



Tamworth Regional Council

Community Satisfaction Research

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Summary and Recommendations

Summary and Recommendations

Summary

88% of residents were at least 'somewhat satisfied' with the overall performance of Council.

- Residents were significantly more satisfied with 11 of the comparable 37 services and facilities compared to 2014
- Residents are at least 'moderately' satisfied with 42 of the 45 services and facilities

Considering the current drought conditions, it is unsurprising that residents believe water supply and the drought are the biggest challenges facing the region, along with the ability to sufficiently cater for the growing population.

Tamworth residents are supportive of additional investment into new and improved infrastructure and facilities:

- 87% were at least 'somewhat supportive' of a new Aquatic & Leisure facility
- 81% were at least 'somewhat supportive' of a new Performing Arts Centre

76% of residents believe more events and conferences should be held in the region to economically assist with the development of the area.

The regression analysis identified that the key drivers of overall satisfaction centre strongly around transparency and Council governance, in particular open communication (17%), 16% into the way Council plans and engages with the community and road related issues (15%).

Draft Recommendations – To discuss with TRC

In order to strengthen community satisfaction levels, Council needs to continue their commitment to engagement and look to the following:

- Continue to maintain quality customer service, provide engagement opportunities and clarify community expectations regarding Council's planning, transparency, advocacy and financial management
- Address drought concerns/impacts and continue to provide support and effective water management
- Engage with the community and explore expectations beyond the current maintenance levels and planning of the local road network
- Provide economic and infrastructural development to cater for the growing population in Tamworth





Background and Methodology

Background and Methodology

Tamworth Regional Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on
- Identifying community levels of support for an Aquatic & Leisure Centre and a Performing Arts Centre

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with Tamworth Regional Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 10th – 25th October 2018 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

Tamworth Regional Council Government Area.

Sample selection and error

543 of the 600 respondents were selected by means of a computer based random selection process using the electronic White Pages and SamplePages. The remaining 57 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Tamworth Regional Council LGA, i.e. Centrepont Shopping Centre, Tamworth Square and Fiesta La Peel.

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=600 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2016 ABS Census data for Tamworth Regional Council area.

Interviewing

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



Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Tamworth Regional Council.

Data analysis

The data within this report was analysed using Q Professional. 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.

Ratings questions

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

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

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

Percentages

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

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2018 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

NSW LGA Brand Scores Benchmark

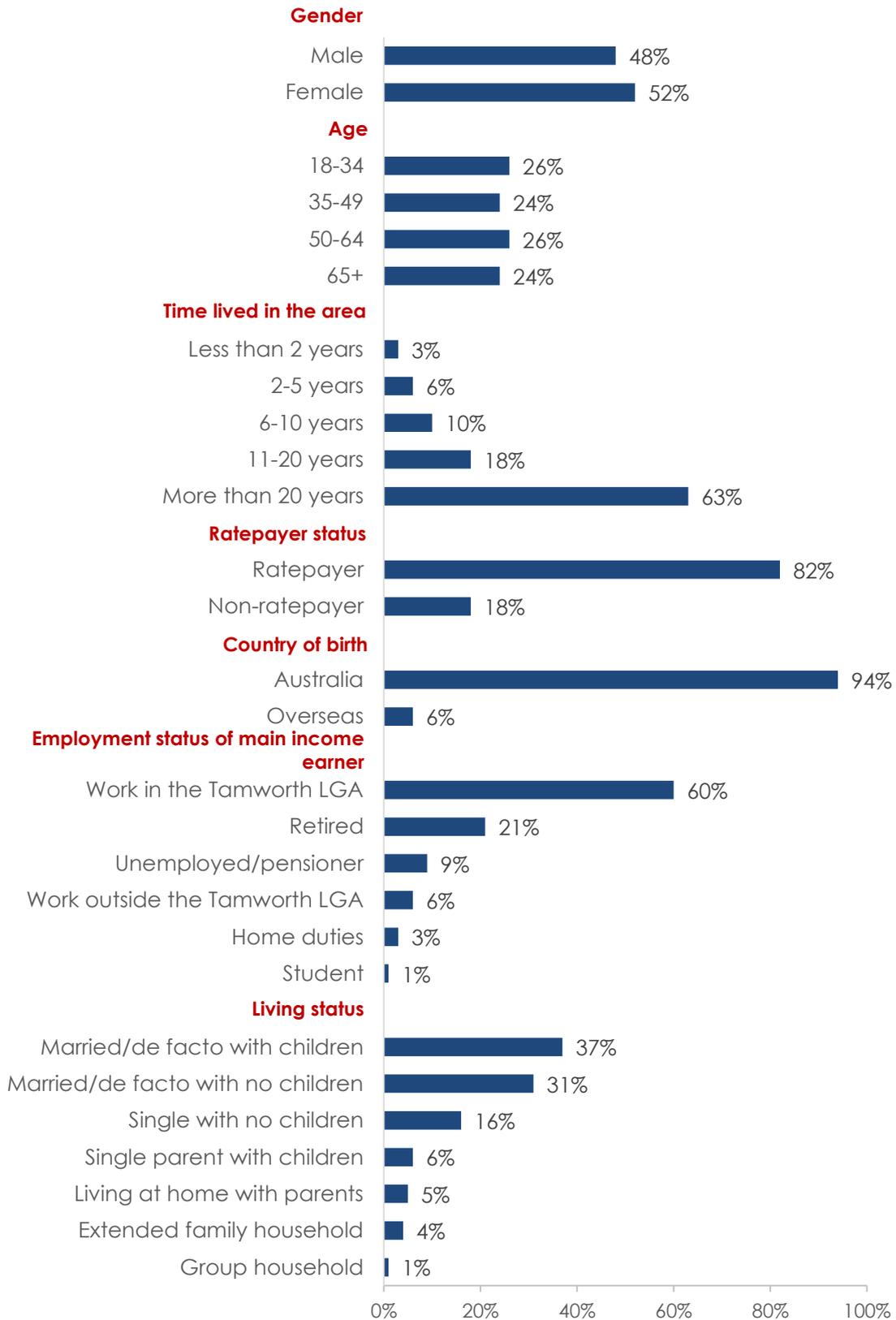
These benchmarks are based on a branding research study conducted by Micromex in 2018, in which residents from all 129 LGAs were interviewed in order to establish a normative score.





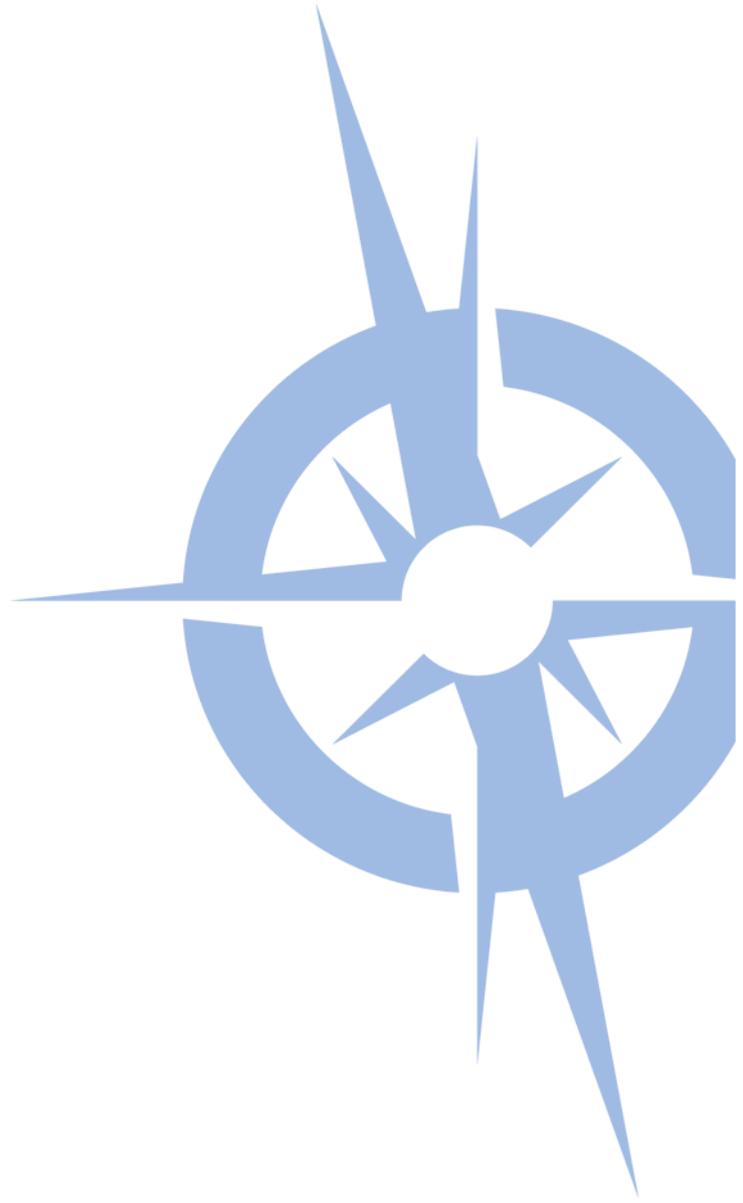
Sample Profile

Sample Profile



Base: N=600

A sample size of 600 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Tamworth Regional Council.



Key Findings

Key Findings

Key Community Performance Indicators Quick Stats



Residents were at least 'moderately satisfied' with **42/45** services and facilities

87% were supportive/very supportive of Council providing better quality services and facilities

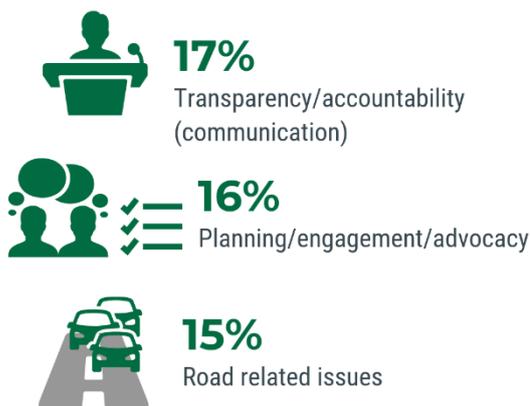
87%
were at least 'somewhat supportive' of a new Aquatic & Leisure facility

81%
were at least 'somewhat supportive' of a new Performing Arts Centre

76%
believe more events and conferences should be held in the region

70% were at least 'somewhat supportive' of selling the two current pools to fund the new Aquatic & Leisure facility

Key Contributors to Overall Satisfaction:



Challenges Facing the Area:



Key Findings

Overview (Overall satisfaction)

Summary

88% of residents were at least 'somewhat satisfied' with the overall performance of Council. This result is significantly higher than our Regional Benchmark.

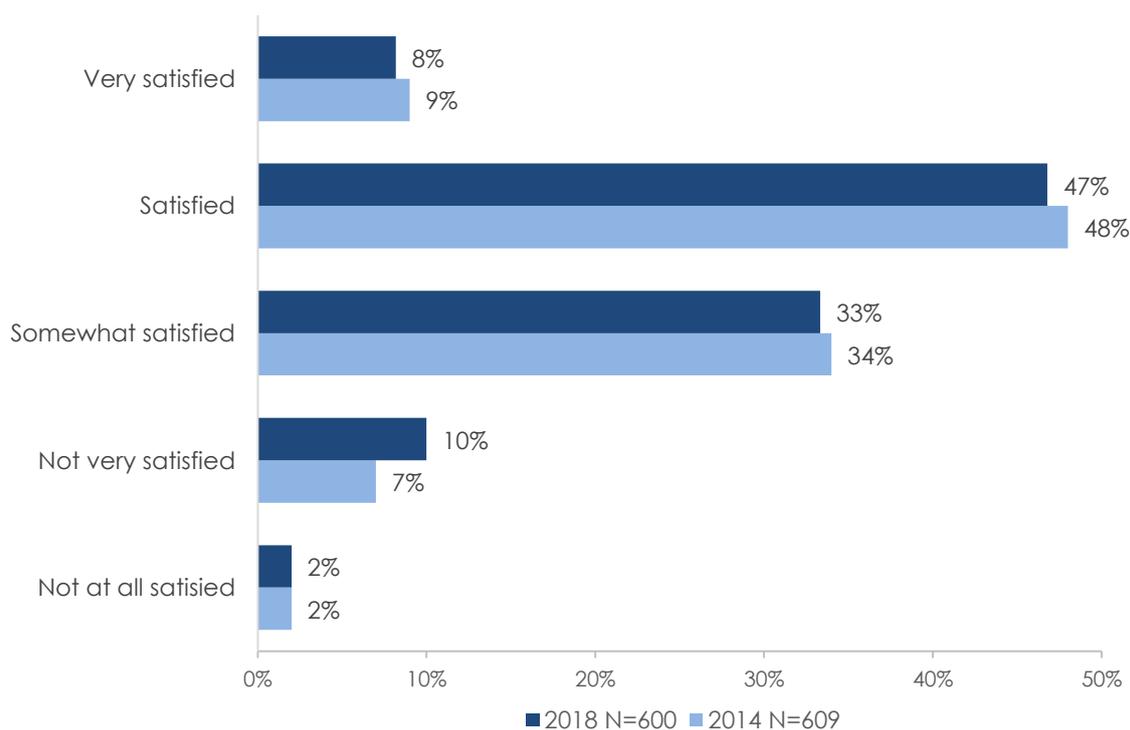
Q6. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	Overall 2018	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.49	3.55	3.41	3.57	3.43	3.48	3.45	3.61 ▲	3.48	3.53

NSW LGA BRAND SCORES	Metro Benchmark	Regional Benchmark	All of NSW Benchmark	Tamworth Regional Council
Mean ratings	3.55	3.31 ▼	3.42	3.49 ▲

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

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



Key Findings

Overview (Current communication)

Summary

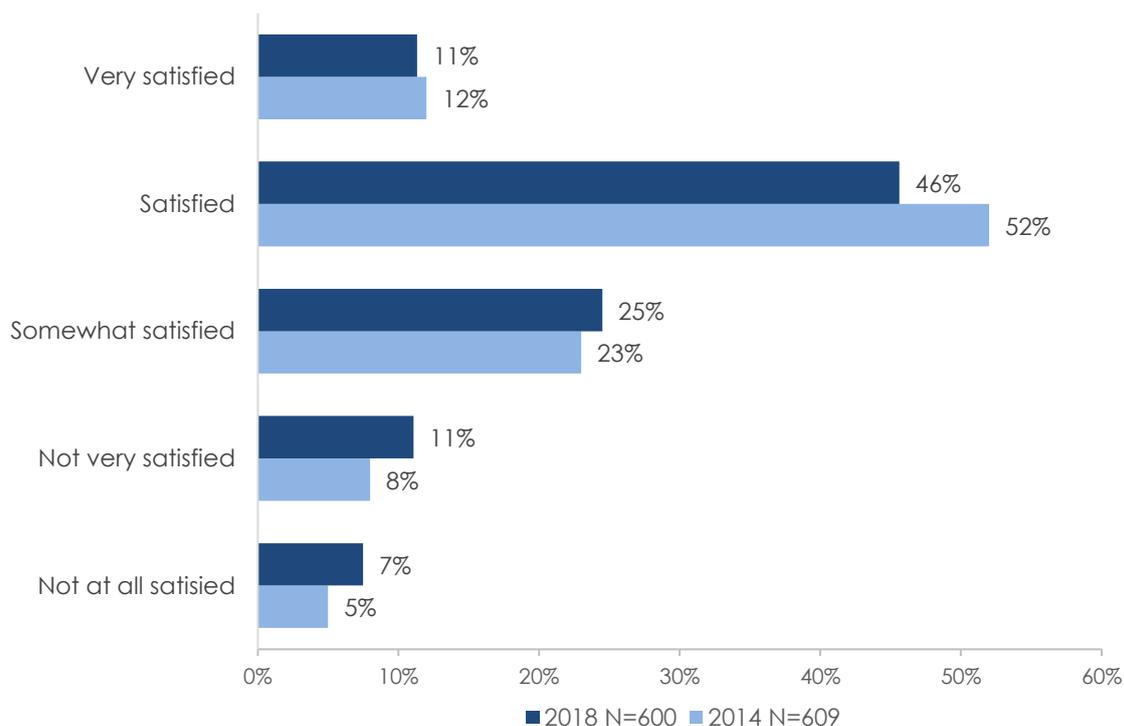
Although satisfaction with current communication has significantly decreased since 2014, 82% of residents stated they were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Q3a. How satisfied are you with the level of communication Council currently has with the community?

	Overall 2018	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.42▼	3.60	3.32	3.51	3.38	3.42	3.34	3.55	3.40	3.51

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

▲▼ = A significantly higher/lower level of satisfaction



Key Findings

Overview (Support for better quality services and facilities)

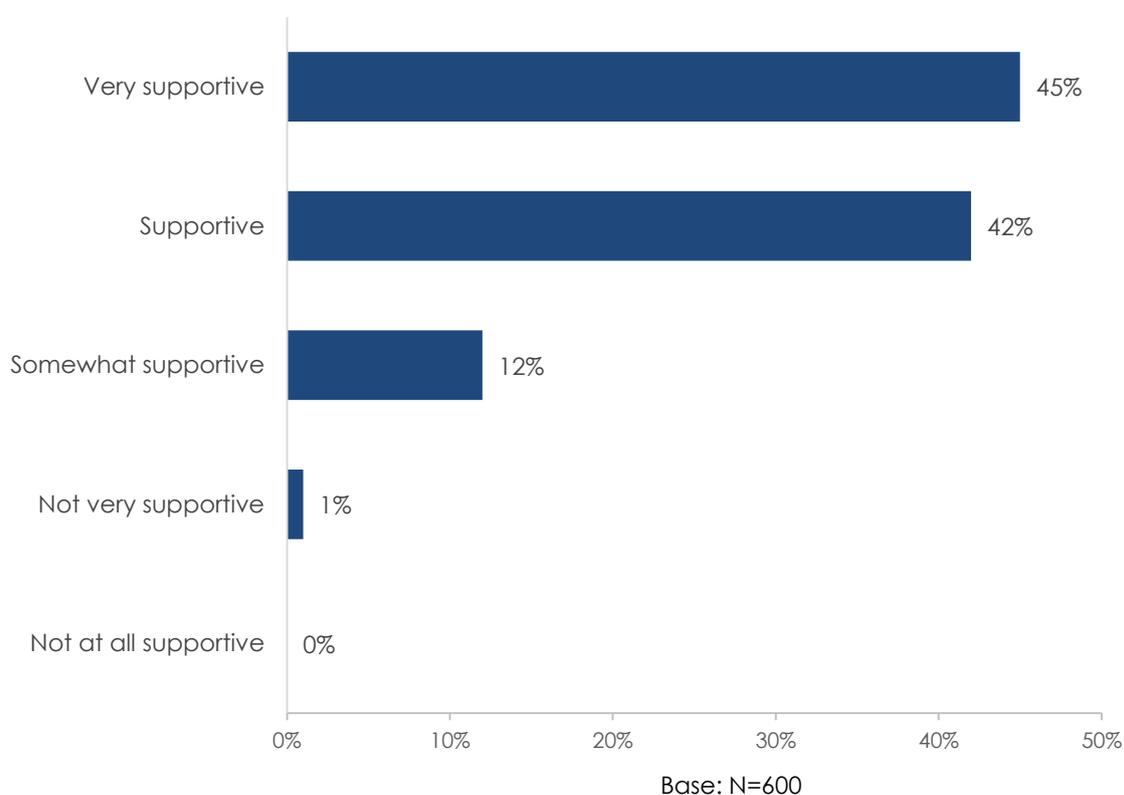
Summary

Support for better quality services and facilities was 'very high', with 87% of residents selecting the top 2 boxes stating they are 'supportive' or 'very supportive'.

Q8. *How supportive are you of Council looking to provide the community with better quality services and facilities?*

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.29	4.22	4.35	4.26	4.41	4.28	4.20	4.28	4.32

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



Key Findings

Key Importance Trends

Compared to the previous research conducted in 2014, there were significant **decreases** in residents' levels of **importance** for 10 of the comparable 37 services and facilities provided by Council, these were:

	2018	2014
Overall condition of local road network	4.47	4.58
Availability of car parking	4.43	4.54
Council provide inclusive opportunities for community to get actively-involved in decision making*	4.36	4.49
Waste management solutions	4.35	4.54
Litter collection	4.34	4.51
Revitalising Tamworth and the region	4.34	4.46
Support for volunteer programs	4.27	4.42
Flood protection and preparedness	4.22	4.37
Tourism/Visitors Information Centre	4.18	4.36
Graffiti removal	3.87	4.20

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

*Council to provide inclusive opportunities for community to get actively-involved in decision making' was 'community input into Council decision making' in 2014

There were no significant increases in importance.

Key Satisfaction Trends

Compared to 2014, there were significant **increases** in residents' levels of **satisfaction** for 11 of the comparable 37 services and facilities provided by Council, these were:

	2018	2014
Parks and playgrounds	4.12	3.62
Graffiti removal	3.81	3.64
Promoting pride in the community	3.72	3.49
Appearance of the city, towns and villages	3.70	3.51
Revitalising Tamworth and the region	3.61	3.46
Youth services	3.60	3.24
Supporting local jobs and businesses	3.46	3.29
Long term planning for region	3.42	3.28
Maintaining cycleways	3.30	3.10
Engaging young people in planning	3.25	2.98
Maintaining footpaths	3.11	2.81

Over the same period there was a **decline** in residents' levels of **satisfaction** across 3 of the comparable 38 services and facilities provided by Council, these were:

	2018	2014
Recycling/waste minimisation	3.73	4.00
Waste management solutions	3.65	3.85
Swimming pools	3.52	3.74

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



Key Findings

Importance

The following services/facilities received the highest importance ratings:

Top 5 Importance	
Maintaining local roads	4.70
Long term planning for region	4.65
Supporting local jobs and businesses	4.64
Financial management	4.64
Water management	4.62

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

Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 Satisfaction	
Library services	4.34
Parks and playgrounds	4.12
Art Gallery/cultural opportunities	4.08
Ovals and sportsgrounds	4.02
Litter collection	4.00

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 Satisfaction	
Maintaining local roads	2.79
Availability of car parking	2.97
Overall condition of local road network	2.98
Council is transparent and accountable	3.09
Maintaining footpaths	3.11

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



Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2-step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean 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 Tamworth Regional Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 45 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Tamworth Regional Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'infrastructure for growth' was given an importance score of 4.47, which indicates that it is considered an area of 'very high' importance by residents. At the same time, it was given a satisfaction score of 3.49, which indicates that residents have a 'moderate' level of satisfaction with Tamworth Regional Council's performance and focus on that measure.

In the case of a performance gap such as for 'Art Gallery/cultural opportunities' (3.71 importance vs. 4.08 satisfaction), we can identify that the facility/service has 'moderately high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.



Key Findings

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

Performance Gap Ranking

Ranking 2014	Ranking 2018	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Maintaining local roads	4.70	2.79	1.91
3	2	Overall condition of local road network	4.47	2.98	1.49
N/A	3	Council is transparent and accountable	4.55	3.09	1.46
2		Availability of car parking	4.43	2.97	1.46
6	5	Financial management	4.64	3.31	1.33
3	6	Maintaining footpaths	4.39	3.11	1.28
N/A	7	Water Management	4.62	3.35	1.27
9	8	Long term planning for region	4.65	3.42	1.23
5	9	Council provide inclusive opportunities for community to get actively-involved in decision making	4.36	3.14	1.22
7	10	Supporting local jobs and businesses	4.64	3.46	1.18
10	11	Provision of Council information to the community	4.42	3.27	1.15
10	12	Traffic flow/congestion	4.35	3.21	1.14
N/A	13	Council represents and advocates on behalf of the community	4.39	3.37	1.02
N/A	14	Exploration of energy efficiencies	4.18	3.17	1.01
N/A	15	Infrastructure for growth	4.47	3.49	0.98
13	16	Road safety	4.57	3.60	0.97
19	17	Public transport across the region	4.05	3.13	0.92
13	18	Engaging young people in planning	4.14	3.25	0.89
15	19	Animal controls	4.12	3.28	0.84
26	20	Recycling/waste minimisation	4.51	3.73	0.78
N/A	21	Council customer service	4.45	3.72	0.73
17		Revitalising Tamworth and the region	4.34	3.61	0.73
24	23	Waste management solutions	4.35	3.65	0.70
36	24▼	Swimming pools	4.18	3.52	0.66
16	25	Youth services	4.22	3.60	0.62
23	26	Environmental education programs	4.07	3.49	0.58
21	27	Appearance of the city, towns and villages	4.27	3.70	0.57
20	28	Maintaining cycleways	3.84	3.30	0.54
12	29▲	Wastewater services	4.27	3.74	0.53
22	30	Support for volunteer programs	4.27	3.76	0.51
27	31	Protecting native vegetation	4.07	3.59	0.48
30	32	Flood protection and preparedness	4.22	3.81	0.41
33	33	Festival and events programs	4.27	3.88	0.39
N/A		Growing airport capacity	4.11	3.72	0.39
29	35	Improving biodiversity	3.93	3.58	0.35
18▲	36▲	Parks and playgrounds	4.46	4.12	0.34
32		Litter collection	4.34	4.00	0.34
34	38	Tourism/Visitors Information Centre	4.18	3.86	0.32
35	39	Ovals and sportsgrounds	4.33	4.02	0.31
31	40	Promoting pride in the community	3.92	3.72	0.20
37	41	Community buildings/halls	4.09	3.91	0.18
38	42	Enhancing heritage buildings	3.94	3.80	0.14
28	43▲	Graffiti removal	3.87	3.81	0.06
39	44	Library services	4.07	4.34	-0.27
40	45	Art Gallery/cultural opportunities	3.71	4.08	-0.37

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

▲▼ = significantly positive/negative shift in ranking (2018 compared to 2014)



Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.79 and 3.46, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.70	2.79	1.91
2	Overall condition of local road network	4.47	2.98	1.49
3	Council is transparent and accountable	4.55	3.09	1.46
	Availability of car parking	4.43	2.97	1.46
5	Financial management	4.64	3.31	1.33
6	Maintaining footpaths	4.39	3.11	1.28
7	Water management	4.62	3.35	1.27
8	Long term planning for region	4.65	3.42	1.23
9	Council provide inclusive opportunities for community to get actively-involved in decision making	4.36	3.14	1.22
10	Supporting local jobs and businesses	4.64	3.46	1.18

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' is the area of least relative satisfaction.

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.



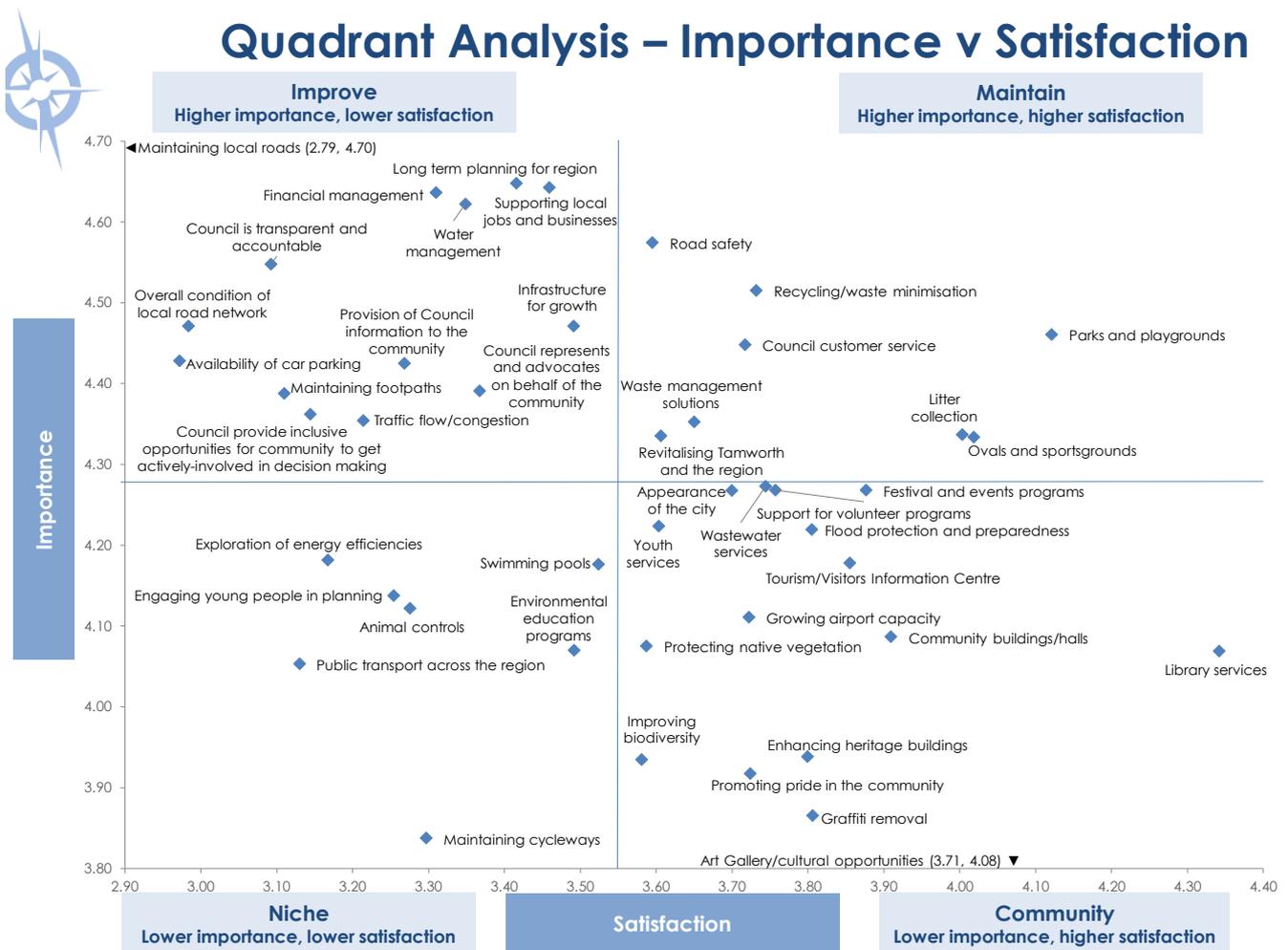
Key Findings

Quadrant Analysis

Step 2. Quadrant Analysis

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

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.28 and the average rated satisfaction score was 3.54. Therefore, any facility or service that received a mean stated importance score of ≥ 4.28 would be plotted in the higher importance section and, conversely, any that scored < 4.28 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.54. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'road safety', 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 'maintaining local 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 'maintaining cycleways', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Art Gallery/cultural opportunities', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to '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 Tamworth Regional Council can actively drive overall community satisfaction, we conducted further analysis.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with Council's overall performance.

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'.



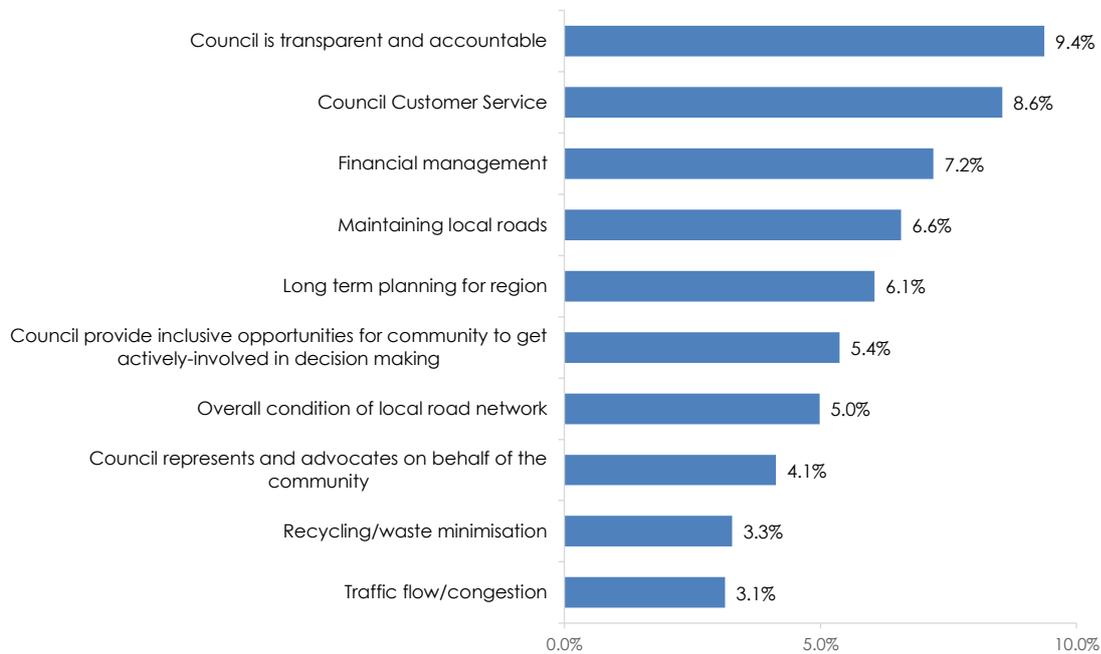
Key Findings

Key Drivers of Satisfaction with Tamworth Regional Council

The results in the chart below provide Tamworth Regional Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 10 services/facilities account for almost 60% of overall satisfaction with Council. This indicates that the remaining 35 attributes we obtained measures on have only a limited impact on the community's satisfaction with Tamworth Regional Council's performance. Therefore, whilst all 45 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 10 Indicators Contribute to Almost 60% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 10 services/facilities are the key community priorities and by addressing these, Tamworth Regional Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'traffic flow/congestion' contributes 3.1% towards overall satisfaction, while 'Council is transparent and accountable' (9.4%) is a far stronger driver, contributing more than three times as much to overall satisfaction with Council.

Key Findings

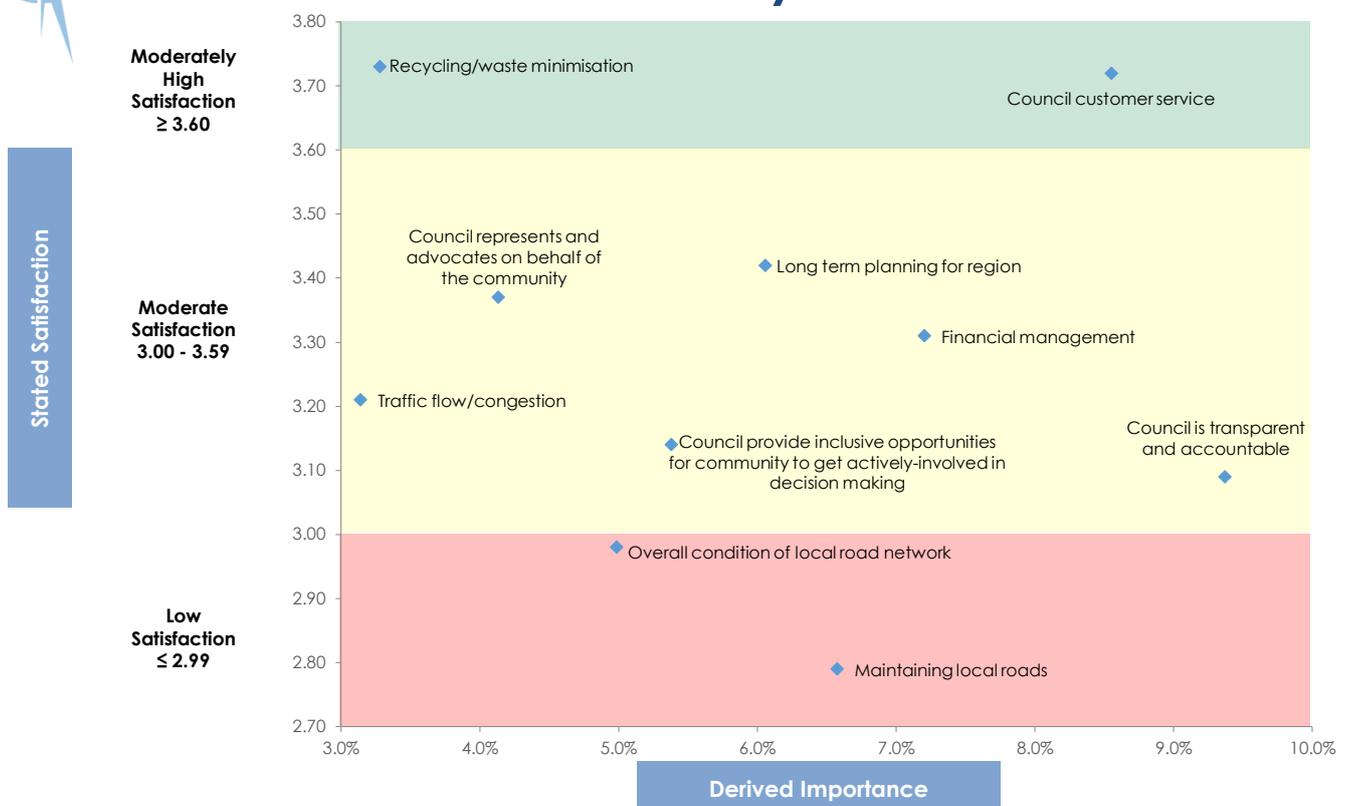
Clarifying Priorities

By mapping satisfaction against derived importance, we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'recycling/waste minimisation' and 'Council Customer Service'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Tamworth Regional Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'Council represents and advocates on behalf of the community', 'long term planning for the region', 'traffic flow/congestion', 'financial management', 'Council provide inclusive opportunities for the community to get actively-involved in decision-making' and 'Council is transparent and accountable' could possibly be targeted for optimisation.

Furthermore, areas such as the 'overall condition of local road network' and 'maintaining local roads' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

Key Findings

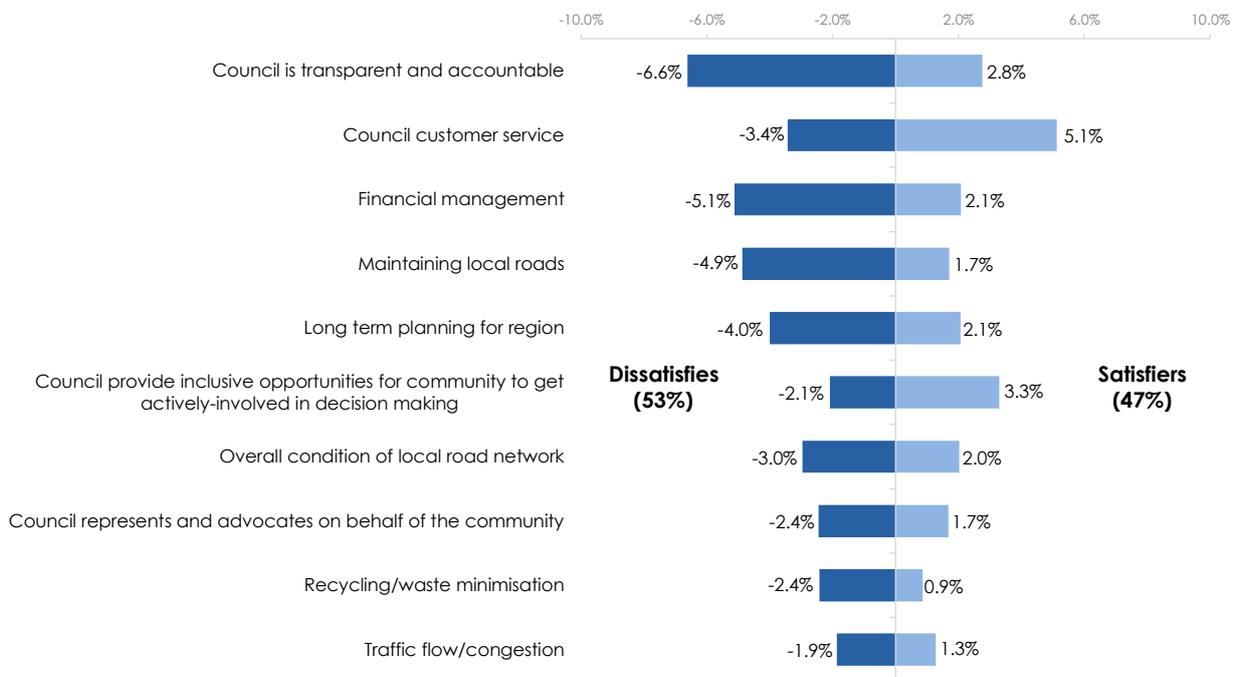
Advanced Shapley Outcomes

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

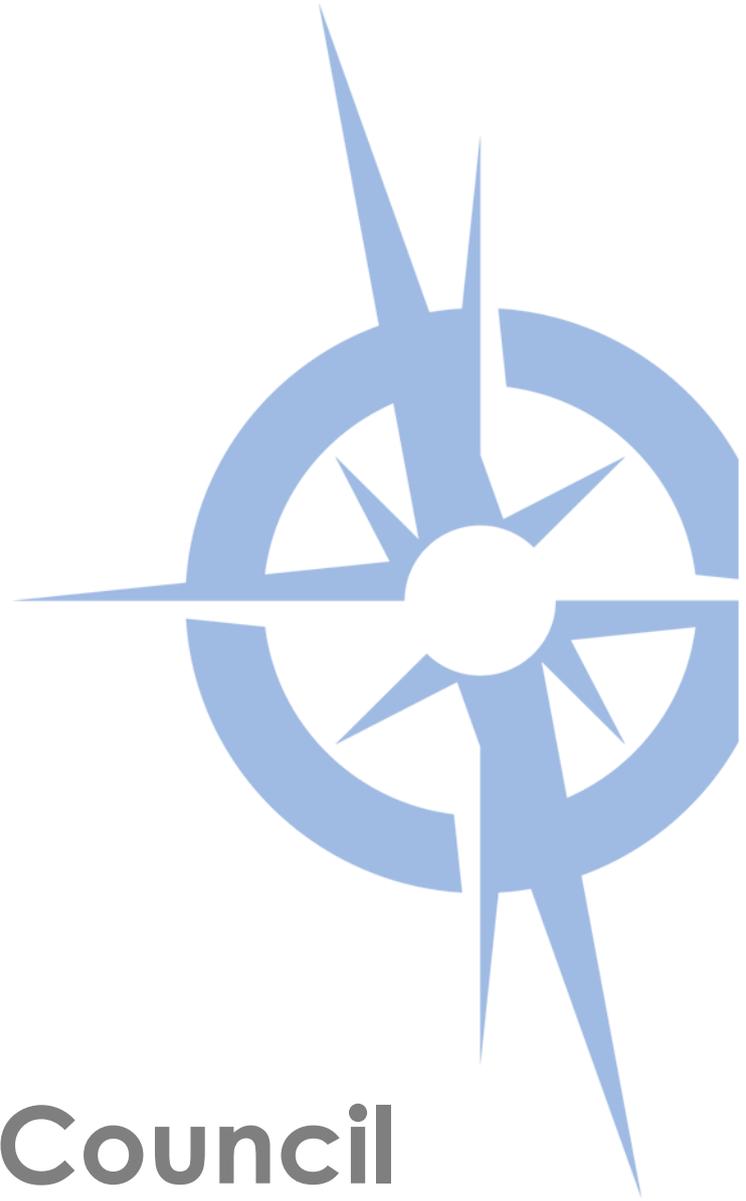
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being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

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

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Section A – Contact with Council

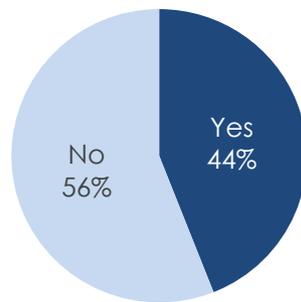
Contact with Council

Summary

Significantly more residents contacted Council in 2018 (44% cf. 38%), with a significant increase in the number of those contacting through a 'Councillor'. Of those that did not contact Council in the last 12 months, significantly less are likely to contact via 'telephone' in the future.

Q1a. Have you contacted Council in the last 12 months?

	2018	2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	44%▲	38%	42%	45%	44%	43%	47%	40%	45%	35%
No	56%	62%	58%	55%	56%	57%	53%	60%	55%	65%

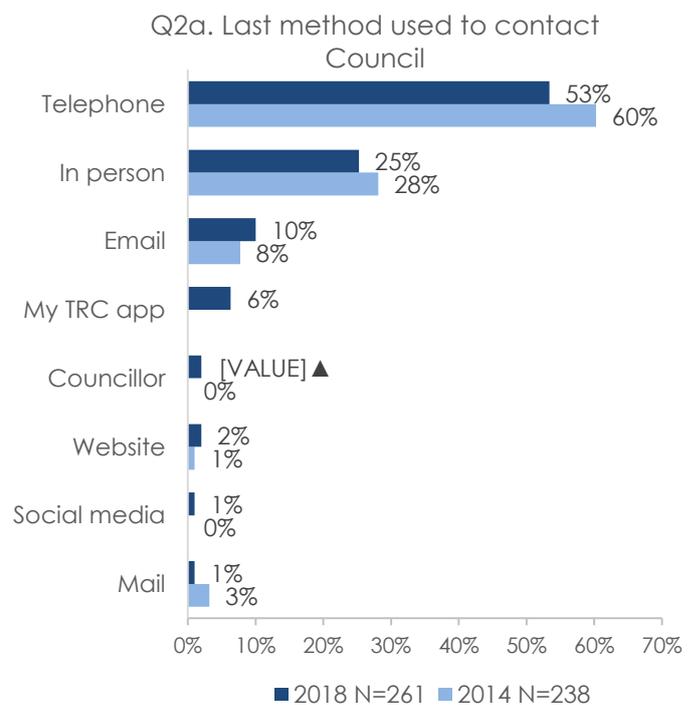
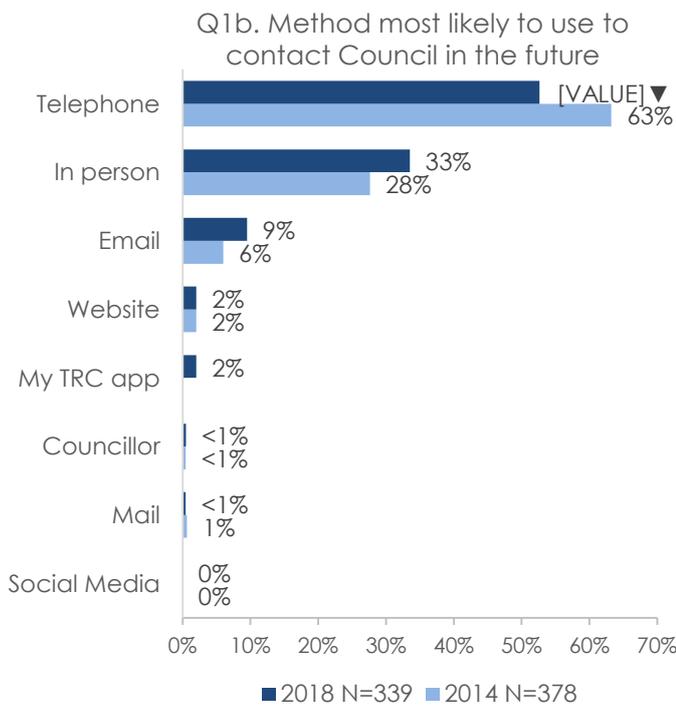


Base: N = 600

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

Q1b. (If no), If required, how would you most likely contact Council in the future?

Q2a. When you last made contact with Council staff was it by:



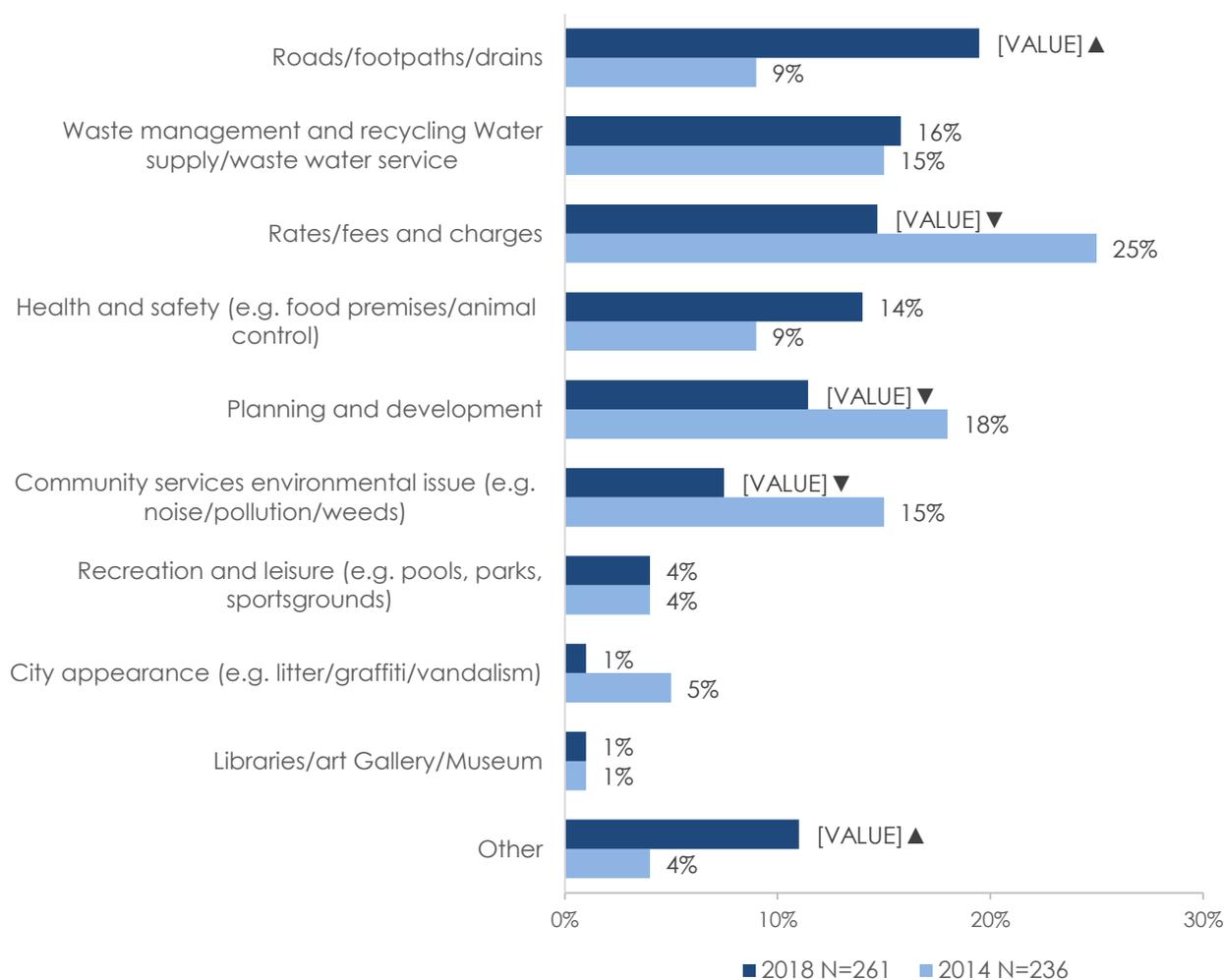
▲▼ = A significantly higher/lower percentage (by year)

Nature of Enquiry

Summary

Compared to 2014, residents in 2018 were significantly more likely to contact Council in regards to 'roads/footpaths/drains' and significantly less likely to enquire about 'rates/fees and charges', 'planning and development' and 'community services environmental issue'.

Q2b. Which of the following best describes the nature of your enquiry?



Please see Appendix A for 'other specified'

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



Satisfaction with the Way the Contact Was Handled

Summary

Satisfaction with the way the contact was handled remains 'moderately high', with 77% of respondents stating they were at least 'somewhat satisfied'.

Residents aged 65+ expressed significantly higher levels of satisfaction with the way their contact was handled.

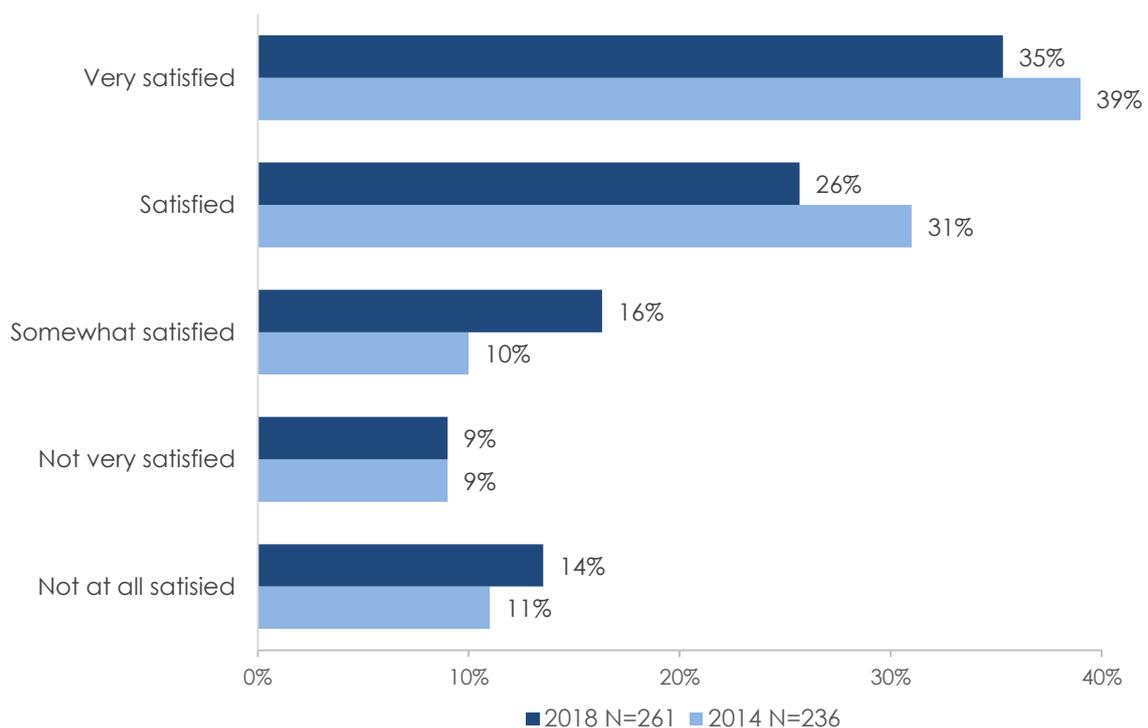
Q2c. Overall, how satisfied were you with the way your contact was handled?

	Overall 2018	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.60	3.78	3.43	3.75	3.45	3.77	3.37	3.89▲	3.58	3.71

Q2c. Last contacted Council by:	Telephone	In person	Email	My TRC app
Mean ratings	3.77	3.73	3.28	2.87

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

▲▼ = A significantly higher/lower level of satisfaction



Satisfaction with Current Communication

Summary

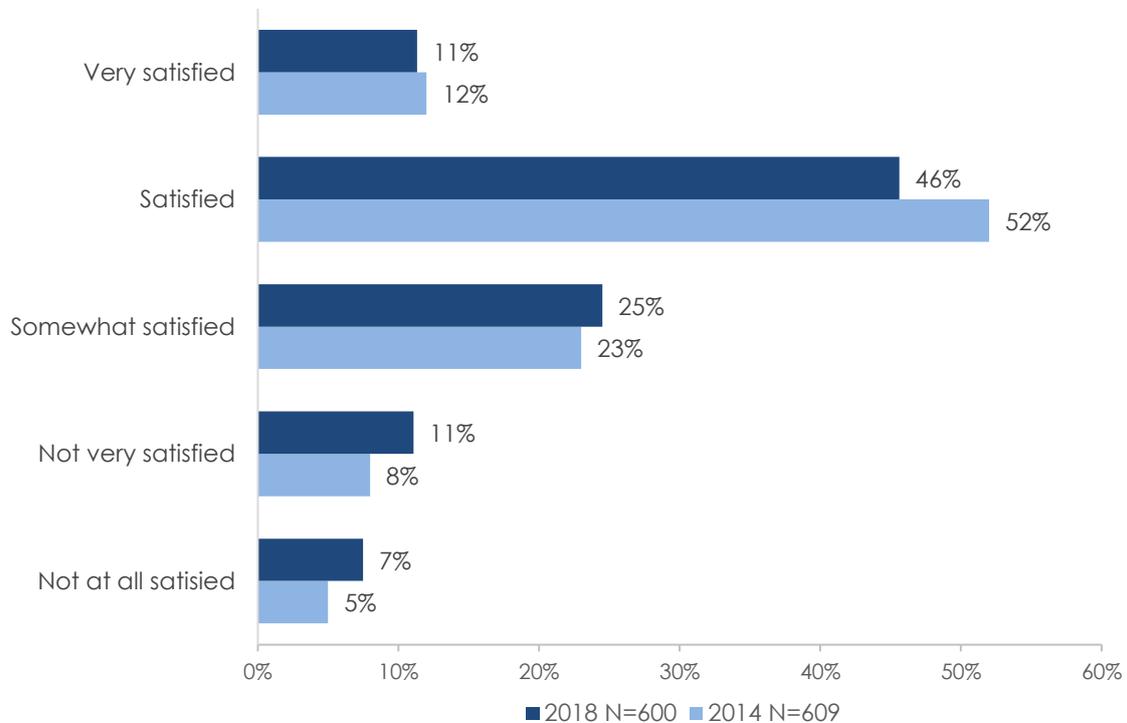
Although satisfaction with current communication has significantly decreased since 2014, 82% of residents stated they were at least 'somewhat satisfied' with the level of communication Council currently has with the community.

Q3a. How satisfied are you with the level of communication Council currently has with the community?

	Overall 2018	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.42▼	3.60	3.32	3.51	3.38	3.42	3.34	3.55	3.40	3.51

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

▲▼ = A significantly higher/lower level of satisfaction



Improving Council Communication

Summary

Residents that were dissatisfied with the current level of communication, feel that more and better communication in general is needed, together with more community consultation.

Q3b. How do you think Council could improve its communication?

Very satisfied/satisfied	N=600
I am happy with the current level of communication	12%
More utilisation of/advertising in social media	3%
Be more approachable/better customer service	1%
Community newsletters	1%
Face to face/door knocking	1%
Following up with all communications	1%
Have communication via a variety of different channels/methods	1%
Information via the telephone	1%
More consultation with the community	1%
More information on Council's website	1%
More information via letterbox drops	1%
More information/advertising in newspapers	1%
More information/advertising on radio	1%
More information/advertising on television	1%
Transparency/informing the community of all Council decisions/plans	1%
Quicker response time from Council	1%
Send information via email	1%
Somewhat satisfied	
Transparency/informing the community of all Council decisions/plans	8%
Better/more frequent communication with the community in general	4%
Following up with all communications	2%
More utilisation of/advertising in social media	2%
Community newsletters	1%
Face to face/door knocking	1%
Greater focus on regional areas/focus on all areas equally	1%
More consultation with the community	1%
More information via letterbox drops	1%
Personalised/addressed mail	1%
Quicker response time from Council	1%
Send information via email	1%
Not at all satisfied/not very satisfied	
Better/more frequent communication with the community in general	3%
More consultation with the community	3%
Following up with all communications	2%
Transparency/informing the community of all Council decisions/plans	2%
Be more approachable/better customer service	1%
Community newsletters	1%
Easier direct contact with Council staff/managers	1%
Greater focus on regional areas/focus on all areas equally	1%
Have communication via a variety of different channels/methods	1%
More frequent/promoted community meetings	1%
More information via letterbox drops	1%
Personalised/addressed mail	1%
Quicker response time from Council	1%

Please see Appendix A for responses fewer than 1%

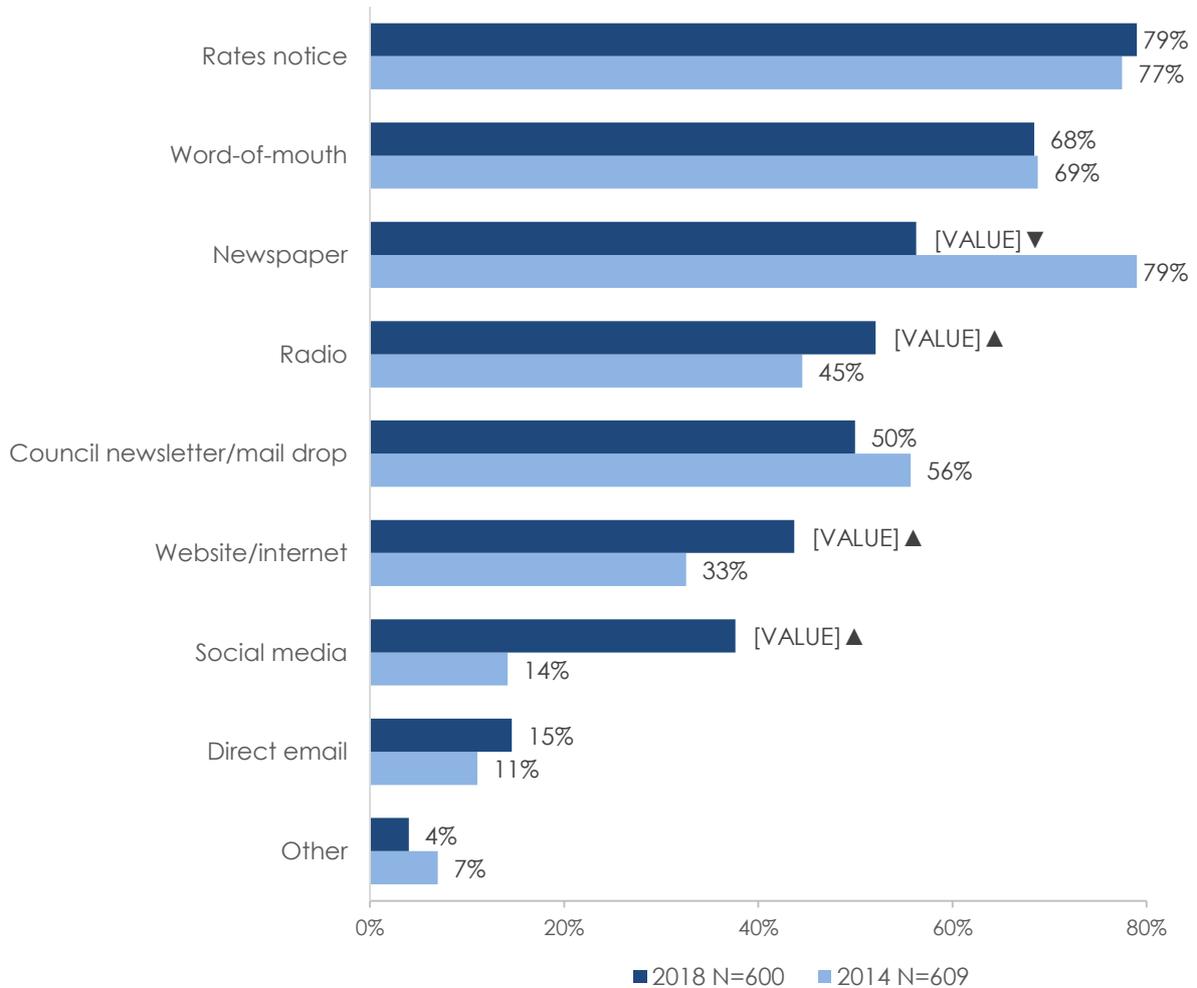


Means of Receiving Information from Council

Summary

'Rates notice' is the most common method in which residents receive information about Council. In 2018 residents were significantly more likely to receive information about Council via 'radio' and online modes ('website/internet' and 'social media') and significantly less likely through the 'newspaper'.

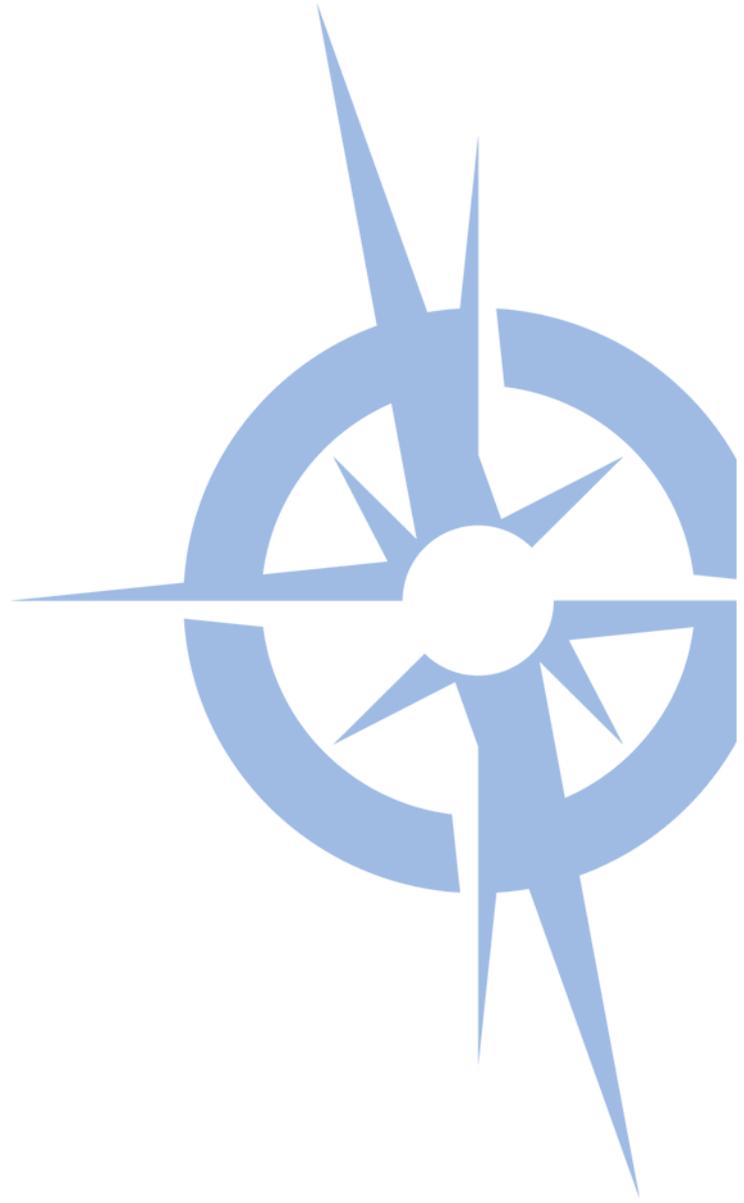
Q4. Through which of the following means do you receive information about Council?



Other specified	Count
Television	12
Advertisements around town/public notice	7
My TRC app	4
Approaching Councillors	2
Text message/phone	2
Community meetings	1

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

Section B – Priority Issues



Overall Satisfaction with the Performance of Council

Summary

88% of residents were at least 'somewhat satisfied' with the overall performance of Council. This result is significantly higher than our Regional Benchmark.

Residents aged 65+ were significantly more likely to be satisfied.

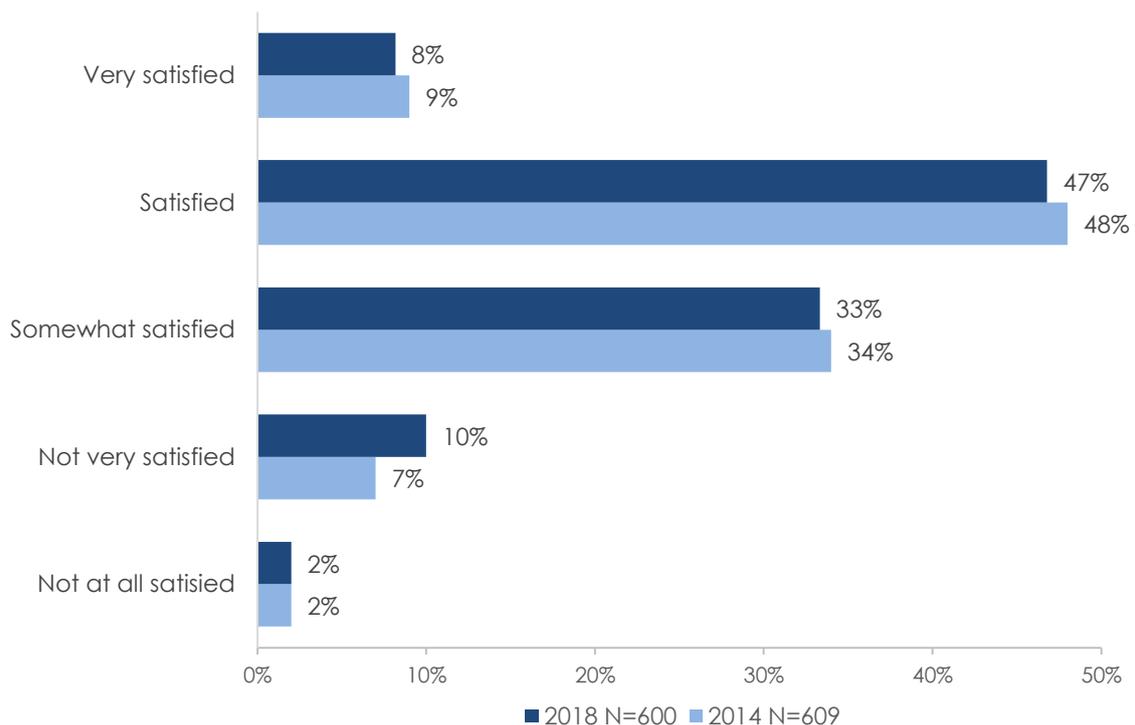
Q6. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

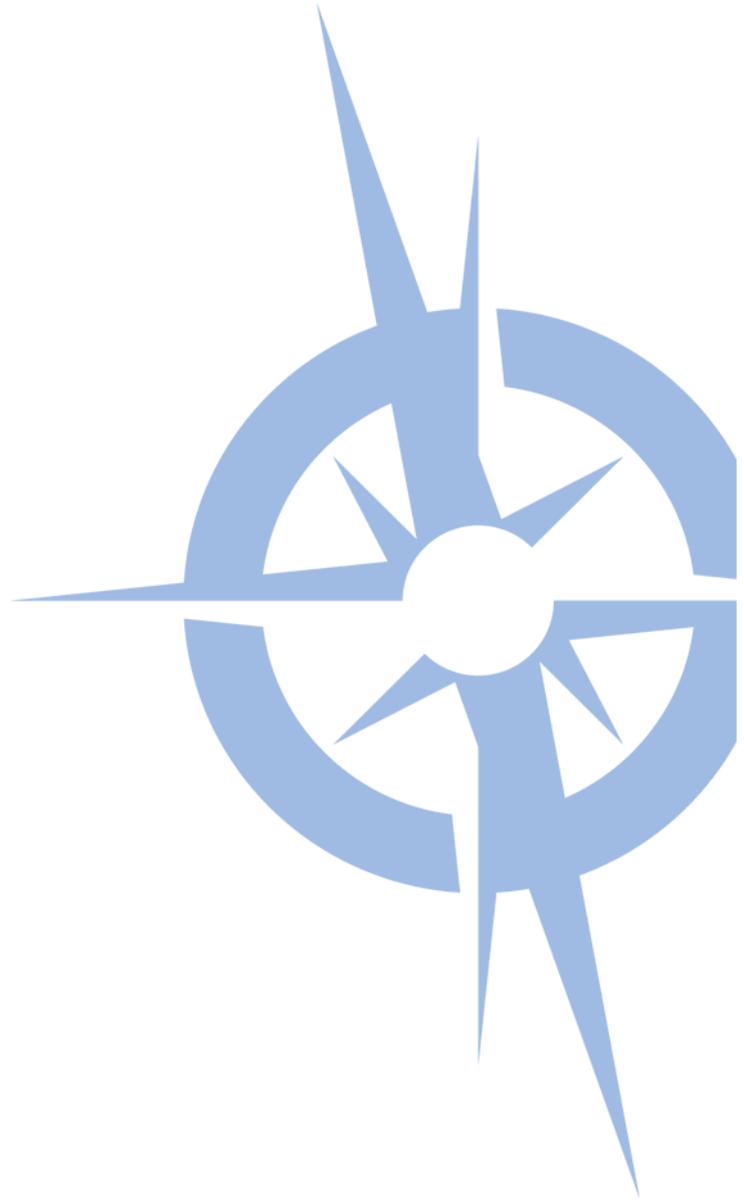
	Overall 2018	Overall 2014	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.49	3.55	3.41	3.57	3.43	3.48	3.45	3.61▲	3.48	3.53

NSW LGA BRAND SCORES	Metro Benchmark	Regional Benchmark	All of NSW Benchmark	Tamworth Regional Council
Mean ratings	3.55	3.31▼	3.42	3.49▲

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

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





Section C – Future Needs Development

Support for Better Quality Services and Facilities

Summary

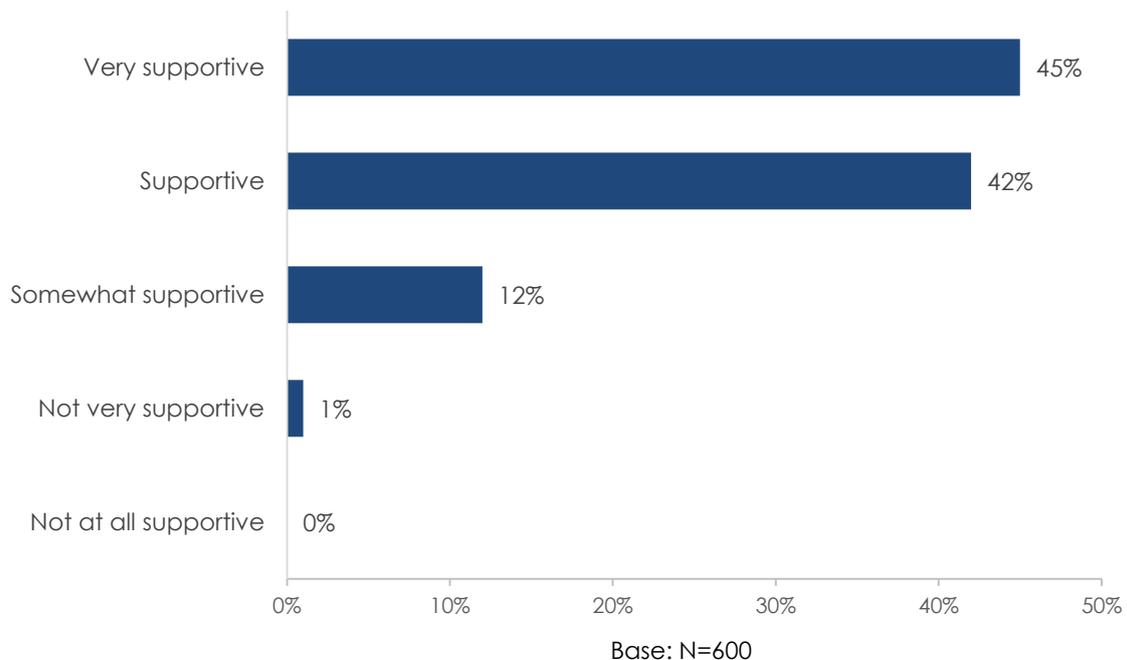
Support for better quality services and facilities was 'very high', with 87% of residents selecting the top 2 boxes stating they are 'supportive' or 'very supportive'.

Q8. How supportive are you of Council looking to provide the community with better quality services and facilities?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	4.29	4.22	4.35	4.26	4.41	4.28	4.20	4.28	4.32

	Tamworth residents	Other locations
Mean ratings	4.27	4.31

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



The Tamworth Region is experiencing an exciting period of growth and investment. Council is looking to balance increasing community expectations with future financial sustainability.

A growing region such as ours requires additional investment into new and improved infrastructure and facilities such as:

- Aquatic and performing arts facilities that improve the liveability of the region, catering for the broad and increasing population
- Improve functionality of council facilities and ensure best use of rate payer's money



Aquatic Centre

Summary

Awareness of the development of a new aquatic centre was high, with 76% stating they were aware prior to the call.

Ratepayers were significantly more likely to be aware, whilst those aged 18-34 were significantly less aware.

The Tamworth Region is experiencing an exciting period of growth and investment. Council is looking to balance increasing community expectations with future financial sustainability.

A growing region such as ours requires additional investment into new and improved infrastructure and facilities such as:

- *Aquatic and performing arts facilities that improve the liveability of the region, catering for the broad and increasing population*
- *Improve functionality of council facilities and ensure best use of rate payer's money*

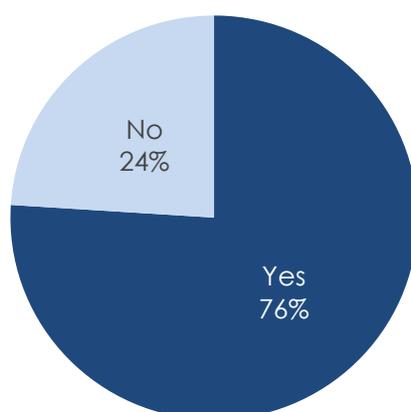
Currently Tamworth has two outdoor seasonal pools that are at the end of their operational life with rising maintenance costs and limited functionality. The aquatic and recreational needs of the community have changed over the last 50 years. On this basis Council is considering a new indoor/outdoor year-round facility that is more than a pool.

It will be a facility that provides a social hub for activity, fun, health and wellbeing for the whole community and includes indoor and/or outdoor pools pool/s, gymnasium, kids water park area, cafeteria and a health hub.

Q9a. Prior to this call were you aware that Council was considering developing a new aquatic centre?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	76%	73%	79%	61%▼	84%	81%	80%	81%▲	55%
No	24%	27%	21%	39%	16%	19%	20%	19%	45%

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



Base: N=600



Aquatic Centre

Summary

Support levels were 'high' for a new Aquatic & Leisure facility, with just under half (46%) selecting the top box stating they were 'very supportive' of this facility.

Residents aged 35-49 and non-ratepayers were significantly more supportive, whilst those aged 65+ were significantly less supportive.

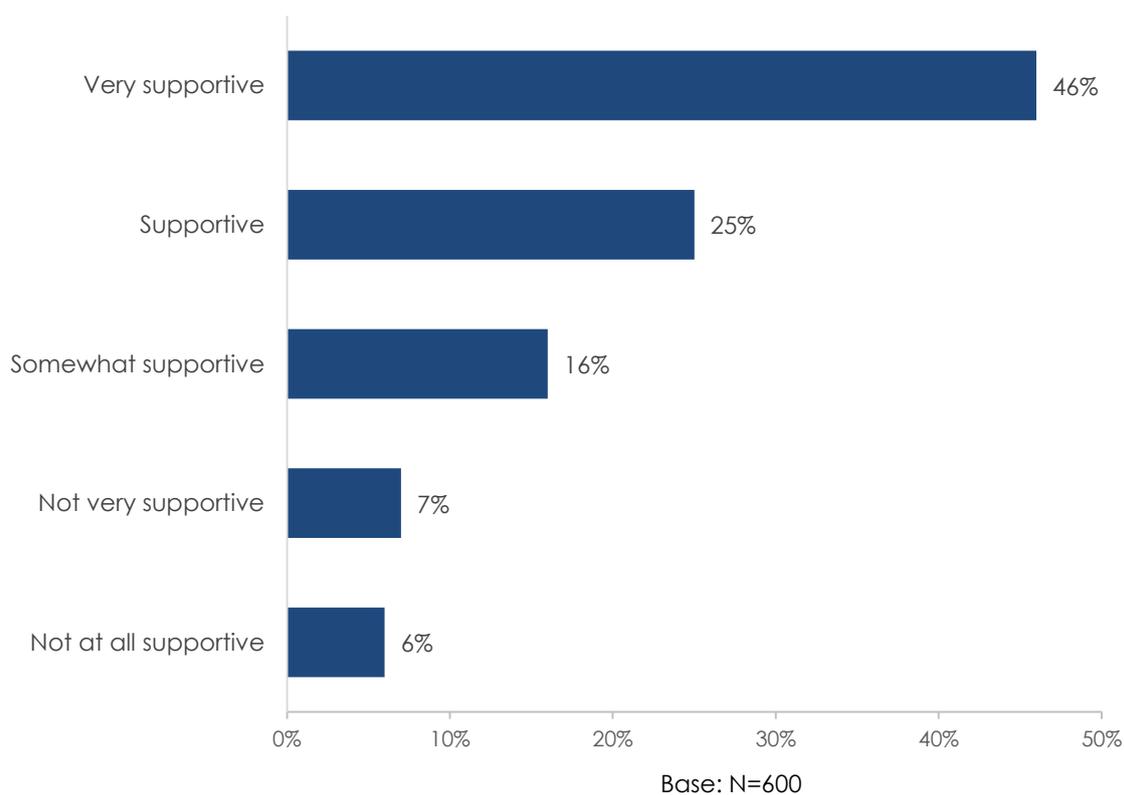
Q9b. How supportive are you of the provision of a new Aquatic & Leisure facility?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.99	3.90	4.07	4.13	4.20▲	3.89	3.74▼	3.91	4.33▲

	Tamworth residents	Other location
Mean ratings	4.06	3.88

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

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



Aquatic Centre

Summary

Those that were 'supportive' or 'very supportive' of a new Aquatic & Leisure facility believe it will be good for the area and that it is needed. Concerns regarding the location are the primary reasons for those that stated they are 'somewhat supportive' to 'not at all supportive'.

Q9b. How supportive are you of the provisions of a new Aquatic & Leisure facility?

Q9c. Why do you say that?

Supportive/Very supportive	N=599
It will be good for the area/community/youth	24%
We need a new aquatic/recreational facility	20%
Current facilities are outdated/do not meet the needs of the community	5%
I like the idea of all year-round usage	5%
Encourages an active lifestyle/promotes health	4%
Multi-level facility with variety of activities that cater for everyone	4%
My family and I would use it	4%
Attracts more sporting opportunities/competitions	3%
Good to support the growing population	3%
Important for the community/children to learn to swim	3%
Indoor options are needed especially for extreme weather conditions	3%
Attracts more people to the area	2%
More expensive to fix/maintain current facilities than to create a new facility	2%
Somewhat supportive	
Location - depends on the location/proposed location is bad/too far out of town	5%
It will be good for the area/community/youth	3%
Do not want the current pools shut down	2%
Money could be better put to use e.g. maintenance and upgrades of current facilities	2%
Not very/Not at all supportive	
Do not like the location/one location will mean more people will miss out	6%
Current facilities already meet community needs	2%
More important infrastructure projects/issues should be addressed	2%

Please see Appendix A for responses fewer than 2%



Aquatic Centre

Summary

Support was 'moderate' for Council selling its current two facilities in order to fund the new one, with 70% stating they are at least 'somewhat supportive'.

Residents aged 18-34 and non-ratepayers were significantly more supportive, whilst those aged 50+ were significantly less supportive. Tamworth residents expressed significantly lower levels of support for the selling of these facilities.

In order to access the funding required to deliver a new Aquatic & Leisure facility, Council will need to sell its two current pool facilities.

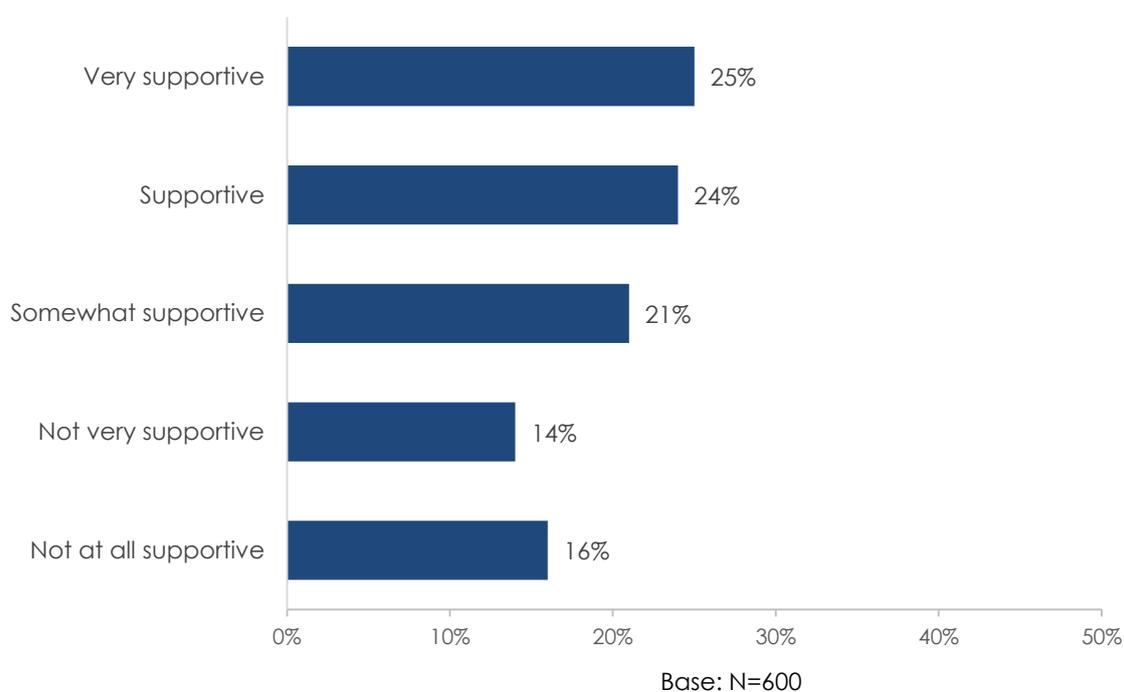
Q9d. How supportive are you of Council selling these facilities?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.30	3.29	3.30	3.73▲	3.48	3.08▼	2.88▼	3.19	3.76▲

	Tamworth residents	Other locations
Mean ratings	3.16▼	3.49

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

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



Aquatic Centre

Summary

20% of those that are 'supportive' or 'very supportive' understand that the money needs to be sourced from somewhere and 15% agree that the two older pools are now too costly to maintain.

The proposed location of the new facility is the leading reason as to why residents are not supportive.

Q9d. How supportive are you of Council selling these facilities?

Q9e. Why do you say that?

Supportive/Very supportive	N=597
Money needs to come from somewhere/better than raising rates	20%
Two pools at the end of their operational life/too costly to maintain	15%
Supportive of a new, bigger and better facility	6%
No need for 3 pools	3%
After the pools sell, the land could be used for something else	2%
The pools are no longer important to the community	2%
Somewhat supportive	
Only sell one pool/keep one in the community	4%
Money needs to come from somewhere/better than raising rates	3%
Better with two facilities/not a good exchange selling 2 for 1	2%
Don't know what will be done with them once sold/depends on who they are sold to	2%
Keep one functional while the new facility is being developed	2%
New location is too far away/current location is convenient	2%
Not very/Not at all supportive	
New location is too far away/current location is convenient	11%
Focus on fixing/upgrading the pools we have	5%
Better with two facilities/not a good exchange selling 2 for 1	4%
Only sell one pool/keep one in the community	3%
Current facilities are still in use/both pools need to stay	2%
Need to keep the pool for heritage/nostalgic reasons	2%
Nothing is wrong with the facilities we currently have	2%

Please see Appendix A for responses fewer than 2%



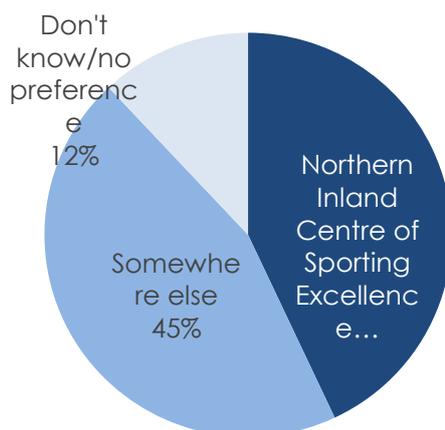
Aquatic Centre

Summary

43% prefer the proposed location, however 45% would prefer somewhere else. 64% of those that would prefer somewhere else stated that it should be located closer to town and more easily accessible.

If it were to proceed, the location currently preferred for the new facility is the Northern Inland Centre of Sporting Excellence Precinct, however Council is aware that some sections of the community want the facility to be located closer to the town centre. Council would like to understand your preference.

Q9f. Would you prefer the facility to be located in the Sporting Excellence Precinct or somewhere else in the region?



Base: N=600

Other location specified	N=271	Other location specified	N=271
Somewhere closer to town and more easily accessible e.g. public transport (no specified location)	64%	Where Town Hall is now	1%
Where the current pools are now/between the two existing pools e.g. Kable Ave/Scully Park	22%	Armidale	<1%
Somewhere in North Tamworth e.g. North Tamworth Oval, Taminda	2%	Belmore Park	<1%
Somewhere in West Tamworth	2%	Hillview	<1%
Kent Street	1%	Moore Creek area	<1%
Manilla	1%	Near Jewry Street	<1%
Middle of Bicentennial Park	1%	Near the racecourse/old soccer grounds	<1%
Near the velodrome	1%	Outside the CBD	<1%
Old Council Gipp Street playing fields	1%	Peel Street, near the new Aldi	<1%
Somewhere in South Tamworth	1%	Don't know	<1%
Where the old Workers Building is, off Bridge Street in Tamworth	1%		



Performing Arts Centre

Summary

81% of residents are at least 'somewhat supportive' of a new Performing Arts Centre.

Females, residents aged 35-49 and non-ratepayers expressed significantly higher levels of support.

Tamworth residents were significantly more supportive of this proposal.

Based on community feedback, Council has committed to the exploration of a new Performing Arts Centre that will address our current and future arts and cultural needs.

Work will shortly commence on the business case, design and costings based on locating the new facilities next to the current Library and Gallery building, creating a precinct that will activate Peel Street day and night.

The current vision is to create a facility that has a robust business model with a commercial mix that will have greater capacity to deliver outcomes for community user groups and attract more variety of performances and cultural events while minimising the net cost to Council for providing this community and cultural service.

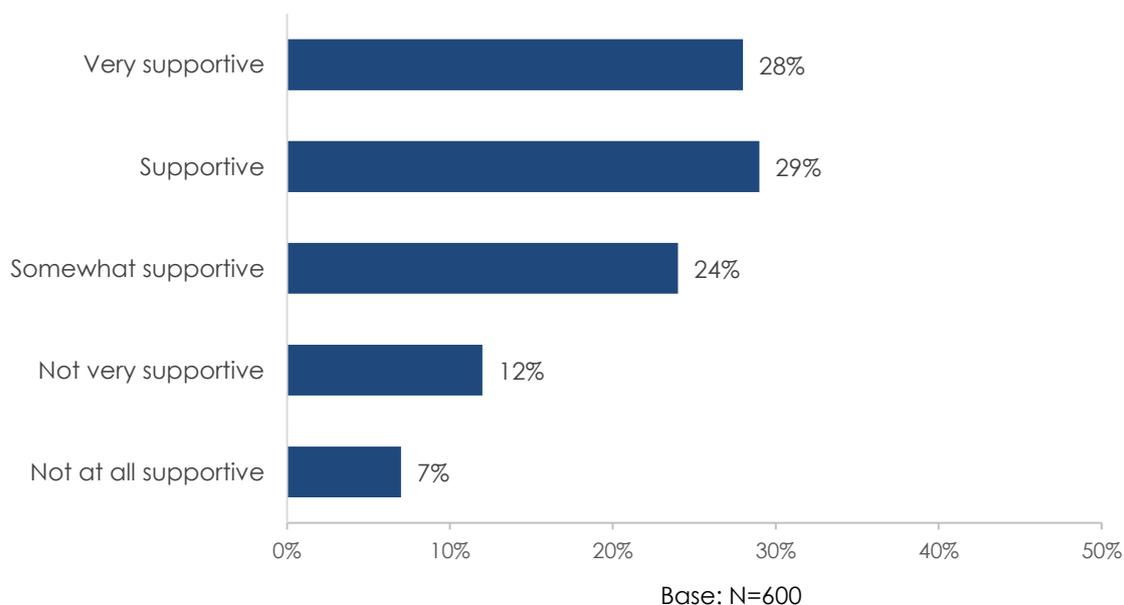
Q10a. How supportive are you of the provision of a new Performing Arts Centre?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.59	3.46	3.70▲	3.55	3.83▲	3.52	3.45	3.53	3.85▲

	Tamworth residents	Other locations
Mean ratings	3.73▲	3.37

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

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



Performing Arts Centre

Summary

Those that were 'supportive'/'very supportive' of the Performing Arts Centre, believe it will benefit the community in some way. Concern of more important issues and a lack of interest in the Centre were the leading reasons for those that were 'somewhat supportive' to 'not at all supportive'.

Q10a. How supportive are you of the provisions of a new Performing Arts Centre?

Q10b. Why do you say that?

Supportive/Very supportive	N=597
Good idea/will benefit the community/good for the kids	20%
It is needed/very important for the growing community	19%
Bringing more culture to the area	7%
Personal interest	4%
Provides more interesting things to do/attend	4%
Will bring more people to the area/tourism	4%
Great location for new precinct/easier to access	2%
Need more support for the arts/a place for expression	2%
Somewhat supportive	
Not of interest/more important issues	11%
Already have performing arts centres/could use other halls in the region	5%
Good idea/will benefit the community	3%
Not very/Not at all supportive	
Not of interest/more important issues	9%
Already have performing arts centres/could use other halls in region	7%
Too far away/too many facilities are in the CBD	2%
Waste of money/too expensive	2%

Please see Appendix A for responses fewer than 2%



Events/Conferences in the Region

Summary

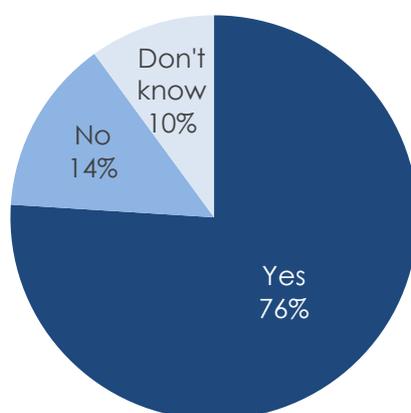
76% believe the region should have more events and conferences, with 30% of these residents stating these events will support local businesses and the economy.

Q11a. Do you believe that there should be more events and conferences in general in the region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	76%	79%	74%	75%	81%	79%	71%	77%	74%

	Tamworth residents	Other location
Yes	73%▼	82%

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



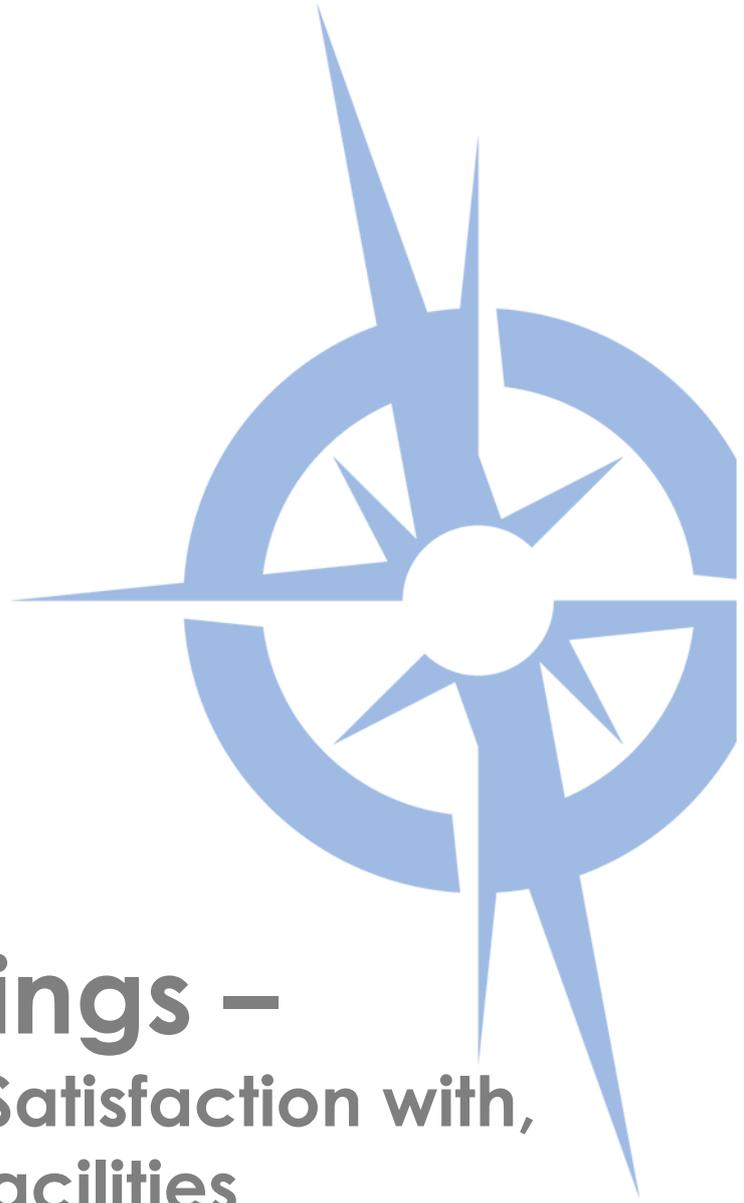
Base: N=600

Q11b. Why do you say that?

Yes	N=588
Supports local businesses/economy	30%
Attracts more people to the town/tourism	17%
Provides Tamworth with more activities/events to go to	11%
Promotes Tamworth/puts us on the map	7%
Plenty of room/facilities/infrastructure to handle it	6%
Important to have conferences to keep us informed/give our opinion	5%
Creates employment opportunities	3%
Supports growth in the town	3%
Benefits the community/region	2%
Brings professional people/talent/ideas to the region	2%
Makes Tamworth feel more alive/interesting	2%
No	
There is enough already	6%
It doesn't bother/interest me	5%
Don't know	
It doesn't bother/interest me/no opinion	2%

Please see Appendix A for responses fewer than 2%



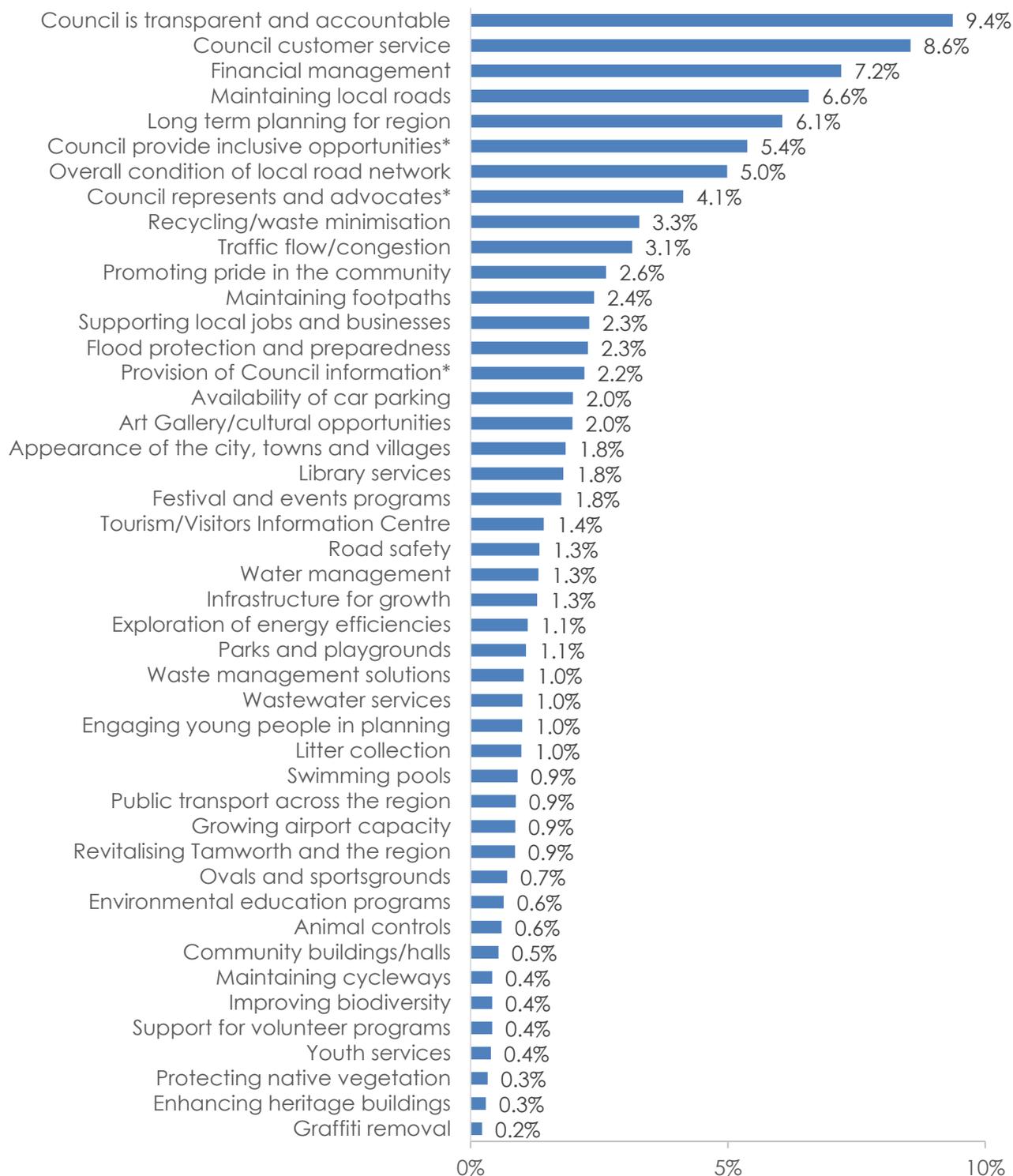


Detailed Findings – Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 45 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 45 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:



*1 Council provide inclusive opportunities for community to get actively-involved in decision making

*2 Council represents and advocates on behalf of the community

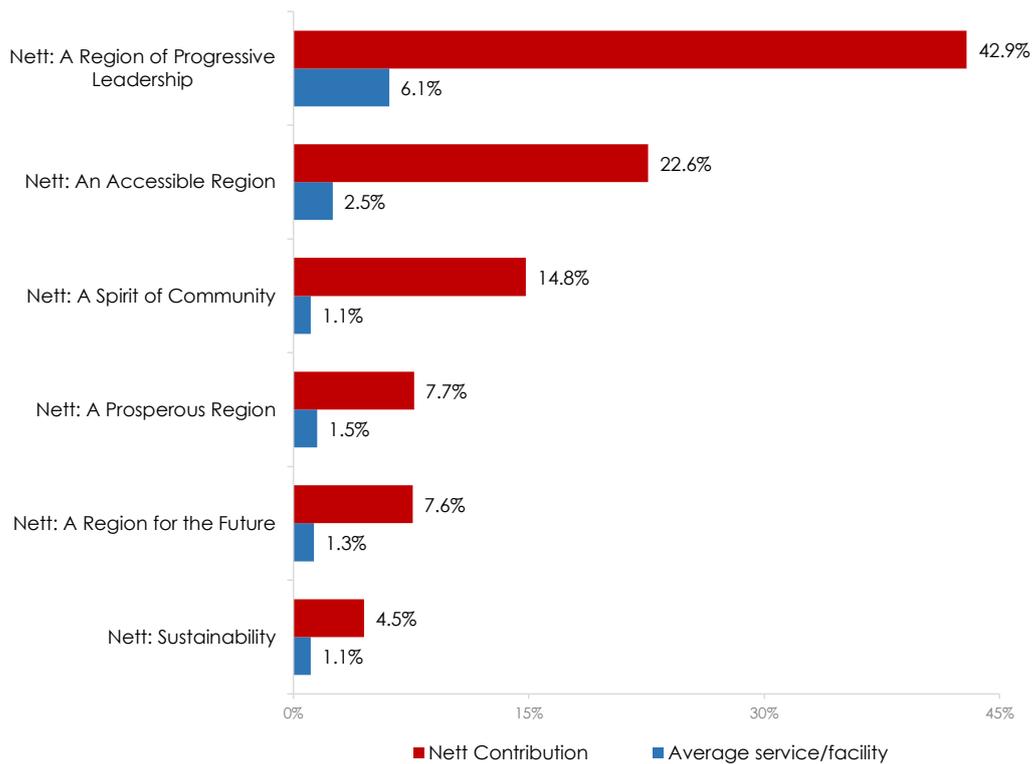
*3 Provision of Council information to the community



Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance



'A Region of Progressive Leadership' (42.9%) is the key contributor towards overall satisfaction with Council's performance, with each of the services/facilities grouped under this area averaging 6.1%.

Service Areas

Each of the 45 facilities/services were grouped into service areas as detailed below

A spirit of Community

Promoting pride in the community
Appearance of the city, towns and villages
Litter collection
Graffiti removal
Parks and playgrounds
Ovals and sportsgrounds
Community buildings/halls
Swimming pools
Art Gallery/cultural opportunities
Library services
Enhancing heritage buildings
Youth services
Engaging young people in planning
Support for volunteer programs

A Prosperous Region

Revitalising Tamworth and the region
Tourism/Visitors Information Centre
Infrastructure for growth
Supporting local jobs and businesses
Festival and events programs

Sustainability

Water management
Exploration of energy efficiencies
Waste management solutions
Wastewater services

An Accessible Region

Maintaining local roads
Maintaining footpaths
Maintaining cycleways
Traffic flow/congestion
Road safety
Availability of car parking
Overall condition of local road network
Public transport across the region
Growing airport capacity

A Region for the Future

Protecting native vegetation
Improving biodiversity
Animal controls
Recycling/waste minimisation
Environmental education programs
Flood protection and preparedness

A Region of Progressive Leadership

Council customer service
Council represents and advocates on behalf of the community
Council is transparent and accountable
Council provide inclusive opportunities for community to get actively-involved in decision making
Provision of Council information to the community
Long term planning for region
Financial management

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

Satisfaction

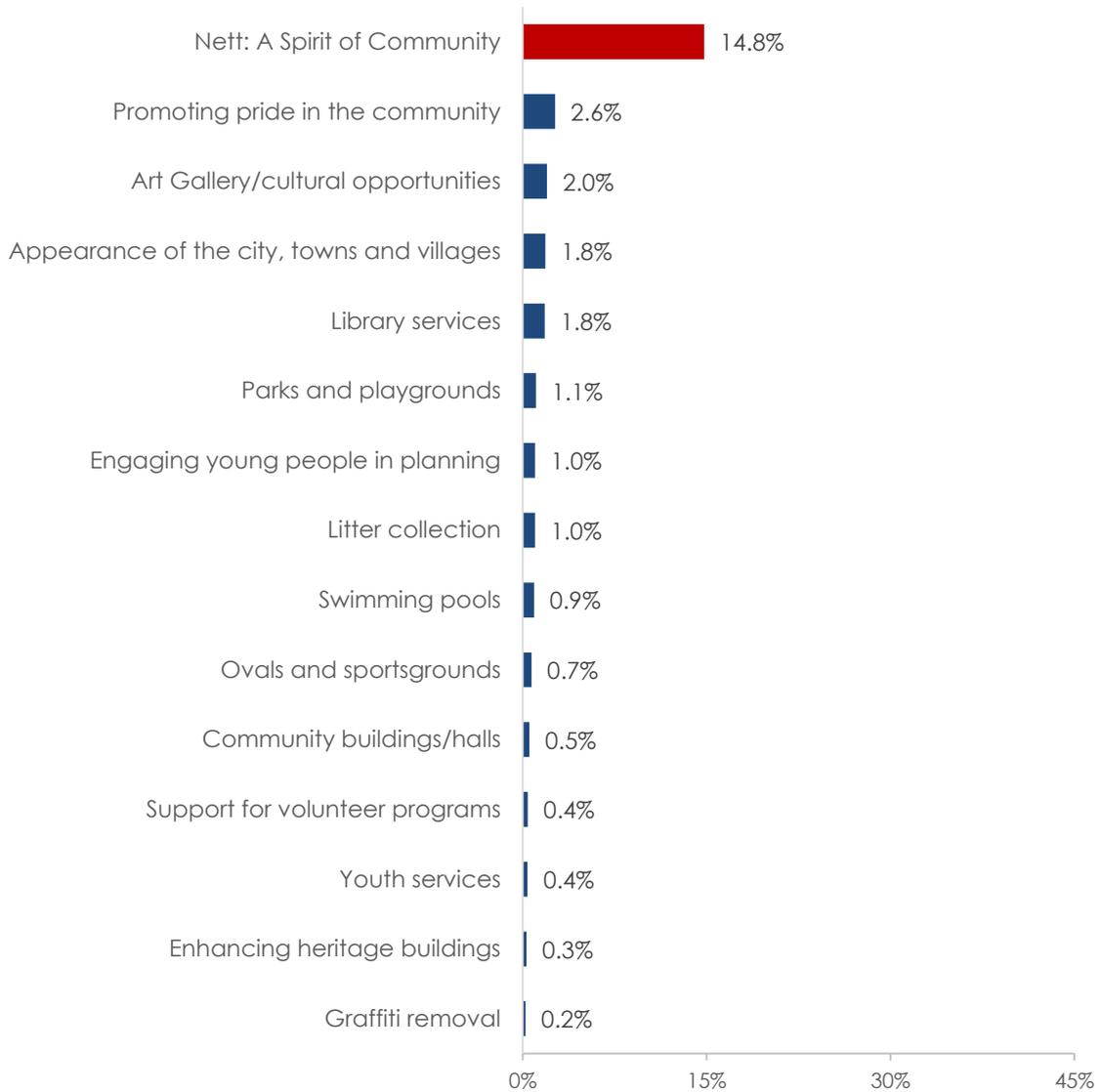
Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular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



Service Area 1: A Spirit of Community

Shapley Regression

Contributes to Almost 15% of Overall Satisfaction with Council



Service Area 1: A Spirit of Community

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Very high	Parks and playgrounds Litter collection Ovals and sportsgrounds Appearance of the city, towns and villages Support for volunteer programs
High	Youth services Swimming pools Engaging young people in planning Community buildings and halls Library services Enhancing heritage buildings Promoting pride in the community
Moderately high	Graffiti removal Art Gallery/cultural opportunities

Importance – by gender

Females rated 'Art Gallery/cultural opportunities' and 'library services' significantly more important.

Importance – by age

35-49 year olds placed a significantly higher level of importance on 'swimming pools', whilst those aged 18-34 rated 'graffiti removal', 'enhancing heritage buildings' and 'support for volunteer programs' significantly less important.

Residents aged 65+ rated the importance of 'enhancing heritage buildings' significantly higher.

Importance – by ratepayer status

Non-ratepayers rated the 'library services' significantly more important.

Importance – by year

Residents placed a significantly lower level of importance on 'litter collection', 'graffiti removal' and 'support for volunteer programs' in 2018.



Service Area 1: A Spirit of Community

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Promoting pride in the community	3.92	3.83	3.99
Appearance of the city, towns and villages	4.27	4.18	4.35
Litter collection	4.34	4.31	4.36
Graffiti removal	3.87	3.81	3.92
Parks and playgrounds	4.46	4.42	4.50
Ovals and sportsgrounds	4.33	4.40	4.27
Community buildings/halls	4.09	4.00	4.17
Swimming pools	4.18	4.11	4.24
Art Gallery/cultural opportunities	3.71	3.55	3.86
Library services	4.07	3.91	4.22
Enhancing heritage buildings	3.94	3.83	4.04
Youth services	4.22	4.15	4.29
Engaging young people in planning	4.14	4.10	4.17
Support for volunteer programs	4.27	4.18	4.35

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Promoting pride in the community	3.81	3.96	3.94	3.97	3.94	3.82
Appearance of the city, towns and villages	4.31	4.23	4.26	4.26	4.28	4.20
Litter collection	4.41	4.47	4.22	4.25	4.34	4.34
Graffiti removal	3.63	3.95	3.96	3.94	3.89	3.77
Parks and playgrounds	4.47	4.53	4.45	4.39	4.46	4.47
Ovals and sportsgrounds	4.27	4.35	4.32	4.40	4.38	4.11
Community buildings/halls	3.99	4.10	4.13	4.13	4.10	4.05
Swimming pools	4.03	4.42	4.18	4.10	4.20	4.06
Art Gallery/cultural opportunities	3.52	3.74	3.77	3.83	3.70	3.76
Library services	3.91	4.05	4.15	4.17	4.02	4.29
Enhancing heritage buildings	3.64	3.99	3.98	4.17	3.92	4.02
Youth services	4.19	4.32	4.22	4.17	4.23	4.18
Engaging young people in planning	4.09	4.24	4.14	4.08	4.13	4.18
Support for volunteer programs	4.05	4.34	4.36	4.33	4.24	4.41

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

Significantly higher/lower level of importance (by group)



Service Area 1: A Spirit of Community

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Promoting pride in the community	3%	7%	22%	31%	37%	600
Appearance of the city, towns and villages	2%	4%	13%	30%	52%	600
Litter collection	4%	3%	10%	21%	62%	600
Graffiti removal	5%	8%	24%	23%	41%	600
Parks and playgrounds	1%	2%	9%	26%	62%	600
Ovals and sportsgrounds	2%	3%	11%	26%	58%	600
Community buildings/halls	1%	5%	20%	32%	42%	600
Swimming pools	4%	4%	15%	22%	54%	600
Art Gallery/cultural opportunities	8%	9%	22%	27%	35%	600
Library services	6%	4%	17%	23%	50%	600
Enhancing heritage buildings	4%	7%	21%	29%	39%	600
Youth services	2%	4%	14%	26%	53%	600
Engaging young people in planning	3%	4%	16%	28%	49%	600
Support for volunteer programs	1%	3%	14%	29%	52%	600



Service Area 1: A Spirit of Community

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Very high	Library services
High	Parks and playgrounds Art Gallery/cultural opportunities Ovals and sportsgrounds Litter collection Community buildings/halls
Moderately high	Graffiti removal Enhancing heritage buildings Support for volunteer programs Promoting pride in the community Appearance of the city, towns and villages
Moderate	Youth services Swimming pools Engaging young people in planning

Satisfaction – by gender

Females were significantly more satisfied with the 'library services'.

Satisfaction – by age

Residents aged 65 and over expressed significantly higher levels of satisfaction with the following:

- Litter collection
- Graffiti removal
- Ovals and sportsgrounds
- Community buildings/halls
- Art Gallery/cultural opportunities
- Library services
- Engaging young people in planning
- Support for volunteer programs

18-34 year olds were significantly less satisfied with 'ovals and sportsgrounds' and 'engaging young people in planning' and those aged 50-64 were significantly less satisfied with the 'library services'.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher levels of satisfaction with 'appearance of the city, towns and villages' and 'enhancing heritage buildings'.

Satisfaction – by year

Residents in 2018 were significantly less satisfied with 'swimming pools' and significantly more satisfied with the following:

- Promoting pride in the community
- Appearance of the city, towns and villages
- Graffiti removal
- Parks and playgrounds
- Youth services
- Engaging young people in planning



Service Area 1: A Spirit of Community

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Promoting pride in the community	3.72	3.66	3.78
Appearance of the city, towns and villages	3.70	3.71	3.69
Litter collection	4.00	4.00	4.01
Graffiti removal	3.81	3.78	3.82
Parks and playgrounds	4.12	4.12	4.12
Ovals and sportsgrounds	4.02	3.97	4.06
Community buildings/halls	3.91	3.93	3.89
Swimming pools	3.52	3.61	3.45
Art Gallery/cultural opportunities	4.08	4.11	4.06
Library services	4.34	4.24	4.42
Enhancing heritage buildings	3.80	3.79	3.81
Youth services	3.60	3.60	3.60
Engaging young people in planning	3.25	3.22	3.28
Support for volunteer programs	3.76	3.80	3.72

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Promoting pride in the community	3.58	3.82	3.70	3.77	3.71	3.78
Appearance of the city, towns and villages	3.74	3.64	3.63	3.79	3.64	3.98
Litter collection	3.97	3.94	3.96	4.14	3.99	4.08
Graffiti removal	3.62	3.71	3.79	4.07	3.78	3.89
Parks and playgrounds	3.98	4.18	4.12	4.22	4.09	4.24
Ovals and sportsgrounds	3.79	4.08	4.00	4.21	3.99	4.17
Community buildings/halls	3.93	3.78	3.88	4.06	3.89	4.01
Swimming pools	3.27	3.64	3.49	3.70	3.49	3.70
Art Gallery/cultural opportunities	3.96	3.96	4.13	4.26	4.06	4.16
Library services	4.25	4.47	4.19	4.45	4.33	4.38
Enhancing heritage buildings	3.83	3.83	3.66	3.88	3.72	4.16
Youth services	3.61	3.54	3.52	3.74	3.61	3.57
Engaging young people in planning	3.02	3.14	3.26	3.67	3.24	3.30
Support for volunteer programs	3.65	3.64	3.81	3.92	3.75	3.77

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

Significantly higher/lower level of satisfaction (by group)



Service Area 1: A Spirit of Community

Detailed Overall Response for Satisfaction

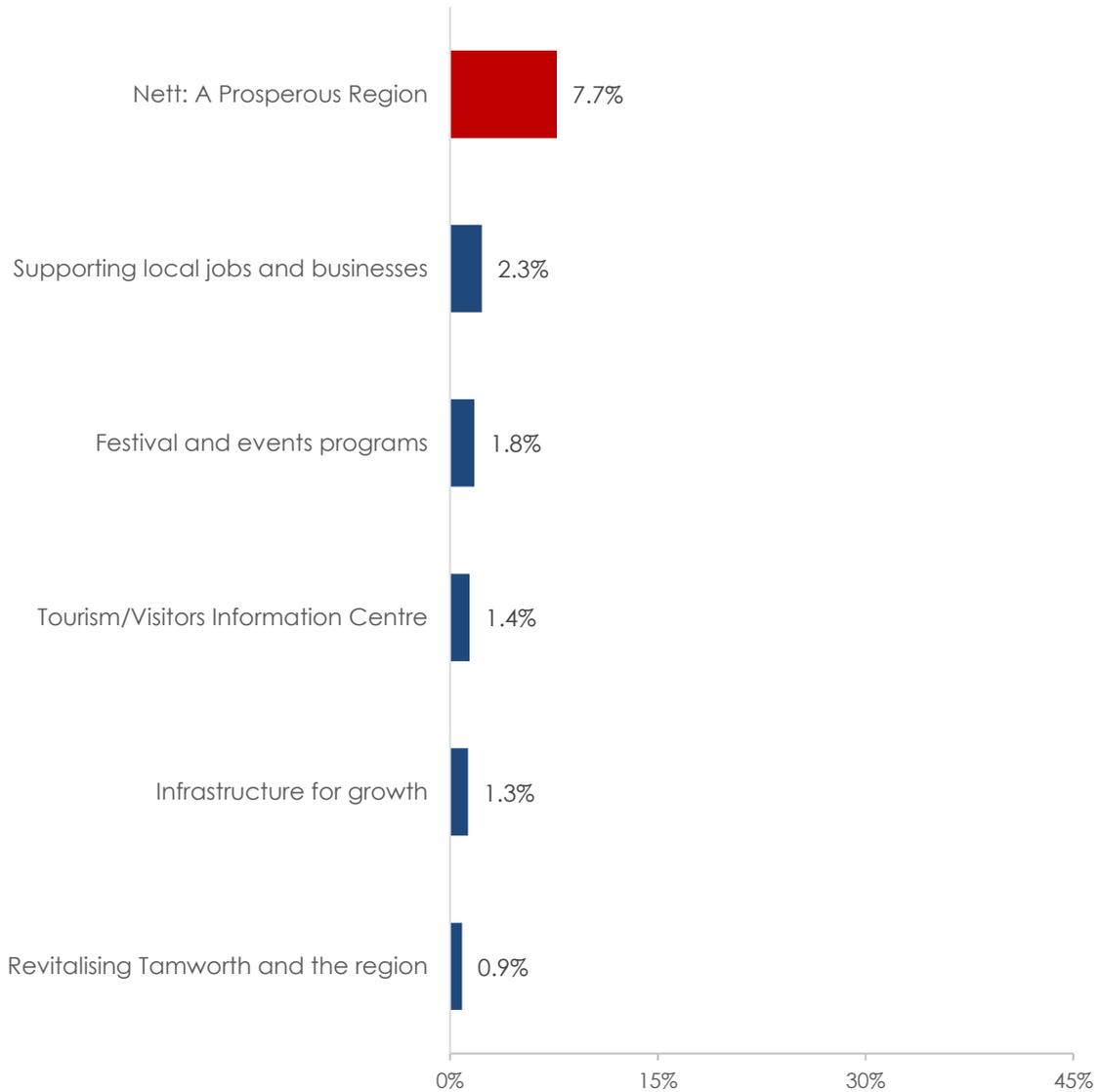
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Promoting pride in the community	4%	7%	26%	39%	24%	404
Appearance of the city, towns and villages	4%	6%	26%	43%	21%	489
Litter collection	3%	5%	18%	36%	37%	496
Graffiti removal	2%	7%	25%	38%	27%	376
Parks and playgrounds	2%	3%	15%	40%	40%	529
Ovals and sportsgrounds	3%	4%	16%	41%	35%	500
Community buildings/halls	1%	6%	22%	44%	27%	439
Swimming pools	7%	14%	23%	31%	24%	450
Art Gallery/cultural opportunities	1%	3%	20%	40%	36%	364
Library services	1%	1%	10%	38%	50%	430
Enhancing heritage buildings	4%	5%	25%	41%	26%	405
Youth services	2%	11%	32%	36%	19%	458
Engaging young people in planning	6%	15%	40%	26%	13%	430
Support for volunteer programs	4%	7%	23%	42%	25%	478



Service Area 2: A Prosperous Region

Shapley Regression

Contributes to Almost 8% of Overall Satisfaction with Council



Service Area 2: A Prosperous Region

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Supporting local jobs and businesses
Very high	Infrastructure for growth
	Revitalising Tamworth and the region
	Festival and events programs
High	Tourism/Visitors Information Centre

Importance – by gender

Females rated 'Tourism/Visitors Information Centre' significantly higher.

Importance – by age

Residents aged 35-49 placed a significantly higher level of importance on 'revitalising Tamworth and the region' and 'infrastructure for growth', whilst 18-34 years placed a significantly lower level of importance on 'Tourism/Visitors Information Centre'.

Those aged 65+ rated 'tourism/Visitor Information Centre' significantly more important and 'supporting local jobs and businesses' significantly less important.

Importance – by ratepayer status

Non-ratepayers rated 'supporting local jobs and businesses' significantly more important.

Importance – by year

'Revitalising Tamworth and the region' and 'Tourism/Visitors Information Centre' were rated significantly less important in 2018.



Service Area 2: A Prosperous Region

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Revitalising Tamworth and the region	4.34	4.29	4.38
Tourism/Visitors Information Centre	4.18	4.06	4.28
Infrastructure for growth	4.47	4.47	4.47
Supporting local jobs and businesses	4.64	4.63	4.65
Festival and events programs	4.27	4.24	4.30

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Revitalising Tamworth and the region	4.21	4.49	4.35	4.31	4.33	4.34
Tourism/Visitors Information Centre	3.92	4.20	4.30	4.31	4.16	4.27
Infrastructure for growth	4.34	4.65	4.54	4.37	4.48	4.45
Supporting local jobs and businesses	4.71	4.75	4.59	4.51	4.61	4.78
Festival and events programs	4.33	4.36	4.22	4.16	4.24	4.38

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Revitalising Tamworth and the region	1%	4%	14%	25%	57%	600
Tourism/Visitors Information Centre	3%	4%	15%	30%	49%	600
Infrastructure for growth	2%	2%	9%	20%	66%	600
Supporting local jobs and businesses	1%	2%	5%	15%	77%	600
Festival and events programs	2%	3%	13%	30%	52%	600



Service Area 2: A Prosperous Region

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Festival and events programs Tourism/Visitors Information Centre
Moderate	Revitalising Tamworth and the region Infrastructure for growth Supporting local jobs and businesses

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 65+ expressed significantly higher levels of satisfaction with 'revitalising Tamworth and the region', 'supporting local jobs and businesses' and 'festival and events programs'.

Residents aged 35-49 were significantly less satisfied with 'revitalising Tamworth and the region'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayers status.

Satisfaction – by year

Residents were significantly more satisfied with 'revitalising Tamworth and the region' and 'supporting local jobs and businesses' in 2018.



Service Area 2: A Prosperous Region

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Revitalising Tamworth and the region	3.61	3.60	3.61
Tourism/Visitors Information Centre	3.86	3.79	3.91
Infrastructure for growth	3.49	3.45	3.53
Supporting local jobs and businesses	3.46	3.50	3.42
Festival and events programs	3.88	3.87	3.88

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Revitalising Tamworth and the region	3.56	3.38	3.67	3.82	3.59	3.67
Tourism/Visitors Information Centre	3.78	4.02	3.74	3.87	3.83	3.97
Infrastructure for growth	3.49	3.47	3.41	3.60	3.46	3.65
Supporting local jobs and businesses	3.40	3.33	3.36	3.78	3.45	3.50
Festival and events programs	3.77	3.75	3.89	4.12	3.85	3.97

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

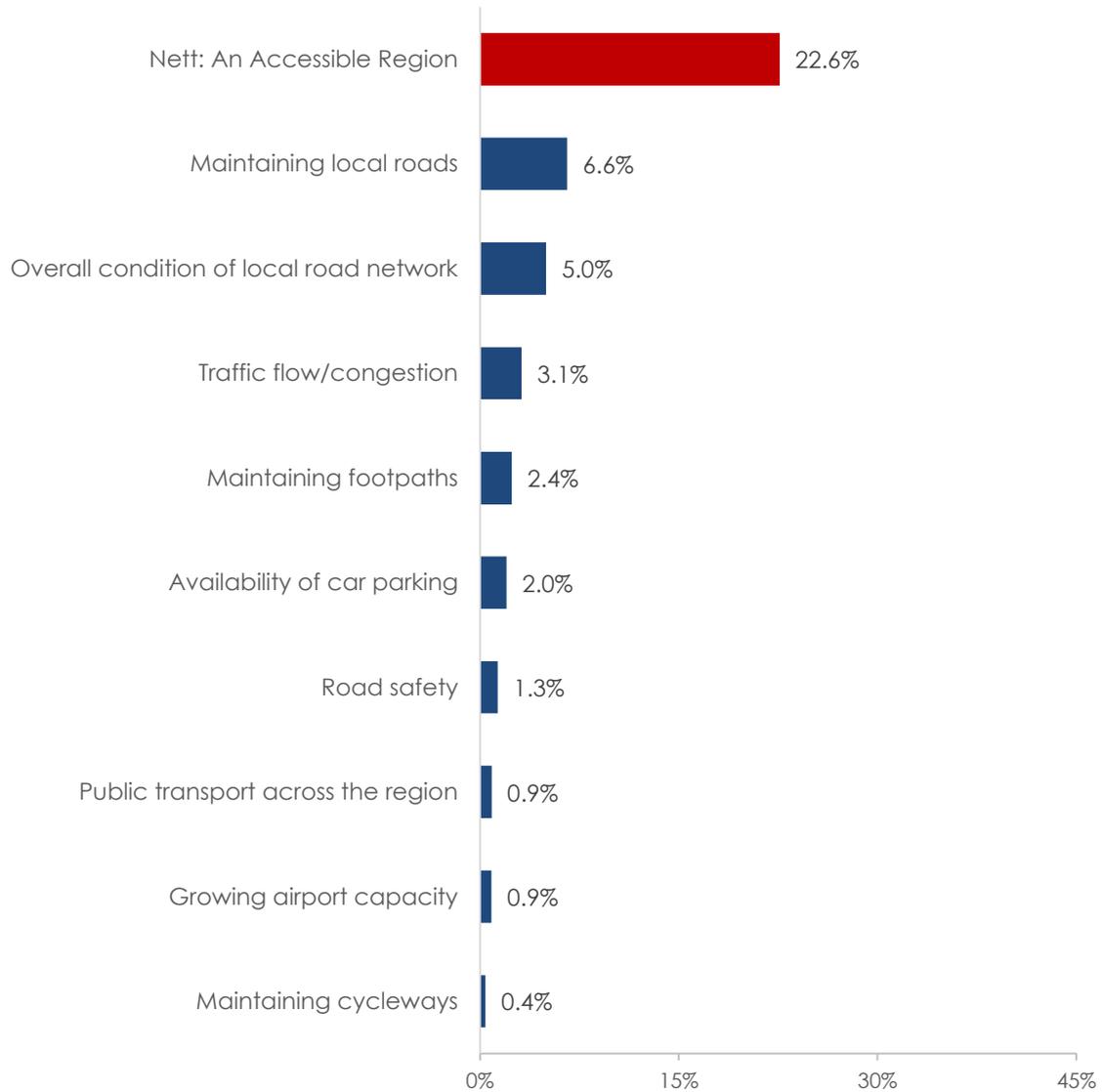
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Revitalising Tamworth and the region	3%	7%	33%	41%	16%	490
Tourism/Visitors Information Centre	4%	4%	23%	41%	28%	469
Infrastructure for growth	4%	12%	34%	32%	19%	515
Supporting local jobs and businesses	6%	9%	38%	28%	19%	540
Festival and events programs	2%	9%	18%	41%	30%	487



Service Area 3: An Accessible Region

Shapley Regression

Contributes to Over 22% of Overall Satisfaction with Council



Service Area 3: An Accessible Region

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Maintaining local roads Road safety
Very high	Overall condition of local road network Availability of car parking Maintaining footpaths Traffic flow/congestion
High	Growing airport capacity Public transport across the region
Moderately high	Maintaining cycleways

Importance – by gender

There were no significant differences by gender.

Importance – by age

35-49 year olds rated 'maintaining local roads' significantly more important and 18-34 year olds rated 'growing airport capacity' significantly less important.

Importance – by ratepayer status

Non-ratepayers placed a significantly higher level of importance on 'traffic flow/congestion'.

Importance – by year

In 2018, a significantly lower level of importance was placed on the 'availability of car parking' and the 'overall condition of the local road network'.



Service Area 3: An Accessible Region

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Maintaining local roads	4.70	4.72	4.69
Maintaining footpaths	4.39	4.34	4.44
Maintaining cycleways	3.84	3.75	3.92
Traffic flow/congestion	4.35	4.31	4.40
Road safety	4.57	4.51	4.63
Availability of car parking	4.43	4.39	4.46
Overall condition of local road network	4.47	4.48	4.47
Public transport across the region	4.05	3.99	4.11
Growing airport capacity	4.11	4.02	4.19

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Maintaining local roads	4.65	4.82	4.68	4.66	4.70	4.71
Maintaining footpaths	4.35	4.39	4.39	4.42	4.37	4.46
Maintaining cycleways	3.73	3.84	3.96	3.81	3.79	4.04
Traffic flow/congestion	4.28	4.31	4.43	4.40	4.31	4.55
Road safety	4.51	4.64	4.54	4.61	4.56	4.65
Availability of car parking	4.30	4.48	4.48	4.46	4.41	4.49
Overall condition of local road network	4.45	4.56	4.44	4.44	4.45	4.55
Public transport across the region	3.88	4.03	4.19	4.12	4.02	4.20
Growing airport capacity	3.75	4.27	4.26	4.18	4.15	3.94

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining local roads	1%	1%	5%	13%	80%	600
Maintaining footpaths	2%	3%	11%	22%	62%	600
Maintaining cycleways	8%	7%	21%	21%	43%	600
Traffic flow/congestion	1%	4%	12%	23%	59%	600
Road safety	2%	1%	8%	17%	73%	600
Availability of car parking	2%	3%	8%	24%	63%	600
Overall condition of local road network	2%	4%	7%	20%	67%	600
Public transport across the region	6%	6%	14%	24%	50%	600
Growing airport capacity	4%	6%	14%	26%	49%	600



Service Area 3: An Accessible Region

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Growing airport capacity Road safety
Moderate	Maintaining cycleways Traffic flow/congestion Public transport across the region Maintaining footpaths
Moderately low	Overall condition of local road network Availability of car parking Maintaining local roads

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

65+ year olds were significantly more satisfied with 'maintaining local roads', 'availability of car parking', 'public transport across the region' and 'growing airport capacity'. 35-49 year olds were significantly less satisfied with 'traffic flow/congestion'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'maintaining footpaths'.

Satisfaction – by year

Residents expressed significantly higher satisfaction levels with 'maintaining footpaths' and 'maintaining cycleways' in 2018.



Service Area 3: An Accessible Region

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Maintaining local roads	2.79	2.71	2.86
Maintaining footpaths	3.11	3.21	3.02
Maintaining cycleways	3.30	3.28	3.31
Traffic flow/congestion	3.21	3.10	3.31
Road safety	3.60	3.54	3.65
Availability of car parking	2.97	3.09	2.86
Overall condition of local road network	2.98	2.87	3.09
Public transport across the region	3.13	3.07	3.19
Growing airport capacity	3.72	3.74	3.71

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Maintaining local roads	2.69	2.62	2.85	3.01	2.78	2.83
Maintaining footpaths	3.22	3.11	3.04	3.06	3.03	3.43
Maintaining cycleways	3.22	3.33	3.21	3.43	3.22	3.58
Traffic flow/congestion	3.32	2.94	3.24	3.33	3.20	3.26
Road safety	3.64	3.54	3.54	3.65	3.58	3.64
Availability of car parking	2.86	2.81	3.01	3.21	2.96	3.00
Overall condition of local road network	2.96	2.82	3.06	3.09	3.01	2.88
Public transport across the region	2.89	3.14	3.13	3.36	3.14	3.09
Growing airport capacity	3.70	3.63	3.63	3.95	3.73	3.70

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

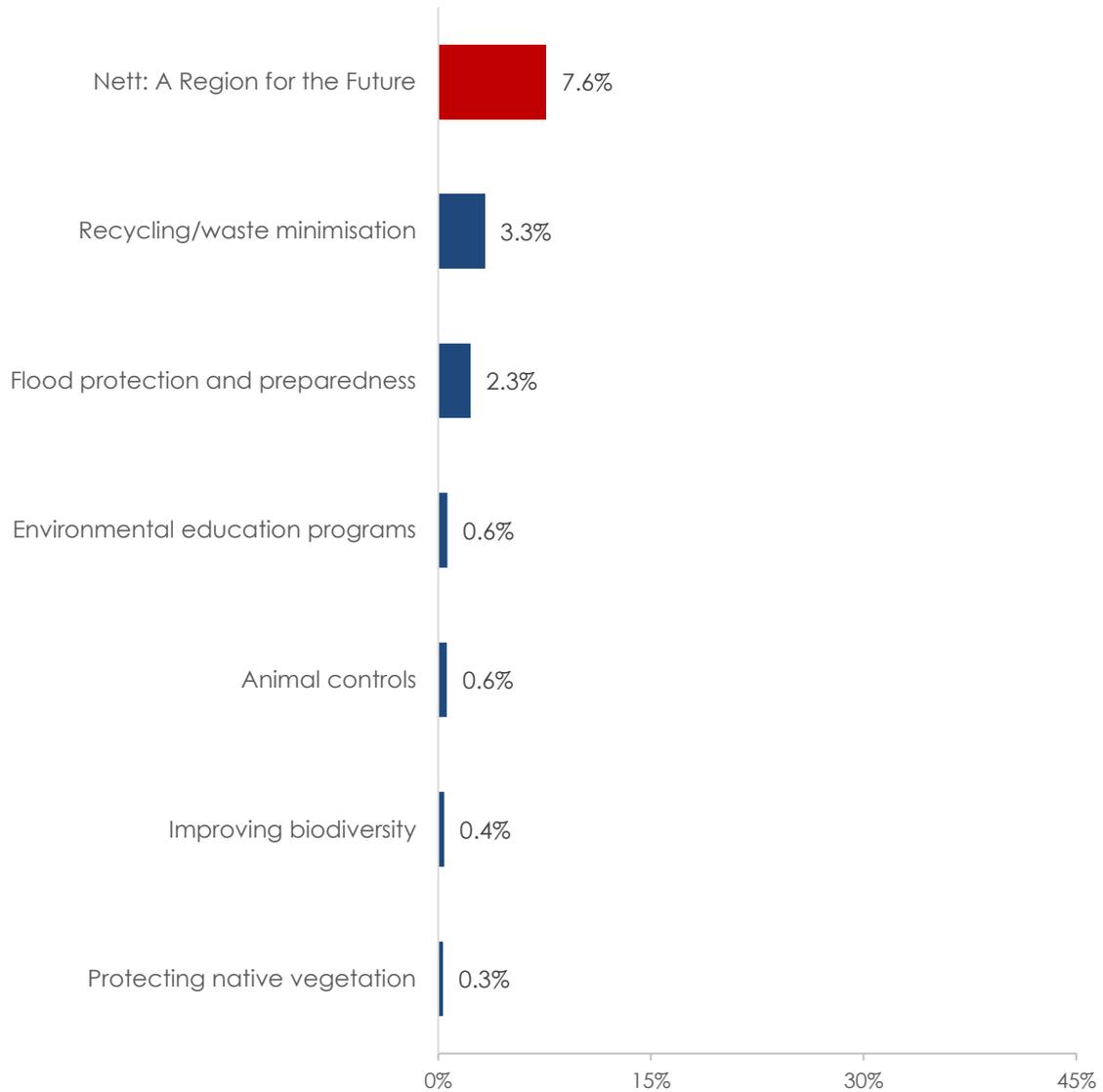
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining local roads	17%	22%	34%	18%	9%	557
Maintaining footpaths	11%	18%	30%	28%	12%	503
Maintaining cycleways	8%	16%	32%	27%	17%	377
Traffic flow/congestion	10%	12%	37%	29%	12%	495
Road safety	4%	10%	29%	36%	21%	533
Availability of car parking	15%	19%	31%	24%	11%	520
Overall condition of local road network	12%	18%	37%	26%	7%	523
Public transport across the region	11%	19%	30%	26%	14%	421
Growing airport capacity	1%	9%	30%	37%	23%	447



Service Area 4: A Region for the Future

Shapley Regression

Contributes to Over 7% of Overall Satisfaction with Council



Service Area 4: A Region for the Future

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Recycling/waste minimisation
Very high	Flood protection and preparedness
High	Animal controls
	Environmental education programs
	Protecting native vegetation
	Improving biodiversity

Importance – by gender

There were no significant differences by gender.

Importance – by age

Residents aged 65+ rated 'flood protection and preparedness' significantly more important, whilst those aged 18-34 rated it significantly less important.

Importance – by ratepayer status

Non-ratepayers rated 'animal controls', 'recycling/waste minimisation' and 'environmental education programs' significantly more important.

Importance – by year

'Flood protection and preparedness' was rated significantly lower in importance in 2018.



Service Area 4: A Region for the Future

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Protecting native vegetation	4.07	3.99	4.15
Improving biodiversity	3.93	3.86	4.01
Animal controls	4.12	4.07	4.17
Recycling/waste minimisation	4.51	4.49	4.54
Environmental education programs	4.07	4.00	4.14
Flood protection and preparedness	4.22	4.19	4.24

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Protecting native vegetation	4.00	4.05	4.07	4.18	4.05	4.17
Improving biodiversity	3.79	4.05	3.93	3.98	3.92	4.01
Animal controls	4.07	4.18	4.10	4.15	4.06	4.40
Recycling/waste minimisation	4.61	4.51	4.43	4.51	4.47	4.70
Environmental education programs	4.11	4.13	3.95	4.10	4.02	4.30
Flood protection and preparedness	3.89	4.33	4.28	4.41	4.19	4.34

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protecting native vegetation	4%	5%	19%	27%	46%	600
Improving biodiversity	3%	6%	27%	26%	39%	600
Animal controls	2%	5%	21%	26%	47%	600
Recycling/waste minimisation	1%	2%	8%	22%	66%	600
Environmental education programs	2%	6%	20%	26%	46%	600
Flood protection and preparedness	2%	4%	17%	25%	52%	600



Service Area 4: A Region for the Future

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Flood protection and preparedness
	Recycling/waste minimisation
Moderate	Protecting native vegetation
	Improving biodiversity
	Environmental education programs
	Animal controls

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents 65+ were significantly more satisfied with 'recycling/waste minimisation' and 'environmental education programs'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Satisfaction – by year

Residents were significantly less satisfied with 'recycling/waste minimisation' in 2018.



Service Area 4: A Region for the Future

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Protecting native vegetation	3.59	3.64	3.54
Improving biodiversity	3.58	3.62	3.55
Animal controls	3.28	3.23	3.32
Recycling/waste minimisation	3.73	3.73	3.73
Environmental education programs	3.49	3.46	3.52
Flood protection and preparedness	3.81	3.83	3.78

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Protecting native vegetation	3.57	3.59	3.49	3.71	3.59	3.56
Improving biodiversity	3.59	3.66	3.46	3.60	3.55	3.71
Animal controls	3.38	3.15	3.18	3.38	3.22	3.49
Recycling/waste minimisation	3.57	3.82	3.64	3.91	3.74	3.68
Environmental education programs	3.42	3.37	3.54	3.65	3.48	3.53
Flood protection and preparedness	3.82	3.65	3.86	3.88	3.80	3.82

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

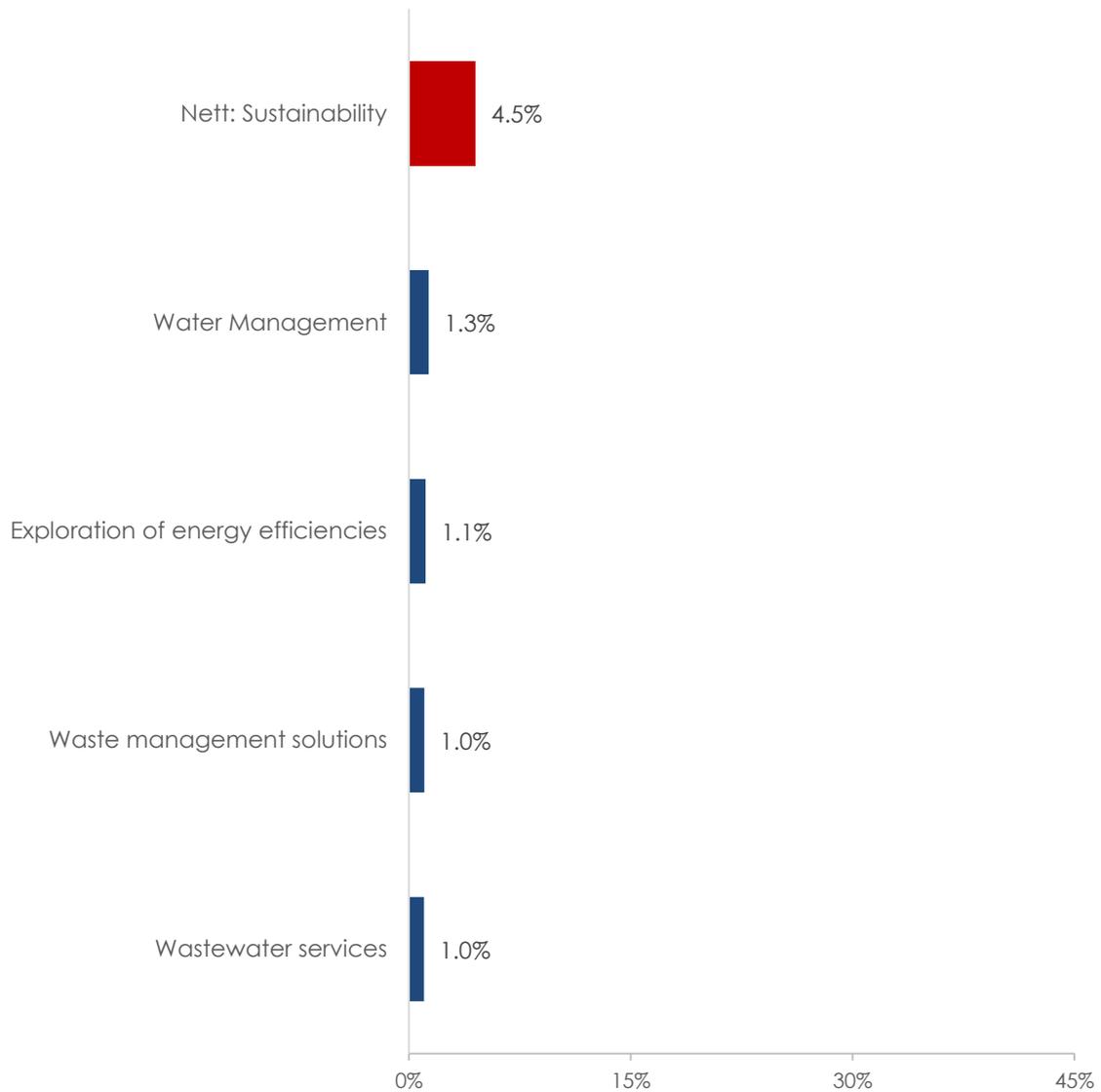
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protecting native vegetation	4%	7%	36%	34%	20%	434
Improving biodiversity	2%	7%	37%	38%	16%	380
Animal controls	9%	16%	31%	27%	17%	429
Recycling/waste minimisation	4%	7%	27%	35%	27%	532
Environmental education programs	5%	11%	33%	33%	19%	422
Flood protection and preparedness	2%	6%	26%	39%	26%	455



Service Area 5: Sustainability

Shapley Regression

Contributes to Over 4% of Overall Satisfaction with Council



Service Area 5: Sustainability

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Water management
Very high	Waste management solutions
	Wastewater services
High	Exploration of energy efficiencies

Importance – by gender

There were no significant differences by gender.

Importance – by age

50-64 year olds rated 'wastewater services' significantly more important.

Importance – by ratepayer status

Non-ratepayers rated 'exploration of energy efficiencies' significantly more important.

Importance – by year

In 2018, residents placed a significantly lower level of importance on 'waste management solutions'.



Service Area 5: Sustainability

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Water management	4.62	4.61	4.64
Exploration of energy efficiencies	4.18	4.16	4.20
Waste management solutions	4.35	4.32	4.38
Wastewater services	4.27	4.33	4.22

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Water management	4.51	4.74	4.59	4.66	4.62	4.63
Exploration of energy efficiencies	4.10	4.11	4.24	4.28	4.12	4.43
Waste management solutions	4.23	4.31	4.43	4.45	4.32	4.48
Wastewater services	4.17	4.24	4.43	4.26	4.24	4.41

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Water management	1%	2%	7%	13%	76%	600
Exploration of energy efficiencies	3%	6%	17%	21%	54%	600
Waste management solutions	2%	3%	13%	24%	59%	600
Wastewater services	4%	3%	14%	22%	58%	600



Service Area 5: Sustainability

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Wastewater services
	Waste management solutions
Moderate	Water management
	Exploration of energy efficiencies

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 65+ expressed significantly higher levels of satisfaction with 'water management' and the 'exploration of energy efficiencies', whilst 50-64 year olds were significantly less satisfied with 'waste management solutions'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'water management'.

Satisfaction – by year

Residents were significantly less satisfied with 'waste management solutions' in 2018.



Service Area 5: Sustainability

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Water management	3.35	3.36	3.34
Exploration of energy efficiencies	3.17	3.13	3.20
Waste management solutions	3.65	3.70	3.60
Wastewater services	3.74	3.85	3.64

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Water management	3.36	3.18	3.26	3.59	3.28	3.66
Exploration of energy efficiencies	3.02	3.17	3.15	3.32	3.17	3.17
Waste management solutions	3.76	3.58	3.50	3.77	3.61	3.80
Wastewater services	3.82	3.66	3.64	3.86	3.75	3.71

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

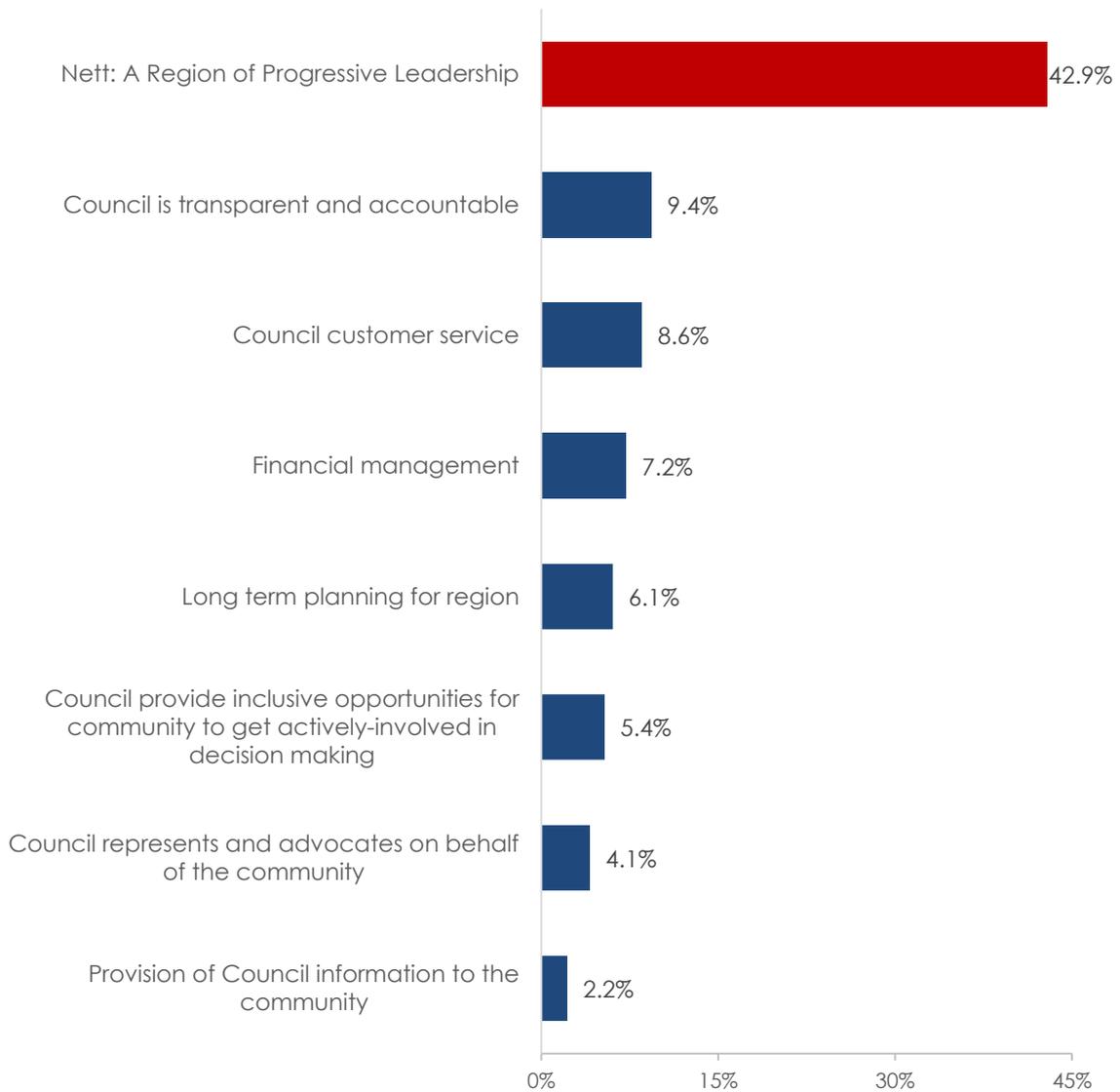
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Water management	7%	17%	28%	28%	19%	531
Exploration of energy efficiencies	7%	17%	37%	28%	11%	436
Waste management solutions	2%	9%	33%	35%	21%	493
Wastewater services	3%	7%	26%	39%	25%	470



Service Area 6: A Region of Progressive Leadership

Shapley Regression

Contributes to Almost 43% of Overall Satisfaction with Council



Service Area 6: A Region of Progressive Leadership

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of the criteria.

Importance – overall

Extremely high	Long term planning for region Financial management Council is transparent and accountable
Very high	Council customer service Provision of Council information to the community Council represents and advocates on behalf of the community Council provide inclusive opportunities for community to get actively-involved in decision making

Importance – by gender

There were no significant differences by gender.

Importance – by age

Those aged 35-49 rated 'provision of Council information to the community' significantly more important, whilst 18-34 year olds rated it significantly less important. 18-34 years additionally rated 'Council represents and advocates on behalf of the community' significantly less important.

Those aged 65 and over placed a significantly higher level of importance on 'Council customer service'.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – by year

Residents rated 'Council provide inclusive opportunities for community to get involved in decision making' significantly less important in 2018.



Service Area 6: A Region of Progressive Leadership

Importance Mean Scores by Key Demographics

	Overall	Male	Female
Council customer service	4.45	4.40	4.49
Council represents and advocates on behalf of the community	4.39	4.35	4.43
Council is transparent and accountable	4.55	4.55	4.55
Council provide inclusive opportunities for community to get actively-involved in decision making	4.36	4.33	4.39
Provision of Council information to the community	4.42	4.37	4.48
Long term planning for region	4.65	4.61	4.68
Financial management	4.64	4.60	4.67

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Council customer service	4.33	4.38	4.51	4.58	4.44	4.50
Council represents and advocates on behalf of the community	4.23	4.51	4.46	4.37	4.37	4.47
Council is transparent and accountable	4.38	4.61	4.66	4.55	4.55	4.55
Council provide inclusive opportunities for community to get actively-involved in decision making	4.27	4.47	4.40	4.31	4.34	4.44
Provision of Council information to the community	4.21	4.58	4.48	4.45	4.44	4.35
Long term planning for region	4.63	4.77	4.63	4.56	4.63	4.71
Financial management	4.49	4.75	4.67	4.64	4.64	4.62

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

Significantly higher/lower level of importance (by group)



Service Area 6: A Region of Progressive Leadership

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Council customer service	1%	2%	10%	26%	62%	600
Council represents and advocates on behalf of the community	0%	4%	11%	27%	59%	600
Council is transparent and accountable	2%	2%	8%	16%	73%	600
Council provide inclusive opportunities for community to get actively-involved in decision making	1%	2%	15%	23%	59%	600
Provision of Council information to the community	1%	1%	13%	23%	62%	600
Long term planning for region	1%	1%	7%	16%	76%	600
Financial management	1%	2%	8%	12%	78%	600



Service Area 6: A Region of Progressive Leadership

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with the criteria.

Satisfaction – overall

Moderately high	Council customer service
Moderate	Long term planning for region
	Council represents and advocates on behalf of the community
	Financial management
	Provision of Council information to the community
	Council provide inclusive opportunities for community to get actively-involved in decision making
	Council is transparent and accountable

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with 'Council customer service', 'Council represents and advocates on behalf of the community' and 'Council is transparent and accountable'.

35-49 year olds were significantly less satisfied with 'Council is transparent and accountable' and 'provision of Council information to the community'.

Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

Satisfaction – by year

Residents in 2018 were significantly more satisfied with 'long term planning for region'.



Service Area 6: A Region of Progressive Leadership

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female
Council customer service	3.72	3.62	3.81
Council represents and advocates on behalf of the community	3.37	3.37	3.37
Council is transparent and accountable	3.09	3.04	3.14
Council provide inclusive opportunities for community to get actively-involved in decision making	3.14	3.17	3.12
Provision of Council information to the community	3.27	3.27	3.27
Long term planning for region	3.42	3.43	3.40
Financial management	3.31	3.37	3.26

	18-34	35-49	50-64	65+	Ratepayer	Non-Ratepayer
Council customer service	3.50	3.75	3.71	3.92	3.70	3.79
Council represents and advocates on behalf of the community	3.29	3.32	3.26	3.62	3.37	3.37
Council is transparent and accountable	3.19	2.80	3.08	3.30	3.03	3.35
Council provide inclusive opportunities for community to get actively-involved in decision making	3.20	3.03	3.10	3.26	3.09	3.39
Provision of Council information to the community	3.45	3.02	3.23	3.38	3.24	3.38
Long term planning for region	3.48	3.35	3.31	3.53	3.38	3.56
Financial management	3.25	3.37	3.20	3.43	3.29	3.40

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

Significantly higher/lower level of satisfaction (by group)



Service Area 6: A Region of Progressive Leadership

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Council customer service	6%	6%	21%	41%	25%	520
Council represents and advocates on behalf of the community	6%	16%	30%	30%	17%	507
Council is transparent and accountable	14%	14%	36%	22%	14%	525
Council provide inclusive opportunities for community to get actively-involved in decision making	12%	15%	33%	26%	14%	483
Provision of Council information to the community	9%	13%	34%	31%	13%	505
Long term planning for region	7%	11%	33%	32%	17%	538
Financial management	8%	12%	35%	30%	15%	519



Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2018	2014	2018	2014
Promoting pride in the community	3.92	4.01	3.72▲	3.49
Appearance of the city, towns and villages	4.27	4.29	3.70▲	3.51
Litter collection	4.34▼	4.51	4.00	4.03
Graffiti removal	3.87▼	4.20	3.81▲	3.64
Parks and playgrounds	4.46	4.51	4.12▲	3.62
Ovals and sportsgrounds	4.33	4.35	4.02	3.96
Community buildings/halls	4.09	4.14	3.91	3.91
Swimming pools	4.18	4.12	3.52▼	3.74
Art Gallery/cultural opportunities	3.71	3.74	4.08	4.03
Library services	4.07	4.13	4.34	4.34
Enhancing heritage buildings	3.94	3.86	3.80	3.85
Youth services	4.22	4.26	3.60▲	3.24
Engaging young people in planning	4.14	4.09	3.25▲	2.98
Support for volunteer programs	4.27▼	4.42	3.76	3.66
Revitalising Tamworth and the region	4.34▼	4.46	3.61▲	3.46
Tourism/Visitors Information Centre	4.18▼	4.36	3.86	3.93
Infrastructure for growth	4.47	N/A	3.49	N/A
Supporting local jobs and businesses	4.64	4.68	3.46▲	3.29
Festival and events programs	4.27	4.22	3.88	3.76
Maintaining local roads	4.70	4.77	2.79	2.71
Maintaining footpaths	4.39	4.45	3.11▲	2.81
Maintaining cycleways	3.84	3.89	3.30▲	3.10
Traffic flow/congestion	4.35	4.43	3.21	3.24
Road safety	4.57	4.63	3.60	3.52
Availability of car parking	4.43▼	4.54	2.97	2.86
Overall condition of local road network	4.47▼	4.58	2.98	2.94
Public transport across the region	4.05	4.00	3.13	3.12
Growing airport capacity	4.11	N/A	3.72	N/A
Protecting native vegetation	4.07	4.08	3.59	3.51
Improving biodiversity	3.93	3.99	3.58	3.45
Animal controls	4.12	4.21	3.28	3.17
Recycling/waste minimisation	4.51	4.58	3.73▼	4.00
Environmental education programs	4.07	4.11	3.49	3.40
Flood protection and preparedness	4.22▼	4.37	3.81	3.84
Water management	4.62	N/A	3.35	N/A
Exploration of energy efficiencies	4.18	N/A	3.17	N/A
Waste management solutions	4.35▼	4.54	3.65▼	3.85
Wastewater services	4.27	N/A	3.74	N/A
Council customer service	4.45	N/A	3.72	N/A
Council represents and advocates on behalf of the community	4.39	N/A	3.37	N/A
Council is transparent and accountable	4.55	N/A	3.09	N/A
Council provide inclusive opportunities for community to get actively-involved in decision making	4.36▼	4.49	3.14	3.07
Provision of Council information to the community	4.42	4.43	3.27	3.24
Long term planning for region	4.65	4.60	3.42▲	3.28
Financial management	4.64	4.60	3.31	3.20

▲ ▼ = A significantly higher level of importance/satisfaction (by year)

Comparison to LGA Benchmarks

15 of the 36 comparable measures were rated above benchmark threshold of 0.15.

8 of the measures were rated lower than the benchmark threshold of -0.15, these were 'recycling/waste minimisation', 'public transport across the region', 'animal controls', 'wastewater services', 'waste management solutions', 'swimming pools', 'Council is transparent and accountable' and 'water management'.

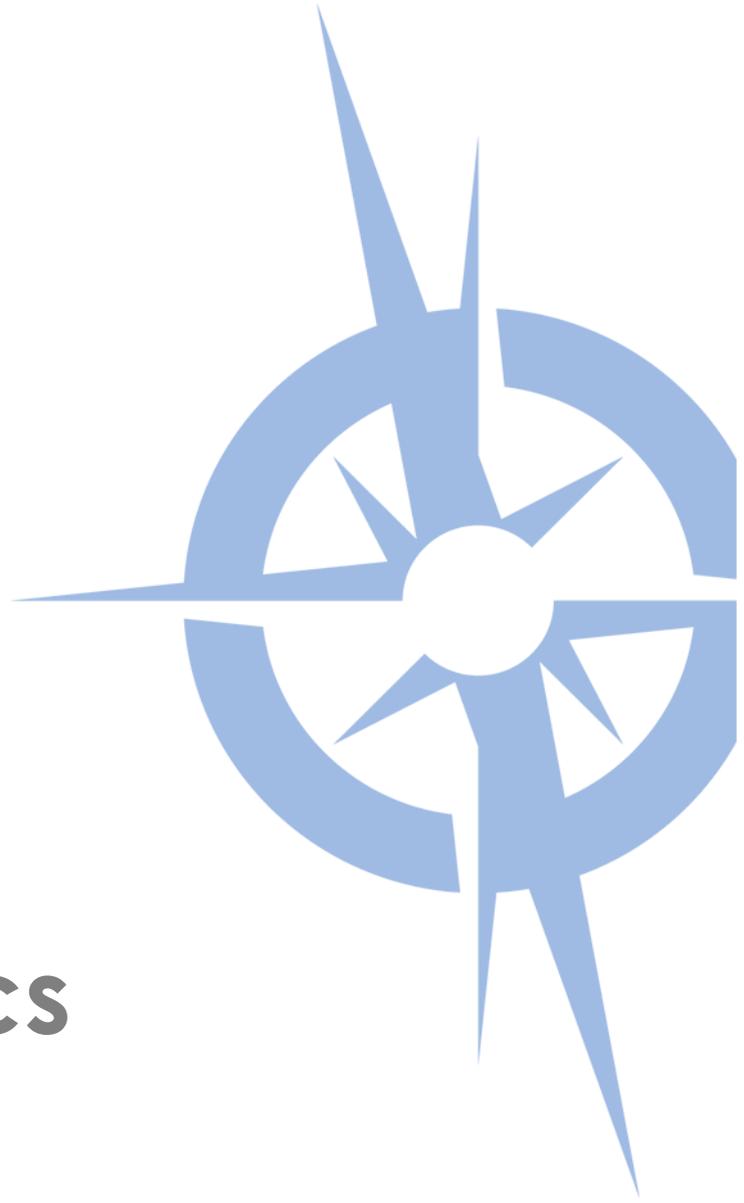
Service/Facility	Tamworth Regional Council Satisfaction Scores	Benchmark Variances
Litter collection	4.00	0.51▲
Flood protection and preparedness	3.81	0.44▲
Youth services	3.60	0.38▲
Tourism/Visitors Information Centre	3.86	0.36▲
Parks and playgrounds	4.12	0.35▲
Art Gallery/cultural opportunities	4.08	0.35▲
Long term planning for region	3.42	0.32▲
Enhancing heritage buildings	3.80	0.29▲
Appearance of the city, towns and villages	3.70	0.27▲
Supporting local jobs and businesses	3.46	0.27▲
Community buildings/halls	3.91	0.25▲
Library services	4.34	0.20▲
Ovals and sportsgrounds	4.02	0.20▲
Revitalising Tamworth and the region	3.61	0.18▲
Support for volunteer programs	3.76	0.16▲
Road safety	3.60	0.15
Protecting native vegetation	3.59	0.15
Improving biodiversity	3.58	0.15
Traffic flow/congestion	3.21	0.14
Festival and events programs	3.88	0.13
Environmental education programs	3.49	0.13
Council provide inclusive opportunities for community to get actively-involved in decision making	3.14	0.13
Overall condition of local road network	2.98	0.09
Maintaining cycleways	3.30	0.07
Maintaining footpaths	3.11	0.03
Provision of Council information to the community	3.27	-0.08
Availability of car parking	2.97	-0.08
Maintaining local roads	2.79	-0.11
Recycling/waste minimisation	3.73	-0.16▼
Public transport across the region	3.13	-0.19▼
Animal controls	3.28	-0.20▼
Wastewater services	3.74	-0.23▼
Swimming pools	3.52	-0.25▼
Council is transparent and accountable	3.09	-0.26▼
Waste management solutions	3.65	-0.31▼
Water Management	3.35	-0.38▼

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

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant





Demographics

Demographics

D1. Please stop me when I read out your age group.

	%
18 – 34	26%
35 – 49	24%
50 – 64	26%
65 years and over	24%

Base: N=600

D2. Which country were you born in?

	%		%
Australia	94%	Italy	<1%
United Kingdom	1%	Malaysia	<1%
India	1%	Malta	<1%
Philippines	1%	Namibia	<1%
Netherlands	1%	New Zealand	<1%
Africa	<1%	Rhodesia	<1%
Austria	<1%	Singapore	<1%
Burma	<1%	South Africa	<1%
Dutch East Indies	<1%	Taiwan	<1%
Germany	<1%	United States of America	<1%
Ireland	<1%	Not specified	<1%

Base: N=600

D3. What is the employment status of the main income earner in your household?

	%
Work in the Tamworth LGA	60%
Retired	21%
Unemployed/pensioner	9%
Work outside the Tamworth LGA	6%
Home duties	3%
Student	1%

Base: N=600

D4. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	82%
I/We currently rent this property	18%

Base: N=600



Demographics

D5. Which of the following best describes your living status?

	%
Married/de facto with children	37%
Married/de facto with no children	31%
Single with no children	16%
Single parent with children	6%
Living at home with parents	5%
Extended family household (multiple generations)	4%
Group household	1%

Base: N=600

D6. How long have you lived in the Tamworth area?

	%
Less than 2 years	3%
2 – 5 years	6%
6 – 10 years	10%
11 – 20 years	18%
More than 20 years	63%

Base: N=600

D7. Gender:

	%
Male	48%
Female	52%

Base: N=600

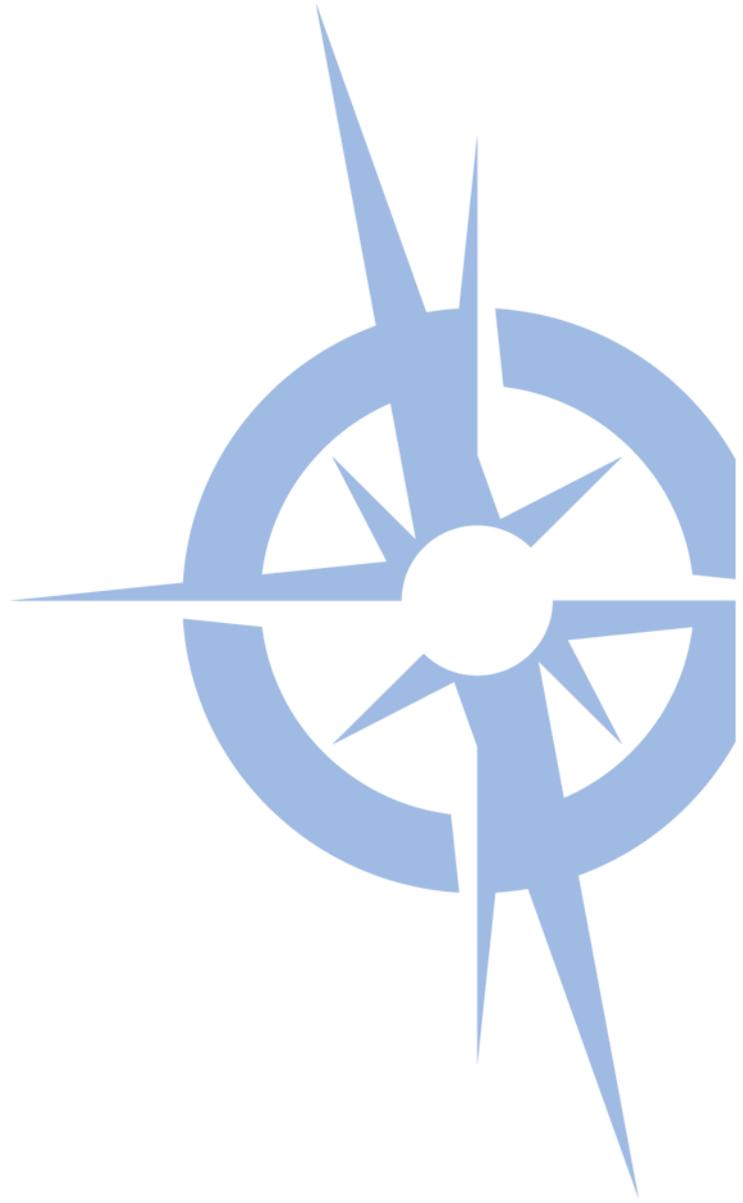
Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Tamworth Regional Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.





Appendix A

Nature of Enquiry

Q2b. Which of the following best describes the nature of your enquiry?

Other specified	Count
Animal registration	6
Hiring facilities/land	6
Water management/issues with water system	5
Complaints e.g. neighbour complaints, disability access to shopping centres	4
Cemetery information	2
Called Council security about break and enters in street	1
Contact details of Councillors/Councillor permission for photos	1
Country Music Festival	1
Dangerous tree	1
Electrician information	1
Issuing a permit	1
Parking metre	1
Road user queries	1
Water and planning development together	1
Not sure/can't remember	1

Improving Council Communication

Q3b. How do you think Council could improve its communication?

Very satisfied/satisfied – additional comments fewer than 1%	N=600
Better internal communication in Council	<1%
Better/more frequent communication with the community in general	<1%
Communication about community safety	<1%
Council presence/information at community events	<1%
Create community committees	<1%
Easier direct contact with Council staff/managers	<1%
Expand/increase functions on Council App	<1%
Following through with plans/promises	<1%
Greater focus on regional areas/focus on all areas equally	<1%
Hand out flyers	<1%
Improve communication in regards to water usage issues and rules	<1%
Increase number of Council staff	<1%
Information on financial management	<1%
Informing the community of all Council decisions/plans	<1%
More aged care information	<1%
More communication/consultation with businesses	<1%
More frequent/promoted community meetings	<1%
More information about events/activities	<1%
More information about how infrastructure is being addressed/improved	<1%
More information on development plans/applications	<1%
More knowledgeable staff	<1%
More sporting information	<1%
No automated answering services	<1%
Personalised/addressed mail	<1%
Promote Council's App	<1%
Public meetings that are more accessible, e.g. regional areas, elderly	<1%
Reduce size of Council	<1%
Simplify website design/navigation	<1%
Don't know/nothing	26%

Improving Council Communication

Q3b. How do you think Council could improve its communication?

Somewhat satisfied – additional comments fewer than 1%	N=600
Be more approachable/better customer service	<1%
Better internal communication in Council	<1%
Communication about community safety	<1%
Council presence/information at community events	<1%
Create community committees	<1%
Easier direct contact with council staff/managers	<1%
Expand/increase functions on Council App	<1%
Following through with plans/promises	<1%
Hand out flyers	<1%
Have communication via a variety of different channels/methods	<1%
I am happy with the current level of communication	<1%
Improve communication in regards to water usage issues and rules	<1%
Increase number of Council staff	<1%
Information on financial management	<1%
Information via the telephone	<1%
More aged care information	<1%
More communication/consultation with businesses	<1%
More frequent/promoted community meetings	<1%
More information about events/activities	<1%
More information about how infrastructure is being addressed/improved	<1%
More information on Council's website	<1%
More information on development plans/applications	<1%
More information/advertising in newspapers	<1%
More information/advertising on radio	<1%
More information/advertising on television	<1%
More knowledgeable staff	<1%
More sporting information	<1%
No automated answering services	<1%
Promote Council's App	<1%
Public meetings that are more accessible, e.g. regional areas, elderly	<1%
Reduce size of Council	<1%
Simplify website design/navigation	<1%
Don't know/nothing	7%

Improving Council Communication

Q3b. How do you think Council could improve its communication?

Not at all satisfied/not very satisfied – additional comments fewer than 1%	N=600
Better internal communication in Council	<1%
Communication about community safety	<1%
Council presence/information at community events	<1%
Create community committees	<1%
Expand/increase functions on Council App	<1%
Face to face/door knocking	<1%
Following through with plans/promises	<1%
Hand out flyers	<1%
I am happy with the current level of communication	<1%
Improve communication in regards to water usage issues and rules	<1%
Increase number of Council staff	<1%
Information on financial management	<1%
Information via the telephone	<1%
Informing the community of all Council decisions/plans	<1%
More aged care information	<1%
More communication/consultation with businesses	<1%
More information about events/activities	<1%
More information about how infrastructure is being addressed/improved	<1%
More information on Council's website	<1%
More information on development plans/applications	<1%
More information/advertising in newspapers	<1%
More information/advertising on radio	<1%
More information/advertising on television	<1%
More knowledgeable staff	<1%
More sporting information	<1%
More utilisation of/advertising in social media	<1%
No automated answering services	<1%
Promote Council's App	<1%
Public meetings that are more accessible, e.g. regional areas, elderly	<1%
Reduce size of Council	<1%
Send information via email	<1%
Simplify website design/navigation	<1%
Don't know/nothing	1%

Top Priority Areas for Council to Focus On

Q7. What do you believe is the biggest challenge that the region is facing in the next 10 years?

Challenge	N=600
Adequate supply/storage of water/drought	39%
Growing population	15%
Employment opportunities	10%
Infrastructure - maintenance	7%
Infrastructure - growth/development	9%
More/better access to services and facilities	5%
Environmental concerns/climate change	3%
Crime/drugs	2%
Housing affordability/living costs	2%
Aging population	1%
Communication from Council	1%
Effective Council/long term planning	1%
Financial management of Council	1%
Greater focus on regional areas	1%
Better quality services and facilities	<1%
Level of support by the Federal/State Government	<1%
Don't know/nothing	3%

Aquatic Centre

Q9b. How supportive are you of the provisos of a new Aquatic & Leisure facility?

Q9c. Why do you say that?

Supportive/Very supportive	N=599
As long as it's not too far away from town centre	1%
Do not want the current pools shut down	1%
Happy with what is proposed/believe Council will deliver what is promised	1%
Potential to boost economy/will eventually pay for itself	1%
As long as we have enough water to do that	<1%
Council should focus on basic needs before new developments	<1%
Good idea but we should keep one pool in town	<1%
I am supportive if they can sell the old pools in order to fund this	<1%
Keep one facility functioning while the new centre is under construction	<1%
Need to make swimming lessons cheaper	<1%
New facility would be able to cater to those with a disability	<1%
Public transport is needed to access the new facility	<1%
Supportive as long as rates aren't affected	<1%
Would be a great place to socialise	<1%
Don't know	1%

Aquatic Centre

Q9b. How supportive are you of the provision of a new Aquatic & Leisure facility?
 Q9c. Why do you say that?

Somewhat supportive	N=599
As long as there is public transport available to access the new facility	1%
Current facilities already meet the community needs	1%
Current pools don't seem to be used very much/won't be used over winter	1%
Does not impact me/will not use it	1%
Only closure of one pool should be required/difficult to transition from two pools to one	1%
Options to fix up/upgrade existing pools	1%
A new facility that relies heavily on water is not a good idea during drought	<1%
Aquatic centre will end up for swimming clubs	<1%
Concerned about how it will be funded	<1%
Cost to access pools will increase	<1%
Council can't cater to everybody	<1%
Don't have enough information about the development	<1%
Ensure the new facilities will be looked after/not turn into day care	<1%
Good to have a year-round facility that is close to town	<1%
Indoor pool is needed	<1%
Lack of events to fulfil the facility	<1%
New aquatic centre doesn't need to be too fancy	<1%
New location does not benefit our community	<1%
Not confident that Council will make the right decision regarding the facility	<1%
One of the pools does not have access to bathrooms/facilities for prams	<1%
Waste and water are dealt with appropriately	<1%
Won't be inclusive of the whole community e.g. older residents/low income families	<1%
Worry over impact on regional towns	<1%
Don't know	<1%
Not very/Not at all supportive	
Entry will be too expensive for a lot of the community	1%
Inadequate transport to get to facility	1%
Invest in current aquatic facilities instead	1%
Money could be better put to use e.g. maintenance and upgrades of current facilities	1%
No interest in an aquatic centre	1%
Public swimming pool not needed in the area	1%
Too much money for Council to spend	1%
Want current pools to remain open	1%
It's not the Council's jobs to put businesses out of business	<1%
Only for children, not the whole community	<1%
Too much in one place	<1%
Don't know	<1%

Aquatic Centre

Q9d. How supportive are you of Council selling these facilities?

Q9e. Why do you say that?

Supportive/Very supportive	N=597
Current pools not in suitable locations	1%
Kids/community need a better facility	1%
Lack of parking at current facilities	1%
Only sell one pool/keep one in the community	1%
As long as the new facility will be built prior to selling	<1%
Better to place the pool in one location	<1%
Cheaper to sell and build new rather than upgrade current pools	<1%
Could be a heritage issue	<1%
Council has a good record for selling facilities well	<1%
Creates jobs/services for the area	<1%
Ensure the money will only go towards the new aquatic centre	<1%
If it's fair an open sale/as long as it's sold in Australian community	<1%
Indoor facility is needed	<1%
Keep one functional while the new facility is being developed	<1%
New to the area and don't know where these pools are	<1%
No public transport to new facility/they need to provide easier transport	<1%
Not sure what is involved in that process	<1%
Only supportive if they actually make money	<1%
Pools are in an expensive real estate area and worth a lot	<1%
Don't know	2%

Aquatic Centre

Q9d. How supportive are you of Council selling these facilities?

Q9e. Why do you say that?

Somewhat supportive	N=597
Current facilities are still in use/both pools need to stay	1%
Doesn't affect me	1%
Don't sell but repurpose land	1%
It will be good for the area	1%
Need more information to make an informed decision	1%
Need to keep the pool for heritage/nostalgic reasons	1%
Needs to handle overcrowding/tourists and schools	1%
Nothing is wrong with the facilities we currently have	1%
Depends how much money the pools will sell for	<1%
Depends on how to they integrate the new facility	<1%
Ensure the money will only go towards the new aquatic centre	<1%
Focus on fixing/upgrading the pools we have	<1%
I won't use it/don't need a new aquatic centre	<1%
Lack of parking at current facilities	<1%
No public transport to new facility/they need to provide easier transport	<1%
Only if necessary	<1%
Poorer people will be disadvantaged	<1%
Rather see money spent on other projects	<1%
Would like to confirm new facility will be built prior to selling	<1%
Don't know	1%

Aquatic Centre

Q9d. How supportive are you of Council selling these facilities?

Q9e. Why do you say that?

Not very/Not at all supportive	N=597
Depends if it will sell or sell for a reasonable price	1%
Don't know what will be done with them once sold/depends on who it is sold to	1%
Don't sell but repurpose land	1%
No public transport to new facility	1%
Poorer people will be disadvantaged	1%
Rather see money spent on other projects	1%
Build new centre in the current location	<1%
Depends where the new pool is being located	<1%
Have not properly consulted the community on this issue	<1%
I won't use it/don't need a new aquatic centre	<1%
It will cost more for the new facility/don't want rates to be affected	<1%
Keep one functional while the new facility is being developed	<1%
Lack of assessment of the cost of the new facility	<1%
Needs to handle overcrowding/tourists and schools	<1%
Overkill planning	<1%
Should be able to afford new centre without selling current facilities	<1%
Upgrade to an indoor/outdoor facility	<1%
Would like to confirm new facility will be built prior to selling	<1%
Don't know	<1%

Performing Arts Centre

Q10a. How supportive are you of the provisions of a new Performing Arts Centre?

Q10b. Why do you say that?

Supportive/Very supportive	N=597
Current facility is not large enough	1%
Essential services need to be provided first	1%
Great learning development	1%
More details are needed/plans to be more public	1%
Only if it made accessible to all/inclusive of the community	1%
Provides more work opportunities	1%
As long as other facilities aren't ignored	<1%
Council needs to promote the facility more effectively	<1%
Current facility is good; however, it doesn't belong to Council	<1%
Ensure new centre is affordable to hire/access	<1%
Funding is a concern	<1%
Good for investment opportunities	<1%
Have faith that Council makes the right decisions	<1%
It will cost less	<1%
Keep heritage/shame to lose the old building	<1%
Needs to have parking	<1%
Supportive but not about the location	<1%
There are enough facilities that people aren't taking advantage of	<1%
Don't know	1%

Performing Arts Centre

Q10a. How supportive are you of the provisions of a new Performing Arts Centre?
 Q10b. Why do you say that?

Somewhat supportive	N=597
Concerned if we can afford a new centre	1%
Don't know enough about it	1%
It is needed/very important for the growing community	1%
Not enough information about this new centre/lack of costing details	1%
Suspicious/sceptical of Council	1%
Too far away/too many facilities are in the CBD	1%
Traffic congestion in this area/lack of parking as it is	1%
Bringing cultures together/more culture in the area	<1%
Can't appeal to everybody	<1%
Ensure the performing arts will survive	<1%
Kids running around town could ruin the new facility	<1%
Lack of supportive infrastructure/planning	<1%
Limited ability to cater for general public/minimal access	<1%
Not enough space	<1%
Provides good opportunities for work	<1%
There is no solution to how this will fix other problems on Peel St	<1%
They could direct in a better way	<1%
Will bring more people to the area/tourism	<1%
Don't know	1%
Not very/Not at all supportive	
Traffic congestion in this area/lack of parking as it is	1%
Council shouldn't pull down an existing building to develop the centre	<1%
Don't think there is enough space	<1%
Lack of supportive infrastructure	<1%
Not enough information about this new centre/lack of costing details	<1%
Performing arts companies should pay for it themselves	<1%
Would rather a new aquatic centre	<1%
Don't know	<1%

Events/Conferences in the Region

Q11a. Do you believe that there should be more events and conferences in general in the region?

Q11b. Why do you say that?

Yes	N=588
Better educational possibilities	1%
Brings in more cultural and diverse events to the community	1%
Helpful to residents	1%
Might help lower rates/more affordable events	1%
Saves residents from travelling far for events	1%
As long as it stays within the region	<1%
As long as other programs won't be ignored	<1%
Due to the town having the country town mixed with the city feel	<1%
Good for some, not good for other	<1%
If we can get them/might as well while we can	<1%
Only if it doesn't drain finances/increase rates	<1%
Tamworth Country Music Festival needs to be revitalised	<1%
Don't know	2%
No	
Waste of time/money	1%
Council have the money but won't spend it	<1%
Need for promotion of current events rather than introducing more	<1%
Need to focus on essential services first/higher priority issues	<1%
Not enough parking facilities to cater for these events	<1%
Not sure what types of conferences this will bring	<1%
Not unless it is needed	<1%
Region is already well promoted/a lot of people come here	<1%
Too much traffic congestion/Tamworth is already busy	<1%
Don't know	1%
Don't know	
Do not attend events and conferences	1%
Good for revenue/economy	1%
Not sure on the current level provided	1%
There is a lot already	1%
Depends on the event and conference	<1%
Don't believe it has anything to do with Council	<1%
Highlights Tamworth as a town	<1%
Inconvenience but it is good for the town	<1%
More people to the area	<1%
More wouldn't hurt	<1%
Yes, to events but not so much to conferences	<1%
Don't know	2%



Appendix B – Questionnaire

**Tamworth Regional Council
Community survey
October 2018**

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of Tamworth Regional Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start I would like to check whether you or an immediate family member work for Tamworth Regional Council?

- Yes **(If yes, terminate survey)**
 No

QA2. Where do you live?

- Tamworth
 Kootingal/Moonbi
 Barraba
 Manilla
 Nundle
 Other village
 Rural area

Section A – Contact with Council

I'd like you now to please think about your experiences with Tamworth Regional Council.

Q1a. Have you contacted Council in the last 12 months?

- Yes **(If yes, go to Q2a)**
 No

Q1b. If required, how would you most likely contact Council in the future? *Prompt*

- In person
 Telephone
 Mail
 Email
 Website
 Councillor
 Social Media
 My TRC app

Now go to Q3a

Q2a. When you last made contact with Council staff was it by:

- In person
 Telephone
 Mail
 Email
 Website
 Councillor
 Social Media
 My TRC app

Q2b. Which of the following best describes the nature of your enquiry? Prompt

- City appearance (e.g. litter/graffiti/vandalism)
- Community services environmental issue (e.g. noise/pollution/weeds)
- Health and safety (e.g. food premises/animal control)
- Libraries/art Gallery/Museum
- Planning and development
- Rates/fees and charges
- Recreation and leisure (e.g. pools, parks, sportsgrounds)
- Roads/footpaths/drains
- Waste management and recycling Water supply /waste water service
- Other (please specify)

Q2c. Overall, how satisfied were you with the way your contact was handled? Prompt

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

Q3a. How satisfied are you with the level of communication Council currently has with the community? Prompt

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

Q3b. How do you think Council could improve its communication?

.....

Q4. Through which of the following means do you receive information about Council? Prompt

- Newspaper
- Radio
- Direct email
- Council newsletter/mail drop
- Rates notice
- Website/internet
- Social media
- Word-of-mouth
- Other (please specify).....



Section B – Importance of and satisfaction with Council services

Still thinking specifically about Tamworth Regional Council.

Q5. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

A spirit of community

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Promoting pride in the community	<input type="radio"/>									
Appearance of the city, towns and villages	<input type="radio"/>									
Litter collection	<input type="radio"/>									
Graffiti removal	<input type="radio"/>									
Parks and playgrounds	<input type="radio"/>									
Ovals and sportsgrounds	<input type="radio"/>									
Community buildings/halls	<input type="radio"/>									
Swimming pools	<input type="radio"/>									
Art Gallery/cultural opportunities	<input type="radio"/>									
Library services	<input type="radio"/>									
Enhancing heritage buildings	<input type="radio"/>									
Youth services	<input type="radio"/>									
Engaging young people in planning	<input type="radio"/>									
Support for volunteer programs	<input type="radio"/>									

A prosperous region

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Revitalising Tamworth and the region	<input type="radio"/>									
Tourism/Visitors Information Centre	<input type="radio"/>									
Infrastructure for growth	<input type="radio"/>									
Supporting local jobs and businesses	<input type="radio"/>									
Festival and events programs	<input type="radio"/>									

An accessible region

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Maintaining local roads	<input type="radio"/>									
Maintaining footpaths	<input type="radio"/>									
Maintaining cycleways	<input type="radio"/>									
Traffic flow/congestion	<input type="radio"/>									
Road safety	<input type="radio"/>									
Availability of car parking	<input type="radio"/>									
Overall condition of local road network	<input type="radio"/>									
Public transport across the region	<input type="radio"/>									
Growing airport capacity	<input type="radio"/>									

A region for the future

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Protecting native vegetation	<input type="radio"/>									
Improving biodiversity	<input type="radio"/>									
Animal controls	<input type="radio"/>									
Recycling/waste minimisation	<input type="radio"/>									
Environmental education programs	<input type="radio"/>									
Flood protection and preparedness	<input type="radio"/>									

Sustainability

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Water Management	<input type="radio"/>									
Exploration of energy efficiencies	<input type="radio"/>									
Waste management solutions	<input type="radio"/>									
Wastewater services	<input type="radio"/>									

A Region of Progressive Leadership

	Importance					Satisfaction				
	Low 1	2	3	4	High 5	Low 1	2	3	4	High 5
Council customer service	<input type="radio"/>									
Council represents and advocates on behalf of the community	<input type="radio"/>									
Council is transparent and accountable	<input type="radio"/>									
Council provide inclusive opportunities for community to get actively-involved in decision making	<input type="radio"/>									
Provision of Council information to the community	<input type="radio"/>									
Long term planning for region	<input type="radio"/>									
Financial management	<input type="radio"/>									

Section C – Priority Issues

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

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

Q7. What do you believe is the biggest challenge that the region is facing in the next 10 years?

.....

Section D – Future Needs Development

Q8. How supportive are you of Council looking to provide the community with better quality services and facilities? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

The Tamworth Region is experiencing an exciting period of growth and investment. Council is looking to balance increasing community expectations with future financial sustainability.

A growing region such as ours requires additional investment into new and improved infrastructure and facilities such as:

- **Aquatic and performing arts facilities that improve the liveability of the region, catering for the broad and increasing population**
- **Improve functionality of council facilities and ensure best use of rate payer’s money**

Council is looking for your help in examining the following options. [Rotate Concepts]

Aquatic Centre

Currently Tamworth has two outdoor seasonal pools that are at the end of their operational life with rising maintenance costs and limited functionality. The aquatic and recreational needs of the community have changed over the last 50 years. On this basis Council is considering a new indoor/outdoor year round facility that is more than a pool.

It will be a facility that provides a social hub for activity, fun, health & wellbeing for the whole community and includes indoor and/or outdoor pools pool/s, gymnasium, kids water park area, cafeteria and a health hub.

Q9a. Prior to this call were you aware that Council considering developing a new aquatic centre?

- Yes
- No

Q9b. How supportive are you of the provision of a new Aquatic & Leisure facility? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q9c. Why do you say that?

.....

In order to access the funding required to deliver a new Aquatic & Leisure facility, Council will need to sell its two current pool facilities.

Q9d. How supportive are you of Council selling these facilities? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q9e. Why do you say that?

.....

If it were to proceed, the location currently preferred for the new facility is the Northern Inland Centre of Sporting Excellence Precinct, however Council is aware that some sections of the community want the facility to be located closer to the town centre. Council would like to understand your preference.

Q9f. Would you prefer the facility to be located in the Sporting Excellence Precinct or somewhere else in the region?

- Northern Inland Centre of Sporting Excellence Precinct
- Somewhere else (Please specify.....)
- Don't know/ No preference

Performing Arts

Based on community feedback, Council has committed to the exploration of a new Performing Arts Centre that will address our current and future arts and cultural needs.

Work will shortly commence on the business case, design and costings based on locating the new facilities next to the current Library and Gallery building, creating a precinct that will activate Peel Street day and night.

The current vision is to create a facility that has a robust business model with a commercial mix that will have greater capacity to deliver outcomes for community user groups and attract more variety of performances and cultural events while minimising the net cost to Council for providing this community and cultural service.

Q10a. How supportive are you of the provision of a new Performing Arts Centre? Prompt

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive

Q10b. Why do you say that?

.....

Q11a. Do you believe that there should be more events and conferences in general in the region?

- Yes
- No
- Don't know

Q11b. Why do you say that?

.....

Section E – Demographic & Profiling questions

D1. Please stop me when I read out your age group.

- 18 – 34
- 35 – 49
- 50-64
- 65 years and over

D2. Which country were you born in?

- Australia
- Other (please specify)

D3. What is the employment status of the main income earner in your household? *Prompt*

- Work in the Tamworth LGA
- Work outside the Tamworth LGA
- Home duties
- Student
- Retired
- Unemployed/pensioner
- Not applicable

D4. Which of the following best describes the house where you are currently living?

- I/We own/are currently buying this property
- I/We currently rent this property



D5. Which of the following best describes your living status? Prompt

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

D6. How long have you lived in the Tamworth area? Prompt

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

D7. Gender (determine by voice):

- Female
- Male

Council is working to deliver an online engagement platform where you can participate in future planning and development of the region.

R1. Would you be interested in participating in a dedicated Council online engagement platform?

- Yes
- No **(If no, go to end)**

R2. (If yes), what are your contact details?

Name

Telephone

Email

We will be randomly selecting participants to ensure a good cross-section of the community and will be in touch with you if we do conduct the next stage of research.

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