



Insight for
Business & Government

Blue Mountains City Council Community Survey 2011

Survey Report

Prepared for



Prepared by

IRIS Research

With additional trend analysis by

Blue Mountains City Council

June 2011

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1. INTRODUCTION

1.1 SURVEY OBJECTIVES

The 2011 Community Survey objectives are to:

- Measure perceived overall performance of Council including the performance of staff and Councillors
- Measure perceived performance of Council in providing and delivering services and facilities overall
- Measure Council's perceived service performance against the Council's four year Delivery Program
- Where appropriate, measure Council's performance against Surveys in the series

1.2 INTERPRETING SURVEY RESULTS

This Report provides several different views of Council's service performance. Section 2 of this Report looks at the perceptions held by residents as to how they feel Blue Mountains City Council is performing overall. It also covers the value that residents believe they are getting for their rate dollars.

The Survey also sought to measure resident perceptions of, and satisfaction with, Council staff performance. It should be noted that this year's survey as was the case in 2010, only sought to measure satisfaction with the Council staff by residents that have had recent interaction. The results of this are summarised in Section 3 of this Report. Section 4 presents the results of section in the Survey in which respondents were asked to respond to issues regarding their dealings and views on Councillors.

The 2011 Report also presents resident perceptions of Council's service performance as Quadrant Analysis results, Gap Analysis Results and the combined results from Quadrant Analysis and Gap Analysis across all service areas surveyed.

This report takes the approach that the most useful measure of resident perceptions of Council's service delivery is the combined result from Quadrant Analysis and Gap Analysis. The summary results of the combined analysis showing service areas most in need of priority attention in 2011 are presented in Section 5.3.

Section 6 again visits the quadrant and gap analysis. However this section is concerned with showing the movement of each service or facility during the Council term; in other words outlining whether the service or facility has improved, worsened or stayed the same during this time.

Survey results reporting on Council's perceived service performance in achieving the Principal Activities in Council's Delivery Program are presented within the following Principal Activities:

- Looking after Environment - Natural Environment
- Using Land - Built Environment
- Moving Around - Built Environment
- Looking after People - Social
- Sustainable Economy - Economic

Within each Principal Activity, combined Quadrant and Gap Analysis results are provided for the relevant Council services. This contributes to understanding Council's service performance as perceived by community, in relation to the achievement of Council's Delivery Program for the current Council term.

Finally Section 7.6 of the Appendix tracks the difference between resident importance and satisfaction for each service area surveyed over 2000-2011 against each Principal Activity and Council service. These graphs provide a visual representation of whether importance and satisfaction have converged or diverged over time.

1.3 SURVEY RESPONSE

A total of 502 completed interviews were collected from a random sample of residents throughout the Blue Mountains Local Government Area. Strict sampling procedures ensured that characteristics of selected respondents mirrored those of the overall adult population of the area (based on Census data). Table 1-4 provides an overview of the distribution of key respondent characteristics.

Table 1.1 Sample Respondent Characteristics

	Population %		Collected %	
	Male	Female	Male	Female
16 to 24	7.3	6.7	3.6	2.6
25 to 34	6.4	6.8	3.8	6.6
35 to 49	13.6	15.3	10.4	18.2
50 to 64	13.0	13.7	16.2	16.2
65 +	7.3	9.8	10.2	12.4
Total	47.7	52.3	44.1	55.9

**Please refer to the Appendix 7.2 for a detailed description of the survey methodology.*

2. Council's Overall Performance

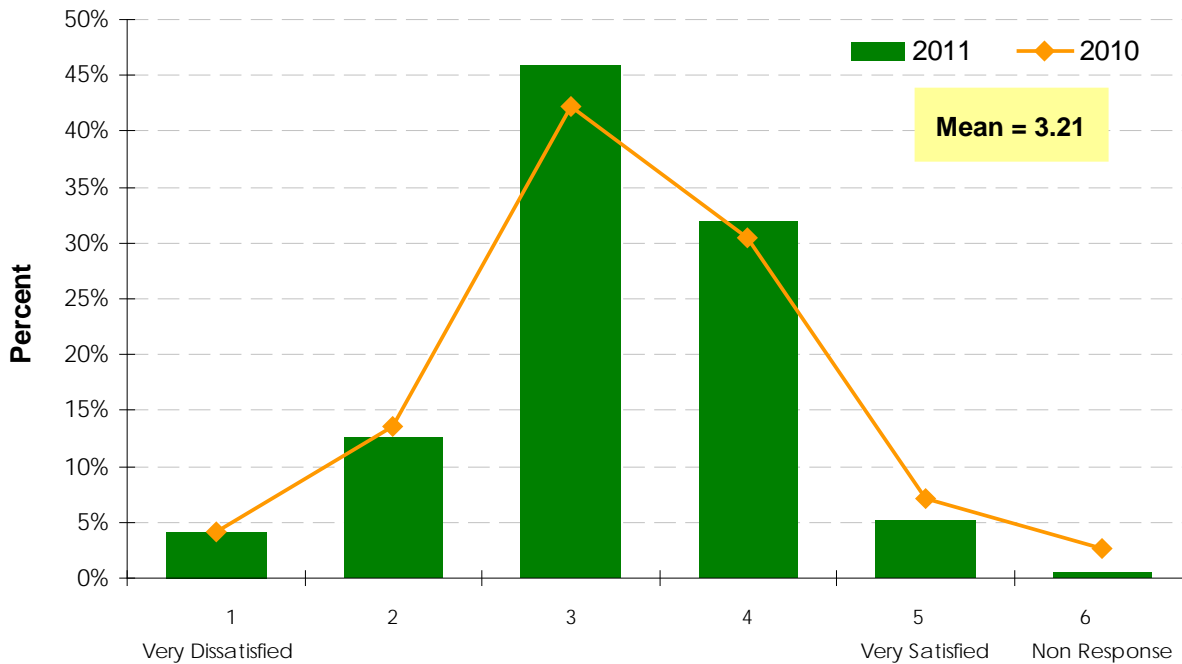
Section 2 of this Report looks at the perceptions held by residents as to how they feel Blue Mountains City Council is performing overall. It also covers the value that residents believe they are getting for their rate dollars.

2.1 OVERALL SATISFACTION

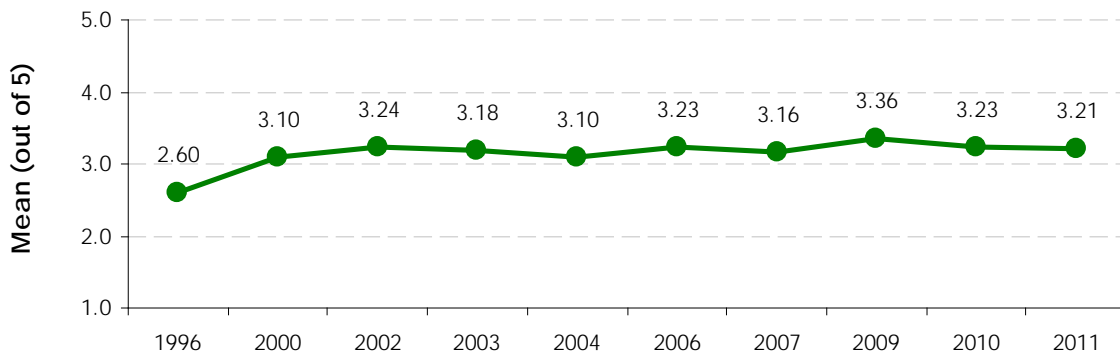
2.1.1 Satisfaction Rating

At the end of the first section of the survey, respondents were asked to rate the overall performance of Blue Mountains City Council. The results are provided in the following graphs and tables.

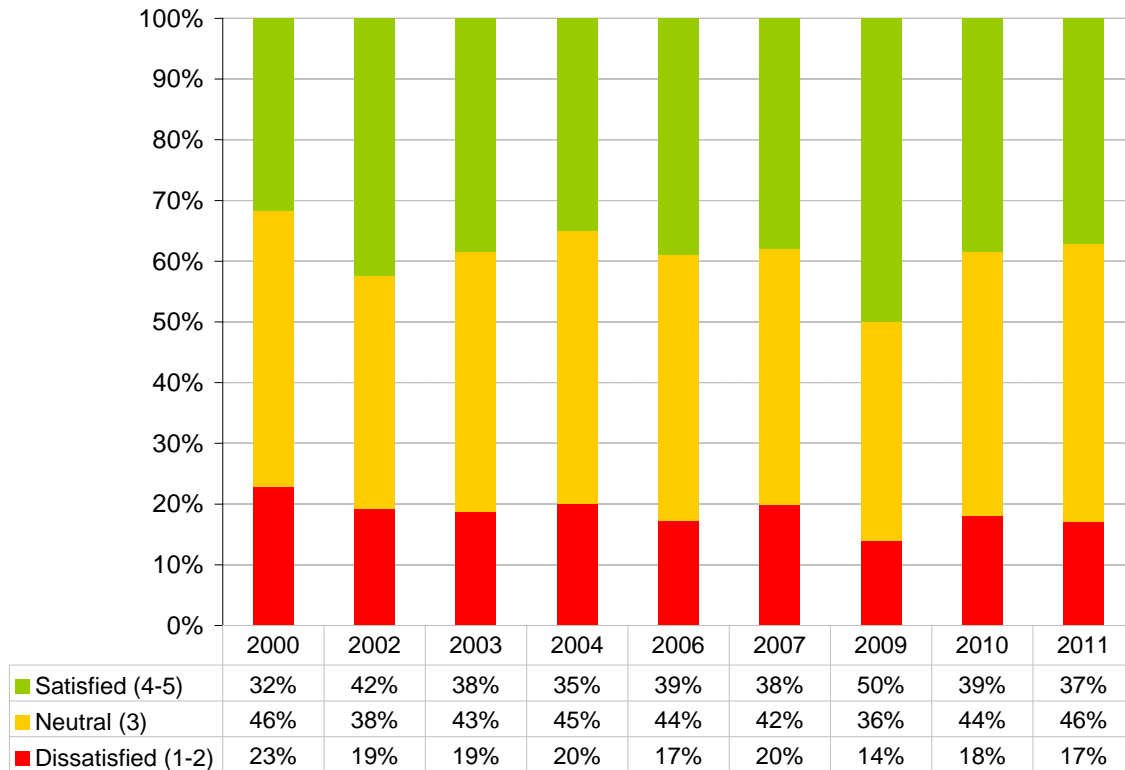
Graph 2.1.1: Overall Satisfaction with Council Performance 2011(n=502)



Graph 2.1.2: Overall Satisfaction with Council Performance – Mean Scores (n=502)



Graph 2.1.3: Overall Satisfaction with Council Performance 2000-2011 (n=502)



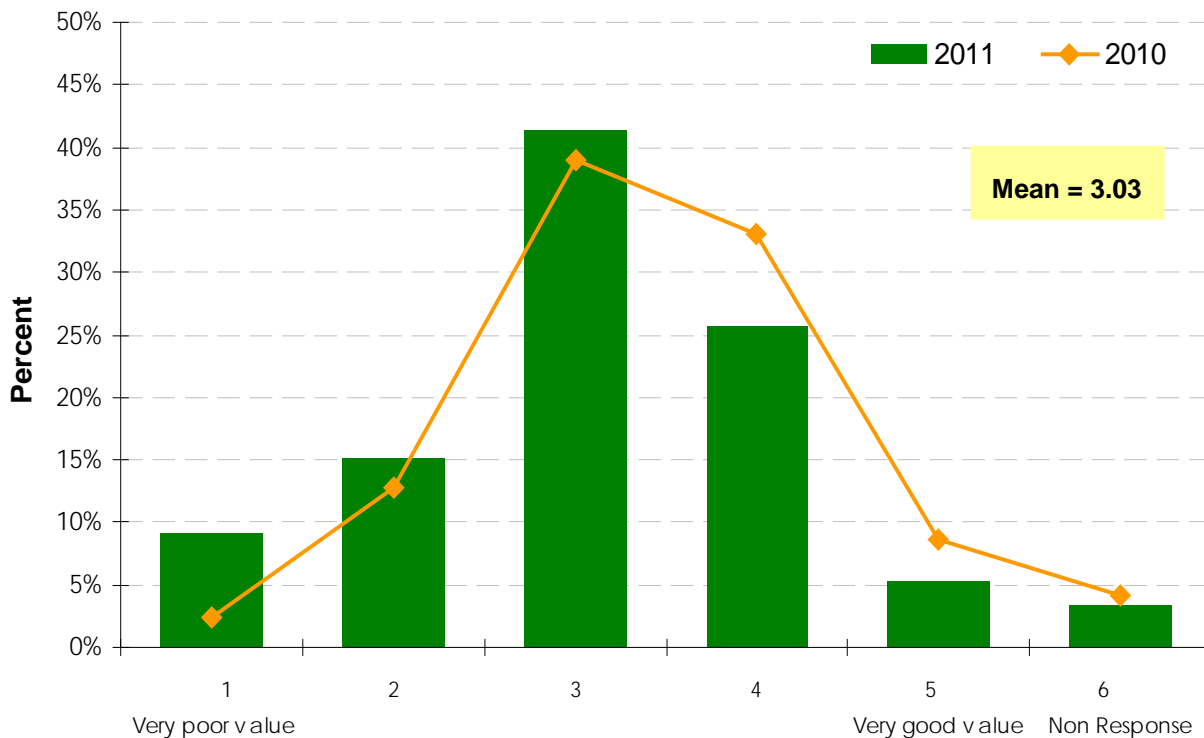
Key results for 2011:

- Overall, 37.0% of residents were satisfied with the performance of Blue Mountains Council, which is more than double the 16.7% that were dissatisfied.
- This is on par with the 37.5% reported last year.
- A mean satisfaction score of 3.21 was achieved for Council's overall performance, which is on par with the 2010 result.

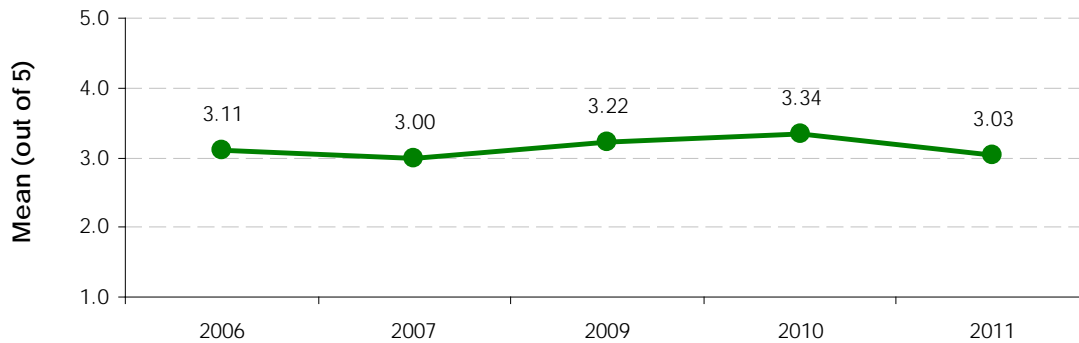
2.2 VALUE FOR MONEY

2011 marked the fifth year that residents were asked about their perceptions of the overall value they receive for their rate dollar.

Graph 2.2.1: Value for Rates 2011 (n=502)

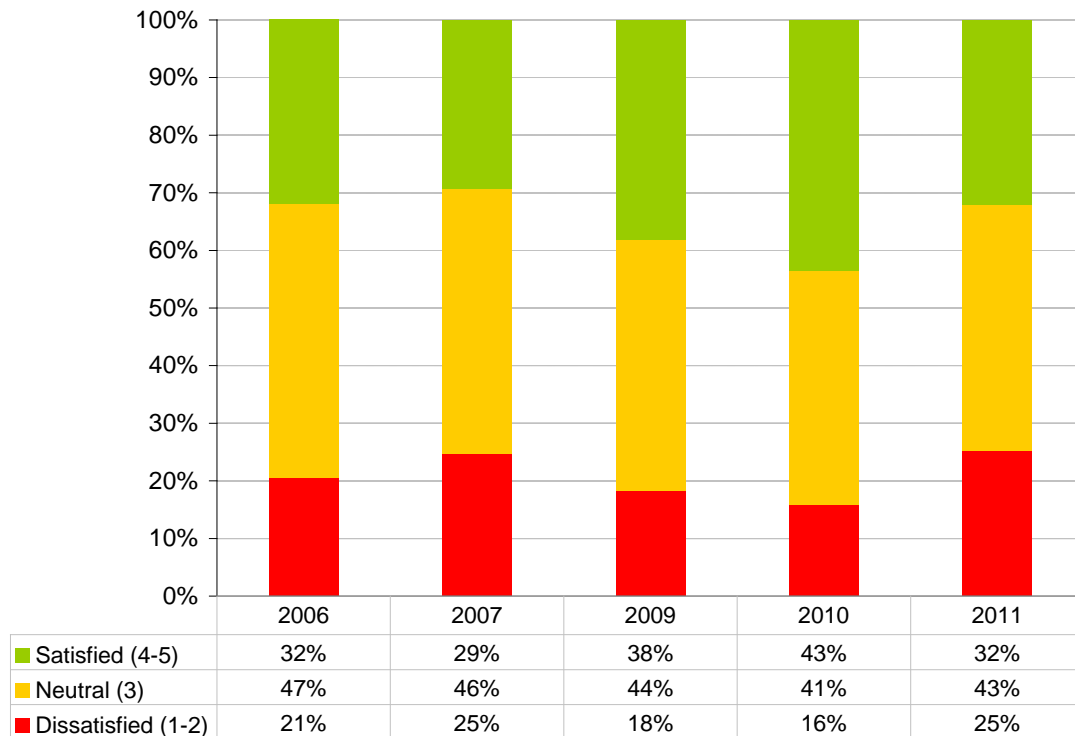


Graph 2.2.2: Value for Rates – Mean Scores (n=502)



Gr

Graph 2.2.3 Value for Rates 2000-2011 (n=502)



Key results for 2011:

- After residents reported experiencing two straight years of increasing value received for rates dollar spend, the perception has changed significantly in 2011, with the mean score falling to 3.03, down from 3.34 out of 5.
- In 2011 one in three residents (32%) provided a 'high' score of 4 or higher, compared to two in five (43%) in 2010.

3. STAFF PERFORMANCE

The survey also sought to measure resident perceptions of, and satisfaction with, Council staff performance. It should be noted that this year’s survey as was the case in 2010, only sought to measure satisfaction with the Council staff by residents that have had recent interaction. The results of this are summarised in Section 3 of this Report.

3.1 INTERACTION WITH COUNCIL STAFF

Respondents were first asked whether or not they had an interaction with Council staff at any time during the past 12 months. Table 3.1.1 shows the result for this question.

Table 3.1.1: Recent Interaction with Council Staff

Survey Year	Base	Yes	No
2000	1032	60%	40%
2002	515	64%	36%
2003	508	64%	36%
2004	504	57%	43%
2006	505	62%	38%
2007	1012	57%	43%
2009	757	57%	43%
2010	1008	57%	43%
2011	502	55%	45%

Key results for 2011:

- 54.7% of residents surveyed indicated that they have interacted with Council staff in the last twelve months. This figure is on par with the 57% recorded in 2010.

3.2 STAFF CUSTOMER SERVICE MEASURES

Residents that had contact with Council staff in the past 12 months were asked to rate their level of satisfaction with their performance.

Graph 3.2.1: Satisfaction of Respondents who HAD contact with staff, 2000-2011

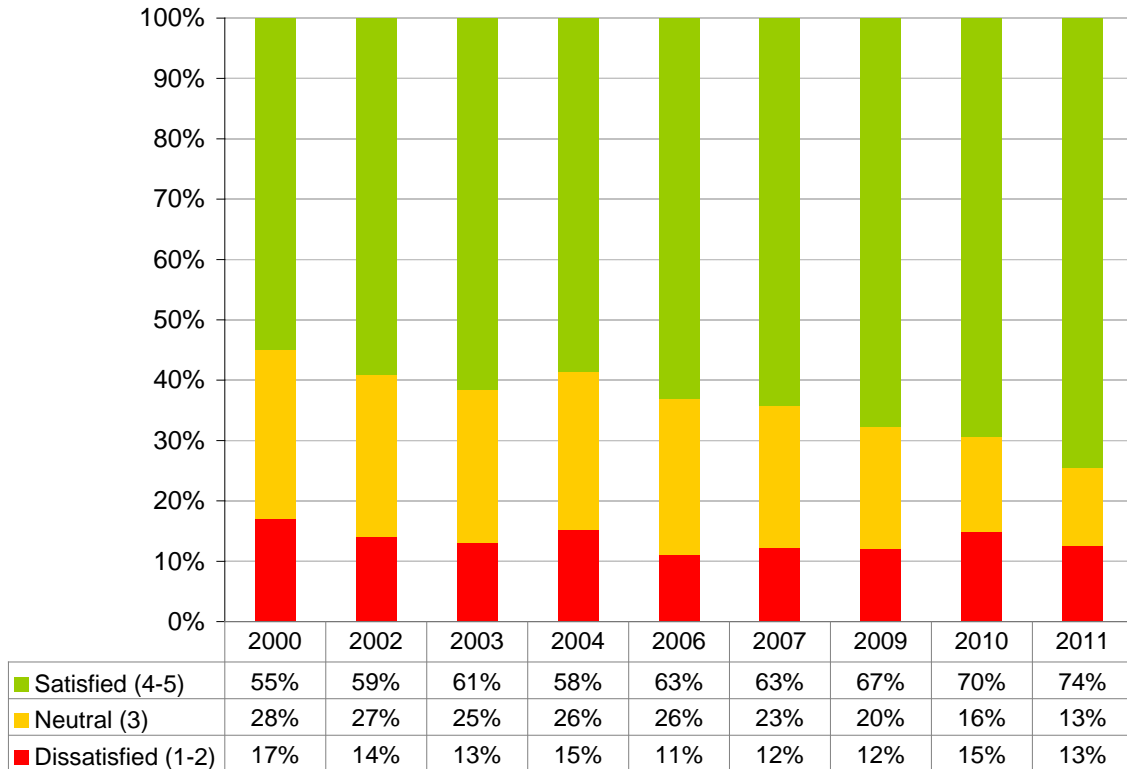


Table 3.2.1: Summary of Satisfaction Ratings for Staff, 2004-2011

	Year	Satisfaction Rating (%)			Mean Score (out of 5)
		Low (1-2)	Medium (3)	High (4-5)	
Overall Satisfaction with Staff Performance	2000	17%	28%	55%	3.5
	2002	14%	27%	59%	3.6
	2003	13%	25%	61%	3.7
	2004	15%	26%	58%	3.6
	2006	11%	26%	63%	3.7
	2007	12%	23%	63%	3.7
	2009	12%	20%	67%	3.7
	2010	15%	16%	70%	3.8
	2011	13%	13%	74%	3.9

Key results for 2011:

- Satisfaction with Council staff has steadily increased over the last 10 years, increasing from a score of 3.5 to a score of 3.9 out of 5.
- Three out of four (74.3%) residents that have had recent contact with Council staff provided a 'high' satisfaction rating. This is in line with the 70% reported in 2010.

4 COUNCILLOR PERFORMANCE

2011 marks the sixth wave of the project in which respondents were asked to respond to issues regarding their dealings and views on Councillors.

4.1 DEALINGS WITH COUNCILLORS

Respondents were first asked whether or not they had any dealings with elected Councillors at any time during the past 12 months. Table 4.1.1 shows the result for this question.

Table 4.1.1 Dealings with Elected Councillors

Survey Year	Base	Yes	No
2004	504	16%	84%
2006	505	13%	87%
2007	1012	11%	89%
2009	757	10%	90%
2010	1008	12%	87%
2011	502	14%	86%

Key results for 2011:

- In this part of the survey, 13.9% of residents indicated that they have had dealings with at least one of their elected Councillors in the last twelve months; statistically unchanged from 2010.

4.2 OVERALL SATISFACTION WITH COUNCILLORS

Respondents that indicated they had dealings with their elected Councillors during the past 12 months were asked to rate their level of satisfaction with the overall performance of Councillors.

Graph 4.2.1: Satisfaction with elected Council representative, 2004- 2011

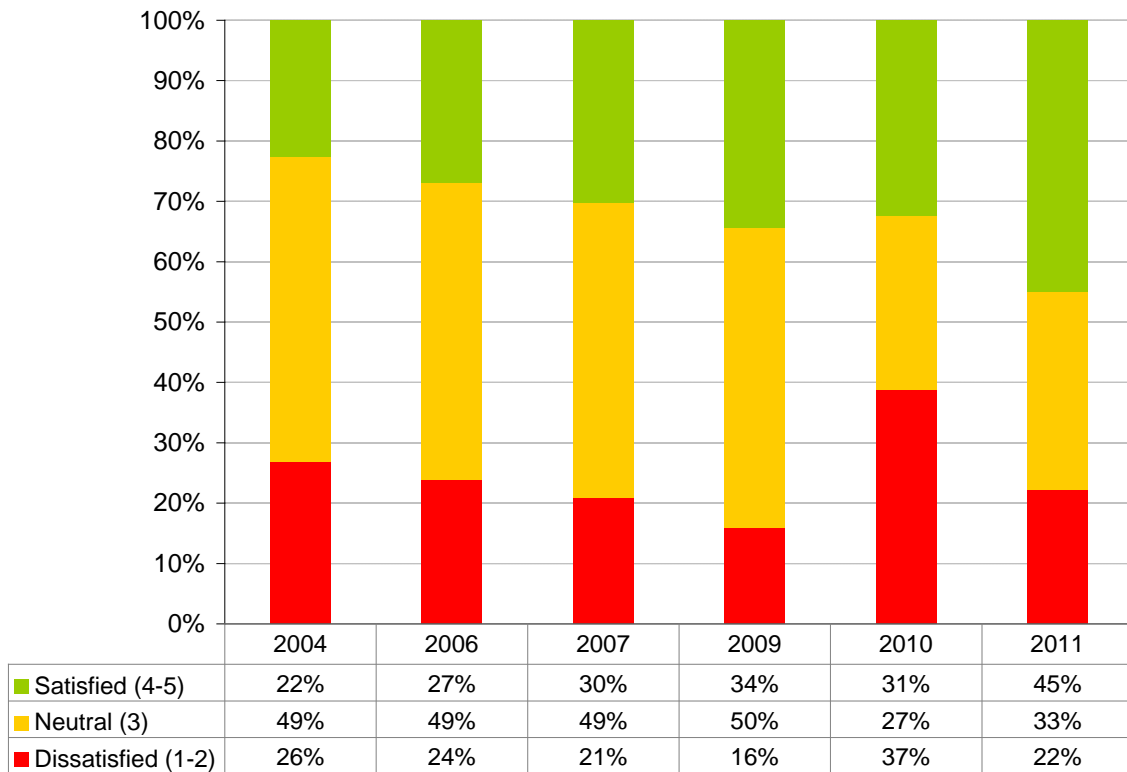


Table 4.2.1: Summary of Satisfaction Ratings for Councillors, 2004-2011

	Year	Satisfaction Rating (%)				Mean Score (out of 5)
		N/R	Low (1-2)	Medium (3)	High (4-5)	
Overall Satisfaction with Councillor Performance	2004	3%	26%	49%	22%	2.9
	2006	3%	23%	48%	26%	3.0
	2007	8%	19%	45%	28%	3.1
	2009	11%	14%	44%	31%	3.2
	2010	5%	37%	27%	31%	2.9
	2011	1%	22%	33%	45%	3.3

Key results for 2011:

- Satisfaction with the performance by Councillor's has improved significantly from 2010, registering a mean satisfaction score of 3.3 out of 5 as oppose to the 2.9 recorded in the previous measure.
- Almost half of all residents (45%) provided a 'high' satisfaction rating with the performance of Councillors, which was a big increase on the one in three (31%) that were 'highly' satisfied in 2010.

5. SERVICE PERFORMANCE IN 2011

The Community Survey Report is one tool that aims to give the Council actionable information that can be used to allocate resources and make informed policy decisions about providing and improving services. The Council's service activities and facilities are prioritised through identifying key drivers of resident satisfaction via a deeper analysis of the importance and satisfaction scores. The two techniques used to identify the key drivers are Quadrant Analysis and Gap Analysis.

Quadrant Analysis

Quadrant Analysis is a useful way of simultaneously analysing the stated importance a service holds for residents against their satisfaction with the provision of that service. To do this an average satisfaction and importance score are derived based on the ratings provided for all services and facilities by respondents. The average (mean) importance score is then plotted on the vertical axis, while the mean satisfaction score is plotted on the horizontal axis, thus creating a matrix. Mean satisfaction scores are then plotted against mean importance scores for each Council service or facility, which inevitably places them into one of the four quadrants. Each quadrant has a specific interpretation:

- **Quadrant 1:** Upper right quadrant (**high importance and high satisfaction**) represents Council's current major strengths in service delivery. Residents place great importance on these services and Council is delivering them to that standard.
- **Quadrant 2:** Upper left quadrant (**high importance but relatively lower satisfaction**) denotes services where satisfaction could be improved. The delivery of these services is not living up to resident expectations.
- **Quadrant 3:** Lower left quadrant (**relatively lower importance and relatively lower satisfaction**) represents lower priority services.
- **Quadrant 4:** Lower right quadrant (**relatively lower importance and high satisfaction**) is often interpreted as representing 'over serviced' areas where service delivery exceeds expectations.

The attributes in the upper left quadrant (2) are all candidates for priority attention. Residents place a high importance on these service areas but also reported relatively lower satisfaction.

5.1 QUADRANT ANALYSIS RESULTS

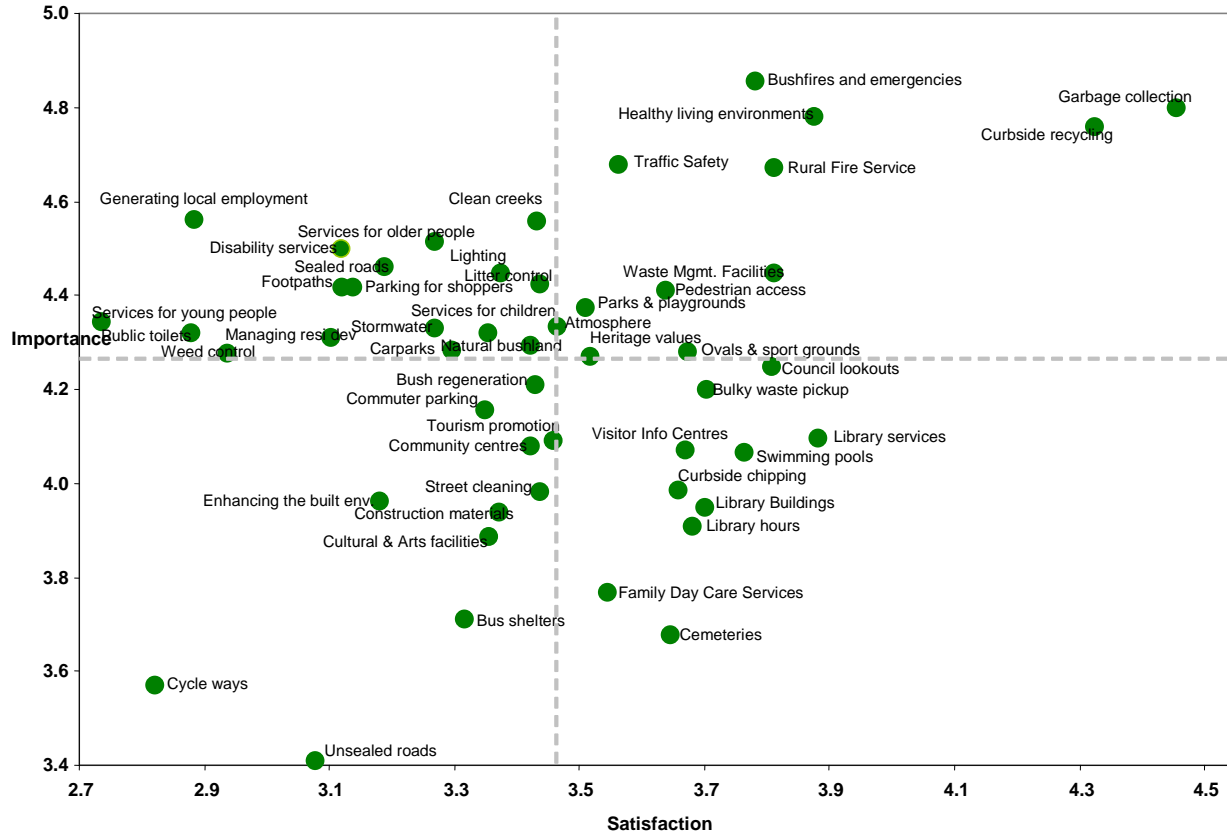
Table 5.1.1 below presents Council's 2011 service performance as measured by Quadrant Analysis.

Table 5.1.1: 2011 Quadrant Analysis Results

Service areas needing improvement (high importance/low satisfaction)	Council's service strengths - service areas where Council is performing well (high importance/high satisfaction)
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Protection of natural bushland <input checked="" type="checkbox"/> Footpaths <input checked="" type="checkbox"/> Generating local employment opportunities <input checked="" type="checkbox"/> Services and facilities for young people <input checked="" type="checkbox"/> Public toilets <input checked="" type="checkbox"/> Facilities and services for people with a disability <input checked="" type="checkbox"/> Weed control <input checked="" type="checkbox"/> Parking for shoppers <input checked="" type="checkbox"/> Sealed roads <input checked="" type="checkbox"/> Car parks <input checked="" type="checkbox"/> Services and facilities for older people <input checked="" type="checkbox"/> Clean creeks and water ways <input checked="" type="checkbox"/> Services and facilities for children and families <input checked="" type="checkbox"/> Managing residential development <input checked="" type="checkbox"/> Lighting of public areas <input checked="" type="checkbox"/> Stormwater infrastructure <input checked="" type="checkbox"/> Litter control 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Garbage collection <input checked="" type="checkbox"/> Curbside recycling <input checked="" type="checkbox"/> Waste management facilities <input checked="" type="checkbox"/> Protection of heritage values & buildings <input checked="" type="checkbox"/> Town centre & village atmosphere <input checked="" type="checkbox"/> Pedestrian access generally around shopping centres and community facilities <input checked="" type="checkbox"/> Traffic safety for pedestrians & vehicles <input checked="" type="checkbox"/> Protection from bushfires & emergencies <input checked="" type="checkbox"/> Rural fire service & SES buildings <input checked="" type="checkbox"/> Ovals & sporting grounds <input checked="" type="checkbox"/> Parks & playgrounds <input checked="" type="checkbox"/> Clean, safe & healthy living environments
Service areas of relatively lower priority (relatively lower importance and relatively lower satisfaction)	Service areas where service delivery exceeds expectations (relatively lower importance and relatively higher satisfaction)
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Tourism promotion <input checked="" type="checkbox"/> Bus shelters <input checked="" type="checkbox"/> Community centres and halls <input checked="" type="checkbox"/> Cultural and arts facilities <input checked="" type="checkbox"/> Bush regeneration <input checked="" type="checkbox"/> Commuter parking <input checked="" type="checkbox"/> Enhancing the built environment <input checked="" type="checkbox"/> Street cleaning <input checked="" type="checkbox"/> Construction materials recovery & recycling service <input checked="" type="checkbox"/> Cycleways <input checked="" type="checkbox"/> Unsealed roads 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Swimming pools <input checked="" type="checkbox"/> Bulky waste pickup <input checked="" type="checkbox"/> Visitor Information Centres <input checked="" type="checkbox"/> Library services <input checked="" type="checkbox"/> Library buildings <input checked="" type="checkbox"/> Library hours <input checked="" type="checkbox"/> Curbside chipping <input checked="" type="checkbox"/> Family Day Care <input checked="" type="checkbox"/> Cemeteries

Graph 5.1.1 plots the same services and facilities into one of the four quadrants. The average importance score for all 50 services and facilities was calculated at 4.3, while the satisfaction score was 3.4.

Graph 5.1.1: Quadrant Analysis Results Plotted into Quadrants



5.2 GAP ANALYSIS RESULTS

Despite its usefulness, Quadrant Analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, Gap Analysis is used as the second component in analysing survey results. Once again mean importance and satisfaction scores are calculated based on the performance of all services and facilities. The mean satisfaction score is then subtracted from the mean importance score to calculate the average gap, which becomes the benchmark figure for the analysis. The next step is to then calculate individual gap scores for each service and facility and compare them to the benchmark gap score. Through the use of a t-test, gap scores for the individual services and facilities are analysed to see whether they are significantly different to the benchmark figure - the larger the gap between importance and satisfaction, the larger the gap between Council's performance in the provision of a service and resident's expectations.

The Council's service performance as measured by 2011 Gap Analysis indicates that resident expectations are furthest from being met in the following service areas.

- Generating local employment opportunities
- Services and facilities for young people
- Public toilets
- Facilities and services for people with a disability
- Weed control
- Sealed roads
- Footpaths
- Parking for shoppers
- Services and facilities for older people
- Traffic safety for pedestrians and vehicles
- Managing residential development
- Clean creeks and water ways
- Protection from bushfires and emergencies
- Lighting of public areas
- Services and facilities for children and families
- Stormwater infrastructure
- Litter control

-
- Car parks
 - Clean, safe and healthy living environments

Table 5.2.1 on the following page ranks services and facilities from highest gaps to lowest gaps. Services with a gap score that were found to be significantly larger than the overall mean gap score (0.87995) were classified as priority 1 (most urgent). Those with a gap score statistically equal to the mean gap were identified as priority 2, while services with a gap score significantly smaller than the mean gap were labelled priority 3.

Table 5.2.1: 2011 Gap Analysis Results

Service	Mean Gap	Priority
Generating local employment opportunities	1.76	Priority 1. Higher than ave. gap
Services and facilities for young people	1.69	
Public toilets	1.53	
Facilities and services for people with a disability	1.45	
Weed control	1.42	
Footpaths	1.35	
Parking for shoppers	1.33	
Sealed roads	1.32	
Services and facilities for older people	1.31	
Managing residential development	1.25	
Clean creeks and water ways	1.17	
Traffic safety for pedestrians and vehicles	1.17	
Services and facilities for children and families	1.14	
Protection from bushfires and emergencies	1.12	
Lighting of public areas	1.12	
Stormwater infrastructure	1.12	
Litter control	1.05	
Carparks	1.04	
Clean, safe and healthy living environments	0.96	
Protection of natural bushlands	0.93	
Parks and playgrounds	0.93	
Cycleways	0.92	
Town centre and village atmosphere	0.92	
Rural fire service and SES buildings	0.91	
Commuter parking	0.90	
Enhancing the built environment	0.84	
Pedestrian access	0.82	
Protection of heritage values and buildings	0.82	
Bush regeneration	0.82	
Community centres and halls	0.73	Priority 3. Lower than ave. gap
Waste management facilities	0.72	
Construction materials and recovery service	0.72	
Tourism promotion	0.71	
Ovals and sporting grounds	0.71	
Street cleaning	0.61	
Culture and arts facilities	0.61	
Annual bulky waste pick up	0.58	
Bus shelters	0.53	
Family day care services	0.51	
Council lookouts and walking trails	0.50	
Wheelie bin curbside recycling service	0.49	
Visitor information centres	0.48	
Curbside chipping of green waste	0.42	
Unsealed roads	0.41	
Garbage collection	0.39	
Swimming pools	0.38	
Hours of operation of the library service	0.37	
Library services	0.35	
Library buildings	0.35	
Cemeteries and ashes placement sites	0.14	

5.3 COMBINED QUADRANT AND GAP ANALYSIS RESULTS

Table 5.3.1 outlines the services and facilities that were identified as not meeting resident expectations in either quadrant analysis or gap analysis. If a service or facility has a tick in both the quadrant analysis box and the gap analysis box, it is a good confirmation that this area should be given priority attention.

Table 5.3.1: Combined Quadrant and Gap Analysis Results

Service Area	Identified as not meeting resident expectations in ...	
	Quadrant Analysis (Higher importance / lower satisfaction)	Gap Analysis (Above average gap between importance & satisfaction)
Generating local employment opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and facilities for young people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public toilets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facilities and services for people with a disability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weed control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parking for shoppers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sealed roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and facilities for older people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Managing residential development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Clean creeks and water ways	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Services and facilities for children and families	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lighting of public areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stormwater infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Litter control	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Car parks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Traffic safety for pedestrians and vehicles		<input checked="" type="checkbox"/>
Protection from bushfires and emergencies		<input checked="" type="checkbox"/>
Clean, safe and healthy living environments		<input checked="" type="checkbox"/>
Footpaths		<input checked="" type="checkbox"/>
Protection of natural bushland	<input checked="" type="checkbox"/>	
Footpaths	<input checked="" type="checkbox"/>	

6. Service Performance against the Delivery Program

Section 6 of this Report again visits the quadrant and gap analysis. However Section 6 is concerned with showing the movement of each service or facility against the 2010-2013 Delivery Program; in other words outlining whether the service or facility has improved, worsened or stayed the same over the current Council term. The section presents Council's service performance by the following Principal Activities in the Delivery Program:

- Looking after Environment - Natural Environment –
- Using Land - Built Environment
- Moving Around - Built Environment
- Social – Looking after People
- Sustainable Economy- Economic

The **colour coding key** for the tables in each Key Direction is presented below.

Service Performance Measured by Quadrant Analysis	
Council's Service Strength	Residents place great importance on this service and are highly satisfied with Council's service delivery (Quadrant 1)
Council's service delivery is exceeding expectations	Residents place relatively lower importance on this service and are highly satisfied with Council's service delivery (Quadrant 4)
Lower priority service	Residents place relatively lower importance on this service and are less satisfied with Council's service delivery (Quadrant 3)
Council's service delivery is not living up to resident expectations	Residents place great importance on this service but Council's service delivery is not meeting expectations (Quadrant 2)

Service Performance Measured by Gap Analysis	
Priority 3 – Resident expectations are closest to being met	Gap between Importance and Satisfaction is less than average gap
Priority 2 – Resident expectations are not quite being met	Gap between Importance and Satisfaction is same as average gap
Priority 1 – Resident expectations are furthest from being met	Gap between Importance and Satisfaction is greater than average gap

6.1 LOOKING AFTER ENVIRONMENT - NATURAL ENVIRONMENT

Service Delivery Performance - Current Council Term

The services listed below contribute to the achievement of *Looking after Environment*, Principal Activity 1 in Council's four year Delivery Program:

- Environmental Management
- Waste Resource Management
- Water Resource Management

Table 6.1.1 presents changes in performance for these services over the current Council term using a combination of Quadrant and Gap Analysis. The colour coding indicates whether service performance stayed the same, improved or deteriorated from the previous year.

Table 6.1.1: Change in service performance over the four year Council term 2009-2012

Looking after Environment	Change in Quadrant				Change in Performance Gap			
	2009	2010	2011	2012	2009	2010	2011	2012
Environmental Management Service								
Protection of natural bushland	Green	Green	Red		Red	Green	Yellow	
Clean creeks & waterways	Red	Green	Red		Red	Red	Red	
Bush regeneration	Green	Green	Light Green		Yellow	Green	Yellow	
Weed control	Red	Red	Red		Red	Red	Red	
Waste Resource Management Service								
Garbage collection	Green	Green	Green		Green	Green	Green	
Wheelie Bin curbside recycling service	Green	Green	Green		Green	Green	Green	
Construction materials recovery & recycling service	Yellow	Yellow	Light Green		Green	Green	Green	
Annual bulky waste pick up	Green	Green	Yellow		Green	Green	Green	
Curbside chipping of green waste	Yellow	Yellow	Yellow		Green	Green	Green	
Waste management facilities	-	Green	Green		-	Green	Green	
Water Resource Management Service								
Stormwater infrastructure	-	Red	Red		-	Red	Red	

Council's service strengths
 Service areas needing priority attention

See page 24 for complete details of colour coding key

KEY RESULTS FOR LOOKING AFTER ENVIRONMENT

Environmental Management Service

- With regard to the Environmental Management service, '**Bush regeneration**' has maintained a relatively strong performance over the Council term.
- However, in '**Protection of natural bushland**', Council's performance has deteriorated from 2010. This has been highlighted in both the quadrant and gap analysis. The gap score for this service in 2011 was found to be statistically equal to the overall gap score of 0.87995, moving it up one priority level from 2010 (3) and just below the most urgent priority ranking assigned to it in 2009 (1).
- '**Clean, creeks & waterways**' found itself in quadrant 2 in 2011, which indicates that residents placed an above average importance on the delivery of the service, but felt a below average satisfaction with its provision. This was previously a quadrant 1 service in 2010. The gap score for this attribute continues to show a priority level 1 reading, highlighting this service for immediate attention.
- While '**bush regeneration**' was not considered a service in need of immediate attention, the gap analysis did show a deterioration from the previous year's gap score, while the quadrant analysis found that the service is now considered a lower priority to 2010.

Waste Resource Management Service

- As measured by resident perceptions, Council continues to perform strongly in all service areas surveyed for the Waste Resource Management service, with '**Construction materials recovery & recycling**' and '**Curbside chipping of green waste**' while also performing strongly, perceived as lower priority service areas.

Water Resource Management Service

- With regard to the Water Resource Management service, resident perceptions of Council's performance in managing '**Stormwater infrastructure**' indicate service delivery is not living up to resident expectations. This below average satisfaction with its provision has not changed over the current Council term.

6.2 USING LAND - BUILT ENVIRONMENT

Service Delivery Performance -Current Council Term

The services listed below contribute to the achievement of *Using Land* , Principal Activity 2 in Council's four year Delivery Program:

- Land Use Management
- Town Centres
- Burial and Ashes Placement

Table 6.2.1 presents changes in performance for these services over the current Council term using a combination of Quadrant and Gap Analysis. The colour coding indicates whether service performance stayed the same, improved or deteriorated from the previous year.

Table 6.2.1: Change in service performance over the four year Council term 2009-2012

Using Land - Built Environment	Change in Quadrant				Change in Performance Gap			
	2009	2010	2011	2012	2009	2010	2011	2012
Land Use Management service								
Managing residential development	Red	Green	Red		Red	Red	Red	
Protection of heritage values & buildings	Yellow	Green	Green		Green	Green	Yellow	
Enhancing the built environment	Green	Yellow	Green		Yellow	Yellow	Yellow	
Town Centres Service								
Public toilets	Red	Red	Red		Red	Red	Red	
Litter control	Green	Green	Red		Red	Red	Red	
Street cleaning	Green	Yellow	Green		Green	Green	Green	
Town centre & village atmosphere	Green	Green	Green		Yellow	Red	Yellow	
Parking for shoppers	Red	Green	Red		Red	Red	Red	
Burial & Ashes Placement Service								
Cemeteries & ashes placement sites	-	Yellow	Yellow		-	Green	Green	

Council's service strengths
 Service areas needing priority attention

See page 24 for complete details of colour coding key.

KEY RESULTS FOR USING LAND

Land Use Management Service

- The trend data shows that, while moving to being a service strength in 2010, **'managing residential development'** is back to occupying quadrant 2 (high importance/low satisfaction) as it did in 2009. The gap analysis over the Council term also highlights this service area is below average satisfaction with its provision. These combined results make it a candidate for priority attention.
- Analysis has shown that **'Protection of heritage values & buildings'** has remained a service strength over the Council term with resident satisfaction steadily rising since 2009 (3.4) and currently standing at its highest point of 3.5 out of 5. Importance has remained steady since the year 2009 and currently sits at 4.3 out of 5 being the average importance score calculated for all 50 services and facilities.
- Analysis of results for **'Enhancing the built environment'** indicates this service areas has so far exceeded resident expectations over the Council term with residents placing relatively lower importance on this service area in 2010.

Town Centres Service

- As can be seen in Table 4.4.2.1 the provision of **'Public toilets'** has consistently not met resident expectations over the current Council term. This service area also continues to have a significantly large expectations gap where its importance far outweighs the satisfaction that residents have with its provision. The data relating to **'public toilets'** shows that the provision of this service area is perennially an issue, failing to make any impact over the Council term and remaining a service in need of priority attention.
- Council's service performance in **'Litter control'** has consistently shown a larger than average between importance and satisfaction with the service area moving from being a service strength (2009 and 2010) to needing more attention in 2011.
- With importance levels for **'Street cleaning'** dropping statistically since 2009 and satisfaction levels increasing, the performance gap has narrowed over the

Council term. The current performance gap indicates resident expectations are now closest to being met in this service area

- ***'Town centre and village atmosphere'*** has remained a service strength over 2009-2011 with some increase in the difference between importance and satisfaction in 2010. However in 2011 this has reverted to the same levels as the average gap for all services.
- Importance of ***'Parking for shoppers'*** stands at 4.3 out of 5; a significant fall from the peak of 4.6 recorded in the 2009 measure. Satisfaction currently stands at 3.2 out of 5, with the resulting gap significantly large enough to indicate the service area is one where resident expectations continue to be furthest from being met.

Burial and Ashes Placement Service

- Council's provision of ***'Cemeteries and ashes placement sites'*** was first surveyed in 2010. Resident expectations for this service area remain closest to being met with the service area generally regarded as being of lower priority.

6.3 MOVING AROUND - BUILT ENVIRONMENT

Service Delivery Performance - Current Council Term

The services listed below contribute to the achievement of *Moving Around*, Principal Activity 3 in Council's four year Delivery Program:

- Transport and Public Access
- Traffic Management

Table 6.3.1 presents changes in performance for these services over the current Council term using a combination of Quadrant and Gap Analysis. The colour coding indicates whether service performance stayed the same, improved or deteriorated from the previous year.

Table 6.3.1.: Changes in service performance over the four year Council term - 2009-2012

Moving Around - Built Environment	Change in Quadrant				Change in Performance Gap			
	2009	2010	2011	2012	2009	2010	2011	2012
Transport and Public Access Service								
Sealed roads	Red	Green	Red	White	Red	Red	Red	White
Unsealed roads	Light Green	Light Green	Light Green	White	Yellow	Green	Green	White
Bus shelters	Light Green	Yellow	Yellow	White	Green	Green	Green	White
Pedestrian access generally around shopping centres & community facilities	Green	Green	Green	White	Yellow	Green	Red	White
Lighting of public areas	Red	Green	Red	White	Red	Red	Red	White
Footpaths	Green	Red	Red	White	Yellow	Red	Red	White
Cycle ways	-	Light Green	Light Green	White	-	Red	Yellow	White
Car parks	-	Green	Red	White	-	Red	Red	White
Commuter parking	Light Green	Yellow	Light Green	White	Yellow	Yellow	Yellow	White
Traffic Management Service								
Traffic safety for pedestrians & vehicles	-	Green	Green	White	-	Red	Red	White



Council's service strengths



Service areas needing priority attention

See page 24 for complete details of colour coding key.

KEY RESULTS FOR MOVING AROUND

Transport and Public Access Service

- With regard to **'Sealed roads'** and **'Lighting of public areas'** 2011 Survey results show both these service areas have fallen back into quadrant 2 (service delivery is not living up to expectations), the quadrant they occupied in 2009. After experiencing an increase in satisfaction in 2010, satisfaction levels for **'Lighting of public areas'** has reverted back to pre 2010 levels, to stand at 3.3 out of 5 and sit below the average satisfaction recorded for all 50 services and facilities. Gap analysis for both **'Sealed roads'** and **'Lighting of public areas'** has also highlighted that Council's service delivery is furthest from meeting resident expectations and needs priority attention.
- Gap analysis has found that the gulf between importance and satisfaction has widened in 2011 for **'Pedestrian access generally around shopping centres & community facilities'** reverting back to the same gap reported in 2009.
- **'Car parks'**, a service area on the edge of needing urgent attention in 2010, has been confirmed in 2011 as a candidate for immediate attention. Quadrant analysis in 2011 placed this service area into quadrant 2 (Council's service delivery not living up to resident expectations) and gap analysis indicates there is still a significantly large gap between importance and resident satisfaction.
- Council's performance in providing **'Footpaths'** has deteriorated since 2009, moving from a service strength in 2009 to a service area not meeting resident expectations in 2010 and 2011. Gap analysis also indicates that a significantly large gap between importance and resident satisfaction still exists for Council provision of **'Footpaths'**.
- On the other hand **'Cycle ways'**, a service area perceived as a lower priority, has improved its gap score, moving from a position where Council's service delivery is furthest from meeting resident expectations to a position where the gap is the same as the average gap for all services.

- **'Bus shelters', 'Commuter parking' and 'Unsealed roads'** are all service areas that were perceived as being of lower importance in 2011. However, resident expectations with regard to Council's provision and maintenance of unsealed roads have significantly improved over the Council term while the gap between importance and satisfaction for the provision of commuter parking has widened over the same period.

Traffic Management Service

- **'Traffic safety for pedestrians and vehicles'**, first surveyed in 2010, is a service strength of Council but still has a significant gap between high importance and satisfaction indicating resident expectations are furthest from being met.

6.4 LOOKING AFTER PEOPLE - SOCIAL

Service Delivery Performance - Current Council Term

The services listed below contribute to the achievement of Looking after People, Principal Activity 4 in Council's four year Delivery Program:

- Childcare
- Community Safety
- Community Development
- Sport and Recreation
- Environmental Health and Regulation
- Library and Information
- Cultural Development

Table 6.4.1 presents changes in performance for these services over the current Council term using a combination of Quadrant and Gap Analysis. The colour coding indicates whether service performance stayed the same, improved or deteriorated from the previous year.

Table 6.4.1: Changes in service performance over the four year Council term 2009-2012

Looking after people - Social	Change in Quadrant				Change in Performance Gap			
	2009	2010	2011	2012	2009	2010	2011	2012
Childcare Service								
Family day care services	Yellow	Yellow	Yellow		Green	Green	Green	
Community Safety Service								
Protection from bush fires & emergencies	-	Green	Green		-	Red	Red	
Rural fire service & SES buildings	-	Green	Green		-	Green	Yellow	
Community Development Service								
Services & facilities for children & families	Green	Green	Red		Red	Red	Red	
Services & facilities for young people	Red	Red	Red		Red	Red	Red	
Services & facilities for older people	Red	Green	Red		Red	Red	Red	
Facilities & services for people with a disability	Red	Red	Red		Red	Red	Red	
Community centres & community halls	Yellow	Yellow	Light Green		Green	Green	Green	

Looking after people - Social	Change in Quadrant				Change in Performance Gap			
	2009	2010	2011	2012	2009	2010	2011	2012
Sport and Recreation Service								
Ovals & sporting grounds								
Swimming pools								
Parks & playgrounds								
Council lookouts & walking trails								
Environmental Health and Regulatory Compliance Service								
Clean, safe & healthy living environments	-				-			
Library and Information Service								
Library services								
Hours of operation of the library service								
Library buildings	-				-			
Cultural Development Service								
Cultural & arts facilities								

Council's service strengths
Service areas needing priority attention

See page 24 for complete details of colour coding key.

KEY RESULTS FOR LOOKING AFTER PEOPLE

Child Care Service

- Results over the Council term for **'Family Day Care services'** indicate this service area is closest to meeting resident expectations. However analysis indicates this service area is of lower importance relative to other service areas

Community Safety Service

- While overall **'Rural fire service & SES buildings'** was not a service area requiring immediate action, gap analysis did show a widening of expectations in this measure compared to 2010 and therefore this is something that may need priority attention.
- The service area with the highest level of importance out of all service areas was **'Protection from bushfires and emergencies'**, which recorded a mean importance score of 4.9 out of 5. This service area is service strength of Council but the wider than average gap between satisfaction and importance in 2010 and 2011 indicates resident expectations are furthest from being met.

Community Development Service

- While importance for **'Services & facilities for young people'** has remained consistent since 2007, satisfaction levels have fallen away over the last three years, which has brought about a widening of the performance gap. As a result, the performance gap for this service is the second largest of all 50 services and facilities in 2011. In quadrant analysis this service areas has also been consistently perceived over the Council term as a service area not meeting resident satisfaction and needing attention.
- **'Facilities & services for people with a disability'** is another service area that has consistently been perceived as not meeting resident expectations. While the performance gap for this service area has remained wide over the Council term, there was a slight improvement in satisfaction levels in 2011.
- Two service areas now find themselves requiring priority attention based on their performance since the last measure in 2010; these two services are: **'services & facilities for children & families'** and **'services & facilities for older people'**. While

these two services have been identified as being furthest from meeting resident expectations for the past three years (priority 1 by gap analysis), it was their performance in quadrant analysis this year that brought them to the fore.

- The importance placed on the provision of **'services & facilities for older people'** has reached its highest point since the Survey began, However over the current Council term this service area has consistently been perceived as not meeting resident expectations and the gap between importance and satisfaction which was above the average gap widened in 2011.
- **'Community centres & community halls'** is a service area with relatively high satisfaction levels which have remained stable over the current Council term. However this service area occupies quadrant 4, which is reserved for services and facilities that are considered lesser priorities relative to the other attributes measured.

Sport and Recreation Service

- The provision of **'Ovals & sporting grounds'** has remained a service strength over the current Council term.
- **'Swimming pools'** and **'Council lookouts & walking trails'** have gone from quadrant 1 (higher importance and higher satisfaction) to now occupying quadrant 4, which is reserved for services and facilities that are considered lesser priorities relative to the other attributes measured.
- Gap analysis found that the performance of **'parks & playgrounds'** a service strength of Council has improved from a priority level 1 in 2010 to a priority level 2 in 2011.

Environmental Health and Regulatory Service

- **'Clean, safe & healthy living environments'**, first surveyed in 2010, remains service strength of Council. However gap analysis indicates this is a Priority 1 service area which is furthest from meeting resident expectations and more work needs to be done to increase satisfaction.

Library and Information Service

- **'Library services'** have gone from quadrant 1 (higher importance and higher satisfaction) to now occupying quadrant 4, which is reserved for services and facilities that are considered lesser priorities relative to the other attributes measured.
- Over the Council term **'Hours of operation of the library service'** and **'Library buildings'** have remained in Quadrant 4 which is reserved for services and facilities that are considered lesser priorities relative to the other attributes measured.

Cultural Development Service

- Residents have placed relatively lower importance on **'Cultural & arts facilities'** and are highly satisfied with Council's service delivery over the Council term with a minor change in 2010 when the service area was perceived of being of lower importance.

6.5 SUSTAINABLE ECONOMY - ECONOMIC

The services listed below contribute to the achievement of *Sustainable Economy*, Principal Activity 5 in Council's four year Delivery Program:

- Economic Development
- Tourism

Table 6.5.1 presents changes in performance for these services over the current Council term using a combination of Quadrant and Gap Analysis. The colour coding indicates whether service performance stayed the same, improved or deteriorated from the previous year.

Table 6.5.1: Changes in service performance over the four year Council term 2009-2012

Sustainable Economy	Changes in Quadrants				Changes in Priority Levels (Performance Gap)			
	2009	2010	2011	2012	2009	2010	2011	2012
Economic Development Service								
Generating local employment	Red	Red	Red	White	Red	Red	Red	White
Tourism Service								
Tourism promotion	Yellow	Green	Light Green	White	Green	Green	Green	White
Visitor information centres	-	Green	Yellow	White	-	Green	Green	White

 **Council's service strengths**
 **Service areas needing priority attention**

See page 16 for complete details of colour coding key.

KEY RESULTS FOR LOOKING SUSTAINABLE ECONOMY

Economic Development Service

- The issue of '**Generating local employment**' has gathered momentum, increasing in importance to stand at the levels first recorded in 2000 (4.4 out of 5). Satisfaction with Council's performance in this area has historically remained below average with some improvement since the Survey began. As a result of the high level of importance placed on this service and the below average satisfaction, this service was found to have the largest performance gap of any service or facility measured in 2011.
- Two service areas, '**Tourism promotion**' and '**Visitor information centres**' have gone from occupying a position of relatively higher importance and higher satisfaction in 2010, to now being considered of lesser priority relative to other services and facilities.

7. APPENDIX

7.1 SURVEY METHODOLOGY

Sample Design

A telephone-based survey aiming to secure a response from approximately 500 residents from throughout the Blue Mountains LGA was used. The survey unit was permanent residents of the Blue Mountains Council area. Respondents also had to be aged 16 years or older to qualify for an interview. The 2006 Census was used to establish quotas to ensure a good distribution of response by age and sex.

The sample base for the survey was the electronic White Pages. This sample is known to be sub optimal, as the churn of telephone numbers due to people moving and new numbers being added as dwellings are occupied affects about 12% to 15% of possible numbers. Furthermore, from previous research we know that the proportion of silent numbers is increasing and can be as high as 25-30% in some areas. To deal with these issues, IRIS uses a technique that starts with the population of numbers listed in the telephone book and adds new and unlisted numbers using the 'half open' method. In this method, all numbers were incremented by five to create new numbers in the 'gaps' between the listed numbers. The resultant universe of numbers was then de-duplicated to remove any numbers that may be repeated. This process was replicated five times to create a new theoretical universe of telephone numbers. This provided the opportunity for all potential numbers to be selected in the sample. This equal and known opportunity for selection is the first criterion of good random sampling.

Once the potential universe of numbers had been generated, a computer program was used to randomise the database. Following this, a sequential sample (eg. every 110th number) was extracted from the database. The sample was geographically stratified and evenly distributed within strata. This process gave a very even distribution of potential numbers across the whole survey area and within the three survey sub areas. Every household therefore had an equal and known chance of selection and every part of the survey area received a fair proportional representation in the final sample drawn.

Data Collection

During the survey process, the person from the selected household who had the most recent birthday was interviewed. This method eliminated respondent self-selection bias and is considered an important step in random sample surveys. If the selected person was not at home, call-backs were scheduled for a later time or day. Unanswered numbers were retried five times throughout the period of the survey. These procedures ensure a good sampling process from the sample frame used. Interviews were conducted on weekday evenings between 4.30 p.m. and 8.30 p.m.

Following the close of the main survey period, additional interviews were conducted, according to need, in those age groups that were under represented. During this part of the sampling process, a quota sampling procedure was employed to ensure that adequate numbers in all age groups were selected for interview. This eliminated the need for heavily weighting the survey data. Non-private numbers and faxes reached during the selection process were excluded from the sample. The survey was implemented under IQCA quality guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

Response

At the end of the survey period, 502 completed interviews had been collected. Table 0-1 shows that a completion rate of 74% was achieved.

Table 0-1 Survey Response Outcomes

Response sequence	Outcome
Completed Interviews	502
Refusals & terminated interviews	180
Valid contacts (Excludes disqualified – businesses, out of area, under 16yrs etc)	682
Completion rate	73.6%

Given the level of response to the survey and the fact that it represents a very good random cross-section of the area the findings presented in this report provide a good basis for gauging community opinion.

WEIGHTING ADJUSTMENT

The final results have been weighted by the age and area distribution of the population, as this provides the most accurate reflection of overall resident opinions. The proportions and frequency counts in this report are based on an age and sex weighting.

SURVEY ACCURACY

When analysing results for the entire sample, the maximum error rate will be about $\pm 4.4\%$ at the 95% confidence level, assuming a proportional response of 50%. Put another way, we can be confident that if the survey were to be repeated there would be a 95% chance that the new result would lie within $\pm 4.4\%$ of the result achieved in this survey.

7.2 IMPORTANCE RATINGS BMCC OVERALL

Service / facility (rank order)	Importance Rating (%)				Mean Score (out of 5)
	N/R	Low	Med	High	
Protection from bushfires and emergencies	0.0	0.3	1.4	98.3	4.86
Garbage collection	0.0	0.3	2.7	97.0	4.80
Clean, safe and healthy living environments	1.1	0.0	2.3	96.6	4.78
Wheelie Bin curbside recycling service	0.2	0.6	2.7	96.5	4.76
Traffic Safety for pedestrians and vehicles	0.7	0.8	5.2	93.3	4.68
Rural Fire Service and State Emergency Service buildings	2.8	1.7	4.1	91.4	4.67
Clean creeks & waterways	0.5	0.9	7.7	90.9	4.56
Generating local employment opportunities	1.6	1.8	5.5	91.0	4.56
Services and facilities for older people	4.0	1.8	7.9	86.3	4.52
Facilities and services for people with a disability	4.3	4.2	6.4	85.1	4.50
Sealed roads	0.2	1.8	7.7	90.3	4.46
Waste Management Facilities	1.8	2.7	10.8	84.7	4.45
Lighting of public areas.	0.6	2.3	11.0	86.1	4.45
Litter control	0.2	2.0	10.4	87.4	4.43
Parking for shoppers	0.3	2.1	10.0	87.6	4.42
Footpaths	0.0	2.9	10.2	87.0	4.42
Pedestrian access	0.2	1.3	10.9	87.7	4.41
Parks & playgrounds	1.0	2.2	11.0	85.9	4.37
Services and facilities for young people	5.1	5.1	10.3	79.5	4.34
Stormwater Infrastructure	1.9	3.9	13.0	81.2	4.33
Town centre & village atmosphere	1.0	3.2	11.3	84.5	4.33
Public toilets	0.0	5.6	12.1	82.3	4.32
Services and facilities for children and families	5.3	7.1	7.5	80.0	4.32
Managing residential development	2.1	3.8	13.4	80.7	4.31
Protection of natural bushland	0.2	4.1	13.6	82.2	4.29
Weed control	0.2	5.6	13.2	81.0	4.28
Carparks	0.6	3.3	13.8	82.3	4.28
Ovals & sporting grounds	0.6	6.0	10.7	82.6	4.28
Protection of heritage values & buildings	0.2	4.1	15.7	80.1	4.27
Council lookouts and walking trails	1.2	4.5	13.3	81.0	4.25
Bush regeneration	1.0	6.9	13.7	78.5	4.21
Annual bulky waste pickup	1.6	4.8	16.1	77.5	4.20
Commuter parking	2.6	9.6	12.7	75.0	4.16
Library services	1.6	9.5	14.9	74.1	4.10
Tourism promotion	0.8	8.5	16.3	74.5	4.09
Community centres & community halls	1.0	5.7	18.7	74.7	4.08
Swimming pools	0.8	8.8	14.3	76.1	4.07
Visitor Information Centres	1.6	4.8	20.9	72.7	4.07
Curbside chipping of green waste	2.6	10.4	19.0	68.0	3.99
Street cleaning	1.1	7.0	21.8	70.2	3.98
Enhancing the built environment	4.5	6.2	22.5	66.9	3.96
Library Buildings	4.8	8.4	20.0	66.7	3.95
Construction materials recovery and recycling service	11.1	7.9	21.1	59.9	3.94
Hours of operation of the library service	7.0	10.0	20.0	62.9	3.91
Cultural & Arts facilities	1.7	7.8	25.3	65.1	3.88
Family Day Care Services	10.0	19.7	9.6	60.8	3.77
Bus shelters	1.3	15.8	22.5	60.3	3.71
Cemeteries and ashes placement sites	5.9	13.7	25.6	54.8	3.68
Cycle ways	3.4	20.4	19.8	56.3	3.57
Unsealed roads	7.0	20.5	25.4	47.0	3.41

7.3 SATISFACTION RATINGS BMCC OVERALL

Service / facility (rank order)	Satisfaction Rating (%)				Mean Score (out of 5)
	N/R	Low	Med	High	
Garbage collection	0.0	4.4	10.0	85.6	4.40
Wheelie Bin curbside recycling service	0.2	7.9	10.6	81.3	4.27
Clean, safe and healthy living environments	3.4	4.5	27.0	65.1	3.83
Library services	8.8	6.9	28.0	56.3	3.83
Waste Management Facilities	8.5	12.7	20.9	57.9	3.76
Rural Fire Service and State Emergency Service buildings	8.9	8.9	23.9	58.3	3.76
Council lookouts and walking trails	3.6	7.9	29.8	58.8	3.76
Protection from bushfires and emergencies	2.3	10.0	26.6	61.1	3.73
Swimming pools	3.5	11.5	25.0	60.0	3.71
Annual bulky waste pickup	4.4	16.7	25.5	53.5	3.65
Library Buildings	11.5	7.9	30.9	49.7	3.65
Hours of operation of the library service	14.6	9.4	28.7	47.2	3.63
Ovals & sporting grounds	4.0	9.5	33.4	53.1	3.62
Visitor Information Centres	6.9	8.1	33.9	51.1	3.62
Curbside chipping of green waste	7.1	15.7	26.5	50.7	3.61
Cemeteries and ashes placement sites	20.9	5.2	34.0	39.8	3.60
Pedestrian access	0.2	11.0	35.2	53.6	3.59
Traffic Safety for pedestrians and vehicles	0.9	12.2	38.2	48.8	3.51
Family Day Care Services	36.2	5.7	27.9	30.2	3.49
Protection of heritage values & buildings	5.2	13.6	37.1	44.1	3.47
Parks & playgrounds	3.4	14.2	35.6	46.8	3.46
Town centre & village atmosphere	1.7	15.6	34.3	48.4	3.41
Tourism promotion	4.6	11.9	41.0	42.5	3.41
Litter control	1.4	18.5	34.8	45.2	3.39
Street cleaning	2.8	17.3	32.2	47.7	3.39
Clean creeks & waterways	8.0	14.4	36.2	41.4	3.38
Bush regeneration	6.8	13.8	40.1	39.4	3.38
Protection of natural bushland	4.3	13.8	39.3	42.7	3.37
Community centres & community halls	6.3	11.8	40.5	41.4	3.37
Construction materials recovery and recycling service	26.8	13.9	31.0	28.3	3.32
Lighting of public areas.	1.7	15.5	41.3	41.4	3.32
Cultural & Arts facilities	7.1	14.7	40.6	37.5	3.31
Commuter parking	5.1	21.2	32.9	40.8	3.30
Services and facilities for children and families	19.1	13.8	34.4	32.8	3.30
Bus shelters	9.5	16.1	39.8	34.6	3.27
Carparks	1.7	20.9	38.4	39.1	3.25
Stormwater Infrastructure	8.7	20.7	33.9	36.8	3.22
Services and facilities for older people	17.7	16.3	34.6	31.5	3.22
Sealed roads	0.7	24.0	38.9	36.4	3.14
Enhancing the built environment	7.8	17.9	45.2	29.1	3.13
Parking for shoppers	0.4	28.6	34.1	36.9	3.09
Footpaths	0.3	28.9	35.2	35.6	3.07
Facilities and services for people with a disability	19.7	21.6	33.1	25.6	3.07
Managing residential development	7.4	25.8	37.7	29.1	3.05
Unsealed roads	13.2	21.3	39.4	26.1	3.03
Weed control	5.6	33.3	34.3	26.8	2.89
Public toilets	3.5	34.9	38.0	23.6	2.83
Generating local employment opportunities	13.2	29.3	38.5	19.0	2.83
Cycle ways	11.4	35.3	31.9	21.4	2.77
Services and facilities for young people	17.7	35.9	29.2	17.2	2.69

7.4 AGE BY SEX ANOVA TABLE – IMPORTANCE SCORES

Characteristic Sub-group Base	Gender		Age					Overall
	Male	Female	16 to 24	25 to 34	35 to 49	50 to 64	65+	
	239	263	70	67	145	134	86	
Service / Facility								
Protection of natural bushland	4.17	4.40	4.22	4.26	4.38	4.29	4.23	4.29
Clean creeks & waterways	4.48	4.64	4.39	4.57	4.62	4.57	4.56	4.56
Bush regeneration	4.00	4.40	4.23	4.05	4.28	4.22	4.18	4.21
Weed control	4.14	4.40	3.80	4.11	4.37	4.44	4.39	4.28
Garbage collection	4.77	4.82	4.82	4.74	4.80	4.79	4.84	4.80
Wheelie Bin curbside recycling service	4.69	4.82	4.74	4.75	4.80	4.71	4.80	4.76
Construction materials recovery and recycling service	3.78	4.09	3.82	3.69	3.97	4.11	3.92	3.94
Annual bulky waste pickup	4.08	4.31	3.84	3.84	4.22	4.32	4.57	4.20
Curbside chipping of green waste	3.77	4.18	3.68	3.70	4.03	3.96	4.39	3.99
Waste Management Facilities	4.54	4.37	4.40	4.39	4.41	4.49	4.55	4.45
Stormwater Infrastructure	4.24	4.41	4.24	4.05	4.33	4.42	4.48	4.33
Managing residential development	4.22	4.39	3.81	4.12	4.44	4.48	4.35	4.31
Protection of heritage values & buildings	4.11	4.42	4.25	4.04	4.28	4.36	4.31	4.27
Enhancing the built environment	3.81	4.10	3.58	3.69	4.05	4.12	4.12	3.96
Public toilets	4.22	4.41	4.22	4.14	4.27	4.37	4.53	4.32
Litter control	4.34	4.50	4.47	4.27	4.39	4.51	4.44	4.43
Street cleaning	3.92	4.04	4.13	3.63	3.71	4.18	4.31	3.98
Town centre & village atmosphere	4.13	4.52	4.22	4.25	4.32	4.36	4.46	4.33
Parking for shoppers	4.32	4.51	4.19	4.19	4.33	4.56	4.71	4.42
Cemeteries and ashes placement sites	3.59	3.76	3.23	3.40	3.57	3.89	4.14	3.68
Sealed roads	4.37	4.55	4.37	4.36	4.33	4.58	4.66	4.46
Unsealed roads	3.34	3.47	3.17	3.16	3.30	3.62	3.73	3.41
Bus shelters	3.62	3.80	3.49	3.40	3.67	3.85	3.99	3.71
Pedestrian access generally around shopping centres and community facilities	4.24	4.57	4.50	4.23	4.36	4.40	4.58	4.41
Lighting of public areas	4.33	4.55	4.67	4.16	4.39	4.42	4.64	4.45
Footpaths	4.27	4.55	4.56	4.25	4.39	4.38	4.55	4.42
Cycle ways	3.43	3.70	3.38	3.59	3.67	3.66	3.38	3.57
Carparks	4.16	4.39	4.40	4.12	4.03	4.40	4.55	4.28
Commuter parking	4.00	4.30	3.96	3.65	4.08	4.40	4.47	4.16
Traffic Safety for pedestrians and vehicles	4.55	4.80	4.76	4.58	4.63	4.67	4.79	4.68
Family Day Care Services	3.59	3.94	3.32	3.98	3.85	3.74	3.89	3.77
Protection from bushfires and emergencies	4.80	4.90	4.93	4.73	4.80	4.89	4.93	4.86
Rural Fire Service and State Emergency Service buildings	4.60	4.74	4.79	4.43	4.66	4.69	4.77	4.67
Services and facilities for children and families	4.20	4.43	4.05	4.41	4.54	4.32	4.08	4.32
Services and facilities for young people	4.16	4.52	4.31	4.24	4.38	4.37	4.34	4.34
Services and facilities for older people	4.38	4.64	4.76	4.27	4.32	4.57	4.75	4.52
Facilities and services for people with a disability	4.37	4.62	4.68	4.32	4.35	4.53	4.68	4.50
Community centres & community halls	3.90	4.25	3.77	3.97	3.97	4.19	4.44	4.08
Ovals & sporting grounds	4.19	4.36	4.26	4.29	4.30	4.32	4.19	4.28
Swimming pools	3.93	4.19	3.80	3.98	4.23	4.09	4.04	4.07
Parks & playgrounds.	4.22	4.51	4.26	4.37	4.44	4.36	4.38	4.37
Council lookouts and walking trails	4.18	4.30	4.12	4.17	4.27	4.29	4.30	4.25
Clean, safe and healthy living environments	4.69	4.86	4.87	4.76	4.76	4.73	4.83	4.78
Library services	3.90	4.27	3.83	3.74	4.01	4.29	4.45	4.10
Hours of operation of the library service	3.73	4.07	3.37	3.45	3.89	4.17	4.31	3.91
Library Buildings	3.78	4.11	3.75	3.49	3.89	4.07	4.39	3.95
Generating local employment opportunities	4.48	4.64	4.50	4.45	4.58	4.63	4.56	4.56
Tourism promotion	4.05	4.12	3.37	3.89	4.21	4.34	4.23	4.09
Visitor Information Centres	4.03	4.11	3.77	3.83	4.00	4.27	4.33	4.07
Cultural & Arts facilities	3.69	4.06	3.54	3.80	3.85	3.98	4.16	3.88

Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

7.5 AGE BY SEX ANOVA TABLE – SATISFACTION SCORES

Service / Facility	Characteristic Sub-group Base	Gender		Age				Overall	
		Male	Female	16 to 24	25 to 34	35 to 49	50 to 64		65+
		239	263	70	67	145	134		86
Protection of natural bushland		3.39	3.36	3.76	3.53	3.32	3.20	3.28	3.37
Clean creeks & waterways		3.36	3.41	3.75	3.34	3.36	3.26	3.34	3.38
Bush regeneration		3.35	3.40	3.54	3.41	3.43	3.26	3.31	3.38
Weed control		2.89	2.89	3.15	3.04	2.93	2.79	2.65	2.89
Garbage collection		4.37	4.44	4.64	4.29	4.29	4.38	4.52	4.40
Wheellie Bin curbside recycling service		4.19	4.35	4.50	4.31	4.10	4.16	4.53	4.27
Construction materials recovery and recycling service		3.22	3.42	3.34	3.37	3.20	3.43	3.30	3.32
Annual bulky waste pickup		3.60	3.70	3.64	3.58	3.61	3.64	3.81	3.65
Curbside chipping of green waste		3.51	3.70	3.43	3.53	3.71	3.53	3.76	3.61
Waste Management Facilities		3.73	3.79	3.84	3.75	3.76	3.72	3.77	3.76
Stormwater Infrastructure		3.18	3.25	3.60	3.46	3.16	2.96	3.21	3.22
Managing residential development		2.92	3.18	3.41	3.01	3.01	2.97	2.99	3.05
Protection of heritage values & buildings		3.47	3.47	4.04	3.80	3.45	3.15	3.27	3.47
Enhancing the built environment		3.04	3.22	3.44	3.02	3.16	2.98	3.15	3.13
Public toilets		2.86	2.80	2.59	2.87	2.82	2.89	2.93	2.83
Litter control		3.38	3.39	3.42	3.59	3.48	3.31	3.17	3.39
Street cleaning		3.39	3.38	4.06	3.59	3.33	3.27	2.94	3.39
Town centre & village atmosphere		3.28	3.54	3.88	3.52	3.30	3.30	3.34	3.41
Parking for shoppers		3.07	3.10	3.43	3.15	3.15	2.89	2.96	3.09
Cemeteries and ashes placement sites		3.58	3.62	3.83	3.74	3.53	3.55	3.45	3.60
Sealed roads		3.12	3.16	3.30	3.20	3.10	3.04	3.17	3.14
Unsealed roads		3.05	3.01	3.34	3.21	3.10	2.81	2.78	3.03
Bus shelters		3.26	3.27	3.48	3.37	3.24	3.14	3.22	3.27
Pedestrian access generally around shopping centres and community facilities		3.53	3.64	4.06	3.66	3.43	3.57	3.45	3.59
Lighting of public areas		3.30	3.35	3.66	3.37	3.34	3.18	3.22	3.32
Footpaths		3.19	2.96	3.72	3.27	3.03	2.84	2.82	3.07
Cycle ways		2.79	2.75	3.23	2.77	2.68	2.66	2.66	2.77
Carparks		3.22	3.27	3.69	3.42	3.20	3.08	3.09	3.25
Commuter parking		3.31	3.29	3.52	3.49	3.37	3.17	3.01	3.30
Traffic Safety for pedestrians and vehicles		3.51	3.51	3.97	3.80	3.44	3.36	3.26	3.51
Family Day Care Services		3.49	3.50	3.64	3.58	3.62	3.30	3.28	3.49
Protection from bushfires and emergencies		3.75	3.71	4.08	3.92	3.79	3.58	3.41	3.73
Rural Fire Service and State Emergency Service buildings		3.79	3.73	4.03	3.85	3.83	3.62	3.58	3.76
Services and facilities for children and families		3.33	3.27	3.66	3.56	3.15	3.21	3.21	3.30
Services and facilities for young people		2.72	2.64	3.19	2.83	2.65	2.46	2.52	2.69
Services and facilities for older people		3.23	3.20	3.68	3.31	3.14	2.93	3.34	3.22
Facilities and services for people with a disability		3.20	2.93	3.85	3.03	2.97	2.81	3.01	3.07
Community centres & community halls		3.30	3.44	3.69	3.46	3.42	3.16	3.26	3.37
Ovals & sporting grounds		3.51	3.73	3.98	3.70	3.55	3.56	3.47	3.62
Swimming pools		3.68	3.75	4.12	3.88	3.62	3.64	3.50	3.71
Parks & playgrounds.		3.42	3.49	3.74	3.65	3.24	3.45	3.47	3.46
Council lookouts and walking trails		3.73	3.79	4.30	3.81	3.75	3.57	3.55	3.76
Clean, safe and healthy living environments		3.75	3.90	4.22	3.82	3.79	3.71	3.75	3.83
Library services		3.77	3.89	3.73	3.90	3.69	3.79	4.17	3.83
Hours of operation of the library service		3.56	3.69	3.60	3.58	3.50	3.66	3.87	3.63
Library Buildings		3.57	3.73	3.51	3.72	3.57	3.65	3.85	3.65
Generating local employment opportunities		2.72	2.95	3.04	2.86	2.96	2.55	2.85	2.83
Tourism promotion		3.26	3.55	3.44	3.55	3.43	3.31	3.40	3.41
Visitor Information Centres		3.49	3.74	3.86	3.65	3.53	3.54	3.69	3.62
Cultural & Arts facilities		3.21	3.40	3.94	3.45	3.18	3.03	3.35	3.31

Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

7.6 TRENDS IN IMPORTANCE AND SATISFACTION OVER 2000-2011

The following graphs outline trends in the difference between resident perception of importance and their satisfaction as measured by Gap Analysis over 2000-2011.

Trends are presented by the following Principal Activities in the Council's Delivery Program:

- Looking after Environment - Natural Environment –
- Using Land - Built Environment
- Moving Around - Built Environment
- Social – Looking after People
- Sustainable Economy- Economic

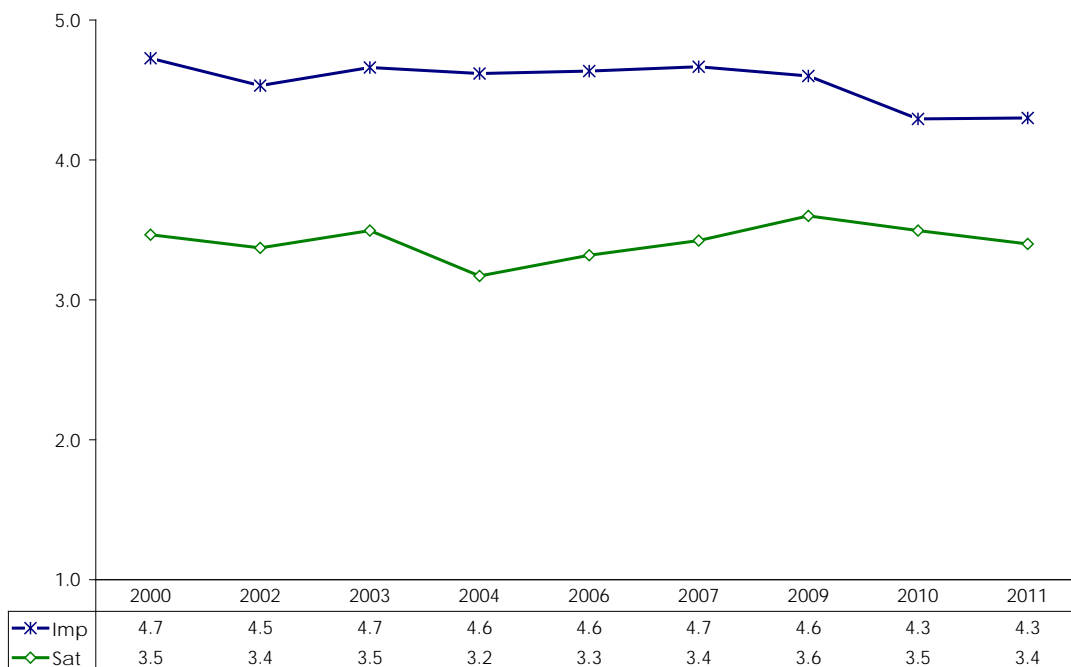
7.6.1 Looking after Environment – Natural Environment

Trends are presented for the service areas provided through the services listed below. These services contribute to the achievement of *Looking after Environment*, Principal Activity 1 in Council's Delivery Program:

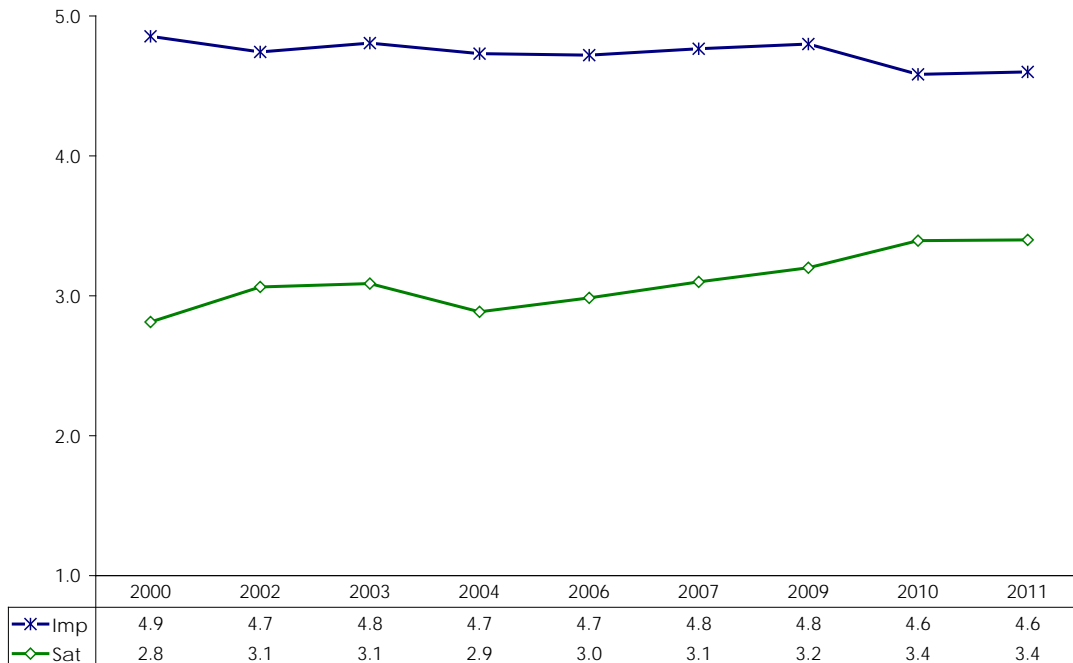
- Environmental Management
- Waste Resource Management
- Water Resource Management

Environmental Management Service

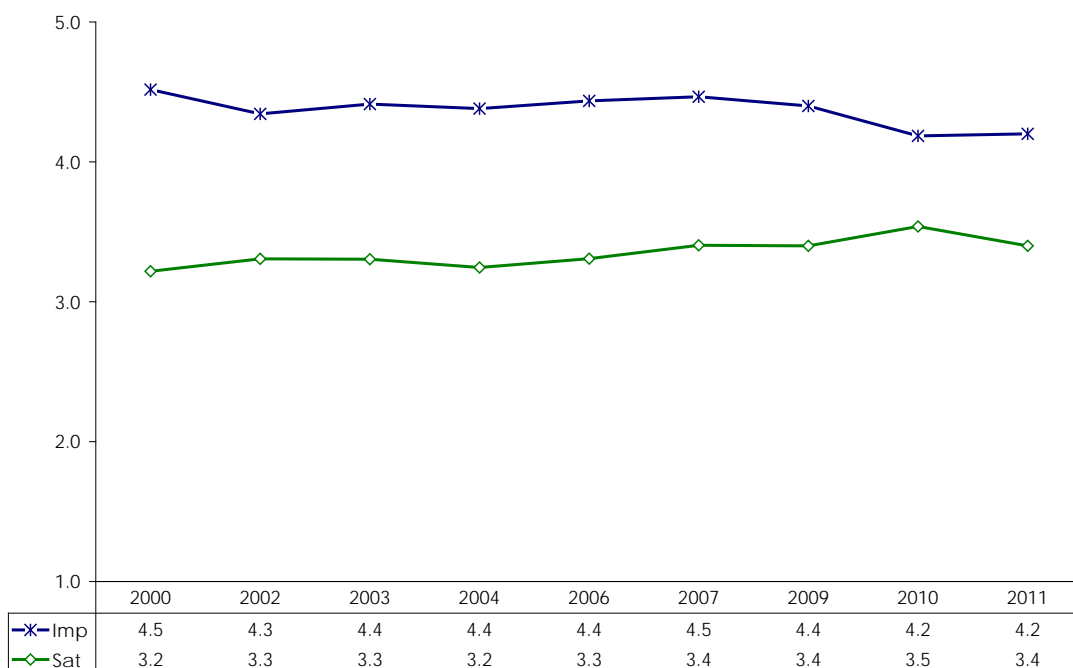
Graph 7.6.1.1: Protection of the natural bushland



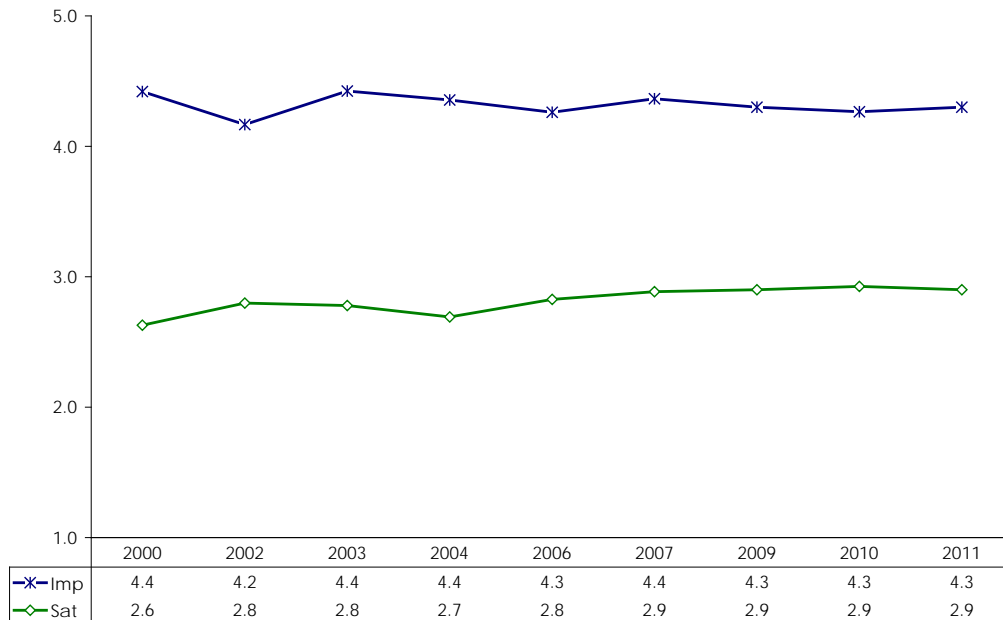
Graph 7.6.1.2: Clean creeks & waterways



Graph 7.6.1.3: Bush regeneration



Graph 7.6.1.4: Weed control

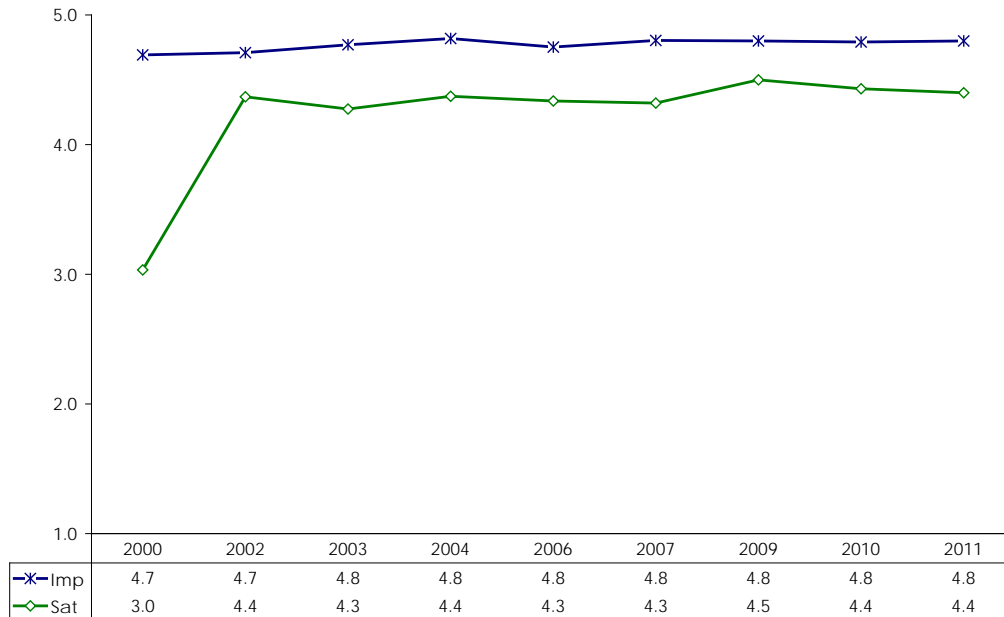


Key results:

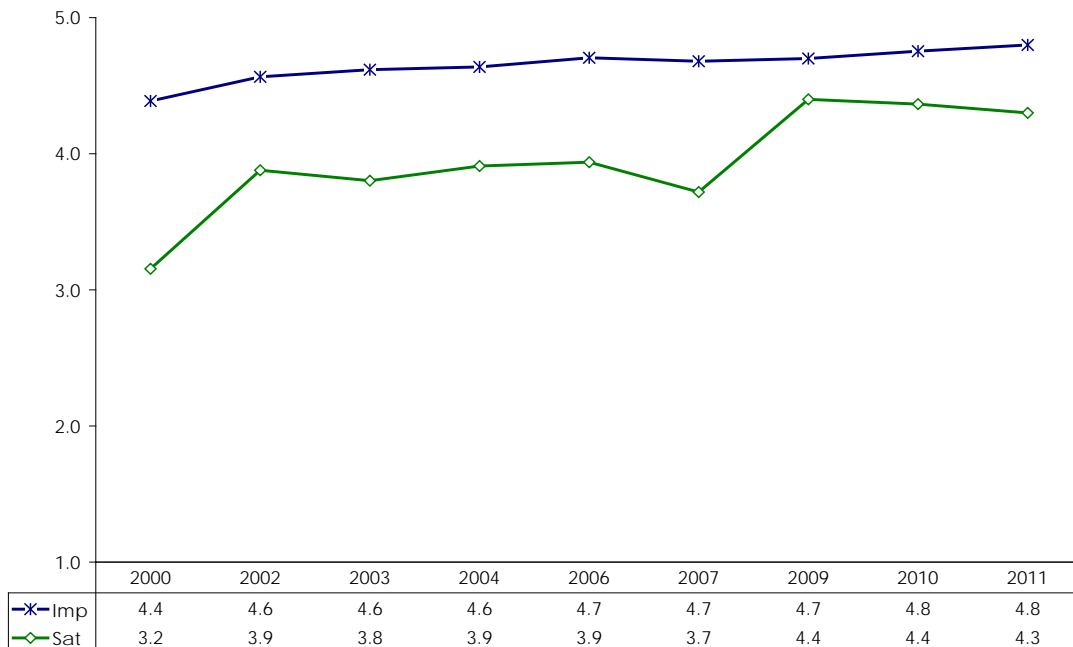
- The analysis has shown that the importance residents place on the ***'protection of the natural bushland'*** has been statistically at its lowest for the last two years, currently standing at 4.3 out of 5, compared to the highs of 4.7.
- Resident satisfaction with ***'clean creeks & waterways'*** has trended up since 2004 to currently stand at 3.4 out of 5, while importance has eased slightly in the past two measures. The combination of resident importance and satisfaction in both 2010 and 2011 has led to the smallest performance gap since the survey began, yet there still remains a significantly large gap that needs to be addressed.

Waste Resource Management Service

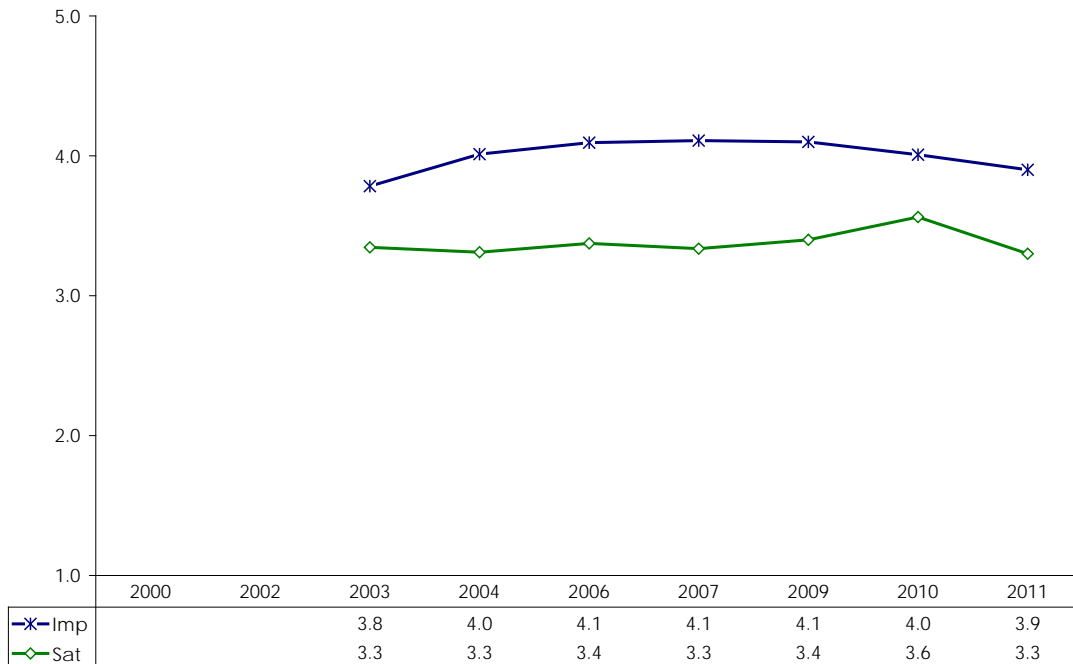
Graph 7.6.1.5: Garbage collection



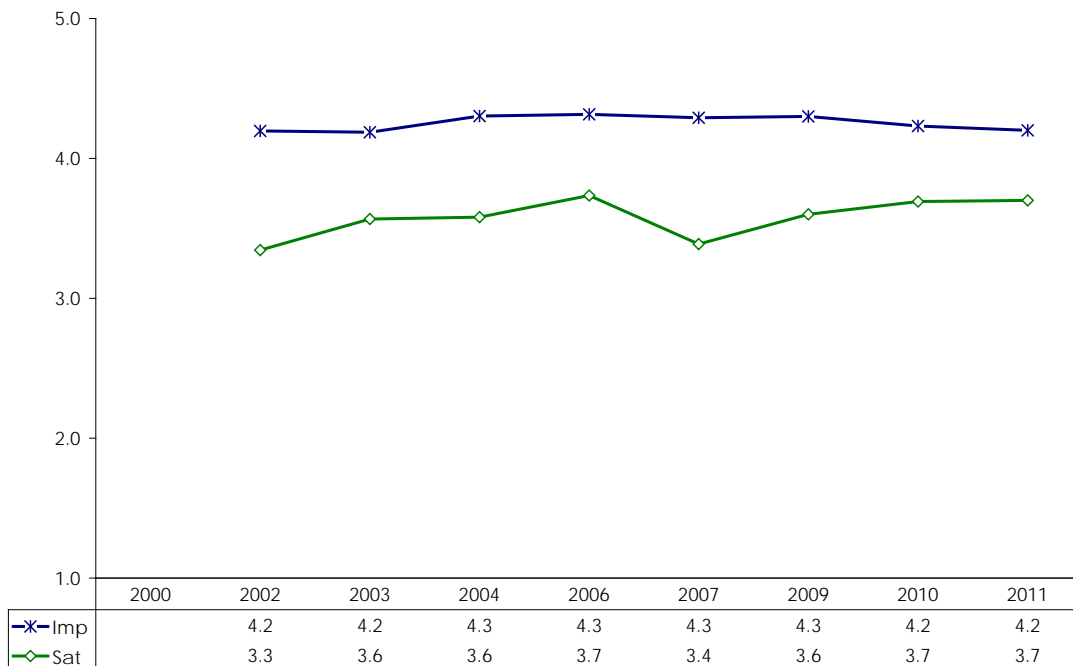
Graph 7.6.1.6: Wheelie bin curbside recycling service



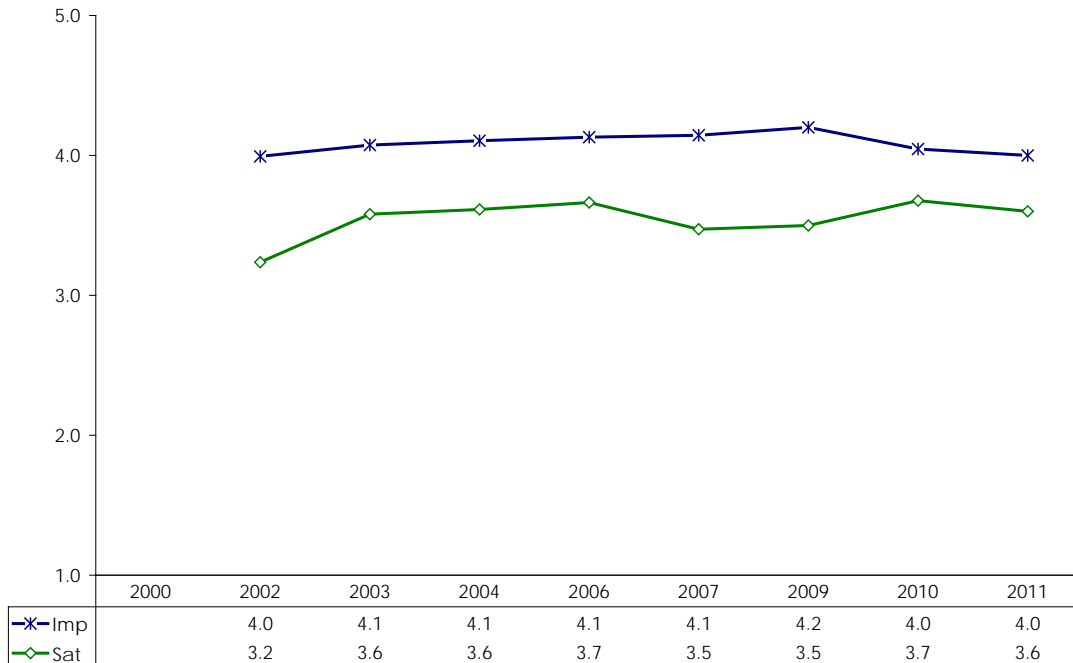
Graph 7.6.1.7: Construction materials recovery & recycling service



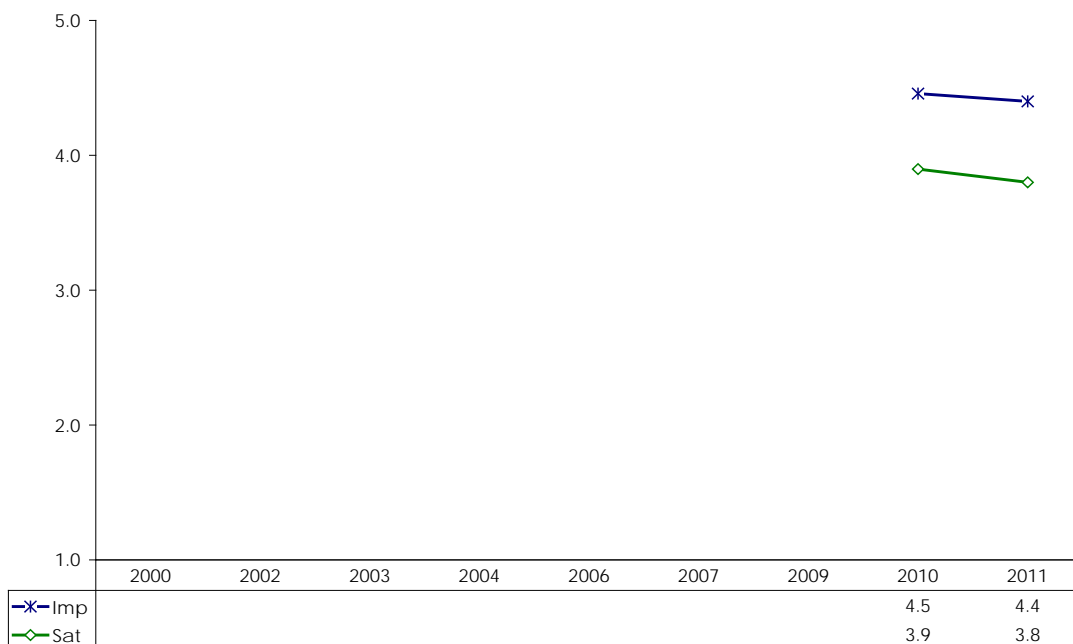
Graph 7.6.1.8: Annual bulky waste pick up



Graph 7.6.1.9: Curbside chipping of green waste



Graph 7.6.1.10: Waste management facilities

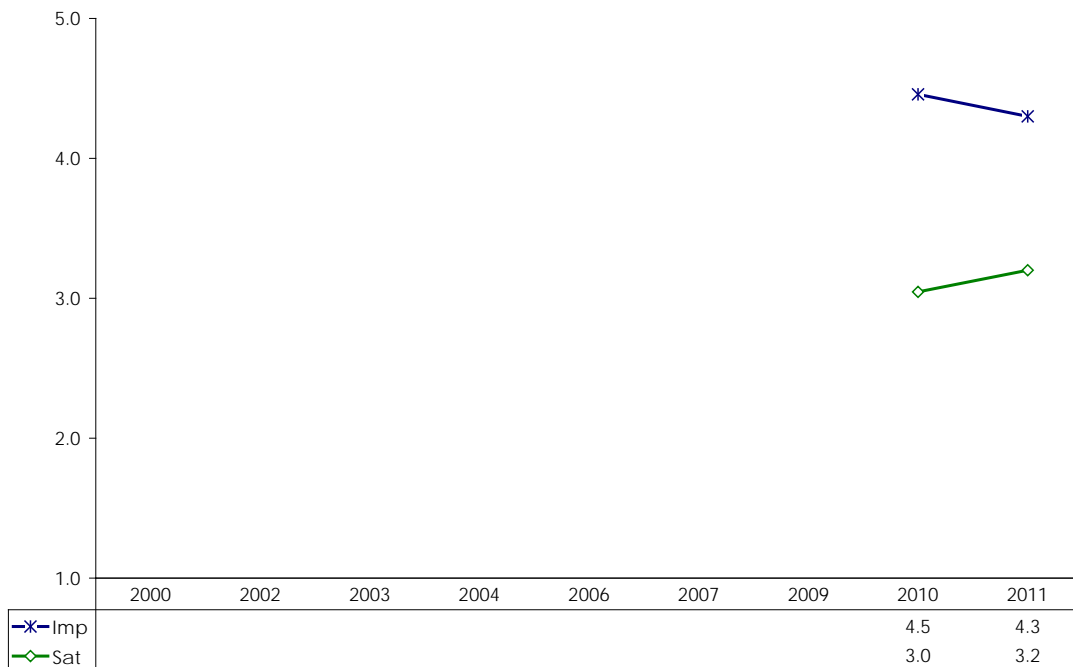


Key results:

- As can be seen by graph 2.3.1.5, '**garbage collection**' both importance and satisfaction have remained quite stable since 2002. Both measures are also above the average scores calculated for all 50 services and facilities (4.3 for importance and 3.4 for satisfaction).
- The importance that residents place on the '**wheelie bin curbside recycling service**' has steadily increased from 2000 to currently stand at 4.8; significantly greater than the 4.4 out of 5 recorded in the year 2000. Resident satisfaction with the provision of this service has on the whole trended up with two notable leaps in performance coming between the years 2000 to 2002 and 2007 to 2009. The resulting gap in performance in 2011 is significantly less than the overall gap score of 0.88
- The importance placed by residents on '**construction materials recovery & recycling service**' peaked during the years of 2006 and 2009, but has since dropped back to the levels first seen in 2003. Satisfaction on the other hand, with the exception of the peak in 2010, has remained steady at around 3.3 out of 5 and therefore continues to be a lower priority area.

Water Resource Management Service

Graph 7.6.1.11: Stormwater infrastructure



Key results:

- The importance placed on *'stormwater infrastructure'* by residents fell statistically from 2010 to stand at 4.3 out of 5, while resident satisfaction with the provision of this service increased over this same period. While the convergence of importance and satisfaction has resulted in a narrower performance gap to 2010, it is statistically large enough to rank the service as a priority 1 candidate.

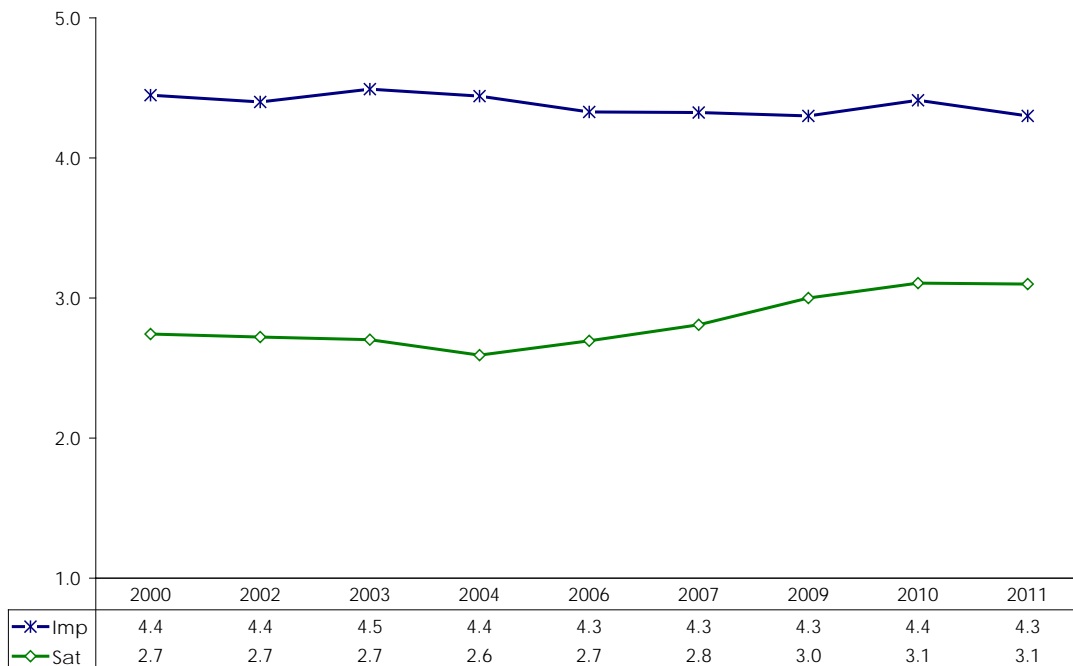
7.6.2 Using Land - Built Environment

Trends are presented for the service areas provided through the services listed below. These services contribute to the achievement of *Using Land*, Principal Activity 2 in Council's four year Delivery Program:

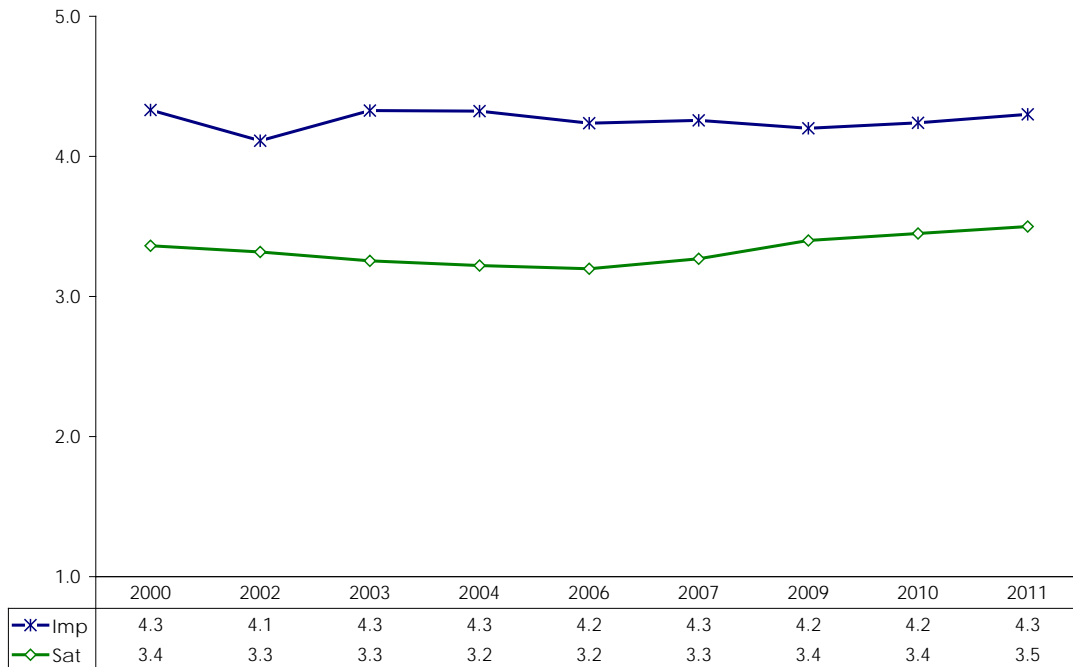
- Land Use Management
- Town Centres
- Burial and Ashes Placement

Land Use Management Service

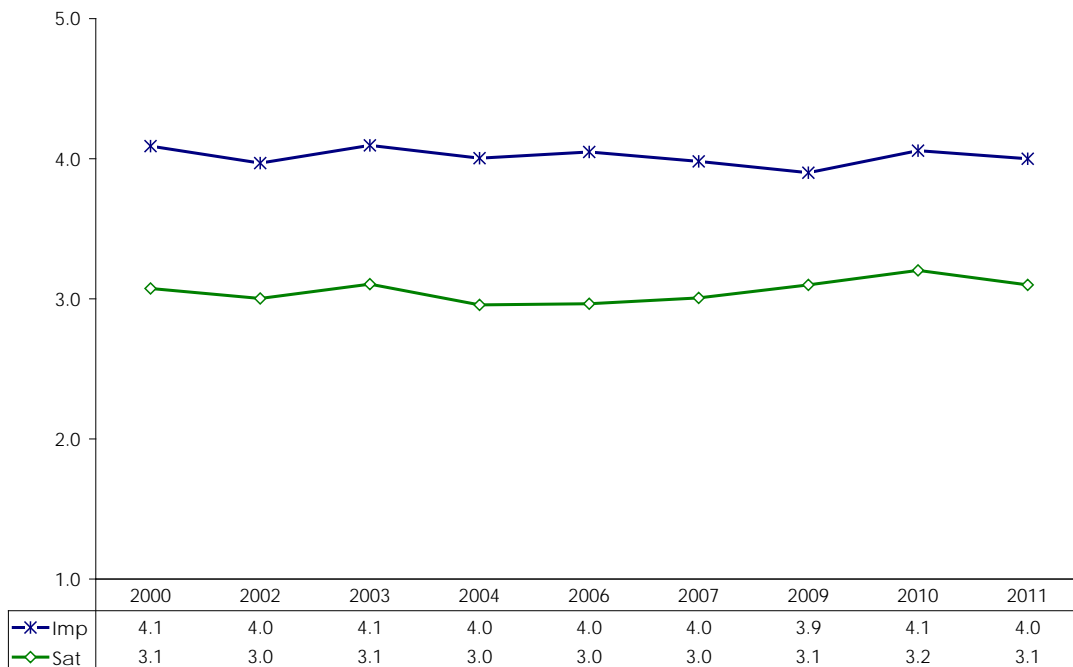
Graph 7.6.2.1: Managing residential development



Graph 7.6.2.2: Protection of heritage values & buildings



Graph 7.6.2.3: Enhancing the built environment

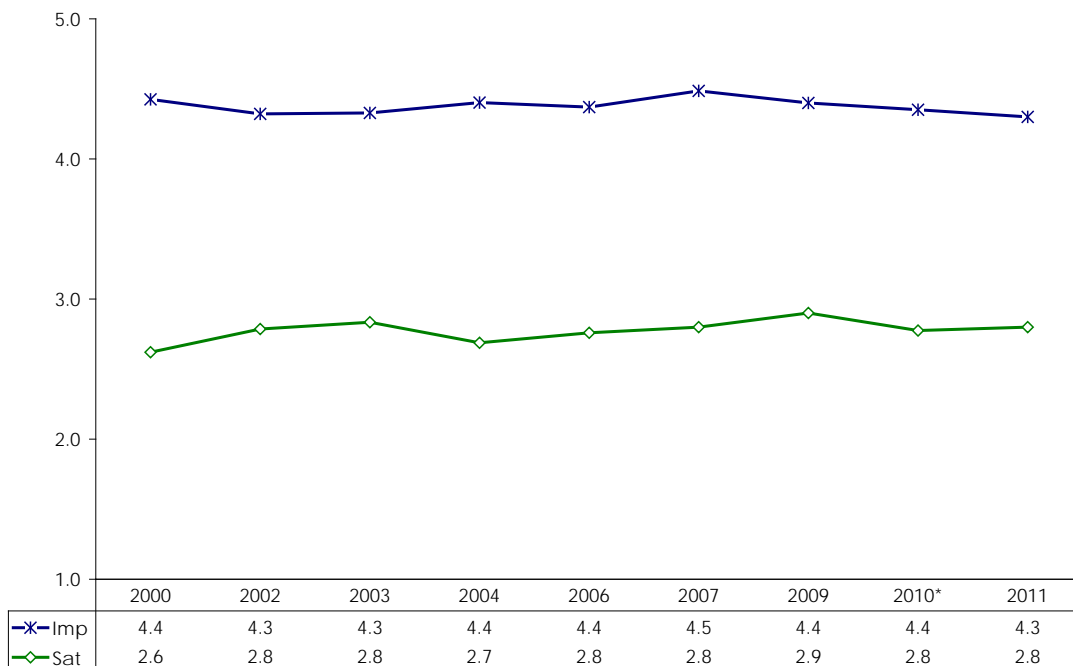


Key results:

- Satisfaction levels with regards to ***'managing residential development'*** have increased significantly since its lowest point in 2006 (2.6) to stand at 3.1 out of 5. Performance for this service peaked in 2010 and plateaued in 2011, while importance has remained fairly consistent since the year 2000. The resulting gap score is significantly large and places this service in the priority 1 category.
- Analysis has shown that resident satisfaction has also seen a steady rise with regards to ***'protection of heritage values & buildings'*** since the low of 2004 and 2006 (3.2) and currently stands at its highest point of 3.5 out of 5. Importance has remained steady since the year 2000 and currently sits at 4.3 out of 5, which is also the average importance score calculated for all 50 services and facilities.

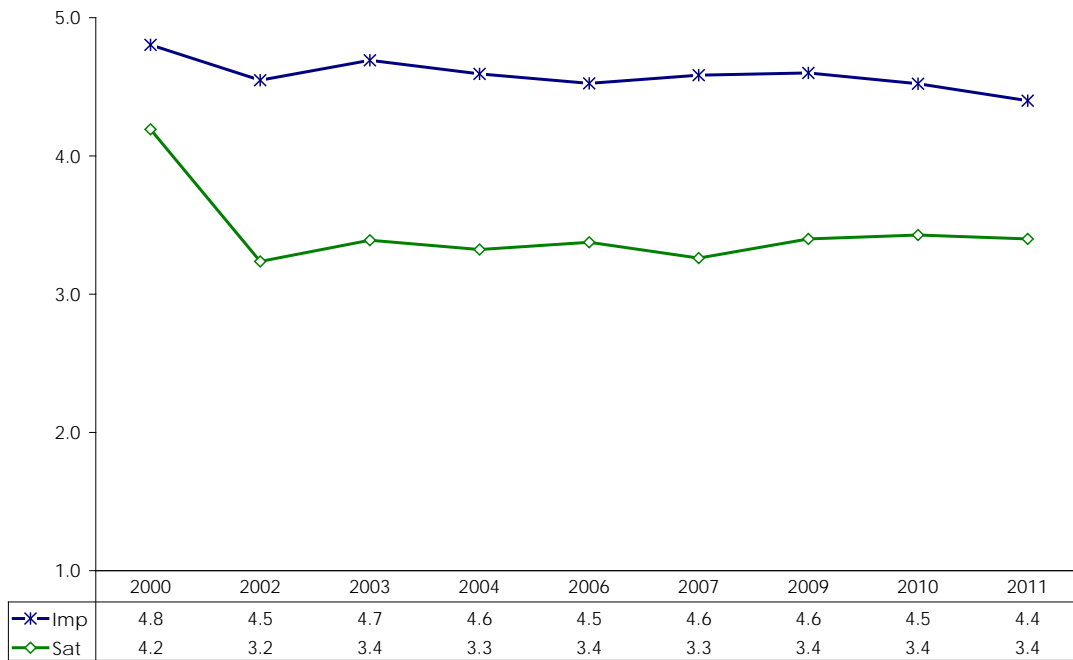
Town Centres Service

Graph 7.6.2.4: Public toilets

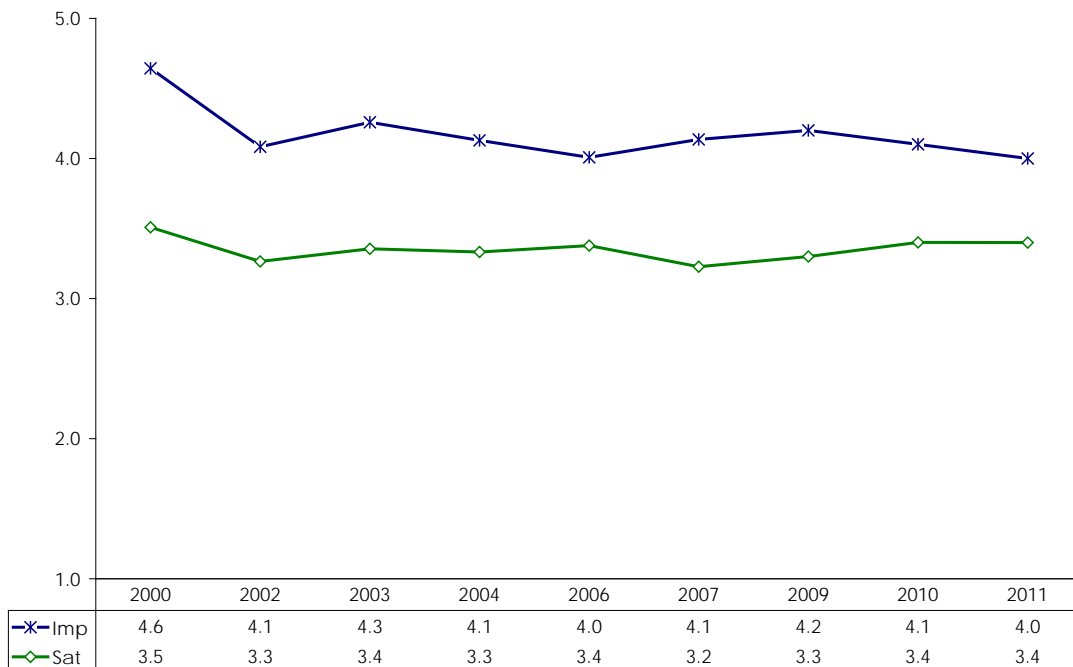


*denotes a change in the way this question was asked compared to previous years

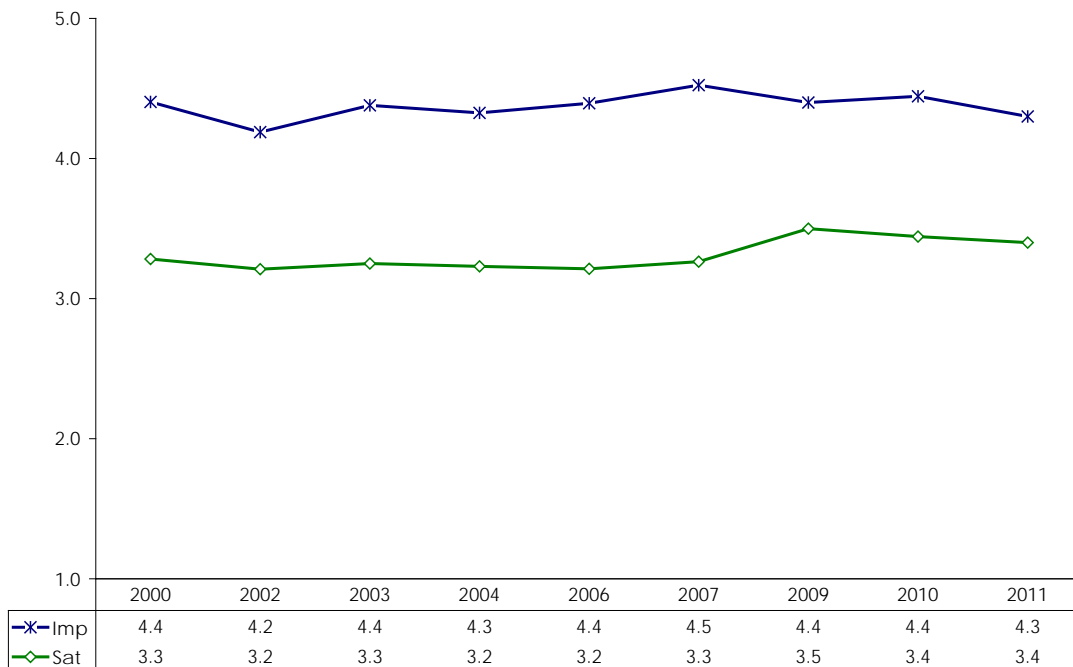
Graph 7.6.2.5: Litter control



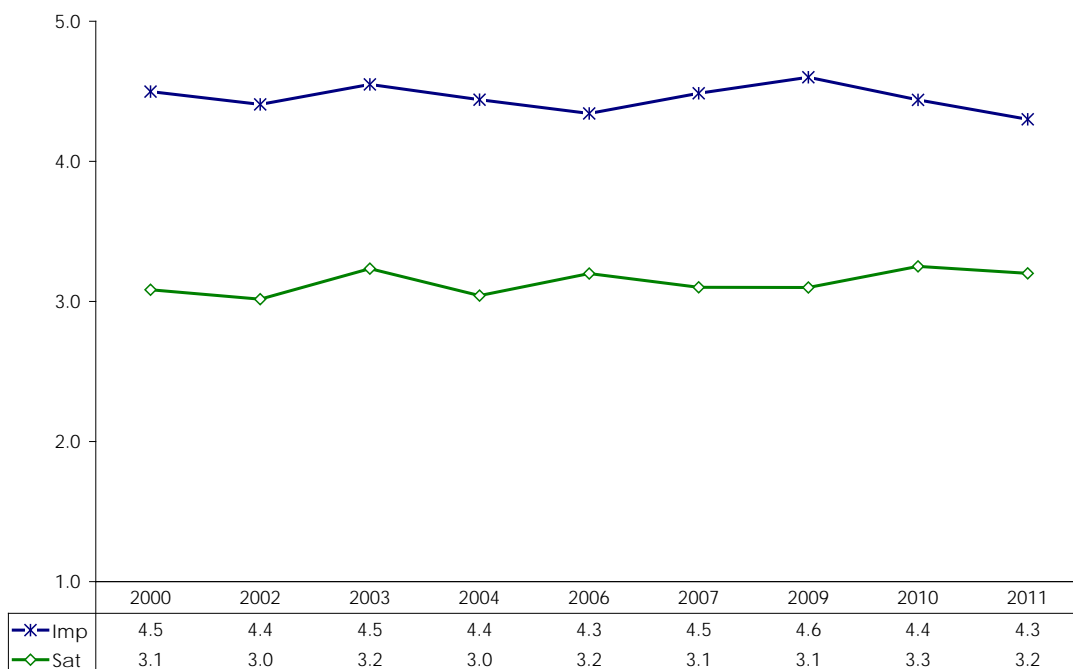
Graph 7.6.2.6: Street cleaning



Graph 7.6.2.7: Town centre & village atmosphere



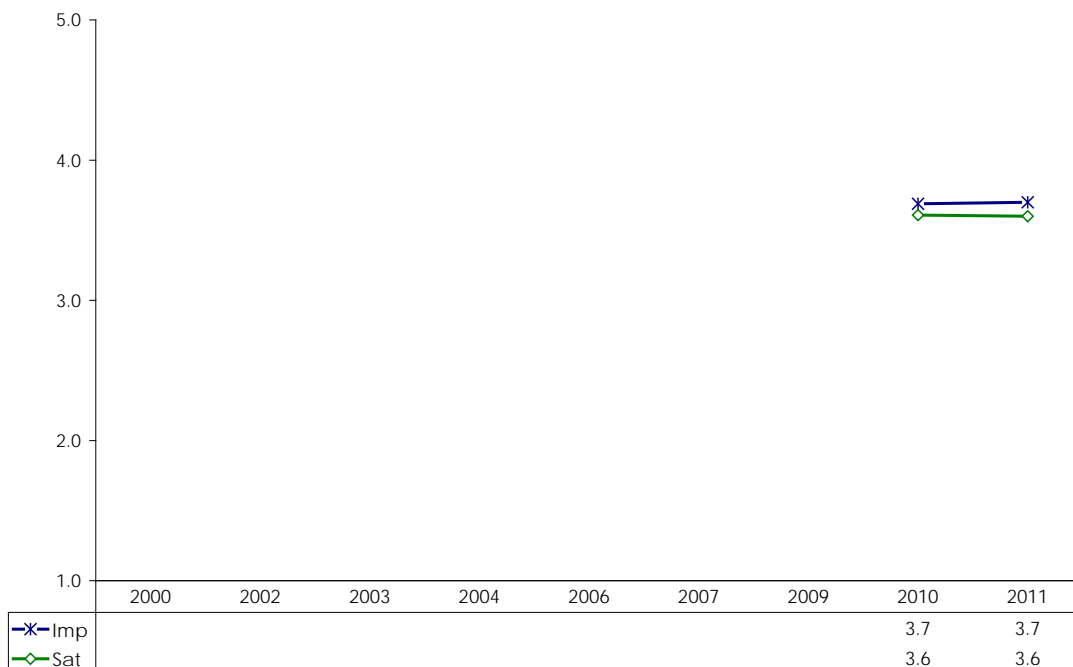
Graph 7.6.2.8: Parking for shoppers



- As can be seen in graph 2.3.2.4, importance and satisfaction levels with regards to **'public toilets'** have remained fairly consistent since the year 2000, with neither improving nor worsening by any large amount. This service therefore continues to have a significantly large expectations gap where its importance far outweighs the satisfaction that residents have with its provision.
- With importance levels for **'street cleaning'** dropping statistically since 2009 and satisfaction levels increasing, the performance gap has narrowed to the same level as 2006. The current performance gap places this service in the priority 3 category.
- Importance of **'parking for shoppers'** stands at 4.3 out of 5; a significant fall from the peak of 4.6 recorded in the 2009 measure. Satisfaction with the provision of this service has ranged between 3.0 and 3.3 since the year 2000 and currently stands at 3.2 out of 5, with the resulting gap significantly large enough to rank the service as a priority level 1 candidate.

Burial and Ashes Placement Sites Service

Graph 7.6.2.9: Cemeteries & ashes placement sites



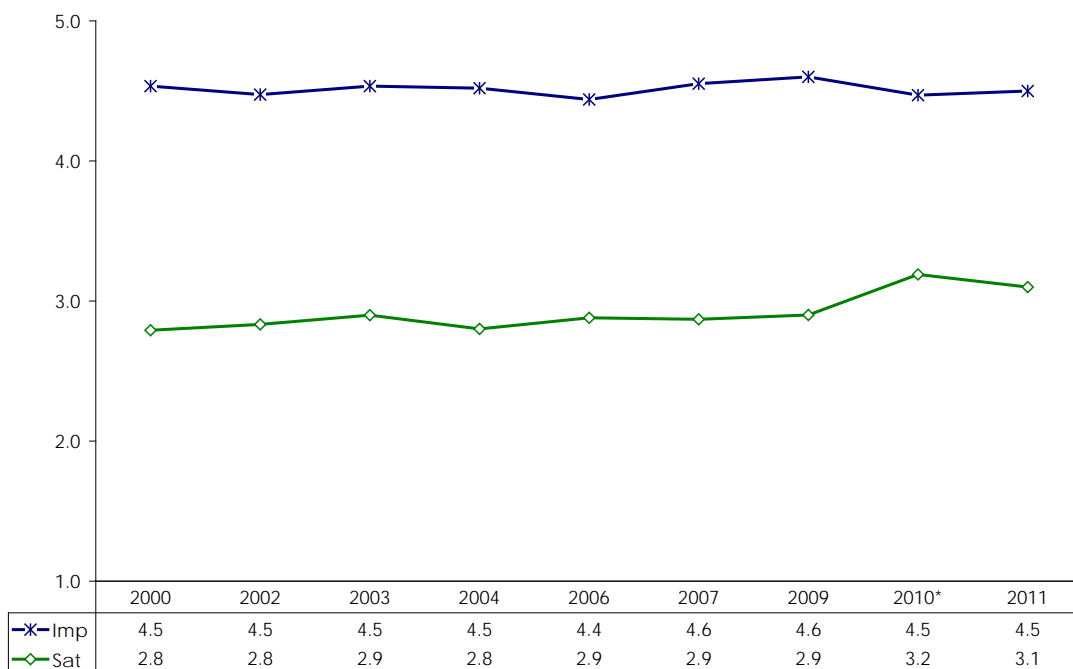
7.6.3 Moving Around - Built Environment

Trends are presented for the service areas provided through the services listed below. These services contribute to the achievement of *Moving Around*, Principal Activity 3 in Council's Delivery Program:

- Transport and Public Access
- Traffic Management

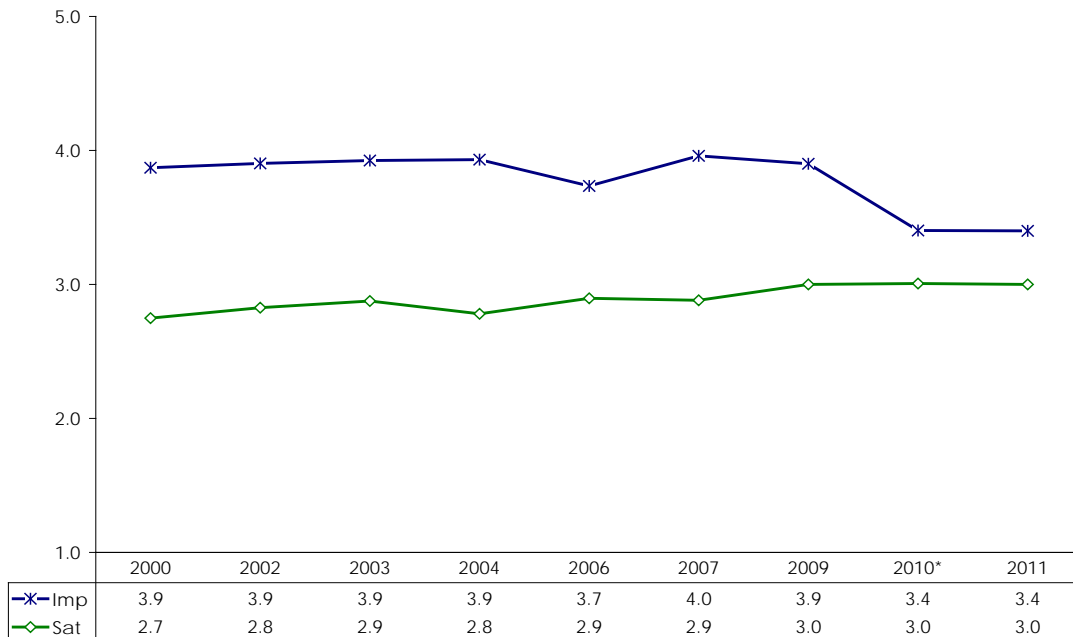
Transport and Public Access Service

Graph 7.6.3.1: Sealed roads



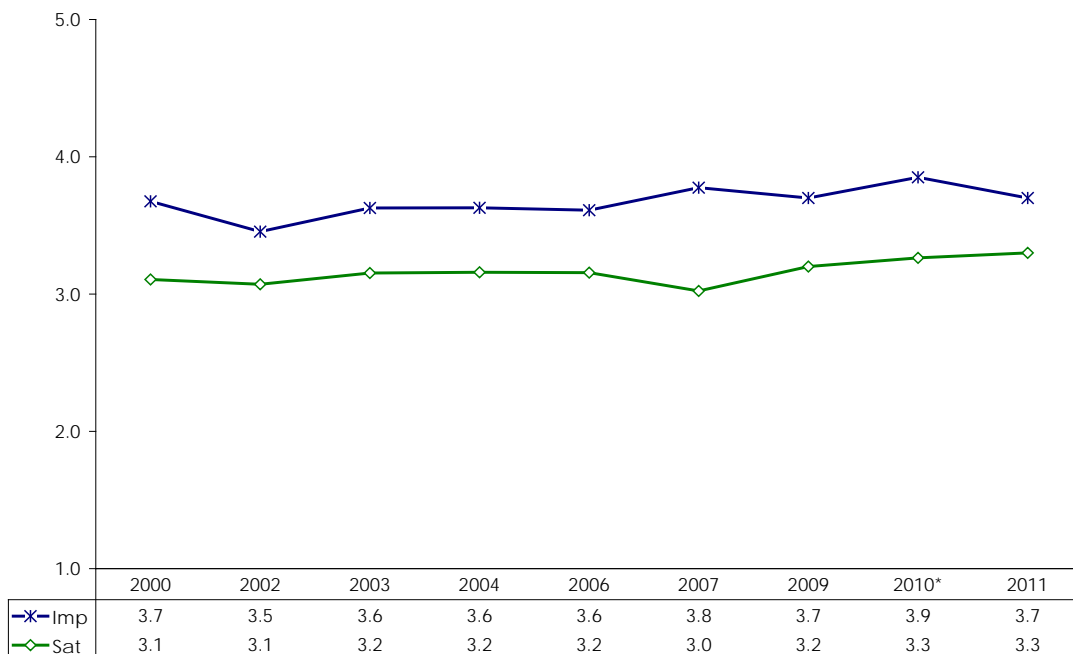
*denotes a change in the way this question was asked compared to previous years

Graph 7.6.3.2: Unsealed roads



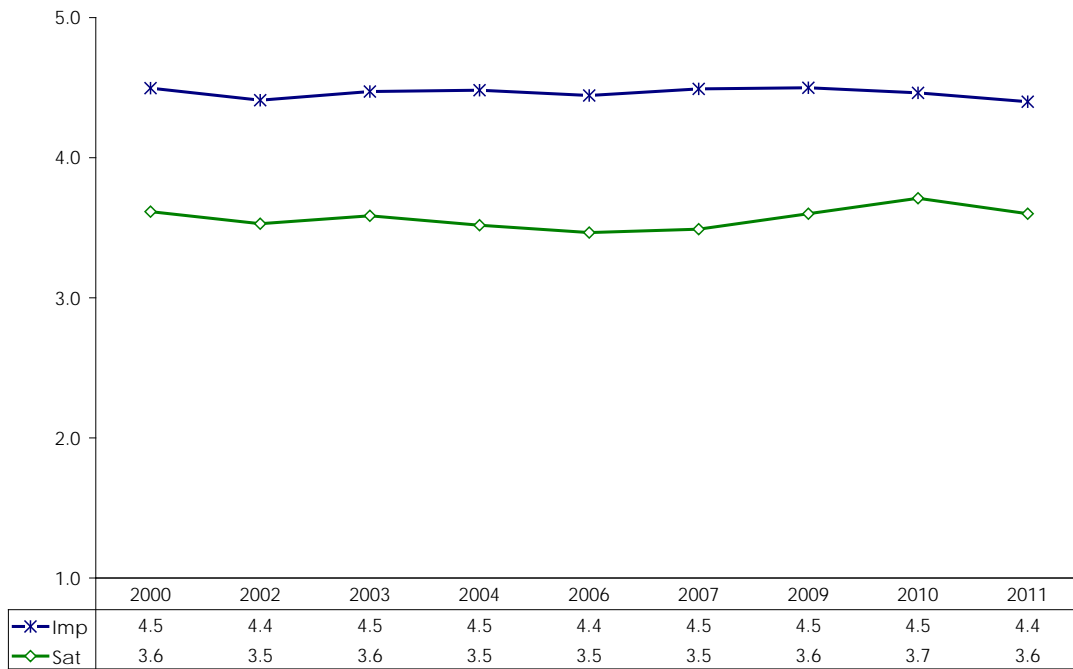
*denotes a change in the way this question was asked compared to previous years

Graph 7.6.3.3: Bus shelters

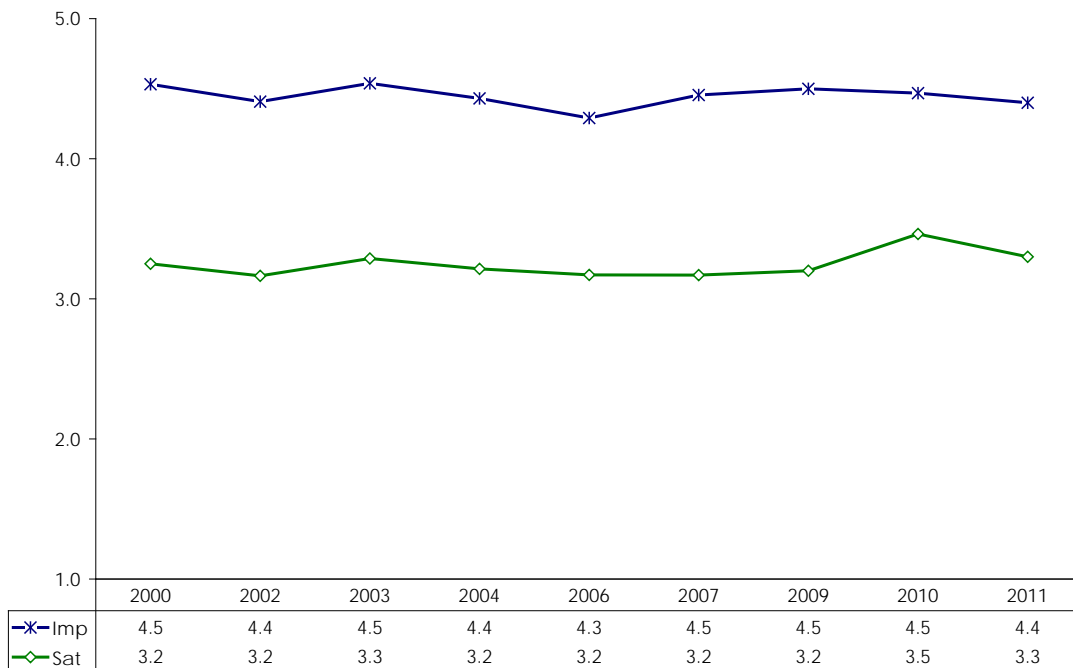


*denotes a change in the way this question was asked compared to previous years

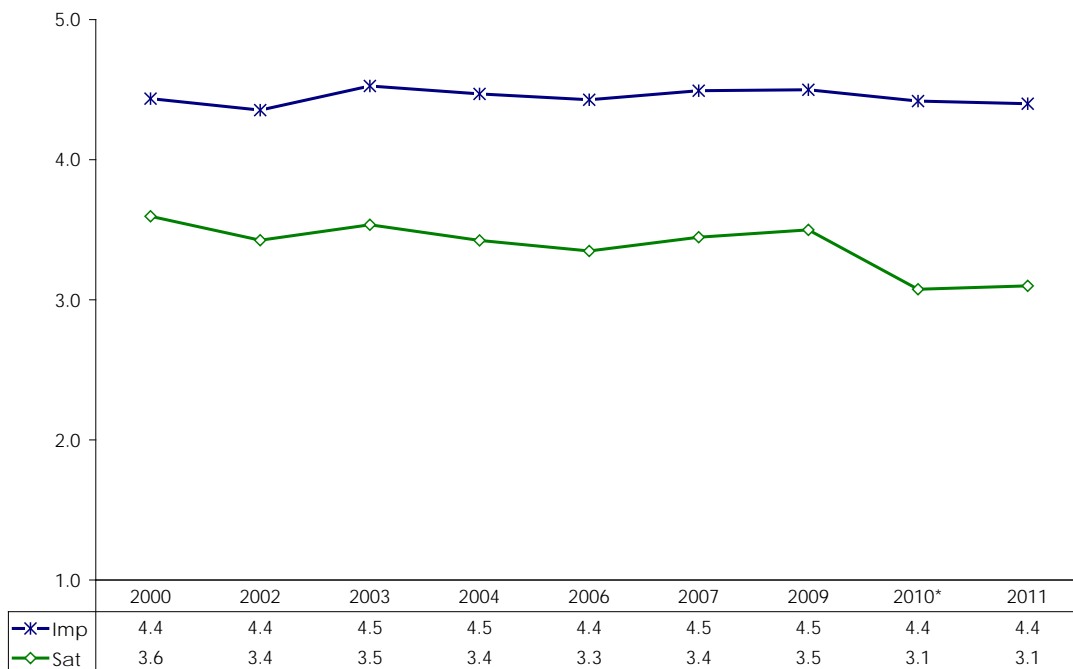
Graph 7.6.3.4: Pedestrian access generally around shopping centres & community facilities



Graph 7.6.3.5: Lighting of public areas

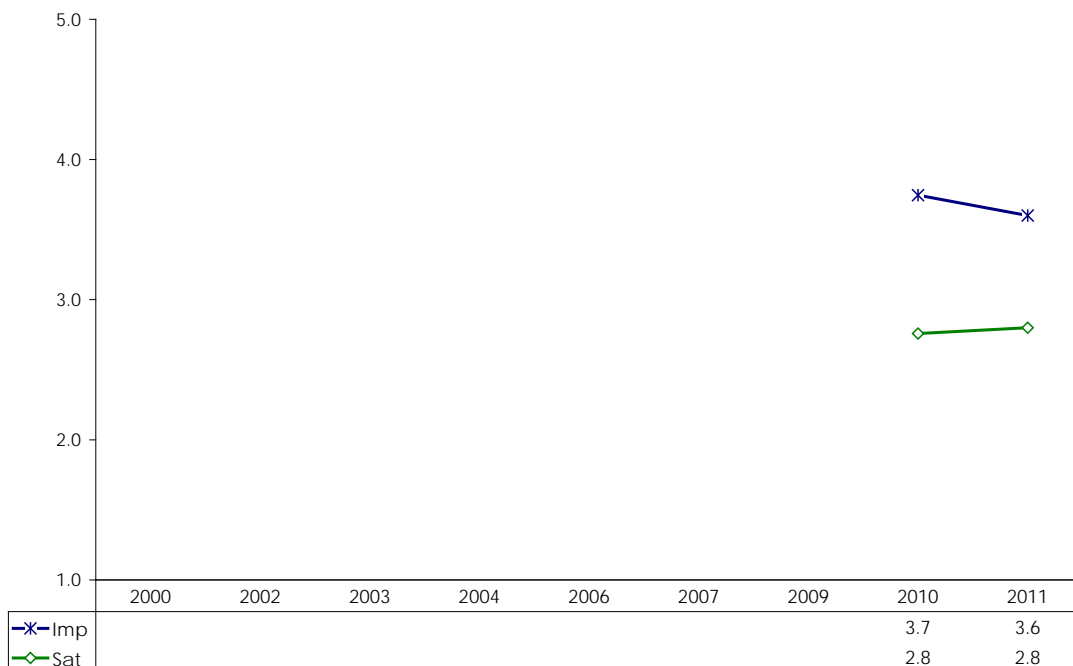


Graph 7.6.3.6: Footpaths

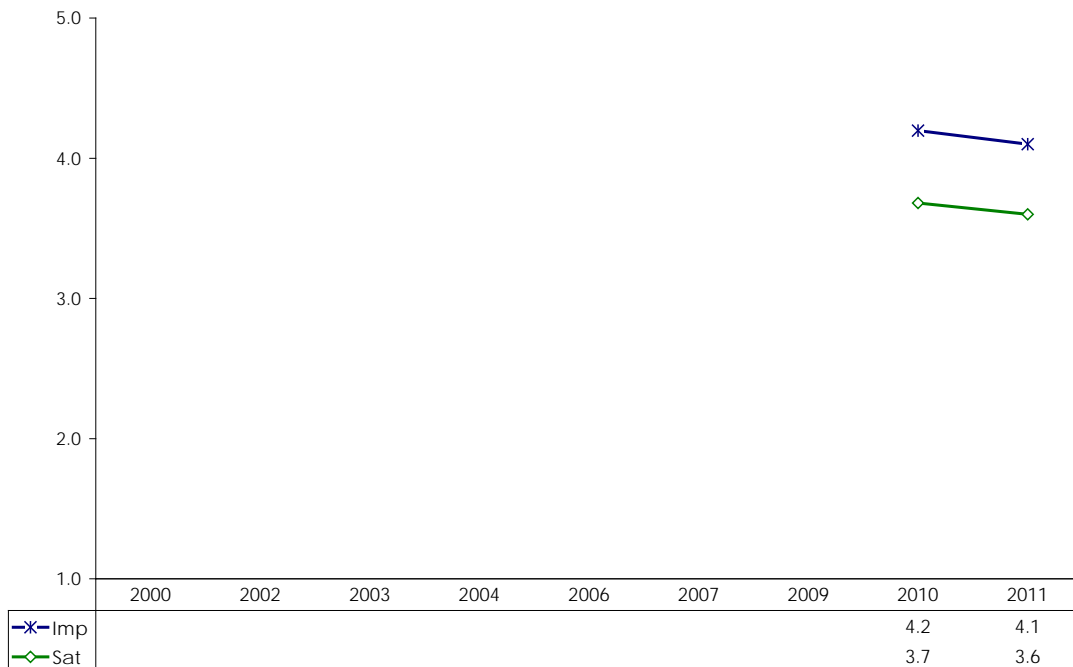


*denotes a change in the way this question was asked compared to previous years

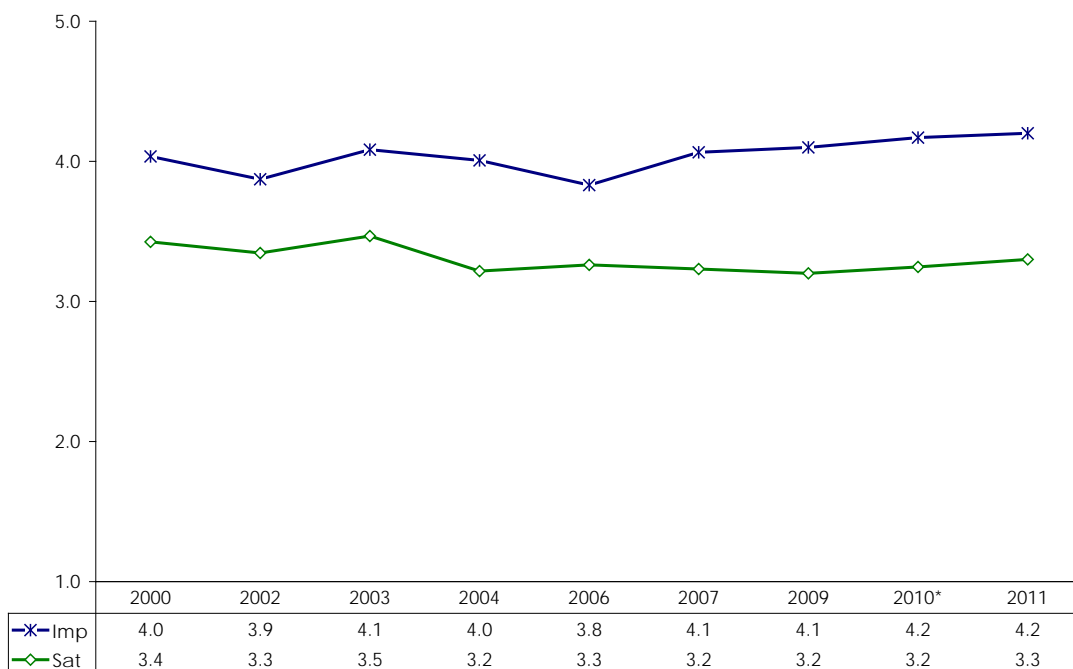
Graph 7.6.3.7: Cycle ways



Graph 7.6.3.8: Car parks



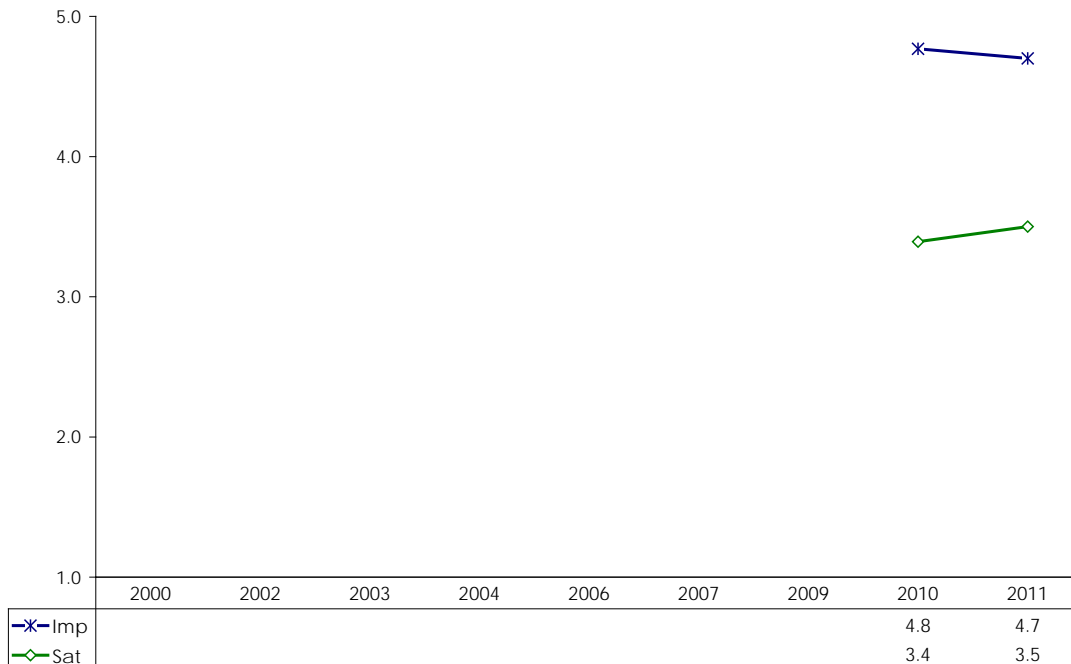
Graph 7.6.3.9: Commuter parking



*denotes a change in the way this question was asked compared to previous years

Traffic Management Service

Graph 7.6.3.10: Traffic safety for pedestrians & vehicles



Key results:

- The importance placed on **'pedestrian access generally around shopping centres & community facilities'** has virtually remained unchanged since the year 2000 and is currently displaying an above average importance compared to the other 49 services and facilities (4.3). Satisfaction has also remained largely unchanged over the same period, resulting in a very consistent performance gap for this service. The gulf between importance and satisfaction places this service in the priority 2 category.
- After experiencing a significant rise in satisfaction in 2010, satisfaction levels for **'lighting of public areas'** have reverted back to pre 2010 levels, to stand at 3.3 out of 5 and sit below the average satisfaction recorded for all 50 services and facilities (3.4).

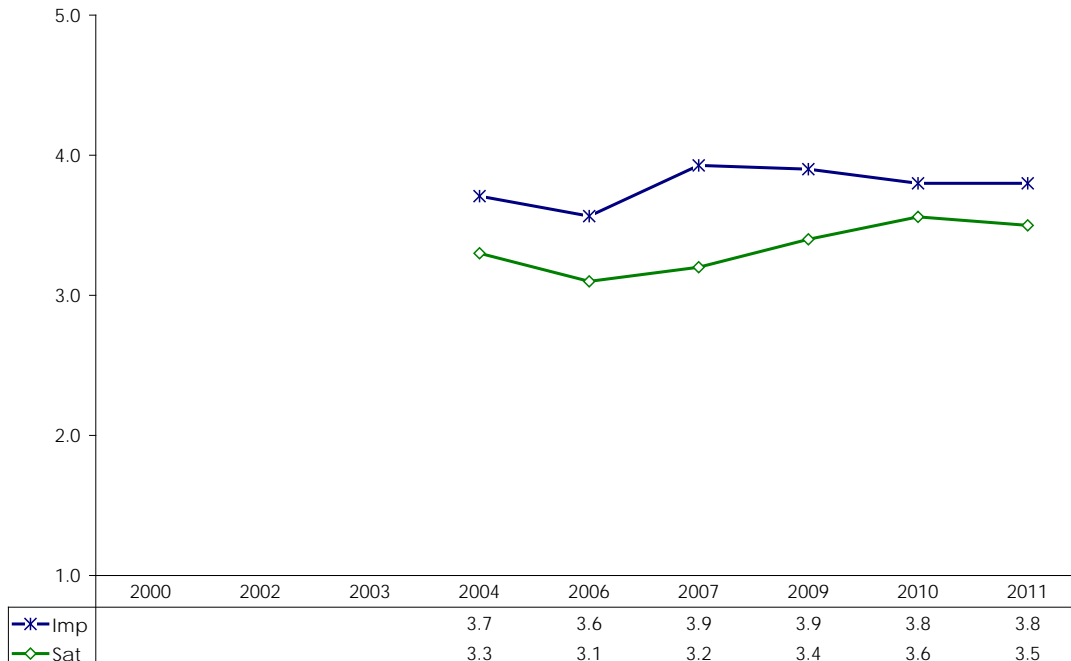
7.6.4 Looking after People - Social

Trends are presented for the service areas provided through the services listed below. These services contribute to the achievement of Looking after People, Principal Activity 4 in Council's Delivery Program:

- Childcare
- Community Safety
- Community Development
- Sport and Recreation
- Environmental Health and Regulation
- Library and Information
- Cultural Development

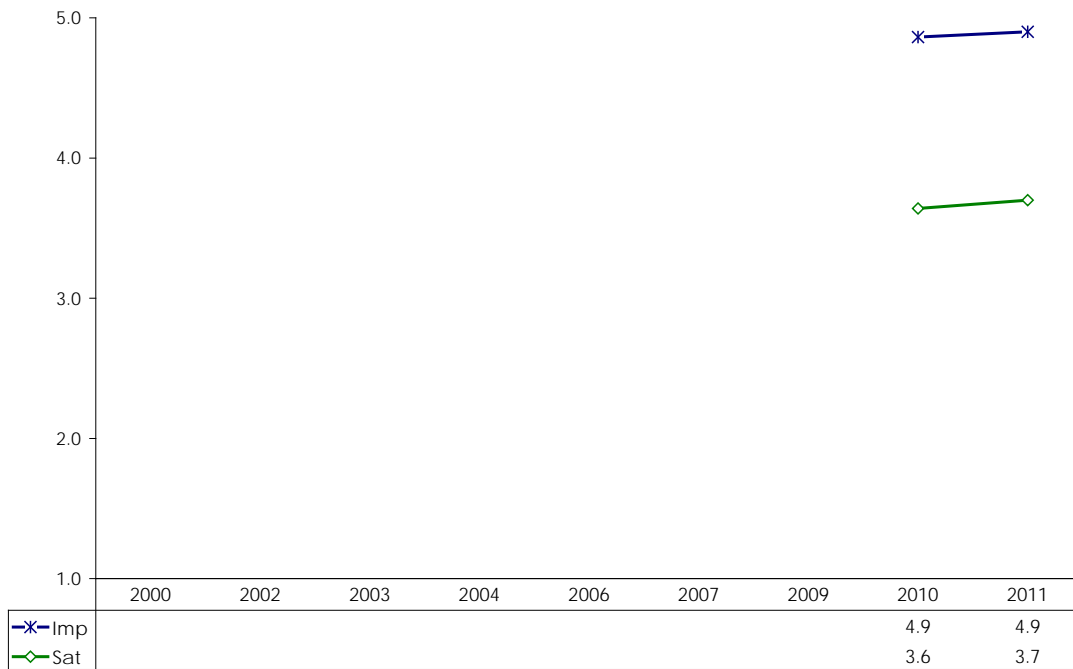
Child Care Service

Graph 7.6.4.1: Family day care services

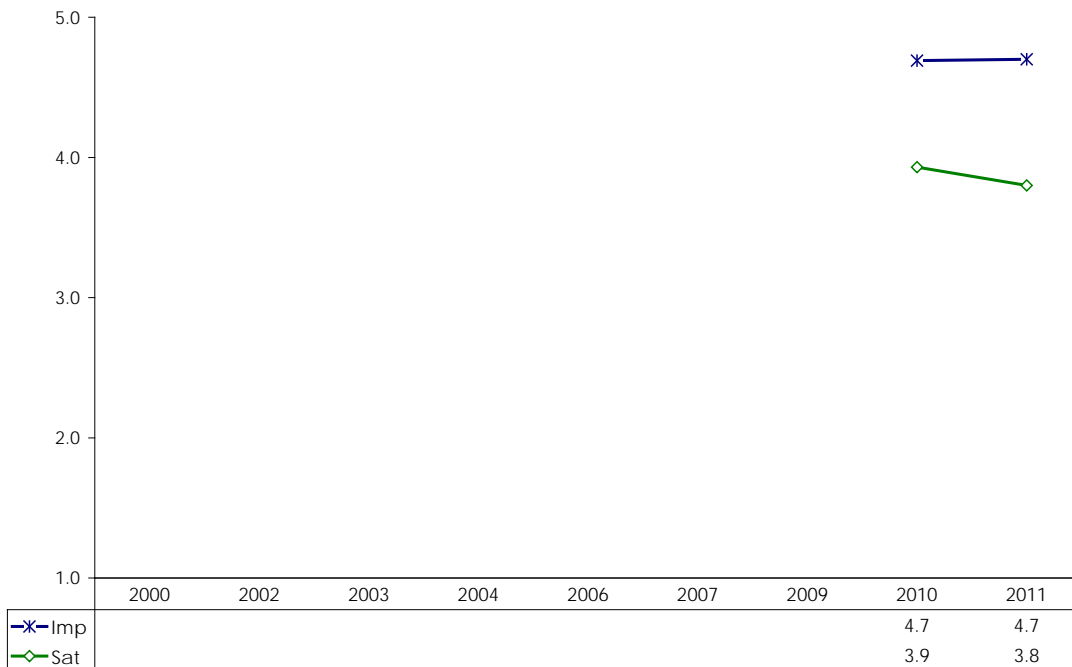


Community Safety Service

Graph 7.6.4.2: Protection from bush fires & emergencies

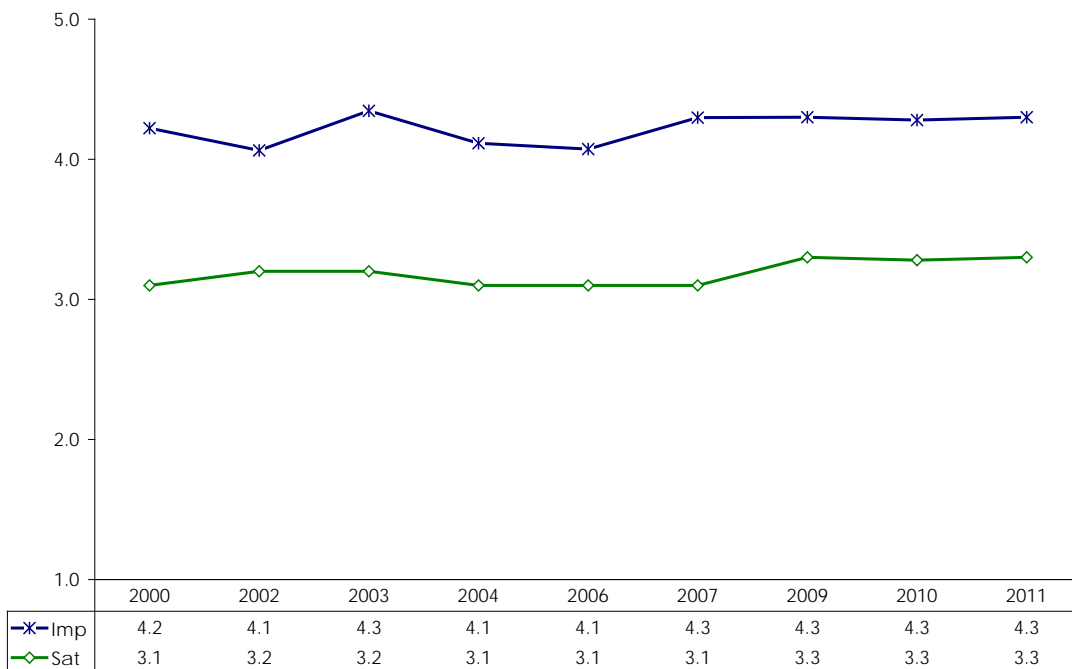


Graph 7.6.4.3: Rural fire service & SES buildings

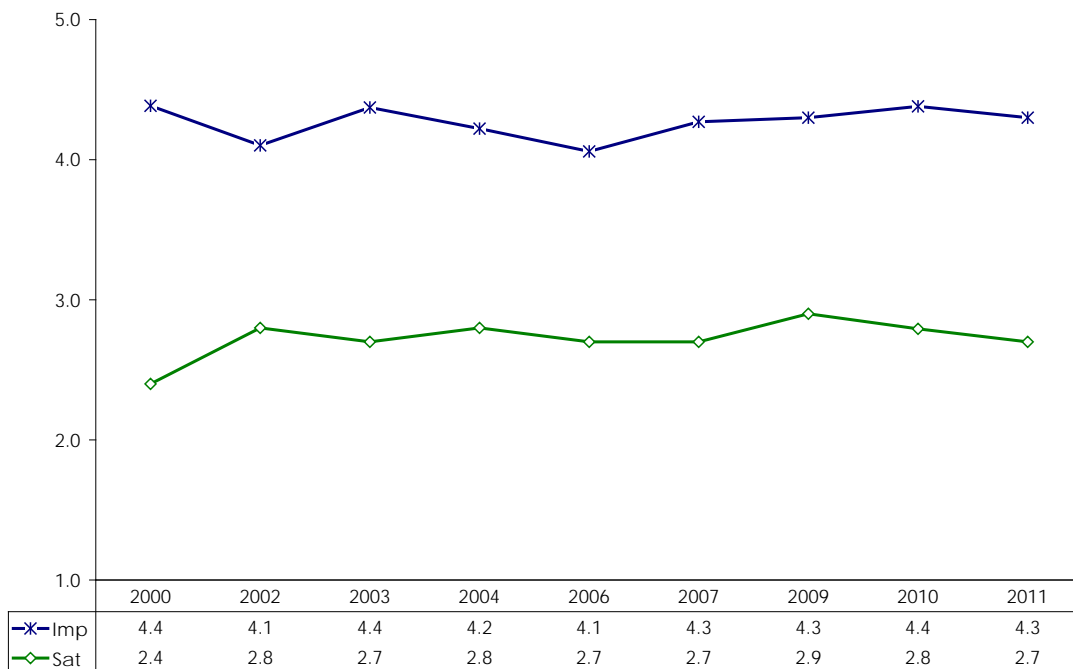


Community Development Service

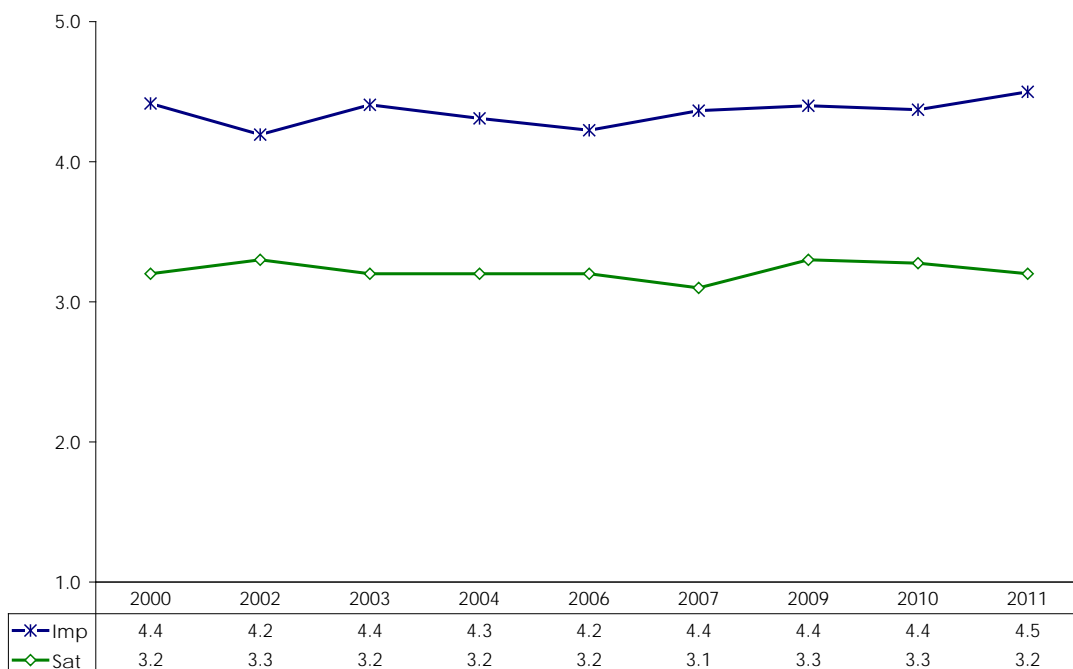
Graph 7.6.4.4: Services & facilities for children & families



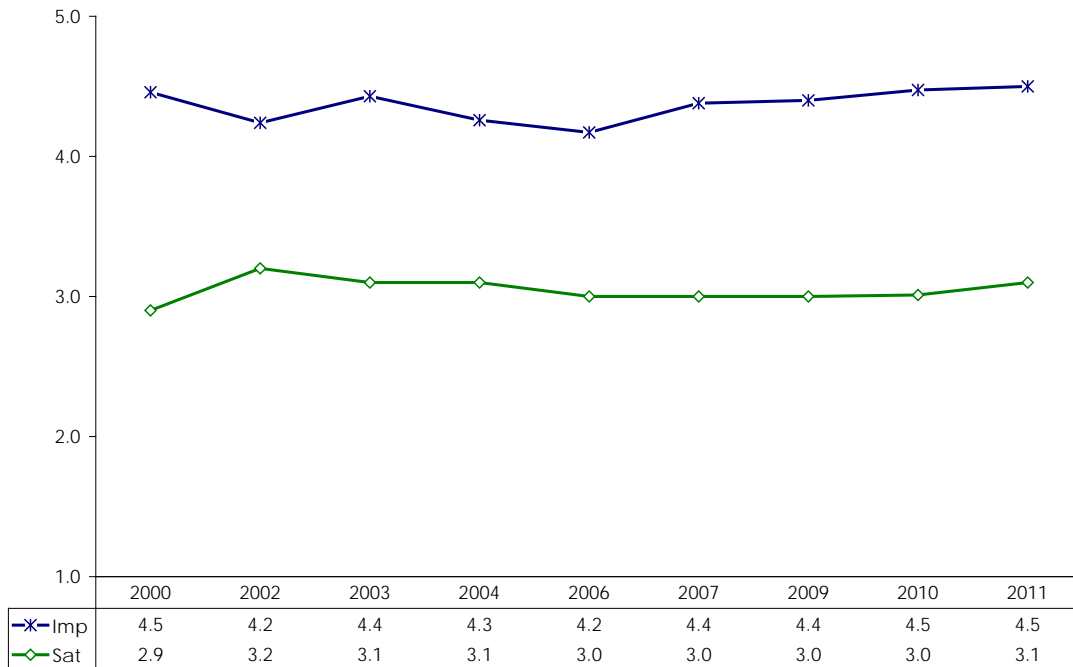
Graph 7.6.4.5: Services & facilities for young people



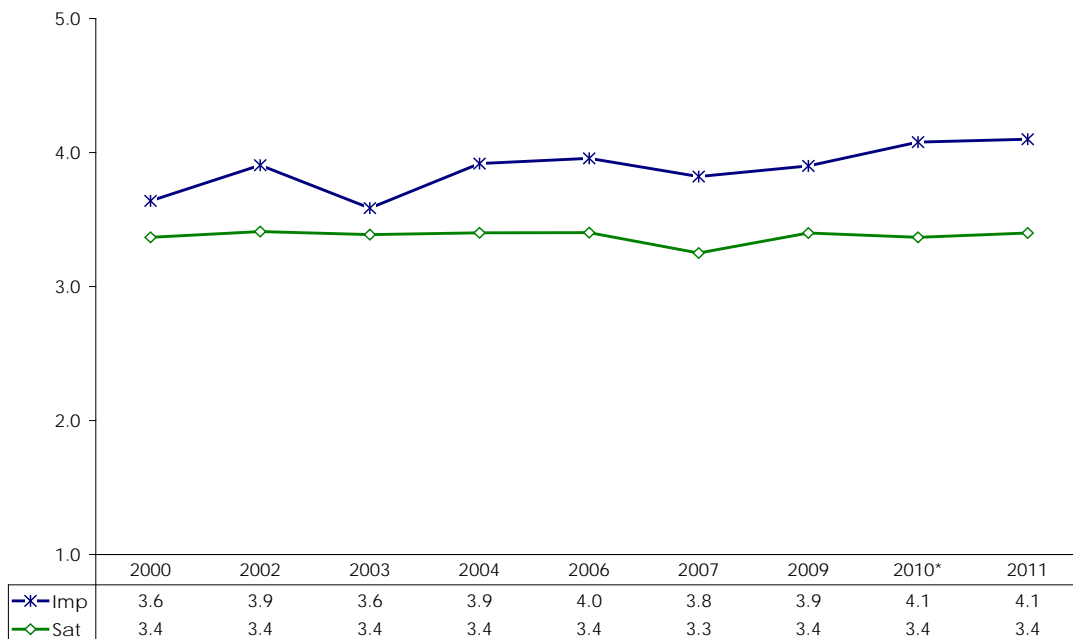
Graph 7.6.4.6: Services & facilities for older people



Graph 7.6.4.7: Services & facilities for people with a disability



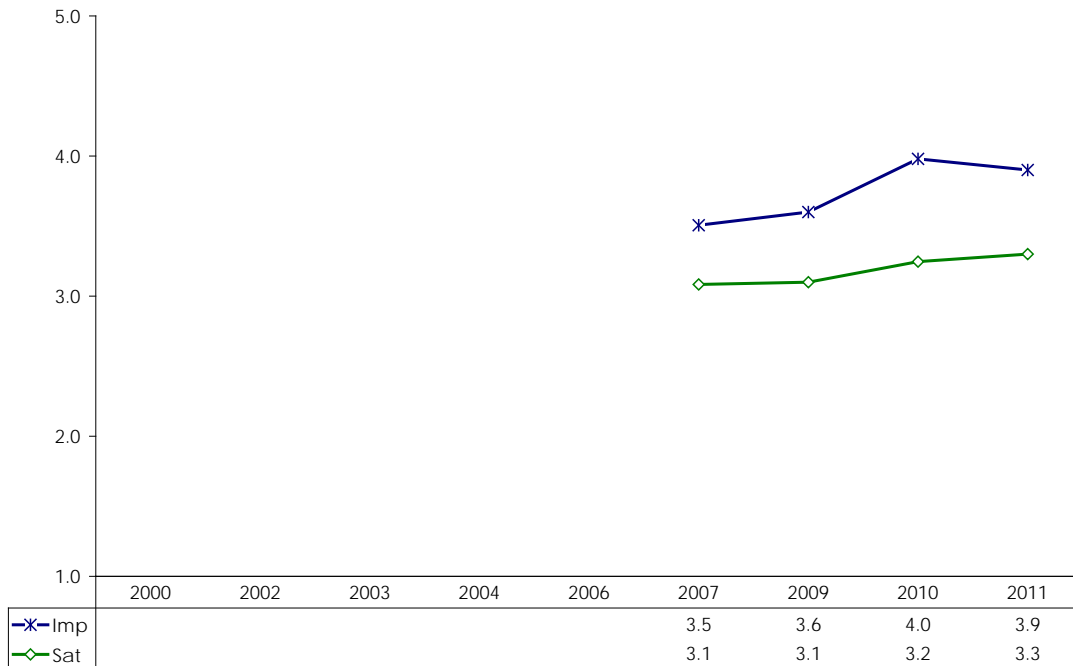
Graph 7.6.4.8: Community centres & community halls



*denotes a change in the way this question was asked compared to previous years

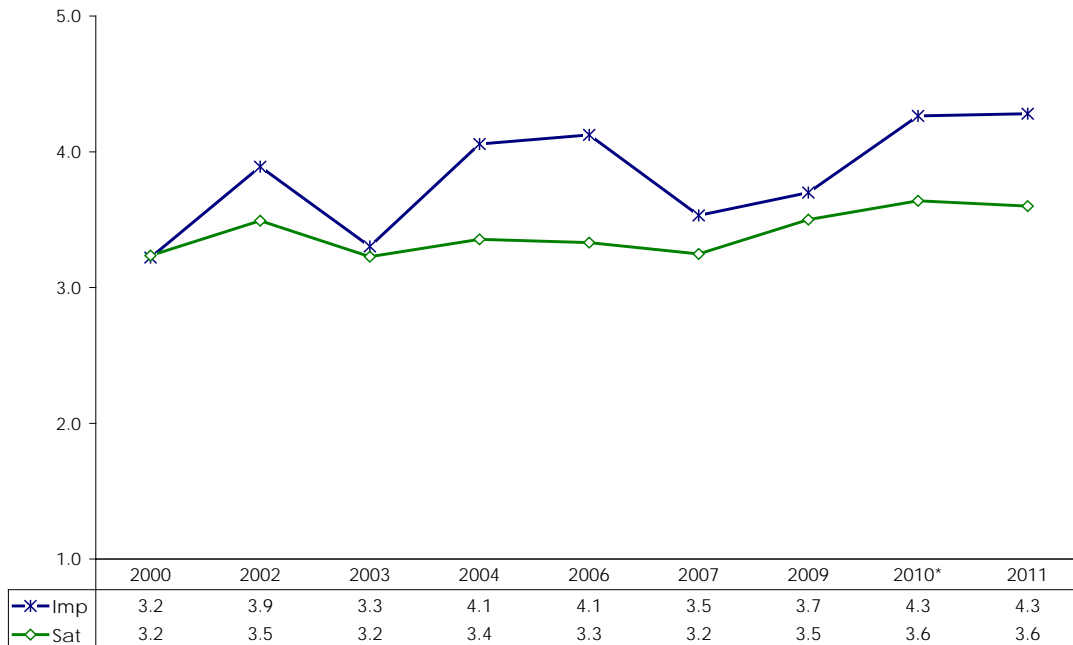
Cultural Development Service

Graph 7.6.5.9: Cultural & arts facilities



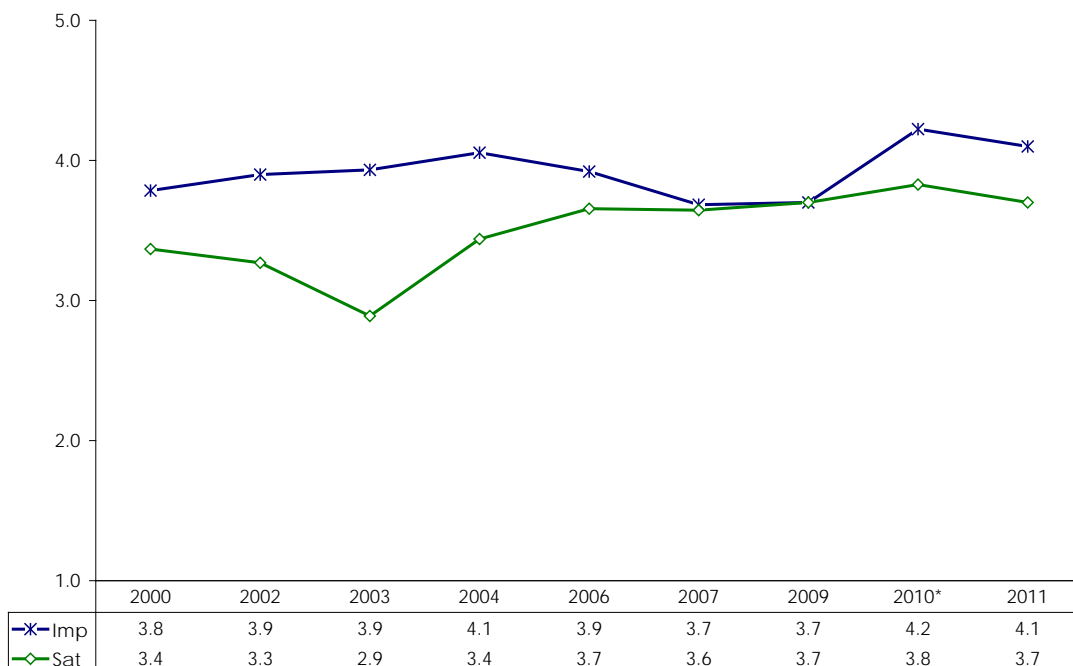
Sport and Recreation Service

Graph 7.6.4.10: Ovals & sporting grounds



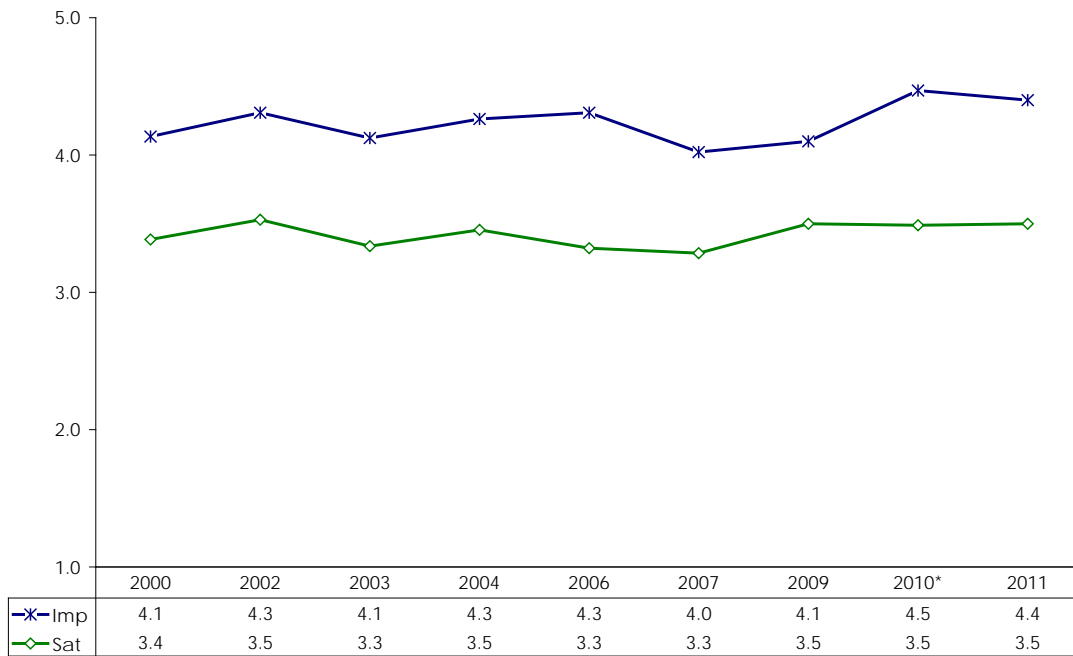
*denotes a change in the way this question was asked compared to previous years

Graph 7.6.4.11: Swimming pools



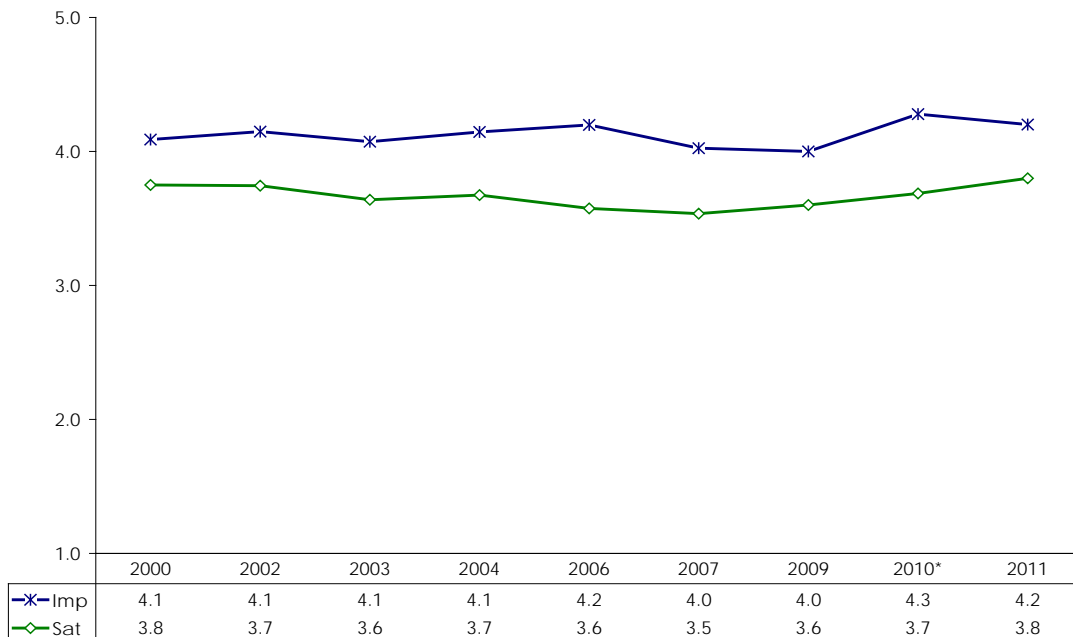
*denotes a change in the way this question was asked compared to previous years

Graph 7.6.4.12: Parks & playgrounds



*denotes a change in the way this question was asked compared to previous years

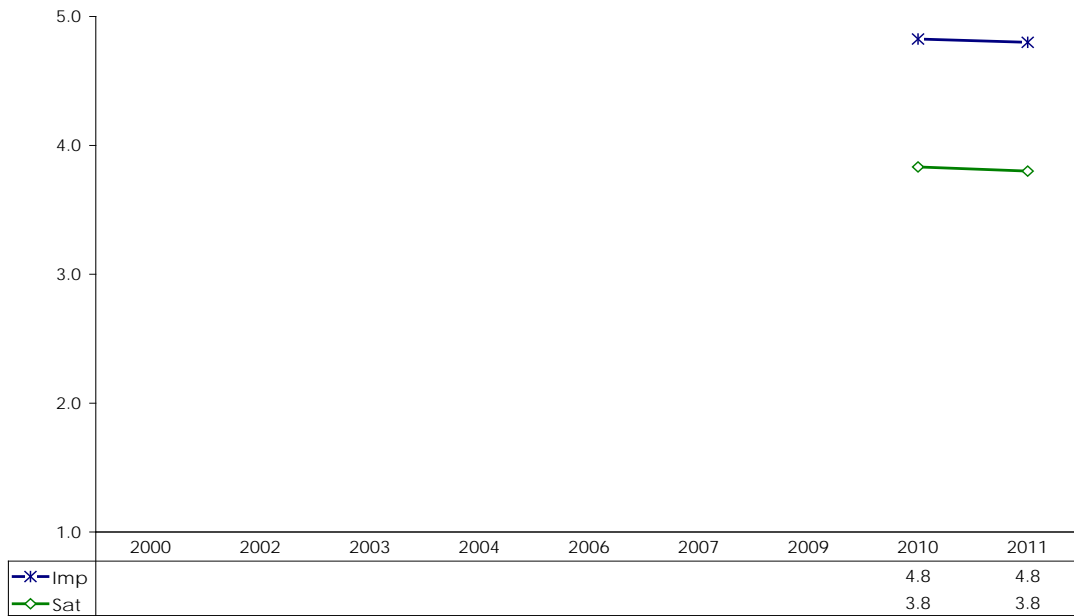
Graph 7.6.4.13: Council lookouts & walking trails



*denotes a change in the way this question was asked compared to previous years

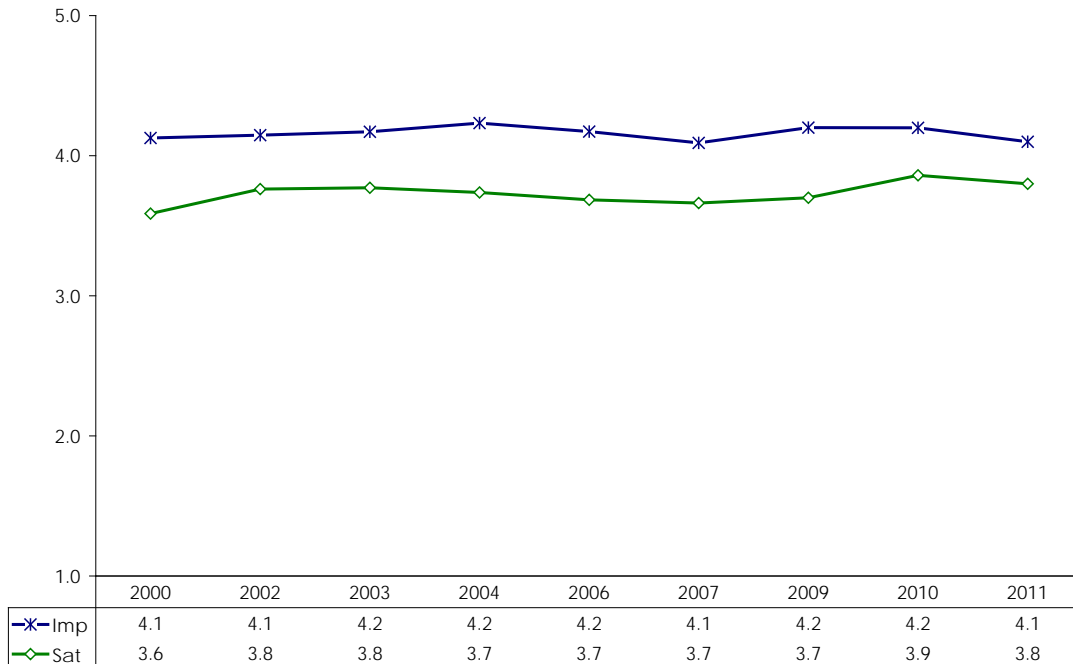
Environmental Health & Regulatory Service

Graph 7.6.4.14: Clean, safe & healthy living environments

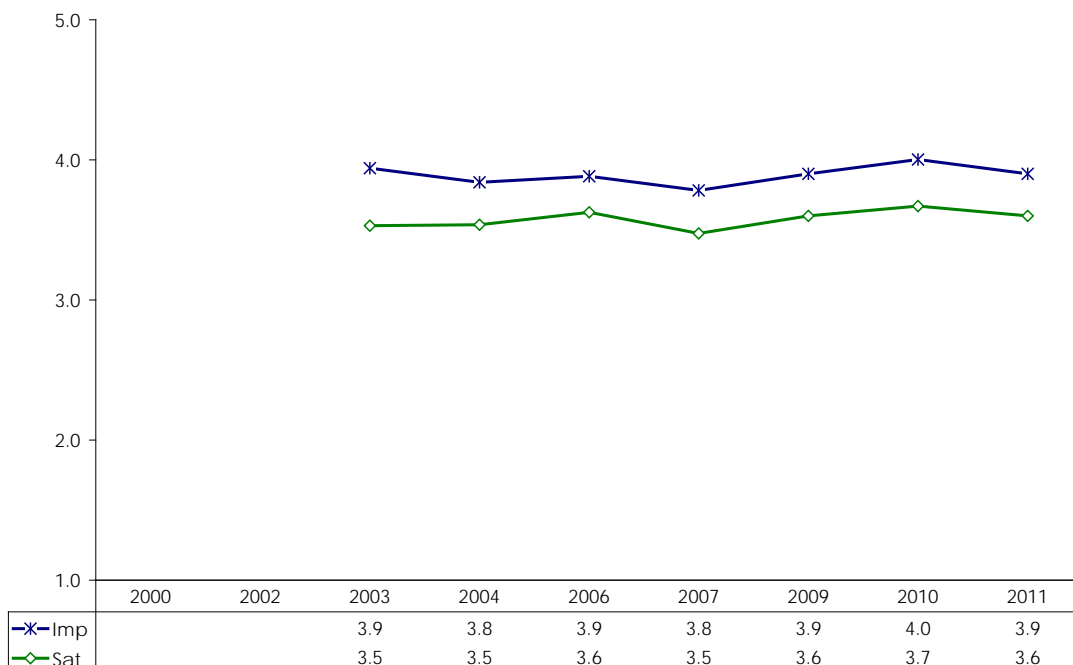


Library and Information Service

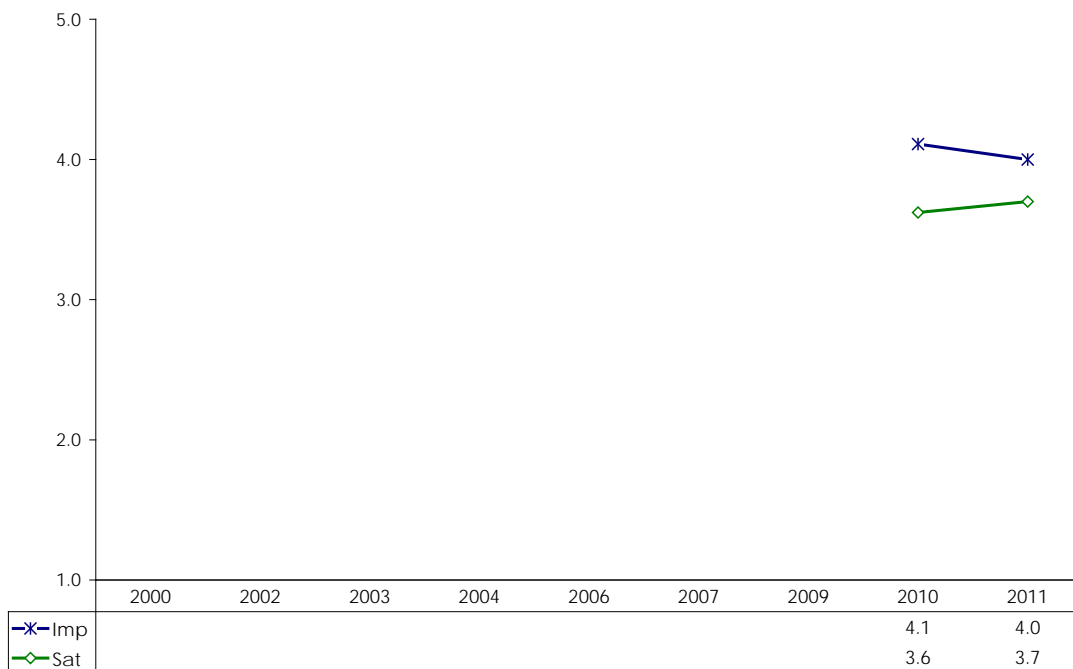
Graph 7.6.4.15 Library services



Graph 7.6.4.16 Hours of operation of the library service



Graph 7.6.4.17 Library buildings



Key results:

- The service with the highest level of importance was ‘protection from bushfires and emergencies’, which recorded a mean importance score of 4.9 out of 5.
- While importance for ‘*services & facilities for young people*’ has remained consistent since 2007, satisfaction levels have fallen away over the last three measures, which have brought about a widening of the performance gap. As a result, the performance gap for this service is the second largest of all 50 services and facilities in 2011.
- The importance placed on the provision of ‘*services & facilities for older people*’ has reached its highest point since the year 2000, which coincidentally is also an above average importance score.

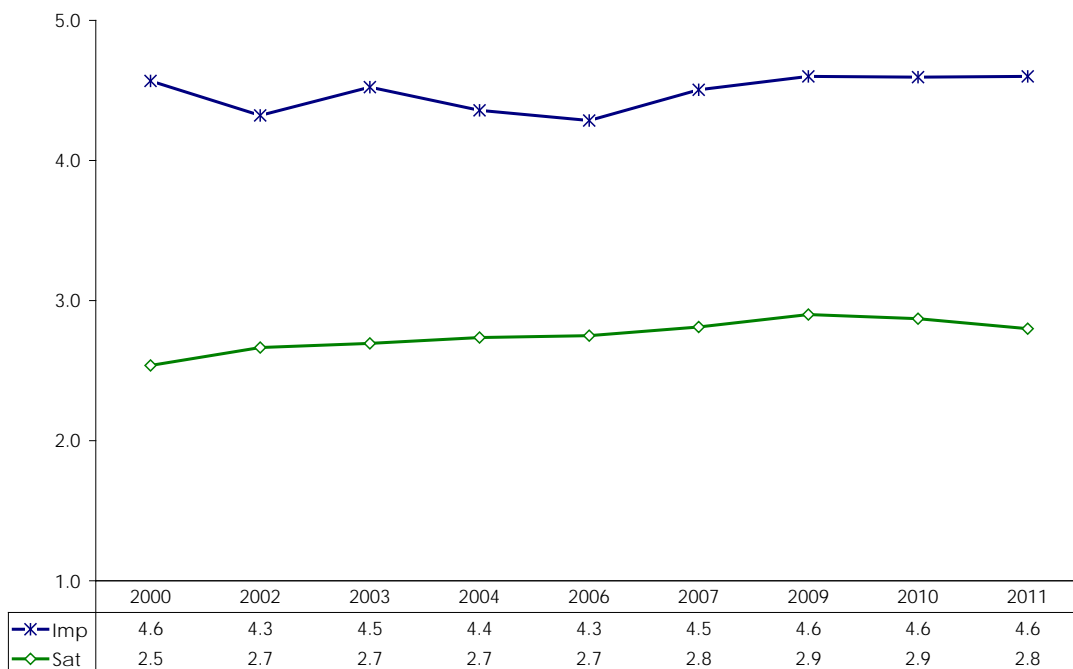
7.6.5 Sustainable Economy - Economic

Trends are presented for the service areas provided through the services listed below. These services contribute to the achievement of *Sustainable Economy*, Principal Activity 5 in Council's Delivery Program:

- Economic Development
- Tourism

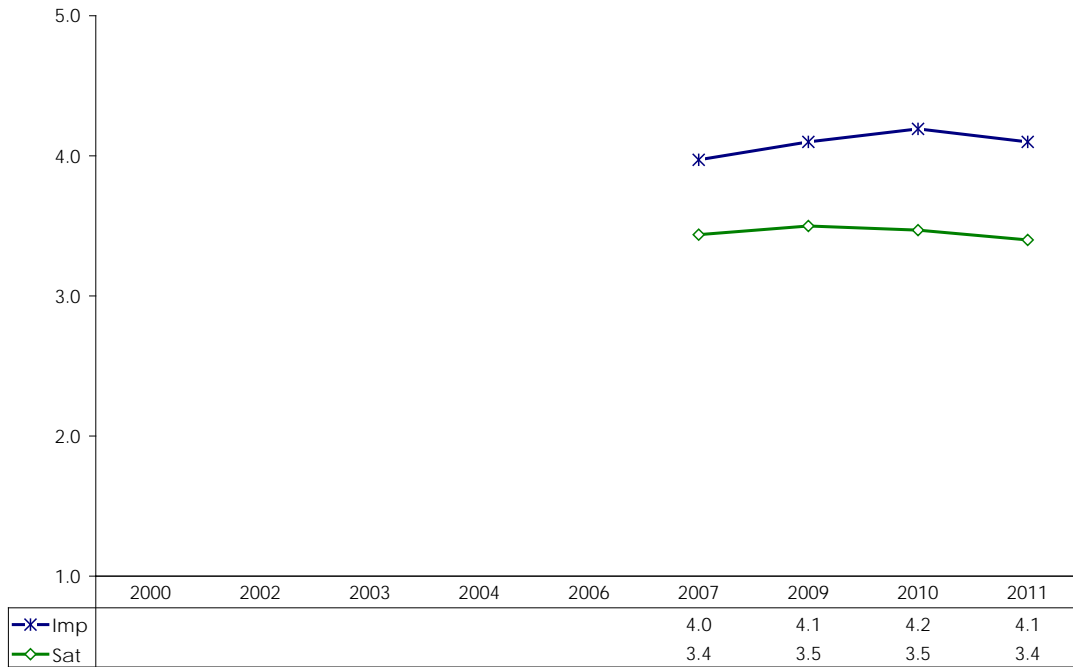
Economic Development Service

Graph 7.6.5.1: Generating local employment

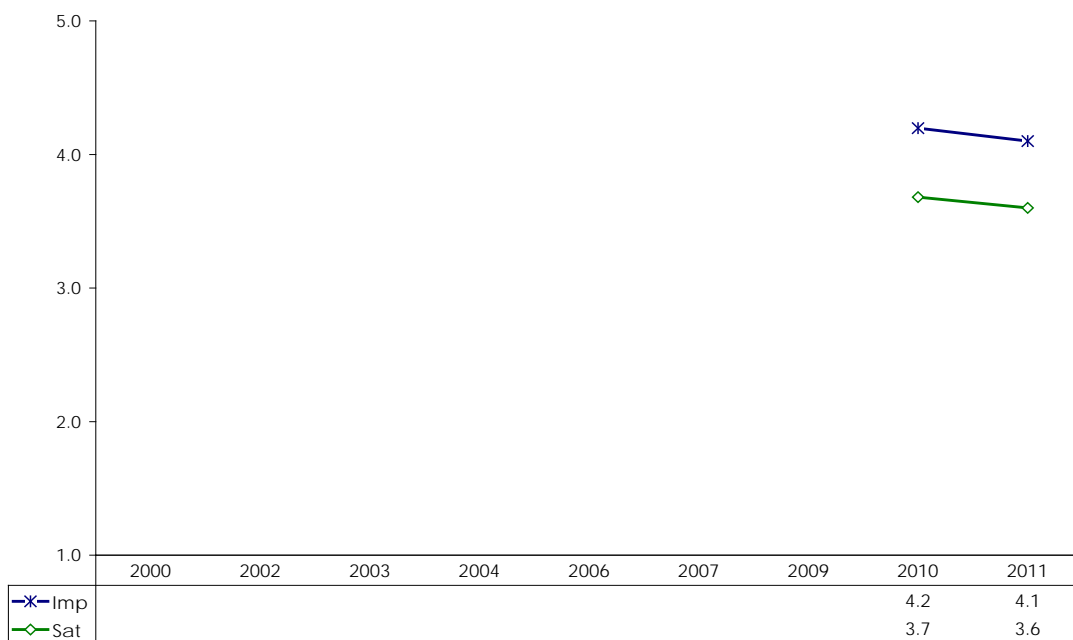


Tourism Service

Graph 7.6.5.2: Tourism promotion



Graph 7.6.5.3: Visitor information centres



Key results:

- Since 2006, the issue of 'generating local employment' has gathered momentum, increasing in importance to stand at the levels first recorded in 2000 (4.4 out of 5). Satisfaction with Council's performance in this area has historically remained below average. It has however improved significantly since the year 2000. As a result of the high level of importance placed on this service and the below average satisfaction, this service was found to have the largest performance gap of any service or facility measured in 2011.

7.7 REASONS FOR SATISFACTION / DISSATISFACTION WITH COUNCIL PERFORMANCE

In an attempt to uncover the sources of satisfaction and dissatisfaction with Council performance, an open-ended question was asked of all respondents. Residents were asked to briefly explain the main reason behind the rating they gave Council for its overall performance. These were subsequently classified into common themes where possible and are displayed below under the groupings of low, medium and high satisfaction.

Table 7.7.1: Reasons for Satisfaction/Dissatisfaction with Council Performance

Reason (Rank Order)	Count	Percent
HIGH SATISFACTION (4-5)		
Doing better/ reasonable/ no complaints	104	55.8%
Council staff/representatives have been helpful/ accessible/ responsive	22	11.8%
Could be doing more/ room for improvement	8	4.4%
Chipping service/ green waste and annual pick ups need to be improved	6	3.0%
I haven't had much to do with council	5	2.5%
Good environmental management	4	1.9%
Roads neglected	3	1.5%
Public lighting needs to be improved	3	1.4%
Lack of economic development	2	1.2%
Political infighting/ biases	2	0.9%
Things are happening in the area now	2	0.8%
Recycling services could be improved/upgraded	1	0.6%
Little value for increased rates	1	0.5%
Trying hard to look after area with a limited budget	1	0.5%
Don't listen to residents/out of touch with resident's needs	1	0.5%
Too much development/inappropriate development	1	0.5%
More youth facilities needed	1	0.5%
Don't maintain public spaces	1	0.4%
Councillors/representatives not visible in the community	1	0.4%
Not enough back burning/ fire promotion	1	0.4%
No response	15	8.0%
Other	5	2.6%
Total	186	100.0%
MEDIUM SATISFACTION (3)		
Doing better/ reasonable/ no complaints	19	8.1%
Financial mismanagement/ money wasted	12	5.0%
Roads neglected	11	4.8%
Could be doing more/ room for improvement	11	4.8%
Some things well done but others not well done/patchy performance	11	4.7%
Lack of information/feedback/ community consultation	10	4.4%
I haven't had much to do with council/ can't tell what they do	9	3.7%
Inequality in services provided to areas	8	3.4%
Little value for increased rates	8	3.4%

Reason (Rank Order)	Count	Percent
Political infighting/ biases	8	3.3%
DA's too slow/ too expensive	8	3.3%
Chipping service/ green waste and annual pick ups need to be improved	7	3.1%
More youth facilities needed	6	2.6%
Councillors/representatives not visible in the community	5	2.4%
Don't listen to residents/out of touch with resident's needs	5	2.2%
Improved footpaths	4	1.9%
Council staff/representatives have been helpful/ accessible/ responsive	4	1.9%
Council too hard work to work with/too bureaucratic	3	1.4%
Response to enquiries too slow	3	1.3%
Lower Blue Mountains not well served	3	1.3%
Council doesn't follow through on promises	3	1.3%
Trying hard to look after area with a limited budget	3	1.3%
Don't maintain public spaces well	3	1.2%
Public lighting needs to be improved	3	1.1%
Have own agenda and interests at heart	2	1.1%
Need more/ better maintained sporting facilities	2	1.1%
Incompetence/laziness of staff	2	1.1%
Improved services/facilities/infrastructure for disabled residents	2	1.0%
Lack of economic development	2	0.9%
More services and facilities for children	2	0.8%
Recycling services could be improved/upgraded	2	0.7%
Too occupied with being green	2	0.7%
Need to be more concerned about the environment	1	0.6%
Need better parking	1	0.4%
Too much development/inappropriate development	1	0.4%
Council is not progressive / anti development	1	0.3%
Spend too much money on studies	1	0.3%
Tired public infrastructure	1	0.3%
No Response	21	9.0%
Other	20	9.3%
Total	230	100.0%
LOW SATISFACTION (1-2)		
Little value for increased rates	9	10.2%
Financial mismanagement/ money wasted	8	10.1%
Have own agenda and interests at heart	8	9.6%
Roads neglected	7	8.6%
DA's too slow/too expensive	6	7.2%
Don't listen to residents/out of touch with resident's needs	5	6.1%
Lower Blue Mountains not well served	4	4.8%
Response to enquiries too slow	3	3.8%
Council too hard to work with/too bureaucratic	3	3.0%
Inequality in services provided to areas	2	3.0%
Not enough back burning/ fire promotion	2	2.9%
Council is not progressive/ anti development	2	2.8%
Springwood neglected	2	2.6%
More services and facilities for children needed	2	2.5%

Reason (Rank Order)	Count	Percent
Incompetence/laziness of staff	2	2.0%
Too much development/inappropriate development	2	2.0%
Could be doing more/ room for improvement	2	2.0%
Lack of economic development	2	1.9%
Corners being cut due to poor finances	1	1.6%
Lack of information/feedback/ community consultation	1	1.6%
Don't maintain public spaces well	1	1.2%
Chipping service/ green waste and annual pick ups need to be improved	1	1.0%
Trying hard to look after area with a limited budget	1	1.0%
Need to be more concerned about the environment	1	0.9%
No response	2	2.0%
Other	5	5.5%
<i>Total</i>	<i>84</i>	<i>100.0%</i>

Note: Negative comments in the 'High Satisfaction' ranking may indicate why a resident gave a ranking of 4 rather than the highest ranking of 5.

7.8 2011 COMMUNITY SURVEY QUESTIONNAIRE

INTRODUCTION

Hello, my name is ... from IRIS Research, an opinion research organisation. We are conducting a survey about services and facilities provided by Blue Mountains City Council and we are interested in the views of a person in your household. By answering this survey you will be providing valuable feedback to Blue Mountains City Council so that the needs of residents can be better addressed.

May I please speak to the person in that household who had the most recent birthday.

Just to give you some background, the information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

SCREENING

Before we start, I just have to make sure you qualify for an interview.

Firstly, is this household in the Blue Mountains Council area? [IF NOT TERMINATE]

And, have you lived in the Blue Mountains Council area for longer than 6 months? [IF NOT TERMINATE]

Before we start, I just have to inform you that my supervisor may monitor this call for quality control purposes.

SECTION 1 – COUNCIL SERVICES & FACILITIES (IMPORTANCE & SATISFACTION RATINGS)

Question 1A

In this first section I will read out a list of services and facilities provided by Blue Mountains City Council.

For each I will ask you how important the service is to you personally on a scale of 1 to 5. In the scale, a score of 1 means that the service is not at all important and a score of 5 means that the service is very important to you.

For each service or facility I will also ask you how satisfied you are with Council's performance. This will involve a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied.

LOOKING AFTER ENVIRONMENT

1. Protection of natural bushland.
2. Clean creeks & waterways
3. Bush regeneration
4. Weed control
5. Garbage collection
6. Wheelie Bin' curbside recycling service
7. Construction materials recovery and recycling service
8. Annual bulky waste pickup
9. Curbside chipping of green waste
10. Waste Management Facilities
11. Stormwater Infrastructure

Using Land for Living

12. Managing residential development
13. Protection of heritage values & buildings
14. Enhancing the built environment
15. Public toilets
16. Litter control
17. Street cleaning
18. Town centre & village atmosphere
19. Parking for shoppers
20. Cemeteries and ashes placement sites.

Moving Around

21. Sealed roads
22. Unsealed roads
23. Bus shelters
24. Pedestrian access generally around shopping centres and community facilities.
25. Lighting of public areas.
26. Footpaths
27. Cycle ways
28. Carparks
29. Commuter parking
30. Traffic Safety

Looking After People

31. Family Day Care Services
32. Protection from bushfires and emergencies
33. Rural Fire Service and State Emergency Service buildings
34. services and facilities for children and families
35. services and facilities for young people
36. services and facilities for older people
37. facilities and services for people with a disability
38. Community centres & community halls
39. Ovals & sporting grounds.
40. Swimming pools.
41. Parks & playgrounds.
42. Council lookouts and walking trails.
43. Clean, safe and healthy living environments
44. Library services
45. Hours of operation of the library service

Sustainable Economy

46. Generating local employment opportunities
47. Tourism promotion
48. Visitor Information Centres
49. Cultural & Arts facilities

Question 1C

Council uses rates paid by residents to provide the services we have just covered. Please tell me whether you think the services provided by Blue Mountains City Council overall are good value for the rate dollar?

Use a 1 to 5 scale, where 1 means you think the services provided by Council overall are very poor value for your rate dollar and 5 means they are very good value.

- 1 Very poor value
- 2 ...
- 3 ...
- 4 ...
- 5 Very good value
- 6 CANT SAY

SECTION 2 – COUNCILLOR & STAFF PERFORMANCE

Question 2A

Now I want to ask you some general questions about Council's staff and overall image.

In the past 12 months, have you had any contact with Council staff?

- 1 Yes
- 2 No

Question 2D

How satisfied are you with the overall performance of Council's staff, again on a scale of 1 to 5, where 1=very dissatisfied and 5=very satisfied.

- 1 Very dissatisfied
- 2 .
- 3 .
- 4 .
- 5 Very satisfied
- 6 CANT SAY / DONT KNOW

Question 2N

Have you had any dealings with your elected representatives over the last year?

- 1 Yes
- 2 No
- 3 Cant recall

Question 2Q

How satisfied are you with the overall performance of Councillors?

- 1 Very dissatisfied
- 2 ...
- 3 ...
- 4 ...
- 5 Very satisfied
- 6 CANT SAY

SECTION 3 – OVERALL SATISFACTION

Question 1B

We are near the end of the first section about council services and facilities. Given the answers you have just provided, how would you rate your overall satisfaction with Blue Mountains City Council as an organisation?

Again, we will use a scale of 1 to 5 where 1=very dissatisfied and 5=very satisfied.

- 1 Very dissatisfied [Go to 1C]
- 2 . [Go to 1C]
- 3 . [Jump to 1D]
- 4 . [Jump to 1D]
- 5 Very satisfied [Jump to 1D]
- 6 CANT SAY / DECLINED [Jump to 1D]

Question 1B2

In just a few words, what is your main reason for feeling that way?

[80 CHARACTER TEXT BOX]

SECTION 4 - RESPONDENT CHARACTERISTICS

Variable (SEX)

Finally, I just have a few brief questions relating to household data to help classify your answers. From your voice, I assume you are a....

- 1 Male
- 2 Female

Variable (AGE)

Please stop me when I read out the age group you are in ...

- 1 16-24 years
- 2 25-34 years
- 3 35-49 years
- 4 50-64 years
- 5 65+ years
- 6 REFUSED

Variable (pcode)

What is the postcode of this residence?

CONCLUSION

That completes our interview. As this is market research, you can be assured that it is carried out in full compliance with the Privacy Act and the information you provided is only used for research purposes.

Again, my name is ...and my supervisors name is Judy. If you have any questions about this survey, or would like further information about IRIS Research, you can call our office between 9am and 5pm weekdays on 4229-4777. Thank you for your time.
END.