

# Summary of the Community Survey 2016



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# Introduction



## INTRODUCTION

This report presents a summary of 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 customer service.

The main findings of the survey are summarised under the key report headings over the next few pages.

## METHODOLOGY

The survey fieldwork was carried out on the IRIS Computer Aided Telephone Interviewing (CATI) system from 18 May to 23 May 2016. 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 completed interviews were conducted, with as representation distribution across age, gender and wards.

## OVERALL PERFORMANCE

Six in ten Greater Hume Shire residents (62.1% 2012:58.7%) are either satisfied (49.7%) or very satisfied (12.4%) with Council's overall performance, 30.4% neutral and 5.8% (2012:6.6%) dissatisfied. This resulted in an overall mean satisfaction score of 3.68 (2012:3.59) out of 5, which is a medium level satisfaction rating.

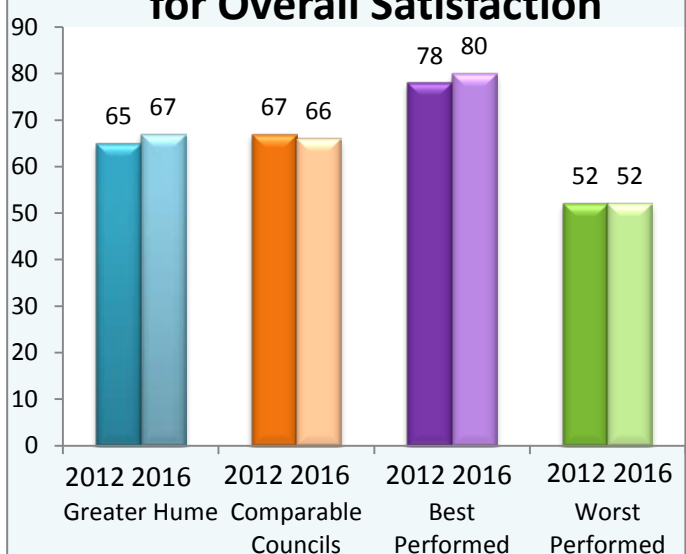
Further testing revealed that residents aged over 65 or older (3.76) were more satisfied than those aged 30 – 49 years (3.63). Additionally those who reside in a town or village (3.65) were less satisfied than those who reside on a farm or rural property (3.71). This differs from the 2012 survey where town residents were more satisfied than those who reside on a farm or rural property.

Greater Hume Shire Council is performing slightly above comparable councils, as seen in the figure opposite.

## SAMPLE DEMOGRAPHICS

Characteristic	Proportion (%)
<b>Gender</b>	
Male	50%
Female	50%
<b>Age Group</b>	
18-24 years	13.4%
25-39 years	36.1%
40-54 years	29.2%
55 years +	21.3%
<b>Pay Rates</b>	
Pay Council rates ourselves	95.4%
Landlord pays Council rates	4.6%
<b>Type of Property</b>	
Town or Village	56.9%
Rural farm or property	42.2%
Not Stated	.9%

## Benchmark Comparisons for Overall Satisfaction





# Finance & Customer Service



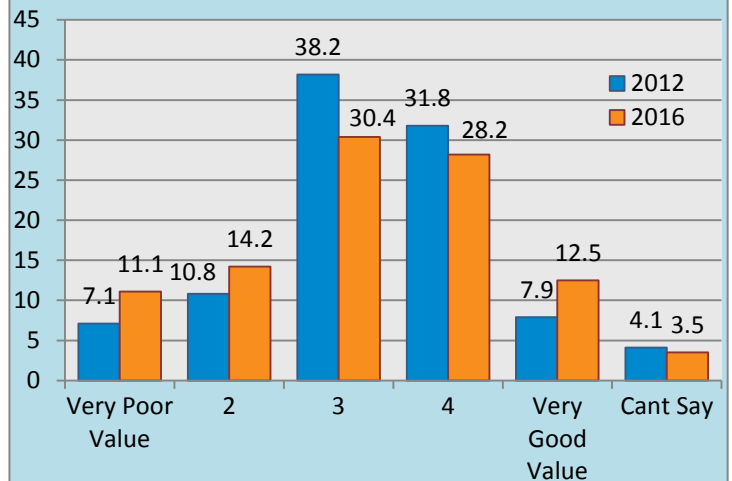
## COUNCIL FINANCES

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 and other Council charges, two in five residents 40.7% (2012:39.7%) stated that they receive good value. In contrast, 25.3% (2012:17.9%) of residents indicated that they receive poor value for money.

Overall value for money achieved a mean score of 3.17 out of 5 which is a medium level score and slightly lower than the 2012 score of 3.24.

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

## Perceived Value for Money



## CUSTOMER SERVICE and COMMUNICATION

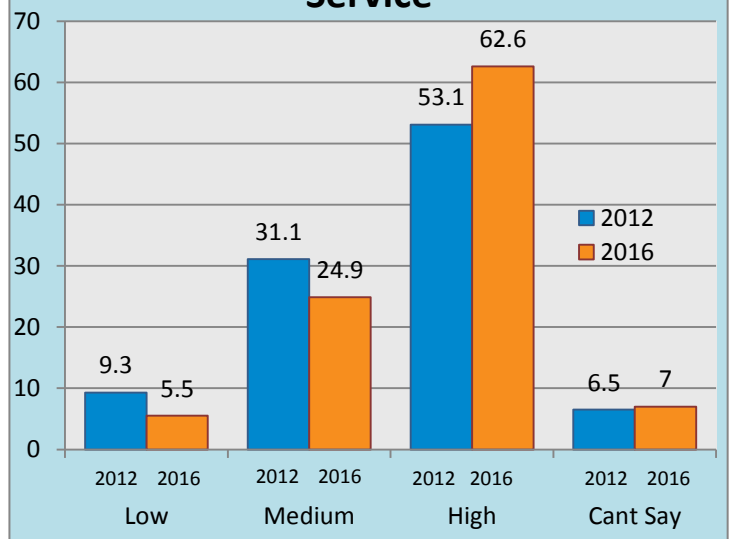
Customer Service with a mean satisfaction score of 3.85, ranks in the 'high' satisfaction range (score of 3.75 and higher).

Three in five residents (62.6%) (2012:53.1%) in Greater Hume are satisfied with customer service provided to residents by Council staff, whilst residents dissatisfied or very dissatisfied fell to 5.5% (2012:9.3%).

Whilst the mean satisfaction score of Council responsiveness to community needs 3.30 (2012: 3.24) and consulting with the community 3.42 (2012: 3.37) have improved marginally, both services sit within the medium satisfaction level.

Those aged 30 – 49 (4.17) and 65 years and older (4.24) were statistically more satisfied with overall staff performance than those in other age groups.

## Satisfaction with Customer Service



# Benchmarking Data with Comparable Councils



Benchmark	Greater Hume	Comparable	Best	Worst
Unsealed roads - Maintenance	45	45	59	37
Youth services and facilities	53	53	73	41
Sealed roads - Maintenance	56	53	67	34
Council responsiveness to Community needs	59	50	61	43
Footpaths - Maintenance	60	60	66	43
Promotion of economic development & job opportunities	60	57	68	45
Assessment of building and development applications	61	58	72	38
Consultation with the community by Council	62	55	83	45
Promotion of tourism	63	60	75	51
Overall satisfaction with Councillors	64	62	66	51
Information on Council services	64	62	71	49
Overall satisfaction with Council	67	66	80	52
Community centres & community halls - Provision	67	66	73	56
Town Centres - Appearance	68	70	87	47
Services and facilities for older people	69	66	82	46
Public toilets - Maintenance	71	58	71	40
Swimming pools - Provision	72	71	83	58
Ovals & sporting grounds - Provision	73	70	87	60
Health and Hygiene of local eateries	73	72	80	59
Parks & playgrounds - Provision	74	69	88	58
Overall satisfaction with Council staff	77	67	77	56
Library services - Provision	78	79	86	66
Garbage collection	79	79	91	59
Best = Highest score recorded for any council				
Worst = Lowest score recorded for any Council				

## BENCHMARKING DATA

This table indicates that comparatively Council is performing well in the following areas:

- Council responsiveness to community needs
- Consultation with the community by Council
- Provision of parks and playgrounds
- Overall satisfaction with Council staff

Conversely when benchmarking against comparable Councils, Council is not performing as well in the:

- Appearance of town centres
- Provision of Library Services

# Rating Council Services and Facilities

The survey report calculated a mean score for each service or facility area into the following satisfaction categories:

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 weed 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	3.8	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	3.6	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 good 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

## SATISFACTION RATINGS

Level	Mean score range
High	3.75-5.00
Medium	3.00-3.74
Low	Below 3.00

Mean satisfaction scores ranged from 2.74 in the lowest tier, up to 4.02 out of 5.0 in the highest tier.

Residents were least satisfied with

- maintenance of roads, including unsealed rural roads which was the only service to record a low range mean satisfaction score.

Meanwhile, Greater Hume Shire residents were most satisfied with:

- Provision of Library Services (4.02), and;
- Waste Collection (4.0).

# Priorities and Perception



## PRIORITISING SERVICES AND FACILITIES

Initially there were 26 services and facilities measured in this survey, however after applying quadrant 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. The table to the right outlines the services and facilities that were identified as not meeting resident expectations across the entire LGA in either quadrant or gap analysis

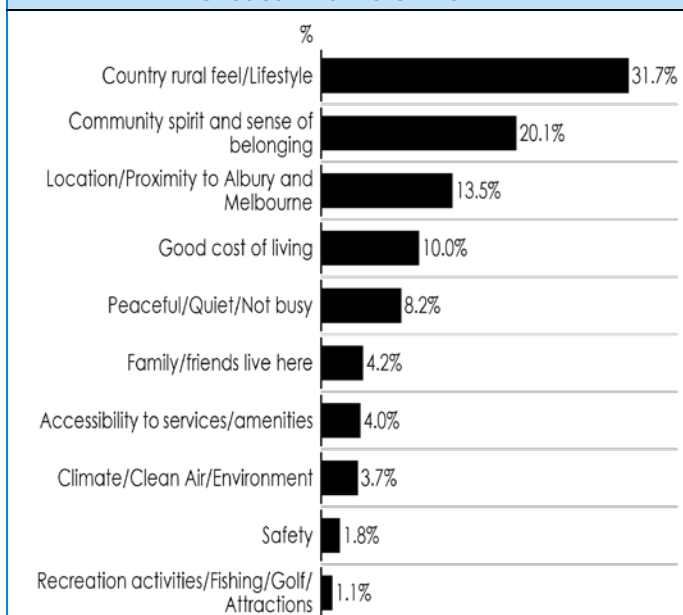
## MAJOR ISSUES OF CONCERN

Residents were asked to identify the town issues that they feel are the most important issues facing the Greater Hume Shire Council today. Transport/Roads/Parking emerged as the key issue facing the area today, mentioned by 21.5% of residents, and business growth and economic stability was mentioned by 11.7%.

### 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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of services and facilities for youth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Council responsiveness to Community needs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consulting with the Community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintaining town roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Council Leadership and Advocacy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Maintaining unsealed rural roads		<input checked="" type="checkbox"/>
Noxious weeds management and		<input checked="" type="checkbox"/>
Informing the Community of Council decisions		<input checked="" type="checkbox"/>
Promoting economic development		<input checked="" type="checkbox"/>

### The main thing liked about Greater Hume Shire



## IMAGE PERCEPTIONS OF GREATER HUME SHIRE

The large majority of residents (82.6%) (2012:86.4%) in the Greater Hume Shire are generally proud of their area resulting in a high level mean agreement score of 4.19 (2012:4.26).

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 (2012:3.75).

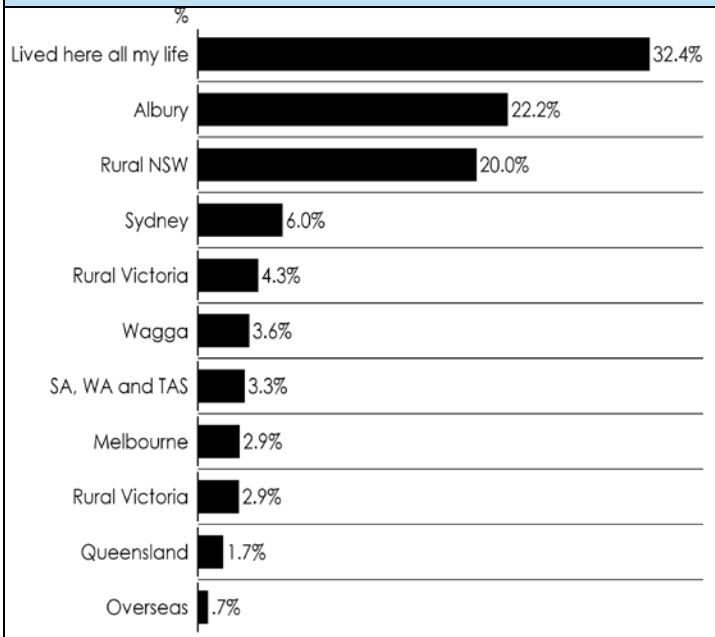
Four in five residents 80.1% (2012:76.3%) believe that the Greater Hume Shire is a better place to live compared to other areas, however slightly less than half of residents 47.5% (2012:52.5%) feel that the area is a better place to work and do business compared to other areas.

The main thing that residents like about the Greater Hume shire is the country rural feel/lifestyle (31.7%).



# Sources of Residents & Communication

## Sources of Greater Hume Shire Residents



## MOVING TO GREATER HUME SHIRE

32.4% (2012:26.9%) of residents have lived in the Shire all their lives, whilst 61.6% had moved to the region later in life.

Albury is the most common source of new residents with 22.2% of residents moving from this location. Rural NSW 20%, Sydney 6.0%, Rural Victoria 4.3% and Wagga Wagga 3.6% round out the top 5 places that Greater Hume residents lived at previously.

40.1% of the Greater Hume Shire residents who had relocated from somewhere else, spent more than 15 years living at that previous location.

Of the residents who had relocated, 29.2% said that they moved because they had family in the area. 24.4% of new residents said they came to the area for the rural/country atmosphere and 22.5% stated they moved for local work.

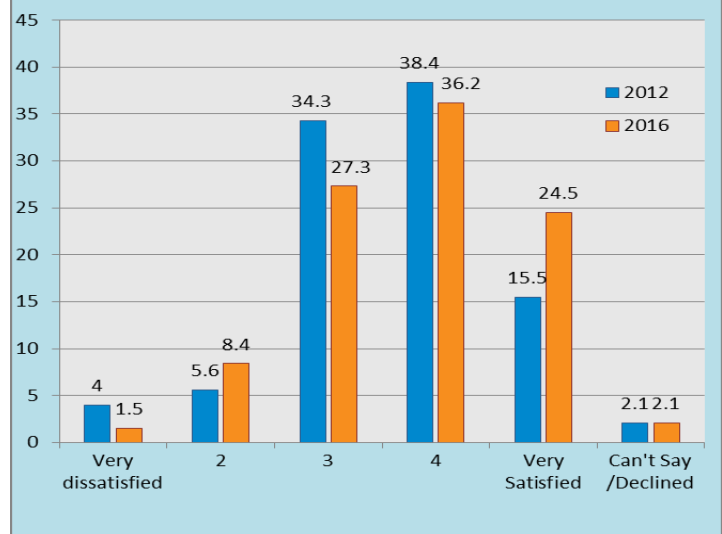
## COUNCIL COMMUNICATION

The majority of residents 55.7% (2012:63.7%) receive their information about Council services, facilities and events through Community Newsletters. This is also the most commonly preferred source of information 50.1% (2012:62.5%).

Over half of residents 60.7% (2012:53.9%) were satisfied with the information they receive from Council about services and facilities, with 9.9% (2012:9.6%) expressing dissatisfaction.

When asked to provide suggestions to improve communication, two thirds of residents 64.9% (2012:54.6%) could not provide any suggestions. The most common suggestion was to use the newsletter/flyer.

## Satisfaction with Receiving information





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