IRIS RESEARCH

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GREATER HUME SHIRE COUNCIL COMMUNITY SURVEY 2016

Management Report

Prepared for

Greater Hume Shire
simply greater

Prepared by
IRIS Research

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EXECUTIVE SUMMARY

This report presents the results of the Greater Hume Shire Council Community Survey. IRIS Research was commissioned by Greater Hume Shire Council to conduct a comprehensive telephone based survey among the area's residents. The broad aim of the study was to provide Council with an understanding of the perceptions and needs of the local community with respect to both Council's services and facilities and to customer service.

The survey fieldwork was carried out on the IRIS Computer Aided Telephone Interviewing (CATI) system from 18th May – 23rd May. To qualify for an interview, respondents had to have lived in the Greater Hume Shire for longer than 6 months and be aged 18 years or older. A total of 405 competed interviews were conducted, with a representative distribution across age, gender and wards.

The main findings of the survey are summarised below:

OVERALL PERFORMANCE [PGS. 16-19]

More than six in ten Greater Hume Shire Council residents (62.1%) indicated that they were either satisfied (49.7%) or very satisfied (12.4%) with Council's overall performance. This resulted in an overall mean satisfaction score of 3.68 out of 5, which is a medium level satisfaction score.

Greater Hume Shire Council is performing on par with comparable councils, as seen in Figure E-1 below.

Figure E-1   Benchmark Comparisons for Overall Satisfaction
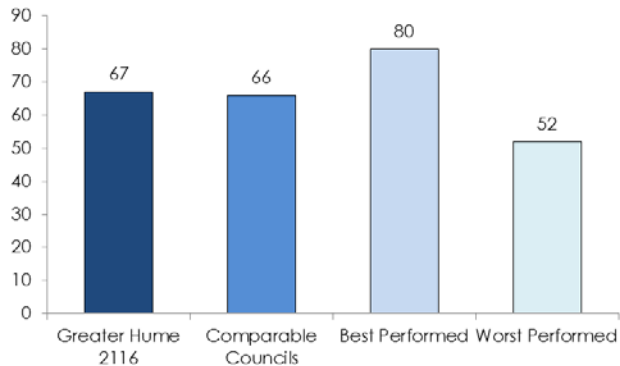
KEY SERVICE AREAS [PGS. 20-30]

Throughout this section of the survey, residents were asked to rate the importance of particular Council services, facilities and activities, as well as their satisfaction with these services, facilities and activities (26 services).

All of these services, facilities and activities achieved high range mean importance scores of 4.00 and above and these ranged from a high of 4.62 for 'Consulting with the community' to a low of 4.01 for the 'Provision of library services'.

Mean satisfaction scores ranged from 2.74 out of 5.0 for 'Maintaining unsealed rural roads' up to 4.02 out of 5.0 in the highest tier for 'Provision of library services'. 8 of these services raked in the 'High' satisfaction tier with mean scores above 3.75 out of 5 or above. 1 service, 'Maintaining unsealed rural roads' ranked in the lowest satisfaction tier with a mean score below 3.00, while the remaining 17 services ranked in the medium satisfaction tier.

PRIORITISING SERVICES AND FACILITIES [PGS. 32-39]

Initially there were 26 services and facilities measured in this survey, however after applying quadrant analysis and gap analysis, the results highlighted 10 areas where Council is not meeting resident expectations. These 10 areas can then be filtered down

to 6 priorities for Council to focus on first. Table E-1 outlines the services and facilities that were identified as not meeting resident expectations across the entire LGA in either quadrant or gap analysis.

Table E-1   Top Priorities for Improvement

	Identified as areas where Council is not meeting resident expectations in …	
	Quadrant Analysis (Higher importance / lower satisfaction)	**Gap Analysis** (Higher than average gap between importance and satisfaction)
Maintaining sealed rural roads	☑	☑
Provision of services and facilities for youth	☑	☑
Council responsiveness to Community needs	☑	☑
Consulting with the Community	☑	☑
Maintaining town roads	☑	☑
Council Leadership and Advocacy	☑	☑
Maintaining unsealed rural roads		☑
Noxious weeds management and control		☑
Informing the Community of Council decisions		☑
Promoting economic development		☑

IMPORTANT ISSUES [PGS. 40-41]

Residents were asked to identify the key issues that they feel are the most important facing the Greater Hume Shire Council in the next 5 to 10 years. 'Roads / Transport / Parking' emerged as the key issue, mentioned by 21.5% of residents followed by 'Business growth/Economic stability' at 11.7%.

VALUE FOR MONEY [PGS. 42-43]

When asked if they thought that the services and facilities provided by Greater Hume Shire Council were value for money in terms of what their household pays in rates, two in five residents (40.7%) believe that they receive good value (4 or 5). At the other end of the scale, one in four (25.3%) Greater Hume residents provided a score of 1 or 2, suggesting that felt they receive poor value for money. This resulted in a 'Medium' level mean score of 3.17 out of 5, a result on par with 2012.

STAFF AND COUNCILLOR PERFORMANCE [PGS. 44-52]

Three in five residents (61.0%) indicated that they had made contact with Council staff in the last six months. The most common method of contact (44.7%) was by telephone. Seven out of ten residents indicated that they were satisfied with the overall performance of staff for a 'High' level mean satisfaction score of 4.09 out of 5.

More than four in ten residents (43.8%) indicated that they were satisfied with overall Councillor performance for a 'Medium' level satisfaction score of 3.51. 56.8% of residents stated that they know who their local Councillors are. Just over four in ten residents (43.2%) agreed that that 'Local Greater Hume Shire Councillors represent a broad range of community views fairly'.

IMAGE PERCEPTIONS OF GREATER HUME SHIRE [PGS. 53-63]

The large majority of residents (82.6%) agreed that people in the Greater Hume Shire are generally proud of their area, resulting in a high level mean agreement score of 4.19. Residents were less likely to agree that the Shire is well thought of by outsiders as a place to live, work and visit, which achieved a medium level mean agreement score of 3.78.

Four in five residents (80.1%) believe that the Greater Hume Shire is a better place to live compared to other areas, however slightly less than half of residents (47.5%) feel that the area is a better place to work and do business compared to other areas.

32.4% of residents have lived in the Shire all their lives, while Albury is the most common source of new residents, with 22.2% of residents moving from this location. Of the residents

who had relocated, 29.2% said that they moved because they have family here. The main thing that residents like about the Greater Hume Shire is the location (21.6%). When asked what economic development meant to them, 13.2% indicated 'More jobs' while 11.1% indicated "Population growth'.

COUNCIL COMMUNICATION [PGS. 64-73]

The majority of residents (55.7%) receive their information about Council services, facilities and events through Community newsletters. This is also the most commonly preferred source of information (50.1%). Three in five residents (60.7%) were satisfied with the information they receive from Council about services and facilities, with 9.9% expressing dissatisfaction.

When asked to provide suggestions to improve communication, two in three residents (64.9%) could not provide any suggestions. The most common suggestion was a newsletter/flyer or email.

Two in five residents indicated that they had used the website. The majority who had used it (87.0%) found it easy to use with 85.9% indicating that they found the information they were seeking. When asked for suggestions on how to improve the website, 34.2% mentioned 'Simplify' and 23.7% 'More content'.

INTRODUCTION

1.1 BACKGROUND

This study was conducted by Greater Hume Shire Council to provide a community assessment of Council's performance in the delivery of key services and facilities, to 'keep its finger on the pulse' of community needs. This report presents the results of this survey.

Overall the survey aims to provide Greater Hume Shire Council with an understanding of the perceptions and needs of the local community with respect to both Council's services and facilities and to customer service.

1.2 STUDY OBJECTIVES

The specific objectives for the Community Survey were to:

➢ Measure the importance of and satisfaction with services and facilities provided by Council;

➢ Compare levels of satisfaction for Council's services, facilities and customer service with similar Councils;

➢ Assist Council in identifying service use priorities for the community;

➢ To assist Council in understanding residents perceptions of the Greater Hume Shire as a place to live and work.

1.3 ATTITUDE MEASUREMENT

In the first section of the survey, a series of 26 Council services and facilities were read out to respondents. For each of the 26 attributes, respondents were asked to give both an importance and satisfaction rating. Results from these ratings form the basis of much of the analysis in this report.

Importance and satisfaction are measured using a 5-point scale. The rating scales used in this survey are exhibited below:

Importance scale	Satisfaction scale	Agreement Scale
1 = Not at all important	1 = Not at all satisfied	1 = Strongly disagree
2 …	2 …	2…
3 …	3 …	3…
4 …	4 …	4…
5 = Very important	5 = Very satisfied	5 = Strongly agree

For all rating scales, those respondents who could not provide a rating, either because the question did not apply to them or they had no opinion, were coded as a non-response (i.e. 6 = Can't say).

1.4 DATA ANALYSIS

Results have been presented in a standardised way in this report. Rating scale results have generally been presented in two basic forms. Firstly, the numeric values recorded for each attribute have been converted into an overall mean score out of five. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. The mean score makes data interpretation considerably easier when comparing multiple services and facilities.

On the whole, a mean score is a good measure of the overall agreement, importance or satisfaction measured in the sample group. However, two services with the same mean score could have vastly different dispersions of opinion, leading to a gap in any interpretation of results. This potential problem can be avoided by considering the collapsed frequency distribution tables presented in this report, which serve to highlight

possible differences between seemingly similar mean scores. Hence, in this report the results have also been summarised into collapsed frequency distributions as shown in the table below.

Table 1-4-1   Reporting collapsed frequency distributions

Scale Type	Scale Values		
	1-2	3	4-5
Importance	Low	Medium	High
Satisfaction	Low	Medium	High
Agreement	Disagree	Neutral	Agree

Analysis of the survey results was carried out by IRIS using SPSS statistical analysis software. Frequency counts, cross tabulations and charts have been used to present basic descriptive results in most sections of the report. Other statistical procedures were used to conduct significance tests. Where proportions have been reported for groups of respondents (e.g. males 65% vs. females 75%) Pearson's Chi-Square was the test statistic used to determine whether group results were indeed significantly different. When comparing mean scores for interval data (e.g. Rural vs Town) analysis of variance (ANOVA) was the primary statistical test used to investigate whether results were significantly different. Where more than two groups were being compared, post-hoc tests were applied: Bonferroni (equal variance assumed) and Games-Howel (equal variance not assumed). Post-hoc tests highlight exactly which groups have differing results where more than two groups are being compared.

1.5 MEASURING PERCEPTIONS OF PERFORMANCE

To gain true insight into how Council is performing relative to resident expectations, the best approach is to use a 'top down' analytical approach. As Figure 1-5-1 illustrates, the IRIS analytical framework is logical and sequential: first overall performance metrics (big picture); then specific aspects of Council performance in delivering key services (operational); and finally, advanced analytical techniques to uncover key drivers (diagnostic).

Figure 1-5-1   Performance Measurement – the IRIS Analytical Framework

1. Overall Performance
Overall Satisfaction with Council

Level 1:
The customer service metric that matters most!

2. Performance in Key Service Areas

Level 2:
Drilling down to individual facility & service ratings

Satisfaction Ratings for 25 Key Services & Facilities

Satisfaction Ratings for Council Staff & Administrator

3. Key Driver Analysis
- *Identifying opportunities to improve specific services*
- *Modelling to predict service areas that have greatest impact on overall satisfaction.*
- *Qualitative analysis to understand reasons for dissatisfaction with Council.*

Level 3:
Advanced analysis to uncover underlying drivers of resident satisfaction

1.6 SURVEY RESPONSE

A total of 405 completed surveys were collected from a random sample of residents throughout the Greater Hume Shire area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1-6.1 provides an overview of the distribution of key respondent characteristics.

Table 1.6.1   Sample Respondent Characteristics

Characteristic	Proportion (%)
Gender	
Male	50.0%
Female	50.0%
Age Group	
18-24yrs	13.4%
25-39yrs	36.1%
40-54yrs	29.2%
55yrs+	21.3%
Pay Rates	
Pay Council rates ourselves	95.4%
Landlord pays Council rates	4.6%
Type of Property	
Town or village	56.9%
Rural farm or property	42.2%
Not stated	0.9%

Please refer to Appendix 1 for a detailed description of the survey methodology.

Survey Results

2 OVERALL PERFORMANCE

2.1 OVERALL SATISFACTION

To gauge the overall performance of Council in providing services to residents, survey respondents were asked to rate their overall satisfaction with Greater Hume Shire Council as an organisation.

The results for this question are displayed in Figures 2-1-1 and 2-1-2. Figure 2-2-1 shows the distribution of responses on the 5-point scale, where 1 = very dissatisfied and 5 = very satisfied.

Figure 2-1-1   Overall Satisfaction with Council Services and Facilities (n = 405)

Mean Score 2012 = 3.59

Mean Score 2016 = 3.68
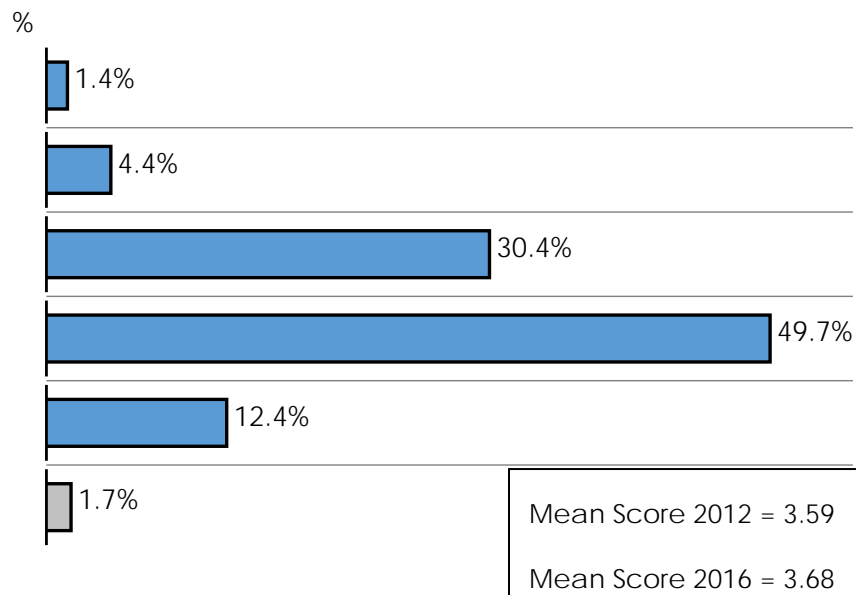
Key Results:

- More than six in ten Greater Hume Shire Council residents (62.1%) indicated that they were either satisfied (49.7%) or very satisfied (12.4%) with Council's overall performance.

- Meanwhile, 5.8% of residents stated that they were dissatisfied.

- The result is statistically on par with the 2012 result.

Figure 2.1.2   Overall Satisfaction Mean Score Comparison
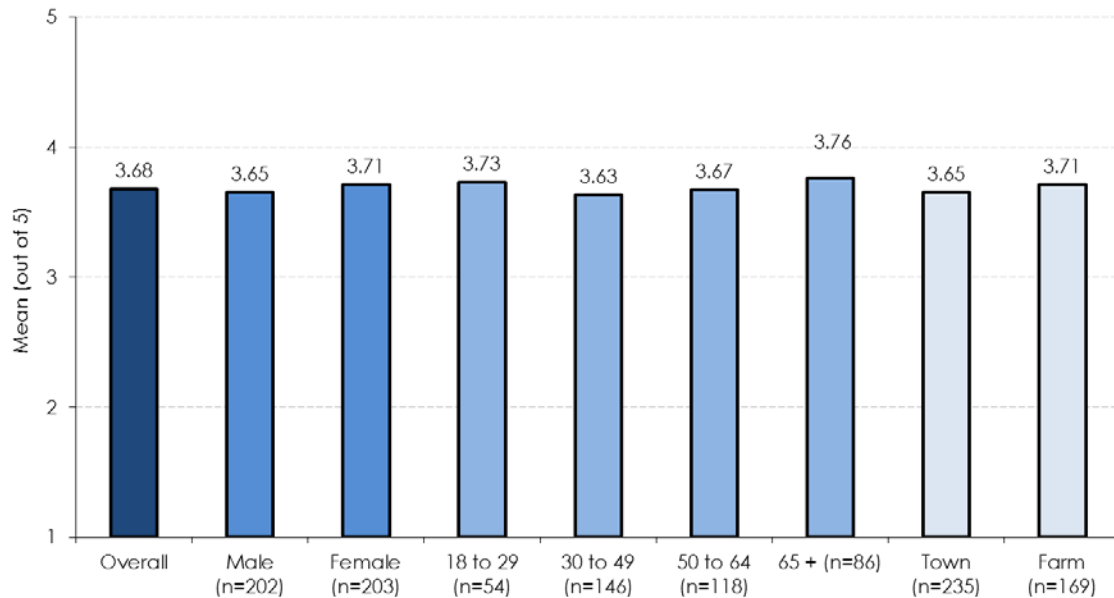
Key Results:

- Overall, the mean satisfaction score was 3.68 out of 5. This is a medium level satisfaction rating but approaching the high level satisfaction threshold of 3.75.

- Further statistical testing revealed:

  - Mean satisfaction was even among males (3.65) and females (3.71).

  - There is no statistically significant difference in satisfaction across age groups.

  - There is no statistically significant difference in satisfaction between those who live in a town or village and those who live on a rural farm or property.

2.2 BENCHMARK COMPARISONS

IRIS Research has data from community surveys for approximately 50 different Councils across NSW (and a half dozen or so in Queensland). The overall satisfaction with Council question was asked in each of them. Unfortunately some of the Councils use a 0 to 10 scale and a few of them a 1 to 7 scale. In order for IRIS to be able to compare Councils, all the scores are converted to an index score from 0 to 100. Greater Hume Shire's mean overall score of 3.68 out of 5 equates to an index score of 67 out of 100.

Figure 2-2-1 shows the Greater Hume Shire's index score compared against the best performing, the worst performing and the comparable Councils in the IRIS database.

Figure 2-2-1   Overall Satisfaction – External Benchmark Index Comparison
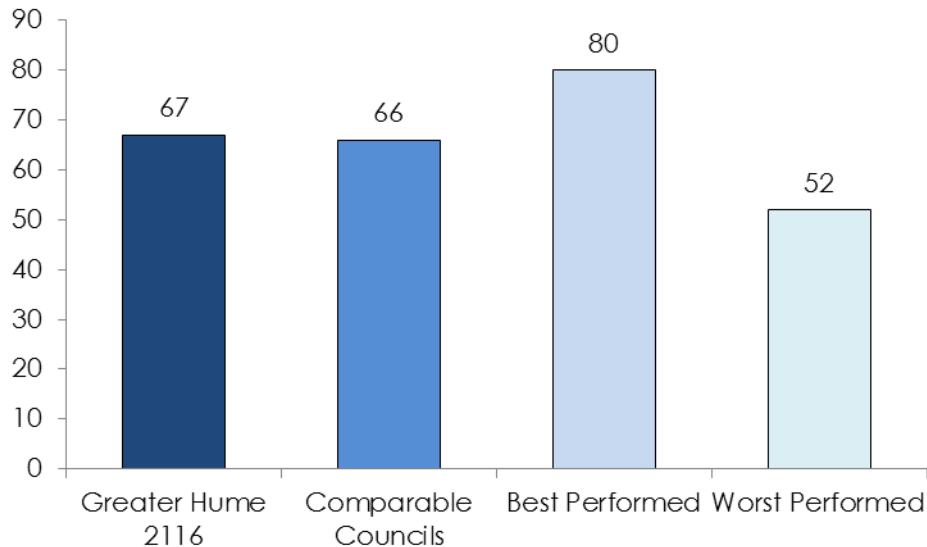
Key Results:

- Greater Hume Shire Council is performing on par with comparable councils.

2.3 REASONS FOR DISSATISFACTION

Respondents were then asked to provide an explanation as to why they rated their level of dissatisfaction with Council's overall performance the way they did. A breakdown of those responses is provided below.

Figure 2-3-1 Reasons for Dissatisfaction with Council's Overall Performance (n = 24)
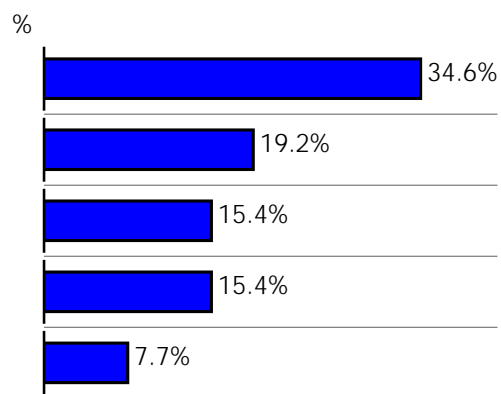
3 KEY SERVICE AREAS

Section 3 of this report presents both the importance and satisfaction levels amongst residents towards 26 key services and facilities provided by Greater Hume Shire Council. The services and facilities are divided into three categories; 'Infrastructure and Basic Services', 'Community and Lifestyle Services' and 'Customer Service and Communication'.

3.1 IMPORTANCE RATINGS

Respondents were asked to rate the importance of each of the services and facilities provided by Council, on a scale of 1 to 5, where 1 = 'Not at all important' and 5 = 'Very Important'.

3.1.1 Infrastructure and Basic Services

Table 3-1-1-1 Importance of Infrastructure and Basic Services

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	1.3%	12.1%	86.0%	.6%
	2.7%	11.1%	85.2%	1.0%
	3.6%	14.2%	81.1%	1.1%
	6.0%	14.9%	76.8%	2.3%
	11.4%	3.6%	70.5%	14.6%
	8.8%	15.3%	73.4%	2.6%
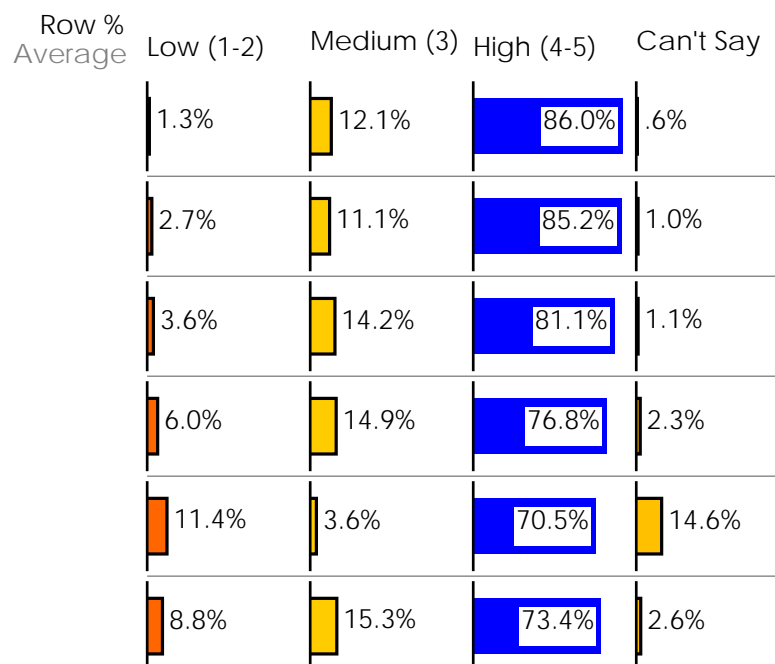
Key Results:

- The mean importance scores ranged from 4.43 out of 5.0 for 'Appearance of towns and villages' to 4.18 for 'Maintaining unsealed rural roads' for the 6 'Infrastructure and Basic Services'. These were all 'High' level mean importance scores, suggesting that these services are of high importance to residents.

- More than four in five residents provided a high importance rating (4 or 5) for 'Maintaining sealed rural roads' (85.20%), 'Appearance of towns and villages' (86.0%), and 'Maintaining town roads' (81.1%).

- Testing by key respondent characteristics uncovered the following significant group differences:

  - Females indicated higher levels of satisfaction than males for 'Appearance of towns and villages', 'Waste collection' and 'Maintaining town roads'.

  - Residents who have a farm or rural property placed higher importance on the maintenance of 'Sealed rural roads', 'Unsealed rural roads' and 'Noxious weed management', compared to those who live in a township or village.

  - Residents who have a farm or rural property placed lower importance on the maintenance of 'Waste management' and 'Appearance of towns and villages', compared to those who live in a township or village.

  - Greater Hume residents aged 65 years or older had a tendency to place less importance on the 'Maintaining unsealed rural roads' compared to other residents.

3.1.2 Community and Lifestyle Services

Table 3-1-2-1 **Importance of Community and Lifestyle Services**

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	3.4%	11.0%	78.5%	7.0%
	4.1%	9.8%	82.6%	3.5%
	5.5%	10.9%	78.1%	5.5%
	2.4%	12.9%	83.8%	.9%
	5.6%	12.8%	77.5%	4.1%
	6.5%	8.8%	83.3%	1.4%
	3.0%	16.7%	78.2%	2.1%
	4.7%	10.9%	79.7%	4.7%

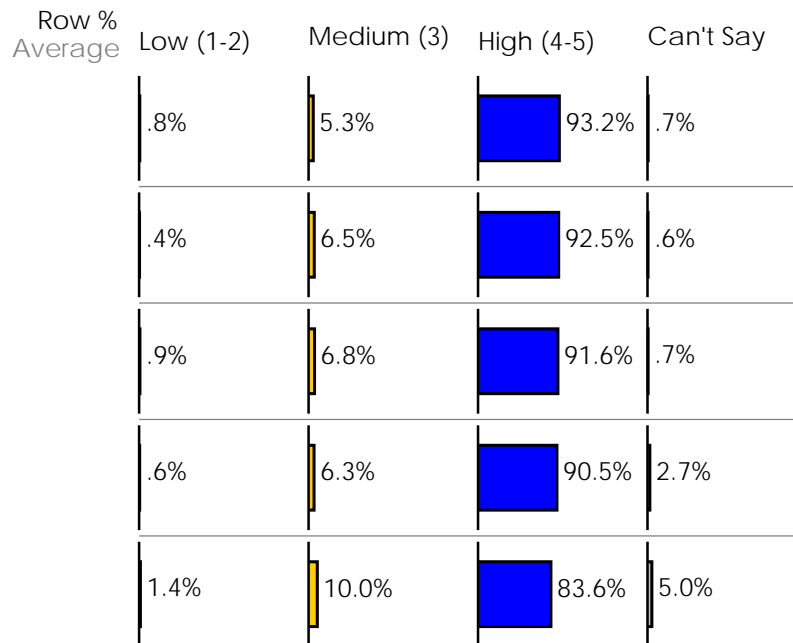| Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	6.9%	11.0%	79.1%	3.0%
	6.2%	12.5%	79.7%	1.6%
	5.9%	15.9%	76.8%	1.3%
	6.3%	18.5%	73.8%	1.5%
	7.6%	13.4%	67.1%	12.0%
	11.0%	14.8%	68.7%	5.5%
	13.3%	12.2%	67.7%	6.7%
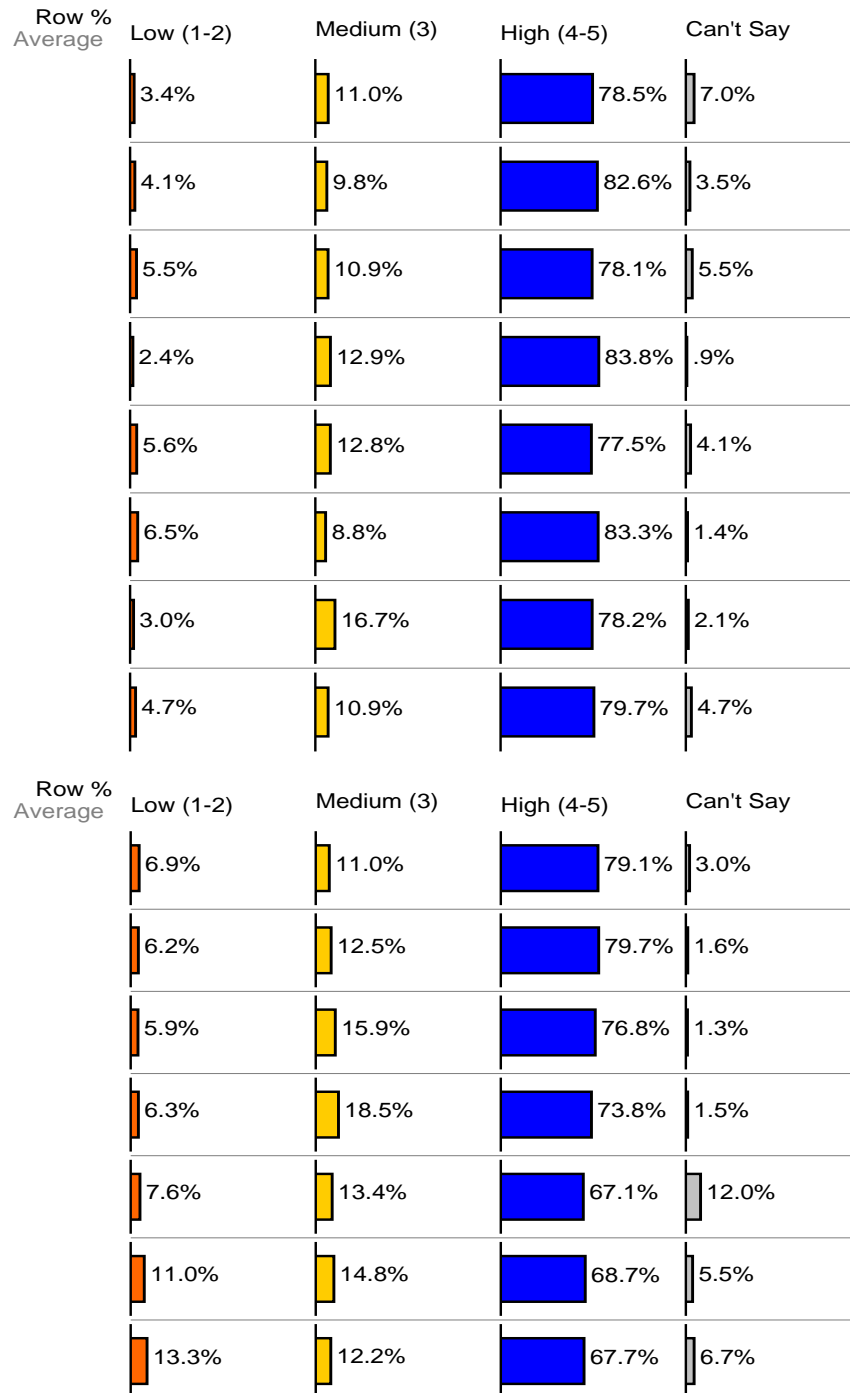
Key Results:

- 'Provision of services and facilities for older people' attained the highest mean importance score of all 'Community and Lifestyle Services', 4.41 out of 5.0.

- Again, all mean importance scores were in the high tier with mean scores out of 5 above 4.00.

- 'Provision of library services' received the lowest mean importance score of any in the survey.

- Further statistical testing revealed the following significant differences across resident demographics:

  - Females had a tendency to place greater importance on Council services and facilities compared to males, with only 'Provision and maintenance of sporting fields' and 'Provision of services and facilities for older people' showing no statistically significant difference.

  - Residents who live in a township or village were significantly more likely to believe that some Council services and facilities were important compared to those who live on a farm or rural property. These included: 'Provision and maintenance of parks, playgrounds and reserves', 'Provision and maintenance of sporting fields' 'Provision of library services', 'Maintenance of public toilets', 'Provision of footpaths and walking paths', 'Food safety in local eateries and restaurants', 'Town planning and timely processing of building applications' and 'Protection of wetlands, natural environment and wildlife'.

3.1.3 Customer Service and Communication

Table 3-1-3-1   **Importance of Customer Service and Communication**

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	.8%	5.3%	93.2%	.7%
	.4%	6.5%	92.5%	.6%
	.9%	6.8%	91.6%	.7%
	.6%	6.3%	90.5%	2.7%
	1.4%	10.0%	83.6%	5.0%

Key Results:

- The mean importance ratings of the 5 'Customer Service and Communication' activities presented in this survey ranged from 4.62 (for 'Consulting with the community') to 4.36 (for 'Council leadership and advocacy').

- All 5 services rank in the 'High' importance category with scores above 4.00.

- At least nine in ten Greater Hume Shire residents indicated high importance for 'Council responsiveness to Community needs' (92.5%), 'Consulting with the Community' (93.2%), 'Informing the Community of Council decision' (91.6%) and 'Customer service provided to residents by staff.

- Testing by key respondent characteristics revealed the following statistically significant differences:

- Residents aged 18 to 29 years indicated higher importance compared to those aged 30 to 49 years regarding 'Informing the Community of Council decisions', 'Consulting with the Community', and 'Council responsiveness to community needs'.

- Greater Hume Shire residents who live in a township or village believed that 'Consulting with the Community', 'Council responsiveness to Community needs', and 'Council leadership and advocacy' were more important than those who live on a farm or rural property.

- Females rated the importance of all 5 services higher than males.

3.2 SATISFACTION RATINGS

Respondents were asked to rate their satisfaction with each of the 26 Council services and facilities on a scale of 1 to 5, where 1 = 'Not at all satisfied' and 5 = 'Very satisfied'.

3.2.1 Infrastructure and Basic Services

Table 3-2-1-1 Satisfaction with Infrastructure and Basic Services

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	12.0%	8.2%	56.8%	22.9%
	6.6%	31.9%	59.8%	1.7%
	19.7%	43.3%	35.3%	1.7%
	20.4%	40.7%	26.6%	12.3%
	27.9%	38.8%	30.4%	2.9%
	33.6%	36.7%	20.9%	8.8%
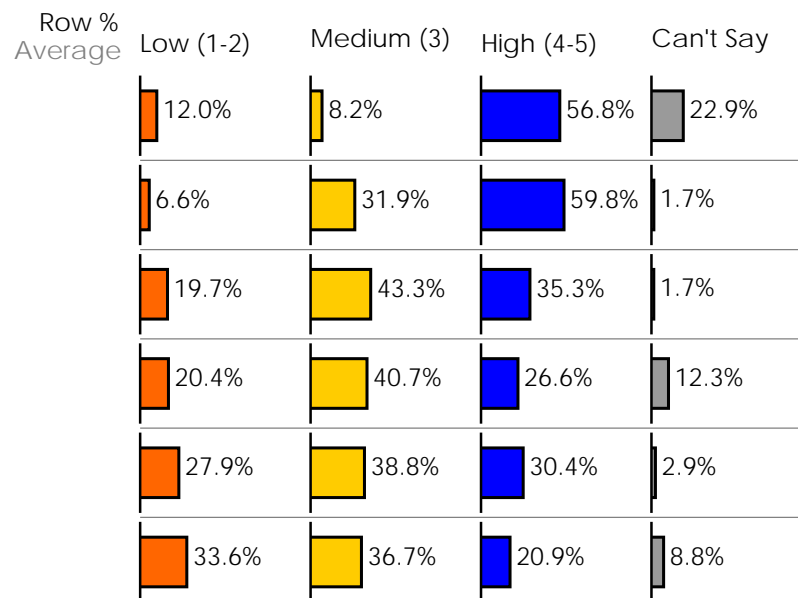
Key Results:

- 'Waste collection' with a mean score 4.01 was the highest ranked service in this category and is the only service to achieve a 'High' satisfaction rating (mean score above 3.75)

- All other services in this category achieved 'Medium' level satisfaction ratings (mean scores between 3.00 and 3.74) with the exception of 'Maintaining unsealed rural roads' which fell into the 'Low' satisfaction bracket with a mean score of 2.74.

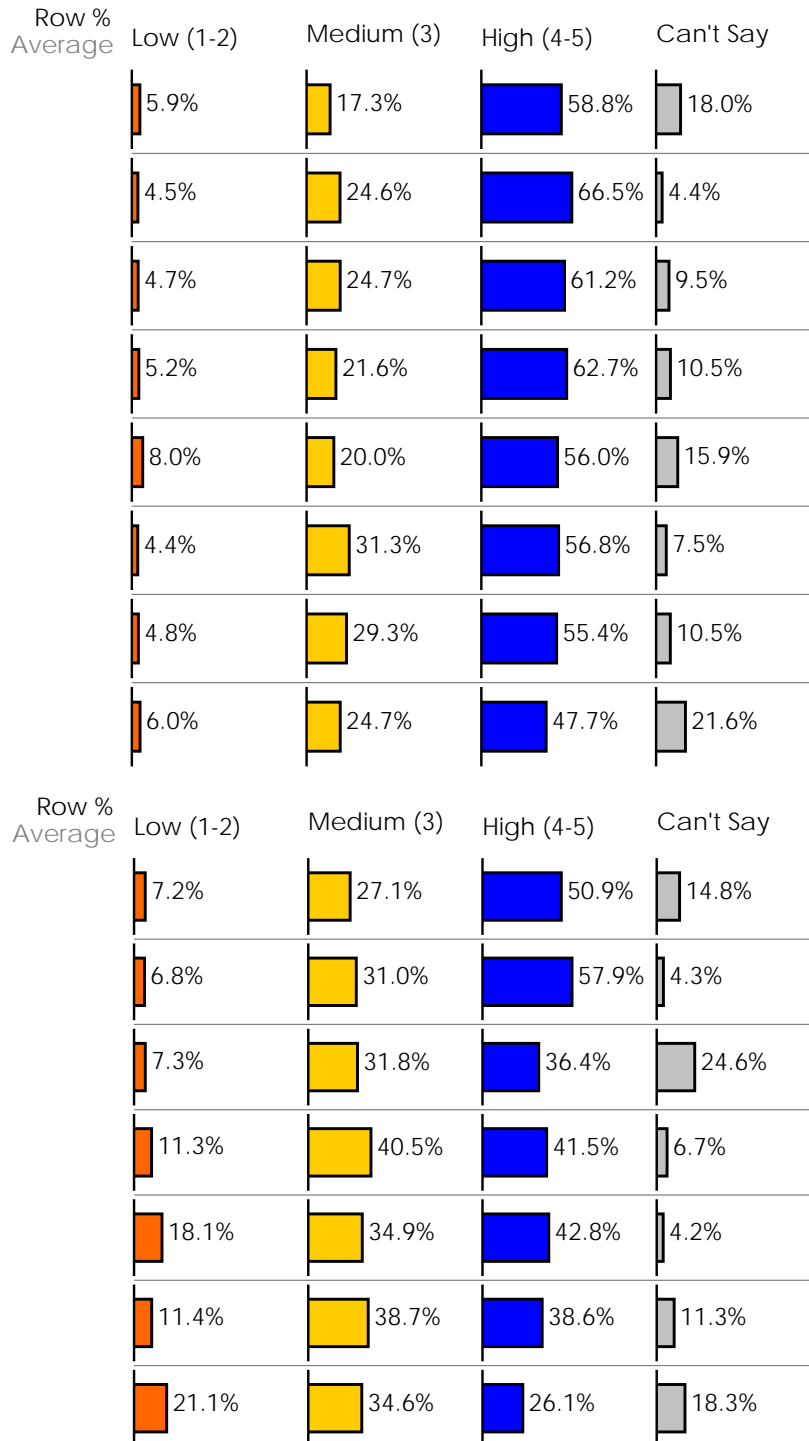- Statistical testing by key respondent characteristics revealed the following significant differences:

- Males expressed significantly higher satisfaction than females for 'Appearance of towns and villages'.

- Greater Hume residents aged 65 years or older were more satisfied with the 'Maintenance of town roads', 'Sealed rural roads', 'Unsealed rural roads' and 'Waste collection' compared to all other residents.

- Across the board, 18 to 29 year old residents were statistically less satisfied than those aged 30 to 64 years.

- Residents who live on a farm or rural property were less satisfied than those who live in a town or village, when asked about 'Maintaining unsealed rural roads', 'Waste collection', and 'Noxious weed management and control on public land'.

3.2.2 Community and Lifestyle Services

Table 3-2-2-1 **Satisfaction with Community and Lifestyle Services**

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	5.9%	17.3%	58.8%	18.0%
	4.5%	24.6%	66.5%	4.4%
	4.7%	24.7%	61.2%	9.5%
	5.2%	21.6%	62.7%	10.5%
	8.0%	20.0%	56.0%	15.9%
	4.4%	31.3%	56.8%	7.5%
	4.8%	29.3%	55.4%	10.5%
	6.0%	24.7%	47.7%	21.6%

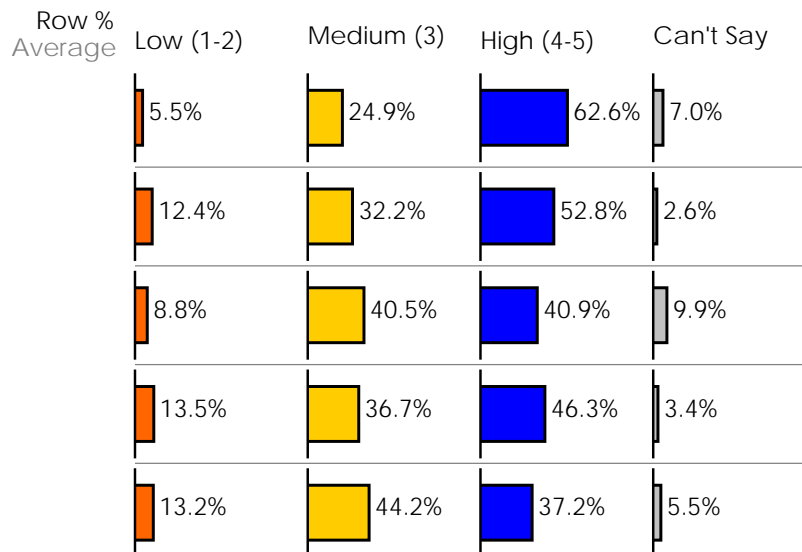| Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	7.2%	27.1%	50.9%	14.8%
	6.8%	31.0%	57.9%	4.3%
	7.3%	31.8%	36.4%	24.6%
	11.3%	40.5%	41.5%	6.7%
	18.1%	34.9%	42.8%	4.2%
	11.4%	38.7%	38.6%	11.3%
	21.1%	34.6%	26.1%	18.3%

Key Results:

- Of the 'Community and Lifestyle Services', 8 obtained 'High' tier mean satisfaction scores (ranging from 4.02 to 3.75 out of 5.0) while 7 obtained 'Medium' tier mean satisfaction scores (ranging from 3.74 to 3.20 out of 5.0).

- At least three in five Greater Hume Shire residents provided a high satisfaction score (4 or 5) for 'Provision and maintenance of parks, playgrounds and reserves' (66.5%), 'Provision and maintenance of sporting fields' (62.7%), 'Food safety in local eateries and restaurants' (61.2%).

- Further statistical testing showed:

  - People who reside on a farm or rural property expressed significantly lower levels of satisfaction, compared to those from a town or village, about the 'Provision and maintenance of sporting fields', 'Protection of heritage values and buildings', 'Provision of library services', 'Provision of community buildings and halls' and 'Food safety in local eateries and restaurants'.

  - Females were more satisfied with the 'Protection of heritage values and buildings' and 'Provision of library services', compared to male residents.

  - Younger residents (aged 18 to 29 years) were significantly less satisfied than other age groups with the provision of most of the services in this category.

3.2.3 Customer Service and Communication

Table 3-2-3-1 Satisfaction with Customer Service and Communication

Row % Average	Low (1-2)	Medium (3)	High (4-5)	Can't Say
	5.5%	24.9%	62.6%	7.0%
	12.4%	32.2%	52.8%	2.6%
	8.8%	40.5%	40.9%	9.9%
	13.5%	36.7%	46.3%	3.4%
	13.2%	44.2%	37.2%	5.5%

Key Results:

- Mean satisfaction scores for 'Customer Service and Communication' ranged from a high of 3.85 out of 5.0 to a low of 3.30 out of 5.0.

- 'Customer Service and Communication' with a mean satisfaction score of 3.85, ranks in the 'High' satisfaction range (score 3.75 and higher) with the other four services achieving 'Medium' level satisfaction ratings.

- Three in five Greater Hume residents (62.6%) are satisfied with 'Customer service provided to residents by Council staff'.

- At least one in eight residents indicated dissatisfaction towards 'Consulting with the community' (13.5%) and 'Council responsiveness to community needs' (13.2%).

- Additional statistical testing revealed the following significant variations between key respondent characteristics:

- Males were less likely to be satisfied when asked about 'Customer service provided to residents by Council staff'.

- Younger residents (aged 18 to 29 years) were less satisfied with 'Customer service provided to residents by Council staff', 'Consulting with the community', 'Council responsiveness to community needs' and 'Council leadership and advocacy' than all other residents.

4 PRIORITISING SERVICES AND FACILITIES

Given the range of services and facilities Council has to manage, it can often be a difficult task to prioritise. The sheer number of services and facilities under management can diffuse focus and distract attention away from the areas of critical importance to improving resident satisfaction. This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous section.

4.1 QUADRANT ANALYSIS

Quadrant analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each Council service or facility. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services combined mean importance and satisfaction scores were calculated for the entire set of 26 council services and facilities. These scores were: *Importance score = 4.3 and Satisfaction score = 3.5.* Thus, for example, services or facilities with a mean importance score of less than the overall mean importance score (4.3), were classified as having relatively 'lower' importance. Conversely, services or facilities with a mean score above 4.3 were classified as having relatively 'higher' importance. The results of the quadrant analysis are displayed in Figure 4-1-1.

Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (relatively high importance and relatively high satisfaction) represents current council service strengths.

2. The upper left quadrant (relatively high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.

3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.

4. The lower right quadrant (relatively lower importance and relatively high satisfaction) represents services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Residents placed a high importance on these attributes but also reported relatively lower satisfaction.
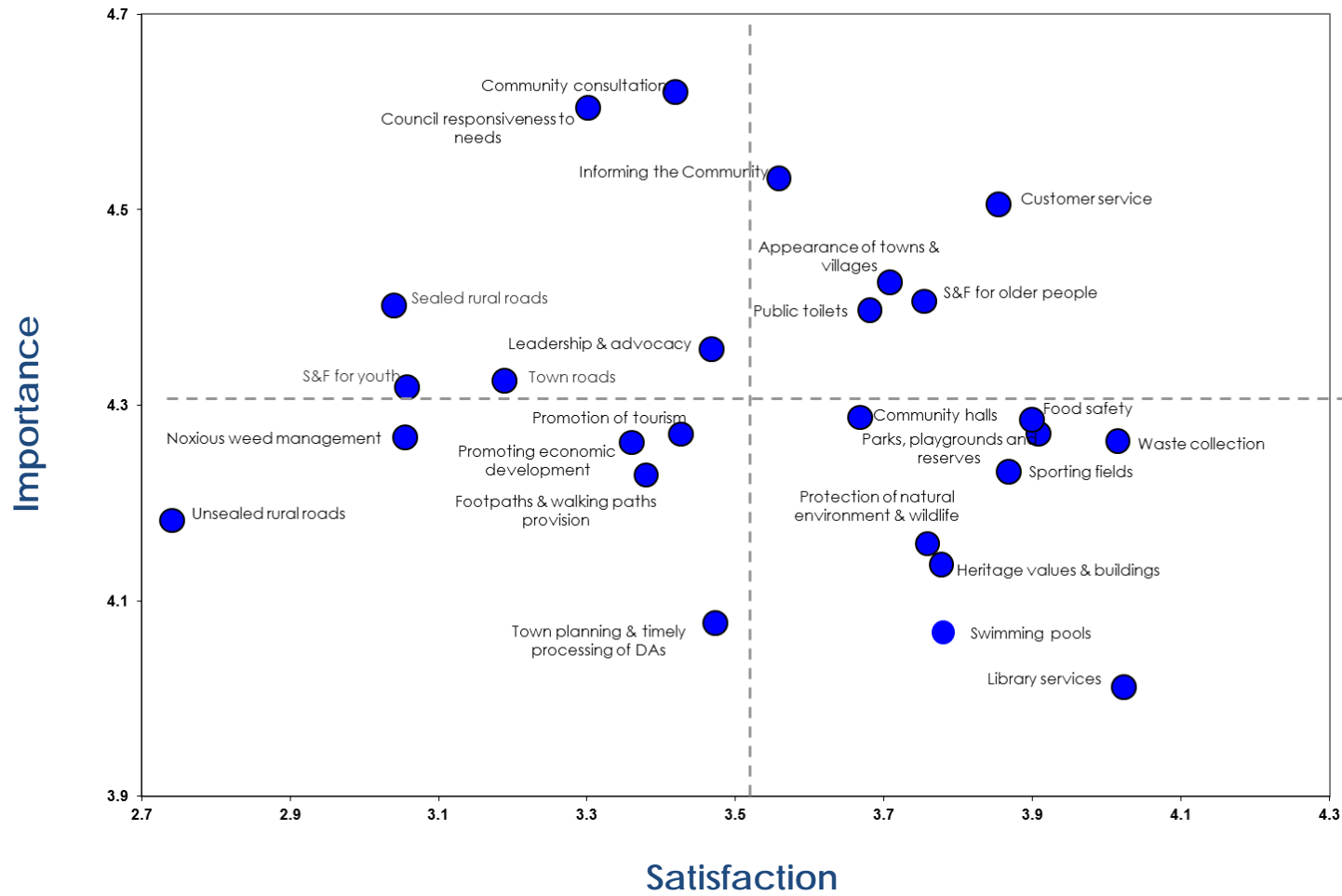
Figure 4-1-1   Quadrant Analysis

Table 4-1-1   Opportunities Matrix

2. HIGHER IMPORTANCE
    LOWER SATISFACTION
	1. HIGHER IMPORTANCE
	    HIGHER SATISFACTION

▪ Maintaining town roads ▪ Maintaining sealed rural roads ▪ Provision of services and facilities for youth ▪ Consulting with the Community ▪ Council responsiveness to Community needs ▪ Council Leadership and Advocacy	▪ Appearance of towns and villages ▪ Maintenance of public toilets ▪ Provision of services and facilities for older people ▪ Customer Service provided to residents by Council staff ▪ Informing the Community of Council decisions

**3. LOWER IMPORTANCE
    LOWER SATISFACTION**
	**4. LOWER IMPORTANCE
	    HIGHER SATISFACTION**

▪ Maintaining unsealed rural roads ▪ Noxious weeds management and control on public land ▪ Provision of footpaths and walking paths ▪ Town planning and timely processing of building applications ▪ Promoting economic development ▪ Promotion of tourism	▪ Waste collection ▪ Provision and maintenance of Parks, Playgrounds and Reserves ▪ Provision and Maintenance of sporting fields ▪ Provision and Maintenance of public swimming pools ▪ Protection of heritage values and buildings ▪ Provision of library services ▪ Provision of community buildings and halls ▪ Food safety in local eateries and restaurants ▪ Protection of wetlands, natural environment and wildlife

Key Results:

- Quadrant analysis identified that out of the 26 services and facilities selected by Council, there were six areas where improvement should be prioritised. These are the services and facilities identified by residents as being of higher than average importance and of lower than average satisfaction and are highlighted in blue in the table above.

4.2 GAP ANALYSIS

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean satisfaction score from the mean importance score for each attribute. It should be pointed out that if a respondent rated a service or facility's importance, but failed to provide a satisfaction rating i.e. 'Can't say / Don't know' they were excluded from the gap analysis. Usually, **the larger the gap between importance and satisfaction, the larger the gap between Council's performance in the provision of a service and residents' expectations**

Gap scores are presented in Table 4-2-1. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score significantly above the mean gap score for all services ($\xi=0.8367$) were given top priority (i.e. a rating of 1). These are services that should be addressed by management first as the importance of that service far outweighs the satisfaction that residents have with its provision. Services with a gap score statistically equal to the mean gap were given second priority (rating of 2) and services with a gap score significantly below the mean gap were given third priority (rating of 3).

Table 4-2-1   Performance Gaps for Council services and facilities (n=26)

Council Services & Facilities	Gap Score	Priority Level
Maintaining unsealed rural roads	1.5382	1
Maintaining sealed rural roads	1.3836	1
Provision of services and facilities for youth	1.3794	1
Council responsiveness to Community needs	1.3140	1
Noxious weeds management and control on public land	1.2693	1
Consulting with the Community	1.2261	1
Maintaining town roads	1.1567	1
Informing the Community of Council decisions	0.9855	1
Council Leadership and Advocacy	0.9184	1
Promoting economic development	0.9147	1
Promotion of tourism	0.8774	2
Provision of footpaths and walking paths	0.8754	2
Town planning and timely processing of building applications	0.8133	2
Maintenance of public toilets	0.7781	3
Appearance of towns and villages	0.7453	3
Provision of services and facilities for older people	0.7024	3
Provision of community buildings and halls	0.6611	3
Customer Service provided to residents by Council staff	0.6374	3
Waste collection	0.5122	3
Provision and Maintenance of sporting fields	0.4754	3
Provision and Maintenance of public swimming pools	0.4435	3
Protection of wetlands, natural environment and wildlife	0.4329	3
Food safety in local eateries and restaurants	0.4320	3
Provision and maintenance of Parks, Playgrounds and Reserves	0.4213	3
Protection of heritage values and buildings	0.4064	3
Provision of library services	0.1481	3

Key Results:

- Ten services and facilities that have been identified as priority level 1, indicated by an above average gap between the importance of the service/facility to residents and their satisfaction with it.

4.3 SUMMARY

Table 4-3-1 outlines the services and facilities that were identified as not meeting resident expectations across the entire LGA in either quadrant or gap analysis. Initially there were 26 services and facilities measured in this survey, however after applying both forms of analysis the results highlighted 10. These 10 can then be filtered down to 6 services or facilities that Council should focus on first. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is confirmation that this area should be given priority.

Table 4-3-1   Quadrant and Gap Analysis Summary

	Identified as areas where Council is not meeting resident expectations in …	
	Quadrant Analysis (Higher importance / lower satisfaction)	**Gap Analysis** (Higher than average gap between importance and satisfaction)
Maintaining sealed rural roads	☑	☑
Provision of services and facilities for youth	☑	☑
Council responsiveness to Community needs	☑	☑
Consulting with the Community	☑	☑
Maintaining town roads	☑	☑
Council Leadership and Advocacy	☑	☑
Maintaining unsealed rural roads		☑
Noxious weeds management and control		☑
Informing the Community of Council decisions		☑
Promoting economic development		☑

5   MAJOR ISSUES OF CONCERN

Section 10 of this report seeks to understand the major issues facing Council in the next 5 to 10 years.

5.1   MAJOR ISSUES OF CONCERN

Table 5-1-1 displays the combined results of all issues that residents cited as important to the Greater Hume Shire Council area in the next 5 to 10 years.

Table 5-1-1   Important Issues (n = 786)

Issue	1st	2nd	3rd	Total % Mentioned
Transport/Roads/Parking	26.4%	21.9%	9.6%	21.5%
Business growth/Economic stability	18.4%	6.0%	5.7%	11.7%
Employment	6.3%	6.4%	8.9%	6.9%
Maintain facilities/services/infrastructure	4.1%	10.6%	7.0%	6.9%
Amalgamation/Merger	10.2%	4.2%	1.9%	6.5%
Youth/Childrens services & education	4.4%	6.4%	10.8%	6.4%
Population growth & Sense of community	4.1%	5.3%	7.6%	5.2%
Development/Housing	6.0%	2.3%	7.6%	5.1%
Rate rises/ Fairer assesment	3.8%	4.9%	3.8%	4.2%
Waste removal/garbage/asbestos	3.0%	4.9%	4.5%	3.9%
Age Care services	3.0%	3.8%	4.5%	3.6%
Environment/Climate change/Animal control	0.8%	6.4%	4.5%	3.4%
Health / welfare	2.7%	2.6%	6.4%	3.4%
Lack of Council staff/Better communication with residents/More efficient Council	1.9%	4.5%	4.5%	3.3%
Bike tracks/footpaths/Walking tracks	1.9%	3.0%	1.9%	2.3%
Tourism promotion	0.8%	1.9%	5.1%	2.0%
Flood/Drainage/Sewerage/Quality water	1.1%	1.1%	2.5%	1.4%
Safety/security/drug problem	0.3%	1.9%	1.9%	1.1%
NBN/Phones/Connections	0.3%	1.5%	0.6%	0.8%
Fires/drought	0.3%	0.4%	0.6%	0.4%

Key Results:

- Roads, transport and parking emerged as the key issue facing the Greater Hume Shire area in the next 5 to 10 years, mentioned by 21.5% of residents. Additionally, this was mentioned as the first issue to come to mind by 26.4% of residents.

- 11.7% of residents cited business growth and economic stability as one of the most important issues for the region, with a further 6.9% mentioning employment as a major issue of concern.

- One in ten residents (10.2%) listed issues around amalgamation/merger as the first issue to come to mind.

6 VALUE FOR MONEY

This section of the Community Survey focuses on the financing of services and facilities provided by Greater Hume Shire Council.

6.1 VALUE FOR MONEY

Residents were asked if they thought that the services and facilities provided by Greater Hume Shire Council were value for money in terms of what their household pays in rates and other Council charges.

Figure 6-1-1   Value for Money (n = 405)

Mean score 2012 = 3.24

Mean score 2016 = 3.17
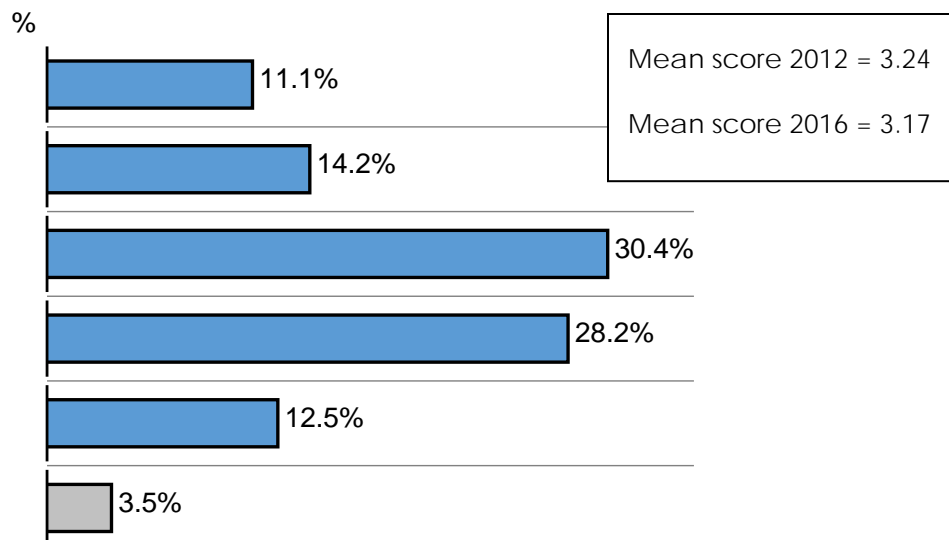
Key Results:

- Two in five residents (40.7%) believe that they receive good value (4 or 5) for their rates dollar regarding services and facilities provided by Council.

- At the other end of the scale, on in four (25.3%) Greater Hume residents provided a score of 1 or 2, suggesting that felt they receive poor value for money.

Figure 6-1-2   Value for Money Mean Score Comparison
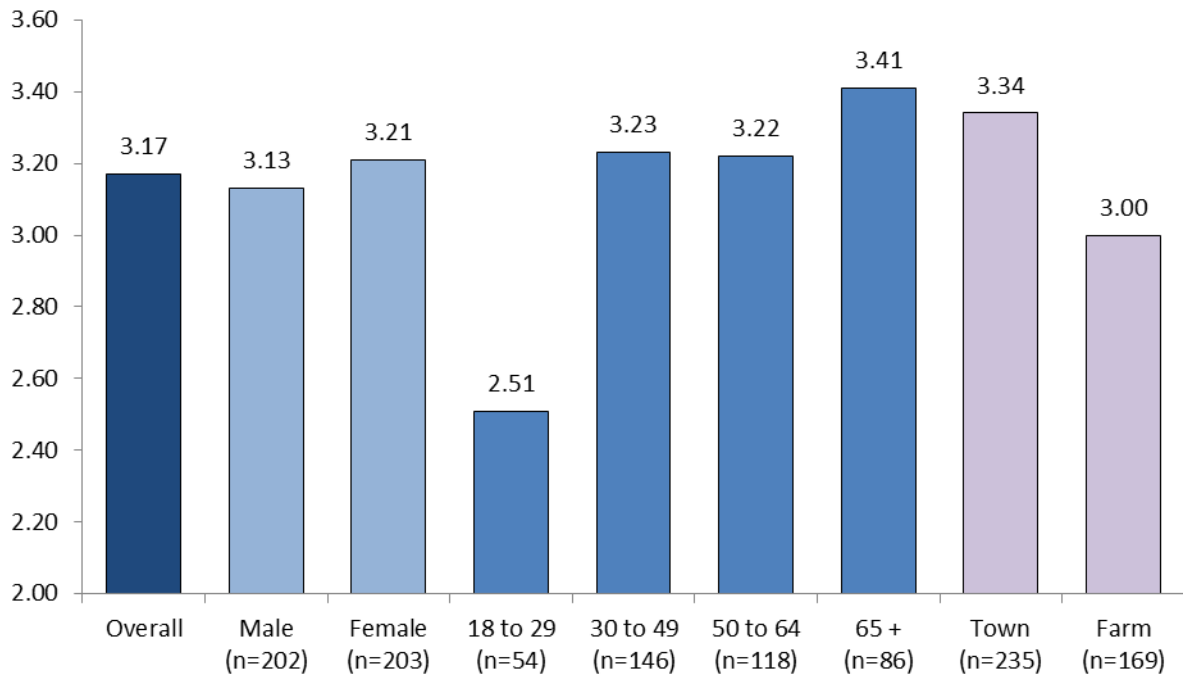
Key Results:

- Overall, this question achieved a mean score of 3.17 out of 5.0, which is a medium level score and statistically equivalent to the 2012 result of 3.24.

- Testing by key respondent characteristics uncovered the following significant group differences:

  - Greater Hume residents aged 18 to 29 years, with a low level mean score of 2.51 out of 5, have indicated that they feel they receive poorer value for their rates dollar than all other age groups.

  - Greater Hume residents 65 years or older (3.41) thought that they received better value for money than all other age groups.

  - Residents who live on a farm or rural property (3.00) believed that they get significantly poorer value for their rates dollar compared to those who live in a town or village (3.34).

7 STAFF AND COUNCILLOR PERFORMANCE

This section of the Community Survey focuses on the resident's satisfaction with the performance of staff and Councillors.

7.1 CONTACT WITH COUNCIL STAFF

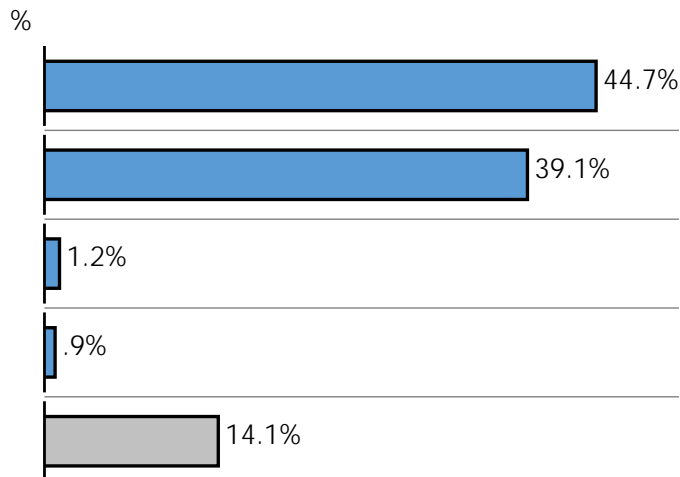**Figure 7-1-1   Last Contact with Council Staff (n = 405)**
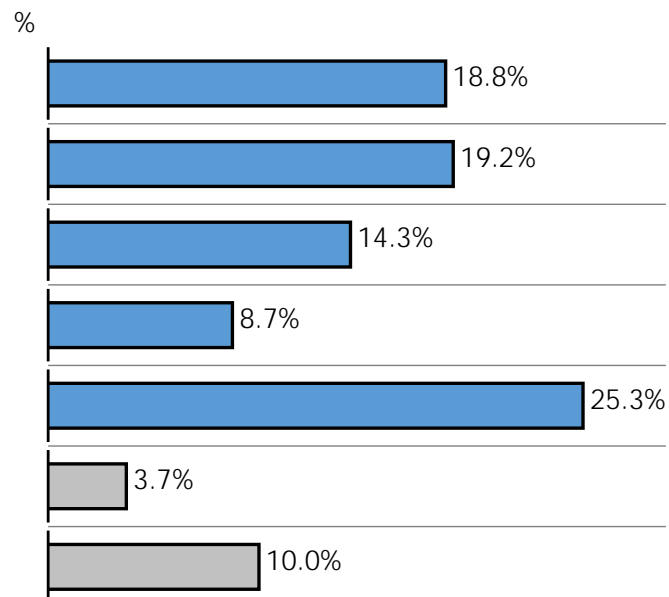
Key Results:

- Three in five residents (61.0%) indicated that they had made contact with Council staff in the last 6 months.

7.2 NORMAL METHOD OF CONTACT

Figure 7-2-1   Normal Method of Contact (n = 405)

%

44.7%

39.1%

1.2%

.9%

14.1%

Key Results:

- A telephone enquiry is the most common method of contact (44.7%) followed by a visit to the Council office (39.1%).

- For those on a rural farm or property, telephone contact rose to 49.6% and visits to the office fell to 34.7%.

- Those aged 18 to 29 years (24.1%) were least likely to visit a Council office.

Figure 7-2-2   Some Other Method (as above) (n = 35)

%

37.1%

20.0%

11.4%

8.6%

5.7%

17.1%
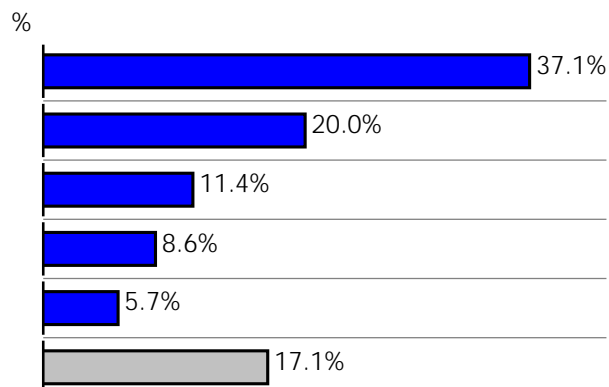
7.3 SATISFACTION WITH OVERALL STAFF PERFORMANCE

Figure 7-3-1   Satisfaction with Staff (n = 405)

%

- 3.3%
- 2.9%
- 12.7%
- 34.8%
- 36.6%
- 9.7%
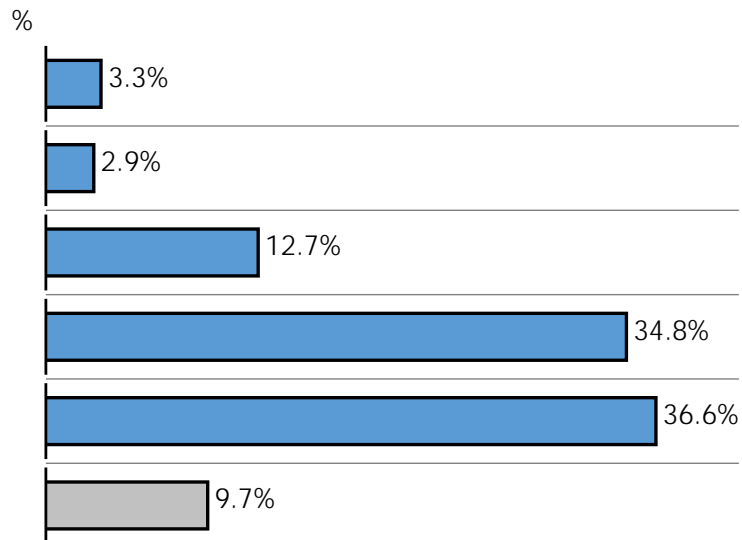
Figure 7-3-2   Overall Satisfaction Mean Score Comparison

	Overall	Male (n=202)	Female (n=203)	18 to 29 (n=54)	30 to 49 (n=146)	50 to 64 (n=118)	65 + (n=86)	Town (n=235)	Farm (n=169)
Score	4.09	4.13	4.05	3.89	4.17	3.98	4.24	4.07	4.19
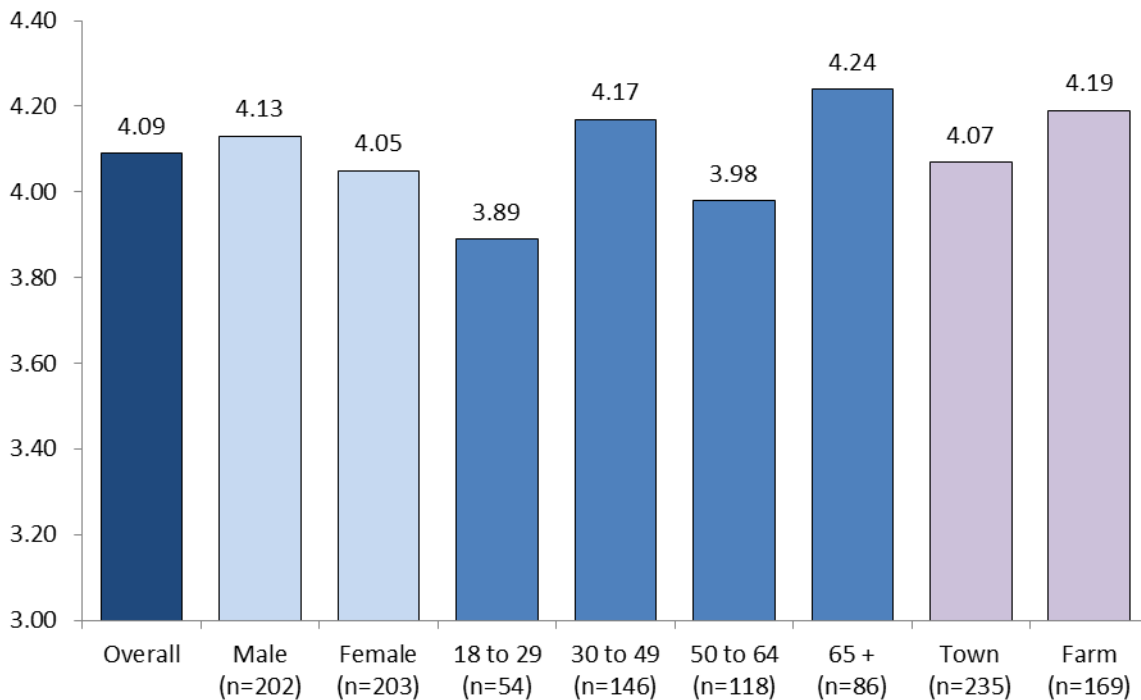
Key Results:

- Seven out of ten residents (71.4%) indicated that they were satisfied (4 or 5) with overall staff performance.
- Those aged 30 to 49 years (4.17) and those aged 65 years and older (4.24) were statistically significantly more satisfied with overall staff performance than those in other age groups.

7.4 SATISFACTION WITH OVERALL COUNCILLOR PERFORMANCE
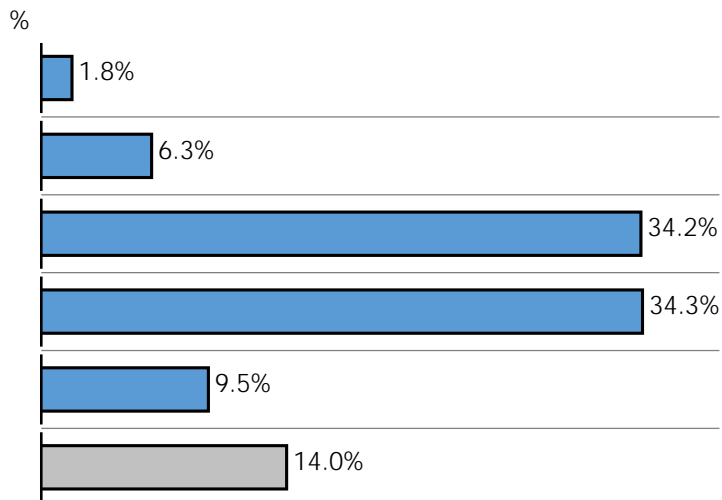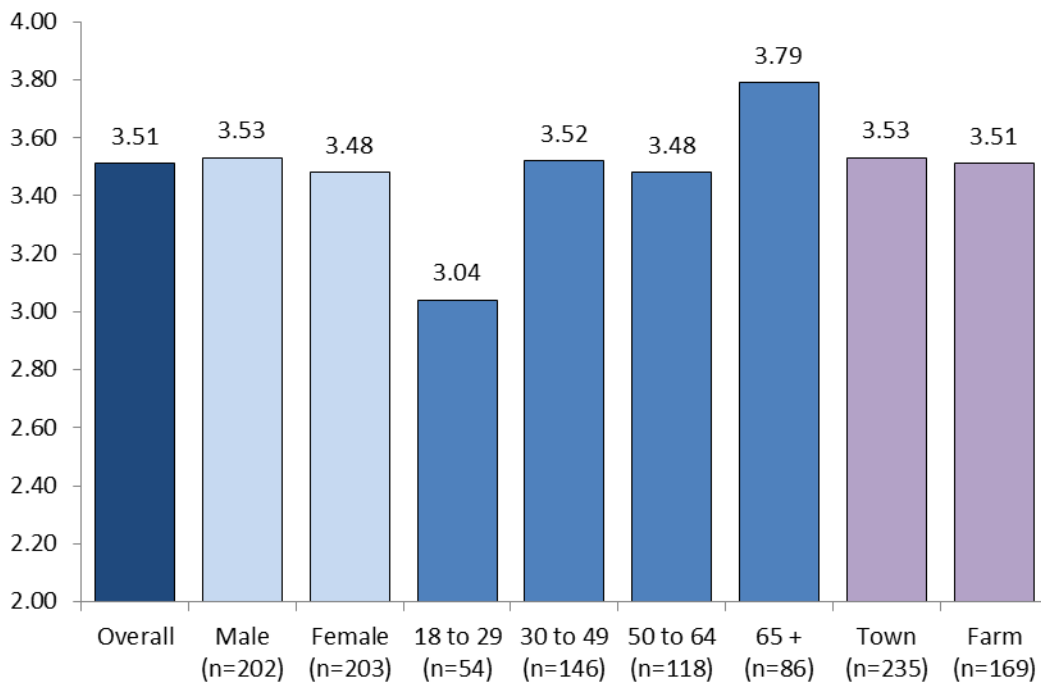
Figure 7-4-1   Satisfaction with Councillors (n = 405)

Figure 7-4-2   Satisfaction with Councillors- Mean Score Comparisons (n = 405)

Key Results:

- More than four in ten residents (43.8%) indicated that they were satisfied (4 or 5) with overall councillor performance.
- Those aged 18 to 29 years recorded a statistically lower level of satisfaction (mean 3.04 out of 5) with councillor performance than all other age groups.
- Those aged 65 years and over recorded a statistically higher level of satisfaction (mean 3.79 out of 5) with councillor performance than all other age groups.

7.5 AWARENESS OF COUNCILLORS

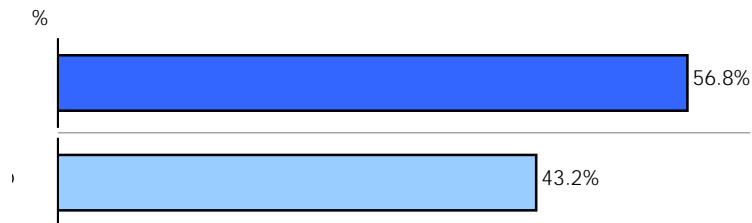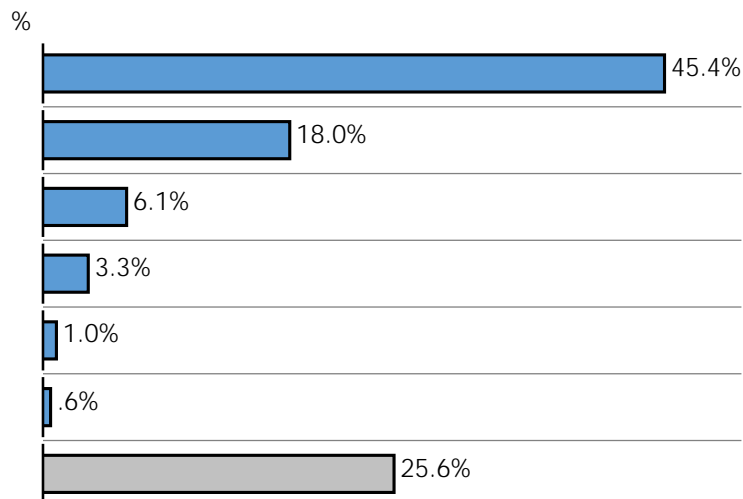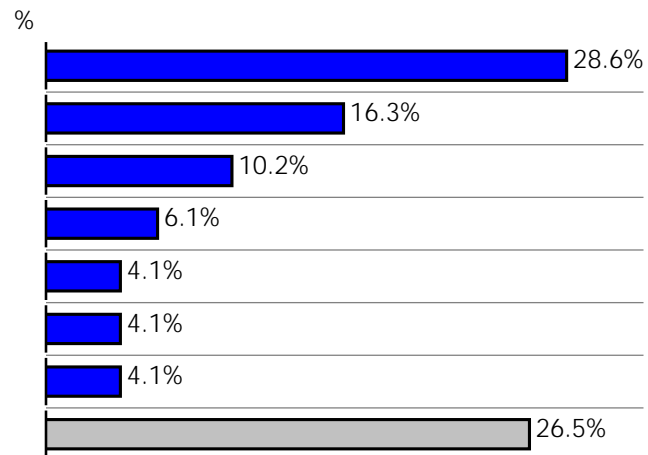**Figure 7-5-1   Know Who Local Councillors Are (n = 405)**

%

56.8%

43.2%

Figure 7-5-2   Method of Contact (n = 254)

%

45.4%

18.0%

6.1%

3.3%

1.0%

.6%

25.6%

Key Results:

- 56.8% of residents indicated that they know who their local councillors are.
- The most common method of contacting a councillor was by telephone (45.4%) followed by contact through the council (18.0%).
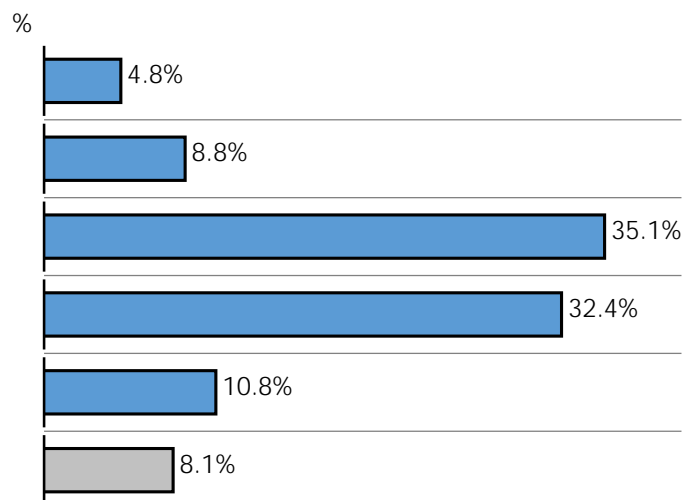
Figure 7-5-2   Other Method (as above) (n = 49)

7.6 AGREEMENT WITH STATEMENT ABOUT COUNCILLORS

Residents were asked to rate their agreement with the statement *"Local Greater Hume Shire councillors represent a broad range of community views fairly"*. They used a scale of 1 to 5, where 1 = 'Strongly disagree' and 5 = 'Strongly agree'.

Figure 7-6-1   Agreement with Statement (n = 405)

Key Results:

- More than four in ten (43.2%) of residents agreed (4 or 5) with the statement again 13.6% who disagreed (1 or 2).
- Further analysis revealed no significant differences for any of the other demographics.

8   IMAGE PERCEPTIONS OF GREATER HUME

This section aimed to extract residents' perceptions about the Greater Hume Shire area as a place to live, visit, work and do business.

8.1   PERCEPTIONS OF THE GREATER HUME SHIRE AREA

Residents were asked to rate their agreement with a series of statements about the Greater Hume Shire area. They used a scale of 1 to 5, where 1 = 'Strongly disagree' and 5 = 'Strongly agree'.

Table 8-1-1   Agreement with Perceptions of the Area (n = 405)

| Row % Average	Low (1&2)	Medium (3)	Agree (4&5)	Can't say
	4.3%	11.4%	82.6%	1.7%
	7.7%	21.0%	61.5%	9.9%
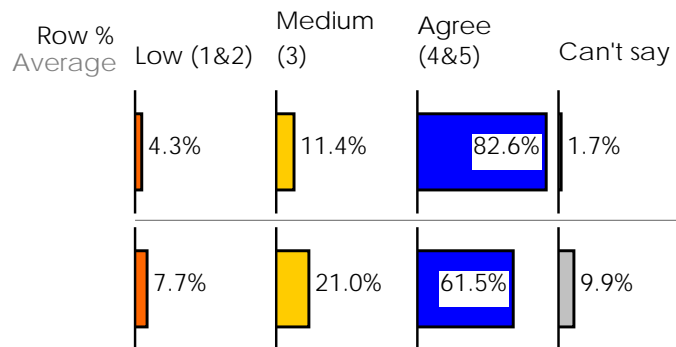
Key Results:

- The large majority of Greater Hume residents (82.6%) agree that people are generally proud of their area. At the other end of the scale, 4.3% disagreed with the statement.

- Three in five residents (61.5%) agreed that the Greater Hume Shire is well thought of by outsiders, while one in five (21.0%) provided a neutral rating of 3.

- Overall, residents were significantly more likely to agree that people feel proud of their area, with a high level mean agreement score of 4.19 out of 5.0, compared to a medium level agreement score of 3.78 for the statement, "The Greater Hume Shire as a place to live, work and visit, is well thought of by outsiders".

- Additional statistical testing revealed the following significant variations between key respondent characteristics:

  - 18 to 29 year olds were more likely to disagree that people are generally proud of their area, compared to all other residents.

  - Those aged 50 years or older were more likely to agree that "The Greater Hume Shire as a place to live, work and visit, is well thought of by outsiders", compared to those in other age groups.
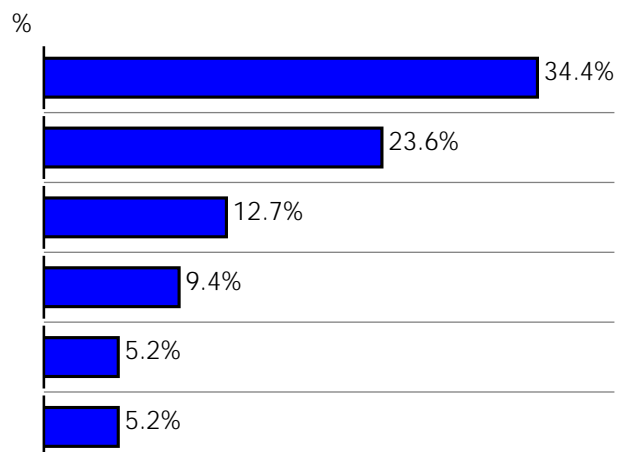
8.1.1 Reasons for Rating

Those residents who disagreed with the statement were asked why.

Reasons for disagreement with "People are Proud of Greater Hume Shire Area" (n = 8)

%

	50.0%
	25.0%
	25.0%
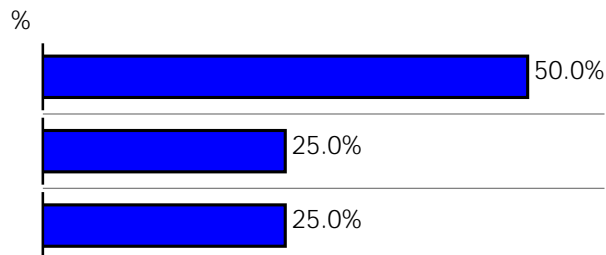
Reasons for agreement "Greater Hume Shire is Well Thought of by Outsiders" (n = 256)

%

	34.4%
	23.6%
	12.7%
	9.4%
	5.2%
	5.2%

Reasons for disagreement "Greater Hume Shire is Well Thought of by Outsiders" (n = 21)

%

31.6%

26.3%

21.1%

5.3%
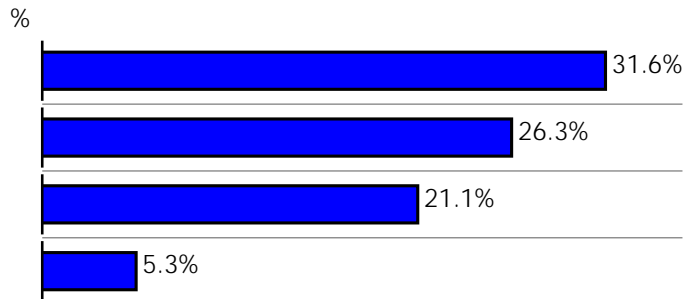
8.2 THE GREATER HUME SHIRE TODAY

Residents were asked to compare the Greater Hume Shire area to other areas, on a scale of 1 to 5, where 1 = 'Much worse' and 5 = 'Much better'.

Table 8-2-1   Greater Hume Shire Comparison (n = 405)

Row % Average	Low (1&2)	Medium (3)	High (4&5)	Can't say
	2.1%	16.1%	80.1%	1.7%
	13.0%	23.3%	47.5%	16.2%
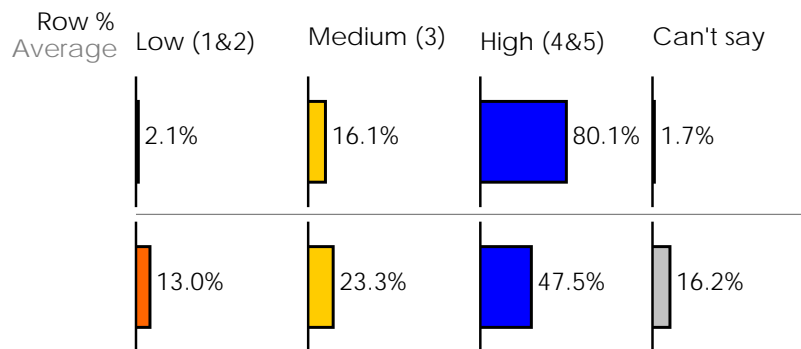
Key Results:

- Four in five Greater Hume Shire residents (80.1%) believe that the area is a better place to live compared to other areas. This statement achieved a mean agreement score of 4.20 out of 5.0 and is on par with the 2012 result.

- Slightly less than half the residents (47.5%) agreed that the Greater Hume Shire area is a better place to work and do business compared to other areas. 13.0% of residents indicated that their Shire is a worse place to work and do business than other areas. This mean score of 3.60 is on par with the 2012 result.

- Statistical testing by key respondent characteristics revealed the following significant differences:

  - Rural farm/property residents were more likely to think that the Greater Hume Shire is a better place to "work and do business" than other areas, compared to town/village residents.

  - Residents aged 18 to 24 years (2.96) believed that the Greater Hume Shire is a much worse place to live than other areas, compared to all other age groups.
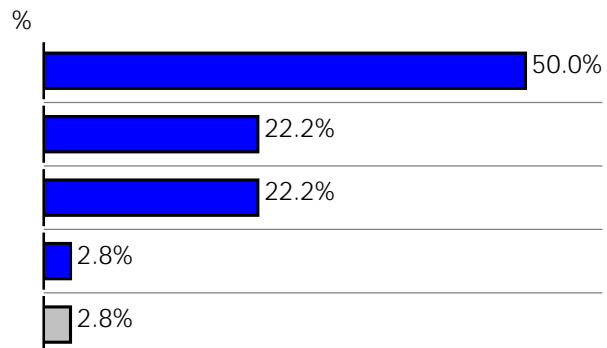
8.2.1 Reasons for Disagreement

Residents who indicated that the Greater Hume Shire is much worse than other areas were asked to provide a reason for this. The coded responses are provided below.

Reasons that Greater Hume Shire is a Much Worse as a Place to Live (n = 5)
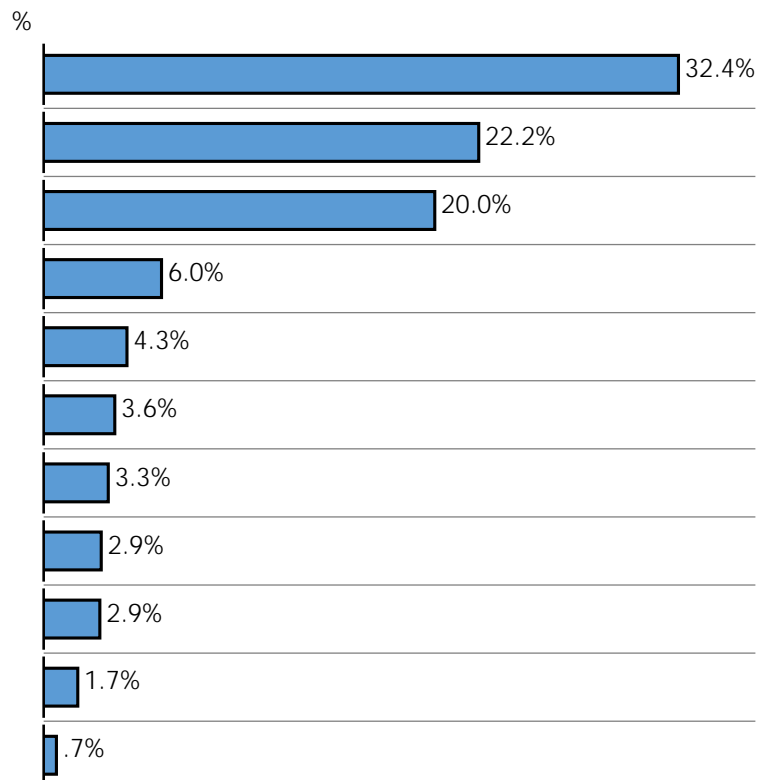

Reasons that Greater Hume is a Much Worse as a Place to Work and Do Business (n = 36)

8.3 MOVING TO THE GREATER HUME SHIRE

Greater Hume Shire residents were asked whether they had moved to the Greater Hume Shire.

**Figure 8-3-1   Moved to the Greater Hume Shire From Elsewhere (n = 405)**

Key Results:

- Around one in three residents (32.4%) have lived in the Greater Hume Shire all their lives, while 67.6% had moved to the region later in life.

- The most common source of new residents was Albury (22.2%) followed closely by other small rural towns in NSW (20.0%).

Greater Hume Shire residents who had moved to the Greater Hume Shire, were asked how long they lived at their previous location.

**Figure 8-3-2   Length of Residence at Previous Location (n = 286)**
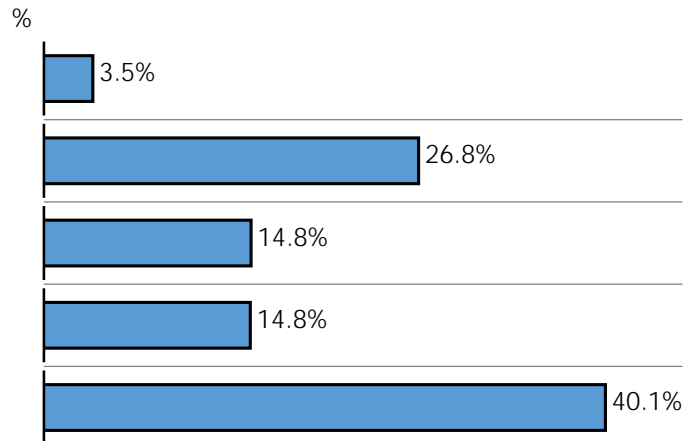
Key Results:

- The highest proportion (40.1%) of Greater Hume Shire residents who had relocated from somewhere else had spent more than 15 years living at that previous location.

- One quarter of these new residents (26.8%) spent less than 5 years at their previous location before moving into the Greater Hume Shire area.

8.3.1 Reasons for Moving to the Greater Hume Shire

Residents that had moved to the Greater Hume Shire were asked to provide their reason for relocating.

Figure 8-3-1-1 Reasons for Moving to the Greater Hume Shire (n = 286)

%

29.2%
24.4%
22.5%
11.3%
4.2%
1.3%
28.1%
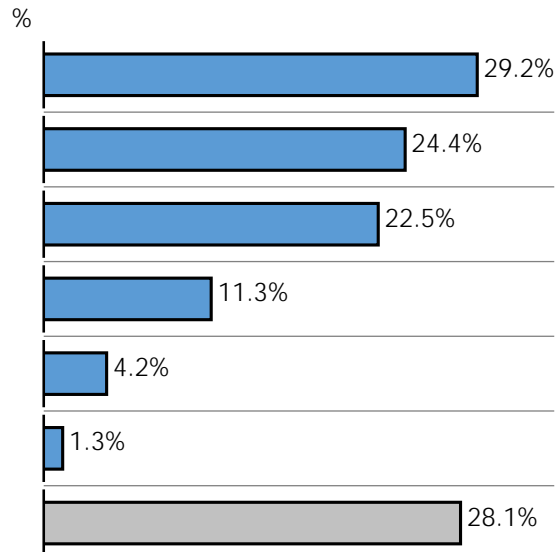
Key Results:

- Of the residents who had relocated to the Greater Hume Shire, the main reason provided was that they have/had family living here, cited by 29.2% of residents.

- Rural/Country atmosphere (24.4%) and for local work (22.5%) were also prominent.

- The affordability of the area was mentioned by 11.3% of these residents.

Figure 8-3-1-2 Other Reasons for Moving to the Greater Hume Shire (n = 90)

%

	42.2%
	15.6%
	8.9%
	7.8%
	5.6%
	4.4%
	4.4%
	3.3%
	2.2%
	2.2%
	2.2%
	1.1%
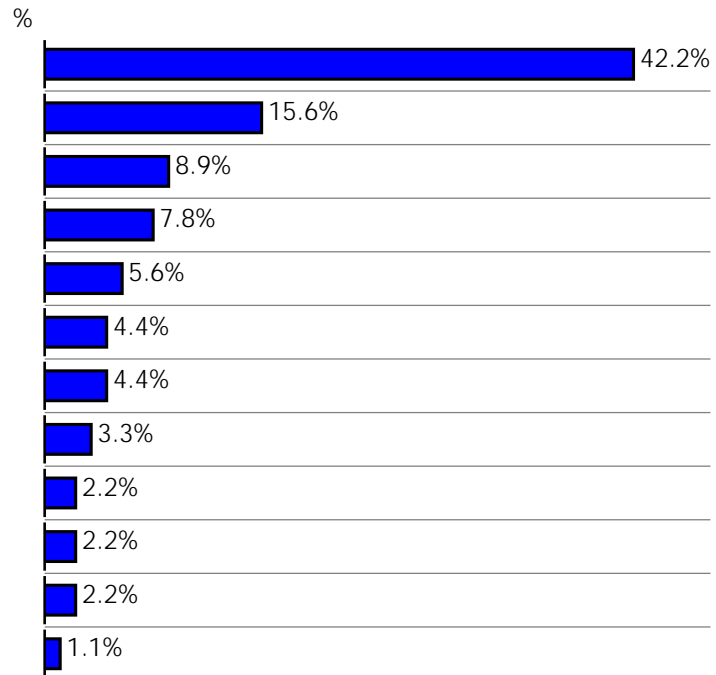
8.4 THE MAIN THING LIKED ABOUT THE GREATER HUME SHIRE

Residents were asked to identify the main thing they like about the Greater Hume Shire.

Table 8-4-1   The Main Thing Liked (n = 372)

%

	%
	31.7%
	20.1%
	13.5%
	10.0%
	8.2%
	4.2%
	4.0%
	3.7%
	1.8%
	1.1%
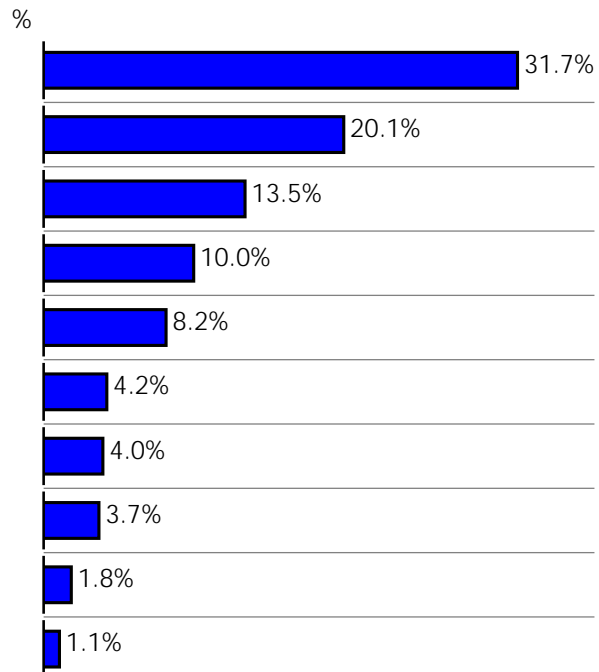
Key Results:

- The most common response provided by residents was that they liked the country rural feel and lifestyle of the Greater Hume Shire, provided by one in three residents (31.7%).

- A further 20.1% of residents stated that they like the community spirit and sense of belonging that exists in the Greater Hume Shire.

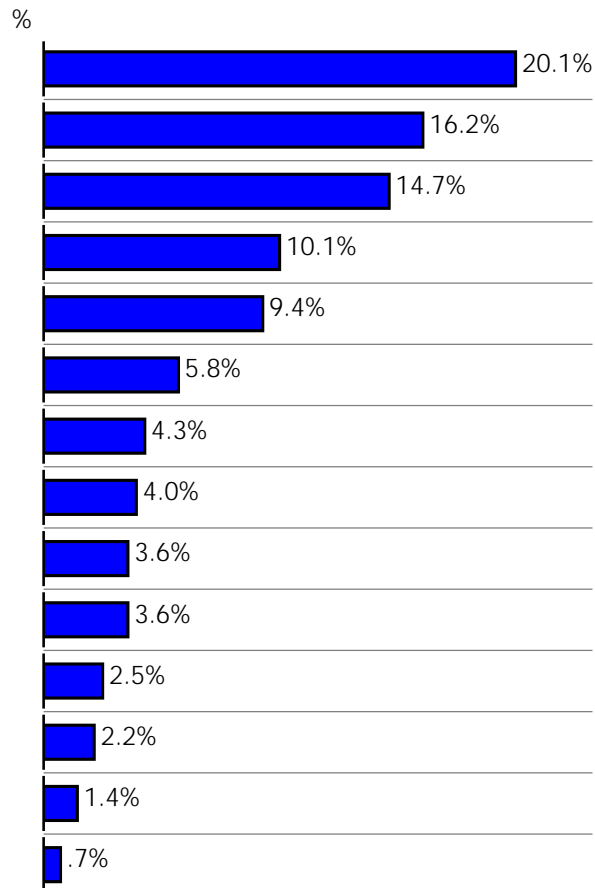## 8.5 ECONOMIC DEVELOPMENT IN THE GREATER HUME SHIRE

As economic development is seen as critical for many regional areas of Australia, residents were next asked to explain what economic development meant to them in relation to the Greater Hume Shire area.

Table 8-5-1   Economic Development (n = 274)

%

Chart data:
- 20.1%
- 16.2%
- 14.7%
- 10.1%
- 9.4%
- 5.8%
- 4.3%
- 4.0%
- 3.6%
- 3.6%
- 2.5%
- 2.2%
- 1.4%
- .7%

Key Results:

- The most common way that Greater Hume residents interpret the meaning of 'economic development' is job creation and employment (20.1%), this was closely followed by business/small business support (16.2%).

9   COUNCIL COMMUNICATION

Section 9 of this report examines the various ways that Greater Hume Shire Council communicates with the community and endeavours to identify the most successful form of communication.

9.1   SOURCES OF INFORMATION

Residents were asked to share how they normally find out about what Council is doing. They were permitted to state multiple sources of information.

Figure 9-1-1   Sources of Information about Council Activities (n = 405)
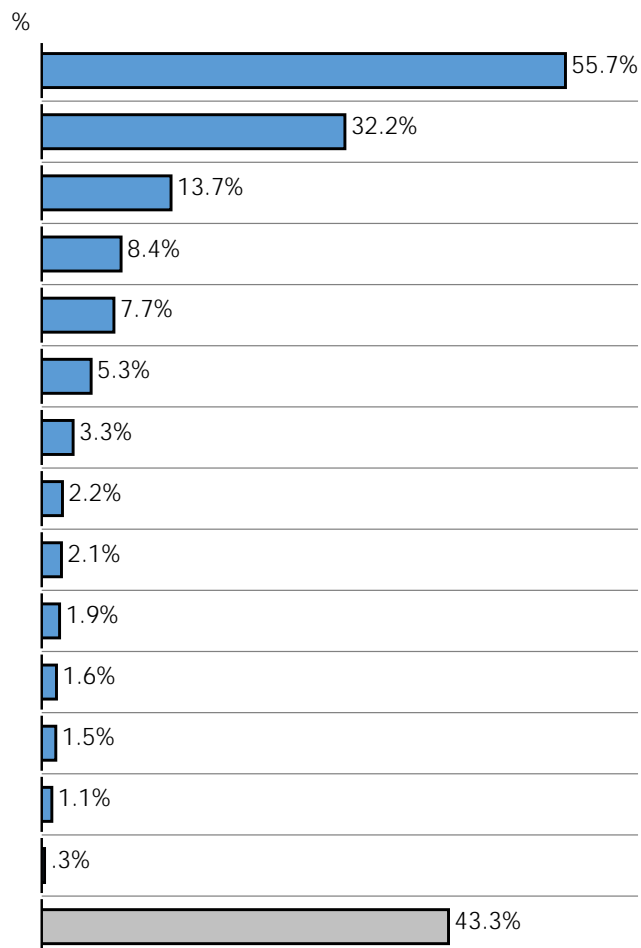
Note: Will not total to 100% as respondents were able to select multiple options.

Figure 9-1-2   Sources of Information (Other above) (n = 163)

%
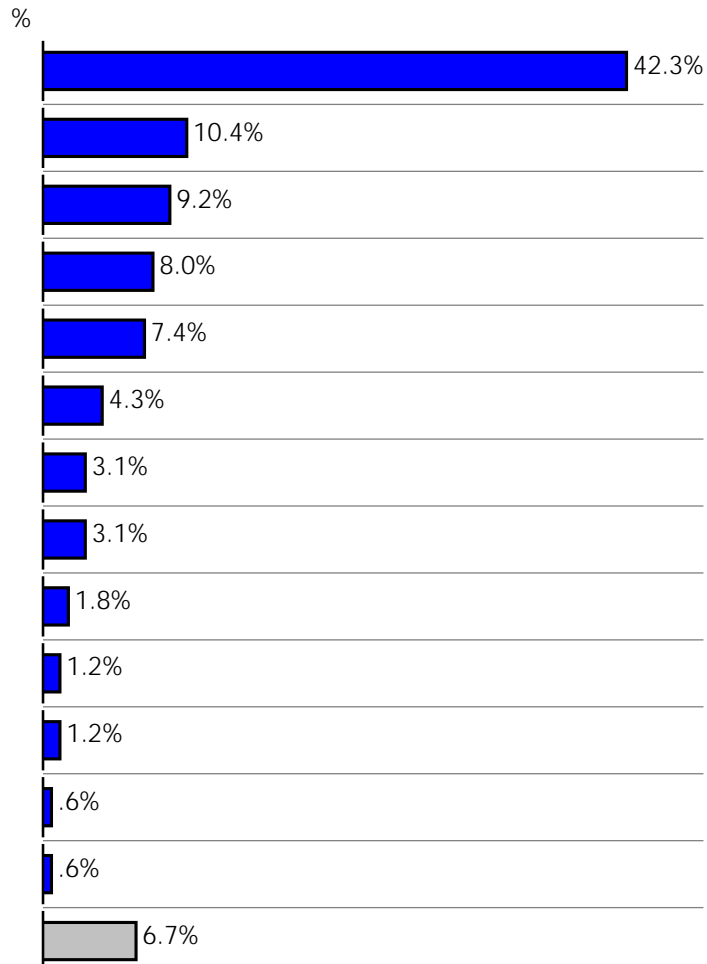
Key Results:

- The majority of Greater Hume Shire residents (55.7%) receive their information about Council services, facilities and events through Community newsletters. This was followed by letter box drops (32.2%) and the Border Mail (13.7%).

9.2 PREFERRED SOURCE OF INFORMATION

Residents were next asked how they would prefer to receive information about the facilities, services and events offered by Greater Hume Shire Council.

Figure 9-2-1   Preferred Source of Information about Council Activities (n = 405)

%

- 50.1%
- 42.8%
- 25.2%
- 12.3%
- 7.2%
- 3.1%
- 1.9%
- 1.7%
- 1.2%
- .5%
- .5%
- .4%
- .2%
- .2%
- 18.7%

Note: Will not total to 100% as respondents were able to select multiple options.

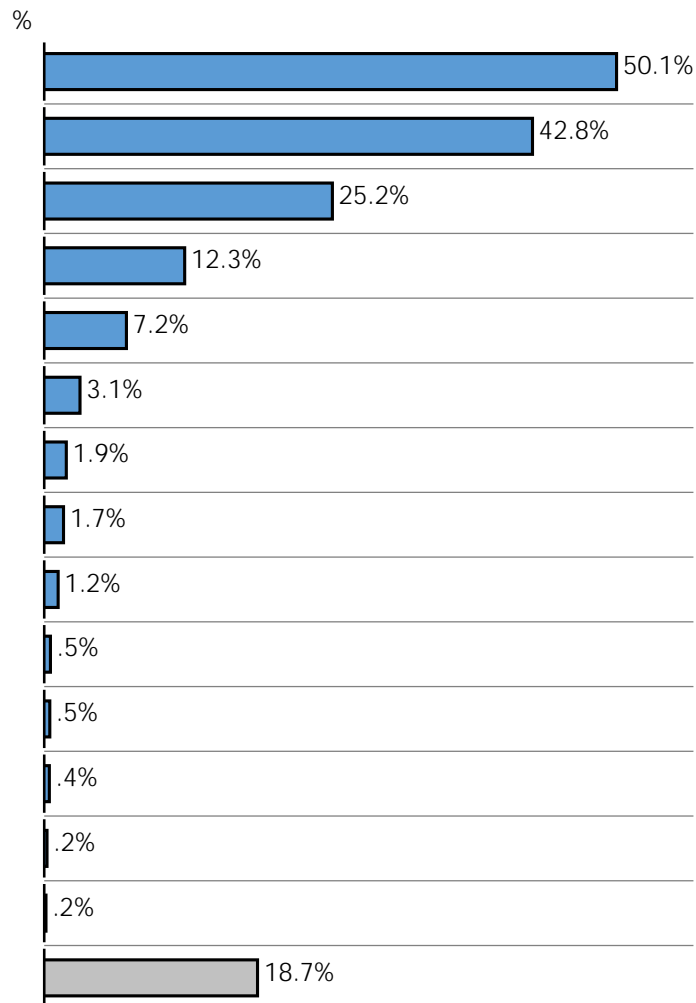**Figure 9-2-1   Preferred Source of Information (Other above) (n = 72)**
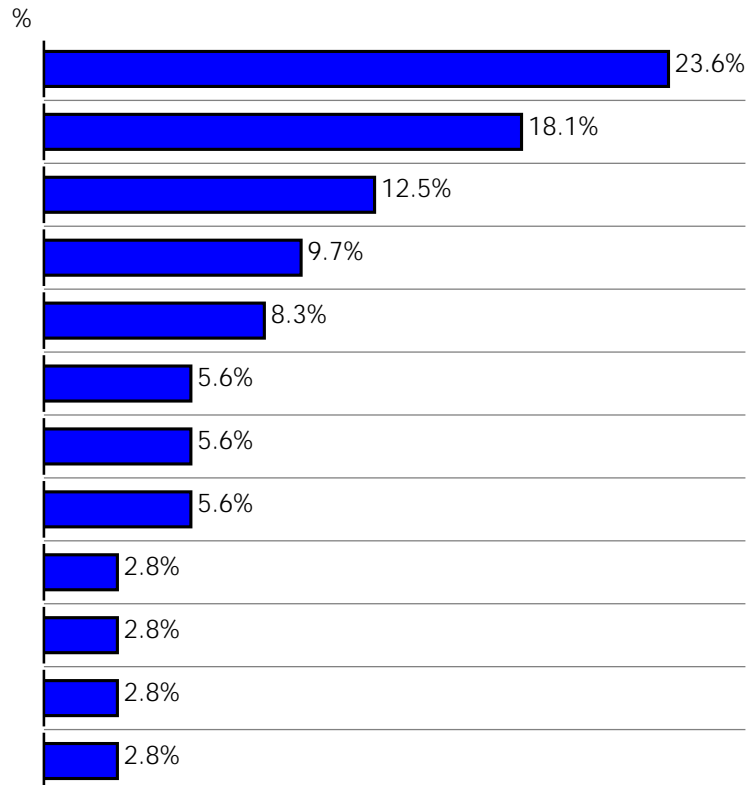
Key Results:

- 50.1% of residents said that they would prefer to receive information about Council services, facilities and events through Community newsletters.

- The next most popular medium was letterbox drops, cited by 42.8% of residents, despite just 32.2% of residents actually receiving any information this way.

9.3 SATISFACTION WITH COUNCIL INFORMATION

Greater Hume Shire residents were asked to rate how satisfied they are with the information they receive from Council about services and facilities.

Figure 9-3-1   Satisfaction with Council Information (n = 405)

%

1.5%

8.4%

27.3%

36.2%

24.5%

2.1%
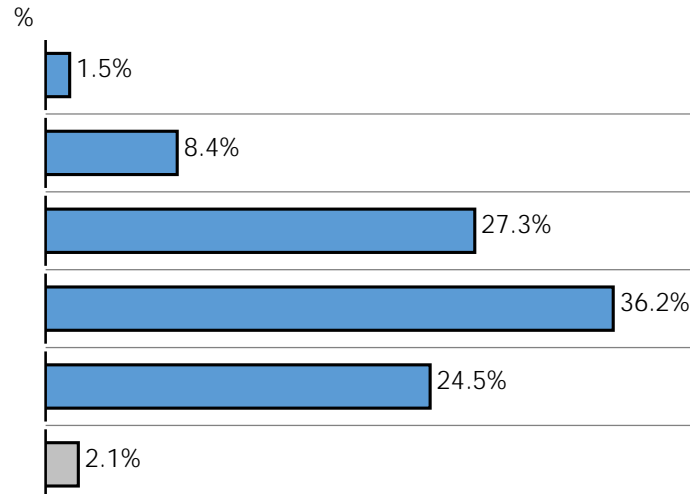
Key Results:

- Three in five Greater Hume residents (60.7%) expressed satisfaction with the information they receive about Council services and facilities, with 24.5% very satisfied.

- Just under one in ten residents (9.9%) are dissatisfied with Council's provision of information.

Figure 9-3-1   Satisfaction with Council Information Mean Comparison
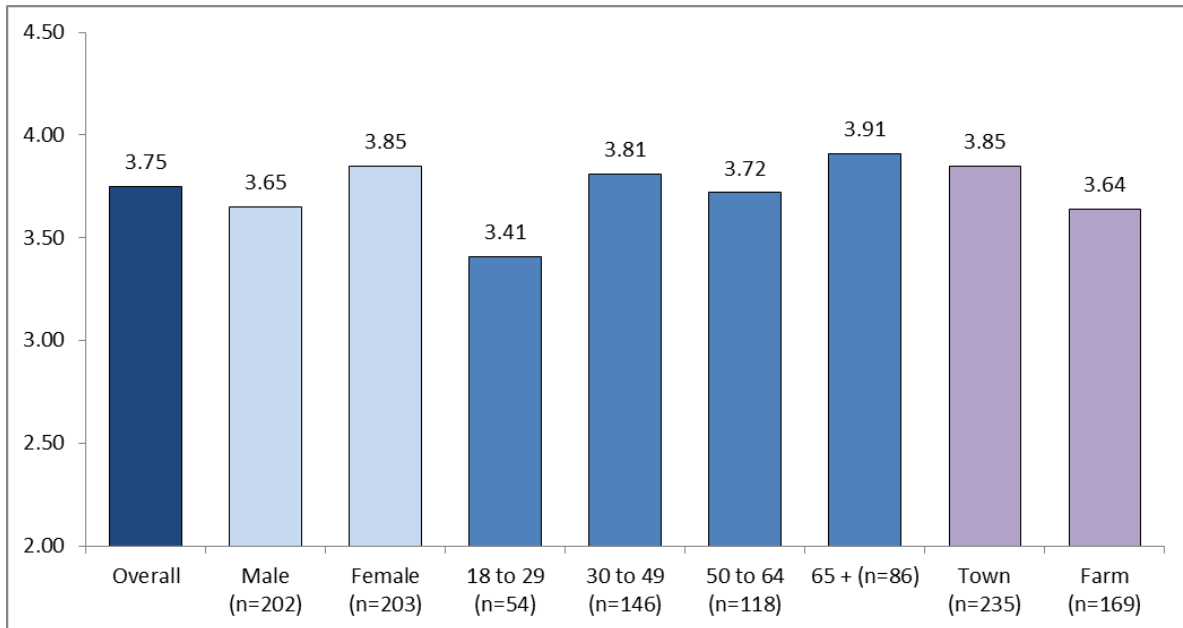
Key Results:

- Residents provided an overall mean satisfaction score of 3.75 out 5.0, which is a high tier satisfaction score and is statically significantly higher than the 3.57 recorded in 2012.

- Statistical testing exposed the following significant differences between key respondent characteristics:

  - Females (3.85) articulated higher satisfaction with the information they receive from Council than males (3.65).

  - Residents from towns or villages (3.85) were significantly more satisfied than those from farms or rural properties (3.64).

  - Residents aged 18 to 29 tears (3.41) were less satisfied than all other residents.

9.4 SUGGESTIONS FOR IMPROVING COUNCIL COMMUNICATION

Residents were asked to provide suggestions for ways that Greater Hume Shire Council can better communication with them on what Council is doing.

Figure 9-4-1   Suggestions for Improving Council Communication (n = 182)

Suggestion	Suggestion 1	Suggestion 2	Total
Newsletter/flyer	35.21%	27.50%	33.52%
Better relevant information	16.90%	7.50%	14.84%
Email	12.68%	5.00%	10.99%
Community forum/meeting	7.75%	12.50%	8.79%
Social media/website	8.45%	5.00%	7.69%
Unsure	4.23%	10.00%	5.49%
Door knocking/meet and greet	3.52%	10.00%	4.95%
Notice boards/Ads	4.23%	2.50%	3.85%
Newspaper features/articles	1.41%	10.00%	3.30%
Happy with current communications	2.82%	0.00%	2.20%
Radio	1.41%	5.00%	2.20%
TV	0.70%	5.00%	1.65%
Development committee	0.70%	0.00%	0.55%
	(n=142)	(n=40)	(n=182)

Key Results:

- Two thirds of residents (64.9%) were unable to provide any suggestions for improving Council Communication.

9.5 USE OF COUNCIL'S WEBSITE

Residents were asked if they had used council's website.

Figure 9-5-1   Use of Website (n = 405)
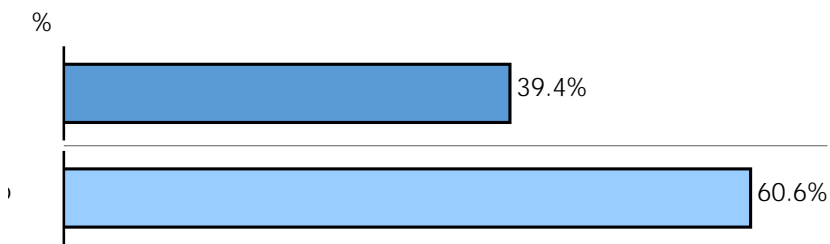
9.6 REASONS FOR NOT USING WEBSITE

Residents were asked why they hadn't used the website.

Figure 9-6-1   Reasons for Non-Use (n = 223)
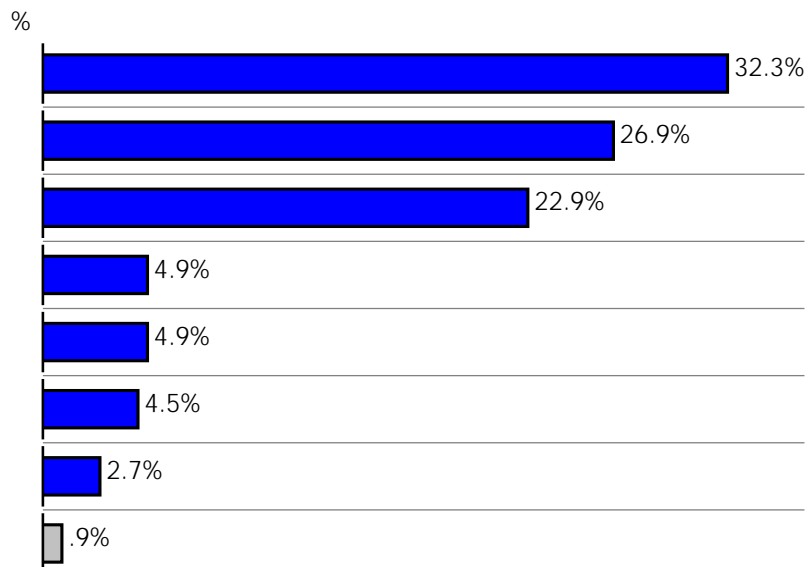
9.7 EFFECTIVENESS OF WEBSITE

Residents were asked if they found the information they required.

Figure 9-7-1   Found Information on Website (n = 151)

%

85.9%

14.1%
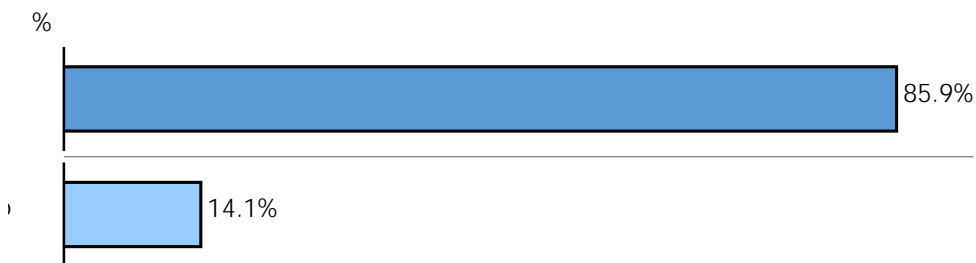
9.8 EASE OF USE

Residents were asked if they found the website easy to use.

Figure 9-8-1   Ease of Use (n = 151)

%

87.0%

13.0%
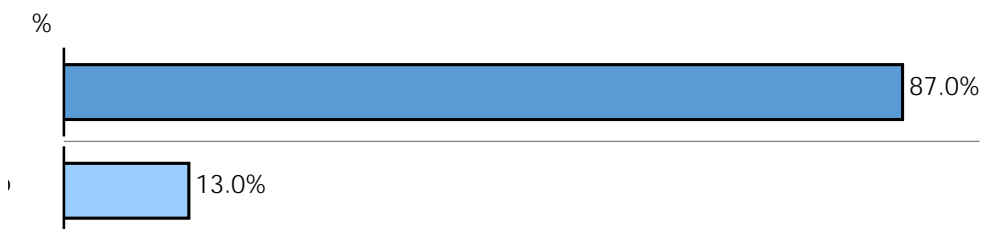
Key Results:

- Two in five residents indicated that they had used the website.

- The majority of residents (85.9%) who had used the website reported that they found the information they were seeking.

- The majority of residents (87.0%) who had used the website reported that they found it easy to use.

9.9 SUGGESTIONS FOR IMPROVEMENT

Residents were asked if they had any suggestions to improve the website.

Figure 9-9-1   Suggestions for Improvement (n = 38)
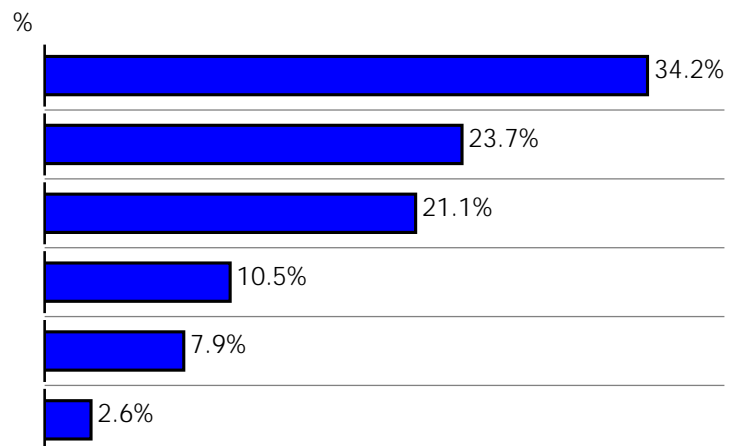
APPENDIX 1:   Survey Methodology

Fieldwork Dates

Survey Fieldwork was undertaken over the period 18th May to 23rd May 2016.

Sample Design

This was a telephone-based survey aiming to secure a response from approximately 400 residents from throughout the Greater Hume Shire Local Government Area. The survey unit was permanent residents of the Greater Hume Shire Area who had lived there for 6 months or longer. Respondents also had to be aged 18 years or older to qualify for an interview. The 2011 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub-optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area. Every household therefore had an

equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn, thereby reducing coverage error.

Data Collection

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call-backs were scheduled for a later time or day. Unanswered numbers were retried five times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. Non-private numbers and faxes reached during the selection process were excluded from the sample. The survey was implemented under IQCA quality guidelines.

Interviews were conducted using our computer-aided telephone interviewing (CATI) system, with 20 interviewers working during the survey period. Interviewers are trained before each survey to ensure they fully understand the questionnaire so that they can actively reduce errors associated with misunderstanding of what is being asked and non-response. Continuous interviewer monitoring was used as an additional safeguard against interviewer error, and post interview validations were conducted within five days of the close of the survey.

Interviewer Validation

Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey. As part of the validation process, 10% of respondents are contacted to verify up to four key variables collected during

survey, such as name, age and sex. The respondents to be validated are randomly generated by the CATI system.

Response

At the end of the survey period, 405 completed interviews had been collected. Table A-1-1 shows that a completion rate of 65.2% was achieved. That is, of all the households contacted, 65.2% completed the survey. This is considered a very good response rate for a regional or rural region.

Table A-1   Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	405
Refusals & terminated interviews	216
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	621
Completion rate	**65.2%**

Given the level of response to the survey and the fact that it represents a good random cross-section of the area, the findings presented in this report provide a good basis for gauging community opinion.

Weighting Adjustment

The final results have been weighted by the age and sex distribution of the population, as this provides the most accurate reflection of overall resident opinions. Table A-1-2 shows the weighting factor applied to the final data and its effect on the distribution of the sample across sub-groups.

Table A-1-2   Weights Applied to Final Data

	Target Sought			Sample Achieved			Weighted Factors		Overall Final Weighted Sample		
	Male (No.)	Female (No.)	Total (No.)	Male (No.)	Female (No.)	Total (No.)	Male	Female	Male (No.)	Female (No.)	Total (No.)
18 - 29	28	25	**53**	5	7	**12**	5.689	3.673	28	26	**54**
30 - 49	70	74	**144**	36	59	**95**	1.970	1.276	71	75	**146**
50 - 64	61	56	**117**	63	92	**155**	0.982	0.615	62	57	**119**
65+	41	44	**85**	77	66	**143**	0.537	0.680	41	45	**86**
Total	200	200	**399**	181	224	**405**			202	203	**405**

1. Weighting is based on age and geographic distribution of population, as recorded in the 2011 Census.

The proportions and frequency counts in this report are based on a combination of the above sex weights and an age weighting. Using weighted results means that, whilst large enough sub-samples have been achieved to make statistically valid comparisons between sub-groups, all sub-groups will contribute to the total sample result in proportion to their characteristics.

Survey Accuracy

When analysing results for the entire sample, the maximum error rate will be about ±5.0% at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within ±5.0% of the result achieved in this survey.

APPENDIX 2: Importance and Satisfaction Graphs

Table A-2-1   Infrastructure and Basic Services – Importance versus Satisfaction

Service/Facility	Importance	Satisfaction
Maintaining town roads	4.32	3.19
Maintaining sealed rural roads	4.40	3.04
Maintaining unsealed rural roads	4.18	2.74
Waste collection	4.26	4.01
Noxious weeds management and control on public land	4.27	3.06
Appearance of towns and villages	4.43	3.71
Provision and maintenance of Parks, Playgrounds and Reserves	4.27	3.91
Provision and Maintenance of sporting fields	4.23	3.87
Provision and Maintenance of public swimming pools	4.07	3.78
Maintenance of public toilets	4.40	3.68
Protection of heritage values and buildings	4.14	3.78
Provision of library services	4.01	4.02
Provision of services and facilities for older people	4.41	3.75
Provision of services and facilities for youth	4.32	3.06
Provision of community buildings and halls	4.29	3.67
Provision of footpaths and walking paths	4.23	3.38
Food safety in local eateries and restaurants	4.29	3.90
Protection of wetlands, natural environment and wildlife	4.16	3.76
Town planning and timely processing of building applications	4.08	3.47
Promoting economic development	4.26	3.36
Promotion of tourism	4.27	3.43
Customer Service provided to residents by Council staff	4.51	3.85
Informing the Community of Council decisions	4.53	3.56
Consulting with the Community	4.62	3.42
Council responsiveness to Community needs	4.60	3.30
Council Leadership and Advocacy	4.36	3.47

Figure A-2-2   Infrastructure and Basic Services – Importance 2012 v 2016

Service/Facility	2012	2016
Maintaining town roads	4.38	4.32
Maintaining sealed rural roads	4.46	4.40
Maintaining unsealed rural roads	4.17	4.18
Waste collection	4.26	4.26
Noxious weeds management and control on public land	*	4.27
Appearance of towns and villages	4.42	4.43
Provision and maintenance of Parks, Playgrounds and Reserves	4.25	4.27
Provision and Maintenance of sporting fields	4.19	4.23
Provision and Maintenance of public swimming pools	*	4.07
Maintenance of public toilets	4.38	4.40
Protection of heritage values and buildings	4.18	4.14
Provision of library services	4.10	4.01
Provision of services and facilities for older people	4.60	4.41
Provision of services and facilities for youth	4.39	4.32
Provision of community buildings and halls	4.18	4.29
Provision of footpaths and walking paths	4.39	4.23
Food safety in local eateries and restaurants	4.43	4.29
Protection of wetlands, natural environment and wildlife	4.20	4.16
Town planning and timely processing of building applications	4.02	4.08
Promoting economic development	4.22	4.26
Promotion of tourism	4.14	4.27
Customer Service provided to residents by Council staff	4.49	4.51
Informing the Community of Council decisions	4.51	4.53
Consulting with the Community	4.61	4.62
Council responsiveness to Community needs	4.66	4.60
Council Leadership and Advocacy	4.37	4.36

Figure A-2-3   Infrastructure and Basic Services – Satisfaction 2012 v 2016

Service/Facility	2012	2016
Maintaining town roads	2.95	3.19
Maintaining sealed rural roads	2.81	3.04
Maintaining unsealed rural roads	2.72	2.74
Waste collection	4.12	4.01
Noxious weeds management and control on public land	*	3.06
Appearance of towns and villages	3.78	3.71
Provision and maintenance of Parks, Playgrounds and Reserves	3.94	3.91
Provision and Maintenance of sporting fields	3.93	3.87
Provision and Maintenance of public swimming pools	*	3.78
Maintenance of public toilets	3.62	3.68
Protection of heritage values and buildings	3.80	3.78
Provision of library services	4.09	4.02
Provision of services and facilities for older people	3.74	3.75
Provision of services and facilities for youth	2.94	3.06
Provision of community buildings and halls	3.60	3.67
Provision of footpaths and walking paths	3.37	3.38
Food safety in local eateries and restaurants	3.88	3.90
Protection of wetlands, natural environment and wildlife	3.61	3.76
Town planning and timely processing of building applications	3.20	3.47
Promoting economic development	3.27	3.36
Promotion of tourism	3.45	3.43
Customer Service provided to residents by Council staff	3.67	3.85
Informing the Community of Council decisions	3.47	3.56
Consulting with the Community	3.38	3.42
Council responsiveness to Community needs	3.25	3.30
Council Leadership and Advocacy	3.46	3.47

Significant Improvement Since 2012

APPENDIX 3: Detailed Service Ratings

Figure A-3-1 Breakdown of Importance Ratings by Key Respondent Characteristics

Service/Facility	Overall	Gender		Age				Property Type	
		Male	Female	18 to 29	30 to 49	50 to 64	65 plus	Town or village	Rural Farm or Property
Maintaining town roads	4.32	4.21	4.44	4.25	4.30	4.46	4.22	4.31	4.34
Maintaining sealed rural roads	4.40	4.36	4.44	4.48	4.43	4.39	4.32	4.27	4.57
Maintaining unsealed rural roads	4.18	4.24	4.12	4.18	4.26	4.23	3.98	4.00	4.47
Waste collection	4.26	4.09	4.43	4.19	4.28	4.23	4.34	4.58	3.60
Noxious weeds management and control on public land	4.27	4.18	4.35	3.96	4.31	4.27	4.38	4.07	4.53
Appearance of towns and villages	4.43	4.29	4.56	4.44	4.30	4.44	4.60	4.59	4.20
Provision and maintenance of Parks, Playgrounds and Reserves	4.27	4.07	4.47	4.30	4.21	4.30	4.33	4.39	4.08
Provision and Maintenance of sporting fields	4.23	4.16	4.31	4.59	4.20	4.15	4.16	4.31	4.11
Provision and Maintenance of public swimming pools	4.07	3.91	4.23	3.93	4.13	4.10	4.00	4.10	4.00
Maintenance of public toilets	4.40	4.27	4.53	4.27	4.34	4.45	4.51	4.48	4.27
Protection of heritage values and buildings	4.14	3.93	4.34	3.96	4.16	4.10	4.27	4.20	4.03
Provision of library services	4.01	3.76	4.25	3.93	4.00	3.84	4.32	4.17	3.81
Provision of services and facilities for older people	4.41	4.32	4.48	4.09	4.31	4.44	4.69	4.44	4.35
Provision of services and facilities for youth	4.32	4.19	4.45	4.41	4.40	4.33	4.09	4.37	4.23
Provision of community buildings and halls	4.29	4.12	4.46	4.62	4.14	4.26	4.36	4.33	4.22
Provision of footpaths and walking paths	4.23	3.99	4.48	4.09	4.08	4.32	4.44	4.47	3.89
Food safety in local eateries and restaurants	4.29	4.13	4.44	4.41	4.14	4.41	4.29	4.43	4.10
Protection of wetlands, natural environment and wildlife	4.16	3.99	4.33	4.27	4.05	4.18	4.25	4.28	3.97
Town planning and timely processing of building applications	4.08	3.95	4.19	4.11	4.00	4.06	4.21	4.20	3.88
Promoting economic development	4.26	4.14	4.38	3.82	4.31	4.31	4.41	4.27	4.23
Promotion of tourism	4.27	4.14	4.40	4.38	4.19	4.18	4.47	4.40	4.08
Customer Service provided to residents by Council staff	4.51	4.31	4.70	4.51	4.41	4.52	4.65	4.58	4.39
Informing the Community of Council decisions	4.53	4.36	4.71	4.68	4.42	4.58	4.57	4.52	4.54
Consulting with the Community	4.62	4.52	4.72	4.86	4.57	4.62	4.55	4.66	4.56
Council responsiveness to Community needs	4.60	4.52	4.69	5.00	4.51	4.58	4.55	4.71	4.46
Council Leadership and Advocacy	4.36	4.26	4.46	4.35	4.25	4.40	4.49	4.45	4.22

Table A-3-2　Breakdown of Satisfaction Ratings by Key Respondent Characteristics

Service/Facility	Overall	Gender		Age				Property Type	
		Male	Female	18 to 29	30 to 49	50 to 64	65 plus	Town or village	Rural Farm or Property
Maintaining town roads	3.19	3.21	3.16	3.04	3.09	3.30	3.30	3.26	3.11
Maintaining sealed rural roads	3.04	3.03	3.05	2.93	2.83	3.07	3.44	3.12	2.96
Maintaining unsealed rural roads	2.74	2.84	2.64	2.70	2.65	2.69	3.03	2.93	2.50
Waste collection	4.01	4.11	3.92	3.55	3.86	4.19	4.36	4.24	3.55
Noxious weeds management and control on public land	3.06	2.96	3.15	2.95	3.16	2.93	3.10	3.23	2.84
Appearance of towns and villages	3.71	3.84	3.57	3.56	3.63	3.82	3.79	3.76	3.65
Provision and maintenance of Parks, Playgrounds and	3.91	3.89	3.92	3.68	3.92	3.92	4.02	3.97	3.81
Provision and Maintenance of sporting fields	3.87	3.74	4.00	3.51	3.88	3.88	4.06	3.94	3.73
Provision and Maintenance of public swimming pools	3.78	3.72	3.84	3.38	3.71	3.93	3.99	3.80	3.74
Maintenance of public toilets	3.68	3.66	3.70	2.75	3.77	3.86	4.01	3.73	3.62
Protection of heritage values and buildings	3.78	3.65	3.90	3.75	3.96	3.66	3.65	3.81	3.71
Provision of library services	4.02	3.80	4.24	3.43	4.13	4.01	4.28	4.10	3.87
Provision of services and facilities for older people	3.75	3.74	3.77	3.55	3.86	3.69	3.79	3.92	3.53
Provision of services and facilities for youth	3.06	3.09	3.02	2.93	2.94	3.12	3.33	3.07	3.03
Provision of community buildings and halls	3.67	3.63	3.71	3.79	3.62	3.62	3.74	3.75	3.55
Provision of footpaths and walking paths	3.38	3.43	3.33	3.17	3.44	3.43	3.34	3.40	3.35
Food safety in local eateries and restaurants	3.90	3.91	3.89	3.86	3.89	3.98	3.82	4.00	3.78
Protection of wetlands, natural environment and wildlife	3.76	3.69	3.84	3.85	3.80	3.67	3.75	3.81	3.66
Town planning and timely processing of building applications	3.47	3.44	3.50	3.79	3.40	3.38	3.51	3.54	3.39
Promoting economic development	3.36	3.36	3.36	3.20	3.36	3.44	3.38	3.43	3.28
Promotion of tourism	3.43	3.45	3.40	3.07	3.38	3.57	3.55	3.52	3.31
Customer Service provided to residents by Council staff	3.85	3.69	4.01	3.72	3.87	3.77	4.02	3.87	3.84
Informing the Community of Council decisions	3.56	3.47	3.65	3.65	3.53	3.50	3.63	3.59	3.53
Consulting with the Community	3.42	3.35	3.49	3.20	3.36	3.51	3.55	3.43	3.41
Council responsiveness to Community needs	3.30	3.31	3.30	3.04	3.28	3.37	3.43	3.28	3.34
Council Leadership and Advocacy	3.47	3.47	3.46	3.23	3.46	3.52	3.58	3.48	3.49

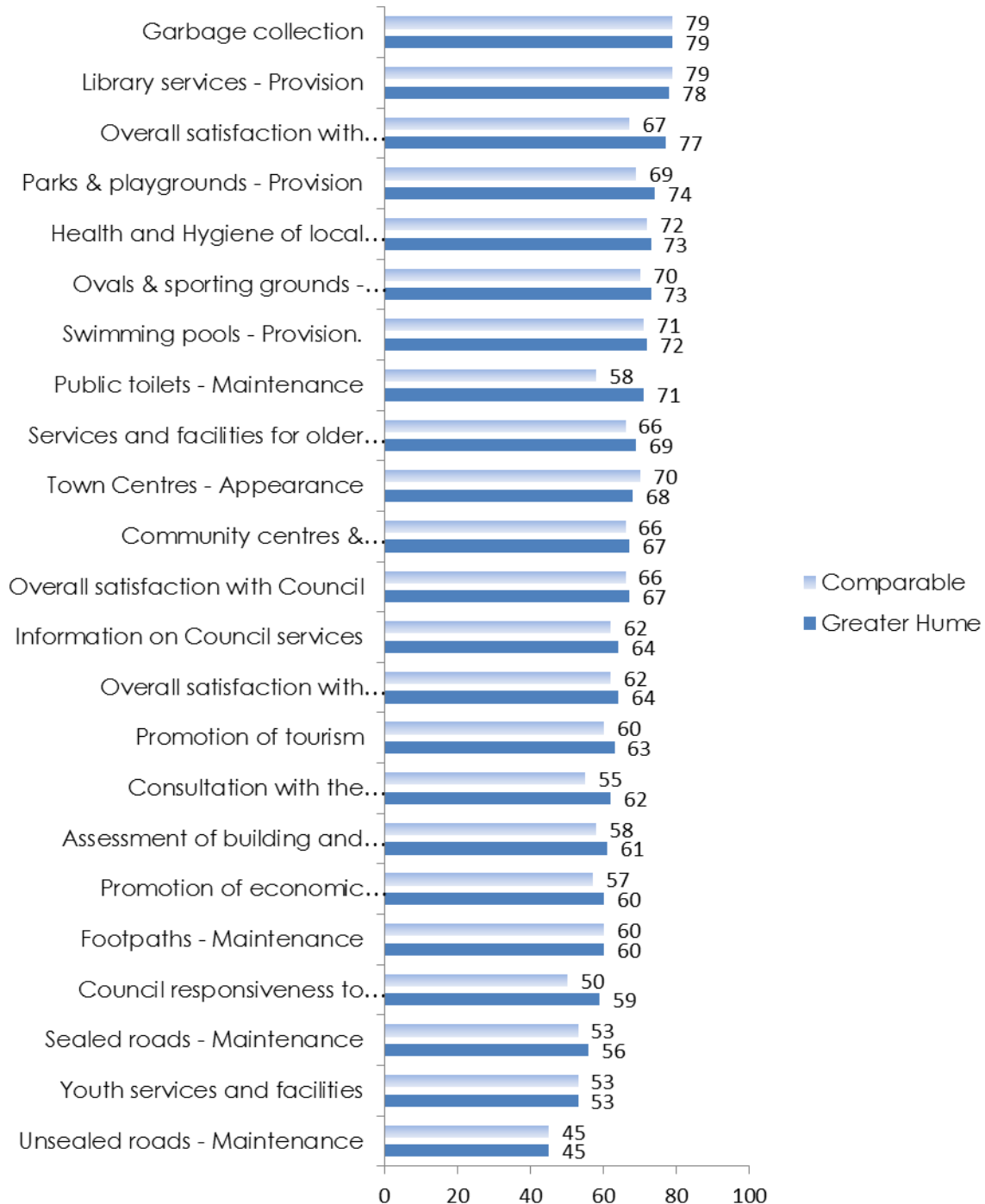## Table A-3-3 Breakdown of Various Satisfaction and Agreement Ratings by Key Respondent Characteristics

Service/Facility	Overall	Gender		Age				Property Type	
		Male	Female	18 to 29	30 to 49	50 to 64	65 plus	Town or village	Rural Farm or Property
How would you rate your overall satisfaction with Greater Hume Shire Council	3.68	3.65	3.71	3.73	3.63	3.67	3.76	3.73	3.64
Do you think the services and facilities provided by Greater Hume Shire Council are value for money.	3.17	3.13	3.21	2.51	3.23	3.22	3.41	3.34	3.00
How satisfied are you with the overall performance of Council's staff in dealing with your enquiries.	4.09	4.13	4.05	3.89	4.17	3.98	4.24	4.07	4.19
How satisfied are you with the overall performance of the Mayor and Councillors.	3.51	3.53	3.48	3.04	3.52	3.48	3.79	3.53	3.51
'Local Greater Hume Shire Councillors represent a broad range of communiy views fairly'	3.39	3.35	3.42	2.89	3.39	3.41	3.68	3.44	3.36
'People in the Greater Hume Shire are generally proud of their area.'	4.19	4.16	4.22	3.68	4.24	4.26	4.34	4.18	4.18
'The Greater Hume Shire as a place to live, work and visit, is well thought of by outsiders.'	3.78	3.79	3.77	3.28	3.82	3.73	4.15	3.79	3.77
Thinking about how the Greater Hume Shire is today. How would you rate Greater Hume Shire as a place to LIVE.	4.20	4.25	4.15	4.17	4.20	4.23	4.18	4.16	4.24
Thinking about how Greater Hume Shire is today. How would you rate Greater Hume Shire as a place to WORK.	3.60	3.58	3.62	2.96	3.66	3.82	3.65	3.53	3.71
How satisfied are you with information you receive from Council about services and facilites.	3.75	3.65	3.85	3.41	3.81	3.72	3.91	3.85	3.64

Legend:

	Value is statistically higher than the other marked values across that characteristic
	Value is statistically lower than the other marked values across that characteristic

APPENDIX 4: Benchmarking Data

Table A-4-1   Benchmark Data

Category	Comparable	Greater Hume
Garbage collection	79	79
Library services - Provision	79	78
Overall satisfaction with...	67	77
Parks & playgrounds - Provision	69	74
Health and Hygiene of local...	72	73
Ovals & sporting grounds -...	70	73
Swimming pools - Provision.	71	72
Public toilets - Maintenance	58	71
Services and facilities for older...	66	69
Town Centres - Appearance	70	68
Community centres &...	66	67
Overall satisfaction with Council	66	67
Information on Council services	62	64
Overall satisfaction with...	62	64
Promotion of tourism	60	63
Consultation with the...	55	62
Assessment of building and...	58	61
Promotion of economic...	57	60
Footpaths - Maintenance	60	60
Council responsiveness to...	50	59
Sealed roads - Maintenance	53	56
Youth services and facilities	53	53
Unsealed roads - Maintenance	45	45

APPENDIX 5:   Reasons for Dissatisfaction

Residents who indicated that they were dissatisfied with any particular service/facility, were asked the reason for their dissatisfaction. The code responses are displayed below.

Figure A-5-1   Maintaining town roads (n= 67)

%
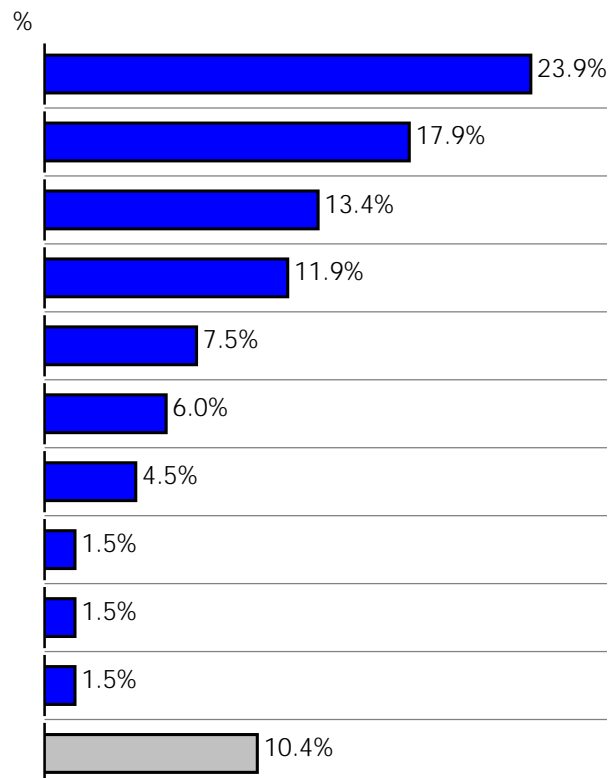
Figure A-5-2   Maintaining sealed rural roads (n=89)

%

	27.0%
	25.8%
	18.0%
	6.7%
	4.5%
	4.5%
	4.5%
	2.2%
	1.1%
	5.6%
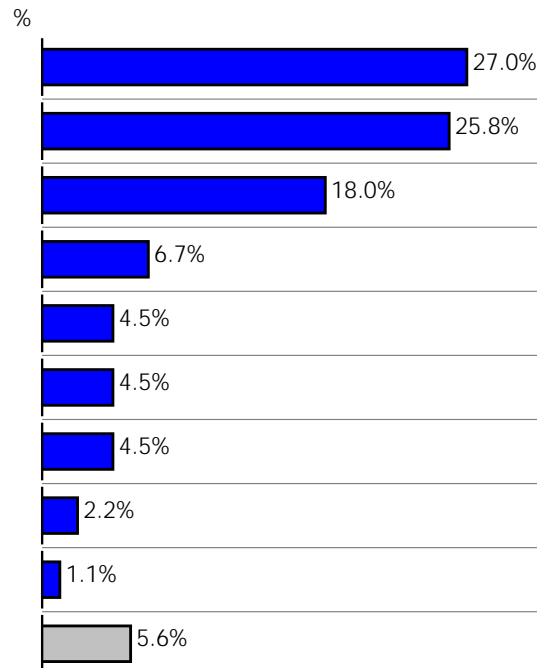
Figure A-5-3   Maintaining unsealed rural roads (n=115)

%

	31.3%
	25.2%
	20.0%
	13.0%
	2.6%
	1.7%
	.9%
	.9%
	4.3%
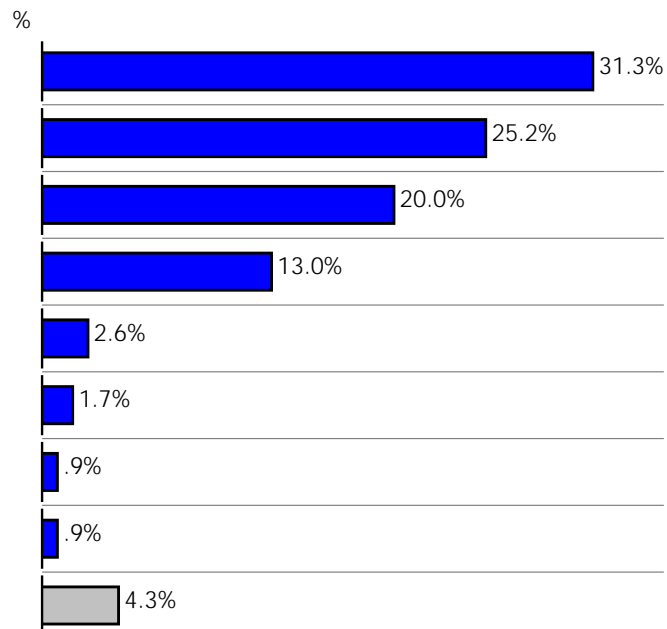
Figure A-5-4   Waste collection (n=36)

%

	47.2%
	19.4%
	19.4%
	8.3%
	2.8%
	2.8%
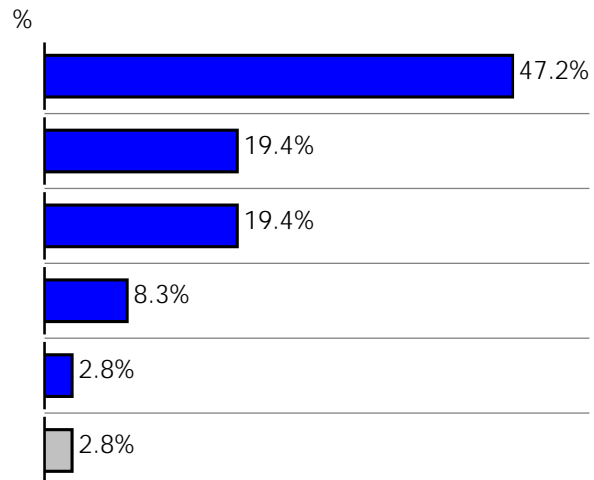
Figure A-5-5   Noxious weeds (n=80)

%

	57.5%
	15.0%
	12.5%
	6.3%
	2.5%
	2.5%
	3.8%
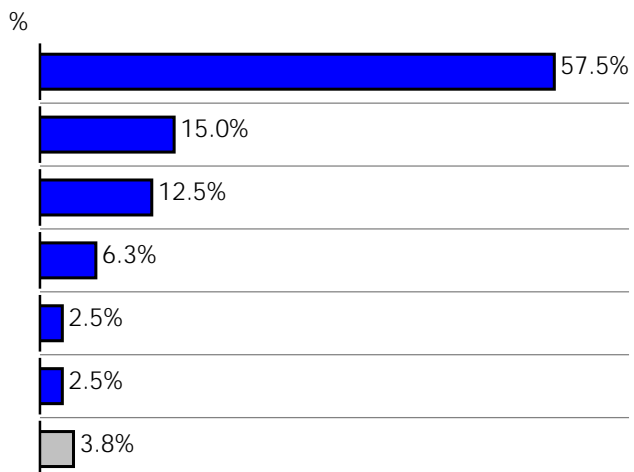
Figure A-5-6   Appearance of towns and villages (n=25)

%

32.0%

24.0%

20.0%

12.0%

8.0%

4.0%
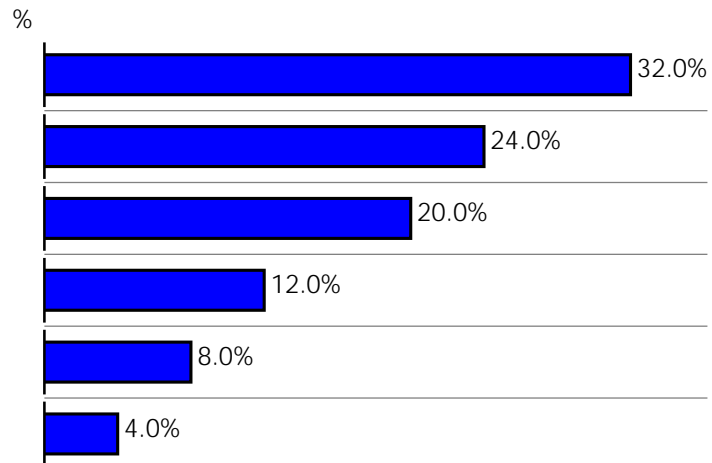
Figure A-5-7   Parks and Playgrounds (n=14)

%

50.0%

21.4%

14.3%

7.1%

7.1%
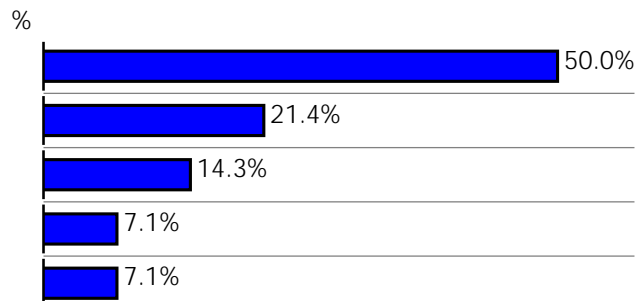
Figure A-5-8   Sporting Fields (n=8)

%

37.5%

37.5%

12.5%

12.5%
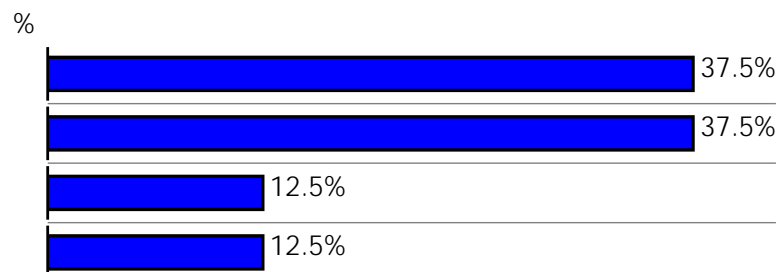
Figure A-5-9   Swimming Pools (n=19)

%

	52.6%
	26.3%
	10.5%
	5.3%
	5.3%
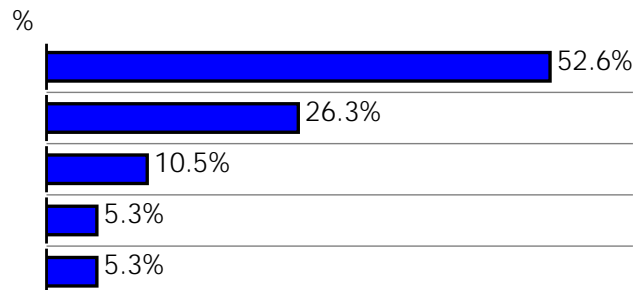
Figure A-5-10   Public Toilets (n=11)

%

	45.5%
	27.3%
	27.3%
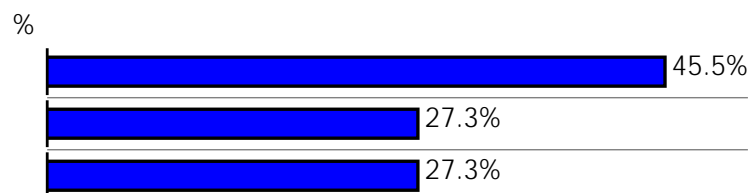
Figure A-5-11   Heritage Values and Buildings (n=22)

%

	27.3%
	27.3%
	18.2%
	13.6%
	9.1%
	4.5%
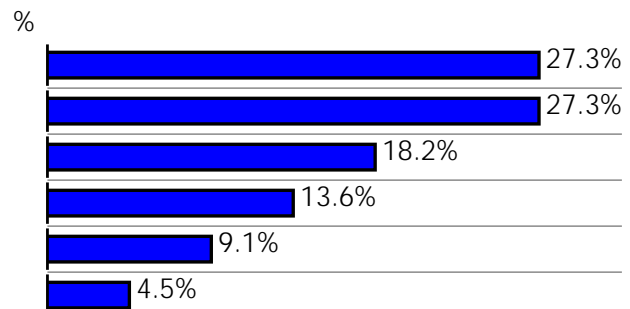
Figure A-5-12   Libraries (n=16)

%

	37.5%
	31.3%
	12.5%
	12.5%
	6.3%
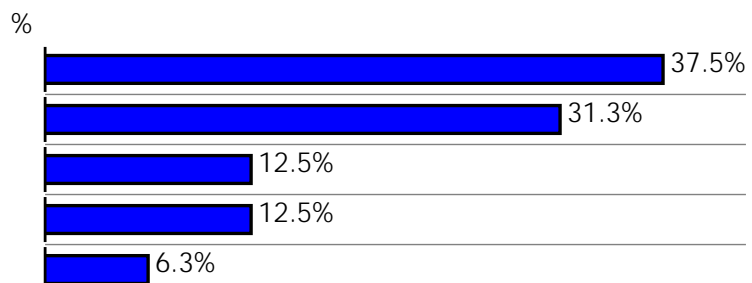
Figure A-5-13 Services for Older People (n=25)

%

	40.0%
	24.0%
	16.0%
	16.0%
	4.0%
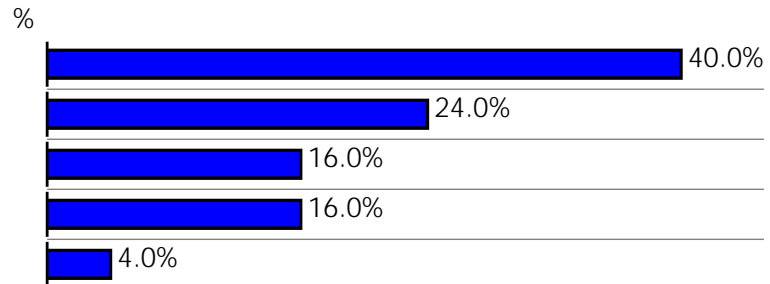
Figure A-5-14 Services for Youth (n=69)

%

	44.9%
	42.0%
	10.1%
	2.9%
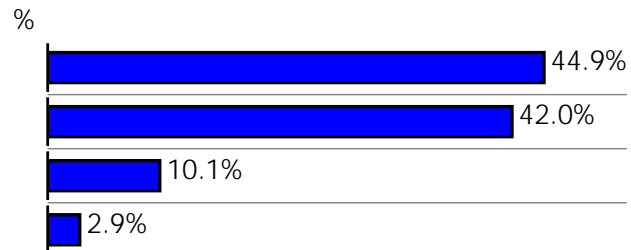
Figure A-5-15 Community Building and Halls (n=24)

%

	45.8%
	25.0%
	16.7%
	8.3%
	4.2%
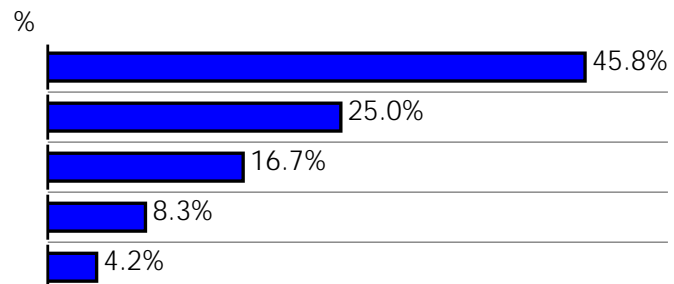
Figure A-5-16   Footpaths (n=67)

%

41.8%
32.8%
13.4%
7.5%
3.0%
1.5%
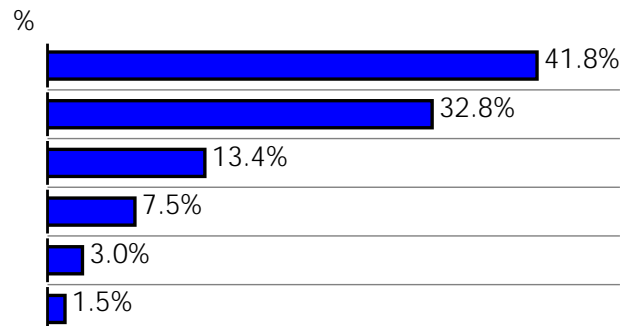
Figure A-5-17   Food Safety (n=15)

%

86.7%
6.7%
6.7%
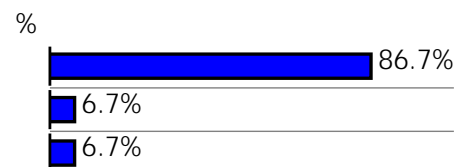
Figure A-5-18   Protecting Natural Environment (n=17)

%

76.5%
17.6%
5.9%
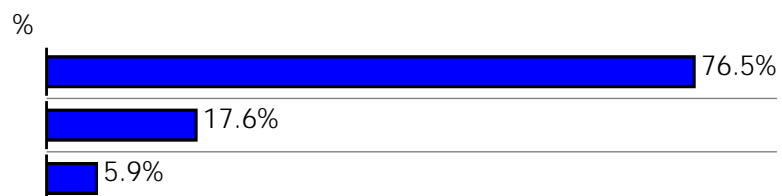
Figure A-5-19   Town Planning & Building Applications (n=30)

%

46.7%
23.3%
16.7%
13.3%
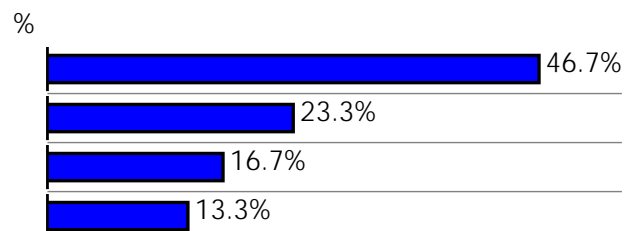
Figure A-5-20 Promoting Economic Development (n=39)

%

	%
	43.6%
	33.3%
	10.3%
	5.1%
	7.7%
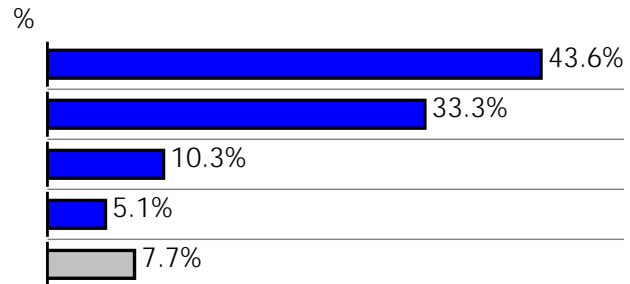
Figure A-5-21 Promotion of Tourism (n=36)

%

	%
	38.9%
	36.1%
	16.7%
	5.6%
	2.8%
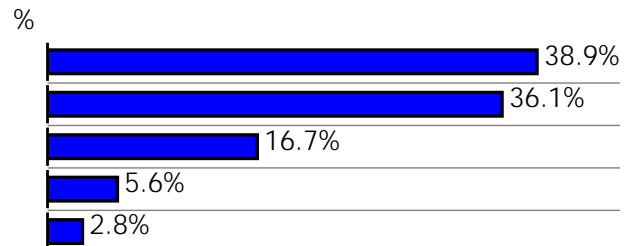
Figure A-5-22 Customer Service (n=20)

%

	%
	35.0%
	25.0%
	15.0%
	10.0%
	5.0%
	10.0%
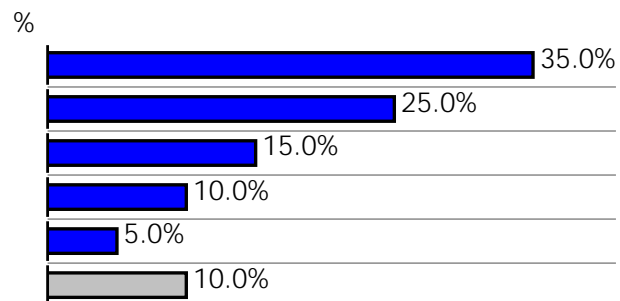
Figure A-5-23 Informing the Community (n=44)

%

	%
	52.3%
	20.5%
	13.6%
	4.5%
	9.1%
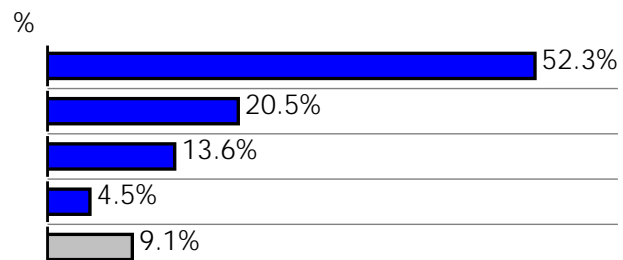
Figure A-5-24   Consulting with the Community (n=46)

%

- 65.2%
- 23.9%
- 6.5%
- 4.3%
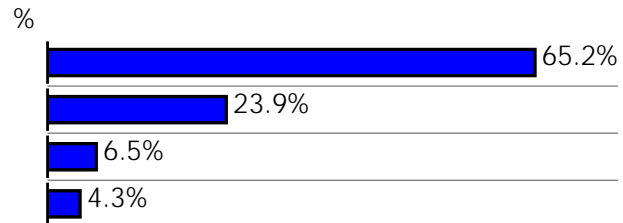
Figure A-5-25   Council Responsiveness (n=49)

%

- 34.7%
- 20.4%
- 18.4%
- 10.2%
- 6.1%
- 10.2%
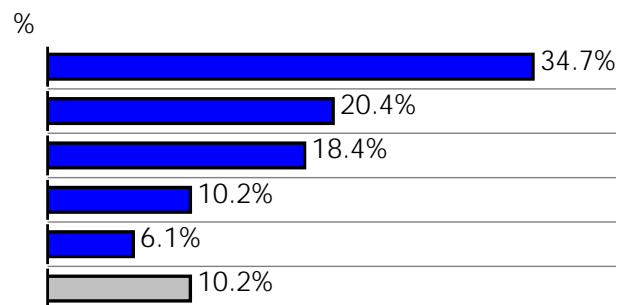
Figure A-5-26   Council Leadership and Advocacy (n=29)

%

- 41.4%
- 24.1%
- 17.2%
- 10.3%
- 3.4%
- 3.4%