



# Dubbo Regional Council Community Needs & Satisfaction Survey 2019

**Final Report**

**Prepared for**  
Dubbo Regional Council

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**May 2019**

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# KEY FINDINGS

## Dubbo Regional Council's overall Performance

- ▶ **Fifty-six percent (56%)** of residents are satisfied with the performance of Dubbo Regional Council over the past 12 months.
- ▶ The average overall satisfaction rating is **3.53** out of 5. This is a medium level satisfaction score.
- ▶ Residents who live in urban areas are more satisfied than those who live in rural areas.
- ▶ **Forty-two percent (42%)** are **satisfied with** the performance of elected **Councillors** over the past 18 months, resulting in an average overall satisfaction rating of **3.28** out of 5.
- ▶ Overall **satisfaction with the performance of Council has improved since 2016** and is performing in-line with comparable regional councils in NSW.

## Key Strengths, Improvements and Community Priorities for Council

- ▶ **Housing & Basic Services** and **Liveability** are key strengths of Dubbo Regional Council's service delivery.
- ▶ **Infrastructure** and **Economy** are priority areas for improvement.
- ▶ Analysis of open-ended responses revealed the key priorities and current needs of the Dubbo Regional Council community are:
  - **Maintenance and improvement of the road network**
  - **Deciding the status and location of a new bridge over the Macquarie River**
  - **Economic development in the form of attracting new jobs and industry to the region and supporting existing local businesses.**
- ▶ There is a link between the belief that Council **positively promotes** its achievements and activities and **higher satisfaction** with Council and its services and facilities as well as **higher perceptions** of the Dubbo Regional Council area.
- ▶ As such, **positive promotion of Council's achievements and activities** is an important element in improving resident satisfaction.

## INTRODUCTION

IRIS Research was commissioned by Dubbo Regional Council to conduct a Community Satisfaction Survey in 2019 which tracks Council's performance in service delivery, identifies priority areas and community needs and evaluates Council's customer services and communication.

The objectives for the Community Needs & Satisfaction Survey process were to:

1. Measure the importance of, and satisfaction with, services and facilities provided by Council
2. Compare levels of satisfaction for Council's services, facilities and customer service with similar councils
3. Assist Council in identifying service use priorities for the community
4. Give Council guidance on future needs of the community
5. Understand resident perceptions of the Dubbo Regional Council as a place to live, work and do business.

In addition to this published report, IRIS Research offers Council the key data and analysis in an online data visualisation form, using world-leading Tableau data visualisation software. This is a highly accessible, no-cost [to Council], user-friendly value-add which brings the significant community survey data assets to life for Council and makes the detailed analysis intuitive. This is beyond the scope of our original proposal and is offered to Council as a gesture of goodwill and to advance best practice in community research. We will offer Council a demonstration and training advice in the use of the Tableau software.

## SUMMARY OF FINDINGS

The Community Needs & Satisfaction Survey 2019 collected 607 completed responses from residents of Dubbo Regional Council area aged 18 years and over.

### Overall satisfaction with the performance of Dubbo Regional Council

- ▶ Overall satisfaction with the performance of Dubbo Regional Council over the past 12 months is **3.53** out of 5, which is a solid result.
- ▶ **Fifty-six percent [56%] of residents are satisfied** with the performance of Council while 12 percent [12%] are dissatisfied.
- ▶ In order to compare with previous survey results from 2016, this result was benchmarked out of 100. The benchmarked result for 2019 [66 pts] has increased 4 pts, indicating overall satisfaction with the performance of Council has **improved** over the past three years.

### Overall satisfaction with the performance of elected Councillors

- ▶ Overall satisfaction with the performance of elected Councillors over the past 18 months is **3.28** out of 5.
- ▶ **Forty-two percent [42%] of residents are satisfied** with the performance of Councillors while 19 percent are dissatisfied.
- ▶ This result is **underperforming** relative to an average of comparable regional councils in NSW.

### Overall satisfaction with the appearance of Dubbo and Wellington CBDs and surrounding areas

- ▶ Overall satisfaction with the appearance of Dubbo and Wellington CBDs and surrounding areas is **3.63** out of 5.
- ▶ **Sixty-two percent [62%] of residents are satisfied** with the appearance of CBDs and surrounding areas while 10 percent are dissatisfied.
- ▶ This result is also **underperforming** relative to an average of comparable regional councils in NSW.



## Performance of Key Service Areas

Respondents were asked to rate their satisfaction with 40 Council services and facilities across five service areas using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

The summary tables for Council services and facilities contain several measures:

- ▶ **Average** refers to the average satisfaction rating from the Community Needs & Satisfaction Survey 2019.
- ▶ **Satisfied** refers to the proportion of residents who provided a rating of 4 or 5.
- ▶ **External Benchmark** indicates how Council performed against an average of comparable regional councils in NSW. Not all services could be benchmarked because they did not precisely match with the comparison data.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant [see Section 3.1].

## Housing & Basic Services

Respondents were asked to rate their satisfaction with seven housing and basic services.

**This category is a strength of Council's service delivery.**

**Water supply** is a **strategic advantage** as it recorded above-average satisfaction and is important in creating overall satisfaction with Council. This service is also outperforming comparable NSW regional councils. While **sewerage service** is the best performing service, it has a below-average impact on overall satisfaction and is performing in line with comparable councils.

All three **waste management services** are above-average performers within Dubbo Regional Council's service delivery. However, they are underperforming relative to other comparable councils.

**Water conservation initiatives** has been classified as a **key vulnerability** as it has an important impact on creating overall satisfaction but is performing below average. Fewer than half (44 percent) of residents are satisfied with this service.

**Table 1 Summary of Housing & Basic Services**

Housing & Basic Services	Satisfied	Average	External Benchmark	Strategic Location
Sewerage service	81%	4.2	↔	Differentiator
Water supply	77%	4.1	↑	Strategic Advantage
Household waste collection	73%	4.0	↓	Differentiator
Household recycling service	71%	3.9	↓	Strategic Advantage
Annual kerbside clean-up service	67%	3.8	↓	Differentiator
Access to affordable housing	51%	3.5	-	Potential Vulnerability
Water conservation initiatives	44%	3.3	-	Key Vulnerability

## Infrastructure

Respondents were asked to rate their satisfaction with seven infrastructure services.

All seven services within this category are performing below average and thus have been classified as potential or Key Vulnerabilities based on their impact on creating overall community satisfaction with Council.

**Traffic management** and **maintenance of sealed roads** are Council's **Key Vulnerabilities**.

**Improvement in the performance of these services will have the highest positive impact on creating overall satisfaction.**

More more than half (55 percent) of residents are satisfied with **Street Lighting services**. This service is also **outperforming** comparable regional councils in NSW.

**Traffic management, car parking in CBD** and **maintenance of sealed roads** are underperforming relative to other comparable councils.

**Table 2 Summary of Infrastructure**

Infrastructure	Satisfied	Average	External Benchmark	Strategic Location
Street lighting	55%	3.5	↑	Potential Vulnerability
Traffic management	48%	3.3	↓	Key Vulnerability
Access to public transport services	45%	3.3	-	Potential Vulnerability
Maintenance of footpaths	41%	3.1	-	Potential Vulnerability
Car parking in CBD	40%	3.1	↓	Potential Vulnerability
Maintenance of sealed roads	33%	2.9	↓	Key Vulnerability
Maintenance of unsealed roads	25%	2.7	↔	Potential Vulnerability

## Economy

Respondents were asked to rate their satisfaction with seven services related to the local economy.

These services are performing well compared with other regional councils in NSW but are underperforming compared to other categories of Council's service delivery.

**Promotion of tourism is a strength of Council's economic services.** This service recorded a high average satisfaction rating [3.9] and is **outperforming** comparable regional councils in NSW. However, this service has a below-average impact on creating overall satisfaction and thus has been classified as a **Differentiator**.

**Managing residential development, supporting local business development and managing commercial development** are also outperforming comparable councils. However, all three services are **key vulnerabilities**. They are performing below-average compared to Council's other services and have an important impact on creating overall satisfaction.

**Development application assessment process** is a **Key Vulnerability** and is **underperforming** compared to other councils. This service is a priority area within this service area.

Table 3 Summary of Economy

Economy	Satisfied	Average	External Benchmark	Strategic Location
Promotion of tourism	74%	3.9	↑	Differentiator
Managing residential development	56%	3.6	↑	Key Vulnerability
Access to diverse shopping	56%	3.5	-	Potential Vulnerability
Supporting local business development	49%	3.4	↑	Key Vulnerability
Promoting environmental sustainability	46%	3.4	-	Key Vulnerability
Managing commercial development	48%	3.4	↑	Key Vulnerability
Development application assessment process	33%	3.1	↓	Key Vulnerability

## Leadership

Respondents were asked to rate their satisfaction with six leadership services.

**Council events and support for events recorded a high average satisfaction rating of 3.8.** This service is performing in line with comparable regional councils in NSW. This service is a **Differentiator** as it does not have an important impact on creating overall satisfaction with Council.

**Informing the community, being a well-run and managed Council and decisions made in the interest of the community are Key Vulnerabilities.** These leadership attributes are important in creating overall satisfaction with Council but are currently performing below average.

**Table 4 Summary of Leadership**

Leadership	Satisfied	Average	External Benchmark	Strategic Location
Council events and support for events	67%	3.8	↔	Differentiator
Informing the community	50%	3.5	-	Key Vulnerability
Being a well-run and managed Council	45%	3.3	-	Key Vulnerability
Financial management	41%	3.3	-	Potential Vulnerability
Consultation with the community	43%	3.3	↔	Potential Vulnerability
Decisions made in the interest of the community	37%	3.2	-	Key Vulnerability

## Liveability

This category is a strength of Council's service delivery.

Respondents were asked to rate their satisfaction with 13 services and facilities related to liveability. **Eight of the 13 services recorded high average satisfaction ratings.**

The highest rated facilities are libraries [4.3]. This is followed by sports grounds and facilities [4.1] and parks [4.1].

Sports grounds and facilities, parks, childcare facilities and community halls and cultural centres are **outperforming** comparable regional councils in NSW. Maintenance of public toilets is **underperforming** relative to comparable councils.

Community halls and cultural centres and community services and facilities [e.g. children, youth, older people] are rated **Strategic Advantages**.

Rural reserves, streetscape – trees and river management are **Key Vulnerabilities**.

Improvement in the performance of these services will have a strong, positive impact on overall satisfaction.

**Table 5 Summary of Liveability**

Leadership	Satisfied	Average	External Benchmark	Strategic Location
Libraries	85%	4.3	↔	Differentiator
Sports grounds and facilities	81%	4.1	↑	Differentiator
Parks	80%	4.1	↑	Differentiator
Childcare facilities	71%	4.0	↑	Differentiator
Community halls and cultural centres	74%	3.9	↑	Strategic Advantage
Playgrounds	71%	3.9	↔	Differentiator
Cemeteries	72%	3.9	-	Differentiator
Swimming pools	70%	3.8	↔	Differentiator
Community services and facilities	62%	3.7	-	Strategic Advantage
Rural reserves	45%	3.4	-	Key Vulnerability
Streetscape - trees	48%	3.4	-	Key Vulnerability
Maintenance of public toilets	37%	3.1	↓	Potential Vulnerability

River management	37%	3.1	-	Key Vulnerability
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## Facility Usage

The facilities with the **highest proportion of residents who use the facilities** [usage rate] are:

1. **Parks** [85%]
2. **Dubbo Regional Theatre & Convention Centre** [75%]
3. **Western Plains Cultural Centre** [72%]
4. **Sports grounds and facilities** [67%]
5. **Libraries** [64%]

The facilities with the **highest average number of uses per year per resident** are:

1. **Sports grounds and facilities** [23.7]
2. **Parks** [23.4]
3. **Facilities for children** [16.2]
4. **Swimming pools** [13.4]
5. **Playgrounds** [11.0]

**Libraries, sports grounds and facilities, parks** and **Western Plains Cultural Centre** are facilities which are performing above average and are used by an above-average proportion of residents compared to other facilities.

## Top Priorities for Council

Respondents were asked what should be Council's one top priority over the next five years'. The key themes which arose include:

1. **Roads** – improving the condition of the road network; further ongoing maintenance; improving road safety.
2. **Bridge** – the importance of a new bridge over the Macquarie River; making a decision regarding the status of the bridge and the location.
3. **Economic development** – attracting new business and industry to the region; creating new jobs; creating employment in Wellington and smaller areas outside Dubbo.

## Perceptions of the Dubbo Regional Council area

Eighty-nine percent (89%) of residents agree that, overall, Dubbo Regional Council is a good place to live. Only 2.5 percent disagreed. These results combined for a high average agreement rating of 4.27 out of 5.

Residents were asked to rate their agreement with 11 statements measuring perceptions of the Dubbo Regional Council area as a place to live, work and do business.

The statements which recorded **high** average ratings include:

- ▶ There is good access to open spaces like parks and playgrounds [4.4]
- ▶ There is good access to sporting and recreational activities [4.3]
- ▶ The region offers a range of Aboriginal and Torres–Strait Islander services [4.1]
- ▶ I feel safe where I live [4.0]
- ▶ The region offers a good mix of entertainment and event options [4.0]

**Ninety-six percent (96%)** of residents are proud to live in the Dubbo Regional Council area.

## Most valued aspects of living in Dubbo Regional Council

Residents were asked to name what they believe is the most valued aspect of living in Dubbo Regional Council. The key themes which arose include:

1. **The community** – community spirit; close-knit community; the people.
2. **Good quality facilities** – health facilities, medical facilities, sporting facilities, community facilities; Dubbo Zoo.
3. **Accessibility** – accessibility to a range of services and facilities; medical and health services; access to a good water supply; sporting events and green spaces.
4. **Convenience** – convenient, central location; close to their needs, ease of getting around.



## Current Needs

Residents were asked to indicate what the Dubbo LGA currently needs. The key themes which arose include:

1. **Dubbo Regional Council** – improvement in Council administration; Councillors; the Mayor; the current state of Council.
2. **Roads** – further maintenance; improvement in the road network.
3. **Shopping facilities** – K-mart; more major retailers; more retailers; improved shopping diversity.

## Customer Services

**Fifty-five percent (55%) of residents have contacted Dubbo Regional Council in the past 12 months.**

Customers contacted Council via **telephone** (66 percent) or **in person** (27 percent). These two methods of contact are also the most **preferred**. **Email** is currently **underutilised** as the proportion that prefers this method (10 percent) is higher than the proportion that uses it (five percent); this should be viewed as a communication and efficiency improvement opportunity.

The most common reason for contacting Council is **rates** (18 percent). This is followed by **general maintenance** (16 percent), **planning/development applications** (15 percent) and **waste management** (10 percent).

**Customers are highly satisfied with their experience with Council's customer services.**

**Seventy-four percent (74%)** are satisfied, with almost half (43 percent) giving the highest rating of 5. Only nine percent (9%) of customers are dissatisfied.

**This resulted in a high average satisfaction rating of 3.96.**

Dissatisfied customers cited responsiveness, follow-through, timeliness and communication as the main improvement areas for customer services.

## Communication

The five most **used** sources of receiving information on Council services, events and activities include [respondents could select multiple answers]:

1. **Word of mouth** [84%]
2. **Local radio** [75%]
3. **Local television** [68%]
4. **Local newspapers – Council’s Weekly Column and Snapshot** [67%]
5. **Ring Council directly** [56%]

The five most **preferred** sources of information include [respondents could only select one answer]:

1. **Council’s Facebook page** [19%]
2. **Local newspapers – Council’s Weekly Column and Snapshot** [16%]
3. **Local radio** [14%]
4. **Council website** [13%]
5. **Community newsletters** [12%]

**Council’s Facebook page** is currently **underutilised** as a form of communication. The variety of preferences exhibited from residents of Dubbo Regional Council indicate a **multiplatform approach** to sharing Council information is necessary. Information needs to be **consistent** across a range of different media.

## Positive promotion of Council's activities and achievements

**Eighty-three percent (83%) of residents agree that Council positively promotes its activities and achievements.**

Perceptions of Council's positive promotion are linked to overall satisfaction with Dubbo Regional Council, its elected Councillors, customer services, the appearance of CBDs and surrounding areas, Council services and facilities and higher perceptions of Dubbo Regional Council as a place to live, work and do business.

Residents who **believe Council positively promotes** its activities and achievements are:

- ▶ **More satisfied with the overall performance of Dubbo Regional Council** [3.6] compared to other residents [3.0].
- ▶ **More satisfied with the performance of local Councillors** [3.4] compared to other residents [2.7].
- ▶ **More satisfied with the appearance of the Dubbo and Wellington CBDs and surrounding areas** [3.7] compared to other residents [3.2].
- ▶ **More satisfied with Council's customer services** [4.0] compared to other residents [3.6].
- ▶ **More satisfied with 35 of the 40 Council services and facilities**, including all services within the categories of Housing & Basic Services, Infrastructure, Economy and Leadership. The exceptions are libraries, community halls and cultural centres, cemeteries, streetscape – trees and maintenance of public toilets, which are all services under the Liveability category.
- ▶ **Use parks, Dubbo Regional Theatre & Convention Centre and swimming pools** significantly more than other residents.
- ▶ **Agreed with all statements related to Community Needs & Priorities** significantly more than other residents.
- ▶ **Agreed that Dubbo is a good place to live** [4.4] significantly more than other residents [3.8].
- ▶ **More likely to be proud to live in Dubbo Regional Council** [98 percent] compared to other residents [88 percent].

## RESEARCH DESIGN

The Dubbo Regional Council Community Satisfaction Survey 2019 aimed to collect 600 completed responses from a random sample of residents in the Dubbo Regional Council local government area. The reported results have a margin of error of  $\pm 3.9$  percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 3.9 percent of the true population value.

### Computer-Aided Telephone Interviews

**A telephone based (CATI) survey was used to secure a response from 607 residents throughout the local government area.** 311 responses were collected from mobile phones (51 percent of the total telephone interviews). The survey unit was residents of the Dubbo Regional Council local government area. In order to qualify for an interview, respondents had to be permanent residents aged 18 years or older, lived in the area for longer than six months and not be an employee or Councillor with Dubbo Regional Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 8 and 16 April 2019. Calls were made between 4.30pm and 8.30pm during weekdays. Twenty-one interviewers conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines. Continuous interviewer monitoring was used, and post-interview validations were conducted within five days of the close of the survey. Ten percent (10%) of all respondents were contacted after data collection was complete in order to verify and validate their data.

**Table 6 Final Telephony Sample**

Telephony	#
Landlines	296
Mobiles	311
<b>Total</b>	<b>607</b>

## Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 8 April to 22 April 2019 and **352 completed responses were collected**. These results have been shared with Council in a separate report.

## Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected data set is weighted to bring it back to the ideal age/sex distribution.

Table 7 reports the weighting factors for the sample. Using a high number of mobile phone numbers resulted in better access to young respondents. Successful data collection and age targeting led to minimal data weighting factors which are well within accepted statistical standards. Council's survey to have been successful in this important representativeness consideration.

**Table 7 Data Weighting Factors – Age/Sex**

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	5,542	5,527	88	88	22	40	4.05	2.22
35 to 49	4,415	4,624	70	73	43	72	1.65	1.03
50 to 64	4,515	4,877	72	77	84	105	0.86	0.75
65 plus	3,845	4,453	61	71	90	151	0.69	0.47
<b>Total</b>	<b>18,317</b>	<b>19,841</b>	<b>291</b>	<b>309</b>	<b>239</b>	<b>368</b>		

## Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age, ratepayer status, location and time lived in the area were collected. Table 8 details the weighted sample profile for this survey.

**Table 8 Sample Profile**

Gender	%	#	Location	%	#
Male	48%	294	Urban	78%	471
Female	52%	313	Rural	22%	136

Age	%	#	Length of time lived in area	%	#
18 to 34	29%	178	Less than five years	10%	63
35 to 49	24%	145	Six to 10 years	12%	75
50 to 64	25%	151	11 to 15 years	9%	56
65 plus	22%	133	More than 15 years	68%	413

Ratepayer Status	%	#
Ratepayer	83%	502
Non-Ratepayer	17%	105

Base: All respondents (n=607)

## Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 [pp. 62-86] contains full subgroup analysis **for all questions** contained in the Community Needs & Satisfaction Survey 2019.

Residents were asked which town or rural area they live in. **The major population centres of Dubbo and Wellington were well represented.** Responses were collected from a broad range of smaller areas in the Dubbo Regional Council area.

**Table 9 Town/Rural areas**

Town/Rural Area	%	#		%	#
Dubbo	70%	422	Neurea	0.5%	3
Wellington	12%	71	Toongi	0.5%	3
Geurie	3%	16	Stuart Town	0.5%	3
Wongarbon	2%	10	Mogriguy	0.5%	3
Brocklehurst	1%	6	Eulomogo	0.3%	2
Euchareena	0.8%	5	Mount Arthur	0.3%	2
Rawsonville	0.7%	4	Beni	0.3%	2
Minore	0.7%	4	Terramungamine	0.3%	2
Firgrove	0.7%	4	North Yeoval	0.3%	2
Maryvale	0.7%	4	Ballimore	0.3%	2
Mumbil	0.7%	4	Eumungerie	0.2%	1
Bodangora	0.7%	4	Kerrs Creek	0.2%	1
Elong Elong	0.7%	4	Other	3%	20
Dripstone	0.5%	3			

# 1 OVERALL SATISFACTION

This section of the report covers overall satisfaction with the performance of Dubbo Regional Council and its elected Councillors as well as overall satisfaction with the appearance of Dubbo and Wellington CBDs and surrounding areas. It includes subgroup analysis, comparisons with previous results [internal benchmarks] and comparisons with Councils with similar characteristics to Dubbo Regional Council [external benchmarks].

## 1.1 Performance of Dubbo Regional Council

Residents were asked to rate their overall satisfaction with the performance of Dubbo Regional Council over the past 12 months using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

**Over half [56 percent] are satisfied with the overall performance of Council**, with 12 percent providing the highest rating of 5. Twelve percent [12%] are dissatisfied while 32 percent provided a neutral rating of 3.

**These results combined for a medium average satisfaction score of 3.53.**

**Figure 1.1 Overall satisfaction with the performance of Dubbo Regional Council**

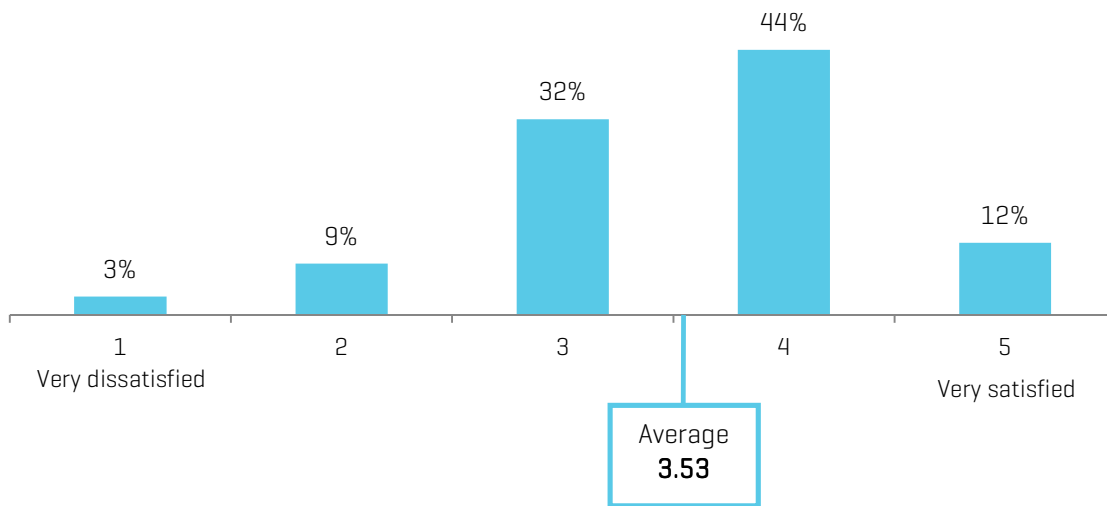




Table 1.1 lists significant differences in overall satisfaction with the performance of Council among subgroups. Residents who live in urban areas and residents who do not pay Council rates (i.e. renters) are more satisfied with the overall performance of Council compared to other residents. There are no differences in satisfaction by gender, age or length of time lived in the area.

**Table 1.1 Performance of Dubbo Regional Council – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Ratepayer Status	Non-ratepayers are significantly more satisfied than ratepayers
Length of time lived in area	Nil
Location	Urban residents are significantly more satisfied than rural residents.

In order to compare with previous survey results from 2016, the average overall satisfaction score for 2019 has been benchmarked out of 100 **using the same methodology as the 2016 report, as agreed with Council**. This is a different methodology to the one IRIS Research uses, which is why this result differs from the external benchmark reported in Figure 1.3.

Overall satisfaction with the performance of Council has **increased** over the past three years.

**Figure 1.2 Performance of Dubbo Regional Council – Internal Benchmarks**

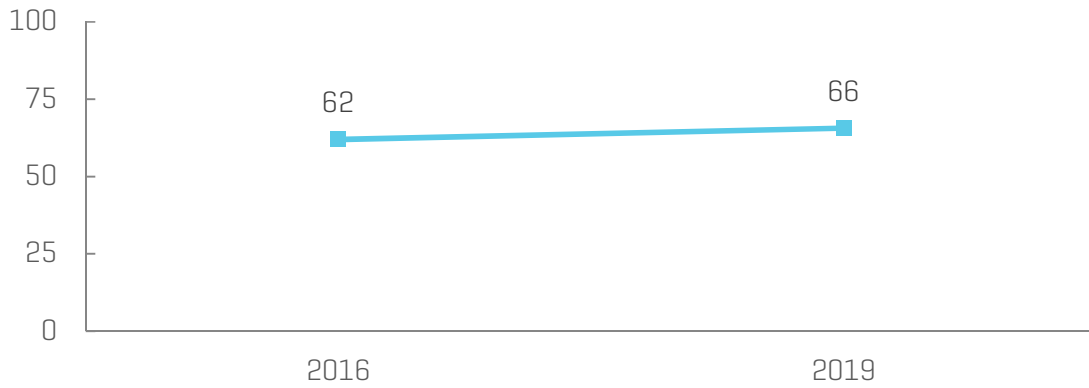
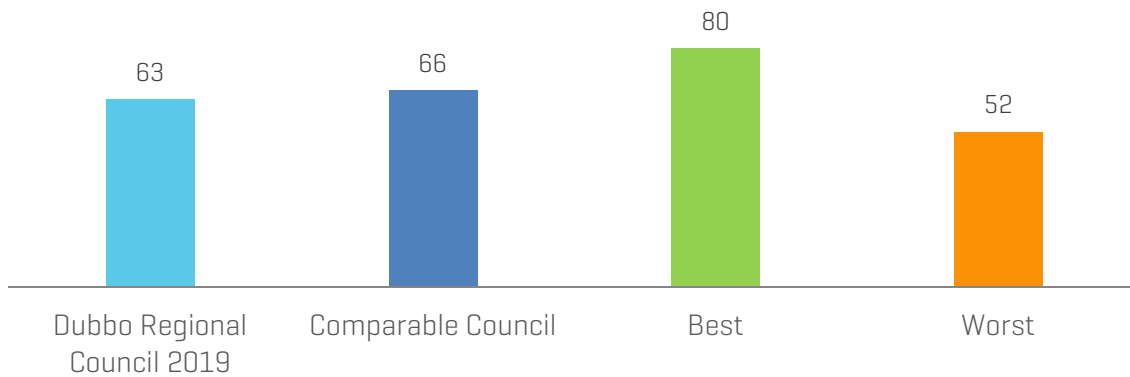


Figure 1.3 compares the benchmarked result [out of 100] for overall satisfaction with Council with an amalgam of comparable regional councils in NSW as well as the best and worst results on the IRIS Research benchmark database. A difference of  $\pm 4$  pts indicated a statistically significant difference in performance.

Overall satisfaction with the performance of Dubbo Regional Council is performing **in line** with comparable regional councils in NSW.

**Figure 1.3 Performance of Dubbo Regional Council – External Benchmarks**

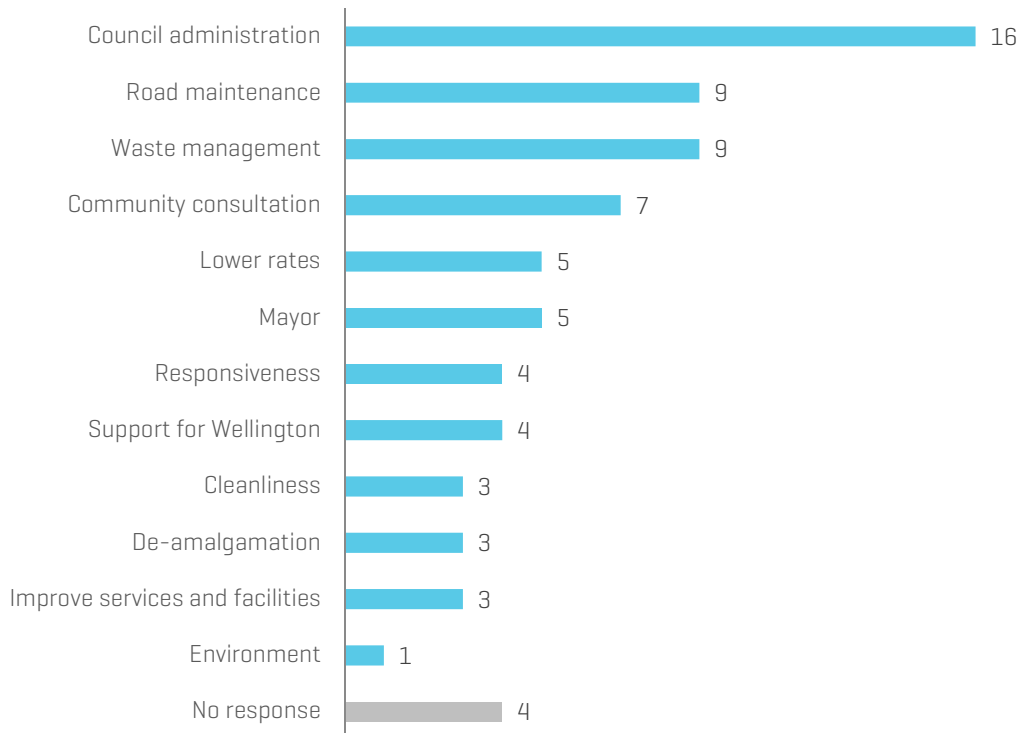


Residents who were dissatisfied with the performance of Dubbo Regional Council (i.e. gave a rating of 1 or 2) were asked to provide a reason for their rating. This was an open-ended response. In total, 64 responses were collected. A full list of open-ended responses has been provided to Council in a separate report.

Sixteen responses identified the **administration of Dubbo Regional Council** as a key improvement to service delivery. These responses concerned accessibility to Council staff, proactiveness, payment systems, staff morale and staff quality.

Other responses to service delivery focused on areas such as **road maintenance, waste management** and **community consultation**.

**Figure 1.4 Improvements to service delivery**



Base: Dissatisfied with overall performance of Council (n=69)

## 1.2 Performance of elected Councillors

Residents were asked to rate their satisfaction with the performance of elected Councillors over the past 18 months using a five-point scale.

In total, **42 percent of residents are satisfied with the performance of elected Councillors**, with nine percent giving the highest rating of 5. Nineteen percent [19%] of residents are dissatisfied while 39 percent provided a neutral rating of 3. This suggests a large section of the community are undecided or have no opinion about Councillors' performance which represents a significant improvement opportunity for Councillors.

These results combined for a **medium** average satisfaction score of **3.28**.

**Figure 1.5 Overall satisfaction with the performance of elected Councillors**

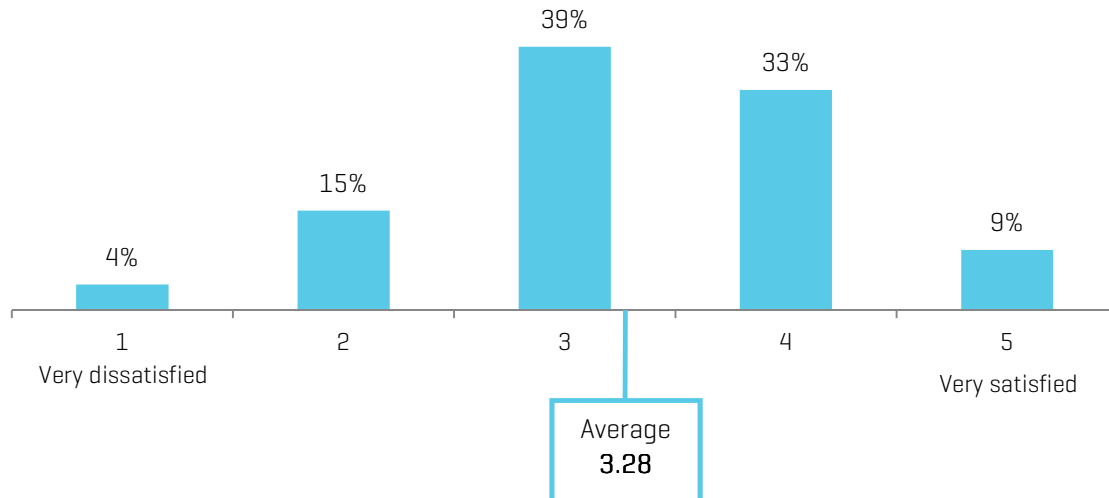


Table 1.2 lists significant differences in overall satisfaction with the performance of elected Councillors among subgroups.

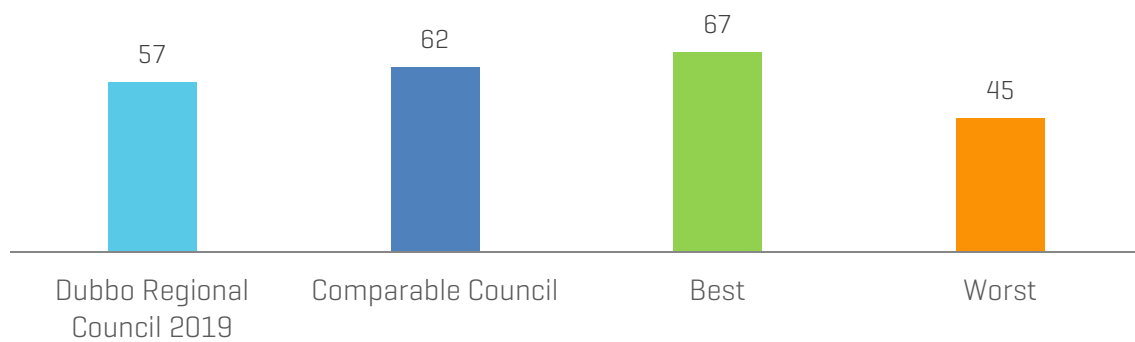
**Table 1.2 Performance of elected Councillors – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Female residents are more satisfied than male residents
Age	65+ are more satisfied than 50-64
Ratepayer Status	Non-ratepayers are more satisfied than ratepayers
Length of time lived in area	Nil
Location	Urban residents are more satisfied than rural residents

Figure 1.6 compares the benchmarked result [out of 100] for overall satisfaction with the performance of elected Councillors with an amalgam of comparable regional councils in NSW as well as the best and worst results on the IRIS Research benchmark database. A difference of  $\pm 4$  pts indicated a statistically significant difference in performance.

Overall satisfaction with the performance of elected Councillors is performing **below** the average of comparable regional councils in NSW.

**Figure 1.6 Performance of elected Councillors – External Benchmarks**



### 1.3 Appearance of Dubbo and Wellington CBDs and surrounding areas

Residents were asked to rate their overall satisfaction with the appearance of the Dubbo and Wellington CBDs and surrounding areas using a five-point scale.

**Sixty-two percent [62%] of residents are satisfied with the appearance of CBDs and surrounding areas**, with 13 percent providing the highest rating of 5. One in ten residents are dissatisfied while 28 percent provided a neutral rating of 3.

These results combined for a **medium** average satisfaction rating of **3.63**.

**Figure 1.7 Overall satisfaction with the appearance of CBDs and surrounding areas**

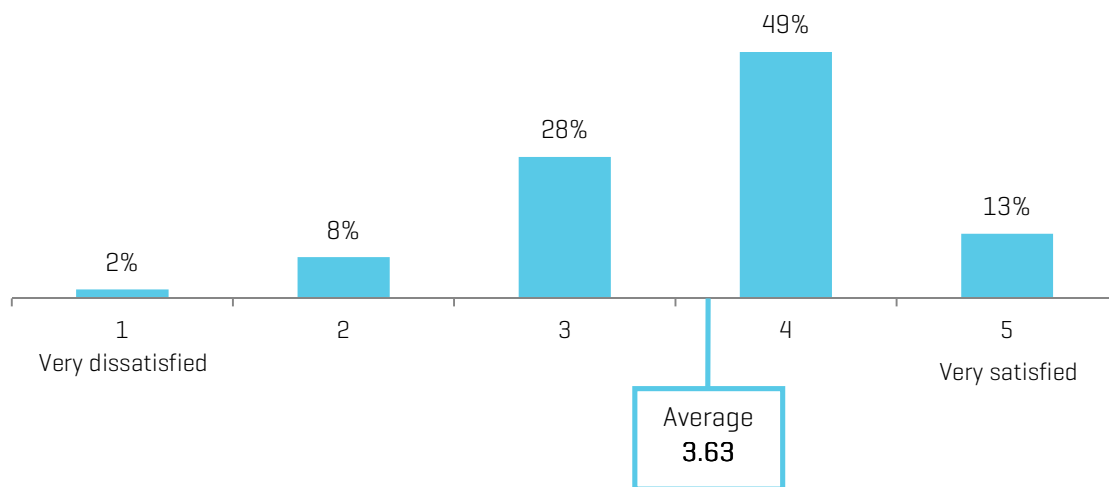


Table 1.4 lists significant differences in overall satisfaction with the appearance of CBDs and surrounding areas among subgroups.

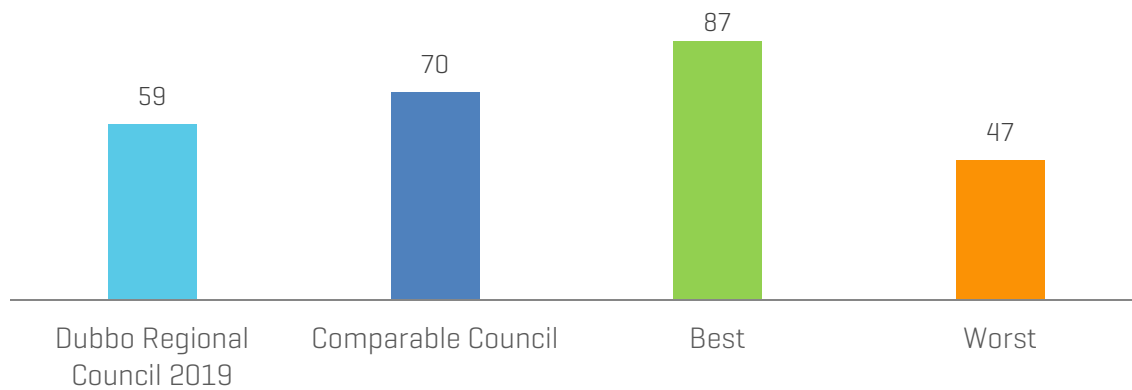
**Table 1.3 Appearance of CBDs and surrounding areas – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Ratepayer Status	Non-ratepayers are more satisfied than ratepayers
Length of time lived in area	Nil
Location	Nil

Figure 1.8 compares the benchmarked result [out of 100] for overall satisfaction with the appearance of CBDs and surrounding areas with an amalgam of comparable regional councils in NSW as well as the best and worst results on the IRIS Research benchmark database. A difference of  $\pm 4$  pts indicated a statistically significant difference in performance.

Overall satisfaction with the appearance of CBDs and surrounding areas is performing **below** the average of comparable regional councils in NSW.

**Figure 1.8 Appearance of CBDs and surrounding areas – External Benchmarks**



## 2 COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Dubbo Regional Council. Respondents were asked to rate their satisfaction with 40 services and facilities provided by Council. These services and facilities were classified into six service areas.

**Table 2.1 Service & Facilities [by Service Area]**

<b>Housing &amp; Basic Services</b>	<b>Infrastructure</b>
Access to affordable housing	Access to public transport services
Annual kerbside clean-up service	Car parking in CBD
Household recycling service	Maintenance of footpaths
Household waste collection	Maintenance of sealed roads
Managing residential development	Maintenance of unsealed roads
Sewerage service	Street lighting
Water conservation initiatives	Traffic management
Water supply	
<b>Economy</b>	<b>Leadership</b>
Access to diverse shopping	Being a well-run and managed Council
Development application assessment process	Consultation with the community
Managing commercial development	Council events and support for events
Promoting environmental sustainability	Decisions made in the interest of the community
Promotion of tourism	Financial management
Supporting local business development	Informing the community
<b>Liveability</b>	
Cemeteries	Playgrounds
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	River management
Community halls and cultural centres	Rural reserves
Community services and facilities (e.g. children, youth, older people)	Sports grounds and facilities
Libraries	Streetscape - trees
Maintenance of public toilets	Swimming pools
Parks	

Satisfaction with services are compared with similar services from the Community Satisfaction Survey 2016. However, in 2019 satisfaction has been measured using a five-point Likert scale, which differs from the scale used in 2016. **As such, direct comparisons of mean scores should be treated with caution.** Comparisons between 2019 and the planned 2020 and other future surveys using the same scale will be more reliable.



## 2.1 HOUSING & BASIC SERVICES

Residents were asked to rate their satisfaction with eight services within this category using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

The service which recorded the highest average satisfaction rating is **sewerage service** [4.2].

Eighty-one percent [81%] of residents are satisfied with this service while only six percent [6%] are dissatisfied. This is followed by **water supply** [4.0].

**Waste management** services including **household waste collection** [4.0], **household recycling service** [3.9] and **annual kerbside clean-up service** [3.8] also recorded **high** average satisfaction ratings.

Within this category, residents are least satisfied with **water conservation initiatives**. Forty-four percent [44%] are satisfied with this service while 21 percent are dissatisfied, resulting in an average rating of 3.3. Further promotion of water conservation initiatives may reduce the proportion of neutral respondents [35 percent].

**Figure 2.1 Housing & Basic Services – Satisfaction**

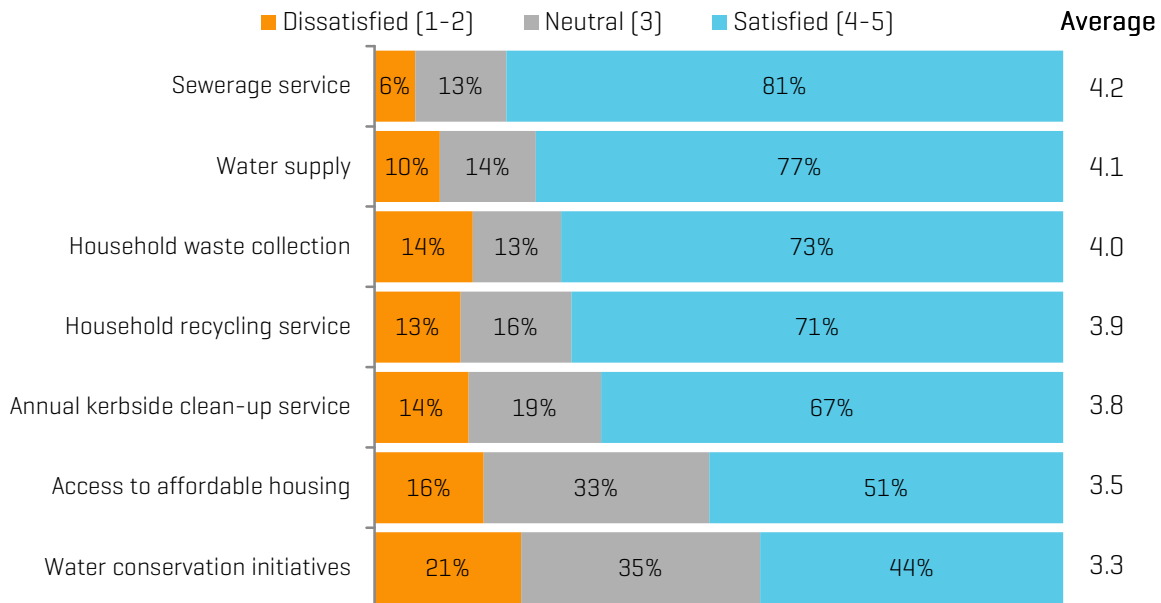


Table 2.2 lists significant differences among subgroups for this category of services. There are no significant differences by length of time lived in the area.

Non-ratepayers [i.e. renters] and residents who live in urban areas are more satisfied with most Housing & Basic Services.

**Table 2.2 Housing & Basic Services – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Female residents are more satisfied with: <ul style="list-style-type: none"> <li>- Household recycling service</li> </ul>
<b>Age</b>	35-49 are less satisfied with: <ul style="list-style-type: none"> <li>- Household waste collection</li> <li>- Household recycling service</li> </ul> 65+ are less satisfied compared to 35-49 and 50-64 with: <ul style="list-style-type: none"> <li>- Water conservation initiatives</li> </ul>
<b>Ratepayer Status</b>	Ratepayers are more satisfied with: <ul style="list-style-type: none"> <li>- Access to affordable housing</li> </ul> Non-ratepayers are more satisfied with: <ul style="list-style-type: none"> <li>- Sewerage service</li> <li>- Water supply</li> <li>- Annual kerbside clean-up service</li> <li>- Managing residential development</li> <li>- Water conservation initiatives</li> </ul>
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Urban residents are more satisfied with: <ul style="list-style-type: none"> <li>- Sewerage service</li> <li>- Water supply</li> <li>- Household recycling service</li> <li>- Water conservation initiatives</li> </ul>

Table 2.3 compares results from the Community Needs & Satisfaction Survey 2019 with previous survey results from 2016. The service list was expanded in 2019 and most services were renamed. There are several services which can be compared with the more generalised services from 2016.

The performance of **water** and **sewerage services** and as well as **waste management services** have generally improved over the past three years.

**Table 2.3 Housing & Basic Services – Internal Benchmarks**

2016		2019	
Water and sewerage services	3.9	Sewerage service	4.2
		Water supply	4.1
		Water conservation initiatives	3.3
Waste management	3.8	Household waste collection	4.0
		Household recycling service	3.9
		Annual kerbside clean-up service	3.8

Table 2.4 compares benchmarked results for this category with an amalgam of comparable regional councils in NSW. A difference of  $\pm 4$  pts indicates a significant difference in performance.

Dubbo Regional Council is outperforming the comparable councils in **water supply**. However, Council is underperforming in all three waste management services.

**Table 2.4 Housing & Basic Services – External Benchmarks**

Housing & Basic Services	Dubbo Regional Council 2019	Comparable Councils
Sewerage service	80	79
Water supply	77	69
Household waste collection	74	79
Household recycling service	73	78
Annual kerbside clean-up service	71	76

## 2.2 INFRASTRUCTURE

Residents were asked to rate their satisfaction with seven services within this category using a five-point scale.

The service which recorded the highest average satisfaction rating is **street lighting** [3.5]. Fifty-five percent [55%] of residents are satisfied with this service while 16 percent are dissatisfied. This is followed by **traffic management** [3.3] and **access to public transport services** [3.3].

**Road maintenance services** including both **sealed roads** [2.9] and **unsealed roads** [2.7] recorded low average satisfaction ratings. For both services the proportion of dissatisfied residents outweighed the proportion that are satisfied. Residents are most dissatisfied with the maintenance of unsealed roads.

**Figure 2.2 Infrastructure – Satisfaction**

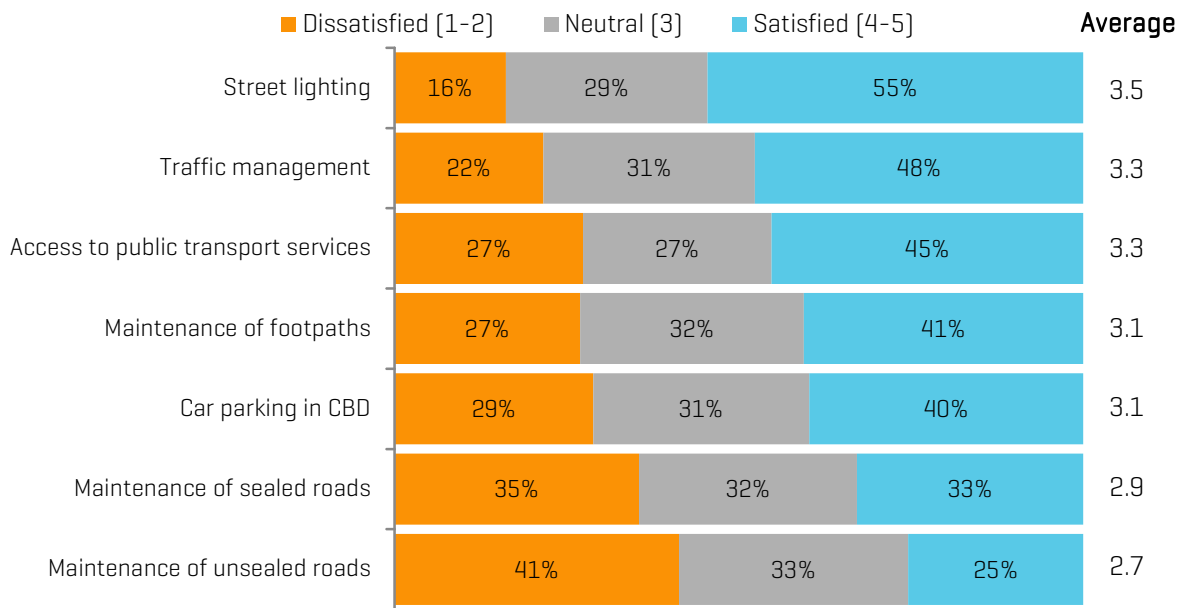


Table 2.5 lists significant differences among subgroups for this category of services. There are no significant differences by gender.

Residents who live in rural areas are less satisfied with the **maintenance of unsealed roads** and **access to public transport services** compared to urban residents.

**Table 2.5 Infrastructure – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	18-34 and 35-49 are more satisfied compared to 50-64 and 65+ with: <ul style="list-style-type: none"> <li>- Maintenance of footpaths</li> </ul> 65+ are more satisfied than 50-64 with: <ul style="list-style-type: none"> <li>- Access to public transport services</li> </ul>
<b>Ratepayer Status</b>	Non-ratepayers are more satisfied with: <ul style="list-style-type: none"> <li>- Access to public transport services</li> <li>- Maintenance of sealed roads</li> <li>- Maintenance of unsealed roads</li> </ul>
<b>Length of time lived in area</b>	Less than 5 years are most satisfied with: <ul style="list-style-type: none"> <li>- Traffic management</li> </ul>
<b>Location</b>	Urban residents are more satisfied with: <ul style="list-style-type: none"> <li>- Access to public transport services</li> <li>- Maintenance of unsealed roads</li> </ul>

Table 2.6 compares results from the Community Needs & Satisfaction Survey 2019 with previous survey results from 2016.

The performance of local streets and footpaths have been compared with both street lighting and maintenance of footpaths. The performance of the latter is in line with 2016.

The performance of maintenance of unsealed roads is also in line with 2016.

**Table 2.6 Infrastructure – Internal Benchmarks**

2016		2019	
Local streets and footpaths	3.1	Street lighting	3.5
		Maintenance of footpaths	3.1
Maintenance of unsealed roads	2.8	Maintenance of unsealed roads	2.7

Table 2.7 compares benchmarked results for this category with an amalgam of comparable regional councils in NSW. A difference of  $\pm 4$  pts indicates a significant difference in performance.

Council is **outperforming** the comparable NSW regional councils in **streetlighting** but is underperforming in **traffic management, car parking in CBD** and **maintenance of sealed roads**.

Maintenance of unsealed roads is low-performing but is in line with other regional councils in NSW.

**Table 2.7 Infrastructure – External Benchmarks**

Infrastructure	Dubbo Regional Council 2019	Comparable Councils
Street lighting	63	59
Traffic management	58	66
Car parking in CBD	53	57
Maintenance of sealed roads	48	54
Maintenance of unsealed roads	43	45

## 2.3 ECONOMY

Residents were asked to rate their satisfaction with six services within this category using a five-point scale.

The service which recorded the highest average satisfaction rating is **promotion of tourism** [3.9]. Seventy-four percent of residents are satisfied with this service while only seven percent are dissatisfied. This is followed by **managing residential development** [3.6].

Residents are least satisfied with the **development application assessment process** [3.1]. One third [33 percent] of residents are satisfied while 23 percent are dissatisfied. The proportion of neutral ratings [44 percent] suggests a large proportion of the population is uninformed regarding the development application process or has no direct experience of it. The level of dissatisfied residents is not high relative to services in other categories.

**Figure 2.3 Economy – Satisfaction**

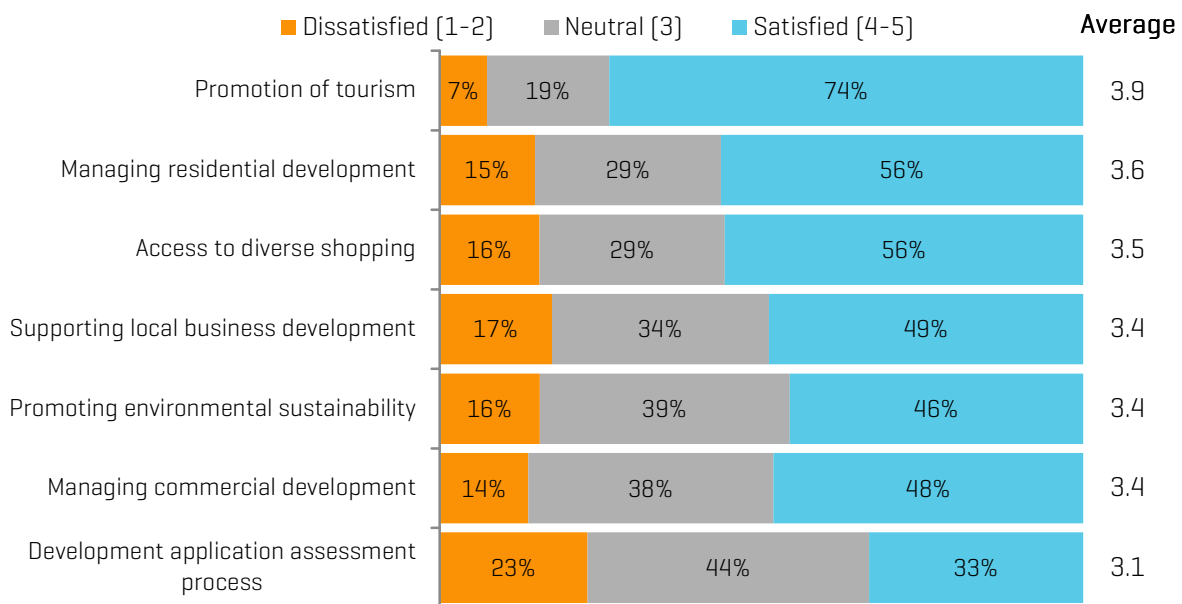


Table 2.8 lists significant differences among subgroups for this category of services.

Non-ratepayers are more satisfied with six of the seven services within this category. Urban residents are more satisfied with Council’s promotion of **tourism** and **environmental sustainability** compared to rural residents.

**Table 2.8 Economy – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	65+ are more satisfied than 35-49 and 50-64 with: <ul style="list-style-type: none"> <li>- Access to diverse shopping</li> </ul>
<b>Ratepayer Status</b>	Non-ratepayers are more satisfied with: <ul style="list-style-type: none"> <li>- Promotion of tourism</li> <li>- Managing residential development</li> <li>- Access to diverse shopping</li> <li>- Promoting environmental sustainability</li> <li>- Managing commercial development</li> <li>- Development application assessment process</li> </ul>
<b>Length of time lived in area</b>	Less than 5 years are more satisfied with more than 15 years with: <ul style="list-style-type: none"> <li>- Development application assessment process</li> </ul>
<b>Location</b>	Urban residents are more satisfied with: <ul style="list-style-type: none"> <li>- Promotion of tourism</li> <li>- Promoting environmental sustainability</li> </ul>



Table 2.9 compares results from the Community Needs & Satisfaction Survey 2019 with previous survey results from 2016.

The performance of services relating to the economy are generally in line with previous survey results from 2016. The average satisfaction rating for **promoting environmental sustainability** has declined since 2016.

**Table 2.9 Economy – Internal Benchmarks**

2016		2019	
Tourism development	3.8	Promotion of tourism	3.9
Planning and building permits	3.4	Managing residential development	3.6
		Managing commercial development	3.4
		Development application assessment process	3.1
Business development	3.4	Supporting local business development	3.4
Environmental sustainability	3.6	Promoting environmental sustainability	3.4

Table 2.10 compares benchmarked results for this category with an amalgam of comparable regional councils in NSW. A difference of  $\pm 4$  pts indicates a significant difference in performance.

Dubbo Regional Council is outperforming the average of comparable regional NSW councils in **four** of the five services. The biggest difference is **promotion of tourism** [+13 pts]. However, Council is underperforming in the **development application assessment process**.

**Table 2.10 Economy – External Benchmarks**

Economy	Dubbo Regional Council 2019	Comparable Councils
Promotion of tourism	73	60
Managing residential development	64	53
Supporting local business development	61	52
Managing commercial development	60	53
Development application assessment process	53	57

## 2.4 LEADERSHIP

Residents were asked to rate their satisfaction with six services within this category using a five-point scale.

The service which recorded the highest average satisfaction rating is **Council events and support for events** (3.8). This is the only service which recorded a **high** average rating. Two thirds [67 percent] are satisfied with this service while only eight percent [8%] are dissatisfied. This is followed by **informing the community** (3.5).

All other services within this category recorded similar average ratings, ranging from 3.2 to 3.3. For each of these services residents are generally neutral or satisfied. The proportions of dissatisfied residents are relatively lower compared to other categories of services. Residents are least satisfied with **decisions made in the interest of the community** (3.2).

**Figure 2.4 Leadership – Satisfaction**

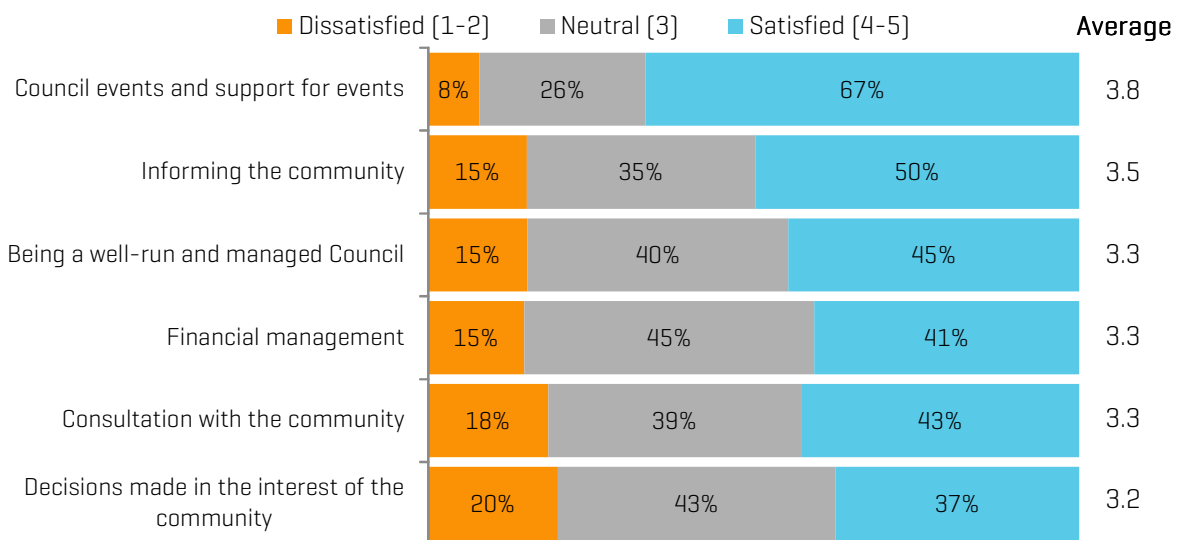


Table 2.11 below, lists significant differences among subgroups for this category of services. There are no significant differences by age, length of time lived in the area or location.

Most significant differences are related to ratepayer status. Ratepayers are less satisfied with all six services related to leadership compared to non-ratepayers.

Female residents are more satisfied with Council’s financial management compared to male residents.

**Table 2.11 Leadership – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Female residents are more satisfied with - Financial management
<b>Age</b>	Nil
<b>Ratepayer Status</b>	Non-ratepayers are more satisfied with: - Council events and support for events - Informing the community - Being a well-run and managed Council - Financial management - Consultation with the community - Decisions made in the interest of the community
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Nil

Table 2.12 compares results from the Community Needs & Satisfaction Survey 2019 with previous survey results from 2016.

Council's leadership services are performing in line with 2016.

**Table 2.12 Leadership – Internal Benchmarks**

2016		2019	
Informing the community	3.4	Informing the community	3.5
Being a well-run Council	3.4	Being a well-run and managed Council	3.3
Community consultation	3.3	Consultation with the community	3.3
Decisions made in the interest of the community	3.2	Decisions made in the interest of the community	3.2

Table 2.13 compares benchmarked results for this category with an amalgam of comparable regional councils in NSW. A difference of  $\pm 4$  pts indicates a significant difference in performance.

Both services are performing in line with comparable regional councils in NSW.

**Table 2.13 Leadership – External Benchmarks**

Leadership	Dubbo Regional Council 2019	Comparable Councils
Council events and support for events	70	70
Consultation with the community	58	57

## 2.5 LIVEABILITY

Residents were asked to rate their satisfaction with 13 services within this category using a five-point scale.

**Eight services within this category recorded high average satisfaction ratings. Libraries** recorded the highest average satisfaction rating of 4.3. Eighty-five percent [85%] of residents are satisfied with libraries while only one percent [1%] are dissatisfied. This is followed by **sports grounds and facilities** [4.1] and **parks** [4.1].

Residents are least satisfied with **river management** [3.1] and **maintenance of public toilets** [3.1]. However, these services recorded medium average ratings and the proportion of satisfied residents outweighs the proportion that are dissatisfied. **This signifies that Liveability is, overall, a high performing service area.**

Figure 2.5 Liveability – Satisfaction

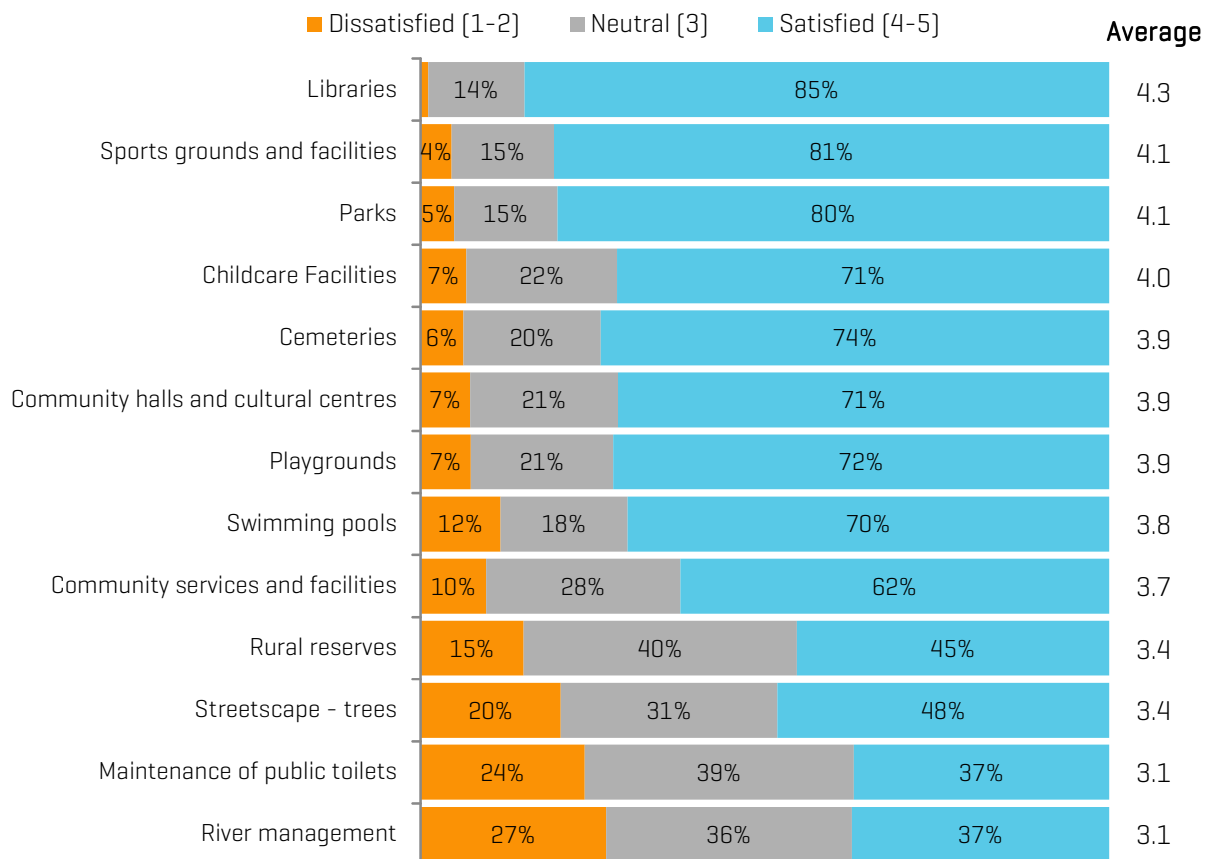


Table 2.14 lists significant differences among subgroups for this category of services.

The subgroup with the highest number of significant differences is **ratepayer status**. Non-ratepayers are significantly more satisfied with eight services and facilities within this category.

Residents in the youngest [18-34 years] and oldest [65 plus years] are significantly more satisfied with **community services** compared to other age groups.

**Table 2.14 Liveability – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Female residents are more satisfied with: <ul style="list-style-type: none"> <li>- Libraries</li> <li>- Rural reserves</li> </ul>
<b>Age</b>	18-34 and 65+ are more satisfied compared to 50-64 with: <ul style="list-style-type: none"> <li>- Community services and facilities [e.g. children, youth, older people]</li> </ul> 65+ are more satisfied than 50-64 with: <ul style="list-style-type: none"> <li>- Libraries</li> </ul>
<b>Ratepayer Status</b>	Non-ratepayers are more satisfied with: <ul style="list-style-type: none"> <li>- Sports grounds and facilities</li> <li>- Childcare Facilities [e.g. Family Day Care or Rainbow Cottage]</li> <li>- Cemeteries</li> <li>- Swimming pools</li> <li>- Community services and facilities [e.g. children, youth, older people]</li> <li>- Rural reserves</li> <li>- Streetscape – trees</li> <li>- Maintenance of public toilets</li> </ul>
<b>Length of time lived in area</b>	Less than 5 years are more satisfied than more than 15 years with: <ul style="list-style-type: none"> <li>- Maintenance of public toilets</li> </ul>
<b>Location</b>	Urban residents are more satisfied with: <ul style="list-style-type: none"> <li>- Community halls and cultural centres</li> <li>- Rural reserves</li> </ul>

Table 2.15 compares results from the Community Needs & Satisfaction Survey 2019 with previous survey results from 2016.

Services and facilities within this category have generally maintained their level of performance since 2016. Services which have seen an increase in average satisfaction are not directly comparable due to services being renamed and expanded in 2019.

**Table 2.15 Liveability – Internal Benchmarks**

2016		2019	
Art centres and libraries	4.0	Libraries	4.3
Recreational facilities	3.9	Sports grounds and facilities	4.1
		Parks	4.1
		Community halls and cultural centres	3.9
		Playgrounds	3.9
		Swimming pools	3.8
Community services	3.7	Community services and facilities	3.7
Local streets and footpaths	3.1	Streetscape - trees	3.4

Table 2.16 compares benchmarked results for this category with an amalgam of comparable regional councils in NSW. A difference of  $\pm 4$  pts indicates a significant difference in performance.

Council is **outperforming** the amalgam of comparable councils in four facilities including **sports grounds and facilities, parks, childcare facilities** and **community halls and cultural centre**.

However, Council is underperforming in maintaining public toilets.

**Table 2.16 Liveability – External Benchmarks**

Liveability	Dubbo Regional Council 2019	Comparable Councils
Libraries	81	80
Sports grounds and facilities	77	72
Parks	77	71
Childcare Facilities	75	71
Playgrounds	73	73
Community halls and cultural centres	73	68
Swimming pools	70	72
Maintenance of public toilets	54	61

## 2.6 FACILITY USAGE

Respondents were asked to indicate how often they use the nine facilities surveyed. The proportions who chose 'Daily', 'Weekly', 'Monthly', 'Quarterly' and 'Yearly' were summed to arrive at a 'Usage Rate'. This represents the proportion of residents who have used the facility at least once in the past year. Table 2.7 has been sorted from highest to lowest proportion of users.

**Parks are the facilities used by the highest proportion of Dubbo Regional Council residents** (85 percent). Residents generally visit parks once a month (25 percent), once every three months (24 percent) or once a week (23 percent). Fifteen percent (15%) indicated they never visit parks.

This is followed by **Dubbo Regional Theatre & Convention Centre**. Seventy-five percent of residents have visited this facility at least once a year. Residents generally visit this facility once a year (34 percent) or once a quarter (29 percent). Twenty-five percent (25%) of residents do not visit this facility.

The facilities with the lowest proportion of users are **youth facilities**. Seventy-one percent (71%) of residents indicated they do not use these facilities. The next lowest is **facilities for children**. However, as shown in Table 2.8 (over page), these facilities are highly used among the relatively low user base.

**Table 2.17 Facility Usage Frequency**

	Daily	Weekly	Monthly	Quarterly	Yearly	Usage Rate	Never
Parks	2%	23%	25%	24%	11%	<b>85%</b>	15%
Dubbo Regional Theatre & Convention Centre	-	1%	11%	29%	34%	<b>75%</b>	25%
Western Plains Cultural Centre	-	4%	16%	25%	25%	<b>72%</b>	28%
Sports grounds and facilities	2%	27%	16%	13%	10%	<b>67%</b>	33%
Libraries	0.5%	8%	20%	18%	18%	<b>64%</b>	36%
Playgrounds	0.3%	14%	16%	12%	11%	<b>53%</b>	47%
Swimming pools	2%	10%	11%	10%	17%	<b>51%</b>	49%
Facilities for children	2%	13%	11%	11%	6%	<b>43%</b>	57%
Facilities for youth	0.3%	6%	8%	7%	7%	<b>29%</b>	71%



Table 2.8 reports a weighted average number of uses per year per resident.

On average, **sports grounds and facilities are the most used facilities**. The average resident uses these facilities **23.7** times per year. Sports grounds and facilities have the fourth highest proportion of users. However, these facilities have the highest number of average uses due to the high number of residents who use them weekly [27 percent]. This is closely followed by **parks** at 23.4 times per year.

**Facilities for children** have the second lowest proportion of residents that are users but are the third most used in terms of average number of uses per year. This is due to a combined 15 percent of residents using these facilities either daily [two percent] or weekly [13 percent].

**Western Plains Cultural Centre** has the third highest proportion of users but is used the **least** number of times per year. Half of the residents indicated they use this facility either once a quarter [25 percent] or once a year [25 percent].

**Table 2.18 Average number of uses per year**

	Average Number of Uses per Year per Resident
Sports grounds and facilities	23.7
Parks	23.4
Facilities for children	16.2
Swimming pools	13.4
Playgrounds	11.0
Libraries	9.4
Facilities for older people	6.2
Facilities for youth	5.9
Western Plains Cultural Centre	5.6

Table 2.9 lists significant differences in **usage rate**. This is differences in the proportions of residents who use facilities.

Most significant differences are related to age. A significantly higher proportion of residents in the 18 to 34 years and 35 to 49 years use **outdoor facilities** and facilities for **youth and children** compared to older residents.

There are no significant differences related to **location**. This shows that the proportions of urban and rural residents who use each facility are statistically in line.

**Table 2.19 Facility Usage Frequency – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Female residents use the following facilities significantly more: <ul style="list-style-type: none"> <li>- Libraries</li> <li>- Playgrounds</li> <li>- Facilities for older people</li> </ul>
<b>Age</b>	18-34 and 35-49 use the following facilities significantly more than 65+: <ul style="list-style-type: none"> <li>- Sports grounds and facilities</li> <li>- Playgrounds</li> <li>- Swimming pools</li> <li>- Facilities for children</li> <li>- Facilities for youth</li> </ul> 35-49 use the following facilities significantly more than 65+: <ul style="list-style-type: none"> <li>- Libraries</li> </ul> 65+ use the following facilities significantly more: <ul style="list-style-type: none"> <li>- Facilities for older people</li> </ul> 65+ use the following facilities significantly less: <ul style="list-style-type: none"> <li>- Parks</li> </ul>
<b>Ratepayer Status</b>	Ratepayers use the following facilities significantly more: <ul style="list-style-type: none"> <li>- Dubbo Regional Theatre &amp; Convention Centre</li> <li>- Western Plains Cultural Centre</li> </ul> Non-ratepayers use the following facilities significantly more: <ul style="list-style-type: none"> <li>- Playgrounds</li> <li>- Facilities for children</li> </ul>
<b>Length of time lived in area</b>	11 to 15 years use the following facilities significantly more than 6 to 10 years: <ul style="list-style-type: none"> <li>- Western Plains Cultural Centre</li> </ul> 11 to 15 years use the following facilities significantly more than more than 15 years: <ul style="list-style-type: none"> <li>- Libraries</li> </ul>
<b>Location</b>	Nil

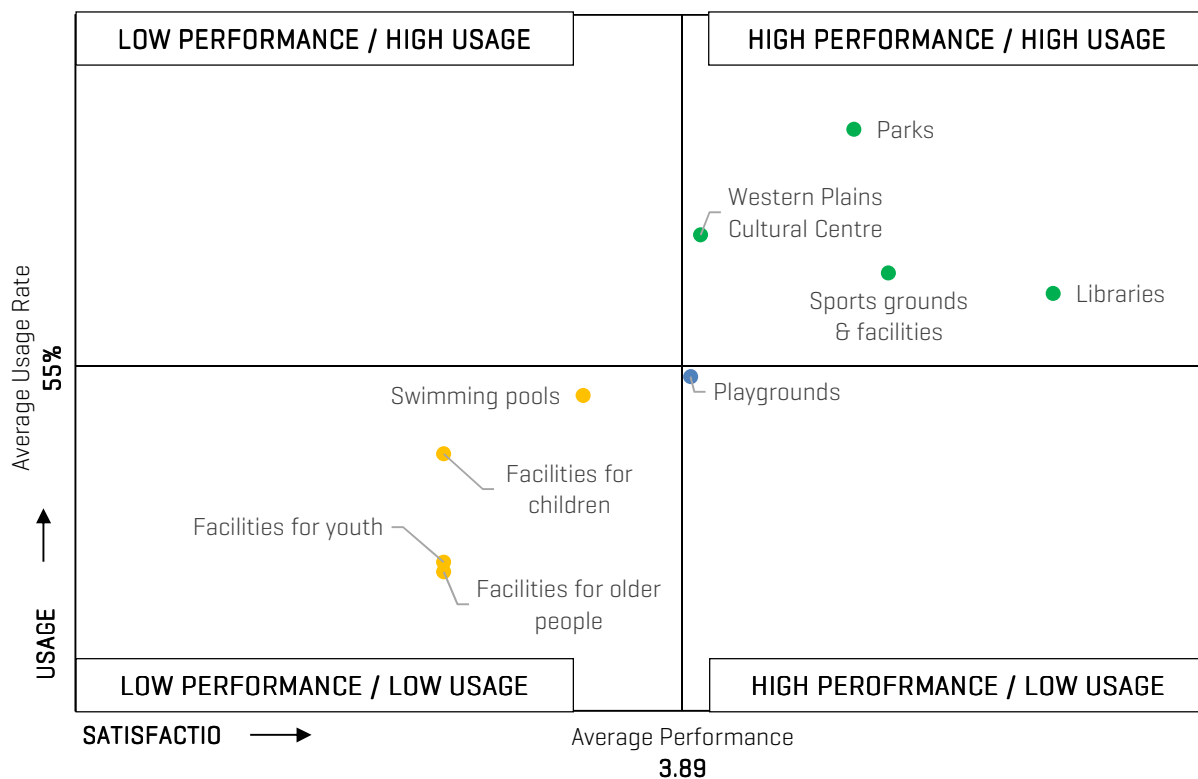
In order to further analyse the relationship between performance and usage, satisfaction scores have been mapped against usage rates in order to determine which facilities are underutilised. There is a clear positive trend between performance and usage, indicating that Council’s higher performing facilities are used by the highest proportion of residents.

**Four of the nine facilities are above-average performers and are highly utilised.** These include **libraries, sports grounds and facilities, parks** and **Western Plains Cultural Centre**.

Four of the nine facilities are recorded below-average performance relative to other facilities but also saw below-average usage rates. These include facilities for **children, youth** and **older people** as well as **swimming pools**.

**Playgrounds** are sitting at average usage and performance.

**Figure 2.6 Performance/Usage Quadrant**



Note: the average performance score only includes the facilities in the quadrant. As facilities for children, youth and older people were measured as ‘community services and facilities’ in the report, these facilities share the same performance score.

## 3 PRIORITISING SERVICES & FACILITIES

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Dubbo Regional Council and satisfaction with services and facilities as reported in the previous section.

### 3.1 Quadrant Analysis

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from regression analysis.

To form quadrants, the average derived importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'low' performing while those with a mean score above the average were classified as 'high' performing. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average.

**These scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in creating overall satisfaction with Council. Areas of personal importance are analysed in Section 4 'Community Needs & Priorities'.**

Figure 3.1 [over-page] is Council's performance/importance quadrant.

1. The upper right quadrant [high importance and high satisfaction] represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant [high importance but low satisfaction] denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant [relatively lower importance and relatively lower satisfaction] represents lower priority service dimensions or 'Potential Vulnerabilities'.
4. The lower right quadrant [relatively lower importance and high satisfaction] represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis

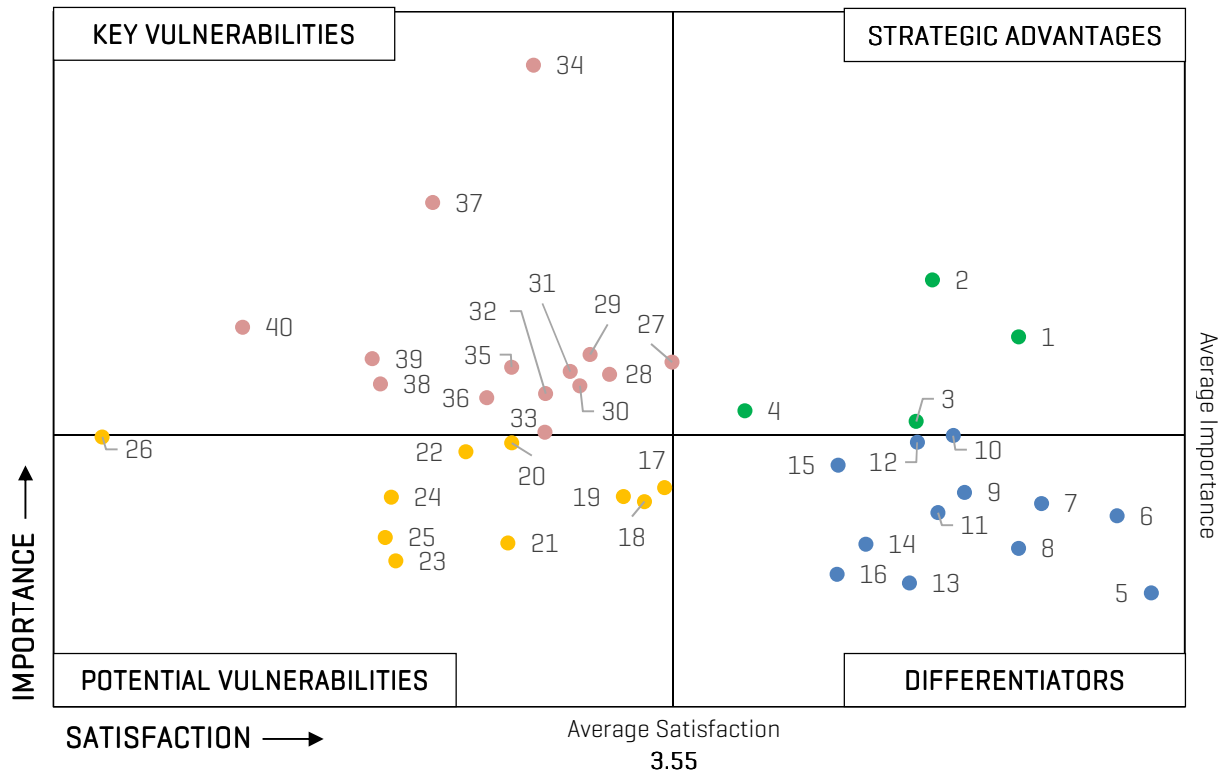


Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
27 – Managing residential development 28 – Informing the community 29 – Supporting local business development 30 – Promoting environmental sustainability 31 – Managing commercial development 32 – Rural reserves 33 – Streetscape – trees 34 – Being a well-run and managed Council 35 – Traffic management 36 – Water conservation initiatives 37 – Decisions made in the interest of the community 38 – River management 39 – Development application assessment process 40 – Maintenance of sealed roads	1 – Water supply 2 – Household recycling service 3 – Community halls and cultural centres 4 – Community services and facilities
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
17 – Access to diverse shopping 18 – Street lighting 19 – Access to affordable housing 20 – Financial management 21 – Consultation with the community 22 – Access to public transport services 23 – Maintenance of public toilets 24 – Maintenance of footpaths 25 – Car parking in CBD 26 – Maintenance of unsealed roads	5 – Libraries 6 – Sewerage service 7 – Sports grounds and facilities 8 – Parks 9 – Childcare facilities 10 – Household waste collection 11 – Cemeteries 12 – Promotion of tourism 13 – Playgrounds 14 – Annual kerbside clean-up service 15 – Swimming pools 16 – Council events and support for events



Services in the upper right quadrant are **Strategic Advantages** – these have an important impact on creating overall satisfaction with Dubbo Regional Council and their performance is above average.

Council's four **Strategic Advantages** include:

- ▶ Water supply
- ▶ Household recycling service
- ▶ Community halls and cultural centres
- ▶ Community services and facilities

Services in the upper left quadrant are **Key Vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

There is a cluster of services which are close to both average performance and average importance. While these services are classified as key vulnerabilities, there are three clear priorities which will have the strongest impact on creating higher overall satisfaction. Further strengthening perceptions of being a well-run and managed Council, making decisions in the interest of the community and improving the state of sealed roads will increase community overall satisfaction with Dubbo Regional Council.

Council's 14 **Key Vulnerabilities** include:

- ▶ Maintenance of sealed roads
- ▶ Development application assessment process
- ▶ River management
- ▶ Decisions made in the interest of the community
- ▶ Water conservation initiatives
- ▶ Traffic management
- ▶ Being a well-run and managed Council
- ▶ Streetscape – trees
- ▶ Rural reserves
- ▶ Managing commercial development
- ▶ Promoting environmental sustainability
- ▶ Supporting local business development
- ▶ Informing the community
- ▶ Managing residential development

All other services are classified as **Differentiators** or **Potential Vulnerabilities** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with Council.

Table 3.2 reports quadrant analysis by service category. Council’s **Strategic Advantages** are shared between **Housing & Basic Services** and **Liveability**. Council’s **Differentiators** are also mostly concentrated in these two service areas. This indicates that Housing & Basic Services and Liveability are Council’s **highest performing service areas**, though most services within these categories do not have a strong impact on creating overall satisfaction.

Council’s **Key Vulnerabilities** are spread across each category. The category with the highest number of Key Vulnerabilities is **Economy**. All services within the **Infrastructure** category are performing below average but only two services will have a strong impact on overall satisfaction if performance improves.

**Table 3.2 Quadrant Analysis by Service Category**

<b>Housing &amp; Basic Services</b>	<b>Infrastructure</b>
Household recycling service	Access to public transport services
Water supply	Car parking in CBD
Annual kerbside clean-up service	Maintenance of footpaths
Household waste collection	Maintenance of unsealed roads
Sewerage service	Street lighting
Access to affordable housing	Maintenance of sealed roads
Managing residential development	Traffic management
Water conservation initiatives	
<b>Economy</b>	<b>Leadership</b>
Promotion of tourism	Council events and support for events
Access to diverse shopping	Consultation with the community
Development application assessment process	Financial management
Managing commercial development	Being a well-run and managed Council
Promoting environmental sustainability	Decisions made in the interest of the community
Supporting local business development	Informing the community
<b>Liveability</b>	
Community halls and cultural centres	Sports grounds and facilities
Community services and facilities (e.g. children, youth, older people)	Swimming pools
Cemeteries	Maintenance of public toilets
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	River management
Libraries	Rural reserves
Parks	Streetscape - trees
Playgrounds	

## 3.2 Top Priorities for Council – Open-Ended Responses

Residents were asked what Council's single top priority over the next five years should be. This was an open-ended question. A full list of open-ended responses has been provided to Council in a separate report. Thematic analysis was used to categorise responses into key themes.

Figure 3.2 [over page] lists these key themes by number of responses.

### 1. Roads

Ninety-two responses were related to roads. The bulk of these responses are related to the **condition** of roads and state Council's top priority should be further **maintenance and improvement in the road network**. Other responses focused on road **safety** while some responses cited specific roads or areas such as the Mitchell Highway, Mogriguy and Macquarie Street.

### 2. Bridge

Forty responses were related to a new bridge over the Macquarie River. Several responses cited the importance of the new bridge while others just wanted a decision to be made regarding the status of the bridge and the location. Several responses were against the proposed new bridge.

### 3. Economic development

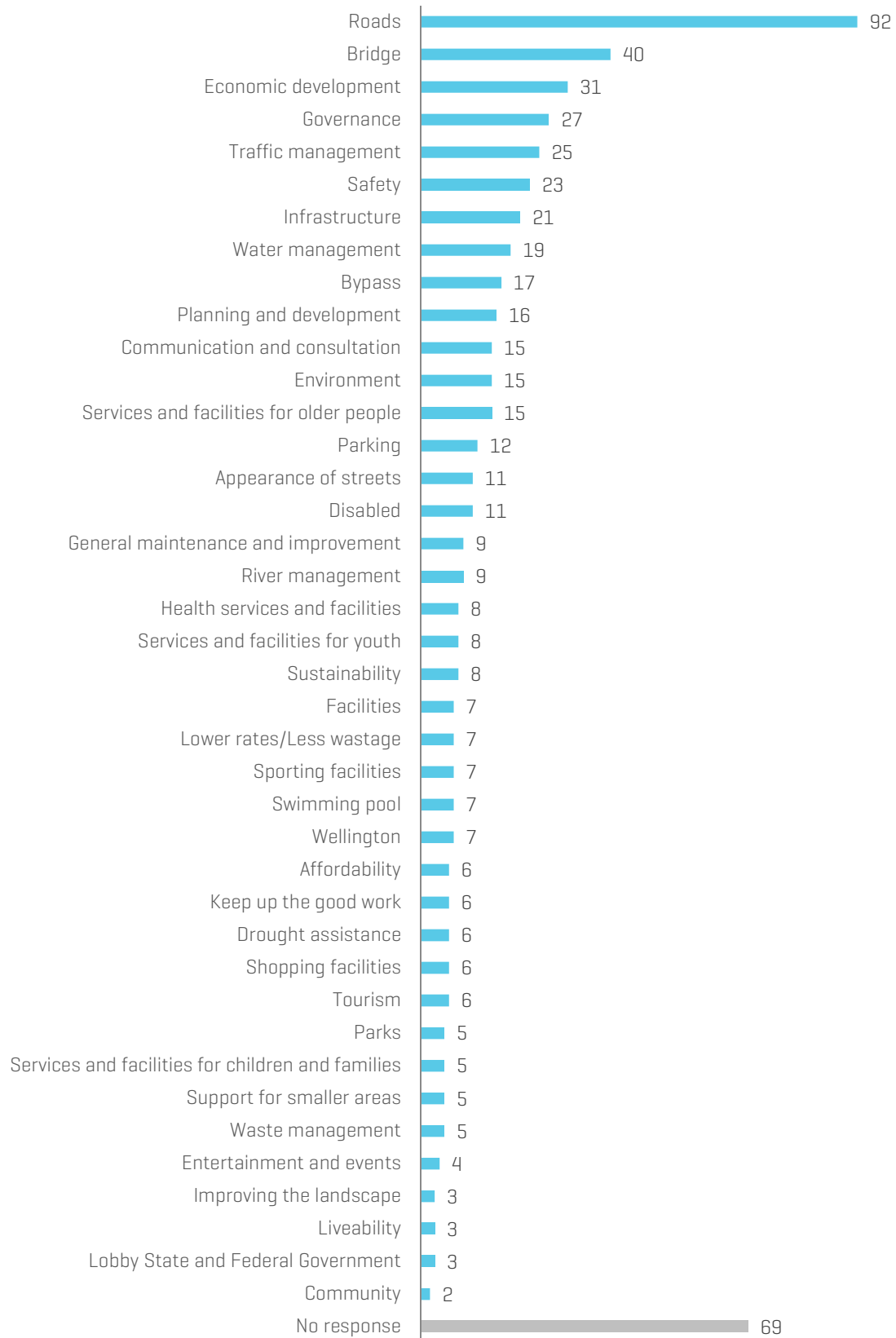
Thirty-one responses were related to economic development and local jobs. Most of the responses within this theme were concerned with attracting new business and industry to the region, thereby creating new job. Some responses specifically cited the need for new jobs in Wellington and in smaller areas outside Dubbo. Other responses were concerned with supporting existing businesses in the area.

### 4. Governance

Twenty-seven responses were related to the governance of Dubbo Regional Council. These responses covered a broad range of areas related to Council such as the Mayor and Councillors, rates, planning for town growth and the future, leadership and quality of staff.



Figure 3.2 Top Priorities for Council



## 4 COMMUNITY NEEDS & PRIORITIES

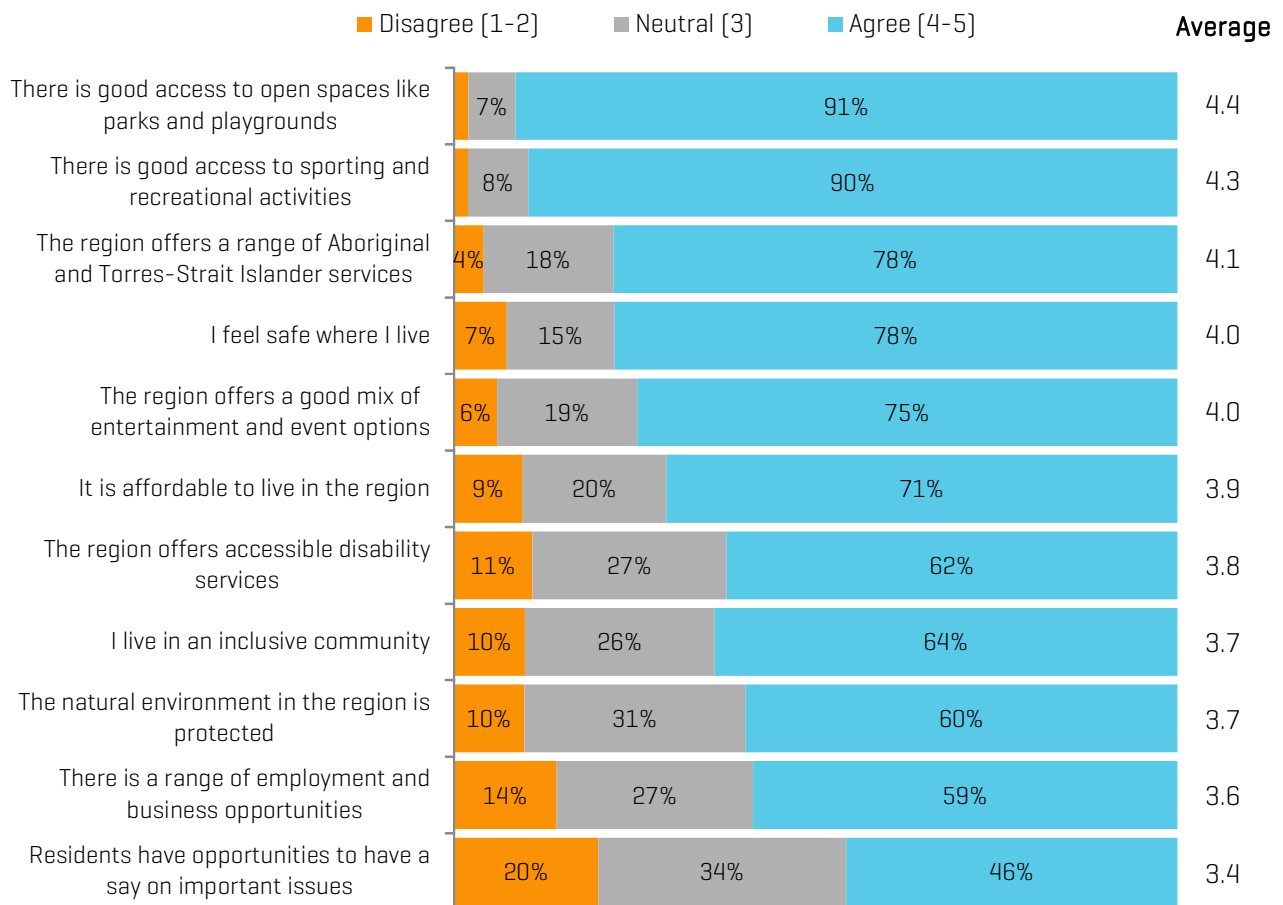
In addition to measuring community satisfaction, one of the primary objectives of the Community Needs & Satisfaction Survey was to evaluate community needs and identify priority areas for Council among residents.


### 4.1 Perceptions of the Dubbo Regional Council area

Residents were asked to rate their agreement with 11 statements measuring perceptions of the Dubbo Regional Council area as a place to live, work and do business.

**Five** of the 11 statements recorded **high** average agreement ratings (above 4.0). All other statements recorded medium average agreement ratings, indicating that residents have generally **high perceptions** of the Dubbo Regional Council area as a place to live, work and do business.

**Figure 4.1 Perceptions of the Dubbo Regional Council area**





The statement with the highest average agreement rating is ***There is good access to open spaces like parks and playgrounds***. Ninety-one percent [91%] of residents agreed with this statement while only two percent disagreed [2%].

Access to **open spaces, sporting field and recreational activities**, the range of **Aboriginal & Torres-Strait Islander services** and **safety** are viewed as strengths of living in the region among residents.

The statements which recorded **high** average ratings include:

- ▶ **There is good access to open spaces like parks and playgrounds**
- ▶ **There is good access to sporting and recreational activities**
- ▶ **The region offers a range of Aboriginal and Torres-Strait Islander services**
- ▶ **I feel safe where I live**
- ▶ **The region offers a good mix of entertainment and event options**

The only statement which saw fewer than half [46 percent] of residents agree is ***Residents have opportunities to have a say on important issues***. However, only 20 percent of residents disagreed with the statement. There is potential for perceptions regarding this issue to be strengthened, reducing the number of neutral ratings [34 percent].

Table 4.1 lists significant differences in average agreement among subgroups.

Most significant differences are related to age. Younger residents (18-34 years) recorded higher agreement regarding community services such as services for Aboriginal and Torres-Strait Islanders and disability services. This age group, along with residents aged 65 plus years, showed higher perceptions of environmental protection in the region.

Male residents have higher perceptions of diversity in employment and business while residents who live in rural areas have higher perceptions of safety.

**Table 4.1 Perceptions of the Dubbo Regional Council area – Subgroup Analysis**

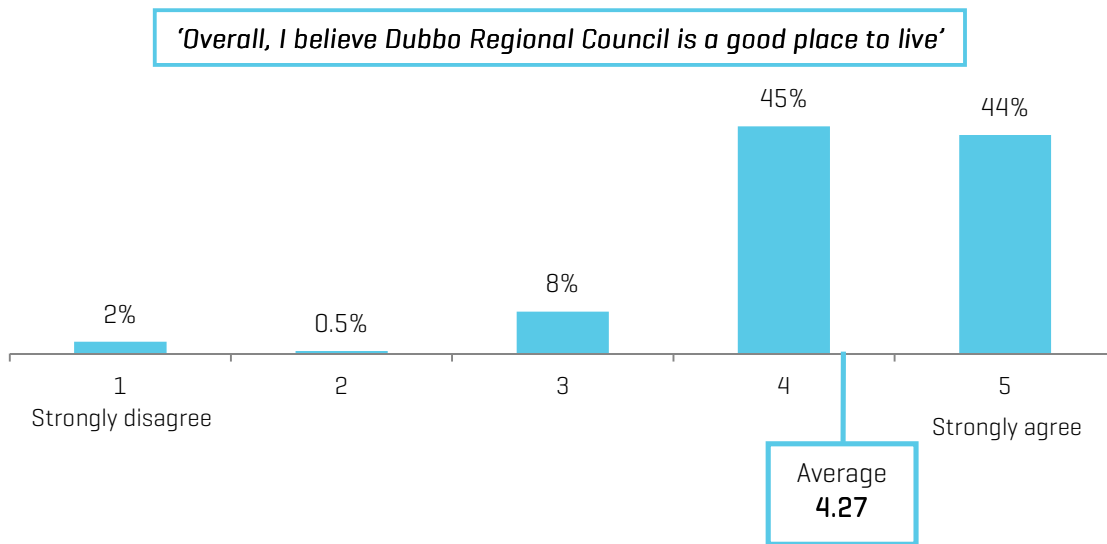
Subgroup	Significant Differences
<b>Gender</b>	Male residents agreed significantly more that: <ul style="list-style-type: none"> <li>- There is a range of employment and business opportunities</li> </ul>
<b>Age</b>	18-34 agreed significantly more that: <ul style="list-style-type: none"> <li>- The region offers a range of Aboriginal and Torres-Strait Islander services</li> <li>- The region offers accessible disability services</li> </ul> 18-34 and 65+ agreed significantly more than 50-64 that: <ul style="list-style-type: none"> <li>- The natural environment in the region is protected</li> </ul> 50-64 agreed significantly less that: <ul style="list-style-type: none"> <li>- I live in an inclusive community</li> </ul> 65+ agreed significantly more than 50-64 that: <ul style="list-style-type: none"> <li>- The region offers a good mix of entertainment and event options</li> </ul>
<b>Ratepayer Status</b>	Non-ratepayer agreed significantly more that: <ul style="list-style-type: none"> <li>- I live in an inclusive community</li> </ul>
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Rural residents agreed significantly more that: <ul style="list-style-type: none"> <li>- I feel safe where I live</li> </ul>

Residents were asked to rate their agreement with the statement *Overall, I believe Dubbo Regional Council is a good place to live* using a five-point agreement scale.

In total, **89 percent agreed with the statement**, with 44 percent giving the highest rating of 5. Only 2.5 percent of residents disagreed. This resulted in a **high** average agreement rating of **4.27** out of 5.

Table 4.2 lists significant differences in average agreement among subgroups. The average ratings for residents aged 65 plus years and non-ratepayers are significantly higher compared to other residents.

**Figure 4.2 Dubbo Regional Council is a good place to live**



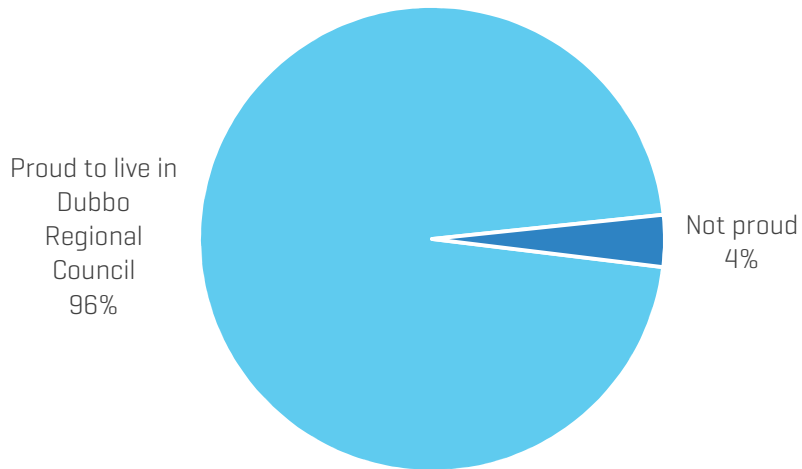
**Table 4.2 Dubbo Regional Council is a good place to live – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	65+ agreed significantly more than 35-49 and 50-64
<b>Ratepayer Status</b>	Non-ratepayers agreed significantly more than ratepayers
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Nil

Residents were asked whether they are proud to live in Dubbo Regional Council. Most residents (96 percent) are proud to live in Dubbo Regional Council.

Furthermore, there are **no significant differences** among subgroups. This suggests that pride in living in Dubbo Regional Council is not dependent upon the demographic profile of the resident.

**Figure 4.3 Proud to live in Dubbo Regional Council**



## 4.2 Most valued aspects of living in Dubbo Regional Council

Residents were asked what is the one thing they value most about living in Dubbo Regional Council. This was an open-ended question. A full list of open-ended responses has been provided to Council in a separate report. Thematic analysis was used to categorise responses into key themes.

### 1. The community

Fifty-eight responses cited the **community** as the most valued aspect of living in the Dubbo Regional Council area. These residents used phrases such as 'community spirit', 'close-knit community' and 'the people'.

### 2. Good quality facilities

Fifty-two responses highlighted the quality of the facilities in the Dubbo Regional Council area. Most responses referred to 'facilities' generally while other responses specified health facilities, medical facilities, sporting facilities, community facilities, and Dubbo Zoo.

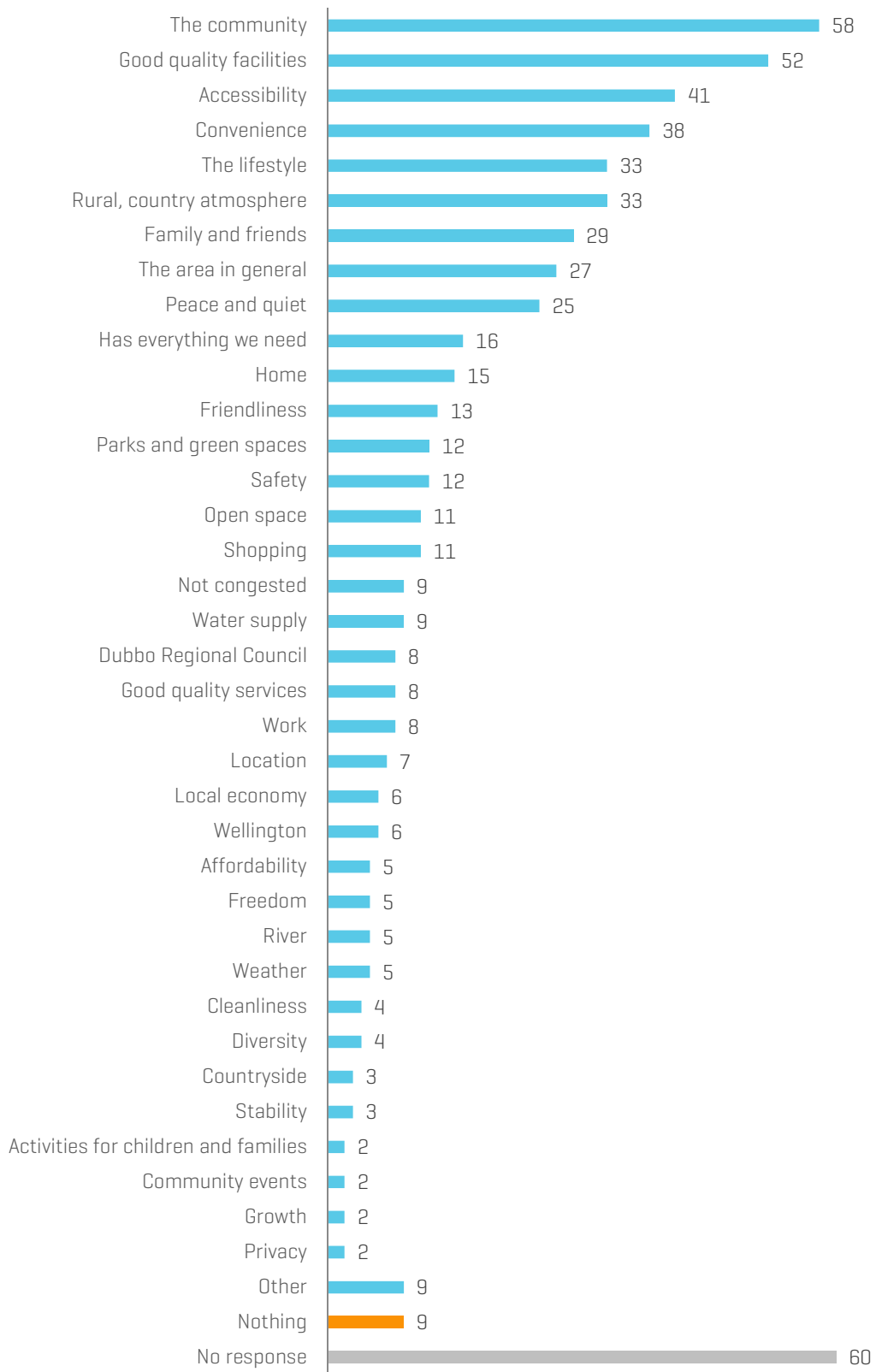
### 3. Accessibility

Forty-one responses cited accessibility as the most valued aspects of living in the area. Residents cited accessibility in general due to the size of the town as well as accessibility to a range of different services and facilities such as medical and health facilities, good water supply, sporting events and green spaces.

### 4. Convenience

Thirty-eight responses were related to convenience. These responses were similar to those related to accessibility. These residents cited that living in the Dubbo Regional Council area allowed them to be near their needs. Residents used phrases such as 'everything is close', 'ease of getting around' and 'central to everything'.

Figure 4.4 Most valued aspects of living in Dubbo Regional Council





## 4.3 Current Needs

Residents were asked what is one thing the Dubbo Regional Council area currently needs. This was an open-ended question. A full list of open-ended responses has been provided to Council in a separate report. Thematic analysis was used to categorise responses into key themes. 209 respondents did not provide a response.

### 1. Dubbo Regional Council

Thirty-five responses were related to Dubbo Regional Council, its elected Councillors and the Mayor. These responses were critical of the current state of Dubbo Regional Council.

### 2. Roads

Thirty-five responses were related to roads. These responses cited 'better' roads, further maintenance and improvement of roads in the area as the one thing Dubbo Regional Council currently needs.

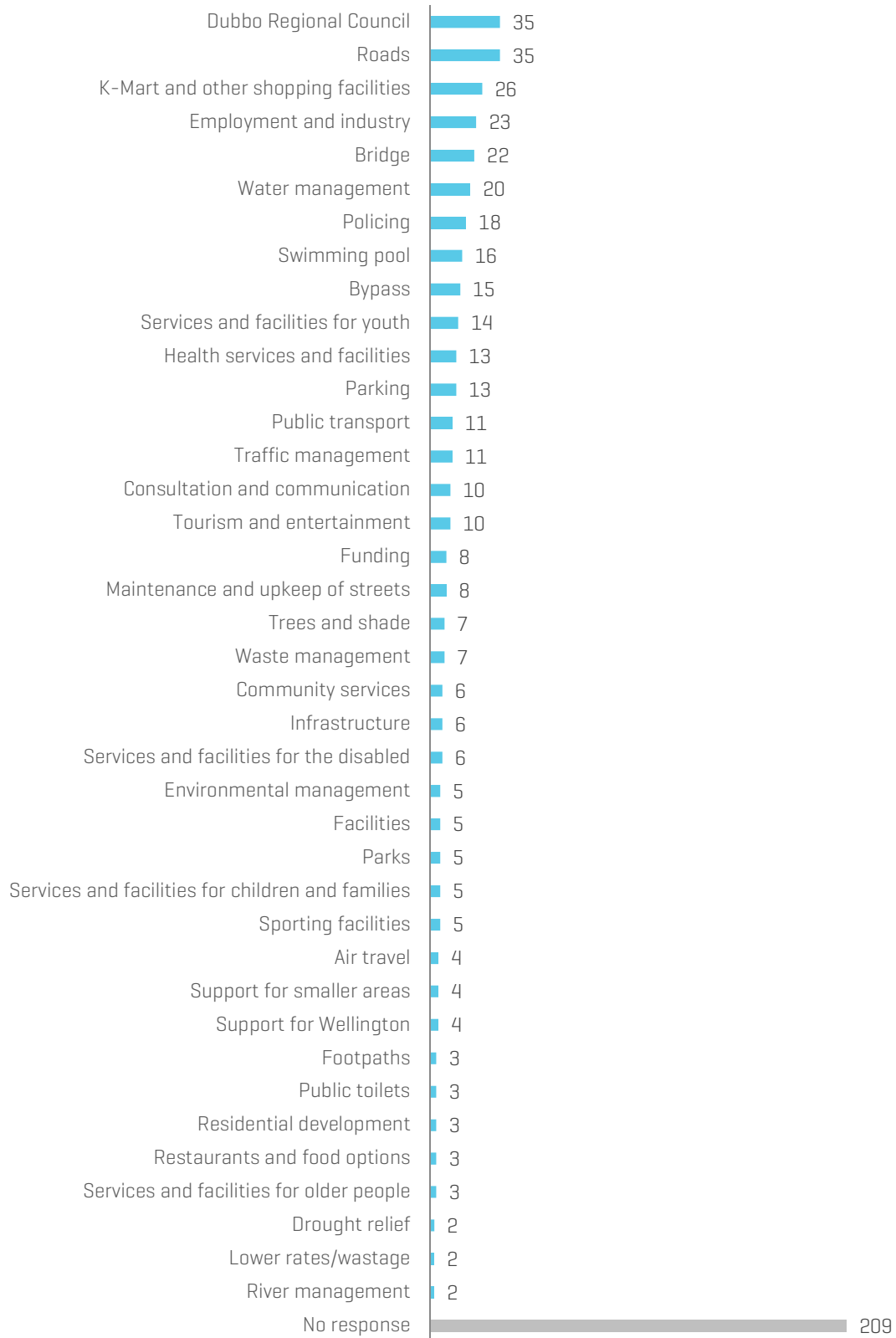
### 3. K-mart and other shopping facilities

Twenty-six responses cited more shopping facilities as the one thing the area currently needs. The main response within this theme was 'K-mart'. Other responses were more general and cited 'more major retailers', 'more retail shops' and 'improve shopping diversity'.

### 4. Employment and industry

Twenty-three responses were related to employment and industry. These residents believe the area currently needs 'more employment', 'more industry', and 'diverse employment'.

**Figure 4.5 Current Needs**



## 5 CUSTOMER SERVICES

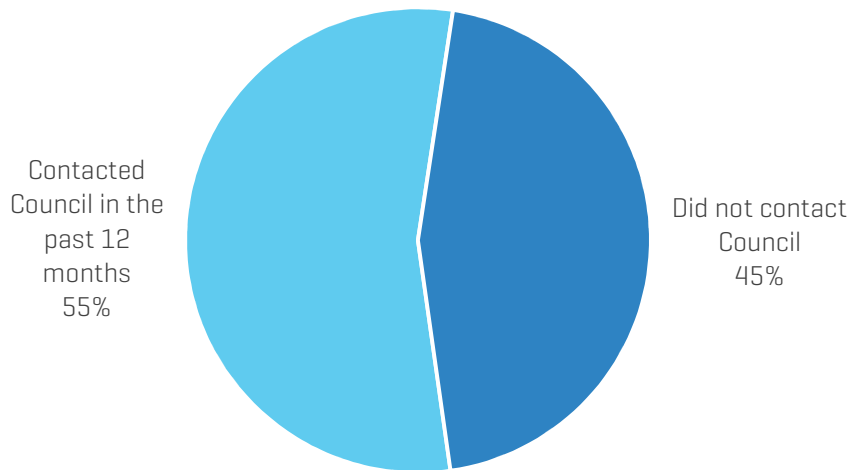
This section of the report covers Dubbo Regional Council’s customer services. It includes recent contact with Council, methods of contact (used and preferred), reason for contact, overall satisfaction with customer services and improvement opportunities.

### 5.1 Recent contact with Council

**Over half (55 percent) of residents have contacted Dubbo Regional Council in the past 12 months.** These residents were asked specific questions about their method of contact, reason for contact and overall satisfaction with their customer experience.

A significantly higher proportion of ratepayers contacted Council in the past 12 months compared to non-ratepayers. There are no other significant differences among subgroups, which suggests that likelihood of contacting Council is generally not dependent upon the demographic profile of the resident.

**Figure 5.1 Recent contact with Council**



**Table 5.1 Recent contact with Council – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	Nil
<b>Ratepayer Status</b>	Ratepayers contacted Council significantly more than non-ratepayers
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Nil

## 5.2 Method of Contact

First, all residents were asked to indicate their preferred method of contacting Council. Residents who had contacted Council in the past 12 months ['customers'] were asked which method they most recently used to contact Council.

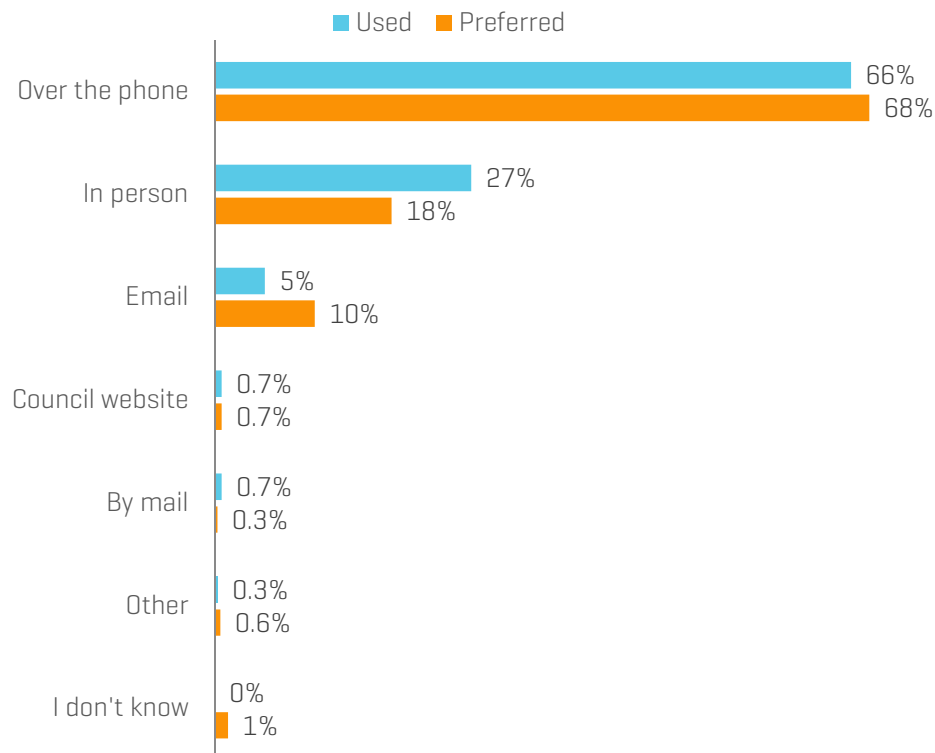
Figure 5.2 shows the most used and most preferred methods of contacting Council. This shows that Council are generally meeting the preferences of residents.

### Contacting Council over the phone is both the most used (66 percent) and the most preferred

(68 percent). Over one quarter (27 percent) of customers contacted Council **in person**. However, the proportion that prefer visiting in person is not as high (18 percent).

The proportion that prefer **email** (10 percent) is higher than the proportion of customers that used this method (5 percent). This shows that email is currently an underutilised method of contact.

Figure 5.2 Method of Contact



Base: Used - All respondents (n=607)

Base: Preferred - Contacted in the last 12 months (n=332)

Table 5.2 reports subgroup analysis for the method of contact recently used by customers. Residents aged 65 plus years were more likely to contact by email while ratepayers were more likely to visit Council in person.

**Table 5.2 Recent method of contact – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	65+ used the following method significantly more: - By mail
<b>Ratepayer Status</b>	Ratepayers used the following method significantly more: - In person
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Nil

Table 5.3 lists significant differences among subgroups for preferred methods of contact. Residents aged 18 to 35 years prefer contacting Council over the phone significantly more than residents aged 65 plus years. Residents in the 35 to 49 years prefer email significantly more than those aged 65 plus years.

**Table 5.3 Preferred method of contact – Subgroup Analysis**

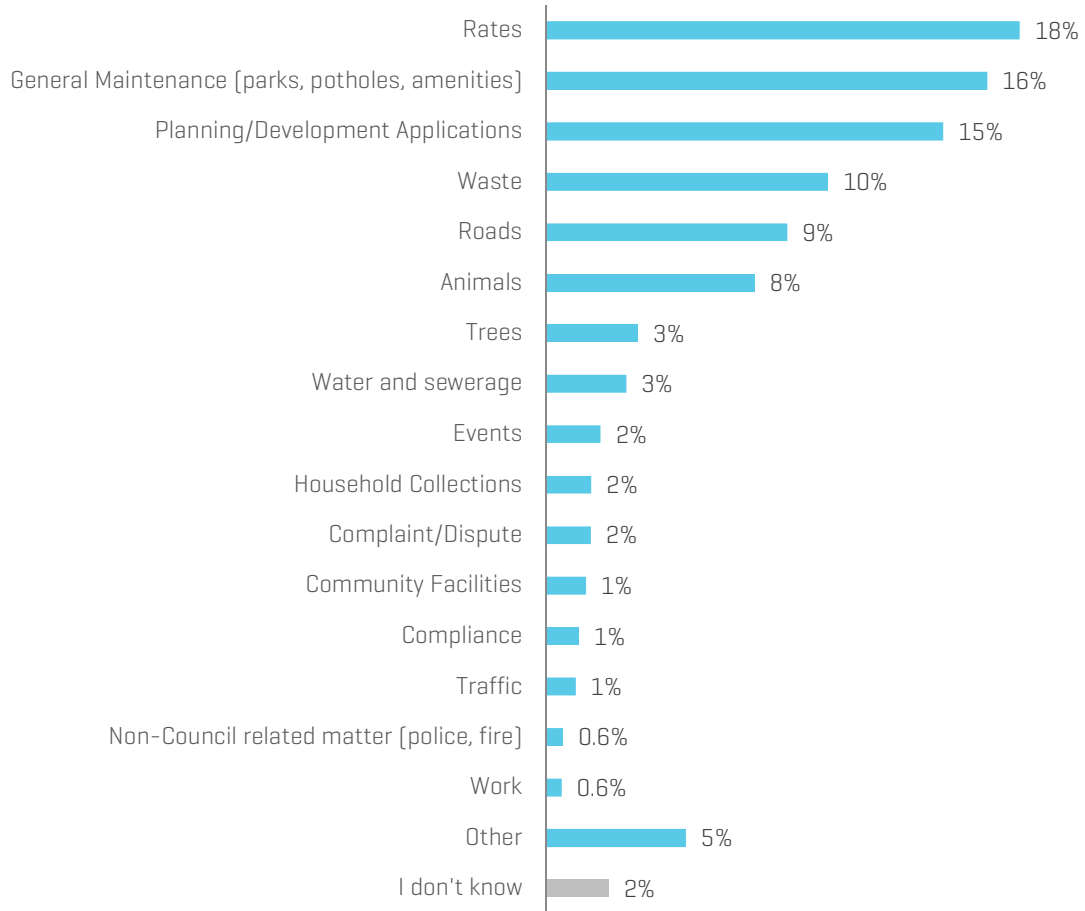
Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	18-34 prefer the following method significantly more than 65+ - Over the phone 35-49 prefer the following method significantly more than 65+ - Email 65+ prefer the following method significantly more: - In person
<b>Ratepayer Status</b>	Ratepayers prefer the following method significantly more: - In person
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Rural residents prefer the following method significantly more: - Other

### 5.3 Reason for Contact

Customers were asked to indicate their most recent reason for contacting Council.

Eighteen percent [18%] of customers contacted Council regarding **rates**. The next most common reasons include general maintenance, planning/development applications, waste and roads.

Figure 5.3 Reason for Contact



Base: Contacted in the last 12 months (n=332)

Table 5.4 reports subgroup analysis of reason for contacting Council.

**Table 5.4 Reason for Contact – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Male residents contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- Planning/Development Applications</li> <li>- Roads</li> </ul> Female residents contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- General Maintenance</li> <li>- Waste</li> <li>- Compliance</li> </ul>
<b>Age</b>	50-64 and 65+ contacted for the following reasons significantly more than 18-34 and 35-49: <ul style="list-style-type: none"> <li>- Water and sewerage</li> </ul>
<b>Ratepayer Status</b>	Ratepayers contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- Planning/Development Applications</li> <li>- Roads</li> </ul> Non-ratepayers contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- Household Collections</li> </ul>
<b>Length of time lived in area</b>	6 to 10 years contacted for the following reasons significantly more than less than 5 years and 11 to 15 years: <ul style="list-style-type: none"> <li>- Waste</li> </ul> 6 to 10 years and 11 to 15 years contacted for the following reasons significantly more than less than 5 years and more than 15 years: <ul style="list-style-type: none"> <li>- Work</li> </ul> More than 15 years contacted for the following reasons significantly less: <ul style="list-style-type: none"> <li>- Events</li> </ul>
<b>Location</b>	Urban residents contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- Animals</li> </ul> Rural residents contacted for the following reasons significantly more: <ul style="list-style-type: none"> <li>- Planning/Development Applications</li> <li>- Trees</li> </ul>

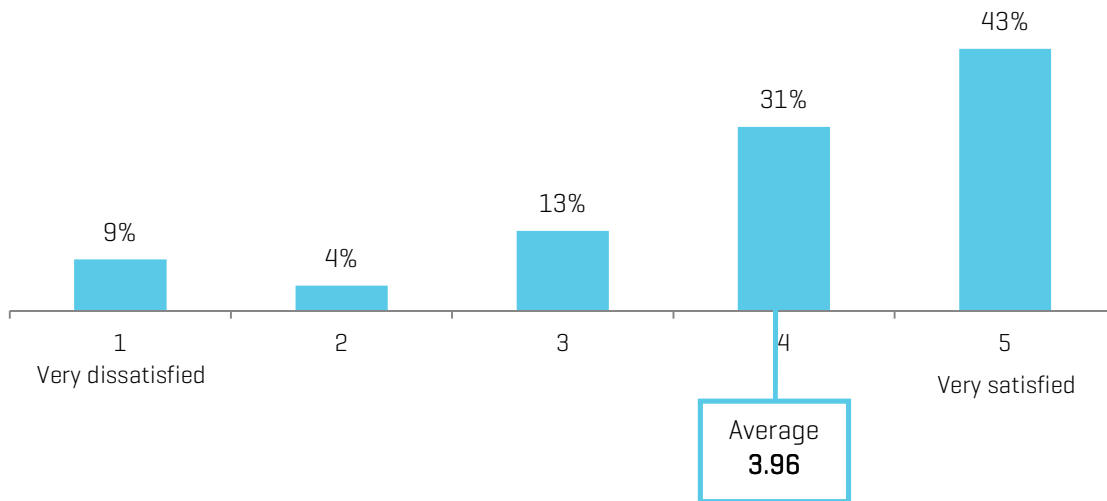
## 5.4 Overall satisfaction with Council’s customer services

Customers were asked to rate their overall satisfaction with Council’s customer services using a five-point satisfaction scale.

In total, **74 percent of customers are satisfied with Council’s customer services** with almost half [43 percent] giving the highest rating of 5. Thirteen percent [13%] of customers are dissatisfied with customer services.

These results combined for a **high** average satisfaction rating of 3.96. This shows that customer services are an **organisational strength of Dubbo Regional Council**.

**Figure 5.4 Overall satisfaction with Council’s customer services**



The only significant difference among subgroups is related to the **location**. Customers who live in urban areas are significantly more satisfied with their experience compared to their rural counterparts.

**Table 5.5 Overall satisfaction with Council’s customer services – Subgroup Analysis**

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Ratepayer Status	Nil
Length of time lived in area	Nil
Location	Customers who live in urban areas are significantly more satisfied than those who live in rural areas.

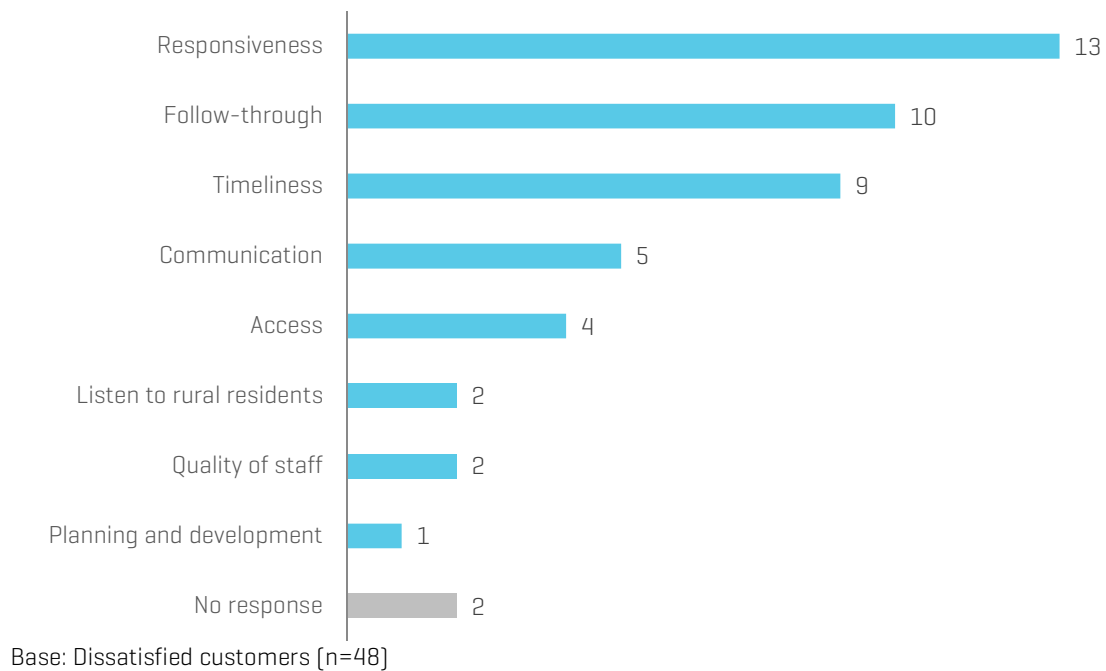


Residents who were dissatisfied with Council’s customer services were asked how Council could have improved their experience.

Thirteen responses were related to **responsiveness**. These customers stated their experience could have improved by getting a response from Council regarding their issue or query.

Ten responses were related to **follow-through**. These customers were critical of Council for not following through with the actions they stated they would undertake.

**Figure 5.5 Improvements for Council’s customer services**



## 6 COMMUNICATION

This section of the report examines the most used and the most preferred sources of receiving information about Council services, events and activities. This section also reports community perceptions of Council's positivity in promoting its activities and achievements.

### 6.1 Sources of receiving information about Council

Respondents were read a list of sources and were asked to indicate which they usually use to receive information regarding Council services, events and activities. They were able to select multiple responses. Respondents were asked to select only **one** preferred source from that list.

Figure 6.1 (over page) shows the most used and most preferred sources of receiving information about Council, ranked from most used to least used.

The five most **used** sources of information include:

6. **Word of mouth** [84%]
7. **Local radio** [75%]
8. **Local television** [68%]
9. **Local newspapers – Council's Weekly Column and Snapshot** [67%]
10. **Ring Council directly** [56%]

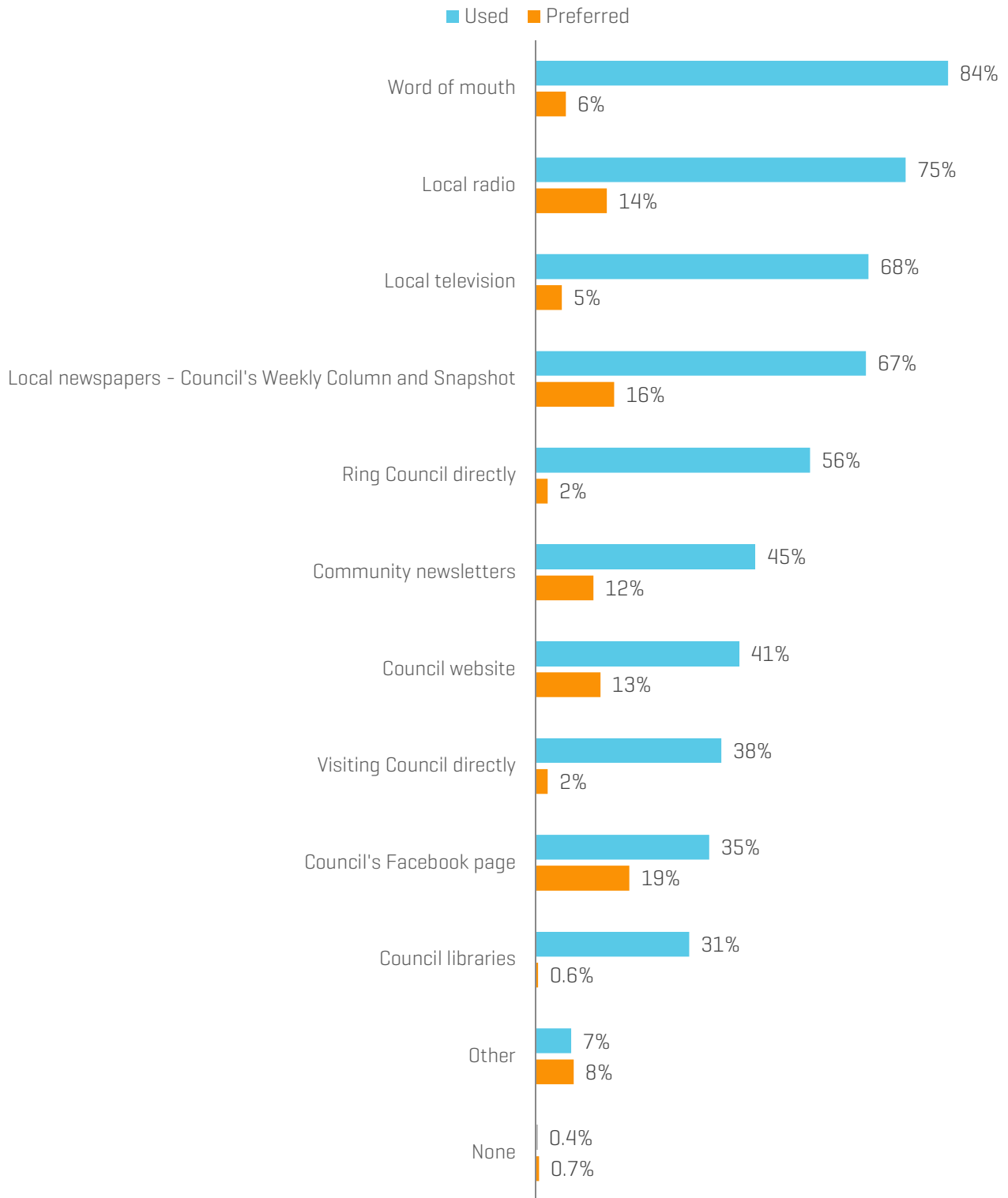
The five most **preferred** sources of information include:

6. **Council's Facebook page** [19%]
7. **Local newspapers – Council's Weekly Column and Snapshot** [16%]
8. **Local radio** [14%]
9. **Council website** [13%]
10. **Community newsletters** [12%]

In terms of rankings, **Council's Facebook page** is currently underutilised as a form of communication. This platform could benefit from increased promotion in other more utilised sources.

The variety of preferences exhibited from residents of Dubbo Regional Council indicate a **multi-platform approach** to sharing Council information is necessary. Information needs to be **consistent** across a range of different media.

Figure 6.1 Most used and preferred sources of receiving Council information



Note: 'Used' figures do not total 100% as respondents could select multiple sources.

Tables 6.1 and 6.2 report subgroup analysis for the most used and most preferred sources of information. Most significant differences are related to the age of the resident.

**Table 6.1 Most used sources of information – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Female residents use the following sources significantly more: <ul style="list-style-type: none"> <li>- Ring Council directly</li> </ul>
<b>Age</b>	18-34 use the following sources significantly more: <ul style="list-style-type: none"> <li>- Council’s Facebook page</li> </ul> 18-34 use the following sources significantly less: <ul style="list-style-type: none"> <li>- Ring Council directly</li> </ul> 18-34 use the following sources significantly more than 65+ <ul style="list-style-type: none"> <li>- Local radio</li> </ul> 65+ use the following sources significantly more: <ul style="list-style-type: none"> <li>- Visiting Council directly</li> </ul> 65+ use the following sources significantly less: <ul style="list-style-type: none"> <li>- Council website</li> </ul>
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in area</b>	6 to 10 years use the following sources significantly more than more than 15 years: <ul style="list-style-type: none"> <li>- Council’s Facebook page</li> </ul> 11 to 15 years use the following sources significantly less: <ul style="list-style-type: none"> <li>- Local television</li> </ul> More than 15 years use the following sources significantly more: <ul style="list-style-type: none"> <li>- Visiting Council directly</li> </ul>
<b>Location</b>	Rural residents use the following sources significantly more: <ul style="list-style-type: none"> <li>- Local radio</li> </ul>

**Table 6.2 Most preferred sources of information – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Male residents prefer the following sources significantly more: <ul style="list-style-type: none"> <li>- Visiting Council directly</li> </ul>
<b>Age</b>	18-34 prefer the following sources significantly more: <ul style="list-style-type: none"> <li>- Council’s Facebook page</li> </ul> 50-64 and 65+ prefer the following sources significantly more than 18-34: <ul style="list-style-type: none"> <li>- Ring Council directly</li> </ul> 65+ prefer the following sources significantly more than 18-34 and 35-49: <ul style="list-style-type: none"> <li>- Local newspapers – Council’s Weekly Column and Snapshot</li> </ul> 65+ prefer the following sources significantly more than 18-34: <ul style="list-style-type: none"> <li>- Community newsletters</li> </ul> 65+ prefer the following sources significantly less: <ul style="list-style-type: none"> <li>- Council website</li> </ul>
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in area</b>	Nil
<b>Location</b>	Rural residents prefer the following sources significantly more: <ul style="list-style-type: none"> <li>- Council libraries</li> </ul>

## 6.2 Further Segmentation

Table 6.3 lists the most used and most preferred sources for different types of residents.

**Table 6.3 Sources of Information – Further Segmentation**

Gender	Area	Age	Usual Methods	Preferred Methods
Male	Urban	18 to 34	1. Local radio 2. Word of mouth 3. Council's Facebook page	1. Council's Facebook page 2. Local newspapers 3. Local radio
		35 to 49	1. Word of mouth 2. Local radio 3. Local newspapers	1. Local newspapers 2. Council website 3. Local radio
		50 to 64	1. Word of mouth 2. Local television 3. Local radio	1. Local newspapers 2. Local radio 3. Community newsletters
		65+	1. Word of mouth 2. Local newspapers 3. Ring Council directly	1. Community newsletters 2. Local newspapers 3. Local radio
	Rural	18 to 34	1. Local newspapers 2. Local television 3. Local radio	1. Visiting Council directly 2. Local newspapers 3. Local radio
		35 to 49	1. Local radio 2. Word of mouth 3. Local television	1. Council website 2. Council's Facebook page 3. Community newsletters
		50 to 64	1. Local radio 2. Word of mouth 3. Local television	1. Local radio 2. Local newspapers 3. Community newsletters
		65+	1. Word of mouth 2. Local newspapers 3. Local radio	1. Local newspapers 2. Community newsletters 3. Local television

Gender	Area	Age	Usual Methods	Preferred Methods
Female	Urban	18 to 34	1. Word of mouth 2. Local radio 3. Council's Facebook page	1. Council's Facebook page 2. Council website 3. Word of mouth
		35 to 49	1. Word of mouth 2. Local radio 3. Local newspapers	1. Council's Facebook page 2. Council website 3. Local radio
		50 to 64	1. Word of mouth 2. Local radio 3. Ring Council directly	1. Council website 2. Local newspapers 3. Community newsletters
		65+	1. Local television 2. Word of mouth 3. Local newspapers	1. Local newspapers 2. Community newsletters 3. Local radio
	Rural	18 to 34	1. Word of mouth 2. Local radio 3. Local television	1. Council's Facebook page 2. Local newspapers 3. Council website
		35 to 49	1. Word of mouth 2. Local radio 3. Council website	1. Community newsletters 2. Council's Facebook page 3. Council website
		50 to 64	1. Word of mouth 2. Local radio 3. Ring Council directly	1. Local newspapers 2. Local radio 3. Community newsletters
		65+	1. Word of mouth 2. Local radio 3. Local television	1. Local newspapers 2. Local radio 3. Council website

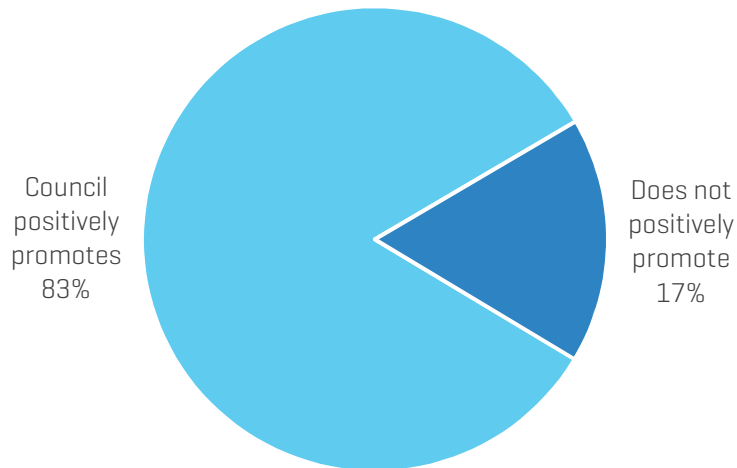
### 6.3 Positive promotion of Council's activities and achievements


Residents were asked whether they believe Council positively promotes its activities and achievements.

**Eighty-three percent (83%)** of residents agree that Council positively promotes its activities and achievements.

There are **no significant differences** among subgroups, which suggests that the perception that Council positively promotes its activities and achievements does not depend upon the demographic profile of the resident.

**Figure 6.2 Positive promotion of Council's activities and achievements**





Perceptions of Council's positive promotion are linked to overall satisfaction with Dubbo Regional Council, its elected Councillors, customer services, the appearance of CBDs and surrounding areas, Council services and facilities and higher perceptions of Dubbo Regional Council as a place to live, work and do business. There are a considerable number of statistically significant differences between those who do, and do not believe that Council positively promotes its activities and achievements.

Residents who **believe Council positively promotes** its activities and achievements are:

- ▶ **More satisfied with the overall performance of Dubbo Regional Council** [3.6] compared to other residents [3.0].
- ▶ **More satisfied with the performance of local Councillors** [3.4] compared to other residents [2.7].
- ▶ **More satisfied with the appearance of the Dubbo and Wellington CBDs and surrounding areas** [3.7] compared to other residents [3.2].
- ▶ **More satisfied with Council's customer services** [4.0] compared to other residents [3.6].
- ▶ **More satisfied with 35 of the 40 Council services and facilities**, including all services within the categories of Housing & Basic Services, Infrastructure, Economy and Leadership. The exceptions are libraries, community halls and cultural centres, cemeteries, streetscape – trees and maintenance of public toilets, which are all services under the Liveability category.
- ▶ **Use parks, Dubbo Regional Theatre & Convention Centre and swimming pools** significantly more than other residents.
- ▶ **Agreed with all statements related to Community Needs & Priorities** significantly more than other residents.
- ▶ **Agreed that Dubbo is a good place to live** [4.4] significantly more than other residents [3.8].
- ▶ **More likely to be proud to live in Dubbo Regional Council** [98 percent] compared to other residents [88 percent].

Tables 6.4 and 6.5 report significant differences in positive promotion by used and preferred sources of receiving information. Residents who reported using **local radio, local newspapers, community newsletters, Council website** and **Council's Facebook page** are significantly more likely to perceive that Council positively promotes its activities and achievements. Except for local radio, the content in these sources is wholly produced by Council.

**These five significant differences represent the five most preferred sources of receiving information.**

**Table 6.4 Positive promotion by used sources of information**

	Council positively promotes	Does not positively promote
Word of mouth	83%	88%
Local radio	77%	67%
Local television	69%	60%
Local newspapers - Council's Weekly Column and Snapshot	69%	56%
Ring Council directly	56%	53%
Community newsletters	47%	34%
Council website	44%	29%
Visiting Council directly	38%	36%
Council's Facebook page	40%	13%
Council libraries	32%	26%
Other	6%	13%
None	0.4%	-

**Table 6.5 Positive promotion by preferred sources of information**

	Council positively promotes	Does not positively promote
Council's Facebook page	20%	14%
Local newspapers - Council's Weekly Column and Snapshot	16%	17%
Local radio	14%	17%
Council website	14%	11%
Community newsletters	12%	11%
Word of mouth	6%	5%
Local television	5%	5%
Visiting Council directly	1%	6%
Ring Council directly	3%	2%
Council libraries	0.1%	2%
Other	8%	8%
None	0.6%	1%



## APPENDIX 1 – SUBGROUP ANALYSIS

### Overall Satisfaction

Overall satisfaction with the performance of Dubbo Regional Council over the past 12 months

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied (1-2)	12%	11%	12%	8%	14%	14%	11%
Neutral (3)	32%	35%	30%	32%	36%	35%	26%
Satisfied (4-5)	56%	54%	58%	60%	50%	51%	63%
<b>Average Satisfaction</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.6</b>	<b>3.4</b>	<b>3.4</b>	<b>3.7</b>

Overall Satisfaction	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied (1-2)	12%	13%	7%	2%	13%	12%	13%
Neutral (3)	32%	36%	17%	32%	22%	24%	36%
Satisfied (4-5)	56%	52%	76%	66%	65%	63%	52%
<b>Average Satisfaction</b>	<b>3.5</b>	<b>3.5</b>	<b>3.9</b>	<b>3.8</b>	<b>3.7</b>	<b>3.6</b>	<b>3.5</b>

Overall Satisfaction	Total	Location	
		Urban	Rural
Dissatisfied (1-2)	12%	10%	17%
Neutral (3)	32%	32%	35%
Satisfied (4-5)	56%	58%	48%
<b>Average Satisfaction</b>	<b>3.5</b>	<b>3.6</b>	<b>3.3</b>

## Overall satisfaction with the performance of elected Councillors over the past 18 months

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	19%	23%	15%	14%	20%	25%	17%
Neutral [3]	39%	42%	37%	44%	39%	40%	32%
Satisfied [4-5]	42%	35%	48%	42%	41%	35%	51%
<b>Average Satisfaction</b>	<b>3.3</b>	<b>3.1</b>	<b>3.4</b>	<b>3.4</b>	<b>3.2</b>	<b>3.1</b>	<b>3.4</b>

Overall Satisfaction	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	19%	21%	6%	19%	15%	22%	19%
Neutral [3]	39%	40%	35%	26%	50%	22%	42%
Satisfied [4-5]	42%	38%	59%	55%	35%	56%	39%
<b>Average Satisfaction</b>	<b>3.3</b>	<b>3.2</b>	<b>3.7</b>	<b>3.5</b>	<b>3.4</b>	<b>3.3</b>	<b>3.2</b>

Overall Satisfaction	Total	Location	
		Urban	Rural
Dissatisfied [1-2]	19%	17%	25%
Neutral [3]	39%	39%	41%
Satisfied [4-5]	42%	44%	34%
<b>Average Satisfaction</b>	<b>3.3</b>	<b>3.3</b>	<b>3.1</b>

Overall satisfaction with the appearance of the Dubbo and Wellington CBDs and surrounding areas

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	10%	9%	11%	11%	12%	11%	5%
Neutral [3]	28%	26%	30%	25%	25%	29%	36%
Satisfied [4-5]	62%	65%	59%	64%	64%	60%	59%
<b>Average Satisfaction</b>	<b>3.6</b>	<b>3.6</b>	<b>3.6</b>	<b>3.6</b>	<b>3.7</b>	<b>3.6</b>	<b>3.7</b>

Overall Satisfaction	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	10%	11%	5%	2%	14%	12%	10%
Neutral [3]	28%	30%	21%	20%	28%	25%	30%
Satisfied [4-5]	62%	59%	74%	78%	59%	63%	60%
<b>Average Satisfaction</b>	<b>3.6</b>	<b>3.6</b>	<b>3.9</b>	<b>3.9</b>	<b>3.6</b>	<b>3.6</b>	<b>3.6</b>

Overall Satisfaction	Total	Location	
		Urban	Rural
Dissatisfied [1-2]	10%	10%	8%
Neutral [3]	28%	28%	29%
Satisfied [4-5]	62%	62%	63%
<b>Average Satisfaction</b>	<b>3.6</b>	<b>3.6</b>	<b>3.6</b>

## Council Services & Facilities

### Housing & Basic Services

Housing & Basic Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Sewerage service	4.2	4.1	4.3	4.1	4.1	4.3	4.4
Water supply	4.1	4.0	4.1	4.0	4.0	4.1	4.1
Household waste collection	4.0	3.8	4.1	4.0	3.6	4.0	4.2
Household recycling service	3.9	3.8	4.1	4.0	3.6	4.0	4.1
Annual kerbside clean-up service	3.8	3.8	3.8	3.7	4.0	3.8	3.8
Managing residential development	3.6	3.5	3.6	3.7	3.5	3.4	3.6
Access to affordable housing	3.5	3.6	3.4	3.6	3.4	3.4	3.5
Water conservation initiatives	3.3	3.3	3.3	3.4	3.1	3.1	3.5

Housing & Basic Services	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Sewerage service	4.2	4.1	4.4	4.2	4.2	4.1	4.2
Water supply	4.1	4.0	4.3	4.2	4.2	4.0	4.0
Household waste collection	4.0	3.9	4.1	4.2	3.9	3.8	4.0
Household recycling service	3.9	3.9	4.1	4.0	3.9	4.2	3.9
Annual kerbside clean-up service	3.8	3.8	4.2	3.8	3.5	4.0	3.9
Managing residential development	3.6	3.5	3.9	3.5	3.6	3.8	3.5
Access to affordable housing	3.5	3.6	3.2	3.7	3.3	3.5	3.5
Water conservation initiatives	3.3	3.2	3.6	3.4	3.4	3.3	3.2

Housing & Basic Services	Total	Location	
		Urban	Rural
Sewerage service	4.2	4.3	3.5
Water supply	4.1	4.1	3.5
Household waste collection	4.0	4.0	3.6
Household recycling service	3.9	4.0	3.4
Annual kerbside clean-up service	3.8	3.9	3.7
Managing residential development	3.6	3.6	3.5
Access to affordable housing	3.5	3.5	3.4
Water conservation initiatives	3.3	3.4	2.9

## Infrastructure

Infrastructure	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Street lighting	3.5	3.6	3.5	3.6	3.4	3.4	3.6
Traffic management	3.3	3.2	3.4	3.4	3.3	3.1	3.4
Access to public transport services	3.3	3.2	3.3	3.3	3.2	3.0	3.4
Maintenance of footpaths	3.1	3.3	3.0	3.3	3.3	2.9	2.9
Car parking in CBD	3.1	3.1	3.2	3.2	3.1	3.0	3.1
Maintenance of sealed roads	2.9	2.8	3.0	2.8	3.0	2.9	3.1
Maintenance of unsealed roads	2.7	2.7	2.7	2.7	2.7	2.7	2.8

Infrastructure	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Street lighting	3.5	3.5	3.6	3.7	3.4	3.4	3.5
Traffic management	3.3	3.3	3.5	3.9	3.1	3.2	3.3
Access to public transport services	3.3	3.1	4.0	3.4	3.4	3.2	3.2
Maintenance of footpaths	3.1	3.1	3.3	3.2	3.1	3.3	3.1
Car parking in CBD	3.1	3.1	3.4	3.5	3.1	3.2	3.1
Maintenance of sealed roads	2.9	2.9	3.2	3.3	2.7	3.0	2.9
Maintenance of unsealed roads	2.7	2.6	3.1	3.0	2.6	3.0	2.6

Infrastructure	Total	Location	
		Urban	Rural
Street lighting	3.5	3.5	3.5
Traffic management	3.3	3.3	3.2
Access to public transport services	3.3	3.3	2.9
Maintenance of footpaths	3.1	3.1	3.2
Car parking in CBD	3.1	3.2	3.1
Maintenance of sealed roads	2.9	3.0	2.7
Maintenance of unsealed roads	2.7	2.9	2.3

## Economy

Economy	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Promotion of tourism	3.9	3.9	3.9	3.9	4.0	3.9	4.0
Managing residential development	3.6	3.5	3.6	3.7	3.5	3.4	3.6
Access to diverse shopping	3.5	3.6	3.5	3.6	3.3	3.5	3.8
Supporting local business development	3.4	3.3	3.5	3.4	3.4	3.4	3.5
Promoting environmental sustainability	3.4	3.4	3.4	3.5	3.3	3.3	3.5
Managing commercial development	3.4	3.4	3.4	3.5	3.4	3.3	3.4
Development application assessment process	3.1	3.1	3.1	3.2	3.1	3.2	3.0

Economy	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Promotion of tourism	3.9	3.9	4.1	4.0	4.1	3.9	3.9
Managing residential development	3.6	3.5	3.9	3.5	3.6	3.8	3.5
Access to diverse shopping	3.5	3.5	3.8	3.4	3.6	3.4	3.6
Supporting local business development	3.4	3.4	3.7	3.6	3.5	3.4	3.4
Promoting environmental sustainability	3.4	3.3	3.9	3.6	3.4	3.4	3.4
Managing commercial development	3.4	3.3	3.9	3.6	3.6	3.5	3.3
Development application assessment process	3.1	3.0	3.6	3.7	3.3	3.1	3.0

Economy	Total	Location	
		Urban	Rural
Promotion of tourism	3.9	4.0	3.7
Managing residential development	3.6	3.6	3.5
Access to diverse shopping	3.5	3.5	3.6
Supporting local business development	3.4	3.5	3.2
Promoting environmental sustainability	3.4	3.5	3.1
Managing commercial development	3.4	3.4	3.4
Development application assessment process	3.1	3.2	2.9

## Leadership

Leadership	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council events and support for events	3.8	3.7	3.8	3.8	3.8	3.8	3.7
Informing the community	3.5	3.5	3.4	3.6	3.4	3.4	3.4
Being a well-run and managed Council	3.3	3.3	3.4	3.3	3.3	3.3	3.5
Financial management	3.3	3.2	3.5	3.3	3.3	3.2	3.5
Consultation with the community	3.3	3.3	3.3	3.4	3.2	3.2	3.4
Decisions made in the interest of the community	3.2	3.1	3.3	3.2	3.2	3.1	3.4

Leadership	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Council events and support for events	3.8	3.7	4.1	4.0	4.0	3.7	3.7
Informing the community	3.5	3.4	3.8	3.6	3.6	3.5	3.4
Being a well-run and managed Council	3.3	3.3	3.7	3.5	3.5	3.5	3.3
Financial management	3.3	3.2	3.8	3.6	3.5	3.5	3.2
Consultation with the community	3.3	3.2	3.7	3.6	3.3	3.3	3.3
Decisions made in the interest of the community	3.2	3.1	3.6	3.5	3.3	3.1	3.2

Leadership	Total	Location	
		Urban	Rural
Council events and support for events	3.8	3.8	3.7
Informing the community	3.5	3.5	3.3
Being a well-run and managed Council	3.3	3.4	3.2
Financial management	3.3	3.4	3.1
Consultation with the community	3.3	3.3	3.2
Decisions made in the interest of the community	3.2	3.3	3.0

## Liveability

Liveability	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Libraries	4.3	4.1	4.4	4.2	4.3	4.2	4.4
Sports grounds and facilities	4.1	4.1	4.1	4.0	4.0	4.1	4.2
Parks	4.1	4.1	4.1	3.9	4.1	4.0	4.2
Childcare Facilities [e.g. Family Day Care or Rainbow Cottage]	4.0	3.9	4.1	4.2	3.9	3.8	3.9
Community halls and cultural centres	3.9	3.9	3.9	3.9	3.8	3.9	4.0
Playgrounds	3.9	3.9	3.9	3.8	3.9	3.8	4.1
Cemeteries	3.9	3.9	3.9	4.0	3.9	3.8	4.0
Swimming pools	3.8	3.8	3.7	3.9	3.7	3.8	3.8
Community services and facilities [e.g. children, youth, older people]	3.7	3.7	3.7	3.8	3.6	3.4	3.7
Rural reserves	3.4	3.3	3.5	3.5	3.2	3.3	3.4
Streetscape - trees	3.4	3.5	3.3	3.5	3.4	3.2	3.4
Maintenance of public toilets	3.1	3.2	3.1	3.0	3.2	3.1	3.3
River management	3.1	3.1	3.1	3.2	3.0	3.0	3.3

Liveability	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Libraries	4.3	4.2	4.4	4.2	4.2	4.2	4.3
Sports grounds and facilities	4.1	4.0	4.3	4.2	4.0	4.0	4.1
Parks	4.1	4.0	4.2	4.0	3.8	4.1	4.1
Childcare Facilities [e.g. Family Day Care or Rainbow Cottage]	4.0	3.9	4.3	4.1	4.0	3.8	4.0
Community halls and cultural centres	3.9	3.9	4.0	4.0	3.9	3.9	3.9
Playgrounds	3.9	3.9	4.1	4.2	3.7	4.0	3.9
Cemeteries	3.9	3.9	4.2	3.9	4.0	3.7	4.0
Swimming pools	3.8	3.7	4.2	3.6	3.8	4.0	3.8
Community services and facilities [e.g. children, youth, older people]	3.7	3.6	3.9	3.7	3.7	3.7	3.6
Rural reserves	3.4	3.3	3.7	3.5	3.5	3.5	3.3
Streetscape - trees	3.4	3.3	3.6	3.6	3.3	3.5	3.3
Maintenance of public toilets	3.1	3.1	3.4	3.5	3.3	3.2	3.1
River management	3.1	3.1	3.3	3.2	3.1	3.2	3.1



Liveability	Total	Location	
		Urban	Rural
Libraries	4.3	4.3	4.1
Sports grounds and facilities	4.1	4.1	4.0
Parks	4.1	4.1	4.1
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	4.0	4.0	3.9
Community halls and cultural centres	3.9	4.0	3.7
Playgrounds	3.9	3.9	3.8
Cemeteries	3.9	3.9	4.0
Swimming pools	3.8	3.8	3.7
Community services and facilities (e.g. children, youth, older people)	3.7	3.7	3.7
Rural reserves	3.4	3.5	3.0
Streetscape - trees	3.4	3.4	3.3
Maintenance of public toilets	3.1	3.2	2.9
River management	3.1	3.2	2.9

## Facility Usage Frequency

Facility Usage Frequency	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks	85%	87%	84%	94%	92%	90%	76%
Dubbo Regional Theatre & Convention Centre	75%	71%	78%	71%	82%	76%	72%
Western Plains Cultural Centre	72%	68%	74%	71%	72%	74%	70%
Sports grounds and facilities	67%	70%	65%	90%	84%	71%	48%
Libraries	64%	58%	68%	65%	75%	63%	59%
Playgrounds	53%	47%	58%	73%	77%	56%	34%
Swimming pools	51%	51%	50%	77%	80%	54%	27%
Facilities for children	43%	40%	45%	64%	69%	42%	26%
Facilities for youth	29%	30%	29%	42%	55%	30%	12%
Facilities for older people	28%	22%	32%	13%	25%	24%	36%

Facility Usage Frequency	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Parks	85%	84%	91%	90%	83%	87%	85%
Dubbo Regional Theatre & Convention Centre	75%	77%	66%	69%	69%	78%	76%
Western Plains Cultural Centre	72%	74%	60%	70%	62%	85%	72%
Sports grounds and facilities	67%	67%	64%	79%	61%	73%	65%
Libraries	64%	64%	64%	75%	63%	80%	61%
Playgrounds	53%	51%	64%	58%	56%	64%	51%
Swimming pools	51%	50%	57%	57%	53%	61%	48%
Facilities for children	43%	41%	53%	48%	50%	50%	41%
Facilities for youth	29%	28%	34%	28%	32%	43%	27%
Facilities for older people	28%	27%	32%	21%	21%	28%	30%

Facility Usage Frequency	Total	Location	
		Urban	Rural
Parks	85%	86%	81%
Dubbo Regional Theatre & Convention Centre	75%	74%	77%
Western Plains Cultural Centre	72%	72%	68%
Sports grounds and facilities	67%	66%	68%
Libraries	64%	64%	64%
Playgrounds	53%	55%	46%
Swimming pools	51%	51%	50%
Facilities for children	43%	45%	38%
Facilities for youth	29%	29%	29%
Facilities for older people	28%	29%	24%

## Community Needs & Priorities

Community Needs & Priorities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
There is good access to open spaces like parks and playgrounds	4.4	4.4	4.4	4.5	4.4	4.4	4.4
There is good access to sporting and recreational activities	4.3	4.3	4.3	4.3	4.2	4.3	4.4
The region offers a range of Aboriginal and Torres-Strait Islander services	4.1	4.0	4.1	4.3	4.0	3.9	3.9
I feel safe where I live	4.0	4.1	4.0	4.1	3.9	4.0	4.1
The region offers a good mix of entertainment and event options	4.0	4.0	4.0	4.0	3.9	3.8	4.1
It is affordable to live in the region	3.9	3.9	3.9	3.8	3.8	3.9	4.1
The region offers accessible disability services	3.8	3.8	3.7	4.1	3.5	3.6	3.8
I live in an inclusive community	3.7	3.7	3.8	3.8	3.8	3.5	3.8
The natural environment in the region is protected	3.7	3.7	3.7	3.9	3.5	3.5	3.7
There is a range of employment and business opportunities	3.6	3.8	3.5	3.8	3.7	3.4	3.5
Residents have opportunities to have a say on important issues	3.4	3.3	3.4	3.4	3.2	3.3	3.5

Community Needs & Priorities	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
There is good access to open spaces like parks and playgrounds	4.4	4.4	4.5	4.4	4.3	4.4	4.5
There is good access to sporting and recreational activities	4.3	4.3	4.4	4.3	4.1	4.4	4.3
The region offers a range of Aboriginal and Torres-Strait Islander services	4.1	4.1	4.1	4.2	4.0	4.1	4.0
I feel safe where I live	4.0	4.0	4.1	3.8	4.0	4.1	4.1
The region offers a good mix of entertainment and event options	4.0	3.9	4.1	3.9	3.9	4.0	4.0
It is affordable to live in the region	3.9	3.9	3.8	3.9	3.7	4.0	3.9
The region offers accessible disability services	3.8	3.7	3.9	3.8	3.8	3.7	3.8
I live in an inclusive community	3.7	3.7	4.1	3.8	3.8	3.8	3.7
The natural environment in the region is protected	3.7	3.6	3.8	3.8	3.6	3.7	3.7
There is a range of employment and business opportunities	3.6	3.6	3.7	3.4	3.6	3.7	3.6
Residents have opportunities to have a say on important issues	3.4	3.3	3.5	3.4	3.2	3.4	3.4

Community Needs & Priorities	Total	Location	
		Urban	Rural
There is good access to open spaces like parks and playgrounds	4.4	4.4	4.5
There is good access to sporting and recreational activities	4.3	4.3	4.4
The region offers a range of Aboriginal and Torres-Strait Islander services	4.1	4.0	4.1
I feel safe where I live	4.0	4.0	4.4
The region offers a good mix of entertainment and event options	4.0	3.9	4.1
It is affordable to live in the region	3.9	3.9	3.9
The region offers accessible disability services	3.8	3.7	3.9
I live in an inclusive community	3.7	3.8	3.6
The natural environment in the region is protected	3.7	3.7	3.6
There is a range of employment and business opportunities	3.6	3.6	3.7
Residents have opportunities to have a say on important issues	3.4	3.4	3.3

## Overall, I believe Dubbo Regional Council is a good place to live

Average Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	3%	2%	3%	4%	4%	3%	1%
Neutral [3]	8%	6%	11%	6%	10%	12%	6%
Agree [4-5]	89%	92%	86%	90%	86%	86%	93%
<b>Average Agreement</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.2</b>	<b>4.2</b>	<b>4.4</b>

Average Agreement	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	3%	3%	3%	6%	2%	5%	2%
Neutral [3]	8%	9%	4%	6%	10%	11%	8%
Agree [4-5]	89%	88%	93%	88%	88%	85%	90%
<b>Average Agreement</b>	<b>4.3</b>	<b>4.2</b>	<b>4.5</b>	<b>4.2</b>	<b>4.1</b>	<b>4.2</b>	<b>4.3</b>

Average Agreement	Total	Location	
		Urban	Rural
Disagree [1-2]	3%	3%	3%
Neutral [3]	8%	9%	6%
Agree [4-5]	89%	88%	91%
<b>Average Agreement</b>	<b>4.3</b>	<b>4.2</b>	<b>4.3</b>

## Are you proud to live in Dubbo Regional Council?

Proud to live in Dubbo Regional Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Proud to live in Dubbo Regional Council	96%	95%	98%	98%	94%	96%	97%

Proud to live in Dubbo Regional Council	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Proud to live in Dubbo Regional Council	96%	96%	97%	89%	97%	99%	97%

Proud to live in Dubbo Regional Council	Total	Location	
		Urban	Rural
Proud to live in Dubbo Regional Council	96%	96%	96%

## Customer Services

### Recent contact with Dubbo Regional Council

Recent contact with Dubbo Regional Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Contacted Council in the past 12 months	55%	57%	53%	46%	58%	64%	52%

Recent contact with Dubbo Regional Council	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Contacted Council in the past 12 months	55%	59%	34%	45%	55%	49%	57%

Recent contact with Dubbo Regional Council	Total	Location	
		Urban	Rural
Contacted Council in the past 12 months	55%	54%	56%

## Preferred method of contacting Council

Preferred method of contacting Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Over the phone	68%	66%	70%	77%	67%	68%	58%
In person	18%	21%	16%	11%	15%	19%	32%
Email	10%	10%	11%	10%	16%	10%	6%
Council website	0.7%	1%	0.4%	-	1%	0.5%	1%
By mail	0.3%	0.2%	0.3%	-	-	-	1%
Other	0.6%	0.5%	0.6%	-	0.7%	0.57%	1%
I don't know	1%	0.8%	2%	2%	-	2%	0.5%

Preferred method of contacting Council	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Over the phone	68%	66%	76%	68%	77%	61%	68%
In person	18%	20%	10%	16%	9%	19%	20%
Email	10%	10%	10%	12%	14%	18%	9%
Council website	0.7%	0.8%	-	-	-	-	1%
By mail	0.3%	0.3%	-	-	-	-	0.4%
Other	0.6%	0.7%	-	-	-	0.8%	0.7%
I don't know	1%	1%	3%	3%	-	1%	1%

Preferred method of contacting Council	Total	Location	
		Urban	Rural
Over the phone	68%	69%	67%
In person	18%	19%	15%
Email	10%	9%	14%
Council website	0.7%	0.9%	-
By mail	0.3%	0.2%	0.5%
Other	0.6%	0.2%	2%
I don't know	1%	1%	2%



## Recent method of contacting Council

Recent method of contacting Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Over the phone	66%	64%	69%	77%	65%	67%	54%
In person	27%	30%	23%	20%	26%	25%	38%
Email	5%	4%	6%	3%	6%	8%	4%
Council website	0.7%	1%	0.5%	-	2%	0.8%	-
By mail	0.7%	0.8%	0.6%	-	-	-	3%
Other	0.3%	-	0.6%	-	1%	-	-

Recent method of contacting Council	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Over the phone	66%	65%	75%	73%	80%	62%	64%
In person	27%	28%	13%	24%	13%	30%	29%
Email	5%	4%	12%	-	6%	6%	6%
Council website	0.7%	0.8%	-	-	-	-	1%
By mail	0.7%	0.8%	-	2%	2%	2%	0.2%
Other	0.3%	0.3%	-	-	-	-	0.4%

Recent method of contacting Council	Total	Location	
		Urban	Rural
Over the phone	66%	64%	75%
In person	27%	29%	19%
Email	5%	5%	5%
Council website	0.7%	0.9%	-
By mail	0.7%	0.9%	-
Other	0.3%	-	1%

## Reason for Contact

Reason for Contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Rates	18%	21%	14%	20%	17%	15%	18%
General Maintenance (parks, potholes, amenities)	16%	11%	21%	13%	15%	20%	16%
Planning/Development Applications	15%	20%	10%	20%	20%	9%	10%
Waste	10%	7%	14%	5%	10%	11%	15%
Roads	9%	14%	4%	15%	5%	9%	7%
Animals	8%	5%	10%	13%	6%	9%	2%
Trees	3%	4%	3%	-	8%	2%	3%
Water and sewerage	3%	2%	4%	-	-	7%	5%
Events	2%	1%	3%	3%	2%	2%	1%
Household Collections	2%	0.9%	2%	3%	1%	2%	1%
Complaint/Dispute	2%	0.9%	2%	-	1%	2%	3%
Community Facilities	1%	1%	2%	3%	3%	-	-
Compliance	1%	-	2%	-	2%	2%	0.7%
Traffic	1%	1%	0.7%	-	-	3%	2%
Non-Council related matter (police, fire)	0.6%	0.5%	0.7%	-	-	2%	0.7%
Work	0.6%	0.5%	0.6%	-	1%	0.9%	-
Other	5%	7%	3%	5%	5%	4%	7%
I don't know	2%	0.8%	4%	-	1%	2%	7%

Reason for Contact	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Rates	18%	18%	16%	29%	12%	20%	17%
General Maintenance (parks, potholes, amenities)	16%	16%	23%	18%	16%	17%	16%
Planning/Development Applications	15%	16%	1%	11%	17%	10%	15%
Waste	10%	11%	7%	2%	24%	2%	10%
Roads	9%	10%	1%	14%	7%	2%	10%
Animals	8%	7%	15%	11%	5%	13%	7%
Trees	3%	3%	7%	-	2%	-	5%
Water and sewerage	3%	3%	3%	2%	5%	4%	3%
Events	2%	2%	2%	6%	2%	15%	-
Household Collections	2%	0.8%	9%	-	-	5%	2%
Complaint/Dispute	2%	2%	2%	5%	-	-	2%
Community Facilities	1%	0.9%	6%	-	-	-	2%
Compliance	1%	1%	2%	-	-	-	2%
Traffic	1%	1%	-	3%	2%	-	0.9%
Non-Council related matter (police, fire)	0.6%	0.7%	-	-	-	3%	0.5%
Work	0.6%	0.6%	-	-	2%	3%	-
Other	5%	5%	5%	-	3%	3%	7%
I don't know	2%	2%	1%	-	3%	2%	3%

Reason for Contact	Total	Location	
		Urban	Rural
Rates	18%	20%	9%
General Maintenance (parks, potholes, amenities)	16%	17%	15%
Planning/Development Applications	15%	12%	25%
Waste	10%	10%	11%
Roads	9%	7%	16%
Animals	8%	10%	2%
Trees	3%	2%	8%
Water and sewerage	3%	3%	4%
Events	2%	2%	1%
Household Collections	2%	2%	-
Complaint/Dispute	2%	2%	-
Community Facilities	1%	2%	-
Compliance	1%	1%	1%
Traffic	1%	1%	1%
Non-Council related matter (police, fire)	0.6%	0.8%	-
Work	0.6%	0.3%	1%
Other	5%	6%	4%
I don't know	2%	2%	2%

## Overall satisfaction with Council's customer services

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	13%	11%	14%	3%	18%	17%	12%
Neutral [3]	13%	16%	11%	17%	9%	12%	15%
Satisfied [4-5]	74%	73%	75%	80%	73%	71%	73%
<b>Average Satisfaction</b>	<b>4.0</b>	<b>3.9</b>	<b>4.0</b>	<b>4.2</b>	<b>3.9</b>	<b>3.8</b>	<b>4.0</b>

Overall Satisfaction	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	13%	13%	8%	8%	15%	7%	14%
Neutral [3]	13%	14%	7%	18%	9%	12%	13%
Satisfied [4-5]	74%	73%	85%	74%	76%	81%	73%
<b>Average Satisfaction</b>	<b>4.0</b>	<b>3.9</b>	<b>4.3</b>	<b>4.2</b>	<b>3.9</b>	<b>4.2</b>	<b>3.9</b>

Overall Satisfaction	Total	Location	
		Urban	Rural
Dissatisfied [1-2]	13%	10%	21%
Neutral [3]	13%	12%	16%
Satisfied [4-5]	74%	77%	63%
<b>Average Satisfaction</b>	<b>4.0</b>	<b>4.1</b>	<b>3.6</b>

## Communication

### Most used sources of receiving information

Most used sources of receiving information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Word of mouth	84%	85%	83%	82%	87%	83%	83%
Local radio	75%	77%	74%	84%	78%	71%	65%
Local television	68%	68%	68%	71%	59%	70%	70%
Local newspapers - Council's Weekly Column and Snapshot	67%	68%	66%	71%	65%	61%	71%
Ring Council directly	56%	50%	61%	40%	64%	61%	62%
Community newsletters	45%	45%	45%	35%	48%	45%	54%
Council website	41%	42%	41%	44%	53%	46%	20%
Visiting Council directly	38%	40%	36%	33%	31%	38%	51%
Council's Facebook page	35%	31%	39%	73%	32%	17%	10%
Council libraries	31%	29%	34%	30%	35%	29%	32%
Other	7%	6%	8%	6%	11%	8%	4%
None	0.4%	-	0.7%	1%	-	-	-

Most used sources of receiving information	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Word of mouth	84%	83%	86%	90%	80%	80%	84%
Local radio	75%	76%	73%	80%	66%	63%	78%
Local television	68%	68%	67%	70%	71%	47%	69%
Local newspapers - Council's Weekly Column and Snapshot	67%	66%	71%	78%	67%	67%	66%
Ring Council directly	56%	56%	55%	60%	52%	51%	57%
Community newsletters	45%	46%	40%	43%	39%	32%	48%
Council website	41%	41%	42%	47%	55%	49%	37%
Visiting Council directly	38%	40%	28%	36%	23%	31%	42%
Council's Facebook page	35%	34%	43%	41%	52%	40%	31%
Council libraries	31%	31%	32%	47%	36%	37%	27%
Other	7%	6%	12%	9%	4%	7%	8%
None	0.4%	0.4%	-	-	-	-	0.5%

Most used sources of receiving information	Total	Location	
		Urban	Rural
Word of mouth	84%	83%	87%
Local radio	75%	73%	84%
Local television	68%	66%	74%
Local newspapers - Council's Weekly Column and Snapshot	67%	67%	67%
Ring Council directly	56%	54%	61%
Community newsletters	45%	47%	37%
Council website	41%	41%	41%
Visiting Council directly	38%	37%	41%
Council's Facebook page	35%	35%	38%
Council libraries	31%	30%	34%
Other	7%	7%	9%
None	0.4%	0.5%	-

## Most preferred sources of receiving information

Most preferred sources of receiving information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council's Facebook page	19%	15%	23%	43%	17%	8%	2%
Local newspapers - Council's Weekly Column and Snapshot	16%	18%	14%	10%	12%	19%	25%
Local radio	14%	16%	13%	12%	13%	16%	18%
Council website	13%	11%	15%	12%	21%	15%	4%
Community newsletters	12%	13%	11%	4%	12%	14%	19%
Word of mouth	6%	6%	7%	5%	7%	5%	9%
Local television	5%	6%	5%	1%	4%	8%	9%
Visiting Council directly	2%	4%	0.8%	5%	1%	2%	2%
Ring Council directly	2%	2%	3%	-	3%	4%	4%
Council libraries	0.6%	0.2%	0.9%	1%	-	-	0.9%
Other	8%	9%	7%	7%	8%	8%	8%
None	0.7%	-	1%	-	1%	1%	-

Most preferred sources of receiving information	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Council's Facebook page	19%	17%	27%	30%	28%	29%	14%
Local newspapers - Council's Weekly Column and Snapshot	16%	16%	14%	13%	14%	8%	18%
Local radio	14%	15%	11%	14%	13%	13%	15%
Council website	13%	13%	14%	21%	16%	13%	12%
Community newsletters	12%	12%	9%	5%	11%	4%	14%
Word of mouth	6%	6%	8%	6%	6%	10%	6%
Local television	5%	5%	5%	2%	6%	6%	6%
Visiting Council directly	2%	3%	2%	1%	0.6%	1%	3%
Ring Council directly	2%	2%	3%	-	3%	4%	2%
Council libraries	0.6%	0.5%	0.7%	-	-	2%	0.5%
Other	8%	8%	7%	7%	2%	9%	9%
None	0.7%	0.9%	-	-	1%	-	0.8%

Most preferred sources of receiving information	Total	Location	
		Urban	Rural
Council's Facebook page	19%	20%	14%
Local newspapers - Council's Weekly Column and Snapshot	16%	16%	17%
Local radio	14%	14%	17%
Council website	13%	14%	11%
Community newsletters	12%	12%	11%
Word of mouth	6%	6%	5%
Local television	5%	5%	5%
Visiting Council directly	2%	1%	6%
Ring Council directly	2%	3%	2%
Council libraries	0.6%	0.1%	2%
Other	8%	8%	8%
None	0.7%	0.6%	1%



## Positive promotion of Council's activities and achievements

Positive promotion of Council's activities and achievements	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council positively promotes its activities and achievements	83%	83%	83%	93%	80%	80%	76%

Positive promotion of Council's activities and achievements	Total	Ratepayer Status		Length of Time Lived in Area			
		Ratepayer	Non-Ratepayer	Less than 5	6 to 10	11 to 15	More than 15
Council positively promotes its activities and achievements	83%	82%	87%	87%	84%	83%	82%

Positive promotion of Council's activities and achievements	Total	Location	
		Urban	Rural
Council positively promotes its activities and achievements	83%	83%	83%