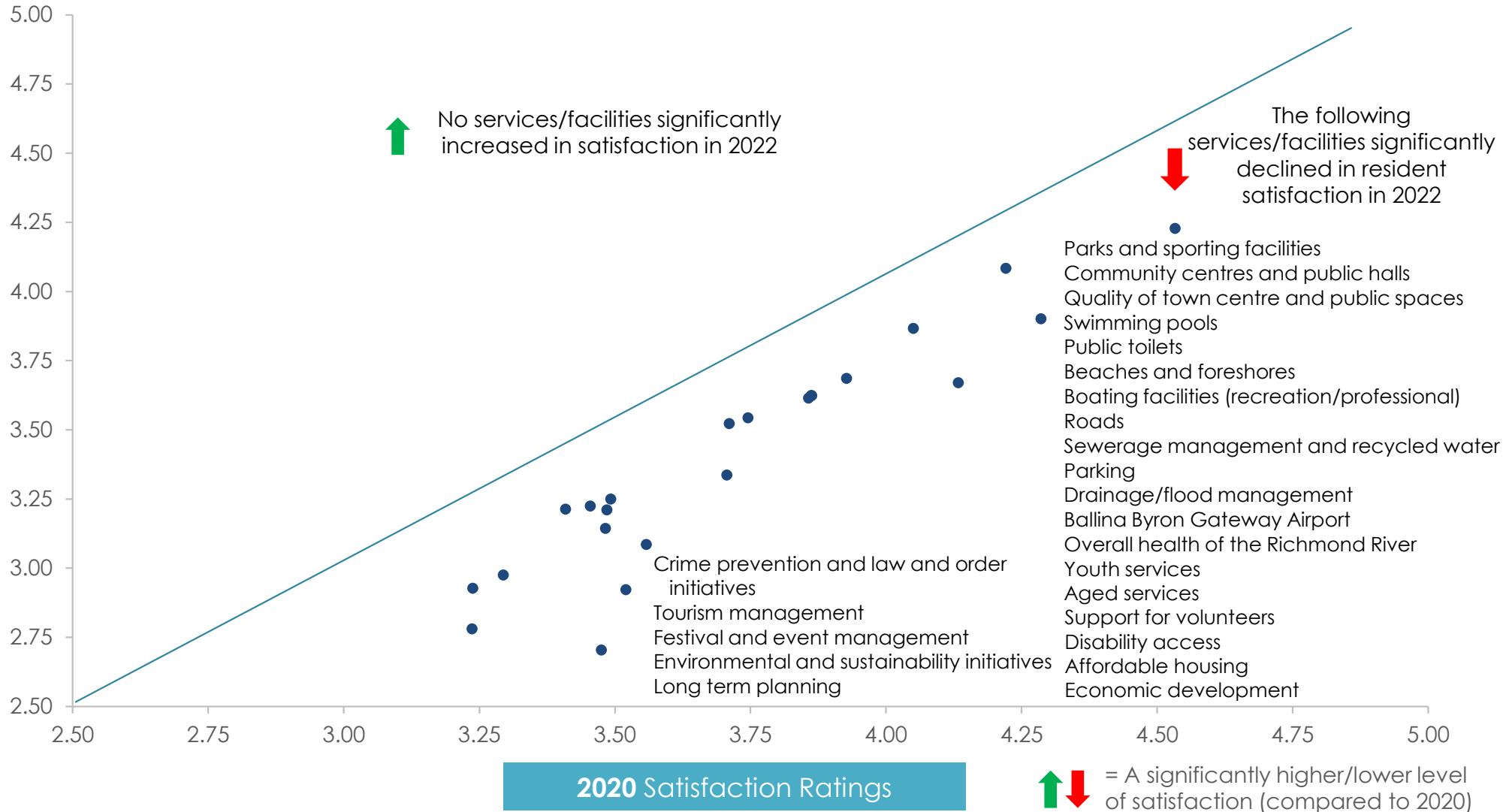


The above chart compares the mean importance ratings for 2022 vs 2020. Importance significantly increased for 7 of the 41 comparable services and facilities.

4.1 Services and Facilities – Satisfaction

– Comparison by Year

Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility?



The above chart compares the mean satisfaction ratings in 2022 vs 2020.
 Resident satisfaction declined for 24 of the 41 measures compared to the previous research.

4.1. Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

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

Higher importance	T2 Box	Mean
Roads	94%	4.73
General garbage collection	94%	4.68
Drainage/flood management	92%	4.67
Beaches and foreshores	91%	4.66
Overall health of the Richmond River	89%	4.61

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

Lower importance	T2 Box	Mean
Boating facilities (recreation/professional)	44%	3.17
Child care services	46%	3.16
Libraries	50%	3.45
Dog exercise areas	55%	3.43
Community centres and public halls	56%	3.55

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Libraries	96%	4.26
Water supply	95%	4.32
Beaches and foreshores	93%	4.08
Swimming pools	93%	4.23
General garbage collection	91%	4.13

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

Lower satisfaction	T3 Box	Mean
Affordable housing	31%	2.11
Drainage/flood management	56%	2.70
Overall health of the Richmond River	62%	2.78
Management of development	64%	2.83
Long term planning	67%	2.93
Roads	67%	2.92

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

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

A core element of this community survey was the rating of 41 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

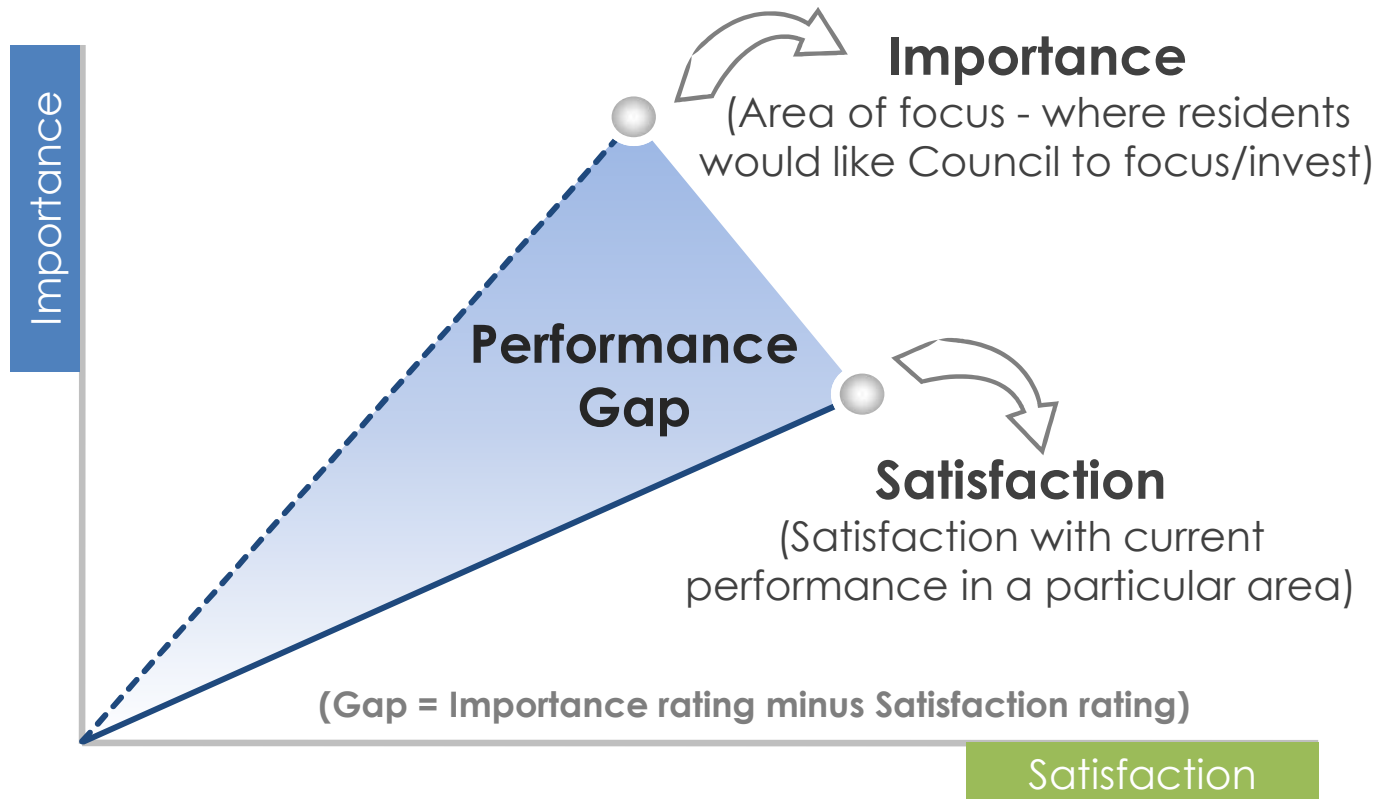
4.2. Performance Gap Analysis

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

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

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

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



4.2. Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high/very high in importance, whilst resident satisfaction for all of these areas is between 31% and 76%.

Key areas detected in the performance gap analysis include measurables surrounding infrastructure, particularly those having been impacted by recent flooding events; drainage/flood management, roads and the health of the Richmond River, as well as access to affordable housing.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Human Services	Affordable housing	80%	31%	49%
Infrastructure	Drainage/flood management	92%	56%	36%
Infrastructure	Overall health of the Richmond River	89%	62%	27%
Infrastructure	Roads	94%	67%	27%
Corporate Services and Management	Long term planning	88%	67%	21%
Corporate Services and Management	Management of development	77%	64%	13%
Infrastructure	Parking	86%	74%	12%
Human Services	Crime prevention and law and order initiatives	85%	76%	9%

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.

4.3. Quadrant Analysis

Step 2. Quadrant Analysis

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

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

On average, Ballina Shire Council residents rated services/facilities slightly less important than our Benchmark, and their satisfaction was, on average, relatively similar.

	Ballina Shire Council	Micromex Comparable Coastal/Regional Benchmark
Average Importance	74%	79%
Average Satisfaction	80%	81%

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

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'general garbage collection' are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'drainage/flood management' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

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

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

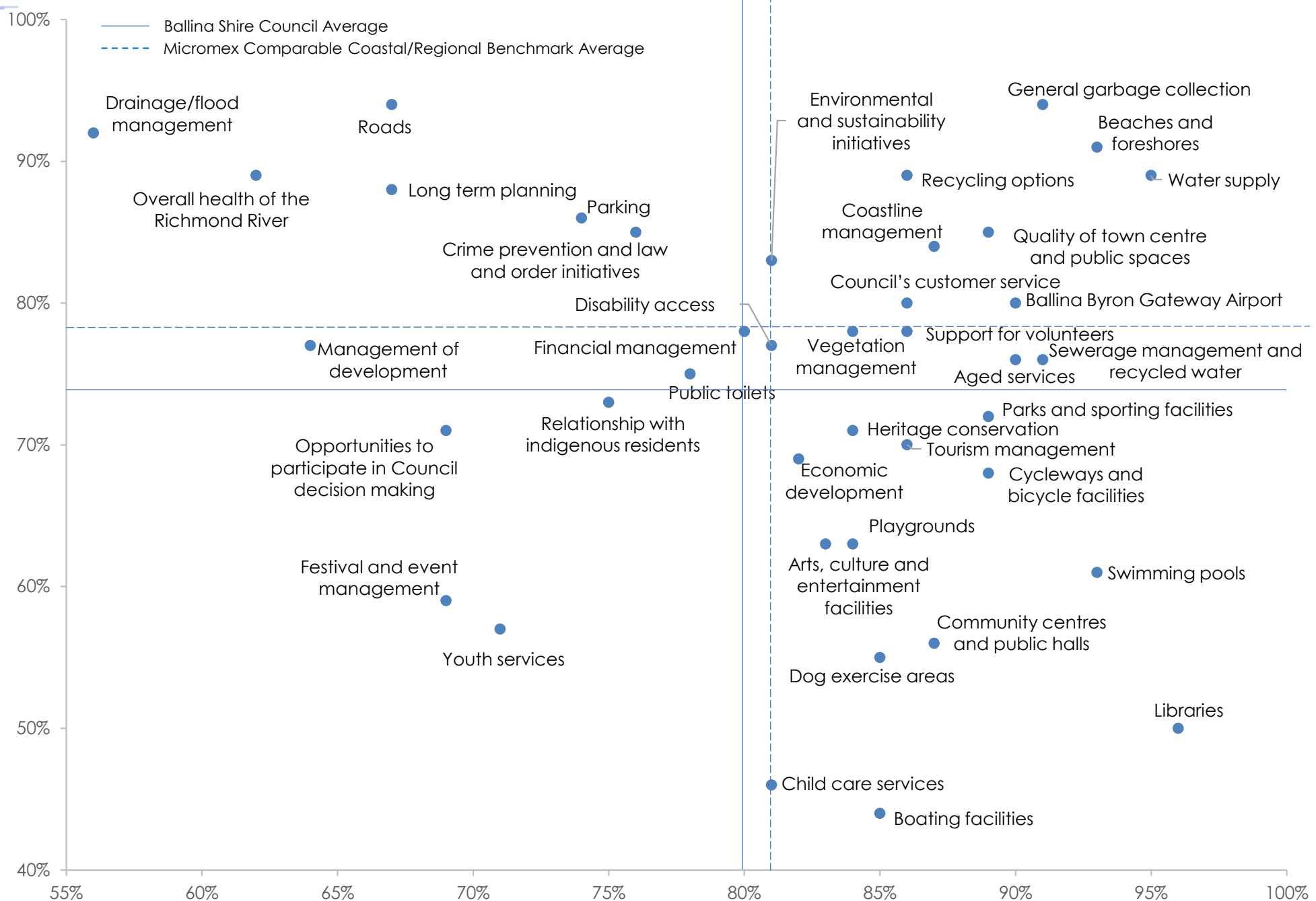
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

4.4. Advanced Regression Analysis

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

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

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

Explanation of Analysis

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

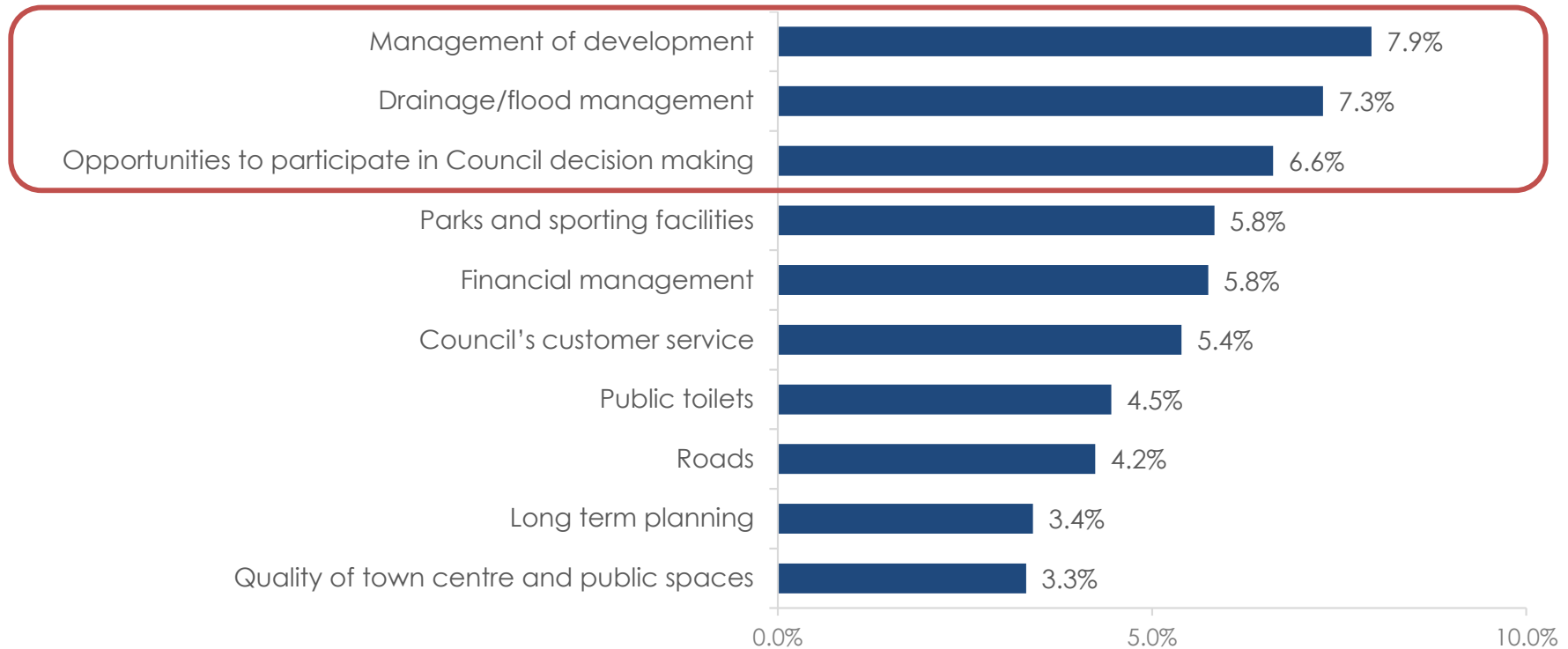
What Does This Mean?

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



4.4. Key Drivers of Overall Satisfaction with Council

Dependent variable: Q6a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



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

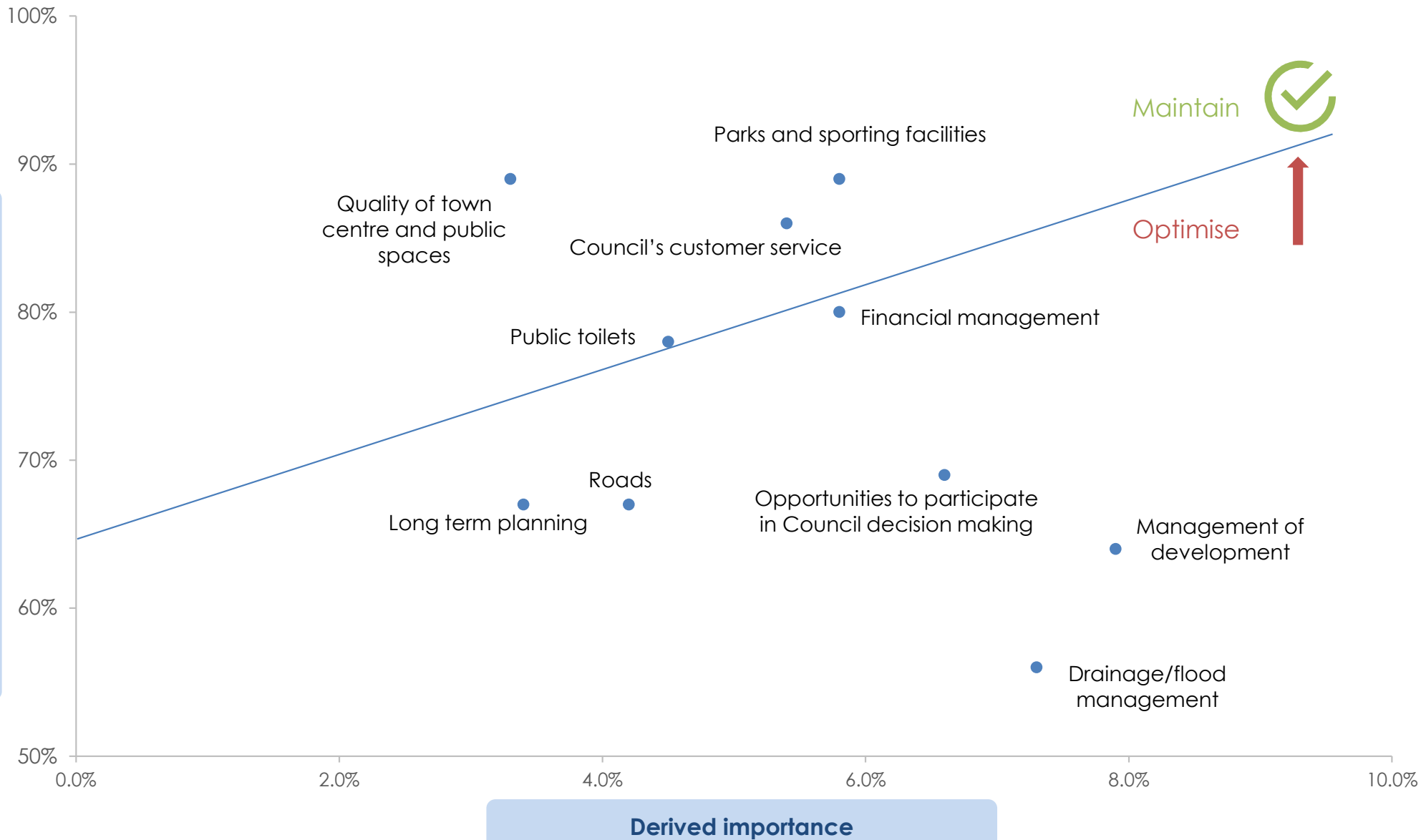
These top 10 services/facilities (so 24% of the 41 services/facilities) account for over 54% of the variation in overall satisfaction. Therefore, whilst all 41 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 31 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R² value = Barrier = 52.48, Optimiser = 47.51

The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.

4.4. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



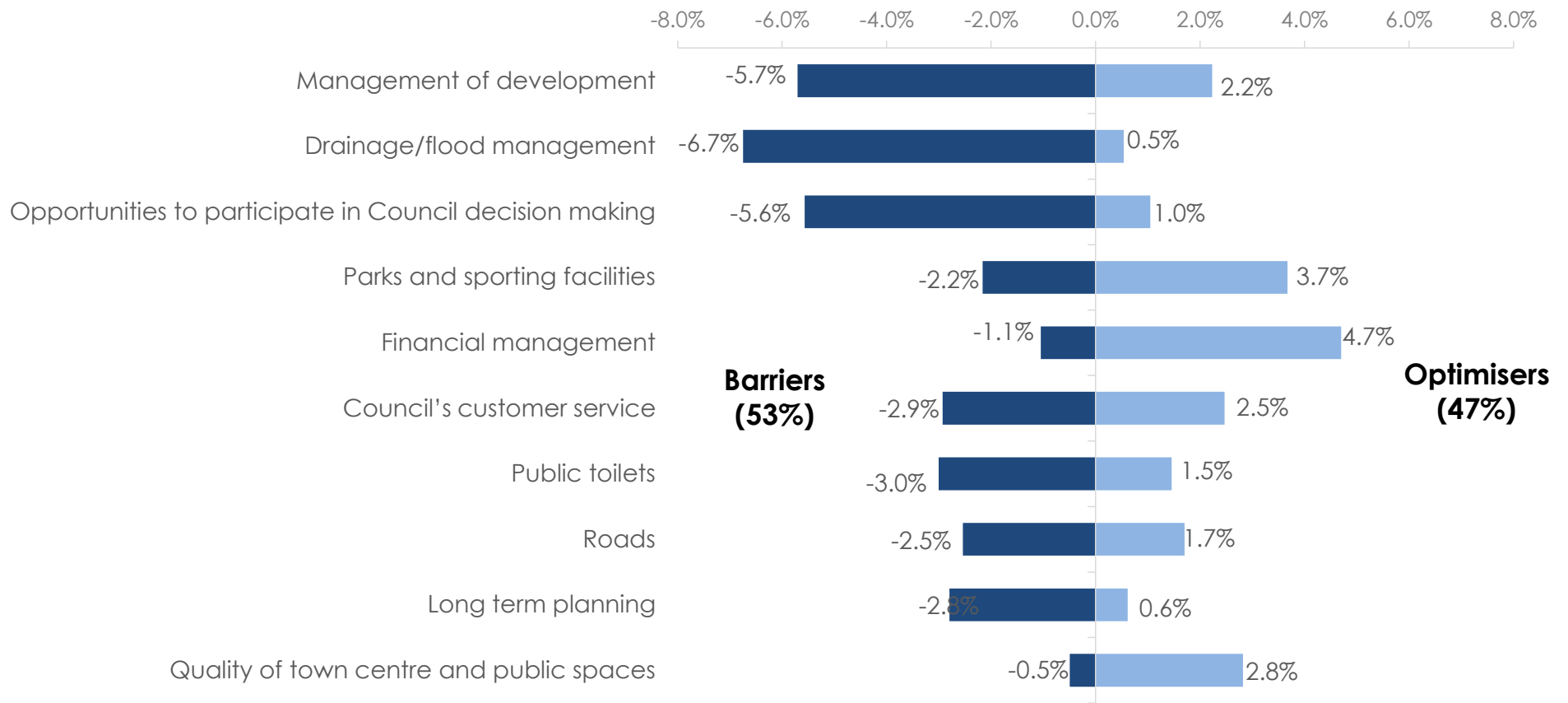
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to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

4.4. Key Contributors to Barriers/Optimisers

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

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

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



Different levers address the different levels of satisfaction across the community.



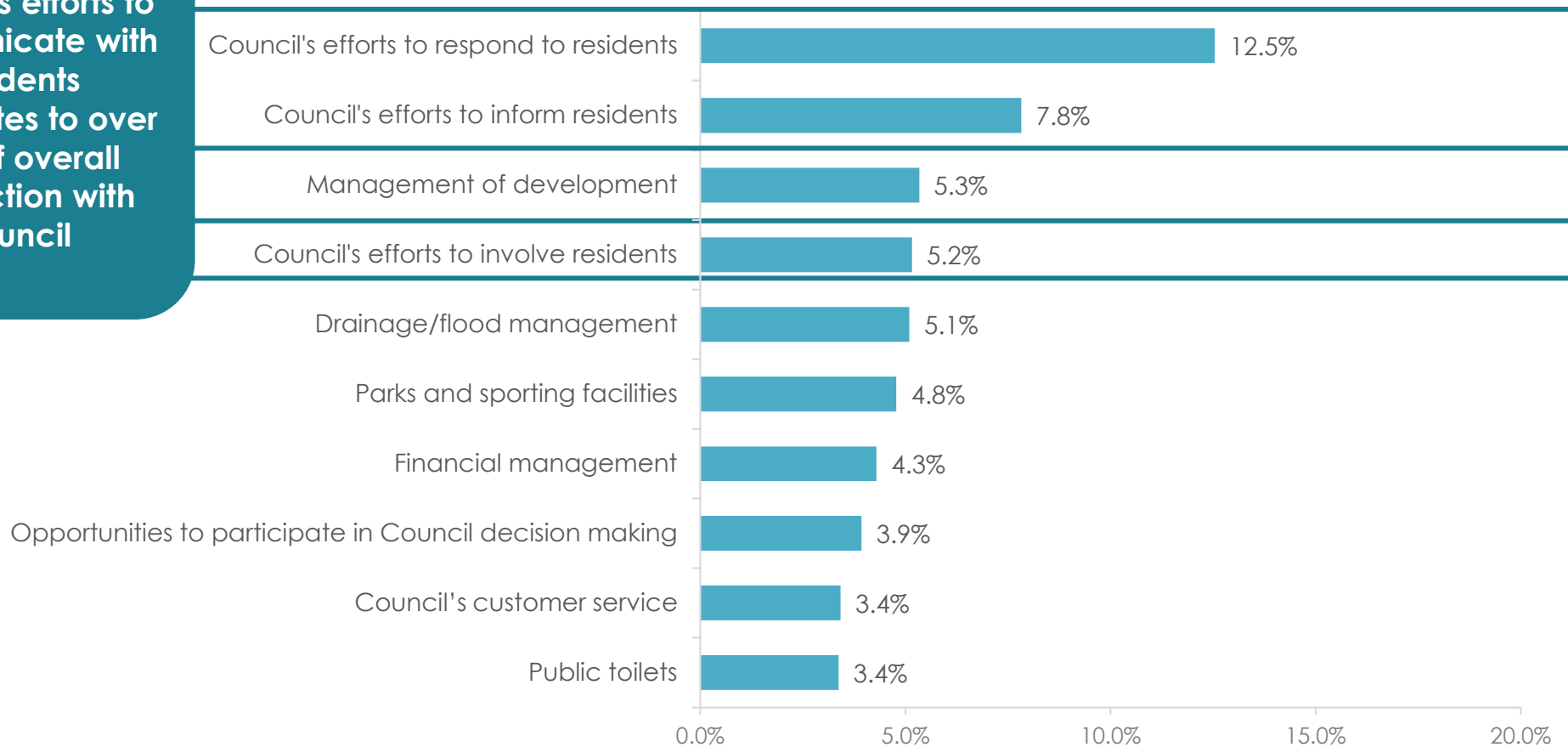
Impact of Council's Efforts to Communicate With Residents on Overall Satisfaction with Council

Dependent variable: Q4a. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the three additional measures from Q4a:

- Council's efforts to inform residents
- Council's efforts to involve residents
- Council's efforts to respond to residents

Council's efforts to communicate with residents contributes to over 25% of overall satisfaction with Council



R² value = Barrier = 34.53, Optimiser = 34.48

Satisfaction with Council's efforts to communicate with residents is shown to have a substantial impact on overall satisfaction with the performance of Council. If Council can positively transition resident satisfaction in the areas of engagement (involve), customer service (respond) and the provision of information (inform), it will improve overall satisfaction.

5. Planning for the Future



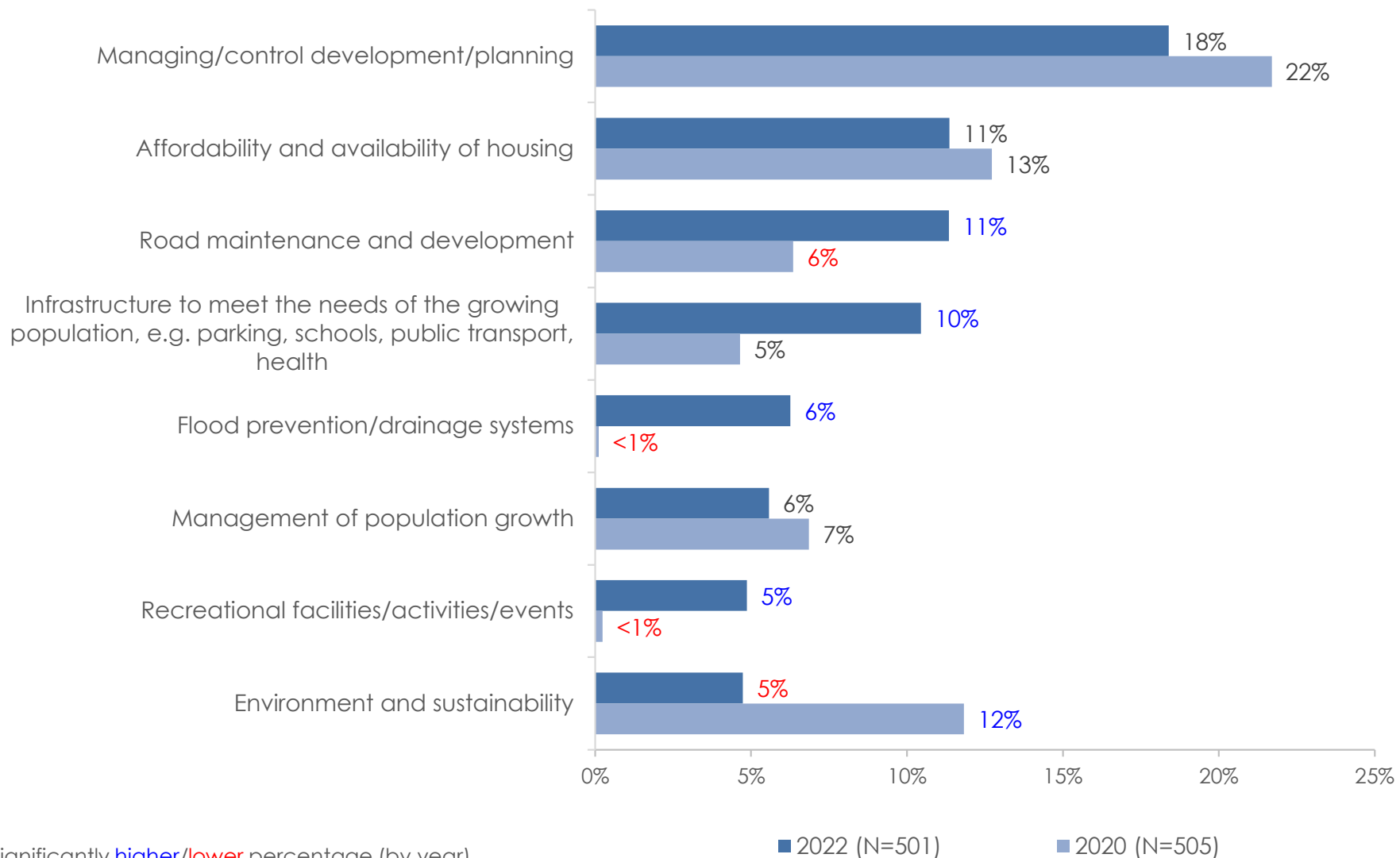
Detailed Results

1. Living in the Ballina Shire
2. Performance of Council
3. Council Communication with the Community
4. Council Services and Facilities - Summary
- 5. Planning for the Future**
6. Comparison to Micromex Benchmark – Coastal/Regional
7. Council Services and Facilities – Detailed Analysis

This section explores residents' priorities for Council in the future.

Priorities for the Ballina Shire Community

Q1c. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?



A significantly higher/lower percentage (by year)
 Note: Please see Appendix A for responses below <5%

Addressing issues surrounding managing development/planning and population growth in the LGA, as well as affordability/availability of housing, continue to dominate goals for the Ballina Shire community.

Residents were significantly more likely to have suggested road maintenance/development and flood prevention/drainage this year – A likely product of the natural disasters experienced throughout the region in the last 12 months.

Goals for the Ballina Shire Community

Q1c. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

Sample Verbatim Comments

Managing/control planning/development 18%

“Better planning and development for housing as the area grows”

“Making sure that development doesn't get out of hand. Don't want massive housing buildings.”

“Managing residential over-development”

“Balance between development and maintaining the quality and the integrity of the area”

“Maintaining the area's characteristics during development”

“Not over-develop the region”

“Managing residential development to preserve the lifestyle of the area e.g. as a family destination and not commercialising it and turning it into Byron Bay”

Affordability/availability of housing 11%

“Reducing the price of housing in the area”

“Need more affordable housing developments to help increase employment in the area”

“Making sure that the LGA has appropriate housing. There is a shortage of houses as they are not affordable”

“Housing affordability and housing availability”

“Need more affordable housing developments”

“Better housing availability for young people to rent or buy e.g. by developing more land”

“Affordable housing, including, social housing”

Road maintenance/development 11%

“Better sealed road connectivity in north end of Ballina e.g. on and off ramps”

“Focus improving the road quality”

“Road improvements from West Ballina to North Ballina”

“Widened roads and better access into Ballina”

“Fixing roads after the floods”

“Improve condition of the roads throughout”

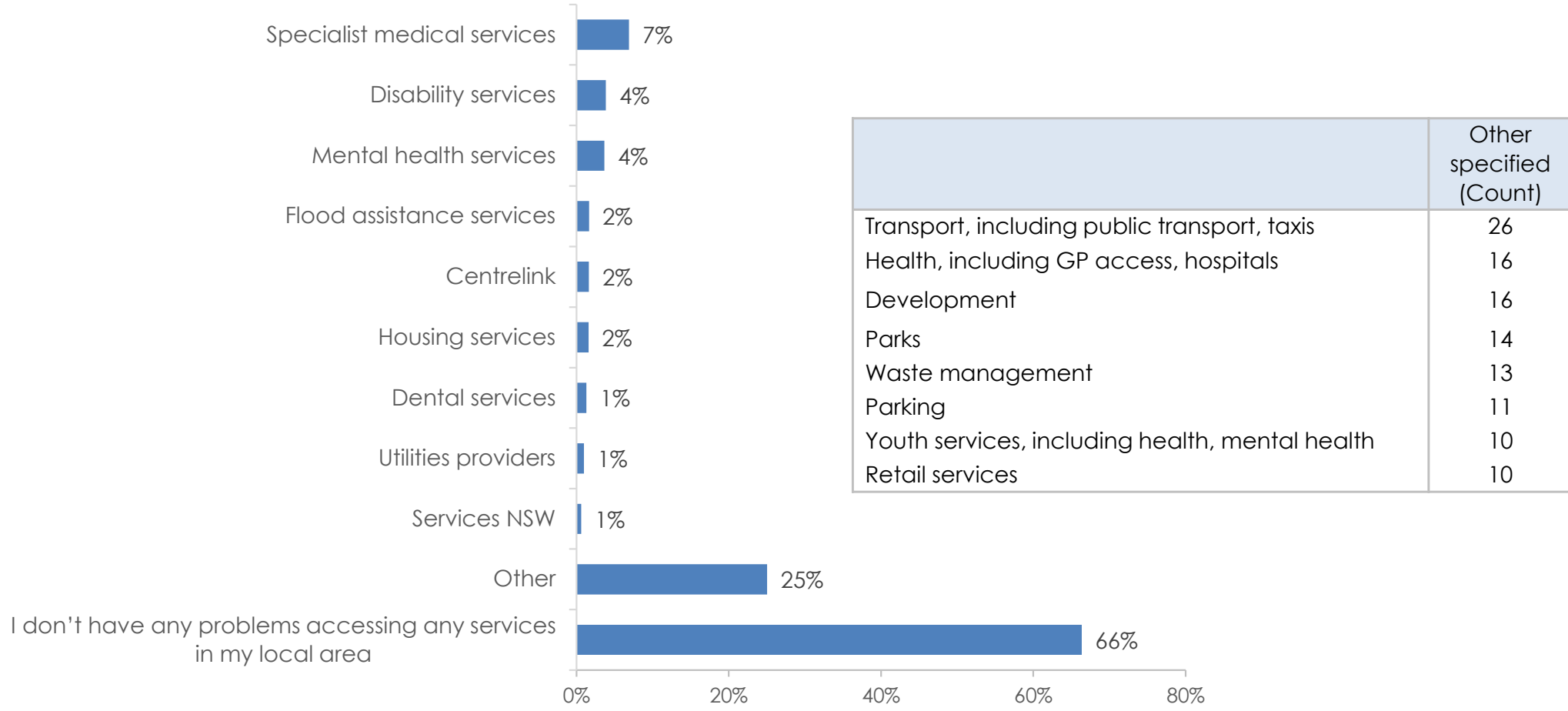
“Need to ensure roads maintenance is being done”

“Stop talking about it and get the Ballina Bypass completed”

“Improvement in road networks and quality of roads”

Access to Services in the Local Area

Q8. What services in your local area, if any, do you currently have problems accessing?



Base: N=501
 Note: Please see Appendix A for results by demographics, and a complete list of 'other' specified

For two thirds of residents, access to services in the local area is not an issue. For those experiencing problems accessing services, specialist medical services, disability services and mental health services are most prominent.

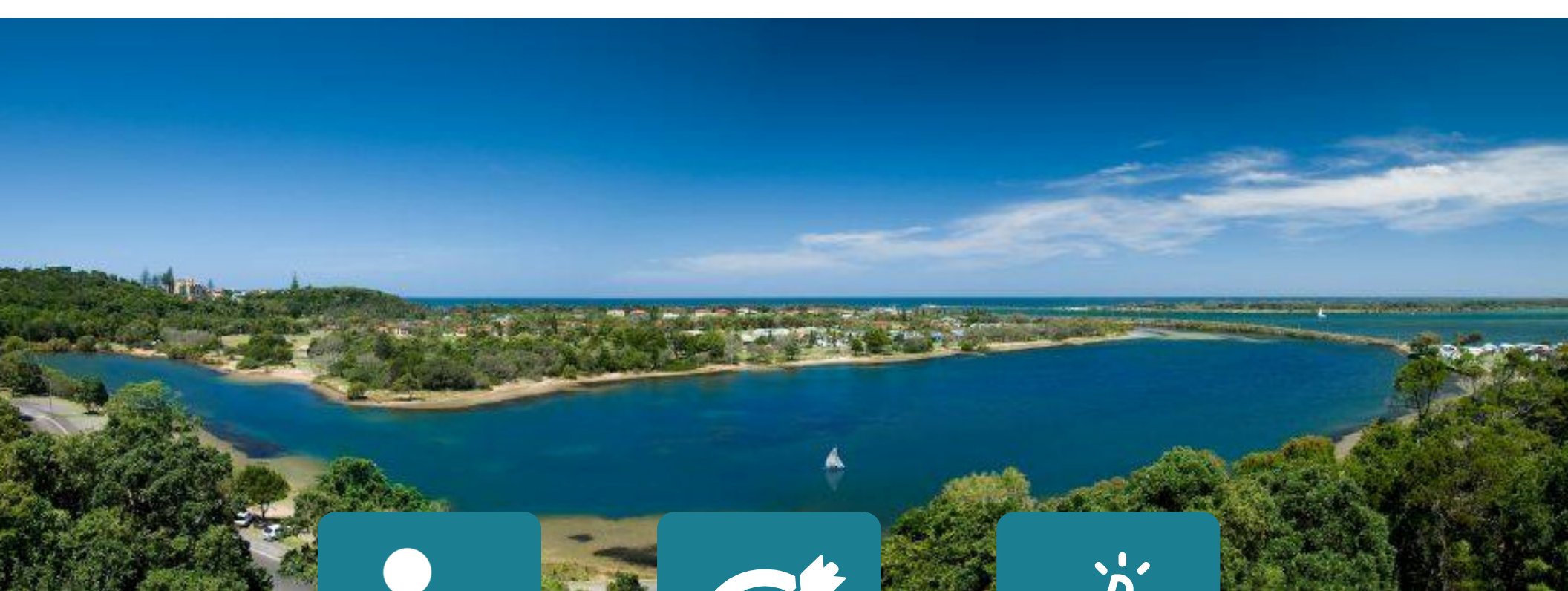
6. Comparison to Micromex Benchmark – Coastal/Regional



Detailed Results

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- 6. Comparison to Micromex Benchmark – Coastal/Regional**
7. Council Services and Facilities – Detailed Analysis

This section compares Ballina Shire Council's performance against key Benchmark criteria.



**Overall
Satisfaction**



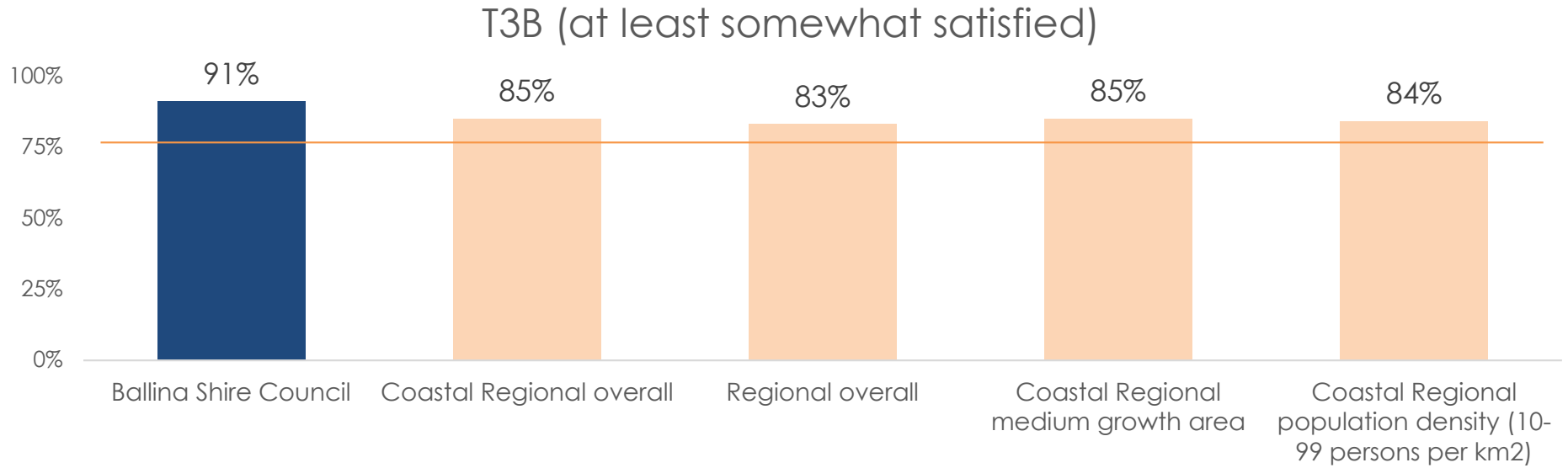
**Importance
Measures**



**Satisfaction
Ratings**

Micromex Benchmark – Coastal/Regional

Overall Satisfaction – Compared to Micromex Benchmarks

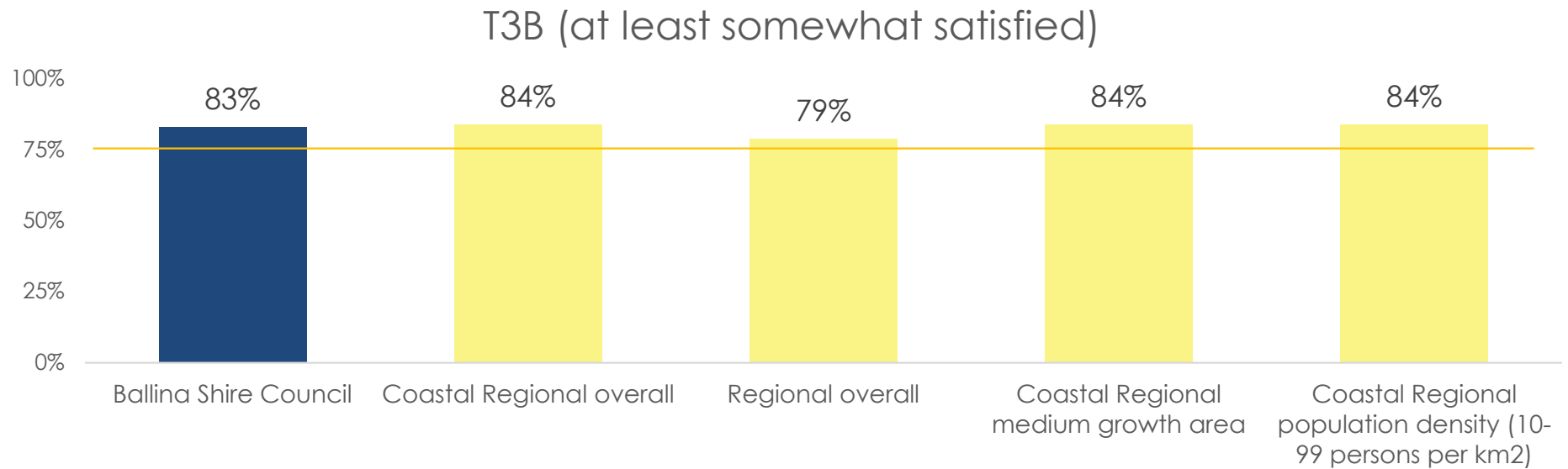


T3B %	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Ballina Shire Council	89%	92%	96%	89%	87%	91%
Coastal Regional Benchmarks	83%	86%	87%	84%	82%	86%

Note: No significant testing has been conducted, data is for point of interest only

Ballina Shire Council residents' overall satisfaction with Council is stronger than our Coastal Regional normative data.

Satisfaction with Communication – Compared to Micromex Benchmarks



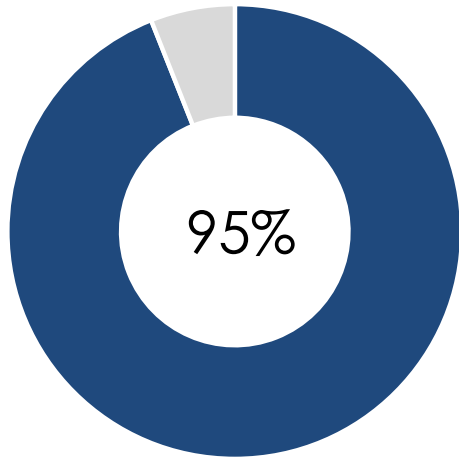
T3B %	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Ballina Shire Council	80%	85%	84%	82%	81%	84%
Coastal Regional Benchmarks	82%	86%	84%	83%	83%	86%

Note: No significant testing has been conducted, data is for point of interest only

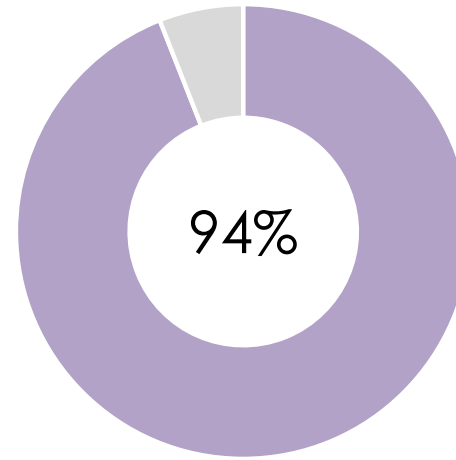
Satisfaction with the level of communication from Council is consistent with our normative data for Coastal Regional Councils in NSW.

Quality of Life – Compared to Micromex Benchmarks

T3B % (good, very good, excellent)



Ballina Shire Council overall



Regional overall

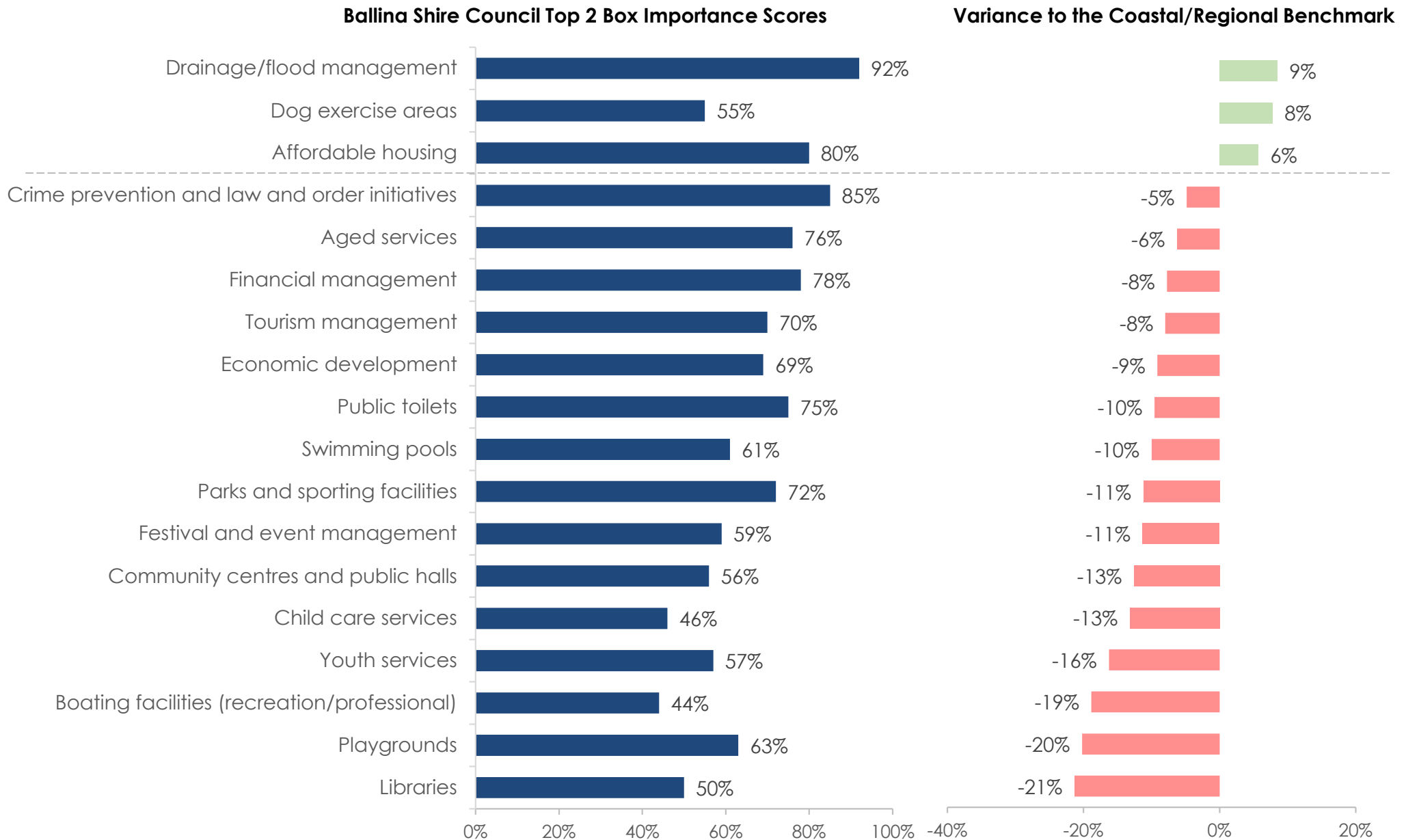
T3B %	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Ballina Shire Council	95%	94%	89%	96%	94%	96%
Regional Benchmarks	94%	95%	91%	95%	95%	96%

Note: No significant testing has been conducted, data is for point of interest only

Ballina Shire Council residents rate their quality of life in line with our normative data from other Regional Councils.

Importance Compared to the Micromex Benchmark

The chart below shows the variance between Ballina Shire Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



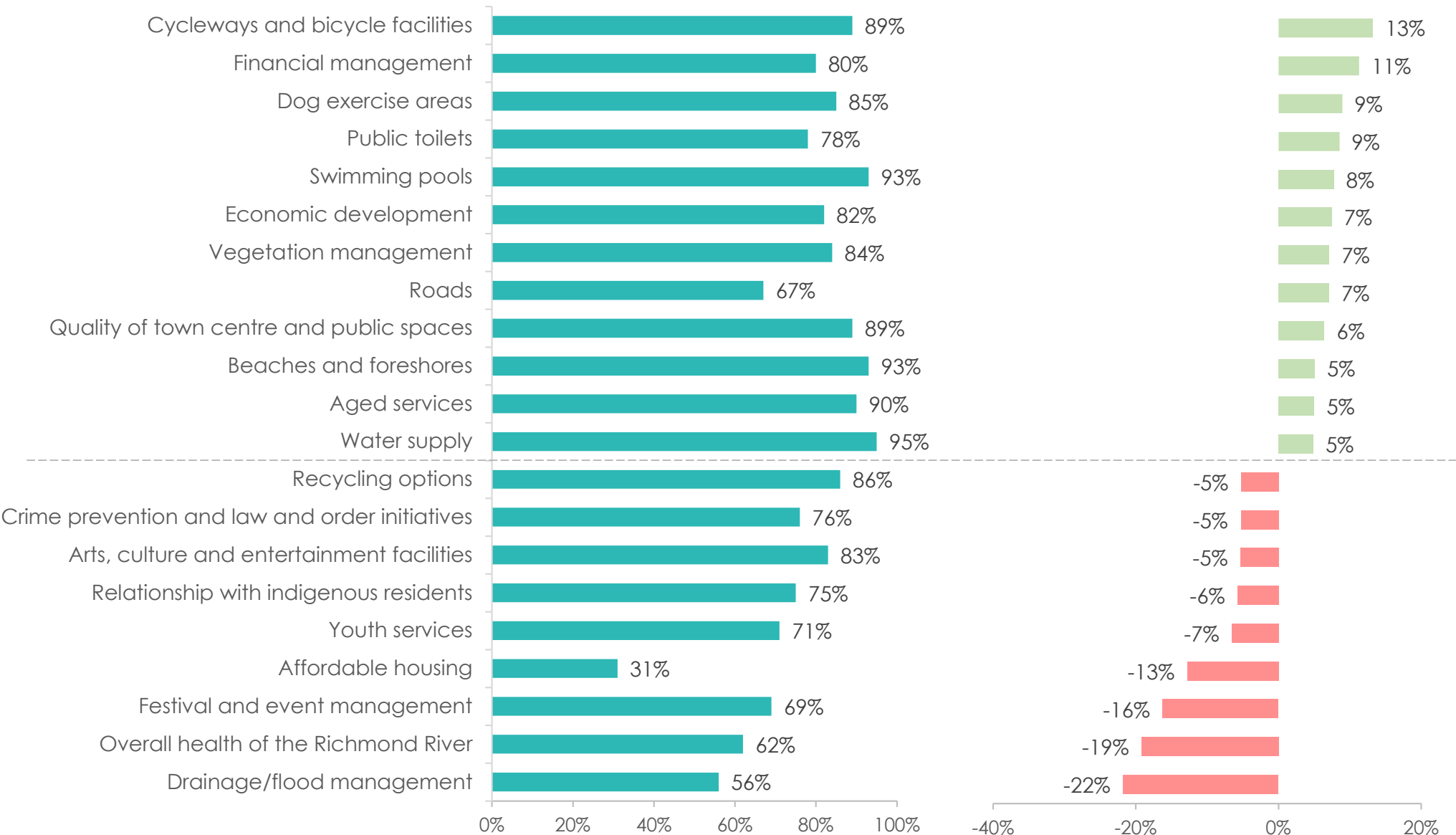
Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Ballina Shire Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.

Ballina Shire Council Top 3 Box Satisfaction Scores

Variance to the Coastal/Regional Benchmark



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix A for detailed list

7. Council Services and Facilities – Detailed Analysis



Detailed Results

1. Living in the Ballina Shire
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- 7. Council Services and Facilities – Detailed Analysis**

This section explores Council's performance in detail, in terms of importance and satisfaction ratings for 41 services/facilities.

Service Area 1: Community Facilities

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Parks and sporting facilities	5%	4%	19%	25%	47%	72%	4.04	501
Libraries	12%	13%	25%	18%	32%	50%	3.45	501
Community centres and public halls	7%	12%	25%	32%	24%	56%	3.55	501
Quality of town centre and public spaces	1%	1%	13%	31%	54%	85%	4.35	501
Swimming pools	9%	10%	21%	20%	40%	61%	3.73	501
Dog exercise areas	18%	9%	17%	21%	34%	55%	3.43	500
Public toilets	4%	5%	16%	24%	52%	75%	4.15	500
Beaches and foreshores	2%	1%	6%	12%	79%	91%	4.66	500
Boating facilities (recreation/professional)	21%	12%	23%	16%	28%	44%	3.17	499
Arts, culture and entertainment facilities	5%	7%	25%	30%	33%	63%	3.79	501
Playgrounds	12%	8%	17%	20%	43%	63%	3.75	501

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

Service Area 1: Community Facilities

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Parks and sporting facilities	5%	7%	28%	36%	24%	89%	3.69	358
Libraries	0%	3%	13%	37%	47%	96%	4.26	247
Community centres and public halls	4%	9%	24%	46%	17%	87%	3.62	274
Quality of town centre and public spaces	3%	9%	31%	40%	18%	89%	3.62	419
Swimming pools	2%	5%	8%	38%	47%	93%	4.23	298
Dog exercise areas	7%	8%	25%	34%	26%	85%	3.63	266
Public toilets	8%	15%	37%	29%	11%	78%	3.21	368
Beaches and foreshores	1%	6%	17%	35%	41%	93%	4.08	456
Boating facilities (recreation/professional)	4%	11%	23%	38%	24%	85%	3.67	209
Arts, culture and entertainment facilities	4%	13%	36%	37%	10%	83%	3.36	315
Playgrounds	6%	10%	29%	35%	20%	84%	3.52	311

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

Service Area 2: Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Roads	1%	1%	4%	13%	81%	94%	4.73	501
General garbage collection	1%	1%	5%	17%	77%	94%	4.68	501
Recycling options	2%	2%	7%	19%	70%	89%	4.54	501
Sewerage management and recycled water	6%	3%	14%	20%	56%	76%	4.17	500
Cycleways and bicycle facilities	9%	6%	17%	25%	43%	68%	3.87	501
Water supply	5%	1%	5%	12%	77%	89%	4.55	501
Parking	2%	2%	10%	24%	62%	86%	4.43	500
Drainage/flood management	2%	2%	5%	12%	80%	92%	4.67	501
Ballina Byron Gateway Airport	3%	4%	13%	18%	62%	80%	4.32	501
Overall health of the Richmond River	1%	1%	9%	14%	75%	89%	4.61	501

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

Service Area 2: Infrastructure

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Roads	13%	20%	36%	22%	8%	67%	2.92	473
General garbage collection	3%	6%	14%	29%	48%	91%	4.13	467
Recycling options	4%	9%	24%	26%	36%	86%	3.79	440
Sewerage management and recycled water	3%	6%	23%	38%	30%	91%	3.87	353
Cycleways and bicycle facilities	2%	9%	21%	35%	33%	89%	3.89	337
Water supply	1%	4%	10%	31%	54%	95%	4.32	437
Parking	7%	18%	37%	26%	11%	74%	3.14	430
Drainage/flood management	19%	25%	32%	17%	8%	56%	2.70	456
Ballina Byron Gateway Airport	2%	8%	23%	34%	34%	90%	3.90	397
Overall health of the Richmond River	17%	20%	36%	20%	7%	62%	2.78	434

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

Service Area 3: Human Services

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Child care services	27%	9%	18%	12%	34%	46%	3.16	501
Youth services	16%	7%	19%	18%	39%	57%	3.57	500
Aged services	8%	5%	11%	16%	60%	76%	4.15	500
Relationship with indigenous residents	6%	4%	17%	23%	50%	73%	4.07	501
Support for volunteers	4%	3%	15%	28%	51%	78%	4.19	501
Disability access	7%	5%	11%	19%	58%	77%	4.15	501
Affordable housing	8%	4%	9%	13%	67%	80%	4.28	501
Crime prevention and law and order initiatives	2%	3%	10%	17%	67%	85%	4.45	501

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



Service Area 3: Human Services

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Child care services	7%	11%	27%	35%	20%	81%	3.48	203
Youth services	9%	20%	43%	19%	8%	71%	2.98	233
Aged services	2%	7%	34%	38%	18%	90%	3.62	344
Relationship with indigenous residents	5%	19%	37%	28%	11%	75%	3.19	335
Support for volunteers	2%	12%	31%	39%	16%	86%	3.54	346
Disability access	6%	13%	36%	31%	14%	81%	3.34	347
Affordable housing	34%	35%	22%	5%	4%	31%	2.11	393
Crime prevention and law and order initiatives	8%	17%	32%	29%	14%	76%	3.25	410

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

Service Area 4: Corporate Services and Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	T2B	Mean rating	Base
Council's customer service	2%	3%	15%	26%	55%	80%	4.28	501
Opportunities to participate in Council decision making	5%	6%	19%	28%	43%	71%	3.98	501
Management of development	4%	3%	16%	20%	57%	77%	4.24	501
Economic development	5%	6%	21%	25%	43%	69%	3.97	501
Vegetation management	3%	4%	16%	25%	53%	78%	4.22	501
Tourism management	4%	4%	22%	26%	45%	70%	4.03	499
Coastline management	2%	1%	13%	21%	63%	84%	4.41	501
Financial management	3%	3%	16%	22%	57%	78%	4.26	498
Festival and event management	7%	8%	26%	29%	30%	59%	3.67	500
Environmental and sustainability initiatives	1%	3%	12%	26%	57%	83%	4.35	501
Long term planning	1%	2%	9%	20%	68%	88%	4.52	501
Heritage conservation	2%	6%	20%	29%	42%	71%	4.02	501

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

Service Area 4: Corporate Services and Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	T3B	Mean rating	Base
Council's customer service	5%	9%	25%	38%	23%	86%	3.64	389
Opportunities to participate in Council decision making	12%	19%	30%	29%	10%	69%	3.05	338
Management of development	12%	24%	38%	21%	5%	64%	2.83	371
Economic development	5%	13%	45%	29%	8%	82%	3.22	328
Vegetation management	5%	12%	38%	35%	10%	84%	3.35	379
Tourism management	2%	11%	34%	36%	16%	86%	3.52	338
Coastline management	4%	9%	32%	41%	14%	87%	3.52	409
Financial management	4%	16%	32%	34%	14%	80%	3.38	344
Festival and event management	7%	25%	30%	31%	8%	69%	3.09	292
Environmental and sustainability initiatives	4%	15%	44%	28%	8%	81%	3.21	399
Long term planning	9%	24%	40%	20%	7%	67%	2.93	410
Heritage conservation	3%	13%	40%	34%	10%	84%	3.36	331

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

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2022	2020	2022	2020
Parks and sporting facilities	4.04	3.90	3.69	3.93
Libraries	3.45	3.57	4.26	4.27
Community centres and public halls	3.55	3.49	3.62	3.86
Quality of town centre and public spaces	4.35	4.26	3.62	3.86
Swimming pools	3.73	3.63	4.23	4.53
Dog exercise areas	3.43	3.29	3.63	3.76
Public toilets	4.15	3.95	3.21	3.41
Beaches and foreshores	4.66	4.59	4.08	4.22
Boating facilities (recreation/professional)	3.17	3.08	3.67	4.13
Arts, culture and entertainment facilities	3.79	3.66	3.36	3.50
Playgrounds	3.75	3.48	3.52	3.51
Roads	4.73	4.55	2.92	3.52
General garbage collection	4.68	4.61	4.13	4.22
Recycling options	4.54	4.58	3.79	3.82
Sewerage management and recycled water	4.17	4.09	3.87	4.05
Cycleways and bicycle facilities	3.87	3.85	3.89	3.90
Water supply	4.55	4.42	4.32	4.32
Parking	4.43	4.24	3.14	3.48
Drainage/flood management	4.67	4.17	2.70	3.47
Ballina Byron Gateway Airport	4.32	4.30	3.90	4.29
Overall health of the Richmond River	4.61	4.49	2.78	3.24
Child care services	3.16	3.06	3.48	3.75

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

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2022	2020	2022	2020
Youth services	3.57	3.51	2.98	3.29
Aged services	4.15	3.94	3.62	3.86
Relationship with indigenous residents	4.07	4.06	3.19	3.27
Support for volunteers	4.19	4.22	3.54	3.75
Disability access	4.15	4.14	3.34	3.71
Affordable housing	4.28	3.99	2.11	2.49
Crime prevention and law and order initiatives	4.45	4.38	3.25	3.49
Council's customer service	4.28	4.21	3.64	3.67
Opportunities to participate in Council decision making	3.98	4.00	3.05	2.96
Management of development	4.24	4.09	2.83	3.03
Economic development	3.97	4.00	3.22	3.45
Vegetation management	4.22	4.16	3.35	3.50
Tourism management	4.03	4.05	3.52	3.71
Coastline management	4.41	4.42	3.52	3.65
Financial management	4.26	4.19	3.38	3.50
Festival and event management	3.67	3.59	3.09	3.56
Environmental and sustainability initiatives	4.35	4.32	3.21	3.49
Long term planning	4.52	4.40	2.93	3.24
Heritage conservation	4.02	4.11	3.36	3.51

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



Appendix A: Additional Analyses

Most Valued Aspect of Living in the Ballina Shire

Q1b. What do you value most about living in the Ballina Shire area?

	2022 (N=501)
Natural environment e.g. climate, beauty of the area, river	42%
Central location e.g. proximity to nature, services/facilities	21%
Community feel e.g. friendly, family area, togetherness	18%
Lifestyle the area provides e.g. coastal, rural	12%
Availability/quality of services/facilities/activities	9%
Atmosphere e.g. peaceful, quiet, relaxed	8%
Low population/not over developed	5%
Cleanliness of the area e.g. air quality, town centres	4%
Council do a great job, listen, do good work	3%
General quality of life	3%
I have always lived here/it is home/nice area	3%
Safe area/low crime rate	2%
Employment opportunities	1%
Less traffic/not too congested	1%
Less flood prone	1%
Preferred how the area used to be	<1%
Communications regarding the airport	<1%
Do not like anything about the Ballina shire	<1%
Other	1%
Don't know/nothing	2%

Method of Contact

Q4c. When you made contact with the Council staff was it by:

	2022	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Phone	56%	53%	58%	49%	60%	52%	59%	61%	64%	50%	42%	44%
Email	21%	24%	19%	35%	23%	22%	13%	24%	19%	17%	30%	22%
In person	20%	21%	19%	10%	15%	22%	26%	13%	13%	27%	26%	31%
Council Website	2%	1%	3%	6%	0%	3%	1%	0%	1%	5%	2%	3%
Social media	<1%	0%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%
Mail	<1%	1%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%
Base	274	134	140	42	62	80	91	38	112	45	33	45

A significantly higher/lower percentage (by group)



Means of Being Informed of Council News and Activities

Q5b. How would you like to be informed of Council news and activities?

	2022	Male	Female	18-34	35-49	50-64	65+	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Council publications in the mail	74%	72%	76%	65%	65%	74%	85%	78%	76%	66%	77%	71%
Social media	58%	56%	60%	85%	74%	59%	32%	45%	61%	62%	66%	56%
Ballina Wave Lennox Wave	57%	57%	57%	55%	58%	58%	56%	44%	62%	72%	51%	48%
Local TV	56%	52%	59%	65%	55%	48%	57%	56%	62%	52%	55%	45%
Council website	53%	54%	52%	59%	64%	52%	43%	53%	47%	61%	60%	54%
Radio	48%	50%	46%	48%	48%	45%	50%	45%	51%	41%	44%	53%
Community meetings	44%	45%	42%	51%	44%	43%	40%	42%	38%	59%	47%	40%
Byron Shire Echo	36%	37%	35%	53%	35%	29%	32%	26%	40%	47%	27%	34%
Ballina Shire Advocate Online	35%	39%	31%	55%	31%	29%	30%	36%	38%	28%	42%	28%
Northern Rivers Times	34%	34%	34%	48%	25%	29%	36%	41%	34%	21%	41%	35%
Northern Star Online	25%	31%	20%	47%	21%	18%	21%	30%	27%	17%	30%	20%
Other	11%	12%	10%	15%	11%	12%	8%	5%	10%	16%	15%	10%
Base	501	235	266	95	110	128	169	86	189	81	66	79

A significantly higher/lower percentage (by group)

Means of Being Informed of Council News and Activities

Q5b. How would you like to be informed of Council news and activities?

	Other specified (Count)
Electronic communications, including email, e-newsletters	34
SMS	10
Hard copy publications	5
Face to face with councillors	3
Word of mouth	2
Consultation with sporting/volunteer groups	1
Library	1
Non mainstream radio stations	1
Via rates notice	1
Monthly publication distributed in shops	1
Don't know/unsure	1



Priorities for the Ballina Shire Community

Q1c. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

	2022 N=501	2020 N=505
Managing/control development/planning	18%	22%
Affordability and availability of housing	11%	13%
Road maintenance and development	11%	6%
Infrastructure to meet the needs of the growing population, e.g. parking, schools, public transport, health	10%	5%
Flood prevention/drainage systems	6%	<1%
Management of population growth	6%	7%
Recreational facilities/activities/events	5%	0%
Environment and sustainability	5%	12%
Children's/youth services	4%	3%
Traffic management	3%	2%
Bike paths/walkways	2%	1%
Community safety/crime prevention	2%	1%
Sense of community	2%	1%
Support for business/employment opportunities	2%	7%
Affordability of rates	1%	<1%
Aged care services	1%	1%
Beaches/coastal/waterways management	1%	4%
Council is doing a good job and should continue offering the same level of services/facilities	1%	1%
Long term planning	1%	<1%
Management of Council	1%	<1%
Promoting tourism	1%	5%
Arts/culture	<1%	1%
Balancing needs of the whole community	<1%	2%
Cleanliness/beautification of the area	<1%	<1%
Community consultation/engagement	<1%	2%
Disability services and access	<1%	<1%
Services/support for Indigenous community	<1%	1%
Waste management	<1%	1%
Water quality and supply	<1%	1%
Other	<1%	<1%
Don't know/nothing	4%	3%



A significantly higher/lower percentage (by year)

Access to Services in the Local Area

Q8. What services in your local area, if any, do you currently have problems accessing?

	2022	Male	Female	18-34	35-49	50-64	65+
Specialist medical services	7%	3%	11%	7%	11%	7%	4%
Disability services	4%	1%	6%	10%	4%	3%	1%
Mental health services	4%	1%	6%	5%	4%	6%	1%
Flood assistance services	2%	2%	1%	2%	3%	1%	1%
Centrelink	2%	2%	1%	2%	3%	3%	0%
Housing services	2%	1%	2%	3%	0%	3%	1%
Dental services	1%	0%	2%	0%	0%	4%	1%
Utilities providers	1%	0%	2%	0%	0%	2%	1%
Services NSW	1%	1%	1%	0%	0%	1%	1%
Other	25%	25%	25%	33%	30%	25%	18%
I don't have any problems accessing any services in my local area	66%	70%	63%	60%	59%	64%	77%
Base	501	235	266	95	110	128	169

A significantly higher/lower percentage (by year)

Access to Services in the Local Area

Q8. What services in your local area, if any, do you currently have problems accessing?

	2022	Alstonville	Ballina	Lennox Head	Other towns	Rural/ other
Specialist medical services	7%	7%	9%	4%	5%	6%
Disability services	4%	4%	5%	2%	5%	2%
Mental health services	4%	1%	5%	1%	4%	4%
Flood assistance services	2%	1%	1%	2%	5%	0%
Centrelink	2%	3%	1%	2%	4%	0%
Housing services	2%	1%	1%	2%	5%	0%
Dental services	1%	2%	1%	2%	2%	0%
Utilities providers	1%	1%	1%	1%	2%	0%
Services NSW	1%	0%	1%	1%	2%	0%
Other	25%	21%	24%	34%	24%	25%
I don't have any problems accessing any services in my local area	66%	70%	65%	61%	66%	70%
Base	501	86	189	81	66	79

A significantly higher/lower percentage (by group)

Access to Services in the Local Area

Q8. What services in your local area, if any, do you currently have problems accessing?

	Other specified (Count)
Transport, including public transport, taxis	26
Health, including GP access, hospitals	16
Development	16
Parks	14
Waste management	13
Parking	11
Youth services, including health, mental health	10
Retail services	10
Community services	7
Communication/Contact with Council, including online access	5
Public toilets	5
Safety	5
Education	4
Roads	4
Aged care/Support for elderly	3
Internet	3
Recreational facilities	3
Communication	1
Dog beach access	1
Other	6



Importance Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/regional T2 box importance score	Variance
Drainage/flood management	92%	83%	9%
Dog exercise areas	55%	47%	8%
Affordable housing	80%	74%	6%
Parking	86%	82%	4%
Beaches and foreshores	91%	88%	3%
Quality of town centre and public spaces	85%	83%	2%
Arts, culture and entertainment facilities	63%	61%	2%
General garbage collection	94%	93%	1%
Relationship with indigenous residents	73%	72%	1%
Roads	94%	93%	1%
Water supply	89%	88%	1%
Environmental and sustainability initiatives	83%	83%	0%
Support for volunteers	78%	78%	0%
Vegetation management	78%	78%	0%
Long term planning	88%	89%	-1%
Ballina Byron Gateway Airport	80%	81%	-1%
Overall health of the Richmond River	89%	90%	-1%

Importance Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T2 box importance score	Micromex LGA Benchmark – Coastal/regional T2 box importance score	Variance
Disability access	77%	79%	-2%
Council's customer service	80%	82%	-2%
Opportunities to participate in Council decision making	71%	73%	-2%
Heritage conservation	71%	74%	-3%
Recycling options	89%	92%	-3%
Management of development	77%	80%	-3%
Coastline management	84%	88%	-4%
Cycleways and bicycle facilities	68%	72%	-4%
Sewerage management and recycled water	76%	80%	-4%
Crime prevention and law and order initiatives	85%	90%	-5%
Aged services	76%	82%	-6%
Financial management	78%	86%	-8%
Tourism management	70%	78%	-8%
Economic development	69%	78%	-9%
Public toilets	75%▼	85%	-10%
Swimming pools	61%▼	71%	-10%
Parks and sporting facilities	72%▼	83%	-11%
Festival and event management	59%▼	70%	-11%
Community centres and public halls	56%▼	69%	-13%
Child care services	46%▼	59%	-13%
Youth services	57%▼	73%	-16%
Boating facilities (recreation/professional)	44%▼	63%	-19%
Playgrounds	63%▼	83%	-20%
Libraries	50%▼	71%	-21%

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

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
Cycleways and bicycle facilities	89%▲	76%	13%
Financial management	80%▲	69%	11%
Dog exercise areas	85%	76%	9%
Public toilets	78%	69%	9%
Swimming pools	93%	85%	8%
Economic development	82%	75%	7%
Vegetation management	84%	77%	7%
Roads	67%	60%	7%
Quality of town centre and public spaces	89%	83%	6%
Beaches and foreshores	93%	88%	5%
Aged services	90%	85%	5%
Water supply	95%	90%	5%
Parking	74%	70%	4%
Parks and sporting facilities	89%	86%	3%
Tourism management	86%	83%	3%
Council's customer service	86%	84%	2%
Opportunities to participate in Council decision making	69%	67%	2%
Ballina Byron Gateway Airport	90%	88%	2%
Libraries	96%	95%	1%

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

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Ballina Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Coastal/Regional T3 box satisfaction score	Variance
General garbage collection	91%	91%	0%
Sewerage management and recycled water	91%	91%	0%
Community centres and public halls	87%	87%	0%
Coastline management	87%	88%	-1%
Environmental and sustainability initiatives	81%	82%	-1%
Support for volunteers	86%	87%	-1%
Heritage conservation	84%	85%	-1%
Playgrounds	84%	86%	-2%
Disability access	81%	83%	-2%
Management of development	64%	67%	-3%
Boating facilities (recreation/professional)	85%	89%	-4%
Child care services	81%	85%	-4%
Long term planning	67%	71%	-4%
Recycling options	86%	91%	-5%
Crime prevention and law and order initiatives	76%	81%	-5%
Arts, culture and entertainment facilities	83%	88%	-5%
Relationship with indigenous residents	75%	81%	-6%
Youth services	71%	78%	-7%
Affordable housing	31%▼	44%	-13%
Festival and event management	69%▼	85%	-16%
Overall health of the Richmond River	62%▼	81%	-19%
Drainage/flood management	56%▼	78%	-22%

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

Performance Gap Analysis

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

Performance Gap Ranking

Category	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Human Services	Affordable housing	80%	31%	49%
Infrastructure	Drainage/flood management	92%	56%	36%
Infrastructure	Overall health of the Richmond River	89%	62%	27%
Infrastructure	Roads	94%	67%	27%
Corporate Services and Management	Long term planning	88%	67%	21%
Corporate Services and Management	Management of development	77%	64%	13%
Infrastructure	Parking	86%	74%	12%
Human Services	Crime prevention and law and order initiatives	85%	76%	9%
Infrastructure	Recycling options	89%	86%	3%
Infrastructure	General garbage collection	94%	91%	3%
Corporate Services and Management	Opportunities to participate in Council decision making	71%	69%	2%
Corporate Services and Management	Environmental and sustainability initiatives	83%	81%	2%
Community facilities	Beaches and foreshores	91%	93%	-2%
Human Services	Relationship with indigenous residents	73%	75%	-2%
Corporate Services and Management	Financial management	78%	80%	-2%
Community facilities	Public toilets	75%	78%	-3%
Corporate Services and Management	Coastline management	84%	87%	-3%
Community facilities	Quality of town centre and public spaces	85%	89%	-4%
Human Services	Disability access	77%	81%	-4%
Infrastructure	Water supply	89%	95%	-6%
Corporate Services and Management	Council's customer service	80%	86%	-6%
Corporate Services and Management	Vegetation management	78%	84%	-6%

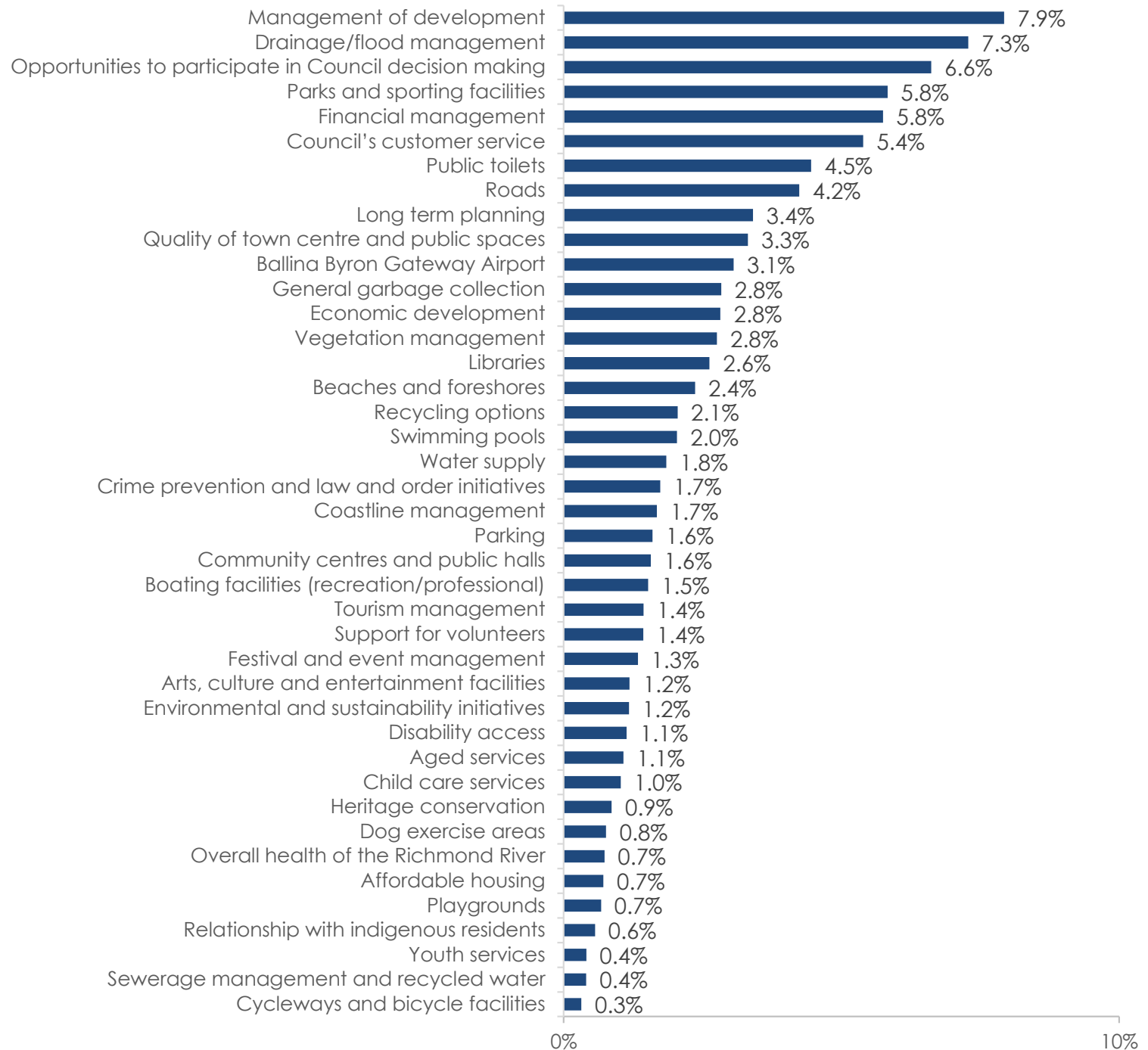
Performance Gap Analysis

Performance Gap Ranking Continued...

Category	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Human Services	Support for volunteers	78%	86%	-8%
Infrastructure	Ballina Byron Gateway Airport	80%	90%	-10%
Corporate Services and Management	Festival and event management	59%	69%	-10%
Corporate Services and Management	Economic development	69%	82%	-13%
Corporate Services and Management	Heritage conservation	71%	84%	-13%
Human Services	Youth services	57%	71%	-14%
Human Services	Aged services	76%	90%	-14%
Infrastructure	Sewerage management and recycled water	76%	91%	-15%
Corporate Services and Management	Tourism management	70%	86%	-16%
Community facilities	Parks and sporting facilities	72%	89%	-17%
Community facilities	Arts, culture and entertainment facilities	63%	83%	-20%
Community facilities	Playgrounds	63%	84%	-21%
Infrastructure	Cycleways and bicycle facilities	68%	89%	-21%
Community facilities	Dog exercise areas	55%	85%	-30%
Community facilities	Community centres and public halls	56%	87%	-31%
Community facilities	Swimming pools	61%	93%	-32%
Human Services	Child care services	46%	81%	-35%
Community facilities	Boating facilities (recreation/professional)	44%	85%	-41%
Community facilities	Libraries	50%	96%	-46%

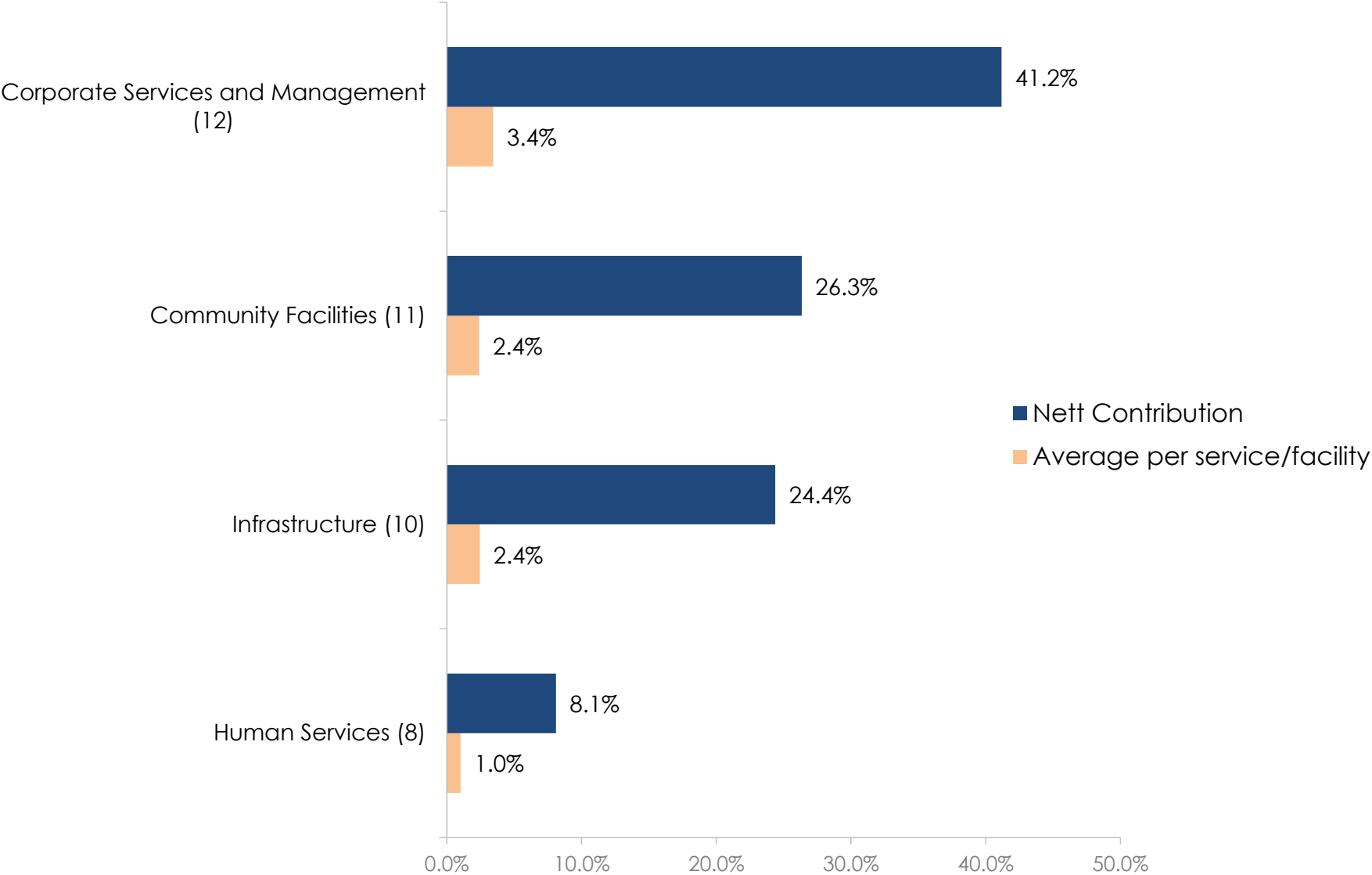
Influence on Overall Satisfaction

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



4.4. Contribution to Overall Satisfaction with Council's Performance

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Corporate Services and Management' (41.2%) is the key contributor toward overall satisfaction with Council's performance.



Note: Values in brackets represent number of statements/measures in each service area





Appendix B: Background & Methodology – In Detail

Background & Methodology

Sample selection and error

A total of 501 resident interviews were completed. 460 of the 501 respondents were chosen by means of a computer based random selection process using the Australian marketing lists, Sample Pages, List Brokers and Electronic White Pages. The remaining 41 respondents were 'number harvested' via face-to-face intercept at several locations around the Ballina Shire LGA.

A sample size of 501 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=501 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

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

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

Interviewing

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

Prequalification

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

Data analysis

The data within this report was analysed using Q Professional.

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

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



Background & Methodology

Ratings questions

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

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

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

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

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

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

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.



Councils Used to Create the Micromex Regional Benchmark

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

AlburyCity Council	Great Lakes Council	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Lake Macquarie City Council	Singleton Shire Council
Byron Shire Council	Leeton Shire Council	Tamworth Regional Council
Cabonne Shire Council	Lismore City Council	Tenterfield Shire Council
Central Coast Council	Lithgow City Council	Tweed Shire Council
Cessnock City Council	Liverpool Plains Shire Council	Upper Hunter Shire Council
Coffs Harbour City Council	Maitland City Council	Wagga Wagga City Council
Devonport City Council	MidCoast Council	Walgett Shire Council
Dungog Shire Council	Mid-Western Regional Council	Weddin Shire Council
Eurobodalla Shire Council	Moree Plains Shire Council	Wingecarribee Shire Council
Forbes Shire Council	Murray River Council	Wollondilly Shire Council
Glen Innes Severn Shire Council	Murrumbidgee Shire Council	Yass Valley Council
Gosford (Central Coast Council)	Narrabri Shire Council	

Coastal/Regional

Ballina
Byron Shire
Central Coast
Coffs Harbour
Devonport
Eurobodalla
Gosford
Great Lakes
Kempsey
Lake Macquarie
MidCoast
Port Macquarie-Hastings
Richmond Valley
Tweed Shire



Appendix C: Questionnaire

**Ballina Shire Council
Community Satisfaction
Survey October 2022**

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

Part A – Priority Issues

Q1a. Overall, how would you rate the quality of life you have living in the Ballina Shire? *Prompt*

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Q1b. What do you value most about living in the Ballina Shire area?

.....

Q1c. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?

.....

Part B – Importance and satisfaction

Q3. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important or not at all satisfied and 5 is very important or very satisfied.
Note: Please only rate satisfaction if rated importance 4 or a 5.

Community facilities

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Parks and sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community centres and public halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of town centre and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog exercise areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaches and foreshores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boating facilities (recreation/professional)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts, culture and entertainment facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure

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

Human services

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

Corporate services and management

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

Part C – Communication and Satisfaction

Q4a. Can you please rate the following criteria regarding Council's efforts to communicate with residents? Please rate on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied. *Prompt*

	Not at all satisfied			Very satisfied	
	1	2	3	4	5
Council's efforts to inform residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's efforts to involve residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council's efforts to respond to residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4b. Have you contacted Ballina Shire Council in the last 12 months?

- Yes
- No (Go to Q5a)

Q4c. When you made contact with the Council staff was it by: *Prompt*

- Phone
- Mail
- Email
- In person
- Council website
- Social media

Q4d. How satisfied were you with the way your contact was handled? *Prompt*

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

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

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

Q5b. How would you like to be informed of Council news and activities? *Prompt*

- Radio
- Council website
- Community meetings
- Local TV
- Ballina Wave / Lennox Wave
- Council publications in the mail (e.g. Community Connect Newsletter)
- Ballina Shire Advocate Online
- Northern Star Online
- Northern Rivers Times
- Byron Shire Echo
- Social media
- Other (please specify)

Q6a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? *Prompt*

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

Q6b. Overall, for the last 12 months, would you say your level of satisfaction with the performance of Council has increased, decreased, or remained the same?

- Increased
- Decreased
- Remained the same

Q6c. What is your reason for giving that rating?

.....

Q7. On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statement "the area offers a good quality of life".

- 5 - Strongly Agree
- 4
- 3
- 3
- 1 - Strongly Disagree

Thinking of the services available across the shire.

Q8. What services in your local area, if any, do you currently have problems accessing? *Do not prompt (MR)*

- Centrelink
- Dental services
- Services NSW
- Flood assistance services
- Mental health services
- Specialist medical services
- Disability services
- Utilities providers
- Housing services
- Other (please specify)

Part D. Demographic information

Q9. Please stop me when I read out your age bracket: Prompt

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

Q10. In which of the following areas do you live? Prompt

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

Q11. What is your current living status? Prompt

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

Q12. Which of the following best describes your living situation? Prompt

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

Q13. Gender (determine by voice):

- Male
- Female

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

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

An aerial photograph of a coastal town and bay. The town is built on a peninsula with a sandy beach and a breakwater. The water is a vibrant turquoise color. In the background, there are green fields and a large body of water. The sky is clear and blue. The logo for micromex research is overlaid on the image, featuring a compass rose with a red needle pointing north.

micromex research

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