



Leeton Shire Council

Community Research

Prepared by: Micromex Research
Date: July 2024





Research Objectives

Leeton Shire Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Leeton Shire local government area (LGA).

Objectives (Why?)

- Understand and identify residents' perceived quality of life and overall satisfaction with Council and Councillors
- Identify the community's level of satisfaction with services and facilities provided by Leeton Shire Council
- Explore community priorities and their preference of asset management

Sample (How?)

- Telephone survey (landline N=103 and mobile N=297) to N=400 residents
- We use a 5-point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

Timing (When?)

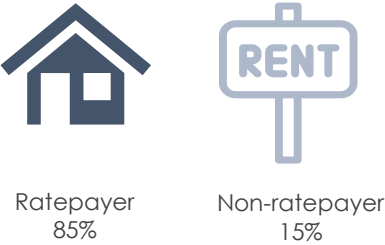
- Implementation 13th May – 02nd June 2024

Sample Profile

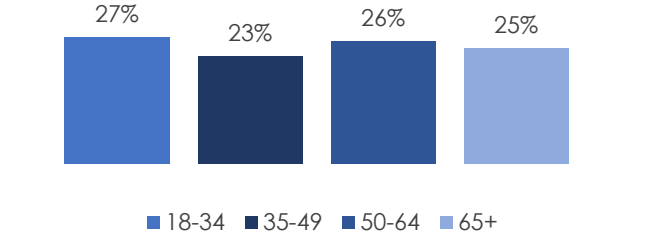
Gender



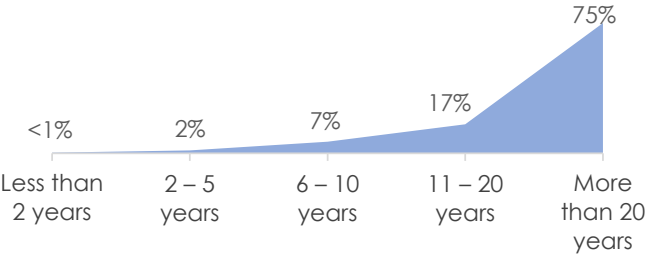
Ratepayer status



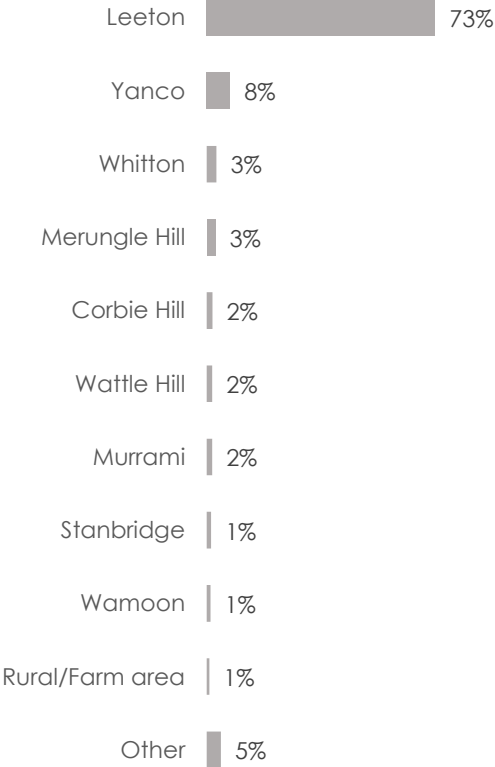
Age



Time lived in the area



Ward



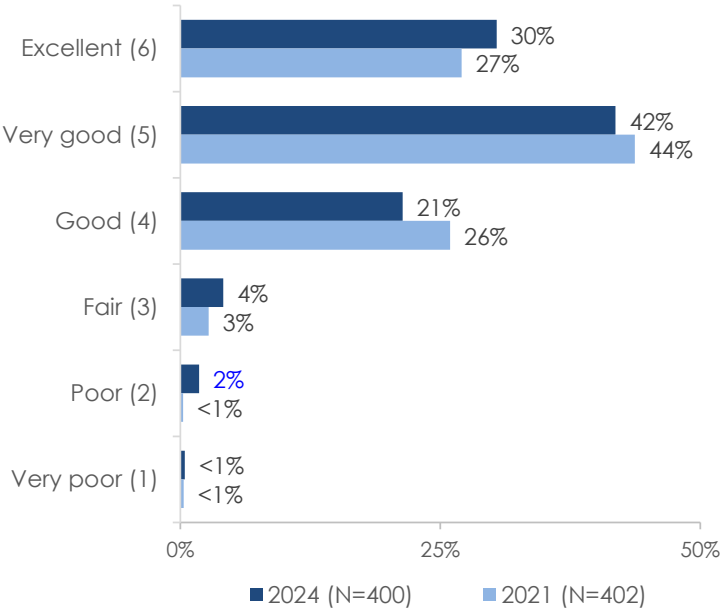


Living in Leeton Shire

Quality of Life

94% of residents rated their quality of life as 'good' to 'excellent', which is on par with 2021 and 2019. Encouragingly, this result is higher than our Regional Benchmark.

There are no significant differentiations between demographic groups.



	2024	2021	2019
T3B	94%	97%	91%
Mean rating	4.94	4.94	4.85
Base	400	402	401

	Leeton Shire Council	Micromex LGA Benchmark - Regional
T3B	94%	91%
Mean rating	4.94	4.84
Base	400	18,295

	Overall 2024	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
T3B	94%	94%	93%	93%	92%	92%	97%
Mean rating	4.94	4.97	4.91	4.91	4.90	4.87	5.07
Base	400	196	204	107	91	104	98

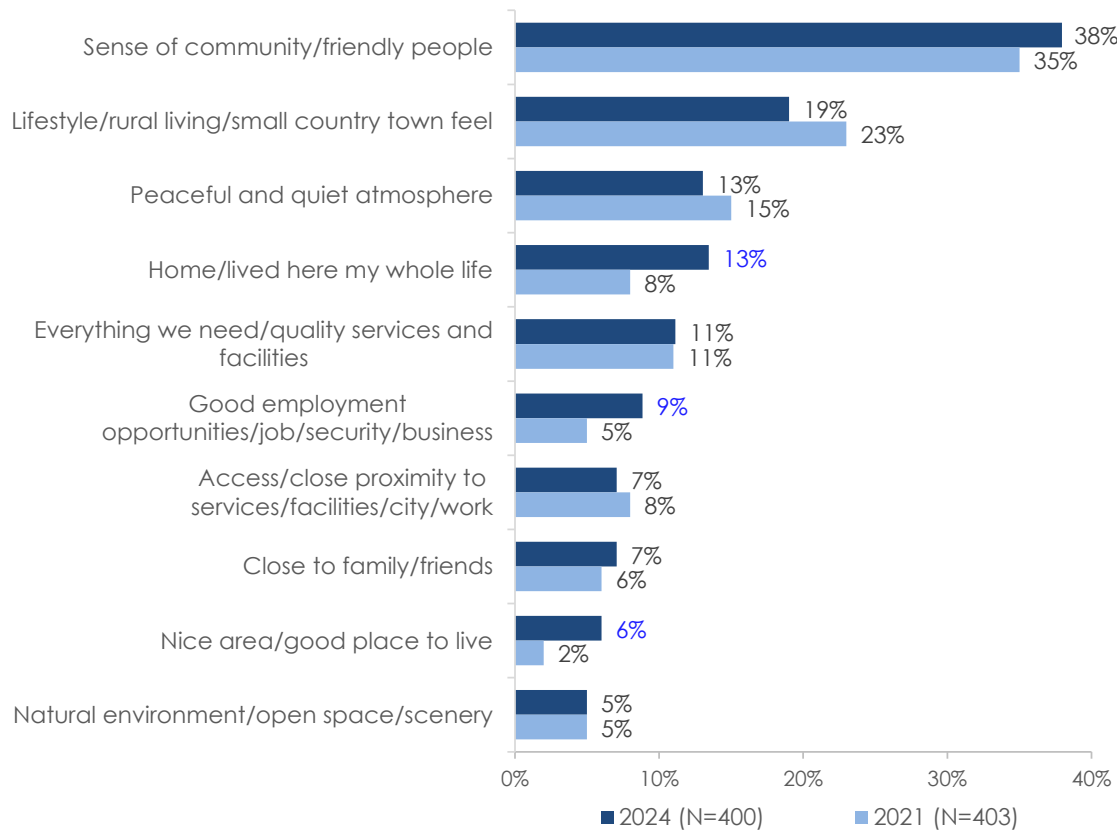
	Ratepayer status		Location		Time lived in area		
	Ratepayer	Non-ratepayer	Leeton	Other location	10 years or less	11-20 years	More than 20 years
T3B	93%	97%	94%	92%	92%	90%	95%
Mean rating	4.97	4.77	4.96	4.87	4.86	4.95	4.94
Base	341	59	293	107	35	67	298

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

Scale: 1 = very poor, 6 = excellent
A significantly higher/lower percentage/rating (compared to 2021)

Most Valued Aspects

Consistent with 2021, the sense of community, rural lifestyle and peacefulness/quiet atmosphere are the most valued aspects living in Leeton Shire. Noticeably, significantly more residents mentioned that there are more good employment and business opportunities compared to 2021.



Example Verbatim Comments:

"People help and look out for one another"

"It is a rural area – but a mixture of rural and towns nearby for facilities"

"I was born and bred here – I own my own home and I'm very happy"

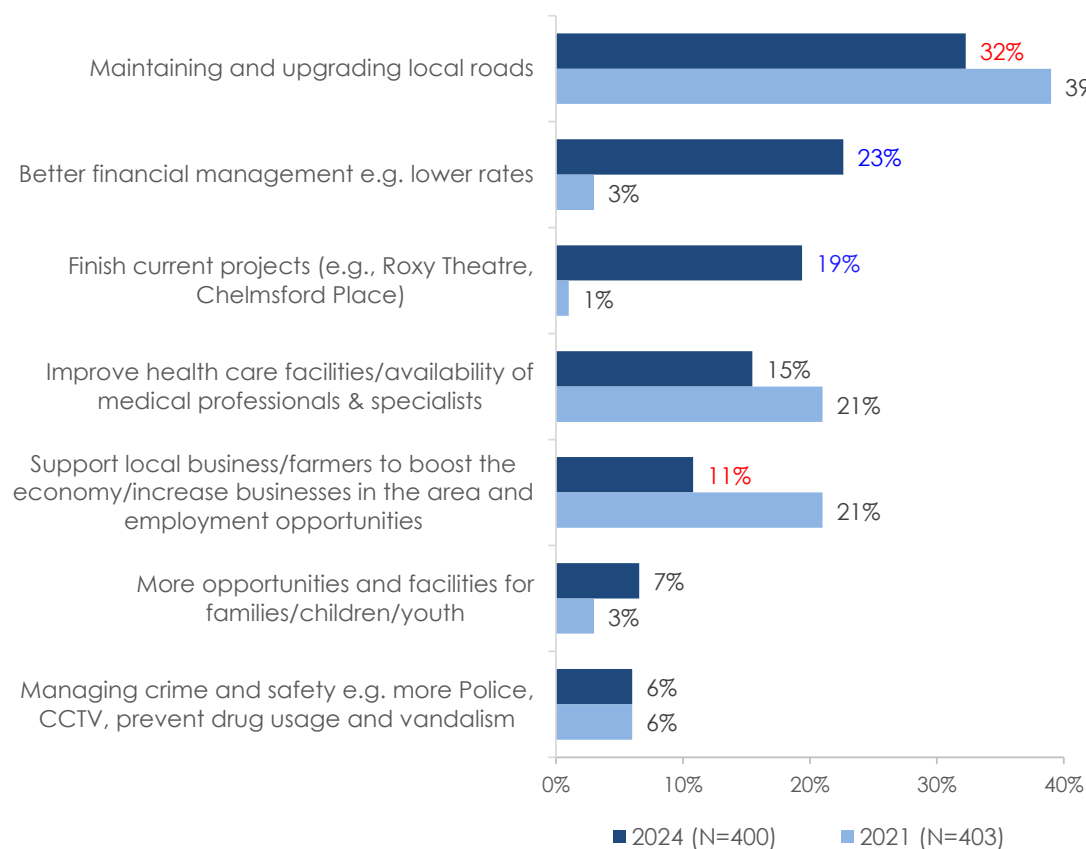
"Nice and quiet, beautiful area where I live"

"Easy access to shops and services"

"Plenty of work opportunities if prepared to work"

Priority Issues for Leeton Shire LGA in the Next 4 Years

Although maintaining and upgrading local roads remains the top-of-mind priority in the eyes of residents, significantly more mentioned better financial management and 'finishing current projects'. Based on residents' verbatim comments, the significant increase in financial management issues was mainly due to the recent rate increase, overspending on unnecessary projects (e.g., Roxy Theatre) and inequity in the investment across different locations and service areas. While unfinished projects like Chelmsford Place and Roxy Theatre caused the surge in complaints about finishing current projects.



Example Verbatim Comments:

"Better maintenance of local roads"

"Reduce our water fees. Was \$1.00 kilo-litre now \$4.00 kilo-litre"

"Maintain low rate increases by conservative budgeting"

"Finishing the projects first before starting another!"

"Health care services - Difficult to make a doctors appointment. There is no hospital"

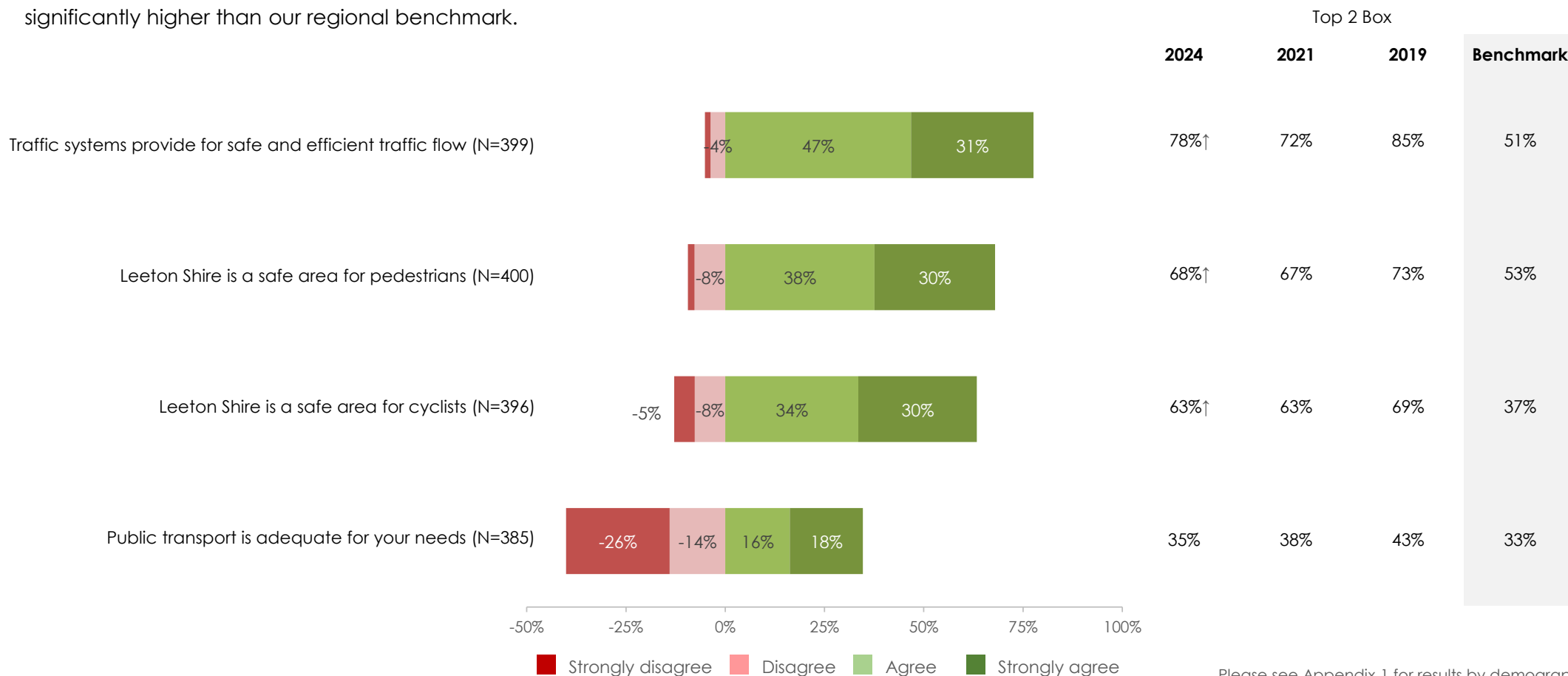
"Bringing in new businesses to the area"



Community Priorities and Asset Management

Community Priorities – Road and Transport

Consistent with 2021, 'traffic systems provide for safe and efficient traffic flow' received the highest agreement score (78%) under the roads and transport pillar, while there is still room for improvement in public transport. Encouragingly, the agreement of safety for pedestrians and cyclists around Leeton is significantly higher than our regional benchmark.



Note: Only >3% was shown in the chart

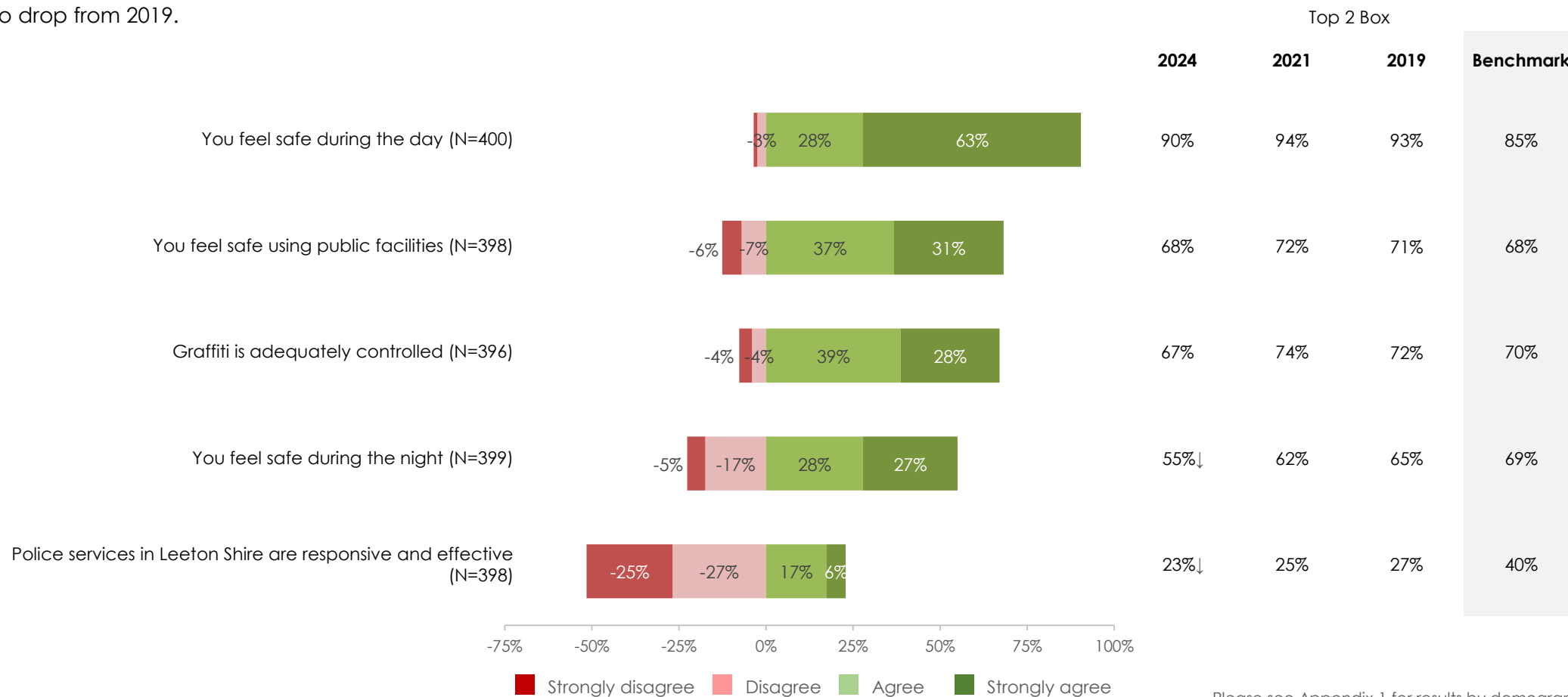
Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
 ↑/↓ = positive/negative difference equal to/greater than 10% from Benchmark.

Please see Appendix 1 for results by demographics

Q7. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Community Priorities – Community Safety

90% of residents feel safe during the day, while only 55% feel safe during the night (significantly lower than benchmark). Further, 52% disagree that police services in Leeton Shire are responsive and effective. Noticeably, all safety measures have dropped, with safety at night and response of police continuing to drop from 2019.



Note: Only >3% was shown in the chart

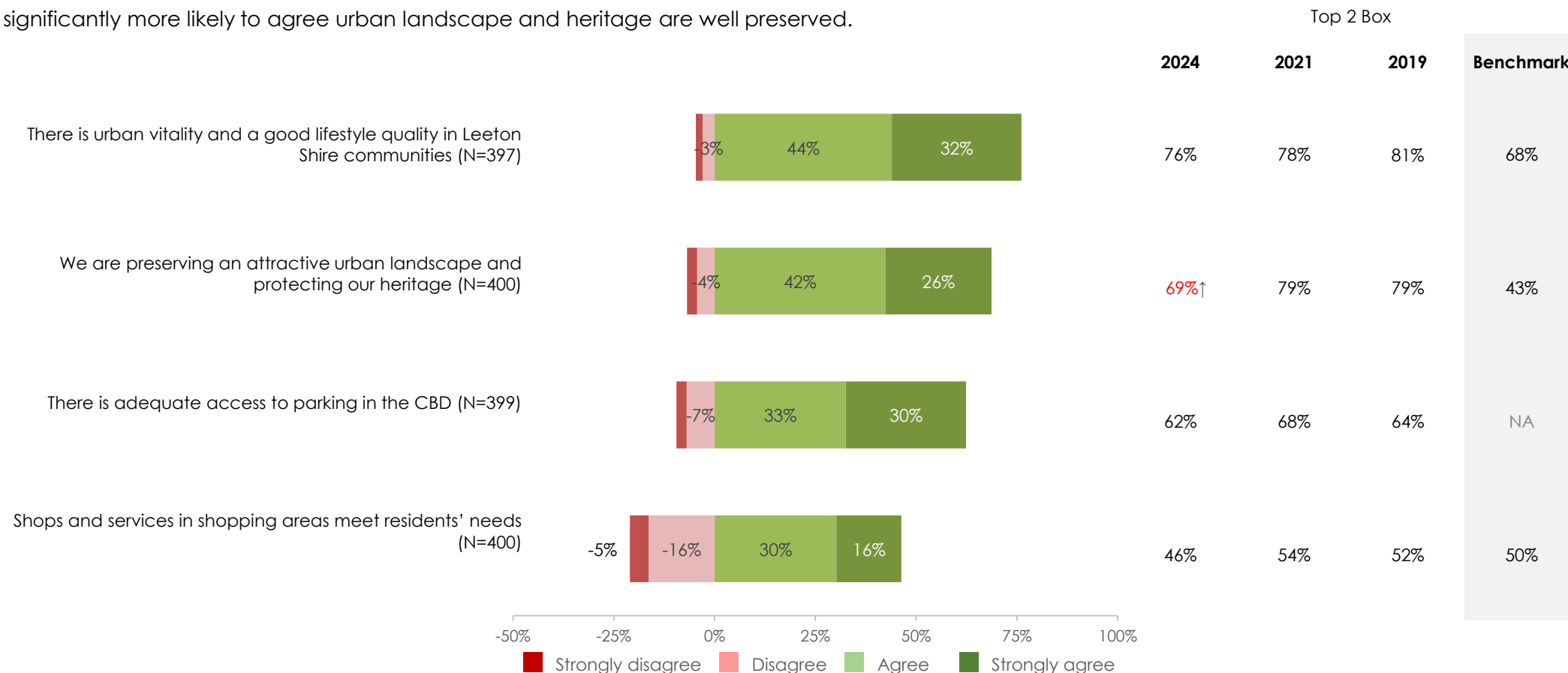
Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
 ↑/↓ = positive/negative difference equal to/greater than 10% from Benchmark.

Please see Appendix 1 for results by demographics

Q7. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Community Priorities – Infrastructure and Development

3 out of 4 measures under infrastructure and development pillar received at least 60% agreement scores. Although the agreement of urban landscape and heritage preservation softened from 2021, the agreement score is still significantly higher than regional benchmark. Those living in Leeton are significantly more likely to agree urban landscape and heritage are well preserved.



Note: Only >3% was shown in the chart

A significantly higher/lower percentage (compared to 2021)

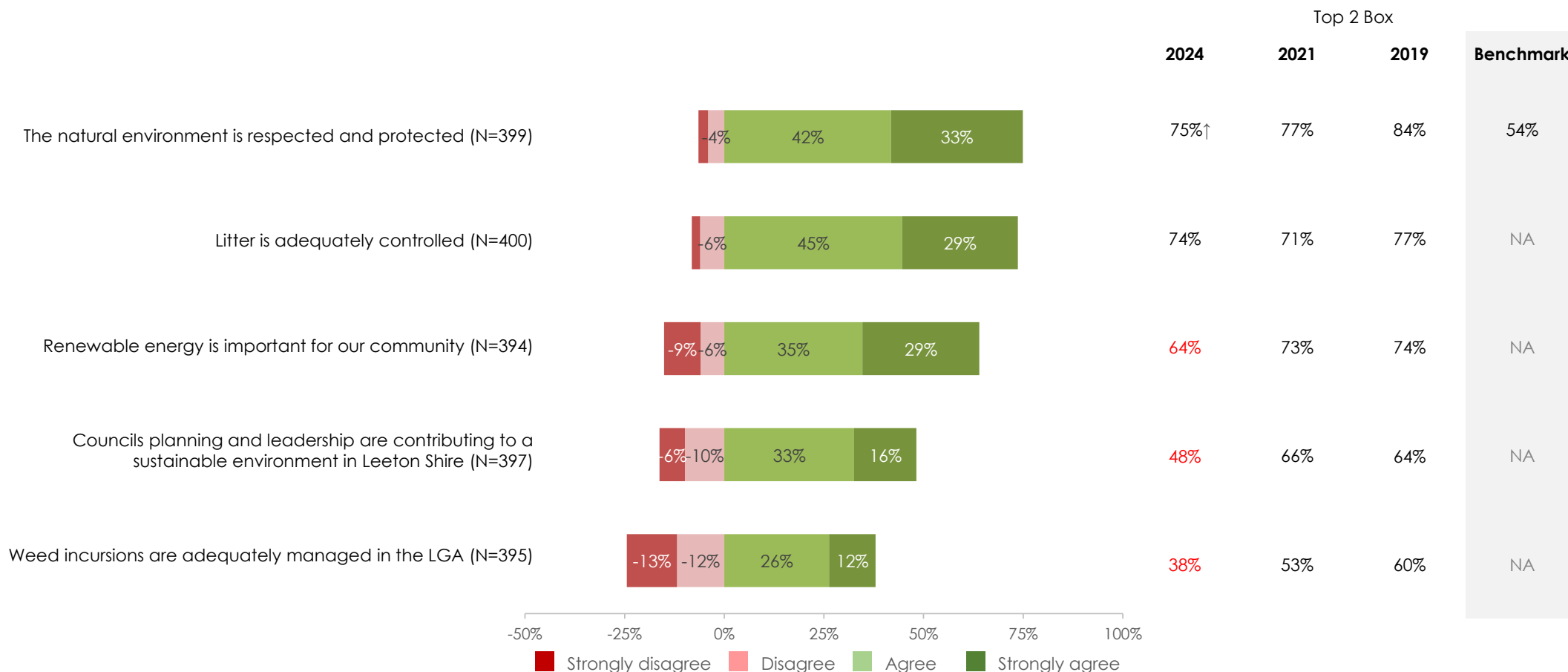
Q7. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

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

Please see Appendix 1 for results by demographics

Community Priorities – The Natural Environment

3 out of 5 measures under the natural environment pillar received significantly lower agreement scores compared to 2021, two of which pertain to sustainability. However, although the agreement score for the environmental protection softened from 2021, it is still significantly higher than the benchmark.



Note: Only >3% was shown in the chart

A significantly **higher/lower** percentage (compared to 2021)

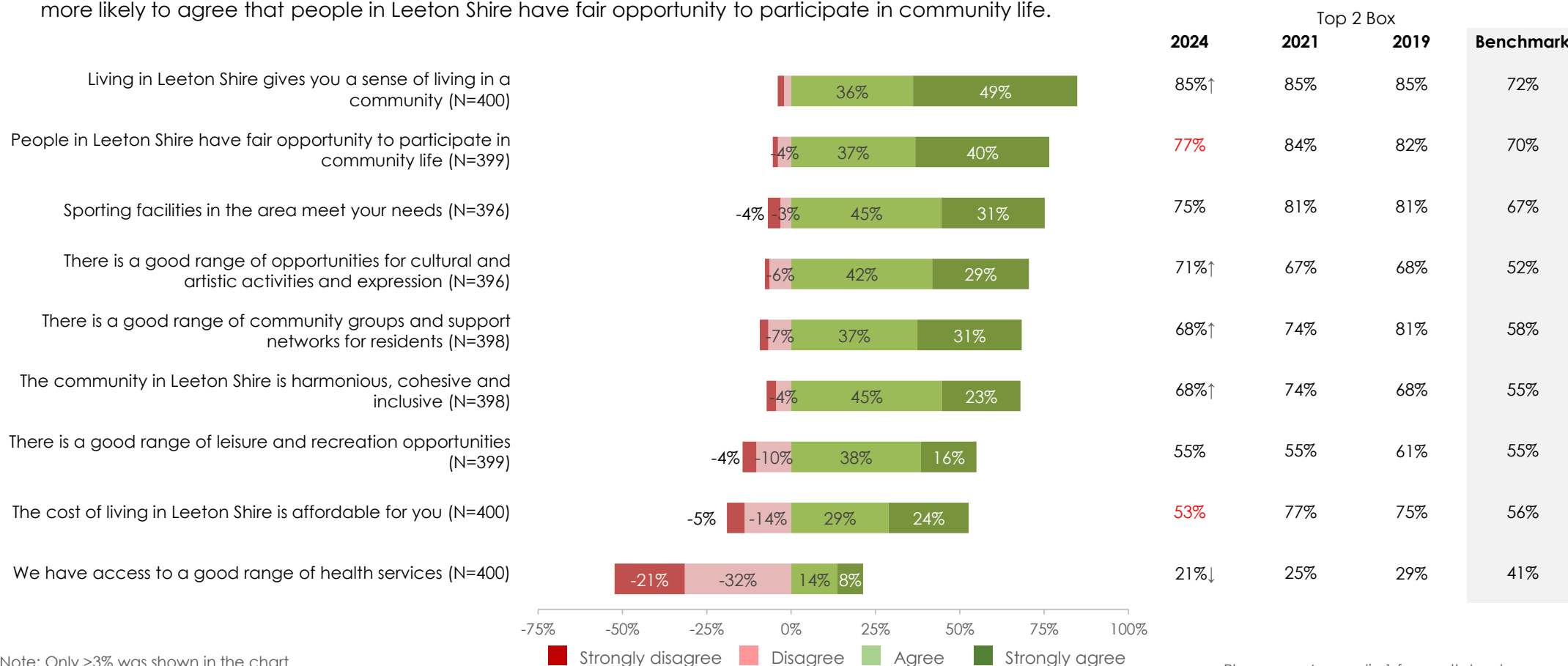
Q7. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

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

Please see Appendix 1 for results by demographics

Community Priorities – Services and Facilities

Encouragingly, 4 out of 9 measures received significantly higher agreement scores compared to the benchmark. However, there was a significant decline in agreement regarding fair opportunities for participating in community life and the affordability of the cost of living compared to 2021. Ratepayers are more likely to agree that people in Leeton Shire have fair opportunity to participate in community life.



Note: Only >3% was shown in the chart

A significantly higher/lower percentage (compared to 2021)

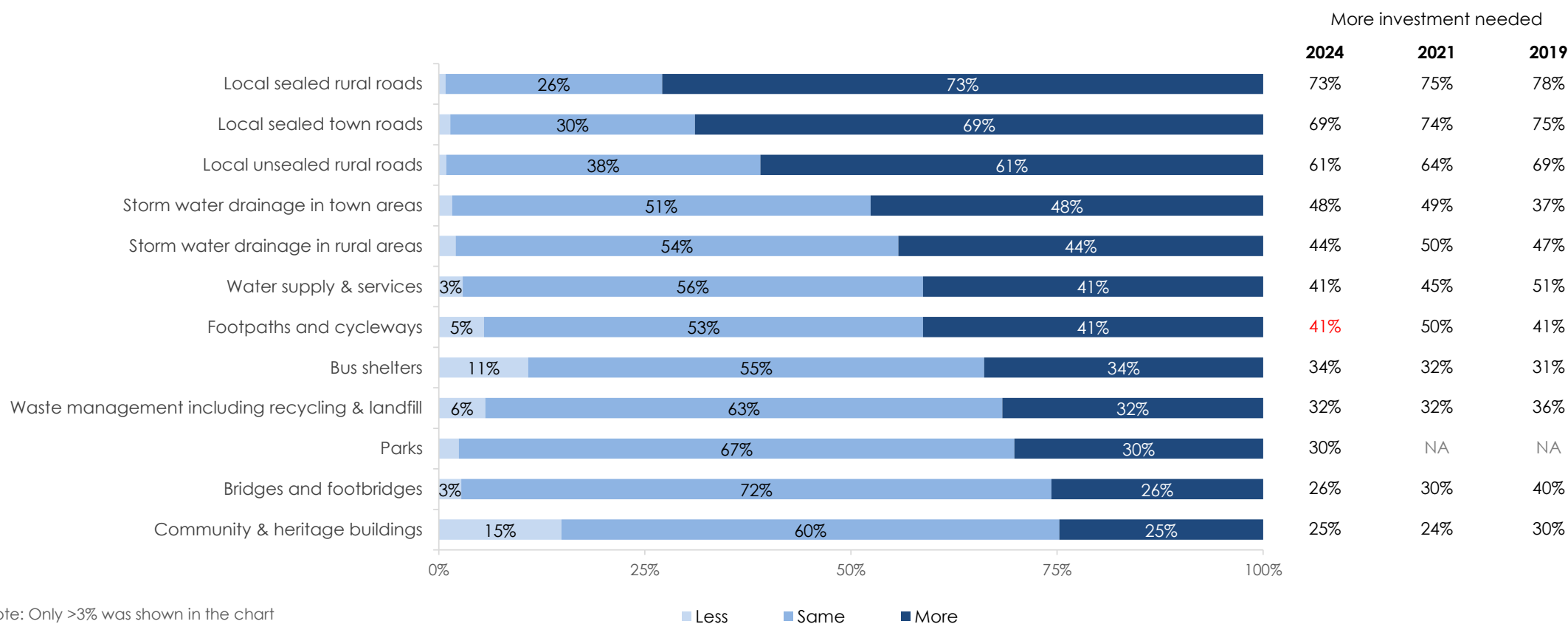
Q7. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

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

Please see Appendix 1 for results by demographics

Asset Management

Roads have remained the first priority that needs more investment in the eyes of residents since 2019 (with more than 60% stating more investment needed). Following roads, more than 40% of residents stated that storm water drainage, water services/supply and footpaths and cycleways also need more investment. Noticeably, although 41% still thought more investment should be allocated to footpaths and cycleways, it has significantly decreased since 2021. Those living in Leeton are significantly more likely to mention that footpaths and cycleways need more investment.



Note: Only >3% was shown in the chart

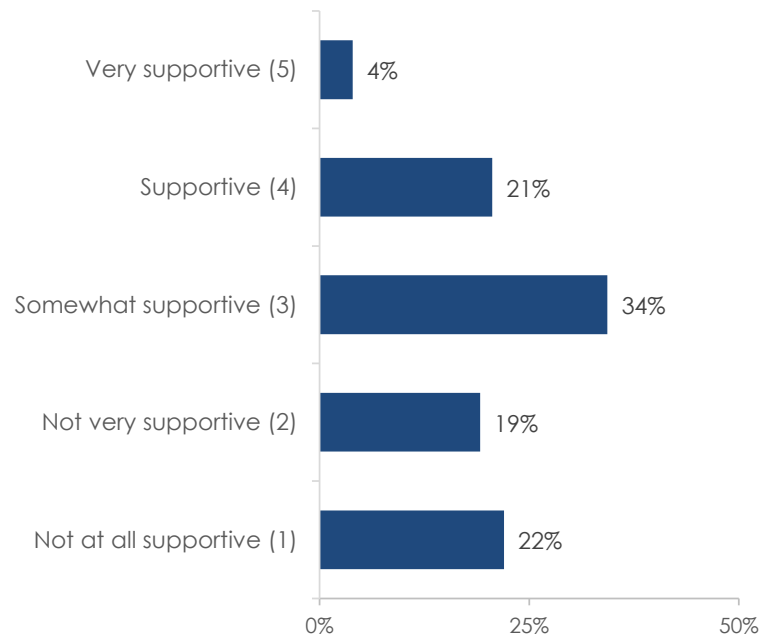
Q4. Thinking of the following types of Council assets, for each one could you please specify whether Council should invest less, the same, or more than they currently spend on/resource for each.

A significantly higher/lower percentage (compared to 2021)

Please see Appendix 1 for results by demographics 14

Support of Paying More for Service Levels to be Maintained

Nearly 60% of residents are at least somewhat supportive of paying more to ensure the levels of service are maintained, with a quarter (25%) being supportive/very supportive. Older residents (50+) are significantly more likely to be supportive.



	Overall 2024	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
T3B (at least somewhat supportive)	59%	56%	61%	46%	47%	69%	73%
T2B (supportive + very supportive)	25%	28%	22%	24%	11%	29%	33%
Mean rating	2.65	2.65	2.66	2.41	2.31	2.91	2.97
Base	400	196	204	107	91	104	98

	Ratepayer status		Location		Time lived in area		
	Ratepayer	Non-ratepayer	Leeton	Other location	10 years or less	11-20 years	More than 20 years
T3B (at least somewhat supportive)	58%	63%	61%	54%	54%	61%	59%
T2B (supportive + very supportive)	25%	23%	25%	22%	22%	30%	24%
Mean rating	2.64	2.72	2.72	2.47	2.68	2.76	2.63
Base	341	59	293	107	35	67	298

Base: N=400

Q8a. How supportive would you be to potentially pay more to ensure current levels of service are maintained?

Scale: 1 = not at all supportive, 5 = very supportive
A significantly higher/lower percentage/rating (by group)

Reasons for the Level of Support

41% of residents are not supportive of paying more to maintain current level of services, where 14% of them commented that 'rates are already very high', 12% mentioned it would be unaffordable due to the rising cost of living, and 11% stated that Council needs better financial management. On the other hand, a quarter of residents are supportive of paying more, with most of the reasons centred on maintaining current services and improve the area/services.

Supportive/very supportive (25%)	Total %	Somewhat supportive (34%)	Total %	Not at all supportive/not very supportive (41%)	Total %
Maintain current services/ensure all needs are met	9%	Unaffordable as cost of living increases	9%	Rates are already very high	14%
To improve Leeton/get better services	5%	Rates are already very high	9%	Unaffordable as cost of living increases	12%
Benefit our community	5%	Council needs better financial management	6%	Council needs better financial management	11%
Rate increase is inevitable	4%	Need better services/ facilities	5%	Need better services/ facilities	9%
Council has been doing a great job	1%	Unsure about how much the increase would be or where the money would go	4%	Council didn't do their jobs properly/ Council needs do more	6%
Happy to support if the amount is reasonable/ it is spent properly	1%	Unfinished projects/ spending too much on trivial projects	3%	Unfinished projects/ spending too much on trivial projects	4%
To support Council	1%	Improve council transparency/ communication	2%	Improve council transparency/ communication	3%
Unaffordable as cost of living increases	1%	Happy to pay more for services, town growth and community support	1%	No support for rural area	1%
Council needs better financial management	1%	Happy to pay more as Council has been doing great jobs	<1%	Other	1%
Nothing/don't know	1%	Council didn't do their jobs properly/ Council needs do more	<1%	Nothing/don't know	2%
		Lack of farming support	<1%		
		No need to pay more	<1%		
		Other	2%		
		Nothing/don't know	3%		

Q8a. How supportive would you be to potentially pay more to ensure current levels of service are maintained?
 Q8b. Why do you say that?

Reasons for the Level of Support

Example verbatims

Maintain current services/
ensure all needs are met

"If the quality is maintained, then I
would be supportive of paying
more"

"To maintain what we already
have and make it better"

To improve Leeton/ get
better services

"Important to support the
community and the town"

"Like to see the town progress"

Benefit our community

"Leeton has to go ahead, and the
community has to help contribute
to this"

"As a community we still need to
grow, so if we want facilities, we
have to pay for them"

Rate increase is inevitable

"I understand because grocery
prices have gone up, petrol and
diesel have gone up"

"Everything is starting to cost more,
so this also is"

Rates are already very high

"Rates are expensive enough"

"Pay enough in rates and utilities
and home care services already"

Unaffordable as cost of living
increases

"Everything seems to be going up
as it is"

"People are struggling financially"

Council needs better
financial management

"Council can find better ways of
managing their finances"

"Council has made too many poor
financial decisions"

Need better services/
facilities

"Council doesn't provide the
services we need"

"Residents pay an excessive
amount for minimal services
compared to other cities"

C

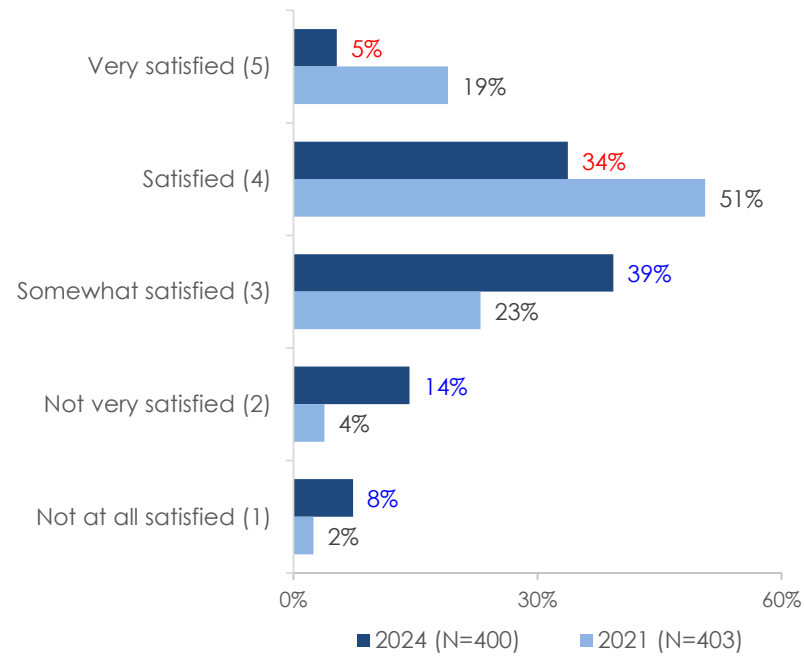
Q8a. How supportive would you be to potentially pay more to ensure current levels of service are maintained?
Q8b. Why do you say that?



Performance of Council

Overall Satisfaction with Council

78% of residents are at least somewhat satisfied with the performance of Council in the past 12 months, which has softened from 2021. This is likely attributed to the financial management issues based on Q1b (this was also validated in Slides 33-36).



	2024	2021	2019
T3B	78%	94%	92%
Mean rating	3.15	3.81	3.74
Base	400	403	401

	Leeton Shire Council	Micromex LGA Benchmark - Regional
T3B	78%	82%
Mean rating	3.15	3.31
Base	400	53,020

	Overall 2024	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
T3B	78%	80%	77%	84%	68%	77%	83%
Mean rating	3.15	3.13	3.18	3.14	2.90	3.13	3.43
Base	400	196	204	107	91	104	98

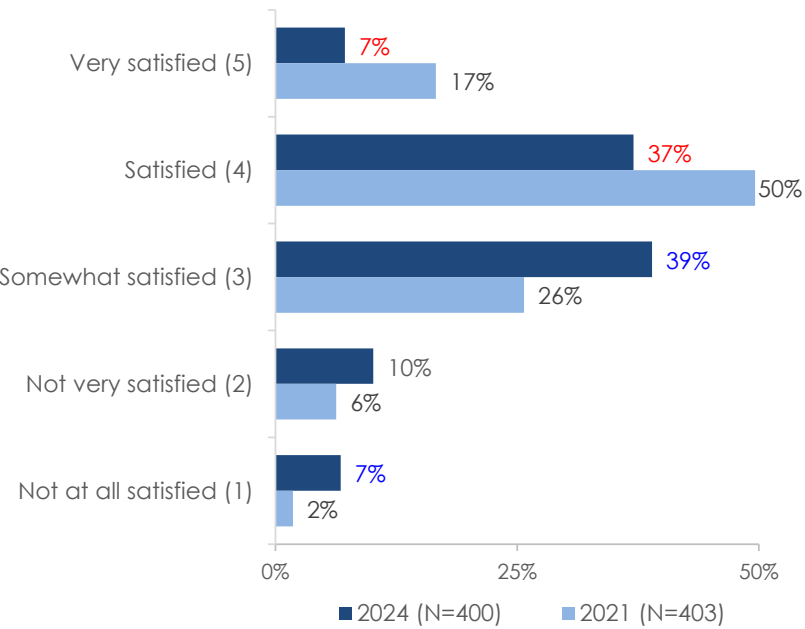
	Ratepayer status		Location		Time lived in area		
	Ratepayer	Non-ratepayer	Leeton	Other location	10 years or less	11-20 years	More than 20 years
T3B	77%	86%	79%	76%	75%	85%	77%
Mean rating	3.12	3.34	3.20	3.03	3.17	3.27	3.13
Base	341	59	293	107	35	67	298

Q5. Overall, for the last 12 months, how satisfied are you with the performance of Council administration, not just on one or two issues, but across all responsibility areas?

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower percentage/rating (compared to 2021/ by group)

Satisfaction with the Performance of Councillors

83% of residents are at least somewhat satisfied with the performance of Councillors, which has softened from 2021.



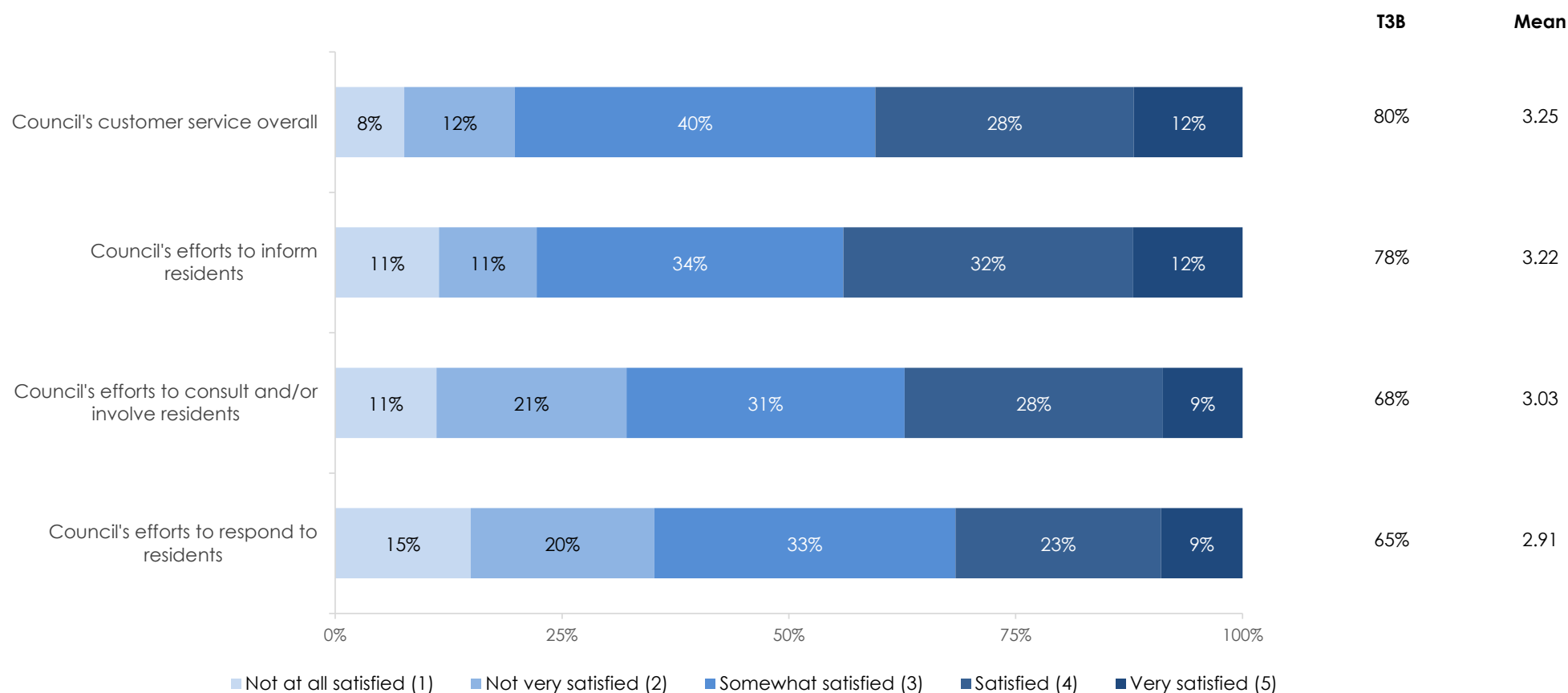
	2024	2021	2019
T3B	83%	92%	93%
Mean rating	3.28	3.73	3.70
Base	400	403	401

	Overall 2024	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
T3B	83%	85%	81%	90%	72%	87%	82%
Mean rating	3.28	3.28	3.28	3.31	2.96	3.36	3.45
Base	400	196	204	107	91	104	98

	Ratepayer status		Location		Time lived in area		
	Ratepayer	Non-ratepayer	Leeton	Other location	10 years or less	11-20 years	More than 20 years
T3B	83%	85%	84%	80%	89%	82%	83%
Mean rating	3.27	3.33	3.33	3.13	3.49	3.23	3.26
Base	341	59	293	107	35	67	298

Satisfaction with Communication & Customer Service

80% of residents are at least somewhat satisfied with Council's customer service overall. However, there is still room for improvement in responding and consulting/ involving residents. Older residents (50+) were more likely to be satisfied with communication efforts from Council.



Base: N = 400

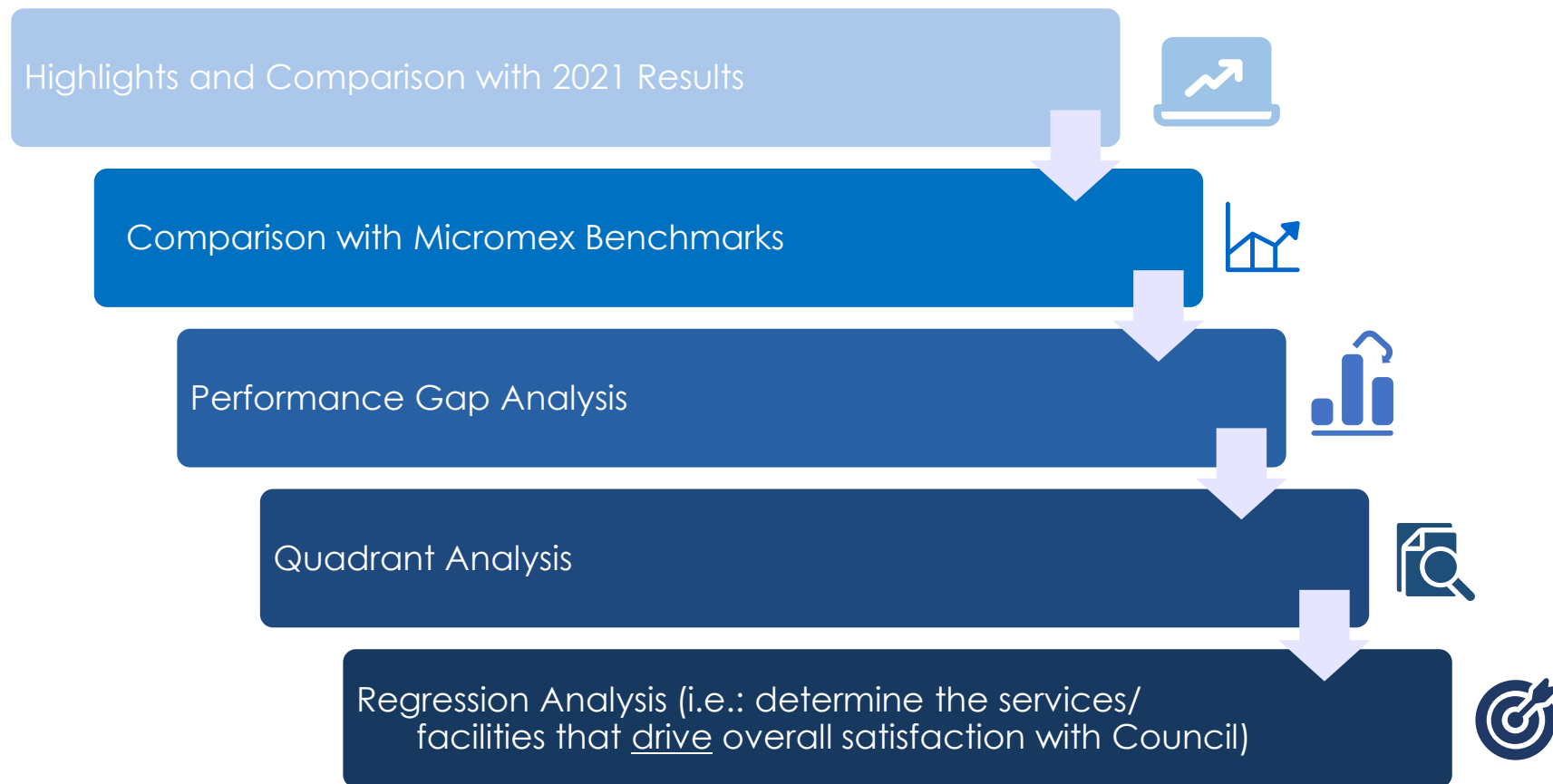
Q6b. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

Scale: 1 = not at all satisfied, 5 = very satisfied
Please see Appendix 1 for results by demographics

Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 37 Council-provided services and facilities – the equivalent of 74 separate questions!

We have utilised the following techniques to summarise and analyse these 74 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

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

Higher importance	T2 Box	Mean
Local sealed town roads	94%	4.74
Water supply & services	94%	4.72
Parks	93%	4.58
Waste management including recycling & landfill	91%	4.57
Cemeteries	90%	4.56

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

Lower importance	T2 Box	Mean
Public art	35%	3.04
Museums	54%	3.49
Golf course	57%	3.55
Halls and Multipurpose Centre	61%	3.72
Bus shelters	62%	3.71

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Library services	99%	4.33
Parks	98%	4.14
Golf course	97%	3.99
Ovals, sportsgrounds and sporting facilities	96%	4.24
Cemeteries	96%	4.21
Support for the multicultural community	96%	3.94

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

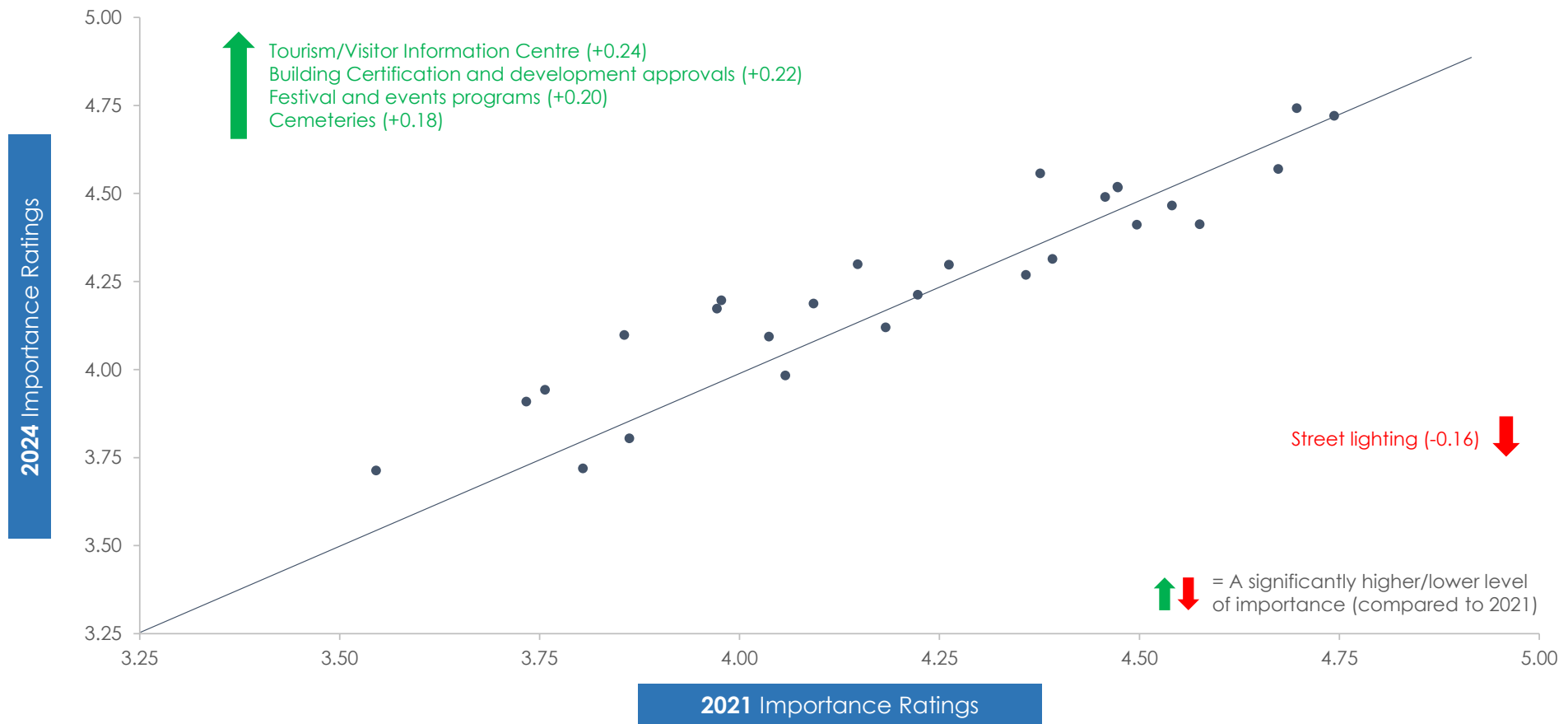
Lower satisfaction	T3 Box	Mean
Council's ability to demonstrate sound financial management	44%	2.35
Roxy Theatre	47%	2.52
Council's ability to make good decisions	56%	2.64
Council's efforts to advocate for water security, health services and housing	63%	2.83
Local unsealed rural roads	68%	2.87

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

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2021.

Importance significantly increased for 4 of the 27 comparable services and facilities, and the importance decreased significantly for 1 of the 27 services and facilities.

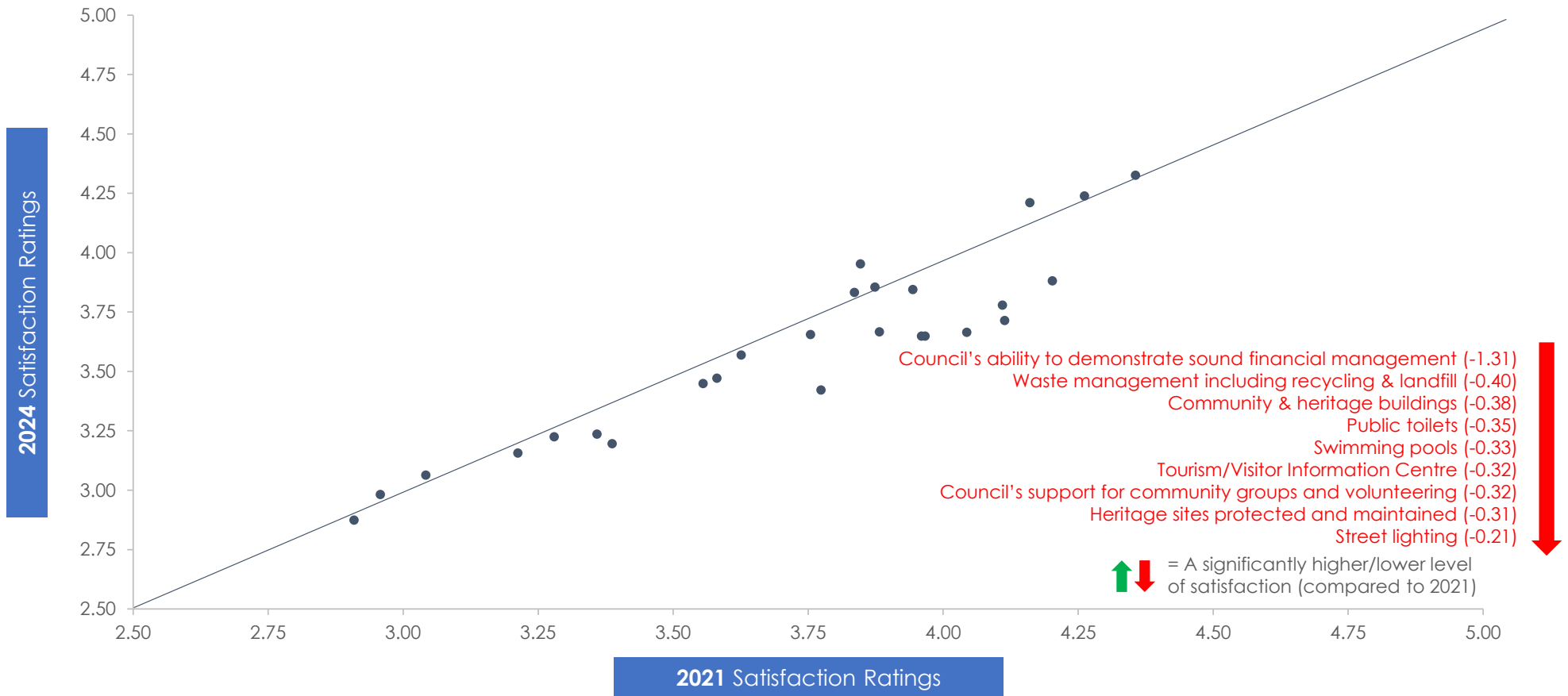


Scale: 1 = not at all important, 5 = very important

Services and Facilities – Satisfaction: Comparison by Year

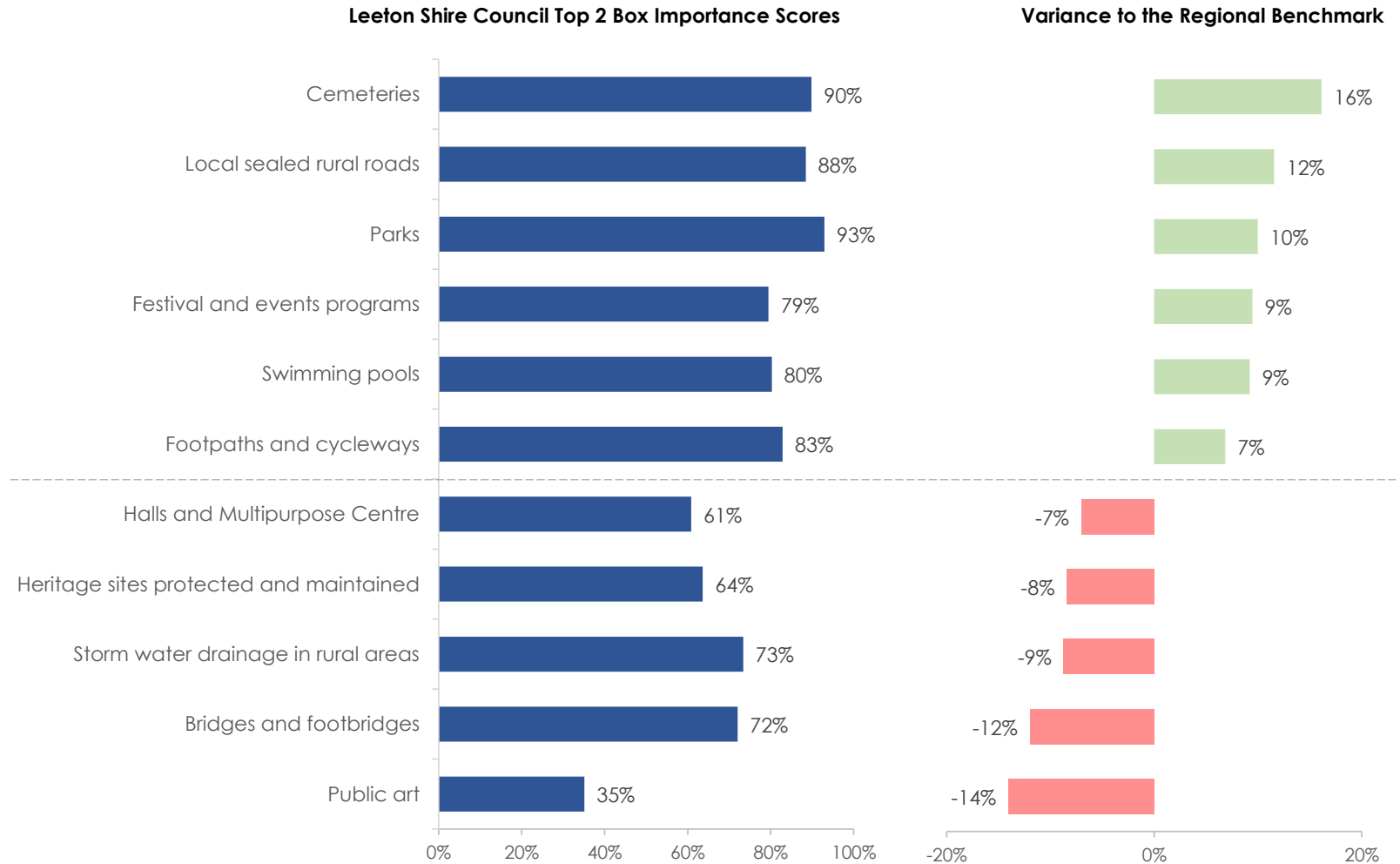
The below chart compares the mean satisfaction ratings for 2024 vs 2021.

There were significant decreases in satisfaction for 9 of the 27 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

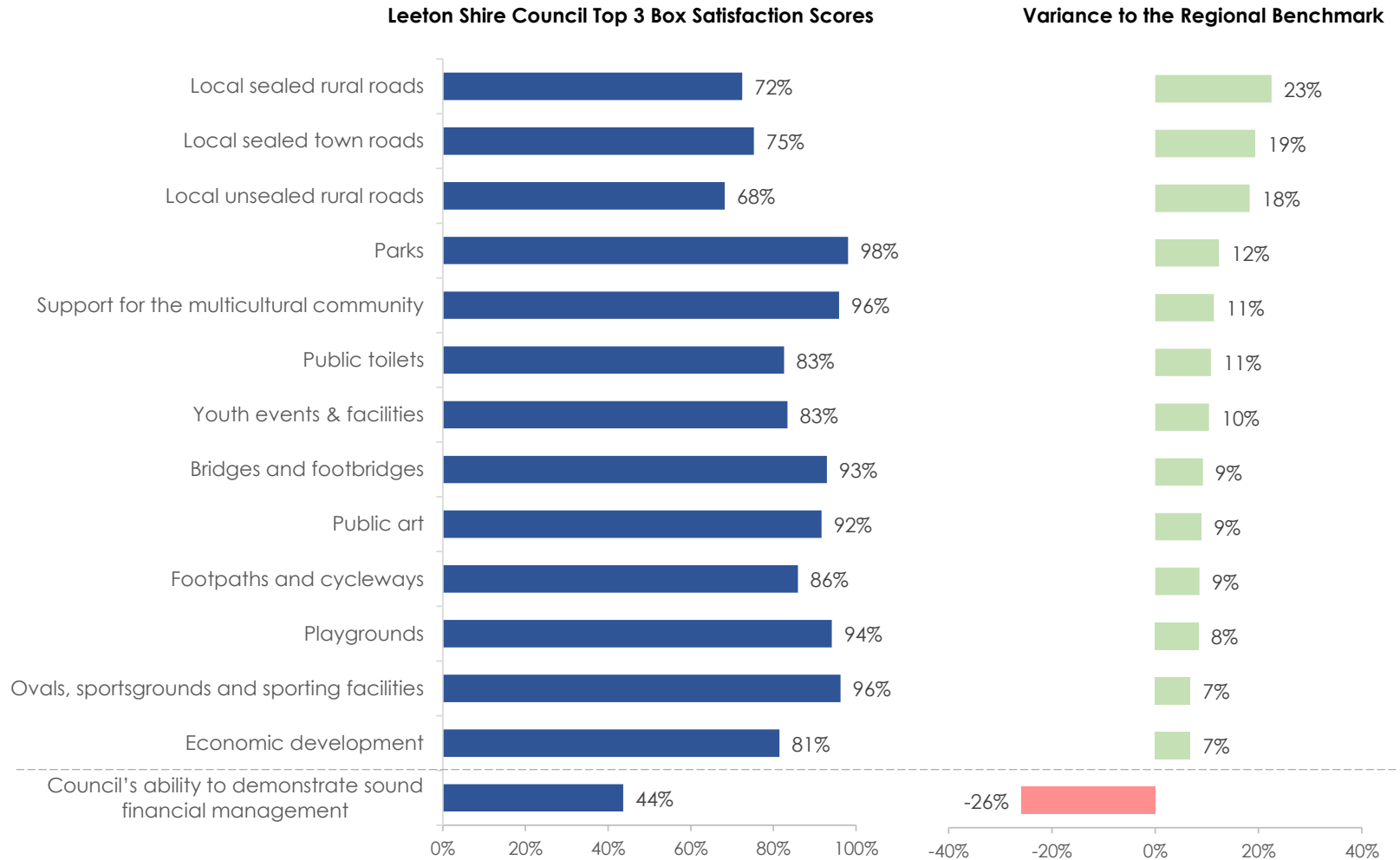
The chart to the right shows the variance between Leeton Shire Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the chart highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 7% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

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



Note: Only services/facilities with a variance of +/- 7% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 3 box = at least somewhat satisfied

Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst residents' satisfaction for all of these areas is between 44% and 75%.

Larger performance gaps centred on strong leadership and connectivity (roads and access to air travel).

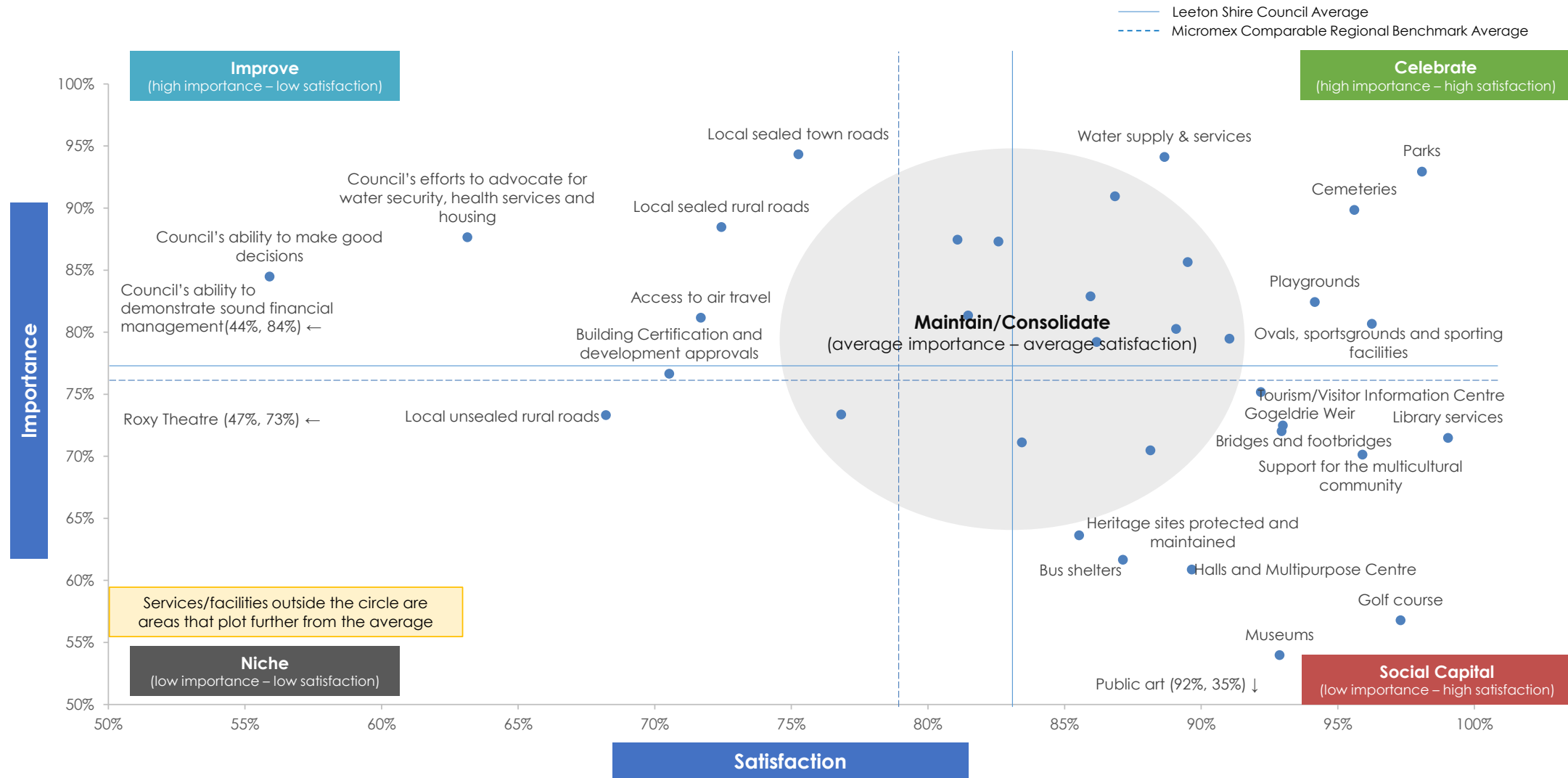
Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Strong Leadership	Council's ability to demonstrate sound financial management	84%	44%	41%
Strong Leadership	Council's ability to make good decisions	84%	56%	29%
A Healthy and Caring Community	Roxy Theatre	73%	47%	26%
Strong Leadership	Council's efforts to advocate for water security, health services and housing	88%	63%	25%
Asset Management	Local sealed town roads	94%	75%	19%
Asset Management	Local sealed rural roads	88%	72%	16%
A Thriving Economy with Good Jobs	Access to air travel	81%	72%	9%

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

Please see Appendix 1 for full Performance Gap Ranking

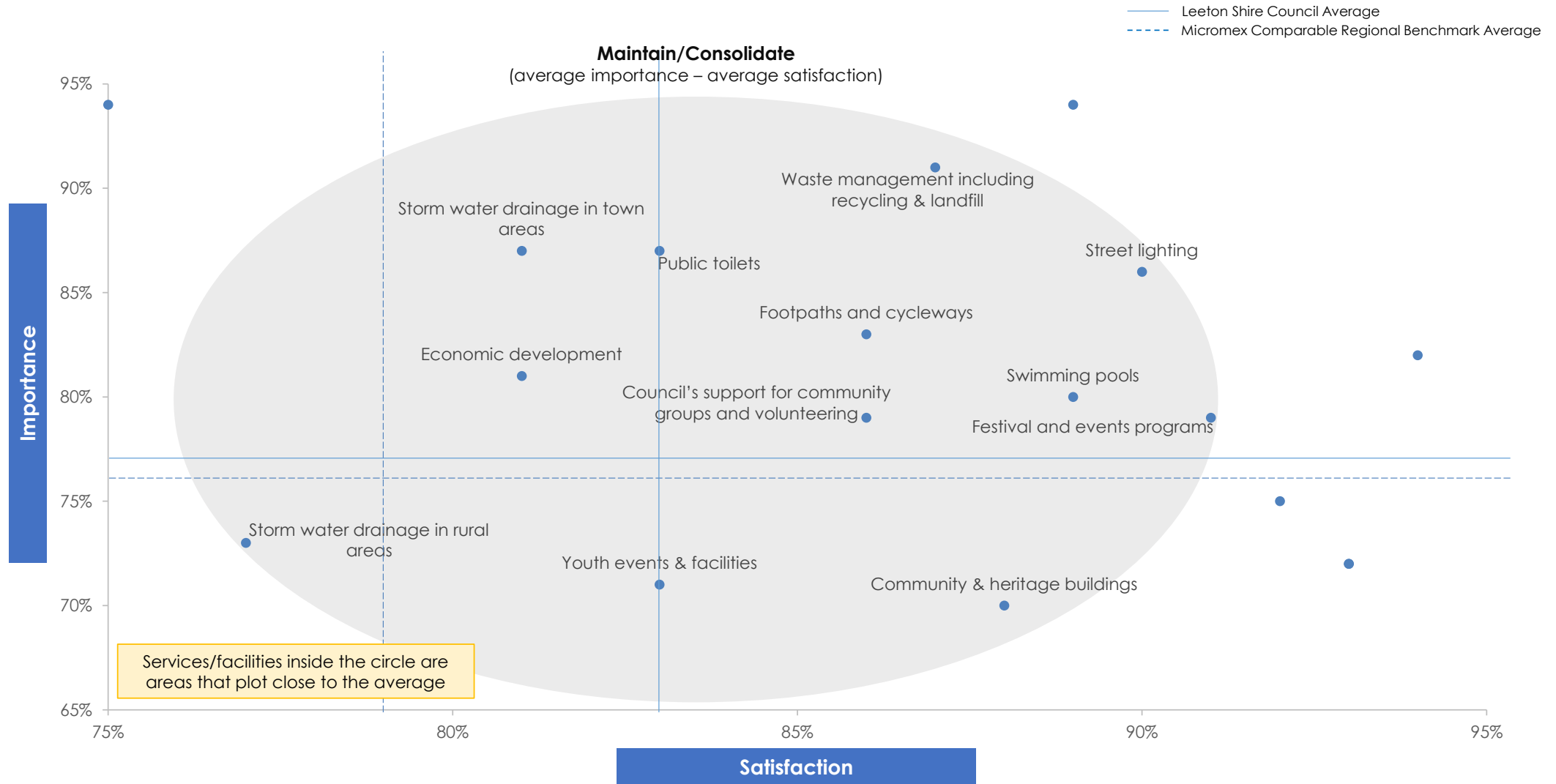
Quadrant Analysis – Mapping Priority Against Delivery

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



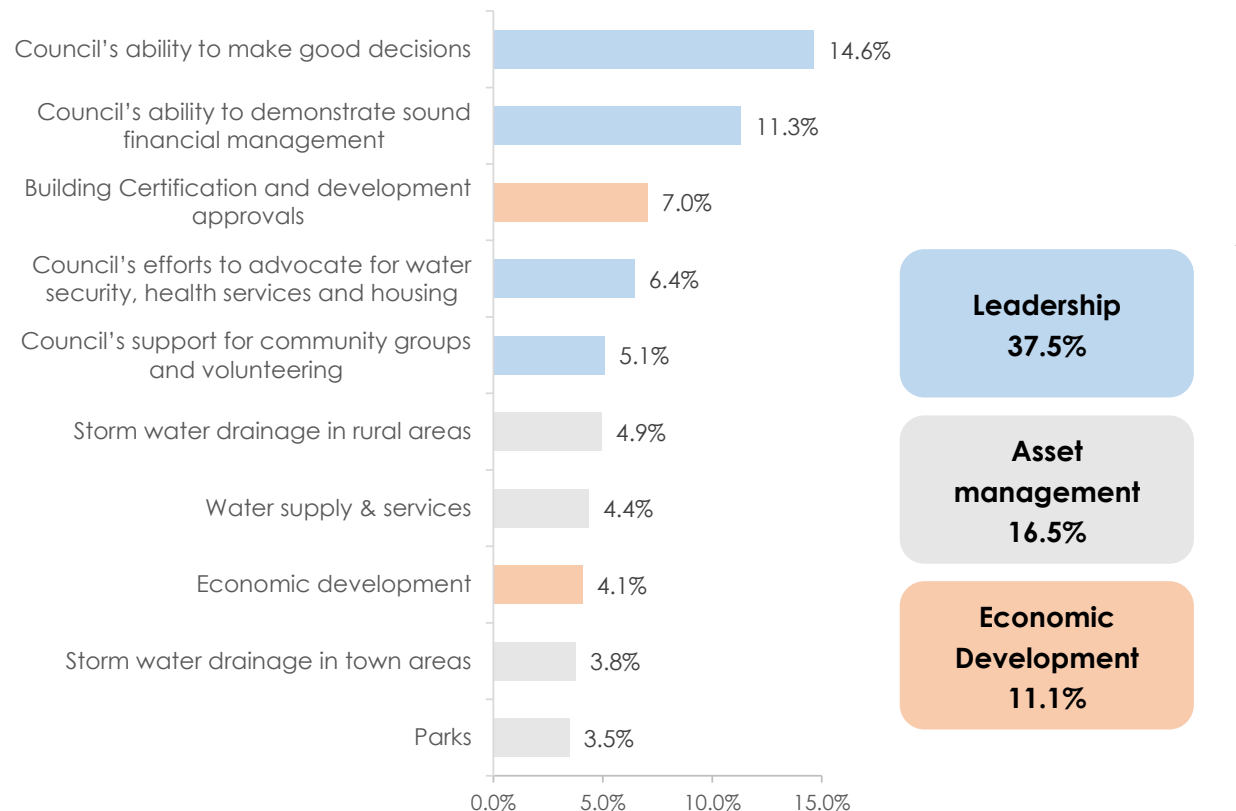
Quadrant Analysis – Mapping Priority Against Delivery

Following on from the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



Key Drivers of Overall Satisfaction with Council

The score assigned to each area is not a measure of satisfaction/dissatisfaction – rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



These top 10 services/facilities (so 27% of the 37 services/facilities) account for over 60% of the variation in overall satisfaction.

Investigating the measures separately, 'Council's ability to make good decisions' is the most vital driver of overall satisfaction, followed by 'Council's ability to demonstrate sound financial management'.

Further, after summarizing them into 3 thematical groups, leadership is the most important driver category. Asset management and economic development are also important.

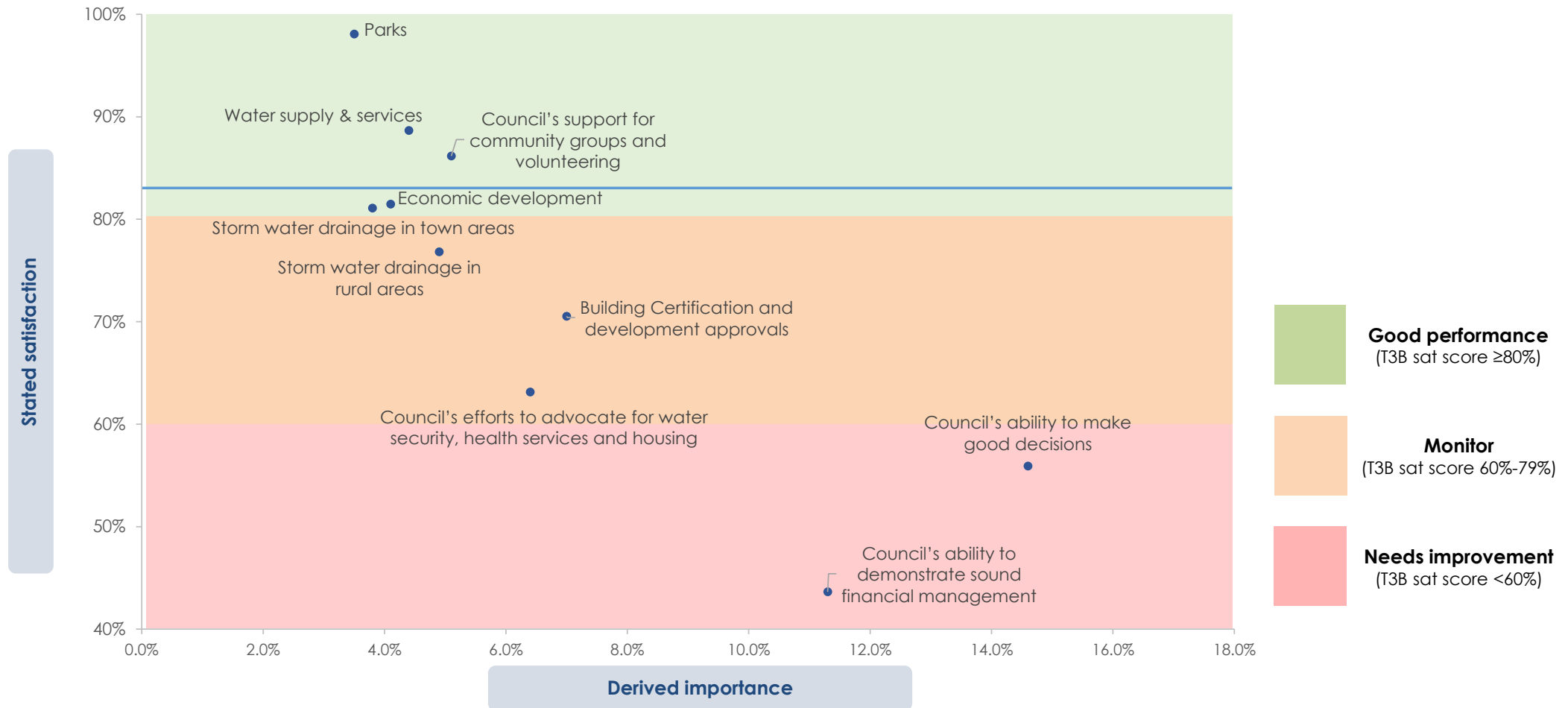
R² value = 0.47

Dependent Variable: Q5. Overall, for the last 12 months, how satisfied are you with the performance of Council administration, not just on one or two issues, but across all responsibility areas?

Note: Please see Appendix 1 for complete list 31

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

The below chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (which is the average satisfaction score of all services/facilities) could potentially be improved to elevate overall satisfaction level.



Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 37 measures

Key Drivers of Overall Satisfaction with Council – Expanded Model

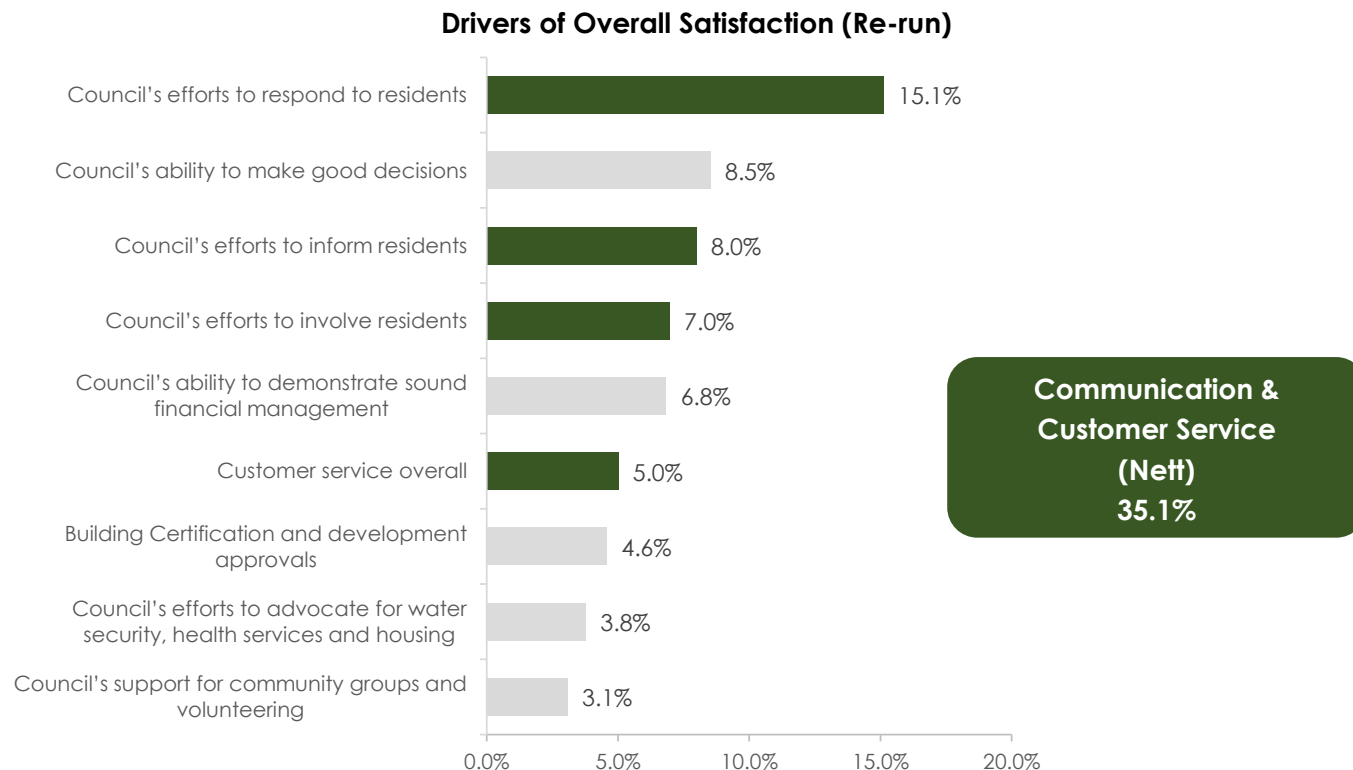
The previous regression model is based on the 37 services/facilities tested (Q3). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 4 additional measures (model now totalling 41 measures) from Q6b:

Overall satisfaction with customer service

Satisfaction with Council's efforts to inform residents

Satisfaction with Council's efforts to involve residents

Satisfaction with Council's efforts to respond to residents



Looking at our expanded regression result, satisfaction with communication measures now account for over 35% of the variation in overall satisfaction.

Similar to our original regression model, leadership (e.g. decision-making and financial management) is also an important driver.

R^2 value = 0.55

Dependent Variable: Q5. Overall, for the last 12 months, how satisfied are you with the performance of Council administration, not just on one or two issues, but across all responsibility areas?

Note: Please see Appendix 1 for complete list 33

Key Drivers of Overall Satisfaction (Comparable Variables)

As we mentioned earlier, we included only the 27 comparable measures in our regression models this time, which yielded some interesting results shown in the right table.

Financial management remains the most important key driver, with its contribution increasing by 5.9%, now accounting for over 20% of the total variation in overall satisfaction. Further, Building Certification and development approvals and storm water drainage in town areas have become much more important compared to 2021.

Therefore, we conducted further cross-analyses for these three measures to examine any changes in satisfaction levels with these measures (see next page).

Key Drivers	Contribution 2024 (%)	Contribution 2021 (%)	Variance (%)
Council's ability to demonstrate sound financial management	21.4%	15.4%	5.9%
Building Certification and development approvals	11.3%	7.1%	4.2%
Council's support for community groups and volunteering	9.8%	13.9%	-4.1%
Storm water drainage in town areas	7.4%	0.8%	6.5%
Water supply & services	5.7%	4.0%	1.7%
Heritage sites protected and maintained	5.0%	10.3%	-5.2%
Waste management including recycling & landfill	5.0%	4.2%	0.8%

Note: Only important drivers are shown in the table.
Please see Appendix 1 for complete list

Cross-Analysis of Overall Satisfaction and Key Drivers

After examining the changes in satisfaction levels (T3B%) with the three key drivers, Council's ability to demonstrate sound financial management was the only measure that declined dramatically compared to 2021. Therefore, we conducted a cross-analysis between satisfaction with financial management and overall satisfaction with the performance of Council.

Looking at the tables to the right, firstly we can see there has always been a strong correlation between satisfaction with financial management and overall satisfaction. However, significantly fewer residents are satisfied (T2B%) with financial management this year, while conversely, significantly more are not satisfied or not at all satisfied with it. This may be the reason contributing to the decline in overall satisfaction.

Key Drivers	T3B% Satisfaction 2024	T3B% Satisfaction 2021
Council's ability to demonstrate sound financial management	44%	87%
Building Certification and development approvals	71%	76%
Storm water drainage in town areas	81%	84%



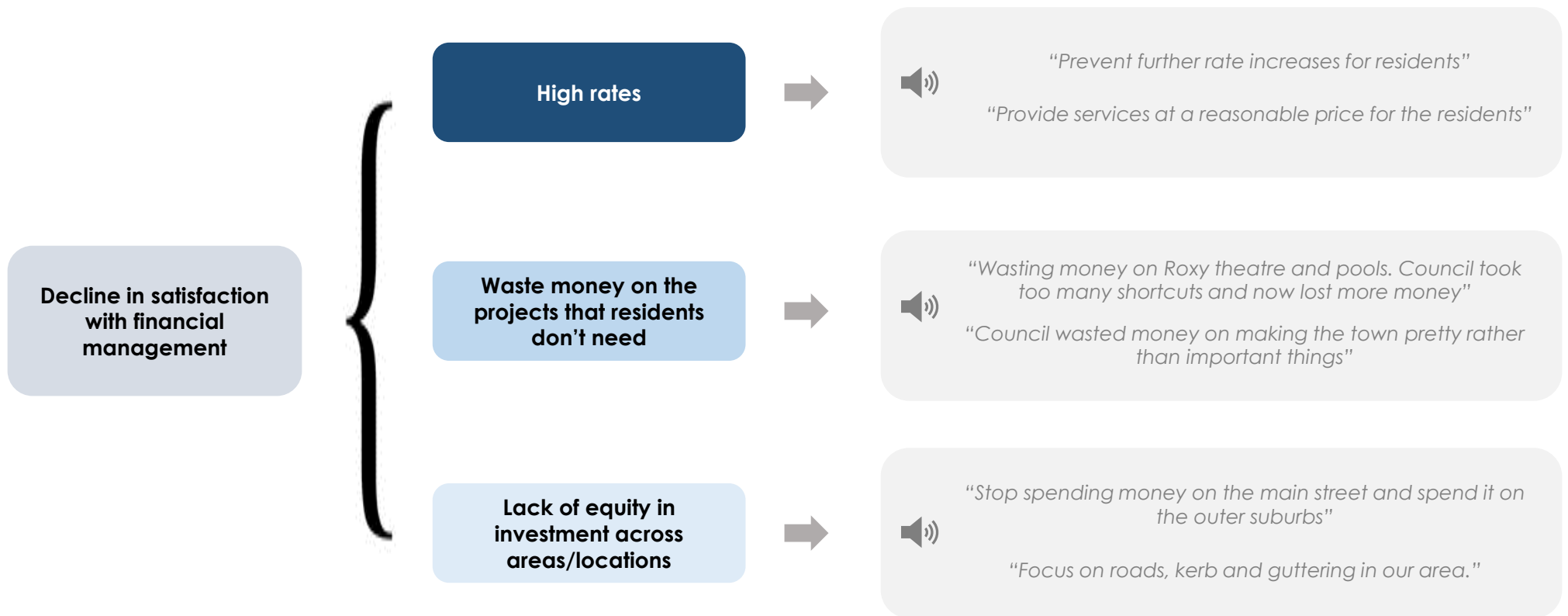
2024	Satisfaction with Financial management				
	1 - Low	2	3	4	5 - High
Very satisfied	0%	0%	10%	11%	31%
Satisfied	10%	31%	42%	72%	49%
Somewhat satisfied	39%	50%	44%	15%	21%
Not very satisfied	33%	12%	3%	0%	0%
Not at all satisfied	17%	7%	1%	2%	0%
T3B	49%	81%	96%	98%	100%
Mean rating	2.42	3.04	3.56	3.89	4.10
Base	98	90	91	41	15

2021	Satisfaction with Financial management				
	1 - Low	2	3	4	5 - High
Very satisfied	0%	6%	3%	24%	44%
Satisfied	24%	11%	55%	60%	42%
Somewhat satisfied	27%	54%	38%	15%	12%
Not very satisfied	29%	21%	1%	1%	1%
Not at all satisfied	20%	7%	2%	0%	1%
T3B	51%	71%	96%	99%	98%
Mean rating	2.55	2.87	3.55	4.08	4.27
Base	15	27	90	125	77

A significantly higher/lower percentage (compared to 2021/ by group) 35

Reasons for Change in Satisfaction with Financial Management

Perusing more in-depth into the reasons for declining satisfaction with financial management, a large proportion of residents mentioned in Q1b that Council primarily depends on rate increases rather than exploring alternative revenue sources. A few residents also mentioned that Council has been overspending on trivial projects (e.g., Roxy Theatre), and there was also a lack of equity in the investment across service areas/ locations.



Summary Findings



Satisfaction Scorecard

27 out of 37 (73%) services and facilities received good performance satisfaction scores.

However, there were 3 measures that need improvement, which were the Roxy Theatre, decision making and financial management.



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

A Healthy and Caring Community	A Thriving Economy with Good Jobs	Asset Management
Youth events & facilities	Access to air travel	Local sealed town roads
Heritage sites protected and maintained		Local sealed rural roads
Ovals, sportsgrounds and sporting facilities	Tourism/Visitor Information Centre	Local unsealed rural roads
Halls and Multipurpose Centre	Economic development	Bridges and footbridges
Swimming pools		Footpaths and cycleways
Roxy Theatre	Building Certification and development approvals	Bus shelters
Museums		Parks
Public art	Strong Leadership	Community & heritage buildings
Library services	Council's support for community groups and volunteering	Water supply & services
Festival and events programs		Storm water drainage in town areas
Playgrounds	Council's ability to make good decisions	Storm water drainage in rural areas
Public toilets	Council's ability to demonstrate sound financial management	Waste management including recycling & landfill
Street lighting		
Cemeteries		
Gogeldrie Weir		
Golf course	Council's efforts to advocate for water security, health services and housing	
Support for the multicultural community		

Where are we now?

Despite the external stressors in recent years, 94% of residents in Leeton Shire LGA rated their quality of life as 'good' to 'excellent'. Nearly 80% are at least somewhat satisfied with the performance of Council, whilst 83% are at least somewhat satisfied with the performance of Councillors.

Regarding the statements about living in Leeton Shire, 90% of residents agree that they are safe during the daytime, whilst 85% agree that they can feel the sense of community.

However, there is always room for improvement. Based on our regression models that includes 37 services/facilities, Council's leadership, asset management and economic development are the most important drivers of overall satisfaction. Further, after including 4 contact-related measures, the satisfaction with contact and communication contributes to more than 35% of the variation in overall satisfaction with Council. This indicates that every interaction with residents is a chance to enhance their satisfaction with Council.

(see next slide for suggestions about moving forward)

Key Measures:



Overall satisfaction

Overall, 78% of residents are at least somewhat satisfied with the performance of Council administration over the last 12 months.



Satisfaction with Customer Service

80% of residents are at least somewhat satisfied with Council's customer service overall.



Satisfaction with Councillors

83% of residents are at least somewhat satisfied with the performance of the elected Councillors.



Quality of Life in the LGA

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



Moving Forward

Based on a range of questions and analyses, we have identified the following opportunities for Council's consideration:

- **Leadership:**

Council's ability to demonstrate sound financial management is one of the most important drivers of overall satisfaction in our original regression model. However, the satisfaction with financial management declined by 43% from 2021, which is a key factor contributing to the decline in overall satisfaction with Council's performance (see cross-analysis). Perceptions of high rates, controversial projects such as Roxy Theatre, and inequity in investment across service areas and locations are core reasons for the decline in financial management satisfaction.

- **Asset Management:**

Asset management is the second largest thematic driver of overall satisfaction following leadership. The most important variables centred on water and drainage. Further, although not a key driver of overall satisfaction, 60% or more of residents mentioned that roads need more investment, and 32% stated 'maintenance and upgrades of roads' is a priority in the next 4 years for Leeton.

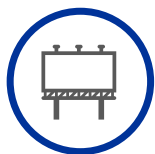
- **Planning and development:**

'Building certification and development approvals' is the third largest driver of overall satisfaction in our original regression model. It is possible this score is not specific to the Council's Building certification and DA process, but rather a response to the Roxy Theatre project. Council could look to contact residents who participated in the research to explore this area further.

- **Communication/Customer Experience:**

Four communication related measures contributed to more than 35% of the variation in overall satisfaction. Customer service and Council efforts to inform are generally well rated

- **Efforts to consult/involve:** Particularly with regard to decision-making is an area that could be strengthened and explored.
- **Efforts to Respond:** Each interaction with residents is an opportunity to enhance the Council's image. Although 80% of residents are somewhat satisfied with overall customer service, there is still potential room for improvement. Council's efforts to respond to residents is the largest driver of overall satisfaction in our extended regression model, with the lowest satisfaction score (65%) among the communication measures. As mentioned above, Council could look to qualitatively explore community understanding and expectations around these areas to better understand the opportunities in this space.





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