



**FINAL REPORT**

# **Community Satisfaction and Needs Survey**

## **Dubbo Regional Council**

June 2022





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# Community Satisfaction and Needs Survey Dubbo Regional Council

June 2022

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# 1. EXECUTIVE SUMMARY

Dubbo Regional Council (DRC) commissioned Taverner Research Group (TRG) to conduct its 2022 Community Satisfaction and Needs Survey, as a random and representative telephone survey of 600 adult residents living within the Dubbo Region. Surveying was conducted from February 14<sup>th</sup> to March 4<sup>th</sup>. Sampling error is  $\pm 4\%$  at the 95% confidence level. Among the key findings:

- Overall satisfaction with the performance of Council was below comparable regional councils in NSW.
- 81% of residents agreed that Dubbo Region is a good place to live.
- 91% of residents were proud to live in the Dubbo Regional Council area.
- 65% of residents had contacted DRC in the past 12 months, of which 66% were satisfied.
- 57% of residents were satisfied with the appearance of Dubbo and Wellington CBD's and surrounding areas.
- 75% of residents agreed that Council positively promotes its activities and achievements.
- 3. Residential development - more (affordable) housing; land availability.
- 4. Sporting facilities – basketball; rugby league; water sports.

Overall satisfaction with Council's performance has dropped below comparable Councils. 38% of residents surveyed were very dissatisfied or dissatisfied with Council's performance. These respondents identified the administration of Council, road maintenance, community consultation and improving the services and facilities as key improvement areas.

There is a link between the belief that Council positively promotes its achievement 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 achievement and activities is an important element in improving resident satisfaction.

The most valued aspects of living in Dubbo Regional Council were:

1. Community
2. Country atmosphere
3. Good quality facilities
4. Family and friends

Key themes for the needs of the Dubbo Local Government Area were:

1. Dubbo Regional Council – the new Councillors; stability; transparency; consultative.
2. Roads – further maintenance; improvement in the road network.

Summary of key service areas:

## **Housing and Basic Services**

Water supply, sewerage service and household recycling service outperformed comparable NSW regional councils.

- 68% of residents were satisfied with household recycling service.
- 15% of residents were satisfied with access to affordable housing, with a 2022 score of 2.7 out of 5 (compared to 3.5 in 2019).

## **Infrastructure**





## 1. EXECUTIVE SUMMARY

Satisfaction with several services measured within this category performed below comparable Councils.

- Council outperformed comparable NSW regional councils in street lighting, with 56% of residents satisfied with street lighting.
- Road maintenance, including both sealed and unsealed roads, recorded low average satisfaction ratings. Sealed roads did especially badly, with a score of 2.5 out of 5 (compared to 3.0 for comparable councils, and 2.9 for Dubbo in 2019).
- Satisfaction with CBD traffic management and car parking was above-average for comparable regional councils in NSW, whereas in 2019 it was below.

### **Economy**

None of the economic services showed improvement since 2019.

- However supporting local business development and promotion of tourism outperformed comparable councils in NSW.
- Access to diverse shopping was a strength of Council's economic services.
- 56% of residents were satisfied with promotion of tourism, while 54% of residents were satisfied with access to diverse shopping.
- Residents were least satisfied with the development application assessment process, same as 2019.

### **Leadership**

Each leadership measure declined since 2019.

- Council's events and support for events recorded the highest satisfaction rating (3.4 out of 5).
- Residents were least satisfied with being a well-run and managed Council (2.7 out of 5).

### **Liveability**

Liveability remained a high performing service area and a strength of Council's service delivery.

- Council outperformed comparable councils in six services including libraries, swimming pools, community halls, sports grounds, childcare facilities and community facilities.
- Council improved over 2019 in two services - swimming pools and river management.
- Overall satisfaction with the appearance of Dubbo and Wellington CBDs and surrounding areas held steady against 2019, but is underperforming relative to an average of comparable regional councils.
- 57% of residents were satisfied with the appearance of CBDs.

### **Facility Usage**

Parks were the facilities used by the highest proportion of Dubbo Regional Council residents (90%). Meanwhile 61% of residents said they visit the Dubbo Regional Theatre and Convention Centre at least once a year.

### **Customer Services**

Customers were very satisfied with Council's customer services.

- 66% overall satisfaction – with 21% overall dissatisfied with Council Customer Service.
- 20% of customers contacted Council regarding waste, 16% for general maintenance, 15% for rates and 14% for roads.



## 1. EXECUTIVE SUMMARY

- Local radio, then Facebook, were listed as the most preferred sources of information.

### **Perceptions of the Dubbo Region**

Six of the 12 statements recorded high average agreement ratings. All other statements (except "Residents have opportunity to have a say on important issues") recorded average agreement ratings, indicating that residents generally have high perceptions of the Dubbo Region as a place to live, work and do business.

Access to open spaces, sporting and recreational activities, being an inclusive community and the range of ATSI services were viewed as strengths of living in the region.

### **Performance of elected Councillors**

16% of residents were satisfied with the performance of elected Councillors.

Overall satisfaction with the performance of elected Councillors (2.4 out of 5) was below the result in 2019 (3.3 out of 5).

### **Dubbo Regional Council's community satisfaction levels against external benchmarks:**

*Outperforming comparable NSW regional councils*

- Water supply
- Street lighting
- Promotion of tourism
- Household recycling service
- Supporting local business development
- Sewerage service
- Childcare facilities and community halls and cultural centres

*In-line with comparable NSW regional councils*

- Access to affordable housing

- Household waste collection and annual kerbside clean-up service
- Parks, playgrounds, river management and rural reserves

*Underperforming relative to an average of comparable regional councils in NSW*

- Maintenance of sealed and unsealed roads
- Development application assessment process, managing residential development
- Maintenance of public toilets, cemeteries

### **SUMMARY**

The results of the 2022 Community Needs and Satisfaction Survey indicate a deterioration in overall satisfaction with the performance of Dubbo Regional Council over the past 12 months (2.79 out of 5) compared to 2019 and other regional NSW councils.

30% of residents were satisfied with the performance of Council, while overall satisfaction with the performance of elected Councillors was 2.4 out of 5.

16% of residents were satisfied with the performance of Councillors.



## 2. BACKGROUND

Taverner Research Group was commissioned by Dubbo Regional Council to conduct its 2022 Community Satisfaction and Needs Survey, which tracks Council's performance in service delivery, identifies priority areas, evaluates Council's customer services and communication, and explores quality of life in the LGA.

The objectives for the Community Satisfaction Survey process were to:

- Measure the importance of, and satisfaction with, services and facilities provided by Council
- Compare levels of satisfaction for Council's services and facilities with previous results and with similar councils
- Assist Council in identifying service priorities for the community
- Identify future priorities for Council to focus on
- Evaluate Council's customer services and communication

Note: This report is branded Taverner Research, reflecting the acquisition of IRIS Research by Taverner in 2020 and its integration with the new owners.



### 3. RESEARCH DESIGN

The Dubbo Regional Council Community Satisfaction and Needs Survey 2022 aimed to collect 600 completed responses from a random sample of adult residents in the DRC local government area. The reported results have a margin of error of  $\pm 3.9\%$  at the 95% confidence level. This means that if we repeated the survey 100 times, in 95 of those surveys the results will be within 3.9% of the true population value.

#### Computer-Aided Telephone Interviews (CATI)

A telephone based (CATI) survey was used to secure a response from 600 residents throughout the Dubbo Regional Council local government area. Of the total responses, 354 (or 59%) were collected from mobile phones. The survey population was “residents of the Dubbo Regional Council local government area aged 18 years or older”. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender. To qualify for a survey, residents had to have lived in the DRC LGA for more than six months and not be an employee or Councillor with Dubbo Regional Council.

Interviews were conducted between 14 February and 4 March 2022. Calls were made between 4.30pm and 8.30pm weekdays, and 10am-4pm on weekends. Eighteen interviewers conducted interviews over the course of the data collection period. The survey was implemented according to ISO 20252 standards. Continuous interviewer monitoring was used to monitor for quality control. The survey questionnaire was provided in a separate document titled ‘6202 - Dubbo Regional Council 2022 CSS v06\_scripting’.

**Table 1** Telephony Sample

TELEPHONY	%	#
Landlines	41%	246
Mobiles	59%	354
<b>TOTAL</b>	<b>100%</b>	<b>600</b>

#### Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 14 February to 7 March 2022 and 193 completed responses were collected. These results have been shared with Council in a separate report.





### 3. RESEARCH DESIGN

#### 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 based on the population of the DRC local government area.

**Table 2** 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.

**Table 2** Survey Weighting

AGE	POPULATION		IDEAL		ACTUAL		WEIGHTS	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
<b>18 to 34</b>	5542	5527	88	88	23	29	2.82	2.40
<b>35 to 64</b>	8930	9501	142	150	95	191	1.50	0.74
<b>65 plus</b>	3845	4453	61	71	104	158	0.64	0.51
<b>TOTAL</b>	<b>18317</b>	<b>19481</b>	<b>291</b>	<b>309</b>	<b>222</b>	<b>378</b>		

#### Sample Profile

To obtain a clear view of the sample’s profile and to conduct comparison tests, demographic characteristics including gender, age, ratepayer status, time lived in the DRC local government area, and area were collected. **Table 3** details the weighted sample profile for this survey.

**Table 3** Sample Profile

GENDER	%	N
Male	48%	222
Female	52%	378
Age	%	N
18 to 34 years	29%	52
35 to 49 years	19%	113
50 to 64 years	30%	173
65 plus years	22%	262
Prefer not to say	0%	0
Ratepayer Status	%	N
Pay Council rates ourselves	78%	505
Landlord pays Council rates	22%	95



### 3. RESEARCH DESIGN

LENGTH OF TIME LIVED IN DUBBO LGA	%	N
Less than one year	1%	2
1 – 5 years	7%	25
6 – 10 years	13%	60
11 – 15 years	13%	62
More than 15 years	66%	451
Area	%	N
Ballimore	0%	2
Bodangora	1%	3
Brocklehurst	1%	5
Dripstone	0%	1
Dubbo	61%	365
Elong Elong	0%	3
Euchareena	1%	6
Eumungerie	1%	5
Geurie	2%	18
Kerrs Creek	0%	1
Maryvale	2%	6
Mogriguy	0%	0
Mumbil	2%	11
Neurea	0%	2
North Yeoval	1%	5
Rawsonville	1%	2
Stuart Town	1%	5
Toongi	0%	2
Wellington	16%	91
Wongarbon	2%	18
Other (please specify)	8%	49



## 3. RESEARCH DESIGN

### How to Read This Report

This report provides the results of the telephone survey component of the Dubbo Regional Council Community Satisfaction and Needs Survey 2022.

#### Terminology

The term 'residents' is used to describe the respondents of the survey. These respondents are permanent residents of the Dubbo local government area aged 18 years and over.

The term 'customers' is used to describe residents that have contacted Dubbo Regional Council at least once in the past 12 months and completed the Customer Services section of the survey.

'Average' is used to denote the mean score for rating scale questions. For example, 'average satisfaction' refers to the mean satisfaction score.

'Satisfied' refers to the proportion of residents that rated their satisfaction 4 or 5 on the five-point scale.

'Dissatisfied' refers to the proportion that rated their satisfaction 1 or 2 on the five-point scale.

'Comparable Council' is used to describe the average of regional NSW councils with comparable characteristics to Dubbo Regional Council which is used for external benchmarking purposes.

#### Statistically significant differences

Throughout the report differences between groups are described as significant differences if they reached statistical significance using an error rate of  $\alpha=0.05$ . This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than five percent (5%) of the samples would show a difference as large or larger than the one obtained.

Statistically significant differences are referred to as following:

- Significantly more satisfied or significantly less satisfied
- More satisfied or less satisfied

Tables below labelled 'Subgroup Analysis' contain all instances of statistically significant differences among subgroups.

#### Notes on data aggregation

Aggregated data reporting in commentary may be different (+/- 1%) to the sum of the individual components shown in a chart or commentary due to rounding.

The sum of the displayed results to single response questions may not add to 100% due to rounding of the individual responses.



## 4. OVERALL SATISFACTION

This section of the report covers overall satisfaction with Dubbo Regional Council. It includes subgroup analysis, comparisons with previous results (internal benchmarks) and comparisons with councils with similar characteristics to Dubbo Regional Council (external benchmarks).

### 4.1. OVERALL SATISFACTION WITH COUNCIL

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

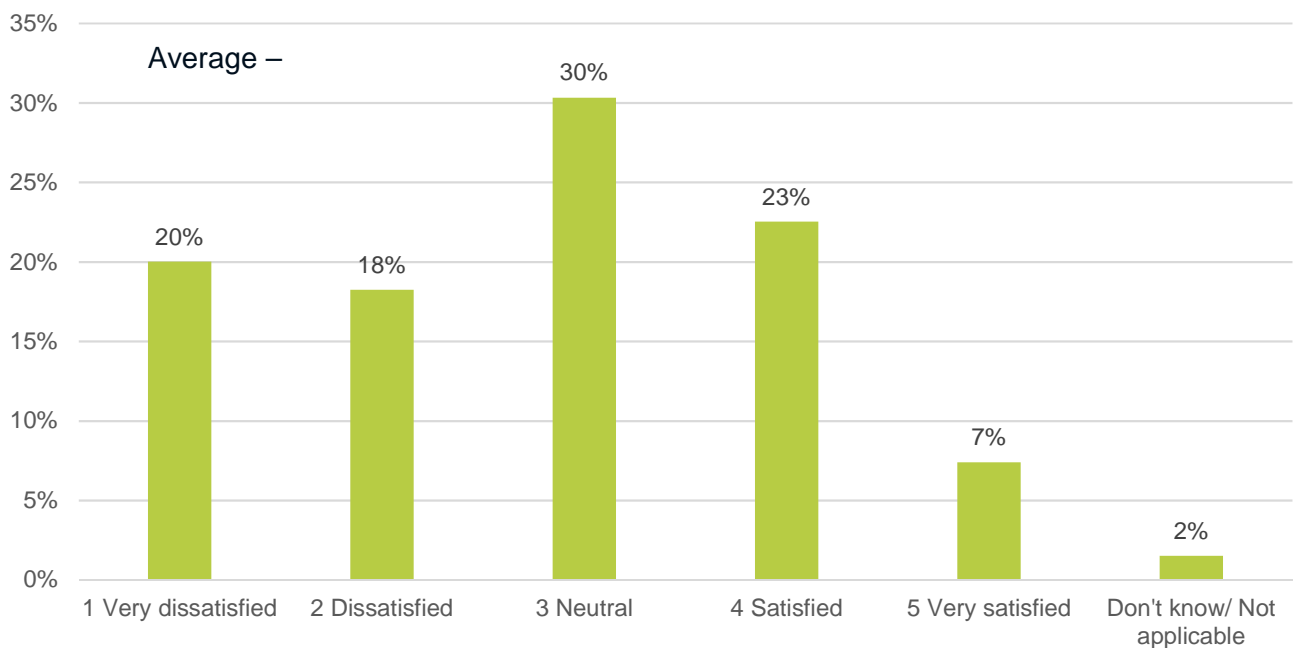
In total, 30% of residents were satisfied overall with the performance of Council, with 7% providing the highest rating of 5. Thirty-eight percent (38%) were dissatisfied, while 30% provided a neutral rating of 3.

These results combined for a below-average satisfaction score of 2.79 out of 5.

**Figure 1** Overall satisfaction with the performance of Dubbo Regional Council

Q4 ON A SCALE OF 1 TO 5 WHERE 1 MEANS VERY DISSATISFIED AND 5 MEANS VERY SATISFIED, HOW WOULD YOU RATE YOUR SATISFACTION WITH THE OVERALL PERFORMANCE OF DUBBO REGIONAL COUNCIL OVER THE PAST 12 MONTHS?

BASE: ALL RESPONDENTS (N=600)







## 4. OVERALL SATISFACTION

**Table 4** Overall satisfaction with Council – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Aged 18-34 were significantly more satisfied (3.2) than aged 50-64 (2.5).
Ratepayer Status	Renters were significantly more satisfied (3.2) than ratepayers (2.7).
Length of time lived in Dubbo LGA	Residents who had lived in the area for 6-10 years were more satisfied (3.2) than residents who had lived in the area 15+ years (2.6).
Area	Nil

### 4.2. INTERNAL BENCHMARKS

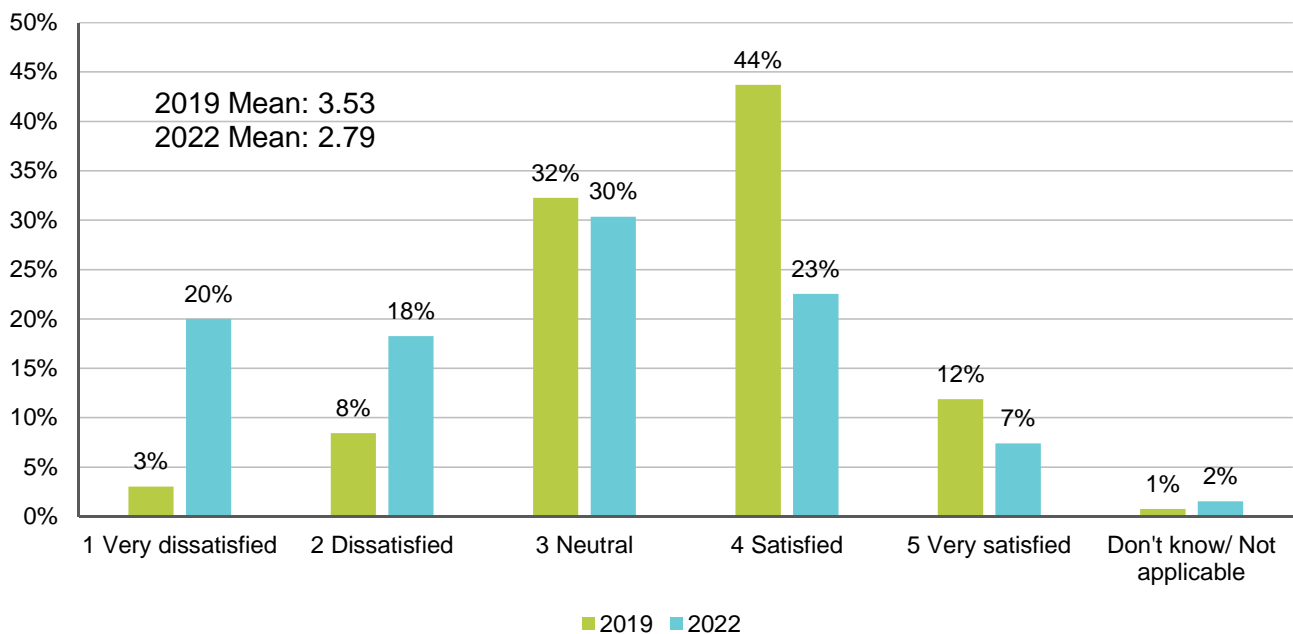
**Figure 2** compares the breakdown in ratings for 2022 with previous survey results from 2019. There has been a decline in the proportions that provided a rating of 4 (-21% pts) and 5 (-5% pts) compared to 2019. This was driven by an increase in the proportion of residents that gave a negative rating of 2 (+10% pts) and 1 (+17% pts).

The mean satisfaction score fell 21% survey-to-survey, from an above average 3.53 to a below-average 2.79.

**Figure 2** Overall satisfaction with Council – Breakdown Comparison

Q4 ON A SCALE OF 1 TO 5 WHERE 1 MEANS VERY DISSATISFIED AND 5 MEANS VERY SATISFIED, HOW WOULD YOU RATE YOUR SATISFACTION WITH THE OVERALL PERFORMANCE OF DUBBO REGIONAL COUNCIL OVER THE PAST 12 MONTHS?

BASE: ALL RESPONDENTS (N=600)





## 4. OVERALL SATISFACTION

### 4.3. EXTERNAL BENCHMARKS

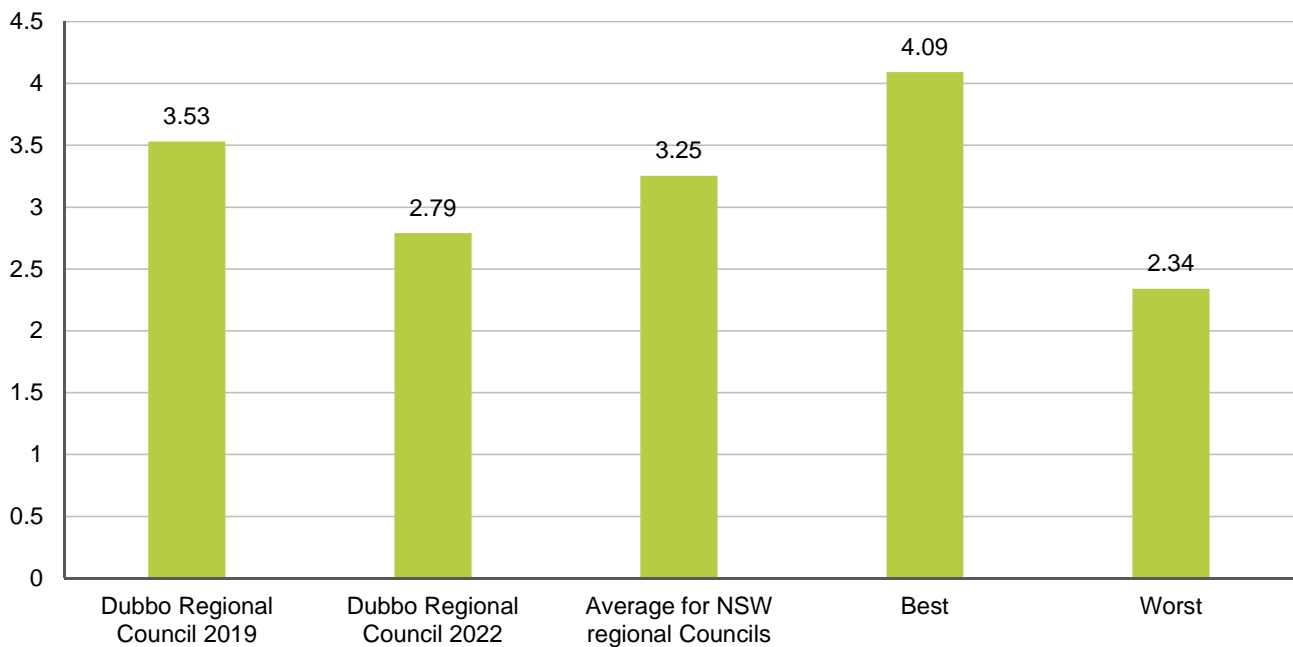
Error! Reference source not found. **Figure 3** compares the benchmarked result for overall satisfaction with Council with an average of comparable councils in regional NSW, as well as the best and worst results on the Taverner Research Group benchmark database. A difference of  $\pm 0.2$  pts indicated a statistically significant difference in performance.

Dubbo Regional Council underperformed relative to the average of comparable regional NSW councils (-0.46).

**Figure 3** Overall satisfaction with Council – External Benchmarks

Q4 ON A SCALE OF 1 TO 5 WHERE 1 MEANS VERY DISSATISFIED AND 5 MEANS VERY SATISFIED, HOW WOULD YOU RATE YOUR SATISFACTION WITH THE OVERALL PERFORMANCE OF DUBBO REGIONAL COUNCIL OVER THE PAST 12 MONTHS?

BASE: ALL RESPONDENTS (N=600)



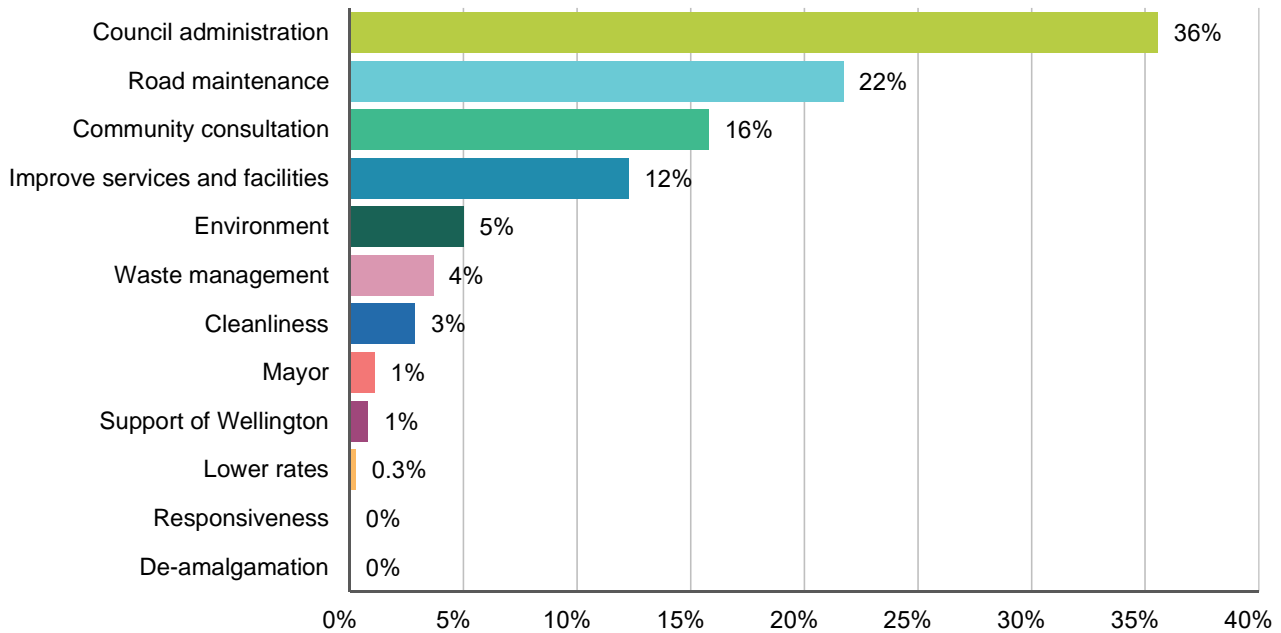


## 4. OVERALL SATISFACTION

Q5 as an open-ended question, and guided to “one improvement”, made respondents focus in on a single issue. *Road maintenance* was mentioned by nearly a quarter of respondents but combining *Council administration* and *Community consultation* was more than half of mentions.

**Figure 4** One improvement to Council’s service delivery

Q5 WHAT IS ONE IMPROVEMENT COUNCIL COULD MAKE TO ITS SERVICE DELIVERY?  
BASE: Q4 DISSATISFIED (N=244)



**Table 5** One improvement to Council’s service delivery – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 50-64 were significantly more likely to list 'cleanliness' as the one improvement Council could focus on.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil



## 4. OVERALL SATISFACTION

An open-ended question is prone to big fluctuations in results, but it seems that concerns about Mayor, Wellington and rates subsided.

**Table 6** One improvement to Council’s service delivery – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
<b>Council administration</b>	20%	36%	+16%
<b>Road maintenance</b>	10%	22%	+12%
<b>Community consultation</b>	13%	16%	+3%
<b>Improve services and facilities</b>	12%	12%	-
<b>Environment</b>	1%	5%	+4%
<b>Waste management</b>	5%	4%	-1%
<b>Cleanliness</b>	1%	3%	+2%
<b>Mayor</b>	6%	1%	-5%
<b>Support of Wellington</b>	7%	1%	-6%
<b>Lower rates</b>	12%	0%	-12%



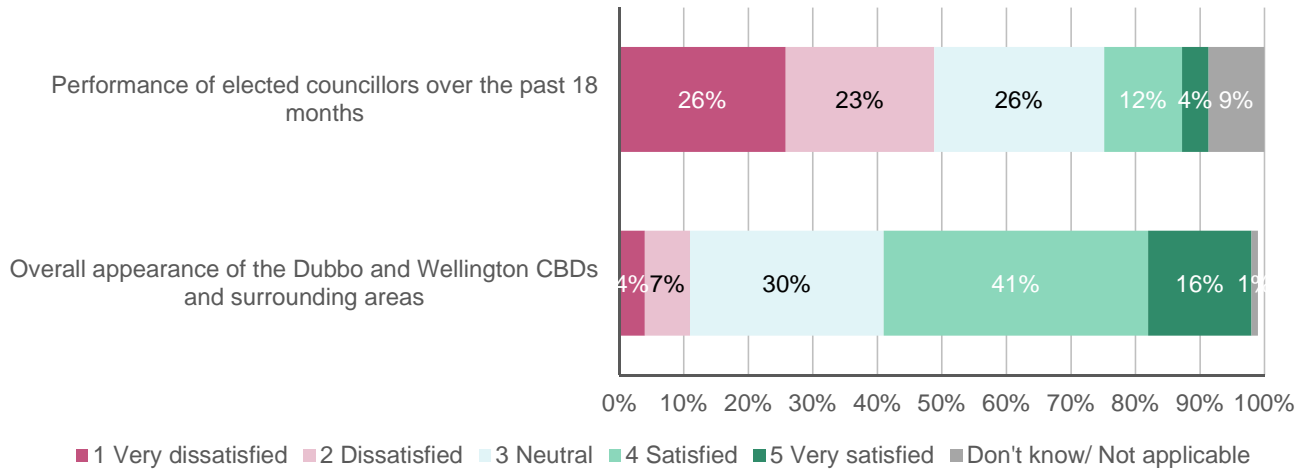


## 4. OVERALL SATISFACTION

Performance of elected councillors over the past 18 months dropped by a quarter (a statistically significant difference) since 2019.

**Figure 5** Satisfaction with Council broadly

Q6 USING THE SAME SCALE, PLEASE RATE YOUR SATISFACTION WITH...  
BASE: ALL RESPONDENTS (N=600)



**Table 7** Satisfaction with Council broadly – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 18-34 were significantly more satisfied with performance of elected Councillors in the past 18 months. Residents aged 50-64 were significantly less satisfied with performance of elected Councillors in the past 18 months.
Ratepayer Status	Renters were significantly more satisfied with performance of elected Councillors in the past 18 months.
Length of time lived in Dubbo LGA	Residents who have lived in the area less than 6 years were significantly more satisfied with performance of elected Councillors in the past 18 months. Residents who have lived in the area 15+ years were significantly more dissatisfied.
Area	Nil

**Table 8** Satisfaction with Council broadly – Internal Benchmarks

	2019	2022	SIGNIFICANT CHANGE SINCE 2019
Performance of elected Councillors over the past 18 months	3.3	2.4	-27%
Overall appearance of the Dubbo and Wellington CBDs and surrounding areas	3.6	3.6	0%



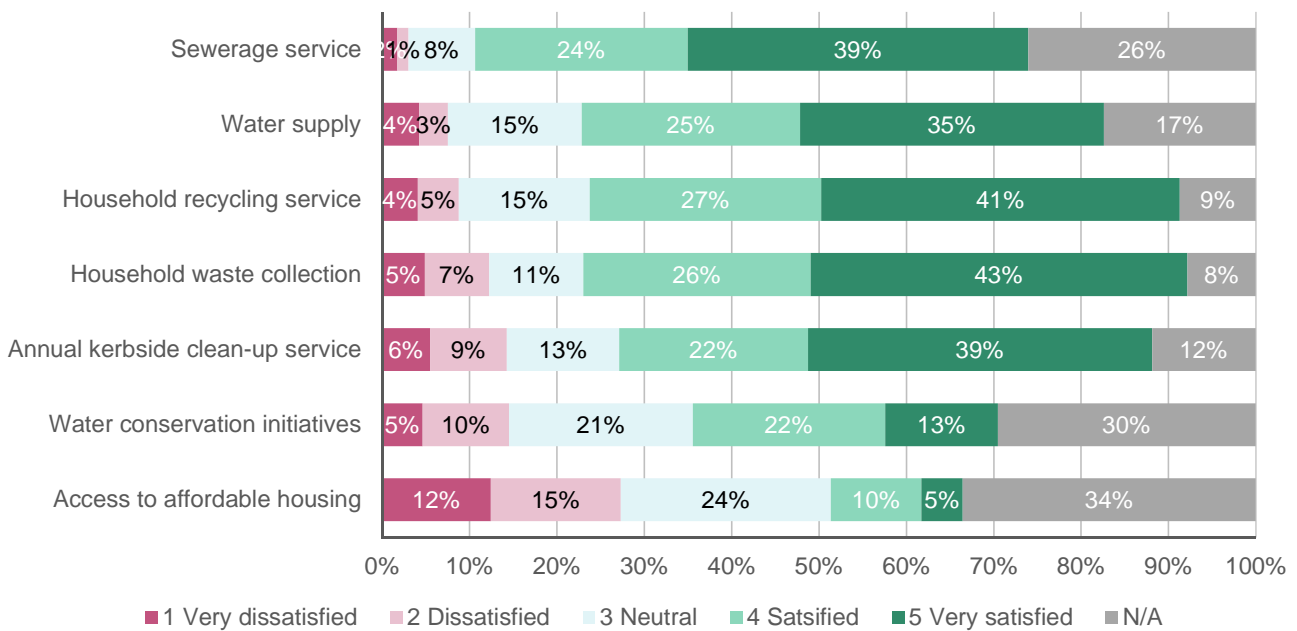
## 5. COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Dubbo Regional Council. Residents were asked to rate their satisfaction with 40 services and facilities provided by Council using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

All the Housing and Basic Services area except *Water conservation initiatives* and *Access to affordable housing* recorded high average satisfaction ratings (above 3.75). Residents were most satisfied with the *Sewerage service* (4.3).

**Figure 6** Housing and Basic Services

Q1 PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING SERVICES AND FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 9** Housing and Basic Services – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Nil
<b>Age</b>	Residents aged 65+ were significantly more satisfied with household waste collection and household recycling service.
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in Dubbo LGA</b>	Residents who had lived in the area less than 6 years were significantly more satisfied with household waste collection. Residents who had lived in the area 6-10 years were significantly more satisfied with the household recycling service.
<b>Area</b>	Nil



## 5. COUNCIL SERVICES & FACILITIES

In all areas of Housing and Basic services DRC scored roughly as well as 2019 (except *Access to affordable housing*). *Access to affordable housing* dropped by about a quarter since 2019, though it is now in line with comparable councils so where before DRC was well ahead of comparable councils now it is not.

**Table 10** Housing and Basic Services – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
<b>Sewerage service</b>	4.2	4.3	+2%
<b>Household recycling service</b>	3.9	4.0	+3%
<b>Household waste collection</b>	4.0	4.0	-
<b>Water supply</b>	4.1	4.0	-2%
<b>Annual kerbside clean-up service</b>	3.8	3.9	+3%
<b>Water conservation initiatives</b>	3.3	3.4	+3%
<b>Access to affordable housing</b>	3.5	2.7	-23%

No areas of Housing and Basic Services were below comparable councils. *Sewerage services*, *Household recycling service* and *Water supply* were each 8% ahead of comparable councils.

**Table 11** Housing and Basic Services – External Benchmarks

	DUBBO 2022	COMPARABLE COUNCILS	DIFFERENCE
<b>Sewerage service</b>	4.3	4.0	+8%
<b>Household recycling service</b>	4.0	3.7	+8%
<b>Household waste collection</b>	4.0	4.0	-
<b>Water supply</b>	4.0	3.7	+8%
<b>Annual kerbside clean-up service</b>	3.9	3.9	-
<b>Water conservation initiatives</b>	3.4	3.4	-
<b>Access to affordable housing</b>	2.7	2.7	-



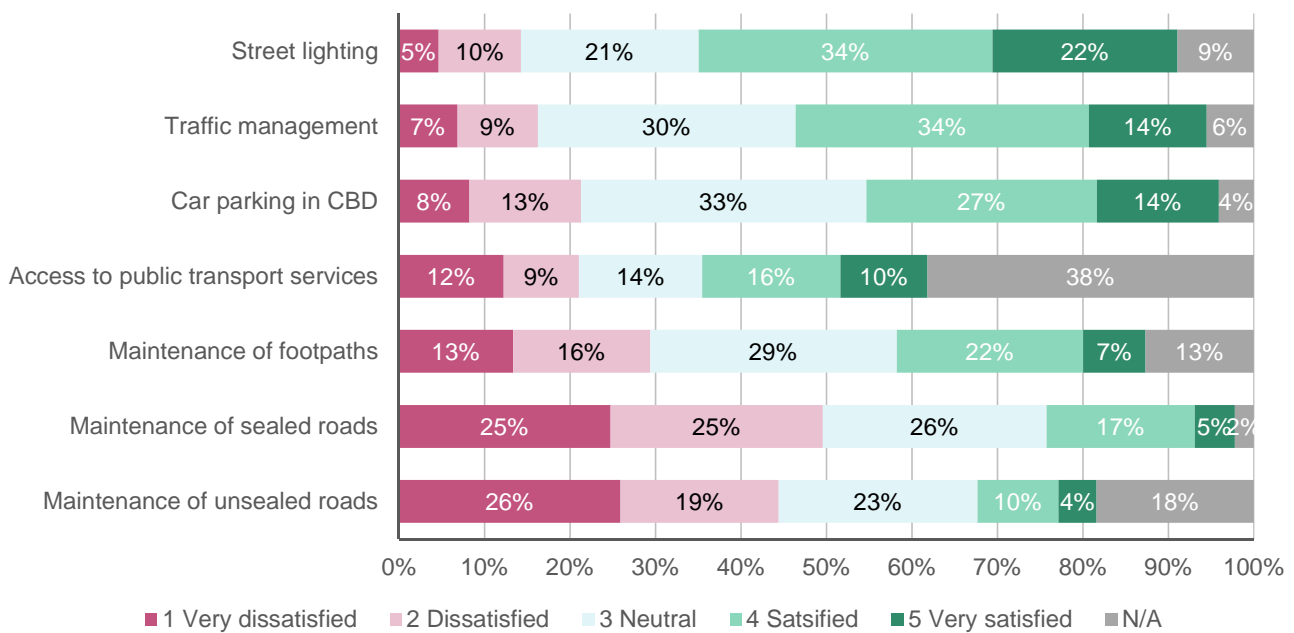
## 5. COUNCIL SERVICES & FACILITIES

Like the unprompted ‘one improvement’ (Q5 above), the headline for Infrastructure is roads, sealed and unsealed. Half of respondents are dissatisfied with *Maintenance of sealed roads*, and 45% dissatisfied with *Maintenance of unsealed roads*.

The service which recorded the highest average satisfaction rating was *Street lighting* (3.6). Fifty-six percent (56%) of residents were satisfied with this service while 15 percent are dissatisfied. This is followed by *Traffic management* (3.4) and *Car parking in the CBD* (3.3).

**Figure 7** Infrastructure

Q1 PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING SERVICES AND FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 12** Infrastructure – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 18-34 were significantly more satisfied with maintenance of unsealed roads. Residents aged 65+ were significantly more satisfied with maintenance of sealed roads.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Urban residents were significantly more satisfied with access to public transport, and maintenance of sealed and unsealed roads.





## 5. COUNCIL SERVICES & FACILITIES

Maintenance of both sealed and unsealed roads had the biggest drop since 2019. *Maintenance of sealed roads* became 17% lower than comparable councils.

Dubbo Regional Council most outperformed comparable councils on *Street lighting*, followed by *Traffic management* and *Car parking in the CBD*.

**Table 13** Infrastructure – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Street lighting	3.5	3.6	+3%
Traffic management	3.3	3.4	+3%
Car parking in CBD	3.1	3.3	+6%
Access to public transport services	3.3	3.1	-6%
Maintenance of footpaths	3.1	2.9	-6%
Maintenance of sealed roads	2.9	2.5	-14%
Maintenance of unsealed roads	2.7	2.4	-11%

**Table 14** Infrastructure – External Benchmarks

	DUBBO 2022	COMPARABLE COUNCIL	DIFFERENCE
Street lighting	3.6	3.3	+9%
Traffic management	3.4	3.2	+6%
Car parking in CBD	3.3	3.2	+3%
Access to public transport services	3.1	3.1	-
Maintenance of footpaths	2.9	3.1	-6%
Maintenance of sealed roads	2.5	3.0	-17%
Maintenance of unsealed roads	2.4	2.5	-4%



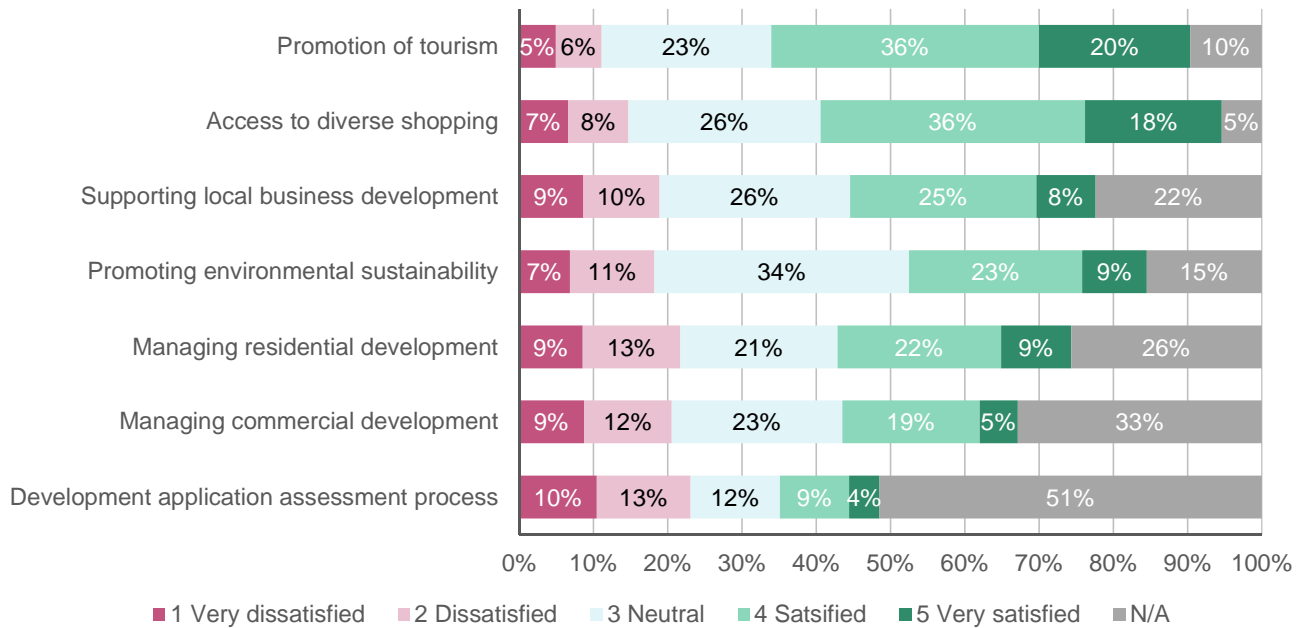
## 5. COUNCIL SERVICES & FACILITIES

56% of respondents were satisfied with *Promotion of tourism* but 13% were satisfied with the *Development application assessment process*.

Residents aged 50-64 were significantly less satisfied with *Managing commercial development*. As this cohort often leads other age groups for business ownership, this might be worthy of further scrutiny.

**Figure 8** Economy

Q1 PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING SERVICES AND FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 15** Economy – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 50-64 were significantly less satisfied with managing commercial development. Residents aged 65+ were significantly more satisfied with promoting environmental sustainability.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil



## 5. COUNCIL SERVICES & FACILITIES

In almost all areas of Economy DRC dropped since 2019, though none well below comparable councils (even with a 6% drop since 2019, *Supporting local business development* is ahead of comparable councils by 14%).

The second highest score was for *Access to diverse shopping* (3.5), the only Economy statement whose 2022 result was not lower than 2019. This is commendable given the havoc Covid19 wreaked on high street traders.

**Table 16** Economy – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Promotion of tourism	3.9	3.7	-5%
Access to diverse shopping	3.5	3.5	-
Supporting local business development	3.4	3.2	-6%
Promoting environmental sustainability	3.4	3.2	-6%
Managing residential development	3.6	3.1	-14%
Managing commercial development	3.4	3.0	-12%
Development application assessment process	3.1	2.7	-13%

**Table 17** Economy – External Benchmarks

	DUBBO 2022	COMPARABLE COUNCIL	DIFFERENCE
Promotion of tourism	3.7	3.4	+9%
Access to diverse shopping	3.5	3.5	-
Supporting local business development	3.2	2.8	+14%
Promoting environmental sustainability	3.2	3.2	-
Managing residential development	3.1	3.2	-3%
Managing commercial development	3.0	3.0	-
Development application assessment process	2.7	2.8	-4%

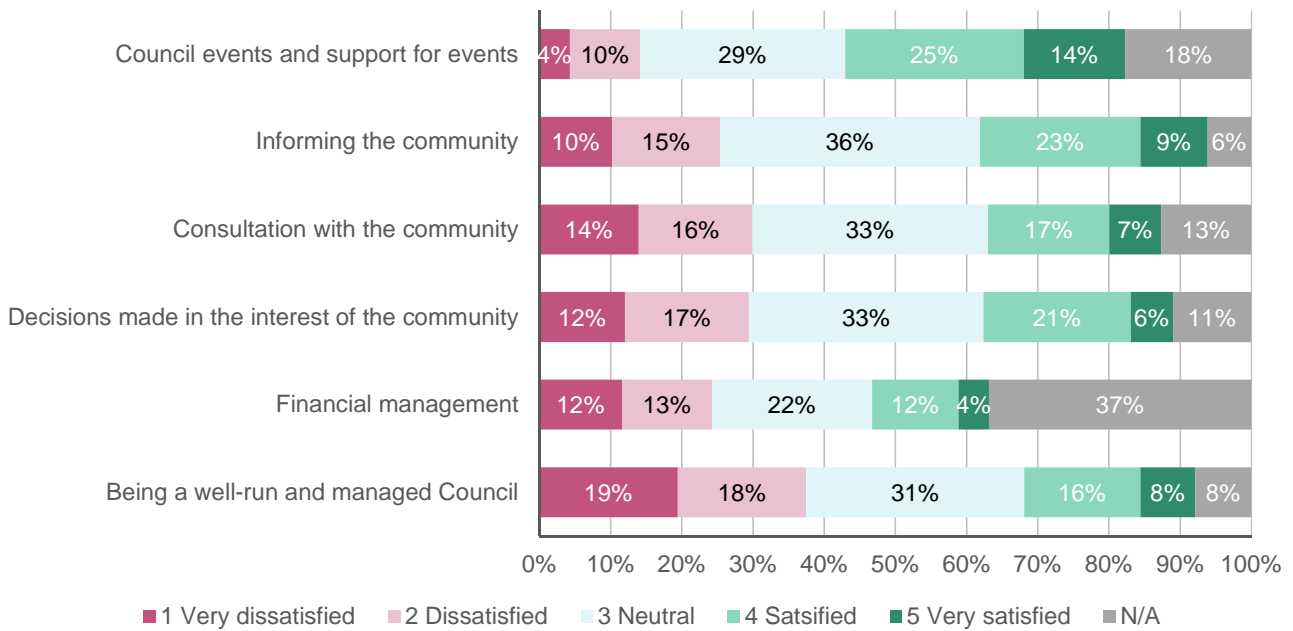


## 5. COUNCIL SERVICES & FACILITIES

A third of respondents were dissatisfied with *Being a well-run and managed Council*. Thirty percent were dissatisfied with *Consultation with the community*, 29% dissatisfied with *Decisions made in the interest of the community*, and 25% dissatisfied with *Informing the community* and *Financial management*.

**Figure 9 Leadership**

Q2 PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING SERVICES AND FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 18 Leadership – Subgroup Analysis**

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Female residents were significantly more satisfied with Council events and support for events.
<b>Age</b>	Residents aged 35-49 were significantly less satisfied with Council events and support for events. Residents aged 65+ were significantly more satisfied with being a well-run and managed Council.
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in Dubbo LGA</b>	Nil
<b>Area</b>	Nil



## 5. COUNCIL SERVICES & FACILITIES

All bar one area of Leadership saw DRC drop double-digit percentages since 2019 (*Being a well-run and managed Council* down nearly a quarter), though this is mostly in line with comparable councils.

**Table 19** Leadership – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
<b>Council events and support for events</b>	3.8	3.4	-11%
<b>Informing the community</b>	3.5	3.1	-11%
<b>Consultation with the community</b>	3.3	2.9	-12%
<b>Decisions made in the interest of the community</b>	3.2	2.9	-9%
<b>Financial management</b>	3.3	2.8	-15%
<b>Being a well-run and managed Council</b>	3.4	2.7	-21%

**Table 20** Leadership – External Benchmarks

	DUBBO 2022	COMPARABLE COUNCIL	DIFFERENCE
<b>Council events and support for events</b>	3.4	3.4	-
<b>Informing the community</b>	3.1	3.1	-
<b>Decisions made in the interest of the community</b>	2.9	2.9	-
<b>Being a well-run and managed Council</b>	2.7	2.8	-4%
<b>Consultation with the community</b>	2.9	2.8	+4%
<b>Financial management</b>	2.8	2.8	-



## 5. COUNCIL SERVICES & FACILITIES

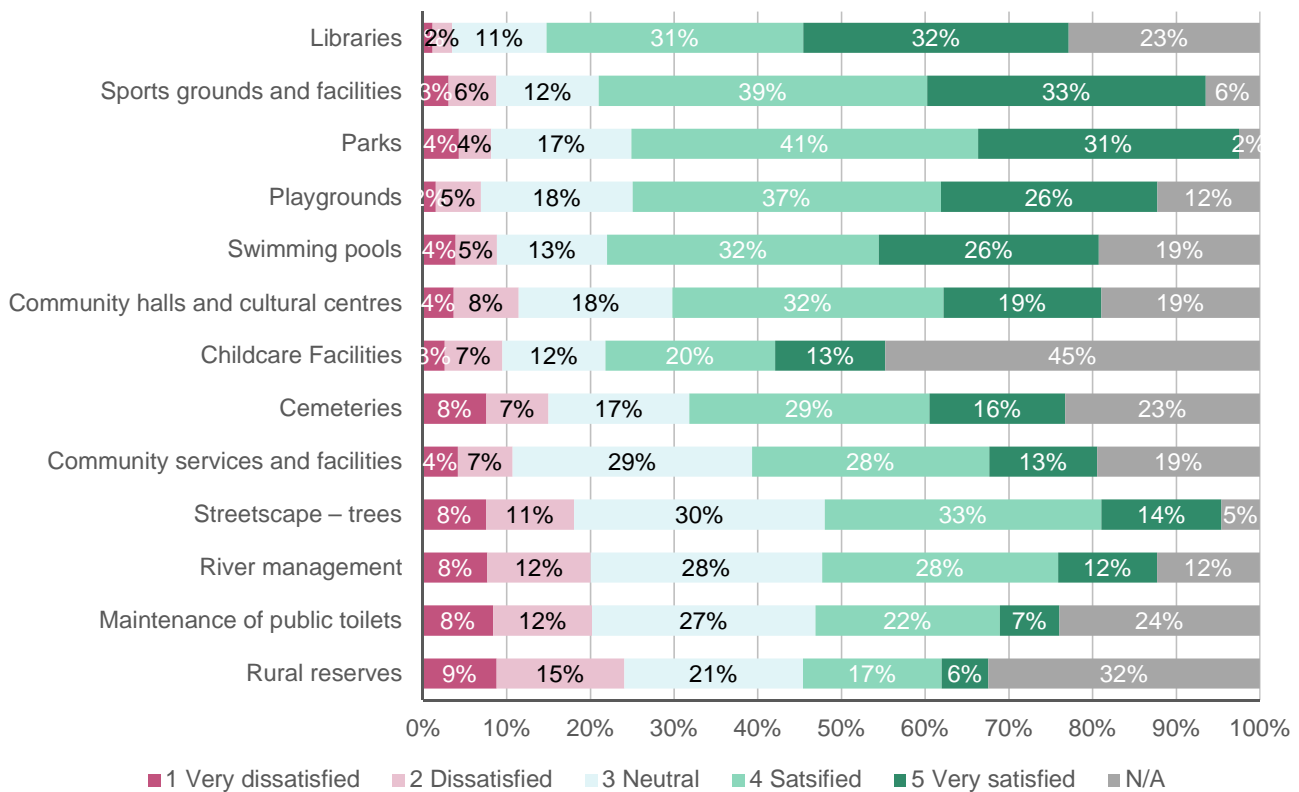
Attended venues (libraries, sports grounds) seemed to receive higher levels of satisfaction than ambient factors (river management, streetscape).

Like 2019, half of Liveability statements recorded high ratings (3.75 or above).

Rural people were more dissatisfied with *Rural reserves*.

**Figure 10** Liveability

Q2 PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING SERVICES AND FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 21** Liveability – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Nil
<b>Age</b>	Residents aged under 35 were significantly more satisfied with streetscape (trees). Residents aged 65+ were significantly more satisfied with sports grounds and facilities.
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in Dubbo LGA</b>	Residents who had lived in the area for 6-10 years were significantly more satisfied with sports grounds and facilities.
<b>Area</b>	Rural residents were significantly more satisfied with streetscape (trees) and significantly less satisfied with rural reserves.





## 5. COUNCIL SERVICES & FACILITIES

Satisfaction with *Cemeteries* dropped 10% since 2019, making DRC 8% behind comparable councils. *Rural reserves* dropped nearly a quarter since 2019 (was previously ranked 8<sup>th</sup> out of 13, now 13<sup>th</sup>), though this is on par with comparable councils.

**Table 22** Liveability – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
<b>Libraries</b>	4.3	4.2	-2%
<b>Sports grounds and facilities</b>	4.1	4.0	-2%
<b>Parks</b>	4.1	3.9	-5%
<b>Playgrounds</b>	3.9	3.9	-
<b>Swimming pools</b>	3.8	3.9	+3%
<b>Community halls and cultural centres</b>	3.9	3.7	-5%
<b>Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)</b>	4.0	3.6	-10%
<b>Cemeteries</b>	3.9	3.5	-10%
<b>Community services and facilities</b>	3.7	3.5	-5%
<b>Streetscape - trees</b>	3.4	3.4	-
<b>River management</b>	3.1	3.3	+6%
<b>Maintenance of public toilets</b>	3.1	3.1	-
<b>Rural reserves</b>	3.7	2.9	-22%

**Table 23** Liveability – External Benchmarks

	DUBBO 2022	COMPARABLE COUNCIL	DIFFERENCE
<b>Libraries</b>	4.2	4.1	+2%
<b>Parks</b>	3.9	3.9	-
<b>Playgrounds</b>	3.9	3.9	-
<b>Cemeteries</b>	3.5	3.8	-8%
<b>Swimming pools</b>	3.9	3.8	+3%
<b>Community halls and cultural centres</b>	3.7	3.6	+3%
<b>Sports grounds and facilities</b>	4.0	3.6	+11%
<b>Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)</b>	3.6	3.5	+3%
<b>Streetscape - trees</b>	3.4	3.4	-
<b>River management</b>	3.3	3.3	-
<b>Community services and facilities</b>	3.5	3.3	+6%
<b>Maintenance of public toilets</b>	3.1	3.2	-3%
<b>Rural reserves</b>	2.9	2.9	-



## 5. COUNCIL SERVICES & FACILITIES

### Derived importance

**Table 24** (below) shows derived importance for Council facilities and services – essentially a correlation between the individual facilities and services, and overall satisfaction with Council. Putting this another way, the higher the correlation, the more likely this facility or service is to influence a resident’s overall satisfaction score.

**Table 24** Derived importance scores for Council services and facilities (2022 only)

SERVICES AND FACILITIES	CORRELATION
Being a well-run and managed Council	69%
Decisions made in the interest of the community	61%
Financial management	59%
Consultation with the community	53%
Maintenance of unsealed roads	51%
Community services and facilities	50%
Informing the community	50%
Maintenance of sealed roads	49%
Rural reserves	48%
Supporting local business development	47%
Managing commercial development	47%
Development application assessment process	45%
Parks	43%
Council events and support for events	42%
Managing residential development	41%
Sports grounds and facilities	40%
Household recycling service	39%
River management	38%
Traffic management	37%
Water conservation initiatives	37%
Maintenance of footpaths	37%
Promoting environmental sustainability	36%
Cemeteries	36%
Playgrounds	36%
Access to diverse shopping	35%
Community halls and cultural centres	35%
Water supply	35%
Streetscape – trees	35%
Childcare Facilities	35%
Promotion of tourism	34%



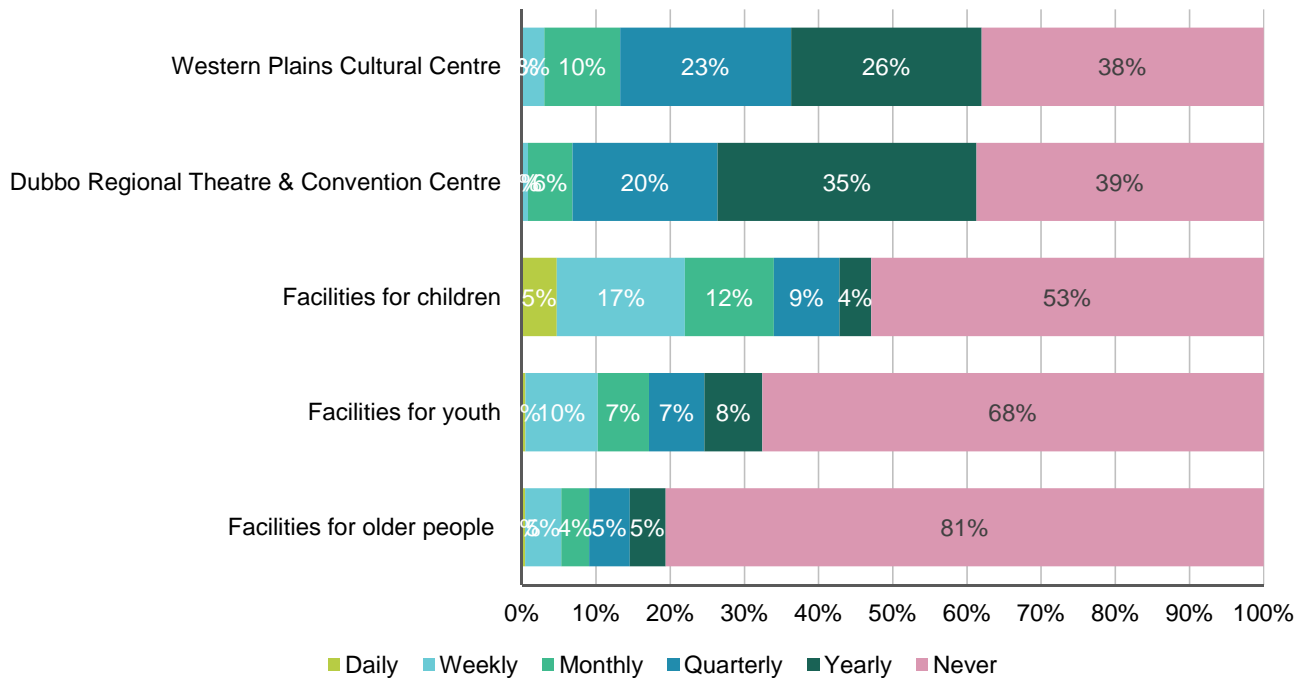
## 5. COUNCIL SERVICES & FACILITIES

Maintenance of public toilets	34%
Car parking in CBD	31%
Household waste collection	31%
Access to affordable housing	31%
Access to public transport services	31%
Libraries	31%
Annual kerbside clean-up service	29%
Street lighting	29%
Swimming pools	29%
Sewerage service	23%

It is understandable that facilities for children/youth/older people have high levels of ‘never’ usage, since their offerings are age-targeted. It is heartening that nearly two-thirds of people use the convention centre and cultural centre more than ‘never’.

**Figure 11** Frequency of using facilities 1

Q3 HOW FREQUENTLY DO YOU USE THE FOLLOWING FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



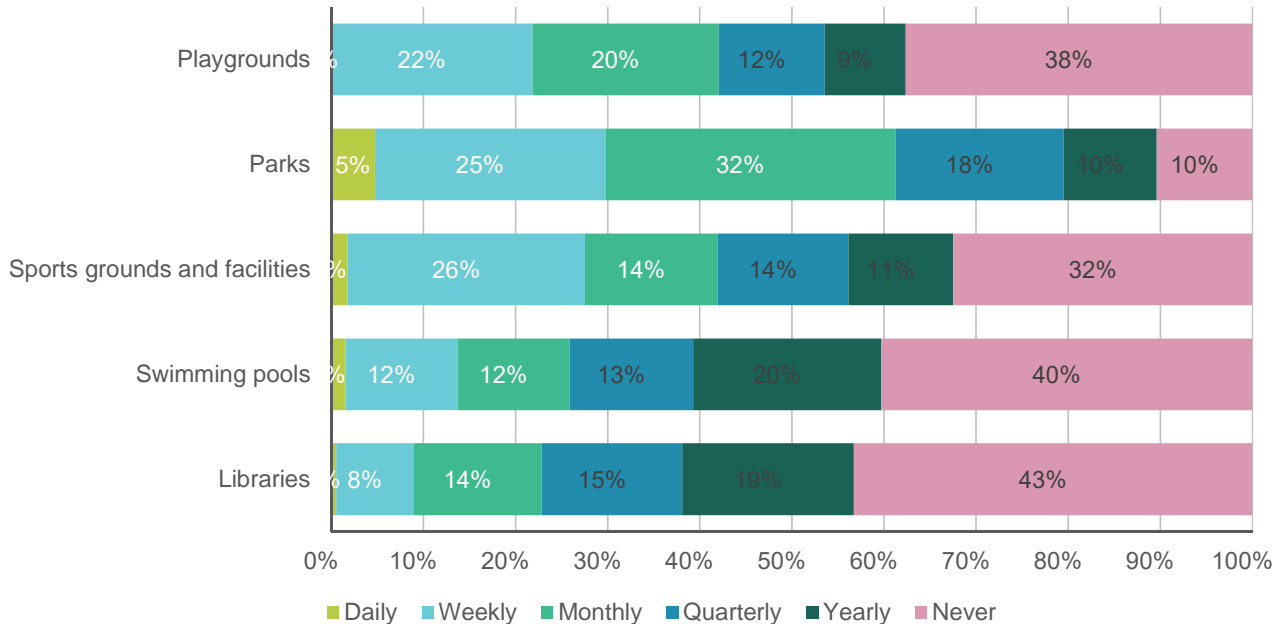


## 5. COUNCIL SERVICES & FACILITIES

Ninety percent of respondents go to a park at least yearly, while close to half never go to a library.

**Figure 12** Frequency of using facilities 2

Q3 HOW FREQUENTLY DO YOU USE THE FOLLOWING FACILITIES...  
BASE: ALL RESPONDENTS (N=600)



**Table 25** Frequency of using facilities – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Female residents were significantly more likely to use playgrounds at least once a year.
<b>Age</b>	Residents aged 18-49 were significantly more likely to use swimming pools, playgrounds, sports grounds, and facilities for children at least yearly. Residents aged 35-49 were significantly more likely to use facilities for youth at least yearly. Residents aged 50+ were significantly more likely to use swimming pools, facilities for children and facilities for youth 'never'. Residents aged 65+ were significantly more likely to use sports grounds and park 'never'.
<b>Ratepayer Status</b>	Renters were significantly more likely to use playgrounds at least once a year.
<b>Length of time lived in Dubbo LGA</b>	Residents who have lived in the area for less than 6 years were significantly more likely to say 'never' use facilities for older people and were significantly more likely use parks and playgrounds at least once a year. Residents who had lived in the area for 11-15 years were significantly more likely to have used facilities for children and swimming pools at least once in the past year. Residents who have lived in the area more than 15 years were significantly more likely to use swimming pools, playgrounds, and facilities for children 'never'.
<b>Area</b>	Urban residents were significantly more likely to use playgrounds and parks at least once a year.



## 6. 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.

### 6.1. 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.

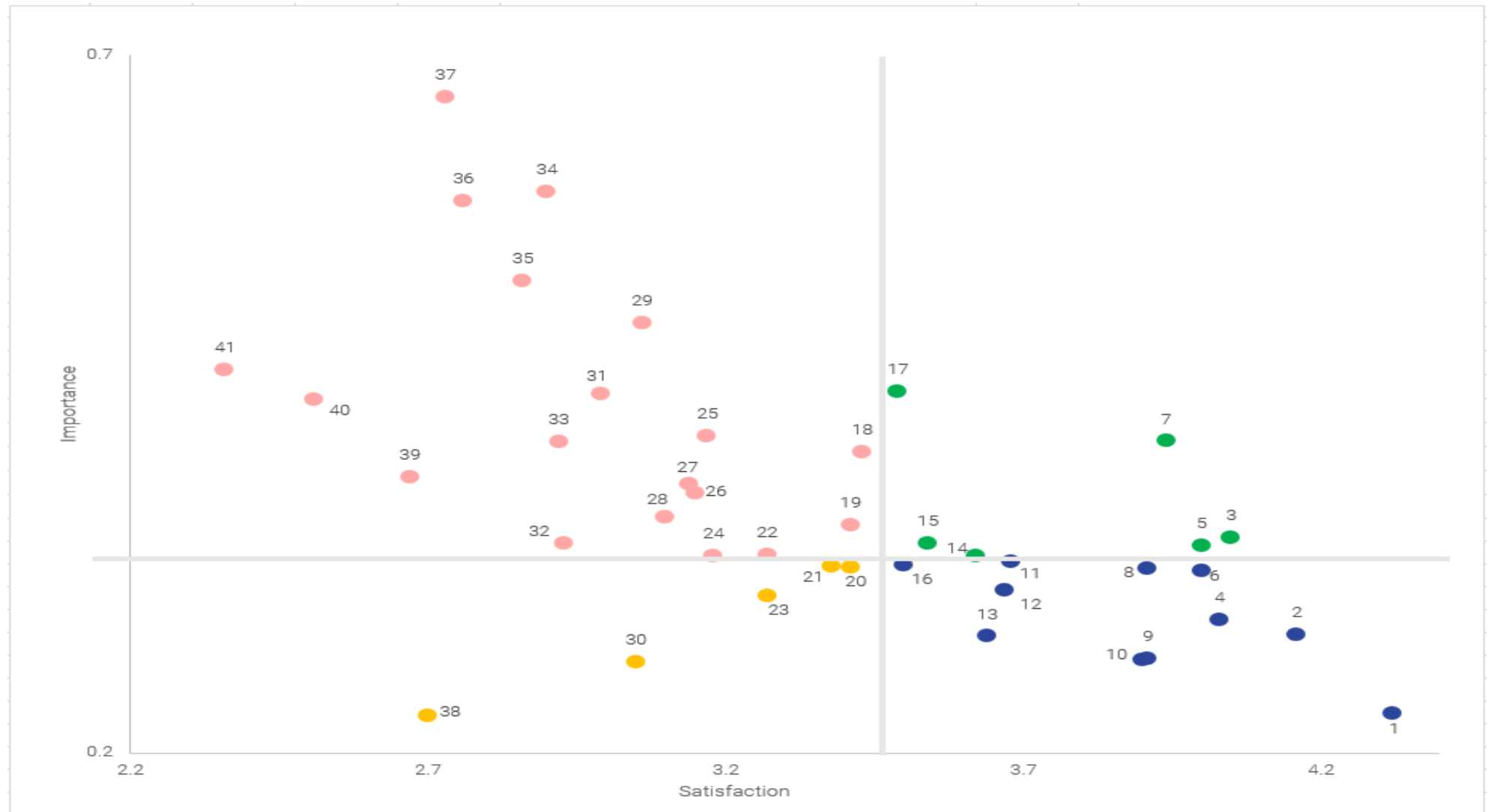
**Error! Reference source not found.** (over-page) is Council's performance/importance quadrant.

5. The upper right quadrant (high importance and high satisfaction) represents current service strengths or '**Strengths to maintain**'.
6. The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or '**Priorities for Council**'.
7. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or '**Second order issues**'.
8. The lower right quadrant (relatively lower importance and high satisfaction) represents Council's '**Opportunities**'. These are higher performing services that are not having a strong impact on creating overall satisfaction with Council.



## 6. PRIORITISING SERVICES & FACILITIES

Figure 13 Quadrant Analysis







## 6. PRIORITISING SERVICES & FACILITIES

The highest importance, also with near the lowest satisfaction, was *Being a well-run and managed Council*. This was followed by *Financial management* and *Decisions made in the interest of the community* (nearly as high importance and as low satisfaction). Roads were within the top half a dozen of importance and were the two lowest in satisfaction.

**Table 26** Quadrant Analysis

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



## 6. PRIORITISING SERVICES & FACILITIES

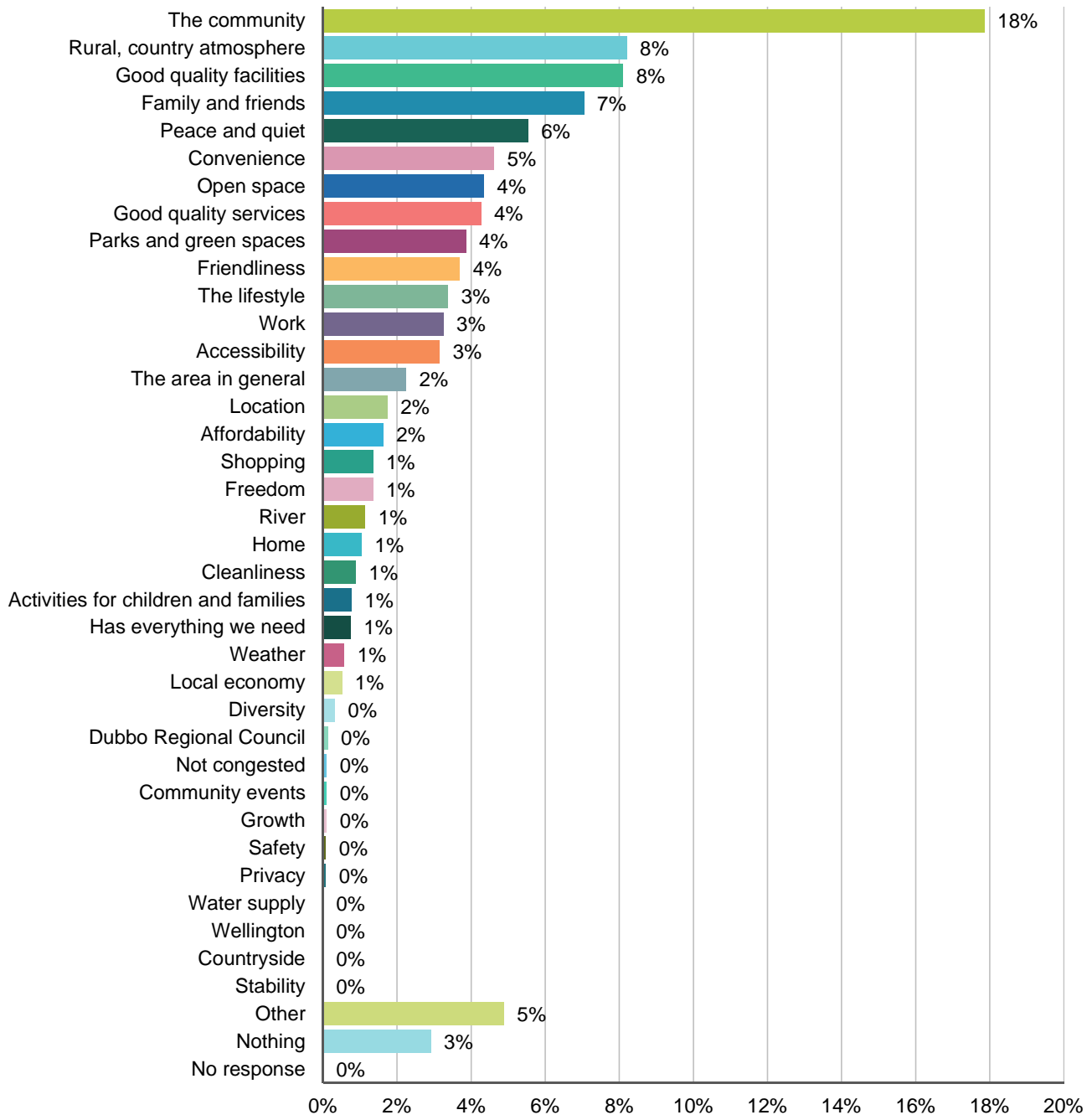
### What people value most about Dubbo region

The themes of enriching personal relationships and non-urban bustle come through strongly as the one thing valued most about the area. Good quality facilities/services and parks can be credited to DRC specifically.

**Figure 14** One thing most value about living in DRC area

**Q7 WHAT IS THE ONE THING YOU VALUE MOST ABOUT LIVING IN THE DUBBO REGIONAL COUNCIL AREA?**

BASE: ALL RESPONDENTS (N=600)





## 6. PRIORITISING SERVICES & FACILITIES

That the sense of community and less frantic pace of life are not significantly higher in any age/area/length of time means they are viewpoints widely shared.

**Table 27** One thing most value about living in DRC area – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 35-49 were significantly more likely to cite 'river' as the one thing they value most about living in the DRC area. Residents aged 65+ were significantly more likely to cite 'good quality facilities' as the one thing they value most about living in the DRC area.
Ratepayer Status	Ratepayers were significantly more likely to cite 'good quality facilities' as the one thing they value most about living in the DRC area.
Length of time lived in Dubbo LGA	Nil
Area	Nil



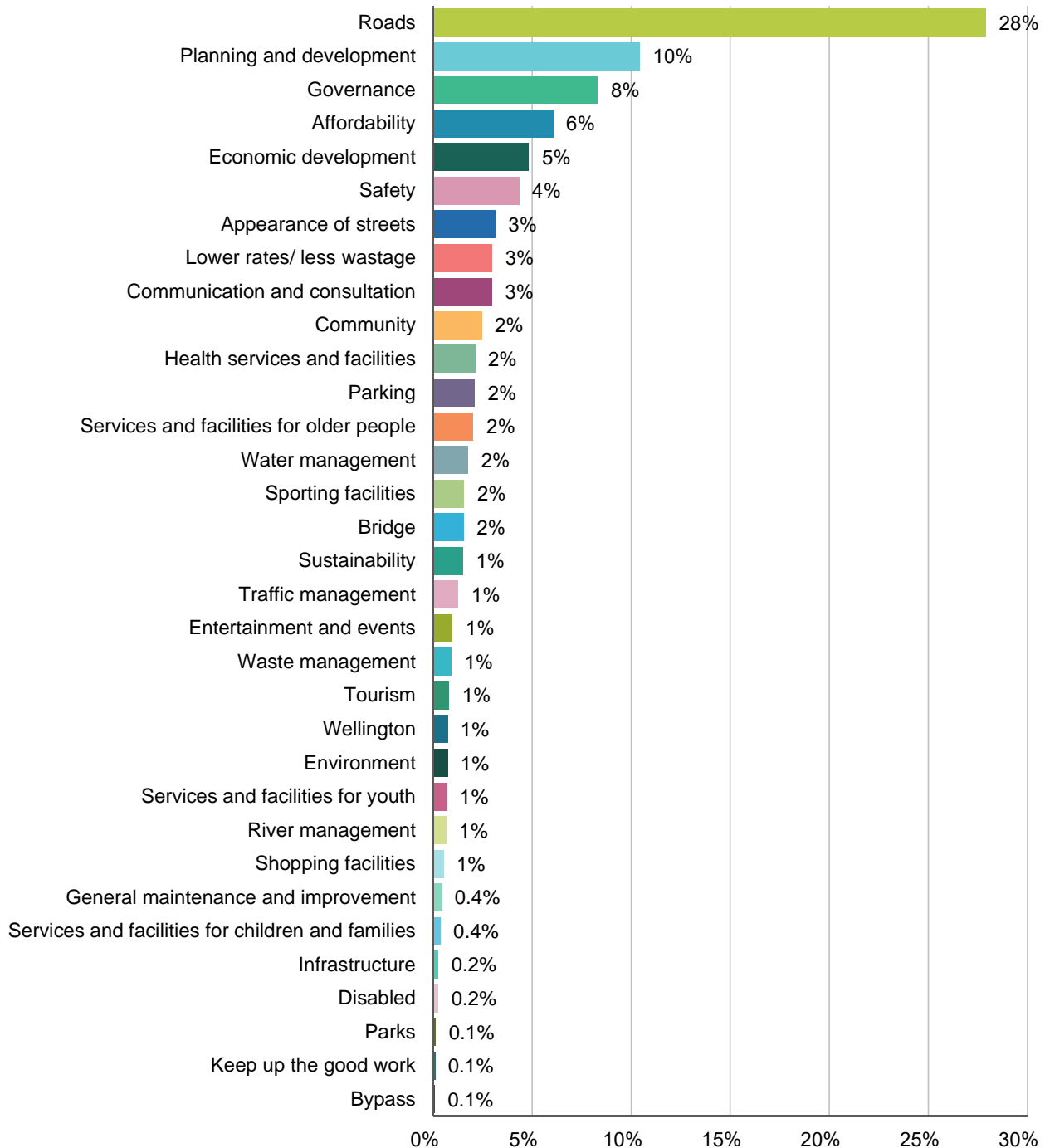
## 6. PRIORITISING SERVICES & FACILITIES

### Priorities for Council

Again, *Roads* was top, mentioned nearly three times as often as the second highest answer.

**Figure 15** Top priorities for Council in Next Five Years

NP2 WHAT SHOULD BE THE COUNCIL'S ONE TOP PRIORITY OVER THE NEXT FIVE YEARS?  
BASE: ALL RESPONDENTS (N=600)





## 6. PRIORITISING SERVICES & FACILITIES

It seems the charge to get better roads is being led by rural residents.

**Table 28** Top priorities for Council in next five years – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Males were significantly more likely to cite 'sporting facilities' as what they want to be Council's number one priority over the next 5 years.
<b>Age</b>	Nil
<b>Ratepayer Status</b>	Renters were significantly more likely to cite 'parking' as what they want to be Council's number one priority over the next 5 years.
<b>Length of time lived in Dubbo LGA</b>	Nil
<b>Area</b>	Rural residents were significantly more likely to cite 'roads' as what they want to be Council's number one priority over the next 5 years.



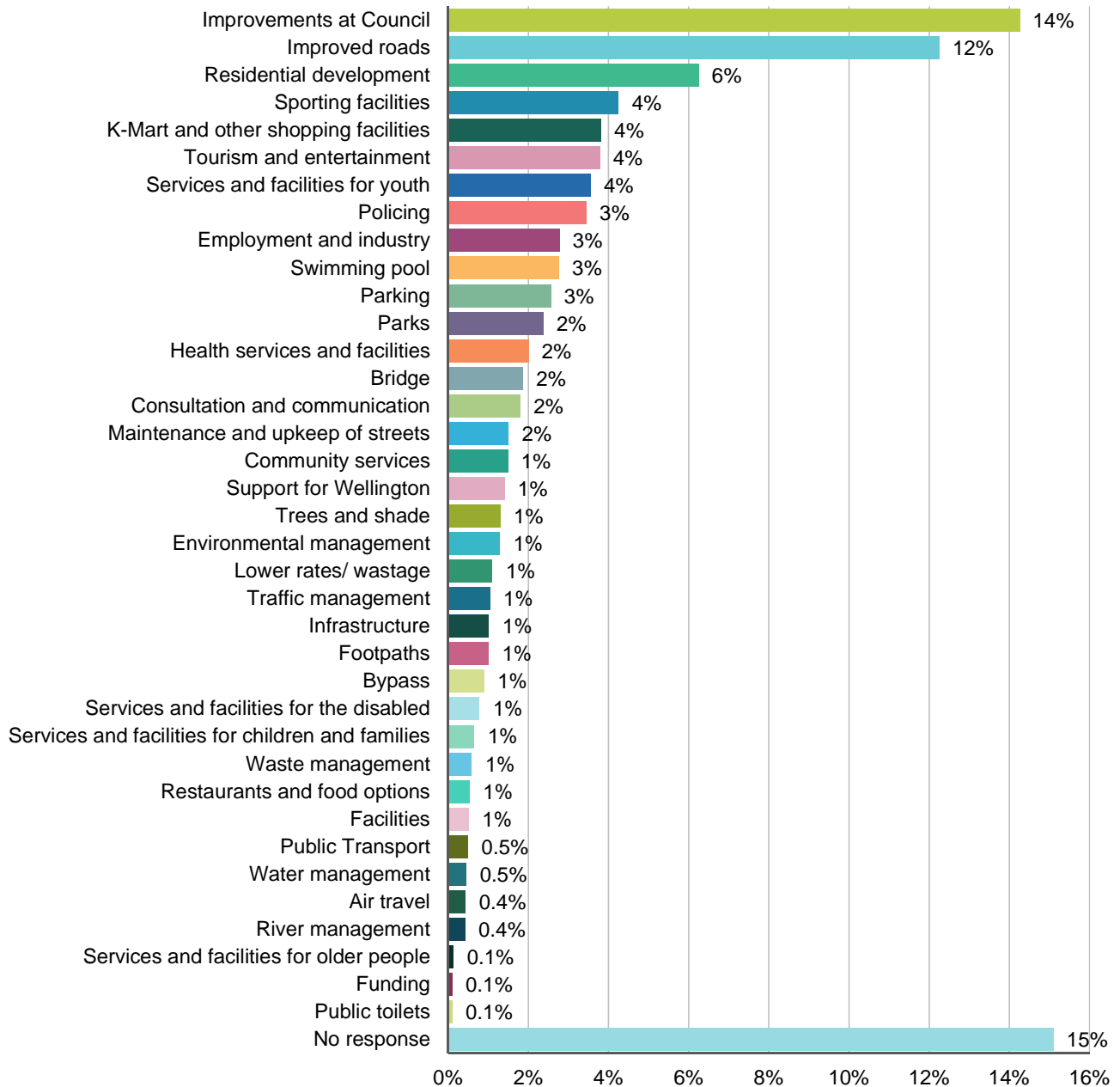
## 6. PRIORITISING SERVICES & FACILITIES

### What one thing does the Dubbo region need?

Question NP3 was open-ended, and some respondents took this opportunity to call for improved Council performance. As in 2019 *Improved roads* was again a leading response.

**Figure 16** One thing DRC area currently needs

NP3 WHAT IS ONE THING THAT THE DUBBO REGIONAL COUNCIL AREA CURRENTLY NEEDS?  
BASE: ALL RESPONDENTS (N=600)







## 6. PRIORITISING SERVICES & FACILITIES

The few significant differences among subgroups below suggest improved roads is quite a uniform desire among residents.

**Table 29** One thing DRC area currently needs – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Females were more significantly likely to cite 'swimming pool' as the one thing that DRC area currently needs.
Age	Nil
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Residents who have lived in the area 6-10 years were significantly more likely to cite 'lower rates' as the one thing DRC area currently needs.
Area	Nil

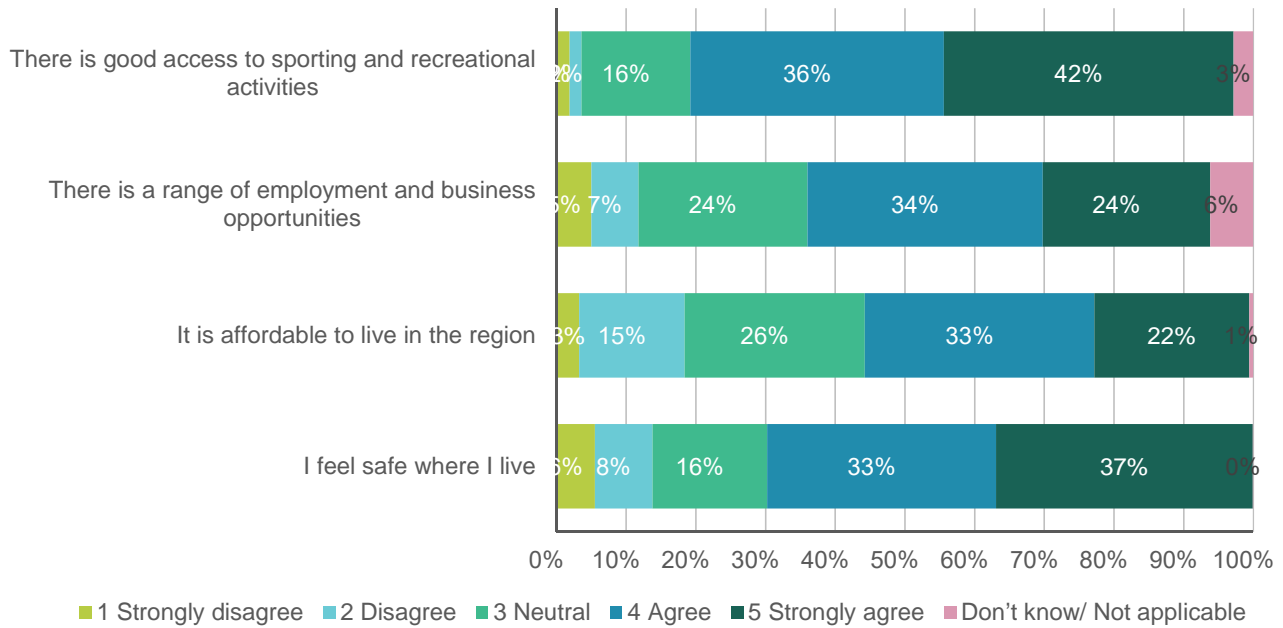


## 7. QUALITY OF LIFE

Eighty-nine percent of respondents agreed *There is good access to open spaces*, 78% agreed *There is good access to recreational activities*, and 70% agreed *I feel safe where I live*. Twenty-two percent disagreed *It is affordable to live in this region*.

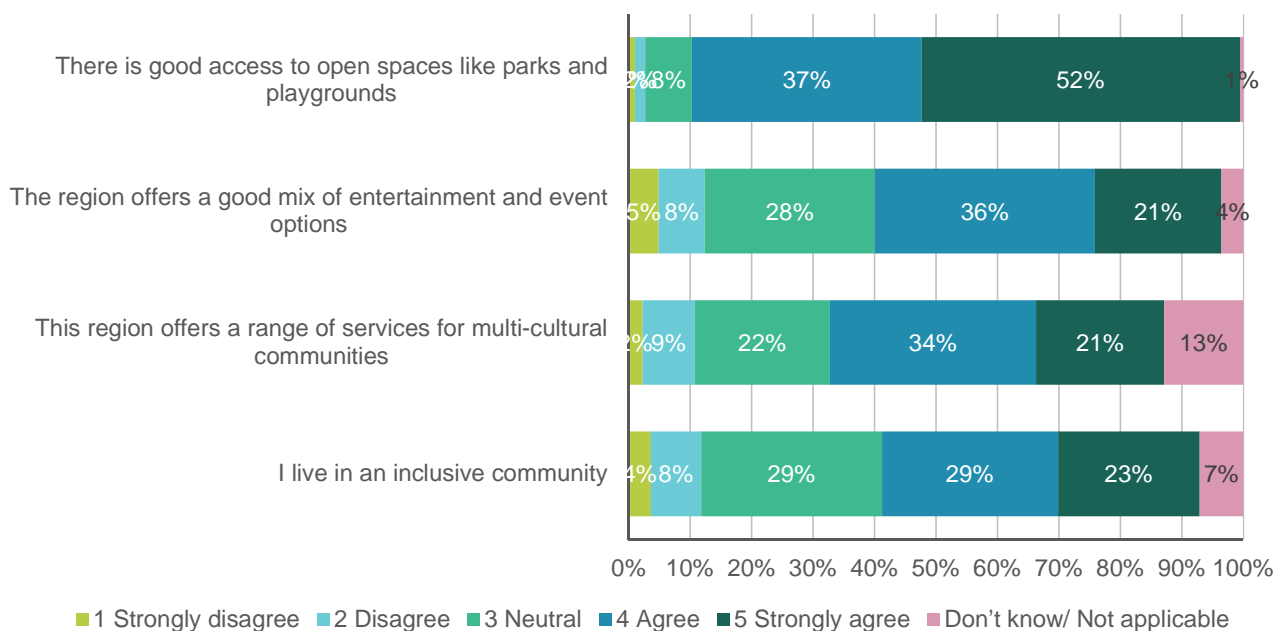
**Figure 17** Agreement with wellbeing statements 1

NP1 PLEASE RATE YOUR AGREEMENT WITH THE FOLLOWING STATEMENTS  
BASE: ALL RESPONDENTS (N=600)



**Figure 18** Agreement with wellbeing statements 2

NP1 PLEASE RATE YOUR AGREEMENT WITH THE FOLLOWING STATEMENTS  
BASE: ALL RESPONDENTS (N=600)



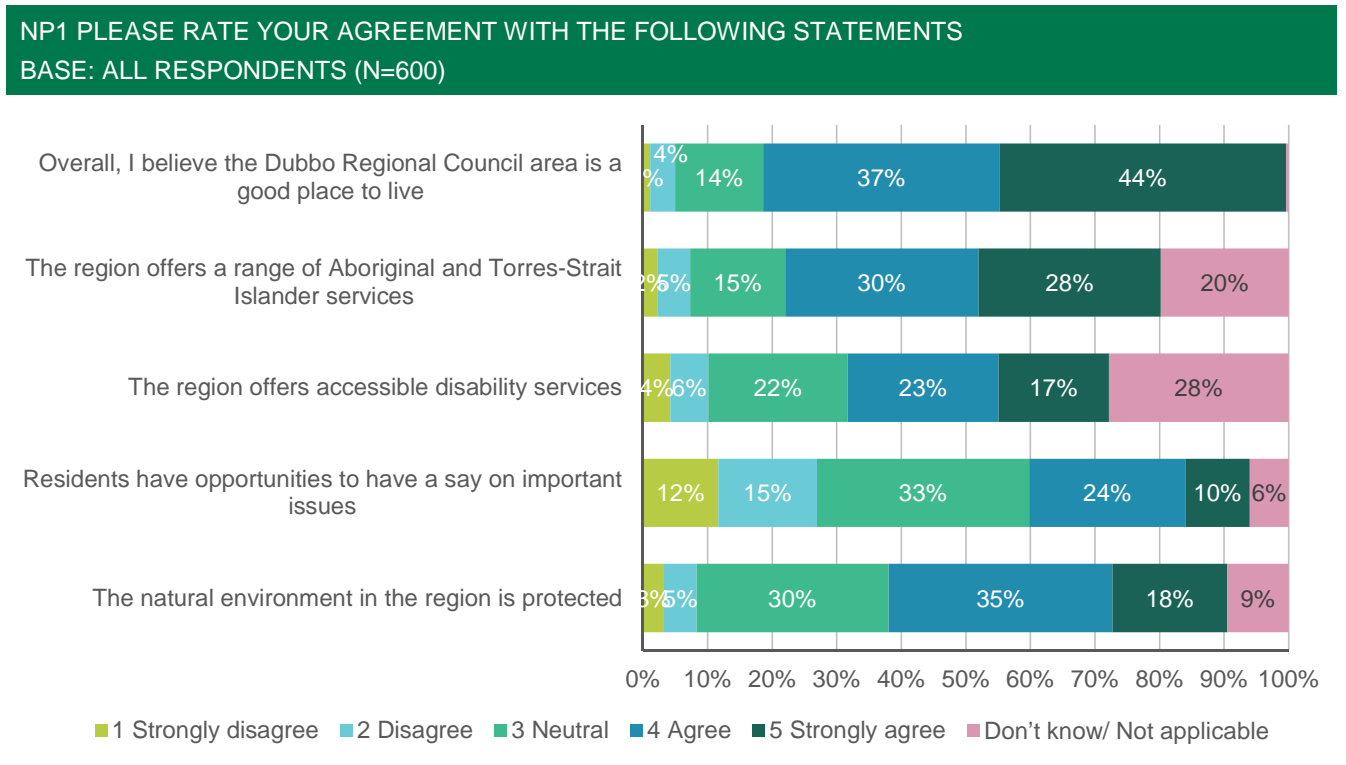


## 7. QUALITY OF LIFE

81% of respondents believed the DRC area is a good place to live.

It is heartening that people aged 65+, often a group that feel the least safe, were significantly more likely to agree they feel safe where they live.

**Figure 19** Agreement with wellbeing statements 3



**Table 30** Agreement with statements – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Nil
<b>Age</b>	Residents aged 65+ were significantly more likely to agree they feel safe where they live, it is affordable to live in the region and the region offers a good mix of entertainment and event options.
<b>Ratepayer Status</b>	Ratepayers were significantly more likely to agree they feel safe where they live, and it is affordable to live in the region.
<b>Length of time lived in Dubbo LGA</b>	Nil
<b>Area</b>	Rural residents were significantly more likely to agree they feel safe where they live.



## 7. QUALITY OF LIFE

The only improvement since 2019 was for *I live in an inclusive community*. *Residents have opportunity to have a say on important issues* declined by 15%, while *The region offers a good mix of entertainment and event options* went down 13% and *It is affordable to live in the region* went down by 10%.

While *Overall, I believe the Dubbo Regional Council area is a good place to live* dropped by 5% since 2019, it is still a high rating. In 2019, 5 out of 11 statements were rated 4+, 3 of these same 11 were rated 4+.

**Table 31** Agreement with statements – Internal Benchmarks

	2019	2022	CHANGES SINCE 2019
I feel safe where I live	4.0	3.8	-5%
It is affordable to live in the region	3.9	3.5	-10%
There is a range of employment and business opportunities	3.6	3.6	-
There is a good access to sporting and recreational activities	4.3	4.2	-2%
I live in an inclusive community	3.7	4.0	+8%
This region offers a range of services for multi-cultural communities	NA	3.7	NA
The region offers a good mix of entertainment and event options	4.0	3.5	-13%
There is good access to open spaces like parks and playgrounds	4.4	4.3	-2%
The natural environment in the region is protected	3.7	3.5	-5%
Residents have opportunity to have a say on important issues	3.4	2.9	-15%
The region offers accessible disability services	3.8	3.5	-8%
The region offers a range of Aboriginal and Torres-Strait Islander services	4.1	3.9	-5%
Overall, I believe the Dubbo Regional Council area is a good place to live	4.3	4.1	-5%

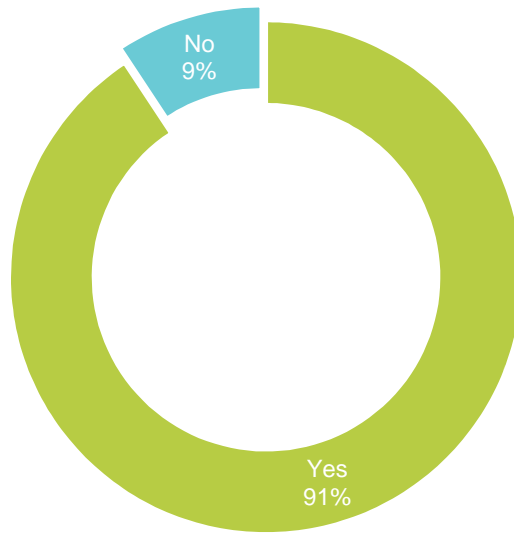


## 7. QUALITY OF LIFE

Residents aged 65+ were most likely to feel proud to live in the Dubbo Regional Council area.

**Figure 20** Proud to live in the DRC area

NP4 ARE YOU PROUD TO LIVE IN THE DUBBO REGIONAL COUNCIL AREA?  
BASE: ALL RESPONDENTS (N=600)



**Table 32** Proud to live in the DRC area – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 65+ were more likely to agree they feel proud to live in the DRC area
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 33** Proud to live in the DRC area – Internal Benchmark

	2019	2022	CHANGE SINCE 2019
YES	96%	91%	-5%

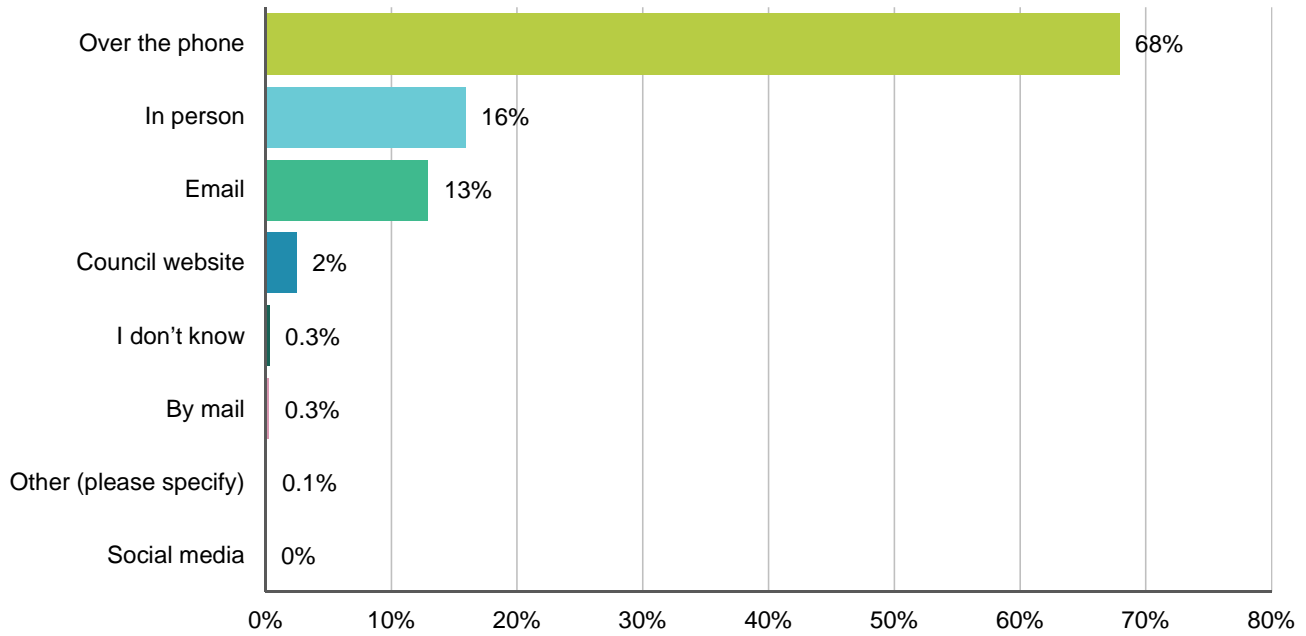


## 8. CUSTOMER SERVICES

More than two-thirds of respondents preferred to contact Council by phone.

**Figure 21** Preferred method of contacting Council

CS1 WHAT IS YOUR PREFERRED METHOD OF CONTACTING COUNCIL?  
BASE: ALL RESPONDENTS (N=600)



**Table 34** Preferred Method of Contacting Council – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Female residents significantly preferred to use Council website.
Age	Residents aged 65+ were significantly preferred to contact Council in person.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 35** Preferred Method of Contacting Council – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Over the phone	68%	68%	-
In person	18%	16%	-2%
Email	10%	13%	+3%
Council website	1%	2%	+1%

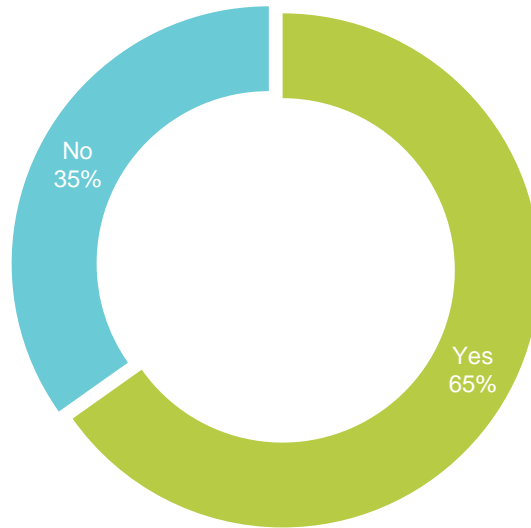


## 8. CUSTOMER SERVICES

Nearly two-thirds of respondents contacted DRC in the past 12 months.

**Figure 22** Contacted Council in 12 months

CS2 HAVE YOU CONTACTED DUBBO REGIONAL COUNCIL IN THE PAST 12 MONTHS?  
BASE: ALL RESPONDENTS (N=600)



**Table 36** Contacted Council in 12 months – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 35-64 were significantly more likely to have contacted Council in the past 12 months.
Ratepayer Status	Ratepayers were significantly more likely to have contacted Council in the past 12 months.
Length of time lived in Dubbo LGA	Nil
Area	Rural residents were significantly more likely to have contacted Council in the past 12 months.

**Table 37** Contacted Council in 12 months – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
YES	55%	65%	+10%





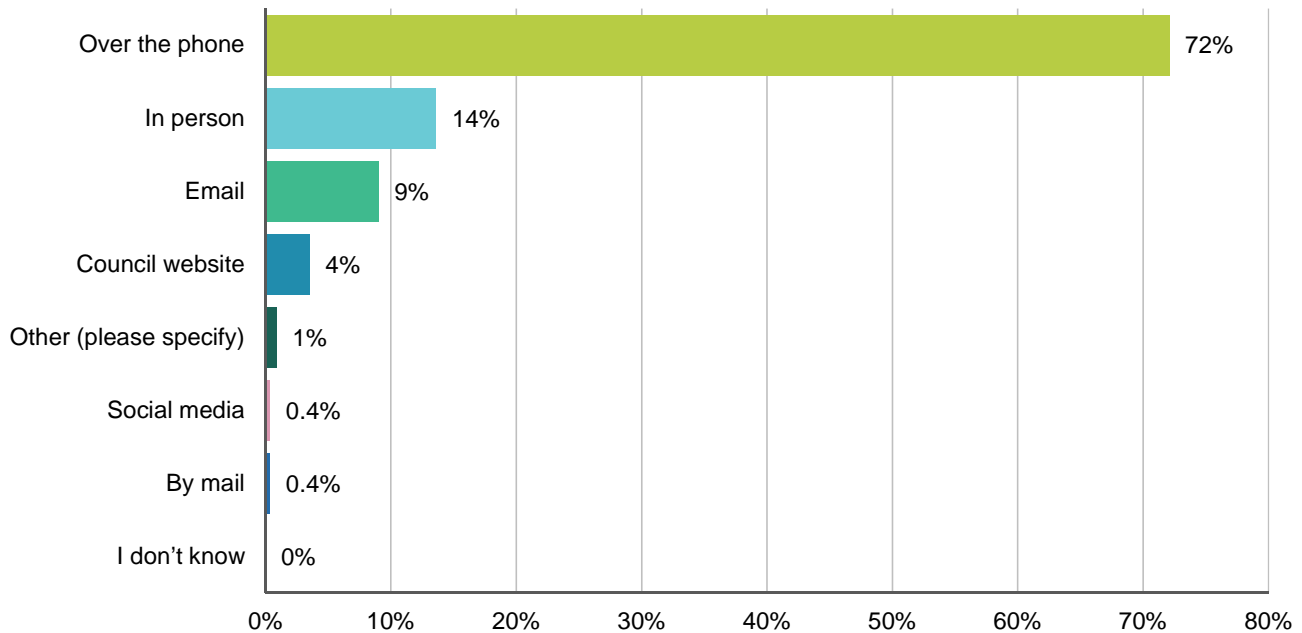
## 8. CUSTOMER SERVICES

Actual method of contacting Council is nearly identical to preferred method of contacting Council.

A halving of contact in person might have been driven by Covid19.

**Figure 23** Method of contact

CS3 HOW DID YOU CONTACT THE COUNCIL?  
BASE: CONTACTED COUNCIL IN 12 MONTHS (N=390)



**Table 38** Method of contact – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Customers aged 65+ were significantly more likely to have contacted Council in person.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 39** Method of contact – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Over the phone	66%	72%	+6%
In person	27%	14%	-13%
Email	5%	9%	+4%
Council website	1%	4%	+3%
By mail	1%	0%	-1%

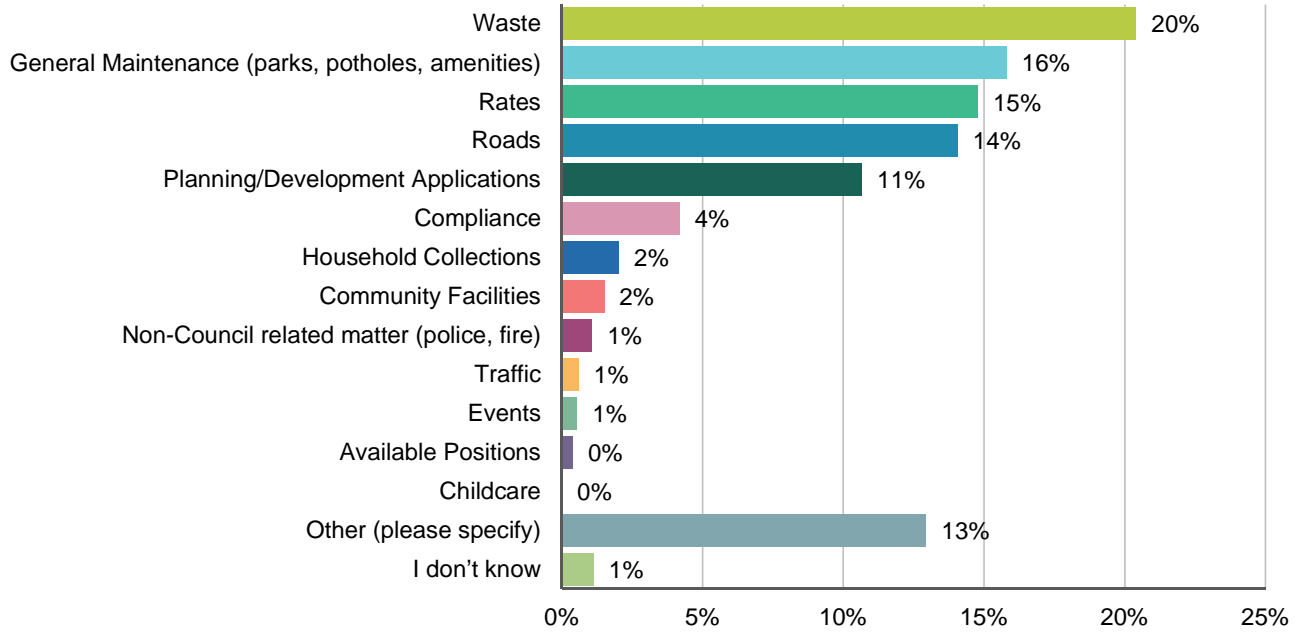
The reasons respondents contacted Council was very fragmented.



## 8. CUSTOMER SERVICES

**Figure 24** Reason for contact

CS4 WHAT WAS THE MOST RECENT REASON YOU CONTACTED COUNCIL?  
BASE: CONTACTED COUNCIL IN 12 MONTHS (N=390)



**Table 40** Reason for contact – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Nil
Ratepayer Status	Renting customers were significantly more likely to have contacted Council about waste.
Length of time lived in Dubbo LGA	Nil
Area	Rural customers were significantly more likely to have contacted Council about roads.

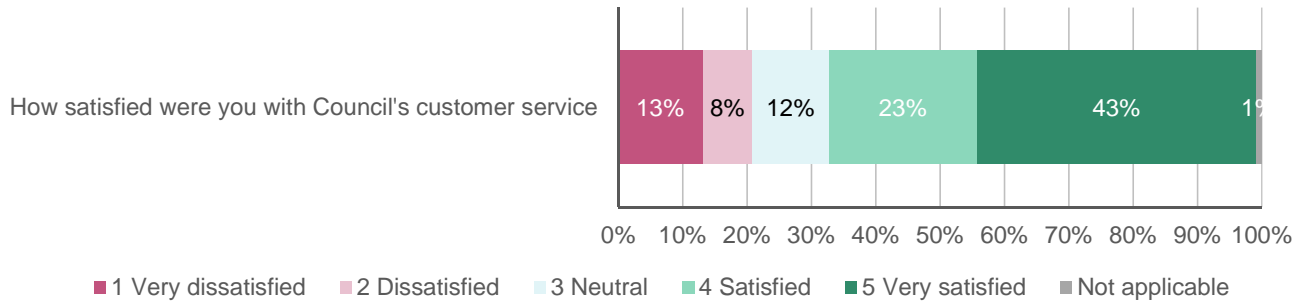


## 8. CUSTOMER SERVICES

Two-thirds of respondents were satisfied with Council’s customer services, but this is still 7% below the 2019 score.

**Figure 25** Satisfaction of Council’s customer services

CS5 ON A SCALE OF 1 TO 5, HOW SATISFIED WERE YOU WITH COUNCIL’S CUSTOMER SERVICES?  
BASE: CS2 CONTACTED COUNCIL IN 12 MONTHS (N=390)



**Table 41** Satisfaction with Council’s customer services – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Nil
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 42** Satisfaction of Council’s customer services – Internal Benchmark

	2019	2022	CHANGES SINCE 2019
	3.96	3.67	-7%

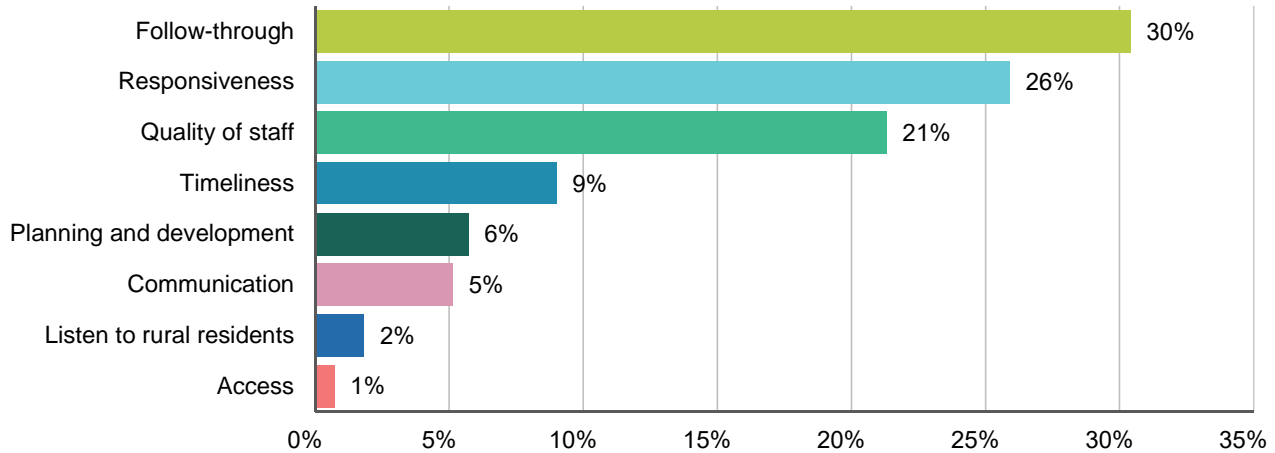


## 8. CUSTOMER SERVICES

Improved follow-through and greater levels of responsiveness were the two most common responses, followed by responses questioning staff quality. However, it is important to note this is based on the responses of just 79 residents, hence results must be treated with extreme caution.

**Figure 26** How could Council have improved your experience

**CS6 HOW COULD COUNCIL HAVE IMPROVED YOUR EXPERIENCE?**  
BASE: CS1 DISSATISFIED (N=79)



**Table 43** How could Council have improved your experience – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Nil
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 44** How could Council have improved your experience – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Follow-through	28%	30%	+2%
Responsiveness	25%	26%	+1%
Quality of staff	14%	21%	+7%
Timeliness	7%	9%	+2%
Planning and development	4%	6%	+2%
Communication	11%	5%	-6%



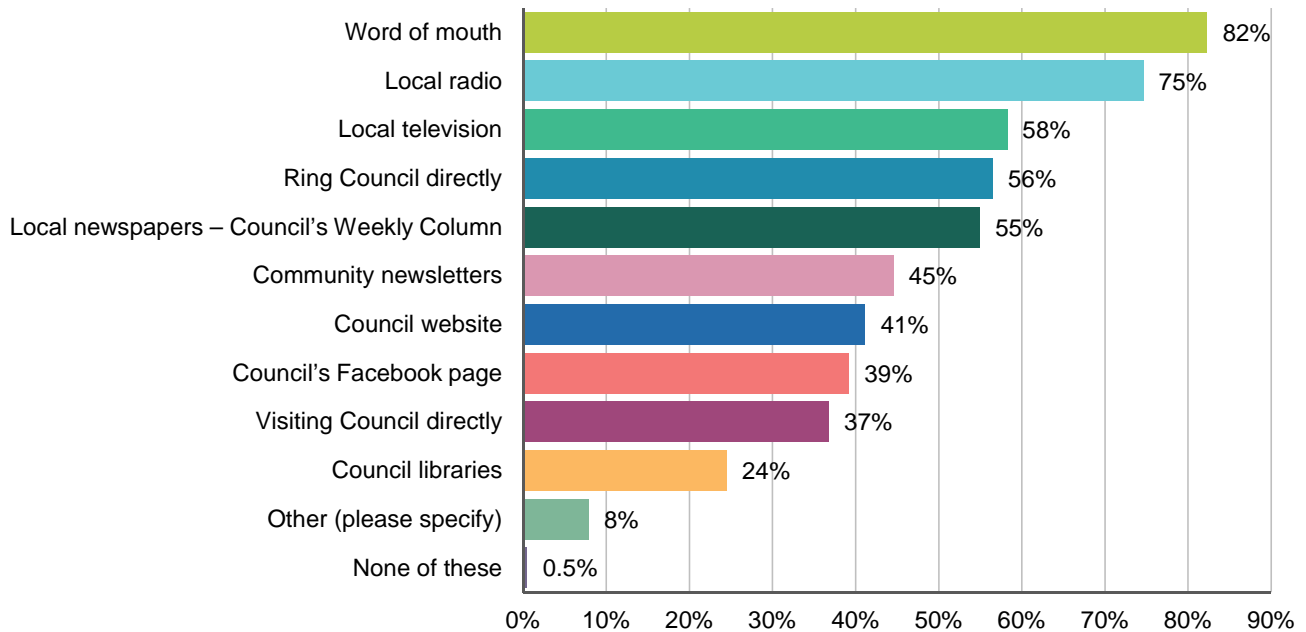
## 9. COUNCIL COMMUNICATION & CONSULTATION

The two endpoints of age groups seemed to inhabit the opposite ends of social media versus traditional media.

**Figure 27** Sources of information on Council’s services and activities

**C1 WHICH OF THE FOLLOWING SOURCES DO YOU USE TO RECEIVE INFORMATION ABOUT COUNCIL SERVICES, EVENTS, AND ACTIVITIES?**

BASE: ALL RESPONDENTS (N=600)



**Table 45** Sources of information on Council’s services and activities – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Male residents were significantly more likely to receive information about Council from local radio.
<b>Age</b>	Residents aged 18-34 were significantly more likely to receive information about Council from Facebook. Residents aged 65+ were significantly more likely to receive information about Council from local television, local newspapers and visiting Council directly.
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in Dubbo LGA</b>	Nil
<b>Area</b>	Nil



## 9. COUNCIL COMMUNICATION & CONSULTATION

It might have been Covid19 that caused the drop in library usage.

Local radio was unchanged but local television and newspapers had marked declines.

**Table 46** Sources of information on Council's services and activities – Internal Benchmark

	2019	2022	CHANGE SINCE 2019
Word of mouth	84%	82%	-2%
Local radio	75%	75%	-
Local television	68%	58%	-10%
Ring Council directly	56%	56%	-
Local newspapers – Council's Weekly Column and Snapshot	67%	55%	-12%
Community newsletters	45%	45%	-
Council website	41%	41%	-
Council's Facebook page	35%	39%	+4%
Visiting Council directly	38%	37%	-1%
Council libraries	31%	24%	-7%
Other (please specify)	7%	8%	+1%
None of these	0%	0%	-



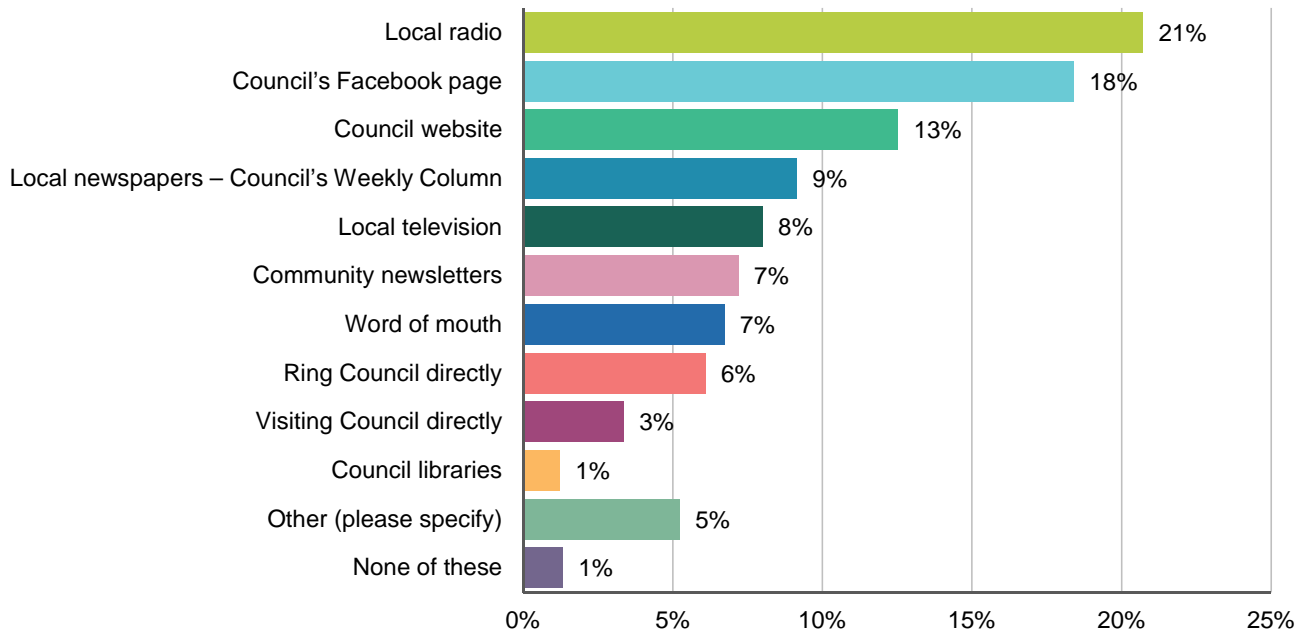
## 9. COUNCIL COMMUNICATION & CONSULTATION

The “most preferred” follow-up was a single-response question, which is why the percentages are so much lower than the broader “How do you receive information”. Local radio is almost three times the result for local television.

**Figure 28** Preferred way to receive information on Council's services and activities

C2 OF THESE SOURCES, WHICH IS YOUR MOST PREFERRED?

BASE: NOT NONE AT C1 (N=595)



**Table 47** Preferred way to receive information on Council's services and activities – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
<b>Gender</b>	Male residents were significantly more likely to prefer to receive information about Council from local radio.
<b>Age</b>	Residents aged 18-34 were significantly more likely to prefer to receive information about Council from Facebook. Residents aged 65+ were significantly more likely to prefer to receive information about Council from local newspapers and community newsletters.
<b>Ratepayer Status</b>	Nil
<b>Length of time lived in Dubbo LGA</b>	Nil
<b>Area</b>	Nil



## 9. COUNCIL COMMUNICATION & CONSULTATION

Local television, local radio and particularly calling Council directly had quite the gap up since 2019.

Local newspapers and Community newsletters both nearly halved.

**Table 48** Preferred way to receive information on Council's services and activities – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
Local radio	14%	21%	+7%
Council's Facebook page	19%	18%	-1%
Council website	13%	13%	-
Local newspapers – Council's Weekly Column and Snapshot	16%	9%	-7%
Local television	5%	8%	+3%
Community newsletters	12%	7%	-5%
Word of mouth	6%	7%	+1%
Ring Council directly	2%	6%	+4%
Visiting Council directly	2%	3%	+1%
Council libraries	1%	1%	-
None of these	1%	1%	-
Other (please specify)	8%	5%	-3%



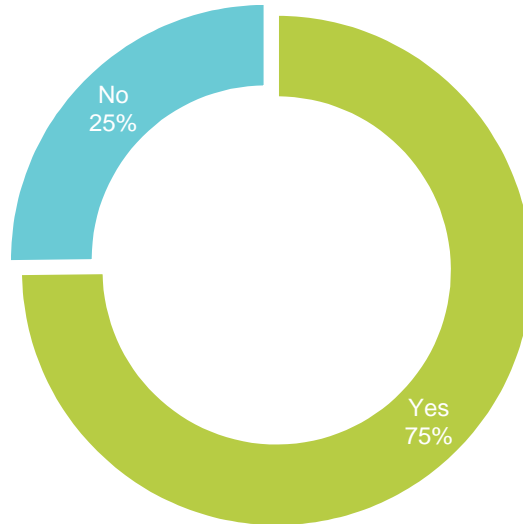


## 9. COUNCIL COMMUNICATION & CONSULTATION

Three in four residents agreed that Council did a good job promoting its activities and achievements, with younger residents most likely to believe this.

**Figure 29** Council positively promotes its activities and achievements

**C3 DOES COUNCIL POSITIVELY PROMOTE ITS ACTIVITIES AND ACHIEVEMENTS?**  
BASE: ALL RESPONDENTS (N=600)



**Table 49** Council positively promotes its activities – Subgroup Analysis

SUBGROUP	SIGNIFICANT DIFFERENCES
Gender	Nil
Age	Residents aged 18-34 were significantly more likely to believe Council positively promotes its activities. Residents 65+ were significantly more likely to not believe Council positively promotes its activities.
Ratepayer Status	Nil
Length of time lived in Dubbo LGA	Nil
Area	Nil

**Table 50** Council positively promotes its activities – Internal Benchmarks

	2019	2022	CHANGE SINCE 2019
YES	83%	75%	-8%

## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### OVERALL SATISFACTION

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

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Dissatisfied (1-2)	38%	38%	38%	25%	44%	48%	38%
Neutral (3)	30%	30%	30%	33%	31%	31%	25%
Satisfied (4-5)	30%	29%	31%	42%	23%	20%	33%
Don't know/ Not applicable	2%	2%	1%	0%	2%	1%	4%
Average	2.8	2.8	2.8	3.2	2.7	2.5	3.0

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Dissatisfied (1-2)	43%	21%	21%	21%	23%	37%	44%
Neutral (3)	28%	37%	0%	40%	30%	34%	29%
Satisfied (4-5)	27%	41%	79%	40%	45%	29%	26%
Don't know/ Not applicable	2%	0%	0%	0%	2%	1%	2%
Average	2.7	3.2	3.6	3.3	3.3	2.8	2.7

	URBAN VS RURAL	
	Urban	Rural
Dissatisfied (1-2)	36%	44%
Neutral (3)	30%	31%
Satisfied (4-5)	32%	24%
Don't know/ Not applicable	1%	2%
Average	2.9	2.7



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### COUNCIL SERVICES & FACILITIES

#### Services and facilities (Q1) – Figure 1

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Sewerage service	4.3	4.3	4.4	4.4	4.1	4.3	4.4
Water supply	4.0	4.0	4.0	4.1	3.8	3.9	4.1
Household recycling service	4.0	3.9	4.1	4.1	3.8	4.0	4.3
Household waste collection	4.0	4.0	4.0	4.0	3.7	4.0	4.4
Annual kerbside clean-up service	3.9	4.0	3.9	4.1	3.8	3.8	3.9
Water conservation initiatives	3.4	3.4	3.4	3.3	3.3	3.4	3.6
Access to affordable housing	2.7	2.7	2.7	2.8	2.6	2.6	2.7

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Sewerage service	4.3	4.2	4.0	3.9	4.4	4.5	4.3
Water supply	3.9	4.2	5.0	4.2	4.1	3.7	4.0
Household recycling service	4.0	4.1	5.0	4.1	4.5	3.9	4.0
Household waste collection	4.1	3.8	4.2	4.6	4.1	3.8	4.0
Annual kerbside clean-up service	3.9	3.9	3.6	3.7	4.3	3.8	3.9
Water conservation initiatives	3.4	3.5	4.0	3.7	3.5	3.1	3.4
Access to affordable housing	2.7	2.6	4.0	2.7	2.9	2.7	2.6

	URBAN VS RURAL	
	Urban	Rural
Sewerage service	4.3	4.1
Water supply	4.1	3.5
Household recycling service	4.1	3.7
Household waste collection	4.1	3.8
Annual kerbside clean-up service	4.0	3.7
Water conservation initiatives	3.5	3.1
Access to affordable housing	2.7	2.8



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Services and facilities (Q1) – Figure 2

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Street lighting	3.6	3.6	3.7	3.7	3.4	3.6	3.9
Traffic management	3.4	3.3	3.5	3.6	3.2	3.2	3.5
Car parking in CBD	3.3	3.3	3.3	3.5	3.1	3.1	3.4
Access to public transport services	3.1	3.1	3.0	3.3	3.0	2.8	3.1
Maintenance of footpaths	2.9	2.9	3.0	3.2	2.8	2.7	2.9
Maintenance of sealed roads	2.5	2.5	2.6	2.7	2.1	2.4	2.8
Maintenance of unsealed roads	2.4	2.3	2.4	2.7	1.9	2.3	2.4

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Street lighting	3.7	3.6	4.0	3.0	3.8	3.8	3.6
Traffic management	3.5	3.1	3.0	3.3	3.6	3.4	3.4
Car parking in CBD	3.2	3.4	4.6	3.6	3.7	3.2	3.2
Access to public transport services	3.1	2.9	3.0	2.6	3.5	3.0	3.0
Maintenance of footpaths	2.9	3.0	4.0	2.9	3.2	3.0	2.8
Maintenance of sealed roads	2.5	2.7	3.4	3.0	2.9	2.5	2.4
Maintenance of unsealed roads	2.3	2.5	2.6	2.8	2.6	2.7	2.2

	URBAN VS RURAL	
	Urban	Rural
Street lighting	3.7	3.5
Traffic management	3.4	3.4
Car parking in CBD	3.3	3.1
Access to public transport services	3.2	2.5
Maintenance of footpaths	2.9	3.0
Maintenance of sealed roads	2.6	2.2
Maintenance of unsealed roads	2.6	1.9



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Services and facilities (Q1) – Figure 3

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Promotion of tourism	3.7	3.5	3.8	3.7	3.6	3.6	3.7
Access to diverse shopping	3.5	3.6	3.5	3.6	3.5	3.4	3.7
Supporting local business development	3.2	3.1	3.2	3.3	2.9	3.0	3.4
Promoting environmental sustainability	3.2	3.2	3.1	3.2	3.0	3.1	3.5
Managing residential development	3.1	3.2	3.1	3.3	2.9	3.0	3.3
Managing commercial development	3.0	2.9	3.1	3.3	2.7	2.7	3.2
Development application assessment process	2.7	2.7	2.6	2.9	2.5	2.5	3.0

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Promotion of tourism	3.7	3.5	4.0	3.1	3.8	3.9	3.7
Access to diverse shopping	3.5	3.6	4.8	3.5	3.6	3.3	3.6
Supporting local business development	3.2	3.1	3.8	3.3	3.3	3.1	3.1
Promoting environmental sustainability	3.2	3.1	3.6	3.0	3.1	3.2	3.2
Managing residential development	3.1	3.2	3.8	3.2	3.3	2.9	3.2
Managing commercial development	3.0	3.1	3.8	2.9	3.1	3.0	3.0
Development application assessment process	2.7	2.7	3.8	2.8	2.6	2.7	2.7

	URBAN VS RURAL	
	Urban	Rural
Promotion of tourism	3.7	3.7
Access to diverse shopping	3.5	3.6
Supporting local business development	3.3	2.9
Promoting environmental sustainability	3.2	3.1
Managing residential development	3.2	3.0
Managing commercial development	3.1	2.7



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Development application assessment process	2.8	2.4
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### Additional services and facilities (Q2) – Figure 1

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Council events and support for events	3.4	3.2	3.6	3.6	3.1	3.4	3.6
Informing the community	3.1	3.0	3.1	3.1	2.9	3.0	3.2
Consultation with the community	2.9	2.8	2.9	2.9	2.7	2.8	3.0
Decisions made in the interest of the community	2.9	2.9	2.9	3.1	2.7	2.7	3.1
Financial management	2.8	2.7	2.8	3.2	2.4	2.5	3.0
Being a well-run and managed Council	2.7	2.7	2.8	3.0	2.3	2.5	3.0

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Council events and support for events	3.5	3.2	3.6	3.3	3.4	3.4	3.4
Informing the community	3.1	3.1	3.8	3.1	3.3	3.0	3.0
Consultation with the community	2.9	2.8	3.8	2.6	2.9	2.9	2.9
Decisions made in the interest of the community	2.9	3.0	3.8	3.2	3.1	3.0	2.8
Financial management	2.7	2.9	3.8	3.3	2.9	2.6	2.7
Being a well-run and managed Council	2.7	2.9	4.0	3.1	2.9	2.5	2.7

	URBAN VS RURAL	
	Urban	Rural
Council events and support for events	3.4	3.5
Informing the community	3.1	2.9
Consultation with the community	2.9	2.8
Decisions made in the interest of the community	3.0	2.7
Financial management	2.8	2.7
Being a well-run and managed Council	2.8	2.5



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Additional services and facilities (Q2) – Figure 2

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Libraries	4.2	4.1	4.2	4.2	4.0	4.2	4.3
Parks	3.9	3.9	4.0	4.0	3.8	3.8	4.1
Playgrounds	3.9	3.9	4.0	4.0	3.7	3.9	4.0
Cemeteries	3.5	3.6	3.4	3.7	3.4	3.3	3.6
Swimming pools	3.9	3.9	3.9	4.0	3.7	3.9	4.0
Community halls and cultural centres	3.7	3.6	3.8	3.8	3.5	3.6	3.8
Sports grounds and facilities	4.0	3.9	4.1	3.9	3.9	4.0	4.2
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	3.6	3.5	3.8	3.6	3.4	3.7	3.9
Streetscape - trees	3.4	3.3	3.4	3.7	3.2	3.2	3.3
River management	3.3	3.2	3.3	3.3	3.1	3.3	3.4
Community services and facilities	3.5	3.5	3.5	3.5	3.4	3.5	3.6
Maintenance of public toilets	3.1	3.1	3.1	3.2	2.9	3.1	3.2
Rural reserves	2.9	2.8	3.0	3.2	2.7	2.8	2.9

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Libraries	4.2	4.0	3.8	3.8	4.5	4.0	4.2
Parks	3.9	4.1	2.8	4.1	4.1	3.9	3.9
Playgrounds	3.9	3.9	2.8	4.0	4.3	3.9	3.9
Cemeteries	3.5	3.4	3.8	3.3	3.4	3.4	3.5
Swimming pools	3.9	3.8	3.0	3.6	4.3	3.8	3.9
Community halls and cultural centres	3.7	3.6	4.8	3.6	3.8	3.6	3.7
Sports grounds and facilities	4.0	3.9	3.2	3.6	4.4	4.0	4.0
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	3.7	3.5	3.4	2.9	3.6	3.6	3.7
Streetscape - trees	3.4	3.4	3.8	3.4	3.6	3.5	3.3
River management	3.3	3.1	3.2	3.3	3.5	3.4	3.2
Community services and facilities	3.5	3.4	3.6	3.5	3.8	3.4	3.4



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Maintenance of public toilets	3.1	2.9	2.8	3.4	3.4	3.2	3.0
Rural reserves	2.9	3.0	4.0	3.0	3.3	3.3	2.8

URBAN VS RURAL		
	Urban	Rural
Libraries	4.2	4.2
Parks	3.9	3.9
Playgrounds	3.9	3.9
Cemeteries	3.5	3.6
Swimming pools	3.9	3.9
Community halls and cultural centres	3.7	3.6
Sports grounds and facilities	4.0	4.0
Childcare Facilities (e.g. Family Day Care or Rainbow Cottage)	3.6	3.8
Streetscape - trees	3.3	3.7
River management	3.3	3.2
Community services and facilities	3.5	3.5
Maintenance of public toilets	3.1	3.1
Rural reserves	3.1	2.6

## CUSTOMER SERVICES

### Recent contact with Council

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Contacted Council in the last 12 months	65%	66%	64%	57%	76%	74%	55%

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Contacted Council in the last 12 months	69%	52%	0%	65%	73%	66%	64%

URBAN VS RURAL		
	Urban	Rural
Contacted Council in the last 12 months	61%	75%





## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Most recent method of contact

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Over the phone	72%	75%	69%	81%	66%	77%	57%
In person	14%	11%	16%	6%	13%	12%	29%
Email	9%	9%	9%	6%	13%	9%	9%
Council website	4%	3%	4%	7%	5%	2%	0%
Social media	0%	1%	0%	0%	2%	0%	0%
By mail	0%	0%	0%	0%	0%	0%	2%
Other (please specify)	1%	0%	1%	0%	1%	1%	3%
I don't know	0%	0%	0%	0%	0%	0%	0%

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Over the phone	71%	78%	N/A	83%	67%	72%	72%
In person	15%	7%	N/A	4%	17%	14%	14%
Email	9%	9%	N/A	2%	13%	13%	8%
Council website	3%	6%	N/A	12%	3%	0%	4%
Social media	0%	0%	N/A	0%	0%	0%	1%
By mail	0%	0%	N/A	0%	0%	2%	0%
Other (please specify)	1%	1%	N/A	0%	0%	0%	1%
I don't know	0%	0%	N/A	0%	0%	0%	0%

	URBAN VS RURAL	
	Urban	Rural
Over the phone	72%	73%
In person	15%	10%
Email	8%	11%
Council website	3%	5%
Social media	1%	0%
By mail	0%	0%
Other (please specify)	1%	0%
I don't know	0%	0%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Preferred method of contact

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Over the phone	68%	70%	66%	76%	65%	68%	59%
In person	16%	19%	13%	6%	16%	15%	30%
Email	13%	10%	15%	15%	13%	14%	9%
Council website	2%	0%	5%	3%	5%	1%	1%
Social media	0%	0%	0%	0%	0%	0%	0%
By mail	0%	0%	0%	0%	1%	0%	1%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%
I don't know	0%	1%	0%	0%	0%	1%	0%

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Over the phone	66%	76%	100%	71%	69%	61%	68%
In person	18%	8%	0%	18%	11%	12%	18%
Email	14%	10%	0%	4%	18%	21%	11%
Council website	2%	4%	0%	7%	2%	5%	2%
Social media	0%	0%	0%	0%	0%	0%	0%
By mail	0%	0%	0%	0%	0%	1%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%
I don't know	0%	1%	0%	0%	0%	0%	0%

	URBAN VS RURAL	
	Urban	Rural
Over the phone	67%	71%
In person	18%	11%
Email	12%	16%
Council website	3%	1%
Social media	0%	0%
By mail	0%	1%
Other (please specify)	0%	0%
I don't know	0%	0%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### Reason for contact

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Waste	16%	20%	13%	21%	14%	19%	8%
General Maintenance (parks, potholes, amenities)	13%	12%	14%	18%	8%	12%	14%
Roads	13%	17%	9%	12%	15%	12%	15%
Rates	9%	11%	8%	0%	15%	9%	16%
Planning/Development Applications	9%	7%	12%	9%	12%	9%	7%
Household Collections	2%	2%	2%	0%	3%	3%	2%
Events	1%	1%	0%	0%	0%	2%	0%
Community Facilities	1%	1%	0%	0%	0%	1%	1%
Compliance	0%	1%	0%	0%	2%	0%	1%
Traffic	0%	1%	0%	0%	0%	1%	0%
Available Positions	0%	0%	0%	0%	0%	1%	1%
Non-Council related matter (police, fire)	0%	0%	1%	0%	1%	0%	1%
Childcare	0%	0%	0%	0%	0%	0%	0%
I don't know	1%	0%	2%	0%	1%	2%	1%
Other (please specify)	33%	29%	38%	40%	30%	30%	34%

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Waste	11%	42%	N/A	50%	13%	10%	15%
General Maintenance (parks, potholes, amenities)	10%	5%	N/A	10%	4%	3%	12%
Roads	14%	8%	N/A	3%	5%	7%	17%
Rates	15%	6%	N/A	0%	17%	13%	14%
Planning/Development Applications	9%	10%	N/A	17%	2%	13%	9%
Household Collections	2%	1%	N/A	0%	1%	0%	3%
Events	1%	0%	N/A	0%	0%	0%	1%
Community Facilities	0%	2%	N/A	0%	3%	1%	0%
Compliance	0%	0%	N/A	0%	0%	0%	0%
Traffic	0%	1%	N/A	0%	0%	3%	0%
Available Positions	0%	0%	N/A	0%	3%	0%	0%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Non-Council related matter (police, fire)	0%	0%	N/A	0%	0%	0%	1%
Childcare	0%	0%	N/A	0%	0%	0%	0%
I don't know	1%	2%	N/A	2%	0%	2%	1%
Other (please specify)	36%	22%	N/A	18%	52%	48%	28%

URBAN VS RURAL		
	Urban	Rural
Waste	19%	11%
General Maintenance (parks, potholes, amenities)	12%	4%
Roads	5%	29%
Rates	14%	10%
Planning/Development Applications	6%	15%
Household Collections	3%	1%
Events	1%	0%
Community Facilities	1%	0%
Compliance	0%	0%
Traffic	1%	0%
Available Positions	1%	0%
Non-Council related matter (police, fire)	1%	0%
Childcare	0%	0%
I don't know	1%	2%
Other (please specify)	36%	27%

### Satisfaction with Council's customer service

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
How satisfied were you with Council's customer services	3.8	3.8	3.8	3.9	3.7	3.6	3.8

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
How satisfied were you with Council's customer services	3.8	3.8	N/A	3.6	3.8	3.5	3.8



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

URBAN VS RURAL		
	Urban	Rural
How satisfied were you with Council's customer services	3.9	3.5

### Satisfaction with performance of elected Councillors over the past 18 months & overall appearance of the Dubbo and Wellington CBDs and surrounding areas

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Performance of elected Councillors over the past 18 months	2.4	2.4	2.4	2.9	2.3	2.1	2.4
Overall appearance of the Dubbo and Wellington CBDs and surrounding areas	3.6	3.6	3.6	3.7	3.5	3.5	3.6

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Performance of elected Councillors over the past 18 months	2.3	2.8	4.0	3.1	2.8	2.6	2.2
Overall appearance of the Dubbo and Wellington CBDs and surrounding areas	3.6	3.6	4.0	3.5	3.8	3.5	3.5

URBAN VS RURAL		
	Urban	Rural
Performance of elected Councillors over the past 18 months	2.5	2.2
Overall appearance of the Dubbo and Wellington CBDs and surrounding areas	3.6	3.6

## COUNCIL COMMUNICATION & CONSULTATION

### Sources of information on Council's services and activities

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Word of mouth	82%	80%	84%	85%	83%	83%	77%
Local radio	75%	84%	66%	83%	67%	77%	67%
Local television	58%	58%	58%	49%	47%	67%	70%
Ring Council directly	56%	59%	54%	42%	61%	64%	63%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Local newspapers – Council’s Weekly Column and Snapshot	55%	56%	54%	51%	50%	53%	67%
Community newsletters	45%	49%	40%	40%	31%	51%	54%
Council website	41%	38%	44%	38%	49%	46%	32%
Council’s Facebook page	39%	36%	42%	62%	50%	26%	17%
Visiting Council directly	37%	36%	37%	26%	32%	39%	52%
Council libraries	24%	26%	24%	23%	22%	22%	31%
Other (please specify)	8%	9%	7%	6%	9%	10%	6%
None of these	0%	0%	1%	0%	1%	0%	1%

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Word of mouth	83%	78%	21%	71%	78%	92%	83%
Local radio	74%	77%	21%	89%	76%	86%	71%
Local television	61%	48%	21%	62%	50%	50%	61%
Ring Council directly	56%	57%	0%	54%	61%	45%	59%
Local newspapers – Council’s Weekly Column and Snapshot	54%	57%	100%	71%	48%	55%	54%
Community newsletters	44%	46%	79%	73%	40%	25%	46%
Council website	43%	34%	0%	33%	40%	45%	42%
Council’s Facebook page	36%	52%	100%	63%	57%	34%	34%
Visiting Council directly	37%	35%	0%	41%	38%	25%	39%
Council libraries	21%	36%	0%	38%	37%	17%	22%
Other (please specify)	9%	5%	0%	3%	8%	13%	7%
None of these	0%	1%	0%	2%	1%	1%	0%

	URBAN VS RURAL	
	Urban	Rural
Word of mouth	83%	80%
Local radio	74%	75%
Local television	58%	59%
Ring Council directly	58%	54%
Local newspapers – Council’s Weekly Column and Snapshot	54%	58%
Community newsletters	42%	50%
Council website	42%	38%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Council's Facebook page	42%	31%
Visiting Council directly	40%	29%
Council libraries	24%	26%
Other (please specify)	8%	7%
None of these	1%	0%

### Preferred way to receive Council's services and activities

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
Local radio	21%	29%	13%	25%	14%	24%	17%
Council's Facebook page	18%	12%	24%	35%	21%	11%	4%
Council website	13%	11%	14%	6%	21%	18%	7%
Local newspapers – Council's Weekly Column and Snapshot	9%	7%	11%	2%	7%	10%	20%
Local television	8%	12%	4%	8%	6%	8%	9%
Community newsletters	7%	6%	8%	4%	5%	6%	15%
Word of mouth	7%	7%	7%	6%	7%	6%	9%
Ring Council directly	6%	3%	9%	7%	9%	6%	3%
Visiting Council directly	5%	5%	5%	2%	7%	6%	8%
Council libraries	3%	4%	2%	2%	3%	3%	6%
Other (please specify)	1%	1%	2%	0%	1%	2%	2%
None of these	1%	1%	1%	4%	0%	0%	0%

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
Local radio	22%	15%	21%	11%	19%	31%	20%
Council's Facebook page	17%	24%	0%	37%	34%	18%	14%
Council website	14%	8%	0%	4%	7%	21%	13%
Local newspapers – Council's Weekly Column and Snapshot	11%	4%	0%	0%	5%	9%	11%
Local television	7%	12%	0%	14%	8%	4%	8%
Community newsletters	8%	5%	0%	15%	5%	2%	8%
Word of mouth	7%	6%	0%	0%	1%	5%	9%
Ring Council directly	5%	10%	0%	8%	14%	4%	5%
Visiting Council directly	4%	1%	0%	1%	5%	0%	4%



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

Council libraries	0%	5%	0%	10%	0%	0%	1%
Other (please specify)	4%	9%	79%	0%	3%	4%	6%
None of these	2%	0%	0%	0%	0%	2%	2%

URBAN VS RURAL		
	Urban	Rural
Local radio	19%	26%
Council's Facebook page	21%	13%
Council website	12%	13%
Local newspapers – Council's Weekly Column and Snapshot	10%	6%
Local television	8%	7%
Community newsletters	7%	7%
Word of mouth	7%	7%
Ring Council directly	6%	7%
Visiting Council directly	3%	3%
Council libraries	1%	2%
Other (please specify)	5%	7%
None of these	1%	2%

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

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
YES	75%	75%	75%	87%	78%	69%	64%

	OWN VS RENT			TIME IN LGA			
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
YES	75%	75%	100%	82%	77%	69%	75%

URBAN VS RURAL		
	Urban	Rural
YES	73%	79%





## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### COMMUNITY NEEDS AND PRIORITIES

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
There is good access to open spaces like parks and playgrounds	4.4	4.3	4.4	4.4	4.3	4.3	4.4
Overall, I believe the Dubbo Regional Council area is a good place to live	4.2	4.2	4.2	4.2	4.1	4.2	4.4
There is good access to sporting and recreational activities	4.2	4.1	4.2	4.1	4.1	4.2	4.3
The region offers a range of Aboriginal and Torres-Strait Islander services	4.0	3.9	4.0	3.8	4.0	4.0	4.1
I feel safe where I live	3.9	3.8	4.0	3.7	3.8	3.9	4.1
This region offers a range of services for multi-cultural communities	3.7	3.7	3.7	3.8	3.6	3.6	3.8
There is a range of employment and business opportunities	3.7	3.7	3.7	3.7	3.6	3.6	3.8
The natural environment in the region is protected	3.6	3.7	3.6	3.6	3.6	3.6	3.7
I live in an inclusive community	3.6	3.6	3.6	3.6	3.6	3.5	3.8
The region offers a good mix of entertainment and event options	3.6	3.6	3.7	3.7	3.4	3.4	3.9
The region offers accessible disability services	3.6	3.7	3.5	3.8	3.5	3.5	3.6
It is affordable to live in the region	3.6	3.6	3.5	3.7	3.4	3.4	3.9
Residents have opportunities to have a say on important issues	3.1	3.0	3.1	3.1	3.0	3.0	3.2

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
There is good access to open spaces like parks and playgrounds	4.4	4.2	4.2	4.1	4.5	4.5	4.4
Overall, I believe the Dubbo Regional Council area is a good place to live	4.2	4.1	4.2	4.1	4.1	4.2	4.2



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

<b>There is good access to sporting and recreational activities</b>	4.2	4.0	4.2	3.7	4.3	4.2	4.2
<b>The region offers a range of Aboriginal and Torres-Strait Islander services</b>	4.1	3.6	5.0	3.6	4.1	3.9	4.0
<b>I feel safe where I live</b>	4.0	3.4	3.4	3.2	3.7	3.9	4.0
<b>This region offers a range of services for multi-cultural communities</b>	3.8	3.6	3.8	3.6	4.0	3.9	3.6
<b>There is a range of employment and business opportunities</b>	3.8	3.3	3.8	3.5	3.6	3.8	3.7
<b>The natural environment in the region is protected</b>	3.6	3.7	4.0	3.7	3.7	3.8	3.6
<b>I live in an inclusive community</b>	3.7	3.5	5.0	3.8	3.5	3.7	3.6
<b>The region offers a good mix of entertainment and event options</b>	3.7	3.4	4.2	3.4	3.7	3.8	3.6
<b>The region offers accessible disability services</b>	3.6	3.6	4.6	3.6	4.1	3.6	3.5
<b>It is affordable to live in the region</b>	3.6	3.2	5.0	3.6	3.8	3.4	3.5
<b>Residents have opportunities to have a say on important issues</b>	3.0	3.2	4.0	3.4	3.2	3.0	3.0

URBAN VS RURAL		
	Urban	Rural
<b>There is good access to open spaces like parks and playgrounds</b>	4.4	4.4
<b>Overall, I believe the Dubbo Regional Council area is a good place to live</b>	4.2	4.3
<b>There is good access to sporting and recreational activities</b>	4.2	4.2
<b>The region offers a range of Aboriginal and Torres-Strait Islander services</b>	3.9	4.1
<b>I feel safe where I live</b>	3.8	4.2
<b>This region offers a range of services for multi-cultural communities</b>	3.7	3.7
<b>There is a range of employment and business opportunities</b>	3.7	3.8
<b>The natural environment in the region is protected</b>	3.7	3.6
<b>I live in an inclusive community</b>	3.6	3.6
<b>The region offers a good mix of entertainment and event options</b>	3.6	3.7
<b>The region offers accessible disability services</b>	3.6	3.6
<b>It is affordable to live in the region</b>	3.5	3.6
<b>Residents have opportunities to have a say on important issues</b>	3.1	3.0



## 10. APPENDIX 1 – SUBGROUP ANALYSIS

### PROUD TO LIVE IN DUBBO REGIONAL COUNCIL AREA

	TOTAL	GENDER		AGE			
		Male	Female	18-34	35-49	50-64	65+
YES	91%	90%	92%	88%	90%	90%	97%

	OWN VS RENT		TIME IN LGA				
	Own	Rent	<1 year	1-5 years	6-10 years	11-15 years	>15 years
YES	92%	86%	100%	89%	85%	85%	93%

	URBAN VS RURAL	
	Urban	Rural
YES	89%	95%