



# Wagga Wagga City Council

**Community Research 2024**

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Date: February 2024

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## Research Objectives

### Why?

- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identify the community's overall level of satisfaction with Council performance
- Explore and understand resident experiences contacting Council
- Compare results to previous years to track performance

### How?

- Telephone survey (landline N=19 and mobile N=482) to N=501 residents
- 38 acquired through number harvesting
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.4%

### When?

- Implementation 8<sup>th</sup> – 16<sup>th</sup> January 2024

# Methodology and Sample



## Sample selection and error

A total of 501 resident interviews were completed. 462 of the 501 respondents were chosen by means of a computer based random selection process using the Australian marketing lists and SamplePages. The remaining 39 respondents were 'number harvested' via face-to-face intercept at several locations around the Wagga Wagga LGA, i.e. Sturt Mall and Market Place.

A sample size of 501 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=501 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 question could vary from 46% to 54%.

## Interviewing

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

## Data analysis

The data within this report was analysed using Q Professional.

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

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

Note: All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%. Due to rounding there are some slight difference to those reported in 2021.

## Ratings questions

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

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

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

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

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

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

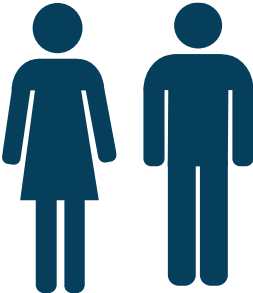
## Micromex LGA Benchmark

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

'Bespoke' Benchmark has been created using the following Councils; Albury City Council, Bathurst Regional Council, Coffs Harbour City Council and Tamworth Regional Council.

# Sample Profile

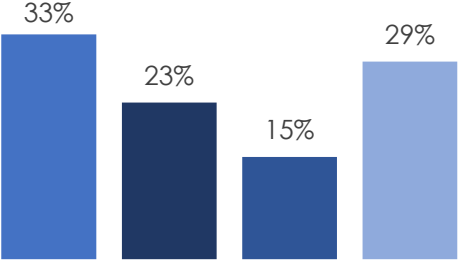
## Gender



Female 52% Male 48%

Note: 2 respondents identify as 'non-binary'

## Age



■ 18-34 ■ 35-49 ■ 50-59 ■ 60+

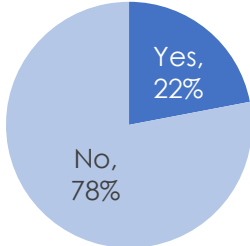
## Ratepayer status



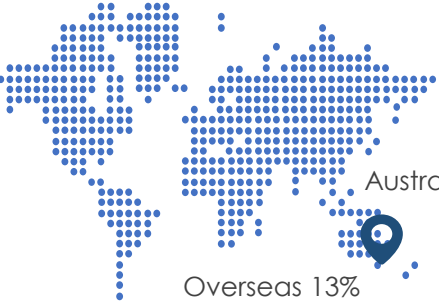
Ratepayer 72%

Non-ratepayer 28%

## Have, or care for somebody with a disability



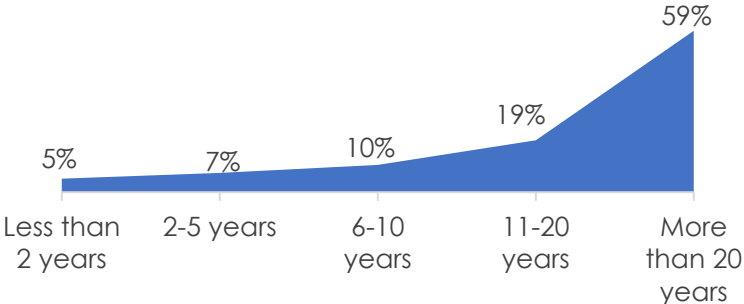
## Country of birth



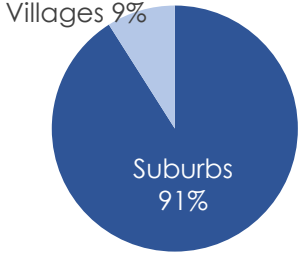
Australia 87%

Overseas 13%

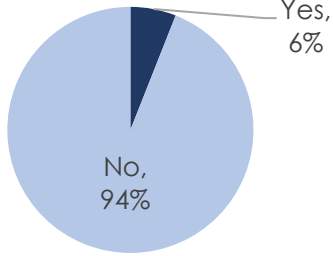
## Time lived in the area



## Location



## Identify as Aboriginal or Torres Strait Islander descent



## Family Status

Living at home with parents 9%



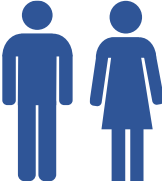
Single with no children 19%



Single parent with children 8%



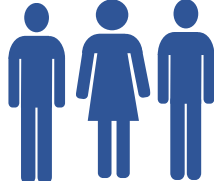
Married/de facto with no children 23%



Married/de facto with children 39%



Group Household 1%



Extended family household 4%



# Summary Findings



## Where are we now?

Despite numerous external stressors in recent years, such as the impacts of Covid, bushfires, floods, inflation and the rising cost of living, residents' overall satisfaction with Council has remained stable, with 80% rating their satisfaction score as "somewhat satisfied" to "very satisfied". Further, amongst the 30 services/facilities measured, over a half of them (18) received a "good performance" score (with at least 80% of residents expressing at least some satisfaction with Council's service in those areas).

Similarly, residents' satisfaction with Council communication also remains stable compared to previous years, with 80% being at least somewhat satisfied. In response to an open-ended question about improving Council's communication with the community, those who stated they are not at all or not very satisfied with Council's level of communication with the community, 1 in 4 suggested 'more advertising/ informing residents about what is happening' would help to improve their communication. Other top-of-mind suggestions include more information via letters/ social media, transparency, responsiveness, and more opportunity for residents to have their say.

A regression analysis also indicates that long-term planning, provision of information from Council, road maintenance and community input to the process of decision-making are key drivers of residents' overall satisfaction. Improvements in these areas will strengthen community positivity towards the performance of City of Wagga Wagga Council.

Further, based on the expanded regression model involving satisfaction with the way the contact with Council was handled, it is clear that every resident interaction with the organisation is an opportunity to shape community perception around the performance of the organisation.

## Key Measures:



### Overall satisfaction

Overall, 80% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



### Satisfaction with Contact with Council

73% of residents are at least somewhat satisfied with the way their contact with Council was handled.



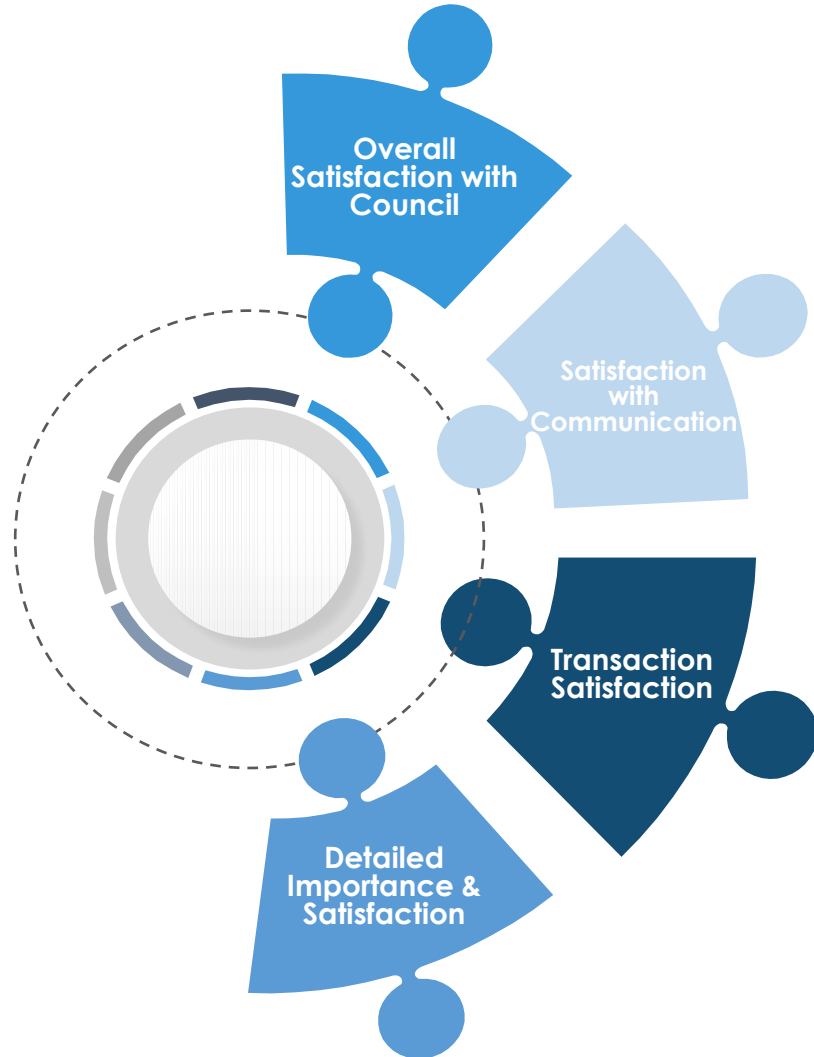
### Satisfaction with Council Communication

80% of residents are at least somewhat satisfied with the level of communication Council has with the community.



# Overview: KPI's

Overall, Wagga Wagga Council has performed well on the 2024 Community Satisfaction Survey, as evidenced by the comparison of results against our benchmarks provided to the right:



Key Results in Summary				
Question	Measure	Wagga Wagga 2024 Overall	Micromex Regional Benchmark	Micromex Bespoke Benchmark**
Overall Satisfaction	T3B%	80%	82%	87%
	Mean rating	3.19	3.31	3.48
Satisfaction with the level of communication from Council	T3B%	80%	79%	84%
	Mean rating	3.24	3.31	3.42
Satisfaction with the way the contact was handled	T3B%	73%	80%	N/A
	Mean rating	3.52	3.77	N/A
Average importance scores for services/facilities (T2B% - Important / Very important)		76%	77%	78%
Average satisfaction scores for services/facilities (T3B% - at least somewhat satisfied)		80%	80%	84%

\*\*Micromex's bespoke benchmark for Wagga Wagga Council was created based on four Councils, selected by Wagga Wagga Council, these include; Albury City Council, Bathurst Regional Council, Coffs Harbour City Council and Tamworth Regional Council.



# Satisfaction Scorecard

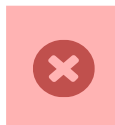
18 of the 30 services/ facilities received a satisfaction rating of 80% or more. Only one service area (maintaining local roads) received a satisfaction rating of 60% or lower.



**Good performance**  
(T3B sat score ≥80%)



**Monitor**  
(T3B sat score 60%-79%)



**Needs improvement**  
(T3B sat score <60%)

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

# Importance Benchmark Summary

Service/Facility	Wagga Wagga T2 box importance score	Variance to Bespoke Benchmark	Variance to Regional Benchmark
Civic Theatre	73%	15%▲	13%▲
Protecting the natural environment	88%	9%	7%
Maintaining footpaths	92%	8%	11%▲
Maintaining local roads	98%	8%	5%
Car parking	92%	6%	10%▲
Traffic flow	90%	6%	4%
Waste and recycling services	94%	3%	3%
Flood protection and preparedness	83%	2%	1%
Long-term planning for Wagga Wagga	93%	2%	4%
Festival and events programs	78%	2%	8%
Appearance of the City	86%	1%	6%
Community input to Council decision-making	85%	-1%	3%
Financial management	88%	-2%	2%
Sportsgrounds and sporting facilities	79%	-2%	2%
Street lighting	82%	-2%	0%
Library services	72%	-2%	2%
Community buildings/halls	67%	-3%	-1%
Public transport across the City	60%	-4%	-10%▼
Provision of Council information to the community	82%	-4%	-1%
Museum	54%	-4%	-6%
Environmental education programs	66%	-5%	-9%
Parks and playgrounds	84%	-5%	1%
Oasis Aquatic Centre	69%	-6%	-2%
Reserves and open space	80%	-9%	-3%
Enhancing heritage buildings and programs	60%	-10%▼	-12%▼
Promoting pride in the community	64%	-10%▼	-9%
Cycle network	55%	-10%▼	-9%
Art Gallery	48%	-10%▼	-12%▼

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

**Note:** T2 = important/very important 10

# Satisfaction Benchmark Summary

Service/Facility	Wagga Wagga T2 box satisfaction score	Variance to Bespoke Benchmark	Variance to Regional Benchmark
Cycle network	88%	14%▲	17%▲
Car parking	80%	12%▲	11%▲
Art Gallery	98%	8%	8%
Civic Theatre	97%	7%	7%
Protecting the natural environment	93%	5%	9%
Public transport across the City	78%	4%	15%▲
Museum	94%	4%	2%
Library services	98%	4%	4%
Waste and recycling services	87%	2%	-1%
Traffic flow	77%	1%	13%▲
Parks and playgrounds	91%	0%	5%
Sportsgrounds and sporting facilities	91%	-2%	2%
Environmental education programs	83%	-2%	-2%
Provision of Council information to the community	74%	-3%	0%
Enhancing heritage buildings and programs	85%	-3%	0%
Festival and events programs	88%	-3%	2%
Reserves and open space	87%	-4%	1%
Promoting pride in the community	82%	-4%	-3%
Community input to Council decision-making	67%	-5%	0%
Flood protection and preparedness	82%	-5%	6%
Community buildings/halls	87%	-6%	-1%
Oasis Aquatic Centre	81%	-6%	-4%
Appearance of the City	79%	-9%	-3%
Street lighting	82%	-10%▼	-4%
Maintaining footpaths	62%	-10%▼	-6%
Financial management	65%	-12%▼	-5%
Long-term planning for Wagga Wagga	64%	-16%▼	-7%
Maintaining local roads	27%	-47%▼	-29%▼

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

**Note:** T3 = at least somewhat satisfied 11



## Section One

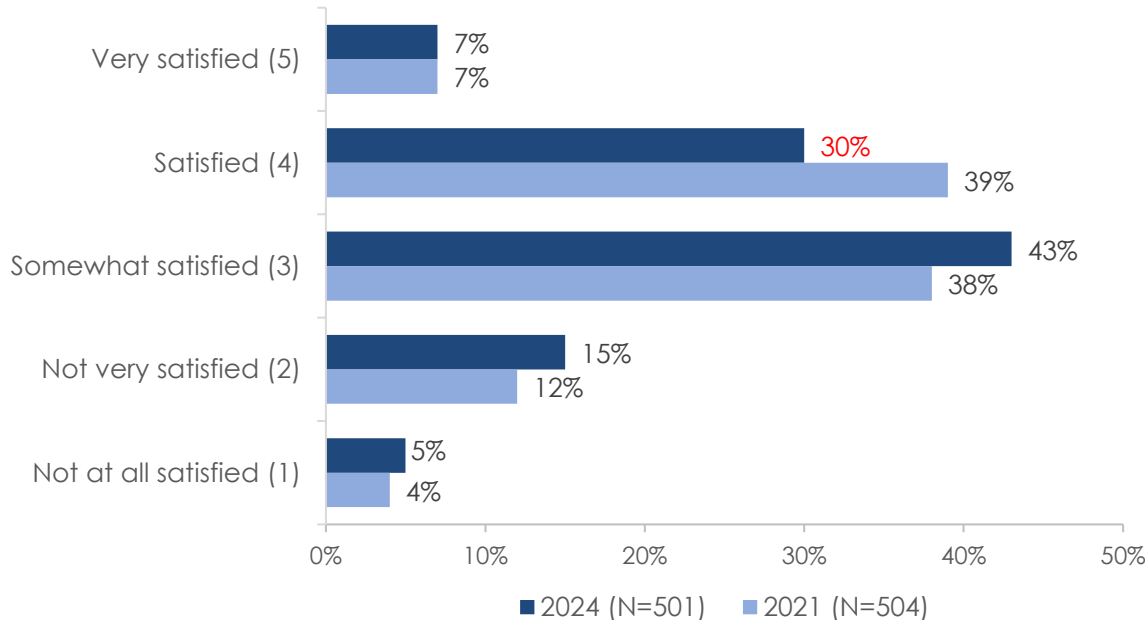
# Council Performance

This section takes a look at residents satisfaction with Councils performance overall, level of communication and agreement with living statements.

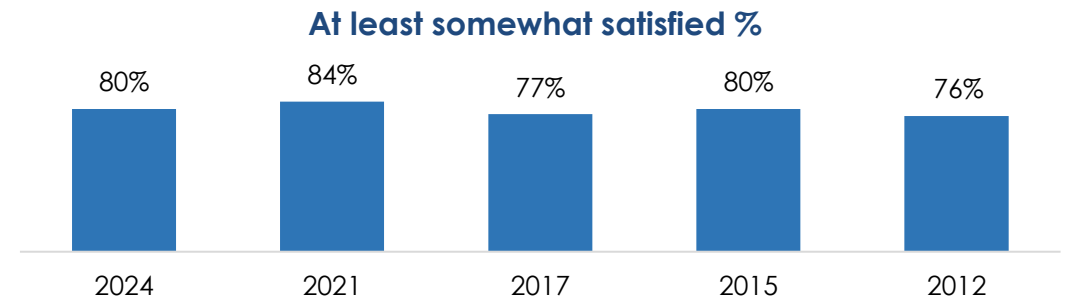
# Overall Satisfaction with Council

Overall, 80% of residents are at least somewhat satisfied with the performance of Council over the last 12 months. A slight softening in commitment to the top 3 box compared to 2021. Higher satisfaction amongst those who have lived in the LGA for 10 years or less.

	Overall 2024	Overall 2021	Gender		Age				Ratepayer status		Time lived in the area		
			Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Top 3 Box %	80%	84%	77%	82%	82%	76%	80%	80%	78%	83%	86%	81%	77%
Mean rating	3.19	3.33	3.16	3.22	3.22	3.06	3.15	3.27	3.15	3.28	3.58	3.02	3.09
Base	501	504	240	261	166	117	73	146	363	138	111	92	298



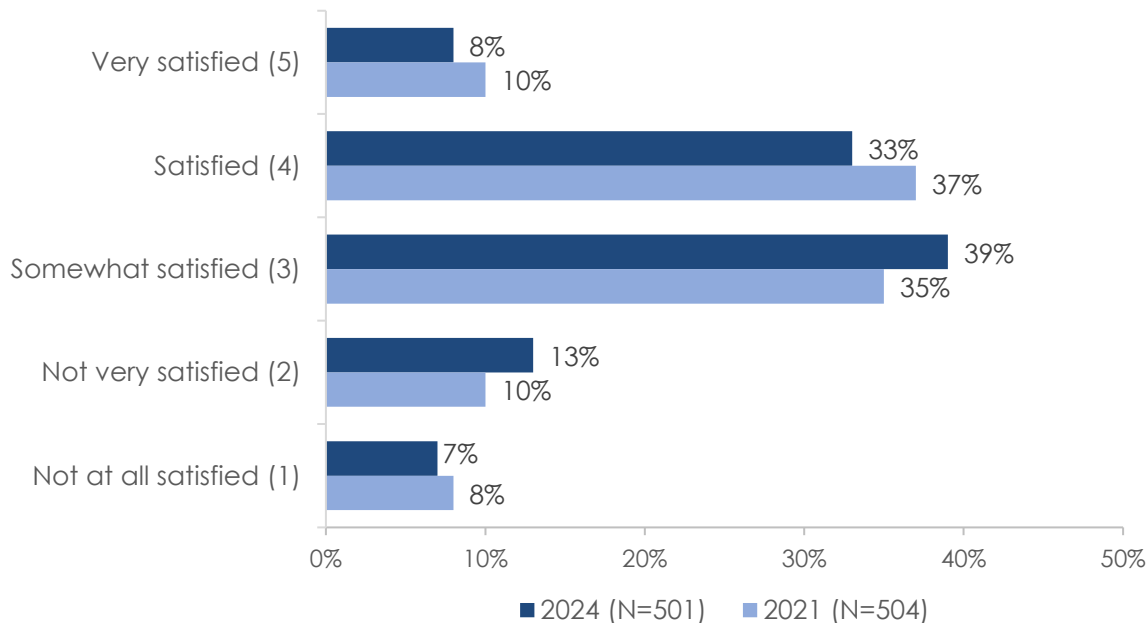
	Wagga Wagga City Council	Micromex LGA Regional Benchmark	Bespoke Benchmark
Top 3 Box %	80%	82%	87%
Mean rating	3.19	3.31	3.48
Base	501	53,020	5,131



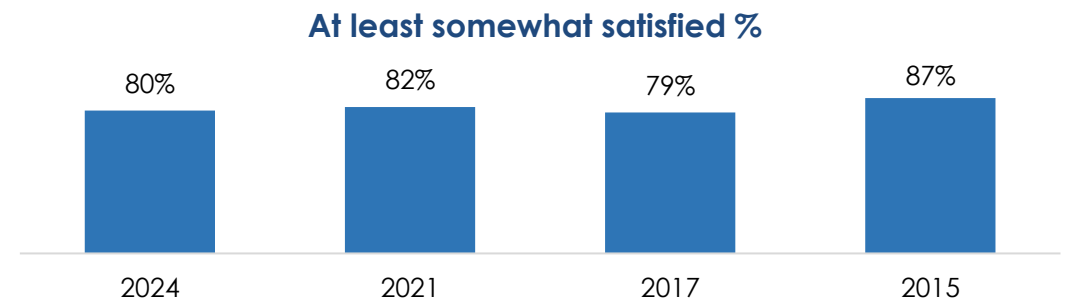
# Overall Satisfaction with Council's Level of Communication

80% of residents are at least somewhat satisfied with the level of communication Council currently provides the community. Those aged 18-34, non-ratepayers and those living in the area 10 years or less are significantly more satisfied.

	Overall 2024	Overall 2021	Gender		Age				Ratepayer status		Time lived in the area		
			Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Top 3 Box %	80%	82%	80%	81%	88%	75%	80%	76%	78%	87%	87%	74%	80%
Mean rating	3.24	3.32	3.25	3.23	3.29	3.11	3.26	3.28	3.22	3.29	3.53	3.00	3.21
Base	501	504	240	261	166	117	73	146	363	138	111	92	298



	Wagga Wagga City Council	Micromex LGA Regional Benchmark	Bespoke Benchmark
Top 3 Box %	80%	79%	84%
Mean rating	3.24	3.31	3.42
Base	501	17,943	3,923



# Improvements to Communication

Of those who stated they are not at all or not very satisfied with Council's level of communication with the community, 1 in 4 suggested 'more advertising/ informing residents about what is happening' would help to improve their communication.

Other suggestions to improve Council's communication efforts include; more direct mail (flyers/ newsletters), more transparency and honesty, being more responsive (e.g. returning calls/ emails), utilising social media, being more proactive with their communication and providing more consultation opportunities.

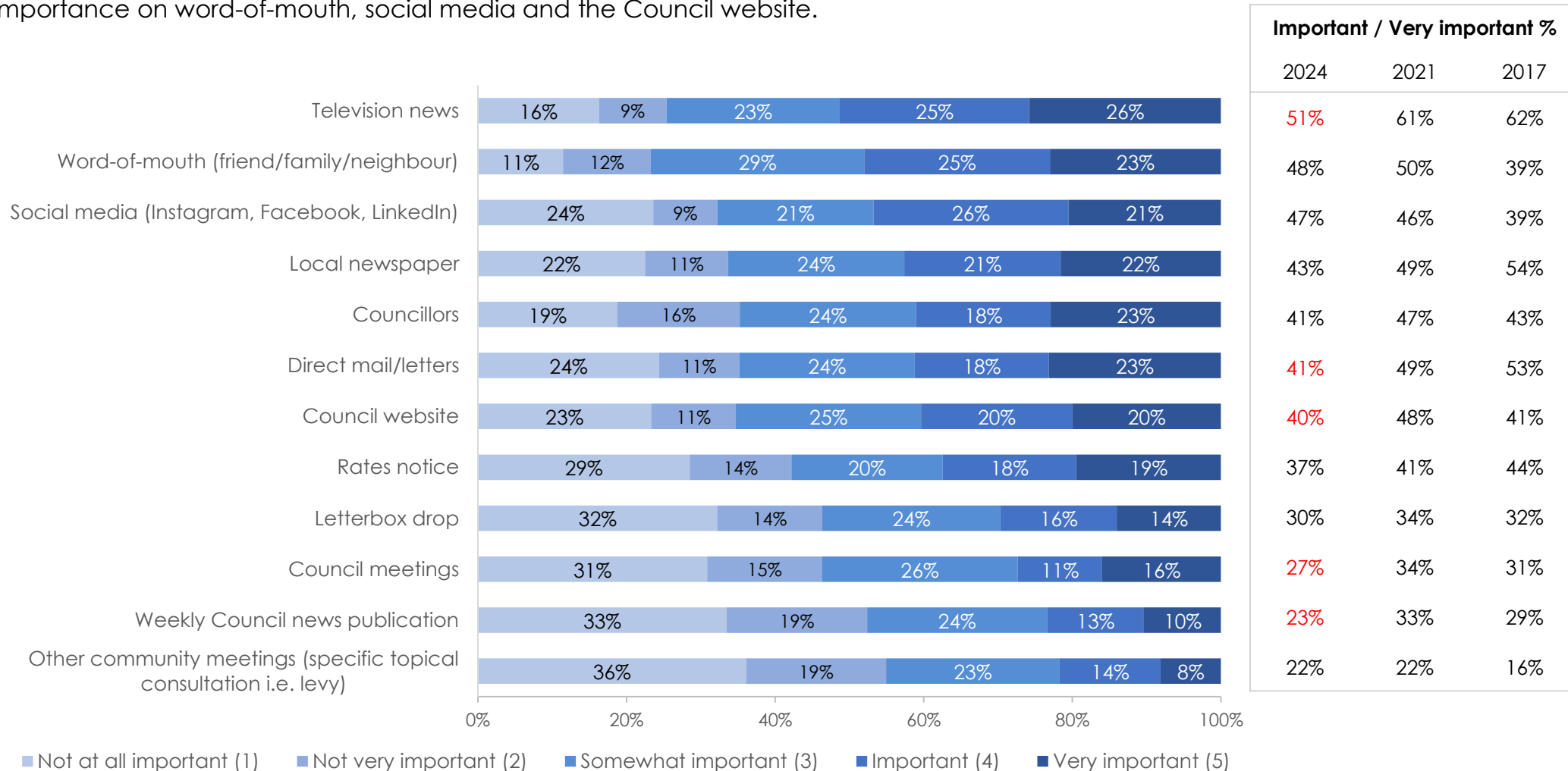


## Asked of those not at all / not very satisfied with Council's current level of communication

Suggested Improvements	2024 (N = 97)	2021 (N = 89)
More advertising/informing residents about what is happening around the area	25%	23%
More letter drops/flyers/newsletters in the mail	16%	15%
Council could be more transparent/honest with residents	15%	11%
Be more responsive e.g. returning calls/emails	14%	8%
Utilise social media more e.g. for upcoming events	13%	11%
More proactive communication	12%	1%
More opportunities/consultation for residents to have their say	12%	6%
Act on enquiries raised by residents	8%	6%
Listening to the community more	8%	15%
Have Council staff be out and about in the community more	6%	17%
Council being less dismissive	4%	1%
Improving the website	3%	2%
More email communication	3%	0%
Make sure information reaches all areas of the community	1%	0%
Improved wait times	1%	0%
New/local/professional staff	1%	5%
Other	3%	1%
Don't know	4%	7%

# Importance of Mediums on Influencing Opinion of Council's Performance

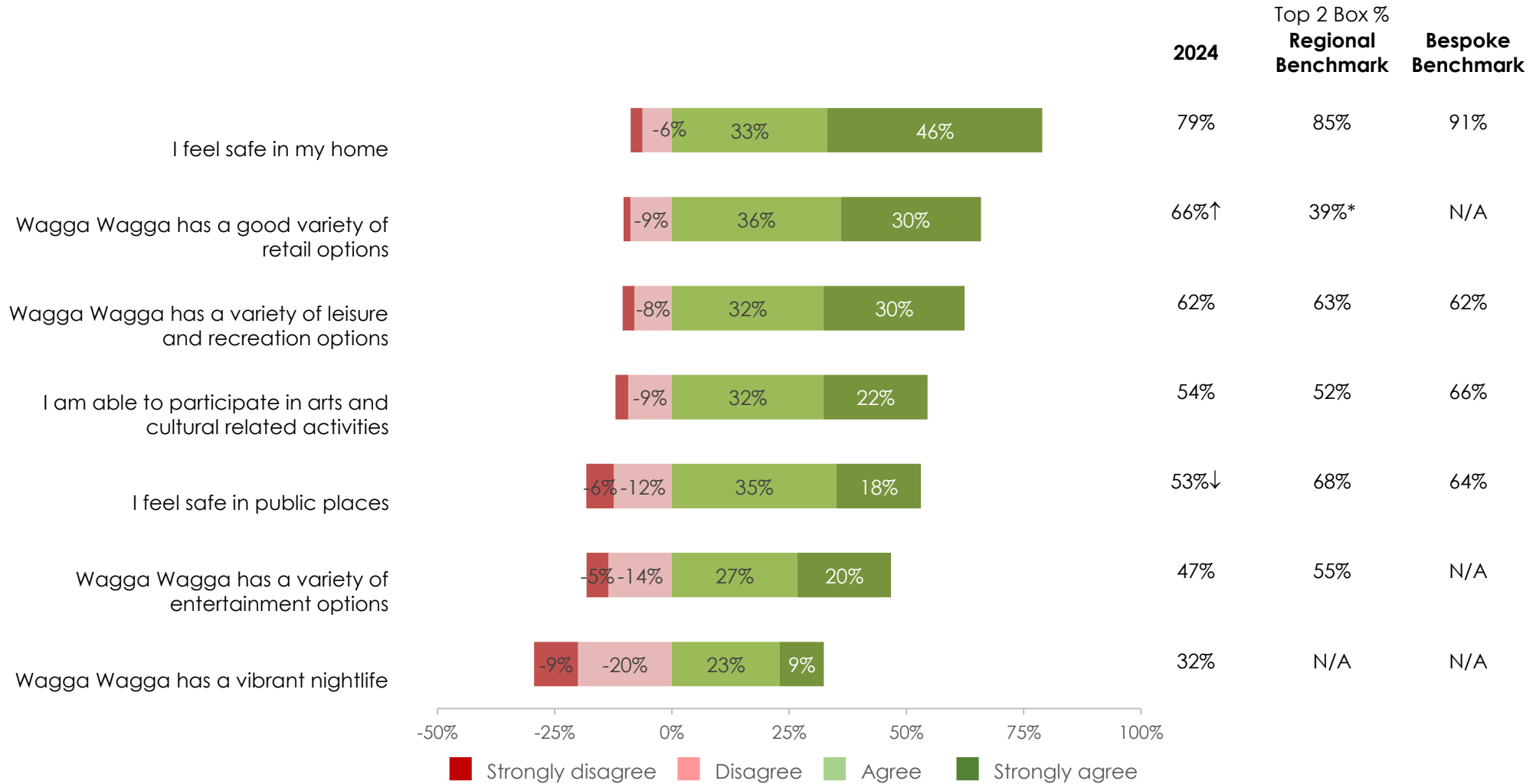
Television news remains the most important in terms of having influence on resident opinion on the performance of council, although this level continues to drop from 2017, whilst social media influence increases. Residents aged 18-34 placed a significantly greater level of importance on word-of-mouth, social media and the Council website.





# Agreement with Liveability Statements

Agreement was highest for feeling safe in the home, followed by the variety of retail options in Wagga Wagga. Older residents generally had higher levels of agreement and males were significantly more likely to feel safe in public places.



Base: N = 475-499

Note: Data labels of <4% have not been shown above

Q7. Thinking about the local area, how would you rate your level of agreement with the following statements on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree?

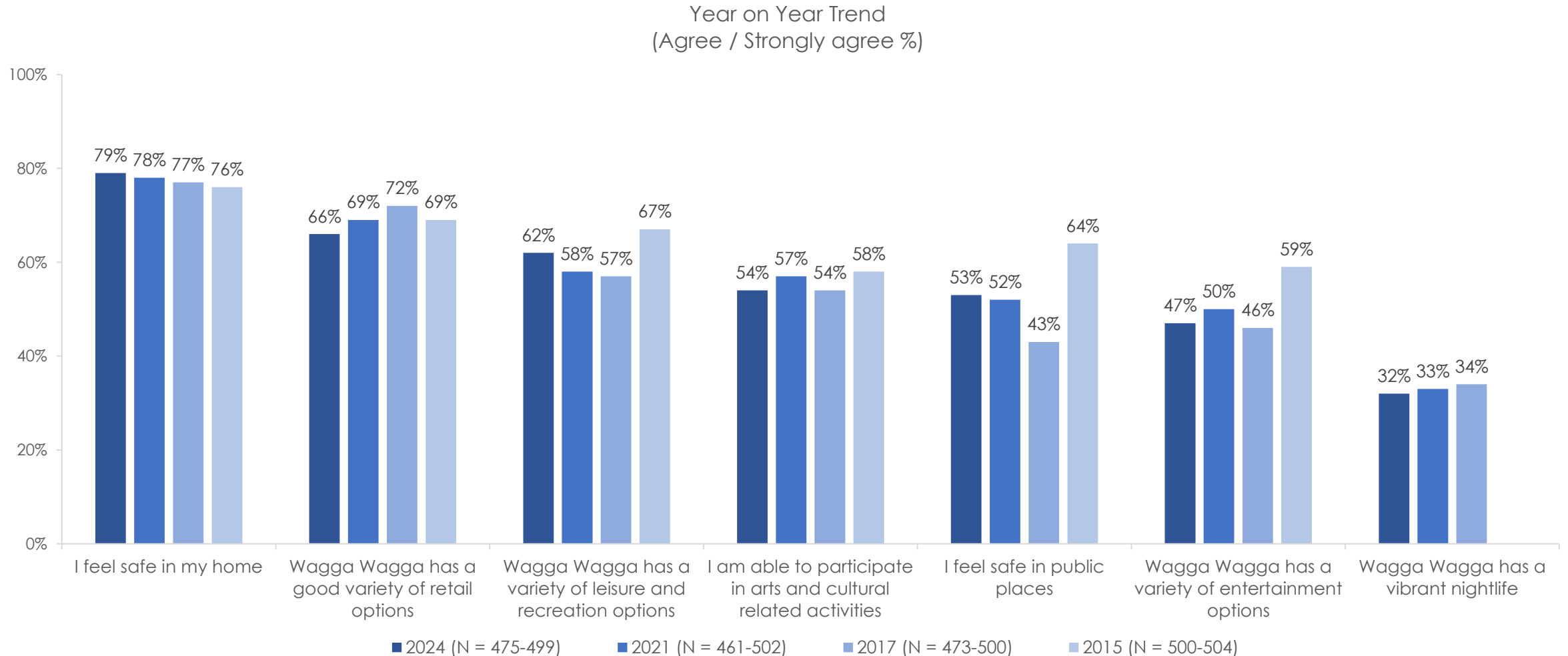
Please see Appendix 1 for results by demographics

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

\*Compared to 'local shopping strips are vibrant and economically healthy'

# Agreement with Liveability Statements

Agreement continues to increase for 'I feel safe in my home'. A downward trend in agreement since 2017 for 'Wagga Wagga has a good variety of retail options' and 'Wagga Wagga has a vibrant nightlife'.





## Summary of Council Services/Facilities

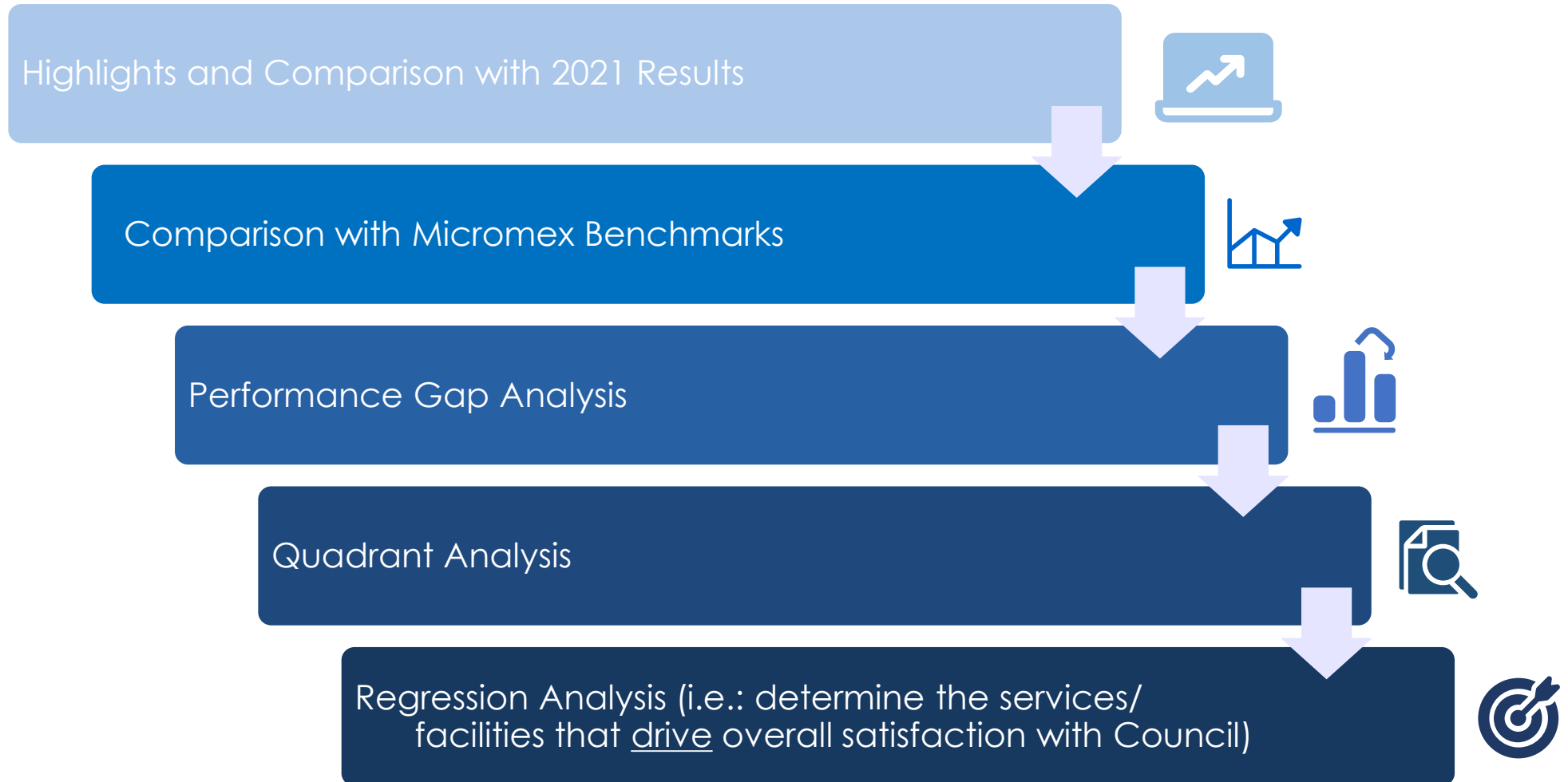
This section summarises the importance and satisfaction ratings for the 30 services and facilities. In this section we explore trends to past research and comparative norms.

### Section Two

# Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 30 Council-provided services and facilities – the equivalent of 60 separate questions!

We have utilised the following techniques to summarise and analyse these 60 questions:



# Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 30 facilities/services in terms of Importance and Satisfaction. The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

## Importance

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

Higher importance	T2 Box	Mean
Maintaining local roads	98%	4.89
Waste and recycling services	94%	4.67
Long-term planning for Wagga Wagga	93%	4.68
Maintaining footpaths	92%	4.61
Car parking	92%	4.58

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

Lower importance	T2 Box	Mean
Art Gallery	48%	3.35
Museum	54%	3.58
Cycle network	55%	3.50
Opportunities to engage with Councillors	59%	3.67
Public transport across the City	60%	3.64
Enhancing heritage buildings and programs	60%	3.78

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

## Satisfaction

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

Higher satisfaction	T3 Box	Mean
Library services	98%	4.29
Art Gallery	98%	4.27
Civic Theatre	97%	4.12
Museum	94%	4.14
Protecting the natural environment	93%	3.63

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

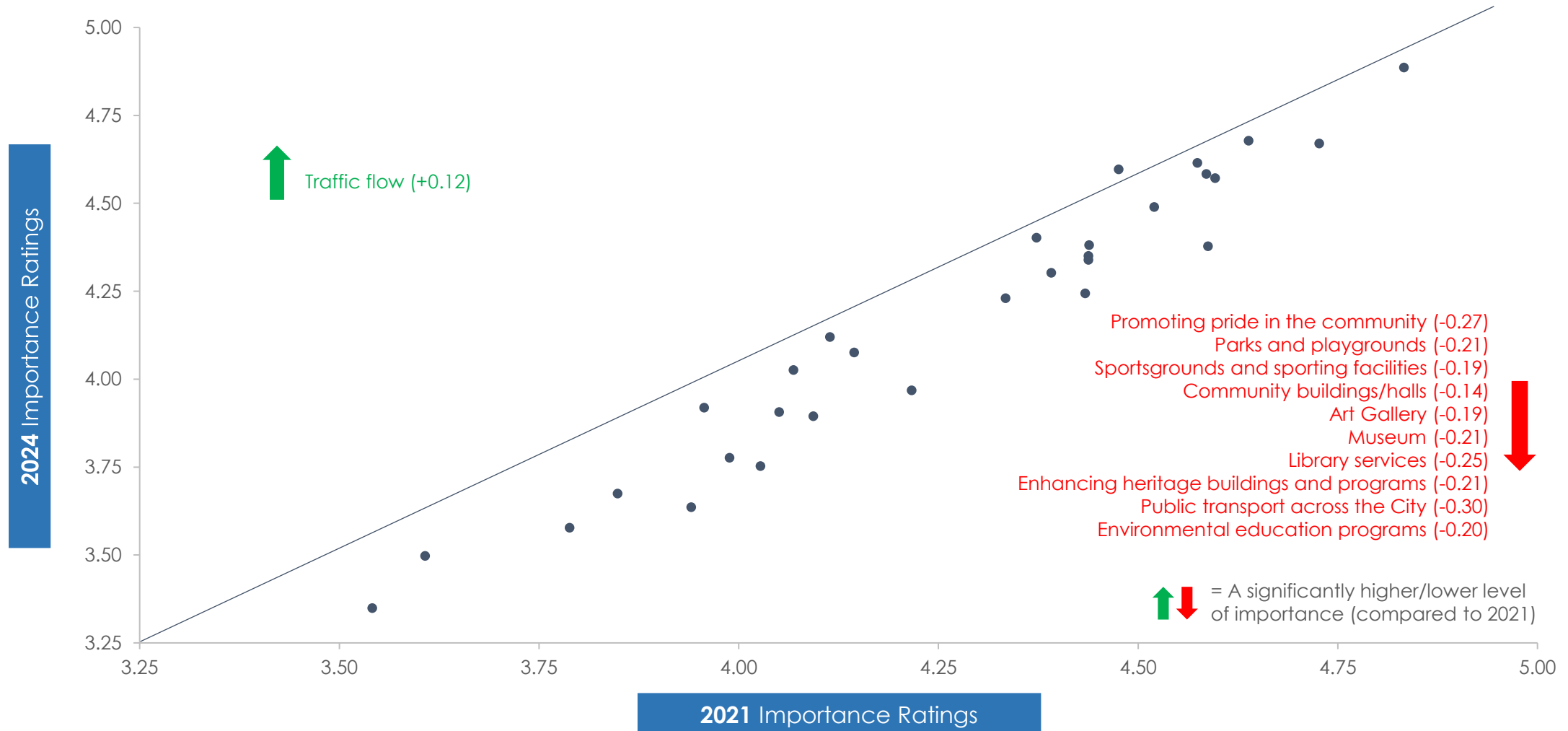
Lower satisfaction	T3 Box	Mean
Maintaining local roads	27%	2.02
Maintaining footpaths	62%	2.85
Long-term planning for Wagga Wagga	64%	2.92
Financial management	65%	2.85
Community input to Council decision-making	67%	2.95
Confidence in the elected Council	67%	2.98

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

# Services and Facilities – Importance: Comparison by Year

The below chart compares the mean importance ratings for 2024 vs 2021.

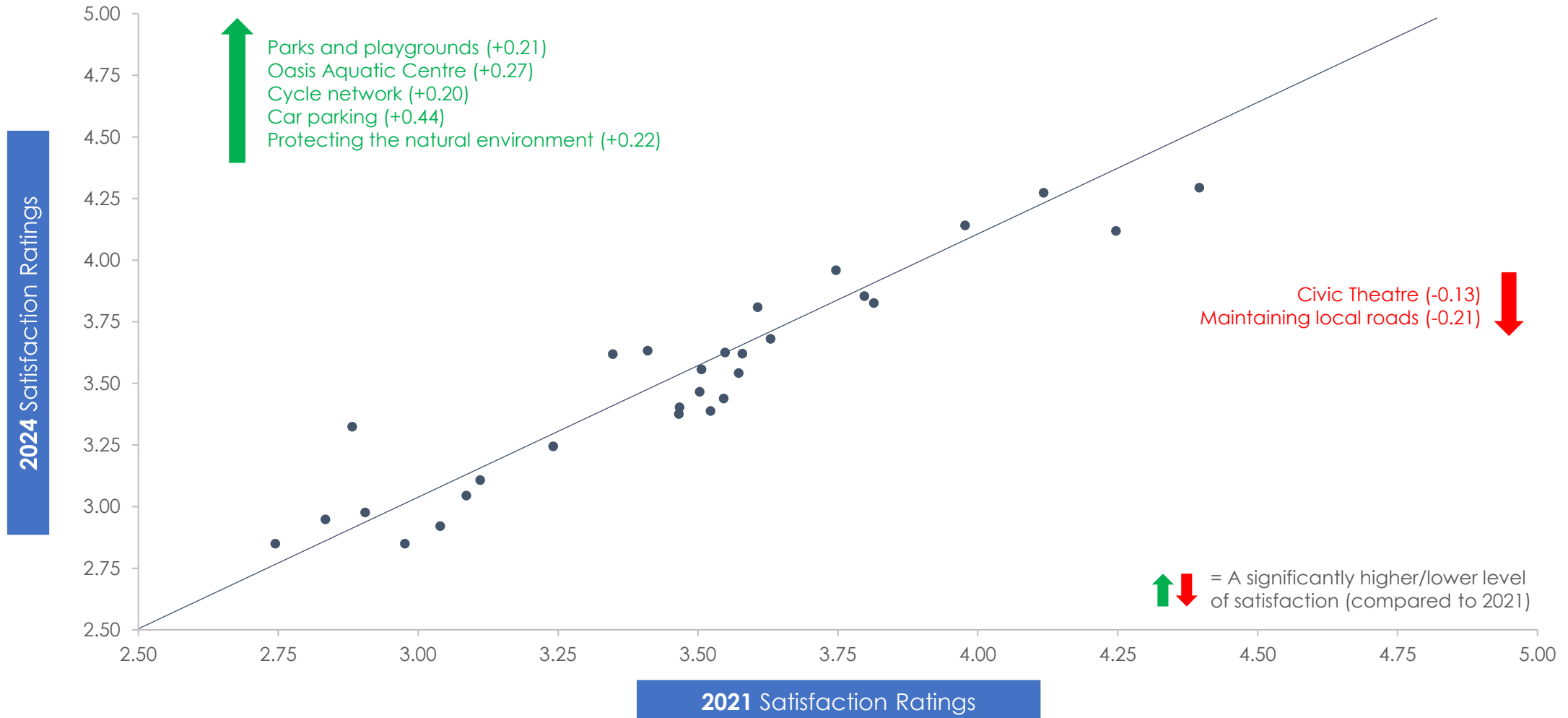
Importance significantly increased for 1 of the 30 comparable services and facilities, there were also significant decreases in importance for 9 of the 30 services and facilities.



# Services and Facilities – Satisfaction: Comparison by Year

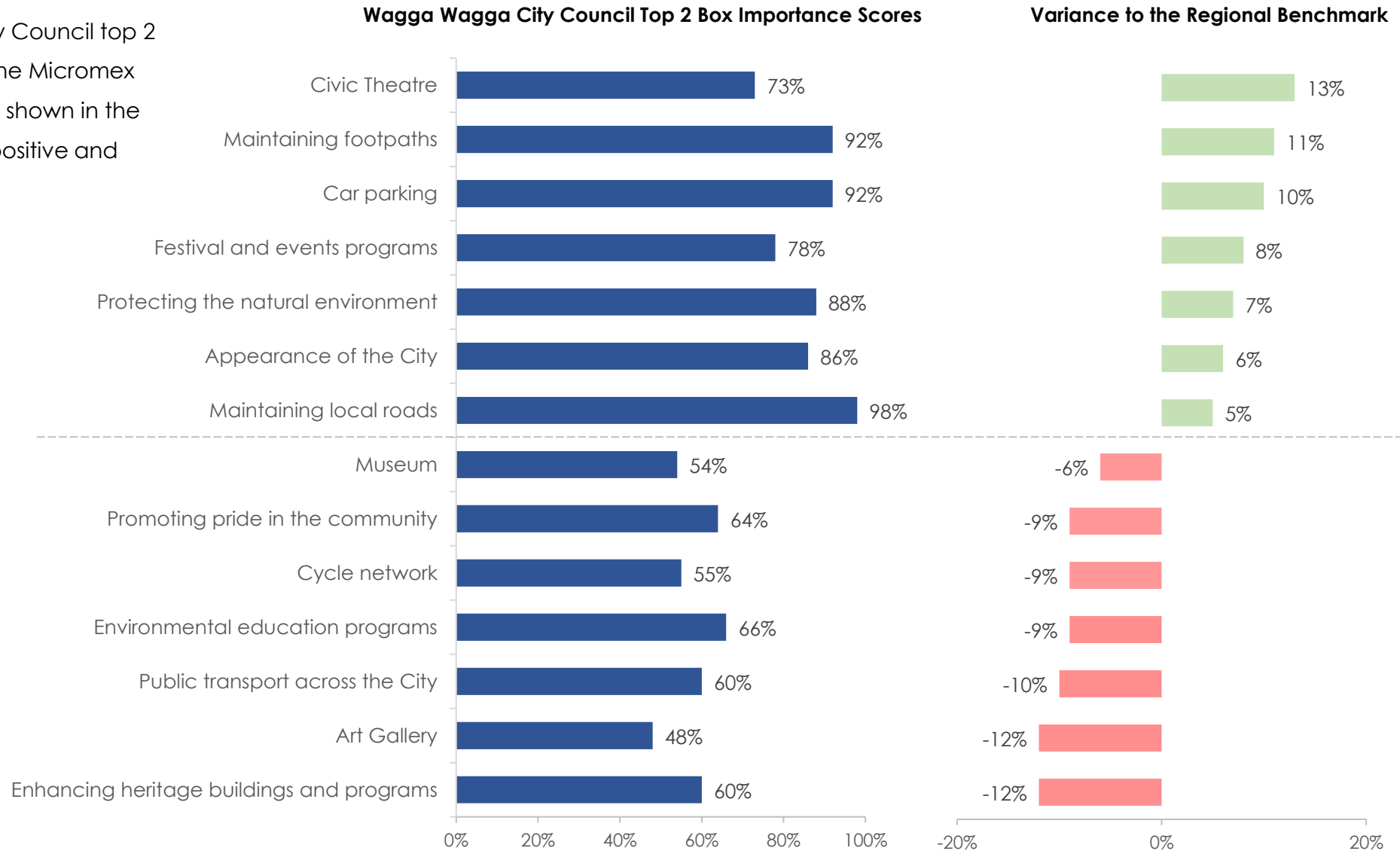
The below chart compares the mean satisfaction ratings for 2024 vs 2021.

Satisfaction significantly increased for 5 of the 30 comparable services and facilities, there were also significant decreases in satisfaction for 2 of the 30 services and facilities.



# Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Wagga Wagga City Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



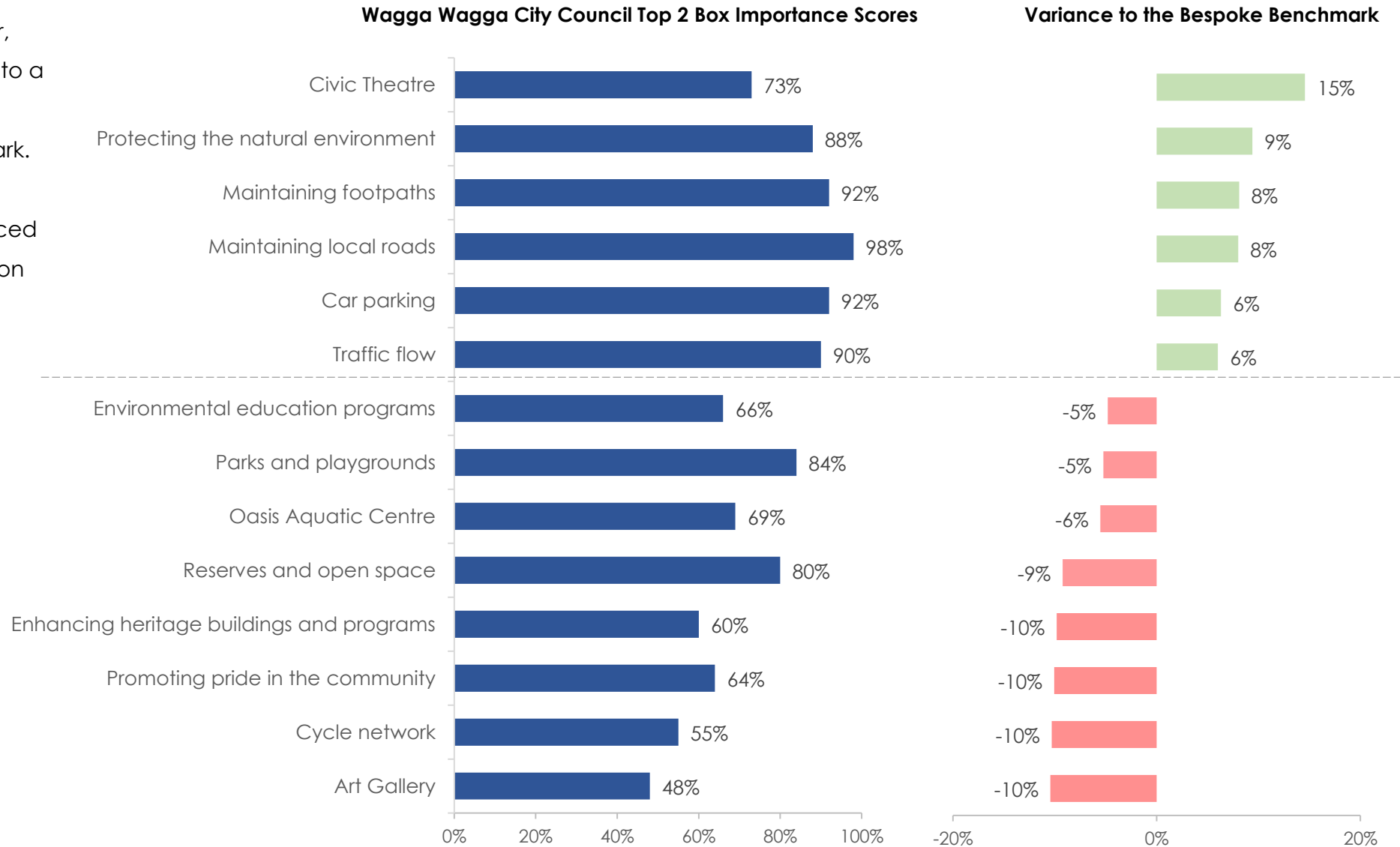
Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list  
Top 2 box = important/very important



# Summary Importance Comparison to the Bespoke Benchmark

The chart to the right is a repeat of the previous slide, however, this time we have compared to a unique subset of Councils to create a 'bespoke' benchmark.

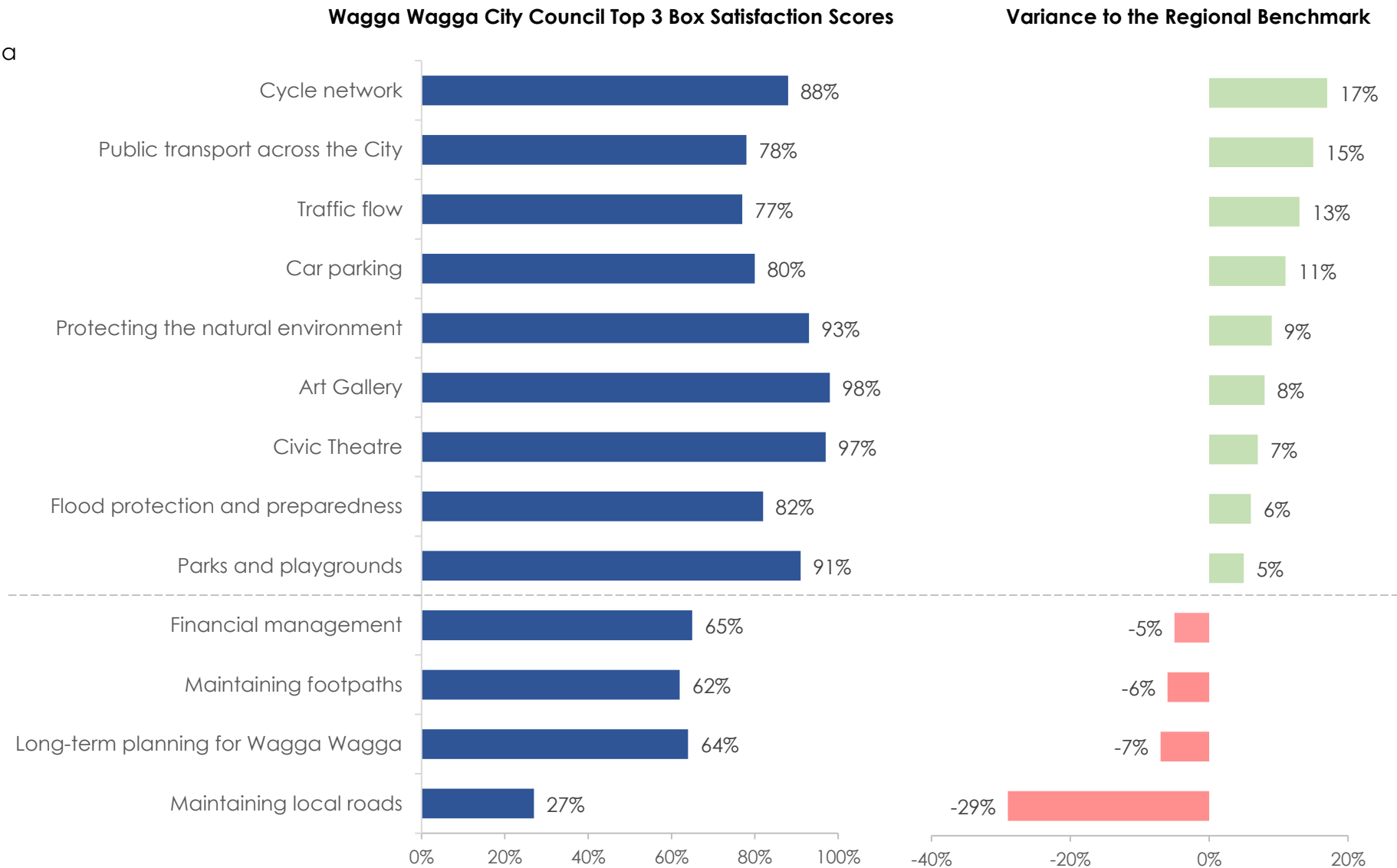
Wagga Wagga residents placed a higher level of importance on the Civic Theatre and the protection of the natural environment.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above.  
Top 2 box = important/very important

# Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Wagga Wagga City Council top 3 satisfaction scores and the Micromex Benchmark. Services/facilities shown in the chart to the right highlight larger positive and negative gaps.

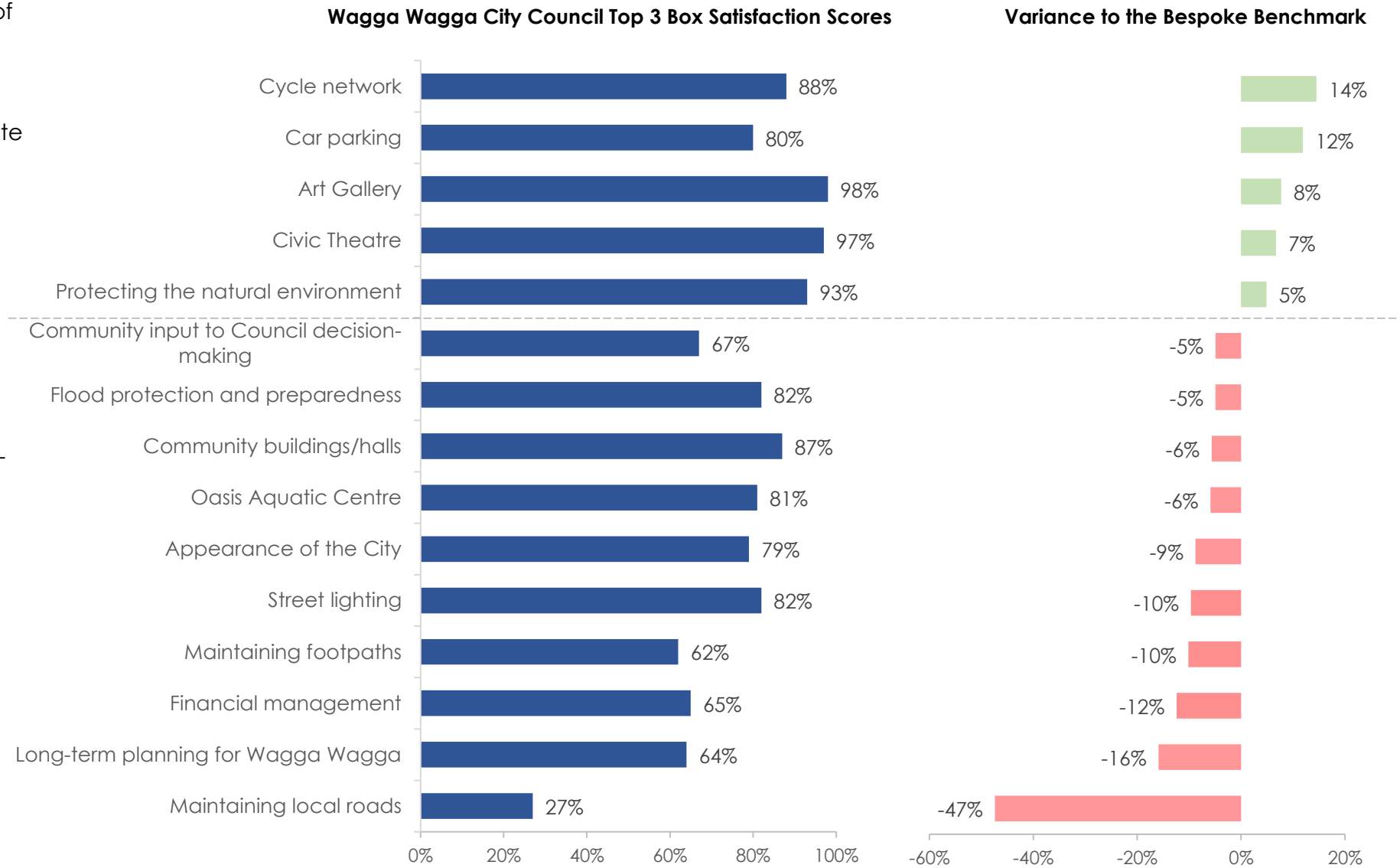


Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list  
 Top 3 box = at least somewhat satisfied

# Summary Satisfaction Comparison to the Bespoke Benchmark

The chart to the right is a repeat of the previous slide, however, this time we have compared to a unique subset of Councils to create a 'bespoke' benchmark.

In comparison to the Bespoke benchmark, Wagga Wagga residents had higher levels of satisfaction for the cycle network and lower satisfaction levels for maintaining local roads and long-term planning.



Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above.  
Top 3 box = at least somewhat satisfied

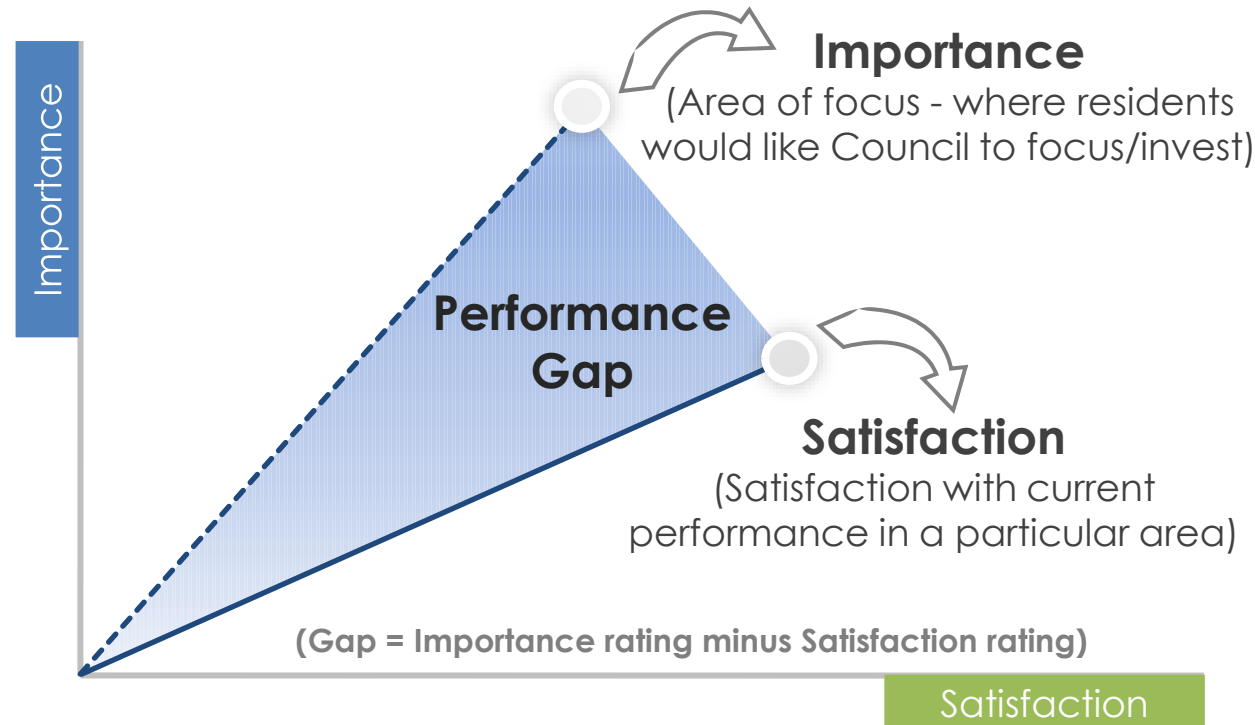
# Performance Gap Analysis

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

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by 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 services and facilities with the largest performance gaps.

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



# Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as very high in importance, whilst resident satisfaction for all of these areas is between 27% and 80%.

Service delivery for the maintenance of local roads, footpaths and long-term planning for Wagga Wagga are not meeting resident expectations, particularly roads with a performance gap of 71%.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Our places and spaces	Maintaining local roads	98%	27%	71%
Our places and spaces	Maintaining footpaths	92%	62%	30%
Connected and collaborative community leaders	Long-term planning for Wagga Wagga	93%	64%	29%
Connected and collaborative community leaders	Financial management	88%	65%	23%
Connected and collaborative community leaders	Community input to Council decision-making	85%	67%	17%
Our places and spaces	Traffic flow	90%	77%	14%
Our places and spaces	Car parking	92%	80%	12%

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

# Quadrant Analysis

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

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

On average, Wagga Wagga residents rated services/facilities equally important than our Benchmark, and their satisfaction was on par.

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

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

## Explaining the 4 quadrants (overleaf)

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 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 'opportunities to engage with Councillors', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

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



**Improve**  
Higher importance, lower satisfaction

**Maintain**  
Higher importance, higher satisfaction

Importance



— Wagga Wagga City Council Average  
- - - Micromex Comparable Regional Benchmark Average

**Niche**  
Lower importance, lower satisfaction

**Satisfaction**

**Social Capital**  
Lower importance, higher satisfaction

# Advanced Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to '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

## Explanation of Analysis

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

## What Does This Mean?

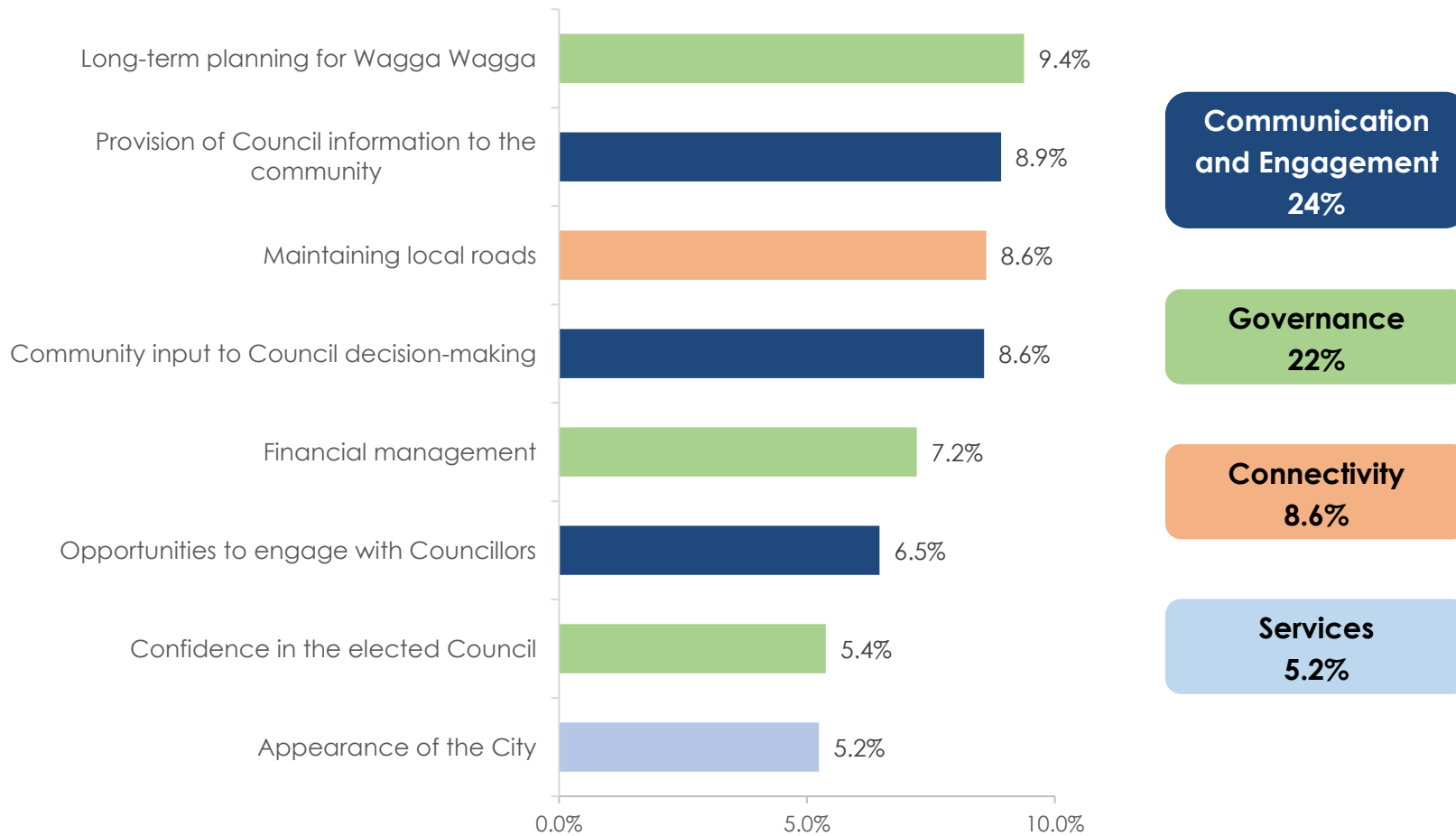
The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction.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





# Key Drivers of Overall Satisfaction with Council

The score assigned to each area indicates the percentage of influence each measure contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.



These top 8 services/facilities (so 27% of the 30 services/facilities) account for almost 60% of the variation in overall satisfaction.

Investigating the measures separately, long-term planning is the most vital driver of overall satisfaction, followed by Council provision of information.

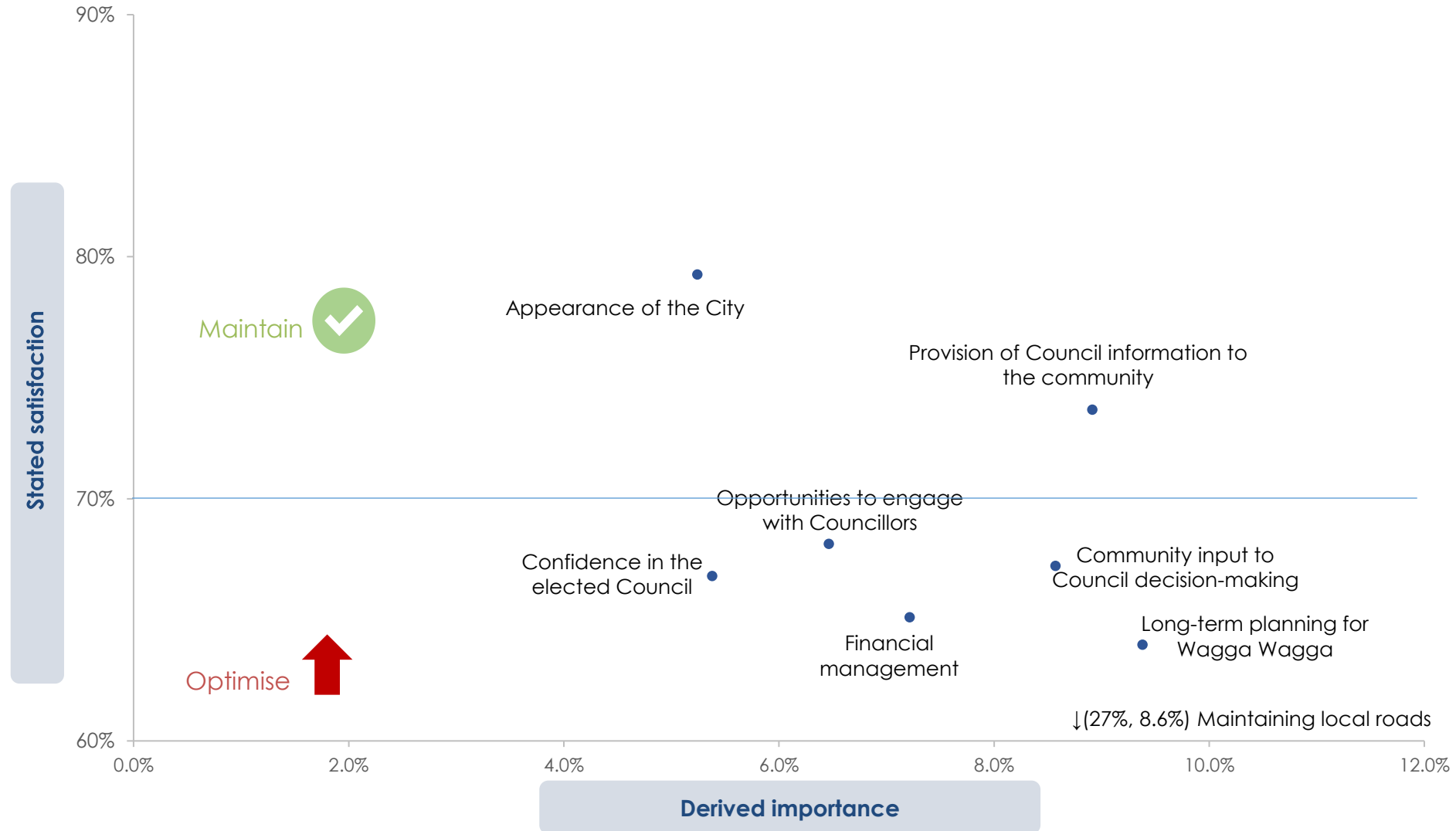
However, after summarising them into 4 thematical groups, communication/ engagement is the most important driver category, closely followed by governance.

Barriers R<sup>2</sup> value = 0.45  
 Optimisers R<sup>2</sup> value = 0.37

Note: Please see Appendix 1 for complete list

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

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



# Key Contributors to Barriers/Optimisers

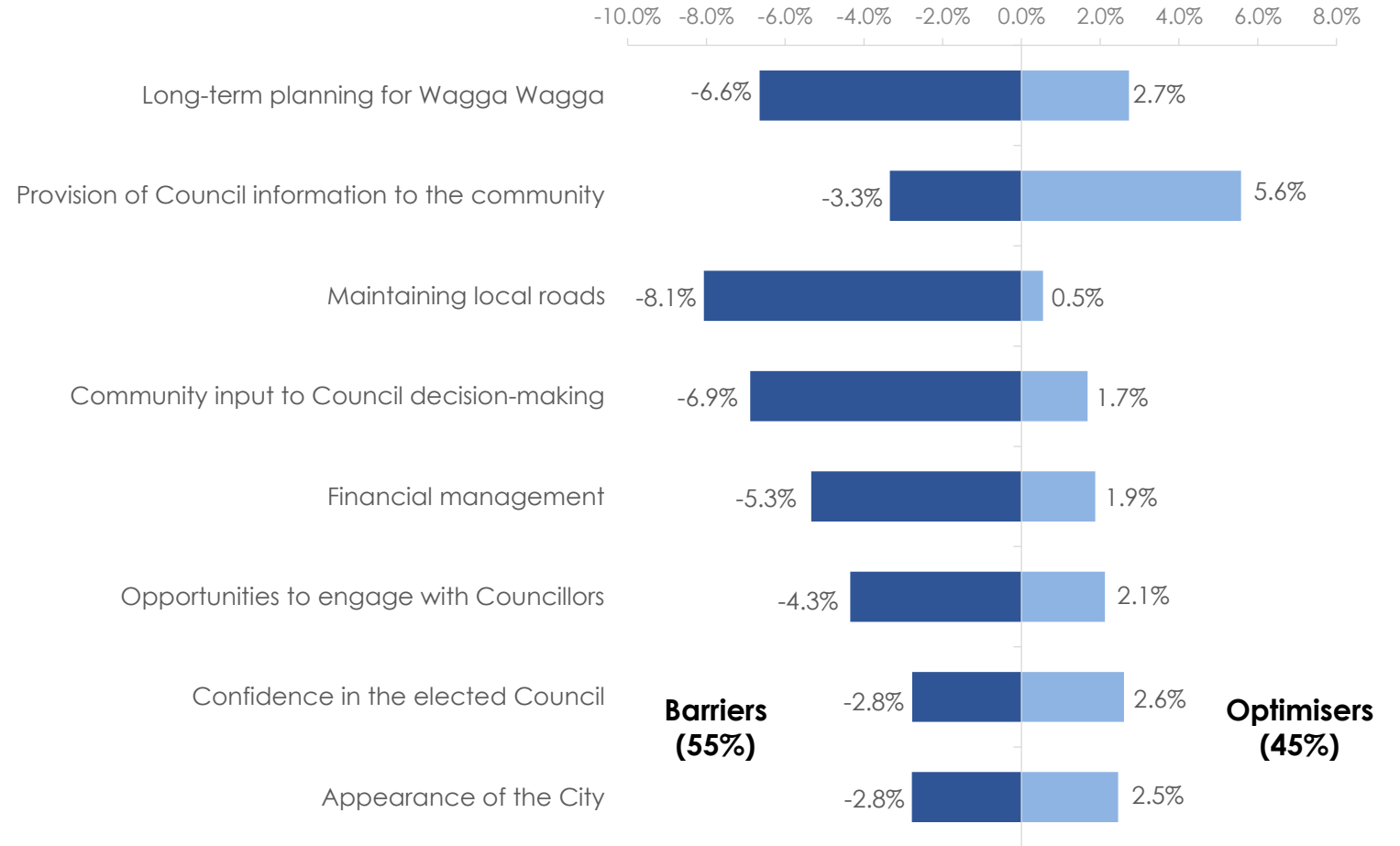
Different levers address the different levels of satisfaction across the community

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

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

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

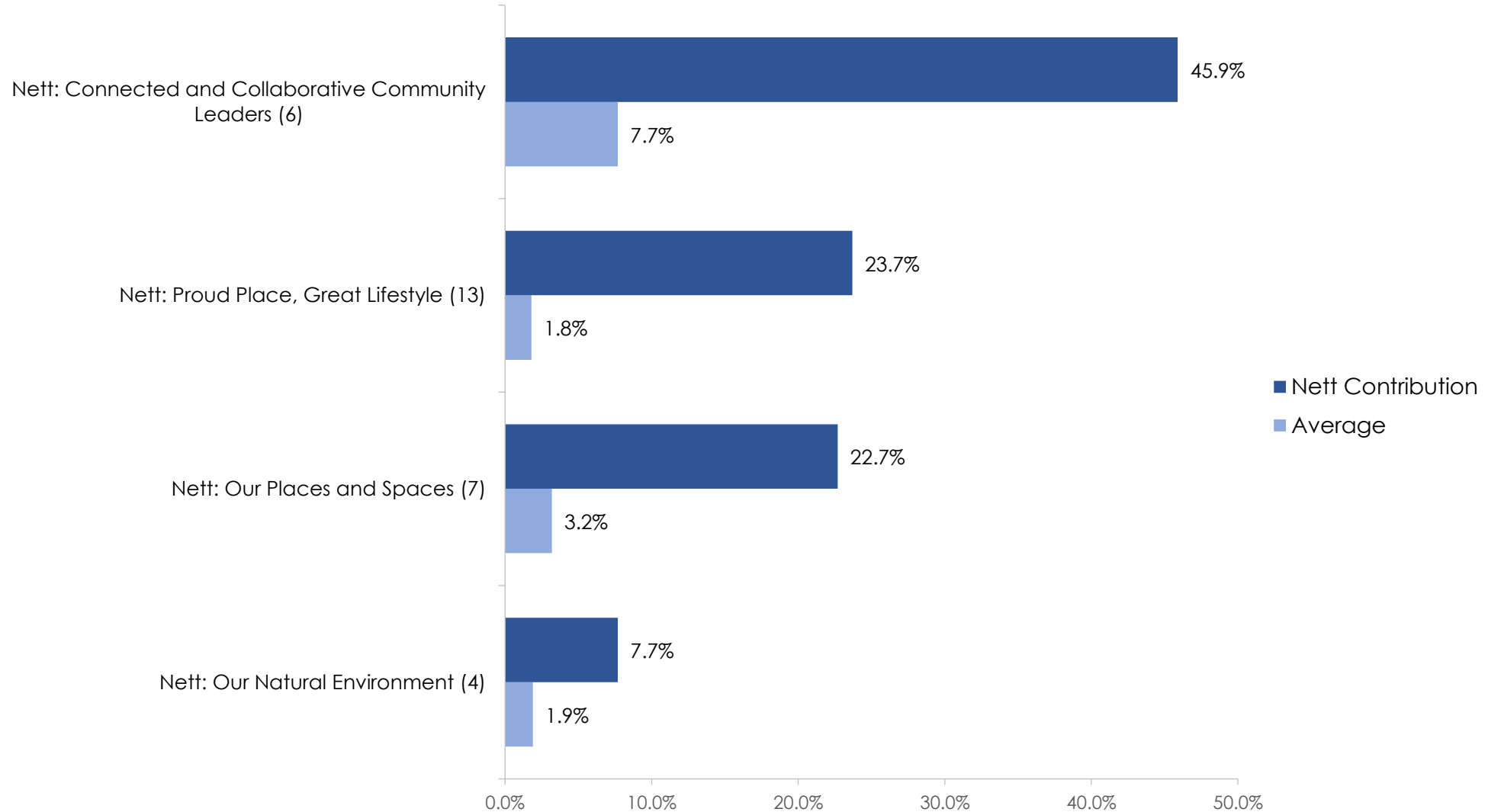
Advanced regression: Barriers (left) Vs. Optimisers (right)



# Contribution to Overall Satisfaction with Council's Performance

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

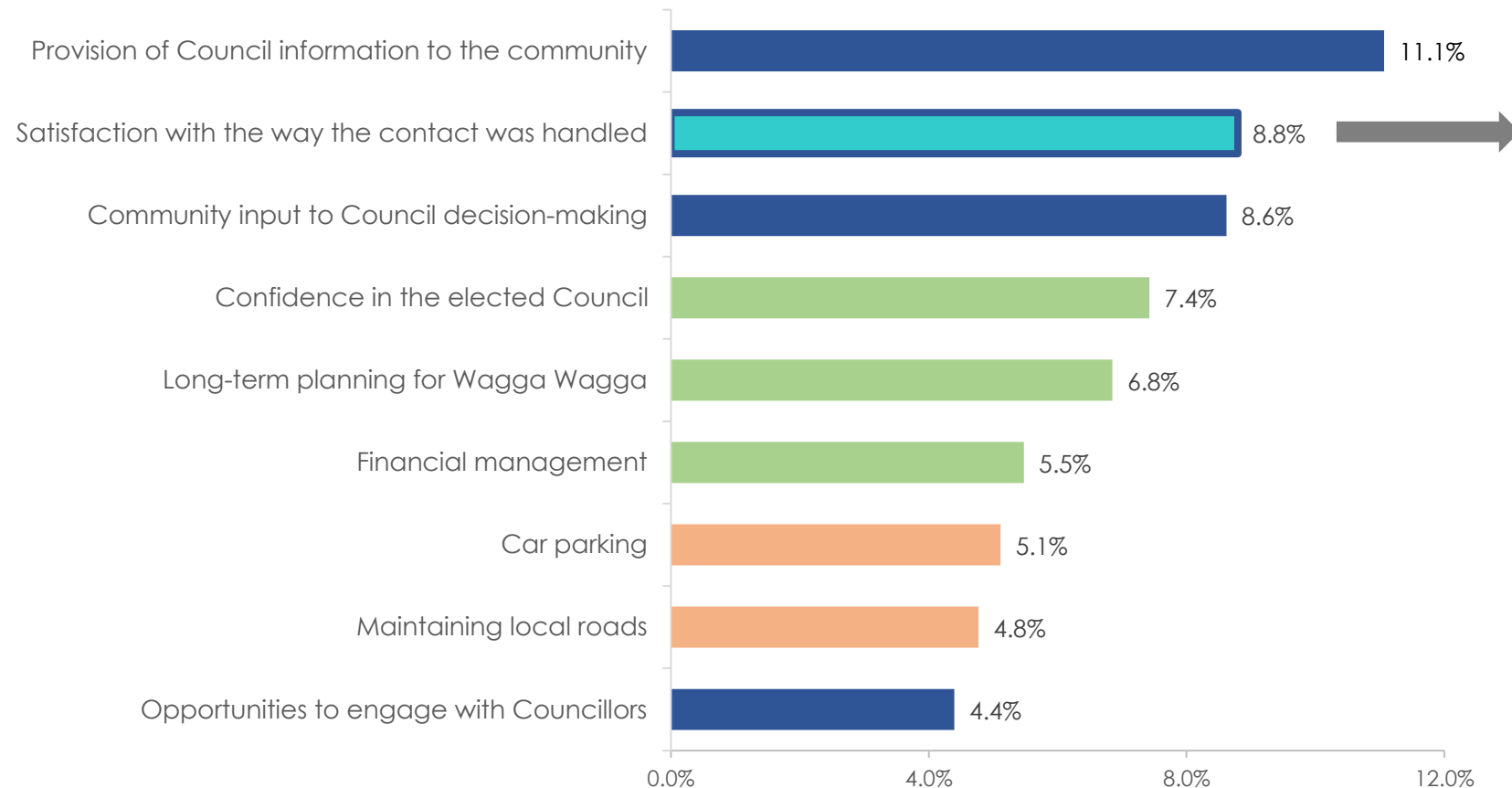
'Connected and Collaborative Community Leaders' (45.9%) is the key contributor toward overall satisfaction with Council's performance.



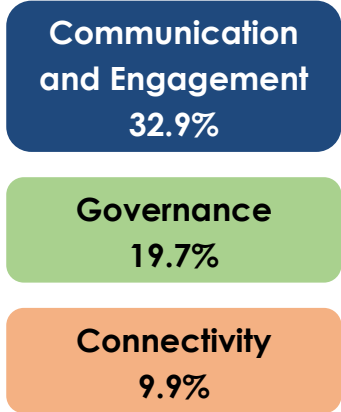
# Key Drivers of Overall Satisfaction with Council – Expanded Model

The below chart is a re-run of the key drivers contributing to overall satisfaction but expanding to include “Q1d. Overall, how satisfied were you with the way your contact was handled?” as a potential driver (only for those who had contacted Council in the past 2 years).

## Drivers of Overall Satisfaction: ‘Satisfaction with the way your contact with Council was handled’ added



Looking at this expanded model we can see that, satisfaction with the way your contact with Council was handled has the second largest impact on overall satisfaction with Council



Barriers R<sup>2</sup> value = 0.54  
 Optimisers R<sup>2</sup> value = 0.49

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



## Section Three

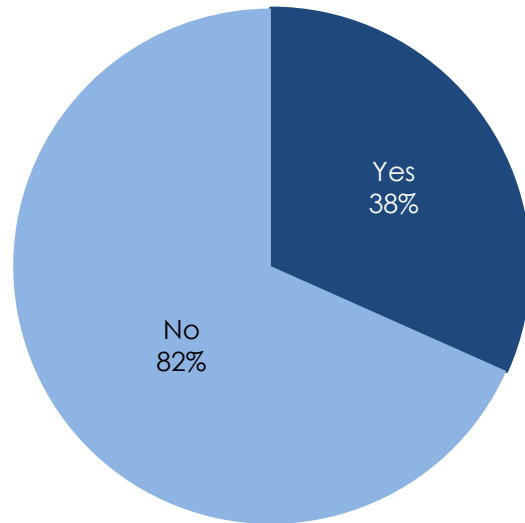
# Contact with Council

This section examines residents methods of contacting Council and how satisfied they were with how their enquiry was handled. We also investigate residents future means of contacting Council.

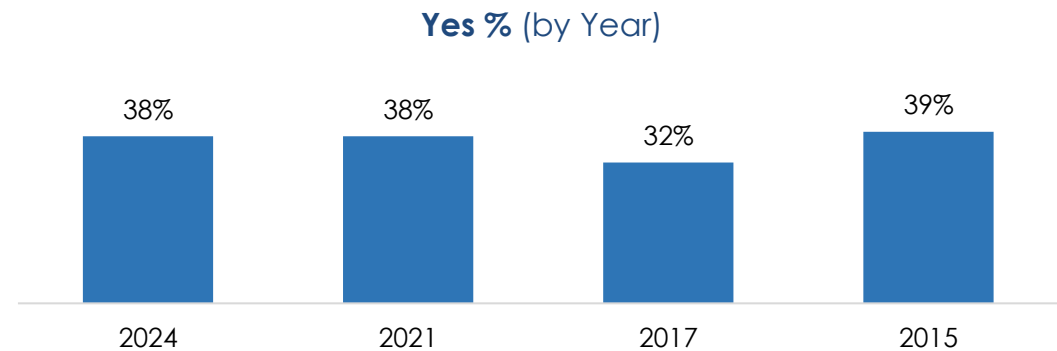
# Contact with Council

Similar to previous years, 38% of residents stated they have contacted Council in the last 12 months. Middle-aged residents (35-59) and ratepayers were significantly more likely to have made contact.

	Overall 2024	Overall 2021	Gender		Age				Ratepayer status		Time lived in the area		
			Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Yes %	38%	38%	38%	39%	26%	48%	48%	40%	44%	25%	27%	46%	40%
Base	501	504	240	261	166	117	73	146	363	138	111	92	298



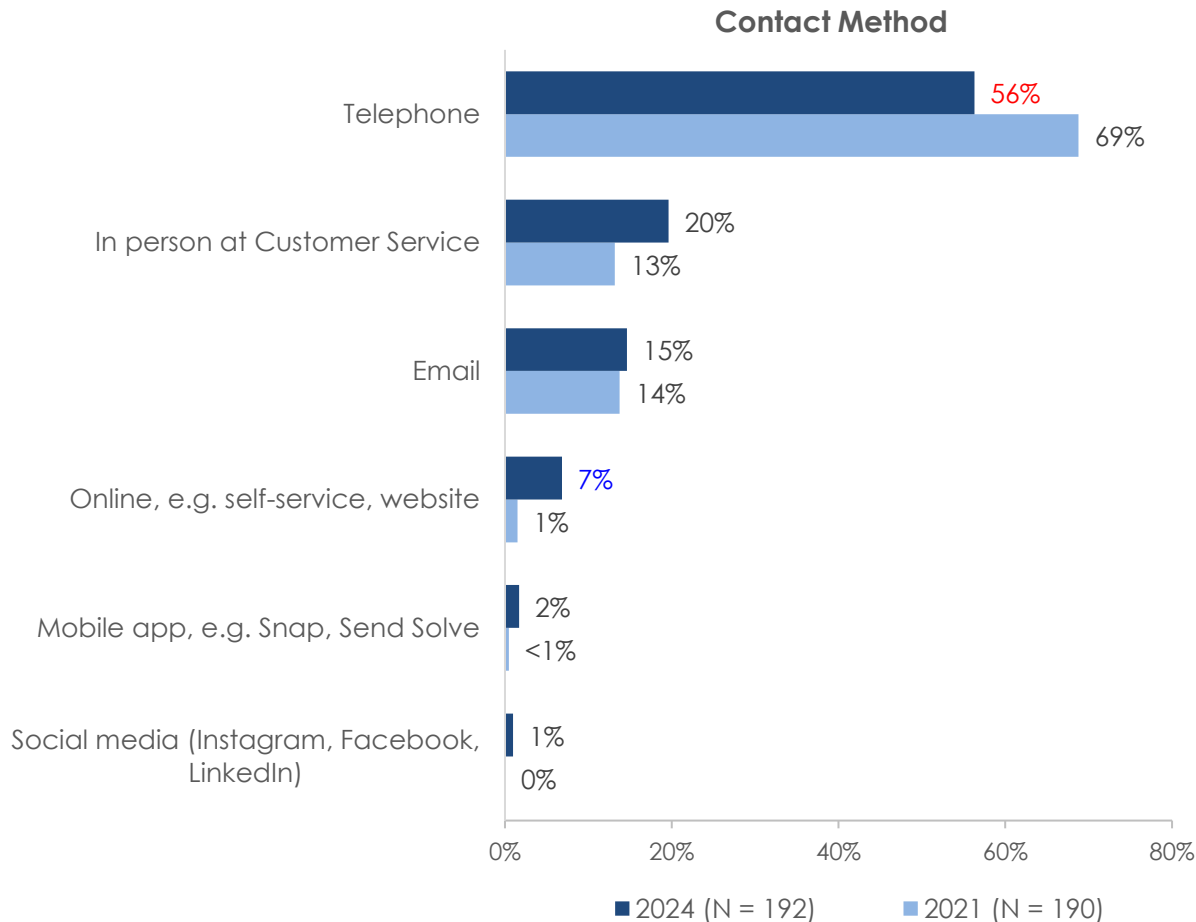
Base: N = 501



# Contact Method & Nature of Enquiry

Of those who have had contact with Council over the last 12 months, 56% made contact via phone, this is a significant decrease from 69% contacting via phone in 2021. Contact online has significantly increased from 1% in 2021 to 7% in 2024. Enquiries were most commonly in regards to waste/recycling and roads.

Asked of those who have had contact with Council



Nature of enquiry	2024 (N = 192)	2021 (N = 190)
Waste management and recycling	19%	14%
Roads	12%	8%
Regulatory matters	9%	8%
Planning and development	9%	16%
Rates/fees and charges	8%	8%
Environmental matter	7%	10%
Sewerage	4%	5%
City appearance	3%	3%
Health and safety	3%	3%
Recreation and leisure	3%	3%
Drains	2%	3%
Community services	1%	4%
Economic development	1%	0%
Footpaths	1%	0%
Library/Art Gallery/Museums/Civic Theatre	1%	0%
Tourism & events	0%	2%
Other	14%	13%

Q1b. (If yes on Q1a) When you last made contact with Council staff was it by:  
 Q1c. (If yes on Q1a) Which of the following best describes the nature of your enquiry?

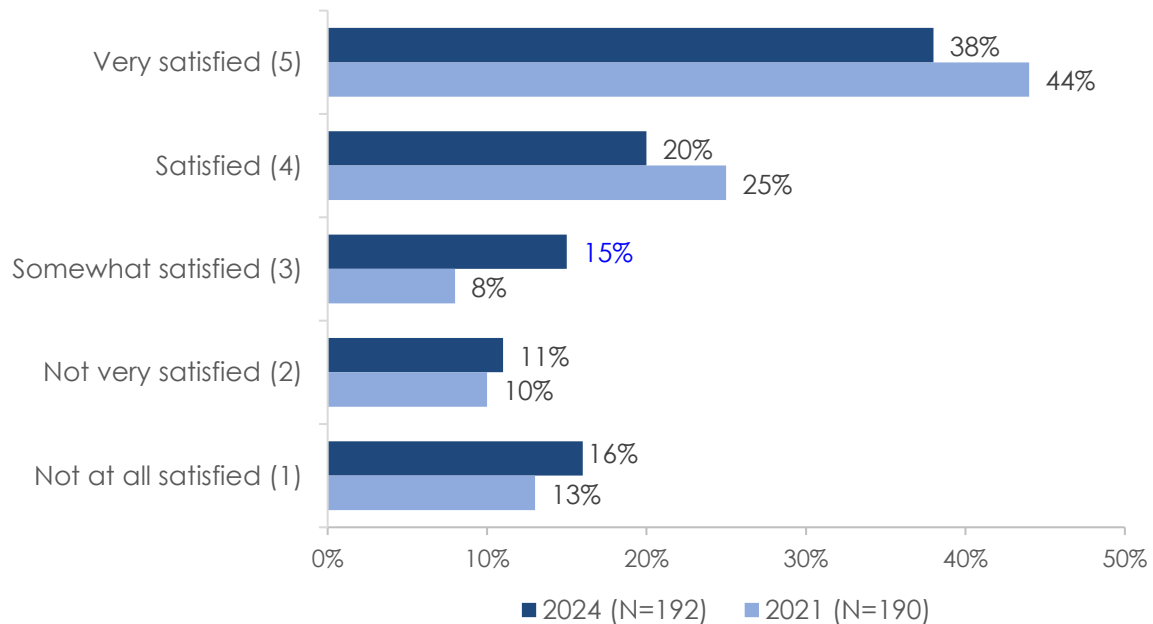


# Overall Satisfaction with how the Enquiry was Handled

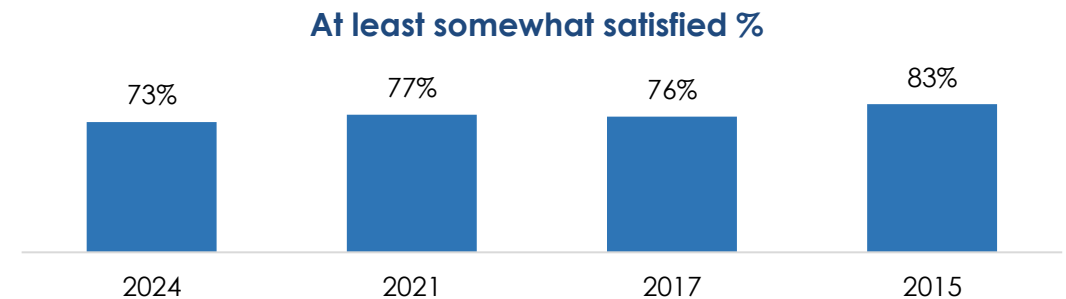
Of those that had contacted Council, 73% were at least somewhat satisfied with the way their contact was handled. Slightly lower satisfaction levels amongst those aged 18-34, ratepayers and those making contact via email.

	Contact Method			
	Telephone	In person at Customer Service	Email	Online
Top 3 Box %	74%	75%	61%	73%
Mean rating	3.56	3.55	3.08	3.63
Base	108	38	28	13*

	Overall 2024	Overall 2021	Gender		Age				Ratepayer status		Time lived in the area		
			Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Top 3 Box %	73%	77%	72%	74%	68%	72%	73%	77%	74%	69%	70%	64%	77%
Mean rating	3.52	3.77	3.44	3.58	3.24	3.42	3.53	3.81	3.52	3.51	3.42	3.23	3.65
Base	192	190	90	102	44	56	35	58	158	34	30	43	120



	Wagga Wagga City Council	Micromex LGA Benchmark
Top 3 Box %	73%	80%
Mean rating	3.52	3.77
Base	192	23,641



\*Caution low base size

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

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

# Improvements to how Enquiry was Handled

Asked of those who have had contact with Council and were not at all/not very satisfied with their enquiry

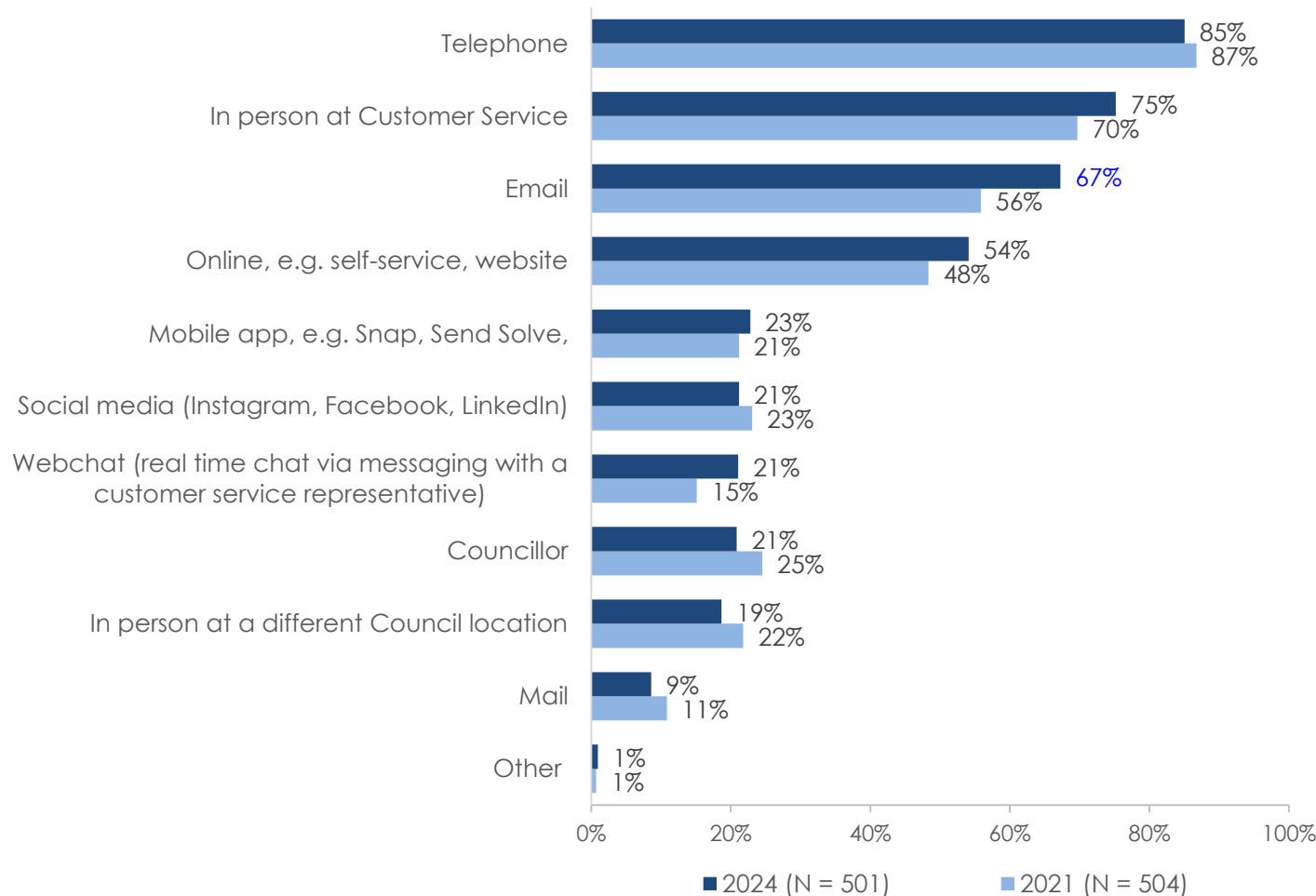
Of those who had made contact with Council in the last 12 months and stated they were not at all or not very satisfied with the way their contact was handled, the majority suggested 'better follow up from Council' could have improved their experience.

Other suggestions include; having more knowledgeable staff, acting quicker with requests and more understanding from staff/listening to residents.

Suggested Improvements	Count
Better follow up from Council	26
More knowledgeable staff	12
Acting quicker with requests	8
Council staff could be more understanding/listen to residents more	7
Follow through on requests/take action	6
Council to take responsibility for the issues	3
Improved customer service	3
Inperson resources	2
Easier processes	1
Improving the consultation process	1
Making it easier to get hold of the correct person	1
More consistent advice	1
More honesty from Council in responses	1

# Future Means of Contacting Council

Telephone remains the most preferred way to contact Council in the future (85%), followed by in person at Customer Service (75%). Compared to 2021, significantly more residents would like to contact Council via email (67% in 2024 compared to 56% in 2021). Younger residents are significantly more likely to prefer online methods such as email, online, mobile app, social media and webchat (see Appendix 1).



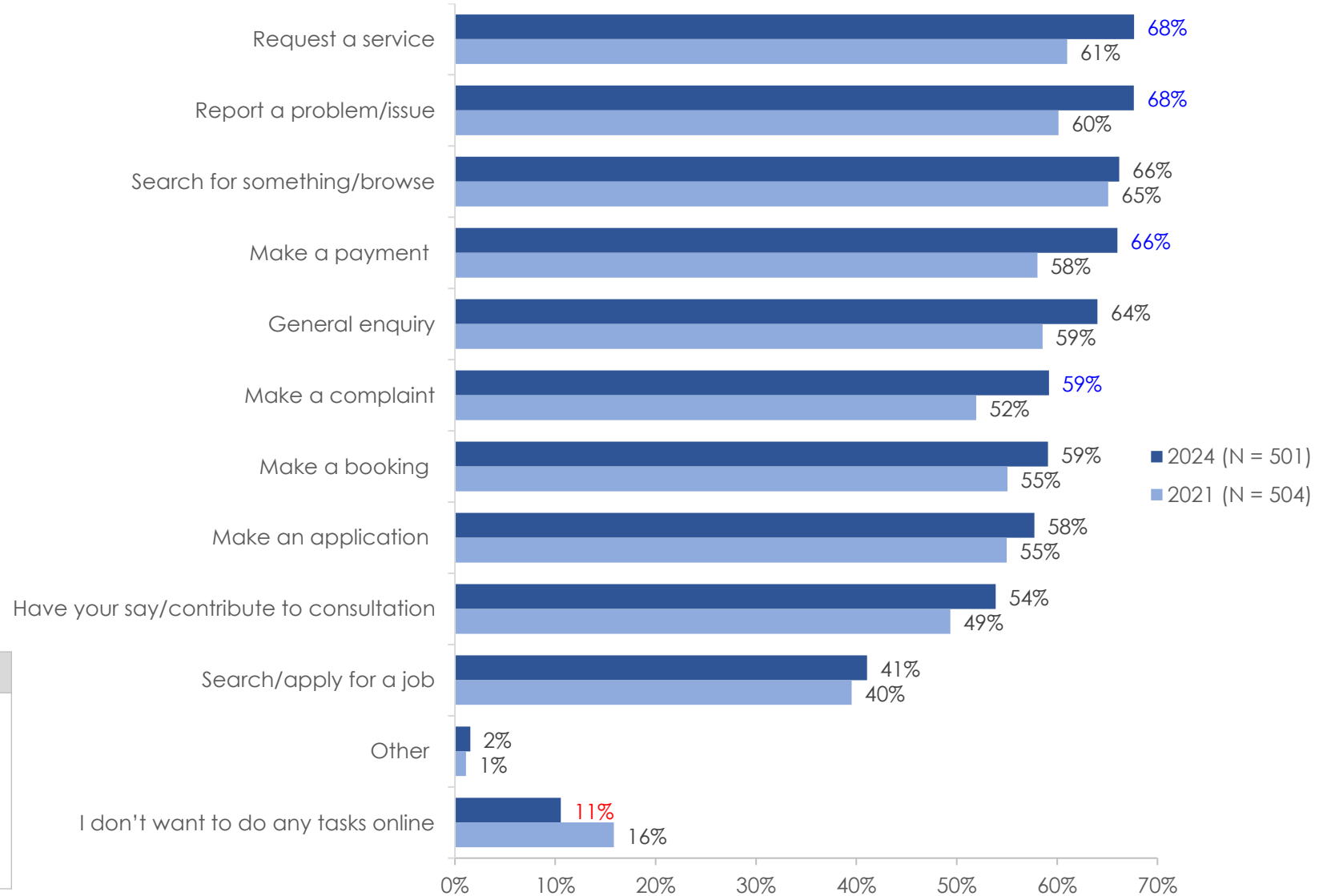
Other specified	Count
Community groups / meetings	3
No response / wouldn't contact Council	2

# Self-Serve Opportunities on Council's Website

Self-serve opportunities are present for all online aspects currently being offered.

Compared to 2021, significantly more residents stated they are likely to make a payment and make a complaint online.

Other specified	Count
Check on traffic/road/project updates	2
'What's On' e.g. events and activities	2
Check rates history	1
Provide feedback/suggestion	1
Watch Council meetings	1

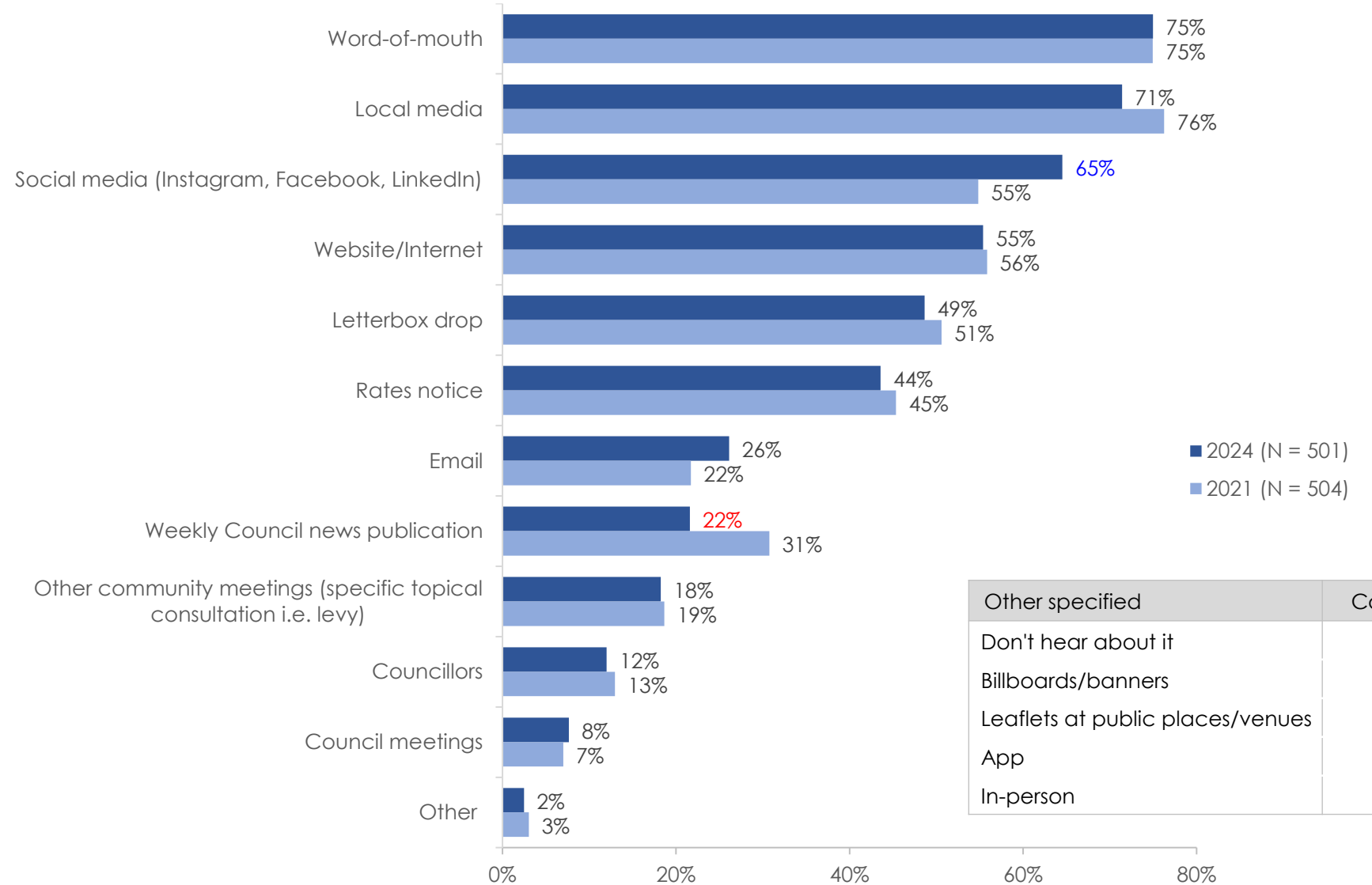


# Information about Council's events, activities, projects, and decisions

Word of mouth (75%) and local media (71%) are the most common ways residents hear about Council's event, activities, projects and decisions.

Being informed via social media has increased significantly, from 55% in 2021 to 65% in 2024.

Residents aged 18-34 were significantly more likely to be informed via social media, website/internet and email.



Other specified	Count
Don't hear about it	5
Billboards/banners	4
Leaflets at public places/venues	2
App	1
In-person	1



## Additional Analyses

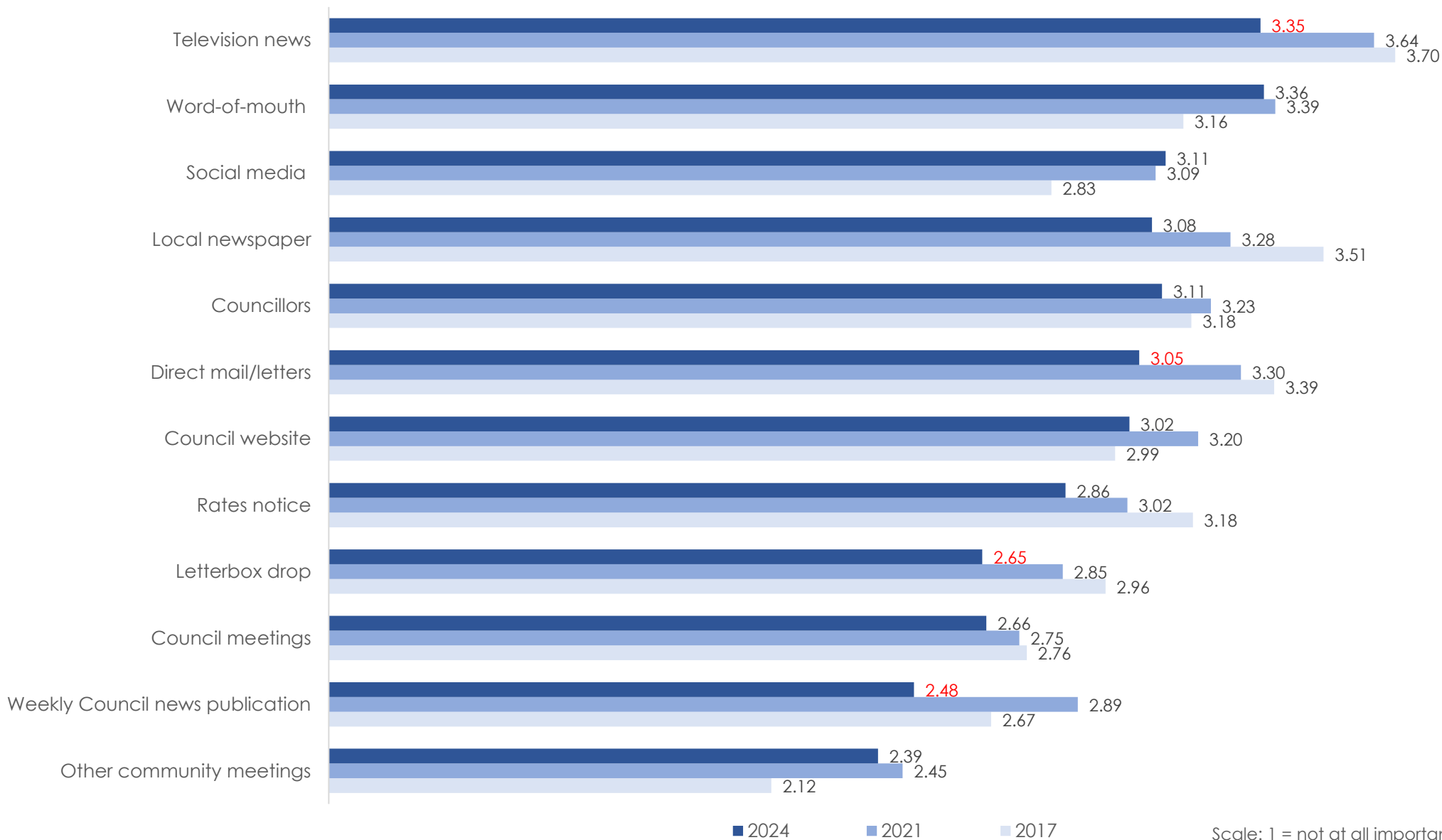
### Appendix 1

# Suburb / Village

Suburb / Village	N = 501	Suburb / Village	N = 501
Central Wagga Wagga	12%	Lloyd	2%
Koorinal	12%	North Wagga Wagga	2%
Lake Albert	10%	Uranquinty	2%
Glenfield Park	8%	Borambola	1%
Ashmont	6%	Collingullie	1%
Mount Austin	6%	Currawarna	1%
Estella	4%	East Wagga Wagga	1%
Forest Hill	4%	Galore	1%
Tolland	4%	Gobbagombalin	1%
Turvey Park	4%	Gumly Gumly	1%
Boorooma	3%	San Isidore	1%
Bourkelands	3%	Tarcutta	1%
Springvale	3%	Humula	<1%
Tatton	3%	Mangoplah	<1%
Ladysmith	2%	Oura	<1%

# Importance of Mediums on Influencing Opinion of Council's Performance

Mean Ratings by Year



Scale: 1 = not at all important, 5 = very important  
 A significantly higher/lower rating (compared to 2021)



# Importance of Mediums on Influencing Opinion of Council's Performance

	Overall 2024	Gender		Age				Ratepayer status		Time lived in the area		
		Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Television news	51%	50%	53%	48%	44%	52%	61%	52%	48%	50%	49%	52%
Word-of-mouth (friend/family/neighbour)	48%	46%	50%	56%	48%	47%	40%	44%	60%	48%	46%	49%
Social media (Instagram, Facebook, LinkedIn)	47%	42%	51%	65%	54%	35%	25%	43%	56%	60%	51%	40%
Local newspaper	43%	39%	46%	38%	42%	43%	48%	43%	43%	45%	42%	42%
Councillors	41%	41%	42%	34%	42%	39%	51%	41%	42%	46%	39%	40%
Direct mail/letters	41%	42%	41%	39%	47%	41%	40%	44%	35%	51%	41%	38%
Council website	40%	35%	45%	53%	43%	36%	26%	39%	43%	61%	46%	31%
Rates notice	37%	38%	37%	29%	39%	42%	44%	41%	27%	44%	31%	37%
Letterbox drop	30%	28%	31%	31%	33%	29%	26%	26%	39%	41%	35%	24%
Council meetings	27%	28%	26%	23%	30%	28%	30%	26%	31%	28%	26%	28%
Weekly Council news publication	23%	18%	28%	23%	22%	24%	24%	22%	28%	32%	22%	20%
Other community meetings (specific topical consultation i.e. levy)	22%	20%	24%	24%	24%	21%	17%	17%	35%	31%	21%	18%
Base (minimum)	482	223	230	155	110	64	124	326	127	101	87	265

# Agreement with Liveability Statements

	Overall 2024	Gender		Age				Ratepayer status		Time lived in the area		
		Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
I feel safe in my home	79%	82%	76%	82%	77%	82%	75%	81%	73%	85%	82%	76%
Wagga Wagga has a good variety of retail options	66%	68%	65%	65%	57%	65%	77%	65%	71%	71%	60%	67%
Wagga Wagga has a variety of leisure and recreation options	62%	62%	63%	64%	44%	64%	75%	63%	60%	71%	57%	61%
I am able to participate in arts and cultural related activities	54%	58%	51%	54%	47%	52%	62%	53%	57%	56%	48%	56%
I feel safe in public places	53%	60%	46%	60%	52%	45%	48%	52%	54%	65%	53%	48%
Wagga Wagga has a variety of entertainment options	47%	45%	50%	42%	30%	48%	67%	47%	48%	49%	47%	47%
Wagga Wagga has a vibrant nightlife	32%	32%	33%	35%	23%	32%	38%	31%	36%	36%	29%	32%
Base (minimum)	475	226	238	162	110	69	123	336	128	102	87	275

# Nature of Enquiry

Other specified	Count
General enquiry/ update details	5
Reporting an issue	5
Claims/ rebates	4
Making a complaint	4
Trees e.g. removal, trimming	3
Feedback	2
Applied for job	1
Other	4

# Future Means of Contacting Council

	Overall 2024	Gender		Age				Ratepayer status		Time lived in the area		
		Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Telephone	85%	82%	87%	87%	88%	85%	81%	85%	86%	88%	83%	84%
In person at Customer Service	75%	72%	78%	77%	70%	72%	79%	74%	79%	81%	76%	73%
Email	67%	66%	68%	78%	70%	71%	51%	69%	63%	77%	77%	61%
Online, e.g. self-service, website	54%	50%	58%	77%	60%	48%	26%	51%	62%	63%	61%	49%
Mobile app, e.g. Snap, Send Solve,	23%	22%	24%	36%	28%	15%	8%	21%	28%	30%	28%	18%
Social media	21%	22%	21%	36%	22%	10%	9%	18%	30%	27%	21%	19%
Webchat	21%	17%	25%	35%	28%	14%	3%	18%	29%	31%	29%	15%
Councillor	21%	23%	19%	20%	23%	21%	20%	19%	25%	33%	18%	17%
In person at a different Council location	19%	17%	20%	25%	22%	16%	10%	16%	27%	33%	16%	14%
Mail	9%	6%	11%	12%	8%	5%	6%	6%	15%	15%	7%	7%
Other	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%
Base	501	240	261	166	117	73	146	363	138	111	92	298

# Self-Serve Opportunities on Council's Website

	Overall 2024	Gender		Age				Ratepayer status		Time lived in the area		
		Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Request a service	68%	69%	67%	82%	80%	64%	44%	65%	75%	77%	71%	63%
Report a problem/issue	68%	67%	68%	85%	73%	61%	47%	64%	78%	75%	71%	64%
Search for something/browse	66%	62%	70%	74%	76%	71%	47%	64%	72%	69%	72%	63%
Make a payment	66%	63%	69%	73%	78%	69%	48%	64%	70%	71%	71%	62%
General enquiry	64%	64%	64%	81%	65%	59%	46%	59%	77%	71%	75%	58%
Make a complaint	59%	59%	59%	76%	68%	53%	35%	55%	69%	69%	71%	52%
Make a booking	59%	57%	61%	75%	67%	52%	38%	54%	72%	70%	67%	53%
Make an application	58%	59%	57%	70%	74%	56%	32%	57%	59%	70%	59%	53%
Have your say/contribute to consultation	54%	54%	54%	60%	60%	57%	40%	54%	54%	59%	55%	52%
Search/apply for a job	41%	41%	41%	60%	48%	40%	15%	35%	58%	49%	52%	35%
Other	2%	2%	1%	0%	3%	2%	2%	2%	1%	1%	2%	2%
I don't want to do any tasks online	11%	9%	12%	1%	4%	13%	25%	11%	9%	9%	7%	12%
Base	501	240	261	166	117	73	146	363	138	111	92	298

# Information about Council's events, activities, projects, and decisions

	Overall 2024	Gender		Age				Ratepayer status		Time lived in the area		
		Male	Female	18-34	35-49	50-59	60+	Ratepayer	Non-ratepayer	Up to 10 years	11-20 years	More than 20 years
Word-of-mouth	75%	76%	74%	76%	81%	81%	66%	74%	78%	75%	74%	75%
Local media	71%	72%	71%	68%	68%	75%	76%	72%	69%	65%	75%	73%
Social media	65%	60%	68%	83%	75%	61%	37%	60%	75%	73%	71%	59%
Website/Internet	55%	52%	59%	73%	63%	51%	31%	53%	63%	69%	66%	47%
Letterbox drop	49%	50%	48%	53%	50%	52%	41%	46%	56%	56%	55%	44%
Rates notice	44%	44%	44%	29%	44%	51%	56%	53%	18%	36%	41%	47%
Email	26%	20%	31%	37%	20%	23%	21%	25%	29%	38%	29%	21%
Weekly Council news publication	22%	22%	21%	17%	17%	25%	29%	23%	17%	19%	21%	23%
Other community meetings	18%	20%	16%	15%	16%	27%	19%	19%	16%	22%	13%	18%
Councillors	12%	13%	11%	11%	13%	18%	10%	10%	16%	18%	12%	10%
Council meetings	8%	9%	7%	7%	10%	8%	6%	7%	10%	11%	7%	7%
Other	2%	1%	4%	4%	3%	3%	1%	1%	6%	4%	3%	2%
Base	501	240	261	166	117	73	146	363	138	111	92	298

# Comparison to Previous Research

Service/Facility	Importance		Satisfaction		Service/Facility	Importance		Satisfaction	
	2024	2021	2024	2021		2024	2021	2024	2021
Promoting pride in the community	3.75	4.03	3.39	3.52	Cycle network	3.50	3.61	3.81	3.61
Appearance of the City	4.40	4.37	3.38	3.47	Traffic flow	4.60	4.48	3.24	3.24
Parks and playgrounds	4.38	4.59	3.96	3.75	Car parking	4.58	4.59	3.32	2.88
Sportsgrounds and sporting facilities	4.24	4.43	3.83	3.81	Public transport across the City	3.64	3.94	3.44	3.55
Reserves and open space	4.23	4.33	3.63	3.55	Street lighting	4.34	4.44	3.47	3.50
Community buildings/halls	3.91	4.05	3.62	3.58	Protecting the natural environment	4.49	4.52	3.63	3.41
Oasis Aquatic Centre	3.92	3.96	3.62	3.35	Waste and recycling services	4.67	4.73	3.85	3.80
Art Gallery	3.35	3.54	4.27	4.12	Environmental education programs	3.90	4.09	3.40	3.47
Museum	3.58	3.79	4.14	3.98	Flood protection and preparedness	4.35	4.44	3.54	3.57
Civic Theatre	4.03	4.07	4.12	4.25	Opportunities to engage with Councillors	3.67	3.85	3.04	3.09
Library services	3.97	4.22	4.29	4.40	Confidence in the elected Council	4.08	4.14	2.98	2.90
Festival and events programs	4.12	4.11	3.68	3.63	Community input to Council decision-making	4.38	4.44	2.95	2.83
Enhancing heritage buildings and programs	3.78	3.99	3.56	3.51	Provision of Council information to the community	4.30	4.39	3.11	3.11
Maintaining local roads	4.89	4.83	2.02	2.23	Long-term planning for Wagga Wagga	4.68	4.64	2.92	3.04
Maintaining footpaths	4.61	4.57	2.85	2.74	Financial management	4.57	4.60	2.85	2.98

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied  
 A significantly higher/lower level of importance/satisfaction (by year)

# Importance Compared to the Micromex Benchmark

Service/Facility	Wagga Wagga City Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Civic Theatre	73%▲	60%	13%
Maintaining footpaths	92%▲	81%	11%
Car parking	92%▲	82%	10%
Festival and events programs	78%	70%	8%
Protecting the natural environment	88%	81%	7%
Appearance of the City	86%	80%	6%
Maintaining local roads	98%	93%	5%
Traffic flow	90%	86%	4%
Long-term planning for Wagga Wagga	93%	89%	4%
Community input to Council decision-making	85%	82%	3%
Waste and recycling services	94%	91%	3%
Sportsgrounds and sporting facilities	79%	77%	2%
Library services	72%	70%	2%
Financial management	88%	86%	2%
Parks and playgrounds	84%	83%	1%
Flood protection and preparedness	83%	82%	1%
Street lighting	82%	82%	0%
Community buildings/halls	67%	68%	-1%
Provision of Council information to the community	82%	83%	-1%
Oasis Aquatic Centre	69%	71%	-2%
Reserves and open space	80%	83%	-3%
Museum	54%	60%	-6%
Promoting pride in the community	64%	73%	-9%
Cycle network	55%	64%	-9%
Environmental education programs	66%	75%	-9%
Public transport across the City	60%▼	70%	-10%
Art Gallery	48%▼	60%	-12%
Enhancing heritage buildings and programs	60%▼	72%	-12%

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

**Note:** T2 = important/very important 56



# Satisfaction Compared to the Micromex Benchmark

Service/Facility	Wagga Wagga City Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Cycle network	88%▲	71%	17%
Public transport across the City	78%▲	63%	15%
Traffic flow	77%▲	64%	13%
Car parking	80%▲	69%	11%
Protecting the natural environment	93%	84%	9%
Art Gallery	98%	90%	8%
Civic Theatre	97%	90%	7%
Flood protection and preparedness	82%	76%	6%
Parks and playgrounds	91%	86%	5%
Library services	98%	94%	4%
Museum	94%	90%	4%
Sportsgrounds and sporting facilities	91%	89%	2%
Festival and events programs	88%	86%	2%
Reserves and open space	87%	86%	1%
Enhancing heritage buildings and programs	85%	85%	0%
Community input to Council decision-making	67%	67%	0%
Provision of Council information to the community	74%	74%	0%
Community buildings/halls	87%	88%	-1%
Waste and recycling services	87%	88%	-1%
Environmental education programs	83%	85%	-2%
Appearance of the City	79%	82%	-3%
Promoting pride in the community	82%	85%	-3%
Oasis Aquatic Centre	81%	85%	-4%
Street lighting	82%	86%	-4%
Financial management	65%	70%	-5%
Maintaining footpaths	62%	68%	-6%
Long-term planning for Wagga Wagga	64%	71%	-7%
Maintaining local roads	27%▼	56%	-29%

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

**Note:** T3 = at least somewhat satisfied 57

# Performance Gap Analysis

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

## Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Maintaining local roads	98%	27%	71%
Maintaining footpaths	92%	62%	30%
Long-term planning for Wagga Wagga	93%	64%	29%
Financial management	88%	65%	23%
Community input to Council decision-making	85%	67%	17%
Traffic flow	90%	77%	14%
Car parking	92%	80%	12%
Provision of Council information to the community	82%	74%	8%
Appearance of the City	86%	79%	7%
Waste and recycling services	94%	87%	6%
Confidence in the elected Council	73%	67%	6%
Flood protection and preparedness	83%	82%	1%
Street lighting	82%	82%	-1%
Protecting the natural environment	88%	93%	-5%
Reserves and open space	80%	87%	-7%

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

# Performance Gap Analysis

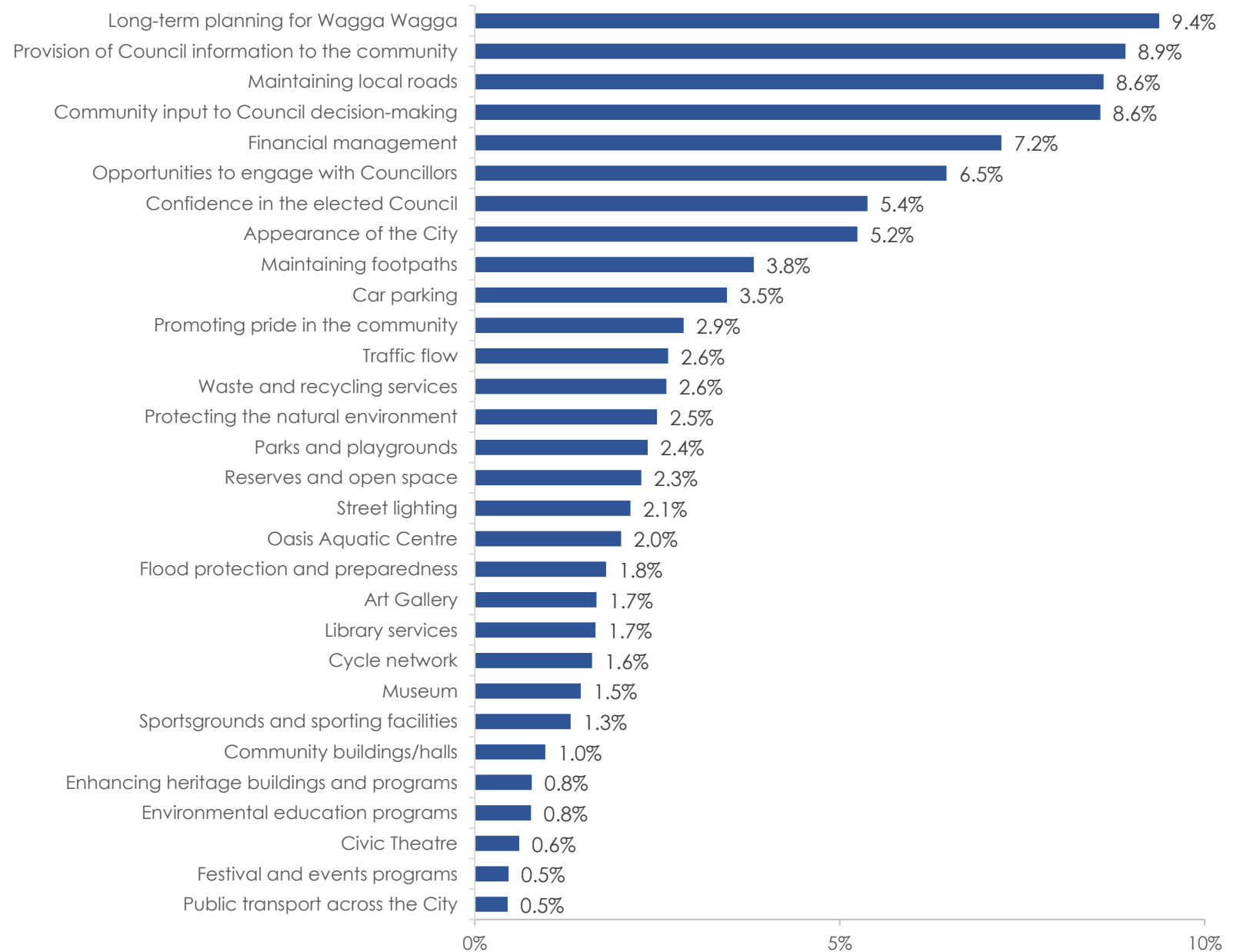
## Performance Gap Ranking Continued...

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Parks and playgrounds	84%	91%	-8%
Opportunities to engage with Councillors	59%	68%	-9%
Festival and events programs	78%	88%	-10%
Sportsgrounds and sporting facilities	79%	91%	-11%
Oasis Aquatic Centre	69%	81%	-12%
Environmental education programs	66%	83%	-17%
Public transport across the City	60%	78%	-18%
Promoting pride in the community	64%	82%	-18%
Community buildings/halls	67%	87%	-20%
Civic Theatre	73%	97%	-24%
Enhancing heritage buildings and programs	60%	85%	-25%
Library services	72%	98%	-25%
Cycle network	55%	88%	-32%
Museum	54%	94%	-40%
Art Gallery	48%	98%	-50%

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

# Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 30 facilities/ services on overall satisfaction with Council's performance, based on the Advanced Regression analysis.



# Council's Used to Create the Micromex Regional Benchmark

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



# Questionnaire

## Appendix 2

**Wagga Wagga City Council  
Community Survey  
January 2024**

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Wagga Wagga City 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 City Council?**

Position	Answers	Notes
1	Yes	Terminate
2	No	

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

Position	Answers	Notes
1	Ashmont	Suburbs
2	Bomen	Suburbs
3	Boorooma	Suburbs
4	Bourkelands	Suburbs
5	Brunlea Park	Suburbs
6	Cartwrights Hill	Suburbs
7	Central Wagga Wagga	Suburbs
8	East Wagga Wagga	Suburbs
9	Estella	Suburbs
10	Forest Hill	Suburbs
11	Glenfield Park	Suburbs
12	Glenoak	Suburbs
13	Gobbagombalin	Suburbs
14	Gumly Gumly	Suburbs
15	Kapooka	Suburbs
16	Koorngal	Suburbs
17	Lake Albert	Suburbs
18	Lloyd	Suburbs
19	Mount Austin	Suburbs
20	North Wagga Wagga	Suburbs
21	San Isidore	Suburbs
22	Springvale	Suburbs
23	Tatton	Suburbs
24	Tolland	Suburbs
25	Turvey Park	Suburbs
26	Borambola	Villages
27	Collingullie	Villages
28	Currawarna	Villages
29	Galore	Villages
30	Humula	Villages
31	Ladysmith	Villages
32	Mangoplah	Villages
33	Oura	Villages
34	Tarcutta	Villages
35	Uranquinty	Villages

**Section A – Contact with Council**

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

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

Position	Answers	Notes
1	Yes	
2	No	Go to Q1f

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

Position	Answers	Notes
1	Telephone	
2	Mail	
3	Email	
4	In person at Customer Service	
5	In person at a different Council location	
6	Councillor	
7	Social media (Instagram, Facebook, LinkedIn)	
8	Mobile app, e.g. Snap, Send Solve,	
9	Webchat (real time chat via messaging with a customer service representative)	
10	Online, e.g. self-service, website	
11	Other community meetings (specific topical consultation i.e. Levy)	

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

Position	Answers	Notes
1	City appearance (e.g. litter/graffiti)	
2	Community services	
3	Economic development	
4	Tourism & events	
5	Environmental matter	
6	Health and safety	
7	Library/Art Gallery/Museums/Civic Theatre	
8	Planning and development	
9	Rates/fees and charges	
10	Recreation and leisure (e.g. pools, parks, sportsgrounds)	
11	Roads	
12	Footpaths	
13	Drains	
14	Sewerage	
15	Waste management and recycling	
16	Regulatory matters including animal management and ranger services	
17	Other (please specify)	

**Q1ci. Other (please specify) (TEXT)**

Position	Answers	Notes
1		

**Q1d. Overall, how satisfied were you with the way your enquiry was handled, on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied? Prompt (SR)**

Value	Answers	Notes
5	Very satisfied	Go to Q1f
4	Satisfied	Go to Q1f
3	Somewhat satisfied	Go to Q1f
2	Not very satisfied	
1	Not at all satisfied	

**Q1e. How could the way your enquiry was handled have been improved? (TEXT)**

Position	Answers	Notes
1		

**Q1f. If required, how would you most likely contact Council in the future? Please answer yes or no as I read each one. Prompt (MR)**

Position	Answers	Notes
1	Telephone	
2	Mail	
3	Email	
4	In person at Customer Service	
5	In person at a different Council location	
6	Councillor	
7	Social media (Instagram, Facebook, LinkedIn)	
8	Mobile app, e.g. Snap, Send Solve,	
9	Webchat (real time chat via messaging with a customer service representative)	
10	Online, e.g. self-service, website	
11	Other (please specify)	

**Q1fi. Other (please specify) (TEXT)**

Position	Answers	Notes
1		

**Q1g. The Council website offers the community a range of self-serve opportunities. Which of the following activities are you likely to undertake? Please answer yes or no as I read each one. Prompt (MR)**

Position	Answers	Notes
1	Make a payment (e.g. rates, fines, permits, application fees)	
2	Make a booking (e.g. community facility, swimming lesson, workshop)	
3	Request a service (e.g. new bin, library item, change details)	
4	Report a problem/issue (e.g. pothole, animal problem, graffiti, hazard)	
5	Make an application (e.g. permit, licence, grant, development)	
6	General enquiry	
7	Make a complaint	
8	Have your say/contribute to consultation	
9	Search for something/browse	
10	Search/apply for a job	
11	I don't want to do any tasks online	
12	Other (please specify)	

**Q1gi. Other (please specify) (TEXT)**

Position	Answers	Notes
1		



**Q2a. How satisfied are you with the level of communication Council currently provides the community, on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied? Prompt (SR)**

Value	Answers	Notes
5	Very satisfied	Go to Q3
4	Satisfied	Go to Q3
3	Somewhat satisfied	Go to Q3
2	Not very satisfied	
1	Not at all satisfied	

**Q2b. How do you think Council could improve its communication? (TEXT)**

Position	Answers	Notes
1		

**Q3. Where do you hear about Council's events, activities, projects, and decisions? Please answer yes or no as I read each one. Prompt (MR)**

Position	Answers	Notes
1	Councillors	
2	Council meetings	
3	Letterbox drop	
4	Email	
5	Weekly Council news publication	
6	Rates notice	
7	Website/Internet	
8	Social media (Instagram, Facebook, LinkedIn)	
9	Word-of-mouth	
10	Local media	
11	Other community meetings (specific topical consultation i.e. levy)	
12	Other (please specify)	

**Q3i. Other (please specify) (TEXT)**

Position	Answers	Notes
1		

**Q4. How important a role do the following have in influencing your opinion on the performance of Council? Please rate on a scale of 1 to 5, where 1 is not at all important, and 5 is very important. (SCALE)**

Value	Answers	Notes
5	5 – Very Important	
4	4	
3	3	
2	2	
1	1 – Not at all important	
0	DK	

Position	Answers	Notes
1	Councillors	
2	Council meetings	
3	Weekly Council news publication	
4	Council website	
5	Social media (Instagram, Facebook, LinkedIn)	
6	Word-of-mouth (friend/family/neighbour)	
7	Local newspaper	
8	Television news	
9	Other community meetings (specific topical consultation i.e. levy)	
10	Letterbox drop	
11	Rates notice	
12	Direct mail/letters	

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

Still thinking specifically about Wagga Wagga City Council.

**Q5.** In this section I will read out different Council services or facilities. For each of these could you please indicate that which best describes your opinion of the importance of the 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 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. (SCALE)

**Proud place, great lifestyle**

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Promoting pride in the community											
2	Appearance of the City											
3	Parks and playgrounds											
4	Sportsgrounds and sporting facilities											
5	Reserves and open space											
6	Community buildings/halls											
7	Oasis Aquatic Centre											
8	Art Gallery											
9	Museum											
10	Civic Theatre											
11	Library services											
12	Festival and events programs											
13	Enhancing heritage buildings and programs											

**Our places and spaces**

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Maintaining local roads											
2	Maintaining footpaths											
3	Cycle network											
4	Traffic flow											
5	Car parking											
6	Public transport across the City											
7	Street lighting											

**Our natural environment**

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Protecting the natural environment											
2	Waste and recycling services											
3	Environmental education programs											
4	Flood protection and preparedness											

**Connected and collaborative community leaders**

Position	Answers	Importance					Satisfaction					
		Low 1	2	3	4	High 5	Low 1	2	3	4	High 5	NA
1	Opportunities to engage with Councillors											
2	Confidence in the elected Council											
3	Community input to Council decision-making											
4	Provision of Council information to the community											
5	Long-term planning for Wagga Wagga											
6	Financial management											

**Q6.** Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas, on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied? Prompt (SR)

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

**Q7.** Thinking about the local area, how would you rate your level of agreement with the following statements on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree? Prompt (SCALE)

Value	Answers	Notes
5	5 - Strongly agree	
4	4	
3	3	
2	2	
1	1- Strongly disagree	
0	CS	

Position	Answers	Notes
1	Wagga Wagga has a variety of leisure and recreation options	
2	I am able to participate in arts and cultural related activities	
3	Wagga Wagga has a variety of entertainment options	
4	Wagga Wagga has a vibrant nightlife	
5	I feel safe in public places	
6	I feel safe in my home	
7	Wagga Wagga has a good variety of retail options	

**Section C – Demographic & Profiling questions**

**D1. Please stop me when I read out your age group. Prompt (SR)**

Position	Answers	Notes
1	18-24	
2	25-34	
3	35-49	
4	50-59	
5	60-69	
6	70+	

**D2. Which country were you born in? (SR)**

Position	Answers	Notes
1	Australia	
2	Other (please specify)	

**D2i. Other (please specify) (TEXT)**

Position	Answers	Notes
1		

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

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

**D4. Which of the following best describes your family status? Prompt (SR)**

Position	Answers	Notes
1	Living at home with parents	
2	Single with no children	
3	Single parent with children	
4	Married/de facto with no children	
5	Married/de facto with children	
6	Group household	
7	Extended family household (multiple generations)	

**D5. How long have you lived in the Council area? Prompt (SR)**

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

**D6. Do you have, or do you care, for somebody with a disability? (SR)**

Position	Answers	Notes
1	Yes	
2	No	
3	Prefer not to say	

**D7. Do you identify as an Aboriginal or Torres Strait Islander descent?**

Position	Answers	Notes
1	Yes	
2	No	

**D8. What is your identified gender? (SR)**

Position	Answers	Notes
1	Female	
2	Male	
3	Non binary	
4	Different identity	

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



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