



Wingecaribee Shire Council

Community Research

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Date: July 2024

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Research Objectives

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

Objectives (Why?)

- Understand and identify community priorities for the Wingecarribee Shire Council LGA
- Identify the community's overall level of satisfaction with Council's performance
- Explore and understand resident experiences contacting Council
- Identify the community's level of agreement with the Community Strategic Plan
- Identify the community's awareness of, and satisfaction with, the current administrator

Sample (How?)

- Telephone survey (landline N=55 and mobile N=345) to N=400 residents
- We use a 5-point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

Timing (When?)

- Implementation 21st June – 2nd July 2024

Methodology and Sample



Sample selection and error

A total of 400 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists and List Brokers.

A sample size of 400 residents provides a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=400 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.9%. For example, that an answer such as 'yes' (50%) to a question could vary from 45% to 55%.

Interviewing

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

Data analysis

The data within this report was analysed using Q Professional.

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

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

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

Ratings questions

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

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

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

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

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

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

Micromex LGA Benchmark

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

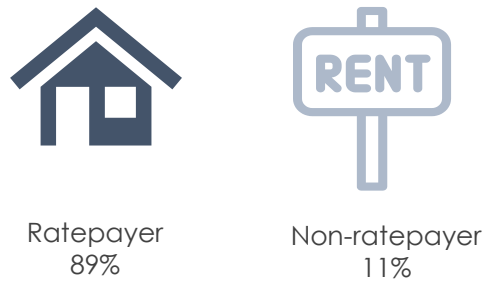
Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for Wingecarribee Shire Council LGA.

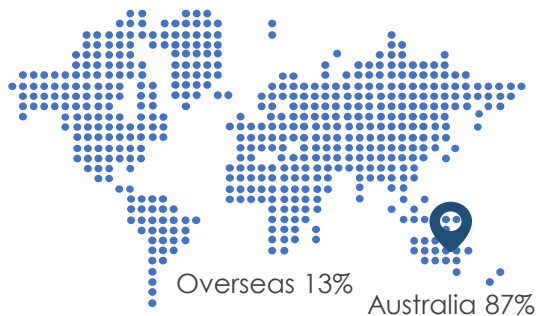
Gender



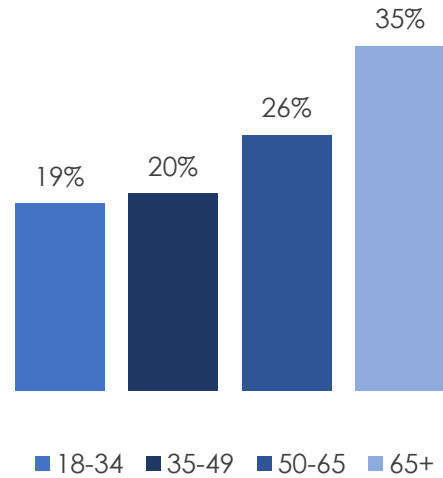
Ratepayer status



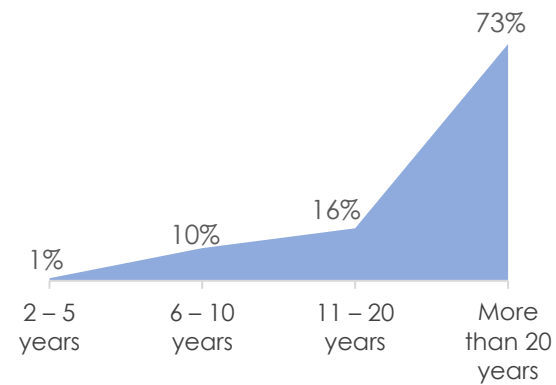
Country of birth



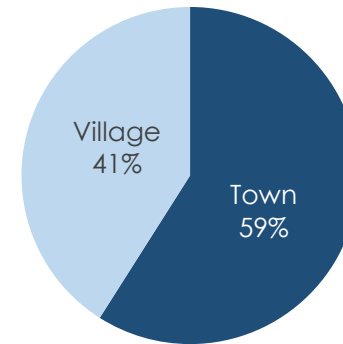
Age



Time lived in the area



Town/village



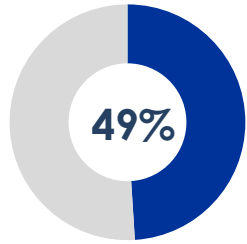
Location

Specific Location	Total %
Bowral	21%
Moss Vale	21%
Mittagong	17%
Hill Top	6%
Colo Vale	5%
Bundanoon	4%
Robertson	4%
Burradoo	3%
Renwick	3%
Yerrinbool	2%
Exeter	2%
Willow Vale	2%
Welby	1%
Berrima	1%
Sutton Forest	1%
New Berrima	1%
Braemar	1%
Wingello	1%
Balmoral	1%
High Range	1%
Kangaloon	1%
Wildes Meadow	1%
Aylmerton	<1%
Fitzroy Falls	<1%
Burrawang	<1%
Canyonleigh	<1%
Penrose	<1%
Other	1%

Summary Findings

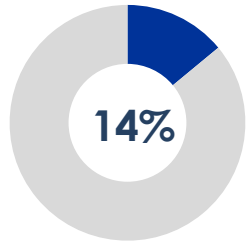


Where are we now?



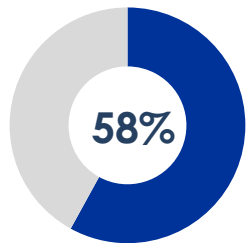
Overall Satisfaction

Of Wingecarribee Shire residents are at least somewhat satisfied with the performance of Council over the last 12 months (-12% from 2022)



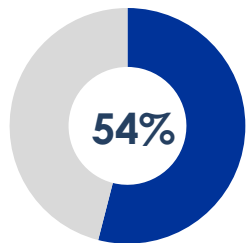
Council's Image

Of residents rated Council's image as 'good' to 'excellent' (-4% from 2022)



Communication

Of residents are at least somewhat satisfied with the communication from Council (-3% from 2022)



Contact

Of residents who contacted Council in the last 12 months are at least somewhat satisfied with the way their contact was handled (-5% from 2022)

Satisfaction with the Council Administrator

- **55%** of residents are at least somewhat satisfied with the performance of Council Administrator (-15% from 2022)
- **57%** of residents are at least somewhat satisfied with that the Administrator is 'representing a broad range of community matters fairly' (-14% from 2022)
- **51%** of residents are at least somewhat satisfied with that the Administrator is providing 'effective leadership and guidance of the community' (-18% from 2022)



Best things about living here:

- Natural environment/ open spaces
- Friendly community
- Country lifestyle
- Peace and quiet



Top priorities:

- Improving/ maintaining roads
- Controlling development/ less houses
- Better Council management
- Infrastructure development

Moving Forward...

Based on the survey results, residents' overall satisfaction has further softened since 2022. Based on our expanded regression model, satisfaction with the Council Administrator is the most important key driver of overall satisfaction. This indicates that the NSW Government having placed Council under administration in 2021 has significantly impacted community perceptions, and the outcomes of this research may not solely be a reflection on Council's delivery. However, aside from the impact of Council Administration, communication and engagement, development, and roads may be priorities that need further focus.

Communication and engagement:

- Opportunities to participate in Council decision making and Council's provision of information to residents are top drivers of overall satisfaction in the original regression model, however, they received large performance gaps (high importance, low satisfaction).
- Meanwhile, satisfaction with communication from Council is the largest key driver of overall satisfaction in the final regression model.

This is not surprising given the impact of softening satisfaction with Council Administration. Residents may feel they do not have a say in the management of the Council LGA. However, aside from this, to enhance the communication and engagement with residents, Council could:

- Strengthen the provision of information to residents and increase their involvement in the decision-making process to positively impact satisfaction. This can include consultation meetings and surveys regarding top priority issues and decisions.
- Provide opportunities for community input and feedback to further understand residents' expectations around the general management, development and road maintenance.

Development:

- Managing development and growth is the third largest driver of overall satisfaction in the original regression model.
- Based on an open-ended question asking future priorities facing the Wingecarribee LGA, 13% mentioned controlling development/ fewer houses.

Given the overdevelopment and overpopulation spreading from Sydney recently, concerns about long-term planning and development management are very common across most areas in NSW. To address this, Council may benefit from greater communication/ engagement with residents surrounding efforts made in this capacity.

Road maintenance:

- Condition of local road has a relatively large impact on overall satisfaction, while it received the largest performance gap (75%).
- 40% of residents mentioned improving/ maintaining roads is the top priority for the Wingecarribee.

This is also not surprising given the impact of consecutive precipitation over the last two years. Council could promote their initiatives in road maintenance and upgrades and continue to collect suggestions regarding important roads and segments from residents' perspectives.

Satisfaction Scorecard

16 out of 43 services/ facilities provided by Council received 'good performance' satisfaction scores (with at least 80% stating they are at least somewhat satisfied)

Improvement needs to be made peculiarly for 'Communication and Engagement', 'Assets' and 'Planning Development and Regulatory Services'



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

Shire Presentation	Assets	Planning Development and Regulatory Services
Revitalisation/beautification of town and village centres as well as the surrounding areas	Availability of car parking in the town and village centres	Dog control
Provision and maintenance of local parks and gardens	Cycle paths and walking tracks	Managing development and growth
Cleanliness and functionality of public toilets	Local traffic management	Enforcement of development and building regulations
Condition of local roads	Availability of, and access to, public transport	Litter control and rubbish dumping
Provision and maintenance of swimming pools	Providing adequate drainage	Community Life
Strategic Outcomes	Provision and quality of footpaths	Community safety/crime prevention
Protecting heritage values and buildings	Provision and maintenance of playgrounds	Support for aged persons
Support for local business and employment	Provision and maintenance of sporting facilities	Support for people with a disability
Tourism and Events	Provision and maintenance of community halls/facilities	Support for youth
Festivals and events	Waste and Resource Management	Support for the Aboriginal community
Support for tourism	Green waste collection	Support for arts and culture
Water Services	The Resource Recovery Centre (RCC/local tip)	Provision and operation of libraries
Town drinking water quality	Domestic garbage collection	Support for child and family (i.e. services)
Reliability of town water	Encouraging recycling	Environment and Sustainability
Overall sewerage system performance	Encouraging waste reduction initiatives	Support for community environmental initiatives
	Communication and Engagement	Restoration of natural bushland
	Opportunities to participate in Council decision making	Healthy, natural urban streams and creeks but not rivers
	Council provision of information to residents	



Living in the Wingecarribee LGA

This section explores community priorities and residents' attitudes toward some statements regarding living in the Wingecarribee LGA.

Section One

Summary: Living in the Wingecarribee LGA

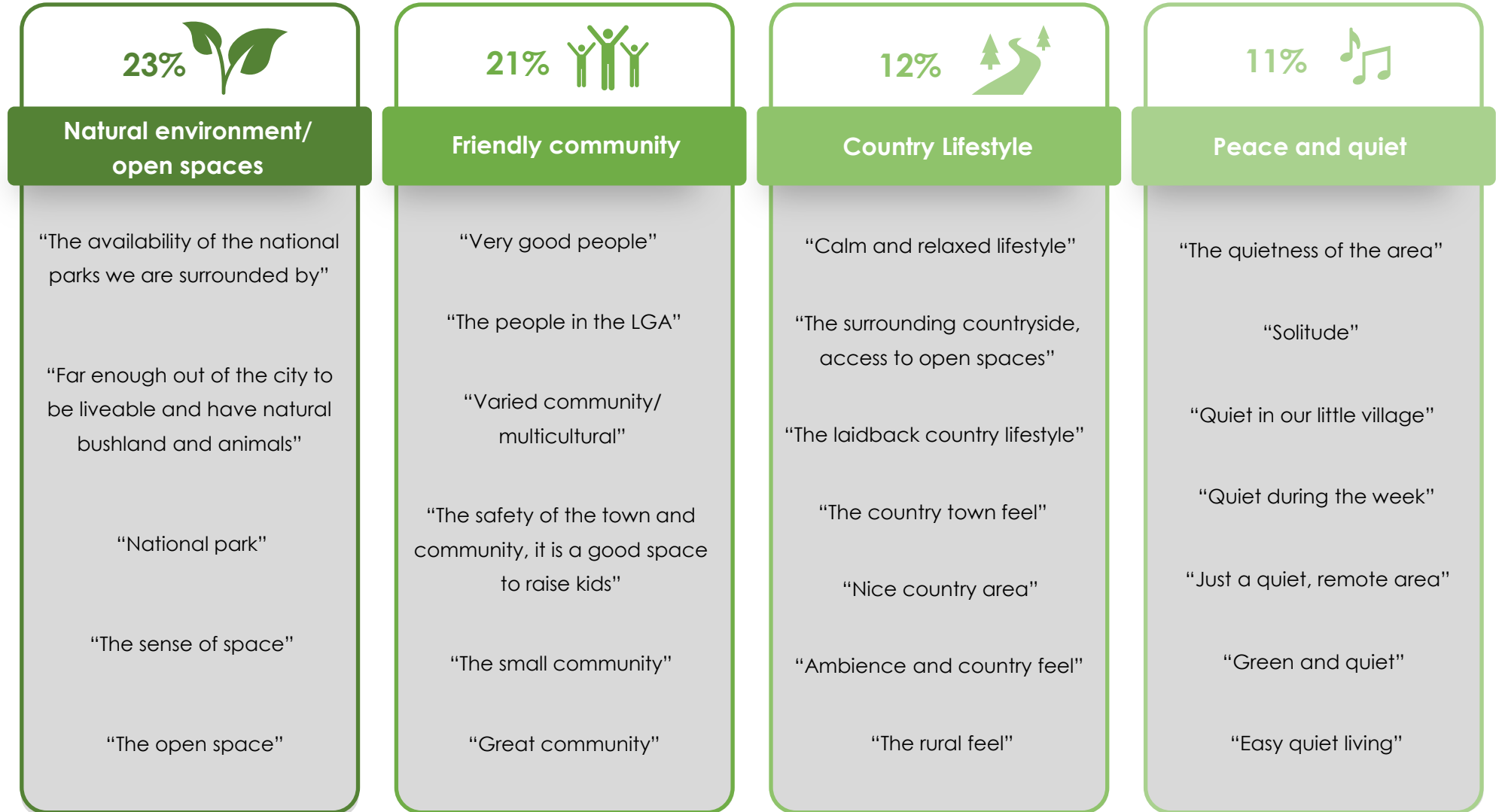


- Best Things about living in the Wingecarribee Shire LGA:
 - Natural environment/ open spaces
 - Friendly community
 - Country lifestyle
 - Peace and quiet
- Top priorities for the next 4 years:
 - Improving/ maintaining roads
 - Controlling development/ fewer houses
 - Better Council management
 - Infrastructure development
- Safety is one of the privileges of living in Wingecarribee, 94% agree that they feel safe during the daytime, and significantly more residents agree that they feel safe during the night and when using public facilities compared to our Regional Benchmark.

Best Things about Living in the LGA: Top 4 Mentions

When asked what are the best things about living in the Wingecarribee Shire area, 23% stated the natural environment and open spaces. Other frequently mentioned areas include friendly community, country lifestyle and the peace and quietness.

The following slide shows the complete list of responses compared to 2022 results.



Base: N = 400

Q6a. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

Best Things about Living in the LGA

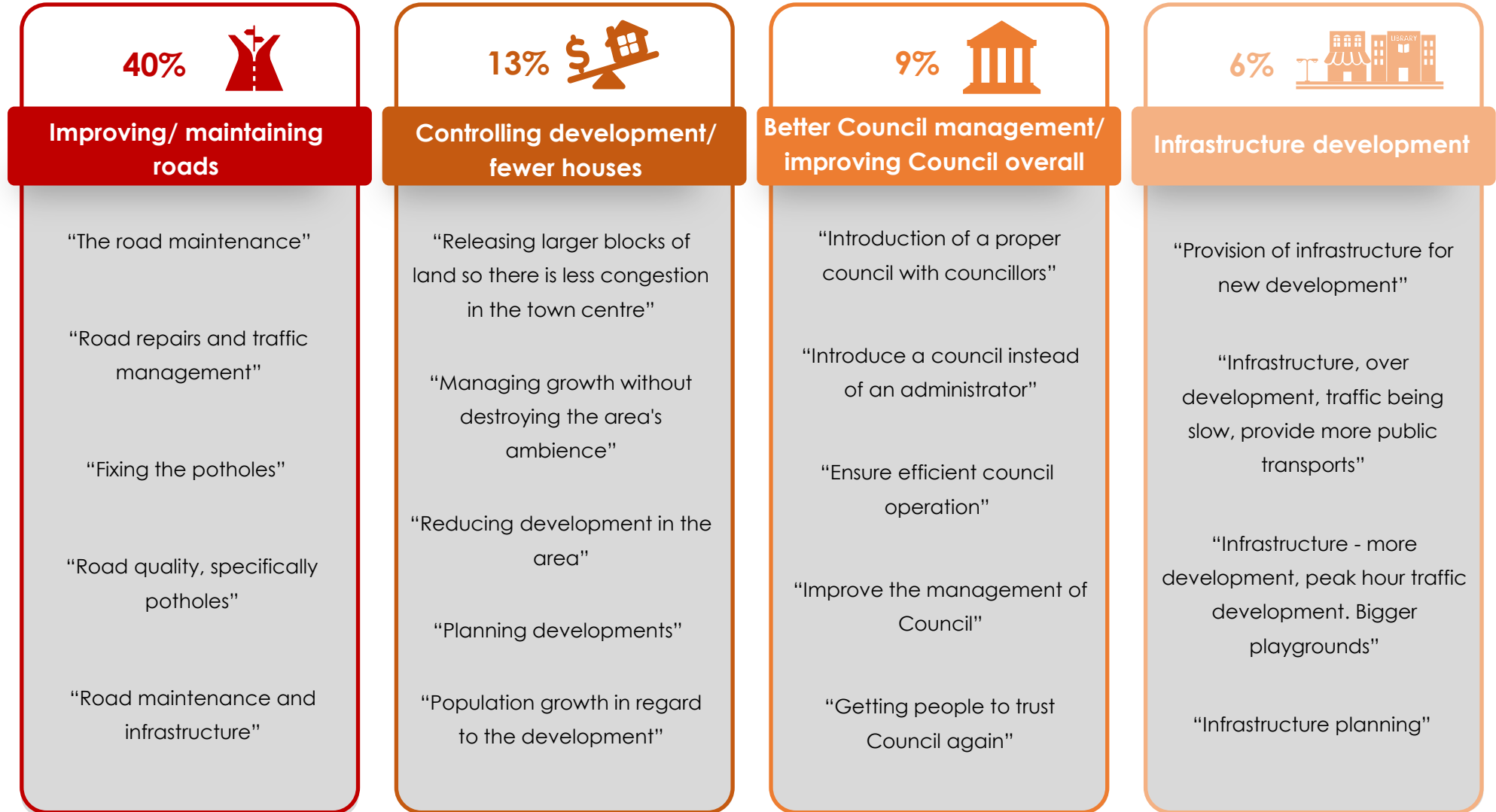
Compared to 2022, mention of friendly community as the best thing about living in the area significantly increased, while significantly fewer residents stated the 'overall atmosphere'. This indicates that the community bonding has strengthened under the management of Council and their valued aspects about living in Wingecarribee have become more specific.

Best things about living in the LGA	2024 (N=400)	2022 (N=402)	Best things about living in the LGA	2024 (N=400)	2022 (N=402)	Best things about living in the LGA	2024 (N=400)	2022 (N=402)
Natural environment/open space	23%	21%	Close to family	2%	1%	Good place for families	1%	2%
Friendly community	21%	11%	Safety	2%	2%	Good schooling	<1%	<1%
Country lifestyle	12%	12%	Cleanliness	1%	1%	Less traffic	<1%	<1%
Peace and quiet	11%	10%	Good place to live	1%	1%	Council runs the area well	<1%	<1%
Central location/proximity to Sydney	10%	11%	It's home	1%	1%	Local demographics	<1%	<1%
Climate/weather	6%	6%	History of the area	1%	1%	Everything	<1%	1%
Fresh/clean air	5%	2%	Employment opportunities	1%	1%	Healthcare systems	<1%	<1%
Away from the city	3%	2%	Overall atmosphere	1%	7%	Nothing/don't know	2%	1%
Access to services/facilities	3%	4%	Quality of life	1%	<1%			
Not overcrowded/busy	3%	6%	Area is growing	1%	1%			

Top Priority for Council to Focus on: Top 4 Mentions

When asked what are the priority areas facing the Wingecarribee Shire area over the next four years, 40% stated improving/maintaining roads. Other frequently mentioned priority areas include controlling development/ fewer houses, better Council management/improving Council overall and infrastructure development.

The following slide shows the complete list of responses compared to 2022 results.



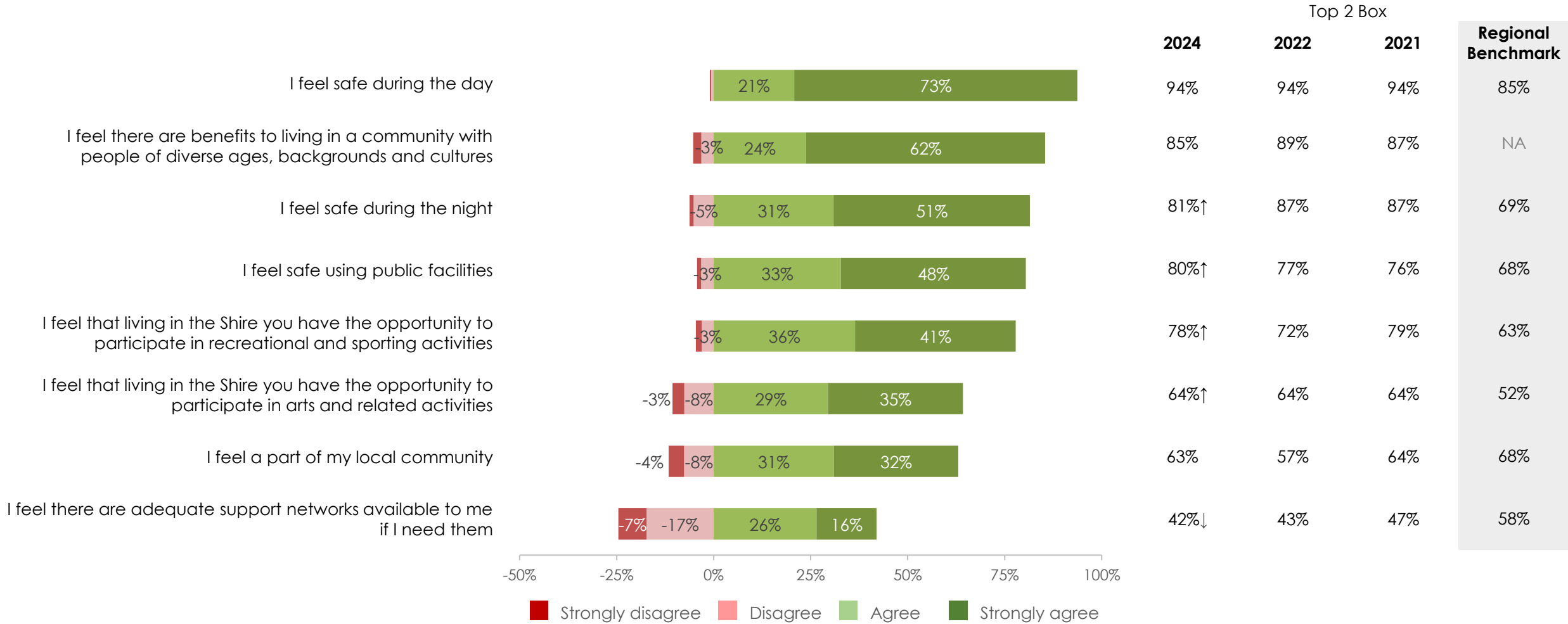
Top Priority for Council to Focus on

There has been a significant increase in the proportion of residents stating that controlling development/less houses and better Council management will be the highest priority issue for area in the next 4 years. Although still a considerable amount, the priority on infrastructure development has lessened from 2022.

Priority areas	2024 (N=400)	2022 (N=402)	Priority areas	2024 (N=400)	2022 (N=402)
Improving/maintaining roads	40%	41%	Support for the elderly	1%	1%
Controlling development/less houses	13%	8%	Healthcare	1%	<1%
Better Council management/improving Council overall	9%	7%	Keeping area the same	1%	1%
Infrastructure development	6%	13%	Increasing number of schools	1%	2%
Traffic management	5%	4%	Childcare	1%	0%
Protecting/maintaining the environment	4%	3%	Update/beautify area	1%	1%
More facilities	2%	2%	More residential development	<1%	1%
More car parking	2%	2%	Making decisions on major issues quickly	<1%	<1%
Affordable housing	2%	1%	Amenities	<1%	<1%
Services/facilities for youth	2%	4%	Equal distribution of resources	<1%	<1%
Public transport	1%	1%	Preserving the history	<1%	1%
Population growth	1%	6%	Employment opportunities	<1%	0%
Planning/growth of the area	1%	<1%	Support for local business	<1%	1%
Tourism (accommodation for tourists)	1%	0%	Waste management	<1%	1%
Arts/entertainment	1%	0%	Moss Vale bypass	<1%	<1%
Communicate/listen to the community	1%	2%	Preventing fire hazards	<1%	<1%
Improving/maintaining footpaths/cycleways	2%	2%	Provision of facilities for the disabled	<1%	1%
Looking after the community	1%	<1%	Other	1%	<1%
Water and sewerage	1%	0%	Nothing/don't know	1%	2%
Better drainage	1%	0%			

Agreement Statements

94% of residents stated that they feel safe during the day living in Wingecarribee Shire LGA, making it the top-rated measure. Safety is one of the privileges of living in Wingecarribee, as significantly more residents agree that they feel safe during the night and when using public facilities compared to our Regional Benchmark. Also, more residents agree that they have enough opportunities to participate in sports and arts compared to benchmark.



Base: N = 400

Note: Data labels of <3% have not been shown above

Q9. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statements?

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

↑↓ = positive/negative difference equal to/greater than 10% from Benchmark.



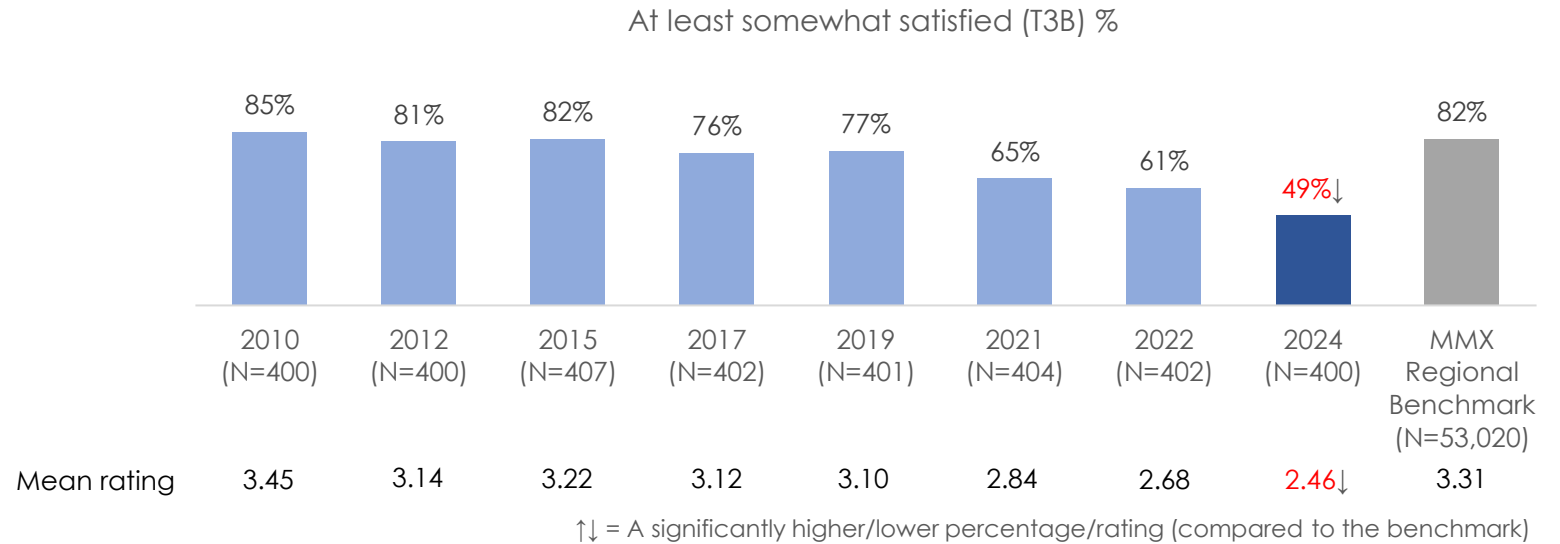
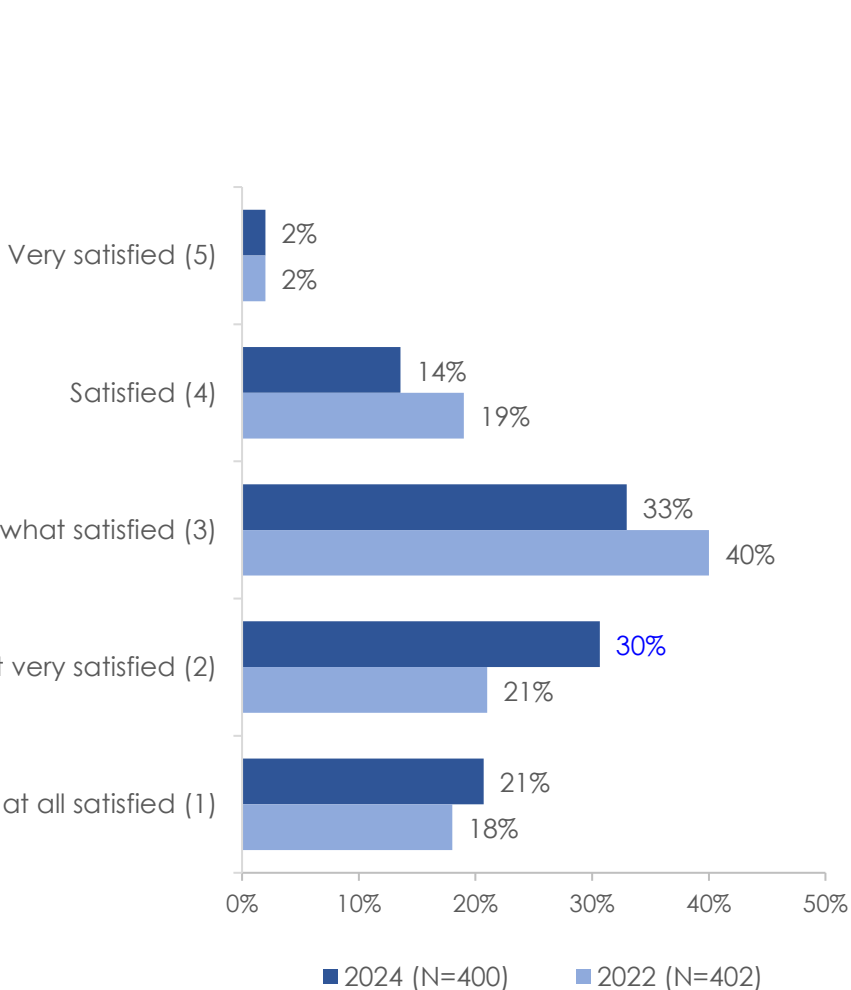
Section Two

Key Performance Indicators

This section explores residents' overall satisfaction with Council, their perception of the Council's image and their levels of satisfaction with communication from Council.

Overall Satisfaction

49% of residents are at least somewhat satisfied with the performance of Council for the last 12 months, which is significantly lower compared to previous years and our Regional Benchmark. Meanwhile, there is a clear trend that residents' overall satisfaction has declined continuously since 2019.



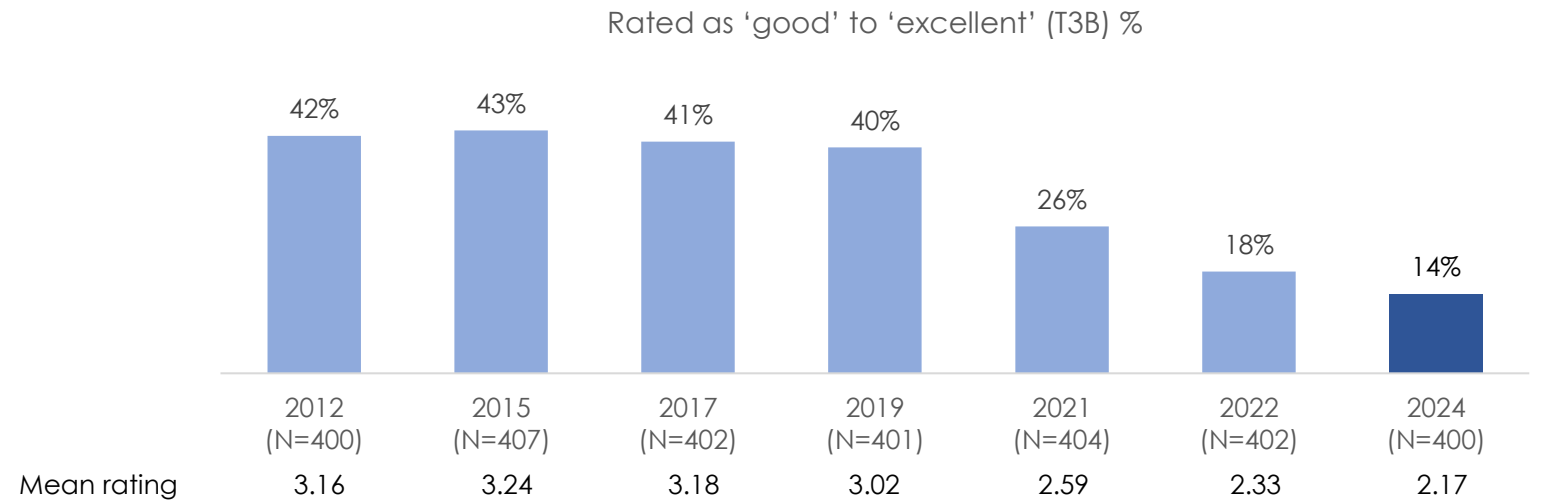
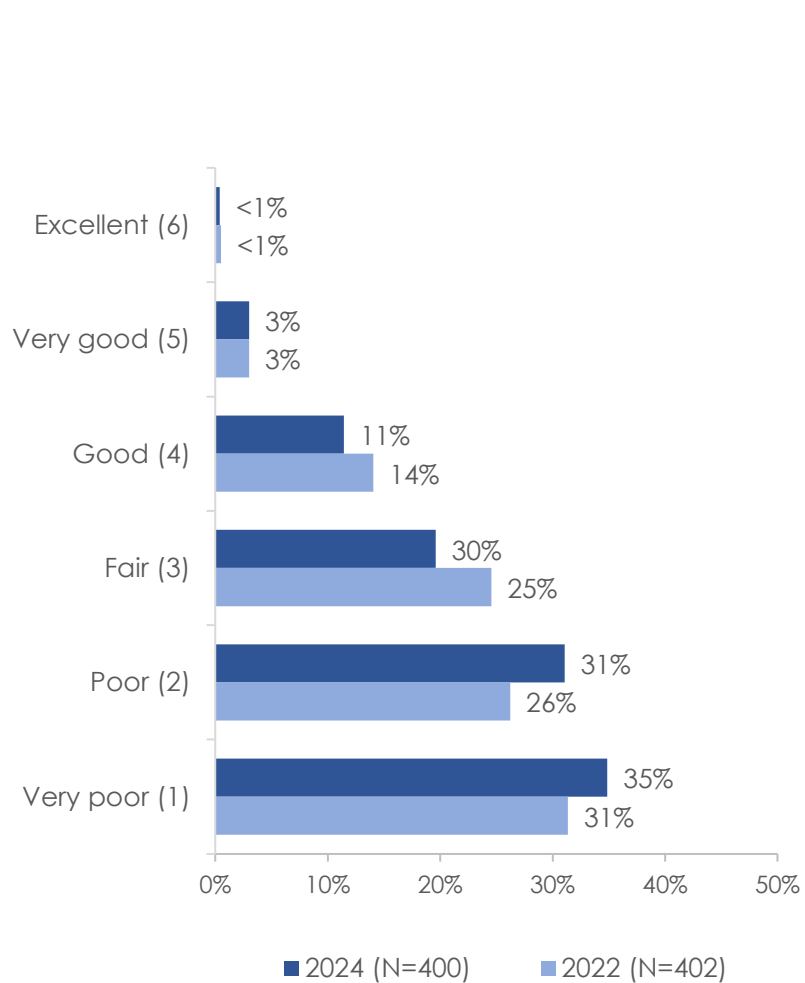
	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	49%	43%	54%	45%	43%	46%	55%	50%	46%
Mean rating	2.46	2.33	2.57	2.49	2.30	2.43	2.55	2.45	2.47
Base	400	190	210	76	82	102	140	235	165

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower level of satisfaction (compared to 2022)

Council's Image

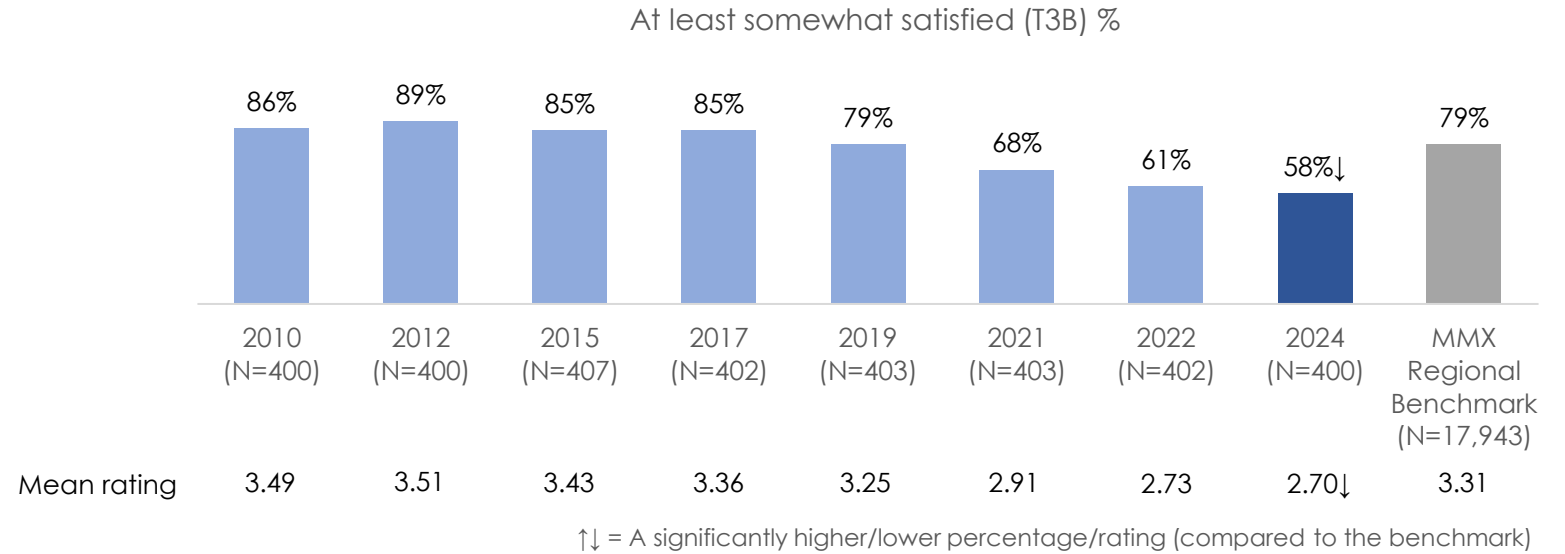
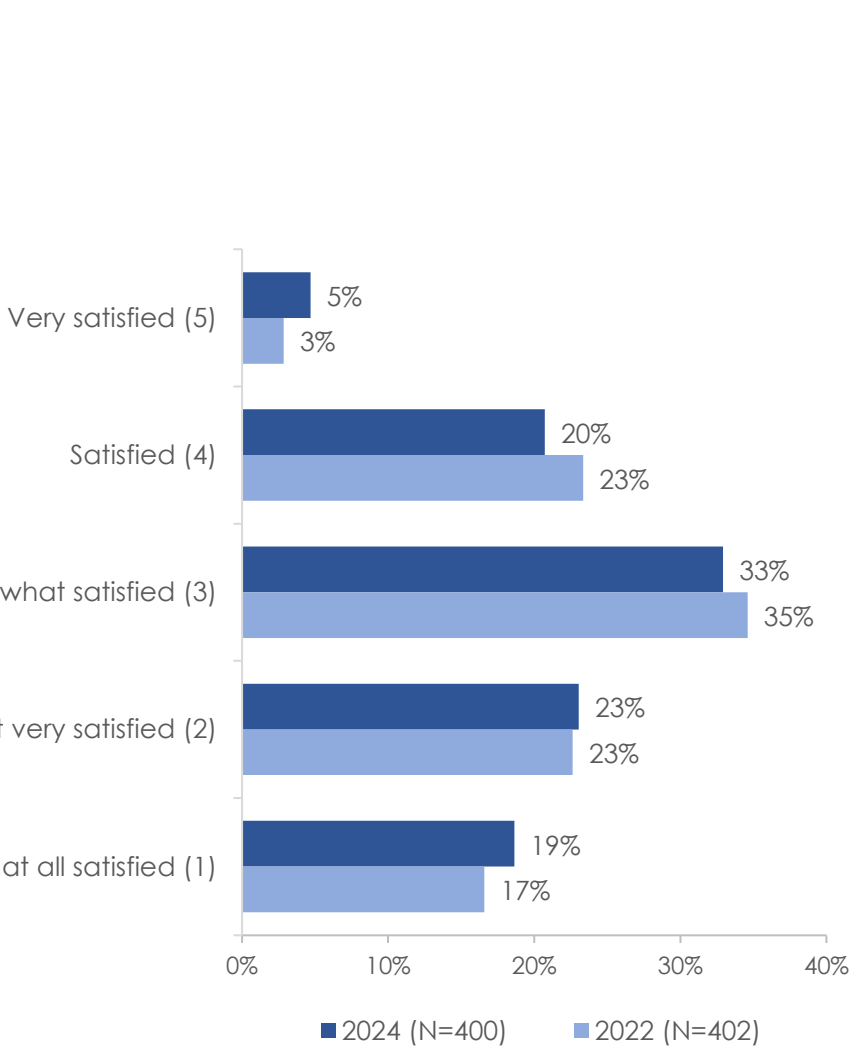
14% of residents rated Council's image within the community as 'good' to 'excellent', which is on par with 2022. However, there was a significant decline across 2019 and 2021. This is possibly due to the impact of the introduction of the Administration in 2021.



	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	14%	12%	17%	14%	13%	12%	17%	15%	14%
Mean rating	2.17	2.10	2.23	2.14	1.98	2.10	2.34	2.15	2.19
Base	400	190	210	76	82	102	140	235	165

Satisfaction with the Level of Communication

58% of residents are at least somewhat satisfied with the level of communication from Council, which is on par with 2022 but significantly lower than Regional Benchmark. Similar to overall satisfaction and the Council's image, a clear declining trend from 2019 was noted.



Mean rating	2010 (N=400)	2012 (N=400)	2015 (N=407)	2017 (N=402)	2019 (N=403)	2021 (N=403)	2022 (N=402)	2024 (N=400)	MMX Regional Benchmark (N=17,943)
Mean rating	3.49	3.51	3.43	3.36	3.25	2.91	2.73	2.70↓	3.31

↑↓ = A significantly higher/lower percentage/rating (compared to the benchmark)

	Overall	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	58%	54%	62%	53%	58%	59%	61%	57%	60%
Mean rating	2.70	2.61	2.77	2.61	2.67	2.71	2.76	2.67	2.74
Base	400	190	210	76	82	102	140	235	165



Council Administrator

This section focuses on residents' awareness of, and satisfaction with the current Administrator.

Section Three

Awareness of the Council Administrator

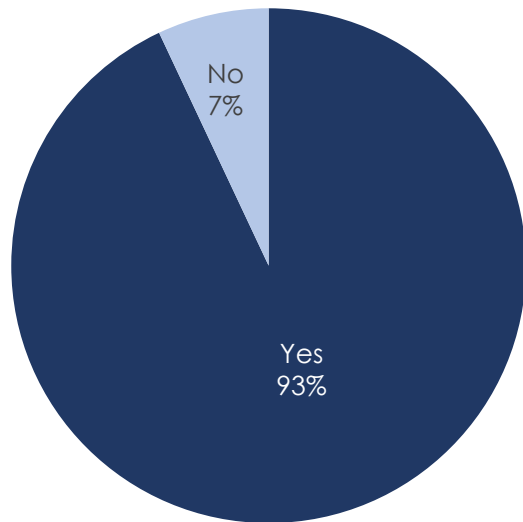
93% of residents are aware that Council was under administration, which is consistent with 2022. Older residents (especially for those aged 65+) are significantly more likely to be aware of the Council Administrator. Noticeably, 76% of younger residents aged 18-34 are aware of the Administration this year, which is even lower compared to 2022 (86%).



Administration was explained to respondents as below:

"The Wingecarribee Shire Council is currently under administration.

In 2021, Mr. Viv May was appointed Administrator for Wingecarribee Shire Council. He was installed by the NSW Government to take over council operations and decisions, effectively replacing the role previously performed by the Mayor and Councillors. This situation will remain in place until the September 2024 Council Elections."

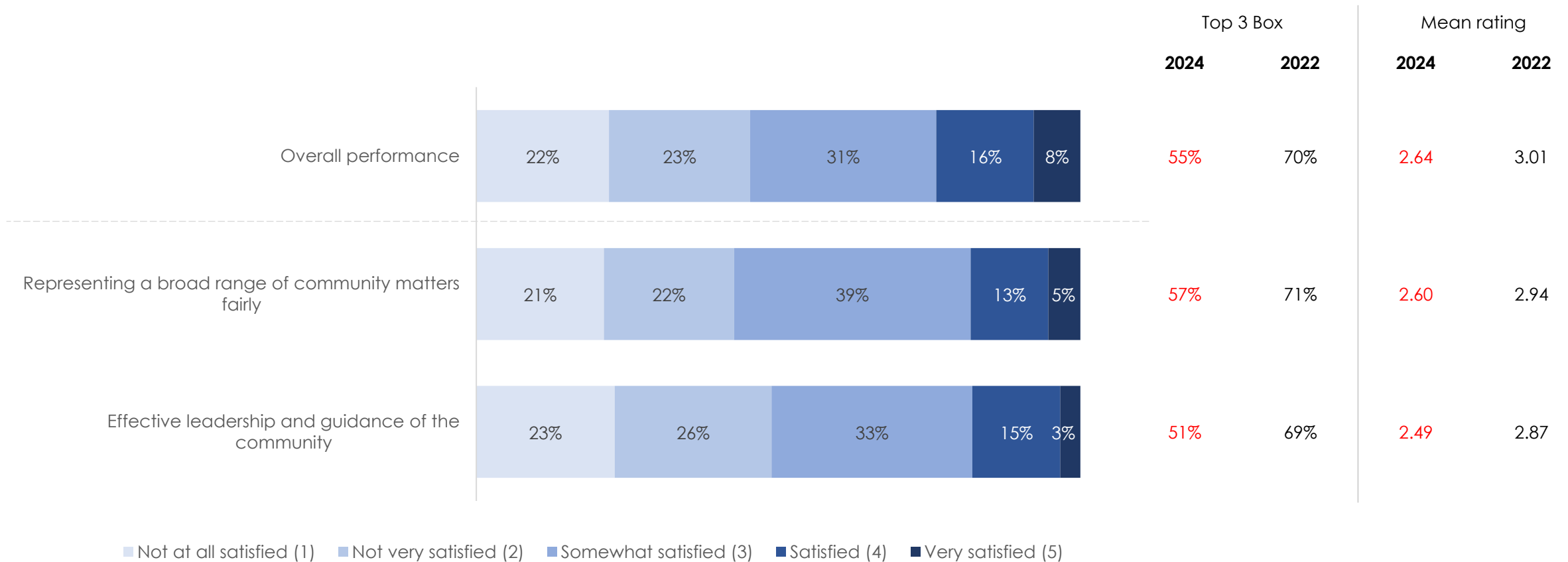


Base: N=400

	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Yes %	93%	94%	92%	94%	76%	92%	96%	100%	93%	93%
Base	400	402	190	210	76	82	102	140	235	165

Satisfaction with the Council Administrator

57% or fewer of residents are at least somewhat satisfied with the criteria shown in the chart, which has decreased significantly from 2022. Demographically, older residents (65+) are more likely to be satisfied with the performance of the Council Administrator.



Base: N = 400

Q8b. Thinking specifically about the current administrator, how satisfied are you with their performance on the following?
 Q8c. Thinking overall about the current administrator, how satisfied are you with their overall performance?

Please see Appendix 1 for results by demographics
 A significantly higher/lower percentage (by year)



Summary of Council Services/Facilities

This section summarises the importance and satisfaction ratings for the 43 services and facilities. In this section we explore trends to past research and comparative norms.

Section Four

A photograph of a park with a gazebo, a path, and a large bed of colorful tulips.

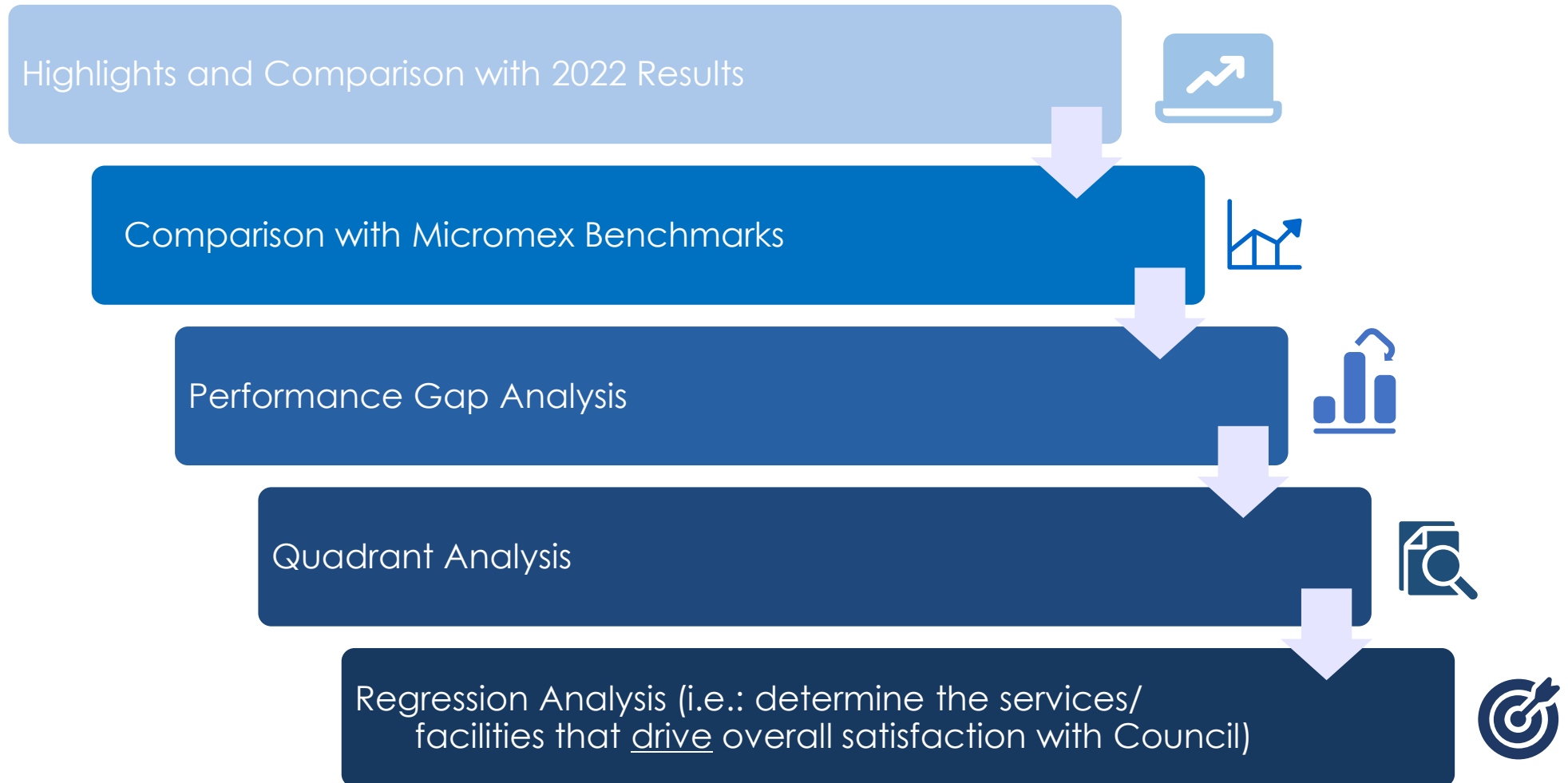
Summary: Services & Facilities

- Largest gaps in performance (importance score minus satisfaction score):
 - Condition of local roads
 - Managing development and growth
 - Opportunities to participate in Council decision making
 - Council provision of information to residents
 - Enforcement of development and building regulations
 - Support for youth
- Younger residents (18-34 year olds) are significantly more satisfied with the following:
 - Provision and quality of footpaths
 - Litter control and rubbish dumping
 - Community safety/crime prevention
 - Support for people with a disability
- Key drivers of overall satisfaction:
 - Based on regression model that only includes 43 services and facilities, the opportunity to participate in Council decision-making is the most important driver of overall satisfaction, followed by the Council's provision of information to residents and managing development and growth
 - After adding satisfaction with the Council Administrator and communication from the Council as additional attributes, they account for more than 50% of the variation in overall satisfaction.

Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 43 Council-provided services and facilities – the equivalent of 86 separate questions!

We have utilised the following techniques to summarise and analyse these 86 questions:



Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

Importance

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

Higher importance	T2 Box	Mean
Town drinking water quality	95%	4.74
Reliability of town water	94%	4.76
Domestic garbage collection	91%	4.58
Overall sewerage system performance	89%	4.58
Condition of local roads	87%	4.48

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

Lower importance	T2 Box	Mean
Provision and maintenance of swimming pools	55%	3.60
Support for arts and culture	58%	3.63
Revitalisation/beautification of town and village centres as well as the surrounding areas	58%	3.64
Availability of, and access to, public transport	59%	3.66
Protecting heritage values and buildings	60%	3.77

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

Satisfaction

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

Higher satisfaction	T3 Box	Mean
Provision and operation of libraries	98%	4.11
Reliability of town water	96%	4.31
Overall sewerage system performance	91%	4.10
Domestic garbage collection	91%	4.03
Town drinking water quality	89%	3.91
Community safety/crime prevention	89%	3.63
Support for arts and culture	89%	3.59

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

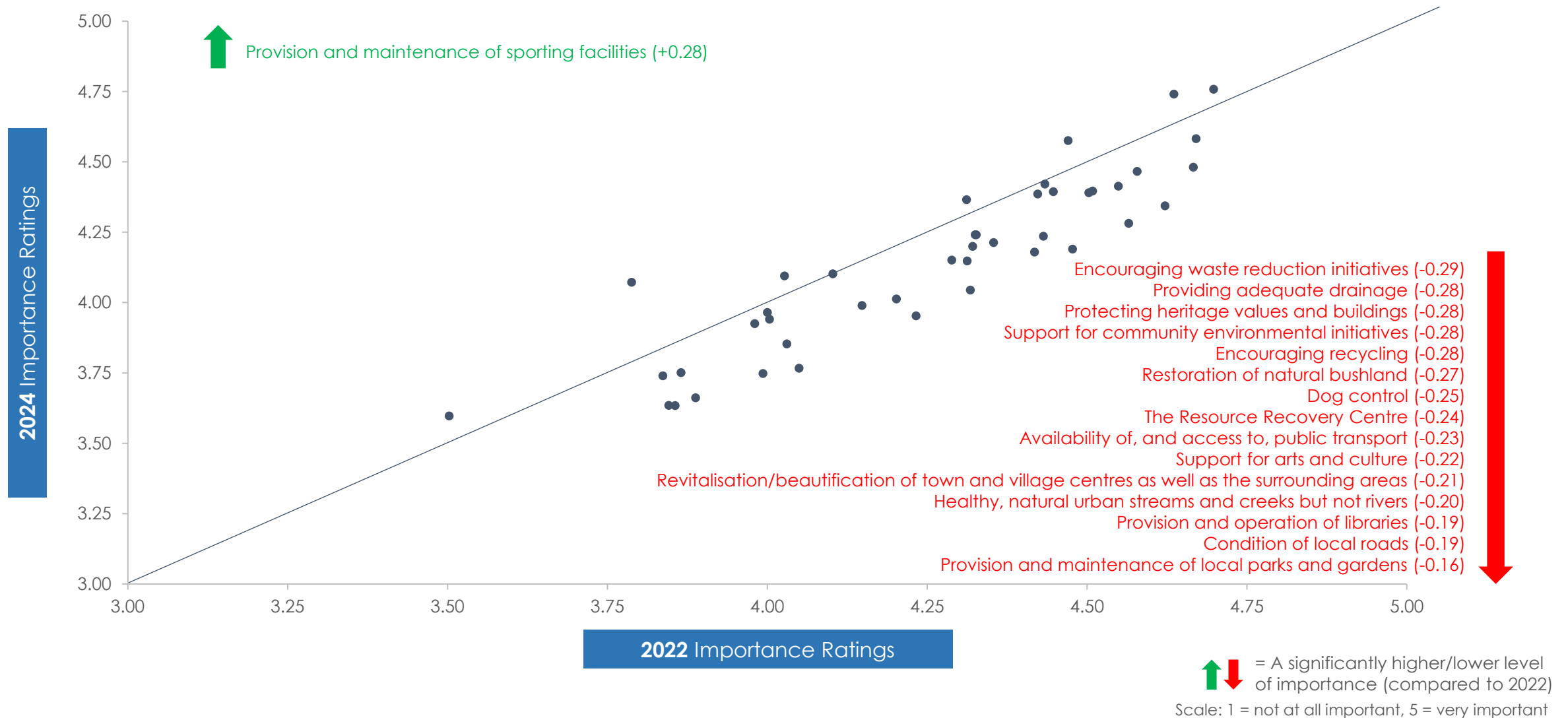
Lower satisfaction	T3 Box	Mean
Condition of local roads	12%	1.51
Opportunities to participate in Council decision making	37%	2.23
Managing development and growth	44%	2.26
Enforcement of development and building regulations	49%	2.40
Council provision of information to residents	53%	2.59

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

Services and Facilities – Importance: Comparison by Year

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

Importance significantly increased for 1 of the 43 comparable services and facilities, there were also significant decreases in importance for 15 of the 43 services and facilities.



Services and Facilities – Satisfaction: Comparison by Year

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

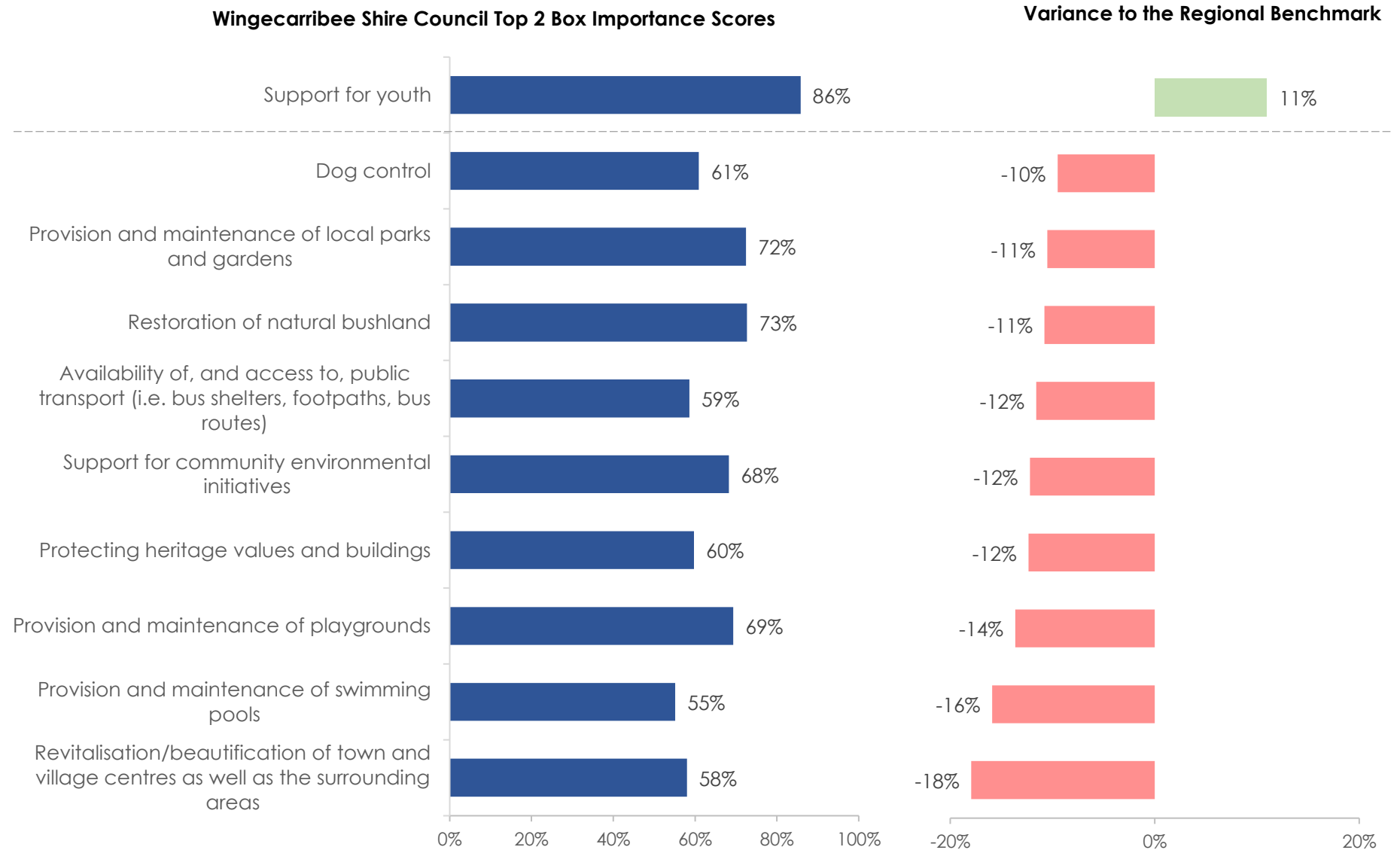
Satisfaction significantly increased for 3 of the 43 comparable services and facilities, there were also significant decreases in satisfaction for 3 of the 43 services and facilities.



Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance Wingecarribee Shire Council top 2 box importance scores and the Micromex Benchmark.

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

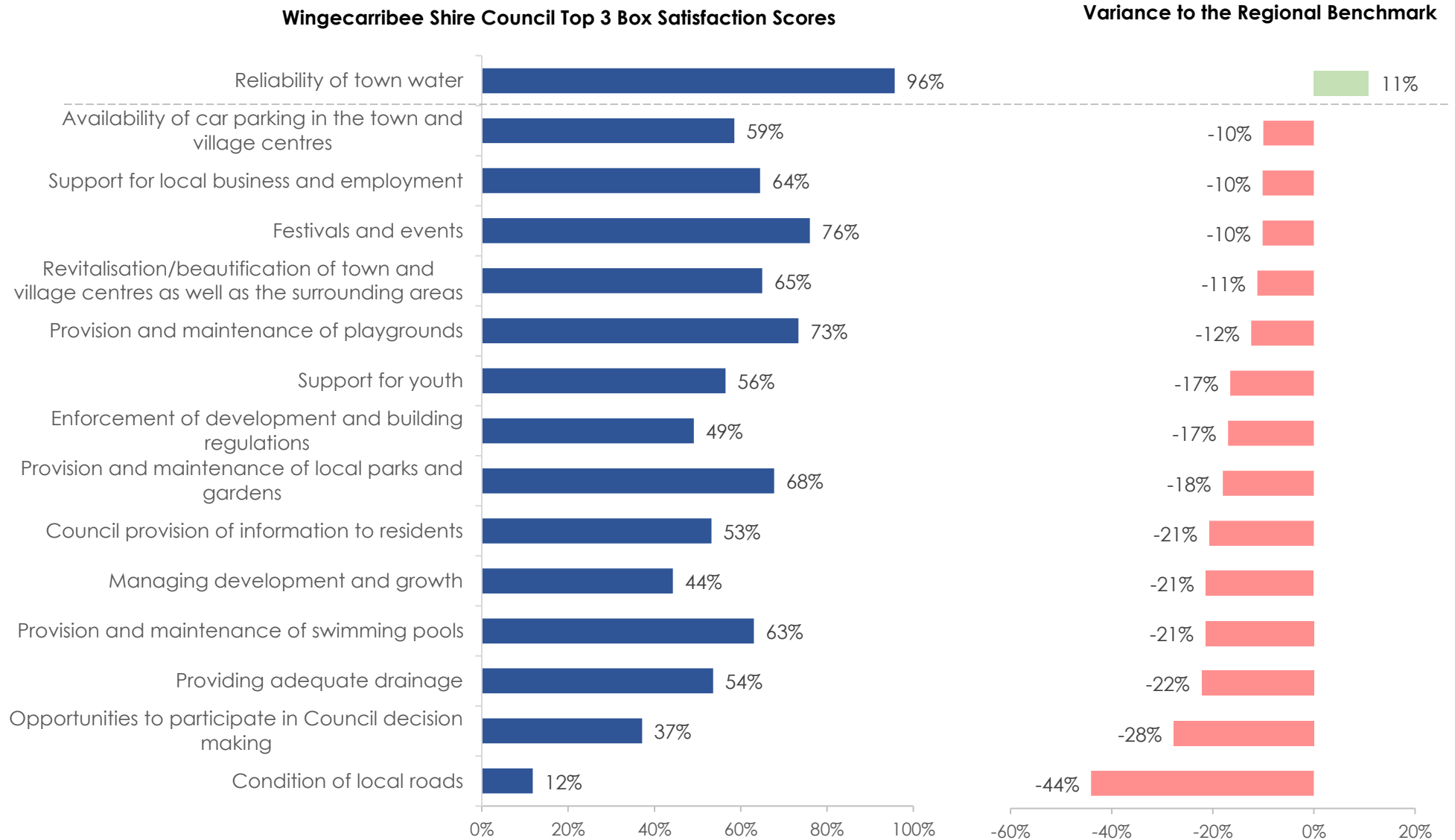


Note: Only services/facilities with a variance of +/- 10% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
Top 2 box = important/very important

Summary Satisfaction Comparison to the Micromex Benchmark

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

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



Note: Only services/facilities with a variance of +/- 10% to the Benchmark have been shown above. Please see Appendix 1 for detailed list
 Top 3 box = at least somewhat satisfied

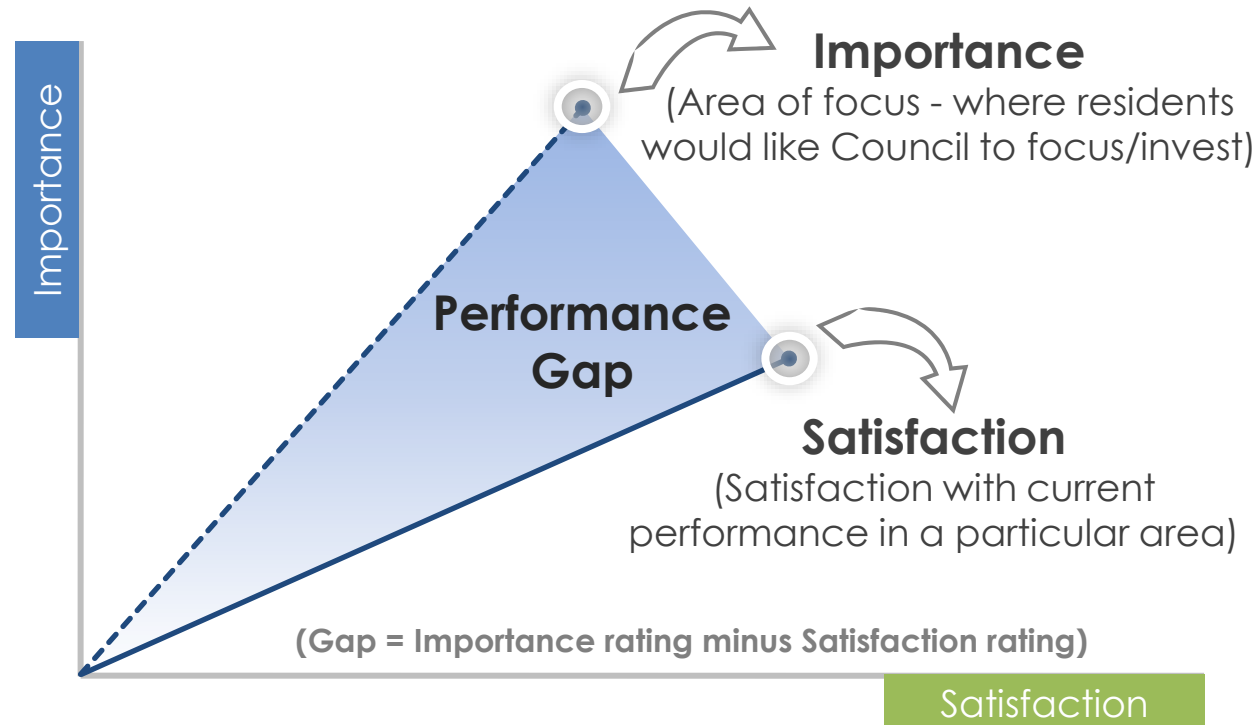
Performance Gap Analysis

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

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

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

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



Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 12% and 75%. Condition of local roads received the largest performance gap (75%), followed by managing development and growth (40%).

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Shire Presentation	Condition of local roads	87%	12%	75%
Planning Development and Regulatory Services	Managing development and growth	84%	44%	40%
Communication and Engagement	Opportunities to participate in Council decision making	74%	37%	37%
Communication and Engagement	Council provision of information to residents	85%	53%	32%
Planning Development and Regulatory Services	Enforcement of development and building regulations	80%	49%	31%
Community Life	Support for youth	86%	56%	30%
Assets	Providing adequate drainage	82%	54%	28%
Assets	Local traffic management	80%	55%	25%
Assets	Availability of car parking in the town and village centres	81%	59%	22%
Strategic Outcomes	Support for local business and employment	80%	64%	16%
Assets	Provision and quality of footpaths	77%	63%	14%
Planning Development and Regulatory Services	Litter control and rubbish dumping	85%	75%	10%

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

Quadrant Analysis

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

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

On average, Wingecarribee Shire Council residents rated services/facilities less important than our Benchmark, and their satisfaction was, on average, lower.

	Wingecarribee Shire Council	Micromex Comparable Regional Benchmark
Average Importance	76%	79%
Average Satisfaction	72%	79%

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

Explaining the 4 quadrants (overleaf)

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

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

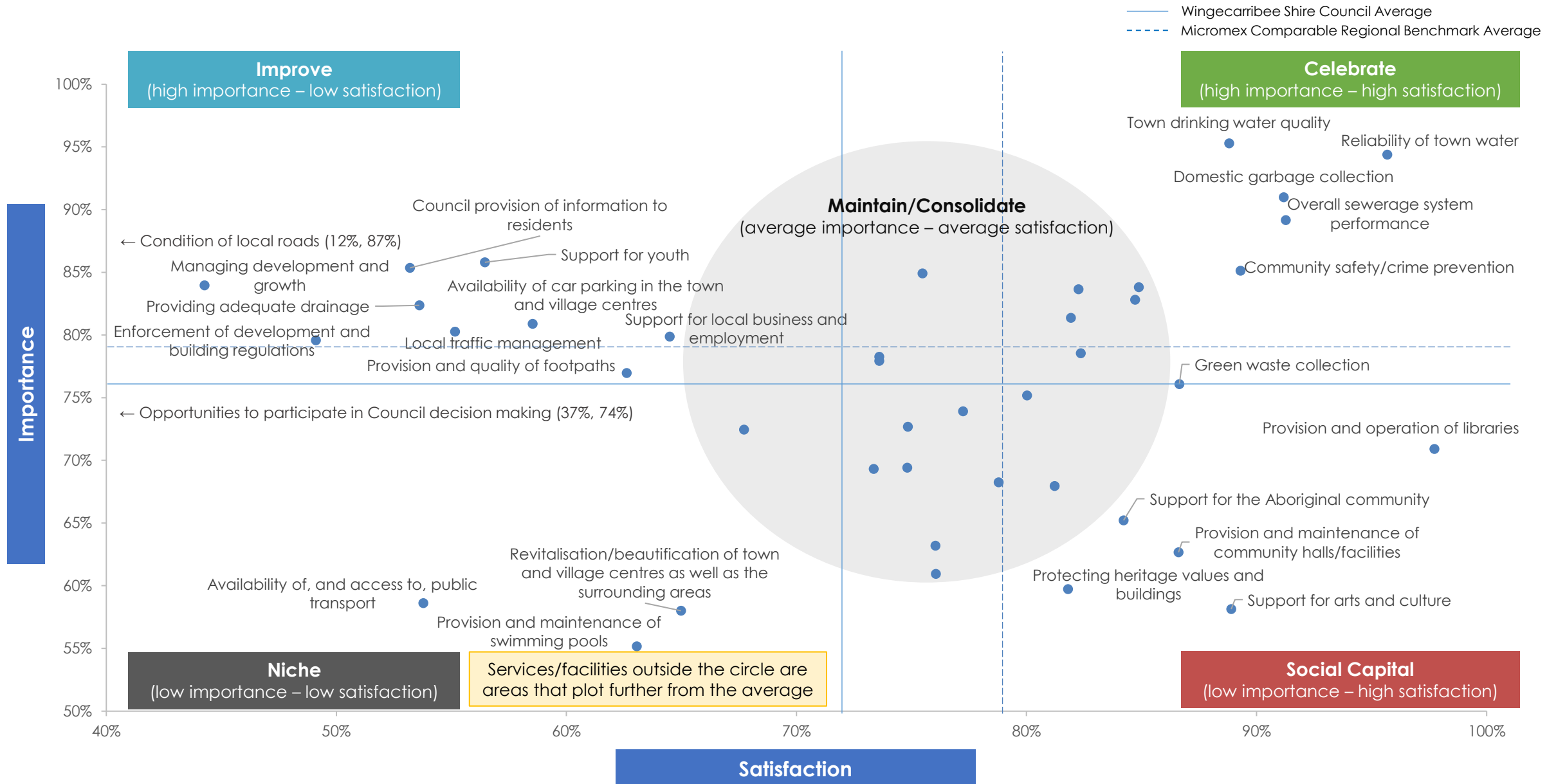
Attributes in the bottom left quadrant, **NICHE**, such as 'availability of, and access to, public transport', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

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

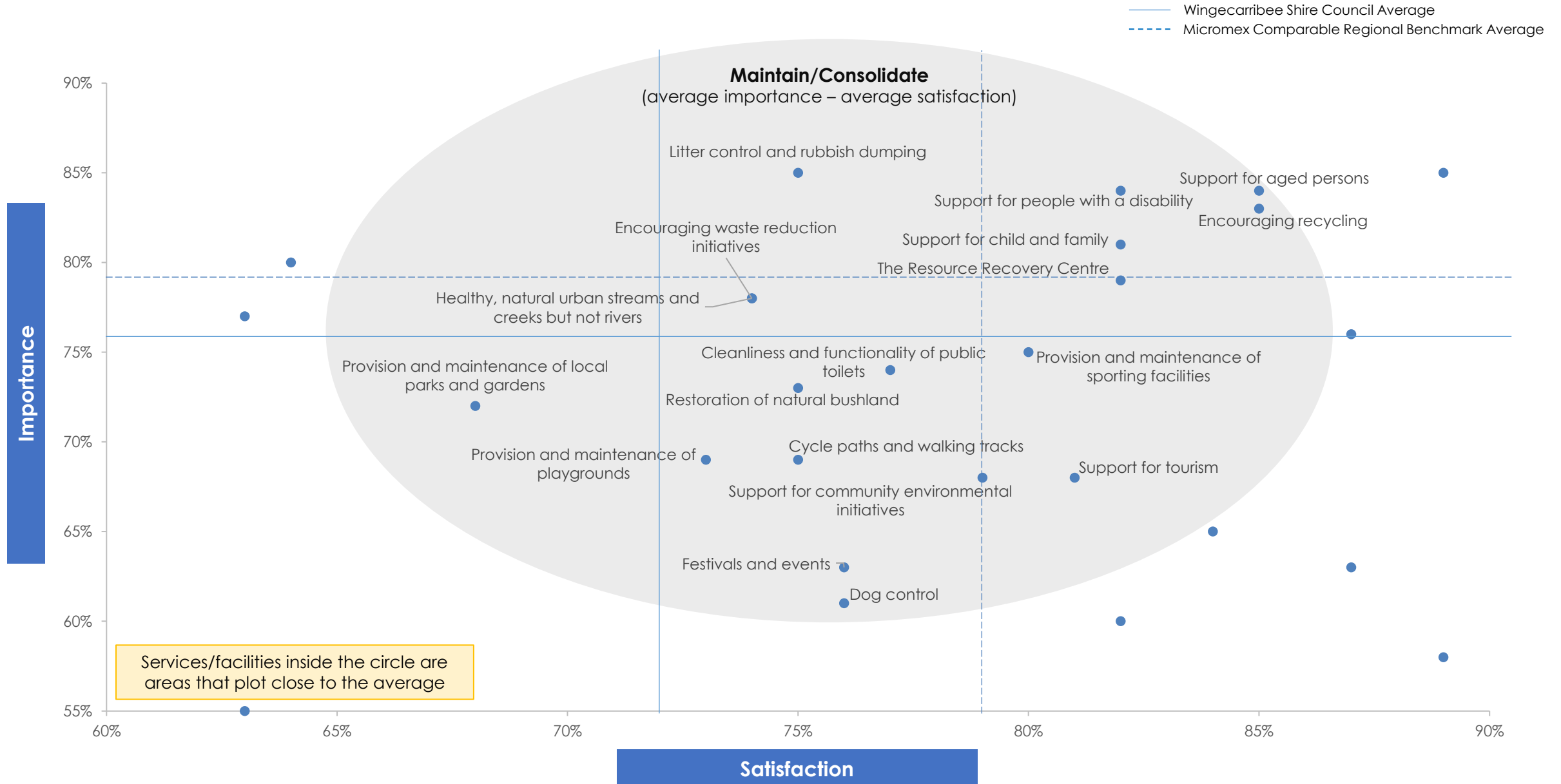
Quadrant Analysis – Mapping Priority Against Delivery

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



Quadrant Analysis – Mapping Priority Against Delivery

Following on the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



Advanced Regression Analysis

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

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance. Therefore, in order to identify how Wingecarribee Shire Council can actively drive overall community satisfaction, we conducted further analysis

Explanation of Analysis

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

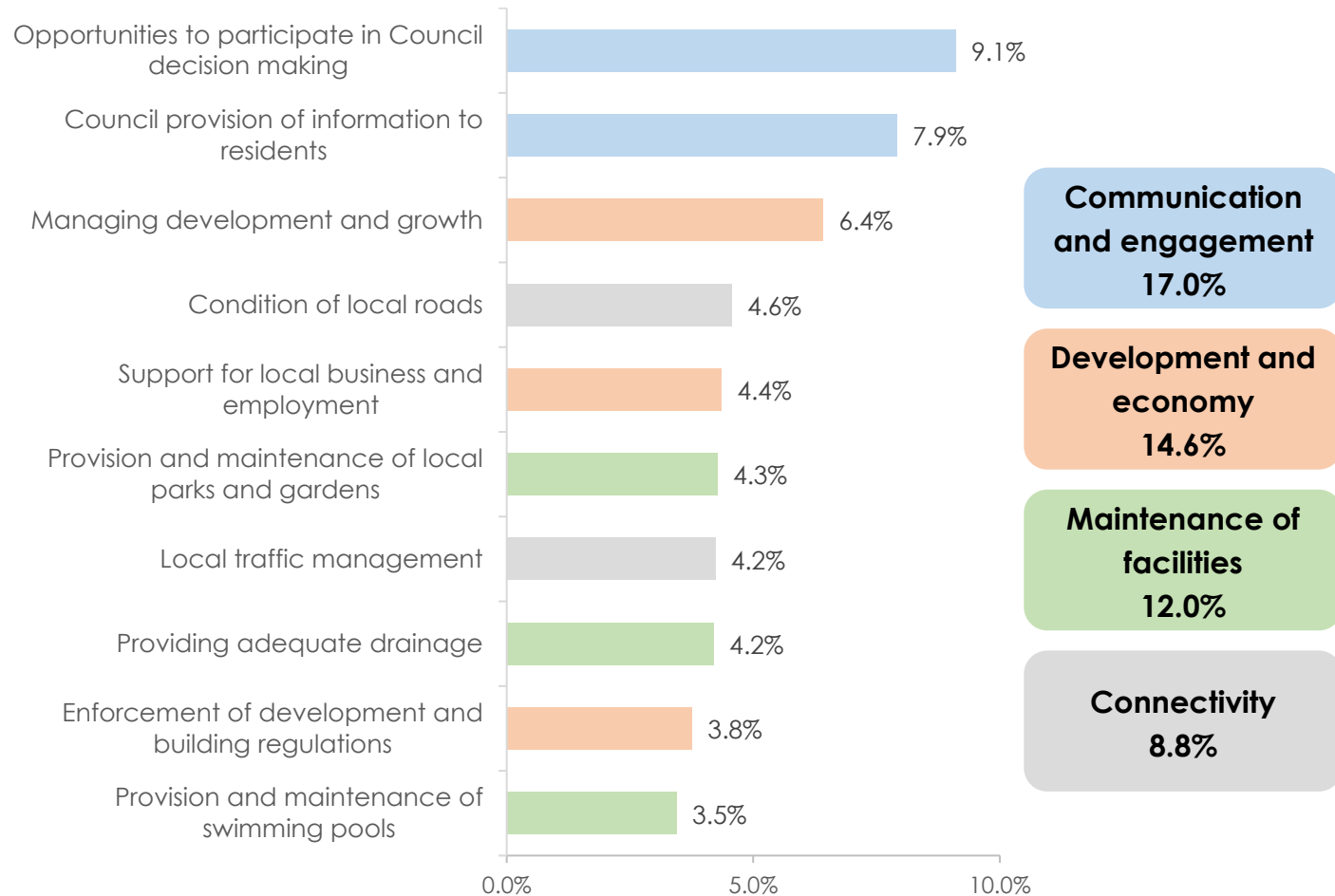
What Does This Mean?

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



Key Drivers of Overall Satisfaction with Council

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



These top 10 services/facilities (so 23% of the 43 services/facilities) account for over 50% of the variation in overall satisfaction.

Investigating the measures separately, opportunities to participate in Council decision making is the most vital driver of overall satisfaction, followed by Council provision of information to residents and managing development and growth.

However, after summarising them into their thematical groups, communication and engagement is the most important driver category. Further, development and economy and the maintenance of facilities are also important drivers.

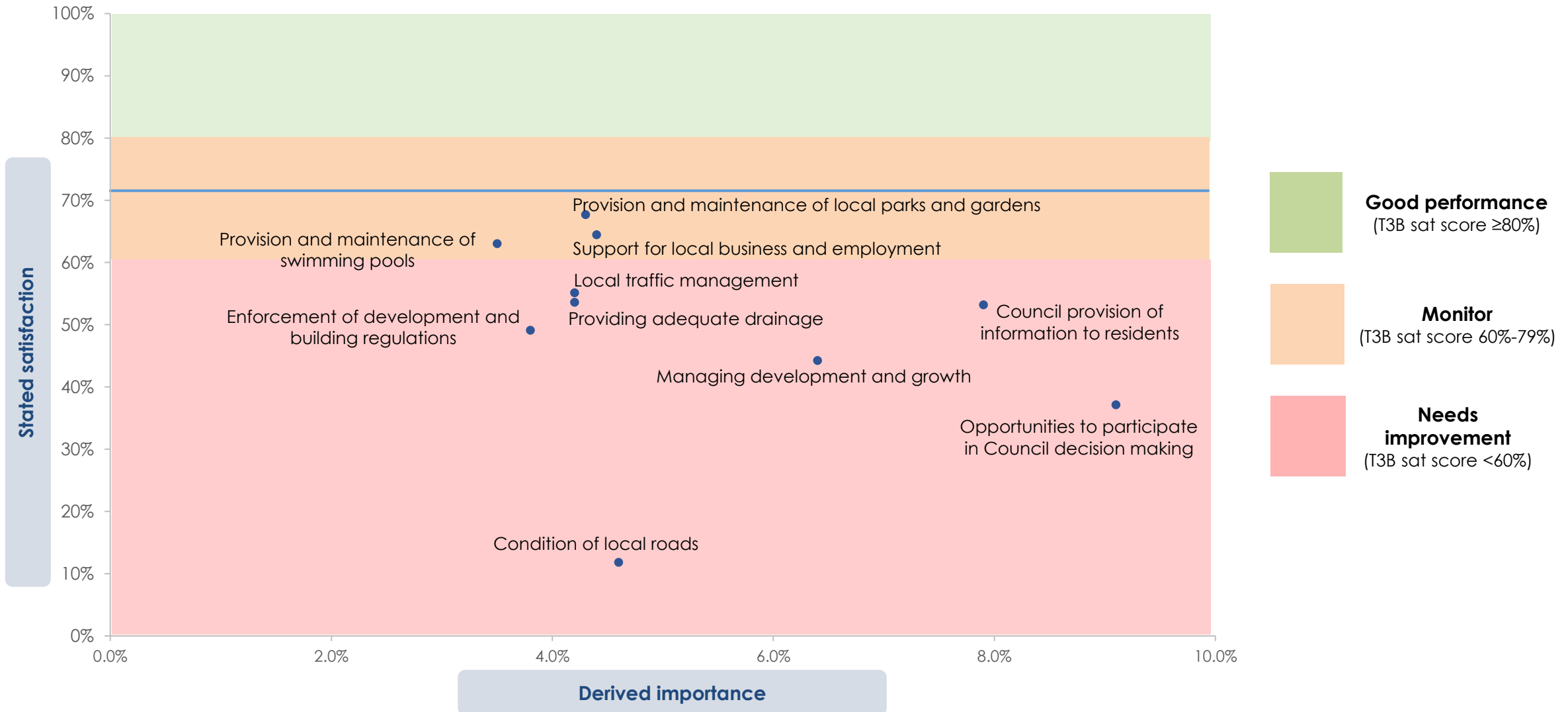
Barriers R² value = 0.40

Optimisers R² value = 0.31

Dependent Variable: Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

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



Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 43 measures

Key Contributors to Barriers/Optimisers

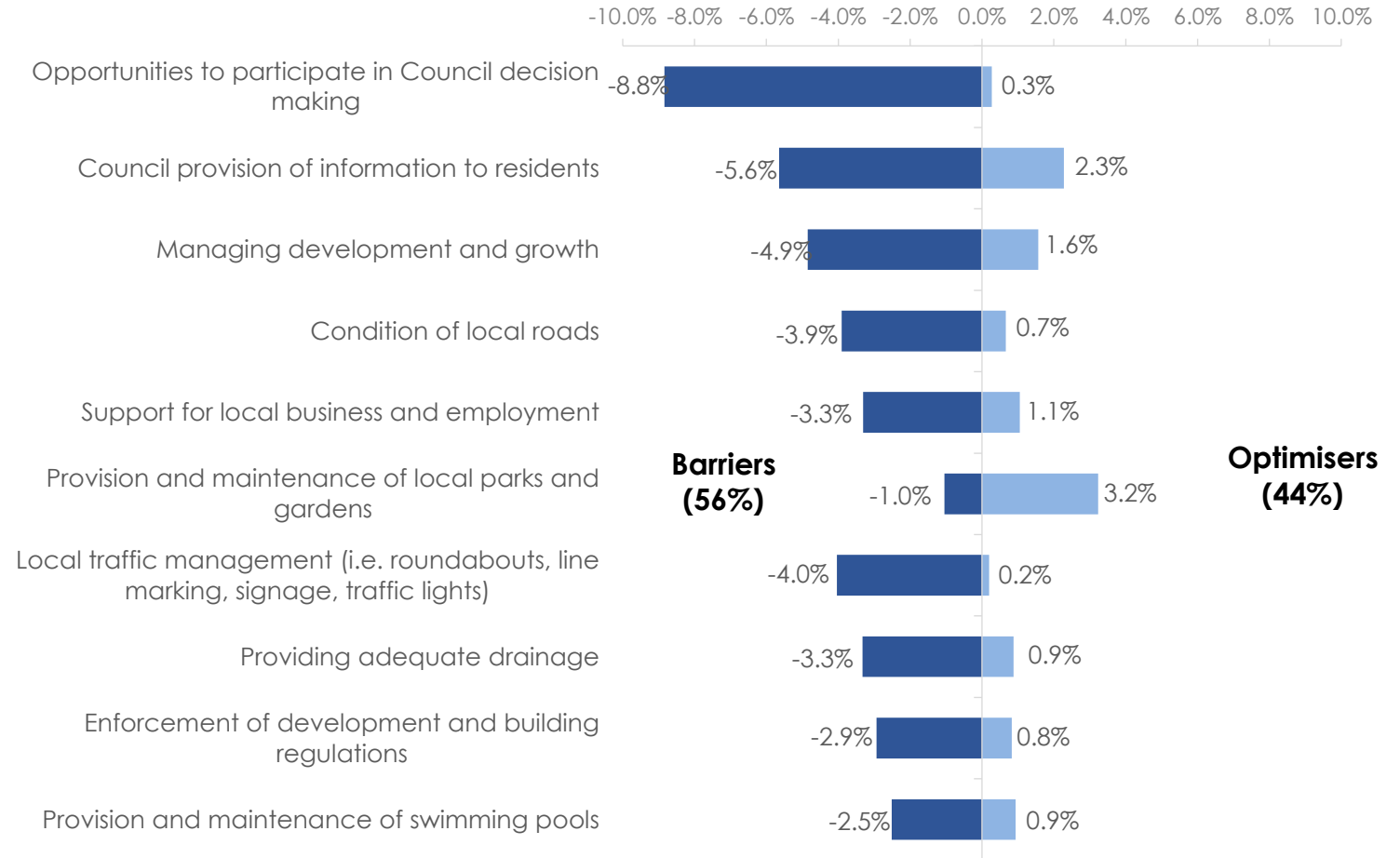
Different levers address the different levels of satisfaction across the community

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

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

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

Advanced regression: Barriers (left) Vs. Optimisers (right)



Key Drivers of Overall Satisfaction with Council – Expanded Model

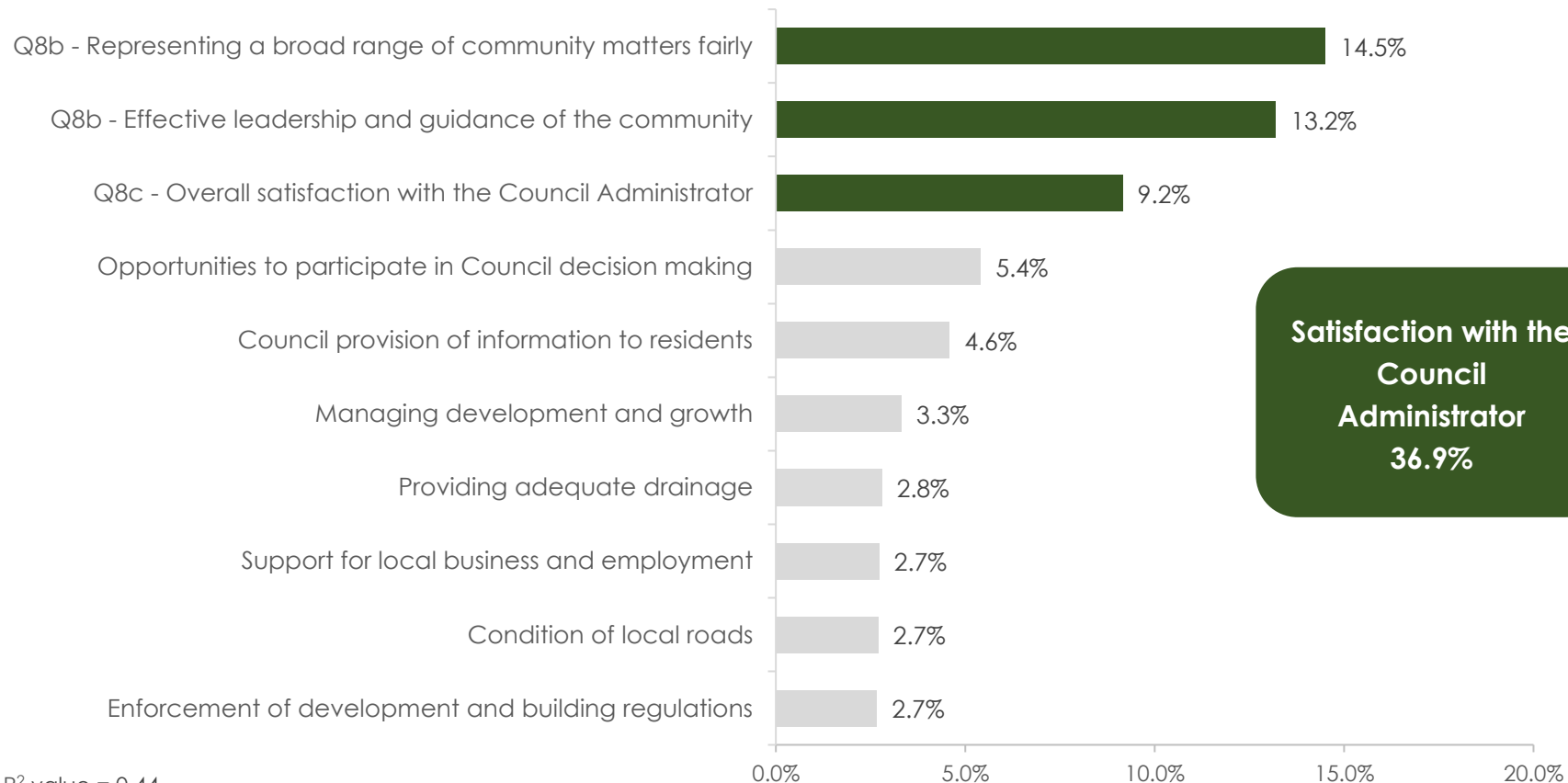
The previous regression model is based on the 43 services/facilities tested (Q5). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 3 additional measures (model now totalling 46 measures) from Q8b and Q8c:

Q8b - Representing a broad range of community matters fairly

Q8b - Effective leadership and guidance of the community

Q8c - Overall satisfaction with the Council Administrator

Drivers of Overall Satisfaction (Expanded)



Looking at our expanded regression result, satisfaction with the Council Administrator accounts for almost 40% of the variation in overall satisfaction.

This result may explain the reason for the decline in overall satisfaction, as satisfaction with the Council Administrator decreased significantly compared to 2022 (see Slide 23).

Barriers R² value = 0.44

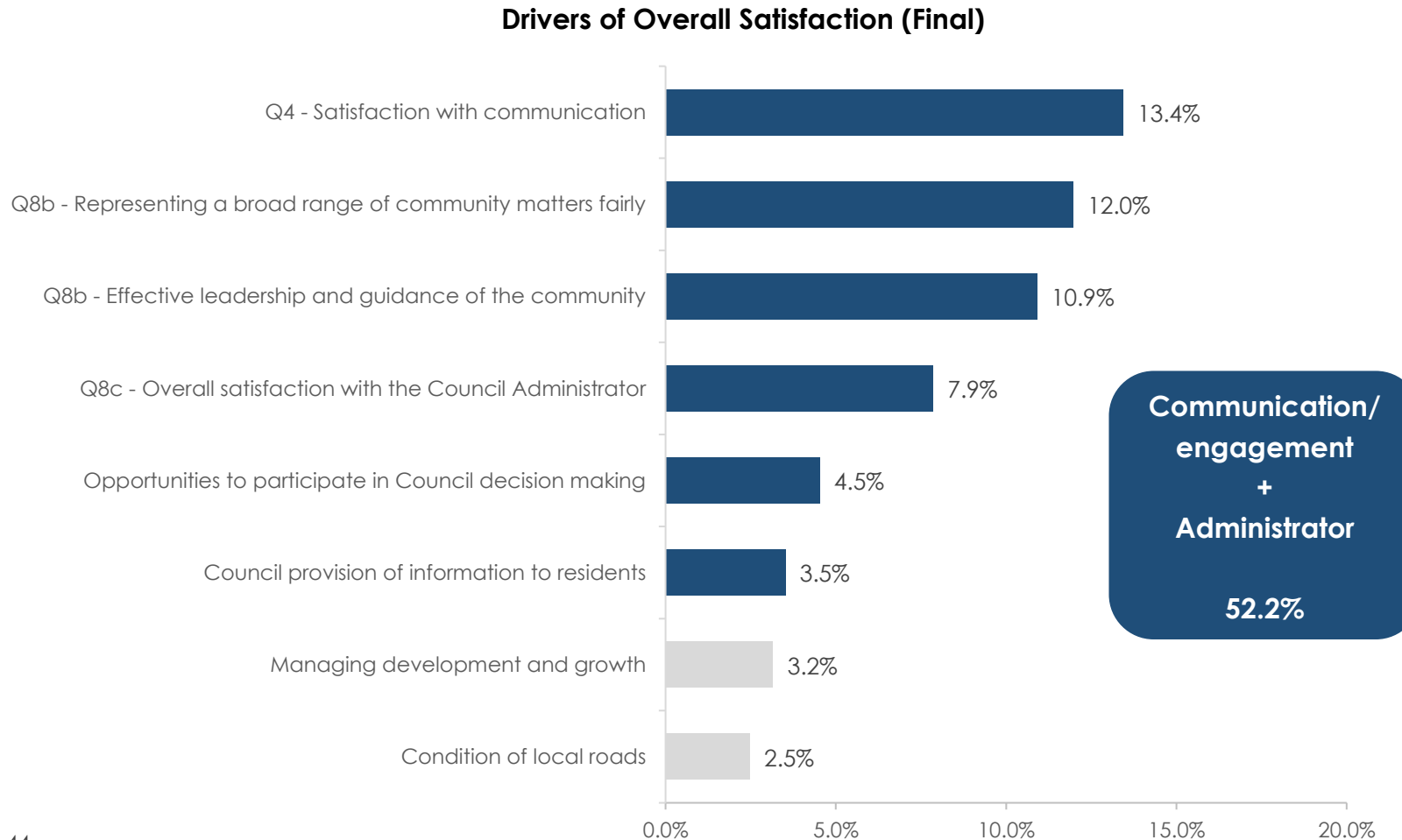
Optimisers R² value = 0.41

Dependent Variable: Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Key Drivers of Overall Satisfaction with Council – Final Model

The final regression analysis includes an additional measures (model now totalling 47 measures) from Q4:

Q4. How satisfied are you with the level of communication Council currently has with the community?



Looking at our final regression result, satisfaction levels with communication and Administrator now account for more than 50% of the variation in overall satisfaction.

This indicates that residents' satisfaction with communication and engagement with Council, along with their satisfaction with the Administrator, are the most important key drivers of overall satisfaction.

Barriers R² value = 0.44

Optimisers R² value = 0.41

Dependent Variable: Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?



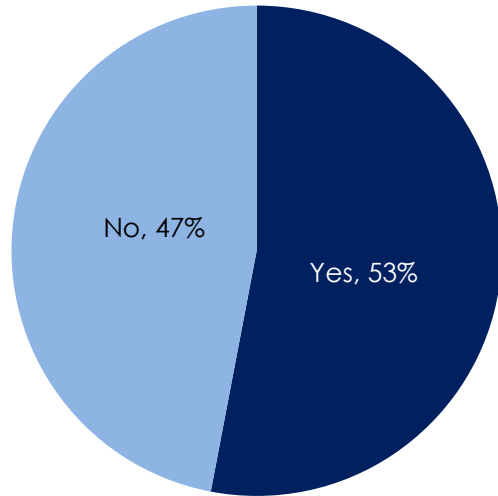
Section Five

Contact and Communication

This section provides results regarding residents' satisfaction with their contact with Council. It also focuses on the methods residents use to get information about Council and its services, facilities, and activities.

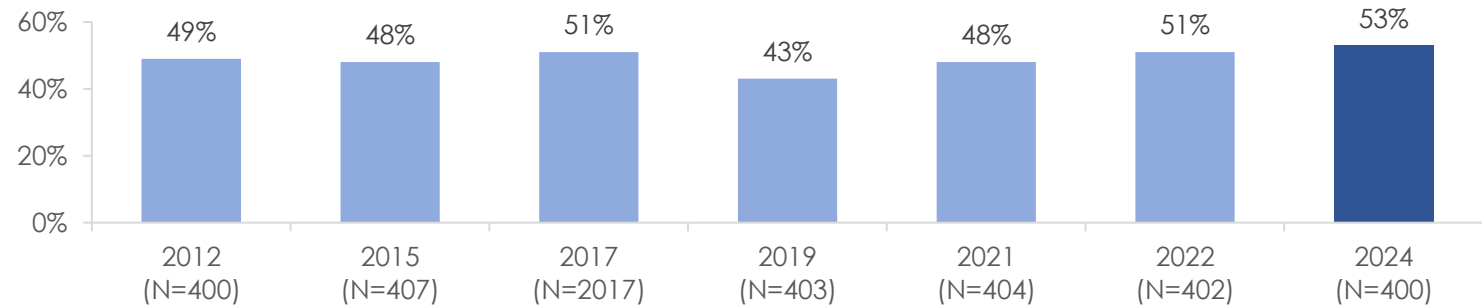
Contact with Council

53% of residents stated that they had contacted Council in the last 12 months, which has continuously increased since 2019. Although not significant, those located in 'village' were more likely to have contacted Council in the last 12 months.



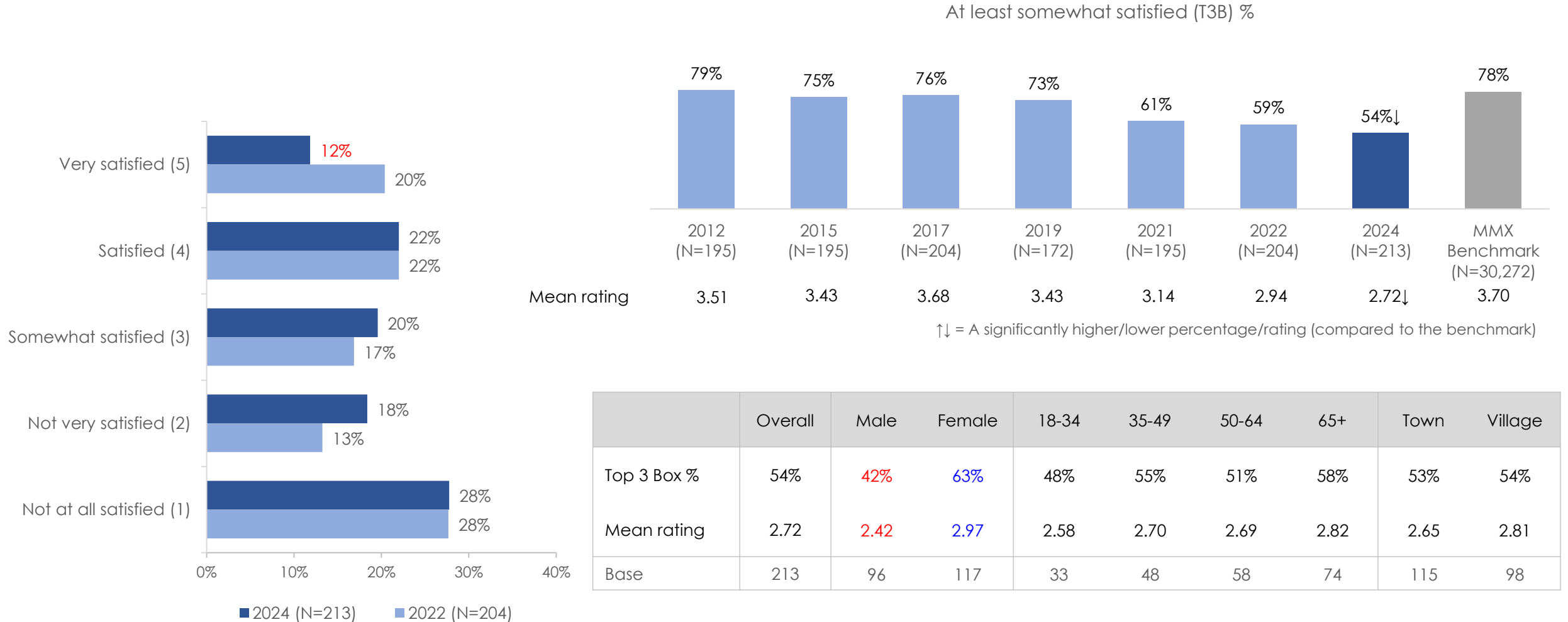
	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
Yes %	53%	51%	56%	43%	58%	57%	53%	49%	59%
Base	400	190	210	76	82	102	140	235	165

'Yes' (%) Year-on-year comparison

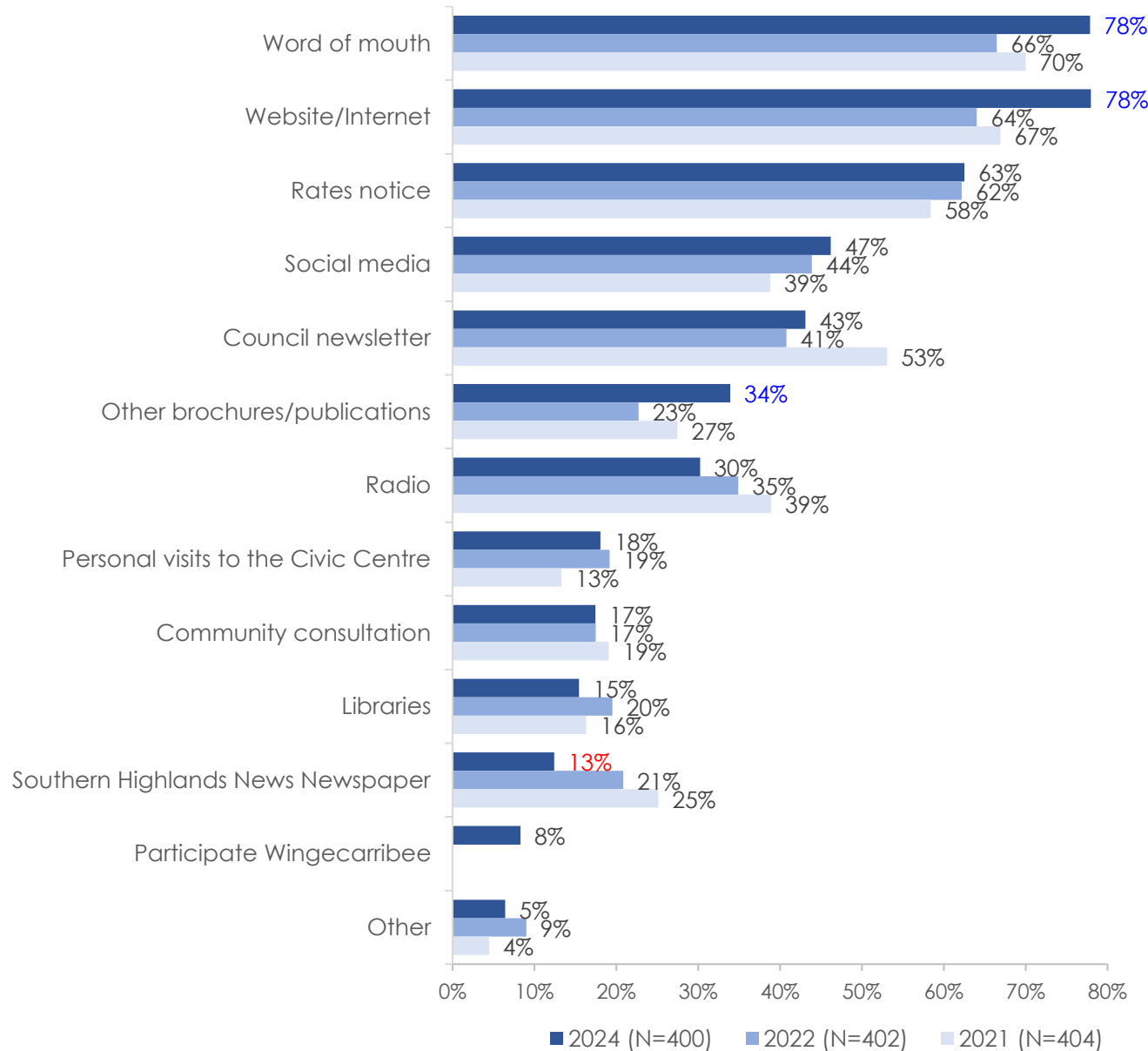


Satisfaction with Contact

54% of residents who had contacted Council in the last 12 months are at least somewhat satisfied with the way their contact was handled, which is on par with 2022. However, there has been a declining trend in satisfaction with contact since 2019. Males are significantly less likely to be satisfied with the way their contact was handled.



Sources of Information about Council



Word of mouth and website/Internet have remained the most common methods for sourcing information about Council. Noticeably, the usage of social media has been increasing continuously since 2021.

Younger residents are more likely to source information via social media and those located in villages are more likely to rely on information with rates notices.

Other specified (2024)	Count
Phone	6
Email	4
Direct communication in person in other places	3
Mail	2
Other meetings	2
Nothing	5



Community Strategic Plan

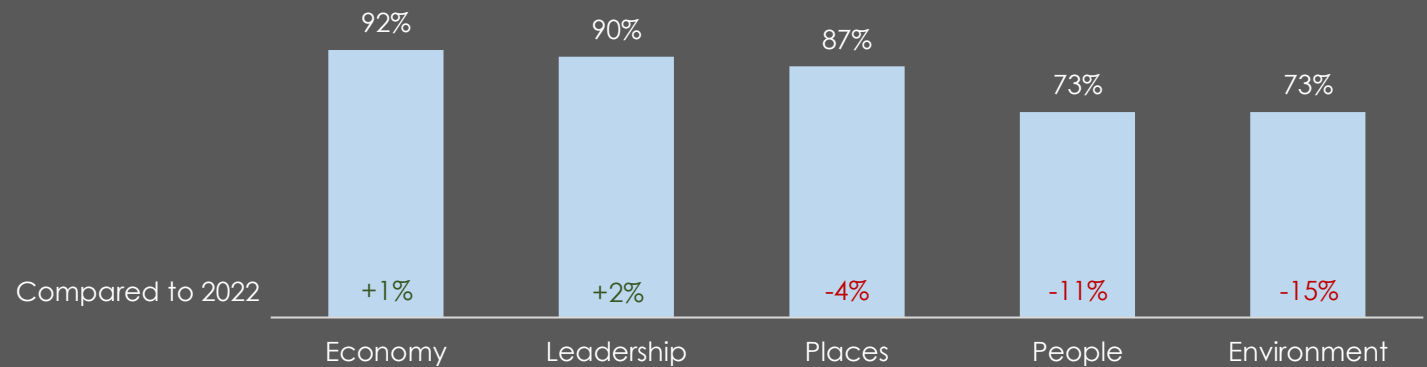
This section focuses on residents' attitudes toward Council's CSP, which includes a vision for the Shire and strategies to achieve our goals.

Section Six

Summary: Community Strategic Plan

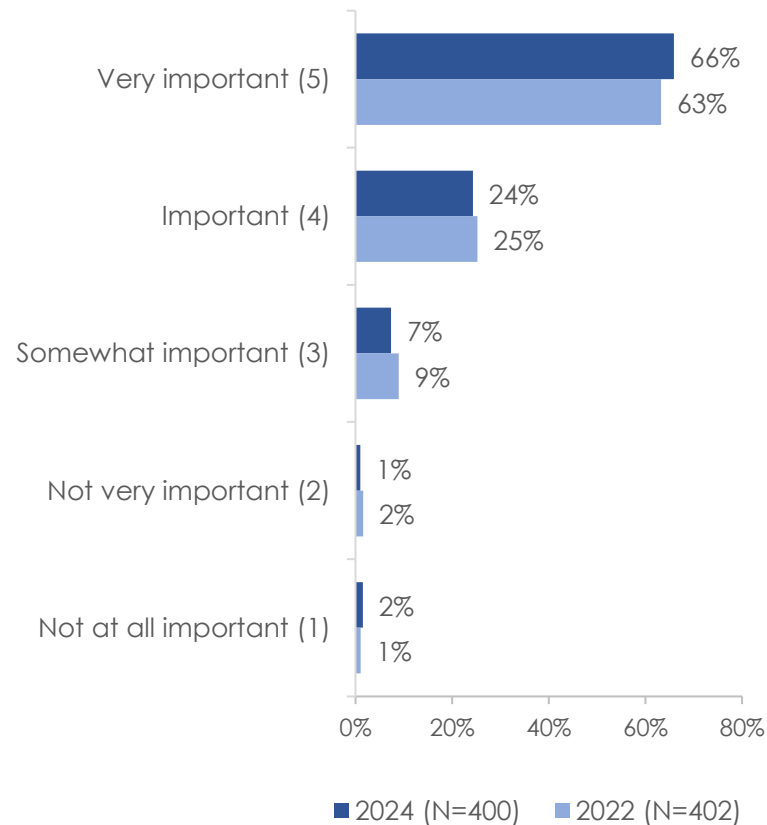
- Not surprisingly, 'Economy' has remained the most important theme for the long-term future of the region. 'Leadership' has become more important and has surpassed 'Places' and 'Environment' as the second priority.
- Noticeably, lower importance levels were noted for 'People' and 'Environment' this year.

Community Strategic Plan – 5 Themes
(T2B% - Very important/ Important)



Community Strategic Plan – Leadership

90% of residents stated that the theme 'Leadership' is important for the long-term future of the Wingecarribee area, which is on par with 2022. Females are significantly more likely to cite it as important.



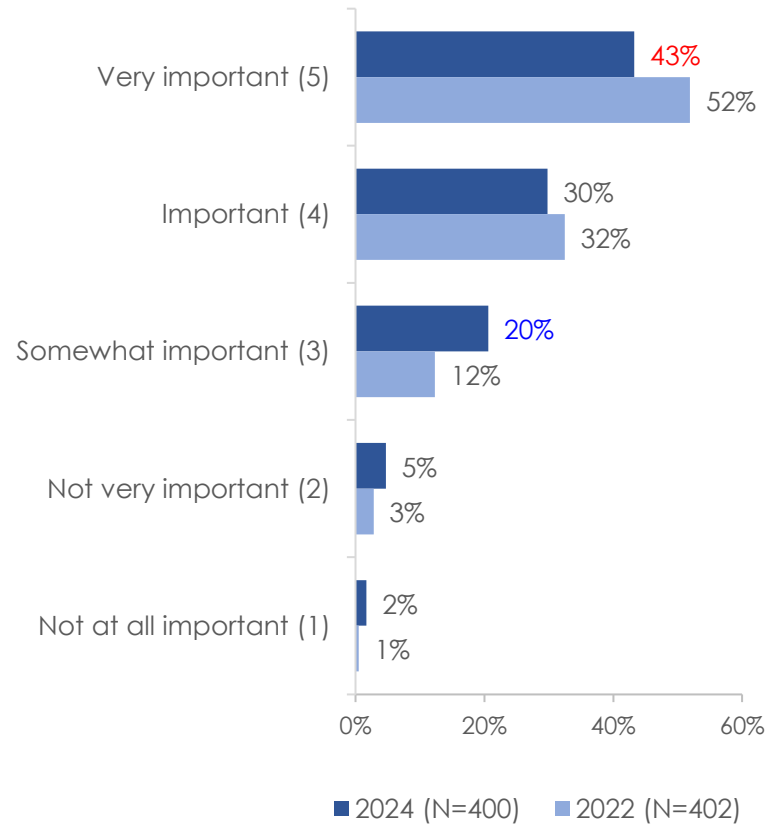
	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 2 Box %	90%	88%	87%	93%	86%	88%	89%	94%	88%	93%
Mean rating	4.52	4.48	4.40	4.63	4.41	4.56	4.54	4.54	4.46	4.61
Base	400	402	190	210	76	82	102	140	235	165

Q10a. Thinking about the theme of "Leadership" which covers how the Council engages with the community, plans for the future, involves the community in decision making and manages resources... How important do you think this theme is for the long-term future of the region?

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower percentage/rating (by group)

Community Strategic Plan – People

73% of residents stated that the theme 'People' is important for the long-term future of the Wingecarribee area, which is significantly lower compared to 2022. Males and younger residents (18-34) are significantly less likely to state it is important.



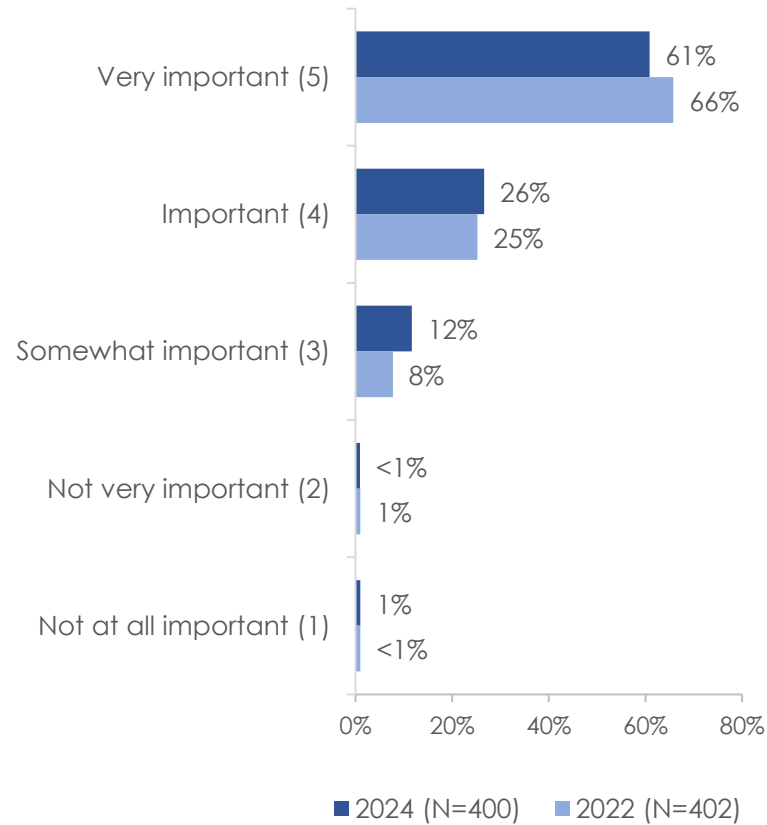
	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 2 Box %	73%	84%	65%	80%	61%	78%	80%	72%	75%	70%
Mean rating	4.08	4.32	3.83	4.31	3.88	4.18	4.20	4.05	4.14	4.00
Base	400	402	190	210	76	82	102	140	235	165

Q10b. Thinking about the theme of "People" which promotes community health and wellbeing, access to education, culture and the arts, and having inclusive, connected and diverse communities... How important do you think this theme is for the long-term future of the region?

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower percentage/rating (compared to 2022/by group)

Community Strategic Plan – Places

87% of residents stated that the theme 'Place' is important for the long-term future of the Wingecarribee area, which is on par with 2022. Females and older residents (50+) are significantly more likely to state it is important.



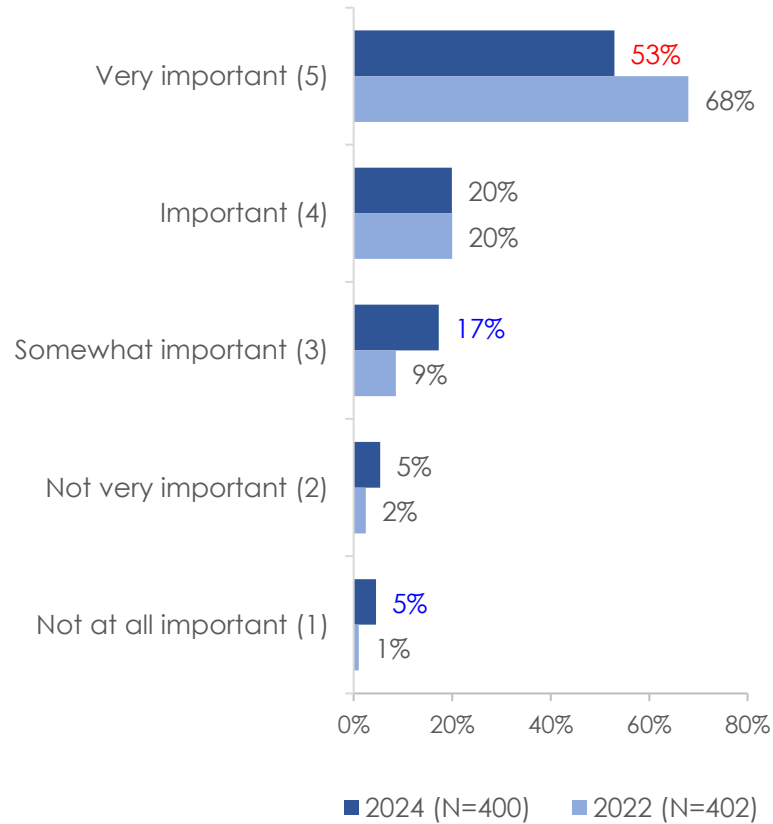
	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 2 Box %	87%	91%	81%	93%	80%	87%	93%	88%	89%	85%
Mean rating	4.47	4.55	4.28	4.63	4.29	4.49	4.61	4.44	4.49	4.44
Base	400	402	190	210	76	82	102	140	235	165

Q10c. Thinking about the theme of "Places" which covers access to housing, improved transport networks, vibrant local villages and town centres, provision of community facilities, and maintaining our unique local heritage... How important do you think this theme is for the long-term future of the region?

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower percentage/rating (by group)

Community Strategic Plan – Environment

73% of residents stated that the theme 'Environment' is important for the long-term future of the Wingecarribee area, which is significantly lower compared to 2022. Females are significantly more likely to state it is important.



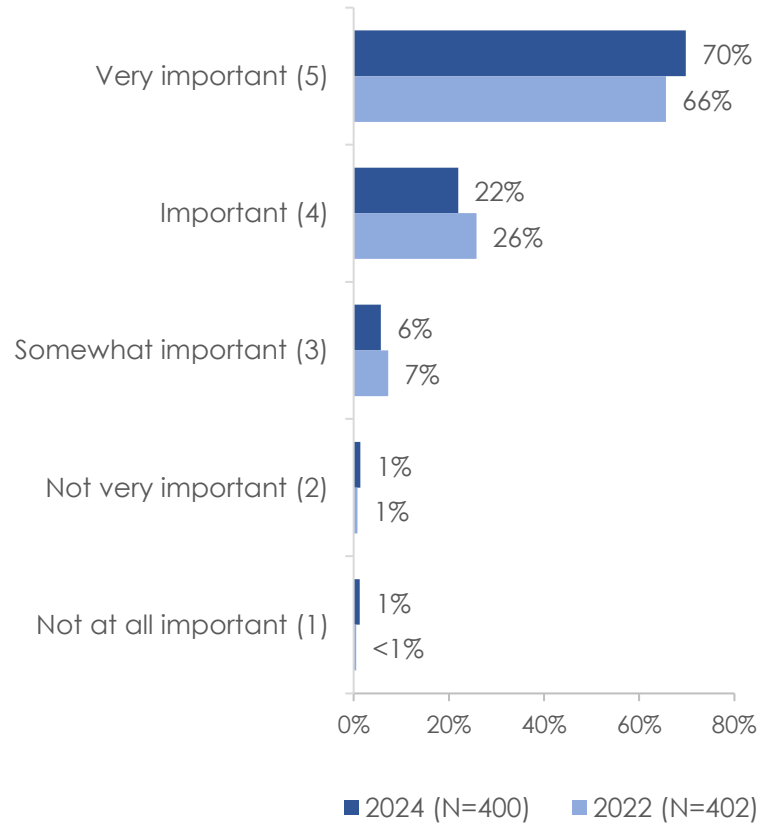
	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 2 Box %	73%	88%	62%	83%	74%	78%	76%	67%	74%	72%
Mean rating	4.11	4.51	3.76	4.43	4.11	4.25	4.14	4.02	4.11	4.12
Base	400	402	190	210	76	82	102	140	235	165

Q10d. Thinking about the theme of "Environment" which includes protecting and enhancing our natural environment, living more sustainably, addressing climate change and managing and reducing waste... How important do you think this theme is for the long-term future of the region?

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower percentage/rating (compared to 2022/by group)

Community Strategic Plan – Economy

92% of residents stated that the theme 'Economy' is important for the long-term future of the Wingecarribee area, which is on par with 2022.



	Overall 2024	Overall 2022	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 2 Box %	92%	91%	89%	94%	90%	93%	89%	94%	93%	90%
Mean rating	4.58	4.55	4.49	4.66	4.53	4.66	4.57	4.55	4.57	4.58
Base	400	402	190	210	76	82	102	140	235	165

Q10e. Thinking about the theme of "Economy" which includes supporting local business and industry (including agriculture), creating local jobs, encouraging innovative technologies and sustainable tourism, and providing opportunities for training and skills development. How important do you think this theme is for the long-term future of the region??

Scale: 1 = not at all important, 5 = very important
A significantly higher/lower percentage/rating (compared to 2022/by group)



Additional Analyses

Appendix 1

Agreement Statements

T2B % (Strongly agree + agree)	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
I feel safe during the day	94%	94%	93%	98%	94%	94%	91%	93%	95%
I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures	85%	80%	90%	86%	89%	83%	85%	87%	84%
I feel safe during the night	81%	86%	78%	84%	82%	84%	78%	77%	88%
I feel safe using public facilities	80%	85%	77%	88%	78%	80%	78%	79%	83%
I feel that living in the Shire you have the opportunity to participate in recreational and sporting activities	78%	77%	79%	73%	71%	78%	84%	79%	76%
I feel that living in the Shire you have the opportunity to participate in arts and related activities	64%	59%	69%	61%	59%	65%	69%	68%	59%
I feel a part of my local community	63%	60%	66%	59%	65%	60%	66%	66%	59%
I feel there are adequate support networks available to me if I need them	42%	40%	44%	37%	31%	34%	57%	45%	38%
Base	400	190	210	76	82	102	140	235	165

Satisfaction with the Council Administrator

Overall satisfaction with the Council Administrator

	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	55%	54%	55%	57%	55%	49%	57%	56%	52%
Mean rating	2.64	2.63	2.65	2.59	2.54	2.60	2.76	2.68	2.59
Base	400	190	210	76	82	102	140	235	165

Representing a broad range of community matters fairly

	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	57%	61%	54%	57%	58%	49%	63%	57%	57%
Mean rating	2.60	2.60	2.60	2.57	2.51	2.42	2.80	2.58	2.63
Base	400	190	210	76	82	102	140	235	165

Effective leadership and guidance of the community

	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
Top 3 Box %	51%	50%	52%	47%	46%	42%	63%	50%	53%
Mean rating	2.49	2.42	2.56	2.37	2.33	2.25	2.84	2.46	2.55
Base	400	190	210	76	82	102	140	235	165

Comparison to Previous Research

Service/Facility	Importance				Satisfaction			
	2024	2022	2021	2019	2024	2022	2021	2019
Revitalisation/beautification of town and village centres as well as the surrounding areas	3.64	3.85	3.89	3.89	2.88	3.06	2.95	3.02
Provision and maintenance of local parks and gardens	3.99	4.15	4.35	4.21	3.05	3.31	3.39	3.46
Cleanliness and functionality of public toilets	4.09	4.03	4.32	4.15	3.27	3.31	3.46	3.39
Condition of local roads	4.48	4.67	4.72	4.61	1.51	1.53	1.98	2.27
Provision and maintenance of swimming pools	3.60	3.50	4.03	3.95	2.89	3.24	3.11	3.61
Protecting heritage values and buildings	3.77	4.05	3.96	3.92	3.43	3.19	3.23	3.33
Support for local business and employment	4.24	4.33	4.53	4.54	2.85	3.03	3.24	3.10
Availability of car parking in the town and village centres	4.20	4.32	4.41	4.42	2.78	2.55	2.59	2.44
Cycle paths and walking tracks	3.97	4.00	4.28	4.14	3.22	3.26	3.20	3.11
Local traffic management	4.21	4.35	4.44	4.32	2.56	2.86	2.70	2.79
Availability of, and access to, public transport	3.66	3.89	4.06	4.18	2.70	2.79	2.90	2.70
Providing adequate drainage	4.28	4.57	4.44	4.35	2.54	2.56	2.75	2.99
Provision and quality of footpaths	4.15	4.31	4.37	4.32	2.80	2.73	2.67	2.64
Provision and maintenance of playgrounds	3.93	3.98	4.24	4.23	3.14	3.15	3.43	3.52
Provision and maintenance of sporting facilities	4.07	3.79	4.24	4.13	3.21	3.32	3.52	3.52
Provision and maintenance of community halls/facilities	3.74	3.84	3.96	4.09	3.39	3.39	3.50	3.57
Green waste collection	4.15	4.29	4.38	4.06	3.92	4.02	3.98	4.10
The Resource Recovery Centre	4.18	4.42	4.37	4.34	3.57	3.64	3.86	3.85
Domestic garbage collection	4.58	4.67	4.71	4.55	4.03	4.02	4.21	4.16
Encouraging recycling	4.34	4.62	4.58	4.57	3.57	3.61	3.56	3.35
Encouraging waste reduction initiatives	4.19	4.48	4.50	4.49	3.08	3.09	3.18	3.03
Dog control	3.75	3.99	3.72	3.64	3.24	3.39	3.70	3.69

Comparison to Previous Research

Service/Facility	Importance				Satisfaction			
	2024	2022	2021	2019	2024	2022	2021	2019
Managing development and growth	4.40	4.51	4.43	4.39	2.26	2.44	2.65	2.64
Enforcement of development and building regulations	4.24	4.32	4.30	4.35	2.40	2.55	2.57	2.75
Litter control and rubbish dumping	4.41	4.55	4.62	4.66	3.18	3.22	3.42	3.28
Community safety/crime prevention	4.47	4.58	4.57	4.53	3.63	3.66	3.82	3.69
Support for aged persons	4.39	4.45	4.48	4.51	3.45	3.50	3.56	3.53
Support for people with a disability	4.39	4.42	4.57	4.54	3.25	3.29	3.43	3.33
Support for youth	4.42	4.43	4.48	4.43	2.76	2.81	2.98	2.86
Support for the Aboriginal community	3.85	4.03	4.19	4.09	3.28	3.03	3.21	3.07
Support for arts and culture	3.63	3.86	3.75	3.75	3.59	3.60	3.63	3.49
Provision and operation of libraries	4.01	4.20	4.07	4.11	4.11	4.14	4.00	4.02
Support for child and family	4.37	4.31	4.47	4.50	3.22	3.18	3.42	3.35
Support for community environmental initiatives	3.95	4.23	4.15	4.27	3.14	3.17	3.20	3.27
Restoration of natural bushland	4.04	4.32	4.25	4.21	3.14	3.05	3.14	3.30
Healthy, natural urban streams and creeks but not rivers	4.24	4.43	4.32	4.33	3.11	2.98	3.14	3.11
Festivals and events	3.75	3.87	3.78	3.82	3.20	3.16	3.30	3.33
Support for tourism	3.94	4.00	4.05	4.02	3.43	3.62	3.65	3.71
Opportunities to participate in Council decision making	4.10	4.10	4.10	4.17	2.23	2.31	2.44	2.54
Council provision of information to residents	4.39	4.50	4.40	4.45	2.59	2.69	2.78	2.93
Town drinking water quality	4.74	4.64	4.72	4.73	3.91	3.91	4.07	3.79
Reliability of town water	4.76	4.70	4.72	4.68	4.31	4.18	4.26	4.19
Overall sewerage system performance	4.58	4.47	4.61	4.54	4.10	3.96	4.14	4.13

Importance Compared to the Micromex Benchmark

Service/Facility	Wingecarribee Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Support for youth	86%▲	75%	11%
Overall sewerage system performance (chokes, overflows, odour)	89%	81%	8%
Enforcement of development and building regulations	80%	72%	8%
Town drinking water quality (taste, smell, and colour)	95%	88%	7%
Reliability of town water	94%	88%	6%
Managing development and growth	84%	80%	4%
Council provision of information to residents	85%	83%	3%
Support for people with a disability	84%	82%	2%
Support for child and family (i.e. services)	81%	80%	1%
Support for aged persons	84%	83%	1%
Provision and operation of libraries	71%	70%	1%
Opportunities to participate in Council decision making	74%	73%	0%
Providing adequate drainage	82%	82%	0%
Domestic garbage collection	91%	91%	0%
Green waste collection	76%	77%	-1%
Availability of car parking in the town and village centres	81%	82%	-2%
Provision and maintenance of sporting facilities	75%	77%	-2%
Support for arts and culture	58%	60%	-2%
The Resource Recovery Centre (RCC/local tip)	79%	80%	-2%
Provision and quality of footpaths	77%	81%	-4%
Litter control and rubbish dumping	85%	89%	-4%

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

Note: T2 = important/very important 59

Importance Compared to the Micromex Benchmark

Service/Facility	Wingecarribee Shire Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Support for the Aboriginal community	65%	70%	-4%
Community safety/crime prevention	85%	90%	-5%
Provision and maintenance of community halls/facilities	63%	68%	-5%
Condition of local roads	87%	93%	-6%
Local traffic management (i.e. roundabouts, line marking, signage, traffic lights)	80%	86%	-6%
Cycle paths and walking tracks	69%	76%	-7%
Festivals and events	63%	70%	-7%
Support for tourism	68%	75%	-7%
Encouraging recycling	83%	90%	-8%
Support for local business and employment	80%	88%	-8%
Healthy, natural urban streams and creeks but not rivers	78%	86%	-8%
Cleanliness and functionality of public toilets	74%	82%	-9%
Dog control	61%▼	70%	-10%
Provision and maintenance of local parks and gardens	72%▼	83%	-11%
Restoration of natural bushland	73%▼	83%	-11%
Availability of, and access to, public transport (i.e. bus shelters, footpaths, bus routes)	59%▼	70%	-12%
Support for community environmental initiatives	68%▼	80%	-12%
Protecting heritage values and buildings	60%▼	72%	-12%
Provision and maintenance of playgrounds	69%▼	83%	-14%
Provision and maintenance of swimming pools	55%▼	71%	-16%
Revitalisation/beautification of town and village centres as well as the surrounding areas	58%▼	76%	-18%

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

Note: T2 = important/very important 60

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Wingecarribee Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Reliability of town water	96%▲	85%	11%
Community safety/crime prevention	89%	82%	7%
Cleanliness and functionality of public toilets	77%	72%	5%
Support for the Aboriginal community	84%	80%	5%
Town drinking water quality (taste, smell, and colour)	89%	85%	4%
Provision and operation of libraries	98%	94%	4%
Domestic garbage collection	91%	88%	3%
Support for people with a disability	82%	79%	3%
The Resource Recovery Centre (RCC/local tip)	82%	80%	2%
Overall sewerage system performance (chokes, overflows, odour)	91%	90%	1%
Encouraging recycling	85%	84%	1%
Support for aged persons	85%	85%	0%
Provision and maintenance of community halls/facilities	87%	88%	-1%
Support for arts and culture	89%	90%	-1%
Support for community environmental initiatives	79%	81%	-2%
Green waste collection	87%	89%	-2%
Support for child and family (i.e. services)	82%	84%	-2%
Cycle paths and walking tracks	75%	77%	-3%
Support for tourism	81%	84%	-3%
Protecting heritage values and buildings	82%	85%	-3%
Dog control	76%	80%	-4%

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

Note: T3 = at least somewhat satisfied 61

Satisfaction Compared to the Micromex Benchmark

Service/Facility	Wingecarribee Shire Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Litter control and rubbish dumping	75%	80%	-5%
Provision and quality of footpaths	63%	68%	-5%
Healthy, natural urban streams and creeks but not rivers	74%	80%	-7%
Availability of, and access to, public transport (i.e. bus shelters, footpaths, bus routes)	54%	63%	-9%
Local traffic management (i.e. roundabouts, line marking, signage, traffic lights)	55%	64%	-9%
Provision and maintenance of sporting facilities	80%	89%	-9%
Restoration of natural bushland	75%	84%	-9%
Availability of car parking in the town and village centres	59%▼	69%	-10%
Support for local business and employment	64%▼	75%	-10%
Festivals and events	76%▼	86%	-10%
Revitalisation/beautification of town and village centres as well as the surrounding areas	65%▼	76%	-11%
Provision and maintenance of playgrounds	73%▼	86%	-12%
Support for youth	56%▼	73%	-17%
Enforcement of development and building regulations	49%▼	66%	-17%
Provision and maintenance of local parks and gardens	68%▼	86%	-18%
Council provision of information to residents	53%▼	74%	-21%
Managing development and growth	44%▼	66%	-21%
Provision and maintenance of swimming pools	63%▼	85%	-21%
Providing adequate drainage	54%▼	76%	-22%
Opportunities to participate in Council decision making	37%▼	65%	-28%
Condition of local roads	12%▼	56%	-44%

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

Note: T3 = at least somewhat satisfied 62

Performance Gap Analysis

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

Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Condition of local roads	87%	12%	75%
Managing development and growth	84%	44%	40%
Opportunities to participate in Council decision making	74%	37%	37%
Council provision of information to residents	85%	53%	32%
Enforcement of development and building regulations	80%	49%	31%
Support for youth	86%	56%	30%
Providing adequate drainage	82%	54%	28%
Local traffic management	80%	55%	25%
Availability of car parking in the town and village centres	81%	59%	22%
Support for local business and employment	80%	64%	16%
Provision and quality of footpaths	77%	63%	14%
Litter control and rubbish dumping	85%	75%	10%
Town drinking water quality	95%	89%	6%
Availability of, and access to, public transport	59%	54%	5%
Provision and maintenance of local parks and gardens	72%	68%	4%
Healthy, natural urban streams and creeks but not rivers	78%	74%	4%
Encouraging waste reduction initiatives	78%	74%	4%
Support for people with a disability	84%	82%	2%
Domestic garbage collection	91%	91%	0%
Support for child and family	81%	82%	-1%
Support for aged persons	84%	85%	-1%
Reliability of town water	94%	96%	-2%

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

Performance Gap Analysis

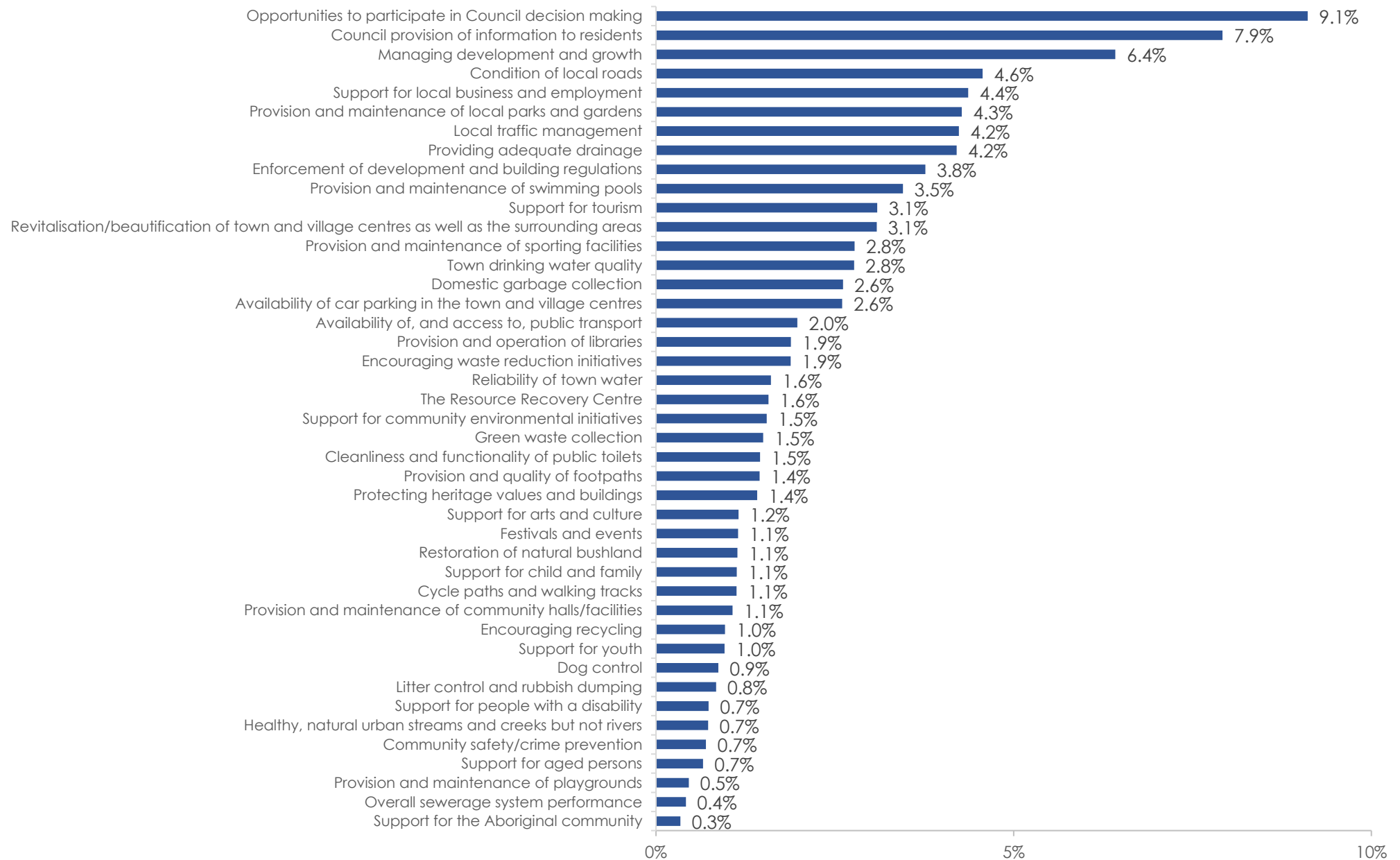
Performance Gap Ranking Continue

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Encouraging recycling	83%	85%	-2%
Overall sewerage system performance	89%	91%	-2%
Restoration of natural bushland	73%	75%	-2%
Cleanliness and functionality of public toilets	74%	77%	-3%
The Resource Recovery Centre	79%	82%	-3%
Provision and maintenance of playgrounds	69%	73%	-4%
Community safety/crime prevention	85%	89%	-4%
Provision and maintenance of sporting facilities	75%	80%	-5%
Cycle paths and walking tracks	69%	75%	-6%
Revitalisation/beautification of town and village centres as well as the surrounding areas	58%	65%	-7%
Provision and maintenance of swimming pools	55%	63%	-8%
Support for community environmental initiatives	68%	79%	-11%
Green waste collection	76%	87%	-11%
Festivals and events	63%	76%	-13%
Support for tourism	68%	81%	-13%
Dog control	61%	76%	-15%
Support for the Aboriginal community	65%	84%	-19%
Protecting heritage values and buildings	60%	82%	-22%
Provision and maintenance of community halls/facilities	63%	87%	-24%
Provision and operation of libraries	71%	98%	-27%
Support for arts and culture	58%	89%	-31%

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

Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 43 facilities/ services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



Council's Used to Create the Micromex Regional Benchmark

The Regional Benchmark was composed from the Council areas listed below:

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

Sources of Information about Council

	Overall 2024	Male	Female	18-34	35-49	50-64	65+	Town	Village
Word of mouth	78%	78%	77%	84%	76%	77%	77%	81%	73%
Website/Internet	78%	70%	85%	74%	82%	80%	76%	78%	79%
Rates notice	63%	66%	59%	45%	68%	66%	66%	58%	70%
Social media	47%	40%	52%	63%	57%	46%	32%	45%	48%
Council newsletter 'Your Shire'	43%	43%	43%	22%	34%	40%	62%	47%	37%
Other brochures/publications	34%	33%	35%	27%	36%	33%	38%	35%	33%
Radio	30%	36%	25%	18%	31%	35%	32%	29%	32%
Personal visits to the Civic Centre	18%	20%	17%	6%	12%	18%	28%	18%	18%
Community consultation	17%	20%	15%	12%	17%	21%	18%	20%	14%
Libraries	15%	12%	19%	17%	16%	11%	18%	15%	16%
Southern Highlands News Newspaper	13%	16%	10%	10%	8%	10%	19%	14%	12%
Participate Wingecarribee	8%	10%	7%	4%	5%	13%	9%	9%	7%
Other	5%	8%	2%	6%	2%	6%	6%	5%	6%
Base	400	190	210	76	82	102	140	235	165

Other Suggestions

Suggestions about CSP	2024 (N=400)	2022 (N=402)	Suggestions about CSP	2024 (N=400)	2022 (N=402)
Management of Council/Staff	9%	4%	Provision of footpaths	1%	1%
Road maintenance/improvement	6%	6%	Health services	1%	<1%
Improve DA process	4%	1%	Rate payer benefits	1%	0%
Engagement/communication with the community	4%	4%	Support regarding emergency management/preparedness	1%	1%
Services/facilities for youth	3%	2%	Provision of bike paths	1%	<1%
Provision of services and facilities	2%	<1%	Affordability of rates	1%	1%
Affordability of housing/Availability of affordable housing	2%	3%	Waste services	1%	3%
Financial management of Council	2%	1%	More/improved public transport	1%	1%
Support tourism/business	1%	2%	Traffic management/congestion/road safety	1%	2%
Improve infrastructure/ Meet needs of growing population	1%	3%	Support for aged	1%	<1%
Improved town planning	1%	<1%	Arts/Culture/Recreation	1%	3%
Ensure villages are provided with adequate services/facilities/resources	1%	1%	Transparency of Council	1%	2%
Ensure the balance of new development with heritage/character of the area	1%	2%	Supportive welcoming community	<1%	0%
Development in the local area	1%	3%	Education	<1%	1%
Support for young families	1%	0%	Other	2%	3%
Maintenance of the area	1%	0%	Don't know/Unsure/Nothing is missing	67%	66%
More/improved parking	1%	1%			



Questionnaire

Appendix 2

Wingecarribee Shire Council
Community Survey
2024

Instructions	
(SR)	Single Response
(MR)	Multiple Responses
(TEXT)	Textbox
(DROP)	Dropdown
(SCALE)	Scale
(SCALE MR)	3D Matrix
(RAND)	Randomise
(ROT)	Rotate
(FLIP)	Flip

Instructions	
Position	Order
Value	Rating
[directions]	Logic

NOTABLE PROGRAMMING CODES	
Red	
Blue	
White	
Gray 95	
Alice Blue	
Underline	<u></u>
Bold	
Exclusive	<exclusive/>
Screen Out	<block/>

Good morning/afternoon/evening, my name is..... from Micromex Research and we are conducting a survey on behalf of Wingecarribee Shire Council on a range of local issues. The survey will take about 15 minutes, would you be able to assist us please?

QA1. Before we start, I would like to check whether you or an immediate family member works for, or represents, Wingecarribee Shire Council? (i.e. staff or councillor)

Position	Answers	Notes
1	Yes	Terminate
2	No	

QA2. Please stop me when I read out your age group. Prompt

Position	Answers	Notes
1	18 – 34	
2	35 – 49	
3	50 – 64	
4	65 years and over	

QA3. Gender by voice.

Position	Answers	Notes
1	Male	
2	Female	

QA4. Which town or village do you live in/near?
Towns - 60%/ Villages - 40%

Position	Answers	Ward
1	Avoca	Village
2	Aylmerton	Village
3	Balmoral	Village
4	Berrima	Village
5	Bowral	Town
6	Braemar	Village
7	Bundanoon	Village
8	Burradoo	Village
9	Burrawang	Village
10	Canyonleigh	Village
11	Colo Vale	Village
12	Exeter	Village
13	Fitzroy Falls	Village
14	Glenquarry	Village
15	High Range	Village
16	Hill Top	Village
17	Joadja	Village
18	Kangaloon	Village
19	Medway	Village
20	Mittagong	Town
21	Moss Vale	Town
22	New Berrima	Village
23	Penrose	Village
24	Renwick	Village
25	Robertson	Village
26	Sutton Forest	Village
27	Welby	Village
28	Wildes Meadow	Village
29	Willow Vale	Village
30	Wingello	Village
31	Yerrinbool	Village
32	Other	Specify, Village

Section A – Contact with Council

I'd like you now to please think specifically about your experiences with Wingecarribee Shire Council.

Q1. Have you contacted Council in the last 12 months?

Position	Answers	Notes
1	Yes	
2	No	Go to Q3

Q2c. How satisfied were you with the way your contact was handled? Prompt

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

Q3. Where do you get your information about Council and its services, facilities, and activities? Please answer yes or no as I read each one. Prompt

Position	Answers	Notes
1	Southern Highlands News Newspaper	
2	Council newsletter 'Your Shire'	
3	Community consultation	
6	Rates notice	
7	Website/Internet	
8	Social media	
9	Radio	
10	Personal visits to the Civic Centre	
11	Libraries	
12	Word of mouth	
13	Other brochures/publications	
14	Participate Wingecarribee	
15	Other (Please specify)	Specify

Q4. How satisfied are you with the level of communication Council currently has with the community? Prompt

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

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

Still thinking specifically about Wingecarribee Shire Council...

Q5. In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the service/facility to you, and in the second part, your level of satisfaction with the performance of that service/facility. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. *Prompt*
Note: All attributes rated on importance, attributes rated a 4 or 5 in importance they are then rated on satisfaction.

Shire Presentation

Position	Answers	Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High NA 5
1	Revitalisation/beautification of town and village centres as well as the surrounding areas										
2	Provision and maintenance of local parks and gardens										
3	Cleanliness and functionality of public toilets										
4	Condition of local roads										
5	Provision and maintenance of swimming pools										

Strategic Outcomes

Position	Answers	Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High NA 5
1	Protecting heritage values and buildings										
2	Support for local business and employment										

Assets

Position	Answers	Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High NA 5
1	Availability of car parking in the town and village centres										
2	Cycle paths and walking tracks										
3	Local traffic management (i.e. roundabouts, line marking, signage, traffic lights)										
4	Availability of, and access to, public transport (i.e. bus shelters, footpaths, bus routes)										
5	Providing adequate drainage										
6	Provision and quality of footpaths										
7	Provision and maintenance of playgrounds										
8	Provision and maintenance of sporting facilities										
9	Provision and maintenance of community halls/facilities										

Waste and Resource Management

Position	Answers	Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High NA 5
1	Green waste collection										
2	The Resource Recovery Centre (RCC/local tip)										
3	Domestic garbage collection										
4	Encouraging recycling										
5	Encouraging waste reduction initiatives										

Planning Development and Regulatory Services

Position	Answers	Importance					Satisfaction				
		Low 1	2	3	4	High 5	Low 1	2	3	4	High NA 5
1	Dog control										
2	Managing development and growth										
3	Enforcement of development and building regulations										
4	Litter control and rubbish dumping										

Community Life

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High NA	
		1	2	3	4	5	1	2	3	4	5
1	Community safety/crime prevention										
2	Support for aged persons										
3	Support for people with a disability										
4	Support for youth										
5	Support for the Aboriginal community										
6	Support for arts and culture										
7	Provision and operation of libraries										
8	Support for child and family (i.e. services)										

Environment and Sustainability

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High NA	
		1	2	3	4	5	1	2	3	4	5
1	Support for community environmental initiatives										
2	Restoration of natural bushland										
3	Healthy, natural urban streams and creeks but not rivers										

Tourism and Events

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High NA	
		1	2	3	4	5	1	2	3	4	5
1	Festivals and events										
2	Support for tourism										

Communication and Engagement

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High NA	
		1	2	3	4	5	1	2	3	4	5
1	Opportunities to participate in Council decision making										
2	Council provision of information to residents										

Water Services

Position	Answers	Importance					Satisfaction				
		Low			High		Low			High NA	
		1	2	3	4	5	1	2	3	4	5
1	Town drinking water quality (taste, smell, and colour)										
2	Reliability of town water										
3	Overall sewerage system performance (chokes, overflows, odour)										

Section C – Overall satisfaction with Council and the local area

Q6a. Thinking generally about living in the Wingecarribee area, what do you feel is the best thing about living here?

Position	Answers	Notes
1		1 line

Q6b. Thinking about the next four years, what do you think is the top priority for Council to focus on?

Position	Answers	Notes
1		1 line

Q7a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt

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

Q7b. Overall, how would you rate Council's image within the community? Prompt

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

The Wingecarribee Shire Council is currently under administration.

In 2021, Mr. Viv May was appointed Administrator for Wingecarribee Shire Council. He was installed by the NSW Government to take over council operations and decisions, effectively replacing the role previously performed by the Mayor and Councillors. This situation will remain in place until the September 2024 Council Elections.

Q8a. Prior to this call were you aware that council was under administration?

Position	Answers	Notes
1	Yes	
2	No	

Q8b. Thinking specifically about the current administrator, how satisfied are you with their performance on the following?

Representing a broad range of community matters fairly. Prompt

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

Effective leadership and guidance of the community. Prompt

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

Q8c. Thinking overall about the current administrator, how satisfied are you with their overall performance? *Prompt*

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

Section D – 2041 Measures

Q9. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with the following statements? *Prompt*

Value	Answers	Notes
5	5 – Strongly agree	
4	4	
3	3	
2	2	
1	1 – Strongly disagree	

Position	Answers	Notes
1	I feel a part of my local community	
2	I feel there are adequate support networks available to me if I need them	
3	I feel safe during the day	
4	I feel safe during the night	
5	I feel safe using public facilities	
6	I feel there are benefits to living in a community with people of diverse ages, backgrounds and cultures	
7	I feel that living in the Shire you have the opportunity to participate in arts and related activities	
8	I feel that living in the Shire you have the opportunity to participate in recreational and sporting activities	

Community Strategic Plan

Council is currently updating the Wingecarribee Community Strategic Plan. The Plan includes a vision for the Shire and strategies to achieve our goals.

As part of the update, Council is revisiting the 5 themes that are guiding the Plan.

ROTATE ALL 5 THEMES

Q10a. Thinking about the theme of "Leadership" which covers how the Council engages with the community, plans for the future, involves the community in decision making and manages resources...

How important do you think this theme is for the long-term future of the region? Prompt

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q10b. Thinking about the theme of "People" which promotes community health and wellbeing, access to education, culture and the arts, and having inclusive, connected and diverse communities...

How important do you think this theme is for the long-term future of the region? Prompt

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q10c. Thinking about the theme of "Places" which covers access to housing, improved transport networks, vibrant local villages and town centres, provision of community facilities, and maintaining our unique local heritage...

How important do you think this theme is for the long-term future of the region? Prompt

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q10d. Thinking about the theme of "Environment" which includes protecting and enhancing our natural environment, living more sustainably, addressing climate change and managing and reducing waste...

How important do you think this theme is for the long-term future of the region? Prompt

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q10e. Thinking about the theme of "Economy" which includes supporting local business and industry (including agriculture), creating local jobs, encouraging innovative technologies and sustainable tourism, and providing opportunities for training and skills development...

How important do you think this theme is for the long-term future of the region? Prompt

Value	Answers	Notes
5	Very important	
4	Important	
3	Somewhat important	
2	Not very important	
1	Not at all important	

Q11. Is there anything you think we may have missed?

Position	Answers	Notes
1		5 lines

Section F – Demographic and Profiling questions

Q12. Were you born in Australia or overseas?

Position	Answers	Notes
1	Australia	
2	Overseas	

Q13. Which of the following best describes the house where you are currently living? Prompt

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

Q14. How long have you lived in the local area? Prompt

Position	Answers	Notes
1	Up to 2 years	
2	2 – 5 years	
3	6 – 10 years	
4	11 – 20 years	
5	More than 20 years	

In the future after we analyse the results from this research we may be conducting further consultations with residents.

Q15a. Would you be interested in being recontacted in the future by Council?

Position	Answers	Notes
1	Yes	
2	No	Go to end

Q15b. [If yes] What are your contact details?

Position	Answers	Notes
1	Name	1 line
2	Telephone	1 line
3	Email	1 line

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of Wingecarribee Shire Council.

Contact - Danielle Lidgard 48680888

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