



Greater Hume Shire Council Community Satisfaction Survey 2019

Final Report

Prepared for
Greater Hume Shire Council

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Key Findings

- ▶ **Fifty three percent (53%) of residents are satisfied** with Greater Hume Shire Council as an organisation.
- ▶ **Ten percent (10%) of residents are dissatisfied.**
- ▶ The average satisfaction **overall satisfaction rating was 3.53**. This is a medium level satisfaction score.
- ▶ Average **overall community satisfaction has declined 0.15 pts** since 2016. **This change is not statistically significant.**
- ▶ There is a clear, consistent **difference in satisfaction by location** with **town residents generally more satisfied** with Council's performance than their rural counterparts.
- ▶ Residents aged **65 plus years are more satisfied than younger residents.**
- ▶ **Overall satisfaction** with Greater Hume Shire Council **is in line with comparable regional councils** in New South Wales.
- ▶ **Ratings for key services** such as maintenance of roads are **becoming more polarised** with fewer residents providing a neutral rating of 3.
- ▶ **Council needs to effectively communicate its efforts in improving services** to ensure these differences result in higher satisfaction.

Introduction

IRIS Research was commissioned by Greater Hume Shire Council to conduct a Community Satisfaction Survey in 2019 that tracks Council's performance in service delivery; identifies priority areas; and evaluates Council's communication strategies.

The broad objectives for the Community Satisfaction Survey process were to:

- ▶ Measure the importance of, and satisfaction with, services and facilities provided by Council
- ▶ Compare levels of satisfaction for Council's services, facilities and customer service with that for similar councils
- ▶ Aid Council in identifying service-use priorities for the community
- ▶ Assist Council in understanding resident perceptions of the Greater Hume Shire as a place to live, work and do business.

Summary of Findings

The Community Satisfaction Survey 2019 collected 402 completed responses from residents of Greater Hume Shire Council aged 18 years and over.

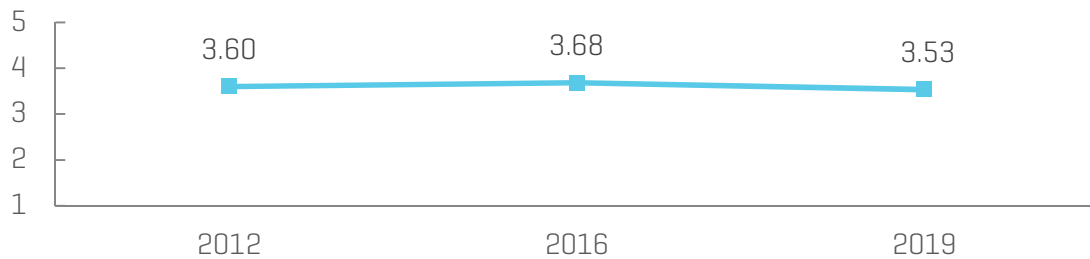
Satisfaction

Overall satisfaction with Greater Hume Shire Council as an organisation is **3.53** out of 5, a result which has declined 0.15 pts since 2016.

Fifty-three percent of Greater Hume Shire Council residents are satisfied with Council as an organisation while ten percent are dissatisfied. Residents aged 65 plus years and residents who live in towns are significantly more satisfied with Council compared to younger residents and those who live in rural areas.

Council's benchmarked overall satisfaction result (63 pts) is **performing in line** with the average of comparable regional councils in NSW (66 pts).

Figure 1 Overall satisfaction over time



Value for Money

Sixty-eight percent (68%) of residents believe the services and facilities provided by Council are value for money. There are no significant differences among subgroups, which shows that perceptions of value for money do not depend upon the demographic profile of the resident.

Residents who believe services are value for money have **higher satisfaction** with services and facilities and **higher perceptions** of the Greater Hume Shire as a place to live and work.

The main reasons given by residents who do not believe services are value for money are that:

1. rural areas miss out
2. rates revenue can be better allocated; and
3. the quality of services and facilities are unsatisfactory given the level of rates.

Performance of Key Service Areas

Respondents were asked to rate their satisfaction with 26 Council services and facilities using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied'.

The summary tables for Council services and facilities contain several measures:

- ▶ **2019** refers to the average satisfaction rating from the Community Satisfaction Survey 2019
- ▶ **2016** refers to the average satisfaction rating from the Community Satisfaction Survey 2016
- ▶ **Internal Benchmark** indicates [by way of arrows] whether there was a statistically significant increase or decrease in performance since the previous survey
- ▶ **External Benchmark** indicates how Council performed against an average of comparable regional councils in NSW. Not all services were able to be benchmarked
- ▶ **Strategic Location** refers to the location in the Performance / Importance Quadrant [see Section 3.1].

Infrastructure & Basic Services

Table 1 summarises *Infrastructure & Basic Services*. In the context of Council's service delivery, **appearance of towns and villages** and **waste collection** are strategic advantages, meaning they are above-average performers with a high impact on creating overall satisfaction. However, the performance of waste collection has declined since 2016 and is performing below comparable councils.

Roads services are also performing below average. Maintenance of **town roads** and **unsealed rural roads** are key vulnerabilities and are Council's foremost priorities within this category.

Table 1 Summary of Infrastructure & Basic Services

INFRASTRUCTURE & BASIC SERVICES	2019	2016	Internal Benchmark	External Benchmark	Strategic Location
Appearance of towns and villages	3.9	3.7	↔	↔	Strategic Advantage
Waste collection	3.8	4.0	↓	↓	Strategic Advantage
Maintaining town roads	3.2	3.2	↔	↔	Key Vulnerability
Noxious weeds management and control on public land	3.1	3.1	↔	-	Potential Vulnerability
Maintaining sealed rural roads	2.8	3.0	↓	-	Potential Vulnerability
Maintaining unsealed rural roads	2.6	2.7	↔	↓	Key Vulnerability

Community & Lifestyle Services

Table 2 summarises *Community & Lifestyle Services*. Almost all services have maintained their level of performance since 2016. The exception is **town planning and timely processing of building applications**, which has declined since 2016.

Maintenance of public toilets is outperforming comparable regional councils in NSW while **provision of services and facilities for older people** is underperforming.

Fourteen of the fifteen services within this category have a below-average impact on overall satisfaction and so have been categorised as differentiators or potential vulnerabilities. **Youth services and facilities** is a key vulnerability and is Council's foremost priority within this category.

Table 2 Summary of Community & Lifestyle Services

COMMUNITY & LIFESTYLE SERVICES	2019	2016	Internal Benchmark	External Benchmark	Strategic Location
Provision of library services	4.1	4.0	↔	↔	Differentiator
Provision and maintenance of public swimming pools	3.9	3.8	↔	↔	Differentiator
Provision and maintenance of sporting fields	3.8	3.9	↔	↔	Differentiator
Food safety in local eateries and restaurants	3.8	3.9	↔	↔	Differentiator
Provision and maintenance of parks, playgrounds and reserves	3.8	3.9	↔	↔	Differentiator
Maintenance of public toilets	3.7	3.7	↔	↑	Differentiator
Protection of wetlands, natural environment and wildlife	3.7	3.8	↔	-	Differentiator
Provision of community buildings and halls	3.7	3.7	↔	↔	Differentiator
Protection of heritage values and buildings	3.6	3.8	↔	-	Differentiator
Provision of services and facilities for older people	3.6	3.8	↔	↓	Differentiator
Provision of footpaths and walking paths	3.4	3.4	↔	↔	Potential Vulnerability
Promotion of tourism	3.4	3.4	↔	↔	Potential Vulnerability
Promoting economic development	3.3	3.4	↔	↔	Potential Vulnerability
Town planning and timely processing of building applications	3.1	3.5	↓	↔	Potential Vulnerability
Provision of services and facilities for youth	3.1	3.1	↔	↔	Key Vulnerability

Customer Service & Communication

Table 3 summarises *Customer Service & Communication*. **This category of services is the main driver of overall satisfaction with Council as an organisation**, as four of the five services have a significant impact on creating overall satisfaction. **Customer service provided to residents by Council staff** is performing above average and is a strategic advantage.

Council's **leadership and advocacy, responsiveness to community needs** and **consultation with the community** are key vulnerabilities and are Council's foremost priorities. However, Council's consultation is outperforming comparable regional councils in NSW.

Table 3 Summary of Customer Service & Communication

CUSTOMER SERVICE & COMMUNICATION	2019	2016	Internal Benchmark	External Benchmark	Strategic Location
Customer service provided to residents by Council staff	3.8	3.9	↔	-	Strategic Advantage
Council leadership and advocacy	3.3	3.5	↔	-	Key Vulnerability
Council responsiveness to community needs	3.3	3.3	↔	↑	Key Vulnerability
Informing the community of Council decisions	3.2	3.6	↓	-	Potential Vulnerability
Consulting with the community	3.2	3.4	↔	↔	Key Vulnerability

Further Analysis of Services

Further analysis of *roads services* and *youth services and facilities* was undertaken to gain a deeper understanding of the results given investments made by Council in these areas. Two major themes emerged:

Polarisation of results

For all three *roads services* as well as *youth services and facilities* there has been a strong decrease of at least ten percent [10%] in the proportion of 'neutral' residents [rating of 3]. This shows that residents are increasingly informed and able to make a judgement. Movements in average satisfaction depend on whether these ratings flow to dissatisfaction [1-2] or satisfaction [4-5].

Differences in opinion by age group and location

Older residents and residents who live in towns tend to be more satisfied compared to younger residents and residents who live in rural areas. Council needs to take advantage of the sources of communication used by these groups [see Section 7.2] to improve their perceptions.

Performance of Council Staff

Sixty-eight percent [68%] of residents are **satisfied with the performance of Council staff** while 11 percent are dissatisfied. This led to an average satisfaction rating of **3.91**, down 0.18 pts since 2016 but **outperforming comparable regional councils in NSW**.

Forty-two percent [42%] of residents indicated they had contacted Council within the previous month with 19 percent making contact in the previous week. Residents generally contact Council via telephone [48 percent] or making personal visits to the Council office [38 percent]. The proportion contacting via email is growing but remains relatively low at five percent.

Performance of Councillors

Forty-nine percent [49%] of residents are **satisfied with the performance of the Mayor and Councillors** while nine percent [9%] are dissatisfied. This led to an average satisfaction rating of **3.56**, up 0.05 pts since 2016 and **performing in line with comparable regional councils in NSW**.

Awareness of local Councillors is growing with 62 percent indicating they know who their local Councillors are, up five percent since 2016. These residents indicated they generally contact Councillors via telephone [41 percent] or through the Council [11 percent]; 25 percent stated they or do not contact Councillors.

Image Perceptions of Greater Hume

The following six statements recorded **high** average agreement ratings:

- ▶ I feel safe where I live
- ▶ There is good access to open spaces like parks and playgrounds
- ▶ People in the Greater Hume Shire are generally proud of their area
- ▶ It is affordable to live in the region
- ▶ There is good access to sporting and recreational activities
- ▶ Greater Hume Shire is a better place to live compared to other areas.

Safety, access to open spaces, sporting and recreational activities and **affordability** are viewed by residents as strengths of living in the region.

Statements related to **employment** recorded relatively lower ratings. There is also a concern among residents about the entertainment options offered in the area.

Moving to the Greater Hume Shire

Seventy-four percent (74%) of residents have previously lived in another location. The most common areas are Albury-Wodonga, rural NSW and Greater Sydney. Almost half (46 percent) of these residents lived at that location for more than 15 years.

The main reasons for moving to the Greater Hume Shire include the **rural/country atmosphere (i.e. tree change)** [33 percent], **family reasons** [28 percent], **local work** [19 percent] and **affordability** [17 percent]. The proportion moving for local work has declined over time while the proportion moving for affordability is growing.

Major Issues of Concern

Residents were asked to name what they believe is the **one top issue** facing Greater Hume Shire Council over the next five to ten years. All responses have been provided to Council in a separate report.

Summarising those responses, the major issue of concern is **maintenance of roads** [22 percent]. This is followed by **employment and business** [7 percent] and **planning for population growth** [7 percent].

Council Communication

Fifty-eight percent (58%) of residents are satisfied with the information they receive about Council services and facilities while 12 percent are dissatisfied. This resulted in an average rating of **3.65**, down 0.1 pts since 2016. There are **no significant differences** among subgroups.

The most **used** sources of information include:

1. **Community newsletters** [82%]
2. **Letter box drops** [70%]
3. **Border Mail** newspaper [57%]

The most **preferred** sources of information include:

1. **Community newsletters** [48%]
2. **Letter box drops** [39%]
3. **Email** [24%]

Section 7.2 reports the most used and most preferred sources of information among every combination of gender, age and location (urban/rural).

Research Design

The Greater Hume Shire Council Community Satisfaction Survey 2019 aimed to collect 400 completed responses from a random sample of residents in the Greater Hume Shire local government area. The reported results have a margin of error of ± 4.9 percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 4.9 percent of the true population value.

Computer-Aided Telephone Interviews

A telephone-based (CATI) survey was used to secure a response from 402 residents throughout the local government area. 174 responses were collected from mobile phones (43 percent of the total telephone interviews). The survey unit was residents of the Greater Hume Shire local government areas. In order to qualify for an interview, residents had to be permanent residents aged 18 years or older; have lived in the area for longer than six months and not be an employee or Councillor with Greater Hume Shire Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 1 April and 7 April 2019 and telephone calls were made between 4.30pm and 8.30pm during weekdays with twenty interviewers conducting interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines. Continuous interviewer monitoring was used, and post-interview validations were conducted within five days of the close of the survey. Ten percent (10%) of all respondents were contacted after data collection was complete in order to verify and validate their data.

Table 4 Final Telephony Sample

Telephony	#
Landlines	228
Mobiles	174
Total	402

Online and paper surveys

The survey was made available in an online (self-completion) version, and in paper (hardcopy) at the Council office for all residents to complete. The survey was available from 1 April to 15 April 2019 and **29 completed responses were collected** using these methods. These results have been shared with Council in a separate report.

Survey Weighting

The collected data set seldom mirrors the exact age/sex distribution of a region. To allow for this, the collected data set is weighted to bring it back to the ideal age/sex distribution.

Table 5 reports the weighting factors for the sample.

Table 5 Data Weighting Factors - Age/Sex

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	608	533	33	29	7	11	4.79	2.67
35 to 49	837	919	46	50	33	42	1.40	1.21
50 to 64	1,158	1,167	64	64	61	70	1.05	0.92
65 plus	1,063	1,003	58	55	63	115	0.93	0.48
Total	3,666	3,622	201	199	164	238	n/a	n/a

Sample Profile

To obtain a clear view of the sample profile and to conduct comparison tests, demographic characteristics including gender, age, location and time lived in the area were collected. Table 6 details the weighted sample profile for this survey.

Table 6 Sample Profile

Gender	%	#	Location	%	#
Male	50%	202	Urban	57%	229
Female	50%	200	Rural	43%	173
Age	%	#	Area	%	#
18 to 34	16%	63	Holbrook	19%	75
35 to 49	24%	97	Jindera	16%	66
50 to 64	32%	128	Culcairn	16%	63
65 plus	28%	114	Henty	10%	40
Ratepayer Status	%	#	Walla Walla	9%	36
Ratepayer	87%	351	Burrumbuttock	7%	29
Non-Ratepayer	13%	51	Gerogery/Gerogery West	5%	22
Length of time lived in area	%	#	Woomargama	3%	10
Less than five years	10%	42	Brocklesby	3%	10
Six to 10 years	14%	58	Walbundrie	2%	6
11 to 15 years	8%	31	Morven	1%	5
More than 15 years	67%	271	Other	10%	40

Base: All respondents (n=402)

Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 contains full subgroup analysis for all questions contained in the Community Satisfaction Survey 2019.

1 Overall Satisfaction

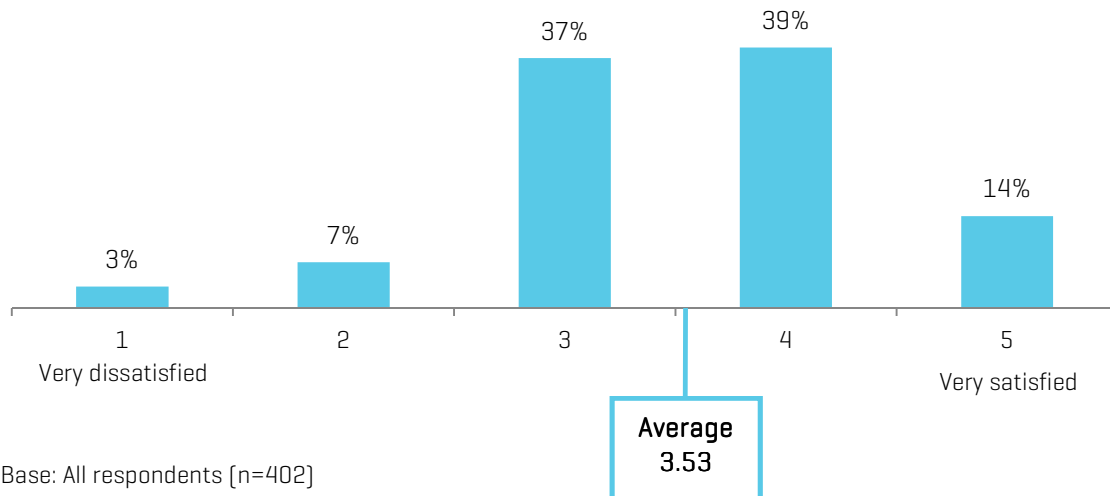
This section of the report covers overall satisfaction with Greater Hume Shire Council. It also includes subgroup analysis, comparisons with previous results [internal benchmarks] and comparisons with Councils with similar characteristics to Greater Hume Shire Council [external benchmarks].

1.1 Satisfaction with the performance of Greater Hume Shire Council

Residents were asked to rate their overall satisfaction with Greater Hume Shire Council as an organisation using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied' [see Figure 1.1]

Fifty-three percent [53%] of residents are satisfied with Greater Hume Shire Council as an organisation, with 14 percent providing the highest rating of 5. Ten percent [10%] were dissatisfied. These results combined for an average satisfaction rating of 3.53, which is a **medium** level satisfaction score.

Figure 1.1 Overall satisfaction with Greater Hume Shire Council as an organisation



Subgroup	Significant Differences
Gender	Nil
Age	65+ is significantly more satisfied compared to 35-49
Location	Residents who live in towns are significantly more satisfied than residents who live in rural areas
Length of time lived in area	Nil

Residents who indicated dissatisfaction (with a rating of 1 or 2) were asked to provide a reason for their rating. All open-ended responses have been provided to Council in a separate report.

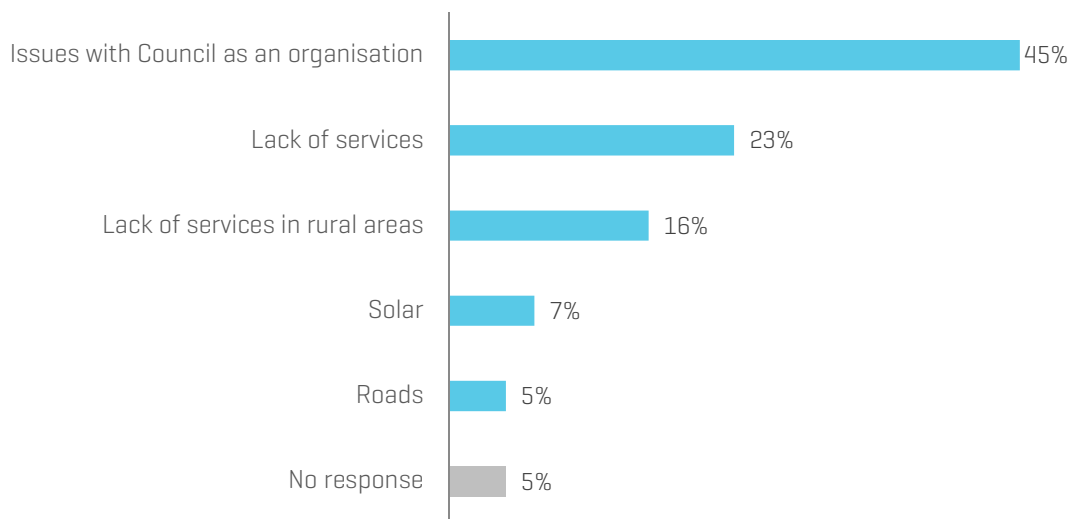
The most common negative response related to issues with Council as an organisation. These residents were critical of areas such as communication, spending and inconsistency. Some of the verbatim responses under this category include:

'Inconsistency in decisions and lack of care and leadership for the environment'

'Don't consult with the people and make self-serving decisions'

'Not good in actioning complaints: staff not knowledgeable'

Figure 1.2 Reasons for dissatisfaction



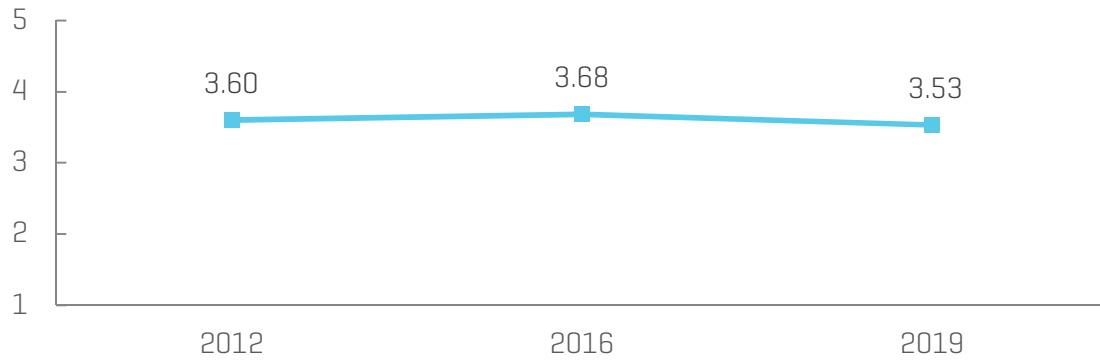
Base: Dissatisfied (n=44)

1.2 Internal Benchmarks

Figure 1.3 compares average overall satisfaction for 2019 with previous survey results from 2012 and 2016.

Average overall satisfaction has declined 0.15 pts to 3.35 over the past three years. In terms of statistical significance, average overall satisfaction is **in line** with previous results in 2012 and 2016.

Figure 1.3 Overall Satisfaction – Internal Benchmarks

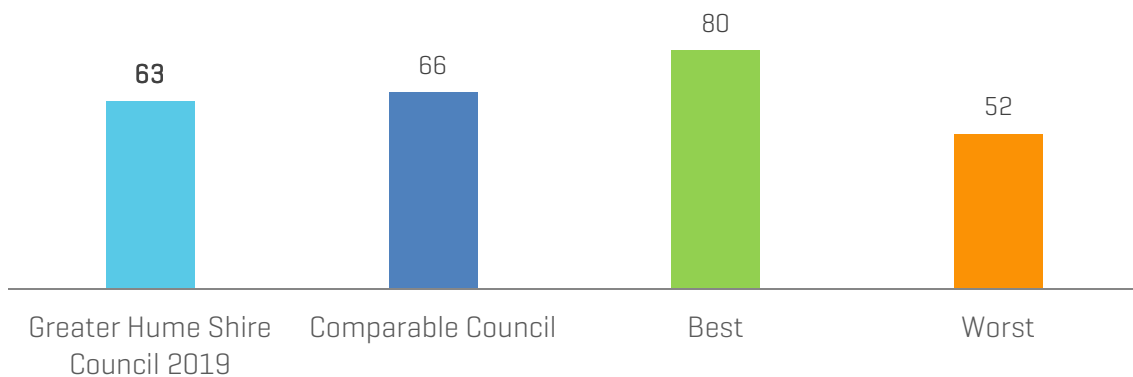


1.3 External Benchmarks

Figure 1.4 compares the benchmarked result for overall satisfaction with Greater Hume Shire Council with an amalgam of comparable regional councils in NSW, as well as the best and worst results across the entire IRIS Research council benchmark database. A difference of ± 4 pts indicates a statistically significant difference.

Overall satisfaction with Council is **in line** with comparable regional councils in NSW.

Figure 1.4 Overall Satisfaction – Internal Benchmarks

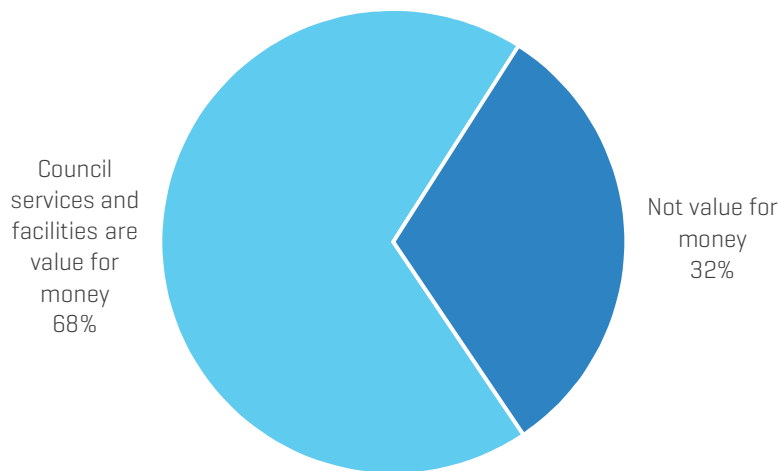


1.4 Value for Money

Residents were asked to indicate whether they believe the services and facilities provided by Greater Hume Shire Council are value for money.

Over two thirds [68 percent] of residents believe Council services and facilities are value for money. There are **no statistically significant differences among subgroups**, which shows that perceptions of value for money do not depend upon the demographic profile of the resident.

Figure 1.5 Value for Money



Base: All respondents [n=402]

Perceptions of value for money are inextricably linked to satisfaction with Council services and facilities as well as image perceptions of the Greater Hume Shire area. Residents who believe services and facilities provided by Council are value for money are **more satisfied** with the performance of these services and have **significantly higher perceptions** of the area as a place to live, work and do business.

Residents who do not believe Council services and facilities are value for money were asked to explain their response. All open-ended responses have been provided to Council in a separate report.

The most common reason is that **rural areas miss out** [22 percent]. These residents feel that rural ratepayers miss out on services compared to residents who live in town. Some of the verbatim responses under this category include:

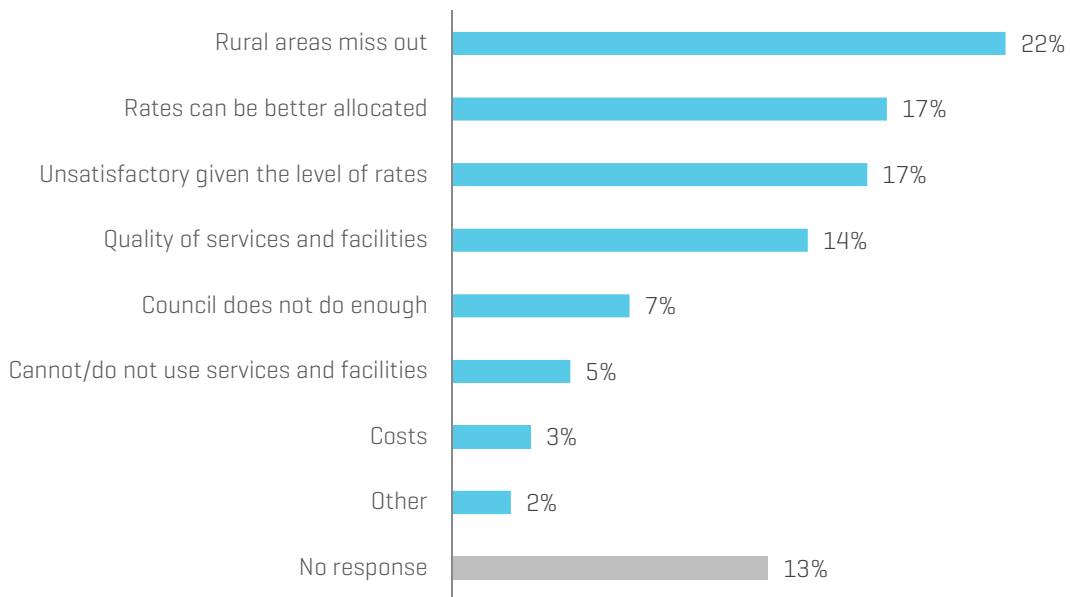
'Being rural we don't get most services.'

'Don't get any services in rural area our requests are not met.'

'The bigger towns get the cream of the crop.'

Other responses focused on the allocation of rates [17 percent], the quality of services given the level of rates [17 percent] and the overall quality of Council services and facilities [14 percent].

Figure 1.6 Reasons why Council services and facilities are not value for money



Base: Not value for money [n=127]

2 Performance of Key Service Areas

This section reports on the services and facilities provided by Greater Hume Shire Council. Respondents were asked to rate their satisfaction with 26 services and facilities provided by Council. These services and facilities were classified into three service areas.

Table 2.1 Services & Facilities

Infrastructure & Basic Services
Appearance of towns and villages
Maintaining sealed rural roads
Maintaining town roads
Maintaining unsealed rural roads
Noxious weeds management and control on public land
Waste collection
Community & Lifestyle Services
Food safety in local eateries and restaurants
Maintenance of public toilets
Promoting economic development
Promotion of tourism
Protection of heritage values and buildings
Protection of wetlands, natural environment and wildlife
Provision and maintenance of parks, playgrounds and reserves
Provision and maintenance of public swimming pools
Provision and maintenance of sporting fields
Provision of community buildings and halls
Provision of footpaths and walking paths
Provision of library services
Provision of services and facilities for older people
Provision of services and facilities for youth
Town planning and timely processing of building applications
Customer Service & Communication
Consulting with the community
Council leadership and advocacy
Council responsiveness to community needs
Customer service provided to residents by Council staff
Informing the community of Council decisions

Classification of average satisfaction scores:

Low	0.00-2.99
Medium	3.00-3.74
High	3.75-4.49
Very high	4.50-5.00

2.1 Infrastructure & Basic Services

Residents were asked to rate their satisfaction with six services within this category using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied'.

The service that recorded the highest average satisfaction rating is **appearance of towns and villages** (3.9). Seventy-two percent (72%) of residents are satisfied with this service while only seven percent (7%) are dissatisfied. This was followed by **waste collection** (3.8) - the other service that recorded a **high** average satisfaction rating (above 3.75).

Rural road maintenance services (both sealed and unsealed) recorded **low** average satisfaction ratings (less than 3.00). Half (50 percent) of the residents were dissatisfied with the maintenance of unsealed rural roads, resulting in an average rating of 2.6. The next lowest was maintenance of sealed rural roads at 2.8. This report contains an in-depth analysis of the performance of roads services.

Figure 2.1 Infrastructure & Basic Services – Satisfaction

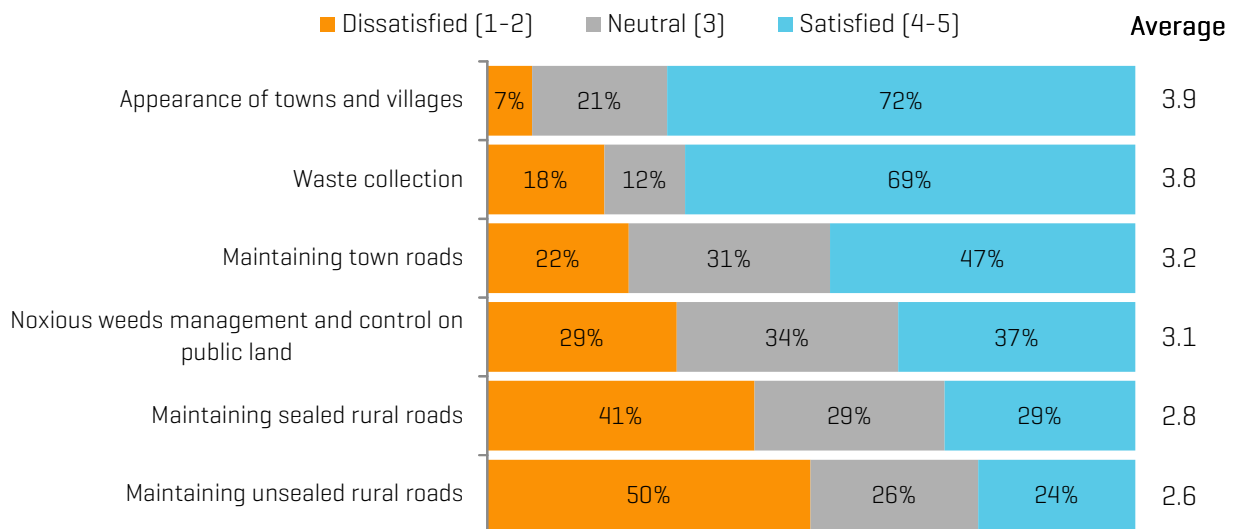


Table 2.2 lists significant differences among subgroups for this category of services. Generally, residents aged 65 years plus and residents who live in towns were more satisfied than other residents.

Table 2.2 Infrastructure & Basic Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	65+ is significantly more satisfied compared to 35-49 and 50-64 with: <ul style="list-style-type: none"> - Waste collection - Maintaining sealed rural roads - Maintaining unsealed rural roads 65+ is significantly more satisfied compared to 35-49 with: <ul style="list-style-type: none"> - Maintaining town roads 65+ is significantly more satisfied compared to 50-64 with: <ul style="list-style-type: none"> - Noxious weed management and control on public land
Location	Residents who live in towns are significantly more satisfied compared to rural residents with: <ul style="list-style-type: none"> - Waste collection - Noxious weeds management and control on public land - Maintaining sealed rural roads - Maintaining unsealed rural roads
Length of time lived in area	6 to 10 years is significantly more satisfied compared to more than 15 years with: <ul style="list-style-type: none"> - Appearance of towns and villages

Table 2.3 compares satisfaction results for this category with previous survey results from 2012 and 2016. The performance of **waste collection** has declined 0.2 pts to 3.8. This service was previously the best performing service within this category. The performance of **maintaining sealed rural roads** declined 0.2 pts to 2.8.

All other services maintained their level of performance over the past three years.

Table 2.3 Infrastructure & Basic Services – Internal Benchmarks

Infrastructure & Basic Services	2012	2016	2019	Significant change since 2016
Appearance of towns and villages	3.8	3.7	3.9	↔
Waste collection	4.1	4.0	3.8	↓
Maintaining town roads	3.0	3.2	3.2	↔
Noxious weeds management and control on public land	-	3.1	3.1	↔
Maintaining sealed rural roads	2.9	3.0	2.8	↓
Maintaining unsealed rural roads	2.7	2.7	2.6	↔

2.2 Community & Lifestyle Services

Residents were asked to rate their satisfaction with 15 services and facilities within this category using a five-point scale.

Five of these services recorded **high** average satisfaction ratings. **Provision of library services** (4.1) is the best performing service across Council’s service provision; this is followed by **provision and maintenance of swimming pools** (3.9). Provision and maintenance of **sporting fields and parks, playgrounds and reserves** as well as **food safety in local eateries and restaurants** recorded high average ratings.

Provision of services and facilities for youth and **town planning and timely processing of building applications** recorded the lowest average ratings at 3.1.

Figure 2.2 Community & Lifestyle Services – Satisfaction

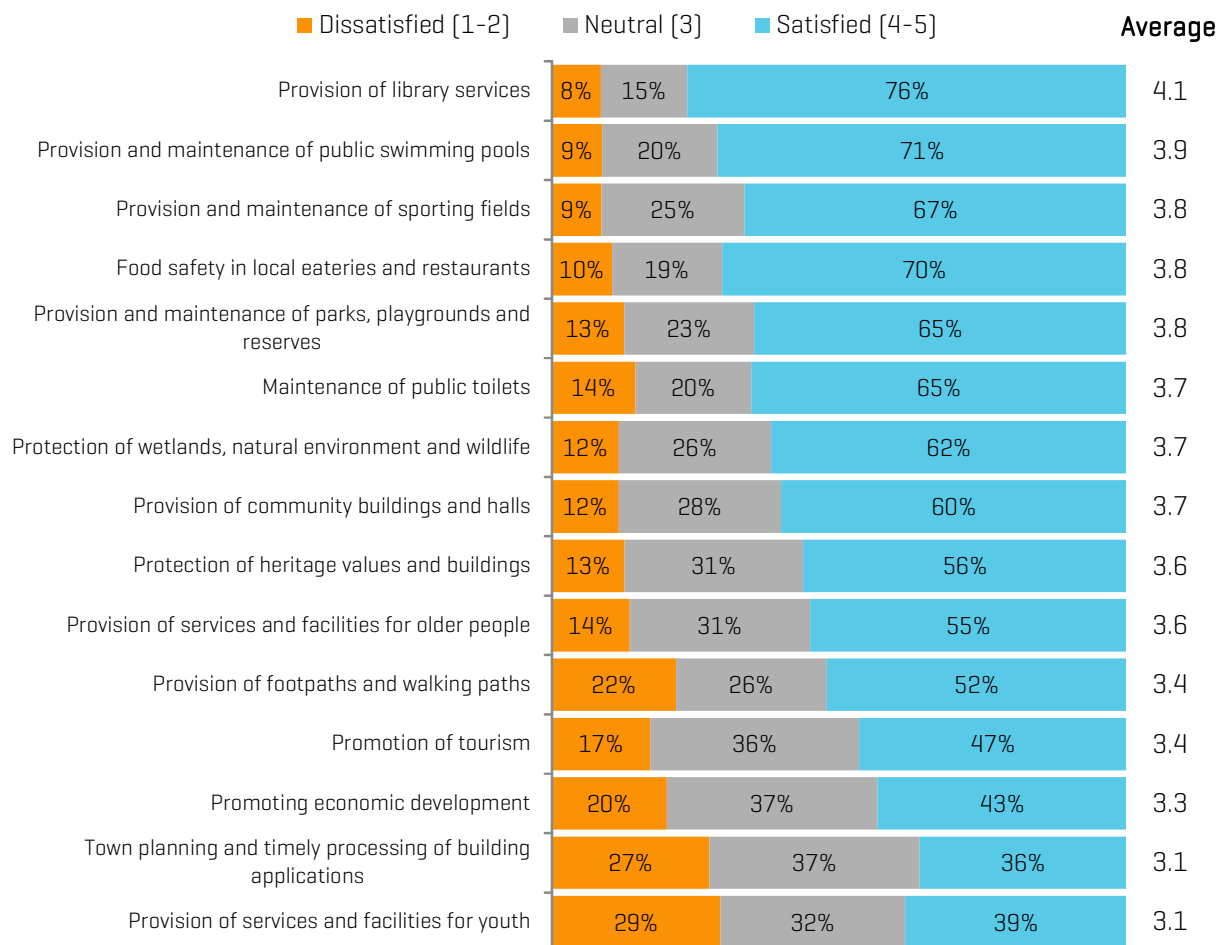


Table 2.4 Community & Lifestyle Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	65+ is significantly more satisfied compared to all other residents with: <ul style="list-style-type: none"> - Provision of library services 65+ is significantly more satisfied compared to 35-49 with: <ul style="list-style-type: none"> - Provision and maintenance of parks, playgrounds and reserves - Provision of services and facilities for youth 65+ and 18-34 are significantly more satisfied compared to 50-64 with: <ul style="list-style-type: none"> - Protection of wetlands, natural environment and wildlife
Location	Nil
Length of time lived in area	6 to 10 years is significantly more satisfied compared to more than 15 years with: <ul style="list-style-type: none"> - Food safety in local eateries and restaurants 6 to 10 years and 11 to 15 years are significantly more satisfied compared to less than 5 years with: <ul style="list-style-type: none"> - Protection of heritage values and buildings

Table 2.5 compares satisfaction results for this category with previous survey results from 2012 and 2016. The performance of **town planning and timely processing of building applications** declined 0.4 pts to 3.1. This was the only statistically significant change. All other services maintained their level of performance.

Table 2.5 Community & Lifestyle Services – Comparisons

Community & Lifestyle Services	2012	2016	2019	Significant change since 2016
Provision of library services	4.1	4.0	4.1	↔
Provision and maintenance of public swimming pools	-	3.8	3.9	↔
Provision and maintenance of sporting fields	4.0	3.9	3.8	↔
Food safety in local eateries and restaurants	3.9	3.9	3.8	↔
Provision and maintenance of parks, playgrounds and reserves	4.0	3.9	3.8	↔
Maintenance of public toilets	3.7	3.7	3.7	↔
Protection of wetlands, natural environment and wildlife	3.6	3.8	3.7	↔
Provision of community buildings and halls	3.6	3.7	3.7	↔
Protection of heritage values and buildings	3.8	3.8	3.6	↔
Provision of services and facilities for older people	3.7	3.8	3.6	↔
Provision of footpaths and walking paths	3.3	3.4	3.4	↔
Promotion of tourism	3.5	3.4	3.4	↔
Promoting economic development	3.3	3.4	3.3	↔
Town planning and timely processing of building applications	3.2	3.5	3.1	↓
Provision of services and facilities for youth	2.9	3.1	3.1	↔

2.3 Customer Service & Communication

Residents were asked to rate their satisfaction with five services and facilities within this category using a five-point scale.

Customer service provided to residents by Council staff recorded a **high** average satisfaction rating of 3.8. Two-thirds [67 percent] of residents are satisfied with this service while only 10 percent are dissatisfied.

All other services recorded medium average ratings. The next highest rated services are **Council leadership and advocacy** [3.3] and **Council responsiveness to community needs** [3.3].

Figure 2.3 Customer Service & Communication – Satisfaction

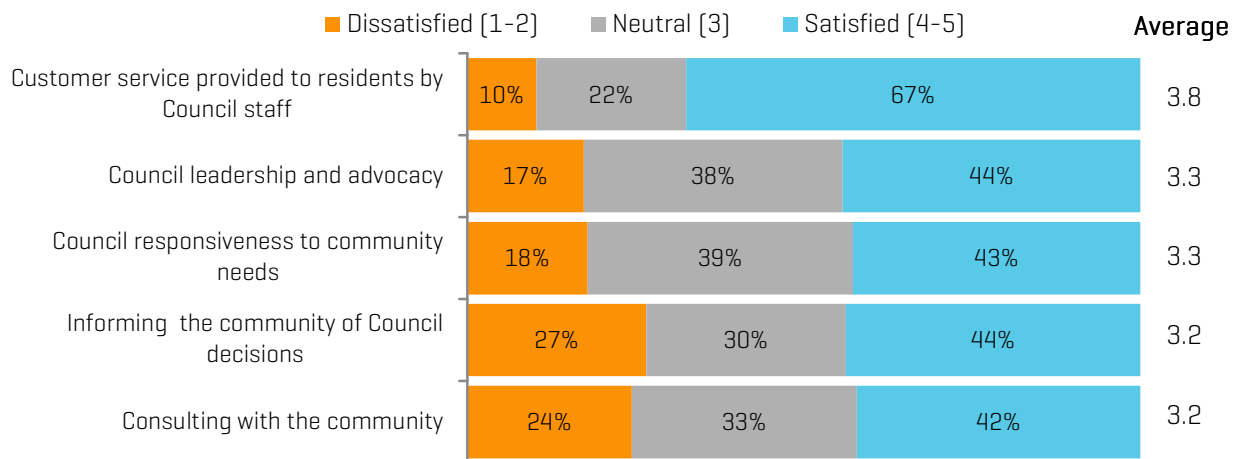


Table 2.6 Customer Service & Communication – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	65+ is significantly more satisfied compared to 35 to 49 with: <ul style="list-style-type: none"> - Council responsiveness to community needs 65+ and 50-64 is significantly more satisfied compared to 35-49 with: <ul style="list-style-type: none"> - Informing the community of Council decisions 65+ and 18-34 are significantly more satisfied compared to 35-49 with: <ul style="list-style-type: none"> - Council leadership and advocacy
Location	Nil
Length of time lived in area	Nil

Table 2.7 compares satisfaction results for this category with previous survey results from 2012 and 2016. There has been a statistically significant decrease in performance for **informing the community of Council decisions**, down 0.4 pts to 3.2.

All other services maintained their performance since 2016.

Table 2.7 Customer Service & Communication – Comparisons

Community & Lifestyle Services	2012	2016	2019	Significant change since 2016
Customer service provided to residents by Council staff	3.8	3.9	3.8	↔
Council leadership and advocacy	3.5	3.5	3.3	↔
Council responsiveness to community needs	3.3	3.3	3.3	↔
Informing the community of Council decisions	3.5	3.6	3.2	↓
Consulting with the community	3.4	3.4	3.2	↔

2.4 External Benchmarks

Table 2.8 (next page) compares benchmarked satisfaction results for Greater Hume Shire Council with an amalgamation of comparable regional councils in NSW. A difference of ± 4 pts indicates a statistically significant difference in performance.

Greater Hume Shire Council is outperforming the amalgam of comparable councils in three services:

- ▶ Maintenance of public toilets [+7 pts]
- ▶ Council responsiveness to community needs [+4 pts]
- ▶ Overall satisfaction with Council staff [+4 pts]

Council is performing below the benchmark with comparable councils in three services:

- ▶ Waste collection [-10 pts]
- ▶ Maintaining unsealed rural roads [-6 pts]
- ▶ Provision of services and facilities for older people [-4 pts]

All other services are performing in-line with other regional councils in NSW.

Table 2.8 External Benchmarks

Service	Greater Hume Shire Council [2019]	Comparable Council
Overall Satisfaction	63	66
Overall satisfaction with Council staff	73	69
Overall satisfaction with Councillors	64	62
Infrastructure & Basic Services		
Appearance of towns and villages	71	70
Waste collection	69	79
Maintaining town roads	56	54
Maintaining unsealed rural roads	39	45
Community & Lifestyle Services		
Provision of library services	78	80
Provision and maintenance of public swimming pools	74	72
Food safety in local eateries and restaurants	71	73
Provision and maintenance of sporting fields	71	72
Provision and maintenance of parks, playgrounds and reserves	69	71
Maintenance of public toilets	68	61
Provision of community buildings and halls	67	68
Provision of services and facilities for older people	64	68
Promotion of tourism	61	60
Provision of footpaths and walking paths	61	60
Promoting economic development	57	57
Town planning and timely processing of building applications	54	57
Provision of services and facilities for youth	52	54
Customer Service & Communications		
Council responsiveness to community needs	57	53
Consulting with the community	55	57

3 Prioritising Services & Facilities

This section of the report aims to identify the key drivers of resident satisfaction using a deeper analysis of the relationship between overall satisfaction with Greater Hume Shire Council and satisfaction with services and facilities as reported in the previous section. This section also includes in-depth analysis of *roads services* and *youth services and facilities*; areas identified by Council as requiring further insight.

3.1 Quadrant Analysis

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction, and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived using regression analysis.

To form quadrants, the average derived importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average are classified as 'low' performing while those with a mean score above the average are classified as 'high' performing. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average.

These scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in creating overall satisfaction with Council.

Areas of personal importance are analysed in Section 6 'Major Issues of Concern'.

Figure 3.1 (next page) is Council's performance/importance quadrant.

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or 'Potential Vulnerabilities'.
4. The lower right quadrant (relatively lower importance and high satisfaction) represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis

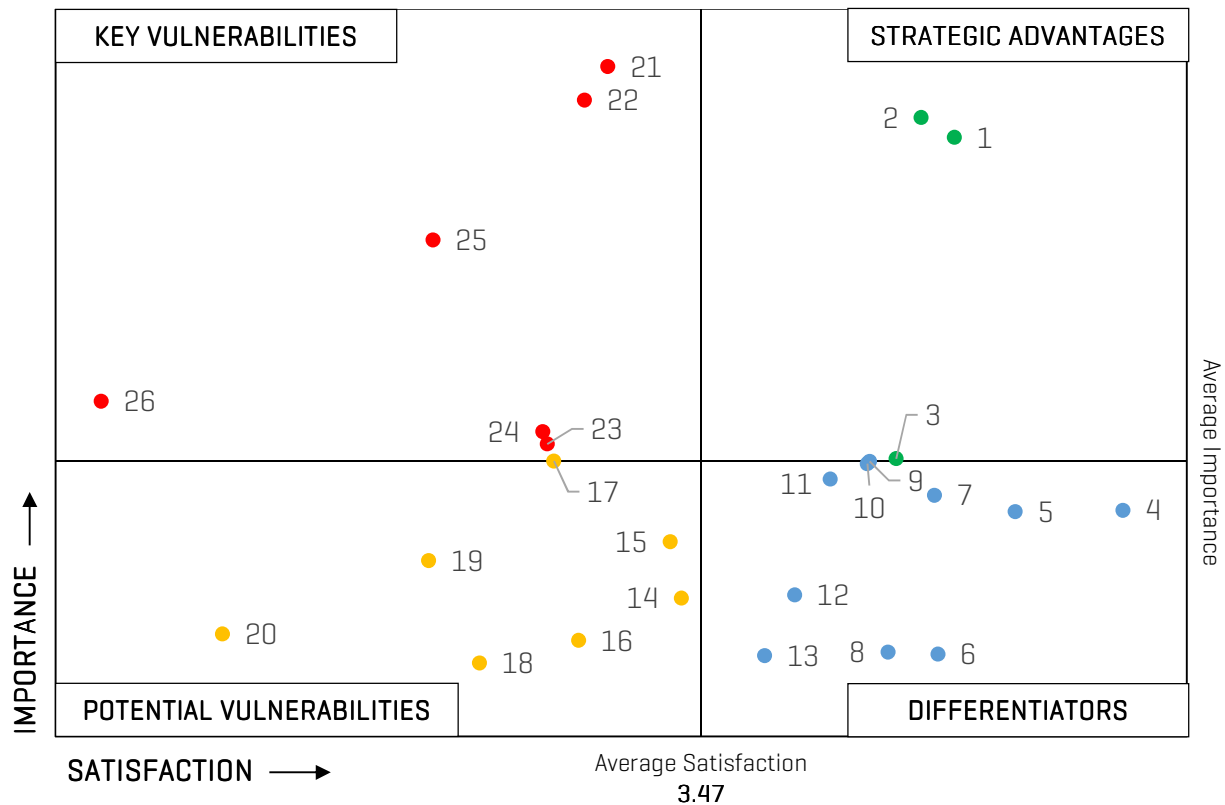


Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
21 – Council leadership and advocacy	1 – Appearance of towns and villages
22 – Council responsiveness to community needs	2 – Customer service provided to residents by Council staff
23 – Maintaining town roads	3 – Waste collection
24 – Consulting with the community	
25 – Provision of services and facilities for youth	
26 – Maintaining unsealed rural roads	
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
14 – Provision of footpaths and walking paths	4 – Provision of library services
15 – Promotion of tourism	5 – Provision and maintenance of public swimming pools
16 – Promoting economic development	6 – Provision and maintenance of sporting fields
17 – Informing the community of Council decisions	7 – Food safety in local eateries and restaurants
18 – Town planning and timely processing of building applications	8 – Provision and maintenance of parks, playgrounds and reserves
19 – Noxious weeds management and control on public land	9 – Maintenance of public toilets
20 – Maintaining sealed rural roads	10 – Protection of wetlands, natural environment and wildlife
	11 – Provision of community buildings and halls
	12 – Protection of heritage values and buildings
	13 – Provision of services and facilities for older people

Services in the upper right quadrant are **strategic advantages** – these have an important impact on creating overall satisfaction with Greater Hume Shire Council, and their performance is above average.

Council's three **strategic advantages** include:

- ▶ Appearance of towns and villages
- ▶ Customer service provided to residents by Council staff
- ▶ Waste collection

Services in the upper left quadrant are **key vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

Council's worst performing key vulnerabilities have the lowest impact on overall satisfaction while the best performing have the highest impact; this is a good result. Further improvements in the perception of Council's responsiveness, leadership and advocacy will increase community overall satisfaction with Council as an organisation.

Council's six **key vulnerabilities** include:

- ▶ Maintaining unsealed local roads
- ▶ Provision of services and facilities for youth
- ▶ Consulting with the community
- ▶ Maintaining town roads
- ▶ Council responsiveness to community needs
- ▶ Council leadership and advocacy

All other services are classified as **differentiators** or **potential vulnerabilities** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with Council.

3.2 Further Analysis of Services

After the submission of the Preliminary Results for the Community Satisfaction Survey 2019, Council requested further analysis of *roads services* and *youth services and facilities*, which involved additional satisfaction and subgroup analysis.

There are two key trends which help to explain the results for these services:

Polarisation of ratings

For all three roads services as well as provision of youth services and facilities, the proportion of residents who have provided a neutral rating (3 on the five-point scale) has declined at least 10 percent since 2012. This suggests that residents are increasingly informed and aware of efforts made regarding these services and are more willing to make a judgment on them, whether positive or negative.

In the case of maintenance of town roads and provision of youth services and facilities, this polarisation primarily flowed to higher satisfaction ratings of 4 and 5. However, for maintenance of sealed and unsealed rural roads, this movement flowed to lower satisfaction ratings of 1 and 2 [dissatisfaction], which has led to a decline in average satisfaction for these services. For all services the proportion of residents who could not provide an answer has remained relatively steady over time.

Differences in opinion by age group and location

For all four services, residents aged 65 or over are significantly more satisfied compared to other residents, particularly those aged 35 to 49 years. A reason for this may be a greater appreciation among older residents for improvements made in these services over a longer period; or there may be disparities in the information relating to these services among different methods of Council communication. Residents who live in towns are significantly more satisfied with maintenance of sealed and unsealed roads compared to rural residents.

Section 7.2 of this report lists the most used and most preferred sources of information among combinations of gender, age and location. Council can take advantage of these channels to highlight and promote its action taken to improve these services in the sources most used by dissatisfied residents [rural residents and those aged 35 to 49 years].

3.2.1 Maintaining Town Roads

In total, 47 percent of residents are satisfied with the maintenance of town roads in 2019. Ratings have become more polarised with a decrease of 12 percent in the proportion of residents who provided a neutral rating of 3. This movement has coincided with an increase of 12 percent in the proportion of satisfied residents. The number of residents who did not provide an answer ['Can't say'] has remained relatively steady over time.

Figure 3.2 Maintaining town roads – Satisfaction

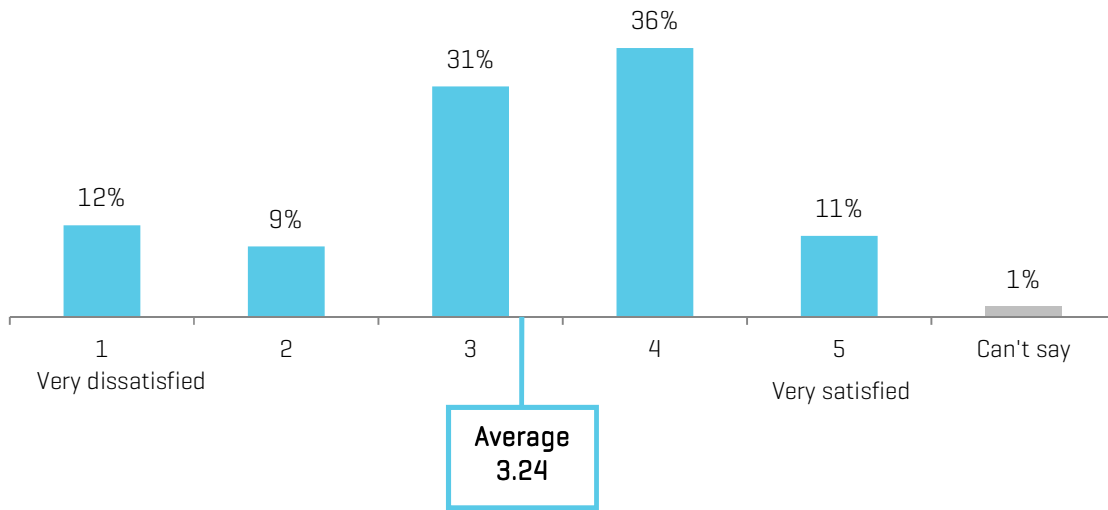
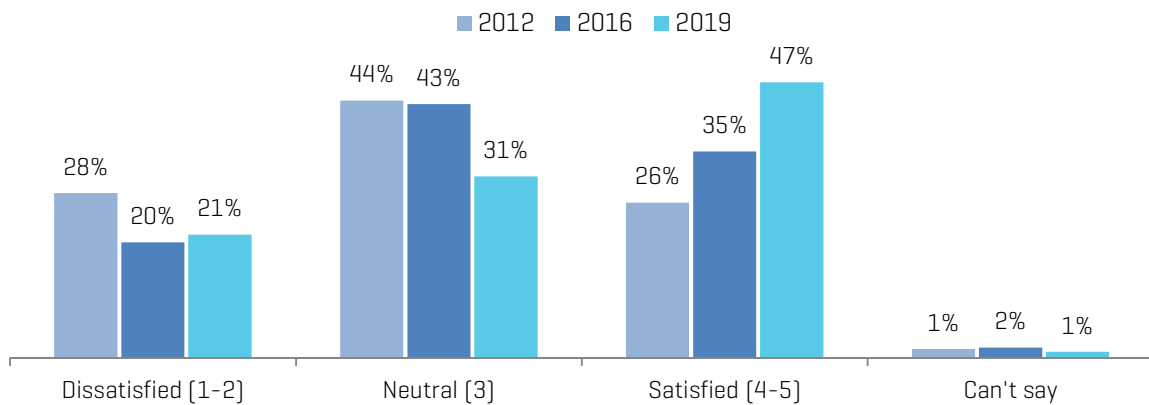


Figure 3.3 Maintaining town roads – Satisfaction – Comparisons



The movements in satisfaction ratings since 2012 have resulted in higher average overall satisfaction, up 0.19 pts since 2012. However, the changes in the composition of ratings since 2016 have not had a strong impact on the average rating.

Figure 3.4 Maintaining town roads – Average Satisfaction – Comparisons

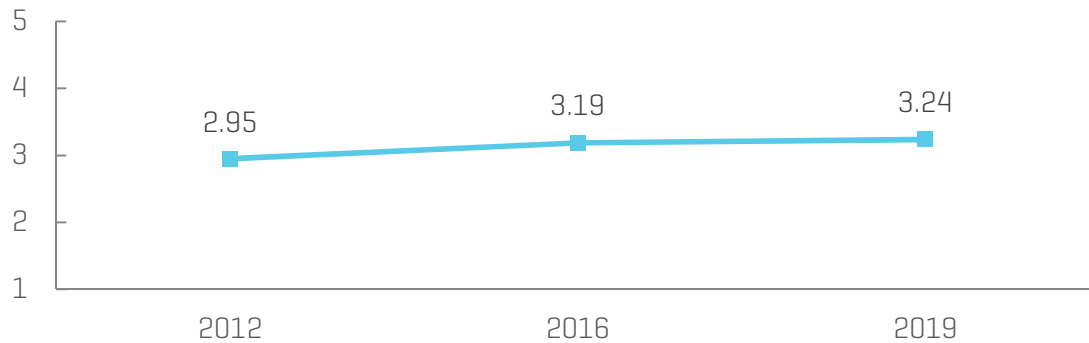


Table 3.2 details subgroup analysis for this service. Residents in the 18 to 34 years and 35 to 49 years age groups are significantly less satisfied compared to those aged 65 plus years.

Table 3.2 Maintaining town roads – Average Satisfaction – Subgroup Analysis

Subgroup		Average
Gender	Male	3.1
	Female	3.3
Age	18 to 34	3.0
	35 to 49	3.0
	50 to 64	3.3
	65 plus	3.5
Location	Urban	3.2
	Rural	3.2
Time lived in Area	1 to 5 years	2.7
	6 to 10 years	3.6
	11 to 15 years	3.5
	More than 15 years	3.2
Town/rural area	Holbrook	3.2
	Jindera	3.5
	Culcairn	3.4
	Henty	3.3
	Walla Walla	3.3
	Burrumbuttock	2.8
	Gerogery/Gerogery West	2.9
	Woomargama	3.1
	Brocklesby	2.6
	Walbundrie	2.9
	Morven	3.2
	Other	3.3

3.2.2 Maintaining Sealed Rural Roads

In total, 29 percent of residents are satisfied with the maintenance of sealed roads. This result has increased seven percent [7%] since 2012 but peaked in 2016 at 30 percent. Like maintenance of town roads, ratings have become more polarised over the past three years. There has been a decrease of 10 percent in the proportion of neutral ratings. These results combined for a 12 percent increase in dissatisfaction since 2016. The number of residents who could not provide an answer has remained steady over time.

Figure 3.5 Maintaining sealed rural roads – Satisfaction

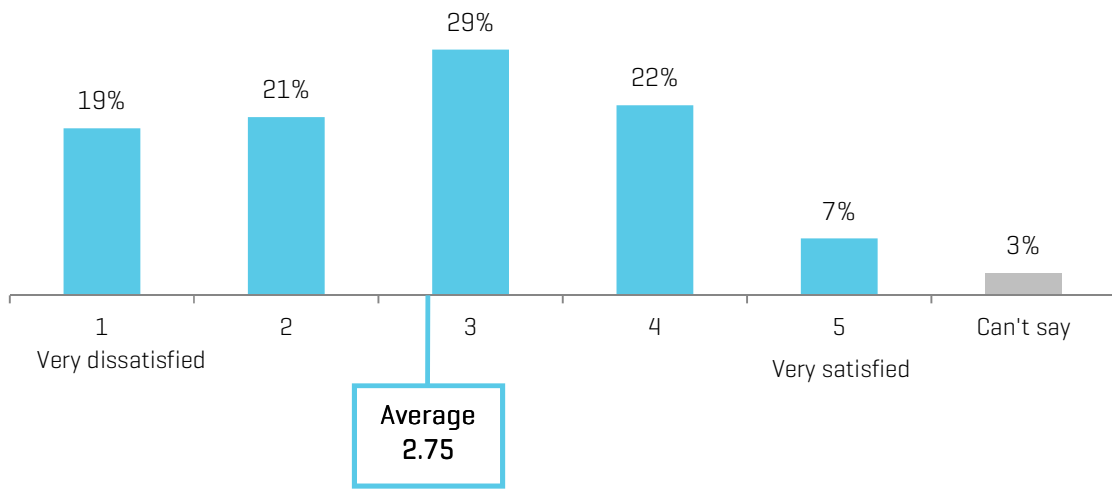
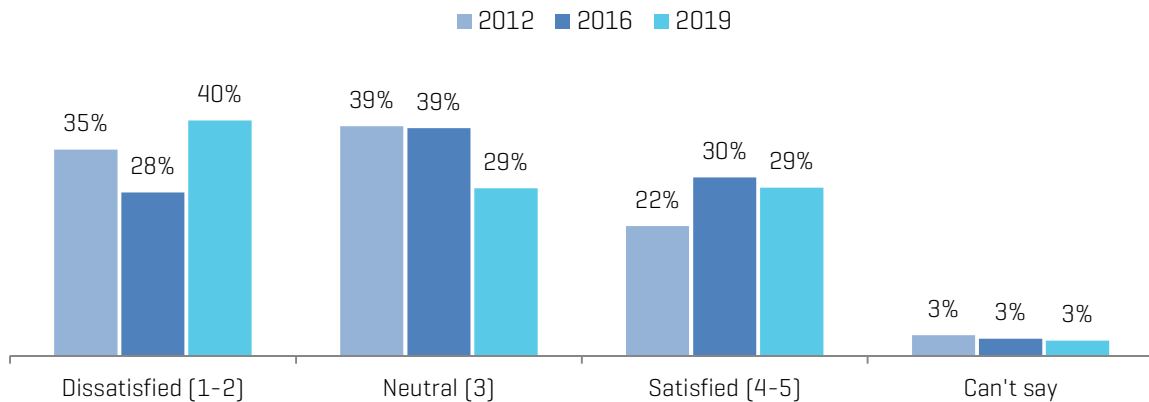
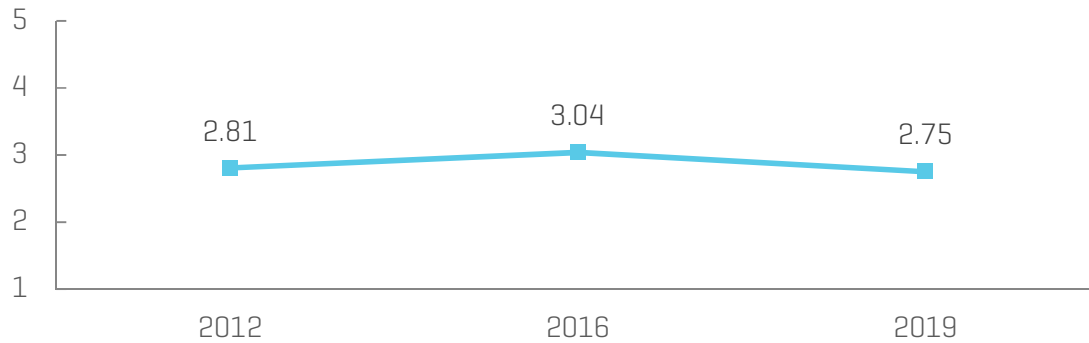


Figure 3.6 Maintaining sealed rural roads – Satisfaction – Comparisons



In this case, the polarisation of responses has resulted in higher dissatisfaction, which has dragged down the average overall satisfaction rating. The result now sits below both 2012 and 2016.

Figure 3.7 Maintaining sealed rural roads – Average Satisfaction – Comparisons



There are several statistically significant results. Residents aged 65 years or over are most satisfied compared to those aged 35 to 49 years. Residents who live in urban residents are more satisfied than rural residents. There are also several significant differences among areas.

Table 3.3 Maintaining sealed rural roads – Average Satisfaction – Subgroup Analysis

Subgroup	Average	
Gender	Male	2.7
	Female	2.8
Age	18 to 34	2.8
	35 to 49	2.3
	50 to 64	2.7
	65 plus	3.2
Location	Urban	3.0
	Rural	2.4
Time lived in Area	1 to 5 years	2.6
	6 to 10 years	3.1
	11 to 15 years	3.0
	More than 15 years	2.7
Town/rural area	Holbrook	3.1
	Jindera	3.0
	Culcairn	3.0
	Henty	3.1
	Walla Walla	2.6
	Burrumbuttock	2.3
	Gerogery/Gerogery West	2.1
	Woomargama	2.3
	Brocklesby	1.8
	Walbundrie	2.0
	Morven	2.6
Other	2.3	

3.2.3 Maintaining Unsealed Rural Roads

In total, 22 percent of residents are satisfied with the maintenance of unsealed rural roads. This result has steadily climbed since 2012. However, following the trend seen in other roads services, there has been a decline of 13 percent in the proportion of residents who gave a neutral rating. This polarisation has primarily flowed to higher dissatisfaction, up 12 percent to 46 percent. Compared to other roads services, the proportion of residents who could not provide an answer is higher. This proportion has remained steady over time.

Figure 3.8 Maintaining unsealed rural roads – Satisfaction

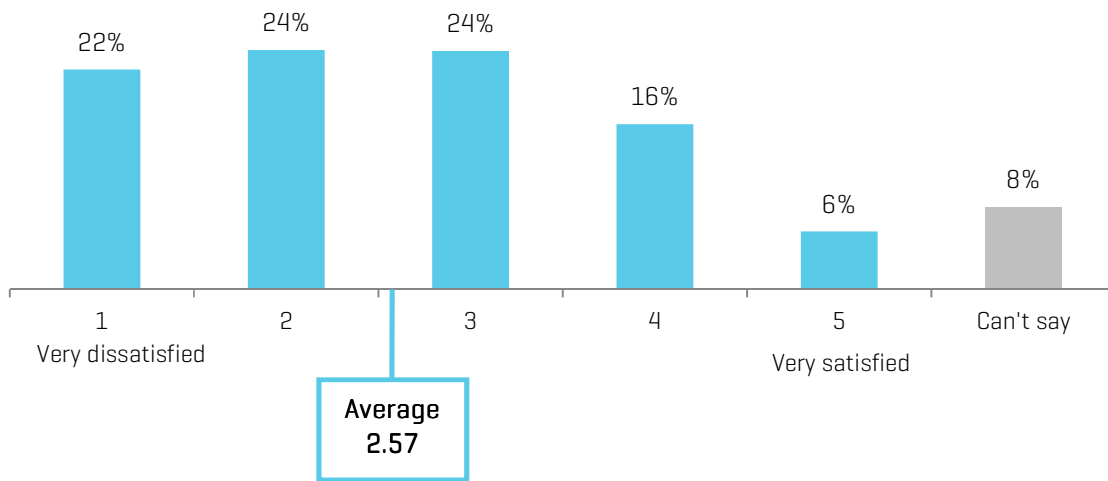
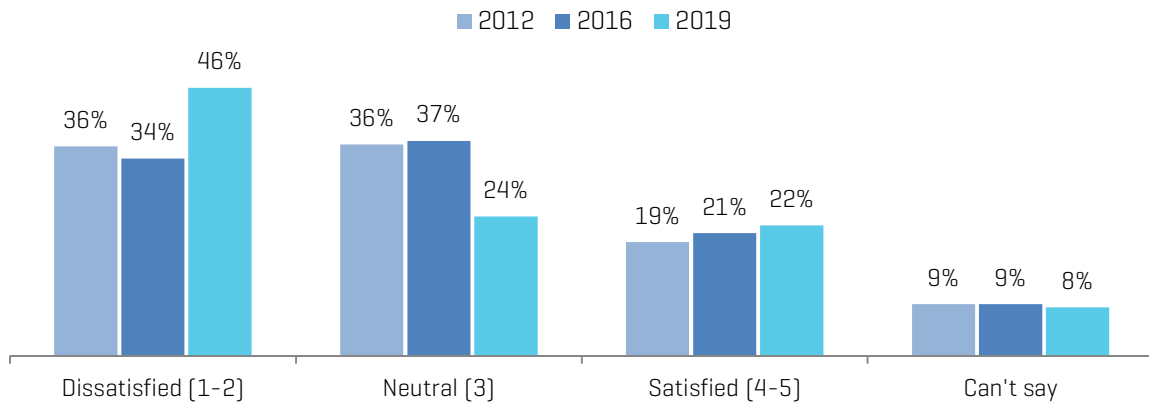
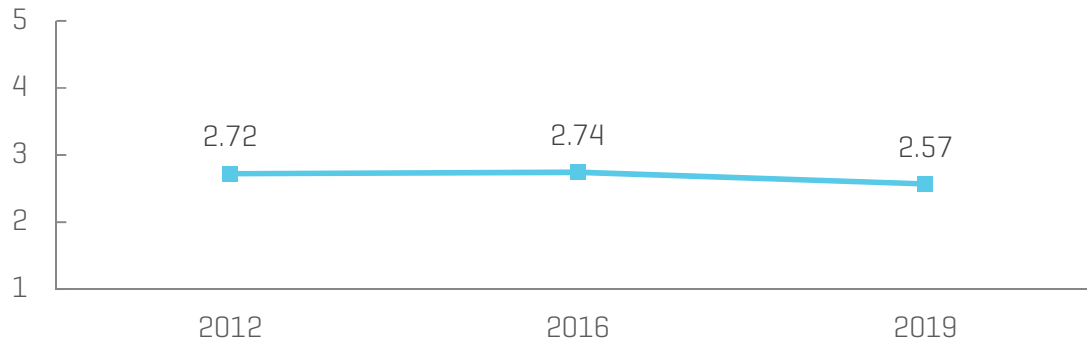


Figure 3.9 Maintaining unsealed rural roads – Satisfaction – Comparisons



These movements have resulted in a decline of 0.17 pts in average satisfaction since 2016. Whilst this is not a statistically significant decrease, it does signal a declining trend.

Figure 3.10 Maintaining unsealed rural roads – Average Satisfaction – Comparisons



There are similar significant differences for maintenance of sealed and unsealed roads. Older residents and those who live in urban areas are more satisfied compared to other residents.

Table 3.4 Maintaining unsealed rural roads – Average Satisfaction – Subgroup Analysis

Subgroup		Average
Gender	Male	2.5
	Female	2.6
Age	18 to 34	2.8
	35 to 49	2.2
	50 to 64	2.5
	65 plus	2.9
Location	Urban	2.9
	Rural	2.2
Time lived in Area	1 to 5 years	2.5
	6 to 10 years	2.8
	11 to 15 years	2.8
	More than 15 years	2.5
Town/rural area	Holbrook	3.1
	Jindera	2.7
	Culcairn	2.6
	Henty	2.8
	Walla Walla	2.4
	Burrumbuttock	2.3
	Gerogery/Gerogery West	2.1
	Woomargama	2.7
	Brocklesby	1.5
	Walbundrie	1.7
Morven	2.6	
Other	2.3	

3.2.4 Youth Services & Facilities

In total, 31 percent of residents are satisfied with the provision of youth services and facilities in 2019. This result has increased five percent [5%] since 2016 and 10 percent since 2012. Again, this increase has been the result of further polarisation in ratings. The proportion of dissatisfied residents has increased three percent [3%] over the past three years. Nineteen percent [19%] of residents could not provide an answer, a result that has increased over time.

Figure 3.11 Youth Services & Facilities – Satisfaction

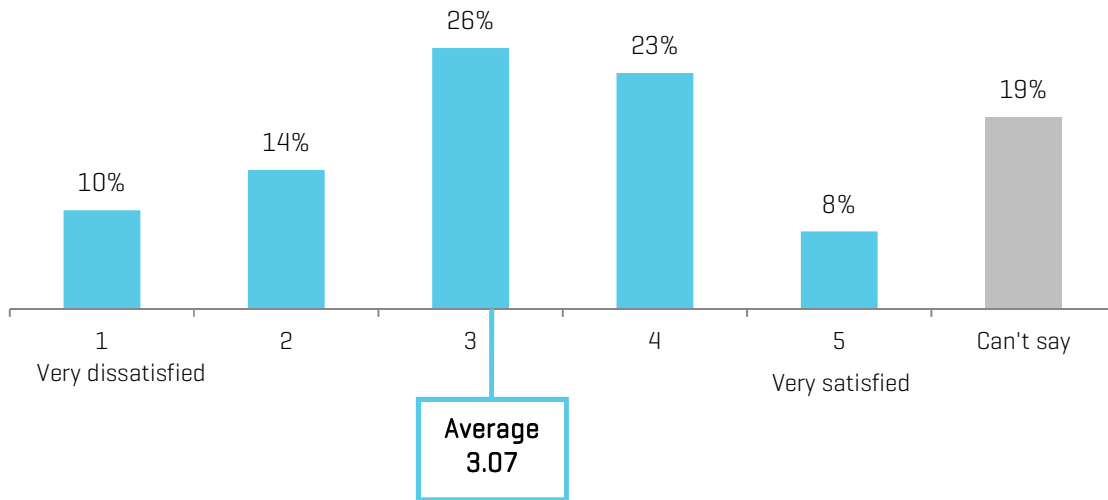
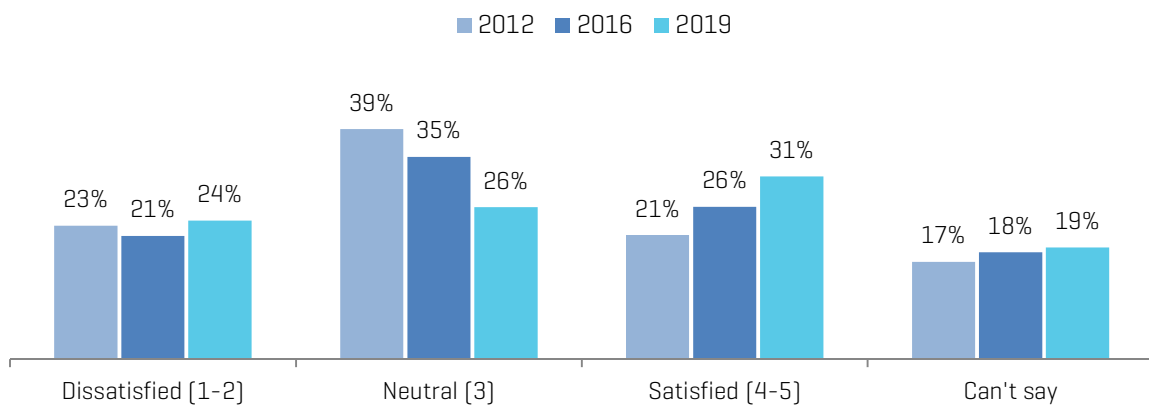
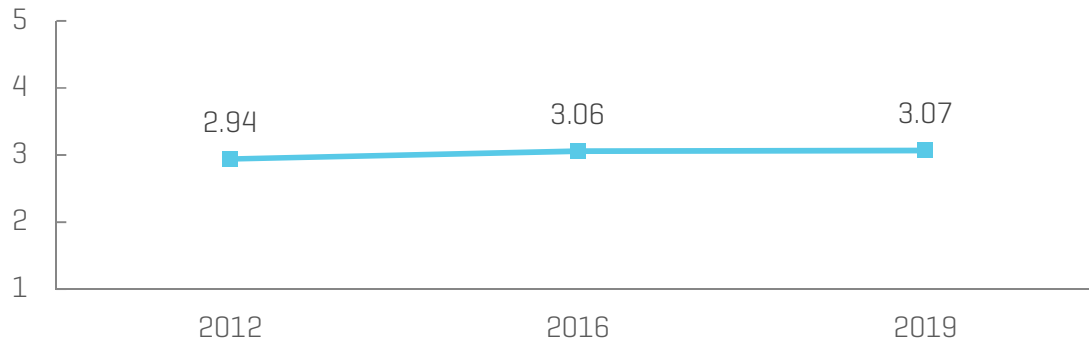


Figure 3.12 Youth Services & Facilities – Satisfaction – Comparisons



The movements in satisfaction ratings have not had a strong impact on average satisfaction over time. While average satisfaction has increased 0.13 pts since 2012, the result is in line with 2016.

Figure 3.13 Youth Services & Facilities – Average Satisfaction – Comparisons



Following a similar trend in roads services, residents aged 65 plus or older are significantly more satisfied than residents aged 35 to 49 years. Furthermore, residents of Henty are more satisfied than residents of Culcairn.

Table 3.5 Youth Services & Facilities – Average Satisfaction – Subgroup Analysis

Subgroup		Average
Gender	Male	3.2
	Female	3.0
Age	18 to 34	3.1
	35 to 49	2.7
	50 to 64	3.1
	65 plus	3.4
Location	Urban	3.0
	Rural	3.1
Time lived in Area	1 to 5 years	3.0
	6 to 10 years	3.2
	11 to 15 years	2.7
	More than 15 years	3.1
Town/rural area	Holbrook	3.1
	Jindera	3.1
	Culcairn	2.7
	Henty	3.6
	Walla Walla	2.9
	Burrumbuttock	3.1
	Gerogery/Gerogery West	3.1
	Woomargama	3.5
	Brocklesby	2.4
	Walbundrie	3.3
	Morven	2.3
Other	3.3	

4 Performance of Staff & Councillors

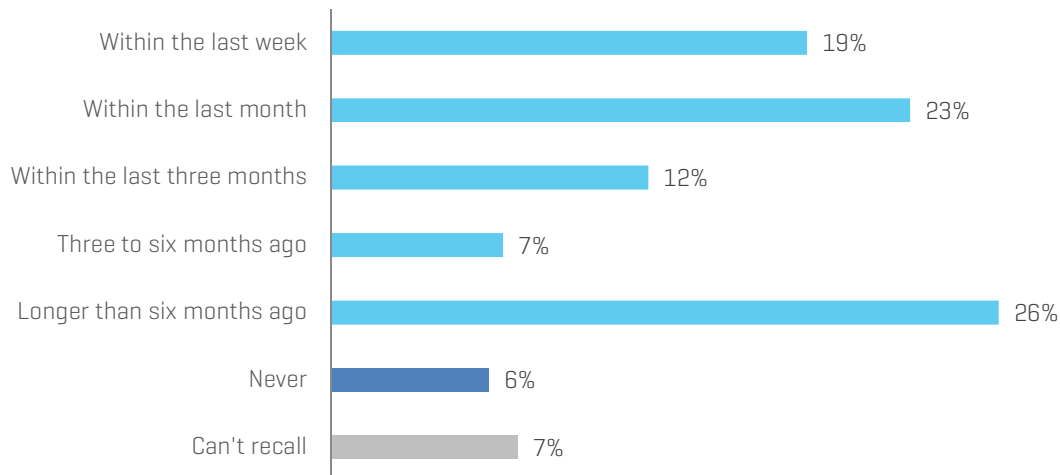
This section of the report covers community satisfaction with Greater Hume Shire Council staff and the elected Councillors.

4.1 Council Staff

Residents were asked to indicate how recently they had contact with a Council staff member.

In total, **42 percent** of residents have contacted Council in the past month, with **19 percent** making contact in the past week. Over one quarter (**26 percent**) contacted Council longer than six months ago. **Six percent** (6%) have never contacted Council while **seven percent** (7%) could not recall.

Figure 4.1 Recent contact with Council staff member



Base: All respondents (n=402)

Subgroup	Significant Differences
Gender	Male residents indicated 'longer than six months ago' significantly more than female residents
Age	35-49 indicated 'can't recall' significantly more than all other residents
Location	Residents who live in towns indicated 'within the last week' significantly more than residents who live in rural areas
Length of time lived in area	Residents who have lived in the area for less than 5 years and more than 15 years indicated 'never' significantly more than 6 to 10 years

Table 4.1 compares recent contact with Council staff for 2019 with previous results from 2016.

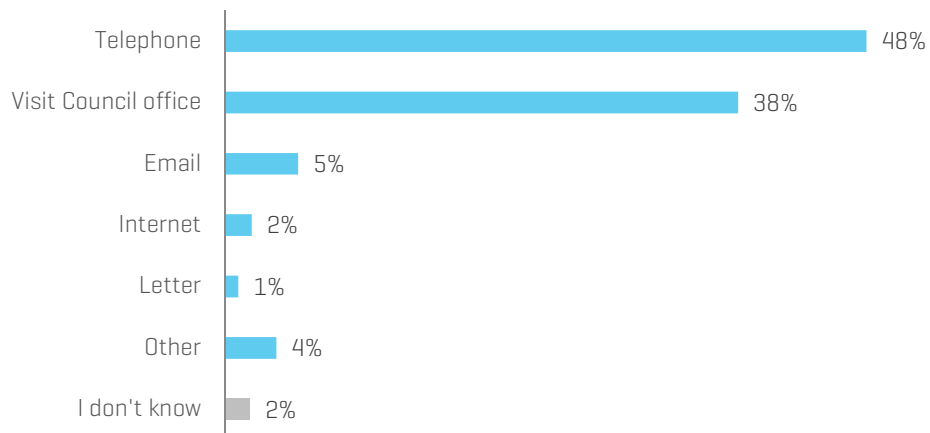
In total, there has been an increase of four percent (4%) to **42 percent** in the proportion of residents who have contacted Council in the last month.

Table 4.1 Recent contact with Council staff member – Comparisons

Recent contact with Council staff member	2016	2019
Within the last week	19%	19%
Within the last month	19%	23%
Within the last three months	14%	12%
Three to six months ago	9%	7%
Longer than six months ago	25%	26%
Never	4%	6%
Can't recall	10%	7%

Residents were asked to indicate their usual method of contacting Council. Almost half (**48 percent**) indicated they usually contact Council by **telephone**. This is followed by **making personal visits to the Council office** (38 percent).

Figure 4.2 Usual method of contacting Council



Base: All respondents (n=402)

Subgroup	Significant Differences
Gender	Nil
Age	50-64 contact via the telephone significantly more than 65+
Location	Residents who live in towns visit Council office significantly more than rural residents
Length of time lived in area	Residents who have lived in the area for less than 5 years contact visit Council office significantly less than all other residents

Table 4.2 compares methods of contacting Council with previous results. There has been an increase of three percent (3%) in the proportion of residents who contact Council by **telephone**. There has also been an increase of at least four percent (4%) in the proportion contacting by **email**.

Table 4.2 Usual method of contacting Council – Comparisons

Contact Method	2016	2019
Telephone	45%	48%
Visit Council office	39%	38%
Email/Letter*	1%	5%
Internet	0.9%	1%
Other	14%	4%
I don't know	-	2%

*Email and letter were measured in the same category in 2016

Residents were asked to rate their overall satisfaction with the performance of staff in dealing with their enquiries using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied'.

Sixty-eight percent [68%] of residents are satisfied with the performance of Council staff, with 31 percent providing the highest rating of 5; eleven percent [11%] are dissatisfied. Overall result was a **high** average satisfaction rating of **3.91**. Whilst this result has declined 0.18 pts since 2016 (see Figure 4.4) it is not a statistically significant change in performance.

There are **no significant differences** among subgroups, suggesting that overall satisfaction is not dependent upon the demographic profile of the resident. **Furthermore, average overall satisfaction is not dependent upon the method of contact used.**

Figure 4.3 Overall satisfaction with performance of Council staff

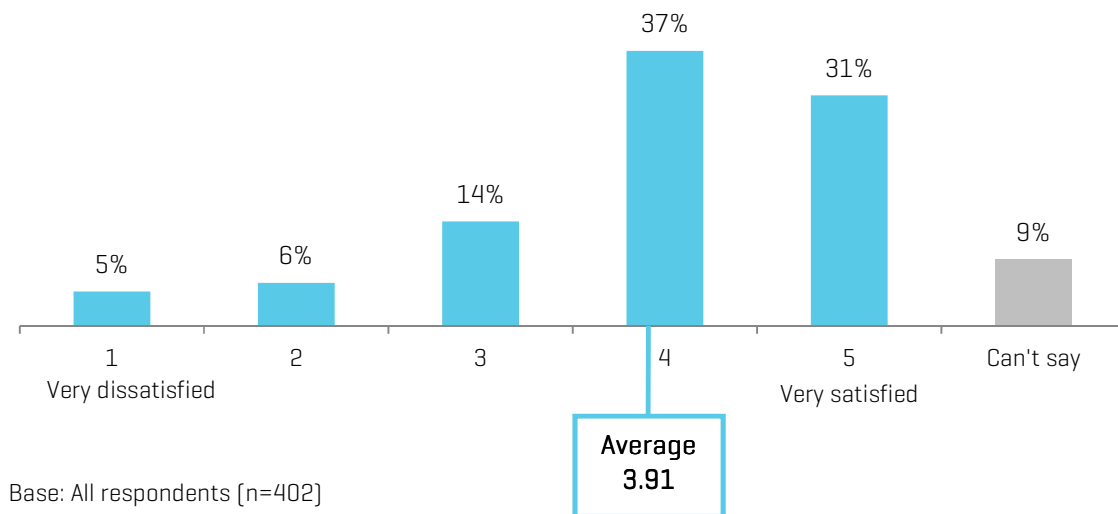


Figure 4.4 Overall satisfaction with performance of Council staff – Comparisons

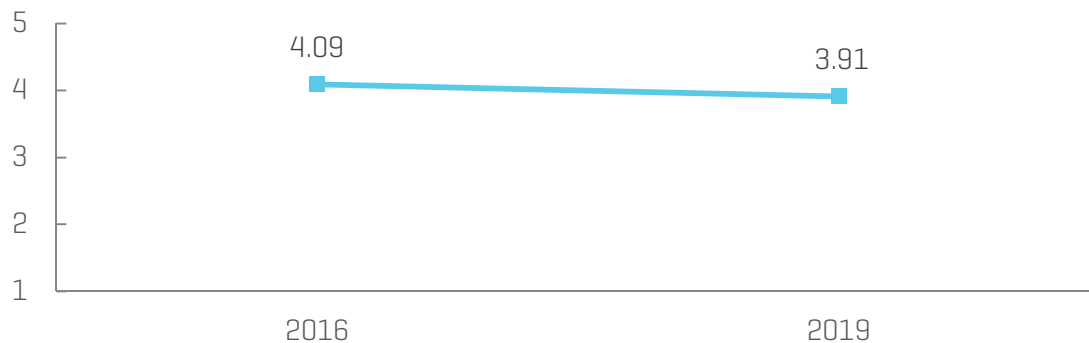
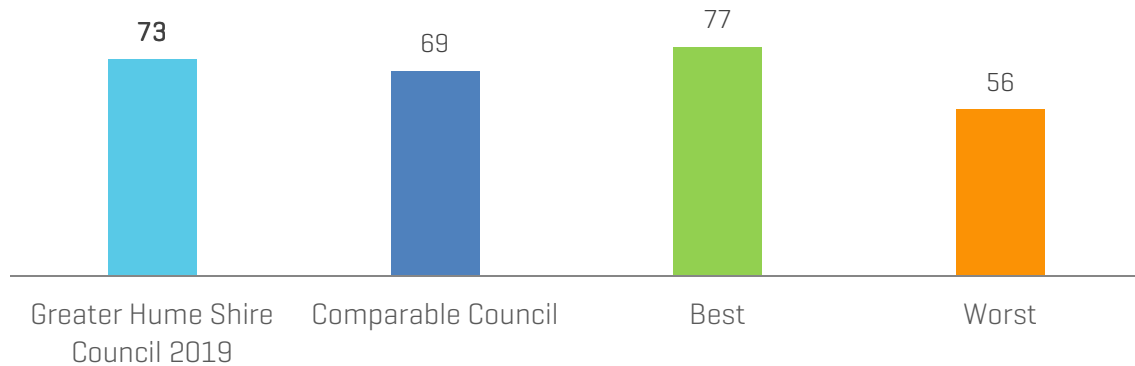


Figure 4.5 shows the benchmarked result for overall satisfaction with performance of Council staff. This result is compared with an amalgamation of comparable regional councils in NSW as well as the best and worst results on the entire IRIS Research benchmark data base. A difference of ± 4 pts indicates a statistically significant difference in performance.

Overall satisfaction with the performance of Council staff is **outperforming** comparable regional councils in NSW. Furthermore, Council's result sits only 4 points below the best result on the IRIS Research council benchmark database.

This shows that, despite declining since 2016, Council's staff remain a key strength of the organisation.

Figure 4.5 Overall satisfaction with performance of Council staff – External Benchmarks

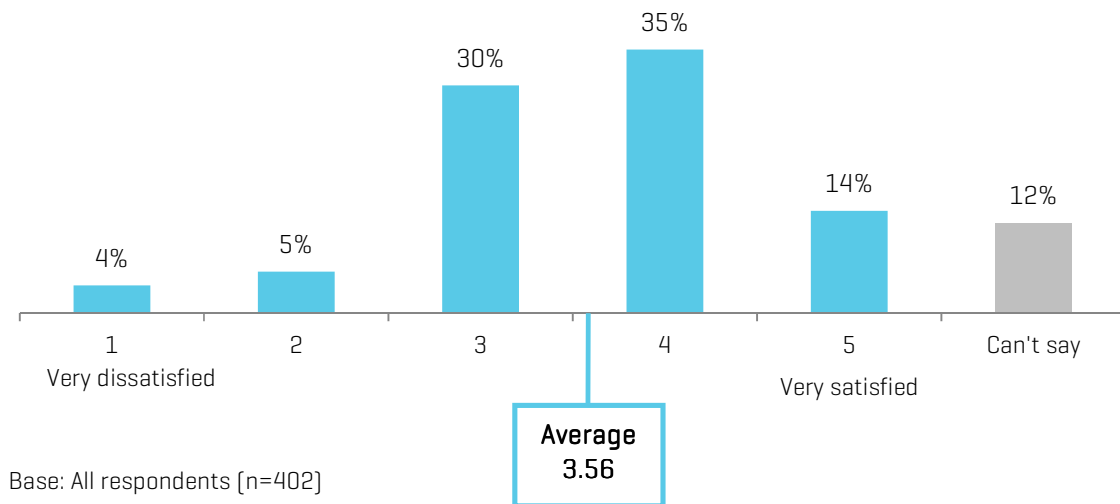


4.2 Councillors

Residents were asked to rate their satisfaction with the overall performance of the Mayor and Councillors using a five-point scale where 1 meant 'Very Dissatisfied' and 5 meant 'Very Satisfied'.

Forty-nine percent [49%] of residents are satisfied with the performance of the Mayor and Councillors. Nine percent [9%] of residents are dissatisfied, whilst 30 percent provided a neutral rating of 3. These results combined for a **medium** average satisfaction rating of 3.56, which is in line with previous results.

Figure 4.6 Overall satisfaction with the performance of the Mayor and Councillors



Subgroup	Significant Differences
Gender	Nil
Age	Nil
Location	Residents who live in towns are significantly more satisfied with the performance of the Mayor and Councillors compared to rural residents
Length of time lived in area	Nil

Figure 4.7 Overall satisfaction with the performance of the Mayor and Councillors – Comparisons

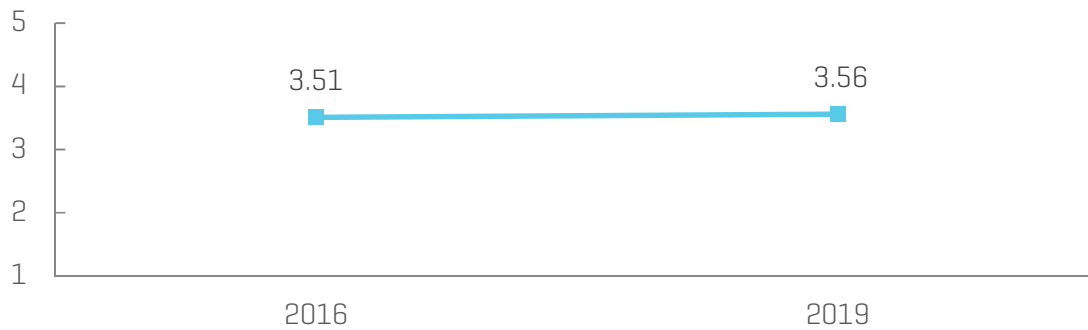
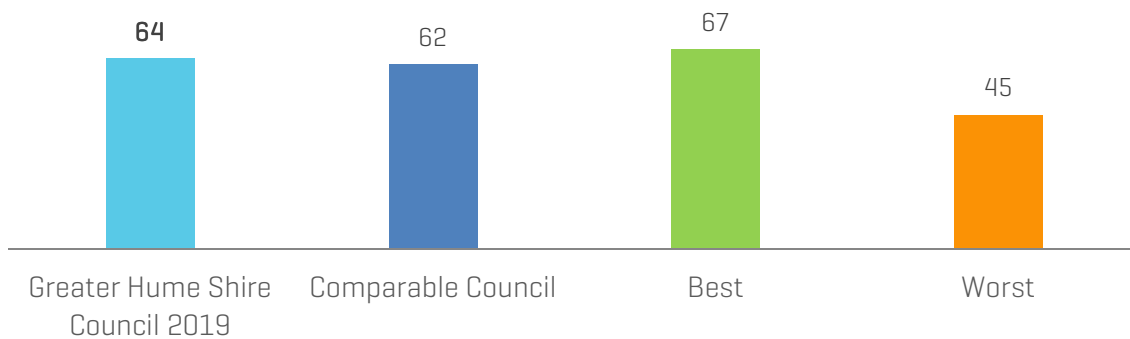


Figure 4.8 shows the benchmarked result for overall satisfaction with performance of Councillors. This result is compared with an amalgamation of comparable regional councils in NSW as well as the best and worst results on the entire IRIS Research benchmark data base. A difference of ± 4 pts indicates a statistically significant difference in performance.

Overall satisfaction with the performance of Councillors is **in line** with comparable regional councils in NSW. This result is also performing in line with the best result on the IRIS Research council benchmark database.

Figure 4.8 Overall satisfaction with the performance of Councillors – External Benchmarks

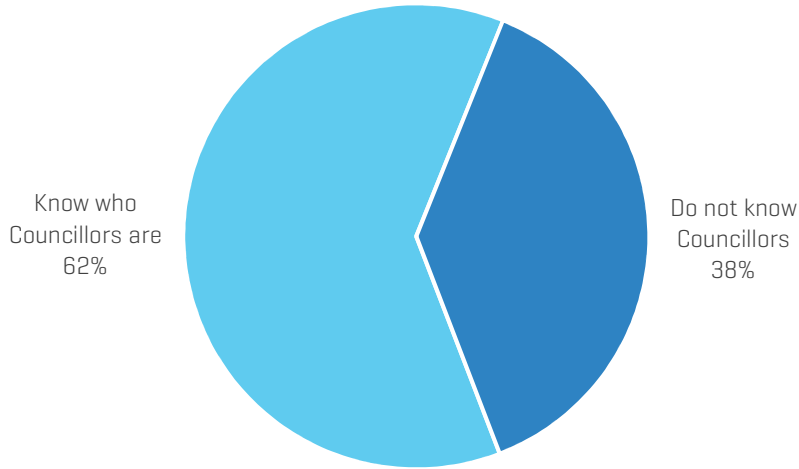


Residents were asked to indicate whether they know who their local Councillors are.

62 percent of residents indicated they know who their local Councillors are.

Awareness of Councillors has increased over the past three years, with this result increasing **five percent [5%]** since 2016.

Figure 4.9 Knowledge of local Councillors

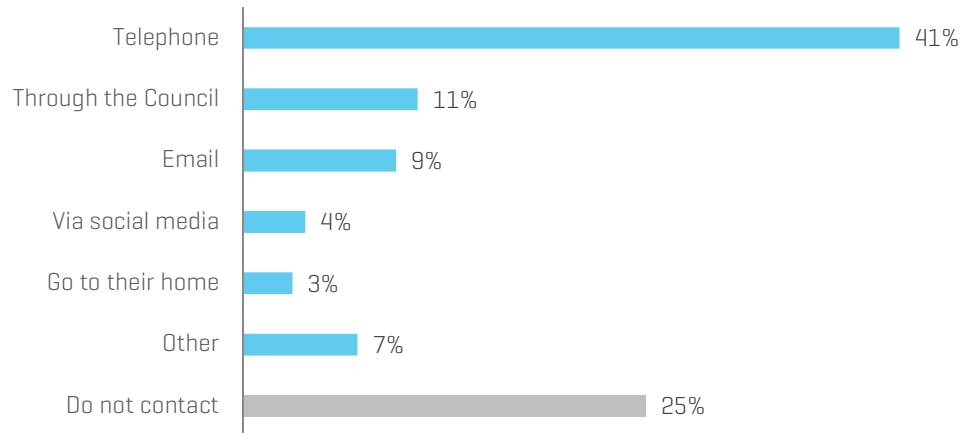


Base: All respondents (n=402)

Subgroup	Significant Differences
Gender	Nil
Age	The proportion of 65+ that know who Councillors are is significantly higher than 35-49
Location	Nil
Length of time lived in area	The proportion of residents who have lived in the area for more than 15 years who know who Councillors are is significantly higher than 6 to 10 years

Residents who do know their local Councillors were asked to indicate how they contact them. **Forty-one percent** (41%) of these residents contact via telephone while 11 percent contact through the Council.

Figure 4.10 Method of contacting Councillors



Base: Know who Councillors are (n=249)

Subgroup	Significant Differences
Gender	Female residents contact via email significantly more than male residents
Age	18-34 contact via social media significantly more than all other residents
Location	Residents who live in rural areas contact via telephone significantly more than residents who live in towns
Length of time lived in area	Residents who have lived in the area for 6 to 10 years contact via email significantly less than less than 5 years and 11 to 15 years

Residents are increasingly using electronic platforms such as **email** (up 3 percent) and **social media** (also up 3 percent) to contact Councillors. Other method such as telephone and through the Council have declined due to a strong increase in the proportion indicating they do not contact Councillors.

Table 4.3 Method of contacting Councillors – Comparisons

Councillor Contact Method	2016	2019
Telephone	45%	41%
Through the Council	18%	11%
Email	6%	9%
Via social media	1%	4%
Go to their home	3%	3%
Other	18%	7%
Do not contact	8%	25%

Residents were asked to rate their agreement with the statement 'Local Greater Hume Shire Councillors represent a broad range of community values fairly' using a five-point agreement scale where 1 meant 'Strongly Disagree' and 5 meant 'Strongly Agree'.

Almost half [**49 percent**] agreed with the statement while **13 percent** disagreed. **Thirty-nine percent** [39%] of residents provided a neutral rating of 3, resulting in a **medium** average overall rating of **3.45**. This result has increased 0.06 pts since 2016. However, this is not a statistically significant increase.

Figure 4.11 Local Councillor representation

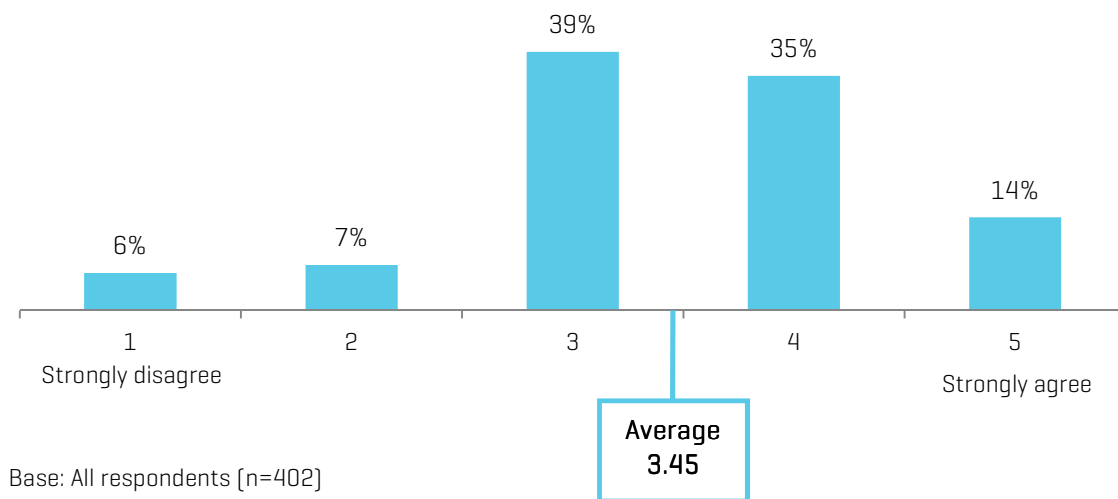
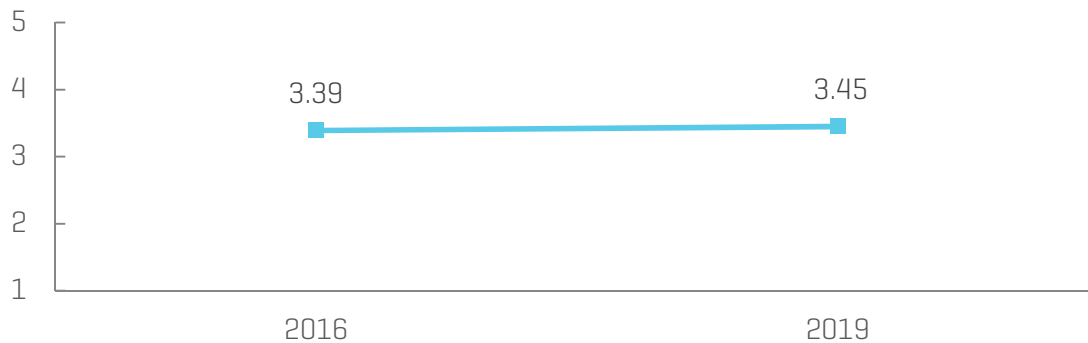


Table 4.4 Local Councillor representation – Comparisons



5 Image Perceptions of Greater Hume

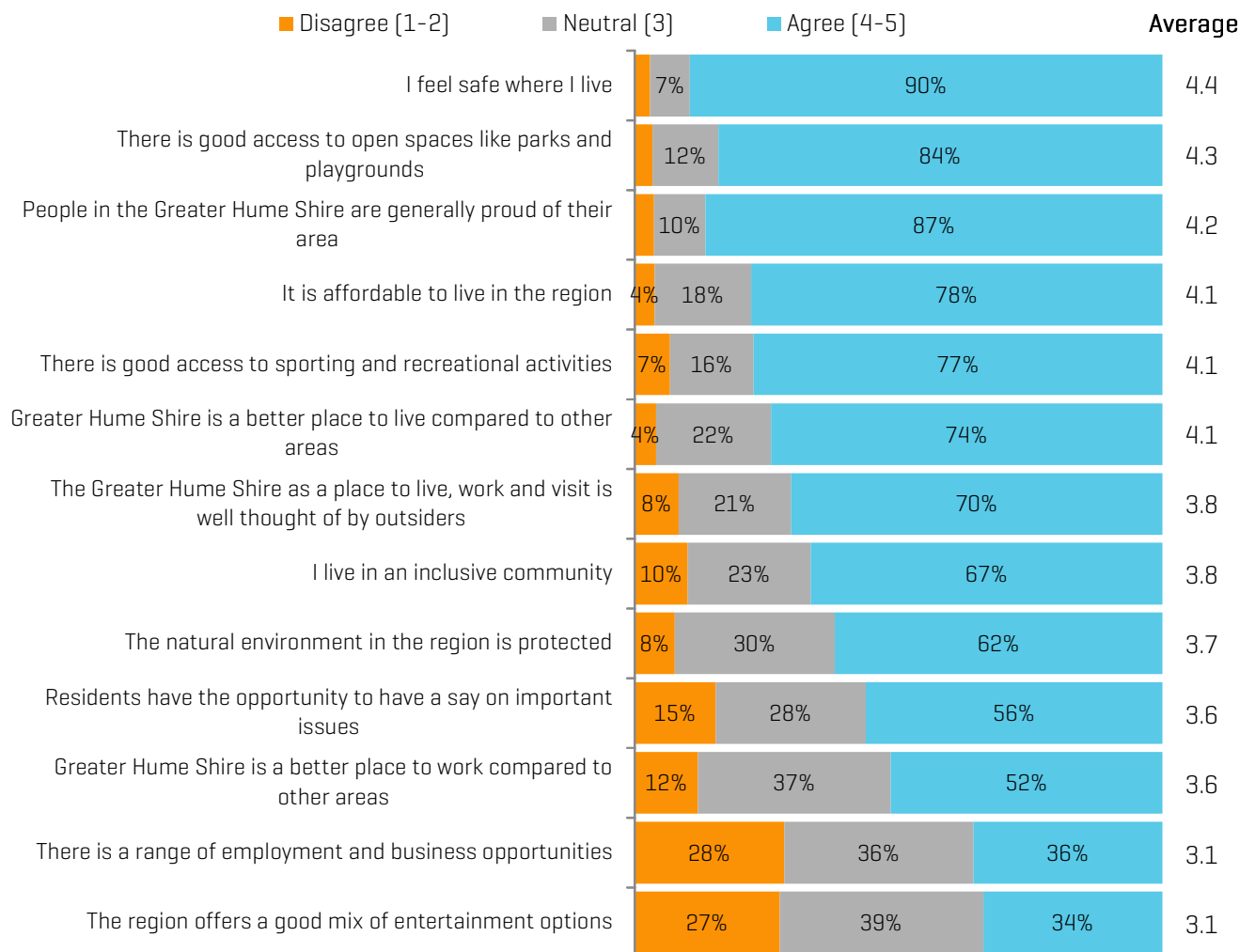
This section of the report covers the perceptions of the Greater Hume Shire area among residents. It also covers residents who have moved to the area from another location and their reasons for moving.

5.1 Perceptions of the Greater Hume Shire area

Residents were asked to rate their agreement with 13 statements about the Greater Hume Shire area as a place to live, work and do business using a five-point scale where 1 meant 'Strongly Disagree' and 5 meant 'Strongly Agree'.

Six of the 13 statements recorded **high** average agreement ratings [above 4.0]. All other statements recorded medium average agreement ratings.

Figure 5.1 Image Perceptions of Greater Hume



The statement with the highest average agreement rating is **'I feel safe where I live'**. Ninety percent [90%] of residents agreed, and only three percent [3%] disagreed.

Safety, access to open spaces, sporting and recreational activities and **affordability** are viewed by residents as strengths of living in the region.

Other statements that recorded high average ratings include:

- ▶ There is good access to open spaces like parks and playgrounds
- ▶ People in the Greater Hume Shire are generally proud of their area
- ▶ It is affordable to live in the region
- ▶ There is good access to sporting and recreational activities
- ▶ Greater Hume Shire is a better place to live compared to other areas.

Statements relating to **employment** recorded relatively lower average agreement ratings.

Residents generally agreed that the Greater Hume Shire area is a **better place to work compared to other areas** [3.6]. Fifty-two percent [52%] agreed with this statement. Looking at employment within the area itself, fewer than half [36 percent] agreed that there is a **range of employment and business opportunities**.

Furthermore, while residents acknowledged there is good access to sporting and recreational activities, there is a concern about the entertainment options offered. The statement **'The region offers a good mix of entertainment options'** recorded the lowest average rating at 3.1, with only 34 percent of residents in agreement.

Table 5.1 compares agreement results for the statements that were measured in previous surveys in 2012 and 2016. There has been no statistically significant change in response to either statement over the past two years.

Table 5.1 Image Perceptions of Greater Hume – Comparisons

GH Image Perceptions	2012	2016	2019	Significant change since 2016
People in the Greater Hume Shire are generally proud of their area	4.3	4.2	4.2	↔
The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders	3.8	3.8	3.8	↔

Table 5.2 reports subgroup analysis of agreement results. There are no significant differences based on the length of time lived in the Greater Hume Shire area.

Male residents agreed significantly more than female residents that **there is a range of employment and business opportunities**. Residents who live in towns have higher perceptions of **affordability** compared to residents who live in rural areas.

Most significant differences are related to age. Residents in the 18 to 34 years and 65 years or older age groups agreed that **the Greater Hume Shire as a place to live, work and visit is well thought of by outsiders** significantly more than residents in the 35 to 49 years and 50 to 64 years age groups. Furthermore, compared to those aged 50 to 64 years, residents aged 65 years or older had higher perceptions of **access to sporting and recreational activities** and **protection of the natural environment**.

Table 5.2 Image Perceptions of Greater Hume – Subgroup Analysis

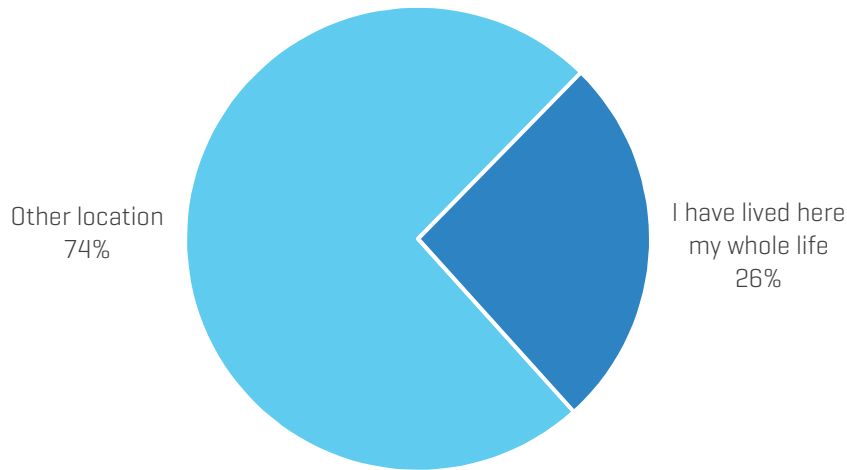
Subgroup	Significant Differences
Gender	Male residents agreed significantly more than female residents with: <ul style="list-style-type: none"> - There is a range of employment and business opportunities
Age	18-34 and 65+ agreed significantly more than 35-49 and 50-64 with: <ul style="list-style-type: none"> - The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders 65+ agreed significantly more than 50-64 with: <ul style="list-style-type: none"> - There is good access to sporting and recreational activities - The natural environment in the region is protected
Location	Residents who live in towns agreed significantly more than rural residents with: <ul style="list-style-type: none"> - It is affordable to live in the region
Length of time lived in area	Nil

5.2 Moving to the Greater Hume Shire area

Respondents were asked whether they moved to the Greater Hume Shire from another location or have lived in the area for their whole lives.

Seventy-four percent [74%] of residents indicated they lived in a different location prior to moving to the Greater Hume Shire area. These residents were asked where they lived prior to moving to the Greater Hume Shire, how long they lived there and their reason for moving.

Figure 5.2 Where did you live prior to moving to the Greater Hume Shire?



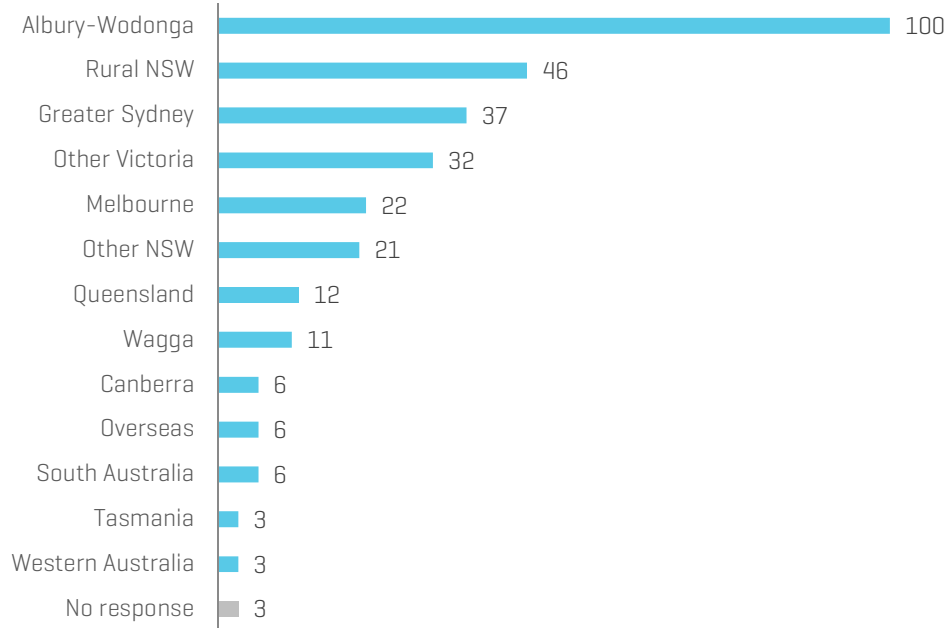
Base: All respondents (n=402)

Subgroup	Significant Differences
Gender	A significantly higher proportion of male residents have lived in the Greater Hume Shire for their whole lives compared to female residents
Age	Nil
Location	Nil

Length of time lived in the Greater Hume Shire area was excluded from subgroup analysis for this question.

Figure 5.3 lists the locations from where residents have moved. One third of these residents moved to the Greater Hume Shire from the Albury-Wodonga area. Other common prior locations include rural NSW, Greater Sydney, Melbourne and regional Victoria.

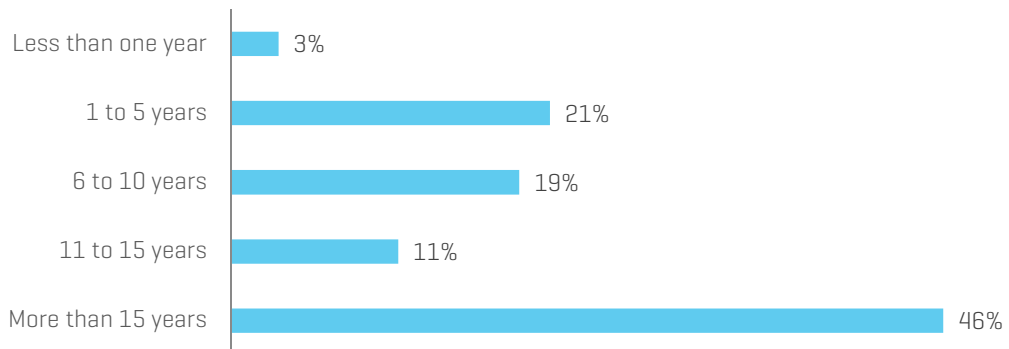
Figure 5.3 Other locations



Base: Moved to Greater Hume Shire from another location (n=298)

Figure 5.4 shows the length of time lived at their previous location. Almost half (46 percent) lived at their previous location for more than 15 years. The proportion of residents aged 65 years or older who lived at the previous location for more than 15 years was significantly higher compared to those in the 18 to 34 years and 35 to 49 years age groups.

Figure 5.4 Length of time lived at previous location



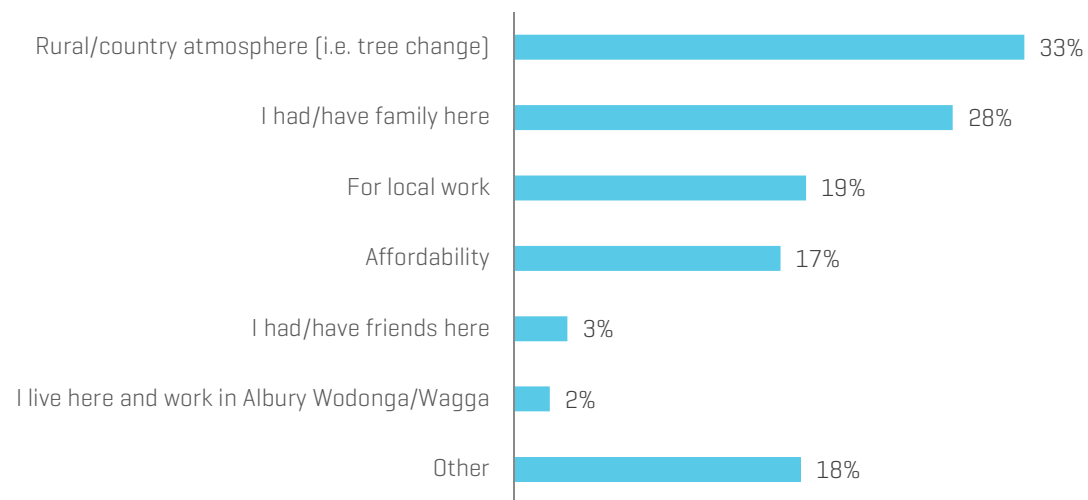
Base: Moved to Greater Hume Shire from another location (n=298)

Residents were asked to indicate their reason for moving to the Greater Hume Shire area; they were able to select multiple responses.

The most common reason for moving to the Greater Hume Shire is the **rural/country atmosphere** at 33 percent. The next most common reason for moving is **family** [28 percent], followed by **local work** [19 percent] and **affordability** [17 percent].

Eighteen percent [18%] provided another reason, which primarily related to marriage, selling farms and better access to education and health facilities.

Figure 5.5 Reason for moving to the Greater Hume Shire



Base: Moved to Greater Hume Shire from another location [n=298]

Subgroup	Significant Differences
Gender	A significantly higher proportion of male residents moved for local work compared to female residents.
Age	A significantly lower proportion of 18-34s moved for local work compared to all other residents A significantly higher proportion of 18-34s moved for affordability compared to 50-64 and 65+.
Location	A significantly higher proportion of residents who live in towns moved for affordability compared to rural residents.
Length of time lived in area	Nil

Table 5.3 compares reasons for moving in 2019 with previous results in 2012 and 2016. Over time there has been a decline of **eight percent** [8%] in the proportion who indicate they moved to the Greater Hume Shire for **local work**.

There has been an increase of **five percent** [5%] in the proportion who indicated **affordability** as a reason for moving.

Table 5.3 Reason for moving to the Greater Hume Shire - Comparisons

Reasons for moving to GH LGA	2012	2016	2019
Rural/country atmosphere (i.e. tree change)	32%	24%	33%
I had/have family here	26%	29%	28%
For local work	27%	23%	19%
Affordability	12%	11%	17%
I had/have friends here	3%	4%	3%
I live here and work in Albury Wodonga/Wagga	3%	1%	2%
Other	20%	28%	18%

6 Major Issues of Concern

Residents were asked to name what they believe is the **one top issue** facing Greater Hume Shire Council over the next five to ten years. All responses have been provided to Council in a separate report. Thematic analysis was used to categorise into key themes. Figure 6.1 (next page) lists the categories of responses.

According to the open-ended responses, the major issues of concern include:

Maintenance of roads

Twenty-two percent (22%) of responses related to the maintenance of roads in the Greater Hume Shire Council area. These responses covered the general state of roads in the region as well as sealed and unsealed roads in rural areas. Some responses specifically mentioned areas including Jindera and Gerogery.

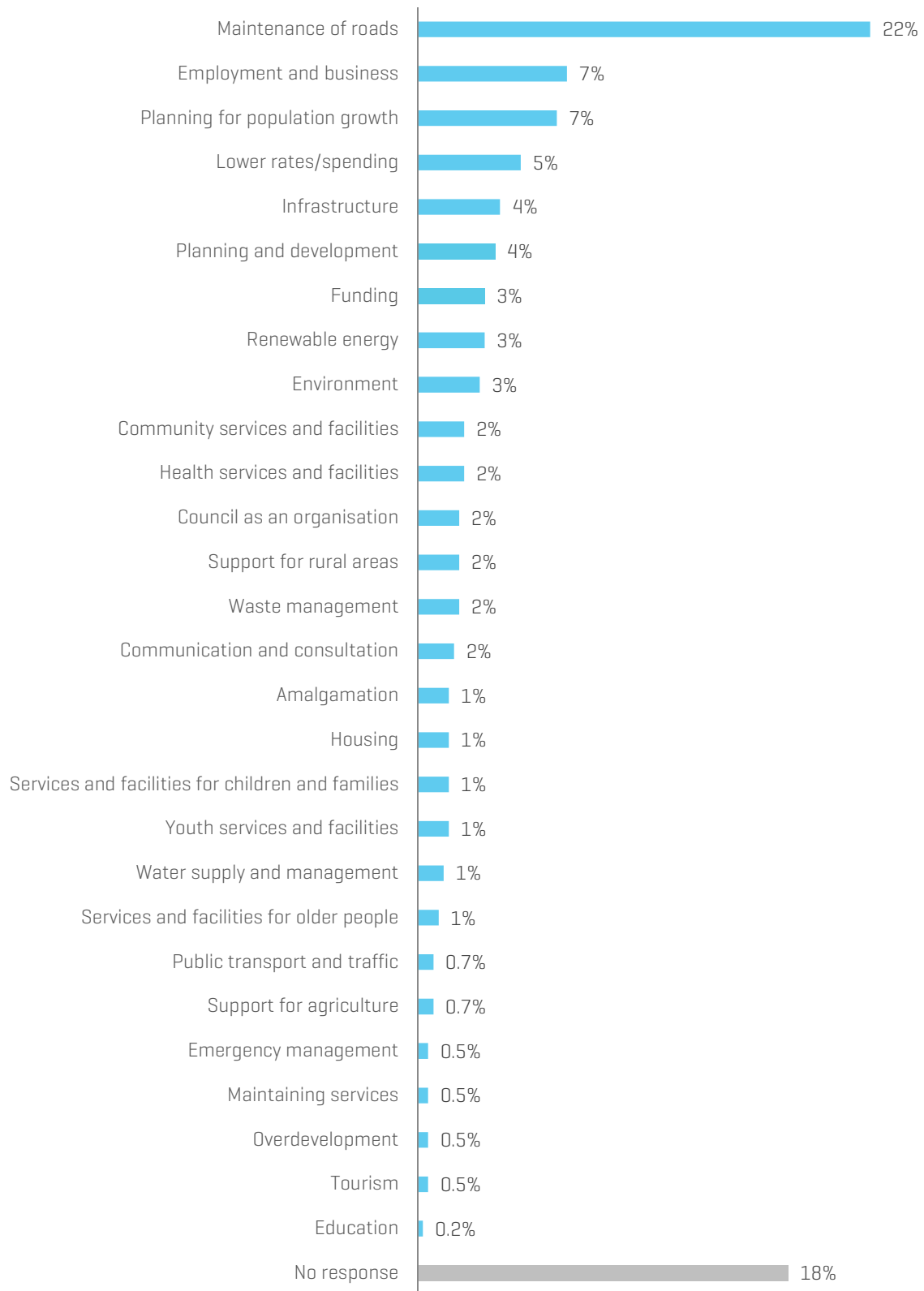
Employment and business

Seven percent (7%) of responses related to attracting business to the region and generating employment. Several of the responses within this category specifically cited youth employment and using job creation to keep young people in the region. Other responses mentioned specific businesses such as new supermarket facilities.

Planning for population growth

Seven percent (7%) of responses related to population growth and the planning associated with an increase in population. These responses were concerned with ensuring infrastructure meets the needs of a growing population, particularly in areas such as Jindera.

Figure 6.1 Major Issues of Concern



Base: All respondents (n=402)

7 Council Communication

This section of the report examines the most used sources of receiving information relating to Council services and facilities as well as the most preferred sources. This section also reports overall satisfaction with receiving information.

7.1 Sources of receiving information about Council services and facilities

Respondents were read a list of sources and were asked to indicate how they usually receive information regarding Council activities, services and facilities. Respondents were also asked to indicate their preferred sources; they were able to select multiple responses for both questions.

Figure 7.1 [next page] shows the most **used** and most **preferred** sources of receiving information about Council.

The five most **used** sources of information include:

1. **Community newsletters** [82%]
2. **Letter box drops** [70%]
3. **Border Mail** [57%]
4. **Social media [e.g. Facebook, Instagram, etc.]** [44%]
5. **Council's website** [39%]

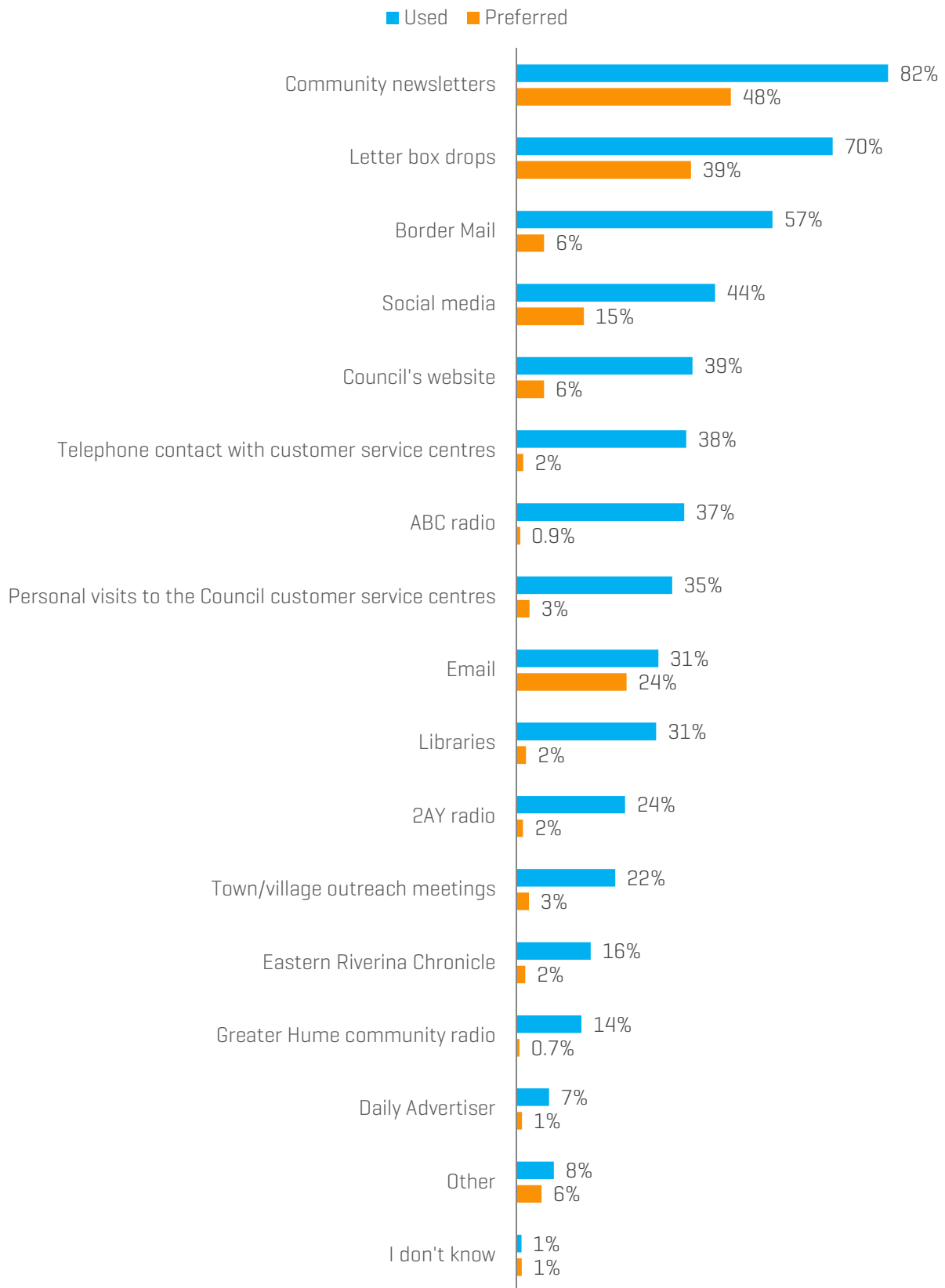
The five most **preferred** sources of information include:

1. **Community newsletters** [48%]
2. **Letter box drops** [39%]
3. **Email** [24%]
4. **Social media [e.g. Facebook, Instagram, etc.]** [15%]
5. **Border Mail** [6%]

Greater Hume Shire Council is generally meeting the preferences of residents for sources of receiving information. **Four of the top five** most preferred methods are also the most used.

The exception is **email** which is the third most preferred method but is only the ninth most used. Raising the awareness of electronic mailing lists or online subscriptions to community newsletters will aid in bolstering the use of email and save significant printing and postage costs over time.

Figure 7.1 Sources of receiving information about Council services and facilities



Tables 7.1 and 7.2 report subgroup analysis for sources of information.

Table 7.1 Most used sources of information – Subgroup Analysis

Subgroup	Significant Differences
Gender	Female residents use the following sources significantly more than male residents: <ul style="list-style-type: none"> - Community newsletters - Council’s website - Libraries
Age	65+ use the following sources significantly more than 18-34 and 35-49: <ul style="list-style-type: none"> - Community newsletters 65+ use the following sources significantly more than 35-49 and 50-64: <ul style="list-style-type: none"> - Border Mail 65+ use the following sources significantly less than all other residents: <ul style="list-style-type: none"> - Social media [e.g. Facebook, Instagram, etc.] 50-64 use the following sources significantly more than 65+ <ul style="list-style-type: none"> - Council’s website 50-64 use the following sources significantly more than 18-34: <ul style="list-style-type: none"> - Email 18-34 use the following sources significantly more than 50-64: <ul style="list-style-type: none"> - Daily Advertiser
Location	Residents who live in towns use the following sources significantly more than rural residents: <ul style="list-style-type: none"> - Libraries - Daily Advertiser
Length of time lived in area	Residents who have lived in the area for more than 10 years use the following sources significantly more than 6 to 10 years: <ul style="list-style-type: none"> - Town/village outreach meetings

Table 7.2 Most preferred sources of information – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	35-49 and 50-64 use the following sources significantly more than 18-34 and 65+: <ul style="list-style-type: none"> - Email 50-64 and 65+ use the following sources significantly more than 18-34 and 35-49: <ul style="list-style-type: none"> - Social media [e.g. Facebook, Instagram, etc.] 65+ indicated ‘other’ significantly more than 18-34 and 50-64
Location	Residents who live in towns use the following sources significantly more than rural residents: <ul style="list-style-type: none"> - Personal visits to the Council customer services centres Residents who live in rural areas use the following sources significantly more than residents who live in towns: <ul style="list-style-type: none"> - Email
Length of time lived in area	Residents who have lived in the area for less than 5 years use the following sources significantly more than all other residents: <ul style="list-style-type: none"> - Town/village outreach meetings Residents who have lived in the area for 6 to 10 years use the following sources significantly more than all other residents: <ul style="list-style-type: none"> - Telephone contact with customer service centres

7.2 Further Segmentation

Table 7.3 lists the most used and most preferred sources for different types of residents.

Table 7.3 Sources of information – Further Segmentation

Gender	Area	Age	Usual Methods	Preferred Methods
Male	Urban	18 to 34	1. Social media 2. Community newsletters 3. Letter box drops	1. Letter box drops 2. Community newsletters 3. Email
		35 to 49	1. Community newsletters 2. Letter box drops 3. 2AY radio	1. Email 2. Letter box drops 3. Community newsletters
		50 to 64	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Letter box drops 2. Community newsletters 3. Email
		65+	1. Community newsletters 2. Border Mail 3. Letter box drops	1. Community newsletters 2. Letter box drops 3. Other
	Rural	18 to 34	1. Social media 2. Community newsletters 3. Border Mail	1. Social media 2. Community newsletters
		35 to 49	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Email 2. Letter box drops 3. Community newsletters
		50 to 64	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Community newsletters 2. Email 3. Letter box drops
		65+	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Community newsletters 2. Letter box drops 3. Email

Gender	Area	Age	Usual Methods	Preferred Methods
Female	Urban	18 to 34	1. Community newsletters 2. Social media 3. Council's website	1. Community newsletters 2. Letter box drops 3. Social media
		35 to 49	1. Community newsletters 2. Letter box drops 3. Social media	1. Community newsletters 2. Letter box drops 3. Social media
		50 to 64	1. Community newsletters 2. Letter box drops 3. Council's website	1. Community newsletters 2. Email 3. Letter box drops
		65+	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Community newsletters 2. Letter box drops 3. Border Mail
	Rural	18 to 34	1. Community newsletters 2. Letter box drops 3. Border Mail	1. Letter box drops
		35 to 49	1. Community newsletters 2. Letter box drops 3. Email	1. Email 2. Community newsletters 3. Letter box drops
		50 to 64	1. Community newsletters 2. Letter box drops 3. Social media	1. Community newsletters 2. Letter box drops 3. Email
		65+	1. Community newsletters 2. Border Mail 3. Letter box drops	1. Community newsletters 2. Letter box drops 3. Email

7.3 Overall satisfaction with information about Council services and facilities

Residents were asked to rate their overall satisfaction with the information they receive from Council about services and facilities using a five-point scale.

Fifty-eight percent [58%] of residents are satisfied with information they receive about Council services and facilities, with **20 percent** providing the highest rating of 5. **Twelve percent** [12%] are dissatisfied while **27 percent** provided a neutral rating of 3, resulting in a medium average overall rating of 3.65.

There are **no statistically significant differences** among subgroups.

Figure 7.2 Overall satisfaction with information about services and facilities

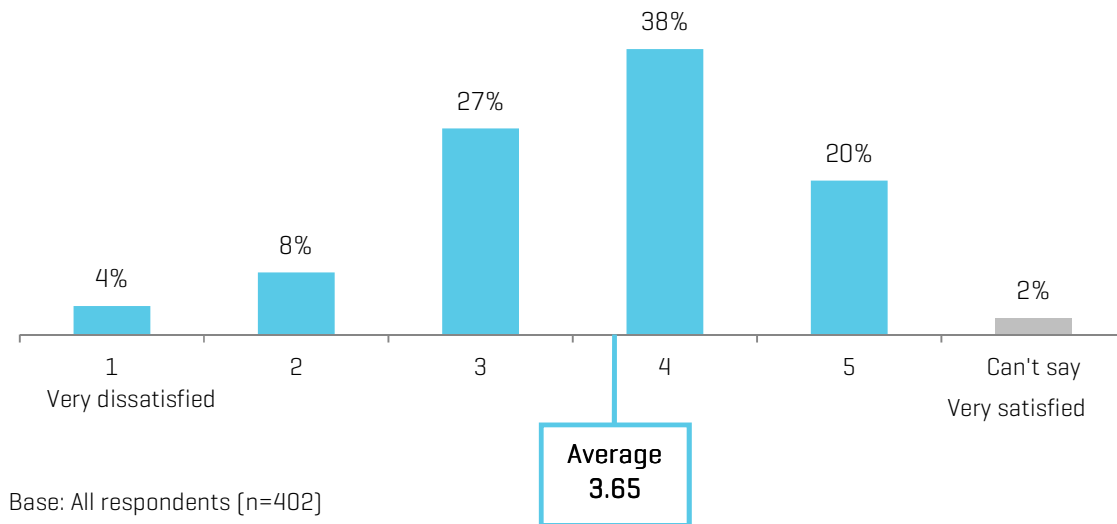


Figure 7.3 compares average overall satisfaction with information provided by Greater Hume Shire Council with previous survey results from 2012 and 2016. Average overall satisfaction has declined 0.1 pts, though this change is not statistically significant.

Figure 7.3 Overall satisfaction with information about services and facilities - Comparisons

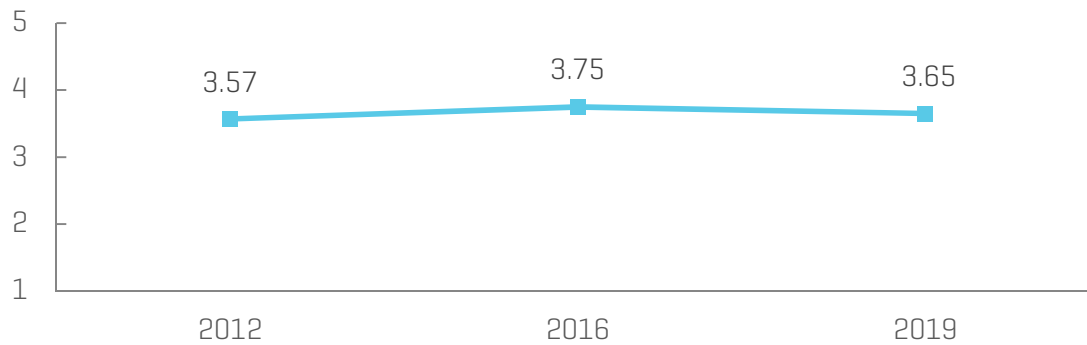


Table 7.4 compares average overall satisfaction ratings for usual and preferred methods of communication.

Residents who usually use **libraries** [3.9] and **town/village outreach meetings** [3.9] recorded the highest average satisfaction ratings.

Residents who prefer **ABC radio** [4.1], **personal visits to the Council customer services centres** [4.0], **libraries** [4.0] and **Eastern River Chronicle** [4.0] recorded the highest average satisfaction ratings.

Table 7.4 Average overall satisfaction by usual and preferred methods

Communication Channels	Usual	Preferred
Community newsletters	3.7	3.8
Letter box drops	3.8	3.7
Border Mail	3.8	3.9
Social media	3.6	3.2
Council's website	3.7	3.9
Telephone contact with customer service centres	3.7	3.0
ABC radio	3.7	4.1
Personal visits to the Council customer service centres	3.8	4.0
Email	3.7	3.6
Libraries	3.9	4.0
2AY radio	3.7	3.0
Town/village outreach meetings	3.9	3.9
Eastern Riverina Chronicle	3.8	4.0
Greater Hume community radio	3.7	2.9
Daily Advertiser	3.8	3.6
Other	3.5	3.7
I don't know	3.5	3.2

Appendix 1 – Subgroup Analysis

Overall Satisfaction

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	10%	11%	9%	-	17%	12%	8%
Neutral [3]	37%	37%	38%	52%	43%	33%	29%
Satisfied [4-5]	53%	52%	53%	48%	40%	55%	63%
Average Satisfaction	3.5	3.5	3.5	3.7	3.2	3.5	3.7

Overall Satisfaction	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	10%	7%	14%	9%	8%	4%	11%
Neutral [3]	37%	36%	39%	50%	31%	38%	37%
Satisfied [4-5]	53%	57%	47%	42%	61%	58%	52%
Average Satisfaction	3.5	3.7	3.4	3.3	3.7	3.6	3.5

Value for Money

Value for Money	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council services and facilities are value for money	68%	68%	69%	68%	64%	66%	75%

Value for Money	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Council services and facilities are value for money	68%	73%	63%	64%	84%	74%	65%

Performance of Key Service Areas

Infrastructure & Basic Services

Infrastructure & Basic Needs	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Appearance of towns and villages	3.9	3.8	3.9	4.0	3.8	3.8	3.9
Waste collection	3.8	3.7	3.8	3.8	3.4	3.6	4.1
Maintaining town roads	3.2	3.1	3.3	3.0	3.0	3.3	3.5
Noxious weeds management and control on public land	3.1	3.0	3.1	3.3	3.1	2.8	3.2
Maintaining sealed rural roads	2.8	2.7	2.8	2.8	2.3	2.7	3.2
Maintaining unsealed rural roads	2.6	2.5	2.6	2.8	2.2	2.5	2.9

Infrastructure & Basic Needs	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Appearance of towns and villages	3.9	3.9	3.8	3.9	4.2	3.9	3.8
Waste collection	3.8	4.1	3.1	3.9	4.1	3.7	3.7
Maintaining town roads	3.2	3.2	3.2	2.7	3.6	3.5	3.2
Noxious weeds management and control on public land	3.1	3.4	2.7	3.1	3.5	3.3	2.9
Maintaining sealed rural roads	2.8	3.0	2.4	2.6	3.1	3.0	2.7
Maintaining unsealed rural roads	2.6	2.9	2.2	2.5	2.8	2.8	2.5

Community & Lifestyle Services

Community & Lifestyle Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Provision of library services	4.1	4.0	4.2	3.9	3.9	4.0	4.4
Provision and maintenance of public swimming pools	3.9	4.0	3.9	3.7	3.9	3.9	4.1
Provision and maintenance of sporting fields	3.8	3.8	3.9	4.0	3.7	3.7	4.0
Food safety in local eateries and restaurants	3.8	3.8	3.9	3.7	3.9	3.7	4.0
Provision and maintenance of parks, playgrounds and reserves	3.8	3.8	3.7	3.4	3.6	3.8	4.1
Maintenance of public toilets	3.7	3.7	3.8	3.5	3.6	3.7	4.0
Protection of wetlands, natural environment and wildlife	3.7	3.8	3.7	4.1	3.7	3.5	3.8
Provision of community buildings and halls	3.7	3.7	3.6	3.5	3.6	3.6	3.8
Protection of heritage values and buildings	3.6	3.6	3.6	3.7	3.7	3.5	3.6
Provision of services and facilities for older people	3.6	3.6	3.6	3.6	3.4	3.5	3.8
Provision of footpaths and walking paths	3.4	3.5	3.4	3.6	3.3	3.4	3.4
Promotion of tourism	3.4	3.4	3.5	3.5	3.2	3.4	3.6
Promoting economic development	3.3	3.3	3.3	3.7	3.1	3.1	3.4
Town planning and timely processing of building applications	3.1	3.1	3.1	3.1	2.9	3.1	3.4
Provision of services and facilities for youth	3.1	3.2	3.0	3.1	2.7	3.1	3.4

Community & Lifestyle Services	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Provision of library services	4.1	4.2	4.0	4.1	4.0	4.2	4.1
Provision and maintenance of public swimming pools	3.9	3.9	4.0	3.8	4.3	4.0	3.9
Provision and maintenance of sporting fields	3.8	3.9	3.7	4.0	4.1	4.0	3.7
Food safety in local eateries and restaurants	3.8	3.8	3.9	3.7	4.2	4.0	3.7
Provision and maintenance of parks, playgrounds and reserves	3.8	3.7	3.8	3.8	3.9	3.9	3.7
Maintenance of public toilets	3.7	3.8	3.7	3.7	3.9	3.7	3.7
Protection of wetlands, natural environment and wildlife	3.7	3.8	3.6	3.5	4.1	3.9	3.7
Provision of community buildings and halls	3.7	3.7	3.6	3.4	3.8	3.7	3.7
Protection of heritage values and buildings	3.6	3.7	3.5	3.2	3.9	4.0	3.6
Provision of services and facilities for older people	3.6	3.7	3.4	3.7	3.6	3.5	3.6
Provision of footpaths and walking paths	3.4	3.4	3.6	3.1	3.7	3.8	3.4
Promotion of tourism	3.4	3.5	3.4	3.2	3.5	3.6	3.4
Promoting economic development	3.3	3.3	3.2	3.5	3.4	3.3	3.2
Town planning and timely processing of building applications	3.1	3.1	3.1	3.0	3.6	3.1	3.0
Provision of services and facilities for youth	3.1	3.0	3.1	3.0	3.2	2.7	3.1

Customer Service & Communication

Customer Service & Communication	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Customer service provided to residents by Council staff	3.8	3.7	3.9	3.8	3.6	3.8	4.0
Council leadership and advocacy	3.3	3.3	3.3	3.7	3.1	3.2	3.5
Council responsiveness to community needs	3.3	3.3	3.3	3.3	3.0	3.4	3.5
Informing the community of Council decisions	3.2	3.2	3.3	3.1	2.9	3.4	3.5
Consulting with the community	3.2	3.1	3.4	3.5	2.9	3.3	3.3

Customer Service & Communication	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Customer service provided to residents by Council staff	3.8	3.9	3.7	3.9	3.8	3.9	3.8
Council leadership and advocacy	3.3	3.4	3.2	3.1	3.4	3.4	3.3
Council responsiveness to community needs	3.3	3.3	3.3	3.0	3.4	3.5	3.3
Informing the community of Council decisions	3.2	3.3	3.2	3.1	3.2	3.5	3.2
Consulting with the community	3.2	3.3	3.1	3.0	3.3	3.5	3.2

Performance of Staff & Councillors

Recent contact with Council staff

Contact with Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Within the last week	19%	15%	22%	20%	24%	12%	21%
Within the last month	23%	19%	26%	28%	27%	20%	18%
Within the last three months	12%	9%	16%	13%	8%	15%	13%
Three to six months ago	7%	8%	5%	-	10%	10%	5%
Longer than six months ago	26%	34%	18%	19%	29%	30%	23%
Never	6%	8%	5%	8%	3%	5%	10%
Can't recall	7%	7%	8%	12%	-	7%	11%

Contact with Council	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Within the last week	19%	24%	12%	11%	21%	17%	19%
Within the last month	23%	21%	25%	30%	29%	29%	19%
Within the last three months	12%	12%	13%	10%	16%	10%	12%
Three to six months ago	7%	5%	9%	6%	4%	3%	8%
Longer than six months ago	26%	27%	26%	26%	25%	29%	26%
Never	6%	6%	6%	8%	0.8%	2%	8%
Can't recall	7%	6%	9%	10%	4%	10%	7%

Usual method of contacting Council

Contact Channel	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Telephone	48%	44%	51%	45%	53%	54%	38%
Visit Council office	38%	39%	37%	47%	30%	33%	46%
Email	5%	5%	6%	-	9%	7%	3%
Internet	2%	4%	-	8%	-	2%	-
Letter	1%	1%	0.8%	-	3%	-	1%
Other	4%	4%	3%	-	4%	2%	7%
I don't know	2%	3%	1%	-	1%	0.7%	5%

Contact Channel	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Telephone	48%	42%	55%	66%	48%	41%	46%
Visit Council office	38%	47%	27%	13%	48%	39%	40%
Email	5%	5%	7%	11%	2%	10%	5%
Internet	2%	0.9%	3%	2%	-	-	3%
Letter	1%	0.4%	2%	-	-	4%	1%
Other	4%	4%	4%	3%	2%	4%	4%
I don't know	2%	2%	2%	3%	-	3%	2%

Overall satisfaction with performance of Council staff

Staff Performance Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied (1-2)	11%	11%	11%	17%	15%	7%	8%
Neutral (3)	15%	17%	14%	13%	14%	17%	15%
Satisfied (4-5)	74%	72%	75%	70%	71%	75%	76%
Average Satisfaction	3.9	3.9	3.9	3.8	3.8	4.0	4.0

Staff Performance Satisfaction	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied (1-2)	11%	11%	12%	24%	7%	11%	10%
Neutral (3)	15%	16%	15%	21%	9%	19%	15%
Satisfied (4-5)	74%	73%	74%	54%	84%	70%	75%
Average Satisfaction	3.9	4.0	3.8	3.6	4.1	3.8	3.9

Councillors

Overall satisfaction with the performance of the Mayor and Councillors

Overall satisfaction with the performance of Mayor and Councillors	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	10%	12%	8%	-	13%	11%	13%
Neutral [3]	34%	34%	34%	39%	46%	35%	22%
Satisfied [4-5]	55%	53%	57%	61%	42%	53%	65%
Average Satisfaction	3.6	3.5	3.6	3.9	3.3	3.5	3.7

Overall satisfaction with the performance of Mayor and Councillors	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	10%	8%	14%	8%	5%	3%	13%
Neutral [3]	34%	31%	39%	35%	26%	34%	36%
Satisfied [4-5]	55%	60%	48%	57%	69%	63%	51%
Average Satisfaction	3.6	3.7	3.4	3.6	3.8	3.7	3.5

Do you know who your local Councillors are?

Knowledge of Councillors	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Know local Councillors	62%	65%	59%	56%	53%	61%	73%

Knowledge of Councillors	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Know local Councillors	62%	62%	62%	59%	44%	47%	68%

Method of contacting Councillors

Method of contacting Councillors	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Telephone	41%	45%	36%	21%	33%	44%	50%
Through the Council	11%	9%	13%	14%	19%	7%	7%
Email	9%	6%	14%	8%	12%	11%	7%
Via social media	4%	7%	-	27%	-	-	-
Go to their home	3%	5%	1%	-	3%	1%	6%
Other	7%	9%	5%	-	2%	9%	11%
Do not contact	25%	19%	31%	30%	30%	27%	18%

Method of contacting Councillors	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Telephone	41%	33%	51%	18%	54%	27%	43%
Through the Council	11%	12%	9%	7%	16%	16%	10%
Email	9%	11%	8%	22%	2%	27%	8%
Via social media	4%	3%	4%	19%	-	-	3%
Go to their home	3%	3%	3%	-	2%	-	4%
Other	7%	7%	7%	4%	-	6%	9%
Do not contact	25%	30%	18%	30%	26%	25%	24%

'Local Greater Hume Shire Councillors represent a broad range of community views fairly.'

Councillors' Representativeness	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	12%	12%	13%	9%	15%	11%	14%
Neutral [3]	39%	33%	44%	43%	42%	41%	30%
Agree [4-5]	49%	55%	43%	48%	43%	48%	56%
Average Agreement	3.4	3.5	3.4	3.6	3.2	3.4	3.6

Councillors' Representativeness	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	12%	13%	12%	5%	11%	6%	14%
Neutral [3]	39%	40%	37%	41%	27%	57%	39%
Agree [4-5]	49%	48%	51%	54%	62%	37%	47%
Average Agreement	3.4	3.4	3.5	3.6	3.7	3.4	3.4

Image Perceptions of Greater Hume

Perceptions of the Greater Hume Shire area

GH LGA Perceptions	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I feel safe where I live	4.4	4.5	4.3	4.0	4.5	4.4	4.5
There is good access to open spaces like parks and playgrounds	4.3	4.3	4.2	4.5	4.2	4.1	4.3
People in the Greater Hume Shire are generally proud of their area	4.2	4.2	4.2	4.4	4.2	4.1	4.2
It is affordable to live in the region	4.1	4.0	4.1	4.1	4.1	4.0	4.1
There is good access to sporting and recreational activities	4.1	4.2	4.0	4.1	4.0	3.9	4.3
Greater Hume Shire is a better place to live compared to other areas	4.1	4.0	4.1	4.1	4.0	4.0	4.2
The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders	3.8	3.8	3.8	4.0	3.7	3.6	4.0
I live in an inclusive community	3.8	3.9	3.7	3.7	3.9	3.7	3.9
The natural environment in the region is protected	3.7	3.7	3.7	3.8	3.6	3.6	3.9
Residents have the opportunity to have a say on important issues	3.6	3.6	3.5	3.9	3.3	3.6	3.6
Greater Hume Shire is a better place to work compared to other areas	3.6	3.6	3.6	3.8	3.4	3.4	3.7
There is a range of employment and business opportunities	3.1	3.3	2.9	3.4	3.0	2.9	3.2
The region offers a good mix of entertainment options	3.1	3.2	3.0	3.1	3.0	3.0	3.3

GH LGA Perceptions	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
I feel safe where I live	4.4	4.4	4.4	4.2	4.5	4.4	4.4
There is good access to open spaces like parks and playgrounds	4.3	4.3	4.2	4.3	4.4	4.2	4.2
People in the Greater Hume Shire are generally proud of their area	4.2	4.2	4.2	4.4	4.4	4.1	4.1
It is affordable to live in the region	4.1	4.2	3.9	4.4	4.2	4.3	4.0
There is good access to sporting and recreational activities	4.1	4.0	4.2	3.7	4.2	4.0	4.1
Greater Hume Shire is a better place to live compared to other areas	4.1	4.1	4.1	4.1	4.2	4.2	4.0
The Greater Hume Shire as a place to live, work and visit is well thought of by outsiders	3.8	3.9	3.7	3.9	3.9	3.8	3.7
I live in an inclusive community	3.8	3.8	3.7	4.0	3.9	4.0	3.7
The natural environment in the region is protected	3.7	3.8	3.6	3.4	4.1	3.8	3.7
Residents have the opportunity to have a say on important issues	3.6	3.6	3.5	3.6	3.7	3.6	3.5
Greater Hume Shire is a better place to work compared to other areas	3.6	3.5	3.6	3.5	3.8	3.6	3.5
There is a range of employment and business opportunities	3.1	3.1	3.2	3.0	3.6	3.0	3.0
The region offers a good mix of entertainment options	3.1	3.0	3.1	2.8	3.3	2.8	3.1

Moving to the Greater Hume Shire

Respondents' Origins	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I have lived here my whole life	26%	33%	19%	43%	22%	21%	26%
Other location	74%	67%	81%	57%	78%	79%	74%

Respondents' Origins	Total	Location	
		Town	Rural
I have lived here my whole life	26%	26%	26%
Other location	74%	74%	74%

Length of time lived at previous location

Length of time lived at previous location	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Less than one year	3%	5%	2%	13%	3%	2%	-
1 to 5 years	21%	20%	21%	43%	20%	18%	15%
6 to 10 years	19%	19%	18%	28%	22%	21%	10%
11 to 15 years	11%	10%	12%	-	15%	11%	11%
More than 15 years	46%	46%	47%	15%	39%	48%	64%

	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Less than one year	3%	2%	4%	3%	-	-	5%
1 to 5 years	21%	25%	16%	26%	31%	17%	16%
6 to 10 years	19%	20%	17%	22%	16%	29%	17%
11 to 15 years	11%	9%	14%	8%	5%	17%	13%
More than 15 years	46%	45%	49%	40%	48%	37%	49%

Main reason for moving to the Greater Hume Shire

Main reason for moving to the Greater Hume Shire	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Rural/country atmosphere (i.e. tree change)	33%	39%	27%	21%	21%	39%	40%
I had/have family here	28%	23%	32%	36%	33%	22%	27%
For local work	19%	24%	14%	-	25%	21%	18%
Affordability	17%	18%	16%	49%	17%	11%	11%
I had/have friends here	3%	3%	4%	-	3%	6%	2%
I live here and work in Albury Wodonga/Wagga	2%	2%	2%	-	3%	3%	2%
Other	18%	22%	15%	21%	15%	17%	21%

Main reason for moving to the Greater Hume Shire	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Rural/country atmosphere (i.e. tree change)	33%	30%	36%	22%	41%	26%	33%
I had/have family here	28%	27%	29%	25%	27%	38%	27%
For local work	19%	17%	21%	23%	13%	16%	20%
Affordability	17%	27%	4%	24%	28%	14%	12%
I had/have friends here	3%	4%	3%	4%	4%	5%	3%
I live here and work in Albury Wodonga/Wagga	2%	2%	3%	2%	2%	-	3%
Other	18%	17%	20%	11%	23%	13%	19%

Communication

Usual sources of receiving information about Council

Usual sources of receiving information about Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Community newsletters	82%	77%	87%	73%	75%	91%	84%
Letter box drops	70%	68%	72%	60%	72%	75%	69%
Border Mail	57%	61%	53%	56%	48%	52%	69%
Social media	44%	43%	45%	87%	49%	42%	18%
Council's website	39%	32%	46%	42%	39%	51%	24%
Telephone contact with customer service centres	38%	34%	41%	32%	35%	46%	35%
ABC radio	37%	38%	36%	20%	35%	46%	39%
Personal visits to the Council customer service centres	35%	31%	38%	44%	25%	36%	36%
Email	31%	31%	32%	19%	36%	42%	23%
Libraries	31%	23%	39%	41%	30%	23%	35%
2AY radio	24%	25%	23%	17%	22%	28%	26%
Town/village outreach meetings	22%	23%	21%	12%	23%	24%	25%
Eastern Riverina Chronicle	16%	14%	19%	13%	12%	16%	23%
Greater Hume community radio	14%	16%	13%	16%	10%	15%	17%
Daily Advertiser	7%	5%	9%	20%	7%	3%	5%
Other	8%	9%	8%	4%	10%	7%	11%
I don't know	1%	1%	0.8%	-	4%	-	0.4%

Usual sources of receiving information about Council	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Community newsletters	82%	86%	78%	80%	71%	86%	85%
Letter box drops	70%	73%	67%	64%	70%	75%	71%
Border Mail	57%	59%	54%	47%	52%	57%	59%
Social media	44%	45%	42%	54%	47%	37%	43%
Council's website	39%	41%	37%	40%	47%	54%	35%
Telephone contact with customer service centres	38%	39%	36%	37%	37%	43%	37%
ABC radio	37%	35%	41%	29%	44%	35%	37%
Personal visits to the Council customer service centres	35%	39%	29%	29%	34%	42%	35%
Email	31%	30%	33%	32%	24%	34%	33%
Libraries	31%	38%	21%	32%	38%	28%	30%
2AY radio	24%	24%	24%	20%	19%	23%	26%
Town/village outreach meetings	22%	24%	19%	23%	7%	32%	24%
Eastern Riverina Chronicle	16%	17%	15%	18%	9%	15%	18%
Greater Hume community radio	14%	17%	10%	14%	13%	11%	15%
Daily Advertiser	7%	10%	3%	9%	18%	12%	4%
Other	8%	9%	7%	14%	10%	5%	7%
I don't know	1%	0.8%	2%	3%	5%	-	0.2%

Preferred sources of receiving information about Council

Preferred sources of receiving Council information	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Community newsletters	48%	45%	50%	48%	37%	52%	52%
Letter box drops	39%	39%	39%	56%	34%	34%	38%
Email	24%	25%	24%	8%	35%	33%	15%
Social media	15%	17%	12%	35%	21%	11%	3%
Border Mail	6%	6%	6%	-	1%	6%	14%
Council's website	6%	7%	5%	-	10%	7%	6%
Personal visits to the Council customer service centres	3%	4%	2%	-	1%	3%	6%
Town/village outreach meetings	3%	4%	2%	8%	3%	3%	-
Libraries	2%	1%	3%	4%	4%	-	2%
Eastern Riverina Chronicle	2%	2%	2%	-	-	3%	4%
Telephone contact with customer service centres	2%	1%	2%	4%	-	2%	1%
2AY radio	2%	2%	0.6%	-	4%	2%	-
Daily Advertiser	1%	0.5%	2%	-	2%	0.7%	2%
ABC radio	0.9%	1%	0.7%	-	-	0.8%	2%
Greater Hume community radio	0.7%	1%	0.2%	-	1%	0.8%	0.4%
Other	6%	6%	5%	-	6%	3%	12%
I don't know	1%	2%	0.6%	-	4%	-	0.8%

Preferred sources of receiving Council information	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Community newsletters	48%	49%	45%	57%	40%	56%	47%
Letter box drops	39%	43%	33%	43%	43%	39%	37%
Email	24%	18%	33%	14%	18%	29%	27%
Social media	15%	12%	19%	24%	13%	14%	14%
Border Mail	6%	4%	8%	1%	2%	8%	8%
Council's website	6%	5%	8%	10%	2%	3%	7%
Personal visits to the Council customer service centres	3%	5%	0.6%	1%	6%	3%	3%
Town/village outreach meetings	3%	3%	3%	17%	2%	-	1%
Libraries	2%	3%	0.8%	3%	8%	-	1%
Eastern Riverina Chronicle	2%	2%	2%	2%	-	3%	2%
Telephone contact with customer service centres	2%	2%	0.6%	-	7%	-	0.7%
2AY radio	2%	1%	2%	3%	4%	-	0.8%
Daily Advertiser	1%	1%	1%	-	-	2%	2%
ABC radio	0.9%	0.8%	0.9%	-	-	-	1%
Greater Hume community radio	0.7%	0.8%	0.6%	-	2%	-	0.6%
Other	6%	7%	4%	6%	5%	5%	6%
I don't know	1%	2%	0.8%	3%	2%	-	0.9%

Overall satisfaction with information about Council services and facilities

Overall satisfaction with information about Council services and facilities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied (1-2)	12%	16%	8%	19%	14%	9%	10%
Neutral (3)	28%	25%	32%	33%	29%	30%	22%
Satisfied (4-5)	60%	59%	60%	47%	57%	61%	68%
Average Satisfaction	3.6	3.6	3.7	3.5	3.5	3.6	3.8

Overall satisfaction with information about Council services and facilities	Total	Location		Length of Time Lived in Area			
		Town	Rural	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied (1-2)	12%	9%	17%	12%	10%	7%	13%
Neutral (3)	28%	26%	30%	20%	37%	32%	27%
Satisfied (4-5)	60%	65%	53%	67%	52%	61%	60%
Average Satisfaction	3.6	3.7	3.5	3.6	3.7	3.7	3.6