

# Leeton Shire Council

## Community Research

Prepared by: Micromex Research

Date: July 2021



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# Background & Methodology

## Objectives (Why?)

- Understand and identify community priorities for the Leeton LGA
- Identify the community's level of agreement with statements regarding the Leeton Shire Council area
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident attitudes towards a heated pool facility in the area

## Sample (How?)

- Telephone survey (landline and mobile) to N = 403 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

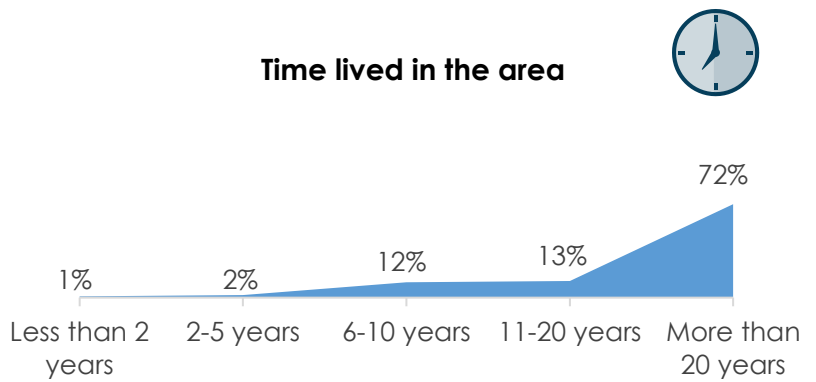
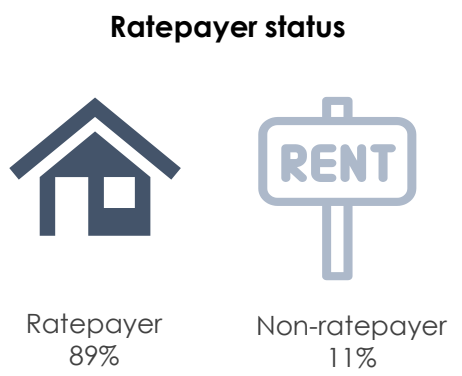
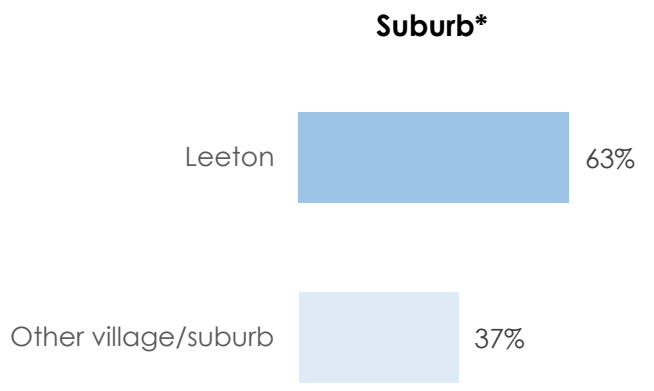
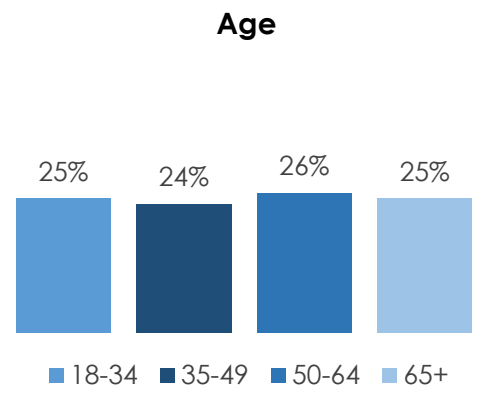
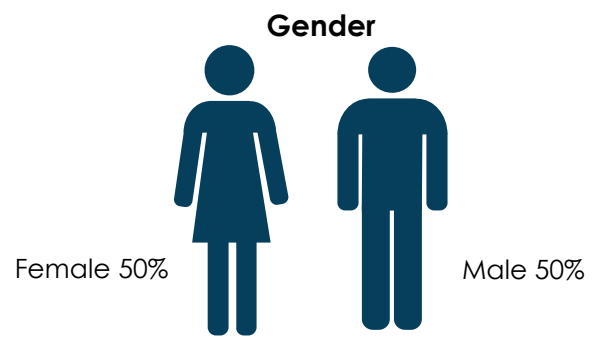
## Timing (When?)

- Implementation 8<sup>th</sup> – 28<sup>th</sup> June 2021



# Sample Profile

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



\*Please see Appendix B for full breakdown of suburb  
Base: N = 403



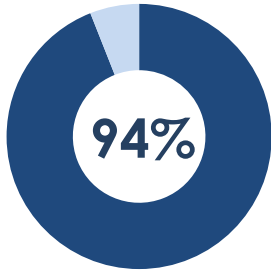
# Summary and Next Steps



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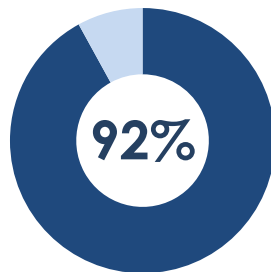
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# Overall Satisfaction



94% of Leeton Shire Council residents are at least somewhat satisfied with the performance of Council in the last 12 months.

# Overall Performance of Elected Councillors



92% of Leeton Shire Council residents are at least somewhat satisfied with the performance of elected Councillors in the last 12 months.

# Drivers of Satisfaction

The primary drivers of satisfaction revolve around Councils communication and management of the area

Specifically:



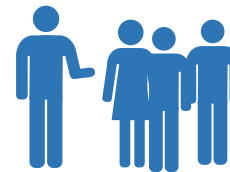
Council keeps the community informed



Council engages the community when planning for the future



Financial management



Council considers community opinion when making decisions

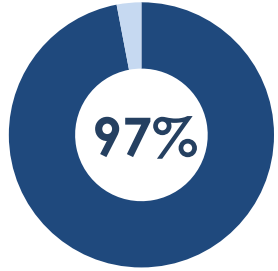


Heritage sites protected and maintained

# Top 5 importance and satisfaction areas

| Top 5 Importance                                | Top 5 Satisfaction  |
|---|---|
| Water supply & services                         | Library services  |
| Public safety                                   | Tourism/Visitor Information Centre  |
| Local sealed town roads                         | Community & heritage buildings  |
| Waste management including recycling & landfill | Ovals, sportsgrounds and sporting facilities                                      |
| Council keeps the community informed            | Cultural opportunities and services, such as Roxy Theatre, museums and public art |

# Quality of life



97% of Leeton Shire Council residents indicated that the quality of life living in the Leeton LGA was at least good

## What Residents Value Most



Sense of community/  
friendly people  
(35%)



Lifestyle/rural  
living/small  
country town  
feel (23%)



Peaceful  
and quiet  
atmosphere  
(15%)

## Priorities Over the Next 4 Years



Maintaining and  
upgrading local  
roads (38%)



Improved  
health care  
facilities (21%)



Support local  
businesses  
(21%)

## Community priorities Average T2 Box



Roads and Transport - 60%



Community Safety - 65%



Infrastructure and Development - 68%



The Natural Environment - 69%



Services and Facilities - 69%

# Summary and Next Steps

*Residents satisfaction with the overall performance of Council is high. The overall satisfaction mean score is the highest we have measured for regional council in the last 9 years.*

***As such based on the outputs of the community survey we recommend that Leeton Shire Council keeps doing what it is currently doing. Potential next steps could be to:***

1. Maintain current level of communication and engagement with the community, as the regression analysis identifies how much it contributes to overall satisfaction.
  - Continue to ensure that the community has the opportunity to be involved in decisions relating to future planning for the area. (i.e. CSP 2022)
2. Direct resources towards economic development.
3. Explore service level deliverables and community expectations across core assets and facilities.
4. Financially explore and engage with the community around the proposed heated pool.
5. Seek and explore any advocacy opportunities around access to health.
6. Clarify and address expectation around policing level.



# Council's Service Report Card



# Council's Service Report Card: Overall Indicators & A Healthy and Caring Community

## OVERALL INDICATORS

- ✓ Overall satisfaction
- ✓ Quality of life
- ✓ Overall Performance of Elected Councillors

- ✓ **Good performance**  
(T3B sat score ≥80%)
- **Monitor**  
(T3B sat score 60%-79%)
- ✗ **Needs improvement**  
(T3B sat score <60%)

## 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, such as Roxy Theatre, museums and public art
- ✓ Library services
- ✓ Festival and events programs
- ✓ Cemeteries
- Recreational areas along the river
- ✓ Public safety

# Council's Service Report Card: A Thriving Economy With Good Jobs and Strong Leadership

## 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



### Good performance

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



### Monitor

(T3B sat score 60%-79%)






### Needs improvement

(T3B sat score  $< 60\%$ )









# Council's Service Report Card: Asset Management

**ASSET MANAGEMENT**

-  Local sealed town roads
-  Local sealed rural roads
-  Local unsealed rural roads
-  Bridges and footbridges
-  Footpaths and cycleways
-  Bus shelters

-  **Good performance**  
(T3B sat score  $\geq 80\%$ )
-  **Monitor**  
(T3B sat score 60%-79%)
-  **Needs improvement**  
(T3B sat score  $< 60\%$ )

**ASSET MANAGEMENT**

-  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

# Detailed Results



# 1. Performance of Council



## 1. Performance of Council

2. Living in Leeton

3. Councils Services and Facilities

4. Investment in Asset Management

5. Heated Pool Feasibility

6. Service Area Analysis

This section explores residents' perceptions of Council's key performance indicators.



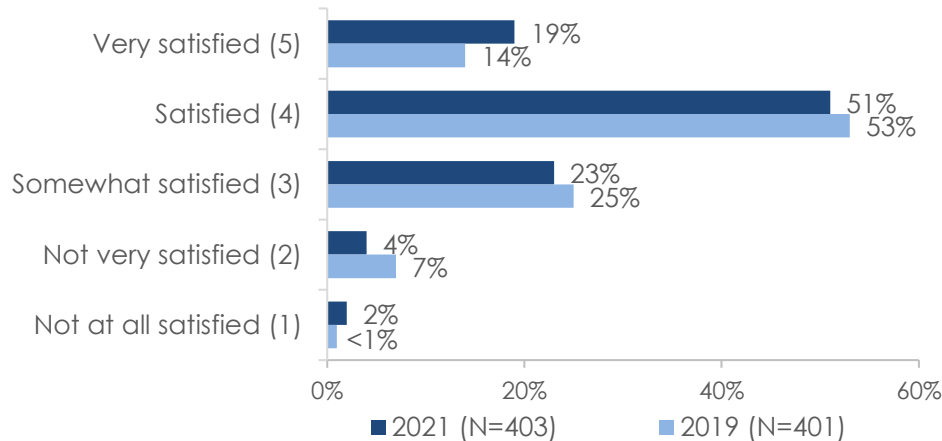
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# Overview – Overall Satisfaction

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 2021 | Overall 2019 | Male | Female | 18-34 | 35-49 | 50-64 | 65+   | Ratepayer | Non-ratepayer |
|-------------|--------------|--------------|------|--------|-------|-------|-------|-------|-----------|---------------|
| Mean rating | 3.81         | 3.74         | 3.66 | 3.96▲  | 3.73  | 3.59  | 3.89  | 4.01▲ | 3.83      | 3.62          |
| Base        | 403          | 401          | 201  | 202    | 101   | 96    | 107   | 100   | 358       | 45            |

|              | Suburb |                      | Time lived in the area |               |                    |
|--------------|--------|----------------------|------------------------|---------------|--------------------|
|              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Mean ratings | 3.85   | 3.74                 | 3.71                   | 3.59          | 3.87               |
| Base         | 252    | 151                  | 58                     | 55            | 290                |



|             | Leeton Shire Council 2021 | Leeton Shire Council 2019 | Micromex LGA Benchmark - Regional |
|-------------|---------------------------|---------------------------|-----------------------------------|
| Mean rating | 3.81↑                     | 3.74                      | 3.35                              |
| T3 Box      | 94%↑                      | 93%                       | 83%                               |
| Base        | 403                       | 401                       | 37,746                            |

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

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

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

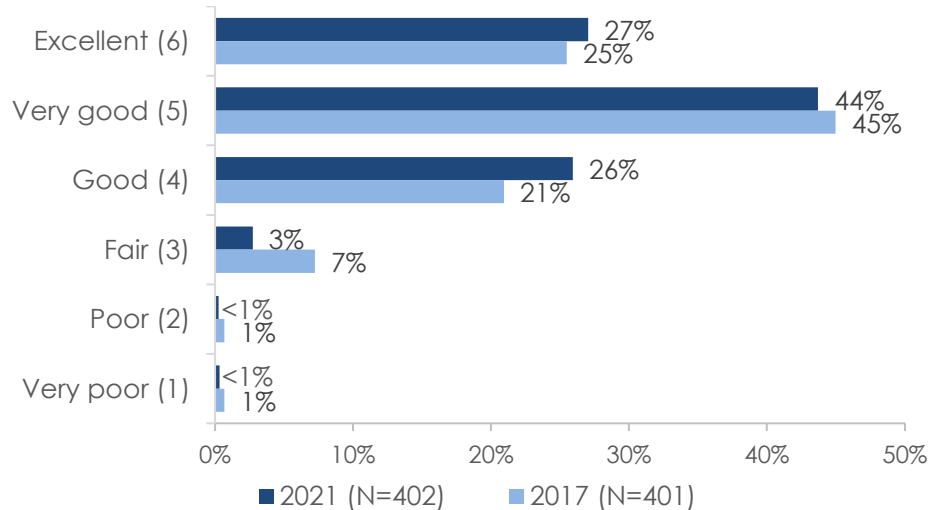
**94% of residents are at least somewhat satisfied with Overall Council performance. Leeton Shire Council scores well above our regional benchmark, and has consolidated on a strong 2019 result.**

# Quality of Life

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

|             | Overall 2021 | Overall 2019 | Male | Female | 18-34 | 35-49 | 50-64 | 65+   | Ratepayer | Non-ratepayer |
|-------------|--------------|--------------|------|--------|-------|-------|-------|-------|-----------|---------------|
| Mean rating | 4.94         | 4.85         | 4.92 | 4.95   | 4.82  | 4.88  | 4.90  | 5.14▲ | 4.98▲     | 4.59          |
| Base        | 403          | 401          | 200  | 202    | 101   | 96    | 107   | 100   | 358       | 45            |

|              | Suburb |                      | Time lived in the area |               |                    |
|--------------|--------|----------------------|------------------------|---------------|--------------------|
|              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Mean ratings | 5.03▲  | 4.78                 | 4.77                   | 4.84          | 4.99               |
| Base         | 252    | 151                  | 58                     | 55            | 289                |



|             | Leeton Shire Council 2021 | Leeton Shire Council 2019 | Micromex LGA Benchmark - Regional |
|-------------|---------------------------|---------------------------|-----------------------------------|
| Mean rating | 4.94                      | 4.85                      | 4.96                              |
| T3 Box      | 97%▲↑                     | 91%                       | 94%                               |
| Base        | 403                       | 401                       | 4,861                             |

Scale: 1 = very poor, 6 = excellent

▲ = A significantly higher/lower rating (by group)  
 ▲↓ = A significantly higher/lower rating (compared to the Benchmark)

**Despite of the pandemic, quality of life has strengthened.  
 97% of residents rated their quality of life as good-excellent.**

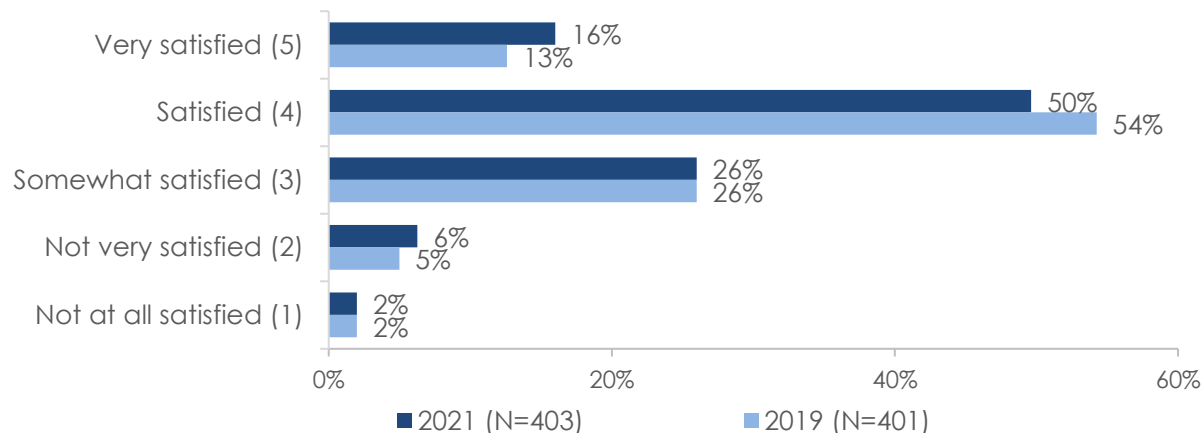


# Overall Performance of Elected Councillors

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

|             | Overall 2021 | Overall 2019 | Male | Female | 18-34 | 35-49 | 50-64 | 65+   | Ratepayer | Non-ratepayer |
|-------------|--------------|--------------|------|--------|-------|-------|-------|-------|-----------|---------------|
| Mean rating | 3.73         | 3.70         | 3.59 | 3.87▲  | 3.63  | 3.60  | 3.70  | 3.98▲ | 3.75      | 3.57          |
| Base        | 403          | 401          | 201  | 202    | 101   | 96    | 107   | 100   | 358       | 45            |

|              | Suburb |                      | Time lived in the area |               |                    |
|--------------|--------|----------------------|------------------------|---------------|--------------------|
|              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Mean ratings | 3.78   | 3.64                 | 3.37▼                  | 3.64          | 3.82▲              |
| Base         | 252    | 151                  | 58                     | 55            | 290                |



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

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

**92% of the community are at least somewhat satisfied with the elected Council.**  
**Long term residents and those 65+ have the highest levels of satisfaction.**

## 2. Living in Leeton



1. Performance of Council

### **2. Living in Leeton**

3. Councils Services and Facilities

4. Investment in Asset Management

5. Heated Pool Feasibility

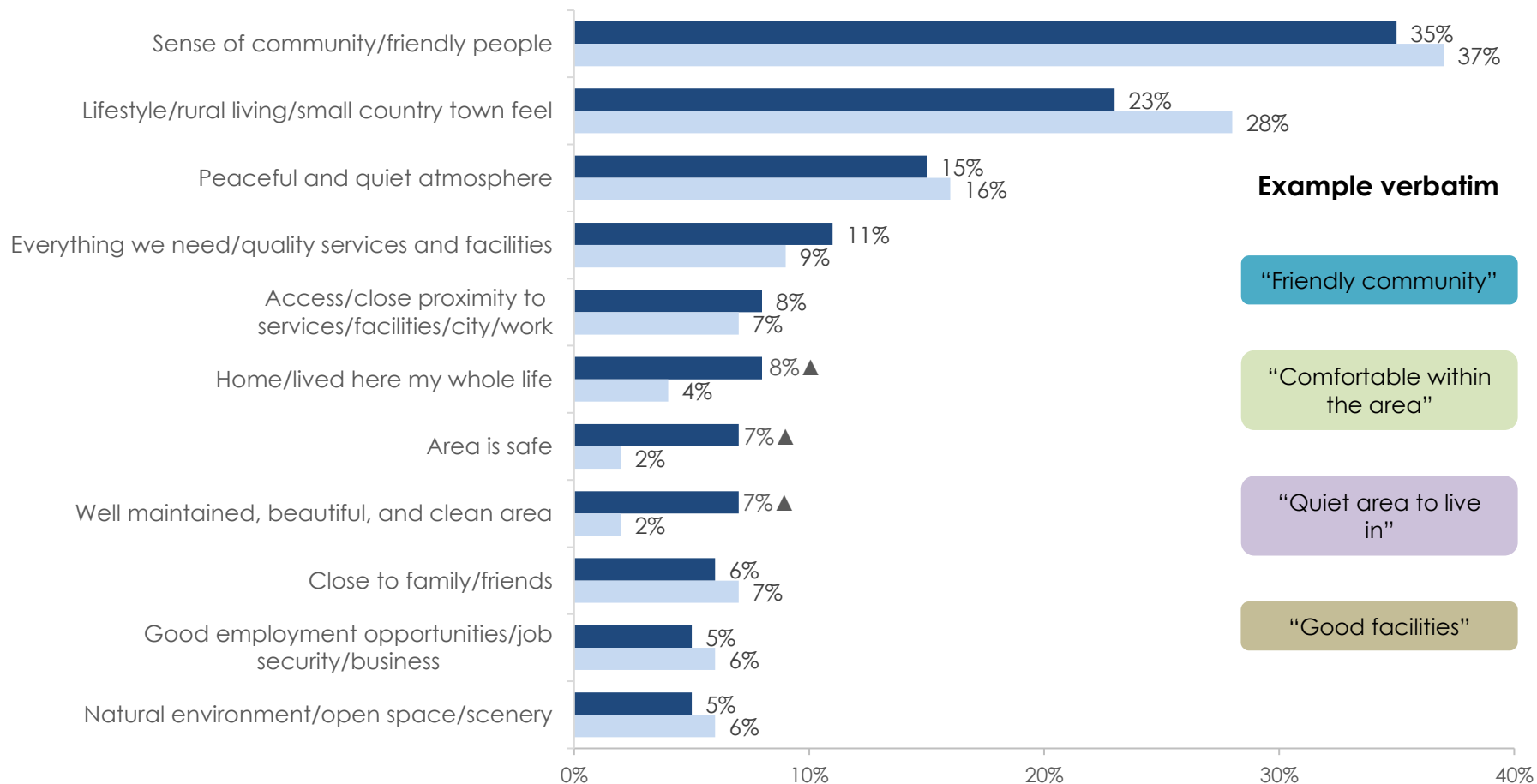
6. Service Area Analysis

This section explores residents' experience living in the Leeton Shire LGA



# Most Valued Aspect

Q1a. What do you value most about living in the Leeton Shire region?



## Example verbatim

“Friendly community”

“Comfortable within the area”

“Quiet area to live in”

“Good facilities”

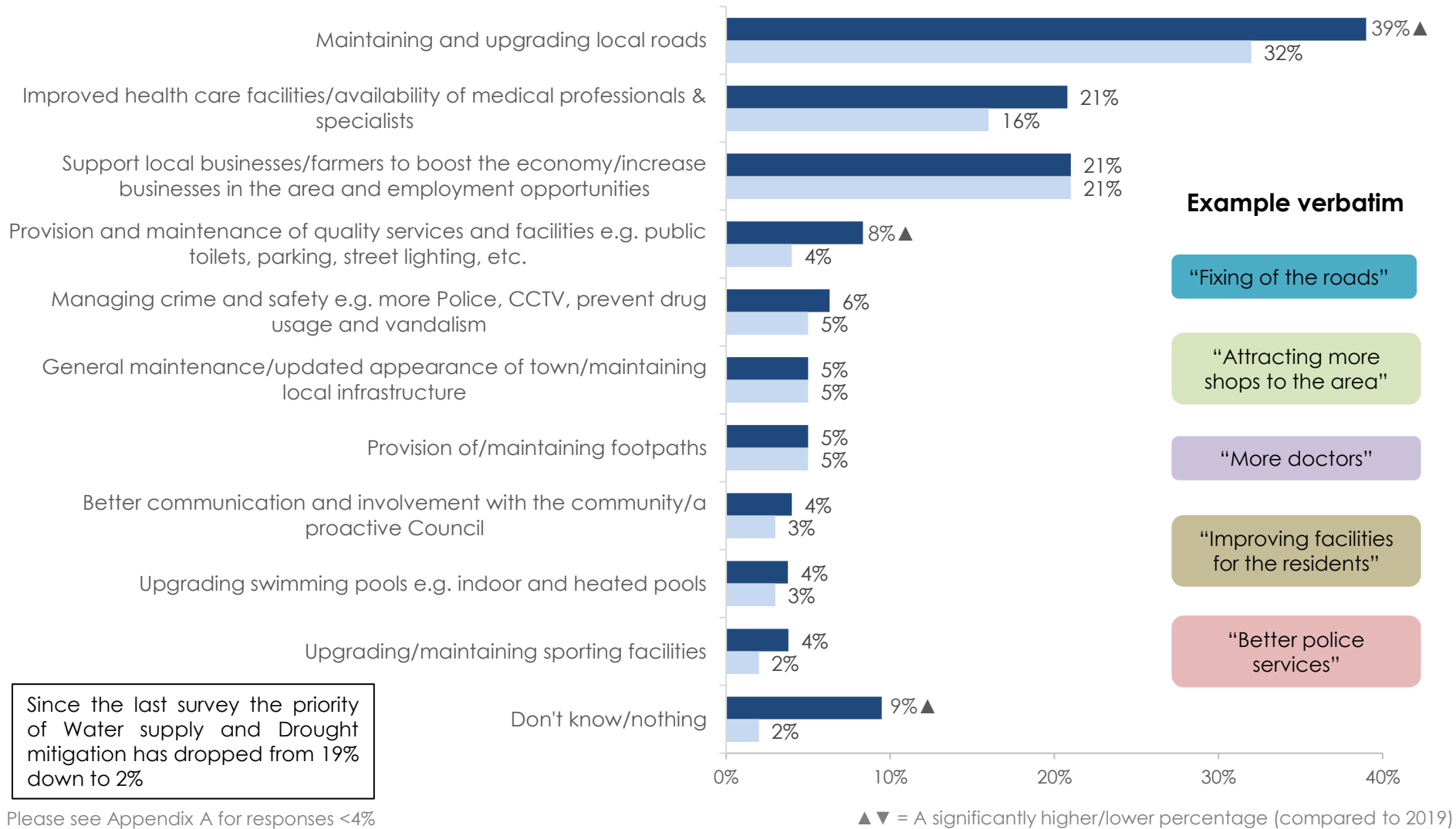
Please see Appendix A for responses <5%

▲ ▼ = A significantly higher/lower percentage (compared to 2019)

**A sense of community, and a country lifestyle are the core strengths of the region.**

# Priorities for the Next 4 Years

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



## Example verbatim

“Fixing of the roads”

“Attracting more shops to the area”

“More doctors”

“Improving facilities for the residents”

“Better police services”

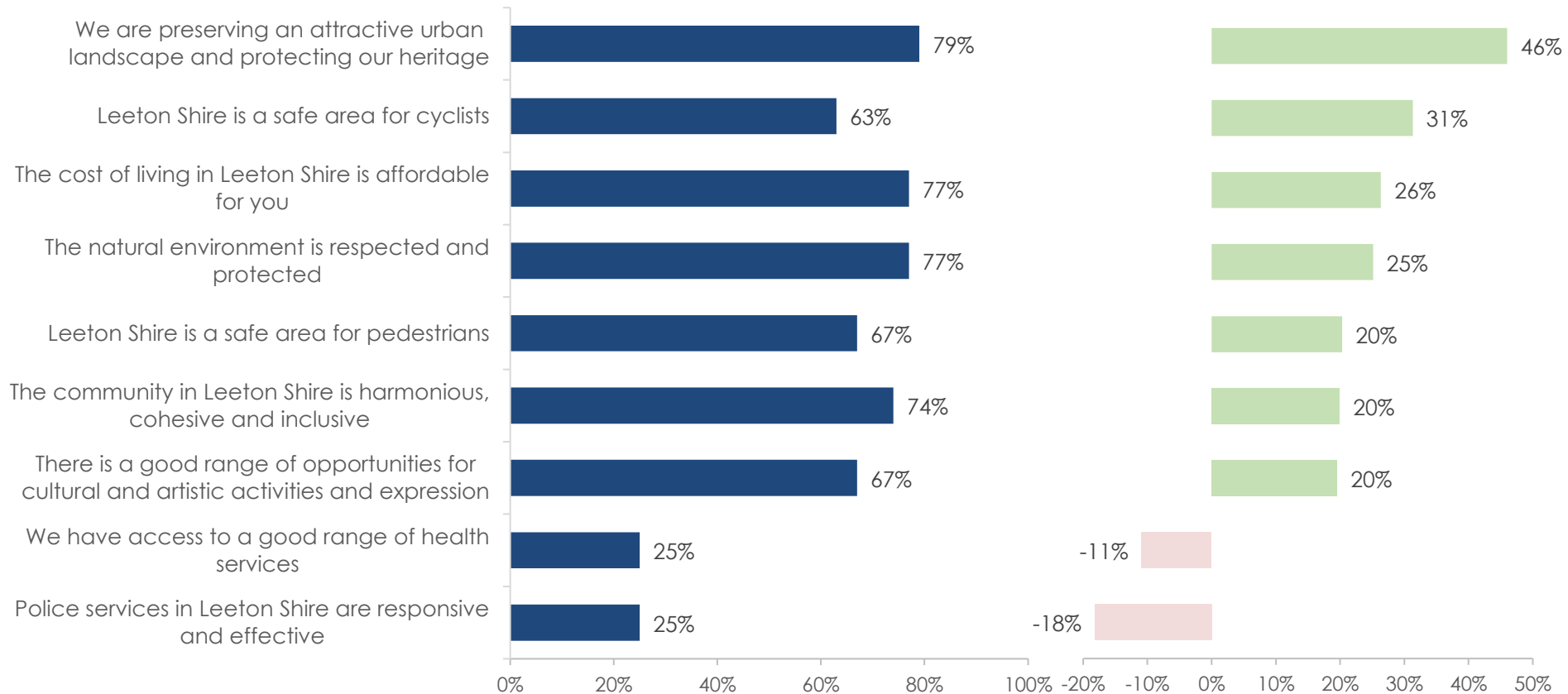
**While the condition of local roads is the highest rated priority, healthcare and economic development/support are also key considerations.**

# Living in the Leeton Compared to the Micromex Benchmark

The chart below shows the variance between Leeton Shire Councils top 2 box agreement scores and the Micromex Benchmark. Measures shown in the below chart highlight larger positive and negative gaps.

**Leeton Shire Council Top 2 Box Agreement Scores**

**Variance to the Regional Benchmark**



Please see Appendix A for variances <10%

**Compared to our benchmarks the Leeton Shire is safe, affordable, harmonious and well maintained.**

**Access to health care and police servicing are areas of comparative weakness.**

# Roads and Transport

Q7. For each of these could you please indicate your level of agreement with each statement.

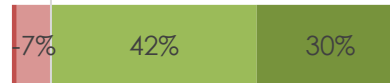


**Roads and Transport  
Pillar Average:**  
T2 Box: 60%



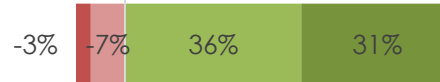
| Leeton Shire Council<br>T2 Box 2021 | Leeton Shire Council<br>T2 Box 2019 | Regional Benchmark<br>T2 Box |
|-------------------------------------|-------------------------------------|------------------------------|
|-------------------------------------|-------------------------------------|------------------------------|

Traffic systems provide for safe and efficient traffic flow



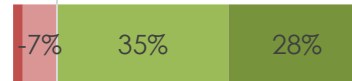
|      |     |     |
|------|-----|-----|
| 72%▼ | 85% | N/A |
|------|-----|-----|

Leeton Shire is a safe area for pedestrians



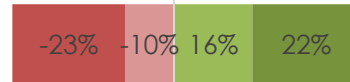
|      |     |     |
|------|-----|-----|
| 67%↑ | 73% | 47% |
|------|-----|-----|

Leeton Shire is a safe area for cyclists



|      |     |     |
|------|-----|-----|
| 63%↑ | 69% | 32% |
|------|-----|-----|

Public transport is adequate for your needs



|     |     |     |
|-----|-----|-----|
| 38% | 43% | 34% |
|-----|-----|-----|



▲▼ = A significantly higher/lower level of agreement (compared to 2019)  
 ↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

Base: N=382-403  
 Percentages <3% have not been shown above  
 Please see Appendix A for results by demographics

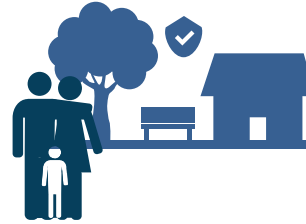
**Traffic system scores have declined.**  
**1/3 of the community indicate that public transport is inadequate for their needs.**

# Community Safety

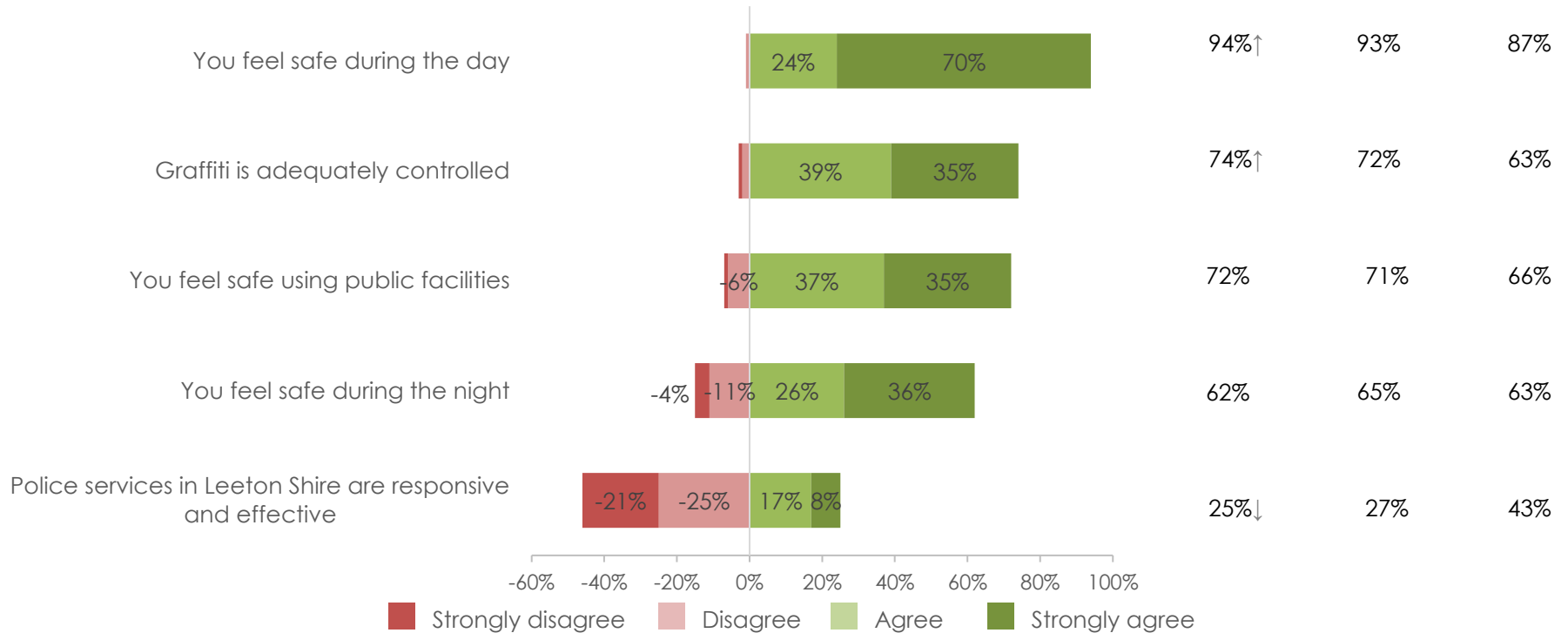
Q7. For each of these could you please indicate your level of agreement with each statement.



**Community Safety  
Pillar Average:**  
T2 Box: 65%



| Leeton Shire Council<br>T2 Box 2021 | Leeton Shire Council<br>T2 Box 2019 | Regional Benchmark<br>T2 Box |
|-------------------------------------|-------------------------------------|------------------------------|
|-------------------------------------|-------------------------------------|------------------------------|



Percentages <3% have not been shown above

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

Base: N=390-403

Please see Appendix A for results by demographics

**While safety scores are generally strong – Nearly 50% of the community feel that the police services could be more responsive and effective.**

# Infrastructure and Development

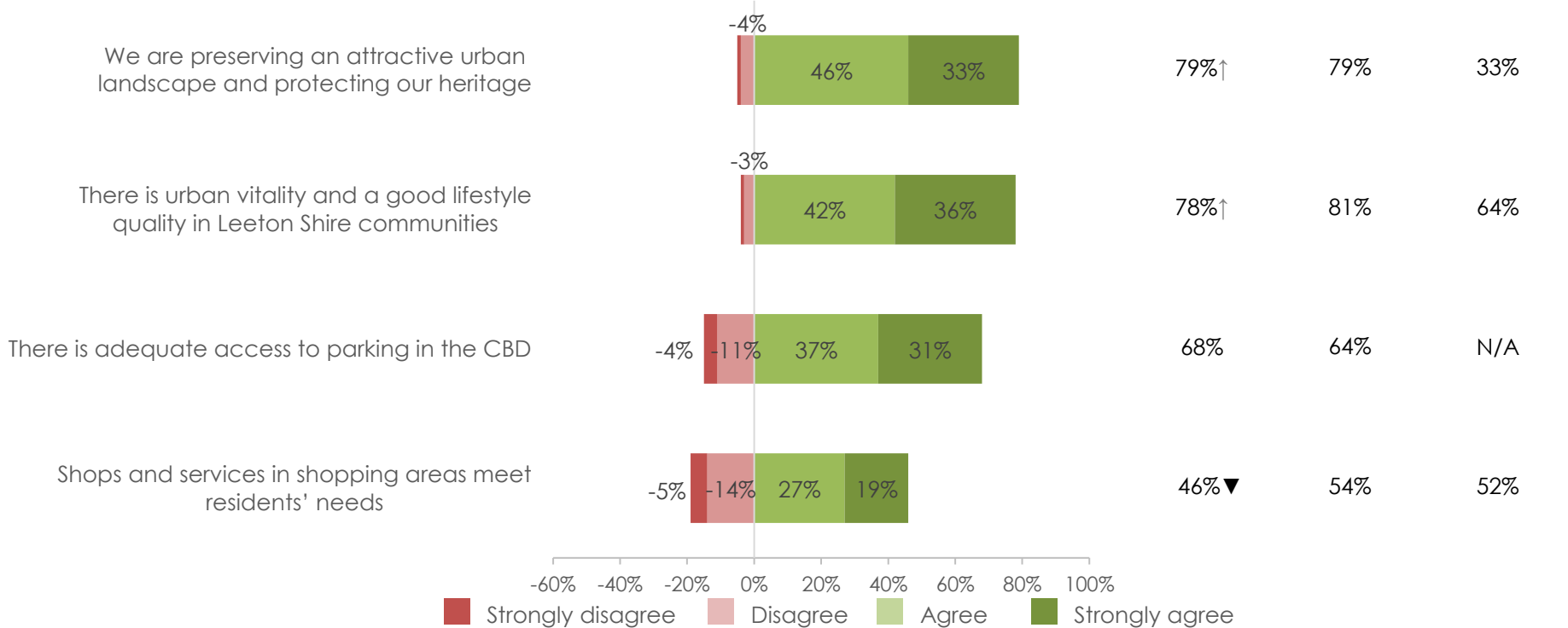
Q7. For each of these could you please indicate your level of agreement with each statement.



**Infrastructure and Development  
Pillar Average:  
T2 Box: 68%**



| Leeton Shire Council<br>T2 Box 2021 | Leeton Shire Council<br>T2 Box 2019 | Regional Benchmark<br>T2 Box |
|-------------------------------------|-------------------------------------|------------------------------|
|-------------------------------------|-------------------------------------|------------------------------|



▲▼ = A significantly higher/lower level of agreement (compared to 2019)  
 ↑↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

Percentages <3% have not been shown above  
 Base: N=397-402

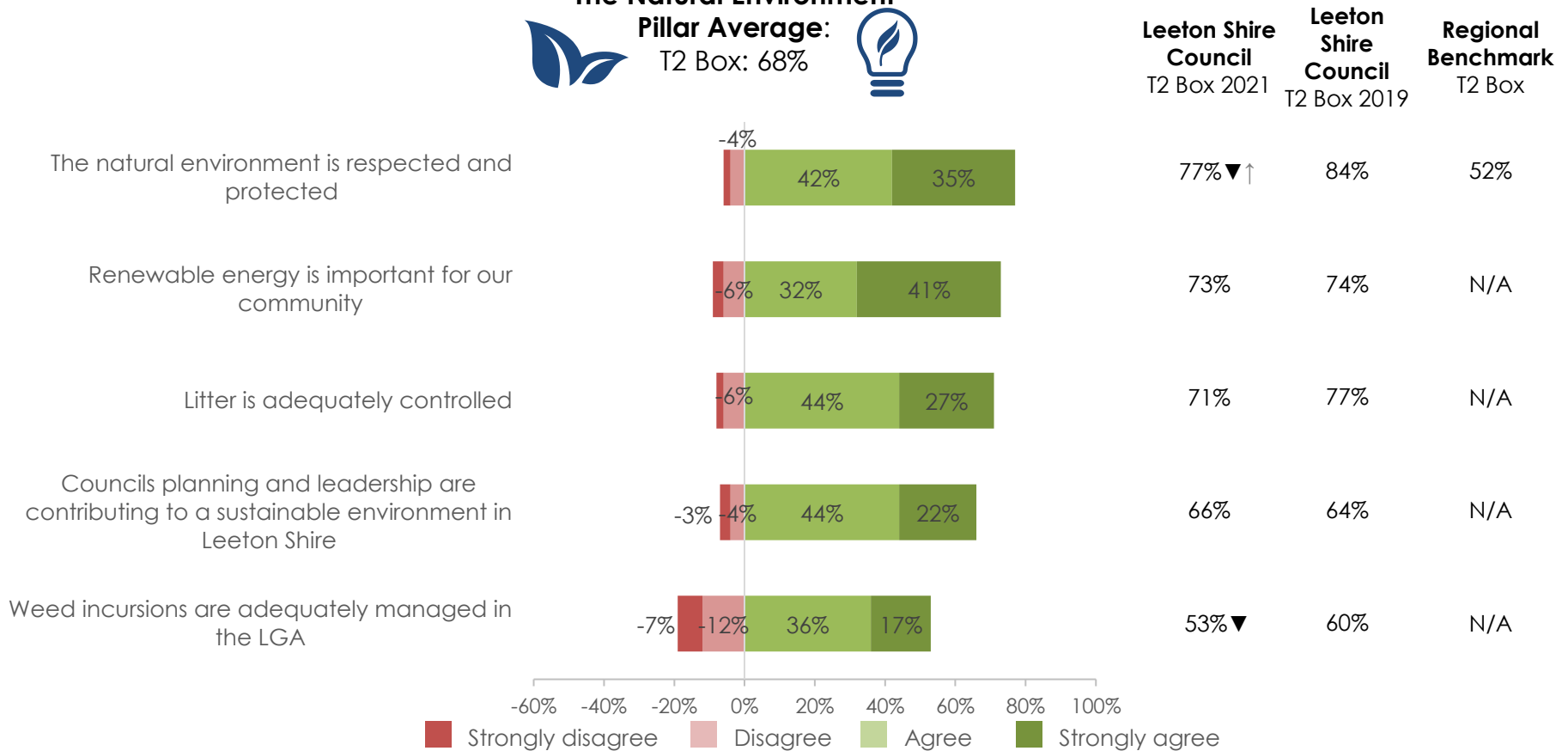
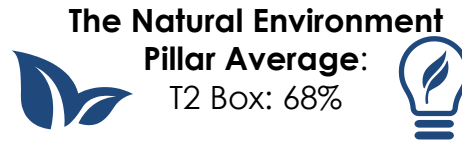
Please see Appendix A for results by demographics

**The shire is attractive, offers vitality, and a good lifestyle – a significant portion of the community would like to see more shops and services accessible locally.**



# The Natural Environment

Q7. For each of these could you please indicate your level of agreement with each statement.



▲ ▼ = A significantly higher/lower level of agreement (compared to 2019)  
 ↑ ↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

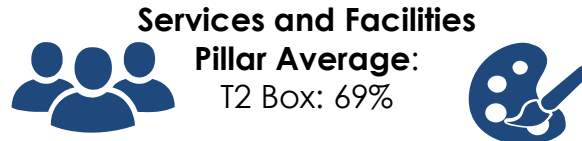
Percentages <3% have not been shown above  
 Base: N=393-402

Please see Appendix A for results by demographics

**Mostly the community feel that the natural environment is appropriately prioritised and managed – The exception being weed incursions.**

# Services and Facilities

Q7. For each of these could you please indicate your level of agreement with each statement.

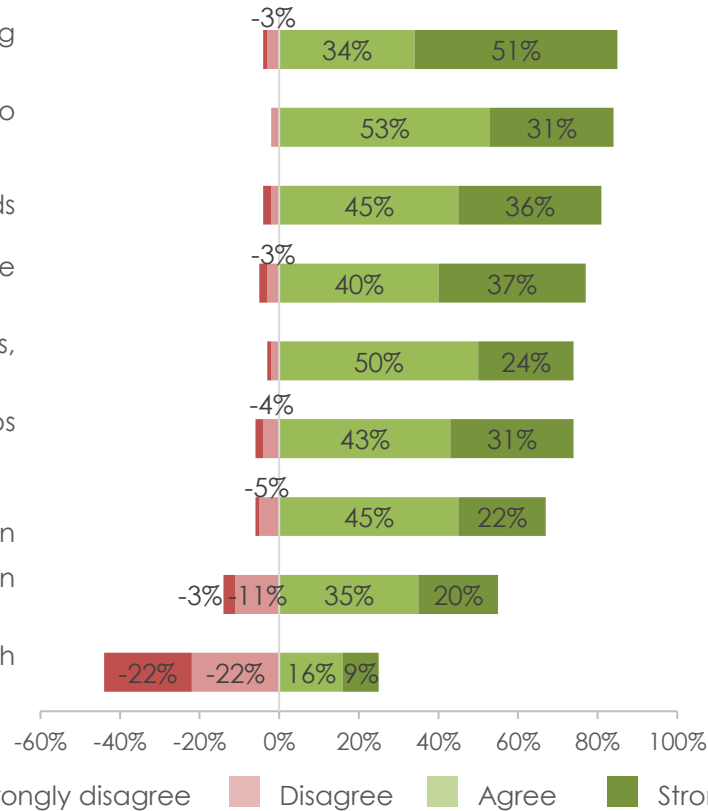


## Services and Facilities

Pillar Average:

T2 Box: 69%

- Living in Leeton Shire gives you a sense of living in a community
- People in Leeton Shire have fair opportunity to participate in community life
- Sporting facilities in the area meet your needs
- The cost of living in Leeton Shire is affordable for you
- The community in Leeton Shire is harmonious, cohesive and inclusive
- There is a good range of community groups and support networks for residents
- There is a good range of opportunities for cultural and artistic activities and expression
- There is a good range of leisure and recreation opportunities
- We have access to a good range of health services



| Leeton Shire Council T2 Box 2021 | Leeton Shire Council T2 Box 2019 | Regional Benchmark T2 Box |
|----------------------------------|----------------------------------|---------------------------|
| 85%↑                             | 85%                              | 69%                       |
| 84%↑                             | 82%                              | 68%                       |
| 81%↑                             | 81%                              | 64%                       |
| 77%↑                             | 75%                              | 51%                       |
| 74%↑                             | 68%                              | 54%                       |
| 74%▼↑                            | 81%                              | 57%                       |
| 67%↑                             | 68%                              | 47%                       |
| 55%                              | 61%                              | 58%                       |
| 25%↓                             | 29%                              | 36%                       |

▲ ▼ = A significantly higher/lower level of agreement (compared to 2019)  
 ↑ ↓ = A significantly higher/lower level of agreement (compared to the Benchmark)

Percentages <3% have not been shown above  
 Base: N=389-403  
 Please see Appendix A for results by demographics

**The community provisions and outcomes are generally strong. The exception however is access to health services. Agreement is higher than the regional benchmark for 7 out of the 9 statements.**

# 3. Councils Services and Facilities



1. Performance of Council

2. Living in Leeton

### **3. Councils Services and Facilities**

4. Investment in Asset Management

5. Heated Pool Feasibility

6. Service Area Analysis

This section explores several factors relating to Council's services and facilities.



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# Council Services and Facilities

A major component of the 2021 Community Survey was to assess perceived Importance of, and Satisfaction with 34 Council-provided services and facilities – the equivalent of 68 separate questions!

We have utilised the following techniques to summarise and analyse these 68 questions:

2.1. Highlights and Comparison with 2019 Results



```
graph TD; A[2.1. Highlights and Comparison with 2019 Results] --> B[2.2. Comparison with Micromex Benchmarks]; B --> C[2.3. Performance Gap Analysis]; C --> D[2.4. Quadrant Analysis]; D --> E[2.5. Regression Analysis (i.e.: determine the services/facilities that drive overall satisfaction with Council)];
```

2.2. Comparison with Micromex Benchmarks

2.3. Performance Gap Analysis

2.4. Quadrant Analysis

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

# 2.1. Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

## Importance

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

| Higher importance                               | T2 Box | Mean |
|---|--------|------|
| Water supply & services                         | 95%    | 4.74 |
| Public safety                                   | 94%    | 4.71 |
| Local sealed town roads                         | 94%    | 4.70 |
| Waste management including recycling & landfill | 93%    | 4.67 |
| Council keeps the community informed            | 91%    | 4.57 |

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

| Lower importance                        | T2 Box | Mean |
|---|--------|------|
| Bus shelters                            | 54%    | 3.55 |
| Library services                        | 61%    | 3.76 |
| Youth events & facilities               | 62%    | 3.73 |
| Community buildings/halls               | 65%    | 3.80 |
| Heritage sites protected and maintained | 67%    | 3.86 |
| Tourism/Visitor Information Centre      | 67%    | 3.86 |

## Satisfaction

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

| Higher satisfaction   | T3 Box | Mean |
|---|--------|------|
| Library services  | 99%    | 4.36 |
| Tourism/Visitor Information Centre  | 98%    | 4.20 |
| Community & heritage buildings  | 98%    | 4.04 |
| Ovals, sportsgrounds and sporting facilities                                      | 97%    | 4.26 |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 97%    | 4.00 |

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

| Lower satisfaction  | T3 Box | Mean |
|---|--------|------|
| Local unsealed rural roads                                | 67%    | 2.91 |
| Local sealed rural roads                                  | 71%    | 2.96 |
| Local sealed town roads                                   | 73%    | 3.04 |
| Recreational areas along the river                        | 73%    | 3.26 |
| Council considers community opinion when making decisions | 75%    | 3.26 |

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

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

**A core element of this community survey was the rating of 34 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.**

# 2.1 Services and Facilities – Importance

## – Comparison by Year

Q3/Q4. Please indicate your level of importance with the following over the last 12 months.

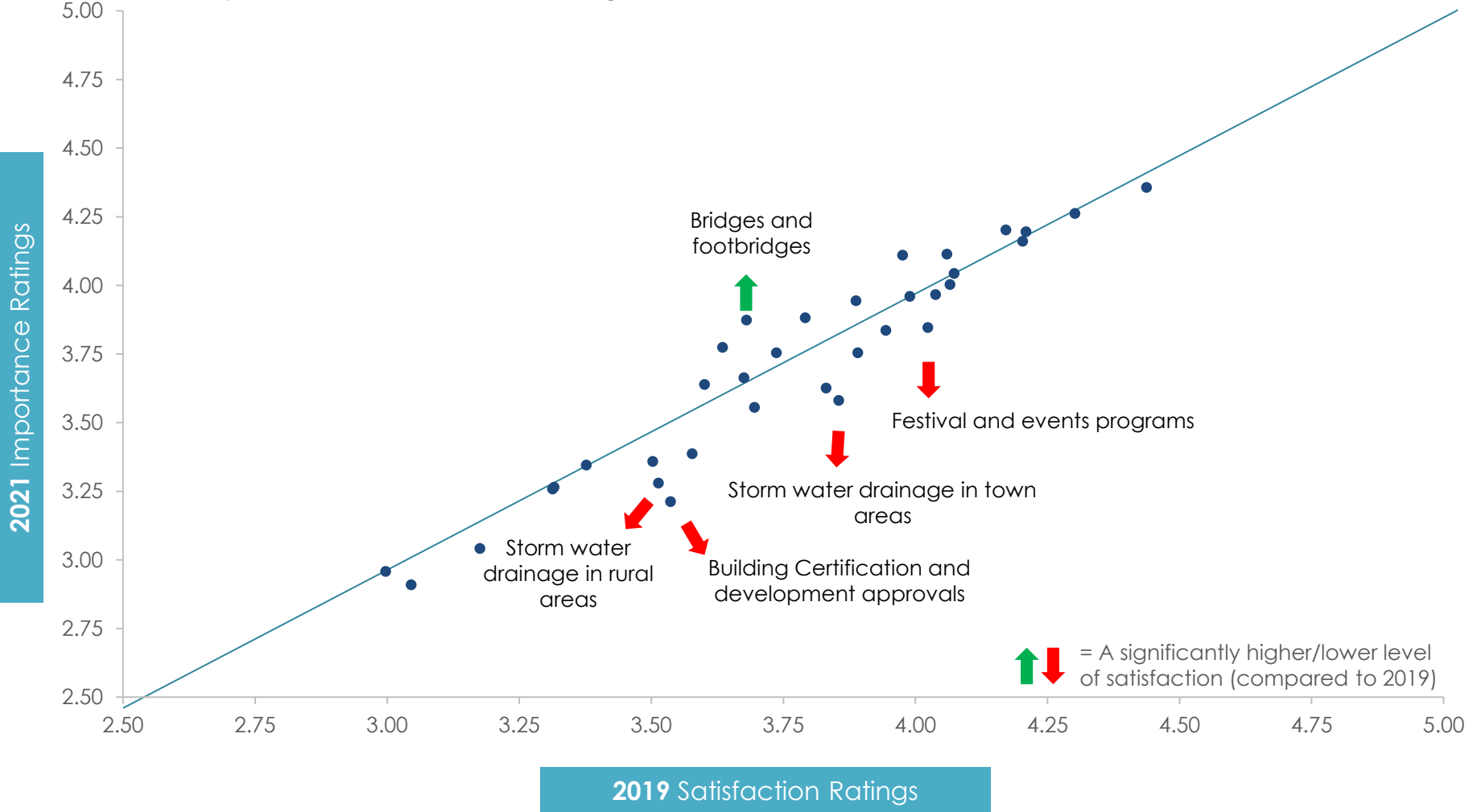


The above chart compares the mean importance ratings for 2021 vs 2019. There were significant decreases in importance for 5 of the 34 services and facilities.

# 2.1 Services and Facilities – Satisfaction

## – Comparison by Year

Q3/Q4. Please indicate your level of satisfaction with the following over the last 12 months.

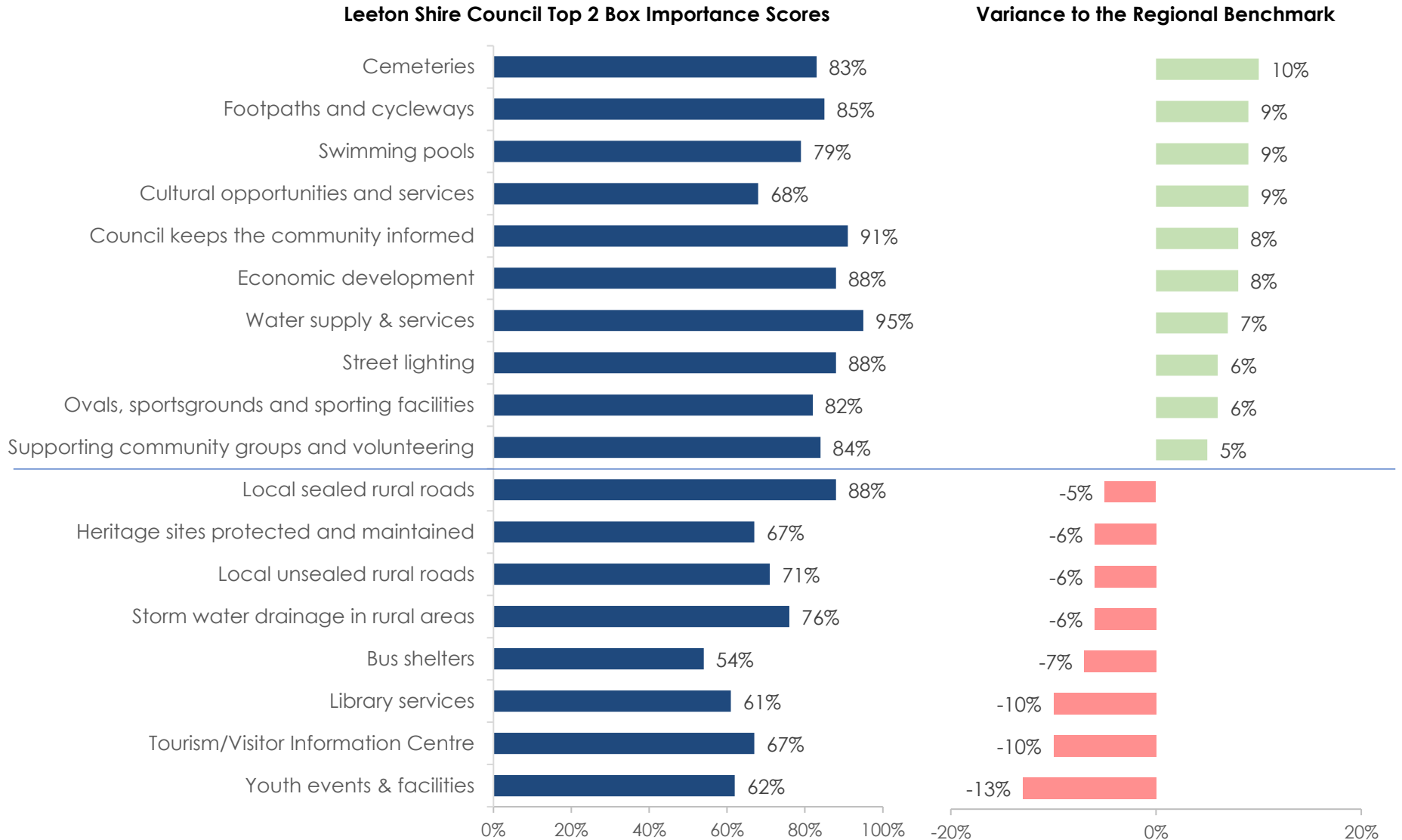


The above chart compares the mean satisfaction ratings in 2021 vs 2019.

Satisfaction increased for Bridges and footbridges. There were also 4 measures that experienced a decrease in resident satisfaction from previous research.

# 2.2 Importance Compared to the Micromex Benchmark

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

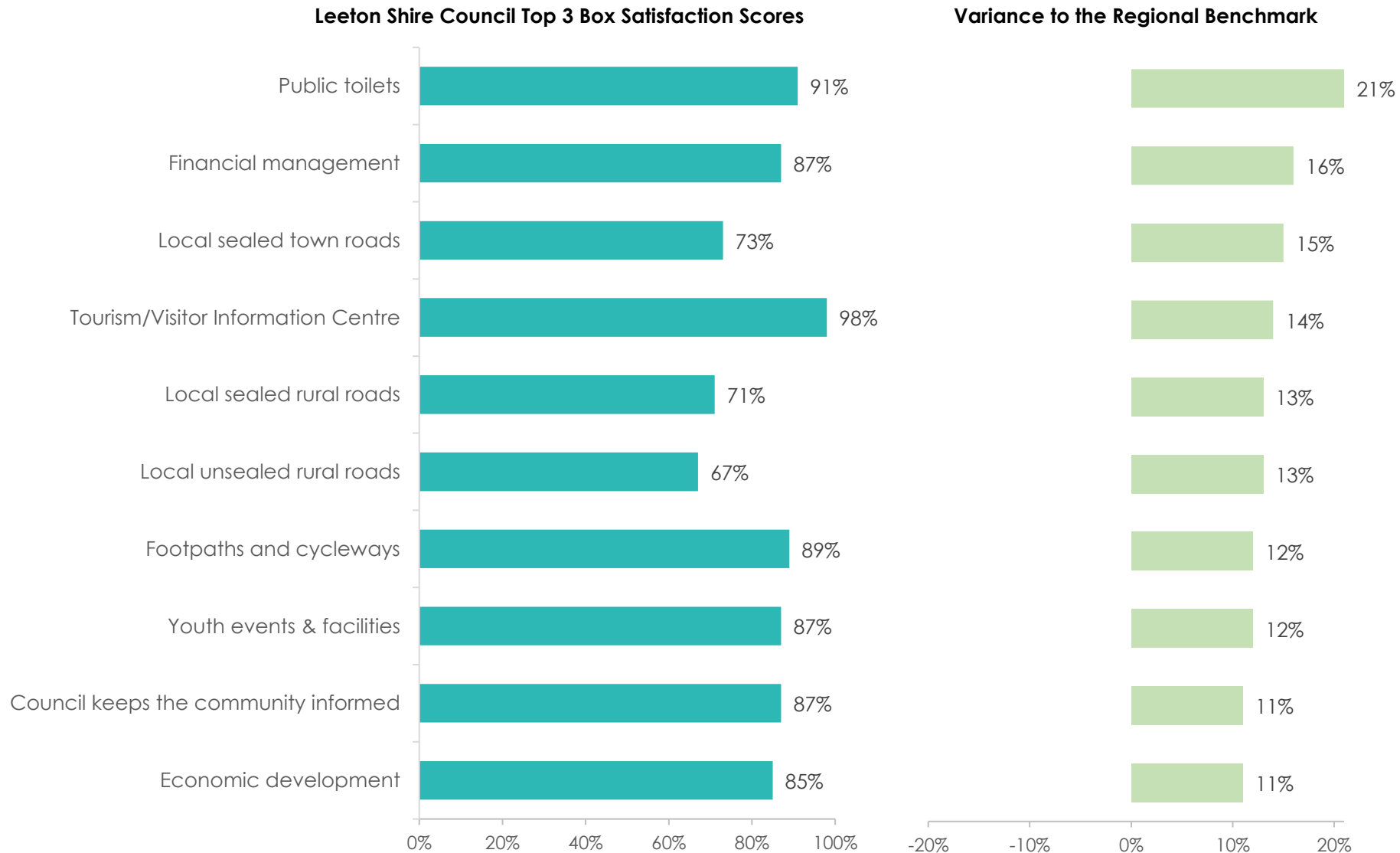


Note: Only services/facilities with a variance of +/- %5 to the Benchmark have been shown above. Please see Appendix A for detailed list



## 2.2 Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Leeton Shire Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive gaps. It is worth noting that all comparable services were above the Micromex Regional Benchmark.



Note: Only services/facilities with a variance of +/- %10 to the Benchmark have been shown above. Please see Appendix A for detailed list

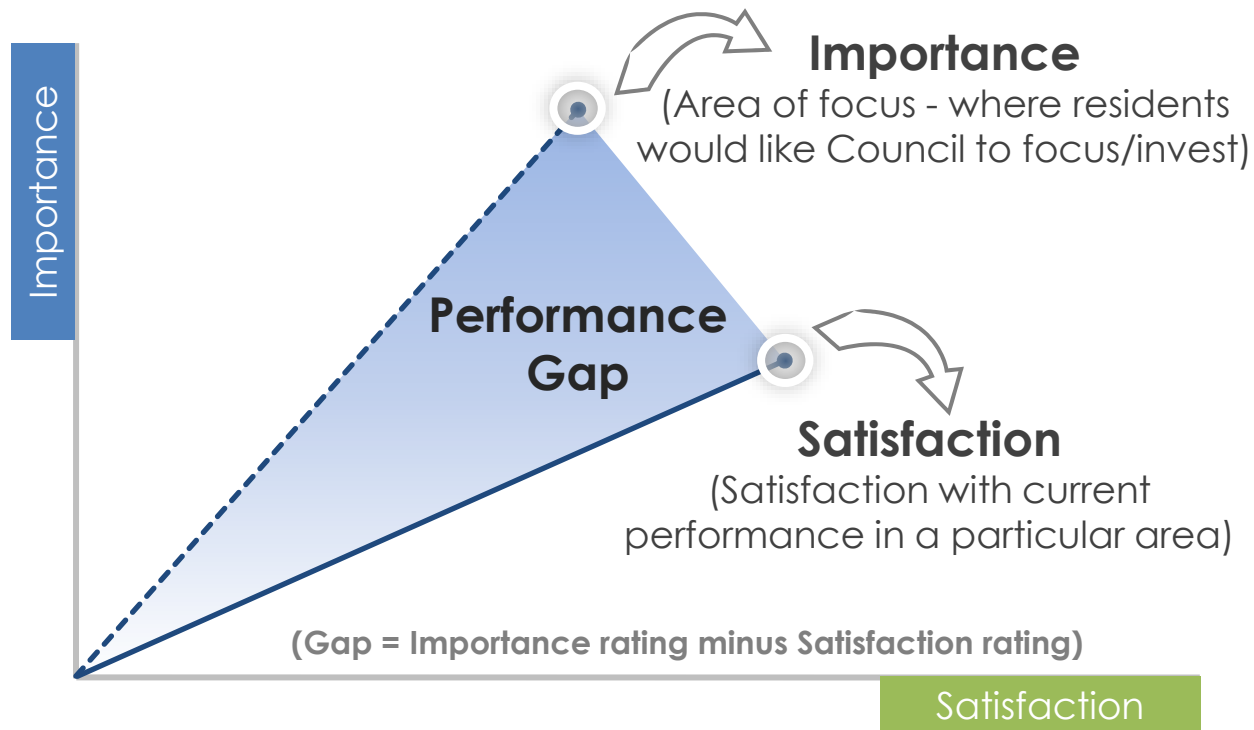
## 2.3. Performance Gap Analysis

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

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

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

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



## 2.3. 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 resident satisfaction for all of these areas is between 67% and 90%.

The top two performance gaps related to local sealed roads. Councils consideration and engagement also were amongst the higher performance gaps.

| Service Area                   | Service/Facility   | Importance T2 Box | Satisfaction T3 Box | Performance Gap (Importance – Satisfaction) |
|--------------------------------|--|-------------------|---------------------|---|
| Asset Management               | Local sealed town roads                                    | 94%               | 73%                 | 21%   |
| Asset Management               | Local sealed rural roads                                   | 88%               | 71%                 | 17%   |
| Strong Leadership              | Council considers community opinion when making decisions  | 88%               | 75%                 | 13%   |
| Strong Leadership              | Council engages the community when planning for the future | 89%               | 78%                 | 11%   |
| A Healthy and Caring Community | Public safety  | 94%               | 88%                 | 6%  |
| Asset Management               | Water supply & services                                    | 95%               | 90%                 | 5%  |
| Strong Leadership              | Council keeps the community informed                       | 91%               | 87%                 | 4%  |
| Asset Management               | Local unsealed rural roads                                 | 71%               | 67%                 | 4%  |

**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.

# 2.4. Quadrant Analysis

## Step 2. Quadrant Analysis

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

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

On average, Leeton Shire Council residents rated services/facilities equally important as our Benchmark, and their satisfaction was, on average, higher.

|                      | Leeton Shire Council | Micromex Comparable Regional Benchmark |
|----------------------|----------------------|--|
| Average Importance   | 79%                  | 79%                                    |
| Average Satisfaction | 88%                  | 79%                                    |

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

### Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste management', 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 'local sealed town 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 'recreational areas along the river', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

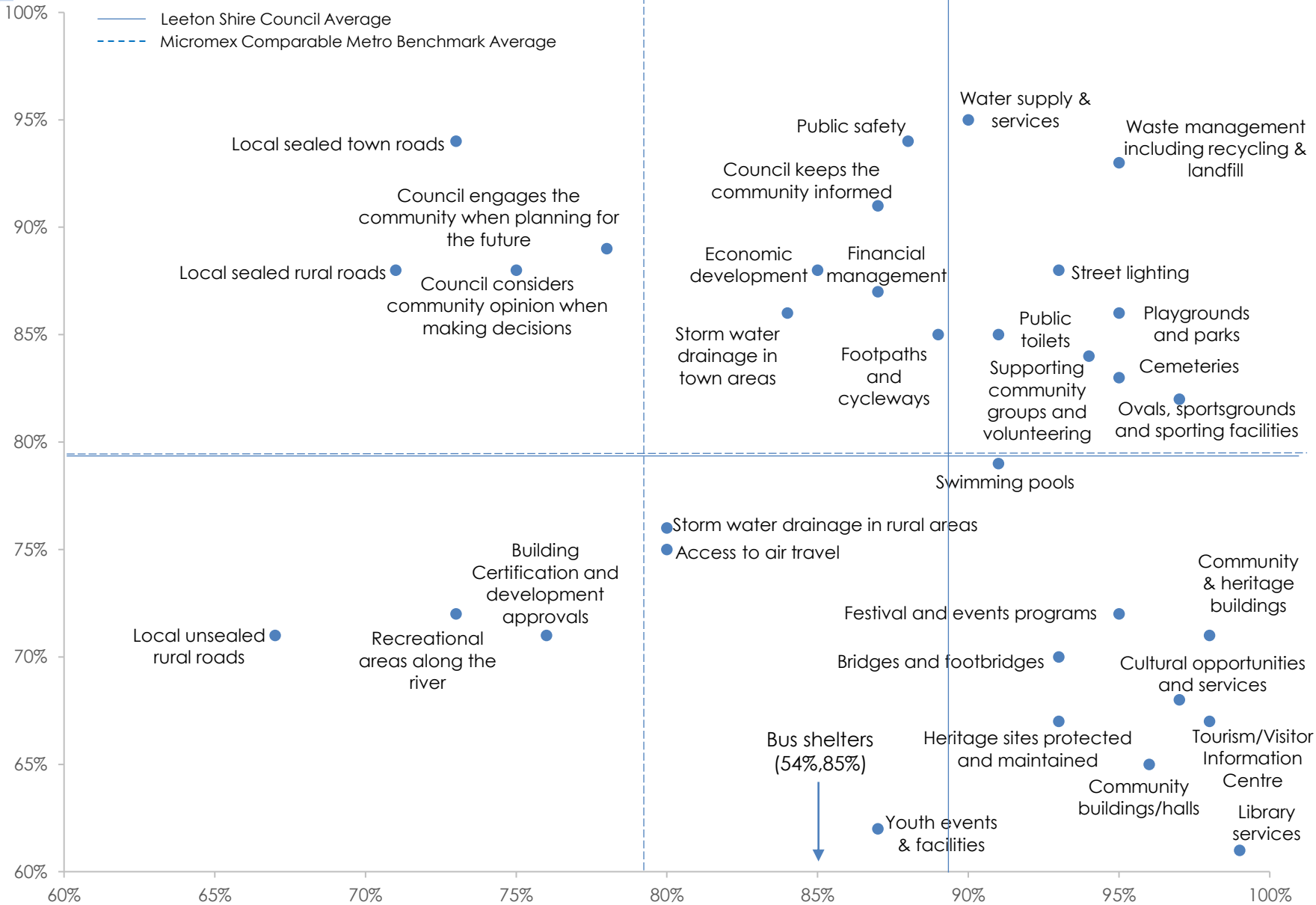
Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.



**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction

— Leeton Shire Council Average  
- - - Micromex Comparable Metro Benchmark Average



**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Social Capital**  
Lower importance, higher satisfaction

## 2.5. Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'local sealed town 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 Leeton Shire Council can actively drive overall community satisfaction, we conducted further analysis

### Explanation of Analysis

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

### What Does This Mean?

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



## 2.5. 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 one or two issues, but across all responsibility areas?*



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

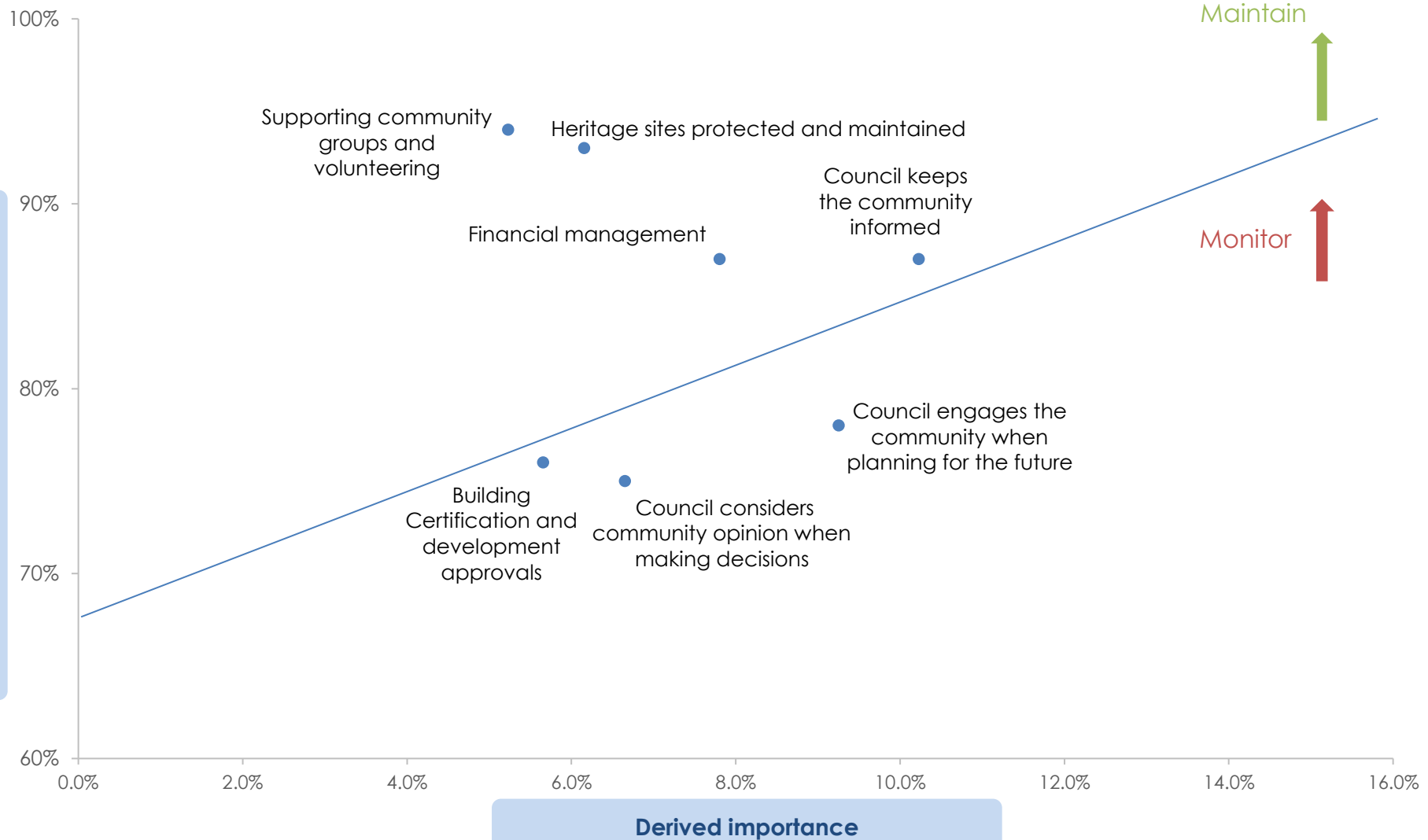
These top 7 services/facilities (so 21% of the 34 services/facilities) account for over 51% of the variation in overall satisfaction. Therefore, whilst all 34 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 27 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Note: Please see Appendix A for complete list

R<sup>2</sup> barrier value = 36.73%  
R<sup>2</sup> optimiser value = 41.52%

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

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



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

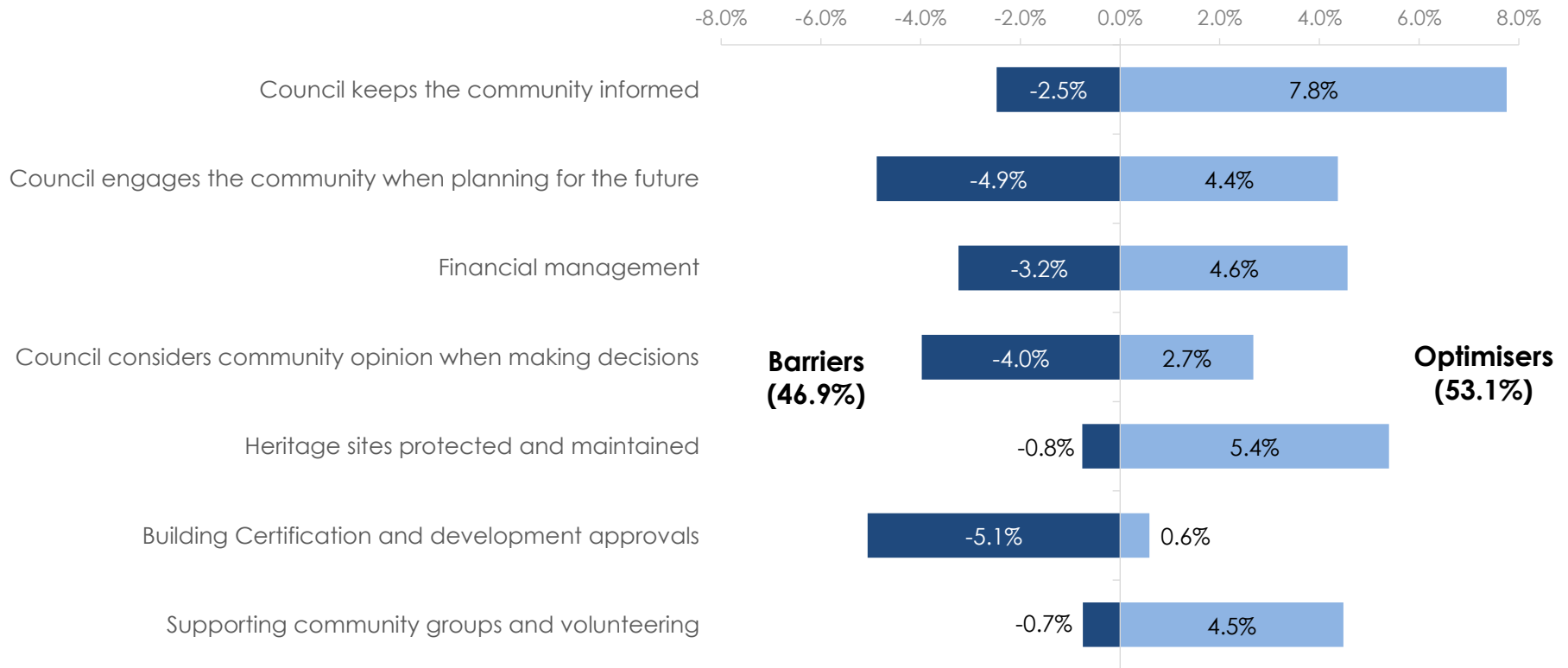


# 2.5. Key Contributors to Barriers/Optimisers

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

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

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



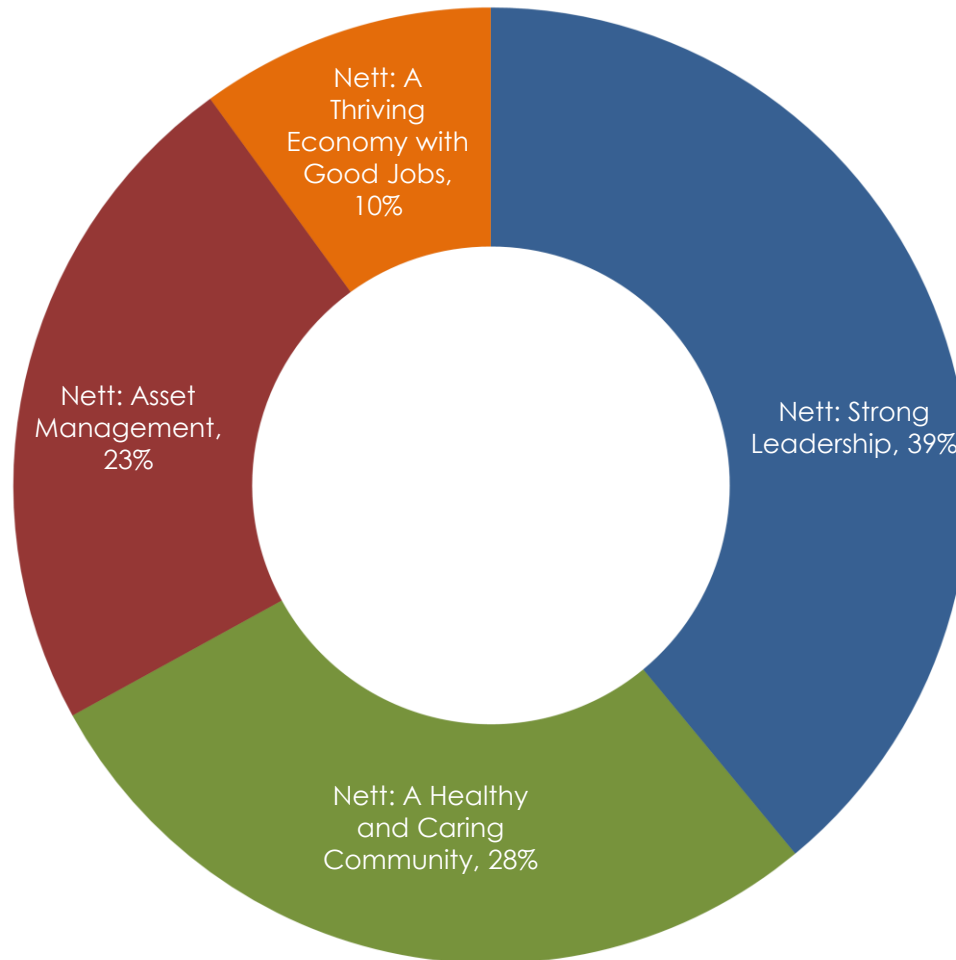
Different levers address the different levels of satisfaction across the community



# Contribution to Overall Satisfaction with Council's Performance

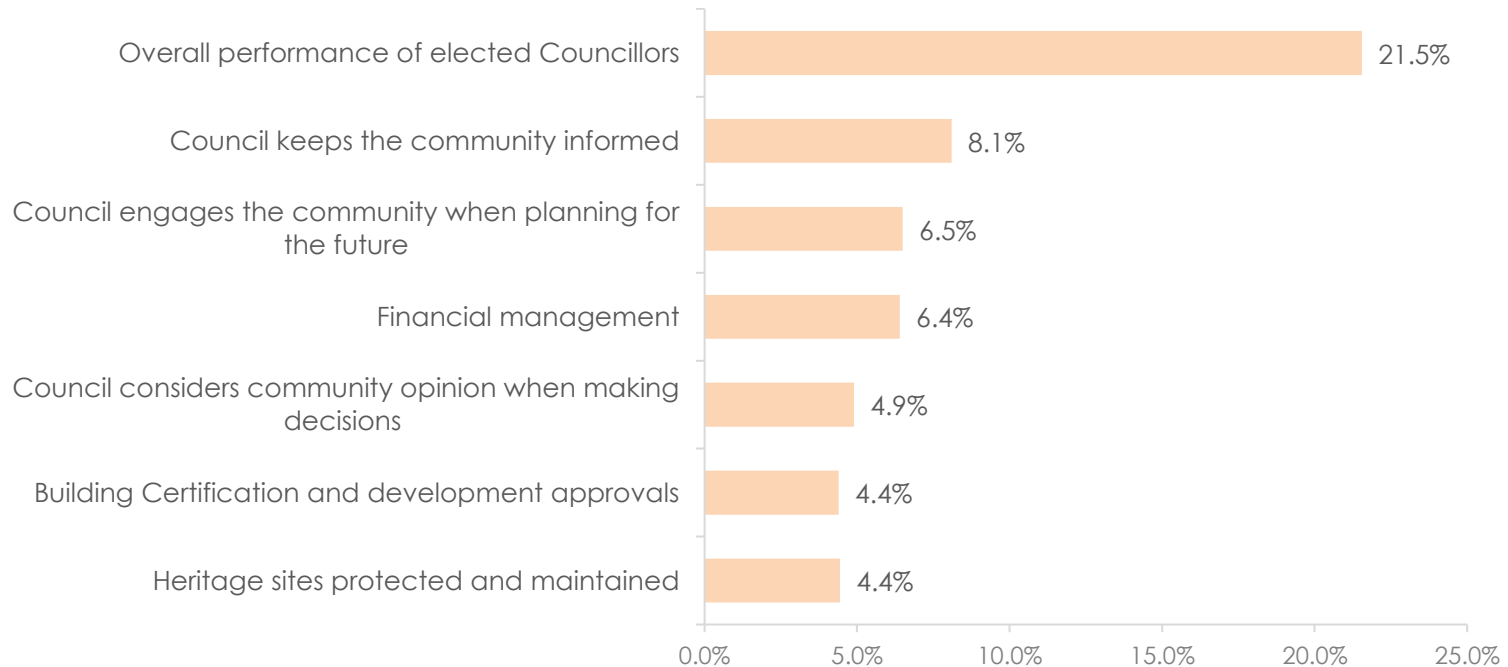
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Strong Leadership' (38%) is the key contributor toward overall satisfaction with Council's performance.

- Nett: A Healthy and Caring Community
- Nett: A Thriving Economy with Good Jobs
- Nett: Strong Leadership
- Nett: Asset Management



## 2.6. Key Drivers of Overall Satisfaction with Council Including Performance of Elected Councillors

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



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

These top 7 services/facilities (so 20% of the 35 services/facilities) account for over 56% of the variation in overall satisfaction. Therefore, whilst all 35 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 28 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

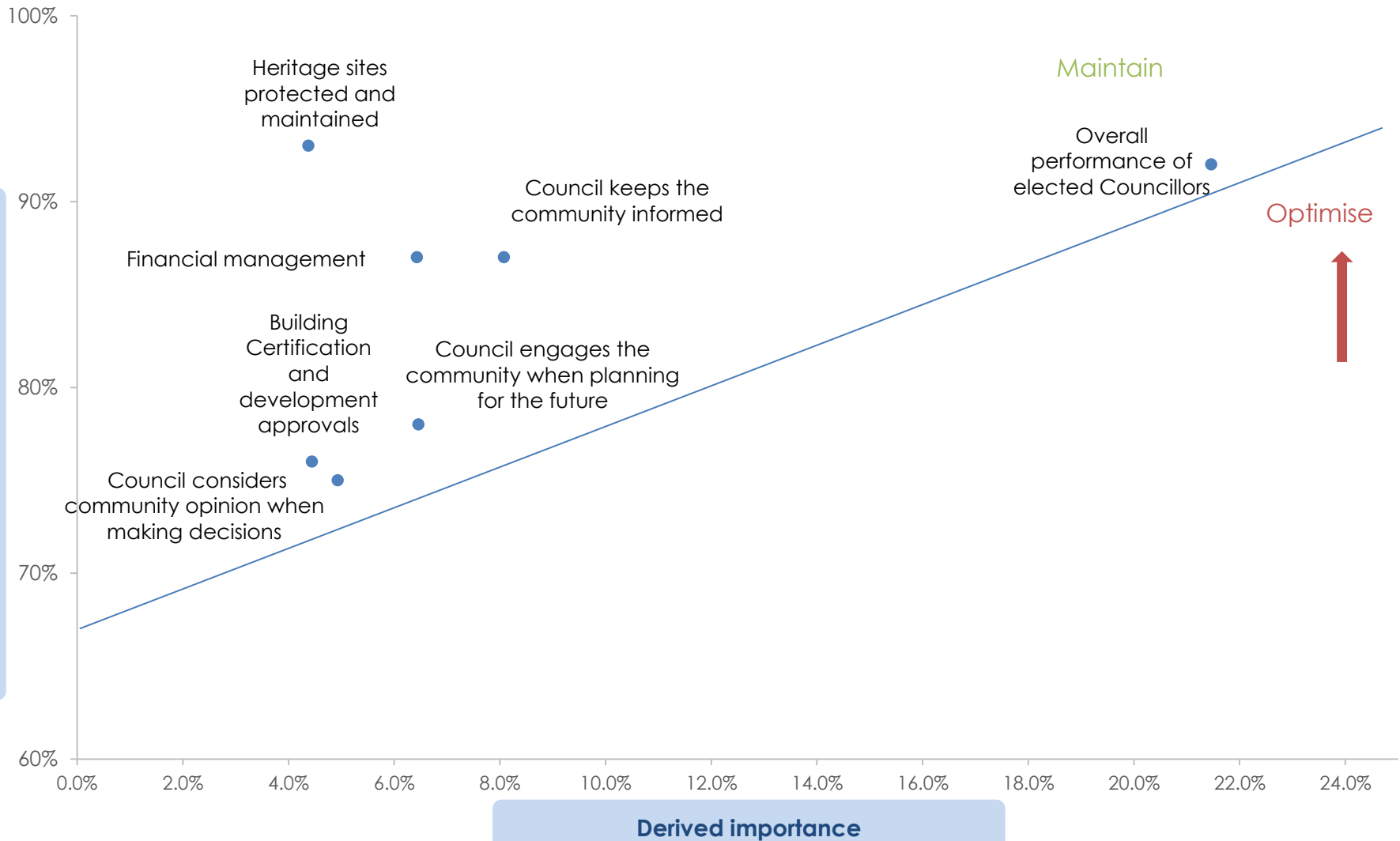
R<sup>2</sup> barrier value = 40.96%

R<sup>2</sup> optimiser value = 49.30%

Note: Please see Appendix A for complete list

**This section highlights the differences made to drivers of satisfaction when overall performance of Councillors is included. Evidentially the added dependent variable has a large impact on results, contributing over 21% to overall satisfaction.**

## 2.6. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas Including Performance of Elected Councillors



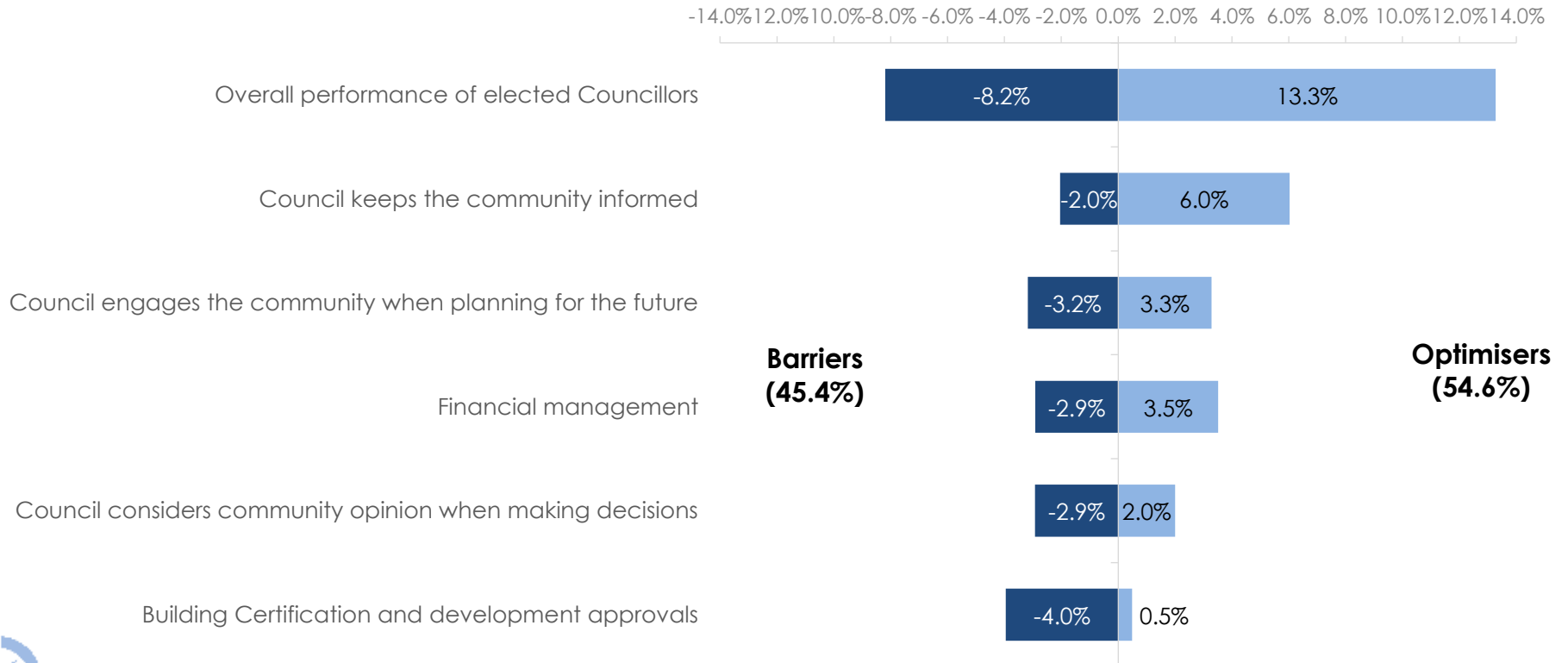
The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to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

## 2.6. Key Contributors to Barriers/Optimisers Including Performance of Elected Councillors

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

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

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



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



# 4. Investment in Asset Management

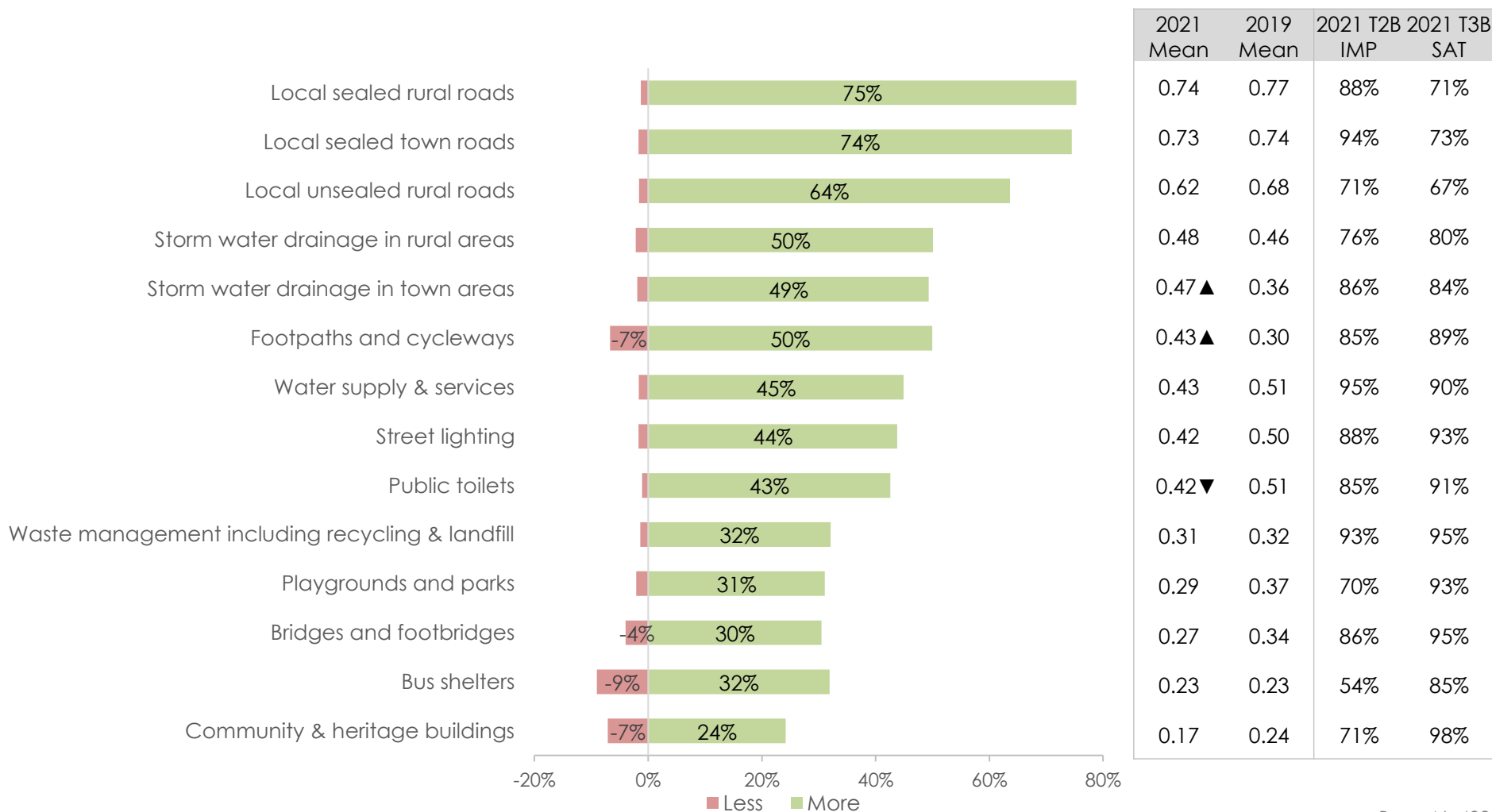


1. Performance of Council
2. Living in Leeton
3. Councils Services and Facilities
- 4. Investment in Asset Management**
5. Heated Pool Feasibility
6. Service Area Analysis

This section explores residents' investment preferences

# Investment in Asset Management

Q4c. Thinking of the following types of council assets, should Council invest less, the same, or more than they currently spend on/resource for each



▲▼ = A significantly higher/lower level of investment (compared to 2019)  
 Percentages <4% have not been shown above

Base: N=403  
 Scale: -1 = less investment, 1 = more investment

**Roads continue to dominate.**

**There is no evidence that the community wish to see any reduction in investment across any asset.**

# 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

|   | Overall 2021 | Suburb |                      | Time lived in the area |               |                    |
|---|--------------|--------|----------------------|------------------------|---------------|--------------------|
|   |              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Local sealed rural roads                        | 0.74         | 0.69   | 0.82▲                | 0.86▲                  | 0.79          | 0.71▼              |
| Local sealed town roads                         | 0.73         | 0.65   | 0.86▲                | 0.80                   | 0.60          | 0.74               |
| Local unsealed rural roads                      | 0.62         | 0.55   | 0.74▲                | 0.67                   | 0.67          | 0.60               |
| Storm water drainage in rural areas             | 0.48         | 0.39   | 0.63▲                | 0.48                   | 0.42          | 0.49               |
| Storm water drainage in town areas              | 0.47         | 0.48   | 0.47                 | 0.43                   | 0.40          | 0.50               |
| Footpaths and cycleways                         | 0.43         | 0.46   | 0.38                 | 0.30                   | 0.61          | 0.43               |
| Water supply & services                         | 0.43         | 0.44   | 0.42                 | 0.62▲                  | 0.41          | 0.40               |
| Street lighting                                 | 0.42         | 0.43   | 0.40                 | 0.44                   | 0.45          | 0.41               |
| Public toilets                                  | 0.42         | 0.41   | 0.42                 | 0.60▲                  | 0.51          | 0.36▼              |
| Waste management including recycling & landfill | 0.31         | 0.29   | 0.34                 | 0.39                   | 0.33          | 0.29               |
| Playgrounds and parks                           | 0.29         | 0.28   | 0.30                 | 0.44                   | 0.32          | 0.25               |
| Bridges and footbridges                         | 0.27         | 0.22   | 0.35▲                | 0.29                   | 0.25          | 0.26               |
| Bus shelters                                    | 0.23         | 0.18   | 0.31                 | 0.32                   | 0.25          | 0.21               |
| Community & heritage buildings                  | 0.17         | 0.17   | 0.18                 | 0.22                   | 0.12          | 0.17               |
| Base  | 403          | 252    | 151                  | 58                     | 55            | 290                |

▲ ▼ = A significantly higher/lower level of investment (compared to 2019)  
Please see Appendix A for further demographics

Scale: -1 = less investment, 1 = more investment

**Those living outside of Leeton were significantly more likely to want more investment in the areas roads.**



# 5. Heated Pool Feasibility



1. Performance of Council
2. Living in Leeton
3. Councils Services and Facilities
4. Investment in Asset Management
- 5. Heated Pool Feasibility**
6. Service Area Analysis

This section explores residents' attitude towards the potential placement of a heated pool in the area



LEETON  
SHIRE COUNCIL

# Heated Pool Feasibility Overview

## Concept Statement

Council is being asked by the community to look into whether or not it would be feasible to construct and operate an indoor heated pool in Leeton.

Potentially a heated pool could be used for a range of programs and activities. Such as:

- Coaching/Squad training
- Lap swimming
- Therapy/Rehabilitation
- Exercise programs
- Learn to swim

Currently, ratepayers subsidise the Leeton Regional Aquatic Centre by around \$170,000 per year.



**Currently 59% of residents use the aquatic centre claiming on average to visit the facility 11 times a year.**



**If provided 77% of residents indicated that they would use a heated facility. The average claimed future visitation is 51 times a year.**



**On average residents were willing to pay \$5.20 per visit which is \$0.70 above the current charge**



**68% of residents were at least moderately supportive of paying more in their rates for a heated pool**



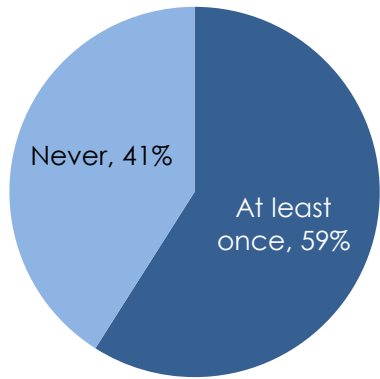
# Current Visitation to Leeton Regional Aquatic Centre

Q8a. In an average year how many times would you visit the Leeton Regional Aquatic centre?

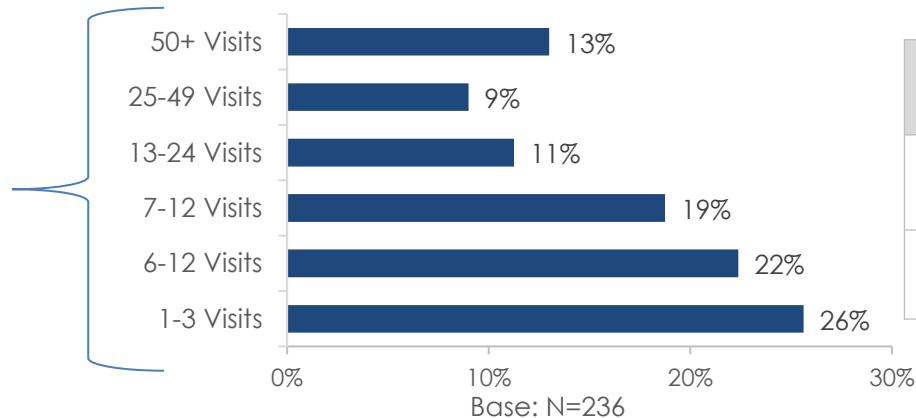
## Those who have visited at least once

|       | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|-------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| 50+   | 13%          | 10%  | 17%    | 4%    | 28%▲  | 5%▼   | 16%  | 13%       | 16%           |
| 25-49 | 9%           | 3%   | 13%▲   | 9%    | 7%    | 9%    | 11%  | 8%        | 11%           |
| 13-24 | 11%          | 12%  | 10%    | 11%   | 9%    | 17%   | 8%   | 13%       | 0%            |
| 7-12  | 19%          | 18%  | 19%    | 26%   | 21%   | 13%   | 6%▼  | 17%       | 35%           |
| 4-6   | 22%          | 29%  | 17%    | 23%   | 21%   | 27%   | 18%  | 24%       | 14%           |
| 1-3   | 26%          | 28%  | 24%    | 27%   | 15%   | 29%   | 41%▲ | 26%       | 24%           |
| Base  | 236          | 108  | 128    | 73    | 75    | 55    | 32   | 208       | 28*           |

## Those who have visited at least once



2021 (N=403)



|                         | Leeton Shire Council 2021 |
|-------------------------|---------------------------|
| Average visit frequency | 11                        |
| Base                    | 403                       |

Please see Appendix A for further demographics

\*Caution low base size

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

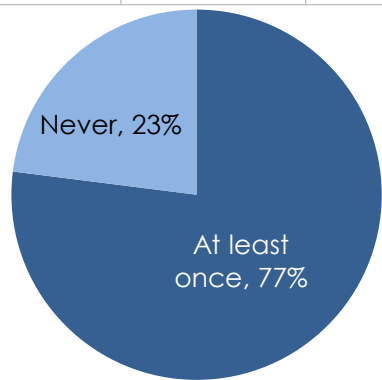
**Almost half of the respondents attend the pool at least once a year.**

# Estimated Visit Frequency

Q8b. How many times do you think you might use the heated pool each year?

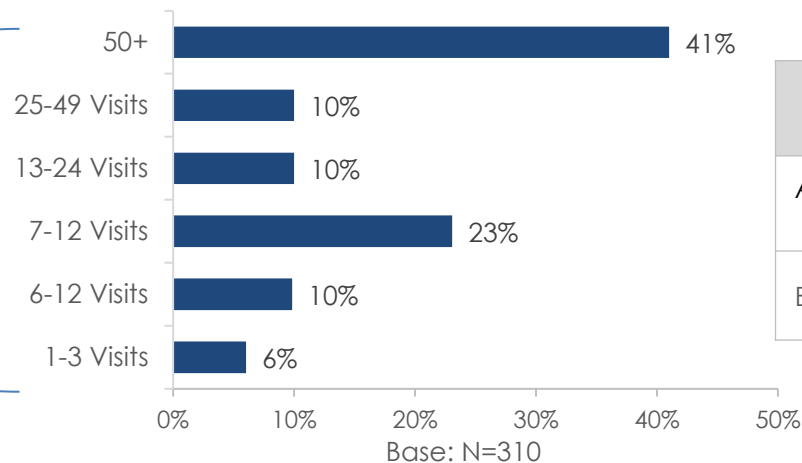
## Those who would visit at least once

|       | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|-------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| 50+   | 41%          | 32%  | 49%▲   | 28%   | 65%▲  | 29%▼  | 45%  | 41%       | 39%           |
| 25-49 | 10%          | 12%  | 8%     | 16%   | 6%    | 8%    | 8%   | 8%        | 19%           |
| 13-24 | 10%          | 9%   | 12%    | 12%   | 10%   | 13%   | 5%   | 12%▲      | 1%            |
| 7-12  | 23%          | 23%  | 23%    | 41%▲  | 9%▼   | 24%   | 14%▼ | 22%       | 30%           |
| 4-6   | 10%          | 15%▲ | 5%     | 3%    | 5%    | 14%   | 19%▲ | 10%       | 10%           |
| 1-3   | 6%           | 9%▲  | 3%     | 0%▼   | 5%    | 11%▲  | 9%   | 7%        | 1%            |
| Base  | 310          | 148  | 162    | 85    | 80    | 82    | 63   | 270       | 40            |



2021 (N=403)

## Those who would visit at least once



| Leeton Shire Council 2021 |     |
|---------------------------|-----|
| Average visit frequency   | 51  |
| Base                      | 310 |

Please see Appendix A for further demographics

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

**77% of the population believe they would use the heated pool at least once per year. Over 50% of those residents believe they would attend more than 25 times per year.**

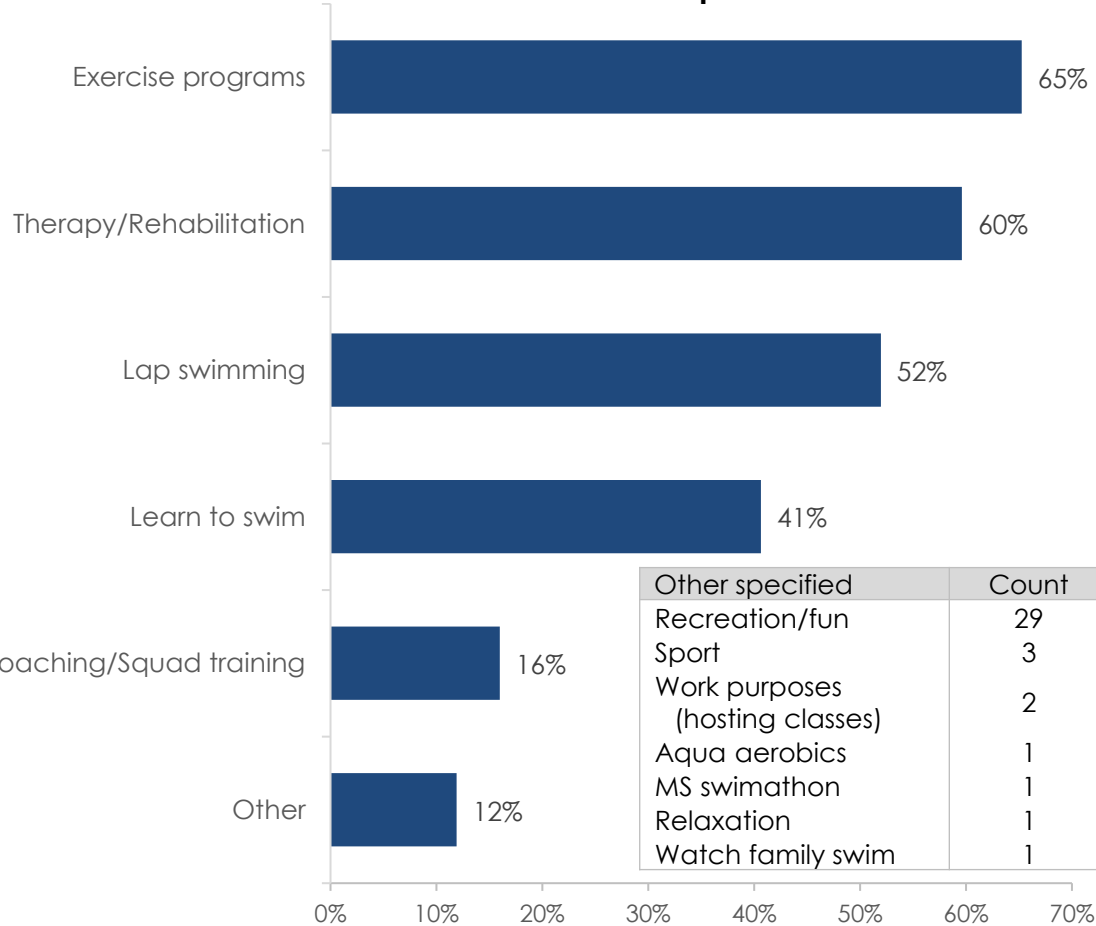
# Uses for Heated Pool

Q8c. For what purposes would you use the pool (Asked only of those who plan to visit at least once per year)?

Q8d. (When) Would you use the heated pool (Asked only of those who plan to visit at least once per year)?

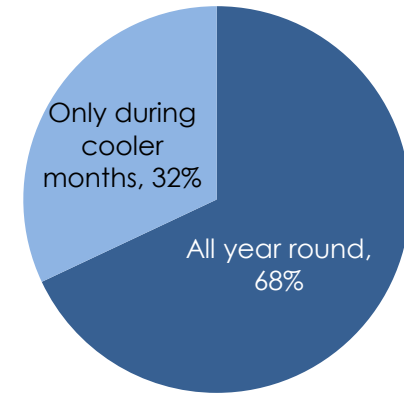
Q8e. From the 1st of July, entrance to the current Leeton Regional Aquatic Centre is \$4.50 per visit. How much would you expect to pay to per visit to use a heated facility (Asked only of those who plan to visit at least once per year)?

**Uses for heated pool**



Base: N=310

**When users would visit heated pool**



Base: N=310

**Price expectation**

| Leeton Shire Council 2021 |        |
|---------------------------|--------|
| Mean price expectation    | \$5.20 |
| Base                      | 310    |

Please see Appendix A for responses by demographics

**Residents would be most likely to use the pool for exercise programs and therapy/rehabilitation.**

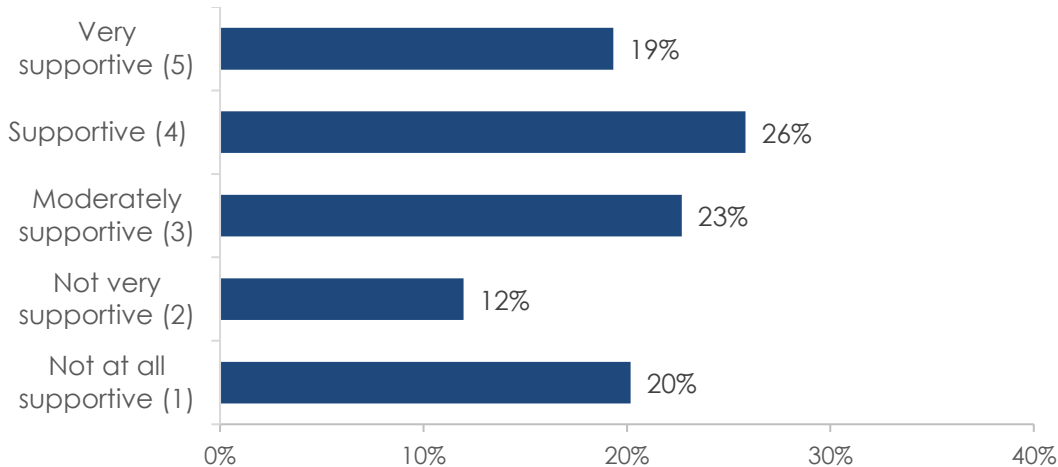
# Support for a Heated Indoor Pool

Q8f. How supportive would you be of paying an additional \$55 to \$65 (per household) on top of pool entry fees to cover the operating shortfall of a heated pool to be able to swim all year round?

## Asked of everyone

|             | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Mean rating | 3.12         | 3.11 | 3.13   | 2.83  | 3.19  | 3.37▲ | 3.08 | 3.09      | 3.39          |
| Base        | 403          | 201  | 202    | 101   | 96    | 107   | 100  | 358       | 45            |

|             | Suburb |                      | Time lived in the area |               |                    |
|-------------|--------|----------------------|------------------------|---------------|--------------------|
|             | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Mean rating | 3.29▲  | 2.84                 | 3.37                   | 3.03          | 3.09               |
| Base        | 252    | 151                  | 58                     | 55            | 290                |



|             | Leeton Shire Council 2021 |
|-------------|---------------------------|
| Mean rating | 3.12                      |
| T3 Box      | 68%                       |
| Base        | 403                       |

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

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

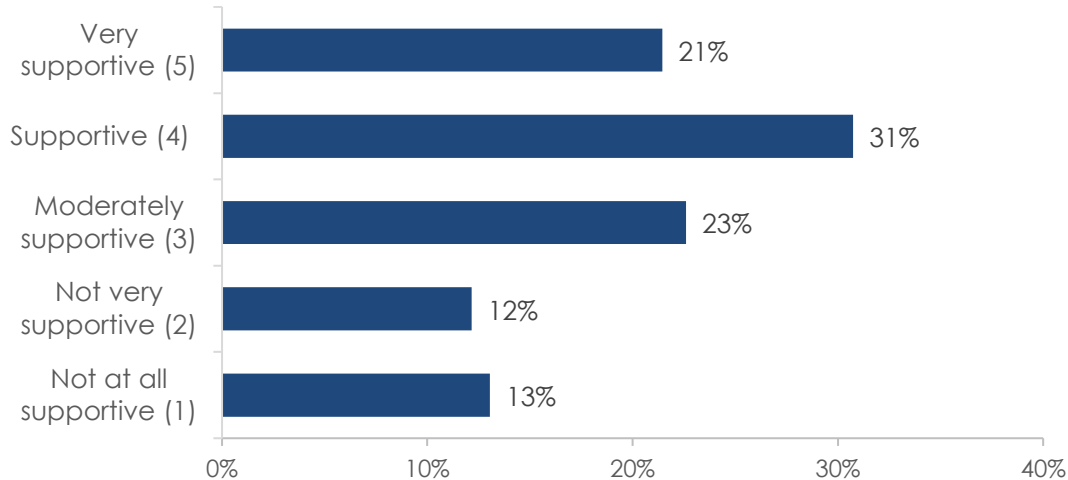
**Overall 68% of residents are at least somewhat supportive of paying more rates for a heated indoor pool. Those in Leeton were significantly more likely to be supportive.**

# Support for a Heated Indoor Pool - Users

Q8f. How supportive would you be of paying an additional \$55 to \$65 (per household) on top of pool entry fees to cover the operating shortfall of a heated pool to be able to swim all year round?

|             | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Mean rating | 3.35         | 3.34 | 3.36   | 2.88▼ | 3.44  | 3.67▲ | 3.48 | 3.34      | 3.47          |
| Base        | 310          | 148  | 162    | 85    | 80    | 82    | 63   | 270       | 40            |

|             | Suburb |                      | Time lived in the area |               |                    |
|-------------|--------|----------------------|------------------------|---------------|--------------------|
|             | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Mean rating | 3.46   | 3.15                 | 3.67                   | 3.34          | 3.29               |
| Base        | 201    | 109                  | 45                     | 43            | 223                |



|             | Leeton Shire Council 2021 |
|-------------|---------------------------|
| Mean rating | 3.35                      |
| T3 Box      | 75%                       |
| Base        | 310                       |

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

**75% of potential users least somewhat supportive of paying more rates for a heated indoor pool.**

# 6. Service Area Analysis



1. Performance of Council
2. Living in Leeton
3. Councils Services and Facilities
4. Investment in Asset Management
5. Heated Pool Feasibility

## **6. Service Area Analysis**

This section explores Council's performance in detail, in terms of importance and satisfaction ratings for 34 services/facilities.



# Service Areas

A core element of this community survey was the rating of 34 facilities/services in terms of Importance and Satisfaction. Each of the 34 facilities/services were grouped into service areas as detailed below:

| A Healthy and Caring Community  | Strong Leadership  | Asset Management                                |
|---|--|---|
| Youth events & facilities   | Council considers community opinion when making decisions  | Local sealed town roads                         |
| Heritage sites protected and maintained   | Council engages the community when planning for the future | Local sealed rural roads                        |
| Ovals, sportsgrounds and sporting facilities                                      | Council keeps the community informed                       | Local unsealed rural roads                      |
| Community buildings/halls   | Supporting community groups and volunteering               | Bridges and footbridges                         |
| Swimming pools  | Financial management                                       | Footpaths and cycleways                         |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | <b>A Thriving Economy with Good Jobs</b>                   | Bus shelters                                    |
| Library services  |  | Playgrounds and parks                           |
| Festival and events programs  | Access to air travel                                       | Public toilets                                  |
| Cemeteries  | Tourism/Visitor Information Centre                         | Community & heritage buildings                  |
| Recreational areas along the river  | Economic development                                       | Street lighting                                 |
| Public safety   | Building Certification and development approvals           | Water supply & services                         |
|   |  | Storm water drainage in town areas              |
|   |  | Storm water drainage in rural areas             |
|   |  | Waste management including recycling & landfill |

## An Explanation

### Importance

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

### Satisfaction

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

# Service Area 1: A Healthy and Caring Community

## Detailed Overall Response for Importance

|   | Not at all important | Not very important | Somewhat important | Important | Very important | Mean rating | Base |
|---|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Youth events & facilities   | 6%                   | 6%                 | 26%                | 31%       | 31%            | 3.73        | 403  |
| Heritage sites protected and maintained   | 4%                   | 6%                 | 22%                | 33%       | 34%            | 3.86        | 403  |
| Ovals, sportsgrounds and sporting facilities                                      | 3%                   | 4%                 | 11%                | 27%       | 55%            | 4.26        | 403  |
| Community buildings/halls   | 5%                   | 10%                | 21%                | 31%       | 34%            | 3.80        | 403  |
| Swimming pools  | 5%                   | 4%                 | 13%                | 23%       | 56%            | 4.22        | 403  |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 7%                   | 5%                 | 20%                | 27%       | 41%            | 3.91        | 403  |
| Library services  | 7%                   | 11%                | 21%                | 21%       | 40%            | 3.76        | 403  |
| Festival and events programs  | 4%                   | 6%                 | 17%                | 33%       | 39%            | 3.97        | 403  |
| Cemeteries  | 2%                   | 3%                 | 12%                | 20%       | 63%            | 4.38        | 403  |
| Recreational areas along the river  | 5%                   | 6%                 | 18%                | 23%       | 49%            | 4.05        | 403  |
| Public safety   | 0%                   | 1%                 | 5%                 | 16%       | 78%            | 4.71        | 403  |

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



# Service Area 1: A Healthy and Caring Community

## Detailed Overall Response for Satisfaction

|   | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Mean rating | Base |
|---|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Youth events & facilities   | 4%                   | 9%                 | 31%                | 39%       | 17%            | 3.56        | 247  |
| Heritage sites protected and maintained   | 3%                   | 4%                 | 19%                | 42%       | 32%            | 3.96        | 270  |
| Ovals, sportsgrounds and sporting facilities                                      | 2%                   | 1%                 | 13%                | 38%       | 46%            | 4.26        | 328  |
| Community buildings/halls   | 1%                   | 3%                 | 29%                | 45%       | 22%            | 3.84        | 261  |
| Swimming pools  | 3%                   | 5%                 | 17%                | 27%       | 47%            | 4.11        | 312  |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 1%                   | 3%                 | 24%                | 41%       | 32%            | 4.00        | 275  |
| Library services  | 0%                   | 1%                 | 8%                 | 45%       | 46%            | 4.36        | 244  |
| Festival and events programs  | 2%                   | 2%                 | 29%                | 42%       | 24%            | 3.85        | 292  |
| Cemeteries  | 1%                   | 5%                 | 17%                | 34%       | 44%            | 4.16        | 329  |
| Recreational areas along the river  | 8%                   | 18%                | 29%                | 29%       | 15%            | 3.26        | 282  |
| Public safety   | 2%                   | 10%                | 22%                | 42%       | 24%            | 3.75        | 378  |

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



# Service Area 2: A Thriving Economy with Good Jobs

## Detailed Overall Response for Importance

|  | Not at all important | Not very important | Somewhat important | Important | Very important | Mean rating | Base |
|--|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Access to air travel                             | 4%                   | 4%                 | 17%                | 22%       | 53%            | 4.15        | 403  |
| Tourism/Visitor Information Centre               | 8%                   | 7%                 | 17%                | 27%       | 40%            | 3.86        | 403  |
| Economic development                             | 1%                   | 4%                 | 8%                 | 21%       | 67%            | 4.50        | 403  |
| Building Certification and development approvals | 5%                   | 7%                 | 18%                | 27%       | 44%            | 3.98        | 403  |

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



# Service Area 2: A Thriving Economy with Good Jobs

## Detailed Overall Response for Satisfaction

|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Mean rating | Base |
|--|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Access to air travel                             | 11%                  | 9%                 | 30%                | 31%       | 19%            | 3.39        | 300  |
| Tourism/Visitor Information Centre               | 0%                   | 3%                 | 15%                | 43%       | 40%            | 4.20        | 262  |
| Economic development                             | 4%                   | 10%                | 43%                | 30%       | 12%            | 3.36        | 344  |
| Building Certification and development approvals | 6%                   | 18%                | 32%                | 35%       | 9%             | 3.21        | 273  |

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



# Service Area 3: Strong Leadership

## Detailed Overall Response for Importance

|  | Not at all important | Not very important | Somewhat important | Important | Very important | Mean rating | Base |
|--|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Council considers community opinion when making decisions  | 1%                   | 1%                 | 10%                | 23%       | 65%            | 4.51        | 403  |
| Council engages the community when planning for the future | 0%                   | 2%                 | 8%                 | 21%       | 68%            | 4.54        | 403  |
| Council keeps the community informed                       | 1%                   | 1%                 | 8%                 | 22%       | 69%            | 4.57        | 403  |
| Supporting community groups and volunteering               | 1%                   | 2%                 | 13%                | 27%       | 57%            | 4.36        | 403  |
| Financial management                                       | 1%                   | 3%                 | 9%                 | 15%       | 72%            | 4.54        | 403  |

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



# Service Area 3: Strong Leadership

## Detailed Overall Response for Satisfaction

|  | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Mean rating | Base |
|--|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Council considers community opinion when making decisions  | 10%                  | 14%                | 30%                | 32%       | 13%            | 3.26        | 348  |
| Council engages the community when planning for the future | 10%                  | 11%                | 30%                | 31%       | 17%            | 3.35        | 353  |
| Council keeps the community informed                       | 6%                   | 7%                 | 27%                | 38%       | 22%            | 3.64        | 365  |
| Supporting community groups and volunteering               | 2%                   | 4%                 | 18%                | 47%       | 29%            | 3.97        | 328  |
| Financial management                                       | 4%                   | 8%                 | 27%                | 37%       | 23%            | 3.66        | 334  |

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



# Service Area 4: Asset Management

## Detailed Overall Response for Importance

|   | Not at all important | Not very important | Somewhat important | Important | Very important | Mean rating | Base |
|---|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Local sealed town roads                         | 0%                   | 1%                 | 6%                 | 17%       | 77%            | 4.70        | 403  |
| Local sealed rural roads                        | 0%                   | 2%                 | 9%                 | 26%       | 62%            | 4.47        | 403  |
| Local unsealed rural roads                      | 2%                   | 6%                 | 21%                | 22%       | 49%            | 4.09        | 403  |
| Bridges and footbridges                         | 2%                   | 7%                 | 20%                | 26%       | 44%            | 4.04        | 403  |
| Footpaths and cycleways                         | 2%                   | 2%                 | 11%                | 26%       | 59%            | 4.39        | 403  |
| Bus shelters                                    | 11%                  | 12%                | 23%                | 20%       | 34%            | 3.55        | 403  |
| Playgrounds and parks                           | 2%                   | 2%                 | 10%                | 23%       | 63%            | 4.42        | 403  |
| Public toilets                                  | 3%                   | 1%                 | 11%                | 18%       | 67%            | 4.46        | 403  |
| Community & heritage buildings                  | 3%                   | 4%                 | 22%                | 28%       | 43%            | 4.06        | 403  |
| Street lighting                                 | 0%                   | 1%                 | 11%                | 16%       | 72%            | 4.58        | 403  |
| Water supply & services                         | 1%                   | 0%                 | 4%                 | 12%       | 83%            | 4.74        | 403  |
| Storm water drainage in town areas              | 3%                   | 1%                 | 10%                | 18%       | 68%            | 4.47        | 403  |
| Storm water drainage in rural areas             | 3%                   | 4%                 | 17%                | 23%       | 53%            | 4.18        | 403  |
| Waste management including recycling & landfill | 1%                   | 0%                 | 6%                 | 17%       | 76%            | 4.67        | 403  |

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





# Service Area 4: Asset Management

## Detailed Overall Response for Satisfaction

|   | Not at all satisfied | Not very satisfied | Somewhat satisfied | Satisfied | Very satisfied | Mean rating | Base |
|---|----------------------|--------------------|--------------------|-----------|----------------|-------------|------|
| Local sealed town roads                         | 12%                  | 15%                | 40%                | 24%       | 9%             | 3.04        | 377  |
| Local sealed rural roads                        | 10%                  | 19%                | 42%                | 22%       | 7%             | 2.96        | 351  |
| Local unsealed rural roads                      | 14%                  | 18%                | 39%                | 20%       | 8%             | 2.91        | 279  |
| Bridges and footbridges                         | 1%                   | 6%                 | 23%                | 44%       | 26%            | 3.87        | 284  |
| Footpaths and cycleways                         | 3%                   | 8%                 | 26%                | 36%       | 27%            | 3.75        | 342  |
| Bus shelters                                    | 4%                   | 10%                | 28%                | 34%       | 23%            | 3.63        | 210  |
| Playgrounds and parks                           | 1%                   | 4%                 | 12%                | 41%       | 42%            | 4.20        | 345  |
| Public toilets                                  | 1%                   | 8%                 | 27%                | 40%       | 24%            | 3.77        | 338  |
| Community & heritage buildings                  | 1%                   | 1%                 | 16%                | 55%       | 27%            | 4.04        | 287  |
| Street lighting                                 | 4%                   | 4%                 | 24%                | 38%       | 31%            | 3.88        | 352  |
| Water supply & services                         | 4%                   | 6%                 | 23%                | 27%       | 40%            | 3.94        | 377  |
| Storm water drainage in town areas              | 5%                   | 11%                | 28%                | 33%       | 23%            | 3.58        | 344  |
| Storm water drainage in rural areas             | 9%                   | 11%                | 33%                | 37%       | 10%            | 3.28        | 291  |
| Waste management including recycling & landfill | 2%                   | 3%                 | 19%                | 33%       | 43%            | 4.11        | 375  |

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



# Comparison to Previous Research

| Service/Facility  | Importance |      | Satisfaction |      |
|---|------------|------|--------------|------|
|   | 2021       | 2019 | 2021         | 2019 |
| Youth events & facilities   | 3.73       | 3.82 | 3.56         | 3.69 |
| Heritage sites protected and maintained   | 3.86       | 3.92 | 3.96         | 3.99 |
| Ovals, sportsgrounds and sporting facilities                                      | 4.26       | 4.28 | 4.26         | 4.30 |
| Community buildings/halls   | 3.80       | 3.89 | 3.84         | 3.94 |
| Swimming pools  | 4.22       | 4.22 | 4.11         | 3.98 |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 3.91 ▼     | 4.13 | 4.00         | 4.07 |
| Library services  | 3.76 ▼     | 4.03 | 4.36         | 4.44 |
| Festival and events programs  | 3.97       | 4.15 | 3.85 ▼       | 4.02 |
| Cemeteries  | 4.38       | 4.43 | 4.16         | 4.20 |
| Recreational areas along the river  | 4.05       | 4.19 | 3.26         | 3.32 |
| Public safety   | 4.71       | 4.66 | 3.75         | 3.74 |
| Access to air travel  | 4.15       | 4.24 | 3.39         | 3.58 |
| Tourism/Visitor Information Centre  | 3.86 ▼     | 4.10 | 4.20         | 4.17 |
| Economic development  | 4.50       | 4.36 | 3.36         | 3.50 |
| Building Certification and development approvals                                  | 3.98       | 4.03 | 3.21 ▼       | 3.54 |
| Council considers community opinion when making decisions                         | 4.51       | 4.47 | 3.26         | 3.31 |
| Council engages the community when planning for the future                        | 4.54       | 4.56 | 3.35         | 3.38 |

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

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

# Comparison to Previous Research

| Service/Facility                                | Importance |      | Satisfaction |      |
|---|------------|------|--------------|------|
|   | 2021       | 2019 | 2021         | 2019 |
| Council keeps the community informed            | 4.57       | 4.59 | 3.64         | 3.60 |
| Supporting community groups and volunteering    | 4.36▼      | 4.56 | 3.97         | 4.04 |
| Financial management                            | 4.54       | 4.58 | 3.66         | 3.68 |
| Local sealed town roads                         | 4.70       | 4.73 | 3.04         | 3.18 |
| Local sealed rural roads                        | 4.47       | 4.53 | 2.96         | 3.00 |
| Local unsealed rural roads                      | 4.09       | 4.25 | 2.91         | 3.04 |
| Bridges and footbridges                         | 4.04       | 4.20 | 3.87▲        | 3.68 |
| Footpaths and cycleways                         | 4.39       | 4.31 | 3.75         | 3.89 |
| Bus shelters                                    | 3.55       | 3.69 | 3.63         | 3.83 |
| Playgrounds and parks                           | 4.42▼      | 4.57 | 4.20         | 4.21 |
| Public toilets                                  | 4.46       | 4.48 | 3.77         | 3.63 |
| Community & heritage buildings                  | 4.06       | 4.22 | 4.04         | 4.07 |
| Street lighting                                 | 4.58       | 4.44 | 3.88         | 3.79 |
| Water supply & services                         | 4.74       | 4.77 | 3.94         | 3.89 |
| Storm water drainage in town areas              | 4.47       | 4.37 | 3.58▼        | 3.85 |
| Storm water drainage in rural areas             | 4.18       | 4.10 | 3.28▼        | 3.51 |
| Waste management including recycling & landfill | 4.67       | 4.64 | 4.11         | 4.06 |

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

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



# Appendix A: Additional Analyses



LEETON  
SHIRE COUNCIL

micromex  
research

## 2.2 Importance Compared to the Micromex Benchmark

| Service/Facility  | Leeton Shire Council T2 box importance score | Micromex LGA Benchmark – Metro T2 box importance score | Variance |
|---|--|--|----------|
| Cemeteries  | 83%  | 73%  | 10%▲     |
| Footpaths and cycleways   | 85%  | 76%  | 9%       |
| Swimming pools  | 79%  | 70%  | 9%       |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 68%  | 59%  | 9%       |
| Council keeps the community informed  | 91%  | 83%  | 8%       |
| Economic development  | 88%  | 80%  | 8%       |
| Water supply & services   | 95%  | 88%  | 7%       |
| Council considers community opinion when making decisions                         | 88%  | 81%  | 7%       |
| Street lighting   | 88%  | 82%  | 6%       |
| Ovals, sportsgrounds and sporting facilities                                      | 82%  | 76%  | 6%       |
| Supporting community groups and volunteering                                      | 84%  | 79%  | 5%       |
| Public safety   | 94%  | 90%  | 4%       |
| Storm water drainage in town areas  | 86%  | 82%  | 4%       |
| Playgrounds and parks   | 86%  | 84%  | 2%       |
| Public toilets  | 85%  | 83%  | 2%       |

**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.

## 2.2 Importance Compared to the Micromex Benchmark

| Service/Facility                                 | Leeton Shire Council<br>T2 box<br>importance score | Micromex LGA<br>Benchmark – Metro<br>T2 box importance score | Variance |
|--|--|--|----------|
| Local sealed town roads                          | 94%  | 93%  | 1%       |
| Festival and events programs                     | 72%  | 71%  | 1%       |
| Waste management including recycling & landfill  | 93%  | 93%  | 0%       |
| Financial management                             | 87%  | 87%  | 0%       |
| Building Certification and development approvals | 71%  | 72%  | -1%      |
| Community buildings/halls                        | 65%  | 68%  | -3%      |
| Local sealed rural roads                         | 88%  | 93%  | -5%      |
| Storm water drainage in rural areas              | 76%  | 82%  | -6%      |
| Local unsealed rural roads                       | 71%  | 77%  | -6%      |
| Heritage sites protected and maintained          | 67%  | 73%  | -6%      |
| Bus shelters                                     | 54%  | 61%  | -7%      |
| Tourism/Visitor Information Centre               | 67%  | 77%  | -10%▼    |
| Library services                                 | 61%  | 71%  | -10%▼    |
| Youth events & facilities                        | 62%  | 75%  | -13%▼    |

**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.

## 2.2 Satisfaction Compared to the Micromex Benchmark

| Service/Facility  | Leeton Shire Council T3 box satisfaction score | Micromex LGA Benchmark – Metro T3 box satisfaction score | Variance |
|---|--|--|----------|
| Public toilets  | 91%  | 70%  | 21%▲     |
| Financial management                                      | 87%  | 71%  | 16%▲     |
| Council considers community opinion when making decisions | 75%  | 60%  | 15%▲     |
| Local sealed town roads                                   | 73%  | 58%  | 15%▲     |
| Tourism/Visitor Information Centre                        | 98%  | 84%  | 14%▲     |
| Local sealed rural roads                                  | 71%  | 58%  | 13%▲     |
| Local unsealed rural roads                                | 67%  | 54%  | 13%▲     |
| Footpaths and cycleways                                   | 89%  | 77%  | 12%▲     |
| Youth events & facilities                                 | 87%  | 75%  | 12%▲     |
| Council keeps the community informed                      | 87%  | 76%  | 11%▲     |
| Economic development                                      | 85%  | 74%  | 11%▲     |
| Playgrounds and parks                                     | 95%  | 86%  | 9%       |
| Ovals, sportsgrounds and sporting facilities              | 97%  | 89%  | 8%       |
| Supporting community groups and volunteering              | 94%  | 86%  | 8%       |
| Heritage sites protected and maintained                   | 93%  | 85%  | 8%       |
| Community buildings/halls                                 | 96%  | 89%  | 7%       |

**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.

## 2.2 Satisfaction Compared to the Micromex Benchmark

| Service/Facility  | Leeton Shire Council<br>T3 box<br>satisfaction score | Micromex LGA<br>Benchmark – Metro<br>T3 box satisfaction score | Variance |
|---|--|--|----------|
| Festival and events programs  | 95%  | 88%  | 7%       |
| Waste management including recycling & landfill                                   | 95%  | 88%  | 7%       |
| Street lighting   | 93%  | 86%  | 7%       |
| Building Certification and development approvals                                  | 76%  | 69%  | 7%       |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 97%  | 91%  | 6%       |
| Swimming pools  | 91%  | 85%  | 6%       |
| Public safety   | 88%  | 82%  | 6%       |
| Storm water drainage in town areas  | 84%  | 78%  | 6%       |
| Library services  | 99%  | 94%  | 5%       |
| Cemeteries  | 95%  | 90%  | 5%       |
| Water supply & services   | 90%  | 87%  | 3%       |
| Storm water drainage in rural areas   | 80%  | 78%  | 2%       |
| Bus shelters  | 85%  | 84%  | 1%       |



# Performance Gap Analysis

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

## Performance Gap Ranking

| Service/Facility   | Importance T2 Box | Satisfaction T3 Box | Performance Gap<br>(Importance – Satisfaction) |
|--|-------------------|---------------------|--|
| Local sealed town roads                                    | 94%               | 73%                 | 21%  |
| Local sealed rural roads                                   | 88%               | 71%                 | 17%  |
| Council considers community opinion when making decisions  | 88%               | 75%                 | 13%  |
| Council engages the community when planning for the future | 89%               | 78%                 | 11%  |
| Public safety  | 94%               | 88%                 | 6%   |
| Water supply & services                                    | 95%               | 90%                 | 5%   |
| Council keeps the community informed                       | 91%               | 87%                 | 4%   |
| Local unsealed rural roads                                 | 71%               | 67%                 | 4%   |
| Economic development                                       | 88%               | 85%                 | 3%   |
| Storm water drainage in town areas                         | 86%               | 84%                 | 2%   |
| Financial management                                       | 87%               | 87%                 | 0%   |
| Recreational areas along the river                         | 72%               | 73%                 | -1%  |
| Waste management including recycling & landfill            | 93%               | 95%                 | -2%  |
| Footpaths and cycleways                                    | 85%               | 89%                 | -4%  |
| Storm water drainage in rural areas                        | 76%               | 80%                 | -4%  |
| Street lighting  | 88%               | 93%                 | -5%  |
| Access to air travel                                       | 75%               | 80%                 | -5%  |

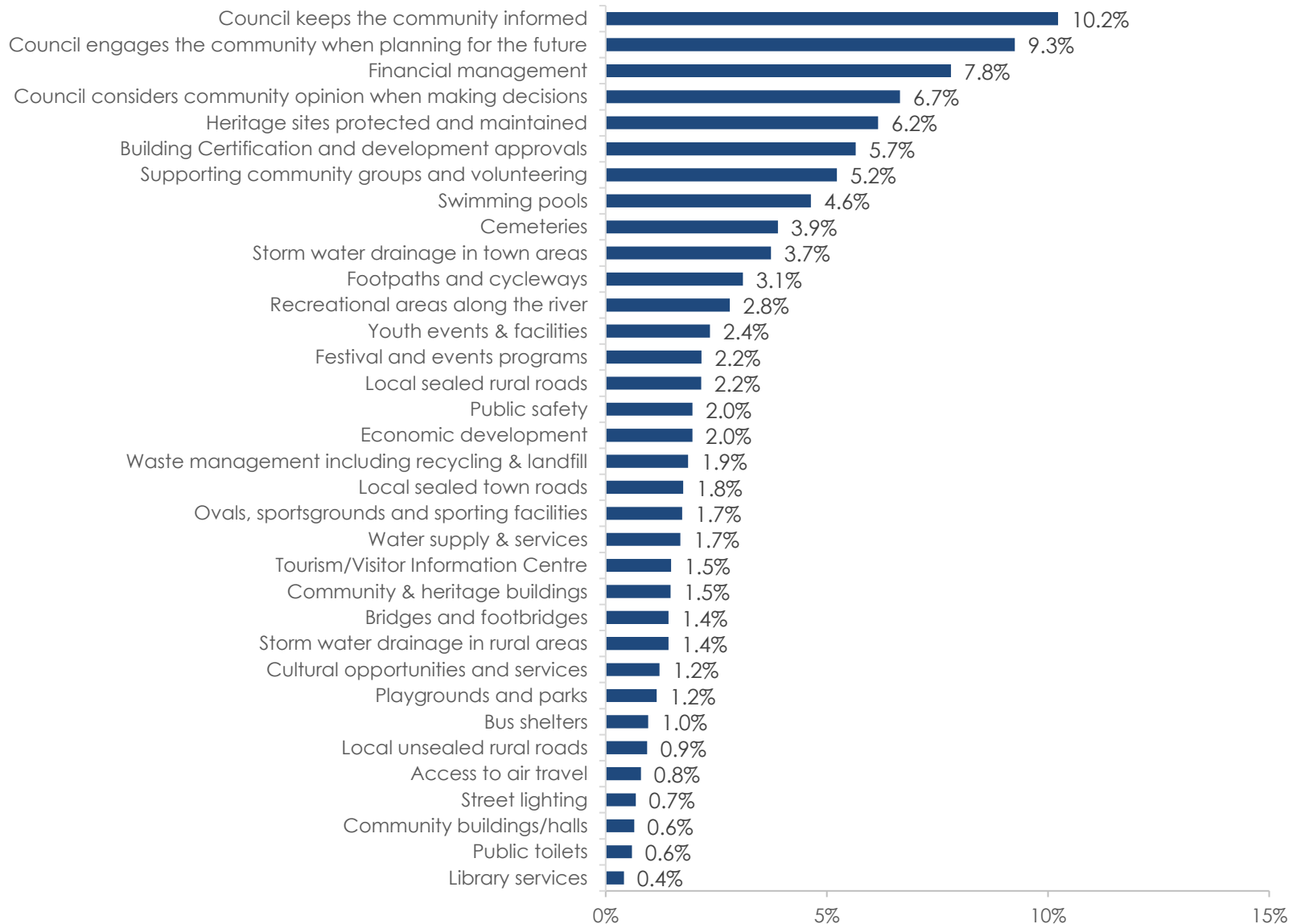
# Performance Gap Analysis

## Performance Gap Ranking Continued...

| Service/Facility  | Importance T2 Box | Satisfaction T3 Box | Performance Gap<br>(Importance – Satisfaction) |
|---|-------------------|---------------------|--|
| Building Certification and development approvals                                  | 71%               | 76%                 | -5%  |
| Public toilets  | 85%               | 91%                 | -6%  |
| Playgrounds and parks   | 86%               | 95%                 | -9%  |
| Supporting community groups and volunteering                                      | 84%               | 94%                 | -10%   |
| Cemeteries  | 83%               | 95%                 | -12%   |
| Swimming pools  | 79%               | 91%                 | -12%   |
| Ovals, sportsgrounds and sporting facilities                                      | 82%               | 97%                 | -15%   |
| Festival and events programs  | 72%               | 95%                 | -23%   |
| Bridges and footbridges   | 70%               | 93%                 | -23%   |
| Youth events & facilities   | 62%               | 87%                 | -25%   |
| Heritage sites protected and maintained   | 67%               | 93%                 | -26%   |
| Community & heritage buildings  | 71%               | 98%                 | -27%   |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | 68%               | 97%                 | -29%   |
| Tourism/Visitor Information Centre  | 67%               | 98%                 | -31%   |
| Community buildings/halls   | 65%               | 96%                 | -31%   |
| Bus shelters  | 54%               | 85%                 | -31%   |
| Library services  | 61%               | 99%                 | -38%   |

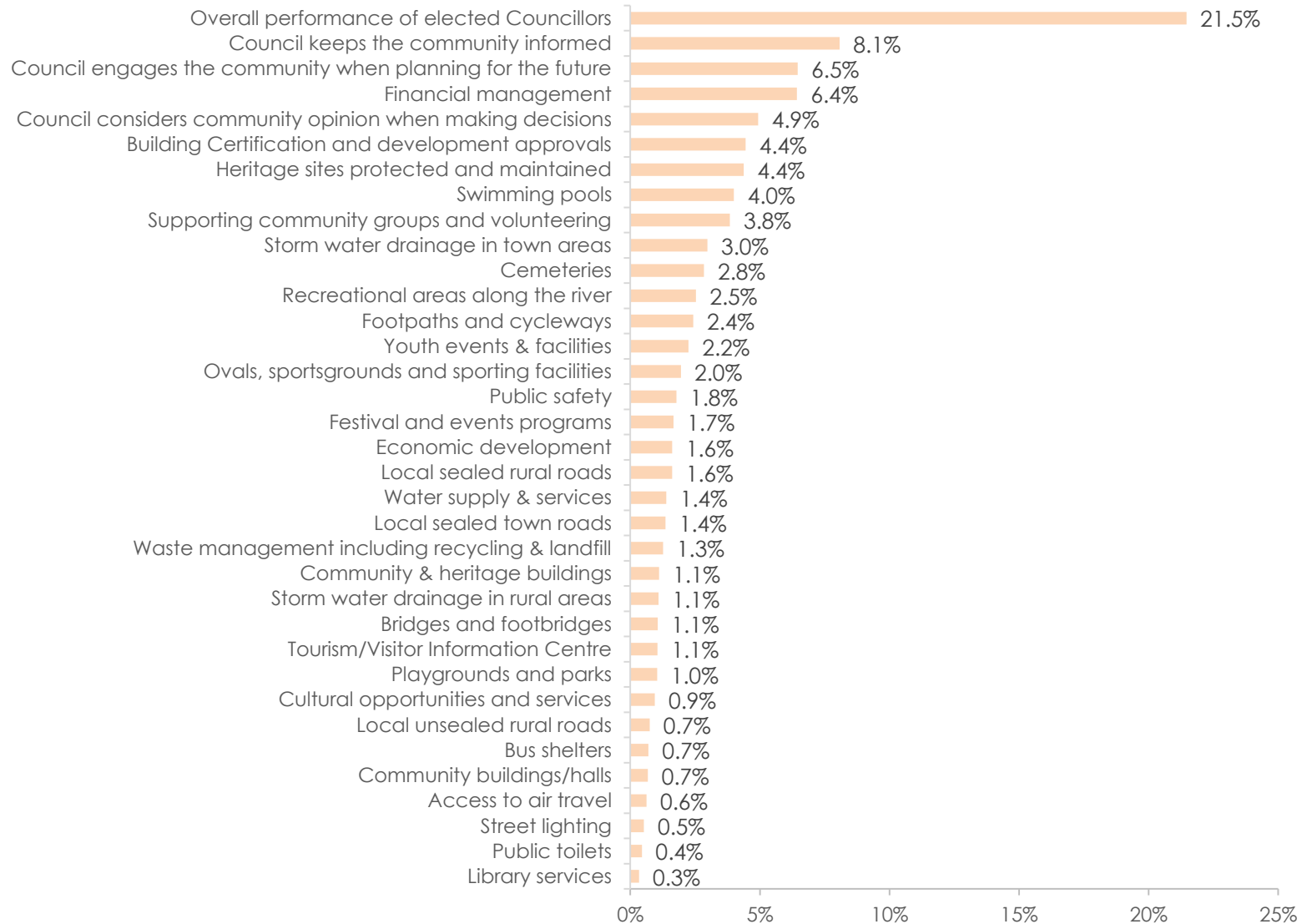
# Influence on Overall Satisfaction

The chart below summarises the influence of the 34 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression analysis:



# Influence on Overall Satisfaction Including Overall Performance of Elected Councillors

The chart below summarises the influence of the 35 facilities/services on overall satisfaction with Council's performance, based on the Advanced Regression analysis:



# Most Valued Aspect

Q1a. What do you value most about living in the Leeton Shire region?

| Valued aspect                                 | % of total respondents<br>N=403 |
|---|---------------------------------|
| Good place to raise a family                  | 4%                              |
| Quality roads/easy to get around/less traffic | 4%                              |
| Area is not overpopulated                     | 3%                              |
| I don't value anything                        | 2%                              |
| Affordable housing/cost of living             | 2%                              |
| Council does a good job/is well run           | 2%                              |
| Freedom                                       | 2%                              |
| Nice area/good place to live                  | 2%                              |
| Agricultural opportunities                    | 1%                              |
| Away from COVID-19 cases                      | 1%                              |
| Clean air                                     | 1%                              |
| Cultural diversity                            | 1%                              |
| Progressive/prosperous                        | <1%                             |
| Weather/climate                               | <1%                             |
| Other   | 1%                              |
| Don't know                                    | 4%                              |

# Priorities for the Next 4 Years

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

| Priority issues   | % of total respondents<br>N=403 | Priority issues  | % of total respondents<br>N=403 |
|---|---------------------------------|--|---------------------------------|
| Better financial management e.g. lower rates  | 3%                              | Review Council staff   | 1%                              |
| Better sewerage services  | 3%                              | Simplify development approval processes  | 1%                              |
| Better street lighting/road safety  | 3%                              | Support/services for mental health   | 1%                              |
| More housing/development/affordability  | 3%                              | Supporting the community/community groups  | 1%                              |
| More opportunities and facilities for families/children/youth   | 3%                              | Town planning/development  | 1%                              |
| Council is doing a good job/maintain current standards  | 2%                              | Better accessibility/services for the disabled   | <1%                             |
| Focusing on smaller villages in the LGA, not just Leeton  | 2%                              | Better mail services   | <1%                             |
| Improved waste management e.g. recycling and green waste services   | 2%                              | Continue to work with sporting organisations   | <1%                             |
| More recreational opportunities/events  | 2%                              | Continued support for cultural services  | <1%                             |
| Promote tourism in the area/better tourism facilities   | 2%                              | Employing more field staff   | <1%                             |
| Protecting and maintaining the environment/climate change   | 2%                              | Heat the proposed heated pool with solar to save money                                     | <1%                             |
| Providing adequate education facilities   | 2%                              | Improving the well-being of the residents  | <1%                             |
| Providing more green/open spaces  | 2%                              | Improving/provision of cemeteries  | <1%                             |
| Services/facilities for the elderly e.g. aged care facilities, support, access and seats in community buildings | 2%                              | Investing in the community   | <1%                             |
| Stormwater drainage/gutters   | 2%                              | Keeping Leeton as an art deco town   | <1%                             |
| Tree management   | 2%                              | Maintaining the heritage of the area   | <1%                             |
| Water supply/management/facilities e.g. irrigation, water supply and drought management for farmers             | 2%                              | Murry Darling Basin plan and investigation into corruption of politicians involved in that | <1%                             |
| Transport services e.g. public transport  | 1%                              | Reduced cost of living   | <1%                             |
| Attracting new people to live in the region   | 1%                              | Retaining Council employees  | <1%                             |
| Better telephone signal and internet coverage   | 1%                              | Stop solar farms   | <1%                             |
| Finish current projects   | 1%                              | Traffic management   | <1%                             |
| Looking after ratepayers/improving the area   | 1%                              |  |                                 |

# Roads and Transport by Demographics

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %   | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|---|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Traffic systems provide for safe and efficient traffic flow | 72%          | 75%  | 71%    | 65%   | 72%   | 72%   | 82%▲ | 73%       | 68%           |
| Leeton Shire is a safe area for pedestrians                 | 67%          | 70%  | 64%    | 61%   | 64%   | 67%   | 75%▲ | 68%       | 55%           |
| Leeton Shire is a safe area for cyclists                    | 63%          | 62%  | 65%    | 50%▼  | 65%   | 62%   | 77%▲ | 64%       | 59%           |
| Public transport is adequate for your needs                 | 38%          | 35%  | 40%    | 32%   | 46%   | 36%   | 38%  | 38%       | 38%           |

| T2B %   | Suburb |                      | Time lived in the area |               |                    |
|---|--------|----------------------|------------------------|---------------|--------------------|
|   | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Traffic systems provide for safe and efficient traffic flow | 73%    | 72%                  | 54%▼                   | 74%           | 76%▲               |
| Leeton Shire is a safe area for pedestrians                 | 69%    | 63%                  | 60%                    | 72%           | 67%                |
| Leeton Shire is a safe area for cyclists                    | 64%    | 62%                  | 56%                    | 57%           | 66%                |
| Public transport is adequate for your needs                 | 39%    | 35%                  | 38%                    | 40%           | 37%                |

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

Base: N=382-403



# Community Safety

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %  | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|--|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| You feel safe during the day                                 | 94%          | 94%  | 94%    | 95%   | 90%   | 94%   | 95%  | 94%       | 91%           |
| Graffiti is adequately controlled                            | 74%          | 72%  | 76%    | 75%   | 70%   | 71%   | 81%  | 74%       | 73%           |
| You feel safe using public facilities                        | 72%          | 77%  | 67%    | 74%   | 65%   | 70%   | 80%▲ | 74%       | 63%           |
| You feel safe during the night                               | 62%          | 67%  | 58%    | 55%   | 50%▼  | 66%   | 78%▲ | 63%       | 52%           |
| Police services in Leeton Shire are responsive and effective | 25%          | 27%  | 24%    | 26%   | 9%▼   | 20%   | 48%▲ | 26%       | 21%           |

| T2B %  | Suburb |                      | Time lived in the area |               |                    |
|--|--------|----------------------|------------------------|---------------|--------------------|
|  | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| You feel safe during the day                                 | 95%    | 91%                  | 89%                    | 97%           | 94%                |
| Graffiti is adequately controlled                            | 73%    | 76%                  | 68%                    | 87%           | 73%                |
| You feel safe using public facilities                        | 74%    | 70%                  | 78%                    | 55%▼          | 74%                |
| You feel safe during the night                               | 65%    | 58%                  | 57%                    | 56%           | 64%                |
| Police services in Leeton Shire are responsive and effective | 25%    | 26%                  | 24%                    | 32%           | 25%                |

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

Base: N=390-403





# Infrastructure and Development

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %  | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|--|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| We are preserving an attractive urban landscape and protecting our heritage      | 79%          | 75%  | 84%    | 83%   | 75%   | 80%   | 81%  | 80%       | 79%           |
| There is urban vitality and a good lifestyle quality in Leeton Shire communities | 78%          | 77%  | 79%    | 71%   | 75%   | 78%   | 89%▲ | 80%       | 66%           |
| There is adequate access to parking in the CBD                                   | 68%          | 65%  | 71%    | 76%   | 62%   | 64%   | 68%  | 67%       | 73%           |
| Shops and services in shopping areas meet residents' needs                       | 46%          | 44%  | 47%    | 51%   | 35%   | 36%▼  | 61%▲ | 46%       | 42%           |

| T2B %  | Suburb |                      | Time lived in the area |               |                    |
|--|--------|----------------------|------------------------|---------------|--------------------|
|  | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| We are preserving an attractive urban landscape and protecting our heritage      | 80%    | 80%                  | 77%                    | 86%           | 79%                |
| There is urban vitality and a good lifestyle quality in Leeton Shire communities | 78%    | 78%                  | 68%                    | 75%           | 81%                |
| There is adequate access to parking in the CBD                                   | 72%    | 61%                  | 64%                    | 80%           | 66%                |
| Shops and services in shopping areas meet residents' needs                       | 43%    | 50%                  | 50%                    | 51%           | 44%                |

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

Base: N=397-402

# The Natural Environment

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %  | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|--|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| The natural environment is respected and protected   | 77%          | 72%  | 81%    | 75%   | 74%   | 74%   | 85%▲ | 78%       | 71%           |
| Renewable energy is important for our community  | 73%          | 70%  | 77%    | 77%   | 61%▼  | 81%▲  | 73%  | 73%       | 75%           |
| Litter is adequately controlled  | 71%          | 69%  | 72%    | 58%▼  | 76%   | 73%   | 75%  | 70%       | 71%           |
| Councils planning and leadership are contributing to a sustainable environment in Leeton Shire | 66%          | 65%  | 66%    | 70%   | 48%▼  | 64%   | 79%▲ | 64%       | 81%           |
| Weed incursions are adequately managed in the LGA  | 53%          | 48%  | 58%    | 63%   | 52%   | 45%   | 53%  | 51%       | 72%▲          |

| T2B %  | Suburb |                      | Time lived in the area |               |                    |
|--|--------|----------------------|------------------------|---------------|--------------------|
|  | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| The natural environment is respected and protected   | 74%    | 81%                  | 70%                    | 84%           | 77%                |
| Renewable energy is important for our community  | 75%    | 71%                  | 78%                    | 72%           | 73%                |
| Litter is adequately controlled  | 72%    | 67%                  | 65%                    | 74%           | 71%                |
| Councils planning and leadership are contributing to a sustainable environment in Leeton Shire | 66%    | 66%                  | 75%                    | 50%▼          | 67%                |
| Weed incursions are adequately managed in the LGA  | 54%    | 52%                  | 57%                    | 66%           | 50%                |

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

Base: N=393-402



# Services and Facilities

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %  | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|--|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Living in Leeton Shire gives you a sense of living in a community                          | 85%          | 84%  | 87%    | 83%   | 83%   | 82%   | 94%▲ | 86%       | 80%           |
| People in Leeton Shire have fair opportunity to participate in community life              | 84%          | 87%  | 82%    | 82%   | 84%   | 84%   | 87%  | 85%       | 81%           |
| Sporting facilities in the area meet your needs  | 81%          | 79%  | 83%    | 77%   | 80%   | 78%   | 88%▲ | 82%       | 73%           |
| The cost of living in Leeton Shire is affordable for you                                   | 77%          | 78%  | 76%    | 65%▼  | 76%   | 80%   | 88%▲ | 80%▲      | 59%           |
| The community in Leeton Shire is harmonious, cohesive and inclusive                        | 74%          | 75%  | 74%    | 67%   | 77%   | 70%   | 83%▲ | 75%       | 71%           |
| There is a good range of community groups and support networks for residents               | 74%          | 71%  | 76%    | 56%▼  | 74%   | 72%   | 91%▲ | 74%       | 66%           |
| There is a good range of opportunities for cultural and artistic activities and expression | 67%          | 65%  | 69%    | 56%   | 61%   | 68%   | 83%▲ | 69%       | 55%           |
| There is a good range of leisure and recreation opportunities                              | 55%          | 54%  | 56%    | 36%▼  | 46%   | 59%   | 78%▲ | 56%       | 51%           |
| We have access to a good range of health services  | 25%          | 25%  | 26%    | 20%   | 15%▼  | 22%   | 44%▲ | 25%       | 28%           |

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

Base: N=389-403

# Services and Facilities

Q7. For each of these could you please indicate your level of agreement with each statement.

| T2B %  | Overall 2021 | Suburb |                      | Time lived in the area |               |                    |
|--|--------------|--------|----------------------|------------------------|---------------|--------------------|
|  |              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Living in Leeton Shire gives you a sense of living in a community                          | 85%          | 86%    | 84%                  | 86%                    | 78%           | 86%                |
| People in Leeton Shire have fair opportunity to participate in community life              | 84%          | 85%    | 83%                  | 76%                    | 88%           | 86%                |
| Sporting facilities in the area meet your needs  | 81%          | 82%    | 78%                  | 79%                    | 85%           | 80%                |
| The cost of living in Leeton Shire is affordable for you                                   | 77%          | 80%    | 72%                  | 67%                    | 71%           | 81%                |
| The community in Leeton Shire is harmonious, cohesive and inclusive                        | 74%          | 79%▲   | 66%                  | 62%                    | 79%           | 76%                |
| There is a good range of community groups and support networks for residents               | 74%          | 75%    | 71%                  | 51%▼                   | 68%           | 79%▲               |
| There is a good range of opportunities for cultural and artistic activities and expression | 67%          | 68%    | 65%                  | 60%                    | 56%           | 70%                |
| There is a good range of leisure and recreation opportunities                              | 55%          | 55%    | 56%                  | 34%▼                   | 53%           | 60%▲               |
| We have access to a good range of health services  | 25%          | 25%    | 27%                  | 21%                    | 9%▼           | 30%▲               |

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

Base: N=389-403



# 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

|   | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+   | Ratepayer | Non-ratepayer |
|---|--------------|------|--------|-------|-------|-------|-------|-----------|---------------|
| Local sealed rural roads                        | 0.74         | 0.74 | 0.74   | 0.74  | 0.72  | 0.79  | 0.72  | 0.74      | 0.74          |
| Local sealed town roads                         | 0.73         | 0.72 | 0.74   | 0.79  | 0.73  | 0.72  | 0.67  | 0.74      | 0.65          |
| Local unsealed rural roads                      | 0.62         | 0.62 | 0.62   | 0.55  | 0.53  | 0.65  | 0.75▲ | 0.62      | 0.66          |
| Storm water drainage in rural areas             | 0.48         | 0.47 | 0.49   | 0.53  | 0.46  | 0.44  | 0.49  | 0.46      | 0.60          |
| Storm water drainage in town areas              | 0.47         | 0.53 | 0.41   | 0.55  | 0.43  | 0.41  | 0.51  | 0.47      | 0.53          |
| Footpaths and cycleways                         | 0.43         | 0.41 | 0.46   | 0.39  | 0.39  | 0.50  | 0.45  | 0.43      | 0.41          |
| Water supply & services                         | 0.43         | 0.45 | 0.42   | 0.40  | 0.57▲ | 0.38  | 0.39  | 0.44      | 0.40          |
| Street lighting                                 | 0.42         | 0.35 | 0.49▲  | 0.44  | 0.41  | 0.42  | 0.42  | 0.41      | 0.50          |
| Public toilets                                  | 0.42         | 0.37 | 0.46   | 0.47  | 0.42  | 0.33  | 0.45  | 0.41      | 0.42          |
| Waste management including recycling & landfill | 0.31         | 0.25 | 0.36   | 0.38  | 0.33  | 0.23  | 0.30  | 0.29      | 0.44          |
| Playgrounds and parks                           | 0.29         | 0.25 | 0.33   | 0.31  | 0.31  | 0.28  | 0.27  | 0.27      | 0.44          |
| Bridges and footbridges                         | 0.27         | 0.25 | 0.28   | 0.27  | 0.17  | 0.26  | 0.35▲ | 0.27      | 0.19          |
| Bus shelters                                    | 0.23         | 0.16 | 0.30   | 0.32  | 0.15  | 0.16  | 0.30  | 0.20      | 0.49▲         |
| Community & heritage buildings                  | 0.17         | 0.19 | 0.15   | 0.19  | 0.04▼ | 0.18  | 0.28▲ | 0.15      | 0.35          |
| Base  | 403          | 201  | 202    | 101   | 96    | 107   | 100   | 358       | 45            |

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

Scale: -1 = less investment, 1 = more investment

# Times Visited the Leeton Regional Aquatic Centre

Q8a. In an average year how many times would you visit the Leeton Regional Aquatic centre?

|       | Overall 2021 | Suburb |                      | Time lived in the area |               |                    |
|-------|--------------|--------|----------------------|------------------------|---------------|--------------------|
|       |              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| 50+   | 13%          | 18%▲   | 5%                   | 17%                    | 16%           | 12%                |
| 25-49 | 9%           | 7%     | 11%                  | 6%                     | 22%▲          | 7%                 |
| 13-24 | 11%          | 9%     | 15%                  | 4%                     | 16%           | 12%                |
| 7-12  | 19%          | 23%    | 11%                  | 20%                    | 5%            | 21%                |
| 4-6   | 22%          | 21%    | 26%                  | 17%                    | 25%           | 23%                |
| 1-3   | 26%          | 22%    | 32%                  | 36%                    | 16%           | 25%                |
| Base  | 236          | 154    | 82                   | 38                     | 32            | 166                |



# Estimated Visit Frequency

Q8b. How many times do you think you might use the heated pool each year?

|       | Overall 2021 | Suburb |                      | Time lived in the area |               |                    |
|-------|--------------|--------|----------------------|------------------------|---------------|--------------------|
|       |              | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| 50+   | 41%          | 43%    | 37%                  | 41%                    | 48%           | 40%                |
| 25-49 | 10%          | 13%    | 4%                   | 8%                     | 11%           | 10%                |
| 13-24 | 10%          | 10%    | 10%                  | 6%                     | 7%            | 12%                |
| 7-12  | 23%          | 18%    | 32%▲                 | 39%                    | 18%           | 21%                |
| 4-6   | 10%          | 10%    | 10%                  | 5%                     | 14%           | 10%                |
| 1-3   | 6%           | 6%     | 7%                   | 2%                     | 1%▼           | 8%▲                |
| Base  | 310          | 201    | 109                  | 45                     | 43            | 223                |

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



# Uses for Heated Pool by Demographics

Q8c. For what purposes would you use the pool (Asked only of those who plan to visit at least once per year)?

|                            | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+  | Ratepayer | Non-ratepayer |
|----------------------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Exercise programs          | 65%          | 58%  | 72%    | 39%▼  | 71%   | 79%▲  | 75%▲ | 66%       | 57%           |
| Therapy/<br>Rehabilitation | 60%          | 57%  | 62%    | 42%▼  | 52%   | 68%   | 82%▲ | 58%       | 70%           |
| Lap swimming               | 52%          | 46%  | 58%    | 54%   | 75%▲  | 41%▼  | 36%▼ | 55%▲      | 30%           |
| Learn to swim              | 41%          | 39%  | 42%    | 59%▲  | 55%▲  | 27%▼  | 14%▼ | 37%       | 64%▲          |
| Coaching/ Squad training   | 16%          | 13%  | 19%    | 15%   | 37%▲  | 4%▼   | 6%▼  | 15%       | 24%           |
| Other                      | 12%          | 10%  | 14%    | 9%    | 20%▲  | 12%   | 5%▼  | 13%       | 5%            |
| Base                       | 310          | 148  | 162    | 85    | 80    | 82    | 63   | 270       | 40            |

|                            | Suburb |                      | Time lived in the area |               |                    |
|----------------------------|--------|----------------------|------------------------|---------------|--------------------|
|                            | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Exercise programs          | 68%    | 61%                  | 68%                    | 62%           | 65%                |
| Therapy/<br>Rehabilitation | 65%    | 51%                  | 67%                    | 59%           | 58%                |
| Lap swimming               | 56%    | 44%                  | 69%                    | 67%           | 46%▼               |
| Learn to swim              | 38%    | 45%                  | 55%                    | 47%           | 37%                |
| Coaching/ Squad training   | 18%    | 12%                  | 25%                    | 30%           | 12%▼               |
| Other                      | 12%    | 12%                  | 11%                    | 29%▲          | 9%▼                |
| Base                       | 201    | 109                  | 45                     | 43            | 223                |

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





# Use of the Heated Pool

Q8d. (When) Would you use the heated pool (Asked only of those who plan to visit at least once per year)?

|                           | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|---------------------------|--------------|------|--------|-------|-------|-------|-----|-----------|---------------|
| Only during cooler months | 32%          | 38%  | 27%    | 32%   | 34%   | 35%   | 28% | 32%       | 38%           |
| All year round            | 68%          | 62%  | 73%    | 68%   | 66%   | 65%   | 72% | 68%       | 62%           |
| Base                      | 310          | 148  | 162    | 85    | 80    | 82    | 63  | 270       | 40            |

|                           | Suburb |                      | Time lived in the area |               |                    |
|---------------------------|--------|----------------------|------------------------|---------------|--------------------|
|                           | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| Only during cooler months | 28%    | 41%                  | 23%                    | 37%           | 33%                |
| All year round            | 72%    | 59%                  | 77%                    | 63%           | 67%                |
| Base                      | 201    | 109                  | 45                     | 43            | 223                |



# Visit Price Expectation

Q8e. From the 1st of July, entrance to the current Leeton Regional Aquatic Centre is \$4.50 per visit. How much would you expect to pay to per visit to use a heated facility (Asked only of those who plan to visit at least once per year)?

|               | Overall 2021 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|---------------|--------------|------|--------|-------|-------|-------|-----|-----------|---------------|
| \$0-\$4.49    | 9%           | 8%   | 10%    | 6%    | 12%   | 4%    | 15% | 8%        | 13%           |
| \$4.50        | 29%          | 21%  | 37%▲   | 29%   | 26%   | 30%   | 31% | 29%       | 29%           |
| \$5.00        | 28%          | 32%  | 24%    | 29%   | 23%   | 34%   | 25% | 31%▲      | 8%            |
| \$5.50-\$6    | 20%          | 20%  | 21%    | 28%   | 21%   | 17%   | 14% | 19%       | 31%           |
| \$6.50-\$7.00 | 6%           | 9%   | 4%     | 7%    | 11%   | 3%    | 3%  | 4%        | 19%▲          |
| \$7.50-\$10   | 7%           | 11%▲ | 4%     | 0%▼   | 7%    | 12%   | 12% | 8%        | 0%            |
| Base          | 310          | 148  | 162    | 85    | 80    | 82    | 62  | 270       | 40            |

|               | Suburb |                      | Time lived in the area |               |                    |
|---------------|--------|----------------------|------------------------|---------------|--------------------|
|               | Leeton | Other village/suburb | 10 years or less       | 11 – 20 years | More than 20 years |
| \$0-\$4.49    | 8%     | 11%                  | 18%                    | 8%            | 7%                 |
| \$4.50        | 28%    | 31%                  | 32%                    | 25%           | 29%                |
| \$5.00        | 27%    | 30%                  | 25%                    | 15%           | 31%                |
| \$5.50-\$6    | 21%    | 19%                  | 21%                    | 36%▲          | 17%                |
| \$6.50-\$7.00 | 7%     | 4%                   | 4%                     | 13%           | 5%                 |
| \$7.50-\$10   | 9%     | 5%                   | 0%                     | 4%            | 9%▲                |
| Base          | 201    | 109                  | 45                     | 43            | 222                |

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





# Appendix B: Further Demographics & Background & Methodology




LEETON  
SHIRE COUNCIL

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research

# Further Demographics

QA4. Which suburb/village do you live in?

| Suburb          | % of total respondents<br>N=403 |
|-----------------|---------------------------------|
| Leeton          | 63%                             |
| Whitton         | 6%                              |
| Yanco           | 6%                              |
| Corbie Hill     | 4%                              |
| Murrarni        | 3%                              |
| Wamoon          | 3%                              |
| Merungle Hill   | 2%                              |
| Stanbridge      | 2%                              |
| Wattle Hill     | 2%                              |
| Rural/Farm area | 1%                              |
| Other           | 7%                              |



| Suburb "Other Specified" | Count |
|--------------------------|-------|
| Parkview                 | 19    |
| Amesbury                 | 2     |
| Brobenah                 | 2     |
| Gogeldrie                | 2     |
| Gordon                   | 2     |
| Coolando Mail            | 1     |
| Euroley                  | 1     |

# Background & Methodology

## Sample selection and error

A total of 403 resident interviews were completed. Respondents were selected by means of a computer based random selection process using the electronic White Pages and Sample Pages.

A sample size of 403 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=403 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45.1% to 54.9%.

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

## Interviewing

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

## Prequalification

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

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status, residential location and length of time lived in the LGA.

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



# Background & Methodology

## Ratings questions

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

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

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

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

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

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

## Percentages

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

## Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 130 surveys and over 75,000 interviews since 2012.



# Councils Used to Create the Micromex Regional Benchmark

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

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





# Appendix C: Questionnaire



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Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Leeton Shire Council from a company called Micromex. We are conducting a survey on a range of local issues – the survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start, can I please confirm that you do live in the Leeton Shire Council area?

- Yes  
 No (Terminate survey)

QA2. And do you or an immediate family member work for Leeton Shire Council or are an elected Councillor?

- Yes (Terminate survey)  
 No

QA3. Please stop me when I read out your age group: Prompt

- 18 – 34  
 35 – 49  
 50 – 64  
 65 years and over

QA4. Which suburb/village do you live in?

- Corbie Hill  
 Leeton  
 Merungle Hill  
 Murrumbidgee  
 Stanbridge  
 Wamoon  
 Wattle Hill  
 Whitton  
 Yanco  
 Rural/Farm area  
 Other (please specify).....

**Section A – Priority Issues**

Q1a. What do you value most about living in the Leeton Shire region?

.....

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

.....

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

- Excellent  
 Very good  
 Good  
 Fair  
 Poor  
 Very poor

**Section B - Importance of, and satisfaction with, Council services**

Q3. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. Prompt ASK SATISFACTION IF IMPORTANCE 4/5

**A Healthy and Caring Community**

|   | Importance            |                       |                       |                       |                       | Satisfaction          |                       |                       |                       |                       | N/A                   |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | Low                   | 2                     | 3                     | 4                     | High                  | Low                   | 2                     | 3                     | 4                     | High                  |                       |
| Youth events & 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"/> | <input type="radio"/> |
| Heritage sites protected and maintained   | <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"/> | <input type="radio"/> |
| Ovals, sportsgrounds 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"/> | <input type="radio"/> |
| Community buildings/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"/> | <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"/> | <input type="radio"/> |
| Cultural opportunities and services, such as Roxy Theatre, museums and public art | <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"/> | <input type="radio"/> |
| Library 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"/> | <input type="radio"/> |
| Festival and events programs  | <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"/> | <input type="radio"/> |
| Cemeteries  | <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"/> | <input type="radio"/> |
| Recreational areas along the 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"/> | <input type="radio"/> |
| Public safety   | <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"/> | <input type="radio"/> |

**A Thriving Economy with Good Jobs**

|  | Importance            |                       |                       |                       |                       | Satisfaction          |                       |                       |                       |                       | N/A                   |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | Low                   | 2                     | 3                     | 4                     | High                  | Low                   | 2                     | 3                     | 4                     | High                  |                       |
| Access to air travel                             | <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"/> | <input type="radio"/> |
| Tourism/Visitor Information Centre               | <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"/> | <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"/> | <input type="radio"/> |
| Building Certification and development approvals | <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"/> | <input type="radio"/> |

**Strong Leadership**

|  | Importance            |                       |                       |                       |                       | Satisfaction          |                       |                       |                       |                       | N/A                   |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | Low                   | 2                     | 3                     | 4                     | High                  | Low                   | 2                     | 3                     | 4                     | High                  |                       |
| Council considers community opinion when making decisions  | <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"/> | <input type="radio"/> |
| Council engages the community when planning for the future | <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"/> | <input type="radio"/> |
| Council keeps the community informed                       | <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"/> | <input type="radio"/> |
| Supporting community groups and volunteering               | <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"/> | <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"/> | <input type="radio"/> |

**Section C – 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. The importance and satisfaction scale is again 1 to 5, where 1 is low and 5 is high. Prompt**

**NOTE: Importance is asked of all, satisfaction is asked if importance is rated 4 or 5, and investment is asked of all.**

|   | Importance            |                       |                       |                       |                       | Satisfaction          |                       |                       |                       |                       | Investment            |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | Low                   |                       | High                  |                       |                       | Low                   |                       | High                  |                       |                       | L                     | S                     | M                     |
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 1                     | 2                     | 3                     | 4                     | 5                     |                       |                       |                       |
| Local sealed town 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local sealed rural 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local unsealed rural 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bridges and footbridges                         | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Footpaths and cycleways                         | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bus shelters                                    | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Playgrounds and parks                           | <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"/> | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Community & heritage buildings                  | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Street lighting                                 | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Water supply & 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Storm water drainage in town 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Storm water drainage in rural 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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Waste management including recycling & landfill | <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"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**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? Prompt**

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

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

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

**Section D – Community Priorities**

**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? The scale is from 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt**

**Roads and Transport**

|   | Strongly disagree     |                       |                       | Strongly agree        |                       | DK                    |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     |                       |
| Public transport is adequate for your needs                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Leeton Shire is a safe area for pedestrians                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Leeton Shire is a safe area for cyclists                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Traffic systems provide for safe and efficient traffic flow | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Community Safety**

|  | Strongly disagree     |                       |                       | Strongly agree        |                       | DK                    |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     |                       |
| You feel safe during the day                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| You feel safe during the night                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| You feel safe using public facilities                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Graffiti is adequately controlled                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Police services in Leeton Shire are responsive and effective | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Infrastructure and Development**

|  | Strongly disagree     |                       |                       | Strongly agree        |                       | DK                    |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     |                       |
| Shops and services in shopping areas meet residents' needs                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is adequate access to parking in the CBD                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| We are preserving an attractive urban landscape and protecting our heritage      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is urban vitality and a good lifestyle quality in Leeton Shire communities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**The Natural Environment**

|  | Strongly disagree     |                       |                       | Strongly agree        |                       | DK                    |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 1                     | 2                     | 3                     | 4                     | 5                     |                       |
| The natural environment is respected and protected   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Litter is adequately controlled  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Councils planning and leadership are contributing to a sustainable environment in Leeton Shire | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weed incursions are adequately managed in the LGA  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Renewable energy is important for our community  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Services and Facilities**

|  | Strongly disagree     |                       | 3                     | Strongly agree        |                       | DK                    |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 1                     | 2                     |                       | 4                     | 5                     |                       |
| We have access to a good range of health services  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is a good range of leisure and recreation opportunities                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sporting facilities in the area meet your needs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Living in Leeton Shire gives you a sense of living in a community                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is a good range of community groups and support networks for residents               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The cost of living in Leeton Shire is affordable for you                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The community in Leeton Shire is harmonious, cohesive and inclusive                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| People in Leeton Shire have fair opportunity to participate in community life              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is a good range of opportunities for cultural and artistic activities and expression | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Section E – Heated Pool Feasibility Questions**

**Q8a. In an average year how many times would you visit the Leeton Regional Aquatic centre? Record as whole number.**

- .....
- Never

**READ CONCEPT**

Council is being asked by the community to look into whether or not it would be feasible to construct and operate an indoor heated pool in Leeton.

Potentially a heated pool could be used for a range of programs and activities. Such as:

- Coaching/Squad training
- Lap swimming
- Therapy/Rehabilitation
- Exercise programs
- Learn to swim

**Q8b. How many times do you think you might use the heated pool each year?**

- .....
- Never (Go to Q8f and read the paragraph before first)

**Q8c. For what purposes would you use the pool?**

- Coaching/Squad training
- Lap swimming
- Therapy/Rehabilitation
- Exercise programs
- Learn to swim
- Other (please specify).....

**Q8d. Would you use the heated pool? Prompt**

- Only during cooler months?
- All year round?

**Q8e. From the 1st of July, entrance to the current Leeton Regional Aquatic Centre is \$4.50 per visit. How much would you expect to pay to per visit to use a heated facility? \$.....**

**READ ALL**

Currently, ratepayers subsidise the Leeton Regional Aquatic Centre by around \$170,000 per year. An indoor heated pool would be more expensive to operate and could make an operational loss of around \$250,000 to \$300,000 per year. The loss would need to be funded by ratepayers.

**Q8f. How supportive would you be of paying an additional \$55 to \$65 (per household) on top of pool entry fees to cover the operating shortfall of a heated pool to be able to swim all year round?**

- Very supportive
- Supportive
- Moderately supportive
- Not very supportive
- Not at all supportive

**Section F – Demographic & Profiling Questions**

**Q9. Which of the following best describes the dwelling where you are currently living? Prompt**

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

**Q10. How long have you lived in the Leeton Shire area? Prompt**

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

**Q11. Gender (determine by voice):**

- Male
- Female

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

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

**Q12a. Would you be interested in registering your interest?**

- Yes
- No (Go to end)

**Q12b. May I please confirm your contact details?**

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

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

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



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