



Dubbo Regional Council

Community Insights Research 2024

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Date: April 2024

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Research Objectives

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

Objectives (Why?)

- Identify community priorities for the Dubbo Regional LGA
- Identify the community's overall level of satisfaction with Council performance and individual service delivery measures
- Explore resident agreement with liveability and governance measures and support for potential rate changes

Sample (How?)

- Telephone survey (landline N=49 and mobile N=454) to N=503 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

Timing (When?)

- Implementation 20th – 28th March 2024

Methodology and Sample



Sample selection and error

A total of 503 resident interviews were completed. Respondents were chosen by means of a computer based random selection process using the Australian marketing lists and SamplePages.

A sample size of 503 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of N=503 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

Interviewing

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

Data analysis

The data within this report was analysed using Q Professional.

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

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

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

Ratings questions

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

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

Top 2 (T2) Box: refers to the aggregate percentage (%) score of the top two scores for importance. (i.e. important & very important)

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

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

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

Micromex LGA Benchmark

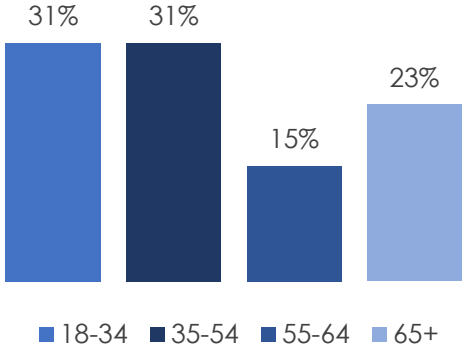
Micromex has developed Community Satisfaction Benchmarks using normative data from over 80 unique councils, more than 200 surveys and over 100,000 interviews since 2012.

Sample Profile

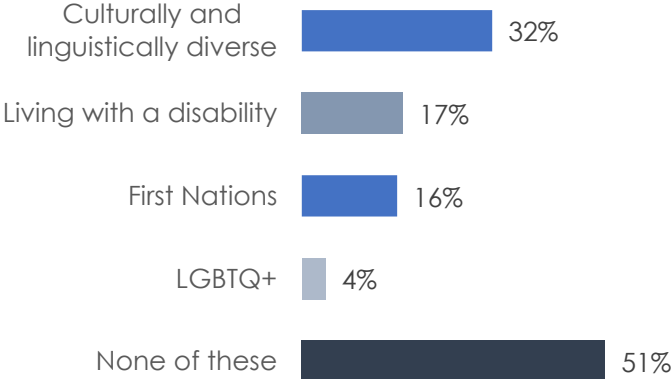
Gender



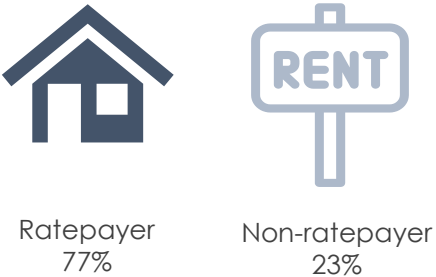
Age



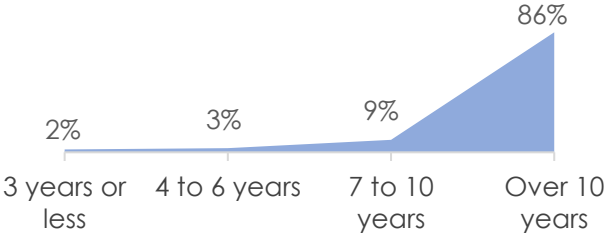
Personal Identifiers



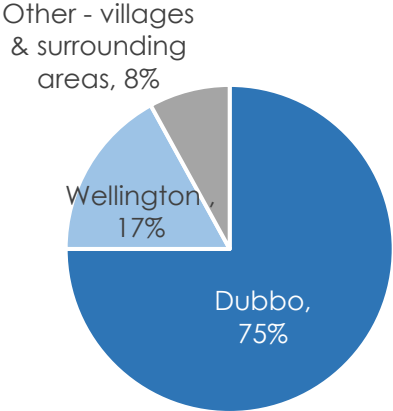
Ratepayer status



Time lived in the area



Suburb



Summary Findings



Summary Findings

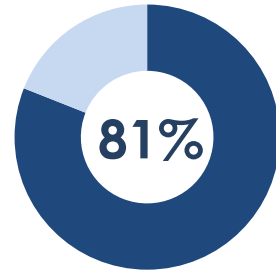
Residents of the Dubbo Regional Council area are very satisfied with Council's overall performance and with Council's delivery of services across the LGA, with most (37/59) of the service areas achieving a satisfaction score of 80% or more.

Key drivers of overall satisfaction tend to centre on leadership and infrastructure, such as Council management, representation and decision making of the elected body, public amenities, roads and parking.

Areas to further investigate include communicating with residents Council's efforts in regards to road improvements and clarifying community expectations around:

- General council management and planning/financial management,
- Service delivery of public amenities, and
- Community safety.

Overall Satisfaction



81% of Dubbo Regional Council residents are at least somewhat satisfied with the performance of Council over the last 12 months.

Drivers of Satisfaction

The primary drivers of satisfaction revolve around Council leadership:



Being a well-run and managed Council



The elected body are visible and involved within the community



Decisions by the elected body are made in the interest of the community

Most Important and Top Performing Areas

Most important	High performers
Sealed roads	Old Dubbo Gaol
Household waste	Macquarie Regional Libraries
Parks and open spaces	Dubbo Regional Theatre & Convention Centre
Airports	Wellington Caves
Waste and recycling facilities	Library services & programs
Public amenities	Dubbo Visitor Information Centres

Financial Sustainability Review

Residents were asked to rate their level of support for potential changes to rates/user charges. Based on limited information, there is a slightly higher level of support for charges to remain the same.

28%

were supportive of **paying the same amount** with potential decrease in services

22%

were supportive of **paying a little more** and maintain service levels

18%

were supportive of **paying more** to increase service levels

Satisfaction Scorecard

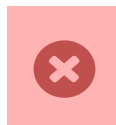
37 of the 59 services and facilities received a satisfaction score of 80% or more and only 3 fell below 60% (housing, sealed roads and unsealed roads) (continued overleaf).



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Leadership	Housing	Liveability
Decisions by the elected body are made in the interest of the community	Sewage service	Events are supported within the community
The elected body are visible and involved within the community	Water supply	Library services & programs
Civic events and recognition of community (Citizenship ceremonies, Anzac Ceremonies, Australia Day, Dubbo Day)	Household recycling	Parks and open spaces for recreational activities
Engagement with the community	Household waste collection	Playgrounds & public spaces
Financial management (rates, budgets)	Water conservation initiatives	Community halls & hire
Being a well-run and managed Council	A range of affordable housing	Arts & Cultural services & programs
Managing commercial business to benefit the community	Economy	Urban tree preservation, planning, and planting
Provision of information	Promotion of region as a tourism destination	Urban tree maintenance and management
Plans and responds in natural events and disasters	Support local business development	Reserves including rivers and rural
	Support investment in developing skills and trade for future growth industries	Sporting grounds
		Interment & cemetery services
		Services for Aboriginal & Torres Strait Islander, Seniors, Youth and Disabled are supported

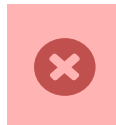
Satisfaction Scorecard Continued...



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Environment & Sustainability
Waste & recycling initiatives
Environmental education & awareness
Environmental protection & enforcement (ranger services, illegal dumping, companion animals)
Development approvals
Managing commercial & industrial development
Managing residential development
Health inspections & enforcement

Infrastructure
Street lighting
Traffic management
CBD parking
Access to public transport
Maintenance & provision of footpaths
Maintenance of sealed roads
Maintenance of unsealed roads

Council Facilities & Maintenance
Western Plains Cultural Centre
Dubbo Regional Theatre & Convention Centre
Aquatic Centres (Dubbo, Wellington, Geurie)
Macquarie Regional Libraries (Dubbo and Wellington)
Old Dubbo Gaol
Wellington Caves
Dubbo Visitor Information Centres (Dubbo and Wellington)
Dubbo Regional Livestock Markets
Airports (Dubbo Regional & Bodangora)
Waste & Recycling Facilities (Dubbo, Wellington & villages)
Cemeteries (Dubbo, Wellington & Villages)
Showgrounds (Dubbo and Wellington)
Animal Shelter
Public Amenities
Sports Complex's and facilities (Dubbo, Wellington & Villages)



Living in the Dubbo LGA

This section explores residents' quality of life, what residents love about the LGA, what they want to see prioritised and agreement with community wellbeing/Council planning and engagement measures.

Section One

Section Summary: Living in the Dubbo LGA

Liveability

87% of residents rated their quality of life as 'good' to 'excellent'.

What do residents value?

1. Rural aspect/lifestyle
2. Services/facilities/infrastructure
3. Community
4. Location/access to services

Unprompted priorities:

1. Public safety
2. Roads/traffic
3. Catering for growth
4. Housing affordability/availability



AGREEMENT

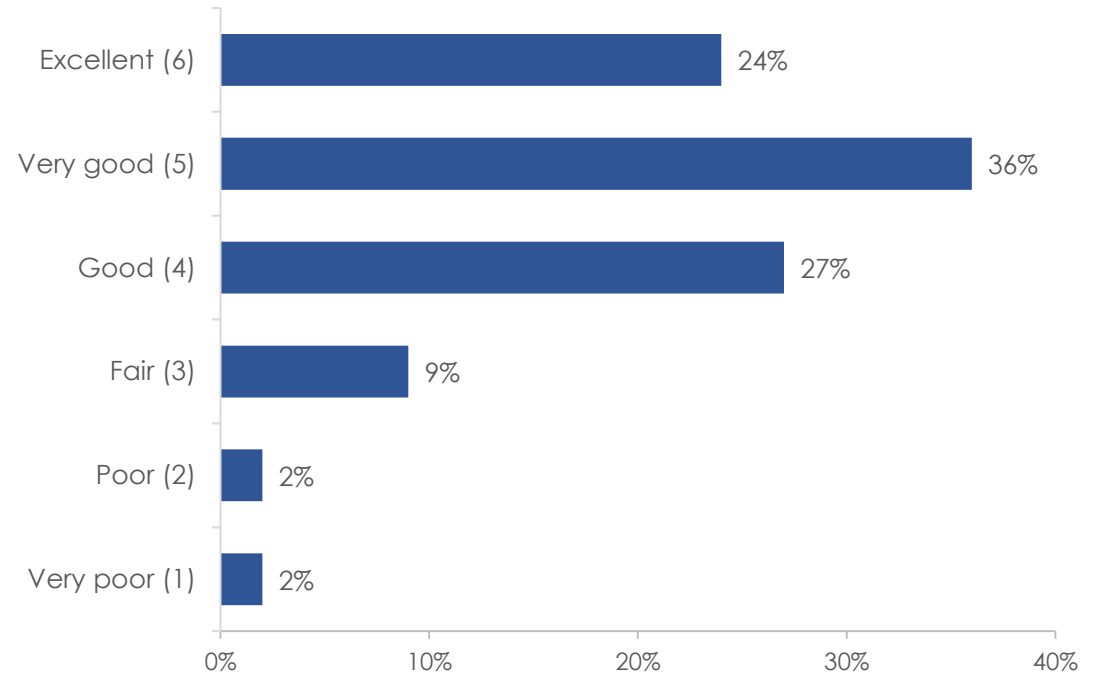
- High agreement for the LGA being a good place to live with healthy lifestyle opportunities
- Compared to the Regional Benchmark, agreement was higher for:
 - Healthy lifestyle opportunities
 - Opportunities to participate in arts, entertainment and cultural activities
 - Work opportunities
- Low level of agreement for Governance measures such as; Council adequately considers community concerns in decision making, Council communication, a clear plan and direction for the future and value for money
- The LGA being a good place to live, feeling part of the community and the LGA is an attractive place for visitors are the top 3 drivers that influence quality of life ratings

Quality of Life

Q1d. Overall, how would you rate the quality of life you have living in Dubbo Regional Council area?

87% of residents rated their quality of life living in the Dubbo Regional Council LGA as 'good' to 'excellent'.

Ratepayers and those residing in Dubbo rated their quality of life significantly higher, whilst those residing in Wellington, non-ratepayers and those aged 18-34 rated it significantly lower.



	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Top 3 Box %	87%	85%	90%	81%	89%	88%	92%	90%	79%	88%	87%	90%	77%	87%
Mean rating	4.65	4.58	4.71	4.55	4.60	4.64	4.84	4.76	4.26	4.65	4.65	4.77	4.13	4.60
Base	503	246	257	153	157	78	115	385	118	70	433	375	87	40

Top 3 Box = 'good' to 'excellent' (scores 4-6)
 Note: Mean rating is on a 6 point scale

Scale: 1 = very poor, 6 = excellent
 A significantly higher/lower rating (by group)

Most Valued Aspects of Living in the Dubbo LGA

Q1a. What do you value most about living in the Dubbo Regional Council local government area?

In response to an unprompted, open-ended question, 1 in 5 residents stated they value the rural lifestyle/country living and the quality and variety of services/facilities the most. Followed by the sense of community, location, being close to family/friends and the area having low congestion/being low density.

Participant Responses

“Lifestyle is that of a smaller town and not a major city”

“Slow-paced, rural lifestyle”

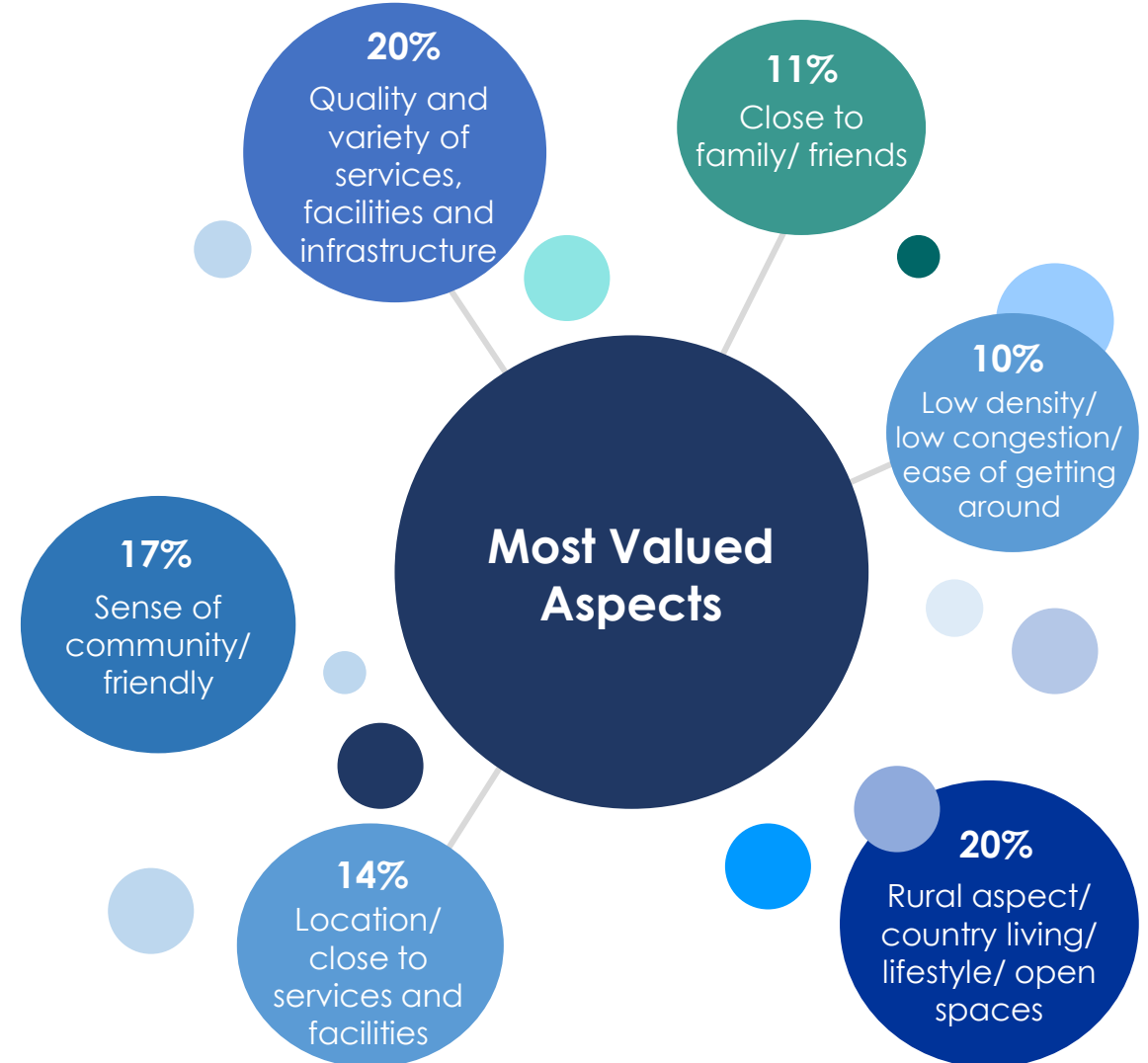
“The amenities that are provided; parks and roads ways, facilities, Council buildings, theatres and centres etc.”

“I like the services and support we have available to us as family i.e. parks, playgrounds and zoo”

“Plenty of services and facilities for residents e.g. mental health, health services”

“The sporting facilities and opportunities”

The responses have been grouped in several themes, with the most frequently mentioned shown below:



Priority Areas for the Next 10 Years

Q1b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Dubbo Regional Council local government area?



In an unprompted, open-ended question, almost 40% stated 'addressing public issues such as community safety' is the highest priority for Dubbo Regional Council to address in the next 10 years. Other areas include; roads and traffic, servicing the area to match growth and housing affordability/availability.

The responses have been grouped into several priority/focus areas, with the most frequently mentioned shown below:



Addressing public issues such as community safety/crime/homelessness/more police 39%

Roads/supporting infrastructure/traffic management 30%



Infrastructure, services and facilities to cater to growth e.g. health, education, etc. 26%

Housing affordability/availability 21%



Improved Council action e.g. transparency, staff, communication 9%

Cost of living/rates/services 7%

Employment opportunities/job security 6%

Priority Areas for the Next 10 Years

Q1b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Dubbo Regional Council local government area?

In response to an unprompted, open-ended question, the following themes emerged as the most prominent.

Participant Comments

Addressing Public Issues 39%

- "Crime management e.g. Mayor needs to be more responsive to crime"*
- "Control the amount of homeless people on the streets to improve safety of the area"*
- "Domestic violence education and awareness"*
- "More police resources"*
- "Managing drug use in town"*
- "Juvenile crime"*
- "Park areas need needle waste containers for safe user disposal"*
- "Stopping drug addicts and the disadvantaged from congregating in the main parts of town, maybe provide some support services or refuges"*

Roads and Traffic 30%

- "Improve road maintenance, particularly pothole repairs"*
- "New development will cause problems for the roads. The roads leading to the new housing development are terrible"*
- "Roads are unsealed and not well maintained"*
- "Build a detour for heavy vehicles to avoid going through main parts of town"*
- "Improve traffic flow, e.g. fewer traffic lights"*
- "Building a bridge from West to South Dubbo to improve connectivity between areas, especially during flooding"*
- "Road and bridge maintenance"*

Infrastructure, Services and Facilities to Cater for Growth 26%

- "Tertiary education needs to be expanded, so people don't have to leave to be trained and educated"*
- "Facilities to keep up with population growth"*
- "More doctors, GPs, hospitals, etc."*
- "Need more recreational spaces"*
- "Expanding services and facilities to meet the needs of the growing population, particularly health services"*
- "More public toilets in Wellington"*
- "Activities, services and facilities for children"*
- "Before building new houses, ensure there is enough infrastructure to support them"*

Note: The comments provided by participants above offer valuable insights into the community's perspective. Council can play varying roles of influence and impact across the identified issues.

Agreement Measures: Summary

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Based on 25 ratings of community wellbeing and Council planning and engagement statements, agreement was highest overall for pride in the area/good place to live, opportunities for a healthy lifestyle and arts/entertainment/cultural activities and lowest for planning and engagement statements (considering community views in decision making, being visible in the community, etc.). Pages 17 and 18 show the detailed breakdown of all statements.

Top 5

-  Is a good place to live/I'm proud of where I live
-  Healthy lifestyle opportunities are available
-  Opportunities to participate in arts, entertainment and cultural activities
-  The LGA is an attractive place for visitors
-  I feel a part of my local community

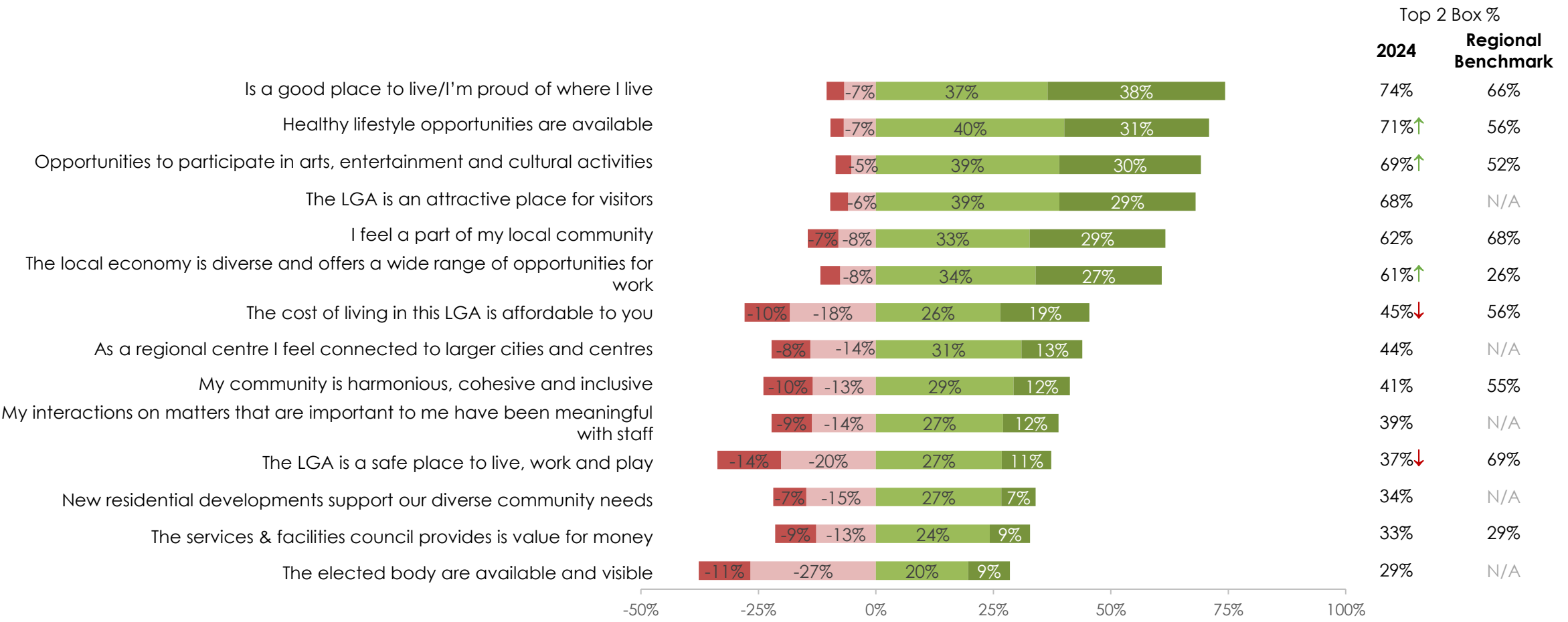
Bottom 5

-  Council offers good value for money
-  There is a clear plan and direction for the future
-  Council communicates well with me
-  The elected body are available and visible
-  Council adequately considers community concerns and views in making decisions

Agreement Measures: Community Wellbeing

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Within 'Community Wellbeing' agreement is highest for the LGA being a good place to live and healthy lifestyle opportunities. Residential development supporting diverse needs, value for money and availability of the elected body had lower agreement levels. Those residing in Dubbo had significantly higher agreement for healthy lifestyle, arts and cultural and work opportunities, as well as meaningful staff interactions (see Appendix 1).



Base: N = 503

Note: Data labels of <5% have not been shown above

N/A disclaimer – this statement cannot be compared to a Regional Benchmark as there is no comparable data available.

Strongly disagree Disagree Agree Strongly agree

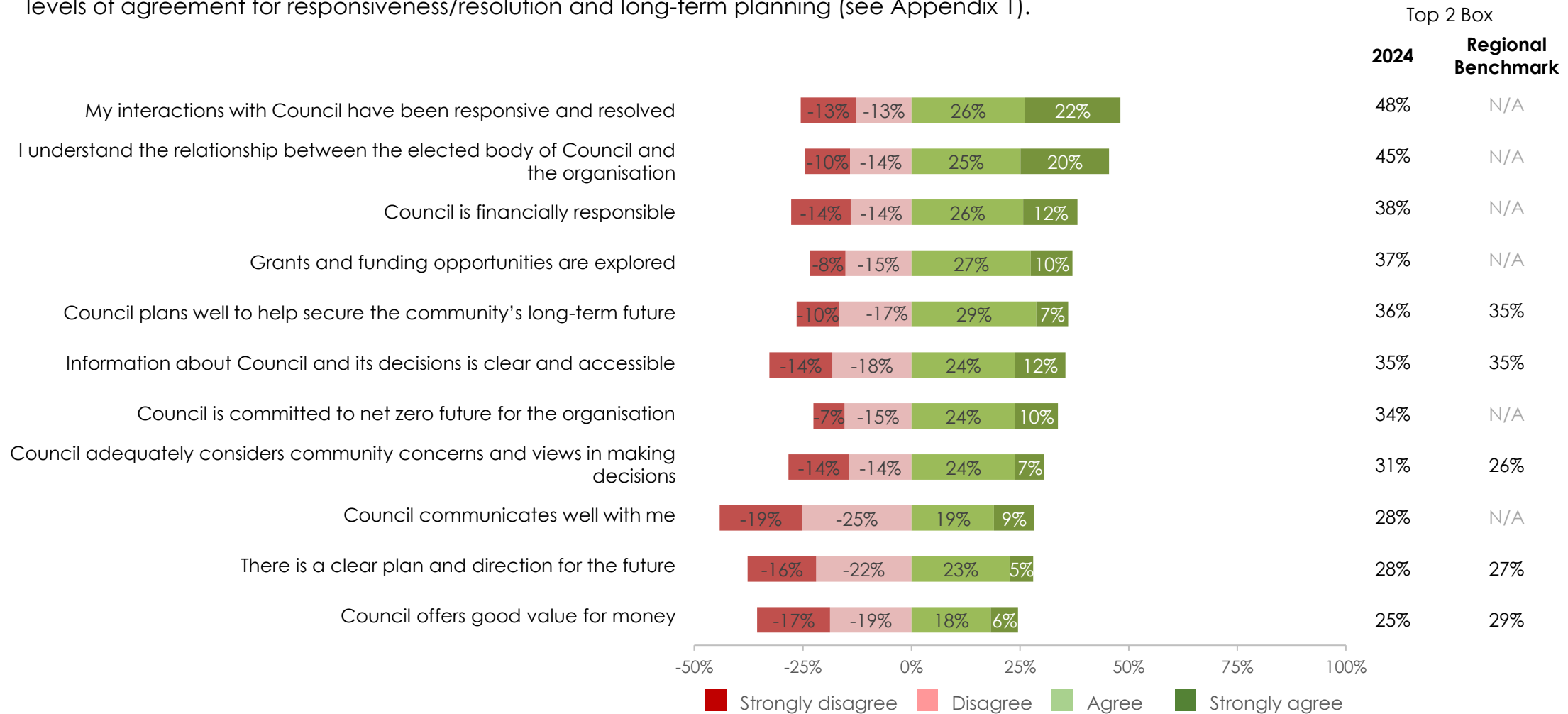
Please see Appendix 1 for results by demographics

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

Agreement Measures: Council Planning and Engagement

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

'Council Planning and Engagement' measures had more neutral levels of agreement, with higher levels of agreement for 'my interactions with Council have been responsive and resolved' and lower for value for money, future planning and communication. Those residing in Dubbo had significantly higher levels of agreement for responsiveness/resolution and long-term planning (see Appendix 1).



Base: N = 503

N/A disclaimer – this statement cannot be compared to a Regional Benchmark as there is no comparable data available.

Please see Appendix 1 for results by demographics

Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant 18

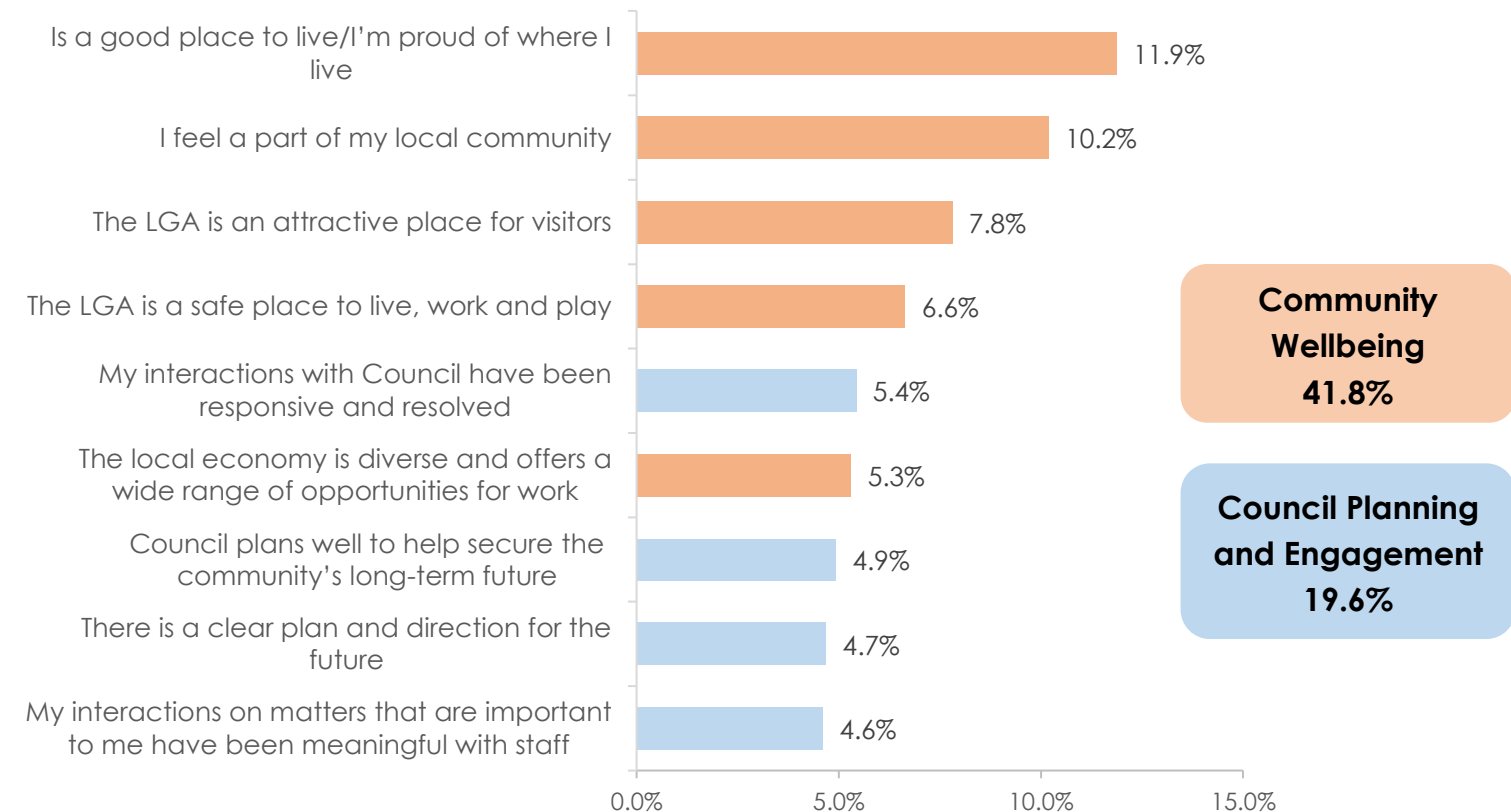
Key Drivers of Quality of Life

Dependent Variable: Q1d. Overall, how would you rate the quality of life you have living in Dubbo Regional Council?

Explanation of Analysis

Regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables. Using a regression, a social cohesiveness and connection model was developed. The outcomes demonstrated that focusing on the areas with higher levels of agreement may not necessarily positively impact quality of life ratings.

The score assigned to each area is not a measure of high or low agreement – rather, it indicates the percentage of influence each measure contributes to quality of life ratings. Opportunities are present to help lift agreement ratings to further lift quality of life ratings.



These top 9 agreement statements (so 36% of the 25 statements) account for over 60% of the variation in quality of life ratings.

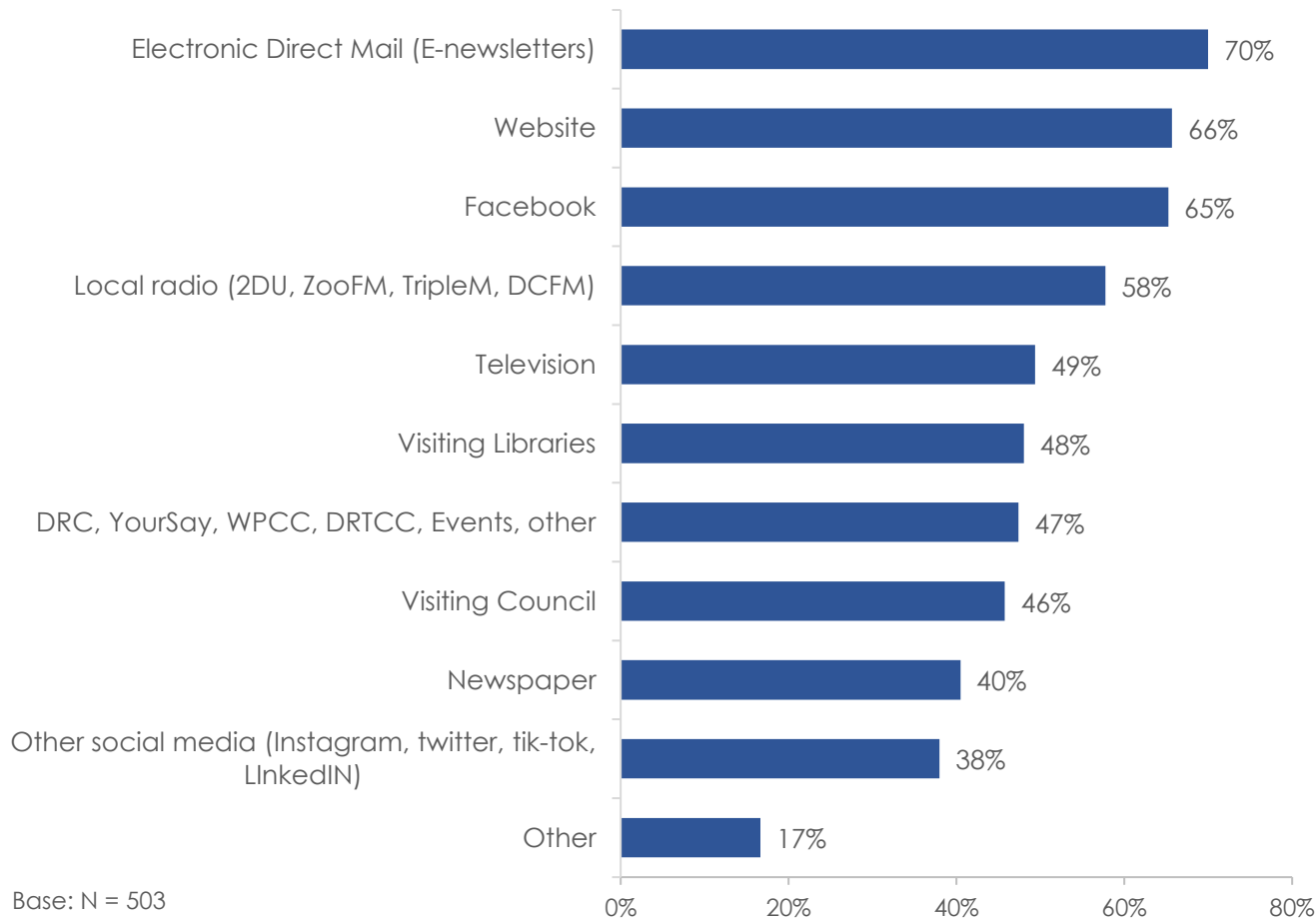
Investigating the measures separately, 'Is a good place to live/I'm proud of where I live' is the most vital driver of quality of life, followed by 'I feel a part of my local community'.

When summarising them into the two thematical groups, we can see 'Community Wellbeing' is the most important driver category.

Preference to Receive Information

D5. How do you prefer to receive your information?

The chart below highlights the breadth of media channels of which residents prefer to consume their information. Residents are shifting to be more favourable towards online methods, driven by younger residents relying more on social media, however older residents tend to be utilising more traditional methods such as television and newspapers. This highlights the importance of having a multiplicity of channels to reach the diverse community.



	Age			
	18-34	35-54	55-64	65+
Electronic Direct Mail (E-newsletters)	70%	74%	77%	59%
Website	74%	73%	76%	38%
Facebook	81%	68%	62%	42%
Local radio	59%	53%	56%	63%
Television	43%	42%	59%	61%
Visiting Libraries	56%	44%	47%	43%
DRC, YourSay, WPCC, DRTCC, Events, other	57%	50%	50%	30%
Visiting Council	56%	45%	46%	34%
Newspaper	40%	32%	37%	54%
Other social media	62%	38%	31%	11%
Other	15%	16%	13%	22%
Base	153	157	78	115

*Other specified of 10% and below included; letter in the mail, word of mouth, community meetings, email, text message, Visitor Information Centre, online news and phoning Council.

A significantly higher/lower percentage (by group)
See Appendix 1 for all demographics and 'other' specified



Section Two

Summary of Service Delivery

This section looks at satisfaction with Council's overall performance and summarises the importance and satisfaction ratings for the 59 services and facilities. In this section we explore trends to past research and comparative norms.

Section Summary: Service Delivery

IMPORTANCE

Highest rated importance:

1. Sealed roads
2. Household waste
3. Parks and open spaces
4. Airports
5. Waste & recycling facilities / public amenities

But what drives overall satisfaction?

1. Being a well-run and managed Council
2. The elected body are visible and involved within the community
3. Decisions by the elected body are made in the interest of the community



SATISFACTION

- Encouragingly, there were only 3 larger drops in satisfaction (sewerage, water and aquatic centres). Observationally significant increases in satisfaction since 2022 were recorded for:
 - Decisions by the elected body are made in the best interest of the community
 - Engagement with the community
 - Being a well-run and managed Council
 - Environmental education & awareness
 - Development approvals
 - Managing commercial & industrial development
 - Access to public transport
 - Cemeteries



SATISFACTION (Benchmarks)

- Satisfaction was higher (greater than 10%) than the Regional Benchmark for:
 - Access to public transport
 - Traffic management
 - Decisions by the elected body are made in the best interest of the community
 - A range of affordable housing
- And noticeably lower for:
 - Aquatic Centres

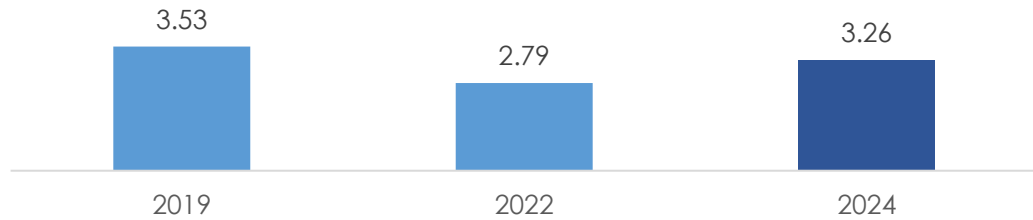
Overall Satisfaction with the Performance of Council

Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

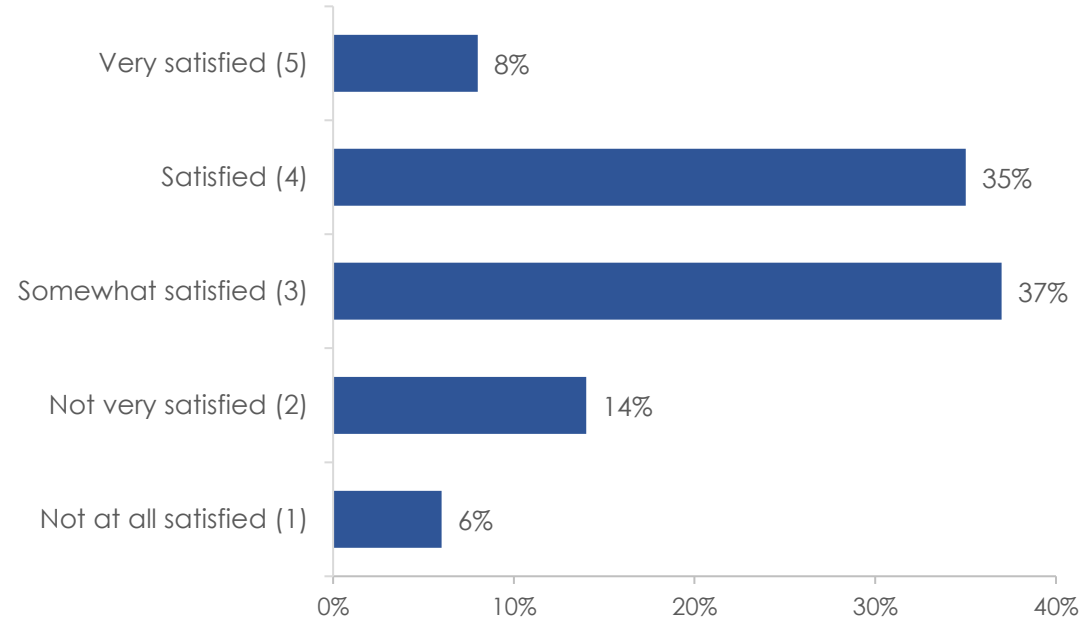
Overall, 81% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. Results are on par with the Micromex Regional Benchmark.

	Dubbo Regional Council	Micromex Regional Benchmark
Top 3 Box %	81%	82%
Mean rating	3.26	3.31
Base	503	53,020

Mean rating year on year trend



Note: slight scale change from previous years. Previously 'very dissatisfied' to 'very satisfied'



	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Top 3 Box %	81%	79%	82%	79%	78%	78%	88%	81%	79%	85%	80%	83%	71%	82%
Mean rating	3.26	3.24	3.28	3.14	3.14	3.34	3.53	3.29	3.18	3.36	3.24	3.30	3.04	3.34
Base	503	246	257	153	157	78	115	385	118	70	433	375	87	40

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

A significantly higher/lower level of satisfaction (by year/group) 23

Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 59 Council-provided services and facilities – the equivalent of 118 separate questions!

We have utilised the following techniques to summarise and analyse these 118 questions:

Highlights and Comparison with 2022 Results



Comparison with Micromex Benchmarks



Performance Gap Analysis



Quadrant Analysis



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



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 59 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

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

Higher importance	T2 Box	Mean
Maintenance of sealed roads	93%	4.66
Household waste collection	93%	4.60
Parks and open spaces for recreational activities	93%	4.56
Airports	92%	4.66
Waste & Recycling Facilities	90%	4.59
Public Amenities	90%	4.57

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

Lower importance	T2 Box	Mean
Community halls & hire	55%	3.68
Arts & Cultural services & programs	60%	3.77
Western Plains Cultural Centre	63%	3.79
Civic events and recognition of community	64%	3.81
Old Dubbo Gaol	67%	3.87

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Old Dubbo Gaol	97%	4.29
Macquarie Regional Libraries	97%	4.22
Dubbo Regional Theatre & Convention Centre	96%	4.27
Wellington Caves	96%	4.25
Library services & programs	96%	4.21
Dubbo Visitor Information Centres	96%	4.16

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

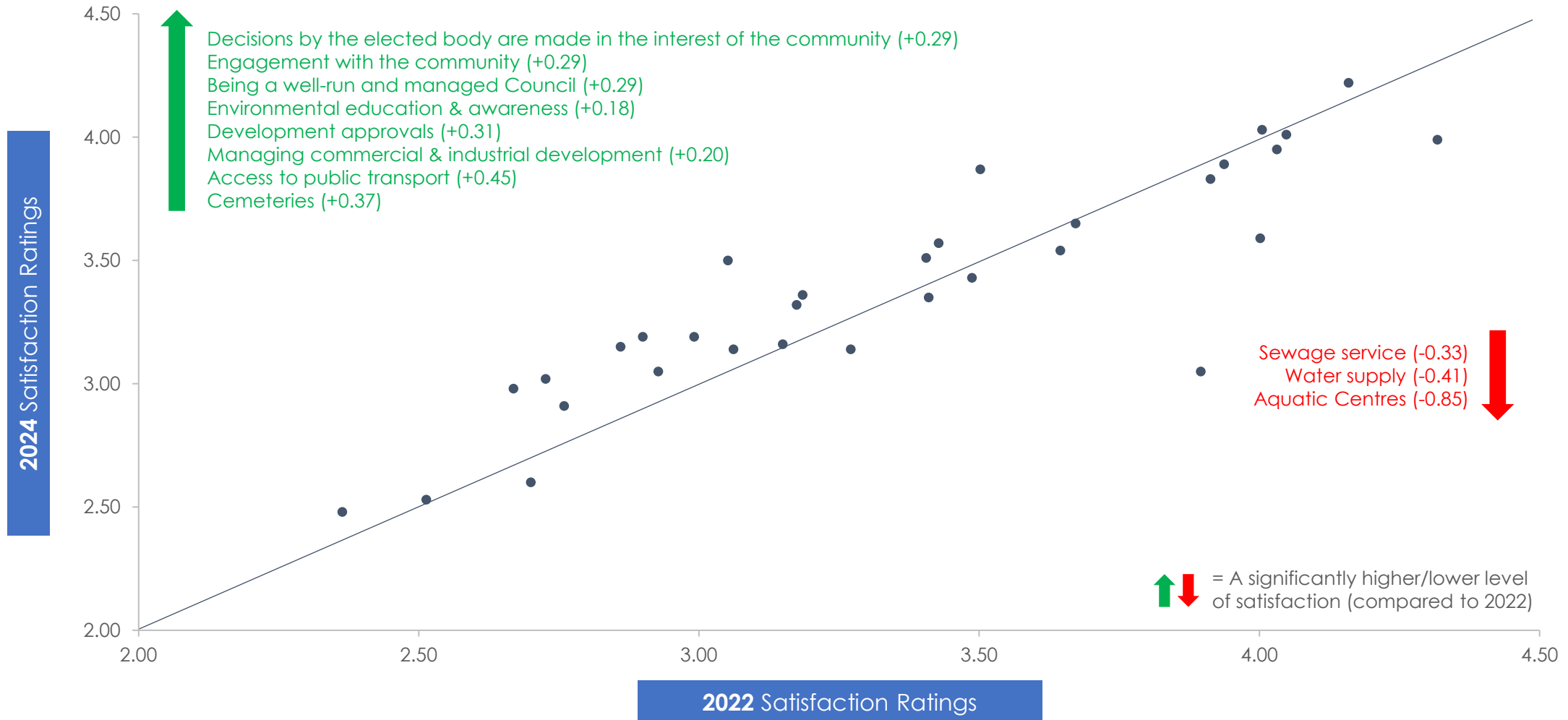
Lower satisfaction	T3 Box	Mean
Maintenance of sealed roads	48%	2.53
Maintenance of unsealed roads	49%	2.48
A range of affordable housing	54%	2.60
Aquatic Centres	63%	3.05
Financial management (rates, budgets)	64%	2.91

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

Services and Facilities – Satisfaction: Comparison by Year

The below chart compares the mean satisfaction ratings for 2024 vs 2022.

Satisfaction significantly* increased for 8 of the 32 comparable services and facilities, there were also larger decreases in satisfaction for 3 of the 32 services and facilities.



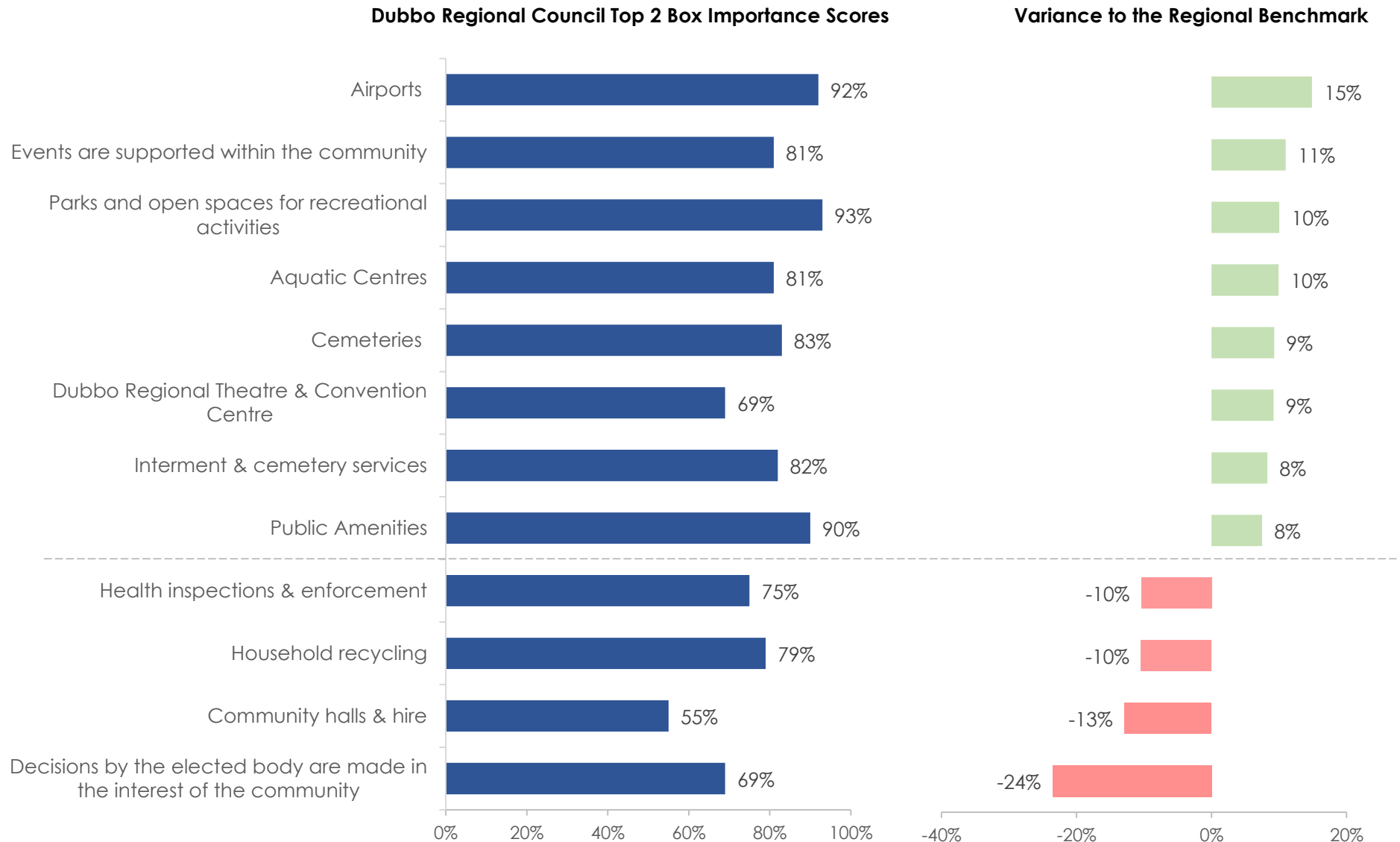
Scale: 1 = not at all satisfied, 5 = very satisfied

*Please note: Due to changes in methodology results comparable should be viewed from an interest point. Satisfaction was previously asked of all respondents and is now only asked of those who rated a service/facility as 'important/very important'. Therefore satisfaction ratings apply to only those who use are interested in a particular service/facility.

Summary Importance Comparison to the Micromex Benchmark – How Do We Compare?

The chart to the right shows the variance between Dubbo Regional Council top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps.

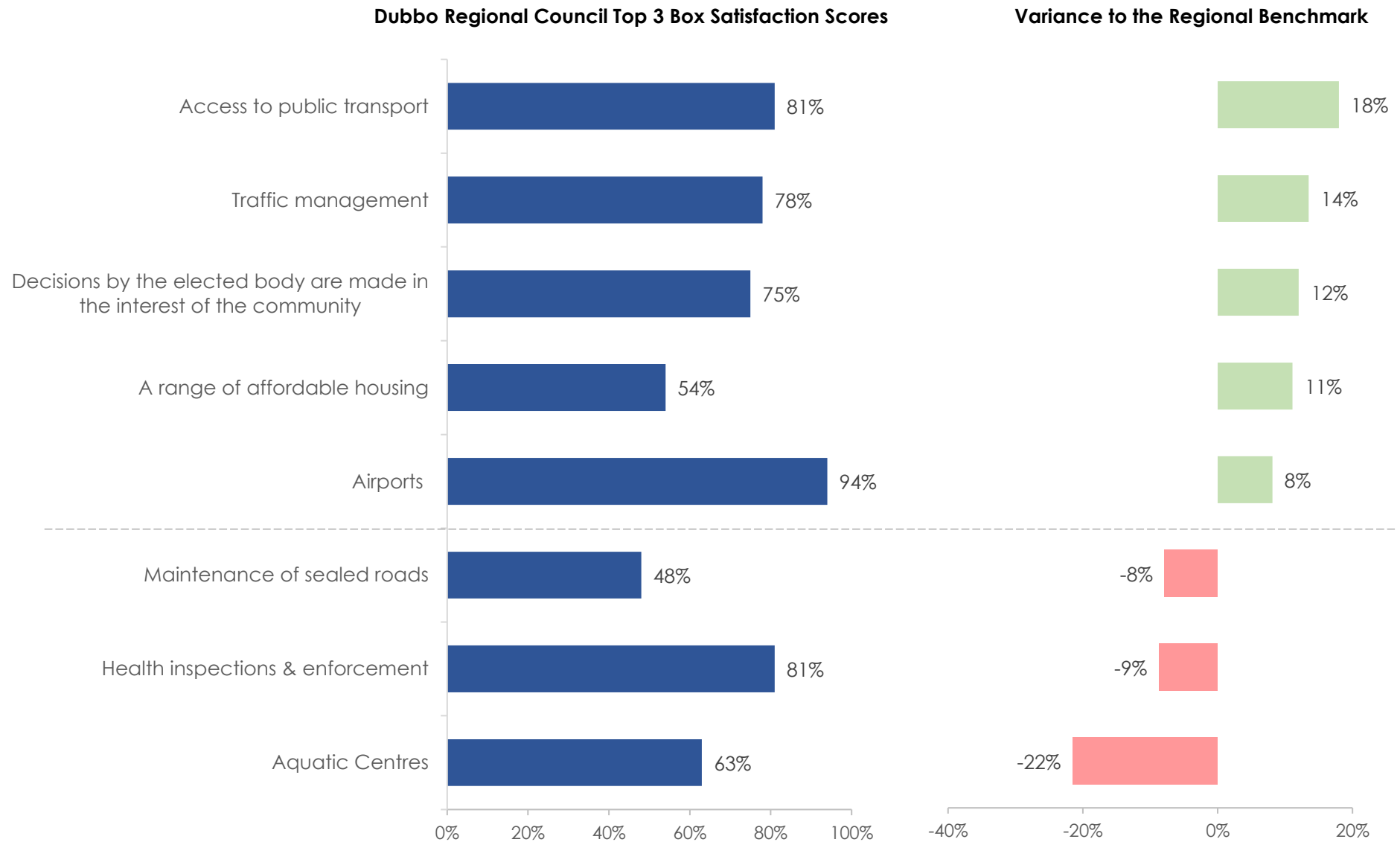


Note: Only services/facilities with a variance of +/- 8% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark – How Do We Compare?

The chart to the right shows the variance between Dubbo Regional Council top 3 satisfaction box scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

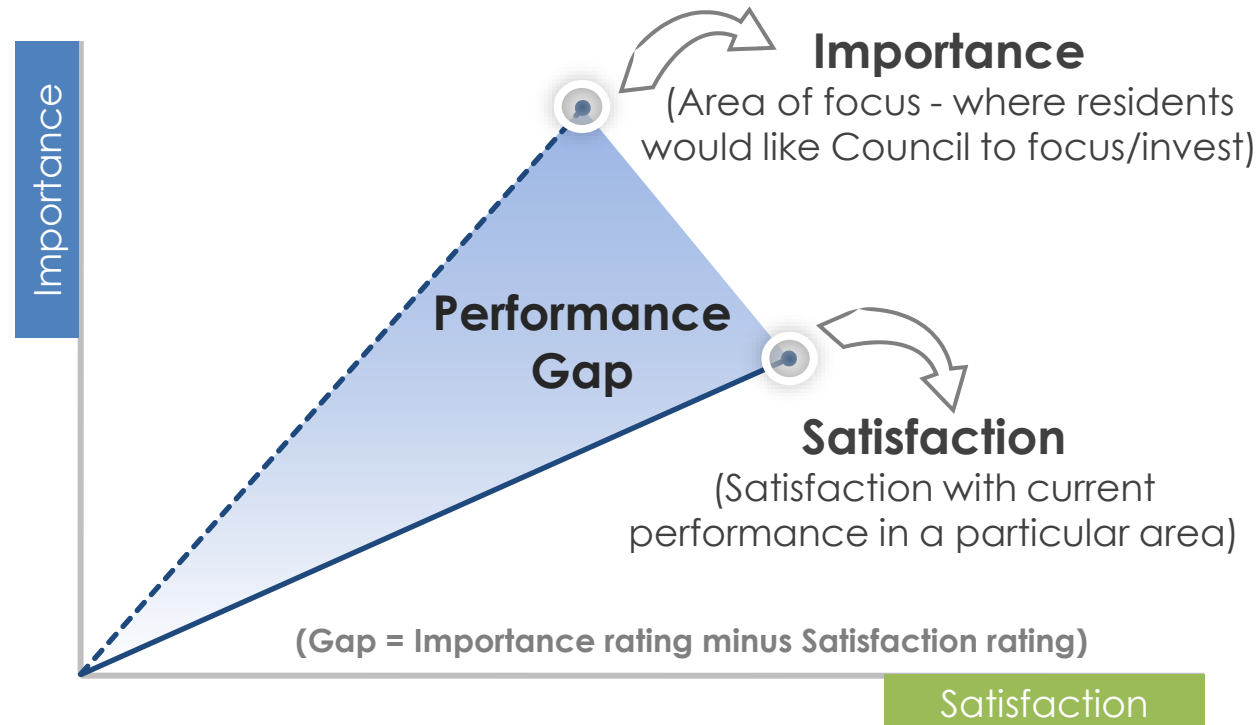
Performance Gap Analysis

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

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

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

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



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 48% and 70%.

Roads, affordable housing and public amenities have larger performance gaps of over 20%, identifying the delivery of these services falls well below expectations.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Infrastructure	Maintenance of sealed roads	93%	48%	45%
Infrastructure	Maintenance of unsealed roads	81%	49%	32%
Housing	A range of affordable housing	80%	54%	26%
Council Facilities and Maintenance	Public amenities	90%	68%	22%
Council Facilities and Maintenance	Aquatic Centres	81%	63%	18%
Leadership	Financial management	81%	64%	17%
Leadership	Being a well-run and managed Council	87%	70%	17%
Infrastructure	Maintenance & provision of footpaths	80%	69%	11%
Infrastructure	CBD parking	80%	70%	10%

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

Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

On average, Dubbo Regional Council residents rated services/facilities relatively on par with our Benchmarks in terms of importance and satisfaction.

	Dubbo Regional Council	Micromex Comparable Regional Benchmark
Average Importance	79%	78%
Average Satisfaction	82%	80%

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

Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **MAINTAIN**, such as 'parks and open spaces', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'maintenance of sealed roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

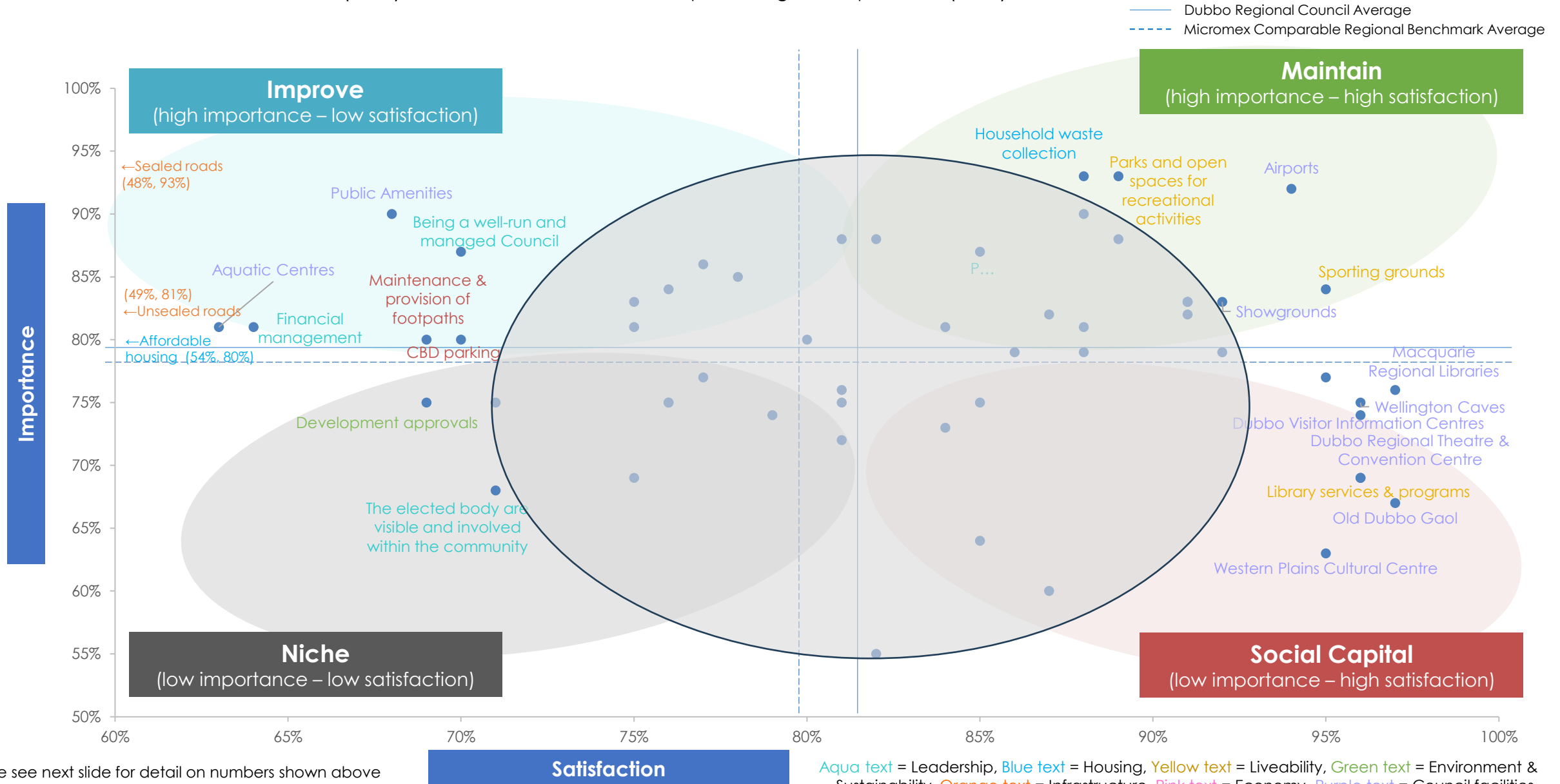
Attributes in the bottom left quadrant, **NICHE**, such as 'the elected body are visible and involved within the community', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

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

Quadrant Analysis – Importance VS Satisfaction

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).

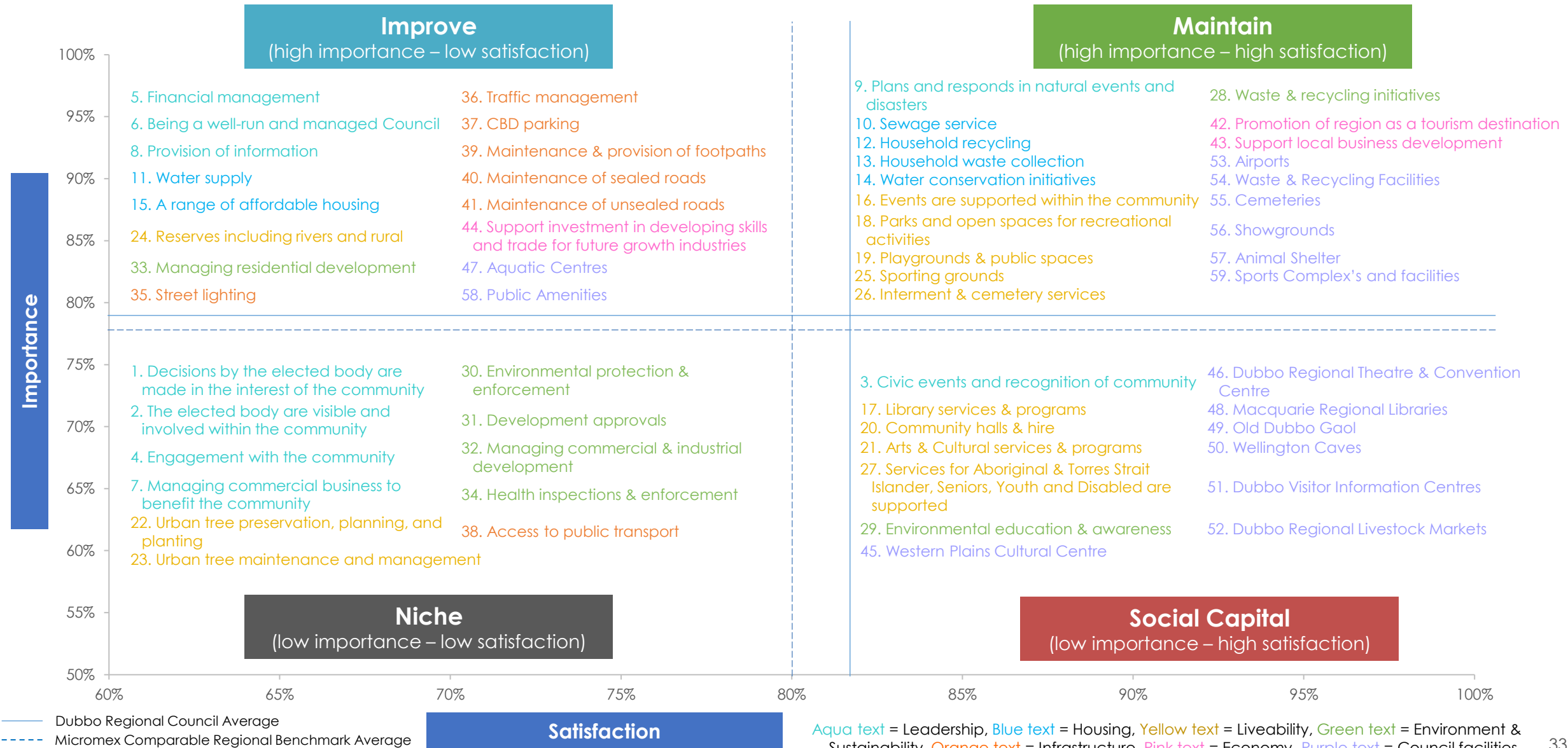


Please see next slide for detail on numbers shown above

Aqua text = Leadership, Blue text = Housing, Yellow text = Liveability, Green text = Environment & Sustainability, Orange text = Infrastructure, Pink text = Economy, Purple text = Council facilities.

Quadrant Analysis – Importance VS Satisfaction

The chart below shows the satisfaction (T3B%) with service/facilities measures plotted against importance (T2B%).



Regression Analysis

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

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

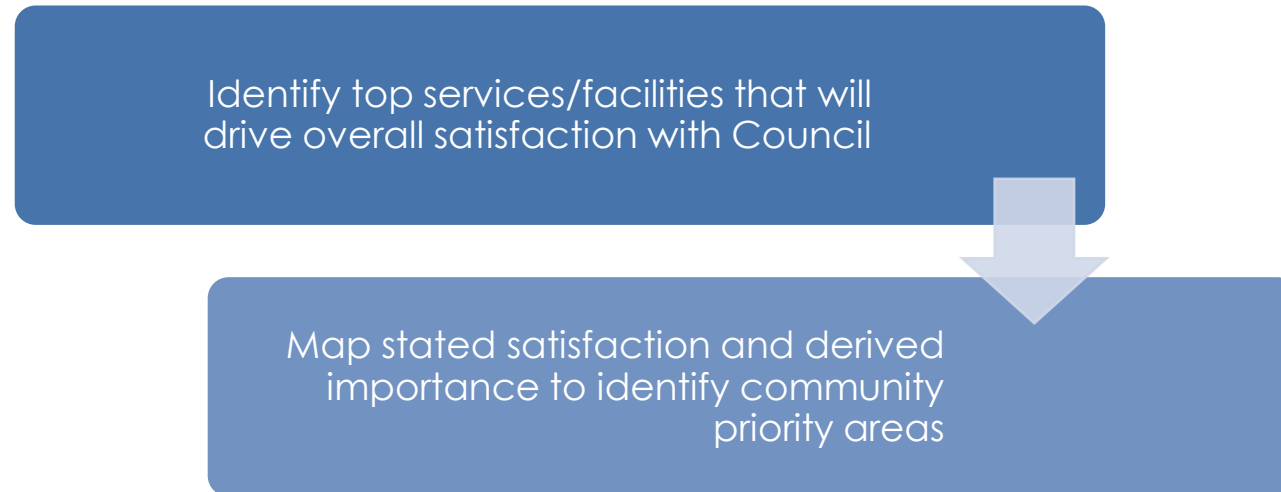
Therefore, in order to identify how Dubbo Regional Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

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

What Does This Mean?

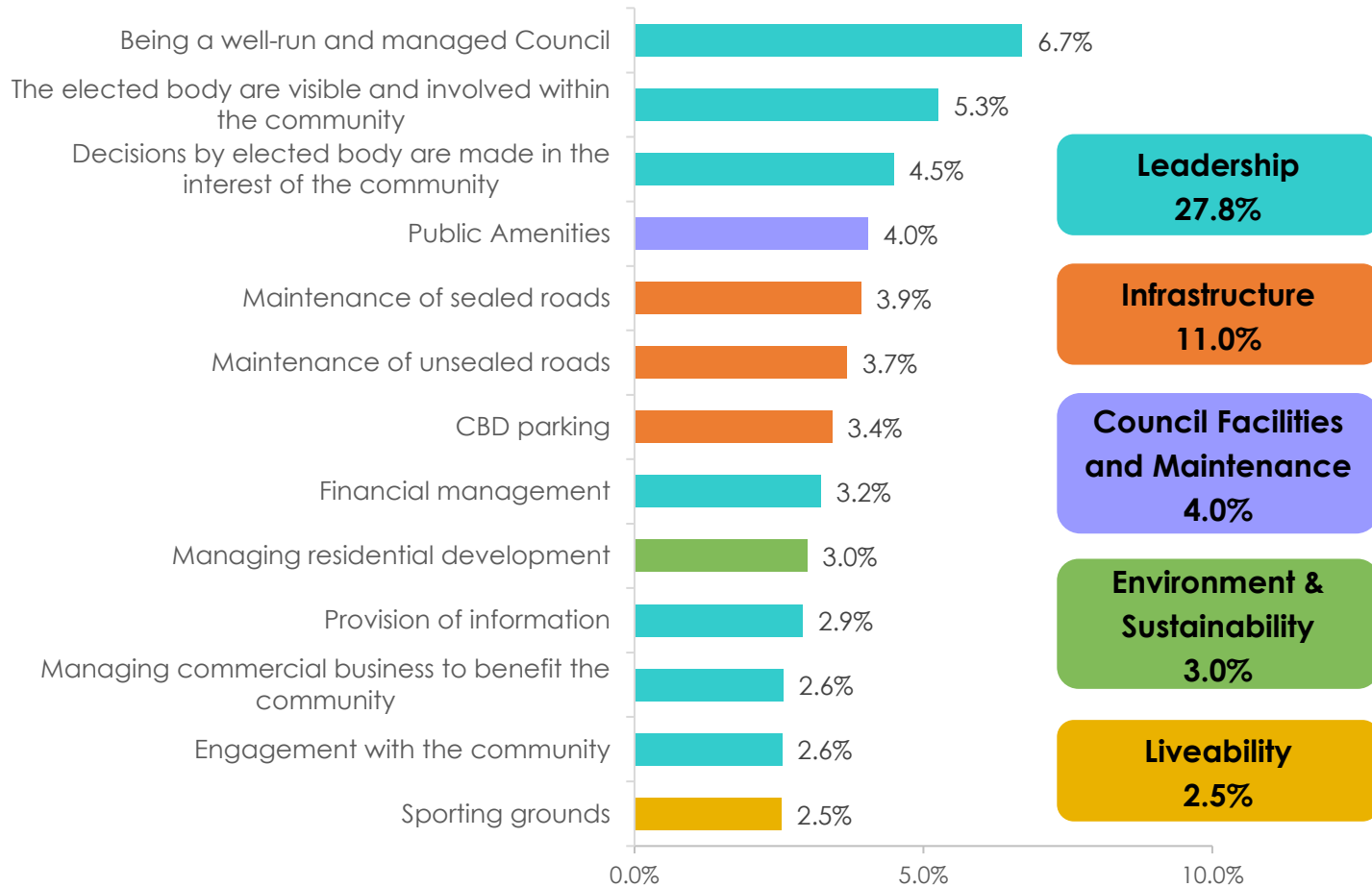
The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction.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



Key Drivers of Overall Satisfaction with Council

Dependent Variable: Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

The score assigned to each area is not a measure of satisfaction/dissatisfaction – rather, it indicates the percentage of influence each measure contributes to overall satisfaction with Council. All services/facilities are important – but if Council can increase satisfaction in these key driver areas, they will likely see an improvement in overall community satisfaction.



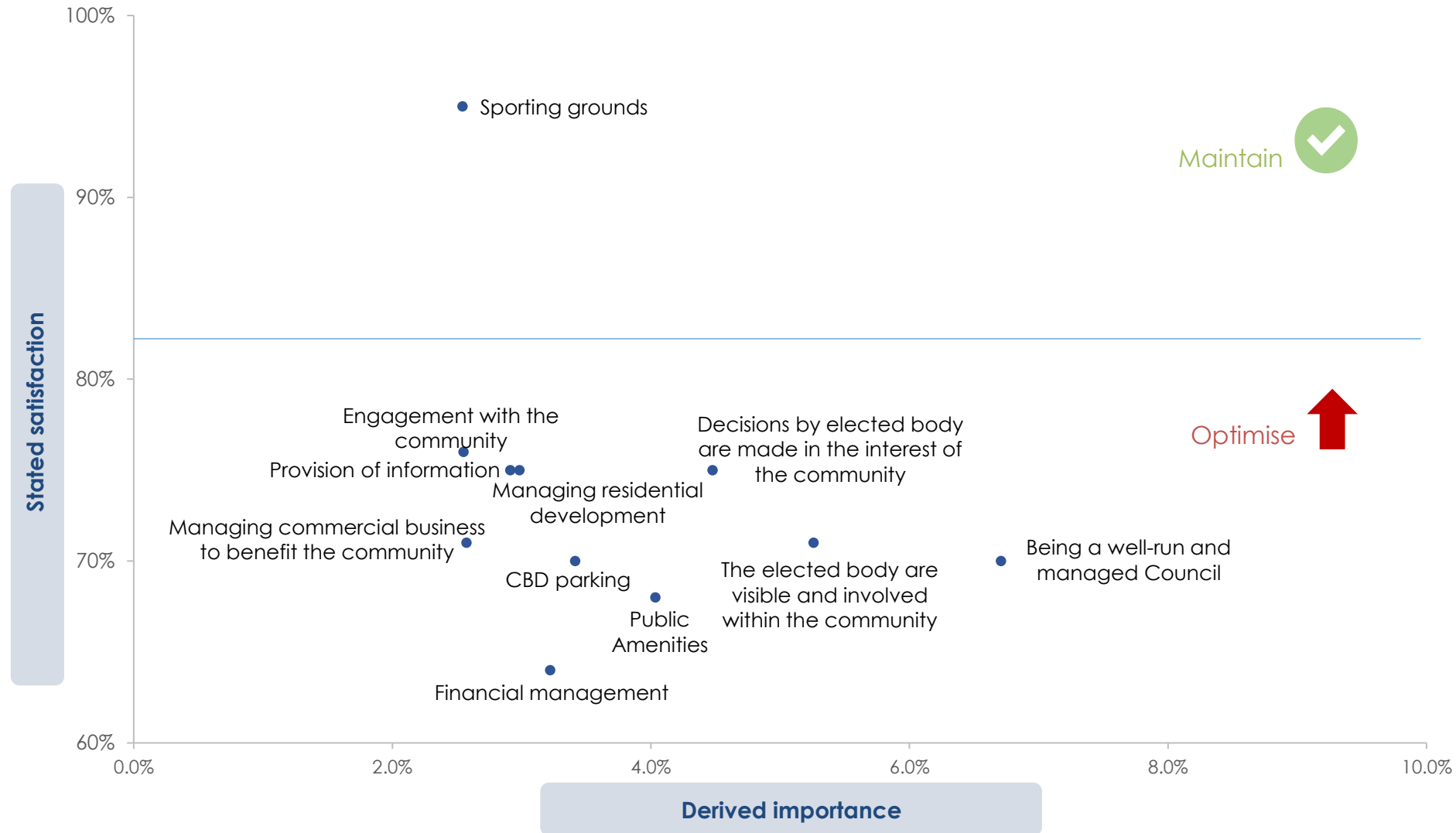
These top 13 services/facilities (so 22% of the 59 services/facilities) account for almost 50% of the variation in overall satisfaction.

Investigating the measures separately, 'being a well-run and managed Council' is the most vital driver of overall satisfaction, followed by 'the elected body are visible and involved in the community'.

After summarising them into the thematical groups, 'Leadership' is, by far, the most important driver category. Further, 'Infrastructure' is also an important driver.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

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



Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 59 measures



Section Three

Financial Sustainability

This section explores levels of support for potential changes to rate payments/user charges after the recent financial review.

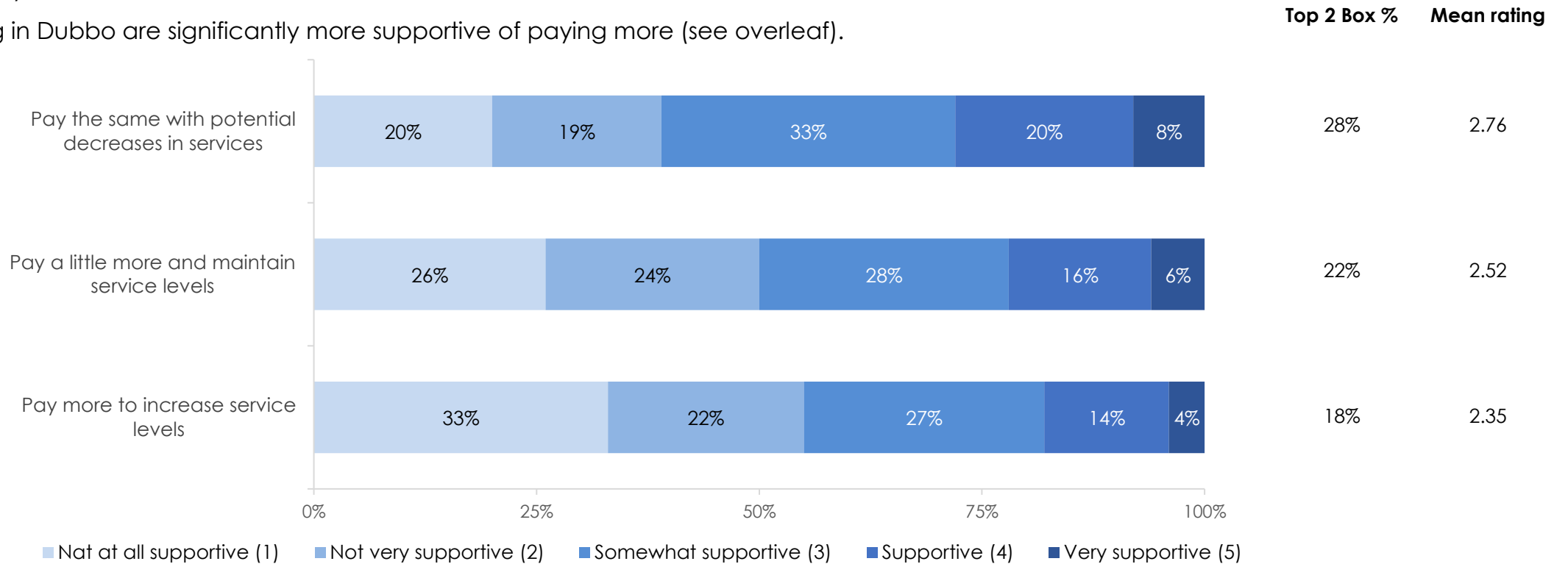
Supporting Changes to Rate Payments

- Q5a. How supportive would you be to potentially pay the same rates, or user charges, with potential decreases in some service areas?
- Q5b. How supportive would you be to potentially pay a little more to ensure current levels of service are maintained?
- Q5c. How supportive would you be to potentially pay more through rates, or user charges, to increase levels of service (i.e. to accommodate new facilities, enhance service levels, introduce more programs or activities)?

'Council completed a financial sustainability review last year that identified Council does not have the financial capacity to meet required road and building renewals and maintain current levels of service to the community'

45% of residents are at least somewhat supportive of paying more to increase service levels and 50% are at least somewhat supportive of paying a little more to maintain service levels. A net total of 58% are willing to pay more (selected at least somewhat supportive on either or both 'maintain' and 'increase' services).

Residents residing in Dubbo are significantly more supportive of paying more (see overleaf).



Supporting Changes to Rate Payments

Q5a. How supportive would you be to potentially pay the same rates, or user charges, with potential decreases in some service areas?
 Q5b. How supportive would you be to potentially pay a little more to ensure current levels of service are maintained?
 Q5c. How supportive would you be to potentially pay more through rates, or user charges, to increase levels of service (i.e. to accommodate new facilities, enhance service levels, introduce more programs or activities)?

Top 2 Box % = supportive/very supportive
 Bottom 2 Box % = not at all supportive/not very supportive
 Scale: 1 = not at all supportive, 5 = very supportive
 A significantly higher/lower level of support (by group)

Pay the same with potential decreases in services	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Top 2 Box %	28%	28%	27%	32%	21%	35%	27%	25%	38%	29%	28%	28%	26%	27%
Bottom 2 Box %	39%	39%	39%	31%	45%	37%	44%	45%	20%	38%	39%	39%	40%	40%
Mean rating	2.76	2.75	2.77	2.92	2.56	2.90	2.73	2.64	3.16	2.78	2.76	2.78	2.68	2.80
Base	501	244	257	153	157	78	113	383	118	70	431	374	86	40

Pay a little more and maintain services	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Top 2 Box %	22%	26%	18%	23%	17%	28%	25%	19%	33%	28%	21%	24%	18%	14%
Bottom 2 Box %	50%	51%	50%	54%	52%	49%	44%	52%	43%	50%	50%	47%	55%	65%
Mean rating	2.52	2.57	2.47	2.52	2.37	2.62	2.65	2.44	2.79	2.66	2.50	2.61	2.32	2.11
Base	503	246	257	153	157	78	115	385	118	70	433	375	87	40

Pay more to increase services	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Top 2 Box %	18%	23%	14%	22%	13%	16%	23%	17%	24%	29%	17%	20%	16%	10%
Bottom 2 Box %	55%	53%	56%	53%	56%	50%	57%	57%	46%	46%	56%	51%	63%	69%
Mean rating	2.35	2.43	2.26	2.40	2.22	2.37	2.43	2.27	2.58	2.61	2.30	2.44	2.14	1.95
Base	503	246	257	153	157	78	115	385	118	70	433	375	87	40

Service Areas to be Reduced

Q5d. Thinking overall, can you identify any specific areas of services that should be reduced?

2/3 of residents could not identify **any** specific areas of services that should be reduced (meaning 67% could not identify any specific areas that should be reduced).

Of those that could identify an area, 10% mentioned Council should reevaluate their spending (staffing, wages, efficiency), and 6% believe arts and cultural services/events should be reduced.

Example of participant comments

“Council members and support staff salaries should be reduced”

“Better managements of funds”

“Avoid spending money on minority entertainment, e.g. only the wealthy can afford art”

“Too many funds in activities/programs that don't benefit the community ever if at all”

“Over maintenance of Apex Oval is excessive, as it doesn't get used enough”

“Green bin collections can be reduced, a lot of residents have chooks to give food scraps and don't need a collection every week”

Services to be reduced	N = 503
Council spending/wages/staffing/efficiency	10%
Arts and cultural services/local activities/events	6%
Rates/charges/hiring fees	3%
Sports, parks and recreation	3%
Waste and recycling services	3%
Beautification and maintenance	2%
Environmental initiatives	2%
Roadworks	2%
Welfare services/support for minority groups e.g. ATSI, LGBTQI+	2%
Developments	1%
Libraries/community halls	1%
Research/advancements e.g. studies, 3D printing, etc.	1%
Tourism/marketing and promotion/business support/grants	1%
Unspecified/duplicated services	1%
Water and sewerage	1%
Sell off assets e.g. commercial blocks, livestock markets	<1%
Other	4%
Don't know/nothing	64%
No services should be reduced	3%



Additional Analyses

Appendix 1

Most Valued Aspects

Q1a. What do you value most about living in the Dubbo Regional Council local government area?

Valued Aspects	N = 503
Quality and variety of services, facilities and infrastructure	20%
Rural aspect/country living/lifestyle/open spaces	20%
Sense of community/friendly community	17%
Location/close to services and facilities	14%
Close to family/friends	11%
Low density/low congestion/ease of getting around	10%
Quiet/peaceful	7%
Born in the area/grew up here	6%
Lots of events/activities/things to do	6%
Work opportunities/work in the area	6%
Great place to live/feels like home	5%
Natural environment/beauty of the area/climate/fresh air	5%
Affordability	3%
A safe area/family friendly	2%
Centre of growth	2%
Happy with Council e.g. responsive, efficient, approachable	2%
Well maintained area/good roads	2%
Good transport services	1%
Other	5%
Don't know/nothing	10%

Priority Areas for the Next 10 Years

Q1b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Dubbo Regional Council local government area?

Priority Areas	N = 503
Addressing public issues such as community safety/crime/homelessness/more police	39%
Roads/supporting infrastructure/traffic management	30%
Infrastructure, services and facilities to cater to growth e.g. health, education, etc.	26%
Housing affordability/availability	21%
Improved Council action e.g. transparency, staff, communication	9%
Cost of living/rates/services	7%
Employment opportunities/job security	6%
Improved planning for the area/managing development and population growth	5%
Supply of resources/quality e.g water, electricity	5%
Area maintenance e.g. cleanliness, trees, streets	4%
More/variety of shops/food options	4%
Environmental management/more trees/climate change	3%
Managing youth e.g. antisocial behaviour, need activities, etc.	3%
Provision of public transport	3%
Encourage tourism	2%
Equitable distribution of resources/services across LGA	2%
Maintaining country atmosphere/lifestyle	2%
More family friendly activities/events in area	2%
Supporting/attracting business	2%
Attracting people to the area/retaining people	1%
Footpaths/accessibility/safety for pedestrians	1%
Improve internet/phone services	1%
Parking availability	1%
Stop renewable energy farm development	1%
Stormwater and flood management	1%
Other	2%
Don't know/nothing	4%

Agreement Measures: Community Wellbeing

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Agreement Top 2 Box – Agree/ Strongly agree %	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Is a good place to live/I'm proud of where I live	74%	76%	73%	60%	74%	75%	93%	78%	64%	72%	75%	74%	75%	75%
Healthy lifestyle opportunities are available	71%	74%	68%	64%	71%	72%	79%	72%	68%	77%	70%	74%	59%	66%
Opportunities to participate in arts, entertainment and cultural activities	69%	66%	73%	71%	65%	68%	74%	68%	73%	67%	69%	73%	60%	55%
The LGA is an attractive place for visitors	68%	70%	66%	68%	60%	71%	77%	70%	61%	72%	67%	68%	64%	74%
I feel a part of my local community	62%	61%	62%	62%	56%	60%	70%	62%	60%	68%	61%	62%	58%	66%
The local economy is diverse and offers a wide range of opportunities for work	61%	64%	58%	63%	57%	63%	61%	62%	58%	65%	60%	67%	34%	64%
The cost of living in this LGA is affordable to you	45%	52%	39%	33%	44%	50%	62%	53%	22%	50%	45%	45%	49%	46%
As a regional centre I feel connected to larger cities and centres	44%	47%	41%	44%	40%	42%	49%	44%	42%	38%	45%	45%	33%	58%
My community is harmonious, cohesive and inclusive	41%	41%	42%	42%	37%	40%	47%	41%	43%	62%	38%	40%	42%	55%
My interactions on matters that are important to me have been meaningful with staff	39%	41%	36%	32%	44%	37%	43%	41%	33%	46%	38%	42%	24%	46%
The LGA is a safe place to live, work and play	37%	41%	33%	41%	33%	34%	41%	36%	42%	45%	36%	36%	39%	43%
New residential developments support our diverse community needs	34%	40%	28%	29%	29%	42%	41%	36%	27%	37%	33%	36%	23%	42%
The services & facilities council provides is value for money	33%	36%	30%	26%	31%	36%	42%	36%	23%	35%	32%	34%	25%	37%
The elected body are available and visible	29%	30%	27%	29%	22%	28%	36%	28%	29%	30%	28%	28%	22%	47%

Agreement Measures: Council Planning and Engagement

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement?

Agreement Top 2 Box – Agree/ Strongly agree %	Overall	Gender		Age				Ratepayer status		Time lived in area		Suburb		
		Male	Female	18-34	35-54	55-64	65+	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
My interactions with Council have been responsive and resolved	48%	45%	51%	47%	47%	49%	51%	51%	39%	53%	47%	52%	31%	44%
I understand the relationship between the elected body of Council and the organisation	45%	49%	42%	37%	51%	47%	48%	48%	36%	46%	45%	45%	39%	59%
Council is financially responsible	38%	43%	34%	30%	32%	47%	52%	40%	34%	41%	38%	39%	34%	41%
Grants and funding opportunities are explored	37%	40%	34%	30%	35%	44%	45%	39%	30%	43%	36%	38%	29%	43%
Council plans well to help secure the community's long-term future	36%	36%	36%	38%	32%	36%	40%	35%	38%	40%	35%	39%	23%	34%
Information about Council and its decisions is clear and accessible	35%	37%	34%	36%	33%	38%	37%	35%	37%	47%	34%	38%	27%	33%
Council is committed to net zero future for the organisation	34%	31%	36%	31%	31%	33%	42%	34%	32%	33%	34%	34%	30%	43%
Council adequately considers community concerns and views in making decisions	31%	31%	30%	32%	19%	31%	43%	30%	32%	34%	30%	32%	29%	23%
Council communicates well with me	28%	31%	25%	29%	24%	28%	34%	28%	28%	34%	27%	30%	19%	30%
There is a clear plan and direction for the future	28%	31%	25%	32%	21%	33%	29%	27%	32%	36%	27%	29%	20%	33%
Council offers good value for money	25%	27%	22%	21%	21%	31%	31%	25%	24%	37%	23%	27%	15%	26%

Preference to Receive Information

D5. How do you prefer to receive your information?

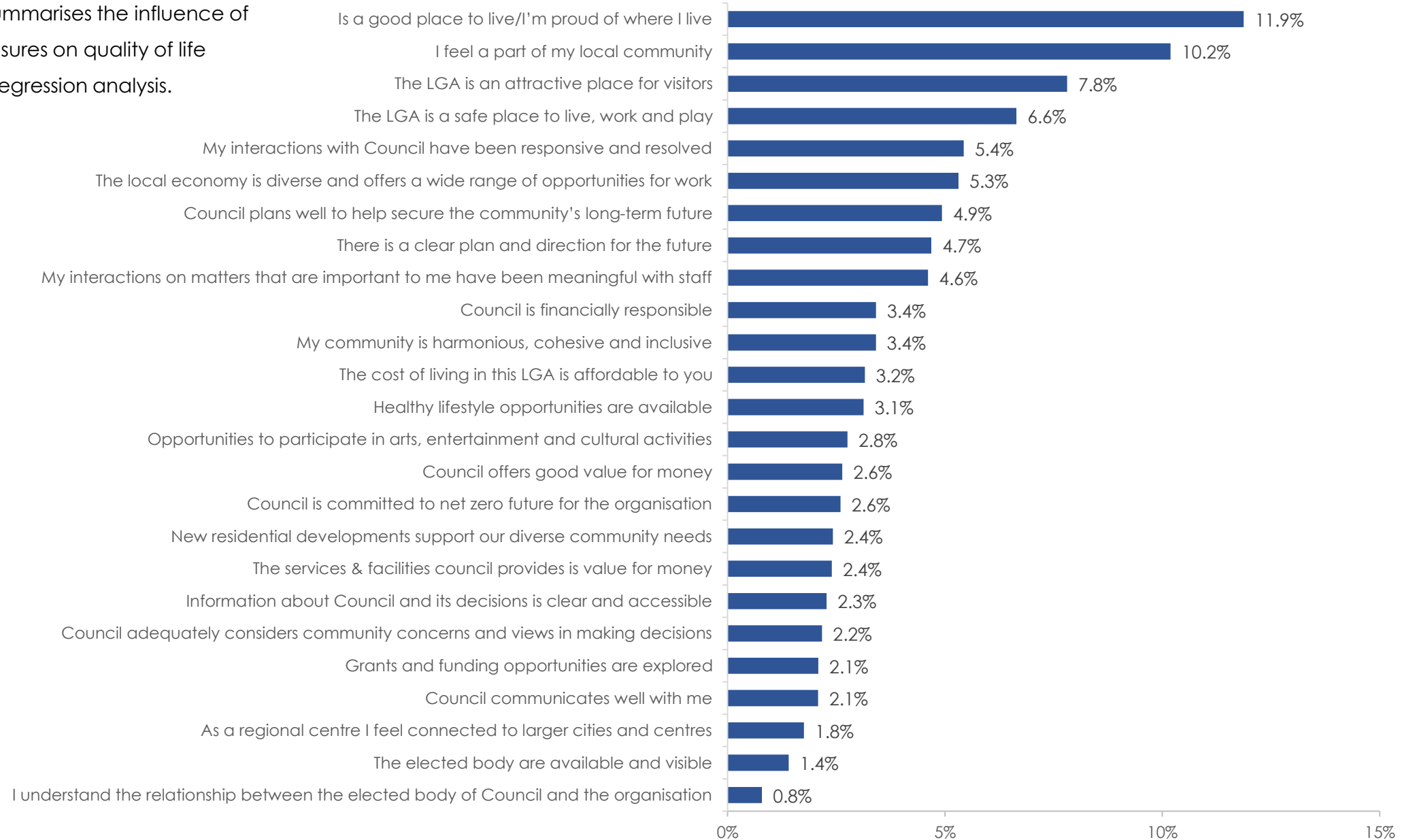
	Overall	Gender		Ratepayer status		Time lived in area		Suburb		
		Male	Female	Ratepayer	Non-ratepayer	10 years or less	Over 10 years	Dubbo	Wellington	Other
Electronic Direct Mail (E-newsletters)	70%	68%	71%	71%	67%	77%	69%	72%	65%	59%
Website	66%	65%	66%	63%	74%	71%	65%	69%	54%	61%
Facebook	65%	59%	71%	60%	83%	77%	63%	69%	55%	54%
Local radio (2DU, ZooFM, TripleM, DCFM)	58%	60%	56%	56%	63%	53%	59%	59%	56%	53%
Television	49%	49%	50%	47%	58%	53%	49%	49%	52%	44%
Visiting Libraries	48%	46%	50%	45%	59%	51%	48%	47%	53%	42%
DRC, YourSay, WPCC, DRTCC, Events, other	47%	46%	49%	44%	59%	55%	46%	51%	39%	30%
Visiting Council	46%	48%	43%	42%	59%	54%	44%	46%	50%	38%
Newspaper	40%	40%	41%	38%	47%	46%	40%	38%	50%	39%
Other social media (Instagram, twitter, tik-tok, LinkedIN)	38%	38%	38%	32%	56%	53%	36%	43%	24%	18%
Other	17%	18%	16%	15%	22%	12%	17%	14%	26%	18%
Base	503	246	257	385	118	70	433	375	87	40

Other specified	N = 503
Letter in the mail/with rates/mail box drop/newsletter	10%
Word of mouth	2%
Community meetings/other council buildings	1%
Email (not e-newsletter)	1%
Text message	1%
Visitor Information Centre	1%
Online news feeds/newspapers	<1%
Phoning Council	<1%

A significantly higher/lower percentage (by group)

Regression Analysis – Influence on Quality of Life

The chart to the right summarises the influence of the 25 agreement measures on quality of life ratings, based on the Regression analysis.



Comparison to Previous Research Satisfaction

Service/Facility – Satisfaction ratings	Satisfaction			Other measures	2024	2022	2019
	2024	2022	2019				
Decisions by the elected body are made in the interest of the community	3.19↑	2.90	3.20	Overall Satisfaction (mean rating) Scale is now 1=not at all satisfied, 5=very satisfied (was: 1=very dissatisfied, 5=very satisfied) Agreement measures (strongly agree/agree %) My community is harmonious, cohesive and inclusive (was: 'I live in an inclusive community') Is a good place to live/I'm proud of where I live (was: 'Overall, I believe Dubbo Regional Council is a good place to live') The local economy is diverse and offers a wide range of opportunities for work (was: 'There is a range of employment and business opportunities') The cost of living in this LGA is affordable to you (was: 'It is affordable to live in the region') The LGA is a safe place to live, work and play (was: 'I feel safe where I live')	3.26↑	2.79	3.53
Engagement with the community	3.15↑	2.86	3.31				
Financial management (rates, budgets)	2.91	2.76	3.32				
Being a well-run and managed Council	3.02↑	2.73	3.35				
Provision of information	3.14	3.06	3.46				
Sewage service	3.99↓	4.32	4.20				
Water supply	3.59↓	4.00	4.06				
Household recycling	4.01	4.05	3.93				
Household waste collection	3.95	4.03	3.96				
Water conservation initiatives	3.51	3.41	3.28				
A range of affordable housing	2.60	2.70	3.48				
Events are supported within the community	3.57	3.43	3.79				
Parks and open spaces for recreational activities	3.89	3.94	4.06				
Playgrounds & public spaces	3.83	3.91	3.90				
Sporting grounds	4.03	4.00	4.09				
Services for Aboriginal & Torres Strait Islander, Seniors, Youth and Disabled are supported	3.43	3.49	3.66				
Environmental education & awareness	3.36↑	3.18	3.42				
Development approvals	2.98↑	2.67	3.11				
Managing commercial & industrial development	3.19↑	2.99	3.40				
Managing residential development	3.16	3.15	3.55				
Street lighting	3.54	3.64	3.51				
Traffic management	3.35	3.41	3.32				
CBD parking	3.14	3.27	3.13				
Access to public transport	3.50↑	3.05	3.25				
Maintenance & provision of footpaths	3.05	2.93	3.14				
Maintenance of sealed roads	2.53	2.51	2.93				
Maintenance of unsealed roads	2.48	2.36	2.72				
Promotion of region as a tourism destination	3.65	3.67	3.91				
Support local business development	3.32	3.17	3.43				
Aquatic Centres	3.05↓	3.90	3.79				
Macquarie Regional Libraries	4.22	4.16	4.25				
Cemeteries	3.87↑	3.50	3.94				

Note: In previous years satisfaction was asked of all, now we only ask satisfaction of those who rated the service/facility as important or very important. Therefore results should be viewed from a point of interest only. The scale has changed for all satisfaction measures (including overall satisfaction) and wording changes within the agreement measures.

Scale: 1 = not at all satisfied/strongly disagree, 5 = very satisfied/strongly agree

A significantly higher/lower rating (by compared to 2022)

Council's Used to Create the Micromex Regional Benchmark

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

Importance Compared to the Micromex Benchmark

Service/Facility (table 1 of 2)	Dubbo Regional Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Airports	92%	77%	15%
Events are supported within the community	81%	70%	11%
Parks and open spaces for recreational activities	93%	83%	10%
Aquatic Centres	81%	71%	10%
Cemeteries	83%	74%	9%
Dubbo Regional Theatre & Convention Centre	69%	60%	9%
Interment & cemetery services	82%	74%	8%
Public Amenities	90%	82%	8%
Sporting grounds	84%	77%	7%
Dubbo Regional Livestock Markets	77%	70%	7%
Sports Complex's and facilities	83%	77%	6%
Macquarie Regional Libraries	76%	70%	6%
Playgrounds & public spaces	88%	83%	5%
Environmental protection & enforcement	76%	71%	5%
Maintenance of unsealed roads	81%	77%	4%
Promotion of region as a tourism destination	79%	75%	4%
Development approvals	75%	72%	3%
Western Plains Cultural Centre	63%	60%	3%
A range of affordable housing	80%	77%	3%
Urban tree maintenance and management	77%	75%	2%
Managing residential development	83%	81%	2%
Sewage service	83%	81%	2%

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

Note: T2 = important/very important 50

Importance Compared to the Micromex Benchmark

Service/Facility (table 2 of 2)	Dubbo Regional Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Household waste collection	93%	91%	2%
Access to public transport	72%	70%	2%
Waste & recycling initiatives	82%	80%	2%
Water conservation initiatives	81%	80%	1%
Maintenance of sealed roads	93%	93%	0%
Support local business development	88%	88%	0%
Arts & Cultural services & programs	60%	60%	0%
Water supply	88%	88%	0%
Maintenance & provision of footpaths	80%	81%	-1%
Traffic management	85%	86%	-1%
Library services & programs	69%	70%	-1%
Street lighting	80%	82%	-2%
Provision of information	81%	83%	-2%
Managing commercial & industrial development	75%	77%	-2%
Environmental education & awareness	73%	75%	-2%
CBD parking	80%	82%	-2%
Plans and responds in natural events and disasters	87%	91%	-4%
Financial management	81%	86%	-5%
Health inspections & enforcement	75%	85%	-10%
Household recycling	79%	89%	-10%
Community halls & hire	55%	68%	-13%
Decisions by the elected body are made in the interest of the community	69%	93%	-24%

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

Note: T2 = important/very important 51

Satisfaction Compared to the Micromex Benchmark

Service/Facility (table 1 of 2)	Dubbo Regional Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Access to public transport	81%	63%	18%
Traffic management	78%	64%	14%
Decisions by the elected body are made in the interest of the community	75%	63%	12%
A range of affordable housing	54%	43%	11%
Airports	94%	86%	8%
Support local business development	82%	75%	7%
Waste & recycling initiatives	87%	81%	6%
Dubbo Regional Theatre & Convention Centre	96%	90%	6%
Sporting grounds	95%	89%	6%
Household recycling	92%	86%	6%
Western Plains Cultural Centre	95%	90%	5%
Dubbo Regional Livestock Markets	95%	90%	5%
Promotion of region as a tourism destination	88%	84%	4%
Water conservation initiatives	84%	81%	3%
Environmental protection & enforcement	81%	78%	3%
Parks and open spaces for recreational activities	89%	86%	3%
Playgrounds & public spaces	89%	86%	3%
Development approvals	69%	66%	3%
Macquarie Regional Libraries	97%	94%	3%
Library services & programs	96%	94%	2%
Events are supported within the community	88%	86%	2%
Sports Complex's and facilities	91%	89%	2%

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

Note: T3 = at least somewhat satisfied 52

Satisfaction Compared to the Micromex Benchmark

Service/Facility (table 2 of 2)	Dubbo Regional Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
CBD parking	70%	69%	1%
Maintenance & provision of footpaths	69%	68%	1%
Cemeteries	91%	90%	1%
Interment & cemetery services	91%	90%	1%
Provision of information	75%	74%	1%
Managing residential development	75%	74%	1%
Sewage service	91%	90%	1%
Household waste collection	88%	88%	0%
Plans and responds in natural events and disasters	85%	86%	-1%
Maintenance of unsealed roads	49%	50%	-1%
Environmental education & awareness	84%	85%	-1%
Urban tree maintenance and management	77%	80%	-3%
Managing commercial & industrial development	76%	79%	-3%
Arts & Cultural services & programs	87%	90%	-3%
Public Amenities	68%	72%	-4%
Water supply	81%	85%	-4%
Financial management	64%	70%	-6%
Community halls & hire	82%	88%	-6%
Street lighting	80%	86%	-6%
Maintenance of sealed roads	48%	56%	-8%
Health inspections & enforcement	81%	90%	-9%
Aquatic Centres	63%	85%	-22%

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

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility (table 1 of 3)	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintenance of sealed roads	93%	48%	45%
Maintenance of unsealed roads	81%	49%	32%
A range of affordable housing	80%	54%	26%
Public Amenities	90%	68%	22%
Aquatic Centres	81%	63%	18%
Financial management	81%	64%	17%
Being a well-run and managed Council	87%	70%	17%
Maintenance & provision of footpaths	80%	69%	11%
CBD parking	80%	70%	10%
Reserves including rivers and rural	86%	77%	9%
Managing residential development	83%	75%	8%
Support investment in developing skills and trade for future growth industries	84%	76%	8%
Water supply	88%	81%	7%
Traffic management	85%	78%	7%
Provision of information	81%	75%	6%
Development approvals	75%	69%	6%
Support local business development	88%	82%	6%
Household waste collection	93%	88%	5%
Managing commercial business to benefit the community	75%	71%	4%
Parks and open spaces for recreational activities	93%	89%	4%

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

Performance Gap Analysis

Performance Gap Ranking Continued...

Service/Facility (table 2 of 3)	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Plans and responds in natural events and disasters	87%	85%	2%
Waste & Recycling Facilities	90%	88%	2%
Urban tree maintenance and management	77%	77%	0%
Street lighting	80%	80%	0%
Engagement with the community	75%	76%	-1%
Playgrounds & public spaces	88%	89%	-1%
Managing commercial & industrial development	75%	76%	-1%
Airports	92%	94%	-2%
The elected body are visible and involved within the community	68%	71%	-3%
Water conservation initiatives	81%	84%	-3%
Urban tree preservation, planning, and planting	74%	79%	-5%
Waste & recycling initiatives	82%	87%	-5%
Environmental protection & enforcement	76%	81%	-5%
Decisions by the elected body are made in the interest of the community	69%	75%	-6%
Health inspections & enforcement	75%	81%	-6%
Events are supported within the community	81%	88%	-7%
Animal Shelter	79%	86%	-7%
Sewage service	83%	91%	-8%
Cemeteries	83%	91%	-8%
Sports Complex's and facilities	83%	91%	-8%

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

Performance Gap Analysis

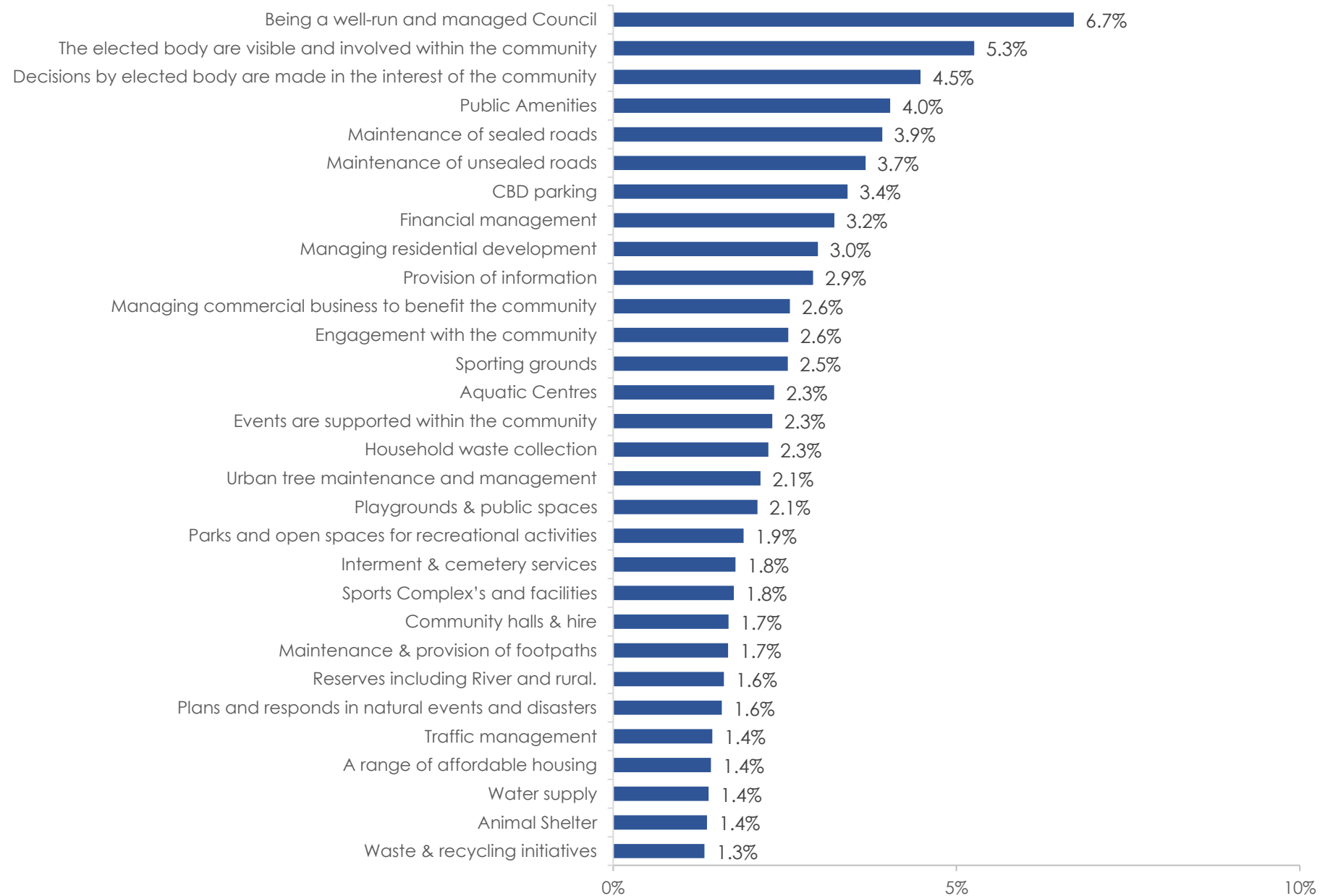
Performance Gap Ranking Continued...

Service/Facility (table 3 of 3)	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Promotion of region as a tourism destination	79%	88%	-9%
Interment & cemetery services	82%	91%	-9%
Access to public transport	72%	81%	-9%
Showgrounds	83%	92%	-9%
Services for Aboriginal & Torres Strait Islander, Seniors, Youth and Disabled are supported	75%	85%	-10%
Sporting grounds	84%	95%	-11%
Environmental education & awareness	73%	84%	-11%
Household recycling	79%	92%	-13%
Dubbo Regional Livestock Markets	77%	95%	-18%
Civic events and recognition of community	64%	85%	-21%
Macquarie Regional Libraries	76%	97%	-21%
Wellington Caves	75%	96%	-21%
Dubbo Visitor Information Centres	74%	96%	-22%
Community halls & hire	55%	82%	-27%
Library services & programs	69%	96%	-27%
Arts & Cultural services & programs	60%	87%	-27%
Dubbo Regional Theatre & Convention Centre	69%	96%	-27%
Old Dubbo Gaol	67%	97%	-30%
Western Plains Cultural Centre	63%	95%	-32%

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

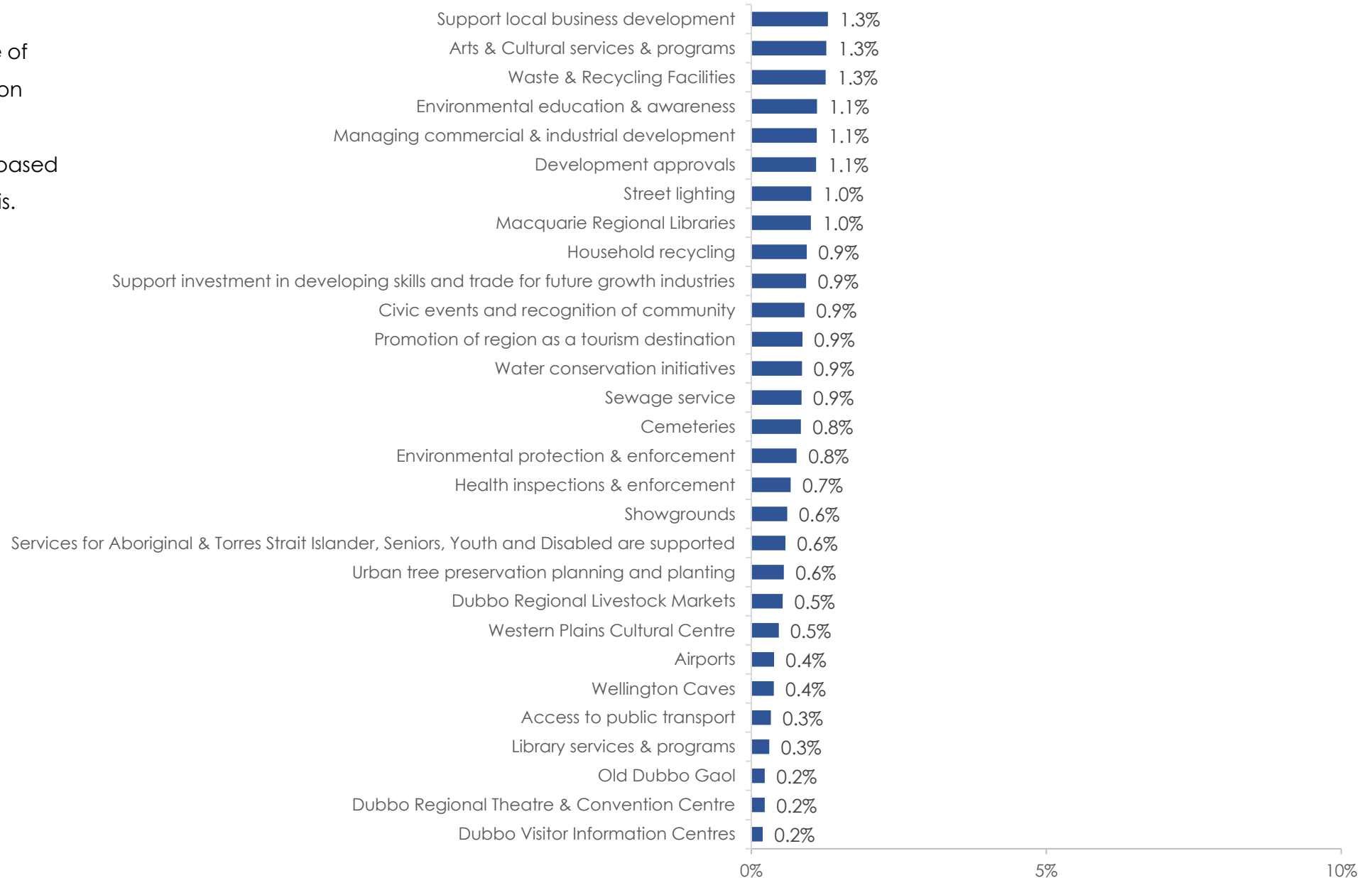
Regression Analysis – Influence on Overall Satisfaction (Chart 1 of 2)

The chart to the right summarises the influence of the 59 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



Regression Analysis – Influence on Overall Satisfaction (Chart 2 of 2)

The chart to the right summarises the influence of the 59 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.





Questionnaire

Appendix 2

Dubbo Regional Council
Community Insights Survey–
February 2024

Good morning/afternoon/evening, my name is and I'm calling on behalf of Dubbo Regional Council from a company called Micromex. We are conducting a survey on a range of local issues; would you be able to assist us please?

S1. Before we start, can I please confirm that you do live in the Dubbo Regional Council local government area? (SCREENER)

Position	Answers	Notes
1	Yes	
2	No	Terminate

S2. And do you or an immediate family member work for Dubbo Regional Council or are an elected Councillor? (SR)

Position	Answers	Notes
1	Yes	
2	No	

S3. Which suburb/village do you live in? (SR)

Position	Answers	Notes
1	Dubbo	Area 1
2	Brocklehurst	Area 1
3	Eumungerie	Area 2
4	Mogriguy	Area 2
5	Wongarbon	Area 1
6	Ballimore	Area 1
7	Wellington	Area 3
8	Nanima Village	Area 3
9	Geurie	Area 4
10	Mumbil	Area 5
11	Other	Terminate

Section A – Priority Issues

Q1a. What do you value most about living in the Dubbo Regional Council local government area? (TEXT)

Position	Answers	Notes
1		5 lines

Q1b. Thinking of the next 10 years, what do you believe will be the highest priority issues within the Dubbo Regional Council local government area? (TEXT)

Position	Answers	Notes
1		5 lines

Q1d. Overall, how would you rate the quality of life you have living in Dubbo Regional Council? Prompt (SR)

Value	Answers	Notes
6	Excellent	
5	Very good	
4	Good	
3	Fair	
2	Poor	
1	Very poor	

Section B – Importance of, and satisfaction with, Council services

Q2. In this section I will read out different Council services or facilities. For each one could you please rate your opinion of the importance of the service/facility to you, and your level of satisfaction with Council's performance/delivery of that service. The scale is from 1 to 5, where 1 is low importance and low satisfaction and 5 is high importance and high satisfaction. Prompt (SCALE)

Note: Please only rate your satisfaction if you rated importance to be a 4 or a 5.

LEADERSHIP

Position	Answers	Importance					Satisfaction				
		Low			High		Low		High	NA	
		1	2	3	4	5	1	2	3	4	5
1	Decisions by elected body are made in the interest of the community										
2	The elected body are visible and involved within the community										
3	Civic events and recognition of community (Citizenship ceremonies, Anzac Ceremonies, Australia Day, Dubbo Day)										
4	Engagement with the community										
5	Financial management (Rates, budgets)										
6	Being a well-run and managed Council										
7	Managing commercial business to benefit the community										
8	Provision of information										
9	Plans and responds in natural events and disasters										

HOUSING

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Sewage service										
2	Water supply										
3	Household recycling										
4	Household waste collection										
5	Water conservation initiatives										
6	A range of affordable housing										

LIVEABILITY

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Events are supported within the community										
2	Library services & programs										
3	Parks and open spaces for recreational activities										
4	Playgrounds & public spaces										
5	Community halls & hire										
6	Arts & Cultural services & programs										
7	Urban tree preservation planning and planting										
8	Urban tree maintenance & management										
9	Reserves including rivers and rural										
10	Sporting grounds										
11	Interment & cemetery services										
12	Services for Aboriginal & Torres Strait Islander, Seniors, Youth and Disabled are supported										

ENVIRONMENT & SUSTAINABILITY

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Waste & recycling initiatives										
2	Environmental education & awareness										
3	Environmental protection & enforcement (ranger services, illegal dumping, companion animals)										
4	Development approvals										
5	Managing commercial & industrial development										
6	Managing residential development										
7	Health inspections & enforcement										

INFRASTRUCTURE

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Street lighting										
2	Traffic management										
3	CBD parking										
4	Access to public transport										
5	Maintenance & provision of footpaths										
6	Maintenance of sealed roads										
7	Maintenance of unsealed roads										

ECONOMY

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Promotion of region as a Tourism destination										
2	Support local business development										
3	Support investment in developing skills and trade for future growth industries										

COUNCIL FACILITIES AND MAINTENANCE

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High	NA
		1	2	3	4	5	1	2	3	4	5
1	Western Plains Cultural Centre										
2	Dubbo Regional Theatre & Convention Centre										
3	Aquatic Centres (Dubbo, Wellington, Geurie)										
4	Macquarie Regional Libraries (Dubbo and Wellington)										
5	Old Dubbo Gaol										
6	Wellington Caves										
7	Dubbo Visitor Information Centres (Dubbo and Wellington)										
8	Dubbo Regional Livestock Markets										
9	Airports (Dubbo Regional & Bodangora)										
10	Waste & Recycling Facilities (Dubbo, Wellington & Villages)										
11	Cemeteries (Dubbo, Wellington & Villages)										
12	Showgrounds (Dubbo and Wellington)										
13	Animal Shelter										
14	Public Amenities										
15	Sports Complex's and facilities (Dubbo, Wellington & Villages)										

Q3. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt (SR)

Value	Answers	Notes
5	Very satisfied	
4	Satisfied	
3	Somewhat satisfied	
2	Not very satisfied	
1	Not at all satisfied	

Q4. In this section I will read out a number of statements. For each of these could you please indicate your level of agreement with each statement? The scale is from 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt (SCALE)

Value	Answers	Notes
5	Strongly agree	
4	Agree	
3	Neither	
2	Disagree	
1	Strongly disagree	

COUNCIL PLANNING AND ENGAGEMENT

Position	Answers	Notes
1	Council adequately considers community concerns and views in making decisions	
2	Council offers good value for money	
3	Council plans well to help secure the community's long-term future (strategies and master planning, identifying grant opportunities)	
4	Information about Council and its decisions is clear and accessible	
5	Council communicates well with me	
6	There is a clear plan and direction for the future	
7	Council is financially responsible	
8	Council is committed to net zero future for the organisation (renewable energy, energy efficiency and sustainable building practices)	
9	My interactions with Council have been responsive and resolved	
10	I understand the relationship between the Elected body of Council and the organisation.	
11	Grants and funding opportunities are explored	

COMMUNITY WELLBEING – LGA

Position	Answers	Notes
1	I feel a part of my local community	
2	My community is harmonious, cohesive and inclusive	
3	Is a good place to live/I'm proud of where I live	
4	Opportunities to participate in arts, entertainment and cultural activities	
5	Healthy lifestyle opportunities are available	
6	The local economy is diverse and offers a wide range of opportunities for work	
7	The LGA is an attractive place for visitors	
8	The cost of living in this LGA is affordable to you	
9	The services & facilities council provides is value for money	
10	The LGA is a safe place to live, work and play.	
11	As a regional centre I feel connected to larger cities and centres.	
12	The elected body are available and visible	
13	New residential developments support our diverse community needs.	
14	My interactions on matters that are important to me have been meaningful with staff (Information sessions, forums, pop-ups and formal meetings)	

Council completed a financial sustainability review last year that identified Council does not have the financial capacity to meet required road and building renewals and maintain current levels of service to the community. Prompt (SCALE) Rotate Q5a/Q5b/Q5c, Q5c/Q5b/Q5a

Q5a. How supportive would you be to potentially pay the same rates, or user charges, with potential decreases in some service areas? Prompt (SCALE)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q5b. How supportive would you be to potentially pay a little more to ensure current levels of service are maintained? Prompt (SCALE)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q5c. How supportive would you be to potentially pay more through rates, or user charges, to increase levels of service (i.e. to accommodate new facilities, enhance service levels, introduce more programs or activities)? Prompt (SCALE)

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

Q5d. Thinking overall, can you identify any specific areas of services that should be reduced?

Position	Answers	Notes
1		5 lines

Section D – Demographic & Profiling Questions

D1. Please stop me when I read out your age group: Prompt (SR)

Position	Answers	Notes
1	18-24 years	
2	25-34 years	
3	35-44 years	
4	45-54 years	
5	55-64 years	
6	65 years and older	

D2. Which of the following best describes the dwelling where you are currently living? Prompt (SR)

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	

D3. Which of the following best describes you: Prompt (SR)

Position	Answers	Notes
1	Culturally and Linguistically Diverse	
2	First Nations	
3	Living with a disability	
4	LGBTQ+	
5	None of these	

D4. How long have you lived in the Dubbo Regional Council area? Prompt (SR)

Position	Answers	Notes
1	Under a year	
2	1 to 3 years	
3	4 to 6 years	
4	7 to 10 years	
5	Over 10 years	

D5. How do you prefer to receive your information? (MR) Prompt

Position	Answers	Notes
1	Local radio (2DU, ZooFM, TripleM, DCFM)	
2	Television	
3	Newspaper	
4	Electronic Direct Mail (E-newsletters)	
5	Website	
6	DRC, YourSay, WPC, DRTCC, Events, other	
7	Facebook	
8	Other social media (instagram, twitter, tik-tok, LinkedIn)	
9	Visiting Council	
10	Visiting Libraries	
11	Other	

D6. Gender (determine by voice): (SR)

Position	Answers	Notes
1	Male	
2	Female	

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage we are developing a register of interest for future consultations.

D7a. Would you be interested in registering your interest? (SR)

Position	Answers	Notes
1	Yes	
2	No	

D7b. May I please confirm your contact details? (TEXT)

Position	Answers	Notes
1	First name	1 Line
2	Surname	1 Line
3	Phone number	1 Line
4	Email address	1 Line

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Dubbo Regional Council (if respondent wants our number, it is - Council Contact is Customer Service 02 6801 4000).

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

An aerial photograph of a town and its surrounding landscape. In the foreground, a river flows from the left, crossed by a wooden truss bridge. A road interchange with a flyover bridge is visible in the center. The town is densely packed with houses and buildings, surrounded by green fields and trees. The sky is clear and blue.

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