Byron Shire Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: August 2016

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Background and Methodology

Background and Methodology

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

- Current community priority issues
- Satisfaction with Council's performance overall
- Drivers of community satisfaction
- Importance and satisfaction with Council provided services and facilities
- Relative importance of Council provided services and facilities
- Satisfaction with customer service levels from Council staff

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

Questionnaire

Micromex Research, together with Byron Shire, developed the questionnaire.

A copy of the questionnaire is provided in the appendix.

Data collection

The survey was conducted during the period 13th July – 21st July 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Byron Shire Government Area.

Sample selection and error

A total of 404 resident interviews was completed. Respondents were selected by means of a computer based random selection process using the electronic White Pages. 369 of the 404 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 35 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Byron Shire LGA, i.e. Mullum Farmers Market, Farmers Market at Bangalow and Byron Bay Woolworths.

A sample size of 404 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=404 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%.

For the survey under discussion the greatest margin of error is 4.9%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

The sample was weighted by age and gender to reflect the 2011 ABS census data for Byron Shire Council LGA.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, or having an immediate family member working for Byron Shire.

Data analysis

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

Ratings questions

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

This scale allowed us to identify different levels of importance and satisfaction across respondents.

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

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

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 (sampling error).

In addition, non-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 both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Byron Shire, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.
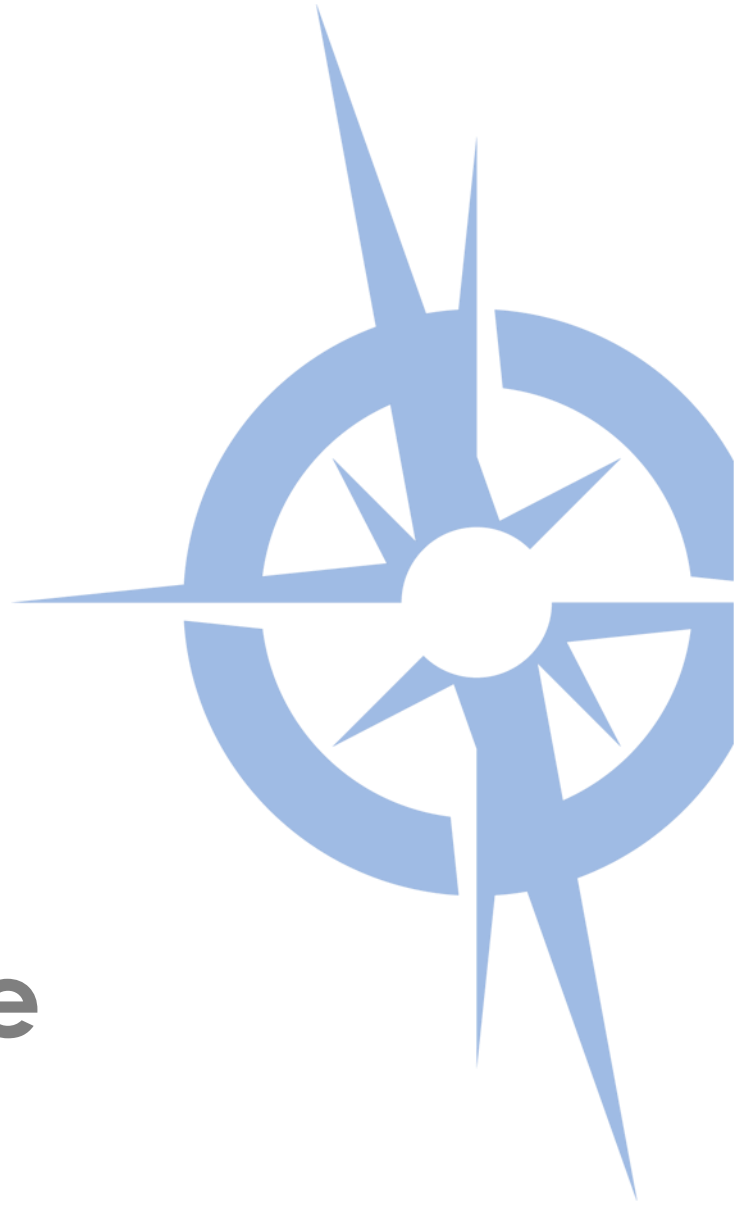
Sample Profile

Sample Profile

Gender

Male	48%
Female	52%

Age

18-34	20%
35-49	30%
50-64	33%
65+	17%

Operation of home based business

Yes	31%
No	69%

Area lived in

Byron Bay/Suffolk Park	30%
Mullumbimby	22%
Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	20%
Rural/Other	18%
Bangalow	10%
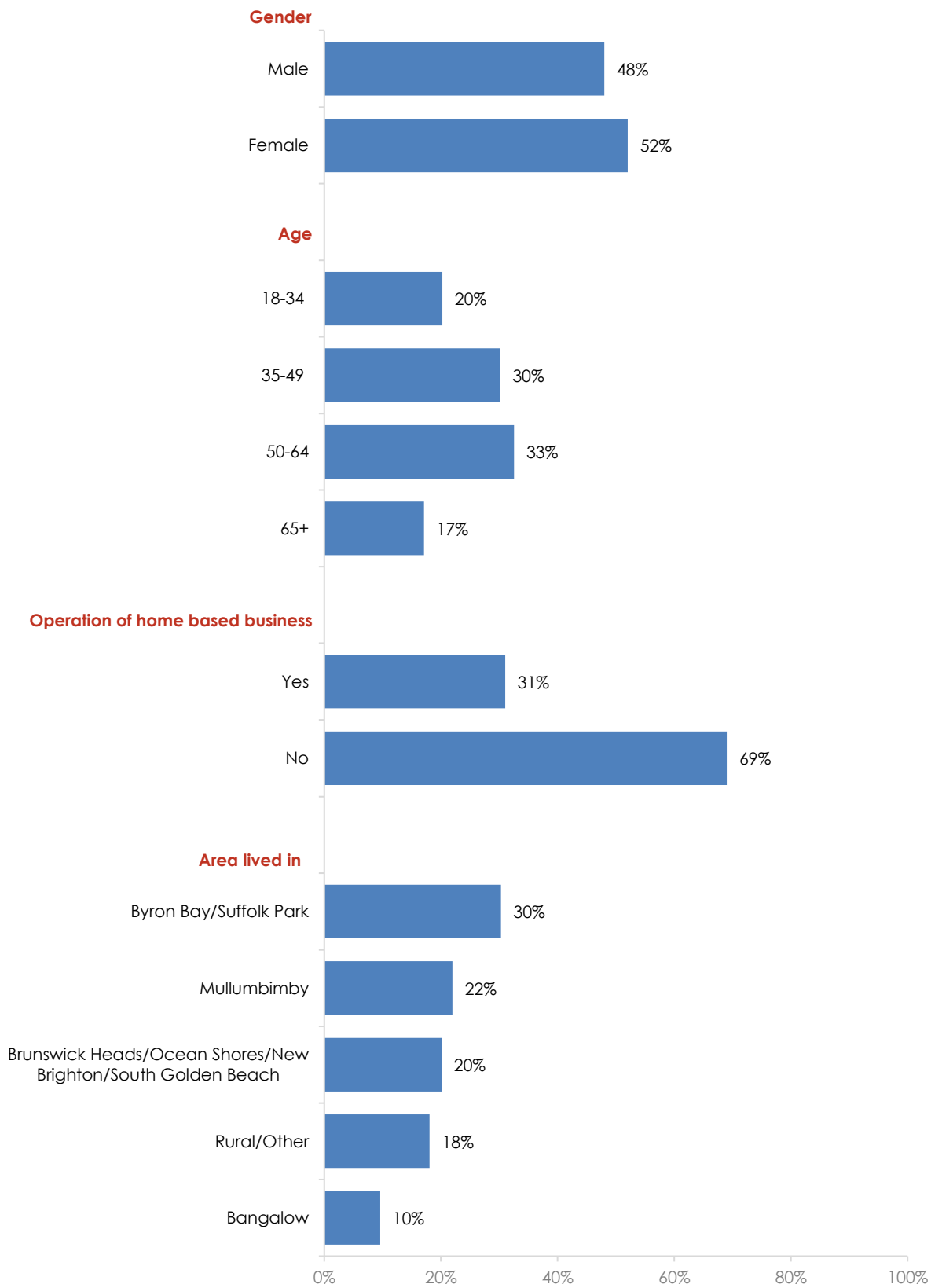
Base: N = 404

A sample size of 404 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of Byron Shire.

Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

Overall, 69% of residents were at least 'somewhat satisfied' with Council's performance. Despite being consistent with 2013, satisfaction is lower than the Micromex Benchmarks for regional councils.

Q7. *Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?*

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Mean ratings	2.91	3.07	2.82	3.00	3.06	2.89	2.82	2.96

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Byron Shire 2016
Mean ratings	3.45↑	3.22↑	3.31↑	2.91↓

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

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

Scale chart:

- Very satisfied: 3% (2016), 5% (2013)
- Satisfied: 28% (2016), 31% (2013)
- Somewhat satisfied: 38% (2016), 36% (2013)
- Not very satisfied: 19% (2016), 21% (2013)
- Not at all satisfied: 12% (2016), 7% (2013)

■ 2016 N = 404   ■ 2013 N = 400

Key Findings

Overview (Valued Aspects of the Byron Shire Local Government Area)

Summary

Amongst the most valued aspects of living in the area were;

- Natural environment/beautiful location (28%)
- The lifestyle/atmosphere (i.e. relaxed, peaceful, quiet) (14%)
- Strong sense of community/community spirit (12%)

Q5.   *What do you value most about living in the Byron Shire Local Government Area?*

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.
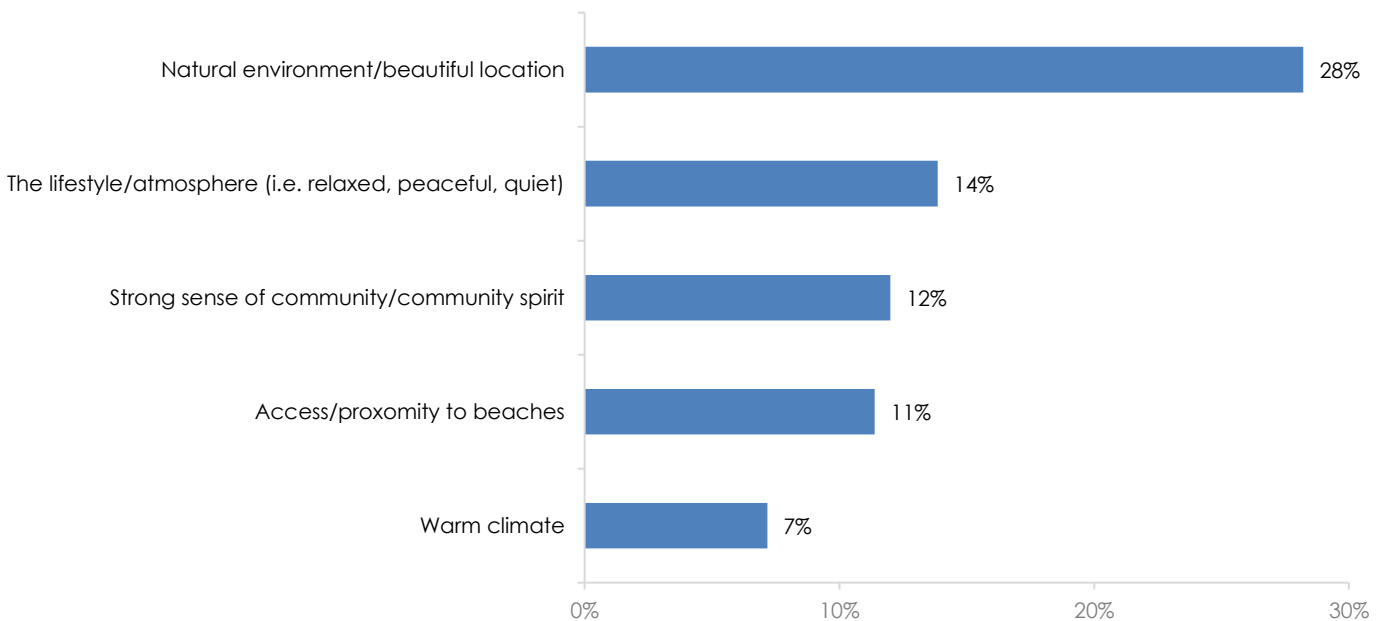
Base: N = 404

Key Findings

Overview (Priority Issues for the Byron Shire Local Government Area)

Summary

18% of residents consider 'Managing population growth' to be the key priority issue for the Byron Shire LGA. This was closely followed by 'Affordable housing' (16%) and 'Condition and maintenance of roads' (15%).

Q6.   *Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?*

Word Frequency Tagging

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

Base: N = 404

Key Findings

Comparison to LGA Benchmarks

None of the 27 comparable measures, were rated above the benchmark threshold of 0.15.

22 of the measures were rated lower than the benchmark threshold of -0.15.

Service/Facility	Byron Shire Satisfaction Scores	Benchmark Variances
Recycling	4.01	0.11
Community halls	3.75	0.09
Garbage collection	4.10	0.01
Libraries	4.04	-0.10
Community consultation/engagement	2.86	-0.12
Environmental and sustainability initiatives	3.16	-0.21▼
Stormwater drainage	3.08	-0.23▼
Youth services	2.92	-0.25▼
Footpaths	2.77	-0.28▼
Quality of town centre and public spaces	3.04	-0.31▼
Council provision of information	3.01	-0.33▼
Disability access	3.01	-0.37▼
Festival and event management	3.42	-0.38▼
Long term planning	2.68	-0.39▼
Sporting facilities	3.35	-0.39▼
Swimming pools	3.31	-0.39▼
Crime prevention and safety initiatives	3.09	-0.39▼
Opportunities to participate in Council decision making	2.55	-0.43▼
Aged services	3.08	-0.47▼
Parking	2.50	-0.51▼
Financial management	2.60	-0.52▼
Economic development	2.67	-0.55▼
Parks	3.17	-0.57▼
Vegetation and weed management	2.92	-0.64▼
Public toilets	2.39	-0.74▼
Bikeways and bicycle facilities	2.45	-0.77▼
Local roads - overall	1.75	-1.05▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2013, there were significant **increases** in residents' levels of **importance** with 6 of the comparable 38 services and facilities provided by Council, These were:

	2016	2013
Quality of town centre and public spaces	4.37	4.19
Parking	4.42	4.25
Opportunities to participate in Council decision making	4.17	3.86
Coastline management	4.55	4.34
Council provision of information	4.40	4.14
Community consultation/engagement	4.43	4.18

There were significant **decreases** in residents' levels of importance with 3 of the comparable 38 services and facilities provided by Council, These were:

	2016	2013
Sporting facilities	3.17	3.44
Childcare services	3.06	3.45
Sewage management services	3.99	4.24

Key Satisfaction Trends

There were significant **increases** in residents' levels of **satisfaction** for 5 of the comparable 38 services and facilities provided by Council, including:

	2016	2013
Sporting facilities	3.35	2.87
Public toilets	2.39	2.15
Crime prevention and safety initiatives	3.09	2.73
Recycling	4.01	3.73
Tourism management	3.10	2.85

Over the same period there was a decline in residents' levels of **satisfaction** with 1 of the comparable 38 services and facilities provided by Council, this was:

	2016	2013
Coastline management	2.73	2.98

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

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

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

1.   Identify and understand the hierarchy of community priorities

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

Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Byron Shire and the expectation of the community for that service/facility.

In the table on the following page, we can see the 38 services and facilities that residents rated by importance and then by satisfaction.

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

For example, 'Tourism management' was given an importance score of 4.09, which indicates that it is considered an area of 'high' importance by residents. At the same time it was given a satisfaction score of 3.10, which indicates that residents have a 'moderate' level of satisfaction with Byron Shire's performance and focus on that measure.

In the case of a performance gap such as for 'Libraries' (3.89 importance vs. 4.04 satisfaction), we can identify that the facility/service has 'moderately high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.

Key Findings

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

Performance Gap Ranking

Ranking 2013	Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Local roads - overall	4.74	1.75	2.99
5	2	Affordable housing	4.20	1.96	2.24
2	3	Public transport	4.08	1.98	2.10
5	4	Long term planning	4.68	2.68	2.00
7	5	Parking	4.42	2.50	1.92
3	6	Public toilets	4.29	2.39	1.90
8	7	Management of development	4.38	2.51	1.87
13	8	Coastline management	4.55	2.73	1.82
4	9	Financial management	4.38	2.60	1.78
18	10	Opportunities to participate in Council decision making	4.17	2.55	1.62
19	11	Community consultation/engagement	4.43	2.86	1.57
11	12	Bikeways and bicycle facilities	3.99	2.45	1.54
10	13	Footpaths	4.20	2.77	1.43
12	13	Economic development	4.09	2.67	1.42
21	15	Council provision of information	4.40	3.01	1.39
16	16	Vegetation and weed management	4.29	2.92	1.37
17	17	Environmental and sustainability initiatives	4.51	3.16	1.35
14	18	Quality of town centre and public spaces	4.37	3.04	1.33
8	19▲	Crime prevention and safety initiatives	4.28	3.09	1.19
23	20	Disability access	4.16	3.01	1.15
25	21	Relationship with Indigenous residents	4.08	3.01	1.07
15	22	Tourism management	4.09	3.10	0.99
21	23	Stormwater drainage	4.05	3.08	0.97
26	24	Support for volunteers	4.32	3.37	0.95
27	25	Aged services	4.01	3.08	0.93
20	26	Parks	4.05	3.17	0.88
28	27	Youth services	3.66	2.92	0.74
24	28	Recycling	4.68	4.01	0.67
30	29	Garbage collection	4.55	4.10	0.45
29	30	Festival and event management	3.85	3.42	0.43
33	31	Sewage management services	3.99	3.73	0.26
32	32	Swimming pools	3.56	3.31	0.25
33	33	Water supply	4.19	4.03	0.16
35	34	Community halls	3.86	3.75	0.11
38	35	Dog exercise areas	3.08	3.16	-0.08
37	36	Libraries	3.89	4.04	-0.15
31	37	Sporting facilities	3.17	3.35	-0.18
36	38	Childcare services	3.06	3.33	-0.27

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

▲▼ = significantly positive/negative shift in ranking (2016 compared to 2013)

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 1.75 and 2.73, which indicates that resident satisfaction for these measures is 'very low' to 'moderately low'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Local roads - overall	4.74	1.75	2.99
2	Affordable housing	4.20	1.96	2.24
3	Public transport	4.08	1.98	2.10
4	Long term planning	4.68	2.68	2.00
5	Parking	4.42	2.50	1.92
6	Public toilets	4.29	2.39	1.90
7	Management of development	4.38	2.51	1.87
8	Coastline management	4.55	2.73	1.82
9	Financial management	4.38	2.60	1.78

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

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

Key Findings

**Quadrant Analysis**

Step 2.   Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.13 and the average rated satisfaction score was 3.01. Therefore, any facility or service that received a mean stated importance score of ≥ 4.13 would be plotted in the higher importance section and, conversely, any that scored < 4.13 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.01. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction
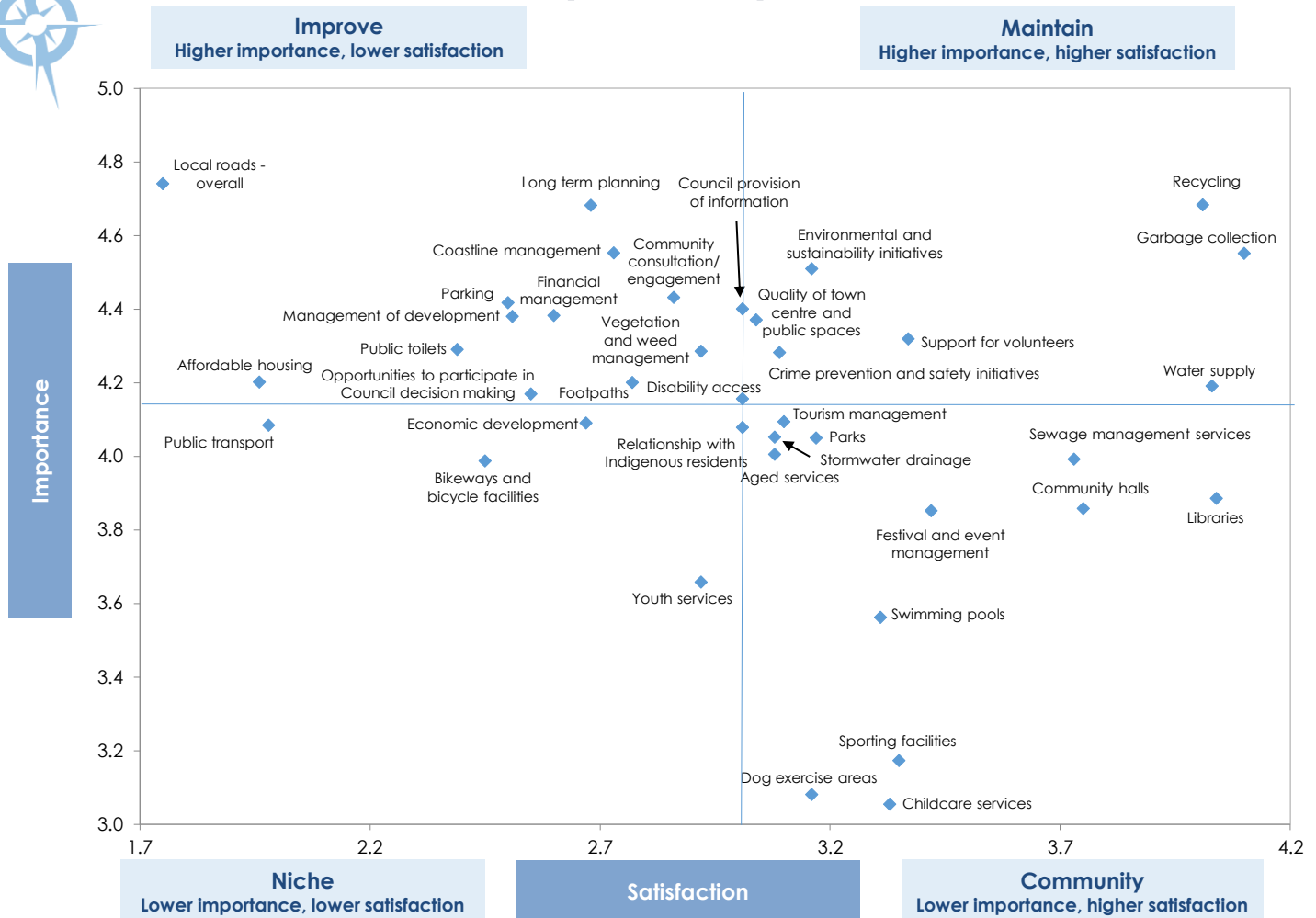
Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'Recycling', 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 'Local roads - overall' 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 'Bikeways and bicycle facilities', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY,** such as 'Childcare services', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

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 'Local roads - overall', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how Byron Shire <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

The Shapley Value Regression

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

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

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'.
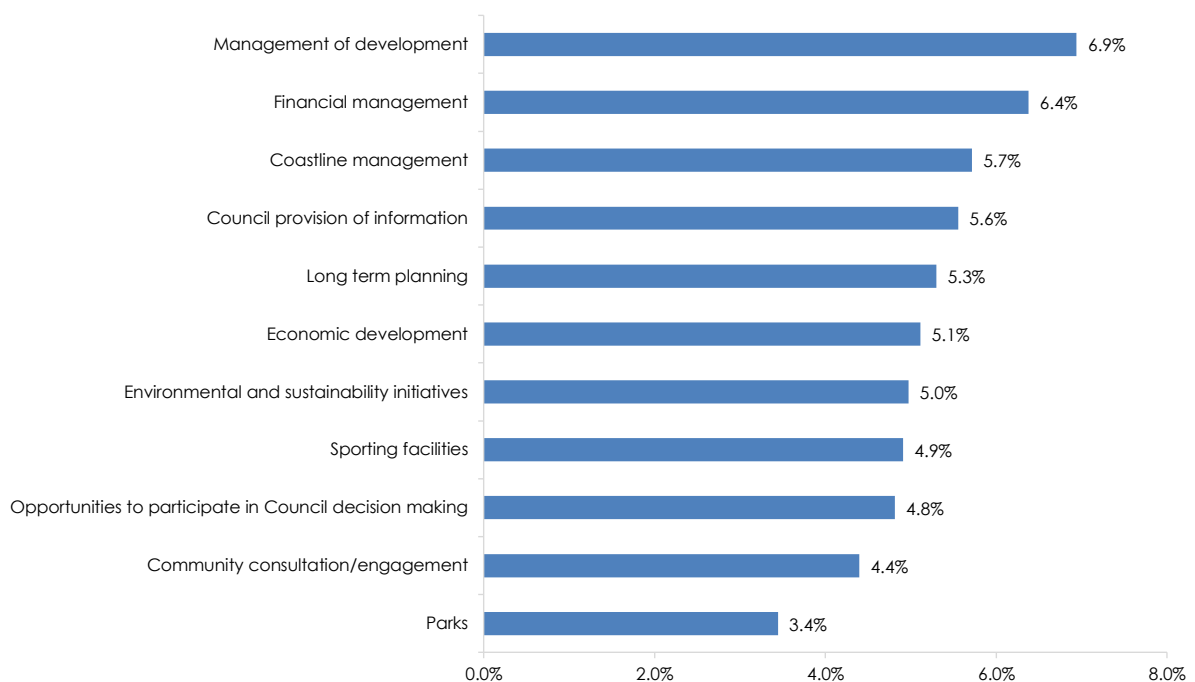
Key Findings

Key Drivers of Satisfaction with Byron Shire

The results in the chart below provide Byron Shire with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 11 services/facilities account for almost 60% of overall satisfaction with Council. This indicates that the remaining 27 attributes we obtained measures on have only a limited impact on the community's satisfaction with Byron Shire's performance. Therefore, whilst all 38 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 11 Indicators Contribute to Almost 60% of Overall Satisfaction with Council

Indicator	Percentage
Management of development	6.9%
Financial management	6.4%
Coastline management	5.7%
Council provision of information	5.6%
Long term planning	5.3%
Economic development	5.1%
Environmental and sustainability initiatives	5.0%
Sporting facilities	4.9%
Opportunities to participate in Council decision making	4.8%
Community consultation/engagement	4.4%
Parks	3.4%

The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 11 services/facilities are the key community priorities and by addressing these, Byron Shire will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'Parks' contributes 3.4% towards overall satisfaction, while 'Management of development' (6.9%) is a far stronger driver, contributing twice as much to overall satisfaction with Council.

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance we can see it is apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate' satisfaction regions of the chart. If Byron Shire can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas
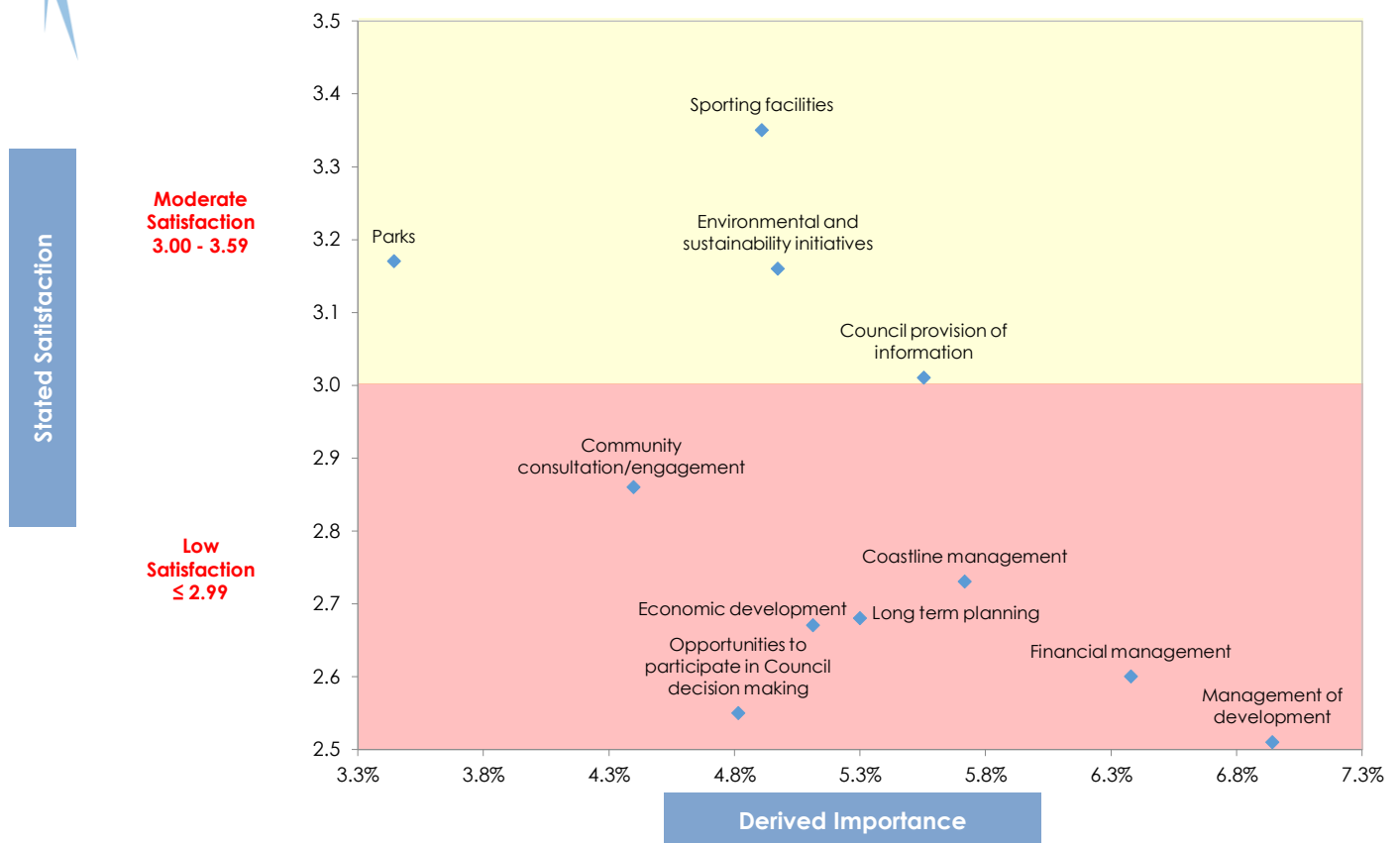
This analysis indicates that areas such as 'Parks', 'Sporting facilities', 'Environmental and sustainability initiatives' and 'Council provision of information' could possibly be targeted for optimisation.

Furthermore, areas such as as 'Community engagement', 'Coastline management', 'Long term planning', 'Economic development', 'Financial management', 'Opportunities to participate in Council decision making' and 'Management of development' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.
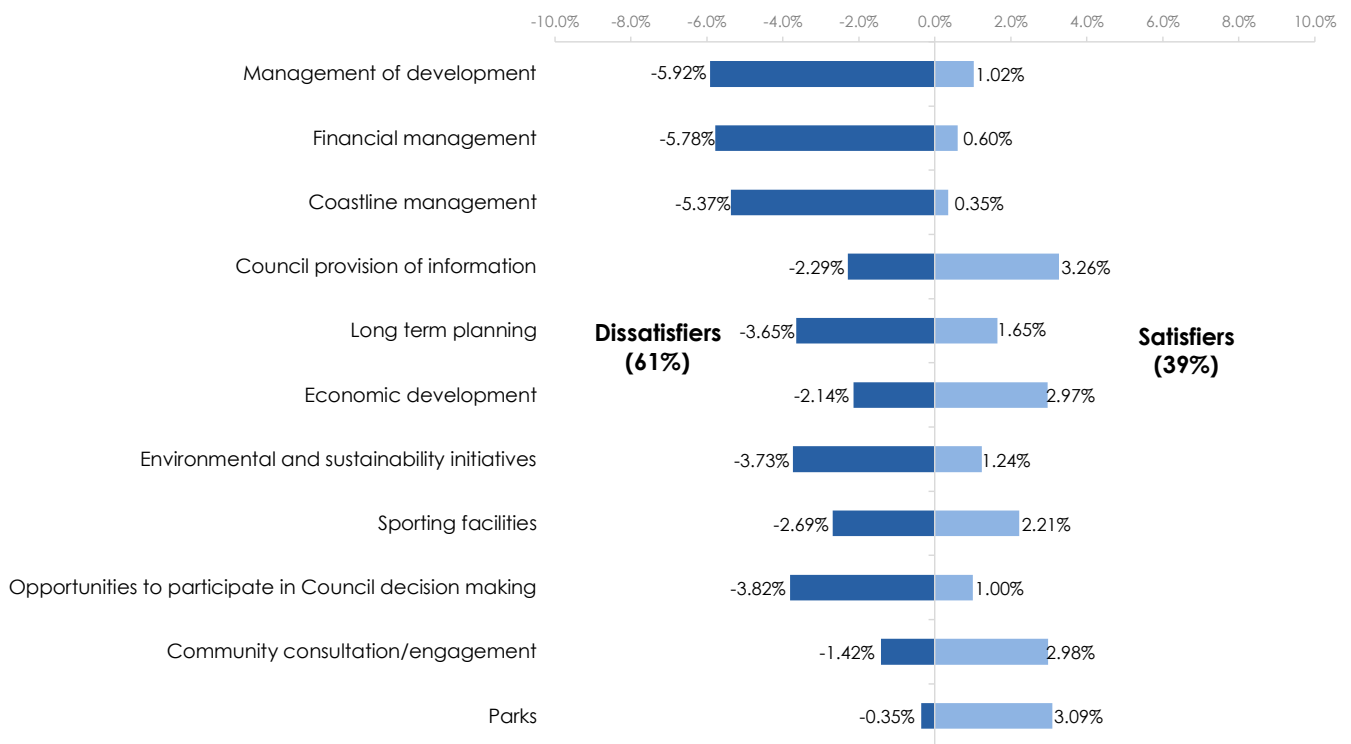
Key Findings

Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers

Driver	Dissatisfiers (61%)	Satisfiers (39%)
Management of development	-5.92%	1.02%
Financial management	-5.78%	0.60%
Coastline management	-5.37%	0.35%
Council provision of information	-2.29%	3.26%
Long term planning	-3.65%	1.65%
Economic development	-2.14%	2.97%
Environmental and sustainability initiatives	-3.73%	1.24%
Sporting facilities	-2.69%	2.21%
Opportunities to participate in Council decision making	-3.82%	1.00%
Community consultation/engagement	-1.42%	2.98%
Parks	-0.35%	3.09%

Different levers address the different levels of satisfaction across the community

Key Findings

Key Service Areas' Contribution to Overall Satisfaction

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

## Contribution to Overall Satisfaction with Council's Performance
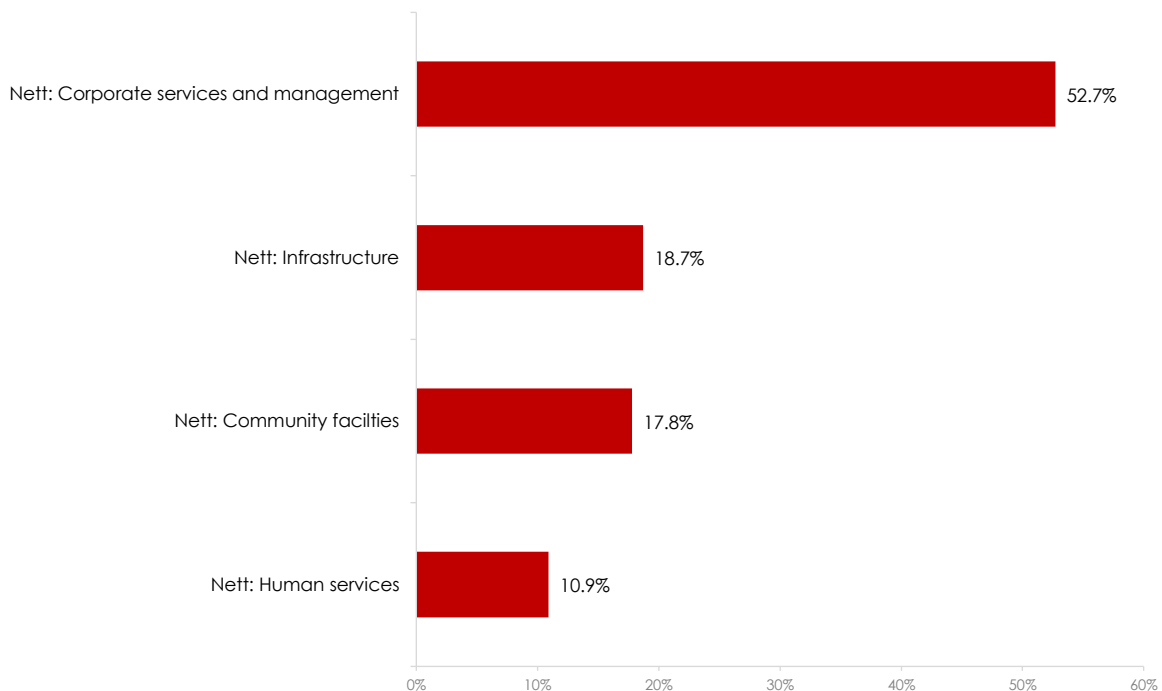
'Corporate services and management' (53%) is the key contributor toward overall satisfaction with Council's performance.

The services and facilities grouped under this banner include:
- Opportunities to participate in Council decision making
- Management of development
- Economic development
- Vegetation and weed management
- Tourism management
- Coastline management
- Financial management
- Festival and event management
- Environmental and sustainability initiatives
- Long term planning
- Council provision of information
- Community consultation/engagement

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Corporate services and management' are stronger drivers of resident satisfaction.
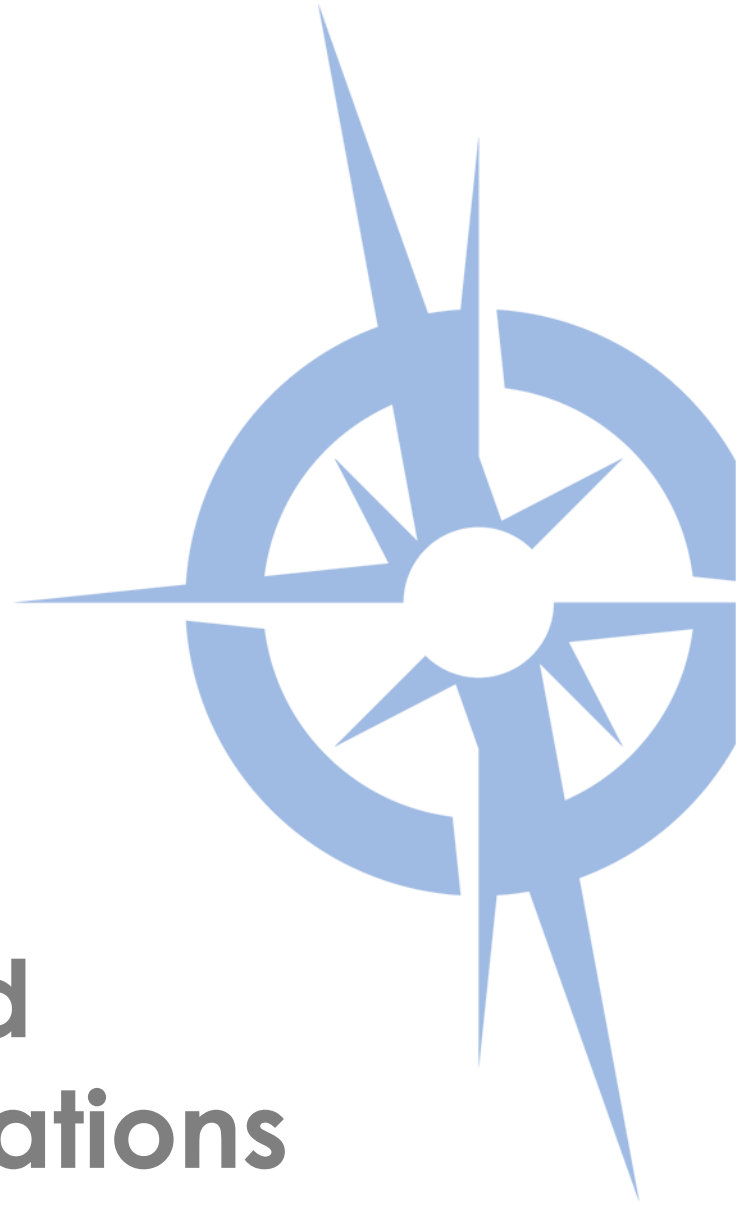
Summary and Recommendations

Summary

Summary

As was observed in 2013 the local community most value the natural environment and the lifestyle/atmosphere of the LGA. It remains clear that they see the future challenges of population growth/visitation and the requisite infrastructural need as the key priorities for the shire.

We have observed significant increases in stated importance for 6 of the 38 service areas and 5 significant increases in resident satisfaction with 69% of residents at least 'somewhat satisfied' with the overall performance of Council.

However, the big picture perspective indicates that 16 of the 38 service areas are providing a less than moderate level of satisfaction. Specifically:

- Local roads - overall
- Affordable housing
- Public transport
- Long term planning
- Parking
- Public toilets
- Management of development
- Coastline management
- Financial management
- Opportunities to participate in Council decision making
- Community consultation/engagement
- Bikeways and bicycle facilities
- Footpaths
- Economic development
- Vegetation and weed management
- Youth services

When we look at the Shapley Regression Analysis – which looks for the underlying drivers of overall satisfaction that residents may not be able to articulate – the key areas for Council to focus on include:

- ***Community engagement***: Attributes such as 'Council provision of information', 'Community consultation/engagement, and 'Opportunities to participate in Council decision making' were all key drivers of overall satisfaction.

- ***Council's vision for the future***: As identified by 'Management of development', 'Financial management','Economic development'and 'Long term planning'.

- ***Sustaining the local environment***: As identified by 'Coastline management' and 'Environmental and sustainability initiatives'.

- ***Provision of facilities***: As identified by 'Sporting facilities' ' and 'Parks'

Further, when we explored satisfaction versus priority and investment across 12 asset classes, it was clear that residents want to see an increased investment to address the infrastructural shortcomings of the local area.

Section A – Priority, Satisfaction and Investment

Summary of Results

Summary

'Rural roads – sealed' and 'Public toilets' are the highest priorities for residents. This correlates with amount of investment residents believe should be allocated to these assets which received the highest investment scores.

Satisfaction ratings for all of these council assests range from 'low' to 'moderate', highlighting an opportunity for Council to improve the performance of these assets.

Noteably, although 'Rural roads – unsealed' were deemed less of a priority by residents overall, this asset received the second lowest satisfaction rating and the second highest investment score.

Q2.   *Thinking of the following types of council assets, for each of these could you please indicate which of the following assets are a priority for you, how satisfied you are with the performance of that asset, and whether Council should invest less, the same, or more than they currently spend/resource for each.*

Asset	Priority	Satisfaction	Investment
Rural roads - sealed	83%	2.22	0.78
Public toilets	83%	2.39	0.64
Urban roads - sealed	80%	2.70	0.66
Parks	80%	3.17	0.49
Town centre and public spaces	79%	3.04	0.42
Parking	77%	2.50	0.36
Footpaths	75%	2.77	0.45
Stormwater drainage	72%	3.08	0.43
Bikeways and bicycle facilities	70%	2.45	0.46
Rural roads - unsealed	62%	2.29	0.68
Bridges	58%	3.22	0.33
Sporting facilities	50%	3.35	0.14

Scale: Satisfaction 1 = not at all satisfied, 5 = very satisfied
        Investment -1 = less investment, +1 = more investment

Note: Assets are sorted on priority

Mapping Priority, Satisfaction and Investment

An explanation

The following chart is a 3 dimensional mapping of the 12 Council assets that residents were asked to rate as a priority, their satisfaction with these areas, and the level of investment they wish Council to expend on each.

Priority is mapped to the 'y axis', and satisfaction to the 'x axis'. The size of the bubble indicates the level of investment that residents would like spent in each area. This investment mean is also used to colour code the measures into three investment groups:

- 'Gold' investment (significantly above the average desired investment)
- 'Silver' investment (within standard error of the average desired investment)
- 'Bronze' investment (significantly below the average desired investment)

Summary

As expected, assets considered to be high priorities generally received lower satisfaction scores and require more investment, e.g. 'Rural roads - sealed' and 'Public toilets'. Conversely, services and facilities low in priority and high in satisfaction require less investment, e.g. 'Sporting facilities' and 'Bridges'.

 'Parking' seemed to be an exception. This is middle of the range in terms of priority with a 'moderately low' satisfaction rating yet it was not considered an area where Council should expend more money.

Q2.   *Thinking of the following types of council assets, for each of these could you please indicate which of the following assets are a priority for you, how satisfied you are with the performance of that asset, and whether Council should invest less, the same, or more than they currently spend/resource for each.*

Priority, Satisfaction & Investment
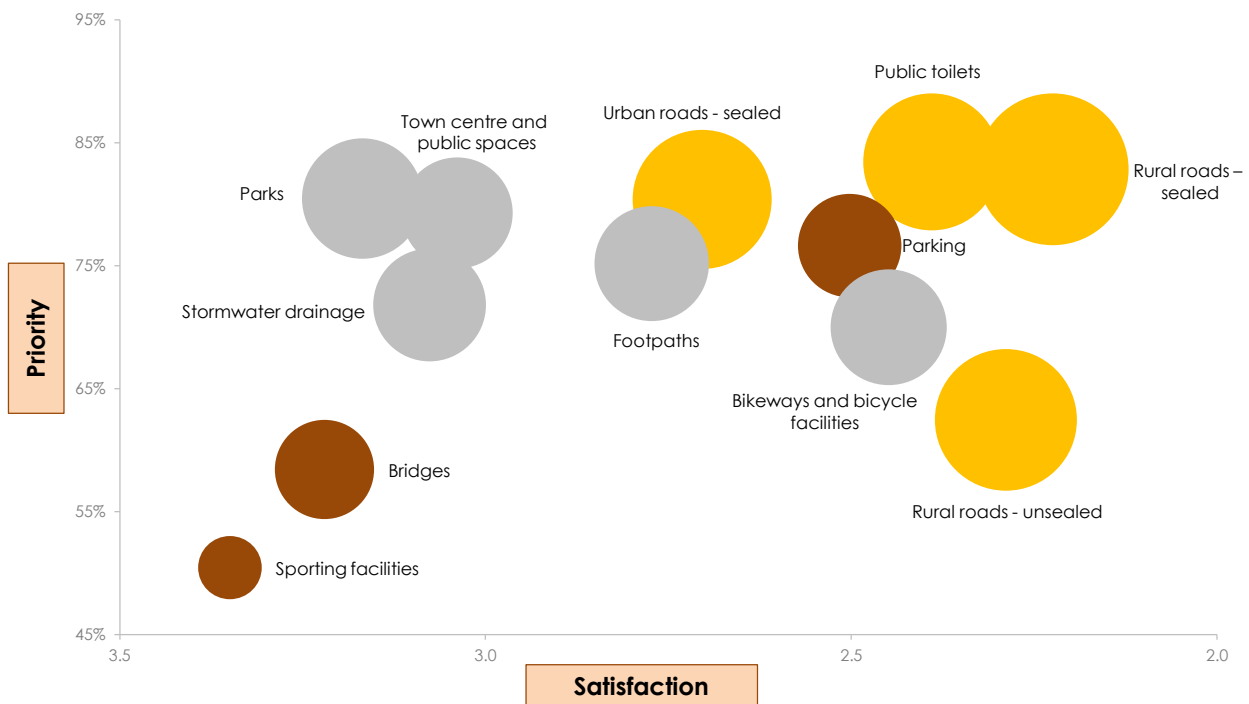
The areas the community have indicated as needing the most investment are largely related to road infrastructure for both urban and rural roads

Section B –
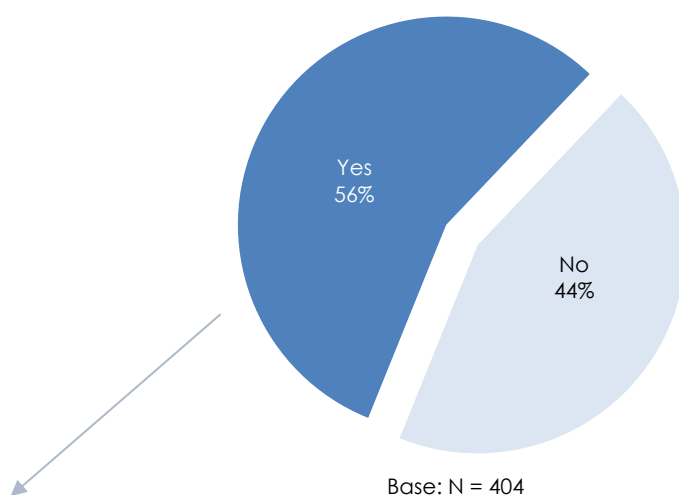# Contact with Council

Contact with Council

Summary

56% of residents had contacted Byron Shire Council in the last 12 months, similar to the 2013 results. Residents aged 50-64 were significantly more likely to contact Council, with those aged 18-34 less likely.

Of those who contacted Council, almost half did so by phone (48%), remaining the most popular method of contact. Males were significantly more likely to use this method, whilst females were significantly more likely to make contact via email. Residents aged 18-34 were significantly more likely to contact Council via the mail.

Q3a.   *Have you contacted Byron Shire Council in the last 12 months?*

	2016 N=404	2013 N=400
Yes	56%	60%
No	44%	40%

Base: N = 404

Q3b.   *When you last made contact with the council staff was it by:*
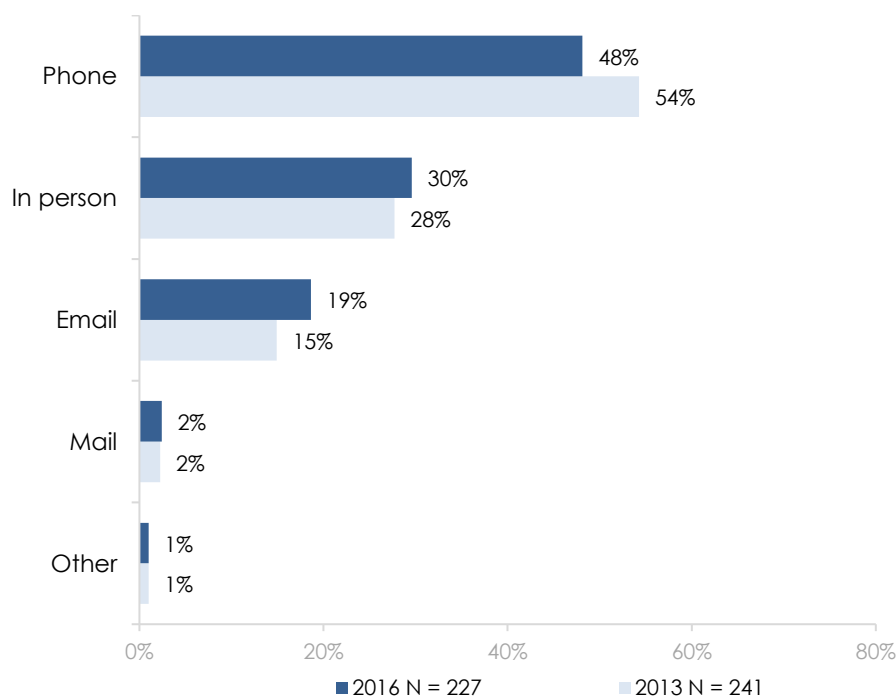
| Other specified	Count
Council mobile app	1
Council website	1
Facebook message	1

■ 2016 N = 227   ■ 2013 N = 241

Satisfaction with Contact

Summary

76% of residents were at least 'somewhat satisfied' with the way their contact was handled by Council, a similar result to 2013.

Q3c.   How satisfied were you with the way your contact was handled?

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.58	3.65	3.48	3.67	3.73	3.43	3.55	3.78
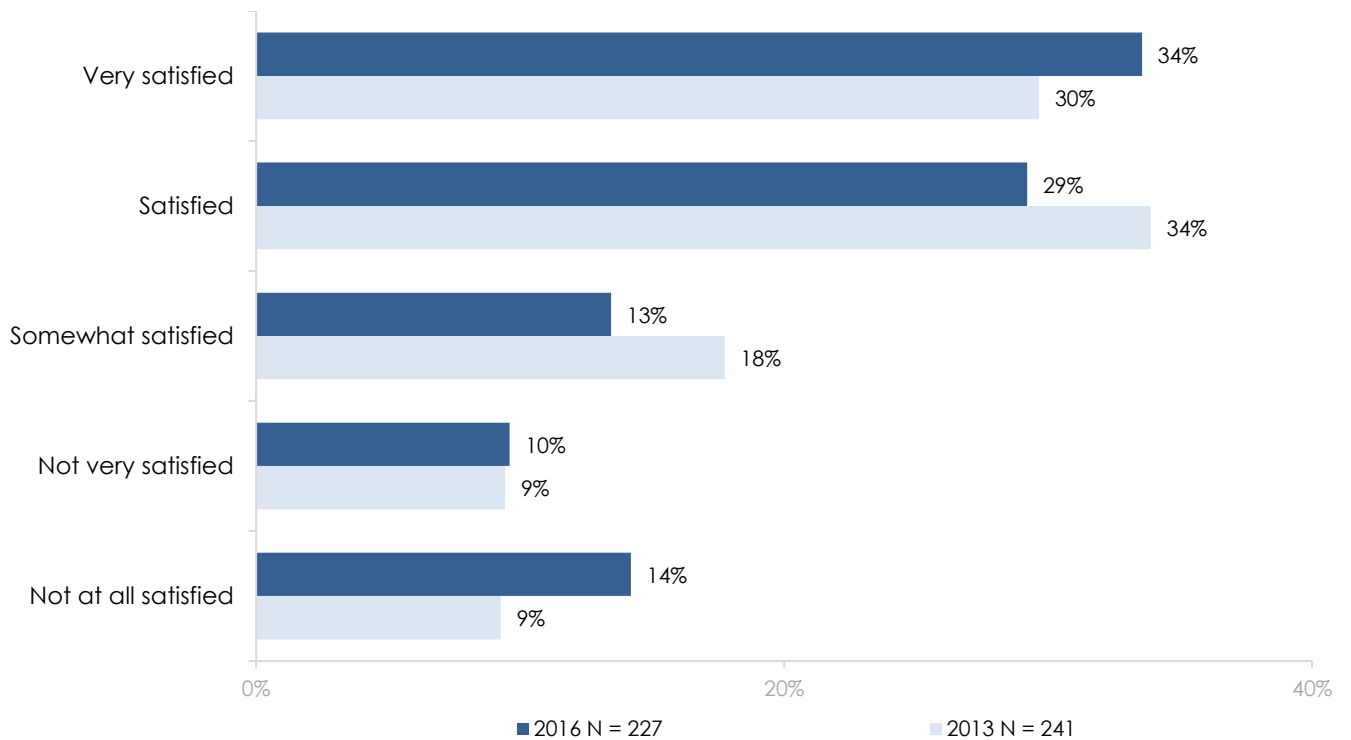
Keeping Informed of Council News and Activities

Summary

'Byron Shire Echo' maintained its position as the most popular method for keeping informed (89%).

Since 2013, there has been a significant increase in the use of the 'Council website' (51% cf. 39%) and 'Council E-news' (30% cf. 16%). Despite 61% of residents using the 'Byron Shire News' to keep informed, this method has experienced a significant decline since 2013 (72%), along with 'Local TV' (36% cf. 49%) and 'Northern Star' (28% cf. 39%).

Males were significantly more likely to keep informed via 'Community access points'.

Residents aged 18-34 were significantly more likely to use 'Public notice boards' and the 'Council Facebook page' and less likely to be informed via the 'Rates notice newsletter', whereas those aged 50+ were significantly more likely to use 'Rates notice newsletter' and less likely to use the former methods.

Residents aged 35-49 were significantly more likely to keep informed via the 'Council website', whilst those aged 65+ were significantly less likely to use this method and more likely to use the 'Byron Shire News' and 'Local TV'.

Q4.   How do you keep informed of Council news and activities?
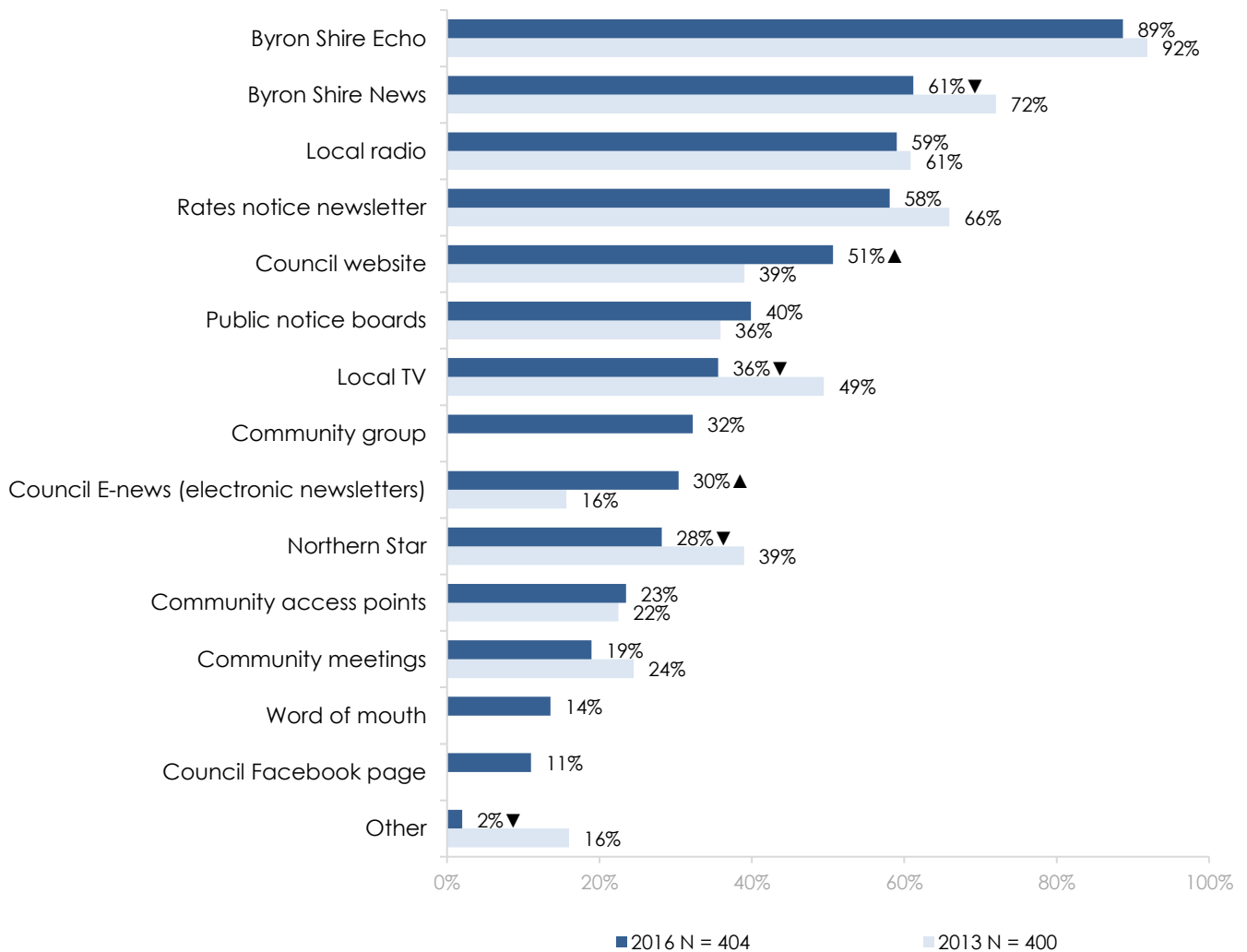
▲▼ = Significantly higher/lower (by year)

Keeping Informed of Council News and Activities

Q4. How do you keep informed of Council news and activities? Other specified

Other specified	Count
Letterbox drop	2
Council emails	1
Council chambers	1
Via councillors	1
Echo Net Daily	1
Facebook in general	1
Internet	1
Marra website	1
Voice of Byron Facebook group	1

Section C –
Values and Visions

Valued Aspects of the Byron Shire LGA
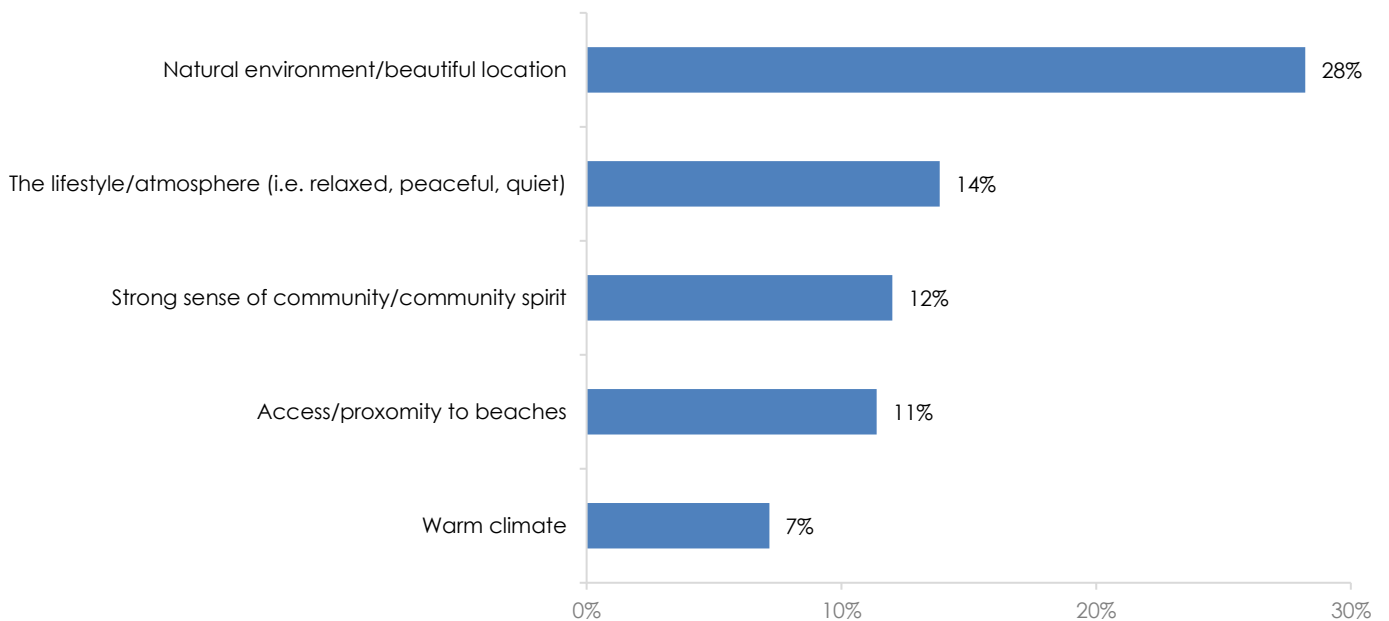
Summary

Amongst the most valued aspects of living in the area were;
- Natural environment/beautiful location (28%)
- The lifestyle/atmosphere (i.e. relaxed, peaceful, quiet) (14%)
- Strong sense of community/community spirit (12%)

Q5.   What do you value most about living in the Byron Shire Local Government Area?

Word Frequency Tagging

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

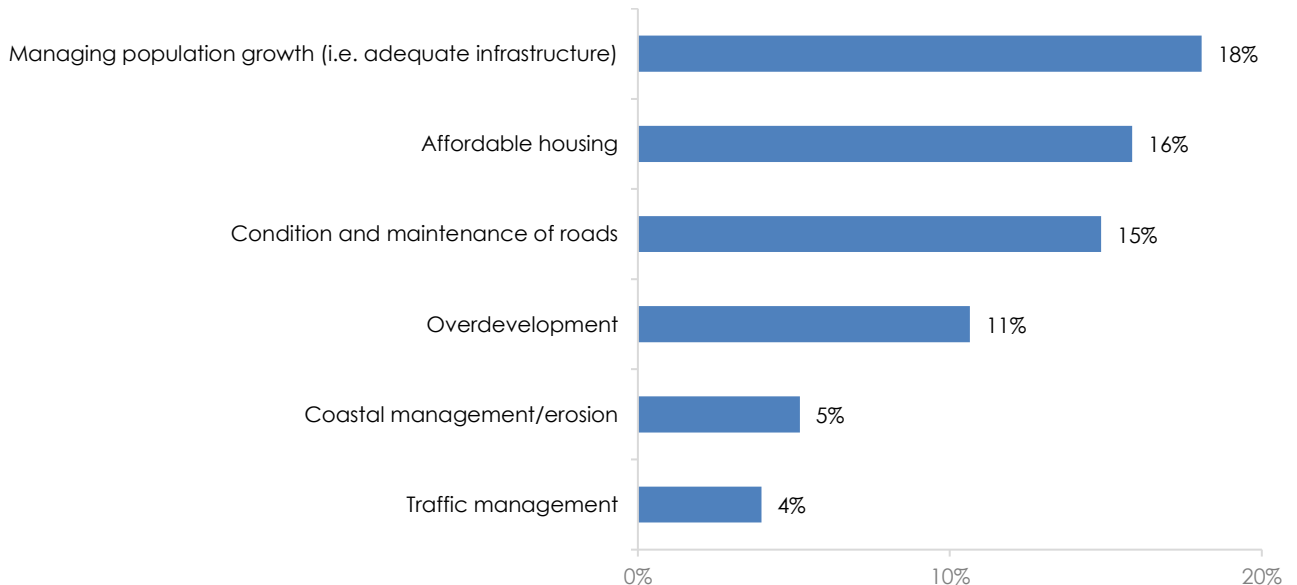Base: N = 404

Priority Issues for the Byron Shire LGA

Summary

18% of residents consider 'Managing population growth' to be the key priority issue for the Byron Shire LGA. This was closely followed by 'Affordable housing' (16%) and 'Condition and maintenance of roads' (15%).

Q6.   *Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?*

Word Frequency Tagging

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

Base: N = 404

Overall Satisfaction

Summary

Overall, 69% of residents were at least 'somewhat satisfied' with Council's performance. Despite being consistent with 2013, satisfaction is lower than the Micromex Benchmarks for all of NSW, metropolitan and regional councils.

Q7. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Mean ratings	2.91	3.07	2.82	3.00	3.06	2.89	2.82	2.96

NSW LGA BRAND SCORES	Metro	Regional	All of NSW	Byron Shire 2016
Mean ratings	3.45↑	3.22↑	3.31↑	2.91↓

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

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

■2016 N = 404   ■2013 N = 400

Detailed Findings –

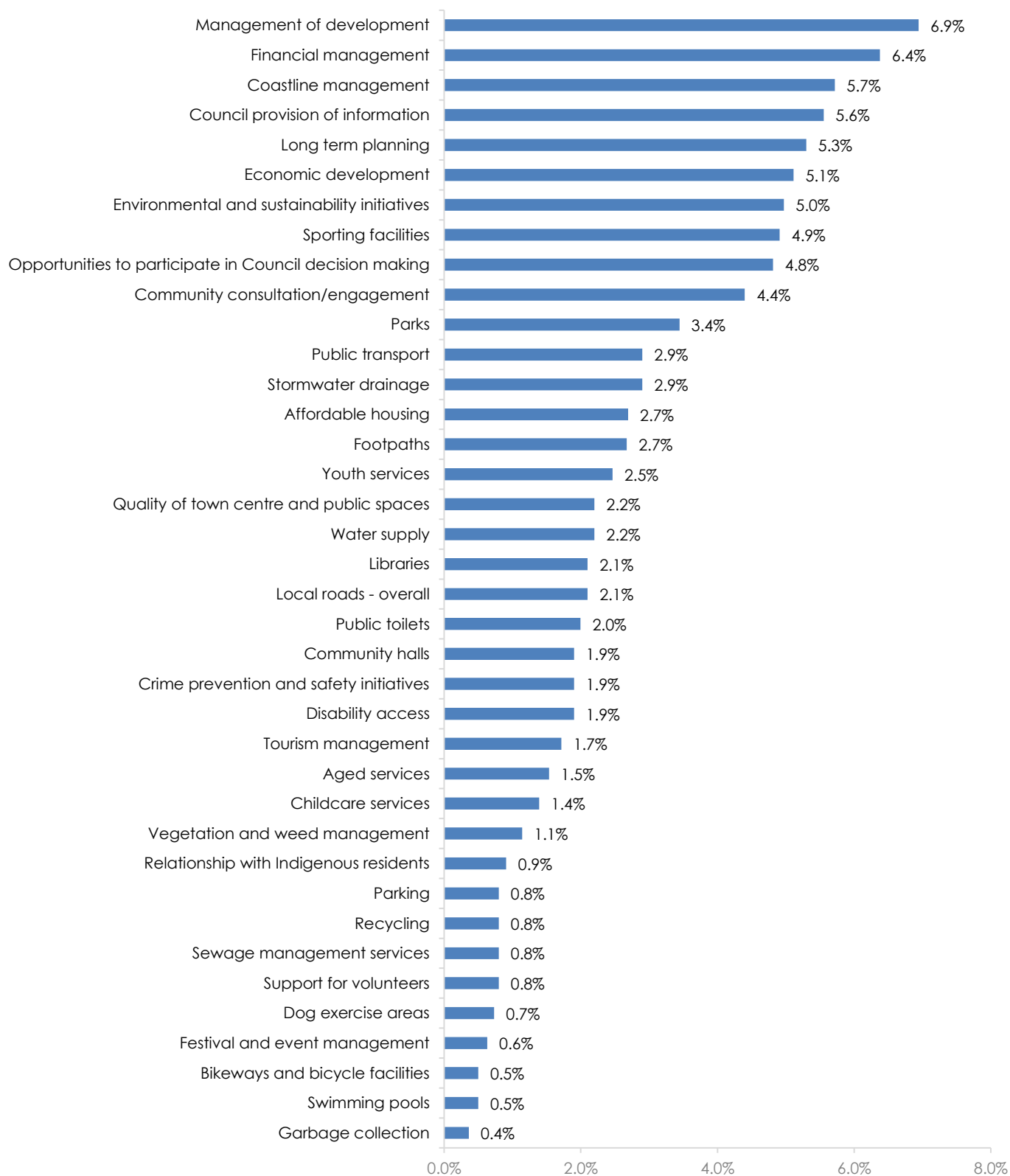**Importance of, and Satisfaction with, Council Services & Facilities**

Influence on Overall Satisfaction

A core element of this community survey was the rating of 38 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 38 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Management of development	6.9%
Financial management	6.4%
Coastline management	5.7%
Council provision of information	5.6%
Long term planning	5.3%
Economic development	5.1%
Environmental and sustainability initiatives	5.0%
Sporting facilities	4.9%
Opportunities to participate in Council decision making	4.8%
Community consultation/engagement	4.4%
Parks	3.4%
Public transport	2.9%
Stormwater drainage	2.9%
Affordable housing	2.7%
Footpaths	2.7%
Youth services	2.5%
Quality of town centre and public spaces	2.2%
Water supply	2.2%
Libraries	2.1%
Local roads - overall	2.1%
Public toilets	2.0%
Community halls	1.9%
Crime prevention and safety initiatives	1.9%
Disability access	1.9%
Tourism management	1.7%
Aged services	1.5%
Childcare services	1.4%
Vegetation and weed management	1.1%
Relationship with Indigenous residents	0.9%
Parking	0.8%
Recycling	0.8%
Sewage management services	0.8%
Support for volunteers	0.8%
Dog exercise areas	0.7%
Festival and event management	0.6%
Bikeways and bicycle facilities	0.5%
Swimming pools	0.5%
Garbage collection	0.4%

Service Areas

Each of the 38 facilities/services were grouped into service areas as detailed below

Community Facilities

Parks
Sporting facilities
Libraries
Community halls
Quality of town centre and public spaces
Swimming pools
Dog exercise areas
Public toilets

Infrastructure

Local roads – overall
Parking
Bikeways and bicycle facilities
Public transport
Footpaths
Garbage collection
Recycling
Sewage management services
Water supply
Stormwater drainage
Affordable housing

Human Services

Childcare services
Youth services
Aged services
Relationship with Indigenous residents
Support for volunteers
Disability access
Crime prevention and safety initiatives

Corporate services and management

Opportunities to participate in Council decision making
Management of development
Economic development
Vegetation and weed management
Tourism management
Coastline management
Financial management
Festival and event management
Environmental and sustainability initiatives
Long term planning
Council provision of information
Community consultation/engagement

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

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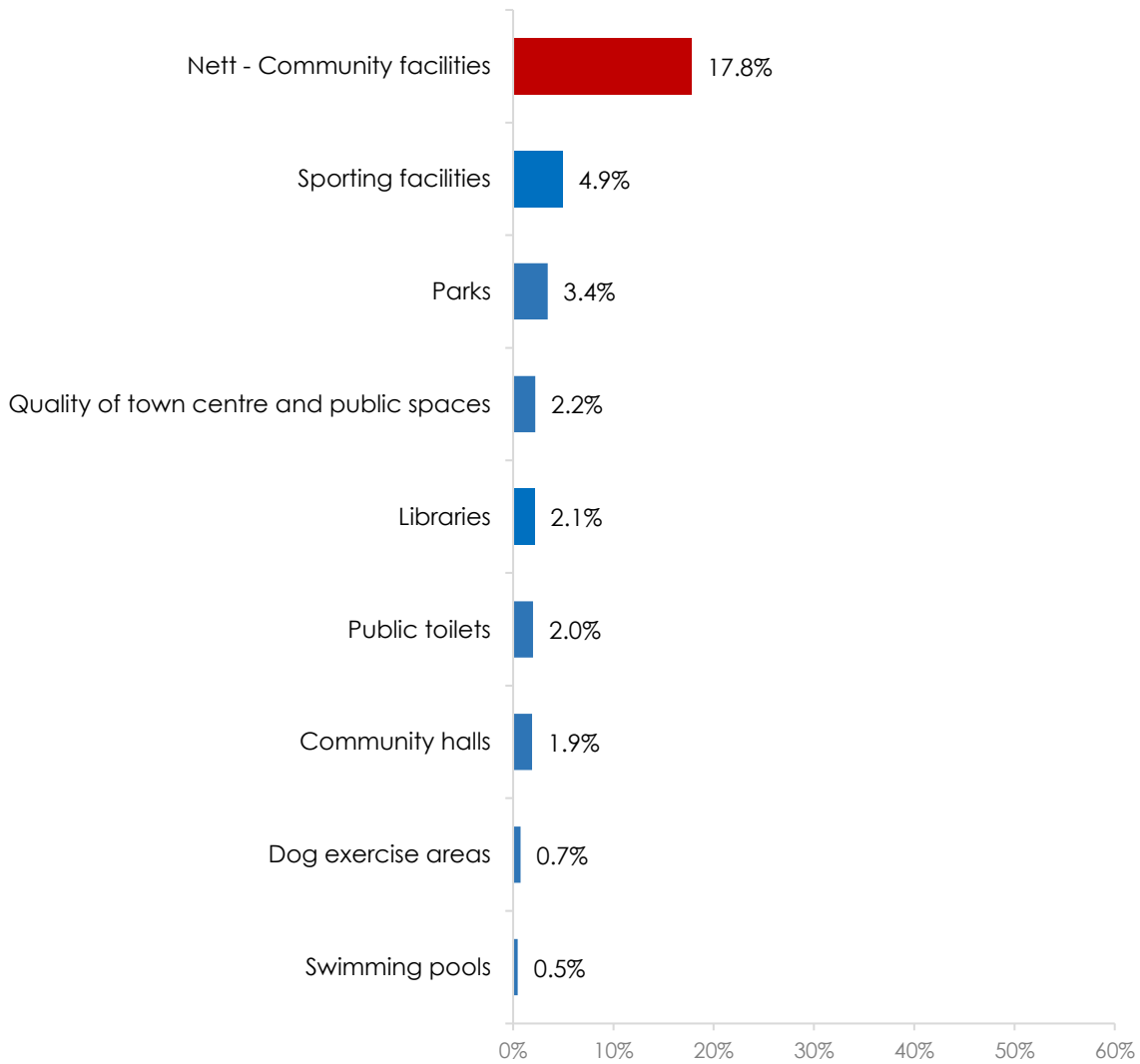
Satisfaction

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

Service Area 1: Community Facilities

Shapley Regression

Contributes to Almost 18% of Overall Satisfaction with Council

Category	Value
Nett - Community facilities	17.8%
Sporting facilities	4.9%
Parks	3.4%
Quality of town centre and public spaces	2.2%
Libraries	2.1%
Public toilets	2.0%
Community halls	1.9%
Dog exercise areas	0.7%
Swimming pools	0.5%

Service Area 1: Community Facilities

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Quality of town centre and public spaces
	Public toilets
High	Parks
Moderately high	Libraries
	Community halls
Moderate	Swimming pools
	Sporting facilities
	Dog exercise areas

Importance – by age

Residents aged 35-49 rated 'Sporting facilities' and 'Swimming pools' as significantly more important, whilst residents aged 65+ rated all of the services and facilities significantly lower in importance, with the exception of 'Libraries'.

Importance – by gender

Females rated 5 of the 8 services and facilities significantly more important. These were:

- Libraries
- Community halls
- Quality of town centre and public spaces
- Dog exercise areas
- Public toilets

Importance – compared to 2013

Residents in 2016 rated 'Quality of town centre and public spaces' significantly more important, whilst rating 'Sporting facilities' significantly less important.

Service Area 1: Community Facilities

Importance Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Parks	4.05	3.98	3.89	4.19	4.17	4.30	3.99	3.57
Sporting facilities	3.17	3.44	3.22	3.13	3.08	3.52	3.06	2.89
Libraries	3.89	3.99	3.60	4.15	3.86	4.06	3.77	3.83
Community halls	3.86	3.71	3.62	4.08	3.93	3.94	3.88	3.58
Quality of town centre and public spaces	4.37	4.19	4.15	4.58	4.46	4.49	4.35	4.09
Swimming pools	3.56	3.77	3.45	3.67	3.34	4.18	3.45	2.97
Dog exercise areas	3.08	3.07	2.78	3.36	3.38	3.19	2.98	2.72
Public toilets	4.29	4.17	4.14	4.43	4.42	4.35	4.31	3.99

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Parks	7%	6%	13%	25%	50%	100%	404
Sporting facilities	18%	16%	22%	21%	24%	100%	404
Libraries	7%	10%	18%	19%	46%	100%	404
Community halls	5%	11%	16%	27%	40%	100%	404
Quality of town centre and public spaces	3%	1%	10%	27%	58%	100%	404
Swimming pools	12%	12%	21%	21%	35%	100%	404
Dog exercise areas	27%	11%	17%	18%	28%	100%	404
Public toilets	3%	4%	11%	26%	56%	100%	404

Service Area 1: Community Facilities

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Libraries
Moderately high	Community halls
Moderate	Sporting facilities
	Swimming pools
	Parks
	Dog exercise areas
	Quality of town centre and public spaces
Low	Public toilets

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'Quality of town centre and public spaces', whilst residents aged 65+ were significantly more satisfied with 'Libraries'.

Those aged 50-64 were significantly less satisfied with 'Quality of town centre and public spaces' and 'Swimming pools'.

Satisfaction – by gender

Females were significantly more satisfied with 'Libraries'.

Satisfaction – compared to 2013

Residents were significantly more satisfied with 'Sporting facilities' and 'Public toilets' in 2016.

Service Area 1: Community Facilities

Satisfaction Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Parks	3.17	2.91	3.17	3.17	3.33	3.15	3.05	3.24
Sporting facilities	3.35	2.87	3.27	3.42	3.71	3.30	3.07	3.59
Libraries	4.04	4.08	3.76	4.23	4.23	3.96	3.87	4.27
Community halls	3.75	3.75	3.71	3.79	3.92	3.66	3.73	3.79
Quality of town centre and public spaces	3.04	2.84	3.05	3.03	3.46	3.00	2.76	3.12
Swimming pools	3.31	3.37	3.12	3.46	3.65	3.43	2.95	3.34
Dog exercise areas	3.16	3.22	3.13	3.18	3.30	3.24	3.00	3.14
Public toilets	2.39	2.15	2.56	2.24	2.79	2.33	2.20	2.38

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Parks	11%	17%	31%	26%	15%	100	301
Sporting facilities	9%	12%	31%	30%	17%	100	180
Libraries	3%	9%	13%	30%	44%	100	265
Community halls	2%	11%	23%	36%	27%	100	268
Quality of town centre and public spaces	10%	20%	37%	24%	9%	100	345
Swimming pools	13%	13%	22%	35%	17%	100	225
Dog exercise areas	12%	17%	31%	23%	17%	100	181
Public toilets	31%	24%	28%	11%	6%	100	331

Service Area 2: Human Services

Shapley Regression

Contributes to Almost 11% of Overall Satisfaction with Council

Category	%
Nett - Human services	10.9%
Youth services	2.5%
Crime prevention and safety initiatives	1.9%
Disability access	1.9%
Aged services	1.5%
Childcare services	1.4%
Relationship with Indigenous residents	0.9%
Support for volunteers	0.8%
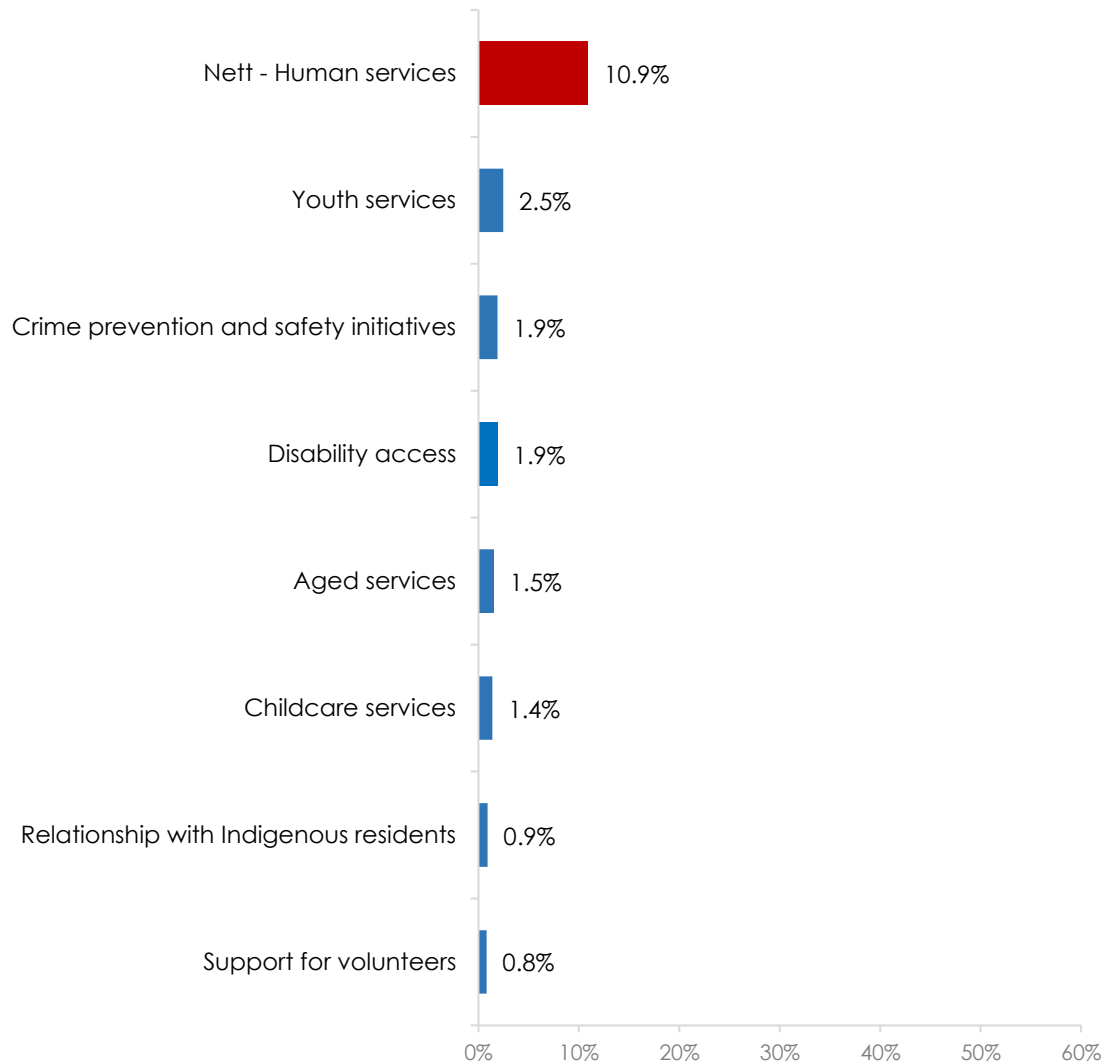
Service Area 2: Human Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Support for volunteers
	Crime prevention and safety initiatives
High	Disability access
	Relationship with Indigenous residents
	Aged services
Moderately high	Youth services
Moderate	Childcare services

Importance – by age

Residents aged 18-34 rated 'Childcare services', 'Youth services' and 'Relationship with Indigenous residents' significantly higher in importance, whilst those aged 65+ rated these services and facilities, and 'Disability access' as significantly lower in importance.

Those aged 50-64 rated 'Childcare services' as significantly less important.

Importance – by gender

Females rated 4 out of the 7 services and facilities as significantly more important. These were:

- Youth services
- Support for volunteers
- Disability access
- Crime prevention and safety initiatives

Importance – compared to 2013

Residents rated 'Childcare services' significantly less important in 2016.

Service Area 2: Human Services

Importance Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Childcare services	3.06	3.45	2.98	3.13	3.79	3.28	2.68	2.50
Youth services	3.66	3.70	3.36	3.94	4.14	3.82	3.51	3.08
Aged services	4.01	3.82	3.86	4.15	3.77	3.95	4.17	4.08
Relationship with Indigenous residents	4.08	3.91	3.93	4.22	4.45	4.29	3.95	3.50
Support for volunteers	4.32	4.16	4.19	4.43	4.35	4.35	4.32	4.24
Disability access	4.16	4.01	3.94	4.36	4.29	4.16	4.25	3.82
Crime prevention and safety initiatives	4.28	4.41	4.11	4.45	4.45	4.09	4.34	4.32

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Childcare services	32%	9%	14%	12%	33%	100%	404
Youth services	18%	4%	14%	21%	43%	100%	404
Aged services	13%	4%	9%	17%	57%	100%	404
Relationship with Indigenous residents	7%	6%	12%	21%	54%	100%	404
Support for volunteers	3%	2%	12%	25%	58%	100%	404
Disability access	10%	3%	10%	15%	62%	100%	404
Crime prevention and safety initiatives	5%	2%	13%	22%	59%	100%	404

Service Area 2: Human Services

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Support for volunteers
	Childcare services
	Crime prevention and safety initiatives
	Aged services
	Relationship with Indigenous residents
	Disability access
Moderately low	Youth services

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 4 of the 7 services and facilities. These were:

- Youth services
- Aged services
- Support for volunteers
- Disability access

Those aged 65+ were significantly more satisfied with 'Support for volunteers' and 'Disability access', whilst those aged 50-64 were significantly less satisfied with 'Support for volunteers'.

Satisfaction – by gender

Females were significantly more satisfied with 'Childcare services'.

Satisfaction – compared to 2013

Residents were significantly more satisfied with 'Crime prevention and safety initiatives' in 2016.

Service Area 2: Human Services

Satisfaction Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Childcare services	3.33	3.52	2.97	3.67	3.66	3.12	3.20	3.51
Youth services	2.92	2.96	2.75	3.04	3.40	2.74	2.67	3.00
Aged services	3.08	3.05	2.94	3.19	3.51	2.90	2.94	3.17
Relationship with Indigenous residents	3.01	3.08	2.89	3.12	3.04	2.87	3.04	3.25
Support for volunteers	3.37	3.35	3.38	3.36	3.77	3.20	3.09	3.75
Disability access	3.01	3.05	3.09	2.95	3.39	2.77	2.89	3.27
Crime prevention and safety initiatives	3.09	2.73	3.06	3.11	3.28	3.07	2.89	3.25

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Childcare services	8%	15%	32%	28%	18%	100	184
Youth services	14%	21%	37%	15%	12%	100	256
Aged services	11%	16%	39%	21%	12%	100	295
Relationship with Indigenous residents	14%	13%	41%	22%	10%	100	299
Support for volunteers	4%	14%	40%	28%	15%	100	332
Disability access	10%	18%	44%	18%	10%	100	309
Crime prevention and safety initiatives	9%	22%	32%	26%	11%	100	325

Service Area 3: Infrastructure

Shapley Regression

Contributes to Almost 19% of Overall Satisfaction with Council

Category	Value
Nett - Infrastructure	18.7%
Public transport	2.9%
Stormwater drainage	2.9%
Affordable housing	2.7%
Footpaths	2.7%
Water supply	2.2%
Local roads - overall	2.1%
Parking	0.8%
Recycling	0.8%
Sewage management services	0.8%
Bikeways and bicycle facilities	0.5%
Garbage collection	0.4%
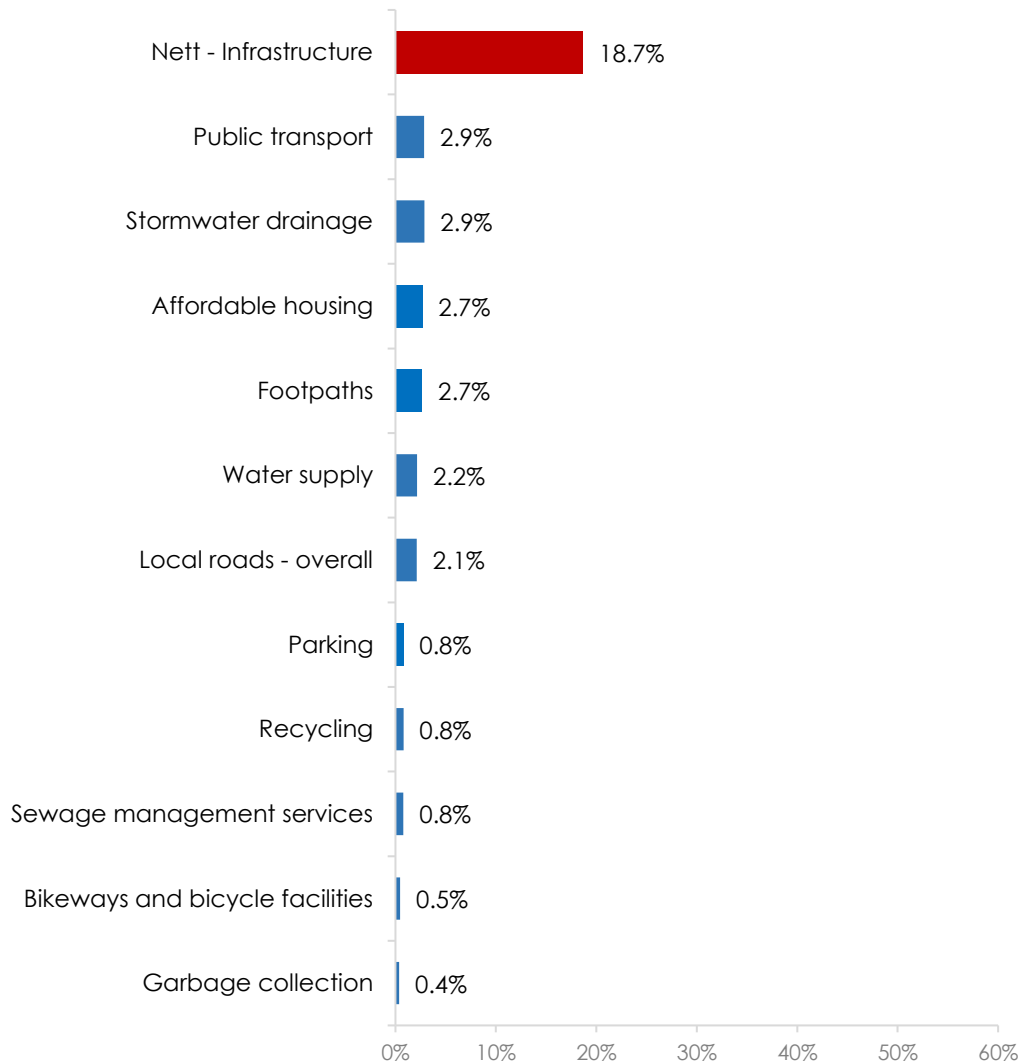
Service Area 3: Infrastructure

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Local roads - overall
	Recycling
	Garbage collection
Very high	Parking
	Affordable housing
	Footpaths
High	Water supply
	Public transport
	Stormwater drainage
	Sewage management services
	Bikeways and bicycle facilities

Importance – by age

Residents aged 18-34 rated 'Affordable housing' significantly higher in importance, whilst those aged 50-64 rated 'Local roads – overall' significantly more important.

Those aged 65+ rated 'Bikeways and bicycle facilities' and 'Affordable housing' significantly lower in importance.

Importance – by gender

Females rated 5 out of the 11 services and facilities as significantly more important. These were:

- Public transport
- Footpaths
- Garbage collection
- Recycling
- Affordable housing

Importance – compared to 2013

Residents rated 'Parking' significantly higher in importance and 'Sewage management services' of significantly lower importance in 2016.

Service Area 3: Infrastructure

Importance Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Local roads - overall	4.74	4.64	4.69	4.79	4.73	4.63	4.87	4.71
Parking	4.42	4.25	4.36	4.47	4.49	4.40	4.47	4.26
Bikeways and bicycle facilities	3.99	3.96	3.86	4.11	4.21	4.28	3.91	3.34
Public transport	4.08	4.03	3.82	4.33	4.35	4.06	4.05	3.87
Footpaths	4.20	4.13	4.05	4.34	4.34	4.09	4.19	4.25
Garbage collection	4.55	4.58	4.42	4.68	4.45	4.58	4.56	4.60
Recycling	4.68	4.58	4.57	4.79	4.78	4.75	4.62	4.56
Sewage management services	3.99	4.24	3.84	4.14	3.96	3.82	4.07	4.19
Water supply	4.19	4.38	4.04	4.33	4.32	4.08	4.13	4.36
Stormwater drainage	4.05	4.22	3.93	4.17	4.14	3.97	4.02	4.15
Affordable housing	4.20	4.04	4.02	4.37	4.75	4.17	4.10	3.82

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Local roads - overall	1%	1%	3%	12%	83%	100%	404
Parking	1%	2%	11%	25%	61%	100%	404
Bikeways and bicycle facilities	9%	8%	13%	16%	54%	100%	404
Public transport	8%	7%	9%	18%	57%	100%	404
Footpaths	3%	5%	13%	27%	52%	100%	404
Garbage collection	2%	1%	9%	16%	72%	100%	404
Recycling	1%	1%	6%	14%	79%	100%	404
Sewage management services	12%	4%	12%	15%	56%	100%	404
Water supply	13%	2%	5%	12%	68%	100%	404
Stormwater drainage	11%	4%	12%	16%	58%	100%	404
Affordable housing	9%	2%	10%	17%	62%	100%	404

Service Area 3: Infrastructure

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Garbage collection
	Water supply
	Recycling
Moderately high	Sewage management services
Moderate	Stormwater drainage
Moderately low	Footpaths
	Parking
Low	Bikeways and bicycle facilities
Very low	Public transport
	Affordable housing
	Local roads - overall

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'Footpaths', whilst those aged 50-64 were significantly less satisfied with 'Local roads – overall', 'Footpaths' and 'Stormwater drainage'.

Those aged 65+ were significantly more satisfied with 6 of the 11 services and facilities. These were:

- Public transport
- Garbage collection
- Recycling
- Sewage management services
- Water supply
- Affordable housing

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – compared to 2013

Residents were significantly more satisfied with 'Recycling' in 2016.

Service Area 3: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Local roads - overall	1.75	1.77	1.69	1.81	1.98	1.78	1.57	1.81
Parking	2.50	2.38	2.50	2.51	2.72	2.41	2.33	2.72
Bikeways and bicycle facilities	2.45	2.51	2.45	2.45	2.52	2.36	2.38	2.72
Public transport	1.98	1.80	1.97	1.99	2.01	1.90	1.89	2.29
Footpaths	2.77	2.57	2.80	2.75	3.33	2.85	2.45	2.59
Garbage collection	4.10	3.99	4.21	4.00	4.13	3.99	4.06	4.31
Recycling	4.01	3.73	4.00	4.02	3.96	4.06	3.87	4.25
Sewage management services	3.73	3.91	3.64	3.80	3.68	3.47	3.73	4.14
Water supply	4.03	4.05	3.87	4.16	4.03	3.98	3.86	4.38
Stormwater drainage	3.08	3.20	3.02	3.13	3.23	3.11	2.84	3.26
Affordable housing	1.96	2.10	1.93	1.98	2.01	1.85	1.91	2.23

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Local roads - overall	54%	26%	13%	5%	2%	100	383
Parking	29%	21%	28%	15%	7%	100	347
Bikeways and bicycle facilities	27%	26%	28%	13%	6%	100	283
Public transport	47%	27%	14%	8%	5%	100	303
Footpaths	20%	22%	26%	25%	7%	100	320
Garbage collection	4%	6%	11%	34%	45%	100	356
Recycling	4%	6%	16%	32%	42%	100	375
Sewage management services	8%	8%	22%	29%	33%	100	289
Water supply	6%	3%	18%	27%	45%	100	321
Stormwater drainage	16%	15%	31%	24%	15%	100	296
Affordable housing	42%	31%	19%	4%	3%	100	318

Service Area 4: Corporate Services and Management

Shapley Regression

Contributes to Almost 53% of Overall Satisfaction with Council

Category	Percentage
Nett - Corporate services and management	52.7%
Management of development	6.9%
Financial management	6.4%
Coastline management	5.7%
Council provision of information	5.6%
Long term planning	5.3%
Economic development	5.1%
Environmental and sustainability initiatives	5.0%
Opportunities to participate in Council decision making	4.8%
Community consultation/engagement	4.4%
Tourism management	1.7%
Vegetation and weed management	1.1%
Festival and event management	0.6%

Service Area 4: Corporate Services and Management

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Long term planning
	Coastline management
	Environmental and sustainability initiatives
Very high	Community consultation/engagement
	Council provision of information
	Financial management
	Management of development
	Vegetation and weed management
High	Opportunities to participate in Council decision making
	Tourism management
	Economic development
Moderately high	Festival and event management

Importance – by age

Residents aged 18-34 rated, 'Opportunities to participate in Council decision making' and 'Environmental and sustainability initiatives significantly higher in importance, but 'Financial management' significantly lower in importance.

Residents aged 35-49 rated 'Long term planning' significantly higher in importance, whilst those aged 50-64 rated 'Financial management' significantly higher.

Those aged 65+ rated 'Opportunities to participate in Council decision making' and 'Environmental and sustainability initiatives' significantly lower in importance.

Importance – by gender

Females rated 'Environmental and sustainability initiatives' significantly higher in importance.

Importance – compared to 2013

Residents rated 'Opportunities to participate in Council decision making', 'Coastline management', 'Council provision of information' and 'Community consultation and engagement' significantly higher in importance in 2016.

Service Area 4: Corporate Services and Management

Importance Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Opportunities to participate in Council decision making	4.17	3.86	4.05	4.28	4.44	4.16	4.13	3.95
Management of development	4.38	4.27	4.32	4.44	4.29	4.36	4.51	4.29
Economic development	4.09	4.09	4.05	4.13	4.31	4.03	4.11	3.91
Vegetation and weed management	4.29	4.13	4.26	4.31	4.34	4.27	4.35	4.13
Tourism management	4.09	4.13	4.07	4.12	3.97	4.20	4.15	3.95
Coastline management	4.55	4.34	4.50	4.61	4.63	4.62	4.50	4.45
Financial management	4.38	4.41	4.32	4.44	3.90	4.41	4.62	4.45
Festival and event management	3.85	3.88	3.72	3.97	3.73	3.95	3.95	3.64
Environmental and sustainability initiatives	4.51	4.39	4.34	4.67	4.75	4.56	4.43	4.30
Long term planning	4.68	4.57	4.66	4.70	4.46	4.81	4.75	4.60
Council provision of information	4.40	4.14	4.29	4.51	4.37	4.42	4.44	4.32
Community consultation/engagement	4.43	4.18	4.39	4.47	4.38	4.45	4.54	4.27

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Opportunities to participate in Council decision making	4%	4%	16%	26%	51%	100%	404
Management of development	3%	3%	10%	20%	64%	100%	404
Economic development	5%	4%	17%	24%	50%	100%	404
Vegetation and weed management	2%	4%	13%	28%	54%	100%	404
Tourism management	7%	4%	14%	26%	50%	100%	404
Coastline management	2%	1%	7%	19%	70%	100%	404
Financial management	4%	2%	8%	22%	64%	100%	404
Festival and event management	11%	4%	18%	25%	43%	100%	404
Environmental and sustainability initiatives	2%	2%	8%	22%	67%	100%	404
Long term planning	1%	2%	3%	16%	78%	100%	404
Council provision of information	1%	3%	12%	24%	61%	100%	404
Community consultation/engagement	2%	2%	9%	24%	63%	100%	404

Service Area 4: Corporate Services and Management

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Festival and event management
	Environmental and sustainability initiatives
	Tourism management
	Council provision of information
Moderately low	Vegetation and weed management
	Community consultation/engagement
	Coastline management
	Long term planning
	Economic development
	Financial management
	Opportunities to participate in Council decision making
	Management of development

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'Vegetation and weed management' and 'Coastline management', whilst those aged 50-64 were significantly less satisfied with all the services and facilities, with the exception of 'Council provision of information'.

Satisfaction – by gender

Females were significantly more satisfied with 'Council provision of information'.

Satisfaction – compared to 2013

Residents were significantly more satisfied with 'Tourism management' in 2016, but significantly less satisfied with 'Coastline management'.

Service Area 4: Corporate Services and Management

Satisfaction Mean Scores by Key Demographics

	Overall 2016	Overall 2013	Male	Female	18-34	35-49	50-64	65+
Opportunities to participate in Council decision making	2.55	2.68	2.38	2.69	2.67	2.64	2.29	2.73
Management of development	2.51	2.59	2.41	2.60	2.79	2.62	2.24	2.52
Economic development	2.67	2.65	2.63	2.70	2.91	2.78	2.40	2.66
Vegetation and weed management	2.92	2.88	2.81	3.03	3.52	2.79	2.67	2.97
Tourism management	3.10	2.85	3.13	3.07	3.40	3.23	2.80	3.06
Coastline management	2.73	2.98	2.57	2.86	3.20	2.77	2.39	2.72
Financial management	2.60	2.41	2.60	2.61	3.03	2.77	2.25	2.63
Festival and event management	3.42	3.28	3.37	3.47	3.60	3.62	3.20	3.30
Environmental and sustainability initiatives	3.16	3.19	3.06	3.24	3.36	3.23	2.91	3.26
Long term planning	2.68	2.63	2.59	2.76	3.06	2.71	2.44	2.66
Council provision of information	3.01	3.12	2.77	3.21	3.09	3.02	2.86	3.19
Community consultation/engagement	2.86	3.05	2.71	2.99	3.16	3.01	2.53	2.86

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Opportunities to participate in Council decision making	22%	26%	32%	13%	6%	100	311
Management of development	20%	31%	33%	11%	5%	100	339
Economic development	14%	29%	37%	16%	4%	100	298
Vegetation and weed management	13%	16%	44%	20%	7%	100	330
Tourism management	7%	20%	39%	25%	9%	100	308
Coastline management	18%	21%	37%	17%	6%	100	362
Financial management	20%	22%	39%	16%	3%	100	345
Festival and event management	6%	13%	33%	32%	17%	100	274
Environmental and sustainability initiatives	5%	20%	39%	27%	9%	100	359
Long term planning	15%	28%	37%	13%	7%	100	380
Council provision of information	12%	22%	33%	19%	14%	100	341
Community consultation/engagement	15%	22%	35%	19%	9%	100	355

Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2016	**2013**	**2016**	**2013**
Parks	4.05	3.98	3.17	2.91
Sporting facilities	3.17	3.44	3.35	2.87
Libraries	3.89	3.99	4.04	4.08
Community halls	3.86	3.71	3.75	3.75
Quality of town centre and public spaces	4.37	4.19	3.04	2.84
Swimming pools	3.56	3.77	3.31	3.37
Dog exercise areas	3.08	3.07	3.16	3.22
Public toilets	4.29	4.17	2.39	2.15
Childcare services	3.06	3.45	3.33	3.52
Youth services	3.66	3.70	2.92	2.96
Aged services	4.01	3.82	3.08	3.05
Relationship with Indigenous residents	4.08	3.91	3.01	3.08
Support for volunteers	4.32	4.16	3.37	3.35
Disability access	4.16	4.01	3.01	3.05
Crime prevention and safety initiatives	4.28	4.41	3.09	2.73
Local roads - overall	4.74	4.64	1.75	1.77
Parking	4.42	4.25	2.50	2.38
Bikeways and bicycle facilities	3.99	3.96	2.45	2.51
Public transport	4.08	4.03	1.98	1.80
Footpaths	4.20	4.13	2.77	2.57
Garbage collection	4.55	4.58	4.10	3.99
Recycling	4.68	4.58	4.01	3.73
Sewage management services	3.99	4.24	3.73	3.91
Water supply	4.19	4.38	4.03	4.05
Stormwater drainage	4.05	4.22	3.08	3.20
Affordable housing	4.20	4.04	1.96	2.10
Opportunities to participate in Council decision making	4.17	3.86	2.55	2.68
Management of development	4.38	4.27	2.51	2.59
Economic development	4.09	4.09	2.67	2.65
Vegetation and weed management	4.29	4.13	2.92	2.88
Tourism management	4.09	4.13	3.10	2.85
Coastline management	4.55	4.34	2.73	2.98
Financial management	4.38	4.41	2.60	2.41
Festival and event management	3.85	3.88	3.42	3.28
Environmental and sustainability initiatives	4.51	4.39	3.16	3.19
Long term planning	4.68	4.57	2.68	2.63
Council provision of information	4.40	4.14	3.01	3.12
Community consultation/engagement	4.43	4.18	2.86	3.05

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

Demographics
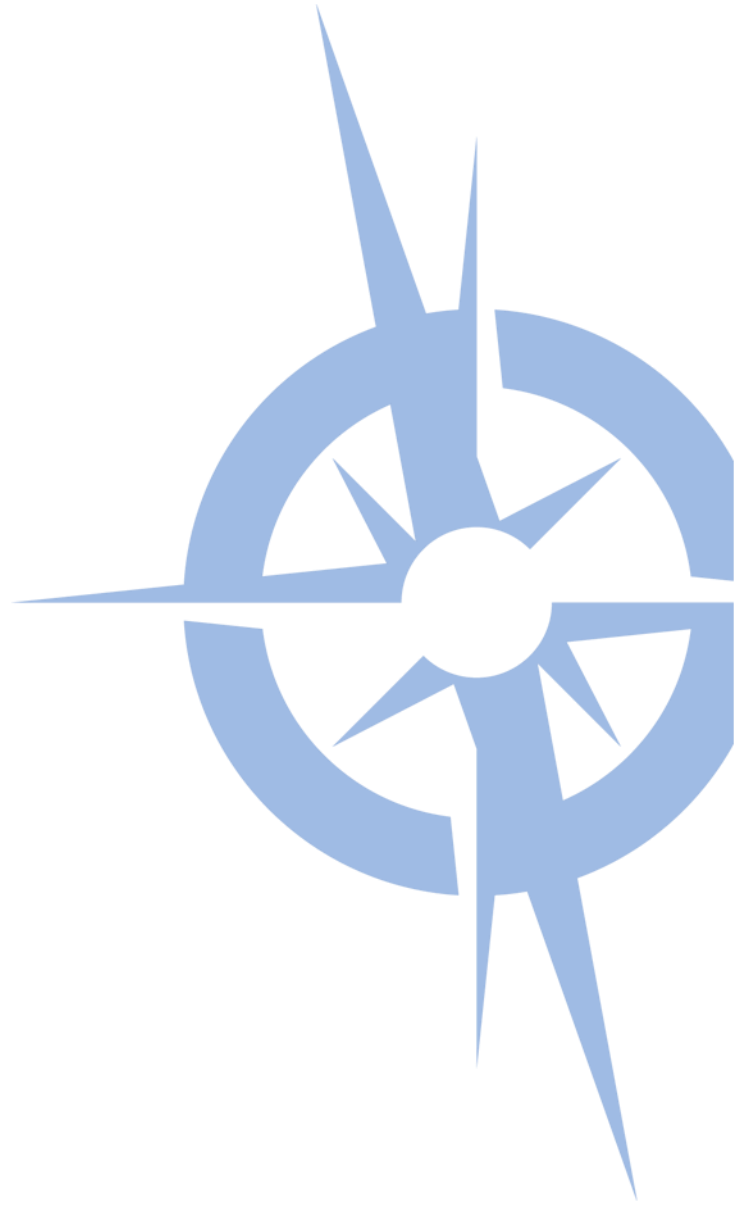
Demographics

QA2.   Which of the following areas best describes where you live in the Byron Shire?

	%
Byron Bay/Suffolk Park	30%
Bangalow	10%
Mullumbimby	22%
Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	20%
Rural/Other	18%

Base: N = 404

Q8.   Do you or anyone in your house operate a home based business?

	%
Yes	31%
No	69%

Base: N = 404

Q9.   Please stop me when I read our your age bracket.

	%
18-34	20%
35-49	30%
50-64	33%
65+	17%

Base: N = 404

Q11.   Gender.

	%
Male	48%
Female	52%

Base: N = 404

Appendix –
Questionnaire
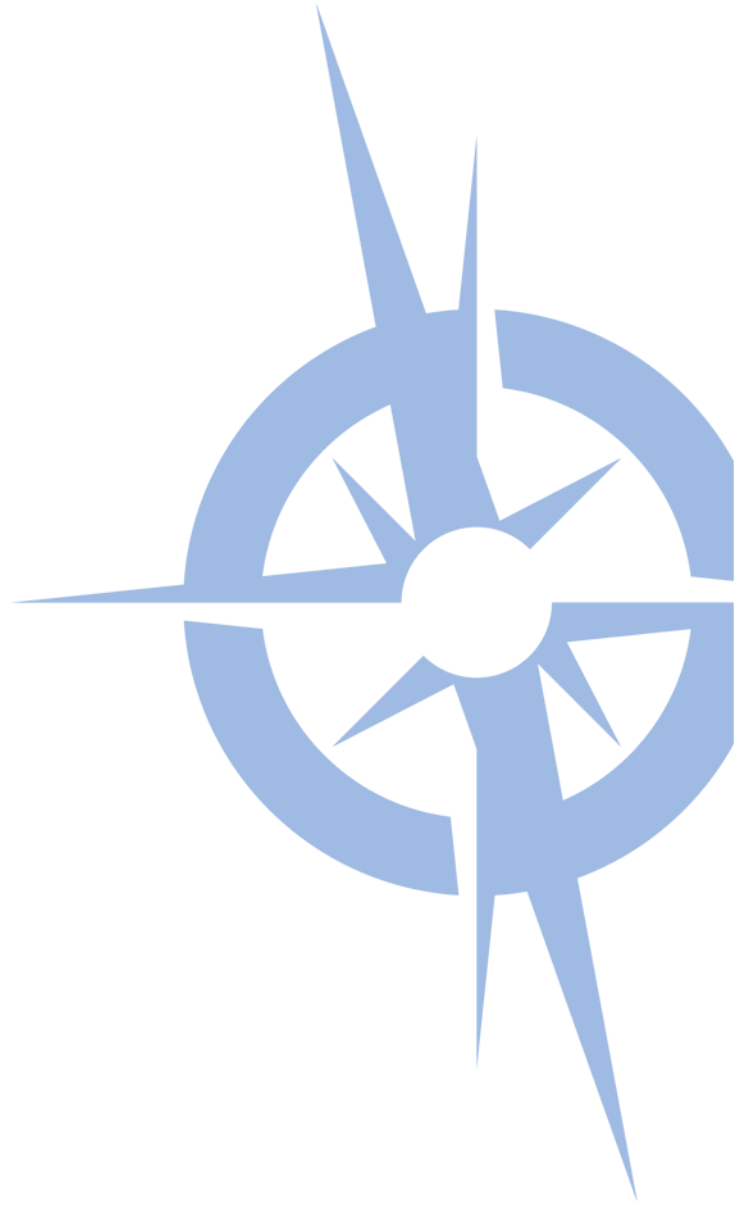
Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Byron Shire Council about your experiences living in this area, to help guide Council's work programs. The survey will take about 15 minutes, would you be able to assist us please?

QA1. **Before we start, could I please check whether you or an immediate family member work for Byron Shire Council?**

    O   Yes   **(If yes, terminate survey)**
    O   No

QA2. **Which of the following areas best describes where you live in the Byron Shire?** SEE QUOTAS.
Prompt

O	Byron Bay/Suffolk Park	120
O	Bangalow	20
O	Mullumbimby	40
O	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	100
O	Rural/Other	120

Q1. **In this section I will read out different council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service? The scale is from 1 to 5, where 1 is low importance and low satisfaction, and 5 is high importance and high satisfaction.**

Community facilities

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Parks	O	O	O	O	O	O	O	O	O	O
Sporting facilities	O	O	O	O	O	O	O	O	O	O
Libraries	O	O	O	O	O	O	O	O	O	O
Community halls	O	O	O	O	O	O	O	O	O	O
Quality of town centre and public spaces	O	O	O	O	O	O	O	O	O	O
Swimming pools	O	O	O	O	O	O	O	O	O	O
Dog exercise areas	O	O	O	O	O	O	O	O	O	O
Public toilets	O	O	O	O	O	O	O	O	O	O

Human services

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Childcare services	O	O	O	O	O	O	O	O	O	O
Youth services	O	O	O	O	O	O	O	O	O	O
Aged services	O	O	O	O	O	O	O	O	O	O
Relationship with Indigenous residents	O	O	O	O	O	O	O	O	O	O
Support for volunteers	O	O	O	O	O	O	O	O	O	O
Disability access	O	O	O	O	O	O	O	O	O	O
Crime prevention and safety initiatives	O	O	O	O	O	O	O	O	O	O

<u>Infrastructure</u>

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Local roads - overall	O	O	O	O	O	O	O	O	O	O
Parking	O	O	O	O	O	O	O	O	O	O
Bikeways and bicycle facilities	O	O	O	O	O	O	O	O	O	O
Public transport	O	O	O	O	O	O	O	O	O	O
Footpaths	O	O	O	O	O	O	O	O	O	O
Garbage collection	O	O	O	O	O	O	O	O	O	O
Recycling	O	O	O	O	O	O	O	O	O	O
Sewage management services	O	O	O	O	O	O	O	O	O	O
Water supply	O	O	O	O	O	O	O	O	O	O
Stormwater drainage	O	O	O	O	O	O	O	O	O	O
Affordable housing	O	O	O	O	O	O	O	O	O	O

<u>Corporate services and management</u>

	Importance					Satisfaction				
	Low				High	Low				High
	1	2	3	4	5	1	2	3	4	5
Opportunities to participate in Council decision making	O	O	O	O	O	O	O	O	O	O
Management of development	O	O	O	O	O	O	O	O	O	O
Economic development	O	O	O	O	O	O	O	O	O	O
Vegetation and weed management	O	O	O	O	O	O	O	O	O	O
Tourism management	O	O	O	O	O	O	O	O	O	O
Coastline management	O	O	O	O	O	O	O	O	O	O
Financial management	O	O	O	O	O	O	O	O	O	O
Festival and event management	O	O	O	O	O	O	O	O	O	O
Environmental and sustainability initiatives	O	O	O	O	O	O	O	O	O	O
Long term planning	O	O	O	O	O	O	O	O	O	O
Council provision of information	O	O	O	O	O	O	O	O	O	O
Community consultation/ engagement	O	O	O	O	O	O	O	O	O	O

Q2. **Thinking of the following types of council assets, for each of these could you please indicate which of the following assets are a priority for you, how satisfied you are with the performance of that asset, and whether Council should invest less, the same, or more than they currently spend/resource for on each. The satisfaction scale is from 1 to 5, where 1 = low satisfaction and 5 = high satisfaction.**

	Priority	Satisfaction						Investment		
		Low 1	2	3	4	High 5	N/A	L	S	M
Rural roads - unsealed	O	O	O	O	O	O	O	O	O	O
Rural roads - sealed	O	O	O	O	O	O	O	O	O	O
Urban roads - sealed	O	O	O	O	O	O	O	O	O	O
Bridges	O	O	O	O	O	O	O	O	O	O
Town centre and public spaces	O	Satisfaction has already been rated						O	O	O
Parking	O	Satisfaction has already been rated						O	O	O
Bikeways and bicycle facilities	O	Satisfaction has already been rated						O	O	O
Parks	O	Satisfaction has already been rated						O	O	O
Sporting facilities	O	Satisfaction has already been rated						O	O	O
Footpaths	O	Satisfaction has already been rated						O	O	O
Stormwater drainage	O	Satisfaction has already been rated						O	O	O
Public toilets	O	Satisfaction has already been rated						O	O	O

Contact with Council

Q3a. **Have you contacted Byron Shire Council in the last 12 months?**

- O   Yes
- O   No   **(If no, go to Q4)**

Q3b. **When you last made contact with the council staff was it by:** *Prompt*

- O   Email
- O   In person
- O   Mail
- O   Phone
- O   Other (please specify)…………………………

Q3c. **How satisfied were you with the way your contact was handled?** *Prompt*

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

Q4. **How do you keep informed of council news and activities? Please answer yes or no as I read each one.** *Prompt*

- O   Byron Shire Echo
- O   Byron Shire News
- O   Community access points
- O   Community meetings
- O   Council E-news (electronic newsletters)
- O   Council website
- O   Community group
- O   Other (please specify)…………………………………………………
- O   Rates notice newsletter
- O   Local radio
- O   Local TV
- O   Public notice boards
- O   Northern Star
- O   Council Facebook page

Values & Vision

Q5. **What do you value most about living in the Byron Shire Local Government area?**

………………………………………………………………………………………………

Q6. **Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?**

………………………………………………………………………………………………

Q7. **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*

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

Demographic information

Q8. **Do you or anyone in your household operate a home based business?**

- O   Yes
- O   No

Q9. **Please stop me when I read out your age bracket:** *Prompt*

- O   18-34
- O   35-49
- O   50-64
- O   65+

Q10a. In helping us to plan our future infrastructure budgets, can we send you an information pack in about a month which outlines Council's assets, their current condition and the expenditure needed to maintain them?

- O   Yes
- O   No   **(If no, go to Q11)**

Q10b. (If yes), I just need to get some details from you:

Title: ....
First name: ....
Surname: ....
House number: ....
Street name: ....
Suburb: ....
Contact number: ....
Preferred recontact time (morning, afternoon or evening): ....

That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.

Q11. Gender (determine by voice):

- O   Male
- O   Female

Council contact – Donna Johnston 02 6626 7320