



Byron Shire Council

Community Research 2023

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Research Objectives

Byron Shire Council commissioned Micromex Research to conduct a random telephone survey with 402 residents living in the Byron Shire local government area (LGA).

Why?

- Understand and identify community values and priorities for the Byron Shire Council 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
- Explore and understand resident experiences contacting Council

How?

- Telephone survey to N=402 households (landline N=120 and mobile N=282)
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

When?

- Implementation 20th April to 28th April 2023

Methodology and Sample



Sample selection and error

A total of 402 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists, Leading Lists, List Brokers and Sample Pages.

A sample size of 402 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=402 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%.

Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

Data analysis

The data within this report was analysed using Q Professional.

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

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.

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

Ratings questions

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

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

Top 2 (T2) 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.

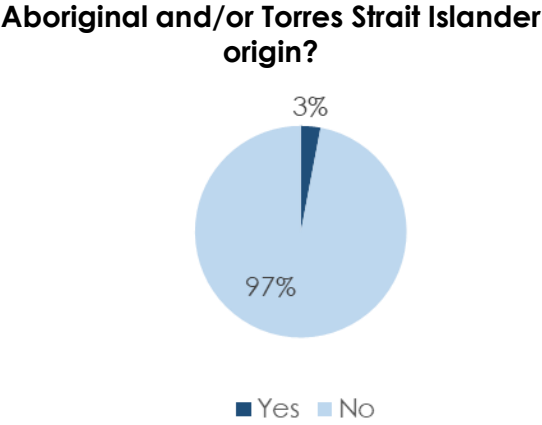
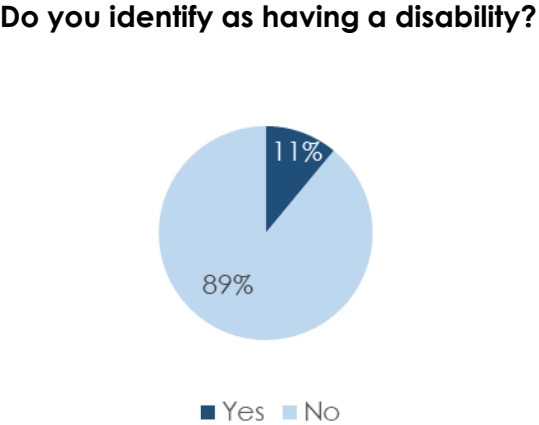
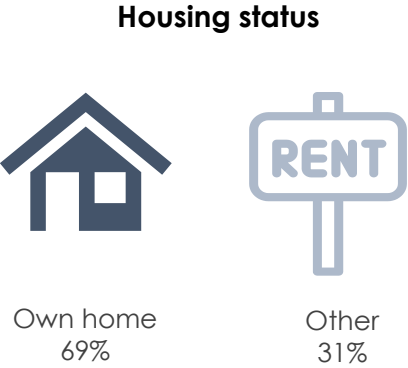
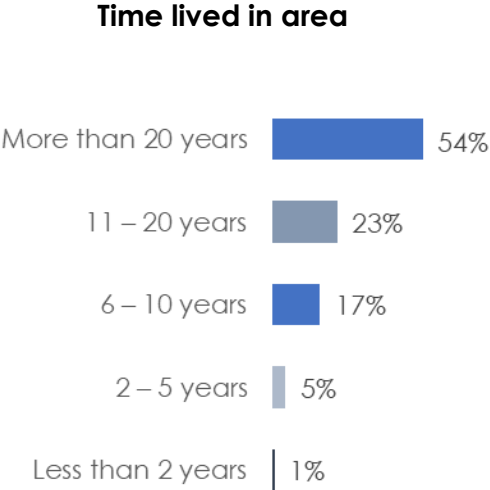
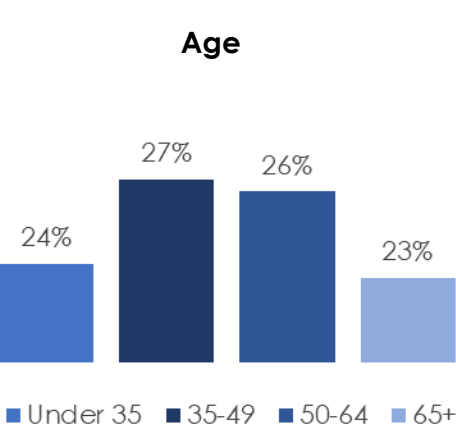
Top 3 (T3) Box: refers to the aggregate percentage (%) score of the top three scores for satisfaction or support. (i.e. somewhat satisfied, satisfied & very satisfied)

We refer to T3 Box Satisfaction in order to express moderate to high levels of satisfaction in a non-discretionary category. We only report T2 Box Importance in order to provide differentiation and allow us to demonstrate the hierarchy of community priorities.

Micromex LGA Benchmark

Micromex has developed Community Satisfaction Benchmarks using normative data from 75 unique councils, more than 175 surveys and over 93,000 interviews since 2012.

Sample Profile



Summary Findings



Where are we now and whare to from here?

Residents rated their quality of life in the area as very high, with 52% stating aspects of the natural environment is what they value the most living in Byron Shire.

Council's overall performance has softened from 2020, although remains above 2018 and 2016 results.

Results show the biggest gaps in resident expectations and Council's performance, lie within connectivity measures (roads, public transport, parking, traffic and footpaths) and development/future planning (e.g. affordable housing, managing development, DA processing and planning for the future).

The relative importance analysis highlights the importance of financial management on overall satisfaction, along with planning for the future, community consultation/engagement and local roads.

Moving forward, Council should seek to further understand resident expectations regarding financial management, future planning, development, roads and addressing the concerns around affordable housing.

Key Measures:



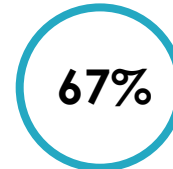
Quality of Life in the LGA

92% of residents rate their quality of life as 'good' to 'excellent' in the Byron Shire.



Overall satisfaction

Overall, 72% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Satisfaction with Contact with Council

Of those that had made contact, 67% of residents are at least somewhat satisfied with the way their contact with Council was handled.

Satisfaction Scorecard

The table to the right provides a visual summary of Council's performance, there is opportunity to improve, particularly in regards to Council Management and Land Use Management. 8 of the 40 service areas achieved a 'good performance' rating of 80% or more (see green cells).



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Community Facilities/Spaces	Community Services	Infrastructure
Parks and playgrounds	Childcare services	Local roads – overall
Sporting facilities	Support for volunteers	Parking
Libraries	All abilities access	Bikeways and bicycle facilities
Community halls	Crime prevention and safety*	Public transport*
Quality of town centre and public spaces	Affordable housing*	Footpaths
Swimming pools	Land Use Management	Traffic planning and management
Dog exercise areas	Management of development	Garbage collection
Public toilets	Development application processing	Recycling services
Public art	Planning for the future	Sewage management services
Resource Recovery Centre	Economic development	Water supply
Council Management	Vegetation and weed management	Stormwater drainage
Opportunities to participate in Council decision making	Tourism management	
Providing access to information	Coastline management	
Community consultation/ engagement	Festival and event management	
Financial management	Management of companion animals in public spaces	
On-line Council e-services		

*Services provided by State or Federal Governments



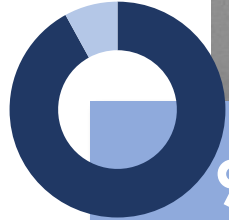
Section 1:

Values and Vision

This section explores residents perceived quality of life living in the Byron Shire LGA, what they value most about living in the area and what are high priority issues.

Section One

Section Summary: Values and Vision



92%

Rated their quality of life living in the Byron Shire LGA as good to excellent.

Most valued aspects:

Environment, community, lifestyle



COUNCIL PERFORMANCE

- 72% of residents are at least somewhat satisfied with the performance of Council over the last 12 months
- Byron Bay/Suffolk Park residents and those living in the area for 10 years or less are significantly more satisfied



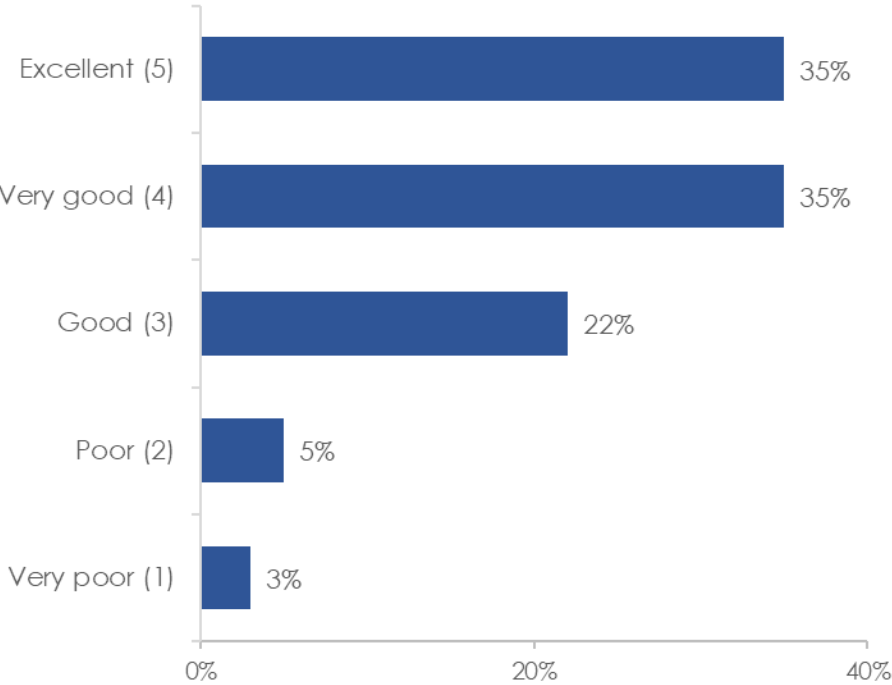
PRIORITIES

- Housing (affordability and availability)
- Managing growth and development
- Roads (particularly rural areas)

Quality of Life

The perceived quality of life living in the Byron Shire is very high, with 92% stating it is good to excellent, in line with our Regional Benchmark.

Mullumbimby residents rated their quality of life as significantly lower.



	Overall	Under 35	35-49	50-64	65+
Top 3 Box %	92%	87%	93%	94%	95%
Mean rating	3.95	3.79	4.16▲	3.91	3.93
Base	401	95	108	105	93

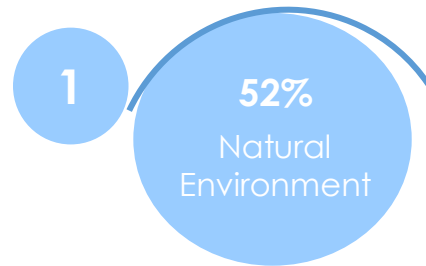
	Byron Bay/ Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/ Ocean Shores/ New Brighton/ South Golden Beach	Rural/ Other
Top 3 Box %	98%▲	97%	85%	87%	93%
Mean rating	4.11	4.04	3.56▼	3.93	3.96
Base	118	25	48	105	106

	Byron Shire Council	Micromex LGA Benchmark – Regional*
Top 3 Box %	92%	94%
Base	401	13,773

*Note: Our Regional Benchmark is 6pt scale so therefore not directly comparable. A mean comparison has not been shown for this reason.

Most Valued Aspect Living in the Byron Shire

Byron Shire residents have a strong appreciation for the natural environment surrounding the area and approximately one in 5 highly value the sense community/friendly people and the lifestyle the area provides e.g. relaxed style of living with a small town feel.



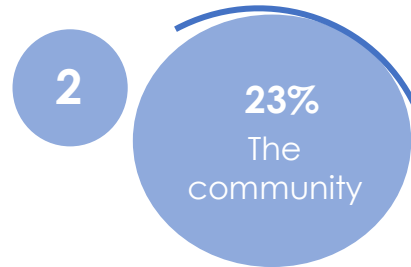
"Close to the beach"

"The nice landscape"

"Good bushland with lots of animals"

"Stunning coastal views"

"Diversity of the landscape"



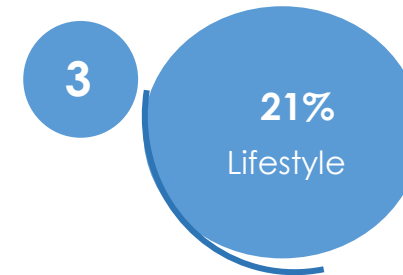
"The sense of community"

"Sense of acceptance"

"Community with common interests"

"Friendly and easy-going people"

"The progressive, alternative community"



"More relaxed lifestyle"

"Small town feel"

"The relaxed and innovative lifestyle"

"Country lifestyle that isn't crowded"

"Coastal and rural at same time"

Priority Issues for the Byron Shire LGA

51% of respondents stated housing affordability and availability is the highest priority for the Byron Shire area in the next 10 years. Other key concerns include; managing population growth and development, provision of community services and facilities, roads, traffic and parking and natural disaster response/preparedness.

"Housing - rental availability is very low and affordability of houses is low"

"Handling the rental crisis"

"Providing adequate infrastructure as the population explodes"

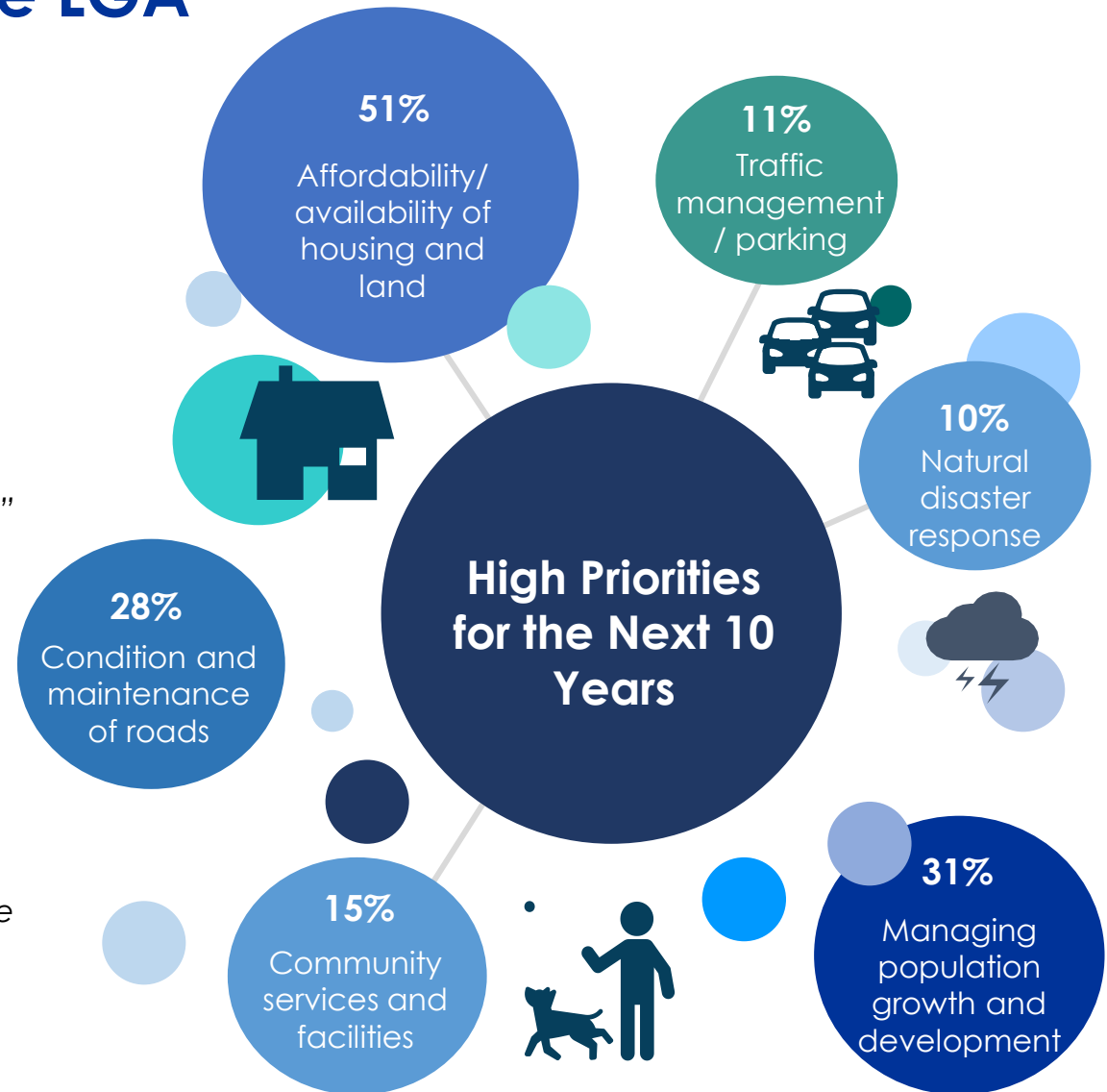
"Ensuring future developments are environmentally sustainable"

"Overdevelopment and losing the charm of the town"

"Large regional areas need services and facilities that compare with the town centre services and facilities"

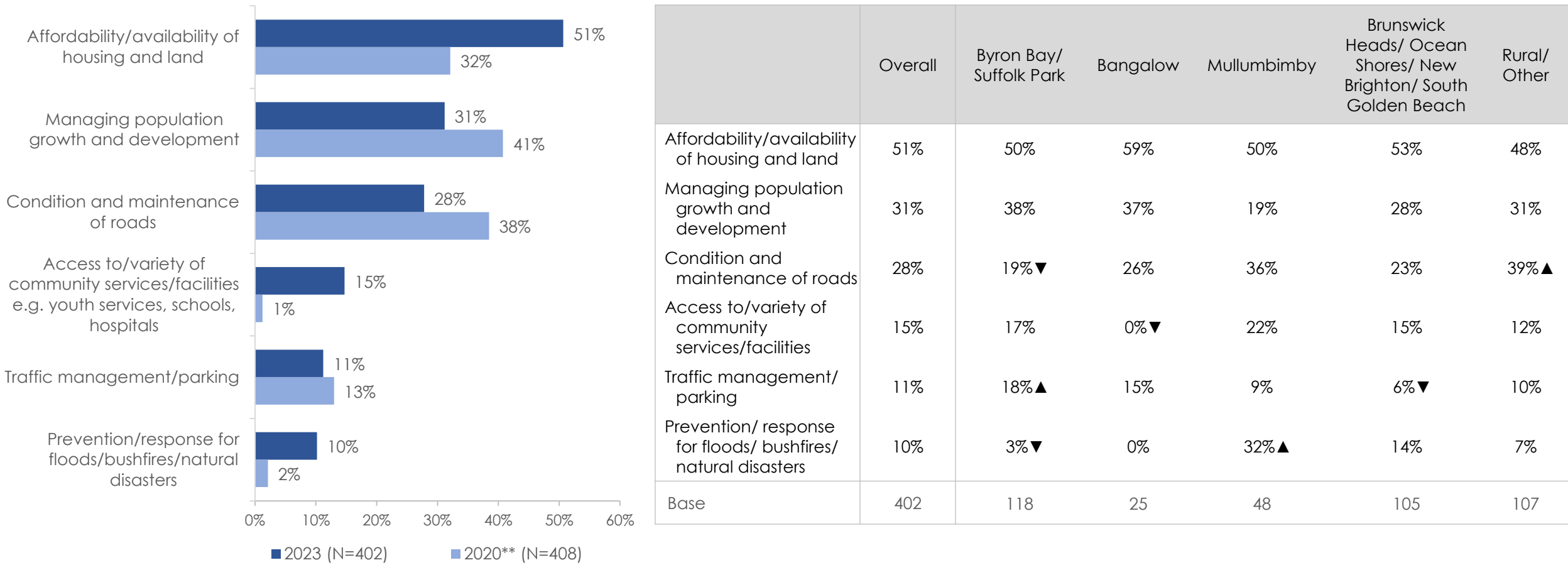
"Need more medical services as they are diminishing"

"Flood mitigation measures are insufficient"



Priority Issues for the Byron Shire LGA Cont.

Compared to 2020, housing has increased in priority from the third most mentioned to by far the most mentioned priority for the area.

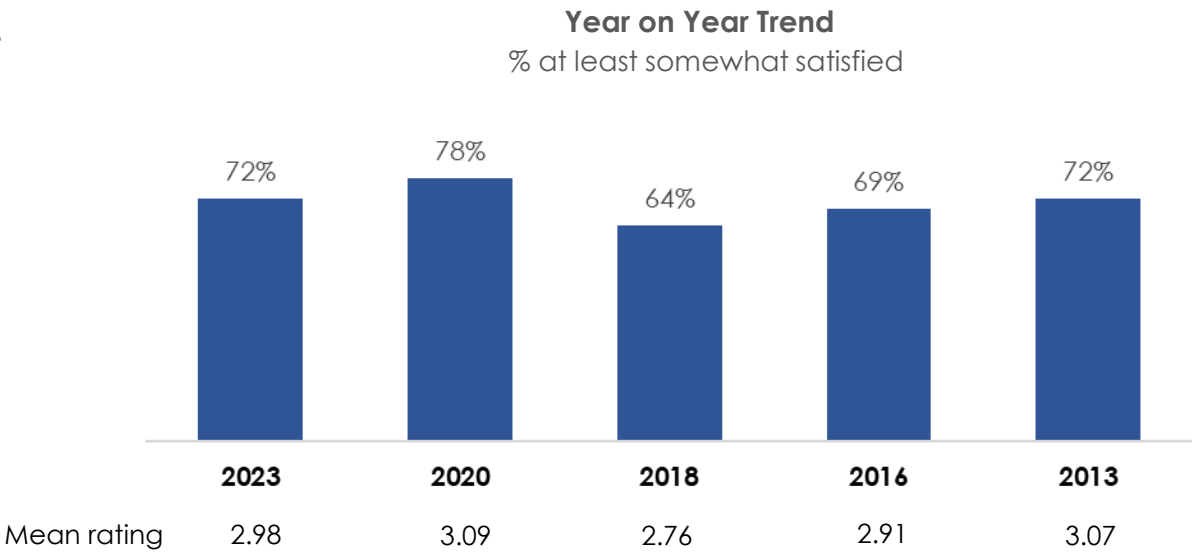
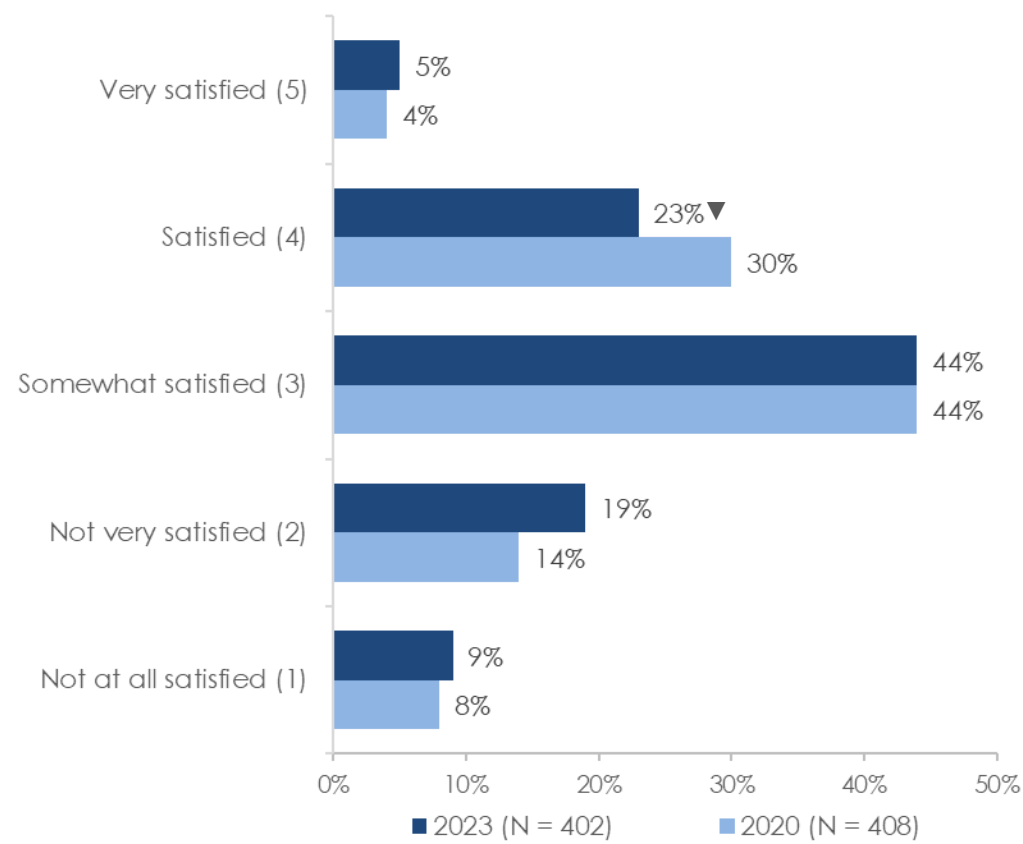


**Note: in 2020 the methodology of this question allocated one priority issue to one respondent, in 2023 we have allowed one respondent to be allocated multiple issues (an average of 2.1 issues was observed), so 2020 data has been scaled up to show the relative differences for priorities. Comparisons should be made on an interest level only.

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

Overall Satisfaction

72% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. A softening from 2020, although higher than 2018 and 2016 results. Residents in Byron Bay/Suffolk Park and those that have lived in the area for 10 years or less are significantly more satisfied.



	Byron Shire Council	Micromex LGA Benchmark - Regional
Top 3 Box %	72% ▼	83%
Mean rating	2.98 ▼	3.33
Base	402	47,365

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

Overall Satisfaction – By Demographics

Byron Bay residents, and more recent residents are much more likely to have a positive satisfaction score.

	Overall	Under 35	35-49	50-64	65+
Top 3 Box %	72%	74%	74%	71%	69%
Mean rating	2.98	3.08	2.91	2.92	3.00
Base	402	95	108	106	93

	Byron Bay/ Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/ Ocean Shores/ New Brighton/ South Golden Beach	Rural/ Other
Top 3 Box %	85%▲	66%	61%	66%	71%
Mean rating	3.24▲	2.97	2.70	2.89	2.89
Base	118	25	48	105	107

	Own home	Other	Lived in area 10 years or less	Lived in area for over 10 years
Top 3 Box %	70%	77%	80%	70%
Mean rating	2.95	3.02	3.26▲	2.89
Base	276	124	94	308

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



Section 2:

Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 40 services and facilities. In this section we explore trends to past research and comparative norms.

Section Two

Section Summary: Services/Facilities

IMPORTANCE

Highest rated importance:

Roads, planning, development

But what drives their overall satisfaction?

Financial management, planning, community consultation/engagement and roads



SATISFACTION

- Significant drops from 2020 for 17 of the 39 comparable services/facilities – the biggest drops were for development application processing, festival and event management, stormwater drainage and economic development
- Although roads is the lowest rated in terms of satisfaction, results have improved from 2020
- Residents are most satisfied with libraries and garbage collection



SATISFACTION (Demographics)

- Those aged under 35 are significantly more satisfied with planning measures e.g. management of development, DA processing and planning for the future
- Residents within Byron Bay/Suffolk Park are significantly more satisfied with connectivity measures (e.g. roads, parking, public transport and bikeways) and management measures such as opportunities to participate in decision making, consultation and financial management

Council Services and Facilities

A major component of the 2023 Community Survey was to assess perceived Importance of, and Satisfaction with 40 Council-provided services and facilities – the equivalent of 80 separate questions!

We have utilised the following techniques to summarise and analyse these 80 questions:

Highlights and Comparison with 2020 Results



Comparison with Micromex Benchmarks



Performance Gap Analysis



Quadrant Analysis



Regression Analysis (i.e.: determine the services/
facilities that drive overall satisfaction with Council)



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Local roads - overall	95%	4.71
Planning for the future	91%	4.68
Management of development	91%	4.60
Stormwater drainage	89%	4.56
Garbage collection	88%	4.55
Recycling services	88%	4.55

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Public art	50%	3.42
Sporting facilities	54%	3.50
Dog exercise areas	55%	3.47
Childcare services	56%	3.43
Swimming pools	56%	3.55
Management of companion animals in public spaces	60%	3.77

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Libraries	93%	4.04
Garbage collection	92%	4.05
Community halls	89%	3.73
Water supply	88%	3.95
Childcare services	85%	3.52
Sewage management services	85%	3.69
Resource Recovery Centre	85%	3.58

The following services/facilities received the lowest T3 box satisfaction ratings:

Lower satisfaction	T3 Box	Mean
Affordable housing*	15%	1.65
Public transport*	23%	1.87
Local roads - overall	24%	1.88
Development application processing	36%	2.12
Stormwater drainage	40%	2.38

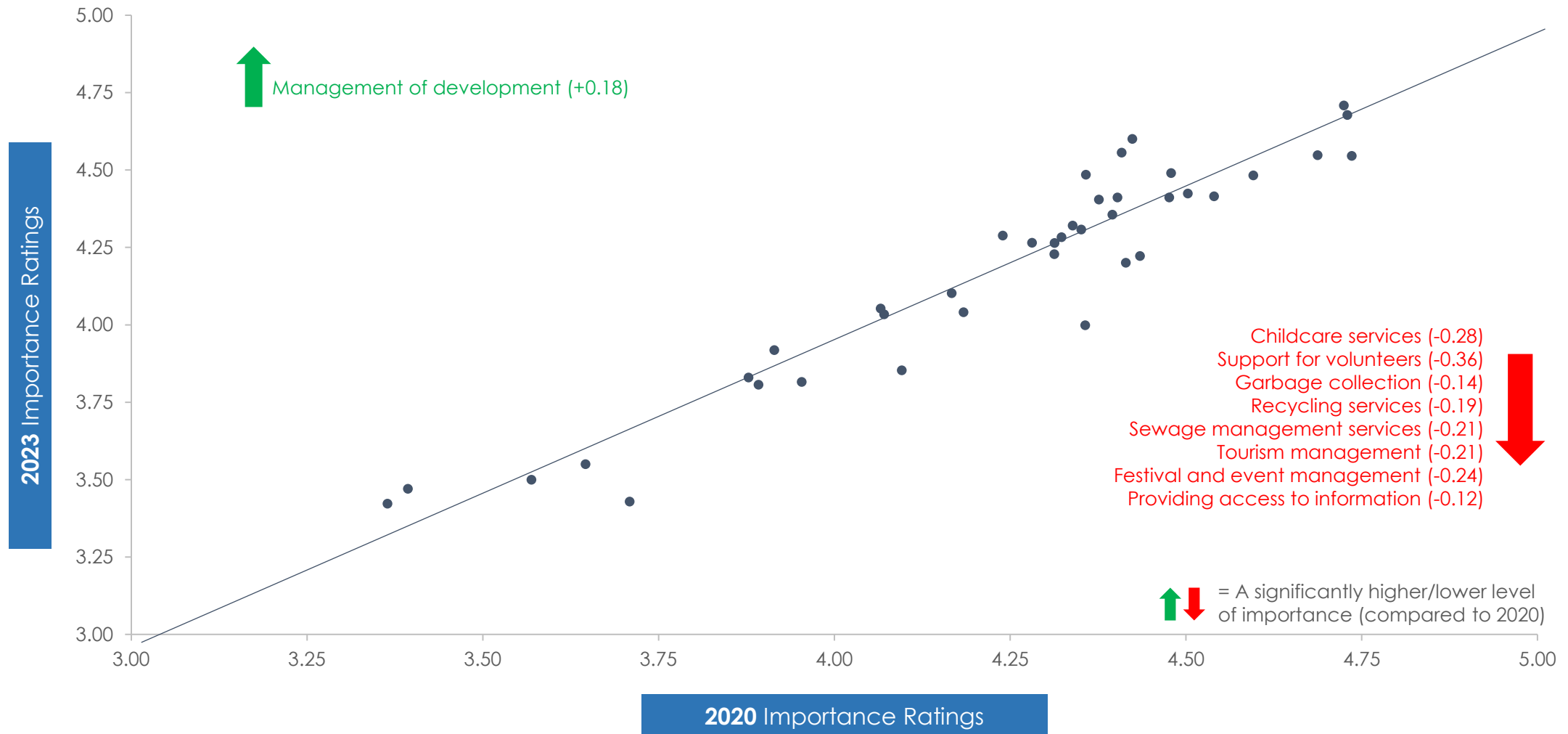
T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

*Services provided by State or Federal Governments

Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2023 vs 2020.

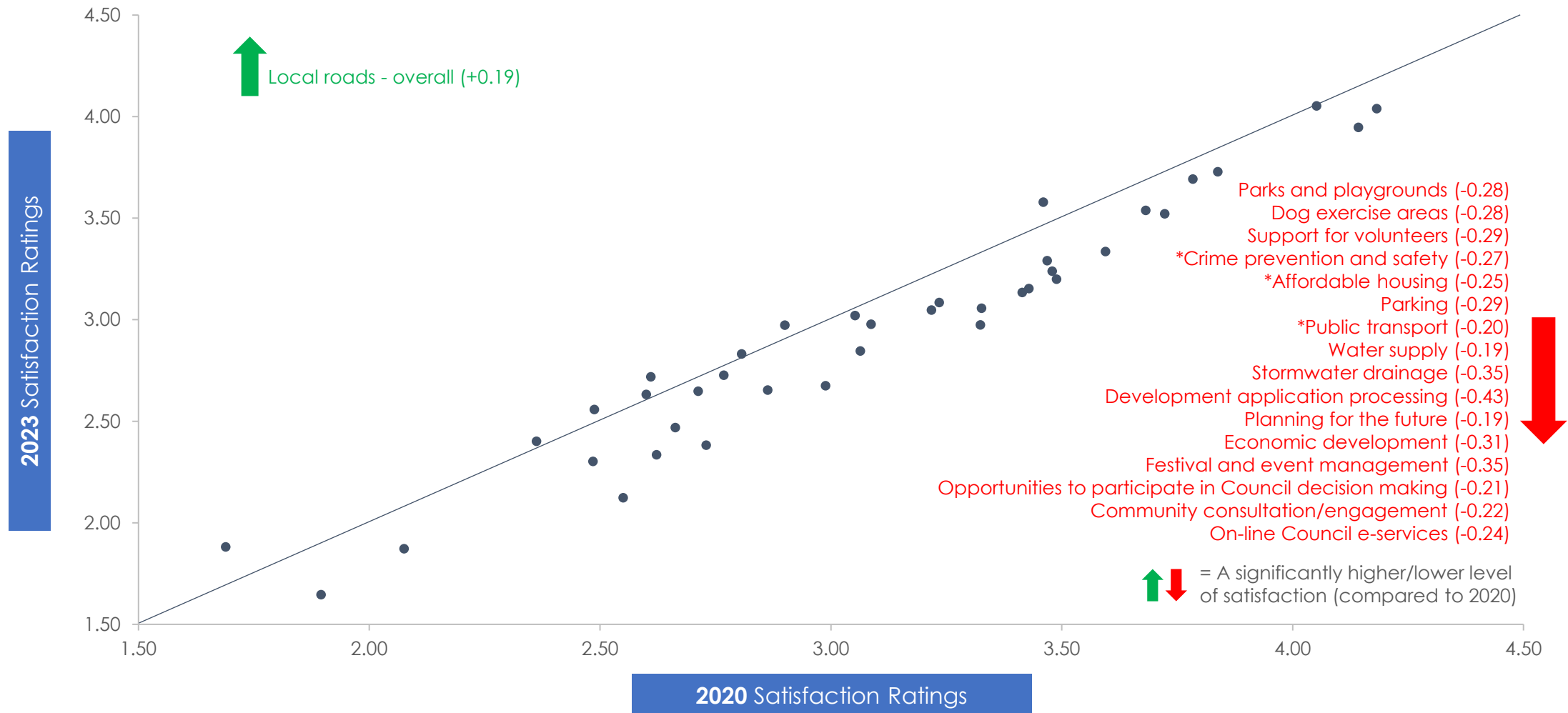
Importance significantly increased for 1 of the 39 comparable services and facilities (management of development), there were also significant decreases in importance for 8 of the 39 comparable services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

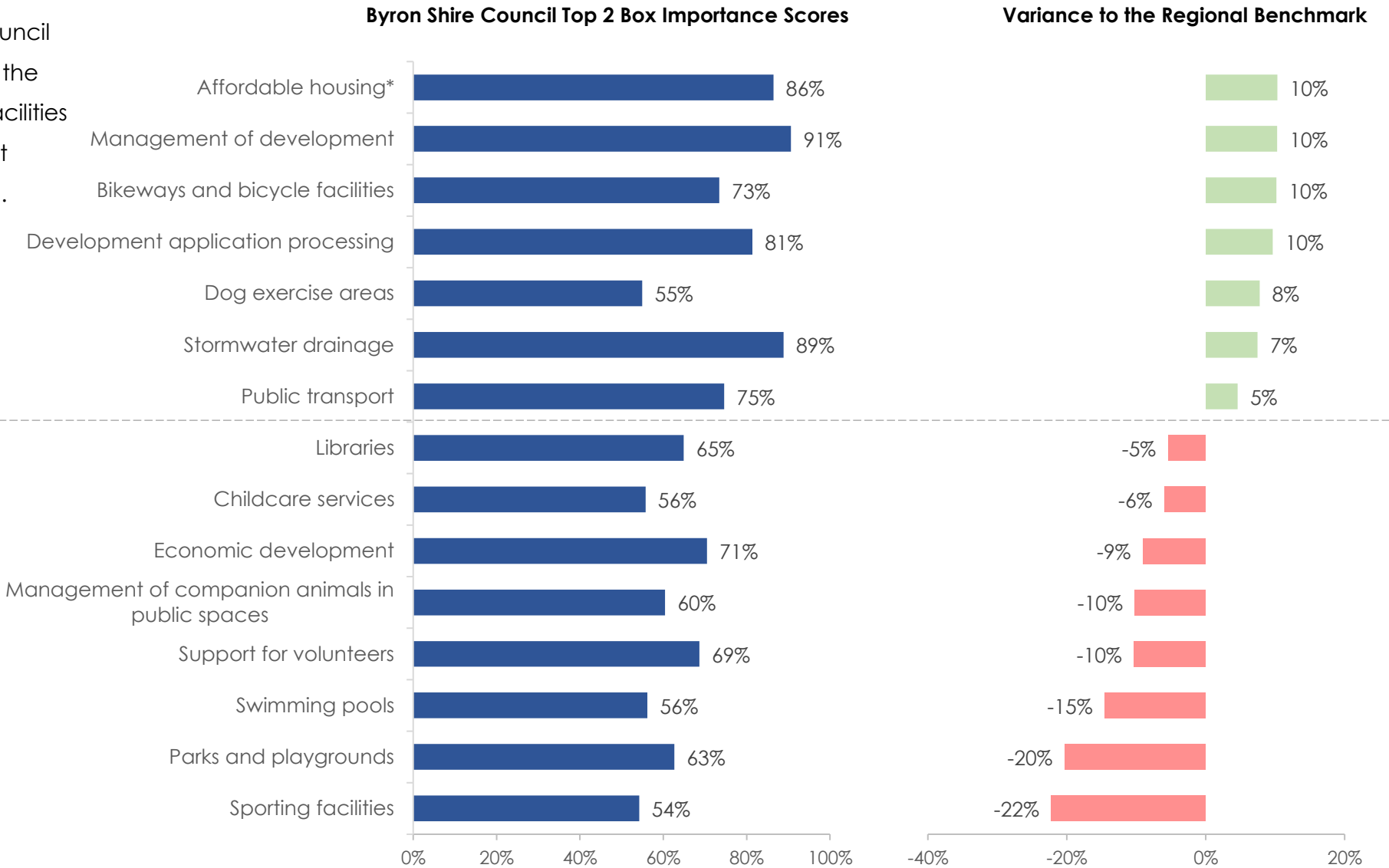
The below chart compares the mean satisfaction ratings for 2023 vs 2020.

Satisfaction significantly increased for 1 of the 39 comparable services and facilities, there were also significant decreases in satisfaction for 17 of the 39 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Byron Shire Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



Summary Satisfaction Comparison to the Micromex Benchmark

The table below shows the variance between Byron Shire Council's top 3 satisfaction scores and the Micromex Benchmark. Services/facilities with a gap of -10% have been shown below. The largest gaps centre around development, planning, housing, connectivity and drainage.

Service/Facility	Byron Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Support for volunteers	76% ▼	86%	-10%
Dog exercise areas	67% ▼	76%	-10%
Vegetation and weed management	64% ▼	74%	-11%
Crime prevention and safety*	71% ▼	82%	-11%
Swimming pools	73% ▼	85%	-12%
Sporting facilities	78% ▼	90%	-12%
Financial management	59% ▼	71%	-12%
Parks and playgrounds	73% ▼	86%	-13%
Management of companion animals in public spaces	67% ▼	81%	-14%
Public art	71% ▼	85%	-14%
Bikeways and bicycle facilities	56% ▼	71%	-15%
Footpaths	53% ▼	68%	-15%
Economic development	58% ▼	74%	-17%
Traffic planning and management	48% ▼	67%	-19%
Coastline management	69% ▼	88%	-19%
Public toilets	51% ▼	72%	-20%
Festival and event management	66% ▼	87%	-21%
Planning for the future	50% ▼	72%	-22%
Management of development	41% ▼	68%	-26%
Parking	43% ▼	70%	-27%
Tourism management	57% ▼	84%	-28%
Affordable housing*	15% ▼	47%	-32%
Development application processing	36% ▼	68%	-32%
Local roads - overall	24% ▼	58%	-34%
Stormwater drainage	40% ▼	77%	-37%
Public transport*	23% ▼	63%	-41%

Note: Only services/facilities with a variance of +/- 10% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 3 box = at least somewhat satisfied

*Services provided by State or Federal Governments

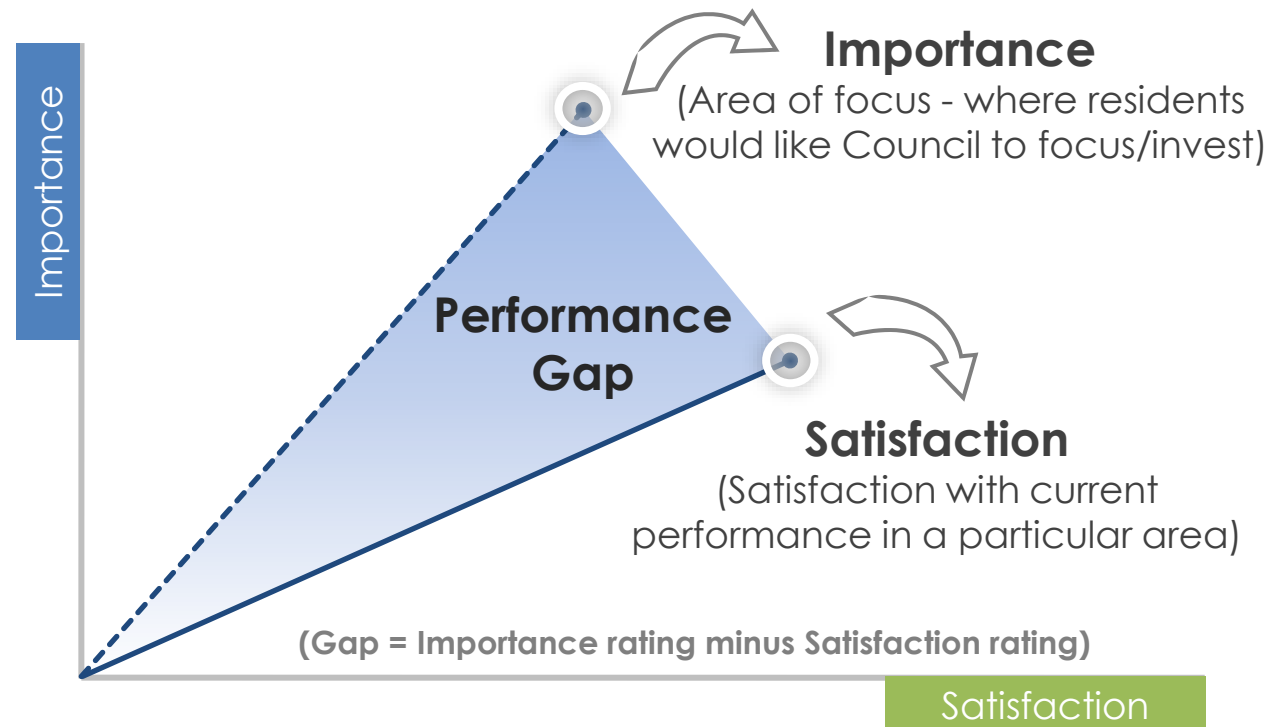
Performance Gap Analysis

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 15% and 59%.

The largest gaps in performance tend to centre around connectivity (roads, transport, parking, traffic and footpaths), development and planning (affordable housing, managing development, DA processing and planning for the future).

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Infrastructure	Local roads - overall	95%	24%	71%
Community Services	Affordable housing*	86%	15%	71%
Infrastructure	Public transport*	75%	23%	52%
Land use management	Management of development	91%	41%	49%
Infrastructure	Stormwater drainage	89%	40%	49%
Land use management	Development application processing	81%	36%	46%
Infrastructure	Parking	85%	43%	42%
Land use management	Planning for the future	91%	50%	42%
Infrastructure	Traffic planning and management	84%	48%	36%
Community facilities/spaces	Public toilets	84%	51%	32%
Council management	Financial management	83%	59%	24%
Infrastructure	Footpaths	77%	53%	24%
Land use management	Tourism management	79%	57%	22%

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.

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 importance ratings for local services/facilities were on par with our Regional Benchmarks, whilst, on average, satisfaction levels were lower.

	Byron Shire Council	Micromex Comparable Regional Benchmark
Average Importance	76%	77%
Average Satisfaction	63%	77%

Note: Micromex comparable benchmark only refers to like for like measures

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 'management of development' 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 'economic development', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **SOCIAL CAPITAL**, such as 'public art', 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

Importance



*Services provided by State or Federal Governments

Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

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

Therefore, in order to identify how 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 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.

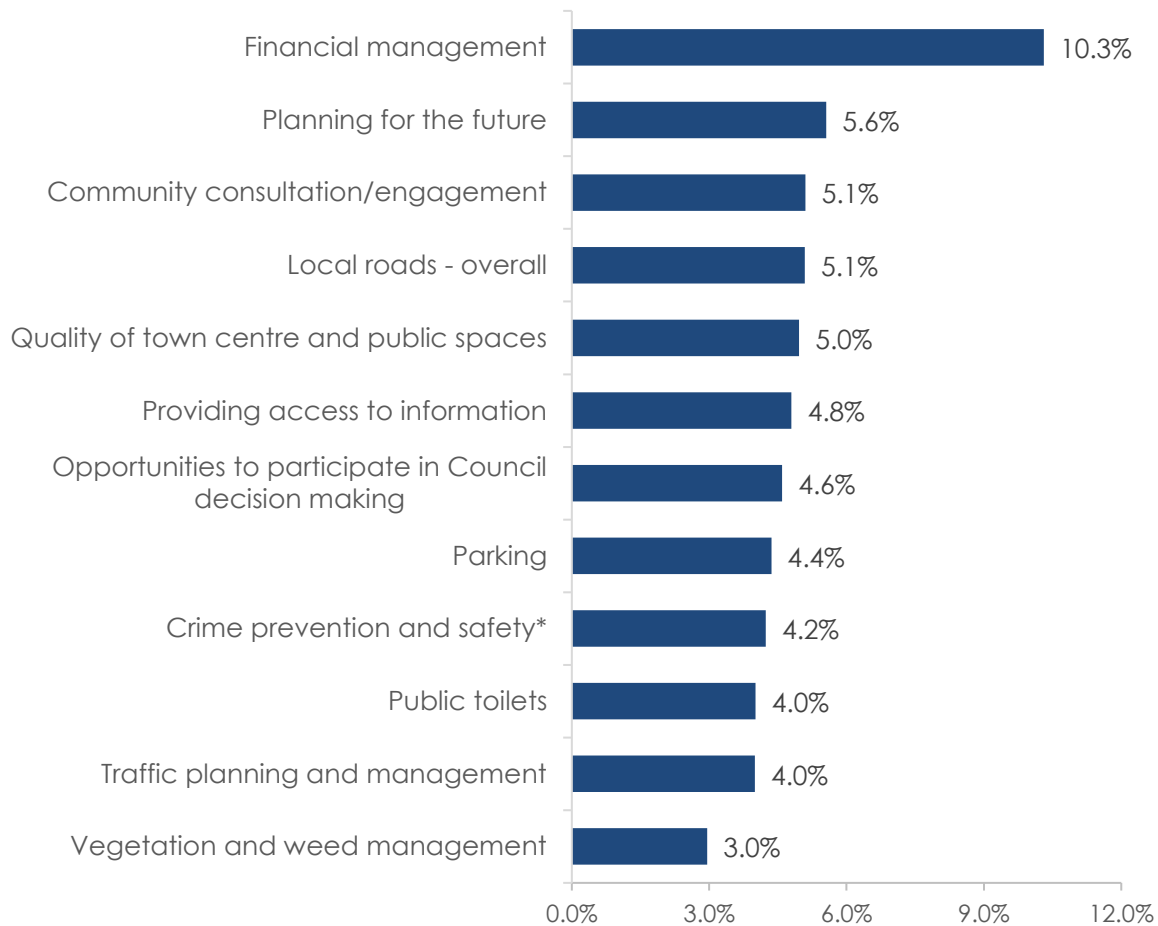
What Does This Mean?

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'.



Key Drivers of Overall Satisfaction with Council

The score assigned to each area indicates the percentage of influence each measure contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.



The results in the chart to the left identify which services/facilities contribute most to overall satisfaction. If Council can improve satisfaction scores across these services/facilities, they are likely to improve their overall satisfaction score.

These top 12 services/facilities (so 30% of the 40 services/facilities) account for 60% of the variation in overall satisfaction. Therefore, whilst all 40 services/facilities are important, only a number of them are potentially significant drivers of satisfaction (at this stage, the other 28 services/facilities have less impact on satisfaction – although if resident satisfaction with them was to suddenly change they may have more immediate impact on satisfaction).

Barriers R² value = 0.46
Optimisers R² value = 0.37

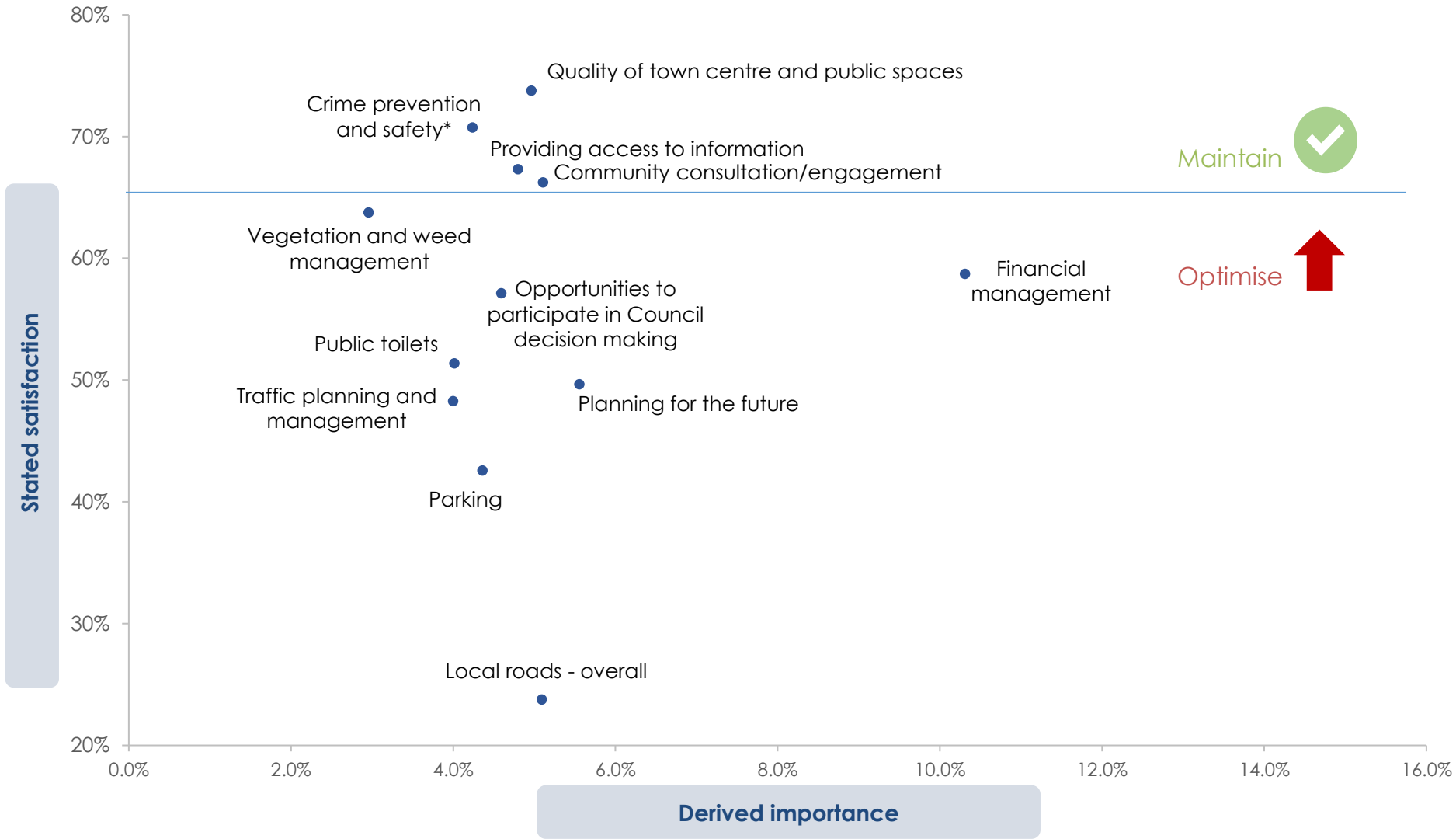
Dependent Variable: Q6. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

*Services provided by State or Federal Governments

Note: Please see Appendix 1 for complete list

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

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



*Services provided by State or Federal Governments

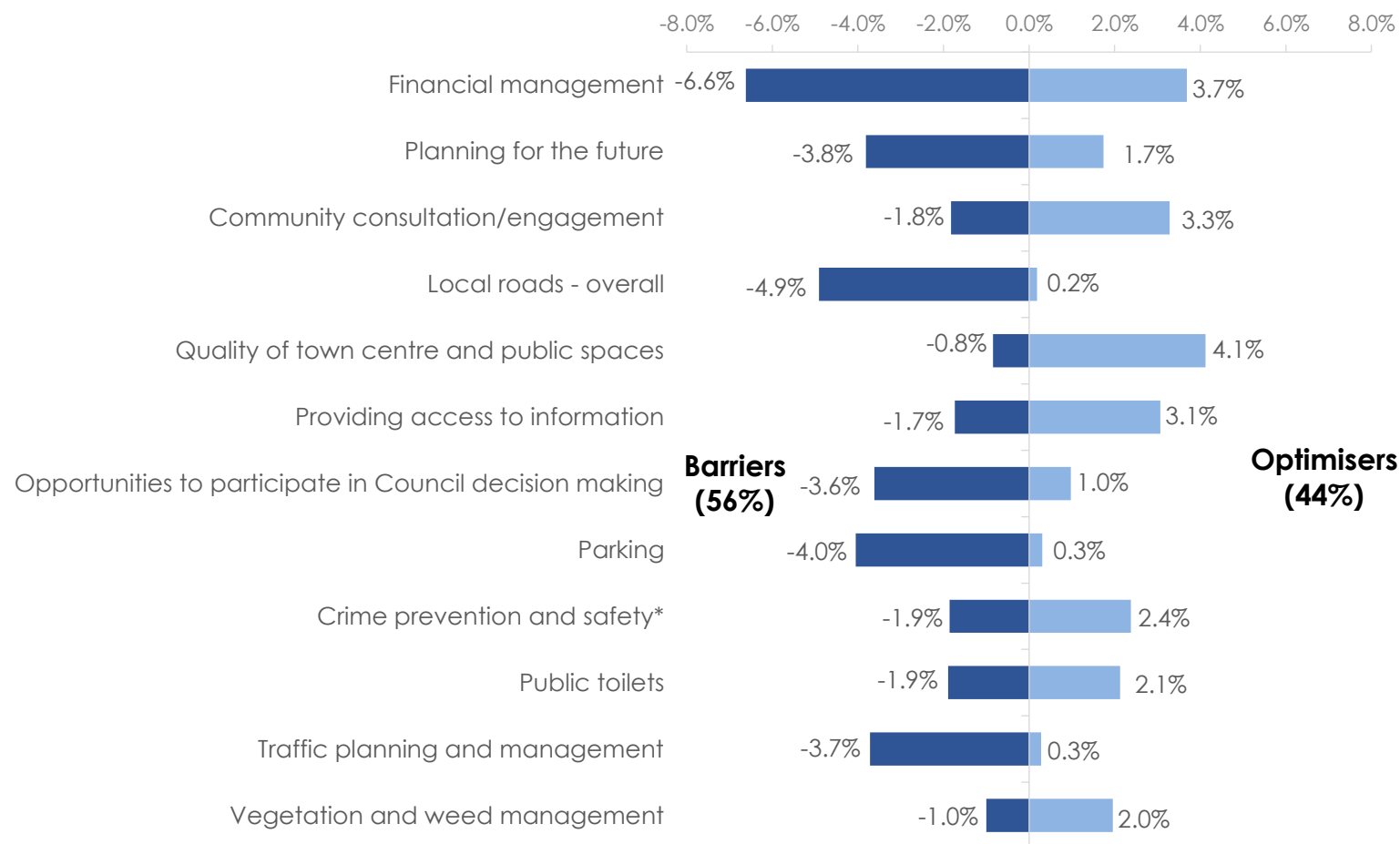
Key Contributors to Barriers/Optimisers

Different levers address the different levels of satisfaction across the community

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

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

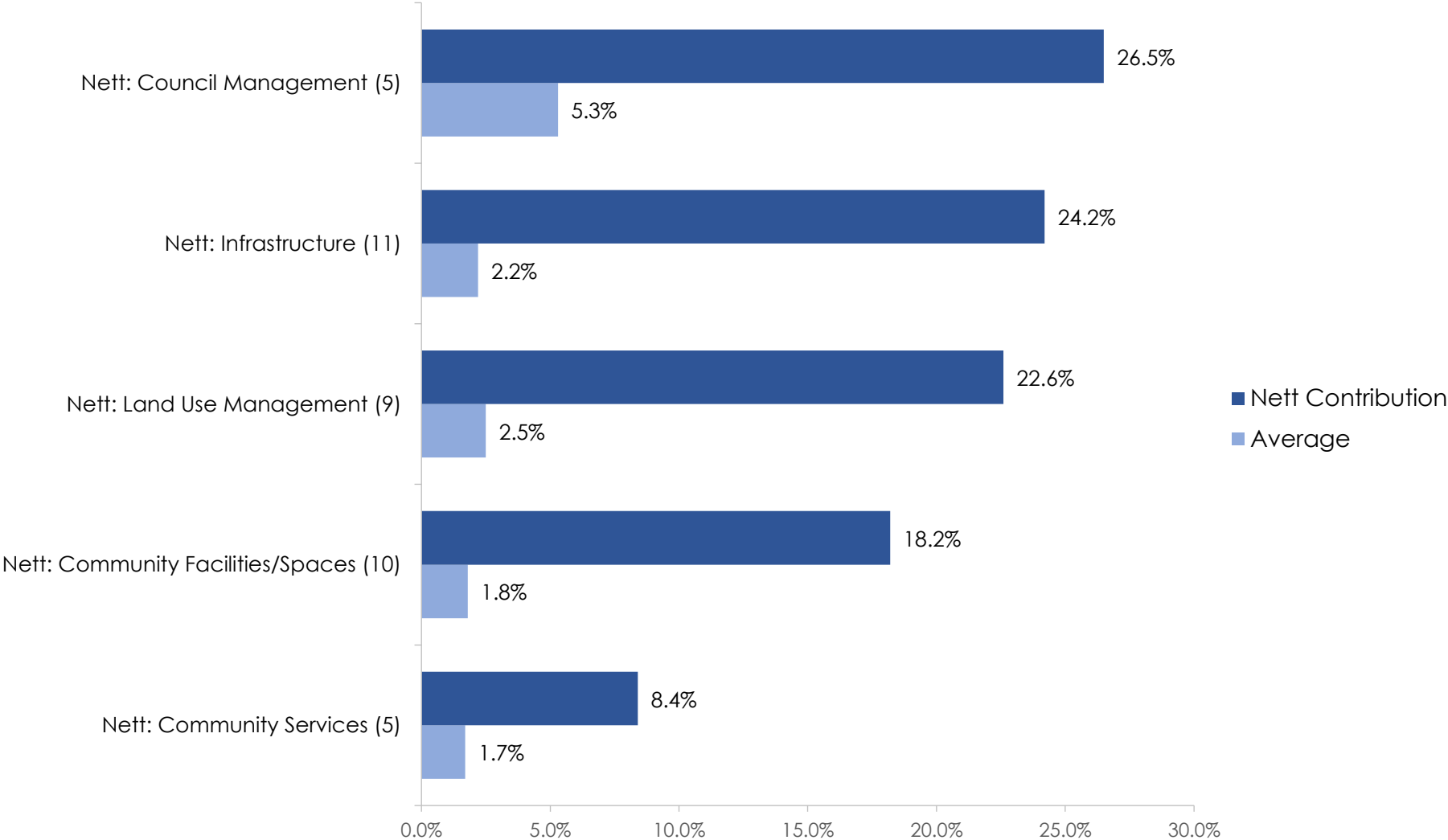
The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If Council can improve scores in these areas, they will see a lift in future overall satisfaction results, as they will positively transition residents who are currently already 'somewhat satisfied',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



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' (26.5%) is the key contributor toward overall satisfaction with Council's performance.



Note: Numbers in brackets represent the number of services/facilities within each service area



Section Three

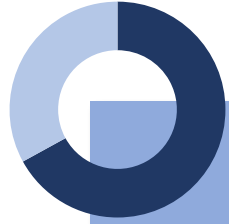
Section 3:

Customer Service and Information Distribution

This section explores residents experiences contacting Council and current methods of receiving information of general Council news and activities.

Section Summary: Customer Service and Information Distribution

76% had contacted Council in the last 24 months



67%

At least somewhat satisfied with the way their contact was handled – those contacting Council in person were significantly more satisfied.

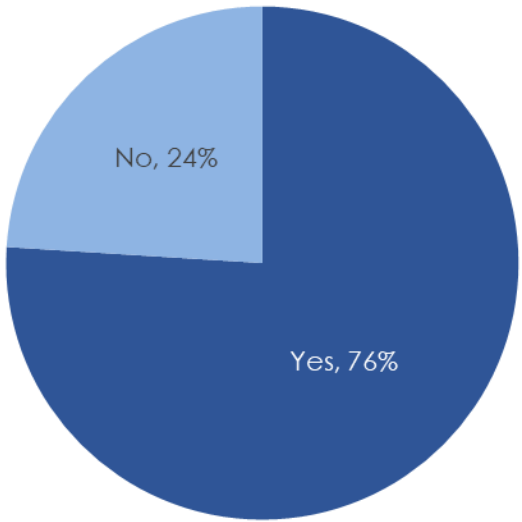


CONTACT SUMMARY:

- Residents were more likely to have made contact in regards to parking, development approvals and roads/footpaths
- Contact was primarily made via phone and is likely to be the main contact method in the future – there is opportunity to increase communications through email and the website
- Residents are most commonly currently kept informed via the local newspaper – although the newspaper has dropped since 2020 whilst information via Council e-news has increased
- 41% had their issue resolved after the first contact

Contact with Council

A significantly greater proportion of residents had made contact with Council in the last 24 months compared to 2020. Although reasons for contact remain similar, with main reasons continuing to be in regards to parking and development applications.



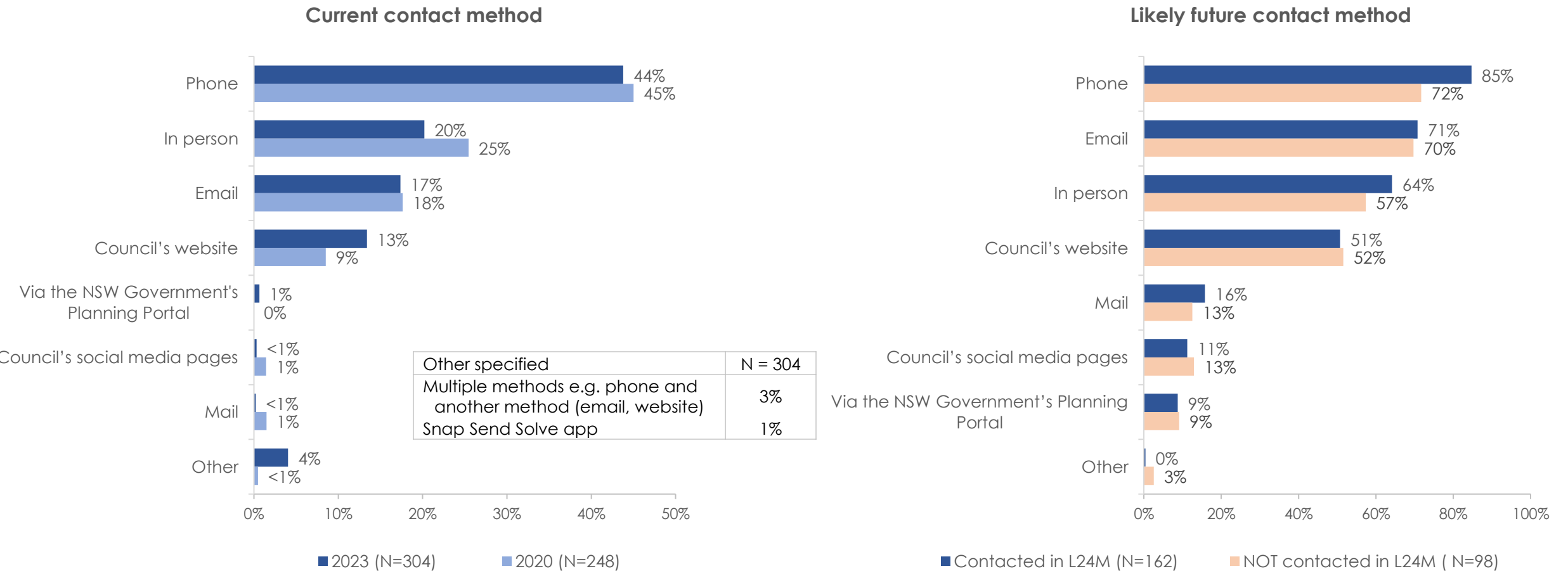
	2023	2020	2018
Yes %	76%▲	61%	68%
Base	402	408	400



Q7a. Have you contacted Byron Shire Council in the last 24 months?
Q7c. (If yes on Q7a) Thinking of the last time you contacted Council, what did you contact Council about?

Contact Method

Phone (44%) remains the most common contact method and the most likely contact method (85%) for next contact. Current use of the Council website has increased from 9% to 13% and half are likely to use for their next contact. There appears to be opportunity to increase usage in website and email communications.

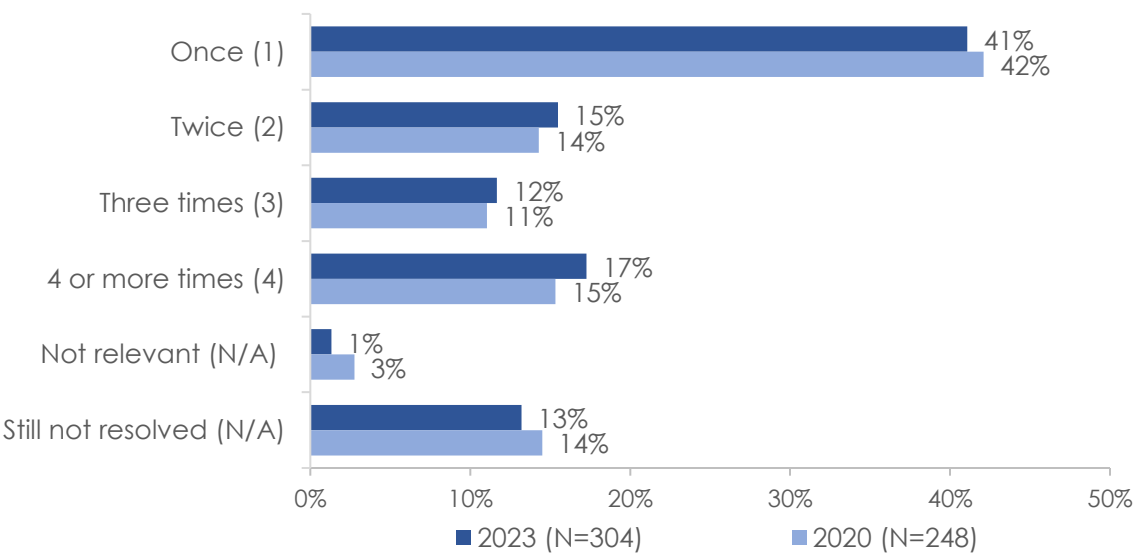


Q7b. When you last contacted Council was it by:
Q7f. Thinking about the next time you might need to contact Council, how would you like to do that?

Number of Contacts to Resolve the Issue

41% of those who had contacted Council in the last 24 months had their issue resolved after the first contact. Those contacting via Council’s website and those contacting in regards to parking, waste management and payment of rates/fees contacted significantly fewer times before their issue was resolved.

Contact via email appears to require significantly more contacts for a resolution.



By Contact Method	Overall	Phone	In person	Email	Council's website
% still not resolved	13%	14%	9%	19%	11%
Average number of contacts	2.1	2.0	2.0	2.5▲	1.6▼
Base	304	133	61	53	41

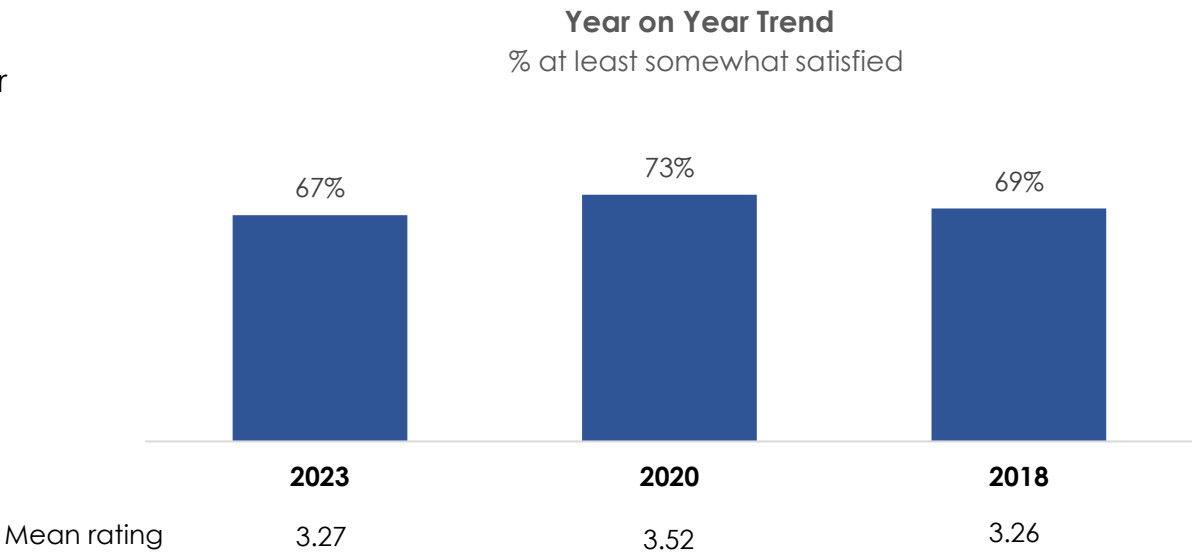
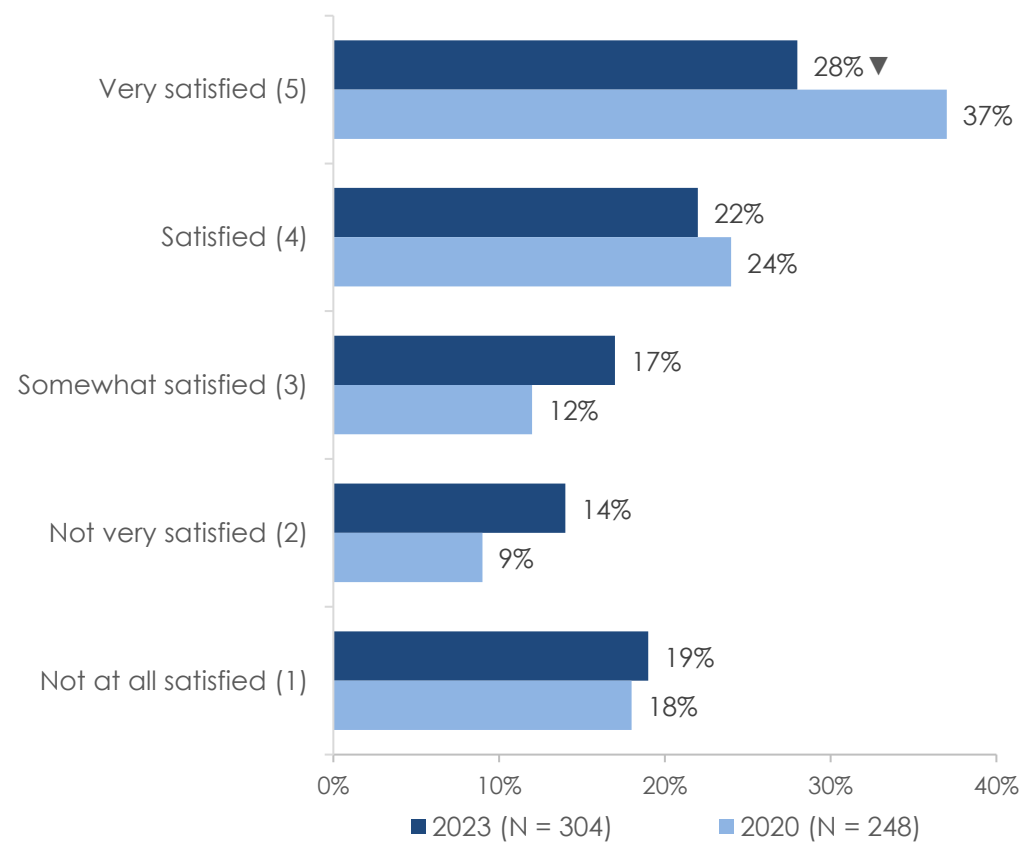
By Reason for Contact	Parking	Development applications	Roads & footpaths	Waste management	General information	Water or sewer matters	Payment of rates/fees
% still not resolved	9%	20%	16%	10%	17%	19%	0%
Average number of contacts	1.6▼	2.6▲	2.4	1.2▼	1.7	2.6▲	1.2▼
Base	51	45	35	26	23	22	19

Note: Numbers in brackets represent value used to calculate the average

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

Satisfaction with Contact

Of those that had contacted Council in the last 24 months, 67% were at least somewhat satisfied with the way their contact was handled. Those contacting in regards to parking, waste and payment of rates/fees were significantly more satisfied, whilst those contacting regarding roads/footpaths and water/sewer matters were significantly less satisfied.



	Byron Shire Council	Micromex LGA Benchmark
Top 3 Box %	67% ▼	80%
Mean rating	3.27 ▼	3.77
Base	304	23,641

Satisfaction with Contact Cont.

By Age	Overall	14-34	35-49	50-64	65+
Top 3 Box %	67%	77%	65%	62%	70%
Mean rating	3.27	3.50	3.18	3.15	3.35
Base	304	54	89	91	70

By Location	Byron Bay/ Suffolk Park	Bangalow	Mullumbimby	Brunswick Heads/ Ocean Shores/ New Brighton/ South Golden Beach	Rural/ Other
Top 3 Box %	74%	79%	44%▼	64%	72%
Mean rating	3.46	4.01▲	2.73▼	3.11	3.28
Base	94	20	41	74	75

By Contact Method	Phone	In person	Email	Council's website
Top 3 Box %	72%	75%	65%	56%
Mean rating	3.38	3.55	3.04	3.06
Base	133	61	53	41

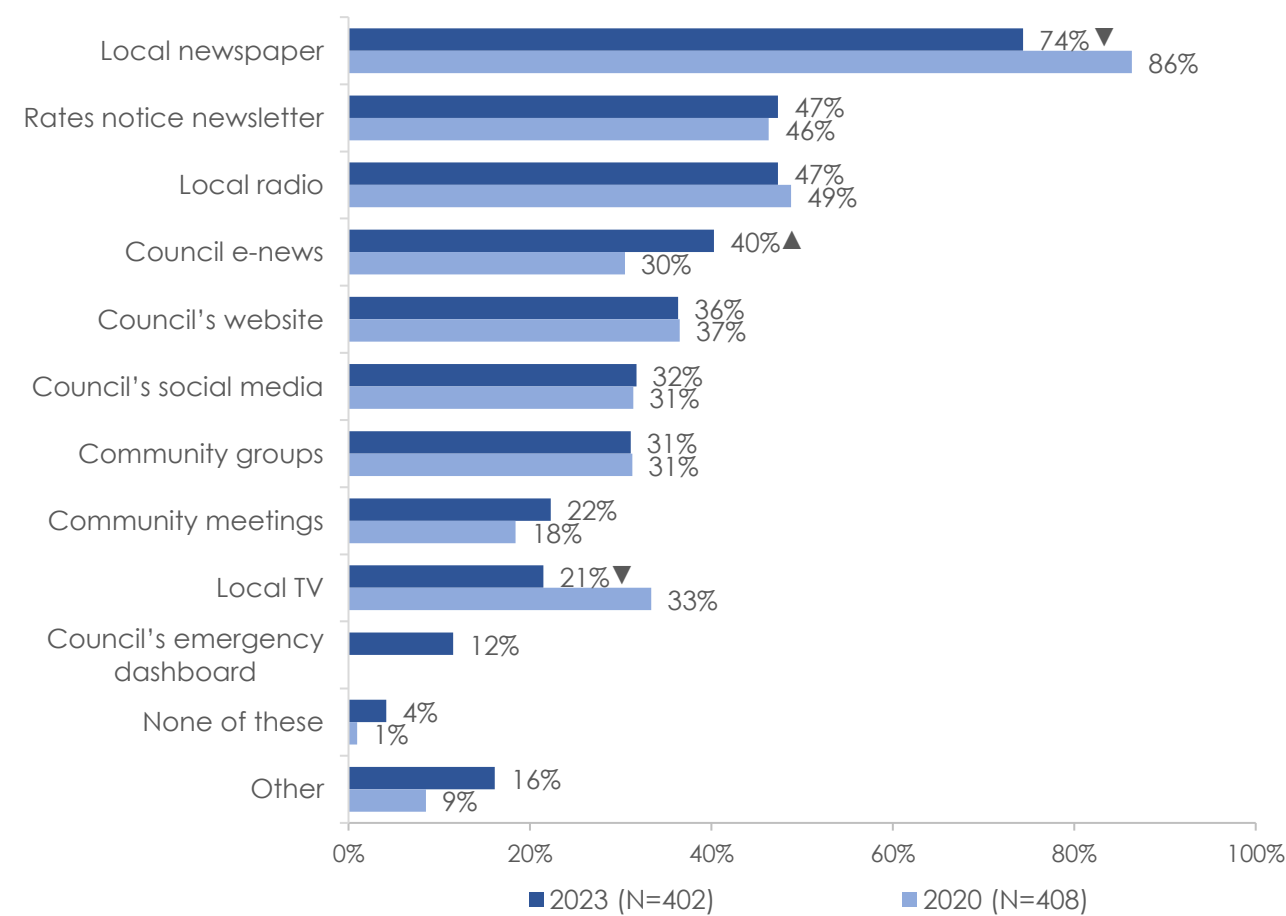
By Reason for Contact	Parking	Development applications	Roads & footpaths	Waste management	General information	Water or sewer matters	Payment of rates/fees
Top 3 Box %	83%▲	71%	48%▼	81%	81%	45%▼	87%
Mean rating	3.87▲	3.35	2.29▼	3.99▲	3.64	2.39▼	4.03▲
Base	51	45	35	26	23	22	19

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

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

Keeping Informed of Council News and Activities

Although experiencing a significant drop, the local newspaper remains the most common way of being kept informed of general Council news and activities, followed by rates notice newsletter and the local radio. This year has seen a significant increase in information being obtained through Council e-news.



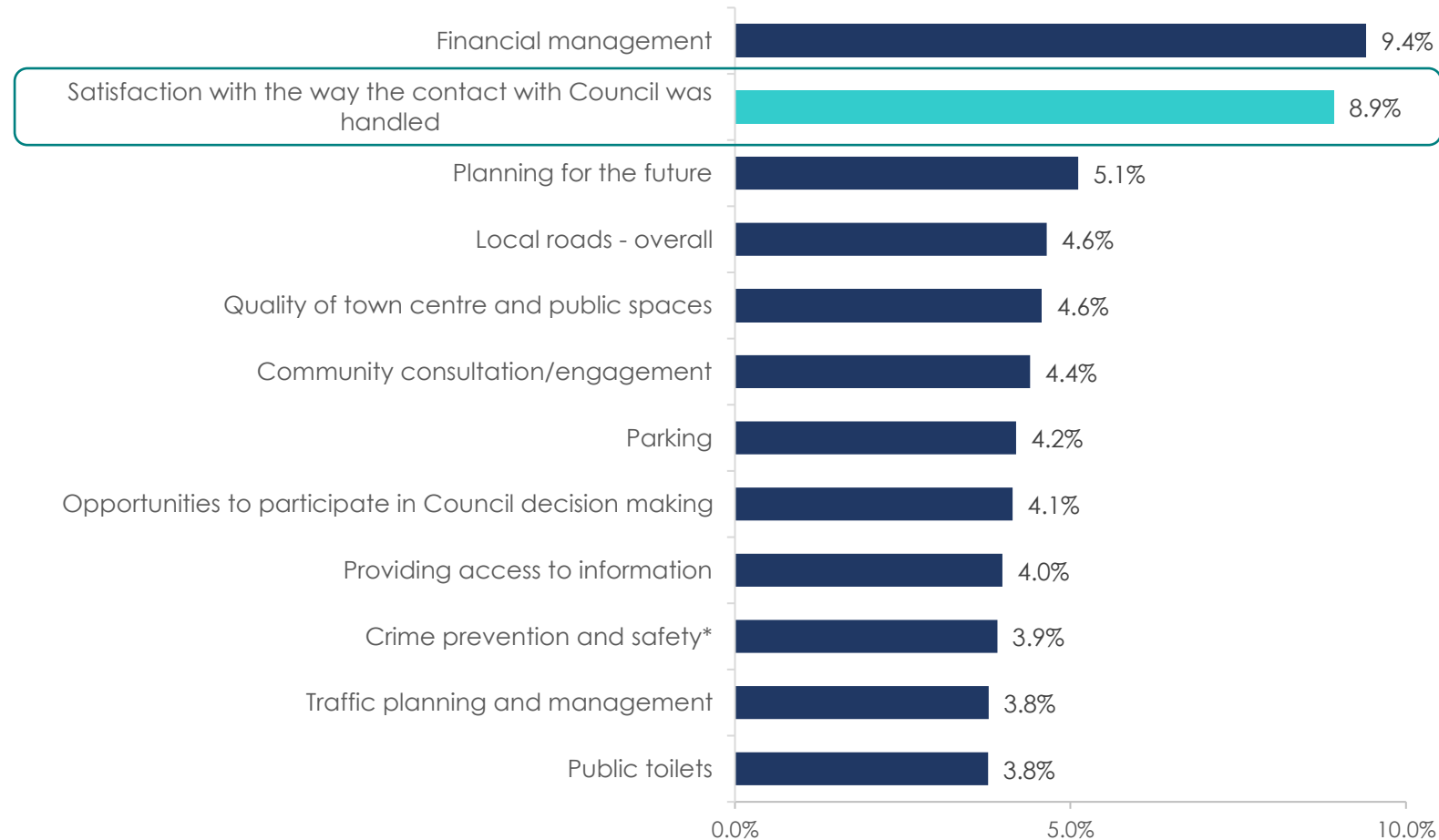
Overall satisfaction by number of contact channels

	No information (None of these)	1-2 channels	3-4 channels	5+ channels
Top 3 Box %	23%▼	66%	81%▲	72%
Mean rating	1.71▼	2.85	3.16▲	3.00
Base	17	95	155	135

Other specified	N = 402
Word of mouth	13%
General social media	1%
Local signage	1%
Brochures	<1%
Direct contact (in person/phone)	<1%
Direct mail	<1%
Email	<1%
Observations	<1%

Key Drivers of Overall Satisfaction with Council – Re-Run

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the the question 'How satisfied were you with the way your contact was handled?'. As you can see below, satisfaction with the way the contact was handled is now the second largest contributor to overall satisfaction,. Highlighting the importance of communication at all levels within Council.



Barriers R^2 value = 0.47
Optimisers R^2 value = 0.41

Dependent Variable: Q4. How satisfied are you with the overall performance of Council over the past 12 months

*Services provided by State or Federal Governments



Appendix 1:

Additional Analyses

Appendix 1

Most Valued Aspect Living in the Byron Shire

Most valued aspects	N = 402
The natural environment/beaches/coastline	52%
The Community/community feel/friendly people	23%
Lifestyle/quiet/relaxed/small town feel	21%
Good climate/weather	8%
Central/convenient location e.g. close to services, beaches, airport, etc.	6%
Family connections/grew up here	6%
Arts/culture/diversity	5%
Nice area/good place to live	3%
Cleanliness of the area	2%
Farm/land/open space	2%
Minimal traffic/good roads	2%
Quality/variety of services/facilities/shops/activities	2%
Dog friendly	1%
Local produce/food	1%
Other	2%
Don't know/nothing	6%

Priority Issues for the Byron Shire LGA Cont.

Priority areas	2023 N = 402	2020 (Scaled) N = 408	2020 (Raw) N = 408
Affordability/availability of housing and land	51%	32%	16%
Managing population growth and development	31%	41%	20%
Condition and maintenance of roads	28%	38%	19%
Access to/variety of community services/facilities e.g. youth services, schools, hospitals	15%	1%	1%
Traffic management/parking	11%	13%	6%
Prevention/response for floods/bushfires/natural disasters	10%	2%	1%
Protection of the natural environment/environmental care	7%	13%	6%
Cost of living	7%	0%	0%
Council management	7%	8%	4%
Increasing availability of public transport	6%	4%	2%
Economic growth and development in the area/more businesses and employment opportunities	5%	11%	5%
Tourism management	5%	25%	12%
Essential services management e.g. water/sewer/waste/internet	4%	5%	2%
Availability/variety of parks/recreation areas/activities	4%	1%	0%
Lowering homeless rates	4%	3%	1%
Addressing climate change	3%	1%	0%
Maintenance of the area	3%	2%	1%
Provision of footpaths and cycleways	3%	5%	2%
Other	1%	1%	0%
Don't know/nothing	2%	1%	1%

Comparison to Previous Research

Service/Facility	Importance		Satisfaction	
	2023	2020	2023	2020
Parks and playgrounds	3.81	3.89	3.15▼	3.43
Sporting facilities	3.50	3.57	3.34▼	3.59
Libraries	3.82	3.95	4.04	4.18
Community halls	3.83	3.88	3.73	3.84
Quality of town centre and public spaces	4.27	4.28	3.08	3.23
Swimming pools	3.55	3.65	3.29	3.47
Dog exercise areas	3.47	3.39	3.13▼	3.41
Public toilets	4.31	4.35	2.56	2.49
Public art	3.42	3.36	2.97	2.90
Resource Recovery Centre	4.28	4.32	3.58	3.46
Childcare services	3.43▼	3.71	3.52	3.72
Support for volunteers	4.00▼	4.36	3.20▼	3.49
All abilities access	4.26	4.31	3.05	3.22
Crime prevention and safety*	4.49	4.48	3.06▼	3.33
Affordable housing*	4.49	4.36	1.65▼	1.90
Local roads - overall	4.71	4.72	1.88▲	1.69
Parking	4.40	4.38	2.34▼	2.62
Bikeways and bicycle facilities	4.05	4.07	2.72	2.61
Public transport*	4.10	4.17	1.87▼	2.08
Footpaths	4.23	4.31	2.63	2.60

Service/Facility	Importance		Satisfaction	
	2023	2020	2023	2020
Traffic planning and management	4.41	4.40	2.40	2.36
Garbage collection	4.55▼	4.69	4.05	4.05
Recycling services	4.55▼	4.74	3.54	3.68
Sewage management services	4.20▼	4.41	3.69	3.78
Water supply	4.42	4.50	3.95▼	4.14
Stormwater drainage	4.56	4.41	2.38▼	2.73
Management of development	4.60▲	4.42	2.30	2.48
Development application processing	4.29	4.24	2.12▼	2.55
Planning for the future	4.68	4.73	2.47▼	2.66
Economic development	4.03	4.07	2.67▼	2.99
Vegetation and weed management	4.32	4.34	2.83	2.81
Tourism management	4.22▼	4.43	2.73	2.77
Coastline management	4.48	4.60	3.02	3.05
Festival and event management	3.85▼	4.10	2.98▼	3.32
Management of companion animals in public spaces	3.77	N/A	3.05	N/A
Opportunities to participate in Council decision making	4.04	4.18	2.65▼	2.86
Providing access to information	4.42▼	4.54	2.98	3.09
Community consultation/engagement	4.36	4.40	2.85▼	3.06
Financial management	4.41	4.48	2.65	2.71
On-line Council e-services	3.92	3.91	3.24▼	3.48

Importance Compared to the Micromex Benchmark

Service/Facility	Byron Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Affordable housing*	86%▲	76%	10%
Management of development	91%▲	80%	10%
Bikeways and bicycle facilities	73%▲	63%	10%
Development application processing	81%▲	72%	10%
Dog exercise areas	55%	47%	8%
Stormwater drainage	89%	81%	7%
Public transport*	75%	70%	5%
Providing access to information	86%	82%	4%
Vegetation and weed management	81%	78%	3%
Tourism management	79%	76%	3%
Parking	85%	82%	3%
Local roads - overall	95%	93%	3%
Planning for the future	91%	89%	2%
Public toilets	84%	82%	1%
Public art	50%	49%	1%
Quality of town centre and public spaces	81%	81%	0%
Opportunities to participate in Council decision making	73%	74%	0%
Community consultation/engagement	83%	84%	-1%
On-line Council e-services	66%	67%	-1%
Community halls	67%	68%	-1%

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.

*Services provided by State or Federal Governments

Note: T2 = important/very important

Importance Compared to the Micromex Benchmark

Service/Facility	Byron Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Recycling services	88%	90%	-2%
Traffic planning and management	84%	86%	-2%
Water supply	85%	88%	-2%
Sewage management services	77%	80%	-3%
Financial management	83%	86%	-3%
Garbage collection	88%	91%	-3%
Festival and event management	67%	70%	-3%
Coastline management	84%	88%	-3%
Footpaths	77%	81%	-4%
Crime prevention and safety*	86%	90%	-4%
Libraries	65%	70%	-5%
Childcare services	56%	62%	-6%
Economic development	71%	80%	-9%
Management of companion animals in public spaces	60% ▼	71%	-10%
Support for volunteers	69% ▼	79%	-10%
Swimming pools	56% ▼	71%	-15%
Parks and playgrounds	63% ▼	83%	-20%
Sporting facilities	54% ▼	76%	-22%

*Services provided by State or Federal Governments

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.

Note: T2 = important/very important 48

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Byron Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Garbage collection	92%	88%	4%
Water supply	88%	85%	3%
Community halls	89%	88%	1%
Childcare services	85%	86%	0%
Libraries	93%	94%	-2%
Community consultation/engagement	66%	69%	-3%
Sewage management services	85%	90%	-5%
Recycling services	82%	87%	-5%
On-line Council e-services	77%	84%	-7%
Providing access to information	67%	75%	-8%
Opportunities to participate in Council decision making	57%	66%	-9%
Quality of town centre and public spaces	74%	82%	-9%
Support for volunteers	76%▼	86%	-10%
Dog exercise areas	67%▼	76%	-10%
Vegetation and weed management	64%▼	74%	-11%
Crime prevention and safety*	71%▼	82%	-11%
Swimming pools	73%▼	85%	-12%
Sporting facilities	78%▼	90%	-12%
Financial management	59%▼	71%	-12%
Parks and playgrounds	73%▼	86%	-13%

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.

*Services provided by State or Federal Governments

Note: T3 = at least somewhat satisfied

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Byron Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Management of companion animals in public spaces	67%▼	81%	-14%
Public art	71%▼	85%	-14%
Bikeways and bicycle facilities	56%▼	71%	-15%
Footpaths	53%▼	68%	-15%
Economic development	58%▼	74%	-17%
Traffic planning and management	48%▼	67%	-19%
Coastline management	69%▼	88%	-19%
Public toilets	51%▼	72%	-20%
Festival and event management	66%▼	87%	-21%
Planning for the future	50%▼	72%	-22%
Management of development	41%▼	68%	-26%
Parking	43%▼	70%	-27%
Tourism management	57%▼	84%	-28%
Affordable housing*	15%▼	47%	-32%
Development application processing	36%▼	68%	-32%
Local roads - overall	24%▼	58%	-34%
Stormwater drainage	40%▼	77%	-37%
Public transport*	23%▼	63%	-41%

*Services provided by State or Federal Governments

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.

Note: T3 = at least somewhat satisfied 50

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 T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Local roads - overall	95%	24%	71%
Affordable housing*	86%	15%	71%
Public transport*	75%	23%	52%
Management of development	91%	41%	49%
Stormwater drainage	89%	40%	49%
Development application processing	81%	36%	46%
Parking	85%	43%	42%
Planning for the future	91%	50%	42%
Traffic planning and management	84%	48%	36%
Public toilets	84%	51%	32%
Financial management	83%	59%	24%
Footpaths	77%	53%	24%
Tourism management	79%	57%	22%
Providing access to information	86%	67%	19%
Vegetation and weed management	81%	64%	18%
Bikeways and bicycle facilities	73%	56%	17%
Community consultation/engagement	83%	66%	17%
Opportunities to participate in Council decision making	73%	57%	16%
Coastline management	84%	69%	16%
Crime prevention and safety*	86%	71%	15%

*Services provided by State or Federal Governments

Note: T2 = important/very important
T3 = at least somewhat satisfied

Performance Gap Analysis

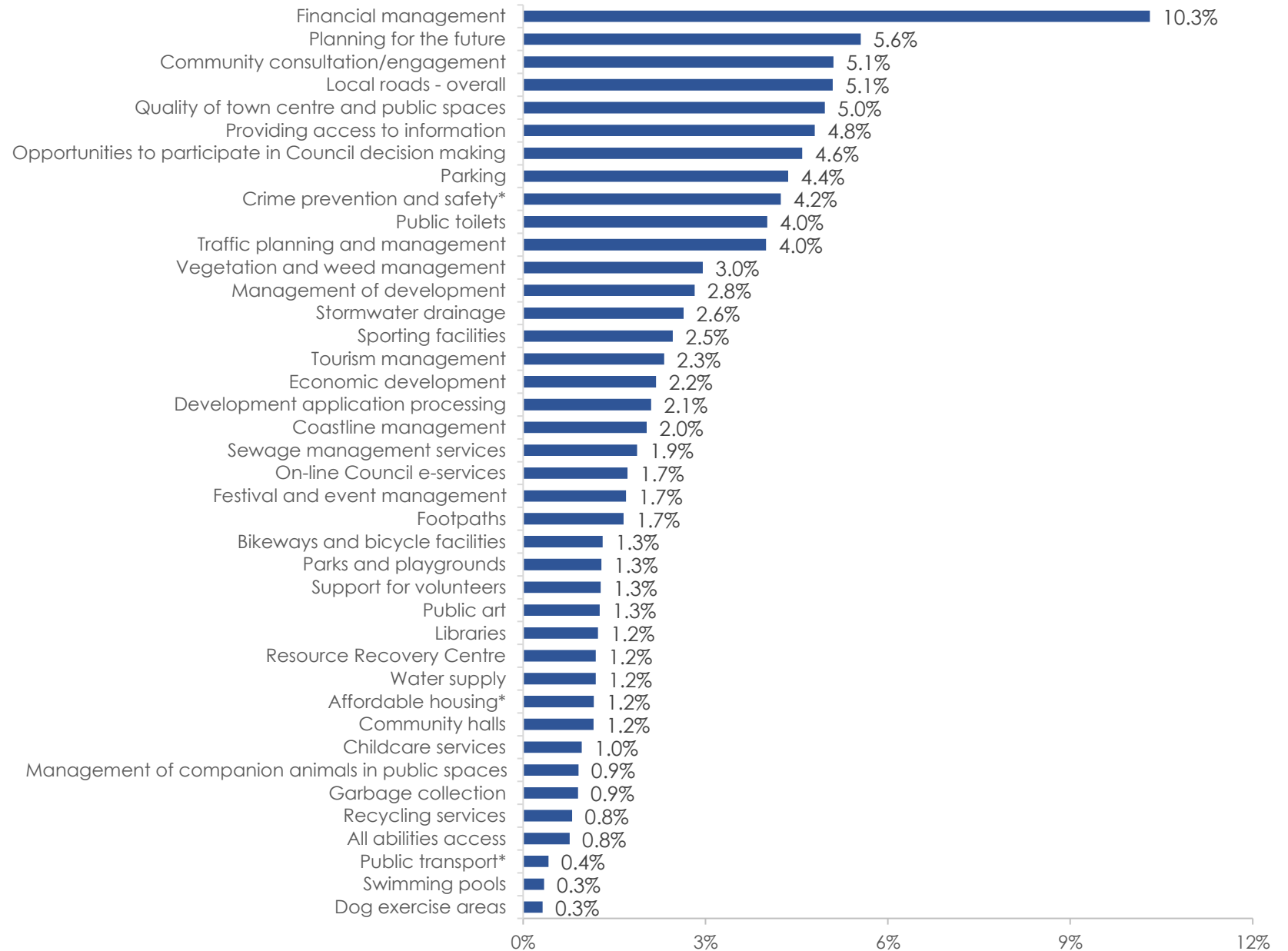
Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Economic development	71%	58%	13%
Quality of town centre and public spaces	81%	74%	7%
Recycling services	88%	82%	6%
All abilities access	79%	75%	5%
Festival and event management	67%	66%	1%
Water supply	85%	88%	-3%
Resource Recovery Centre	82%	85%	-3%
Garbage collection	88%	92%	-3%
Management of companion animals in public spaces	60%	67%	-6%
Sewage management services	77%	85%	-8%
Support for volunteers	69%	76%	-8%
Parks and playgrounds	63%	73%	-10%
On-line Council e-services	66%	77%	-11%
Dog exercise areas	55%	67%	-12%
Swimming pools	56%	73%	-17%
Public art	50%	71%	-21%
Community halls	67%	89%	-22%
Sporting facilities	54%	78%	-23%
Libraries	65%	93%	-28%
Childcare services	56%	85%	-30%

Note: T2 = important/very important
T3 = at least somewhat satisfied

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 40 facilities/ services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



*Services provided by State or Federal Governments

Council's Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:		
AlburyCity Council	Great Lakes Council	Narrandera Shire Council
Ballina Shire Council	Hawkesbury City Council	Parkes Shire Council
Bathurst Regional Council	Kempsey Shire Council	Port Macquarie-Hastings Council
Bland Shire Council	Lachlan Shire Council	Richmond Valley Council
Blue Mountains City Council	Lake Macquarie City Council	Singleton Shire Council
Byron Shire Council	Leeton Shire Council	Tamworth Regional Council
Cabonne Shire Council	Lismore City Council	Tenterfield Shire Council
Central Coast Council	Lithgow City Council	Tweed Shire Council
Cessnock City Council	Liverpool Plains Shire Council	Upper Hunter Shire Council
Coffs Harbour City Council	Maitland City Council	Wagga Wagga City Council
Devonport City Council	MidCoast Council	Walgett Shire Council
Dungog Shire Council	Mid-Western Regional Council	Weddin Shire Council
Eurobodalla Shire Council	Moree Plains Shire Council	Wingecaribee Shire Council
Forbes Shire Council	Murray River Council	Wollondilly Shire Council
Glen Innes Severn Shire Council	Murrumbidgee Shire Council	Yass Valley Council
Gosford (Central Coast Council)	Narrabri Shire Council	



Appendix 2:
Questionnaire

Appendix 2

Byron Shire Council
Community Survey
April 2023

Good morning/afternoon/evening, my name is from 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?

Q1. Before we start, could I please check whether you or an immediate family member work for Byron Shire Council?

- ☐ Yes
☐ No

Values and Vision

Q2. What do you value most about living in Byron Shire?

.....

Q3. Overall, how would you rate the quality of life you have living in Byron Shire? *Prompt*

- ☐ Excellent
☐ Very good
☐ Good
☐ Poor
☐ Very poor

Q4. Thinking of the next 10 years, what do you believe will be the highest priority issue within the Byron Shire Council area?

.....

Q5. 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. *Prompt*

Community facilities/spaces

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of town centre and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog exercise areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resource Recovery Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Services

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Childcare services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All abilities access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public health and safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Infrastructure

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Local roads - overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bikeways and bicycle facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic planning and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewage management services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Land use management

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Management of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development application processing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetation and weed management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coastline management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and event management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of companion animals in public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing access to information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community consultation/engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-line Council e-services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. 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

Customer Service

Q7a. Have you contacted Byron Shire Council in the last 24 months?

- ☐ Yes
- ☐ No (If no, go to Q7f)

Q7b. When you last contacted Council was it by: (SR) Prompt

- ☐ Council's website
- ☐ Council's social media pages
- ☐ Phone
- ☐ Email
- ☐ In person
- ☐ Mail
- ☐ Via the NSW Government's Planning Portal
- ☐ Other (please specify)

Q7c. Thinking of the last time you contacted Council, what did you contact Council about? (SR)

- ☐ 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)

Q7d. How satisfied were you with the way your contact was handled? Prompt

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

Q7e. How many times were you in contact with Council to resolve the issue?

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

Q7f. Thinking about the next time you might need to contact Council, how would you like to do that? Prompt (MR)

- ☐ Council's website
- ☐ Council's social media pages
- ☐ Phone
- ☐ Email
- ☐ In person
- ☐ Mail
- ☐ Via the NSW Government's Planning Portal
- ☐ Other (please specify)

Information distribution

Q8. How are you currently informed of general Council news and activities? Prompt (MR)

- ☐ Council's website
- ☐ Council's social media
- ☐ Council's emergency dashboard
- ☐ Council e-news (electronic newsletters)
- ☐ Rates notice newsletter
- ☐ Local radio
- ☐ Local TV
- ☐ Community meetings
- ☐ Community groups
- ☐ Local newspaper
- ☐ Other (please specify)
- ☐ None of these

Demographic information

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

- ☐ 14-17
- ☐ 18-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65+

Q10. Are you of Aboriginal and/or Torres Strait Islander origin?

- ☐ Yes
- ☐ No

Q11. What type of housing do you live in? Prompt

- ☐ Own
- ☐ Rent
- ☐ Other (please specify)
- ☐ None/not secure
- ☐ Prefer not to say

Q12. How long have you lived in the Byron LGA area? Prompt

- ☐ Less than 2 years
- ☐ 2 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

Q13. Do you identify as living with a disability?

- ☐ Yes
- ☐ No

Q14. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary

Thank you very much for your time, enjoy the rest of your evening. 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.

The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.



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