



ARMIDALE
Regional Council

Community Satisfaction Survey 2017

- Survey conducted by Jetty Research 20-23 November 2017
- Survey based on a random telephone poll of 407 adult residents (18+) living in the LGA. Cohort represented 77% of population. Respondents former ADC 75% and GSC 25%
- No formal quotas were applied, although a mix of ages, genders and sub-regions were surveyed
- Survey was measured against a baseline survey commissioned by Dept Premier & Cabinet (DPC) and conducted by JWS Research in September 2016

Community Satisfaction Survey 2017

- Age - 60+ (46%), 40-59 (40%) and 18-39 (14%)
- Gender - Female 57% and Male 43%
- Length of time in area – 30+ yrs (45%), 20 to 30 yrs (19%), 10 to 20 yrs (18%) and less than 10 years (18%)
- 30% respondents resided with their partner and children under 16 yrs, 27% lived with a partner and no children and 18% of households surveyed were single person households

Survey Highlights

- Satisfaction with council rose significantly, both overall and in each of the eight (8) measured service areas
- None of the 8 services fell below a “par” mean of 3.0, compared to 6 being at or below this score in 2016
- Rise in satisfaction was driven largely by residents in the former Guyra Shire area

Survey Highlights

- Satisfaction scores were highest in relation to:
 - Recreational facilities, 3.71 compared to 3.25 in 2016
 - Ease of access to services, 3.57 compared to 3.39 in 2016
 - Informing the community, 3.28 compared to 2.99 in 2016
- The “gap” between importance & performance/satisfaction fell across the board. Council is therefore closer to meeting community expectations

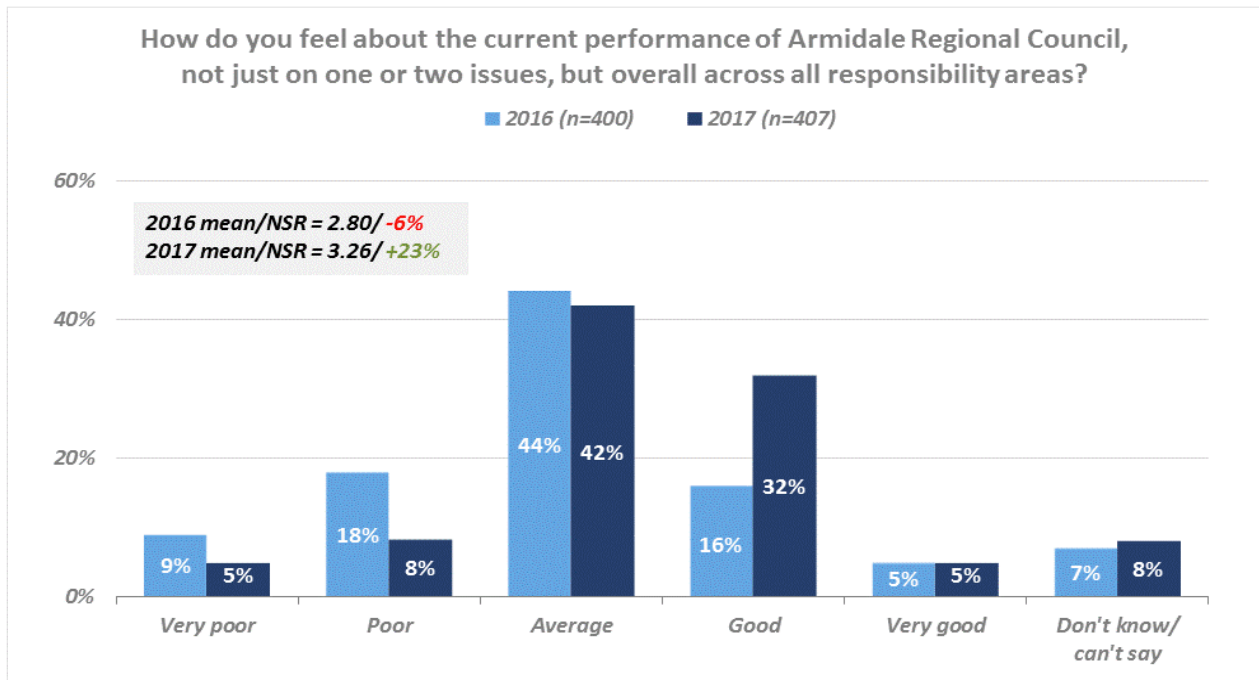
Survey Highlights

- In terms of direct contact, satisfaction rating for customer service was 58% compared to 48% previously
- Awareness of merger was high – Guyra 99% and Armidale Dumaresq 84%

Survey Highlights

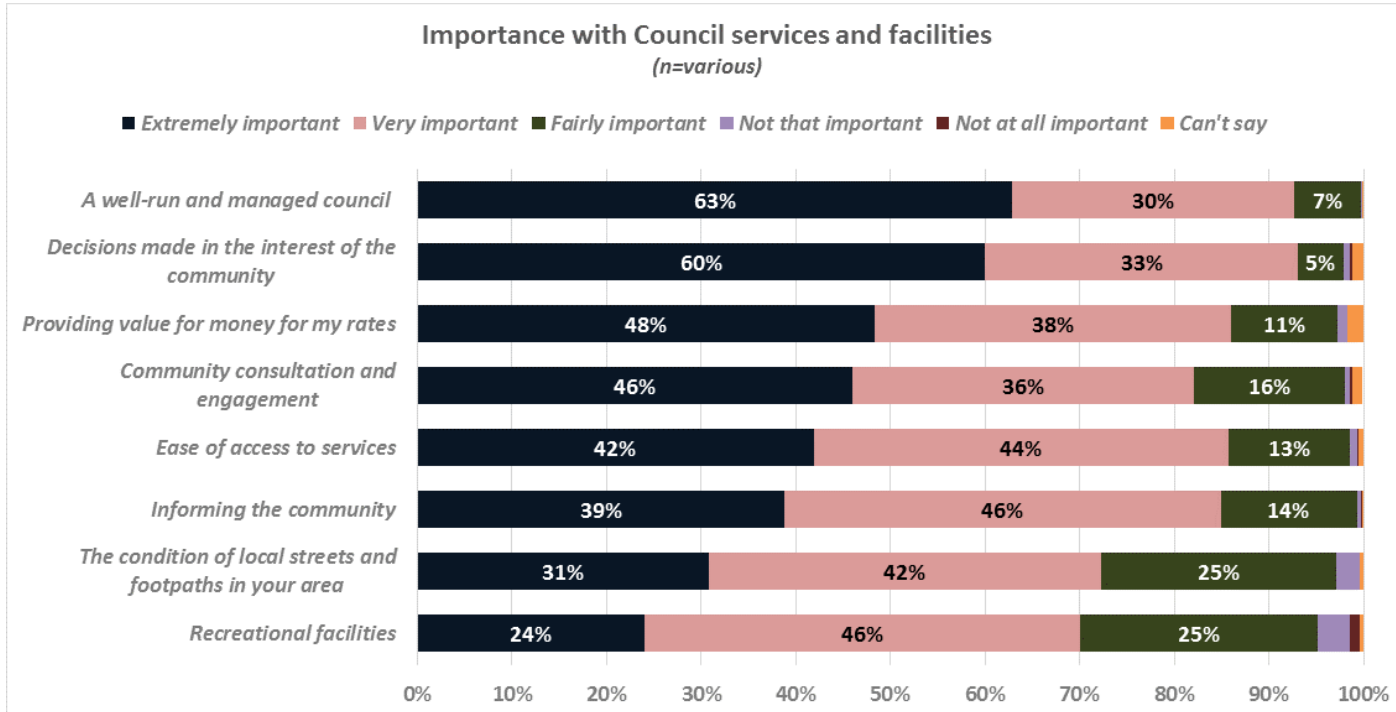
- Major priorities for the future were:
 - Growing local industry and attracting new businesses
 - Improving roads
 - More community consultation and/or engagement
 - Focusing more resources on Guyra and/or regional areas
- Best things about ARC – new Council, quality of customer service/communication & parks, gardens and green areas

Overall Performance of Council

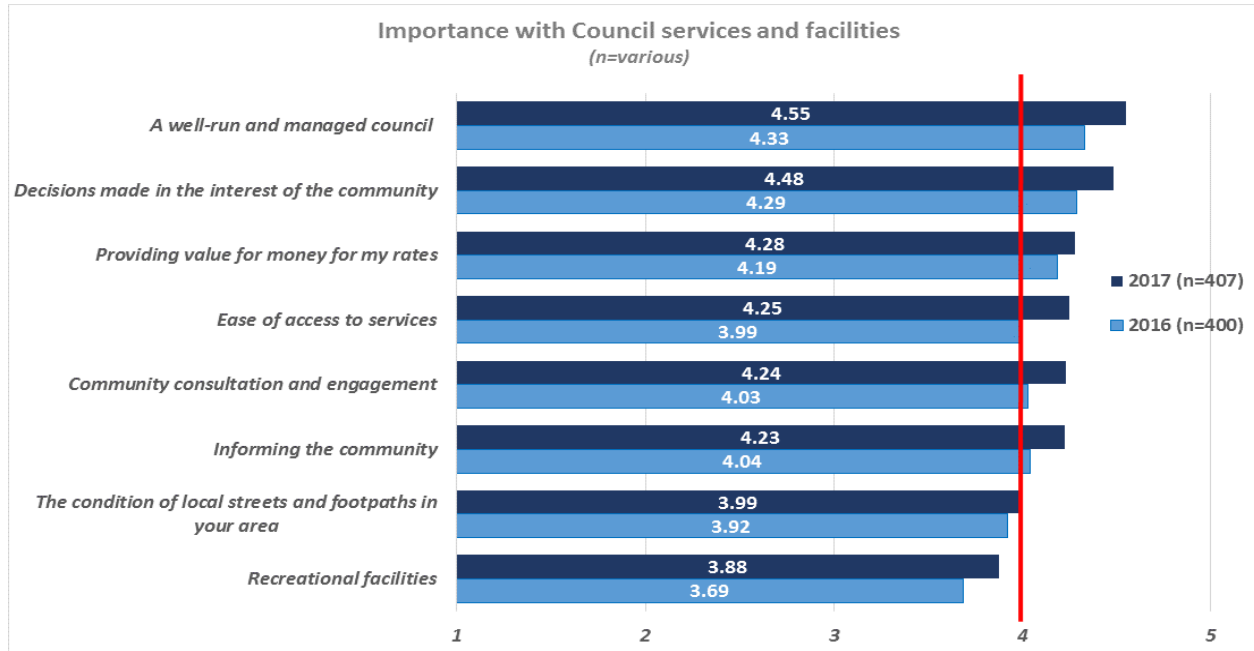


- 37% of residents were satisfied with Council's overall performance compared to 21% in 2016. Conversely 13% rated Council performance as poor/very poor compared to 27% previously
- Average overall satisfaction rose significantly from 2.80 to 3.26
- Net overall satisfaction rose from -6% in 2016 to +23% in 2017 (very good and good % less very poor and poor %)

Importance of key services and facilities



Importance of key services and facilities



- Red line denotes 4.0 out of 5 as the “neutral” importance score, as residents are unlikely to indicate that any of the services and facilities are not important at all
- Average level of importance across the eight services/facilities was 4.24 against 4.05 in 2016, suggesting that perceptions of the importance of services have increased

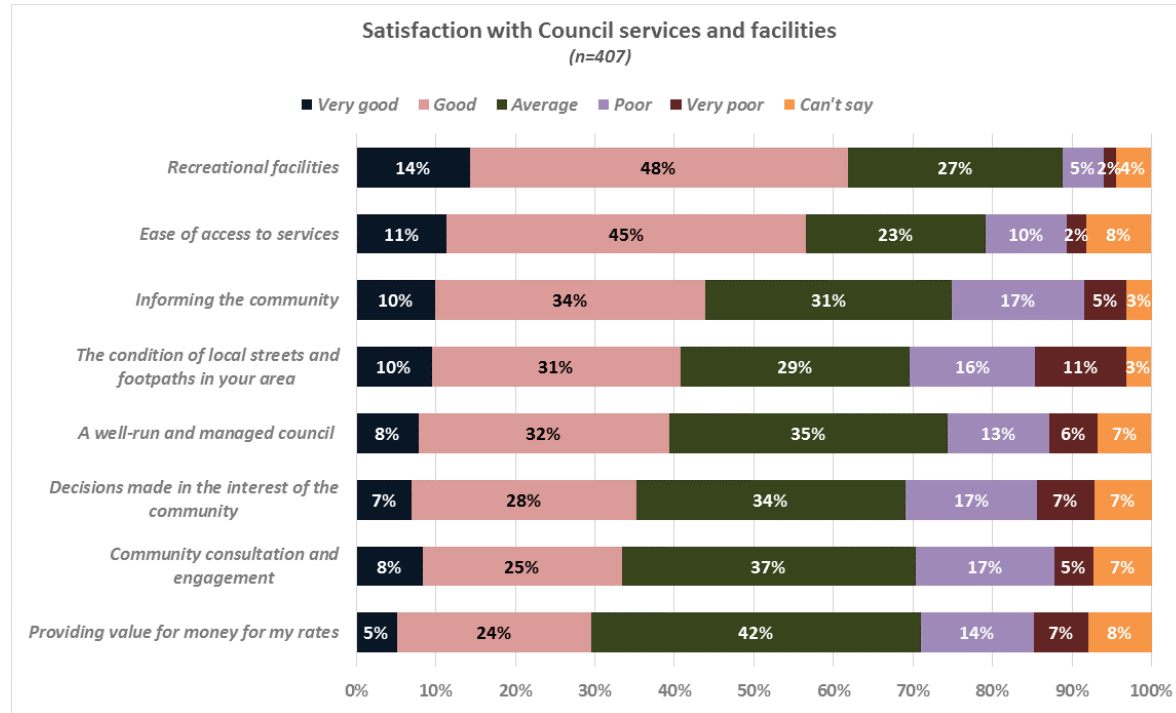
Difference in importance scores over time

- Importance increased across all 8 services and facilities
- Typically, perceptions of importance change in line with lifestyle and demographic changes (eg. as we get older, certain services and facilities will become more important)
- Specifically, those who were aware of the Council merger considered a well-run and managed council (94% vs. 88% of those unaware of the Council merger) and recreational facilities (71% vs. 32%), as being important or extremely important services
- Guyra residents placed higher importance on some services than Armidale residents including: the condition of local streets and footpaths in your area (77% vs. 68%), providing value for money for my rates (92% vs. 84%) and recreational facilities (77% vs. 68%).

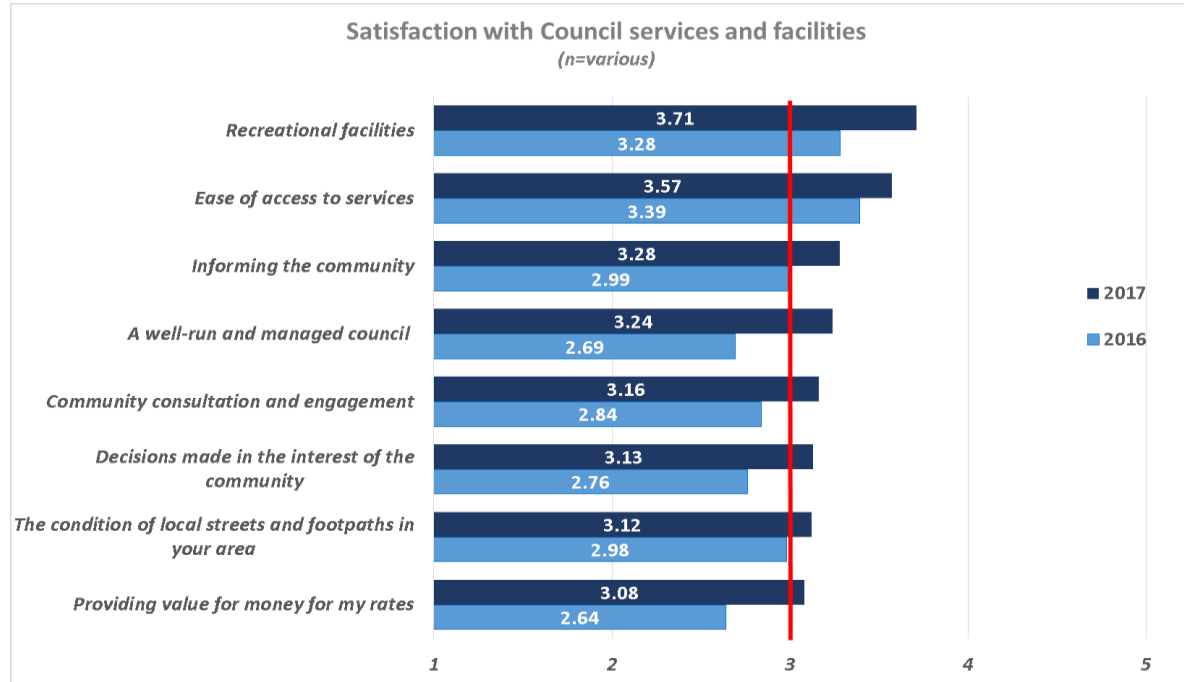
Difference in importance scores over time

Council Service	2016 Importance	2017 Importance	Importance % change
Ease of access to services	3.99	4.25	7%
Community consultation and engagement	4.03	4.24	5%
A well-run and managed council	4.33	4.55	5%
Recreational facilities	3.69	3.88	5%
Informing the community	4.04	4.23	5%
Decisions made in the interest of the community	4.29	4.48	5%
Providing value for money for my rates	4.19	4.28	2%
The condition of local streets and footpaths in your area	3.92	3.99	2%

Satisfaction of key services and facilities



Satisfaction of key services and facilities

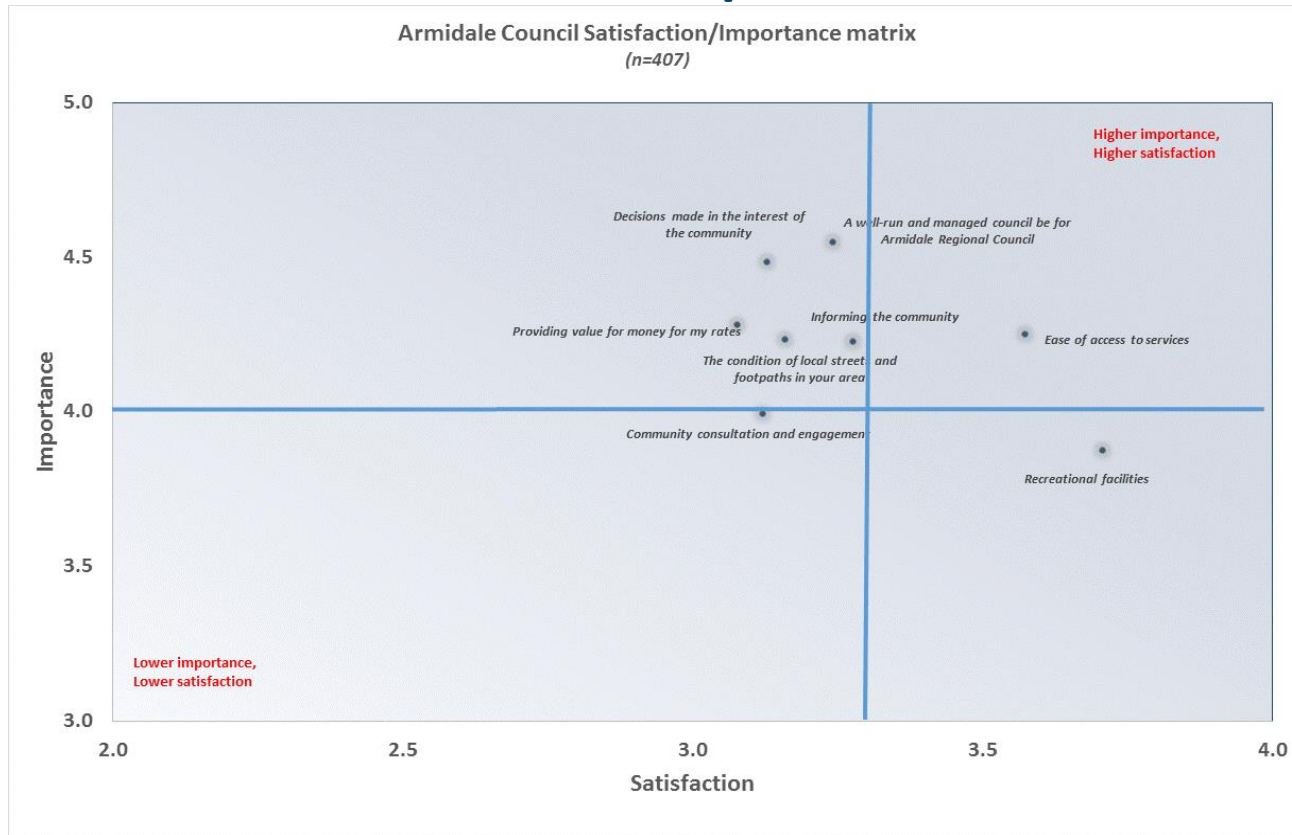


- All eight of the services and facilities scored above the 3.0 “neutral” line compared to just two in 2016
- Satisfaction showed no differences by demographics with the exception of residential location

Difference in satisfaction scores over time

Council Service	2016 satisfaction	2017 satisfaction	Satisfaction % change
A well-run and managed council	2.69	3.24	21%
Providing value for money for my rates	2.64	3.08	17%
Decisions made in the interest of the community	2.76	3.13	13%
Recreational facilities	3.28	3.71	13%
Community consultation and engagement	2.84	3.16	11%
Informing the community	2.99	3.28	10%
Ease of access to services	3.38	3.57	6%
The condition of local streets and footpaths in your area	2.98	3.12	5%
Council's overall performance	2.80	3.26	16%

Satisfaction vs Importance Matrix



Satisfaction vs Importance

- Concentration in the top half highlights the notion that everything is important to residents
- Satisfaction mean scores however are far more widely distributed
- Services in the “Higher importance/Higher satisfaction” (top right) and the “Lower importance/higher satisfaction” quadrants (bottom right) do not need any immediate attention as they meet residents expectations
- Services and facilities in the “Lower importance/Lower satisfaction” (bottom left) are performing below average
- The “Higher importance/Lower satisfaction” quadrant (top left) is the priority in terms of resource allocation. Residents placed a high level of importance on community safety/law & order initiatives and sealed roads.

Gap analysis of facilities and services 2017

Council Service	2017 <i>Satisfaction</i>	2017 <i>Importance</i>	Gap
A well-run and managed council	2.69	4.55	-1.86
Decisions made in the interest of the community	2.76	4.48	-1.72
Providing value for money for my rates	2.64	4.28	-1.64
Community consultation and engagement	2.84	4.24	-1.40
Informing the community	2.99	4.23	-1.24
The condition of local streets and footpaths in your area	2.98	3.99	-1.01
Ease of access to services	3.38	4.25	-0.87
Recreational facilities	3.28	3.88	-0.60

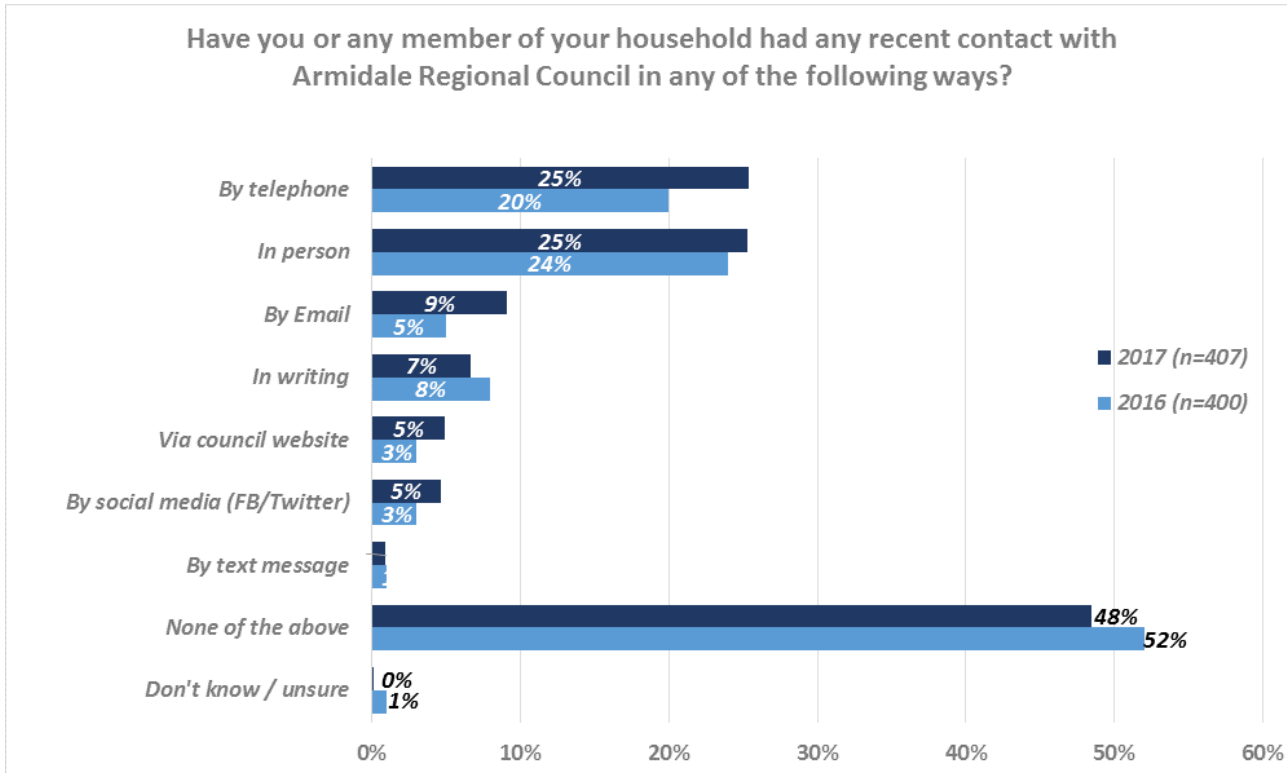
- In all cases Importance outweighs Satisfaction

Gap analysis of facilities and services over time

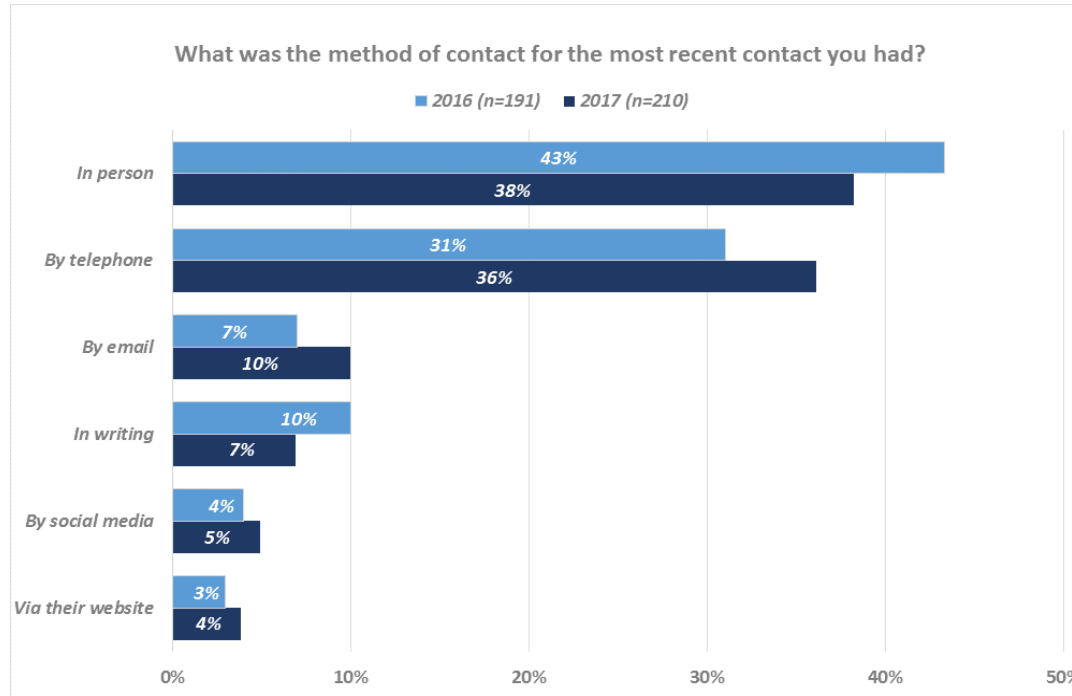
Council Service	2016 Gap	2017 Gap	Gap % change
A well-run and managed council	-1.30	-1.01	Much better
Recreational facilities	-0.81	-0.71	Much better
The condition of local streets and footpaths in your area	-1.30	-1.21	Better
Decisions made in the interest of the community	-1.39	-1.16	Better
Community consultation and engagement	-1.57	-1.42	Better
Informing the community	-0.41	-0.17	Better
Providing value for money for my rates	-0.94	-0.87	Better
Ease of access to services	-1.20	-1.07	No change

- Council is closer to meeting community expectations in 2017 than it was in 2016

Contact with council in past 6 months

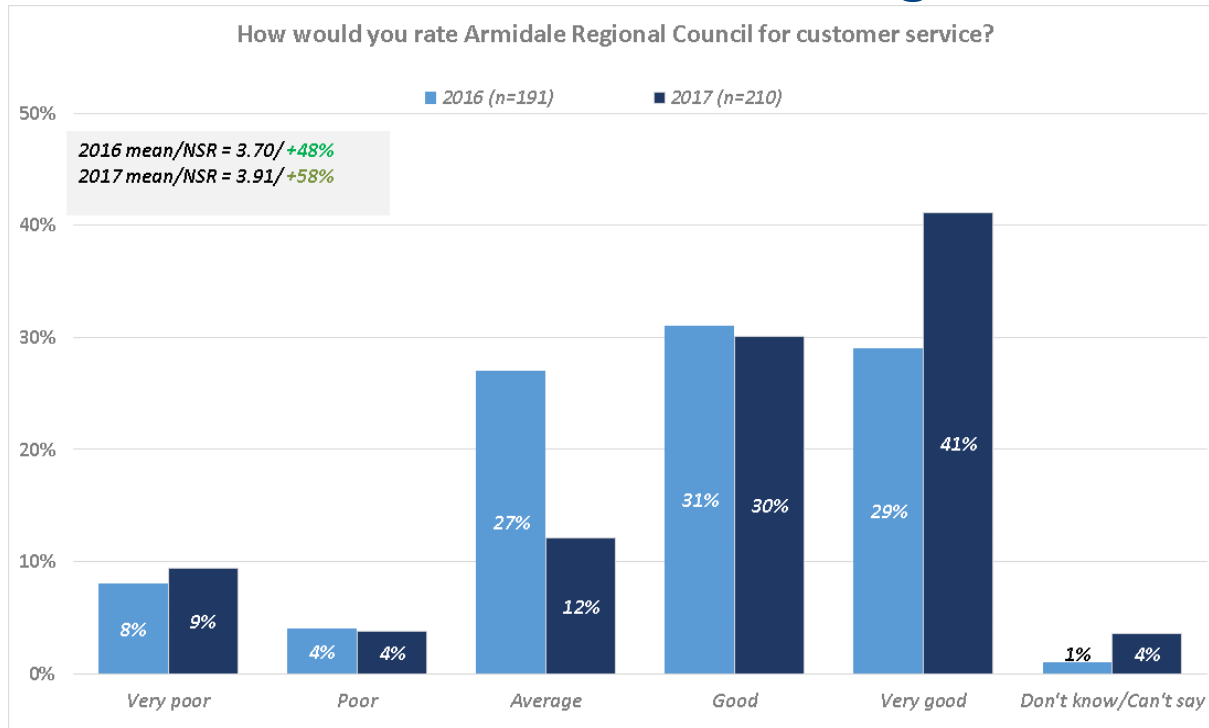


Most recent contact with council



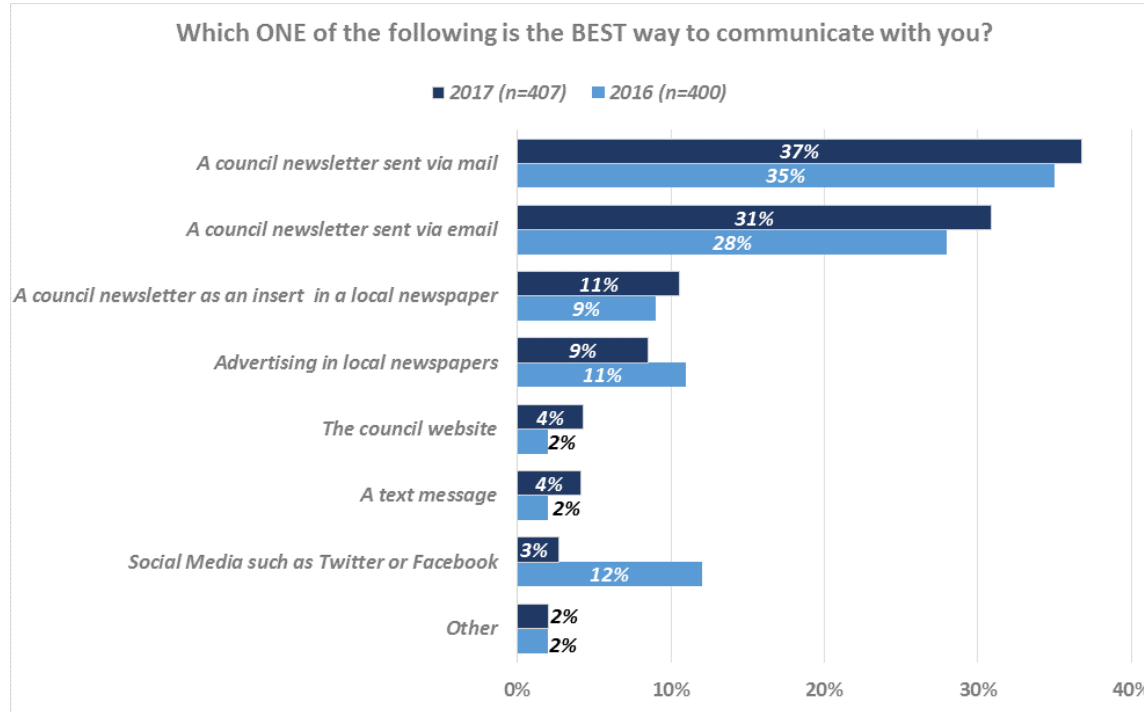
- Males were more likely to contact council in person – 25% compared with 15% females
- Armidale residents contact by telephone was 22% compared to Guyra residents 10%

Customer service rating



- Seven in ten residents rated customer service as either very good or good

Best way for council to communicate



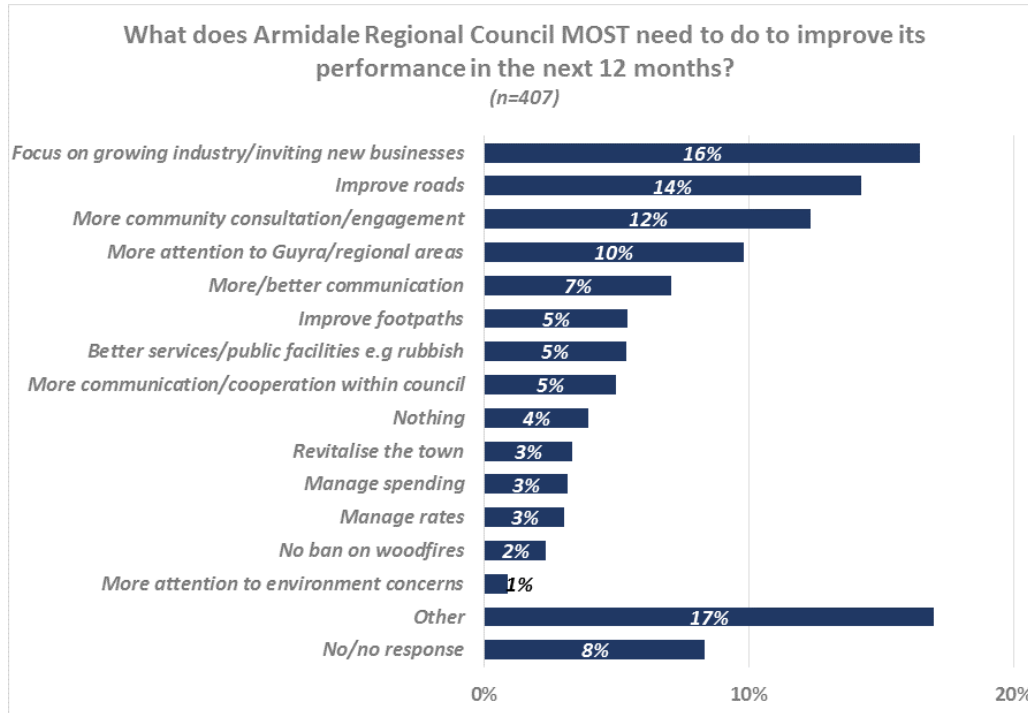
Best way for council to communicate

- Newsletters remained the preferable method of contact at 68%

Those aged 40-59 had a higher preference for council newsletters sent by mail (49% vs. 17% of those aged 18-39 years) while those aged 60 years or older were more likely to prefer council newsletters as an insert in a local newspaper (19% vs. 10% of those aged 40-59 years and 10% of those aged 18-39 years)

- Social Media was less mentioned as a contact method in 2017 (3% vs. 12% in 2016). Females were more likely to mention Social Media than males (5% vs. 0%)
- Those residing in Guyra were more likely to prefer council newsletters in a local newspaper than those residing in Armidale (26% vs. 6%) while Armidale residents were more likely to prefer the newsletter to be distributed by email (37%, vs. 14% of Guyra residents).

What does council need to do to improve its performance



What is the One Best thing about ARC

