Randwick City Council Community Research

September 2012

Prepared for:

Randwick City Council
a sense of community

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Background & Methodology

Randwick City Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- To assess and establish the community's priorities and satisfaction in relation to Council activities, services and facilities
- To identify the community's overall level of satisfaction with Council's performance
- To identify the community's level of satisfaction with regards to contact they have had with Council staff
- To identify trends and benchmark results against the research conducted previously

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Randwick City Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 15th – 28th August 2012 from 4:30pm to 8:30pm, Monday to Friday, and 10am to 4pm Saturday.

Survey area

Randwick City Council Local Government Area.

Sample selection and error

The sample consisted of a total of 1000 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 1000 residents provides a maximum sampling error of plus or minus 3.1% at 95% confidence.

The sample was weighted by age to reflect the 2011 ABS census data.

Participants

Individuals in the household, 18 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home, call-backs were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Background & Methodology

Prequalification

Participants in this survey were pre-qualified as having lived in the Randwick City Council area for a minimum of six months.

Data analysis

The data within this report was analysed using SPSS. To identify the statistically significant differences between the groups of means, 'One-Way Anova Test' and 'Independent Samples T-test' were used. 'Z Tests' were also used to determine statistically significant differences between column proportions.

Ratings questions

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

This scale allowed for a mid range position for those who had a divided or neutral opinion.

Mean rating explanation

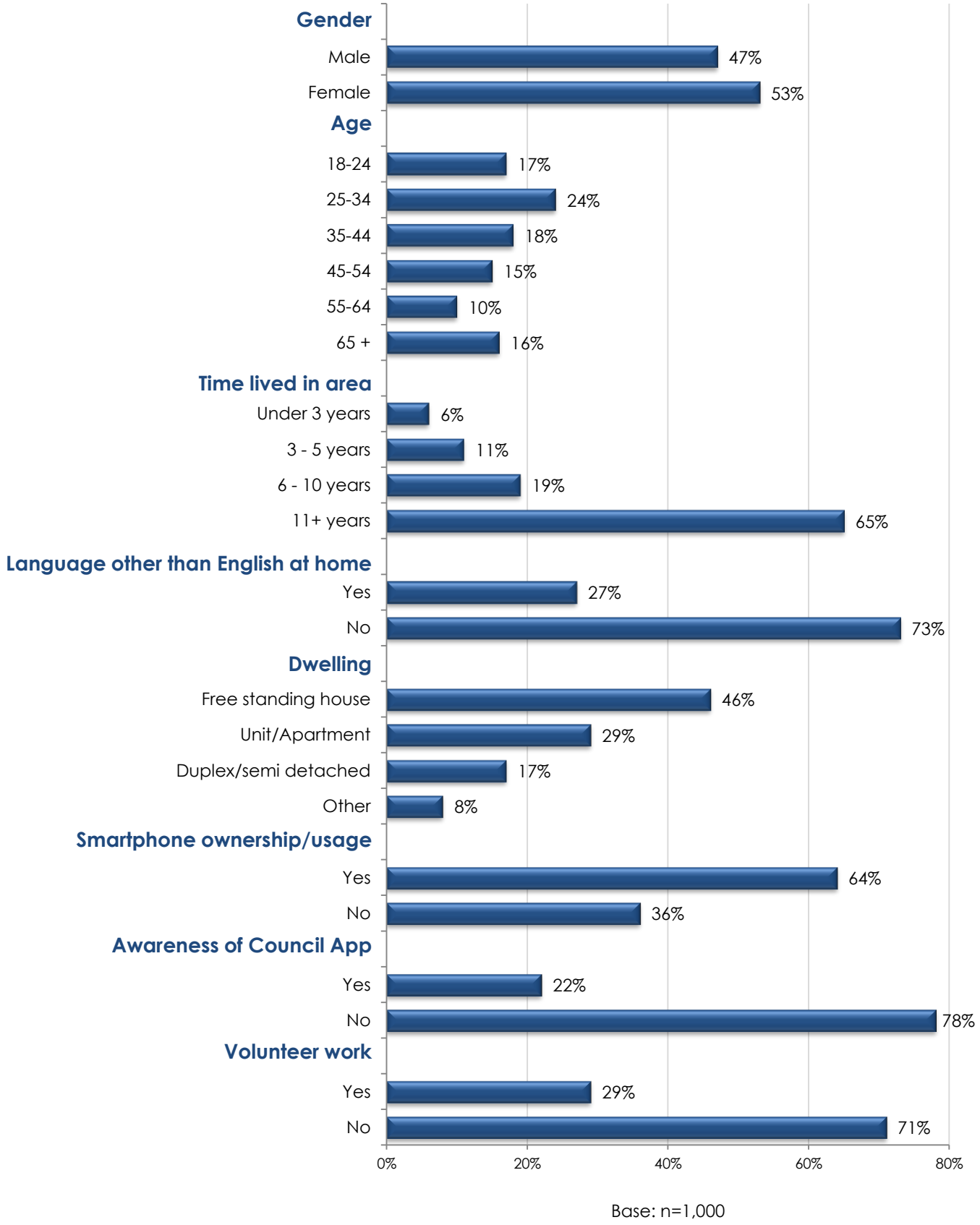
Mean rating:	1.99 or less	'Very low' level of importance/satisfaction
	2.00 – 2.49	'Low' level of importance/satisfaction
	2.50 – 2.99	'Moderately low' level of importance/satisfaction
	3.00 – 3.59	'Moderate' level of importance/satisfaction
	3.60 – 3.89	'Moderately high' level of importance/satisfaction
	3.90 – 4.19	'High' level of importance/satisfaction
	4.20 – 4.49	'Very high' level of importance/satisfaction
	4.50+	'Extremely high' level of importance/satisfaction

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

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.

Sample Profile



Base: n=1,000

Overview (Overall satisfaction)

Overall, the research has found a generally positive result for Randwick City Council, with 31 of the 37 services/facilities/criteria rated as being of 'moderate' to 'very high' satisfaction'.

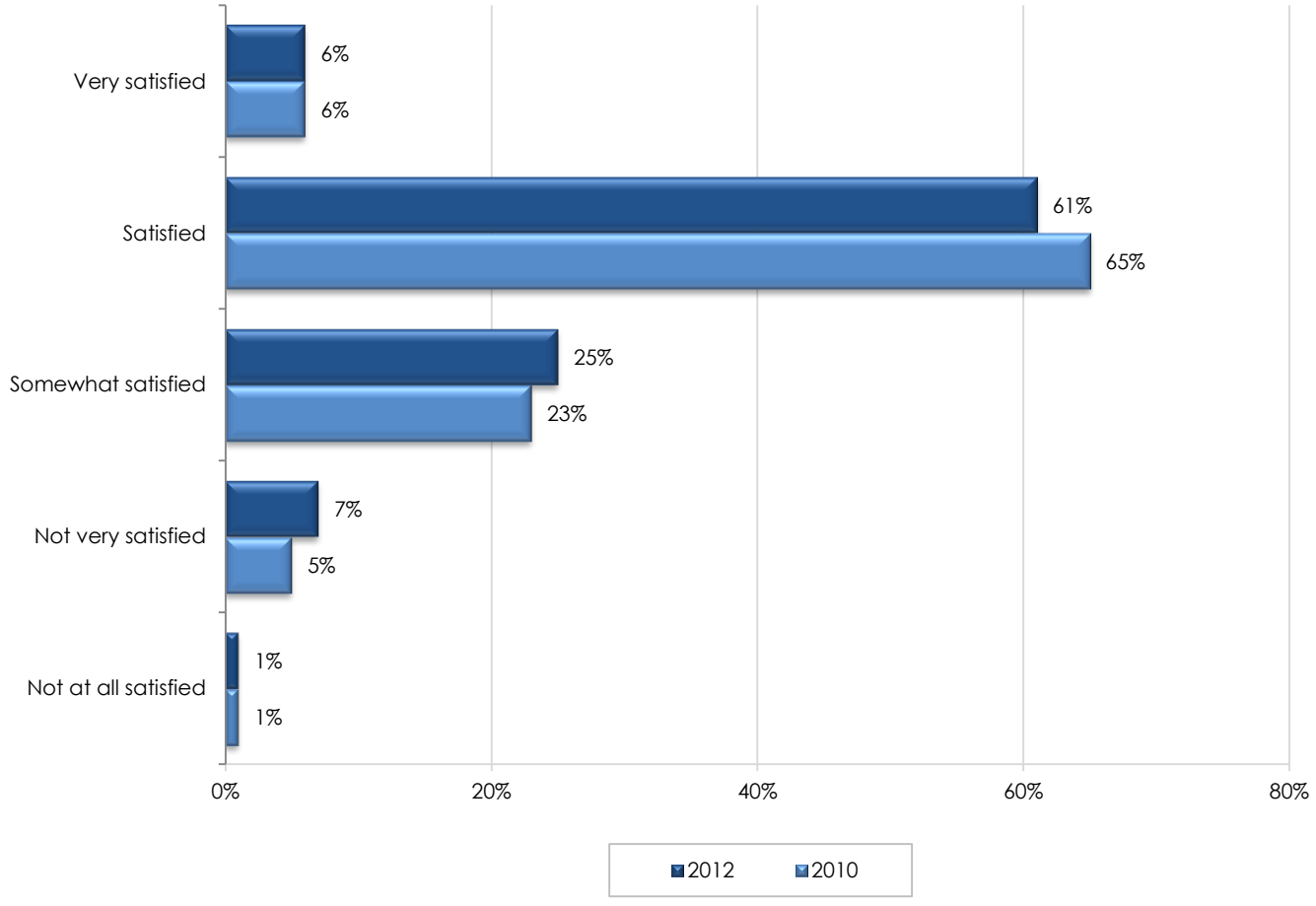
At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council, with 67% of the respondents giving a rating of 'satisfied' or greater.

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	3.77	3.64	3.63	3.65	3.57	3.62	3.67	3.63	3.70	3.65

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

	Randwick 2012	Micromex LGA Benchmark
Mean ratings	3.7	3.5

NB// Micromex LGA Benchmarks are rounded to one decimal point



Base: 2012 n=1,000, 2010 n=995

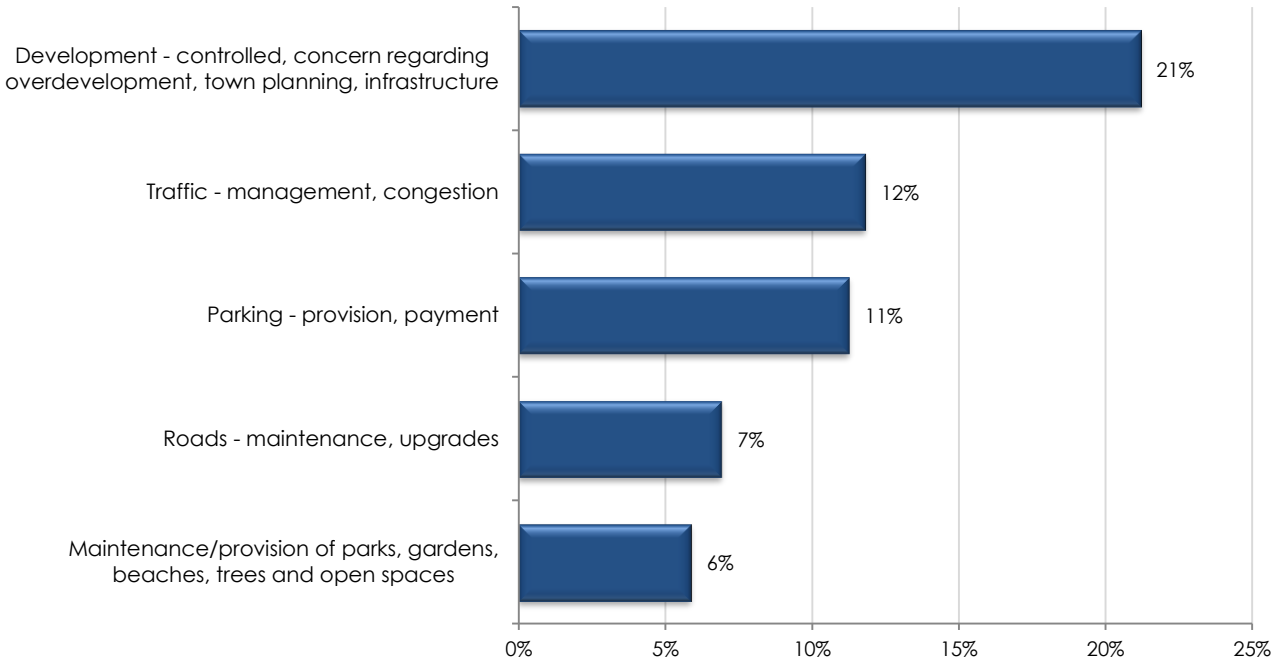
Summary

Residents believe the highest priority issues facing their LGA in the next 3 years are 'development', 'traffic' and 'parking'.

Word Frequency Tagging

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

Q16. During the next 3 years, what do you think will be the highest priority issues facing the Randwick local government area?



Base: n=1,821

Comparison to LGA Benchmarks

Randwick City Council residents are more satisfied than the LGA Benchmark score for 9 of the 18 comparable measures, including 'overall satisfaction with Council', equal for 5, and below the Benchmark for the remaining 4 comparable measures.

Service/Facility	Randwick City Council Satisfaction Scores	Satisfaction Benchmark
Above the Benchmark		
Overall satisfaction with Council's performance	**3.7**	**3.5**
Town centre cleaning	3.7	3.3
Council's provision of information to residents about activities and services	3.6	3.4
Maintaining local roads	2.9	2.7
Playgrounds and parks	3.9	3.7
Protection of natural bushland	3.7	3.5
Community centres and halls	3.7	3.6
Council libraries	4.2	4.1
Environmental awareness and education	3.5	3.4
Equal to the Benchmark		
Long term planning for the City	3.1	3.1
Maintaining footpaths	3.0	3.0
Opportunity to participate in decision-making processes	3.0	3.0
Ovals and sporting facilities	3.7	3.7
Protection of heritage buildings and items	3.5	3.5
Below the Benchmark		
Attractiveness of town centres	3.1	3.3
Community consultation	3.2	3.4
The availability of car parking in the town centres in the Randwick City area	2.7	3.0
Constructing cycleways	2.8	3.2

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

NB// Micromex LGA Benchmarks and Council scores have been rounded to one decimal point

Trending from Previous Years

	2006	2008	2010	2012
Attractiveness of town centres	2.97	3.05	3.10	3.13
Beach cleaning	3.54	3.81	3.80	3.86
Beaches	4.04	4.18	4.21	4.23
Coastal open spaces and walkway			4.06	4.15
Community centres and halls	3.16	3.58	3.57	3.69
Community consultation	2.87	3.23	3.18	3.19
Community safety	3.18	3.32	3.51	3.53
Constructing cycleways	2.57	2.63	2.84	2.84
Council libraries	3.83	4.09	4.13	4.18
Council rangers		3.43	3.47	3.46
Council's provision of information to residents about activities and services	3.10	3.50	3.43	3.61
Council's response time to requests for service	3.06	3.50	3.38	3.38
Des Renford Aquatic Centre (DRAC)	3.51	3.64	3.73	3.62
Environmental awareness and education		3.42	3.53	3.53
Festivals and events			3.56	3.97
Health inspections at food premises etc		3.43	3.28	3.52
Home Modification and Maintenance Service (HMMS)	2.98	3.40	3.41	3.40
How Council plans for and assesses development	2.70	2.97	2.93	2.79
Information on community services	3.11	3.48	3.51	3.52
Long term planning for the City	2.85	3.12	3.10	3.13
Maintaining footpaths	2.58	2.95	3.02	2.99
Maintaining local roads	2.69	3.03	2.87	2.90
Ocean pools	3.59	3.85	3.79	3.96
Opportunity to participate in decision-making processes			3.00	3.02
Ovals and sporting facilities	3.52	3.62	3.69	3.71
Playgrounds and parks	3.55	3.80	3.88	3.94
Protection of heritage buildings and items	3.36	3.49	3.48	3.52
Protection of natural bushland	3.37	3.55	3.67	3.72
Public litter bins	2.96	3.23	3.28	3.37
Regulation/enforcement		3.60	3.52	3.60
Street cleaning	3.15	3.39	3.51	3.53
The availability of car parking in the town centres in the Randwick City area			2.74	2.72
Town centre cleaning	3.25	3.54	3.51	3.66
Tree preservation	3.24	3.51	3.65	3.69
Vitality of town centres	3.08	3.17	3.26	3.32
Water and energy saving measures			3.40	3.36

= Significant increase across the research periods
= Significant decrease across the research periods

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities

2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean 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 Randwick City Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 37 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Randwick City Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'provision of public place litter bins' was given an importance score of 4.39, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.37, which indicates that residents are 'moderately' satisfied with Randwick City Council's performance and focus on that measure.

In the case of a performance gap such as for the 'ocean pools' (3.58 importance vs. 3.96 satisfaction), we can identify that the facility/service has only 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.

Key Findings

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

Performance Gap Ranking

Ranking 2010	Ranking 2012	Service/Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Maintaining local roads	4.49	2.90	1.59
N/A	2	Traffic management in the Randwick LGA	4.38	2.82	1.56
3	3	The availability of car parking in the town centres in the Randwick City area	4.20	2.72	1.48
2	4	Maintaining footpaths	4.43	2.99	1.44
4	5	Long term planning for the City	4.34	3.13	1.21
10	6	How Council plans for and assesses development	3.92	2.79	1.13
5	7	Provision of public place litter bins	4.39	3.37	1.02
6	8	Health inspections at food premises etc.	4.44	3.52	0.92
12	9	Street cleaning	4.41	3.53	0.88
8		Attractiveness of town centres	4.01	3.13	0.88
13	11	Opportunity to participate in decision-making processes	3.88	3.02	0.86
8	12	Water and energy saving measures	4.21	3.36	0.85
7	13	Community safety	4.37	3.53	0.84
14	14	Community consultation	3.96	3.19	0.77
16	15	Council's response time to requests for service	4.14	3.38	0.76
18	16	Regulation/enforcement	4.34	3.60	0.74
11	17	Town centre cleaning	4.37	3.66	0.71
15	18	Beach cleaning	4.56	3.86	0.70
17	19	Vitality of town centres	3.95	3.32	0.63
18	20	Environmental awareness and education	4.14	3.53	0.61
20	21	Protection of natural bushland	4.31	3.72	0.59
22	22	Protection of heritage buildings and items	4.10	3.52	0.58
21	23	Council's provision of information to residents about activities and services	4.00	3.61	0.39
23	24	Constructing cycleways	3.19	2.84	0.35
24	25	Tree preservation	4.03	3.69	0.34
24	26	Council rangers	3.73	3.46	0.27
28	27	Beaches	4.46	4.23	0.23
26	28	Coastal open spaces and walkway	4.33	4.15	0.18
27	29	Information on community services	3.67	3.52	0.15
29	30	Playgrounds and parks	4.02	3.94	0.08
30	31	Ovals and sporting facilities	3.47	3.71	-0.24
32	32	Home Modification and Maintenance Service	3.11	3.40	-0.29
33	33	Ocean pools	3.58	3.96	-0.38
34	34	Council libraries	3.79	4.18	-0.39
31	35	Festivals and events	3.56	3.97	-0.41
36	36	Des Renford Aquatic Centre	3.16	3.62	-0.46
35	37	Community centres and halls	3.19	3.69	-0.50

Mean ratings: 1 = not at all important and not at all satisfied, 5 = very important and very satisfied

When we examine the 6 largest performance gaps, we can identify that all the services or facilities have been rated as 'high' to 'very high' in importance. Resident satisfaction for all of these areas is between 2.72 and 3.13, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.49	2.90	1.59
2	Traffic management in the Randwick LGA	4.38	2.82	1.56
3	The availability of car parking in the town centres in the Randwick City area	4.20	2.72	1.48
4	Maintaining footpaths	4.43	2.99	1.44
5	Long term planning for the City	4.34	3.13	1.21
6	How Council plans for and assesses development	3.92	2.79	1.13

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' is the area of least relative satisfaction.

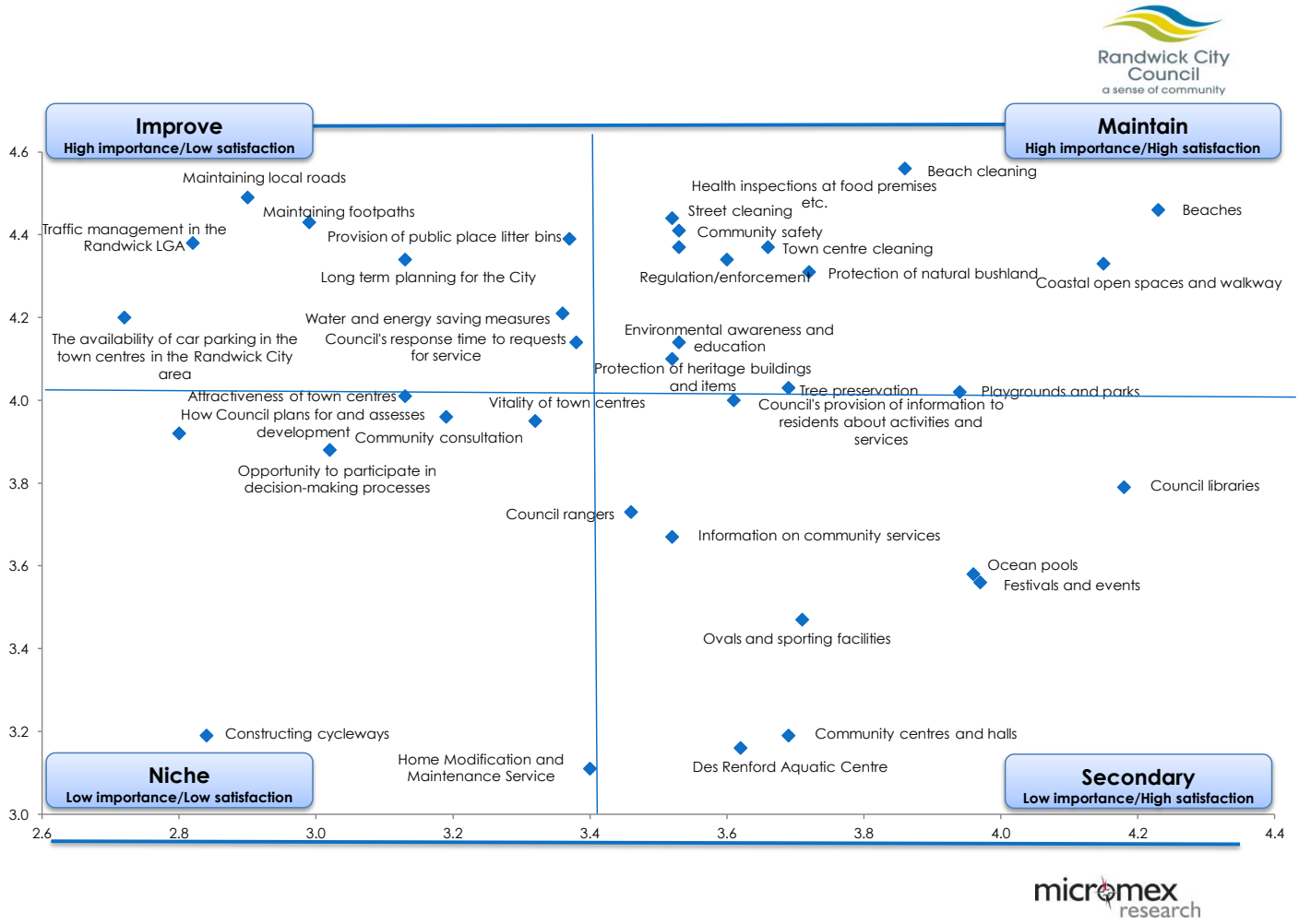
Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.

Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Randwick City Council's performance 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.02 and the average rated satisfaction score was 3.47. Therefore, any facility or service that received a mean stated importance score of ≥ 4.02 would be plotted in the higher importance section and, conversely, any that scored < 4.02 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.47. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis



Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'health inspections at food premises etc.', 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 roads', are areas where Council is perceived to be currently under-performing and 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 'how Council plans for and assesses development', 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, **SECONDARY**, such as 'Council's provision of information to residents about activities and services', are core strengths, but in relative terms they are less important than other areas and Council's servicing in these areas may already be exceeding expectation. Consideration could be given to rationalising focus in these areas as they are not community priorities for improvement.

Key Findings

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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a Council dedicates to 'maintaining local 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 Randwick City Council can actively drive overall community satisfaction, we conducted further analysis.

The Shapley Value Regression

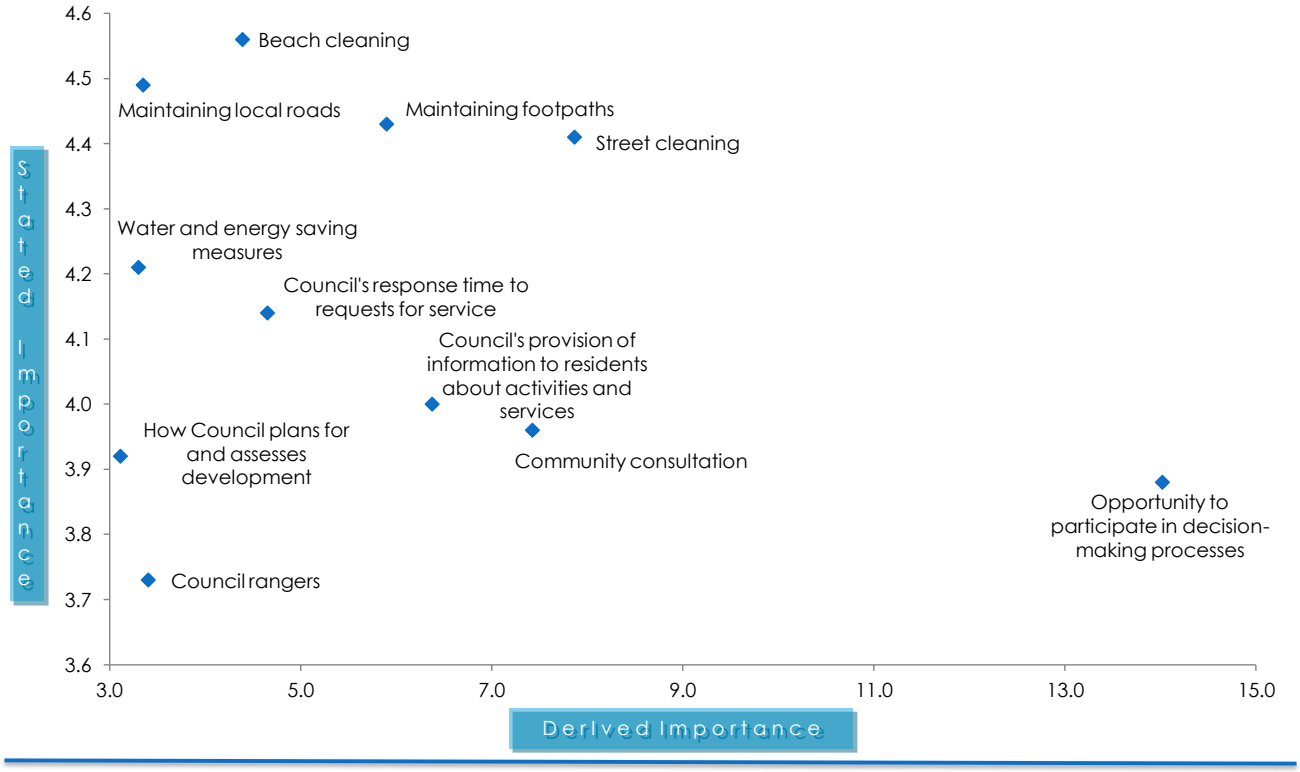
We recently finalised the development of a Council Satisfaction Model, to identify priorities that will drive overall satisfaction with Council.

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

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'.

Correlation Between Stated Importance and Derived Importance Is Low



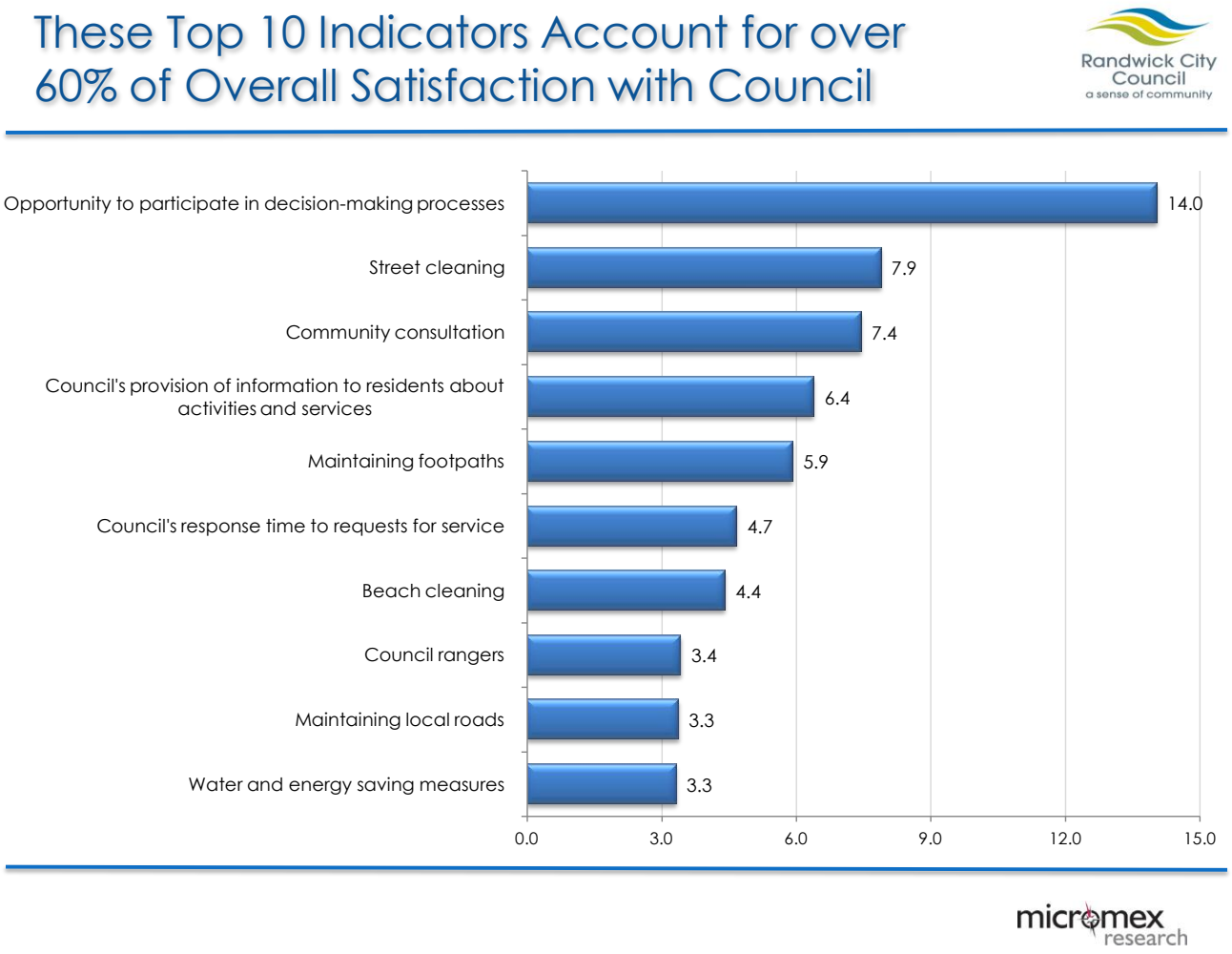
If you only focus on stated importance, you are not focusing on the key drivers of community satisfaction

In the chart above, on the vertical axis of 'stated importance', all the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.7 & 4.6). However, on the horizontal axis the attributes are spread between 3 and 15. The further an attribute is found to the right of the horizontal axis of 'derived importance', the more it contributes in driving overall satisfaction with Council.

Key Drivers of Satisfaction with Randwick City Council

The results in the chart below provide Randwick City Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 10 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 27 attributes we obtained measures on have only a limited impact on the community's satisfaction with Randwick City Council's performance. Therefore, whilst all 37 service/facility areas are important, only a minority of them are significant drivers of the community's overall satisfaction with Council.

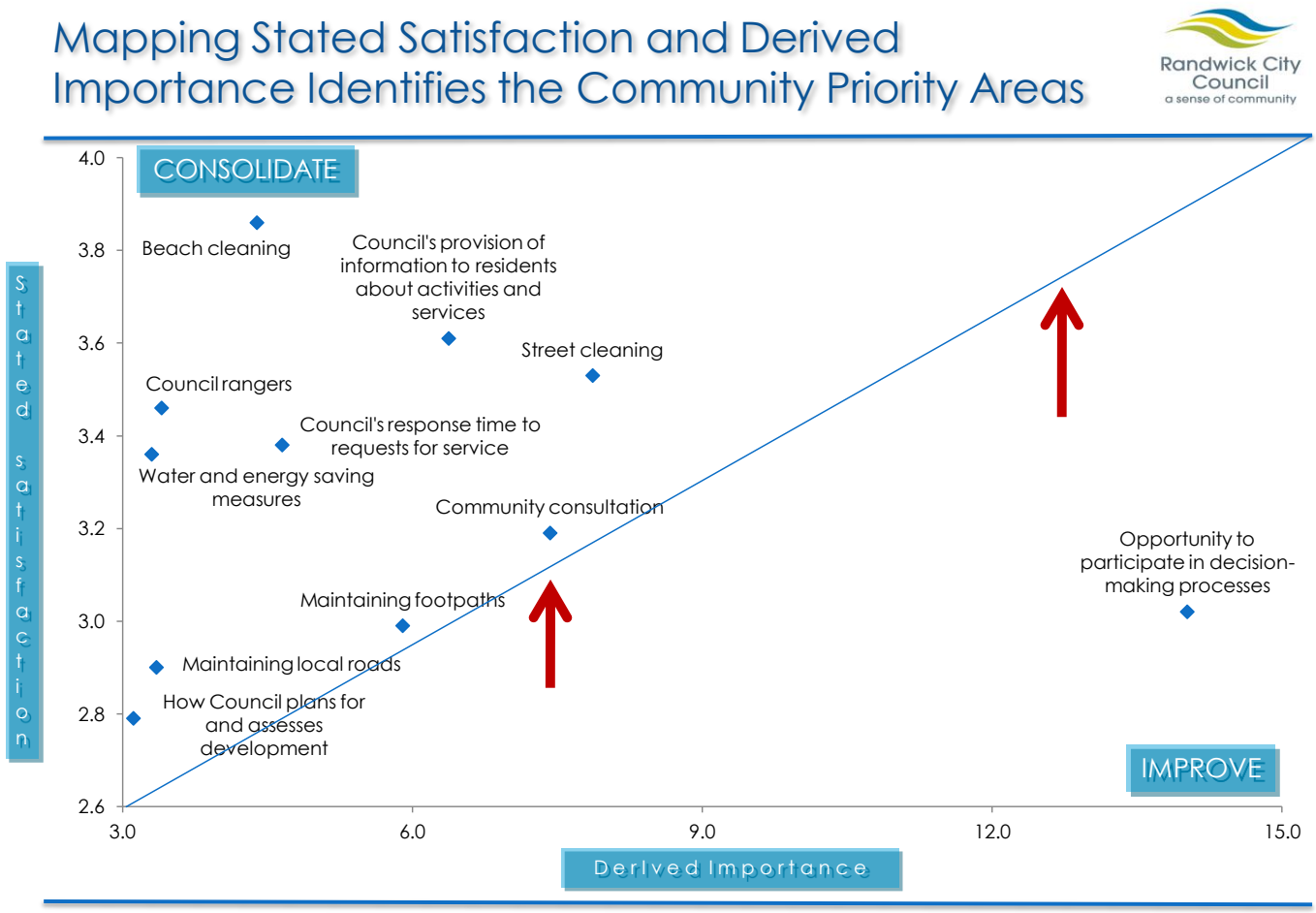


These 10 services/facilities are the key community priorities and by addressing these, Randwick City Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'water and energy saving measures' contributes 3.3% towards overall satisfaction, while 'opportunity to participate in decision-making processes' (14.0%) is a far stronger driver, contributing over four times as much to overall satisfaction with Council.

Clarifying Priorities

If Randwick City Council can address these core drivers, they will be able to improve resident satisfaction with their performance. In the chart below we can see that, for many of the core drivers, Council is already performing reasonably well. There are clear opportunities, however, to improve satisfaction with the service that falls below the diagonal line.



The key driver of overall community satisfaction with Council is the community's opportunity to participate in decision-making processes

micromex research

The key outcome of this analysis indicates that 'opportunities to participate in decision-making processes' is the priority area from a resident perspective.

Summary of critical outcomes

The summary table below combines the outcomes of the regression analysis with the stated importance and satisfaction outcomes of the performance gap and quadrant analysis.

In developing future plans and strategies, Randwick City Council should consider the implications raised by each form of analysis.

	Shapley's Analysis	Gap Analysis	Quadrant Analysis
Opportunity to participate in decision-making processes	**14.0**	0.86	Niche
Street cleaning	**7.9**	0.88	Maintain
Community consultation	**7.4**	0.77	Niche
Council's provision of information to residents about activities and services	**6.4**	0.39	Secondary
Maintaining footpaths	**5.9**	1.44	Improve
Council's response time to requests for service	**4.7**	0.76	Improve
Beach cleaning	**4.4**	0.70	Maintain
Council rangers	**3.4**	0.27	Niche
Maintaining local roads	**3.3**	1.59	Improve
Water and energy saving measures	**3.3**	0.85	Improve

Recommendations

Summary & Recommendations

From proprietary research conducted by Micromex in the NSW LGA category earlier this year, we have observed that, while Performance (43%) is a major driver of positivity, a council's Vision (32%) and Values (25%) are also critical contributors to image perceptions.

Satisfaction with the performance of Randwick City Council is high and the result is consistent with the 2010 results. From an outcome perspective, it is apparent that the community feels that Council has maintained its delivery levels in terms of services and facilities, however, focusing solely on performance with key services/facilities, i.e. roads, rates & rubbish, will not necessarily drive overall satisfaction. The best rated NSW councils have the capacity to engage and respond to their communities in a competent fashion. The fact that Randwick City Council has continued to exceed the NSW LGA overall satisfaction benchmarks indicates that it is performing better than most in these measures.

To continue to address the critical outcomes and stated priorities articulated by the community, Council needs to maintain its focus on involving and engaging with the community, particularly on the issue of town planning/development.

Based on the outcomes of this survey, we recommend that Randwick City Council consider the following:

1. Community involvement and consultation are the key drivers of resident satisfaction, Council needs to continue to focus on identifying methods of both informing and collaborating with the community, explore what can be achieved, and experiment with ways to optimise the traditional approaches to embrace innovation opportunities
2. Continue to be customer focused, monitor response times, and look to ensure that both positive and constructive customer feedback is shared throughout the organisation
3. Clarify and communicate Council's commitment to the built environment, specifically in regard to the development of the LGA, maintaining footpaths and maintaining local roads
4. Maintain the current levels of service in keeping the built and natural environments clean

Next Steps

We will be conducting a series of resident workshops to clarify the community's understanding of, and attitudes toward, the critical outcomes of the community survey.

Section A
Detailed Findings

Importance of, and Satisfaction with, Council Services and Facilities

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

Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:	
1.99 or lower	'Very low' level of importance/satisfaction
2.00 – 2.49	'Low' level of importance/satisfaction
2.50 – 2.99	'Moderately low' levels of importance/satisfaction
3.00 – 3.59	'Moderate' level of importance/satisfaction
3.60 – 3.89	'Moderately high' level of importance/satisfaction
3.90 – 4.19	'High' level of importance/satisfaction
4.20 – 4.49	'Very high' level of importance/satisfaction
4.50 +	'Extreme' level of importance/satisfaction

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

We Explored Resident Response to 37 Service Areas

Randwick City Council
a sense of community

Sport, Recreation & Culture
- Ovals and sporting facilities
- Ocean pools
- Playgrounds and parks
- Beaches
- Council libraries
- Des Renford Aquatic Centre
- Coastal open spaces and walkway
- Festivals and events

Caring for the Community
- Community centres and halls
- Information on community services
- Home Modification and Maintenance Service
- Community safety

Caring for our Environment
- Protection of natural bushland
- Tree preservation
- Environmental awareness and education
- Water and energy saving measures

Transport, Roads & Drainage
- Traffic management in the Randwick LGA
- Maintaining local roads
- Maintaining footpaths
- Constructing cycleways
- The availability of car parking in the town centres in the Randwick City area

Urban & Economic Development
- How Council plans for and assesses development
- Attractiveness of town centres
- Vitality of town centres
- Protection of heritage buildings and items

Communication and Customer Service/ Strategic Planning
- Council's response time to requests for service
- Council's provision of information to residents about activities and services
- Community consultation
- Opportunity to participate in decision-making processes
- Long term planning for the City

Council's Regulatory Services
- Health inspections at food premises etc.
- Council rangers
- Regulation/enforcement

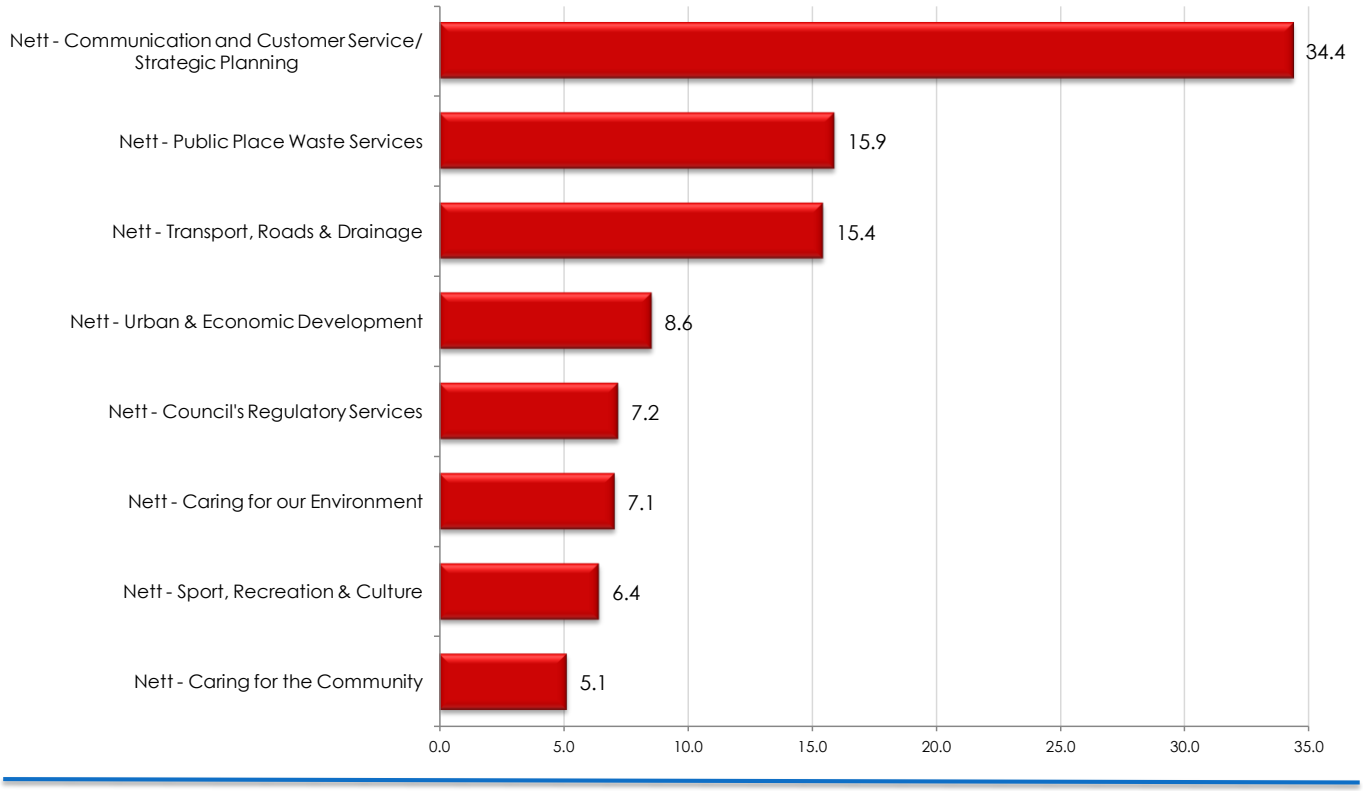
Public Place Waste Services
- Provision of public place litter bins
- Street cleaning
- Beach cleaning
- Town centre cleaning

micromex research

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Communication & Customer Service/Strategic Planning – Over 34% of Overall Satisfaction with Council



'Communication & Customer Service/Strategic Planning' (34%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner included:

- Council's response time to requests for service
- Council's provision of information to residents about activities and services
- Community consultation
- Opportunity to participate in decision-making processes
- Long term planning for the City

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Communication & Customer Service/Strategic Planning' are core drivers of resident satisfaction.

Interpreting Performance Gap

Within the report, the mean ratings for each of the criteria have been assigned a determined 'level of importance or satisfaction'. To identify the performance gap, we subtract the rated satisfaction mean score from the stated importance mean scores:

Performance gap

1.50 or higher	Extremely high gap between importance and satisfaction
	⇒ Requires Immediate Action – Code Violet
0.90 – 1.49	Moderately high – Very high gap between importance and satisfaction
	⇒ Requires Immediate Investigation – Code Red
0.20 – 0.89	Moderately low – Moderate gap between importance and satisfaction
	⇒ Monitor – Code Grey
0.00 – 0.19	Minimal gap between importance and satisfaction
	⇒ Monitor – Code Blue
Less than Zero	Negative performance gap between importance and satisfaction
	⇒ Revisit/Reconsider Resource Allocation – Code Green

Correlations – definitions

We have run analysis across 3 areas of interest:

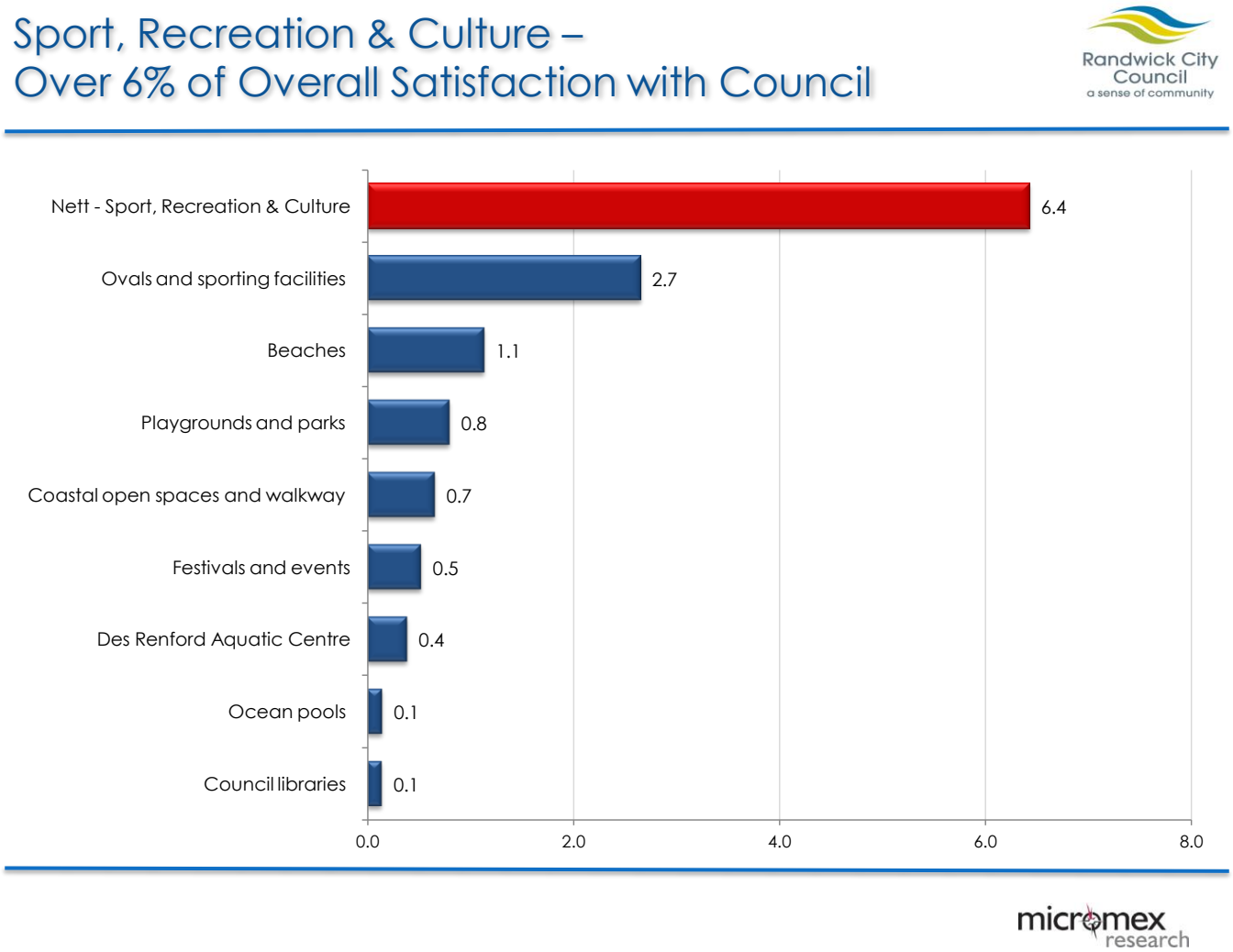
- Age
- Gender
- Comparisons with 2010

Services and facilities explored included:

- Ovals and sporting facilities
- Ocean pools
- Playgrounds and parks
- Beaches
- Council libraries
- Des Renford Aquatic Centre
- Coastal open spaces and walkway
- Festivals and events

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 6% of overall satisfaction, based on the regression analysis.



Overview of Rating Scores

Importance – overall

Very high	Beaches
	Coastal open spaces and walkway
High	Playgrounds and parks
Moderately high	Council libraries
Moderate	Ocean pools
	Festivals and events
	Ovals and sporting facilities
	Des Renford Aquatic Centre

Importance – by age

Residents aged 25-54 deemed the importance of 'ovals and sporting facilities' to be higher than did those aged 18-24 and 65+, and the importance of 'beaches' to be higher than did those aged 65+.

Residents aged 45-54 deemed the importance of 'ocean pools' to be higher than did those aged 18-24 & 65+.

Residents aged 35-44 considered the importance of 'playgrounds and parks' to be higher than did all other age groups, and the importance of the 'Des Renford Aquatic Centre' to be higher than did those aged 18-34 and 55-64.

Residents aged 25-34 and 45-64 considered 'coastal open spaces and walkway' higher in importance than did those aged 18-24.

Residents aged 25-34 considered the importance of 'festivals and events' to be higher than did those aged 55+.

Importance – by gender

Females rated 5 of the 8 criteria higher than did males, including:

- Ocean pools
- Playgrounds and parks
- Council libraries
- Des Renford Aquatic Centre (DRAC)
- Festivals and events

Males rated 'ovals and sporting facilities' higher in importance than did females.

Importance – compared to 2010

'Beaches', 'coastal open spaces and walkway' and 'festivals and events' have increased in importance since 2010.

Satisfaction – overall

Very high	Beaches
High	Council libraries
	Coastal open spaces and walkway
	Festivals and events
	Ocean pools
	Playgrounds and parks
Moderately high	Ovals and sporting facilities
	Des Renford Aquatic Centre

Satisfaction – by age

Residents aged 55-64 were more satisfied with 'ovals and sporting facilities' than were those aged 35-44.

Residents aged 25-34 were more satisfied with 'ocean pools' than were those aged 35-54.

Residents aged 18-24 and 65+ expressed higher levels of satisfaction with 'playgrounds and parks' than did those aged 35-54.

Residents aged 65+ expressed higher levels of satisfaction with 'Council libraries' than did those aged 18-34 and 55-64.

Residents aged 18-24 and 65+ rated the 'Des Renford Aquatic Centre' with higher satisfaction than did those aged 35-44.

Residents aged 25-34 were more satisfied with the provision of 'coastal open spaces and walkway' than were those aged 35-44.

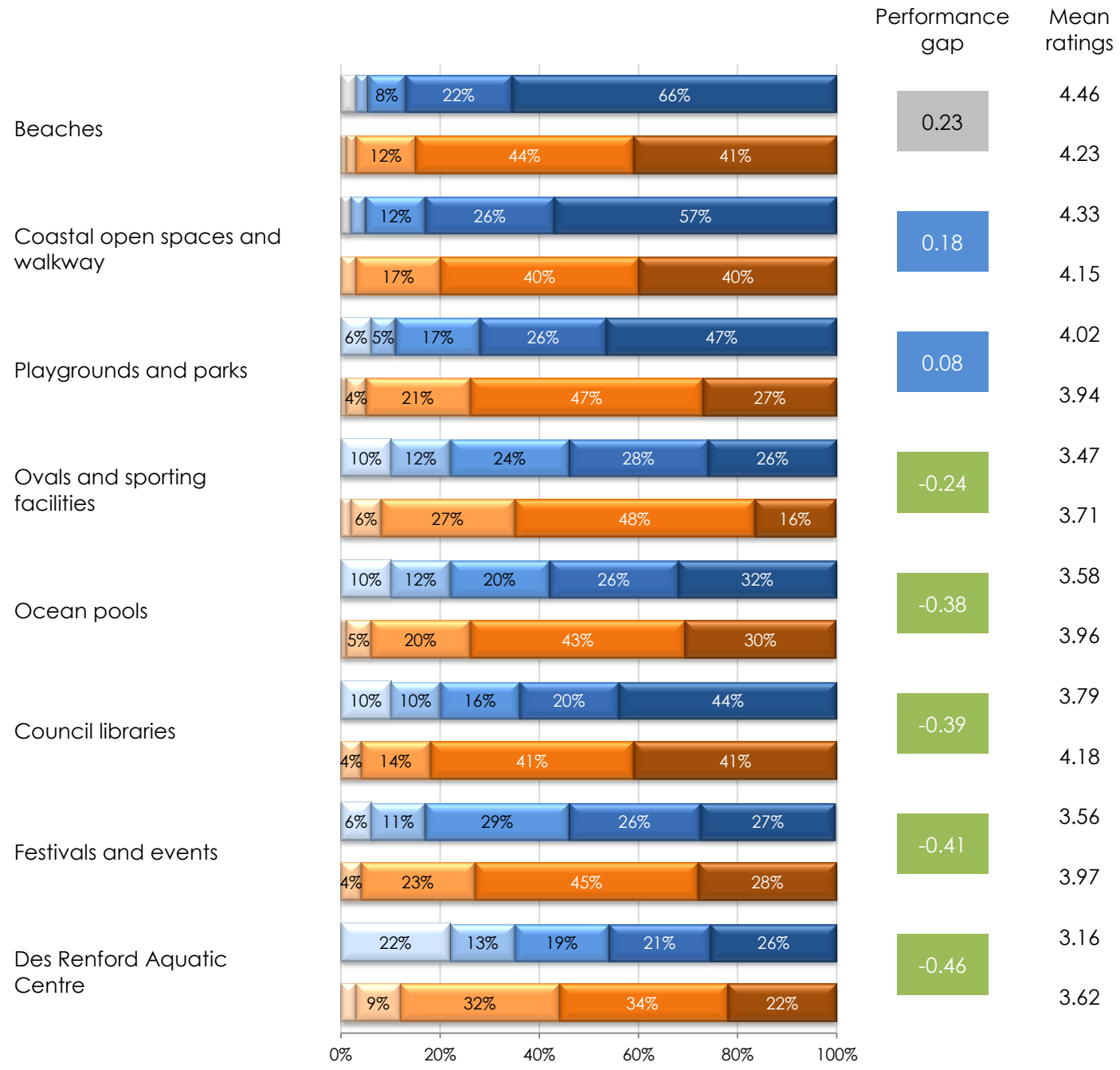
Satisfaction – by gender

Males were more satisfied with the 'Des Renford Aquatic Centre' than were females.

Satisfaction – compared to 2010

'Ocean pools', 'coastal open spaces and walkway' and 'festivals and events' were rated higher in satisfaction than they were in 2010.

Importance of, and Satisfaction with, Council Services and Facilities



Base: Importance n=1,000, Satisfaction n=446-874

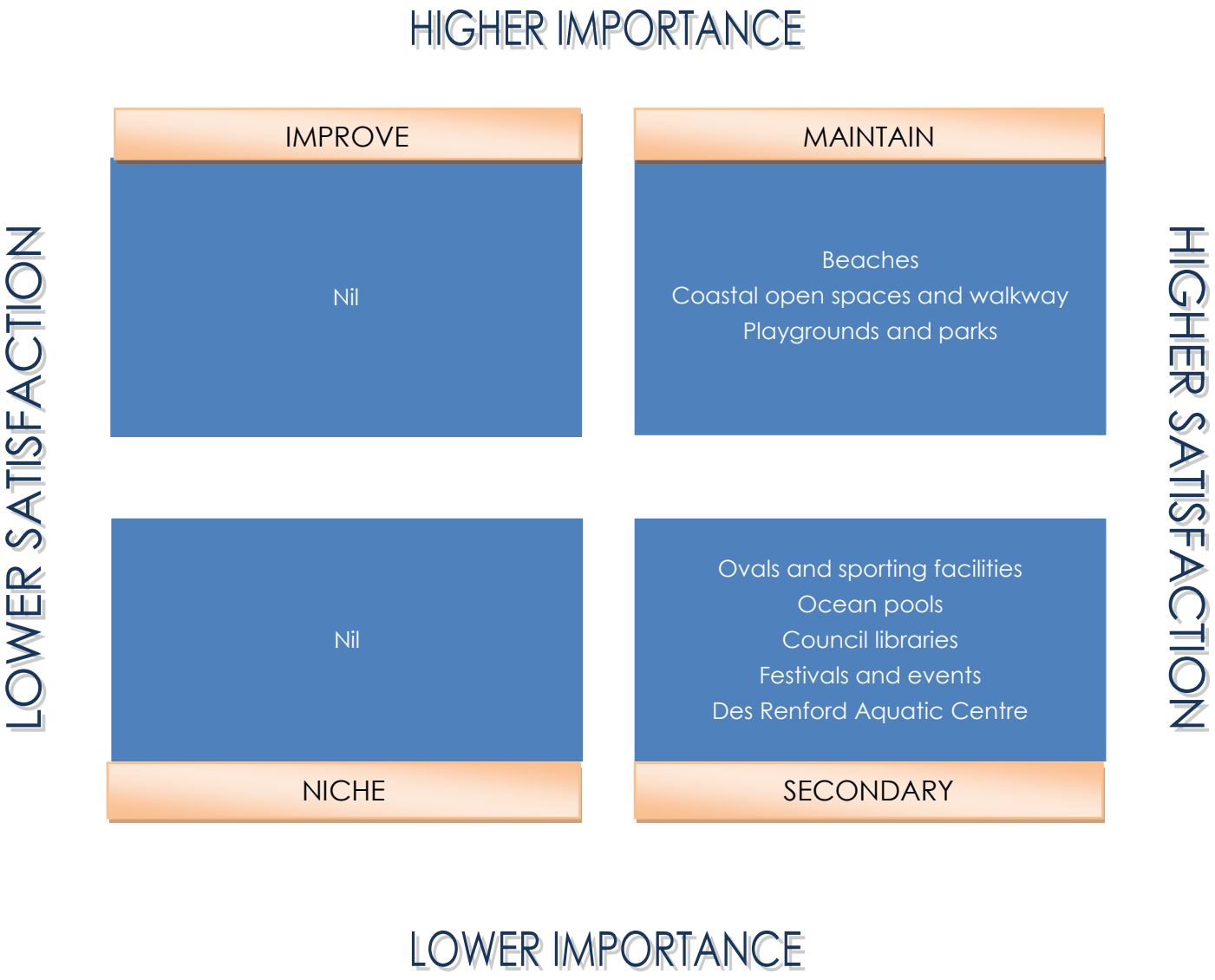
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to maintain resident satisfaction with:

- Beaches
- Coastal open spaces and walkway
- Playgrounds and parks

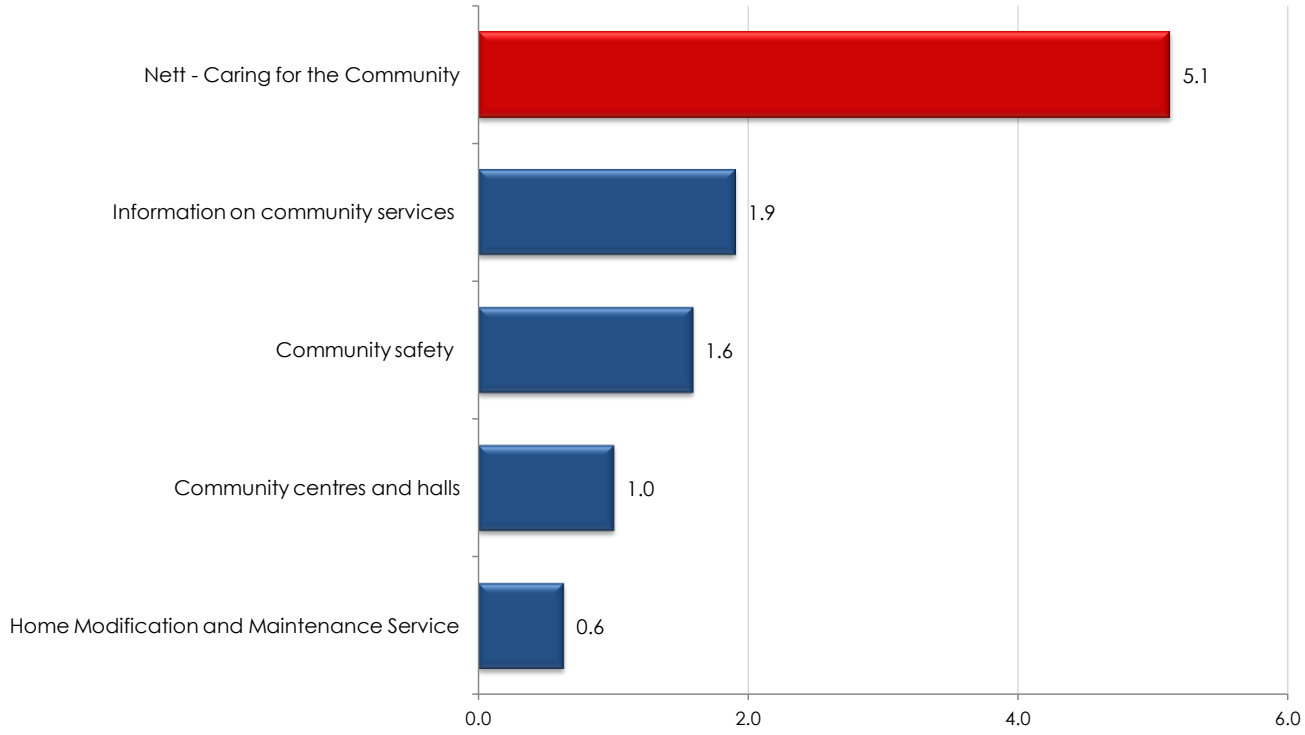
Services and facilities explored included:

- Community centres and halls
- Information on community services
- Home Modification and Maintenance Services
- Community safety

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 5% of overall satisfaction, based on the regression analysis.

Caring for the Community – Over 5% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Very high	Community safety
Moderately high	Information on community services
Moderate	Community centres and halls
	Home Modification and Maintenance Service

Importance – by age

Residents aged 45-54 and 65+ rated the importance of 'information on community services' higher in importance than did those aged 18-24.

Residents aged 18-24, 45-54 and 65+ rated the importance of 'Home Modification and Maintenance Service' higher than did those aged 35-44.

Importance – by gender

Females deemed the importance of 'community centres and halls', 'information on community services' and 'community safety' higher than did males.

Importance – compared to 2010

There were no significant differences compared to 2010.

Satisfaction – overall

Moderately high	Community centres and halls
Moderate	Community safety
	Information on community services
	Home Modification and Maintenance Service

Satisfaction – by age

Residents aged 65+ expressed higher levels of satisfaction with 'community centres and halls' than did those aged 35-44, and with 'information on community services' than did those aged 25-34.

Residents aged 18-24 were more satisfied with 'community safety' than were those aged 25-44 and 55-64.

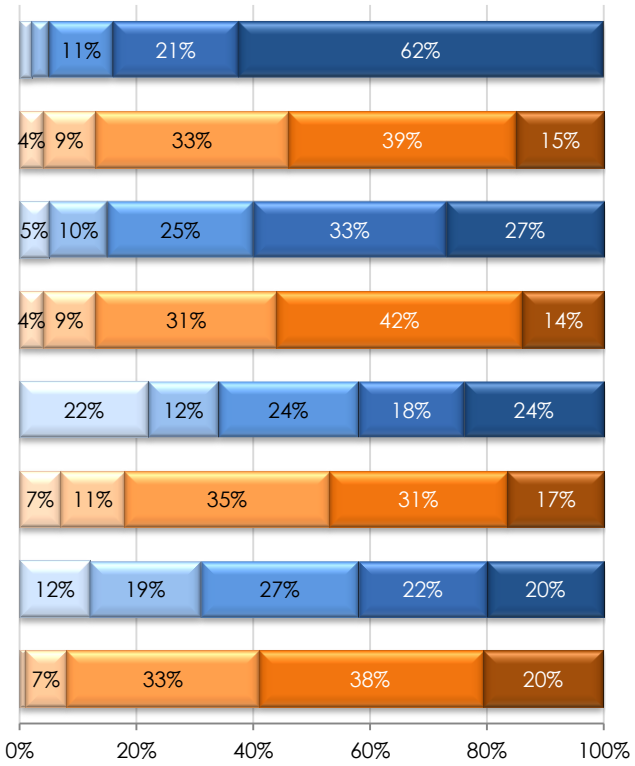
Satisfaction – by gender

Males were more satisfied with 'community safety' than were females.

Satisfaction – compared to 2010

There were no significant differences compared to 2010.

Importance of, and Satisfaction with, Council Services and Facilities



Base: Importance n=1,000, Satisfaction n=337-820

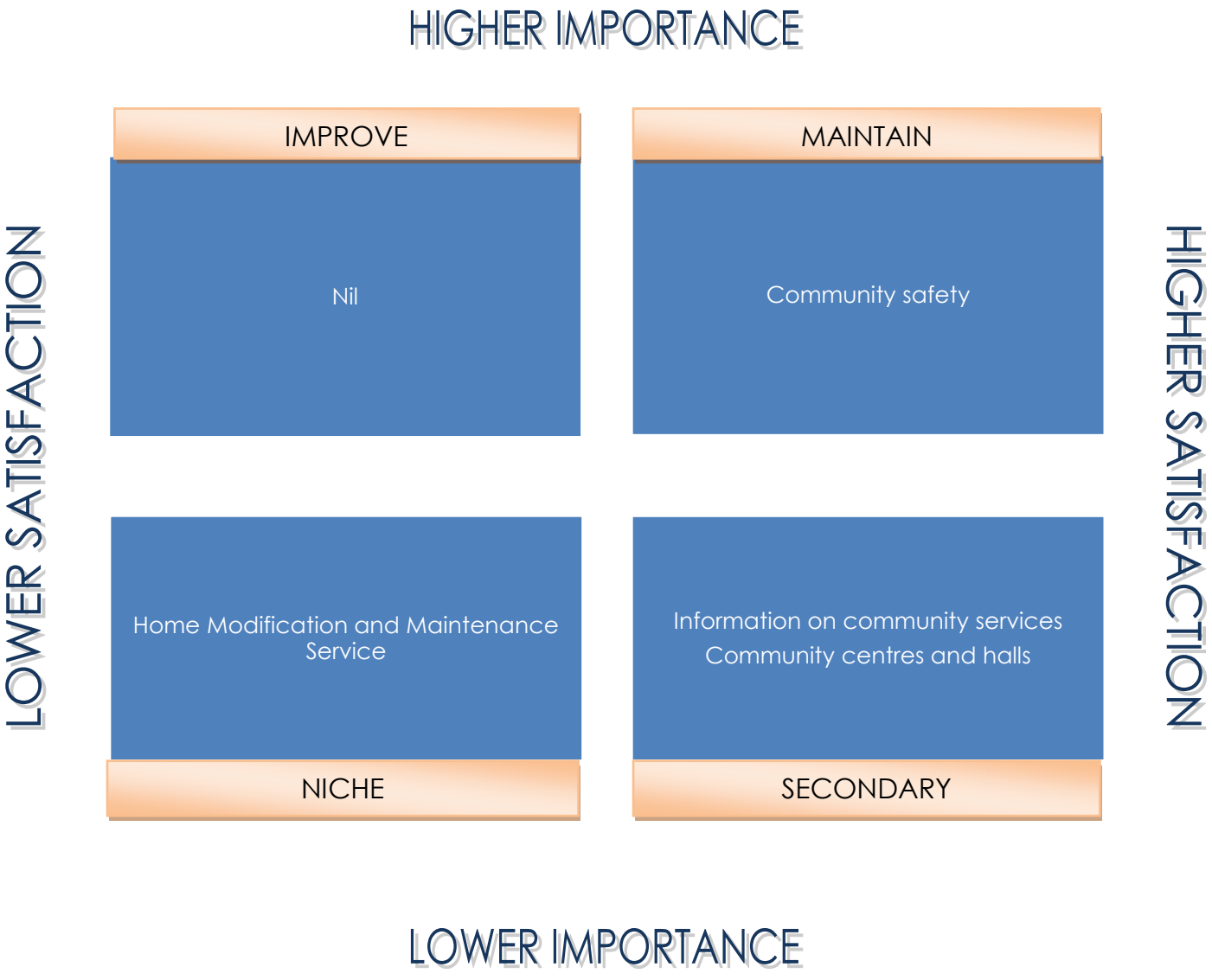
Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to maintain resident satisfaction with:

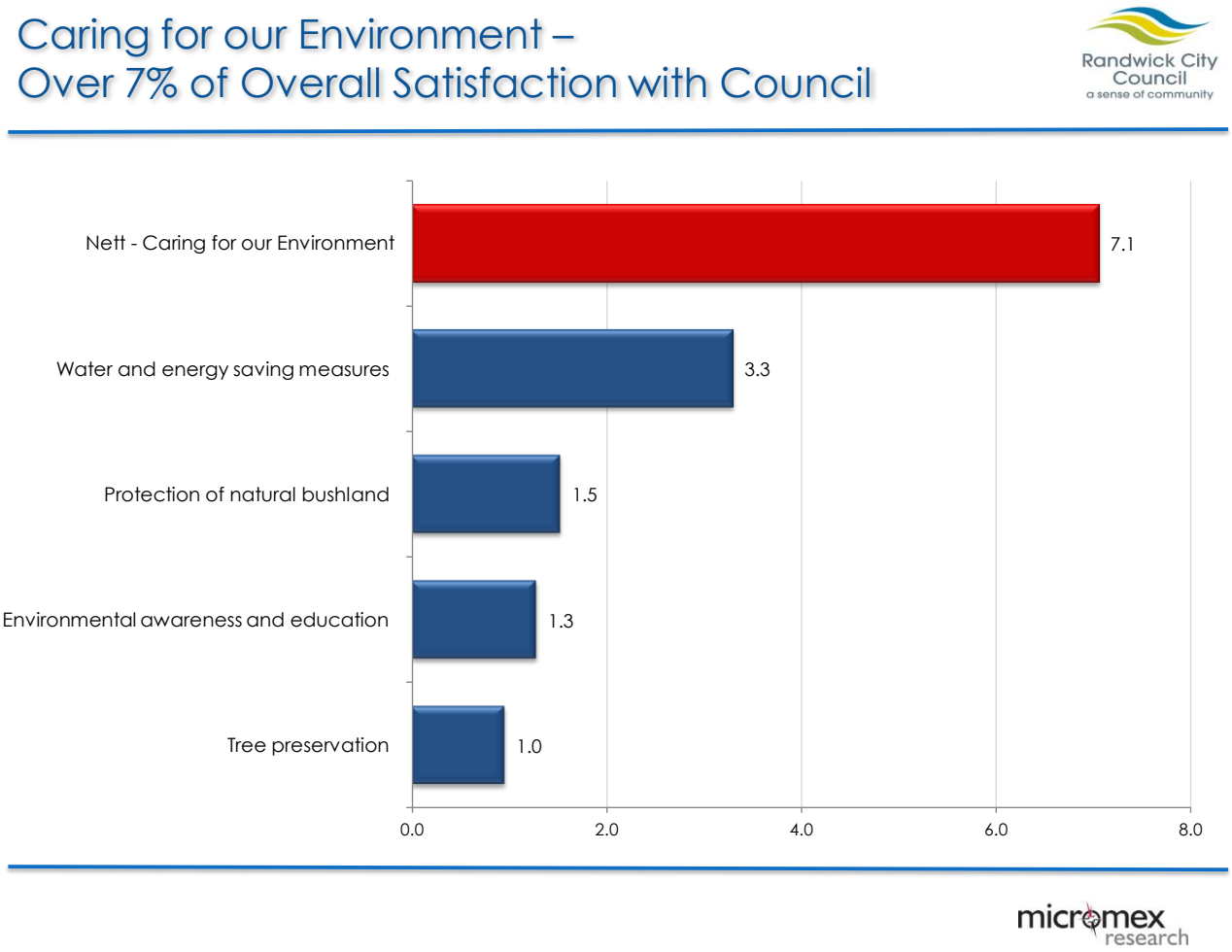
- Community safety

Services and facilities explored included:

- Protection of natural bushland
- Tree preservation
- Environmental awareness and education
- Water and energy saving measures

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 7% of overall satisfaction, based on the regression analysis.



Overview of Rating Scores

Importance – overall

Very high	Protection of natural bushland
	Water and energy saving measures
High	Environmental awareness and education
	Tree preservation

Importance – by age

Residents aged 18-24 considered the importance of 'protection of natural bushland' to be lower than did 45-54, 'water and energy saving measures' than did 35-54 and 65+, but the importance of 'tree preservation' to be higher than did those aged 25-34

Importance – by gender

Females deemed the importance of all 4 criteria to be higher than did males.

Importance – compared to 2010

Compared to 2010, importance has increased for 'protection of natural bushland'.

Satisfaction – overall

Moderately high	Protection of natural bushland
	Tree preservation
Moderate	Environmental awareness and education
	Water and energy saving measures

Satisfaction – by age

Residents aged 18-24 were more satisfied with 'protection of natural bushland' than were those aged 35-54.

Residents aged 25-34 were more satisfied with 'tree preservation' than were those aged 35-44 and 55-64.

Residents aged 55-64 expressed a higher level of satisfaction with 'environmental awareness and education' than did those aged 18-24.

Residents aged 18-24 and 65+ were more satisfied with 'water and energy saving measures' than were those aged 25-34.

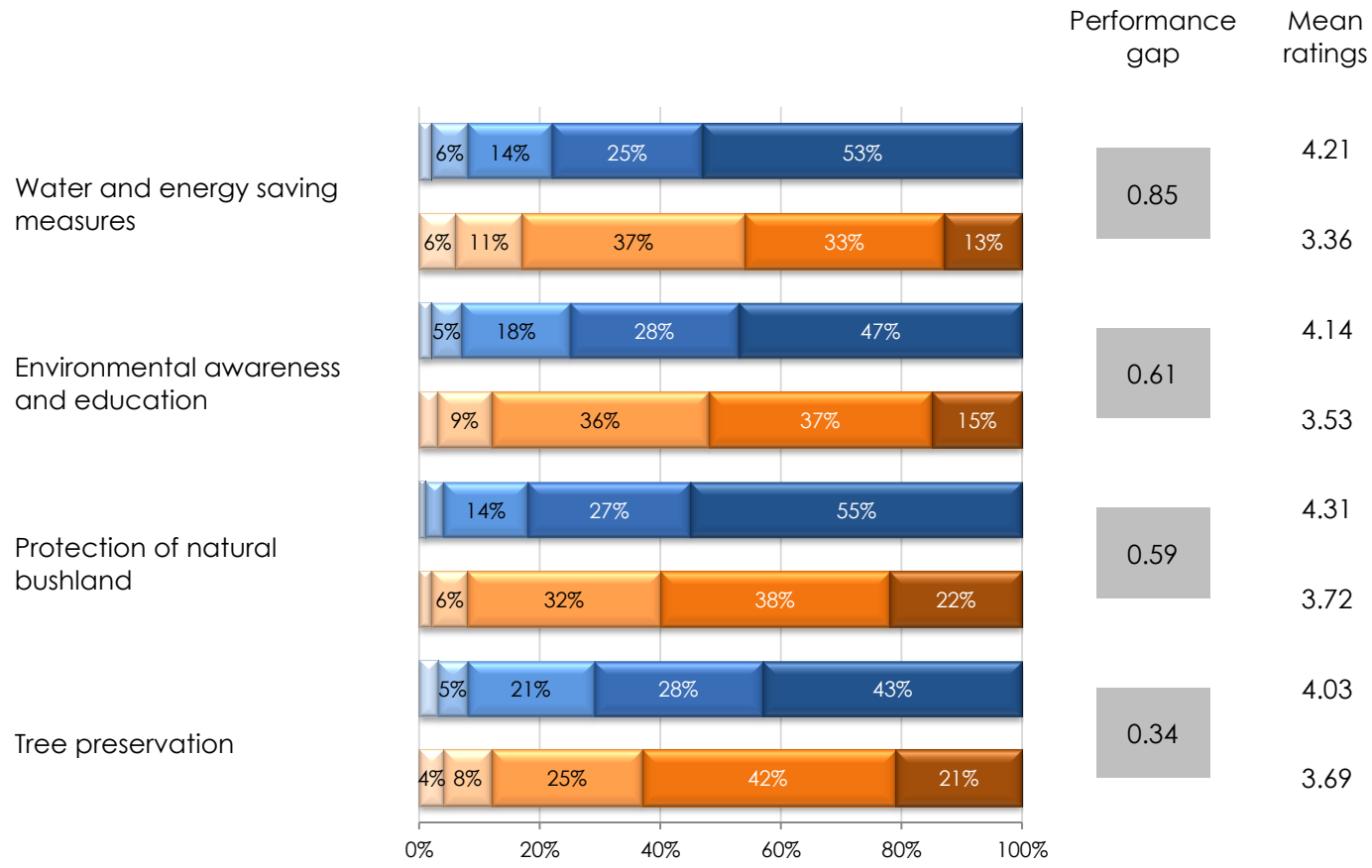
Satisfaction – by gender

There were no statistical differences between the genders.

Satisfaction – compared to 2010

There were no statistical differences compared to 2010.

Importance of, and Satisfaction with, Council Services and Facilities



Base: Importance n=1,000, Satisfaction n=694-800

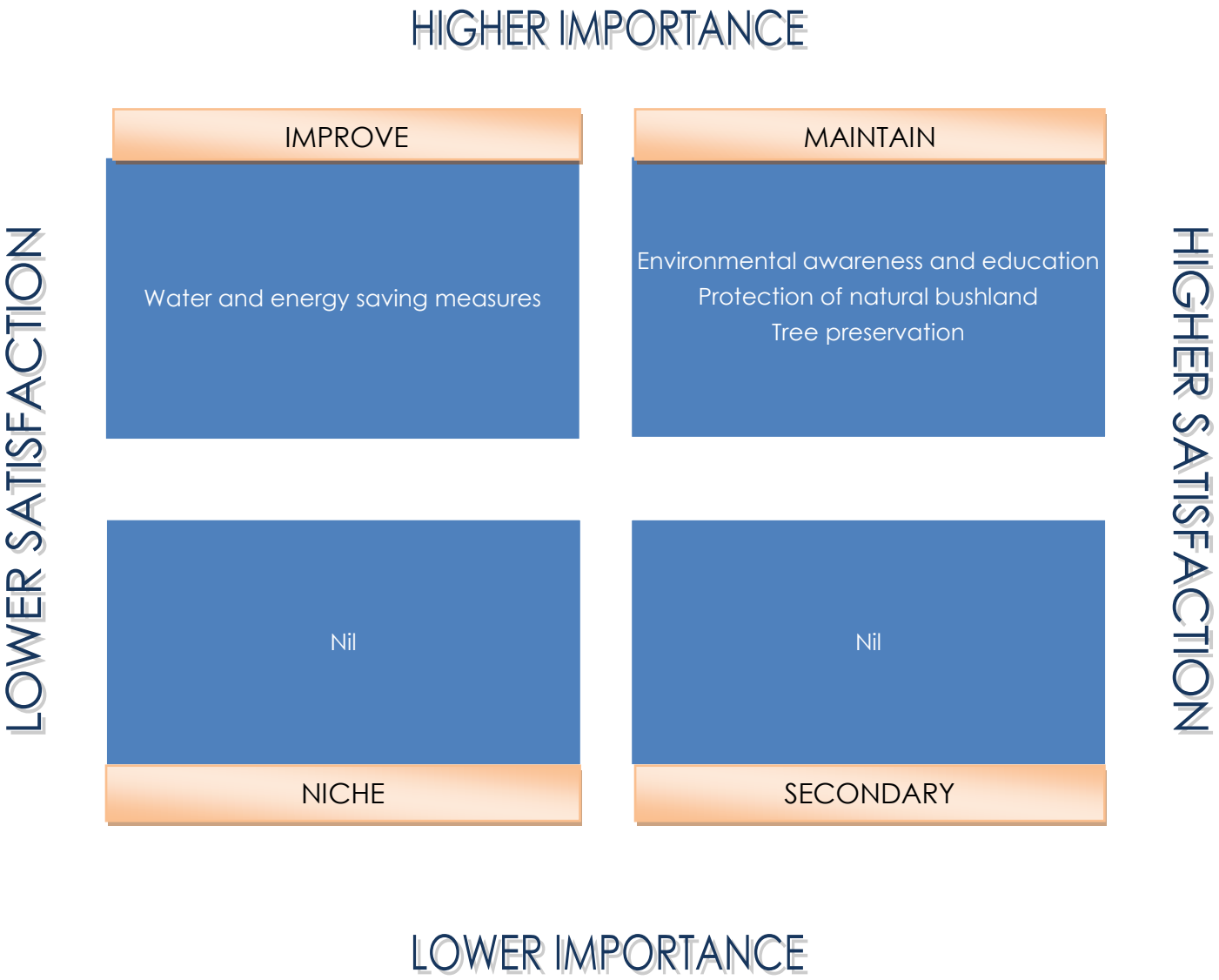
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to improve:

- Water and energy saving measures

Randwick City Council also needs to maintain resident satisfaction with:

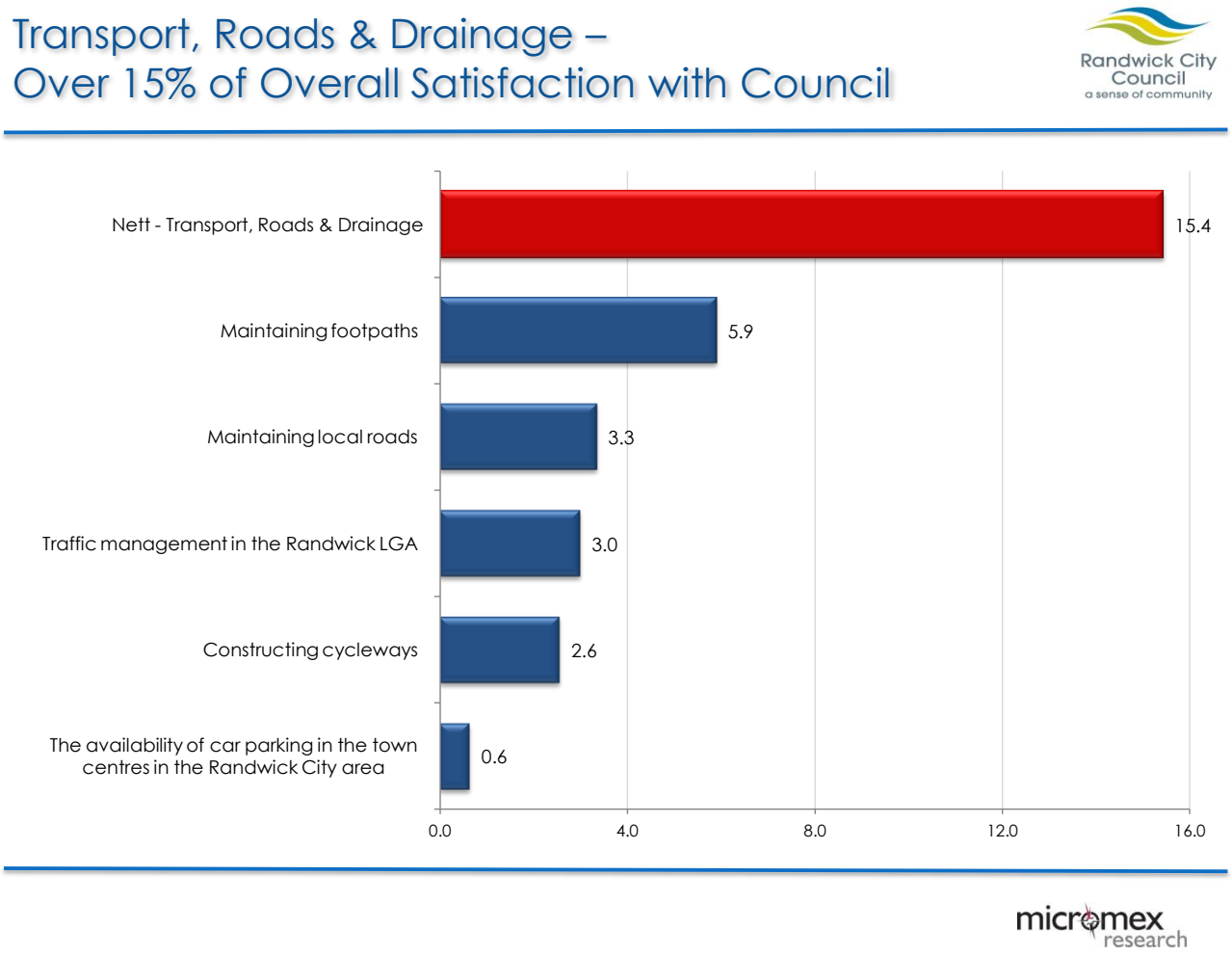
- Environmental awareness and education
- Protection of natural bushland
- Tree preservation

Services and facilities explored included:

- Traffic management in the Randwick LGA
- Maintaining local roads
- Maintaining footpaths
- Constructing cycleways
- The availability of car parking in the town centres in the Randwick City area

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 15% of overall satisfaction, based on the regression analysis.



Overview of Rating Scores

Importance – overall

Very high	Maintaining local roads
	Maintaining footpaths
	Traffic management in the Randwick LGA
	The availability of car parking in the town centres in the Randwick City area
Moderate	Constructing cycleways

Importance – by age

Residents aged 35+ considered the importance of 'traffic management in the Randwick LGA', 'maintaining local roads' and 'maintaining footpaths' to be higher than did those aged 18-24.

Residents aged 18-54 considered the importance of 'constructing cycleways' to be higher than did those aged 65+.

Residents aged 25-54 and 65+ deemed the importance of 'the availability of car parking in the town centres in the Randwick City area' to be higher than did those aged 18-24.

Importance – by gender

Females considered the importance of all 5 criteria to be higher than did males.

Importance – compared to 2010

There were no significant differences compared to 2010.

Satisfaction – overall

Moderately low	Maintaining footpaths
	Maintaining local roads
	Constructing cycleways
	Traffic management in the Randwick LGA
	The availability of car parking in the town centres in the Randwick City area

Satisfaction – by age

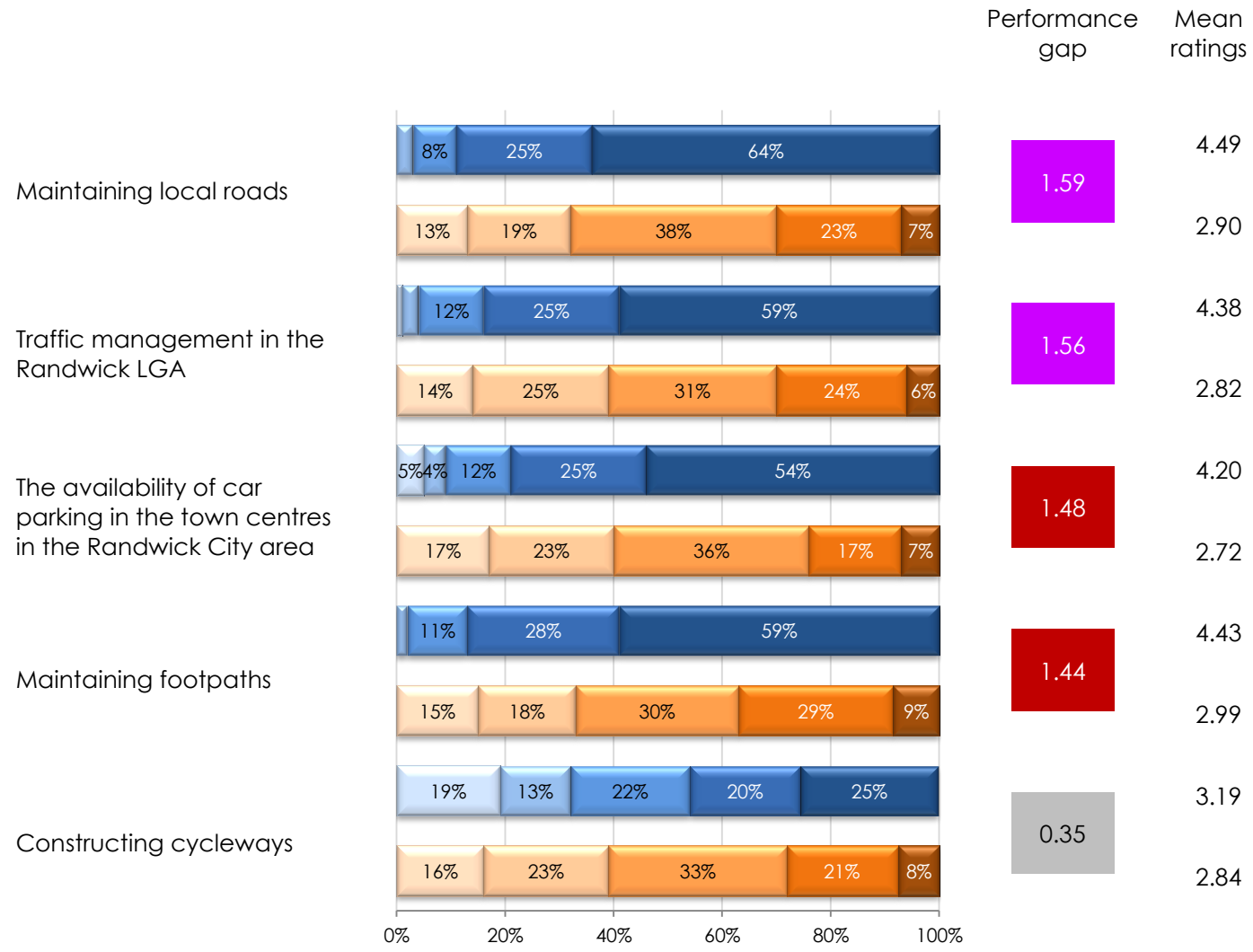
Residents aged 18-24 expressed a higher level of satisfaction with all of the criteria than did their older counterparts.

Satisfaction – by gender

Males expressed higher levels of satisfaction with 'traffic management in the Randwick LGA', 'maintaining footpaths' and 'the availability of car parking in the town centres in the Randwick City area' than did females.

Satisfaction – compared to 2010

There were no significant differences compared to 2010.



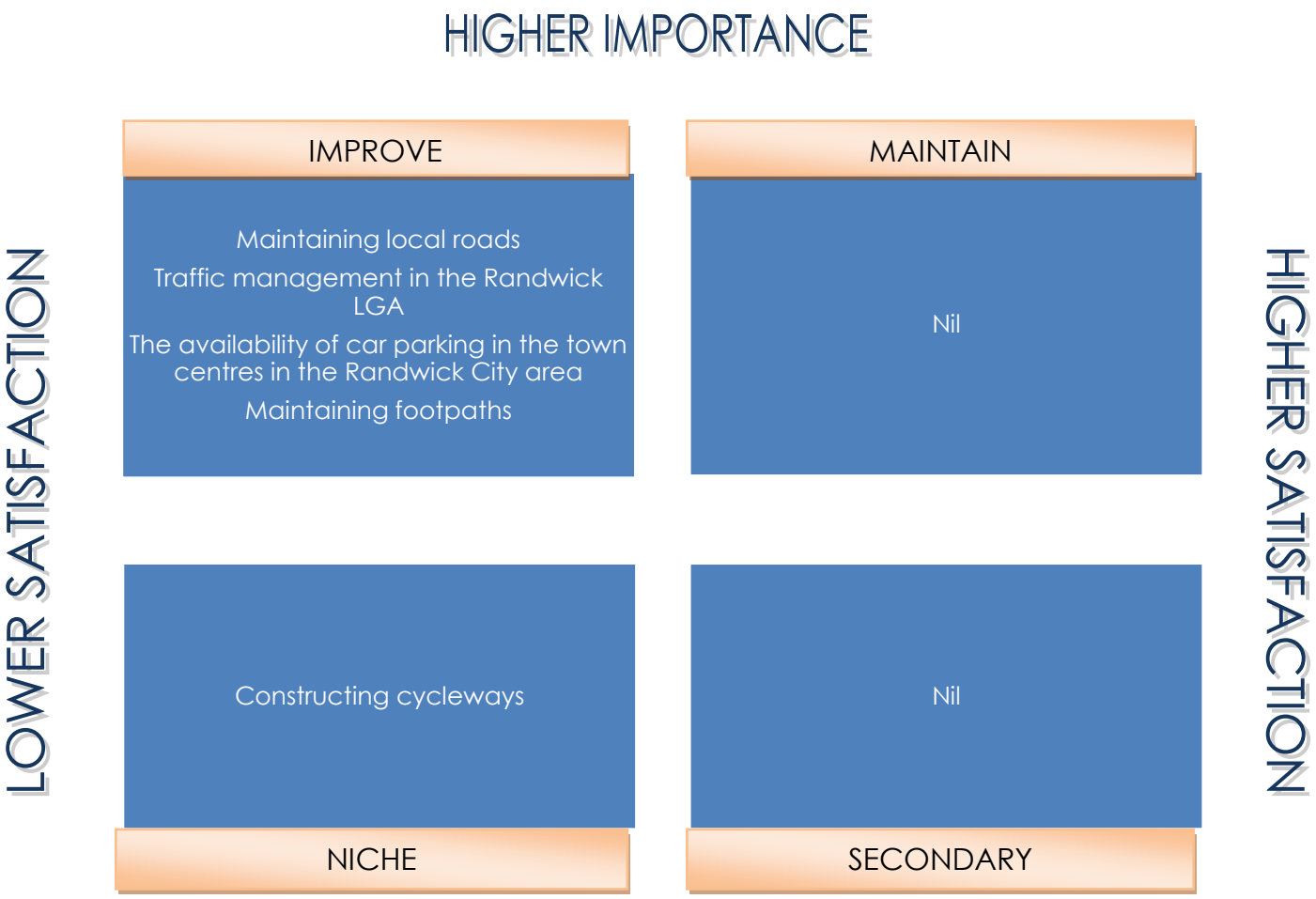
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

Extremely high gap
Moderately high – very high gap
Moderately low – moderate gap
Minimal gap
Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to improve:

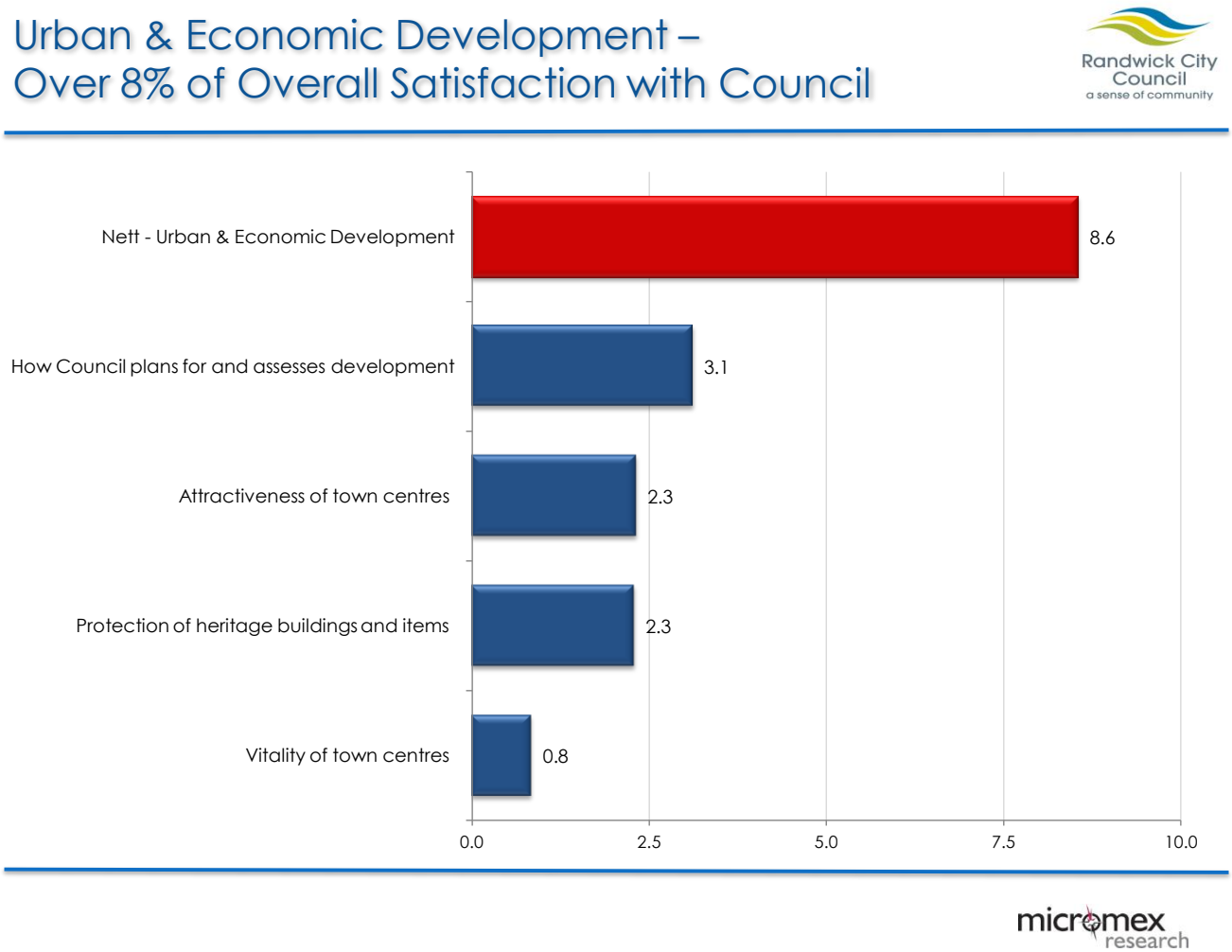
- Maintaining local roads
- Traffic management in the Randwick LGA
- The availability of car parking in the town centres in the Randwick City area
- Maintaining footpaths

Services and facilities explored included:

- How Council plans for and assesses development
- Attractiveness of town centres
- Vitality of town centres
- Protection of heritage buildings and items

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 8% of overall satisfaction, based on the regression analysis.



Overview of Rating Scores

Importance – overall

High	Protection of heritage buildings and items Attractiveness of town centres Vitality of town centres How Council plans for and assesses development

Importance – by age

Residents aged 45-64 considered the importance of 'how Council plans for and assesses development' to be higher than did those aged 18-24.

Residents aged 18-24 rated the 'attractiveness of town centres' higher in importance than did their older counterparts.

Residents aged 25-64 rated the importance of 'vitality of town centres' higher than did those aged 18-24.

Residents aged 45+ rated the importance of 'protection of heritage buildings and items' higher than did those aged 18-24 and 35-44.

Importance – by gender

With the exception of 'how Council plans for and assesses development', females rated all of the criteria higher in importance than did males.

Importance – compared to 2010

The importance of 'protection of heritage buildings and items' has increased compared to 2010.

Satisfaction – overall

Moderate	Protection of heritage buildings and items
	Vitality of town centres
	Attractiveness of town centres
Moderately low	How Council plans for and assesses development

Satisfaction – by age

Residents aged 18-24 were more satisfied with 'how Council plans for and assesses development' than were those aged 25+.

Residents aged 18-34 and 65+ were more satisfied with 'attractiveness of town centres' than were those aged 45-54.

Residents aged 18-24 expressed higher levels of satisfaction with 'vitality of town centres' than did those aged 35-64.

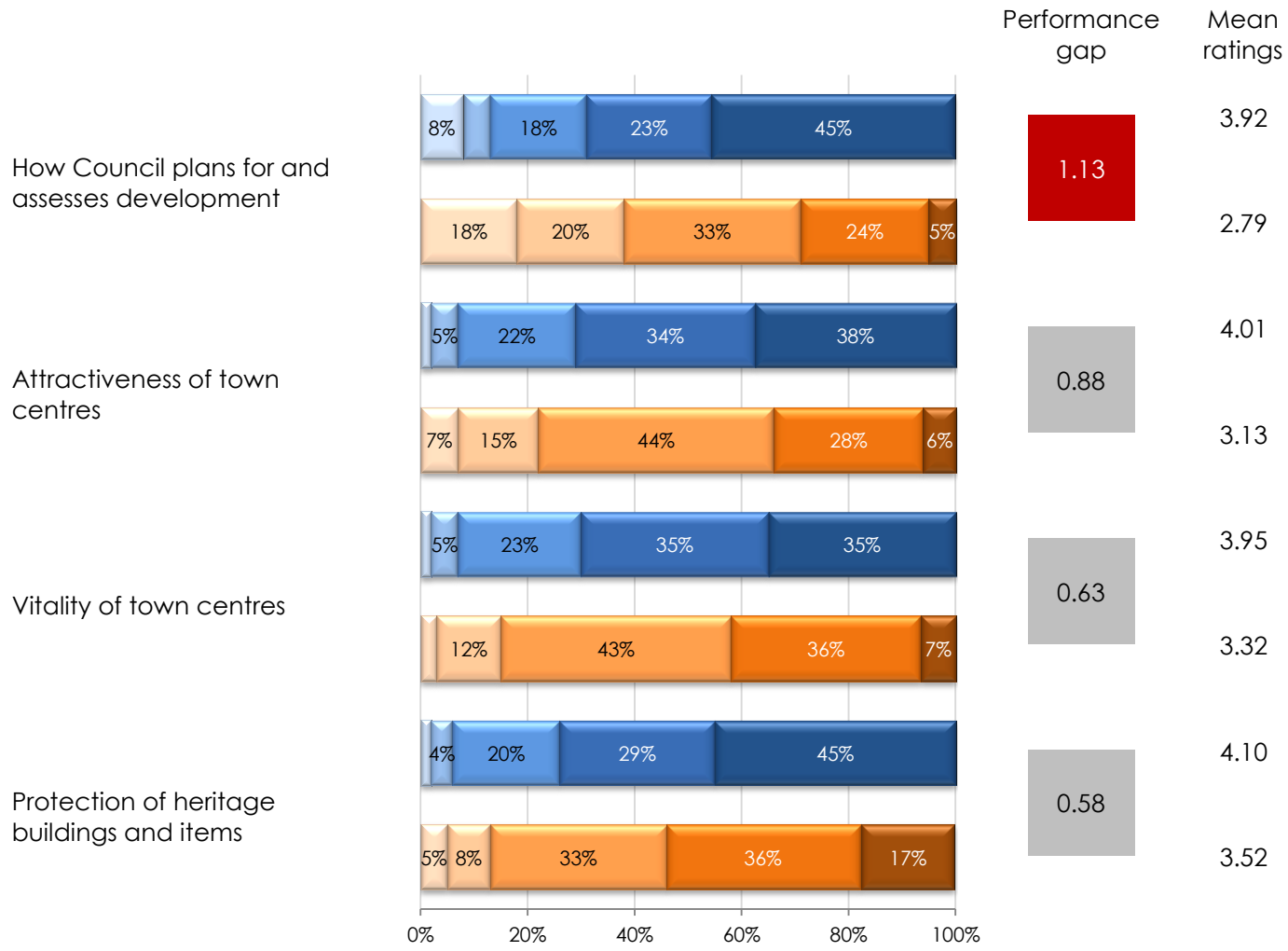
Residents aged 25-34 were more satisfied with 'protection of heritage buildings and items' than were those aged 45-64.

Satisfaction – by gender

Males expressed higher levels of satisfaction with 'how Council plans for and assesses development', 'vitality of town centres' and 'protection of heritage buildings and items' than did females.

Satisfaction – compared to 2010

Compared to 2010, resident satisfaction with 'how Council plans for and assesses development' has decreased.



Base: Importance n=1,000, Satisfaction n=650-721

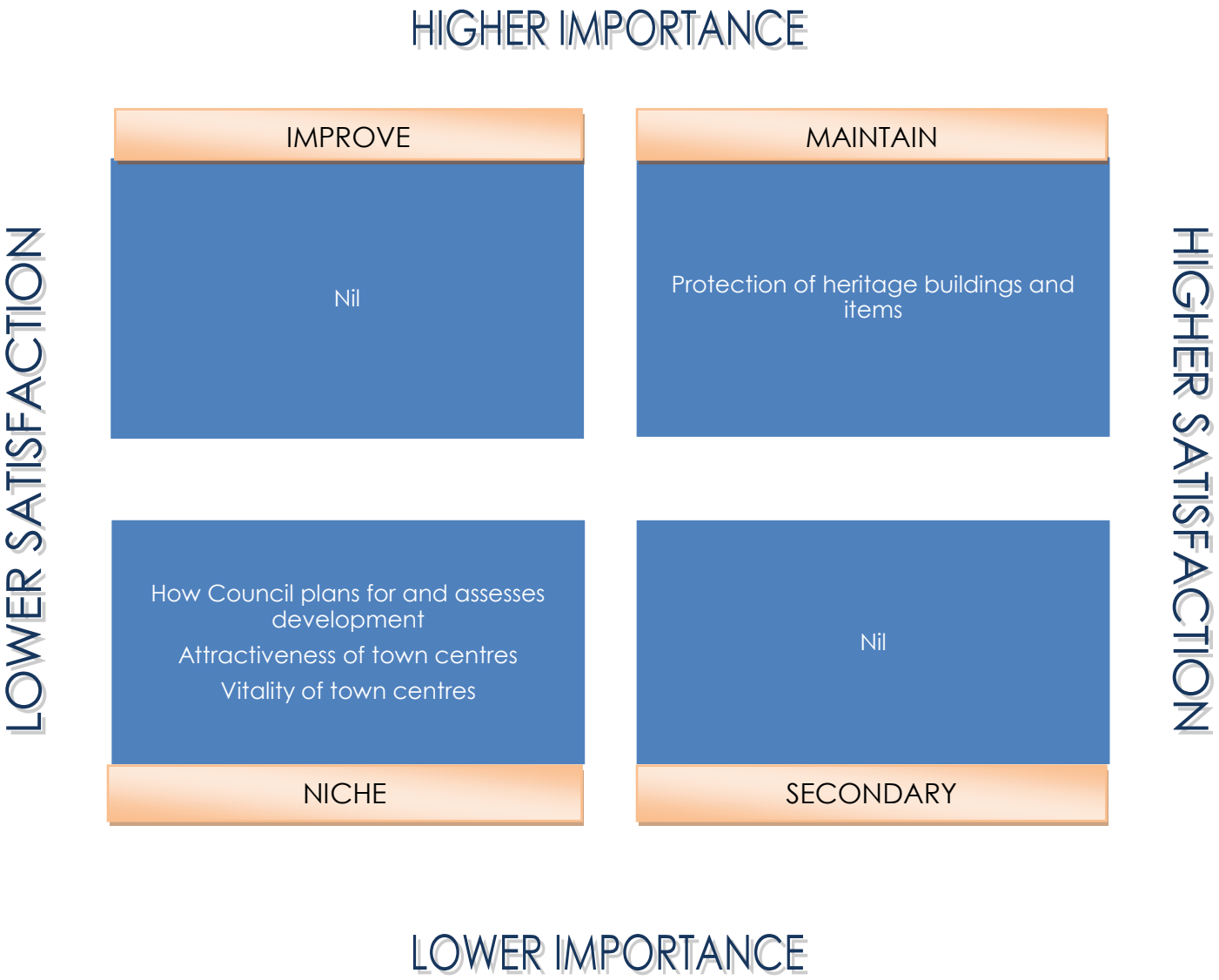
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to maintain resident satisfaction with:

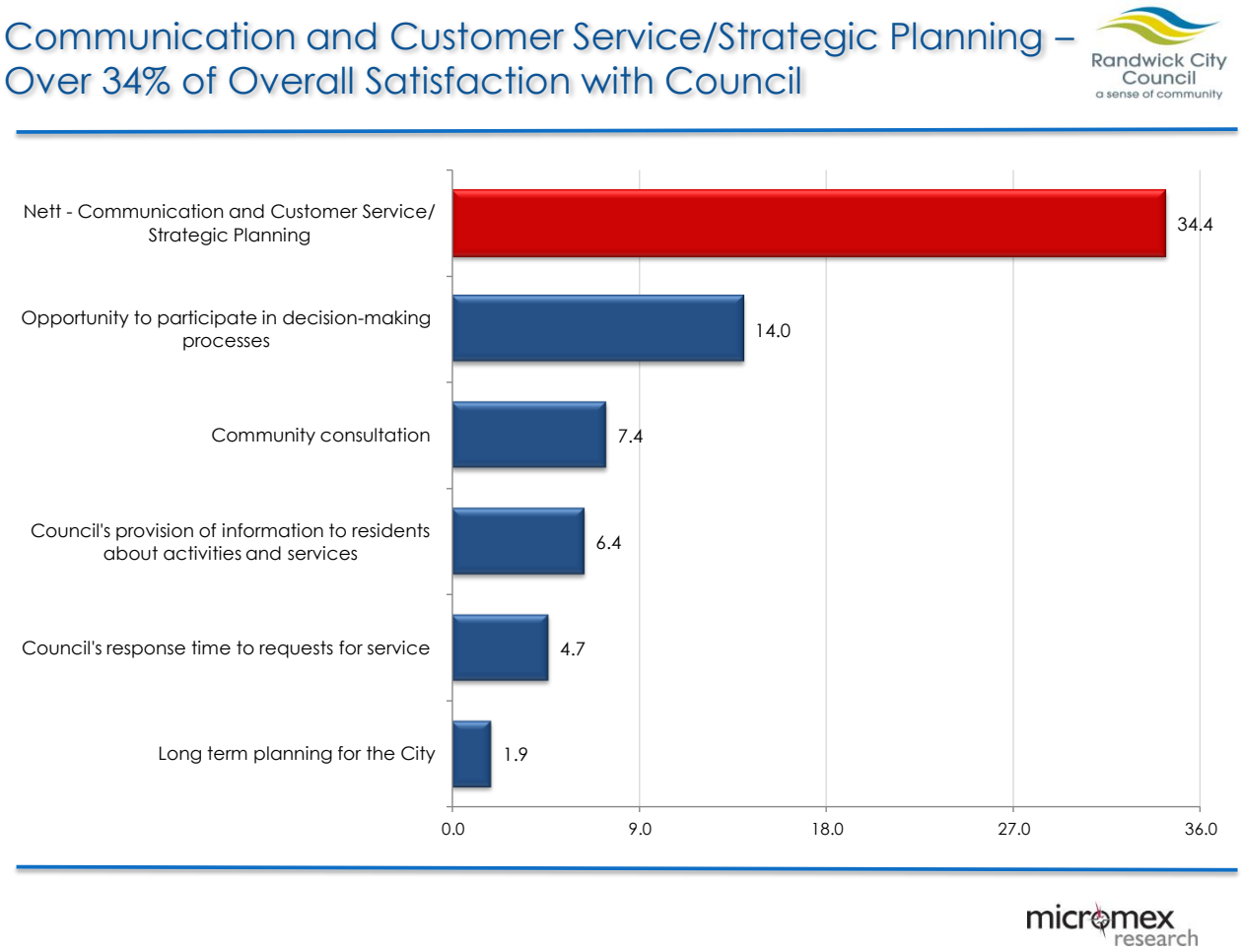
- Protection of heritage buildings and items

Services and facilities explored included:

- Council's response time to requests for services
- Council's provision of information to residents about activities and services
- Community consultation
- Opportunity to participate in decision-making processes
- Long term planning for the City

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 34% of overall satisfaction, based on the regression analysis.



Overview of Rating Scores

Importance – overall

Very high	Long term planning for the City
High	Council's response time to requests for service
	Council's provision of information to residents about activities and services
	Community consultation
Moderately high	Opportunity to participate in decision-making processes

Importance – by age

Residents aged 25-34 and 45+ deemed the importance of 'Council's response time to requests for service' to be higher than did those aged 18-24.

Residents aged 45+ rated the importance of 'Council's provision of information to residents about activities and services' higher than did those aged 18-34.

Residents aged 35+ rated the importance of 'community consultation' higher than did those aged 18-24.

Residents aged 55+ rated the importance of 'opportunity to participate in decision-making processes' higher than did those aged 25-34.

Importance – by gender

Females rated all of these criteria higher in importance than did males.

Importance – compared to 2010

There were no significant differences compared to 2010.

Satisfaction – overall

Moderately high	Council's provision of information to residents about activities and services
Moderate	Council's response time to requests for service
	Community consultation
	Long term planning for the City
	Opportunity to participate in decision-making processes

Satisfaction – by age

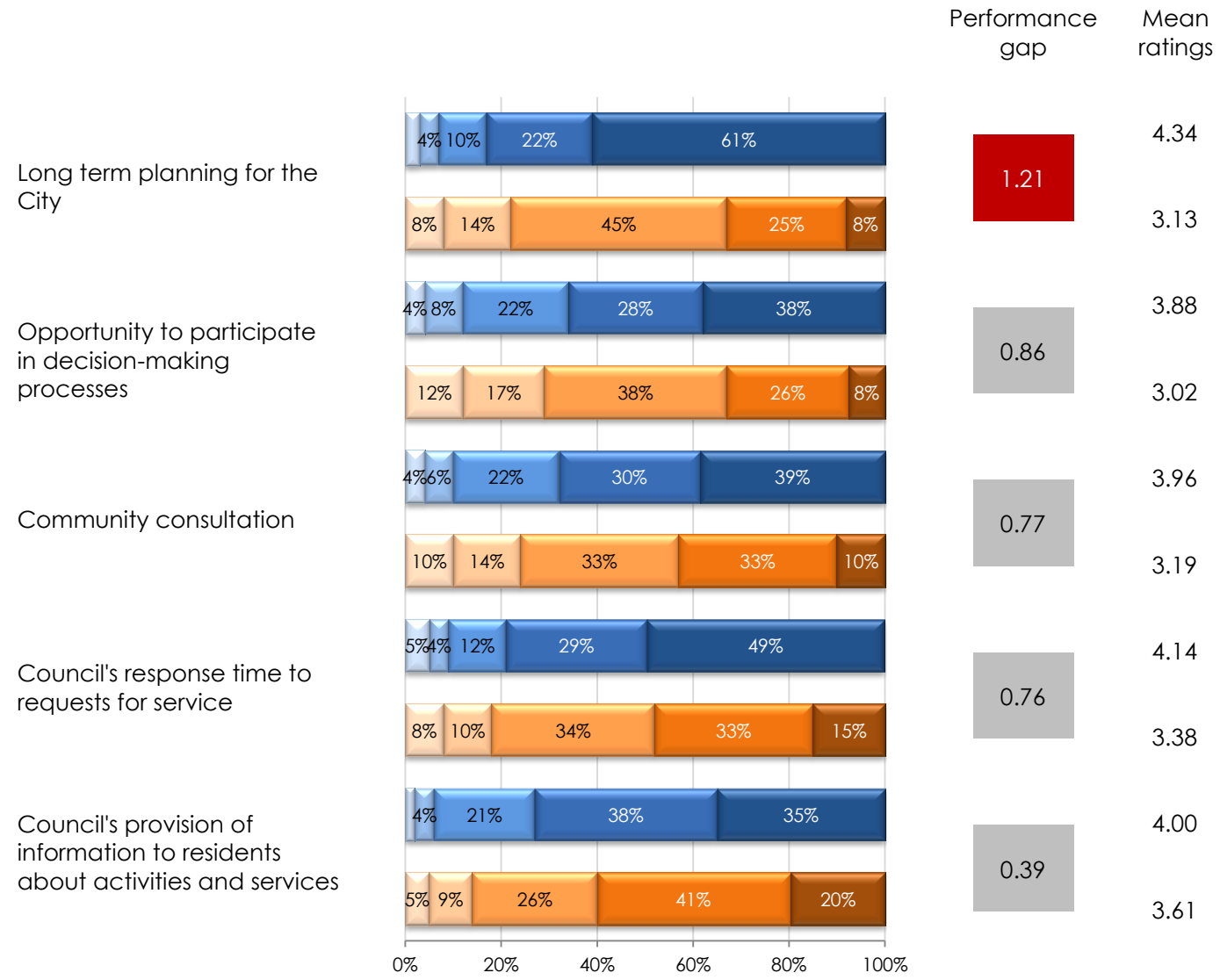
Residents aged 18-24 expressed higher levels of satisfaction with 'community consultation' than did those aged 25-44, and with 'long term planning for the City' than did those aged 25-64.

Satisfaction – by gender

Males were more satisfied with 'Council's response time to requests for services' than were females.

Satisfaction – compared to 2010

Residents were more satisfied with 'Council's provision of information to residents about activities and services' than they were in 2010.



Base: Importance n=1,000, Satisfaction n=648-758

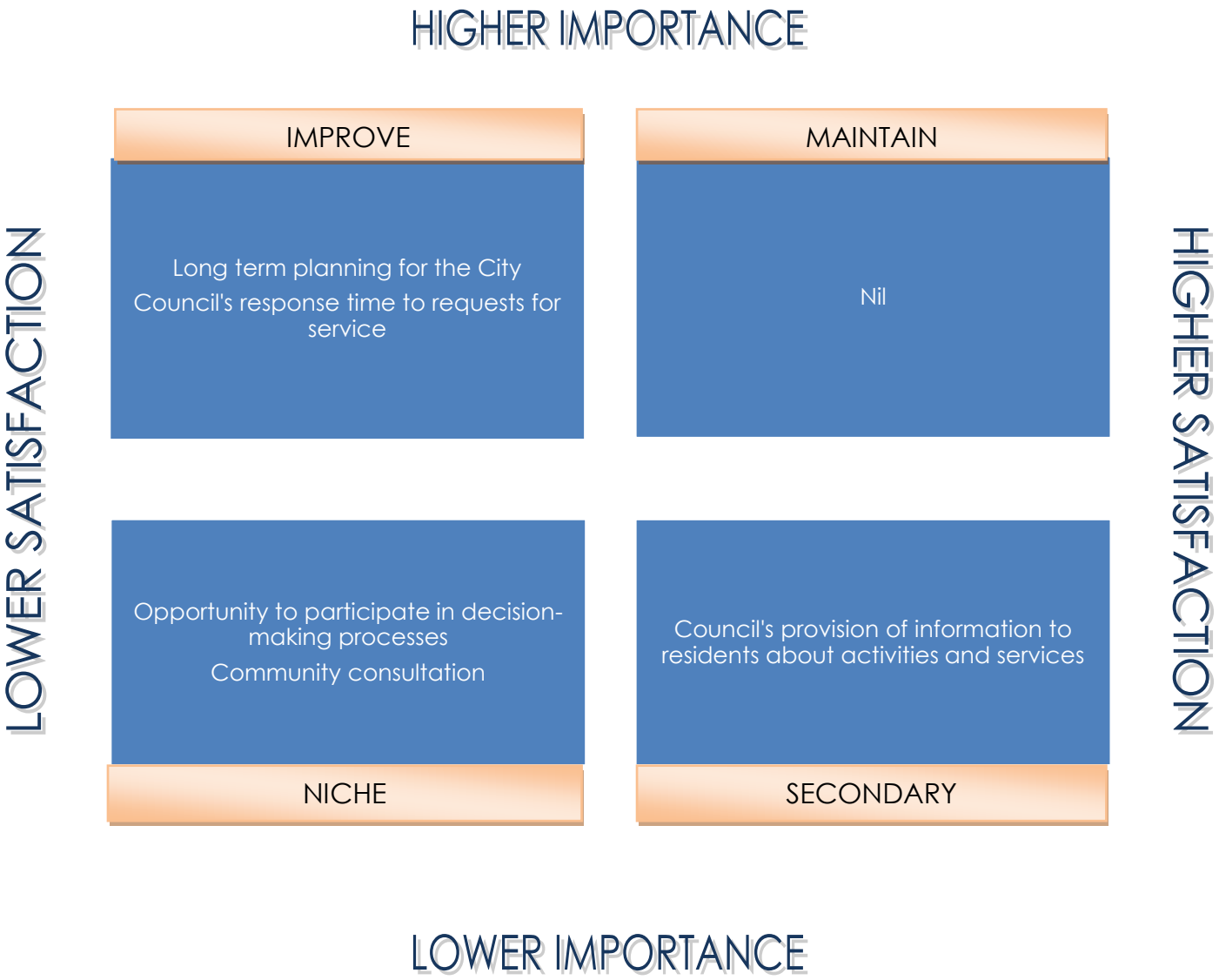
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to improve:

- Long term planning for the City
- Council's response time to requests for service

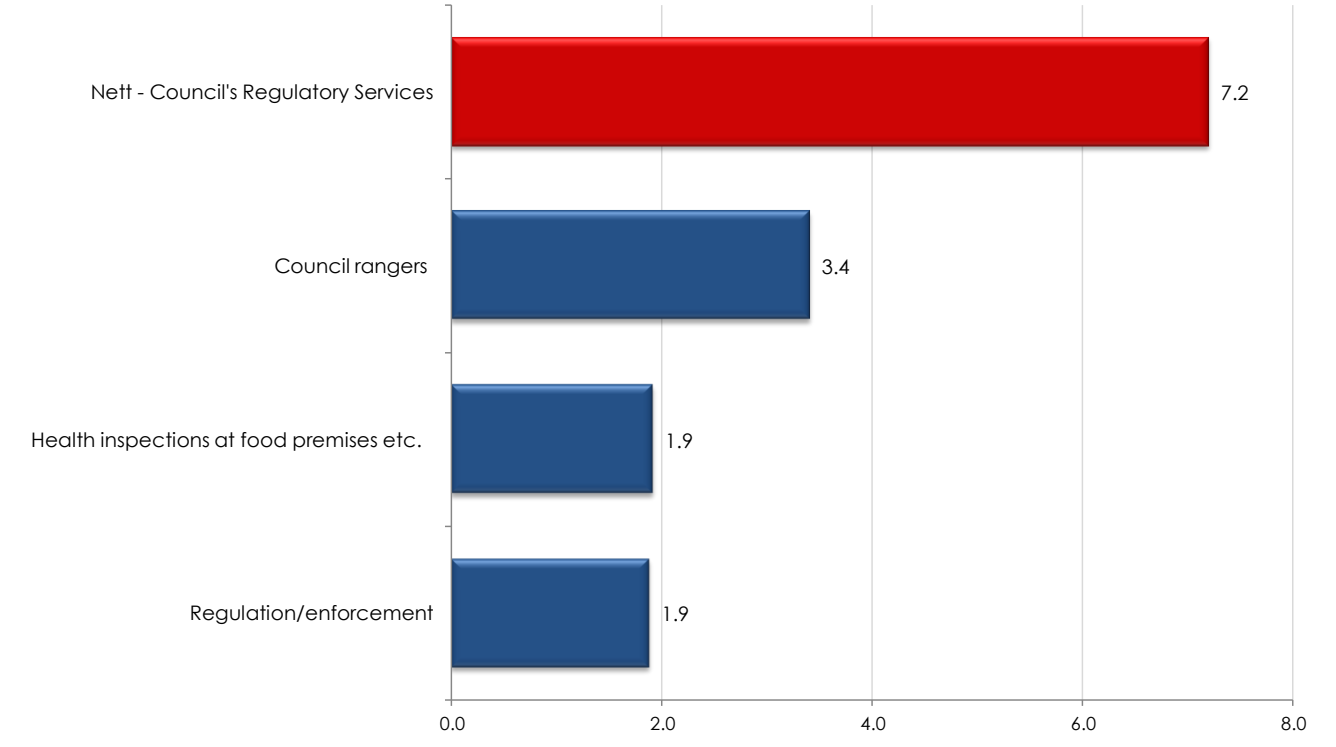
Services and facilities explored included:

- Health inspections at food premises, etc.
- Council rangers
- Regulation/enforcement, e.g. building control, fire safety, site management and public safety

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 7% of overall satisfaction, based on the regression analysis.

Council's Regulatory Services – Over 7% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Very high	Health inspections at food premises, etc. Regulation/enforcement
Moderately high	Council rangers

Importance – by age

Residents aged 45+ considered 'health inspections at food premises, etc' to be higher in importance than did those aged 18-24.

Residents aged 65+ rated 'Council rangers' and 'regulation/enforcement' higher in importance than did those aged 18-44.

Importance – by gender

Females considered all of the criteria to be of higher importance than did males.

Importance – compared to 2010

Compared to 2010, the importance of 'regulation/enforcement' was rated higher.

Satisfaction – overall

Moderately high	Regulation/enforcement
Moderate	Health inspections at food premises, etc. Council rangers

Satisfaction – by age

Residents aged 25-34 were more satisfied with 'health inspections at food premises, etc.' than were those aged 35+.

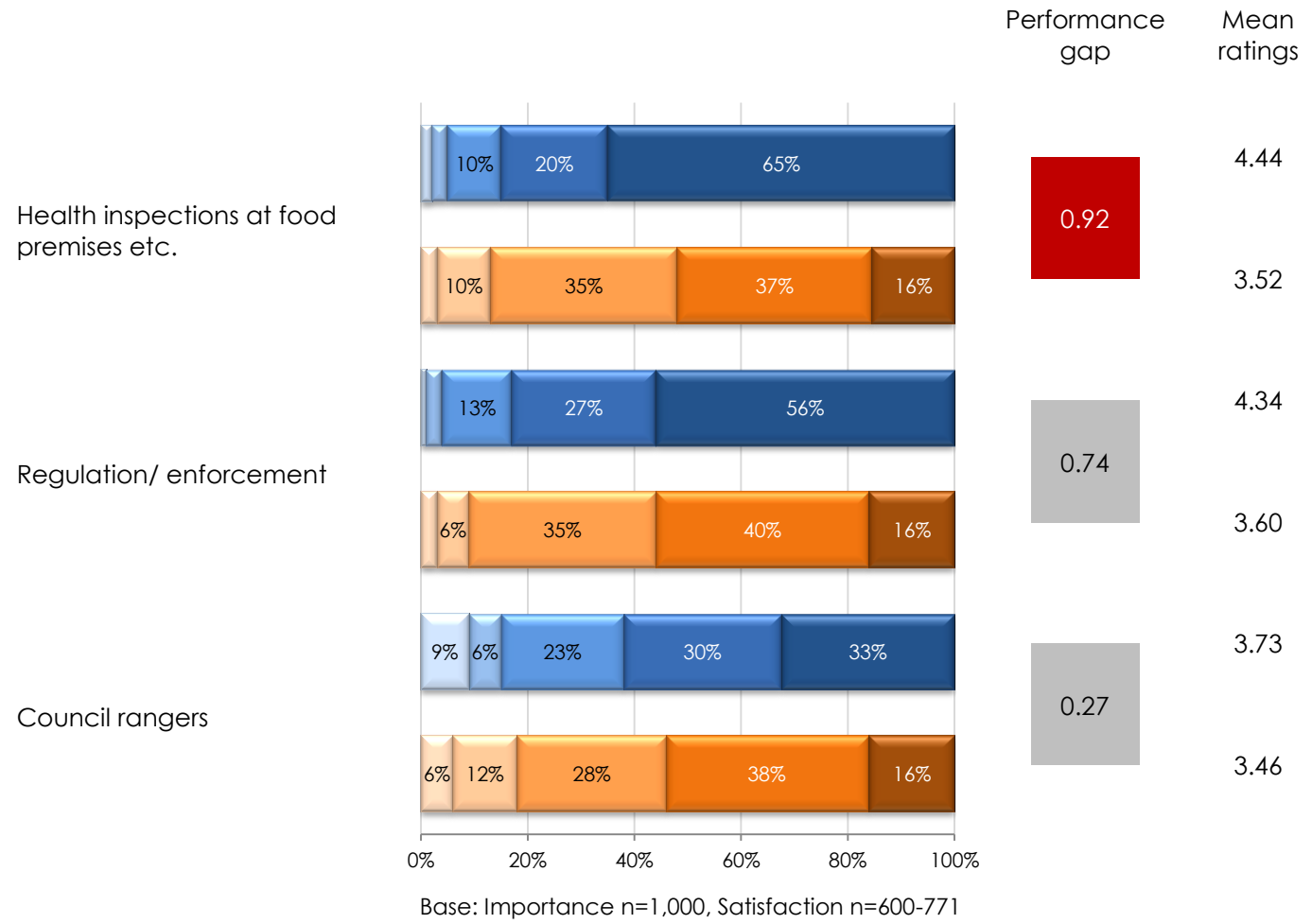
Residents aged 18-24 were more satisfied with 'Council rangers' than were those aged 35-44, and with 'regulation/enforcement' than were those aged 55-64.

Satisfaction – by gender

There were no significant differences between the genders.

Satisfaction – compared to 2010

Residents in 2012 expressed higher levels of satisfaction with 'health inspections at food premises, etc'. than they did in 2010.



Base: Importance n=1,000, Satisfaction n=600-771

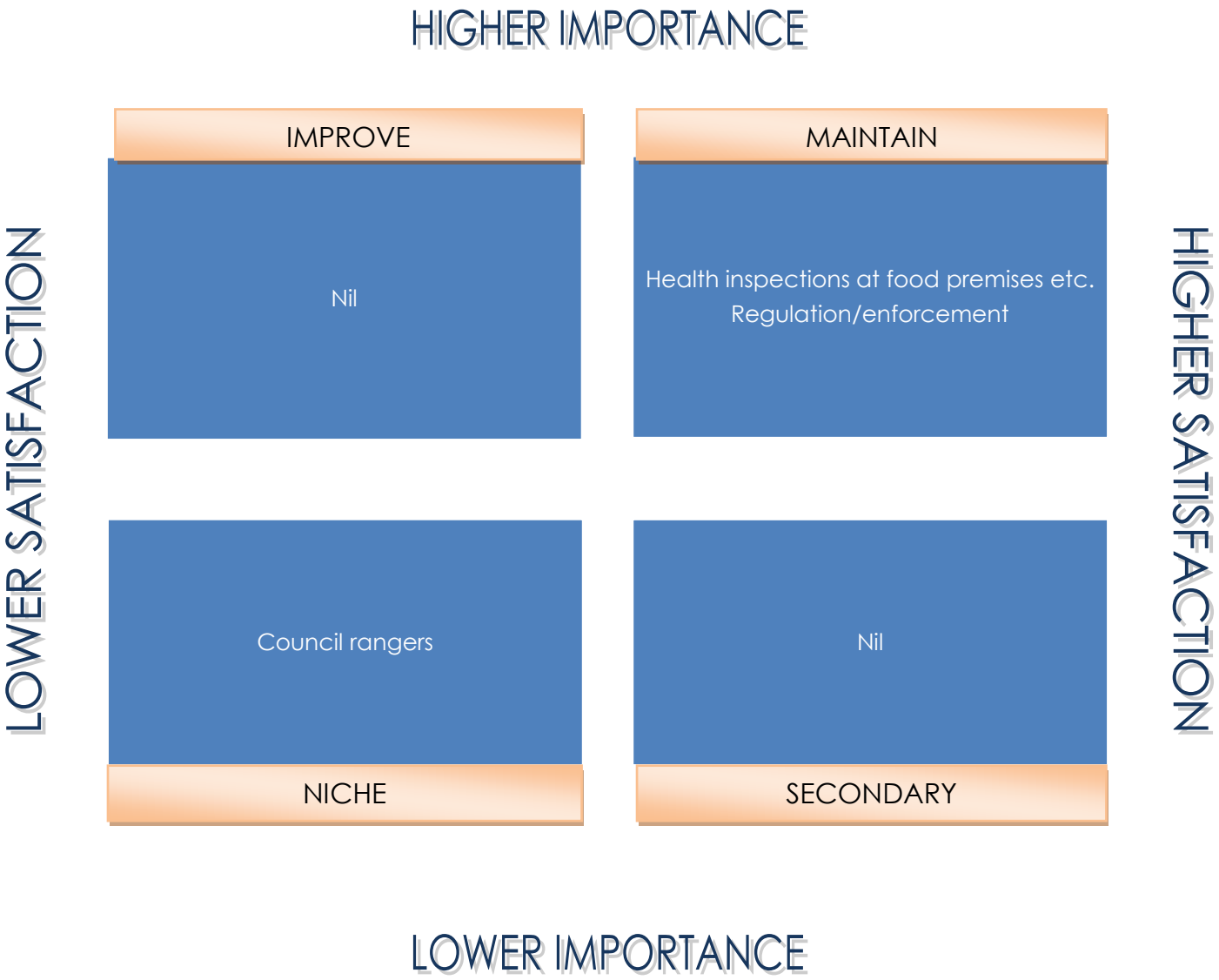
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to maintain resident satisfaction with:

- Health inspections at food premises, etc.
- Regulation/enforcement

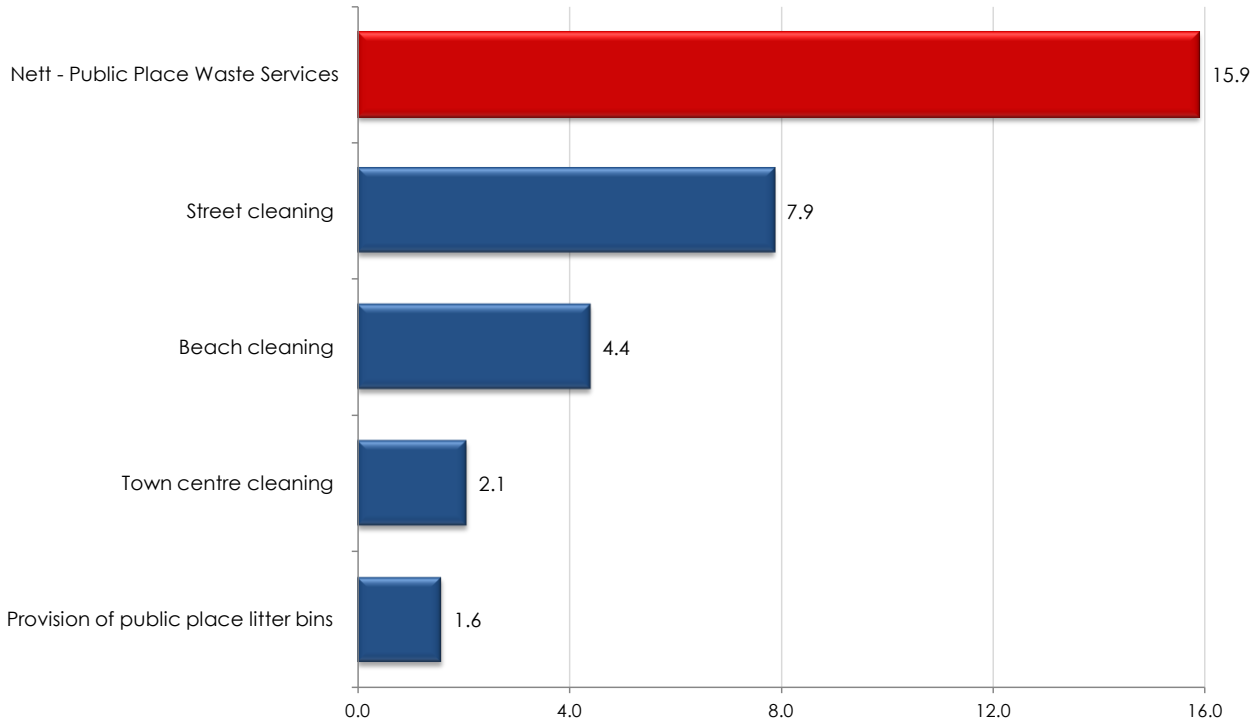
Services and facilities explored included:

- Provision of public place litter bins
- Street cleaning
- Beach cleaning
- Town centre cleaning

Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 16% of overall satisfaction, based on the regression analysis.

Public Place Waste Services – Almost 16% of Overall Satisfaction with Council



Overview of Rating Scores

Importance – overall

Extremely high	Beach cleaning
Very high	Street cleaning
	Provision of public place litter bins
	Town centre cleaning

Importance – by age

Residents aged 65+ rated 'provision of public place litter bins' higher in importance than did those aged 25-34.

Residents aged 45+ rated the importance of 'street cleaning' higher than did those aged 18-24.

Residents aged 25+ rated 'town centre cleaning' higher than did those aged 18-24.

Importance – by gender

Females rated all 4 of the criteria higher in importance than did males.

Importance – compared to 2010

The importance of 'beach cleaning' had increased compared to 2010.

Satisfaction – overall

Moderately high	Beach cleaning
	Town centre cleaning
Moderate	Street cleaning
	Provision of public place litter bins

Satisfaction – by age

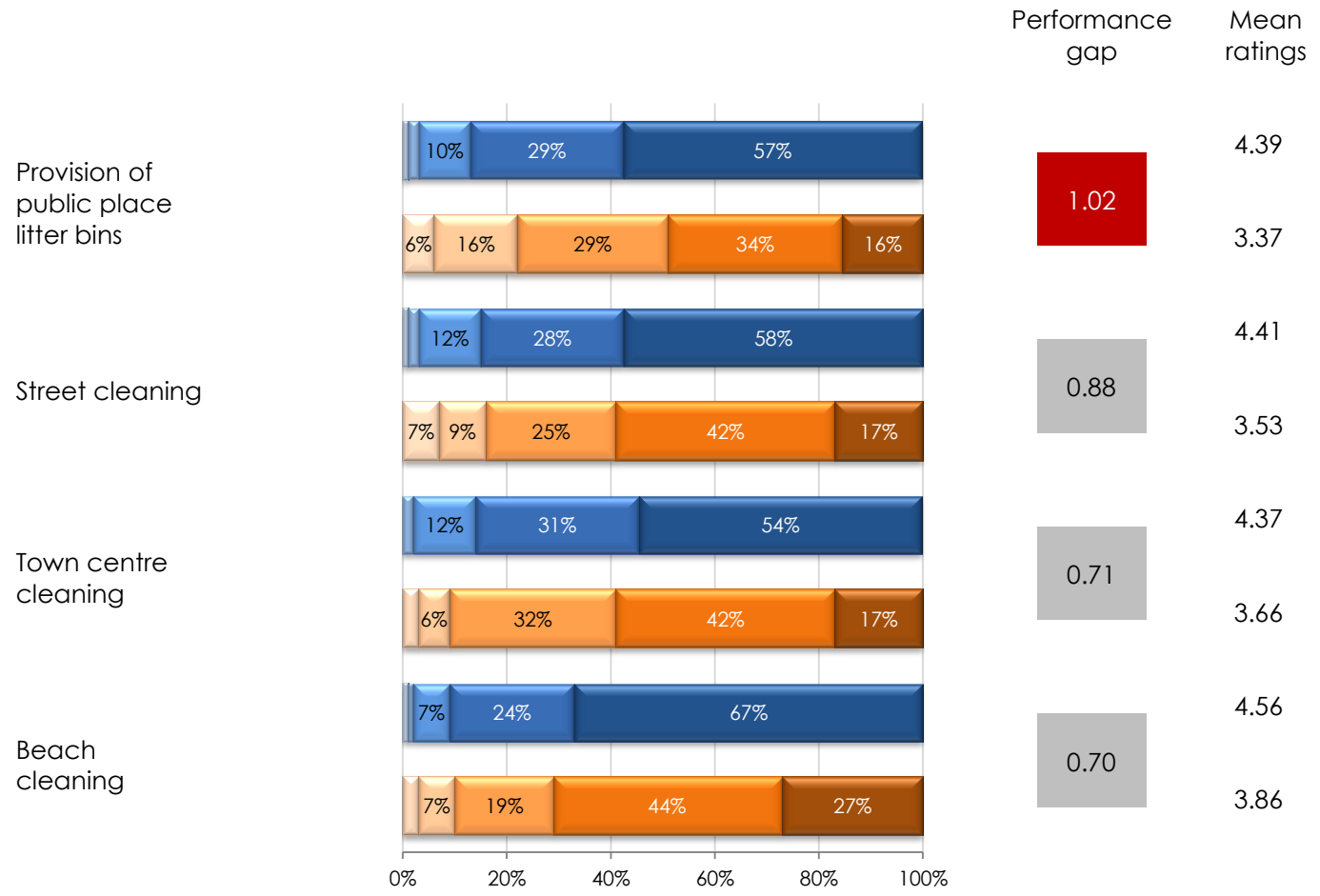
Residents aged 18-24 rated the 'provision of public place litter bins' higher than did those aged 25+, 'street cleaning' higher than did those aged 35+, and 'town centre cleaning' higher than did those aged 35-54.

Satisfaction – by gender

Males expressed higher levels of satisfaction with 'town centre cleaning' than did females.

Satisfaction – compared to 2010

Satisfaction with 'town centre cleaning' has increased compared to 2010.



Base: Importance n=1,000, Satisfaction n=850-905

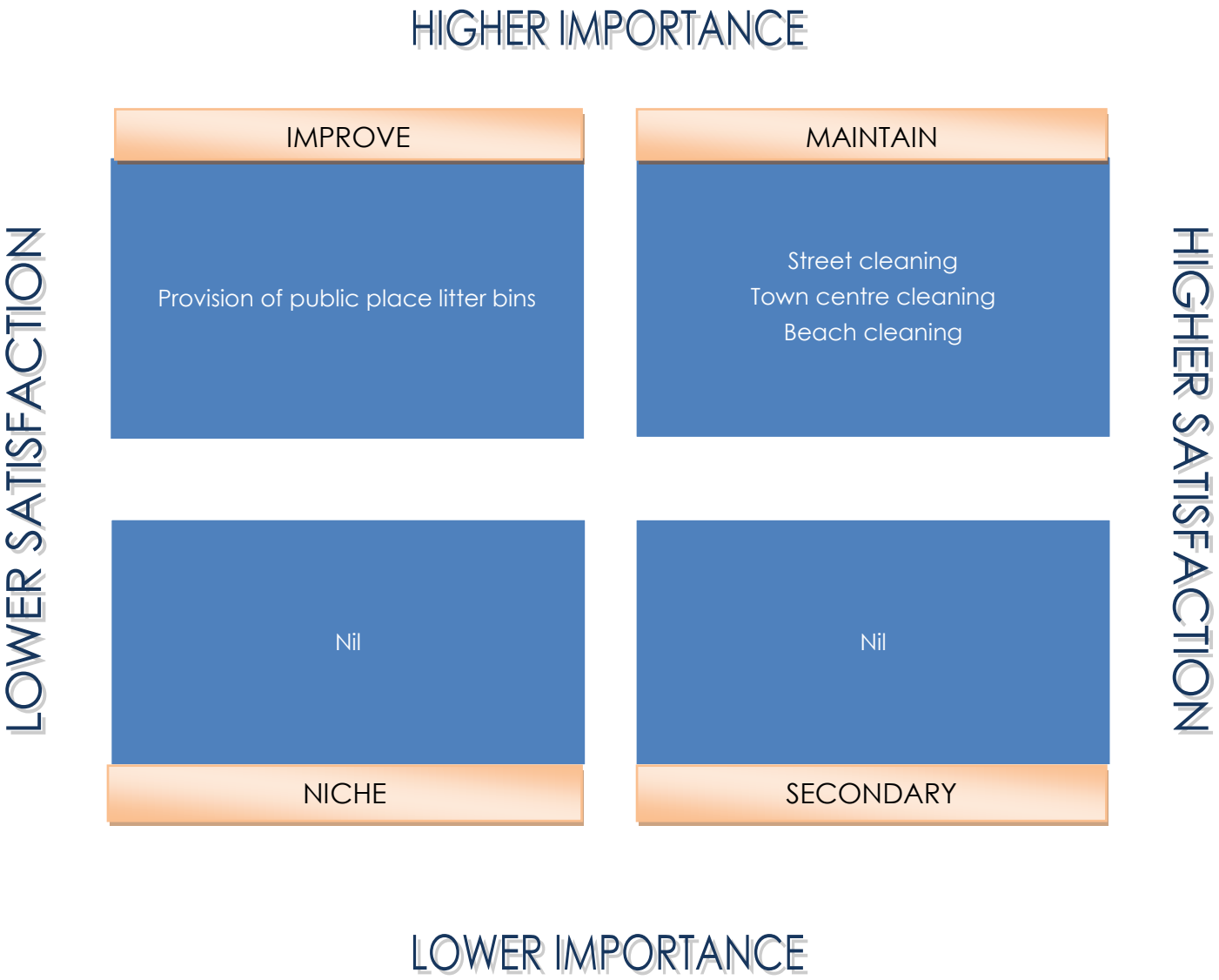
Mean ratings: 1 = not at all important and not at all satisfied
5 = very important and very satisfied

Importance	Not at all important	Not very important	Somewhat important	Important	Very important
Satisfaction	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied

Performance gap

- Extremely high gap
- Moderately high – very high gap
- Moderately low – moderate gap
- Minimal gap
- Negative gap

Quadrant Analysis



Recommendations

Based on the stated outcomes analysis, Randwick City Council needs to improve:

- Provision of public place litter bins

Randwick City Council also needs to maintain resident satisfaction with:

- Street cleaning
- Town centre cleaning
- Beach cleaning

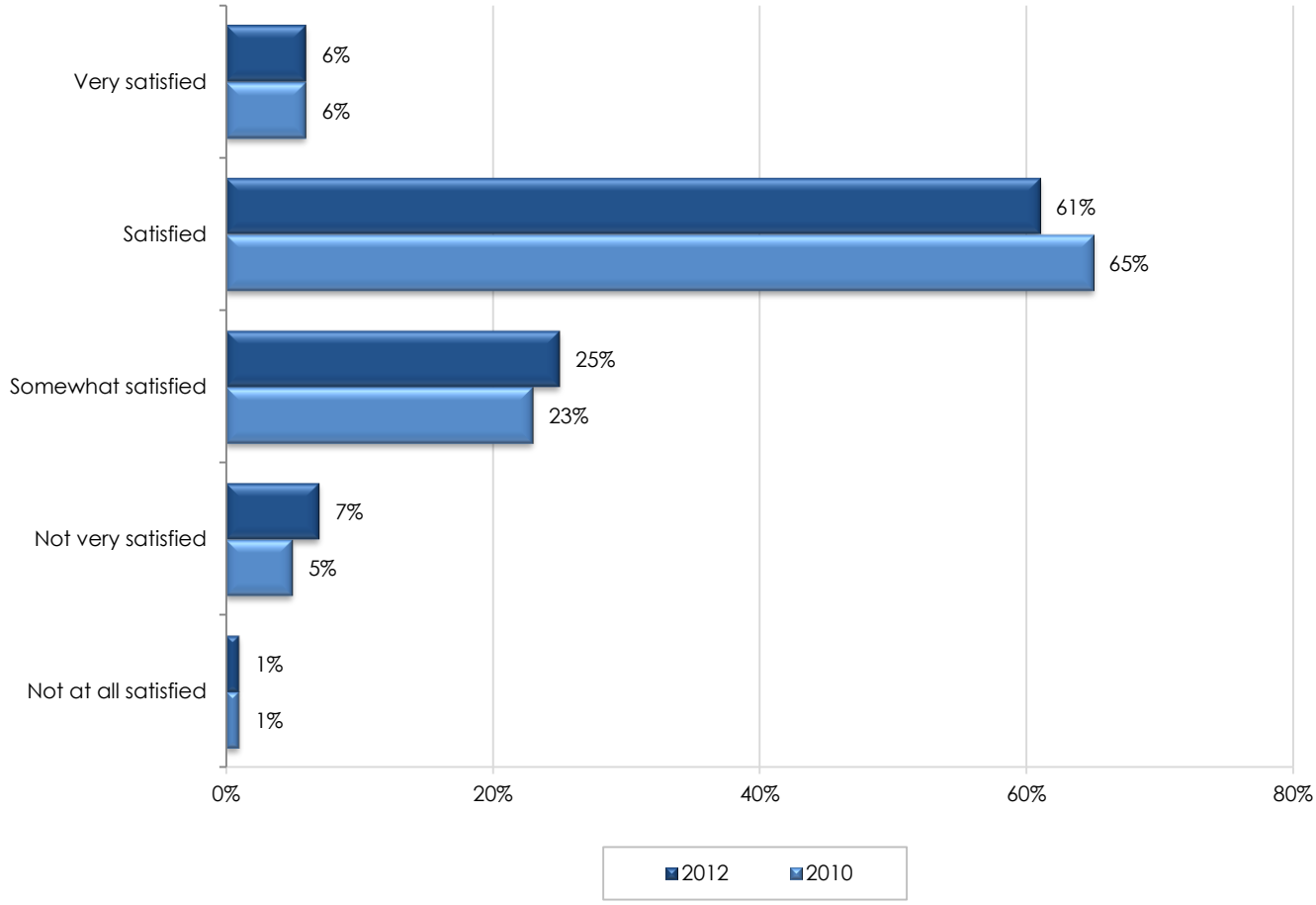
Overall Satisfaction with the Performance of Council

Q. *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?*

At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council, with 61% of the respondents giving a rating of 'satisfied'. This is similar to the results from 2010.

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	3.77	3.64	3.63	3.65	3.57	3.62	3.67	3.63	3.70	3.65

Mean ratings: 1 = not at all satisfied, 5 = very satisfied



Base: 2012 n=1,000, 2010 n=995

Overall Satisfaction with the Performance of Council

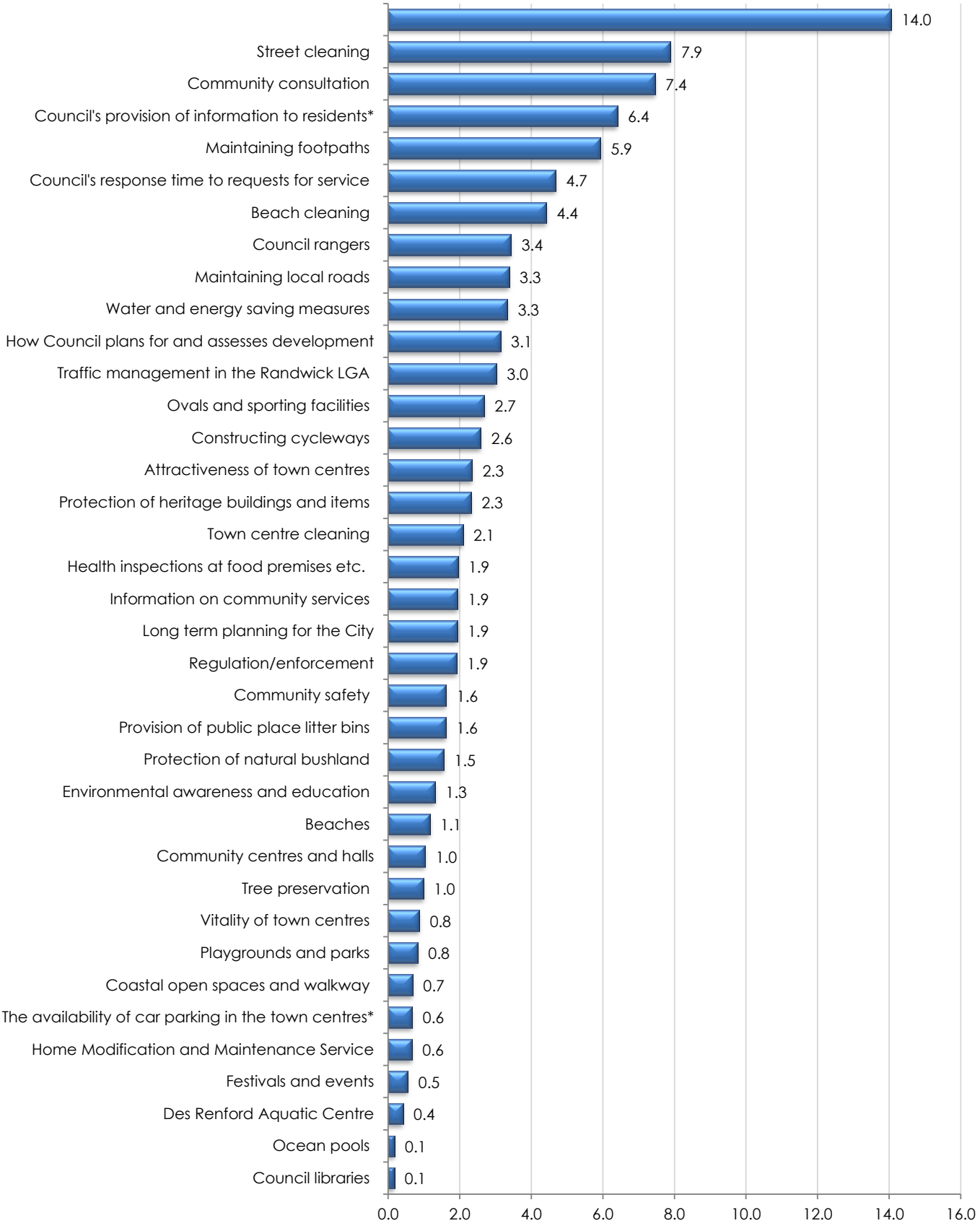
Q. *Overall, for the last 12 months, how satisfied are you with the performance of Council as a whole?*
Q. *(If somewhat – not at all satisfied), what is your main reason for feeling that way?*

	N=335
Concerns with planning and development	16%
Maintenance/provision of roads and footpaths	13%
Concerns with traffic, parking and ranger patrol	12%
Response to customer requests/Council inaction	12%
Council's overall performance requires improvement	10%
Supply/maintenance of parks, gardens, beaches and trees	9%
Cleanliness of the area	6%
Communication/consultation with the community	6%
Council infighting/too much politics	4%
Improvements to waste services are required	3%
Uneven distribution of Council spending	3%
Neutral response/I am unaware of Council's performance	2%
Rate increases/value for money	2%
Mismanagement of Council funds	1%
Safety and security of the area	1%
Other	1%

How Council can Improve Satisfaction with its Performance

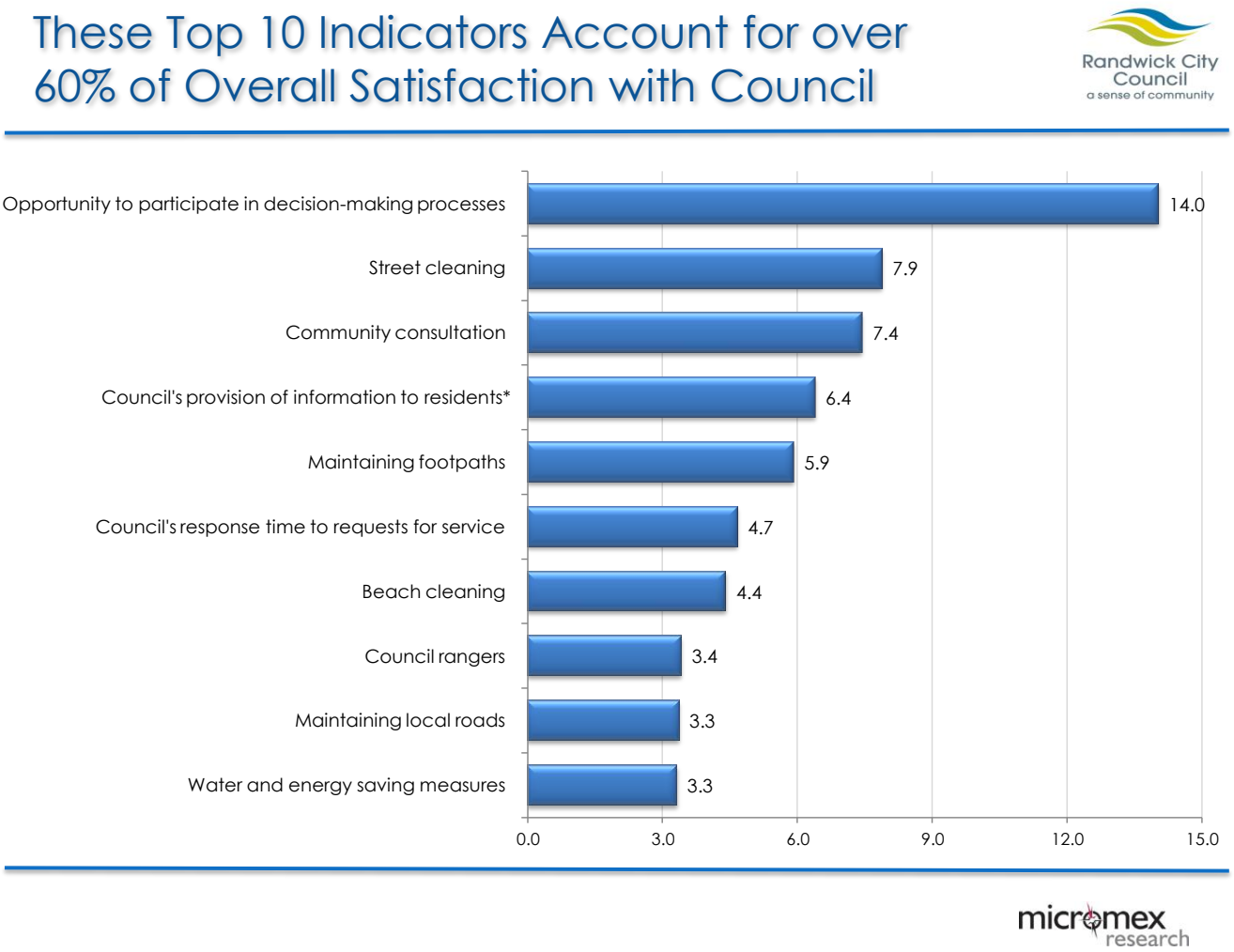
Overview

Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



How Council can Improve Satisfaction with its Performance

These 10 services/facilities are the key community priorities and by addressing these, Randwick City Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'opportunity to participate in decision-making processes' contributes 14.0% towards overall satisfaction.



Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

Outcome

If Randwick City Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.

Section B
Contact with Council

Contact with Council

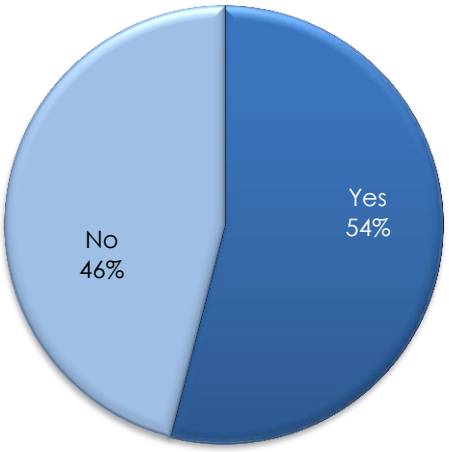
Summary

54% of residents had contact with Council in the last 12 months, which is a significant increase from 2010 (37%).

Those aged 18-24 were least likely to have contacted Council.

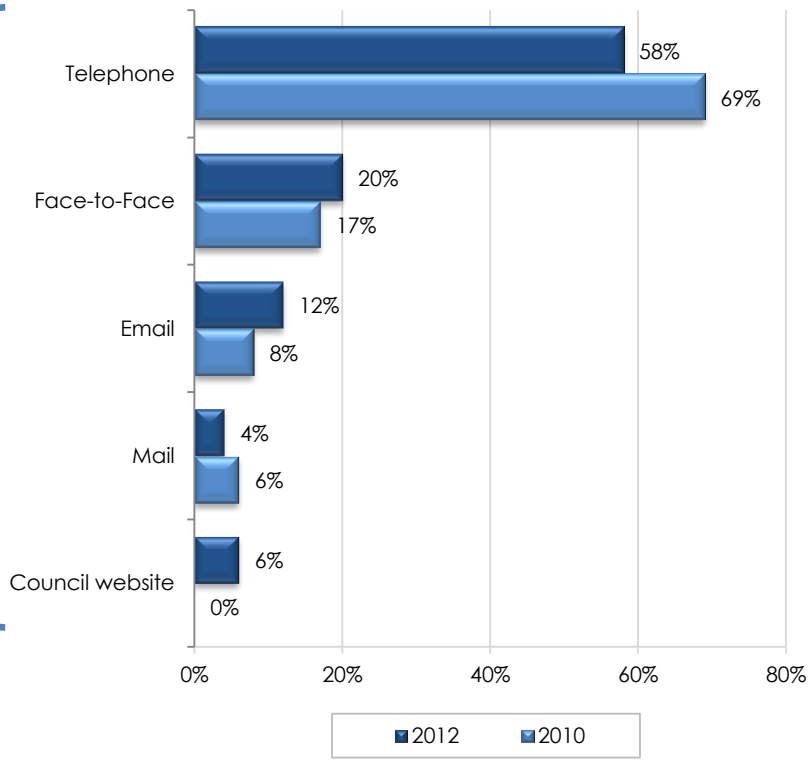
The predominant method of contact was by telephone (58%), followed by 'face-to-face' (20%). The level of telephone contact has decreased since 2010 (58% v 69%).

Q. *Did you have any direct contact with Council in the last 12 months?*



Base: n=1,000

Q. *Concerning the last time you contacted Council, did you use:*



Base: 2012 n=536, 2010 n=374

	2010		2012	
	Count	Column %	Count	Column %
Yes	374	37%	536	54%
No	626	63%	464	46%
Total	1000	100%	1000	100%

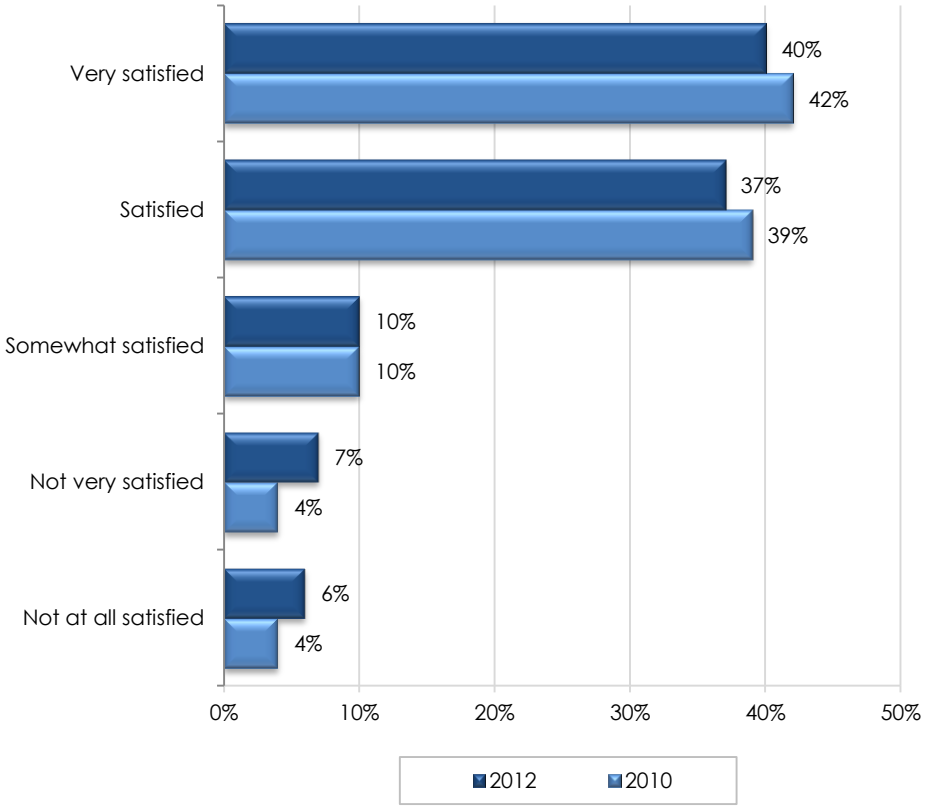
Summary

Overall, residents expressed a 'high' level of satisfaction with the way their contact was handled.

Younger residents, aged 18-24, were significantly more likely to be satisfied with the way their contact was handled.

In a follow up question, residents who were dissatisfied with their contact were asked why. The principal reasons for their dissatisfaction were 'did not receive a response' and 'lack of empathy/patience'.

Q. *Thinking about your most recent contact with Council, how satisfied were you with that contact?*



	2010	2012
Mean ratings	4.10	3.99

Mean ratings: 1 = not at all satisfied
5 = very satisfied

Base: 2012 n=536, 2010 n=374

Contact with Council

Q. *Thinking about your most recent contact with Council, how satisfied were you with that contact?*
Q. *(If somewhat – not at all satisfied), why do you say that?*

	N=155
Did not receive a response	19%
Lack of empathy/patience	17%
Did not receive a response in a timely manner	13%
Staff provided a solution that was not helpful	13%
Staff were not knowledgeable	6%
Staff were unable to understand/answer my question	6%
Council did not follow the correct procedures with a new development	3%
My call was not directed to the correct person	2%
A record was not made of my call, so I had to go through the issue all over again when I had to call back	1%
Approved a service request, but didn't follow through	1%
Staff would not take a message or direct me to the relevant department	1%
There was a long queue/wait time in person	1%
Unable to get a response to an urgent request outside of business hours	1%
Contact hours should be longer	1%
Made a complaint that was followed up on by 5 different staff members, which was very confusing	1%
Too many connections between Head of Council and planning committee	1%
Other	11%

Council's Website

Summary

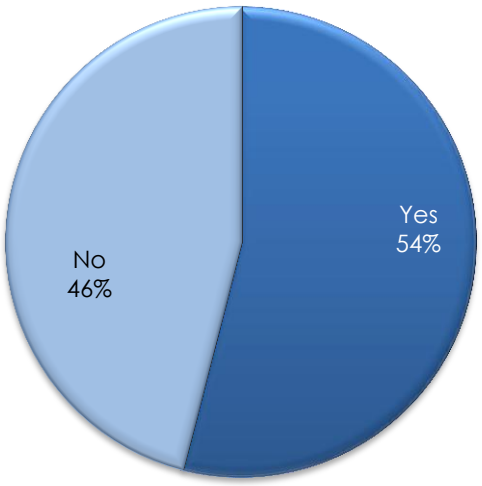
54% of residents had visited Council's website in the last 12 months, which is significantly higher than in 2010.

Residents aged 25-54 were significantly more likely to have visited the website.

Residents expressed a 'moderately high' level of satisfaction with meeting their objectives.

In a follow up question in which those who were dissatisfied were asked why, the predominant reason was 'the website was difficult to navigate'.

Q. *Have you visited Council's website in the last 12 months?*

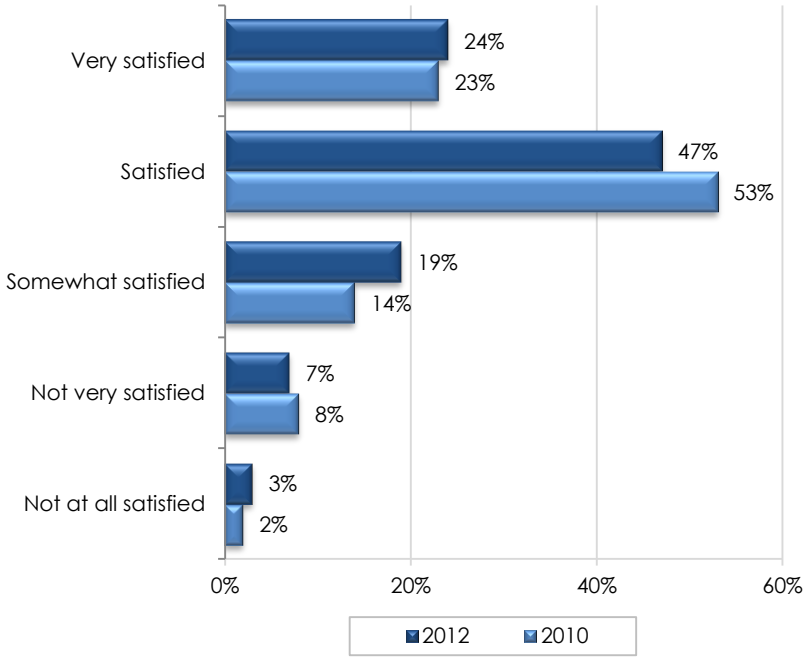


Base: n=1,000

Q. *How satisfied were you in meeting your objectives when visiting the website?*

	2010	2012
Mean ratings	3.88	3.82

Mean ratings: 1 = not at all satisfied
5 = very satisfied



Q. *(If somewhat – not at all satisfied), why do you say that?*

Base: 2012 n=542, 2010 n=409

	N=123
The website was difficult to navigate	81
The information I was looking for was not there	18
The information was not specific enough	11
It has a poor design	3
The android website app does not work	3
I got a poor or no response regarding my enquiry	2
The website is average	2
Other	3

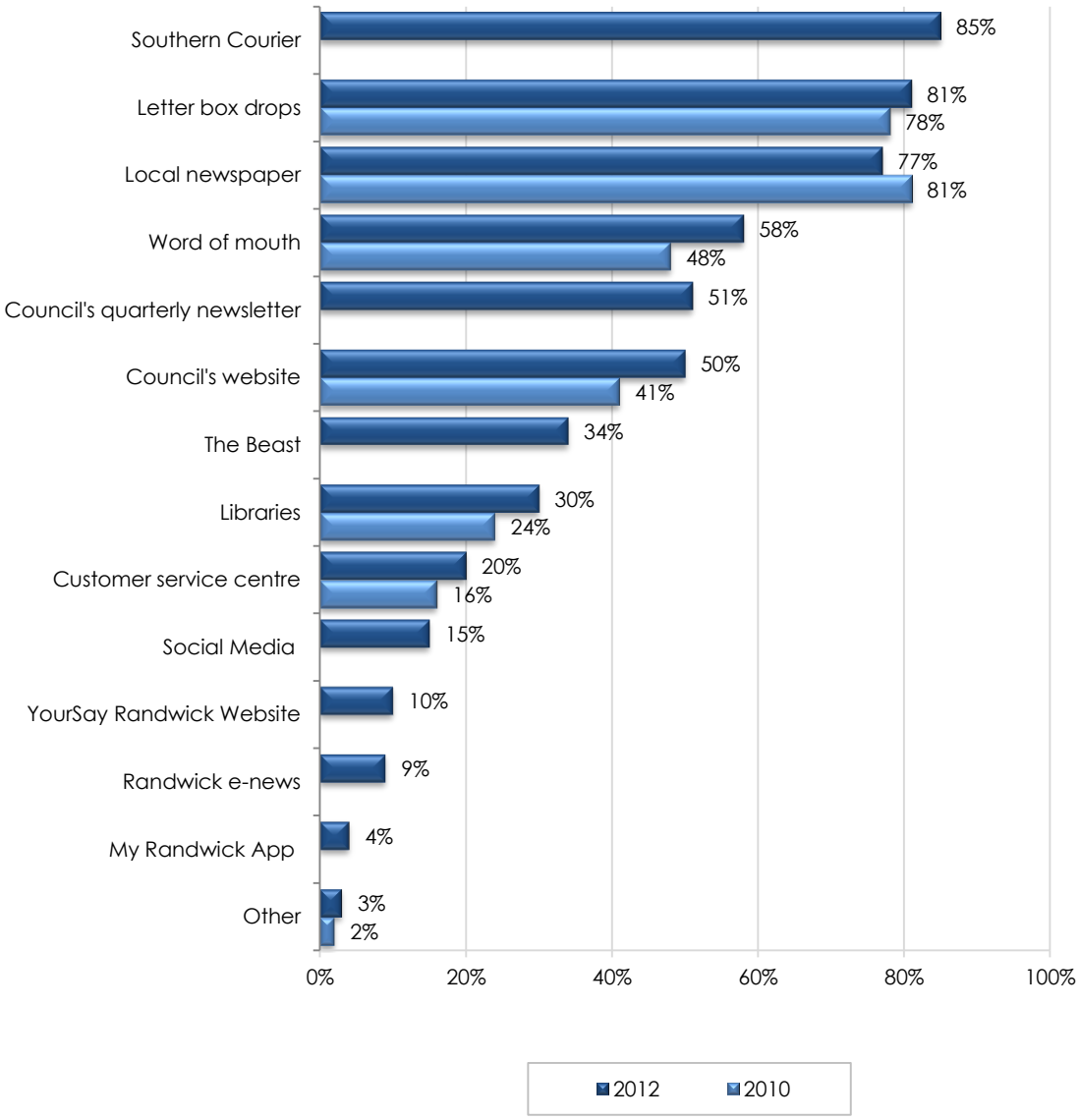
Communication from Council

Summary

Residents attain their information from Council in a variety of ways, the most frequent being the 'Southern Courier' (85%), 'letterbox drops' (81%) and the 'local newspaper' (77%).

There was a decrease in the use of the 'local newspaper' as a means of finding information from Council, whilst the use of 'word of mouth', Council's website' and 'libraries' had increased.

Q. *How do you get information from Council?*



Base: Both years n=1000

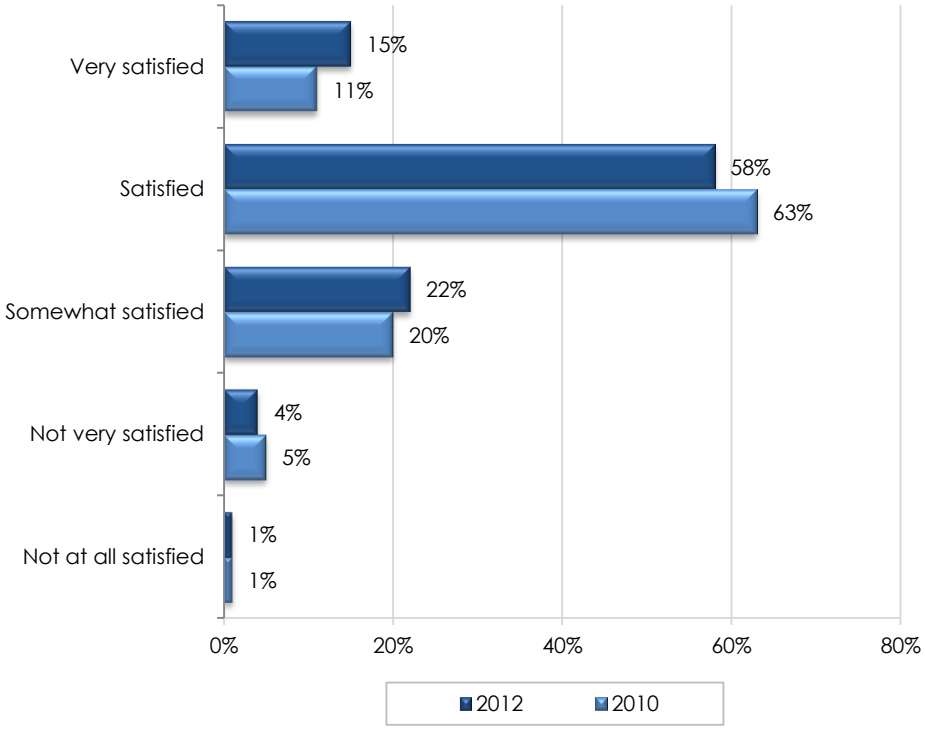
Satisfaction with Council's Information

Summary

Residents expressed a 'moderately high' level of satisfaction with the information received from Council about its services and activities, with 74% stating they were 'satisfied' to 'very satisfied'. Residents aged 18-24 were significantly less satisfied with the information received.

In a follow up question in which those who expressed dissatisfaction were asked how this could be improved, the main response was 'provide residents with a newsletter through a letterbox drop/rates notice'.

Q. *How satisfied are you with the information that you get from Council about its services and activities?*



	2010	2012
Mean ratings	3.78	3.84

Mean ratings: 1 = not at all satisfied
5 = very satisfied

Base: 2012 n=992, 2010 n=994

Q. *(If somewhat – not at all satisfied), how do you think Council could improve its information?*

	Base: n=269
Provide residents with a newsletter through a letterbox drop/rates notice	22%
Increase advertising and provision of information through local media	13%
Improve the quality, timeliness and availability of information provided	12%
Supply more information on the services, activities and events available	10%
Improve community consultation/communication, e.g. meetings	9%
Improvements to website functionality	8%
Email newsletter/e-news to residents	5%
Information concerning planning, development and infrastructure	4%
More advertisements in local public areas, e.g. banners, noticeboards, pamphlets	4%
Increase awareness and information provided through social media/apps	3%
Greater awareness as to how Council advertises and how it can be contacted	2%
Other	2%

Section C
Priority Issues

Priority Issues

Summary

Residents believe the highest priority issues facing their LGA in the next 3 years are 'development', 'traffic' and 'parking'.

Word Frequency Tagging

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

Q. *During the next 3 years, what do you think will be the highest priority issues facing the Randwick local government area?*

Verbatim responses

"Limit high rise developments around Coogee, Maroubra and Kingsford"

"Traffic management around the beach area in South Coogee"

"Infrastructure is needed to support high level density housing"

"Huge developments in The Spot area will need infrastructure to support the residents"

"Ensuring residents can park without meters and without time restrictions"

"High density housing to accommodate the increase in population in Randwick"

"Overdevelopment of the Randwick, West Randwick and Coogee and the Randwick Racecourse"

"Parking is a nightmare in Coogee, Randwick, Kingsford, and general areas, as well as shopping areas"

"Maintaining heritage or distinct style buildings" "Keep Malabar Headland and any residual bushland"

"Parking in Coogee and Clovelly, and need to police the parking more consistently on weekends"

"Traffic management around the hospital and university" "Maintaining coastal attractiveness"

"Maintenance of roads, footpaths and beaches"

"Review of parking facilities and resident parking facilities" "Roads and traffic management"

"Upgrading roads to accommodate more cars on the roads"

Agreement with Specific Statements

Summary

There was an 'extremely high' level of agreement with the statement 'the Randwick Council Area is a good place to live', with 97% of residents rating it 'agree' to 'strongly agree'. Agreement with this statement has significantly improved from 2010 (mean of 4.51 v 4.36).

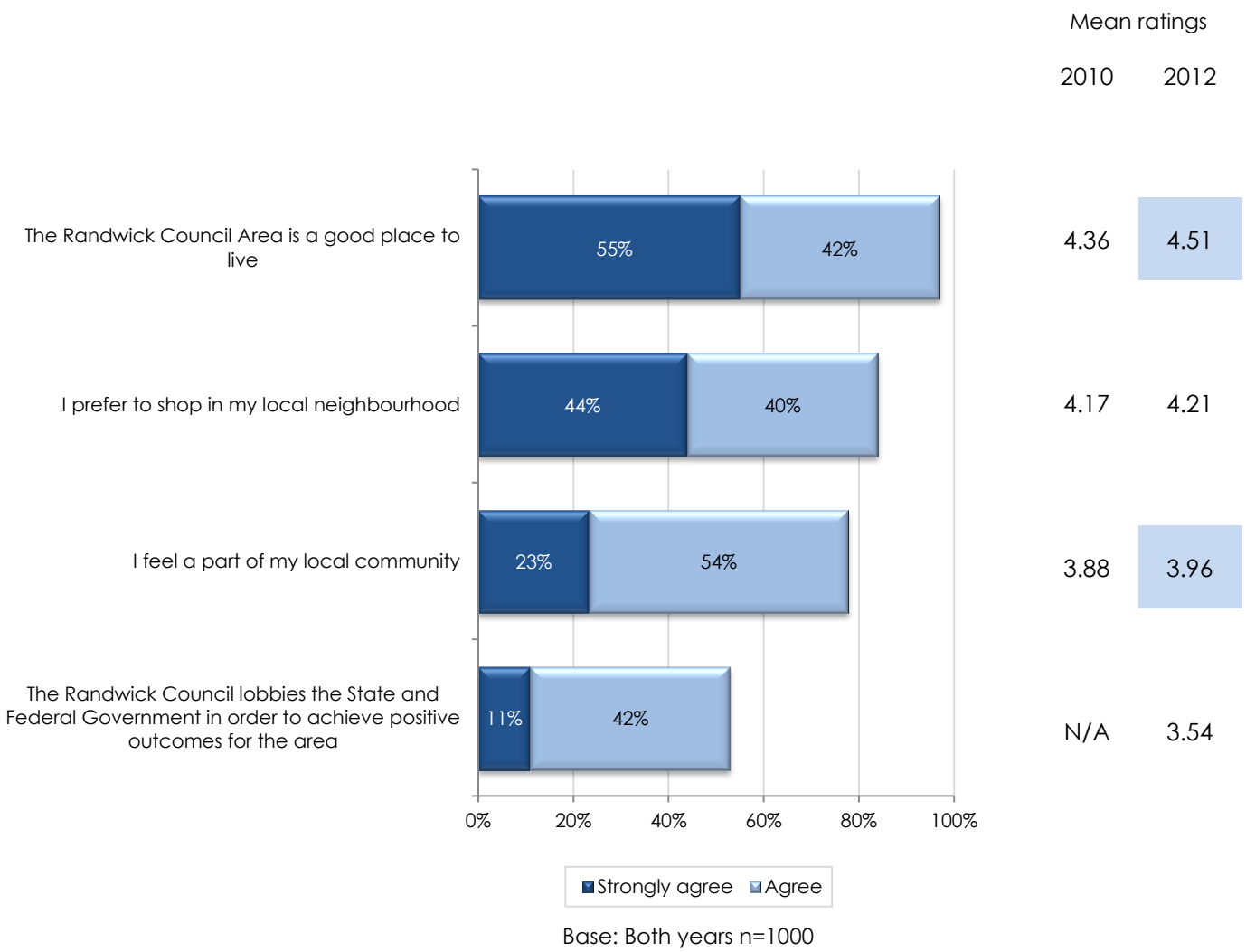
'I prefer to shop in my local neighbourhood' elicited a 'very high' level of agreement, with 84% rating it 'agree' to 'strongly agree'.

There was a 'high' level of agreement from residents with the statement 'I feel a part of my local community', with 77% rating it 'agree' to 'strongly agree'. Agreement with this statement has increased significantly since 2010 (mean of 3.96 v 3.88).

Agreement with the statement 'the Randwick Council lobbies the State and Federal Government in order to achieve positive outcomes for the area' was 'moderate', with 53% rating it 'agree' to 'strongly agree'.

At an overall level, older residents were more likely to agree with the statements, as were males.

Q. *How strongly do you agree or disagree with the following statements:*



Base: Both years n=1000

Mean ratings: 1 = strongly disagree, 5 = strongly agree

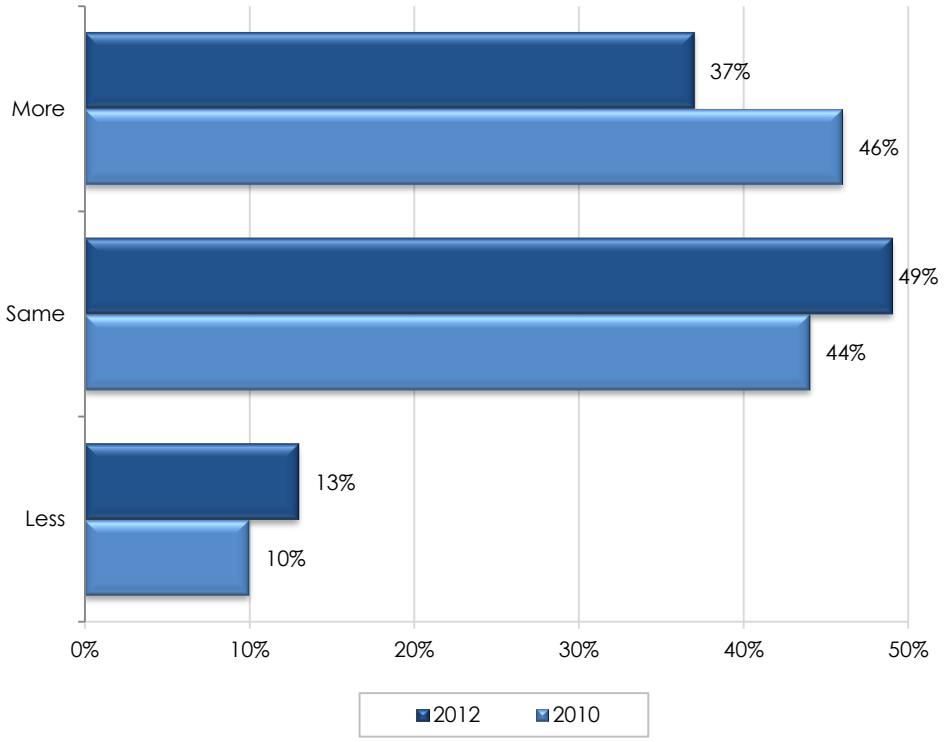
Spending in the Randwick City Area

Summary

37% of residents felt they were spending more in the local area than at this same time last year, whilst 49% felt it was the same and 13% less.

Compared to 2010, there has been a trend away from residents spending more.

Q. *Thinking of your current shopping and purchasing habits in your local area within Randwick City, are you spending the same, more or less than this time last year?*



Base: n=1,000

Participating in Council Events or Programs

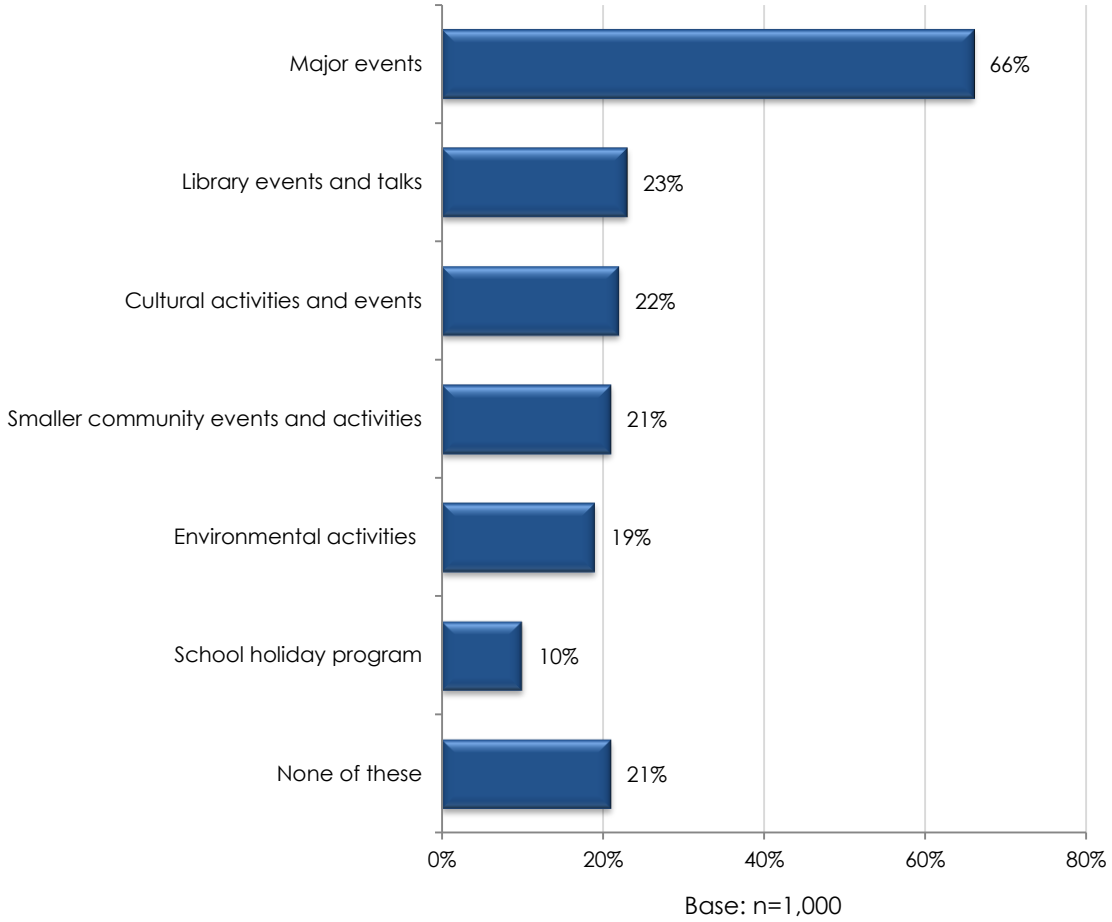
Summary

Two-thirds of residents have participated in 'major events' in the past 12 months, whilst 23% attended 'library events and talks', 22% 'cultural activities and events', 21% 'smaller community events and activities' and 19% 'environmental activities'.

Younger residents were more likely to have attended 'major events', whilst those aged 65+ were more likely to have participated in 'smaller community events and activities'.

Females were more likely than males to have attended 'library events and talks', 'smaller community events and activities' and a 'school holiday program'.

Q. *In the last 12 months, which of the following events or programs run by the Council have you participated in?*



Base: n=1,000

Quality of Life

Summary

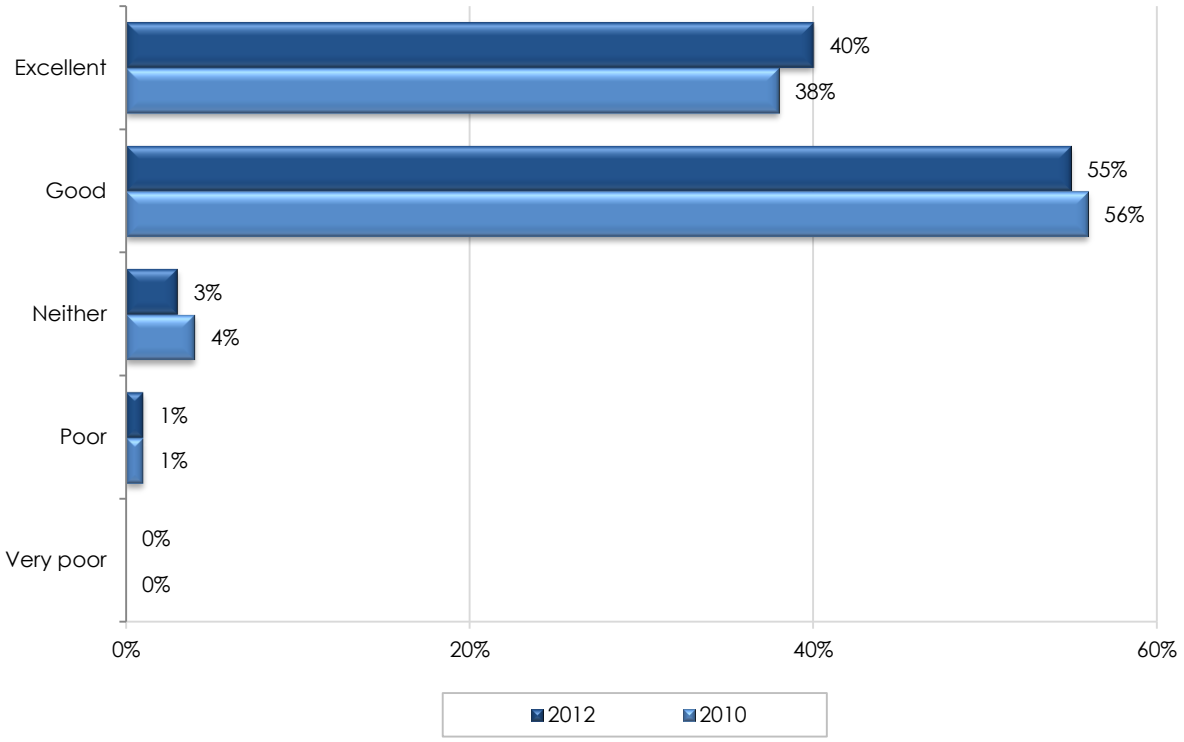
Residents rated their overall quality of life as 'very high', with 95% rating it as 'good' to 'excellent'. This result was similar to the results from 2010.

Residents aged 18-24 rated their quality of life higher than did those aged 65+ (mean: 4.47 v 4.24).

Q. *How would you rate your overall quality of life?*

	2010	2012
Mean ratings	4.30	4.34

Mean ratings: 1 = very poor, 5 = excellent



Base: Both years n=1,000

Section D
Demographics

Gender.

	Count	Column %
Male	467	47%
Female	533	53%
Total	1000	100%

Age.

	Count	Column %
18-24	166	17%
25-34	236	24%
35-44	184	18%
45-54	150	15%
55-64	103	10%
65+	160	16%
Total	1000	100%

Years lived in the Randwick LGA.

	Count	Column %
Under 3 years	57	6%
3 - 5 years	105	11%
6 - 10 years	187	19%
11+ years	650	65%
Total	1000	100%

Language other than English spoken at home.

	Count	Column %
Yes	274	27%
No	725	73%
Total	1000	100%

Dwelling type.

	Count	Column %
Free standing house	465	46%
Unit /Apartment	286	29%
Duplex/semi detached	173	17%
Villa/t ownhouse	62	6%
Granny flat	5	1%
Other	8	1%
Total	1000	100%

Suburb.

	Count	Column %
Maroubra	243	24%
Randwick	239	24%
Coogee	97	10%
Kensington	87	9%
Kingsford	86	9%
Matraville	83	8%
Malabar	39	4%
Chifley	38	4%
Little Bay	34	3%
Clovelly	33	3%
La Perouse	10	1%
Phillip Bay	6	1%
Lurline Bay	4	0%
Yarra Bay	1	0%
Total	1000	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Ovals and sporting facilities	3.09	3.60	3.84	3.69	3.28	3.14
Ocean pools	3.33	3.69	3.73	3.78	3.61	3.31
Playgrounds and parks	3.79	4.15	4.49	4.10	3.76	3.64
Beaches	4.33	4.64	4.61	4.52	4.39	4.14
Council libraries	3.86	3.62	3.81	3.76	3.71	4.00
Des Renford Aquatic Centre (DRAC)	2.88	2.91	3.58	3.50	3.04	3.12
Coastal open spaces and walkway	4.09	4.40	4.38	4.51	4.51	4.15
Festivals and events	3.60	3.80	3.50	3.61	3.39	3.27

Importance	Male	Female	2010	2012
Ovals and sporting facilities	3.56	3.39	3.49	3.47
Ocean pools	3.43	3.72	3.50	3.58
Playgrounds and parks	3.91	4.12	3.93	4.02
Beaches	4.47	4.45	4.30	4.46
Council libraries	3.47	4.06	3.79	3.79
Des Renford Aquatic Centre (DRAC)	3.02	3.29	3.08	3.16
Coastal open spaces and walkway	4.28	4.38	4.21	4.33
Festivals and events	3.47	3.63	3.31	3.56

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Ovals and sporting facilities	3.65	3.77	3.54	3.72	3.68	3.96
Ocean pools	4.10	4.18	3.83	3.79	3.91	3.88
Playgrounds and parks	4.20	3.93	3.76	3.84	3.88	4.18
Beaches	4.39	4.24	4.16	4.15	4.13	4.29
Council libraries	4.07	4.03	4.23	4.21	4.04	4.48
Des Renford Aquatic Centre (DRAC)	3.93	3.50	3.23	3.56	3.79	4.08
Coastal open spaces and walkway	4.15	4.27	3.99	4.10	4.19	4.22
Festivals and events	3.95	3.91	3.94	3.89	3.95	4.26

Satisfaction	Male	Female	2010	2012
Ovals and sporting facilities	3.73	3.69	3.69	3.71
Ocean pools	3.96	3.97	3.79	3.96
Playgrounds and parks	3.94	3.94	3.88	3.94
Beaches	4.25	4.22	4.21	4.23
Council libraries	4.14	4.21	4.13	4.18
Des Renford Aquatic Centre (DRAC)	3.81	3.47	3.73	3.62
Coastal open spaces and walkway	4.16	4.15	4.06	4.15
Festivals and events	3.91	4.02	3.56	3.97

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= A significantly higher level of importance/satisfaction (by group)

= A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	103	10%	119	12%	242	24%	281	28%	255	26%	1000	100%
Ocean pools	99	10%	120	12%	199	20%	263	26%	318	32%	1000	100%
Playgrounds and parks	59	6%	51	5%	167	17%	257	26%	466	47%	1000	100%
Beaches	25	3%	25	3%	75	8%	217	22%	657	66%	1000	100%
Council libraries	98	10%	104	10%	158	16%	195	20%	445	44%	1000	100%
Des Renford Aquatic Centre	218	22%	127	13%	186	19%	211	21%	258	26%	1000	100%
Coastal open spaces and walkway	16	2%	33	3%	124	12%	258	26%	570	57%	1000	100%
Festivals and events	62	6%	115	11%	293	29%	265	26%	265	27%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	11	2%	31	6%	146	27%	258	48%	88	16%	534	100%
Ocean pools	6	1%	31	5%	115	20%	250	43%	173	30%	575	100%
Playgrounds and parks	6	1%	31	4%	150	21%	341	47%	191	27%	719	100%
Beaches	6	1%	16	2%	109	12%	381	44%	362	41%	874	100%
Council libraries	2	0%	25	4%	86	14%	258	41%	257	41%	627	100%
Des Renford Aquatic Centre	15	3%	40	9%	143	32%	151	34%	98	22%	446	100%
Coastal open spaces and walkway	4	0%	26	3%	137	17%	326	40%	327	40%	820	100%
Festivals and events	2	0%	20	4%	119	23%	236	45%	150	28%	527	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Community centres and halls	3.05	3.13	3.18	3.29	3.09	3.42
Information on community services	3.33	3.65	3.63	3.83	3.60	3.97
Home Modification and Maintenance Service	3.02	3.09	2.74	3.22	3.18	3.49
Community safety	4.26	4.35	4.47	4.42	4.32	4.42

Importance	Male	Female	2010	2012
Community centres and halls	3.07	3.30	3.20	3.19
Information on community services	3.46	3.85	3.64	3.67
Home Modification and Maintenance Service	3.05	3.16	3.15	3.11
Community safety	4.22	4.51	4.42	4.37

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Community centres and halls	3.64	3.76	3.35	3.65	3.66	3.96
Information on community services	3.60	3.38	3.43	3.51	3.51	3.75
Home Modification and Maintenance Service	3.33	3.50	3.05	3.37	3.43	3.55
Community safety	3.85	3.45	3.41	3.50	3.36	3.59

Satisfaction	Male	Female	2010	2012
Community centres and halls	3.67	3.71	3.57	3.69
Information on community services	3.57	3.49	3.51	3.52
Home Modification and Maintenance Service	3.47	3.34	3.41	3.40
Community safety	3.66	3.42	3.51	3.53

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= A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community centres and halls	117	12%	193	19%	272	27%	218	22%	200	20%	1000	100%
Information on community services	52	5%	101	10%	248	25%	326	33%	273	27%	1000	100%
Home Modification and Maintenance Service	219	22%	116	12%	242	24%	184	18%	239	24%	1000	100%
Community safety	22	2%	34	3%	113	11%	208	21%	622	62%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community centres and halls	5	1%	29	7%	131	33%	153	38%	82	20%	400	100%
Information on community services	25	4%	53	9%	179	31%	247	42%	80	14%	583	100%
Home Modification and Maintenance Service	22	7%	37	11%	117	35%	105	31%	56	17%	337	100%
Community safety	31	4%	74	9%	270	33%	319	39%	125	15%	820	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Protection of natural bushland	4.14	4.25	4.31	4.46	4.44	4.38
Tree preservation	4.16	3.84	4.06	4.13	4.06	4.02
Environmental awareness and education	4.16	4.00	4.22	4.14	4.22	4.19
Water and energy saving measures	3.98	4.07	4.37	4.32	4.23	4.34

Importance	Male	Female	2010	2012
Protection of natural bushland	4.19	4.42	4.20	4.31
Tree preservation	3.91	4.13	3.98	4.03
Environmental awareness and education	4.04	4.24	4.11	4.14
Water and energy saving measures	3.99	4.39	4.29	4.21

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Protection of natural bushland	4.00	3.70	3.63	3.64	3.65	3.72
Tree preservation	3.84	3.91	3.47	3.63	3.48	3.67
Environmental awareness and education	3.31	3.50	3.53	3.62	3.51	3.72
Water and energy saving measures	3.61	3.03	3.33	3.31	3.37	3.63

Satisfaction	Male	Female	2010	2012
Protection of natural bushland	3.74	3.70	3.67	3.72
Tree preservation	3.75	3.64	3.65	3.69
Environmental awareness and education	3.57	3.49	3.53	3.53
Water and energy saving measures	3.37	3.35	3.40	3.36

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	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protection of natural bushland	13	1%	32	3%	137	14%	265	27%	553	55%	1000	100%
Tree preservation	30	3%	53	5%	207	21%	278	28%	431	43%	1000	100%
Environmental awareness and education	16	2%	52	5%	176	18%	283	28%	472	47%	1000	100%
Water and energy saving measures	20	2%	60	6%	139	14%	254	25%	527	53%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protection of natural bushland	19	2%	47	6%	253	32%	302	38%	180	22%	800	100%
Tree preservation	26	4%	55	8%	176	25%	288	42%	149	21%	694	100%
Environmental awareness and education	21	3%	68	9%	266	36%	275	37%	113	15%	743	100%
Water and energy saving measures	45	6%	86	11%	281	37%	253	33%	98	13%	762	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Traffic management in the Randwick LGA	4.05	4.29	4.51	4.51	4.48	4.53
Maintaining local roads	4.28	4.42	4.54	4.60	4.58	4.59
Maintaining footpaths	4.14	4.33	4.50	4.57	4.47	4.66
Constructing cycleways	3.23	3.33	3.51	3.23	2.94	2.69
The availability of car parking in the town centres in the Randwick City area	3.88	4.25	4.28	4.25	4.24	4.27

Importance	Male	Female	2010	2012
Traffic management in the Randwick LGA	4.24	4.51	N/A	4.38
Maintaining local roads	4.37	4.59	4.47	4.49
Maintaining footpaths	4.26	4.58	4.41	4.43
Constructing cycleways	3.04	3.32	3.27	3.19
The availability of car parking in the town centres in the Randwick City area	4.06	4.32	4.12	4.20

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Traffic management in the Randwick LGA	3.75	2.59	2.57	2.61	2.67	2.93
Maintaining local roads	3.26	2.87	2.75	2.74	2.91	2.90
Maintaining footpaths	3.61	3.11	2.87	2.78	2.83	2.74
Constructing cycleways	3.16	2.82	2.59	2.77	2.69	3.18
The availability of car parking in the town centres in the Randwick City area	3.17	2.89	2.48	2.42	2.53	2.77

Satisfaction	Male	Female	2010	2012
Traffic management in the Randwick LGA	2.91	2.76	N/A	2.82
Maintaining local roads	2.91	2.89	2.87	2.90
Maintaining footpaths	3.12	2.89	3.02	2.99
Constructing cycleways	2.88	2.81	2.84	2.84
The availability of car parking in the town centres in the Randwick City area	2.84	2.63	2.74	2.72

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	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Traffic management in the Randwick LGA	11	1%	28	3%	116	12%	255	25%	589	59%	1000	100%
Maintaining local roads	4	0%	31	3%	76	8%	248	25%	640	64%	1000	100%
Maintaining footpaths	2	0%	23	2%	106	11%	280	28%	589	59%	1000	100%
Constructing cycleways	193	19%	130	13%	225	22%	202	20%	251	25%	1000	100%
The availability of car parking in the town centres in the Randwick City area	46	5%	42	4%	122	12%	248	25%	542	54%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Traffic management in the Randwick LGA	119	14%	213	25%	258	31%	203	24%	50	6%	843	100%
Maintaining local roads	119	13%	169	19%	338	38%	201	23%	60	7%	887	100%
Maintaining footpaths	129	15%	153	18%	256	30%	254	29%	75	9%	867	100%
Constructing cycleways	69	16%	101	23%	146	33%	94	21%	37	8%	447	100%
The availability of car parking in the town centres in the Randwick City area	138	17%	180	23%	285	36%	134	17%	52	7%	788	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
How Council plans for and assesses development	3.60	3.84	3.98	4.12	4.17	3.97
Attractiveness of town centres	3.56	4.00	4.08	4.18	4.23	4.14
Vitality of town centres	3.65	3.98	4.06	4.10	4.05	3.91
Protection of heritage buildings and items	3.93	4.07	3.94	4.28	4.22	4.25

Importance	Male	Female	2010	2012
How Council plans for and assesses development	3.84	3.99	3.81	3.92
Attractiveness of town centres	3.90	4.11	3.99	4.01
Vitality of town centres	3.87	4.03	3.90	3.95
Protection of heritage buildings and items	3.88	4.29	3.92	4.10

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
How Council plans for and assesses development	3.52	2.91	2.45	2.55	2.59	2.80
Attractiveness of town centres	3.29	3.42	2.95	2.78	2.96	3.27
Vitality of town centres	3.75	3.44	3.06	3.08	3.11	3.46
Protection of heritage buildings and items	3.55	3.77	3.50	3.35	3.30	3.49

Satisfaction	Male	Female	2010	2012
How Council plans for and assesses development	2.92	2.69	2.93	2.79
Attractiveness of town centres	3.18	3.08	3.10	3.13
Vitality of town centres	3.40	3.25	3.26	3.32
Protection of heritage buildings and items	3.64	3.44	3.48	3.52

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= A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
How Council plans for and assesses development	80	8%	54	5%	184	18%	227	23%	454	45%	1000	100%
Attractiveness of town centres	16	2%	45	5%	223	22%	339	34%	376	38%	1000	100%
Vitality of town centres	19	2%	53	5%	233	23%	345	35%	350	35%	1000	100%
Protection of heritage buildings and items	18	2%	44	4%	205	20%	285	29%	448	45%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
How Council plans for and assesses development	116	18%	127	20%	215	33%	157	24%	34	5%	650	100%
Attractiveness of town centres	47	7%	107	15%	311	44%	199	28%	45	6%	709	100%
Vitality of town centres	19	3%	83	12%	294	43%	247	36%	47	7%	689	100%
Protection of heritage buildings and items	38	5%	58	8%	241	33%	261	36%	124	17%	721	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Council's response time to requests for service	3.77	4.11	3.96	4.31	4.34	4.49
Council's provision of information to residents about activities and services	3.77	3.85	3.98	4.16	4.19	4.18
Community consultation	3.53	3.76	3.96	4.24	4.26	4.22
Opportunity to participate in decision-making processes	3.79	3.67	3.86	3.97	4.07	4.09
Long term planning for the City	4.16	4.35	4.34	4.34	4.47	4.42

Importance	Male	Female	2010	2012
Council's response time to requests for service	3.99	4.27	4.05	4.14
Council's provision of information to residents about activities and services	3.82	4.15	3.95	4.00
Community consultation	3.82	4.08	3.92	3.96
Opportunity to participate in decision-making processes	3.70	4.04	3.83	3.88
Long term planning for the City	4.26	4.40	4.35	4.34

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Council's response time to requests for service	3.50	3.20	3.26	3.39	3.46	3.54
Council's provision of information to residents about activities and services	3.81	3.49	3.57	3.56	3.57	3.71
Community consultation	3.59	3.09	3.12	3.13	3.12	3.22
Opportunity to participate in decision-making processes	3.17	3.03	2.93	3.01	2.76	3.14
Long term planning for the City	3.47	3.07	2.98	2.95	2.92	3.36

Satisfaction	Male	Female	2010	2012
Council's response time to requests for service	3.47	3.31	3.38	3.38
Council's provision of information to residents about activities and services	3.59	3.62	3.43	3.61
Community consultation	3.25	3.14	3.18	3.19
Opportunity to participate in decision-making processes	3.02	3.03	3.00	3.02
Long term planning for the City	3.20	3.07	3.10	3.13

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	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's response time to requests for service	54	5%	35	4%	123	12%	293	29%	495	49%	1000	100%
Council's provision of information to residents about activities and services	23	2%	40	4%	207	21%	379	38%	351	35%	1000	100%
Community consultation	36	4%	55	6%	216	22%	303	30%	390	39%	1000	100%
Opportunity to participate in decision-making processes	42	4%	80	8%	217	22%	278	28%	383	38%	1000	100%
Long term planning for the City	32	3%	37	4%	100	10%	224	22%	606	61%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's response time to requests for service	61	8%	73	10%	259	34%	251	33%	114	15%	757	100%
Council's provision of information to residents about activities and services	37	5%	65	9%	187	26%	296	41%	142	20%	726	100%
Community consultation	65	10%	95	14%	224	33%	219	33%	68	10%	671	100%
Opportunity to participate in decision-making processes	75	12%	109	17%	244	38%	168	26%	52	8%	648	100%
Long term planning for the City	57	8%	104	14%	342	45%	193	25%	63	8%	758	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Health inspections at food premises etc.	4.19	4.36	4.45	4.50	4.58	4.66
Council rangers	3.47	3.49	3.67	3.93	3.98	4.11
Regulation/enforcement	4.23	4.27	4.22	4.40	4.47	4.55

Importance	Male	Female	2010	2012
Health inspections at food premises etc.	4.28	4.58	4.38	4.44
Council rangers	3.49	3.94	3.69	3.73
Regulation/enforcement	4.12	4.53	4.10	4.34

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Health inspections at food premises etc.	3.72	3.77	3.36	3.42	3.16	3.41
Council rangers	3.81	3.48	3.31	3.42	3.34	3.45
Regulation/enforcement	3.76	3.66	3.64	3.50	3.31	3.58

Satisfaction	Male	Female	2010	2012
Health inspections at food premises etc.	3.54	3.50	3.28	3.52
Council rangers	3.55	3.40	3.47	3.46
Regulation/enforcement	3.60	3.59	3.52	3.60

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= A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Health inspections at food premises etc.	21	2%	28	3%	96	10%	200	20%	655	65%	1000	100%
Council rangers	85	9%	58	6%	226	23%	299	30%	331	33%	1000	100%
Regulation/enforcement	9	1%	34	3%	126	13%	272	27%	559	56%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Health inspections at food premises etc.	24	3%	74	10%	263	35%	280	37%	119	16%	760	100%
Council rangers	34	6%	74	12%	168	28%	228	38%	96	16%	600	100%
Regulation/enforcement	22	3%	47	6%	273	35%	304	40%	124	16%	771	100%

Importance	18-24	25-34	35-44	45-54	55-64	65 +
Provision of public place litter bins	4.28	4.25	4.38	4.48	4.49	4.54
Street cleaning	4.19	4.42	4.34	4.47	4.52	4.58
Beach cleaning	4.40	4.58	4.57	4.59	4.65	4.58
Town centre cleaning	4.00	4.40	4.35	4.41	4.49	4.60

Importance	Male	Female	2010	2012
Provision of public place litter bins	4.20	4.55	4.42	4.39
Street cleaning	4.27	4.53	4.35	4.41
Beach cleaning	4.45	4.65	4.48	4.56
Town centre cleaning	4.19	4.52	4.36	4.37

Satisfaction	18-24	25-34	35-44	45-54	55-64	65 +
Provision of public place litter bins	3.89	3.32	3.26	3.16	3.17	3.36
Street cleaning	3.85	3.71	3.43	3.37	3.34	3.32
Beach cleaning	3.97	3.76	3.82	3.83	3.85	3.97
Town centre cleaning	3.97	3.70	3.50	3.51	3.63	3.67

Satisfaction	Male	Female	2010	2012
Provision of public place litter bins	3.45	3.31	3.28	3.37
Street cleaning	3.52	3.53	3.51	3.53
Beach cleaning	3.91	3.82	3.80	3.86
Town centre cleaning	3.75	3.59	3.51	3.66

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= A significantly lower level of importance/satisfaction (by group)

	Not at all important		Not very important		Somewhat important		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Provision of public place litter bins	12	1%	24	2%	103	10%	288	29%	574	57%	1000	100%
Street cleaning	9	1%	15	2%	115	12%	277	28%	583	58%	1000	100%
Beach cleaning	11	1%	8	1%	69	7%	238	24%	674	67%	1000	100%
Town centre cleaning	4	0%	22	2%	120	12%	310	31%	543	54%	1000	100%

	Not at all satisfied		Not very satisfied		Somewhat satisfied		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Provision of public place litter bins	52	6%	135	16%	250	29%	289	34%	133	16%	860	100%
Street cleaning	60	7%	80	9%	216	25%	358	42%	147	17%	860	100%
Beach cleaning	25	3%	60	7%	176	19%	399	44%	245	27%	905	100%
Town centre cleaning	21	3%	49	6%	274	32%	357	42%	148	17%	850	100%

Overall satisfaction with the performance of Council

Q. *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?*

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	3.77	3.64	3.63	3.65	3.57	3.62	3.67	3.63	3.70	3.65

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

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

	2010		2012	
	Count	Column %	Count	Column %
Very satisfied	57	6%	65	6%
Satisfied	652	65%	609	61%
Somewhat satisfied	226	23%	246	25%
Not very satisfied	50	5%	70	7%
Not at all satisfied	11	1%	9	1%
Total	995	100%	1000	100%

Contact with Council

Q. *Did you have any direct contact with Council in the last 12 months, either by telephone, face-to-face contact, email or mail?*

	18-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	46	28%	137	58%	112	61%	90	60%	61	60%	88	55%
No	120	72%	99	42%	72	39%	60	40%	42	40%	72	45%
Total	166	100%	236	100%	184	100%	150	100%	103	100%	160	100%

	Male		Female		2010		2012	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	240	51%	296	56%	374	37%	536	54%
No	227	49%	237	44%	626	63%	464	46%
Total	466	100%	533	100%	1000	100%	1000	100%

Q. *Concerning the last time you contacted Council, did you use:*

	2010		2012	
	Count	Column %	Count	Column %
Telephone	258	69%	312	58%
Face-to-Face	62	17%	107	20%
Email	31	8%	65	12%
Mail	22	6%	19	4%
Council website	0	0%	30	6%
Social media (Facebook, twitter)	0	0%	1	0%
Other	1	0%	2	0%
Total	374	100%	536	100%

= A significantly higher level (by group)
= A significantly lower level (by group)

Contact with Council

Q. *Thinking about your most recent contact with Council, how satisfied were you with that contact?*

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	4.67	3.91	3.90	3.81	3.94	4.07	4.08	3.91	4.10	3.99

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

= A significantly higher level (by group)
= A significantly lower level (by group)

	2010		2012	
	Count	Column %	Count	Column %
Very satisfied	157	42%	215	40%
Satisfied	148	39%	200	37%
Somewhat satisfied	37	10%	53	10%
Not very satisfied	17	4%	35	7%
Not at all satisfied	16	4%	33	6%
Total	374	100%	536	100%

Council's website

Q. *Have you visited Council's website in the last 12 months?*

	18-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	77	47%	159	67%	126	69%	94	63%	48	47%	37	23%
No	89	53%	77	33%	58	31%	56	37%	55	53%	123	77%
Total	166	100%	236	100%	184	100%	150	100%	103	100%	160	100%

	Male		Female		2010		2012	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	237	51%	304	57%	409	41%	542	54%
No	229	49%	229	43%	591	59%	458	46%
Total	466	100%	533	100%	1000	100%	1000	100%

= A significantly higher level (by group)
= A significantly lower level (by group)

Q. *(If yes), how satisfied were you in meeting your objectives when visiting the website?*

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	3.70	3.70	3.95	3.90	3.89	3.89	3.82	3.83	3.88	3.82

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

	2010		2012	
	Count	Column %	Count	Column %
Very satisfied	94	23%	132	24%
Satisfied	218	53%	254	47%
Somewhat satisfied	57	14%	101	19%
Not very satisfied	34	8%	40	7%
Not at all satisfied	6	2%	16	3%
Total	409	100%	542	100%

Communication from Council

Q. *Please indicate from the following list how you get information from Council?*

	2010		2012	
	Count	Column %	Count	Column %
Southern Courier			853	85%
Letterbox drops	784	78%	807	81%
Local newspaper	814	81%	767	77%
Word of mouth	478	48%	582	58%
Council's quarterly newsletter			512	51%
Council's website	411	41%	496	50%
The Beast			342	34%
Libraries	242	24%	302	30%
Customer service centre	164	16%	197	20%
Social Media (Facebook and Twitter)			155	15%
YourSay Randwick Website			103	10%
Randwick e-news			91	9%
My Randwick App (Smartphone)			38	4%
Other	18	2%	33	3%
None of these	5	0%	5	0%
Total	1000	100%	1000	100%

= A significantly higher level (by group)
= A significantly lower level (by group)

Satisfaction with Council's information

Q. *How satisfied are you with the information that you get from Council about its services and activities?*

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	3.55	3.84	3.95	3.92	3.80	3.96	3.84	3.84	3.78	3.84

	2010		2012	
	Count	Column %	Count	Column %
Very satisfied	105	11%	153	15%
Satisfied	631	63%	577	58%
Somewhat satisfied	203	20%	218	22%
Not very satisfied	46	5%	35	4%
Not at all satisfied	8	1%	8	1%
Total	994	100%	992	100%

Mean ratings: 1 = not at all satisfied, 5 = very satisfied

= A significantly higher level (by group)
= A significantly lower level (by group)

Q. *How strongly do you agree or disagree with the following statements:*

	18 - 24	25-34	35-44	45-54	55-64	65+
The Randwick Council Area is a good place to live	4.47	4.47	4.58	4.53	4.54	4.50
I feel a part of my local community	3.77	3.84	4.03	4.13	4.00	4.10
I prefer to shop in my local neighbourhood	4.02	3.98	4.45	4.34	4.23	4.33
The Randwick Council lobbies the State and Federal Government in order to achieve positive outcomes for the area	3.58	3.51	3.40	3.48	3.45	3.84

	Male	Female	2010	2012
The Randwick Council Area is a good place to live	4.56	4.47	4.36	4.51
I feel a part of my local community	4.02	3.92	3.88	3.96
I prefer to shop in my local neighbourhood	4.25	4.17	4.17	4.21
The Randwick Council lobbies the State and Federal Government in order to achieve positive outcomes for the area	3.63	3.47	N/A	3.54

Mean ratings: 1 = strongly disagree, 5 = strongly agree

= A significantly higher level (by group)
= A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The Randwick Council Area is a good place to live	1	0%	6	1%	21	2%	422	42%	549	55%	1000	100%
I feel a part of my local community	3	0%	42	4%	177	18%	544	54%	234	23%	1000	100%
I prefer to shop in my local neighbourhood	8	1%	66	7%	79	8%	402	40%	445	44%	1000	100%
The Randwick Council lobbies the State and Federal Government in order to achieve positive outcomes for the area	19	2%	55	6%	395	39%	425	42%	106	11%	1000	100%

Spending in the Randwick City area

Q. *Thinking of your current shopping and purchasing habits in your local area within Randwick City, are you spending the same, more, or less than this time last year?*

	18-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
More	70	42%	73	31%	73	40%	49	33%	37	36%	72	45%
Same	77	47%	124	53%	86	47%	81	54%	53	51%	73	45%
Less	19	12%	39	16%	25	14%	20	13%	14	13%	16	10%
Total	166	100%	236	100%	184	100%	150	100%	103	100%	160	100%

	Male		Female		2010		2012	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
More	162	35%	212	40%	464	46%	374	37%
Same	243	52%	251	47%	436	44%	494	49%
Less	62	13%	71	13%	101	10%	132	13%
Total	466	100%	533	100%	1000	100%	1000	100%

= A significantly higher level (by group)
= A significantly lower level (by group)

Participating in Council events or programs

Q. *In the last 12 months, which, if any, of the following events/programs run by the Council have you participated in?*

	18-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Major events	124	74%	172	73%	128	70%	107	71%	55	53%	70	44%
Library events and talks	31	19%	51	22%	50	27%	30	20%	19	18%	50	31%
Cultural activities and events eg at the Prince Henry Centre	39	23%	47	20%	50	27%	36	24%	23	23%	29	18%
Smaller community events and activities	23	14%	51	22%	38	21%	23	15%	23	22%	47	29%
Environmental activities e.g. tree planting, nursery open day	35	21%	34	15%	42	23%	36	24%	25	24%	22	13%
School holiday program	4	2%	30	13%	37	20%	22	15%	3	3%	7	4%
None of these	31	19%	39	16%	28	15%	27	18%	27	26%	55	34%
Total	166	100%	236	100%	184	100%	150	100%	103	100%	160	100%

	Male		Female		Overall	
	Count	Column %	Count	Column %	Count	Column %
Major events	309	66%	347	65%	656	66%
Library events and talks	74	16%	157	29%	231	23%
Cultural activities and events eg at the Prince Henry Centre	106	23%	118	22%	224	22%
Smaller community events and activities	81	17%	124	23%	205	21%
Environmental activities e.g. tree planting, nursery open day	99	21%	96	18%	195	19%
School holiday program	32	7%	71	13%	103	10%
None of these	106	23%	101	19%	207	21%
Total	466	100%	533	100%	1000	100%

= A significantly higher level (by group)
= A significantly lower level (by group)

Quality of life

Q. *How would you rate your overall quality of life?*

	18 - 24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2012
Mean ratings	4.47	4.31	4.31	4.37	4.34	4.24	4.31	4.36	4.30	4.34

Mean ratings: 1 = very poor, 5 = excellent

= A significantly higher level (by group)
= A significantly lower level (by group)

	2010		2012	
	Count	Column %	Count	Column %
Excellent	381	38%	404	40%
Good	559	56%	548	55%
Neither	44	4%	32	3%
Poor	14	1%	14	1%
Very poor	4	0%	3	0%
Total	1000	100%	1000	100%

Appendix B
Questionnaire

Randwick City Community Satisfaction Survey 2012

Good afternoon/evening, my name is ..... from Micromex Research. We are conducting a survey for Randwick City Council about the services and facilities provided by Council and are interested in the views of local residents. Would you have approximately 15 minutes to assist?

Just to give you some background, the information you give will be used for research purposes and is completely confidential. Your input will help Council to better understand and meet the diverse needs of its residents.

Before we start, I just have to make sure you qualify for an interview. Firstly is your household in the Randwick City Council area? [If necessary read out the list of suburbs below.] **[IF NOT, TERMINATE INTERVIEW]**

Have you lived in the Randwick City Council area for longer than 6 months and are you over the age of 18? **[IF NOT, TERMINATE INTERVIEW]**

Are you or anyone in your household a Councillor or employed by any local council? **[IF YES, TERMINATE INTERVIEW]**

Great, you qualify for an interview! I just have to inform you that my supervisor may monitor this call for quality control purposes and that all information given will remain strictly confidential in accordance with the privacy act.

Part A. Specific Service Areas – Importance and Satisfaction Ratings

In the first part could you please indicate which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction you have with the performance of that service. The scale is from 1 to 5 where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

Q1. Sport, Recreation & Culture

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Ovals and sporting facilities	O	O	O	O	O	O	O	O	O	O	O
2.	Ocean pools	O	O	O	O	O	O	O	O	O	O	O
3.	Playgrounds and parks	O	O	O	O	O	O	O	O	O	O	O
4.	Beaches	O	O	O	O	O	O	O	O	O	O	O
5.	Council libraries	O	O	O	O	O	O	O	O	O	O	O
6.	Des Renford Aquatic Centre (DRAC)	O	O	O	O	O	O	O	O	O	O	O
7.	Coastal open spaces and walkway	O	O	O	O	O	O	O	O	O	O	O
8.	Festivals and events e.g. Coogee Carols, NYE fireworks, The Spot Food and Film Festival, Seniors Christmas Parties, Garden Awards, Sports Awards	O	O	O	O	O	O	O	O	O	O	O

Q2. Caring for the Community

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Community centres and halls e.g. Bowen Library Meeting Rooms, Randwick Community Centre	O	O	O	O	O	O	O	O	O	O	O
2.	Information on community services	O	O	O	O	O	O	O	O	O	O	O
3.	Home Modification and Maintenance Service (HMMS)	O	O	O	O	O	O	O	O	O	O	O
4.	Community safety	O	O	O	O	O	O	O	O	O	O	O

Q3. Caring for our Environment

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Protection of natural bushland	O	O	O	O	O	O	O	O	O	O	O
2.	Tree preservation	O	O	O	O	O	O	O	O	O	O	O
3.	Environmental awareness and education	O	O	O	O	O	O	O	O	O	O	O
4.	Water and energy saving measures	O	O	O	O	O	O	O	O	O	O	O

Q4. Transport, Roads & Drainage

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Traffic management in the Randwick LGA	O	O	O	O	O	O	O	O	O	O	O
2.	Maintaining local roads	O	O	O	O	O	O	O	O	O	O	O
3.	Maintaining footpaths	O	O	O	O	O	O	O	O	O	O	O
4.	Constructing cycleways	O	O	O	O	O	O	O	O	O	O	O
5.	The availability of car parking in the town centres in the Randwick City area	O	O	O	O	O	O	O	O	O	O	O

Q5. Urban & Economic Development

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	How Council plans for and assesses development (ie development applications)	O	O	O	O	O	O	O	O	O	O	O
2.	Attractiveness of town centres	O	O	O	O	O	O	O	O	O	O	O
3.	Vitality of town centres	O	O	O	O	O	O	O	O	O	O	O
4.	Protection of heritage buildings and items	O	O	O	O	O	O	O	O	O	O	O

Q6. Communication and Customer Service

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Council's response time to requests for service	O	O	O	O	O	O	O	O	O	O	O
2.	Council's provision of information to residents about activities and services	O	O	O	O	O	O	O	O	O	O	O
3.	Community consultation	O	O	O	O	O	O	O	O	O	O	O
4.	Opportunity to participate in decision-making processes	O	O	O	O	O	O	O	O	O	O	O

Q7. Council's Regulatory Services

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Health inspections at food premises etc	O	O	O	O	O	O	O	O	O	O	O
2.	Council rangers	O	O	O	O	O	O	O	O	O	O	O
3.	Regulation/enforcement e.g. building control, fire safety, site management and public safety	O	O	O	O	O	O	O	O	O	O	O

Q8. Strategic Planning

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Long term planning for the City (eg 20 year Randwick City Plan)	O	O	O	O	O	O	O	O	O	O	O

Q9. Public Place Waste Services

		Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1.	Provision of public place litter bins	O	O	O	O	O	O	O	O	O	O	O
2.	Street cleaning	O	O	O	O	O	O	O	O	O	O	O
3.	Beach cleaning	O	O	O	O	O	O	O	O	O	O	O
4.	Town centre cleaning	O	O	O	O	O	O	O	O	O	O	O

Part B. Customer service Indicators – Contact with Council over the last year

Q10a. Did you have any direct contact with Council in the last 12 months, either by telephone, face-to-face contact, email or mail?

Yes O No O **(If no, go to Q12a)**

Q10b. Concerning the last time you contacted Council, did you use:

Telephone	O
Face-to-Face	O
Mail	O
Email	O
Council website	O
YourSay Randwick website	O
Social media (Facebook, twitter)	O
Other	O

Q11a. Thinking about your most recent contact with Council, how satisfied were you with that contact?

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know
O	O	O	O	O	O

Q11b. (If somewhat – not at all satisfied), why do you say that?

……

Q12a. Have you visited Council's website in the last 12 months?

Yes O No O **(If no, go to Q13)**

Q12b. (If yes), how satisfied were you in meeting your objectives when visiting the website? Prompt

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know
O	O	O	O	O	O

Q12c. (If somewhat – not at all satisfied), why do you say that?

……

Q13. Please indicate from the following list how you get information from Council. Prompt

O	Local newspaper
O	Libraries
O	Council's website
O	Letter box drops
O	Customer service centre
O	Word of mouth
O	My Randwick App
O	The Beast
O	Social Media (FB &T)
O	Randwick e-news
O	YourSay Randwick Website
O	Southern Courier
O	Council's quarterly newsletter
O	Other (please specify) ……

Q14a. How satisfied are you with the information that you get from Council about its services and activities? Prompt

Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know
O	O	O	O	O	O

Q14b. (If somewhat – not at all satisfied) how do you think Council could improve its information?

……

Part C. Priority Issues

Q15a. 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
O	O	O	O	O

Q15b. (If somewhat – not at all satisfied), what is your main reason for feeling that way? (Probe fully on all issues mentioned)

……

Q16. During the next 3 years, what do you think will be the highest priority issues facing the Randwick local government area? (Probe fully on all issues mentioned)

……

Q17a. How strongly do you agree or disagree with the following statements: Prompt

"The Randwick Council Area is a good place to live"

Strongly agree	Agree	Neither	Disagree	Strongly disagree
O	O	O	O	O

Q17b. "I feel a part of my local community"

Strongly agree	Agree	Neither	Disagree	Strongly disagree
O	O	O	O	O

Q17c. "I prefer to shop in my local neighbourhood"

Strongly agree	Agree	Neither	Disagree	Strongly disagree
O	O	O	O	O

Q17d. "The Randwick Council lobbies the State and Federal Government in order to achieve positive outcomes for the area"

Strongly agree	Agree	Neither	Disagree	Strongly disagree
O	O	O	O	O

Q17e. Thinking of your current shopping and purchasing habits in your local area (within Randwick City), are you spending the same, more or less than this time last year?

More O Same O Less O

Q17f. In the last 12 months which, if any, of the following events/programs run by the Council have you participated in?

- O Library events and talks
- O Environmental activities e.g. tree planting, nursery open day
- O Cultural activities and events e.g. at the Prince Henry Centre
- O Major events e.g. The Spot Festival, carols by candle light, Coogee Fireworks, Bali Commemoration
- O Smaller community events and activities e.g. talks and forums, seniors events, community workshops
- O School holiday program
- O None of these

Q18. How would you rate your overall quality of life? Prompt

Excellent	Good	Neither	Poor	Very poor
O	O	O	O	O

Part D. Demographic information

Could you please now assist with the following demographic information?

Q19. Are you:

Male O Female O

Q20. Are you:

18-24 years O
25-34 years O
35-44 years O
45-54 years O
55–64 years O
65 years and older O

Q21. How many years have you lived in the Randwick LGA? Prompt

Under 3 years O
3 – 5 years O
6 – 10 years O
11+ years O
NA O

Q22a. Do you speak a language other than English at home?

Yes O No O **(If no, go to Q23a)**

Q22b. (If yes), which one?

Greek O
Cantonese O
Mandarin O
Indonesian O
Italian O
Other (please specify) O……
NA O

Q23a. Do you live in a:

Free standing house O
Duplex/semi detached O
Villa/townhouse O
Unit/Apartment O
Granny flat O
Other (please specify) O……
NA O

Q23b. Which suburb do you live in?

Chifley O
Clovelly O
Coogee O
Kensington O
Kingsford O
La Perouse O
Little Bay O
Lurline Bay O
Malabar O
Maroubra O
Matraville O
Phillip Bay O
Randwick O
Yarra Bay O

Q24a. Do you own or use a Smartphone?

Yes O No O

Q24b. Before this survey were you aware that Randwick Council has developed an App which can be downloaded by smartphones to keep you informed of local council and community matters?

Yes O No O

Q25. Have you participated in any volunteer work (Council or general community) over the past 12 months?

Yes O No O

Q26a. Randwick Council is looking to conduct some workshops with residents about issues facing the Randwick area. Are you interested in being involved in these?

Yes O No O

Q26b. Would you be interested in being updated on council activities and consultations by email?

Q26c. (If yes above), please advise:

First name:……..(Q26a only)

Phone no: …… Q26a only)

Email address: ……(Q26a/b)

Thank you for taking the time to complete this survey. Your opinions are important to Randwick Council and they will use this information to provide residents with a better city.

Please be assured that your personal details are confidential, and treated with the utmost respect. Results for this survey are aggregated, and no individual details are released.

If you have any questions about this survey, or would like to know more about Randwick Council's community research program, please contact Council's Manager, Corporate Improvement, on 9399 0532 or log onto the Council Website