

Wagga Wagga City Council

Community Research Presentation

Presented by: Stu Reeve - Micromex Research

Date: March 2021



City of
Wagga Wagga

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research

Background & Methodology

Why?

- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Identify the community's level of agreement with statements regarding the Wagga Wagga City Council area

How?

- Telephone survey (landline and mobile) to N=504 residents
- 60 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

When?

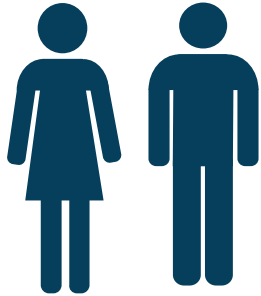
- Implementation 18th – 28th January 2021



Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Wagga Wagga City Council

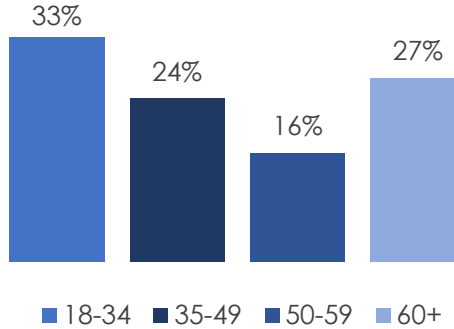
Gender



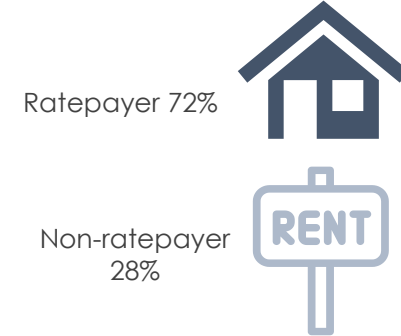
Female 52%

Male 48%

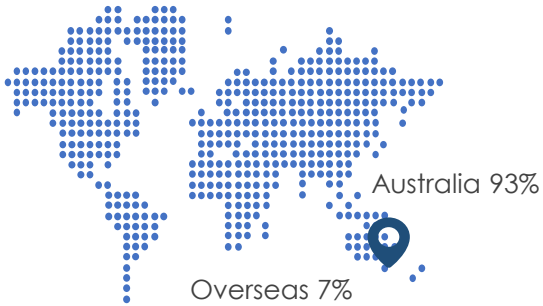
Age



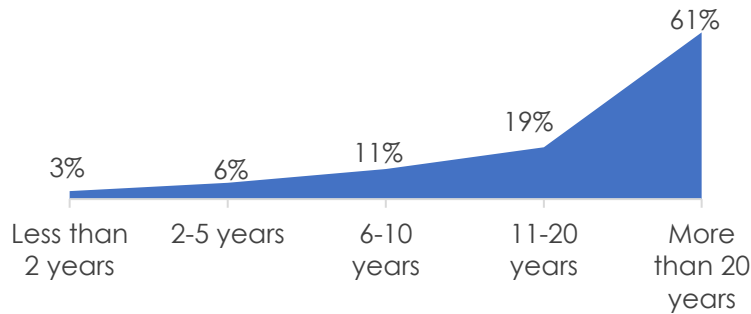
Ratepayer status*



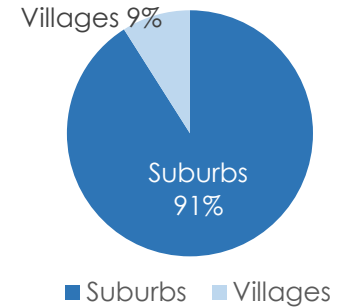
Country of birth



Time lived in the area

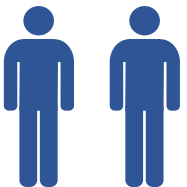


Location



Family Status

Living at home with parents 9%



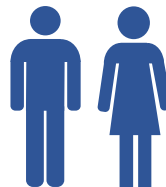
Single with no children 14%



Single parent with children 9%



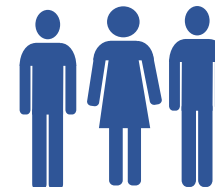
Married/de facto with no children 25%



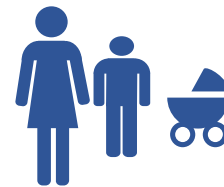
Married/de facto with children 39%



Group Household 3%



Extended family household 2%



Base: N = 504

*Note: One respondent refused to answer 'ratepayer status'



Topline Summary

In Summary...



Overall Satisfaction

84% of residents are at least somewhat satisfied with the performance of Council over the last 12 months



Council's Communication

82% of residents are at least somewhat satisfied with the level of communication Council provides to the community

Drivers of Overall Satisfaction:



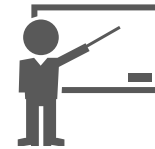
Council's level of communication



Maintaining local roads



Financial management



Long term planning for Wagga Wagga



Confidence in elected Council





Summary Results

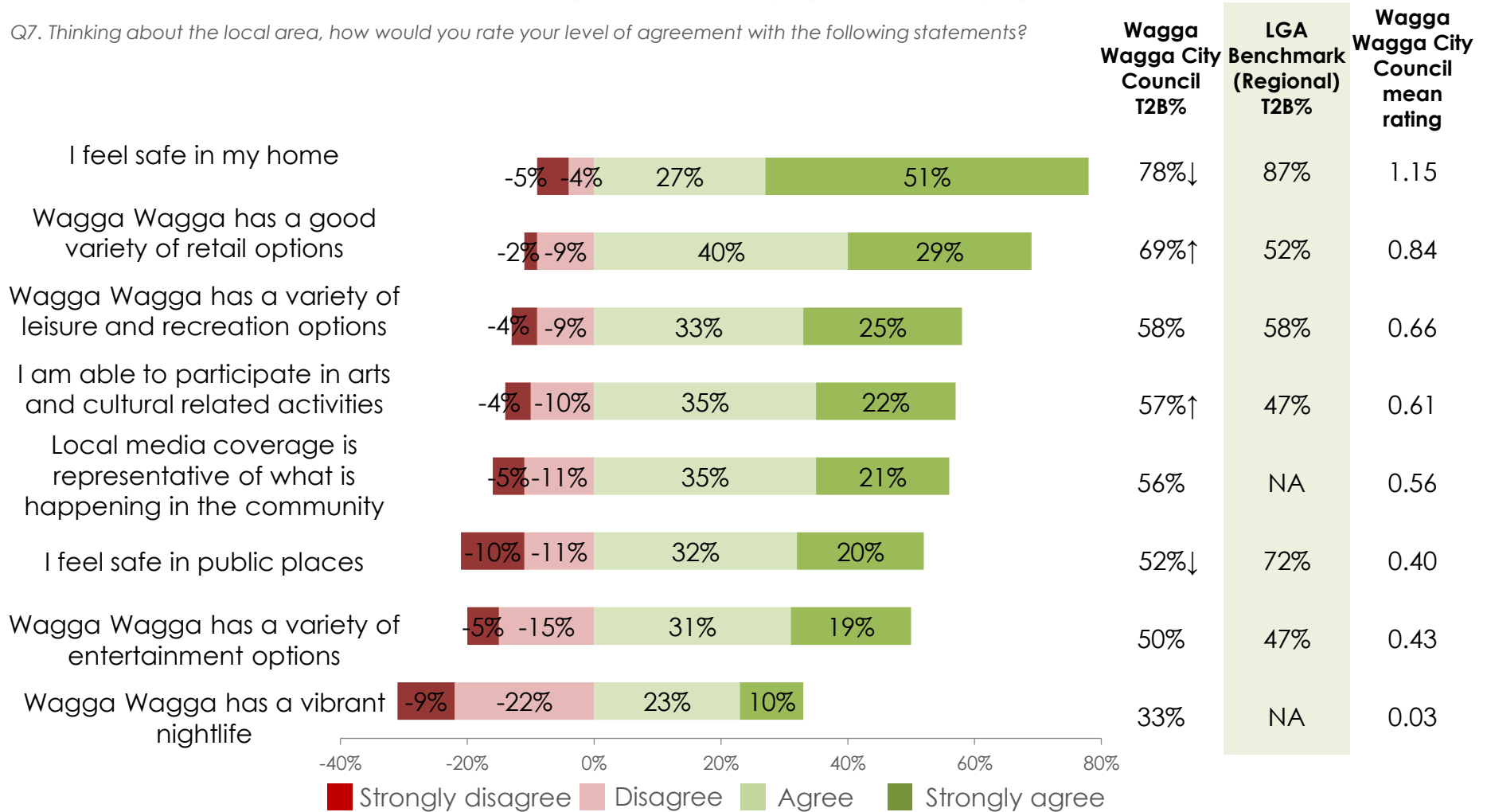


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Living in Wagga Wagga

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements?



Base: N=461-502

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

Scale: -2 = strongly disagree, 2 = strongly agree

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

The most agreed upon statement is 'I feel safe in my home' with 78% of residents being in agreement, whilst the least agreed upon statement is 'Wagga Wagga has a vibrant nightlife' with only 33% of residents in agreement.

Living in Wagga Wagga

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements?

	2021 T2B%	2017 T2B%	2015 T2B%
I feel safe in my home	78%	77%	76%
Wagga Wagga has a good variety of retail options	69%	72%	69%
Wagga Wagga has a variety of leisure and recreation options	58%	57%	67%
I am able to participate in arts and cultural related activities	57%	54%	58%
Local media coverage is representative of what is happening in the community	56%	60%	NA
I feel safe in public places	52%▲	43%	64%
Wagga Wagga has a variety of entertainment options	50%	46%	59%
Wagga Wagga has a vibrant nightlife	33%	34%	NA
Base	461-502	473-500	500-504

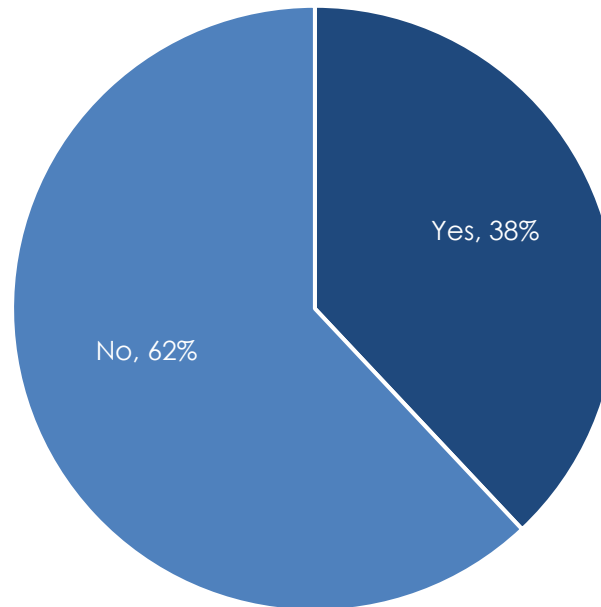
▲▼ = A significantly higher/lower percentage (compared to 2017)

Level of agreement has increased for 5 out of the 8 comparable statements compared to 2017.

Contact with Council

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

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18–34	35–49	50–59	60+
Yes %	38%	32%	39%	38%	38%	30%	38%	52%▲	39%
Base	504	500	504	240	264	168	120	80	136



Base: N=504

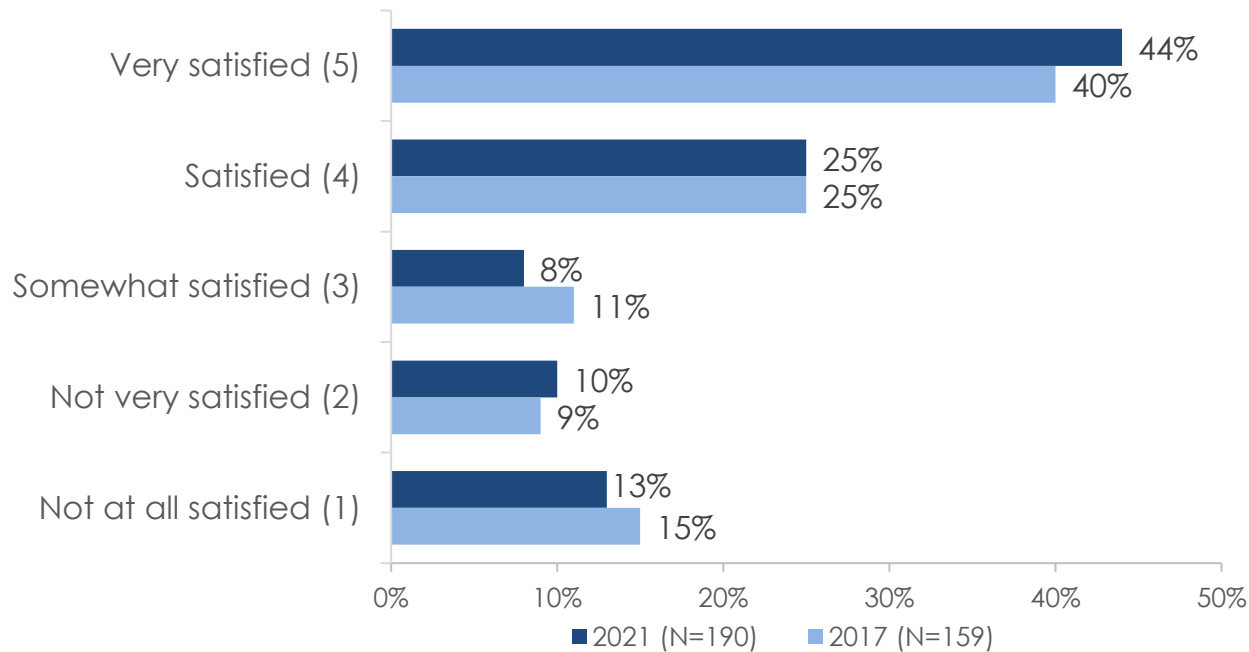
▲▼ = A significantly higher/lower percentage (by group)

38% of Wagga Wagga residents have contacted Council in the last 12 months.

Satisfaction with Contact

Q1d. (If yes on Q1a) Overall, how satisfied were you with the way your enquiry was handled?

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18–34	35–49	50–59	60+
Mean rating	3.77	3.65	3.90	3.71	3.82	3.54	4.18▲	3.48	3.84
Base	190	159	195	90	100	51	46	41	53



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

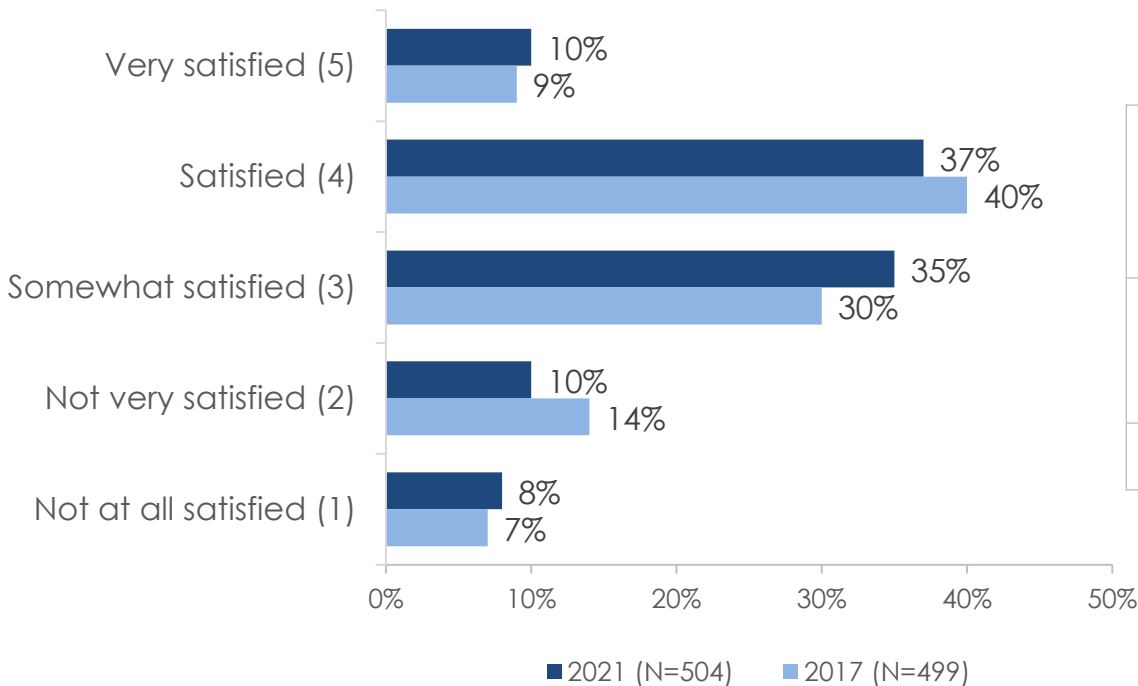
▲ ▼ = A significantly higher/lower level of satisfaction (by group)

Of those who had contacted Council, 77% of residents were at least somewhat satisfied with the way their enquiry was handled.

Satisfaction with Council's Communication

Q2a. How satisfied are you with the level of communication Council currently provides to the community?

	Overall 2021	Overall 2017	Overall 2015	Gender		Age			
				Male	Female	18–34	35–49	50–59	60+
Mean rating	3.32	3.28	3.57	3.35	3.30	3.16	3.46	3.12	3.52▲
Base	504	499	504	240	264	168	120	80	136



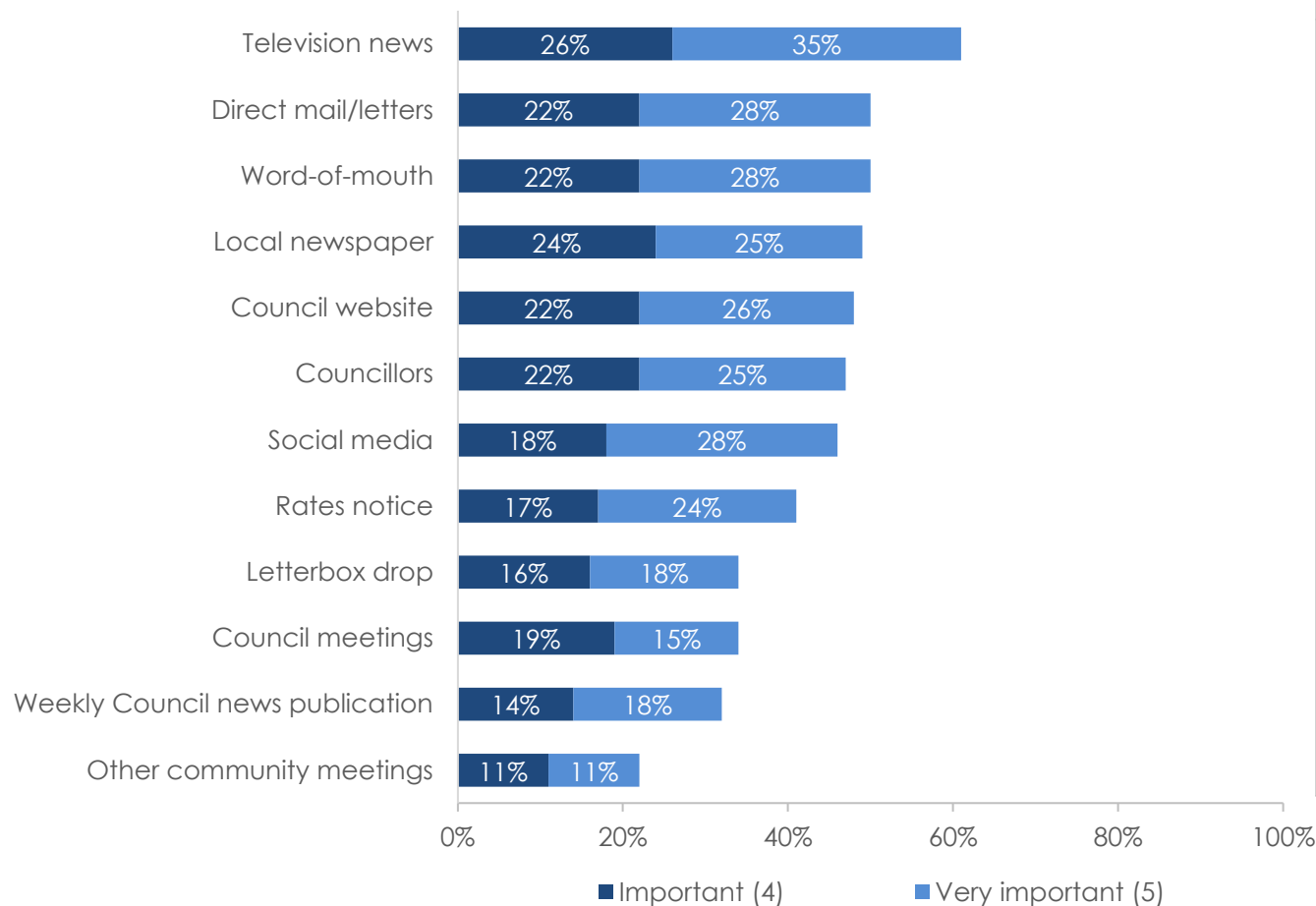
	Wagga Wagga City Council	Micromex LGA Regional Benchmark
Mean rating	3.32	3.32
T3 Box	82%	80%
Base	504	14,365

Scale: 1 = not at all satisfied, 5 = very satisfied
▲ ▼ = A significantly higher/lower level of satisfaction (by group)

Overall, 82% of residents are at least somewhat satisfied with the level of communication Council currently provides to the community. Results are on par with our regional benchmark.

Importance of Mediums on Influencing Opinion of Council's Performance

Q4. How important a role do the following have in influencing your opinion on the performance of Council?



T2B%	Mean ratings	
2021	2021	2017
61%	3.64	3.70
50%	3.30	3.39
50%	3.39▲	3.16
49%	3.28▼	3.51
48%	3.20	2.99
47%	3.23	3.18
46%	3.09▲	2.83
41%	3.02	3.18
34%	2.85	2.96
34%	2.75	2.76
32%	2.89▲	2.67
22%	2.45▲	2.12

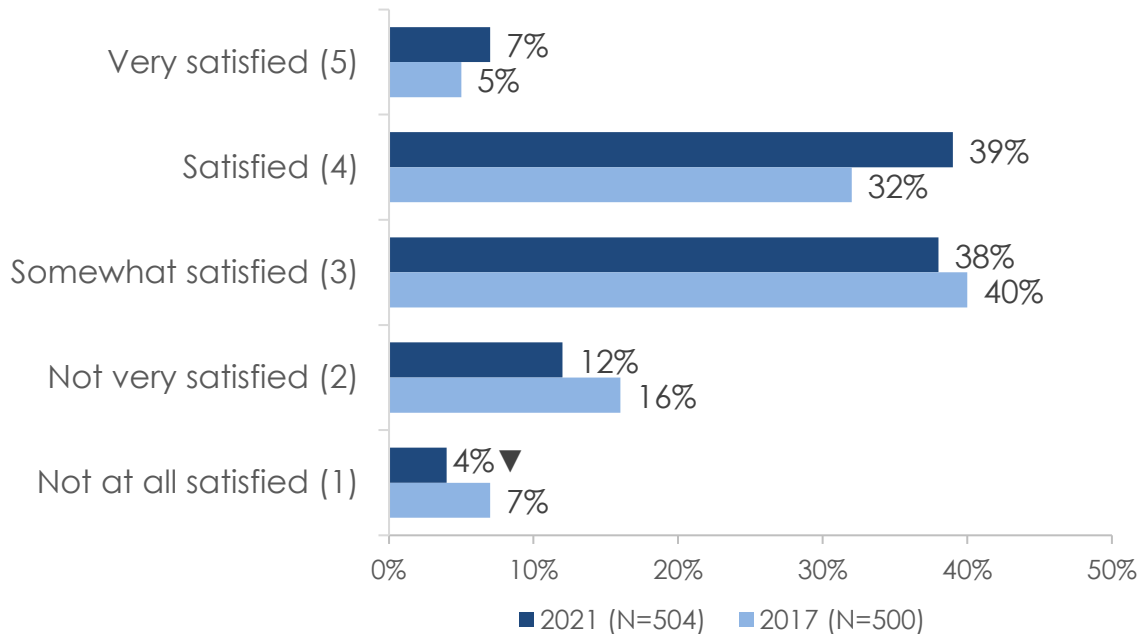
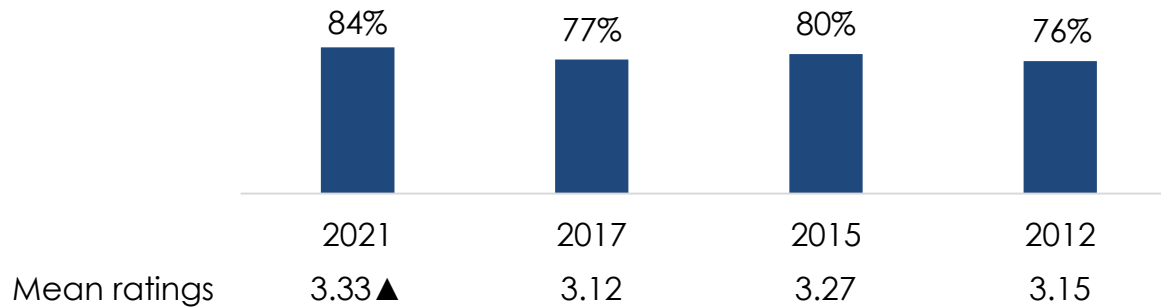
Scale: 1 = not at all important, 5 = very important

Residents believe that 'television news' plays the most important role in influencing their opinion on the performance of council, with 61% of residents rating this as important/very important. Level of importance has increased significantly for 'word of mouth' and 'social media'.

Overall Satisfaction

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

T3B Satisfaction Scores



	Wagga Wagga City Council	Micromex LGA Benchmark - Regional
Mean rating	3.33	3.35
T3 Box	84%	83%
Base	504	37,746

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

Satisfaction has recovered from the slight dip experienced in 2017, with a significantly greater portion of residents stating they are at least somewhat satisfied with Council's performance (84% compared to 77% in 2017).

Results are on par with our regional benchmarks.

Importance & Satisfaction – Key Trends

Key Importance Trends

Significant **increases** in residents' levels of **importance** compared to 2017:

	2021	2017
Parks and playgrounds	4.59	4.47
Sportsgrounds and sporting facilities	4.43	4.25
Reserves and open space	4.33	4.20
Enhancing heritage buildings and programs	3.99	3.75
Oasis Aquatic Centre	3.96	3.76

There were no significant declines in residents level of importance across the comparable services and facilities.

Key Satisfaction Trends

Significant **increases** in resident **satisfaction** compared to 2017:

	2021	2017
Waste and recycling services	3.80	3.59
Cycle network	3.61	3.25
Flood protection and preparedness	3.57	3.24
Public transport across the City	3.55	3.26
Financial management	2.98	2.70

There was also a significant **decline** in resident **satisfaction** for the following:

	2021	2017
Maintaining local roads	2.23	2.46

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

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

A core element of this community survey was the rating of 30 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the key importance and satisfaction trends when compared to the 2017 research.

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

The following services/facilities received the highest importance mean ratings:

High importance	Mean	T2B
Maintaining local roads	4.83	97%
Waste and recycling services	4.73	95%
Long-term planning for Wagga Wagga	4.64	91%
Financial management	4.60	89%
Parks and playgrounds	4.59	92%

The following services/facilities received the lowest importance mean ratings:

Low importance	Mean	T2B
Art Gallery	3.54	54%
Cycle network	3.61	60%
Museum	3.79	60%
Opportunities to engage with Councillors	3.85	64%
Public transport	3.94	70%

Satisfaction

The following services/facilities received the highest satisfaction mean ratings:

High satisfaction	Mean	T3B
Library services	4.40	99%
Civic Theatre	4.25	99%
Art Gallery	4.12	96%
Museum	3.98	93%
Sportsgrounds and sporting facilities	3.81	91%

The following services/facilities received the lowest satisfaction mean ratings:

Low satisfaction	Mean	T3B
Maintaining local roads	2.23	39%
Maintaining footpaths	2.74	56%
Community input to Council decision-making	2.83	63%
Car parking	2.88	62%
Confidence in the elected Council	2.90	64%

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

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

‘Maintaining local roads’ was the highest rated service/facility in terms of importance, and the lowest rated in terms of satisfaction. The highest rated services/facilities in terms of satisfaction relate to lifestyle and leisure.

Importance Compared to the Micromex Regional LGA Benchmark

Residents' top 2 box scores are higher than, or equal to the Benchmark score for 20 of the 26 comparable services/facilities.

Service/Facility	Wagga Wagga City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
CivicTheatre	74%▲	59%	15%
Sportsgrounds and sporting facilities	87%▲	76%	11%
Parks and playgrounds	92%	84%	8%
Protecting the natural environment	88%	80%	8%
Car parking	90%	83%	7%
Maintaining footpaths	89%	82%	7%
Library services	78%	71%	7%
Street lighting	88%	82%	6%
Community buildings/halls	74%	68%	6%
Art Gallery	54%	59%	-5%

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

Satisfaction Compared to the Micromex Regional LGA Benchmark

Residents' top 3 box scores are higher than, or equal to the Benchmark score for 13 of the comparable services/facilities. For those that are lower than Benchmarks, 3 services, 'maintaining local roads', 'Oasis Aquatic Centre', and 'maintaining footpaths' experienced a variance of $\geq 10\%$.

Service/Facility	Wagga Wagga City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Public transport across the City	82%▲	63%	19%
Cycle network	83%▲	70%	13%
Traffic flow	78%▲	66%	12%
Flood protection and preparedness	85%	78%	7%
Library services	99%	94%	5%
Art Gallery	96%	91%	5%
Promoting pride in the community	80%	86%	-6%
Community input to Council decision-making	63%	70%	-7%
Car parking	62%	71%	-9%
Maintaining footpaths	56%▼	67%	-11%
Oasis Aquatic Centre	70%▼	85%	-15%
Maintaining local roads	39%▼	58%	-19%

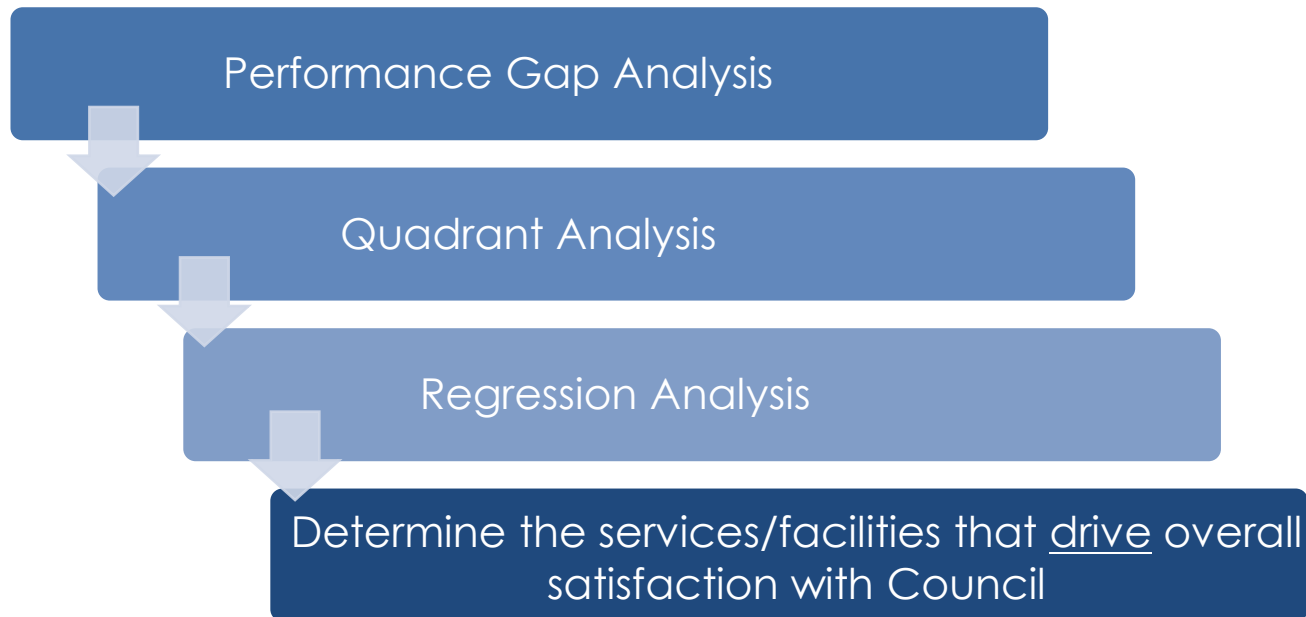
Note: Benchmark differences are based on assumed variants of +/- 10%, with variants beyond +/- 10% more likely to be significant
▲/▼ = positive/negative difference equal to/greater than 10% from Benchmark

Identifying Priorities via Specialised Analysis

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

By examining these approaches to analysis, we have been able to:

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



Performance Gap Analysis

5 of the services/facilities with the largest performance gaps are a part of the 'Connected and collaborative community leaders' service area.

Service area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our places and spaces	Maintaining local roads	97%	39%	58%
Our places and spaces	Maintaining footpaths	89%	56%	33%
Our places and spaces	Car parking	90%	62%	28%
Connected and collaborative community leaders	Community input to Council decision-making	86%	63%	23%
Connected and collaborative community leaders	Financial management	89%	67%	22%
Connected and collaborative community leaders	Long-term planning for Wagga Wagga	91%	72%	19%
Connected and collaborative community leaders	Confidence in the elected Council	76%	64%	12%
Connected and collaborative community leaders	Provision of Council information to the community	85%	74%	11%
Our places and spaces	Traffic flow	88%	78%	10%
Our natural environment	Waste and recycling services	95%	87%	8%

Quadrant Analysis – Importance vs Satisfaction

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, Wagga Wagga residents rated services/facilities on par with our Benchmarks in terms of both importance and satisfaction.

	Wagga Wagga City Council	Micromex Comparable Regional Benchmark
Average Importance	79%	77%
Average Satisfaction	79%	80%

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

The Regression 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.

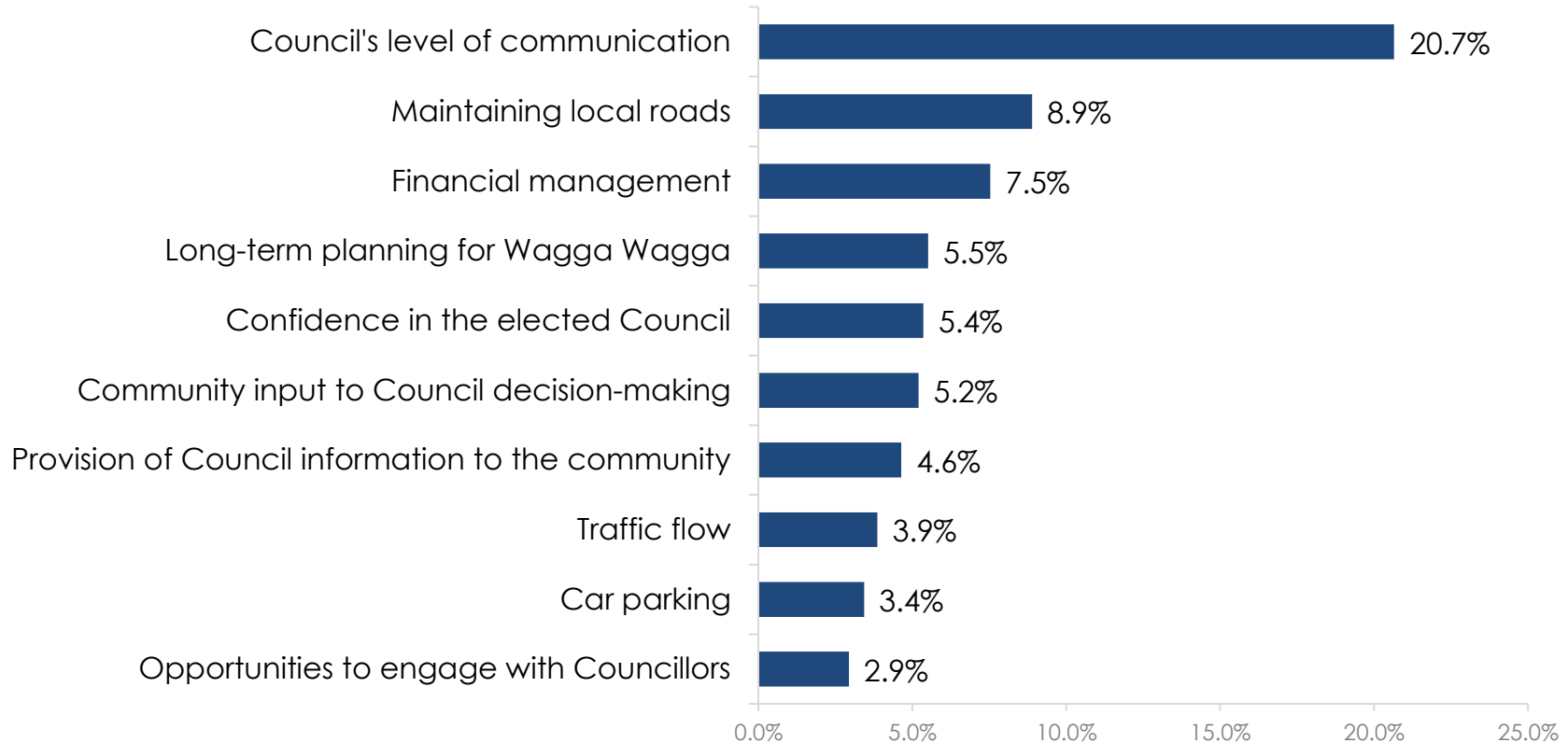
What Does This Mean?

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'.



These Top 10 Indicators Contribute to almost 70% of Overall Satisfaction with Council

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

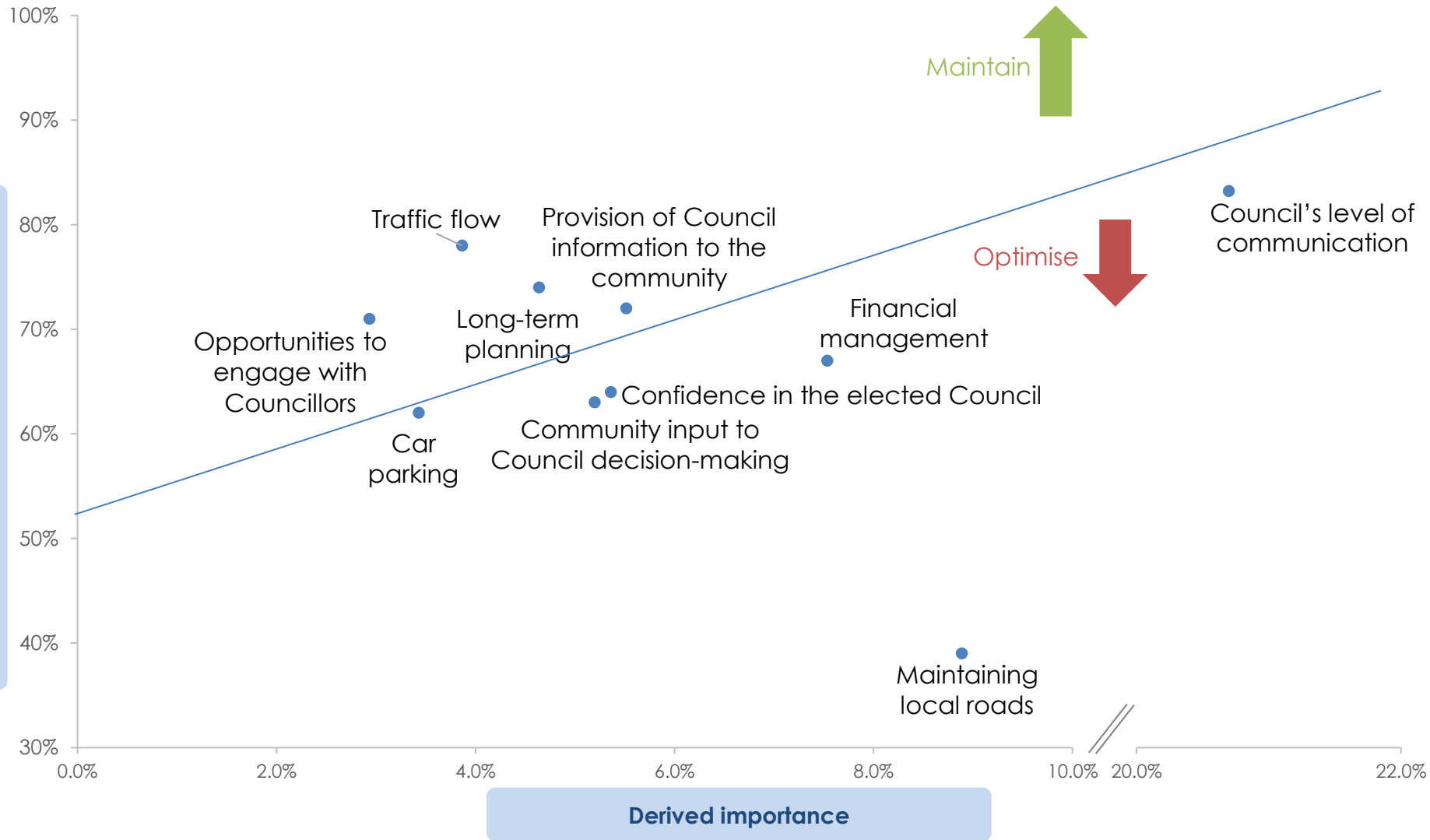


The above regression includes the question 'How satisfied are you currently with the level of communication Council currently provides the community?'. The analysis highlights the importance of community engagement and consultation.

R² value = 39.01

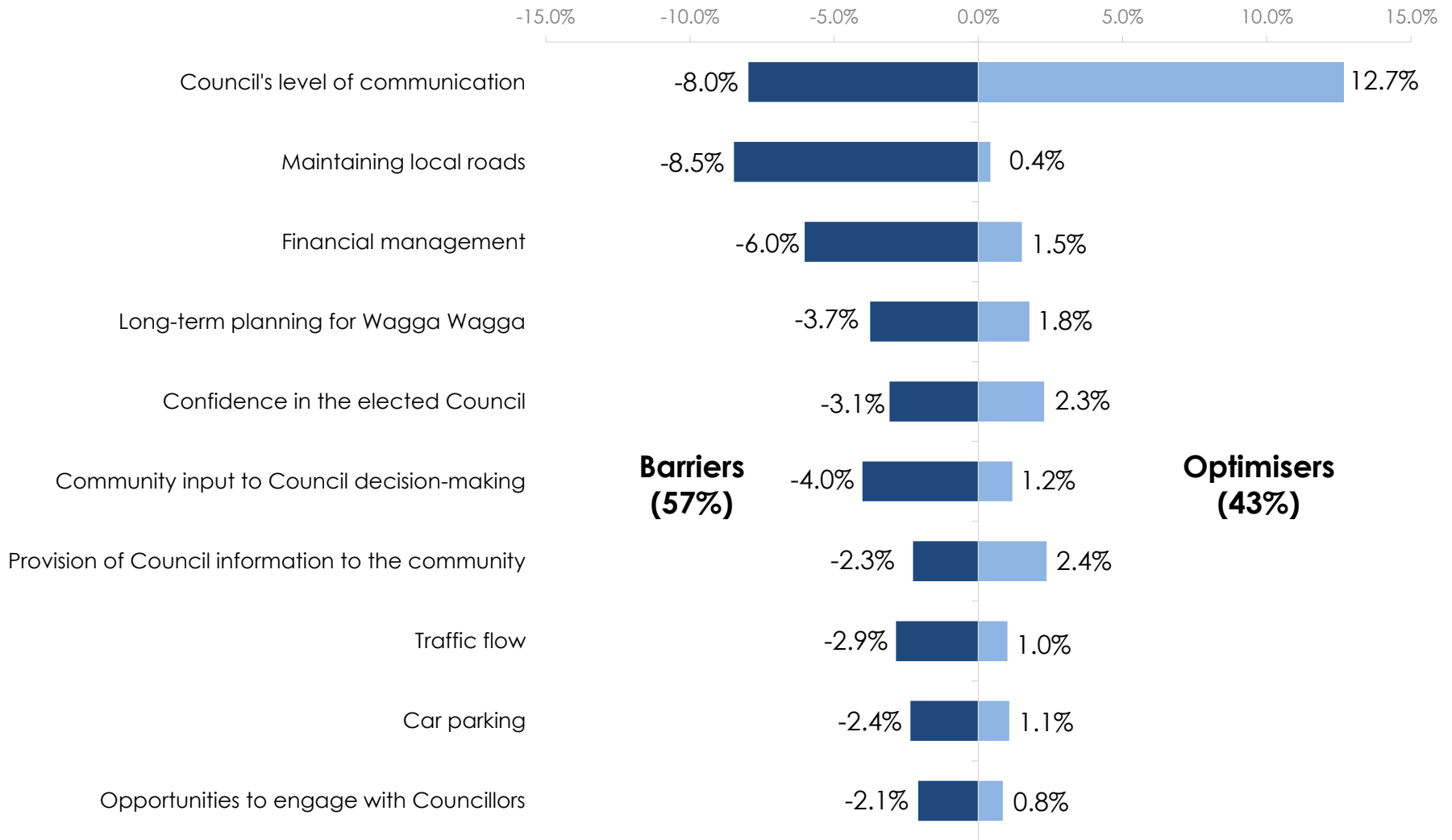
The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



The above 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 (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

Key Contributors to Barriers/Optimisers



Different levers address the different levels of satisfaction across the community



Results for CSP Outcomes

CSP Outcomes

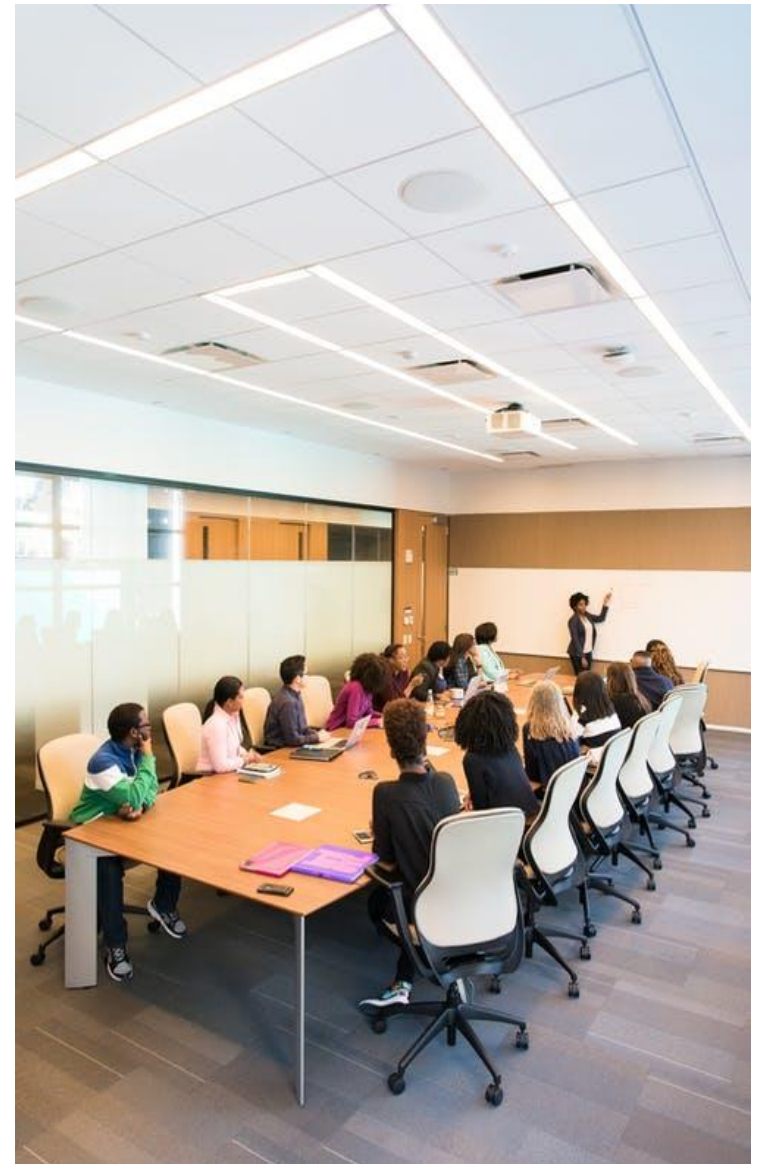
COMMUNITY LEADERSHIP AND COLLABORATION

Accountability – Transparency – Representations – Strategy
 – Participation – Informed Decision Making – Governance –
 Communication – Engagement – Active Community Members

	Satisfaction T3B%
Satisfaction with Council's communication	82% (+3%)
Satisfaction with contact	77% (+1%)

	Importance T2B%	Satisfaction T3B%
Long-term planning for Wagga Wagga	91% (-2%)	72% (+6%)
Financial management	89% (-1%)	67% (+5%)
Community input to Council decision-making	86% (+3%)	63% (+2%)
Provision of Council information to the community	85% (+1%)	74% (+5%)
Confidence in the elected Council	76% (+4%)	64% (+1%)
Opportunities to engage with Councillors	64% (+3%)	71% (-2%)

	Agreement T2B%
Local media coverage is representative of what is happening in the community	56% (-4%)



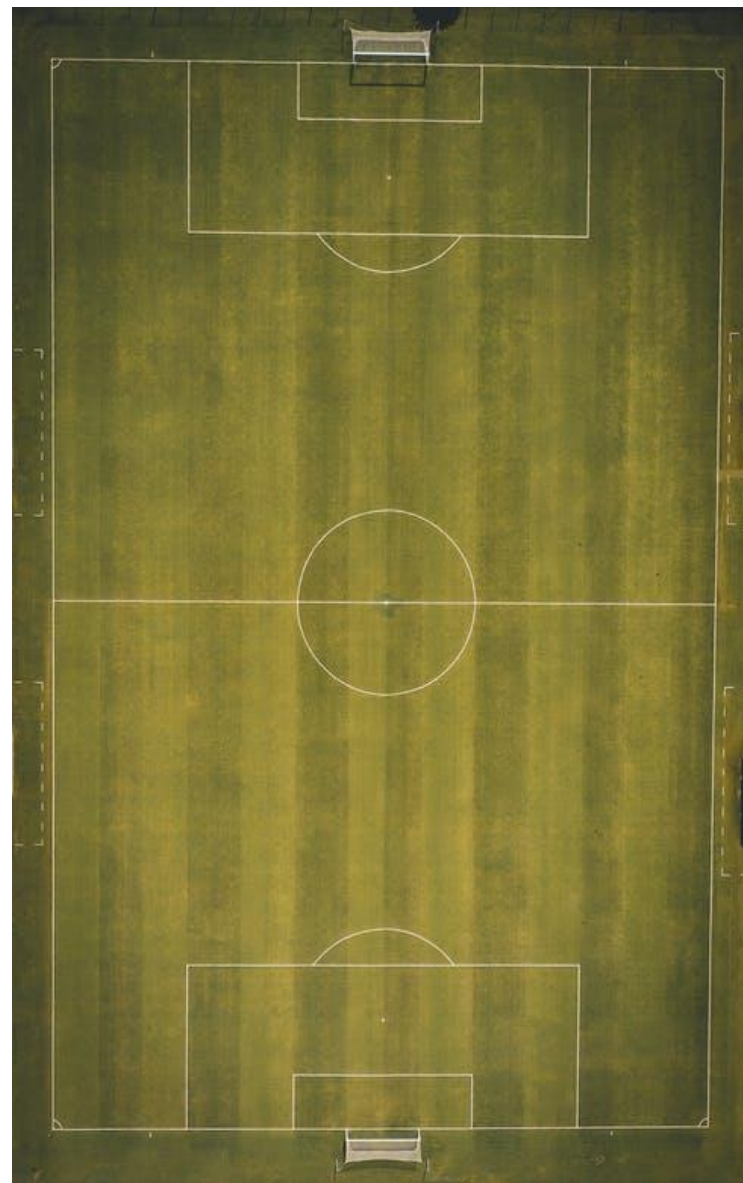
CSP Outcomes

SAFETY AND HEALTH

Safe Places and Spaces – Perception of Safety – Emergency Response
 – Public Health – Safe Behaviours – Healthy Lifestyle – Recreation –
 Sports – Access to Healthy Food – Health and Support Services

	Importance T2B%	Satisfaction T3B%
Street lighting	88% (+3%)	83% (+4%)
Sportsgrounds and sporting facilities	87% (+8%)	91% (+2%)
Flood protection and preparedness	83% (-1%)	85% (+13%)
Oasis Aquatic Centre	67% (+4%)	70% (-9%)

	Agreement T2B%
I feel safe in my home	78% (+1%)
Wagga Wagga has a variety of leisure and recreation options	58% (+1%)
I feel safe in public spaces	52% (+9%)



CSP Outcomes

GROWING ECONOMY

Diversity of Our Industry - Encouragement of Innovation and Entrepreneurial – Enabled by Technology - Small Business – Freight and Logistics Hub – Tourism – Active Hubs – Retail Options

	Importance T2B%	Satisfaction T3B%
Maintaining local roads	97% (-1%)	39% (-7%)
Car parking	90% (+2%)	62% (+2%)
Maintaining footpaths	89% (-2%)	56% (-7%)
Traffic flow	88% (+1%)	78% (-2%)
Festival and events programs	76% (+1%)	87% (-1%)
Public transport across the City	70% (+6%)	82% (+7%)
Cycle network	60% (+4%)	83% (+8%)
	Agreement T2B%	
Wagga Wagga has a vibrant nightlife	33% (-1%)	

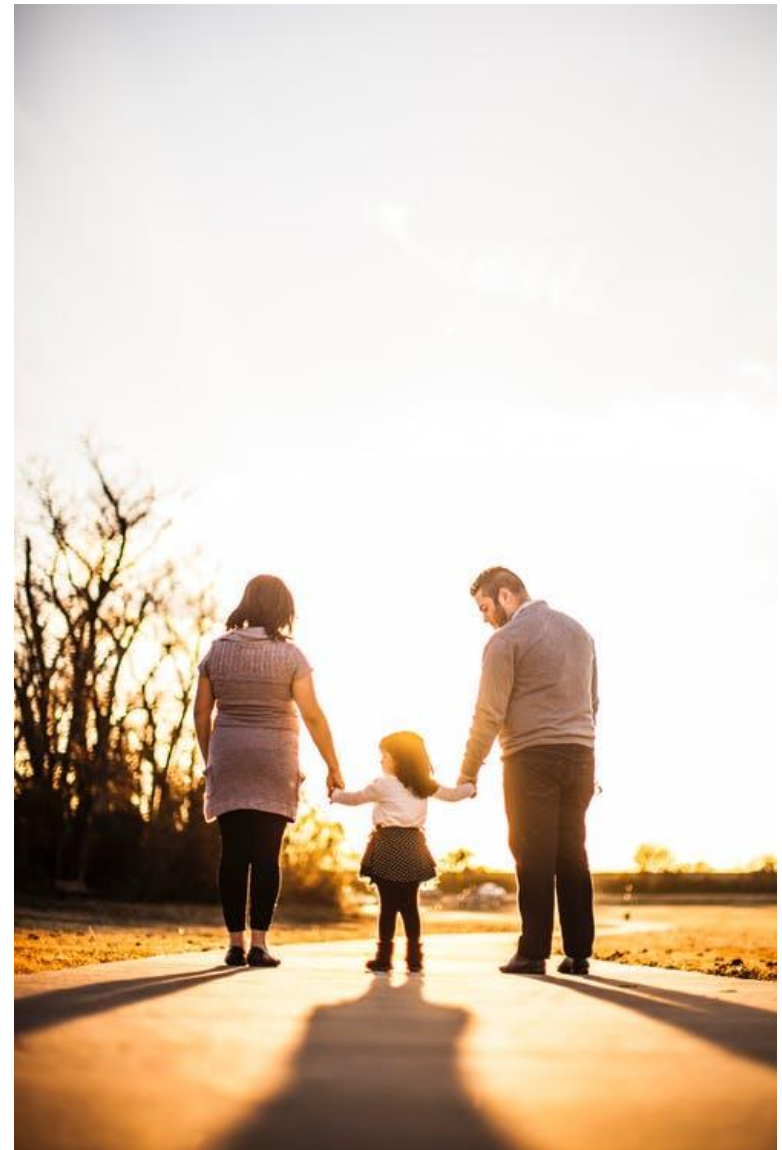


CSP Outcomes

OUR IDENTITY AND SENSE OF PLACE

Connection to Place – Family Friendly – City of Good Sports – Multicultural Community – Arts and Cultural Centre – A City with a Country Lifestyle – Defence Presence – Opportunities to Connect

	Importance T2B%	Satisfaction T3B%
Appearance of the City	86% (-5%)	82% (0%)
Library services*	78%	99%
CivicTheatre*	74%	99%
Promoting pride in the community	72% (+4%)	80% (-2%)
Museum*	60%	93%
Art Gallery*	54%	96%
Enhancing heritage buildings and programs	70% (+11%)	86% (0%)
		Agreement T2B%
I am able to participate in arts and cultural related activities		57% (+3%)



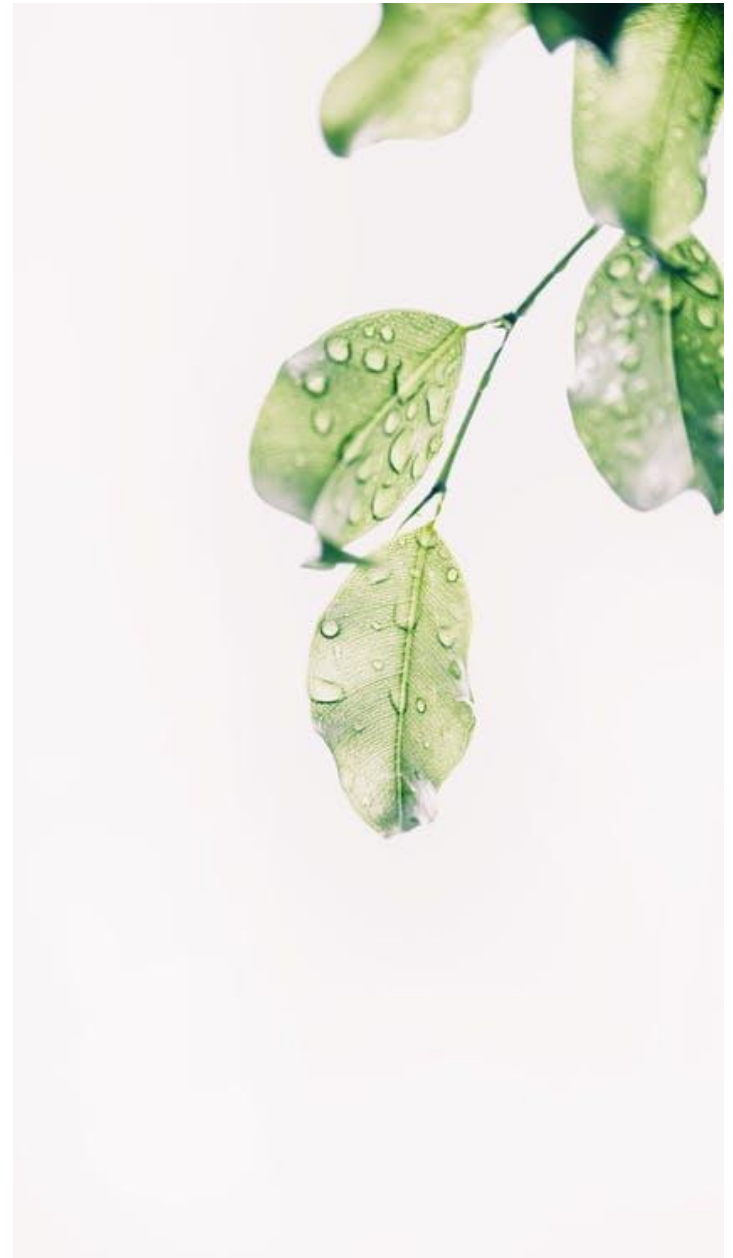
*These 4 services/facilities were not directly comparable to 2017.
Note: Value in brackets represents percentage change from 2017

CSP Outcomes

OUR ENVIRONMENT

Planning for a Growing City – Protecting and Enhance our Natural Environment – Sustainability – Facility Improvements – Housing Options – Maintaining our Built Environment

	Importance T2B%	Satisfaction T3B%
Waste and recycling services	95% (+1%)	87% (+4%)
Parks and playgrounds	92% (+4%)	88% (+1%)
Protecting the natural environment	88% (+1%)	83% (-3%)
Reserves and open space	82% (+6%)	83% (-4%)
Community buildings/halls	74% (+2%)	87% (-1%)
Environmental education programs	73% (-1%)	88% (+4%)
Public transport across the City	70% (+6%)	82% (+7%)



Recommendations



There has been positive shifts in resident satisfaction with communication-related diagnostics. Holistically these measures significantly impact on overall satisfaction and as such this remains as an opportunity area.

Continuing to build satisfaction with communication & engagement will lift overall satisfaction results.

As such we recommend that Council:

- Audit the efficacy of both formal and informal communication streams
- Explore community expectations in relation to the level, type and preferred method of communication with residents
- Proactively ensure the community can be communicated with engaged and involved in future planning for the area
- Clarify resident expectations in relation to the standard of connectivity around the area (including roads, footpaths, traffic, etc.)





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