



Wollondilly Shire Council

Community Research

Prepared by: Micromex Research
Date: March 2024



Research Objectives

In February 2024, Wollondilly Shire Council commissioned Micromex Research to conduct a random telephone survey residents living in the Wollondilly Shire Council local government area (LGA).

Why?

- Understand and identify community priorities for the Wollondilly Shire Council LGA and their most valued aspects
- Identify the community's overall level of satisfaction with Council and Councillors performance
- Assess and establish the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Gauge the community's satisfaction with communication and contact with Council
- Explore residents' attitude towards current Community Strategic Plan

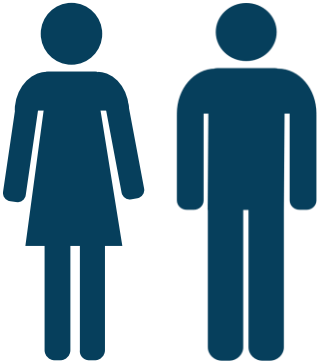
How?

- Telephone survey (landline (n=54) and mobile (n=348)) to N=402 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.9%

When?

- Implementation 28th February– 6th March 2024

Gender



Female 51%

Male 49%

Ratepayer status



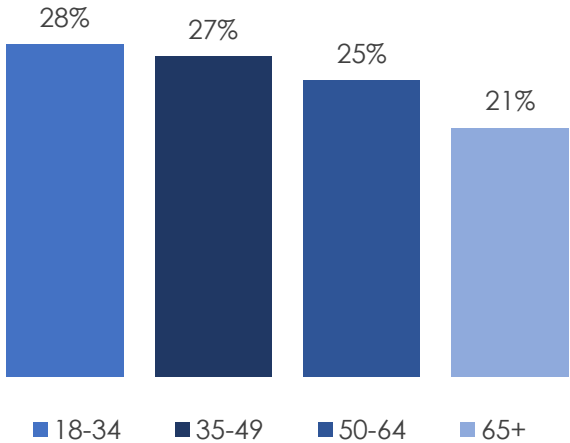
Ratepayer
81%



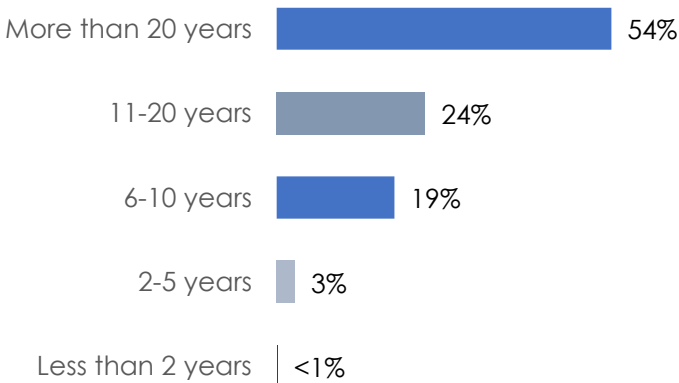
Non-ratepayer
13%

Other: 6%

Age



Time lived in the Wollondilly Shire Area



The Wollondilly Comparative Benchmark was composed from the Council areas listed below:

- Blue Mountains City Council
- Cessnock City Council
- Hawkesbury City Council
- Lithgow City Council
- Tweed Shire Council
- Wingecarribee Shire Council

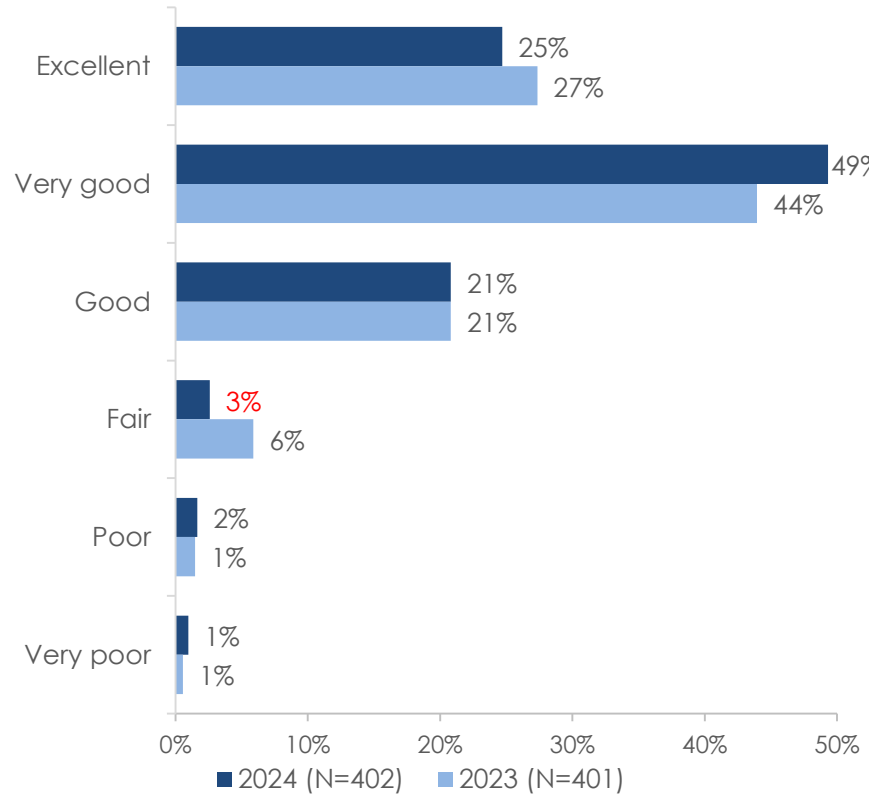
Base: N = 402
The sample was weighted by age and gender to reflect the 2021 ABS Census data for Wollondilly Council.



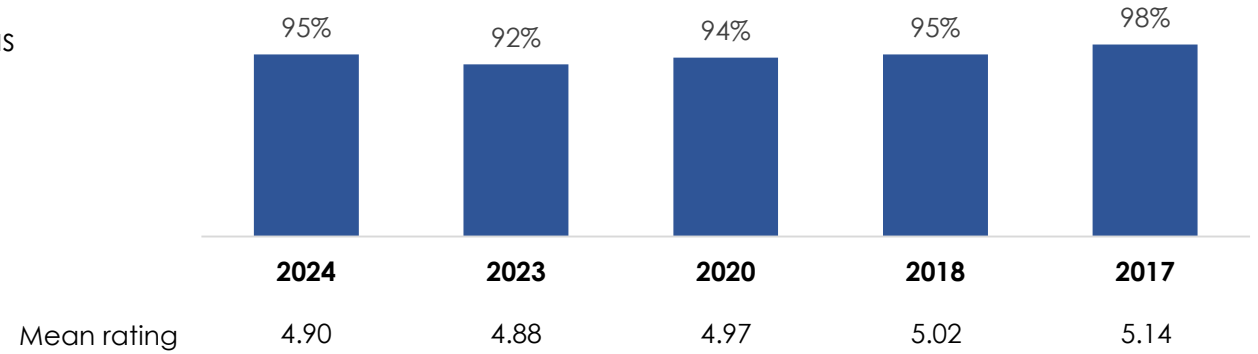
Living in Wollondilly

Quality of Life

95% of residents rated their quality of life as 'good' to 'excellent', which has increased from 2023. Meanwhile, compared to our Micromex Wollondilly comparative benchmark, residents living in Wollondilly Council rated their quality of life significantly higher.



Year on Year Trend
% rated 'good' to 'excellent'



| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 95% | 94% | 96% | 98% | 93% | 95% | 93% | 95% | 95% |
| Mean rating | 4.90 | 4.83 | 4.97 | 4.98 | 4.87 | 4.89 | 4.84 | 4.86 | 5.06 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

| | Wollondilly Council | Micromex Wollondilly Comparative Benchmark | Micromex LGA Benchmark |
|-------------|---------------------|--|------------------------|
| Top 3 Box % | 95% | 83% | 92% |
| Mean rating | 4.90 | 4.64 | 4.89 |
| Base | 402 | 2,326 | 41,763 |

Scale: 1 = very poor, 6 = excellent

A significantly higher/lower level of satisfaction (compared to 2023 data/comparative Benchmark)

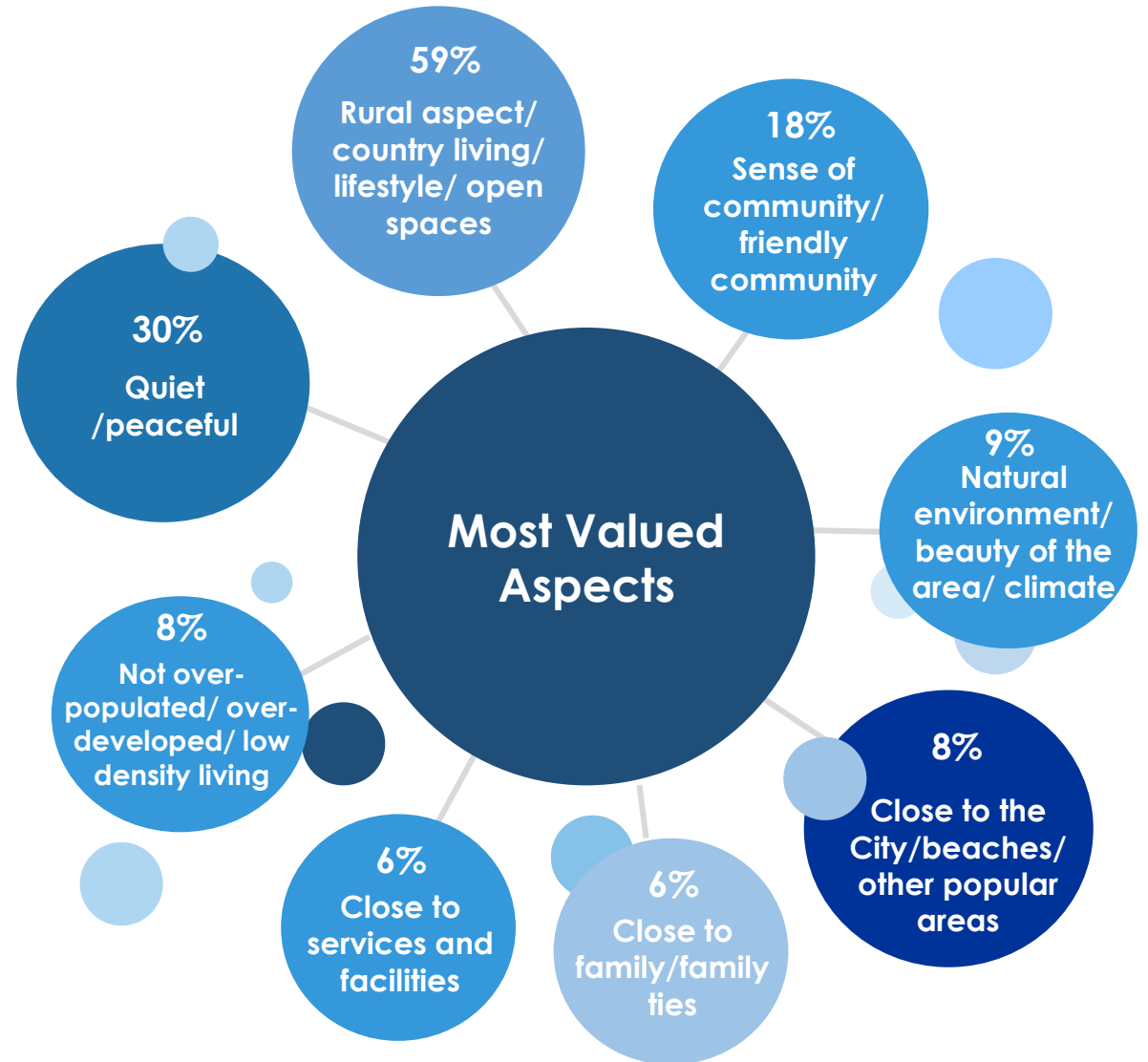
Most Valued Aspects about Living in the Wollondilly Shire LGA

Rural lifestyle, peacefulness and the sense of community have remained the most valued aspects about living in the Wollondilly Shire LGA.

Noticeably, there are significantly more residents stating that they valued the peacefulness, non-overpopulated/overdeveloped area and the proximity to services and facilities compared to 2023.

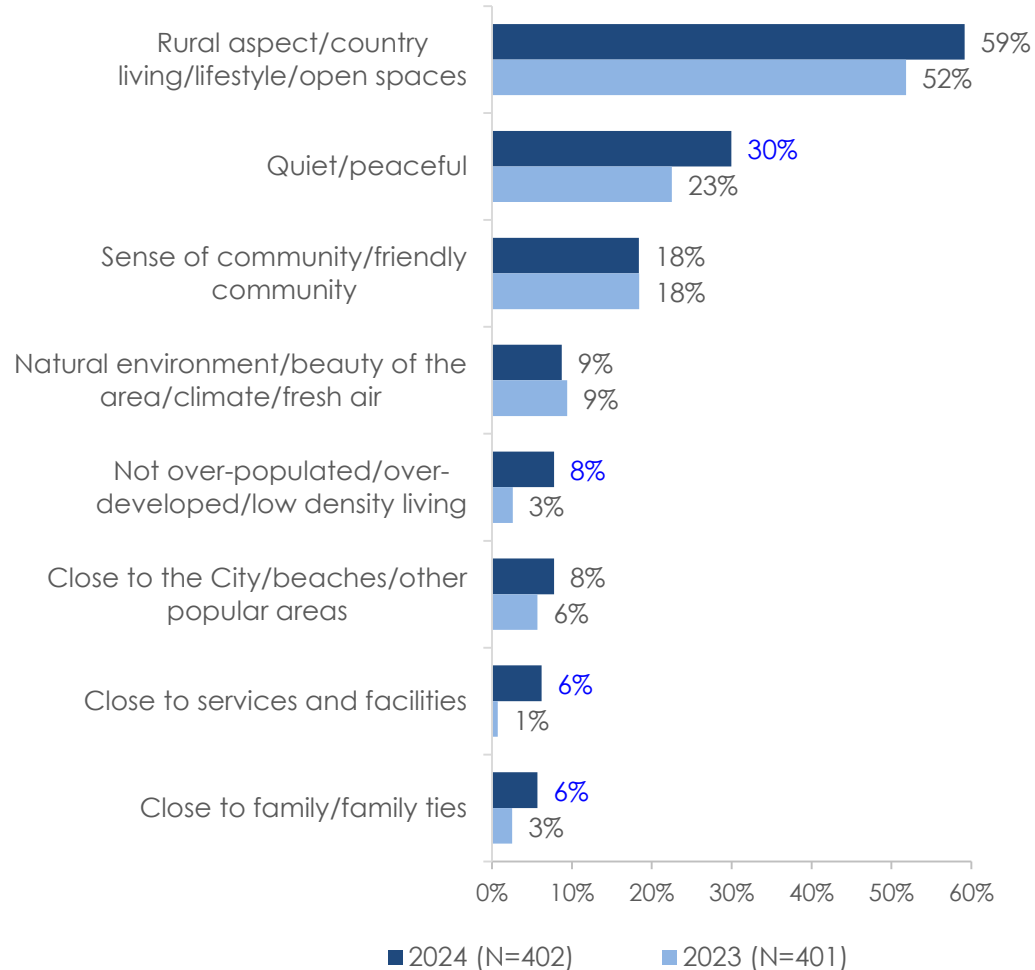
We also cross-analysed most valued aspects with residents' perceived quality of life. There is a clear sense that residents who rated their quality of life as 'excellent' are more likely to mention that they are close to services and facilities, while those who rated their quality of life as 'very poor' to 'good' are significantly less likely to have a sense of community.

See next Slide for more details...



Most Valued Aspects about Living in the Wollondilly Shire LGA

Most Valued Aspects (2024 vs 2023)



Cross Analysis with Quality of Life

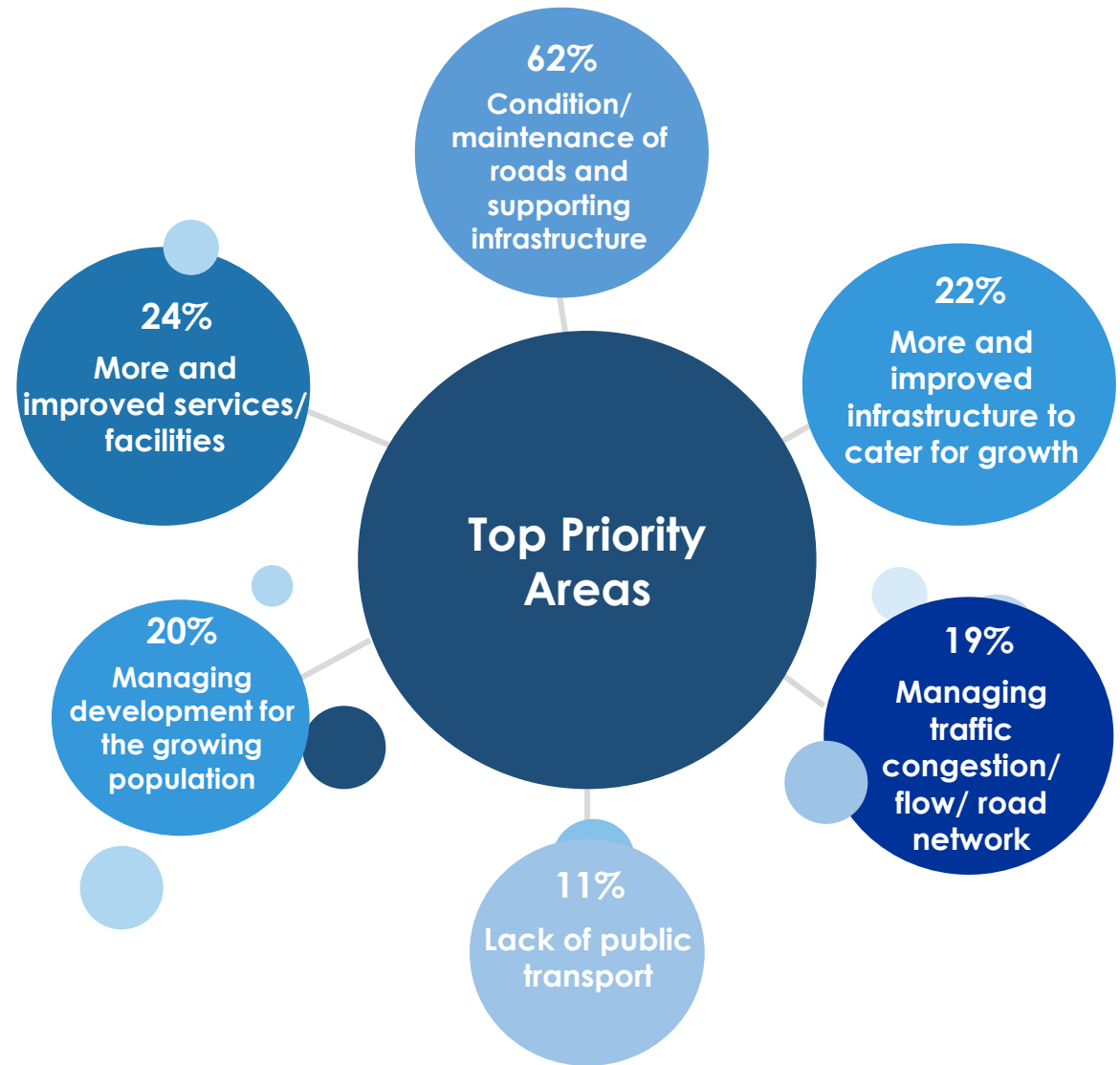
| Q1a. What do you value most about living in the Wollondilly Shire area? | Overall | Q1c. Overall, how would you rate the quality of life you have living in the Wollondilly Shire? | | |
|---|---------|--|---------------|-------------------|
| | | Excellent (6) | Very good (5) | Not as good (1-4) |
| Rural aspect/ country living/ lifestyle/ open spaces | 59% | 67% | 59% | 51% |
| Quiet/ peaceful | 30% | 31% | 30% | 30% |
| Sense of community/ friendly community | 18% | 23% | 20% | 12% |
| Natural environment/ beauty of the area/ climate/ fresh air | 9% | 7% | 8% | 11% |
| Not over-populated/ over-developed/ low density living | 8% | 8% | 9% | 5% |
| Close to the City/ beaches/ other popular areas | 8% | 8% | 9% | 6% |
| Close to services and facilities | 6% | 11% | 5% | 3% |
| Close to family/ family ties | 6% | 6% | 7% | 4% |
| Base | 402 | 99 | 198 | 104 |

Top Priority Areas

Consistent with 2023, the top 3 priorities for Wollondilly Shire Council remain addressing the condition/maintenance of roads and supporting infrastructure, and creating more and improved services/facilities and infrastructure to cater for the growth.

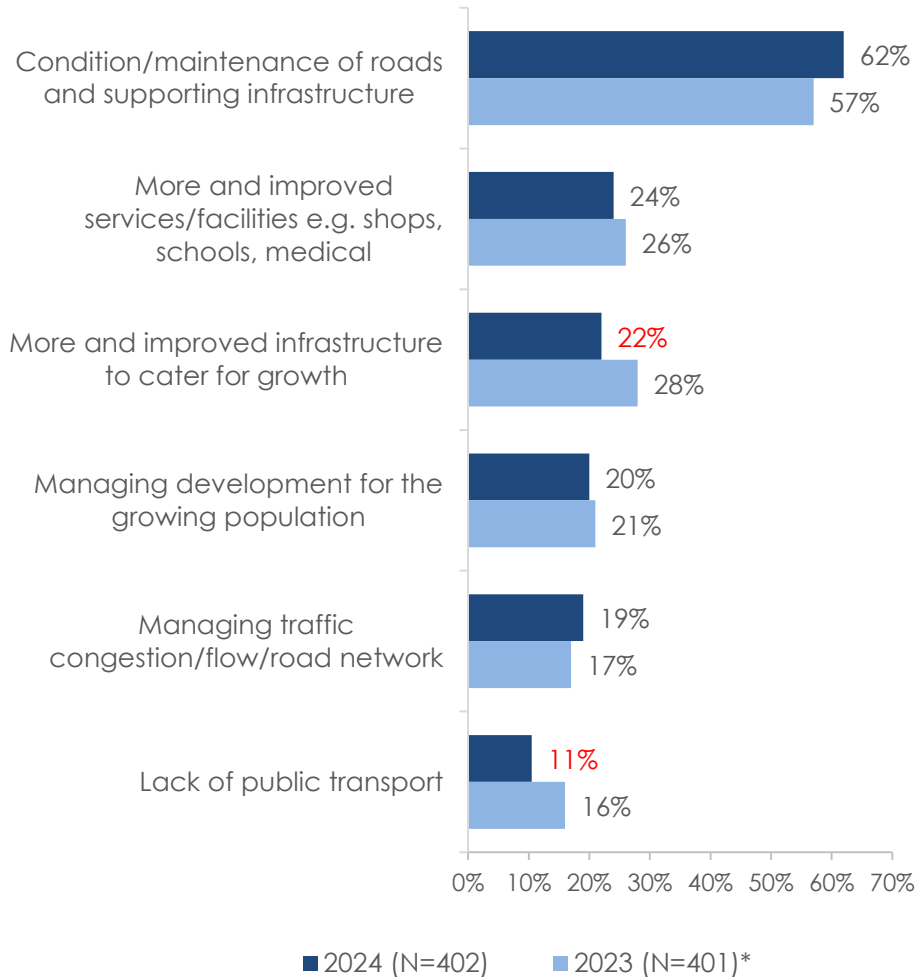
After cross-analyzing with the quality of life, we found that although residents who rated their quality of life relatively lower (from 'very poor' to 'good') are also concerned about top-of-mind issues like roads, services/facilities, and infrastructure, they are significantly more likely to be concerned about Council's actions (such as financial management, the effectiveness of Councillors, and looking after residents) and the price of rates/cost of living. This result, to some extent, indicates that the cost of living and the trustworthiness of Council's actions can impact residents' perceived quality of life.

See next Slide for more details...



Top Priority Areas

Top Priority Areas (2024 vs 2023)



Cross Analysis with Quality of Life

| Q1b. Thinking of the next 4 years, what do you believe will be the highest priority issues within the Wollondilly Shire area? | Overall | Q1c. Overall, how would you rate the quality of life you have living in the Wollondilly Shire? | | |
|---|---------|--|---------------|-------------------|
| | | Excellent (6) | Very good (5) | Not as good (1-4) |
| Condition/ maintenance of roads and supporting infrastructure | 62% | 60% | 60% | 68% |
| More and improved services/ facilities | 24% | 18% | 28% | 23% |
| More and improved infrastructure to cater for growth | 22% | 18% | 27% | 17% |
| Managing development for the growing population | 20% | 28% | 16% | 21% |
| Managing traffic congestion/ flow/ road network | 19% | 18% | 23% | 12% |
| Lack of public transport | 11% | 7% | 11% | 13% |
| Managing/access to basic services such as town water, sewerage, waste, electricity | 7% | 5% | 7% | 9% |
| Improve Council actions e.g. financial management, effectiveness of Councillors, looking after residents | 5% | 3% | 4% | 11% |
| Price of rates/cost of living | 5% | 2% | 3% | 10% |
| Base | 402 | 99 | 198 | 104 |

Base: N = 402

Q1b. Thinking of the next 4 years, what do you believe will be the highest priority issues within the Wollondilly Shire area?

*Note: Long-term (next 10-20 years) priorities were asked in 2023
Please see Appendix 1 for full list of responses

A significantly higher/lower percentage (compared to 2023/ by group)

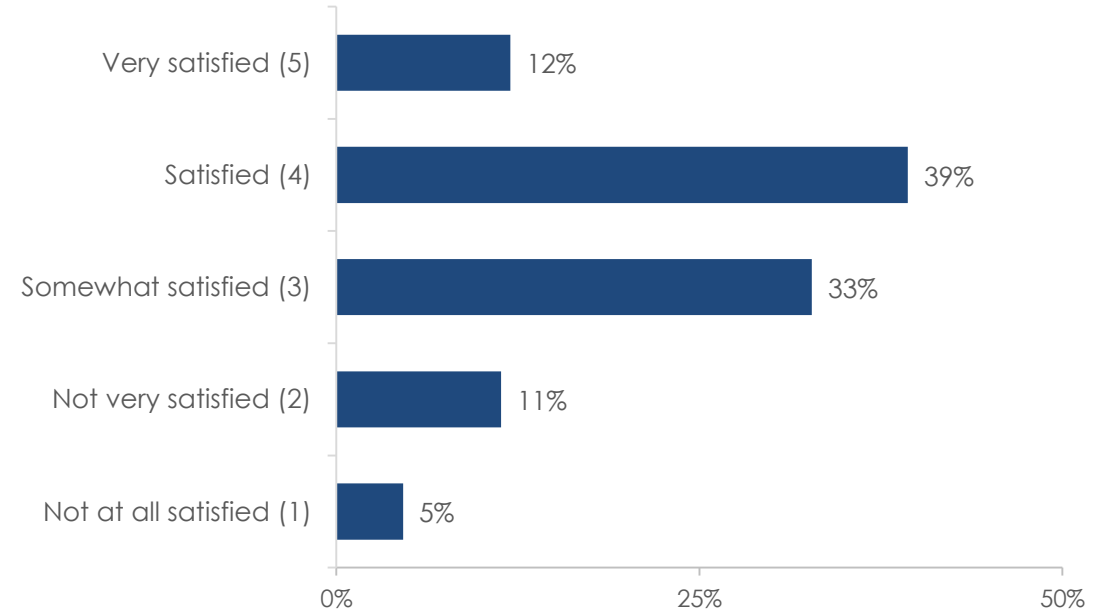


Community Strategic Plan

Satisfaction with Current Shire Character and Identity

Nearly 4 out of 5 (84%) of respondents were at least somewhat satisfied with current Shire character and identity.

By demographics, although not statistically significant, females were more satisfied than males, and non-ratepayers were more likely to be satisfied compared to ratepayers.

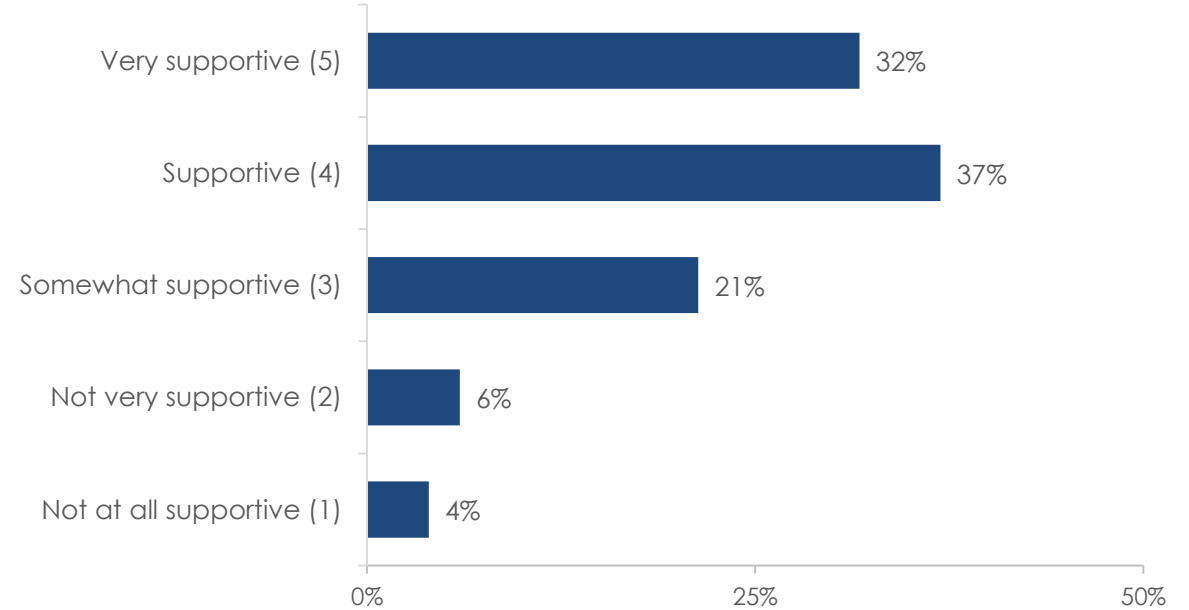


| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 84% | 80% | 88% | 86% | 85% | 83% | 81% | 82% | 91% |
| Mean rating | 3.43 | 3.34 | 3.52 | 3.48 | 3.48 | 3.35 | 3.38 | 3.39 | 3.60 |
| Base | 401 | 198 | 203 | 112 | 107 | 99 | 83 | 324 | 77 |

Support Level for the Community Vision

90% of respondents were at least somewhat supportive of current community vision for the Shire.

Demographically, there is no significant difference across the three break groups shown in the table below, however, there is some sense that non-ratepayers were more likely to be supportive than ratepayers.



Community vision was read to respondents by interviewers before answering Q7a:

"The current vision is for the Shire and community is, 'Making Wollondilly Even Better Together'"

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 90% | 89% | 91% | 96% | 88% | 87% | 88% | 89% | 94% |
| Mean rating | 3.86 | 3.84 | 3.89 | 4.04 | 3.77 | 3.78 | 3.85 | 3.83 | 4.02 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Reasons for Support Level for the Community Vision

Based on an open-ended question asking the reasons for support level of the community vision, 26% of residents stated that the vision is good for the community/promotes togetherness, and 23% mentioned it is generally good for the LGA/aligns with the needs of the area (Shire). Meanwhile, the reasons for residents not being supportive centred on the unsupportiveness of Council's actions (e.g., financial management, priorities), lack of control over development, the vision's lack of meaning.

| Supportive/very supportive (69%) | Total % |
|--|---------|
| Good for the community/promotes togetherness | 26% |
| Good for the area/this is what the area (Shire) needs | 23% |
| Supportive of the statements/meaning of the statements | 5% |
| Council is doing a good job | 4% |
| Don't know/not sure | 4% |

| Somewhat supportive (21%) | Total % |
|--|---------|
| Unsupportive of Council's actions e.g., financial management, priorities | 5% |
| Not aware of the vision/need more information | 4% |
| Don't believe Council will follow through/need action | 3% |
| Vision doesn't have any meaning/more specific | 3% |
| More community consultation | 2% |
| Ensure all areas benefit | 1% |
| More investment into the future/planning | 1% |
| Don't know/not sure | 1% |

| Not at all supportive/not very supportive (10%) | Total % |
|--|---------|
| Unsupportive of Council's actions (e.g., financial management, priorities) | 5% |
| Should focus on managing overdevelopment | 2% |
| Vision doesn't have any meaning/more specific | 2% |
| Don't believe Council will follow through/need action | 1% |
| Not aware of the vision/need more information | 1% |
| Need more investment into the future planning | 1% |
| Need more infrastructure for growth | 1% |

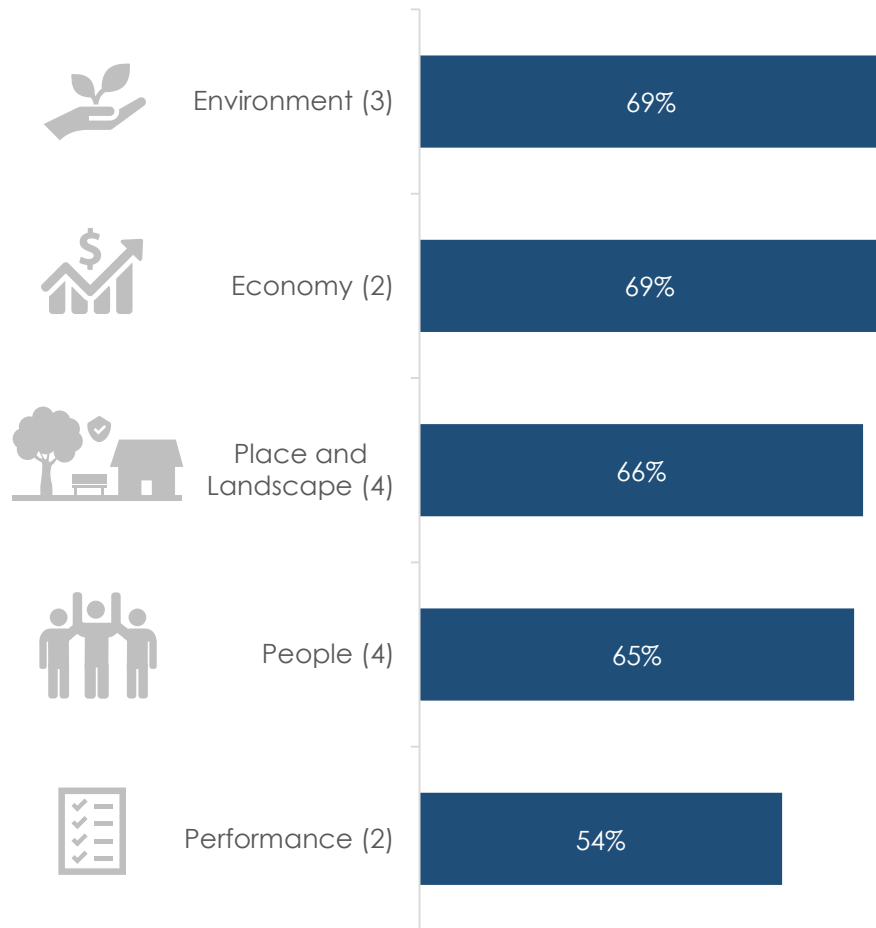
Q7a. How supportive are you of this vision for the Shire?

Q7b. Why are you {Q7a}?

Overview of the Importance of CSP Themes and Aspirational Statements

Ranking of the importance of CSP themes

(sorted by average 'High' Priority % of statements within each theme)

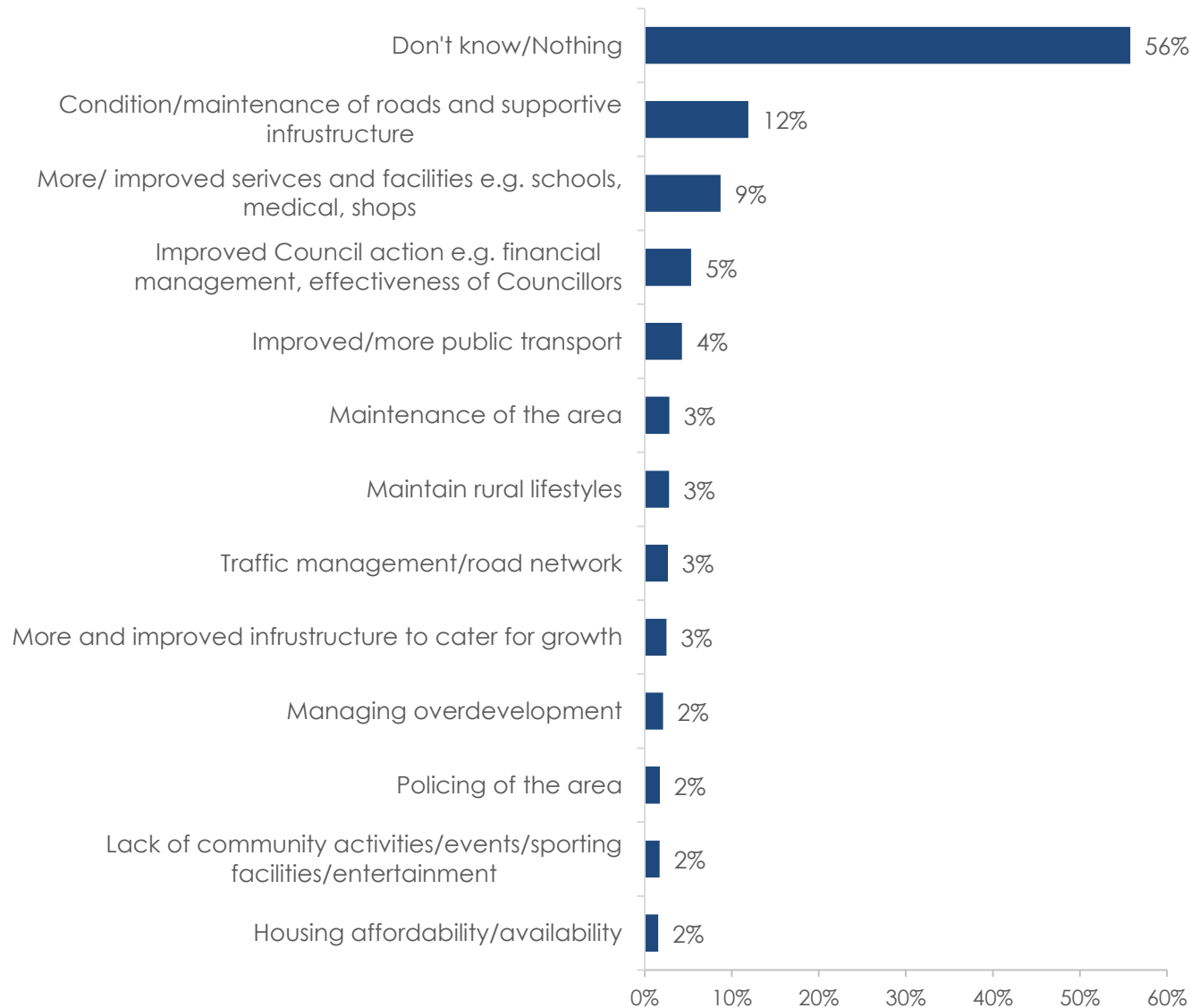


Ranking of the importance of aspirational statements

(sorted by 'High' Priority %)

| | | |
|--|--|-----|
| | Our community is a safe place to be | 80% |
| | Our beautiful natural environment is valued, protected and enjoyed | 79% |
| | That our community is prepared and resilient in the face of natural disasters and emergencies | 78% |
| | We have access to quality education and lifelong learning opportunities | 77% |
| | Our townships and villages are attractive, welcoming and healthy places to live | 76% |
| | We have access to services to support health and well-being | 73% |
| | Our transport systems are safe, accessible, affordable and sustainable | 66% |
| | We grow in a responsible way that respects and enhances what makes Wollondilly unique | 63% |
| | We have access to adequate, safe and affordable housing | 60% |
| | We have a prosperous, diverse and resilient economy with work opportunities for everyone | 60% |
| | Our Council provides excellence in customer service, financial management and organisational performance | 59% |
| | We are a diverse and inclusive community | 55% |
| | That we have an engaged and active community | 51% |
| | There is shared responsibility for climate action and sustainability | 51% |
| | We are a collaborative community - Everyone is working towards a shared vision | 50% |

Other Areas of Consideration for the Community Plan



When asked other potential priorities, 56% of residents stated 'don't know/nothing'.

12% mentioned that the condition and maintenance of roads and supportive infrastructure needs to be improved, 9% stated that more/improved services and facilities need to be provided within the Wollondilly LGA.

Example Verbatim Comments:

"Roads is the priority: the roads need to be fixed; the potholes need to be filled"

"Need more public high schools to save travelling long distances"

"Council financial management e.g., less wastage"

"Council needs to make public transport accessible in all parts of the Shire"

"Noxious weeds need to be dealt with"

"Better road networks for getting around the area"

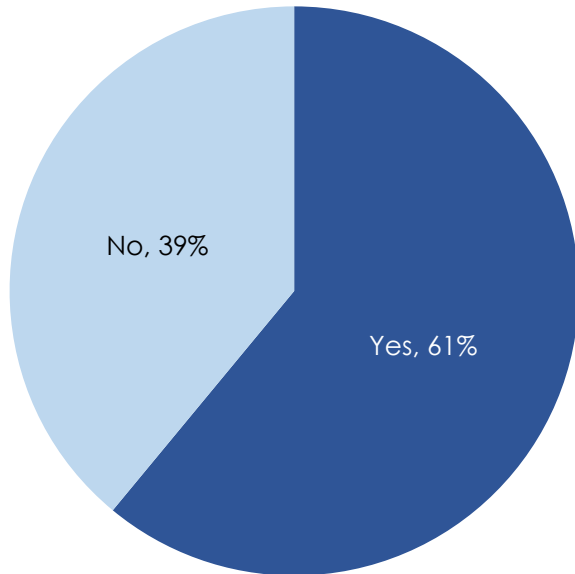


Contact With Council

Contact in the Last 12 Months

61% of respondents had contacted Council in the last 12 months, which has increased from last year. By demographics, those at the age of 50-64 and ratepayers were significantly more likely to have contacted Council in the last 12 months.

Have you had any contact with Wollondilly Council in the last 12 months?

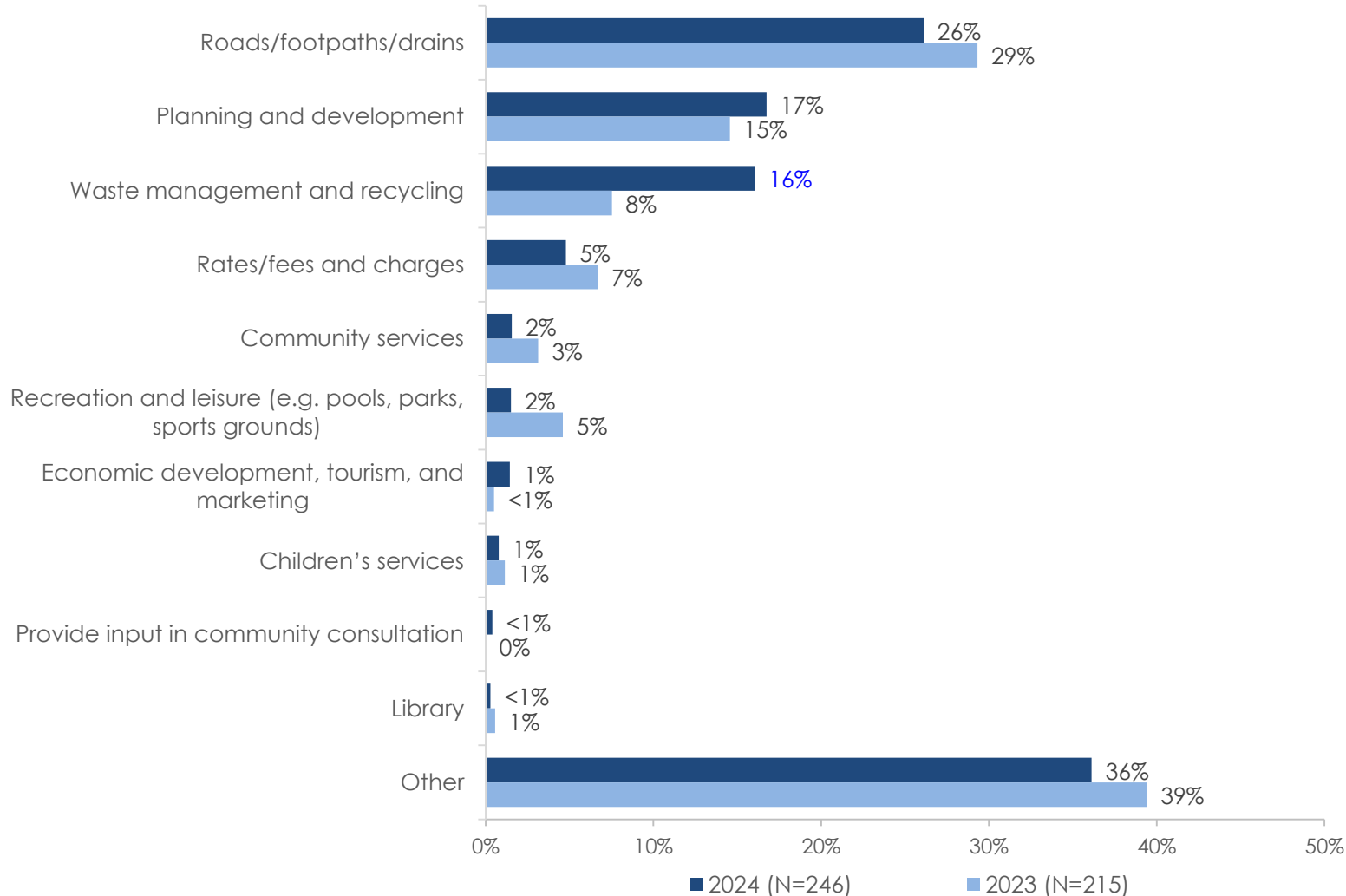


| | Overall 2024 | Overall 2023 | Overall 2020 | Overall 2018 | Overall 2017 |
|---------|--------------|--------------|--------------|--------------|--------------|
| 'Yes' % | 61% | 54% | 52% | 57% | 52% |
| Base | 402 | 401 | 403 | 403 | 404 |

| | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|---------|------|--------|-------|-------|-------|-----|-----------|---------------|
| 'Yes' % | 60% | 62% | 50% | 67% | 76% | 52% | 66% | 41% |
| Base | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Nature of Enquiry

Roads/footpaths/drains, planning and development, and waste management and recycling remain the most common reasons for contacting Council. Noticeably, there are significantly more residents contacting Council regards waste management and recycling compared to 2023.



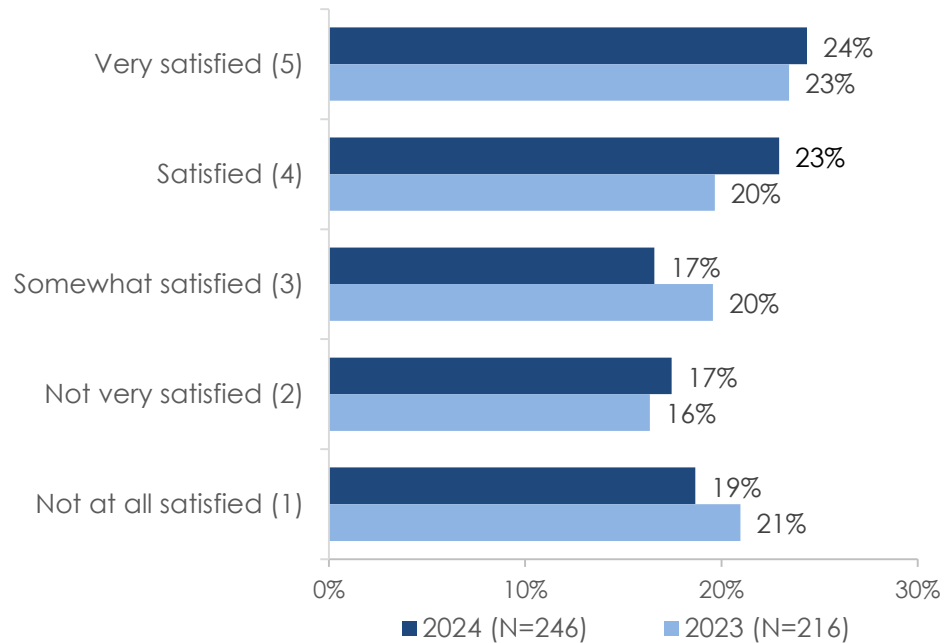
| Other specified | Count |
|---|-------|
| Animal management | 19 |
| Pet registration | 19 |
| Tree management | 13 |
| Fire permit | 8 |
| Flood/strom/bushfire/drought management | 7 |
| Maintenance of facilities and amenities | 7 |
| Making a complaint | 6 |
| Road management/parking | 3 |
| Acquiring a grant/approval or certification | 2 |
| Report an incident | 2 |
| Development approval | 2 |
| Maintaining streetscapes | 2 |
| Personal matters | 1 |
| Other | 4 |
| Don't know/can't remember | 1 |
| Prefer not to say | 1 |

Note: Please see results by demographics in Appendix 1
A significantly higher/lower percentage (by year) 27

Satisfaction with Contact

64% of respondents who had contacted Council were somewhat satisfied with the way their contact was handled, which is on par with last year, however, it is still significantly lower compared to 2020. Males and those contacting regarding to roads/footpaths/drains were significantly less likely to be satisfied with their contact.

| | Overall 2024 | Overall 2023 | Overall 2020 | Overall 2018 | Overall 2017 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|--------------|--------------|--------------|--------------|--------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 64% | 63% | 73% | 69% | 75% | 50% | 77% | 61% | 65% | 61% | 70% | 62% | 75% |
| Mean ratings | 3.17 | 3.08 | 3.53 | 3.35 | 3.52 | 2.75 | 3.56 | 3.15 | 3.27 | 2.94 | 3.42 | 3.11 | 3.59 |
| Base | 246 | 216 | 210 | 229 | 212 | 119 | 127 | 56 | 72 | 75 | 43 | 214 | 32 |



| | Wollondilly Council | Micromex Wollondilly Comparative Benchmark | Micromex LGA Benchmark |
|-------------|---------------------|--|------------------------|
| Top 3 Box % | 64% | 72% | 78% |
| Mean rating | 3.17 | 3.45 | 3.70 |
| Base | 246 | 1,622 | 30,272 |

| Nature of Enquiry* (Q6b) | Roads/footpaths/drains | Planning and development | Waste management and recycling | Rates/fees and charges |
|--------------------------|------------------------|--------------------------|--------------------------------|------------------------|
| Top 3 Box % | 47% | 60% | 77% | 87% |
| Mean ratings | 2.61 | 2.93 | 3.56 | 3.93 |
| Base | 64 | 41 | 39 | 12 |

*Note: Only the responses with more than 10 samples were shown in the table

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

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

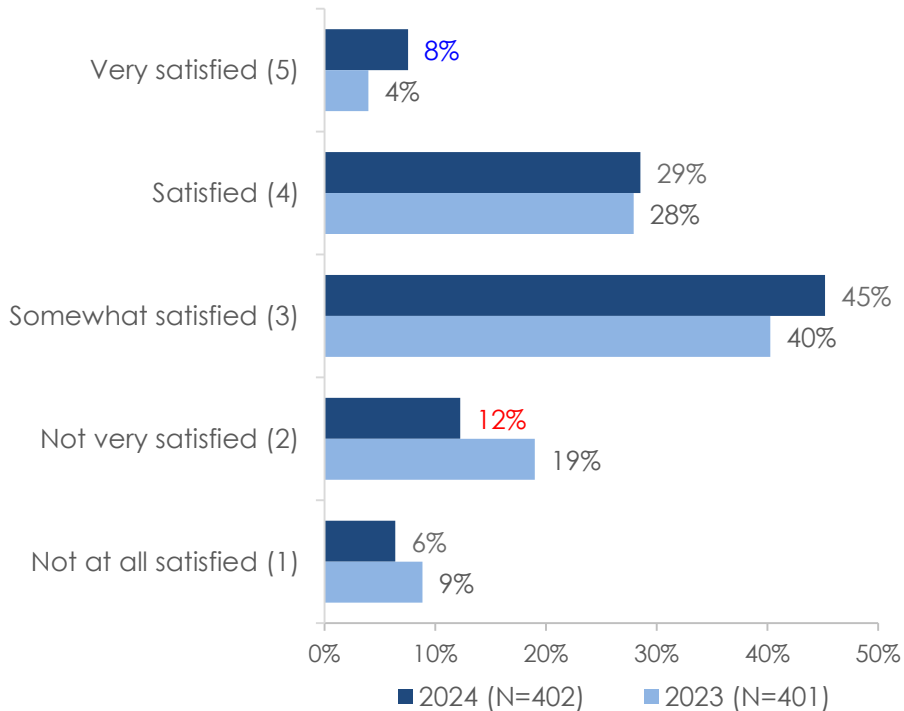


Summary of Performance and Priorities

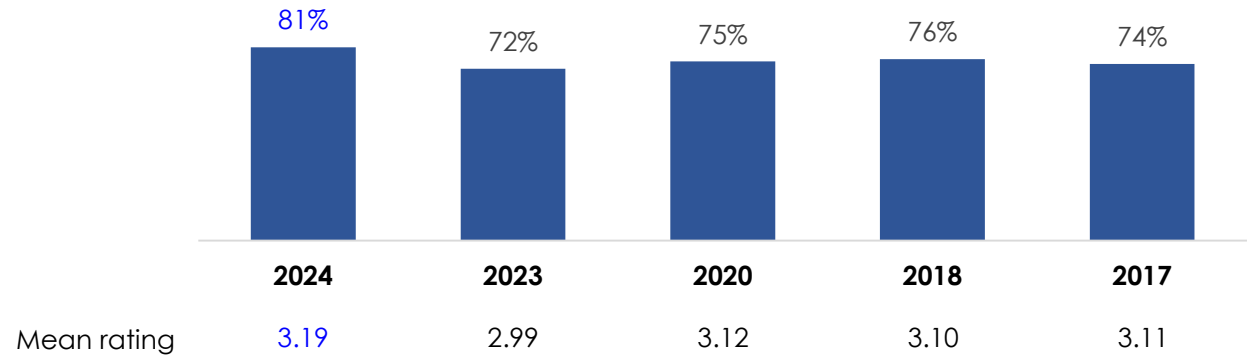
Overall Satisfaction

81% of residents were at least somewhat satisfied with the performance of Council, and encouragingly, this result is significantly higher than the result in last year (72%).

By demographics, younger residents (18-34 years old) and non-ratepayers were significantly more likely to be more satisfied.



Year on Year Trend
% rated at least somewhat satisfied



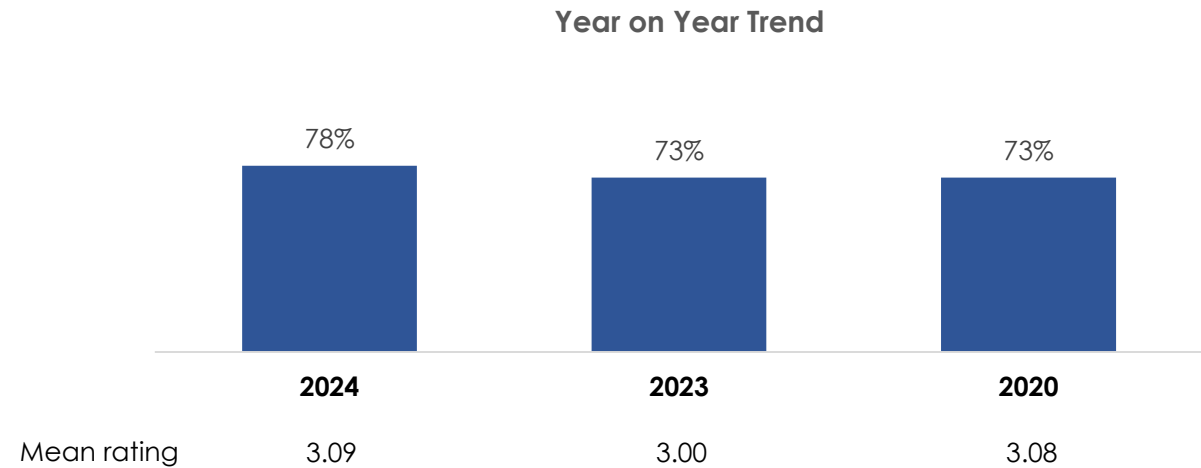
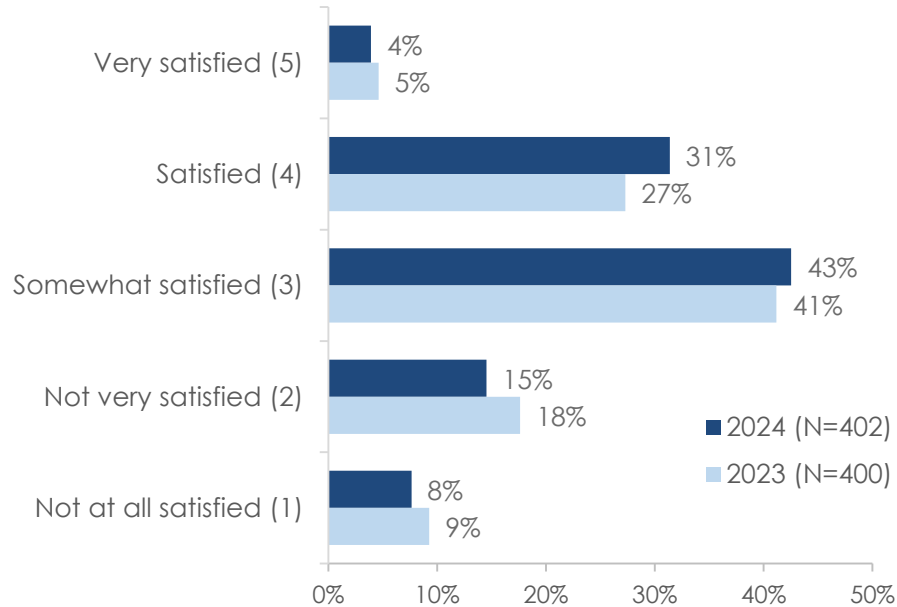
| | Wollondilly Council | Micromex Wollondilly Comparative Benchmark | Micromex LGA Benchmark* |
|-------------|---------------------|--|-------------------------|
| Top 3 Box % | 81% | 79% | 86% |
| Mean rating | 3.19 | 3.20 | 3.44 |
| Base | 402 | 6,776 | 106,896 |

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 81% | 77% | 85% | 92% | 81% | 72% | 78% | 79% | 92% |
| Mean rating | 3.19 | 3.12 | 3.25 | 3.39 | 3.16 | 2.98 | 3.20 | 3.14 | 3.36 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

*See Appendix 1 for list of Councils included in Micromex benchmark
Scale: 1 = not at all satisfied, 5 = very satisfied
A significantly higher/lower level of satisfaction (by year/group)

Satisfaction with Councillor Performance

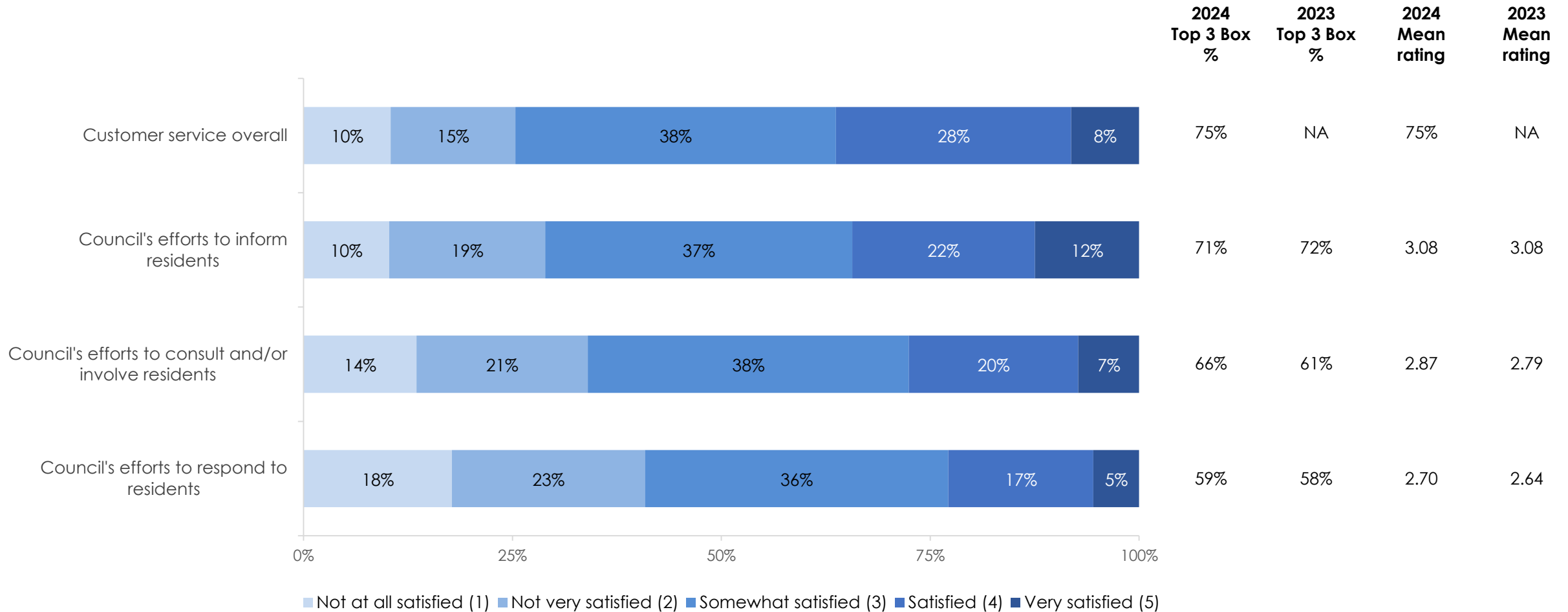
78% of residents were at least somewhat satisfied with the performance of Councillor over the last 12 months, which has increased from last year and 2020. Females appeared to be more satisfied than males.



| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 78% | 71% | 85% | 84% | 80% | 71% | 74% | 77% | 82% |
| Mean rating | 3.09 | 3.01 | 3.18 | 3.21 | 3.13 | 2.99 | 3.01 | 3.08 | 3.15 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Satisfaction with Communication Efforts

75% of residents were at least somewhat satisfied with the customer service provided by the Council, which is the highest among the four criteria. Levels of satisfaction remain stable across the other three criteria compared to 2023, with the lowest for 'Council's effort to respond to residents' (59%).



Base: N = 401-402

Q4. Can you please rate the following criteria regarding Council's efforts to communicate with residents?

Scale: 1 = not at all satisfied, 5 = very satisfied 33

Satisfaction with Communication Efforts – by Demographics

Council's customer service overall

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 75% | 69% | 81% | 75% | 76% | 72% | 76% | 72% | 84% |
| Mean rating | 3.09 | 2.91 | 3.26 | 3.07 | 3.17 | 2.94 | 3.16 | 3.06 | 3.19 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Council's efforts to inform residents

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 71% | 69% | 73% | 81% | 72% | 62% | 68% | 72% | 69% |
| Mean rating | 3.08 | 3.02 | 3.13 | 3.31 | 3.04 | 2.87 | 3.05 | 3.11 | 2.95 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Council's efforts to consult and/or involve residents

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 66% | 62% | 70% | 79% | 65% | 54% | 64% | 65% | 69% |
| Mean rating | 2.87 | 2.78 | 2.96 | 3.17 | 2.86 | 2.57 | 2.85 | 2.85 | 2.97 |
| Base | 402 | 199 | 203 | 112 | 107 | 100 | 83 | 325 | 77 |

Council's efforts to respond to residents

| | Overall 2024 | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Ratepayer | Non-ratepayer |
|-------------|--------------|------|--------|-------|-------|-------|------|-----------|---------------|
| Top 3 Box % | 59% | 53% | 65% | 63% | 63% | 53% | 56% | 59% | 62% |
| Mean rating | 2.70 | 2.59 | 2.80 | 2.73 | 2.75 | 2.56 | 2.75 | 2.72 | 2.61 |
| Base | 401 | 198 | 203 | 112 | 107 | 99 | 83 | 324 | 77 |

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

Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

A core element of this community survey was the rating of 34 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 Council roads | 98% | 4.86 |
| Supporting local jobs and businesses | 96% | 4.71 |
| Long-term planning for the Shire | 93% | 4.69 |
| Community safety and crime prevention | 92% | 4.66 |
| Maintaining natural waterways | 89% | 4.58 |

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

| Lower importance | T2 Box | Mean |
|-------------------------------|--------|------|
| Support for arts and culture | 47% | 3.39 |
| Library services | 48% | 3.37 |
| Bike paths | 50% | 3.45 |
| Supporting tourism | 51% | 3.50 |
| Festival and events' programs | 55% | 3.55 |

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 | 91% | 4.07 |
| Ovals and sportsgrounds | 90% | 3.67 |
| Supporting community groups | 89% | 3.48 |
| Support for arts and culture | 87% | 3.56 |
| Domestic waste management collection ¹ | 86% | 3.81 |
| Children's services | 86% | 3.48 |

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

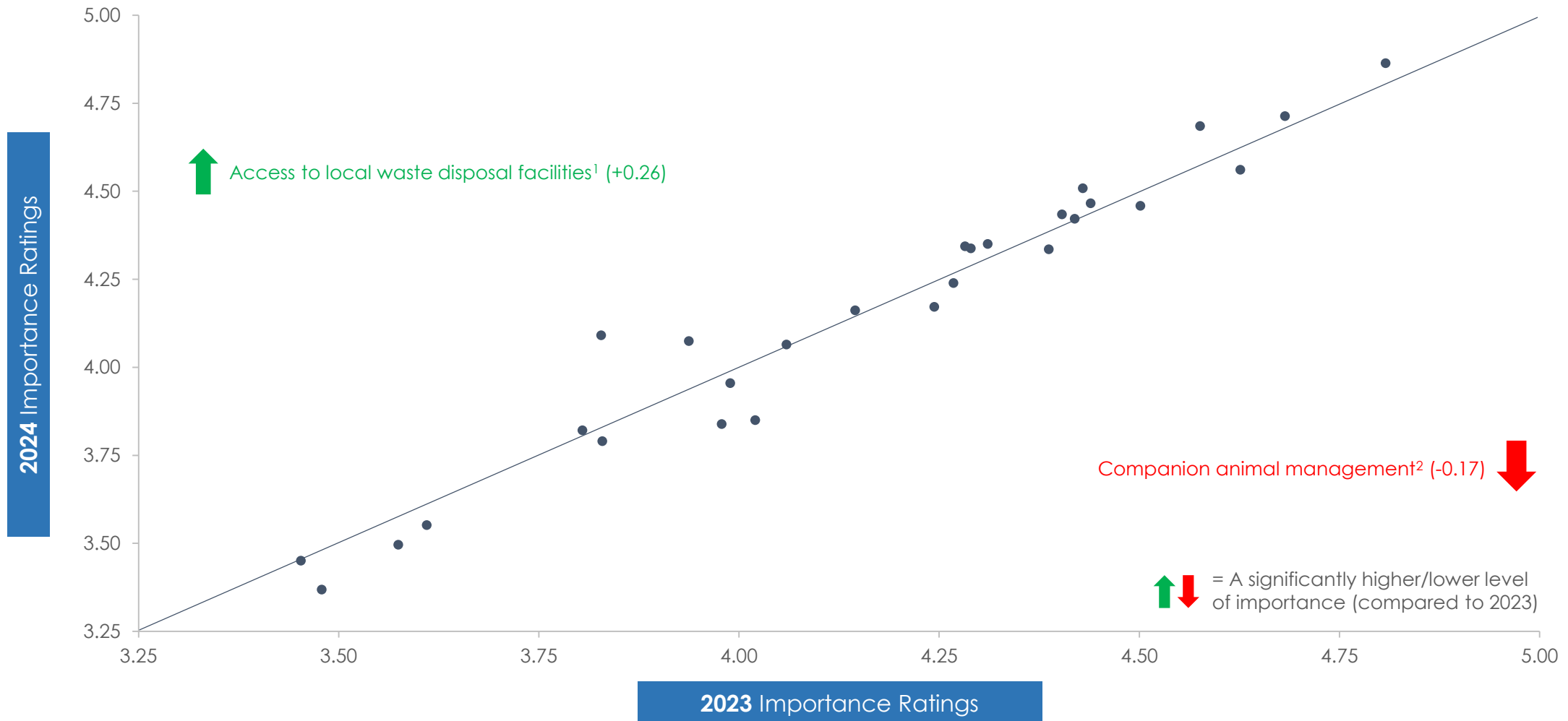
| Lower satisfaction | T3 Box | Mean |
|---|--------|------|
| Maintaining Council roads | 29% | 1.99 |
| Planning for future development and growth ² | 52% | 2.56 |
| Development approvals and building regulation | 52% | 2.57 |
| Footpaths | 54% | 2.67 |
| Financial management | 59% | 2.68 |
| Long-term planning for the Shire | 59% | 2.72 |

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 2023.

Importance significantly increased for 1 of the 28 comparable services and facilities, there was also a significant decrease in importance for 1 of the 28 services and facilities.

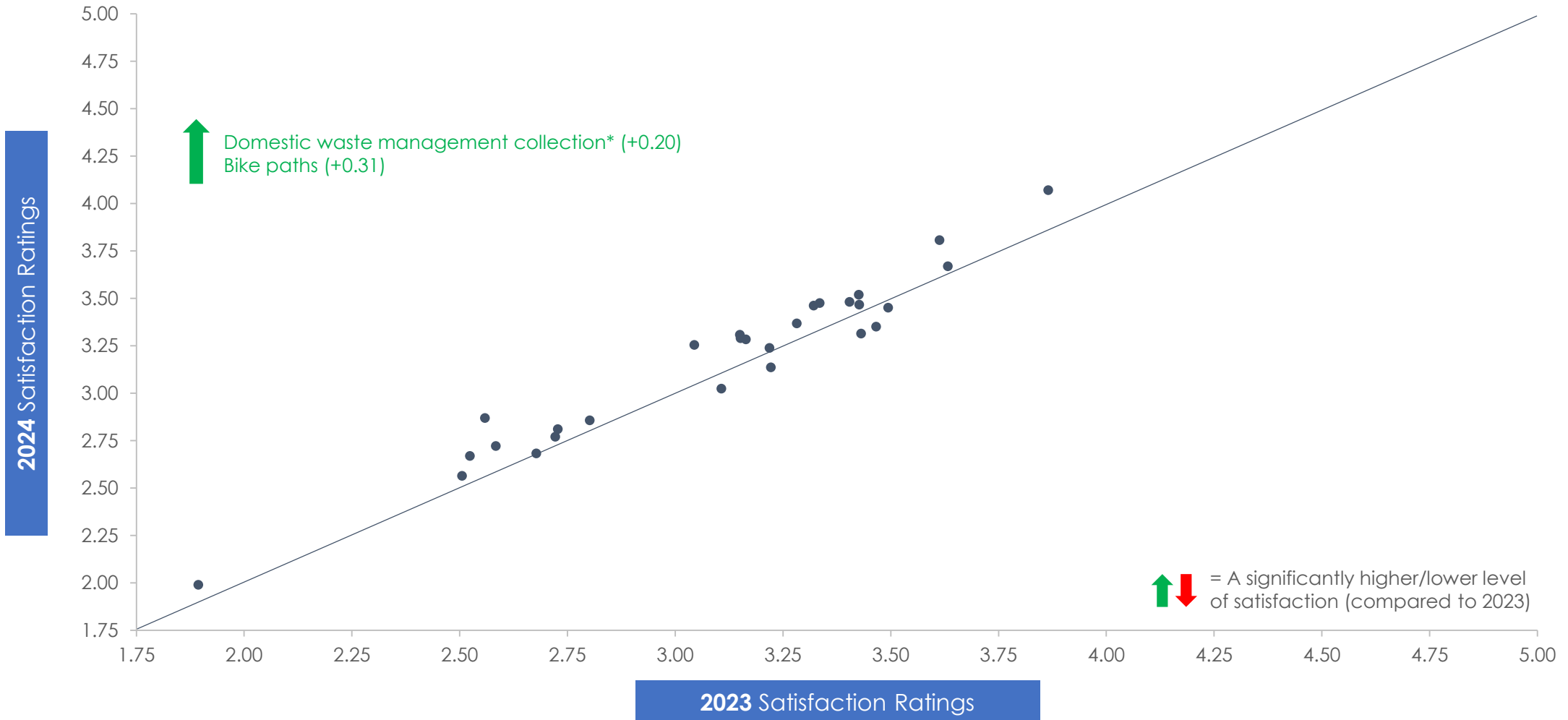


Note: 1. Landfill facilities in 2023
2. Animal management in 2023

Services and Facilities – Satisfaction: Comparison by Year

The below chart compares the mean satisfaction ratings for 2024 vs 2023.

Satisfaction significantly increased for 2 of the 28 comparable services and facilities, there was no significant decrease in satisfaction for the 28 services and facilities.



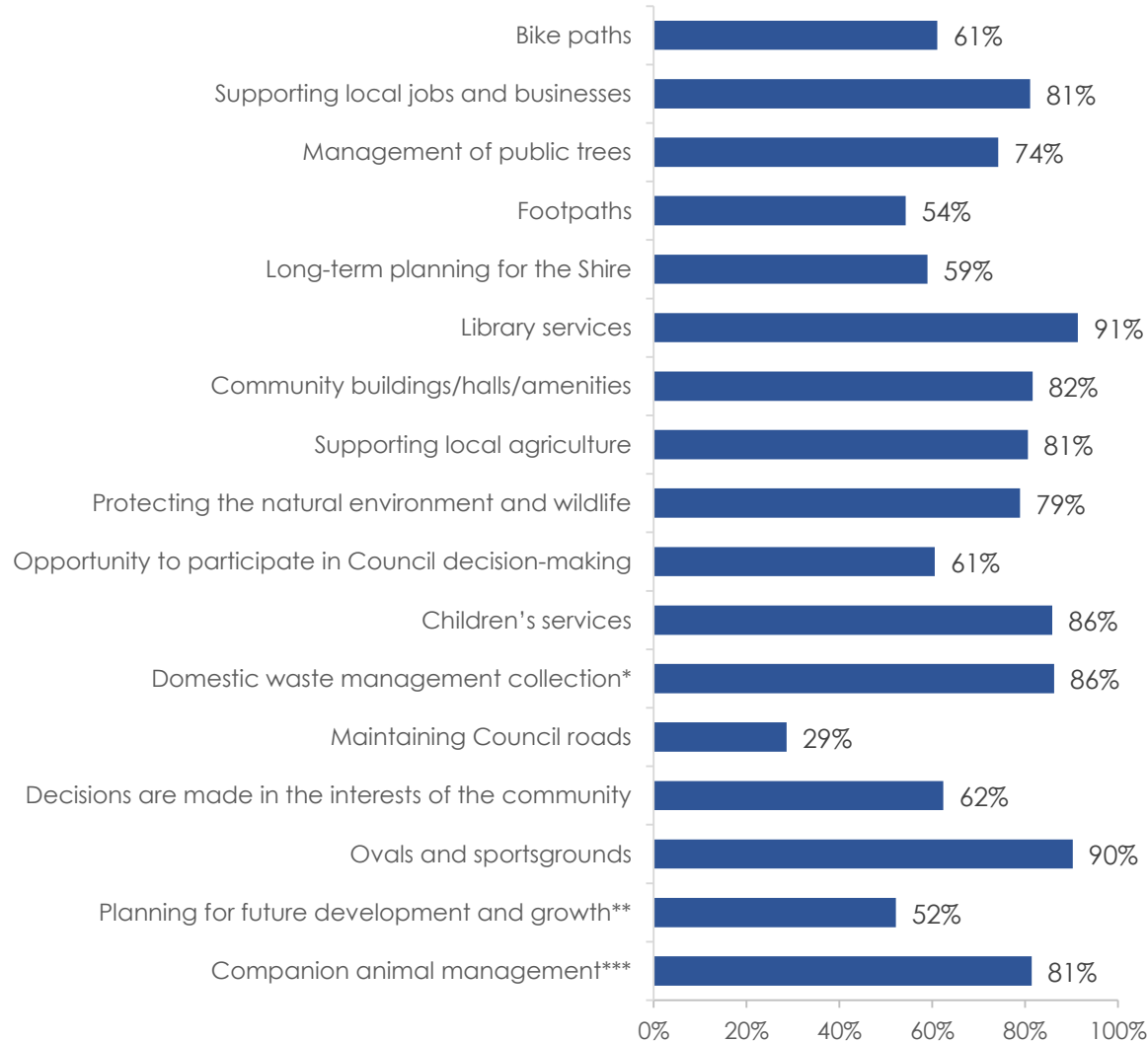
*Note: Recycling and waste management in 2023

Services and Facilities – Satisfaction: Improvement from 2023

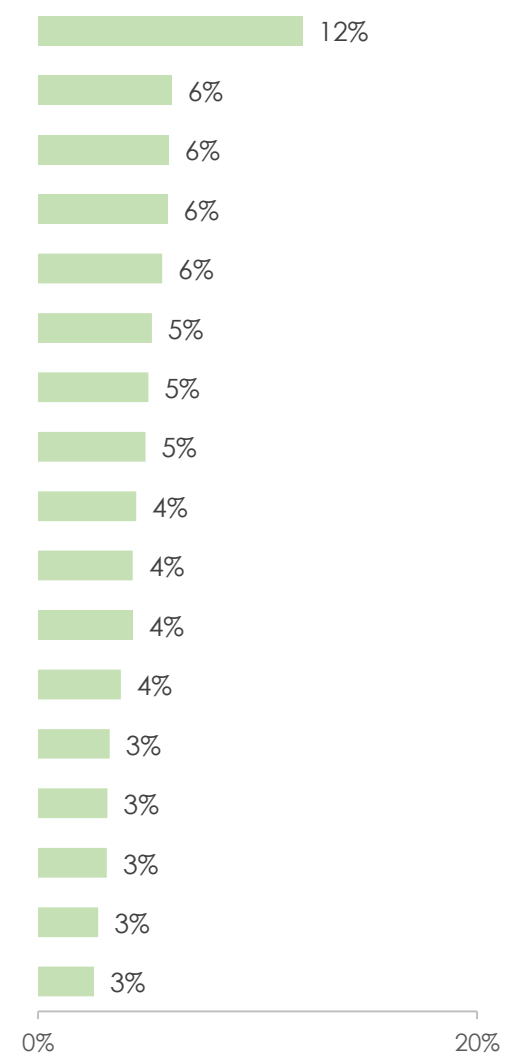
The chart to the right shows the variance of Wollondilly Shire Council top 3 box satisfaction scores between 2024 and 2023.

17 of 28 comparable variables (i.e. more than 60% of them) increased by at least 3%, with the highest for bike paths (12%).

Wollondilly Shire Council Top 3 Box Satisfaction Scores



Variance to 2023 Top 3 Box Satisfaction Scores



*Recycling and waste management in 2023

**Planning for future development and growth was Planning and development in 2023

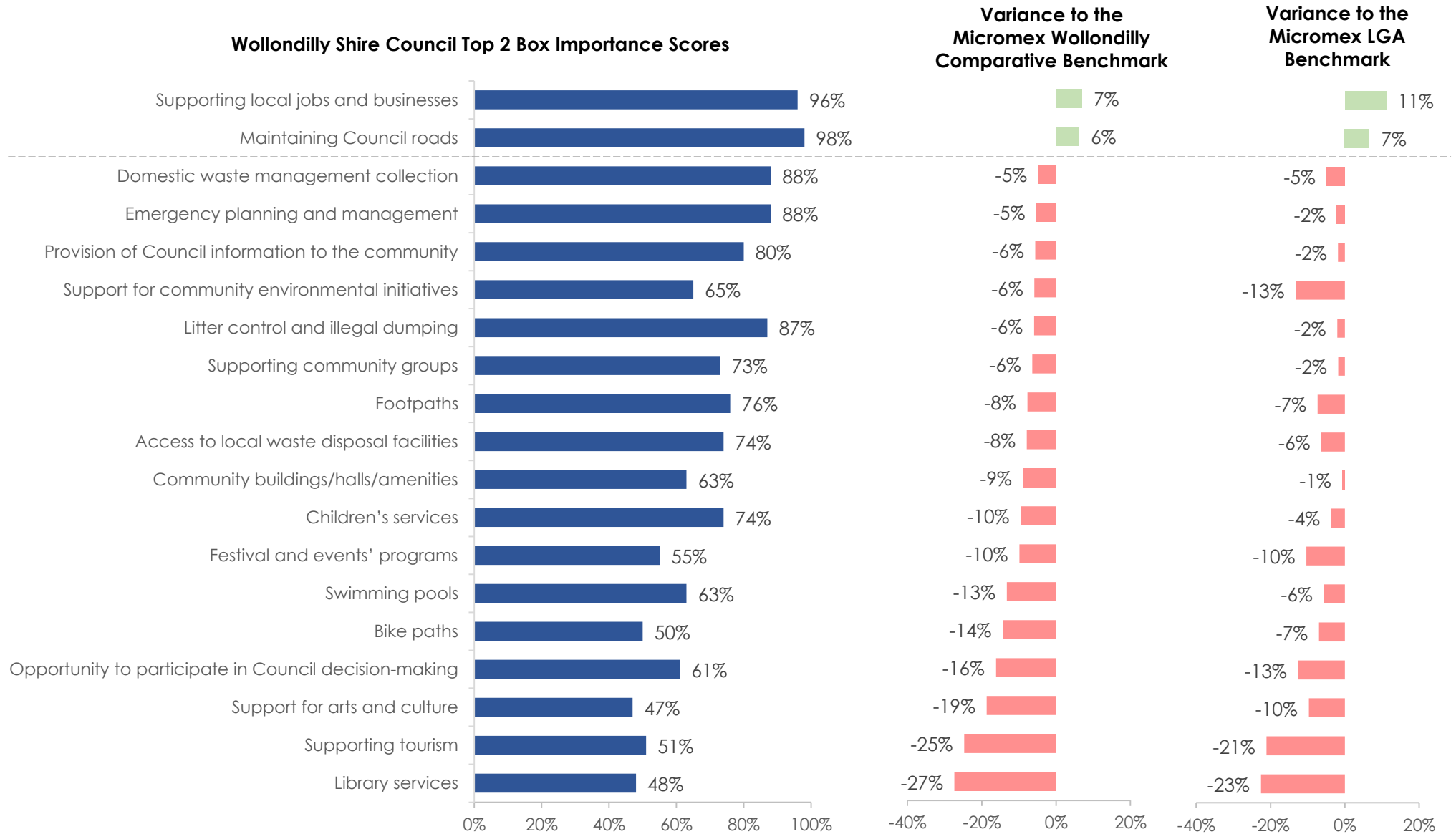
***Companion animal management was animal management in 2023

Note: Only services/facilities with a variance of +3% to 2023 have been shown above.

Top 3 box = at least somewhat satisfied 38

Summary Importance Comparison to the Benchmark

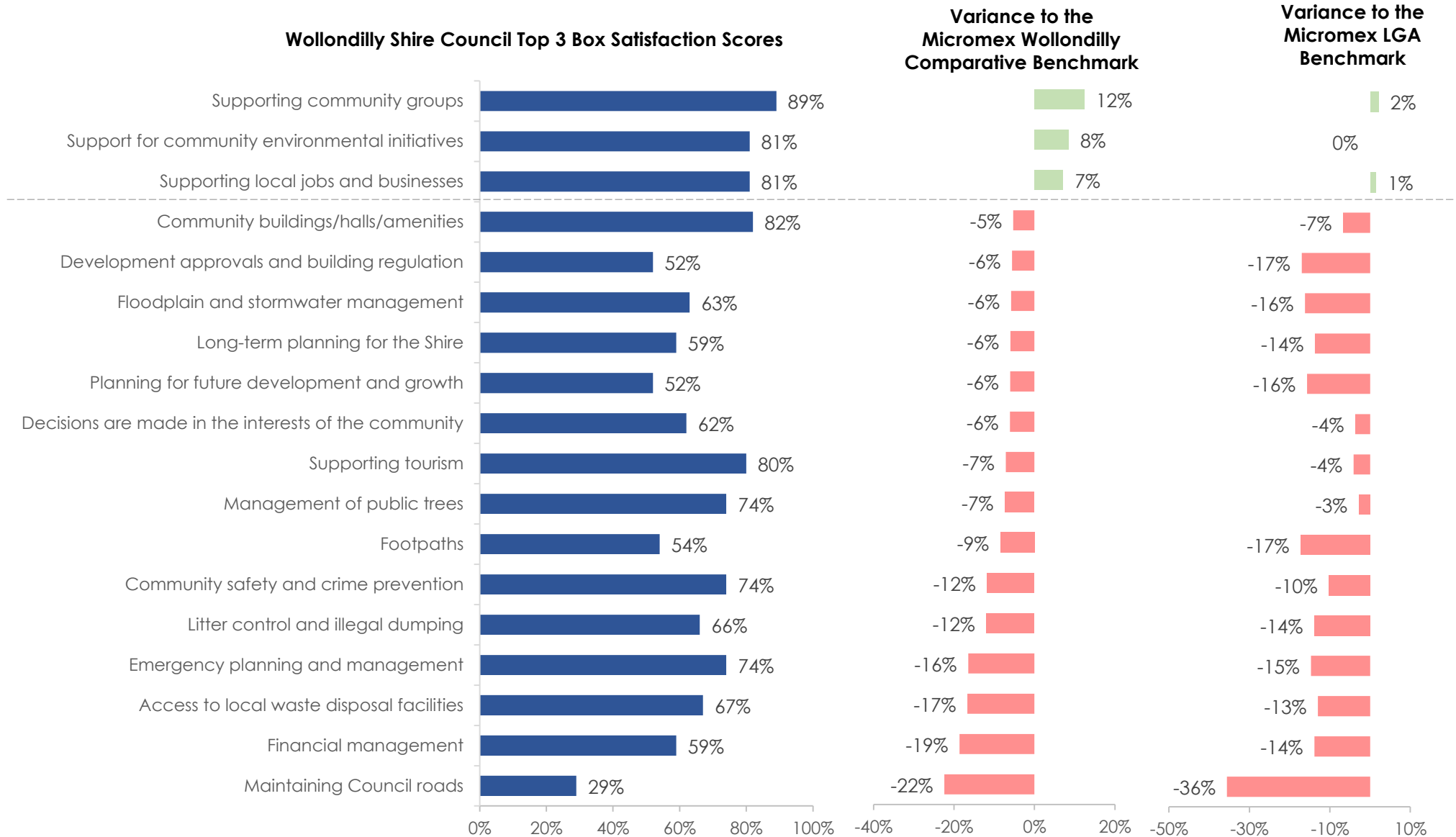
The chart to the right shows the variance between Wollondilly Shire Council top 2 box importance scores and the Micromex Wollondilly Comparative Benchmark/overall Benchmark. Services/facilities shown in the chart have larger positive and negative gaps.



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 Satisfaction Comparison to the Benchmark

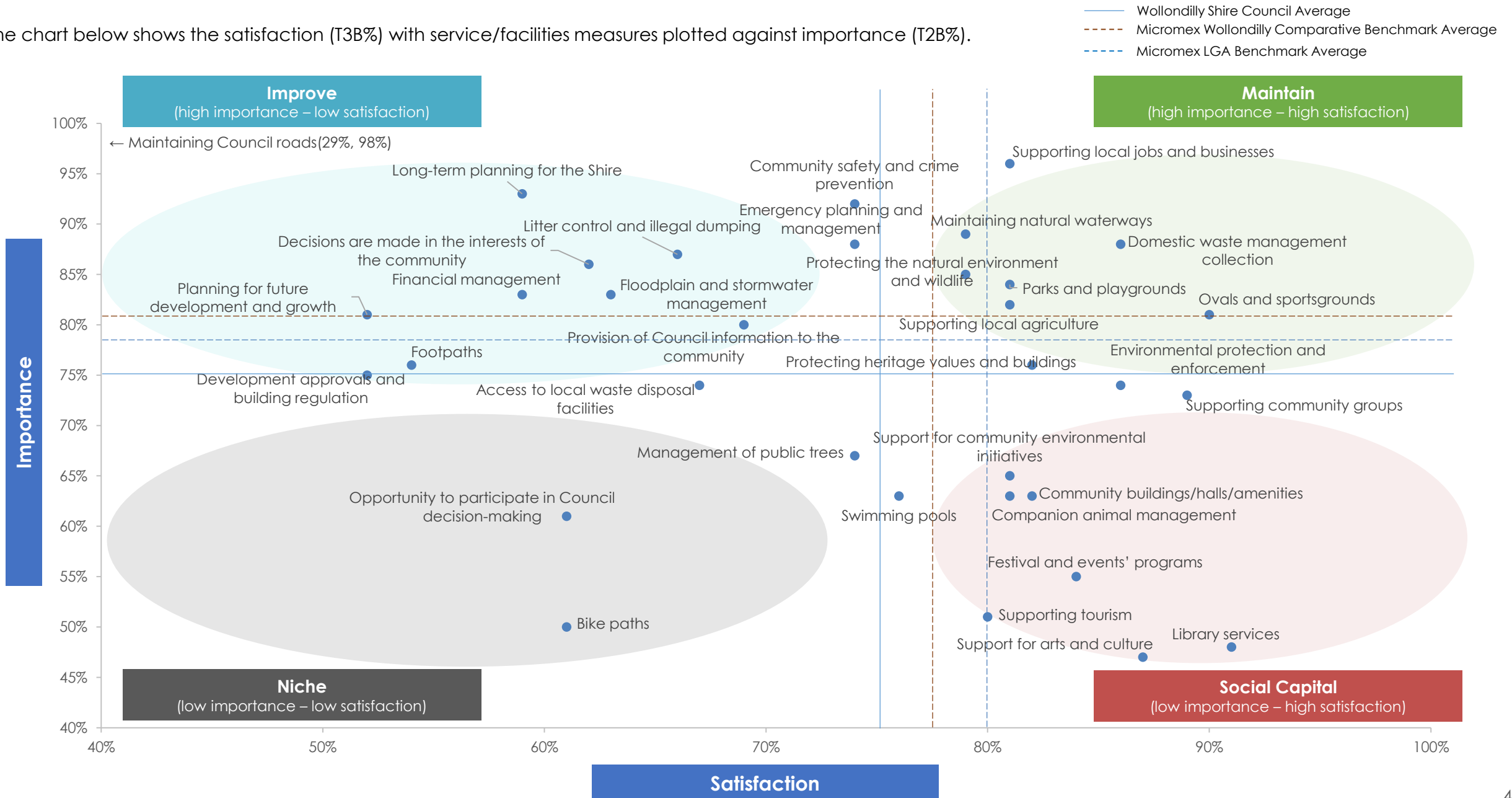
The chart to the right shows the variance between Wollondilly Shire Council top 3 satisfaction scores and the Micromex Wollondilly Comparative Benchmark/ overall Benchmark. Services/facilities shown in the chart have larger positive and negative gaps.



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

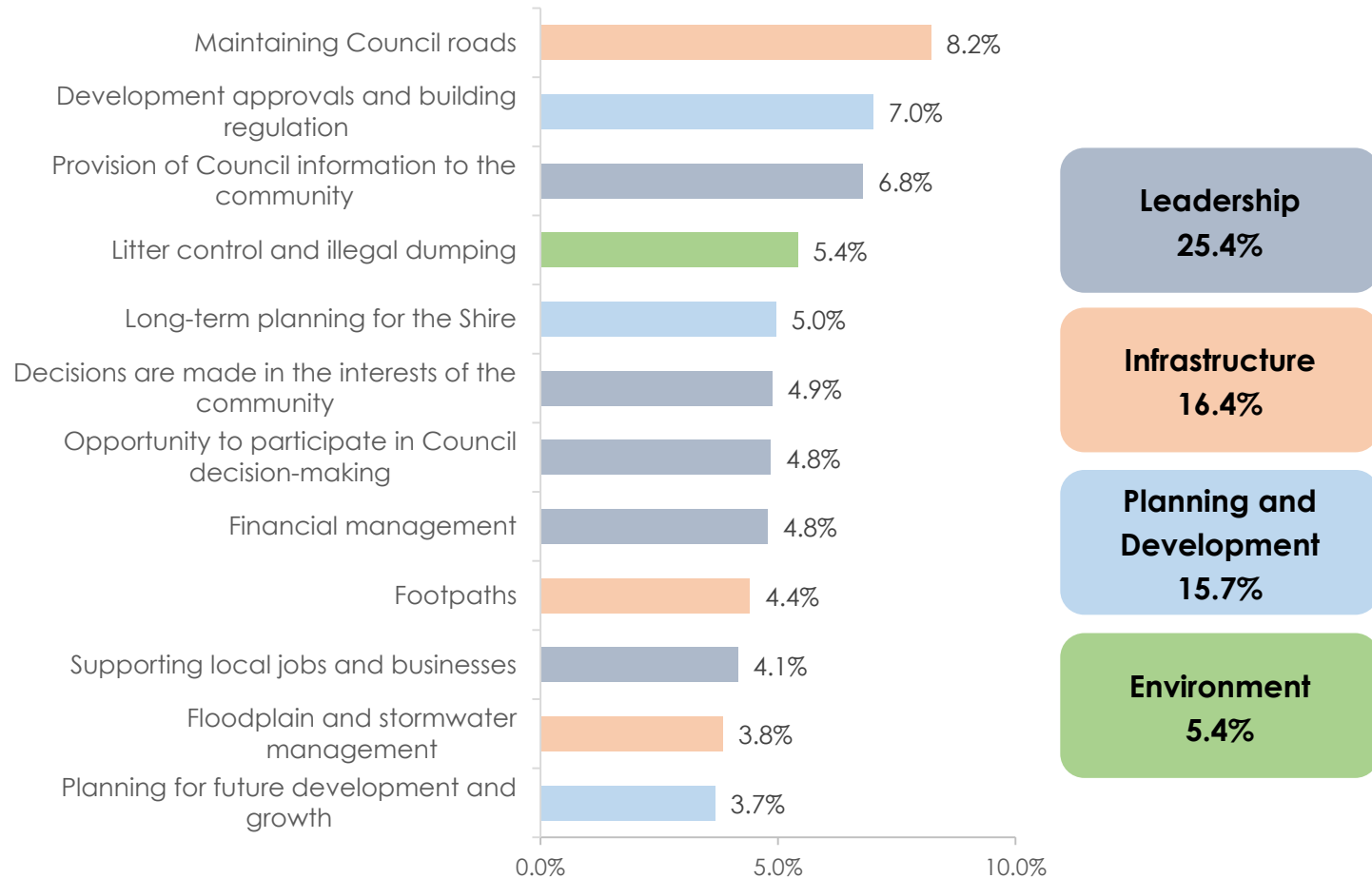
Quadrant Analysis – Importance VS Satisfaction

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



Key Drivers of Overall Satisfaction with Council

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



These top 12 services/facilities (so 35% of the 34 services/facilities) account for over 60% of the variation in overall satisfaction.

Investigating the measures separately, 'maintaining Council roads' is the most vital driver of overall satisfaction, followed by development approvals and building regulation, and provision of Council information to the community.

However, after summarizing them into 4 thematic groups, leadership is the most important driver category. Further, infrastructure and planning & development are also important drivers.

Barriers R² value = 0.47
 Optimisers R² value = 0.29

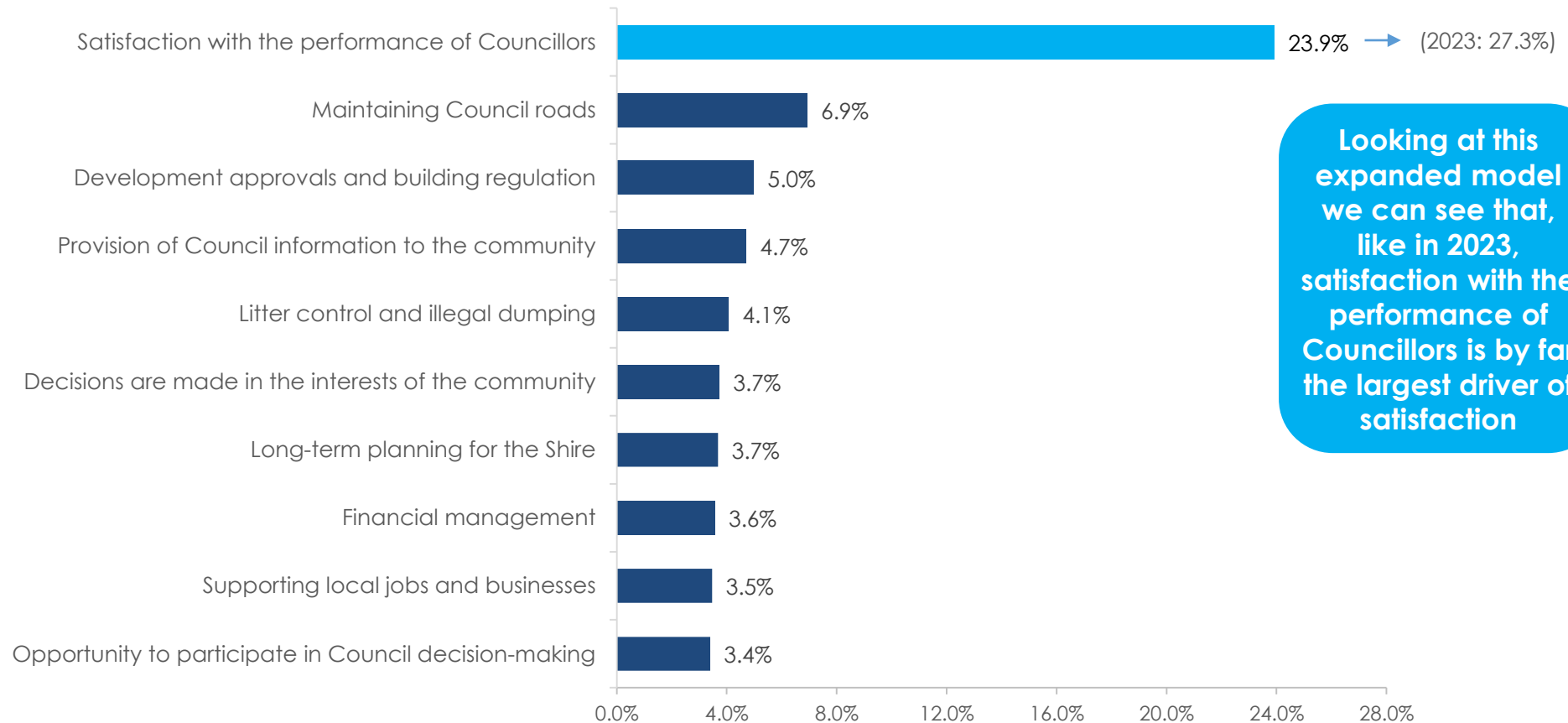
Dependent Variable: Q3a. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

Key Drivers of Overall Satisfaction with Council – Expanded Model

The below chart is a re-run of the key drivers contributing to overall satisfaction, but expanding to include “Q3b. Overall, for the last 12 months, how satisfied are you with the performance of Councillors?” as a potential driver.

Satisfaction with the performance of Councillors has remained the strongest driver (2024: 23.9%, 2023: 27.3%).

Drivers of Overall Satisfaction: Performance of Councillors added



Looking at this expanded model we can see that, like in 2023, satisfaction with the performance of Councillors is by far the largest driver of satisfaction

Barriers R² value = 0.51
Optimisers R² value = 0.40

Dependent Variable: Q3a. 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?

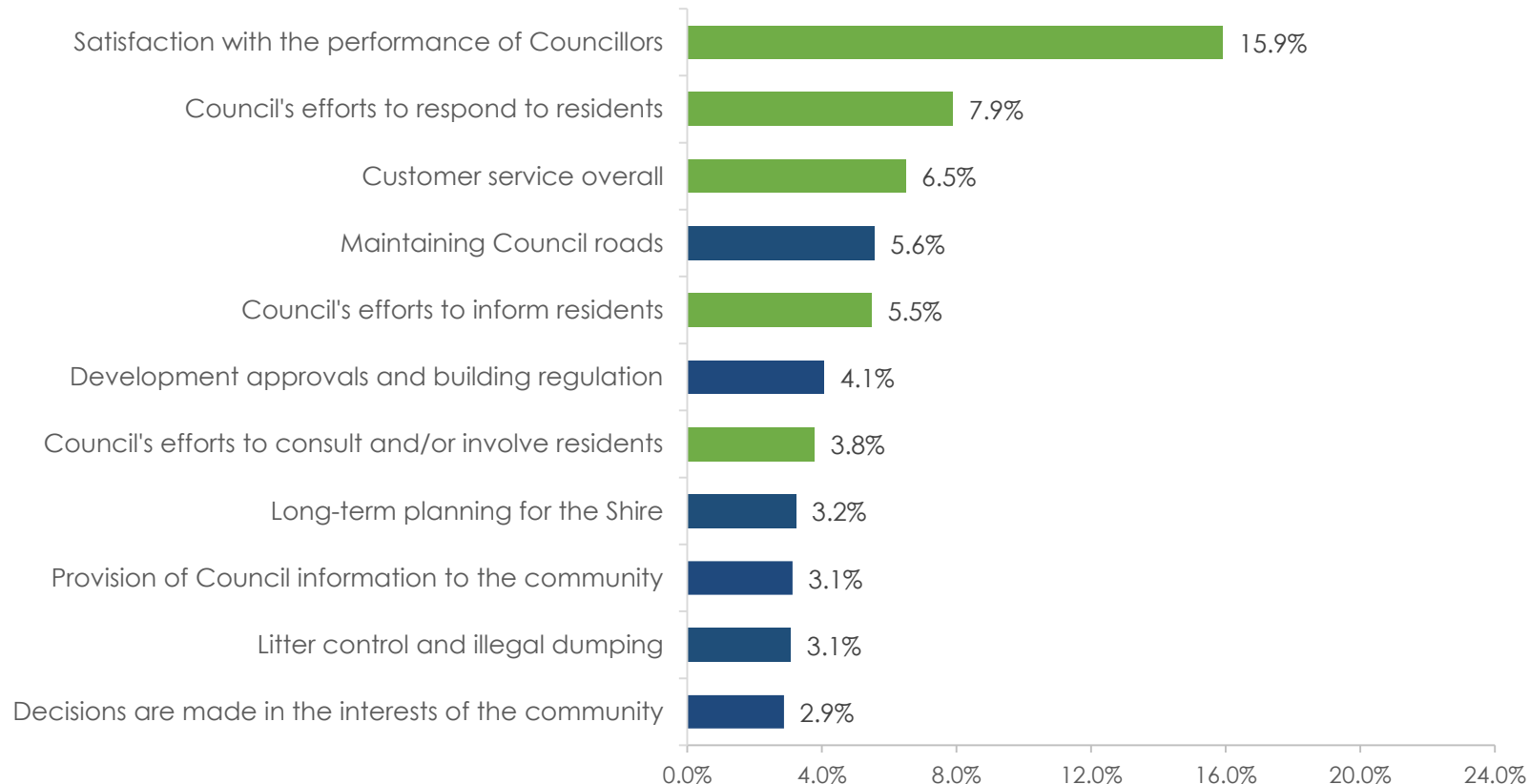
Note: Please see Appendix 1 for complete list

Key Drivers of Overall Satisfaction with Council – Final Model

The below chart is a further expanded model of the key drivers contributing to overall satisfaction, now with the inclusion of satisfaction with Councillor performance and of the three additional measures from Q4:

- Council's efforts to inform residents
- Council's efforts to involve residents
- Council's efforts to respond to residents
- Customer service overall

Drivers of Overall Satisfaction (Re-run)



Looking at this final model, the performance of Councillors and Council's efforts to communicate with residents contributes to nearly 40% of overall satisfaction with Council

Barriers R² value = 0.55

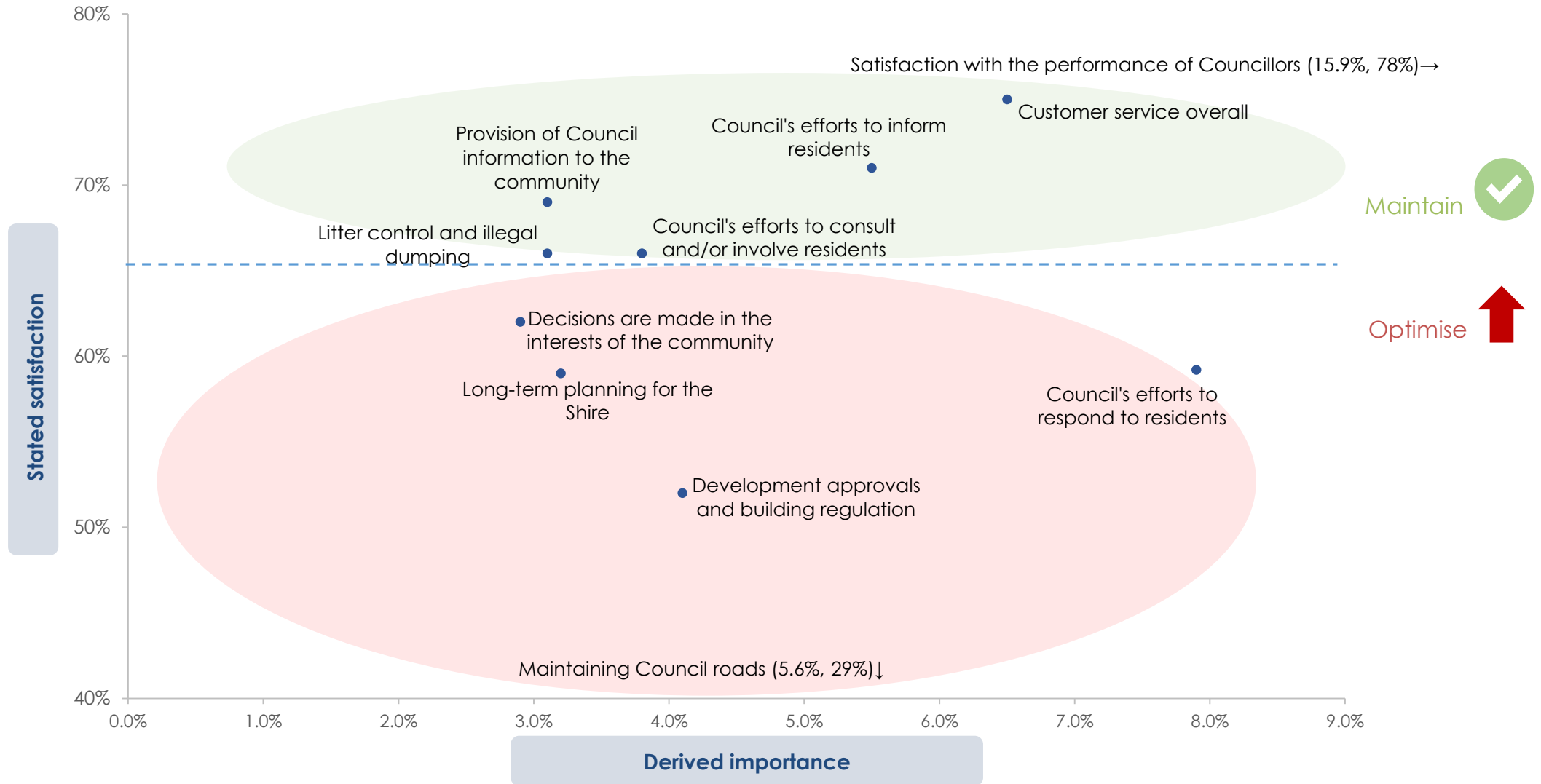
Optimisers R² value = 0.43

Dependent Variable: Q3a. 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?

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 could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.



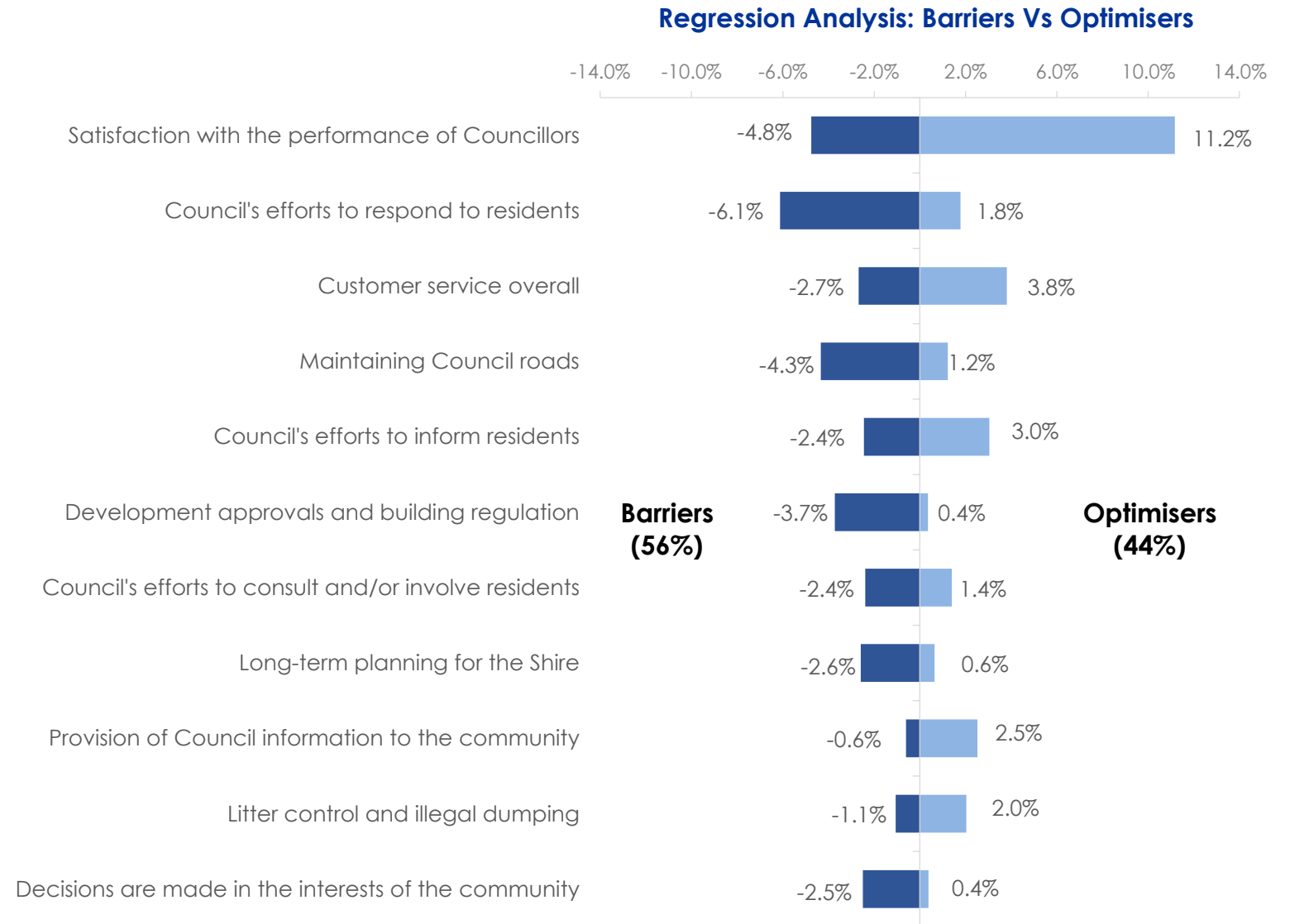
Key Contributors to Barriers/Optimisers

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.

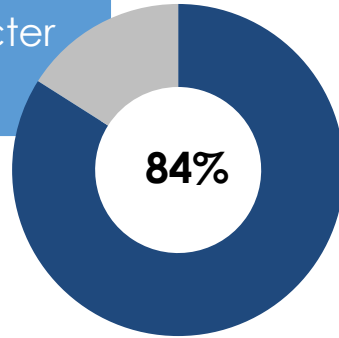


Summary Findings



Community Strategic Plan

84% of residents were at least somewhat satisfied with current Shire character and identity.



Future Directions:

90%

At least 90% of respondents were at least somewhat supportive of current community vision for the Shire.

High priority ratings for our 5 CSP Themes*:

| Theme | High Priority % |
|---------------------|-----------------|
| Environment | 69% |
| Economy | 69% |
| Place and Landscape | 66% |
| People | 65% |
| Performance | 54% |
| Base | 401-402 |

*Note: The High Priority (%) for each theme was the average High Priority (%) of all measures within each theme.

Summary Findings



Overall satisfaction

Overall, 81% of residents are at least somewhat satisfied with the performance of Council over the last 12 months.



Satisfaction with Councillor performance

78% of residents stated they are at least somewhat satisfied with the performance of Councillors.



Satisfaction with Council contact

64% of residents (who had contacted in the last 12 months) are at least somewhat satisfied with the way their contact with Council was handled.



Quality of Life in the LGA

95% of residents rate their quality of life as 'good' to 'excellent' in the Wollondilly Shire LGA.



Where are we now?

Encouragingly, compared to 2023, results have shown obvious improvement in overall satisfaction (2024: 81%; 2023: 72%) and satisfaction with Councillors (2024: 78%; 2023: 73%). Residents' perceived quality of life also increased by 3%, reaching 95% this year compared to 92% in 2023.

However, consistent with last year, when asked about the priorities facing the Wollondilly Shire LGA, residents still identified roads, services/facilities (such as schools, hospitals, supermarkets), and infrastructure for population growth as the top 3 priorities.

Further, a regression model indicates that roads, development approval/building regulation, and the provision of information from Council are key drivers of overall satisfaction. Additionally, based on two expanded regression models, satisfaction with Councillors, efforts in communicating with residents, and customer service are also important contributors to overall satisfaction.

Looking forward, aside from improving the condition of roads, development and planning for population growth, Council need to continue to focus providing effective and responsive communications/interactions with the Wollondilly community.

Satisfaction Scorecard

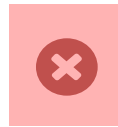
Looking at the satisfaction scorecard, the lowest scoring service areas centre on 'Place and Landscape' and 'Performance', especially for roads/footpaths, planning and development, and development approvals and financial management.



Good performance
(T3B sat score ≥80%)



Monitor
(T3B sat score 60%-79%)



Needs improvement
(T3B sat score <60%)

| People | Environment | Place and Landscape |
|---------------------------------------|---|---|
| Library services | Domestic waste management collection | Floodplain and stormwater management |
| Festival and events' programs | Access to local waste disposal facilities | Planning for future development and growth |
| Children's services | Management of public trees | Development approvals and building regulation |
| Supporting community groups | Protecting the natural environment and wildlife | Protecting heritage values and buildings |
| Companion animal management | Emergency planning and management | Maintaining Council roads |
| Parks and playgrounds | Litter control and illegal dumping | Footpaths |
| Ovals and sportsgrounds | Support for community environmental initiatives | Bike paths |
| Community buildings/halls/amenities | Maintaining natural waterways | Performance |
| Swimming pools | Economy | Opportunity to participate in Council decision-making |
| Community Safety and Crime Prevention | Supporting tourism | Decisions are made in the interests of the community |
| Support for arts and culture | Supporting local agriculture | Long-term planning for the Shire |
| | Supporting local jobs and businesses | Financial management |
| | | Provision of Council information to the community |

Further into Top Priority Areas

Road Maintenance

- When asked about the top priorities facing the Wollondilly LGA, over 60% of residents (62%) mentioned the condition/maintenance of roads and supporting infrastructure.
- However, 'maintaining Council roads' received the lowest Top 3 Box satisfaction of all measures (29%) and the largest performance gap (69%).
- Looking at our first regression model involving 34 services/facilities, maintaining roads is the most important driver.



Development & Planning

- First, more services/facilities, infrastructure and development management for population growth need to be prioritised in the eyes of residents.
- Further to this, 'development approvals and building regulation' and long-term planning are also key drivers based on the regression analysis.

Communication

- **Communication remains key:** 'Provision of Council information to the community' is the third largest driver of overall satisfaction in our first regression model.
- **Customer service:** Council's efforts to respond and inform residents are top drivers in our final regression model.
- **Consultation and involvement:** 'Decisions are made in the interests of the community' received a large performance gap (24%) but a high contribution to overall satisfaction.

Performance of Councillors

- Our final regression model identified satisfaction with Councillors as the highest driver of overall satisfaction.
- Notably, there is a sense that overall satisfaction and satisfaction with Councillors influence and promote each other (with a 9% and 5% increase respectively from last year). Therefore, addressing the key priorities may also improve satisfaction with Councillors, thereby further enhancing overall satisfaction.



micromex
research

Telephone: (02) 4352 2388
Web: www.micromex.com.au
Email: stu@micromex.com.au