



Narrandera Shire Council

Community Satisfaction & CSP Research – 2021

Prepared by: Micromex Research

Date: March 17, 2021

Table of Contents

<u>Key Findings</u>	6
<u>Detailed Results</u>	15
<u>1. Performance of Council</u>	16
<u>2. Summary of Council Services & Facilities</u>	19
<u>3. Priority Issues & CSP</u>	32
<u>4. Council's Level of Investment</u>	53
<u>5. Councils Customer Service and Communications</u>	57
<u>6. COVID - 19</u>	74
<u>7. State Government Services</u>	78
<u>8. Importance of, and Satisfaction with, Council Services & Facilities</u>	85
<u>Appendix A: Additional Analyses</u>	122
<u>Appendix B: Background and Methodology</u>	140
<u>Appendix C: Questionnaire</u>	144

Background & Methodology

Why?

- Update 2016 Community Satisfaction results
- Identify the community's overall level of satisfaction with Council performance:
 - And assess perceived Importance and Satisfaction with 40 specific Council services/facilities
 - Use regression analysis to identify which of the 40 services/facilities are most likely to be key drivers of overall satisfaction.
- Assess perceived Importance and Satisfaction of six State Government services
- Understand community investment priorities for 10 Council-provided assets
- Explore and understand resident experiences contacting Council:
 - And establish preferred communication methods
- Community Strategic Plan (CSP)/End-of-term Review:
 - What the community values (open-ended)
 - Priority issues for five CSP themes (open-ended)
 - Ways in which Council has improved quality of life for residents in past four years (open-ended)
- Community engagement during COVID



Background & Methodology

How?

- Telephone survey (landline and mobile) to N = 255 residents:
 - 229 acquired through electronic white pages/SamplePages lists
 - 26 acquired through face-to-face number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 6.1%

When?

- Fieldwork conducted 4th – 10th February 2021

Please refer to [Appendix B](#) for further methodology details.

Sample Profile

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

Gender

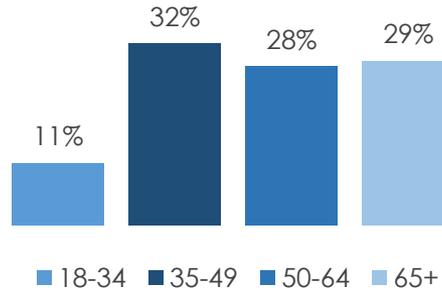


Female 50%



Male 50%

Age



Ratepayer status



Ratepayer
84%



Non-ratepayer
16%

Area



Town 61%



Rural/Village
39%

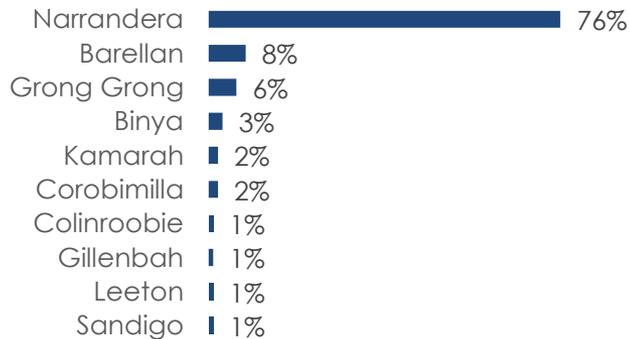
Do you identify as Aboriginal or Torres Strait Islander?



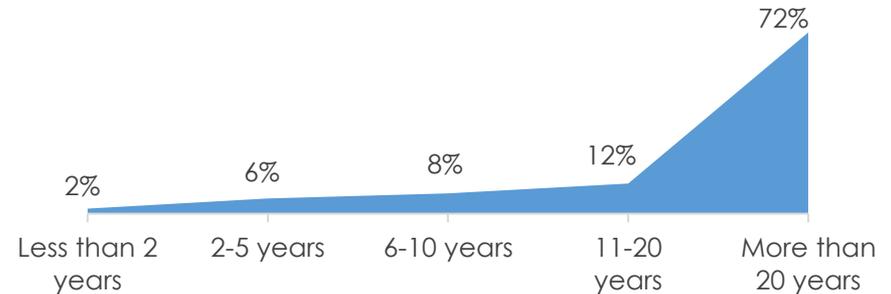
Do you speak a language other than English at home?



Closest town/suburb



Time lived in the area





Key Findings

Key Findings – Overview

Overall satisfaction with Council has remained similar to 2016 – and is just below our regional benchmark:



- Over the past 12 months with the impacts of COVID-19, we have seen some Councils improve on previous results, others have stayed the same or declined. Against that background, we believe this is a favourable result for Narrandera Shire Council.

Based on 40 listed services/facilities, Council has **improved relative to 2016** in terms of:



- Social capital elements – community buildings/halls, supporting cultural opportunities, and our urban treescape.



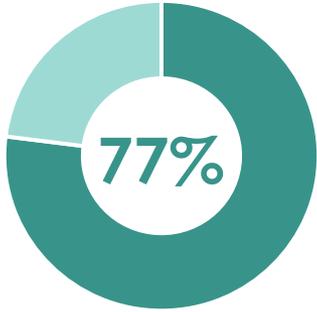
- Economic development aspects – availability of car parking, promotion of visitation to the Shire, and foster industrial development.

Three areas where Council's satisfaction scores have declined in 2021 relative to 2016 are: water supply, waste management, and community events (the latter perhaps reflecting the impact of COVID-19).

Amongst those who had contacted Council in the past 12 months, satisfaction with contact was in line with our regional benchmarks

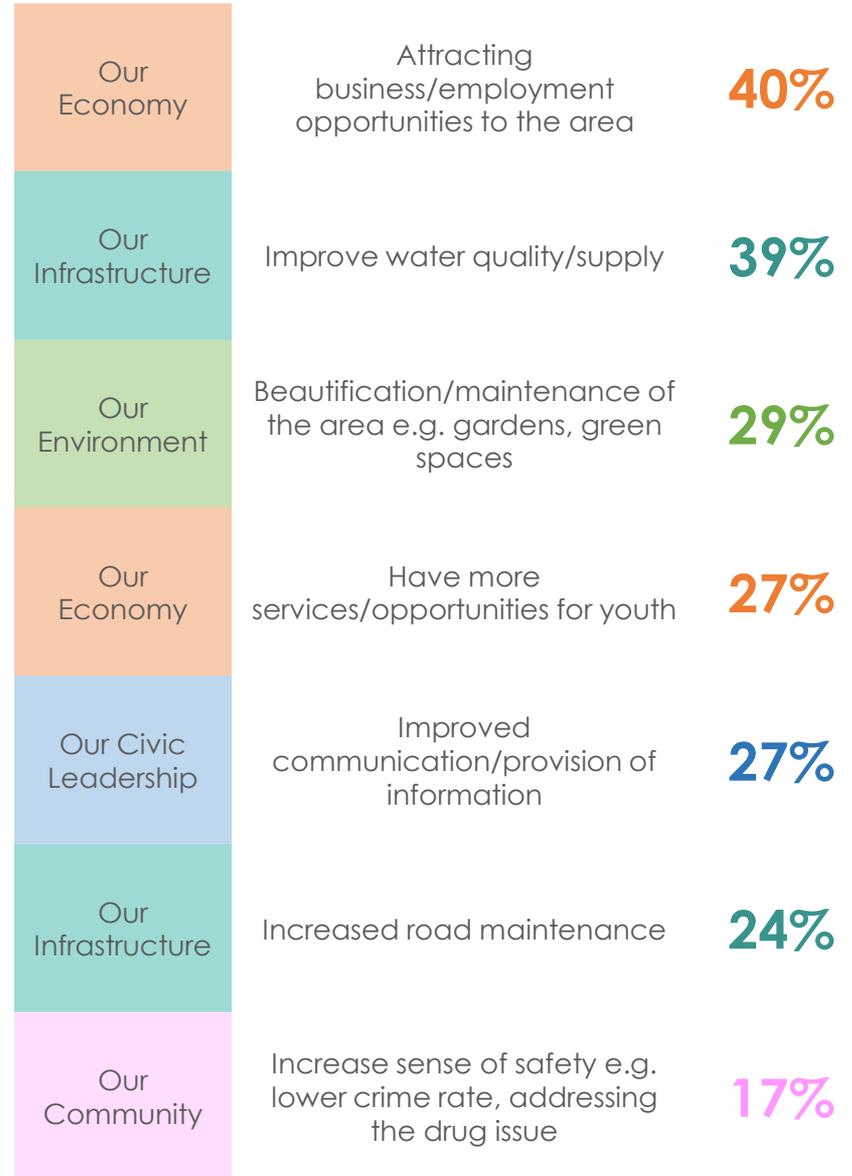
Key Findings – Summary

Overall Satisfaction



Overall **77%** of Narrandera Shire residents are at least somewhat satisfied with the performance of Council over the last 12 months.

CSP Key Priorities

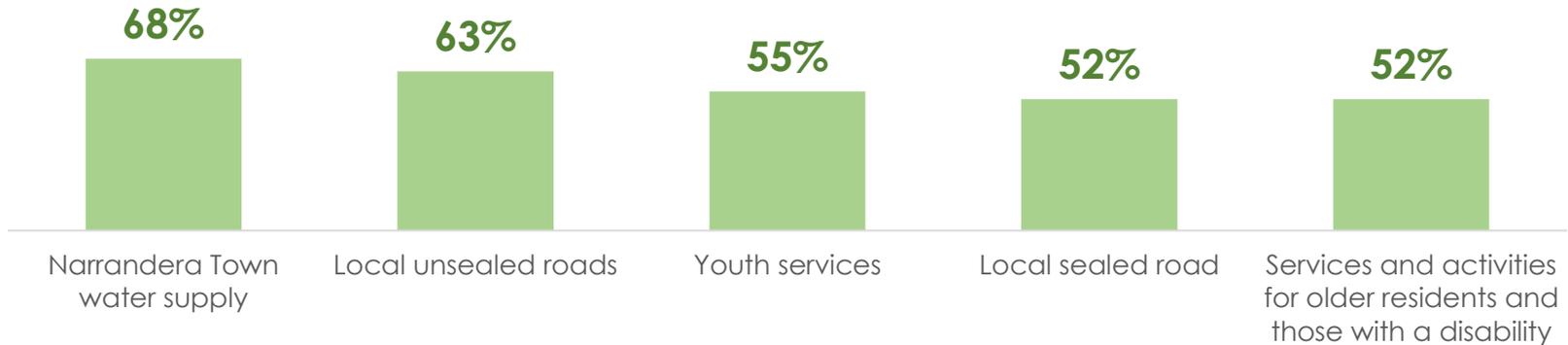


Most Valued Aspect

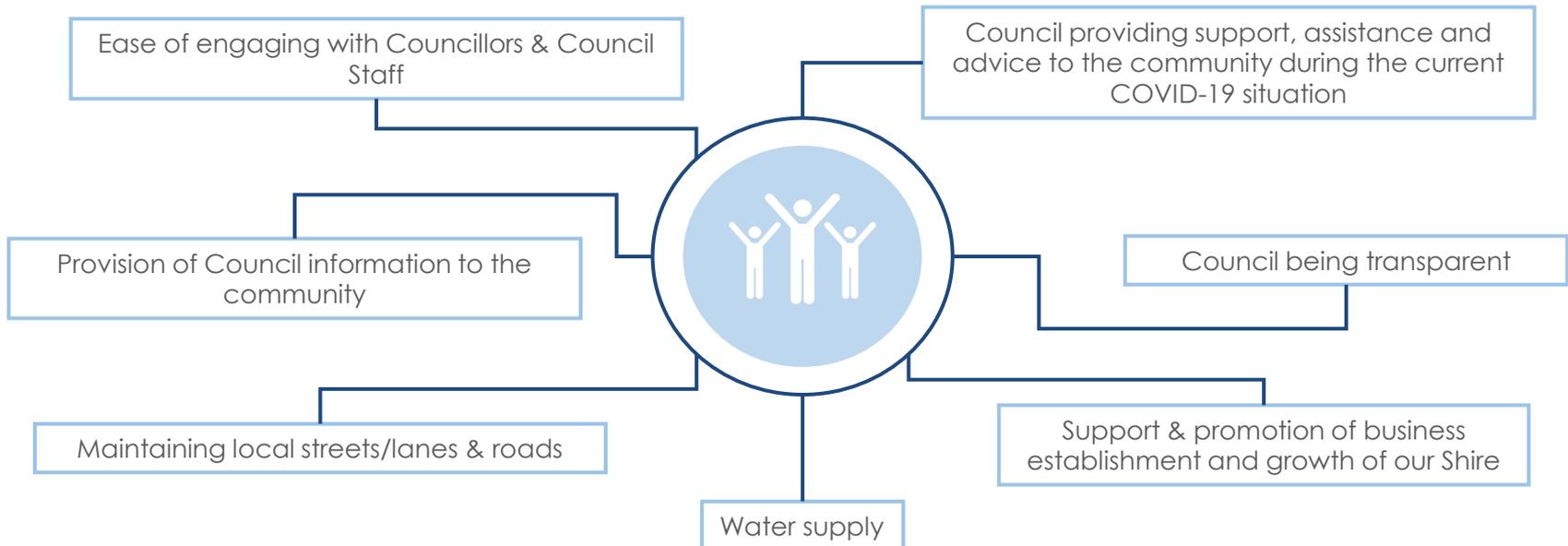


Key Findings – Summary

Top 5 Areas for More Investment from Council



Key Drivers of Overall Satisfaction



Opportunities – Community Engagement

- *Community engagement:*

- On two separate open-ended questions where residents were free to write what they felt (least valued aspects of the area and priority issues to achieve 'Our Civic Leadership' goals), references to better communications/engagement/transparency dominated.
- And on our regression analysis, engagement attributes (e.g.: ease of engaging with Councillors, provision of Council information to the community, Council being transparent, ease of engaging with Council staff, and opportunity to participate in Council decision making) dominated as drivers of overall satisfaction.

It is worth noting that communications/engagement can potentially be an important way to address (in part) other opportunity areas.

Opportunity: Council could further explore with the community what they expect from Council in terms of communications and engagement.

As an aside, there appears to be an opportunity for Council to continue to move residents towards digital communications rather than phone/face-to-face. For instance, amongst those who had contacted Council in the past 12 months, 56% used telephone and 47% used face-to-face – whilst only 20% used email and just 3% used Council's website.



Opportunities – Water Supply



- **Water Supply:** The years of drought since the 2016 survey wave are seemingly reflected in the results for the Water supply attribute:
 - On two separate open-ended questions (least valued aspects of the area and priority issues to achieve 'Our Infrastructure' goals), references to better water supply/quality dominated.
 - 'Water supply' has the highest Importance rating of all 40 services/facilities – and the lowest satisfaction rating of all 40.
 - Satisfaction has decreased substantially since 2016 – and is well below our regional benchmark.
 - And water supply generated the sixth highest regression score, suggesting it is an important driver of overall satisfaction with Council.
 - And on an investment question about ten different asset classes, it generated the highest 'more investment' score.

Opportunity: More communication around what Council has done in terms of water management – and future plans – may help here.

Opportunities – Economic Development

- **Economic Development:** This is clearly an area of concern for the community – although not necessarily an immediate/top-of-mind issue:

- On the open-ended 'least valued aspect' question, only 6% of residents mentioned 'lack of employment and business opportunities' (whereas 17% mentioned 'poor quality/access to services/facilities', 15% mentioned 'lack of Council communication...' and 13% mentioned 'water supply/quality').

However, on a subsequent open-ended question about priorities to achieve 'Our Economy' goals (i.e.: so another open-ended question, but focussed on the economy), 40% of residents mentioned 'attracting business/employment opportunities to the area'.

- Encouragingly, satisfaction with two economic development attributes ('Promotion of visitation to the Shire' and 'Foster industrial development') increased significantly since 2016.
- However, there is room for improvement:
 - 'Support for existing industry and businesses' is significantly below our regional Satisfaction benchmark – and it generated the tenth highest Regression score, suggesting it is an important driver of overall satisfaction with Council.
 - 'Promotion of business establishment and growth of our Shire' was also somewhat below our regional satisfaction benchmark – and had the seventh highest regression score.

Opportunity: More communication around what Council has done in terms of water management – and future plans – may help here.



Opportunities – Local Roads

- **Local Roads:** Again, this is an area of concern for the community – although not necessarily an immediate/top-of-mind issue:

- On the open-ended 'least valued aspect' question, only 6% of residents mentioned 'condition of roads/footpaths'.

However, on the subsequent open-ended question about priorities to achieve 'Our Infrastructure' goals, 24% of residents mentioned 'increased road maintenance'.

- Despite 'maintaining local streets/lanes and roads' scoring above our regional Satisfaction norm, it generated the fifth highest performance gap (a performance gap is where the top-2-box Importance score is higher than the top-3-box Satisfaction score):
 - And it generated the ninth highest regression score.
- On the investment question about ten asset classes, 'local unsealed roads' generated the second highest 'invest more' score, and 'local sealed roads' generated the fourth highest 'invest more' score.

Opportunity: Council could further explore with the community what they expect from Council in terms of the state of local roads.



Other Opportunity Areas

- **Public Safety:** The 'public safety' attribute scored significantly below our regional Satisfaction norm – and on the subsequent open-ended question about priorities to achieve 'Our Community' goals, 17% of residents mentioned 'increase sense of safety – e.g. lower crime rate, address the drug problem'.
- **Access to Services/Facilities:** Open-ended questions revealed that the community was concerned about the range/quality of services/facilities available in Narrandera:
 - On the open-ended 'least valued aspects' question, references to 'poor quality/limited access to services/facilities/activities' dominated, with 17% of mentions.
 - And on the subsequent open-ended question about priorities to achieve 'Our Community' goals, 14% of residents mentioned 'focus on educational facilities'.

Specific reference was also made on several open-ended questions to 'have more opportunities/services for youth' – and on the investment question about ten asset classes, 'youth services' generated the third highest 'invest more' score.

- **Community Support:** Three community support attributes – 'community transport', 'community support services' and 'home modification service for those with mobility issues' – have all increased significantly in terms of their Importance ratings since 2016. 'Community transport is significantly higher than both our regional importance and satisfaction benchmarks.
- **COVID-19:** On the regression analysis, the second highest scoring attribute was Council's COVID-19 support, suggesting it is a strong driver of overall satisfaction with Council. Interestingly, only 6% of residents had sought or referred to information/advice from Council about how to handle the COVID-19 situation – but the regression result suggests Council's response to COVID-19 has more impact than on just 6% of residents.



Detailed Results

Performance of Council



Detailed Results

1. Performance of Council

2. Summary of Council Services & Facilities

3. Priority Issues & CSP

4. Council's Level of Investment

5. Council's Customer Service and Communications

6. COVID - 19

7. State Government Services

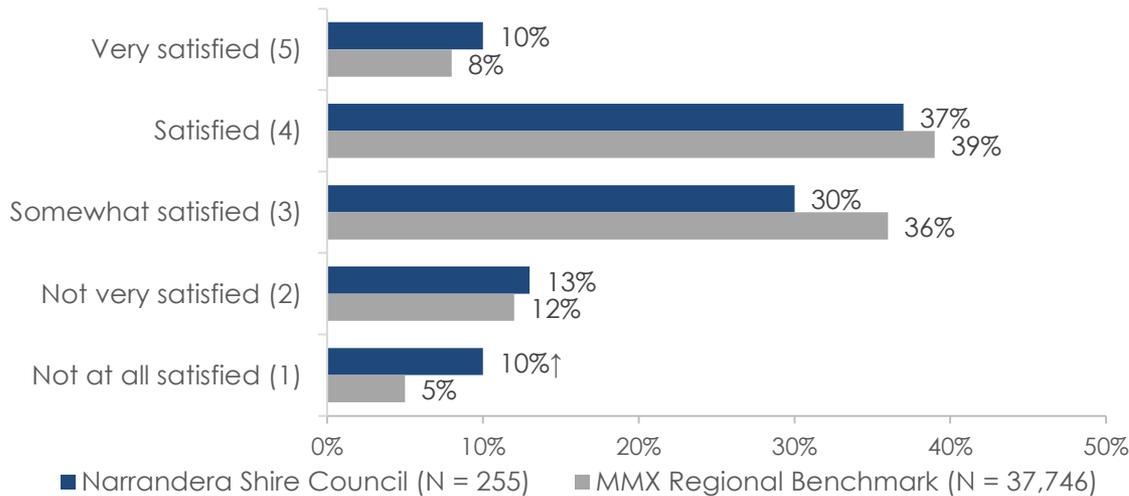
8. Importance of, and Satisfaction with, Council Services & Facilities

Overall Satisfaction

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

	Overall 2021	Overall 2016	Gender		Age				Time lived in area	
			Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Mean rating	3.24	3.19	3.16	3.31	2.79▼	3.08	3.17	3.65▲	3.25	3.23
Base	255	304	127	128	28	83	71	73	73	182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Mean rating	3.27	3.06	3.16	3.36
Base	214	41	156	99



	Narrandera Shire Council	Micromex LGA Benchmark – Regional
Mean rating	3.24	3.35
T3 Box	77%	83%
Base	255	37,746

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

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

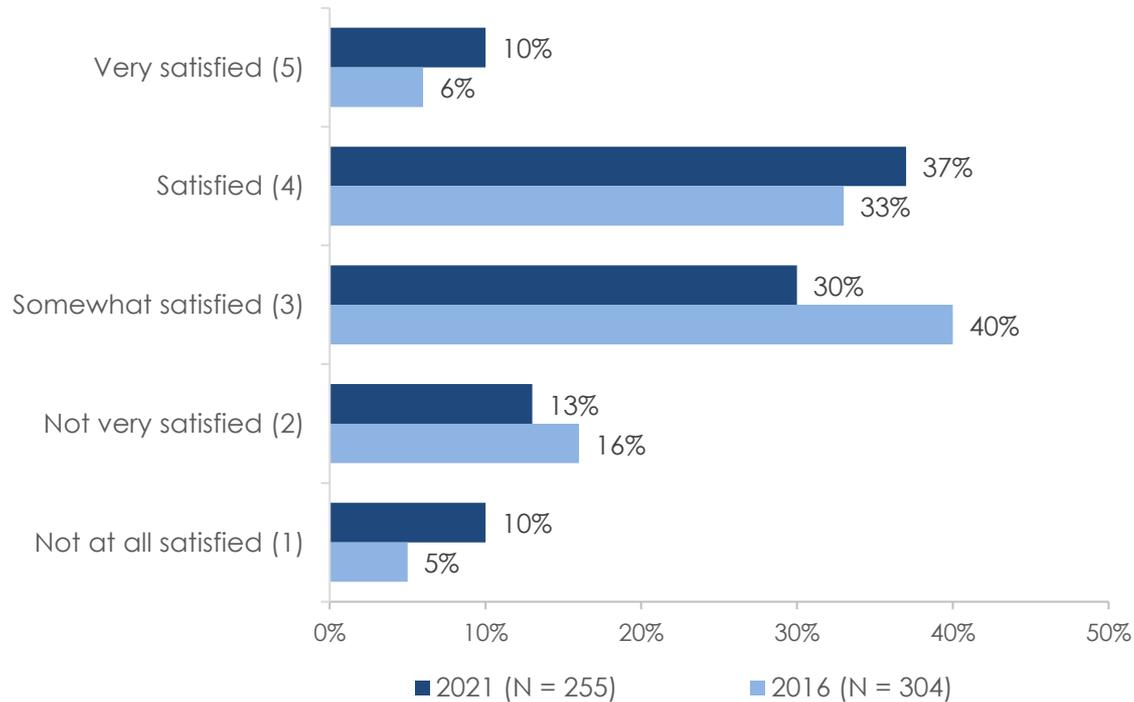
↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

Overall 77% of residents are at least somewhat satisfied with the performance of Council over the last 12 months, this is on par with our Regional Benchmark.

Overview – Overall Satisfaction

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

	Overall 2021	Overall 2016
Mean rating	3.24	3.19
Base	255	304



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

Council's overall satisfaction score has lifted marginally since 2016.

Summary of Council Services & Facilities



Detailed Results

1. Performance of Council

2. Summary of Council Services & Facilities

3. Priority Issues & CSP

4. Council's Level of Investment

5. Council's Customer Service and Communications

6. COVID - 19

7. State Government Services

8. Importance of, and Satisfaction with, Council Services & Facilities

This section provides a **summary** of Council's performance in terms of importance and satisfaction ratings for 40 services/facilities. Full details are provided in Section 8.

Council Services and Facilities

A major component of the 2021 Community Survey was to assess perceived Importance of and Satisfaction with 40 Council-provided services and facilities – the equivalent of 80 separate questions!

We have utilised the following techniques to summarise and analyse these 80 questions:

1. Highlights and Comparison with 2016 Results

2. Comparison with Micromex Benchmarks

3. Performance Gap Analysis

4. Quadrant Analysis

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

1. Importance & Satisfaction – High 5/Low 5

Importance

The following services/facilities received the highest importance mean ratings:

High importance	Mean	T2 Box
Water supply	4.75	95%
Maintaining local streets/lanes & roads	4.66	94%
Narrandera/Leeton Airport	4.61	90%
Maintaining footpaths	4.54	91%
Emergency management	4.53	88%
Council being transparent	4.53	87%

The following services/facilities received the lowest importance mean ratings:

Low importance	Mean	T2 Box
Supporting cultural opportunities and services	3.47	48%
Provision of bike paths	3.76	64%
Community buildings/halls	3.89	67%
Youth activities	3.90	69%
Library services	3.90	64%

Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

High satisfaction	Mean	T3 Box
Swimming pools	4.38	96%
Library services	4.38	95%
Narrandera Sports Stadium	4.21	95%
Narrandera/Leeton Airport	4.18	96%
Playing fields	4.14	97%

The following services/facilities received the lowest satisfaction mean ratings:

Low satisfaction	Mean	T3 Box
Water supply	2.45	42%
Council being transparent	2.80	61%
Promotion of business establishment and growth of our Shire	2.82	59%
Opportunity to participate in Council decision-making	2.84	60%
Support for existing industry & businesses	2.88	62%

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

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

The above analysis identifies the highest and lowest rated services/facilities in terms of Importance and Satisfaction:

- **There is a large range of Importance scores – so the community does discriminate between services/facilities (i.e.: they don't just say everything is important)**
- **Even the lowest rated area ('Supporting cultural opportunities and services) has 48% of residents indicating that they consider it Important.**

1. Importance & Satisfaction – 2021 v. 2016

Key Importance Trends

Compared to the 2016 research, there were significant **increases** in residents' levels of **importance** for 4 of the 34 comparable services/facilities provided by Council, being:

	2021	2016
Community transport	4.31	3.28
Community Support services	4.20	3.35
Home Modification Service for those with mobility issues	4.15	2.91
Provision of bike paths	3.76	3.44

There was also a significant **decline** in **importance** for the following:

	2021	2016
Library services	3.90	4.18
Promotion of business establishment and growth of our Shire	4.46	4.66
Maintaining local streets/lanes & roads	4.66	4.79

Key Satisfaction Trends

Over the same period there has been a significant **increase** in resident **satisfaction** for 6 of the 34 comparable services/facilities provided by Council, specifically:

	2021	2016
Community buildings/halls	3.85	3.62
Our urban treescape	3.79	3.47
Supporting cultural opportunities and services	3.77	3.40
Availability of car parking	3.66	3.43
Promotion of visitation to the Shire	3.42	3.17
Foster industrial development	2.98	2.66

There was also a significant **decline** in resident **satisfaction** for the following:

	2021	2016
Water supply	2.45	3.12
Waste management	3.74	3.98
Community events	3.75	4.05

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

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

The above analysis identifies the key Importance and Satisfaction trends when compared to the 2016 research. Satisfaction has increased in areas of social capital (e.g.: community buildings, urban treescape, cultural opportunities) and economic development (parking, promotion and industrial development). However, Satisfaction has declined noticeably for water supply, waste management and community events (the latter most likely reflecting the impact of COVID-19).

2. Importance Compared to Micromex Benchmark

The table below summarises the largest differences between Narrandera Shire Council's top 2 box importance scores and the corresponding Micromex LGA Regional Benchmark. Narrandera is significantly above our norms in four cases (swimming pools, cemeteries, community transport and the airport) and significantly below on one (supporting cultural opportunities and services). See Appendix A for full list.

Service/Facility	Narrandera Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Swimming pools	88%▲	70%	18%
Cemeteries	88%▲	73%	15%
Community transport	82%▲	67%	15%
Narrandera/Leeton Airport	90%▲	78%	12%
Maintaining footpaths	91%	82%	9%
Promotion of visitation to the Shire	86%	77%	9%
Community events	80%	71%	9%
Water supply	95%	88%	7%
Playing fields	83%	76%	7%
Parks and open spaces	90%	84%	6%
Narrandera Sports Stadium	70%	76%	-6%
Youth activities	69%	75%	-6%
Library services	64%	71%	-7%
Disability inclusion	73%	81%	-8%
Heritage sites protected and maintained	65%	73%	-8%
Supporting cultural opportunities and services	48%▼	59%	-11%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

2. Satisfaction Compared to Micromex Benchmark

In terms of Satisfaction, it is encouraging to see that Narrandera has scored significantly above our benchmarks in seven cases – and only below our benchmarks in four cases. See Appendix A for full list.

Service/Facility	Narrandera Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Availability of car parking	87%▲	71%	16%
Community transport	89%▲	77%	12%
Swimming pools	96%▲	85%	11%
Maintaining local streets/lanes & roads	69%▲	58%	11%
Parks and open spaces	96%▲	86%	10%
Our urban treescape	91%▲	81%	10%
Provision of bike paths	80%▲	70%	10%
Narrandera/Leeton Airport	96%	87%	9%
Playing fields	97%	89%	8%
Narrandera Sports Stadium	95%	89%	6%
Opportunity to participate in Council decision-making	60%	66%	-6%
A vibrant and enticing Narrandera CBD precinct	75%	82%	-7%
Sewer services	83%	91%	-8%
Ease of engaging with Council staff	76%	84%	-8%
Promotion of business establishment and growth of our Shire	59%	68%	-9%
Public safety	72%▼	82%	-10%
Stormwater services	68%▼	78%	-10%
Support for existing industry & businesses	62%▼	75%	-13%
Water supply	42%▼	87%	-45%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark. Please see Appendix A for full list of services/facilities

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 Narrandera 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.



3. Performance Gap Analysis

The table below summarises the ten largest performance gaps. The standout service is water supply, with an Importance score of 95% and a satisfaction score of just 42%:

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our Infrastructure	Water supply	95%	42%	53%
Our Economy	Support for existing industry & businesses	89%	62%	27%
Our Economy	Promotion of business establishment and growth of our Shire	85%	59%	26%
Our Civic Leadership	Council being transparent	87%	61%	26%
Our Infrastructure	Maintaining local streets/lanes & roads	94%	69%	25%
Our Infrastructure	Maintaining footpaths	91%	66%	25%
Our Civic Leadership	Opportunity to participate in Council decision-making	79%	60%	19%
Our Civic Leadership	Provision of Council information to the community	86%	72%	14%
Our Infrastructure	Stormwater services	81%	68%	13%
Our Civic Leadership	Ease of engaging with Councillors	86%	74%	12%

4. 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, Narrandera Shire Council residents rated services/facilities on par with our Regional Benchmark in terms of importance and satisfaction.

	Narrandera Shire Council	Micromex Comparable Regional Benchmark
Average Importance	81%	79%
Average Satisfaction	80%	82%

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 'parks and open spaces' and 'Narrandera/Leeton Airport', 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 'maintaining local streets, lanes & roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

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

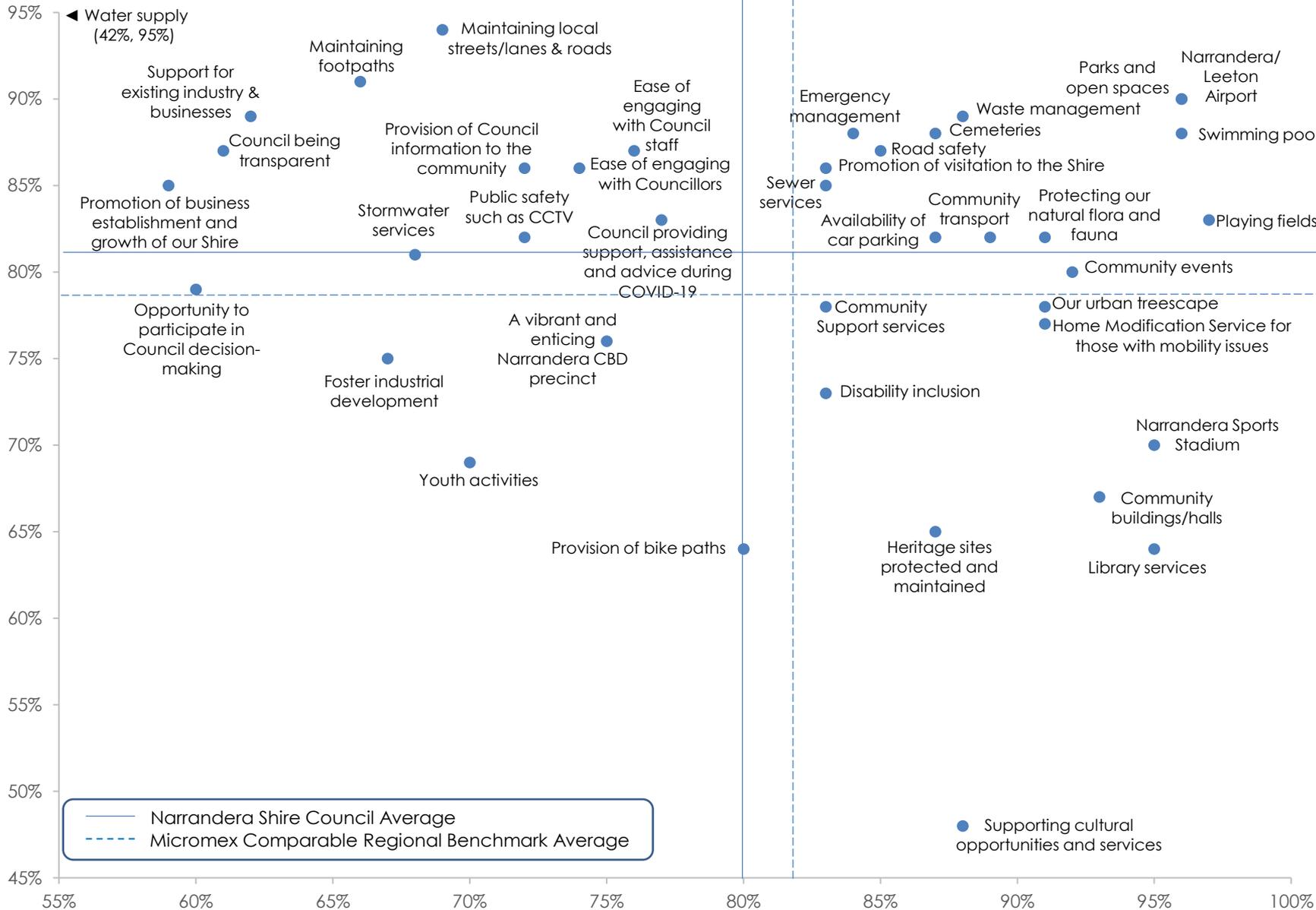
Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Library services', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that 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



— Narrandera Shire Council Average
- - - Micromex Comparable Regional Benchmark Average

● Supporting cultural opportunities and services

Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

5. The 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 'maintaining local streets, lanes & 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 Narrandera 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 advanced 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.

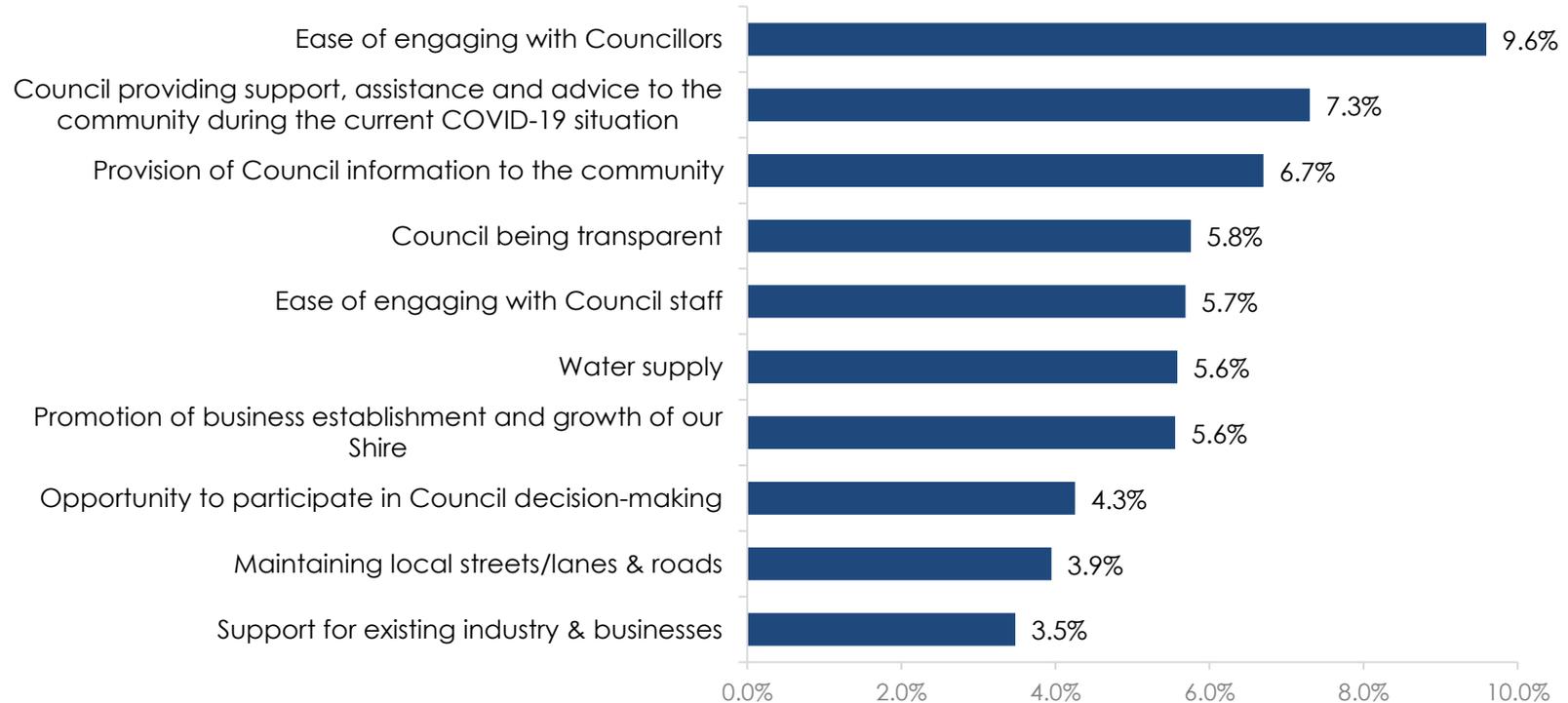
What Does This Mean?

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'.



5. Key Drivers of Overall Satisfaction with Council

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



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.

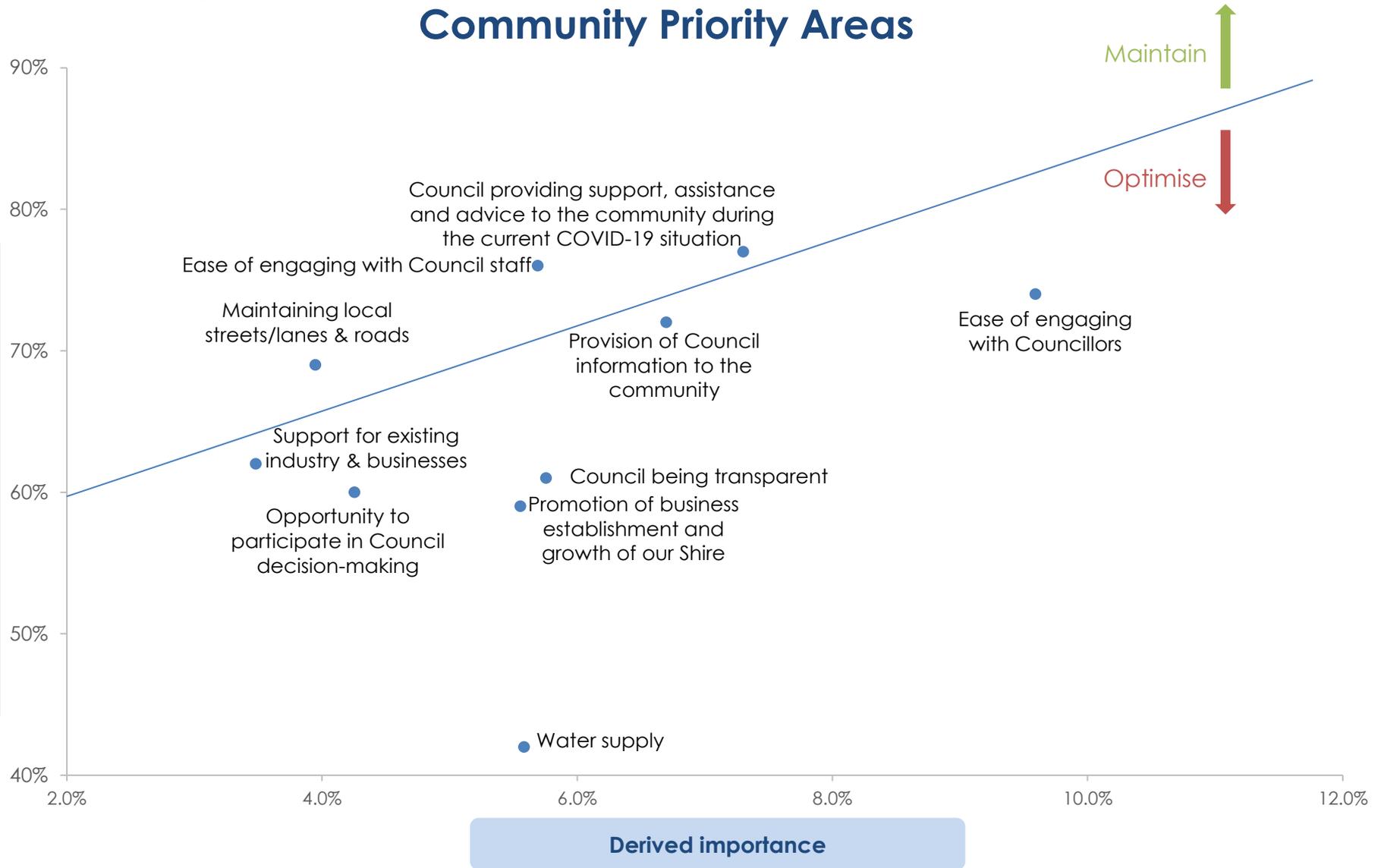
These top 10 services/facilities (so 25% of the 40 services/facilities) account for almost 60% of the variation in overall satisfaction. Therefore, whilst all 40 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 30 services/facilities 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

$R^2 = 56.5\%$

These 10 services/facilities are the key community priorities and by addressing these, Narrandera Shire Council should improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. In the above chart, 'support for existing industry & business' contributes 3.5% towards overall satisfaction, while 'ease of engaging with Councillors' (9.6%) is a far stronger driver, contributing more than twice as much to overall satisfaction with Council.

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.

Priority Issues & CSP



Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
- 3. Priority Issues & CSP**
4. Council's Level of Investment
5. Councils Customer Service and Communications
6. COVID - 19
7. State Government Services
8. Importance of, and Satisfaction with, Council Services & Facilities

Most Valued Aspect

Q5a. What do you value most about living in the Narrandera Shire area?



Base: N = 255

On an open-ended question about what residents value most about living in the area, just under one third (31%) mentioned the community/small town feel Narrandera shire provides.

Most Valued Aspect – By Demographics

Q5a. What do you value most about living in the Narrandera Shire area?

	Overall 2021	Gender		Age			
		Male	Female	18 – 34	35 – 49	50 – 64	65+
Community/small town feel e.g. friendly, togetherness, family	31%	25%	37%	34%	33%	26%	31%
Natural environment e.g. climate, beauty of the area	16%	18%	14%	28%	14%	16%	12%
Lifestyle the area provides e.g. rural, country	14%	16%	11%	4%	19%	15%	9%
Atmosphere e.g. peaceful, quiet, relaxed	13%	15%	11%	9%	10%	14%	17%
Availability/quality of services/facilities/activities	10%	10%	9%	16%	11%	6%	8%
Central location e.g. proximity to nature, services/facilities, people	4%	2%	6%	4%	1%	4%	8%
Cost of living e.g. affordable	3%	4%	1%	4%	3%	2%	2%
I have always lived here/it is home/nice area	2%	3%	2%	0%	3%	1%	4%
Low population/not over developed	1%	2%	1%	0%	0%	4%▲	1%
Safety the area provides	1%	0%	1%	0%	1%	0%	1%
Heritage within the area	<1%	0%	1%	0%	0%	0%	1%
Don't know/nothing	6%	5%	7%	0%	4%	12%▲	5%
Base	255	127	128	28	83	71	73

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

Similar results by demographics.

Most Valued Aspect – By Demographics

Q5a. What do you value most about living in the Narrandera Shire area?

	Time lived in area		Ratepayer status		Area	
	20 years or less	More than 20 years	Ratepayer	Non-Ratepayer	Town	Rural/Village
Community/small town feel e.g. friendly, togetherness, family	23%	34%	31%	30%	34%	26%
Natural environment e.g. climate, beauty of the area	27%▲	11%	15%	20%	15%	16%
Lifestyle the area provides e.g. rural, country	18%	12%	14%	14%	10%	19%
Atmosphere e.g. peaceful, quiet, relaxed	7%	15%	12%	17%	14%	11%
Availability/quality of services/facilities/activities	13%	8%	9%	13%	12%	5%
Central location e.g. proximity to nature, services/facilities, people	4%	4%	5%	0%	3%	6%
Cost of living e.g. affordable	6%	1%	3%	0%	3%	2%
I have always lived here/it is home/nice area	0%	3%	3%	0%	2%	3%
Low population/not over developed	0%	2%	2%	0%	0%	3%▲
Safety the area provides	0%	1%	0%	4%▲	0%	1%
Heritage within the area	0%	0%	0%	0%	0%	0%
Don't know/nothing	3%	8%	7%	3%	6%	7%
Base	73	182	214	41	156	99

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

Generally similar results – although those who have lived in the area for 20 years or less were significantly more likely to value the natural environment.

Least Valued Aspect

Q5b. And what do you value least (or what don't you like) about living in the Narrandera Shire area?

"Don't have many services"	17%	Poor quality/limited access to services, facilities, and activities		"No shops that provide basics"
"Senior Council staff aren't very involved in the community enough"	15%	Council e.g. lack of communication, transparency, mismanagement, staff, and planning		"Not much to do"
"Water isn't drinkable"	13%	Water quality/supply		"Being lied to by Councillors"
"Hate the water as it smells and is really brown"	6%	Condition of roads/footpaths		"Condition of the roads"
"Not enough job opportunities"	6%	Crime rates/drugs/vandalism		"Drug abuse in the area"
"Need more business in the area"	6%	Lack of employment and business opportunities within the area		"High crime rate"
"Droughts"	4%	Lack of services for children and youth		"Don't like the community cliques"
"Town is really expensive for what it is"	3%	Community members and groups e.g. unfriendly, cliquey		"The isolation"
	2%	Environmental factors e.g. dust, drought, and climate		
	2%	Location/isolation e.g. far from major cities		
	1%	Cost of living		
	27%	Don't know/nothing		

Base: N = 255

The least valued aspects of the Narrandera Shire area include poor quality and availability of services and facilities (17%), issues with Council (15% - it was 11% in 2016) and poor water quality and supply (13%). Significantly 27% of residents also stated there was nothing they did not like about the area.

Least Valued Aspect – By Demographics

Q5b. And what do you value least (or what don't you like) about living in the Narrandera Shire area?

	Overall 2021	Gender		Age			
		Male	Female	18 – 34	35 – 49	50 – 64	65+
Poor quality/limited access to services, facilities, and activities	17%	14%	19%	21%	18%	14%	16%
Council e.g. lack of communication, transparency, mismanagement, staff, and planning	15%	20%	11%	8%	14%	27%▲	9%▼
Water quality/supply	13%	12%	13%	17%	22%▲	9%	4%▼
Condition of roads/footpaths	6%	4%	7%	17%▲	3%	2%	8%
Crime rates/drugs/vandalism	6%	8%	5%	16%	6%	6%	4%
Lack of employment and business opportunities within the area	6%	4%	8%	9%	6%	7%	3%
Lack of services for children and youth	4%	2%	5%	0%	10%▲	1%	0%
Community members and groups e.g. unfriendly, cliquey	3%	4%	2%	0%	4%	4%	2%
Environmental factors e.g. dust, drought, and climate	2%	2%	1%	0%	0%	2%	3%
Location/isolation e.g. far from major cities	2%	1%	4%	0%	0%	4%	4%
Cost of living	1%	1%	0%	0%	0%	2%	0%
Don't know/nothing	27%	28%	25%	12%	18%	21%	48%▲
Base	255	127	128	28	83	71	73

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

Those aged 65+ were more likely to say they couldn't think of anything they disliked about the area.

Least Valued Aspect – By Demographics

Q5b. And what do you value least (or what don't you like) about living in the Narrandera Shire area?

	Time lived in area		Ratepayer status		Area	
	20 years or less	More than 20 years	Ratepayer	Non-Ratepayer	Town	Rural/Village
Poor quality/limited access to services, facilities, and activities	19%	16%	16%	19%	16%	18%
Council e.g. lack of communication, transparency, mismanagement, staff, and planning	12%	17%	14%	21%	18%	11%
Water quality/supply	15%	12%	12%	17%	18%▲	5%
Condition of roads/supporting infrastructure	5%	6%	5%	7%	7%	3%
Crime rates/drugs/vandalism	14%▲	3%	8%	0%	3%	11%▲
Lack of employment and business opportunities within the area	5%	6%	5%	8%	4%	8%
Lack of services for children and youth	2%	4%	3%	6%	4%	2%
Community members and groups e.g. unfriendly, cliquey	4%	3%	3%	4%	3%	4%
Environmental factors e.g. dust, drought, and climate	0%	2%	2%	0%	1%	3%
Location/isolation e.g. far from major cities	0%	3%	3%	0%	3%	1%
Cost of living	0%	1%	1%	0%	0%	2%
Don't know/nothing	26%	27%	28%	18%	23%	33%
Base	73	182	214	41	156	99

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

Slight skews regarding water and crime.

Awareness of CSP Vision

Narrandera Shire Council will be reviewing the current Community Strategic Plan over the next 12 months. This plan incorporates the community's aspirations for Narrandera Shire in the future. I am now going to ask you some questions about the CSP.

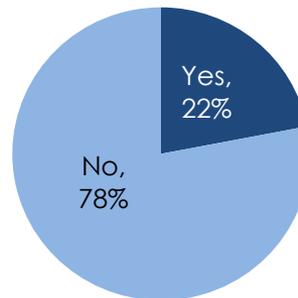
The vision highlighted in the current Narrandera 2017-2030 Community Strategic Plan is:

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

Q6a. Are you aware of this vision?

	Overall 2021	Overall 2016	Gender		Age				Time lived in area	
			Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Yes (%)	22%	28%	24%	20%	9%	22%	19%	29%	20%	23%
Base	255	304	127	128	28	83	71	73	73	182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Yes (%)	22%	19%	25%	17%
Base	214	41	156	99



Base: N = 255

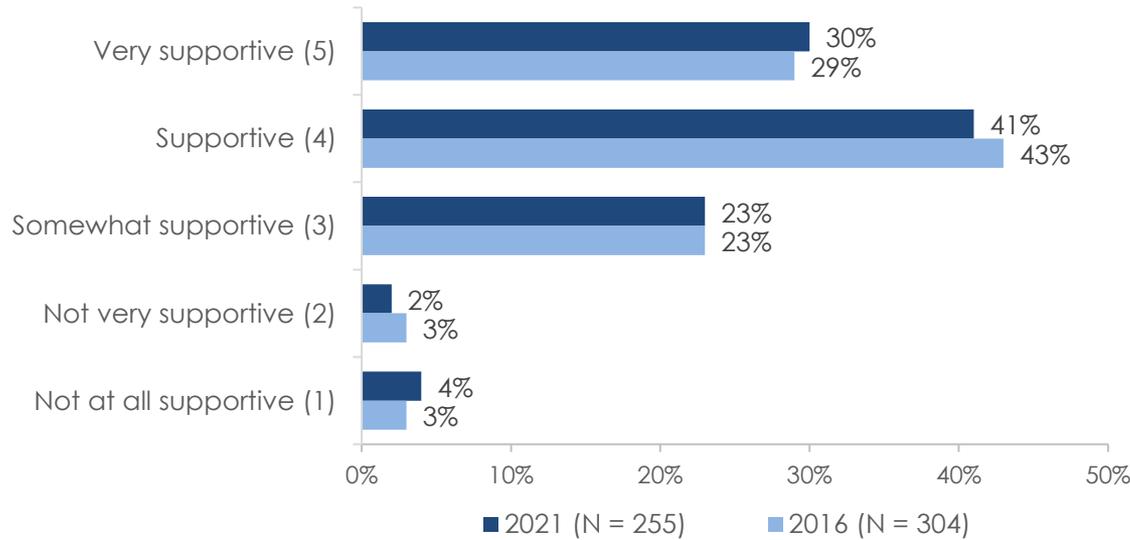
22% of residents are aware of the vision highlighted in the Narrandera Shire Council strategic plan. This result is on par with 2016.

Support for Community Vision

Q6b. How supportive are you of this community vision?

	Overall 2021	Overall 2016	Gender		Age				Time lived in area	
			Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Mean rating	3.90	3.93	3.85	3.95	3.95	3.86	3.82	4.02	3.76	3.96
Base	255	304	127	128	28	83	71	73	73	182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Mean rating	3.96	3.61	3.86	3.96
Base	214	41	156	99



	Q6a. Are you aware of this vision?	
	Yes	No
T3B	100%	91%
Mean rating	4.35▲	3.78
Base	56	199

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

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

94% of residents are generally supportive of the community vision, in line with the 2016 result. Residents who were aware of the community vision were significantly more supportive.

CSP Themes

Council's CSP is built around five themes ('Our Community', 'Our Environment', 'Our Economy', 'Our Infrastructure', and 'Our Civic Leadership'). Respondents were asked to nominate (on open-ended questions) the highest priority issues to be addressed over the next ten years for each of the themes.

On the pages that follow, we have summarised these open-ended responses for each theme – and we have also repeated the earlier Importance/Satisfaction scores for the services/facilities within each theme, where we have linked the service/facility to the appropriate strategy/action from the theme.





CSP Outcomes – Our Community



STRATEGY 1: TO LIVE IN AN INCLUSIVE, TOLERANT AND HEALTHY COMMUNITY WHICH DEMONSTRATES A POSITIVE ATTITUDE

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 5: Community transport	82% (+29%)	89% (-2%)
Action 7: Home Modification Service for those with mobility issues	77% (+35%)	91% (+5%)
Action 7: Community Support services	78% (+24%)	83% (-10%)



STRATEGY 2: TO ADVOCATE FOR QUALITY EDUCATIONAL AND CULTURAL OPPORTUNITIES

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 2: Supporting cultural opportunities and services	48% (+2%)	88% (+4%)

Note: Value in brackets represents percentage change from 2016.

Priority Issues to Achieve 'Our Community' Theme

Q7a. One of the themes in our CSP is 'Our Community', where our goals are to have an inclusive, tolerant, positive and healthy community with quality educational and cultural opportunities, and where people feel connected and safe. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Increase sense of safety e.g. lower crime rate, addressing the drug issue	17%
Focus on educational facilities e.g. TAFE, schools, centres	14%
Encourage inclusivity amongst all residents	11%
Provide more services for youth	7%
Create more employment opportunities	6%
Hold more community events in the area	6%
Communicate/consult with the community	4%
Improve standard of services/facilities within the area e.g. water, shopping	4%
Work with Indigenous community members	4%
Provide more cultural services/facilities/opportunities	3%



Increase Sense Of Safety (17%)

'Juvenile crime rates as there needs to be tougher restrictions and more policing in Narrandera'

'Protecting the community from the impacts of drugs'

"More police patrols in the Shire"



Focus On Educational Facilities (14%)

"Improving the TAFE resources"

"Getting educational institutes into the area so people can study in the area rather than going an hour away to study after high school"

"More educational opportunities"



Encourage Inclusivity (11%)

"Teach people to love their neighbours"

"Make all members of the community feel more included"

"By showing more tolerance and inclusion"

For complete list of responses please see Appendix A

Safety, education and inclusivity are priority areas based on open-ended responses. Interestingly there have been significant shifts in Importance ratings for community transport, community support and home modification scores (see previous slide).



CSP Outcomes – Our Environment



STRATEGY 1: TO VALUE, CARE FOR AND PROTECT OUR NATURAL ENVIRONMENT

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 1: Our urban treescape	78% (+7%)	91% (+11%)



STRATEGY 2: TO EFFECTIVELY MANAGE AND BEAUTIFY OUR PUBLIC SPACES

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 2: Parks and open spaces	90% (+3%)	96% (+4%)
Action 2: Playing fields	83% (+3%)	97% (+1%)
Action 2: Provision of bike paths	64% (+10%)	80% (+5%)

Note: Value in brackets represents percentage change from 2016.

Priority Issues to Achieve 'Our Environment' Theme

Q7b. One of the themes in our CSP is 'Our Environment', where our goals are to value, care and protect our natural environment – and to manage and beautify our public spaces and to encourage sustainable practices. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?



Beautification & Maintenance Of The Area (29%)

"Beautification of the town and maintain the local walks and parks"

"Continue to maintain the open green spaces in the area"

"Keep up maintenance of public areas so they look attractive"

"Make the town more attractive"

"Better pruning and maintenance of street trees"

"General beautification"



Preservation Of Wildlife & Green Spaces (15%)

"Trying to keep as much natural habitat around the area as possible"

"Close off more natural areas to stop people driving through them"

"Looking after our wild life"

"Continue to protect the natural environment"

"Maintain what we have got and to plan for future to protect our environment"

N = 255	
Beautification/maintenance of the area e.g. gardens, green spaces	29%
Preservation of wildlife/green spaces e.g. parks, nature reserves, wet lands, koalas	15%
Plant more trees around the LGA	9%
Better management of waterways	8%
Improved waste management services	7%
Encourage the community to get involved with environmental practices	4%
Promote sustainable practices e.g. sustainable power	4%
Educating the community on best environmental practices	3%
Happy with the environment as is	3%
Improve water quality	3%

For complete list of responses please see Appendix A

Almost 30% of residents feel that one way to achieve the 'Our Environment' theme is to beautify and maintain the local area.

CSP Outcomes – Our Economy



STRATEGY 1: TO ENCOURAGE NEW BUSINESS AND INDUSTRY THAT CAN BE SUSTAINED ALSO SUPPORT LOCAL BUSINESS AND INDUSTRY TO GROW AND PROSPER

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 1: Foster industrial development	75% (-6%)	67% (+10%)
Action 1: Promotion of visitation to the Shire	86% (-7%)	83% (+7%)
Action 1: Community events	80% (-4%)	92% (+6%)
Action 1: Narrandera/Leeton Airport	90% (-1%)	96% (-1%)



STRATEGY 2: POPULATION GROWTH, RETENTION AND IDENTIFY NEEDS FOR OUR YOUTH

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 1: Promotion of business establishment and growth of our Shire	85% (-7%)	59% (+7%)

Note: Value in brackets represents percentage change from 2016.

Priority Issues to Achieve 'Our Economy' Theme

Q7c. One of the themes in our CSP is 'Our Economy', where our goals are to support our existing local businesses and industry in order for them to prosper, to encourage new business and industry that can be sustained, and to focus on increasing and retaining our population, particularly our youth. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Attracting business/employment opportunities to the area	40%
Have more services/opportunities for youth	27%
Provide support/work with local business	14%
Maintain/lower operating costs e.g. rent	6%
Promote the area/increase tourism	6%
Assist with business advertising/promotion	4%
Keep businesses in the area	4%
Promote residential development	3%

Attracting Business & Employment Opportunities To The Area (40%)

"Get some big business into the town so there are more jobs"

"Attracting industry to the area"

"Providing incentives for people and businesses to locate in the Council area"

"Encourage more business to come into the area"

Have More Services & Opportunities For Youth (27%)

"Have more sports programs in the area for youth"

"Lack of facilities and opportunities for youth"

"Create and encourage jobs for the youth"

"Providing youth with more experience of the actual workforce by providing more practical experience to youth through education"

Provide Support/Work With Local Business (14%)

"Council assisting with getting local businesses set up and maybe offering some grants"

"Working with start-up businesses instead of being difficult"

"Council assisting businesses to stay afloat in hard times"

"Supporting local business"

For complete list of responses please see Appendix A

Many residents believe that attracting business and employment opportunities to the area is the best way to achieve the 'Our Economy' theme. Reference was also made to having more services/opportunities for youth.

Desirable Businesses To Attract

Q8. What new businesses or industries, if any, would you support Council trying to attract to the Shire?

	N = 213		N = 213
Business in general to bring in jobs	31%	Disability support and services	1%
Restaurants e.g. fast food, takeaway, cafes	21%	Government agencies	1%
Supermarkets e.g. Woolworths, Coles	16%	Accommodation	1%
Clothing stores/retail	9%	Mechanics	1%
Farming/agriculture	7%	Nightclub	1%
Industrial businesses	7%	Sports companies	1%
Manufacturing industry	7%	Technology industry	1%
Transport services	6%	Working hub	1%
Children/youth services	5%	24/7 stores	<1%
Entertainment e.g. theatre, arcade, zoo	5%	Aged care facilities	<1%
Building/construction industry	3%	Aluminium industry	<1%
Department stores e.g. K-Mart, Big W, Target	3%	Clean energy	<1%
Health services	3%	Corporate committee	<1%
Environmentally friendly industries	2%	Corrections e.g. jail facility	<1%
Hardware stores	2%	Larger airport	<1%
Tourist attractions	2%	Specialty shops	<1%
Meat processing industry	1%	Don't know/nothing	8%
Baby shops	1%		
Car dealerships	1%		
Truck wash	1%		

For the 'Our Economy' theme, an additional question was asked about what businesses/industries Council should attempt to attract. Just under a third of respondents (31%) indicated they would support Council attracting most any businesses into the shire. Restaurants and supermarkets were the most frequently mentioned specific businesses.

CSP Outcomes – Our Infrastructure



STRATEGY 1: TO HAVE AN IMPROVED AND ADEQUATELY MAINTAINED ROAD NETWORK

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 3: Maintaining local streets/lanes & roads	94% (-2%)	69% (+9%)



STRATEGY 2: TO IMPROVE, MAINTAIN AND VALUE-ADD TO OUR ESSENTIAL PUBLIC AND RECREATIONAL INFRASTRUCTURE

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 1: Maintaining footpaths	91% (+5%)	66% (-8%)
Action 1: Cemeteries	88% (-1%)	87% (+1%)
Action 1: Swimming pools	88% (-2%)	96% (+4%)
Action 1: Waste management	89% (+6%)	88% (0%)
Action 1: Availability of car parking	82% (-1%)	87% (+5%)
Action 2: Water supply	95% (+4%)	42% (-25%)
Action 2: Sewer services	85% (+4%)	83% (0%)
Action 2: Stormwater services	81% (+4%)	68% (-10%)

Note: Value in brackets represents percentage change from 2016.

Priority Issues to Achieve 'Our Infrastructure' Theme

Q7d. One of the themes in our CSP is 'Our Infrastructure', where our goals are to have an improved and adequately maintained road network – and to improve our essential public and recreational infrastructure such as parks and playgrounds, water and sewer operations, etc. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

Improve Water Quality/Supply (39%)

- "Better sewer and water quality is needed as it is really brown and not drinkable"
- "Improve the quality of water"
- "Water quality"
- "Address the town water situation as it is not drinkable"
- "Improving the quality of the water supply"
- "Cleaning our water"

Increased Road Maintenance (24%)

- "Road infrastructure to keep up with the increasing population"
- "Fix the roads"
- "Have better and more frequent maintenance of roads"
- "Improve the all local roads, sealed and unsealed, for better access"
- "Unsealed roads need to be graded more often"

Improve Parks/Playgrounds (14%)

- "Improve the playgrounds for toddlers as they are more suited to older children rather than those younger"
- "Keep parks and playgrounds maintained"
- "Installing new playing equipment for the area"

Upkeep Of General Maintenance Within The Area (14%)

- "Continue to maintain the local infrastructure to its current standard"
- "Keeping the area maintained and upgrade where needed"
- "Maintain what we have as we have a beautiful town"

	Base: N = 255
Improve water quality/supply	39%
Increased road maintenance	24%
Improve parks/playgrounds	14%
Upkeep of general maintenance within the area	13%
Improve sewerage system	7%
Better sports venues	5%
Invest more into quality infrastructure	4%

For complete list of responses please see Appendix A

Almost 40% of residents want to see water quality and supply improved to aid in achieving the 'Our Infrastructure' theme, followed by increased road maintenance.

Interestingly, the road satisfaction score has shifted positively in 2021 (see previous slide).



CSP Outcomes – Our Civic Leadership



STRATEGY 1: TO HAVE A COUNCIL THAT DEMONSTRATES EFFECTIVE MANAGEMENT CONSISTENTLY, ALSO A COUNCIL THAT COMMUNICATES AND ENGAGES WELL WITH THE COMMUNITY AND WORKS COLLABORATIVELY

Actions	IMP Top 2 Box	SAT Top 3 Box
Action 1: Ease of engaging with Councillors	86% (+6%)	74% (+4%)
Action 1: Ease of engaging with Council staff	87% (+4%)	77% (+1%)
Action 1: Opportunity to participate in Council decision-making	79% (-4%)	60% (+0%)
Action 3: Provision of Council information to the community	86% (-5%)	72% (-1%)

Note: Value in brackets represents percentage change from 2016.

Priority Issues to Achieve 'Our Civic Leadership' Theme

Q7e. One of the themes in our CSP is 'Our Civic Leadership', which deals with how Council interacts with the community. In particular, our goals are to demonstrate effective ongoing management, efficient processes when dealing with the community, and to communicate, engage and collaborate with the community. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
*NET: Communication from Council	51%
Improved communication/provision of information	27%
Improved consultation/engagement	15%
Increased transparency/accountability	12%
Council need to listen to the community	7%
Need for better leadership within Council	4%
Need for more activities for youth	4%
Council should continue as is	3%

Improved Communication & Provision Of Information (27%)

"Better communication with the community"

"Not enough information to residents"

"Communicate more through multiple different ways as not everyone reads social media, maybe send out information in the newspapers, or emails"

"Communicating with the community to ensure they receive updated information on what is happening"

Improved Consultation & Engagement (15%)

"More consultation with the residents about Council decision making"

"More engagement opportunities with residents"

"Encourage constant engagement with the community"

"Making sure Councillors are accessible and keeping in touch with the community, maybe through councillors going out in the community"

Increased Transparency & Accountability (12%)

"Be more transparent with the community about decision making"

"Council to be forthcoming with what is going on and allow community input"

"More openness and honesty from Councillors"

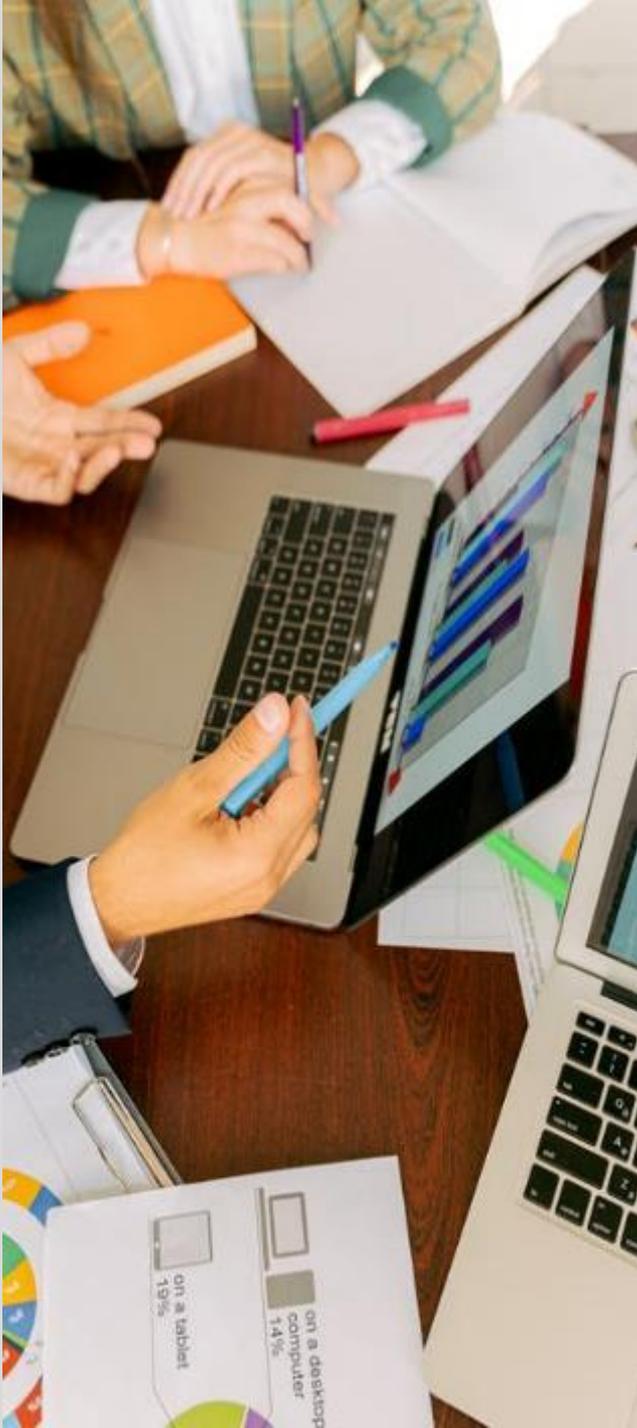
"Being more truthful to the community as they say they are fixing the water, but then they never do"

For complete list of responses please see Appendix A

*Note: Measures shown in light purple make up NET: Communication from Council.

51% of residents believe that communication is the key to achieving Council's goals within this CSP theme.

Council's Level of Investment



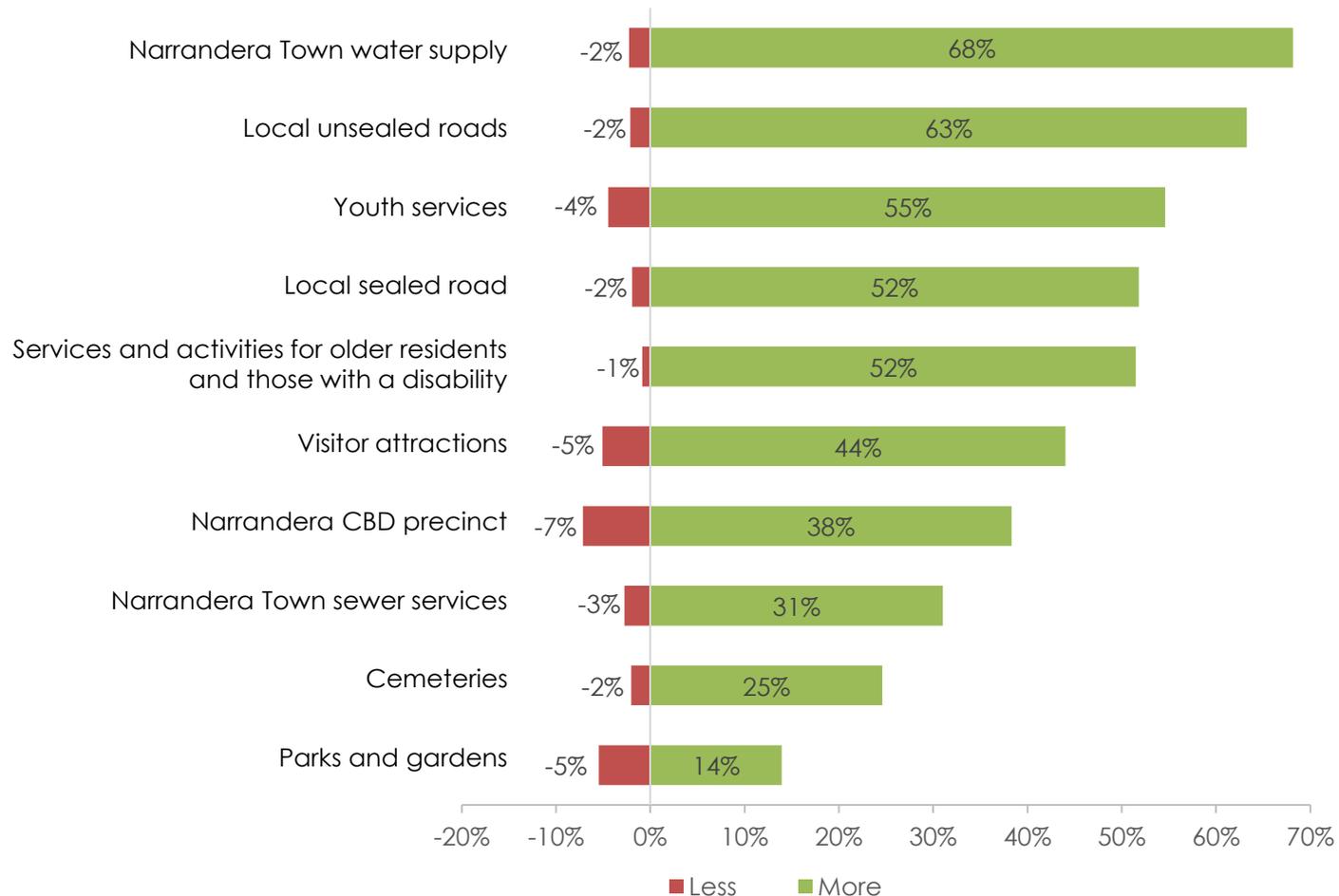
Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
3. Priority Issues & CSP
- 4. Council's Level of Investment**
5. Councils Customer Service and Communications
6. COVID - 19
7. State Government Services
8. Importance of, and Satisfaction with, Council Services & Facilities

Residents were asked to indicate whether Council should invest more, the same, or less for ten asset classes.

Council's Level of Investment

Q2c. I am now going to read out a short list of services and facilities provided by Council, tell me whether Council should invest less, the same or more:



Base: N = 255

There is no appetite for any service reduction across the ten assets.

Note however that the community has not simply said they want more investment across all assets – there is a very clear hierarchy.

More Investment – By Demographics

Q2c. I am now going to read out a short list of services and facilities provided by Council, tell me whether Council should invest less, the same or more:

	More investment % - Overall	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Narrandera Town water supply	68%	72%	64%	75%	78%	69%	54%▼	64%	70%
Local unsealed roads	63%	63%	64%	45%	73%	67%	55%	63%	63%
Youth services	55%	51%	58%	71%	66%	50%	41%▼	54%	55%
Local sealed road	52%	50%	53%	46%	54%	57%	47%	50%	53%
Services and activities for older residents and those with a disability	52%	50%	53%	58%	57%	51%	44%	55%	50%
Visitor attractions	44%	44%	44%	37%	50%	46%	38%	48%	42%
Narrandera CBD precinct	38%	36%	40%	33%	54%▲	32%	28%▼	41%	37%
Narrandera Town sewer services	31%	40%▲	22%	16%	34%	38%	26%	31%	31%
Cemeteries	25%	22%	27%	25%	33%	24%	15%▼	17%	28%
Parks and gardens	14%	15%	13%	17%	19%	7%	13%	17%	13%
Base	255	127	128	28	83	71	73	73	182

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

Older residents are least likely to want greater investment in Council services.

Council's Level of Investment – By More Investment

Q2c. I am now going to read out a short list of services and facilities provided by Council, please select whether Council should invest less, the same or more:

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Narrandera Town water supply	65%	85%▲	76%▲	56%
Local unsealed roads	62%	69%	63%	64%
Youth services	51%	76%▲	61%▲	44%
Local sealed road	51%	55%	53%	50%
Services and activities for older residents and those with a disability	47%	73%▲	50%	53%
Visitor attractions	45%	40%	48%	37%
Narrandera CBD precinct	37%	47%	40%	35%
Narrandera Town sewer services	28%	46%	30%	32%
Cemeteries	22%	37%	25%	24%
Parks and gardens	15%	10%	15%	12%
Base	214	41	156	99

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

Some observable skews.

Council's Customer Service and Communications

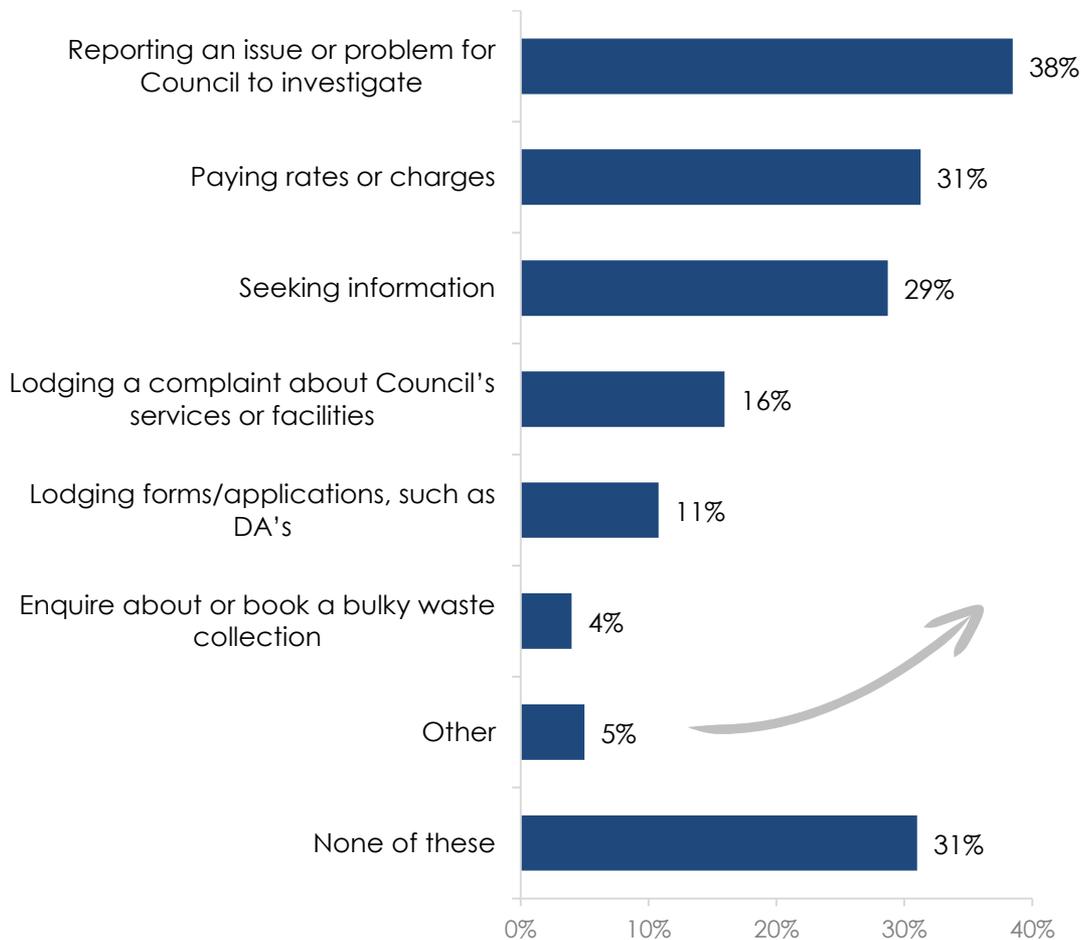


Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
3. Priority Issues & CSP
4. Council's Level of Investment
- 5. Councils Customer Service and Communications**
6. COVID - 19
7. State Government Services
8. Importance of, and Satisfaction with, Council Services & Facilities

Contact with Council

Q3a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc, for any of the following reasons?



Other specified	Count
Community services	2
Enquiring about a survey	2
Enquiring about the Shire not purchasing local goods	2
Water services	2
Amending a payment plan	1
Enquiring about road maintenance	1
Housing security	1
Proposing ideas for Council	1
Requesting a footpath	1
Tree maintenance	1
Vandalism	1
Zoning	1

Base: N = 255

69% of residents had contacted Council in the last 12 months.

The majority contacts revolved around reporting an issue or problem, making a payment, or seeking information.

Contact with Council – By Demographics

Q3a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc, for any of the following reasons?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Reporting an issue or problem for Council to investigate	38%	38%	39%	25%	40%	36%	44%	29%	42%
Paying rates or charges	31%	31%	31%	29%	39%	22%	32%	29%	32%
Seeking information	29%	23%	35%	42%	35%	25%	20%▼	32%	27%
Lodging a complaint about Council's services or facilities	16%	15%	17%	9%	21%	16%	13%	13%	17%
Lodging forms/applications, such as DA's	11%	12%	10%	0%	15%	10%	11%	10%	11%
Enquire about or book a bulky waste collection	4%	4%	3%	0%	4%	6%	2%	0%	5%
Other	5%	5%	5%	0%	3%	11%▲	5%	7%	5%
None of these	31%	35%	28%	37%	29%	31%	33%	34%	31%
Base	255	127	128	28	83	71	73	73	182

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

Similar results by key demographics.

Contact with Council – By Demographics

Q3a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc, for any of the following reasons?

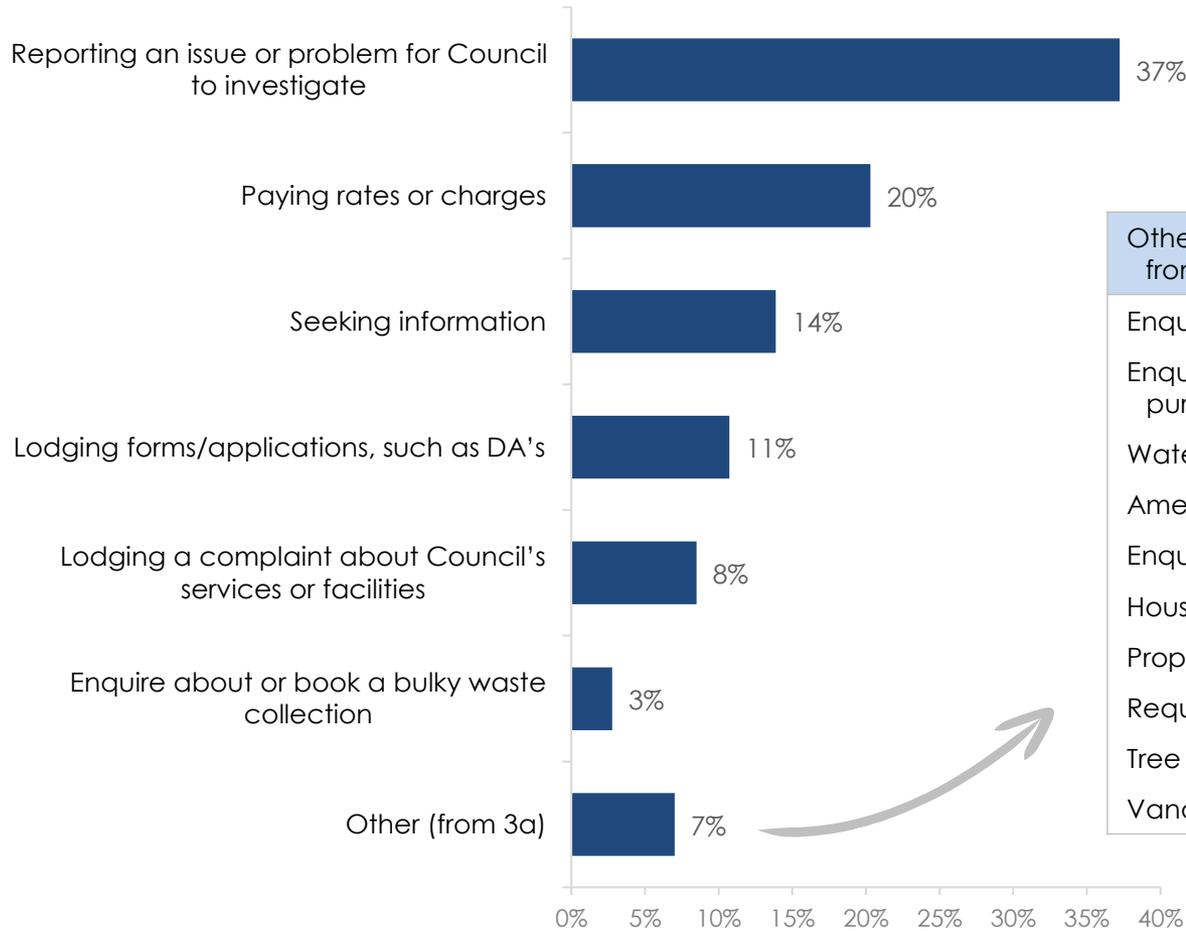
	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Reporting an issue or problem for Council to investigate	39%	38%	39%	38%
Paying rates or charges	36%▲	8%	30%	34%
Seeking information	28%	31%	23%▼	38%
Lodging a complaint about Council's services or facilities	16%	14%	17%	14%
Lodging forms/applications, such as DA's	12%	6%	11%	11%
Enquire about or book a bulky waste collection	4%	4%	3%	5%
Other	6%	3%	7%	3%
None of these	28%	47%	36%	24%
Base	214	41	156	99

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

Note that rural/village residents were significantly more likely to have contacted Council to seek information.

Most Recent Contact with Council

Q3b. (If contacted), thinking about your most recent contact with Council, which one of those reasons was your contact for?



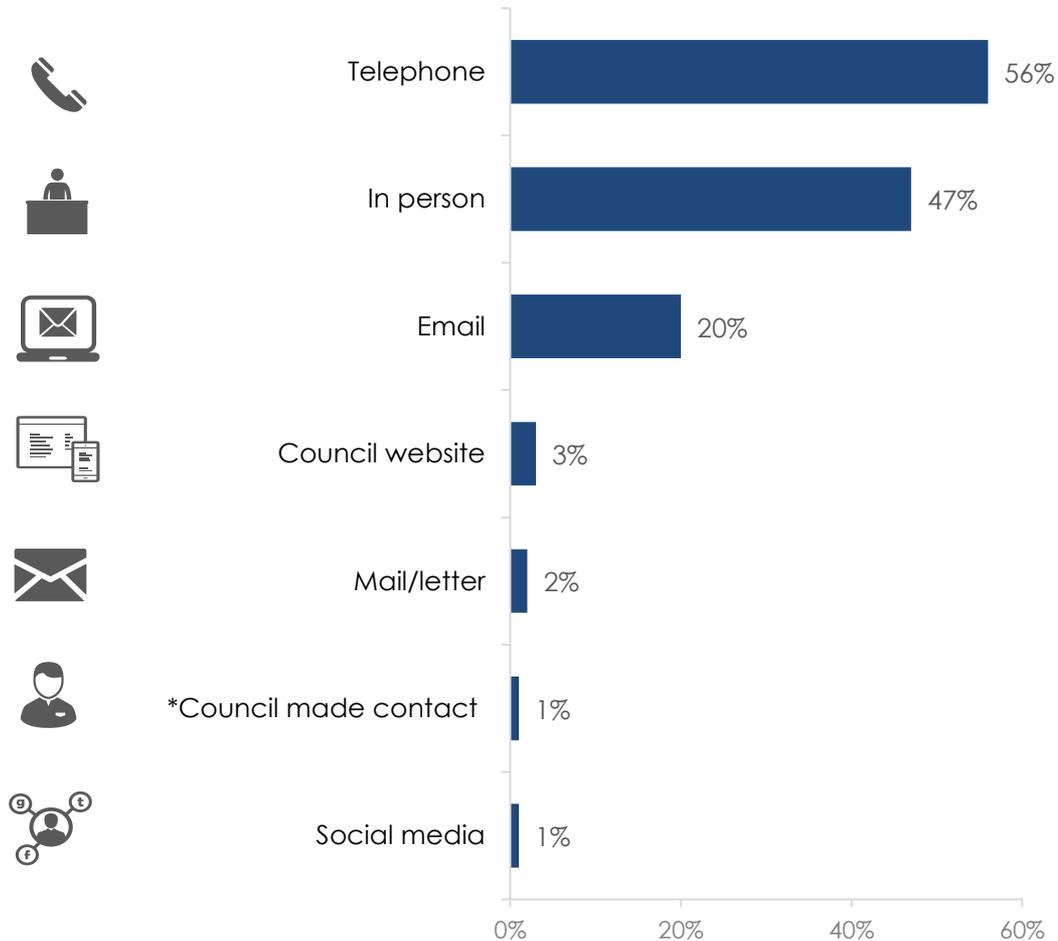
Other (from Q3a) – piped through from Q3a	Count
Enquiring about a survey	2
Enquiring about the Shire not purchasing local goods	2
Water services	2
Amending a payment plan	1
Enquiring about road maintenance	1
Housing security	1
Proposing ideas for Council	1
Requesting a footpath	1
Tree maintenance	1
Vandalism	1

Base: N = 175

Residents most recently contacted Council in regards to 'reporting an issue or problem for Council to investigate' (37%).

Method of Most Recent Contact

Q3c. (If contacted), thinking of your most recent contact with Council, what method or methods of contact did you use?



Base: N = 175

*Please note: 'Council made contact' was unprompted.

The majority of interactions are active, so either face to face or via phone. Use of email/Council's website/social media is relatively low.

Method of Most Recent Contact – By Demographics

Q3c. (If contacted), thinking of your most recent contact with Council, what method or methods of contact did you use?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Telephone	56%	60%	52%	46%	59%	62%	49%	55%	56%
In person	47%	52%	42%	40%	49%	44%	50%	50%	46%
Email	20%	15%	24%	39%	32%▲	11%	7%▼	19%	20%
Council website	3%	0%	7%▲	0%	8%▲	2%	1%	5%	3%
Mail/letter	2%	0%	4%▲	0%	2%	2%	4%	3%	2%
Council made contact	1%	1%	0%	0%	0%	0%	2%	0%	1%
Social media	1%	0%	3%	7%	2%	0%	0%	0%	2%
Base	175	83	92	17	59	49	49	48	127

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Telephone	51%	87%▲	50%	63%
In person	49%	35%	56%▲	35%
Email	20%	16%	20%	20%
Council website	4%	0%	2%	6%
Mail/letter	2%	2%	3%	1%
Council made contact	1%	0%	1%	0%
Social media	2%	0%	2%	0%
Base	153	22	100	75

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

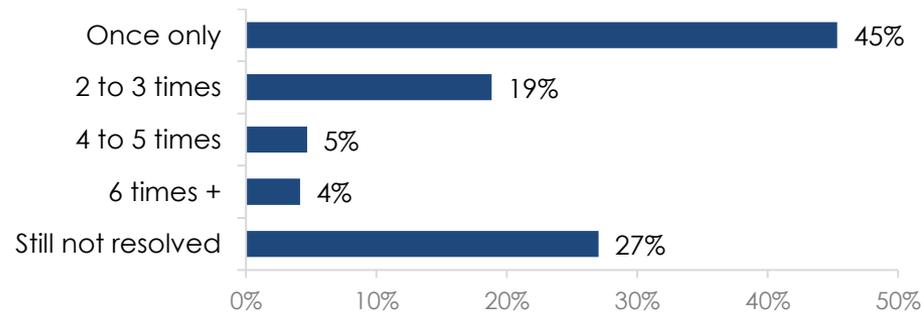


Number of Contacts Made

Q3d. (If contacted), how many times did you contact Council before your issue was resolved?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Once only	45%	47%	44%	53%	43%	43%	48%	58%	40%
2 to 3 times	19%	17%	20%	14%	23%	13%	21%	12%	21%
4 to 5 times	5%	6%	3%	13%	8%	0%	3%	2%	6%
6 times +	4%	5%	4%	0%	8%	2%	3%	7%	3%
Still not resolved	27%	24%	30%	20%	18%	43%▲	25%	20%	30%
Base	175	83	92	17	59	49	49	48	127

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Once only	46%	42%	40%	53%
2 to 3 times	19%	21%	18%	21%
4 to 5 times	2%	21%▲	7%	1%
6 times +	5%	0%	6%	2%
Still not resolved	28%	17%	29%	24%
Base	153	22	100	75



Base: N = 175

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

Nearly half of the transactions were resolved after one contact. However 27% claimed that their issue has still not been resolved.

Number of Contacts Made by Most Recent Contact

Q3b. (If contacted), thinking about your most recent contact with Council, which one of those reasons was your contact for?

Q3d. (If contacted), how many times did you contact Council before your issue was resolved?

	Reporting an issue or problem for Council to investigate	Paying rates or charges	Seeking information	Lodging forms/applications, such as DA's	Lodging a complaint about Council's services or facilities	Enquire about or book a bulky waste collection	Other
Once only	36%	77%▲	71%▲	19%▼	0%▼	100%	23%
2 to 3 times	21%	13%	9%	33%	34%	0%	7%
4 to 5 times	10%▲	1%	0%	6%	0%	0%	0%
6 times +	5%	3%	0%	11%	6%	0%	0%
Still not resolved	27%	5%▼	21%	30%	60%▲	0%	70%▲
Base	65	35	24	19	15	5	12

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

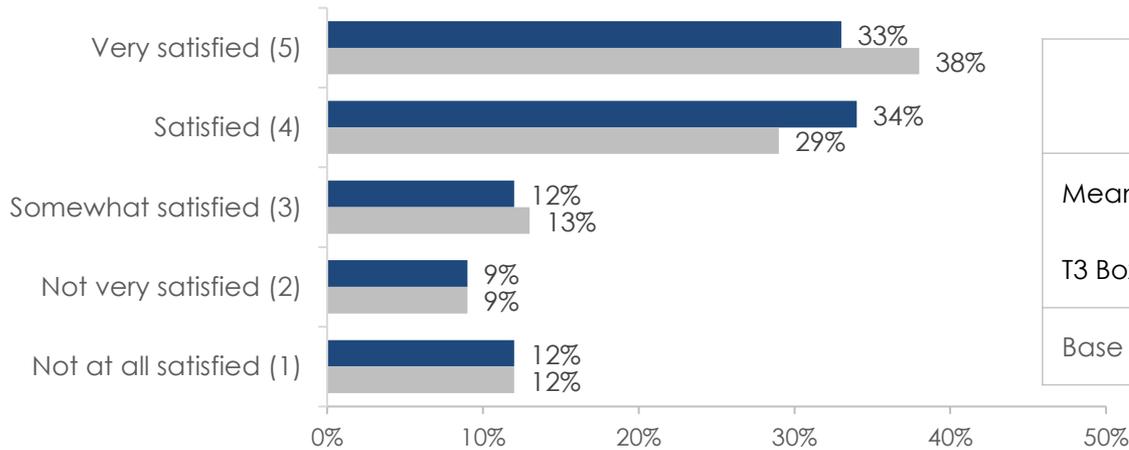
Whilst samples sizes are generally low, enquiries regarding rates, information and lodging applications or forms was significantly more likely to be resolved on the first contact. In contrast, 60% of the 15 respondents who lodged a complaint believe it is yet to be resolved.

Satisfaction With Contact

Q3e. (If contacted), overall, how satisfied were you with the way your contact was handled?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Mean rating	3.67	3.53	3.80	3.34	3.65	3.52	3.96	3.76	3.64
Base	175	83	92	17	59	49	49	48	127

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Mean rating	3.68	3.63	3.59	3.77
Base	153	22	100	75



	Narrandera Shire Council	Micromex Customer Service Benchmark
Mean rating	3.67	3.77
T3 Box	79%	80%
Base	175	23,641

■ Narrandera Shire Council (N = 175) ■ MMX Benchmark (N = 23,641)

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

79% of residents that have contacted Council are at least somewhat satisfied with the way that their contact was handled. Results are in line with Micromex benchmarks.

Satisfaction With Contact By Most Recent Contact

Q3b. (If contacted), thinking about your most recent contact with Council, which one of those reasons was your contact for?

Q3e. (If contacted), overall, how satisfied were you with the way your contact was handled?

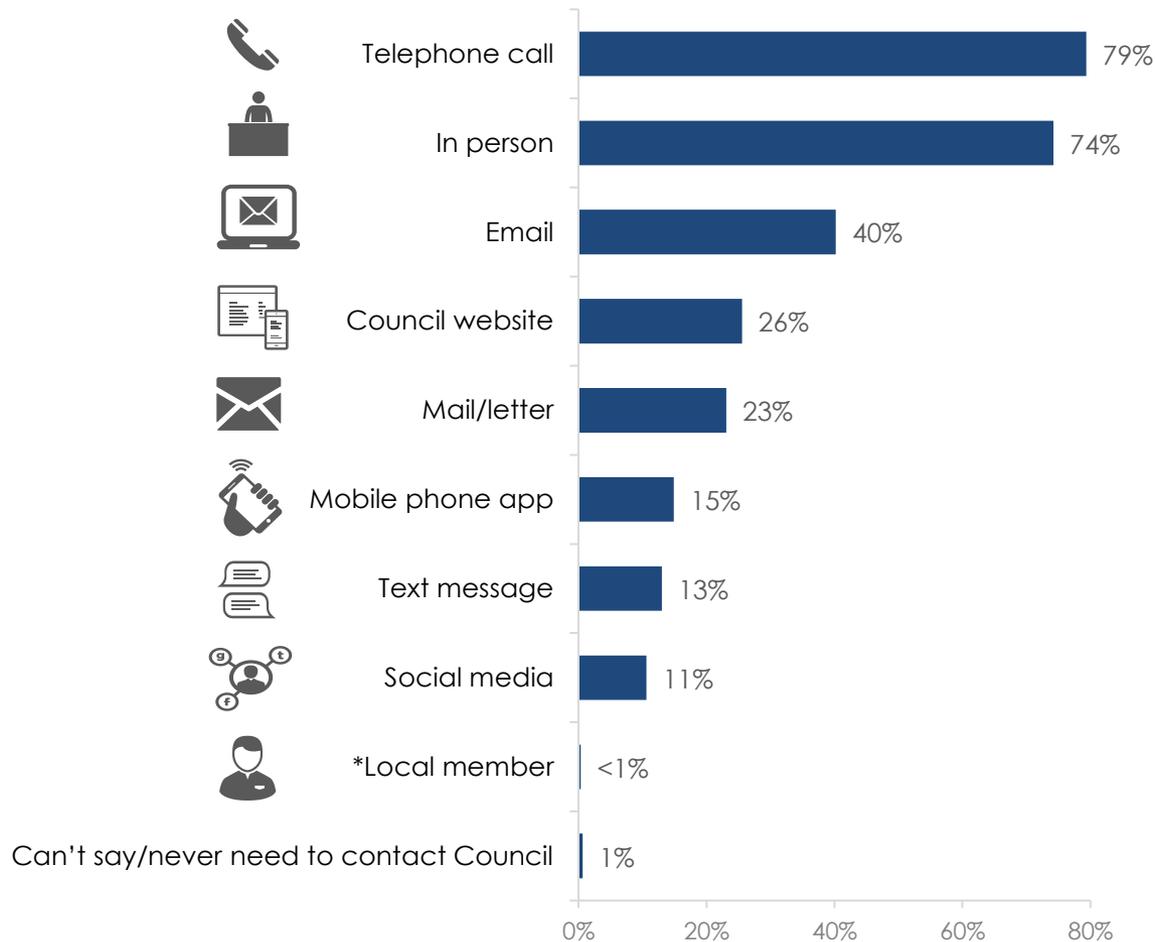
	Reporting an issue or problem for Council to investigate	Paying rates or charges	Seeking information	Lodging forms/applications, such as DA's	Lodging a complaint about Council's services or facilities	Enquire about or book a bulky waste collection	Other
5 - Very satisfied	23%▼	55%▲	35%	31%	8%	65%	33%
4 - Satisfied	34%	35%	47%	22%	36%	35%	26%
3 - Somewhat satisfied	22%▲	0%▼	8%	23%	0%	0%	0%
2 - Not very satisfied	8%	5%	9%	9%	18%	0%	23%
1 - Not at all satisfied	13%	5%	0%	15%	38%▲	0%	18%
Top 3 Box	79%	91%	91%	76%	44%▼	100%	59%
Mean rating	3.47	4.32▲	4.08	3.45	2.58▼	4.65▲	3.33
Base	65	35	24	19	15	5	12

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

Residents that made contact with Council were most satisfied when contacting Council regarding rates and enquiring about a bulky waste collection. In contrast, satisfaction was noticeably lower amongst the 15 residents who lodged a complaint.

Method for Future Contact with Council

Q4a. If you needed to contact Council to obtain information about any sort of Council-related issue, which of the following methods would you prefer to use to contact Council?



Base: N = 255

*Please note: 'Local member' was unprompted.

The majority preference for future interactions is either face to face or via phone.

Method for Future Contact with Council – By Demographics

Q4a. If you needed to contact Council to obtain information about any sort of Council-related issue, which of the following methods would you prefer to use to contact Council?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Telephone call	79%	81%	78%	83%	79%	88%	70%▼	80%	79%
In person	74%	79%	70%	67%	79%	65%	80%	79%	72%
Email	40%	37%	43%	50%	57%▲	37%	20%▼	50%	36%
Council website	26%	24%	28%	37%	35%	27%	9%▼	36%▲	21%
Mail/letter	23%	24%	22%	13%	24%	30%	19%	26%	22%
Mobile phone app	15%	19%	11%	25%	21%	12%	7%▼	18%	14%
Text message	13%	17%	9%	9%	26%▲	7%	5%▼	17%	12%
Social media	11%	11%	10%	25%	15%	7%	3%▼	15%	9%
Local Member	<1%	1%	0%	0%	0%	0%	1%	0%	0%
Can't say/never need to contact Council	1%	1%	0%	0%	0%	2%	0%	0%	1%
Base	255	127	128	28	83	71	73	73	182

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

Those aged 65+ are less likely to prefer contacting Council using email, internet, apps, texts and social media – preferring instead to obtain information in person.

Method for Future Contact with Council – By Demographics

Q4a. If you needed to contact Council to obtain information about any sort of Council-related issue, which of the following methods would you prefer to use to contact Council?

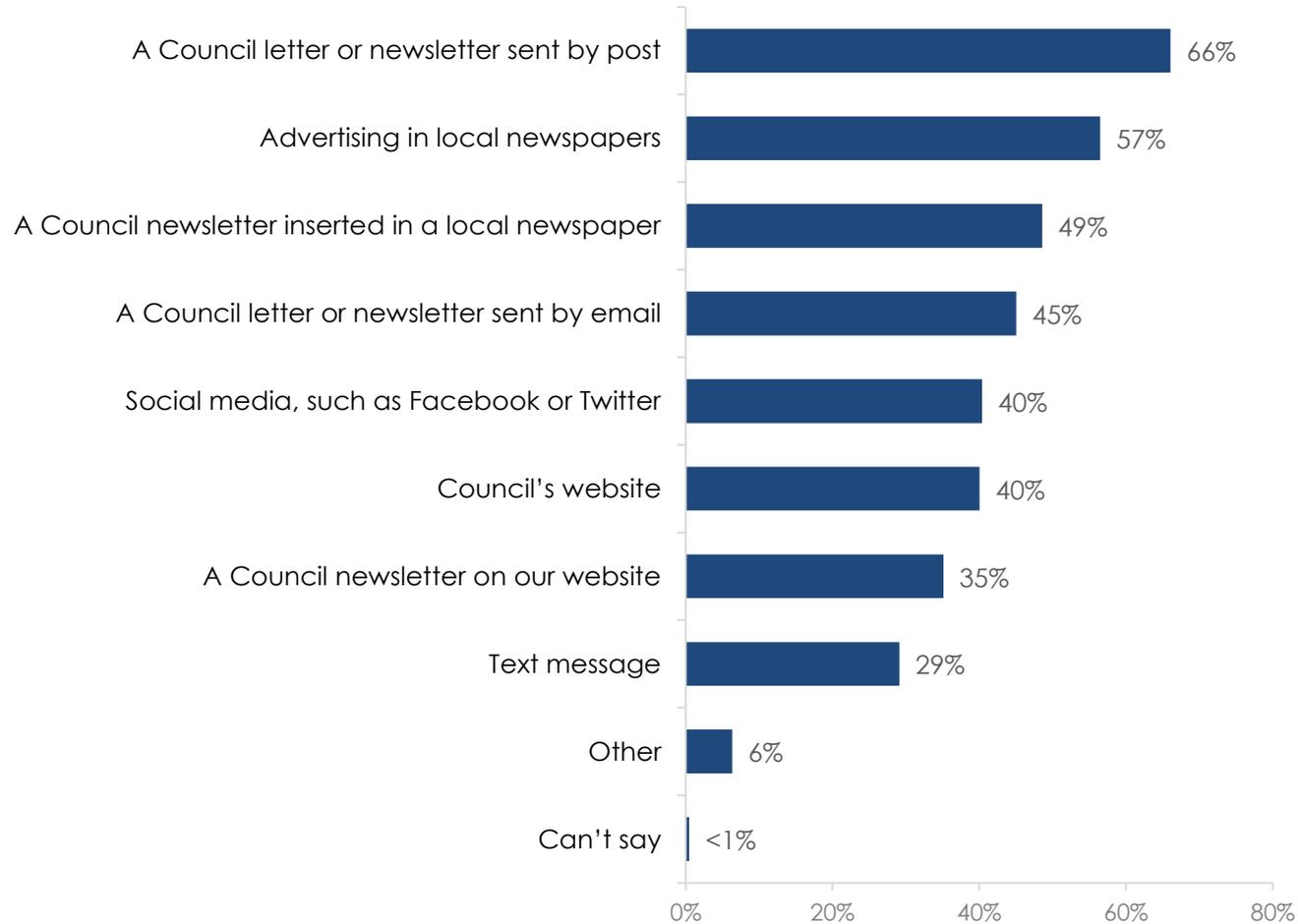
	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Telephone call	80%	76%	76%	85%
In person	74%	75%	79%	67%
Email	42%	32%	33%▼	52%
Council website	25%	31%	23%	30%
Mail/letter	23%	25%	24%	22%
Mobile phone app	14%	18%	17%	12%
Text message	14%	8%	13%	13%
Social media	10%	14%	8%	15%
Local member	0%	0%	0%	1%
Can't say/never need to contact Council	1%	0%	0%	2%
Base	214	41	156	99

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



Preferred Method of Contact

Q4b. In situations where Council has general information it wants to provide the community, which of the following methods would you like prefer Council to use to reach you?



Base: N = 255

66% of residents would like to hear about Council information via letters/newsletters sent by post, followed by advertisements in the local newspapers (57%). There is however some interest in digital media such as website/social media.

Preferred Method of Contact – By Demographics

Q4b. In which of the following methods would you like prefer Council to use to reach you?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
A Council letter or newsletter sent by post	66%	69%	63%	63%	55%▼	68%	78%▲	68%	65%
Advertising in local newspapers	57%	64%▲	49%	45%	50%	59%	66%▲	51%	59%
A Council newsletter inserted in a local newspaper	49%	57%▲	40%	28%	44%	52%	58%▲	53%	47%
A Council letter or newsletter sent by email	45%	44%	46%	42%	57%▲	50%	28%▼	58%▲	40%
Social media, such as Facebook or Twitter	40%	30%	50%▲	71%▲	55%▲	36%	17%▼	50%	37%
Council's website	40%	40%	40%	54%	53%▲	42%	18%▼	53%▲	35%
A Council newsletter on our website	35%	30%	40%	37%	49%▲	36%	18%▼	45%	31%
Text message	29%	28%	30%	42%	37%	26%	18%▼	27%	30%
Other	6%	9%	4%	0%	5%	10%	7%	10%	5%
Base	255	127	128	28	83	71	73	73	182

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

Differences by age highlight that a multi-channel communication strategy is required, particularly if Council wants to slowly move the community over to digital channels.

Preferred Method of Contact – By Demographics

Q4b. In which of the following methods would you like prefer Council to use to reach you?

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
A Council letter or newsletter sent by post	67%	61%	68%	63%
Advertising in local newspapers	56%	58%	57%	56%
A Council newsletter inserted in a local newspaper	48%	50%	49%	48%
A Council letter or newsletter sent by email	47%	36%	45%	45%
Social media, such as Facebook or Twitter	39%	46%	39%	42%
Council's website	35%	68%▲	37%	45%
A Council newsletter on our website	32%	49%	33%	39%
Text message	26%	45%	28%	31%
Other	6%	8%	7%	5%
Base	214	41	156	99

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



COVID - 19



Detailed Results

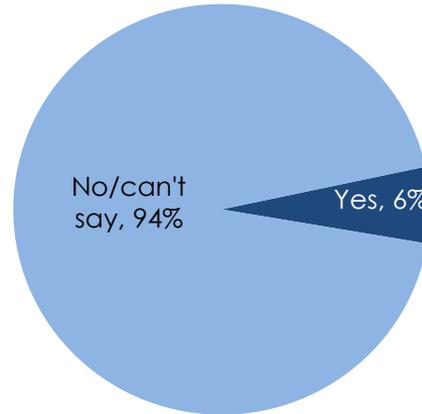
1. Performance of Council
2. Summary of Council Services & Facilities
3. Priority Issues & CSP
4. Council's Level of Investment
5. Councils Customer Service and Communications
- 6. COVID - 19**
7. State Government Services
8. Importance of, and Satisfaction with, Council Services & Facilities

COVID – 19 Information/Advice

Q9a. At any time during the current COVID-19 situation have you sought or referred to information or advice from Council about how to handle the COVID-19 situation?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Yes (%)	6%	4%	8%	9%	7%	5%	5%	8%	5%
Base	255	127	128	28	83	71	73	73	182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Yes (%)	7%	3%	7%	5%
Base	214	41	156	99

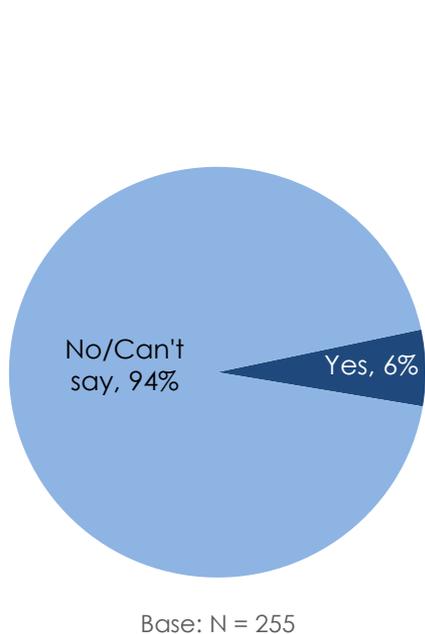


Base: N = 255

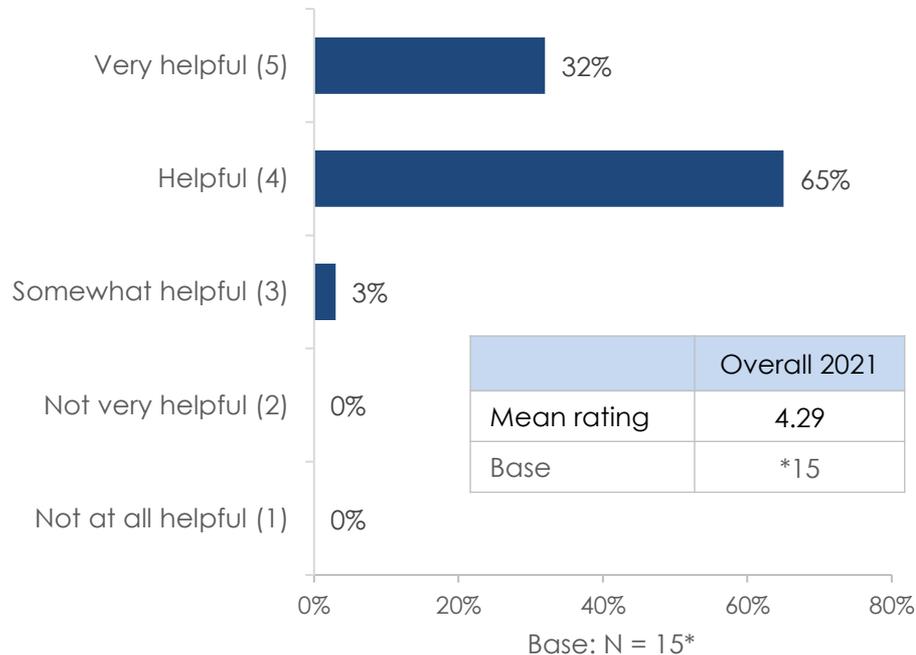
Only 6% of residents contacted Council in regards to dealing with the COVID–19 situation.

Helpfulness of Information/Advice

Q9a. At any time during the current COVID-19 situation have you sought or referred to information or advice from Council about how to handle the COVID-19 situation?



Q9b. How helpful, if at all, was the information or advice from Council?



*Note: Caution small base size

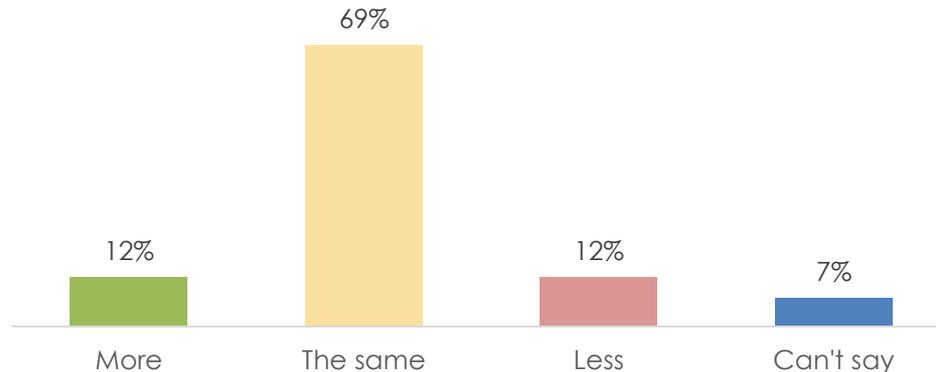
Virtually all 15 residents that contacted Council for information or advice regarding COVID-19 stated that the information was at helpful or very helpful.

Communication From Council During COVID - 19

Q9c. Over the past 12 months or so since COVID-19 became an issue, have you noticed more, the same, or less communication from Council compared to the previous year?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
More	12%	8%	16%	13%	15%	6%	12%	11%	12%
Same	69%	73%	66%	66%	73%	75%	60%▼	74%	67%
Less	12%	14%	11%	13%	6%	12%	19%▲	4%	15%▲
Can't say	7%	6%	8%	9%	6%	6%	9%	10%	6%
Base	255	127	128	28	83	71	73	73	182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
More	12%	8%	15%	6%
Same	71%	61%	62%▼	80%
Less	11%	17%	13%	10%
Can't say	6%	14%	9%	4%
Base	214	41	156	99



Base: N = 255

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

Most residents felt that Council's communication during the COVID-19 situation remained in line with previous levels.

State Government Services



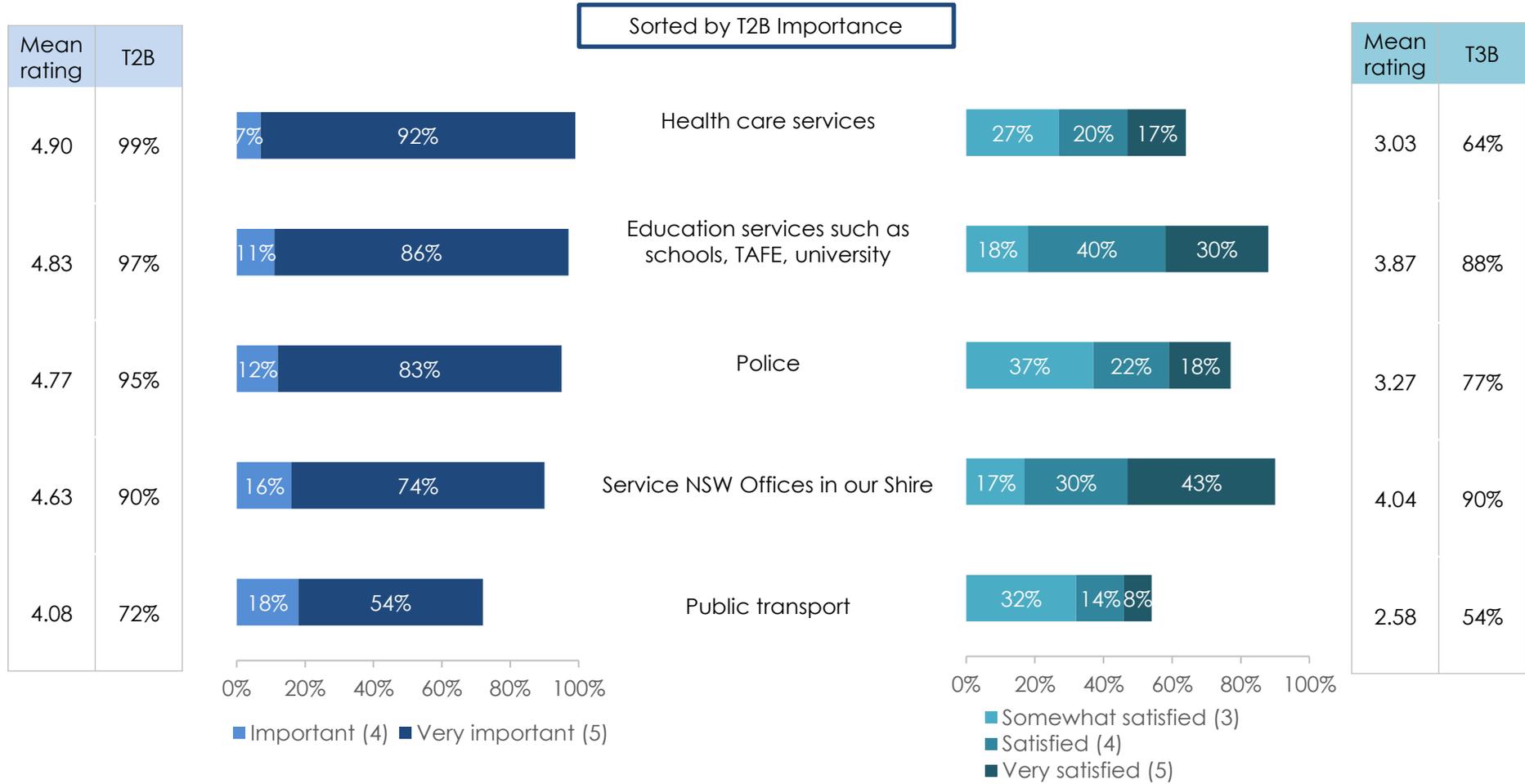
Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
3. Priority Issues & CSP
4. Council's Level of Investment
5. Councils Customer Service and Communications
6. COVID - 19
- 7. State Government Services**
8. Importance of, and Satisfaction with, Council Services & Facilities

At the end of the survey, residents were asked to rate five State Government services/facilities in terms of Importance and Satisfaction (as we did for the 40 Council services/facilities).

State Government Services

Q10. Thinking now about state government services rather than local Council services. How important are the following state government services to you, and how satisfied are you with the state government's delivery of those services?



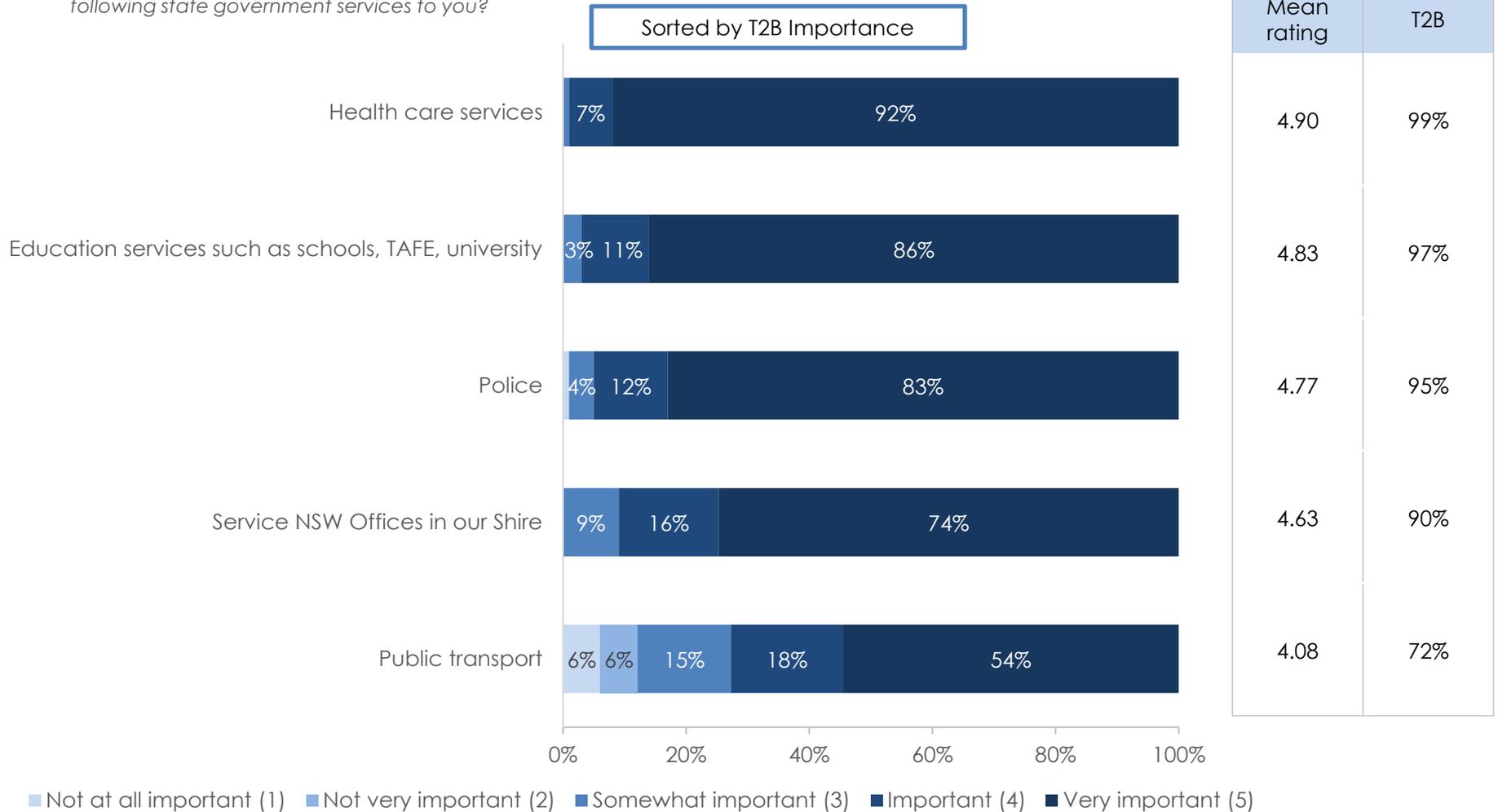
Base: N = 255
Scale: 1 = not at all important, 5 = very important

Base: N = 230 - 251
Scale: 1 = not at all satisfied, 5 = very satisfied

The most obvious and significant gap is in the health space.

State Government Services - Importance

Q10. Thinking now about state government services rather than local Council services. How important are the following state government services to you?



Note: Labels <2% are not shown above
Base: N = 255

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

Residents have rated all state government services as high in terms of importance.

State Government Services – Importance by Demographics

Q10. Thinking now about state government services rather than local Council services. How important are the following state government services to you?

	Overall 2021	Gender		Age				Time lived in area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Health care services	4.90	4.84	4.95▲	5.00▲	4.89	4.93	4.83	4.89	4.90
Education services such as schools, TAFE, university	4.83	4.80	4.85	4.91	4.81	4.86	4.78	4.80	4.84
Police	4.77	4.68	4.85	4.91▲	4.74	4.72	4.78	4.79	4.75
Service NSW Offices in our Shire	4.63	4.66	4.61	4.45	4.56	4.78▲	4.64	4.61	4.64
Public transport	4.08	3.93	4.22	3.67	3.99	4.32	4.10	4.12	4.06
Base	255	127	128	28	83	71	73	73	182

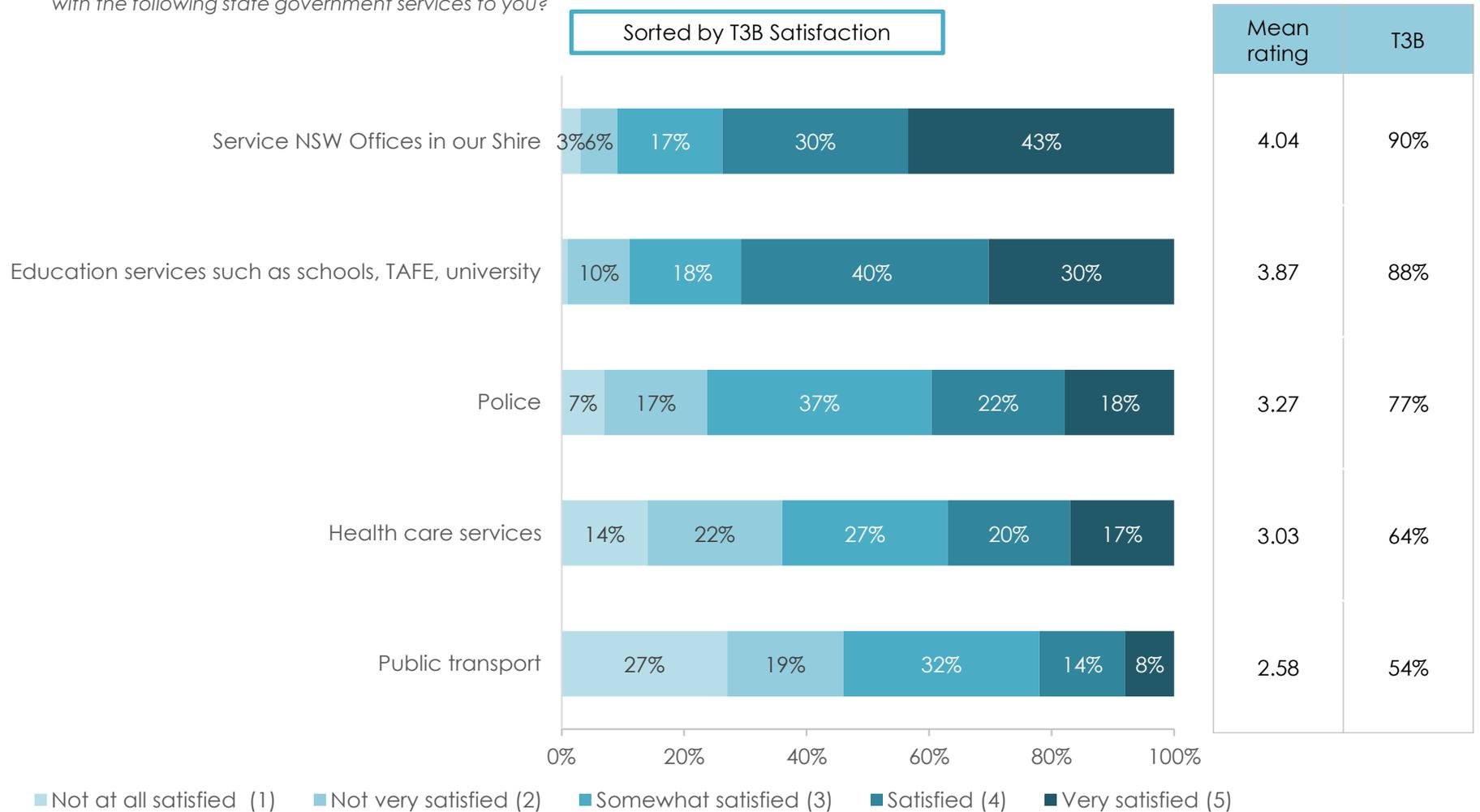
	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Health care services	4.90	4.89	4.87	4.93
Education services such as schools, TAFE, university	4.83	4.80	4.80	4.86
Police	4.79	4.62	4.80	4.72
Service NSW Offices in our Shire	4.64	4.60	4.68	4.55
Public transport	4.03	4.31	4.20	3.89
Base	214	41	156	99

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

All areas are important – relatively speaking though Public Transport is a slightly lower priority.

State Government Services - Satisfaction

Q10. Thinking now about state government services rather than local Council services. How satisfied are you with the following state government services to you?



Note: Labels <1% are not shown above
Base: N = 255

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

Service NSW and Education are generally well regarded - Health care, public transport and policing are areas that Council should advocate the NSW Government to improve.

State Government Services – Satisfaction by Demographics

Q10. Thinking now about state government services rather than local Council services. How satisfied are you with the following state government services to you?

	Overall 2021	Gender		Age				Time lived in the area	
		Male	Female	18 – 34	35 – 49	50 – 64	65+	20 years or less	More than 20 years
Service NSW Offices in our Shire	4.04	4.15	3.92	4.13	3.84	3.98	4.28▲	3.99	4.05
Education services such as schools, TAFE, university	3.87	3.82	3.92	3.47	3.84	3.83	4.11▲	3.68	3.95
Police	3.27	3.30	3.24	2.96	3.02▼	3.26	3.68▲	3.06	3.35
Health care services	3.03	3.04	3.02	2.09▼	2.59▼	3.15	3.75▲	2.87	3.09
Public transport	2.58	2.53	2.63	2.46	2.49	2.45	2.88▲	2.37	2.67
Base	230 - 255	103 - 127	115 - 128	24 - 28	74 - 83	59 - 71	60 - 73	58 - 73	159 - 182

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Service NSW Offices in our Shire	4.02	4.12	4.17▲	3.83
Education services such as schools, TAFE, university	3.92	3.63	3.89	3.84
Police	3.29	3.13	3.30	3.22
Health care services	3.09	2.66	3.09	2.94
Public transport	2.61	2.44	2.57	2.60
Base	181 - 214	36 - 41	136 - 156	81 - 99

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

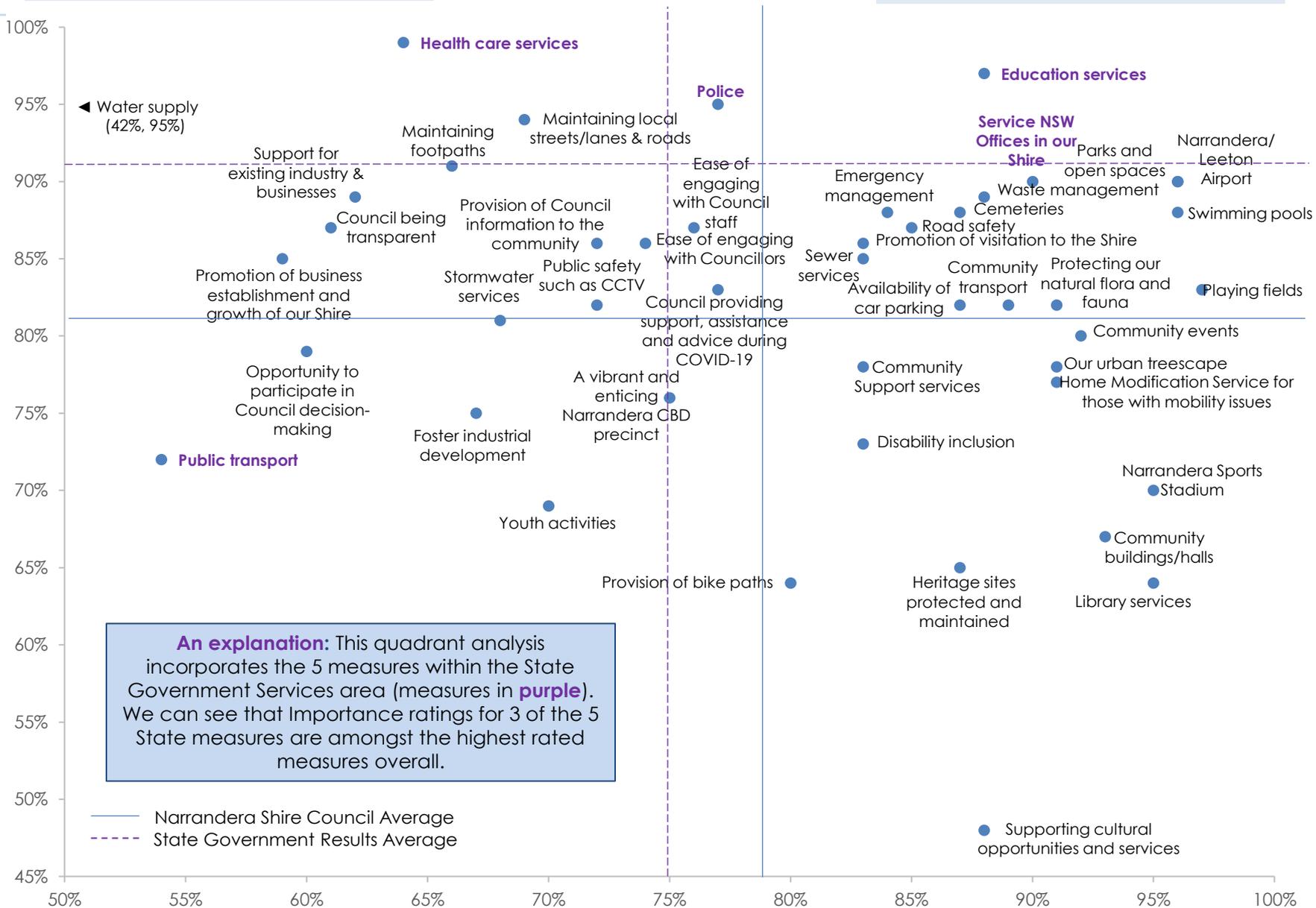
Those aged 65+ are generally more satisfied with all prompted government services.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

Importance of, and Satisfaction with, Council Services & Facilities



Detailed Results

1. Performance of Council
2. Summary of Council Services & Facilities
3. Priority Issues & CSP
4. Council's Level of Investment
5. Councils Customer Service and Communications
6. COVID - 19
7. State Government Services
- 8. Importance of, and Satisfaction with, Council Services & Facilities**

Service Areas

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. Each of the 40 facilities/services were grouped into service areas as detailed below:

Our Community	Our Environment	Our Infrastructure	Our Economy
Supporting cultural opportunities and services, such as Aboriginal identity, the Arts & Community Centre & Museums Disability inclusion Youth activities Library services Narrandera Sports Stadium Community buildings/halls Heritage sites protected and maintained Home Modification Service for those with mobility issues Community Support services such as accompanied shopping and medical visits Community transport A vibrant and enticing Narrandera CBD precinct	Parks and open spaces Our urban treescape Playing fields Provision of bike paths Road safety Protecting our natural flora and fauna Our Civic Leadership Ease of engaging with Councillors Ease of engaging with Council staff Opportunity to participate in Council decision-making Provision of Council information to the community Council being transparent	Maintaining local streets/lanes & roads Maintaining footpaths Cemeteries Swimming pools Public safety such as CCTV Emergency management Water supply Sewer services Stormwater services Waste management Availability of car parking	Foster industrial development Promotion of business establishment and growth of our Shire Support for existing industry & businesses Promotion of visitation to the Shire Community events, such as John O'Brien Folk Festival, Australia Day activities Narrandera/Leeton Airport COVID Leadership Council providing support, assistance and advice to the community during the current COVID-19 situation

An Explanation

The following pages detail the regression findings for each service area, rank services/facilities within each service area and identify the stated importance and satisfaction ratings by key demographics.

Importance

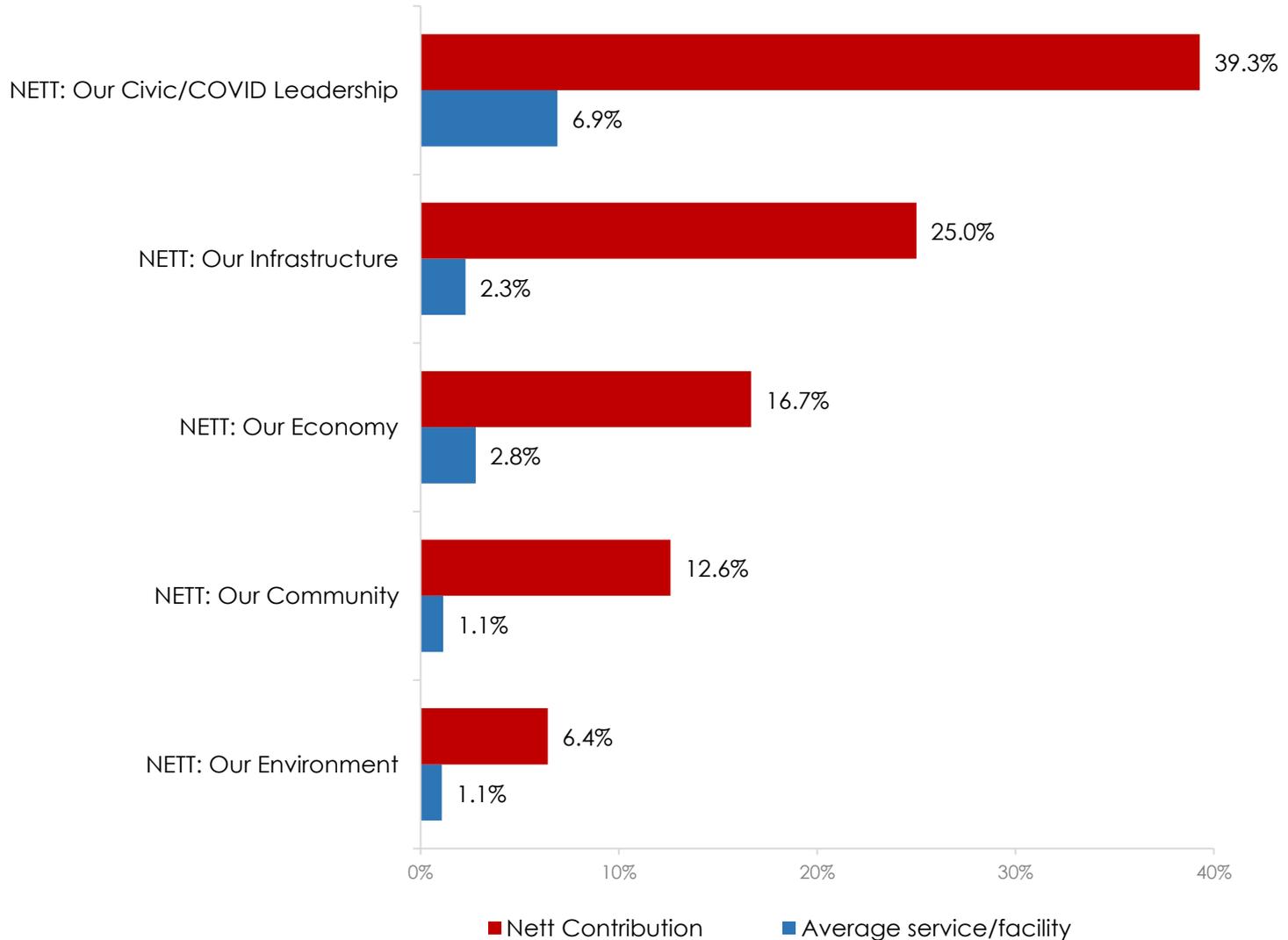
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

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

Contribution to Overall Satisfaction with Council's Performance

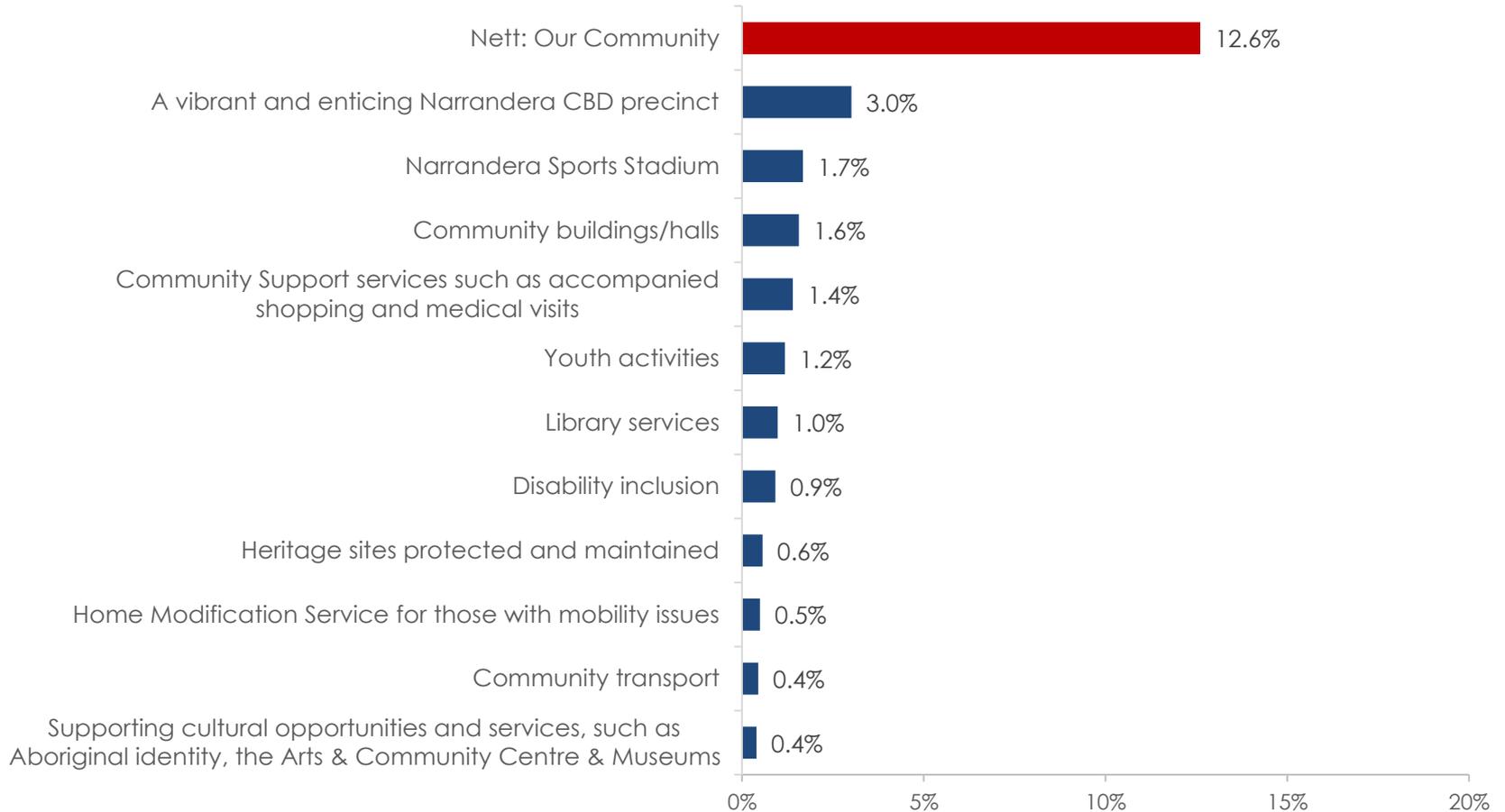
By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Our Civic/COVID leadership' (39%) is the key contributor toward overall satisfaction with Council's performance.



Service Area 1: Our Community

Regression Analysis

Contributes to Over 12% of Overall Satisfaction with Council



Service Area 1: Our Community

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Community transport	82%	89%
Community Support services	78%	83%
Home Modification Service for those with mobility issues	77%	91%
A vibrant and enticing Narrandera CBD precinct	76%	75%
Disability inclusion	73%	83%
Narrandera Sports Stadium	70%	95%
Youth activities	69%	70%
Community buildings/halls	67%	93%
Heritage sites protected and maintained	65%	87%
Library services	64%	95%
Supporting cultural opportunities and services	48%	88%

Within the 'Our Community' service area, in terms of importance, 'community transport' is considered to be the most important, whilst the 'supporting cultural opportunities and services' is the facility of least relative importance.

Service Area 1: Our Community

Importance Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Supporting cultural opportunities and services	3.47	3.26	3.67	3.34	3.58	3.39	3.46	3.57	3.43
Disability inclusion	3.99	3.80	4.18	3.37	3.94	4.19	4.09	3.88	4.03
Youth activities	3.90	3.79	4.00	4.13	3.96	3.78	3.85	3.76	3.95
Library services	3.90	3.65	4.14	2.97	3.84	4.02	4.19	3.89	3.90
Narrandera Sports Stadium	3.94	4.00	3.87	3.87	4.08	3.84	3.90	3.81	3.99
Community buildings/halls	3.89	3.66	4.11	3.71	3.76	4.14	3.85	3.95	3.86
Heritage sites protected and maintained	3.94	3.84	4.03	4.07	3.84	4.02	3.91	3.89	3.95
Home Modification Service for those with mobility issues	4.15	4.04	4.27	3.46	4.01	4.36	4.38	3.88	4.26
Community Support services	4.20	4.01	4.39	3.71	4.12	4.35	4.34	4.05	4.26
Community transport	4.31	4.30	4.32	3.74	4.21	4.50	4.46	4.23	4.34
A vibrant and enticing Narrandera CBD precinct	4.03	3.90	4.17	3.18	4.15	4.04	4.21	3.55	4.23

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



Service Area 1: Our Community

Importance Mean Scores by Key Demographics

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Supporting cultural opportunities and services	3.43	3.69	3.50	3.41
Disability inclusion	4.02	3.84	3.98	4.01
Youth activities	3.89	3.94	3.90	3.89
Library services	3.97	3.52	3.92	3.85
Narrandera Sports Stadium	3.90	4.13	4.07	3.73
Community buildings/halls	3.91	3.78	3.82	3.98
Heritage sites protected and maintained	3.89	4.17	3.97	3.88
Home Modification Service for those with mobility issues	4.18	4.03	4.10	4.23
Community Support services	4.23	4.08	4.15	4.29
Community transport	4.33	4.20	4.28	4.36
A vibrant and enticing Narrandera CBD precinct	4.08	3.81	4.07	3.98

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



Service Area 1: Our Community

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Supporting cultural opportunities and services	8%	13%	31%	21%	27%	255
Disability inclusion	6%	8%	13%	27%	46%	255
Youth activities	8%	6%	17%	26%	43%	255
Library services	6%	9%	21%	17%	47%	255
Narrandera Sports Stadium	9%	7%	14%	21%	49%	255
Community buildings/halls	4%	9%	20%	29%	38%	255
Heritage sites protected and maintained	3%	9%	23%	21%	44%	255
Home Modification Service for those with mobility issues	4%	7%	12%	23%	54%	255
Community Support services	4%	9%	9%	18%	60%	255
Community transport	5%	6%	7%	18%	64%	255
A vibrant and enticing Narrandera CBD precinct	8%	5%	12%	28%	47%	255



Service Area 1: Our Community

Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Supporting cultural opportunities and services	3.77	3.96	3.66	3.14	3.48	4.23	3.90	3.41	3.95
Disability inclusion	3.65	3.75	3.56	3.48	3.36	3.79	3.89	3.45	3.74
Youth activities	3.13	3.31	2.96	2.77	2.85	3.42	3.42	3.24	3.08
Library services	4.38	4.44	4.33	4.13	4.18	4.56	4.46	4.32	4.40
Narrandera Sports Stadium	4.21	4.15	4.27	4.13	4.07	4.24	4.40	4.16	4.22
Community buildings/halls	3.85	3.90	3.82	3.74	3.51	4.03	4.08	3.60	3.97
Heritage sites protected and maintained	3.77	3.81	3.74	3.23	3.50	4.04	4.07	3.47	3.90
Home Modification Service for those with mobility issues	3.78	3.83	3.74	3.35	3.43	4.19	3.92	3.57	3.86
Community Support services	3.67	3.60	3.72	3.50	2.96	3.96	4.14	3.34	3.78
Community transport	4.03	3.95	4.12	3.27	3.75	4.22	4.38	3.49	4.22
A vibrant and enticing Narrandera CBD precinct	3.27	3.16	3.36	2.63	3.04	3.32	3.61	3.32	3.25

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



Service Area 1: Our Community

Satisfaction Mean Scores by Key Demographics

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Supporting cultural opportunities and services	3.80	3.67	3.76	3.79
Disability inclusion	3.71	3.28	3.58	3.76
Youth activities	3.11	3.19	3.15	3.09
Library services	4.38	4.36	4.43	4.28
Narrandera Sports Stadium	4.28	3.85	4.26	4.12
Community buildings/halls	3.85	3.85	3.79	3.94
Heritage sites protected and maintained	3.80	3.67	3.84	3.67
Home Modification Service for those with mobility issues	3.84	3.45	3.76	3.83
Community Support services	3.72	3.40	3.63	3.73
Community transport	4.09	3.71	4.03	4.03
A vibrant and enticing Narrandera CBD precinct	3.28	3.17	3.23	3.32

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



Service Area 1: Our Community

Detailed Overall Response for Satisfaction

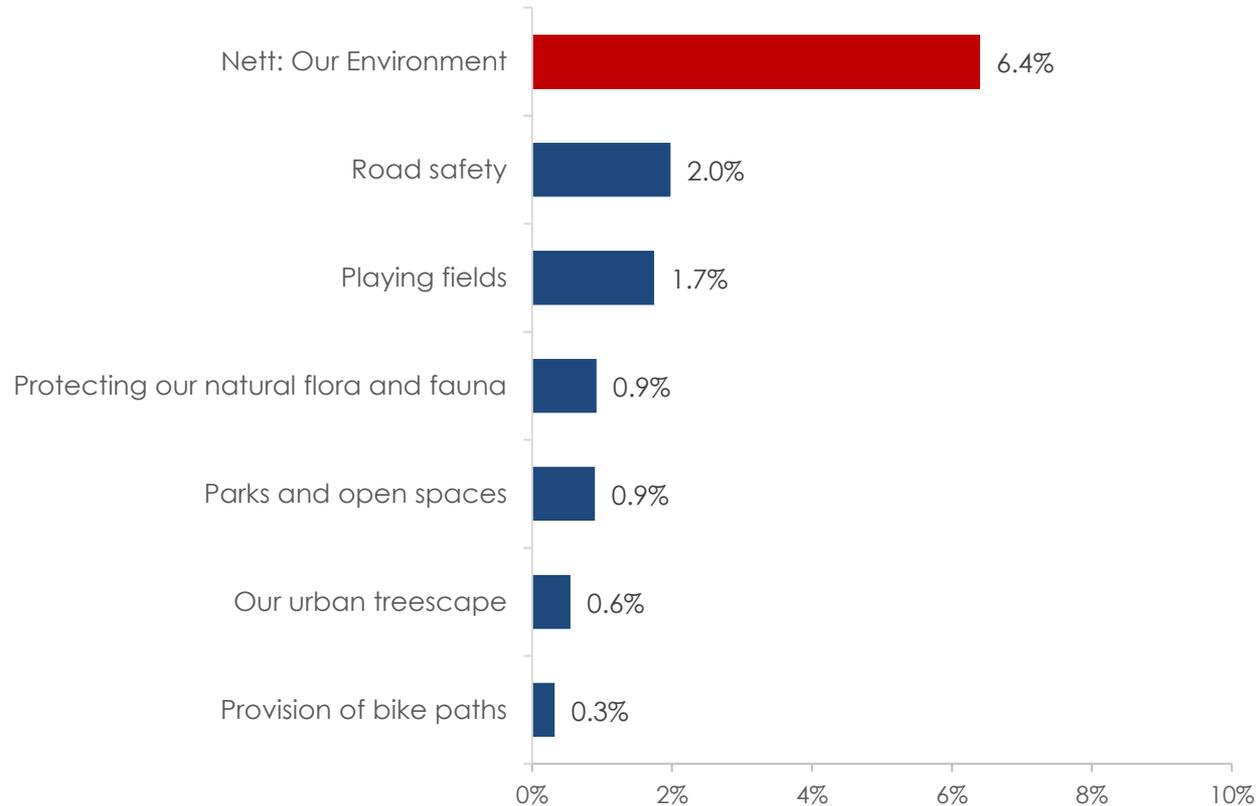
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Supporting cultural opportunities and services	5%	6%	23%	37%	29%	118
Disability inclusion	9%	9%	19%	35%	28%	176
Youth activities	14%	16%	32%	20%	18%	169
Library services	3%	2%	8%	29%	58%	157
Narrandera Sports Stadium	2%	3%	12%	39%	44%	176
Community buildings/halls	3%	4%	24%	42%	27%	170
Heritage sites protected and maintained	4%	9%	24%	32%	31%	159
Home Modification Service for those with mobility issues	4%	5%	30%	32%	29%	159
Community Support services	5%	12%	24%	30%	29%	181
Community transport	4%	7%	16%	28%	45%	194
A vibrant and enticing Narrandera CBD precinct	8%	17%	29%	31%	15%	192



Service Area 2: Our Environment

Regression Analysis

Contributes to Over 6% of Overall Satisfaction with Council



Service Area 2: Our Environment

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Parks and open spaces	90%	96%
Road safety	87%	85%
Playing fields	83%	97%
Protecting our natural flora and fauna	82%	91%
Our urban treescape	78%	91%
Provision of bike paths	64%	80%

Within the 'Our Environment' service area, in terms of importance, 'parks and open spaces' is considered to be the most important, whilst the 'provision of bike paths' is the facility of least relative importance.

Service Area 2: Our Environment

Importance Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Parks and open spaces	4.50	4.41	4.59	3.96	4.66	4.51	4.52	4.54	4.48
Our urban treescape	4.16	4.01	4.31	4.04	4.14	4.20	4.19	4.32	4.10
Playing fields	4.36	4.43	4.29	4.07	4.44	4.27	4.46	4.34	4.36
Provision of bike paths	3.76	3.67	3.85	3.38	4.04	3.73	3.62	3.71	3.78
Road safety	4.52	4.41	4.62	4.41	4.54	4.41	4.62	4.53	4.51
Protecting our natural flora and fauna	4.38	4.29	4.46	4.37	4.29	4.31	4.54	4.29	4.41

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Parks and open spaces	4.52	4.38	4.53	4.45
Our urban treescape	4.14	4.28	4.16	4.15
Playing fields	4.38	4.25	4.33	4.40
Provision of bike paths	3.75	3.84	3.85	3.63
Road safety	4.46	4.80	4.61	4.37
Protecting our natural flora and fauna	4.33	4.61	4.49	4.21

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



Service Area 2: Our Environment

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and open spaces	1%	2%	7%	24%	66%	255
Our urban treescape	2%	5%	15%	32%	46%	255
Playing fields	2%	3%	12%	24%	59%	255
Provision of bike paths	8%	9%	19%	27%	37%	255
Road safety	2%	2%	9%	18%	69%	255
Protecting our natural flora and fauna	2%	1%	15%	21%	61%	255



Service Area 2: Our Environment

Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Parks and open spaces	4.11	4.20	4.03	4.00	4.09	3.96	4.31	4.04	4.14
Our urban treescape	3.79	3.73	3.85	4.06	3.80	3.58	3.91	3.77	3.81
Playing fields	4.14	4.17	4.10	3.77	4.11	4.12	4.31	4.18	4.12
Provision of bike paths	3.39	3.30	3.47	3.46	3.43	3.23	3.47	3.51	3.34
Road safety	3.58	3.59	3.56	3.78	3.35	3.51	3.81	3.66	3.55
Protecting our natural flora and fauna	3.79	3.81	3.76	3.68	3.62	3.84	3.94	3.72	3.81

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Parks and open spaces	4.12	4.05	4.15	4.05
Our urban treescape	3.76	3.96	3.81	3.78
Playing fields	4.17	3.92	4.13	4.16
Provision of bike paths	3.36	3.51	3.41	3.34
Road safety	3.68	3.09	3.47	3.76
Protecting our natural flora and fauna	3.85	3.48	3.75	3.86

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



Service Area 2: Our Environment

Detailed Overall Response for Satisfaction

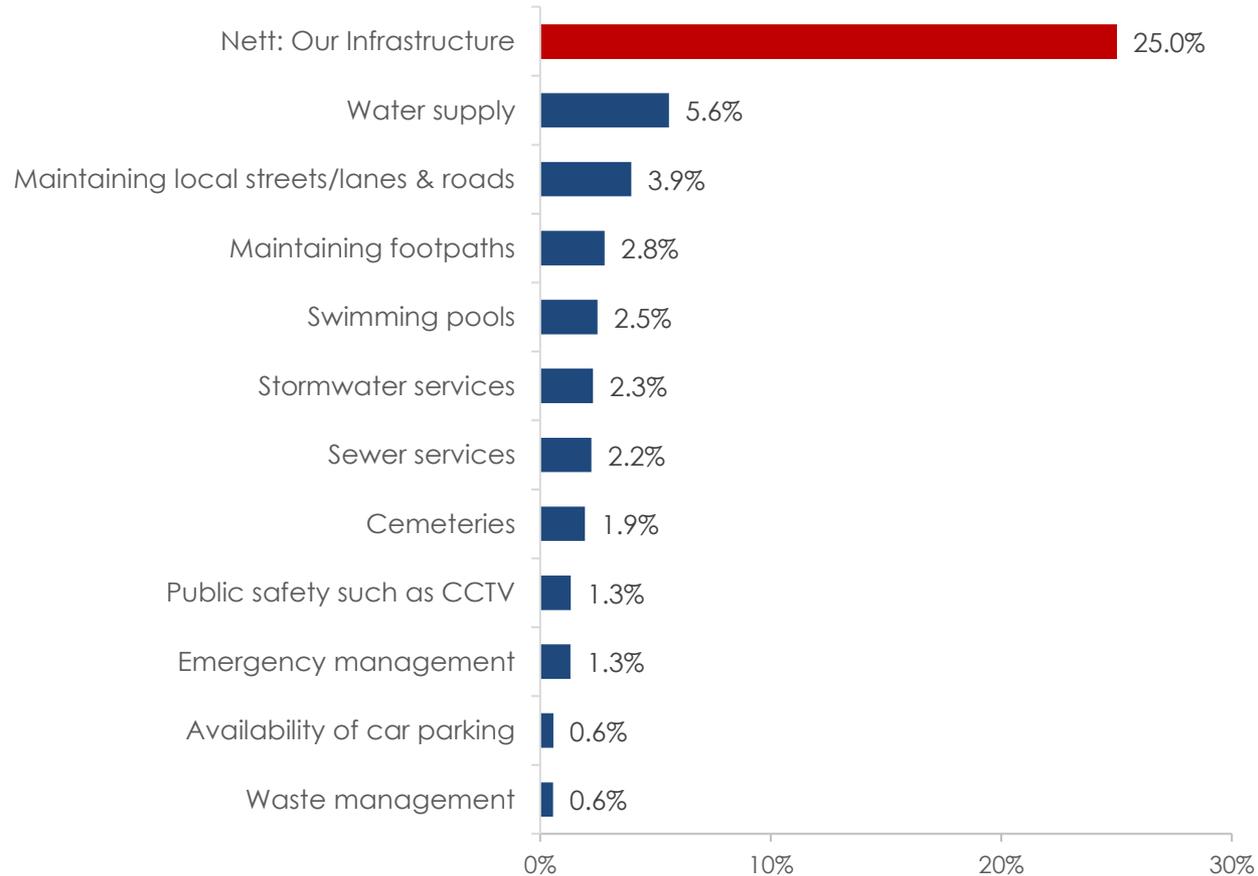
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and open spaces	3%	2%	17%	39%	39%	228
Our urban treescape	2%	6%	24%	45%	23%	199
Playing fields	2%	1%	17%	40%	40%	210
Provision of bike paths	6%	14%	35%	25%	20%	156
Road safety	5%	9%	27%	40%	19%	218
Protecting our natural flora and fauna	3%	6%	28%	36%	27%	204



Service Area 3: Our Infrastructure

Regression Analysis

Contributes to 25% of Overall Satisfaction with Council



Service Area 3: Our Infrastructure

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Water supply	95%	42%
Maintaining local streets/lanes & roads	94%	69%
Maintaining footpaths	91%	66%
Waste management	89%	88%
Swimming pools	88%	96%
Cemeteries	88%	87%
Emergency management	88%	84%
Sewer services	85%	83%
Availability of car parking	82%	87%
Public safety such as CCTV	82%	72%
Stormwater services	81%	68%

Within the 'Our Infrastructure' service area, in terms of importance, 'water supply' is considered to be the most important, whilst the 'stormwater services' is the facility of least relative importance. Swimming pools was rated the highest within this service area in terms of satisfaction.

Service Area 3: Our Infrastructure

Importance Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Maintaining local streets/lanes & roads	4.66	4.58	4.73	4.67	4.61	4.79	4.57	4.48	4.73
Maintaining footpaths	4.54	4.41	4.66	4.17	4.53	4.77	4.46	4.44	4.58
Cemeteries	4.51	4.48	4.53	4.45	4.40	4.67	4.49	4.23	4.62
Swimming pools	4.51	4.33	4.68	4.25	4.62	4.43	4.55	4.51	4.50
Public safety such as CCTV	4.31	4.15	4.46	4.00	4.30	4.48	4.27	4.08	4.40
Emergency management	4.53	4.46	4.61	4.28	4.59	4.64	4.47	4.55	4.53
Water supply	4.75	4.68	4.82	4.79	4.74	4.80	4.71	4.74	4.76
Sewer services	4.42	4.37	4.48	4.07	4.34	4.48	4.59	4.43	4.42
Stormwater services	4.34	4.30	4.38	4.24	4.33	4.42	4.33	4.19	4.40
Waste management	4.51	4.43	4.59	4.24	4.37	4.71	4.57	4.35	4.57
Availability of car parking	4.19	4.12	4.27	3.33	4.19	4.34	4.39	3.96	4.28

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



Service Area 3: Our Infrastructure

Importance Mean Scores by Key Demographics

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Maintaining local streets/lanes & roads	4.68	4.55	4.65	4.67
Maintaining footpaths	4.53	4.55	4.61	4.42
Cemeteries	4.51	4.50	4.49	4.54
Swimming pools	4.51	4.49	4.51	4.50
Public safety such as CCTV	4.27	4.48	4.31	4.30
Emergency management	4.52	4.63	4.49	4.61
Water supply	4.75	4.80	4.75	4.76
Sewer services	4.41	4.48	4.51	4.28
Stormwater services	4.34	4.37	4.35	4.33
Waste management	4.48	4.64	4.58	4.40
Availability of car parking	4.19	4.22	4.16	4.24

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



Service Area 3: Our Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining local streets/lanes & roads	0%	2%	4%	21%	73%	255
Maintaining footpaths	1%	1%	7%	25%	66%	255
Cemeteries	2%	2%	8%	19%	69%	255
Swimming pools	1%	2%	9%	20%	68%	255
Public safety such as CCTV	5%	3%	10%	20%	62%	255
Emergency management	2%	2%	8%	17%	71%	255
Water supply	1%	1%	3%	11%	84%	255
Sewer services	5%	2%	8%	16%	69%	255
Stormwater services	3%	5%	11%	17%	64%	255
Waste management	2%	2%	7%	21%	68%	255
Availability of car parking	3%	4%	11%	34%	48%	255



Service Area 3: Our Infrastructure

Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Maintaining local streets/lanes & roads	3.01	2.98	3.04	2.99	2.80	2.87	3.41	3.20	2.94
Maintaining footpaths	2.98	2.97	2.99	3.43	2.80	2.91	3.12	3.13	2.92
Cemeteries	3.91	3.93	3.89	3.84	3.77	3.75	4.24	3.98	3.88
Swimming pools	4.38	4.37	4.39	4.50	4.31	4.17	4.60	4.56	4.31
Public safety such as CCTV	3.06	3.09	3.02	3.05	2.88	2.87	3.44	3.03	3.07
Emergency management	3.56	3.50	3.63	3.35	3.37	3.48	3.93	3.44	3.62
Water supply	2.45	2.29	2.60	1.77	2.04	2.34	3.28	2.33	2.50
Sewer services	3.58	3.56	3.60	3.48	3.15	3.52	4.12	3.43	3.64
Stormwater services	3.10	3.03	3.16	2.80	2.57	3.12	3.79	3.05	3.12
Waste management	3.74	3.72	3.76	3.43	3.49	3.72	4.11	3.59	3.79
Availability of car parking	3.66	3.67	3.65	3.57	3.54	3.67	3.82	3.91	3.58

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



Service Area 3: Our Infrastructure

Satisfaction Mean Scores by Key Demographics

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Maintaining local streets/lanes & roads	2.99	3.13	3.02	2.99
Maintaining footpaths	2.98	2.97	2.93	3.06
Cemeteries	3.99	3.45	3.90	3.92
Swimming pools	4.34	4.57	4.37	4.39
Public safety such as CCTV	3.12	2.76	2.99	3.17
Emergency management	3.64	3.20	3.64	3.43
Water supply	2.59	1.72	2.41	2.50
Sewer services	3.66	3.12	3.69	3.38
Stormwater services	3.19	2.62	3.19	2.95
Waste management	3.80	3.39	3.83	3.57
Availability of car parking	3.69	3.50	3.62	3.72

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



Service Area 3: Our Infrastructure

Detailed Overall Response for Satisfaction

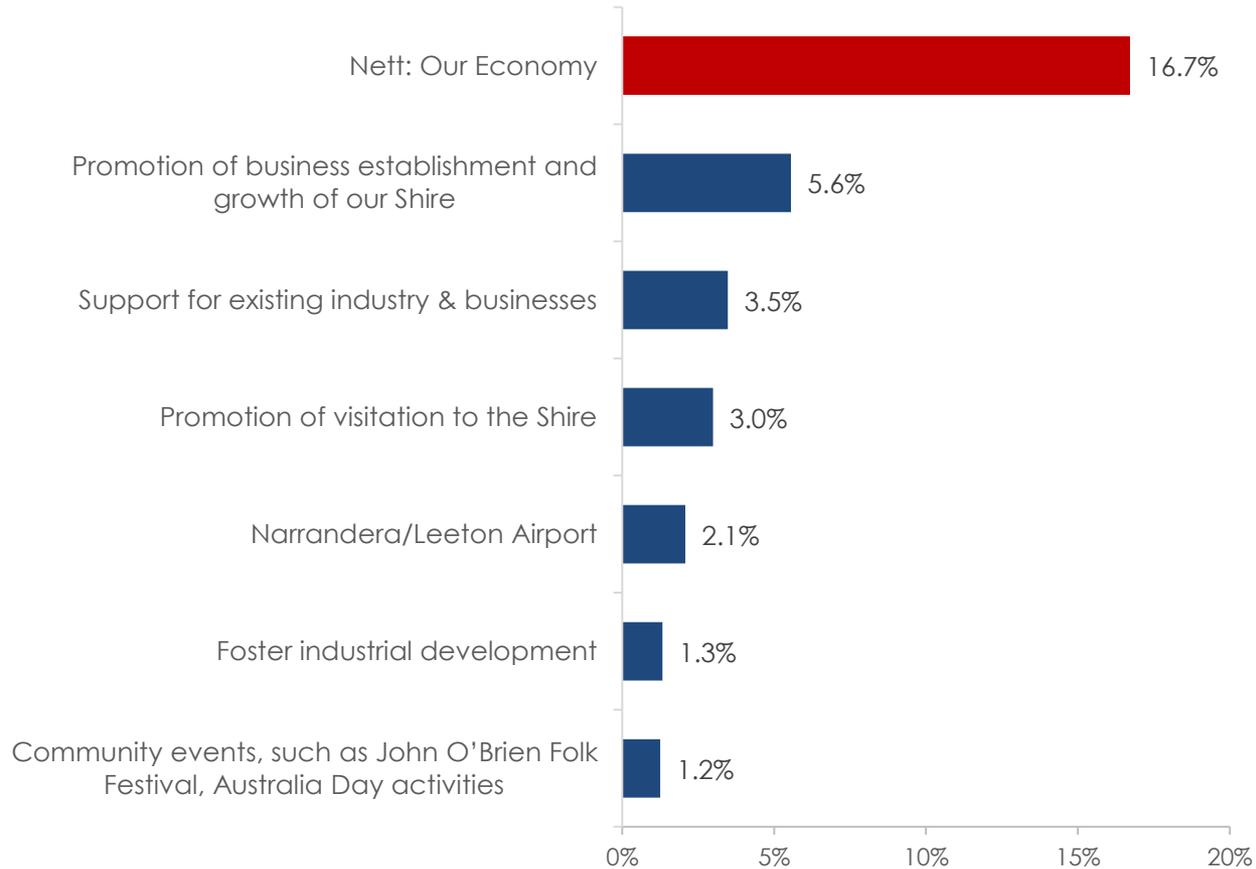
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining local streets/lanes & roads	9%	22%	38%	20%	11%	240
Maintaining footpaths	12%	22%	31%	26%	9%	231
Cemeteries	4%	9%	14%	38%	35%	220
Swimming pools	2%	3%	11%	25%	59%	222
Public safety such as CCTV	14%	14%	36%	24%	12%	180
Emergency management	6%	10%	26%	37%	21%	209
Water supply	37%	21%	15%	15%	12%	239
Sewer services	12%	5%	22%	35%	26%	207
Stormwater services	17%	15%	24%	29%	15%	201
Waste management	6%	6%	22%	40%	26%	225
Availability of car parking	5%	8%	25%	41%	21%	208



Service Area 4: Our Economy

Regression Analysis

Contributes to Over 16% of Overall Satisfaction with Council



Service Area 4: Our Economy

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Narrandera/Leeton Airport	90%	96%
Support for existing industry & businesses	89%	62%
Promotion of visitation to the Shire	86%	83%
Promotion of business establishment and growth of our Shire	85%	59%
Community events	80%	92%
Foster industrial development	75%	67%

Within the 'Our Economy' service area, in terms of importance, 'Narrandera/Leeton Airport' is considered to be the most important, whilst the 'foster industrial development' is the facility of least relative importance.

Service Area 4: Our Economy

Importance Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Foster industrial development	4.18	4.23	4.14	3.49	4.15	4.37	4.30	3.95	4.27
Promotion of business establishment and growth of our Shire	4.46	4.42	4.50	4.20	4.49	4.54	4.45	4.24	4.55
Support for existing industry & businesses	4.51	4.43	4.58	4.36	4.50	4.57	4.50	4.28	4.59
Promotion of visitation to the Shire	4.44	4.38	4.50	4.07	4.42	4.68	4.36	4.26	4.51
Community events	4.22	4.20	4.24	3.62	4.29	4.36	4.24	4.23	4.22
Narrandera/Leeton Airport	4.61	4.59	4.62	3.96	4.68	4.78	4.61	4.37	4.70

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Foster industrial development	4.22	3.96	4.15	4.24
Promotion of business establishment and growth of our Shire	4.46	4.45	4.44	4.49
Support for existing industry & businesses	4.51	4.50	4.49	4.54
Promotion of visitation to the Shire	4.43	4.45	4.41	4.47
Community events	4.25	4.06	4.28	4.13
Narrandera/Leeton Airport	4.67	4.30	4.61	4.61

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



Service Area 4: Our Economy

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Foster industrial development	3%	5%	17%	20%	55%	255
Promotion of business establishment and growth of our Shire	3%	1%	11%	15%	70%	255
Support for existing industry & businesses	3%	1%	7%	21%	68%	255
Promotion of visitation to the Shire	1%	3%	9%	24%	63%	255
Community events	4%	5%	11%	25%	55%	255
Narrandera/Leeton Airport	1%	1%	8%	16%	74%	255



Service Area 4: Our Economy

Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Foster industrial development	2.98	2.79	3.18	2.61	2.76	2.94	3.32	3.12	2.94
Promotion of business establishment and growth of our Shire	2.82	2.69	2.95	2.58	2.50	2.83	3.27	2.97	2.77
Support for existing industry & businesses	2.88	2.78	2.98	2.43	2.74	2.72	3.39	2.97	2.85
Promotion of visitation to the Shire	3.42	3.28	3.55	2.90	3.27	3.38	3.83	3.39	3.43
Community events	3.75	3.69	3.80	3.44	3.59	3.76	4.02	3.70	3.76
Narrandera/Leeton Airport	4.18	4.15	4.21	3.80	3.91	4.26	4.53	4.15	4.19

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Foster industrial development	2.99	2.92	3.14	2.76
Promotion of business establishment and growth of our Shire	2.83	2.76	2.88	2.73
Support for existing industry & businesses	2.93	2.64	2.94	2.79
Promotion of visitation to the Shire	3.44	3.29	3.44	3.38
Community events	3.75	3.76	3.78	3.69
Narrandera/Leeton Airport	4.23	3.88	4.25	4.08

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



Service Area 4: Our Economy

Detailed Overall Response for Satisfaction

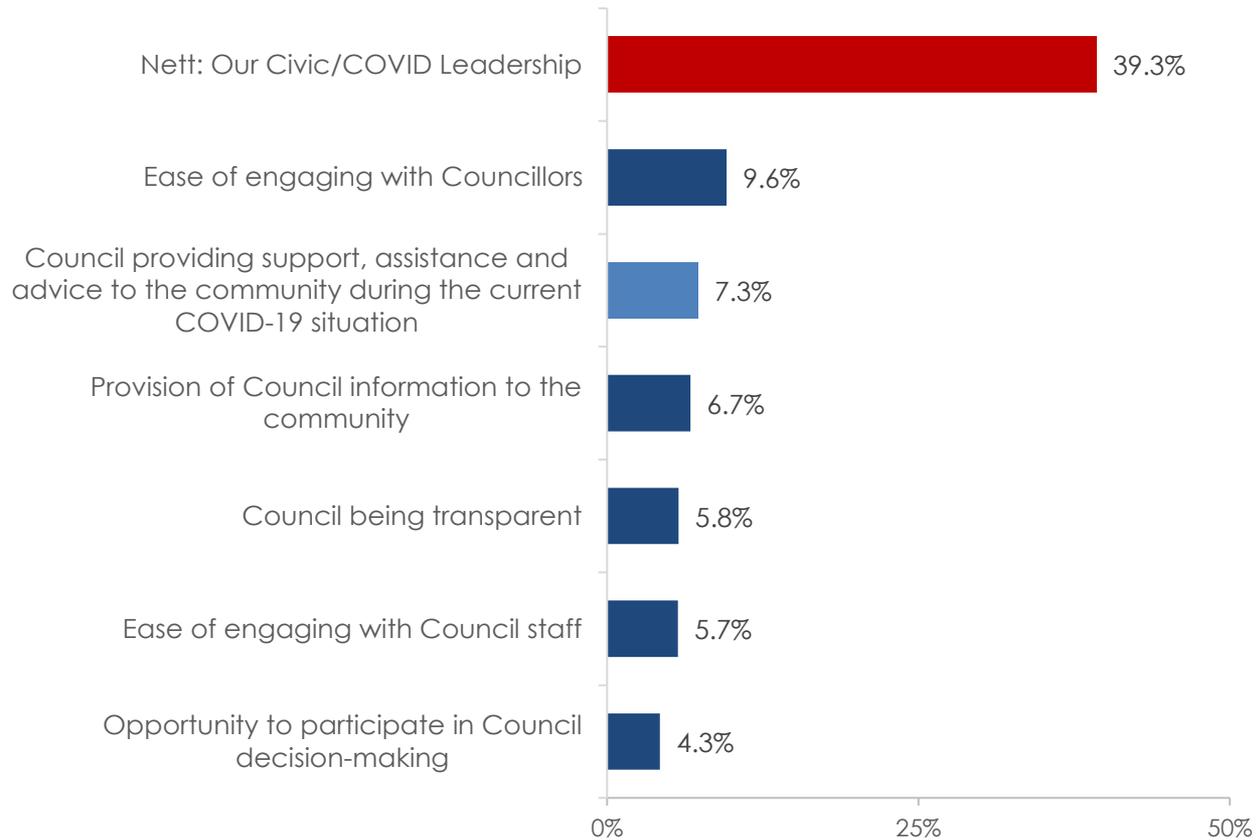
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Foster industrial development	12%	21%	34%	23%	10%	185
Promotion of business establishment and growth of our Shire	14%	27%	32%	18%	9%	211
Support for existing industry & businesses	14%	24%	32%	21%	9%	218
Promotion of visitation to the Shire	6%	11%	32%	37%	14%	218
Community events	3%	5%	28%	42%	22%	202
Narrandera/Leeton Airport	2%	2%	17%	35%	44%	225



Service Area 5 & 6: Our Civic/COVID Leadership

Regression Analysis

Contributes to Almost 40% of Overall Satisfaction with Council



Service Area 5 & 6: Our Civic/COVID Leadership

Hierarchy of Services/Facilities

Service/Facility (Ranked high – low on importance)	Importance T2B	Satisfaction T3B
Ease of engaging with Council staff	87%	76%
Council being transparent	87%	61%
Ease of engaging with Councillors	86%	74%
Provision of Council information to the community	86%	72%
Council providing support, assistance and advice to the community during the current COVID-19 situation	83%	77%
Opportunity to participate in Council decision-making	79%	60%

Within the 'Our Civic/COVID Leadership' service area, in terms of importance, 'ease of engaging with Council staff' and 'Council being transparent' are considered to be the most important, whilst the 'opportunities to participate in Council decision-making' is the facility of least relative importance.

Service Area 5 & 6: Our Civic/COVID Leadership

Importance Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Ease of engaging with Councillors	4.40	4.39	4.41	4.11	4.32	4.63	4.38	4.40	4.40
Ease of engaging with Council staff	4.47	4.44	4.49	4.03	4.53	4.68	4.36	4.38	4.50
Opportunity to participate in Council decision-making	4.21	4.18	4.24	3.95	4.17	4.43	4.14	4.06	4.27
Provision of Council information to the community	4.44	4.38	4.50	4.32	4.35	4.63	4.40	4.36	4.47
Council being transparent	4.53	4.45	4.61	4.53	4.44	4.61	4.56	4.49	4.55
Council providing support, assistance and advice to the community during the current COVID-19 situation	4.37	4.22	4.53	4.04	4.38	4.42	4.46	4.19	4.45

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Ease of engaging with Councillors	4.40	4.40	4.39	4.42
Ease of engaging with Council staff	4.45	4.53	4.39	4.58
Opportunity to participate in Council decision-making	4.18	4.35	4.16	4.29
Provision of Council information to the community	4.40	4.65	4.38	4.54
Council being transparent	4.53	4.54	4.47	4.63
Council providing support, assistance and advice to the community during the current COVID-19 situation	4.36	4.47	4.33	4.44

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



Service Area 5 & 6: Our Civic/COVID Leadership

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Ease of engaging with Councillors	2%	2%	10%	25%	61%	255
Ease of engaging with Council staff	1%	3%	9%	23%	64%	255
Opportunity to participate in Council decision-making	3%	5%	13%	25%	54%	255
Provision of Council information to the community	1%	3%	10%	22%	64%	255
Council being transparent	2%	4%	7%	13%	74%	255
Council providing support, assistance and advice to the community during the current COVID-19 situation	3%	3%	11%	18%	65%	255



Service Area 5 & 6: Our Civic/COVID Leadership

Satisfaction Mean Scores by Key Demographics

	Overall	Gender		Age				Time lived in area	
		Male	Female	18-34	35-49	50-64	65+	20 years or less	More than 20 years
Ease of engaging with Councillors	3.22	3.13	3.32	2.57	3.14	3.15	3.62	3.21	3.23
Ease of engaging with Council staff	3.42	3.28	3.57	3.41	3.25	3.25	3.82	3.61	3.36
Opportunity to participate in Council decision-making	2.84	2.79	2.88	2.47	2.73	2.74	3.24	3.00	2.78
Provision of Council information to the community	3.08	3.02	3.14	2.69	2.95	3.02	3.42	3.14	3.06
Council being transparent	2.80	2.81	2.79	2.32	2.68	2.78	3.12	2.77	2.81
Council providing support, assistance and advice to the community during the current COVID-19 situation	3.34	3.26	3.41	2.92	3.37	3.19	3.60	2.99	3.48

	Ratepayer status		Area	
	Ratepayer	Non-Ratepayer	Town	Rural/Village
Ease of engaging with Councillors	3.31	2.69	3.22	3.23
Ease of engaging with Council staff	3.52	2.92	3.46	3.37
Opportunity to participate in Council decision-making	2.90	2.52	2.90	2.76
Provision of Council information to the community	3.13	2.83	3.08	3.08
Council being transparent	2.83	2.65	2.78	2.83
Council providing support, assistance and advice to the community during the current COVID-19 situation	3.40	2.99	3.23	3.50

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



Service Area 5 & 6: Our Civic/COVID Leadership

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Ease of engaging with Councillors	12%	14%	32%	23%	19%	211
Ease of engaging with Council staff	11%	14%	20%	32%	23%	215
Opportunity to participate in Council decision-making	16%	25%	28%	22%	9%	190
Provision of Council information to the community	14%	14%	32%	29%	11%	216
Council being transparent	19%	20%	33%	19%	9%	215
Council providing support, assistance and advice to the community during the current COVID-19 situation	12%	11%	29%	29%	19%	244



A group of four people (two women and two men) and a small dog are sitting on a white blanket on a grassy lawn in a park. They are holding red plastic cups and appear to be having a picnic. The background shows tall trees and a clear sky. A large white compass rose graphic is overlaid on the right side of the image.

Appendix A: Additional Analyses

Importance & Satisfaction

The following table shows the hierarchy of the 40 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is 'Water supply', with a top 2 box importance score of 95%. For the most part, the majority of services/facilities provided by Narrandera Shire Council are considered highly important, with only 3 measures falling below a 65% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Water supply	95%	42%
Maintaining local streets/lanes & roads	94%	69%
Maintaining footpaths	91%	66%
Parks and open spaces	90%	96%
Narrandera/Leeton Airport	90%	96%
Waste management	89%	88%
Support for existing industry & businesses	89%	62%
Swimming pools	88%	96%
Cemeteries	88%	87%
Emergency management	88%	84%
Road safety	87%	85%
Ease of engaging with Council staff	87%	76%
Council being transparent	87%	61%
Promotion of visitation to the Shire	86%	83%
Ease of engaging with Councillors	86%	74%
Provision of Council information to the community	86%	72%
Sewer services	85%	83%
Promotion of business establishment and growth of our Shire	85%	59%

Importance & Satisfaction - Continued

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Playing fields	83%	97%
Council providing support, assistance and advice to the community during the current COVID-19 situation	83%	77%
Protecting our natural flora and fauna	82%	91%
Community transport	82%	89%
Availability of car parking	82%	87%
Public safety	82%	72%
Stormwater services	81%	68%
Community events	80%	92%
Opportunity to participate in Council decision-making	79%	60%
Our urban treescape	78%	91%
Community Support services	78%	83%
Home Modification Service for those with mobility issues	77%	91%
A vibrant and enticing Narrandera CBD precinct	76%	75%
Foster industrial development	75%	67%
Disability inclusion	73%	83%
Narrandera Sports Stadium	70%	95%
Youth activities	69%	70%
Community buildings/halls	67%	93%
Heritage sites protected and maintained	65%	87%
Library services	64%	95%
Provision of bike paths	64%	80%
Supporting cultural opportunities and services	48%	88%

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

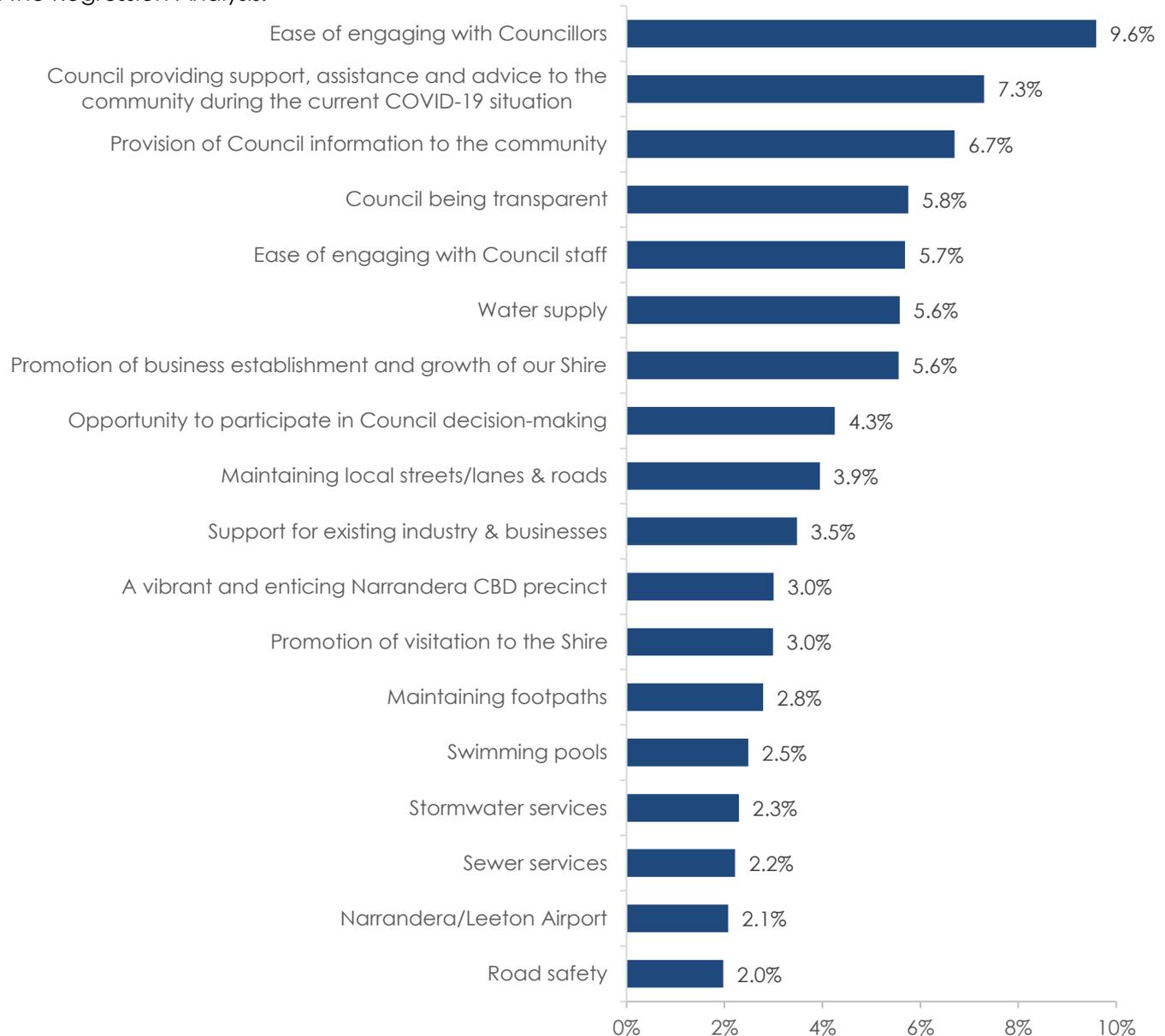
Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our Infrastructure	Water supply	95%	42%	53%
Our Economy	Support for existing industry & businesses	89%	62%	27%
Our Civic Leadership	Council being transparent	87%	61%	26%
Our Economy	Promotion of business establishment and growth of our Shire	85%	59%	26%
Our Infrastructure	Maintaining local streets/lanes & roads	94%	69%	25%
Our Infrastructure	Maintaining footpaths	91%	66%	25%
Our Civic Leadership	Opportunity to participate in Council decision-making	79%	60%	19%
Our Civic Leadership	Provision of Council information to the community	86%	72%	14%
Our Infrastructure	Stormwater services	81%	68%	13%
Our Civic Leadership	Ease of engaging with Councillors	86%	74%	12%
Our Civic Leadership	Ease of engaging with Council staff	87%	76%	11%
Our Infrastructure	Public safety	82%	72%	10%
Our Economy	Foster industrial development	75%	67%	8%
COVID Leadership	Council providing support, assistance and advice to the community during the current COVID-19 situation	83%	77%	6%
Our Infrastructure	Emergency management	88%	84%	4%
Our Economy	Promotion of visitation to the Shire	86%	83%	3%

Performance Gap Analysis - Continued

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our Environment	Road safety	87%	85%	2%
Our Infrastructure	Sewer services	85%	83%	2%
Our Infrastructure	Cemeteries	88%	87%	1%
Our Community	A vibrant and enticing Narrandera CBD precinct	76%	75%	1%
Our Infrastructure	Waste management	89%	88%	1%
Our Community	Youth activities	69%	70%	-1%
Our Infrastructure	Availability of car parking	82%	87%	-5%
Our Community	Community Support services	78%	83%	-5%
Our Environment	Parks and open spaces	90%	96%	-6%
Our Economy	Narrandera/Leeton Airport	90%	96%	-6%
Our Community	Community transport	82%	89%	-7%
Our Infrastructure	Swimming pools	88%	96%	-8%
Our Environment	Protecting our natural flora and fauna	82%	91%	-9%
Our Community	Disability inclusion	73%	83%	-10%
Our Economy	Community events	80%	92%	-12%
Our Environment	Our urban treescape	78%	91%	-13%
Our Environment	Playing fields	83%	97%	-14%
Our Community	Home Modification Service for those with mobility issues	77%	91%	-14%
Our Environment	Provision of bike paths	64%	80%	-16%
Our Community	Heritage sites protected and maintained	65%	87%	-22%
Our Community	Narrandera Sports Stadium	70%	95%	-25%
Our Community	Community buildings/halls	67%	93%	-26%
Our Community	Library services	64%	95%	-31%
Our Community	Supporting cultural opportunities and services	48%	88%	-40%

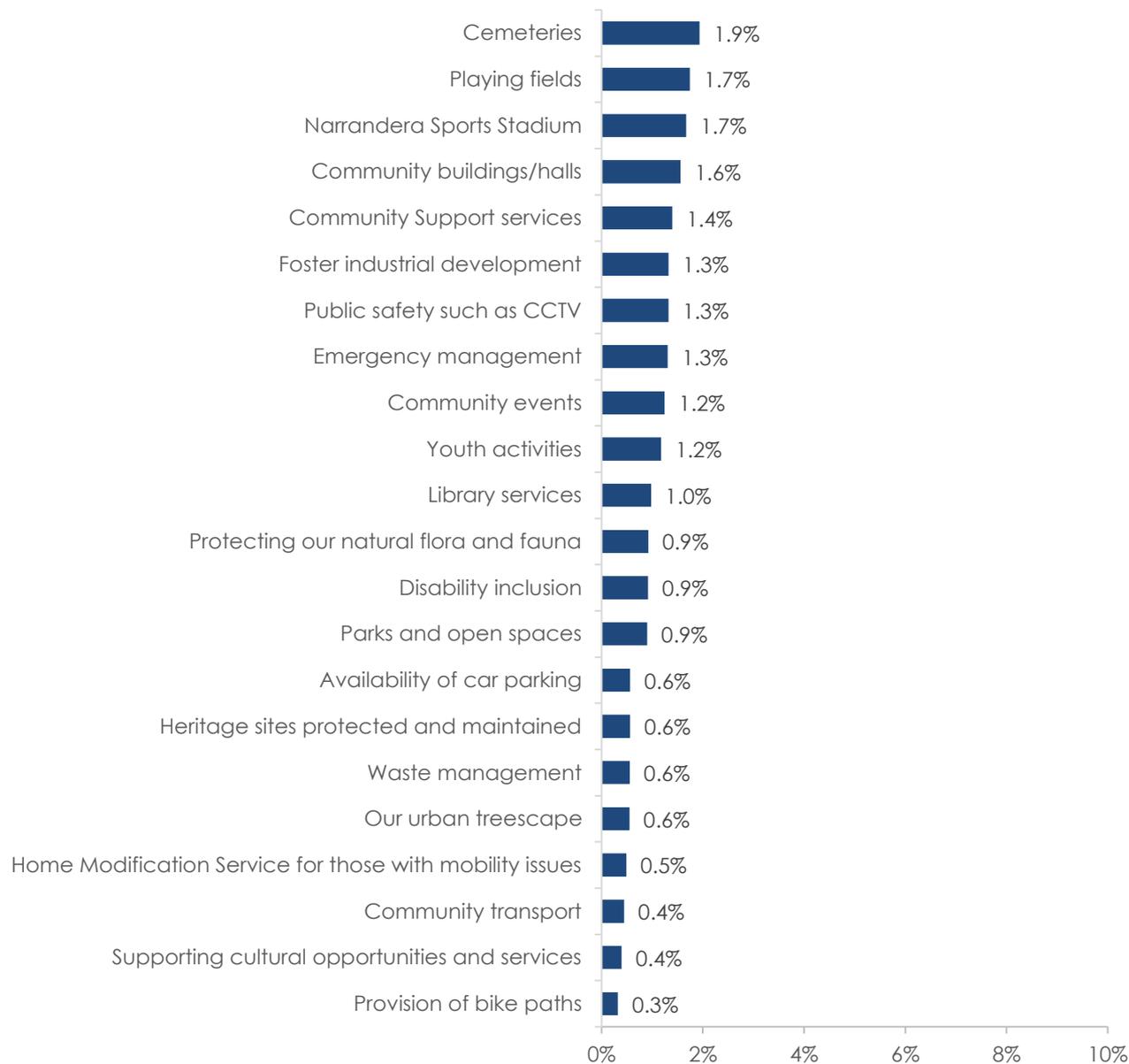
Influence on Overall Satisfaction

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



Influence on Overall Satisfaction - Continued

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



Importance Compared to the Micromex LGA Benchmark

Service/Facility	Narrandera Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Swimming pools	88%▲	70%	18%
Cemeteries	88%▲	73%	15%
Community transport	82%▲	67%	15%
Narrandera/Leeton Airport	90%▲	78%	12%
Maintaining footpaths	91%	82%	9%
Promotion of visitation to the Shire	86%	77%	9%
Community events	80%	71%	9%
Water supply	95%	88%	7%
Playing fields	83%	76%	7%
Parks and open spaces	90%	84%	6%
Sewer services	85%	81%	4%
Opportunity to participate in Council decision-making	79%	75%	4%
Ease of engaging with Council staff	87%	84%	3%
Provision of Council information to the community	86%	83%	3%
Our urban treescape	78%	75%	3%
Protecting our natural flora and fauna	82%	80%	2%
Maintaining local streets/lanes & roads	94%	93%	1%
Provision of bike paths	64%	63%	1%

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.

Importance Compared to the Micromex LGA Benchmark – Continued

Service/Facility	Narrandera Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Support for existing industry & businesses	89%	89%	0%
Promotion of business establishment and growth of our Shire	85%	85%	0%
Public safety	82%	82%	0%
Availability of car parking	82%	83%	-1%
Stormwater services	81%	82%	-1%
Community buildings/halls	67%	68%	-1%
Waste management	89%	93%	-4%
Emergency management	88%	92%	-4%
Road safety	87%	92%	-5%
Community Support services	78%	83%	-5%
A vibrant and enticing Narrandera CBD precinct	76%	81%	-5%
Narrandera Sports Stadium	70%	76%	-6%
Youth activities	69%	75%	-6%
Library services	64%	71%	-7%
Disability inclusion	73%	81%	-8%
Heritage sites protected and maintained	65%	73%	-8%
Supporting cultural opportunities and services	48%▼	59%	-11%

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.

Satisfaction Compared to the Micromex LGA Benchmark

Service/Facility	Narrandera Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Availability of car parking	87%▲	71%	16%
Community transport	89%▲	77%	12%
Swimming pools	96%▲	85%	11%
Maintaining local streets/lanes & roads	69%▲	58%	11%
Parks and open spaces	96%▲	86%	10%
Our urban treescape	91%▲	81%	10%
Provision of bike paths	80%▲	70%	10%
Narrandera/Leeton Airport	96%	87%	9%
Playing fields	97%	89%	8%
Narrandera Sports Stadium	95%	89%	6%
Protecting our natural flora and fauna	91%	86%	5%
Community buildings/halls	93%	89%	4%
Community events,	92%	88%	4%
Disability inclusion	83%	80%	3%
Heritage sites protected and maintained	87%	85%	2%
Library services	95%	94%	1%
Waste management	88%	88%	0%
Road safety	85%	85%	0%

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

Satisfaction Compared to the Micromex LGA Benchmark

Service/Facility	Narrandera Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Promotion of visitation to the Shire	83%	84%	-1%
Maintaining footpaths	66%	67%	-1%
Community Support services	83%	85%	-2%
Supporting cultural opportunities and services	88%	91%	-3%
Cemeteries	87%	90%	-3%
Emergency management	84%	88%	-4%
Provision of Council information to the community	72%	76%	-4%
Youth activities	70%	75%	-5%
Opportunity to participate in Council decision-making	60%	66%	-6%
A vibrant and enticing Narrandera CBD precinct	75%	82%	-7%
Sewer services	83%	91%	-8%
Ease of engaging with Council staff	76%	84%	-8%
Promotion of business establishment and growth of our Shire	59%	68%	-9%
Public safety	72% ▼	82%	-10%
Stormwater services	68% ▼	78%	-10%
Support for existing industry & businesses	62% ▼	75%	-13%
Water supply	42% ▼	87%	-45%

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.

Priority Issues to Achieve 'Our Community' Theme

Q7a. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Increase sense of safety e.g. lower crime rate,, addressing the drug issue	17%
Focus on educational facilities e.g. TAFE, schools, centres	14%
Encourage inclusivity amongst all residents	11%
Provide more services for youth	7%
Create more employment opportunities	6%
Hold more community events in the area	6%
Communicate/consult with the community	4%
Improve standard of services/facilities within the area e.g. water, shopping	4%
Work with Indigenous community members	4%
Provide more cultural services/facilities/opportunities	3%
Encourage residents/businesses to the area	2%
Provide adequate health facilities in the LGA	2%
The community is good as is	2%
Activities for the elderly	1%
Continue to support the community	1%
Council need to do more	1%
Council needs to seek support from state/federal government	1%
Expand Council	1%
Incorporate a strategic plan	1%
Increased number of footpaths	1%
Making outdoor activities like walking trails more accessible	1%
Use ratepayers money wisely	<1%
Don't know/nothing	28%

Priority Issues to Achieve 'Our Environment' Theme

Q7b. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Beautification/maintenance of the area e.g. gardens, green spaces	29%
Preservation of wildlife/green spaces e.g. parks, nature reserves, wet lands, koalas	15%
Plant more trees around the LGA	9%
Better management of waterways	8%
Improved waste management services	7%
Encourage the community to get involved with environmental practices	4%
Promote sustainable practices e.g. sustainable power	4%
Educating the community on best environmental practices	3%
Happy with the environment as is	3%
Improve water quality	3%
Council should allocate more funding to the environment	2%
Sewerage needs to be addressed	1%
Cut down carbon emissions	<1%
Don't spend too much time on playgrounds	<1%
Limiting over development	<1%
Other	4%
Don't know/nothing	26%

Priority Issues to Achieve 'Our Economy' Theme

Q7c. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Attracting business/employment opportunities to the area	40%
Have more services/opportunities for youth	27%
Provide support/work with local business	14%
Maintain/lower operating costs e.g. rent	6%
Promote the area/increase tourism	6%
Assist with business advertising/promotion	4%
Keep businesses in the area	4%
Promote residential development	3%
Council need to plan, communicate, listen better	1%
Increase quality of education	1%
Increased number of health services	1%
Additional transport services within the LGA	2%
Improved quality of water	2%
Streamline DA applications	2%
Council should improve engagement	<1%
Increase maintenance/beautification of the area	<1%
Keep COVID -19 under control	<1%
Lower crime rate	<1%
Other	2%
Don't know/nothing	9%

Priority Issues to Achieve 'Our Infrastructure' Theme

Q7d. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Improve water quality/supply	39%
Increased road maintenance	24%
Improve parks/playgrounds	14%
Upkeep of general maintenance within the area	13%
Improve sewerage system	6%
Better sports venues	5%
Invest more into quality infrastructure	4%
Additional/improved footpaths	2%
Attracting more business to the area	2%
Need for public transport services	2%
Don't waste money	1%
Happy with things as is	1%
Increased pollution control	1%
Manage development/don't over develop	1%
More medical services	1%
Need for additional housing in the area	1%
Need for more parking facilities	1%
Need for more street lights	1%
Keeping stores open	<1%
Seek community input	<1%
Other	2%
Don't know/nothing	11%

Priority Issues to Achieve 'Our Civic Leadership' Theme

Q7e. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

	N = 255
Improved communication/provision of information	27%
Improved consultation/engagement	15%
Increased transparency/accountability	12%
Council need to listen to the community	7%
Need for better leadership within Council	4%
Need for more activities for youth	4%
Council should continue as is	3%
Council need to sort out their priorities	2%
Improve water quality	2%
More indigenous representation in Council	2%
Council can't change	1%
Council should act in best interest of the community	1%
Encourage inclusivity within the community	1%
Encourage more business/residents to the area	1%
Council needs to be more accessible for the outlying areas	<1%
Foster community spirit	<1%
Housing security	<1%
Improve Council's image within the community	<1%
Keep transport going	<1%
Lowering crime rates	<1%
Need for more Council support	<1%
Recognition of the communities low socioeconomic status	<1%
Don't know/nothing	27%

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2021	2016	2021	2016
Supporting cultural opportunities and services	3.47	3.40	3.77▲	3.40
Disability inclusion	3.99	N/A	3.65	N/A
Youth activities	3.90	3.67	3.13	2.85
Library services	3.90▼	4.18	4.38	4.24
Narrandera Sports Stadium	3.94	3.92	4.21	4.26
Community buildings/halls	3.89	3.99	3.85▲	3.62
Heritage sites protected and maintained	3.94	3.77	3.77	3.56
Home Modification Service for those with mobility issues	4.15▲	2.91	3.78	3.55
Community Support services	4.20▲	3.35	3.67	3.91
Community transport	4.31▲	3.28	4.03	4.20
A vibrant and enticing Narrandera CBD precinct	4.03	N/A	3.27	N/A
Parks and open spaces	4.50	4.43	4.11	3.97
Our urban treescape	4.16	4.04	3.79▲	3.47
Playing fields	4.36	4.26	4.14	4.16
Provision of bike paths	3.76▲	3.44	3.39	3.28
Road safety	4.52	4.60	3.58	3.63
Protecting our natural flora and fauna	4.38	N/A	3.79	N/A
Maintaining local streets/lanes & roads	4.66▼	4.79	3.01	2.82
Maintaining footpaths	4.54	4.35	2.98	3.08
Cemeteries	4.51	4.54	3.91	3.68

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 - Continued

Service/Facility	Importance		Satisfaction	
	2021	2016	2021	2016
Swimming pools	4.51	4.58	4.38	4.29
Public safety	4.31	4.22	3.06	3.20
Emergency management	4.53	4.61	3.56	3.79
Water supply	4.75	4.61	2.45▼	3.12
Sewer services	4.42	4.25	3.58	3.69
Stormwater services	4.34	4.16	3.10	3.37
Waste management	4.51	4.32	3.74▼	3.98
Availability of car parking	4.19	4.27	3.66▲	3.43
Foster industrial development	4.18	4.32	2.98▲	2.66
Promotion of business establishment and growth of our Shire	4.46▼	4.66	2.82	2.62
Support for existing industry & businesses	4.51	N/A	2.88	N/A
Promotion of visitation to the Shire	4.44	4.50	3.42▲	3.17
Community events	4.22	4.35	3.75▼	4.05
Narrandera/Leeton Airport	4.61	4.69	4.18	4.17
Ease of engaging with Councillors	4.40	4.31	3.22	3.03
Ease of engaging with Council staff	4.47	4.37	3.42	3.36
Opportunity to participate in Council decision-making	4.21	4.35	2.84	2.78
Provision of Council information to the community	4.44	4.57	3.08	3.04
Council being transparent	4.53	N/A	2.80	N/A
Council providing support, assistance and advice to the community during the current COVID-19 situation	4.37	N/A	3.34	N/A

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 B: Background & Methodology

Background & Methodology

Sample selection and error

229 of the 255 respondents were chosen by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 26 respondents were 'number harvested' via face-to-face intercept on East St, Narrandera.

A sample size of 255 residents provides a maximum sampling error of plus or minus 6.1% at 95% confidence. This means that if the survey was replicated with a new universe of N = 255 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 6.1%.

For the survey under discussion the greatest margin of error is 6.1%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 44% to 56%.

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

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, Narrandera Shire Council.

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 and Somewhat Supportive, Supportive & Very Supportive)

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

Narrandera Shire Council
Community Satisfaction & CSP Survey
February 2021

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Narrandera 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 Narrandera Shire Council area?

- Yes
 No (Terminate)

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

- Yes (Terminate)
 No

QA3. Which of the following would best describe the area where you live? Prompt

- Town
 Village
 Rural

QA4. Which town, village or locality do you live nearest to? Prompt if necessary

- Narrandera
 Barellan
 Grong Grong
 Binya
 Kamarah
 Sandigo
 Other (please specify).....

Section A – Importance of, and satisfaction with, Council services

Q1. 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 Programmer: Only ask Satisfaction if Importance a 4 or 5

Our Community

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Supporting cultural opportunities and services, such as Aboriginal identity, the Arts & Community Centre & Museums	<input type="radio"/>									
Disability inclusion	<input type="radio"/>									
Youth activities	<input type="radio"/>									
Library services	<input type="radio"/>									
Narrandera Sports Stadium	<input type="radio"/>									
Community buildings/halls	<input type="radio"/>									
Heritage sites protected and maintained	<input type="radio"/>									
Home Modification Service for those with mobility issues	<input type="radio"/>									
Community Support services such as accompanied shopping and medical visits	<input type="radio"/>									
Community transport	<input type="radio"/>									
A vibrant and enticing Narrandera CBD precinct	<input type="radio"/>									

Our Environment

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Parks and open spaces	<input type="radio"/>									
Our urban treescape	<input type="radio"/>									
Playing fields	<input type="radio"/>									
Provision of bike paths	<input type="radio"/>									
Road safety	<input type="radio"/>									
Protecting our natural flora and fauna	<input type="radio"/>									

Our Infrastructure

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Maintaining local streets/lanes & roads	<input type="radio"/>									
Maintaining footpaths	<input type="radio"/>									
Cemeteries	<input type="radio"/>									
Swimming pools	<input type="radio"/>									
Public safety such as CCTV	<input type="radio"/>									
Emergency management	<input type="radio"/>									
Water supply	<input type="radio"/>									
Sewer services	<input type="radio"/>									
Stormwater services	<input type="radio"/>									
Waste management	<input type="radio"/>									
Availability of car parking	<input type="radio"/>									

Our Economy

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Foster industrial development	<input type="radio"/>									
Promotion of business establishment and growth of our Shire	<input type="radio"/>									
Support for existing industry & businesses	<input type="radio"/>									
Promotion of visitation to the Shire	<input type="radio"/>									
Community events, such as John O'Brien Folk Festival, Australia Day activities	<input type="radio"/>									
Narrandera/Leeton Airport	<input type="radio"/>									

Our Civic Leadership

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Ease of engaging with Councillors	<input type="radio"/>									
Ease of engaging with Council staff	<input type="radio"/>									
Opportunity to participate in Council decision-making	<input type="radio"/>									
Provision of Council information to the community	<input type="radio"/>									
Council being transparent	<input type="radio"/>									

COVID Leadership

Programmer: Ask Satisfaction of EVERYONE

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Council providing support, assistance and advice to the community during the current COVID-19 situation	<input type="radio"/>									

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

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

Q2b. In what ways, if any, has the local Council improved the quality of life for Narrandera Shire residents in the past four years or so?

- Improvement:
- Has not improved in any ways
- Can't say

Q2c. I am now going to read out a short list of services and facilities provided by Council. As I read each service or facility, please tell me if you believe Council should invest more, the same or less on that item – and please bear in mind that for Council to invest more in numerous items, rates may have to increase... Prompt RANDOMISE

	Less	Same	More
Local sealed road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local unsealed roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Narrandera CBD precinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Narrandera Town water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Narrandera Town sewer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and activities for older residents and those with a disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION B: Customer Service and Communications

Q3a. In the last 12 months, have you contacted Council in person, over the phone, online, on social media, etc, for any of the following reasons? Prompt (MR)

- Seeking information
- Paying rates or charges
- Lodging forms/applications, such as DA's
- Reporting an issue or problem for Council to investigate
- Lodging a complaint about Council's services or facilities
- Enquire about or book a bulky waste collection
- Other (please specify).....
- (Do NOT prompt) None of these (Go to Q4a)

Q3b. [If multiple selected on Q3a, ask] Thinking about your most recent contact with Council, which one of those reasons was your contact for? Prompt (SR)

NOTE: Only show responses selected in Q3a

- Seeking information
- Paying rates or charges
- Lodging forms/applications, such as DA's
- Reporting an issue or problem for Council to investigate
- Lodging a complaint about Council's services or facilities
- Enquire about or book a bulky waste collection
- Other (from Q3a)

Q3c. Thinking of your most recent contact with Council, what method or methods of contact did you use?

Prompt (MR) RANDOMISE

- Telephone
- Council website
- In person
- Email
- Mail/letter
- Social media
- Text message
- Other (please specify)

Q3d. How many times did you contact Council before your issue was resolved? Prompt (SR)

- Once only
- 2 to 3 times
- 4 to 5 times
- 6 times +
- (Do NOT prompt) Still not resolved

Q3e. Overall, how satisfied were you with the way your contact was handled? Please note that we are not talking about the outcome but rather the service you received. Prompt (SR)

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

Q4a. If you needed to contact Council to obtain information about any sort of Council-related issue, which of the following methods would you prefer to use to contact Council? Prompt (MR)

RANDOMISE

- Telephone call
- Mobile phone app
- Council website
- In person
- Email
- Mail/letter
- Social media
- Text message
- Other (please specify)
- (Do NOT prompt) Can't say/never need to contact Council

Q4b. I'd now like you to think about general information about Council services and facilities, not specific issues such as rates notices or building notifications, etc. In situations where Council has general information it wants to provide the community, which of the following methods would you prefer Council to use to reach you? Prompt (MR) RANDOMISE

- A Council letter or newsletter sent by post
- A Council letter or newsletter sent by email
- A Council newsletter on our website
- Social media, such as Facebook or Twitter
- Advertising in local newspapers
- A Council newsletter inserted in a local newspaper
- Text message
- Council's website
- Other (please specify)
- (Do NOT prompt) Can't say
- (Do NOT prompt) Do not want to receive general information from Council

Section C – Priority Issues and CSP

Q5a. What do you value most about living in the Narrandera Shire area?

.....

Q5b. And what do you value least (or what don't you like) about living in the Narrandera Shire area?

.....

Narrandera Shire Council will be reviewing the current Community Strategic Plan over the next 12 months. This plan incorporates the community's aspirations for Narrandera Shire in the future. I am now going to ask you some questions about the CSP.

The vision highlighted in the current Narrandera 2017-2030 Community Strategic Plan is: "We are a prosperous, diverse and sustainable community, built on a deep sense of trust, care and commitment for each other and our environment".

Q6a. Are you aware of this vision?

- Yes
- No

Q6b. How supportive are you of this community vision? Prompt

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

The Community Strategic Plan is divided into 5 key directions or themes. I am now going to ask a series of questions to get your ideas about community priorities for the future. (Randomise Q's 7a to 7e)

Q7a. (One/Another) of the themes in our CSP is 'Our Community', where our goals are to have an inclusive, tolerant, positive and healthy community with quality educational and cultural opportunities, and where people feel connected and safe. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

.....

Q7b. (One/Another) of the themes in our CSP is 'Our Environment', where our goals are to value, care and protect our natural environment – and to manage and beautify our public spaces and to encourage sustainable practices. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

.....

Q7c. (One/Another) of the themes in our CSP is 'Our Economy', where our goals are to support our existing local businesses and industry in order for them to prosper, to encourage new business and industry that can be sustained, and to focus on increasing and retaining our population, particularly our youth. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

.....

Q7d. (One/Another) of the themes in our CSP is 'Our Infrastructure', where our goals are to have an improved and adequately maintained road network – and to improve our essential public and recreational infrastructure such as parks and playgrounds, water and sewer operations, etc. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

.....

Q7e. (One/Another) of the themes in our CSP is 'Our Civic Leadership', which deals with how Council interacts with the community. In particular, our goals are to demonstrate effective ongoing management, efficient processes when dealing with the community, and to communicate, engage and collaborate with the community. Thinking of the next 10 years, what do you believe will be the highest priority issues to be addressed in order for us to achieve these goals?

.....

Q8. One of the five CSP themes I just read out to you was 'Our Economy', which included the goal of encouraging new business and industry to the region that can be sustained... What new businesses or industries, if any, would you support Council trying to attract to the Shire?

.....

No new businesses/industries required

Section D – COVID-19

Q9a. At any time during the current COVID-19 situation have you sought or referred to information or advice from Council about how to handle the COVID-19 situation? (SR)

- Yes
- No (Go to Q9c)
- Can't say (Go to Q9c)

Q9b. How helpful, if at all, was the information or advice from Council? Prompt (SR)

- Very helpful
- Helpful
- Somewhat helpful
- Not very helpful
- Not at all helpful

Q9c. Over the past 12 months or so since COVID-19 became an issue, have you noticed more, the same, or less communication from Council compared to the previous year? Prompt

- More
- Same
- Less
- Can't say

Section E – State Government Services

Q10. Thinking now about state government services rather than local Council services. How important are the following state government services to you, and how satisfied are you with the state government's delivery of those services. 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
Programmer: Ask Satisfaction of EVERYONE

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Police	<input type="radio"/>									
Education services such as schools, TAFE, university	<input type="radio"/>									
Health care services	<input type="radio"/>									
Public transport	<input type="radio"/>									
Service NSW Offices in our Shire	<input type="radio"/>									

Section F – Demographic & Profiling Questions

Q11a. Please stop me when I read out your age group: Prompt

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

Q11b. 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

Q11c. How long have you lived in the Narrandera Shire area? Prompt

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

Q11d. Do you speak a language other than English at home?

- Yes
- No

Q11e. Do you identify as Aboriginal or Torres Strait Islander?

- Yes
- No

Q11f. Gender (determine by voice):

- Male
- Female

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 Narrandera Shire Council (if respondent wants our number, it is 1800 639 599 – Council Contact is Mr Craig Taylor 02 6959 5510).

f:\micromex business\councils 2021\narrandera\comm sat and osp_feb 2020\2. field\proposed questionnaire_narrandera 2021 community survey_FINAL feb 1 2021.docx

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.

The logo for micromex research features the word "micromex" in a white, lowercase, sans-serif font. A stylized compass rose is positioned over the letter 'o', with a red needle pointing towards the top-left. Below "micromex", the word "research" is written in a smaller, grey, lowercase, sans-serif font. The background of the entire image is a vibrant field of yellow flowers under a blue sky with scattered white clouds.

micromex
research

Telephone: (02) 4352 2388
Web: www.micromex.com.au
Email: mark@micromex.com.au