



# Wagga Wagga City Council

Community Research

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# **Background and Methodology**

# Background and Methodology

Wagga Wagga City Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Measuring satisfaction with Council's performance overall
- Identifying community priority issues and the driver of community satisfaction
- Assessing and identifying residents' priorities regarding importance and satisfaction with Council provided services and facilities

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

## Questionnaire

Micromex Research, together with Wagga Wagga City Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

## Data collection

The survey was conducted during the period 16<sup>th</sup> – 24<sup>th</sup> October 2015 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

## Survey area

Wagga Wagga City Council Government Area.

## Sample selection and error

504 resident interviews were completed.

A sample size of 504 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence. This means that if the survey was replicated with a new universe of n=504 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.4%.

For the survey under discussion the greatest margin of error is 4.4%. This means, for example that an answer such as 'yes' (50%) to a satisfaction question could vary from 45.6% to 54.4%.

The sample was weighted by age and gender to reflect the 2011 ABS census data.

## Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



# Background and Methodology

## Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not being employed or having an immediate family member employed by Wagga Wagga City Council.

## Data analysis

The data within this report was analysed using Q Professional. 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.

## Ratings questions

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

This scale allowed for a mid-range position for those who had a divided or neutral opinion.

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

## Percentages

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

## Micromex Benchmarks

These benchmarks are based on LGAs that we have conducted community research for since 2008. During that time, Micromex has worked for over 40 NSW councils and conducted 100+ community satisfaction surveys across NSW.

## NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

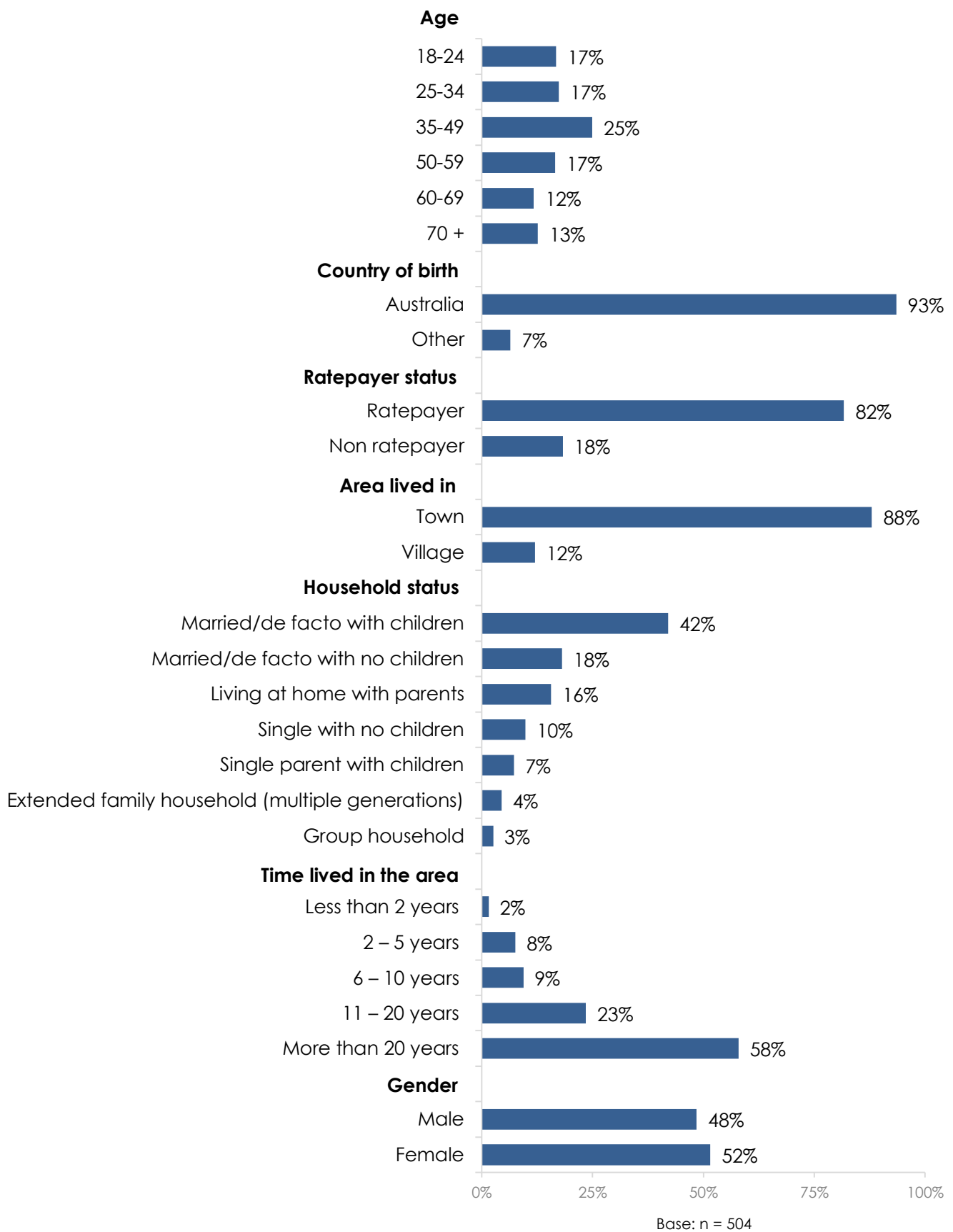
Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Wagga Wagga City Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.



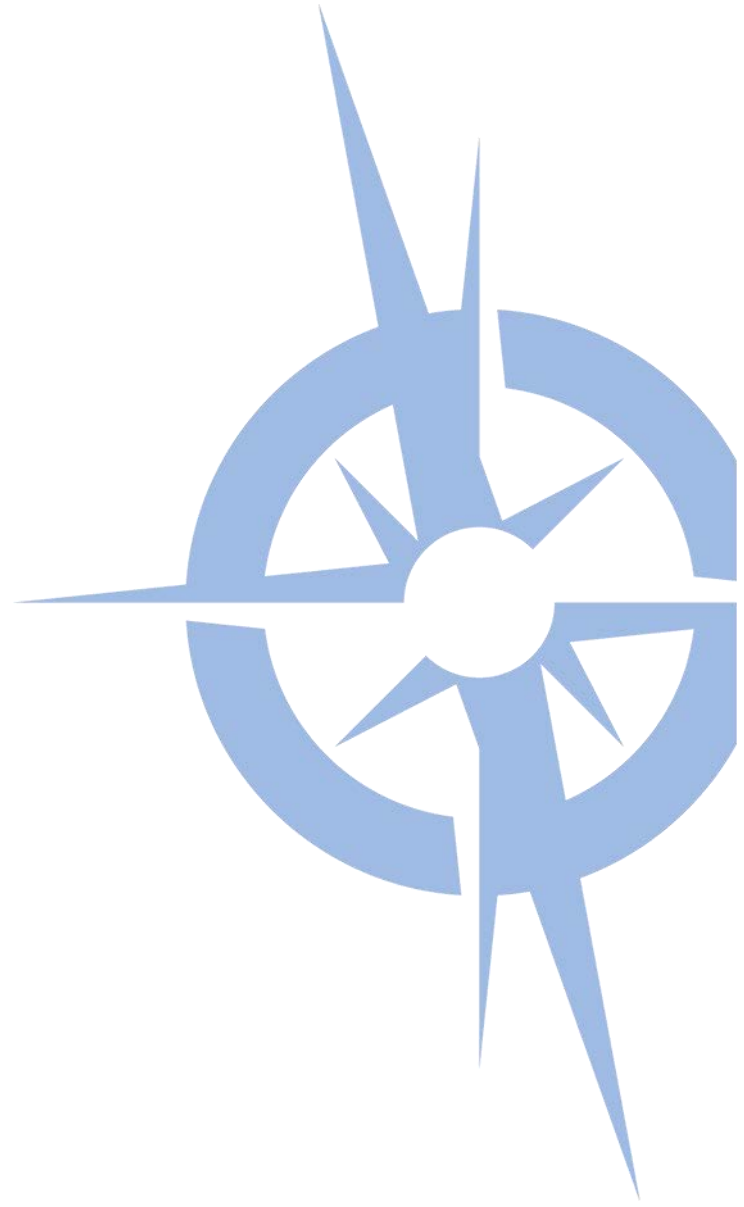
# Sample Profile

# Sample Profile



A sample size of 504 residents provides a maximum sampling error of plus or minus 4.4% at 95% confidence.





# Key Findings

# Key Findings

## Overview (Overall satisfaction)

### Summary

80% of residents were 'somewhat satisfied' to 'very satisfied' with Council's overall performance in the last 12 months. This result is significantly improved on the 2012 score and similar to the 'All of the NSW' satisfaction score.

Demographically there were no significant differences.

Q5. 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?

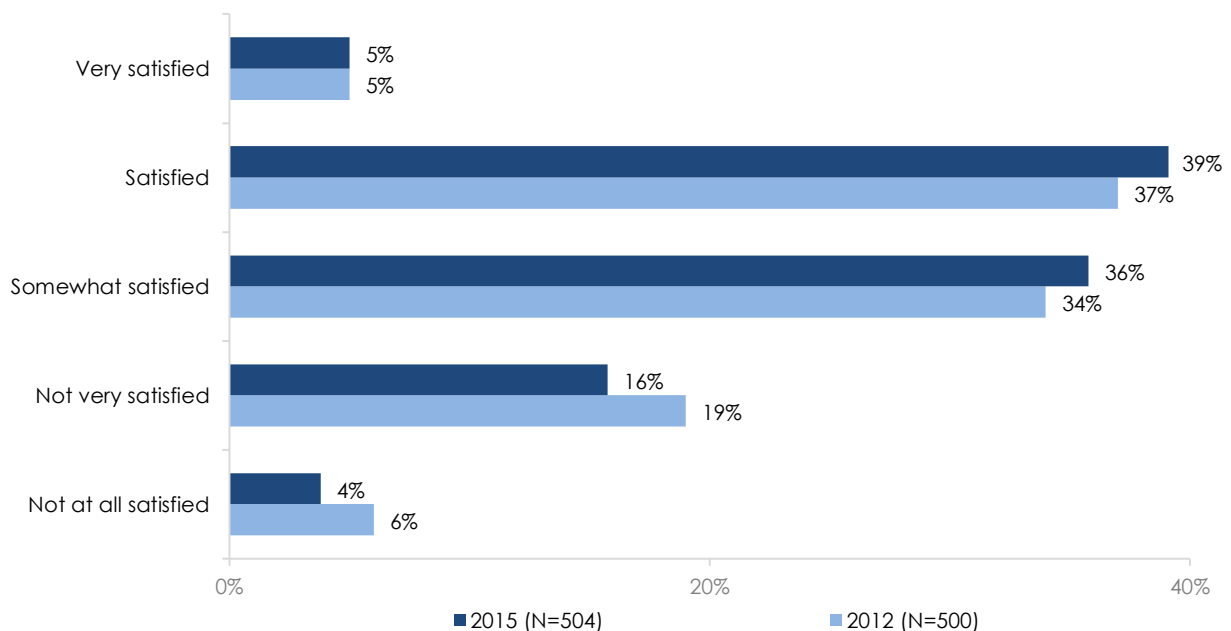
	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.58	3.25	3.20	3.08	3.15	3.37	3.13	3.40

	Overall	Town	Village	Ratepayer	Non ratepayer
Mean ratings	3.27	3.30	3.03	3.21	3.54

	Metro	All of NSW	Wagga Wagga City Council 2015	Wagga Wagga City Council 2012*
Mean ratings	3.45	3.31	3.27▲	3.15

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

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



\*Note: IRIS 2012 Community Survey



# Key Findings

## Comparison to LGA Benchmarks

4 of the 19 comparable measures, 'Art Gallery/Museum/Civic Theatre', 'library services', 'enhancing heritage buildings and programs', and 'environmental education programs', received ratings greater than the 0.15 scope, whilst 'provision of Council information to the community', 'maintaining local roads', 'maintaining footpaths', 'availability of car parking', and 'financial management' fell below.

Service/Facility	Wagga Wagga City Council Satisfaction Scores	Benchmark Variances
Art Gallery/Museum/Civic Theatre	4.21	+0.40▲
Library services	4.44	+0.30▲
Enhancing heritage buildings and programs	3.72	+0.22▲
Environmental education programs	3.58	+0.21▲
Flood protection and preparedness	3.45	+0.15
Public Art	3.92	+0.11
Protecting the natural environment	3.64	+0.08
Sportsgrounds and sporting facilities	3.79	+0.07
Parks and playgrounds	3.76	+0.05
Community buildings/halls	3.66	+0.01
Long-term planning for Wagga Wagga	3.04	-0.03
Cycle network	3.16	-0.05
Community input to Council decision-making	2.89	-0.09
Oasis Aquatic Centre	3.54	-0.13
Provision of Council information to the community	3.17	-0.17▼
Maintaining local roads	2.57	-0.22▼
Maintaining footpaths	2.80	-0.24▼
Availability of car parking	2.70	-0.30▼
Financial management	2.67	-0.45▼

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

▲▼ = positive/negative difference greater than 0.15 from LGA Benchmark

**Note:** Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant.



# Key Findings

## Identifying Priorities via Specialised Analysis (Explanation)

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 Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

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

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean 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 Wagga Wagga City Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 30 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with Wagga Wagga City Council's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'appearance of the City' was given an importance score of 4.35, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.46, which indicates that residents are 'moderately satisfied' with Wagga Wagga City Council's performance and focus on that measure.

In the case of a performance gap such as for 'Public Art' (3.28 importance vs. 3.92 satisfaction), we can identify that the facility/service has only 'moderate' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'moderately high' level of satisfaction.



# Key Findings

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

## Performance Gap Ranking

Ranking 2015	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.74	2.57	2.17
2	Financial management	4.60	2.67	1.93
3	Availability of car parking	4.48	2.70	1.78
4	Long-term planning for Wagga Wagga	4.73	3.04	1.69
5	Maintaining footpaths	4.48	2.80	1.68
6	Community input to Council decision-making	4.38	2.89	1.49
7	Provision of Council information to the community	4.39	3.17	1.22
8	Confidence in the elected Council	4.17	3.03	1.14
9	Traffic flow/congestion	4.40	3.27	1.13
10	Appearance of the City	4.35	3.46	0.89
11	Flood protection and preparedness	4.32	3.45	0.87
	Graffiti removal	4.15	3.28	0.87
13	Parks and playgrounds	4.54	3.76	0.78
	Street lighting	4.34	3.56	0.78
15	Protecting the natural environment	4.36	3.64	0.72
16	Reserves and open space	4.20	3.52	0.68
17	Waste and recycling services	4.59	3.91	0.68
18	Opportunities to engage with Councillors	3.75	3.16	0.59
19	Sportsgrounds and sporting facilities	4.32	3.79	0.58
20	Promoting pride in the community	3.94	3.49	0.45
21	Cycle network	3.59	3.16	0.43
22	Environmental education programs	3.97	3.58	0.39
23	Community buildings/halls	4.01	3.66	0.35
	Public transport across the City	3.61	3.25	0.36
25	Festival and events programs	4.14	3.97	0.17
26	Oasis Aquatic Centre	3.68	3.54	0.14
27	Enhancing heritage buildings and programs	3.79	3.72	0.07
28	Art Gallery/Museum/Civic Theatre	3.85	4.21	-0.36
29	Library services	4.07	4.44	-0.37
30	Public Art	3.28	3.92	-0.64

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



# Key Findings

When we examine the 9 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.57 and 3.27, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Maintaining local roads	4.74	2.57	2.17
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4	Long-term planning for Wagga Wagga	4.73	3.04	1.69
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The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'maintaining local roads' is the area of least relative stated satisfaction.

**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.



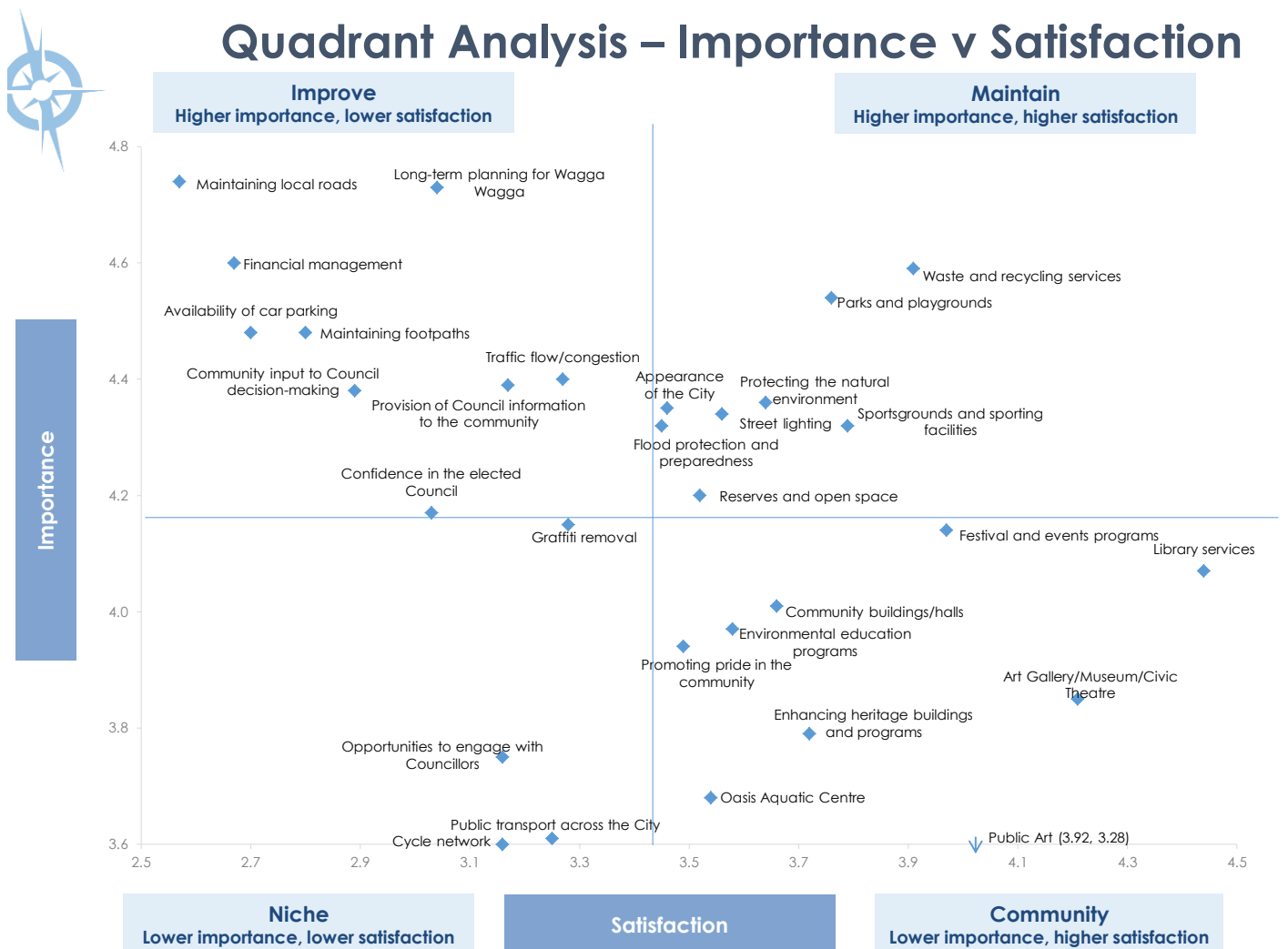
# Key Findings

## Quadrant Analysis

### Step 2. Quadrant Analysis

Quadrant analysis is a useful tool for planning future directions. It combines the stated needs of the community and assesses Wagga Wagga City Council's performance 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 mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.17 and the average rated satisfaction score was 3.42. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.17$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.17$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.42. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.



# Key Findings

## Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'waste and recycling services', 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 'maintaining local roads', are areas where Council is perceived to be currently under-performing and 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 'graffiti removal', 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, **COMMUNITY**, such as 'festival and events programs', are core strengths, but in relative terms they are deemed 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.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'maintaining 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 Wagga Wagga City Council can actively drive overall community satisfaction, we conducted further analysis.

## The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

## 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'.





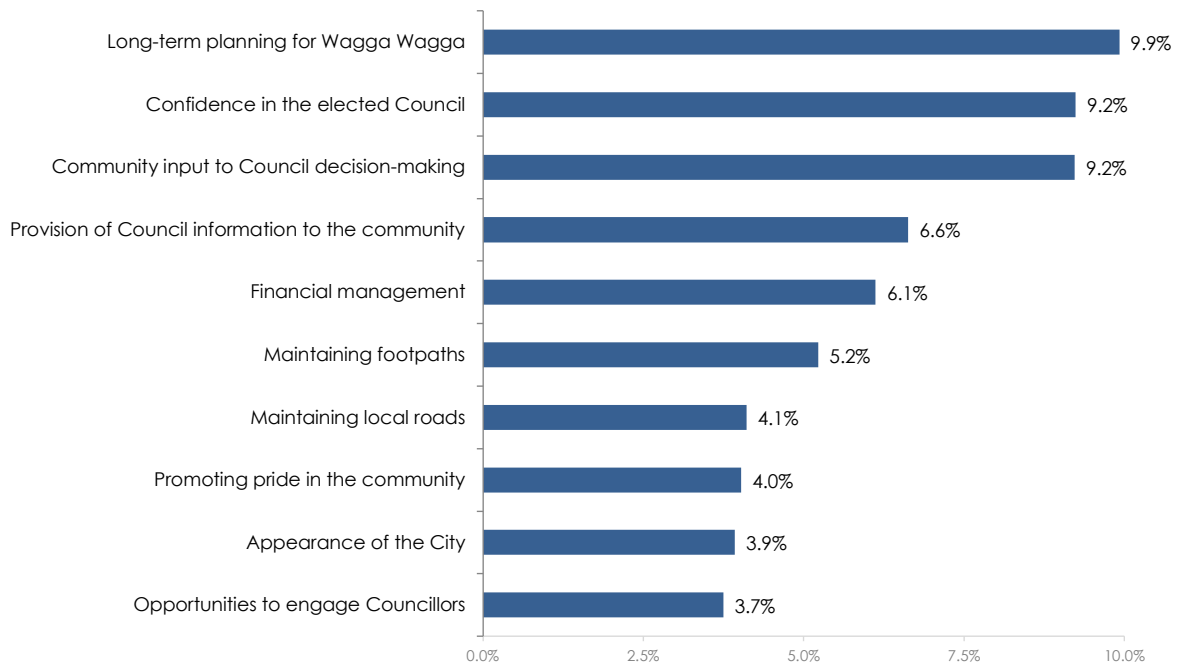
# Key Findings

## Key Drivers of Satisfaction with Wagga Wagga City Council

The results in the chart below provide Wagga Wagga City Council with a complete picture of both the extrinsic and intrinsic community priorities and motivations and identify what attributes are the key drivers of community satisfaction.

These top 10 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 20 attributes we obtained measures on have only a limited impact on the community's satisfaction with Wagga Wagga City Council's performance. Therefore, whilst all 30 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

## These Top 10 Indicators Contribute to Over 60% of Overall Satisfaction with Council



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

These 10 services/facilities are the key community priorities and by addressing these, Wagga Wagga City Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'opportunities to engage Councillors' contributes 3.7% towards overall satisfaction, while 'long-term planning for Wagga Wagga' (9.9%) is a far stronger driver, contributing over two times as much to overall satisfaction with Council.

# Key Findings

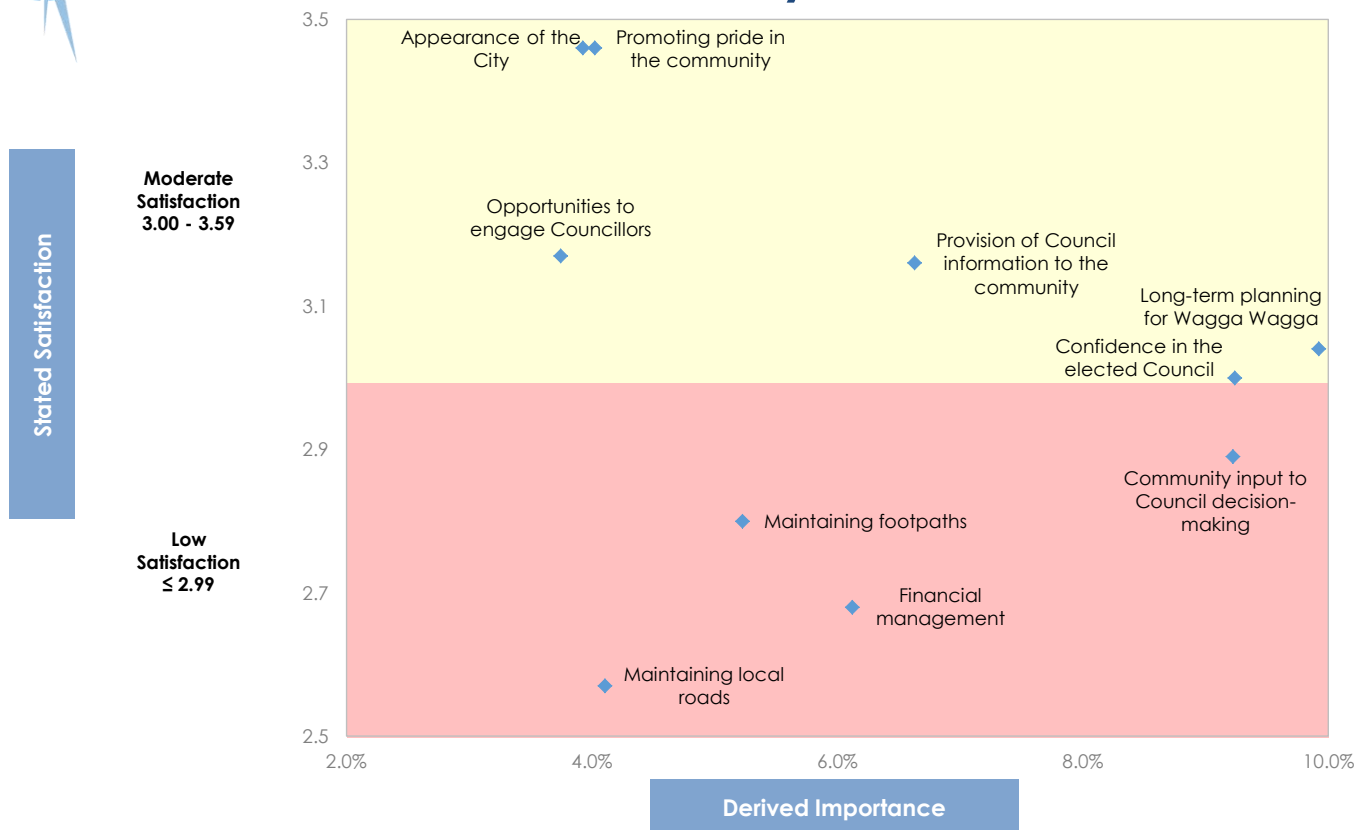
## Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderate' levels of satisfaction, i.e. 'appearance of the City', 'promoting pride in the community', 'opportunities to engage Councillors', 'provision of Council information to the community', 'long-term planning for Wagga Wagga', and 'confidence in the elected Council'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower satisfaction' regions of the chart. If Wagga Wagga City Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



## Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that involvement/engagement areas such as 'long term planning for Wagga Wagga', 'confidence in the elected Council', 'provision of Council information to the community', and 'opportunities to engage Councillors', as well as the physical aspects of the area such as 'appearance of the City' and 'promoting pride in the community' while performing adequately should be targeted for optimisation.

Furthermore, areas of street infrastructure such as 'maintaining local roads' and 'maintaining footpaths', as well as 'community input to Council decision-making' and 'financial management' are all issues Council should be looking to either align their delivery with resident expectations or more actively inform/engage residents of Council's position and advocacy on these matters.



# Key Findings

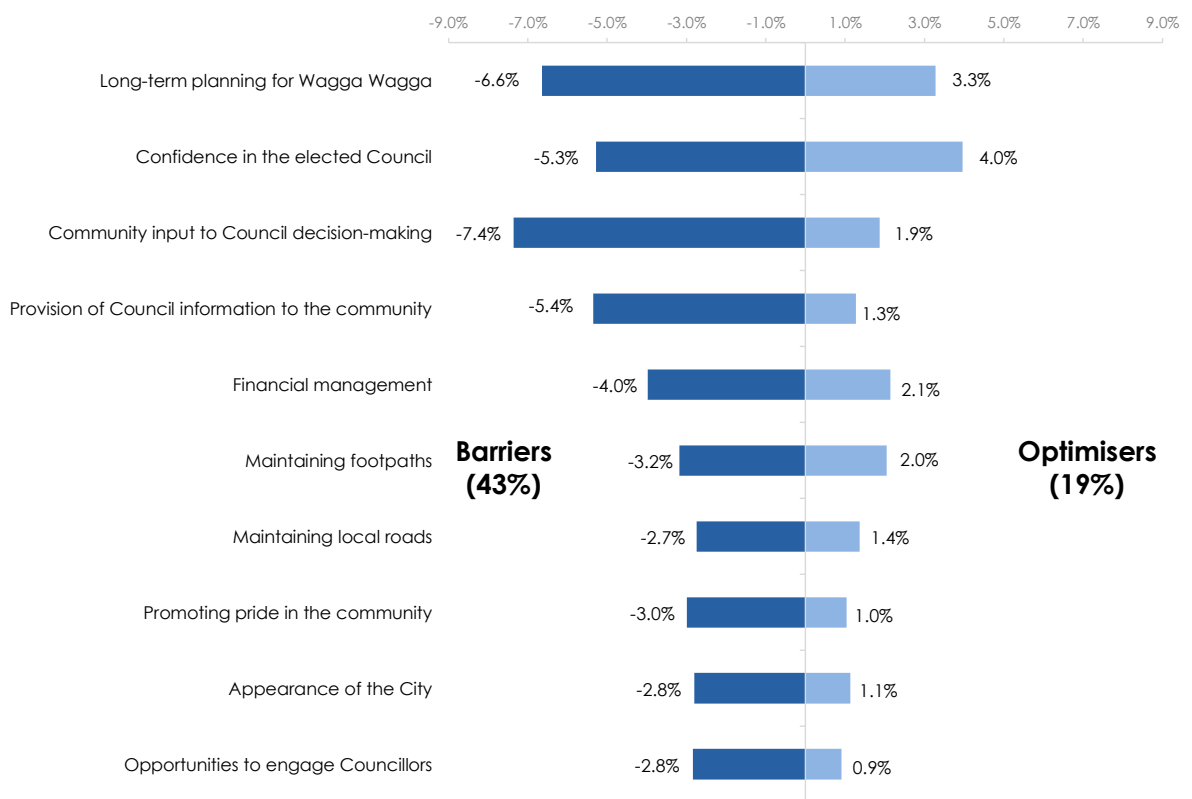
## Advanced Shapley Outcomes

The chart below 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 we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

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

## Key Contributors to Barriers/Optimisers



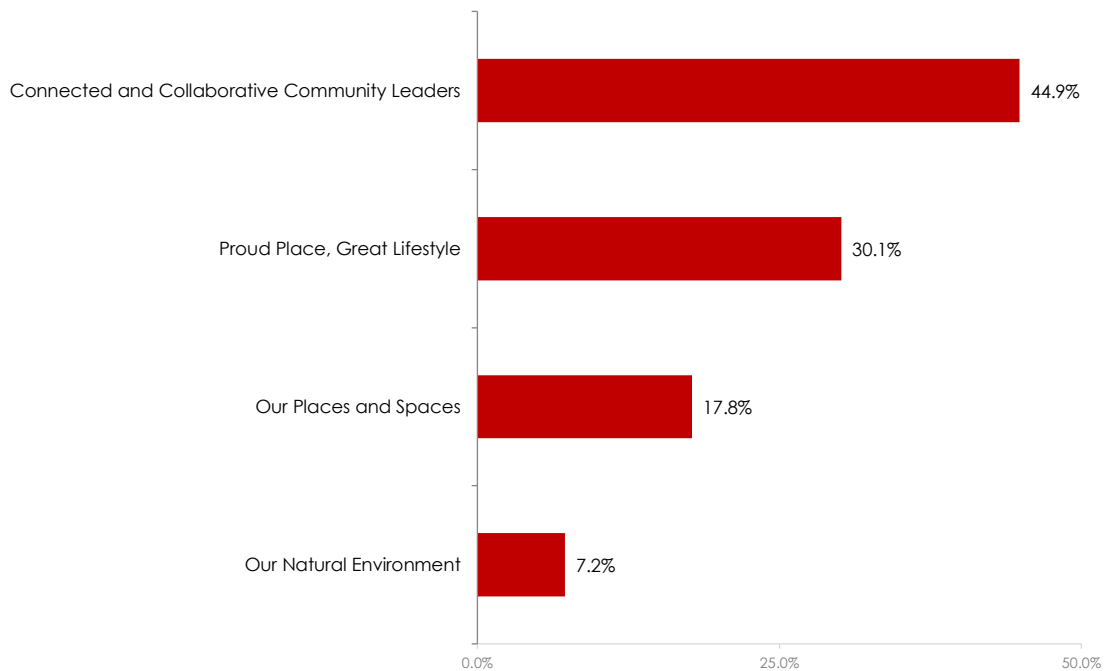
Different levers address the different levels of satisfaction across the community

# Key Findings

## Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

## Contribution to Overall Satisfaction with Council's Performance



'Connected and Collaborative Community Leaders' (45%) is the key contributor toward overall satisfaction with Council performance.

The services and facilities grouped under this banner include:

- Opportunities to engage Councillors
- Financial management
- Provision of Council information to the community
- Confidence in the elected Council
- Community input to Council decision-making
- Long-term planning for Wagga Wagga

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'Connected and Collaborative Community Leaders' are core drivers of resident satisfaction.



# **Summary and Recommendations**

# Summary and Recommendations

## Summary

The Wagga Wagga City Council is providing a moderate level of satisfaction, with 80% of residents being at least 'somewhat satisfied' with the performance of Council in the last 12 months. The mean score has significantly improved on the 2012 performance score.

Council has provided at least a moderate level of satisfaction for 25 out of the 30 service areas. The 5 areas providing lower levels of satisfaction were roads, financial management, parking, footpaths, and input into decision making. Across the LGA category we frequently see these service areas receiving lower satisfaction ratings.

Residents were positive about living in the local area the help, safety, and health measures were the highest rated indicators. There scores for the social indicators suggest that residents would like to see a greater variety of retail, leisure, and entertainment options in the area.

The regression outcomes indicate that connectedness measures such as 'long-term planning for Wagga Wagga', 'confidence in the elected Council', and 'community input to Council decision-making' are the key contributors toward overall satisfaction.

## Recommendations

Based on the results of this research, Council could look to:

1. Clarify the community's satisfaction with regard to connectedness and collaboration, specifically with regard to planning, informing and including community input into decision making. How can Council actively engage and strengthen the community expectations in these areas?
2. Assess how Council can better provide for or inform the community on the issue of financial management. It is possible this measure is of heightened derived importance due to the Levee project
3. Seek to increase community confidence with the elected leadership by promoting their achievements and by increasing their visibility and accessibility
4. Explore expectations and community understanding of issues regarding transport in and around the area, such as the road and footpath maintenance and the availability of car parking
5. From a liveability perspective it would be of value to understand and obtain community input into the social indicators pertaining to, retail, leisure, recreation, and the arts. What sort of role does the community want to play in these areas?





# **Section A**

## **Detailed Findings**

# Importance of, and Satisfaction with, Council Services and Facilities

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

## Interpreting the Mean Scores

Within the report, the mean ratings for each of the criteria have been assigned a determined level of 'importance' or 'satisfaction'. This determination is based on the following groupings:

Mean rating:

1.99 or lower	'Very low'
2.00 – 2.49	'Low'
2.50 – 2.99	'Moderately low'
3.00 – 3.59	'Moderate'
3.60 – 3.89	'Moderately high'
3.90 – 4.19	'High'
4.20 – 4.49	'Very high'
4.50 +	'Extremely high'

Participants were asked to indicate which best described their opinion of the importance of the following services/facilities to them. Respondents who rated services/facilities a 4 or 5 in importance were then asked to rate their satisfaction with that service/facility.

## We Explored Resident Response to 30 Service Areas

<b>Proud Place, Great Lifestyle</b>	
Promoting pride in the community	Oasis Aquatic Centre
Appearance of the City	Art Gallery/Museum/Civic Theatre
Graffiti removal	Library services
Parks and playgrounds	Public Art
Sportsgrounds and sporting facilities	Festival and events programs
Reserves and open space	Enhancing heritage buildings and programs
Community buildings/halls	
<b>Our Places and Spaces</b>	
Maintaining local roads	Availability of car parking
Maintaining footpaths	Public transport across the City
Cycle network	Street lighting
Traffic flow/congestion	
<b>Connected and Collaborative Community Leaders</b>	
Opportunities to engage with Councillors	Provision of Council information to the community
Confidence in the elected Council	Long-term planning for Wagga Wagga
Community input to Council decision-making	Financial management
<b>Our Natural Environment</b>	
Protecting the natural environment	Environmental education programs
Waste and recycling services	Flood protection and preparedness



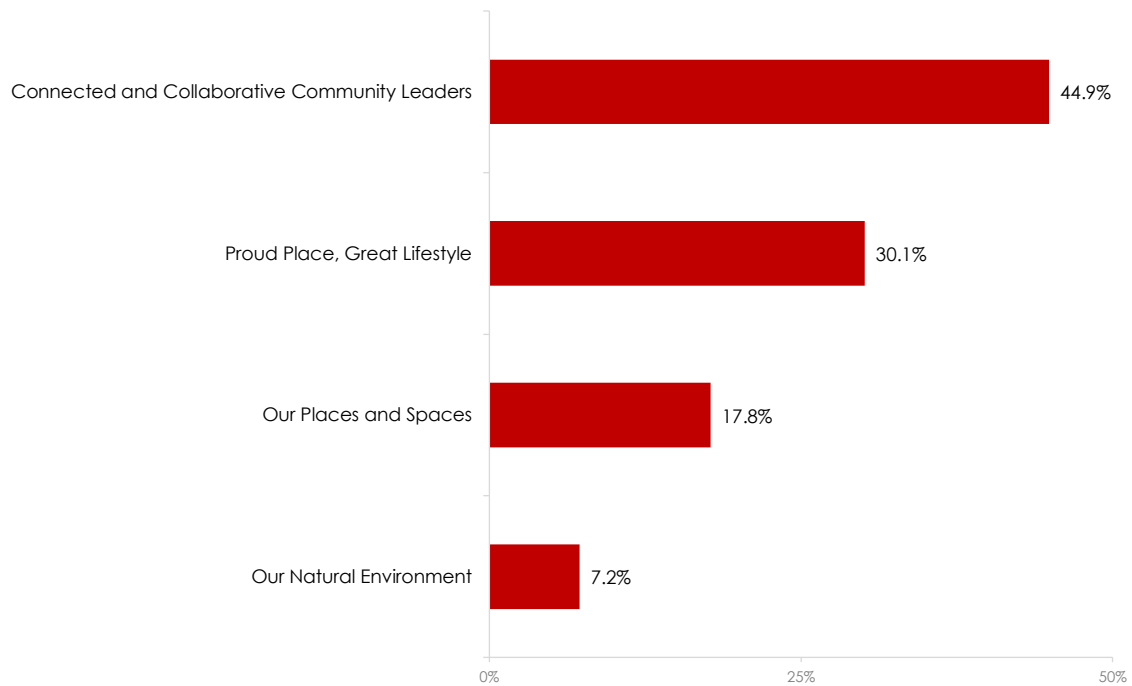


# Importance of, and Satisfaction with, Council Services and Facilities

## Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Net Priority Areas.

## Contribution to Overall Satisfaction with Council's Performance



# Importance of, and Satisfaction with, Council Services and Facilities

## Proud Place, Great Lifestyle

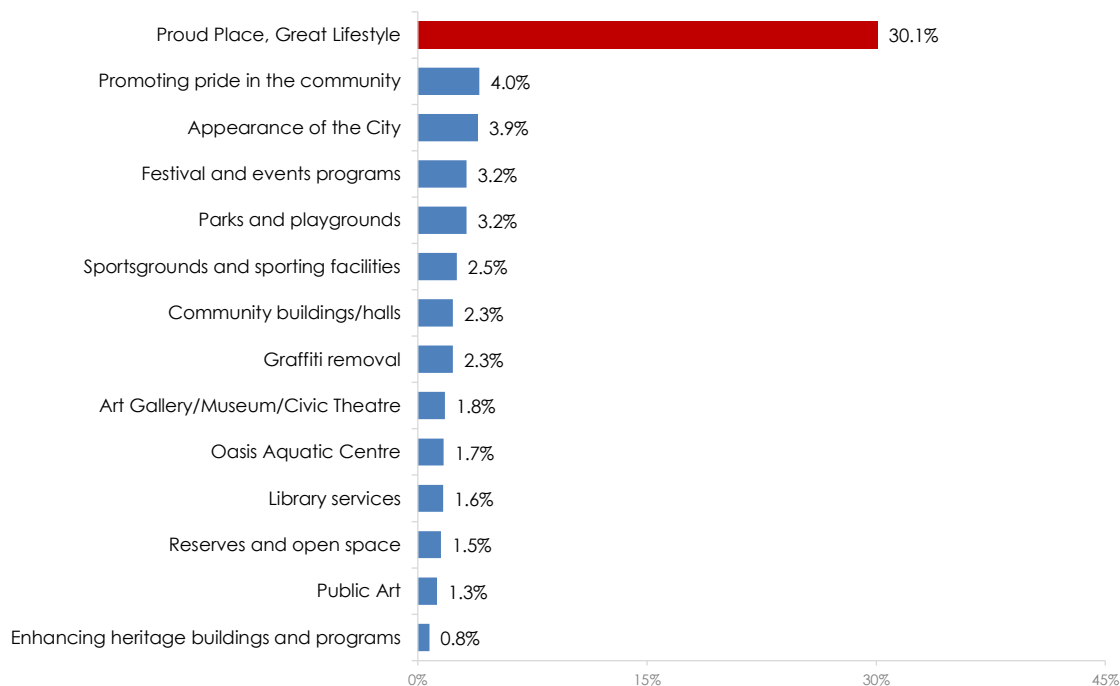
### Services and facilities explored included:

- Promoting pride in the community
- Appearance of the City
- Graffiti removal
- Parks and playgrounds
- Sportsgrounds and sporting facilities
- Reserves and open space
- Community buildings/halls
- Oasis Aquatic Centre
- Art Gallery/Museum/Civic Theatre
- Library services
- Public Art (i.e. public art in parks, as part of street furniture, the Levee, etc.)
- Festival and events programs
- Enhancing heritage buildings and programs

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for over 30% of overall satisfaction, based on the regression analysis.

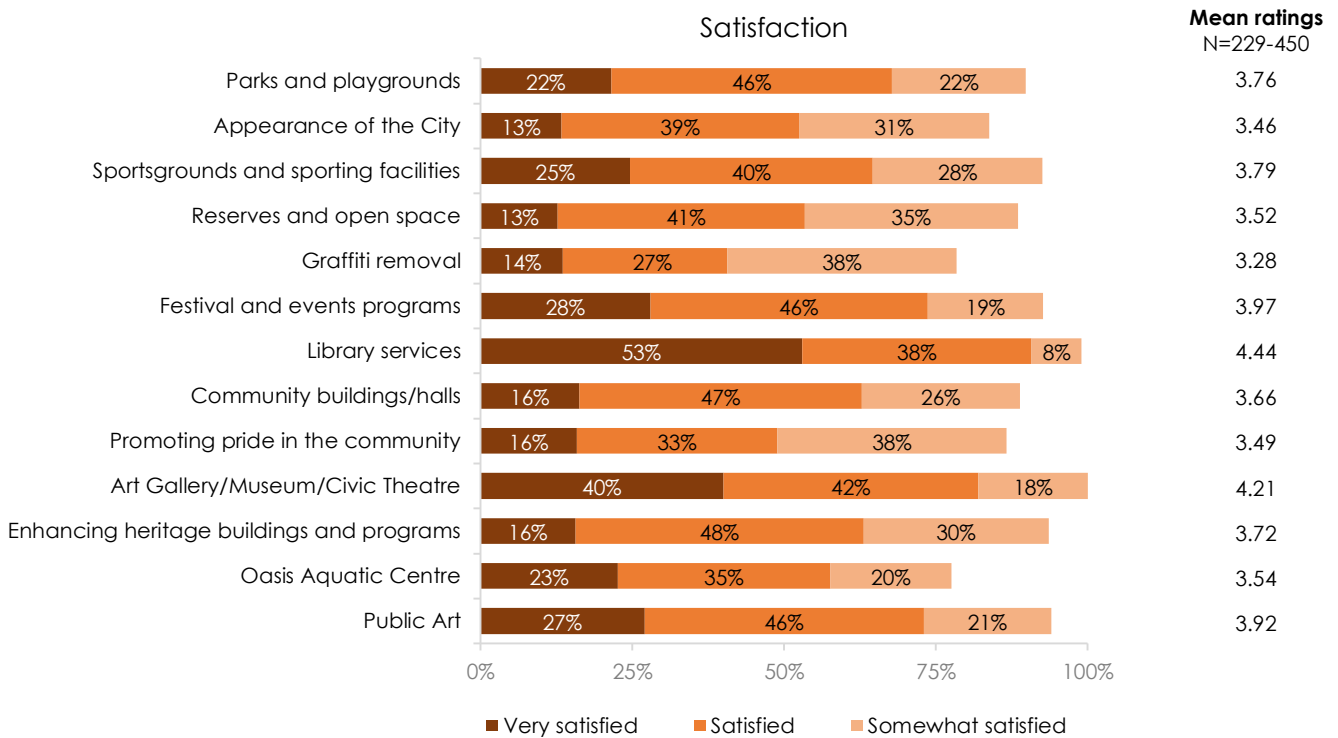
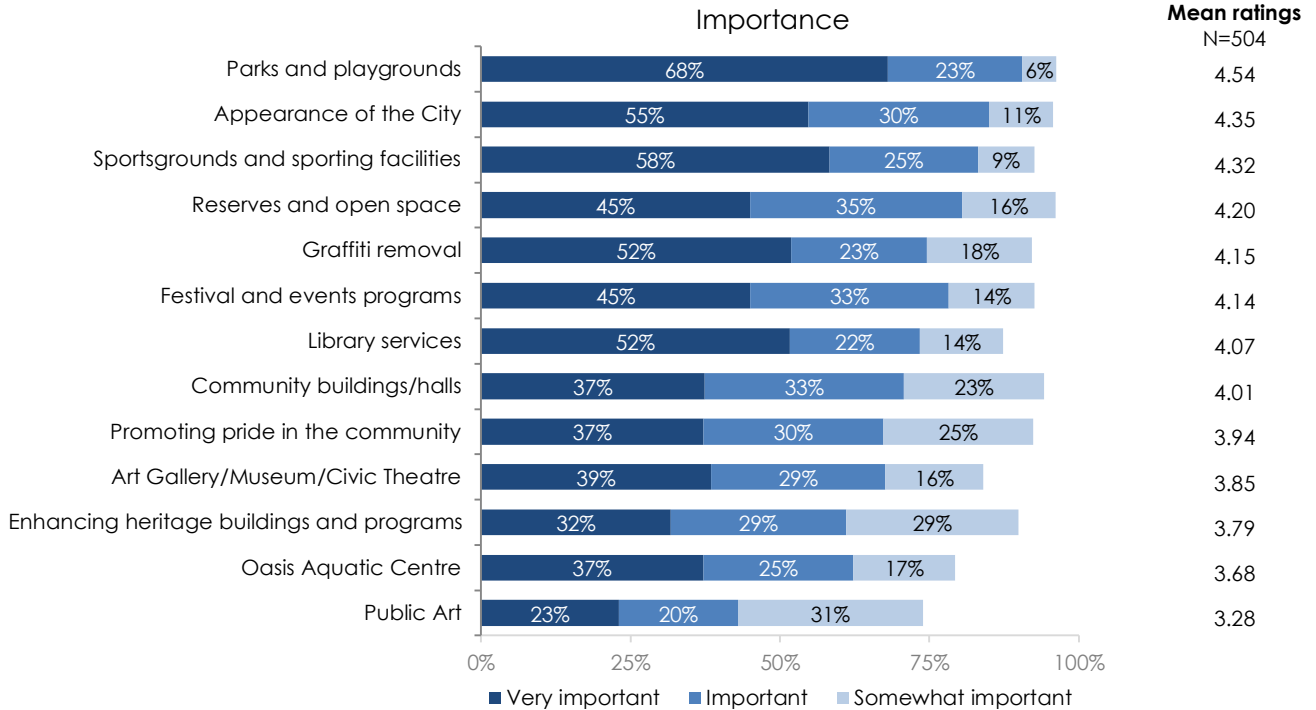
## Proud Place, Great Lifestyle – Contributes to Over 30% of Overall Satisfaction with Council



# Importance of, and Satisfaction with, Council Services and Facilities

## Proud Place, Great Lifestyle

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

# Importance of, and Satisfaction with, Council Services and Facilities

## Proud Place, Great Lifestyle

	Performance Gap
Appearance of the City	+0.89
Graffiti removal	+0.87
Parks and playgrounds	+0.78
Reserves and open space	+0.68
Sportsgrounds and sporting facilities	+0.53
Promoting pride in the community	+0.45
Community buildings/halls	+0.35
Festival and events programs	+0.17
Oasis Aquatic Centre	+0.14
Enhancing heritage buildings and programs	+0.07
Art Gallery/Museum/Civic Theatre	-0.36
Library services	-0.37
Public Art	-0.64

### Overview of Rating Scores

#### Importance – overall

Extremely high	Parks and playgrounds
Very high	Appearance of the City Sportsgrounds and sporting facilities Reserves and open space
High	Graffiti removal Festival and events programs Library services Community buildings/halls Promoting pride in the community
Moderately high	Art Gallery/Museum/Civic Theatre Enhancing heritage buildings and programs
Moderate	Oasis Aquatic Centre Public Art

#### Importance – by age

Those aged 70+ rated 'enhancing heritage buildings and programs' significantly higher in importance.

#### Importance – by gender

Females rated 6 of the criteria significantly higher in importance, these were:

- Promoting pride in the community
- Oasis Aquatic Centre
- Art Gallery/Museum/Civic Theatre
- Library services
- Public Art
- Festival and events programs



# Importance of, and Satisfaction with, Council Services and Facilities

## Proud Place, Great Lifestyle

### Importance – by ratepayer status

Non ratepayers considered 'library services' significantly more important.

### Importance – by area (town or village)

Those living in towns rated the 'Oasis Aquatic Centre' of higher importance.

### Satisfaction – overall

Very high	Library services Art Gallery/Museum/Civic Theatre
High	Festival and events programs Public Art
Moderately high	Sportsgrounds and sporting facilities Parks and playgrounds Enhancing heritage buildings and programs Community buildings/halls
Moderate	Reserves and open space Oasis Aquatic Centre Promoting pride in the community Appearance of the City Graffiti removal

### Satisfaction – by age

Residents aged 70+ were significantly more satisfied with 'parks and playgrounds', 'sportsgrounds and sporting facilities', the 'Art Gallery/Museum/Civic Theatre', and the 'Oasis Aquatic Centre'.

### Satisfaction – by gender

There were no significant differences between the genders.

### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

### Satisfaction – by area (town or village)

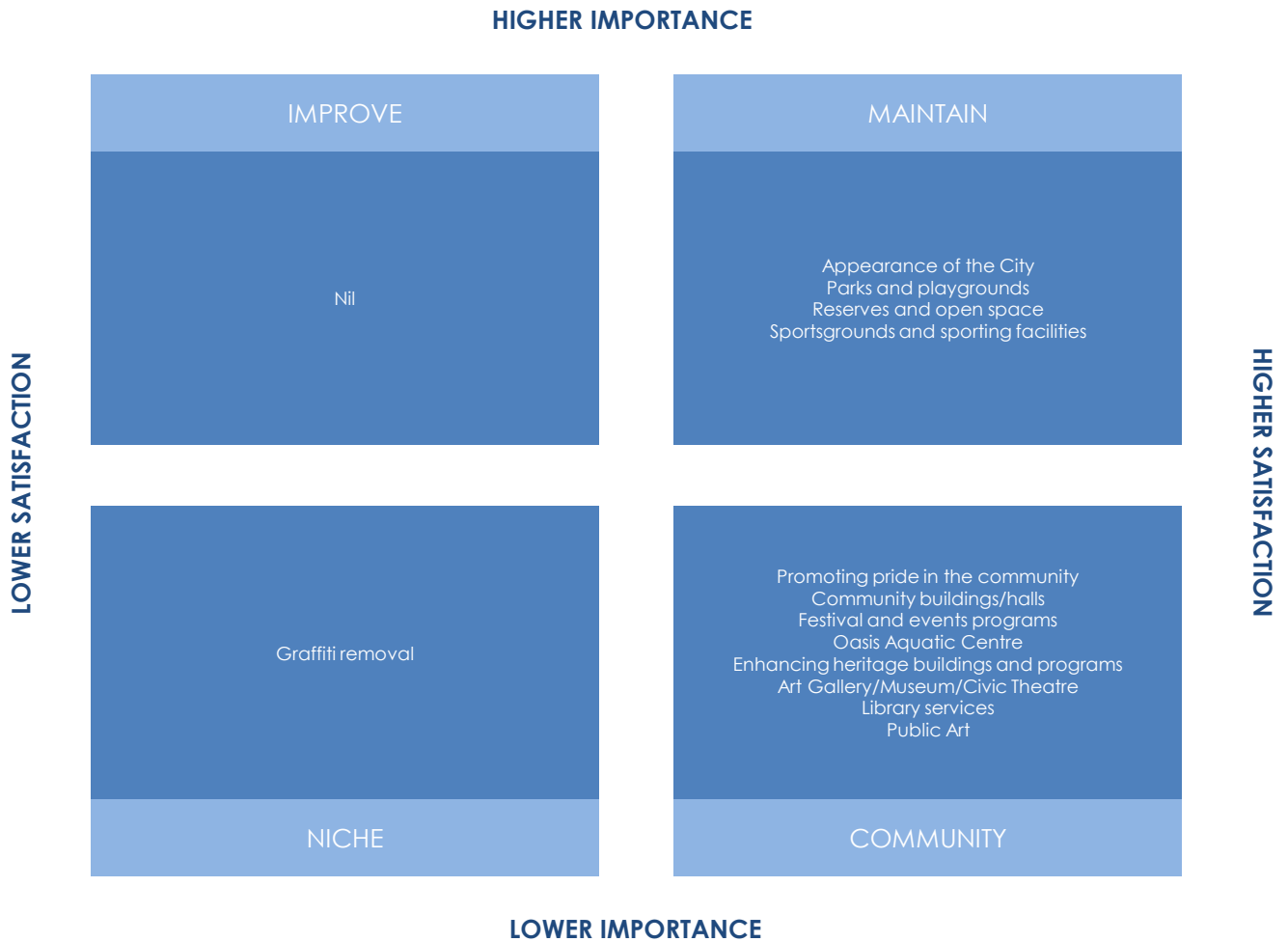
There were no significant differences by area.



# Importance of, and Satisfaction with, Council Services and Facilities

## Proud Place, Great Lifestyle

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Wagga Wagga City Council needs to maintain resident satisfaction with:

- Appearance of the City
- Parks and playgrounds
- Reserves and open space
- Sportsgrounds and sporting facilities



# Importance of, and Satisfaction with, Council Services and Facilities Our Places and Spaces

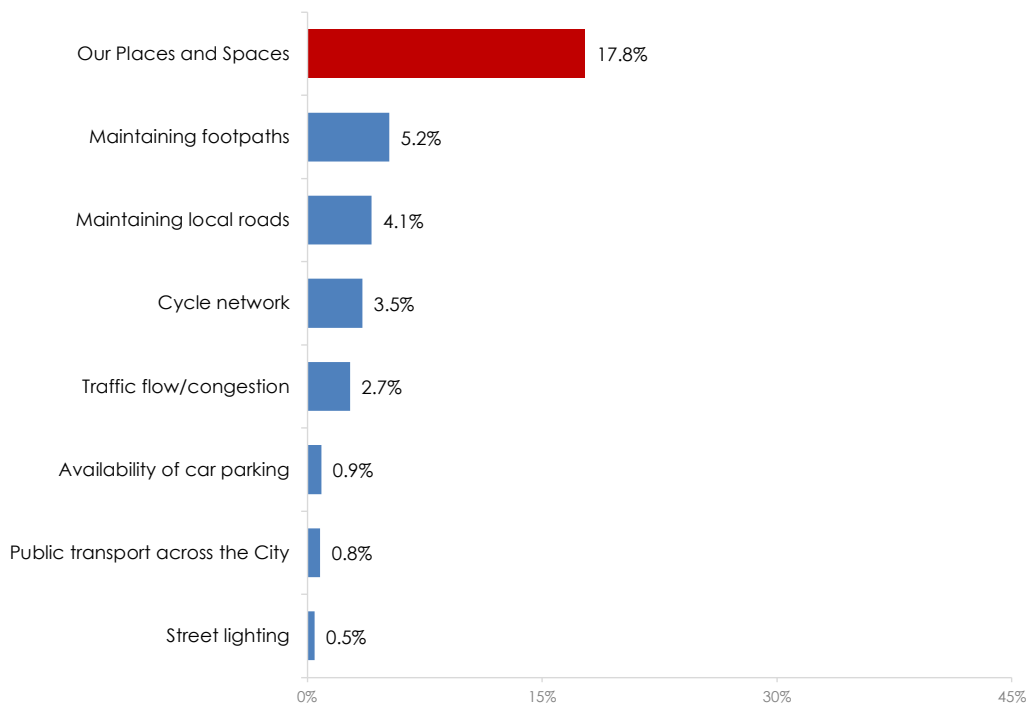
## Services and facilities explored included:

- Maintaining local roads
- Maintaining footpaths
- Cycle network
- Traffic flow/congestion
- Availability of car parking
- Public transport across the City
- Street lighting

## Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 18% of overall satisfaction, based on the regression analysis.

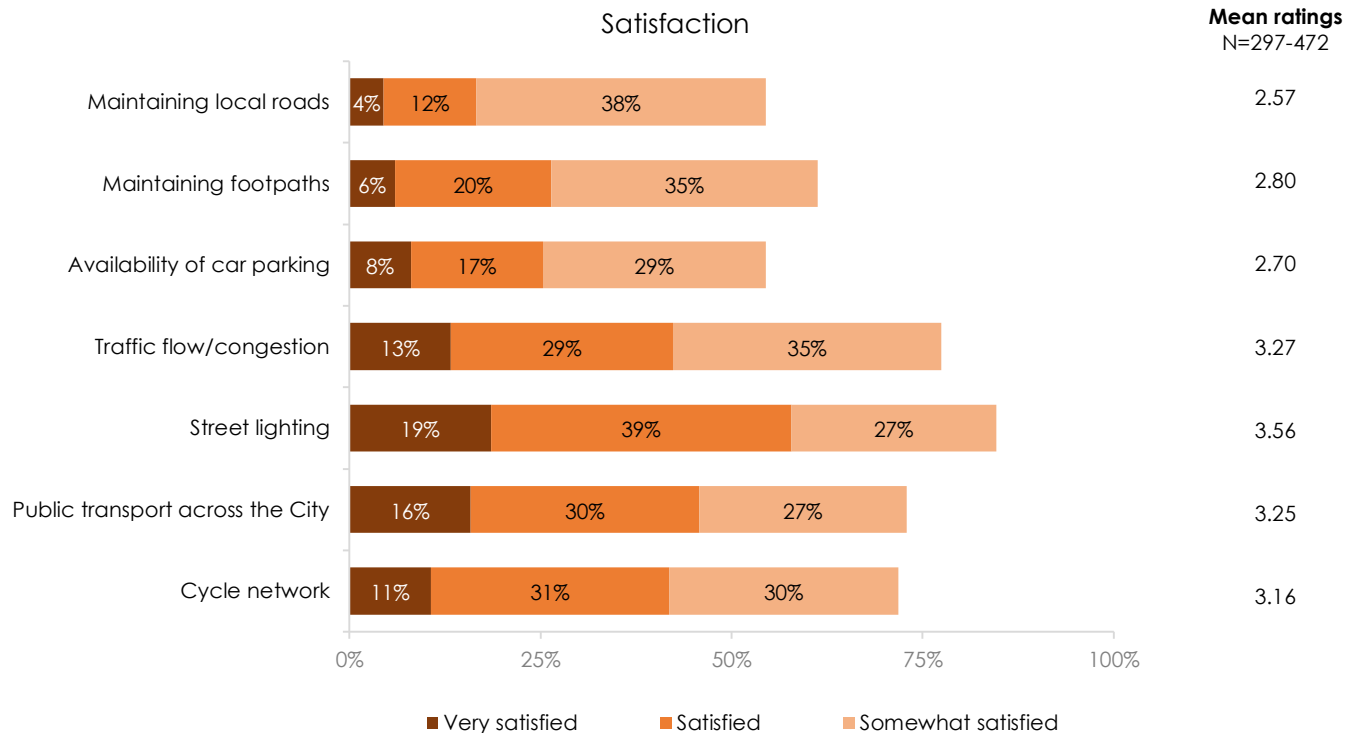
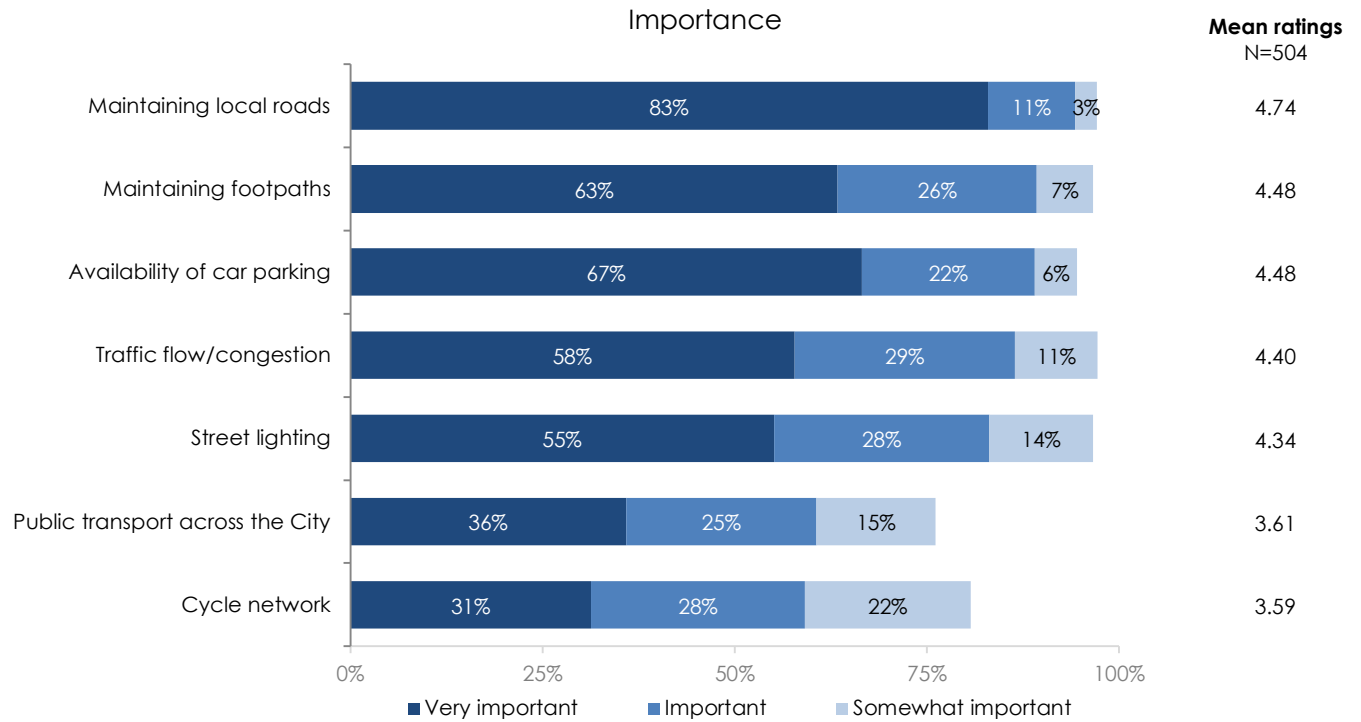
## Our Places and Spaces – Contributes To Almost 18% of Overall Satisfaction with Council



# Importance of, and Satisfaction with, Council Services and Facilities

## Our Places and Spaces

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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



# Importance of, and Satisfaction with, Council Services and Facilities Our Places and Spaces

	Performance Gap
Maintaining local roads	2.17
Availability of car parking	1.78
Maintaining footpaths	1.68
Traffic flow/congestion	1.13
Street lighting	0.78
Cycle network	0.43
Public transport across the City	0.36

## Overview of Rating Scores

### Importance – overall

Extremely high	Maintaining local roads
Very high	Maintaining footpaths Availability of car parking Traffic flow/congestion
Moderately high	Street lighting
Moderate	Public transport across the City Cycle network

### Importance – by age

There were no significant differences between the age groups.

### Importance – by gender

There were no significant differences between the genders.

### Importance – by ratepayer status

There were no significant differences by ratepayer status.

### Importance – by area

There were no significant differences by area.



# Importance of, and Satisfaction with, Council Services and Facilities Our Places and Spaces

## Satisfaction – overall

Moderate	Street lighting Traffic flow/congestion Public transport across the City Cycle network
Moderately low	Maintaining footpaths Availability of car parking Maintaining local roads

## Satisfaction – by age

Those aged 70+ were significantly more satisfied with the 'cycle network'.

## Satisfaction – by gender

Females expressed significantly higher levels of satisfaction with 'traffic flow/congestion'.

## Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

## Satisfaction – by area

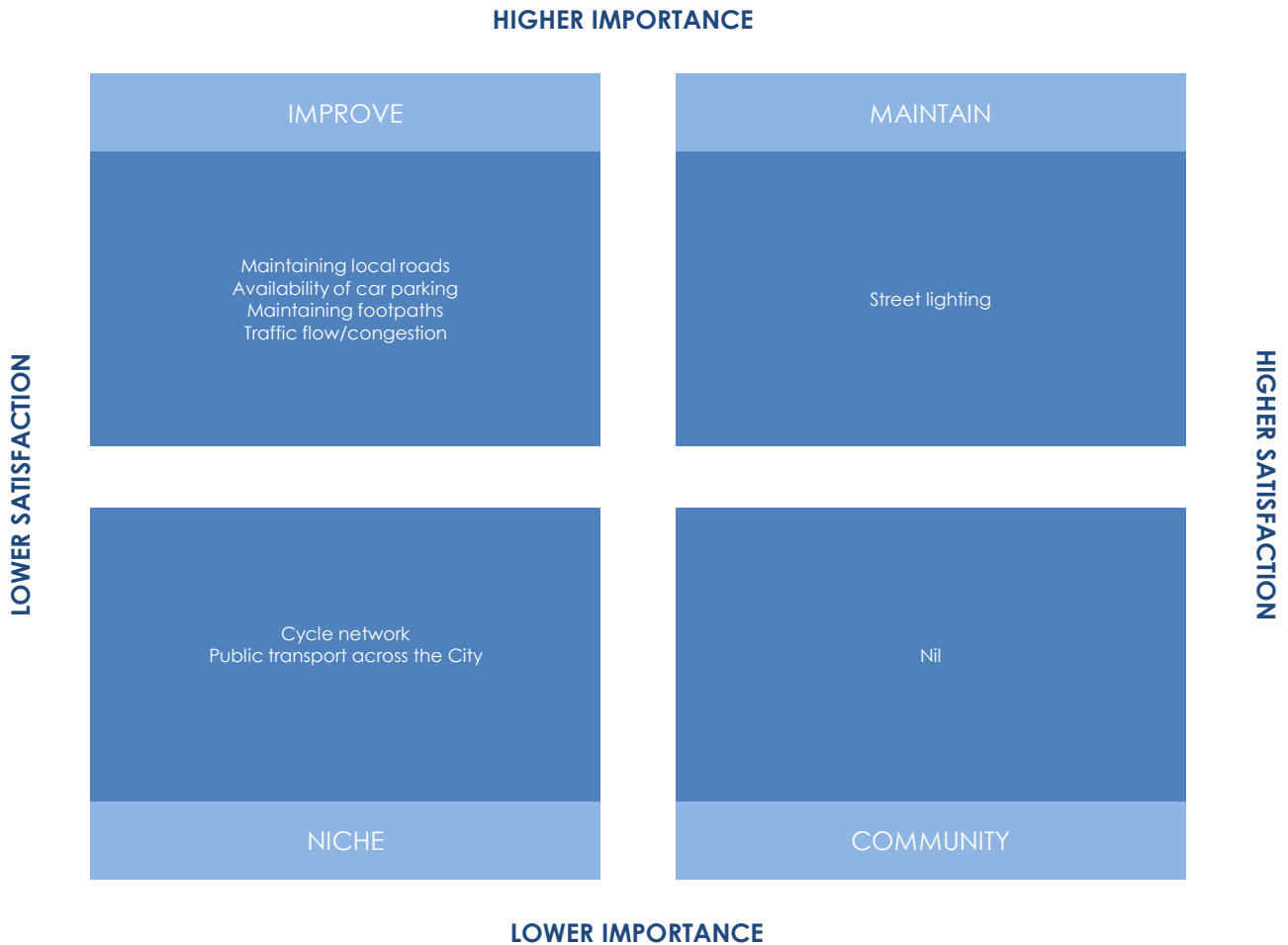
There were no significant differences by area.



# Importance of, and Satisfaction with, Council Services and Facilities

## Our Places and Spaces

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Wagga Wagga City Council needs to improve resident satisfaction with:

- Maintaining local roads
- Availability of car parking
- Maintaining footpaths
- Traffic flow/congestion



# Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

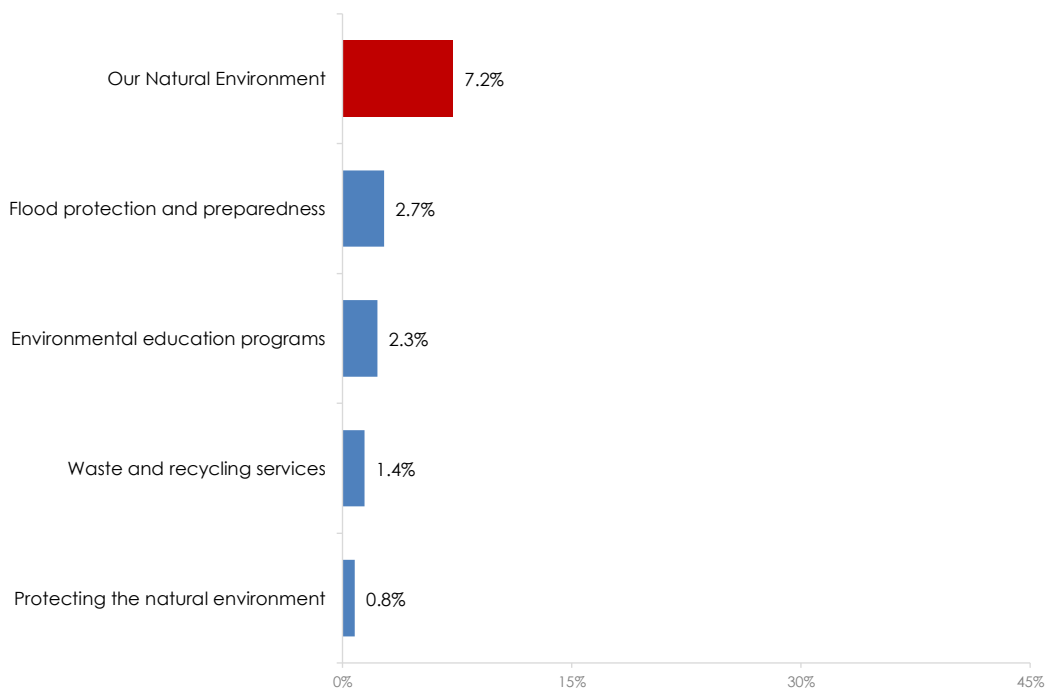
## Services and facilities explored included:

- Protecting the natural environment
- Waste and recycling services
- Environmental education programs
- Flood protection and preparedness

## Contribution to Overall Satisfaction with Council (Regression Data)

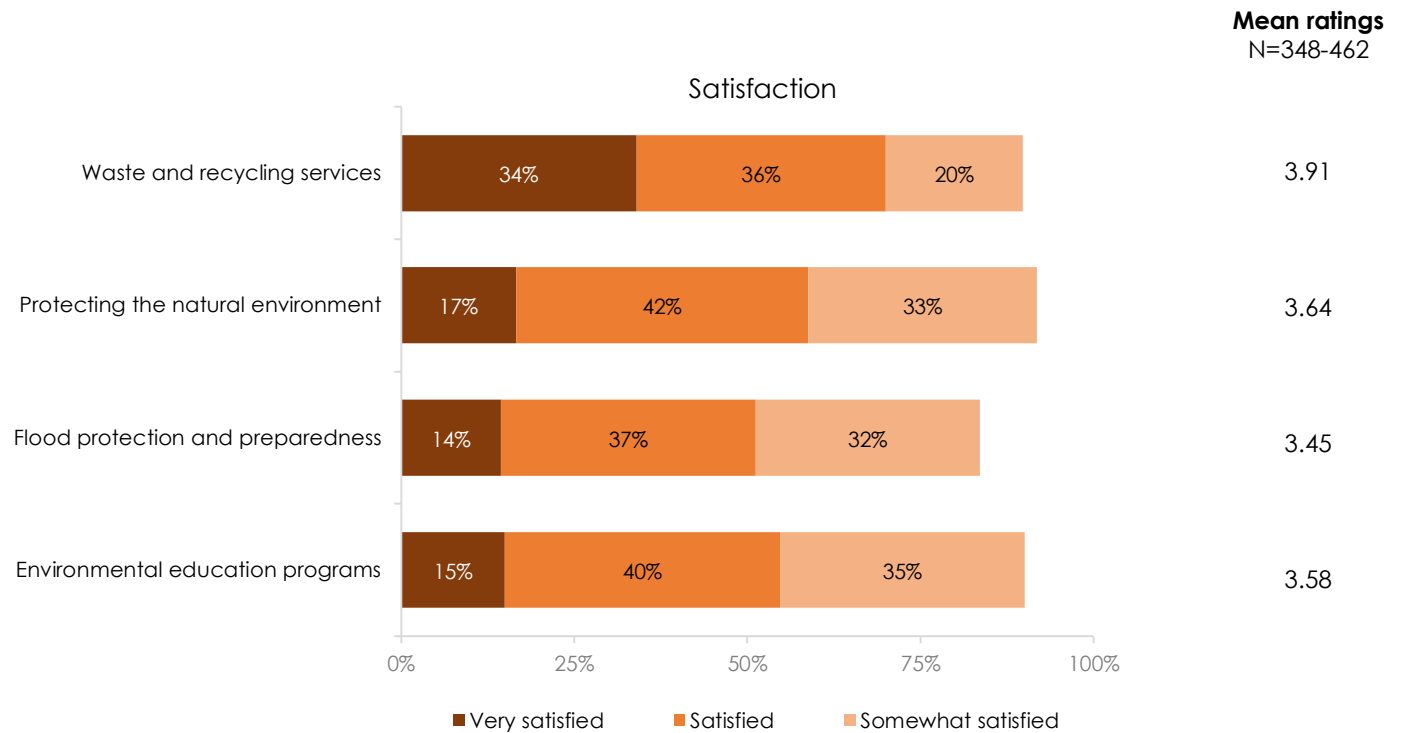
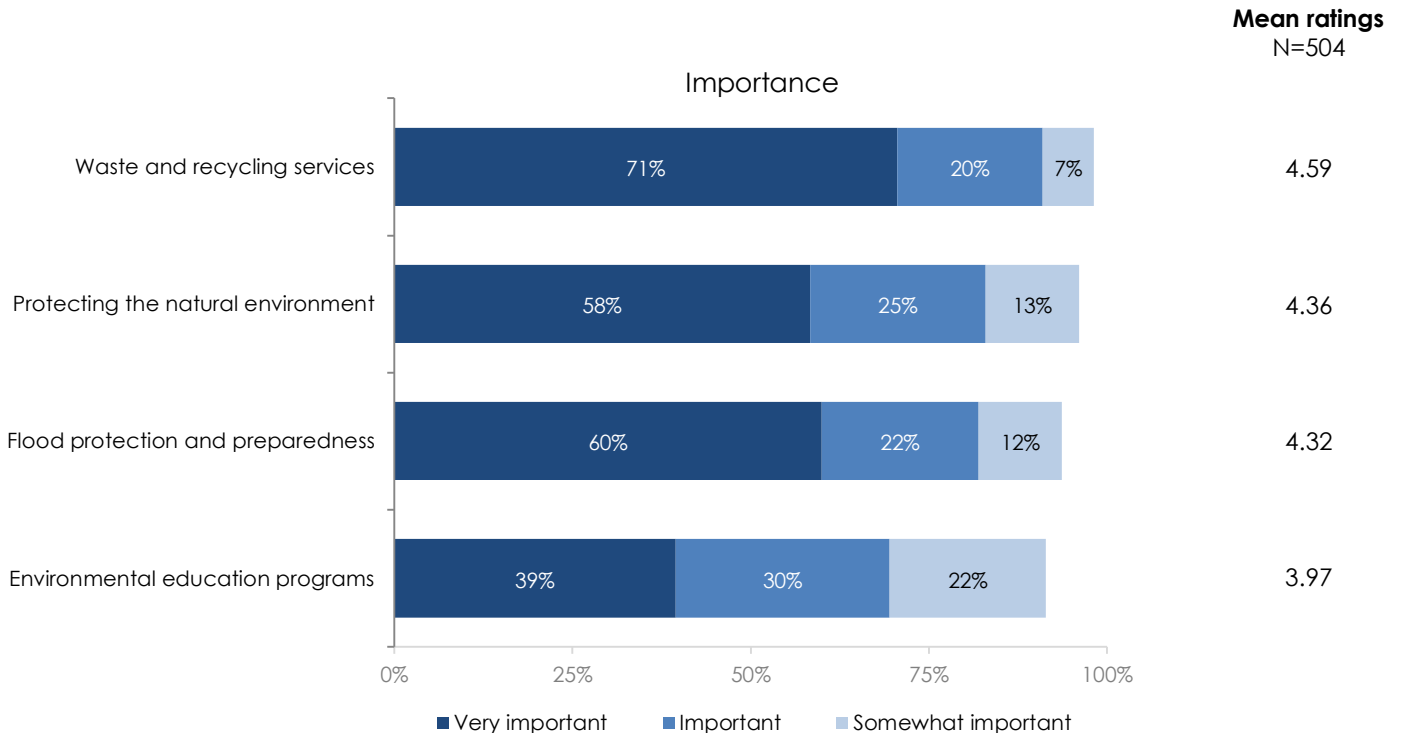
Council's performance in the areas below accounts for over 7% of overall satisfaction, based on the regression analysis.

## Our Natural Environment – Contributes To Over 7% of Overall Satisfaction with Council



# Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

# Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

	Performance Gap
Flood protection and preparedness	0.87
Protecting the natural environment	0.72
Waste and recycling services	0.68
Environmental education programs	0.39

## Overview of Rating Scores

### Importance – overall

Extremely high	Waste and recycling services
Very high	Protecting the natural environment
	Flood protection and preparedness
High	Environmental education programs

### Importance – by age

There were no significant differences between the age groups.

### Importance – by gender

There were no significant differences between the genders.

### Importance – by ratepayer status

There were no significant differences by ratepayer status.

### Importance – by area

There were no significant differences by area.

### Satisfaction – overall

High	Waste and recycling services
Moderately high	Protecting the natural environment
Moderate	Environmental education programs
	Flood protection and preparedness

### Satisfaction – by age

Those aged 70+ were significantly more satisfied with 'waste and recycling services'.

### Satisfaction – by gender

There were no significant differences between the genders.

### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

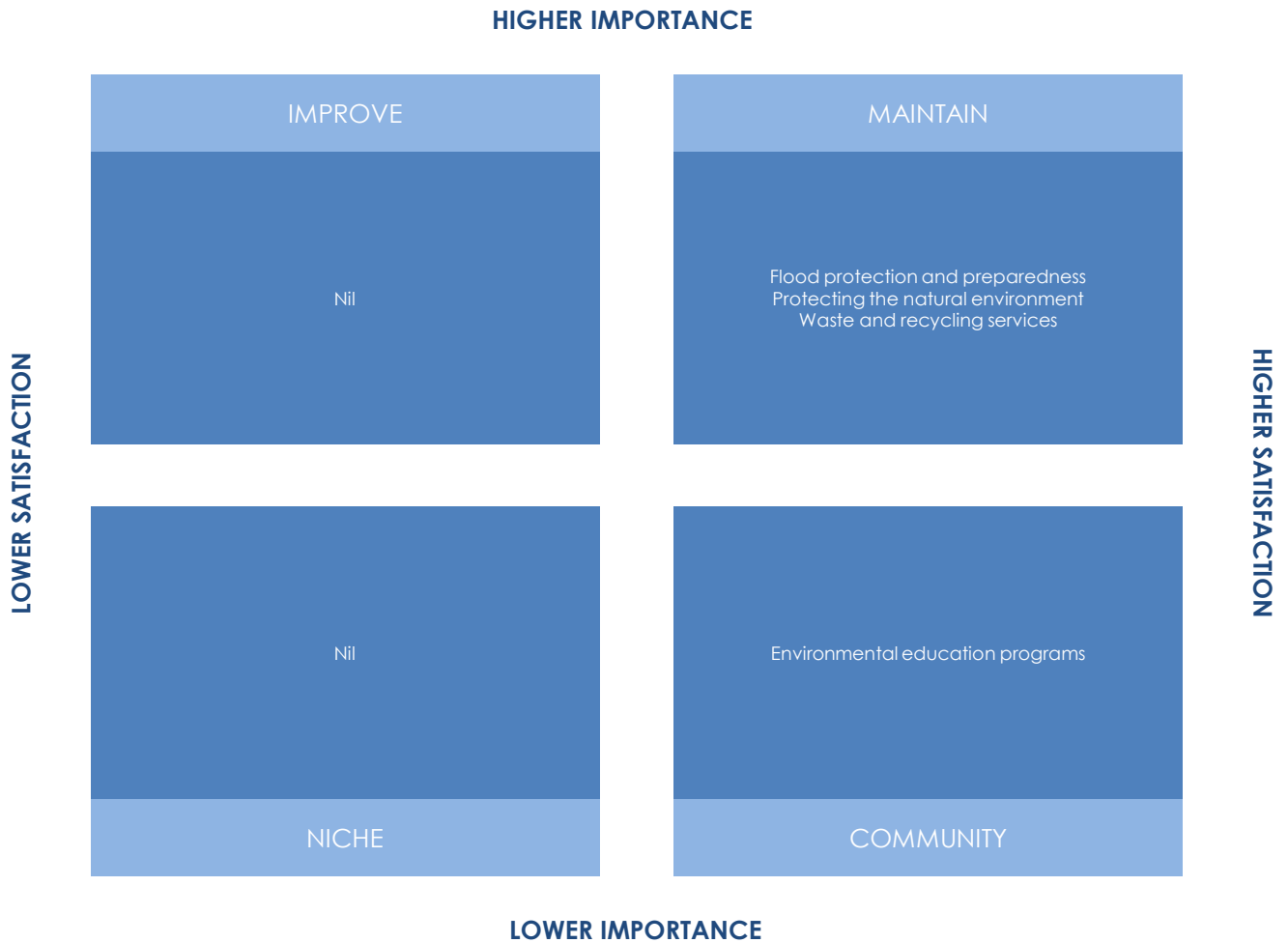
### Satisfaction – by area

There were no significant differences by area.



# Importance of, and Satisfaction with, Council Services and Facilities Our Natural Environment

## Quadrant Analysis



## Recommendations

Based on the stated outcomes analysis, Wagga Wagga City Council needs to maintain resident satisfaction with:

- Flood protection and preparedness
- Protecting the natural environment
- Waste and recycling services



# Importance of, and Satisfaction with, Council Services and Facilities

## Connected and Collaborative Community Leaders

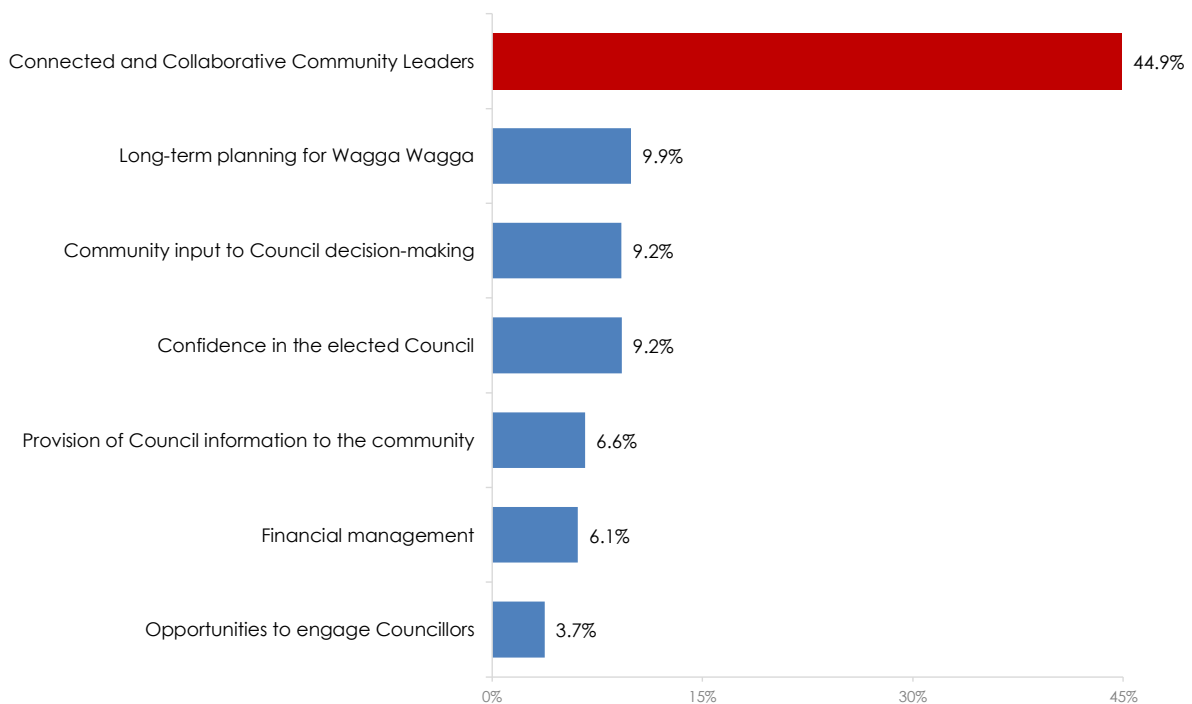
### Services and facilities explored included:

- Opportunities to engage with Councillors
- Confidence in the elected Council
- Community input to Council decision-making
- Provision of Council information to the community
- Long-term planning for Wagga Wagga
- Financial management

### Contribution to Overall Satisfaction with Council (Regression Data)

Council's performance in the areas below accounts for almost 45% of overall satisfaction, based on the regression analysis.

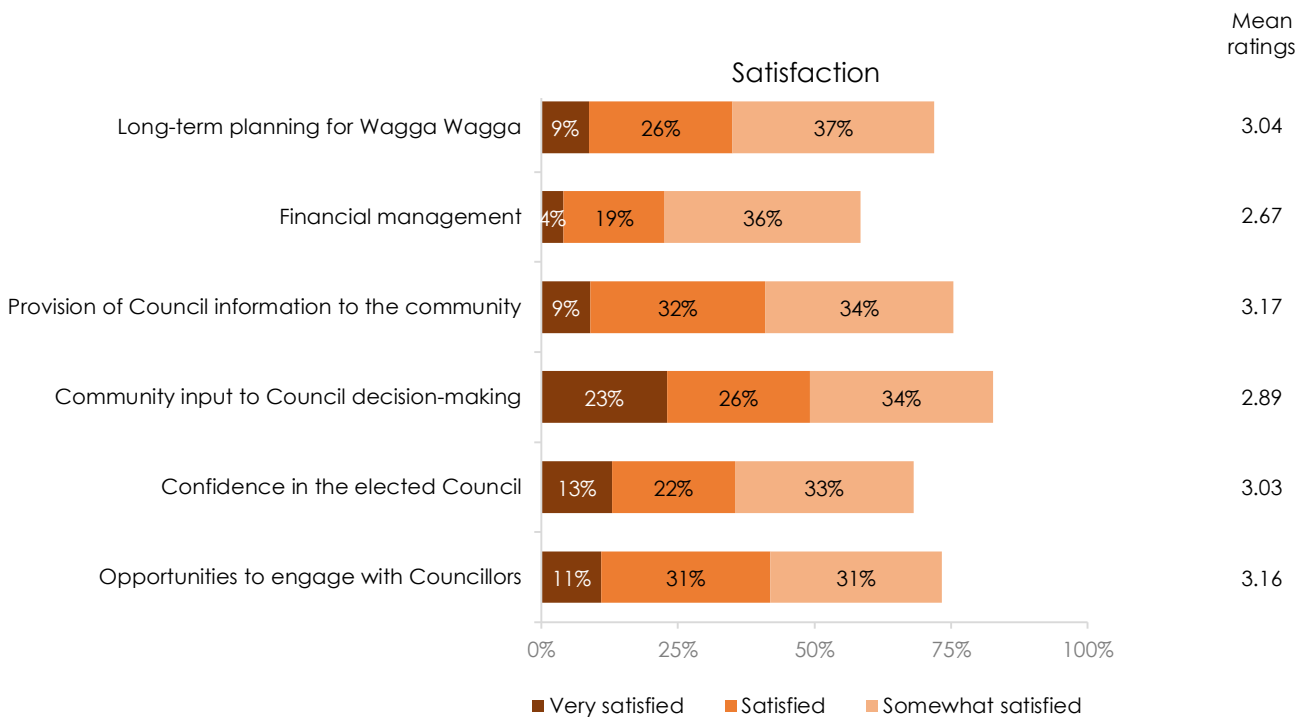
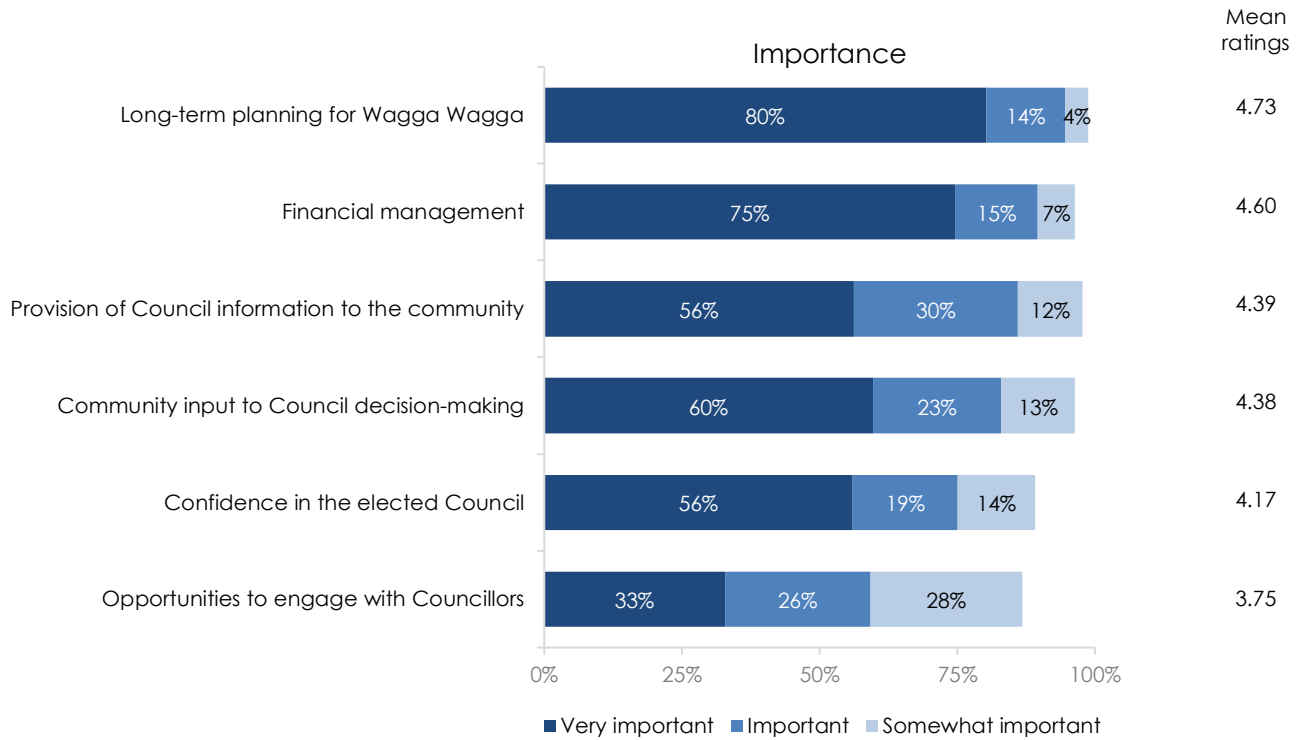
## Connected and Collaborative Leaders – Contributes to Almost 45% of Overall Satisfaction with Council





# Importance of, and Satisfaction with, Council Services and Facilities Connected and Collaborative Community Leaders

**Note:** The hierarchal sorting of each graph is relative to the criteria's importance mean ratings.



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

# Importance of, and Satisfaction with, Council Services and Facilities Connected and Collaborative Community Leaders

	Performance Gap
Financial management	1.93
Long-term planning for Wagga Wagga	1.69
Community input to Council decision-making	1.49
Provision of Council information to the community	1.22
Confidence in the elected Council	1.14
Opportunities to engage with Councillors	0.59

## Overview of Rating Scores

### Importance – overall

Extremely high	Long-term planning for Wagga Wagga Financial management
Very high	Provision of Council information to the community Community input to Council decision-making
High	Confidence in the elected Council
Moderately high	Opportunities to engage with Councillors

### Importance – by age

There were no significant differences between the age groups.

### Importance – by gender

There were no significant differences between the genders.

### Importance – by ratepayer status

There were no significant differences by ratepayer status.

### Importance – by area

Those living in a village considered 'opportunities to engage with Councillors' of significantly higher importance.



# Importance of, and Satisfaction with, Council Services and Facilities

## Connected and Collaborative Community Leaders

### Satisfaction – overall

Moderate	Opportunities to engage with Councillors Provision of Council information to the community Long-term planning for Wagga Wagga Confidence in the elected Council
Moderately low	Community input to Council decision-making Financial management

### Satisfaction – by age

Residents aged 70+ were significantly more satisfied with 'opportunities to engage with Councillors' and 'provision of Council information to the community'.

Those aged 50-59 were significantly less satisfied with 'long-term planning for the Shire', whilst those aged 50-69 were significantly less satisfied with 'financial management'.

### Satisfaction – by gender

There were no significant differences between the genders.

### Satisfaction – by ratepayer status

There were no significant differences by ratepayer status.

### Satisfaction – by area

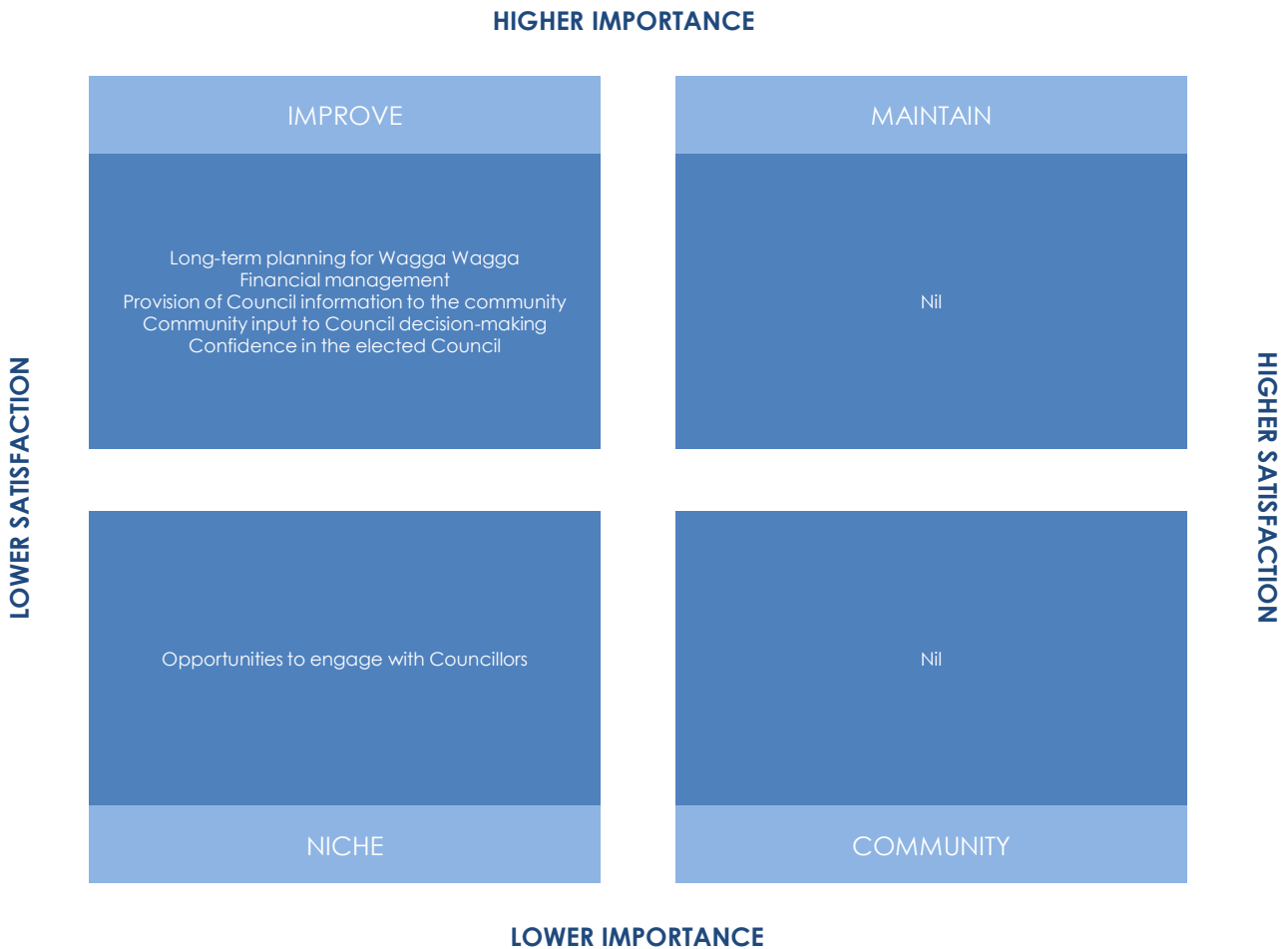
There were no significant differences by area.



# Importance of, and Satisfaction with, Council Services and Facilities

## Connected and Collaborative Community Leaders

### Quadrant Analysis



### Recommendations

Based on the stated outcomes analysis, Wagga Wagga City Council needs to improve resident satisfaction with:

- Long-term planning for Wagga Wagga
- Financial management
- Provision of Council information to the community
- Community input to Council decision-making
- Confidence in the elected Council



# Overall Satisfaction with Council

## Summary

80% of residents were 'somewhat satisfied' to 'very satisfied' with Council's overall performance in the last 12 months. This result is similar to all of the NSW LGA Brand scores.

Demographically there were no significant differences.

Q5. 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?

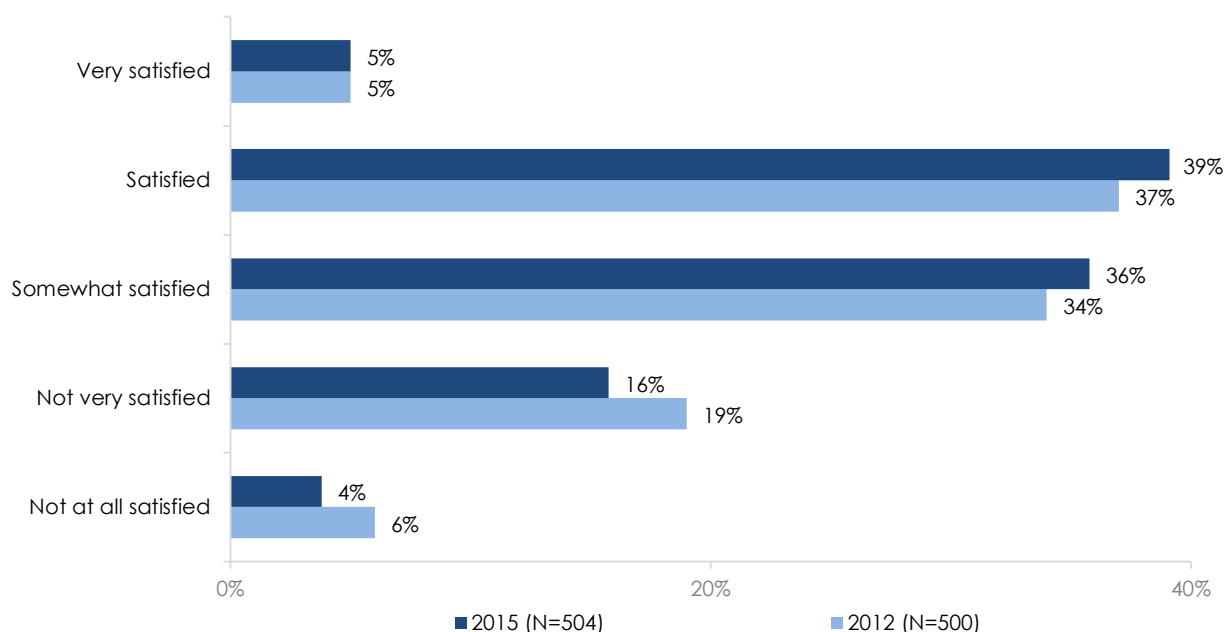
	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.58	3.25	3.20	3.08	3.15	3.37	3.13	3.40

	Overall	Town	Village	Ratepayer	Non ratepayer
Mean ratings	3.27	3.30	3.03	3.21	3.54

<b>NSW LGA BRAND SCORES</b>	Metro	All of NSW	Wagga Wagga City Council 2015	Wagga Wagga City Council 2012*
Mean ratings	3.45	3.31	3.27▲	3.15

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

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



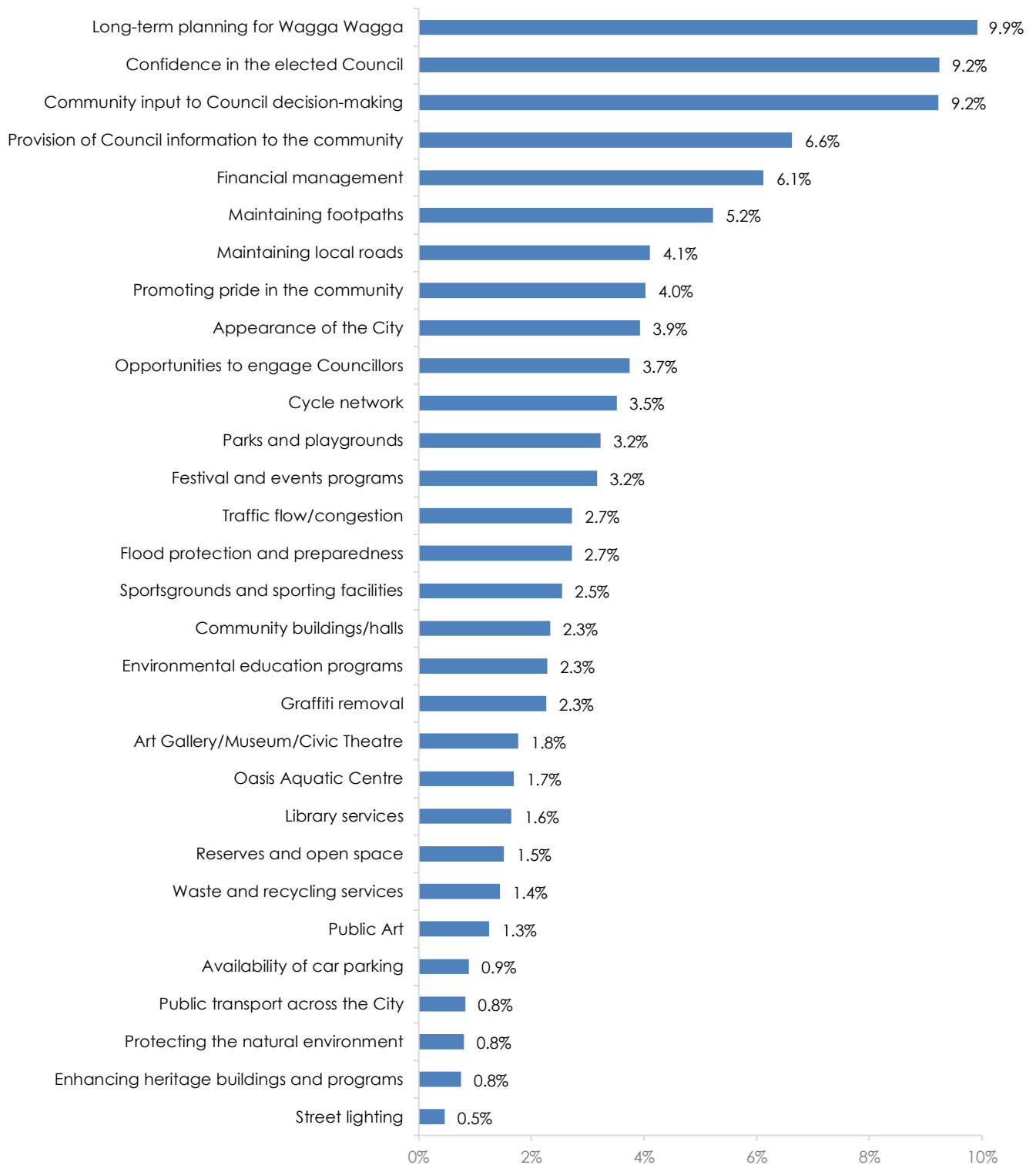
\*Note: IRIS 2012 Community Survey



# Improving Satisfaction with Council's Performance

## Overview

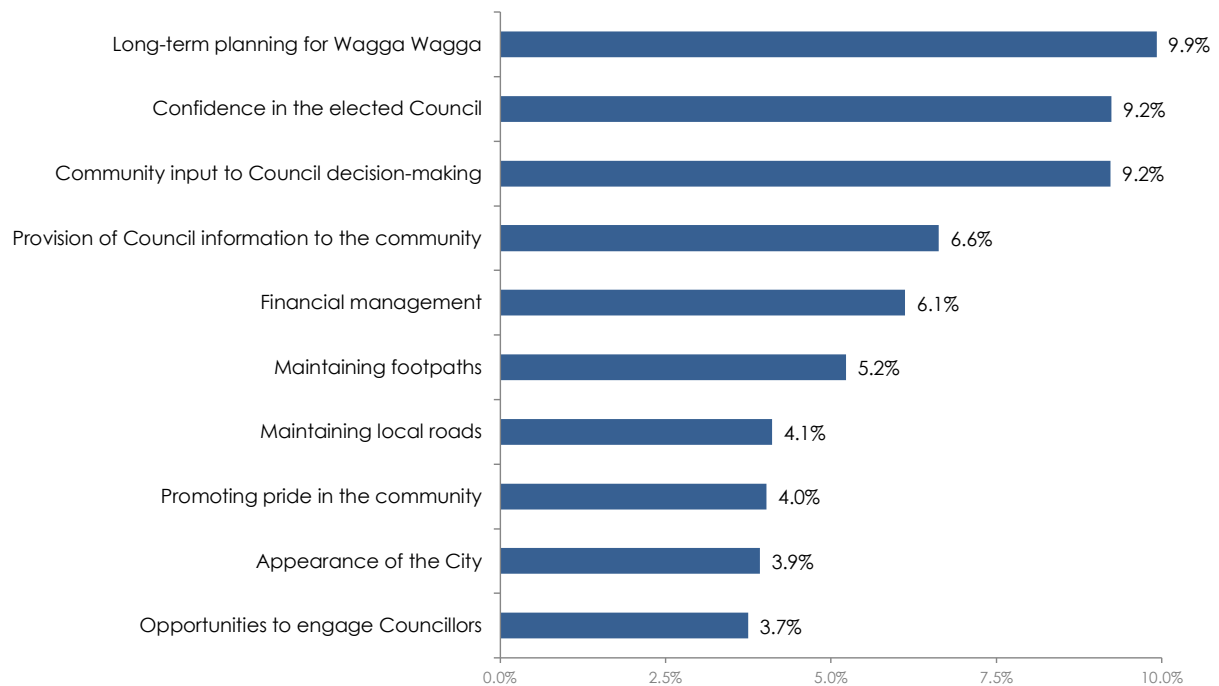
Using regression analysis, we identified the variables that have the greatest influence on driving positive overall satisfaction with Council.



# Importance of, and Satisfaction with, Council Services and Facilities

These 10 services/facilities are the key community priorities and by addressing these, Wagga Wagga City Council will improve community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. For example, in the chart below 'long-term planning for Wagga Wagga' contributes 9.9% towards overall satisfaction.

## These Top 10 Indicators Contribute to Over 60% of Overall Satisfaction with Council



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

Based on the regression analysis, Council performance in the areas listed above accounts for over 60% of overall satisfaction.

### Outcome

If Wagga Wagga City Council can address these core drivers, they will be able to improve residents' overall satisfaction with their performance.



# **Section B**

## **Contact with Council**



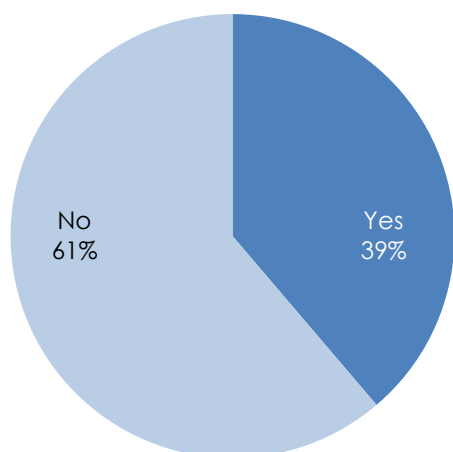
# Contact with Council

## Summary

39% of residents had contacted Council in the last 12 months, with the majority using the 'telephone' as their contact method (62%, 23% of the total sample).

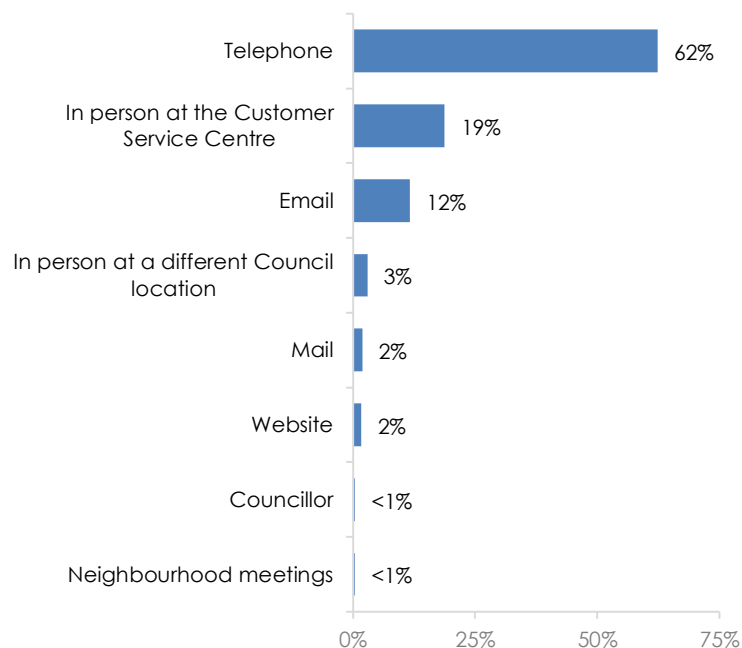
Those aged 18-24, and non-ratepayers, were significantly less likely to have contacted Council.

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



Base: N=504

Q1b. When you last made contact with Council staff was it by:



Base: N=195

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Contact	8%	56%	46%	44%	43%	33%	36%	41%

	Overall	Town	Village	Ratepayer	Non ratepayer
Contact	39%	39%	40%	43%▲	21%

▲▼ = significantly higher/lower (by group)

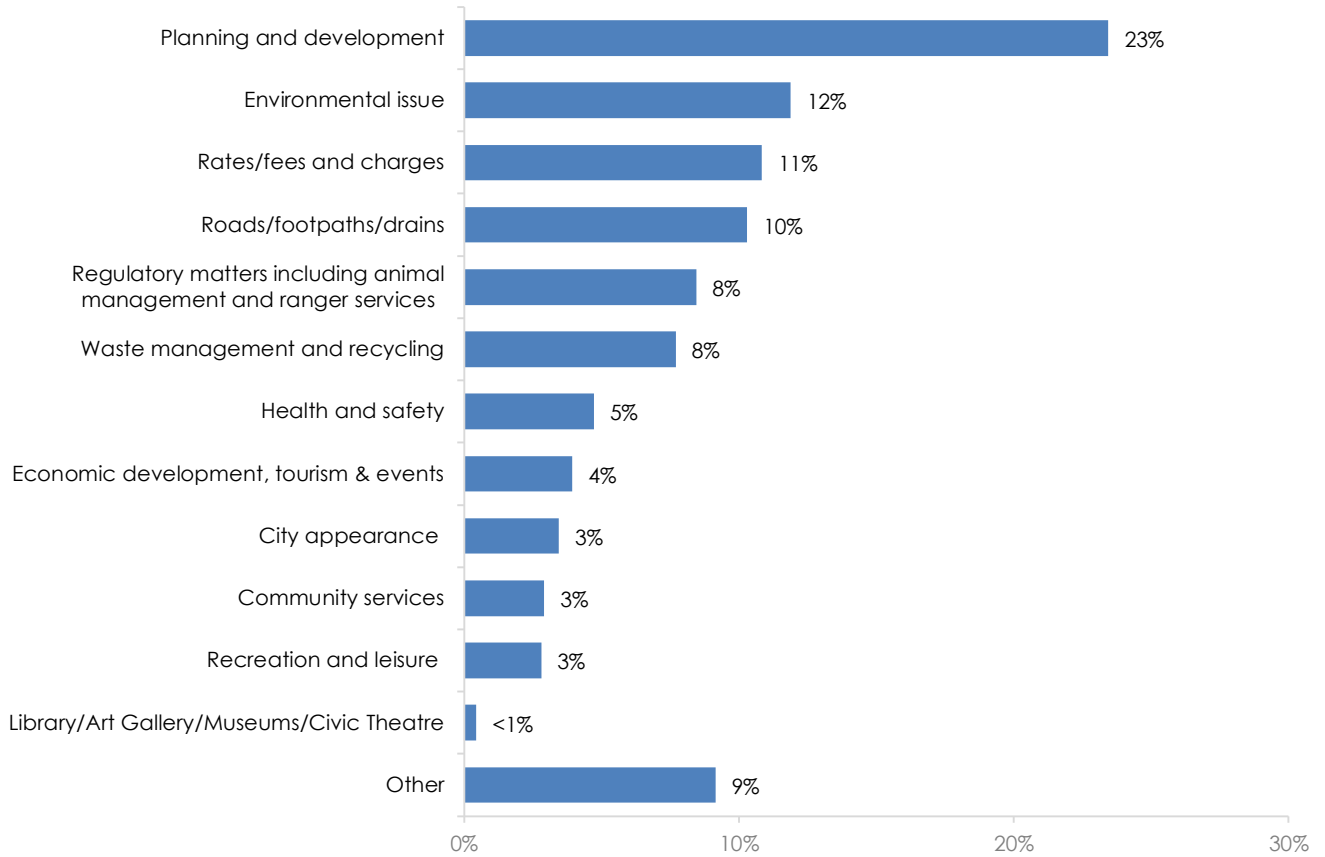


# Reasons for Contacting Council

## Summary

The main reason for having contacted Council is for matters regarding 'planning and development'.

Q1c. Which of the following best describes the nature of your enquiry?



Base: N=195

# Satisfaction with Council Contact

## Summary

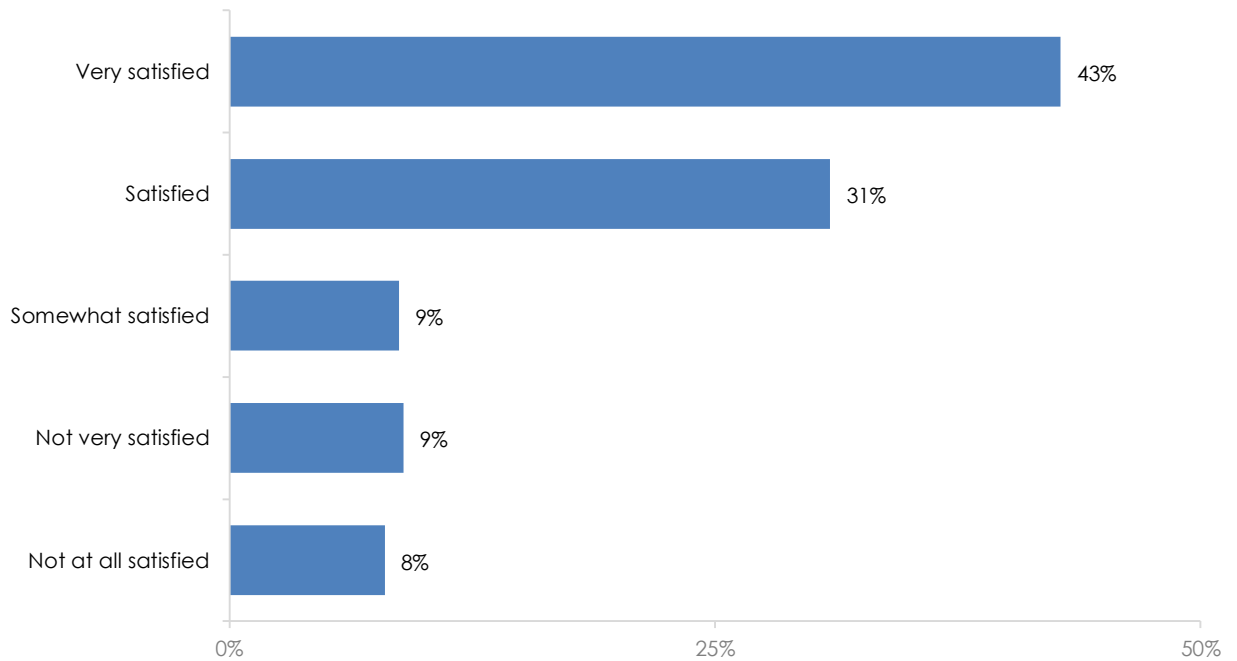
Residents expressed a high level of satisfaction, with 83% stating they were 'somewhat satisfied' to 'very satisfied'. This was statistically similar across the demographics.

Q1d. Overall, how satisfied were you with the way your contact was handled?

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.50	3.86	4.13	3.69	3.93	3.84	3.72	4.06

	Overall	Town	Village	Ratepayer	Non ratepayer
Mean ratings	3.90	3.94	3.62	3.85	4.40

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



Base: N=195



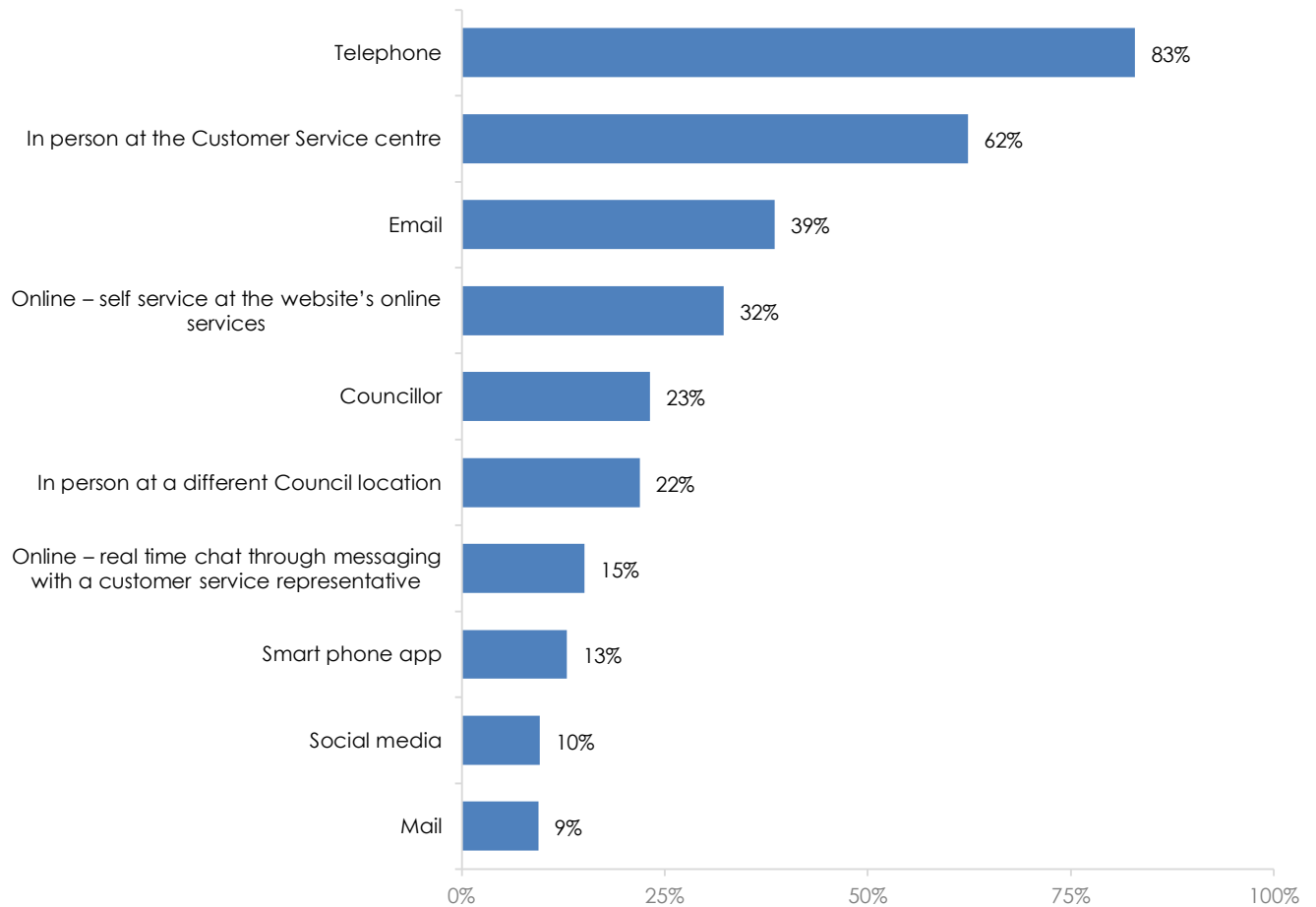
# Future Methods of Contacting Council

## Summary

If residents were required to contact Council in the future, they would prefer to use the 'telephone' or to visit 'in person at the Customer Service centre'.

Those aged 18-24 were significantly more likely to contact Council with a 'Smart phone app', whilst those aged 70+ were significantly more likely to use 'mail'. This older age group was significantly less likely to use 'email' or 'online – self service at the website's online services'.

Q1e. *If required, how would you most likely contact Council in the future?*



Base: N=504



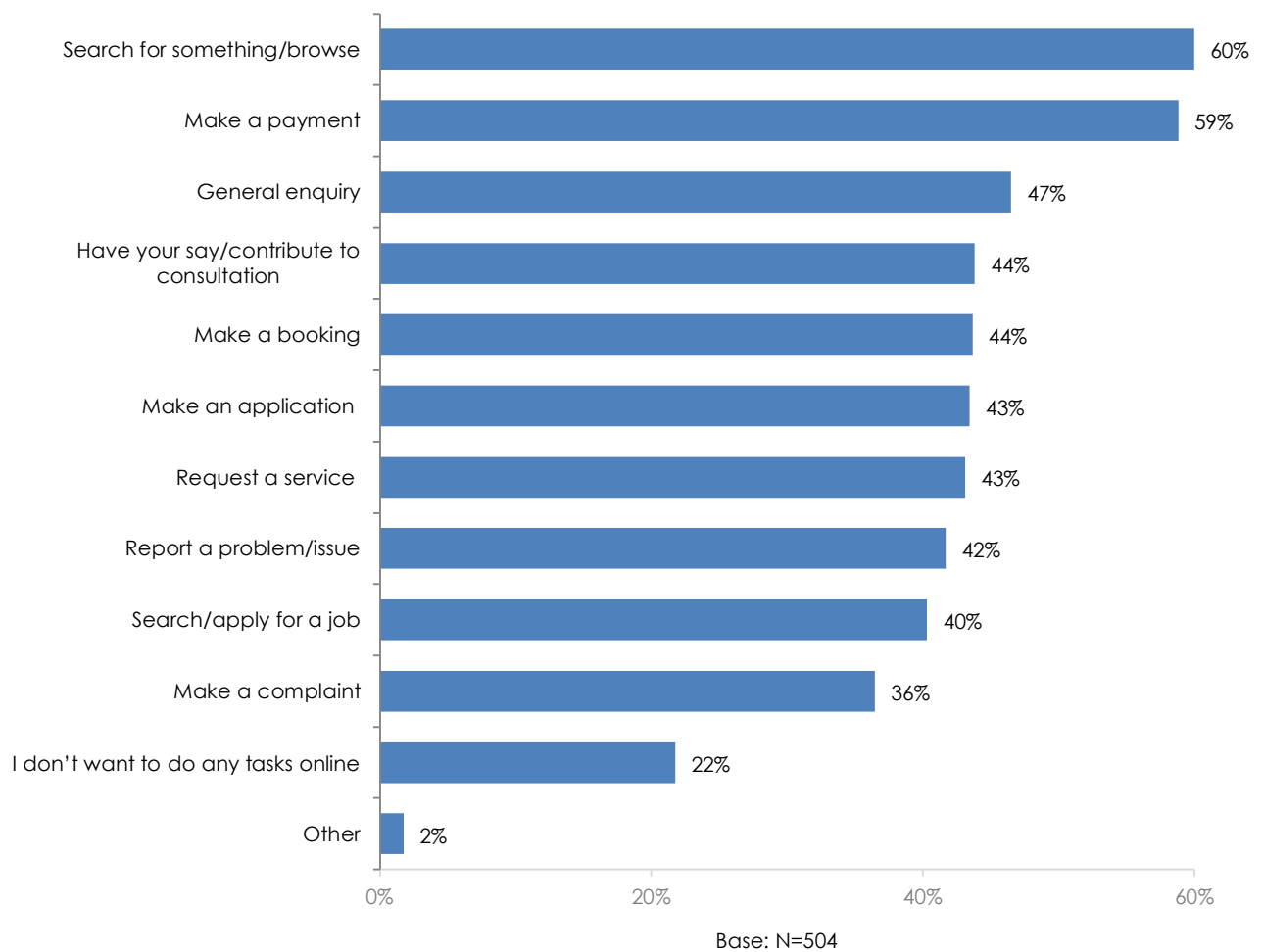
# Tasks Residents Would Like Access to Online

## Summary

The most requested tasks were for 'search for something/browse' and 'make a payment'.

Residents aged 18-24 were significantly more likely to want access to 'general enquiries' or to 'make a complaint', while those aged 35-49 were more likely to have requested 'search for something/browse', 'make a payment', or 'search/apply for a job'. Those aged 60+ were significantly more likely to not want to access any tasks online.

Q1f. Which council-related tasks do you need/want to do online?





# Section C

## Communication

# Satisfaction with Council's Communication

## Summary

Residents were satisfied with the level of communication Council provides the community, with 87% stating they were 'somewhat satisfied' to 'very satisfied'.

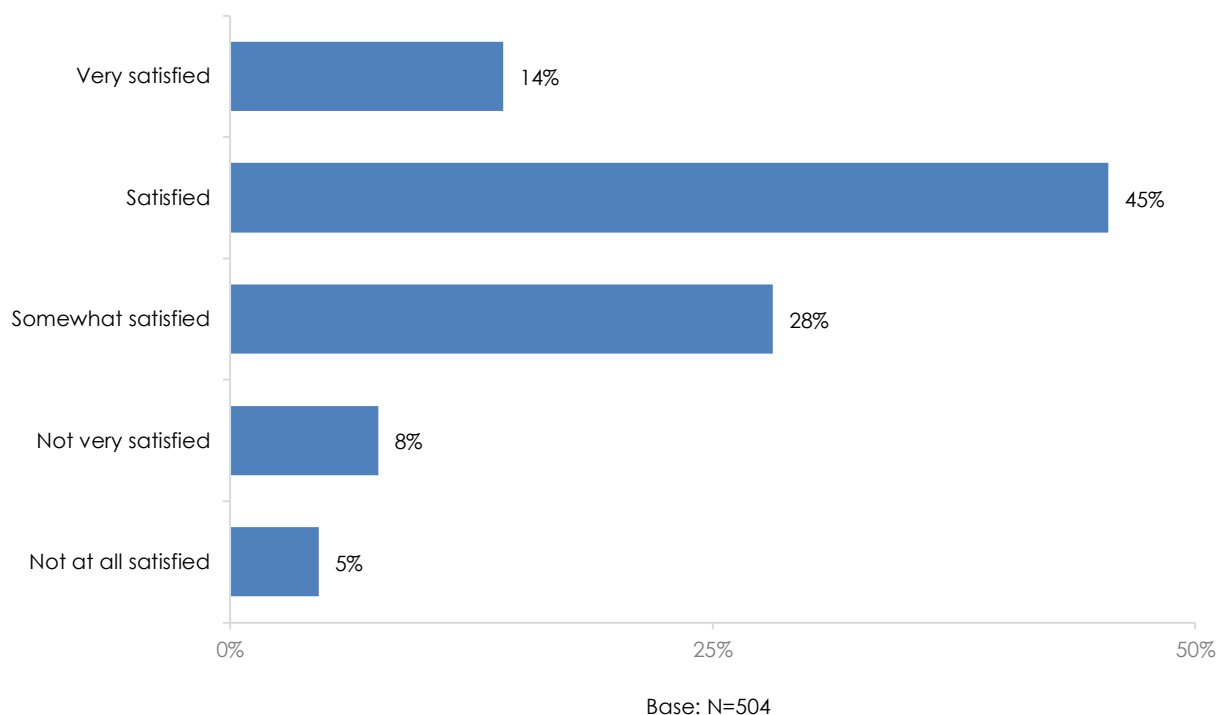
Those living in towns were significantly more satisfied with Council's communication.

Q2. How satisfied are you with the level of communication Council currently provides the community?

	18-24	25-34	35-49	50-59	60-69	70+	Male	Female
Mean ratings	3.78	3.71	3.53	3.41	3.37	3.56	3.51	3.63

	Overall	Town	Village	Ratepayer	Non ratepayer
Mean ratings	3.57	3.63▲	3.14	3.54	3.69

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



# Method of Receiving Information from Council

## Summary

'Word-of-mouth', 'letterbox drop', and 'rates notice' were the predominant means of receiving information from Council.

Residents aged 18-24 were significantly more likely to have received their information from the 'website/Internet', but significantly less likely from a 'rates notice'.

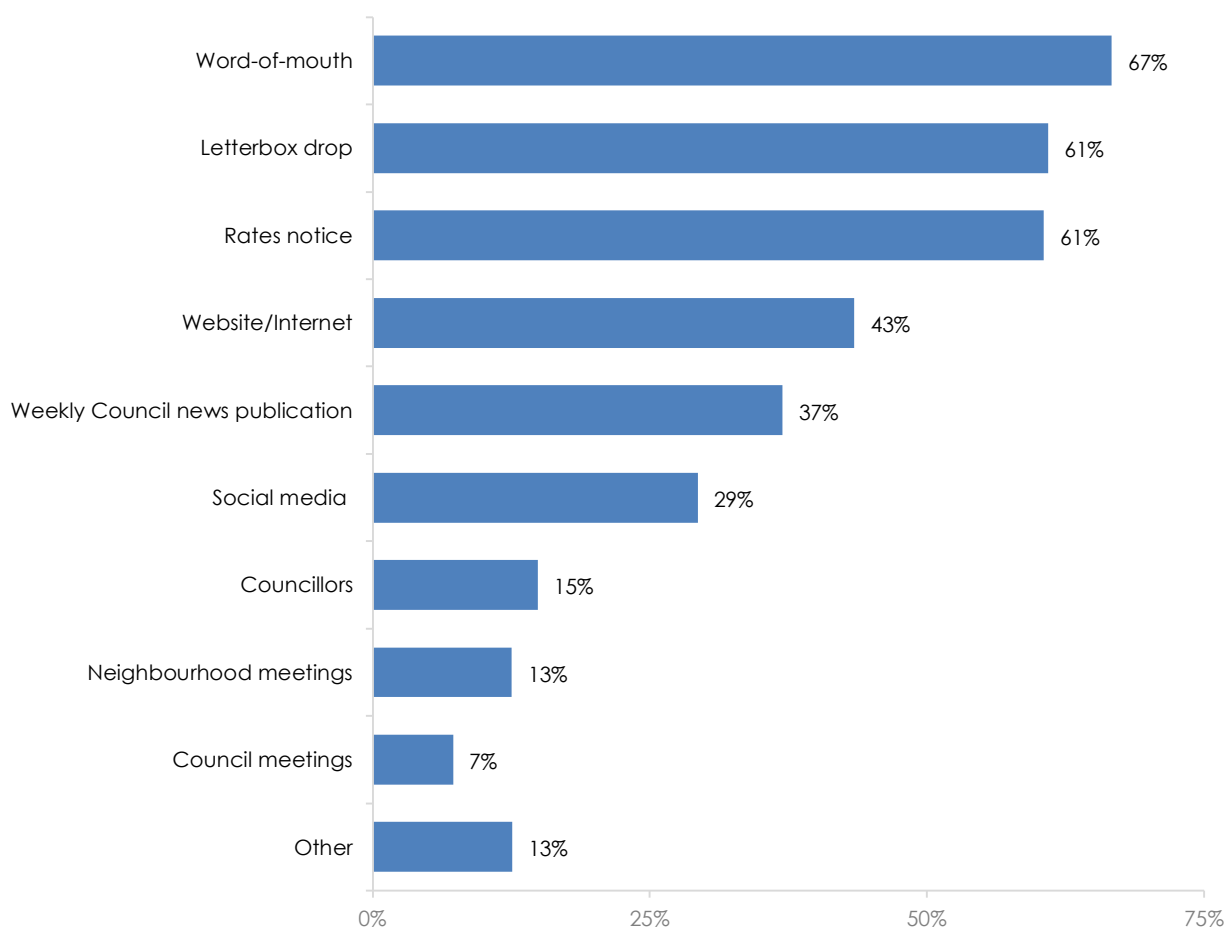
Those aged 25-34 were significantly more likely to have received their information from 'social media', whilst those aged 60-69 were more likely to receive information from a 'rates notice', and those aged 60+ from a 'weekly Council news publication', but less likely to attain information from 'social media'.

Females were significantly more likely to have received their information from a 'letterbox drop', 'social media', and 'neighbourhood meetings'.

Those living in a town were significantly more likely to have received their information from the 'website/Internet', whilst those living in a village received more information from 'neighbourhood meetings'.

Ratepayers were more likely to have received information from a 'rates notice' and 'Council meetings'.

Q3. Through which of the following means do you receive information about Council?



Base: N=504







# **Section D**

## **The Local Area**

# The Local Area

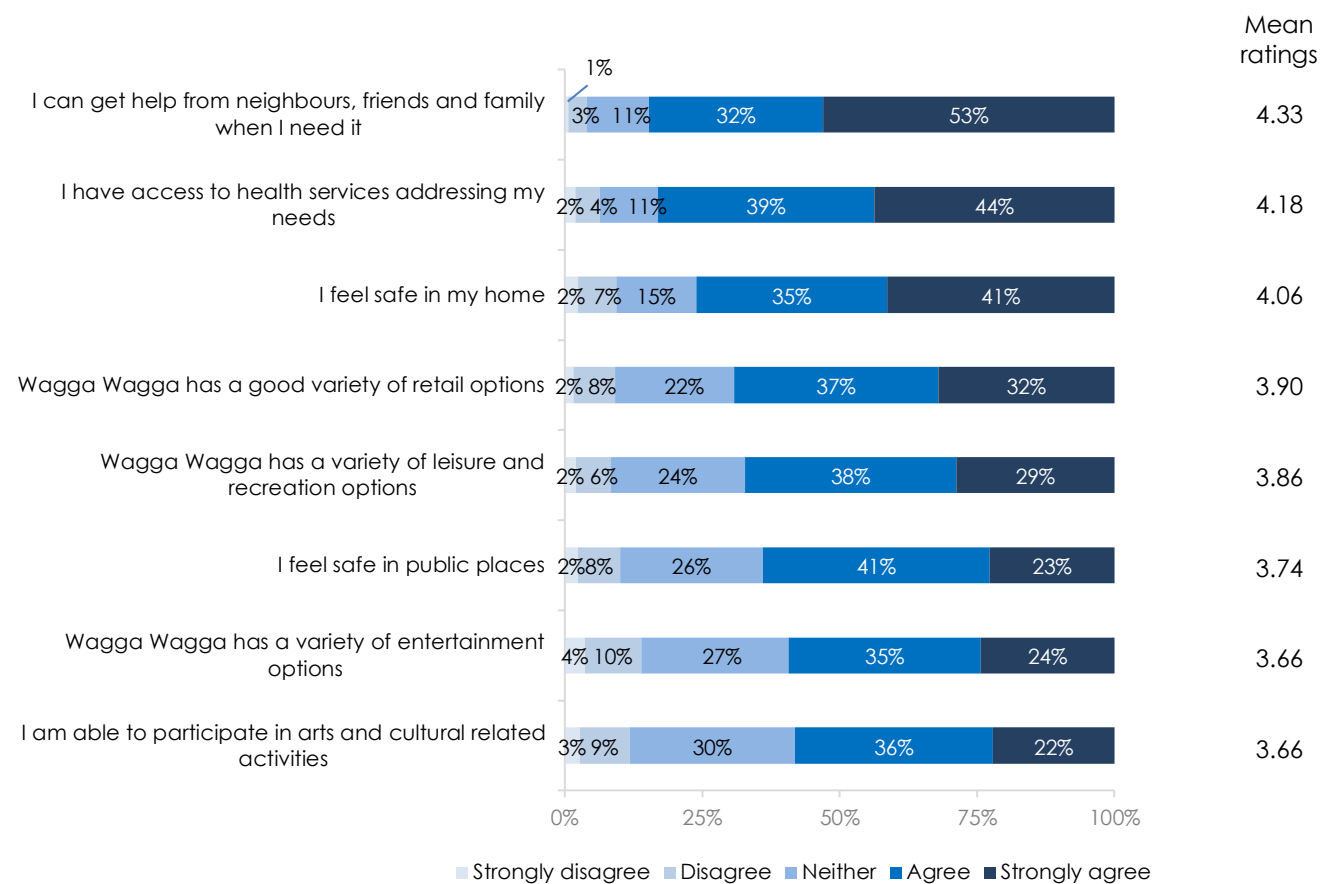
## Summary

Residents are positively disposed towards the local area and their community. There were positive levels of agreement with these prompted statements.

The help, health and home safety indicators had the highest levels of agreement.

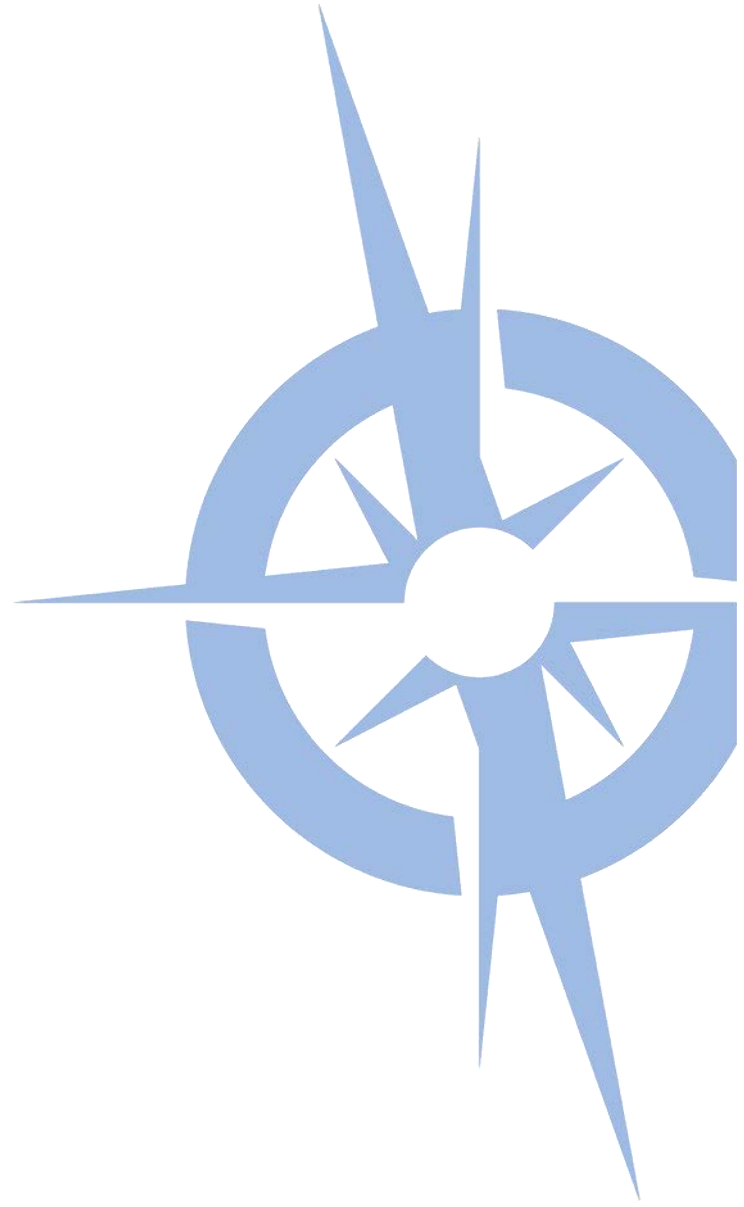
Residents aged 70+ were significantly more likely to agree that 'I have access to health services addressing my needs', 'Wagga Wagga has a good variety of retail options', and 'Wagga Wagga has a variety of entertainment options'.

Q6. How would you rate your level of agreement with the following statements?



Base: N=504

Note: 4 respondents felt unable to rate 'I have access to health services addressing my needs'.



# Section E

## Demographics



# Demographics

D1. Please stop me when I read out your age group.

	%
18-24	17%
25-34	17%
35-49	25%
50-59	17%
60-69	12%
70 +	13%

D2. Which country were you born in?

	%
Australia	93%
Other	7%

D3. Which of the following best describes the house where you are currently living?

	%
I/We own/are currently buying this property	82%
I/We currently rent this property	18%

D4. Which of the following best describes your status?

	%
Married/de facto with children	42%
Married/de facto with no children	18%
Living at home with parents	16%
Single with no children	10%
Single parent with children	7%
Extended family household	4%
Group household	3%

D5. How long have you lived in the Wagga Wagga Local Government Area?

	%
Less than 2 years	2%
2 – 5 years	8%
6 – 10 years	9%
11 – 20 years	23%
More than 20 years	58%



# Demographics

D6. Gender.

Suburb	Count	Suburb	Count	Suburb	Count
Koorinal	72	Estella	16	Glenfield Park	3
Lake Albert	56	Tarcutta	16	Humula	3
Wagga Wagga	56	Forest Hill	12	Oura	3
Ashmont	31	Uranquinty	11	Ladysmith	2
Turvey Park	30	San Isidore	8	Boorooma	1
Glenfield	29	Mangoplah	6	Brumslea Park	1
Tatton	29	Lloyd	5	Currawarna	1
Tolland	26	Borambola	4	Flowerdale	1
Mount Austin	25	Gumly Gumly	4	Galore	1
Bourkelands	24	North Wagga	4	Kapooka	1
Springvale	18	Collingullie	3	Rowan	1

D6. Gender.

	%
Male	48%
Female	52%





# **Appendix A – Data and Correlation Tables**

# Importance/Satisfaction

## Proud Place, Great Lifestyle

Importance	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Parks and playgrounds	4.54	4.47	4.65	4.66	4.45	4.40	4.51
Appearance of the City	4.35	4.31	4.33	4.33	4.32	4.28	4.54
Sportsgrounds and sporting facilities	4.32	4.35	4.23	4.52	4.27	4.16	4.23
Reserves and open space	4.20	4.44	3.98	4.29	4.14	4.18	4.08
Graffiti removal	4.15	4.00	4.01	4.24	4.25	4.29	4.14
Festival and events programs	4.14	4.35	4.10	4.25	4.05	3.97	3.99
Library services	4.07	4.15	4.25	4.05	3.96	3.95	4.03
Community buildings/halls	4.01	4.09	3.92	3.99	3.94	4.10	4.10
Promoting pride in the community	3.94	3.81	3.87	4.04	4.00	3.80	4.10
Art Gallery/Museum/Civic Theatre	3.85	3.82	3.84	3.85	3.70	3.87	4.04
Enhancing heritage buildings and programs	3.79	4.10	3.41	3.70	3.74	3.74	4.16▲
Oasis Aquatic Centre	3.68	3.58	3.81	3.72	3.46	3.61	3.91
Public Art	3.28	3.28	3.48	3.15	3.20	3.36	3.32

Importance	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Parks and playgrounds	4.54	4.49	4.59	4.59	4.17	4.53	4.60
Appearance of the City	4.35	4.29	4.41	4.38	4.13	4.33	4.44
Sportsgrounds and sporting facilities	4.32	4.24	4.40	4.35	4.13	4.33	4.31
Reserves and open space	4.20	4.23	4.17	4.22	4.06	4.16	4.36
Graffiti removal	4.15	4.14	4.17	4.17	4.06	4.17	4.07
Festival and events programs	4.14	3.96	4.31▲	4.17	3.94	4.10	4.35
Library services	4.07	3.84	4.29▲	4.12	3.71	3.98	4.49▲
Community buildings/halls	4.01	3.86	4.15	3.98	4.29	4.00	4.09
Promoting pride in the community	3.94	3.78	4.10▲	4.00	3.54	3.91	4.08
Art Gallery/Museum/Civic Theatre	3.85	3.63	4.05▲	3.89	3.50	3.79	4.11
Enhancing heritage buildings and programs	3.79	3.70	3.87	3.77	3.92	3.74	3.99
Oasis Aquatic Centre	3.68	3.44	3.90▲	3.78▲	2.95	3.60	4.05
Public Art	3.28	3.01	3.54▲	3.33	2.94	3.18	3.72

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

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



# Importance/Satisfaction

## Proud Place, Great Lifestyle

Satisfaction	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Parks and playgrounds	3.76	3.42	3.64	3.66	3.95	3.96	4.18▲
Appearance of the City	3.46	3.32	3.45	3.39	3.51	3.44	3.75
Sportsgrounds and sporting facilities	3.79	3.64	3.81	3.67	3.75	3.89	4.19▲
Reserves and open space	3.52	3.33	3.55	3.55	3.46	3.44	3.85
Graffiti removal	3.28	3.58	3.04	3.39	3.30	3.04	3.22
Festival and events programs	3.97	4.03	3.88	4.06	3.80	3.80	4.17
Library services	4.44	4.38	4.56	4.45	4.25	4.43	4.54
Community buildings/halls	3.66	3.89	3.46	3.51	3.65	3.63	3.93
Promoting pride in the community	3.49	3.36	3.57	3.36	3.58	3.43	3.74
Art Gallery/Museum/Civic Theatre	4.21	3.97	4.21	4.28	4.20	4.16	4.48▲
Enhancing heritage buildings and programs	3.72	3.78	3.93	3.75	3.63	3.44	3.74
Oasis Aquatic Centre	3.54	3.82	3.16	3.49	3.18	3.64	4.19▲
Public Art	3.92	3.62	3.97	3.93	3.92	4.06	4.08

Satisfaction	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Parks and playgrounds	3.76	3.65	3.86	3.75	3.80	3.72	3.91
Appearance of the City	3.46	3.36	3.56	3.49	3.22	3.42	3.67
Sportsgrounds and sporting facilities	3.79	3.65	3.91	3.81	3.63	3.77	3.86
Reserves and open space	3.52	3.42	3.62	3.52	3.54	3.54	3.42
Graffiti removal	3.28	3.08	3.46	3.25	3.52	3.26	3.37
Festival and events programs	3.97	3.87	4.04	3.95	4.10	3.97	3.95
Library services	4.44	4.35	4.50	4.45	4.35	4.45	4.39
Community buildings/halls	3.66	3.58	3.73	3.65	3.74	3.64	3.73
Promoting pride in the community	3.49	3.40	3.55	3.53	3.18	3.40	3.91
Art Gallery/Museum/Civic Theatre	4.21	4.11	4.28	4.22	4.15	4.29	3.91
Enhancing heritage buildings and programs	3.72	3.69	3.74	3.73	3.62	3.66	3.96
Oasis Aquatic Centre	3.54	3.51	3.56	3.52	3.78	3.52	3.63
Public Art	3.92	3.77	4.02	3.91	4.03	3.93	3.90

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

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





# Importance/Satisfaction

## Proud Place, Great Lifestyle

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Parks and playgrounds	1%	3%	6%	23%	68%	504
Appearance of the City	1%	4%	11%	30%	55%	504
Sportsgrounds and sporting facilities	2%	6%	9%	25%	58%	504
Reserves and open space	2%	2%	16%	35%	45%	504
Graffiti removal	3%	5%	18%	23%	52%	504
Festival and events programs	2%	6%	14%	33%	45%	504
Library services	5%	8%	14%	22%	52%	504
Community buildings/halls	1%	5%	23%	33%	37%	504
Promoting pride in the community	2%	5%	25%	30%	37%	504
Art Gallery/Museum/Civic Theatre	6%	10%	16%	29%	39%	504
Enhancing heritage buildings and programs	4%	6%	29%	29%	32%	504
Oasis Aquatic Centre	11%	10%	17%	25%	37%	504
Public Art	12%	14%	31%	20%	23%	504

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Parks and playgrounds	3%	8%	22%	46%	22%	450
Appearance of the City	3%	13%	31%	39%	13%	432
Sportsgrounds and sporting facilities	3%	4%	28%	40%	25%	415
Reserves and open space	3%	8%	35%	41%	13%	394
Graffiti removal	5%	17%	38%	27%	14%	387
Festival and events programs	1%	5%	19%	46%	28%	382
Library services	0%	0%	8%	38%	53%	364
Community buildings/halls	2%	9%	26%	47%	16%	362
Promoting pride in the community	4%	9%	38%	33%	16%	355
Art Gallery/Museum/Civic Theatre	0%	0%	18%	42%	40%	341
Enhancing heritage buildings and programs	1%	5%	30%	48%	16%	321
Oasis Aquatic Centre	6%	16%	20%	35%	23%	310
Public Art	1%	5%	21%	46%	27%	229



# Importance/Satisfaction

## Our Places and Spaces

Importance	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Maintaining local roads	4.74	4.75	4.82	4.70	4.79	4.66	4.67
Maintaining footpaths	4.48	4.62	4.46	4.42	4.51	4.39	4.52
Availability of car parking	4.48	4.62	4.62	4.26	4.52	4.48	4.49
Traffic flow/congestion	4.40	4.43	4.22	4.40	4.49	4.43	4.45
Street lighting	4.34	4.20	4.35	4.26	4.33	4.44	4.55
Public transport across the City	3.61	3.81	3.48	3.45	3.64	3.72	3.68
Cycle network	3.59	3.48	3.37	3.82	3.72	3.49	3.51

Importance	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Maintaining local roads	4.74	4.72	4.75	4.74	4.74	4.72	4.80
Maintaining footpaths	4.48	4.40	4.56	4.51	4.31	4.46	4.61
Availability of car parking	4.48	4.36	4.59	4.48	4.44	4.48	4.47
Traffic flow/congestion	4.40	4.36	4.44	4.41	4.34	4.38	4.49
Street lighting	4.34	4.24	4.43	4.33	4.39	4.32	4.40
Public transport across the City	3.61	3.60	3.62	3.56	3.95	3.58	3.71
Cycle network	3.59	3.51	3.67	3.67	2.99	3.56	3.74

Satisfaction	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Maintaining local roads	2.57	2.76	2.62	2.48	2.46	2.41	2.72
Maintaining footpaths	2.80	2.85	2.89	2.85	2.63	2.66	2.87
Availability of car parking	2.70	2.78	2.66	2.81	2.50	2.64	2.73
Traffic flow/congestion	3.27	3.55	3.34	3.16	3.03	3.06	3.59
Street lighting	3.56	3.47	3.80	3.54	3.34	3.54	3.70
Public transport across the City	3.25	3.09	3.47	3.35	2.87	3.32	3.46
Cycle network	3.16	3.49	3.17	2.81	3.06	3.25	3.66▲

Satisfaction	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Maintaining local roads	2.57	2.41	2.72	2.58	2.47	2.56	2.61
Maintaining footpaths	2.80	2.72	2.88	2.80	2.80	2.76	2.96
Availability of car parking	2.70	2.54	2.84	2.70	2.69	2.63	2.97
Traffic flow/congestion	3.27	3.04	3.49▲	3.30	3.10	3.18	3.66
Street lighting	3.56	3.47	3.64	3.61	3.26	3.56	3.58
Public transport across the City	3.25	3.10	3.40	3.23	3.41	3.29	3.11
Cycle network	3.16	2.94	3.35	3.15	3.24	3.13	3.28

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

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



# Importance/Satisfaction

## Our Places and Spaces

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Maintaining local roads	1%	2%	3%	11%	83%	504
Maintaining footpaths	1%	2%	7%	26%	63%	504
Availability of car parking	2%	3%	6%	22%	67%	504
Traffic flow/congestion	2%	1%	11%	29%	58%	504
Street lighting	1%	2%	14%	28%	55%	504
Public transport across the City	12%	12%	15%	25%	36%	504
Cycle network	12%	7%	22%	28%	31%	504

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Maintaining local roads	18%	27%	38%	12%	4%	472
Maintaining footpaths	14%	25%	35%	21%	6%	444
Availability of car parking	18%	28%	29%	17%	8%	442
Traffic flow/congestion	6%	16%	35%	29%	13%	442
Street lighting	5%	10%	27%	39%	19%	431
Public transport across the City	10%	17%	27%	30%	16%	297
Cycle network	10%	17%	30%	32%	11%	301



# Importance/Satisfaction

## Our Natural Environment

Importance	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Waste and recycling services	4.59	4.45	4.62	4.56	4.60	4.61	4.74
Protecting the natural environment	4.36	4.66	4.22	4.22	4.41	4.37	4.38
Flood protection and preparedness	4.32	4.48	4.30	4.22	4.24	4.33	4.45
Environmental education programs	3.97	4.30	3.94	3.77	3.92	3.98	4.05

Importance	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Waste and recycling services	4.59	4.53	4.64	4.63	4.25	4.58	4.62
Protecting the natural environment	4.36	4.24	4.48	4.39	4.19	4.30	4.63
Flood protection and preparedness	4.32	4.21	4.43	4.34	4.22	4.28	4.51
Environmental education programs	3.97	3.81	4.13	3.98	3.96	3.94	4.12

Satisfaction	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Waste and recycling services	3.91	3.87	3.86	3.79	3.80	3.99	4.29▲
Protecting the natural environment	3.64	3.72	3.73	3.66	3.51	3.47	3.73
Flood protection and preparedness	3.45	3.58	3.42	3.53	3.44	3.08	3.49
Environmental education programs	3.58	3.66	3.83	3.49	3.41	3.40	3.67

Satisfaction	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Waste and recycling services	3.91	3.92	3.90	3.94	3.60	3.90	3.93
Protecting the natural environment	3.64	3.63	3.66	3.64	3.68	3.64	3.67
Flood protection and preparedness	3.45	3.46	3.44	3.52	2.93	3.42	3.55
Environmental education programs	3.58	3.62	3.56	3.61	3.36	3.56	3.69

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

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Waste and recycling services	1%	1%	7%	20%	71%	504
Protecting the natural environment	1%	3%	13%	25%	58%	504
Flood protection and preparedness	4%	3%	12%	22%	60%	504
Environmental education programs	3%	5%	22%	30%	39%	504

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Waste and recycling services	2%	8%	20%	36%	34%	462
Protecting the natural environment	3%	5%	33%	42%	17%	422
Flood protection and preparedness	5%	11%	32%	37%	14%	414
Environmental education programs	2%	7%	35%	40%	15%	348



# Importance/Satisfaction

## Connected and Collaborative Community Leaders

Importance	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Long-term planning for Wagga Wagga	4.73	4.84	4.88	4.63	4.63	4.66	4.77
Financial management	4.60	4.44	4.63	4.59	4.65	4.62	4.69
Provision of Council information to the community	4.39	4.39	4.39	4.37	4.34	4.50	4.41
Community input to Council decision-making	4.38	4.57	4.40	4.36	4.29	4.30	4.35
Confidence in the elected Council	4.17	4.27	4.14	4.16	4.10	4.16	4.19
Opportunities to engage with Councillors	3.75	3.82	3.63	3.62	3.70	3.87	4.01

Importance	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Long-term planning for Wagga Wagga	4.73	4.75	4.71	4.73	4.75	4.71	4.80
Financial management	4.60	4.61	4.59	4.58	4.75	4.60	4.59
Provision of Council information to the community	4.39	4.38	4.41	4.37	4.59	4.37	4.52
Community input to Council decision-making	4.38	4.39	4.37	4.36	4.52	4.38	4.37
Confidence in the elected Council	4.17	4.11	4.22	4.19	3.99	4.15	4.25
Opportunities to engage with Councillors	3.75	3.68	3.82	3.67	4.30▲	3.79	3.55

Satisfaction	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Long-term planning for Wagga Wagga	3.04	3.58	2.99	2.92	2.72▼	2.83	3.23
Financial management	2.67	3.20	2.96	2.59	2.26▼	2.26▼	2.68
Provision of Council information to the community	3.17	3.40	3.33	3.05	2.86	2.89	3.50▲
Community input to Council decision-making	2.89	3.14	2.83	2.85	2.70	2.66	3.16
Confidence in the elected Council	3.03	3.40	3.30	2.76	2.86	2.74	3.19
Opportunities to engage Councillors	3.16	3.42	3.05	2.90	3.09	3.04	3.56▲

Satisfaction	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Long-term planning for Wagga Wagga	3.04	2.93	3.15	3.06	2.89	2.96	3.38
Financial management	2.67	2.55	2.78	2.67	2.67	2.61	2.96
Provision of Council information to the community	3.17	3.07	3.26	3.20	2.89	3.14	3.26
Community input to Council decision-making	2.89	2.77	3.01	2.91	2.76	2.86	3.06
Confidence in the elected Council	3.03	2.96	3.09	3.05	2.87	2.96	3.32
Opportunities to engage Councillors	3.16	2.97	3.33	3.18	3.07	3.08	3.68

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

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



# Importance/Satisfaction

## Connected and Collaborative Community Leaders

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Long-term planning for Wagga Wagga	1%	1%	4%	14%	80%	504
Financial management	1%	3%	7%	15%	75%	504
Provision of Council information to the community	1%	2%	12%	30%	56%	504
Community input to Council decision-making	1%	2%	13%	23%	60%	504
Confidence in the elected Council	4%	7%	14%	19%	56%	504
Opportunities to engage with Councillors	4%	9%	28%	26%	33%	504

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Long-term planning for Wagga Wagga	12%	16%	37%	26%	9%	476
Financial management	20%	22%	36%	19%	4%	452
Provision of Council information to the community	9%	16%	34%	32%	9%	434
Community input to Council decision-making	15%	19%	34%	26%	6%	418
Confidence in the elected Council	14%	18%	33%	23%	13%	379
Opportunities to engage Councillors	11%	15%	31%	31%	11%	299



# Overall Satisfaction with Council

Q5. 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?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Satisfaction mean ratings	3.27	3.58	3.25	3.20	3.08	3.15	3.37

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Satisfaction mean ratings	3.27	3.13	3.40	3.30	3.03	3.21	3.54

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

	%
Very satisfied	6%
Satisfied	39%
Somewhat satisfied	36%
Not very satisfied	16%
Not at all satisfied	4%
Base	504



# Contact with Council

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

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Yes	39%	8%	56%	46%	44%	43%	33%
No	61%	92%▲	44%	54%	56%	57%	67%

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Yes	39%	36%	41%	39%	40%	43%▲	21%
No	61%	64%	59%	61%	60%	57%	79%

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

Q1b. When you last made contact with Council staff was it by:

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Telephone	62%	100%	66%	64%	69%	46%	47%
In person at the Customer Service Centre	19%	0%	6%	22%	14%	35%	33%
Email	12%	0%	28%	6%	9%	7%	3%
In person at a different Council location	3%	0%	0%	6%	0%	0%	13%
Mail	2%	0%	0%	2%	3%	4%	3%
Website	2%	0%	0%	2%	4%	5%	0%
Councillor	<1%	0%	0%	0%	0%	2%	0%
Neighbourhood meetings	<1%	0%	0%	0%	1%	0%	0%

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Telephone	62%	52%	71%	63%	54%	59%	91%
In person at the Customer Service Centre	19%	27%	12%	19%	15%	20%	9%
Email	12%	12%	12%	11%	18%	13%	0%
In person at a different Council location	3%	5%	1%	2%	10%	3%	0%
Mail	2%	1%	2%	2%	3%	2%	0%
Website	2%	2%	1%	2%	0%	2%	0%
Councillor	<1%	1%	0%	0%	0%	0%	0%
Neighbourhood meetings	<1%	0%	1%	0%	0%	0%	0%





# Contact with Council

Q1c. Which of the following best describes the nature of your enquiry?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Planning and development	23%	0%	28%	27%	24%	25%	7%
Environmental issue	12%	0%	6%	10%	22%	8%	19%
Rates/fees and charges	11%	0%	11%	8%	10%	9%	25%
Roads/footpaths/drains	10%	0%	11%	8%	17%	11%	6%
Regulatory matters including animal management and ranger services	8%	50%	0%	12%	9%	8%	6%
Waste management and recycling	8%	50%	0%	11%	4%	12%	3%
Health and safety	5%	0%	11%	3%	4%	2%	0%
Economic development, tourism & events	4%	0%	10%	3%	0%	4%	0%
City appearance	3%	0%	0%	4%	4%	6%	6%
Community services	3%	0%	5%	2%	0%	4%	6%
Recreation and leisure	3%	0%	0%	3%	2%	5%	9%
Library/Art Gallery/Museums/Civic Theatre	0%	0%	0%	2%	0%	0%	0%
Other	9%	0%	16%	9%	3%	4%	13%

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Planning and development	23%	29%	19%	25%	9%	24%	16%
Environmental issue	12%	12%	12%	12%	11%	13%	3%
Rates/fees and charges	11%	11%	11%	10%	14%	12%	0%
Roads/footpaths/drains	10%	10%	10%	9%	19%	11%	4%
Regulatory matters including animal management and ranger services	8%	7%	10%	8%	10%	8%	16%
Waste management and recycling	8%	6%	9%	8%	4%	6%	24%
Health and safety	5%	5%	4%	5%	4%	5%	0%
Economic development, tourism & events	4%	2%	5%	4%	0%	4%	0%
City appearance	3%	4%	3%	3%	3%	4%	3%
Community services	3%	1%	5%	1%	14%	3%	5%
Recreation and leisure	3%	5%	1%	3%	0%	3%	0%
Library/Art Gallery/Museums/Civic Theatre	0%	0%	1%	1%	0%	0%	0%
Other	9%	8%	10%	9%	13%	7%	29%



# Contact with Council

Q1d. Overall, how satisfied were you with the way your contact was handled?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Satisfaction mean ratings	3.90	3.50	3.86	4.13	3.69	3.93	3.84

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Satisfaction mean ratings	3.90	3.72	4.06	3.94	3.62	3.85	4.40

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

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

	%
Very satisfied	43%
Satisfied	31%
Somewhat satisfied	9%
Not very satisfied	9%
Not at all satisfied	9%
Base	504



# Contact with Council

Q1e. If required, how would you most likely contact Council in the future?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Telephone	83%	86%	78%	91%	85%	79%	71%
In person at the Customer Service centre	62%	62%	41%	60%	72%	74%	73%
Email	39%	42%	47%	47%	33%	31%	21% ▼
Online – self-service at the website's online services	32%	45%	43%	38%	26%	19%	10% ▼
Councillor	23%	35%	13%	19%	21%	30%	26%
In person at a different Council location	22%	34%	13%	19%	23%	20%	24%
Online – real time chat through messaging with a customer service representative	15%	28%	18%	19%	7%	5%	6%
Smart phone app	13%	30% ▲	16%	17%	2% ▼	4%	1% ▼
Social media	10%	24%	12%	11%	3%	2%	1% ▼
Mail	9%	0%	12%	9%	7%	13%	20% ▲
I don't want to do any tasks online	22%	5%	16%	10% ▼	22%	36% ▲	63% ▲
Other	2%	9%	0%	1%	0%	1%	0%

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Telephone	83%	79%	86%	83%	83%	84%	77%
In person at the Customer Service centre	62%	65%	60%	61%	72%	64%	55%
Email	39%	38%	39%	40%	28%	42%	25%
Online – self-service at the website's online services	32%	29%	36%	34%	22%	30%	42%
Councillor	23%	25%	21%	21%	37%	23%	23%
In person at a different Council location	22%	24%	20%	22%	24%	21%	28%
Online – real time chat through messaging with a customer service representative	15%	10%	20%	16%	7%	14%	21%
Smart phone app	13%	7%	18%	13%	9%	12%	15%
Social media	10%	7%	12%	10%	6%	9%	12%
Mail	9%	7%	12%	9%	10%	9%	10%
I don't want to do any tasks online	22%	22%	22%	21%	26%	21%	24%
Other	2%	2%	2%	1%	9%	2%	0%

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



# Contact with Council

Q1f. Which council-related tasks do you need/want to do online?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Search for something/browse	60%	76%	68%	78%▲	58%	39%▼	18%▼
Make a payment (e.g. rates, fines, permits, application fees)	59%	44%	75%	80%▲	58%	50%	23%▼
General enquiry	47%	81%▲	56%	43%	39%	29%▼	21%▼
Have your say/contribute to consultation	44%	62%	54%	49%	39%	33%	12%▼
Make a booking (e.g. community facility, swimming lesson, workshop)	44%	57%	57%	54%	38%	24%▼	13%▼
Make an application (e.g. job, permit, licence, grant, development)	43%	53%	63%	54%	36%	24%▼	9%▼
Request a service (e.g. new bin, library item, change details)	43%	57%	53%	53%	40%	24%▼	15%▼
Report a problem/issue (e.g. animal problem, graffiti, hazard)	42%	62%	44%	45%	41%	31%	16%▼
Search/apply for a job	40%	63%	43%	57%▲	37%	14%▼	2%▼
Make a complaint	36%	62%▲	34%	41%	32%	22%▼	17%▼

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Search for something/browse	60%	56%	64%	62%	46%	60%	63%
Make a payment (e.g. rates, fines, permits, application fees)	59%	55%	62%	60%	50%	61%	49%
General enquiry	47%	43%	50%	48%	39%	44%	60%
Have your say/contribute to consultation	44%	39%	48%	44%	40%	42%	52%
Make a booking (e.g. community facility, swimming lesson, workshop)	44%	37%	49%	46%	29%	43%	46%
Make an application (e.g. job, permit, licence, grant, development)	43%	44%	43%	44%	37%	43%	47%
Request a service (e.g. new bin, library item, change details)	43%	39%	47%	44%	37%	42%	50%
Report a problem/issue (e.g. animal problem, graffiti, hazard)	42%	39%	44%	42%	38%	40%	47%
Search/apply for a job	40%	37%	43%	42%	30%	38%	52%
Make a complaint	36%	32%	40%	37%	35%	35%	42%

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



# Satisfaction with Communication from Council

Q2. Overall, how satisfied were you with the way your contact was handled?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Satisfaction mean ratings	3.57	3.78	3.71	3.53	3.41	3.37	3.56

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Satisfaction mean ratings	3.57	3.51	3.63	3.63▲	3.14	3.54	3.69

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

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

	%
Very satisfied	14%
Satisfied	45%
Somewhat satisfied	28%
Not very satisfied	8%
Not at all satisfied	5%
Base	504



# Receiving Information from Council

Q3. Through which of the following means do you receive information about Council?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
Word-of-mouth	67%	73%	75%	67%	58%	69%	54% ▼
Letterbox drop	61%	59%	64%	63%	61%	54%	59%
Rates notice	61%	29% ▼	52%	69%	70%	76% ▲	72%
Website/Internet	43%	68% ▲	56%	49%	32%	26% ▼	15% ▼
Weekly Council news publication	37%	29%	19%	31%	40%	51% ▲	66% ▲
Social media (Twitter, Instagram, Facebook)	29%	45%	48% ▲	29%	21%	15% ▼	8% ▼
Councillors	15%	13%	23%	12%	14%	19%	9%
Neighbourhood meetings	13%	11%	3%	15%	16%	14%	15%
Council meetings	7%	8%	13%	4%	6%	6%	9%
Other	13%	4%	13%	15%	12%	15%	18%

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
Word-of-mouth	67%	63%	70%	69%	52%	64%	80%
Letterbox drop	61%	50% ▼	71% ▲	59%	73%	60%	65%
Rates notice	61%	56%	65%	59%	74%	69% ▲	24%
Website/Internet	43%	42%	45%	46%	24%	40%	60%
Weekly Council news publication	37%	35%	38%	36%	41%	37%	36%
Social media (Twitter, Instagram, Facebook)	29%	21% ▼	37% ▲	30%	21%	27%	40%
Councillors	15%	16%	13%	14%	19%	15%	14%
Neighbourhood meetings	13%	8% ▼	17% ▲	10% ▼	34% ▲	14%	7%
Council meetings	7%	7%	8%	6%	14%	9% ▲	1%
Other	13%	17%	8%	13%	9%	13%	9%

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



# Agreement with Specific Statements

Q6. Thinking of the local area, how would you rate your level of agreement with the following statements?

	Overall	18-24	25-34	35-49	50-59	60-69	70 +
I can get help from neighbours, friends and family when I need it	4.33	4.66	4.50	4.25	4.08	4.29	4.17
I have access to health services addressing my needs	4.18	4.29	4.04	3.98	4.08	4.31	4.65▲
I feel safe in my home	4.06	4.19	3.86	4.02	3.92	4.21	4.25
Wagga Wagga has a good variety of retail options	3.90	4.02	3.80	3.83	3.71	3.89	4.30▲
Wagga Wagga has a variety of leisure and recreation options	3.86	3.76	3.78	3.90	3.77	3.87	4.09
I feel safe in public places	3.74	3.67	3.71	3.84	3.59	3.71	3.91
Wagga Wagga has a variety of entertainment options	3.66	3.58	3.59	3.63	3.58	3.62	4.08▲
I am able to participate in arts and cultural related activities	3.66	3.58	3.76	3.77	3.59	3.59	3.54

	Overall	Male	Female	Town	Village	Ratepayer	Non ratepayer
I can get help from neighbours, friends and family when I need it	4.33	4.28	4.37	4.31	4.46	4.30	4.47
I have access to health services addressing my needs	4.18	4.11	4.25	4.21	3.97	4.19	4.14
I feel safe in my home	4.06	4.05	4.06	4.03	4.22	4.07	4.01
Wagga Wagga has a good variety of retail options	3.90	3.88	3.93	3.94	3.65	3.86	4.09
Wagga Wagga has a variety of leisure and recreation options	3.86	3.81	3.90	3.87	3.73	3.83	3.97
I feel safe in public places	3.74	3.73	3.75	3.77	3.55	3.73	3.80
Wagga Wagga has a variety of entertainment options	3.66	3.56	3.75	3.67	3.60	3.67	3.60
I am able to participate in arts and cultural related activities	3.66	3.51	3.79	3.69	3.38	3.61	3.87

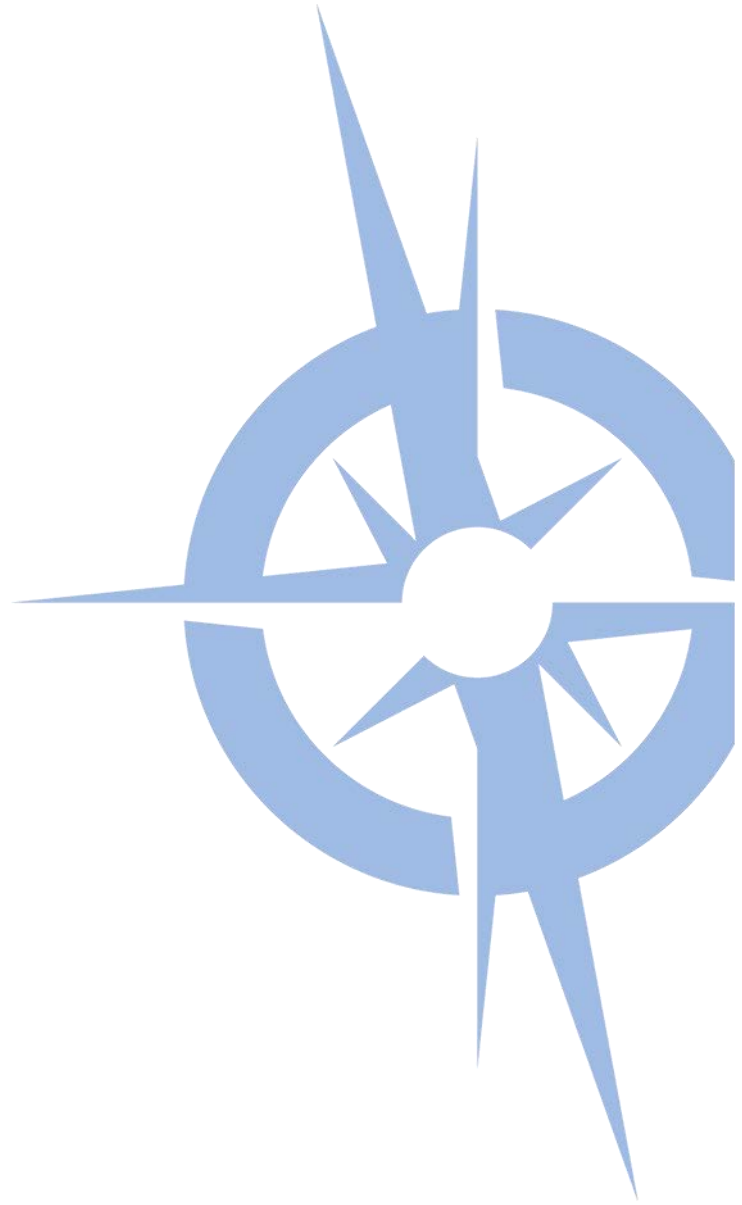
Scale: 1 = strongly disagree, 5 = strongly agree

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

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
I can get help from neighbours, friends and family when I need it	1%	3%	11%	32%	53%	504
I have access to health services addressing my needs	2%	4%	11%	39%	44%	500
I feel safe in my home	2%	7%	15%	35%	41%	504
Wagga Wagga has a good variety of retail options	2%	8%	22%	37%	32%	504
Wagga Wagga has a variety of leisure and recreation options	2%	6%	24%	38%	29%	504
I feel safe in public places	2%	8%	26%	41%	23%	504
Wagga Wagga has a variety of entertainment options	4%	10%	27%	35%	24%	504
I am able to participate in arts and cultural related activities	3%	9%	30%	36%	22%	504



# Appendix B – Questionnaire





Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Wagga Wagga Council from a company called Micromex Research. We are conducting some research about a range of local issues. The survey will take 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 work for Wagga Wagga Council?**

- Yes (If yes, terminate survey)  
 No

**QA2. In which suburb or village do you live?**

**Suburbs (Quota: 90%)**

- Ashmont
- Bomen
- Boorooma
- Bourkelands
- Cartwrights Hill
- Estella
- Forest Hill
- Glenfield
- Gumly Gumly
- Kapooka
- Koorungal
- Lake Albert
- Lloyd
- Mount Austin
- San Isidore
- Springvale
- Tatton
- Tolland
- Turvey Park
- Wagga Wagga

**Villages (Quota 10%)**

- Borambola
- Collingullie
- Currawarna
- Galore
- Humula
- Ladysmith
- Mangoplah
- North Wagga
- Ora
- Tarcutta
- Uranquinty



**Section A – Contact with Council**

I'd like you now to please think about your experiences with Wagga Wagga Council.

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

- Yes
- No (If no, go to Q1e)

**Q1b. When you last made contact with Council staff was it by: Prompt**

- |  |   |
|--|---|
| <input type="radio"/> Telephone              | <input type="radio"/> Councillor                                  |
| <input type="radio"/> Mail                   | <input type="radio"/> In person at the Customer Service Centre    |
| <input type="radio"/> Email                  | <input type="radio"/> In person at a different Council location   |
| <input type="radio"/> Website                | <input type="radio"/> Social media (Twitter, Instagram, Facebook) |
| <input type="radio"/> Neighbourhood meetings | <input type="radio"/> iCouncil app                                |

**Q1c. Which of the following best describes the nature of your enquiry? Prompt**

- City appearance (e.g. litter/graffiti)
- Community services
- Economic development, tourism & events
- Environmental issue
- Health and safety
- Library/Art Gallery/Museums/Civic Theatre
- Planning and development
- Rates/fees and charges
- Recreation and leisure (e.g. pools, parks, sportsgrounds)
- Roads/footpaths/drains
- Waste management and recycling
- Regulatory matters including animal management and ranger services
- Other (please specify).....

**Q1d. Overall, how satisfied were you with the way your contact was handled? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q1e. If required, how would you most likely contact Council in the future? Prompt (MR)**

- |  |   |
|--|---|
| <input type="radio"/> Telephone  | <input type="radio"/> In person at the Customer Service centre  |
| <input type="radio"/> Mail   | <input type="radio"/> In person at a different Council location |
| <input type="radio"/> Email  | <input type="radio"/> Councillor                                |
| <input type="radio"/> Social media   | <input type="radio"/> Smart phone app                           |
| <input type="radio"/> Online – self-service at the website's online services                           |   |
| <input type="radio"/> Online – real time chat through messaging with a customer service representative |   |



**Q1f. Which council-related tasks do you need to/want to do online? Prompt**

- Make a payment (e.g. rates, fines, permits, application fees)
- Make a booking (e.g. community facility, swimming lesson, workshop)
- Request a service (e.g. new bin, library item, change details)
- Report a problem/issue (e.g. animal problem, graffiti, hazard)
- Make an application (e.g. job, permit, licence, grant, development)
- General enquiry
- Make a complaint
- Have your say/contribute to consultation
- Search for something/browse
- Search/apply for a job
- I don't want to do any tasks online
- Other (please specify).....

**Q2. How satisfied are you with the level of communication Council currently provides the community? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q3. Through which of the following means do you receive information about Council? Prompt**

- Councillors
- Council meetings
- Letterbox drop
- Weekly Council news publication
- Rates notice
- Website/Internet
- Social media (Twitter, Instagram, Facebook)
- Word-of-mouth
- Neighbourhood meetings
- Other (please specify) .....



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

Still thinking specifically about Wagga Wagga Council.

**Q4.** 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 following services/facilities to you, and in the second part, the level of satisfaction with the performance of that service. The scale is from 1 to 5, where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction.

### Proud place, great lifestyle

	Importance					Satisfaction					N/A	
	Low		High			Low		High				
	1	2	3	4	5	1	2	3	4	5		
Promoting pride in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sportsgrounds and sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reserves and open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community buildings/halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oasis Aquatic Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art Gallery/Museum/Civic Theatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Art (i.e. public art in parks, as part of street furniture, the Levee, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival and events programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing heritage buildings and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Our places and spaces

	Importance					Satisfaction					N/A	
	Low		High			Low		High				
	1	2	3	4	5	1	2	3	4	5		
Maintaining local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow/congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport across the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Our natural environment

	Importance					Satisfaction					N/A	
	Low		High			Low		High				
	1	2	3	4	5	1	2	3	4	5		
Protecting the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste and recycling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood protection and preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Connected and collaborative community leaders

	Importance					Satisfaction					N/A
	Low		3	High		Low		High			
	1	2		4	5	1	2	3	4	5	
Opportunities to engage with Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence in the elected Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community input to Council decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of Council information to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term planning for Wagga Wagga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5. 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**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q6. Thinking about the local area, how would you rate your level of agreement with the following statements on a scale where 1= strongly disagree and 5= strongly agree? Prompt**

	Strongly disagree		3	Strongly agree		CS**
	1	2		4	5	
Wagga Wagga has a variety of leisure and recreation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to participate in arts and cultural related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wagga Wagga has a variety of entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get help from neighbours, friends and family when I need it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe in my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe in public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to health services addressing my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wagga Wagga has a good variety of retail options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section D – Demographic & Profiling questions

**D1. Please stop me when I read out your age group.**

- 18-24
- 25-34
- 35-49
- 50-59
- 60-69
- 70 +



**D2. Which country were you born in?**

- Australia
- Other (please specify) .....

**D3. Which of the following best describes the house where you are currently living? Prompt**

- I/We own/are currently buying this property
- I/We currently rent this property

**D4. Which of the following best describes your status? Prompt**

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children
- Married/de facto with children
- Group household
- Extended family household (multiple generations)

**D5. How long have you lived in the Wagga Wagga Local Government Area? Prompt**

- Less than 2 years
- 2 – 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

**D6. Gender (determine by voice):**

- Male
- Female

***Thank you very much for your time, enjoy the rest of your evening.***

