



Community Research

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Table of Contents

Background	1
Methodology	1
Profile	3
Figure 1.1	3
Key Findings	4
Figure 1.2	4
Table 1.1.1	6
Table 1.1.2	7
Table 1.2	8
Figure 1.3	10
Figure 1.4	11
Figure 1.5	12
Part A	13
Detailed Findings	13
Overview of Services/Facilities and Rating Scale	13
Table 2.1	13
Importance of and Satisfaction with Council Services	15
Sport, Recreation and Culture	15
Figure 2.2.1	15
Figure 2.2.2	17
Table 2.2	18
Caring for the Community	19
Figure 2.3.1	19
Figure 2.3.2	20
Table 2.3	21
Caring for our Environment	22
Figure 2.4.1	22
Figure 2.4.2	23
Table 2.4	24
Transport, Roads and Drainage	25
Figure 2.5.1	25
Figure 2.5.2	26
Table 2.5	27
Urban & Economic Development	28
Figure 2.6.1	28
Figure 2.6.2	29
Table 2.6	30
Communication and Customer Service/ Strategic Planning	31
Figure 2.7.1	31
Figure 2.7.2	32
Table 2.7	33
Council's Regulatory Services	34
Figure 2.8.1	34
Figure 2.8.2	35
Table 2.8	36

Table of Contents

Public Place Waste Services	37
Figure 2.9.1	37
Figure 2.9.2	38
Table 2.9	39
Overall Satisfaction with the Performance of Council	40
Table 2.10.1	40
Table 2.10.2	40
Figure 2.10	40
Comparison with LGA Stated Satisfaction Benchmarks	41
Table 2.11	41
Comparison to Previous Randwick Community Satisfaction Scores	42
Table 2.12	42
How Randwick Council can Improve Satisfaction with Its Performance	43
Overview	43
Figure 2.13	43
Summary	43
Conclusions	44
Figure 2.14	44
Profiling Overall Satisfaction - What makes Randwick residents tick?	45
Part B	46
Contact with Council	46
Contact with Council in the last 12 months	46
Figure 3.1.1	46
Table 3.1	46
Figure 3.1.2	46
Figure 3.1.3	46
Visits to Council's Website in the Last 12 Months	48
Figure 3.2.1	48
Figure 3.2.2	48
Means of receiving communication from Council	49
Figure 3.3.1	49
Table 3.3	50
Figure 3.3.2	50
Use of Social Networking Sites to Participate in Council's Decision Making	51
Figure 3.4	51
Table 3.4	51
Part C	52
Priority Issues	52
Priority issues facing the Randwick LGA during the next 3 years	52
Figure 4.1.1	52
Agreement with specific statements	54
Figure 4.2.1	54
Shopping and Purchasing Habits in the Local Area	55
Figure 4.2.2	55

Table of Contents

Participation at Council Community Education Activities	56
Figure 4.2.3 Figure 4.2.4	56
Residents' Quality of Life	58
Figure 4.3	58
Appendix A.....	59
Demographics	59
Demographics	59
Table 5.1.1	59
Table 5.1.2	59
Table 5.1.3	59
Table 5.1.4	60
Table 5.1.5	60
Table 5.1.6	61
Table 5.1.7	61
Table 5.1.8	61
Table 5.1.9	62
Table 5.1.10	62
Table 5.1.11	63
Appendix B	64
Data and Correlation Tables	64
Importance of and Satisfaction with Council Services	64
Sport, Recreation and Culture	64
Table 6.1.1	64
Table 6.1.2	64
Table 6.1.3	65
Table 6.1.4	65
Caring for the Community	66
Table 6.2.1	66
Table 6.2.2	66
Table 6.2.3	67
Table 6.2.4	67
Caring for our Environment	68
Table 6.3.1	68
Table 6.3.2	68
Table 6.3.3	69
Table 6.3.4	69
Transport, Roads and Drainage	70
Table 6.4.1	70
Table 6.4.2	70
Table 6.4.3	71
Table 6.4.4	71

Table of Contents

Urban & Economic Development	72
Table 6.5.1	72
Table 6.5.2	72
Table 6.5.3	73
Table 6.5.4	73
Communication and Customer Service/Strategic Planning	74
Table 6.6.1	74
Table 6.6.2	74
Table 6.6.3	75
Table 6.6.4	75
Table 6.6.5	75
Table 6.6.6	75
Council's Regulatory Services	76
Table 6.7.1	76
Table 6.7.2	76
Table 6.7.3	76
Table 6.7.4	76
Public Place Waste Services	77
Table 6.8.1	77
Table 6.8.2	77
Table 6.8.3	77
Table 6.8.4	77
Overall Satisfaction with the Performance of Council	78
Table 6.9.1	78
Table 6.9.2	78
Contact with Council in the last 12 months	79
Table 6.10.1	79
Table 6.10.2	79
Table 6.10.3	79
Table 6.10.4	79
Table 6.10.5	80
Table 6.10.6	80
Visits to Council's Website in the Last 12 Months	81
Table 6.11.1	81
Table 6.11.2	81
Table 6.11.3	81
Table 6.11.4	81
Table 6.11.5	81
Table 6.11.6	81
Satisfaction with Council's communication	82
Table 6.12.1	82
Table 6.13.1	83
Table 6.13.2	83
Table 6.13.3	83

Table of Contents

Use of Social Networking Sites to Participate in Council's Decision Making	84
Table 6.13.4.....	84
Table 6.13.5.....	84
Table 6.13.6.....	84
Agreement with specific statements	85
Table 6.14.1.....	85
Table 6.14.2.....	85
Shopping and Purchasing Habits in the Local Area	86
Table 6.14.3.....	86
Table 6.14.4.....	86
Table 6.14.5.....	86
Participation at Council Community Education Activities	87
Table 6.14.6.....	87
Table 6.14.7.....	87
Table 6.14.8.....	87
Table 6.14.9.....	87
Table 6.14.10.....	87
Residents' Quality of Life	88
Table 6.15.1.....	88
Table 6.15.2.....	88
Appendix C	89
Questionnaire	89

Background

In order to measure current community satisfaction, Randwick Council appointed Micromex Research to develop, conduct and analyse a statistically valid community satisfaction survey with a representative cross section of Randwick residents.

This survey is required to measure community response to 36 specific Council delivery areas. Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Methodology

Questionnaire

Micromex Research, together with Randwick Council, fine-tuned the existing 2008 questionnaire. The survey was conducted by telephone.

A copy of the questionnaire is provided in Appendix C.

Data collection period

The survey was conducted during the period 30th August to 9th September 2010, from 4:30pm to 8:30pm Monday to Friday and Saturdays from 10am to 4pm.

Ratings questions

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

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

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 +	'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

Sampling error

A sample size of 1,000 residents provides a sampling error of +/- 3.1 at 95% confidence.

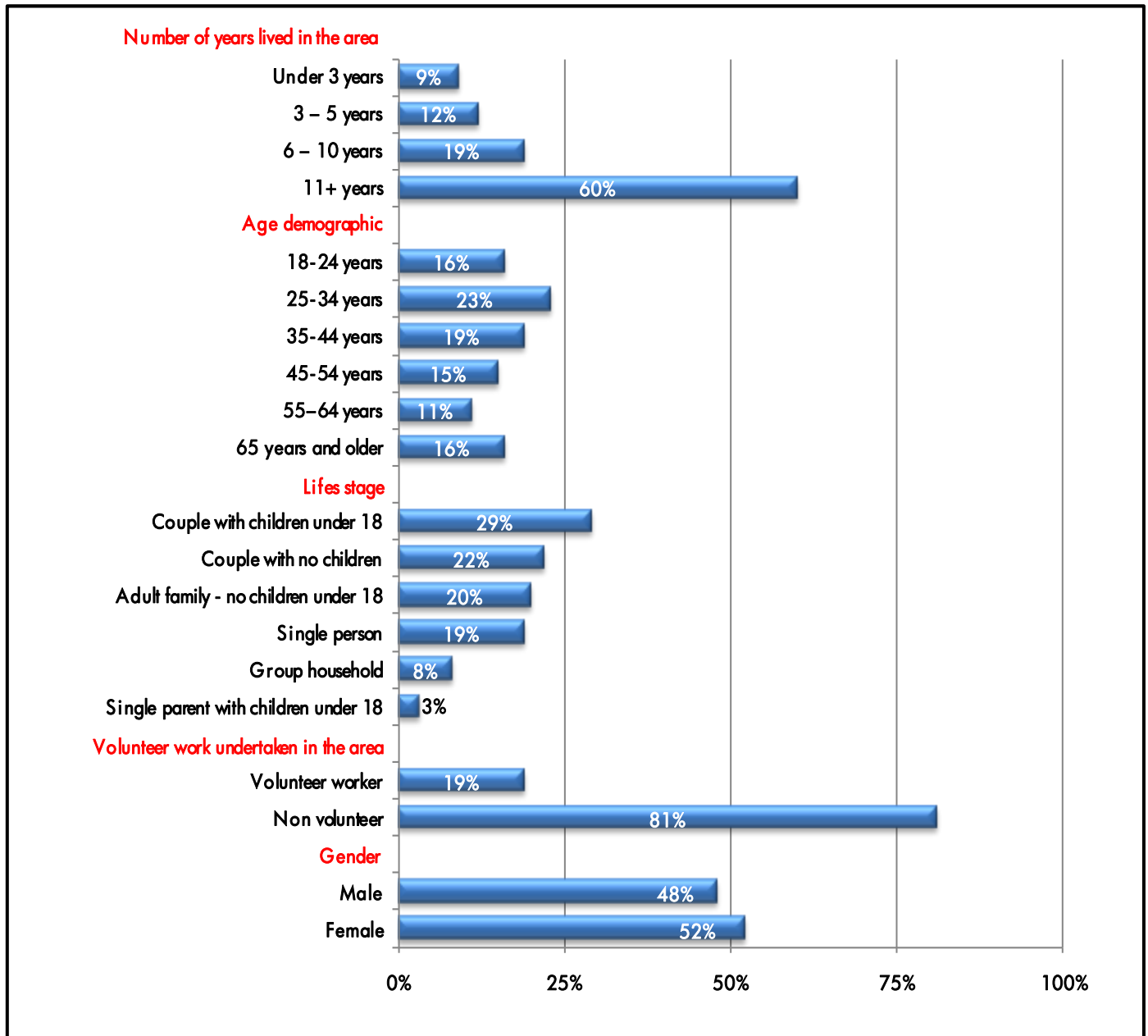
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in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

The final achieved sample of n=1,000 robustly covers off all key demographic sub-groups. This allowed us to undertake some of the analysis at a sub-group level.

Figure 1.1



Key takeouts

- The majority of residents (60%) have lived in Randwick for over 10 years
- One third of residents speak a language other than English in the home
- 41% of residents live in a unit/apartment and 40% in a free standing house
- 63% of residents are involved in full time work
- 19% of respondents are involved in volunteer work

Key Findings

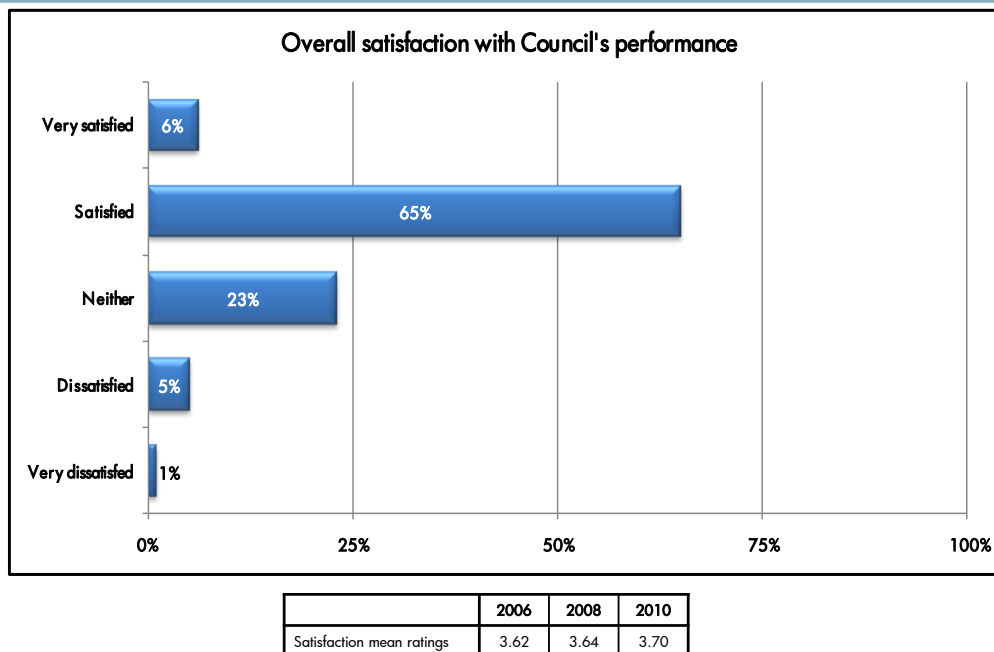
The results indicate a positive performance by Randwick Council, with 32 of the 36 services/facilities/criteria rated from 'moderate satisfaction' to 'very high satisfaction'. At an overall level, residents expressed a 'moderately high' level of satisfaction with the performance of Council.

Figure 1.2

71% Of Residents Indicated That They Are At Least 'Satisfied With The Overall Performance Of Council'



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?



Our LGA benchmark mean score is 3.5



Randwick residents are also more satisfied than the LGA benchmark score for 'overall satisfaction with Council'.

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

Identifying Priorities via Specialised Analysis (Explanation)

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 PGA, 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 Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 36 services and facilities 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 Council's performance on that same measure, is 'moderate to moderately high'.

For example, 'public litter bins' was given an importance score of 4.42, which indicates that it is considered a very highly important focus area by residents. At the same time it was given a satisfaction score of 3.28, which indicates that residents are only just moderately satisfied with Randwick Council's performance and focus on that measure.

In the case of a performance gap, such as 'constructing cycleways' (3.27 importance vs. 2.84 satisfaction) we can identify that the facilities are only moderately important to the broader community, but that for residents who do feel that these facilities are important, Randwick Council is perceived to have performed to a moderately low level of satisfaction.

Key Findings (Cont'd)

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

Performance Gap Ranking

Table 1.1.1

Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.47	2.87	1.60
2	Maintaining footpaths	4.41	3.02	1.39
3	The availability of car parking in the town centres in the Randwick City area	4.12	2.74	1.38
4	Long term planning for the City	4.35	3.10	1.25
5	Public litter bins	4.42	3.28	1.14
6	Health inspections at food premises etc	4.38	3.28	1.10
7	Community safety	4.42	3.51	0.91
8	Water and energy saving measures	4.29	3.40	0.89
	Attractiveness of town centres	3.99	3.10	0.89
10	How Council plans for and assesses development	3.81	2.93	0.88
11	Town centre cleaning	4.36	3.51	0.85
12	Street cleaning	4.35	3.51	0.84
13	Opportunity to participate in decision-making processes	3.83	3.00	0.83
14	Community consultation	3.92	3.18	0.74
15	Beach cleaning	4.48	3.80	0.68
16	Council's response time to requests for service	4.05	3.38	0.67
17	Vitality of town centres	3.90	3.26	0.64
18	Environmental awareness and education	4.11	3.53	0.58
	Regulation/enforcement	4.10	3.52	0.58
20	Protection of natural bushland	4.20	3.67	0.53
21	Council's provision of information to residents about activities and services	3.95	3.43	0.52
22	Protection of heritage buildings and items	3.92	3.48	0.44
23	Constructing cycleways	3.27	2.84	0.43
24	Tree preservation	3.98	3.65	0.33
24	Council rangers	3.69	3.47	0.22
26	Coastal open spaces and walkway	4.21	4.06	0.15
27	Information on community services	3.64	3.51	0.13
28	Beaches	4.30	4.21	0.09
29	Playgrounds and parks	3.93	3.88	0.05
30	Ovals and sporting facilities	3.49	3.69	-0.20
31	Festivals and events	3.31	3.56	-0.25
32	Home Modification and Maintenance Service (HMMS)	3.15	3.41	-0.26
33	Ocean pools	3.50	3.79	-0.29
34	Council libraries	3.79	4.13	-0.34
35	Community centres and halls	3.20	3.57	-0.37
36	Des Renford Aquatic Centre (DRAC)	3.08	3.73	-0.65

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

Key Findings (Cont'd)

When we examine the 12 largest performance gaps, we can identify that all the services or facilities have been rated as 'moderately high' to 'very high' in importance. Resident satisfaction for 9 of these areas is between 3.00 and 3.51, which indicates that Randwick Council's perceived performance for these measures is considered to be 'moderately satisfactory'.

Table 1.1.2

Ranking	Service / Facility	Importance Mean	Satisfaction Mean	Performance gap
1	Maintaining local roads	4.47	2.87	1.60
2	Maintaining footpaths	4.41	3.02	1.39
3	The availability of car parking in the town centres in the Randwick City area	4.12	2.74	1.38
4	Long term planning for the City	4.35	3.10	1.25
5	Public litter bins	4.42	3.28	1.14
6	Health inspections at food premises etc	4.38	3.28	1.10
7	Community safety	4.42	3.51	0.91
8	Water and energy saving measures	4.29	3.40	0.89
	Attractiveness of town centres	3.99	3.10	0.89
10	How Council plans for and assesses development	3.81	2.93	0.88
11	Town centre cleaning	4.36	3.51	0.85
12	Street cleaning	4.35	3.51	0.84

The key outcomes of this analysis would suggest that Council needs to address the performance gaps on services and facilities such as 'maintaining local roads', 'availability of car parking in town centres in the Randwick City area' and 'how council plans for and assesses development' as these are areas of considerable performance gap and moderately low resident satisfaction.

Specifically regarding 'maintaining local roads' it is interesting to note that on this particular measure Randwick Council's satisfaction score exceed the LGA benchmark.

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all the 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.

Key Findings (Cont'd)

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 Council's performance in relation to these needs.

This analysis is completed by plotting the variables on an 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 3.95 and the average rated satisfaction score was 3.44. Therefore, any facility or service that received a mean stated importance score of ≥ 3.95 would be plotted in the higher importance section and, conversely, any that scored < 3.95 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above or below 3.44. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis

Table 1.2

Importance	Improve Higher importance, lower satisfaction	Maintain Higher importance, higher satisfaction
	Maintaining local roads The availability of car parking in the town centres in the Randwick City area Council's response time to requests for service Public litter bins Health inspections at food premises etc Long term planning for the City Attractiveness of town centres Maintaining footpaths Council's provision of information to residents about activities and services Water and energy saving measures	Beaches Coastal open spaces and walkway Beach cleaning Protection of natural bushland Tree preservation Environmental awareness and education Regulation/enforcement Community safety Town centre cleaning Street cleaning
	Niche Lower importance, lower satisfaction	Secondary Lower importance, higher satisfaction
	Home Modification and Maintenance Service (HMMS) Vitality of town centres Community consultation Opportunity to participate in decision-making processes How Council plans for and assesses development Constructing cycleways	Council libraries Playgrounds and parks Ocean pools Des Renford Aquatic Centre (DRAC) Ovals and sporting facilities Community centres and halls Festivals and events Information on community services Protection of heritage buildings and items Council rangers
		Satisfaction

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'beaches', 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 'community consultation', are of a relatively low priority (and the word 'relatively' should be stressed – they can still be important). These areas tend to be important to a smaller segment of the community.

Finally, attributes in the bottom right quadrant, **SECONDARY**, such as 'Council libraries' 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.

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 always be found in the **IMPROVE** quadrant. This is because, perceptually, 'maintaining local roads' can always be better.

Further, the outputs of stated importance and satisfaction address the current dynamics of the community, however, 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 Council can actively drive overall community satisfaction we conducted a Shapley regression.

Key Findings (Cont'd)

The Shapley Value Regression

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

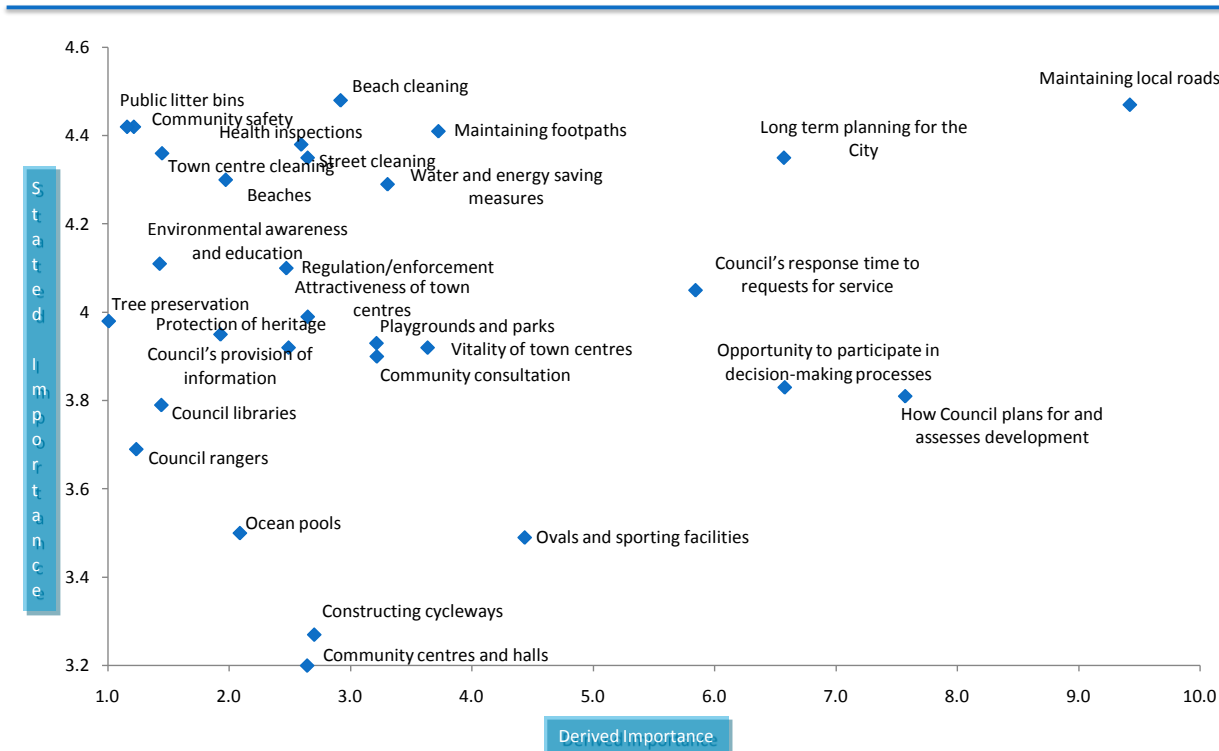
This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities that they stated as being important does not necessarily positively impact on overall satisfaction with the Council.

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'.

Figure 1.3

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', most of the facilities/services fall in relatively close proximity to each other (i.e. between approximately 3.2 & 4.6). However, on the horizontal axis the same attributes are spread between 1.0 and 9.4. 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 Findings (Cont'd)

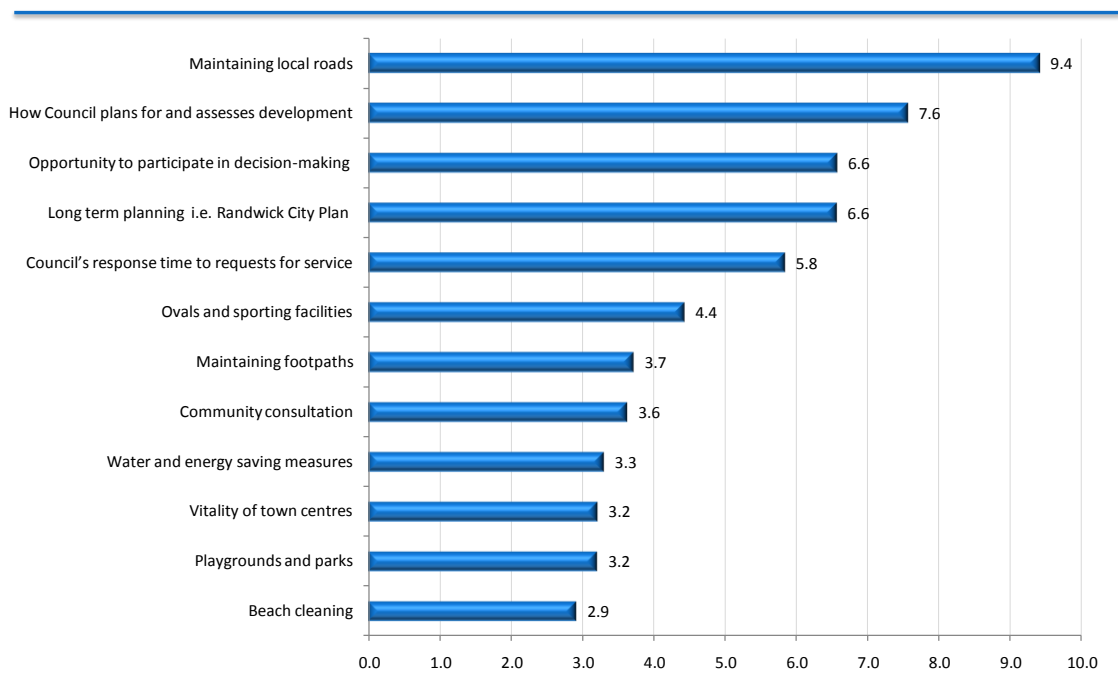
Key Drivers of Satisfaction with Randwick Council

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

These top 12 services/facilities account for 60% of overall satisfaction with Council. This indicates that the remaining 24 attributes we obtained measures on have only a limited impact on the community's satisfaction with Randwick Council's performance. Therefore, whilst all 36 service/facility areas are important, only a minority of them will measurably influence the community's overall satisfaction with Council.

Figure 1.4

These Top 12 Indicators Account For 60% Of Overall Satisfaction With Council



Randwick Council needs to concentrate on engaging and consulting with residents on the above measure. 

These 12 services/facilities are the key community priorities and by addressing these Randwick Council will improve 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 'Vitality of town centres' contributes 3.2% towards overall satisfaction.

We can see in this chart that 'opportunity to participate in the decision making process', which was in the Niche quadrant in our analysis of stated importance and rated satisfaction – is actually the number 3 driver of community satisfaction with Randwick Council.

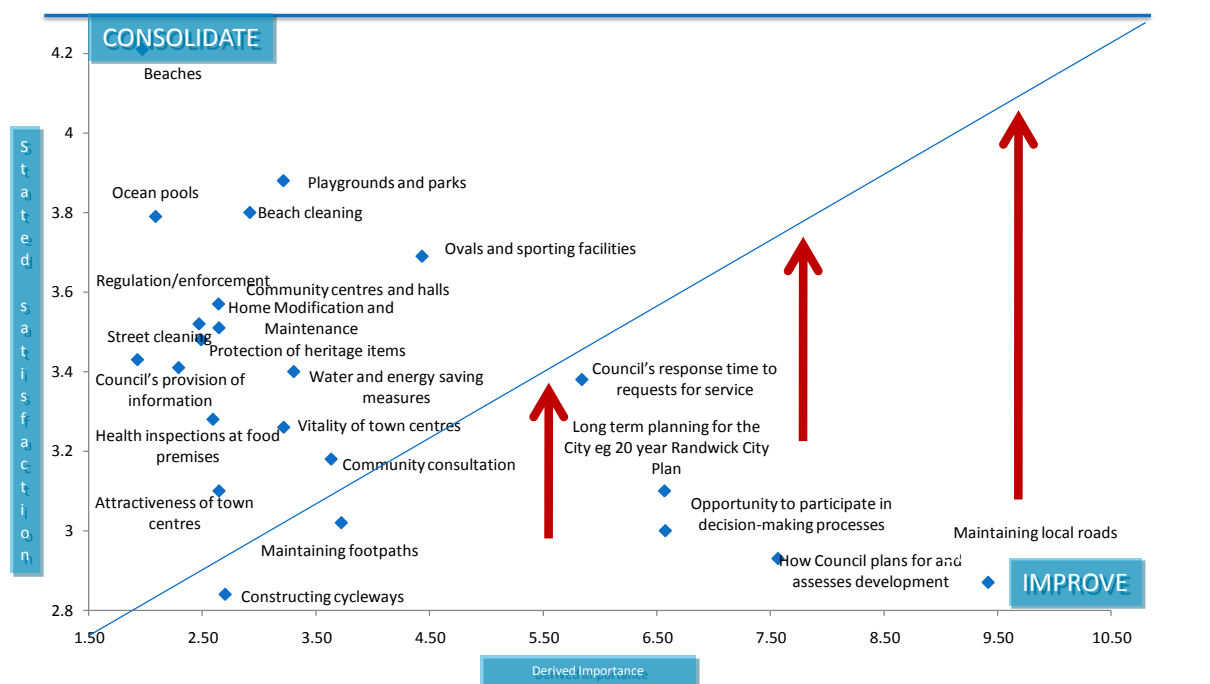
'Maintaining local roads' is the premier driver of satisfaction with Randwick Council's performance, with 9.4% of all overall performance satisfaction being driven by this one outcome.

Key Findings (Cont'd)

By examining the key attributes of derived importance we can see that the areas of most opportunity, besides 'maintaining local roads', revolve around community empowerment and consultation in Council decision making. Randwick Council needs to ensure that they are best in class regarding these sorts of measures, as these measures are the premier drivers of satisfaction with Council's performance.

Figure 1.5

Mapping Stated Satisfaction And Derived Importance Identifies The Community Priority Areas



Maintaining local roads, developments, community involvement and long term planning are all important drivers of community satisfaction with Council

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When we look at the correlation between derived importance and stated satisfaction, it is apparent that 'How Council plans and assesses development', community involvement in decision making, 'long term planning for the City' and 'Council's response times to requests for service' are clearly areas where Council has the opportunity to make positive in-roads in driving overall community satisfaction.

Key Findings (Cont'd)

Profiling Overall Satisfaction - What makes Randwick residents tick?

Where possible, we have indexed the Randwick residents' derived importance scores against State-wide Benchmarks based on over 30,000 interviews. These differences give some indications of how to start a better, more relevant dialogue with the community.

On our core measures, compared to the State-wide LGA Benchmarks, Randwick resident satisfaction is:

- 2.9 times more likely to be driven by 'Community centres and halls'
- 2.7 times more likely to be driven by 'Constructing cycleways'
- 2.3 times more likely to be driven by 'Maintaining local roads'
- 1.8 times more likely to be driven by 'Council libraries'
- 1.3 times more likely to be driven by 'Maintaining footpaths'

And

2.9 times less likely to be driven by 'Council provision of information to residents'

It is interesting to note that Randwick residents are much less likely to be driven by Council's provision of information, but, as identified in the regression model, are much more likely to want to be consulted and involved in the Council decision making process.

Recommendations

Based on the key findings from this research study it is clear, from a resident perspective, that there are potentially a number of areas that require action or at least more salient communication or community consultation.

Whilst some of these may not be currently feasible, based on the outcomes of this research we recommend Randwick Council consider the following:

1. Revisit and reassess Council's current communication strategy. Look to identify methods and mediums that could better inform/engage/involve the community
2. Initiate a program that will engage and involve residents in the Council's decision making process, with regards to 'maintaining local roads' as well as issues of communication, development and longer term city planning

Next Steps

As a next step, Randwick Council could consider conducting a qualitative deep dive to clarify the community's understanding and attitudes to these core drivers of satisfaction. A series of resident focus groups could be conducted to further explore and contextualise the above recommendations.



Part A

Detailed Findings

Importance of and Satisfaction
with Council and Council services

Overview of Services/Facilities and Rating Scale

The Likert Scale of 1 to 5 was used in all rating questions, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction. This scale allowed for a mid range position for those who had a divided or neutral opinion

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

Table 2.1

We Explored Resident Response To 36 Service Areas



Sport, Recreation & Culture

- Ovals and sporting facilities
- Ocean pools
- Playgrounds and parks
- Beaches
- Council libraries
- Des Renford Aquatic Centre (DRAC)
- 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

- 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

- 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

Council's Regulatory Services

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

Strategic Planning

- Long term planning for the City

Public Place Waste Services

- Public litter bins
- Street cleaning
- Beach cleaning
- Town centre cleaning



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 +	'Extremely high' level of importance/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 rated satisfaction mean score from the stated importance mean score:

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

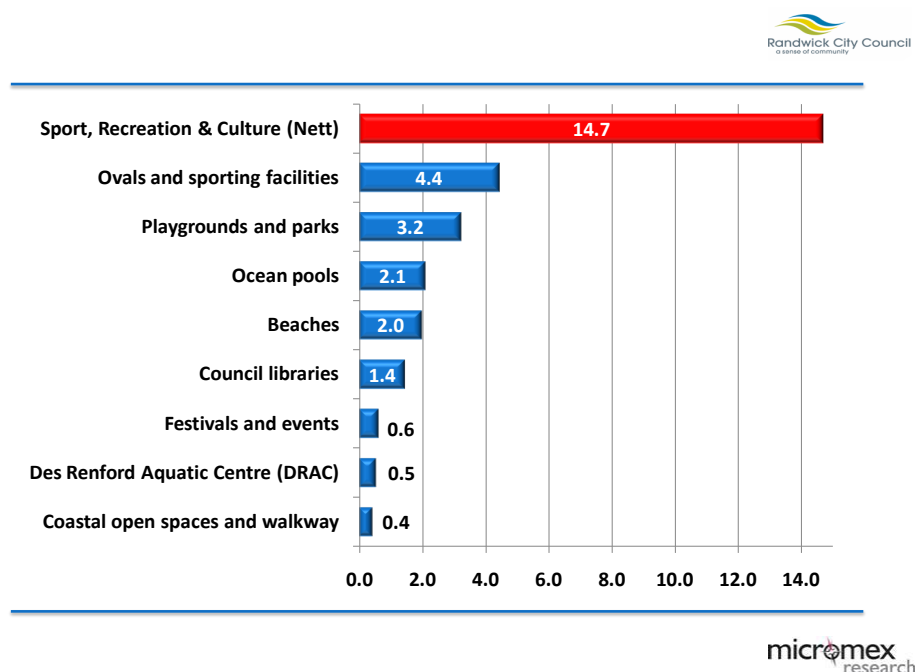
Sport, Recreation & Culture – Service Measures

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

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for over 14.7% of overall satisfaction

Figure 2.2.1



Overview of Ratings Scores

Importance - overall

In terms of importance 4 of the 8 services/facilities were stated to be of 'moderately high' to 'very high' importance. These were:

- Coastal open spaces and walkways
- Beaches
- Playgrounds and parks
- Council Libraries

The remaining 4 services/facilities, 'ovals and sporting facilities', 'festivals and events', 'Des Renford Aquatic Centre (DRAC)' and 'Ocean pools' were considered to be 'moderately' important.

Importance – by age

Perhaps unsurprisingly, for all of the services/facilities, with the exception of 'Council libraries', those in the age group 65 years & over expressed significantly lower levels of importance than at least some of the other age groups.

55 years & over considered 'festivals and events' significantly less important than 18-24 y/o.

45-54 years considered 'Council libraries' significantly more important than 25-34 y/o.

Importance – by gender

Females attributed significantly higher levels of importance to 7 of the 8 services/facilities than did males. These were:

- Ocean pools
- Playgrounds and parks
- Beaches
- Council libraries
- Des Renford Aquatic Centre (DRAC)
- Coastal open spaces and walkway
- Festivals and events

Satisfaction – overall

With the exception of 'festivals and events', that was rated to be of 'moderate' satisfaction, resident satisfaction with 7 of the 8 services/facilities was 'moderately high' to 'very high'. These were:

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

Satisfaction – by age

Those in the age group 65 years & over expressed higher levels of satisfaction than residents aged 18-54 y/o with the provision of 'Council libraries'. Those aged 65 years and over were also significantly more satisfied with the 'Des Renford Aquatic Centre' than residents aged 25-44 y/o.

18-24 y/o were significantly less satisfied with 'ocean pools' than were 45-54 y/o

55 years & over considered 'festivals and events' significantly more satisfying than did 25-34 y/o.

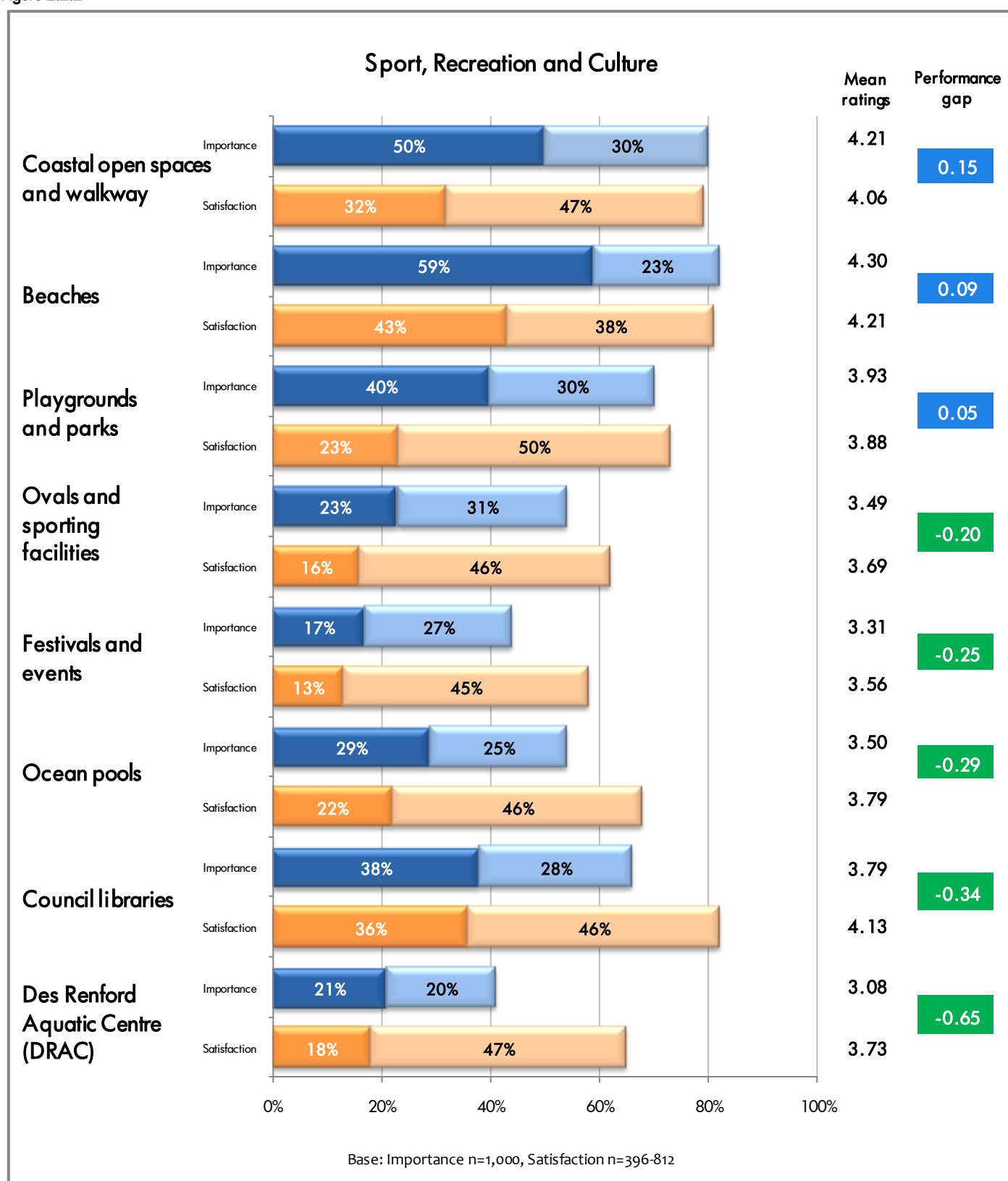
35-54 years considered 'coastal open spaces and walkways' significantly more satisfying than 18-24 y/o.

Satisfaction – by gender

Females attributed significantly higher levels of satisfaction for only 1 of the 8 services/facilities. This was:

- Coastal open spaces and walkway

Figure 2.2.2



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

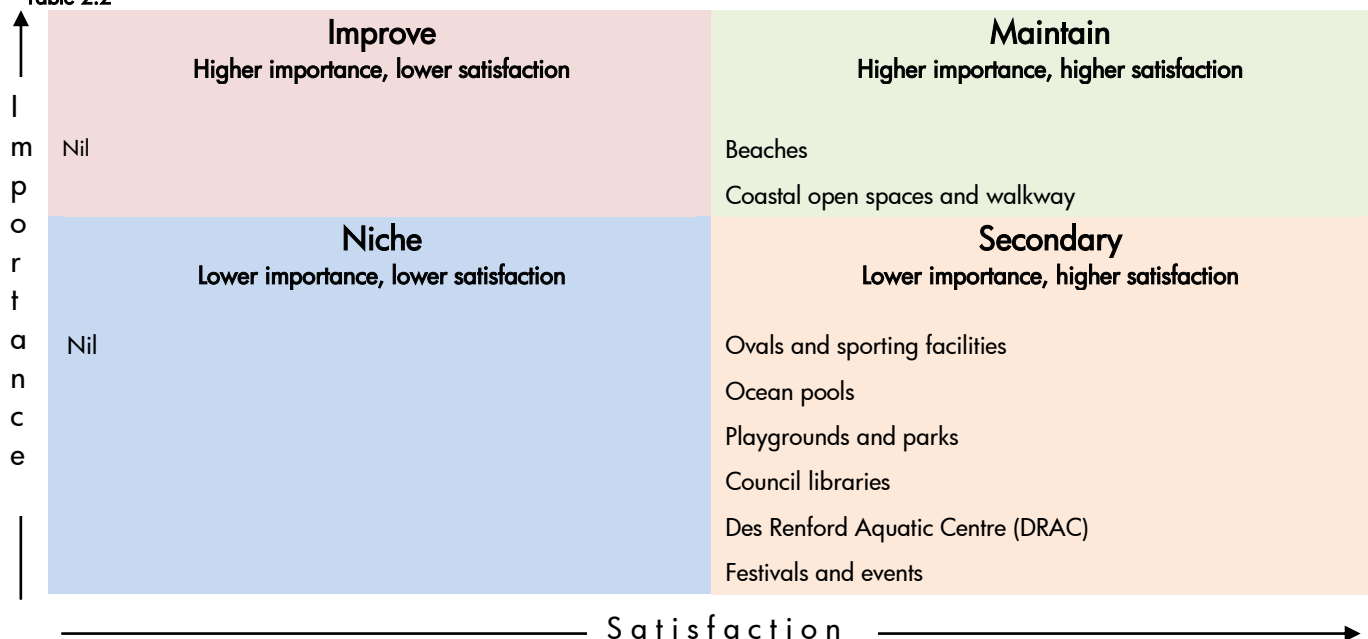
Very important
Very satisfied

Important
Satisfied

Minimal performance gap
Negative performance gap

Quadrant Analysis

Table 2.2



Recommendations

Based on the stated importance and satisfaction scores for 'Sports, Recreation and Culture' Randwick Council needs to maintain and consolidate resident satisfaction with:

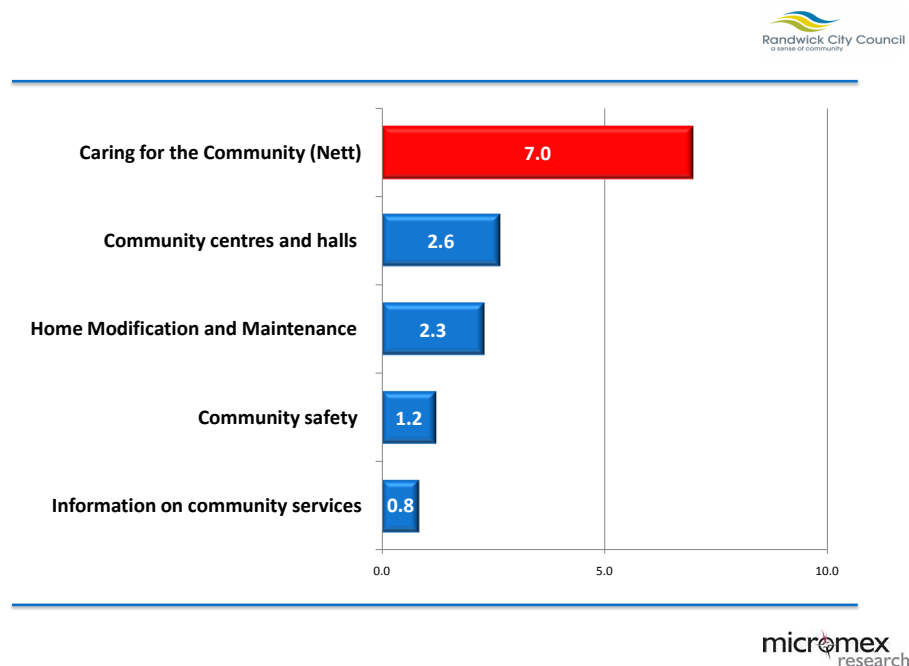
- Beaches
- Coastal open spaces and walkway

Caring for the Community – Service Measures

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

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for over 7% of overall satisfaction
Figure 2.3.1



Overview of Ratings Scores

Importance - overall

In terms of importance 2 of the 4 services/facilities were stated to be of 'moderately high' to 'very high' importance. These were:

- Information on community services
- Community safety

The remaining 2 services/facilities, 'community centres and halls' and 'Home Modification and Maintenance Service' were considered to be 'moderately' important.

Importance – by age

For the 4 services/facilities there were no significant differences in importance across the age groups.

Importance – by gender

Females attributed significantly higher levels of importance to 3 of the 4 services/facilities than did males. These were:

- Community centres and halls
- Information on community services
- Community safety

Satisfaction – overall

Overall all 4 services/facilities were rated to be 'moderately' satisfactory.

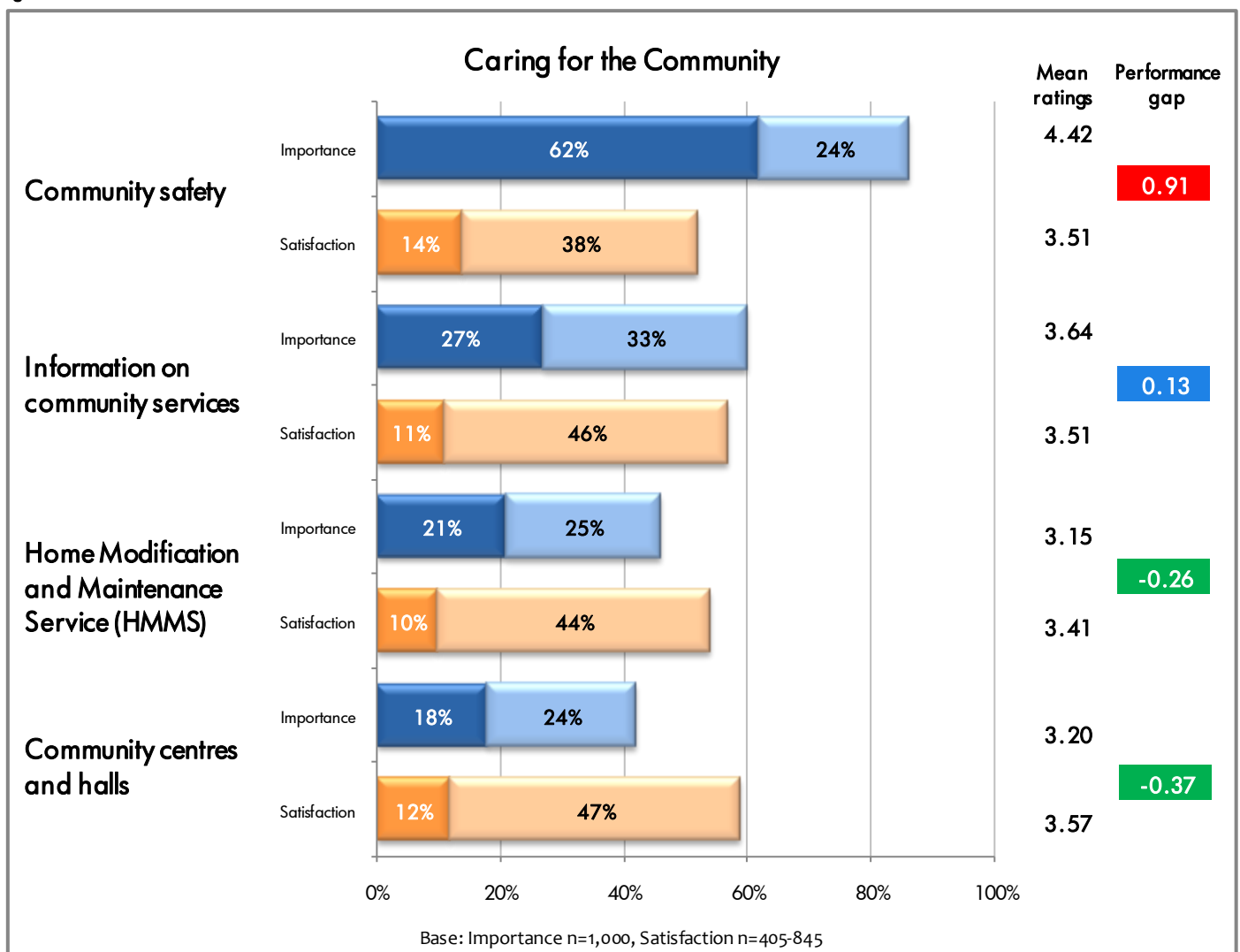
Satisfaction – by age

Those in the age group 65 years & over expressed higher levels of satisfaction than residents aged 24-54 y/o with the provision of 'community centres and halls'. Those aged 65 years and over were also significantly more satisfied with the 'information on community services' than those aged 25-44 y/o.

Satisfaction – by gender

For the 4 services/facilities there were no significant differences in satisfaction by gender.

Figure 2.3.2

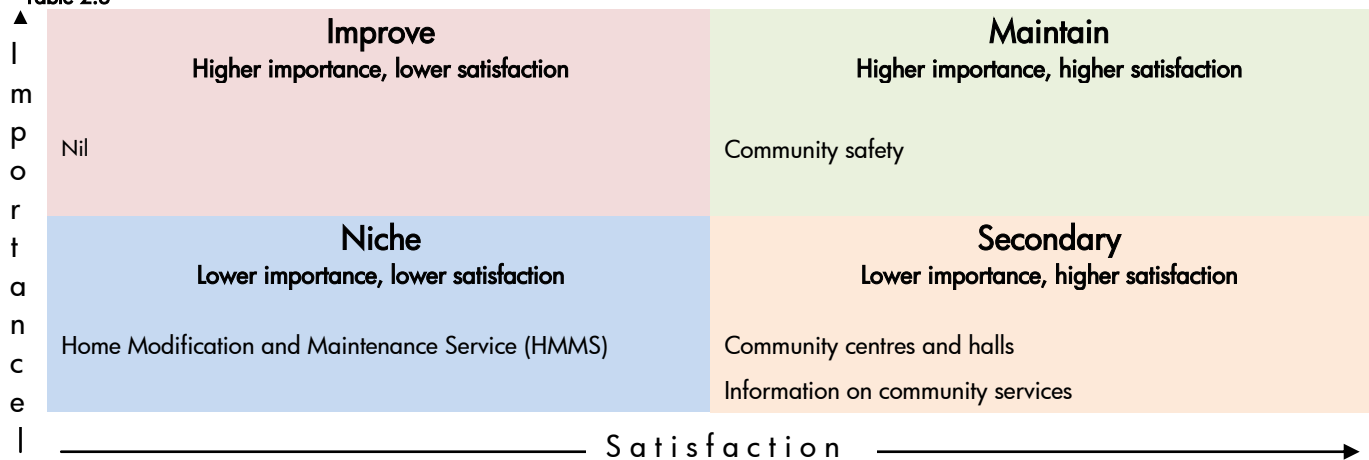


Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied



Quadrant Analysis

Table 2.3



Recommendations

Based on stated importance and rated satisfaction, Randwick Council needs to maintain and consolidate resident satisfaction with:

- Community safety

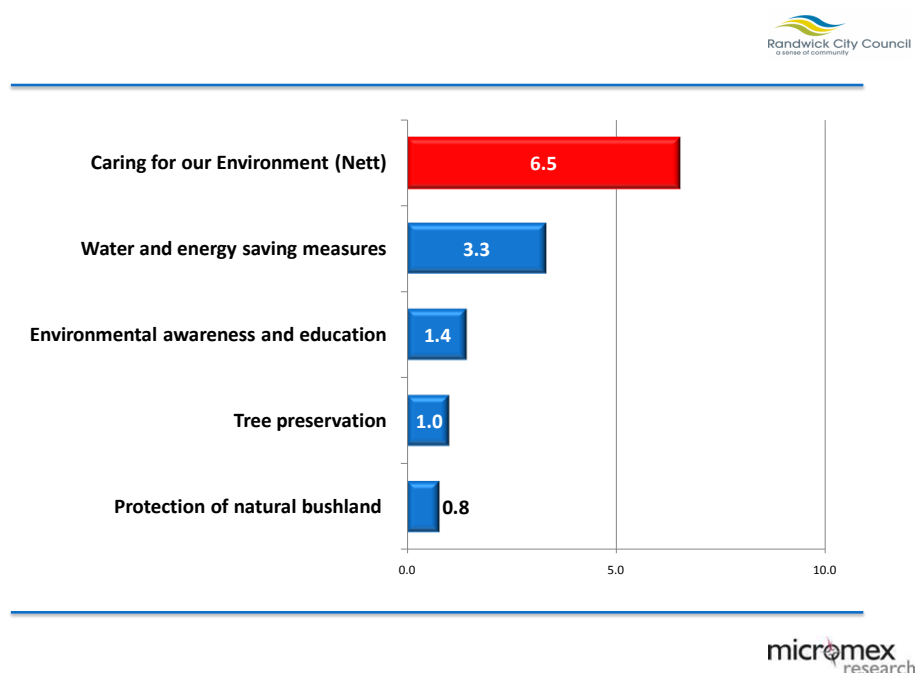
Caring for our Environment – Service Measures

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

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below account for over 6.5% of overall satisfaction

Figure 2.4.1



Overview of Rating Scores

Importance - overall

In terms of importance, 2 of the 4 services/facilities were stated to be of 'high' to 'very high' importance. These were:

- Protection of natural bushland
- Water and energy saving measures

The remaining 2 services/facilities, 'tree preservation' and 'environmental awareness and education' were considered to be 'highly' important.

Importance – by age

Those in the age group 65 years & over expressed significantly lower levels of importance for 'environmental awareness and education' than 18-24 y/o and those aged 35-54 y/o.

Importance – by gender

Females attributed significantly higher levels of importance to all of the services/facilities than did males.

Satisfaction – overall

Resident satisfaction with 2 of the services/facilities was 'moderately high'. These were:

- Protection of natural bushland
- Tree preservation

Residents expressed a moderate level of satisfaction with 'environmental awareness and education' and 'water and energy saving measures'.

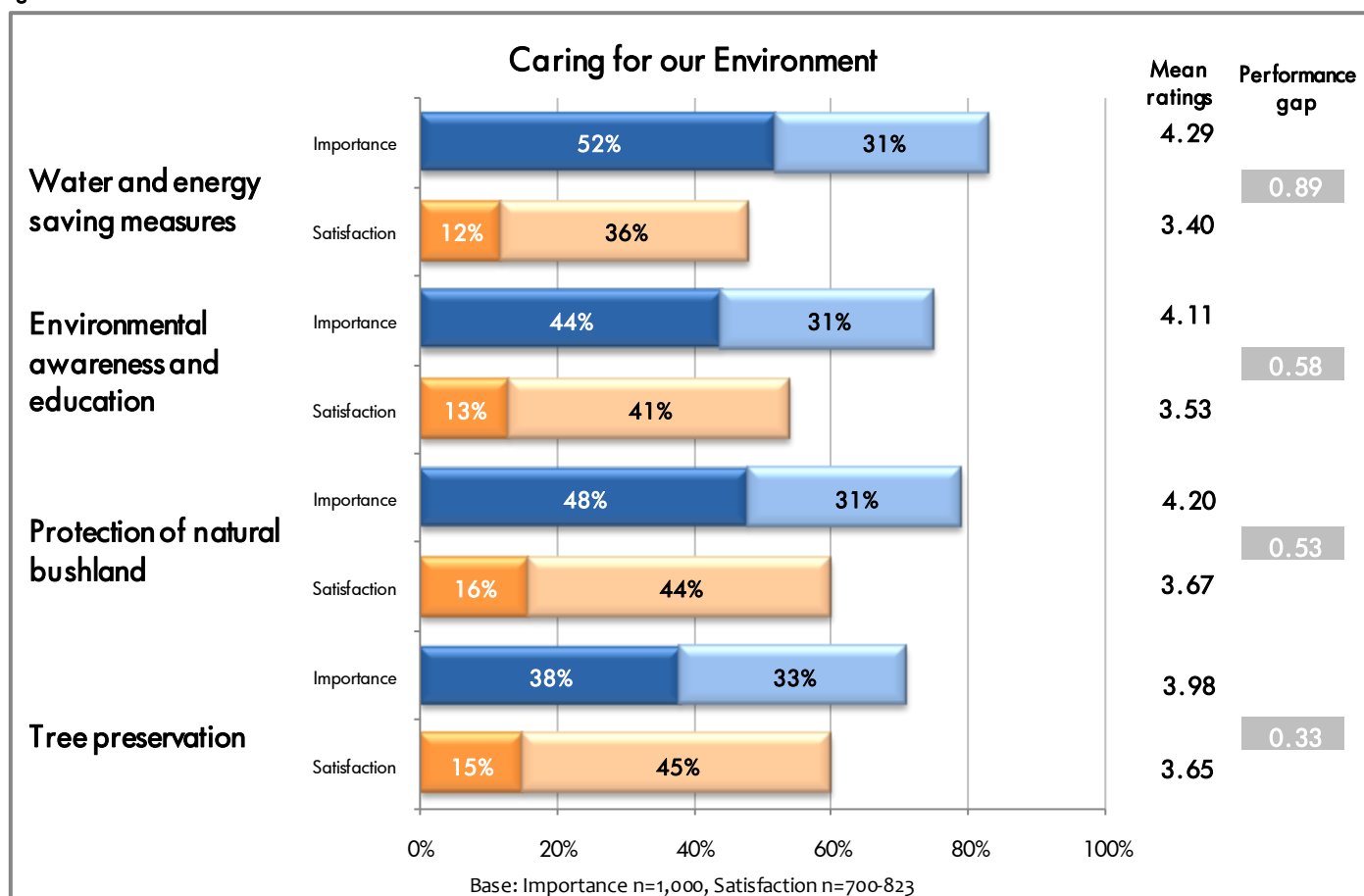
Satisfaction – by age

There were no significant differences in satisfaction across the 6 different age groups.

Satisfaction – by gender

Females attributed significantly higher levels of satisfaction with 'environmental awareness and education' than did males.

Figure 2.4.2

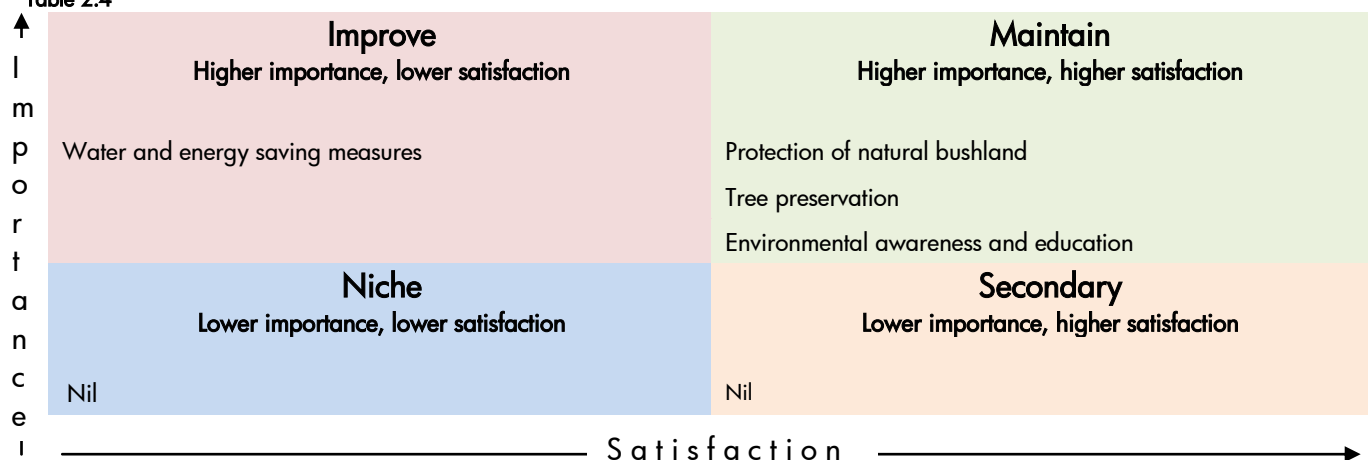


Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied



Quadrant Analysis

Table 2.4



Recommendations

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

- Water and energy saving measures

Additionally, Randwick Council needs to foster and maintain resident satisfaction with:

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

Transport, Roads and Drainage – Service Measures

Maintaining local roads

Maintaining footpaths

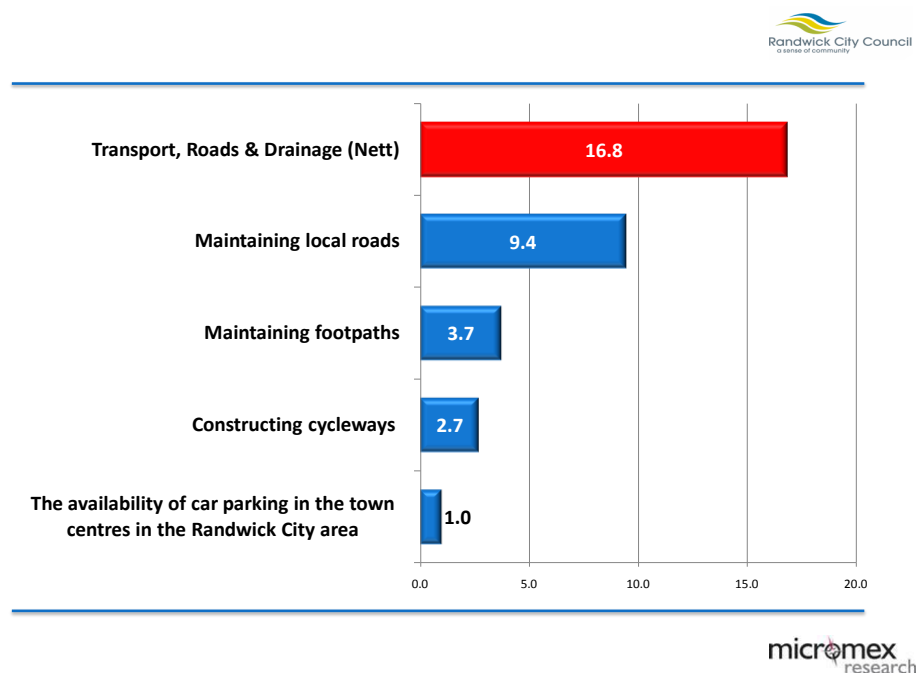
Constructing cycleways

The availability of car parking in the town centres in the Randwick City area

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below account for over 16.8% of overall satisfaction

Figure 2.5.1



Overview of Rating Scores

Importance - overall

In terms of importance, 3 of the 4 services/facilities were stated to be of 'very high' importance. These were:

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

'Constructing cycleways' was considered to be 'moderately' important.

Importance – by age

Those in the age group 65 years & over expressed significantly lower levels of importance for 'constructing cycleways' than all other age groups.

45-54 y/o attributed significantly higher levels of importance to 'the availability of car parking in the town centres in the Randwick City area' than those aged 65 years and over.

Importance – by gender

Females attributed significantly higher levels of importance to 'maintaining footpaths' than did males.

Satisfaction – overall

Resident satisfaction with 3 of the 4 services/facilities was 'moderately low'. These were:

- Maintaining local roads
- Constructing Cycleways
- The availability of car parking in the town centres in the Randwick City area

Residents expressed a moderate level of satisfaction with 'maintaining footpaths'.

Satisfaction – by age

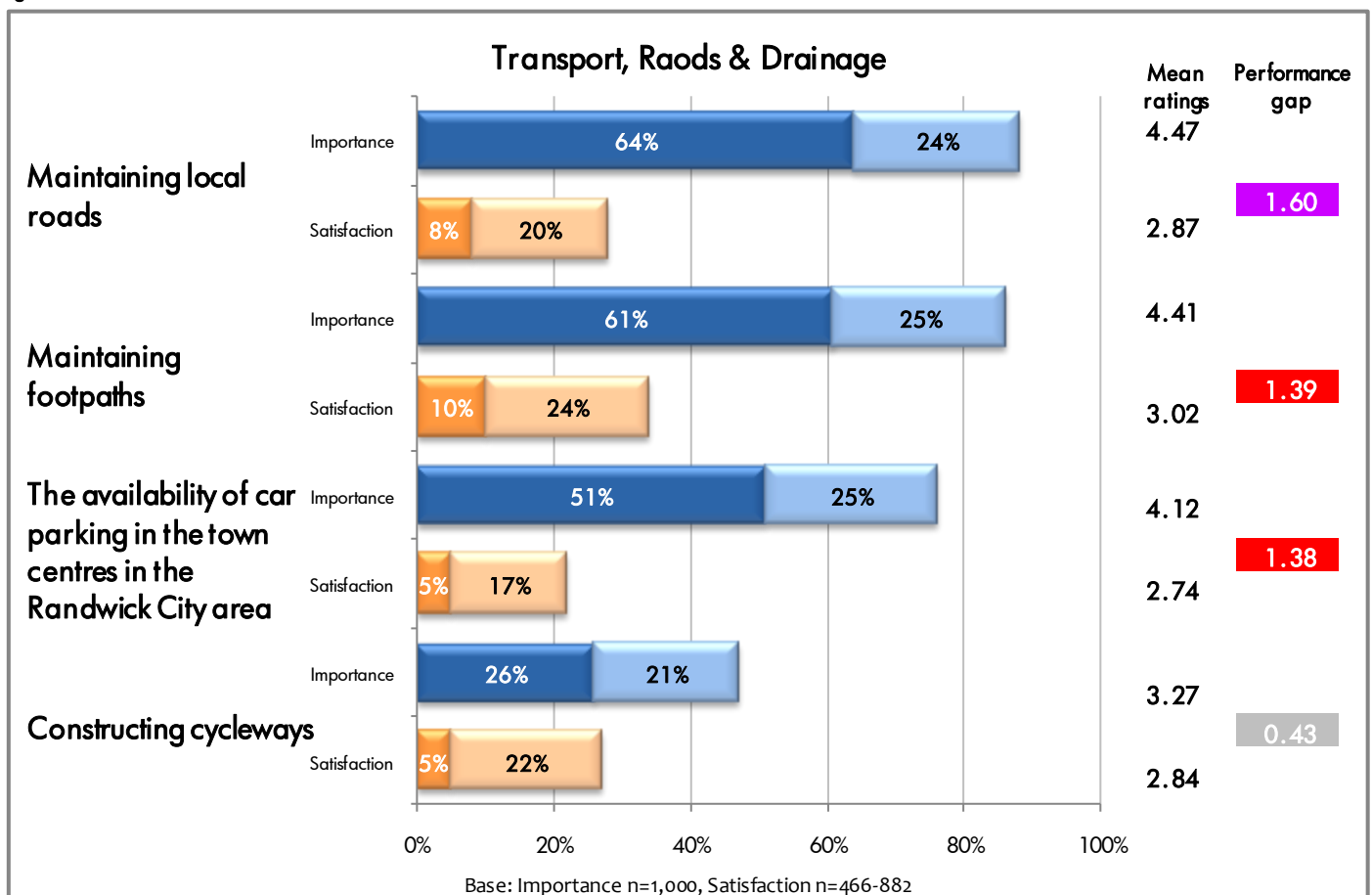
18-24 y/o had significantly higher levels of satisfaction with 'maintaining footpaths' than residents aged 35 years and over.

18-24 y/o also had significantly higher levels of satisfaction with 'constructing cycleways' than did residents aged 25-64 y/o.

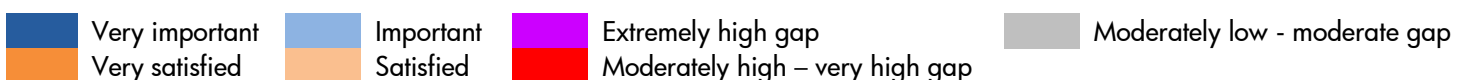
Satisfaction – by gender

There were no significant differences in satisfaction by gender.

Figure 2.5.2

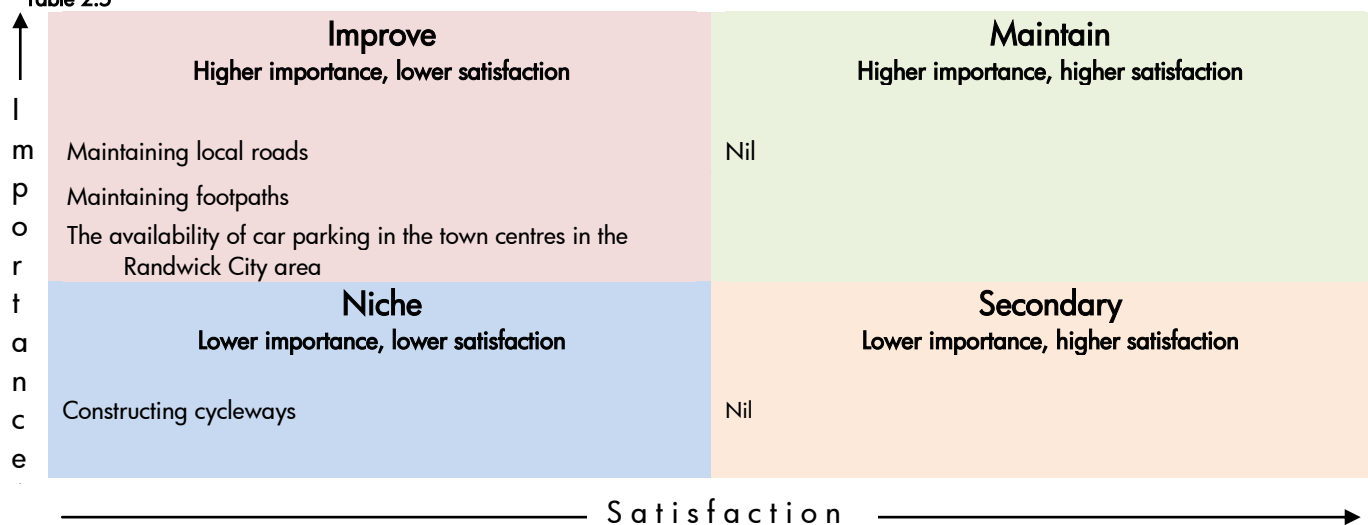


Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied



Quadrant Analysis

Table 2.5



Recommendations

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

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

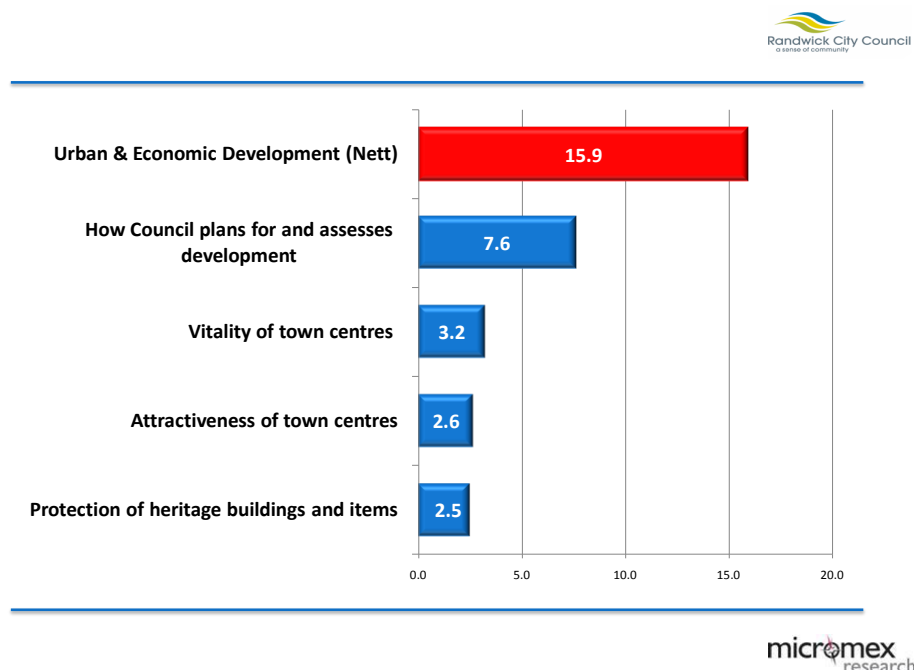
Urban & Economic Development – Service Measures

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 of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below account for over 15.9% of Overall Satisfaction

Figure 2.6.1



Overview of Ratings Scores

Importance - overall

In terms of importance, all 4 services/facilities were stated to be of 'high' importance.

Importance – by age

Those in the 18-24 age group expressed significantly lower levels of importance for 'vitality of town centres' than those aged 35-44y/o.

35-44y/o and 55-64 y/o attributed significantly higher levels of importance to 'protection of heritage buildings and items' than those aged 25-34y/o.

Importance – by gender

Females attributed significantly higher levels of importance to 3 of the 4 services facilities. These were:

- Attractiveness of town centres
- Vitality of town centres
- Protection of heritage buildings and items

Satisfaction – overall

Resident satisfaction with 3 of the 4 services/facilities was 'moderate'. These were:

- Attractiveness of town centres
- Vitality of town centres
- Protection of heritage buildings and items

Residents expressed a moderately low level of satisfaction with 'how Council plans for and assesses development'.

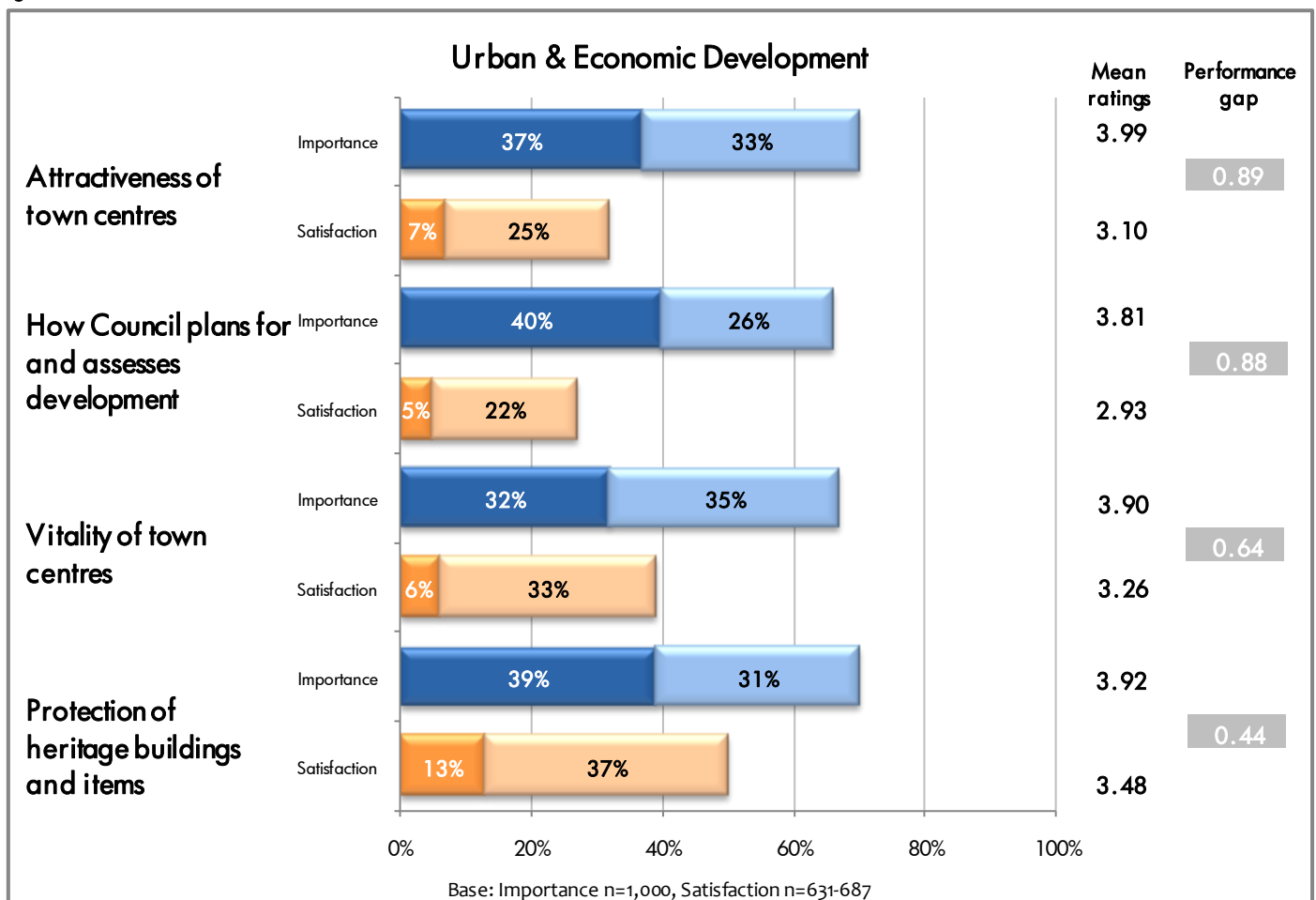
Satisfaction – by age

There were no significant differences in satisfaction across the age groups.

Satisfaction – by gender

There were no significant differences in satisfaction by gender

Figure 2.6.2

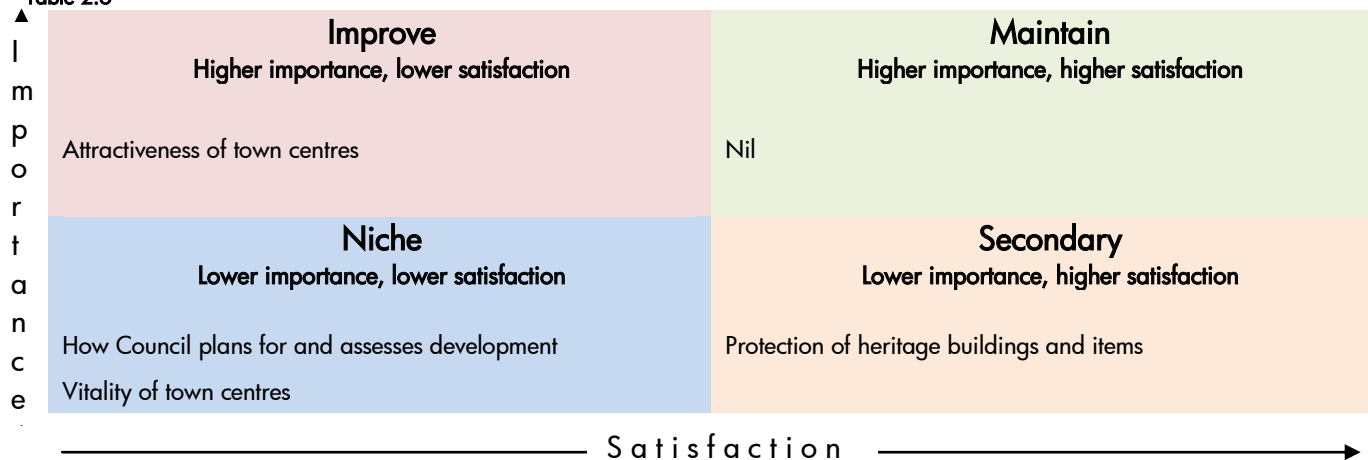


Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied



Quadrant Analysis

Table 2.6



Recommendations

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

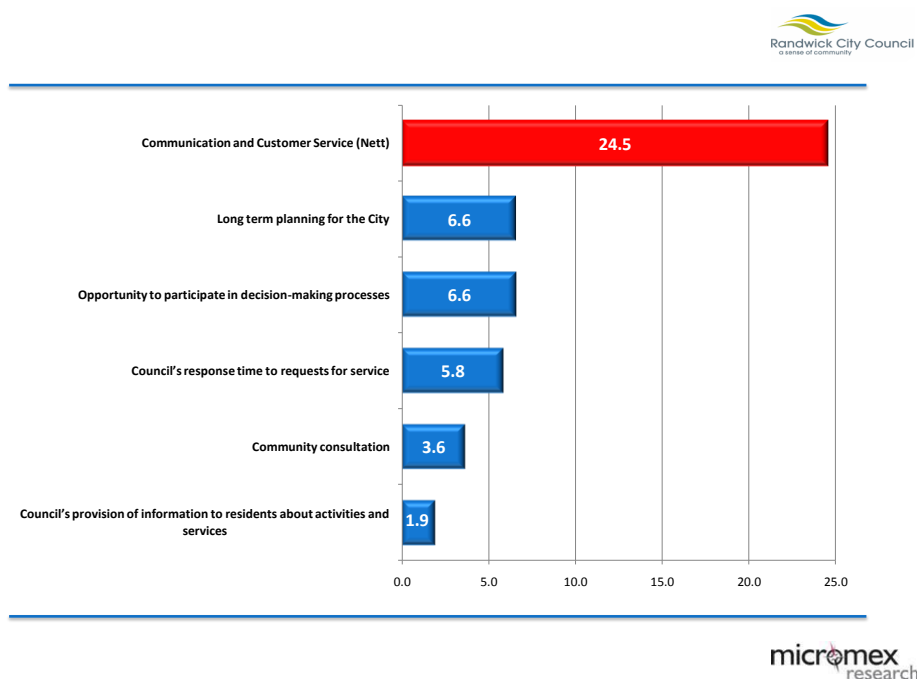
- Attractiveness of town centres

Communication and Customer Service/Strategic Planning – Service Measures

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

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, the Council's performance in the areas below account for 24.5% of overall satisfaction
Figure 2.7.1



Overview of Rating Scores

Importance - overall

In terms of importance 3 of the 5 services/facilities were stated to be of 'high' importance. These were:

- Council's response time to requests for service
- Council's provision of information to residents about activities and services
- Community consultation

'Long term planning for the City' was considered to be of 'very high' importance.

'Opportunity to participate in decision-making processes' was considered to be of 'moderately high' importance.

Importance – by age

35-44y/o considered 'long term planning for the City' to be of extremely high importance and rated it significantly higher than those aged 65 years and over.

Importance – by gender

Females attributed significantly higher levels of importance to 'Council's provision of information to residents about activities and services' and 'opportunity to participate in decision-making processes' than did males.

Satisfaction – overall

Resident satisfaction with all 5 of the services/facilities was 'moderate'.

Satisfaction – by age

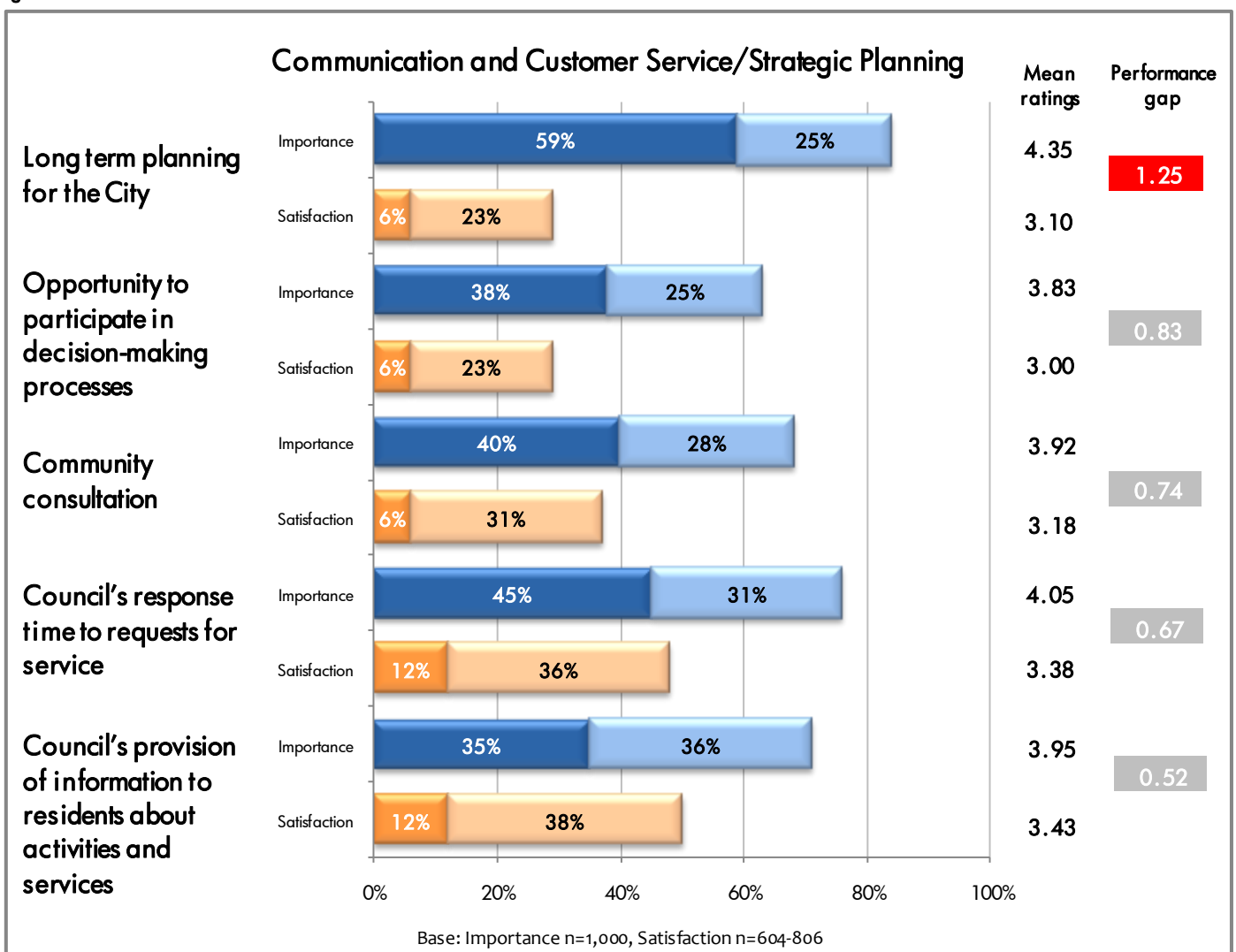
25-34 y/o had significantly lower levels of satisfaction with 'Council's provision of information to residents about activities and services' than residents aged 65 years and over.

55-64 y/o were significantly less satisfied with 'Long term planning for the City' than those aged 18-34 y/o.

Satisfaction – by gender

Males had significantly lower levels of satisfaction with 'opportunity to participate in decision-making processes' and 'long term planning for the City' than females.

Figure 2.7.2



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

5 = very important and very satisfied



Quadrant Analysis

Table 2.7

↑	Improve Higher importance, lower satisfaction		Maintain Higher importance, higher satisfaction	
I	Council's response time to requests for service		Nil	
m	Council's provision of information to residents about activities and services			
p	Long term planning for the City			
O	Niche Lower importance, lower satisfaction		Secondary Lower importance, higher satisfaction	
r	Community consultation		Nil	
t	Opportunity to participate in decision-making processes			
a				
n				
c				
e				
I				
	————— Satisfaction —————→			

Recommendations

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

- Council's response time to requests for service
- Council's provision of information to residents about activities and services
- Long term planning for the City

Council's Regulatory Services – Service Measures

Health inspections at food premises etc

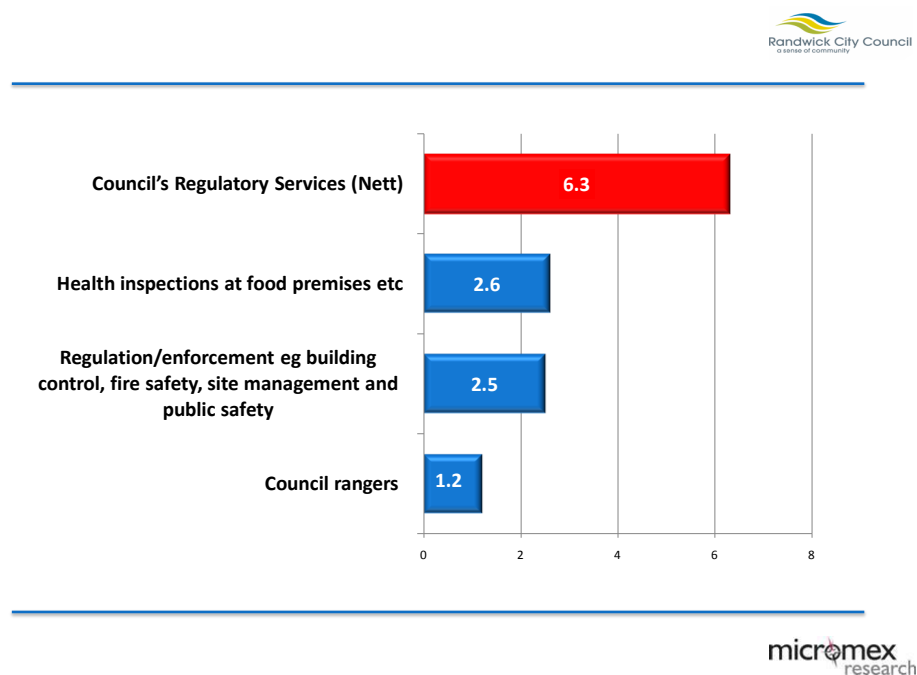
Council rangers

Regulation/enforcement e.g. building control, fire safety, site management and public safety

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for over 6.3% of Overall Satisfaction

Figure 2.8.1



Overview of Rating Scores

Importance - overall

In terms of importance 2 of the 3 services/facilities were stated to be of 'high' to 'very high' importance. These were:

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

'Council rangers' were considered to be of 'moderately high' importance.

Importance – by age

Those in the age group 55 years & over expressed significantly higher levels of importance for 'Council rangers' than 25-34 y/o.

Importance – by gender

Females attributed significantly higher levels of importance to all 3 services/facilities than males.

Satisfaction – overall

Resident satisfaction with all 3 services/facilities was 'moderate'.

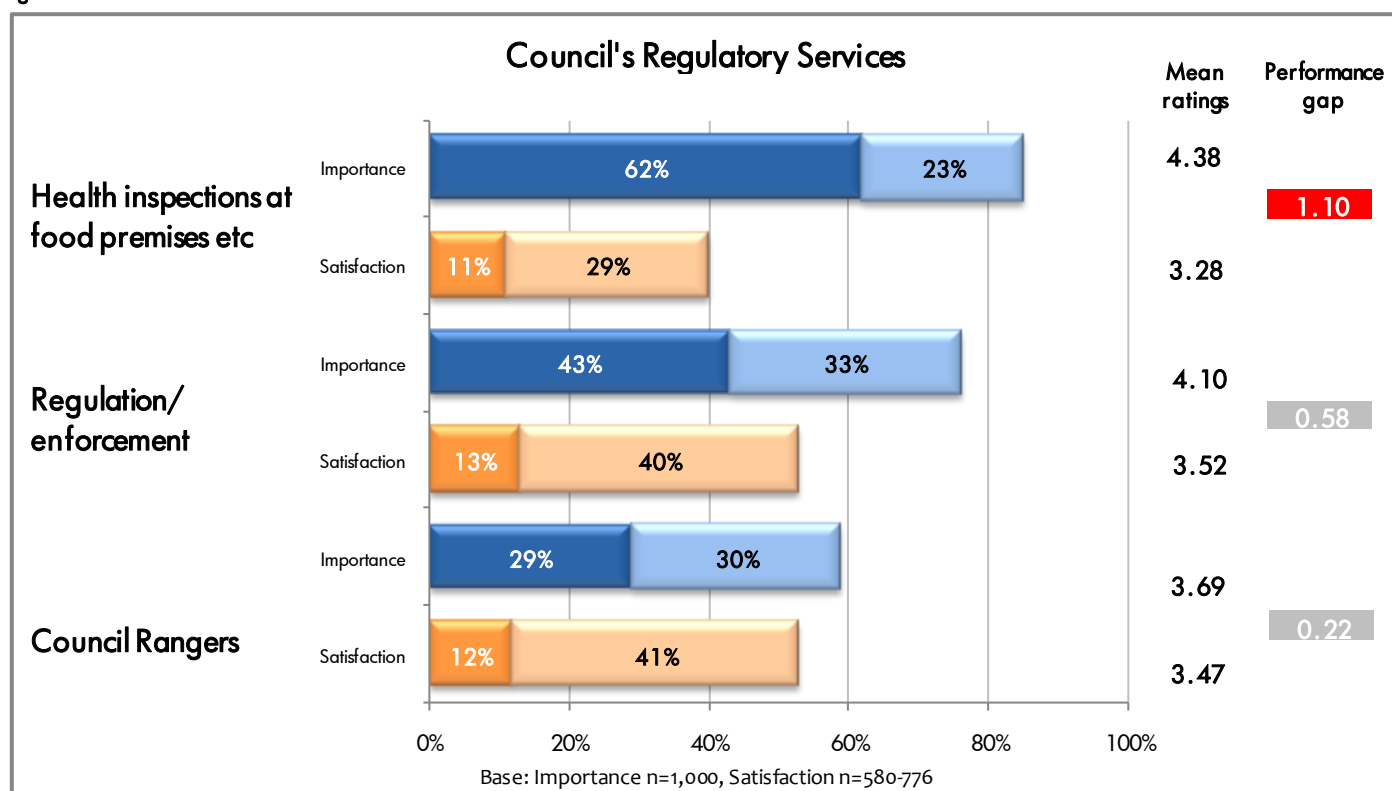
Satisfaction – by age

18-24 y/o had significantly higher levels of satisfaction with 'Regulation/enforcement' than residents aged 45-64 y/o.

Satisfaction – by gender

Males had significantly lower levels of satisfaction for 'Council rangers' and 'Regulation/enforcement' than females.

Figure 2.8.2

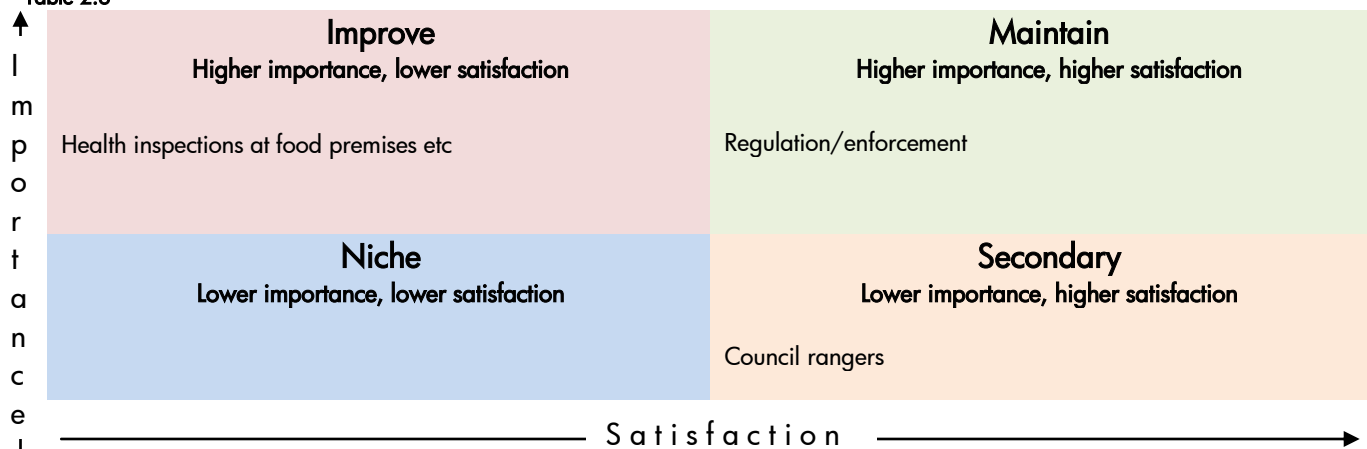


Mean ratings: 1 = not at all important and very dissatisfied
5 = very important and very satisfied



Quadrant Analysis

Table 2.8



Recommendations

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

- Health inspections at food premises

Additionally, Randwick Council needs to maintain and consolidate resident satisfaction with:

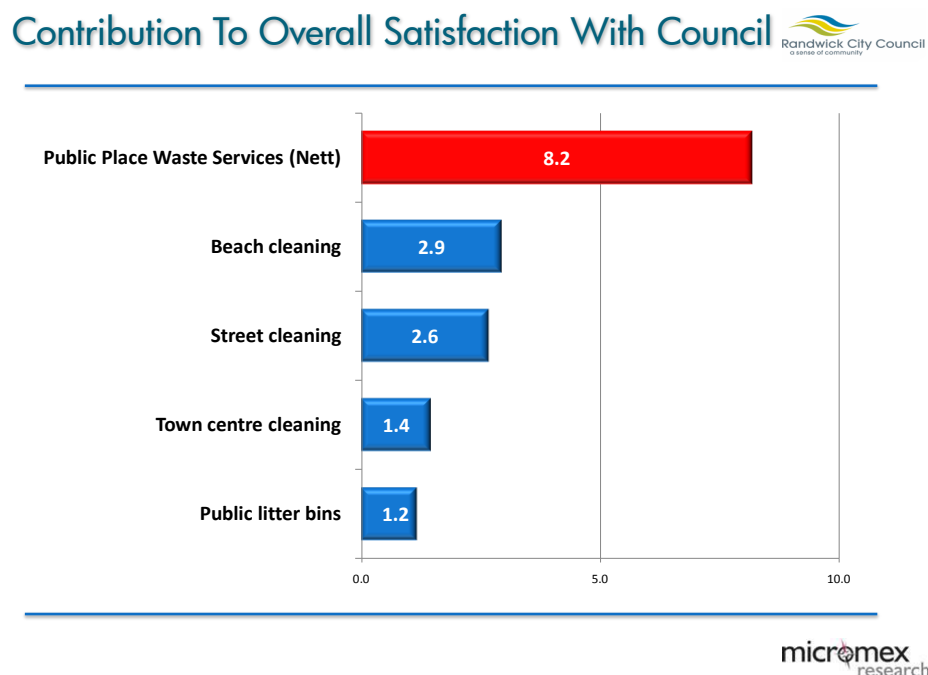
- Regulation/enforcement

Public Place Waste Services – Service Measures

Public litter bins
Street cleaning
Beach cleaning
Town centre cleaning

Contribution to Overall Satisfaction of Council (Regression Data)

Based on the regression analysis, Council performance in the areas below accounts for over 8.2% of overall satisfaction
Figure 2.9.1



Overview of Rating Scores

Importance - overall

In terms of importance, all services were stated to be of 'very high' importance.

Importance – by age

Those aged 65 years & over expressed significantly lower levels of importance for 'beach cleaning' than 18-24 y/o and 45-54 y/o.

45-54 y/o attributed significantly higher levels of importance to 'town centre cleaning' than those aged 25-34 y/o.

Importance – by gender

Females attributed significantly higher levels of importance to 3 of the 4 services than males. These were:

- Public litter bins
- Street cleaning
- Beach cleaning

Satisfaction – overall

Resident satisfaction with 3 of the 4 services/facilities was 'moderate'. These were:

- Public litter bins
- Street cleaning
- Town centre cleaning

Residents had a moderately high level of satisfaction with 'Beach cleaning'.

Satisfaction – by age

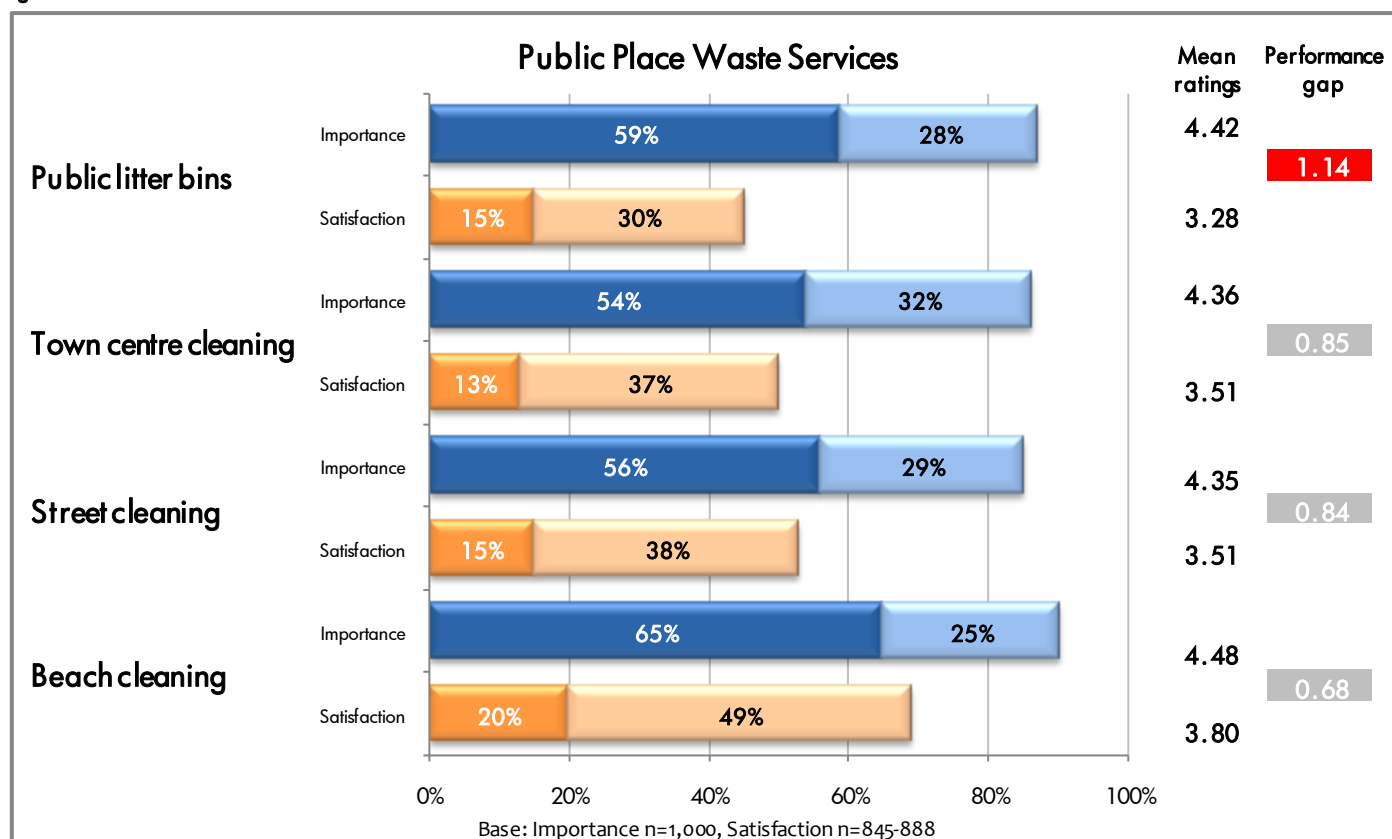
18-24 y/o and those aged 65 years and over had significantly higher levels of satisfaction with 'Public litter bins' than 45-54 y/o.

18-24 y/o also had significantly higher levels of satisfaction with 'Street cleaning' than did residents aged 45-54 y/o and those aged 65 years and over.

Satisfaction – by gender

There were no significant differences in satisfaction.

Figure 2.9.2

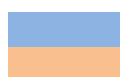


Mean ratings: 1 = not at all important and very dissatisfied

5 = very important and very satisfied



Very important
Very satisfied



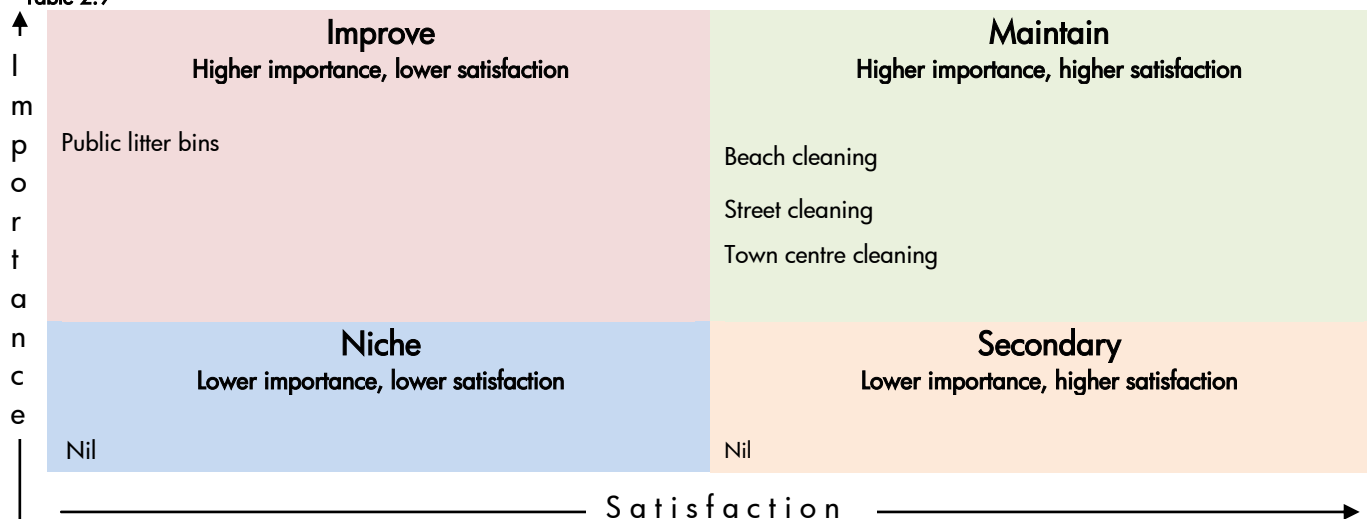
Important
Satisfied



Moderately high – very high gap
Moderately low – moderate gap

Quadrant Analysis

Table 2.9



Recommendations

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

- Public litter bins

Council also needs to maintain and consolidate resident satisfaction with:

- Beach cleaning
- Street cleaning
- Town centre cleaning

Overall Satisfaction with the Performance of Council

71% of residents indicated that they are either 'satisfied' (65%) or 'very satisfied' (6%) with the overall performance of Council.

Only 6% of residents indicated that they are 'dissatisfied' or 'very dissatisfied' with the overall performance of Council.

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?

Table 2.10.1

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	3.61	3.82	3.75	3.63	3.54	3.72	3.71	3.69	3.70

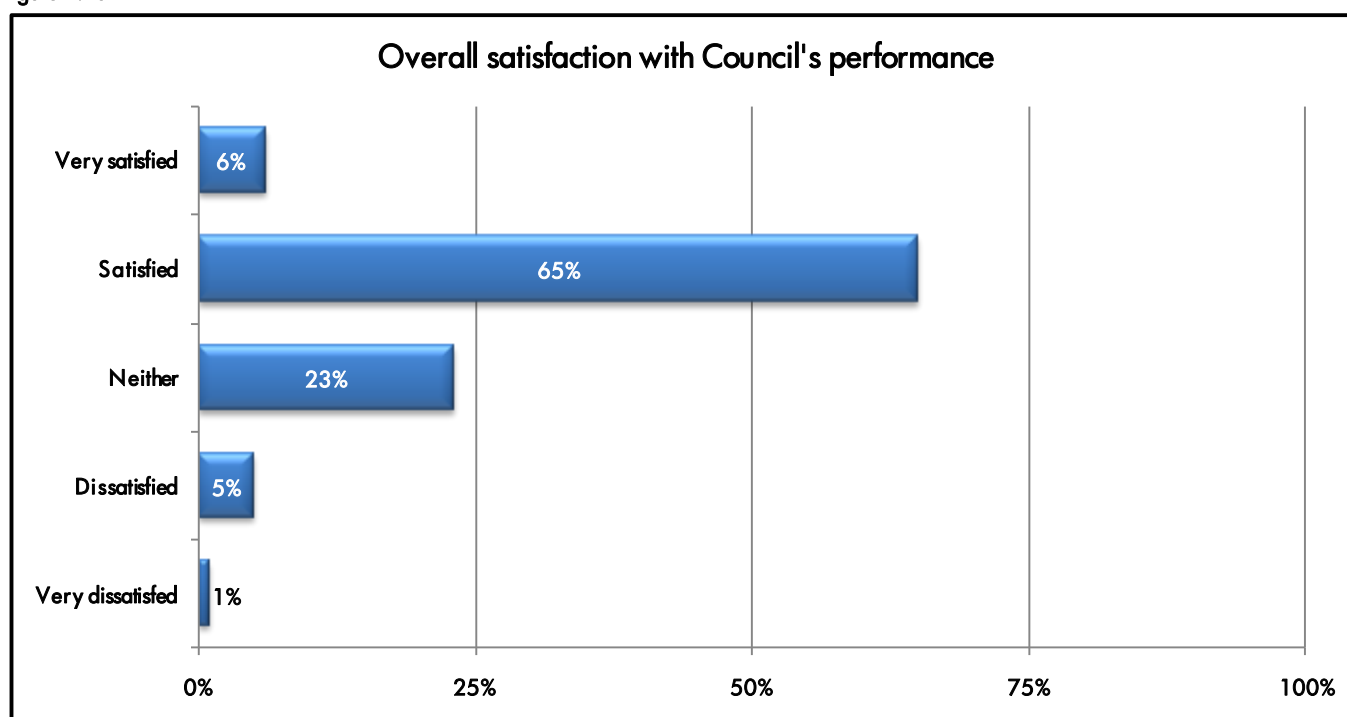
Table 2.10.2

	2006	2008	2010
Satisfaction mean ratings	3.62	3.64	3.70

Base: 2006 – n=1,182, 2008 – n=992, 2010 – n=995

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Figure 2.10



Q15b. (If dissatisfied or very dissatisfied), what is your main reason for feeling that way?

"Their overall performance needs to be improved" "Council is wasting money on resurfacing of roads and footpaths"

"I am not happy with the environment surrounding the high rise developments because the footpaths are broken"

"I haven't been very impressed with the approval of developments"

Comparison with LGA Stated Satisfaction Benchmarks

Comparisons with a Micromex Research developed Local Government Benchmark are able to be made with 8 specific key criteria that are common to all LGAs.

Sample

The sample includes up to 30 LGAs representing over 30,000 resident interviews.

Comment

Comparisons indicate that Randwick Council performed above average in 5 of the 8 criteria and below average in 2.

Table 2.11

	Service/Facility	Randwick Satisfaction Scores	LGA Average Satisfaction
Above the Benchmark			
	Satisfaction with the way contact with Council was handled	4.1	3.8
	Playgrounds	3.9	3.4
	Ovals and sporting facilities	3.7	3.6
	Overall satisfaction	3.7	3.5
	Maintaining local road	2.9	2.8
Equal to the Benchmark			
	Libraries	4.1	4.1
Below the Benchmark			
	Protection of heritage buildings and items	3.5	3.7
	Cycleways	2.8	3.1

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Key Takeout

Randwick residents are more satisfied than the benchmark score on a number of important measures such as 'overall satisfaction' and 'satisfaction with the way contact with Council was handled'.

Considering the outcomes of the performance gap analysis and the regression it is intriguing to note that resident satisfaction with 'maintaining local roads' is directionally higher than the LGA benchmark for this measure.

Comparison to Previous Randwick Community Satisfaction Scores

Community satisfaction scores in 2010 are positively trending. There has been no significant decrease in satisfaction evident when compared against the results of previous surveys.

2010 resident satisfaction with services/facilities is significantly higher than 2006 levels for 22 out of 27 common measures.

On three measures 2010 satisfaction scores are significantly higher than 2008 satisfaction scores. These are:

- Community safety
- Protection of natural bushland
- Street cleaning

Table 2.12

	2006	2008	2010
Attractiveness of town centres	2.97	3.05	3.10
Beach cleaning	3.54	3.81	3.80
Beaches	4.04	4.18	4.21
Community centres and halls	3.16	3.58	3.57
Community consultation	2.87	3.23	3.18
Community safety	3.18	3.32	3.51
Constructing cycleways	2.57	2.63	2.84
Council libraries	3.83	4.09	4.13
Council rangers		3.43	3.47
Council's provision of information to residents about activities and services	3.10	3.50	3.43
Council's response time to requests for service	3.06	3.50	3.38
Des Renford Aquatic Centre (DRAC)	3.51	3.64	3.73
Environmental awareness and education		3.42	3.53
Health inspections at food premises etc		3.43	3.28
Home Modification and Maintenance Service (HMMS)	2.98	3.40	3.41
How Council plans for and assesses development	2.70	2.97	2.93
Information on community services	3.11	3.48	3.51
Long term planning for the City	2.85	3.12	3.10
Maintaining footpaths	2.58	2.95	3.02
Maintaining local roads	2.69	3.03	2.87
Ocean pools	3.59	3.85	3.79
Ovals and sporting facilities	3.52	3.62	3.69
Playgrounds and parks	3.55	3.80	3.88
Protection of heritage buildings and items	3.36	3.49	3.48
Protection of natural bushland	3.37	3.55	3.67
Public litter bins	2.96	3.23	3.28
Regulation/enforcement		3.60	3.52
Street cleaning	3.15	3.39	3.51
Town centre cleaning	3.25	3.54	3.51
Tree preservation	3.24	3.51	3.65
Vitality of town centres	3.08	3.17	3.26

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

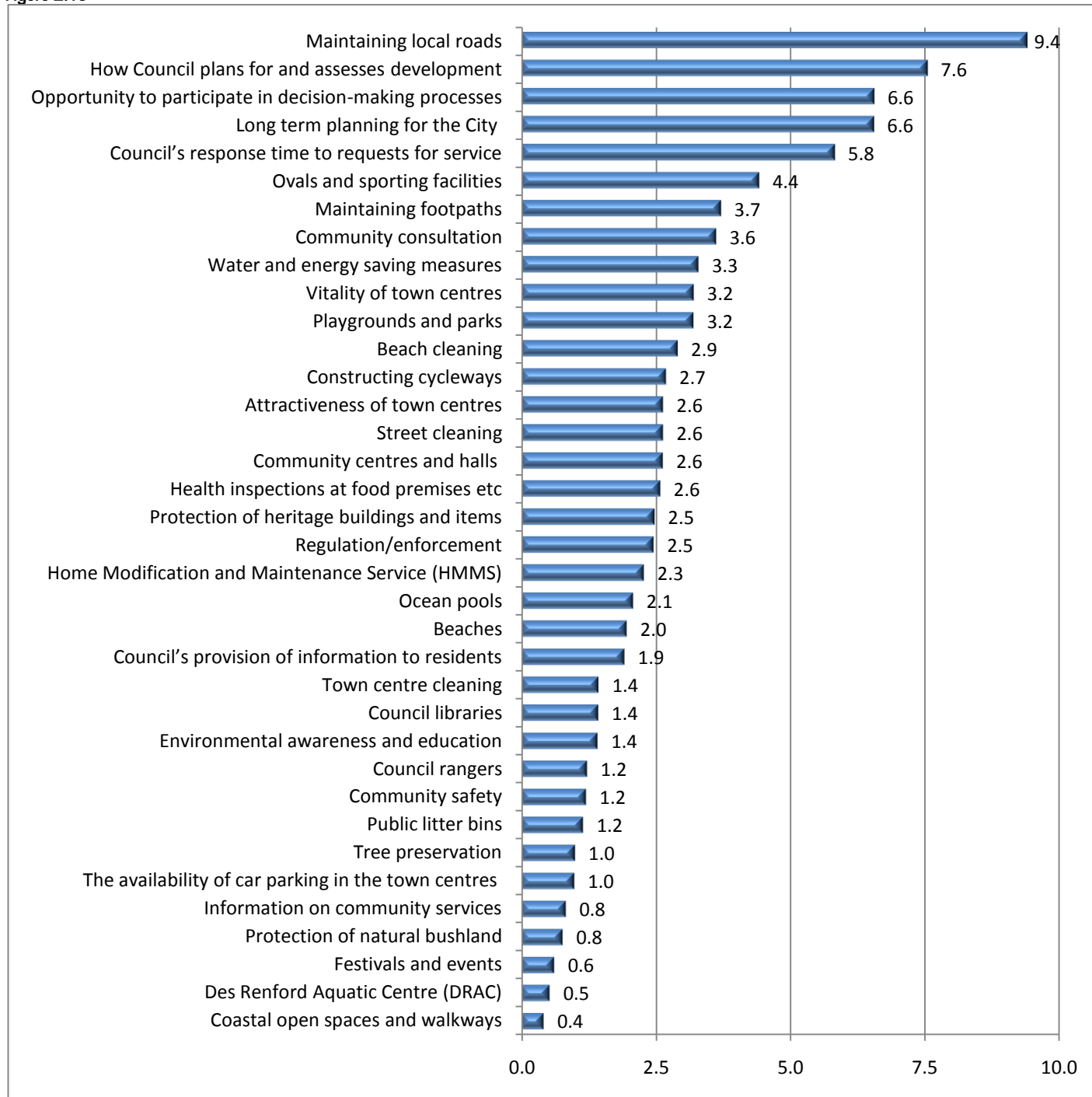
Orange = A significantly lower level of satisfaction (by group)

How Randwick 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.

Figure 2.13



Summary

While all 36 of the services/facilities are important to residents, only the first 11 have an influence of 3% or greater on how residents rate the performance of Council overall.

'Maintaining local roads' is the core driver, providing 9.4% of overall satisfaction with Council. By comparison, the influence of the 'coastal open spaces and walkway' is only 0.4%.

How Randwick Council Will Improve Satisfaction with Its Performance

This indicates that 'maintaining local roads' is an important satisfaction driver. However, if Randwick Council bundles together the communication and community engagement measures such as:

- 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

We can identify that these measures combined account for 24.5% of Community satisfaction with Council.

This clearly indicates that satisfaction is not just driven by infrastructure and service and that Council will actively drive resident satisfaction by optimising its approach to community engagement and consultation.

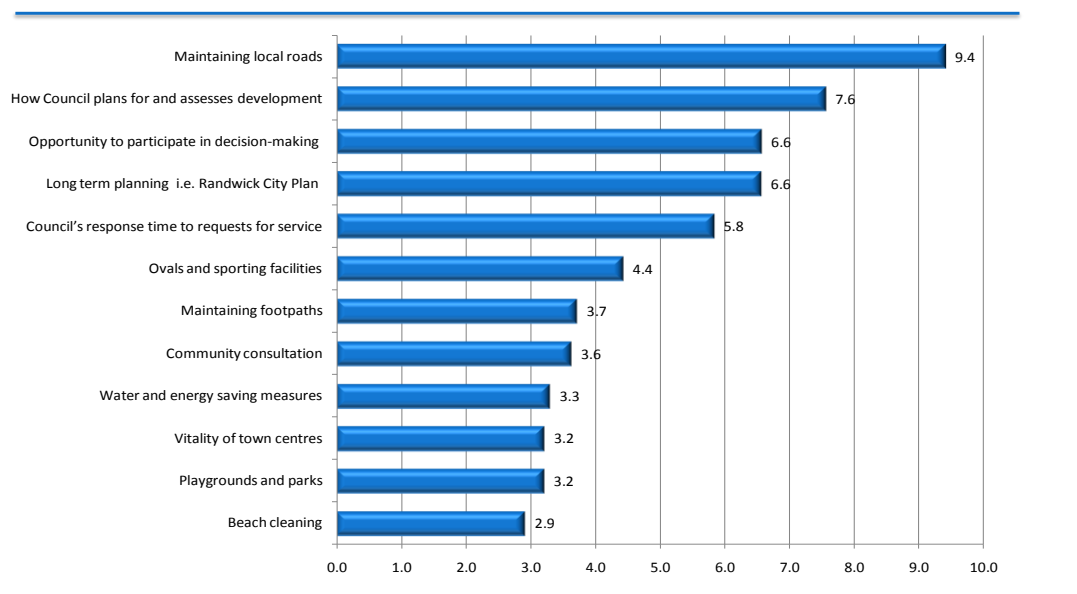
The research outcomes strongly indicate that Randwick Council can improve overall resident satisfaction by strategically prioritising its performance/communications in the above areas.

Conclusions

Based on the regression analysis, Council performance in the areas listed below accounts for over 60% of overall Satisfaction

Figure 2.14

These Top 12 Indicators Account For 60% Of Overall Satisfaction With Council



Randwick Council needs to concentrate on engaging and consulting with residents on the above measure.

micromex
research

Profiling Overall Satisfaction - What makes Randwick residents tick?

On our core Shapley measures, compared to the State-wide LGA Benchmarks, Randwick resident satisfaction is:

- 2.9 times more likely to be driven by 'Community centres and halls'
- 2.7 times more likely to be driven by 'Constructing cycleways'
- 2.3 times more likely to be driven by 'Maintaining local roads'
- 1.8 times more likely to be driven by 'Council libraries'
- 1.3 times more likely to be driven by 'Maintaining footpaths'

And

2.9 times less likely to be driven by 'Council provision of information to residents'

It is interesting to note that Randwick residents are much less likely to be driven by Council's provision of information, but as identified in the regression model, are much more likely to want to be consulted and involved in the Council decision making process.



Part B

Contact with Council

Contact with Council in the last 12 months

37% of residents had made contact with Council in the 12 months leading up to the survey. This is a significantly lower level of contact compared to the results of the 2006 and 2008 community surveys.

The predominant method of contact was via telephone (69%)

81% of residents who contacted were satisfied with the outcome

- Only 8% of residents were dissatisfied with the way the contact was handled

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

Figure 3.1.1

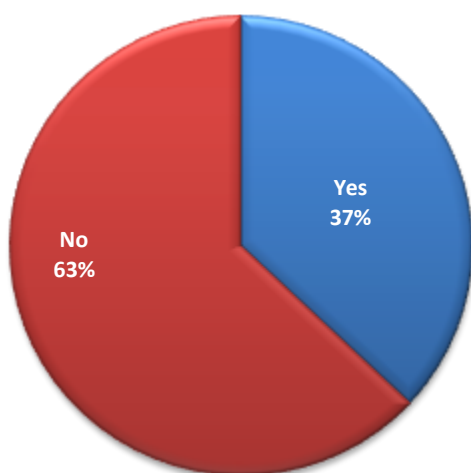


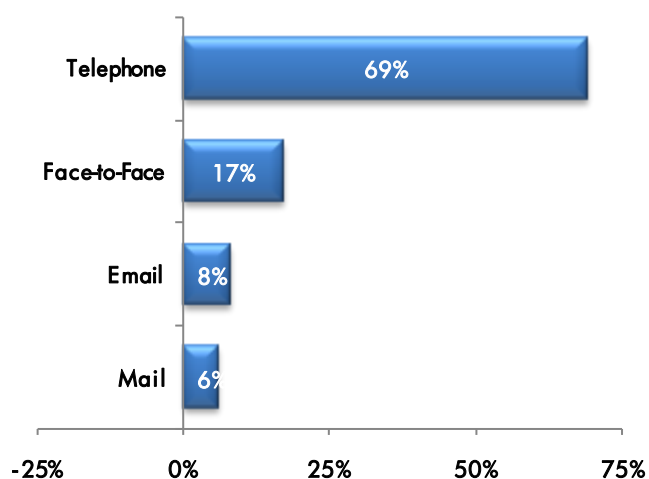
Table 3.1

	2006	2008	2010
	Column %	Column %	Column %
Yes	50%	48%	37%
No	50%	52%	63%

Base: 2006 n=1,200, 2008 n=1,000, 2010 n=1,000

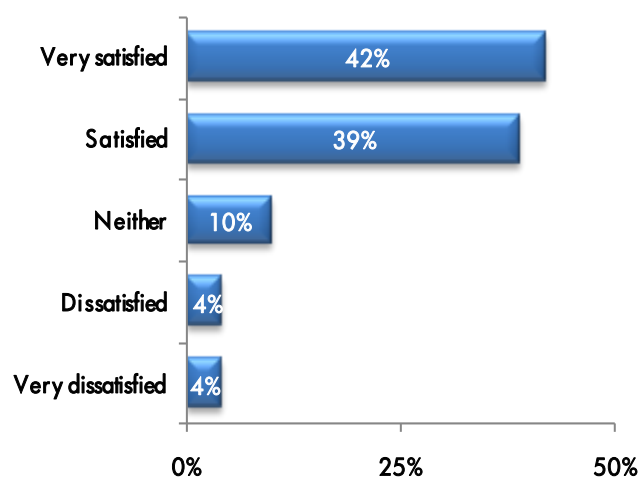
Q10b. Concerning the last time you contacted Council, did you use:

Figure 3.1.2



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

Figure 3.1.3



Mean rating - 4.10

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Base: n=374

Contact with Council in the last 12 months

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

Q11b. (If dissatisfied), why do you say that?

"Call centre staff member was not interested in my call, nor did they have the knowledge they needed to assist me"

"I found the call centre staff member very rude and arrogant, the service was disgraceful. They weren't prepared to listen to my concern and were not negotiable on the issue"

"I left a message, but no one called me back"

"I have not received a response to my email"

"It took a very long time to get a response"

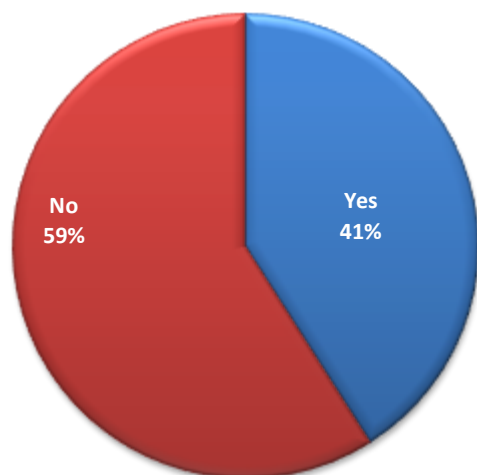
Visits to Council's Website in the Last 12 Months

41% of residents had visited the Council's website in the last 12 months leading up to the survey.

- 76% of residents who contacted were satisfied with the outcome
- 10% of residents were dissatisfied with the website

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

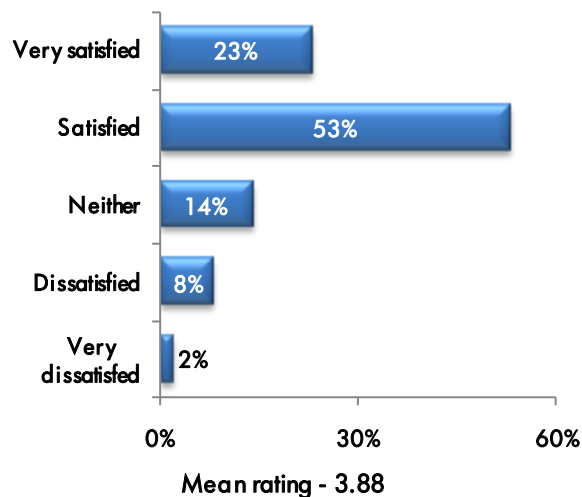
Figure 3.2.1



Base: n=1,000

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

Figure 3.2.2



Mean rating - 3.88

Base: n=409

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Q12c. (If dissatisfied), why do you say that?

"Couldn't find what I was looking for, was going round in circles"

"Difficult to find the information needed"

"Too much information on the first page made it confusing"

"Lack of current information"

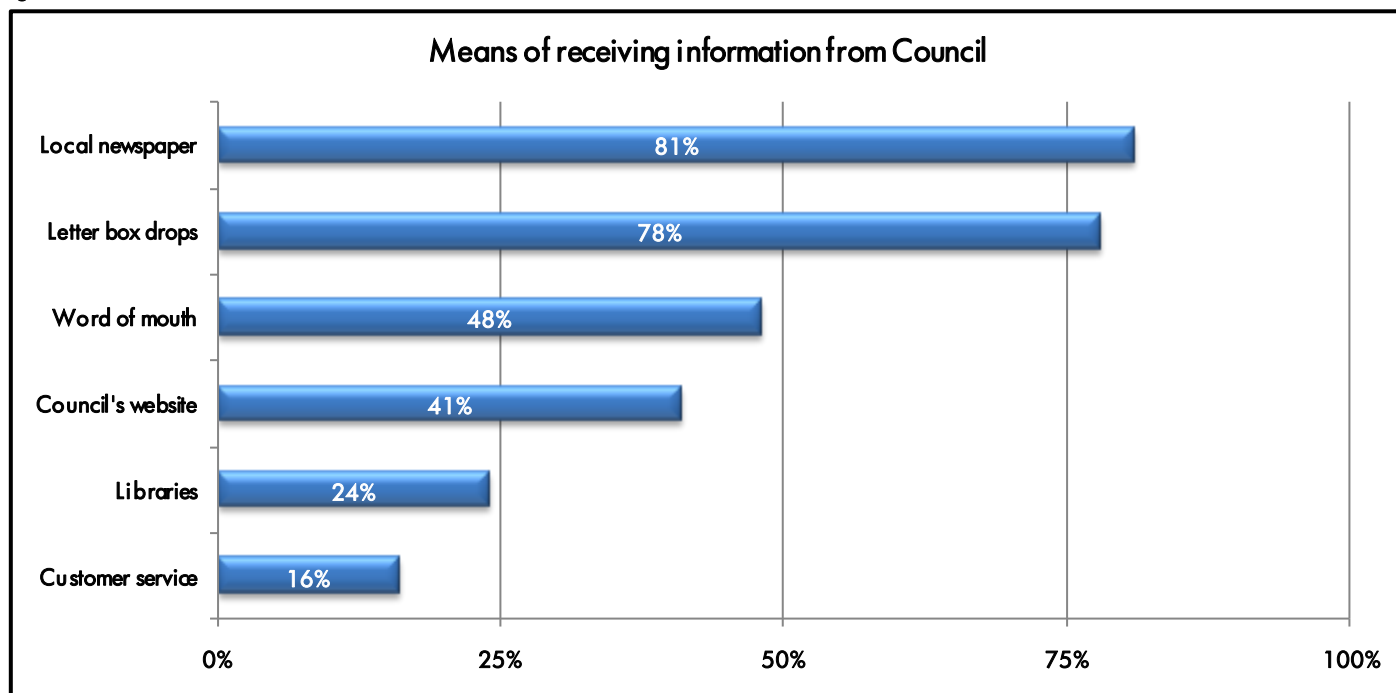
"The information was difficult to find and there were minimal services online"

Means of receiving communication from Council

Residents indicated that 'local newspaper' (81%) and 'letter box drops' (78%) were the most common avenues for receiving information from the Council.

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

Figure 3.3.1



Satisfaction with Council's communication

74% of residents expressed satisfaction with the information they get from Council about its services and activities. Only 6% of residents expressed dissatisfaction with the current levels of information/consultation.

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

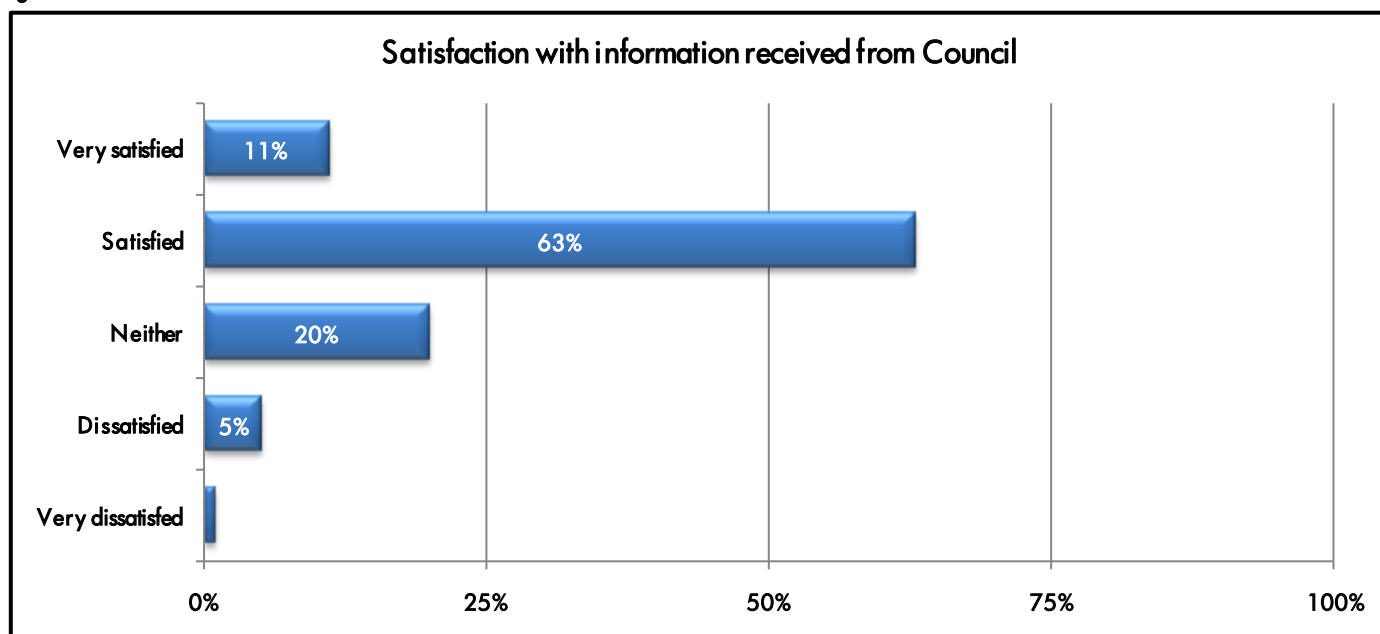
Table 3.3

	2006	2008	2010
Satisfaction mean ratings	3.55	3.70	3.78

Base: 2008 n=1,173, 2009 n=995, 2010 n=994

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Figure 3.3.2



Q14b. (If dissatisfied or very dissatisfied), how do you think Council could improve its information?

"More letterbox drops"

"Direct mail outs to all residents, not just ratepayers"

"Organising more community meetings"

"Email residents about services and activities"

"Council should talk to local residents, asking what is needed and getting feedback"

Use of Social Networking Sites to Participate in Council's Decision Making

26% of residents indicated that they would use a social networking site to participate in the Council's decision making. As to be expected these residents were most likely to be 18-34 y/o.

Q14c. *Would you use a social networking site to participate in the Council's decision-making? Eg bangthetable.com.au; streetcorner.com.au; twitter; facebook*

Figure 3.4

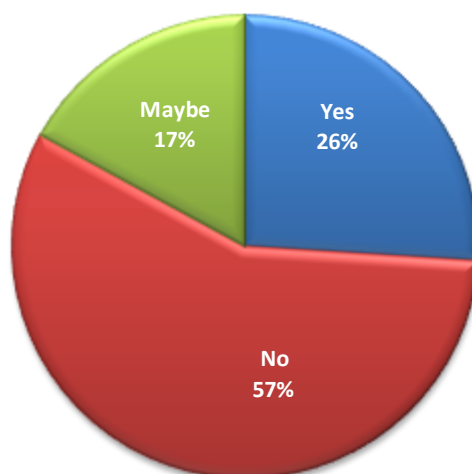


Table 3.4

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	58	37%	82	36%	52	27%	28	19%	24	21%	15	9%
No	66	41%	93	41%	108	57%	90	61%	77	67%	135	84%
Maybe	35	22%	52	23%	29	15%	30	20%	14	12%	11	7%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%



Part C

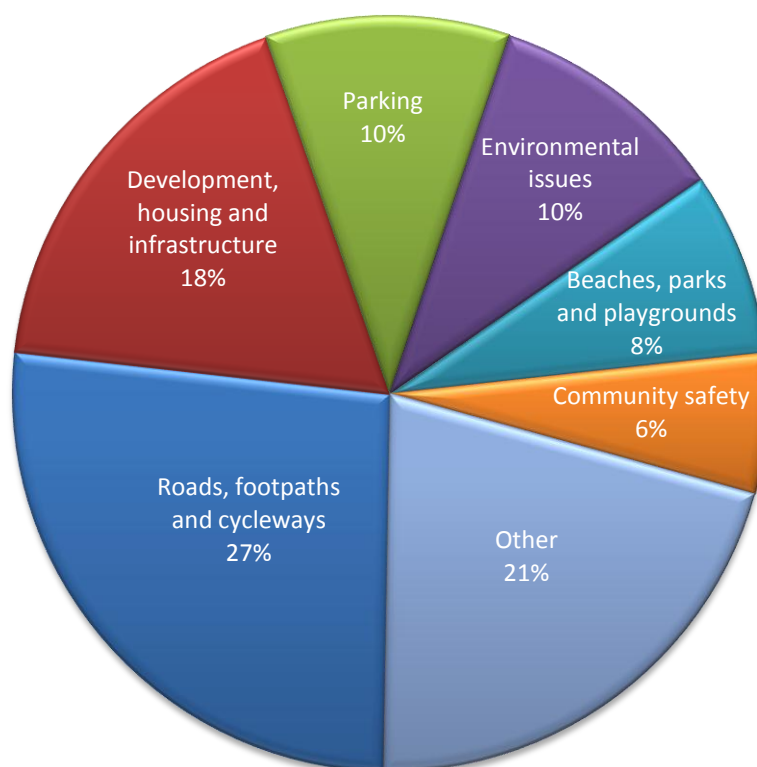
Priority Issues

Priority issues facing the Randwick LGA during the next 3 years

Reflecting the findings from both the quadrant analysis and the regression, residents have clearly indicated that they believe that the local road network is a critical priority that needs to be addressed.

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

Figure 4.1.1



Base: n=1,566

Priority issues facing the Randwick LGA during the next 3 years

Roads, footpaths and cycleways (Nett)	Base: n= 415	27%
Road resurfacing, maintenance and repairs within the entire LGA		13%
Maintenance and repair of footpaths, e.g. trimming overhanging branches and fixing uneven ground		5%
Traffic flow/congestion within the LGA		4%
Street cleaning		2%
Building and maintaining cycle paths		1%
Other		2%
Development, housing and infrastructure (Nett)	Base: n= 280	18%
Overdevelopment within the LGA		9%
Providing adequate/appropriate infrastructure for an increasing population, i.e. adequate parking facilities, restaurants, shopping facilities, commercial and residential buildings and roads without overwhelming the area		2%
Availability of affordable housing, both buying and renting		1%
Overdevelopment of the Coogee Bay Hotel		1%
Other		5%
Parking (Nett)	Base: n= 164	10%
Availability of car parking in town centres and residential areas		10%
Other		>1%
Environmental issues (Nett)	Base: n= 161	10%
Preserving/maintaining the natural environment/bushland by keeping green spaces		1%
Sustainable planning for the environment, i.e. reducing carbon emissions and implementing energy saving practices		1%
Sustainable water management and conservation, i.e. installing water tanks on all Council buildings and greater use of grey water and storm water		1%
Plant more suitable, trees/shrubs in public places, e.g. median strips, parks, nature strips and shopping centres		1%
Greater encouragement for the installation of water tanks, solar panels and compost bins e.g. providing more information and rebates		1%
Other		5%
Beaches, parks and playgrounds (Nett)	Base: n=123	7%
Beach maintenance and cleanliness		3%
Upgrading/maintenance of parks and playground equipment within the LGA		2%
Other		2%
Community safety (Nett)	Base: n=94	6%
High crime rates		2%
More police on the streets and in public places		2%
Improved public safety/security in general		1%
Other		1%
Other (Nett)	Base: n=329	21%

Base: n=1,566

Agreement with specific statements

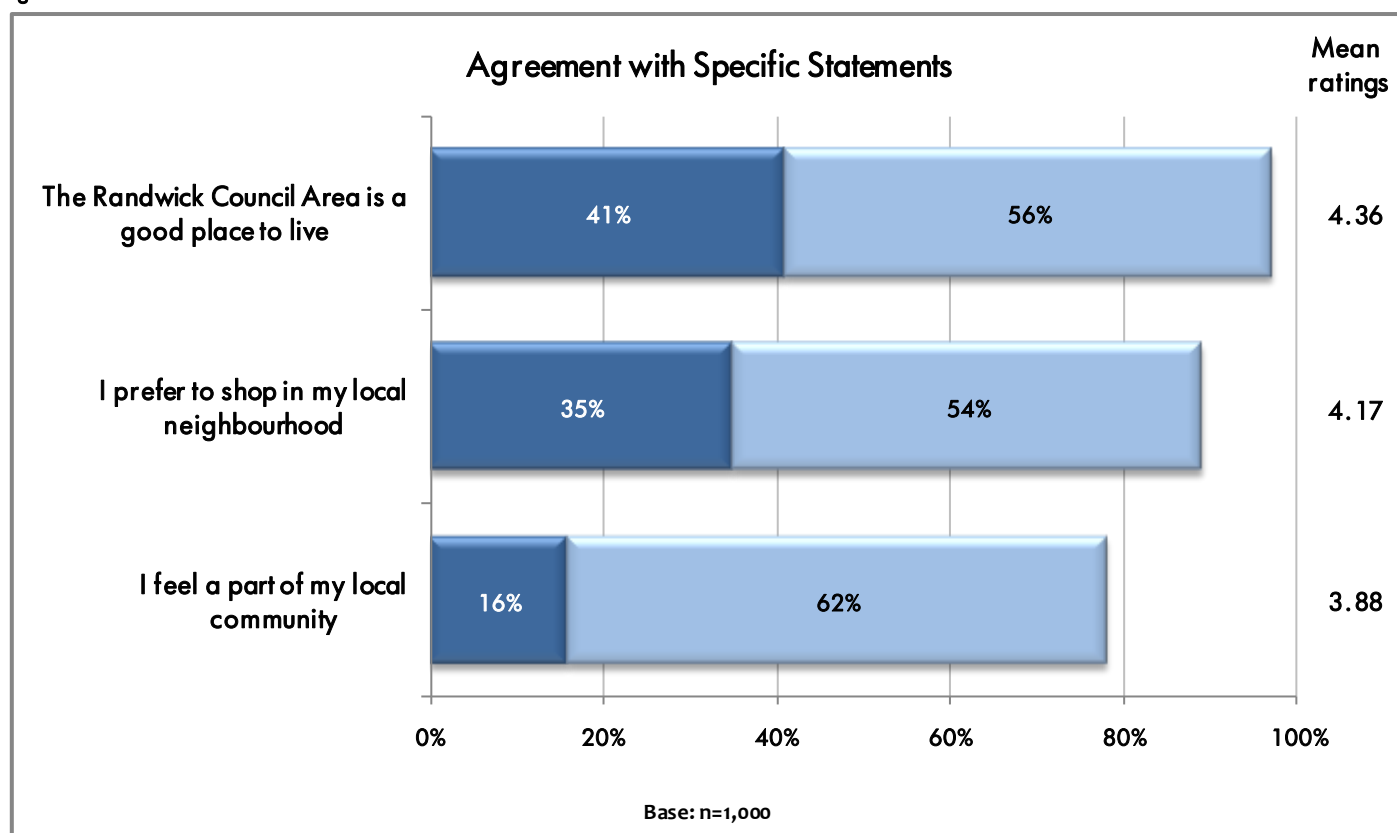
On the whole, residents responded positively to the community aspiration statements:

- 97% of residents agreed that the Randwick Council Area is a good place to live
- 89% of residents indicated that they prefer to shop in their local neighbourhood
- 78% of residents agreed that they feel a part of their local community

Q17. How strongly do you agree or disagree with the following statements:

- "The Randwick Council Area is a good place to live"*
- "I feel a part of my local community"*
- "I prefer to shop in my local neighbourhood"*

Figure 4.2.1



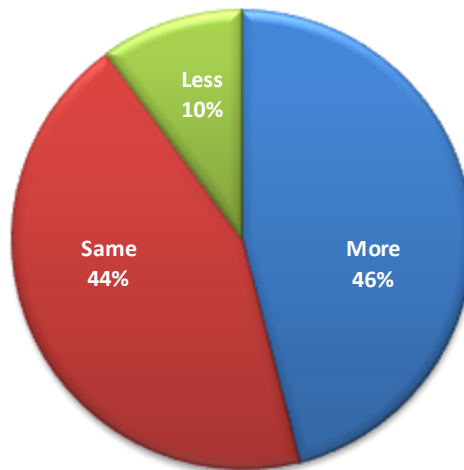
Mean ratings: 1 = strongly disagree, 5 = strongly agree

Shopping and Purchasing Habits in the Local Area

Nearly half of the residents (46%) claimed that they are spending more in the Randwick LGA than they were at the same time last year. Only 10% of residents claimed to be spending less in the LGA in the same period.

Q17d. 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?

Figure 4.2.2



Base: n=1,000

Participation at Council Community Education Activities

6% of residents had participated in a community education program run by the Council.

97% of those who attended a community education program run by the Council indicated that they were satisfied with the experience.

Figure 4.2.3

Q17e. *In the last 12 months have you participated in any community education activities run by the Council?*

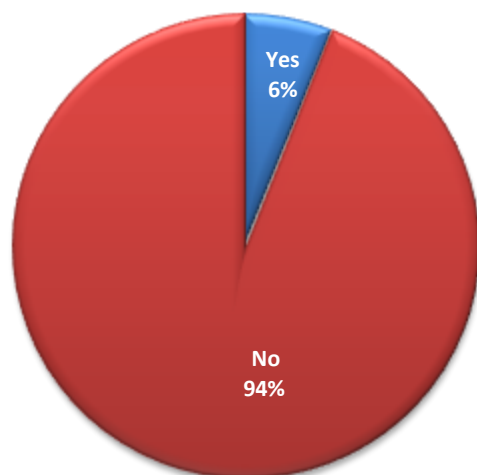
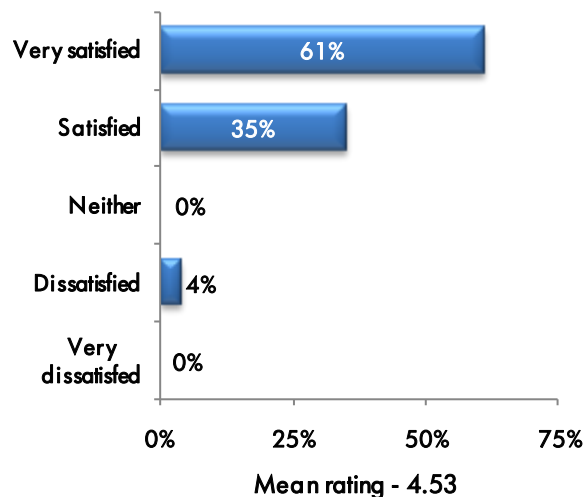


Figure 4.2.4

Q17f. *(If yes), how satisfied were you?*



Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Base: n=62

Participation at Council Community Education Activities

Q17g. Which activity did you participate in?

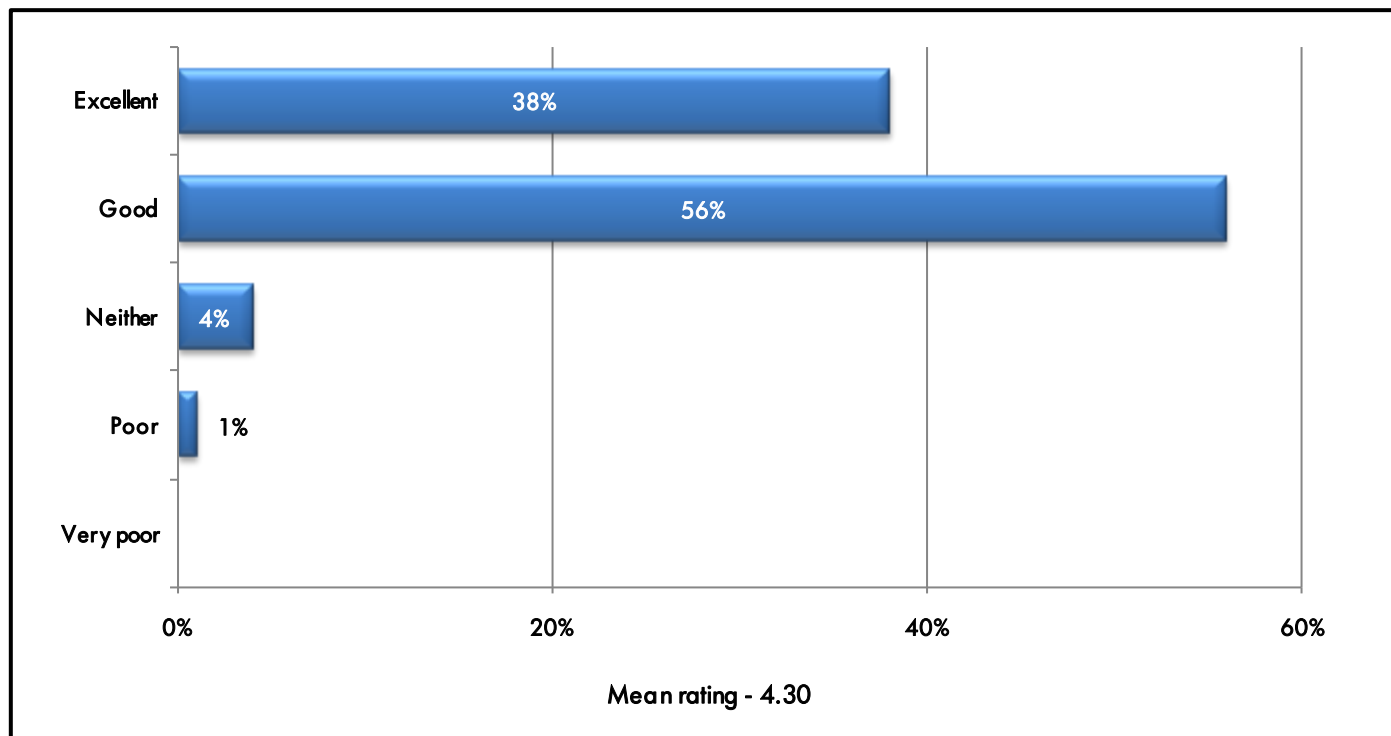
Environmental workshops			27
Composting workshop	9	Environment information day	1
Permaculture gardening workshop	5	Learning how to make your house more energy and water efficient	1
Tree planting and BBQ	3	Solar energy information night	1
Worm farm workshop	3	Solar workshops	1
Eco Fair	1	Water therapy	1
Library programs			15
Library events/workshops	4	Exercise programs held at Bowen Library	1
Children's story time at Randwick Library	3	Family history talks held at Bowen Library	1
Art classes held at the library	1	Lecture at the Library	1
Book launch at Bowen Library	1	Library puppet show for preschoolers	1
Events for children at the library	1	Over 55's writing course at the library	1
Educational programs			13
Children's education program	2	Food poisoning workshop	1
Beach safety	1	Living with less chemicals programs	1
Bicycle maintenance course	1	Personal development for children	1
Bus safety at the local school	1	Ride the Wave HSC instructor at Bowen Library	1
Child drug and bullying education	1	Safety for the elderly	1
Computer literacy	1	Senior computer courses	1
CPR Course at Bowen Library	1		
Seniors			7
Lectures for seniors	1	Tap dancing at the Citizens Centre	1
Randwick Racecourse luncheon for seniors	1	The Malabar Pensioners	1
Senior group	1	The Randwick Women's Older Group	1
Seniors tap dancing at the Coast Centre Little Bay	1		
Other			21
Parenting program	2	Kitchen balcony garden	1
Playgroup	2	Maroubra Walk	1
Aims fitness	1	Mayoral dinner	1
Bown Therapy	1	Organic garden	1
Cancer Relay For Life	1	Precinct Committee	1
Cleaning the community centre and halls	1	Randwick Council Centenary	1
Community Development and Support Expenditure scheme (CDSE)	1	Randwick Historical Society	1
Coogee Randwick War Widows	1	Thai Chi	1
Garden functions	1	The Spot Festival	1
General information on what services are provided	1		

Residents' Quality of Life

94% of Randwick residents indicated that they have a good to excellent quality of life.

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

Figure 4.3



Mean ratings: 1 = very poor, 5 = excellent



Appendix A

Demographics

Q19. *Gender.*

Table 5.1.1

	Count	Column %
Male	479	48%
Female	521	52%
Total	1000	100%

Q20. *Age.*

Table 5.1.2

	Count	Column %
18-24 years	160	16%
25-34 years	228	23%
35-44 years	189	19%
45-54 years	148	15%
55-64 years	115	11%
65 years and older	160	16%
Total	1000	100%

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

Table 5.1.3

	Count	Column %
Under 3 years	93	9%
3 – 5 years	120	12%
6 – 10 years	185	19%
11+ years	601	60%
Total	999	100%

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

Table 5.1.4

	Count	Column %
Yes	327	33%
No	673	67%
Total	1000	100%

Q22b. (If yes), which one?

Table 5.1.5

	Count	Column %
Cantonese	55	17%
Mandarin	36	11%
Greek	33	10%
Indonesian	33	10%
Italian	27	8%
Other	141	43%
Total	325	100%

Other

French	18	Italian	3	Hebrew	1
German	15	Lebanese	3	Hokkien	1
Spanish	15	Maori	3	Hungarian	1
Arabic	10	Polish	3	Korean	1
Hindi	8	Swedish	3	Marathi	1
Bengali	6	Tagalog	3	Nepalese	1
Filipino	5	Turkish	3	Portuguese	1
Maltese	5	Asante	1	Romanian	1
Russian	5	Assyrian	1	Slovenian	1
Vietnamese	5	Czechoslovakian	1	Thai	1
Chinese	4	Danish	1	Ukrainian	1
Finnish	3	Dutch	1	Urdu	1
Greek	3	Gaelic	1		

Q23a. What is the employment status of the main income earner in your household?

Table 5.1.6

	Count	Column %
Work full time outside the Randwick LGA	473	48%
Retired	167	17%
Work full time in the Randwick LGA	153	15%
Work part time outside the Randwick LGA	57	6%
Unemployed/Pensioner	53	5%
Student	48	5%
Work part time in the Randwick LGA	35	3%
Home duties	9	1%
Total	995	100%

Q23b. Which of the following best describes your household?

Table 5.1.7

	Count	Column %
Couple with children under 18	286	29%
Couple with no children	216	22%
Adult family - no children under 18	197	20%
Single person	192	19%
Group household	78	8%
Single parent with children under 18	30	3%
Total	998	100%

Q23c. Do you live in a:

Table 5.1.8

	Count	Column %
Unit/Apartment	408	41%
Free standing house	400	40%
Duplex/semi detached	117	12%
Villa/townhouse	74	7%
Granny flat	1	0%
Total	1000	100%

Q23d. Which suburb do you live in?

Table 5.1.9

	Count	Column %
Maroubra	258	26%
Randwick	171	17%
Kingsford	146	15%
Kensington	112	11%
Coogee	93	9%
Matraville	77	8%
Chifley	36	4%
Little Bay	31	3%
Malabar	30	3%
Clovelly	29	3%
La Perouse	7	1%
Phillip Bay	6	1%
St Pauls	2	0%
Yarra Bay	1	0%
Total	1000	100%

Q24. Which social networking sites have you used?

Table 5.1.10

	Count	Column %
Facebook	496	50%
Twitter	83	8%
My space	76	8%
LinkedIn	9	1%
Streetcomer.com.au	5	0%
Bang the table	2	0%
Flickr	1	0%
None	495	50%
Total	1000	100%

Q25a. Have you participated in any volunteer work (Council or general community) over the past 12 months?

Table 5.1.11

	Count	Column %
Yes	188	19%
No	812	81%
Total	1000	100%

Q25b. (If yes), what sort of volunteer work did you do?

Volunteer at a local school/college	38	Coogee Arts Festival	1
Sporting organisation	37	Environmental work	1
Volunteer with a church/religious organisation/charity	37	Green activities with children	1
Helping the disadvantaged	17	Health services	1
Volunteer at a hospital	10	Helped with market analysis and research	1
Volunteer work with the elderly	9	Helping run a support group about organ transplantation	1
Clean Up Australia Day	8	Local street garden	1
Election day volunteer work	7	National Heart Week	1
Lions Club/Probus/Rotary	7	National Parks and Wildlife for the Land Care group	1
Community services	5	Planting trees	1
Bush regeneration	4	Playgroup at Randwick	1
Local library	3	Prince Henry Community Association	1
Meals on Wheels	3	Raising guide dogs	1
Community help	2	Randwick play group	1
Fun Run organising	2	Ronald MacDonald House	1
Justice of the Peace	2	Royal Australian Chemical Institute	1
Randwick Precinct Committee	2	Royal Botanic Gardens, plant preservation.	1
The Cancer Council	2	Running a local playgroup	1
Alzheimer's Australia	1	Spinal Cord Injuries Australia	1
Amnesty International	1	Sydney Dogs & Cats Home at Carlton	1
Anzac Day ceremony	1	The Dictionary of Sydney	1
Bird recordings	1	Tree planting	1
Botany Bay Watch	1	VIP volunteer in policing	1
Camp Quality	1	WEA Ramblers	1
Children's playgroup	1	Wilderness Society	1
Coast Centre	1	Work for the National Trust	1
Community education for Internet safety	1	Youth service	1



Appendix B

Data and Correlation Tables

Importance of and Satisfaction with Council Services

Sport, Recreation and Culture

Table 6.1.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Coastal open spaces and walkways	4.10	4.06	4.40	4.49	4.36	3.98	4.12	4.31	4.21
Beaches	4.35	4.29	4.46	4.58	4.28	3.83	4.23	4.36	4.30
Playgrounds and parks	3.76	4.02	4.31	3.96	3.82	3.57	3.83	4.02	3.93
Ovals and sporting facilities	3.49	3.65	3.82	3.55	3.21	2.99	3.50	3.48	3.49
Festivals and events	3.54	3.35	3.47	3.33	3.05	3.02	3.18	3.44	3.31
Ocean pools	3.43	3.60	3.78	3.65	3.40	3.04	3.33	3.66	3.50
Council libraries	3.87	3.57	3.84	3.96	3.65	3.89	3.63	3.93	3.79
Des Renford Aquatic Centre (DRAC)	3.03	3.12	3.27	3.28	3.03	2.72	2.95	3.21	3.08

Table 6.1.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Coastal open spaces and walkways	3.84	3.96	4.15	4.21	4.09	4.15	3.96	4.15	4.06
Beaches	4.15	4.31	4.20	4.12	4.13	4.31	4.23	4.20	4.21
Playgrounds and parks	3.83	3.80	3.88	3.92	3.89	4.01	3.89	3.86	3.88
Ovals and sporting facilities	3.67	3.62	3.65	3.65	3.76	3.97	3.65	3.73	3.69
Festivals and events	3.63	3.25	3.39	3.67	3.77	4.04	3.55	3.56	3.56
Ocean pools	3.57	3.72	3.75	4.00	3.87	3.87	3.80	3.78	3.79
Council libraries	3.91	4.03	4.12	4.07	4.37	4.41	4.08	4.18	4.13
Des Renford Aquatic Centre (DRAC)	3.70	3.62	3.58	3.70	3.96	4.09	3.76	3.71	3.73

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

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

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

Importance of and Satisfaction with Council Services

Sport, Recreation and Culture

Table 6.1.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	87	9%	112	11%	260	26%	307	31%	233	23%	1000	100%
Ocean pools	100	10%	129	13%	230	23%	254	25%	287	29%	1000	100%
Playgrounds and parks	61	6%	53	5%	186	19%	297	30%	404	40%	1000	100%
Beaches	33	3%	33	3%	121	12%	227	23%	585	59%	1000	100%
Council libraries	87	9%	82	8%	170	17%	280	28%	381	38%	1000	100%
Des Renford Aquatic Centre (DRAC)	214	21%	111	11%	262	26%	202	20%	211	21%	1000	100%
Coastal open spaces and walkways	21	2%	41	4%	140	14%	298	30%	500	50%	1000	100%
Festivals and events	82	8%	124	12%	357	36%	272	27%	166	17%	1000	100%

Table 6.1.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	7	1%	30	6%	171	32%	245	46%	86	16%	539	100%
Ocean pools	15	3%	29	5%	127	24%	247	46%	116	22%	533	100%
Playgrounds and parks	10	2%	33	5%	147	21%	349	50%	158	23%	698	100%
Beaches	4	1%	17	2%	133	16%	308	38%	351	43%	812	100%
Council libraries	7	1%	16	2%	92	14%	299	46%	232	36%	645	100%
Des Renford Aquatic Centre (DRAC)	6	1%	31	8%	99	25%	188	47%	72	18%	396	100%
Coastal open spaces and walkways	9	1%	22	3%	133	17%	376	47%	255	32%	795	100%
Festivals and events	10	2%	52	12%	118	27%	196	45%	58	13%	433	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Caring for the Community

Table 6.2.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Community centres and halls	3.13	3.14	3.26	3.29	3.13	3.25	3.08	3.31	3.20
Information on community services	3.57	3.57	3.64	3.77	3.61	3.71	3.49	3.78	3.64
Home Modification and Maintenance Service (HMMS)	3.19	3.03	3.23	3.24	3.16	3.11	3.08	3.22	3.15
Community safety	4.57	4.44	4.42	4.4	4.30	4.32	4.31	4.52	4.42

Table 6.2.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Community centres and halls	3.8	3.45	3.32	3.44	3.59	3.91	3.51	3.62	3.57
Information on community services	3.62	3.32	3.33	3.46	3.62	3.82	3.43	3.58	3.51
Home Modification and Maintenance Service (HMMS)	3.31	3.34	3.42	3.35	3.4	3.68	3.41	3.42	3.41
Community safety	3.62	3.59	3.49	3.38	3.39	3.52	3.49	3.53	3.51

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

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

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

Importance of and Satisfaction with Council Services

Caring for the Community

Table 6.2.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community centres and halls	112	11%	169	17%	305	30%	238	24%	177	18%	1000	100%
Information on community services	65	7%	92	9%	249	25%	326	33%	268	27%	1000	100%
Home Modification and Maintenance Service (HMMS)	208	21%	104	10%	226	23%	247	25%	214	21%	1000	100%
Community safety	16	2%	24	2%	106	11%	236	24%	618	62%	1000	100%

Table 6.2.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community centres and halls	6	1%	39	10%	125	31%	188	47%	47	12%	405	100%
Information on community services	20	3%	64	11%	164	28%	272	46%	66	11%	586	100%
Home Modification and Maintenance Service (HMMS)	22	5%	49	12%	121	29%	182	44%	42	10%	416	100%
Community safety	20	2%	77	9%	313	37%	320	38%	115	14%	845	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Caring for our Environment

Table 6.3.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Protection of natural bushland	4.08	4.16	4.34	4.36	4.24	4.05	4.07	4.32	4.20
Tree preservation	3.89	3.95	4.16	4.05	3.95	3.85	3.86	4.09	3.98
Environmental awareness and education	4.22	4.12	4.17	4.27	3.98	3.85	3.95	4.26	4.11
Water and energy saving measures	4.25	4.33	4.32	4.38	4.19	4.19	4.17	4.39	4.29

Table 6.3.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Protection of natural bushland	3.75	3.63	3.63	3.57	3.73	3.80	3.66	3.69	3.67
Tree preservation	3.79	3.64	3.62	3.55	3.68	3.60	3.65	3.64	3.65
Environmental awareness and education	3.54	3.42	3.51	3.55	3.58	3.68	3.45	3.60	3.53
Water and energy saving measures	3.43	3.37	3.29	3.37	3.47	3.58	3.36	3.44	3.40

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

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

Importance of and Satisfaction with Council Services

Caring for our Environment

Table 6.3.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protection of natural bushland	19	2%	25	2%	167	17%	313	31%	476	48%	1000	100%
Tree preservation	31	3%	49	5%	212	21%	326	33%	382	38%	1000	100%
Environmental awareness and education	20	2%	43	4%	187	19%	305	31%	444	44%	1000	100%
Water and energy saving measures	20	2%	25	3%	125	13%	309	31%	520	52%	1000	100%

Table 6.3.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Protection of natural bushland	11	1%	49	6%	247	32%	341	44%	127	16%	776	100%
Tree preservation	17	2%	46	7%	211	30%	317	45%	108	15%	700	100%
Environmental awareness and education	17	2%	69	9%	253	34%	301	41%	98	13%	739	100%
Water and energy saving measures	35	4%	93	11%	299	36%	296	36%	100	12%	823	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Transport, Roads and Drainage

Table 6.4.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Maintaining local roads	4.54	4.39	4.55	4.49	4.53	4.35	4.46	4.48	4.47
Maintaining footpaths	4.41	4.37	4.39	4.46	4.56	4.34	4.34	4.48	4.41
The availability of car parking in the town centres in the Randwick City area	4.03	4.09	4.22	4.32	4.20	3.86	4.07	4.16	4.12
Constructing cycleways	3.59	3.43	3.43	3.30	3.04	2.72	3.26	3.29	3.27

Table 6.4.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Maintaining local roads	3.05	2.89	2.79	2.75	2.81	2.92	2.83	2.91	2.87
Maintaining footpaths	3.46	3.17	2.84	2.89	2.80	2.88	3.05	3.00	3.02
The availability of car parking in the town centres in the Randwick City area	2.79	2.76	2.65	2.59	2.74	2.91	2.73	2.74	2.74
Constructing cycleways	3.38	2.68	2.69	2.61	2.71	2.96	2.77	2.91	2.84

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

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

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

Importance of and Satisfaction with Council Services

Transport, Roads and Drainage

Table 6.4.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining local roads	12	1%	29	3%	76	8%	242	24%	640	64%	1000	100%
Maintaining footpaths	15	2%	28	3%	97	10%	252	25%	608	61%	1000	100%
Constructing cycleways	163	16%	130	13%	238	24%	209	21%	261	26%	1000	100%
The availability of car parking in the town centres in the Randwick City area	62	6%	39	4%	133	13%	252	25%	514	51%	1000	100%

Table 6.4.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining local roads	108	12%	214	24%	313	35%	179	20%	69	8%	882	100%
Maintaining footpaths	87	10%	186	22%	293	34%	207	24%	86	10%	859	100%
Constructing cycleways	64	14%	96	20%	179	38%	102	22%	25	5%	466	100%
The availability of car parking in the town centres in the Randwick City area	109	14%	185	24%	304	40%	130	17%	35	5%	763	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Urban & Economic Development

Table 6.5.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
How Council plans for and assesses development	3.71	3.74	3.90	4.03	3.94	3.64	3.81	3.82	3.81
Attractiveness of town centres	3.98	3.98	4.01	4.11	4.01	3.86	3.94	4.04	3.99
Vitality of town centres	3.71	3.93	4.03	4.01	3.97	3.76	3.80	3.99	3.90
Protection of heritage buildings and items	3.97	3.66	4.00	3.97	4.12	3.98	3.83	4.01	3.92

Table 6.5.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
How Council plans for and assesses development	3.22	2.83	2.87	2.80	2.90	3.07	2.87	2.99	2.93
Attractiveness of town centres	3.24	3.11	3.02	2.97	2.99	3.31	3.15	3.06	3.10
Vitality of town centres	3.50	3.22	3.28	3.16	3.11	3.34	3.28	3.25	3.26
Protection of heritage buildings and items	3.67	3.59	3.40	3.36	3.32	3.47	3.46	3.50	3.48

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

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

Importance of and Satisfaction with Council Services

Urban & Economic Development

Table 6.5.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
How Council plans for and assesses development	92	9%	57	6%	193	19%	259	26%	399	40%	1000	100%
Attractiveness of town centres	17	2%	38	4%	253	25%	325	33%	367	37%	1000	100%
Vitality of town centres	23	2%	40	4%	267	27%	350	35%	320	32%	1000	100%
Protection of heritage buildings and items	47	5%	64	6%	195	20%	307	31%	387	39%	1000	100%

Table 6.5.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
How Council plans for and assesses development	71	11%	99	16%	293	46%	138	22%	30	5%	631	100%
Attractiveness of town centres	40	6%	118	17%	309	45%	172	25%	49	7%	687	100%
Vitality of town centres	27	4%	72	11%	306	46%	220	33%	40	6%	665	100%
Protection of heritage buildings and items	23	3%	54	8%	266	39%	248	37%	88	13%	678	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Communication and Customer Service/Strategic Planning

Table 6.6.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Council's response time to requests for service	3.95	3.98	4.12	4.13	4.25	3.92	4.06	4.04	4.05
Council's provision of information to residents about activities and services	3.92	3.88	3.99	4.03	4.02	3.92	3.88	4.02	3.95
Community consultation	3.84	3.83	3.93	4.04	4.19	3.80	3.89	3.95	3.92
Opportunity to participate in decision-making processes	3.87	3.77	3.87	3.96	3.94	3.64	3.76	3.90	3.83
Long term planning for the City	4.30	4.34	4.50	4.44	4.38	4.14	4.37	4.34	4.35

Table 6.6.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Council's response time to requests for service	3.44	3.28	3.29	3.48	3.42	3.46	3.34	3.42	3.38
Council's provision of information to residents about activities and services	3.41	3.25	3.48	3.41	3.50	3.61	3.44	3.42	3.43
Community consultation	3.18	3.16	3.15	3.16	3.14	3.27	3.12	3.22	3.18
Opportunity to participate in decision-making processes	3.00	2.85	3.06	3.02	2.95	3.10	2.85	3.12	3.00
Long term planning for the City	3.30	3.20	3.05	3.10	2.81	3.05	3.04	3.16	3.10

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

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

Importance of and Satisfaction with Council Services

Communication and Customer Service

Table 6.6.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's response time to requests for service	55	6%	40	4%	152	15%	306	31%	446	45%	1000	100%
Council's provision of information to residents about activities and services	32	3%	51	5%	208	21%	355	36%	354	35%	1000	100%
Community consultation	48	5%	62	6%	211	21%	282	28%	397	40%	1000	100%
Opportunity to participate in decision-making processes	52	5%	71	7%	247	25%	254	25%	376	38%	1000	100%

Table 6.6.4

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Long term planning for the City	26	3%	24	2%	110	11%	254	25%	587	59%	1000	100%

Table 6.6.5

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's response time to requests for service	42	6%	78	11%	249	35%	261	36%	89	12%	719	100%
Council's provision of information to residents about activities and services	26	4%	72	10%	257	37%	265	38%	81	12%	702	100%
Community consultation	29	4%	104	16%	283	43%	202	31%	38	6%	656	100%
Opportunity to participate in decision-making processes	56	9%	100	17%	272	45%	141	23%	35	6%	604	100%

Table 6.6.6

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Long term planning for the City	37	5%	129	16%	405	50%	184	23%	50	6%	806	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Council's Regulatory Services

Table 6.7.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Health inspections at food premises etc	4.29	4.34	4.53	4.43	4.47	4.24	4.24	4.51	4.38
Council rangers	3.62	3.44	3.74	3.76	3.91	3.82	3.54	3.83	3.69
Regulation/enforcement	4.14	4.02	4.16	4.12	4.11	4.05	3.99	4.19	4.10

Table 6.7.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Health inspections at food premises etc	3.32	3.30	3.23	3.24	3.26	3.31	3.26	3.29	3.28
Council rangers	3.57	3.32	3.55	3.43	3.57	3.39	3.33	3.58	3.47
Regulation/enforcement	3.74	3.64	3.43	3.34	3.35	3.49	3.42	3.60	3.52

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

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

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

Table 6.7.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Health inspections at food premises etc	23	2%	31	3%	105	10%	226	23%	615	62%	1000	100%
Council rangers	63	6%	64	6%	283	28%	299	30%	290	29%	1000	100%
Regulation/enforcement	35	4%	25	2%	179	18%	332	33%	429	43%	1000	100%

Table 6.7.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Health inspections at food premises etc	57	7%	76	10%	326	42%	229	29%	88	11%	776	100%
Council rangers	32	6%	43	7%	197	34%	236	41%	72	12%	580	100%
Regulation/enforcement	24	3%	55	7%	270	36%	298	40%	94	13%	741	100%

Nb: Some respondents did not answer

Importance of and Satisfaction with Council Services

Public Place Waste Services

Table 6.8.1

	Importance mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Public litter bins	4.43	4.34	4.50	4.46	4.44	4.37	4.34	4.49	4.42
Street cleaning	4.33	4.28	4.44	4.37	4.41	4.29	4.26	4.43	4.35
Beach cleaning	4.57	4.44	4.46	4.64	4.55	4.27	4.41	4.54	4.48
Town centre cleaning	4.29	4.25	4.41	4.51	4.45	4.32	4.32	4.40	4.36

Table 6.8.2

	Satisfaction mean ratings								
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Public litter bins	3.46	3.22	3.28	2.97	3.30	3.46	3.26	3.30	3.28
Street cleaning	3.77	3.61	3.54	3.31	3.40	3.35	3.54	3.48	3.51
Beach cleaning	3.83	3.78	3.80	3.73	3.81	3.89	3.86	3.76	3.80
Town centre cleaning	3.55	3.55	3.49	3.47	3.53	3.50	3.48	3.55	3.51

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

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

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

Table 6.8.3

	Not at all important		Not very important		Neither		Important		Very important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Public litter bins	12	1%	11	1%	107	11%	283	28%	586	59%	1000	100%
Street cleaning	12	1%	32	3%	111	11%	285	29%	560	56%	1000	100%
Beach cleaning	23	2%	11	1%	74	7%	246	25%	646	65%	1000	100%
Town centre cleaning	10	1%	18	2%	116	12%	317	32%	539	54%	1000	100%

Table 6.8.4

	Very dissatisfied		Dissatisfied		Neither		Satisfied		Very satisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Public litter bins	61	7%	150	17%	270	31%	259	30%	129	15%	869	100%
Street cleaning	36	4%	76	9%	281	33%	320	38%	131	15%	845	100%
Beach cleaning	13	1%	55	6%	205	23%	434	49%	181	20%	888	100%
Town centre cleaning	15	2%	71	8%	339	40%	312	37%	114	13%	851	100%

Nb: Some respondents did not answer

Overall Satisfaction with the Performance of Council

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?

Table 6.9.1

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	3.61	3.82	3.75	3.63	3.54	3.72	3.71	3.69	3.70

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

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

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

Table 6.9.2

	2006		2008		2010	
	Count	Column %	Count	Column %	Count	Column %
Very satisfied	59	5%	45	5%	57	6%
Satisfied	761	64%	626	63%	652	65%
Neither	240	20%	253	25%	226	23%
Dissatisfied	95	8%	53	5%	50	5%
Very dissatisfied	26	2%	16	2%	11	1%
Total	1182	100%	992	100%	995	100%

Contact with Council in the last 12 months

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

Table 6.10.1

	2006		2008		2010	
	Count	Column %	Count	Column %	Count	Column %
Yes	597	50%	477	48%	374	37%
No	603	50%	523	52%	626	63%
Total	1200	100%	1000	100%	1000	100%

Table 6.10.2

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	18	11%	64	28%	95	50%	76	52%	58	51%	63	40%
No	142	89%	164	72%	94	50%	72	48%	57	49%	97	60%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%

Table 6.10.3

	Male		Female	
	Count	Column %	Count	Column %
Yes	168	35%	206	39%
No	311	65%	315	61%
Total	479	100%	521	100%

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

Table 6.10.4

	Count	Column %
Telephone	258	69%
Face-to-Face	62	17%
Email	31	8%
Mail	22	6%
Other	1	0%
Total	374	100%

Contact with Council in the last 12 months

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

Table 6.10.5

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	4.00	4.29	3.98	4.21	4.00	4.10	4.06	4.14	4.10

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Table 6.10.6

	Count	Column %
Very satisfied	157	42%
Satisfied	148	39%
Neither	37	10%
Dissatisfied	17	4%
Very dissatisfied	16	4%
Total	374	100%

Visits to Council's Website in the Last 12 Months

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

Table 6.11.1

	2006		2008		2010	
	Count	Column %	Count	Column %	Count	Column %
Yes	316	26%	403	40%	409	41%
No	884	74%	598	60%	591	59%
Total	1200	100%	1000	100%	1000	100%

Table 6.11.2

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	66	41%	101	44%	101	53%	75	51%	44	38%	22	14%
No	94	59%	127	56%	89	47%	73	49%	71	62%	138	86%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%

Table 6.11.3

	Male		Female	
	Count	Column %	Count	Column %
Yes	174	36%	235	45%
No	305	64%	286	55%
Total	479	100%	521	100%

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

Table 6.11.4

	2006	2008	2010
Satisfaction mean ratings	3.86	3.81	3.88

Table 6.11.5

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	3.88	3.93	3.96	3.78	3.77	3.86	3.82	3.92	3.88

Table 6.11.6

	Count	Column %
Very satisfied	94	23%
Satisfied	218	53%
Neither	57	14%
Dissatisfied	34	8%
Very dissatisfied	6	2%
Total	409	100%

Satisfaction with Council's communication

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

Table 6.12.1

	2006		2008		2010	
	Count	Column %	Count	Column %	Count	Column %
Local newspaper	935	78%	767	77%	814	81%
Letter box drops	869	72%	764	76%	784	78%
Word of mouth	516	43%	503	50%	478	48%
Council's website	344	29%	404	40%	411	41%
Libraries	268	22%	395	39%	242	24%
Customer service	293	24%	259	26%	164	16%
Other	50	4%	42	4%	18	2%
None of these					5	0%
Total	1200	100%	1000	100%	1000	100%

Satisfaction with Council's communication

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

Table 6.13.1

	2006	2008	2010
Satisfaction mean ratings	3.55	3.70	3.78

Table 6.13.2

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	3.80	3.86	3.76	3.73	3.67	3.81	3.75	3.82	3.78

Table 6.13.3

	Count	Column %
Very satisfied	105	11%
Satisfied	631	63%
Neither	203	20%
Dissatisfied	46	5%
Very dissatisfied	8	1%
Total	994	100%

Q14b. (If dissatisfied or very dissatisfied), how do you think Council could improve its information?

• More newsletters and letterbox drops	27
• More Council meetings and community interaction	6
• Email residents about services and activities	5
• More communication with the community and respond to community requests	5
• As I am visually impaired reading a newspaper is very difficult, some literature in bigger print would be beneficial	1
• Being honest and open about the plans for the future. There needs to be more information about the area that we live in	1
• Direct mail outs to all residents not just ratepayers	1
• Having face to face consultations regarding street issues, i.e. footpaths and roads in Maroubra	1
• More communication provided in hard copies, as not everyone has the Internet	1
• More details on sustainability and resources	1
• More information in daily papers like The Daily Telegraph	1
• More phones calls to give residents information	1
• Provide easier ways to contact the Ward Councillors for each area so that I am able to follow through with a specific person on issues	1
• Provide information in shopping centres	1
• Radio spots such as on 2GB	1
• Reply to letters and provide information and explanations	1
• Simplify the web site	1

Use of Social Networking Sites to Participate in Council's Decision Making

Q14c. Would you use a social networking site to participate in the Council's decision-making? Eg bangthetable.com.au; streetcorner.com.au; twitter; facebook

Table 6.13.4

	Count	Column %
Yes	259	26%
No	569	57%
Maybe	172	17%
Total	1000	100%

Table 6.13.5

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	58	37%	82	36%	52	27%	28	19%	24	21%	15	9%
No	66	41%	93	41%	108	57%	90	61%	77	67%	135	84%
Maybe	35	22%	52	23%	29	15%	30	20%	14	12%	11	7%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%

Table 6.13.6

	Male		Female	
	Count	Column %	Count	Column %
Yes	106	22%	154	29%
No	279	58%	290	56%
Maybe	94	20%	78	15%
Total	479	100%	521	100%

Agreement with specific statements

Q17. How strongly do you agree or disagree with the following statements:

- "The Randwick Council Area is a good place to live"
- "I feel a part of my local community"
- "I prefer to shop in my local neighbourhood"

Table 6.14.1

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
The Randwick Council Area is a good place to live	4.24	4.41	4.43	4.33	4.46	4.26	4.35	4.36	4.36
I prefer to shop in my local neighbourhood	4.02	4.13	4.30	4.23	4.29	4.11	4.14	4.20	4.17
I feel a part of my local community	3.70	3.81	3.98	3.95	3.90	3.93	3.85	3.90	3.88

 = A significantly higher level of agreement (by group)

 = A significantly lower level of agreement (by group)

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

Table 6.14.2

	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	2	0%	7	1%	28	3%	558	56%	405	41%	1000	100%
I feel a part of my local community	7	1%	48	5%	169	17%	617	62%	160	16%	1000	100%
I prefer to shop in my local neighbourhood	7	1%	54	5%	50	5%	536	54%	353	35%	1000	100%

Shopping and Purchasing Habits in the Local Area

Q17d. 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?

Table 6.14.3

	Count	Column %
More	463	46%
Same	436	44%
Less	101	10%
Total	1000	100%

Table 6.14.4

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
More	91	57%	86	38%	86	46%	67	45%	51	45%	82	51%
Same	51	32%	116	51%	83	44%	67	45%	52	46%	67	42%
Less	18	11%	26	11%	20	11%	15	10%	11	10%	11	7%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%

Table 6.14.5

	Male		Female	
	Count	Column %	Count	Column %
More	212	44%	251	48%
Same	228	48%	208	40%
Less	39	8%	62	12%
Total	479	100%	521	100%

Participation at Council Community Education Activities

Q17e. In the last 12 months have you participated in any community education activities run by the Council?

Table 6.14.6

	Count	Column %
Yes	62	6%
No	938	94%
Total	1000	100%

Table 6.14.7

	18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and older	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	5	3%	9	4%	14	8%	14	10%	7	6%	13	8%
No	155	97%	219	96%	175	92%	134	90%	108	94%	147	92%
Total	160	100%	228	100%	189	100%	148	100%	115	100%	160	100%

Table 6.14.8

	Male		Female	
	Count	Column %	Count	Column %
Yes	22	5%	40	8%
No	457	95%	481	92%
Total	479	100%	521	100%

Q17f. (If yes), how satisfied were you?

Table 6.14.9

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Satisfaction mean ratings	4.50	4.00	4.77	4.63	4.64	4.50	4.50	4.55	4.53

Table 6.14.10

	Count	Column %
Very satisfied	38	61%
Satisfied	22	35%
Neither	0	0%
Dissatisfied	3	4%
Very dissatisfied	0	0%
Total	62	100%

Residents' Quality of Life

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

Table 6.15.1

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Male	Female	Overall
Mean ratings	4.40	4.40	4.30	4.33	4.19	4.09	4.27	4.32	4.30

= A significantly higher level (by group)

= A significantly lower level (by group)

Mean ratings: 1 = very poor, 5 = excellent

Table 6.15.2

	Count	Column %
Excellent	381	38%
Good	559	56%
Neither	44	4%
Poor	14	1%
Very poor	4	0%
Total	1000	100%



Appendix C

Questionnaire

Randwick City Community Satisfaction Survey 2010

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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Ocean pools	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Playgrounds and parks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Beaches	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5. Council libraries	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
6. Des Renford Aquatic Centre (DRAC)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
7. Coastal open spaces and walkway	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
8. Festivals and events eg Coogee Carols, NYE fireworks, The Spot Food and Film Festival, Seniors Christmas Parties, Garden Awards, Sports Awards	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q2. Caring for the Community

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

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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Tree preservation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Environmental awareness and education	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Water and energy saving measures	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q4. Transport, Roads & Drainage

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

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)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Attractiveness of town centres	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Vitality of town centres	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Protection of heritage buildings and items	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Council's provision of information to residents about activities and services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Community consultation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Opportunity to participate in decision-making processes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Council rangers	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Regulation/enforcement eg building control, fire safety, site management and public safety	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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 (built and natural Environment, economy, community etc) and long term financial planning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q9. Public Place Waste Services

	Importance					Satisfaction					
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	N/A
1. Public litter bins	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Street cleaning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Beach cleaning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Town centre cleaning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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 ☐ No ☐ (If no, go to Q12a)

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

Telephone ☐
Face-to-Face ☐
Mail ☐
Email ☐
Other ☐

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

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied Don't know

☐ ☐ ☐ ☐ ☐ ☐

Q11b. (If dissatisfied), why do you say that?

.....

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

Yes ☐ No ☐ (If no, go to Q13)

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

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied Don't know

☐ ☐ ☐ ☐ ☐ ☐

Q12c. (If dissatisfied), why do you say that?

.....

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

Local newspaper ☐ Libraries ☐
Council's website ☐ Letter box drops ☐
Customer service centre ☐ Word of mouth ☐

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 Neither Dissatisfied Very dissatisfied Don't know

☐ ☐ ☐ ☐ ☐ ☐

Q14b. (If dissatisfied or very dissatisfied,) how do you think Council could improve its information?

.....

Q14c. Would you use a social networking site to participate in the Council's decision-making? Eg bangthetable.com.au; streetcorner.com.au; twitter; facebook

Yes ☐ No ☐ Maybe ☐

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	Neither	Dissatisfied	Very dissatisfied	Don't know
☐	☐	☐	☐	☐	☐

Q15b. (If dissatisfied or very dissatisfied), 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
☐	☐	☐	☐	☐

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

Strongly agree	Agree	Neither	Disagree	Strongly disagree
☐	☐	☐	☐	☐

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

Strongly agree	Agree	Neither	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Q17d. 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 ☐ Same ☐ Less ☐

Q17e. In the last 12 months have you participated in any community education activities run by the Council? Eg road safety, sustainable living workshops

Yes ☐ No ☐ (If no, go to Q18)

Q17f. (If yes), how satisfied were you?

Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	Don't know
☐	☐	☐	☐	☐	☐

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

Excellent	Good	Neither	Poor	Very poor
☐	☐	☐	☐	☐

Part D. Demographic information

Could you please now assist with the following demographic information?

Q19. Are you?

Male ☐ Female ☐

Q20. Are you :

18-24 years	☐
25-34 years	☐
35-44 years	☐
45-54 years	☐
55-64 years	☐
65 years and older	☐
NA	☐

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

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

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

Yes ☐ No ☐ (If no, go to Q23a)

Q22b. (If yes), which one?

Greek	☐
Cantonese	☐
Mandarin	☐
Indonesian	☐
Italian	☐
Other (please specify)	☐
NA	☐

Q23a. What is the employment status of the main income earner in your household? Prompt

- Work full time **in** the Randwick LGA ☐
- Work full time **outside** the Randwick LGA ☐
- Work part time in the Randwick LGA ☐
- Work part time outside the Randwick LGA ☐
- Home duties ☐
- Student ☐
- Retired ☐
- Unemployed/Pensioner ☐
- NA ☐

Q23b. Which of the following best describes your household? Prompt

- Single parent household with children under 18 ☐
- Couple household with children under 18 ☐
- Couple household with no children ☐
- Adult Family household - no children under 18 ☐
- Group household ☐
- Single person household ☐
- NA ☐

Q23c. Do you live in a:

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

Q23d. Which suburb do you live in?

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

Q24. Which social networking sites have you used? (Note: multiple answers allowed)

- Facebook ☐
Bang the table ☐
My space ☐
Twitter ☐
Streetcorner.com.au ☐
Other (please specify) ☐.....
None ☐

Q25a. Have you participated in any volunteer work (Council or general community) over the past 12 months?

Yes ☐ No ☐ (If no, go to Q26)

Q25b. (If yes), what sort of volunteer work did you do?

.....

Q26a. Research database:

From time to time, Randwick Council offers residents the opportunity to participate in specific research projects or consultations, about issues facing the Randwick area. Are you interested in being informed about these?

Yes ☐ No ☐ (If no, go to Q27)

Q26b. (If yes), please advise:

First name:.....

Phone no:

Email address:

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

JUST IN CASE MY SUPERVISOR WISHES TO CHECK ANY OF THESE DETAILS MAY I PLEASE HAVE YOUR FIRST NAME:

First Name:

Record Phone No:

Q27. Is there anything else you would like to say to Council while you are on the phone?

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