



# Federation Council

## Community Satisfaction Survey 2020

Final Report

Prepared for  
Federation Council

Prepared by  
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September 2020

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## KEY FINDINGS

### Federation Council's strong service delivery and community facilities contribute to high perceptions of liveability among residents

- ▶ Most residents (52 percent) are satisfied overall with the performance of Federation Council over the past 12 months.
- ▶ Thirty-four percent (34%) provided a neutral rating of 3. These residents present a strong opportunity to be converted into advocates of Council.
- ▶ The highest performing service areas are **Environment** and **Community**.
- ▶ Only two of 41 services and facilities are regarded as 'low' performing based on average satisfaction.
- ▶ Council's **key strengths** are community facilities led by:
  - **Parks, playgrounds and gardens**
  - **Sporting fields** and
  - **Library services**.
- ▶ High-performing services include:
  - **Sewerage and water services**
  - **Waste management** and
  - **Appearance of public areas**.
- ▶ Among residents that have had recent contact with Council, overall satisfaction with Council's staff is **outperforming** comparable NSW regional councils.
- ▶ Ninety-one percent (91%) of residents believe the Federation Council area is a good place to live.
- ▶ The key drivers of liveability are:
  - **Safety**
  - **Affordability** and
  - **Civic pride**.
- ▶ There is a strong, positive correlation between perceptions of liveability and overall satisfaction with Council. Residents that enjoy living in the area have high perceptions of the performance of Federation Council and vice versa.

## KEY FINDINGS

### To further improve community satisfaction with Council, start within the organisation

- ▶ Council's performance in the delivery of **Governance** services is encouraging, with all seven services recording medium average satisfaction ratings and performing in-line with results from 2016. This is a strong result given the challenges posed by amalgamation.
- ▶ However, these services are performing below-average compared to Council's wider service provision.
- ▶ Residents that provided a low overall satisfaction rating (1-2) are least satisfied with these services.
- ▶ To increase residents' overall satisfaction, Federation Council should focus on further improving the perceptions of governance services including:
  - **Council leadership and advocacy**
  - **Decisions made in the interest of the community**
  - **Providing value for money for my rates**
  - **Being a well-run and managed Council.**
- ▶ This extends to services within the **Economy** service area including **planning and development** and **promotion of economic development and job growth**.
- ▶ This is achieved through continual and effective communication, engagement and consultation with residents surrounding Council decision making, planning and financial management.
- ▶ Improvement in the two 'low' performing services (**public transport** and **maintenance of unsealed local roads**) will not have a strong, positive impact on overall satisfaction with Council because dissatisfaction is widespread across residents regardless of their overall satisfaction rating.

## INTRODUCTION

IRIS Research was commissioned by Federation Council to conduct a Community Satisfaction Survey in 2020 which tracks Council's performance in service delivery, identifies priority areas and evaluates Council's customer services and communication.

The objectives for the Customer Satisfaction Survey process were to:

1. Measure and track the performance of Council in delivering services and facilities.
2. Uncover Council's areas of improvement and priorities for the near future.
3. Measure support for Council's proposed Special Rate Variation.
4. Understand community perceptions regarding liveability and Council's customer services and communications.

*This project was carried out in compliance with  
ISO 20252 – Market and Social Research Management.*

Certification MSR 701303



## SUMMARY OF FINDINGS

The Community Satisfaction Survey 2020 collected 400 completed responses by telephone from residents of the Federation Council area aged 18 years and over.

### Overall satisfaction with Federation Council

- ▶ Overall satisfaction with the services and facilities provided by Council is **3.51** out of 5.
- ▶ **Fifty-two percent (52%) of residents are satisfied** with the performance of Council while 13 percent are dissatisfied.
- ▶ Thirty-four percent (34%) provided a neutral rating of 3. These residents present a strong opportunity to be converted into satisfied residents and advocates of Council.
- ▶ There are no significant differences in average satisfaction across different subgroups.
- ▶ Council is **performing in-line** with comparable NSW regional councils.
- ▶ Of the 49 residents that provided a reason for their low overall satisfaction rating [1-2], eleven residents highlighted a perceived lack of communication and consultation.

### Special Rate Variation

- ▶ Support for Council's Special Rate Variation (SRV) is mixed, with 28 percent of residents supportive and 42 percent of residents not supportive.
- ▶ Twenty-eight percent (28%) of residents provided a neutral rating of 3, highlighting an opportune base that can become supporters through further engagement.
- ▶ The average support rating for Council's proposed SRV is **2.69** out of 5.
- ▶ Residents from Corowa and surrounding areas are more supportive than other residents.
- ▶ The main reasons why residents support the SRV is that they consider the facilities to be high-quality investments that will benefit the area.
- ▶ The main reasons why residents do not support the SRV is that they will not personally benefit from the facilities, in particular residents of Howlong and surrounding areas, and that the current levels of rates is costly enough.



## Performance of Key Service Areas

Respondents were asked to rate their satisfaction with 41 Council services and facilities across five service areas using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

The tables for Council services and facilities in this summary contain several measures:

- ▶ **Dissatisfied** refers to the proportion of residents who provided a low satisfaction rating of 1 or 2.
- ▶ Neutral refers to the proportion of residents who provided a neutral rating of 3.
- ▶ **Satisfied** refers to the proportion of residents who provided a satisfaction rating of 4 or 5.
- ▶ **Average** refers to the average satisfaction rating from the Community Satisfaction Survey 2020.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant (see Section 3.1). The different classifications include:
  - **Strategic Advantage:** An above-average performing service that has a strong impact on creating overall satisfaction with Council.
  - **Differentiator:** A service that performs above average but does not have a strong relationship with overall satisfaction.
  - **Potential Vulnerability:** A below-average performing service that does not have a strong relationship with overall satisfaction. Improvement in these services will not result in a strong increase in overall satisfaction with Council.
  - **Key Vulnerability:** A below-average performing service that has a strong impact on overall satisfaction. Improvement in these services will have a strong, positive impact on overall satisfaction.

## Infrastructure

Satisfaction with infrastructure services is mixed. **Appearance of public areas** and **car parking** recorded high average satisfaction ratings [above 3.75]. Furthermore, these two services are **Strategic Advantages**, meaning not only are they high performing but these services also have a strong impact on creating overall satisfaction with Council.

**Maintenance of unsealed local roads** and **public transport** were the only services within the survey to record low average satisfaction ratings [below 3.00]. However, these services are not drivers of overall satisfaction.

**Maintenance of sealed local roads** is the only **Key Vulnerability**: this service is performing below average but has a strong impact on creating overall satisfaction with Council. This aligns with the open-ended responses provided by residents which cited roads as the key priority for improvement over the next five years.

**Table 1 Summary of Infrastructure Services**

Infrastructure	Dissatisfied	Neutral	Satisfied	Average	Strategic Location
Appearance of public areas	7%	20%	72%	3.9	Strategic Advantage
Car parking	11%	23%	65%	3.8	Strategic Advantage
Maintenance of bridges	14%	23%	57%	3.6	Differentiator
Public toilets	15%	26%	45%	3.5	Differentiator
Condition of local streets	16%	32%	52%	3.5	Differentiator
Street lighting	24%	23%	51%	3.4	Potential Vulnerability
Swimming pools	19%	8%	33%	3.4	Potential Vulnerability
Maintenance of sealed local roads	24%	32%	44%	3.2	Key Vulnerability
Condition of local footpaths	26%	27%	42%	3.2	Potential Vulnerability
Maintenance of unsealed local roads	34%	30%	23%	2.8	Potential Vulnerability
Public transport	34%	13%	9%	2.2	Potential Vulnerability

Note: Percentages do not sum to 100% as the proportion that did not provide a rating are not reported.

## Economy

All economic services recorded medium average satisfaction ratings. **Planning and development** and **promotion of economic development and job growth** are Council's **Key Vulnerabilities**. The performance of these services is below average and they are important drivers of overall satisfaction with Council.

These results align with open-ended responses provided by residents where **economic development** was the second most common priority for improvement identified. Working-age residents aged 35 to 64 years are less satisfied with economic development and job growth compared to the 65 plus years age group.

**Table 2 Summary of Economy Services**

Economy	Dissatisfied	Neutral	Satisfied	Average	Strategic Location
Protection of heritage	8%	30%	53%	3.6	Differentiator
Promotion of tourism	18%	32%	44%	3.4	Potential Vulnerability
Planning and development	20%	29%	40%	3.3	Key Vulnerability
Development application assessment process	15%	25%	22%	3.1	Potential Vulnerability
Promotion of economic development and job growth	25%	31%	29%	3.0	Key Vulnerability

Note: Percentages do not sum to 100% as the proportion that did not provide a rating are not reported.

## Environment

Environmental services are a **key strength** of Council's overall service provision. Four service recorded **high** average satisfaction ratings.

**Parks, playgrounds and gardens** and **water services** are Council's **Strategic Advantages** as they have a strong impact on creating overall satisfaction with Council.

**Promoting environmental sustainability** and **stormwater drainage** are important services that are performing below average. They are classified as **Key Vulnerabilities**. Residents of Corowa and surrounding areas are more satisfied with stormwater drainage compared to other areas.

**Table 3 Summary of Environment Services**

Environment	Dissatisfied	Neutral	Satisfied	Average	Strategic Location
Parks, playgrounds and gardens	3%	15%	80%	4.2	Strategic Advantage
Sewerage services	5%	19%	65%	3.9	Differentiator
Water services	8%	21%	63%	3.8	Strategic Advantage
Waste management	14%	19%	64%	3.8	Differentiator
Promoting environmental sustainability	15%	34%	38%	3.3	Key Vulnerability
Flood protection	17%	25%	40%	3.3	Potential Vulnerability
Weed management	22%	33%	41%	3.3	Potential Vulnerability
Stormwater drainage	28%	28%	39%	3.1	Key Vulnerability

Note: Percentages do not sum to 100% as the proportion that did not provide a rating are not reported.

## Community

Community is best-performing category of services. All but two services are performing above average and have been classified as **Strategic Advantages** or **Differentiators**.

Council's **Strategic Advantages** within this category include:

- ▶ **Childcare services**
- ▶ **Community buildings and halls**
- ▶ **Services and facilities for older people**
- ▶ **Community events**
- ▶ **Enforcement of local laws**

**Services and facilities for youth** was the lowest rated service. Residents of Howlong and surrounding areas are more satisfied with youth services and facilities compared to other areas.

**Table 4 Summary of Community Services**

Community	Dissatisfied	Neutral	Satisfied	Average	Strategic Location
Sporting fields	2%	14%	81%	4.2	Differentiator
Library services	5%	12%	71%	4.1	Differentiator
Childcare services	11%	14%	39%	3.6	Strategic Advantage
Services and facilities for children	14%	20%	49%	3.6	Differentiator
Community buildings and halls	12%	31%	51%	3.6	Strategic Advantage
Services and facilities for older people	11%	28%	45%	3.5	Strategic Advantage
Community events	12%	30%	51%	3.5	Strategic Advantage
Enforcement of local laws	16%	29%	45%	3.4	Strategic Advantage
Art galleries and cultural centres	14%	26%	35%	3.4	Potential Vulnerability
Services and facilities for youth	26%	24%	31%	3.1	Potential Vulnerability

Note: Percentages do not sum to 100% as the proportion that did not provide a rating are not reported.

## Governance

**Governance is Council's key service category for improvement.** This was highlighted by analysis conducted in Section 3 – Prioritising Council Services & Analysis.

Four of Council's nine **Key Vulnerabilities** are within this category:

- ▶ **Council leadership and advocacy**
- ▶ **Being a well-run and managed Council**
- ▶ **Decisions made in the interest of the community**
- ▶ **Providing value for money for my rates**

Of the residents that provided a low overall satisfaction rating [1-2], **four of the five lowest-performing services** are governance services. This suggests improvement in the performance of governance services is key to converting dissatisfied residents and improving overall satisfaction with Council.

Residents are more satisfied with the information provided to them by Council compared to the opportunities for consultation and engagement.

For all seven governance services average satisfaction was higher for residents that rarely hear or read negative news stories or comments about Council.

**Table 5 Summary of Governance Services**

Governance	Dissatisfied	Neutral	Satisfied	Average	Strategic Location
Ease of access to services	11%	32%	53%	3.6	Differentiator
Informing the community	18%	29%	51%	3.5	Differentiator
Council leadership and advocacy	16%	30%	43%	3.4	Key Vulnerability
Being a well-run and managed Council	18%	35%	40%	3.3	Key Vulnerability
Decisions made in the interest of the community	21%	31%	43%	3.3	Key Vulnerability
Providing value for money for my rates	26%	30%	37%	3.2	Key Vulnerability
Community consultation and engagement	24%	33%	35%	3.1	Potential Vulnerability

Note: Percentages do not sum to 100% as the proportion that did not provide a rating are not reported.

## Facility Utilisation

- ▶ There is a strong, positive relationship between facility usage rates [the proportion of residents that use a facility at least once a year] and satisfaction with facilities.
- ▶ This indicates there are currently no underutilised or ‘hidden gem’ facilities. The best facilities are being used by the most residents.
- ▶ The facilities used by the most residents are **parks, playgrounds and gardens**. On average, they are visited by users 41.6 times per year or about 3.5 times per month.
- ▶ **Parks, playgrounds and gardens** are also the facilities with the highest satisfaction rating [4.2].
- ▶ **Sporting fields** and **libraries** are other high-performing facilities that are used by most residents.

**Table 6 Facility Usage**

Facilities	Facility Usage Rate	Average Number of Uses per Year
Parks, playgrounds and gardens	82%	41.6
Community buildings and halls	71%	10.0
Sporting fields	67%	32.9
Libraries	58%	9.4
Art galleries and cultural centres	39%	2.0
Facilities for children	33%	14.9
Swimming pools	29%	15.5
Facilities for youth	24%	6.9
Facilities for older people	21%	7.7

## Liveability

- ▶ Residents have strong perceptions of liveability, with **91 percent agreeing the Federation Council area is a good place to live**. Over half [55%] provided the highest rating of 5.
- ▶ There are no significant differences in overall perceptions of liveability among subgroups – this view is held across residents with a wide demographic profile and across different geographical areas.
- ▶ The key drivers of the liveability of the area are **safety** and **affordability**.
- ▶ Council should highlight and promote their role in driving economic development and job growth, particularly to residents of Urana and surrounding areas.

## Customer Experience

- ▶ Most residents that have contacted Council in the past [‘customers’] were satisfied with their overall customer experience.
- ▶ Customers were particularly satisfied with Council’s staff, with almost half [49%] providing the highest rating of 5.
- ▶ Satisfaction with Council’s staff is **outperforming** comparable NSW regional councils.
- ▶ Sixty-three percent [63%] of residents have contacted Council in the past 12 months.
- ▶ Most customers contacted Council **by telephone** [52%] while a further 34 percent **visited in person**. These results align with the preferences of the wider community.
- ▶ The most common reasons for contacting Council are **rates and payments, planning and development** and **registration, licences and permits**.

## Communication

- ▶ The five most **used** sources of receiving information from Council include:
  1. **By mail** [69%]
  2. **Word of mouth [e.g. family and friends]** [61%]
  3. **Local newspapers** [60%]
  4. **Social media [e.g. Facebook]** [37%]
  5. **Television** [34%]
- ▶ The five most **preferred** sources of receiving information from Council include:
  1. **By mail** [37%]
  2. **Local newspapers** [15%]
  3. **Social media [e.g. Facebook]** [11%]
  4. **Email** [10%]
  5. **Howlong Grapevine** [6%]
- ▶ Section 7 – Communication lists the top three most used and most preferred sources for every combination of gender and age group.
- ▶ On average, residents hear a negative news story or comment about Council 11.9 times a year or about once a month. One in four residents [25%] never hear negative media about Council.



## RESEARCH DESIGN

The Federation Council Community Satisfaction Survey 2020 aimed to collect 400 completed responses from a random sample of residents in the Federation Council local government area. The reported results have a margin of error of  $\pm 4.9$  percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 4.9 percent of the true population value.

### Computer-Aided Telephone Interviews

**A telephone based (CATI) survey was used to secure a response from 400 residents throughout the local government area.**

175 responses were collected from mobile phones (44 percent of the total telephone interviews). The survey unit was residents of the Federation Council local government area. In order to qualify for an interview, respondents had to be permanent residents aged 18 years or older that have lived in the area for at least six months and are not elected Councillors of Federation Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 10 August to 18 August 2020. Calls were made between 4.30pm and 8.30pm during weekdays. Eighteen interviewers conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia (IQCA) quality guidelines. Continuous interviewer monitoring was used, and post-interview validations were conducted within five days of the close of the survey. Ten percent (10%) of all respondents were contacted after data collection was complete in order to verify and validate their data.

**Table 6 Final Telephony Sample**

Telephony	%	#
Landlines	56%	225
Mobiles	44%	175
<b>Total</b>		<b>400</b>

## Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 10 August to 24 August 2020 and **62 completed responses were collected.**

## Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected dataset is weighted to bring it back to the ideal age/sex distribution.

Table 7 reports the weighting factors for the sample. Using a high number of mobile phone numbers resulted in better access to young respondents and weighting factors that are well within accepted industry standards for community surveys.

**Table 7 Data Weighting Factors – Age/Sex**

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	893	868	37	36	9	10	4.07	3.56
35 to 49	933	990	38	41	20	30	1.91	1.35
50 to 64	1,349	1,354	55	56	47	81	1.18	0.69
65 plus	1,675	1,683	69	69	83	120	0.83	0.58
<b>Total</b>	<b>4,850</b>	<b>4,895</b>	<b>199</b>	<b>400</b>	<b>159</b>	<b>241</b>		

## Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age, town/village and length of time lived in the area were collected. Table 8 details the weighted sample profile for this survey.

**Table 8 Sample Profile**

Age	%	#	Length of time lived in area	%	#
18 to 34	18%	72	Less than one year	0.2%	1
35 to 49	20%	79	1 to 5 years	13%	51
50 to 64	28%	111	Six to 10 years	18%	70
65 plus	34%	138	11 to 15 years	9%	37
Gender	%	#	More than 15 years	60%	241
Male	50%	199			
Female	50%	201			

Base: All respondents (n=400)

**Table 9 Town/Village**

Town/Village	%	#
Balldale	0.9%	4
Boree Creek	0.2%	1
Corowa	52%	206
Daysdale	0.5%	2
Hopefield	1%	4
Howlong	18%	72
Lowesdale	1%	4
Morundah	0.3%	1
Mulwala	16%	65
Oaklands	4%	18
Rand	1%	4
Rennie	0.6%	2
Savernake	0.3%	1
Urana	4%	16

Base: All respondents (n=400)

## Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 (pp. 54-66) contains full subgroup analysis **for all questions** contained in the Community Satisfaction Survey 2020.

Subgroup analysis was conducted using the following demographic questions:

- ▶ Gender
- ▶ Age
- ▶ Length of time lived in the Federation Council area
- ▶ Area

To make comparisons between different areas, towns and villages in the Federation Council area were classified into four groups. These groups were approved by Council during the analysis and reporting period.

Some questions were analysed according to how frequently residents hear or read a negative news story or comment about Council.

**Table 10 Area Subgroup**

Town/Village	%	#	Area Subgroup	%	#
Corowa	52%	206			
Hopefield	1%	4	Corowa and surrounds	54%	214
Lowesdale	1%	4			
Howlong	18%	72	Howlong and surrounds	19%	76
Balldale	0.9%	4			
Mulwala	16%	65	Mulwala and surrounds	17%	68
Rennie	0.6%	2			
Savernake	0.3%	1			
Urana	4%	16	Urana and surrounds	10%	41
Oaklands	4%	18			
Rand	1%	4			
Daysdale	0.5%	2			
Boree Creek	0.2%	1			
Morundah	0.3%	1			

Base: All respondents (n=400)



## Internal Benchmarks

Part of the Community Satisfaction Survey 2020 process was for IRIS Research and Federation Council to co-design a new questionnaire tailored for the Federation Council area. This was based off a generalised 2016 questionnaire for newly amalgamated councils that was not designed or delivered by IRIS Research. Changes include updated and improved wording for existing questions, a larger and more relevant service list as well as the development of new questions.

Where possible, indicative comparisons have been made with 2016 results. However, due to the changes in question wording, no statistically significant differences are reported. Question wording from the 2016 survey is included for additional context.

The Community Satisfaction Survey 2020 establishes a strong baseline for future research and trend analysis.

## External Benchmarks

Where possible, results for the Community Satisfaction Survey 2020 have been benchmarked and compared with an amalgamation of comparable NSW regional councils. This analysis highlights areas where Federation Council is outperforming, underperforming or performing in-line with comparable councils.

Average satisfaction ratings are benchmarked out of 100 to allow for comparisons between councils with different ratings scales (e.g. ten-point scales).

# 1 OVERALL SATISFACTION

This section of the report covers residents' overall satisfaction with the performance of Federation Council over the past 12 months. It includes subgroup analysis and comparisons with previous results [internal benchmarks] and similar councils [external benchmarks].

## 1.1 Overall satisfaction with Federation Council

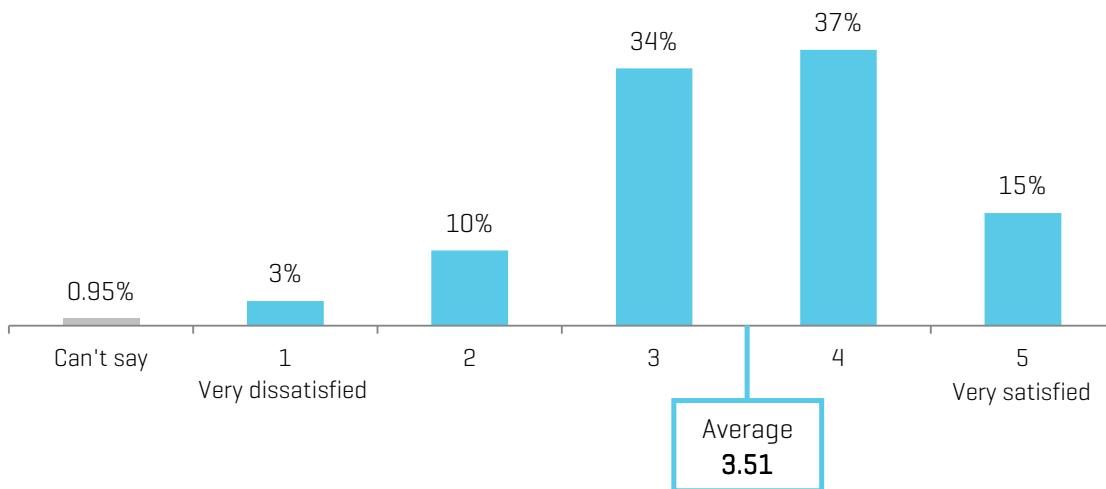
**Most residents are satisfied with the performance of Federation Council over the past 12 months.**

In total, 52 percent of residents are satisfied overall with the performance of Council, with 15 percent providing the highest rating of 5. Thirteen percent (13%) are dissatisfied while 34 percent provided a neutral rating of 3.

**These results combined for a medium average satisfaction score of 3.51.**

Comparison tests were used to test for statistically significant differences in average satisfaction across subgroups. There were no significant differences in average satisfaction across subgroups.

**Figure 1.1 Overall satisfaction with Federation Council**



Base: All respondents (n=400)

Q: Using a 1 to 5 scale, please rate your overall satisfaction with the performance of Federation Council over the past 12 months.

### Why are residents dissatisfied?

Residents that provided a low overall satisfaction rating [1-2] were asked to describe the reason for their rating. These open-ended responses were classified into themes [see Figure 1.2]. A full list of responses was provided to Council in a separate report.

Of the 49 residents that provided a response, eleven residents provided a low overall satisfaction rating due to a perceived **lack of communication and consultation**. These responses described a lack of transparency from Council and minimal community involvement in decision making.

While these respondents make up a small proportion of the overall sample, these responses align with the results of Section 3 – Prioritising Services & Facilities which uncovered Council **governance services** as key areas for improvement.

**Figure 1.2 Reasons why residents are dissatisfied**



Base: Dissatisfied overall with Council [n=49]

Note: 2 residents did not provide a comment.

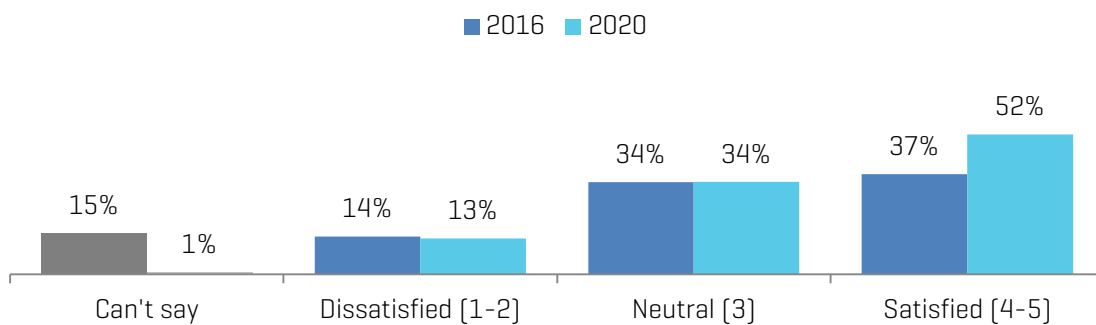
## 1.2 Internal Benchmarks

Figure 1.3 compares the breakdown of satisfaction ratings with previous results from 2016.

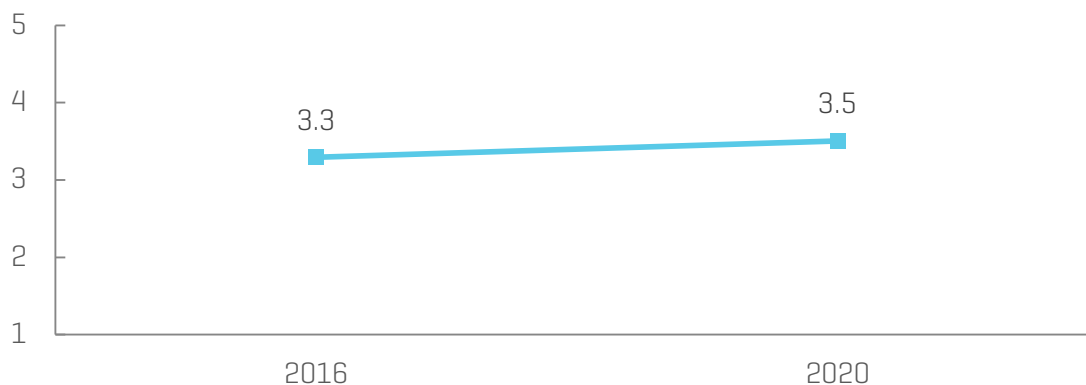
There has been a strong increase [+15% pts] in the proportion of satisfied residents over the past four years, now sitting at 52 percent. This change has been driven by a decline in the number of residents that could not provide a rating. Residents are now more able and willing to form and express an opinion about Council. The proportion of dissatisfied residents is slightly lower compared to 2016, down one percent [1%].

Figure 1.4 compares the average overall satisfaction rating for 2020 with the previous result from 2016. Due to changes in question wording since 2016 we cannot state this change is statistically significant but it is a strong indication that community satisfaction with Council has improved since 2016.

**Figure 1.3 Overall satisfaction with Federation Council – Comparison of Ratings**



**Figure 1.4 Overall satisfaction with Federation Council – Internal Benchmarks**



Q (2016): How do you feel about the current performance of Council, not just on one or two issues, but overall across all responsibility areas?

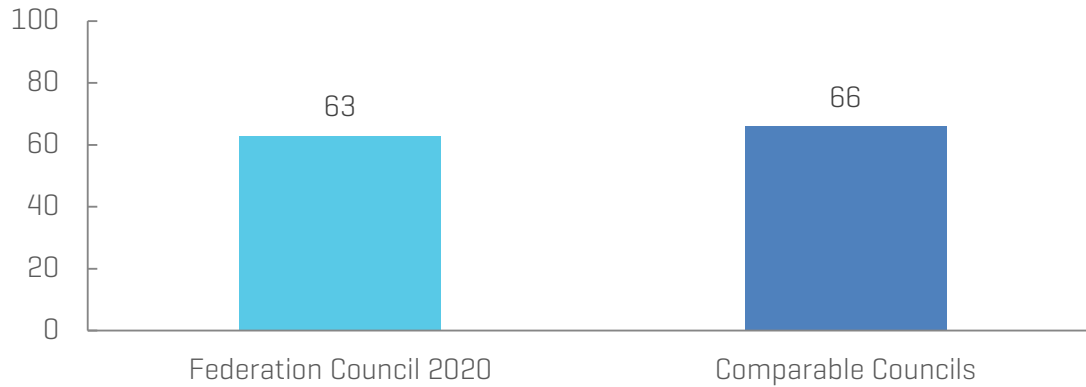


### 1.3 External Benchmarks

Figure 1.5 displays the benchmarked Council's average overall satisfaction score out of 100 and compares it against an amalgamation of councils with comparable characteristics to Federation Council. A difference of +/- 4 pts indicates a statistically significant difference.

**Overall satisfaction with Council is performing in-line with comparable NSW regional councils.**

**Figure 1.5 Overall satisfaction with Federation Council – External Benchmarks**



## 2 COUNCIL SERVICES

This section reports on the services and facilities provided by Federation Council. Respondents were asked to rate their satisfaction with 41 services and facilities provided by Council using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

These services and facilities were classified into five service areas and this section reports the results by service area.

**Table 2.1 Council Services & Facilities**

<b>Infrastructure</b>	<b>Economy</b>
Appearance of public areas	Development application assessment process
Car parking	Planning and development
Condition of local footpaths	Promotion of economic development and job growth
Condition of local streets	Promotion of tourism
Maintenance of bridges	Protection of heritage
Maintenance of sealed local roads	<b>Environment</b>
Maintenance of unsealed local roads	Flood protection
Public toilets	Parks, playgrounds and gardens
Public transport	Promoting environmental sustainability
Street lighting	Sewerage services
Swimming pools	Stormwater drainage
<b>Community</b>	Waste management
Art galleries and cultural centres	Water services
Childcare services	Weed management
Community buildings and halls	<b>Governance</b>
Community events	Being a well-run and managed Council
Enforcement of local laws	Community consultation and engagement
Library services	Council leadership and advocacy
Services and facilities for children	Decisions made in the interest of the community
Services and facilities for older people	Ease of access to services
Services and facilities for youth	Informing the community
Sporting fields	Providing value for money for my rates

## 2.1 Infrastructure

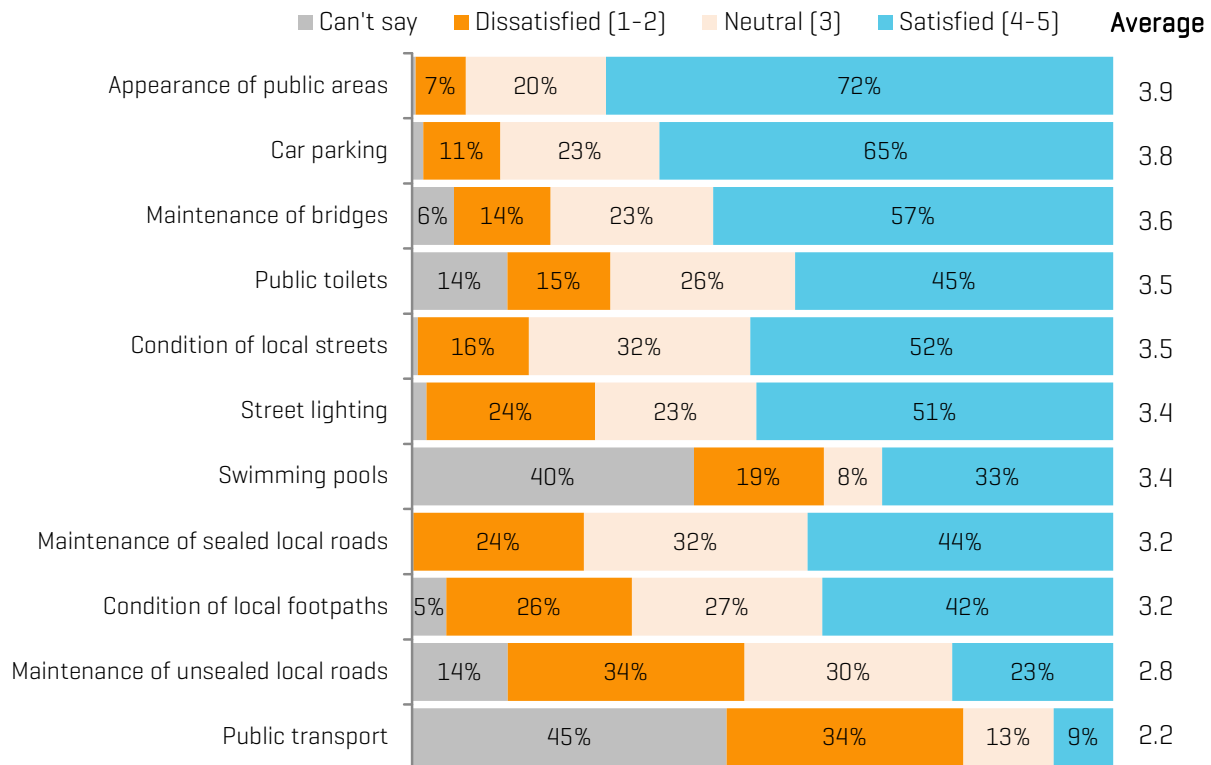
Residents were asked to rate their satisfaction with eleven services related to infrastructure.

Satisfaction results for infrastructure services are mixed, with two services recording high average ratings [above 3.75] and two services recording low average ratings [below 3.00]. All other services recorded medium level ratings.

Residents are highly satisfied with the **appearance of public areas** (3.9) and **car parking** (3.8) in the Federation Council area.

Services related to transport infrastructure such as roads, footpaths and public transport were lower performing. **Maintenance of unsealed local roads** (2.8) and **public transport** (2.2) recorded low average ratings. These were the only two services within the survey that recorded low average ratings. Almost half (45%) of residents did not offer a rating for public transport.

**Figure 2.1 Infrastructure – Satisfaction**



Base: All respondents (n=400)

Q: Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', please rate your satisfaction with the following Council services and facilities using a number only.

Table 2.2 lists significant differences among subgroups for this category of services. There are no significant differences by length of time lived in the area. Most significant differences are related to age and area.

Residents aged 65 plus years are generally more satisfied with infrastructure services compared to other residents, particularly the 50 to 64 years age group.

Residents of Corowa, Howlong and surrounding areas are more satisfied with a range of services compared to other residents.

**Table 2.2 Infrastructure – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	- Females are more satisfied with <b>maintenance of bridges</b> than males.
<b>Age</b>	- 65+s are more satisfied with <b>maintenance of bridges</b> than 18-34s and 50-64s. - 65+s are more satisfied with the following compared to 50-64s: <ul style="list-style-type: none"> <li>- <b>Condition of local streets</b></li> <li>- <b>Street lighting</b></li> <li>- <b>Swimming pools</b></li> </ul> - 65+s are more satisfied with <b>maintenance of sealed local roads</b> compared to all other age groups.
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	- Residents of South and East are more satisfied with <b>maintenance of bridges</b> than residents of North and West. - Residents of South are more satisfied with <b>condition of local streets</b> than residents of North. - Residents of South are more satisfied with <b>street lighting</b> than residents of East and West. - Residents of East are more satisfied with <b>swimming pools</b> than all other residents. - Residents of South and East are more satisfied with <b>maintenance of sealed local roads</b> than residents of North.
<b>Length of time lived in area</b>	Nil

Table 2.3 compares the average satisfaction ratings for infrastructure services for 2020 with previous results from 2016. The service list was expanded in 2020 and most services were renamed. There are several services which can be compared with the more generalised services from 2016.

**Table 2.3 Infrastructure – Internal Benchmarks**

2016		2020	
Appearance of public areas	4.0	Appearance of public areas	3.9
Condition of local streets and footpaths	3.3	Condition of local streets	3.5
		Condition of local footpaths	3.2
The condition of sealed local roads in your area	3.1	Maintenance of sealed local roads	3.2
Maintenance of unsealed roads in your area	2.9	Maintenance of unsealed local roads	2.8

Table 2.4 compares benchmarked results for Infrastructure against an amalgamation of NSW regional councils. A difference of +/- 4 pts indicates a statistically significant difference.

Federation Council is **underperforming** in the delivery of **swimming pools** and **condition of local footpaths** compared to other councils.

**Table 2.4 Infrastructure – External Benchmarks**

Infrastructure	Federation Council 2020	Comparable Councils
Appearance of public areas	73	70
Public toilets	62	61
Swimming pools	59	72
Maintenance of sealed local roads	55	54
Condition of local footpaths	54	60
Maintenance of unsealed local roads	45	45

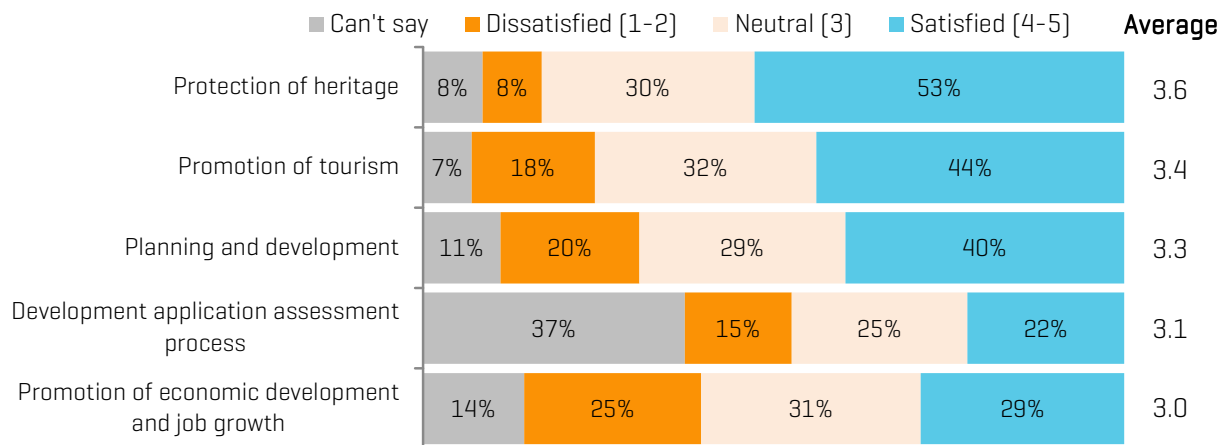
## 2.2 Economy

Residents were asked to rate their satisfaction with five services related to the local economy.

All economic services recorded medium level average satisfaction ratings. Residents are most satisfied with the **protection of heritage** [3.6]. Over half [53%] of residents are satisfied with this service. This is followed by **promotion of tourism** [3.4].

Residents are least satisfied with the **promotion of economic development and job growth**, with one in four [25%] residents providing a low rating.

**Figure 2.2 Economy – Satisfaction**



Base: All respondents [n=400]

Q: Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', please rate your satisfaction with the following Council services and facilities using a number only.

Table 2.5 lists significant differences among subgroups for this category of services. There are no significant differences by gender or length of time lived in the area.

Working-age residents aged 35 to 64 years are less satisfied with **promotion of economic development and job growth** compared to the 65 plus years age group.

**Table 2.5 Economy – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	- 65+s are more satisfied with <b>promotion of economic development and job growth</b> than 35-49s and 50-64s.
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	- Residents of West are more satisfied with <b>promotion of tourism</b> than residents of East.
<b>Length of time lived in area</b>	Nil

Table 2.6 compares average satisfaction ratings for economy services for 2020 with previous results from 2016. The service list was expanded in 2020 and most services were renamed. There are several services which can be compared with the more generalised services from 2016.

**Table 2.6 Economy – Internal Benchmarks**

2016		2020	
Tourism development	3.2	Promotion of tourism	3.4
Planning and building permits	3.4	Planning and development	3.3
		Development application assessment process	3.1
Business development	3.1	Promotion of economic development and job growth	3.0

Table 2.7 compares benchmarked results for Economy against an amalgamation of NSW regional councils. A difference of +/- 4 pts indicates a statistically significant difference.

Council is **underperforming** in **promotion of economic development and job growth** compared to other NSW regional councils.

**Table 2.7 Economy – External Benchmarks**

Economy	Federation Council 2020	Comparable Councils
Promotion of tourism	59	60
Planning and development	57	57
Promotion of economic development and job growth	50	57



## 2.3 Environment

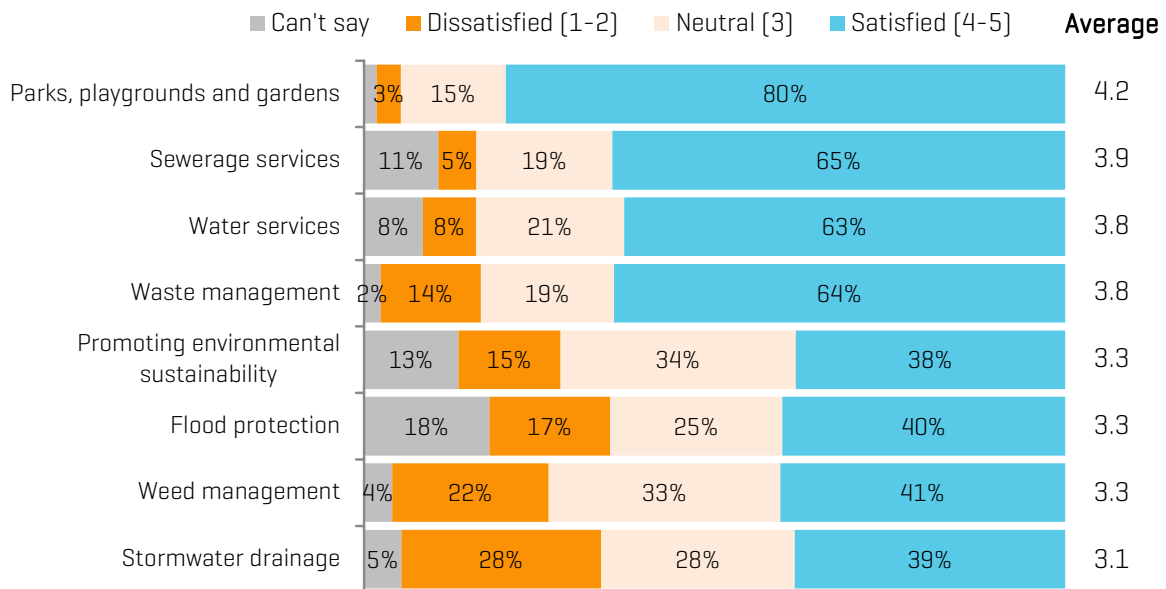
Residents were asked to rate their satisfaction with eight services related to the environment.

Environment is a high-performing category of services with four services recording high average satisfaction ratings. Residents are most satisfied with the **parks, playgrounds and gardens** in the Federation Council area [4.2], with 80 percent providing a high rating [4-5].

Other high-performing environmental services are **sewerage services** [3.9], **water services** [3.8] and **waste management** [3.8].

All other services recorded medium average ratings. Within this category residents are least satisfied with **stormwater drainage** [3.1]. Satisfaction with this service was significantly higher in Corowa and surrounding areas [3.4] compared to all other areas.

**Figure 2.3 Environment – Satisfaction**



Base: All respondents (n=400)

Q: Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', please rate your satisfaction with the following Council services and facilities using a number only.

Table 2.8 lists significant differences among subgroups for this category of services. There are no significant differences by gender.

Residents of Urana and surrounding areas were less satisfied with **waste management** and **flood protection** compared to residents of other areas.

**Table 2.8 Environment – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	- 65+s are more satisfied with <b>stormwater drainage</b> than 50-64s.
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	<ul style="list-style-type: none"> <li>- Residents of North are less satisfied with <b>waste management</b> and <b>flood protection</b> than all other residents.</li> <li>- Residents of South are more satisfied with <b>weed management</b> than East.</li> <li>- Residents of South are more satisfied with <b>stormwater drainage</b> than all other residents.</li> </ul>
<b>Length of time lived in area</b>	<ul style="list-style-type: none"> <li>- Residents that have lived in the area for 6 to 10 years and more than 15 years are more satisfied with <b>water services</b> than those that have lived in the area for 11 to 15 years.</li> <li>- Residents than have lived in the area for less than 5 years are more satisfied with <b>flood protection</b> than those that have lived in the area for more than 15 years.</li> </ul>

Table 2.9 compares average satisfaction ratings for environmental services for 2020 with previous results from 2016. The service list was expanded in 2020 and most services were renamed. There are several services which can be compared with the more generalised services from 2016.

**Table 2.9 Environment – Internal Benchmarks**

2016		2020	
Water and sewerage services	4.0	Sewerage services	3.9
		Water services	3.8
Waste management	3.8	Waste management	3.8

Table 2.10 compares benchmarked results for Environment against an amalgamation of NSW regional councils. A difference of +/- 4 pts indicates a statistically significant difference.

The **parks, playgrounds and gardens** of Federation Council are **outperforming** comparable councils. However, Council is **underperforming** in the delivery of **waste management**, which is generally a high-performing service across NSW.

**Table 2.10 Environment – External Benchmarks**

Environment	Federation Council 2020	Comparable Councils
Parks, playgrounds and gardens	79	71
Waste management	69	79

## 2.4 Community

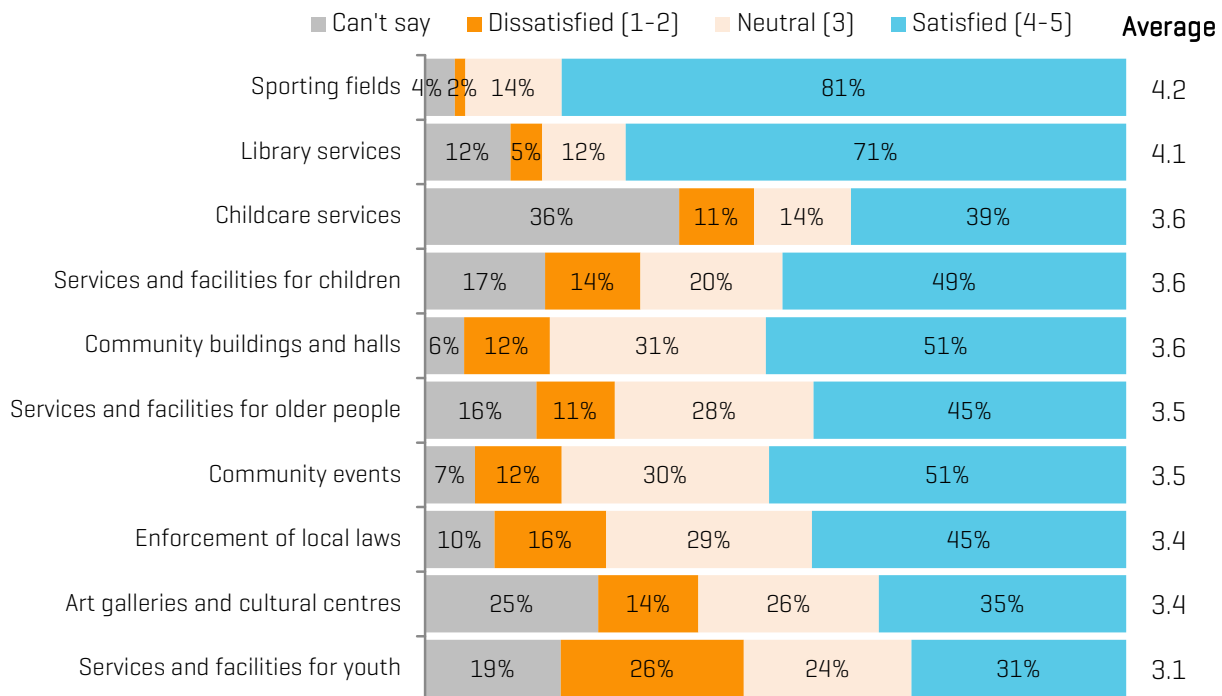
Residents were asked to rate their satisfaction with ten services related to the community.

Satisfaction with community services is generally positive, with two services recording high average ratings and eight services recording medium average ratings.

Residents are most satisfied with **sporting fields** [4.2]. Eighty-one percent [81%] of residents are satisfied with these facilities. **Library services** also recorded a high average rating [4.1] with 71 percent of residents satisfied.

**Services and facilities for youth** recorded the lowest rating at 3.1, with 26 percent of residents dissatisfied. There are no significant differences in average satisfaction by age group. Residents of Howlong and surrounding areas are more satisfied with youth services and facilities [3.5] compared to other areas.

**Figure 2.4 Community – Satisfaction**



Base: All respondents [n=400]

Q: Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', please rate your satisfaction with the following Council services and facilities using a number only.

Table 2.11 lists significant differences among subgroups for this category of services. There are no significant differences by age.

Most differences are related to area. Residents of Corowa, Howlong and surrounding areas are generally more satisfied with community services and facilities than other residents.

**Table 2.11 Community – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	- Females are more satisfied with <b>library services</b> than males.
<b>Age</b>	Nil
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	<ul style="list-style-type: none"> <li>- Residents of South and East are more satisfied with <b>sporting fields</b> than North.</li> <li>- Residents of South are more satisfied with <b>library services</b> than North.</li> <li>- Residents of South and East are more satisfied with <b>childcare services</b> than North and West.</li> <li>- Residents of South are more satisfied with <b>art galleries and cultural centres</b> than residents of East and West.</li> <li>- Residents of East are more satisfied with <b>services and facilities for youth</b> than all other residents.</li> </ul>
<b>Length of time lived in area</b>	- Residents that have lived in the area for less than 5 years are more satisfied with <b>services and facilities for children</b> than those that have lived in the area for more than 10 years.

Table 2.12 compares average satisfaction ratings for community services for 2020 with previous results from 2016. The service list was expanded in 2020 and most services were renamed. There are several services which can be compared with the more generalised services from 2016.

**Table 2.12 Community – Internal Benchmarks**

2016		2020	
Art centres and libraries	3.8	Library services	4.1
		Art galleries and cultural centres	3.4
Recreational facilities	3.6	Sporting fields	4.2
		Community buildings and halls	3.6
Community and cultural activities	3.4	Community events	3.5
Enforcement of local laws	3.5	Enforcement of local laws	3.4

Table 2.13 compares benchmarked results for Community against an amalgamation of NSW regional councils. A difference of +/- 4 pts indicates a statistically significant difference.

Federation Council **sporting fields** are **outperforming** comparable NSW regional councils. However, Council is **underperforming** in the delivery of **community buildings and halls** and **services and facilities for older people**.

**Table 2.13 Community – External Benchmarks**

Community	Federation Council 2020	Comparable Councils
Sporting fields	80	72
Library services	78	80
Community buildings and halls	64	68
Services and facilities for older people	63	68
Services and facilities for youth	52	54

## 2.5 Governance

Residents were asked to rate their satisfaction with seven services related to the governance of Federation Council.

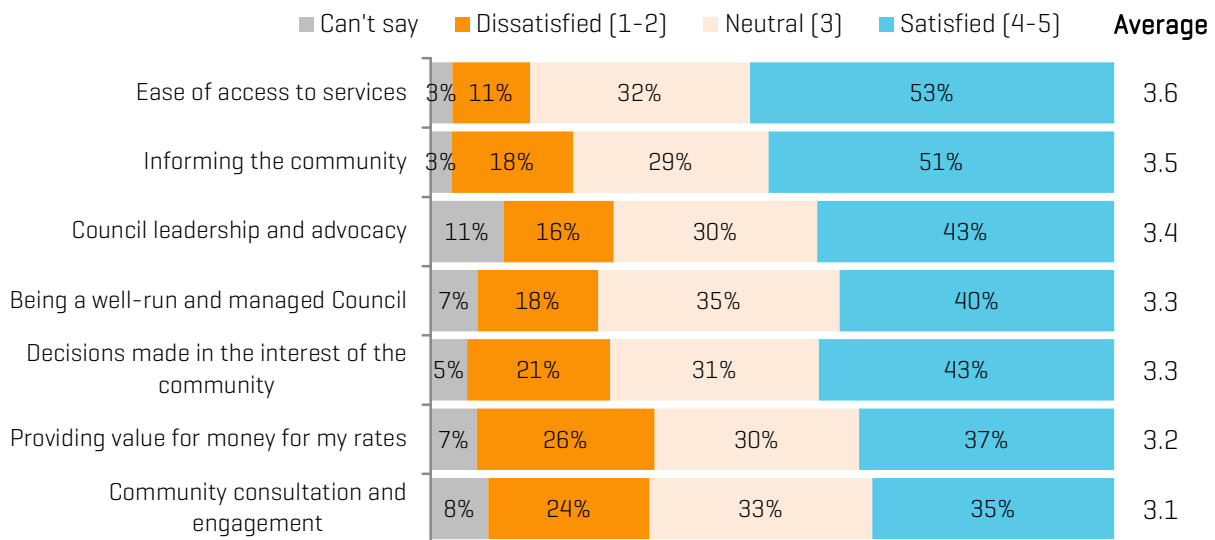
All services related to governance recorded medium average ratings. Residents are most satisfied with the **ease of access to services** (3.6), with 53 percent of residents providing a high rating. More than half (51%) of residents are satisfied with **informing the community**.

The service that recorded the lowest average rating is **community consultation and engagement** (3.1). Thirty-five percent (35%) of residents are satisfied with this services and 33 percent provided a neutral rating of 3. This service recorded a lower rating compared to **informing the community** (3.5), indicating that residents could delineate between the two services.

This suggests while residents are largely satisfied with the level of information they receive from Council, fewer residents are satisfied with the opportunities to be consulted on decision making.

Section 3 – Prioritising Services & Facilities highlights governance services as a key priority area to further improve overall satisfaction with Council.

**Figure 2.5 Governance – Satisfaction**



Base: All respondents (n=400)

Q: Using a 1 to 5 scale where 1 means 'very dissatisfied' and 5 means 'very satisfied', please rate your satisfaction with the following Council services and facilities using a number only.

Table 2.14 lists significant differences among subgroups for this category of services. There are no significant differences by gender.

**Table 2.14 Governance – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	- 65+s are more satisfied with <b>being a well-run and managed Council</b> than 50-64s.
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	- Residents of South are more satisfied with <b>decisions made in the interest of the community</b> than East.
<b>Length of time lived in area</b>	- Residents that have lived in the area for less than 5 years and more than 15 years are more satisfied with <b>community consultation and engagement</b> than those that have lived in the area for 11 to 15 years.

Table 2.15 compares average satisfaction ratings for governance services for 2020 with previous results from 2016. Wording from the 2016 questionnaire was maintained for these services

Satisfaction with governance is generally in-line with 2016, with an improvement in **informing the community** over the past four years.

**Table 2.15 Governance – Internal Benchmarks**

2016		2020	
Ease of access to services	3.6	Ease of access to services	3.6
Informing the community	3.3	Informing the community	3.5
Being a well-run and managed Council	3.4	Being a well-run and managed Council	3.3
Decisions made in the interest of the community	3.2	Decisions made in the interest of the community	3.3
Providing value for money for my rates	3.2	Providing value for money for my rates	3.2
Community consultation and engagement	3.2	Community consultation and engagement	3.1

Table 2.16 compares benchmarked results for Governance against an amalgamation of NSW regional councils. A difference of +/- 4 pts indicates a statistically significant difference.

**Table 2.16 Governance – External Benchmarks**

Governance	Federation Council 2020	Comparable Councils
Community consultation and engagement	54	57



## 2.6 Facility Usage

Due to COVID-19 and the lockdown restrictions residents were asked to answer facility usage questions based on the time before any restrictions came into effect. Furthermore, if they used a facility more often at a different time of year they were asked to answer based on their peak usage.

The facility usage rate [see Table 2.17] is the proportion of residents that use each facility at least once a year. Facility usage frequency [see Table 2.18] was used to calculate an average number of uses per year for each facility.

**Parks, playgrounds and gardens** are used by 82 percent of residents at an average of 41.6 times per year or 3.5 times per month. Other facilities that are used by most residents include **community buildings and halls** [71%], **sporting fields** [67%] and **libraries** [58%]. Facilities that are used more frequently include **sporting fields**, **swimming pools** and **facilities for children**. The relationship between satisfaction and usage is examined in Section 3.2 – Facility Utilisation.

**Table 2.17 Facility Usage**

Facilities	Facility Usage Rate	Average Number of Uses per Year
Parks, playgrounds and gardens	82%	41.6
Community buildings and halls	71%	10.0
Sporting fields	67%	32.9
Libraries	58%	9.4
Art galleries and cultural centres	39%	2.0
Facilities for children	33%	14.9
Swimming pools	29%	15.5
Facilities for youth	24%	6.9
Facilities for older people	21%	7.7

**Table 2.18 Facility Usage Frequency**

Facilities	Daily	Weekly	Monthly	Quarterly	Yearly	Never	N/A
Parks, playgrounds and gardens	6%	30%	23%	14%	8%	15%	3%
Community buildings and halls	1%	5%	14%	24%	27%	27%	2%
Sporting fields	3%	37%	13%	5%	8%	31%	3%
Libraries	0.3%	11%	16%	19%	12%	40%	2%
Art galleries and cultural centres	-	0.98%	7%	10%	21%	53%	8%
Facilities for children	2%	14%	8%	5%	4%	54%	13%
Swimming pools	3%	10%	4%	5%	7%	53%	18%
Facilities for youth	0.8%	6%	6%	7%	4%	64%	12%
Facilities for older people	1%	4%	4%	5%	6%	66%	13%

Base: All respondents [n=400]

Q: We understand that COVID-19 and the lockdown restrictions may have impacted your recent usage of venues and facilities. For the following questions please answer based on the time before any restrictions came into effect. How frequently do you use the following facilities? If you use a facility more often at a different time of the year, please answer based on your peak usage.

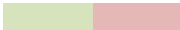
Table 2.19 displays significant differences in usage rate for facilities across subgroups. Most differences were related to age and area. Fewer residents aged 65 plus years use Council most facilities compared to other age groups except for **facilities for older people**.

Differences in usage rates across areas are mixed. Fewer residents of Howlong and surrounding areas use facilities including **parks, playgrounds and gardens, community buildings and halls,** and **sporting fields** compared to residents of other areas.

**Table 2.19 Facility Usage – Subgroup Analysis**

Facility Usage Rate	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks, playgrounds and gardens	82%	78%	86%	100%	93%	84%	65%
Community buildings and halls	71%	69%	73%	89%	65%	73%	63%
Sporting fields	67%	71%	62%	100%	83%	69%	38%
Libraries	58%	52%	64%	63%	63%	57%	53%
Art galleries and cultural centres	39%	32%	47%	15%	39%	50%	43%
Facilities for children	33%	24%	42%	46%	55%	31%	15%
Swimming pools	29%	24%	33%	42%	40%	23%	20%
Facilities for youth	24%	23%	24%	32%	52%	17%	9%
Facilities for older people	21%	21%	20%	6%	16%	15%	36%

Facility Usage Rate	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Parks, playgrounds and gardens	83%	75%	91%	75%	94%	82%	89%	78%
Community buildings and halls	76%	53%	71%	79%	61%	64%	82%	74%
Sporting fields	62%	56%	82%	84%	81%	71%	75%	61%
Libraries	55%	60%	72%	45%	72%	68%	83%	48%
Art galleries and cultural centres	51%	29%	20%	34%	29%	30%	57%	42%
Facilities for children	33%	30%	36%	34%	40%	45%	45%	26%
Swimming pools	25%	42%	11%	52%	35%	33%	36%	25%
Facilities for youth	27%	20%	20%	18%	37%	28%	18%	21%
Facilities for older people	21%	33%	9%	17%	15%	27%	15%	21%

 Statistically significant difference at the 95% confidence level.

## 3 PRIORITISING SERVICES & FACILITIES

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Federation Council and satisfaction with services and facilities as reported in the previous section.

### 3.1 Quadrant Analysis

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from regression analysis.

To form quadrants, the average derived importance score and average satisfaction score across all services and facilities were calculated. Services and facilities with a mean satisfaction score less than the overall average were classified as 'low' performing while those with a mean score above the average were classified as 'high' performing. Similarly, services and facilities have 'high' or 'low' importance depending on their position above or below the overall average.

**These scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in creating overall satisfaction with Council. Areas of personal importance are analysed in Section 3.3 'Top Priorities for Council – Open-Ended Responses'.**

Figure 3.1 [over-page] is Council's performance/importance quadrant.

1. The upper right quadrant [high importance and high satisfaction] represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant [high importance but low satisfaction] denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant [relatively lower importance and relatively lower satisfaction] represents lower priority service dimensions or 'Potential Vulnerabilities'.
4. The lower right quadrant [relatively lower importance and high satisfaction] represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis – Full View

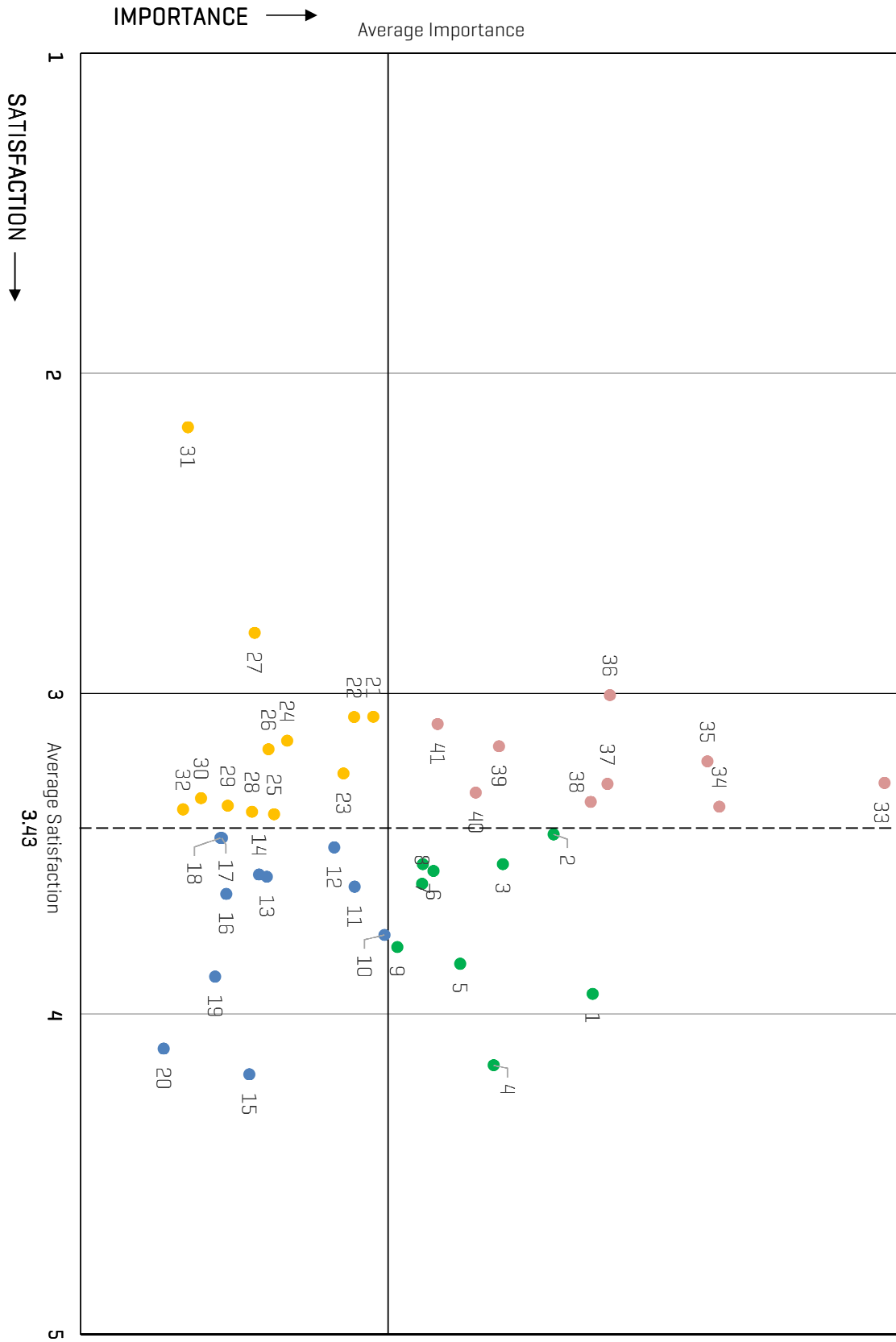


Figure 3.2 Quadrant Analysis

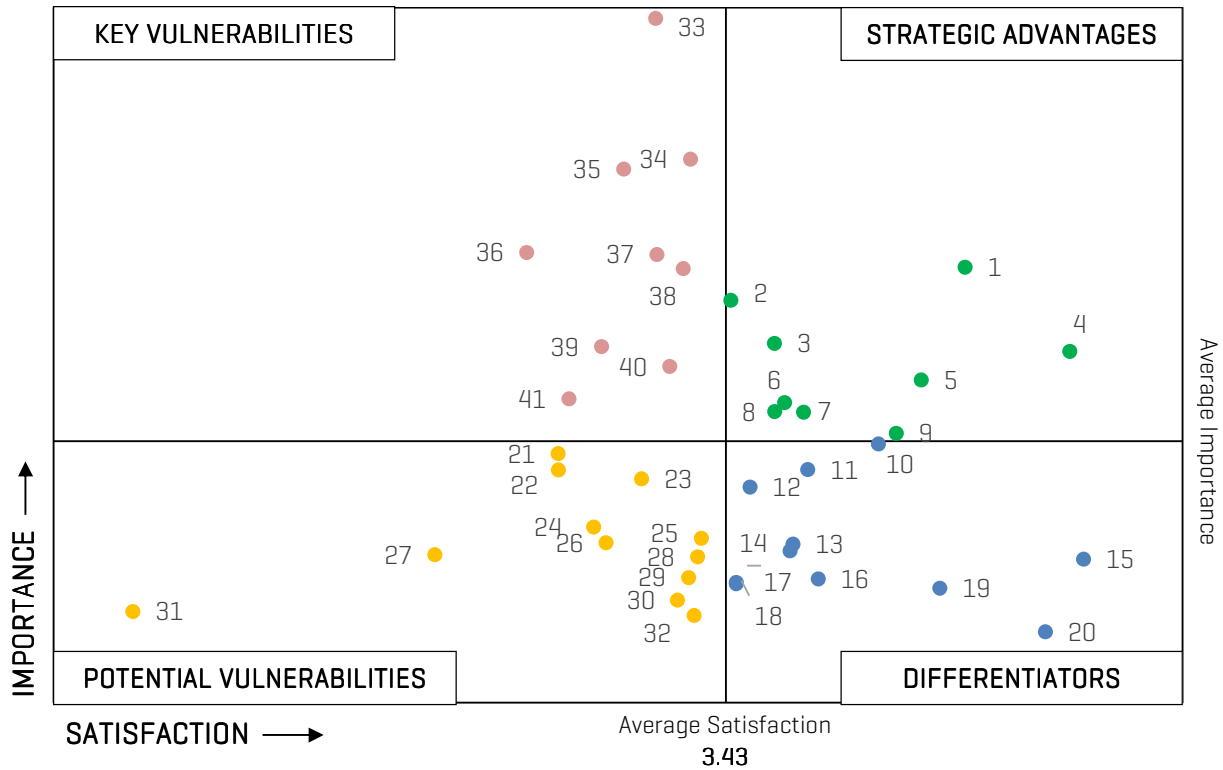



Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
33 – Planning and development	1 – Appearance of public areas
34 – Council leadership and advocacy	2 – Enforcement of local laws
35 – Maintenance of sealed local roads	3 – Community events
36 – Promotion of economic development and job growth	4 – Parks, playgrounds and gardens
37 – Decisions made in the interest of the community	5 – Water services
38 – Promoting environmental sustainability	6 – Community buildings and halls
39 – Providing value for money for my rates	7 – Services and facilities for older people
40 – Being a well-run and managed Council	8 – Childcare services
41 – Stormwater drainage	9 – Car parking
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
21 – Services and facilities for youth	10 – Waste management
22 – Development application assessment process	11 – Protection of heritage
23 – Weed management	12 – Public toilets
24 – Community consultation and engagement	13 – Ease of access to services
25 – Street lighting	14 – Services and facilities for children
26 – Condition of local footpaths	15 – Sporting fields
27 – Maintenance of unsealed local roads	16 – Maintenance of bridges
28 – Swimming pools	17 – Informing the community
29 – Art galleries and cultural centres	18 – Condition of local streets
30 – Flood protection	19 – Sewerage services
31 – Public transport	20 – Library services
32 – Promotion of tourism	



Services in the upper right quadrant are **Strategic Advantages** – these have an important impact on creating overall satisfaction with Federation Council and their performance is above average.

Council's nine **Strategic Advantages** include:

- ▶ Appearance of public areas
- ▶ Enforcement of local laws
- ▶ Community events
- ▶ Parks, playgrounds and gardens
- ▶ Water services
- ▶ Community buildings and halls
- ▶ Services and facilities for older people
- ▶ Childcare services
- ▶ Car parking

Services in the upper left quadrant are **Key Vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

Council's nine **Key Vulnerabilities** include:

- ▶ Planning and development
- ▶ Council leadership and advocacy
- ▶ Maintenance of sealed local roads
- ▶ Promotion of economic development and job growth
- ▶ Decisions made in the interest of the community
- ▶ Promoting environmental sustainability
- ▶ Providing value for money for my rates
- ▶ Being a well-run and managed Council
- ▶ Stormwater drainage

All other services are classified as **Differentiators** or **Potential Vulnerabilities** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with Council. The only two services which recorded low average ratings [3.00] do not have an important impact on creating overall satisfaction with Council.

Table 3.2 reports quadrant analysis by service category. According to quadrant analysis Council's highest performing service category is **Community**, with five Strategic Advantages and three Differentiators.

Council's Key Vulnerabilities were shared among the other four service categories, with four within **Governance** service area.

While no governance services are 'low' performing (average below 3.00), improvement in the four services within this category will improve residents' overall satisfaction with Council.

**Table 3.2 Quadrant Analysis by Service Category**

<b>Infrastructure</b>	<b>Economy</b>
Appearance of public areas	Protection of heritage
Car parking	Development application assessment process
Public toilets	Promotion of tourism
Maintenance of bridges	Planning and development
Condition of local streets	Promotion of economic development and job growth
Street lighting	<b>Environment</b>
Condition of local footpaths	Parks, playgrounds and gardens
Maintenance of unsealed local roads	Water services
Swimming pools	Waste management
Public transport	Sewerage services
Maintenance of sealed local roads	Weed management
<b>Community</b>	Flood protection
Enforcement of local laws	Promoting environmental sustainability
Community events	Stormwater drainage
Community buildings and halls	<b>Governance</b>
Services and facilities for older people	Ease of access to services
Childcare services	Informing the community
Services and facilities for children	Community consultation and engagement
Sporting fields	Council leadership and advocacy
Library services	Decisions made in the interest of the community
Services and facilities for youth	Providing value for money for my rates
Art galleries and cultural centres	Being a well-run and managed Council

### 3.2 Facility Utilisation

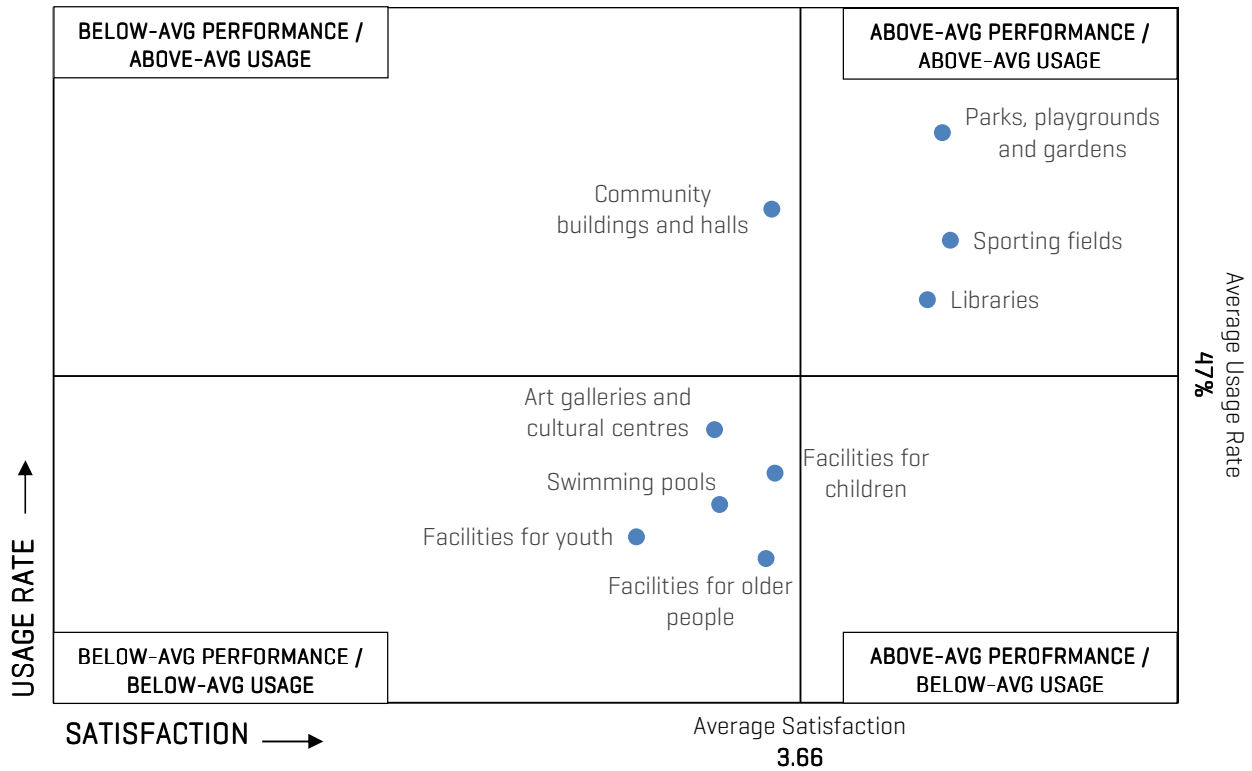
Figure 3.3 displays the relationship between usage rate and satisfaction. There is a strong, positive relationship between usage rate and satisfaction, which indicates that the best-performing facilities are the ones that most residents use.

This is a positive result and shows that there are no underutilised or ‘hidden gem’ facilities. The facilities that are used by fewer residents are mainly community facilities that are only relevant to specific groups [children, youth and older people].

Furthermore, the average satisfaction rating for facilities [3.66] is higher than the average across Council’s wider service provision [3.43], highlighting the strong performance of Council’s facilities.

Satisfaction with **art galleries and cultural centres** can improve through increased patronage. This can be achieved by staging community events at these facilities.

Figure 3.3 Facility Utilisation



Note: The average satisfaction score only includes the facilities in the quadrant.



### 3.3 Top Priorities for Council – Open-Ended Responses

Residents were asked what Council's top priority for improvement should be over the next five years. A full list of open-ended responses has been provided to Council in a separate report.

Thematic analysis was used to categorise responses into 36 themes. The breadth of responses shows there is not one key dominant area of improvement among the responses. This is a positive result as there is not one specific area that is perceived to be lacking among residents.

Figure 3.4 [over page] lists these themes by number of responses.

#### 1. Roads [n=43]

Forty-three responses related to roads. This is a common response to such questions across NSW, particularly in regional areas. These residents would like to see Council prioritise the maintenance and improvement of the local road network. Some residents specified rural roads.

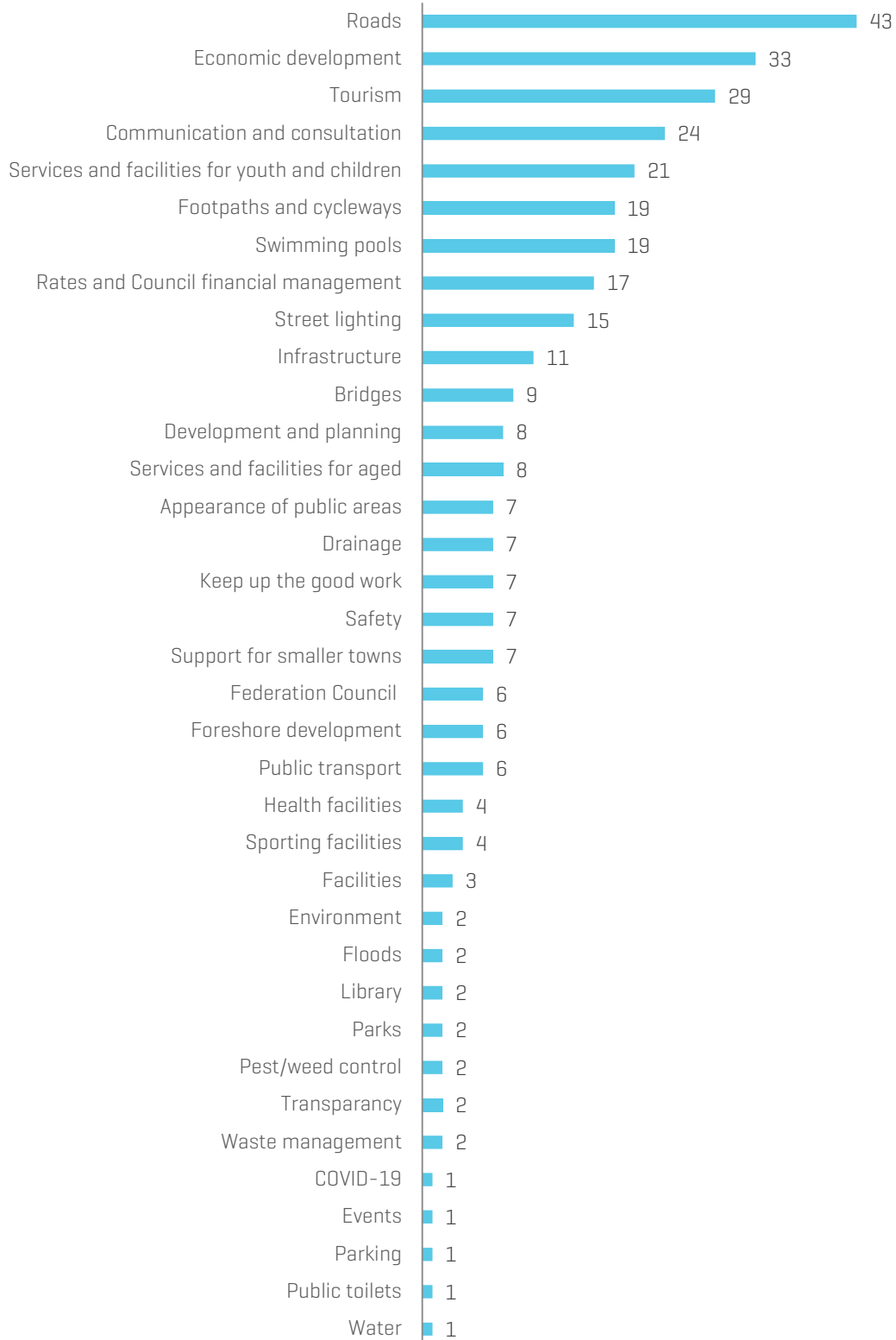
#### 2. Economic development [n=33]

Thirty-three responses related to economic development and covered topics such as job growth and encouraging new business investment in the Federation Council area. These residents would like Council to prioritise creating new employment opportunities for residents. Some responses cited the benefit for younger residents in the community.

#### 3. Tourism [n=29]

Twenty-nine responses related to tourism. These residents would like Council to prioritise the promotion of tourism and attract tourists to the area. Suggestions put forward include walkways along riverbanks, caravan parks and development of arts and culture.

**Figure 3.4 Top Priorities for Council – Open-Ended Responses**



Base: All responses (n=339)

Note: 61 residents did not provide a response.

Q: What should be Federation Council's one top priority for improvement over the next five years?

### 3.4 Satisfaction with Council services by overall satisfaction rating

Table 3.3 (over page) compares average satisfaction with Council services and facilities across levels of overall satisfaction. The five highest and lowest performing services for each level have been highlighted in order to show which services are high and low performing among all residents and which are high and low performing among particular overall satisfaction rating groups.

The top three performing services and facilities are consistent across all residents regardless of their overall satisfaction rating. These include:

- ▶ **Sporting fields**
- ▶ **Parks, playgrounds and gardens**
- ▶ **Library services**

**Appearance of public areas** and **sewerage services** are also top-five performing services for at least two overall satisfaction rating groups.

There is more disparity in the lowest-five performing services across these groups. **Public transport** is the lowest performing service for all residents regardless of overall satisfaction ratings.

Low-performing services for residents that provided neutral and satisfied overall satisfaction ratings include **promotion of economic development and job growth** and **maintenance of unsealed local roads**.

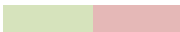
However, the remaining four low-performing services for residents that are dissatisfied overall are all **Governance** services:

- ▶ **Council leadership and advocacy**
- ▶ **Being a well-run and managed Council**
- ▶ **Decisions made in the interest of the community**
- ▶ **Community consultation and engagement**

Improvement in the performance of these governance services will aid in converting dissatisfied residents into neutral and satisfied residents and thus improve overall satisfaction with Council.

**Table 3.3 Satisfaction with Council services by overall satisfaction rating**

Council Services & Facilities	Overall Satisfaction Rating		
	Dissatisfied (1-2)	Neutral (3)	Satisfied (4-5)
Sporting fields	4.0	3.9	4.4
Parks, playgrounds and gardens	3.8	3.9	4.4
Library services	4.0	3.9	4.3
Appearance of public areas	3.5	3.6	4.3
Sewerage services	3.3	3.7	4.2
Water services	3.1	3.5	4.2
Car parking	2.8	3.7	4.1
Waste management	3.2	3.3	4.2
Maintenance of bridges	3.0	3.4	4.0
Protection of heritage	3.2	3.4	3.8
Childcare services	3.0	3.1	4.0
Ease of access to services	2.9	3.1	4.0
Services and facilities for children	2.9	3.3	3.9
Community buildings and halls	2.7	3.2	4.0
Services and facilities for older people	2.8	3.2	3.9
Community events	3.1	3.1	3.9
Public toilets	3.1	3.2	3.7
Condition of local streets	2.8	3.3	3.7
Informing the community	2.5	3.1	4.0
Enforcement of local laws	2.8	3.2	3.8
Street lighting	2.6	3.2	3.7
Swimming pools	2.7	3.0	3.9
Promotion of tourism	2.9	3.0	3.7
Council leadership and advocacy	1.9	3.0	4.0
Art galleries and cultural centres	2.8	3.0	3.7
Promoting environmental sustainability	2.7	3.1	3.6
Flood protection	2.6	3.1	3.6
Being a well-run and managed Council	1.9	2.9	4.0
Decisions made in the interest of the community	1.9	2.9	3.9
Planning and development	2.1	3.0	3.8
Weed management	2.7	2.9	3.6
Maintenance of sealed local roads	2.3	2.9	3.6
Condition of local footpaths	2.6	3.0	3.4
Providing value for money for my rates	2.1	2.7	3.8
Community consultation and engagement	1.7	2.8	3.8
Stormwater drainage	2.1	2.7	3.6
Development application assessment process	2.3	2.6	3.6
Services and facilities for youth	2.5	2.7	3.5
Promotion of economic development and job growth	2.0	2.7	3.5
Maintenance of unsealed local roads	2.2	2.6	3.1
Public transport	1.6	2.1	2.3

 Top five (green) and lowest five (red) performing services.

### 3.5 Satisfaction with Council services by frequency of hearing negative media

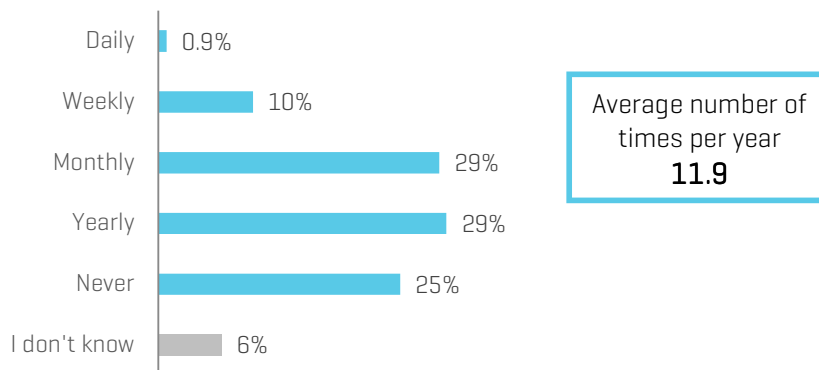
On average, residents hear a negative news story or comment about Federation Council 11.9 times a year, or about once a month. One in four residents (25%) never hear negativity about Council in the media.

Table 3.4 (over page) compares average satisfaction with Council services and facilities by frequency of hearing negative news and media. This analysis is intended to highlight how negative media can influence perceptions of the performance of Council services and facilities. Statistically significant differences in results are highlighted by colour.

For 21 of 41 services and facilities, as well as overall satisfaction with Council, residents who rarely hear negative news stories or comments about Council recorded higher average satisfaction ratings compared to those that hear negative media more frequently.

**This includes all seven Governance services.** These results highlight the importance of effectively communicating to residents all actions taken to improve the performance of these services as well as other service upgrades.

**Figure 3.5 Frequency of hearing negative news stories or comments about Council**



Base: All respondents (n=400)

Q: How often do you hear or read a negative news story or comment about Federation Council?

**Table 3.4 Satisfaction with Council services by frequency of hearing negative media**

Council Services & Facilities	Frequency of hearing negative media			
	Weekly or more often	Monthly	Yearly	Never
<b>Overall Satisfaction</b>	<b>3.0</b>	<b>3.3</b>	<b>3.6</b>	<b>3.8</b>
Sporting fields	4.2	4.1	4.1	4.4
Parks, playgrounds and gardens	4.2	4.0	4.1	4.4
Library services	4.3	4.1	4.0	4.2
Appearance of public areas	3.7	3.6	4.1	4.2
Water services	3.6	3.8	3.8	4.0
Waste management	3.4	3.6	3.8	3.9
Sewerage services	3.9	3.8	3.8	4.1
Car parking	3.7	3.7	3.8	3.9
Childcare services	3.3	3.5	3.6	3.8
Ease of access to services	3.1	3.4	3.7	3.8
Council leadership and advocacy	2.9	3.2	3.5	3.7
Informing the community	2.9	3.4	3.6	3.6
Being a well-run and managed Council	2.8	3.0	3.5	3.8
Community buildings and halls	3.3	3.3	3.8	3.8
Maintenance of bridges	3.8	3.5	3.5	3.8
Community events	3.5	3.4	3.5	3.9
Services and facilities for children	3.5	3.4	3.6	3.7
Decisions made in the interest of the community	2.6	3.1	3.5	3.6
Services and facilities for older people	3.1	3.5	3.7	3.7
Swimming pools	3.0	3.1	3.4	3.9
Protection of heritage	3.3	3.6	3.7	3.6
Planning and development	2.7	3.0	3.5	3.7
Providing value for money for my rates	2.4	3.1	3.3	3.5
Enforcement of local laws	2.9	3.4	3.3	3.8
Community consultation and engagement	2.6	3.0	3.3	3.4
Public toilets	3.5	3.4	3.5	3.5
Street lighting	3.0	3.2	3.4	3.7
Promotion of tourism	3.0	3.3	3.4	3.7
Condition of local streets	3.2	3.4	3.4	3.6
Art galleries and cultural centres	3.1	3.3	3.3	3.7
Maintenance of sealed local roads	2.8	3.1	3.2	3.5
Promoting environmental sustainability	3.2	3.0	3.5	3.6
Flood protection	3.1	3.2	3.3	3.6
Stormwater drainage	2.5	2.9	3.2	3.4
Weed management	2.8	3.0	3.4	3.7
Development application assessment process	2.5	2.9	3.4	3.4
Promotion of economic development and job growth	2.4	2.9	3.1	3.3
Services and facilities for youth	3.0	2.8	3.1	3.2
Condition of local footpaths	2.8	3.3	3.2	3.2
Maintenance of unsealed local roads	2.3	2.9	2.8	2.9
Public transport	2.1	2.0	2.2	2.3
Sporting fields	4.2	4.1	4.1	4.4
Parks, playgrounds and gardens	4.2	4.0	4.1	4.4

 Statistically significant difference at the 95% confidence level.

## 4 SPECIAL RATE VARIATION

The following preamble describing Council’s proposed Special Rate Variation (SRV) was read to respondents:

*Council is well advanced on the construction of a number of new community facilities such as the Corowa Swimming Pools, Urana Aquatic Centre and the All Abilities Playground in Mulwala. There will be additional expenditure required to operate these facilities.*

*Council is considering a special rate variation to raise the additional funding. This would involve a 6-8% increase spread over two years. If Council did not proceed with the special rate variation other services will need to be reduced to cover the costs of operating the new facilities.*

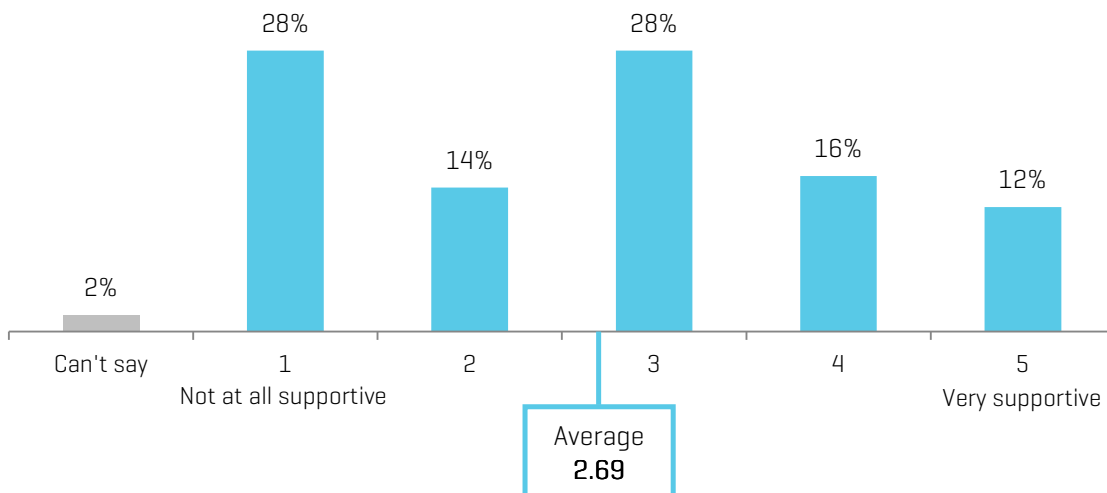
Support for the SRV is mixed. In total, 28 percent support the SRV, with 12 percent providing the highest rating of 5. In total, 42 percent are not supportive, with 28 percent providing the lowest rating of 1. A further 28 percent are neutral in their support, highlighting an opportune base of residents that can become supporters through further engagement.

**These results combined for an average support rating of 2.69.**

The average support rating for residents from Corowa and surrounding areas (2.9) is significantly higher compared to residents of Howlong and surrounding areas (2.3). According to open-ended responses [analysed over page], residents of Howlong and surrounding areas felt their area did not benefit from the facilities. There are no other statistically significant differences in average support.

Furthermore, there are no significant differences in average support based on how frequently a resident hears or reads a negative story about Council.

**Figure 4.1 Support for Council’s Special Rate Variation**



Base: All respondents (n=400)

Q: Using a 1 to 5 scale where 1 means 'not at all supportive' and 5 means 'very supportive', how supportive are you of Council’s proposed special rate variation?

### Why do residents support the Special Rate Variation?

Residents that provided a high support rating [4-5] believe the facilities are necessary investments that will benefit the area. These residents also saw the SRV as necessary to fund these facilities. Some residents also support the SRV because they will make use of the facilities.

**Figure 4.2 Reasons why residents support the Special Rate Variation**

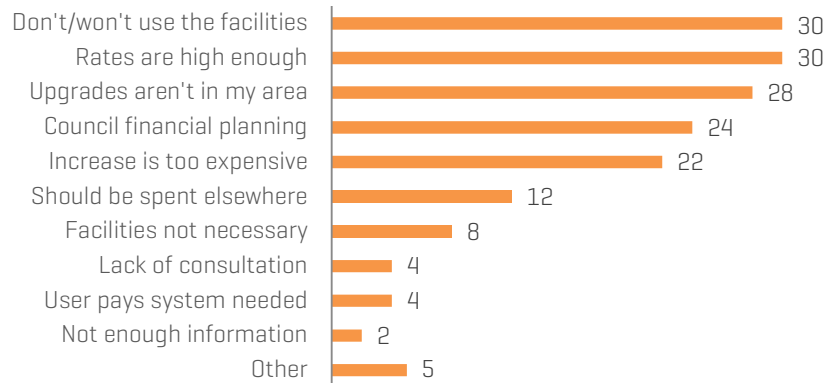


Base: Support the SRV (n=104)  
 Note: 10 supporters did not provide a comment.

### Why don't residents support the Special Rate Variation?

The main reasons why residents provided low support ratings [1-2] is that they will not personally benefit from the facilities and that they consider the current level of rates to be costly enough. Furthermore, there was a lack of support from areas perceived to be missing out on the upgrades such as Howlong. Other residents suggest Council should have considered these costs before proceeding or sought alternatives such as Federal Government grants.

**Figure 4.3 Reasons why residents do not support the Special Rate Variation**



Base: Do not support the SRV (n=169)  
 Note: 4 supportive did not provide a comment. Reasons for neutral responses were provided to Council in a separate report.



## 5 LIVEABILITY

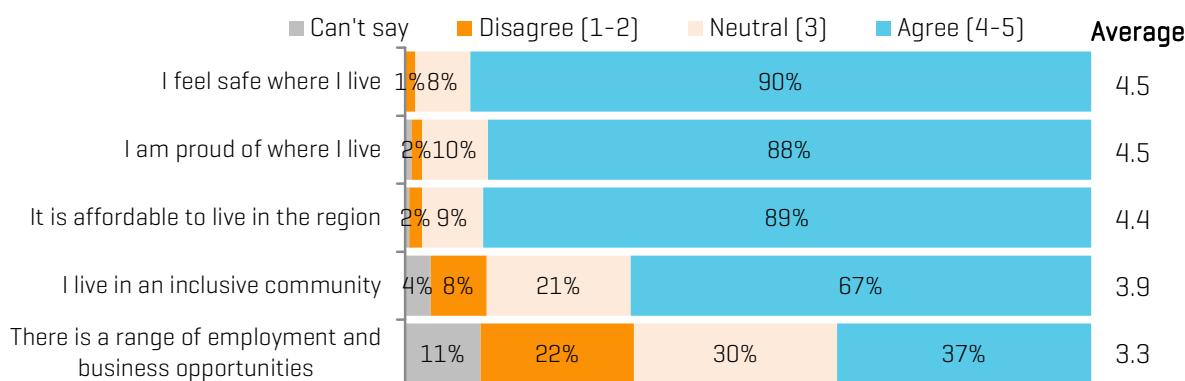
Residents are proud to live in the Federation Council area and believe the area is safe, affordable and inclusive.

Nine in ten [90%] residents feel safe where they live. Only one percent [1%] do not feel safe, resulting in a high average agreement rating of 4.5. Eighty-eight percent [88%] are **proud of where they live** [4.5] while 89 percent agree it is **affordable to live in the region** [4.4].

There is more contention surrounding employment, with only 37 percent agreeing that **there is a range of employment and business opportunities** in the Federation Council area. Twenty-two percent [22%] disagreed, resulting in a medium average rating of 3.3. These results align with the analysis of the Economy service area in Section 2 – Council Services and Facilities.

This presents an opportunity to highlight and promote Council’s role in driving economic development and job growth to residents, particular those of Urana and surrounding areas.

Figure 5.1 Liveability



Base: All respondents (n=400)

Q: Please rate your agreement with the following statements related to living in the Federation Council area using a five-point scale where 1 means 'strongly disagree' and 5 means 'strongly agree'.

Table 5.1 Liveability – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Area North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	<ul style="list-style-type: none"> <li>Residents of West agreed they are <b>proud of where they live</b> significantly more compared to residents of South and East.</li> <li>Residents of South agreed it is <b>affordable to live in the region</b> significantly more compared to East.</li> <li>Residents of South and East agreed there is a <b>range of employment and business opportunities</b> compared to North.</li> </ul>
Length of time lived in area	Nil

### Overall perceptions of liveability

Respondents were asked to rate their agreement with the statement 'Overall, I believe the Federation Council area is a good place to live.' using a five-point scale.

Residents have high overall perceptions of liveability, with a total of 91 percent agreeing that Federation Council is a good place to live. Over half (55%) provided the highest rating of 5.

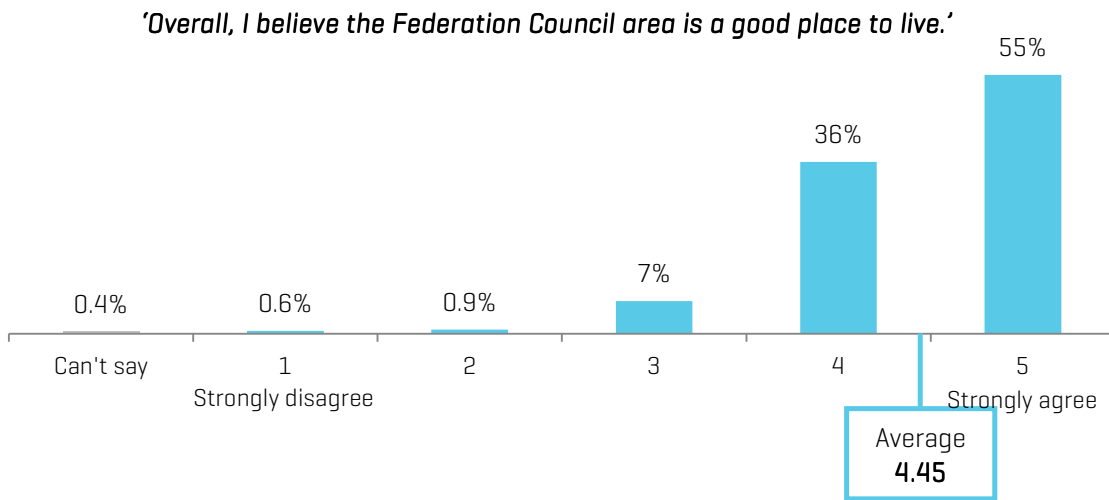
Only two percent (2%) of residents disagreed with the statement while seven percent (7%) provided a neutral rating of 3.

**These results combined for a high average agreement score of 4.45.**

There are **no significant differences in average agreement** across subgroups. This shows that residents across a wide demographic profile and across the Council area geographically share these high perceptions of liveability.

**There is a positive correlation between overall perceptions of liveability and overall satisfaction with the performance of Federation Council.**

Figure 5.2 Overall perceptions of liveability



Base: All respondents (n=400)

Q: Please rate your agreement with the following statements related to living in the Federation Council area using a five-point scale where 1 means 'strongly disagree' and 5 means 'strongly agree'.

## 6 CUSTOMER EXPERIENCE

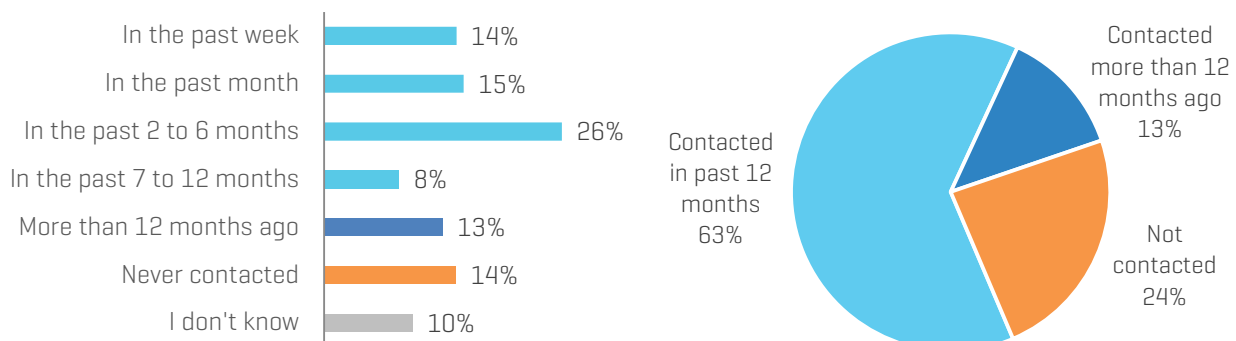
This section of the report covers Federation Council’s customer services. It includes recent contact with Council, the reason for contact, method of contact and satisfaction with Council staff and their overall experience.

### 6.1 Recent contact with Council

About two in three [63%] residents had contact with Federation Council in the past 12 months. In total, 29 percent had contact within the past month, with 14 percent having contact within the past week.

Residents that have had contact with Council in the past [hereafter referred to as ‘customers’] were asked specific questions about their most recent contact.

**Figure 6.1 Recent contact with Council**



Base: All respondents (n=400)

Q: When was the last time you contacted Council?

**Table 6.1 Recent contact with Council – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	Nil
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	- A higher proportion of residents of West contacted more than 12 months ago compared to East.
<b>Length of time lived in area</b>	- Residents that have lived in the area for less than 5 years were more likely to have never contacted Council.

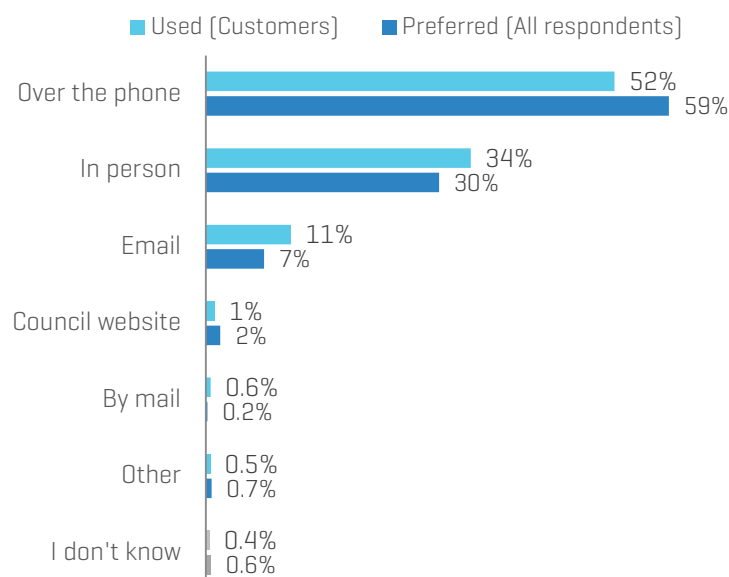
## 6.2 Method of Contact

All respondents were asked to indicate their most preferred method of contacting Council. Customers were also asked to indicate through which method they most recently contacted Council.

The preferences of residents regarding methods of contact closely align with the actual methods used by customers.

Most customers (52%) contacted Federation Council most recently **over the phone**. A further 34 percent visited Council **in person** while 11 percent contacted via **email**.

**Figure 6.2 Method of Contact**



Base: Used – Customers (n=305)

Base: Preferred – All respondents (n=400)

Q: Used – Most recently, how did you contact Council?

Q: Preferred – When you need to get in touch with Council, what is your most preferred method of contact?

**Table 6.2 Method of Contact – Subgroup Analysis**

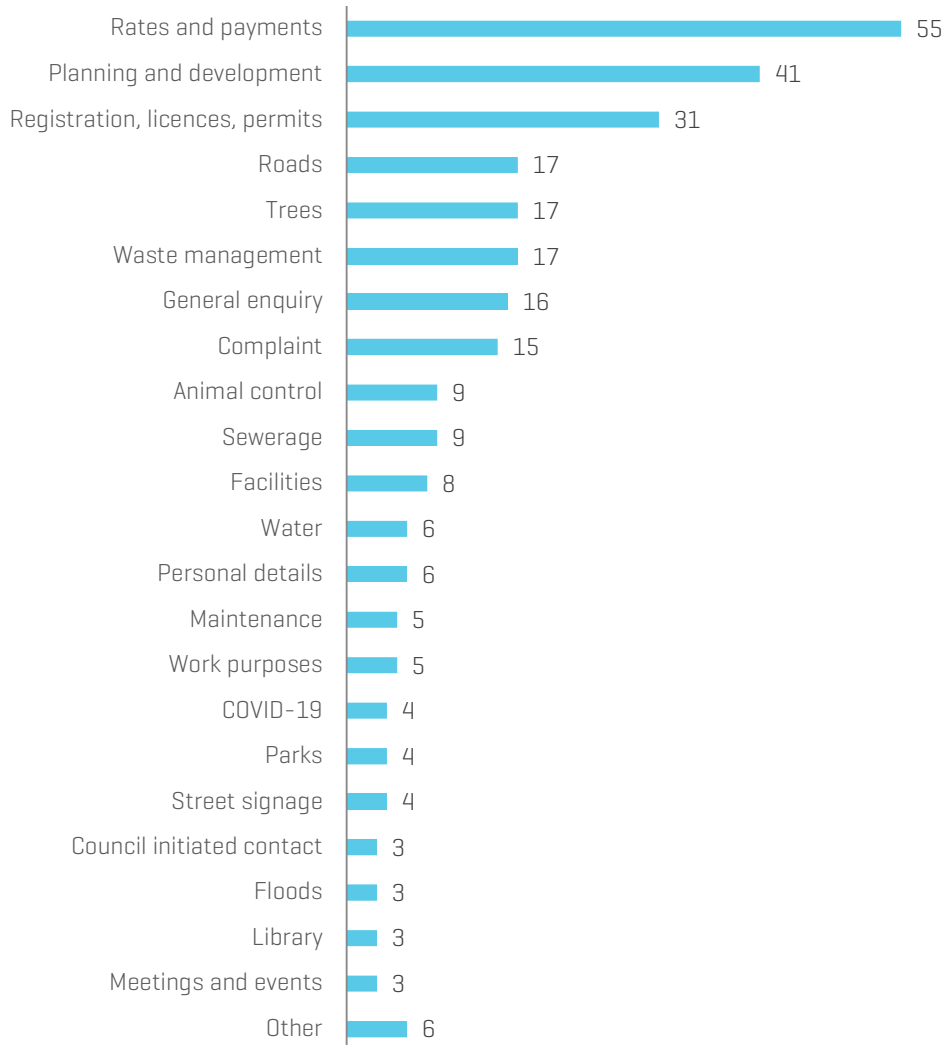
Subgroup	Significant Differences
<b>Gender</b>	- Males were more likely to visit <b>in person</b> .
<b>Age</b>	Nil
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	- Residents from North and South are more likely to visit <b>in person</b> than West.
<b>Length of time lived in area</b>	Nil

## 6.3 Reason for Contact

Customers were asked to describe their reason for contact in a few words.

The most common reasons for contacting Council included **rates and payments, planning and development** and **registration, licences and permits**. There were a wide variety of other reasons for customers to contact Council.

**Figure 6.3 Nature of enquiry**



Base: Customers (n=305)

Eighteen customers provided no response.

## 6.4 Satisfaction with Council's staff

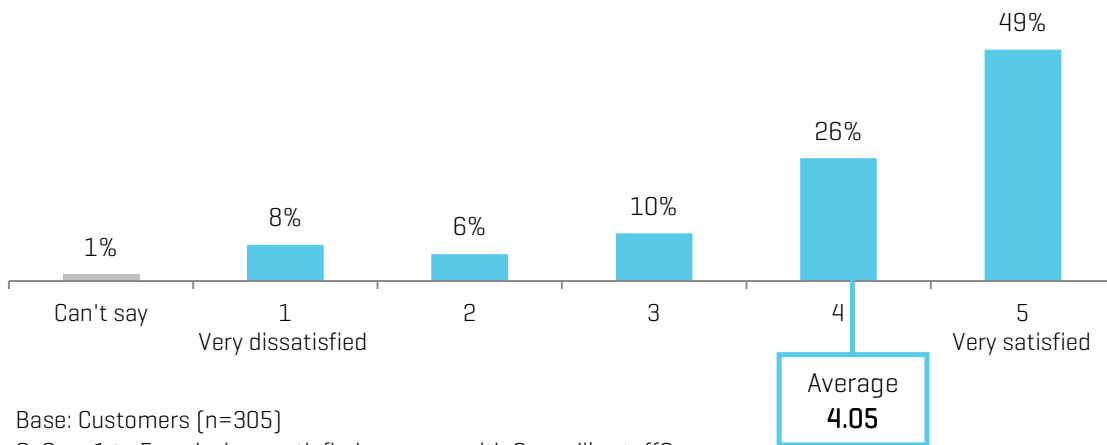
**Customers were highly satisfied with Council's staff during their experience.** In total, 75 percent of customers were satisfied, with almost half [49%] providing the highest rating of 5. Thirteen percent [13%] were dissatisfied with Council's staff.

These results combined for a high average satisfaction score of 4.05.

There were **no significant differences in average satisfaction** across subgroups, indicating that customers with a wide demographic profile share these high perceptions of Council's staff.

Customers that visited **in person** tended to be most satisfied with Council's staff [4.3]. This difference is not statistically significant. This means it is not necessarily a repeatable result.

**Figure 6.4 Satisfaction with Council's staff**



Base: Customers (n=305)

Q: On a 1 to 5 scale, how satisfied were you with Council's staff?

Note: Percentages do not sum to 100% due to rounding.

**Figure 6.5 Satisfaction with Council's staff by Method of Contact**

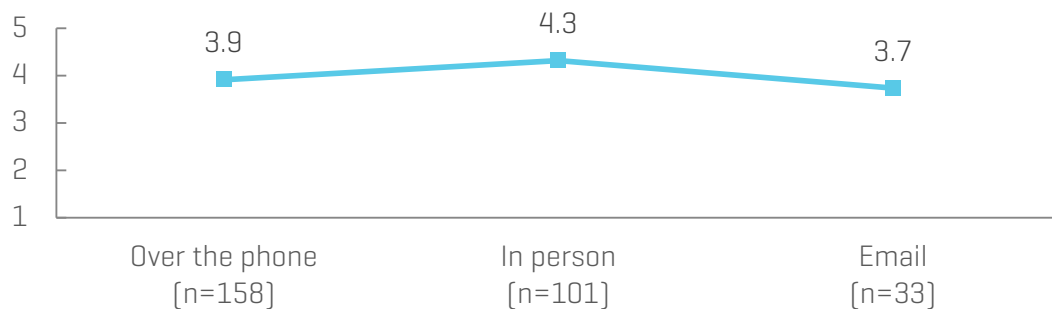
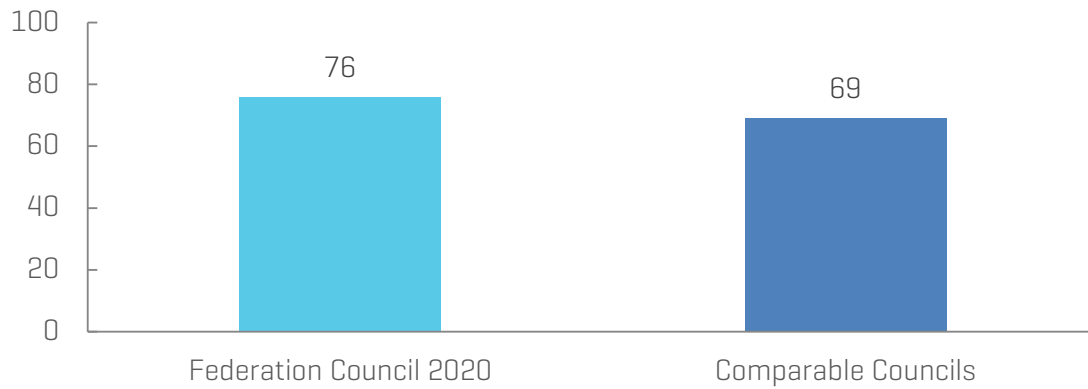


Figure 6.6 benchmarks customer satisfaction with Council staff and compares this result against an amalgamation of councils with comparable characteristics to Federation Council. A difference of +/- 4 pts indicates a statistically significant difference.

Customer satisfaction with Council staff is **outperforming** comparable councils.

**Figure 6.6 Satisfaction with Council's staff – External Benchmarks**



## 6.5 Overall satisfaction with customer experience

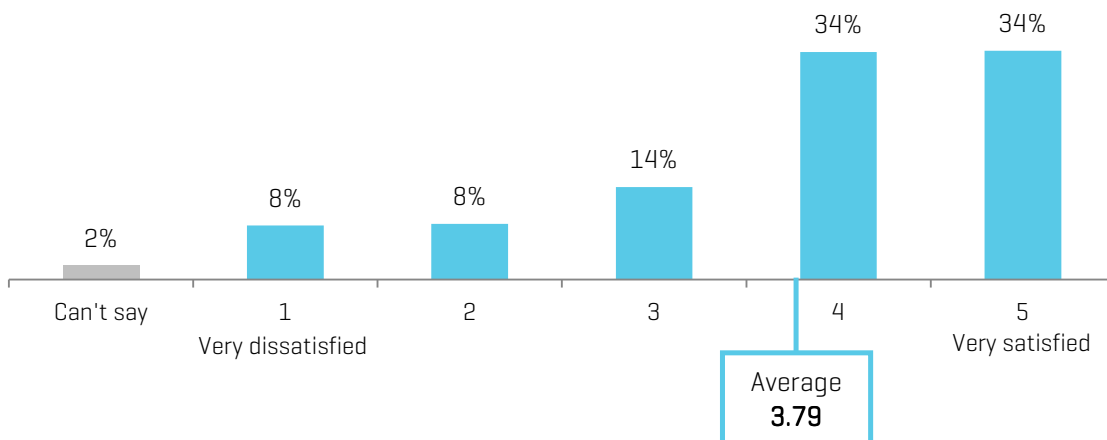
Overall, customers were satisfied with their experience. Over two thirds [68%] of customers were satisfied overall, with 34 percent providing the highest rating of 5. Sixteen percent [16%] were dissatisfied with their experience.

These results combined for a high average satisfaction score of 3.79.

There were **no significant differences in average satisfaction across subgroups**. The demographic profile of the customer does not impact overall satisfaction with customer experience.

Customers that visited **in person** tended to be most satisfied with their overall experience [4.0]. This difference is not statistically significant, meaning it is not necessarily a repeatable result.

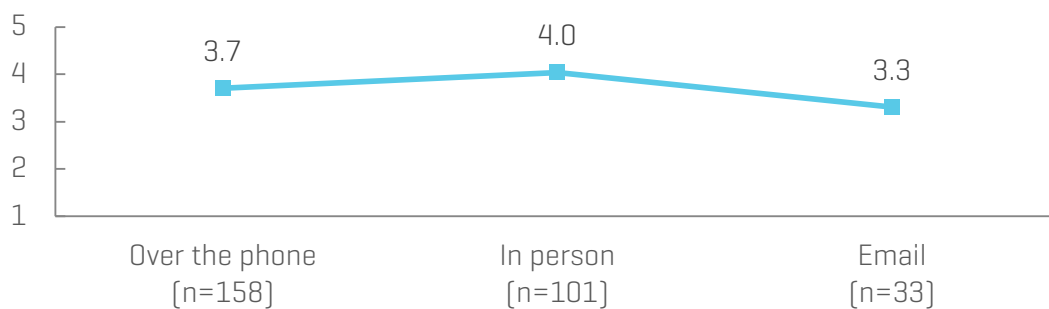
Figure 6.7 Overall satisfaction with customer experience



Base: Customers [n=305]

Q: And, overall, how satisfied were you with your experience with Federation Council?

Figure 6.8 Overall satisfaction with customer experience by Method of Contact



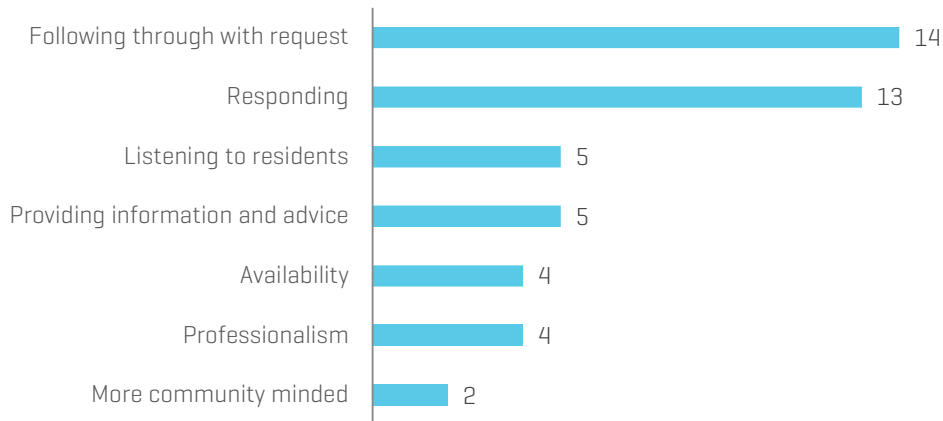


### How could Council have improved your experience?

Customers that were dissatisfied overall with their experience were asked how Council could have improved their experience. These open-ended responses were classified into similar themes. A full list of open-ended responses has been provided to Council in a separate report.

The main ways that Council can improve the experience of dissatisfied customers is by **following through and completing the request** and by **acknowledging and responding to all requests when they are first made**.

**Figure 6.9 Improving customer experience**



Base: Dissatisfied with customer experience (n=47)

Note: Two customers did not provide a comment.

## 7 COMMUNICATION

This section of the report examines the most used and the most preferred sources of receiving information from Federation Council.

### 7.1 Sources of receiving information about Council

Respondents were read a list of sources and were asked to indicate which they usually use to receive information from Federal Council. They were able to select multiple responses.

Respondents were asked to select only **one** preferred source from that list.

Figure 7.1 (over page) shows the most used and most preferred sources of receiving information about Council, ranked from most used to least used.

The five most **used** sources of information include:

1. **By mail** [69%]
2. **Word of mouth [e.g. family and friends]** [61%]
3. **Local newspapers** [60%]
4. **Social media [e.g. Facebook]** [37%]
5. **Television** [34%]

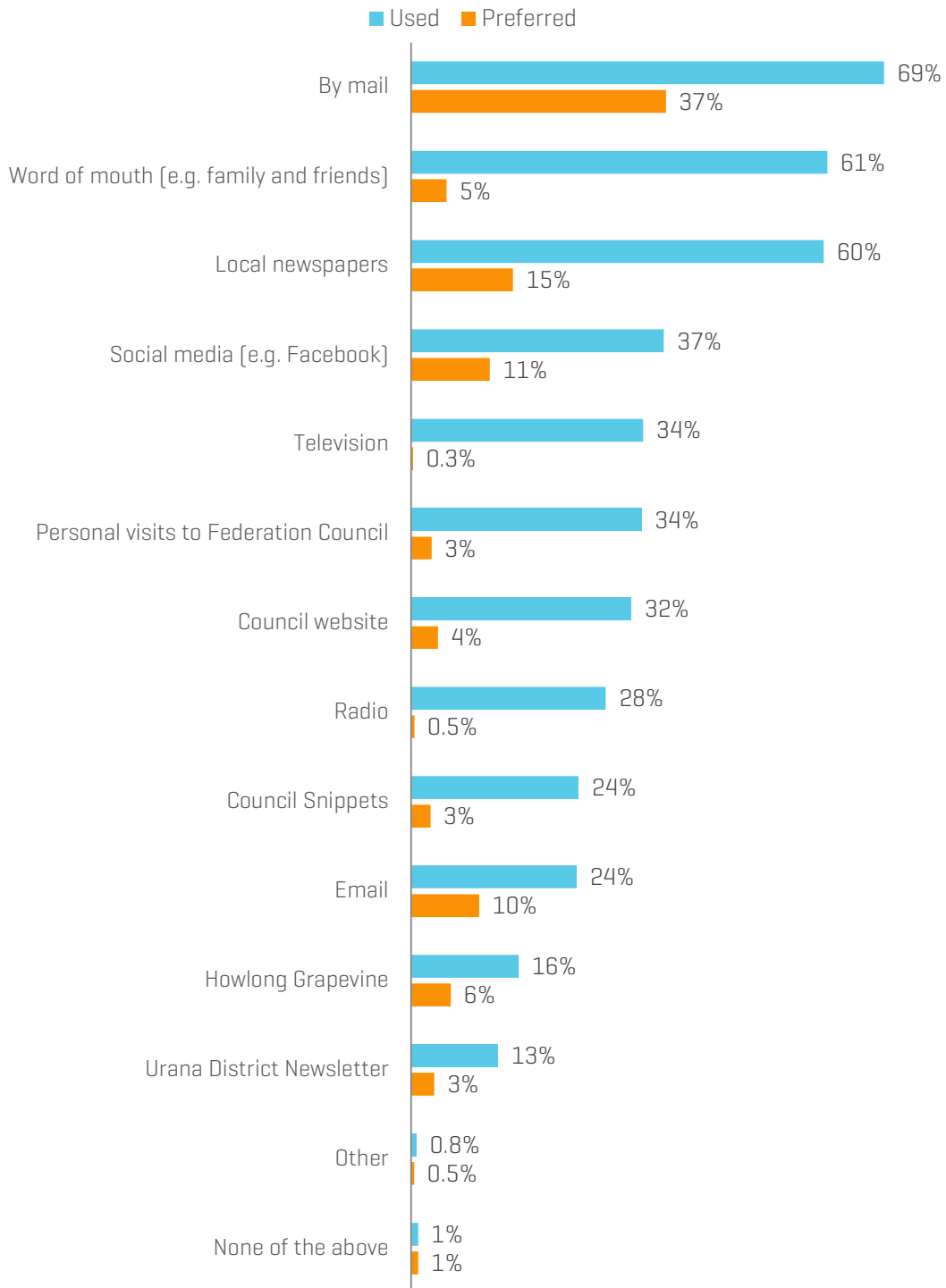
The five most **preferred** sources of information include:

1. **By mail** [37%]
2. **Local newspapers** [15%]
3. **Social media [e.g. Facebook]** [11%]
4. **Email** [10%]
5. **Howlong Grapevine** [6%]

Council is generally meeting the preferences of residents as **by mail** is both the most used [69%] and the most preferred [37%] method of receiving information from Council.

One in ten [10%] residents prefer receiving information through **email** but this method is only used by 24 percent of residents. This suggests email is underutilised and that Council email subscription services could benefit from increased promotion in other more commonly used information sources.

Figure 7.1 Most used and preferred sources of receiving Council information



Base: All respondents (n=400)

Q: Through which of the following sources do you usually receive information from Federation Council? [MULTIPLE CHOICE]

Q: And of those listed, which is your most preferred method? [SINGLE CHOICE]

Note: 'Used' figures do not total 100% as respondents could select multiple sources.

Tables 7.1 and 7.2 report subgroup analysis for the most used and most preferred sources of information.

**Table 7.1 Most used sources of information – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	Nil
<b>Age</b>	<ul style="list-style-type: none"> <li>- 18-34s use <b>social media</b> more than all other age groups.</li> <li>- 18-34s and 50-64s use the <b>Council website</b> more than 65+s.</li> <li>- 18-34s use <b>email</b> more than 35-49s and 65+s.</li> </ul>
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	<ul style="list-style-type: none"> <li>- Residents from South and West use <b>local newspapers</b> more than East.</li> <li>- Residents from South make <b>personal visits to Federation Council</b> more than North and East.</li> <li>- Residents from East use the <b>Howlong Grapevine</b> more than all other residents.</li> <li>- Residents from North use the <b>Urana District Newsletter</b> more than all other residents.</li> </ul>
<b>Length of time lived in area</b>	<ul style="list-style-type: none"> <li>- Residents that have lived in the area for 6 to 10 years use the <b>Howlong Grapevine</b> more than those that have lived in the area for more than 15 years.</li> </ul>

**Table 7.2 Most preferred sources of information – Subgroup Analysis**

Subgroup	Significant Differences
<b>Gender</b>	<ul style="list-style-type: none"> <li>- Males prefer <b>word of mouth</b> more than females.</li> </ul>
<b>Age</b>	<ul style="list-style-type: none"> <li>- 18-34s prefer <b>social media</b> more than 50-64s and 65+s.</li> <li>- 65+s prefer the <b>Howlong Grapevine</b> more than 18-34s and 50-64s.</li> </ul>
<b>Area</b> North – Urana and surrounds South – Corowa and surrounds East – Howlong and surrounds West – Mulwala and surrounds	<ul style="list-style-type: none"> <li>- Residents from South and West prefer <b>local newspapers</b> more than East.</li> <li>- Residents from East prefer the <b>Howlong Grapevine</b> more than all other residents.</li> <li>- Residents from North prefer the <b>Urana District Newsletter</b> more than all other areas.</li> </ul>
<b>Length of time lived in area</b>	Nil

## 7.2 Further Segmentation

Table 7.3 lists the most used and most preferred sources for different types of residents, allowing Council to further target their communications.

**Table 7.3 Sources of Information – Further Segmentation**

Gender	Age	Usual Methods	Preferred Methods
Male	18 to 34	1 – Social media 2 – Local newspapers 3 – Word of mouth	1 – Social media 2 – By mail 3 – Local newspapers
	35 to 49	1 – By mail 2 – Local newspapers 3 – Word of mouth	1 – By mail 2 – Social media 3 – Word of mouth
	50 to 64	1 – By mail 2 – Local newspapers 3 – Word of mouth	1 – By mail 2 – Email 3 – Local newspapers
	65+	1 – Local newspapers 2 – By mail 3 – Word of mouth	1 – By mail 2 – Local newspapers 3 – Howlong Grapevine

Gender	Age	Usual Methods	Preferred Methods
Female	18 to 34	1 – Word of mouth 2 – By mail 3 – Council website	1 – By mail 2 – Email 3 – Social media
	35 to 49	1 – By mail 2 – Word of mouth 3 – Local newspapers	1 – By mail 2 – Social media 3 – Local newspapers
	50 to 64	1 – By mail 2 – Word of mouth 3 – Local newspapers	1 – By mail 2 – Social media 3 – Local newspapers
	65+	1 – By mail 2 – Local newspapers 3 – Word of mouth	1 – By mail 2 – Local newspapers 3 – Howlong Grapevine


## APPENDIX 1 – SUBGROUP ANALYSIS

### Overall Satisfaction

Overall satisfaction with the performance of Federation Council over the past 12 months

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied (1-2)	13%	16%	10%	11%	17%	17%	9%
Neutral (3)	34%	34%	35%	42%	39%	35%	27%
Satisfied (4-5)	52%	49%	54%	47%	44%	45%	64%
Can't say	0.95%	0.6%	1%	-	-	3%	0.4%
<b>Average Satisfaction</b>	<b>3.5</b>	<b>3.4</b>	<b>3.6</b>	<b>3.5</b>	<b>3.3</b>	<b>3.4</b>	<b>3.7</b>

Overall Satisfaction	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied (1-2)	1%	0.9%	-	2%	10%	13%	22%	13%
Neutral (3)	11%	14%	17%	20%	50%	40%	42%	28%
Satisfied (4-5)	30%	36%	42%	37%	36%	47%	36%	59%
Can't say	58%	50%	41%	42%	4%	-	-	0.8%
<b>Average Satisfaction</b>	<b>3.6</b>	<b>3.5</b>	<b>3.3</b>	<b>3.4</b>	<b>3.4</b>	<b>3.5</b>	<b>3.2</b>	<b>3.6</b>

 Statistically significant difference at the 95% confidence level.

## Council Services & Facilities

### Infrastructure

Infrastructure	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Appearance of public areas	3.9	3.9	4.0	3.7	4.0	3.9	4.0
Car parking	3.8	3.7	3.9	3.7	3.6	3.7	4.0
Maintenance of bridges	3.6	3.5	3.8	3.3	3.6	3.4	4.0
Public toilets	3.5	3.5	3.5	3.5	3.8	3.4	3.4
Condition of local streets	3.5	3.4	3.5	3.4	3.5	3.2	3.6
Street lighting	3.4	3.3	3.4	3.4	3.4	3.2	3.5
Swimming pools	3.4	3.4	3.3	3.0	3.5	3.0	3.7
Maintenance of sealed local roads	3.2	3.2	3.3	2.6	3.1	3.2	3.6
Condition of local footpaths	3.2	3.1	3.2	3.5	3.2	3.0	3.1
Maintenance of unsealed local roads	2.8	2.7	2.9	2.4	2.9	2.8	3.0
Public transport	2.2	2.1	2.2	1.9	2.4	2.2	2.1

Infrastructure	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Appearance of public areas	3.9	4.1	3.8	3.8	3.6	4.0	4.3	3.9
Car parking	3.8	3.9	3.6	3.8	3.9	3.9	3.3	3.8
Maintenance of bridges	4.0	4.0	2.3	3.4	3.6	3.6	3.5	3.7
Public toilets	3.5	3.7	3.4	3.4	3.2	3.7	3.4	3.5
Condition of local streets	3.6	3.3	3.4	3.0	3.5	3.4	3.7	3.4
Street lighting	3.7	2.8	2.9	3.4	3.6	3.1	3.2	3.4
Swimming pools	3.2	4.3	2.4	3.3	3.4	3.2	3.2	3.5
Maintenance of sealed local roads	3.4	3.3	3.0	2.5	3.0	3.3	3.2	3.2
Condition of local footpaths	3.2	3.2	3.1	3.0	3.5	3.1	3.3	3.1
Maintenance of unsealed local roads	2.8	3.0	2.9	2.4	2.7	2.9	2.9	2.8
Public transport	2.2	2.4	1.8	2.2	2.6	2.1	1.7	2.2

## Economy

Economy	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Protection of heritage	3.6	3.6	3.6	4.0	3.6	3.4	3.5
Promotion of tourism	3.4	3.3	3.4	3.7	3.3	3.3	3.3
Planning and development	3.3	3.2	3.4	3.3	3.1	3.1	3.4
Development application assessment process	3.1	3.0	3.2	2.9	3.3	3.1	3.1
Promotion of economic development and job growth	3.0	3.0	3.1	3.3	2.7	2.8	3.2

Economy	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Protection of heritage	3.7	3.6	3.4	3.6	3.8	3.6	3.8	3.5
Promotion of tourism	3.3	3.1	3.7	3.3	3.3	3.3	3.3	3.4
Planning and development	3.3	3.3	3.2	3.1	3.1	3.5	2.8	3.3
Development application assessment process	3.0	3.3	2.9	3.4	3.3	3.5	2.6	3.0
Promotion of economic development and job growth	3.2	2.9	2.8	2.8	3.0	2.9	3.1	3.0



## Environment

Environment	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks, playgrounds and gardens	4.2	4.1	4.2	4.0	4.2	4.1	4.2
Sewerage services	3.9	3.8	4.0	4.0	3.8	3.8	3.9
Water services	3.8	3.7	4.0	3.7	3.8	3.8	4.0
Waste management	3.8	3.7	3.8	3.4	3.7	3.8	3.9
Promoting environmental sustainability	3.3	3.3	3.4	3.3	3.3	3.3	3.4
Flood protection	3.3	3.4	3.3	3.1	3.4	3.3	3.4
Weed management	3.3	3.3	3.2	3.3	3.3	3.2	3.2
Stormwater drainage	3.1	3.0	3.2	3.0	3.2	2.9	3.3

Environment	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Parks, playgrounds and gardens	4.3	4.2	3.8	4.0	4.2	4.3	4.2	4.1
Sewerage services	4.0	3.9	3.7	3.6	4.0	4.0	4.1	3.8
Water services	3.9	3.9	3.9	3.3	3.7	4.0	3.3	3.9
Waste management	3.9	3.9	3.8	2.8	3.6	4.1	3.8	3.7
Promoting environmental sustainability	3.4	3.3	3.4	3.0	3.6	3.4	3.4	3.3
Flood protection	3.5	3.5	3.4	2.2	3.8	3.4	3.6	3.2
Weed management	3.4	3.0	3.1	3.0	3.3	3.4	3.3	3.2
Stormwater drainage	3.4	2.9	2.7	2.5	3.3	2.9	3.0	3.1

## Community

Community	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Sporting fields	4.2	4.2	4.2	4.2	4.2	4.1	4.3
Library services	4.1	4.0	4.2	4.0	4.1	4.1	4.2
Childcare services	3.6	3.5	3.7	2.9	3.8	3.7	4.0
Services and facilities for children	3.6	3.6	3.5	3.3	3.4	3.6	3.8
Community buildings and halls	3.6	3.6	3.5	3.3	3.5	3.6	3.6
Services and facilities for older people	3.5	3.5	3.5	3.8	3.6	3.4	3.5
Community events	3.5	3.5	3.6	3.5	3.4	3.6	3.6
Enforcement of local laws	3.4	3.3	3.6	3.5	3.6	3.3	3.5
Art galleries and cultural centres	3.4	3.3	3.4	3.3	3.4	3.4	3.3
Services and facilities for youth	3.1	3.1	3.0	2.9	2.9	3.2	3.2

Community	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Sporting fields	4.2	4.4	4.1	3.8	4.3	4.2	4.3	4.1
Library services	4.2	4.0	4.1	3.7	4.2	4.2	4.0	4.1
Childcare services	3.9	4.0	2.2	3.1	4.1	3.7	2.9	3.6
Services and facilities for children	3.7	3.9	3.3	3.0	4.1	3.6	3.0	3.5
Community buildings and halls	3.7	3.5	3.4	3.3	3.6	3.7	3.2	3.6
Services and facilities for older people	3.6	3.3	3.4	3.4	3.8	3.5	3.2	3.5
Community events	3.6	3.4	3.5	3.6	3.5	3.6	3.7	3.5
Enforcement of local laws	3.5	3.5	3.5	3.2	3.4	3.6	3.7	3.4
Art galleries and cultural centres	3.6	3.0	3.0	3.0	3.5	3.5	3.5	3.3
Services and facilities for youth	3.2	3.5	2.9	2.1	3.2	3.3	2.8	3.0

## Governance

Governance	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Ease of access to services	3.6	3.5	3.6	3.6	3.6	3.5	3.7
Informing the community	3.5	3.4	3.5	3.7	3.4	3.3	3.5
Council leadership and advocacy	3.4	3.3	3.4	3.3	3.2	3.3	3.5
Being a well-run and managed Council	3.3	3.2	3.4	3.3	3.2	3.1	3.5
Decisions made in the interest of the community	3.3	3.2	3.4	3.4	3.2	3.1	3.4
Providing value for money for my rates	3.2	3.1	3.2	3.3	3.0	3.0	3.3
Community consultation and engagement	3.1	3.1	3.2	3.2	3.1	3.1	3.2

Governance	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Ease of access to services	3.7	3.6	3.4	3.4	3.7	3.8	3.4	3.5
Informing the community	3.5	3.3	3.4	3.5	3.5	3.4	3.2	3.5
Council leadership and advocacy	3.4	3.3	3.1	3.6	3.4	3.3	2.8	3.4
Being a well-run and managed Council	3.4	3.3	3.1	3.3	3.4	3.4	2.7	3.3
Decisions made in the interest of the community	3.4	3.0	3.2	3.2	3.2	3.3	2.8	3.4
Providing value for money for my rates	3.2	3.3	3.0	3.0	3.1	3.3	3.2	3.1
Community consultation and engagement	3.2	3.0	3.0	3.1	3.4	3.0	2.6	3.2

## Facility Usage Rate

Facility Usage Rate	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Parks, playgrounds and gardens	82%	78%	86%	100%	93%	84%	65%
Community buildings and halls	71%	69%	73%	89%	65%	73%	63%
Sporting fields	67%	71%	62%	100%	83%	69%	38%
Libraries	58%	52%	64%	63%	63%	57%	53%
Art galleries and cultural centres	39%	32%	47%	15%	39%	50%	43%
Facilities for children	33%	24%	42%	46%	55%	31%	15%
Swimming pools	29%	24%	33%	42%	40%	23%	20%
Facilities for youth	24%	23%	24%	32%	52%	17%	9%
Facilities for older people	21%	21%	20%	6%	16%	15%	36%

Facility Usage Rate	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Parks, playgrounds and gardens	83%	75%	91%	75%	94%	82%	89%	78%
Community buildings and halls	76%	53%	71%	79%	61%	64%	82%	74%
Sporting fields	62%	56%	82%	84%	81%	71%	75%	61%
Libraries	55%	60%	72%	45%	72%	68%	83%	48%
Art galleries and cultural centres	51%	29%	20%	34%	29%	30%	57%	42%
Facilities for children	33%	30%	36%	34%	40%	45%	45%	26%
Swimming pools	25%	42%	11%	52%	35%	33%	36%	25%
Facilities for youth	27%	20%	20%	18%	37%	28%	18%	21%
Facilities for older people	21%	33%	9%	17%	15%	27%	15%	21%

## Support for Council's Special Rate Variation

Support for Council's Special Rate Variation	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Not supportive [1-2]	42%	49%	36%	32%	40%	47%	45%
Neutral [3]	28%	23%	33%	36%	33%	21%	27%
Supportive [4-5]	28%	28%	28%	27%	27%	32%	26%
Can't say	2%	-	3%	5%	-	0.6%	2%
<b>Average</b>	<b>2.7</b>	<b>2.6</b>	<b>2.8</b>	<b>2.9</b>	<b>2.7</b>	<b>2.6</b>	<b>2.6</b>

Support for Council's Special Rate Variation	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	36%	54%	47%	47%	24%	40%	51%	46%
Neutral [3]	30%	24%	27%	29%	48%	18%	26%	27%
Satisfied [4-5]	34%	19%	21%	24%	28%	36%	22%	27%
Can't say	0.6%	2%	5%	-	-	6%	-	0.96%
<b>Average Satisfaction</b>	<b>2.9</b>	<b>2.3</b>	<b>2.4</b>	<b>2.5</b>	<b>3.0</b>	<b>2.8</b>	<b>2.4</b>	<b>2.6</b>

## Customer Experience

### Recent contact with Council

Recent contact with Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
In the past week	14%	17%	12%	11%	16%	16%	13%
In the past month	15%	17%	14%	5%	14%	17%	20%
In the past 2 to 6 months	26%	24%	28%	42%	13%	22%	27%
In the past 7 to 12 months	8%	7%	9%	5%	13%	10%	5%
More than 12 months ago	13%	15%	11%	6%	17%	18%	10%
Never contacted	14%	14%	14%	21%	18%	8%	13%
I don't know	10%	7%	12%	10%	9%	8%	11%

Recent contact with Council	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
In the past week	14%	15%	13%	20%	4%	8%	13%	19%
In the past month	18%	16%	9%	10%	12%	15%	23%	15%
In the past 2 to 6 months	31%	20%	23%	11%	30%	28%	12%	26%
In the past 7 to 12 months	8%	6%	11%	6%	5%	13%	9%	7%
More than 12 months ago	8%	17%	25%	8%	5%	17%	27%	11%
Never contacted	13%	14%	12%	25%	39%	12%	7%	11%
I don't know	8%	12%	6%	19%	5%	7%	9%	11%

### Method of Contact

Method of Contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Over the phone	52%	47%	58%	68%	59%	47%	46%
In person	34%	41%	26%	16%	28%	35%	45%
Email	11%	10%	12%	15%	10%	14%	6%
Council website	1%	0.5%	2%	-	-	2%	1%
By mail	0.6%	0.7%	0.5%	-	-	2%	-
Other	0.5%	1%	-	-	-	-	2%
I don't know	0.4%	-	0.9%	-	2%	-	-

Method of Contact	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Over the phone	47%	58%	69%	40%	54%	41%	58%	55%
In person	40%	29%	15%	45%	36%	38%	20%	35%
Email	11%	9%	12%	12%	10%	19%	20%	7%
Council website	0.8%	1%	1%	3%	-	-	-	2%
By mail	0.4%	-	2%	-	-	2%	2%	-
Other	-	3%	-	-	-	-	-	0.9%
I don't know	0.8%	-	-	-	-	-	-	0.7%

## Satisfaction with Council's staff

Satisfaction with Council's staff	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	13%	17%	10%	15%	9%	18%	10%
Neutral [3]	10%	10%	10%	7%	13%	10%	10%
Satisfied (4-5)	75%	73%	78%	78%	73%	71%	79%
Can't say	1%	0.5%	2%	-	5%	0.7%	0.8%
<b>Average Satisfaction</b>	<b>4.0</b>	<b>3.9</b>	<b>4.2</b>	<b>4.2</b>	<b>4.1</b>	<b>3.8</b>	<b>4.1</b>

Satisfaction with Council's staff	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	13%	17%	14%	6%	19%	19%	25%	9%
Neutral [3]	12%	10%	7%	-	15%	13%	2%	10%
Satisfied (4-5)	74%	69%	77%	94%	66%	66%	71%	80%
Can't say	0.4%	4%	2%	-	-	2%	2%	1%
<b>Average Satisfaction</b>	<b>4.1</b>	<b>3.8</b>	<b>4.0</b>	<b>4.3</b>	<b>3.8</b>	<b>3.7</b>	<b>4.0</b>	<b>4.2</b>

## Overall satisfaction with customer experience

Overall satisfaction with customer experience	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	16%	18%	15%	15%	16%	18%	15%
Neutral [3]	14%	16%	11%	-	18%	20%	12%
Satisfied (4-5)	68%	65%	70%	85%	61%	59%	71%
Can't say	2%	0.7%	4%	-	5%	3%	1%
<b>Average Satisfaction</b>	<b>3.8</b>	<b>3.7</b>	<b>3.9</b>	<b>4.0</b>	<b>3.8</b>	<b>3.6</b>	<b>3.8</b>

Overall satisfaction with customer experience	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	13%	17%	25%	18%	12%	19%	31%	14%
Neutral [3]	14%	20%	9%	10%	6%	20%	2%	15%
Satisfied (4-5)	71%	61%	64%	72%	82%	58%	63%	69%
Can't say	2%	2%	2%	-	-	2%	4%	2%
<b>Average Satisfaction</b>	<b>4.0</b>	<b>3.6</b>	<b>3.4</b>	<b>3.9</b>	<b>3.9</b>	<b>3.6</b>	<b>3.4</b>	<b>3.9</b>

## Community Needs & Priorities

Community Needs & Priorities	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I feel safe where I live	4.5	4.5	4.5	4.4	4.5	4.5	4.6
I am proud of where I live	4.5	4.4	4.5	4.2	4.5	4.5	4.6
It is affordable to live in the region	4.4	4.4	4.5	4.5	4.3	4.3	4.5
I live in an inclusive community	3.9	3.9	4.0	3.9	3.9	3.8	4.0
There is a range of employment and business opportunities	3.3	3.2	3.3	2.7	3.5	3.3	3.5

Community Needs & Priorities	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
I feel safe where I live	4.5	4.4	4.6	4.4	4.4	4.6	4.5	4.5
I am proud of where I live	4.4	4.3	4.7	4.5	4.2	4.5	4.3	4.5
It is affordable to live in the region	4.6	4.3	4.3	4.2	4.4	4.2	4.4	4.5
I live in an inclusive community	4.0	4.0	3.9	3.6	4.1	4.0	3.8	3.9
There is a range of employment and business opportunities	3.5	3.3	3.0	2.5	3.0	3.0	2.8	3.5

'Overall, I believe the Federation Council area is a good place to live.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	2%	1%	2%	-	2%	2%	2%
Neutral [3]	7%	4%	9%	11%	9%	7%	4%
Agree [4-5]	91%	94%	89%	89%	90%	90%	94%
Can't say	0.4%	0.6%	0.3%	-	-	1%	0.4%
<b>Average Agreement</b>	<b>4.4</b>	<b>4.4</b>	<b>4.5</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.5</b>

Agreement	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	2%	2%	-	-	-	0.8%	2%	2%
Neutral [3]	5%	13%	3%	12%	18%	4%	5%	6%
Agree [4-5]	92%	84%	97%	88%	82%	94%	93%	92%
Can't say	0.3%	2%	-	-	-	2%	-	0.2%
<b>Average Agreement</b>	<b>4.5</b>	<b>4.3</b>	<b>4.5</b>	<b>4.5</b>	<b>4.4</b>	<b>4.6</b>	<b>4.4</b>	<b>4.4</b>

## Communication

### Usual methods of receiving information from Council

Usual methods of receiving information from Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
By mail	69%	69%	70%	58%	81%	73%	65%
Word of mouth (e.g. family and friends)	61%	56%	66%	73%	58%	64%	53%
Local newspapers	60%	65%	56%	59%	51%	60%	66%
Social media (e.g. Facebook)	37%	36%	38%	75%	40%	33%	18%
Television	34%	35%	33%	43%	27%	33%	34%
Personal visits to Federation Council	34%	35%	32%	37%	26%	39%	32%
Council website	32%	29%	36%	52%	26%	37%	21%
Radio	28%	32%	25%	48%	27%	25%	22%
Council Snippets	24%	25%	24%	16%	17%	24%	34%
Email	24%	26%	22%	48%	14%	25%	17%
Howlong Grapevine	16%	16%	15%	5%	12%	13%	26%
Urana District Newsletter	13%	12%	14%	15%	9%	17%	10%
Other	0.8%	0.4%	1%	-	-	0.6%	2%
None of the above	1%	-	2%	5%	-	0.6%	-

Usual methods of receiving information from Council	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
By mail	73%	63%	76%	50%	61%	73%	69%	70%
Word of mouth (e.g. family and friends)	67%	54%	58%	45%	59%	67%	65%	59%
Local newspapers	71%	30%	68%	48%	42%	55%	69%	65%
Social media (e.g. Facebook)	38%	38%	32%	36%	42%	43%	47%	32%
Television	40%	23%	33%	26%	24%	33%	28%	37%
Personal visits to Federation Council	41%	22%	32%	18%	23%	40%	47%	32%
Council website	34%	31%	27%	32%	25%	37%	39%	31%
Radio	29%	23%	29%	36%	40%	30%	30%	25%
Council Snippets	29%	13%	26%	17%	26%	18%	12%	28%
Email	29%	16%	21%	21%	27%	24%	38%	21%
Howlong Grapevine	2%	70%	7%	2%	13%	30%	21%	11%
Urana District Newsletter	6%	6%	4%	72%	16%	6%	8%	15%
Other	0.3%	4%	-	-	2%	-	-	1%
None of the above	-	-	-	10%	8%	-	-	-



## Preferred method of receiving information from Council

Preferred method of receiving information from Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
By mail	37%	37%	38%	26%	47%	37%	37%
Local newspapers	15%	17%	13%	11%	7%	13%	23%
Social media [e.g. Facebook]	11%	10%	13%	27%	15%	9%	3%
Email	10%	8%	12%	15%	10%	11%	6%
Howlong Grapevine	6%	7%	5%	-	4%	2%	13%
Word of mouth [e.g. family and friends]	5%	8%	3%	6%	7%	5%	4%
Council website	4%	2%	5%	5%	5%	4%	3%
Urana District Newsletter	3%	4%	3%	-	3%	8%	2%
Personal visits to Federation Council	3%	4%	2%	6%	-	3%	3%
Council Snippets	3%	3%	3%	-	-	5%	4%
Radio	0.5%	-	0.96%	-	2%	-	0.4%
Television	0.3%	-	0.6%	-	-	-	0.8%
Other	0.5%	-	0.9%	-	-	0.6%	0.8%
None of the above	1%	-	2%	5%	-	0.6%	-

Preferred method of receiving information from Council	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
By mail	40%	38%	41%	15%	38%	42%	36%	36%
Local newspapers	18%	4%	21%	10%	16%	8%	20%	16%
Social media [e.g. Facebook]	14%	9%	12%	2%	8%	9%	11%	13%
Email	11%	7%	6%	17%	3%	13%	10%	11%
Howlong Grapevine	0.3%	27%	2%	2%	6%	12%	5%	4%
Word of mouth [e.g. family and friends]	5%	3%	9%	2%	14%	7%	-	3%
Council website	3%	4%	4%	9%	4%	-	3%	5%
Urana District Newsletter	0.5%	-	-	30%	1%	2%	2%	5%
Personal visits to Federation Council	3%	4%	1%	2%	2%	2%	11%	2%
Council Snippets	4%	-	3%	2%	-	2%	2%	4%
Radio	-	3%	-	-	-	2%	-	0.2%
Television	0.5%	-	-	-	-	0.8%	-	0.2%
Other	0.3%	2%	-	-	-	-	-	0.8%
None of the above	-	-	-	10%	8%	-	-	-

## Frequency of hearing or reading a negative news story or comment about Council

Frequency of hearing or reading a negative news story or comment about Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Daily	0.9%	1%	0.3%	-	2%	0.6%	0.6%
Weekly	10%	9%	10%	5%	9%	10%	13%
Monthly	29%	32%	26%	37%	24%	28%	27%
Yearly	29%	27%	32%	32%	37%	26%	27%
Never	25%	25%	24%	26%	22%	30%	22%
I don't know	6%	6%	7%	-	6%	5%	11%

Frequency of hearing or reading a negative news story or comment about Council	Area				Length of Time Lived in Area			
	Corowa + srnds.	Howlong + srnds.	Mulwala + srnds.	Urana + srnds.	Less than 5	6 to 10	11 to 15	More than 15
Daily	0.4%	3%	1%	-	1%	3%	2%	-
Weekly	13%	9%	2%	9%	6%	7%	4%	12%
Monthly	30%	18%	38%	28%	27%	25%	43%	28%
Yearly	28%	31%	33%	30%	27%	27%	23%	32%
Never	24%	27%	22%	30%	34%	30%	23%	21%
I don't know	5%	13%	5%	4%	5%	8%	6%	6%