

Leeton Shire Council

Community Satisfaction and CSP Research

Presentation by: Micromex Research
Presentation Date: November 6, 2019



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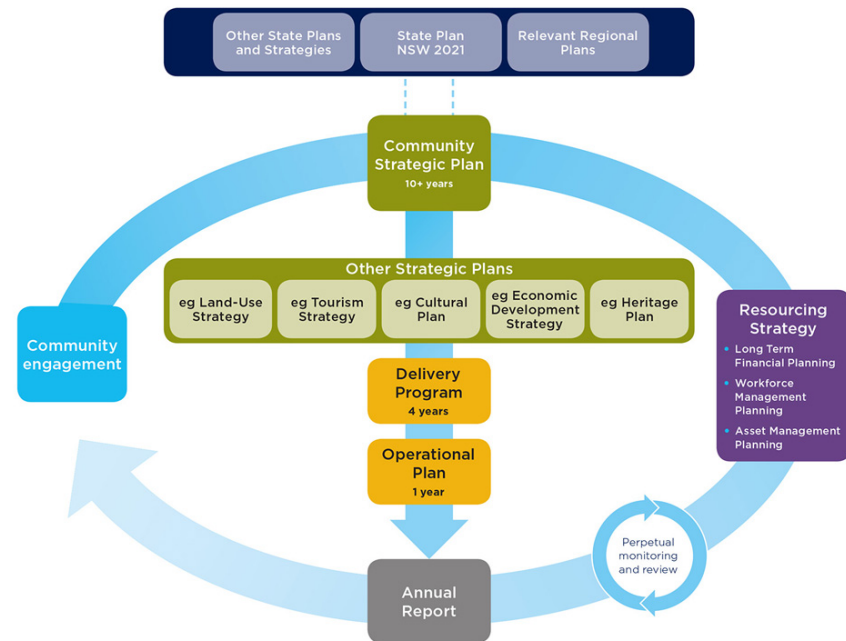
Micromex Research

Who are we?

- Established 1986
- Mid-sized, full-service research company based on the NSW Central Coast

What do we do?

- Specialise in community research, working with 96 councils across a broad range of topics:
 - Community Satisfaction
 - CSP's
 - Social Wellbeing
 - SRV's
 - Waste, solar, open-spaces
 - Etc...



Our Experience Since 2010

- ✓ Albury City Council
- ✓ Alice Springs Town Council
- ✓ Armidale Regional Council
- ✓ Ashfield Council
- ✓ Auburn City Council
- ✓ Ballina Shire Council
- ✓ Bankstown City Council
- ✓ Bathurst
- ✓ Bayside City Council (VIC)
- ✓ Bayside Council
- ✓ Bega Valley Shire Council
- ✓ Blacktown City Council
- ✓ Bland Shire Council
- ✓ Blue Mountains City Council
- ✓ Broken Hill City Council
- ✓ Burwood Council
- ✓ Byron Shire Council
- ✓ Camden Council
- ✓ Campbelltown City Council
- ✓ Campbelltown City Council (SA)
- ✓ Central Coast Council
- ✓ Cessnock City Council
- ✓ City of Canada Bay
- ✓ City of Canterbury-Bankstown
- ✓ City of Melbourne (VIC)
- ✓ City of Newcastle Council
- ✓ City of Parramatta Council
- ✓ City of Playford Council (SA)
- ✓ City of Ryde
- ✓ City of Sydney
- ✓ City of Wagga Wagga Council
- ✓ Cumberland Council
- ✓ Devonport City Council (TAS)
- ✓ Dubbo Regional Council
- ✓ Eurobodalla Shire Council
- ✓ Fairfield City Council
- ✓ Forbes Shire Council
- ✓ Georges River Council
- ✓ Gloucester Shire Council
- ✓ Gosford City Council
- ✓ Great Lakes Shire Council
- ✓ Hawkesbury City Council
- ✓ Holroyd City Council
- ✓ Hornsby Shire Council
- ✓ Hunters Hill Council
- ✓ Inner West Council
- ✓ Kempsey Shire Council
- ✓ Kingston City Council (VIC)
- ✓ Kogarah City Council
- ✓ Ku-ring-gai Council
- ✓ Lachlan Shire Council
- ✓ Lake Macquarie City Council
- ✓ Lane Cove Council
- ✓ Leichhardt Municipal Council
- ✓ Lismore City Council
- ✓ Lithgow City Council
- ✓ Liverpool City Council
- ✓ Liverpool Plains Shire Council
- ✓ Maitland City Council
- ✓ Marrickville City Council
- ✓ Mid-Coast Council
- ✓ Mid-Western Regional Council
- ✓ Moorabool Shire Council (VIC)
- ✓ Moree Plains Shire Council
- ✓ Mosman Council
- ✓ Murray Shire Council
- ✓ Murrumbidgee Shire Council
- ✓ Narrabri Shire Council
- ✓ Narrandera Shire Council
- ✓ Northern Beaches Council
- ✓ Parkes Shire Council
- ✓ Penrith City Council
- ✓ Pittwater Council
- ✓ Port Macquarie-Hastings Council
- ✓ Queanbeyan-Palerang Regional Council
- ✓ Randwick City Council
- ✓ Richmond Valley Council
- ✓ Rockdale City Council
- ✓ Shoalhaven City Council
- ✓ Singleton City Council
- ✓ Snowy Monaro Regional Council
- ✓ Strathfield Council
- ✓ Sutherland Shire Council
- ✓ Tamworth Regional Council
- ✓ Tenterfield Shire Council
- ✓ The Hills Shire Council
- ✓ Tweed Shire Council
- ✓ Upper Hunter Shire Council
- ✓ Warringah Council
- ✓ Waverley Council
- ✓ Willoughby City Council
- ✓ Wingecarribee Shire Council
- ✓ Wollondilly Shire Council
- ✓ Woollahra Municipal Council
- ✓ Wyong Shire Council
- ✓ Yass Valley Council

96 Councils – A broad range of project types



Background & Methodology

Why?

- Quality of life:
 - Understand community priorities for the Leeton Shire LGA (unprompted)
 - Overall quality of life rating
 - Identify community agreement with statements around Roads and transport, Community safety, Infrastructure/ Development, The natural environment, and Services/Facilities
- Community Satisfaction:
 - Council administration
 - Elected Councillors
 - A range of services and facilities
 - Identify the community's desired level of investment in a range of assets

How?

- Telephone survey (landline and mobile) to N=401 households (254 EWP and 147 SamplePages)
- Greatest margin of error +/- 4.9%

When?

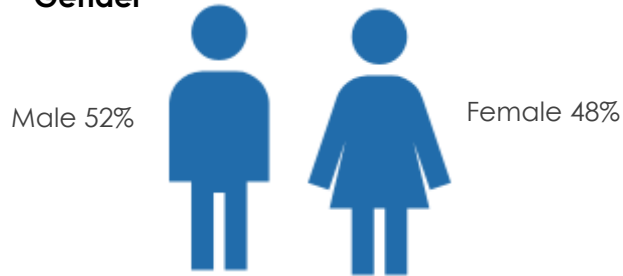
- Implementation 23rd – 28th September 2019



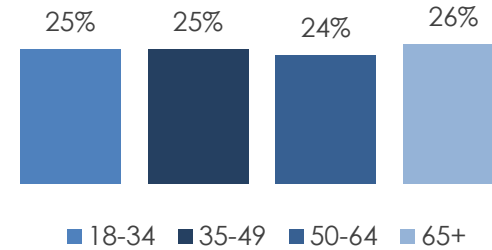
Sample Profile

401 telephone surveys
conducted with Leeton
Shire residents

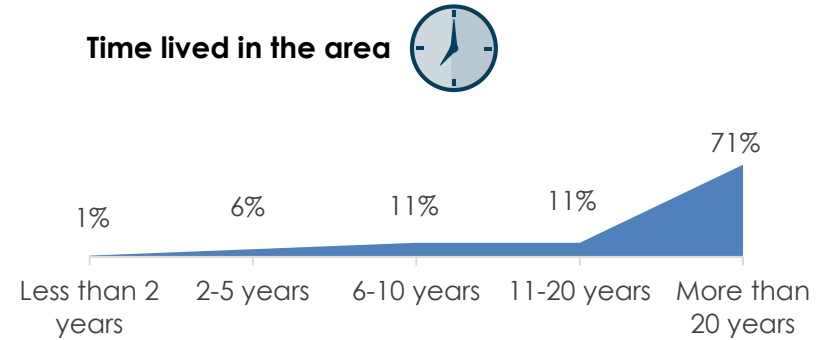
Gender



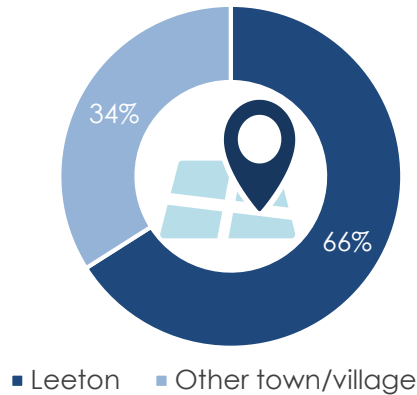
Age



Time lived in the area



Town/Village



Ratepayer status



Ratepayer
81%



Non-ratepayer
19%

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

Quality of Life

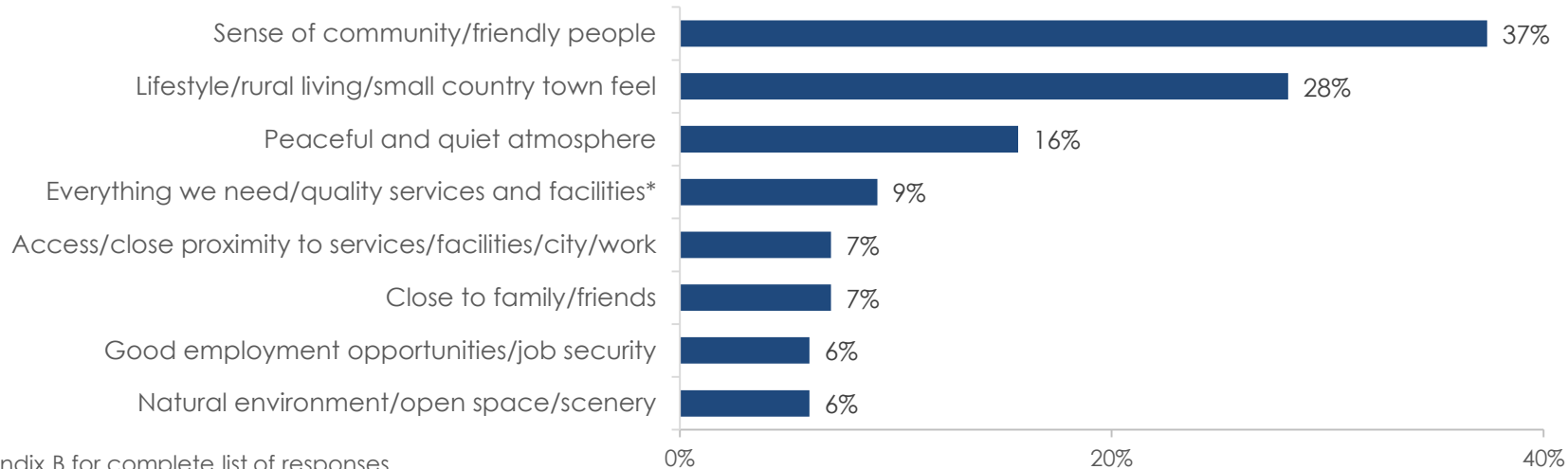


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Most Valued Aspect

Community



Please see Appendix B for complete list of responses

*e.g. shops, sporting facilities, educational facilities

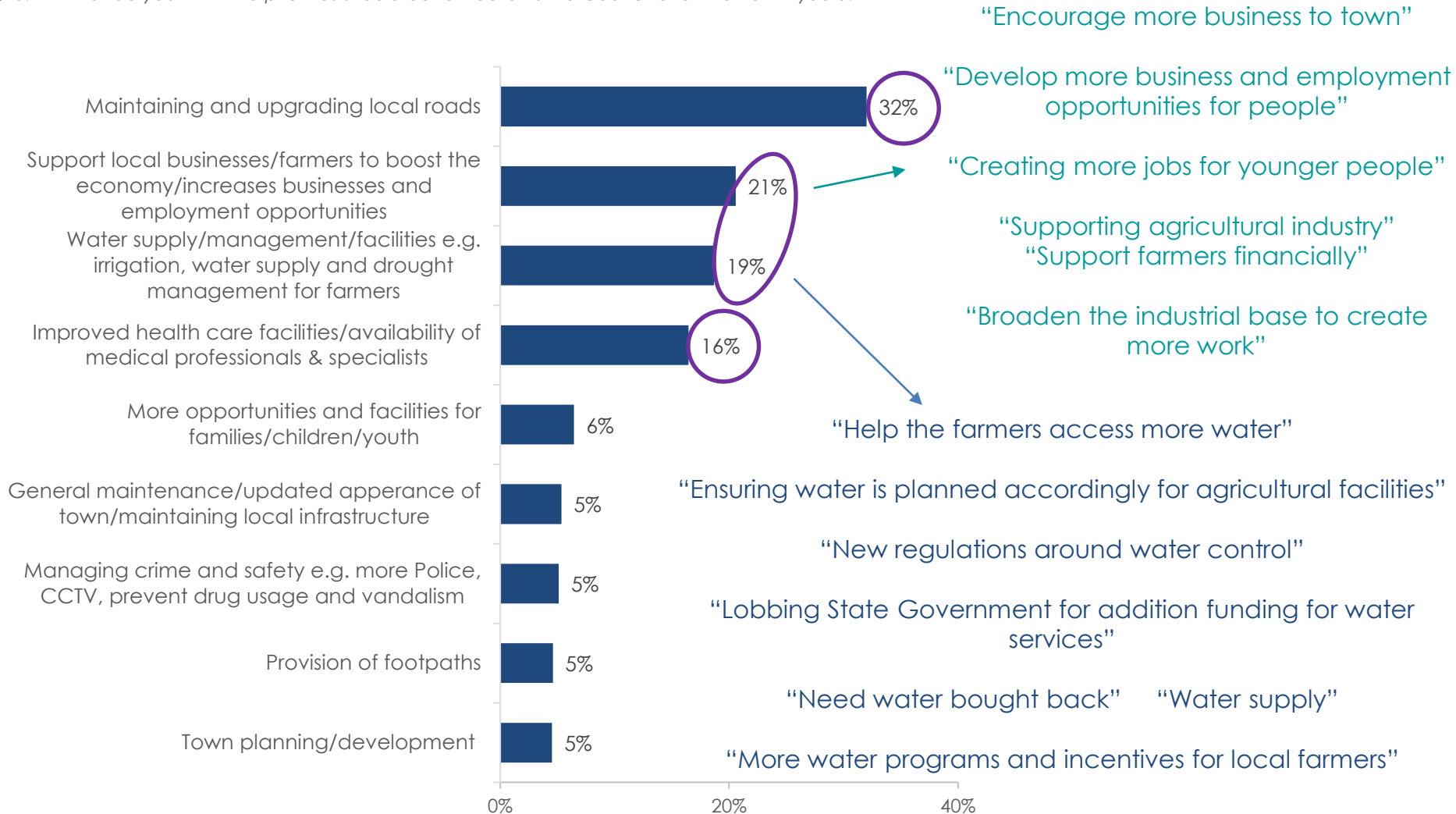
0% 20% 40%

Base: N = 401

The sense of community in Leeton Shire is the most valued aspect by 37% of residents, followed by the lifestyle the area provides with the small country town atmosphere.

Priorities for the Next 4 Years

Q1b. What do you think the priorities should be for Leeton Shire Council over the next 4 years?



Base: N = 401

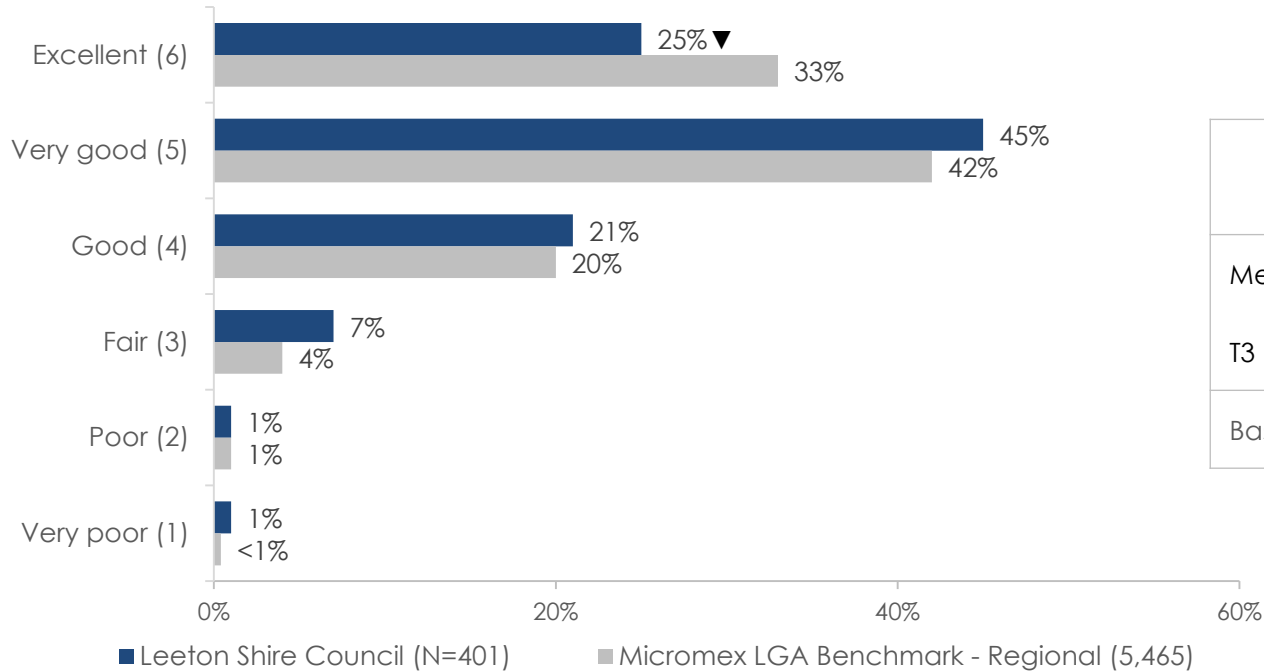
Please see Appendix B for complete list of responses

32% believe maintaining and upgrading the local road network is a priority for Council over the next 4 years. Supporting local businesses (including farmers), water supply and management and improved medical facilities were also identified as priorities for the area.

Quality of Life

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

	Overall	Male	Female	18-34	35-49	50-64	65+	Leeton	All other towns/villages	Ratepayer	Non-ratepayer
Mean rating	4.85	4.84	4.86	4.86	4.67	4.88	5.00	4.93	4.71	4.90	4.65
Base	401	207	194	102	99	96	105	264	137	325	76



	Leeton Shire Council	Micromex LGA Benchmark - Regional
Mean rating	4.85	5.01
T3 Box	91%	95%
Base	401	5,465

Scale: 1 = very poor, 6 = excellent
 ▲ ▼ = A significantly higher/lower percentage (by group)

91% of residents rated their quality of life living in the Shire as 'good' to 'excellent' – this result is on par with our Regional Benchmark.

27 Agreement Statements

Roads and Transport

Public transport is adequate for your needs

The LGA is a safe area for pedestrians

The LGA is a safe area for cyclists

Traffic systems provide for safe and efficient traffic flow

Community Safety

You feel safe during the day

You feel safe during the night

You feel safe using public facilities

Graffiti is adequately controlled

Police services in the LGA are responsive and effective

Infrastructure and Development

Shops and services in shopping areas meet residents' needs

There is adequate access to parking in the CBD

We are preserving an attractive urban landscape and protecting our heritage

There is urban vitality and a good lifestyle quality in Leeton Shire communities

The Natural Environment

The natural environment is respected and protected

Litter is adequately controlled

Council's planning and leadership are contributing to a sustainable environment in the LGA

Weed incursions are adequately managed in the LGA

Renewable energy is important for our community

Services and Facilities

We have access to a good range of health services

There is a good range of leisure and recreation opportunities

Sporting facilities in the area meet your needs

Living in Leeton Shire gives you a sense of living in a community

There is a good range of community groups and support networks for residents

The cost of living in Leeton Shire is affordable for you

The community in Leeton Shire is harmonious, cohesive and inclusive

People in Leeton Shire have fair opportunity to participate in community life

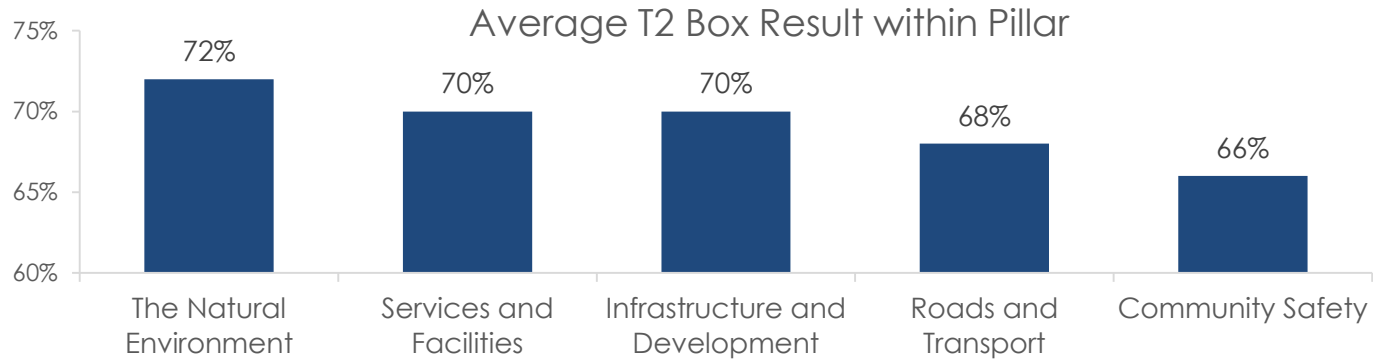
There is a good range of opportunities for cultural and artistic activities and expression



Top/Bottom 5 Agreement Statements

Top 5 Agreement Statements:	Agree/ Strongly agree
You feel safe during the day	93%
Living in Leeton Shire gives you a sense of living in a community	85%
People in Leeton Shire have fair opportunity to participate in community life	82%
Traffic systems provide for safe and efficient traffic flow	85%
The natural environment is respected and protected	84%

Bottom 5 Agreement Statements:	Agree/ Strongly agree
Police services in Leeton Shire are responsive and effective	27%
We have access to a good range of health services	29%
Public transport is adequate for your needs	43%
Shops and services in shopping areas meet residents' needs	54%
Weed incursions are adequately managed in the LGA	60%



Out of all 27 agreement statements, residents expressed the highest level of agreement with feeling safe during the day, but the lowest level of agreement for the responsiveness and effectiveness of Police services.

Looking holistically at the pillars above, we can see on average residents had the highest top 2 box agreement for 'The Natural Environment' and although the highest rated statement overall was safety during the day, collectively, 'Community Safety' had the lowest average for the top 2 box.

Comparison to the Micromex LGA Benchmark – Agreement Statements

The table below shows the variance between Leeton Shire Council's top 2 box agreement scores and the Micromex Regional LGA Benchmark. We can see that for 17 of the 21 comparable attributes, residents' top 2 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, 2 attributes, 'we have access to a good range of health services' and 'Police services in Leeton Shire are responsive and effective' experienced a variance of >10% (shown overleaf).

Agreement Statement	Leeton Shire Council T2 Box Agree/ Strongly agree	Micromex LGA Benchmark – Regional T2 Box	Variance
We are preserving an attractive urban landscape and protecting our heritage	79%	34%	45%
Leeton Shire is a safe area for cyclists	69%	31%	38%
The natural environment is respected and protected	84%	54%	30%
The cost of living in Leeton Shire is affordable for you	75%	50%	25%
Leeton Shire is a safe area for pedestrians	73%	51%	22%
There is a good range of community groups and support networks for residents	81%	59%	22%
There is a good range of opportunities for cultural and artistic activities and expression	68%	48%	20%
There is urban vitality and a good lifestyle quality in Leeton Shire communities	81%	65%	16%
Sporting facilities in the area meet your needs	81%	67%	14%
Living in Leeton Shire gives you a sense of living in a community	85%	72%	13%
People in Leeton Shire have fair opportunity to participate in community life	82%	69%	13%
The community in Leeton Shire is harmonious, cohesive and inclusive	68%	56%	12%
Graffiti is adequately controlled	72%	62%	10%

Comparison to the Micromex LGA Benchmark – Agreement Statements – Continued

Agreement Statement	Leeton Shire Council T2 Box Agree/ Strongly agree	Micromex LGA Benchmark – Regional T2 Box	Variance
Public transport is adequate for your needs	43%	39%	4%
You feel safe using public facilities	71%	67%	4%
You feel safe during the day	93%	90%	3%
There is a good range of leisure and recreation opportunities	61%	61%	0%
You feel safe during the night	65%	71%	-6%
Shops and services in shopping areas meet residents' needs	54%	61%	-7%
We have access to a good range of health services	29%	42%	-13%
Police services in Leeton Shire are responsive and effective	27%	43%	-16%
Traffic systems provide for safe and efficient traffic flow	85%	N/A	N/A
Litter is adequately controlled	77%	N/A	N/A
Renewable energy is important for our community	74%	N/A	N/A
Councils planning and leadership are contributing to a sustainable environment in Leeton Shire	64%	N/A	N/A
There is adequate access to parking in the CBD	64%	N/A	N/A
Weed incursions are adequately managed in the LGA	60%	N/A	N/A

27 Agreement
Statements
(Independent Variables)

1
Dependent
Variable

Metric 1

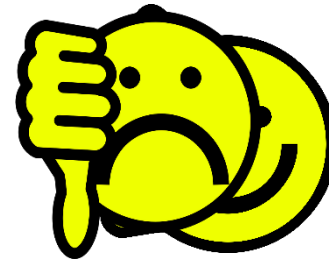


Metric 2



Metric 3

Etc.



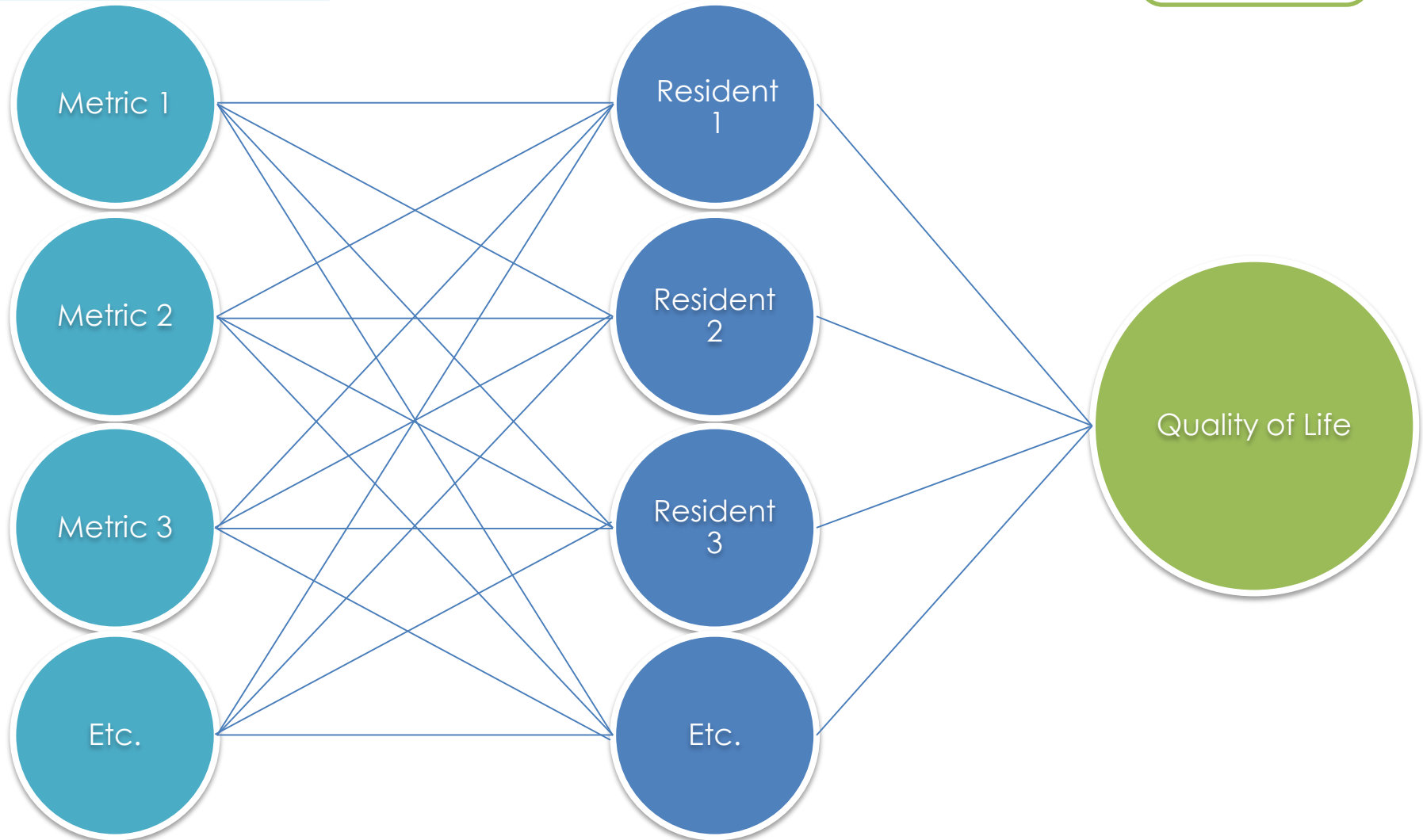
Quality of Life



27 Agreement
Statements
(Independent Variables)

401
Residents

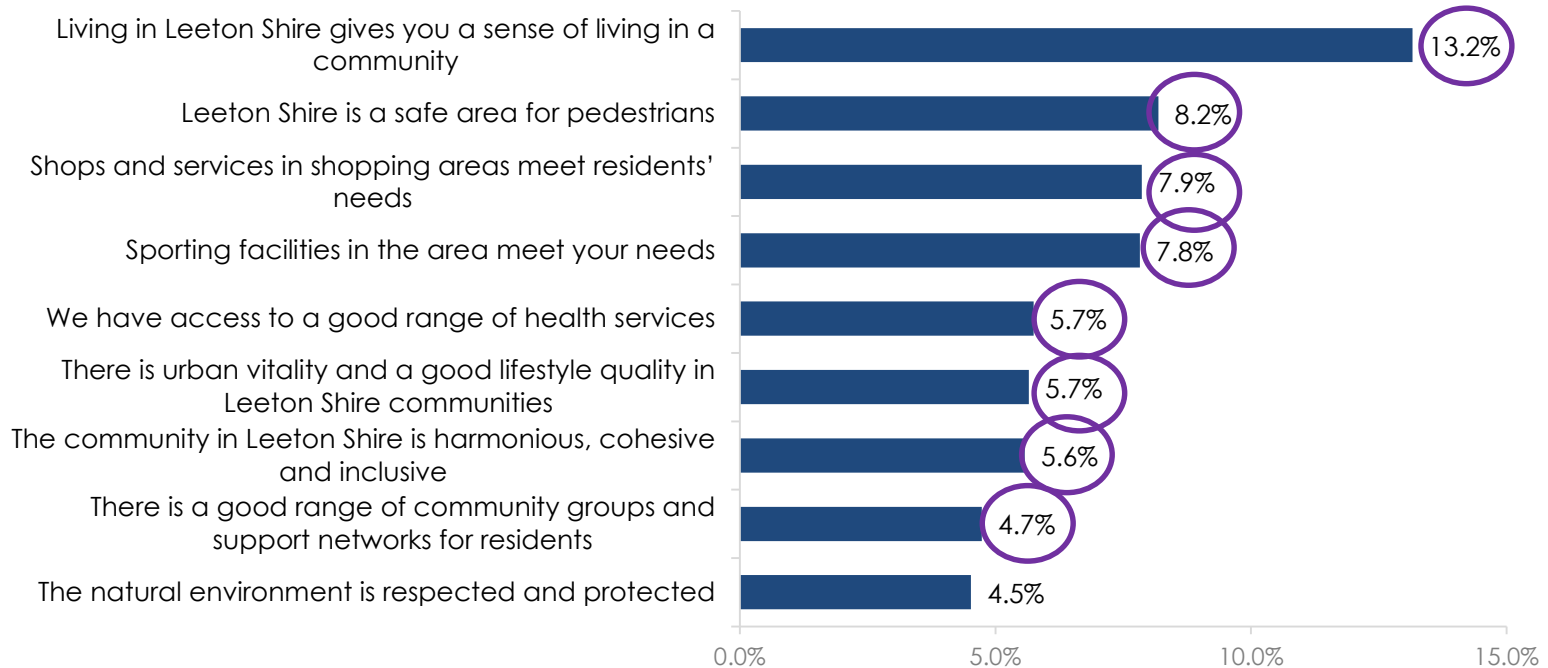
1
Dependent
Variable



Regression is a statistical process for estimating the relationships between variables – particularly when the focus is on the relationship between a dependent variable (in our case, overall satisfaction) and one or more independent variables or ‘predictors’ (in our case, the detailed satisfaction ratings).

Key Drivers of Quality of Life

Dependent variable: how would you rate the quality of life you have living in the Leeton Shire?



The results in the above chart provide Leeton Shire Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of quality of life.

These top 9 statements (so 33% of the 27 statements) account for over 60% of the variation of quality of life. Therefore, whilst all 27 statements are important, only a number of them are potentially significant drivers (at this stage, the other 18 statements have less impact on ratings – although if residents' ratings of them were to suddenly change, they may have a more immediate impact on perceived quality of life).

Note: Please see Appendix B for the derived importance of the remaining statements

5 of the top 9 drivers influencing quality of life are from the 'Services and Facilities' pillar, with 'Living in Leeton Shire gives you a sense of living in a community' identified to have the greatest influence on quality of life overall.

Community Satisfaction



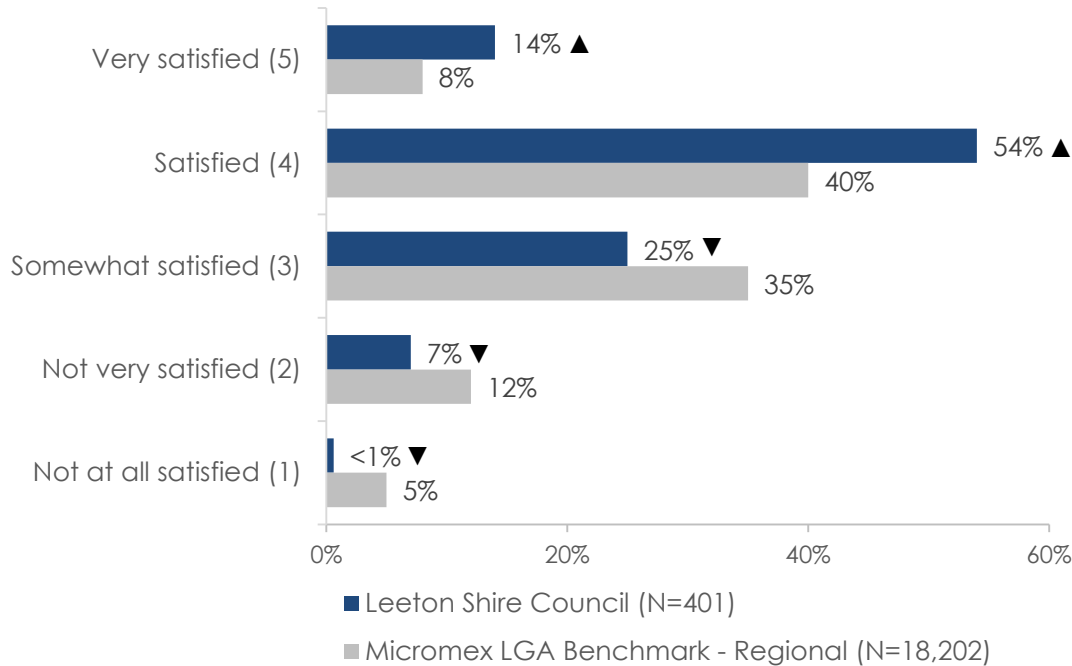
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Overall Satisfaction with Council Administration

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?

	Overall	Male	Female	18-34	35-49	50-64	65+	Leeton	All other towns/villages	Ratepayer	Non-ratepayer
Mean rating	3.74	3.75	3.73	3.76	3.48▼	3.76	3.96▲	3.71	3.80	3.77	3.63
Base	401	207	194	102	99	96	105	264	137	325	76



	Leeton Shire Council	Micromex LGA Benchmark - Regional
Mean rating	3.74▲	3.35
T3 Box	93%▲	83%
Base	401	18,202

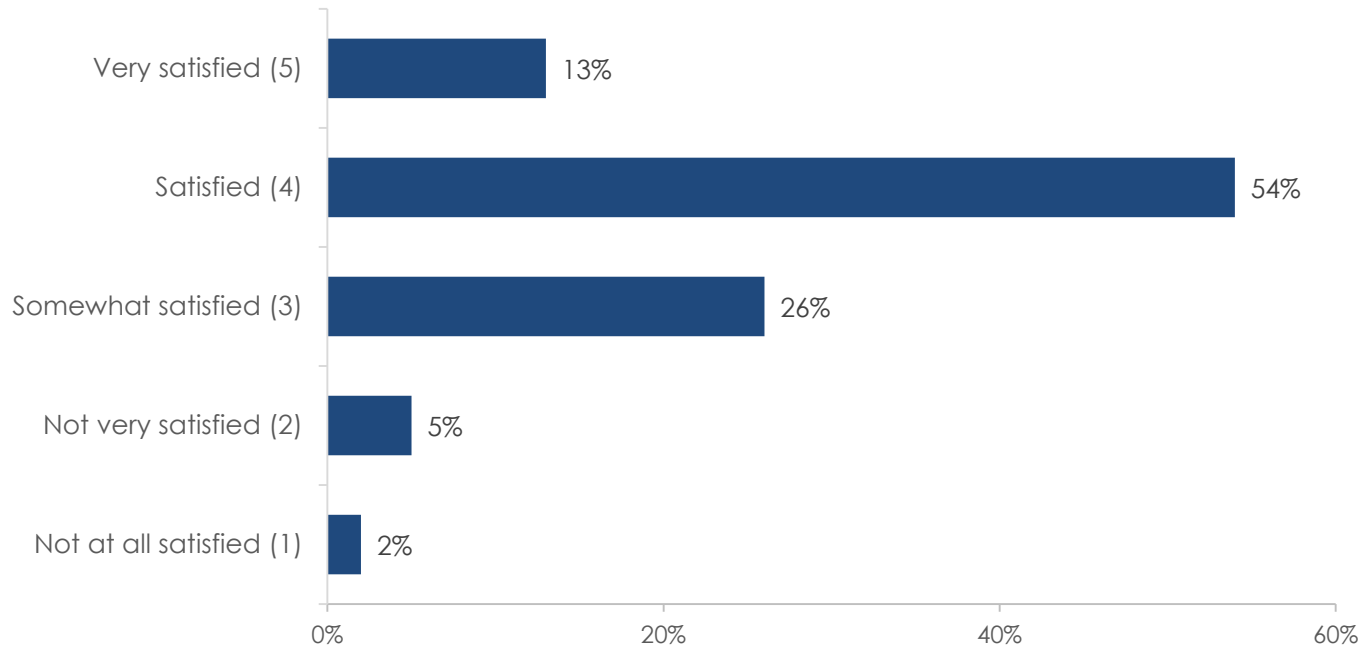
Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = A significantly higher/lower level of satisfaction (by group)

The vast majority (93%) of Leeton residents were at least somewhat satisfied with the performance of Council administration over the last 12 months. This is a very positive result for Council, with ratings significantly greater than our Micromex LGA Regional Benchmark.

Satisfaction with Elected Councillors

Q6. Thinking overall about the elected Councillors, how satisfied are you with their performance?

	Overall	Male	Female	18-34	35-49	50-64	65+	Leeton	All other towns/villages	Ratepayer	Non-ratepayer
Mean rating	3.70	3.75	3.66	3.71	3.45▼	3.73	3.91▲	3.70	3.71	3.73	3.57
Base	401	207	194	102	99	96	105	264	137	325	76



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

Base: N = 401

Similar to overall satisfaction, 93% of residents were at least somewhat satisfied with the performance of elected Councillors.

34 Importance/Satisfaction Attributes

A Healthy and Caring Community

Youth events & facilities
Heritage sites protected and maintained
Ovals, sportsgrounds and sporting facilities
Community buildings/halls
Swimming pools
Cultural opportunities and services
Library services
Festival and events programs
Cemeteries
Recreational areas along the river
Public safety

A Thriving Economy with Good Jobs

Access to air travel
Tourism/Visitor Information Centre
Economic development
Building certification and development approvals

Strong Leadership

Council considers community opinion when making decisions
Council engages the community when planning for the future
Council keeps the community informed
Supporting community groups and volunteering
Financial management

Asset Management

Local sealed town roads
Local sealed rural roads
Local unsealed rural roads
Bridges and footbridges
Bus shelters
Playgrounds and parks
Public toilets
Community & heritage buildings
Street lighting
Water supply & services
Storm water drainage in town areas
Storm water drainage in rural areas
Waste management including recycling & landfill



Comparison to the Micromex LGA Benchmark

The table below shows the variance between Leeton Shire Council's top 3 box satisfaction scores and the Micromex Regional LGA Benchmark. We can see below that for all of the 27 comparable services/facilities, residents' top 3 box scores are higher than the Benchmark score – this is a very good result!

Service/Facility	Leeton Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Local unsealed rural roads	74%	52%	22%
Public toilets	89%	70%	19%
Local sealed rural roads	71%	52%	19%
Local sealed town roads	77%	58%	19%
Footpaths and cycleways	93%	75%	18%
Financial management	86%	70%	16%
Storm water drainage in town areas	92%	77%	15%
Tourism/Visitor Information Centre	97%	83%	14%
Youth events & facilities	89%	75%	14%
Building certification and development approvals	82%	68%	14%
Playgrounds and parks	98%	86%	12%
Supporting community groups and volunteering	96%	84%	12%
Economic development	85%	74%	11%
Council considers community opinion when making decisions	79%	68%	11%

Comparison to the Micromex LGA Benchmark

The table below shows the variance between Leeton Shire Council's top 3 box satisfaction scores and the Micromex Regional LGA Benchmark. We can see below that for all of the 27 comparable services/facilities, residents' top 3 box scores are higher than the Benchmark score – this is a very good result!

Service/Facility	Leeton Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Council keeps the community informed	85%	75%	10%
Heritage sites protected and maintained	95%	85%	10%
Swimming pools	94%	85%	9%
Storm water drainage in rural areas	85%	77%	8%
Public safety	90%	83%	7%
Ovals, sportsgrounds and sporting facilities	97%	90%	7%
Community buildings/halls	95%	88%	7%
Festival and events programs	95%	90%	5%
Waste management including recycling & landfill	92%	87%	5%
Cemeteries	95%	91%	4%
Library services	98%	94%	4%
Water supply & services	89%	85%	4%
Cultural opportunities and services	95%	91%	4%

Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 71% and 89%, which indicates that their satisfaction for these measures is 'high' to 'very high'. Local sealed rural and town roads were identified as the service areas with least relative satisfaction and the greatest performance gaps. Other areas that should be explored for optimisation include unsealed roads, community engagement and water supply. All measures below identified with the largest performance gaps are from the Asset Management and Strong Leadership pillars.

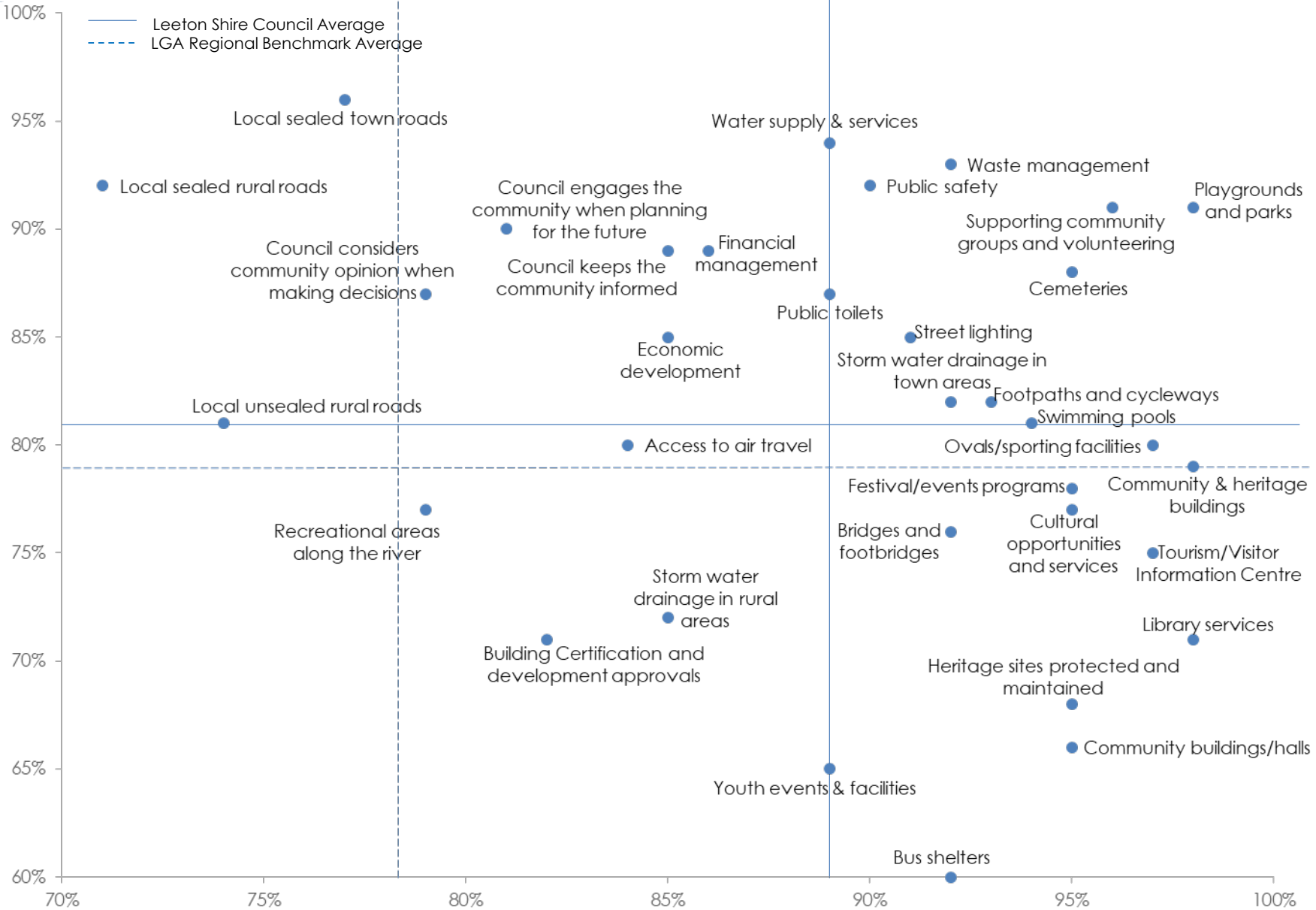
Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Local sealed rural roads	92%	71%	21%
Local sealed town roads	96%	77%	19%
Council engages the community when planning for the future	90%	81%	9%
Council considers community opinion when making decisions	87%	79%	8%
Local unsealed rural roads	81%	74%	7%
Water supply & services	94%	89%	5%



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



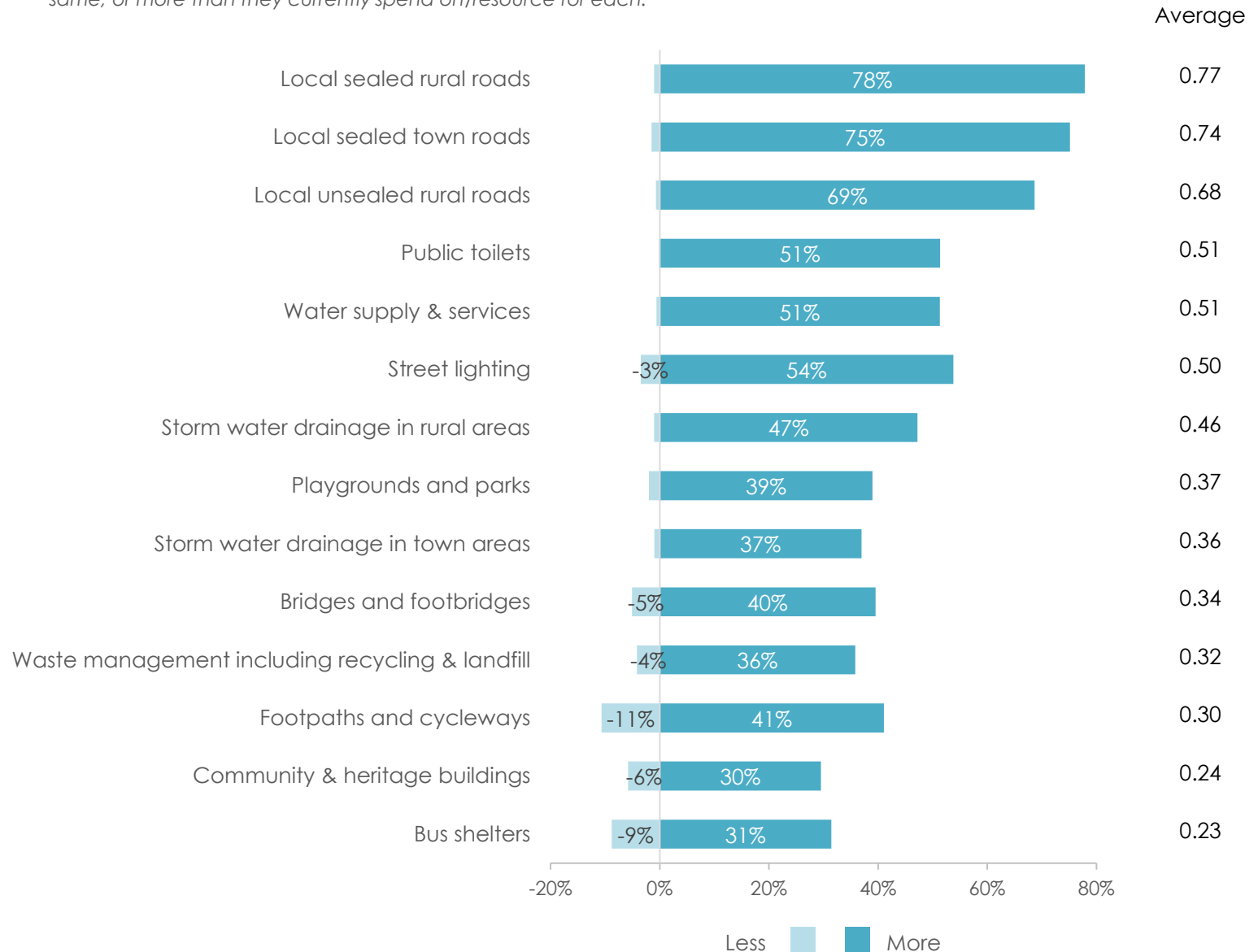
Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

Investment in Asset Management

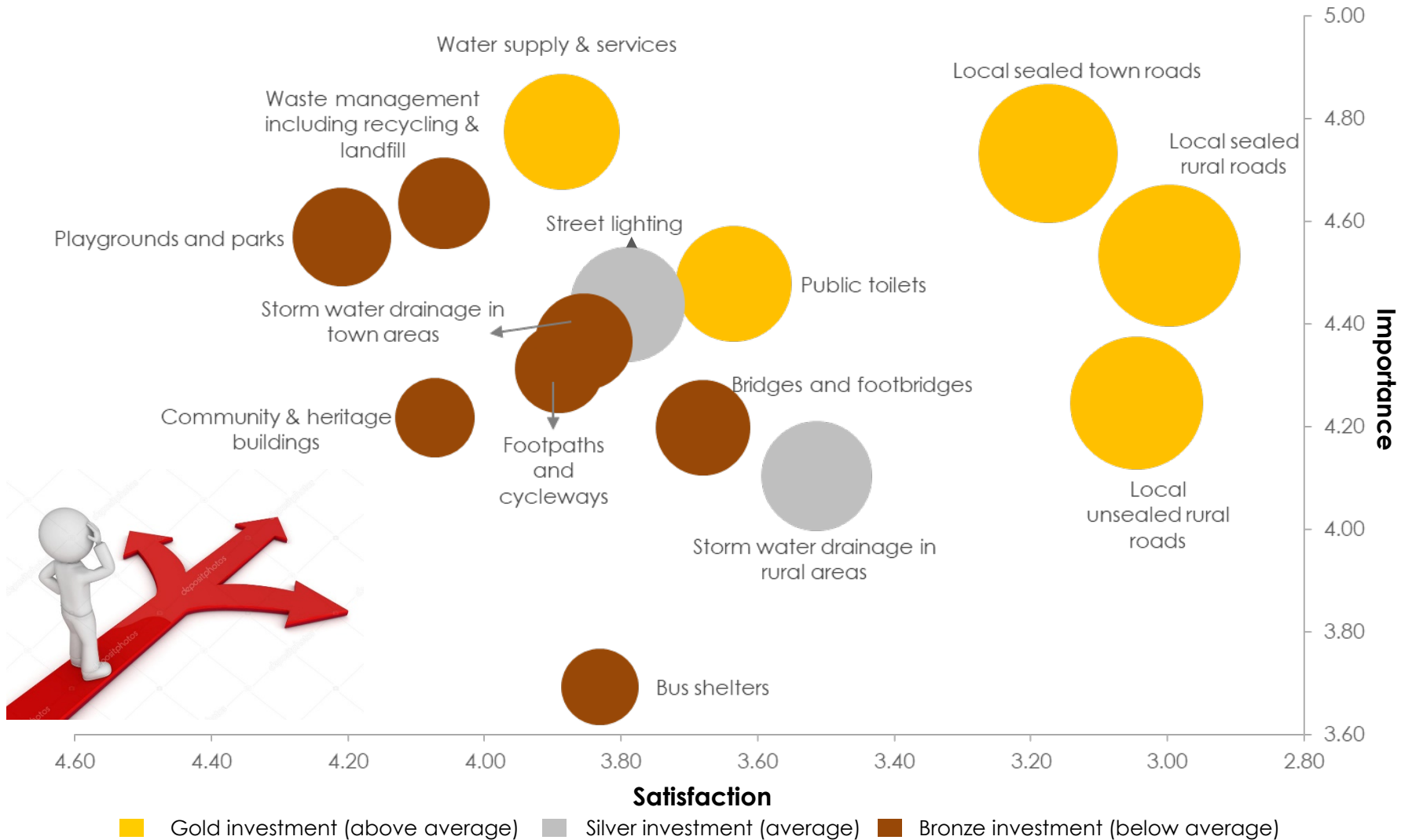
Q4. Thinking of the following types of council assets, for each one could you please rate your opinion of the importance of the asset to you, your level of satisfaction with Council's performance/delivery of that asset, and finally whether Council should invest less, the same, or more than they currently spend on/resource for each.



Percentages $\leq 2\%$ have not been shown above
Please see Appendix B for detailed results

Leeton Shire residents would like to see more investment into the local road network (sealed rural/town roads and unsealed rural roads). Just 30% believe Council should invest more into community and heritage buildings.

Importance, Satisfaction and Investment

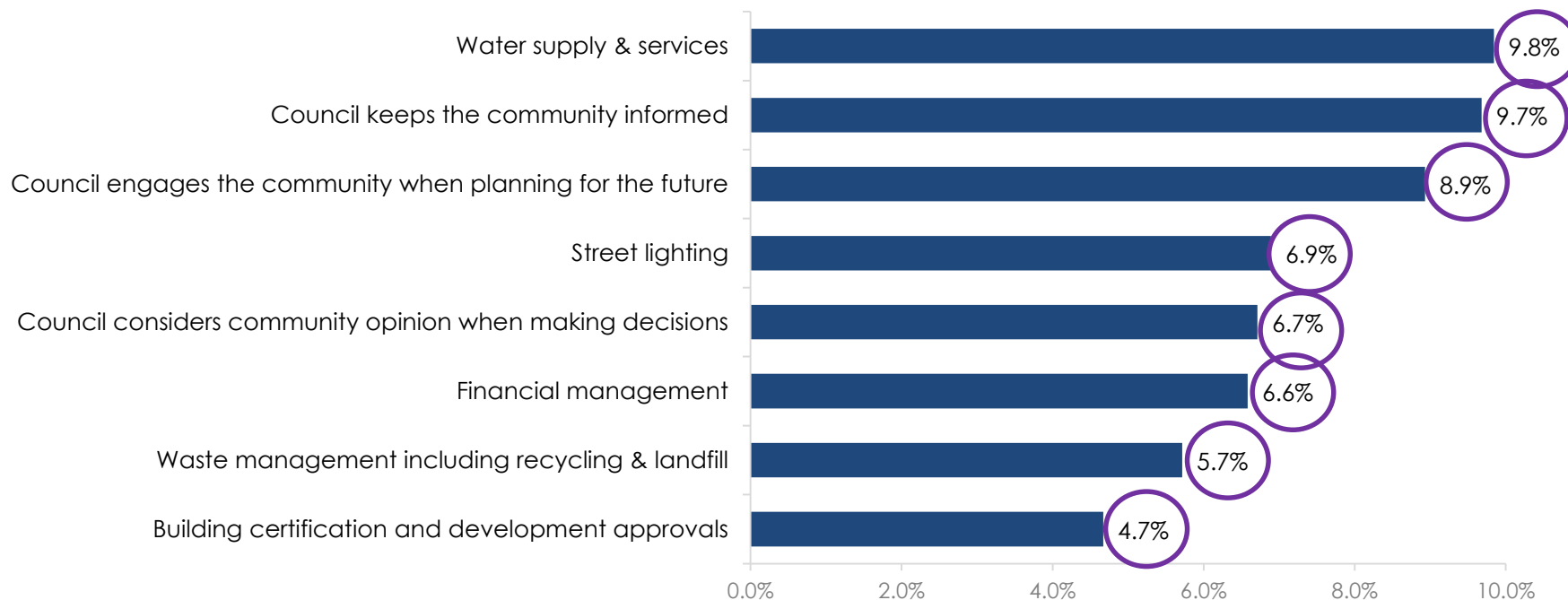


Base: Importance: N = 401, Satisfaction: N = 235-383, Investment: N = 401

Local roads are the assets that residents consider to be of the highest importance, and the assets that received the lowest satisfaction ratings overall. Highlighted in gold above, we are able to clearly see all types of roads (with highest importance and lowest satisfaction) have the greatest desired amount of investment – other areas of high investment include water supply and services and public toilets.

Key Drivers of Overall Satisfaction with Council

Dependent variable: 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?



The results in the above chart provide Leeton Shire Council with a complete picture of the intrinsic community priorities and motivations, and identify what service/facility attributes are the key drivers of overall satisfaction.

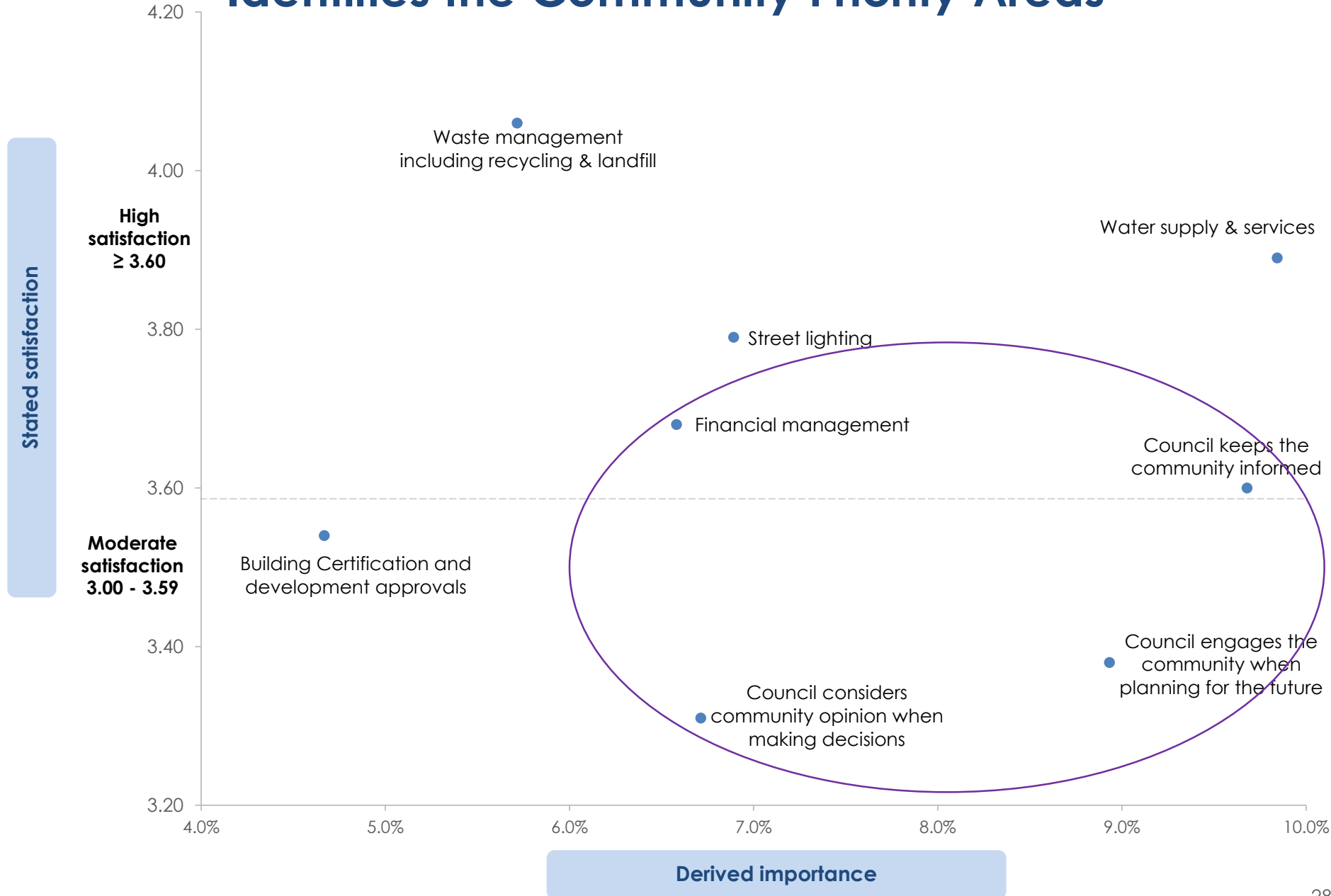
These top 8 statements (so 24% of the 34 statements) account for almost 60% of the variation in overall satisfaction. Therefore, whilst all 34 statements are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 26 statements have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix B for the derived importance of the remaining statements

These 8 services/facilities are the key community priorities and by addressing these, Leeton 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, 'building certification and development approvals' contributes 4.7% towards overall satisfaction, while 'water supply & services' (9.8%) is a far stronger driver, contributing twice as much to overall satisfaction with Council. The top 8 drivers heavily centre around Asset Management and Strong Leadership.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



Summing Up...



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Key Findings

Summary:

Results are very positive across the board:

- Overall satisfaction with performance of Council administration is significantly higher than our benchmark, with 93% at least somewhat satisfied
- 93% of residents are at least somewhat satisfied with the performance of elected Councillors
- 91% rated their quality of life as good to excellent
- 17 of the 21 agreement statements were equal to, or higher than our Benchmarks
- Residents were at least moderately satisfied with all 34 service and facility measures – with all 27 comparable measures rated higher than our Regional Benchmarks

Residents strongly value the sense of community and the lifestyle the area provides with a small country-town feel:

- Open-ended comments
- Second and third highest agreement scores
- A sense of community, a harmonious and inclusive community and community groups and support networks were 3 of the top 8 drivers of residents quality of life.



Key Findings

We recommend Council look to further explore and understand community expectations regarding 3 key topic areas:

Communication & Engagement



- The three engagement statements ('Council keeps the community informed', 'Council engages the community when planning for the future', and 'Council considers community opinion when making decisions') were:
 - Generally rated highly in terms of Importance and lower in terms of Satisfaction ('Improve' quadrant)
 - Are within the top 6 Shapley Regression drivers of overall satisfaction – contributing over 25%

Water Supply & Management



- 19% identified adequate water supply/effective management as a key priority for the area, particularly assisting the farmers in the drought (open-ender)
- 'Water supply & services' was:
 - Identified as the most important of the 34 attributes – and had the 6th largest performance gap
 - One of the top areas requiring more investment
 - Identified in the Regression as the single attribute with the greatest influence on overall satisfaction with Council

The Local Road Network



- Road maintenance was identified as a priority for Council by 32% of residents (open-ender)
- All 3 road measures had very high levels of Importance, were the 3 lowest rated measures in terms of satisfaction – and were rated highly in terms of requiring more investment
- However, they were rated above our norms – and they do not feature as key Shapley drivers – so whilst they are top-of-mind areas for residents, they may not be priorities for Council – communications may suffice.

Key Findings

Other Opportunities:

- Look to support local businesses:
 - Second most frequently mentioned priority for next four years on open-ender (21%)
 - And almost a quarter of the 19% who mentioned water supply/management specifically mentioned it in relation to businesses/farmers.
 - 'Economic development' in the 'Improve' quadrant
- Improved healthcare facilities/services:
 - Fourth highest item on open-ended priority question
 - Second lowest agreement score/below our normative data, and
 - Fifth highest driver of overall quality of life.
- Seek community feedback on issues around responsiveness/effectiveness of police services





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