



# Ballina Shire Council

## Community Satisfaction Research

Prepared by: Micromex Research  
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# **Background and Methodology**



# Background and Methodology

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

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying the community's level of agreement with prompted statements surrounding the Ballina LGA as a place to live
- Identifying methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on
- Identifying the community's view on Council's Community Strategic Plan

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

## Questionnaire

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

A copy of the questionnaire is provided in the appendix.

## Data collection

The survey was conducted during the period 11<sup>th</sup> – 19<sup>th</sup> July 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

## Survey area

Ballina Shire Local Government Area.

## Sample selection and error

A total of 507 resident interviews was completed by phone. 449 of the 507 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 58 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Ballina Shire LGA, i.e. Main Street in Alstonville, Ballina Street in Lennox Head, and River Street in Ballina.

A sample size of 507 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=507 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 2011 ABS census data of Ballina Shire Council.

## Interviewing

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



# Background and Methodology

## Prequalification

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

## Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

## Ratings questions

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

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

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

## Percentages

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

## Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

## NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

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

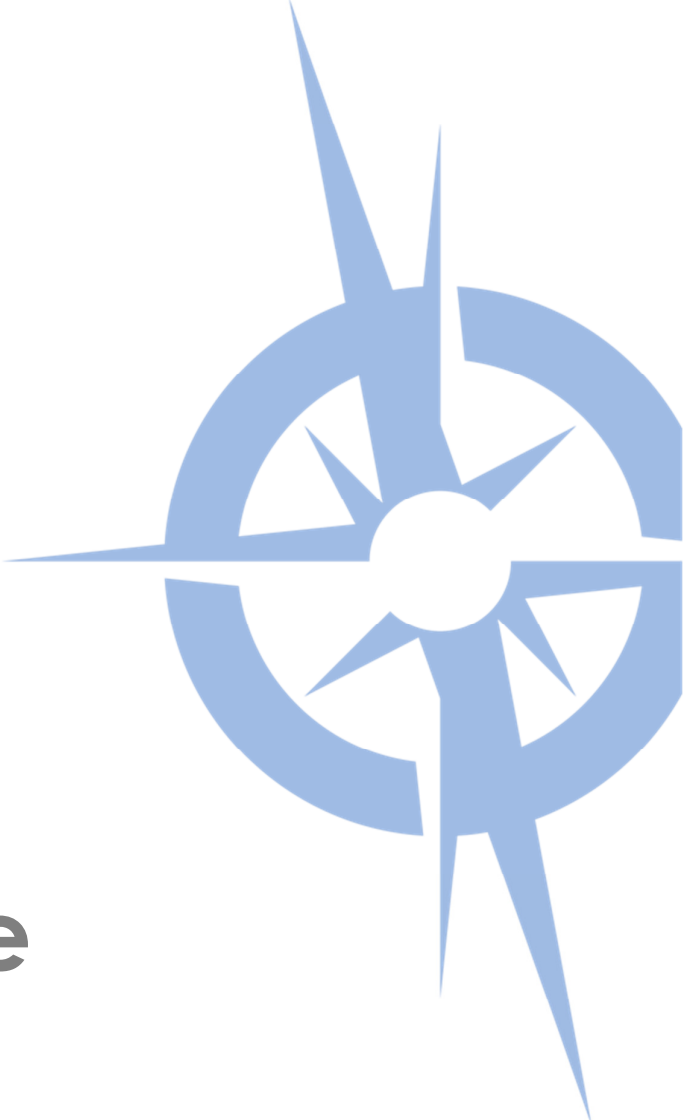
In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

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

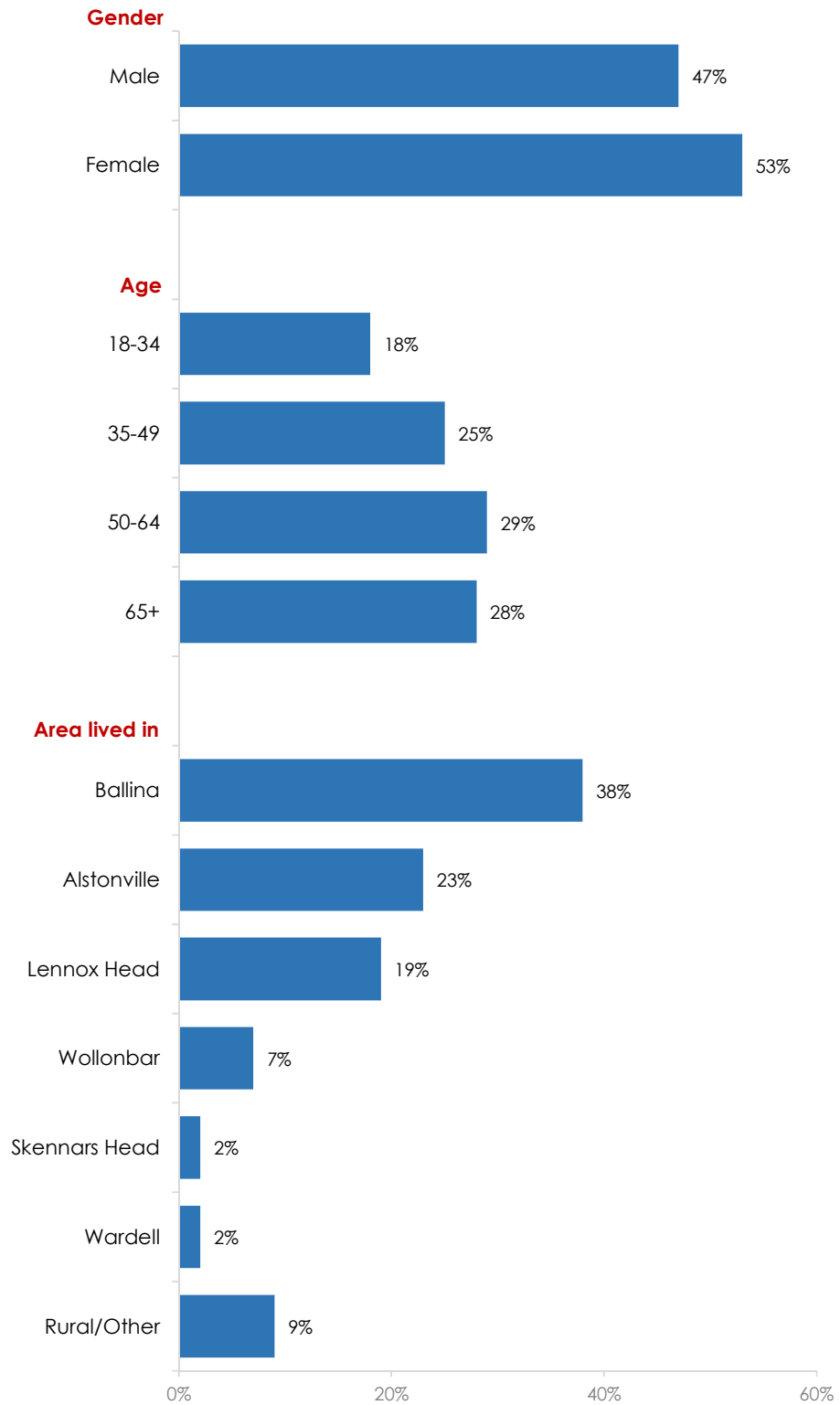
As the raw data has been weighted to reflect the real community profile of Ballina Shire, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective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



# Sample Profile



# Sample Profile



Base: N = 507

A sample size of 507 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Ballina Shire.





# Key Findings



# Key Findings

## Overview (Overall satisfaction)

### Summary

Overall 93% of residents were at least 'somewhat satisfied' with the performance of Council. This was a very similar result to 2014, however it is significantly higher than the mean satisfaction rating for 'all of NSW'.

Residents aged 65 years and over were significantly more satisfied with the performance of Council.

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

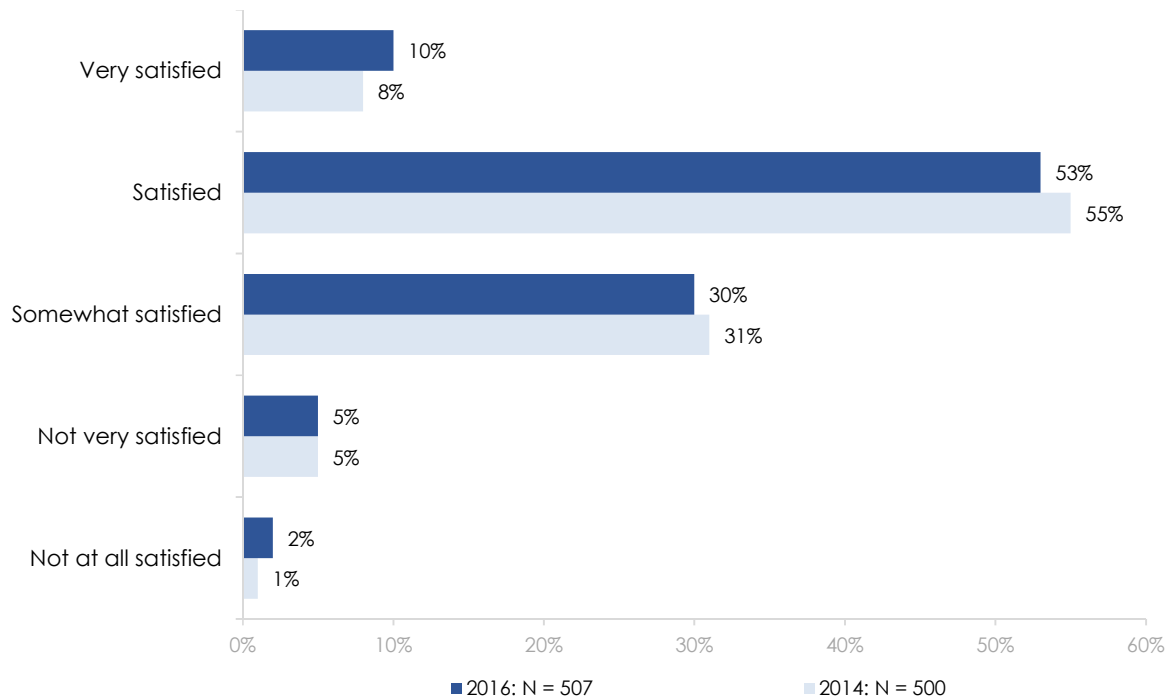
	Overall 2016	Overall 2014	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.66	3.65	3.59	3.72	3.67	3.60	3.59	3.78▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.76	3.66	3.62	4.15	3.38	3.56	3.51

	Metro	Regional	All of NSW	Ballina 2016
Mean ratings	3.45▼	3.22▼	3.31▼	3.66▲

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

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



# Key Findings

## Overview (Communication by Council)

### Summary

Satisfaction with the level of communication Council has with the community significantly decreased between 2014 and 2016. 84% of residents stated that they were at least 'somewhat satisfied' with the level of communication, compared to 91% in 2014.

Satisfaction was significantly higher for residents of Ballina, and for those aged 65 and over, but significantly lower for 35-49 year olds, and for residents of Lennox Head.

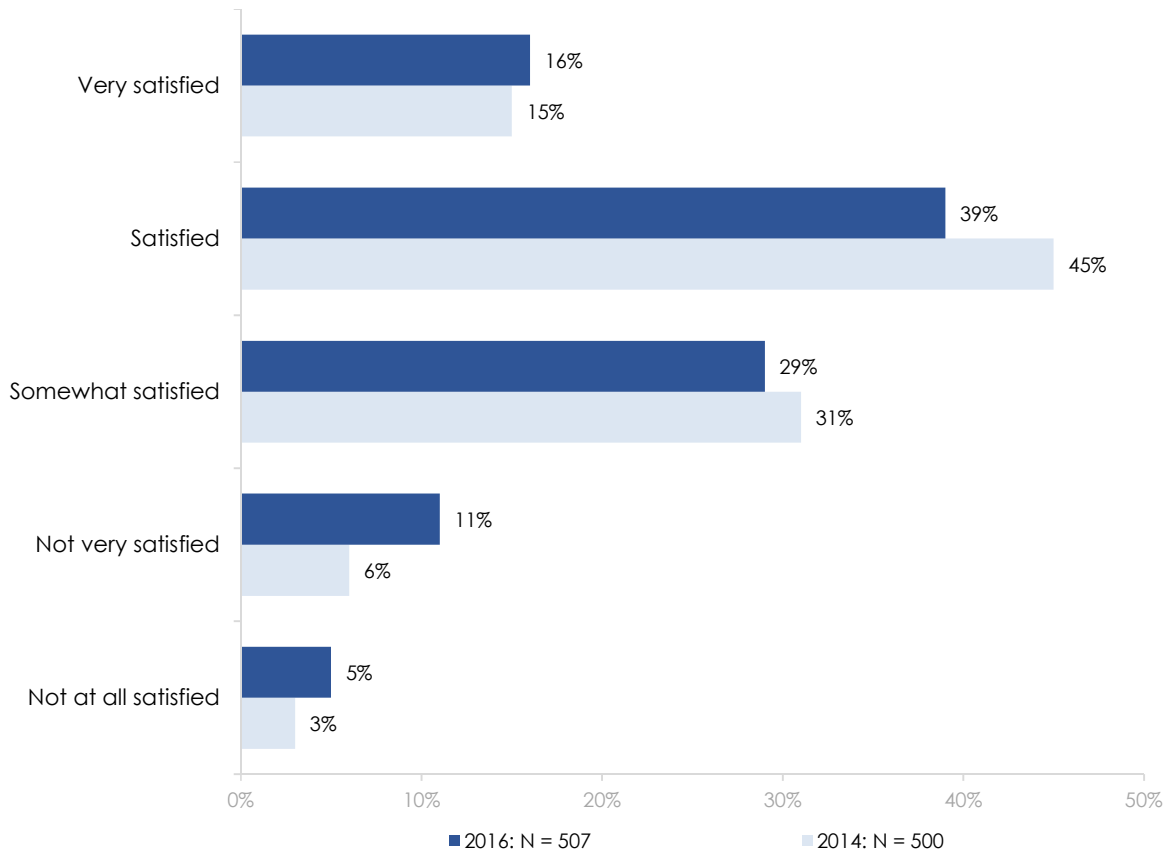
Q5. How satisfied are you currently with the level of communication Council has with the community?

	Overall 2016	Overall 2014	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.49▼	3.63	3.42	3.55	3.45	3.27▼	3.47	3.72▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.61	3.65▲	3.23▼	3.50	2.99	3.48	3.18

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

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



# Key Findings

## Overview (Community Goals for the next 10 years)

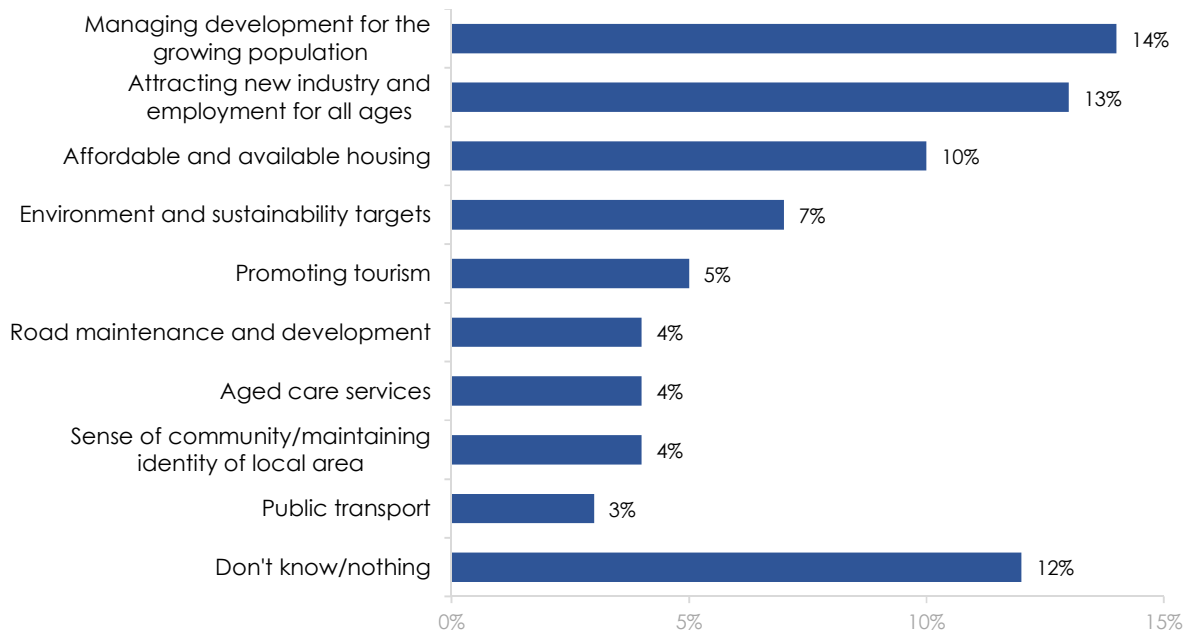
### Summary

Residents believe that the most important goal for the Ballina Shire community over the next 10 years is 'managing development for the growing population' (14%), closely followed by 'attracting new industry and employment' (13%). Residents want to ensure that existing infrastructure and services are not overwhelmed by a growing population, and that new industries and businesses continue to be attracted to the area to ensure sufficient employment opportunities to accommodate this population growth.

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

### Word Frequency Tagging

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



Base: N = 507



# Key Findings

## Comparison to LGA Benchmarks

7 of the 32 comparable measures were rated above the benchmark threshold of 0.15, these were 'water supply', 'roads', 'beaches and foreshores', 'financial management', 'cycleways and bicycle facilities', 'parking', and 'tourism management'.

3 of the measures were rated lower than the benchmark threshold of -0.15, these were 'parks and sporting facilities', 'swimming pools' and 'arts, culture & entertainment facilities'.

Service/Facility	Ballina Shire Satisfaction Scores	Benchmark Variances
Water supply	4.28	0.54▲
Roads	3.42	0.52▲
Beaches and foreshores	4.07	0.50▲
Financial management	3.54	0.46▲
Cycleways and bicycle facilities	3.73	0.45▲
Parking	3.41	0.22▲
Tourism management	3.71	0.18▲
Long term planning	3.27	0.15
Environmental and sustainability initiatives	3.49	0.13
Public toilets	3.30	0.13
Coastline management	3.68	0.11
Quality of town centre and public spaces	3.61	0.11
Economic development	3.31	0.11
Recycling options	4.00	0.10
Aged services	3.74	0.07
Support for volunteers	3.70	0.07
Crime prevention and law and order initiatives	3.56	0.07
Disability access	3.53	0.07
General garbage collection	4.10	0.04
Vegetation management	3.44	0.03
Libraries	4.25	0.01
Management of development	3.16	0.00
Community Centres and Public Halls	3.65	-0.01
Drainage/flood management	3.39	-0.01
Opportunities to participate in Council decision making	3.07	-0.01
Child care services	3.60	-0.02
Festival and event management	3.79	-0.04
Heritage conservation	3.50	-0.09
Youth services	3.26	-0.15
Parks and sporting facilities	3.67	-0.16▼
Swimming pools	3.61	-0.17▼
Arts, culture & entertainment facilities	3.40	-0.46▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

**Note:** Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



# Key Findings

## Key Importance Trends

Compared to the previous research conducted in 2014, there were significant **increases** in residents' levels of **importance** for 2 of the comparable 39 services and facilities provided by Council, these were:

	2016	2014
Sewerage management and treated effluent reuse	4.17	3.98
Water supply	4.60	4.27

Residents' levels of **importance** significantly **decreased** for 2 of the 39 services and facilities provided by Council, these were:

	2016	2014
Boating facilities	2.99	3.28
Aged services	3.99	4.18

## Key Satisfaction Trends

Over the same period there were significant **increases** in residents' levels of **satisfaction** for 14 of the 39 comparable services and facilities provided by Council, these were:

	2016	2014
Dog exercise areas	3.51	3.20
Public toilets	3.30	3.00
Roads	3.42	3.10
Sewerage management and treated effluent reuse	4.02	3.83
Cycleways and bicycle facilities	3.73	3.51
Water supply	4.28	4.11
Youth services	3.26	3.07
Economic development	3.31	3.15
Tourism management	3.71	3.53
Coastline management	3.68	3.51
Financial management	3.54	3.28
Festival and event management	3.79	3.55
Environmental and sustainable initiatives	3.49	3.35
Long term planning	3.27	3.12

Interestingly, half of these criteria belonged to the service unit 'Corporate Services and Management'.

There were no significant **decreases** in residents' levels of satisfaction compared to 2014.



# Key Findings

## Identifying Priorities via Specialised Analysis (Explanation)

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

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

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

### Step 1. Performance Gap Analysis (PGA)

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

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

In the table on the following page, we can see the 40 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'crime prevention and law and order initiatives' was given an importance score of 4.52, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.56, which indicates that residents have a 'moderate' level of satisfaction with Ballina Shire's performance and focus on that measure.

In the case of a performance gap such as for 'boating facilities (2.99 importance vs. 3.60 satisfaction), we can identify that the facility is of 'moderately low' importance to the broader community, but for residents who feel that this facility is of importance, it is providing a 'moderately high' level of satisfaction.



# Key Findings

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

## Performance Gap Ranking

Ranking 2014	Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
3	1	Overall health of the Richmond River	4.65	3.23	1.42
1	2	Roads	4.73	3.42	1.31
2	3	Long term planning	4.53	3.27	1.26
4	4	Affordable housing	4.00	2.80	1.20
5	5	Management of development	4.19	3.16	1.03
8	6	Crime prevention and law and order initiatives	4.52	3.56	0.96
11	6	Parking	4.37	3.41	0.96
16	8	Opportunities to participate in Council decision making	4.01	3.07	0.94
12	9	Environmental and sustainability initiatives	4.37	3.49	0.88
9	9	Economic development	4.19	3.31	0.88
6	11	Public toilets	4.17	3.30	0.87
13	12	Drainage/flood management	4.22	3.39	0.83
10	13	Coastline management	4.50	3.68	0.82
6	14	Financial management	4.31	3.54	0.77
14	15	Vegetation management	4.20	3.44	0.76
15	16	Relationship with indigenous residents	3.97	3.27	0.70
17	17	Disability access	4.16	3.53	0.63
25	18	Beaches and foreshores	4.67	4.07	0.60
27	19	Quality of town centre and public spaces	4.20	3.61	0.59
24	20	General garbage collection	4.67	4.10	0.57
20	20	Recycling options	4.57	4.00	0.57
21	22	Heritage conservation	4.03	3.50	0.53
18	23	Support for volunteers	4.21	3.70	0.51
22	24	Council's customer service	4.20	3.71	0.49
19	25	Tourism management	4.16	3.71	0.45
29	26	Ballina Byron Gateway Airport	4.52	4.10	0.42
31	27	Water supply	4.60	4.28	0.32
N/A	28	Arts, culture & entertainment facilities	3.67	3.40	0.27
25	29	Aged services	3.99	3.74	0.25
33	30	Parks and sporting facilities	3.90	3.67	0.23
23	31	Youth services	3.46	3.26	0.20
32	32	Sewerage management and treated effluent reuse	4.17	4.02	0.15
28	32	Cycleways and bicycle facilities	3.88	3.73	0.15
30	34	Festival and event management	3.85	3.79	0.06
36	35	Community Centres and Public Halls	3.58	3.65	-0.07
35	36	Swimming pools	3.52	3.61	-0.09
37	37	Child care services	3.16	3.60	-0.44
34	38	Dog exercise areas	3.03	3.51	-0.48
39	39	Libraries	3.72	4.25	-0.53
38	40	Boating facilities	2.99	3.60	-0.61

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

Note: A table is provided at the end of the report comparing the performance gap of services and facilities from 2008-2016





# Key Findings

When we examine and review the 8 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas with the exception of 'Affordable housing', exceed 3.0 which indicates that resident satisfaction for these measures is 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Overall health of the Richmond River	4.65	3.23	1.42
2	Roads	4.73	3.42	1.31
3	Long term planning	4.53	3.27	1.26
4	Affordable housing	4.00	2.80	1.20
5	Management of development	4.19	3.16	1.03
6	Crime prevention and law and order initiatives	4.52	3.56	0.96
7	Parking	4.37	3.41	0.96
8	Opportunities to participate in Council decision making	4.01	3.07	0.94

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, that for the most part Council is achieving a good balance in delivery. The 'overall health of the Richmond River' is has the greatest largest gap between stated importance and satisfaction, though not the lowest satisfaction score.

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



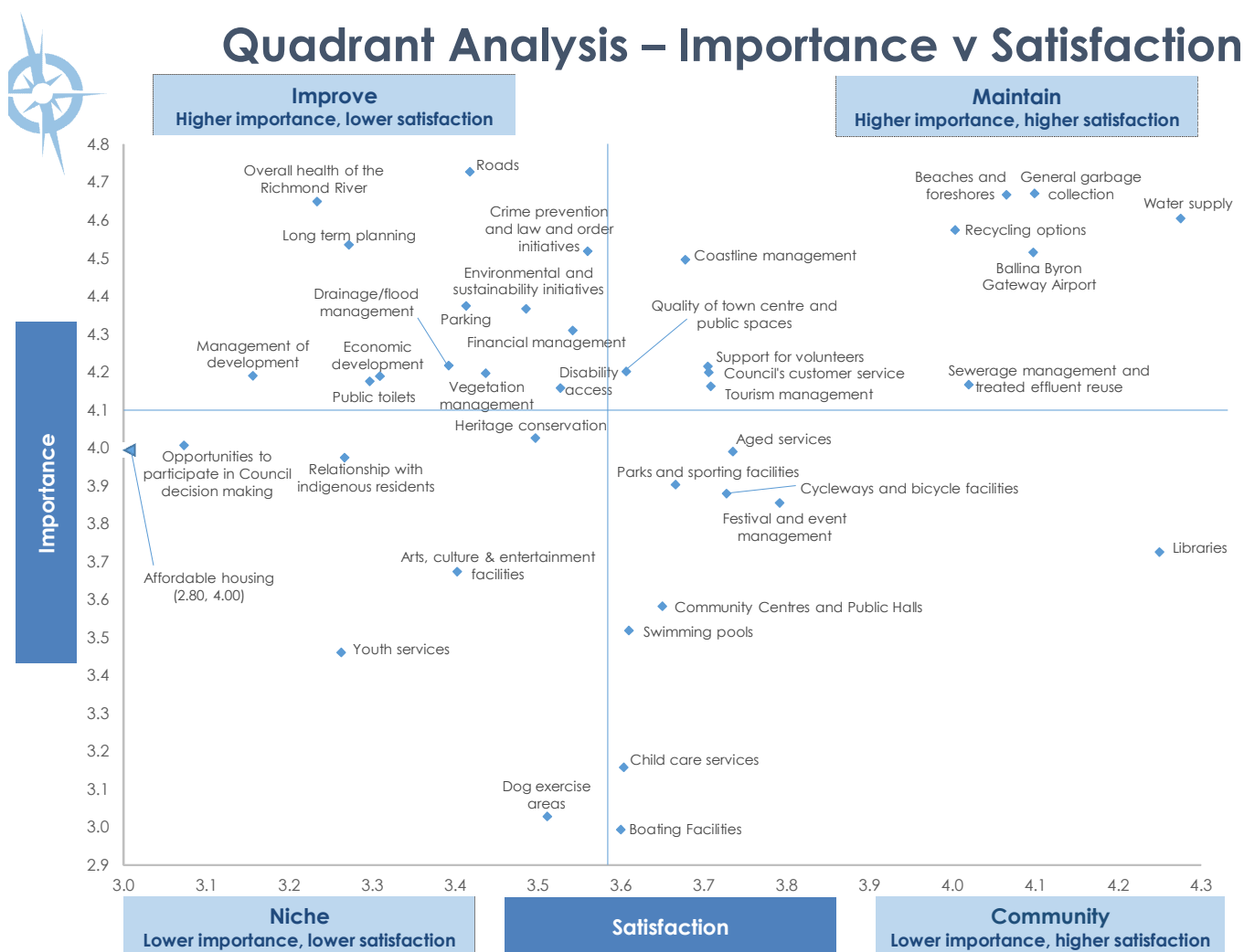
# Key Findings

## Quadrant Analysis

### Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.10 and the average rated satisfaction score was 3.59. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.10$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.10$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.59. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



# Key Findings

## Explaining the 4 quadrants

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

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

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

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

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

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

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

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

## The Shapley Value Regression

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

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

## What Does This Mean?

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



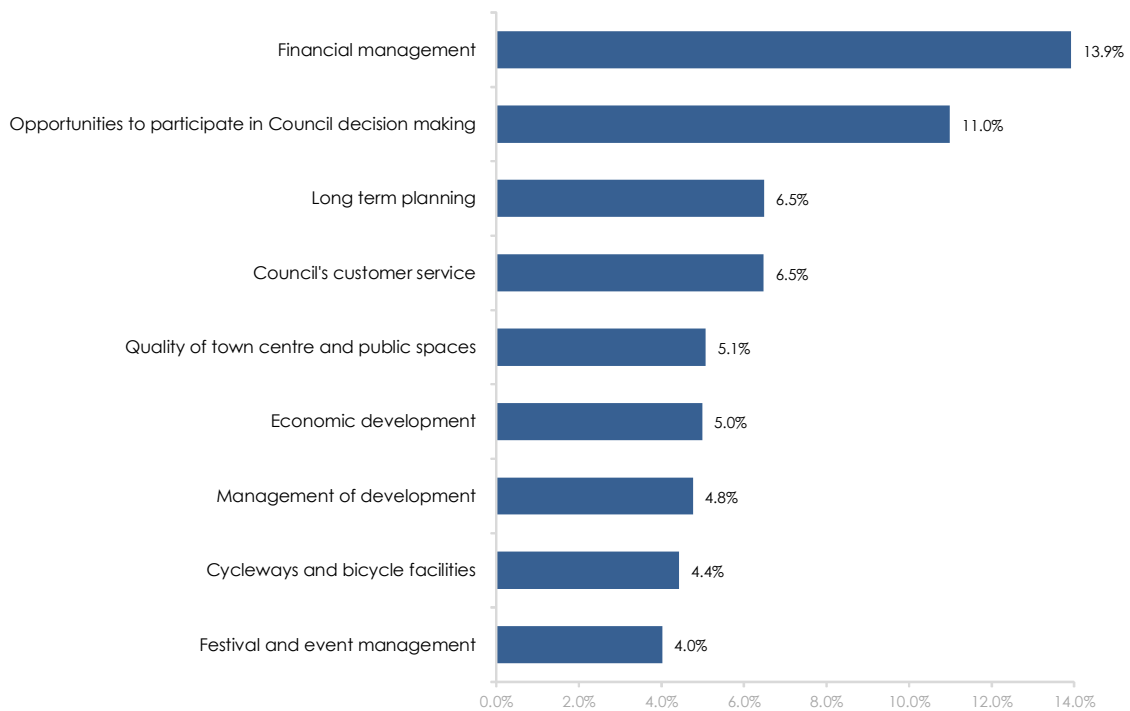
# Key Findings

## Key Drivers of Satisfaction with Ballina Shire Council

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

These top 9 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 31 attributes we obtained measures on have only a limited impact on the community's satisfaction with Ballina Shire Council's performance. Therefore, whilst all 40 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

## These Top 9 Indicators Contribute to Over 60% of Overall Satisfaction with Council



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

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

In the above chart, 'festival and event management' contributes 4.0% towards overall satisfaction, while 'financial management' (13.9%) is a far stronger driver, contributing over three times as much to overall satisfaction with Council.



# Key Findings

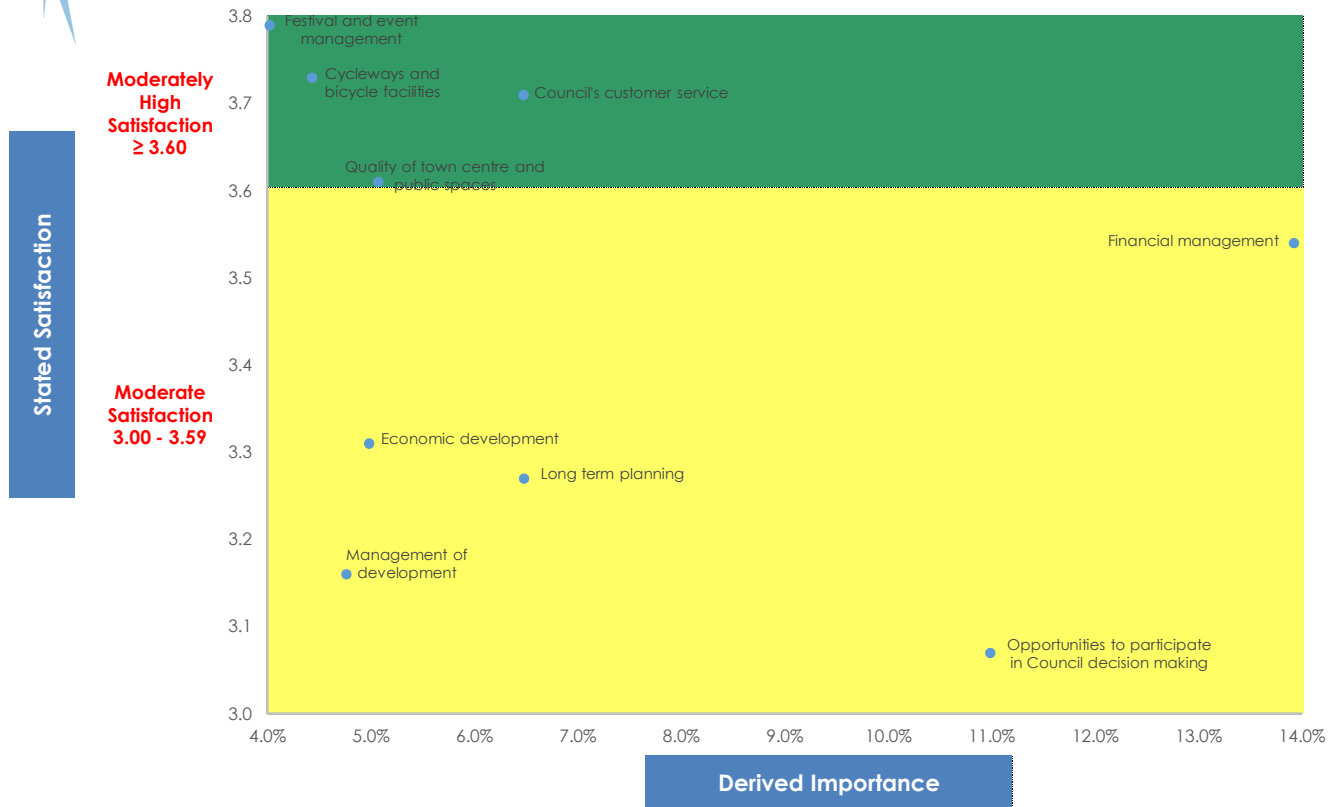
## Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'high' levels of satisfaction, i.e. 'festival and event management', 'cycleways and bicycle facilities', 'Council's customer service' and 'quality of town centre and public spaces'. Council should look to maintain/consolidate their delivery in these areas.

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



## Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'financial management', 'opportunities to participate in Council decision making', 'long term planning', 'economic development' and 'management of development' could possibly be targeted for optimisation, with Council looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.



# Key Findings

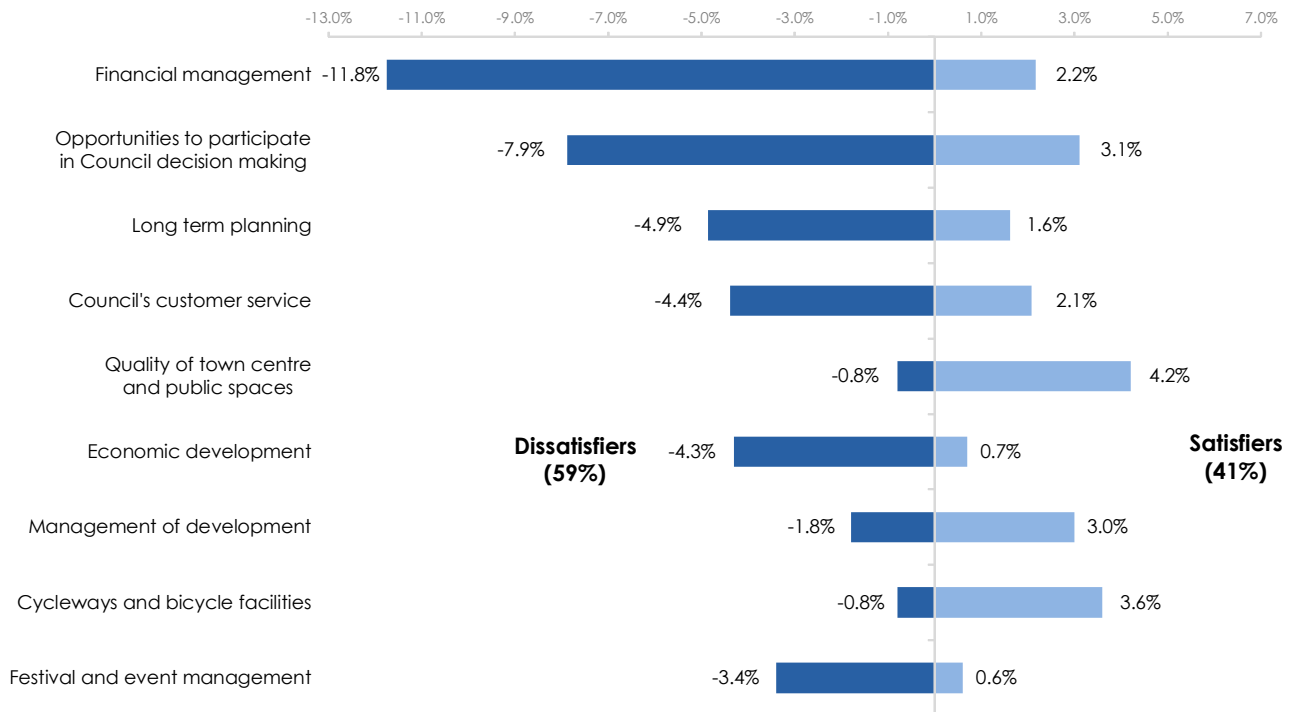
## Advanced Shapley Outcomes

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

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

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

## Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community

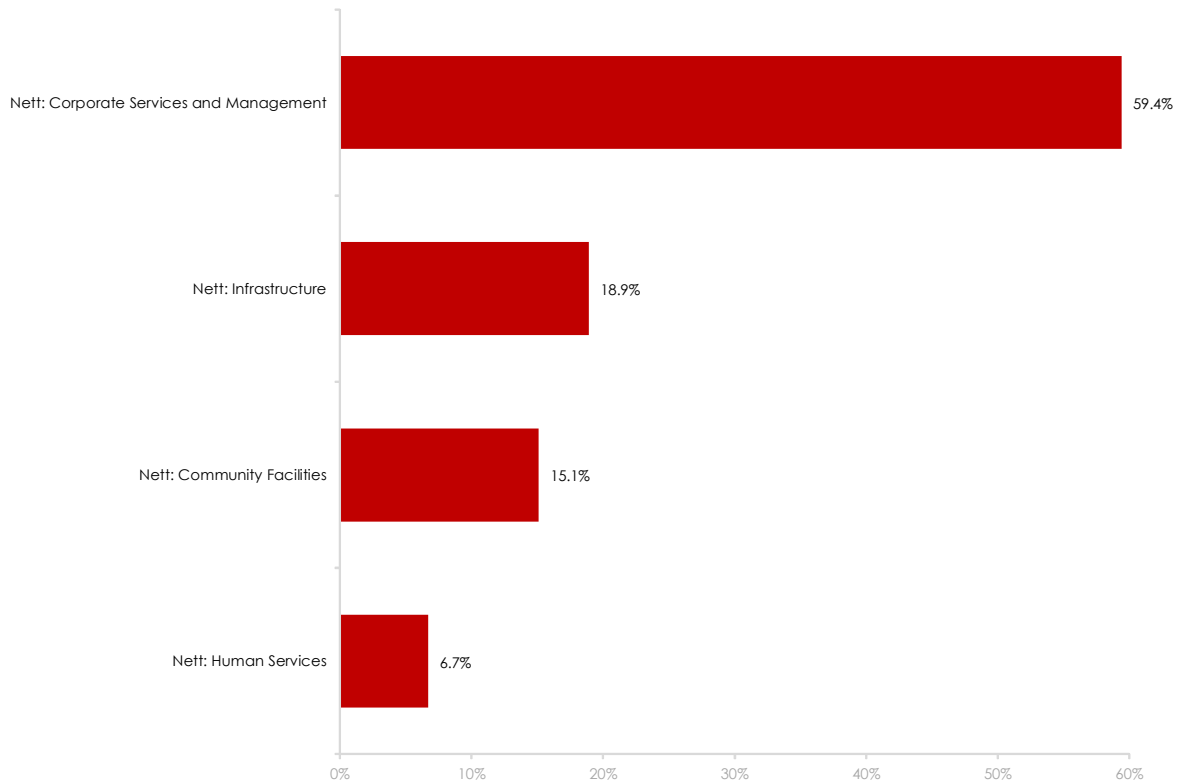


# Key Findings

## Key Service Areas' Contribution to Overall Satisfaction

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

## Contribution to Overall Satisfaction with Council's Performance



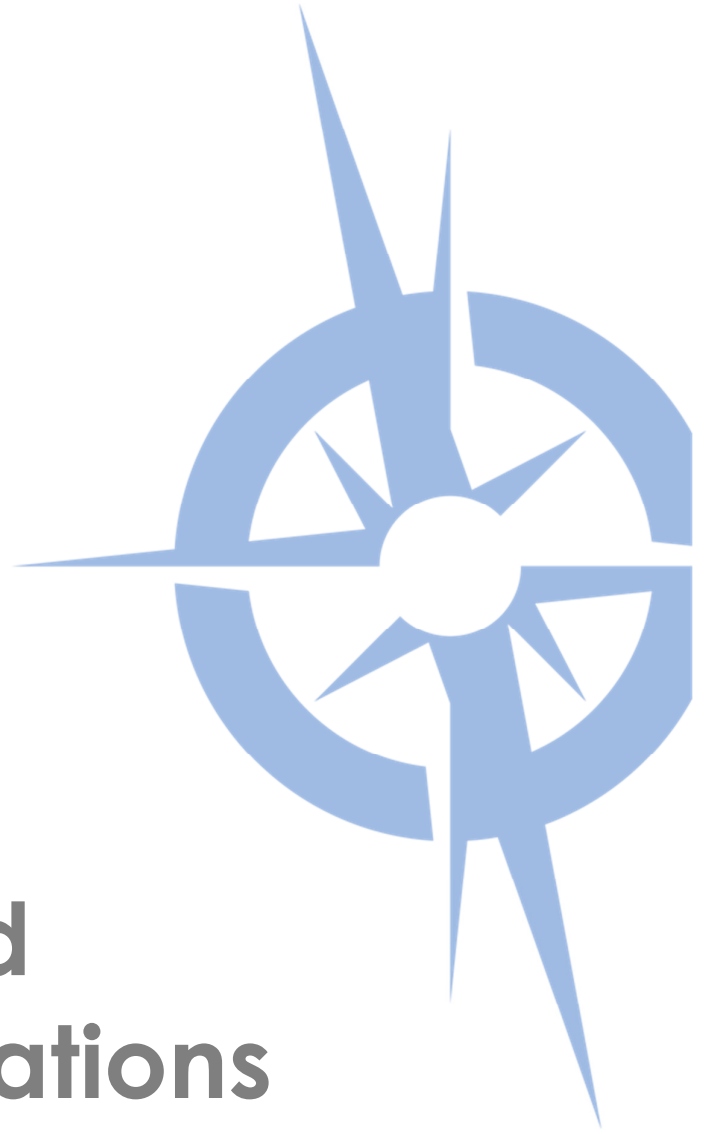
'Corporate Services and Management (59%) is the key contributor toward overall satisfaction with Council's performance.

The services and facilities grouped under this banner include:

- 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

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Corporate Services and Management' are stronger drivers of resident satisfaction.





# **Summary and Recommendations**



# Summary and Recommendations

## Summary

Residents were very positive when asked about living in Ballina, although concern was expressed over adequate infrastructure and new employment opportunities for the area to sustain the growing population, with any new developments being carried out in a way that doesn't negatively impact the local community.

Overall satisfaction with the performance of Ballina Shire Council was high, with 93% of residents stating that they were at least 'somewhat satisfied'. Although there was no increase in the mean rating for overall satisfaction in 2016 compared to 2014, satisfaction with 14 of the 40 individual services and facilities measured significantly increased over the two year period.

It is interesting to observe that satisfaction with the level of communication Council has with the community has declined between 2014 and 2016.

At a unit level, Council is providing at least of moderate level of satisfaction in 39 out of the 40 service areas. The exception being 'affordable housing'.

The regression data indicates that 'Financial management' and 'opportunities to participate in Council decision making' were identified as strong drivers of overall satisfaction with Council, as such, any improvements in satisfaction in these areas is likely to strengthen perceptions about the overall performance of Council.

## Recommendations

Based on the results of this research, Council should:

1. Encourage community engagement and involvement specifically in long terms planning
2. Explore resident expectations in regard to the management of sustainable development and population growth
3. Seek to understand 'financial management' as a barrier
4. Explore declines in satisfaction with communications



# **Section A – Communication and Satisfaction**



# Contact with Council

## Summary

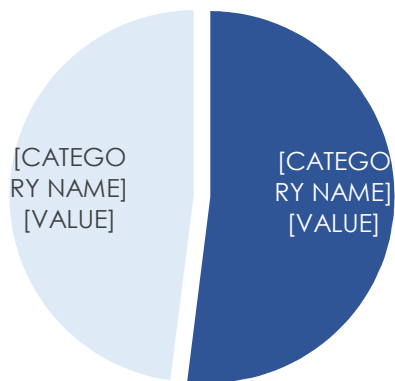
52% of residents have contacted Council in the past 12 months. 18-34 year olds and residents of Ballina were significantly less likely to have contacted Council during that time.

The 'phone' continued to be the primary method for contacting Council, with the use of 'mail' significantly decreasing between 2014 and 2016.

Residents aged 65 years and over contacted Council via 'mail' and 'in person' significantly more, and used 'email' significantly less.

Residents of Ballina contacted Council 'in person' significantly more, whilst residents of Alstonville used this method significantly less. Residents of Skennars Head used 'mail' to contact Council significantly more and residents of Rural/Other areas used the 'phone' significantly less.

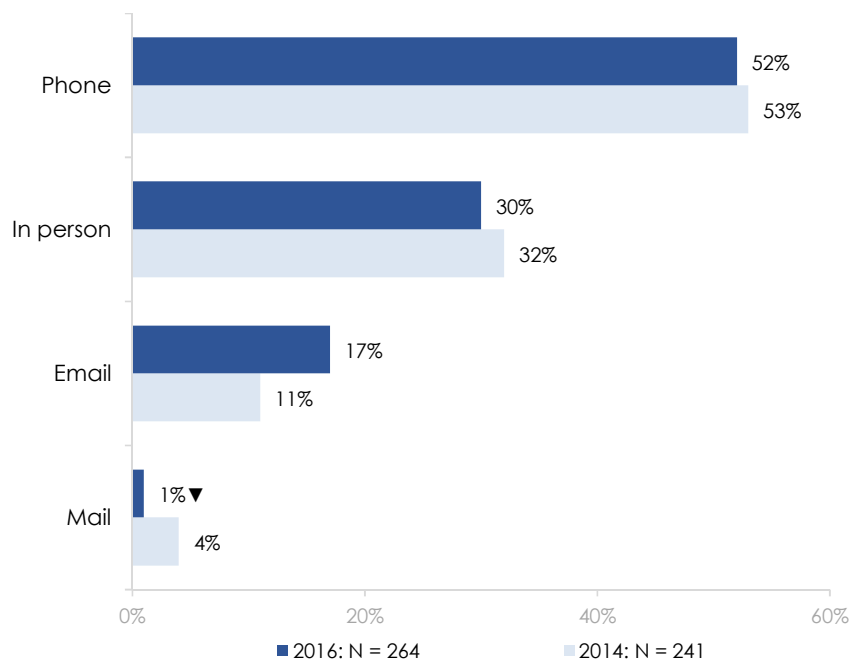
Q2. Have you contacted Ballina Shire Council in the last 12 months?



	Overall 2016	Overall 2014
Yes	52%	48%
No	48%	52%

Base: N=507

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



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



# Satisfaction with Contact with Council

## Summary

Direct contact with Council staff, either 'in person' or using the 'phone' produced greater satisfaction ratings from residents, with 92% and 78% of residents being at least 'somewhat satisfied' with the way their contact was handled using these methods, respectively.

Satisfaction with contact 'in person' significantly increased in 2016 compared to 2014. 18-34 year olds were significantly more satisfied with the way their contact was handled using this method, with 50-64 year olds being significantly less satisfied.

Residents of Ballina were significantly more satisfied with the way their contact was handled overall.

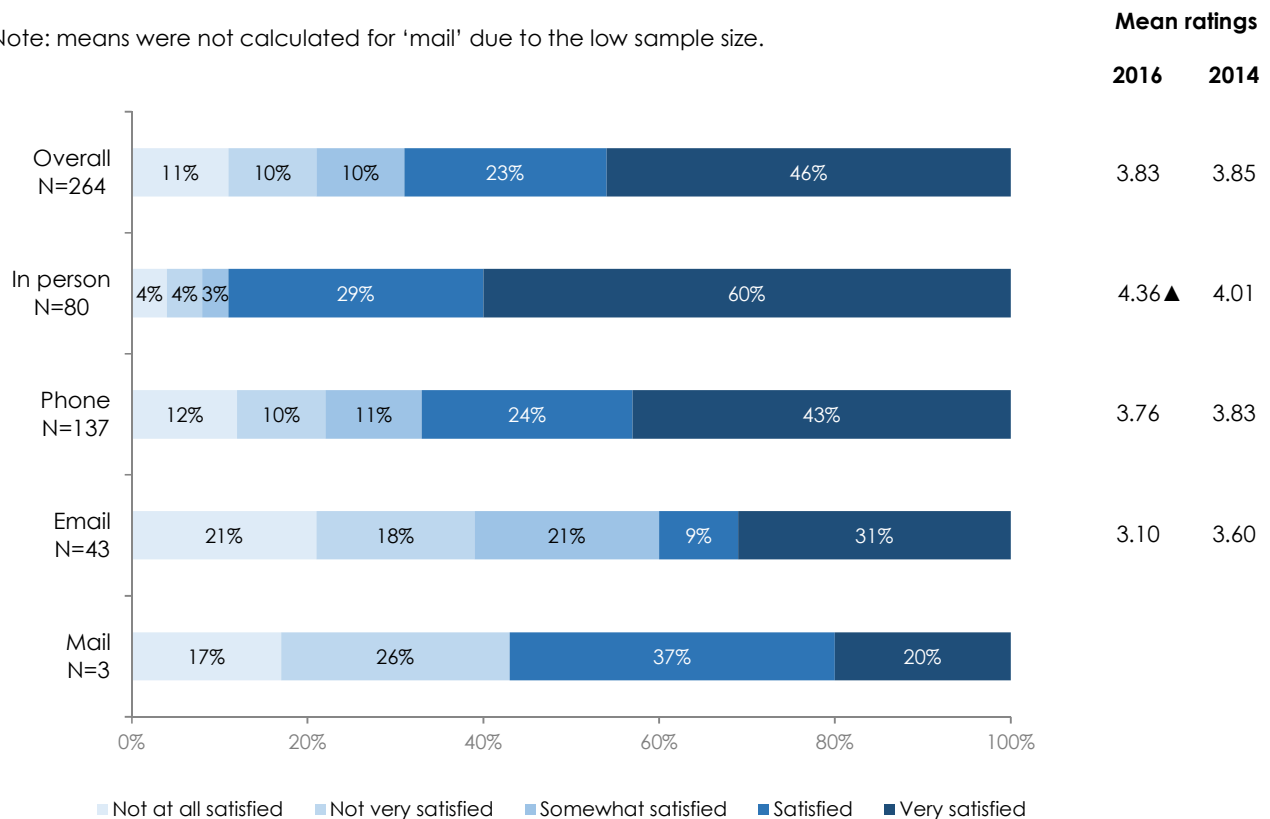
Q4. How satisfied were you with the way your contact was handled?

	Overall 2016	Overall 2014	Male	Female	18-34	35-49	50-64	65+
Overall	3.83	3.85	3.90	3.76	3.79	3.83	3.73	3.96
In person	4.36▲	4.01	4.32	4.40	4.83▲	4.67	3.78▼	4.43
Phone	3.76	3.83	3.89	3.64	2.77	3.89	3.96	3.79
Email	3.10	3.60	3.31	2.78	4.49	2.84	2.94	2.56

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

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

Note: means were not calculated for 'mail' due to the low sample size.



# Communication from Council

## Summary

Satisfaction with the level of communication Council has with the community significantly decreased between 2014 and 2016. 84% of residents stated that they were at least 'somewhat satisfied' with the level of communication, compared to 91% in 2014.

Satisfaction was significantly higher for residents of Ballina, and for those aged 65 and over, but significantly lower for 35-49 year olds, and for residents of Lennox Head.

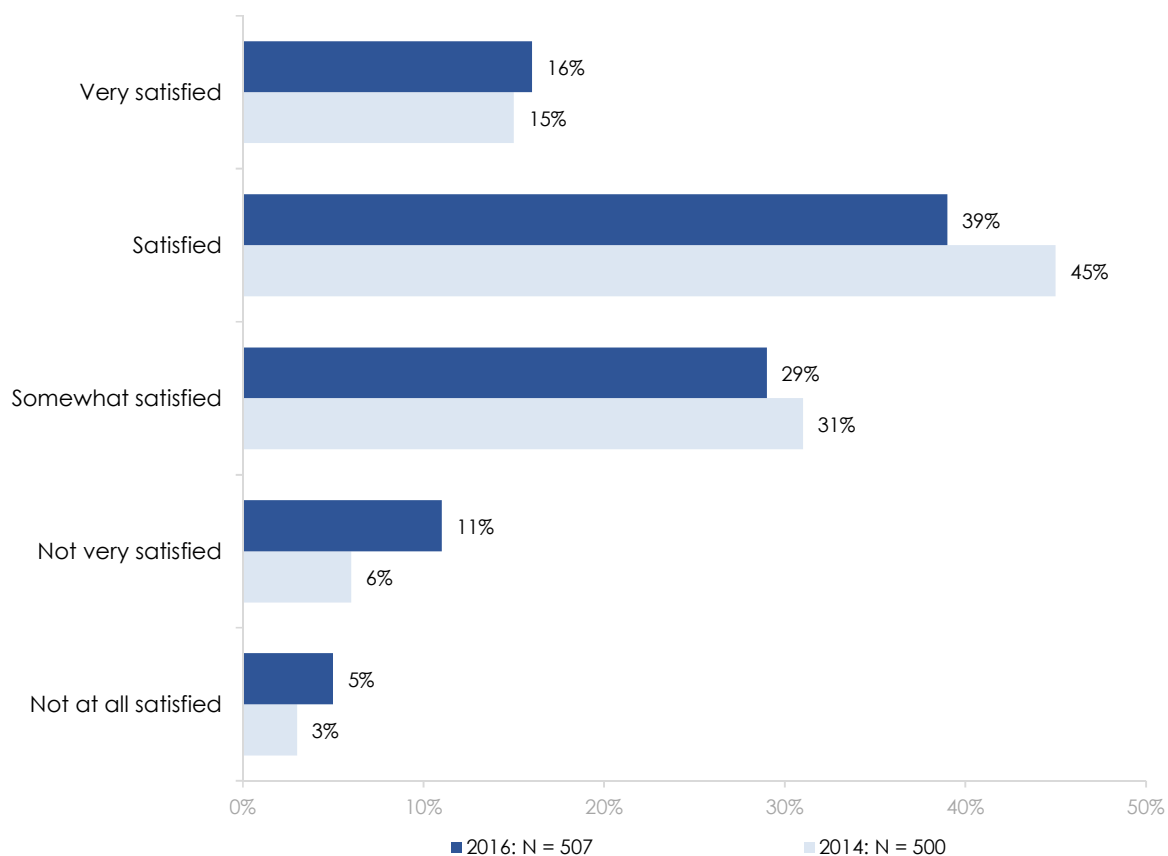
Q5. How satisfied are you currently with the level of communication Council has with the community?

	Overall 2016	Overall 2014	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.49▼	3.63	3.42	3.55	3.45	3.27▼	3.47	3.72▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.61	3.65▲	3.23▼	3.50	2.99	3.48	3.18

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

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



# Method of Contact from Council

## Summary

The 'Ballina Shire Advocate' remained the most favoured method for being informed of Council news and activities (81%), closely followed by 'local TV' (78%) and 'leaflets/newsletter in the mail' (71%).

'Council website' and 'social media' significantly increased in 2016, but 'leaflets/newsletter in the mail' and the 'Northern Star' significantly decreased.

Females preferred 'local TV' significantly more.

18-34 year olds had a significantly higher preference for 'radio', 'Council website', 'public notice boards', 'Northern Star', 'Northern Rivers Echo', 'Byron Shire Echo' and 'social media' but had a significantly lower preference for 'leaflets/newsletter in the mail'.

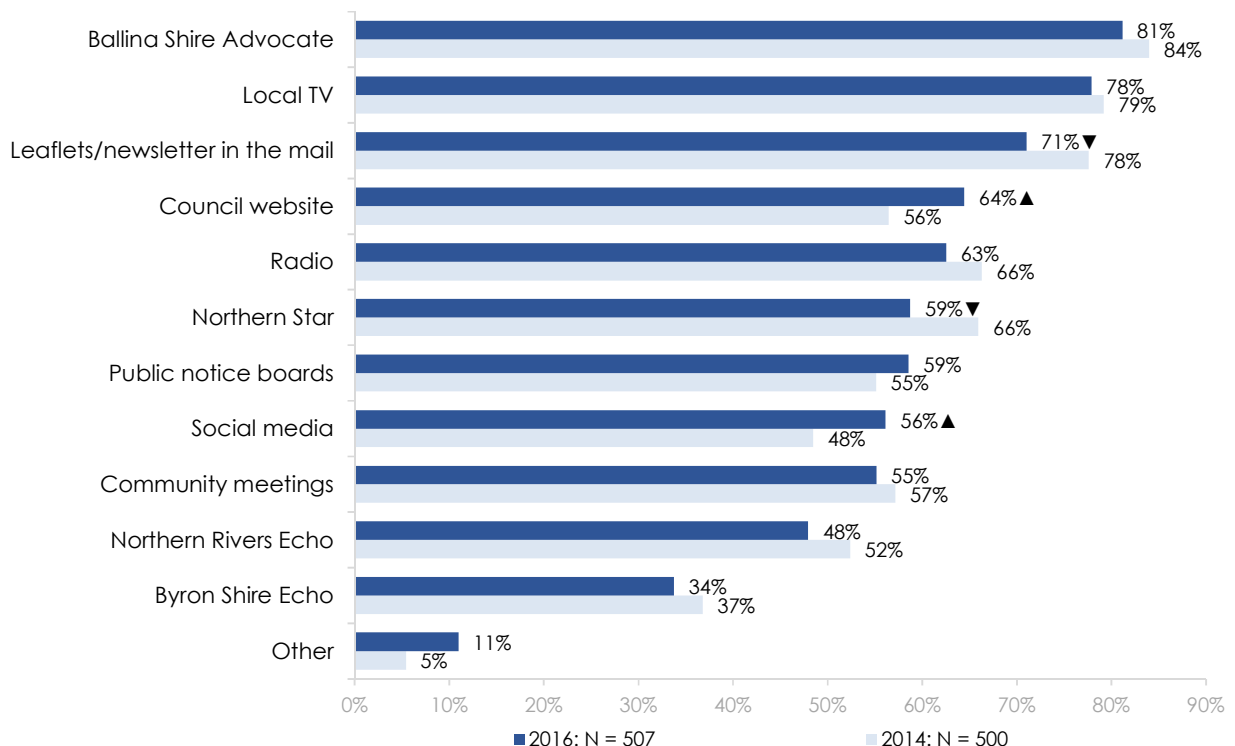
Those aged 35-49 indicated a significantly higher preference for 'social media', whilst those aged 50-64 showed a predilection for 'community meetings', but significantly lower propensity for 'public notice boards' and 'social media'.

Residents aged 65 and over had a significantly higher preference for 'leaflets/newsletter in the mail' and 'Ballina Shire Advocate', but a significantly lower preference for 'Council website', 'Northern Rivers Echo', 'Byron Shire Echo' and 'social media'.

Ballina residents had a significantly higher preference for 'radio', 'local TV' and the 'Ballina Shire Advocate', whilst residents of Lennox Head preferred 'social media' and the 'Byron Shire Echo' significantly more but preferred 'local TV' significantly less.

Residents of Rural/Other areas had a significantly higher preference for 'leaflets/newsletter in the mail', while residents of Skennars Head preferred this method significantly less. Residents of Rural/Other areas and Wollongbar both had a significantly lower preference for 'Ballina Shire Advocate'.

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



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



# Method of Contact from Council

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

Other specified	Count
Email	31
Elected Members/Council staff	4
SMS messaging	2
Phone contact	1
Rates notice	1
Welcome pack to new residents	1
No contact	1



# Overall Satisfaction with Council

## Summary

Overall 93% of residents were at least 'somewhat satisfied' with the performance of Council. This was a very similar result to 2014, however it is significantly higher than the mean satisfaction rating for 'all of NSW'.

Residents aged 65 years and over were significantly more satisfied with the performance of Council.

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

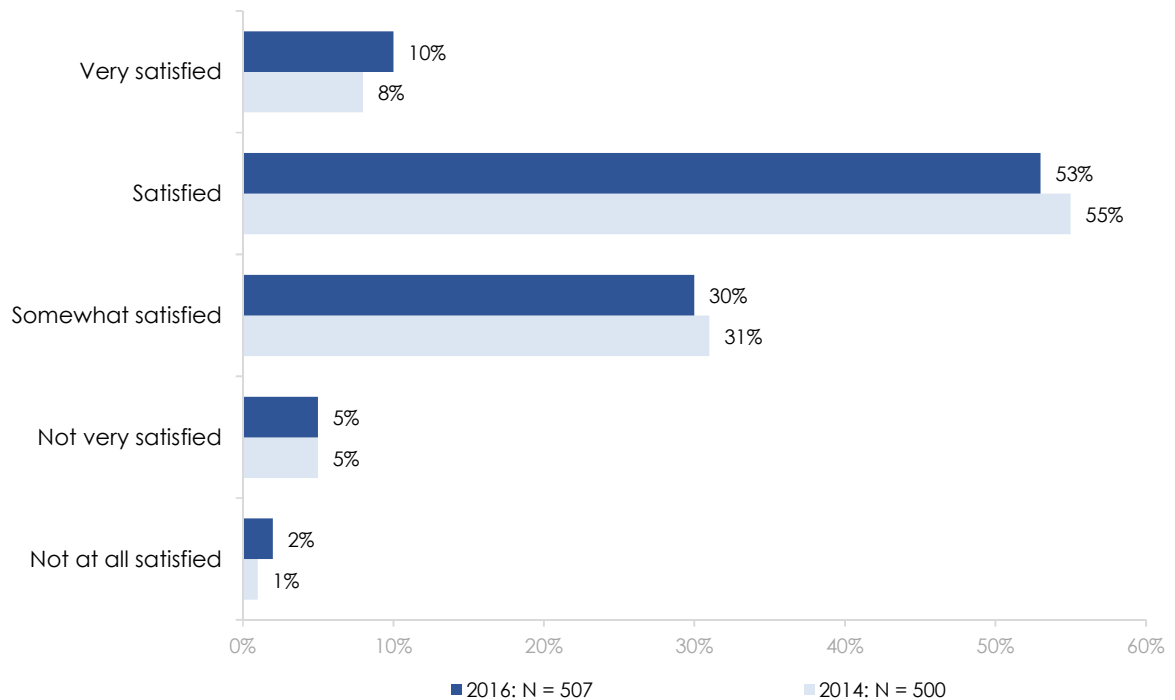
	Overall 2016	Overall 2014	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.66	3.65	3.59	3.72	3.67	3.60	3.59	3.78▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Mean ratings	3.76	3.66	3.62	4.15	3.38	3.56	3.51

	Metro	Regional	All of NSW	Ballina 2016
Mean ratings	3.45▼	3.22▼	3.31▼	3.66▲

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

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







**Section B –  
The Ballina Local  
Government Area as a  
Place to Live**

# Living in Ballina Shire - Community

## Summary

There was a high level of agreement from residents that 'it is a safe place to live', with 82% of residents stating that they 'agree' or 'strongly agree'.

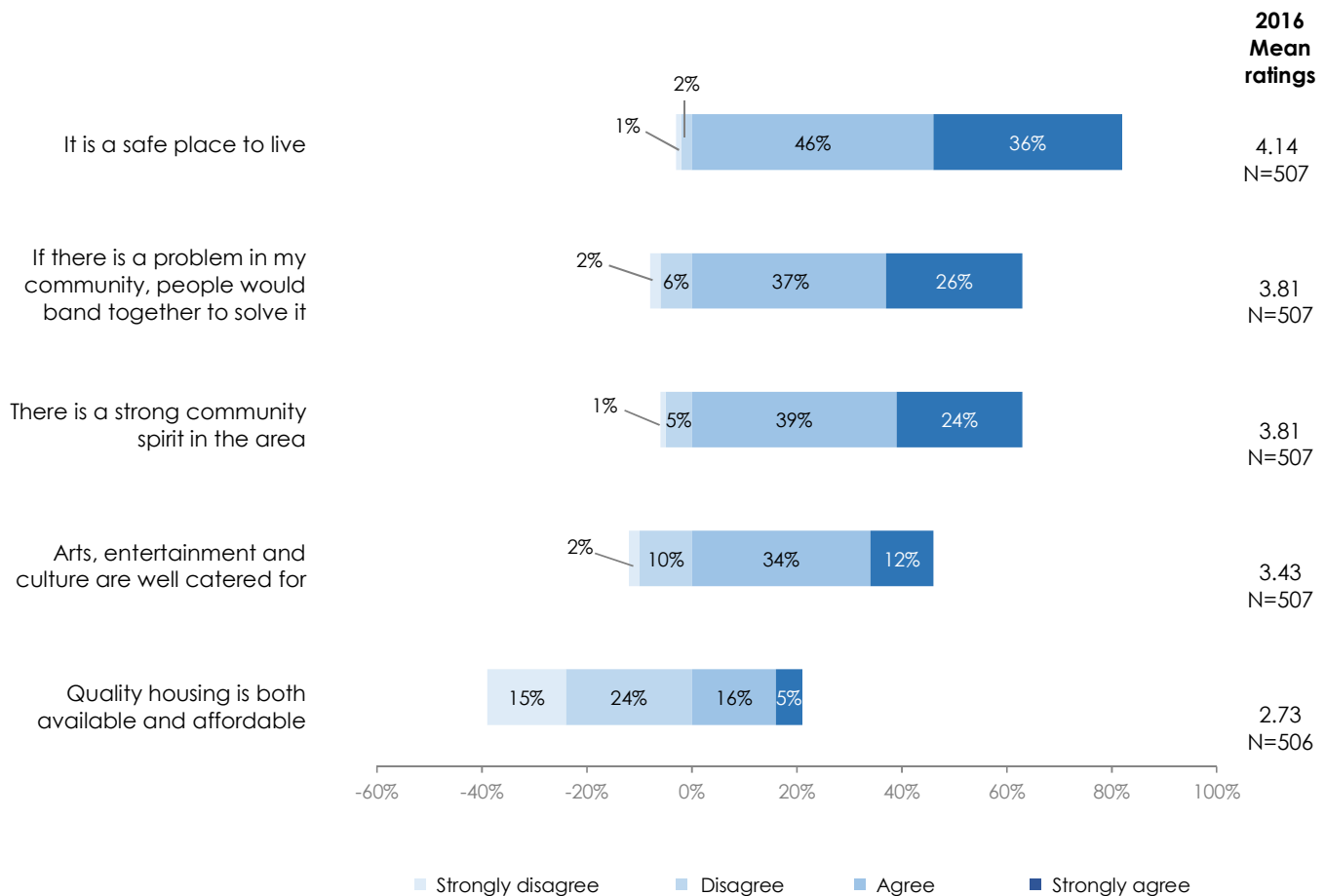
39% of residents 'disagree' or 'strongly disagree' that 'quality housing is both available and affordable'.

Males were significantly more likely to agree that 'it is a safe place to live'.

Residents over the age of 65 were significantly more likely to agree that 'it is a safe place to live', 'arts, entertainment and culture are well catered for' and 'quality housing is both available and affordable'. Residents aged 35-49 were significantly less likely to agree that 'quality housing is both available and affordable'.

Residents of Alstonville were significantly more likely to agree that 'quality housing is both available and affordable', whereas residents of Lennox Head were significantly less likely. Lennox Head residents were significantly more likely to agree that 'if there was a problem in my community, people would band together to solve it'. Ballina and Rural/Other residents both were significantly less likely to agree that 'it is a safe place to live', with Rural/Other residents also significantly less likely to agree that 'there is a strong community spirit in the area'.

Q8. Rate your agreement, or disagreement, with each of these statements:



Scale: 1 = strongly disagree, 5 = strongly agree



# Living in Ballina Shire - Community

Q8. Rate your agreement, or disagreement, with each of these statements:

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
It is a safe place to live	4.14	4.22▲	4.06	4.01	4.13	4.11	4.25▲
If there was a problem in my community, people would band together to solve it	3.81	3.79	3.84	3.88	3.90	3.68	3.83
There is a strong community spirit in the area	3.81	3.78	3.82	3.94	3.80	3.69	3.84
Arts, entertainment and culture are well catered for	3.43	3.41	3.46	3.41	3.34	3.31	3.66▲
Quality housing is both available and affordable	2.73	2.75	2.71	2.74	2.40▼	2.65	3.11▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
It is a safe place to live	4.21	4.03▼	4.27	4.37	4.06	4.33	3.93▼
If there was a problem in my community, people would band together to solve it	3.75	3.78	4.04▲	4.08	3.76	3.80	3.54
There is a strong community spirit in the area	3.74	3.82	3.92	4.25	3.76	3.84	3.52▼
Arts, entertainment and culture are well catered for	3.52	3.50	3.30	3.39	3.51	3.29	3.34
Quality housing is both available and affordable	2.91▲	2.81	2.33▼	2.27	2.69	3.08	2.66

Scale: 1 = strongly disagree, 5 = strongly agree

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



# Living in Ballina Shire - Economy

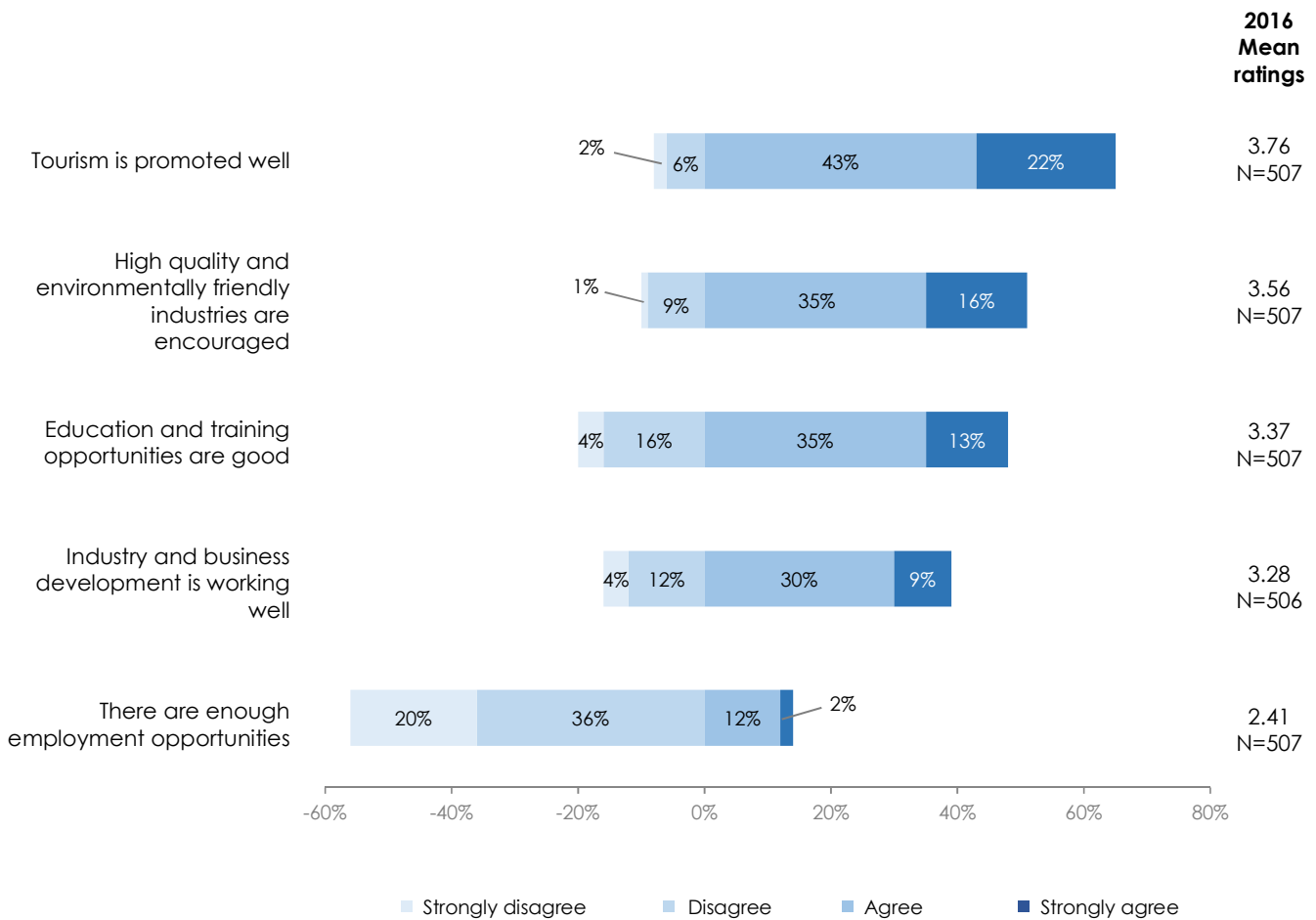
## Summary

65% of residents 'agree' or 'strongly agree' that 'tourism is promoted well'. 56% of residents however 'disagree' or 'strongly disagree' that 'there are enough employment opportunities'.

Residents aged 65 and over were significantly more likely to agree with all statements, whilst those aged 50-64 were significantly less likely to agree with all statements, excluding 'tourism is promoted well'.

Ballina residents were significantly more likely to agree with 'education and training opportunities are good' and 'industry and business development is working well'. Residents of Rural/Other areas were significantly less likely to agree with 'high quality and environmentally friendly industries are encouraged'.

Q8. Rate your agreement, or disagreement, with each of these statements:



Scale: 1 = strongly disagree, 5 = strongly agree



# Living in Ballina Shire - Economy

Q8. Rate your agreement, or disagreement, with each of these statements:

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Tourism is promoted well	3.76	3.71	3.80	3.82	3.65	3.62	3.96▲
High quality and environmentally friendly industries are encouraged	3.56	3.62	3.51	3.64	3.58	3.29▼	3.77▲
Education and training opportunities are good	3.37	3.43	3.33	3.38	3.24	3.22▼	3.64▲
Industry and business development is working well	3.28	3.22	3.34	3.21	3.19	3.14▼	3.56▲
There are enough employment opportunities	2.41	2.38	2.43	2.47	2.36	2.24▼	2.58▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Tourism is promoted well	3.68	3.76	3.88	4.21	3.53	3.75	3.65
High quality and environmentally friendly industries are encouraged	3.59	3.59	3.63	3.65	3.53	3.59	3.15▼
Education and training opportunities are good	3.47	3.51▲	3.19	3.43	3.03	3.09	3.23
Industry and business development is working well	3.24	3.50▲	3.19	3.38	2.91	2.93	3.04
There are enough employment opportunities	2.41	2.49	2.40	2.92	1.83	2.30	2.13

Scale: 1 = strongly disagree, 5 = strongly agree

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



# Living in Ballina Shire - Environment

## Summary

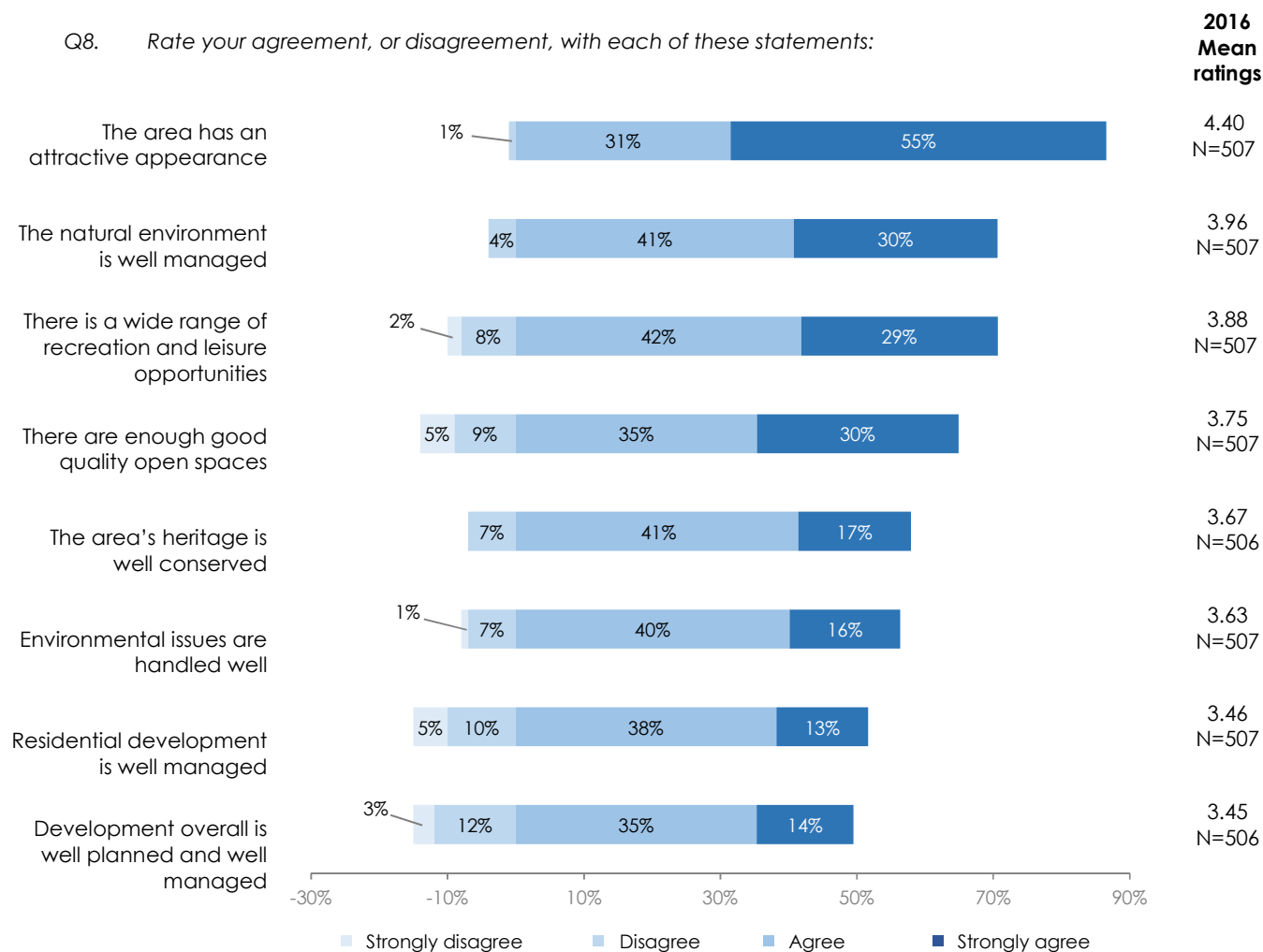
86% of residents 'agree' or 'strongly agree' that 'the area has an attractive appearance', with only 1% stating that they 'disagree'. Males were significantly more likely to agree that 'the area has an attractive appearance'.

18-34 year olds were significantly more likely to agree with the statement 'the natural environment is well managed'. Residents aged 65 and over were significantly more likely to agree with 'there is a wide range of recreation and leisure opportunities', 'residential development is well managed' and 'development overall is well planned and well managed'.

50-64 year olds were significantly less likely to agree with the statements 'the natural environment is well managed', 'the area's heritage is well conserved', 'development overall is well planned and well managed', 'there are enough good quality open spaces' and 'residential development is well managed'.

Residents of Ballina were significantly more likely to agree with 'development overall is well planned and well managed', and residents of Skennars Head were significantly more likely to agree with 'there are enough good quality open spaces'. Residents of Rural/Other areas were significantly less likely to agree with 'the natural environment is well managed' and 'environmental issues are handled well'.

Q8. Rate your agreement, or disagreement, with each of these statements:



Scale: 1 = strongly disagree, 5 = strongly agree



# Living in Ballina Shire - Environment

Q8. Rate your agreement, or disagreement, with each of these statements:

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
The area has an attractive appearance	4.40	4.49▲	4.33	4.43	4.39	4.33	4.47
The natural environment is well managed	3.96	3.94	3.97	4.24▲	3.85	3.82▼	4.01
There is a wide range of recreation and leisure opportunities	3.88	3.93	3.83	3.92	3.73	3.81	4.05▲
There are enough good quality open spaces	3.75	3.79	3.72	3.90	3.77	3.58▼	3.82
The area's heritage is well conserved	3.67	3.67	3.66	3.84	3.68	3.47▼	3.75
Environmental issues are handled well	3.63	3.65	3.62	3.72	3.60	3.51	3.72
Residential development is well managed	3.46	3.42	3.49	3.68	3.26	3.28▼	3.67▲
Development overall is well planned and well managed	3.45	3.36	3.53	3.59	3.32	3.23▼	3.70▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
The area has an attractive appearance	4.41	4.46	4.43	4.44	4.53	4.15	4.26
The natural environment is well managed	4.01	4.01	4.07	4.19	3.56	3.84	3.49▼
There is a wide range of recreation and leisure opportunities	3.84	3.96	3.87	4.12	3.59	3.70	3.80
There are enough good quality open spaces	3.89	3.85	3.62	4.49▲	3.53	3.24	3.54
The area's heritage is well conserved	3.74	3.67	3.58	3.67	3.52	3.69	3.68
Environmental issues are handled well	3.71	3.68	3.66	4.03	3.18	3.48	3.32▼
Residential development is well managed	3.59	3.53	3.26	3.85	3.14	3.48	3.19
Development overall is well planned and well managed	3.50	3.59▲	3.29	3.92	3.20	3.18	3.19

Scale: 1 = strongly disagree, 5 = strongly agree

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



# Living in Ballina Shire - Infrastructure

## Summary

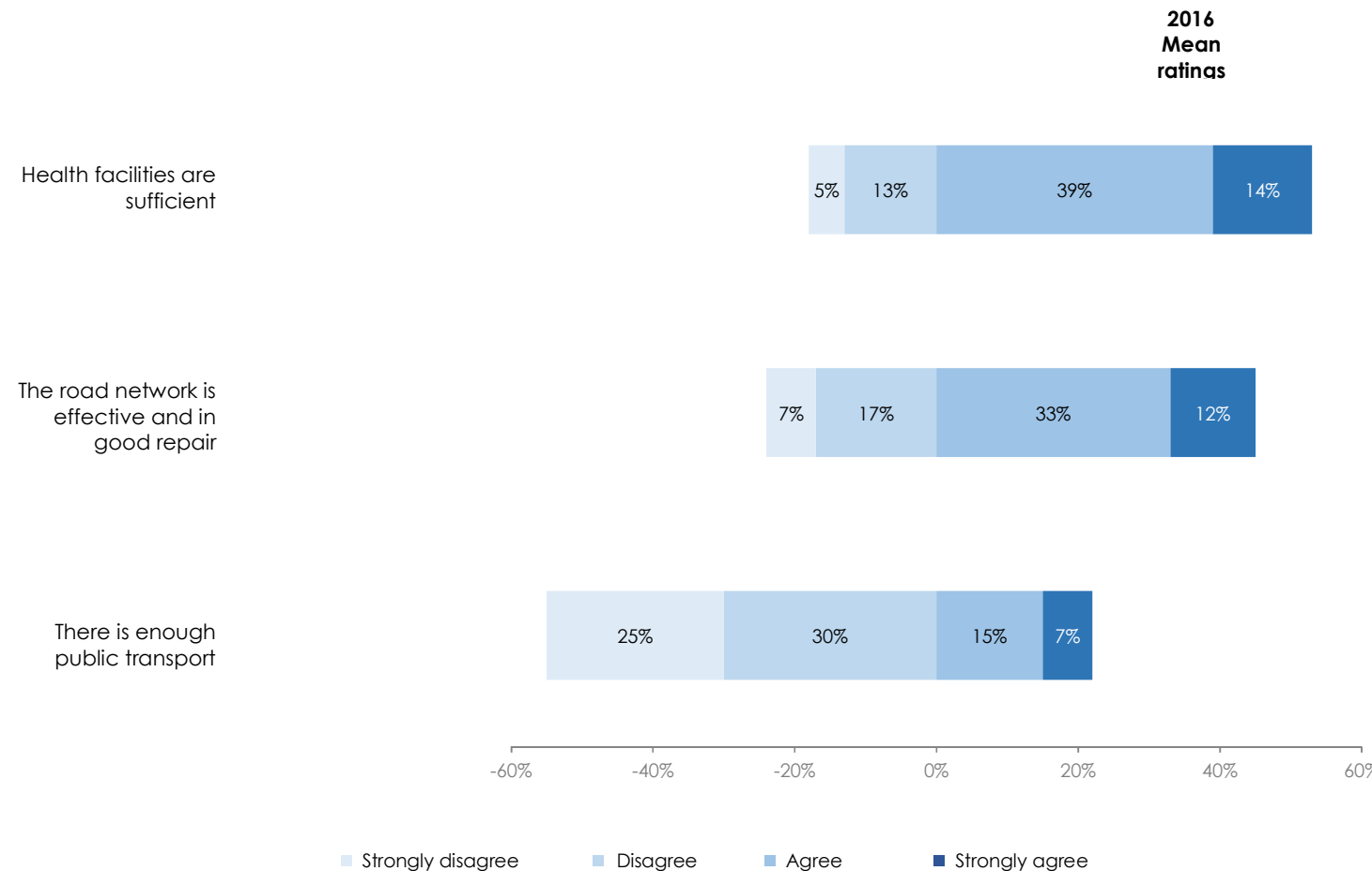
53% of residents 'agree' or 'strongly agree' that 'health facilities are sufficient'. 55% of residents however, 'disagree' or 'strongly disagree' that 'there is enough public transport'.

Males were significantly more likely to agree that 'health facilities are sufficient'.

Residents aged 65 and over were significantly more likely to agree with the statements 'health facilities are sufficient' and 'there is enough public transport'. 50-64 year olds were significantly less likely to agree with the statements 'the road network is effective and in good repair' and 'there is enough public transport'. 35-49 year olds were significantly less likely to agree with 'health facilities are sufficient'.

Residents of Ballina were significantly more likely to agree with all statements. Residents of Alstonville, Lennox Head and Rural/Other areas were significantly less likely to agree with 'there is enough public transport', and residents of Wardell and Rural/Other areas were significantly less likely to agree with 'the road network is effective and in good repair'.

Q8. Rate your agreement, or disagreement, with each of these statements:



Scale: 1 = strongly disagree, 5 = strongly agree





# Living in Ballina Shire - Infrastructure

Q8. Rate your agreement, or disagreement, with each of these statements:

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Health facilities are sufficient	3.43	3.55▲	3.33	3.44	3.22▼	3.32	3.74▲
The road network is effective and in good repair	3.27	3.27	3.27	3.39	3.42	3.01▼	3.34
There is enough public transport	2.49	2.38	2.59	2.70	2.26	2.27▼	2.78▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Health facilities are sufficient	3.28	3.63▲	3.33	3.19	3.15	3.62	3.18
The road network is effective and in good repair	3.11	3.43▲	3.49	3.47	2.41▼	3.16	2.79▼
There is enough public transport	2.16▼	2.91▲	2.22▼	2.75	2.15	2.56	2.06▼

Scale: 1 = strongly disagree, 5 = strongly agree

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



# Living in Ballina Shire - Governance

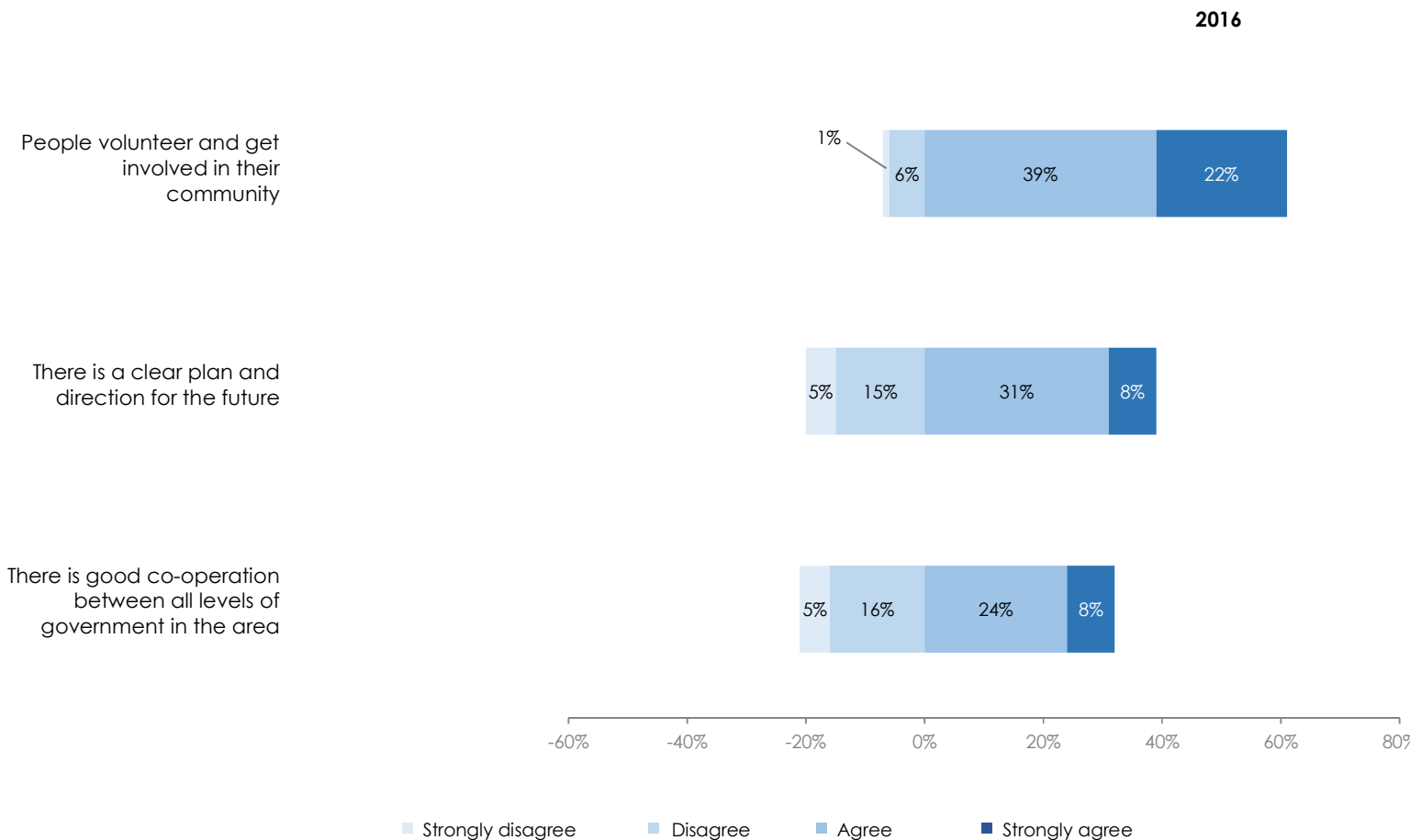
## Summary

61% of residents 'agree' or 'strongly agree' with 'people volunteer and get involved in their community'.

Residents aged 65 and over were significantly more likely to agree with all statements. 35-49 year olds were significantly less likely to agree with 'there is a clear plan and direction for the future' and 'there is good co-operation between all levels of government in the area'. 50-64 year olds were significantly less likely to agree with 'people volunteer and get involved in their community' and 'there is good co-operation between all levels of government in the area'.

Residents of Ballina were significantly more likely to agree with 'there is a clear plan and direction for the future', whilst residents of Rural/Other areas were significantly less likely to agree with 'people volunteer and get involved in their community' and 'there is good co-operation between all levels of government in the area'.

Q8. Rate your agreement, or disagreement, with each of these statements:



Scale: 1 = strongly disagree, 5 = strongly agree



# Living in Ballina Shire - Governance

Q8. Rate your agreement, or disagreement, with each of these statements:

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
People volunteer and get involved in their community	3.75	3.78	3.73	3.84	3.67	3.60▼	3.93▲
There is a clear plan and direction for the future	3.22	3.12	3.31	3.22	2.97▼	3.16	3.50▲
There is good co-operation between all levels of government in the area	3.16	3.15	3.16	3.31	2.95▼	2.97▼	3.44▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
People volunteer and get involved in their community	3.76	3.84	3.79	3.77	3.54	3.71	3.34▼
There is a clear plan and direction for the future	3.20	3.38▲	3.11	3.08	3.18	3.07	2.97
There is good co-operation between all levels of government in the area	3.15	3.25	3.13	3.05	2.92	3.29	2.81▼

Scale: 1 = strongly disagree, 5 = strongly agree

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



# Living in Ballina Shire - Overall

## Summary

Residents responded very positively to the statement 'the area offers a good quality of life', with 93% stating that they 'agree' or 'strongly agree'.

Residents aged 65 and over were significantly more likely to agree.

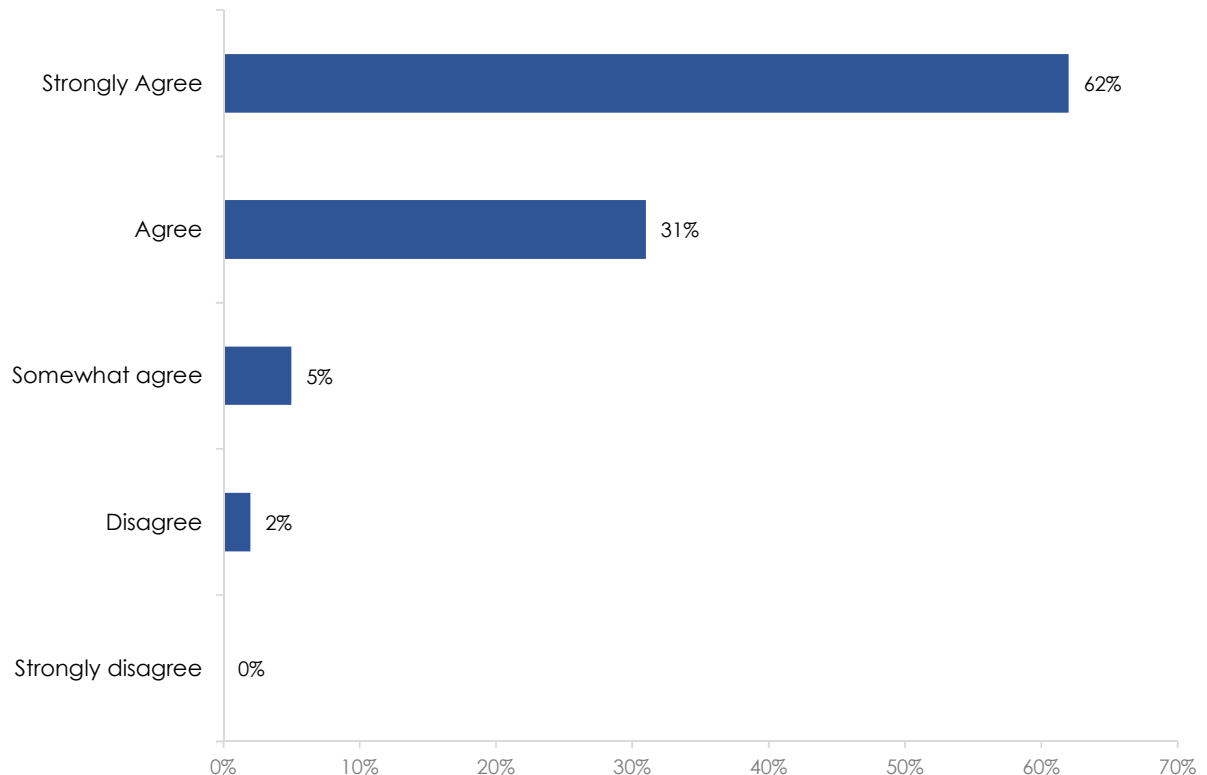
Q8. Rate your agreement, or disagreement, with the statement: The area offers a good quality of life

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
The area offers a good quality of life	4.53	4.56	4.51	4.33	4.63	4.49	4.63▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
The area offers a good quality of life	4.55	4.51	4.62	4.77	4.35	4.46	4.49

Scale: 1 = strongly disagree, 5 = strongly agree

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



Base: N = 507



# Community Goals for the Next 10 Years

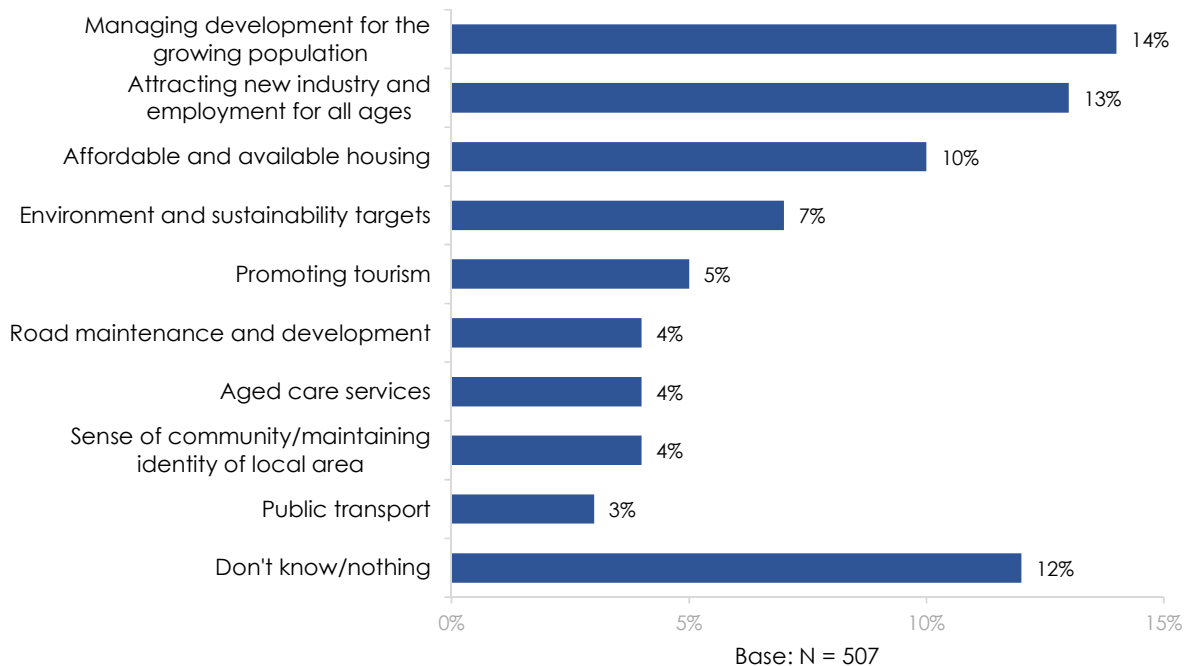
## Summary

Residents believe that the most important goal for the Ballina Shire community over the next 10 years is 'managing development for the growing population' (14%), closely followed by 'attracting new industry and employment' (13%). Residents want to ensure that existing infrastructure and services are not overwhelmed by a growing population, and that new industries and businesses continue to be attracted to the area to ensure sufficient employment opportunities to accommodate this population growth.

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

## Word Frequency Tagging

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





**Section C –  
Community Strategic  
Plan**

# Connected Community

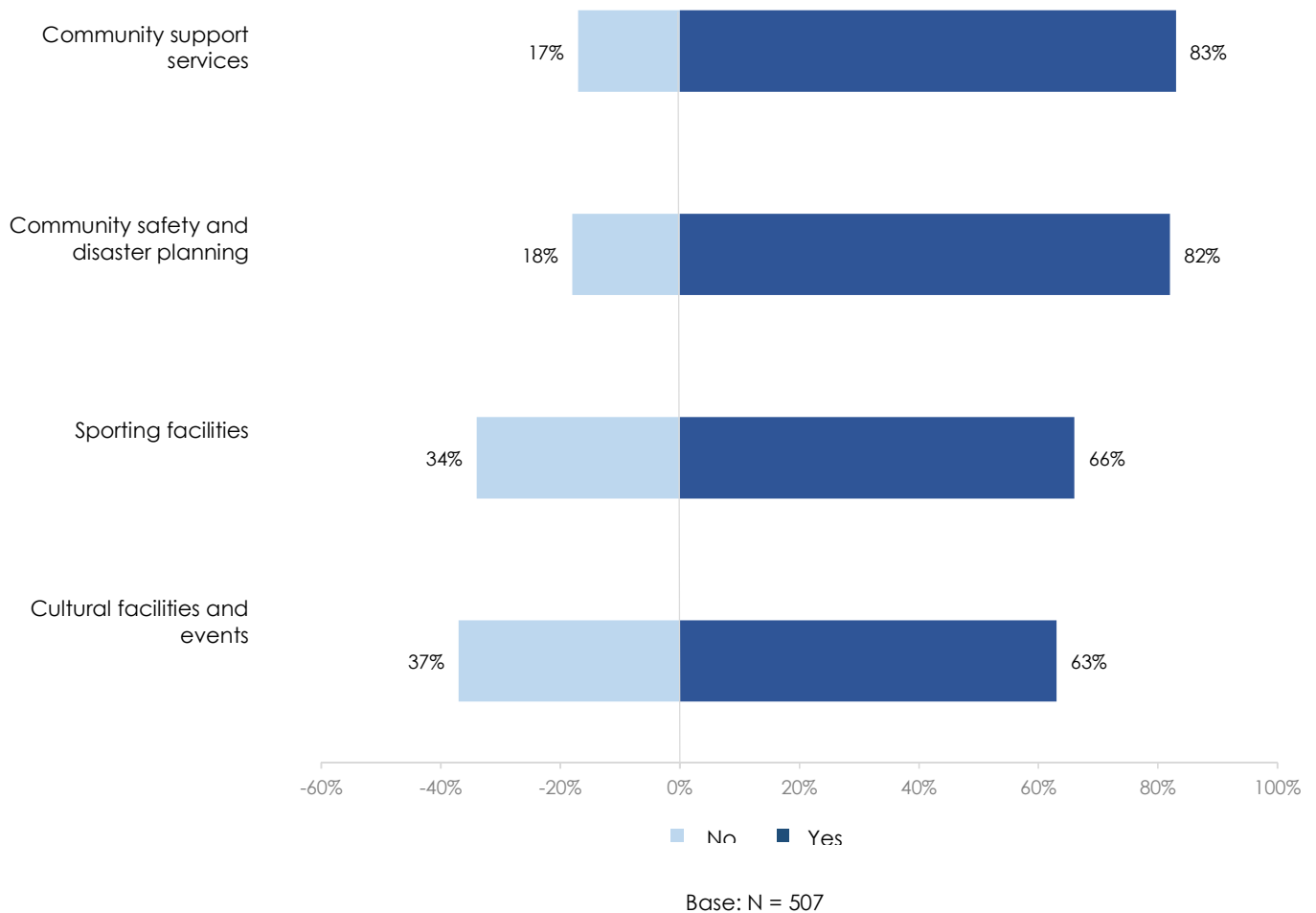
## Summary

83% and 82% of residents stated that 'community support services' and 'community safety and disaster planning' are priorities for them/their household, respectively.

Females were significantly more likely to state that 'community support services', 'community safety and disaster planning' and 'cultural facilities and events' were priorities.

Residents of Ballina were significantly more likely to state 'community safety and disaster planning' is a priority.

Q10a. Thinking about the first key direction 'Connected Community', for each of the following could you please indicate which are priorities for you/your household?



# Connected Community

## Summary

59% of residents believe that more investment should be made for 'community support services', with females stating this significantly more than males.

18-34 year olds were significantly more likely to state that investment should be increased for 'cultural facilities and events', whilst 50-64 year olds were significantly less likely.

Residents of Rural/Other areas were significantly less likely to feel that investment should be increased for 'sporting facilities'.

Q10a. Thinking about the first key direction 'Connected Community', for each of the following could you please indicate whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area?

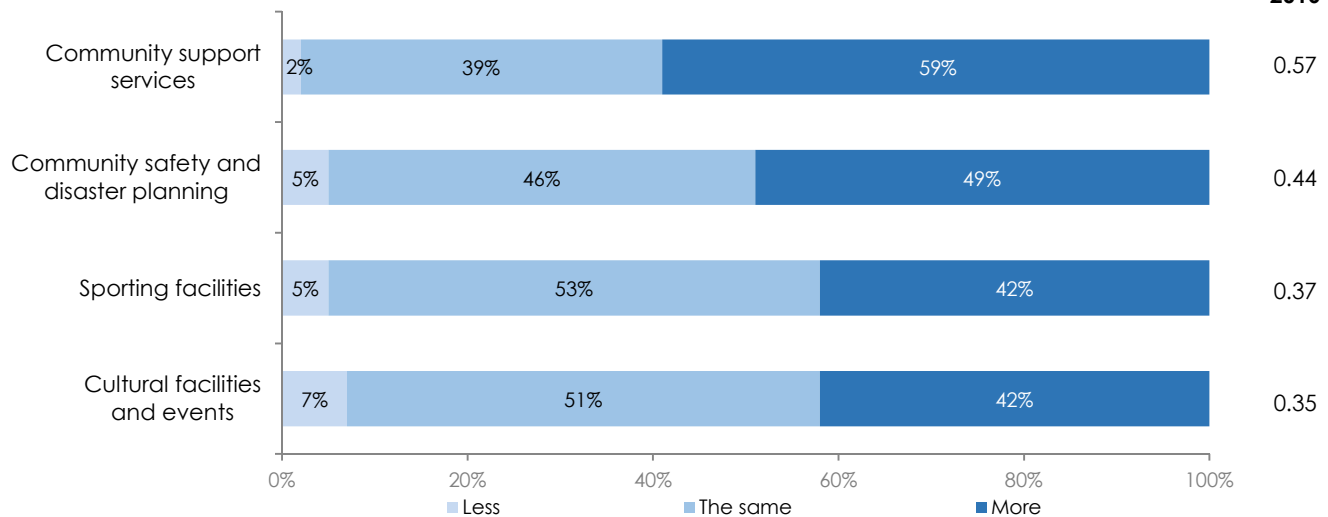
	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Community support services	0.57	0.50	0.62▲	0.57	0.53	0.59	0.57
Community safety and disaster planning	0.44	0.39	0.49	0.45	0.43	0.41	0.49
Sporting facilities	0.37	0.39	0.35	0.45	0.35	0.29	0.41
Cultural facilities and events	0.35	0.32	0.37	0.53▲	0.34	0.25▼	0.34

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Community support services	0.62	0.53	0.66	0.46	0.62	0.41	0.54
Community safety and disaster planning	0.46	0.49	0.38	0.72	0.52	0.33	0.33
Sporting facilities	0.38	0.36	0.48	0.33	0.62	0.25	0.17▼
Cultural facilities and events	0.34	0.32	0.42	0.49	0.55	0.26	0.31

Scale: -1 = less, 0 = the same, 1 = more

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

2016





# Prosperous Economy

## Summary

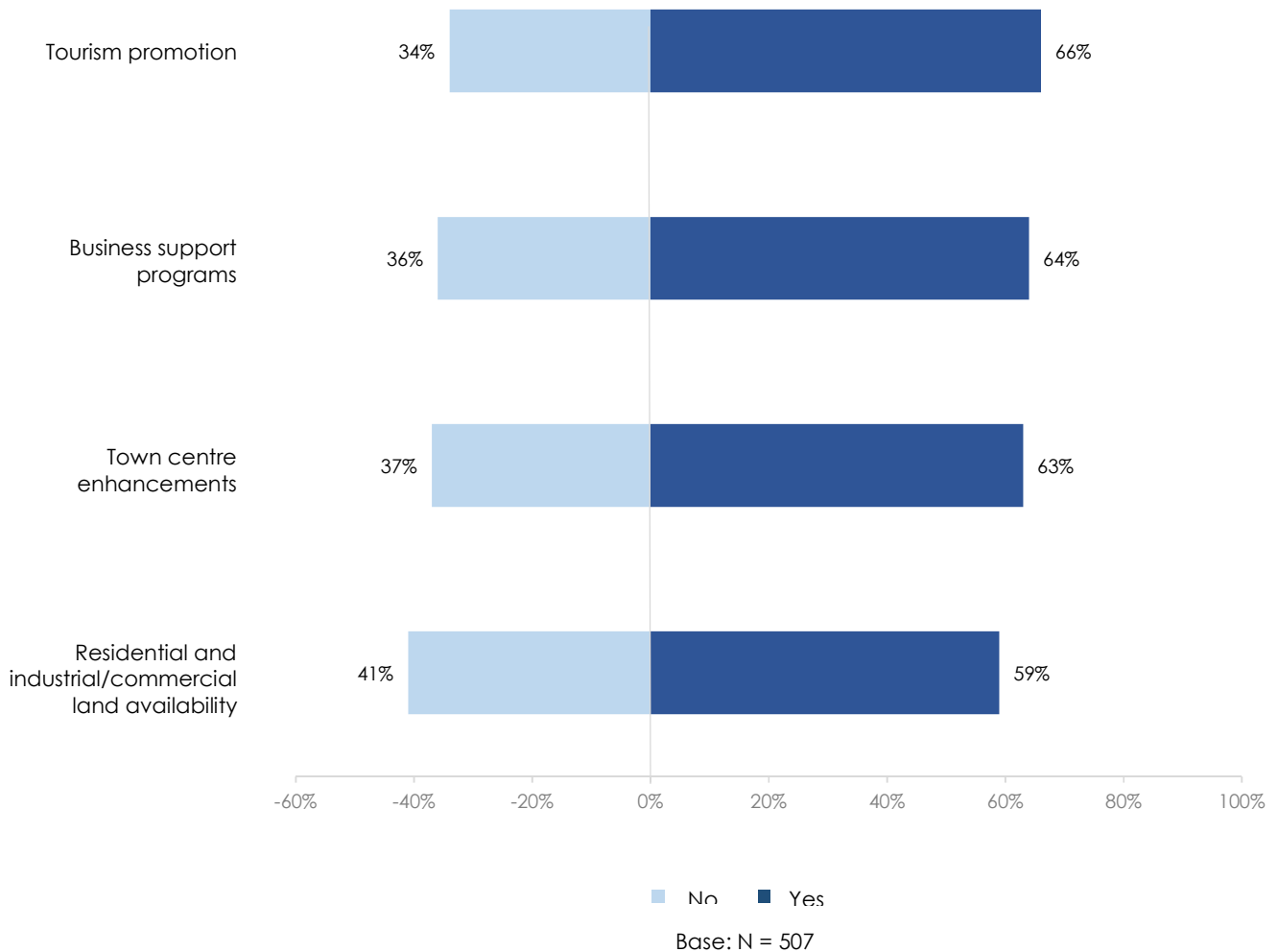
Overall 66% of residents indicated that 'tourism promotion' is a priority for them/their household.

Females were significantly more likely to state that 'town centre enhancements' should be a priority issue, whilst 50-64 year olds were significantly less likely to.

Residents aged 65 and over were significantly more likely to state that 'tourism promotion' should be a priority.

Residents of Wardell were significantly more likely to state that 'residential and industrial/commercial land availability' should be a priority. Residents of Lennox Head were significantly more likely to state that 'town centre enhancements' should be a priority, whilst residents of Rural/Other areas were significantly less likely to.

Q10b. Thinking about the second key direction 'Prosperous Economy', for each of the following could you please indicate which are priorities for you/your household?



# Prosperous Economy

## Summary

47% of residents believe that investment in 'business support programs' should be increased.

Residents aged 65 and over were significantly more likely to state that investment should be increased for 'tourism promotion', whilst those aged 18-34, and residents of Lennox Head were significantly less likely to. Lennox Head residents were significantly more likely to state that investment for 'Town Centre enhancements' should be increased.

Residents of Rural/Other areas, and 35-49 year olds were significantly more likely to state that investment for 'business support programs' should be increased. Residents of Wardell were significantly more likely to state that investment for 'residential and industrial/commercial land availability' should be increased but 50-64 year olds were significantly less likely to state this.

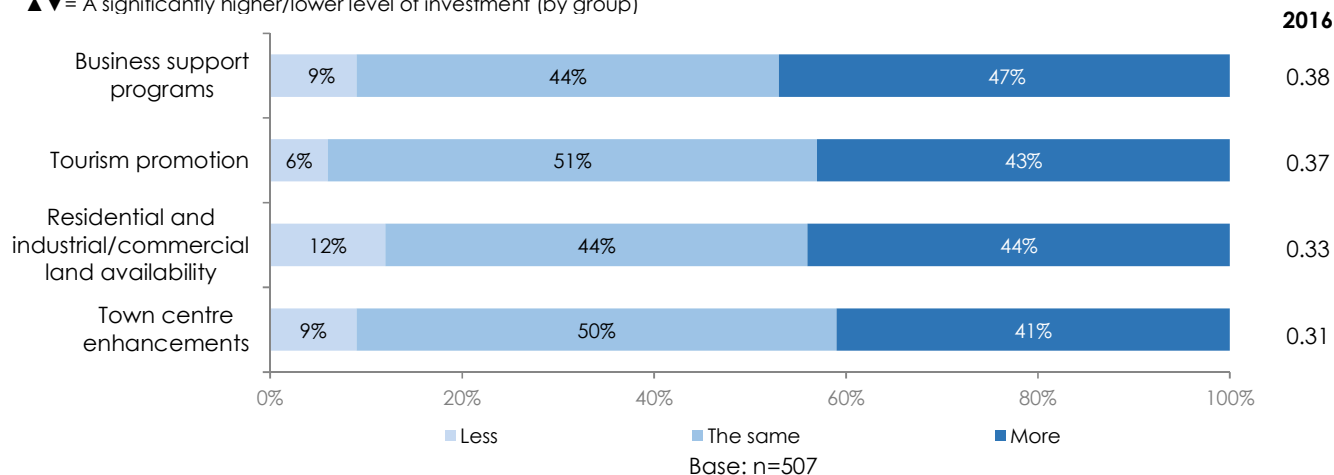
Q10b. Thinking about the second key direction 'Prosperous Economy', for each of the following could you please indicate whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area?

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Business support programs	0.38	0.38	0.39	0.26	0.54▲	0.33	0.38
Tourism promotion	0.37	0.37	0.36	0.14▼	0.32	0.43	0.49▲
Residential and industrial/commercial land availability	0.33	0.37	0.29	0.43	0.38	0.18▼	0.36
Town Centre enhancements	0.31	0.31	0.31	0.32	0.41	0.24	0.31

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Business support programs	0.30	0.32	0.47	0.44	0.44	0.35	0.66▲
Tourism promotion	0.35	0.42	0.23▼	0.64	0.46	0.32	0.47
Residential and industrial/commercial land availability	0.33	0.32	0.26	0.34	0.80▲	0.35	0.34
Town Centre enhancements	0.21	0.30	0.47▲	0.65	0.44	0.39	0.09

Scale: -1 = less, 0 = the same, 1 = more

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



# Healthy Environment

## Summary

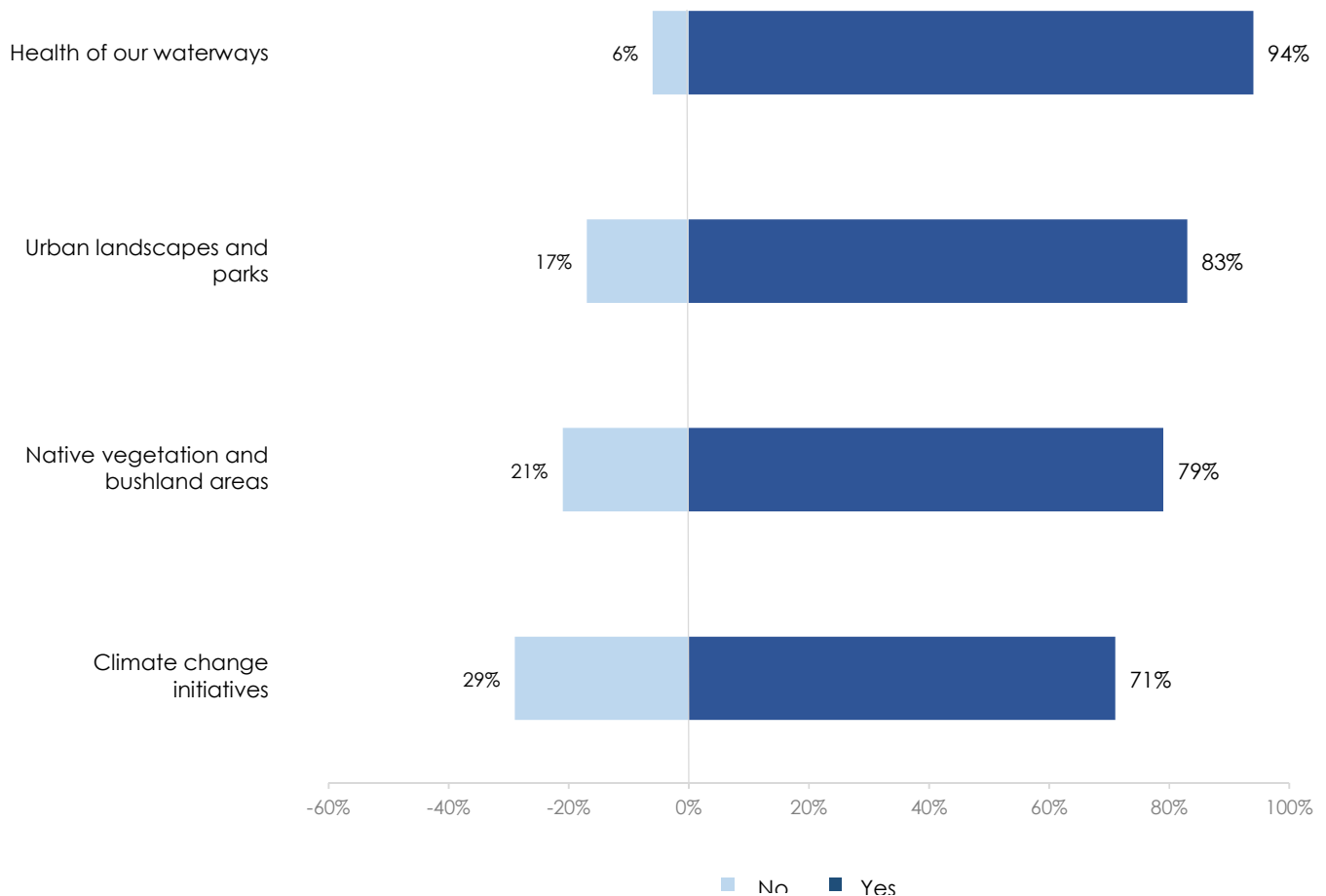
94% of residents stated that 'health of our waterways' is a priority for them/their household.

Females were significantly more likely to prioritise 'native vegetation and bushland areas'.

Residents aged 65 and over were significantly less likely to believe that 'climate change initiatives', 'urban landscapes and parks' and 'native vegetation and bushland areas' are priority issues.

Lennox Head residents were significantly more likely to state that 'urban landscapes and parks' is a priority issue, whilst Alstonville and Rural/Other residents were significantly less likely to. Lennox Head residents additionally were significantly more likely to state that 'climate change initiatives' were a priority issue and Alstonville residents were significantly less likely to prioritise 'health of our waterways'.

Q10c. Thinking about the third key direction 'Healthy Environment', for each of the following could you please indicate which are priorities for you/your household?



Base: N = 507



# Healthy Environment

## Summary

71% of residents stated that investment in 'health of our waters' should be increased.

Females were significantly more likely to believe that investment for 'native vegetation and bushland areas' and 'climate change initiatives' should be increased.

Residents of Lennox Head were significantly more likely to feel that investment should be increased for 'urban landscapes and parks', whilst residents of Wardell were significantly less likely to.

Q10c. Thinking about the third key direction 'Healthy Environment', for each of the following could you please indicate whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area?

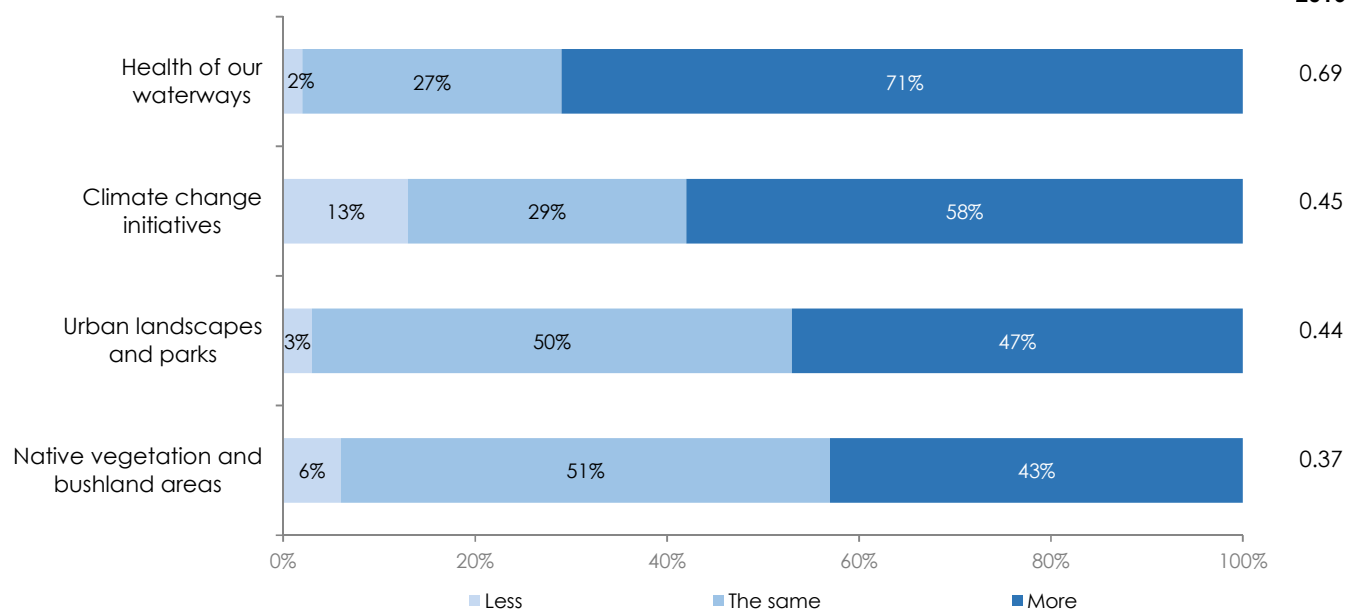
	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Health of our waterways	0.69	0.63	0.74	0.69	0.67	0.69	0.69
Climate change initiatives	0.45	0.36	0.53▲	0.53	0.41	0.48	0.39
Urban landscapes and parks	0.44	0.40	0.46	0.47	0.44	0.46	0.39
Native vegetation and bushland areas	0.37	0.28	0.45▲	0.32	0.34	0.45	0.35

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Health of our waterways	0.61	0.70	0.72	0.68	0.68	0.62	0.77
Climate change initiatives	0.44	0.43	0.58	0.31	0.50	0.26	0.41
Urban landscapes and parks	0.39	0.39	0.67▲	0.58	-0.08▼	0.52	0.24
Native vegetation and bushland areas	0.29	0.38	0.44	0.45	0.18	0.43	0.36

Scale: -1 = less, 0 = the same, 1 = more

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

2016



Base: N = 507



# Engaged Leadership

## Summary

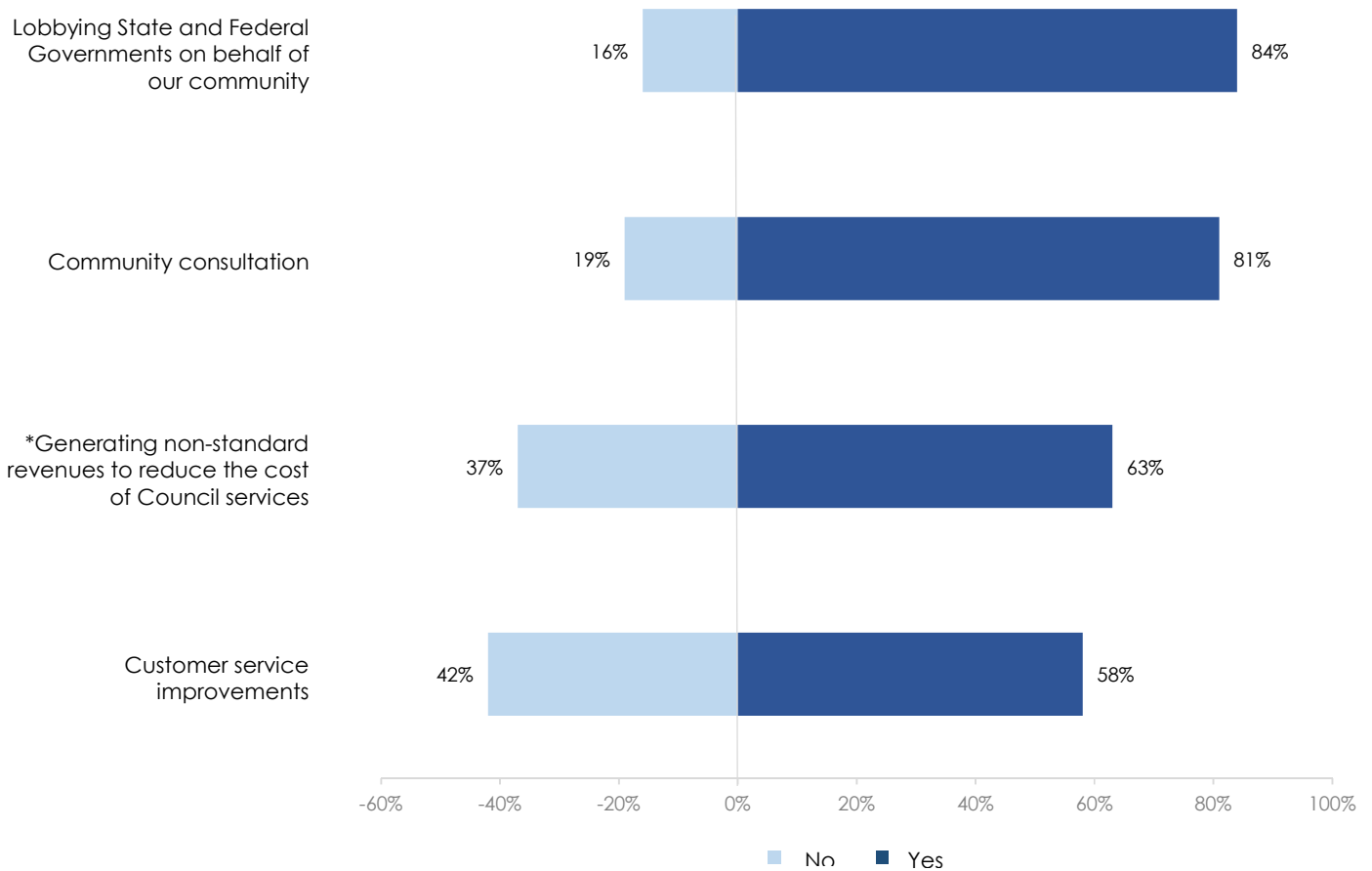
84% and 81% of residents believe that 'lobbying State and Federal Governments on behalf of our community' and 'community consultation' are priorities for them/their households, respectively.

50-64 year olds were significantly more likely to prioritise 'lobbying State and Federal Governments on behalf of our community', whilst 18-34 year olds were significantly less likely to do so.

Residents aged 65 and over were significantly more likely to feel that 'customer service improvements' should be a priority, whereas 35-49 year olds were significantly less likely to. Those aged 65 and over were also significantly more likely to believe that 'generating non-standard revenues to reduce the cost of Council services' should be a priority.

Residents of Rural/Other areas were significantly more likely to believe that 'community consultation' should be a priority. Residents of Wardell were significantly more likely to state that 'customer service improvements' should be a priority, whilst residents of Lennox Head were significantly less likely to.

Q10d. Thinking about the fourth key direction 'Engaged Leadership', for each of the following could you please indicate which are priorities for you/your household?



Base: N = 507, \*Base: N = 506



# Engaged Leadership

## Summary

59% of residents feel that investment for 'lobbying State and Federal Governments on behalf of our community' should be increased. Residents of Alstonville and Skennars Head and 50-64 year olds were significantly more likely to believe this, whilst 35-49 year olds were significantly less likely.

Those aged 65 and over and residents of Wardell were significantly more likely to feel that investment should be increased for 'customer service improvements'.

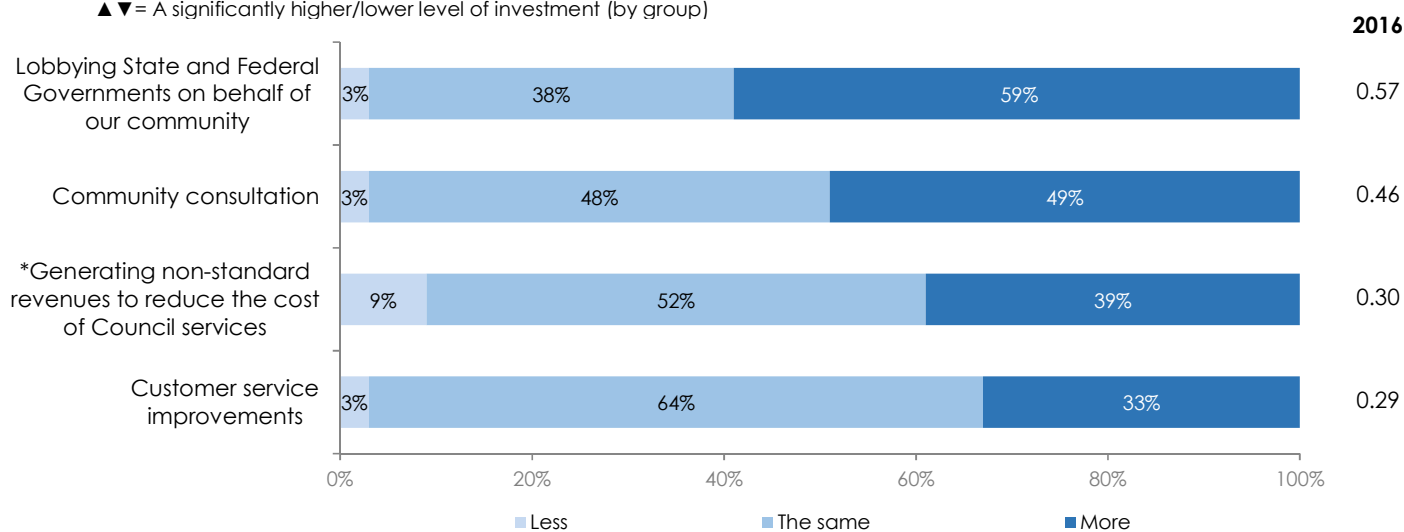
Q10d. Thinking about the fourth key direction 'Engaged Leadership', for each of the following could you please indicate whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area?

	Overall 2016	Male	Female	18-34	35-49	50-64	65+
Lobbying State and Federal Governments on behalf of our community	0.57	0.57	0.56	0.45	0.44▼	0.73▲	0.60
Community consultation	0.46	0.44	0.48	0.45	0.43	0.46	0.51
Generating non-standard revenues to reduce the cost of Council services	0.30	0.35	0.27	0.31	0.25	0.29	0.37
Customer service improvements	0.29	0.30	0.29	0.18	0.24	0.32	0.39▲

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Lobbying State and Federal Governments on behalf of our community	0.68▲	0.52	0.44	1.00▲	0.79	0.50	0.64
Community consultation	0.53	0.39	0.48	0.41	0.50	0.38	0.62
Generating non-standard revenues to reduce the cost of Council services	0.34	0.34	0.25	0.29	0.38	0.23	0.25
Customer service improvements	0.29	0.29	0.20	0.32	0.90▲	0.35	0.32

Scale: -1 = less, 0 = the same, 1 = more

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



Base: N = 507, \*Base: N = 506



# Other Future Priorities

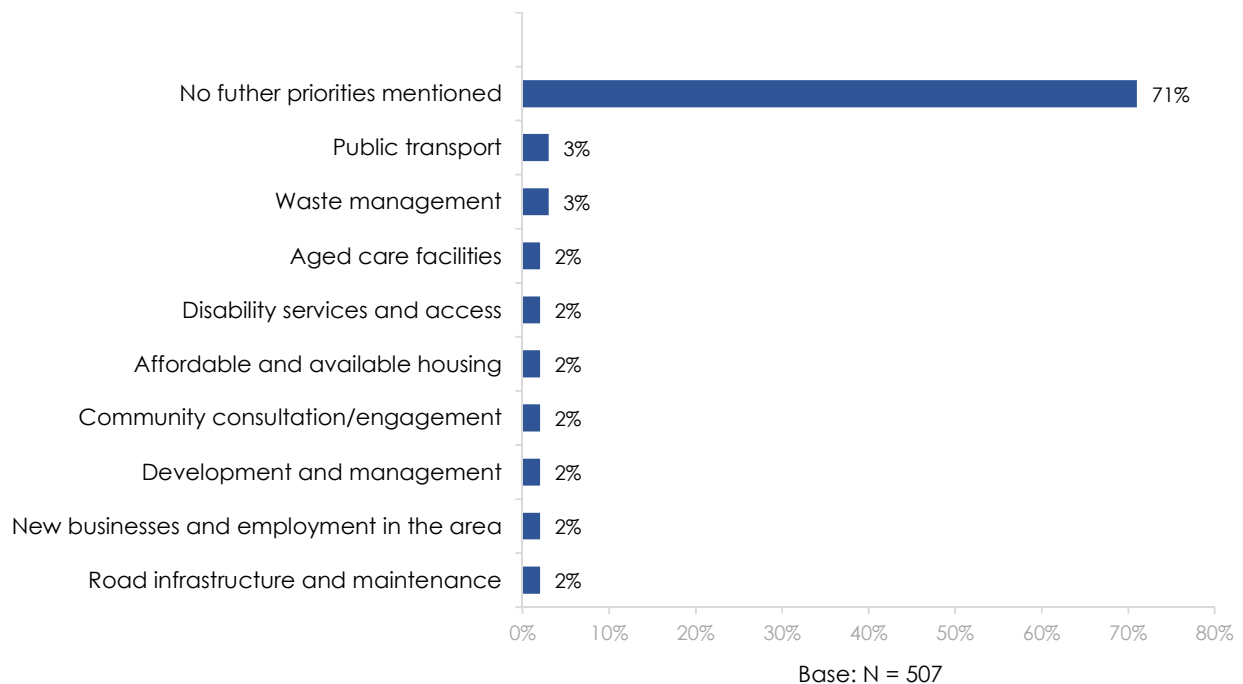
## Summary

Overall, 3% of residents believe that 'public transport' and 'waste management' are other priorities to consider in the future.

Q11. Can you think of any other priorities that should be considered in the future?

## Word Frequency Tagging

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





# **Detailed Findings –** **Importance of, and Satisfaction with,** **Council Services & Facilities**

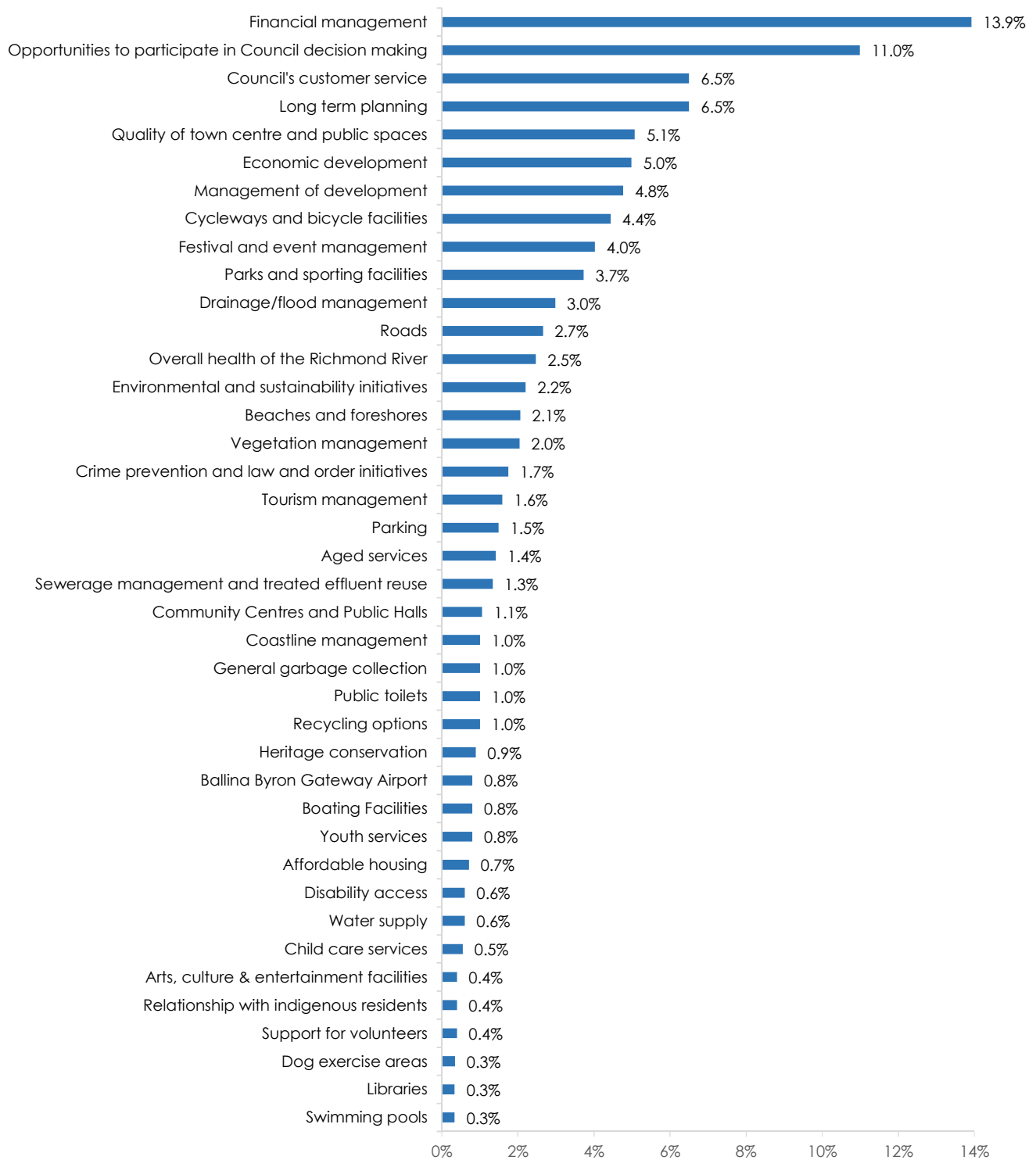


# Influence on Overall Satisfaction

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 40 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:





# Service Areas

Each of the 40 facilities/services were grouped into service areas as detailed below

## Community Facilities

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

## Infrastructure

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

## Human Services

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

## Corporate Services and Management

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

## An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

### *Importance*

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

### *Satisfaction*

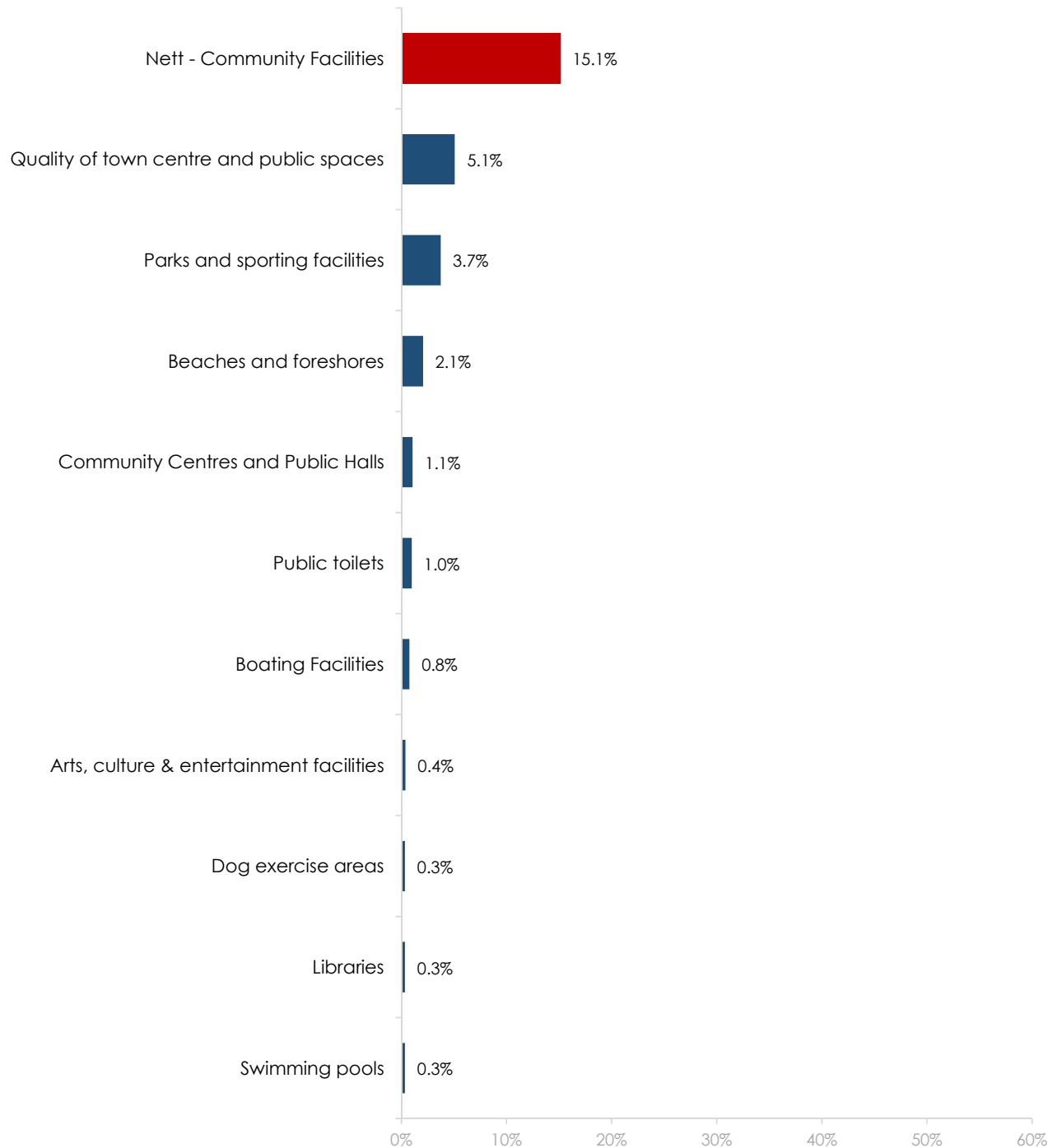
Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular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



# Service Area 1: Community Facilities

Shapley Regression

Contributes to Over 15% of Overall Satisfaction with Council



# Service Area 1: Community Facilities

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Beaches and foreshores
Very high	Quality of town centre and public spaces
High	Public toilets
	Parks and sporting facilities
Moderately high	Libraries
	Arts, culture & entertainment facilities
Moderate	Community Centres and Public Halls
	Swimming pools
	Dog exercise areas
Moderately low	Boating facilities

### Importance – by age

18-34 and 35-49 year olds considered 'beaches and foreshores' to be significantly more important. Additionally, 18-34 year old residents viewed 'public toilets' to be significantly more important, whilst 35-49 year olds felt that 'parks and sporting facilities' and 'swimming pools' were significantly more important.

Residents 65 and over rated 'boating facilities' as significantly more important, but 'parks and sporting facilities', 'swimming pools' and 'beaches and foreshores' as significantly less important.

### Importance – by gender

Females considered 'libraries', 'quality of town centre and public spaces', 'public toilets' and 'arts, culture & entertainment facilities' to be significantly more important.

### Importance – by area

Residents of Lennox Head and Skennars Head viewed 'quality of town centre and public spaces' and 'arts, culture & entertainment facilities' to be significantly more important, with residents of Lennox Head also viewing 'parks and sporting facilities' and 'beaches and foreshores' to be significantly more important. Residents of Wardell rated 'parks and sporting facilities' and 'public toilets' as significantly more important.

Residents of Ballina considered 'boating facilities' to be significantly more important, but 'public toilets' to be significantly less important. Residents of Wollongbar considered 'boating facilities' to be significantly less important, and residents that came under the Rural/Other category viewed 'parks and sporting facilities', 'libraries' and 'beaches and foreshores' as significantly less important.

### Importance – compared to 2014

The importance of 'boating facilities' was significantly lower in 2016 compared to 2014.



# Service Area 1: Community Facilities

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.90	3.91	3.90	4.14	4.31	3.79	3.50
Libraries	3.72	3.39	4.02	3.87	3.74	3.57	3.78
Community Centres and Public Halls	3.58	3.55	3.61	3.66	3.54	3.60	3.56
Quality of town centre and public spaces	4.20	4.08	4.31	4.22	4.21	4.28	4.10
Swimming pools	3.52	3.49	3.55	3.64	4.07	3.33	3.14
Dog exercise areas	3.03	2.87	3.17	3.30	2.96	3.04	2.90
Public toilets	4.17	3.97	4.35	4.47	4.05	4.15	4.12
Beaches and foreshores	4.67	4.60	4.72	4.84	4.82	4.62	4.46
Boating facilities	2.99	3.02	2.97	2.94	2.86	2.94	3.20
Arts, culture & entertainment facilities	3.67	3.35	3.96	3.46	3.78	3.62	3.78

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Parks and sporting facilities	3.77	3.88	4.31	3.41	4.53	3.77	3.50
Libraries	3.82	3.70	3.90	3.69	3.85	3.72	3.20
Community Centres and Public Halls	3.55	3.50	3.84	3.20	4.11	3.67	3.34
Quality of town centre and public spaces	4.16	4.16	4.43	4.70	4.34	4.08	3.92
Swimming pools	3.61	3.51	3.71	2.71	3.95	3.24	3.20
Dog exercise areas	2.95	3.07	3.12	3.38	3.73	2.49	2.99
Public toilets	4.30	4.01	4.29	4.29	4.68	4.06	4.26
Beaches and foreshores	4.60	4.67	4.91	4.52	4.57	4.66	4.36
Boating facilities	2.84	3.27	2.87	2.71	3.48	2.44	2.84
Arts, culture & entertainment facilities	3.59	3.71	3.97	4.27	4.00	3.18	3.26

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

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Parks and sporting facilities	7%	5%	19%	30%	39%	100%	507
Libraries	10%	9%	17%	27%	37%	100%	507
Community Centres and Public Halls	7%	10%	28%	28%	27%	100%	507
Quality of town centre and public spaces	2%	2%	16%	34%	46%	100%	507
Swimming pools	15%	9%	20%	20%	36%	100%	507
Dog exercise areas	27%	13%	17%	16%	27%	100%	507
Public toilets	4%	4%	14%	26%	52%	100%	507
Beaches and foreshores	2%	0%	4%	15%	78%	100%	507
Boating facilities	24%	17%	17%	19%	23%	100%	507
Arts, culture & entertainment facilities	7%	10%	22%	28%	32%	100%	507



# Service Area 1: Community Facilities

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

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

### Satisfaction – by age

18-34 year olds were significantly less satisfied with 'quality of town centre and public spaces', 35-49 year olds were significantly less satisfied with 'libraries', and 50-64 year olds were significantly less satisfied with 'swimming pools'.

Residents aged 65 and over were significantly more satisfied with all services/facilities, excluding, 'beaches and foreshores', 'dog exercise areas' and 'boating facilities'.

### Satisfaction – by gender

Females were significantly more satisfied with 'libraries' and 'beaches and foreshores', whilst males were significantly more satisfied with 'dog exercise areas'.

### Satisfaction – by area

Ballina residents were significantly more satisfied with 'public toilets', whilst residents of Wollongbar were significantly more satisfied with 'swimming pools' and 'boating facilities', but significantly less satisfied with 'parks and sporting facilities' and 'libraries'.

Residents of Lennox Head were significantly less satisfied with 'swimming pools', whilst Skennars Head residents were significantly less satisfied with 'public toilets'.

### Satisfaction – compared to 2014

Residents were significantly more satisfied with 'dog exercise areas' and 'public toilets' in 2016.



# Service Area 1: Community Facilities

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Parks and sporting facilities	3.67	3.73	3.61	3.42	3.50	3.75	4.01
Libraries	4.25	4.08	4.36	4.19	4.01	4.22	4.53
Community Centres and Public Halls	3.65	3.74	3.57	3.50	3.67	3.51	3.88
Quality of town centre and public spaces	3.61	3.58	3.63	3.32	3.44	3.65	3.90
Swimming pools	3.61	3.74	3.50	3.99	3.43	3.35	3.91
Dog exercise areas	3.51	3.78	3.32	3.52	3.48	3.43	3.61
Public toilets	3.30	3.34	3.26	3.26	3.23	3.18	3.51
Beaches and foreshores	4.07	3.91	4.20	4.13	4.02	3.98	4.16
Boating facilities	3.60	3.57	3.63	3.66	3.47	3.49	3.75
Arts, culture & entertainment facilities	3.40	3.33	3.45	3.36	3.30	3.28	3.63

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Parks and sporting facilities	3.86	3.72	3.61	4.05	3.74	2.87	3.50
Libraries	4.29	4.32	4.33	4.23	4.66	3.70	3.93
Community Centres and Public Halls	3.82	3.65	3.50	2.67	4.08	3.84	3.51
Quality of town centre and public spaces	3.79	3.62	3.38	3.90	3.76	3.46	3.62
Swimming pools	3.74	3.64	3.32	4.07	3.73	4.13	3.41
Dog exercise areas	3.38	3.45	3.76	3.74	3.54	2.84	3.75
Public toilets	3.24	3.52	3.25	2.53	3.44	3.10	3.00
Beaches and foreshores	4.22	4.05	4.12	4.04	3.93	3.80	3.86
Boating facilities	3.79	3.53	3.56	2.66	3.45	4.14	3.56
Arts, culture & entertainment facilities	3.58	3.35	3.35	3.28	3.62	3.61	3.13

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

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Parks and sporting facilities	3%	8%	29%	39%	21%	100%	356
Libraries	0%	3%	11%	43%	43%	100%	325
Community Centres and Public Halls	3%	11%	27%	38%	22%	100%	280
Quality of town centre and public spaces	1%	11%	30%	42%	16%	100%	407
Swimming pools	5%	8%	29%	36%	21%	100%	284
Dog exercise areas	8%	10%	27%	31%	23%	100%	218
Public toilets	4%	14%	42%	25%	14%	100%	397
Beaches and foreshores	3%	3%	18%	37%	39%	100%	473
Boating facilities	4%	11%	28%	35%	22%	100%	213
Arts, culture & entertainment facilities	3%	11%	40%	32%	13%	100%	306

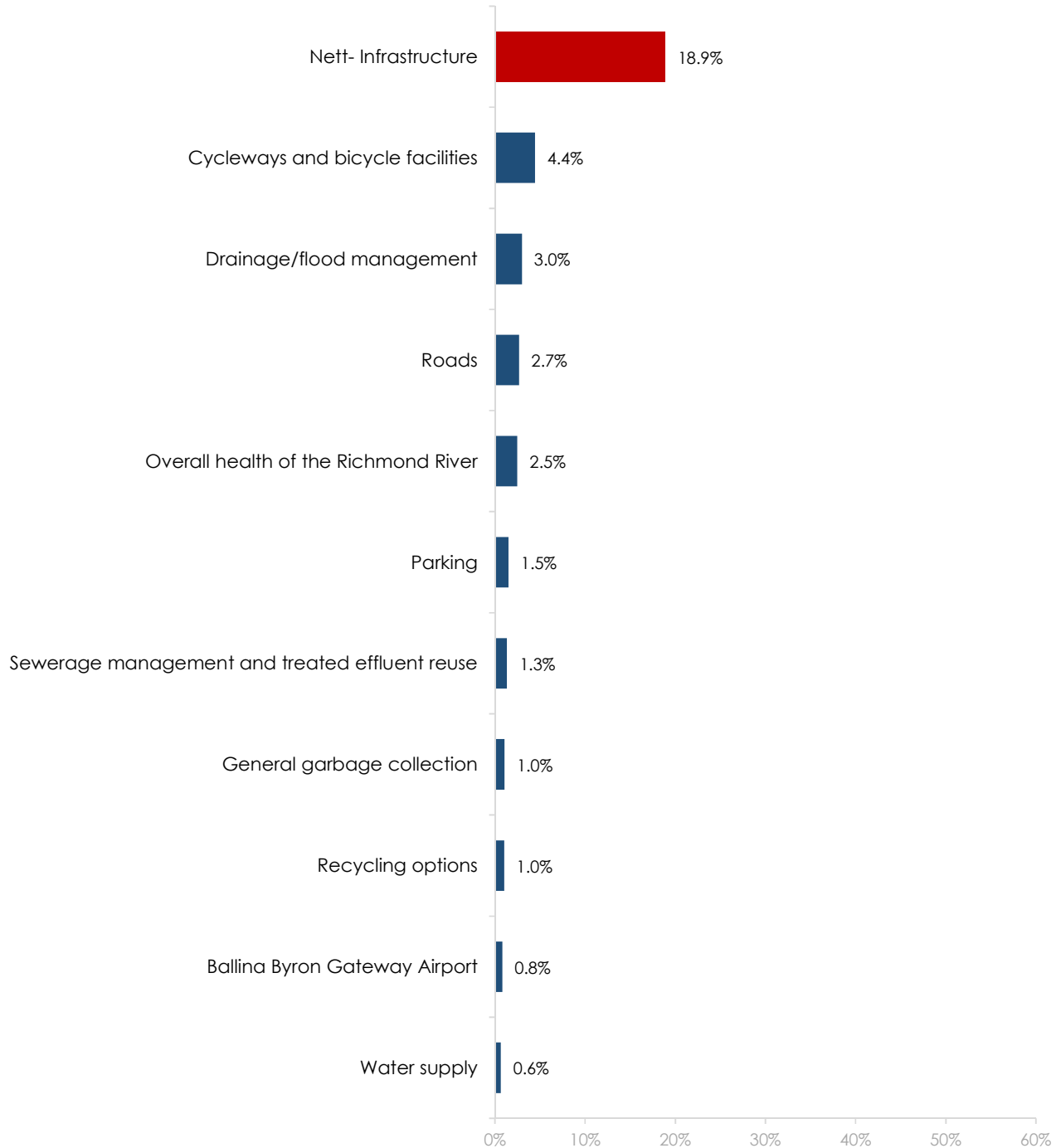




# Service Area 2: Infrastructure

## Shapley Regression

Contributes to 19% of Overall Satisfaction with Council



# Service Area 2: Infrastructure

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

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

### Importance – by age

18-34 year olds viewed 'water supply', 'parking' and 'Ballina Byron Gateway Airport' to be significantly more important, whilst 50-64 year old residents rated 'roads' as significantly more important.

35-49 year olds viewed 'cycleways and bicycle facilities' to be significantly more important and 'parking' as significantly less important. Residents aged 65 and over rated 'general garbage collection' to be significantly more important but considered 'cycleways and bicycle facilities' to be significantly less important.

### Importance – by gender

Females rated the following 5 services and facilities as significantly more important:

- General garbage collection
- Sewerage management and treated effluent reuse
- Overall health of the Richmond River
- Recycling options
- Parking

### Importance – by area

Ballina residents viewed 'water supply' and 'drainage/flood management' as significantly more important, whilst residents of Lennox Head considered 'water supply', 'recycling options' and 'cycleways and bicycle facilities' as significantly more important.

Residents of Skennars Head considered 'cycleways and bicycle paths' to be significantly more important, whilst Wardell residents viewed 'sewerage management and treated effluent reuse' as significantly more important. Wollongbar residents considered 'roads' and 'general garbage collection' to be significantly higher in importance.

Residents of Alstonville rated 'roads' as significantly more important and 'drainage/flood management' as significantly less. Residents of Rural/Other areas rated 'water supply', 'sewerage management and treated effluent reuse' and 'cycleways and bicycle facilities' as significantly less important.

### Importance – compared to 2014

Residents rated 'water supply' and 'sewerage management and treated effluent reuse' of significantly higher importance in 2016.



## Service Area 2: Infrastructure

### Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Roads	4.73	4.69	4.76	4.70	4.62	4.83	4.73
General garbage collection	4.67	4.51	4.81	4.53	4.58	4.74	4.77
Recycling options	4.57	4.41	4.72	4.36	4.68	4.62	4.57
Sewerage management and treated effluent reuse	4.17	4.03	4.29	4.24	3.94	4.28	4.21
Cycleways and bicycle facilities	3.88	3.78	3.97	3.97	4.12	3.93	3.56
Water supply	4.60	4.58	4.63	4.85	4.47	4.51	4.66
Parking	4.37	4.21	4.52	4.65	4.13	4.32	4.48
Drainage/flood management	4.22	4.12	4.30	4.18	4.05	4.35	4.24
Ballina Byron Gateway Airport	4.52	4.44	4.58	4.76	4.41	4.44	4.52
Overall health of the Richmond River	4.65	4.56	4.72	4.61	4.60	4.72	4.64

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Roads	4.83	4.69	4.63	4.85	4.84	4.87	4.69
General garbage collection	4.71	4.63	4.67	4.69	4.74	4.84	4.59
Recycling options	4.54	4.57	4.77	4.63	4.63	4.35	4.39
Sewerage management and treated effluent reuse	4.31	4.20	4.35	3.74	4.67	3.97	3.40
Cycleways and bicycle facilities	3.72	3.98	4.27	4.53	4.18	3.24	3.25
Water supply	4.50	4.82	4.84	4.74	4.48	4.51	3.48
Parking	4.42	4.46	4.22	4.52	4.32	4.60	4.06
Drainage/flood management	3.91	4.39	4.23	4.24	4.68	4.15	4.12
Ballina Byron Gateway Airport	4.55	4.49	4.52	4.33	4.63	4.57	4.47
Overall health of the Richmond River	4.72	4.69	4.62	4.16	4.79	4.38	4.63

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

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Roads	0%	1%	5%	14%	80%	100%	507
General garbage collection	0%	1%	6%	17%	76%	100%	507
Recycling options	2%	2%	6%	18%	72%	100%	507
Sewerage management and treated effluent reuse	5%	6%	13%	21%	55%	100%	507
Cycleways and bicycle facilities	10%	6%	15%	24%	45%	100%	507
Water supply	4%	1%	4%	12%	79%	100%	507
Parking	1%	3%	9%	29%	57%	100%	507
Drainage/flood management	3%	3%	15%	26%	52%	100%	507
Ballina Byron Gateway Airport	1%	3%	9%	18%	69%	100%	507
Overall health of the Richmond River	1%	1%	6%	17%	75%	100%	507



# Service Area 2: Infrastructure

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

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

### Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with all services and facilities, with the exception of 'cycleways and bicycle facilities' and 'roads'.

18-34 year olds were significantly less satisfied with 'Ballina Byron Gateway Airport', 35-49 year olds were significantly less satisfied with 'drainage/flood management', and 50-64 year olds were significantly less satisfied with 'roads'.

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by area

Ballina and Skennars Head residents were significantly more satisfied with 'Ballina Byron Gateway Airport' and 'cycleways and bicycle facilities', whilst Wollongbar Skennars Head residents were significantly more satisfied with 'drainage/flood management'. Residents of Lennox Head were significantly more satisfied with 'roads', but significantly less satisfied with 'cycleways and bicycle facilities'.

Residents of Rural/Other areas were significantly less satisfied with 'water supply', 'roads' and 'drainage/flood management'.

### Satisfaction – compared to 2014

Residents were significantly more satisfied with 'water supply', 'sewerage management and treated effluent reuse', 'cycleways and bicycle facilities' and 'roads' in 2016.



# Service Area 2: Infrastructure

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Roads	3.42	3.47	3.37	3.63	3.51	3.18	3.46
General garbage collection	4.10	4.08	4.11	3.88	3.98	4.15	4.27
Recycling options	4.00	3.96	4.04	3.77	4.00	3.88	4.28
Sewerage management and treated effluent reuse	4.02	4.03	4.01	4.02	3.86	3.94	4.22
Cycleways and bicycle facilities	3.73	3.63	3.81	3.86	3.60	3.65	3.86
Water supply	4.28	4.31	4.25	4.43	4.07	4.17	4.46
Parking	3.41	3.36	3.46	3.33	3.25	3.40	3.62
Drainage/flood management	3.39	3.35	3.42	3.72	3.11	3.23	3.57
Ballina Byron Gateway Airport	4.10	3.99	4.19	3.75	3.99	4.07	4.45
Overall health of the Richmond River	3.23	3.14	3.31	3.16	3.25	3.13	3.38

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Roads	3.32	3.49	3.64	3.48	2.90	3.38	3.02
General garbage collection	4.17	4.13	4.09	4.10	4.18	3.73	4.09
Recycling options	4.02	4.04	4.07	3.46	3.48	3.64	4.22
Sewerage management and treated effluent reuse	4.12	4.03	3.95	4.55	4.01	4.03	3.70
Cycleways and bicycle facilities	3.63	3.94	3.47	4.39	3.17	3.90	3.38
Water supply	4.34	4.29	4.39	4.27	3.86	4.42	3.52
Parking	3.31	3.36	3.49	3.93	3.51	3.71	3.37
Drainage/flood management	3.59	3.29	3.47	3.92	2.85	4.03	2.75
Ballina Byron Gateway Airport	3.93	4.25	3.92	4.69	4.09	3.99	4.26
Overall health of the Richmond River	3.19	3.25	3.38	3.54	3.15	3.09	3.03

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

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

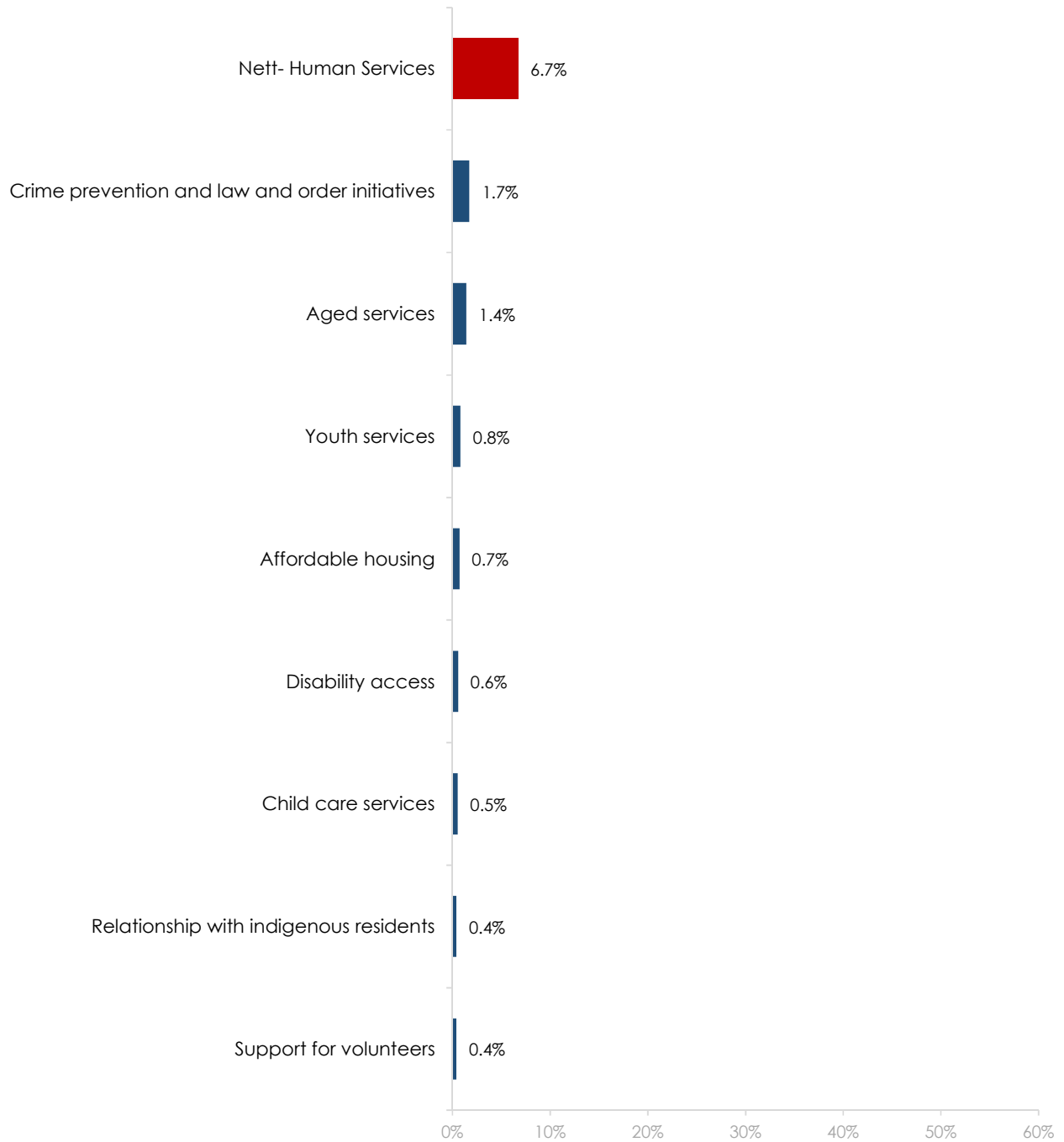
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Roads	4%	13%	35%	35%	14%	100%	477
General garbage collection	3%	6%	14%	32%	45%	100%	472
Recycling options	3%	6%	19%	31%	41%	100%	457
Sewerage management and treated effluent reuse	1%	4%	20%	39%	35%	100%	384
Cycleways and bicycle facilities	3%	10%	26%	35%	27%	100%	349
Water supply	4%	2%	10%	31%	53%	100%	461
Parking	4%	12%	39%	30%	15%	100%	437
Drainage/flood management	6%	13%	31%	34%	15%	100%	397
Ballina Byron Gateway Airport	2%	4%	16%	40%	39%	100%	444
Overall health of the Richmond River	6%	13%	42%	28%	10%	100%	467



# Service Area 3: Human Services

## Shapley Regression

Contributes to Over 6% of Overall Satisfaction with Council



# Service Area 3: Human Services

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

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

### Importance – by age

18-34 year olds viewed 'child care services' to be significantly more important, whilst residents aged 50-64 and 65 and over considered it to be significantly less important. Residents aged 65 and over also rated 'crime prevention and law and order initiatives', 'support for volunteers', 'disability access' and 'aged services' as significantly higher in importance.

35-49 year olds rated 'aged services', 'support for volunteers' and 'disability access' as significantly less important.

### Importance – by gender

Females considered the following 5 services to be significantly more important:

- Youth services
- Disability access
- Crime prevention and law and order initiatives
- Relationship with indigenous residents
- Affordable housing

### Importance – by area

Ballina residents rated 'crime prevention and law and order initiatives' as significantly more important, whilst Wardell residents rated 'support for volunteers' as significantly more important'. Residents of Lennox Head viewed 'youth services' to be significantly more important, but 'aged services' as significantly less important.

### Importance – compared to 2014

Residents rated 'aged services' significantly lower in importance in 2016.



# Service Area 3: Human Services

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Child care services	3.16	3.11	3.20	4.08	3.30	2.69	2.92
Youth services	3.46	3.28	3.62	3.81	3.60	3.26	3.32
Aged services	3.99	3.89	4.08	3.79	3.51	4.05	4.48
Relationship with indigenous residents	3.97	3.74	4.18	4.02	3.91	3.95	4.03
Support for volunteers	4.21	4.10	4.32	4.08	3.98	4.31	4.41
Disability access	4.16	3.95	4.34	4.22	3.76	4.26	4.37
Affordable housing	4.00	3.71	4.27	4.26	4.04	3.85	3.96
Crime prevention and law and order initiatives	4.52	4.33	4.69	4.47	4.38	4.49	4.70

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Child care services	3.12	3.06	3.37	2.81	3.64	3.52	2.83
Youth services	3.36	3.49	3.78	3.29	3.80	3.11	3.11
Aged services	4.04	4.10	3.61	4.25	4.38	4.04	4.03
Relationship with indigenous residents	3.94	4.00	4.13	4.48	4.11	3.82	3.57
Support for volunteers	4.18	4.23	4.31	4.40	5.00	3.91	4.04
Disability access	4.25	4.18	4.10	4.45	4.42	4.17	3.80
Affordable housing	4.00	4.05	4.20	3.81	4.02	3.78	3.59
Crime prevention and law and order initiatives	4.54	4.64	4.39	4.54	4.79	4.16	4.43

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

Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Child care services	27%	11%	14%	15%	33%	100%	507
Youth services	18%	10%	14%	23%	34%	100%	507
Aged services	10%	5%	12%	20%	53%	100%	507
Relationship with indigenous residents	7%	6%	15%	28%	45%	100%	507
Support for volunteers	3%	3%	16%	27%	52%	100%	507
Disability access	6%	6%	10%	22%	56%	100%	507
Affordable housing	10%	5%	14%	16%	55%	100%	507
Crime prevention and law and order initiatives	1%	3%	8%	21%	67%	100%	507





# Service Area 3: Human Services

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

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

### Satisfaction – by age

Residents aged 65 and over were significantly more satisfied with, 'support for volunteers', 'disability access', 'relationship with indigenous residents' and 'affordable housing'.

Residents aged 50-64 were significantly less satisfied with 'crime prevention and law and order initiatives', 'disability access', 'relationship with indigenous residents', 'youth services', and 'affordable housing'.

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by area

Skennars Head residents were significantly more satisfied with 'youth services', whilst Ballina residents were significantly more satisfied with all services, excluding 'crime prevention and law and order initiatives' and 'disability access'.

Residents of Alstonville were significantly less satisfied with 'aged services' and 'youth services', whilst Lennox Head residents were significantly less satisfied with 'relationship with indigenous residents' and 'affordable housing'. Wardell and Wollongbar residents were both significantly less satisfied with 'child care services' and residents of Rural/Other areas were significantly less satisfied with 'disability access'.

### Satisfaction – compared to 2014

Residents were significantly more satisfied with 'youth services' in 2016.



# Service Area 3: Human Services

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Child care services	3.60	3.65	3.56	3.59	3.59	3.41	3.79
Youth services	3.26	3.33	3.21	3.34	3.28	3.04	3.40
Aged services	3.74	3.70	3.76	3.80	3.72	3.58	3.85
Relationship with indigenous residents	3.27	3.35	3.21	3.30	3.16	3.05	3.56
Support for volunteers	3.70	3.64	3.76	3.49	3.63	3.59	3.98
Disability access	3.53	3.61	3.46	3.55	3.57	3.33	3.69
Affordable housing	2.80	2.83	2.78	2.84	2.68	2.57	3.09
Crime prevention and law and order initiatives	3.56	3.58	3.54	3.75	3.59	3.32	3.66

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Child care services	3.57	3.83	3.56	3.85	2.93	3.17	3.52
Youth services	3.00	3.43	3.26	4.15	3.08	3.13	3.15
Aged services	3.46	3.92	3.95	4.31	3.02	3.54	3.47
Relationship with indigenous residents	3.20	3.46	3.00	3.19	3.53	3.45	2.93
Support for volunteers	3.61	3.87	3.63	3.51	3.92	3.51	3.50
Disability access	3.46	3.64	3.54	3.68	3.57	3.48	3.16
Affordable housing	2.86	2.99	2.46	2.79	2.17	2.80	2.77
Crime prevention and law and order initiatives	3.57	3.48	3.74	3.43	3.68	3.78	3.37

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

Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

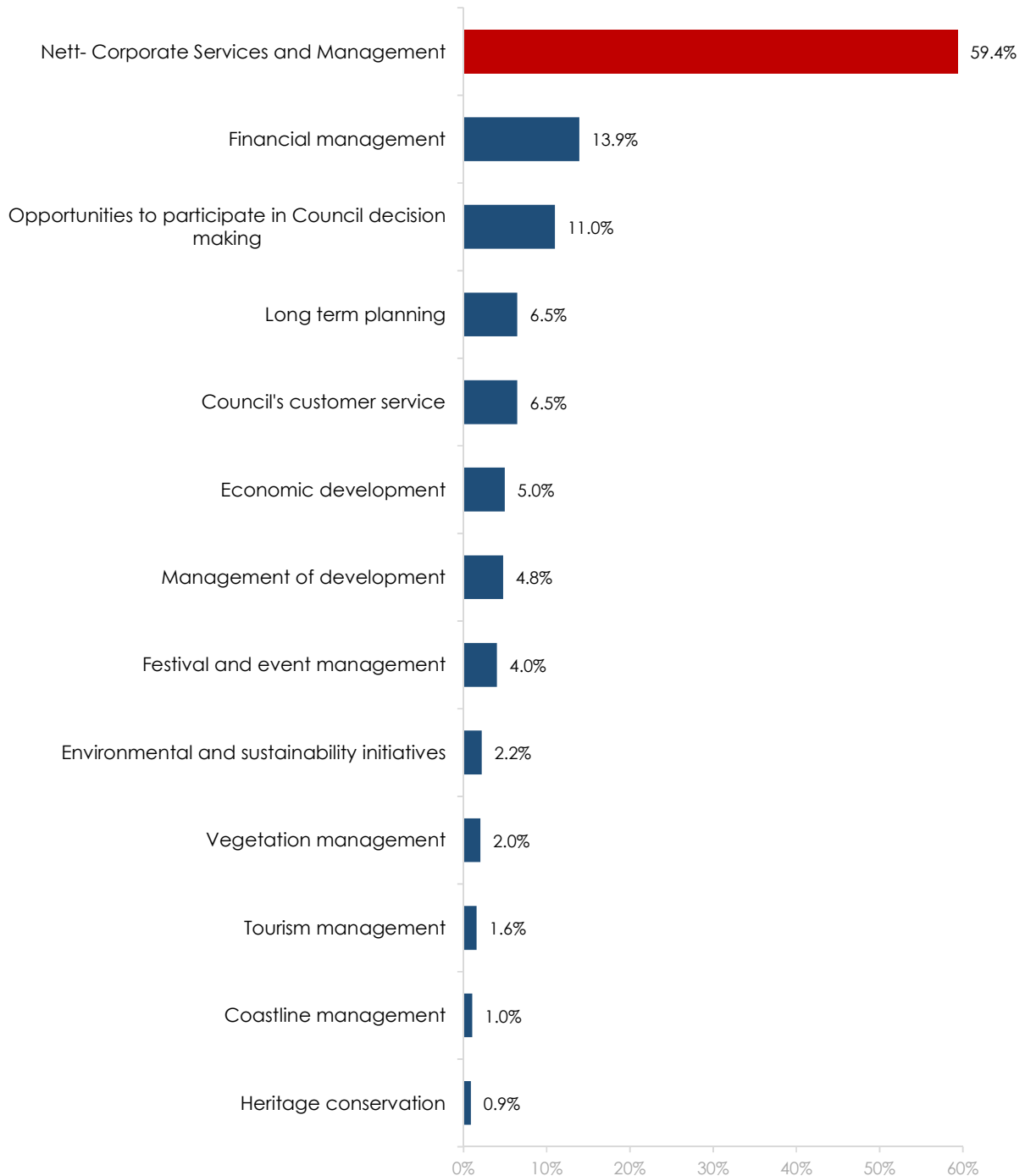
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Child care services	3%	9%	31%	40%	18%	100%	243
Youth services	3%	12%	48%	27%	9%	100%	289
Aged services	2%	9%	29%	34%	26%	100%	365
Relationship with indigenous residents	3%	18%	38%	30%	11%	100%	367
Support for volunteers	1%	6%	35%	37%	21%	100%	394
Disability access	3%	11%	35%	35%	17%	100%	395
Affordable housing	15%	22%	39%	16%	8%	100%	360
Crime prevention and law and order initiatives	3%	10%	33%	33%	20%	100%	448



# Service Area 4: Corporate Services and Management

Shapley Regression

Contributes to Over 59% of Overall Satisfaction with Council



# Service Area 4: Corporate Services and Management

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

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

### Importance – by age

Residents aged 50 and over considered 'financial management' to be significantly more important, whilst 35-49 year olds viewed it to be significantly less. Residents aged 65 and over also rated 'Council's customer service' as significantly more important.

### Importance – by gender

Females rated 'coastline management', 'environmental and sustainability initiatives', 'Council's customer service', 'vegetation management', 'heritage conservation' and 'festival and event management' as significantly more important.

### Importance – by area

Lennox Head residents viewed 'coastline management' 'environmental and sustainability initiatives' and 'management of development' as significantly more important. Skennars Head residents considered 'festival and event management' as significantly more important, whilst residents of Rural/Other areas rated 'long term planning' as significantly more important.

### Importance – compared to 2014

There were no significant differences between 2016 and 2014.



# Service Area 4: Corporate Services and Management

## Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Council's customer service	4.20	4.02	4.35	4.08	4.01	4.21	4.43
Opportunities to participate in Council decision making	4.01	4.00	4.02	4.12	3.91	4.02	4.00
Management of development	4.19	4.18	4.20	4.10	4.21	4.24	4.17
Economic development	4.19	4.25	4.13	4.31	4.21	4.06	4.23
Vegetation management	4.20	4.00	4.37	4.10	4.15	4.22	4.27
Tourism management	4.16	4.09	4.22	4.12	4.02	4.20	4.28
Coastline management	4.50	4.40	4.58	4.50	4.45	4.59	4.44
Financial management	4.31	4.30	4.32	4.08	3.97	4.53	4.53
Festival and event management	3.85	3.64	4.04	3.98	3.78	3.78	3.91
Environmental and sustainability initiatives	4.37	4.18	4.53	4.34	4.39	4.34	4.39
Long term planning	4.53	4.47	4.59	4.39	4.47	4.62	4.60
Heritage conservation	4.03	3.81	4.22	3.79	3.95	4.13	4.13

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Council's customer service	4.16	4.24	4.17	4.14	4.53	4.03	4.23
Opportunities to participate in Council decision making	4.17	3.92	4.12	3.83	4.04	3.71	3.99
Management of development	4.09	4.08	4.47	4.11	4.49	4.29	4.16
Economic development	4.15	4.10	4.28	4.54	4.51	4.34	4.18
Vegetation management	4.25	4.23	4.26	4.52	4.00	3.71	4.15
Tourism management	4.12	4.22	4.15	4.48	4.49	3.99	4.02
Coastline management	4.39	4.49	4.74	4.64	4.47	4.37	4.32
Financial management	4.41	4.26	4.20	4.69	4.68	4.13	4.44
Festival and event management	3.81	3.95	3.84	4.59	3.86	3.64	3.58
Environmental and sustainability initiatives	4.32	4.39	4.60	4.19	4.12	4.14	4.16
Long term planning	4.58	4.46	4.52	4.59	4.79	4.51	4.73
Heritage conservation	4.05	4.08	4.06	3.93	4.31	3.81	3.78

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

Significantly higher/lower level of importance (by group)



## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Council's customer service	2%	2%	18%	28%	49%	100%	507
Opportunities to participate in Council decision making	6%	5%	17%	27%	46%	100%	507
Management of development	5%	3%	13%	26%	52%	100%	507
Economic development	3%	3%	17%	24%	52%	100%	507
Vegetation management	3%	3%	15%	28%	51%	100%	507
Tourism management	3%	3%	17%	28%	49%	100%	507
Coastline management	2%	0%	9%	22%	66%	100%	507
Financial management	3%	1%	15%	23%	57%	100%	507
Festival and event management	5%	4%	28%	27%	36%	100%	507
Environmental and sustainability initiatives	2%	3%	12%	23%	60%	100%	507
Long term planning	1%	2%	9%	18%	70%	100%	507
Heritage conservation	4%	4%	20%	29%	43%	100%	507



# Service Area 4: Corporate Services and Management

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

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

### Satisfaction – by age

18-34 year olds were significantly more satisfied with 'coastline management', whilst residents aged 65 and over were significantly more satisfied with 'tourism management', 'environmental and sustainability initiatives', 'economic development', 'long term planning' and 'management of development'.

Residents aged 50-64 were significantly less satisfied with all services, excluding 'festivals and event management', 'economic development' and 'opportunities to participate in Council decision making'.

### Satisfaction – by gender

Females were significantly more satisfied with 'tourism management', 'economic development', 'long term planning', 'management of development' and 'opportunities to participate in Council decision making'.

### Satisfaction – by area

Ballina residents were significantly more satisfied with 'economic development' and 'long term planning', whilst residents of Skennars Head were significantly more satisfied with 'festival and event management' and significantly less satisfied with 'financial management'.

Lennox Head residents were significantly less satisfied with 'long term planning', Wollongbar residents were significantly less satisfied with 'economic development', and residents of Rural/Other areas were significantly less satisfied with 'Council's customer service', 'management of development' and 'opportunities to participate in Council decision making'.

### Satisfaction – compared to 2014

Satisfaction significantly improved in 2016 compared to 2014 for the following 7 services:

- Economic development
- Coastline management
- Festival and event management
- Long term planning
- Tourism management
- Financial management
- Environmental and sustainability initiatives



# Service Area 4: Corporate Services and Management

## Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Council's customer service	3.71	3.61	3.78	3.89	3.77	3.46	3.78
Opportunities to participate in Council decision making	3.07	2.87	3.25	3.24	2.95	2.92	3.24
Management of development	3.16	3.01	3.28	3.16	3.19	2.88	3.41
Economic development	3.31	3.19	3.42	3.31	3.24	3.19	3.48
Vegetation management	3.44	3.44	3.43	3.71	3.51	3.12	3.53
Tourism management	3.71	3.54	3.85	3.86	3.60	3.47	3.96
Coastline management	3.68	3.72	3.64	4.02	3.75	3.40	3.70
Financial management	3.54	3.50	3.58	3.68	3.64	3.35	3.60
Festival and event management	3.79	3.73	3.83	4.03	3.74	3.66	3.80
Environmental and sustainability initiatives	3.49	3.48	3.49	3.50	3.47	3.29	3.69
Long term planning	3.27	3.12	3.40	3.34	3.22	3.06	3.49
Heritage conservation	3.50	3.52	3.48	3.68	3.54	3.28	3.60

	Alstonville	Ballina	Lennox Head	Skennars Head	Wardell	Wollongbar	Rural/Other
Council's customer service	3.76	3.77	3.94	3.88	2.56	3.55	3.24
Opportunities to participate in Council decision making	3.22	3.24	2.90	3.05	3.06	2.88	2.57
Management of development	3.27	3.28	3.05	3.15	3.54	3.03	2.64
Economic development	3.34	3.48	3.26	3.13	2.92	2.93	3.15
Vegetation management	3.34	3.44	3.69	3.15	3.74	3.29	3.20
Tourism management	3.74	3.74	3.71	3.91	3.40	3.52	3.65
Coastline management	3.74	3.66	3.73	3.55	3.55	3.63	3.58
Financial management	3.59	3.59	3.66	2.79	3.51	3.28	3.36
Festival and event management	3.88	3.85	3.54	4.29	3.56	3.99	3.57
Environmental and sustainability initiatives	3.52	3.55	3.50	3.44	3.16	3.42	3.17
Long term planning	3.35	3.43	3.02	3.38	3.42	3.08	3.06
Heritage conservation	3.54	3.56	3.46	3.43	3.42	3.39	3.32

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

Significantly higher/lower level of satisfaction (by group)





## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Council's customer service	5%	8%	25%	36%	26%	100%	390
Opportunities to participate in Council decision making	10%	22%	31%	24%	13%	100%	367
Management of development	6%	18%	39%	27%	9%	100%	400
Economic development	2%	11%	47%	32%	7%	100%	387
Vegetation management	3%	13%	33%	37%	13%	100%	399
Tourism management	1%	7%	31%	41%	20%	100%	389
Coastline management	2%	7%	32%	40%	19%	100%	448
Financial management	3%	12%	28%	42%	15%	100%	405
Festival and event management	2%	5%	27%	45%	22%	100%	319
Environmental and sustainability initiatives	2%	11%	39%	35%	14%	100%	423
Long term planning	4%	17%	38%	30%	11%	100%	443
Heritage conservation	2%	12%	31%	43%	11%	100%	363



# Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2016	2014	2016	2014
Parks and sporting facilities	3.90	3.75	3.67	3.66
Libraries	3.72	3.67	4.25	4.23
Community Centres and Public Halls	3.58	3.47	3.65	3.64
Quality of town centre and public spaces	4.20	4.08	3.61	3.66
Swimming pools	3.52	3.54	3.61	3.57
Dog exercise areas	3.03	3.19	3.51	3.20
Public toilets	4.17	4.09	3.30	3.00
Beaches and foreshores	4.67	4.57	4.07	4.07
Boating facilities	2.99	3.28	3.60	3.51
Arts, culture & entertainment facilities	3.67	N/A	3.40	N/A
Roads	4.73	4.65	3.42	3.10
General garbage collection	4.67	4.64	4.10	4.10
Recycling options	4.57	4.50	4.00	3.86
Sewerage management and treated effluent reuse	4.17	3.98	4.02	3.83
Cycleways and bicycle facilities	3.88	3.88	3.73	3.51
Water supply	4.60	4.27	4.28	4.11
Parking	4.37	4.28	3.41	3.31
Drainage/flood management	4.22	4.17	3.39	3.33
Ballina Byron Gateway Airport	4.52	4.45	4.10	4.17
Overall health of the Richmond River	4.65	4.56	3.23	3.25
Child care services	3.16	3.38	3.60	3.57
Youth services	3.46	3.65	3.26	3.07
Aged services	3.99	4.18	3.74	3.68
Relationship with indigenous residents	3.97	3.99	3.27	3.22
Support for volunteers	4.21	4.27	3.70	3.58
Disability access	4.16	4.20	3.53	3.47
Affordable housing	4.00	4.02	2.80	2.78
Crime prevention and law and order initiatives	4.52	4.51	3.56	3.44
Council's customer service	4.20	4.21	3.71	3.64
Opportunities to participate in Council decision making	4.01	3.97	3.07	3.21
Management of development	4.19	4.18	3.16	3.01
Economic development	4.19	4.14	3.31	3.15
Vegetation management	4.20	4.18	3.44	3.39
Tourism management	4.16	4.19	3.71	3.53
Coastline management	4.50	4.48	3.68	3.51
Financial management	4.31	4.37	3.54	3.28
Festival and event management	3.85	3.78	3.79	3.55
Environmental and sustainability initiatives	4.37	4.24	3.49	3.35
Long term planning	4.53	4.47	3.27	3.12
Heritage conservation	4.03	4.01	3.50	3.39

Scale: 1 = not at all important/satisfied, 5 = very important/satisfied  
Significantly higher/lower by group



# Comparison to Previous Research

## Performance Gap Analysis

Ranking 2014	Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	2016 Gap	2014 Gap	2012 Gap	2008 Gap
3	1	Overall health of the Richmond River	4.65	3.23	1.42	1.31	1.49	N/A
1	2	Roads	4.73	3.42	1.31	1.55	2.01	1.87
2	3	Long term planning	4.53	3.27	1.26	1.34	1.35	1.37
4	4	Affordable housing	4.00	2.80	1.20	1.24	1.38	1.76
5	5	Management of development	4.19	3.16	1.03	1.17	1.38	1.17
8	6	Crime prevention and law and order initiatives	4.52	3.56	0.96	1.06	1.50	1.84
11		Parking	4.37	3.41	0.96	0.96	1.13	1.42
16	8	Opportunities to participate in Council decision making	4.01	3.07	0.94	0.76	0.97	0.78
12	9	Environmental and sustainability initiatives	4.37	3.49	0.88	0.90	0.95	1.07
9		Economic development	4.19	3.31	0.88	0.99	1.27	0.94
6	11	Public toilets	4.17	3.30	0.87	1.09	0.99	1.05
13	12	Drainage/flood management	4.22	3.39	0.83	0.85	1.00	0.97
10	13	Coastline management	4.50	3.68	0.82	0.97	1.02	0.91
6	14	Financial management	4.31	3.54	0.77	1.09	1.25	0.96
14	15	Vegetation management	4.20	3.44	0.76	0.79	0.89	0.98
15	16	Relationship with indigenous residents	3.97	3.27	0.70	0.77	0.58	0.70
17	17	Disability access	4.16	3.53	0.63	0.73	0.77	0.76
25	18	Beaches and foreshores	4.67	4.07	0.60	0.50	0.57	0.36
27	19	Quality of town centre and public spaces	4.20	3.61	0.59	0.42	0.86	0.75
24	20	General garbage collection	4.67	4.10	0.57	0.54	0.70	0.35
20		Recycling options	4.57	4.00	0.57	0.64	0.52	0.63
21	22	Heritage conservation	4.03	3.50	0.53	0.62	0.77	0.74
18	23	Support for volunteers	4.21	3.70	0.51	0.69	0.72	0.83
22	24	Council's customer service	4.20	3.71	0.49	0.58	0.65	0.52
19	25	Tourism management	4.16	3.71	0.45	0.66	0.86	0.67
29	26	Ballina Byron Gateway Airport	4.52	4.10	0.42	0.28	0.37	0.34
31	27	Water supply	4.60	4.28	0.32	0.16	0.32	0.45
N/A	28	Arts, culture & entertainment facilities	3.67	3.40	0.27	N/A	N/A	N/A
25	29	Aged services	3.99	3.74	0.25	0.50	0.50	0.47
33	30	Parks and sporting facilities	3.90	3.67	0.23	0.10	0.42	0.42
23	31	Youth services	3.46	3.26	0.20	0.57	0.60	0.64
32	32	Sewerage management and treated effluent reuse	4.17	4.02	0.15	0.15	0.08	0.51
28		Cycleways and bicycle facilities	3.88	3.73	0.15	0.37	0.63	0.69
30	34	Festival and event management	3.85	3.79	0.06	0.23	0.51	0.53
36	35	Community Centres and Public Halls	3.58	3.65	-0.07	-0.17	-0.18	0.17
35	36	Swimming pools	3.52	3.61	-0.09	-0.03	0.03	-0.33
37	37	Child care services	3.16	3.60	-0.44	-0.19	-0.44	-0.29
34	38	Dog exercise areas	3.03	3.51	-0.48	-0.01	-0.37	-0.15
39	39	Libraries	3.72	4.25	-0.53	-0.57	-0.61	-0.32
38	40	Boating facilities	2.99	3.60	-0.61	-0.23	-0.46	N/A



# Comparison to Previous Research

## Performance Gap Analysis

The performance gaps for 15 of the 40 services and facilities have shown a relatively consistent improvement over the 8 year period from 2008 to 2016, these are:

- Roads
- Long term planning
- Affordable housing
- Crime prevention and law and order initiatives
- Parking
- Environmental and sustainability initiatives
- Economic development
- Financial management
- Vegetation management
- Heritage conservation
- Support for volunteers
- Tourism management
- Youth services
- Cycleways and bicycle facilities
- Festival and event management

The remaining services and facilities have remained comparatively consistent, with none demonstrating a trend of performance gaps becoming larger.



# Demographics



# Demographics

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

	%
18-34	18%
35-49	25%
50-64	29%
65+	28%

Base: N = 507

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

	%
Ballina	38%
Alstonville	23%
Lennox Head	19%
Skennars Head	2%
Wardell	2%
Wollongbar	7%
Rural/Other	9%

Base: N = 507

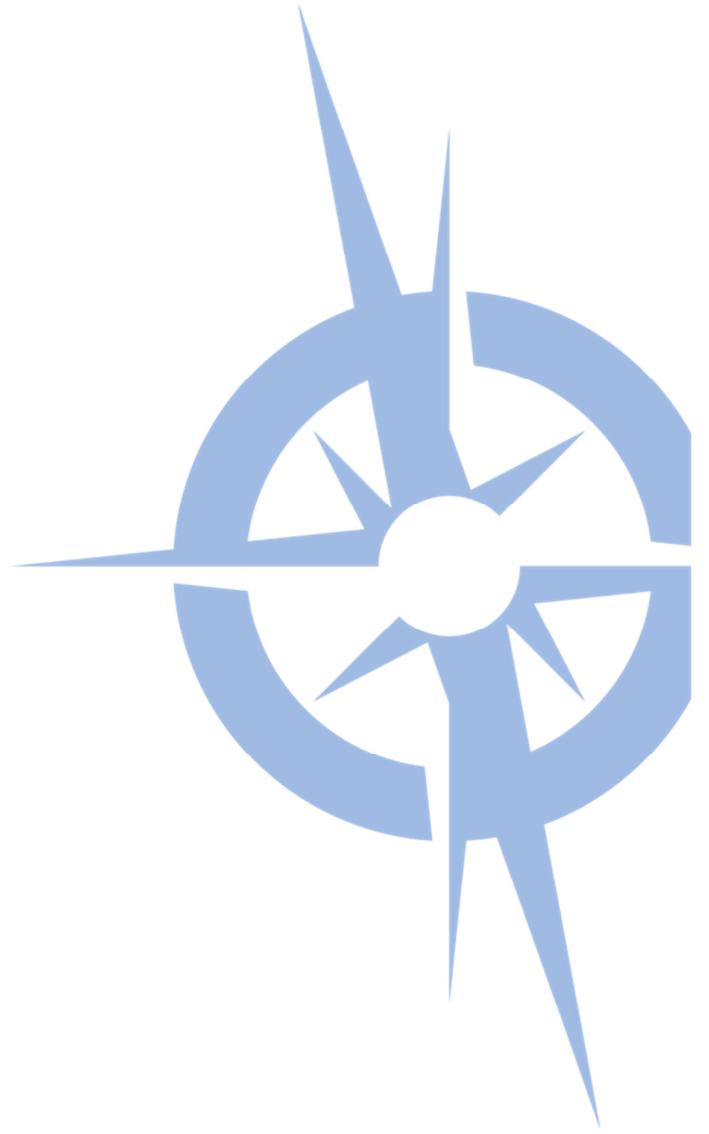
Q14. Gender.

	%
Male	47%
Female	53%

Base: N = 507



# Appendix – Questionnaire



**Ballina Shire Council  
Community Satisfaction  
Survey 2016**

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

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

- Yes (If yes, terminate survey)  
 No

**Part A – Importance and satisfaction**

Q1. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important or not at all satisfied and 5 is very important or very satisfied.

**Note: Please only rate your satisfaction if you rated importance to be a 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 & 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"/>

**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 treated effluent reuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycleways and bicycle facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage/flood management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ballina Byron Gateway Airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall health of the Richmond River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Human services

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



**Part B – Communication and Satisfaction**

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

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

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

- Phone
- Mail
- Email
- In person

**Q4. How satisfied were you with the way your contact was handled? Prompt**

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

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

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

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

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

**Q7. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt**

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



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

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

**Community**

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

**Economy**

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

**Environment**

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

**Infrastructure**

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



**Governance**

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

**Overall**

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

**Q9a. Thinking of the next 10 years, what do you believe will be the most important goal for the Ballina Shire community to achieve?**

Goal:.....

**Part D - CSP Questions**

**Ballina Council will be reviewing our Community Strategic Plan over the next 12 months. Our Community Strategic Plan is divided into 4 key directions or themes. I am now going to ask a series of questions to identify the community priorities for the future.**

**Connected Community**

**Q10a. Thinking about the first key direction “Connected Community”. For each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.**

	Priority		Investment		
	Yes	No	Less	Same	More
Community safety and disaster planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural facilities (galleries/libraries) and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Support Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Prosperous Economy**

**Q10b. Thinking about the next key direction “Prosperous Economy”, for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.**

	Priority		Investment		
	Yes	No	Less	Same	More
Tourism promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town centre enhancements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential and Industrial/Commercial land availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business support programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Healthy Environment**

**Q10c. Thinking about the next key direction “Healthy Environment”, for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.**

	Priority		Investment		
	Yes	No	Less	Same	More
Climate change initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of our waterways (Richmond River, Shaws Bay, Lake Ainsworth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban landscapes and parks (embellishment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native vegetation and bushland areas (protecting/restoring)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Engaged Leadership**

**Q10d. Thinking about the next key direction “Engaged Leadership”, for each of the following could you please indicate which are priorities for you/your household, and then whether there should be less, the same, or more focus in terms of Council investment, resourcing or advocacy on that area.**

	Priority		Investment		
	Yes	No	Less	Same	More
Community Consultation (Increased)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generating Non-Standard Revenues to Reduce the Cost of Council Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lobbying State and Federal Governments on behalf of our Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Thinking about all the things we have discussed.**

**Q11. Can you think of any other priorities that should be considered in the future?**

.....

**Part E. Demographic information**

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

- 18–34
- 35–49
- 50–64
- 65+

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

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

**Q14. Gender (determine by voice):**

- Male
- Female

