Byron Shire Council

Community Satisfaction Research

Prepared by: Micromex Research
Date: April 2020

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Background and Methodology

Background & Methodology

Why?

- Understand and identify the highest priority issues for the Byron Shire LGA

- Identify the community's overall level of satisfaction with Council performance

- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities

- Identify methods of communication and engagement with Council

How?

- Telephone survey (landline and mobile) to N=408 households

- 22 acquired through number harvesting

- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)

- Greatest margin of error +/- 5%

When?

Implementation 23rd – 27th March 2020

Please note: Interviews were conducted during the COVID-19 pandemic, after social distancing and other related restrictions were in place, therefore this was top of mind for a lot of residents, however, the report highlights increases in many importance scores across services/facilities suggesting that residents are even more reliant on their local Council at the moment

Please see Appendix B for detailed methodology

Sample Profile

Sample Profile

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

Gender

Female 52%   Male 48 %

Age

Age group	Percentage
16-17	3%
18-34	20%
35-49	26%
50-64	31%
60+	20%

■ 16-17 ■ 18-34 ■ 35-49 ■ 50-64 ■ 60+

Location in Byron Bay

Location	Percentage
Byron Bay/Suffolk Park	30%
Rural/Other	30%
Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	25%
Mullumbimby	10%
Bangalow	5%
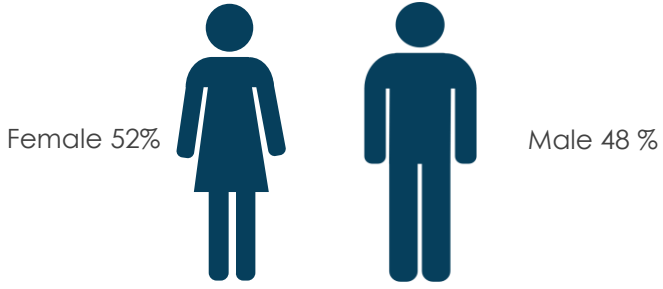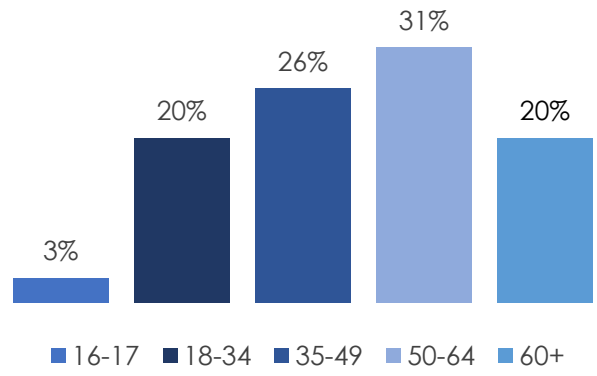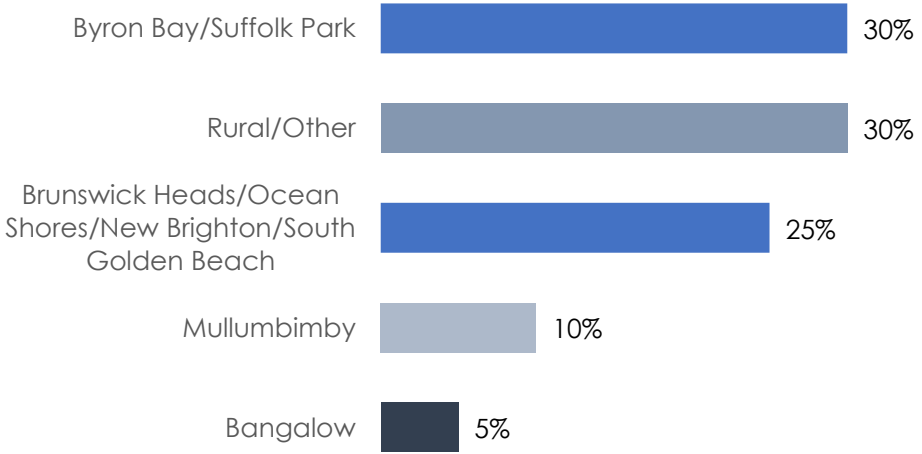
N=408 Telephone Interviews with Byron Shire Council Residents

Key Findings

Key Findings

Overall Satisfaction
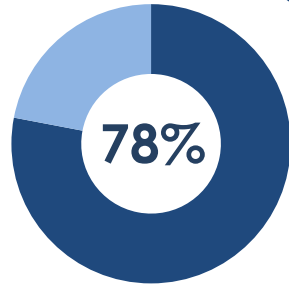
78% Of residents were at least somewhat satisfied with the performance of Byron Shire Council in the last 12 months, a significant increase from 2018 results.

Top Drivers of Overall Satisfaction

Planning for the future
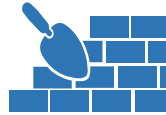
Coastline management

Financial management

Management of development

Contact With Council

73% of those who had contacted Council were at least somewhat satisfied with the way their contact was handled, and **42%** had their issue resolved after the first contact.

NEWS Local newspapers and local radio were the most preferred methods of being informed.

Highest Priority Issues

Condition and maintenance of roads

Affordability/availability of housing and land

Managing overdevelopment/ developments

8

Summary and Recommendations

Council's Leadership, Communication and Future Planning

The way Council manage, lead and plan for the future appeared to be top of mind for residents in the Byron Shire Council area.

- The service area 'Council Management' contributed towards more than 50% of overall satisfaction alone, and 7 of the top 11 strongest drivers were a part of this service area, with 'planning for the future' being the top driver.

- 4 of the top 10 most important services/facilities were a part of the 'Council management' service area, and 3 of the measures with the largest performance gaps were also a part of this.

- Satisfaction with 8 'Council management' services/facilities has significantly increased since 2018, including; Community consultation/engagement, economic development, opportunities to participate in Council decision making, tourism management, financial management, planning for the future, development application processing, and management of development – a positive note for Council.

The significant increases in importance scores also demonstrate that the community is seeking leadership and consultation from Council and it is imperative, especially in times of uncertainty such as the current COVID-19 pandemic, that Council continues to actively consult their community about planning for the future of their local area.

Summary and Recommendations

Local Roads, Infrastructure and Development

As with many other Councils, roads and infrastructure appear to be an area of concern for residents in the Byron Shire LGA.

• 3 of the top 5 most important measures are a part of the 'Infrastructure' service area, and 5 of the top 10 measures with the largest performance gaps are also a part of this area.

• 3 of the strongest drivers of overall satisfaction are also infrastructure related (local roads, traffic planning and management, and parking).

• When asked about priorities in the area, 18% of residents suggested 'condition and maintenance of local roads' as the issue of greatest concern.

• Although a significant increase from 2018, 'local roads – overall' was the lowest rated service/facility in terms of satisfaction, and this measure demonstrated the largest negative variance to our benchmark norms.

Managing development was also top of mind for Byron Shire residents.

• 11% of residents suggested managing overdevelopment/developments as the highest priority issue for the area.

• 'Management of development' appeared in the bottom 5 in terms of satisfaction, and was one of the top 5 services/facilities with the largest performance gaps.

• 'Management of development' was one of the top 4 strongest drivers of overall satisfaction.

Summary and Recommendations

Housing Affordability

Whilst not a strong driver of overall satisfaction, housing affordability in the area appeared to be a community wide issue.

- 'Affordable housing' was the second lowest rated service/facility in terms of satisfaction, and also demonstrated the second largest gap in performance (between importance and satisfaction scores).

- Byron Shire residents placed more importance (than regional benchmark norms) on 'affordable housing'.

- When asked about the highest priority issues for the area, 16% of residents suggested 'affordability/availability of housing and land' and as the biggest area of concern.

Recommendations

Based on the above listed key areas of engagement, we recommend that Council:

1. Continue to engage with the community about the future of the area, and understand community expectations in relation to Council's leadership. Engagement and consultation with the community is essential, now more than ever in times of uncertainty, such as the COVID-19 pandemic.

2. Clarify service level expectations regarding infrastructure in the area, and continue to address the issue of roads.

3. Understand resident needs in terms of the affordability of housing in the area.

Unique Differences

As a point of interest, compared to our benchmarks we have identified unique aspects of Byron Shire compared to other Regional councils, these include:

- Byron Shire residents place a higher level of importance on **infrastructure.** The following services/facilities demonstrated higher importance scores than the benchmark norms.
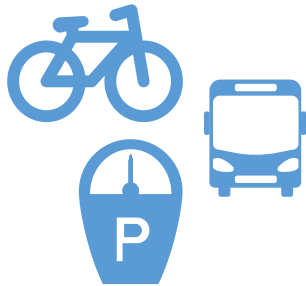
  - Bikeways and bicycle facilities
    - Public transport
    - Recycling services
  - Sewerage management services
    - Parking

- Residents also appeared to be more satisfied with **community facilities**, for example 'dog exercise areas', 'community halls', 'sporting facilities' and 'libraries' all demonstrated higher satisfaction scores than our benchmark norms.

Results

Performance of Council

Overview – Overall Satisfaction

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

Satisfaction Scores

	2020	2018	2016	2013
	78%	64%	69%	72%
Mean ratings	3.09 ▲	2.76	2.91	3.07

	Very satisfied (5)	Satisfied (4)	Somewhat satisfied (3)	Not very satisfied (2)	Not at all satisfied (1)
Byron Shire Council	4%	30%	44%	14%	8%
Micromex LGA Benchmark - Regional	8%	39%	36%	12%	5%

■ Byron Shire Council (N=408) ■ Micromex LGA Benchmark - Regional (N=31,907)

	Byron Shire Council	Micromex LGA Benchmark - Regional
Mean rating	3.09↓	3.34
T3 Box	78%	83%
Base	408	31,907

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = A significantly higher/lower level of satisfaction (compared to 2018)
↑↓ = A significantly higher/lower level of satisfaction (compared to the benchmark)

78% of residents are at least somewhat satisfied with the performance of Council in the last 12 months. Although results are below the regional benchmark, the mean rating of 3.09 is a significant increase from 2018 results (2.76).
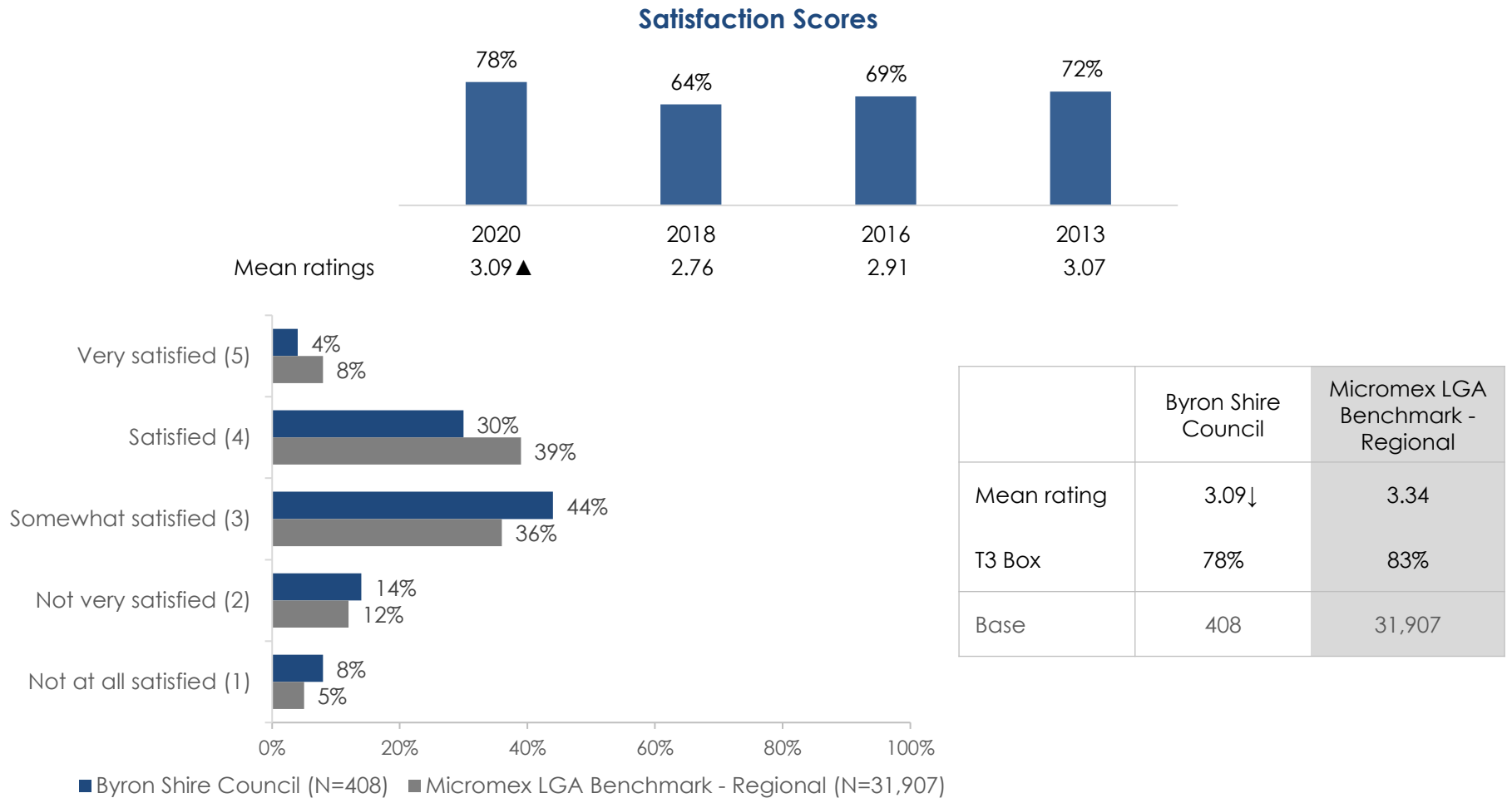
Overview - Overall Satisfaction

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

	Overall 2020	Overall 2018	Male	Female	16-34	35-49	50-64	65+
Mean rating	3.09 ▲	2.76	3.06	3.11	3.26	3.04	3.09	2.96
Base	408	400	195	213	92	107	126	84

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Mean rating	3.19	3.31	2.91	3.05	3.03
Base	122	20	41	102	122

Very satisfied (5): 4% (2020), 3% (2018)
Satisfied (4): 30%▲ (2020), 18% (2018)
Somewhat satisfied (3): 44% (2020), 43% (2018)
Not very satisfied (2): 14%▼ (2020), 24% (2018)
Not at all satisfied (1): 8%▼ (2020), 12% (2018)

2020 (N=408)   2018 (N=400)
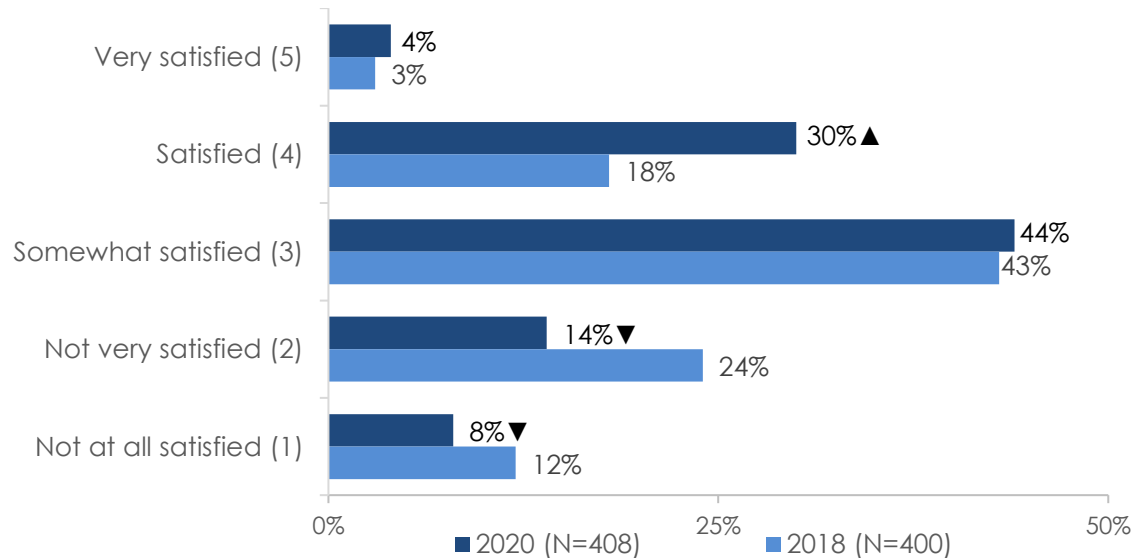
▲▼ = A significantly higher/lower level of satisfaction (compared to 2018)

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

Satisfaction with the overall performance of Council has significantly increased compared to 2018 results. Although no differences amongst demographics were significant, older residents (65+) expressed lower levels of satisfaction than younger residents (16-34) and across areas, satisfaction was lowest in Mullumbimby.

Priority Issues

Issue	Percentage
Condition and maintenance of roads	18%
Affordability/availability of housing and land	16%
Managing overdevelopment/developments	11%
Managing increasing tourist numbers	9%
Managing population growth (i.e. adequate infrastructure)	8%
Protection of the natural environment	5%
Traffic management	5%
Economic growth and development in the area/community sustainability	3%

Base: N = 408
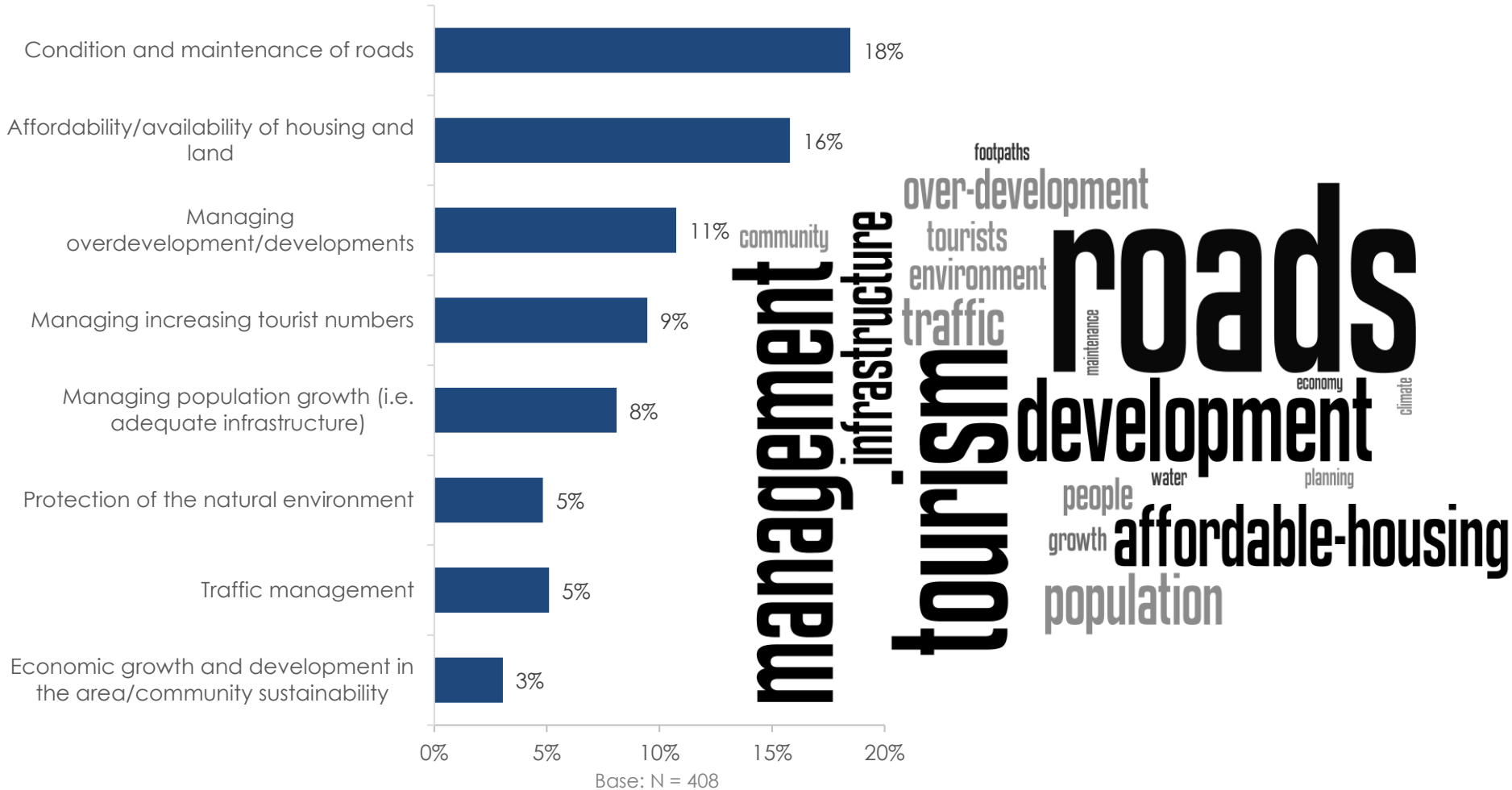
Please see Appendix A for full list of responses

When asked about the highest priority issues in the area, 18% of residents suggested 'condition and maintenance of roads' as the biggest area of concern. 'Affordability/availability of housing and land' and 'managing overdevelopment/developments' were also frequently mentioned.

Summary of Council Services & Facilities

Overview – Importance

Key Importance Trends

Compared to the previous research conducted in 2018, there were significant **increases** in residents' levels of **importance** for 30 of the comparable 39 services and facilities provided by Council, these were:

	2020	2018
Recycling services	4.74	4.47
Planning for the future	4.73	4.49
Garbage collection	4.69	4.38
Coastline management	4.60	4.41
Providing access to information	4.54	4.22
Water supply	4.50	4.12
Financial management	4.48	4.23
Tourism management	4.43	4.25
Management of development	4.42	4.24
Sewage management services	4.41	3.96
Stormwater drainage	4.41	3.99
Community consultation/engagement	4.40	4.19
Parking	4.38	4.13
Affordable housing	4.36	4.04
Support for volunteers	4.36	3.83

	2020	2018
Vegetation and weed management	4.34	3.99
All abilities access	4.31	4.04
Footpaths	4.31	4.12
Development application processing	4.24	4.02
Public transport	4.17	3.89
Festival and event management	4.10	3.87
Economic development	4.07	3.78
Bikeways and bicycle facilities	4.07	3.84
Libraries	3.95	3.75
On-line Council e-services	3.91	3.42
Parks and playgrounds	3.89	3.53
Community halls	3.88	3.58
Childcare services	3.71	3.14
Swimming pools	3.65	3.37
Sporting facilities	3.57	3.32

There were no significant **declines** in residents' level of importance.

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

A core element of this community survey was the rating of 39 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the key <u>importance</u> trends when compared to the 2018 research.

Overview – Satisfaction

Key Satisfaction Trends

Over the same period there was an increase in residents' levels of satisfaction across 37 out of 39 comparable services/facilities provided by Council, with **significant increases** in 19 of these, including:

	2020	2018
Childcare services	3.72	3.22
Sporting facilities	3.59	3.20
Online Council e-services	3.48	3.16
Parks and playgrounds	3.43	3.08
Crime prevention and safety	3.33	3.02
Quality of town centre and public spaces	3.23	2.83
All abilities access	3.22	3.00
Community consultation/engagement	3.06	2.75
Economic development	2.99	2.73
Opportunities to participate in Council decision making	2.86	2.52
Tourism management	2.77	2.52
Financial management	2.71	2.43
Planning for the future	2.66	2.37
Parking	2.62	2.31
Bikeways and bicycle facilities	2.61	2.36
Development application processing	2.55	2.22
Management of development	2.48	2.22
Traffic planning and management	2.36	1.96
Local roads - overall	1.69	1.48

There was also a significant **decline** in residents' levels of **satisfaction** with 'stormwater drainage'.

	2020	2018
Stormwater drainage	2.73	2.97

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

The above analysis identifies the key satisfaction trends when compared to the 2018 research. Since 2018, resident satisfaction has increased across almost all services/facilities, a very positive result.

Overview – Importance & Satisfaction

Importance

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

Top 5 for importance	Mean	
Recycling services	4.74	96%
Planning for the future	4.73	95%
Local roads - overall	4.72	96%
Garbage collection	4.69	94%
Coastline management	4.60	89%

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

Bottom 5 for importance	Mean	
Public art	3.36	49%
Dog exercise areas	3.39	54%
Sporting facilities	3.57	57%
Swimming pools	3.65	59%
Childcare services	3.71	65%

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

Satisfaction

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

Top 5 for satisfaction	Mean	
Libraries	4.18	94%
Water supply	4.14	92%
Garbage collection	4.05	92%
Community halls	3.84	92%
Sewage management services	3.78	87%

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

Bottom 5 for satisfaction	Mean	
Local roads - overall	1.69	17%
Affordable housing	1.90	26%
Public transport	2.08	32%
Traffic planning and management	2.36	45%
Management of development	2.48	49%

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

The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. 3 of the top 5 most important services/facilities are a part of the 'infrastructure' service area, and 3 of the lowest rated in terms of satisfaction are also a part of the infrastructure theme.

Comparison to the Micromex LGA Benchmark – Largest <u>Importance</u> Gaps

High community priorities
(compared to Benchmark norms)

- Bikeways and bicycle facilities: 74% / 64%
- Development application processing: 81% / 71%
- Affordable housing: 84% / 75%
- Tourism management: 85% / 76%

■ Byron Shire Council   ■ Micromex LGA Regional Benchmark

Low community priorities
(compared to Benchmark norms)

- Sporting facilities: 57% / 76%
- Parks and playgrounds: 67% / 83%
- Swimming pools: 59% / 70%
- Public art: 49% / 58%
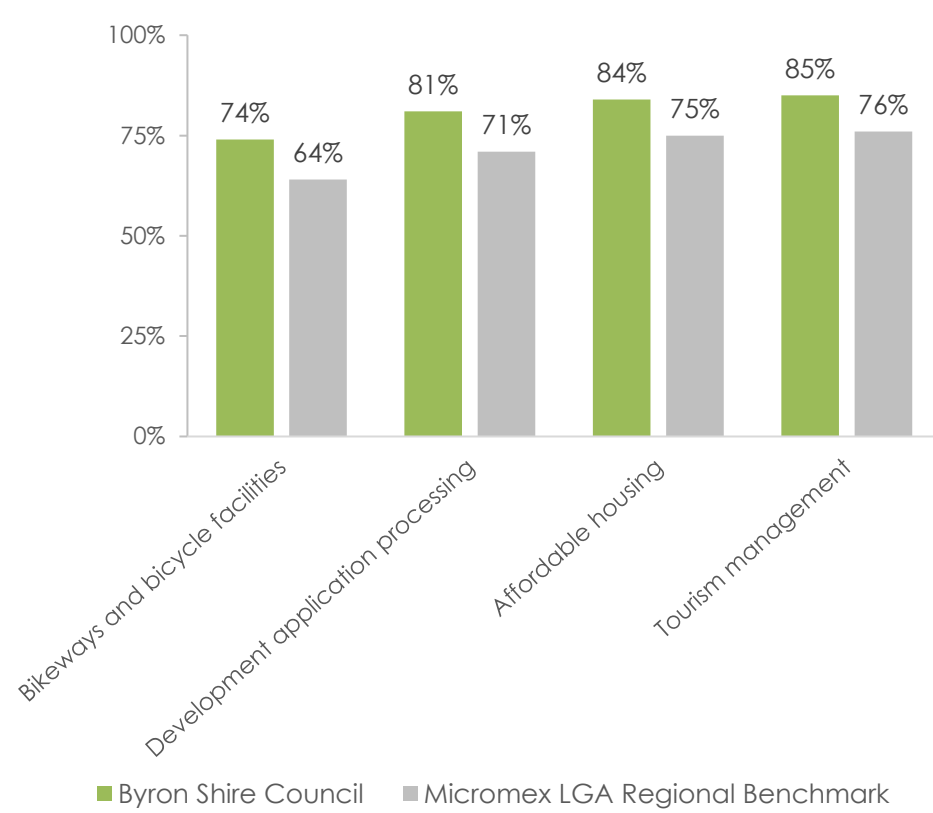
■ Byron Shire Council   ■ Micromex LGA Regional Benchmark
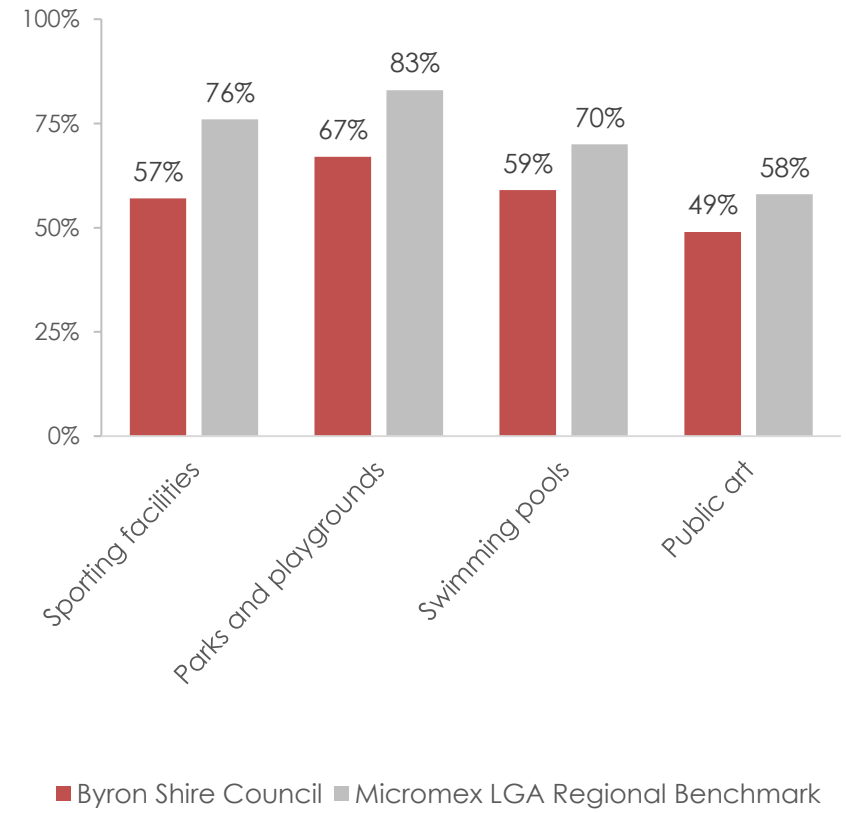
The charts displayed above demonstrate the largest variances in importance scores when comparing Byron Shire Council's top 2 box % to the Micromex LGA Regional Benchmark. Byron Shire residents placed significantly higher levels of importance (than benchmark norms) on 'bikeways and bicycle facilities' and 'development application processing'.

Comparison to the Micromex LGA Regional Benchmark - <u>Importance</u>

The table below shows the biggest variances between Byron Shire Council's top 2 box importance scores and the Micromex LGA Benchmark. For those that are lower than Benchmark norms, 3 services, 'swimming pools', 'parks and playgrounds', and 'sporting facilities' experienced a variance of ≥10%.

Service/Facility	Byron Shire Council importance score	Micromex LGA Benchmark – Regional importance score	Variance
Bikeways and bicycle facilities	74%	64%	10%▲
Development application processing	81%	71%	10%▲
Affordable housing	84%	75%	9%
Tourism management	85%	76%	9%
Dog exercise areas	54%	46%	8%
Providing access to information	90%	82%	8%
Economic development	74%	79%	-5%
Public art	49%	58%	-9%
Swimming pools	59%	70%	-11%▼
Parks and playgrounds	67%	83%	-16%▼
Sporting facilities	57%	76%	-19%▼

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

Comparison to the Micromex LGA Benchmark – Largest Satisfaction Gaps

High performers
(compared to the Benchmark)

Childcare services: 92% / 86%
Water supply: 92% / 87%
Dog exercise areas: 79% / 74%
Garbage collection: 92% / 88%
Community halls: 92% / 88%

■ Byron Shire Council ■ Micromex LGA Regional Benchmark

Low performers
(compared to the Benchmark)

Local roads - overall: 17% / 58%
Public transport: 32% / 62%
Public art: 63% / 91%
Tourism management: 60% / 84%
Public toilets: 48% / 70%

■ Byron Shire Council ■ Micromex LGA Regional Benchmark

The above charts display the largest variances between Byron Shire Council's top 3 box satisfaction scores and the Micromex LGA Regional Benchmark. 'Childcare services', 'water supply' and 'dog exercise areas' were the 3 services/facilities that demonstrated the highest positive variances to the benchmark scores.

Comparison to the Micromex LGA Regional Benchmark - <u>Satisfaction</u>

The table below shows the biggest variances between Byron Shire Council's top 3 box satisfaction scores and the Micromex LGA Regional Benchmark. For those that are lower than Benchmark norms, 16 services, experienced a variance of ≥10%.

Service/Facility	Byron Shire Council satisfaction score	Micromex LGA Benchmark – Regional satisfaction score	Variance
Childcare services	92%	86%	6%
Water supply	92%	87%	5%
Dog exercise areas	79%	74%	5%
Garbage collection	92%	88%	4%
Community halls	92%	88%	4%
Resource Recovery Centre	81%	78%	3%
Affordable housing	26%	47%	-21%▼
Traffic planning and management	45%	66%	-21%▼
Public toilets	48%	70%	-22%▼
Tourism management	60%	84%	-24%▼
Public art	63%	91%	-28%▼
Public transport	32%	62%	-30%▼
Local roads - overall	17%	58%	-41%▼

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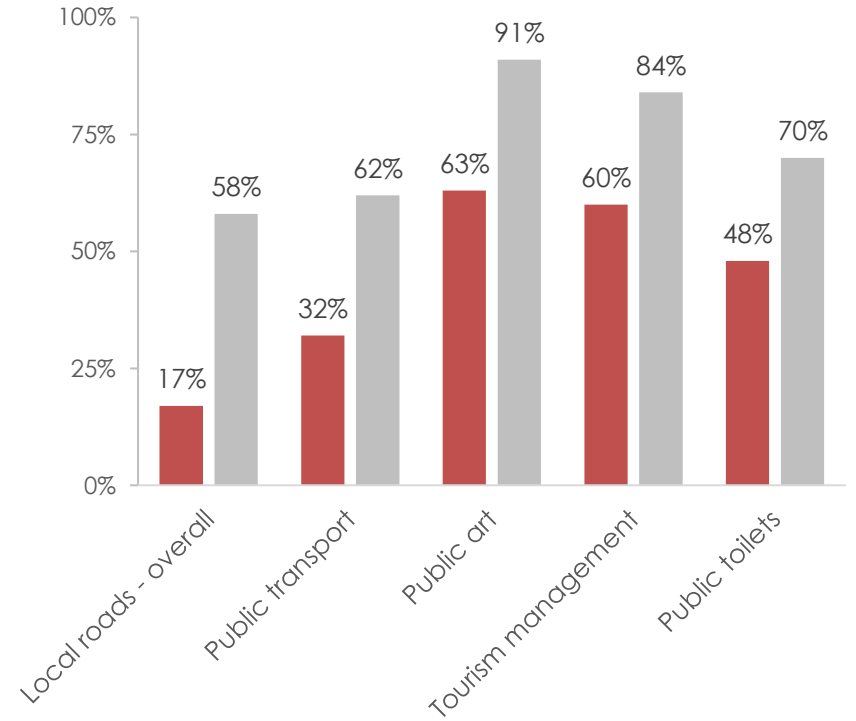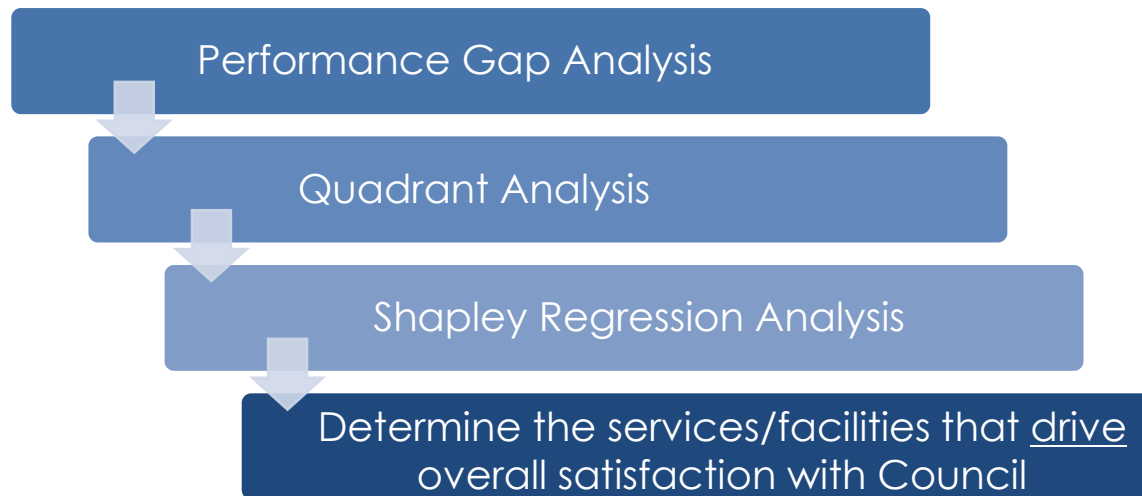Please see Appendix A for full list of benchmark comparisons

Identifying Priorities via Specialised Analysis

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 these approaches to analysis, we have been able to:

- Identify and understand the hierarchy of community priorities

- Inform the deployment of Council resources in line with community aspirations

Performance Gap Analysis

Quadrant Analysis

Shapley Regression Analysis

Determine the services/facilities that drive overall satisfaction with Council

Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

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

In the table on the following page, we can see the services and facilities with the largest performance gaps.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 20% may be indicative of areas requiring future optimisation.

Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 17% and 59%.

Service/Facility	Importance	Satisfaction	Performance Gap (Importance – Satisfaction)
Local roads - overall	96%	17%	79%
Affordable housing	84%	26%	58%
Public transport	77%	32%	45%
Traffic planning and management	86%	45%	41%
Management of development	87%	49%	38%
Planning for the future	95%	59%	36%
Public toilets	84%	48%	36%
Parking	88%	56%	32%
Footpaths	82%	54%	28%
Development application processing	81%	54%	27%

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.

5 of the top 10 measures with the largest performance gaps were a part of the 'infrastructure' service area.

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.

Please see Appendix A for full performance gap list

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 top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. On average, Byron Shire Council residents rated services/facilities slightly more important compared to our Benchmarks, but their satisfaction was lower.

	Byron Shire Council	Micromex Regional Benchmark
Average Importance	79%	77%
Average Satisfaction	69%	78%

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN,** such as 'recycling services', 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 'dog exercise areas', 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 'childare services', are core strengths, but in relative terms they are considered less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

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

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Byron Shire Council Average
LGA Regional Benchmark Average

◄ Local roads (17%, 96%)

Planning for the future

Recycling services

Garbage collection

Providing access to information

Management of development

Parking

Financial management

Crime prevention and safety

Water supply

Traffic planning and management

Public toilets

Tourism management

Stormwater drainage

Coastline management

Sewage management services

Resource Recovery Centre

Support for volunteers

◄ Affordable housing (26%, 84%)

Footpaths

Vegetation and weed management

Community consultation/ engagement

All abilities access

Development application processing

Quality of town centre and public spaces

Opportunities to participate in Council decision making

◄ Public transport (32%, 77%)

Economic development

Bikeways and bicycle facilities

Festival and event management

On-line Council e-services

Libraries

Parks and playgrounds

Community halls

Childcare services

Dog exercise areas (79%, 54%) ▼

Public art (63%, 49%) ▼

▼ Swimming pools (79%, 59%)

Sporting facilities (91%, 57%) ▼

Importance

Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

30

The Shapley Value Regression

Step 3. The Shapley Value Regression

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 Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a Shapley regression, a category model was developed. The outcomes demonstrated that increasing resident satisfaction by actioning the priorities they stated as being important would not necessarily positively impact on overall satisfaction.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Identify top services/facilities that will drive overall satisfaction with Council

Map stated satisfaction and derived importance to identify community priority areas

Determine 'optimisers' that will lift overall satisfaction with Council

Key Drivers of Overall Satisfaction with Council

Dependent variable: 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?

Service area	Percentage
Planning for the future	8.0%
Coastline management	7.6%
Financial management	6.9%
Management of development	6.5%
Local roads - overall	6.0%
Opportunities to participate in Council decision making	5.0%
Traffic planning and management	4.7%
Public toilets	3.8%
Parking	3.6%
Festival and event management	3.5%
Community consultation/engagement	3.4%
Crime prevention and safety	3.4%

The results in the above chart provide Byron Shire Council with a complete picture of the intrinsic community priorities and motivations, and identify what service/facility attributes are the key drivers of overall satisfaction.

These top 12 services areas (so 31% of the 39 services areas) account for over 60% of the variation in overall satisfaction. Therefore, whilst all 39 services areas are important, only a number of them are key drivers of satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction.

Note: Please see Appendix A for the derived importance of the remaining services areas

These 12 services/facilities are the key community priorities and by addressing these, Byron Shire Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'crime prevention and safety' contributes 3.4% towards overall satisfaction, while 'planning for the future' (8.0%) is a far stronger driver, contributing more than twice as much to overall satisfaction with Council.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

Stated satisfaction (y-axis): 15% to 95%

Derived importance (x-axis): 0.0% to 10.0%

Maintain

Optimise

- Crime prevention and safety
- Festival and event management
- Community consultation/engagement
- Coastline management
- Opportunities to participate in Council decision making
- Financial management
- Planning for the future
- Parking
- Public toilets
- Management of development
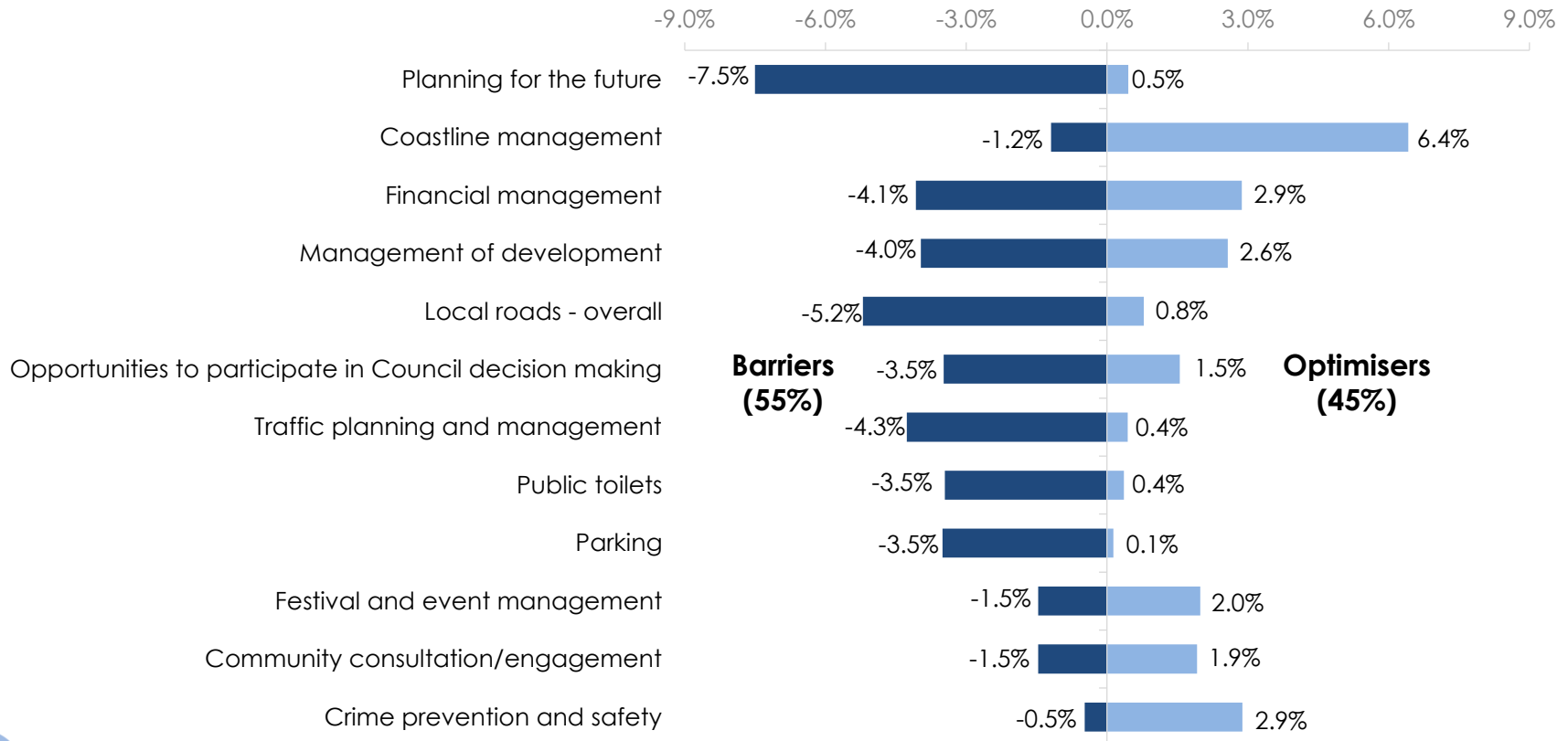- Traffic planning and management
- Local roads - overall

The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Shapley result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

Key Contributors to Barriers/Optimisers

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 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 the overall performance of Council.

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.

Driver	Barriers (55%)	Optimisers (45%)
Planning for the future	-7.5%	0.5%
Coastline management	-1.2%	6.4%
Financial management	-4.1%	2.9%
Management of development	-4.0%	2.6%
Local roads - overall	-5.2%	0.8%
Opportunities to participate in Council decision making	-3.5%	1.5%
Traffic planning and management	-4.3%	0.4%
Public toilets	-3.5%	0.4%
Parking	-3.5%	0.1%
Festival and event management	-1.5%	2.0%
Community consultation/engagement	-1.5%	1.9%
Crime prevention and safety	-0.5%	2.9%

Different levers address the different levels of satisfaction across the community

Customer Service

Contact with Council

No 39%
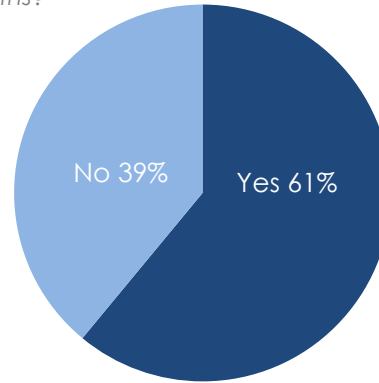
Yes 61%

Base: N = 408

|	2020	2018	Male	Female	16-34	35-49	50-64	65+
Yes	61%	68%	62%	60%	32%▼	68%	74%▲	63%
Base	408	400	195	213	92	107	126	84

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Yes	67%	52%	51%	60%	60%
Base	122	20	41	102	122

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

61% of residents stated they had contacted Council within the last 24 months. The 50-64 age group were significantly more likely to have made contact and the 16-34 age group were significantly less likely.

Contact with Council

Q3b. (If yes on Q3a) When you contacted Council was it by:
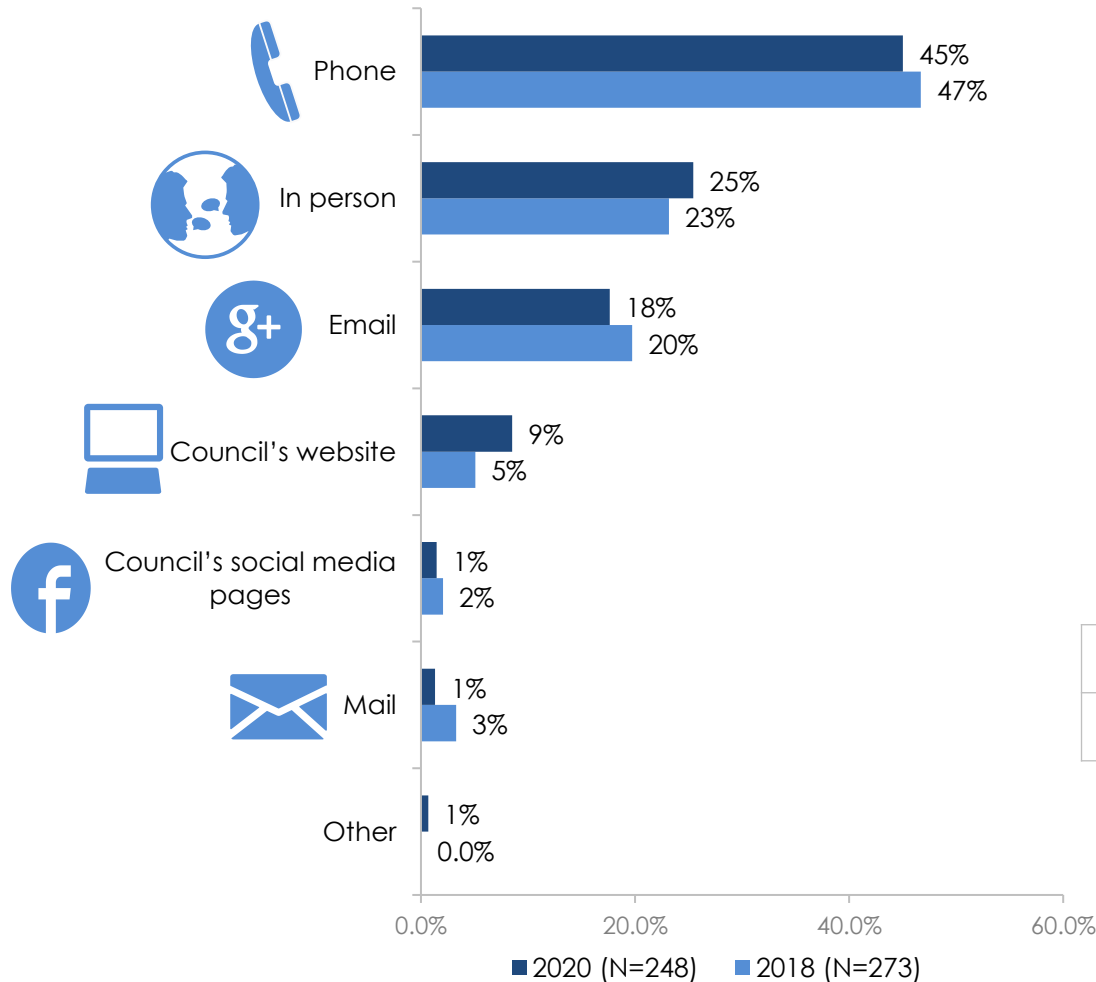
Other (specified)	Count
Snap Send Solve	1

Phone continues to be the preferred method of contacting Council. The number of people using Council's website as their method of contact has increased since 2018. Those in the 16-34 age group were more likely to use Council's social media pages, and those aged 65+ were more likely to use mail. Those in the Byron Bay/Suffolk Park area were significantly less likely to make contact in person.

Note: Please see Appendix A for results by demographics

Reasons for Contacting with Council

Q3c. (If yes on Q3a) Thinking of the last time you contacted Council, what did you contact Council about?

Reason	Percentage
Development applications	16%
Parking	14%
Roads & footpaths	13%
Water or sewer matters	9%
Waste management	6%
Payment of rates/fees	4%
General information	3%
Enforcement of local laws	3%
Recreational facilities	2%
Land use planning	1%
Traffic management	1%
Bookings of venue/halls	0%
Other	28%
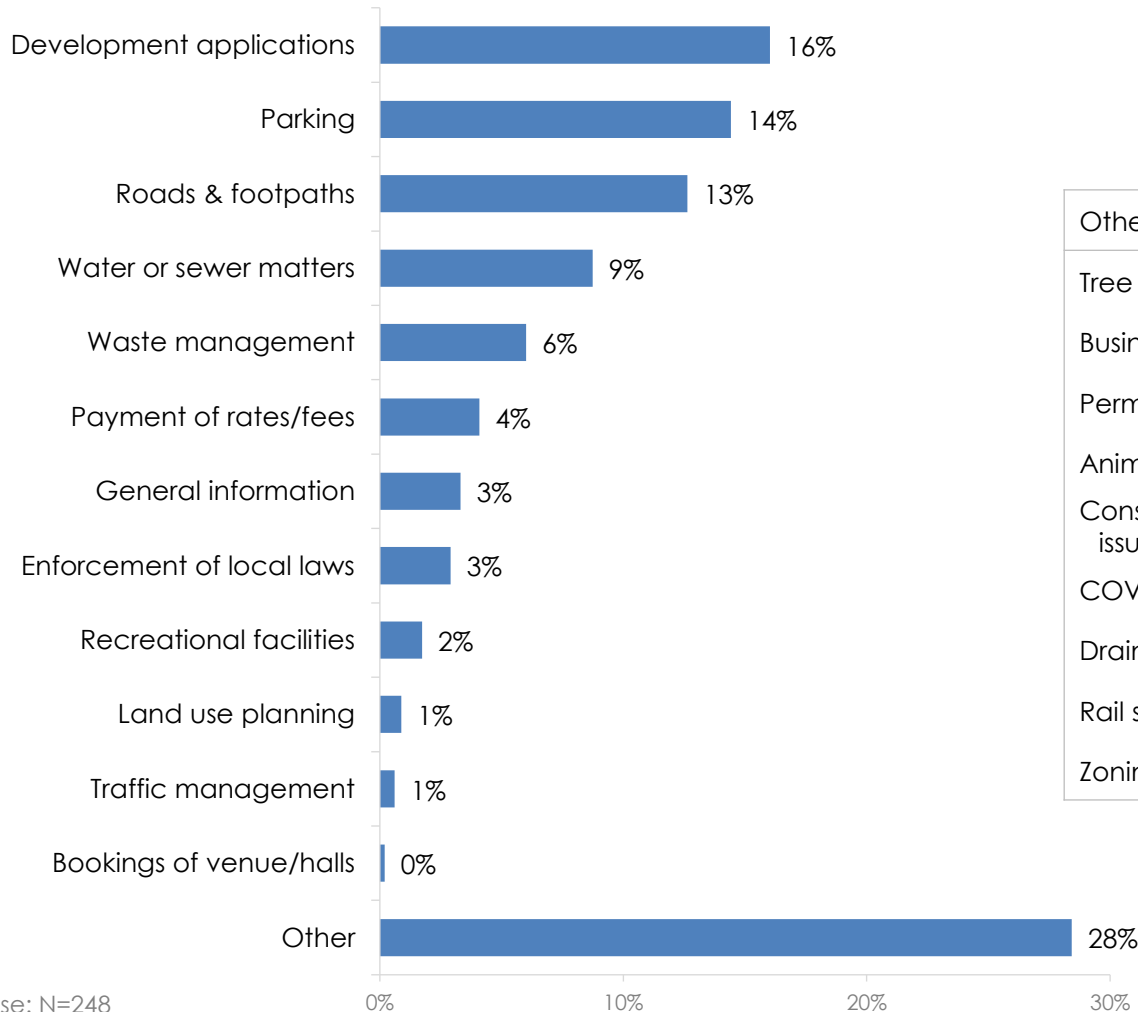
Other specified	Count
Tree maintenance	11
Business enquiry	4
Permits	4
Animal control/pound	3
Construction/development issues/building enquiries	3
COVID-19	3
Drainage issues	3
Rail study/transport survey	3
Zoning/subdivision	3

Base: N=248
*Brunswick Heads region includes: Brunswick Heads, Ocean Shores, New Brighton and South Golden Beach

Please see Appendix A for results by demographics, and full list of 'other specified' responses

For those that had made contact with Council, 'development applications' (16%) and 'parking' (14%) were the most common reasons for contact. Those aged 65+ were significantly more likely to make contact about waste and traffic management, and males were more likely to make contact about roads and footpaths. Those in Byron Bay/Suffolk Park were more likely to contact Council about 'parking' and those in rural/other areas were more likely to contact about development applications. Residents in the Brunswick Heads* region were significantly more likely to make contact about water or sewer matters.

Satisfaction with Contact

Q3d. (If yes on Q3a) How satisfied were you with the way your contact was handled?

	Overall 2020	Overall 2018	Male	Female	16-34	35-49	50-64	65+
Mean ratings	3.52	3.26	3.34	3.69	3.78	3.72	3.34	3.43
Base	248	273	120	128	30	73	93	53

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Mean ratings	3.52	4.02	3.19	3.52	3.55
Base	83	11	21	61	73
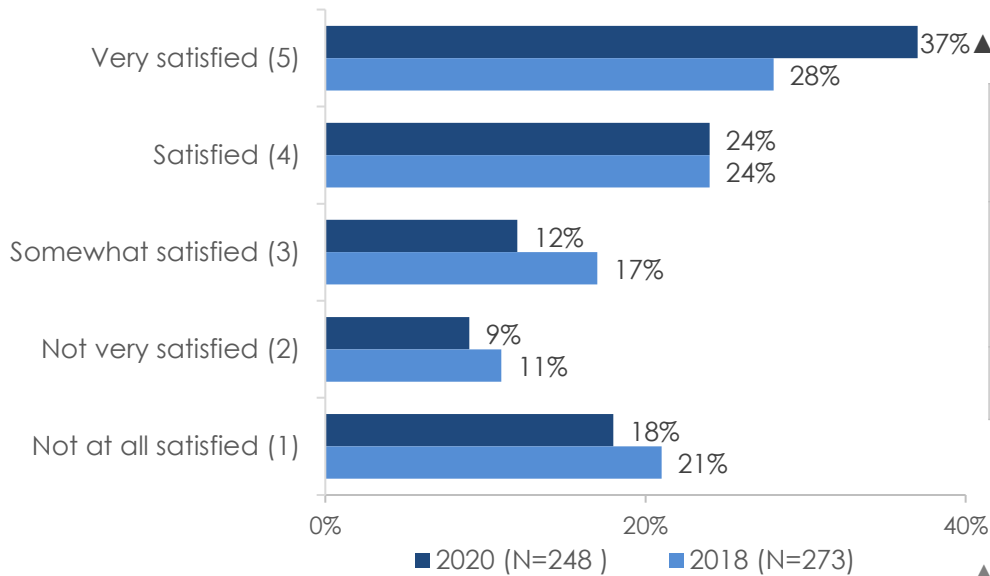
	Byron Shire Council	Micromex LGA Benchmark
Mean rating	3.52	3.77
T3 Box	73%	80%
Base	248	23,641

▲▼ = A significantly higher/lower level percentage (compared to 2018)

73% of those that had contacted Council were at least somewhat satisfied with the way their contact was handled, an increase from 2018. This result is below the Micromex LGA benchmark score.
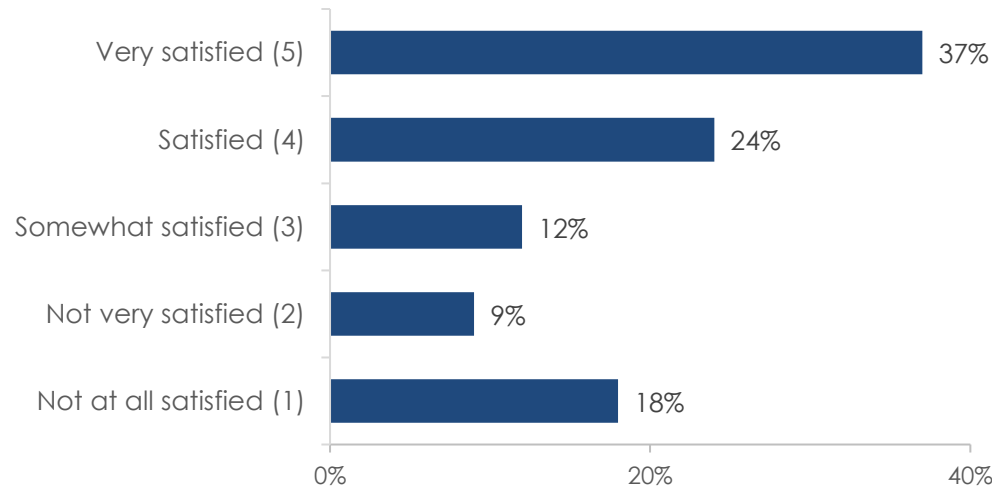
Satisfaction with Contact

Q3d. (If yes on Q3a) How satisfied were you with the way your contact was handled?

Satisfaction by Method of Contact and Reason for Contact

	Overall 2020	Overall 2018	Council's Website	Phone	Email	In person
Mean rating	3.52	3.26	3.99	3.35	3.49	3.69
Base	248	273	21	112	44	63

	Development applications	Parking	Roads & footpaths	Water or sewer matters	Waste Management	Payment of rates/fees	General Information
Mean rating	3.50	4.21 ▲	2.79 ▼	3.24	3.60	4.04	3.61
Base	40	36	31	22	15	10	8*

Very satisfied (5) — 37%
Satisfied (4) — 24%
Somewhat satisfied (3) — 12%
Not very satisfied (2) — 9%
Not at all satisfied (1) — 18%

Scale: 1 = not at all satisfied, 5 = very satisfied
*Caution: Low base size

Base: N=248

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

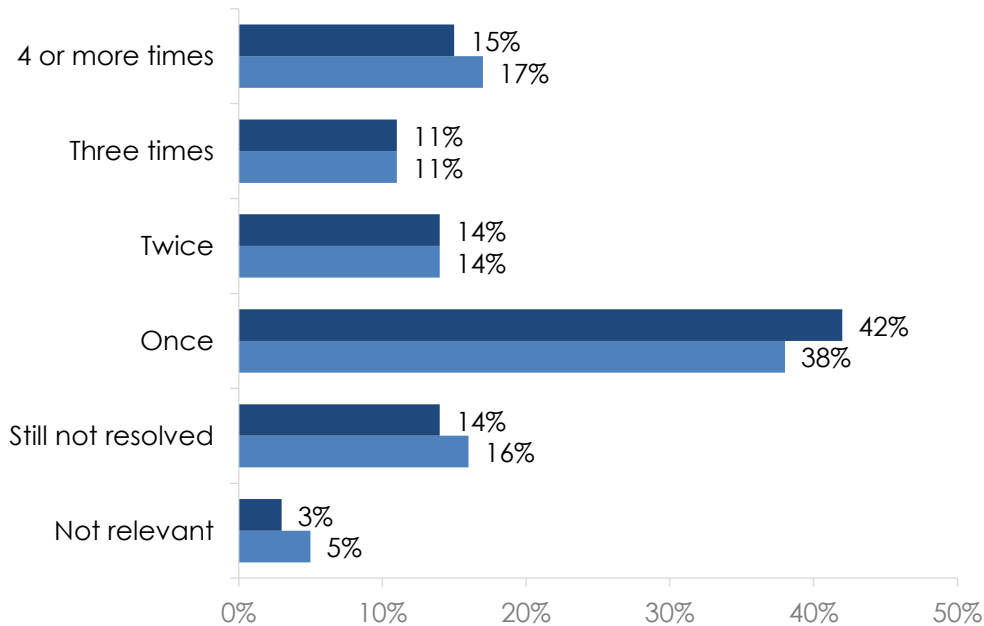**Although not significant, those who made contact via Council's website demonstrated higher levels of satisfaction with the way their contact was handled. Those who made contact for reasons related to 'parking' demonstrated significantly higher levels of satisfaction, and those who made contact regarding 'roads & footpaths' were significantly less satisfied with the way their contact was handled.**

Resolution of the Issue

Q3e. (If yes on Q3a) How many times were you in contact with Council to resolve the issue?

	Overall 2020	Overall 2018	Council's website	Council's social media	Phone	Email	In person	Mail
Average number of contacts	2.2	2.3	1.4▼	1.0▼	2.3	2.2	2.3	1.0▼
Base	205	217	18	4*	91	33	57	2*

	2020	2018
4 or more times	15%	17%
Three times	11%	11%
Twice	14%	14%
Once	42%	38%
Still not resolved	14%	16%
Not relevant	3%	5%

■ 2020 (N=248) ■ 2018 (N=273)

Note: 'Still not resolved' and 'not relevant' were not included in the mean calculation of number of contacts.
Please see Appendix A for results by demographics

▲▼ = A significantly higher/lower number of contacts
*Caution – low base size

42% of those who had contacted Council had their issue resolved after the first contact. The average number of contacts required overall was 2.2. Those that made contact via Council's website required significantly fewer contacts to resolve their issue. Those in the 65+ age group were significantly more likely to suggest their issue was still not resolved.

Information Distribution

Keeping Informed of Council News and Activities

Q4a. How do you currently get informed of general Council news and events?
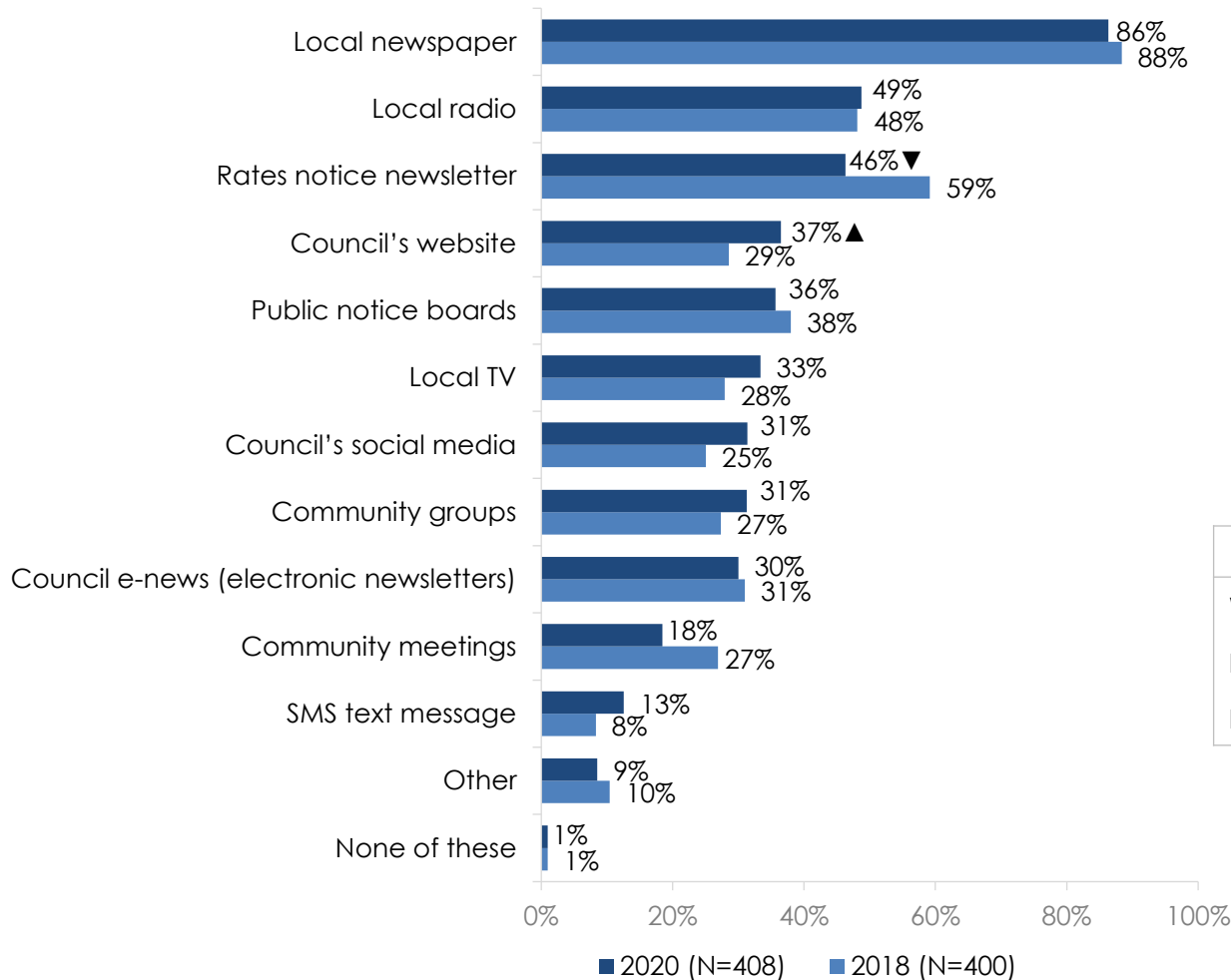
Other (specified)	Count
Word of mouth	25
Email	8
Direct mail	2

Local newspaper: 86% (2020), 88% (2018)
Local radio: 49% (2020), 48% (2018)
Rates notice newsletter: 46%▼ (2020), 59% (2018)
Council's website: 37%▲ (2020), 29% (2018)
Public notice boards: 36% (2020), 38% (2018)
Local TV: 33% (2020), 28% (2018)
Council's social media: 31% (2020), 25% (2018)
Community groups: 31% (2020), 27% (2018)
Council e-news (electronic newsletters): 30% (2020), 31% (2018)
Community meetings: 18% (2020), 27% (2018)
SMS text message: 13% (2020), 8% (2018)
Other: 9% (2020), 10% (2018)
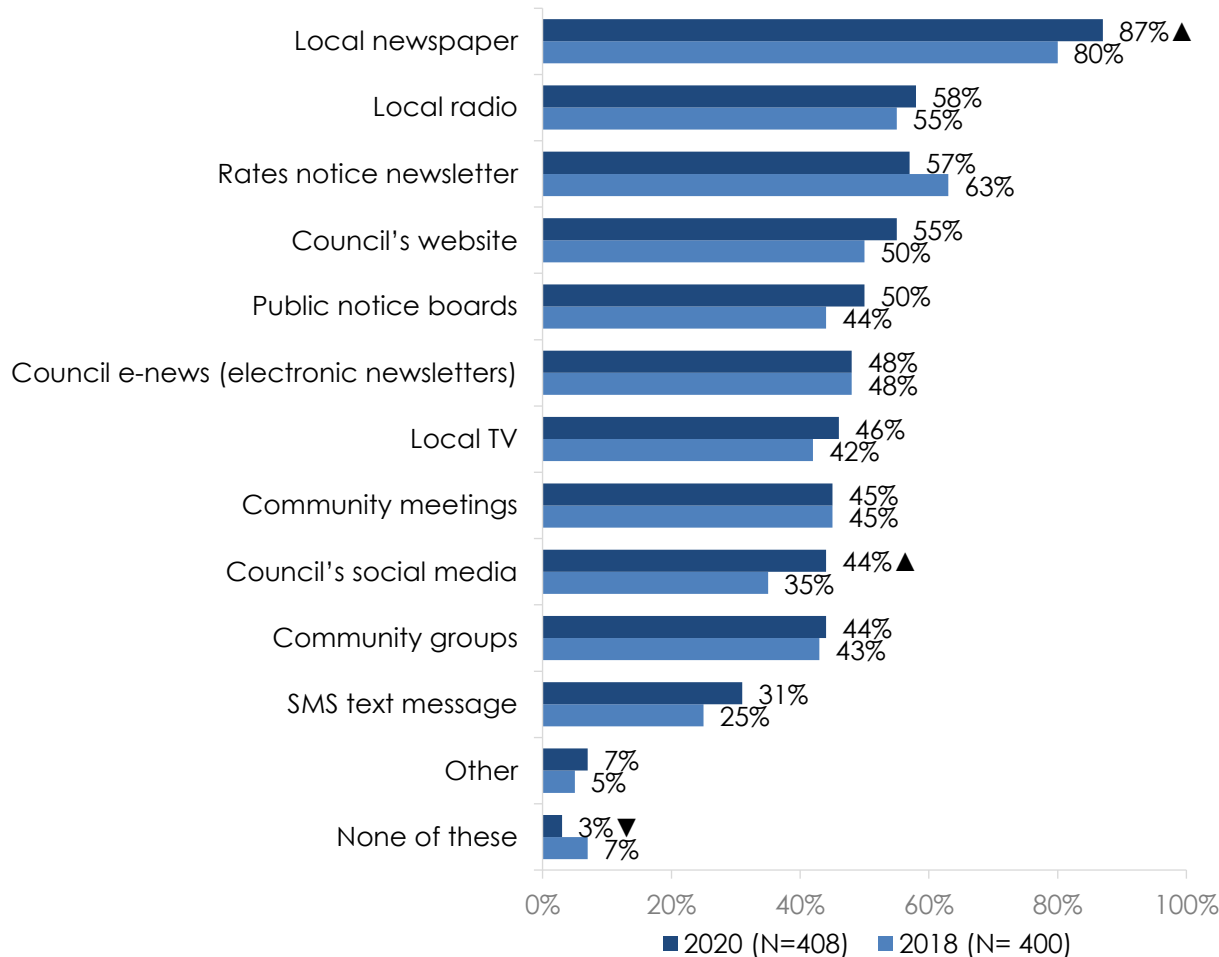None of these: 1% (2020), 1% (2018)

■ 2020 (N=408) ■ 2018 (N=400)

Note: Please see Appendix A for results by demographics   ▲▼ = A significantly higher/lower percentage (compared to 2018)

The local newspaper continues to be the most common method of being informed of general Council news and events. Local radio (49%), and rates notice newsletters (46%) are also common methods, although residents in 2020 were significantly less likely to select the 'rates notice newsletter' option. The number of people using the Council website to stay informed has significantly increased since 2018.

Preferred Means of Keeping Informed of Council News and Activities

Q4b. How would you like to be kept informed in future of general council news and events?

Category	2020 (N=408)	2018 (N=400)
Local newspaper	87% ▲	80%
Local radio	58%	55%
Rates notice newsletter	57%	63%
Council's website	55%	50%
Public notice boards	50%	44%
Council e-news (electronic newsletters)	48%	48%
Local TV	46%	42%
Community meetings	45%	45%
Council's social media	44% ▲	35%
Community groups	44%	43%
SMS text message	31%	25%
Other	7%	5%
None of these	3% ▼	7%

Other (specified)	Count
Emails	14
Letters in the mail	5
Word of mouth	2
App	2
Telephone	2
In person	1
Pamphlet with rates notice	1
Public committees	1

Note: Please see Appendix A for results by demographics

▲▼ = A significantly higher/lower percentage (compared to 2018)

87% of residents suggested local newspapers as their preferred method of being informed of future Council news and events. Females were significantly more likely to prefer local newspapers and Council's social media as a way of being informed. The 65+ age group were more likely to prefer being informed via rates notice newsletters.

Importance of, and Satisfaction with, Council Services & Facilities

Service Areas

A core element of this community survey was the rating of 39 facilities/services in terms of Importance and Satisfaction. Each of the 39 facilities/services were grouped into service areas as detailed below:

Community Services

Childcare services

Support for volunteers

All abilities access

Crime prevention and safety

Affordable housing

Community facilities/spaces

Parks and playgrounds

Sporting facilities

Libraries

Community halls

Quality of town centre and public spaces

Swimming pools

Dog exercise areas

Public toilets

Public art

Infrastructure

Local roads – overall

Parking

Bikeways and bicycle facilities

Public transport

Footpaths

Traffic planning and management

Garbage collection

Recycling services

Sewerage management services

Water supply

Stormwater drainage

Council Management

Opportunities to participate in Council decision making

Management of development

Development application processing

Planning for the future

Providing access to information

Economic development

Community consultation/engagement

Vegetation and weed management

Tourism management

Coastline management

Festival and event management

Financial management

Online council e-services

An Explanation

The following pages detail the Shapley findings for each service area, make comparisons to the Micromex LGA Benchmark and identify the stated importance and satisfaction ratings by key demographics.
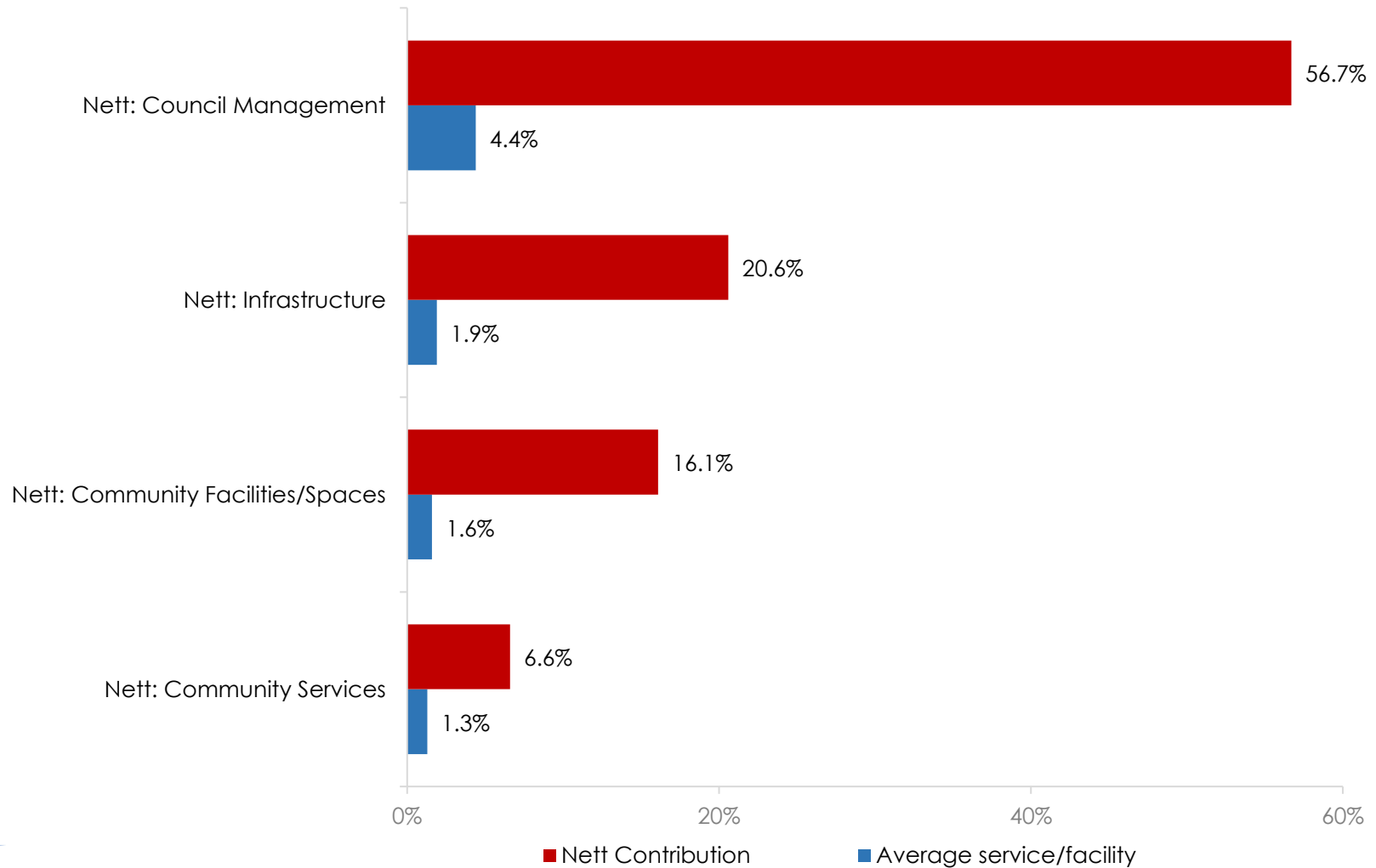
Importance
For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

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

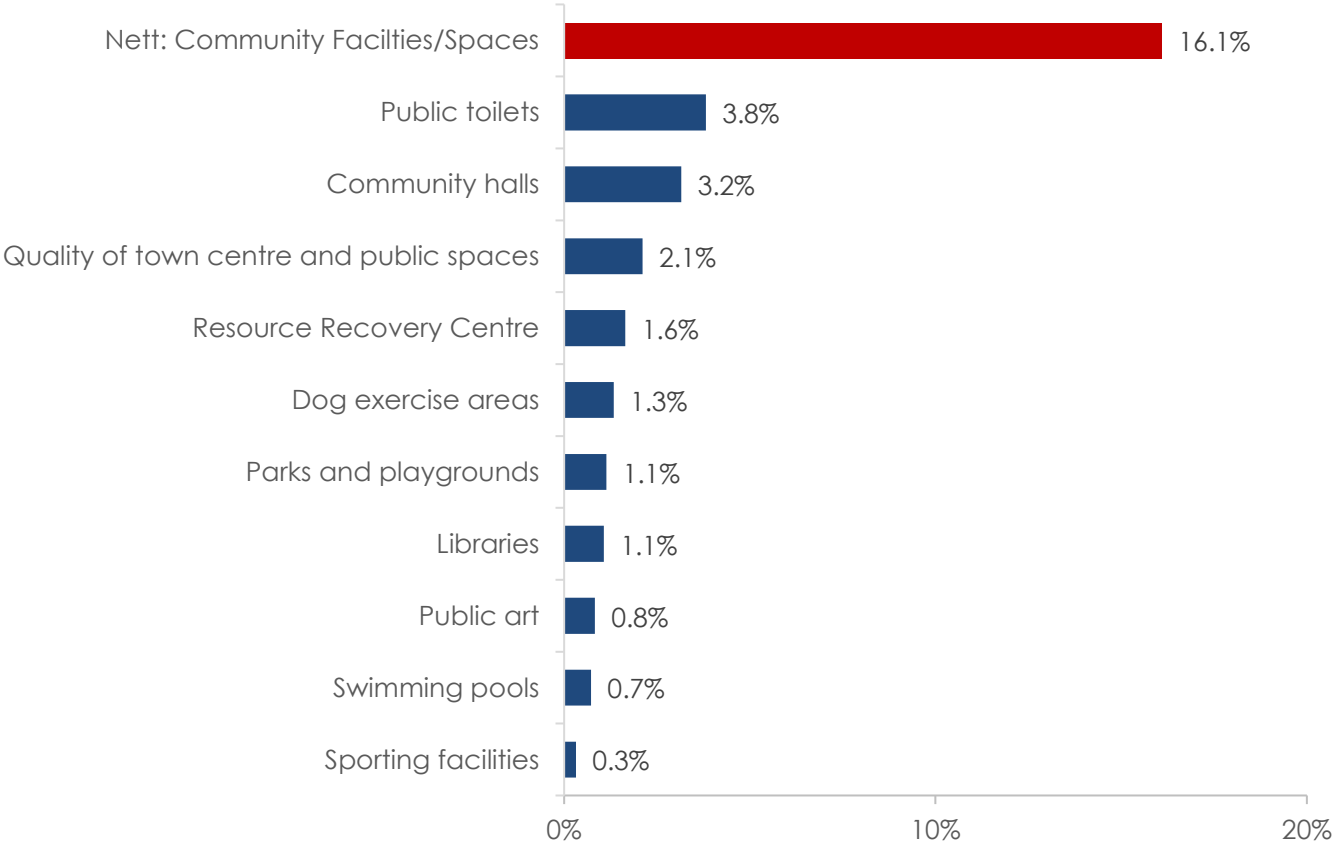# Contribution to Overall Satisfaction with Council's Performance

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas. 'Council Management' (57%) is the key contributor toward overall satisfaction with Council's performance, and each of the services/facilities grouped under this area averages 4.4%.

Nett Priority Area	Nett Contribution	Average service/facility
Nett: Council Management	56.7%	4.4%
Nett: Infrastructure	20.6%	1.9%
Nett: Community Facilities/Spaces	16.1%	1.6%
Nett: Community Services	6.6%	1.3%

Service Area 1: Community Facilities/Spaces

Shapley Regression

Contributes to Over 16% of Overall Satisfaction with Council

Category	Percentage
Nett: Community Facilties/Spaces	16.1%
Public toilets	3.8%
Community halls	3.2%
Quality of town centre and public spaces	2.1%
Resource Recovery Centre	1.6%
Dog exercise areas	1.3%
Parks and playgrounds	1.1%
Libraries	1.1%
Public art	0.8%
Swimming pools	0.7%
Sporting facilities	0.3%

Service Area 1: Community Facilities/Spaces

Hierarchy of Services/Facilities – Importance

Service/Facility (Ranked high – low)	Importance	LGA Benchmark
Public toilets	84%	82%
Resource Recovery Centre	83%	78%
Quality of town centre and public spaces	81%	80%
Libraries	69%	70%
Parks and playgrounds	67%	83%
Community halls	67%	67%
Swimming pools	59%	70%
Sporting facilities	57%	76%
Dog exercise areas	54%	46%
Public art	49%	58%

Within the 'Community Facilities/Spaces' service area, in terms of importance, 'public toilets' is considered to be the most important, whilst 'public art' is the facility of least relative importance.

Service Area 1: Community Facilities/Spaces

Importance Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Parks and playgrounds	3.89	3.71	4.06	3.87	4.12	3.75	3.84
Sporting facilities	3.57	3.45	3.68	3.65	3.89	3.40	3.32
Libraries	3.95	3.64	4.24	3.64	4.06	4.02	4.07
Community halls	3.88	3.70	4.04	3.70	3.98	3.94	3.84
Quality of town centre and public spaces	4.28	4.15	4.40	4.41	4.42	4.16	4.15
Swimming pools	3.65	3.38	3.89	3.30	4.05	3.60	3.59
Dog exercise areas	3.39	3.25	3.52	3.36	3.44	3.36	3.41
Public toilets	4.35	4.15	4.53	4.11	4.56	4.41	4.26
Public art	3.36	3.10	3.60	3.41	3.46	3.35	3.22
Resource Recovery Centre	4.32	4.27	4.37	4.13	4.38	4.55	4.12

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

Service Area 1: Community Facilities/Spaces

Importance Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Parks and playgrounds	4.05	3.53	3.91	4.05	3.66
Sporting facilities	3.71	3.51	3.90	3.72	3.20
Libraries	3.96	3.87	4.30	3.97	3.83
Community halls	3.74	3.90	3.92	3.92	3.97
Quality of town centre and public spaces	4.38	3.97	4.53	4.14	4.27
Swimming pools	3.76	3.67	3.97	3.67	3.40
Dog exercise areas	3.59	3.72	3.58	3.54	2.96
Public toilets	4.25	4.29	4.30	4.49	4.36
Public art	3.33	3.20	3.49	3.37	3.38
Resource Recovery Centre	4.13	4.58	4.36	4.26	4.52

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

Service Area 1: Community Facilities/Spaces

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and playgrounds	7%	8%	18%	23%	44%	408
Sporting facilities	11%	10%	22%	26%	31%	408
Libraries	7%	7%	17%	22%	47%	408
Community halls	5%	9%	19%	26%	41%	408
Quality of town centre and public spaces	2%	4%	13%	27%	54%	408
Swimming pools	9%	12%	20%	22%	37%	408
Dog exercise areas	20%	11%	16%	17%	37%	408
Public toilets	4%	3%	8%	22%	62%	408
Public art	14%	11%	26%	24%	25%	408
Resource Recovery Centre	2%	4%	11%	25%	58%	408

Service Area 1: Community Facilities/Spaces

Hierarchy of Services/Facilities – Satisfaction

Service/Facility (Ranked high – low)	Satisfaction	LGA Benchmark
Libraries	94%	95%
Community halls	92%	88%
Sporting facilities	91%	90%
Parks and playgrounds	83%	86%
Resource Recovery Centre	81%	78%
Quality of town centre and public spaces	80%	82%
Swimming pools	79%	85%
Dog exercise areas	79%	74%
Public art	63%	91%
Public toilets	48%	70%

In terms of satisfaction, residents are most satisfied with 'libraries' and least satisfied with 'public toilets' within the 'Community Facilities/Spaces' service area.

Service Area 1: Community Facilities/Spaces

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Parks and playgrounds	3.43	3.35	3.49	3.46	3.20	3.51	3.61
Sporting facilities	3.59	3.52	3.66	3.59	3.52	3.54	3.83
Libraries	4.18	4.12	4.23	3.73	4.21	4.30	4.37
Community halls	3.84	3.73	3.92	3.61	3.95	3.85	3.92
Quality of town centre and public spaces	3.23	3.20	3.26	3.32	3.21	3.23	3.17
Swimming pools	3.47	3.47	3.46	3.44	3.24	3.61	3.64
Dog exercise areas	3.41	3.28	3.53	3.63	3.52	3.20	3.35
Public toilets	2.49	2.47	2.50	2.70	2.34	2.46	2.50
Public art	2.90	2.92	2.89	2.99	2.68	2.87	3.11
Resource Recovery Centre	3.46	3.39	3.52	3.13	3.53	3.38	3.85

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

Service Area 1: Community Facilities/Spaces

Satisfaction Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Parks and playgrounds	3.59	2.88	3.26	3.46	3.32
Sporting facilities	3.46	3.75	3.57	3.54	3.83
Libraries	4.54	3.50	4.31	3.70	4.34
Community halls	3.79	3.89	4.08	3.77	3.86
Quality of town centre and public spaces	3.15	3.44	3.46	3.30	3.15
Swimming pools	3.33	2.62	4.04	3.46	3.53
Dog exercise areas	3.64	3.63	3.25	3.38	3.14
Public toilets	2.80	2.67	2.01	2.60	2.20
Public art	3.14	2.68	3.03	2.98	2.60
Resource Recovery Centre	3.46	3.56	3.38	3.35	3.55

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

Service Area 1: Community Facilities/Spaces

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and playgrounds	5%	12%	33%	35%	15%	272
Sporting facilities	3%	6%	35%	41%	15%	231
Libraries	2%	3%	13%	37%	44%	276
Community halls	2%	7%	24%	41%	27%	271
Quality of town centre and public spaces	5%	15%	40%	32%	8%	330
Swimming pools	10%	12%	21%	37%	21%	234
Dog exercise areas	10%	10%	29%	29%	21%	213
Public toilets	23%	29%	29%	15%	4%	339
Public art	9%	28%	34%	22%	7%	200
Resource Recovery Centre	6%	13%	29%	33%	19%	325

Service Area 2: Community Services

Shapley Regression

Contributes to Over 5% of Overall Satisfaction with Council
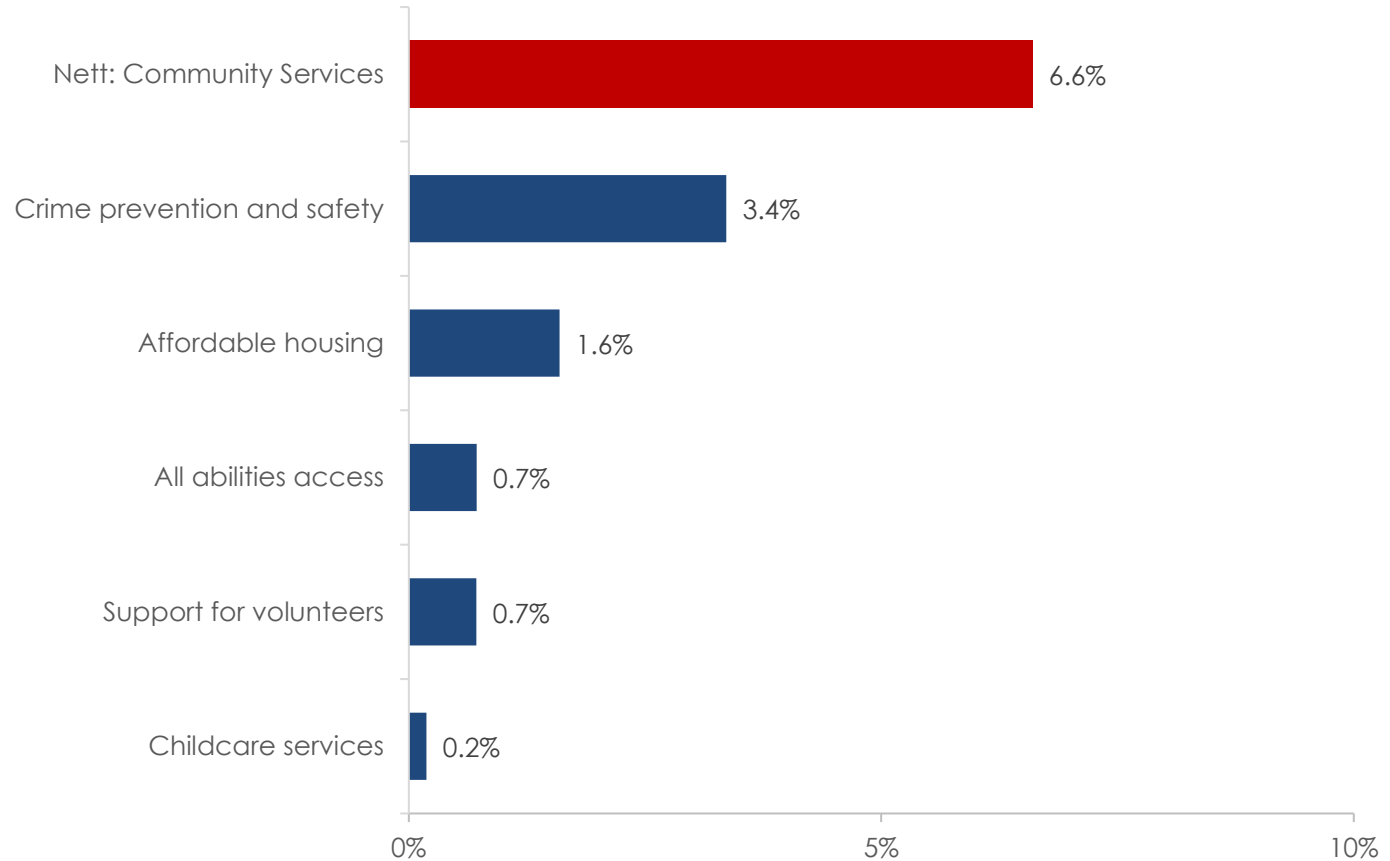
Service	Contribution
Nett: Community Services	6.6%
Crime prevention and safety	3.4%
Affordable housing	1.6%
All abilities access	0.7%
Support for volunteers	0.7%
Childcare services	0.2%

Service Area 2: Community Services

Hierarchy of Services/Facilities – Importance

Service/Facility (Ranked high – low)	Importance	LGA Benchmark
Crime prevention and safety	88%	90%
Affordable housing	84%	75%
Support for volunteers	84%	79%
All abilities access	82%	80%
Childcare services	65%	60%

Within the 'Community Services' service area, in terms of importance, 'crime prevention and safety' is considered to be the most important, whilst 'childcare services' is the facility of least relative importance.

Service Area 2: Community Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Childcare services	3.71	3.64	3.78	4.31	4.01	3.27	3.33
Support for volunteers	4.36	4.13	4.56	4.28	4.41	4.39	4.32
All abilities access	4.31	4.25	4.37	4.33	4.53	4.18	4.21
Crime prevention and safety	4.48	4.32	4.63	4.54	4.46	4.40	4.56
Affordable housing	4.36	4.23	4.48	4.63	4.55	4.15	4.13

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Childcare services	3.73	3.67	4.14	3.83	3.45
Support for volunteers	4.30	4.41	4.36	4.45	4.32
All abilities access	4.15	4.52	4.42	4.46	4.28
Crime prevention and safety	4.74	4.08	4.46	4.42	4.34
Affordable housing	4.22	4.53	4.51	4.55	4.26

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

Service Area 2: Community Services

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Childcare services	19%	6%	10%	15%	50%	408
Support for volunteers	3%	2%	10%	25%	59%	408
All abilities access	4%	3%	11%	21%	61%	408
Crime prevention and safety	2%	3%	7%	21%	67%	408
Affordable housing	6%	4%	7%	16%	68%	408

Service Area 2: Community Services

Hierarchy of Services/Facilities – Satisfaction

Service/Facility (Ranked high – low)	Satisfaction	LGA Benchmark
Childcare services	92%	86%
Support for volunteers	85%	86%
Crime prevention and safety	80%	82%
All abilities access	78%	80%
Affordable housing	26%	47%

In terms of satisfaction, residents are most satisfied with 'childcare services' and least satisfied with 'affordable housing' within the 'Community Services' service area.

Service Area 2: Community Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Childcare services	3.72	3.62	3.81	3.71	3.75	3.61	3.89
Support for volunteers	3.49	3.56	3.43	3.54	3.34	3.47	3.63
All abilities access	3.22	3.31	3.14	3.26	3.18	3.10	3.39
Crime prevention and safety	3.33	3.32	3.33	3.49	3.08	3.33	3.44
Affordable housing	1.90	1.86	1.92	1.72	1.74	2.07	2.11

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Childcare services	3.58	4.10	4.21	3.62	3.69
Support for volunteers	3.59	3.42	3.51	3.44	3.45
All abilities access	3.18	3.26	3.21	3.16	3.31
Crime prevention and safety	3.31	3.29	3.45	3.36	3.27
Affordable housing	1.91	2.03	1.79	1.92	1.87

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

Service Area 2: Community Services

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Childcare services	4%	4%	32%	37%	23%	219
Support for volunteers	2%	12%	36%	33%	16%	297
All abilities access	5%	18%	38%	31%	9%	305
Crime prevention and safety	5%	15%	37%	27%	16%	352
Affordable housing	43%	32%	21%	4%	1%	333

Service Area 3: Infrastructure

Shapley Regression

Contributes to Over 20% of Overall Satisfaction with Council
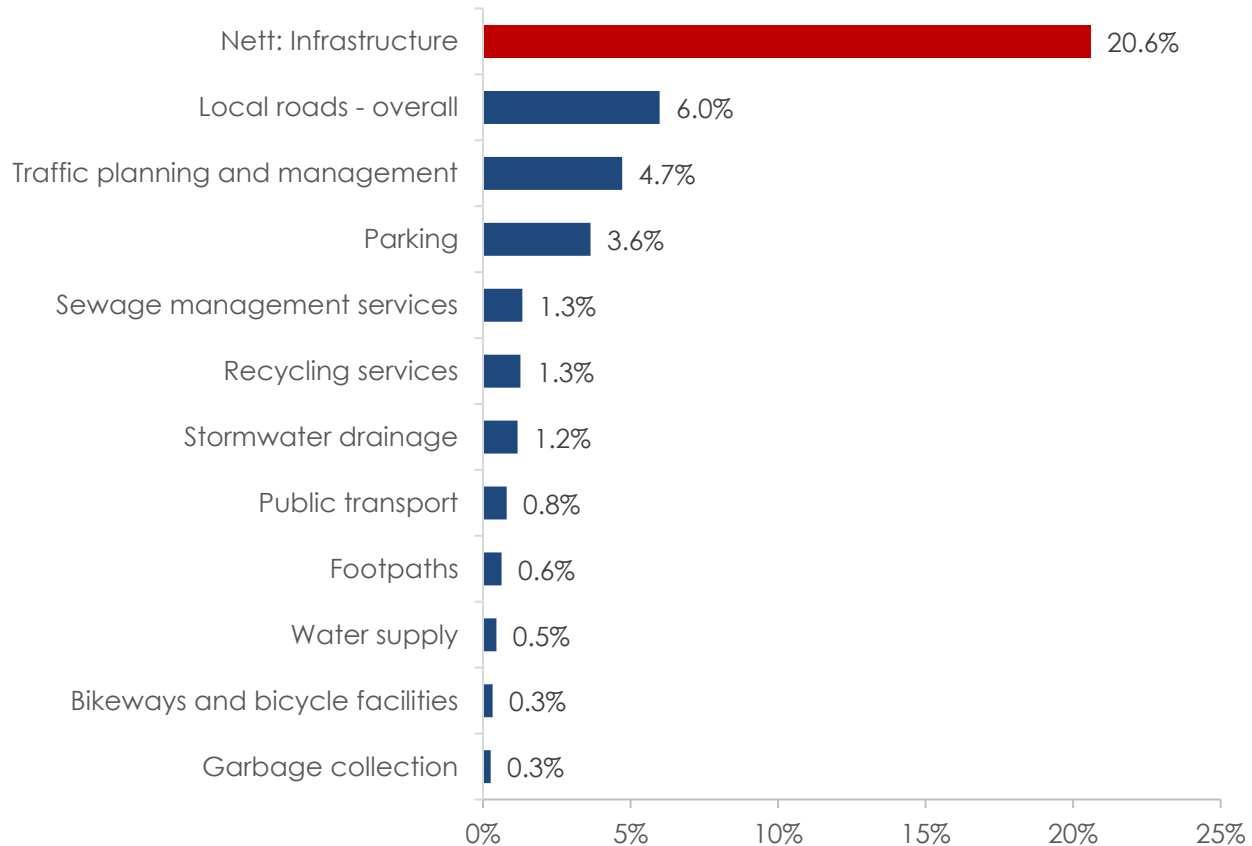
Category	Value
Nett: Infrastructure	20.6%
Local roads - overall	6.0%
Traffic planning and management	4.7%
Parking	3.6%
Sewage management services	1.3%
Recycling services	1.3%
Stormwater drainage	1.2%
Public transport	0.8%
Footpaths	0.6%
Water supply	0.5%
Bikeways and bicycle facilities	0.3%
Garbage collection	0.3%

Service Area 3: Infrastructure

Hierarchy of Services/Facilities – Importance

Service/Facility (Ranked high – low)	Importance	LGA Benchmark
Local roads - overall	96%	93%
Recycling services	96%	90%
Garbage collection	94%	92%
Parking	88%	82%
Water supply	87%	87%
Sewage management services	86%	80%
Traffic planning and management	86%	86%
Stormwater drainage	85%	81%
Footpaths	82%	81%
Public transport	77%	70%
Bikeways and bicycle facilities	74%	64%

Within the 'Infrastructure' service area, in terms of importance, 'local roads – overall' and 'recycling services' are considered to be the most important, whilst bikeways and bicycle facilities' is the facility of least relative importance.

Service Area 3: Infrastructure

Importance Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Local roads - overall	4.72	4.68	4.77	4.72	4.78	4.71	4.69
Parking	4.38	4.30	4.44	4.53	4.50	4.22	4.28
Bikeways and bicycle facilities	4.07	3.94	4.18	4.12	4.22	4.17	3.66
Public transport	4.17	4.02	4.30	4.25	4.28	4.09	4.06
Footpaths	4.31	4.10	4.50	4.26	4.32	4.29	4.38
Traffic planning and management	4.40	4.43	4.38	4.28	4.38	4.49	4.44
Garbage collection	4.69	4.56	4.80	4.62	4.71	4.69	4.74
Recycling services	4.74	4.64	4.82	4.76	4.81	4.72	4.64
Sewage management services	4.41	4.31	4.51	4.48	4.52	4.33	4.34
Water supply	4.50	4.43	4.57	4.67	4.59	4.37	4.42
Stormwater drainage	4.41	4.31	4.50	4.36	4.54	4.34	4.40

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

Service Area 3: Infrastructure

Importance Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Local roads - overall	4.70	4.56	4.68	4.70	4.82
Parking	4.45	4.20	4.35	4.37	4.34
Bikeways and bicycle facilities	4.19	3.68	4.20	4.17	3.88
Public transport	4.10	4.35	4.31	4.44	3.92
Footpaths	4.57	4.09	4.25	4.39	4.05
Traffic planning and management	4.57	4.36	4.23	4.24	4.44
Garbage collection	4.79	4.60	4.68	4.74	4.56
Recycling services	4.64	4.86	4.72	4.80	4.75
Sewage management services	4.69	4.24	4.65	4.75	3.82
Water supply	4.84	4.47	4.76	4.84	3.81
Stormwater drainage	4.73	4.20	4.46	4.67	3.89

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

Service Area 3: Infrastructure

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Local roads - overall	1%	<1%	3%	17%	79%	408
Parking	2%	2%	9%	31%	57%	408
Bikeways and bicycle facilities	6%	5%	16%	25%	49%	408
Public transport	7%	5%	11%	18%	59%	408
Footpaths	3%	3%	12%	24%	58%	408
Traffic planning and management	2%	3%	9%	25%	61%	408
Garbage collection	<1%	1%	5%	17%	77%	408
Recycling services	1%	<1%	2%	16%	80%	408
Sewage management services	7%	2%	5%	14%	72%	408
Water supply	7%	1%	4%	8%	79%	408
Stormwater drainage	5%	2%	8%	18%	67%	408

Service Area 3: Infrastructure

Hierarchy of Services/Facilities – Satisfaction

Service/Facility (Ranked high – low)	Satisfaction	LGA Benchmark
Garbage collection	92%	88%
Water supply	92%	87%
Sewage management services	87%	91%
Recycling services	83%	89%
Stormwater drainage	61%	78%
Parking	56%	69%
Bikeways and bicycle facilities	55%	71%
Footpaths	54%	67%
Traffic planning and management	45%	66%
Public transport	32%	62%
Local roads - overall	17%	58%

In terms of satisfaction, residents are most satisfied with 'garbage collection' and 'water supply' and least satisfied with 'local roads - overall' within the 'Infrastructure' service area.

Service Area 3: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Local roads - overall	1.69	1.69	1.69	1.69	1.70	1.65	1.73
Parking	2.62	2.59	2.65	2.44	2.58	2.78	2.66
Bikeways and bicycle facilities	2.61	2.63	2.59	2.70	2.58	2.56	2.62
Public transport	2.08	2.18	1.99	2.11	2.09	1.92	2.25
Footpaths	2.60	2.70	2.52	2.77	2.70	2.42	2.56
Traffic planning and management	2.36	2.27	2.45	2.45	2.25	2.33	2.47
Garbage collection	4.05	3.99	4.10	3.98	3.91	4.11	4.21
Recycling services	3.68	3.64	3.72	3.58	3.48	3.80	3.90
Sewage management services	3.78	3.83	3.75	3.98	3.73	3.62	3.85
Water supply	4.14	4.04	4.23	4.14	4.06	4.07	4.37
Stormwater drainage	2.73	2.70	2.75	3.24	2.54	2.51	2.75

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

Service Area 3: Infrastructure

Satisfaction Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Local roads - overall	1.87	1.83	1.48	1.69	1.56
Parking	2.87	2.47	2.36	2.47	2.60
Bikeways and bicycle facilities	2.99	2.06	2.28	2.60	2.36
Public transport	2.60	1.90	1.88	1.93	1.80
Footpaths	2.76	2.60	2.78	2.53	2.40
Traffic planning and management	2.31	2.05	2.55	2.60	2.23
Garbage collection	4.08	4.11	3.93	4.09	4.02
Recycling services	3.77	3.62	3.68	3.82	3.49
Sewage management services	4.14	3.87	3.45	3.76	3.44
Water supply	4.38	3.77	4.19	4.22	3.71
Stormwater drainage	2.91	2.71	2.73	2.60	2.61

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

Service Area 3: Infrastructure

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Local roads - overall	51%	32%	14%	2%	1%	391
Parking	20%	24%	35%	15%	6%	356
Bikeways and bicycle facilities	21%	24%	34%	16%	5%	297
Public transport	39%	29%	22%	6%	4%	312
Footpaths	21%	25%	31%	18%	5%	333
Traffic planning and management	25%	30%	32%	11%	2%	349
Garbage collection	3%	6%	15%	37%	40%	382
Recycling services	6%	12%	20%	35%	28%	388
Sewage management services	5%	7%	24%	31%	32%	327
Water supply	2%	6%	14%	33%	45%	341
Stormwater drainage	19%	20%	35%	19%	7%	342

Service Area 4: Council Management

Shapley Regression

Contributes to Over 50% of Overall Satisfaction with Council
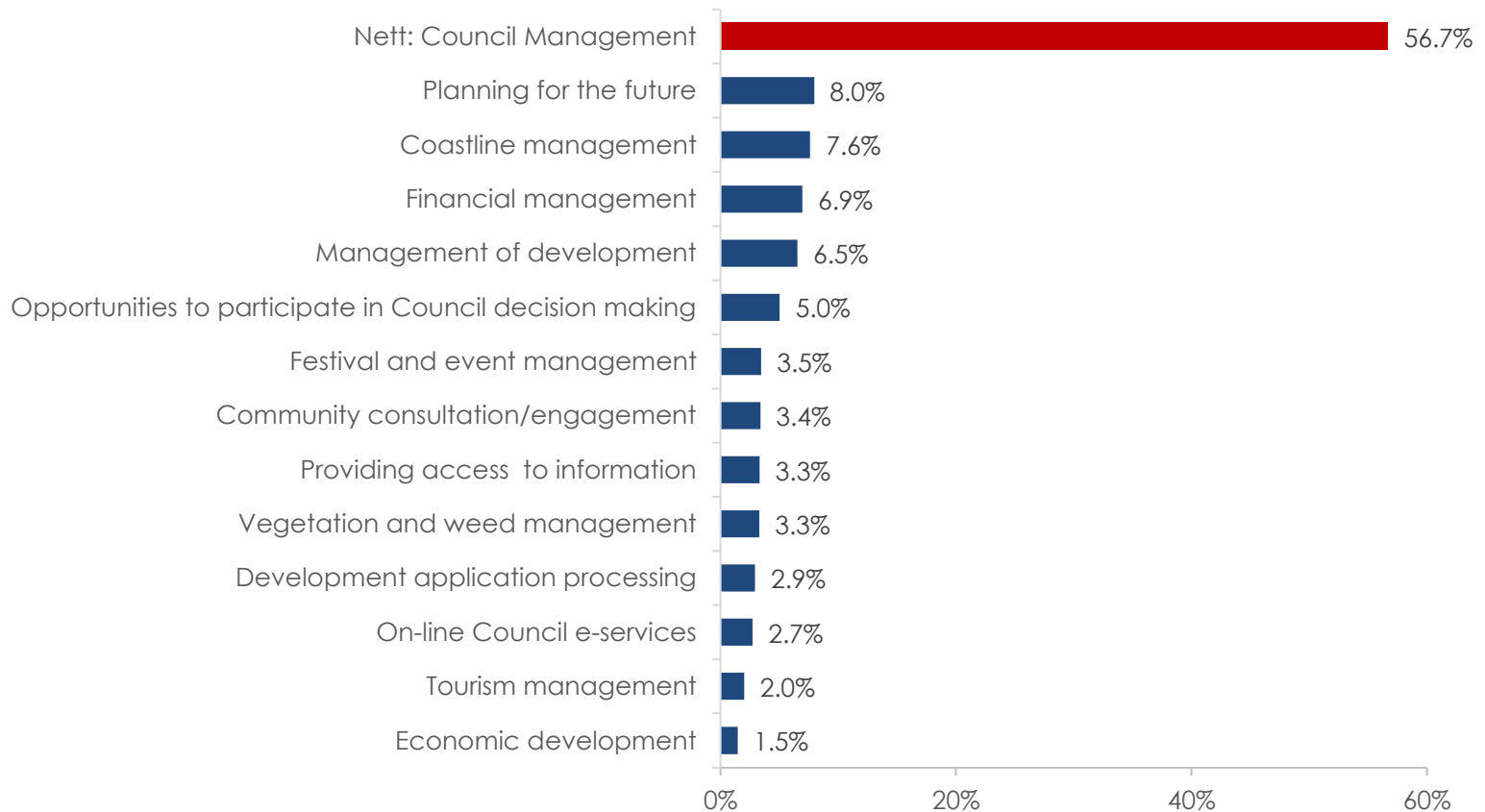
Category	Value
Nett: Council Management	56.7%
Planning for the future	8.0%
Coastline management	7.6%
Financial management	6.9%
Management of development	6.5%
Opportunities to participate in Council decision making	5.0%
Festival and event management	3.5%
Community consultation/engagement	3.4%
Providing access to information	3.3%
Vegetation and weed management	3.3%
Development application processing	2.9%
On-line Council e-services	2.7%
Tourism management	2.0%
Economic development	1.5%

Service Area 4: Council Management

Hierarchy of Services/Facilities – Importance

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Planning for the future	95%	89%
Providing access to information	90%	82%
Coastline management	89%	87%
Management of development	87%	81%
Financial management	86%	86%
Community consultation/engagement	85%	83%
Tourism management	85%	76%
Vegetation and weed management	83%	78%
Development application processing	81%	71%
Opportunities to participate in Council decision making	78%	72%
Economic development	74%	79%
Festival and event management	73%	70%
On-line Council e-services	68%	61%

Within the 'Council Management' service area, in terms of importance, 'planning for the future' is considered to be the most important, whilst 'online council e-services' is the facility of least relative importance.

Service Area 4: Council Management

Importance Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Opportunities to participate in Council decision making	4.18	4.15	4.21	4.14	4.25	4.17	4.17
Management of development	4.42	4.36	4.49	4.27	4.45	4.39	4.61
Development application processing	4.24	4.23	4.25	4.06	4.32	4.23	4.35
Planning for the future	4.73	4.70	4.75	4.70	4.84	4.68	4.70
Providing access to information	4.54	4.47	4.60	4.50	4.63	4.50	4.53
Economic development	4.07	3.91	4.22	3.93	4.13	4.05	4.18
Community consultation/engagement	4.40	4.35	4.44	4.28	4.44	4.43	4.42
Vegetation and weed management	4.34	4.17	4.50	4.13	4.43	4.39	4.37
Tourism management	4.43	4.35	4.51	4.37	4.53	4.48	4.32
Coastline management	4.60	4.57	4.62	4.72	4.62	4.57	4.48
Festival and event management	4.10	3.87	4.30	4.34	4.11	3.94	4.05
Financial management	4.48	4.44	4.51	4.29	4.49	4.51	4.62
On-line Council e-services	3.91	3.84	3.98	3.88	4.02	3.97	3.73

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

Service Area 4: Council Management

Importance Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Opportunities to participate in Council decision making	4.16	4.23	4.10	4.36	4.07
Management of development	4.51	4.48	4.09	4.52	4.37
Development application processing	4.34	4.51	4.08	4.24	4.15
Planning for the future	4.77	4.80	4.74	4.75	4.66
Providing access to information	4.54	4.68	4.53	4.56	4.50
Economic development	4.27	4.70	3.93	4.10	3.79
Community consultation/engagement	4.37	4.70	4.34	4.49	4.31
Vegetation and weed management	4.35	4.25	4.37	4.24	4.41
Tourism management	4.59	4.72	4.07	4.47	4.32
Coastline management	4.59	4.74	4.45	4.64	4.60
Festival and event management	4.07	4.18	4.05	4.32	3.94
Financial management	4.56	4.56	4.39	4.39	4.48
On-line Council e-services	4.06	4.19	3.69	3.90	3.81

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

Service Area 4: Council Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Opportunities to participate in Council decision making	3%	5%	13%	27%	51%	408
Management of development	2%	2%	10%	25%	62%	408
Development application processing	5%	3%	11%	25%	56%	408
Planning for the future	<1%	1%	4%	15%	80%	408
Providing access to information	1%	<1%	9%	24%	66%	408
Economic development	4%	5%	17%	27%	47%	408
Community consultation/engagement	1%	2%	12%	26%	59%	408
Vegetation and weed management	1%	3%	13%	26%	57%	408
Tourism management	2%	2%	11%	21%	64%	408
Coastline management	1%	2%	8%	16%	73%	408
Festival and event management	5%	3%	19%	24%	49%	408
Financial management	1%	2%	11%	20%	66%	408
On-line Council e-services	6%	5%	21%	27%	41%	408

Service Area 4: Council Management

Hierarchy of Services/Facilities – Satisfaction

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
On-line Council e-services	85%	NA
Festival and event management	79%	88%
Providing access to information	74%	75%
Economic development	74%	74%
Coastline management	71%	88%
Community consultation/engagement	71%	69%
Opportunities to participate in Council decision making	66%	65%
Financial management	62%	71%
Vegetation and weed management	61%	76%
Tourism management	60%	84%
Planning for the future	59%	71%
Development application processing	54%	69%
Management of development	49%	68%

In terms of satisfaction, residents are most satisfied with 'online Council e-services' and least satisfied with 'management of development' within the 'Council Management' service area.

Service Area 4: Council Management

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	16-34	35-49	50-64	65+
Opportunities to participate in Council decision making	2.86	2.77	2.95	3.01	2.83	2.82	2.79
Management of development	2.48	2.44	2.52	2.68	2.52	2.37	2.40
Development application processing	2.55	2.49	2.61	2.55	2.51	2.56	2.59
Planning for the future	2.66	2.54	2.78	2.90	2.70	2.47	2.63
Providing access to information	3.09	2.98	3.18	3.06	3.08	3.08	3.13
Economic development	2.99	2.97	3.00	3.23	3.10	2.79	2.88
Community consultation/engagement	3.06	3.01	3.11	3.36	3.01	2.96	2.99
Vegetation and weed management	2.81	2.83	2.79	3.01	2.80	2.73	2.72
Tourism management	2.77	2.78	2.76	3.07	2.83	2.54	2.70
Coastline management	3.05	3.00	3.09	3.30	3.04	2.96	2.91
Festival and event management	3.32	3.23	3.40	3.54	3.32	3.20	3.23
Financial management	2.71	2.63	2.79	3.00	2.69	2.53	2.75
On-line Council e-services	3.48	3.36	3.59	3.61	3.34	3.56	3.40

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

Service Area 4: Council Management

Satisfaction Mean Scores by Key Demographics

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/other
Opportunities to participate in Council decision making	3.19	2.63	2.85	2.70	2.69
Management of development	2.65	2.45	2.30	2.50	2.36
Development application processing	2.76	2.31	2.16	2.55	2.51
Planning for the future	2.88	2.90	2.77	2.52	2.49
Providing access to information	3.31	2.85	3.21	2.90	3.01
Economic development	2.97	3.07	3.05	3.04	2.92
Community consultation/engagement	3.24	3.08	2.94	2.98	3.00
Vegetation and weed management	3.12	2.62	2.61	2.75	2.64
Tourism management	2.82	2.95	2.92	2.80	2.60
Coastline management	3.10	3.32	3.21	2.92	3.02
Festival and event management	3.36	3.55	3.56	3.15	3.33
Financial management	2.78	2.94	3.01	2.60	2.60
On-line Council e-services	3.65	3.43	3.32	3.45	3.37

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

Service Area 4: Council Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Opportunities to participate in Council decision making	11%	24%	41%	17%	8%	311
Management of development	21%	29%	33%	12%	4%	348
Development application processing	23%	24%	35%	13%	6%	304
Planning for the future	15%	25%	42%	13%	4%	377
Providing access to information	7%	19%	39%	27%	8%	358
Economic development	8%	18%	45%	24%	5%	294
Community consultation/engagement	8%	22%	38%	23%	10%	339
Vegetation and weed management	17%	21%	32%	24%	5%	334
Tourism management	15%	25%	34%	20%	6%	342
Coastline management	8%	21%	37%	26%	8%	361
Festival and event management	9%	12%	35%	25%	19%	297
Financial management	18%	20%	39%	19%	4%	331
On-line Council e-services	4%	11%	31%	42%	12%	257

Comparison to Previous Research

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2020	**2018**	**2020**	**2018**
Parks and playgrounds	3.89 ▲	3.53	3.43 ▲	3.08
Sporting facilities	3.57 ▲	3.32	3.59 ▲	3.20
Libraries	3.95 ▲	3.75	4.18	4.05
Community halls	3.88 ▲	3.58	3.84	3.66
Quality of town centre and public spaces	4.28	4.14	3.23 ▲	2.83
Swimming pools	3.65 ▲	3.37	3.47	3.22
Dog exercise areas	3.39	3.24	3.41	3.30
Public toilets	4.35	4.19	2.49	2.33
Public art	3.36	3.35	2.90	3.05
Resource Recovery Centre	4.32	4.20	3.46	3.40
Childcare services	3.71 ▲	3.14	3.72 ▲	3.22
Support for volunteers	4.36 ▲	3.83	3.49	3.33
All abilities access	4.31 ▲	4.04	3.22 ▲	3.00
Crime prevention and safety	4.48	4.36	3.33 ▲	3.02
Affordable housing	4.36 ▲	4.04	1.90	1.74
Local roads - overall	4.72	4.60	1.69 ▲	1.48
Parking	4.38 ▲	4.13	2.62 ▲	2.31
Bikeways and bicycle facilities	4.07 ▲	3.84	2.61 ▲	2.36
Public transport	4.17 ▲	3.89	2.08	1.94
Footpaths	4.31 ▲	4.12	2.60	2.49

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

Comparison to Previous Research - Continued

Service/Facility	Importance		Satisfaction	
	2020	2018	2020	2018
Traffic planning and management	4.40	4.35	2.36▲	1.96
Garbage collection	4.69▲	4.38	4.05	4.01
Recycling services	4.74▲	4.47	3.68	3.67
Sewage management services	4.41▲	3.96	3.78	3.71
Water supply	4.50▲	4.12	4.14	4.06
Stormwater drainage	4.41▲	3.99	2.73▼	2.97
Opportunities to participate in Council decision making	4.18	4.05	2.86▲	2.52
Management of development	4.42▲	4.24	2.48▲	2.22
Development application processing	4.24▲	4.02	2.55▲	2.22
Planning for the future	4.73▲	4.49	2.66▲	2.37
Providing access to information	4.54▲	4.22	3.09	3.03
Economic development	4.07▲	3.78	2.99▲	2.73
Community consultation/engagement	4.40▲	4.19	3.06▲	2.75
Vegetation and weed management	4.34▲	3.99	2.81	2.77
Tourism management	4.43▲	4.25	2.77▲	2.52
Coastline management	4.60▲	4.41	3.05	2.94
Festival and event management	4.10▲	3.87	3.32	3.10
Financial management	4.48▲	4.23	2.71▲	2.43
On-line Council e-services	3.91▲	3.42	3.48▲	3.16

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

Appendix A:
Additional Analyses

Importance & Satisfaction

The following table shows the hierarchy of the 39 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The services/facilities ranked most important by residents are 'recycling services' and 'local roads – overall', with top 2 box importance scores of 96%. For the most part, the majority of services/facilities provided by Byron Shire Council are considered highly important, with only 4 measures falling below a 60% T2B rating.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Recycling services	96%	83%
Local roads - overall	96%	17%
Planning for the future	95%	59%
Garbage collection	94%	92%
Providing access to information	90%	74%
Coastline management	89%	71%
Crime prevention and safety	88%	80%
Parking	88%	56%
Water supply	87%	92%
Management of development	87%	49%
Sewage management services	86%	87%
Financial management	86%	62%
Traffic planning and management	86%	45%
Stormwater drainage	85%	61%
Community consultation/engagement	85%	71%
Tourism management	85%	60%
Support for volunteers	84%	85%
Public toilets	84%	48%
Affordable housing	84%	26%
Resource Recovery Centre	83%	81%

Importance & Satisfaction - Continued

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Vegetation and weed management	83%	61%
All abilities access	82%	78%
Footpaths	82%	54%
Quality of town centre and public spaces	81%	80%
Development application processing	81%	54%
Opportunities to participate in Council decision making	78%	66%
Public transport	77%	32%
Economic development	74%	74%
Bikeways and bicycle facilities	74%	55%
Festival and event management	73%	79%
Libraries	69%	94%
On-line Council e-services	68%	85%
Community halls	67%	92%
Parks and playgrounds	67%	83%
Childcare services	65%	92%
Swimming pools	59%	79%
Sporting facilities	57%	91%
Dog exercise areas	54%	79%
Public art	49%	63%

Comparison to the Micromex LGA Regional Benchmark - <u>Importance</u>

The table below shows the variance between Byron Shire Council's top 2 box importance scores and the Micromex LGA Benchmark. We can see that for 30 of the comparable services/facilities, residents' top 2 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, 3 services, 'swimming pools', 'parks and playgrounds', and 'sporting facilities'experienced a variance of ≥10%.

Service/Facility	Byron Shire Council importance score	Micromex LGA Benchmark – Regional importance score	Variance
Bikeways and bicycle facilities	74%	64%	10%▲
Development application processing	81%	71%	10%▲
Affordable housing	84%	75%	9%
Tourism management	85%	76%	9%
Dog exercise areas	54%	46%	8%
Providing access to information	90%	82%	8%
Public transport	77%	70%	7%
On-line Council e-services	68%	61%	7%
Management of development	87%	81%	6%
Recycling services	96%	90%	6%
Sewage management services	86%	80%	6%
Parking	88%	82%	6%
Opportunities to participate in Council decision making	78%	72%	6%
Planning for the future	95%	89%	6%
Vegetation and weed management	83%	78%	5%
Resource Recovery Centre	83%	78%	5%
Childcare services	65%	60%	5%
Support for volunteers	84%	79%	5%
Stormwater drainage	85%	81%	4%
Local roads - overall	96%	93%	3%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark

Comparison to the Micromex LGA Regional Benchmark – Importance - Continued

Service/Facility	Byron Shire Council importance score	Micromex LGA Benchmark – Regional Importance score	Variance
Festival and event management	73%	70%	3%
Garbage collection	94%	92%	2%
All abilities access	82%	80%	2%
Community consultation/engagement	85%	83%	2%
Public toilets	84%	82%	2%
Coastline management	89%	87%	2%
Footpaths	82%	81%	1%
Quality of town centre and public spaces	81%	80%	1%
Financial management	86%	86%	0%
Water supply	87%	87%	0%
Traffic planning and management	86%	86%	0%
Community halls	67%	67%	0%
Libraries	69%	70%	-1%
Crime prevention and safety	88%	90%	-2%
Economic development	74%	79%	-5%
Public art	49%	58%	-9%
Swimming pools	59%	70%	-11%▼
Parks and playgrounds	67%	83%	-16%▼
Sporting facilities	57%	76%	-19%▼

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark

Comparison to the Micromex LGA Regional Benchmark - <u>Satisfaction</u>

The table below shows the variance between Byron Shire Council's top 3 box satisfaction scores and the Micromex LGA Benchmark. We can see that for 9 of the comparable services/facilities, residents' top 3 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, 16 services, experienced a variance of ≥10%.

Service/Facility	Byron Shire Council satisfaction score	Micromex LGA Benchmark – Regional satisfaction score	Variance
Childcare services	92%	86%	6%
Water supply	92%	87%	5%
Dog exercise areas	79%	74%	5%
Garbage collection	92%	88%	4%
Community halls	92%	88%	4%
Resource Recovery Centre	81%	78%	3%
Community consultation/engagement	71%	69%	2%
Sporting facilities	91%	90%	1%
Opportunities to participate in Council decision making	66%	65%	1%
Online Council e-services	85%	85%	0%
Economic development	74%	74%	0%
Libraries	94%	95%	-1%
Support for volunteers	85%	86%	-1%
Providing access to information	74%	75%	-1%
All abilities access	78%	80%	-2%
Quality of town centre and public spaces	80%	82%	-2%
Crime prevention and safety	80%	82%	-2%
Parks and playgrounds	83%	86%	-3%
Sewage management services	87%	91%	-4%
Recycling services	83%	89%	-6%

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark

Comparison to the Micromex LGA Regional Benchmark – <u>Satisfaction</u> - Continued

Service/Facility	Byron Shire Council satisfaction score	Micromex LGA Benchmark – Regional satisfaction score	Variance
Swimming pools	79%	85%	-6%
Financial management	62%	71%	-9%
Festival and event management	79%	88%	-9%
Planning for the future	59%	71%	-12%▼
Footpaths	54%	67%	-13%▼
Parking	56%	69%	-13%▼
Vegetation and weed management	61%	76%	-15%▼
Development application processing	54%	69%	-15%▼
Bikeways and bicycle facilities	55%	71%	-16%▼
Coastline management	71%	88%	-17%▼
Stormwater drainage	61%	78%	-17%▼
Management of development	49%	68%	-19%▼
Affordable housing	26%	47%	-21%▼
Traffic planning and management	45%	66%	-21%▼
Public toilets	48%	70%	-22%▼
Tourism management	60%	84%	-24%▼
Public art	63%	91%	-28%▼
Public transport	32%	62%	-30%▼
Local roads - overall	17%	58%	-41%▼

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance	Satisfaction	Performance Gap (Importance – Satisfaction)
Local roads - overall	96%	17%	79%
Affordable housing	84%	26%	58%
Public transport	77%	32%	45%
Traffic planning and management	86%	45%	41%
Management of development	87%	49%	38%
Planning for the future	95%	59%	36%
Public toilets	84%	48%	36%
Parking	88%	56%	32%
Footpaths	82%	54%	28%
Development application processing	81%	54%	27%
Tourism management	85%	60%	25%
Financial management	86%	62%	24%
Stormwater drainage	85%	61%	24%
Vegetation and weed management	83%	61%	22%
Bikeways and bicycle facilities	74%	55%	19%
Coastline management	89%	71%	18%
Providing access to information	90%	74%	16%
Community consultation/engagement	85%	71%	14%
Recycling services	96%	83%	13%
Opportunities to participate in Council decision making	78%	66%	12%

Performance Gap Analysis - Continued

Service/Facility	Importance	Satisfaction	Performance Gap (Importance – Satisfaction)
Crime prevention and safety	88%	80%	8%
All abilities access	82%	78%	4%
Garbage collection	94%	92%	2%
Resource Recovery Centre	83%	81%	2%
Quality of town centre and public spaces	81%	80%	1%
Economic development	74%	74%	0%
Sewage management services	86%	87%	-1%
Support for volunteers	84%	85%	-1%
Water supply	87%	92%	-5%
Festival and event management	73%	79%	-6%
Public art	49%	63%	-14%
Parks and playgrounds	67%	83%	-16%
On-line Council e-services	68%	85%	-17%
Swimming pools	59%	79%	-20%
Libraries	69%	94%	-25%
Dog exercise areas	54%	79%	-25%
Community halls	67%	92%	-25%
Childcare services	65%	92%	-27%
Sporting facilities	57%	91%	-34%

Influence on Overall Satisfaction

The chart below summarises the influence of the 39 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Planning for the future	8.0%
Coastline management	7.6%
Financial management	6.9%
Management of development	6.5%
Local roads - overall	6.0%
Opportunities to participate in Council decision making	5.0%
Traffic planning and management	4.7%
Public toilets	3.8%
Parking	3.6%
Festival and event management	3.5%
Community consultation/engagement	3.4%
Crime prevention and safety	3.4%
Providing access to information	3.3%
Vegetation and weed management	3.3%
Community halls	3.2%
Development application processing	2.9%
On-line Council e-services	2.7%
Quality of town centre and public spaces,	2.1%
Tourism management	2.0%
Resource Recovery Centre	1.6%
Affordable housing	1.6%
Economic development	1.5%
Dog exercise areas	1.3%
Sewage management services	1.3%
Recycling services	1.3%
Stormwater drainage	1.2%
Parks and playgrounds	1.1%
Libraries	1.1%
Public art	0.8%
Public transport	0.8%
Swimming pools	0.7%
All abilities access	0.7%
Support for volunteers	0.7%
Footpaths	0.6%
Water supply	0.5%
Bikeways and bicycle facilities	0.3%
Sporting facilities	0.3%
Garbage collection	0.3%
Childcare services	0.2%

Priority Issues

Q2b. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?

Priority Issue	N=408	Priority Issue	N=408
Condition and maintenance of roads	18%	Lowering homeless rates	1%
Affordability/availability of housing and land	16%	Management of Airbnb's	1%
Managing overdevelopment/developments	11%	Managing the impacts of COVID-19	1%
Managing increasing tourist numbers	9%	Managing/stopping the West Byron project	1%
Managing population growth (i.e. adequate infrastructure)	8%	Prevention of bushfires/natural disasters	1%
Protection of the natural environment	5%	Provision of footpaths and cycleways	1%
Traffic management	5%	To keep local character/stay as Byron Shire	1%
Economic growth and development in the area/community sustainability	3%	Waste management	1%
Addressing climate change	2%	Availability of parks/recreation areas	<1%
Increasing availability of public transport	2%	Completing a road by-pass at Byron Bay to ease traffic congestion	<1%
Management and supply of water	2%	Lack of affordable accommodation in the area	<1%
Adequate financial management	1%	Lack of street cleaning/general upkeep of the area	<1%
Coastal management	1%	Managing festivals	<1%
Employment opportunities	1%	More signage in the area	<1%
Encouraging tourists to the area	1%	Proper management of/within Council	<1%
Lack of community consultation/engagement	1%	Support for local farmers	<1%
Lack of parking including disability parking	1%	Too many cell phone towers and radiation	<1%
Long-term planning in the area	1%	Zoning	<1%
Looking after local people/encouraging youth to stay in the area	1%	Don't know/nothing	1%

Contact with Council
Results by Demographics

Q3b. When you contacted Council was it by:

	Overall	Male	Female	16-34	35-49	50-64	65+
Phone	45%	42%	48%	39%	43%	48%	47%
In person	25%	28%	23%	28%	22%	29%	23%
Email	18%	21%	15%	14%	18%	18%	18%
Council's website	9%	9%	8%	13%	14%	4%	6%
Council's social media pages	1%	0%	2%	7%▲	2%	0%	1%
Mail	1%	0%	2%	0%	0%	1%	5%▲
Other	1%	0%	1%	0%	2%	0%	0%
Base	248	120	128	30	73	93	53

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Phone	50%	51%	45%	44%	40%
In person	16%▼	9%	32%	33%	31%
Email	17%	10%	18%	16%	21%
Council's website	11%	25%	5%	5%	7%
Council's social media pages	4%▲	4%	0%	0%	0%
Mail	2%	0%	0%	1%	2%
Other	1%	0%	0%	0%	0%
Base	83	11	21	61	73

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

Reasons for Contacting with Council

Results by Demographics

Q3c. (If yes on Q3a) Thinking of the last time you contacted Council, what did you contact Council about?

	Overall	Male	Female	16-34	35-49	50-64	65+
Development applications	16%	18%	14%	14%	13%	22%	11%
Parking	14%	12%	17%	26%	13%	12%	14%
Roads & footpaths	13%	18%▲	8%	7%	10%	18%	10%
Water or sewer matters	9%	9%	9%	7%	8%	9%	11%
Waste management	6%	9%	3%	6%	3%	4%	13%▲
Payment of rates/fees	4%	3%	5%	7%	6%	3%	2%
Enforcement of local laws	3%	3%	3%	0%	3%	4%	2%
General information	3%	4%	3%	0%	5%	3%	4%
Enforcement of local laws	3%	3%	3%	0%	3%	4%	2%
Recreational facilities	2%	1%	2%	0%	2%	3%	1%
Land use planning	1%	0%	1%	0%	0%	1%	2%
Traffic management	1%	0%	1%	0%	0%	0%	3%▲
Bookings of venue/halls	<1%	0%	0%	0%	0%	0%	1%
Other	28%	23%	34%	34%	37%	21%	27%
Base	248	120	128	30	73	93	53

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

Reasons for Contacting with Council

Results by Demographics

Q3c. (If yes on Q3a) Thinking of the last time you contacted Council, what did you contact Council about?

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Development applications	12%	22%	13%	9%	26%▲
Parking	22%▲	13%	0%	8%	16%
Roads & footpaths	7%	10%	15%	8%	23%▲
Water or sewer matters	7%	4%	7%	20%▲	3%▼
Waste management	6%	4%	0%	9%	5%
Payment of rates/fees	7%	0%	11%	3%	0%
General information	5%	0%	0%	4%	2%
Enforcement of local laws	6%	0%	0%	2%	2%
Recreational facilities	4%	0%	0%	2%	0%
Land use planning	0%	0%	0%	1%	2%
Traffic management	1%	0%	0%	1%	1%
Bookings of venue/halls	0%	4%▲	0%	0%	0%
Other	24%	41%	54%▲	33%	21%
Base	83	11*	21	61	73

*Caution – low base size

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

Reasons for Contacting with Council

Results by Demographics

Q3c. (If yes on Q3a) Thinking of the last time you contacted Council, what did you contact Council about?

Other specified	Count	Other specified	Count
Tree maintenance	11	Environmental issues	1
Business enquiry	4	Food and safety issues at local businesses	1
Permits	4	Height restrictions	1
Animal control/pound	3	Local sticker for car	1
Construction/development issues/building enquiries	3	Noise complaint	1
COVID-19	3	Protecting heritage land	1
Drainage issues	3	Protection of Koala habitat	1
Rail study/transport survey	3	Public space maintenance	1
Zoning/subdivision	3	Roundabout maintenance	1
Byron West movement	2	Signage in the area	1
Fire and flood management	2	Stolen rubbish bin	1
Neighbourhood issues	2	Stolen vehicle	1
Residential planning	2	Surf club	1
Approval for water truck	1	Telstra tower	1
Attending meeting	1	Vandalism	1
Broken street light	1	Weed management	1
Damage to bushland	1	Don't know/can't remember	3
Dog registration	1		

Resolution of the Issue

Results by Demographics

Q3e. (If yes on Q3a) How many times were you in contact with Council to resolve the issue?

	Overall	Male	Female	16-34	35-49	50-64	65+
Not relevant	3%	3%	2%	7%	2%	3%	2%
Still not resolved	14%	18%	11%	0%	10%	19%	22%▲
Once	42%	34%▼	50%	58%	47%	36%	37%
Twice	14%	17%	12%	7%	17%	12%	19%
Three times	11%	12%	10%	14%	11%	12%	8%
4 or more times	15%	16%	14%	14%	14%	18%	12%
Base	248	120	128	30	73	93	53

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Not relevant	2%	11%	2%	6%	0%
Still not resolved	13%	0%	10%	13%	21%
Once	47%	53%	39%	38%	39%
Twice	15%	0%	15%	18%	11%
Three times	11%	15%	5%	11%	12%
4 or more times	12%	22%	29%	14%	16%
Base	83	11*	21	61	73

*Caution – low base size

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

Keeping informed of Council News and Activities

Results by Demographics

Q4a. How do you currently get informed of general Council news and events?

	Overall	Male	Female	16-34	35-49	50-64	65+
Local newspaper	86%	84%	88%	85%	81%	89%	91%
Local radio	49%	46%	51%	60%	56%	42%	37%▼
Rates notice newsletter	46%	45%	47%	29%▼	33%▼	58%▲	65%▲
Council's website	37%	39%	35%	30%	42%	41%	30%
Public notice boards	36%	33%	38%	55%▲	41%	23%▼	26%▼
Local TV	33%	34%	32%	41%	33%	31%	29%
Council's social media	31%	31%	32%	43%▲	34%	31%	16%▼
Community groups	31%	34%	29%	42%	36%	28%	18%▼
Council e-news (electronic newsletters)	30%	30%	31%	24%	31%	36%	29%
Community meetings	18%	16%	20%	16%	19%	24%	14%
SMS text message	13%	10%	15%	18%	12%	9%	12%
Other	9%	8%	9%	16%▲	8%	6%	5%
None of these	1%	1%	1%	0%	0%	2%▲	1%
Base	408	195	213	92	107	126	84

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

Keeping informed of Council News and Activities

Results by Demographics

Q4a. How do you currently get informed of general Council news and events?

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Local newspaper	86%	79%	89%	80%	92%▲
Local radio	45%	56%	57%	38%▼	58%▲
Rates notice newsletter	50%	47%	35%	42%	50%
Council's website	38%	38%	28%	33%	40%
Public notice boards	30%	21%	34%	39%	41%
Local TV	39%	34%	30%	32%	30%
Council's social media	40%▲	42%	34%	29%	22%▼
Community groups	30%	50%	30%	30%	31%
Council e-news (electronic newsletters)	39%▲	35%	27%	19%▼	32%
Community meetings	19%	24%	23%	13%	20%
SMS text message	12%	8%	9%	16%	12%
Other	12%	2%	14%	4%	9%
None of these	0%	2%	0%	3%▲	0%
Base	122	20	41	102	122

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

Preferred Means of Keeping Informed of Council News and Activities

Results by Demographics

Q4b. How would you like to be kept informed in future of general council news and events?

	Overall	Male	Female	16-34	35-49	50-64	65+
Local newspaper	87%	83%	90%▲	89%	86%	86%	86%
Local radio	58%	54%	61%	79%▲	58%	52%	44%▼
Rates notice newsletter	57%	59%	55%	47%	49%	63%	69%▲
Council's website	55%	56%	55%	68%▲	62%	50%	41%▼
Public notice boards	50%	45%	54%	69%▲	52%	45%	34%▼
Council e-news (electronic newsletters)	48%	48%	48%	41%	51%	58%▲	39%▼
Local TV	46%	45%	47%	64%▲	42%	40%	42%
Community meetings	45%	46%	43%	55%	54%▲	42%	26%▼
Council's social media	44%	38%	50%▲	67%▲	50%	38%	21%▼
Community groups	44%	46%	42%	63%▲	48%	39%	25%▼
SMS text message	31%	29%	33%	30%	44%▲	30%	17%▼
Other	7%	6%	8%	2%	8%	9%	8%
None of these	3%	4%	2%	0%	3%	4%	4%
Base	408	195	213	92	107	126	84

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

Preferred Means of Keeping Informed of Council News and Activities

Results by Demographics

Q4b. How would you like to be kept informed in future of general council news and events?

	Byron Bay/Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	Rural/Other
Local newspaper	85%	90%	89%	85%	88%
Local radio	54%	72%	71%	47%▼	64%
Rates notice newsletter	51%	48%	49%	62%	62%
Council's website	56%	40%	60%	49%	61%
Public notice boards	42%	45%	61%	50%	55%
Council e-news (electronic newsletters)	52%	43%	43%	43%	51%
Local TV	51%	58%	46%	40%	45%
Community meetings	40%	60%	48%	41%	49%
Council's social media	48%	46%	52%	39%	42%
Community groups	41%	60%	49%	38%	48%
SMS text message	37%	28%	27%	25%	32%
Other	11%	5%	5%	7%	5%
None of these	3%	0%	0%	2%	5%
Base	122	20	41	102	122

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

Appendix B:
Methodology & Demographics

Background & Methodology

Sample selection and error

A total of 408 resident interviews were completed. 386 of the 408 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 22 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Byron Shire LGA, i.e. Ocean Shore shopping centre, Byron Bay IGA and Mullumbimby Farmers Markets.

A sample size of 408 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=408 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 2016 ABS Census data for Byron Shire Council area.

Interviewing

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

Prequalification

Participants in this survey were pre-qualified as being aged 16 or over, and not working for, nor having an immediate family member working for, Byron Shire Council.

Data analysis

The data within this report was analysed using Q Professional.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, residential location.

Background & Methodology

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.

Top 2 Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

Top 3 Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

Percentages

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

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from over 60 unique councils, more than 120 surveys and over 68,000 interviews since 2012.

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.

Appendix C: 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?

- ○ Yes   (Terminate survey)
- ○ No

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

		Quotas
○	Byron Bay/Suffolk Park	120
○	Bangalow	20
○	Mullumbimby	40
○	Brunswick Heads/Ocean Shores/New Brighton/South Golden Beach	100
○	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/spaces

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

Community services

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Childcare services	○	○	○	○	○	○	○	○	○	○
Support for volunteers	○	○	○	○	○	○	○	○	○	○
All abilities access	○	○	○	○	○	○	○	○	○	○
Crime prevention and safety	○	○	○	○	○	○	○	○	○	○
Affordable housing	○	○	○	○	○	○	○	○	○	○

Infrastructure

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

Council management

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Opportunities to participate in Council decision making	○	○	○	○	○	○	○	○	○	○
Management of development	○	○	○	○	○	○	○	○	○	○
Development application processing	○	○	○	○	○	○	○	○	○	○
Planning for the future	○	○	○	○	○	○	○	○	○	○
Providing access to information	○	○	○	○	○	○	○	○	○	○
Economic development	○	○	○	○	○	○	○	○	○	○
Community consultation/engagement	○	○	○	○	○	○	○	○	○	○
Vegetation and weed management	○	○	○	○	○	○	○	○	○	○
Tourism management	○	○	○	○	○	○	○	○	○	○
Coastline management	○	○	○	○	○	○	○	○	○	○
Festival and event management	○	○	○	○	○	○	○	○	○	○
Financial management	○	○	○	○	○	○	○	○	○	○
On-line Council e-services	○	○	○	○	○	○	○	○	○	○

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

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

Q2b. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?

....

Customer Service

Q3a. Have you contacted Byron Shire Council in the last 24 months?

- ○ Yes
- ○ No   (Go to Q4a)

Q3b. When you last contacted Council was it by: *Prompt*

- ○ Council's website
- ○ Council's social media pages
- ○ Phone
- ○ Email
- ○ In person
- ○ Mail
- ○ Other (please specify)...............................

Q3c. Thinking of the last time you contacted Council, what did you contact Council about? *Prompt if necessary*

- ○ Waste management
- ○ Bookings of venue/halls
- ○ Roads & footpaths
- ○ Development applications
- ○ Land use planning
- ○ Parking
- ○ Enforcement of local laws
- ○ Traffic management
- ○ Payment of rates/fees
- ○ Library enquiries
- ○ Recreational facilities
- ○ Water or sewer matters
- ○ General information
- ○ Other (please specify)...............................

Q3d. How satisfied were you with the way your contact was handled? *Prompt*

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

Q3e. How many times were you in contact with Council to resolve the issue?

- ○ Not relevant
- ○ Still not resolved
- ○ Once
- ○ Twice
- ○ Three times
- ○ 4 or more times

Information distribution

Q4a. How do you currently get informed of general council news and activities? *Prompt* (MR)

- ○ Council's website
- ○ Council's social media
- ○ Council e-news (electronic newsletters)
- ○ Rates notice newsletter
- ○ Local radio
- ○ Local TV
- ○ Community meetings
- ○ Community groups
- ○ Local newspaper
- ○ Public notice boards
- ○ SMS text message
- ○ Other (please specify)...............................
- ○ None of these

Q4b. How would you like to be kept informed in future of general council news and activities? *Prompt* (MR)

- ○ Council's website
- ○ Council's social media
- ○ Council e-news (electronic newsletters)
- ○ Rates notice newsletter
- ○ Local radio
- ○ Local TV
- ○ Community meetings
- ○ Community groups
- ○ Local newspaper
- ○ Public notice boards
- ○ SMS text message
- ○ Other (please specify)...............................
- ○ None of these

Demographic information

Q5. Please stop me when I read out your age bracket: *Prompt*

- ○ 16-17
- ○ 18-34
- ○ 35-49
- ○ 50-64
- ○ 65+

Q6. Do you want to receive information on the outcomes of this survey?

    ○   Yes
    ○   No   (Go to Q8)

Q7. I just need to get some details from you:

Name: ....
Mobile: ....
Email: ....

Q8. **Gender (determine by voice):**

    ○   Male
    ○   Female

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Byron Shire Council (our number is 1800 639 599; Council contact is Shannon McKelvey 02 6626 7000).

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