

# Narrandera Shire Council 2016 Community Survey

Presentation of Key Findings

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# Background & Methodology

## Objectives:

Narrandera Shire Council sought to:

- Establish community attitudes and perceptions (unaided)
- Assess reactions to current CSP
- Assess in detail Importance and Satisfaction based on main services and facilities provided by Council.

## Methodology:

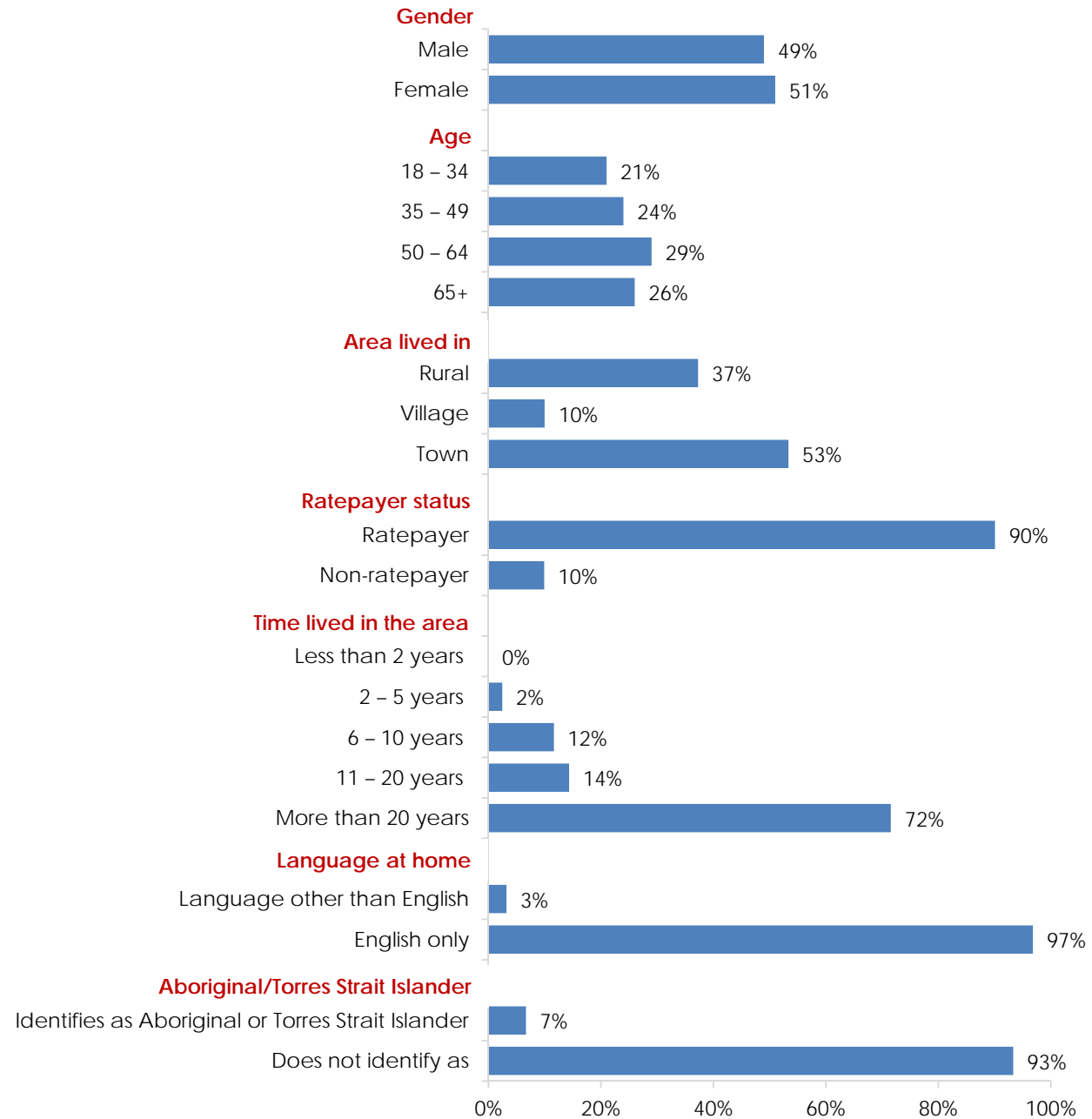
- Random telephone survey with 304 residents across the Narrandera LGA, using EWP (335 refusals, 86 not eligible/unable). Maximum margin of error is +/- 5.5%:
  - Number harvesting unsuccessful
  - One person per household was interviewed, over the age of 18
- Fieldwork conducted 6<sup>th</sup> – 26<sup>th</sup> May 2016
- Where possible, standard questions were used to enable comparison of results with normative data





The sample has been weighted by gender and age to broadly match the 2011 ABS community profile of Narrandera

# Sample Profile



Base: N = 304

# Key Findings:

## 1. Priority Issues



# Most Valued Aspects About Living in the Narrandera Area

Q2b. What do you value most about living in the Narrandera Shire area?

## Word Frequency Tagging

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



Base: N = 304

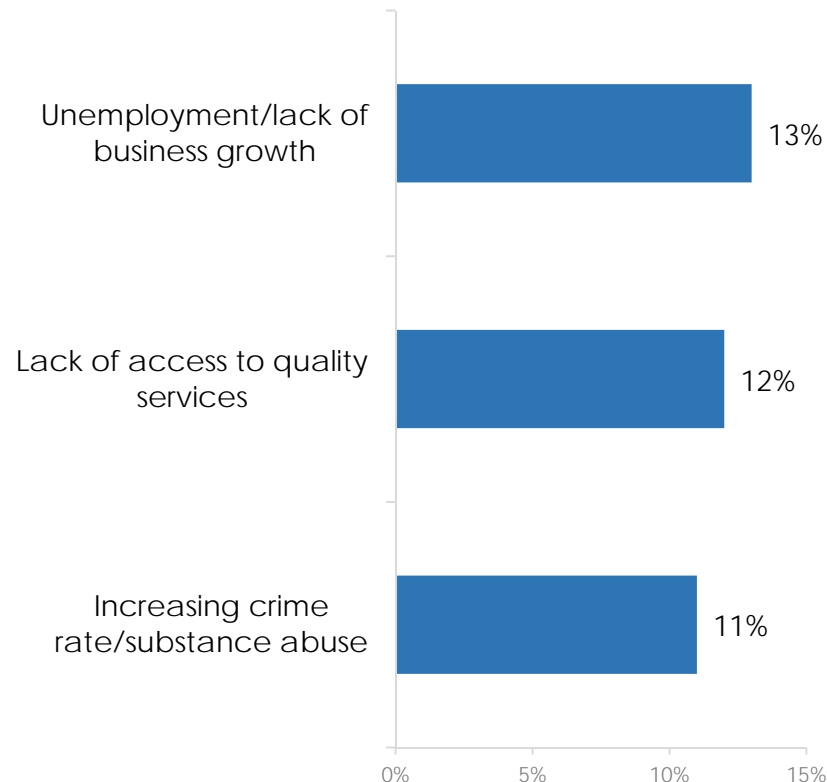
Residents' most valued aspects about living in the Narrandera Shire area are the 'country lifestyle' (29%) and the 'caring and close community' (28%)

# Things Least Valued About Living in the Narrandera Area

Q2c. What do you value least (or what don't you like) about living in the Narrandera Shire area?

## Word Frequency Tagging

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



Base: N = 304

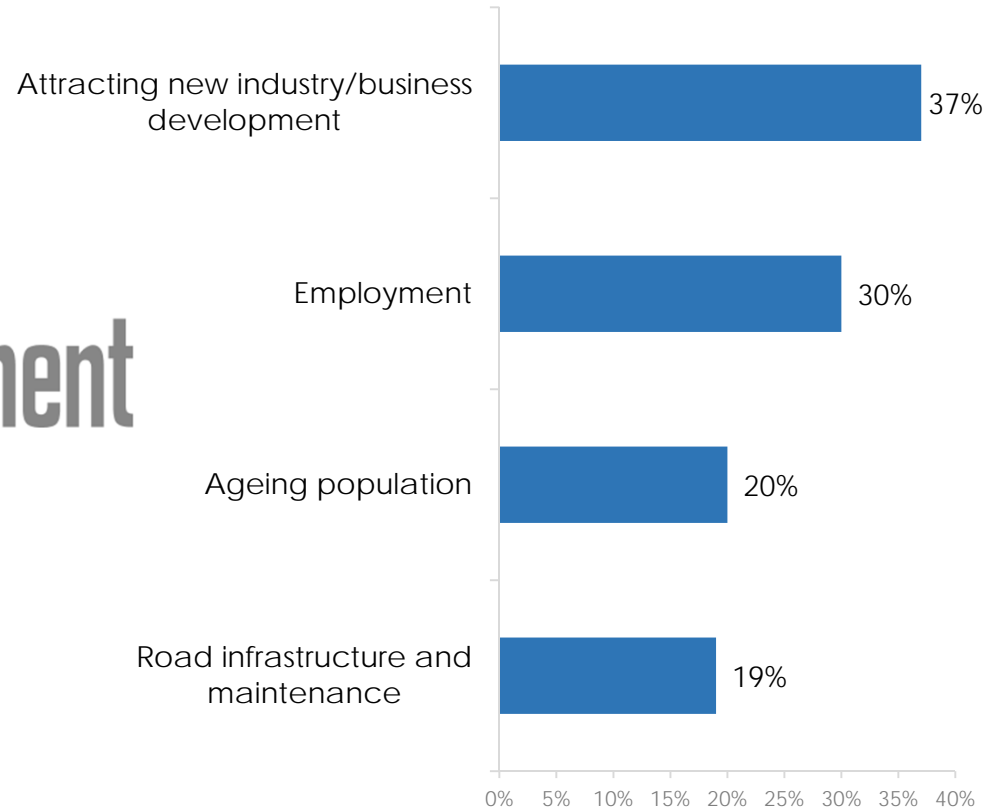
Encouragingly, 31% of residents could not nominate anything that they valued least about living in the Narrandera area. Residents indicated their least valued aspects are the 'unemployment/lack of business growth' (13%), 'lack of access to quality services' (12%), and 'increasing crime rate/substance abuse' (11%)

# Priority Issues for the Next 10 Years

Q2d. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Narrandera Shire area?

## Word Frequency Tagging

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

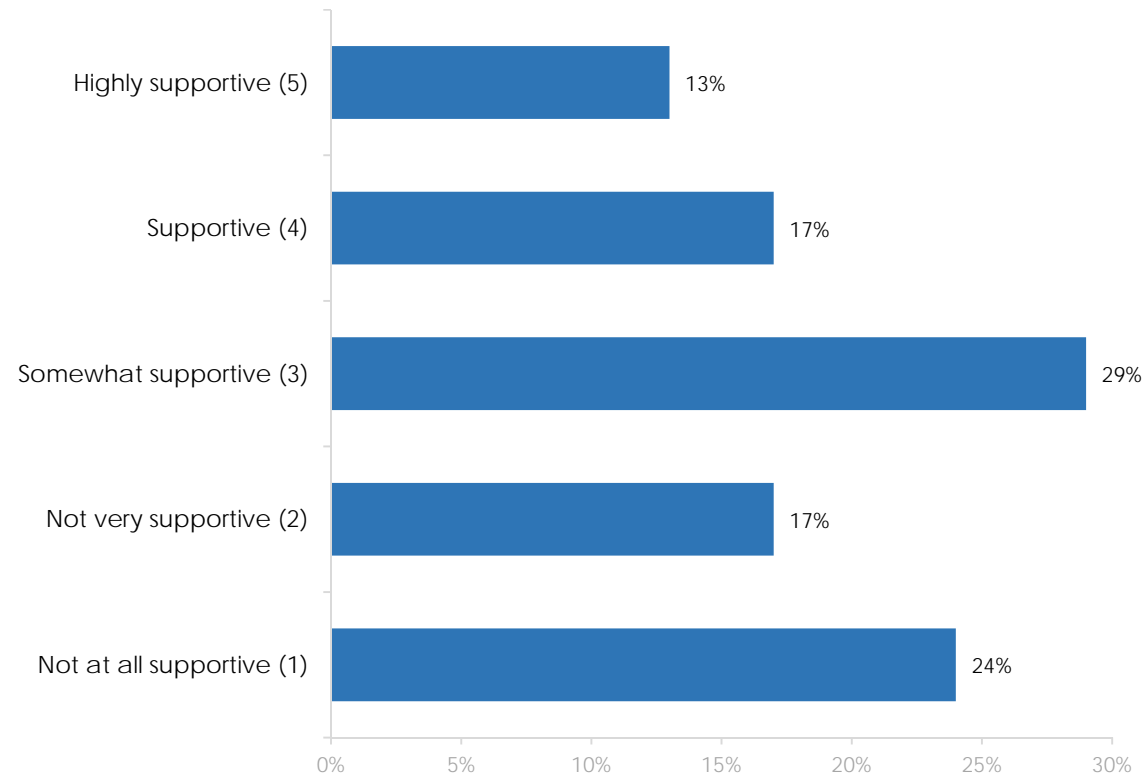


Base: N = 304

Residents believe the highest priority issues for the Narrandera Shire area in the next 10 years should be 'attracting new industry/business development' (37%) and 'employment' (30%)

# Support For Increasing Rates

Q2e. How supportive are you of Narrandera Shire Council increasing rates by approximately 5% per year above the rate capping limit for a period of 5 years to fund more services such as the proposed indoor heated pool or to redevelop Lake Talbot Swimming Pool or for more road maintenance?



Base: N = 298

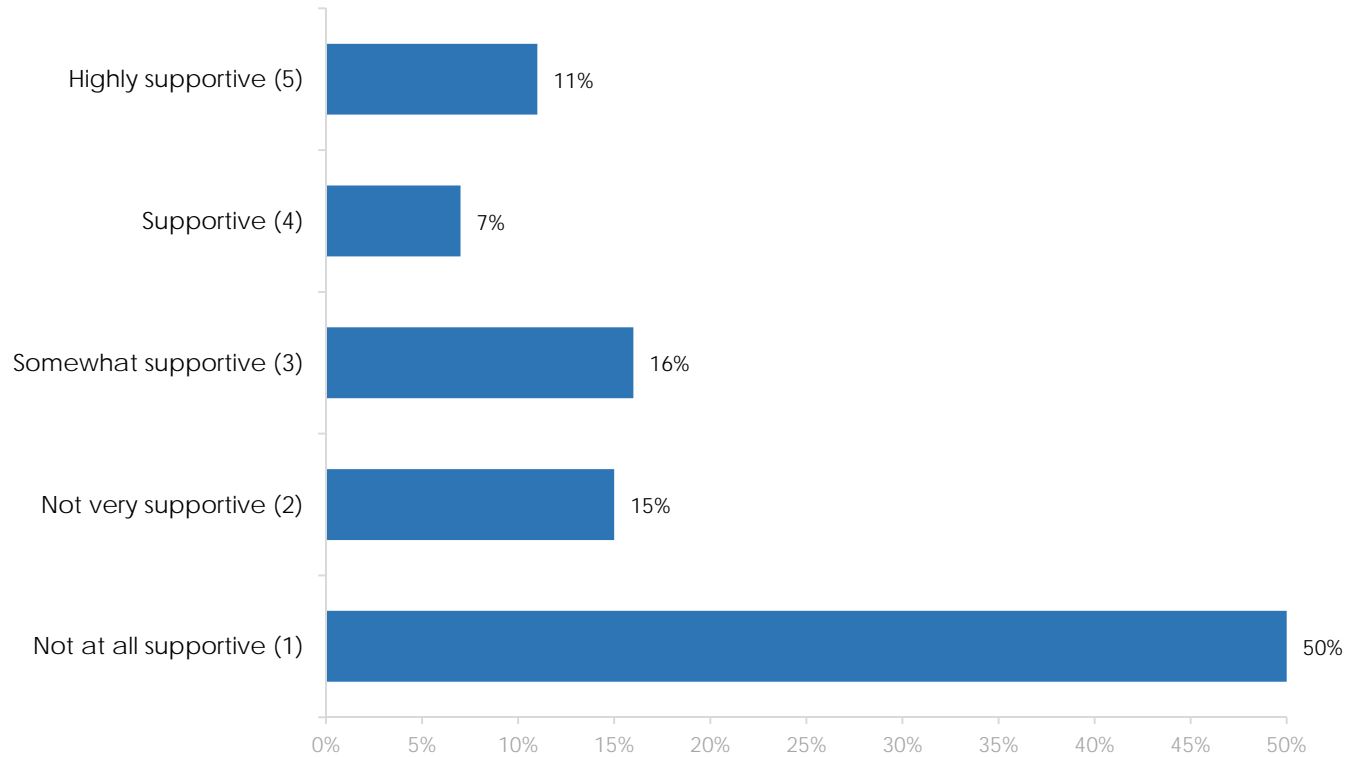
Scale: 1 = not at all supportive, 5 = highly supportive

59% of residents were at least 'somewhat supportive' of rates increasing – although only 30% 'committed' to the top two codes.



# Support For Potential Council Merger

Q2f. If you were asked at some point in the next few years to merge with one or more other councils, how supportive would you be of a merger?



Base: N = 304

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



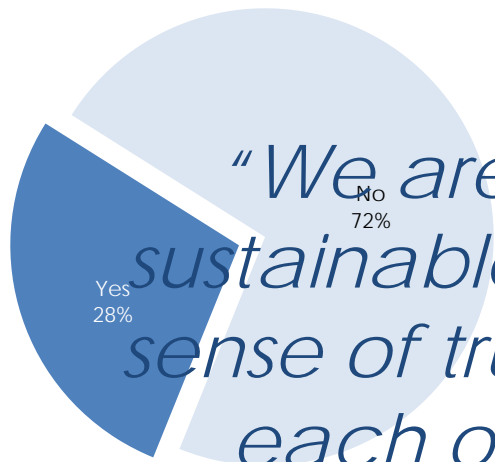
Half of residents were 'not at all supportive' of a potential merger with other councils

# Key Findings:

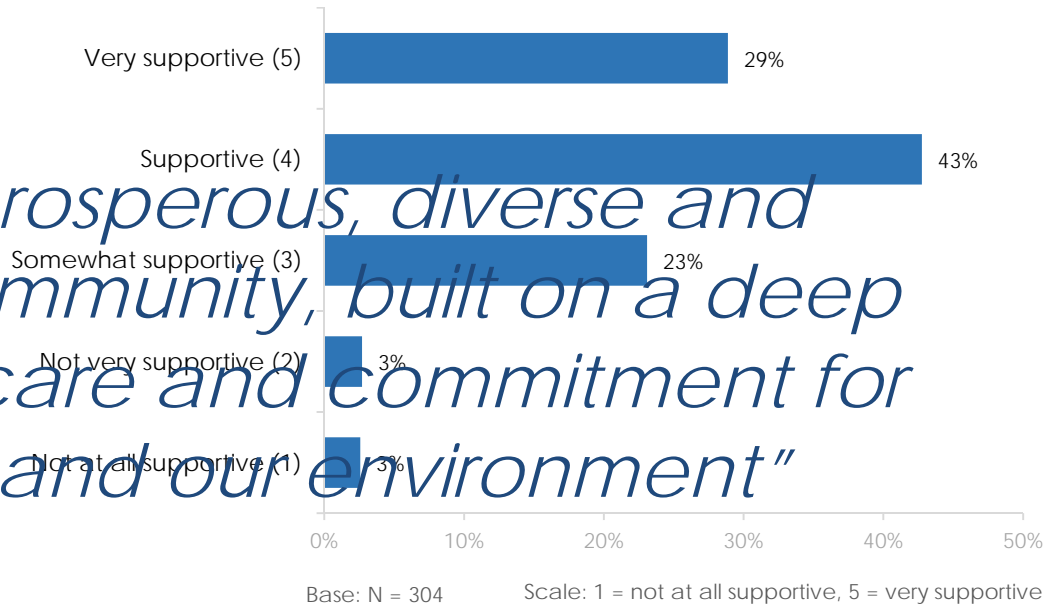
## 2. Community Strategic Plan

# Community Vision

Q3a. Are you aware of this (community) vision?



Q3b. How supportive are you of this community vision?



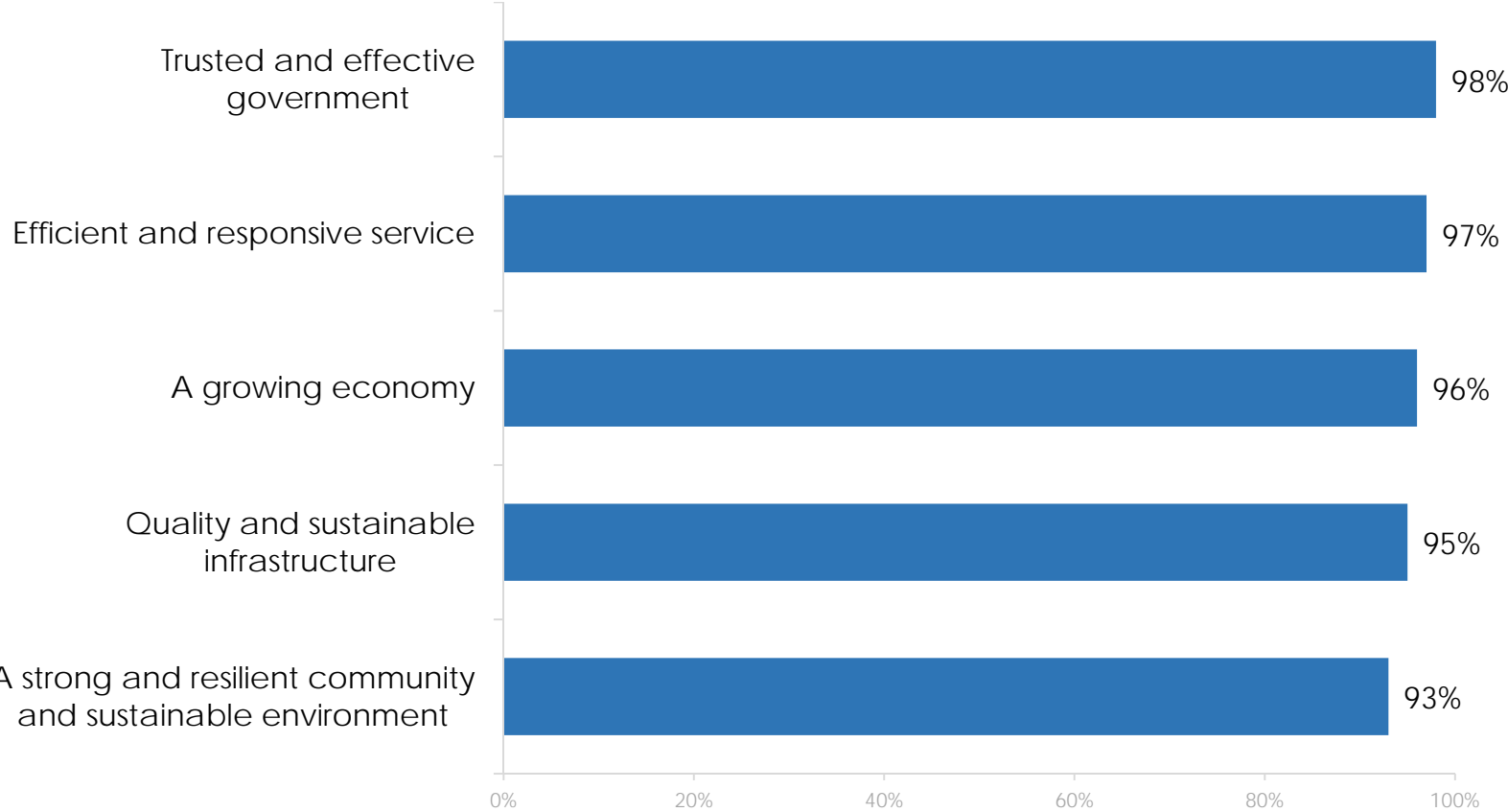
*“We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment”*

Base: N = 304


	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Mean ratings	3.93	3.81	4.04	3.93	3.83	3.94	4.00	3.99	3.65	3.90

When residents were made aware of the community vision, support for it was high

# Summary – Importance of Various Components within the Five Key Directions



Base: N = 304

 Residents felt nearly all components were important and should be considered for the Community Vision

# Strong and Resilient Community and Sustainable Environment – ‘Others’

Q4-8b. Can you think of any other priorities that should be considered in the future?

Strong and resilient community and sustainable environment	
	Count
Youth support/ activities	12
Environmental care	7
Waste management/ littering	6
Affordable housing	3
Celebrating cultural diversity	3
Aged care	2
Animal welfare	2
Community involvement	2
Cemetery maintenance	1
Drug rehabilitation	1
Public transport	1
Taxis on Sundays	1



# A Growing Economy – ‘Others’

Q4-8b. Can you think of any other priorities that should be considered in the future?

A growing economy	
	Count
Attract new industry/business development	10
Employment opportunities	9
Education	7
Tourism	7
Public transport	5
Support for farmers	5
Abolish Sister City concept	1
Access to services	1
Communication from local council	1
Government support	1
Keeping young people/ attracting new people to the area	1
Support for Indigenous Australians	1
Utilising existing infrastructure	1



# Quality and Sustainable Infrastructure – ‘Others’

Q4-8b. Can you think of any other priorities that should be considered in the future?

Quality and sustainable infrastructure	
	Count
Increasing footpaths/ bike paths	11
Road infrastructure maintenance and development	9
Community/ youth entertainment	8
Infrastructure maintenance and development	6
Facilities for elderly residents	5
Public transport	5
Environmental management/ beautification of area	4
Medical services	3
Education	2
Heated swimming pool	2
Water supply and management	2
Council services	1
Increased flexibility of zoning laws	1
Maintaining empty shops	1



# Efficient and Responsive Service – ‘Others’

Q4-8b. Can you think of any other priorities that should be considered in the future?

Efficient and responsive service	
	Count
Crime and drug prevention	16
Communication with council	7
Health and wellbeing initiatives/ medical services	5
Public transport	5
Facilities for elderly residents	4
Internet services	4
Environmental and sustainability issues	3
Education services	2
Accessible council services	1
Community/ youth activities	1
Support for farmers	1





# Trusted and Effective Government – ‘Others’

Q4-8b. Can you think of any other priorities that should be considered in the future?

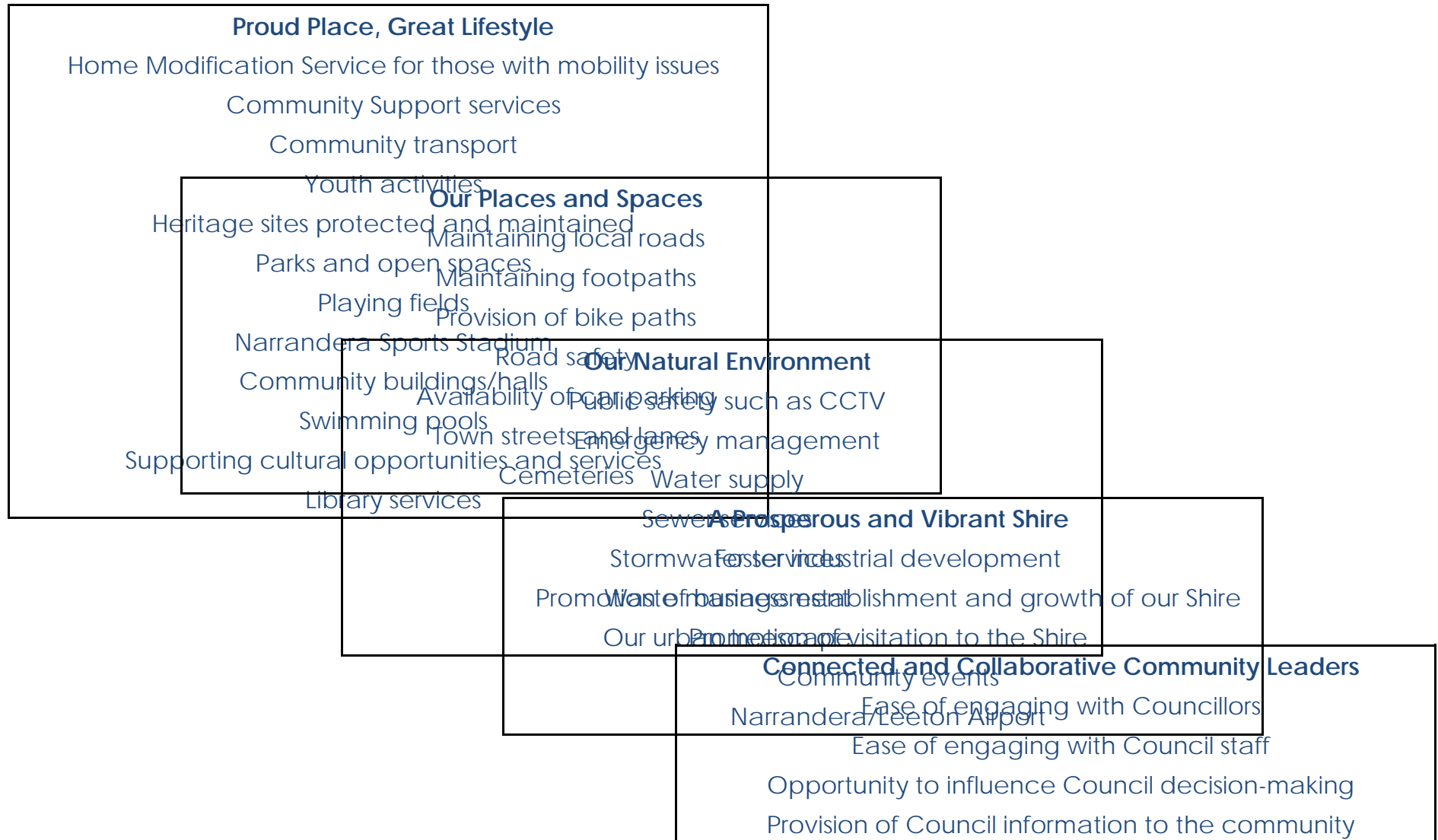
Trusted and effective government	
	Count
Transparency/ accountability of council	23
Community involvement in council decisions	9
Communication by council	3
Improved management of council spending	2
Acknowledge achievements by council	1
Better understanding of community needs	1
Considering needs of younger families and youth	1
Crime prevention	1
Environmental issues	1
Local council maintain control over local issues	1



Key Findings:

### 3. Importance/Satisfaction with Services/Facilities

# We Explored Resident Response To 35 Service Areas

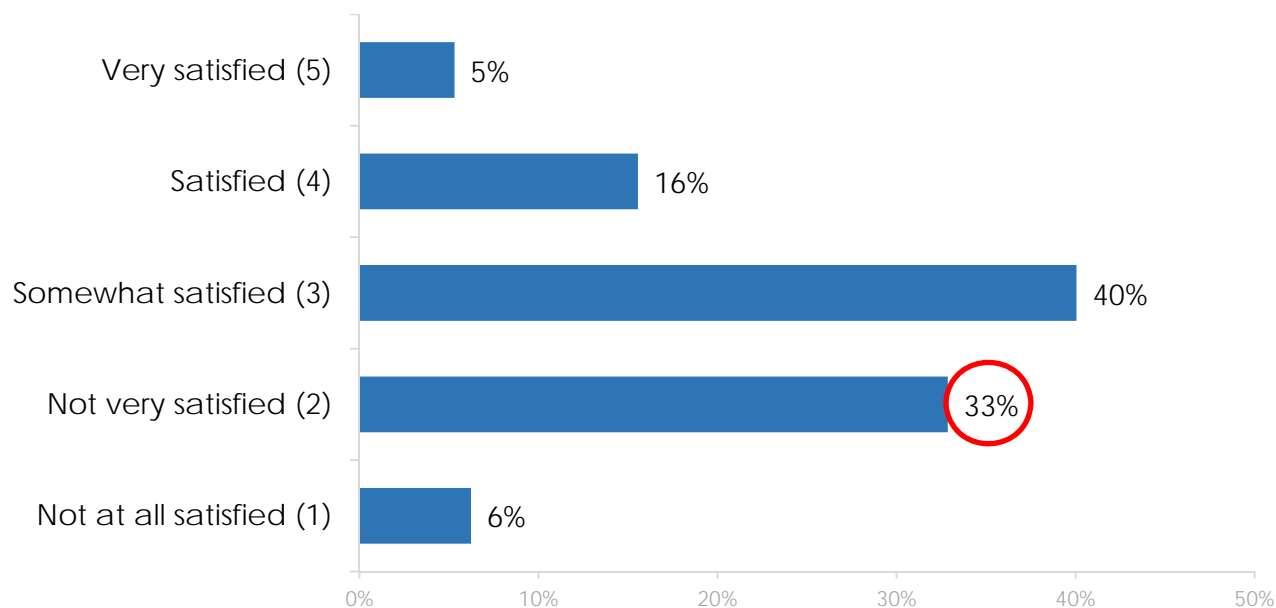


# Overall Satisfaction with the Performance of Council in the Past 12 Months

Q2a. Overall, for the past 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	Overall	Male	Female	18-29	35-49	50-64	65+	Town	Village	Rural
Mean ratings	3.19	3.21	3.18	2.76	3.02	3.37	3.50▲	3.34	2.64	3.12

NSW LGA BRAND SCORES	Regional	All of NSW	Narrandera Council 2016
Mean ratings	3.22	3.31	3.19



Base: N = 304

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

▼▲ = significantly lower/higher than the overall

Mean score of 3.19, close to the regional and NSW norms, with 39% of residents being 'not very satisfied' or 'not at all satisfied'

# Services/Facilities **Above** LGA Benchmarks

Service/Facility	Narrandera Shire Council 2016 Satisfaction Scores	Satisfaction Benchmark	Benchmark Variances
<b>Above the Benchmark</b>			
Swimming pools	4.58	3.69	0.89
Parks and open spaces	4.43	3.73	0.70
Playing fields	4.26	3.74	0.52
Youth activities	3.67	3.17	0.50
Availability of car parking	3.43	3.00	0.43
Community buildings/halls	3.99	3.65	0.34
Heritage sites protected and maintained	3.77	3.50	0.27
Narrandera Sports Stadium	3.92	3.74	0.18

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

Narrandera Shire residents are more satisfied than the LGA Benchmark score for 8 of the 20 comparable measures

# Services/Facilities **On Par** with LGA Benchmarks

Service/Facility	Narrandera Shire Council 2016 Satisfaction Scores	Satisfaction Benchmark	Benchmark Variances
<b>Equal to the Benchmark</b>			
Town streets and lanes	3.44	3.35	0.09
Provision of bike paths	3.28	3.22	0.06
Stormwater services	3.37	3.31	0.06
Library services	4.18	4.14	0.04
Maintaining footpaths	3.08	3.05	0.03
Maintaining local roads	2.82	2.80	0.02
Waste management	3.98	4.09	-0.11

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

7 services and facilities are equal to the Benchmark

# Services/Facilities **Below** LGA Benchmarks

Service/Facility	Narrandera Shire Council 2016 Satisfaction Scores	Satisfaction Benchmark	Benchmark Variances
<b>Below the Benchmark</b>			
Opportunity to influence Council decision-making	2.78	2.98	-0.20
Public safety such as CCTV	3.20	3.49	-0.29
Provision of Council information to the community	3.04	3.34	-0.30
Supporting cultural opportunities and services	3.40	3.81	-0.41
Promotion of business establishment and growth of our Shire	2.62	3.18	-0.56

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

5 of the comparable measures fall below the Benchmark

# Services/Facilities – Performance Gap Analysis

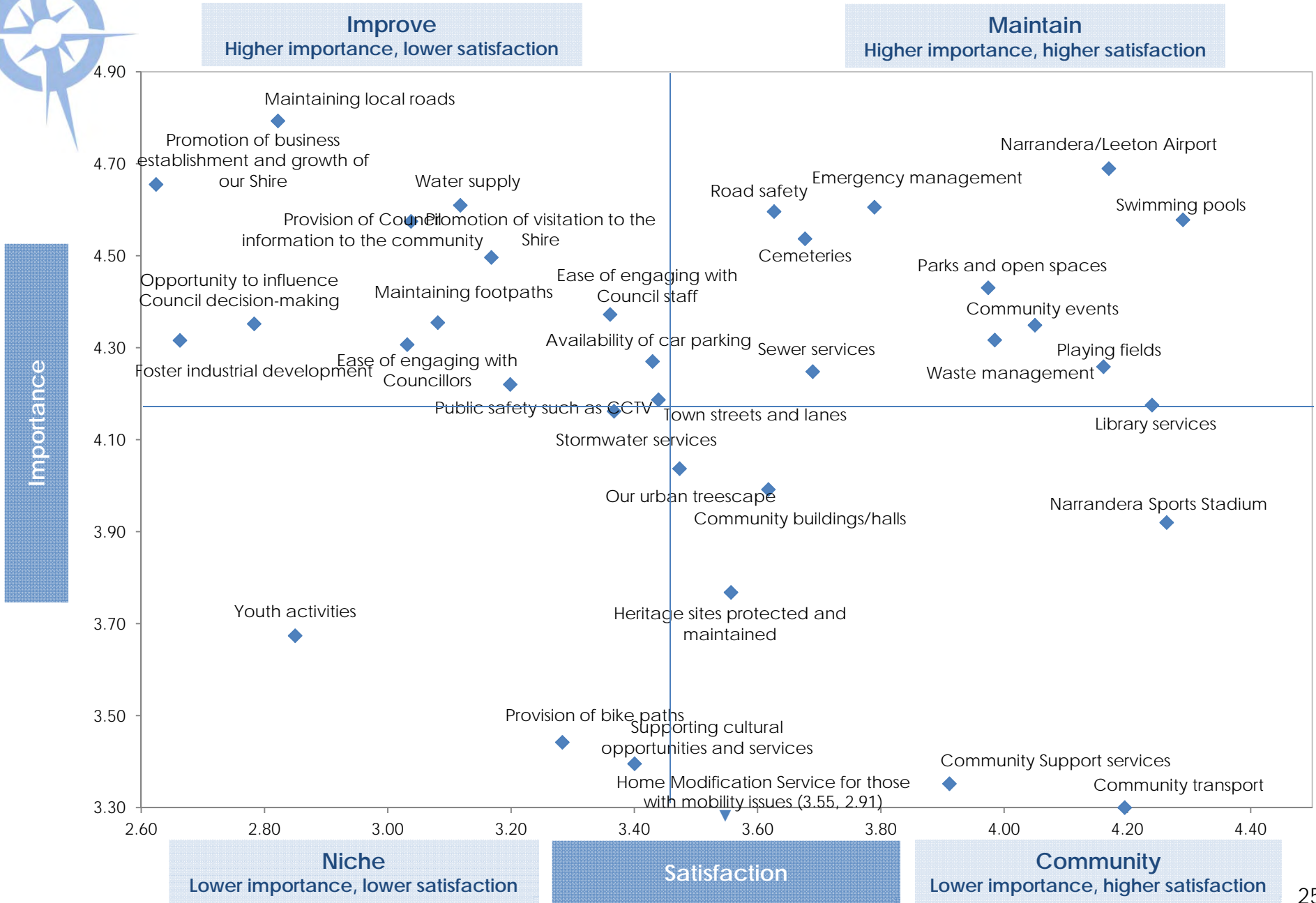
Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Promotion of business establishment and growth of our Shire	4.66	2.62	2.04
2	Maintaining local roads	4.79	2.82	1.97
3	Foster industrial development	4.32	2.66	1.66
4	Opportunity to influence Council decision-making	4.35	2.78	1.57
5	Provision of Council information to the community	4.57	3.04	1.53
6	Water supply	4.61	3.12	1.49
7	Promotion of visitation to the Shire	4.50	3.17	1.33
8	Ease of engaging with Councillors	4.31	3.03	1.28
9	Maintaining footpaths	4.35	3.08	1.27

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

Services and facilities that focus around economic development, community engagement and maintaining local roads and footpaths had the largest performance gaps between perceived importance and satisfaction by residents



# Services/Facilities – Quadrant Analysis – Importance v Satisfaction



35 Services/Facilities  
(independent  
Variables)

304  
Residents

1  
Dependent  
Variable

Metric 1

Metric 2

Metric 3

Etc.

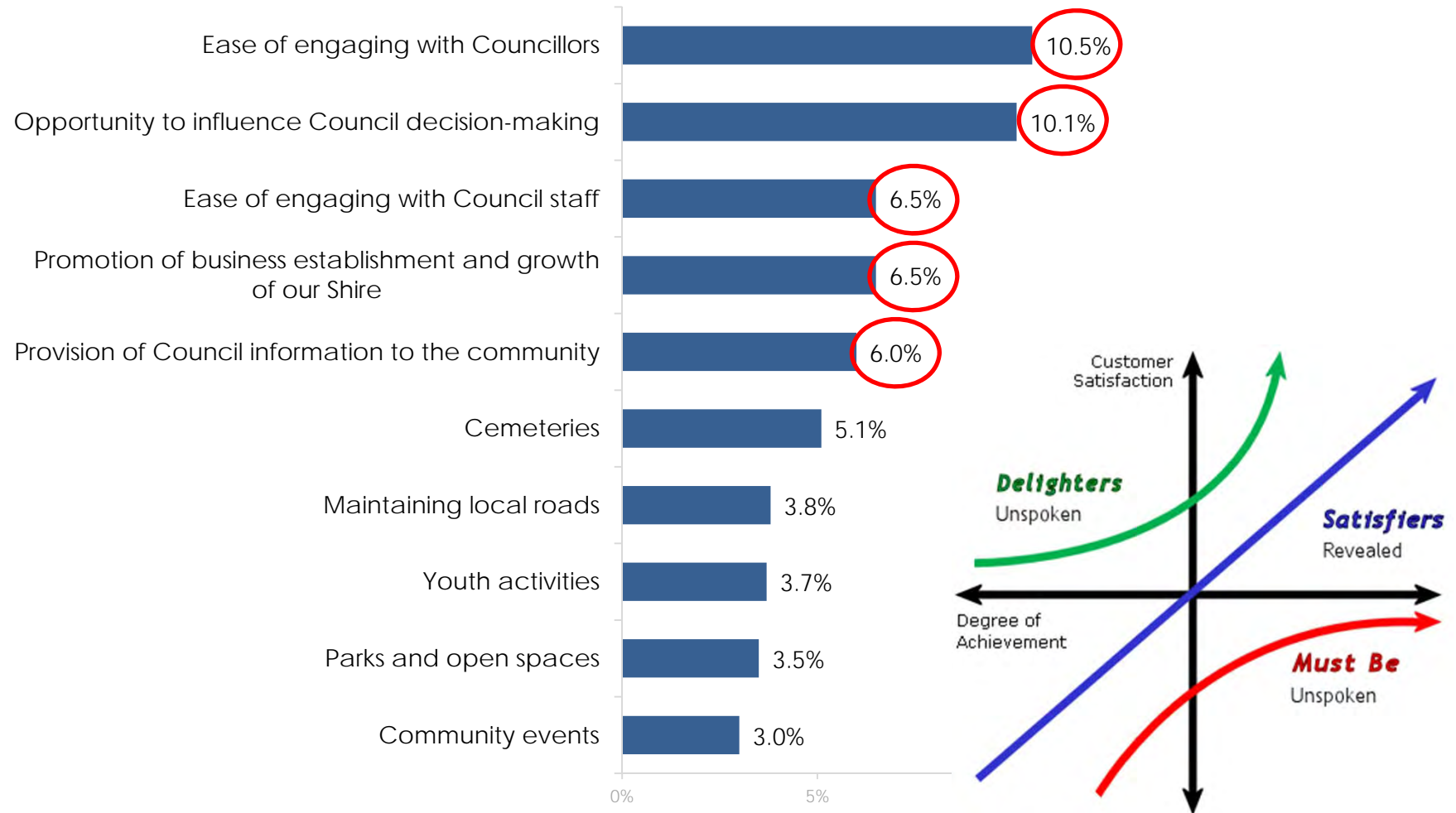
Resident



Overall  
Satisfaction

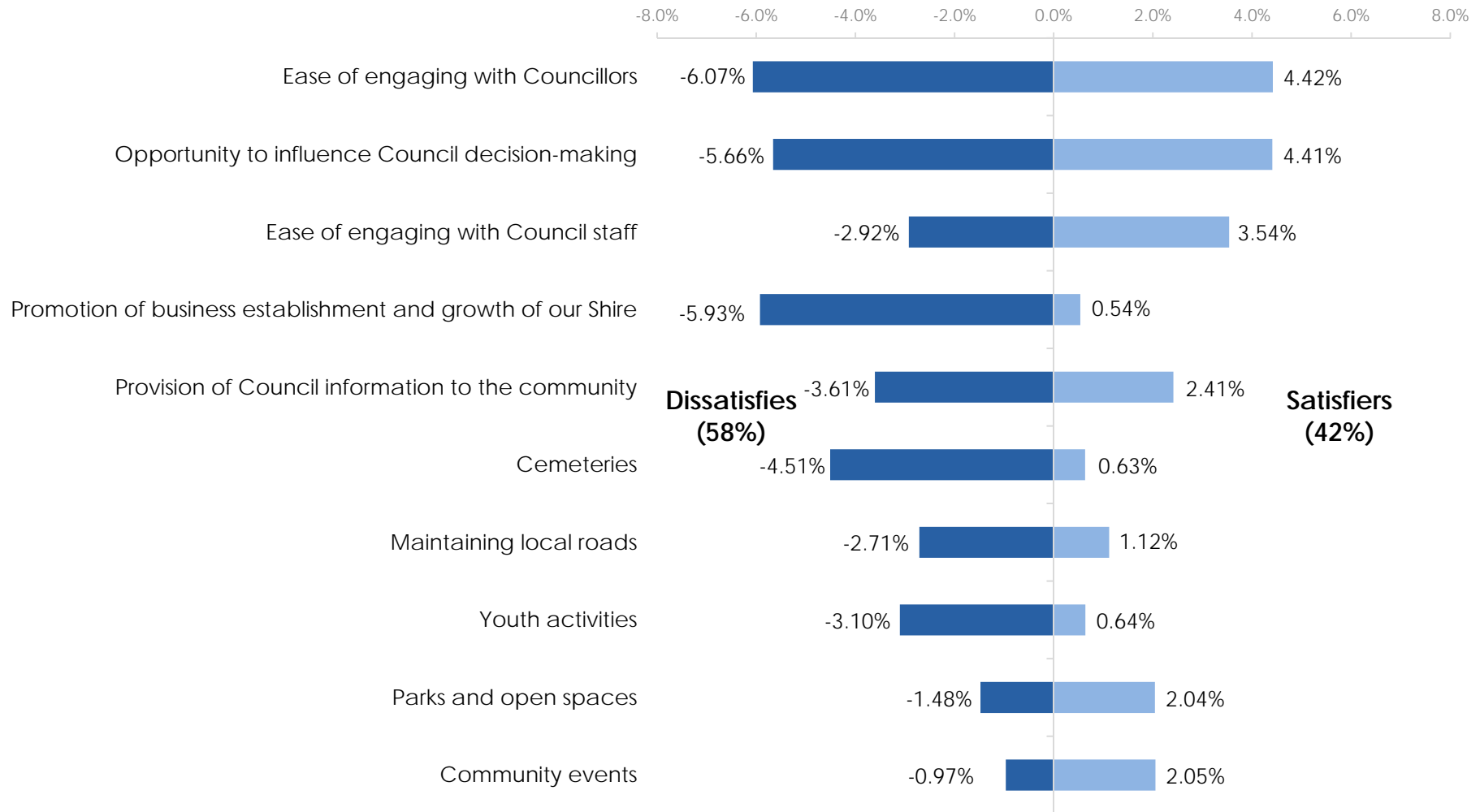
Regression is a statistical process for estimating the relationships between variables – particularly when the focus is on the relationship between a dependent variable (in our case, overall satisfaction) and one or more independent variables or ‘predictors’ (in our case, the detailed satisfaction ratings).

# Top 10 Indicators Contribute To Almost 60% Of Overall Satisfaction With Council



'Ease of engaging with Councillors' and 'opportunity to influence Council decision-making' together contribute to over 20% of overall satisfaction with council

# Key Contributors – Barriers/Optimisers

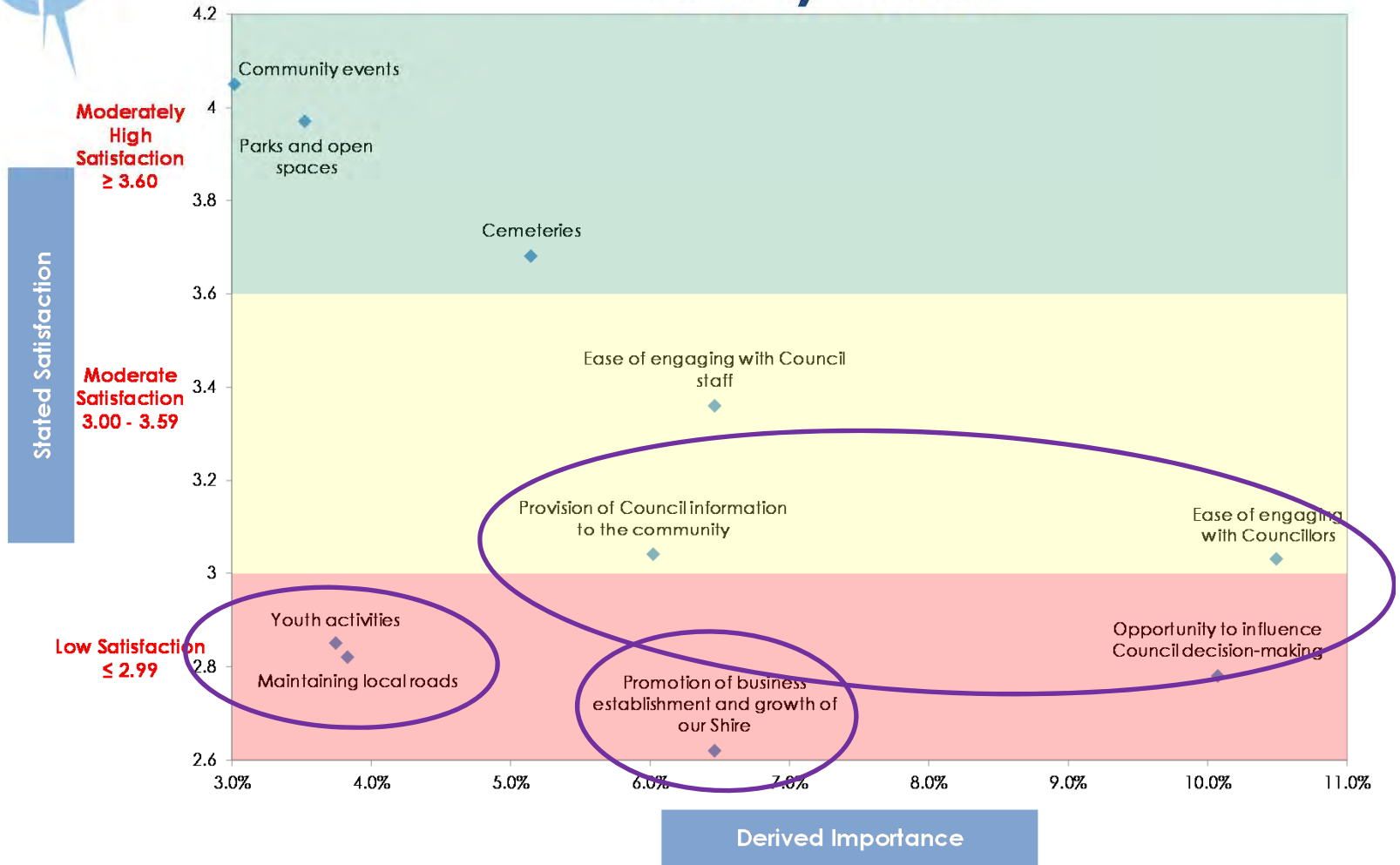


Satisfaction, either positive or negative, with 'ease of engaging with Councillors' has a large influence on residents overall satisfaction with Council. However, 'promotion of business establishment and growth of our Shire' has a large negative impact on overall satisfaction if residents are dissatisfied, but little impact on overall satisfaction if residents are satisfied

Key drivers of overall community satisfaction with Council revolve around 'opportunity to influence Council decision-making' and 'promotion of business establishment and growth of our Shire'



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



# Recommendations

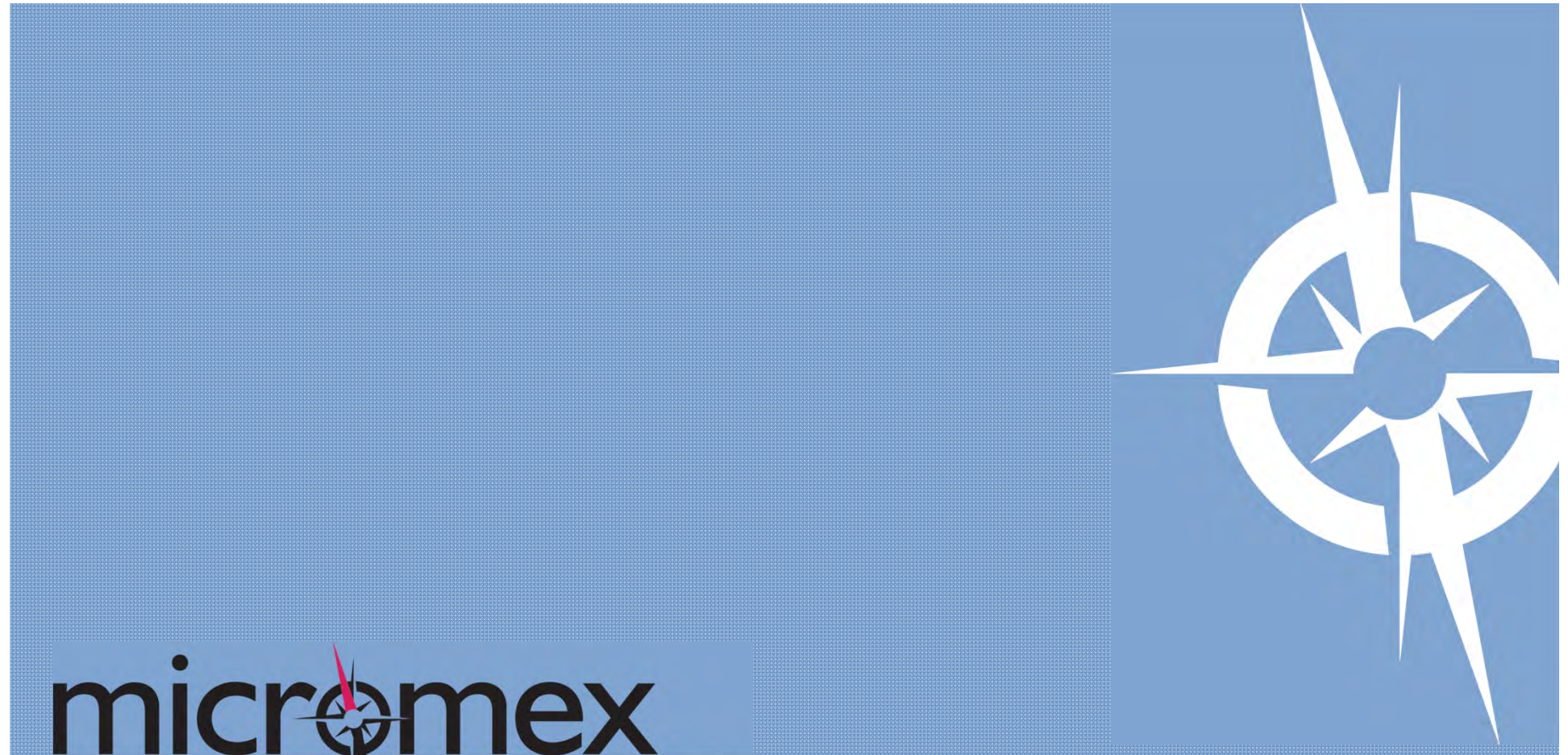


# Recommendations

Based on the findings of this research, Narrandera Shire Council should consider:

1. Understand community expectations/identify ways to actively communicate information about new projects along with ongoing work that the Council is conducting, raising awareness among residents of how resources are being distributed
2. Focus on increasing resident participation across all age ranges in Council consultation processes, promoting the different communication methods through which Councillors and Council staff can be engaged with the community
3. Establish an understanding of community expectations in regards to:
  - 'Business and economic development of the area'. What actions do residents expect Council to be conducting in order to promote this area, and what trade-offs would they be willing to make with other services in order to finance any changes?
    - Assess whether in fact Council needs to change its policies in this area, or based on the above points possibly just better communicate what they are already doing.
  - Similarly, better understand community expectations around 'Youth activities' and 'Maintaining local roads'.
4. Explore in greater detail the willingness of residents to pay higher rates to fund more services, and which services would they want this additional funding to be directed towards





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