



# Federation Council

**Community Research – Community Satisfaction Survey**

Prepared by: Micromex Research  
Date: October 2024

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## Research Objectives

Federation Council commissioned Micromex Research to conduct a random telephone survey with residents living in the Federation Council local government area (LGA).

### Objectives (Why?)

- Understand and identify community priorities for the Federation LGA and desired level of investment for future resources
- Identify the community's overall level of satisfaction with Council performance and their satisfaction with Council services/facilities
- Explore resident satisfaction with Council's communication and methods of community engagement

### Sample (How?)

- Telephone survey (landline N=40 and mobile N=161) to N=201 residents
- We use a 5-point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 6.9%

### Timing (When?)

- Implementation 25<sup>th</sup> September – 10<sup>th</sup> October 2024

# Methodology and Sample



## Sample selection and error

A total of 201 resident interviews were completed. Respondents were selected by means of a computer based random selection process using Australian marketing lists, List Brokers and Lead Lists.

A sample size of 201 residents provides a maximum sampling error of plus or minus 6.9% at 95% confidence. This means that if the survey was replicated with a new universe of N=201 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 6.9%. For example, that an answer such as 'yes' (50%) to a question could vary from 43% to 57%.

## Interviewing

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

## Data analysis

The data within this report was analysed using Q Professional.

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

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

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

## Ratings questions

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

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

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

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

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

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

## Micromex LGA Benchmark

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

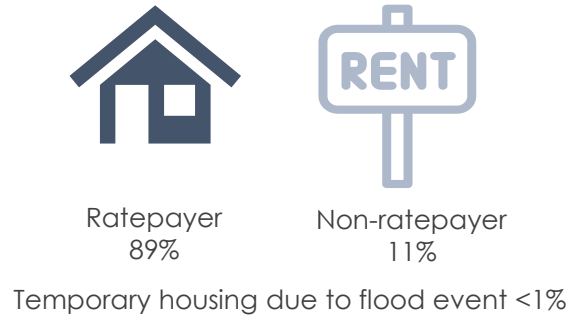
# Sample Profile

The sample was weighted by age and gender to reflect the 2021 ABS Census data for the Federation LGA.

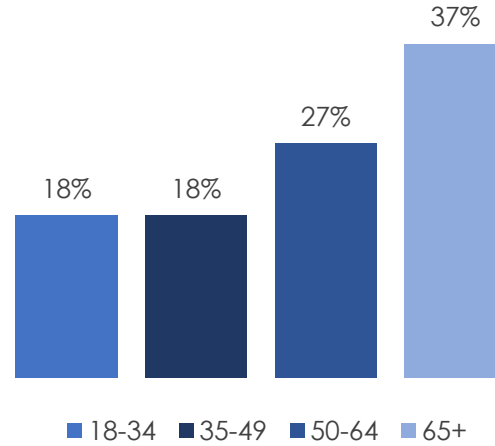
## Gender



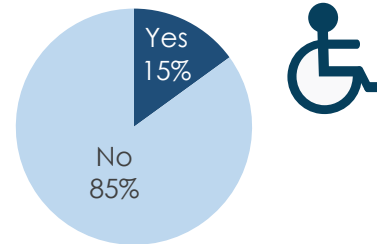
## Ratepayer status



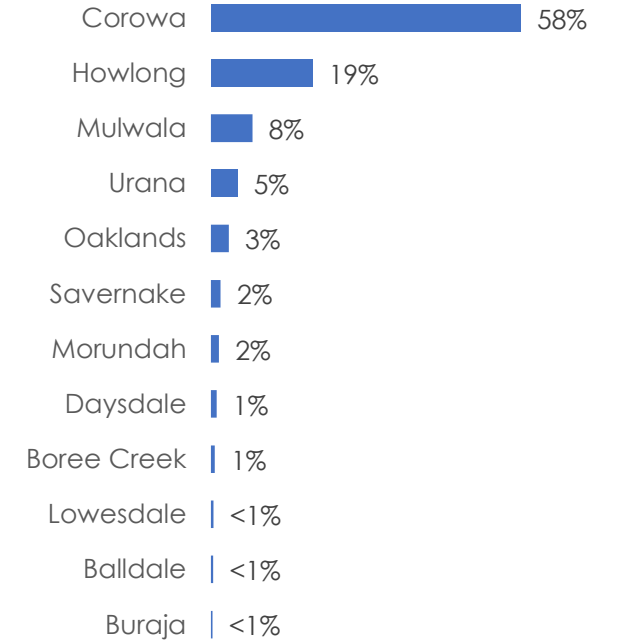
## Age



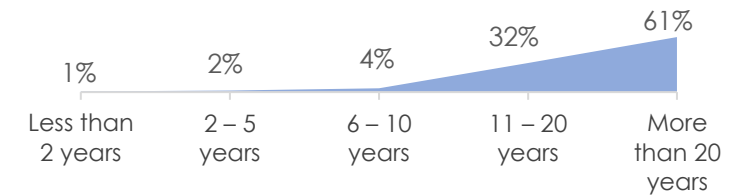
## Do you identify as having a disability?



## Suburb



## Time lived in the area



# Summary Findings



# Executive Summary

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The vast majority of residents (91%) in the Federation LGA rated their quality of life as 'good' to 'excellent'. Residents most value its convenient location, natural environment, country lifestyle and peaceful atmosphere. Encouragingly, 92% of residents are at least supportive of Council's current Vision Statement.

67% of residents are at least somewhat satisfied with the performance of Council over the past 12 months, which is significantly lower compared to our benchmark. Aside from the potential impact of recent rate increases, the results of the expanded regression model suggest that Council's communication, planning and development, roads (both sealed and unsealed), and local services are the most important drivers of overall satisfaction.

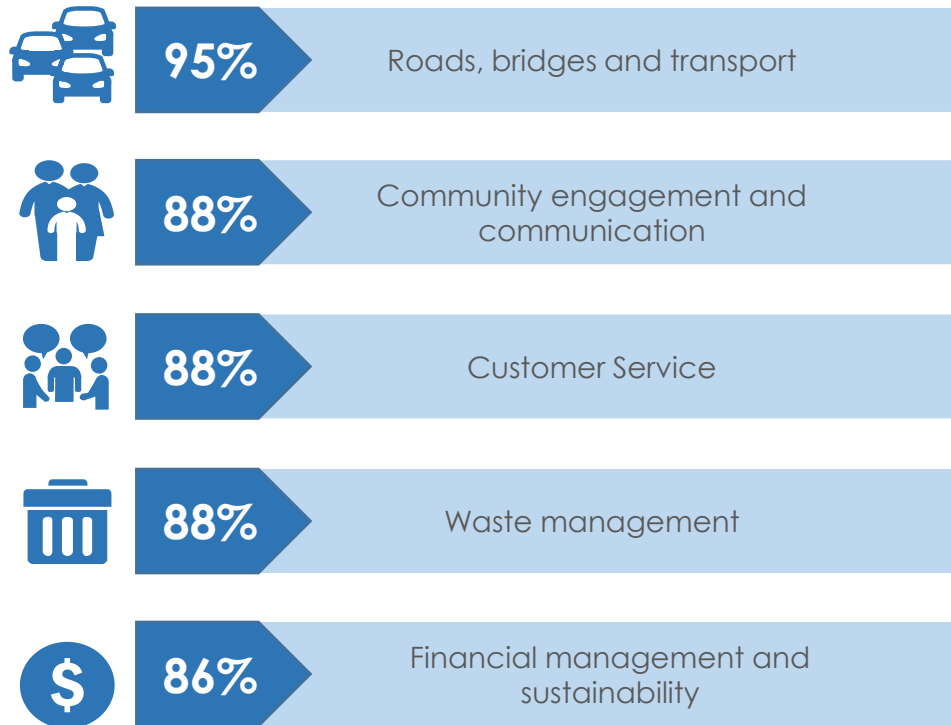
Council's communication (including engagement and customer service) accounts for almost 40% of the variation in overall satisfaction, highlighting the importance of all levels of communication and engagement with the community. If Council can improve in this area, particularly in the efforts to respond to residents, it will likely see a lift in residents' overall satisfaction with Council performance.

In addition to communication, 'planning and development' (including long-term planning, management of development, and support & growing business), roads (sealed and unsealed) and local services were identified as further drivers of overall satisfaction. Moving forward, Council could benefit from increased communications, improved saliency of messaging and greater transparency regarding Council's strategy related to planning and development, roads and local services.

# Future Planning – Summary

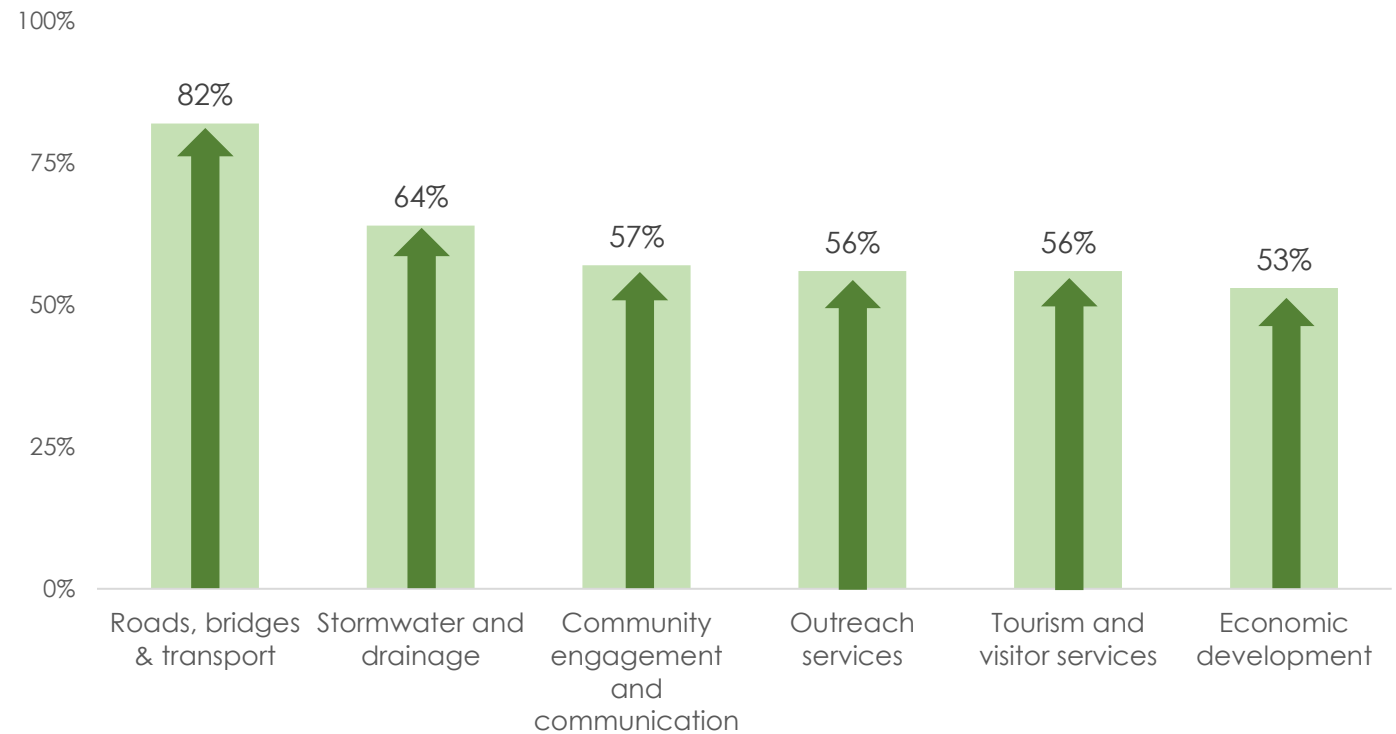
Similar to the top priorities mentioned in the previous slide, residents placed a very high priority on roads and communication (both engagement and customer service). Regarding planning and development, residents are particularly concerned with local economic development and Council's financial management. Additionally, 88% placed waste management as a priority, while over 50% expressed a desire for more investment in stormwater and drainage, outreach services, and tourism and visitor services.

Top 5 Priority Areas 'Yes' %



Level of investment

Top areas with more than 50% selecting 'more' investment





# Satisfaction Scorecard

17 out of 42 (40%) services/facilities obtained 'good performance' satisfaction scores (80% or more being at least somewhat satisfied).

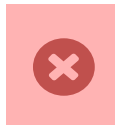
There is still room for improvement in services/facilities listed in the 'community & economy' and 'transport infrastructure' pillars.



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



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



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

Community & Economy	Community Services	Urban Infrastructure
Tourism	Education	Liquid waste services (oils, paints, etc.)
Sustainable/renewable energy programs	Healthcare/disability services	Sporting facilities and grounds
Consultation with the community	Services for older persons	Parks and playgrounds
Council communication with the community	Childcare services	Community buildings/halls
Opportunity to participate in Council decisions	Facilities and services for youth	Public toilets (at council facilities)
Supporting & growing business	Supporting community groups and volunteers	Appearance of local area/town centre
Community events	Support for indigenous and multicultural communities	Water supply
Support for arts and culture	Access to information and communication technology (e.g. WIFI)	Sewerage services
Long term planning for our area	Libraries	Swimming pools
Development Services	Transport Infrastructure	Environmental Services
Management of development/town planning	Bike paths/cycleways	Cemeteries
Protecting heritage values and buildings	Condition/maintenance of local roads (sealed)	Protecting the natural environment
Health inspections/food safety	Condition/maintenance of rural/unsealed roads	Domestic animal control
	Footpaths	Weed/vegetation control
	Bridges	Domestic garbage collection
	Stormwater drainage/flood management	Waste centres (tips)



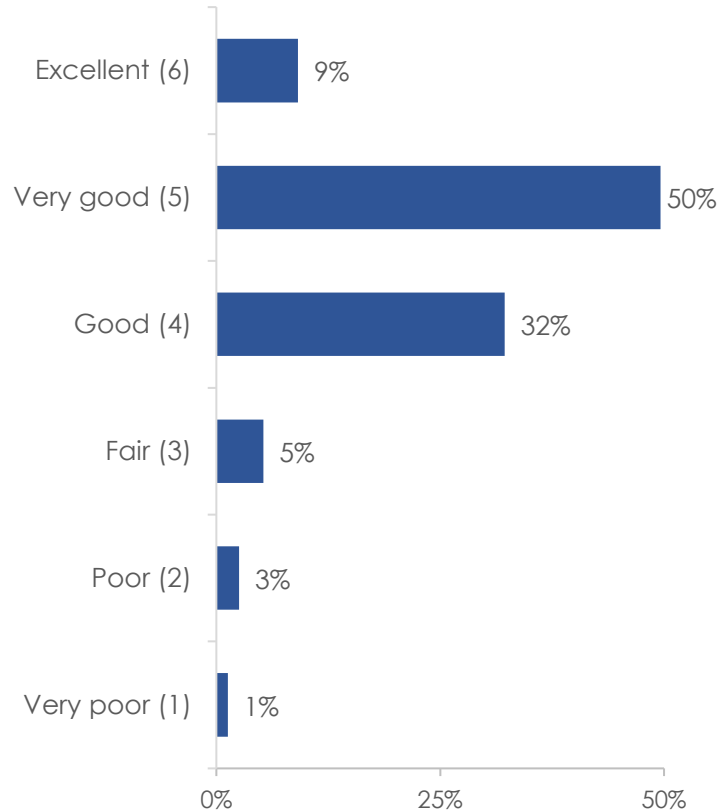
## Living in the Federation LGA

This section explores resident perceived quality of life, their most valued aspects of the area and the highest priorities areas.

### Section One

# Quality of Life

91% of residents rated their quality of life as 'good' to 'excellent', which is on par with our Regional Benchmark. Demographically, those who identify as having a disability rated their quality of life significantly lower.



	Overall	Gender		Age		Ratepayer status	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer
Top 3 Box %	91%	92%	90%	89%	92%	90%	96%
Mean rating	4.54	4.51	4.56	4.43	4.59	4.54	4.58
Base	201	99	102	73	128	178	21

	Federation Council	Micromex LGA Benchmark - Regional	Time lived in area		Identify as having a disability	
			Up to 20 years	More than 20 years	Yes	No
Top 3 Box %	91%	91%	86%	94%	77%	93%
Mean rating	4.54	4.84	4.55	4.53	4.13	4.61
Base	201	18,295	77	124	30	171

Base: N = 201

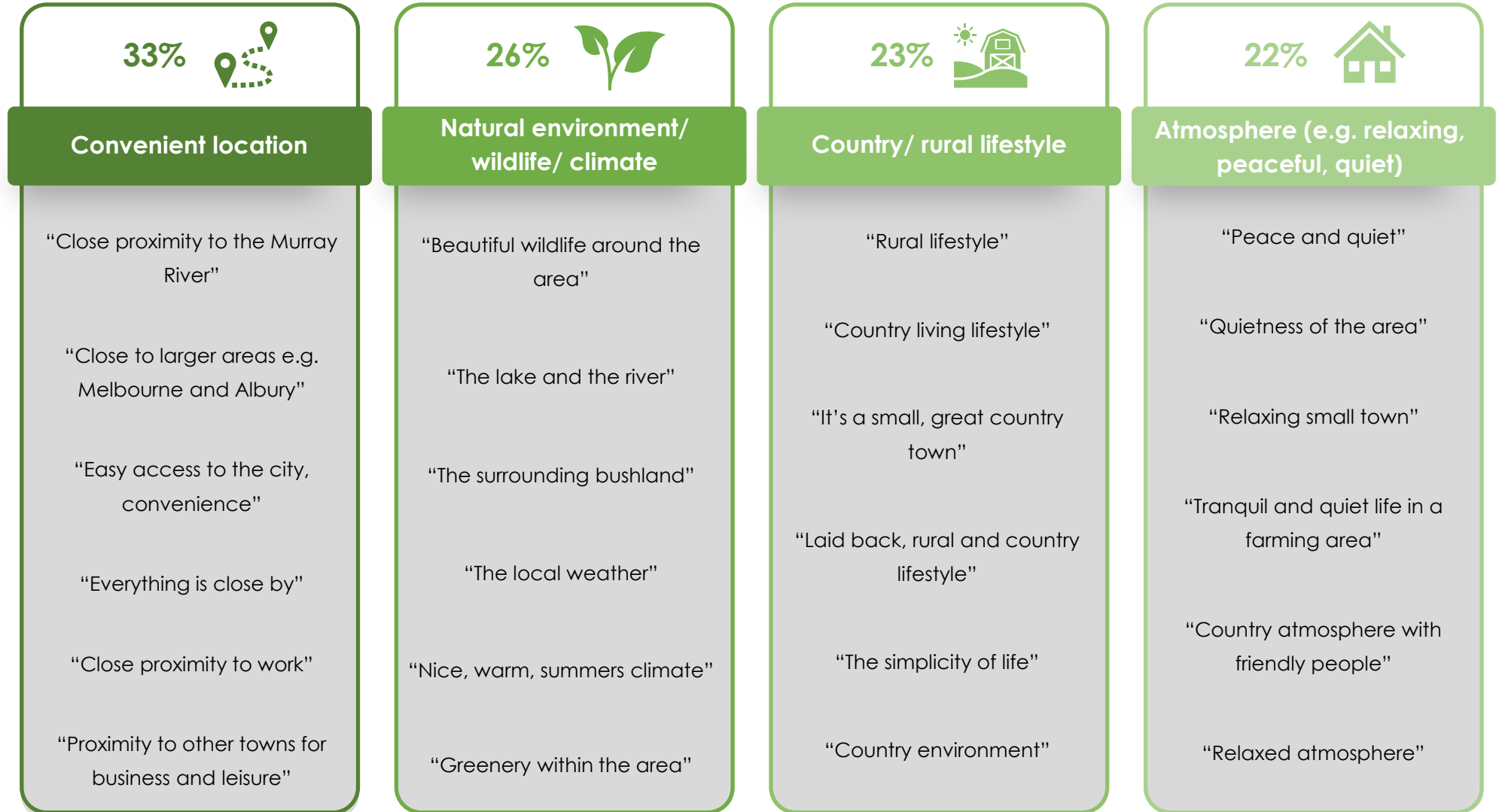
Q2. Overall, how would you rate the quality of life you have living in the Federation Council area?

Scale: 1 = very poor, 6 = excellent  
A significantly higher/lower percentage/rating (by group)

# Most Valued Aspects: Top 4 Mentions

When asked what are the most valued aspects, 33% of residents mentioned that the Federation LGA is a convenient location (e.g. proximity to services/ facilities, rivers, work). 26% mentioned natural environment/ wildlife/ climate in the LGA.

Further, 23% mentioned that they like the country/ rural lifestyle in the LGA, while 22% stated that the atmosphere (e.g. relaxing, peaceful, quiet) is their most valued aspect.



Base: N = 201

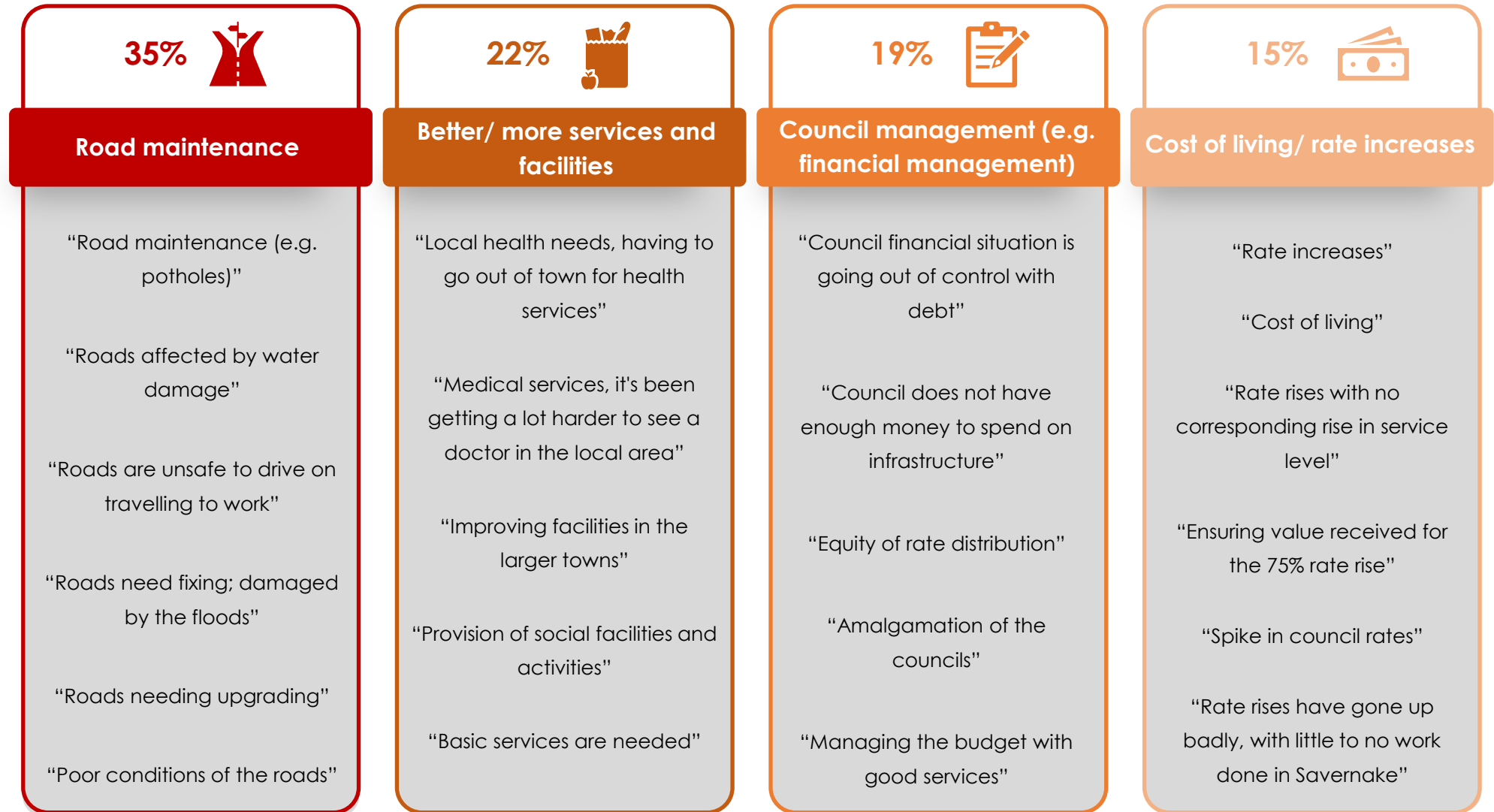
Q1a. What do you value most about living in the Federation region?

Please see Appendix 1 for the full list of results 12

# Highest Priority Issues Over the Last 5 Years: Top 4 Mentions

When asked what are the priority areas for the LGA over the last 5 years, 35% stated road maintenance.

Other frequently mentioned priority areas include a need for more/ better services and facilities (e.g. health services), Council management (e.g. financial management) and rising costs.



Base: N = 201

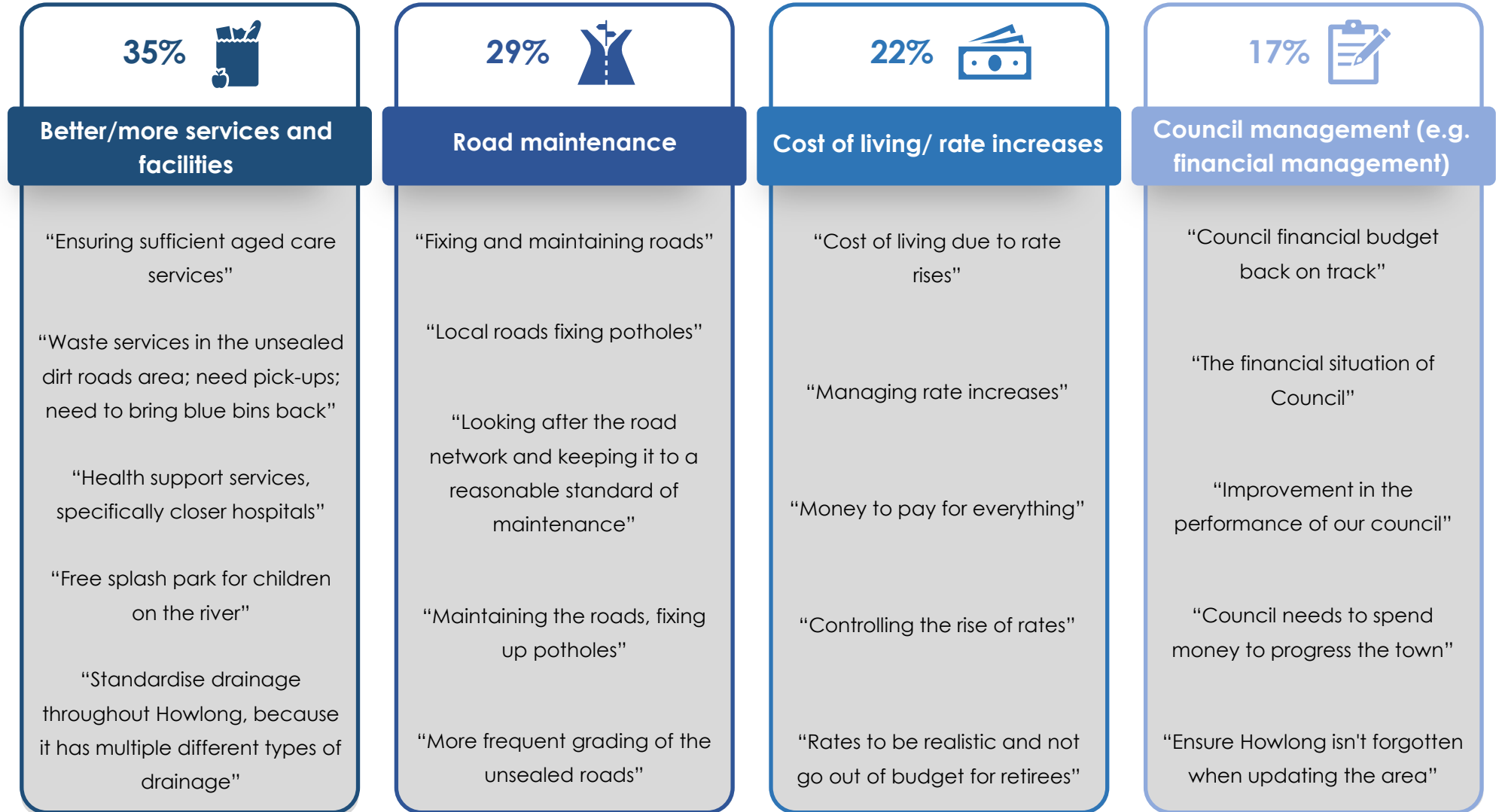
Q1b. What do you believe have been the highest priority issues for the local area over the last 5-years?

Please see Appendix 1 for the full list of results 13

# Highest Priority Issues For the Next 5 Years: Top 4 Mentions

Similar with highest priority issues over the last 5 years, residents identified better/ more services and facilities, road maintenance, cost of living/rate increases and Council management (e.g. financial management) as the highest priority issues for the next 5 years.

However, better/ more services and facilities has now surpassed road maintenance as the most important issue in the eyes of residents moving forward.



Base: N = 201

Q1c. Thinking of the next 5 years and beyond, what do you believe will be the highest priority issues within the local area?



## Section Two

### Performance of Council

This section explores resident satisfaction with the overall performance of Council. It also summarises the importance and satisfaction ratings for the 42 services and facilities. In this section we explore trends to past research and comparative norms.

# Summary: Performance of Council

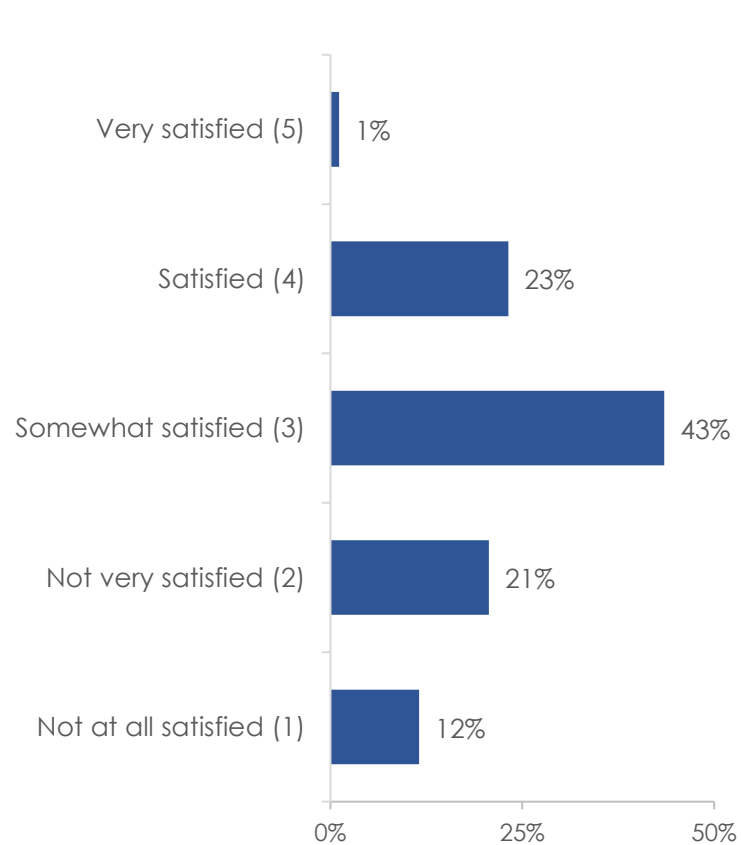


- 67% of residents are at least somewhat satisfied with the performance of Council in the last 12 months, which is significantly lower than the Regional Benchmark (-15%)
  - Largest drivers of overall satisfaction revolve around communication, planning and development, and roads.
- 72% of residents are at least somewhat satisfied with Council's customer service overall. However, 50% of residents are not satisfied with Council's efforts to respond to residents
- Largest gaps in performance (importance score minus satisfaction score):
  - Condition/maintenance of local roads (sealed)
  - Condition/maintenance of rural/unsealed roads
  - Stormwater drainage/flood management
  - Council communication with the community
  - Management of development/town planning
- Compared to the Regional Benchmark, areas that are less satisfactory to the Federation LGA residents include:
  - Stormwater drainage/flood management
  - Condition/maintenance of local roads (sealed)
  - Waste centres (tips)
  - Opportunity to participate in Council decisions
  - Condition/maintenance of rural/unsealed roads



# Overall Satisfaction

67% of residents are at least somewhat satisfied with the performance of Council in the last 12 months, which is significantly lower than our Regional Benchmark. Demographically, those who identify as having a disability are significantly less likely to be satisfied.



	Overall	Gender		Age		Ratepayer status	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer
Top 3 Box %	67%	62%	73%	72%	65%	66%	77%
Mean rating	2.82	2.72	2.91	2.73	2.86	2.80	2.93
Base	201	99	102	73	128	178	21

	Federation Council	Micromex LGA Benchmark - Regional
Top 3 Box %	67%	82%
Mean rating	2.82	3.31
Base	201	53,020

	Time lived in area		Identify as having a disability	
	Up to 20 years	More than 20 years	Yes	No
Top 3 Box %	76%	63%	51%	71%
Mean rating	2.98	2.72	2.62	2.85
Base	77	124	30	171

Base: N = 201

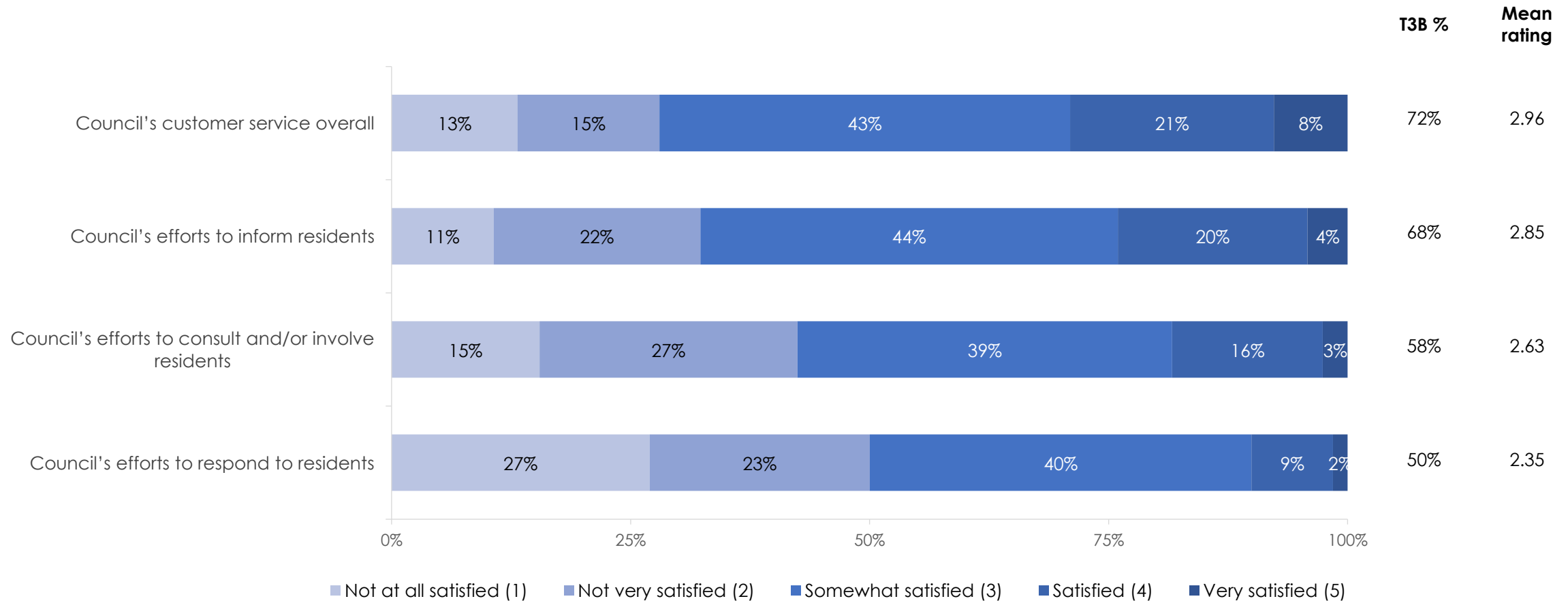
Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

Scale: 1 = not at all satisfied, 5 = very satisfied  
A significantly higher/lower level of satisfaction (by group) 17

# Satisfaction with Communication Efforts

Satisfaction was highest for Council's customer service overall, with 72% at least somewhat satisfied. Council's efforts to respond to residents received the lowest satisfaction score (50% being at least somewhat satisfied).

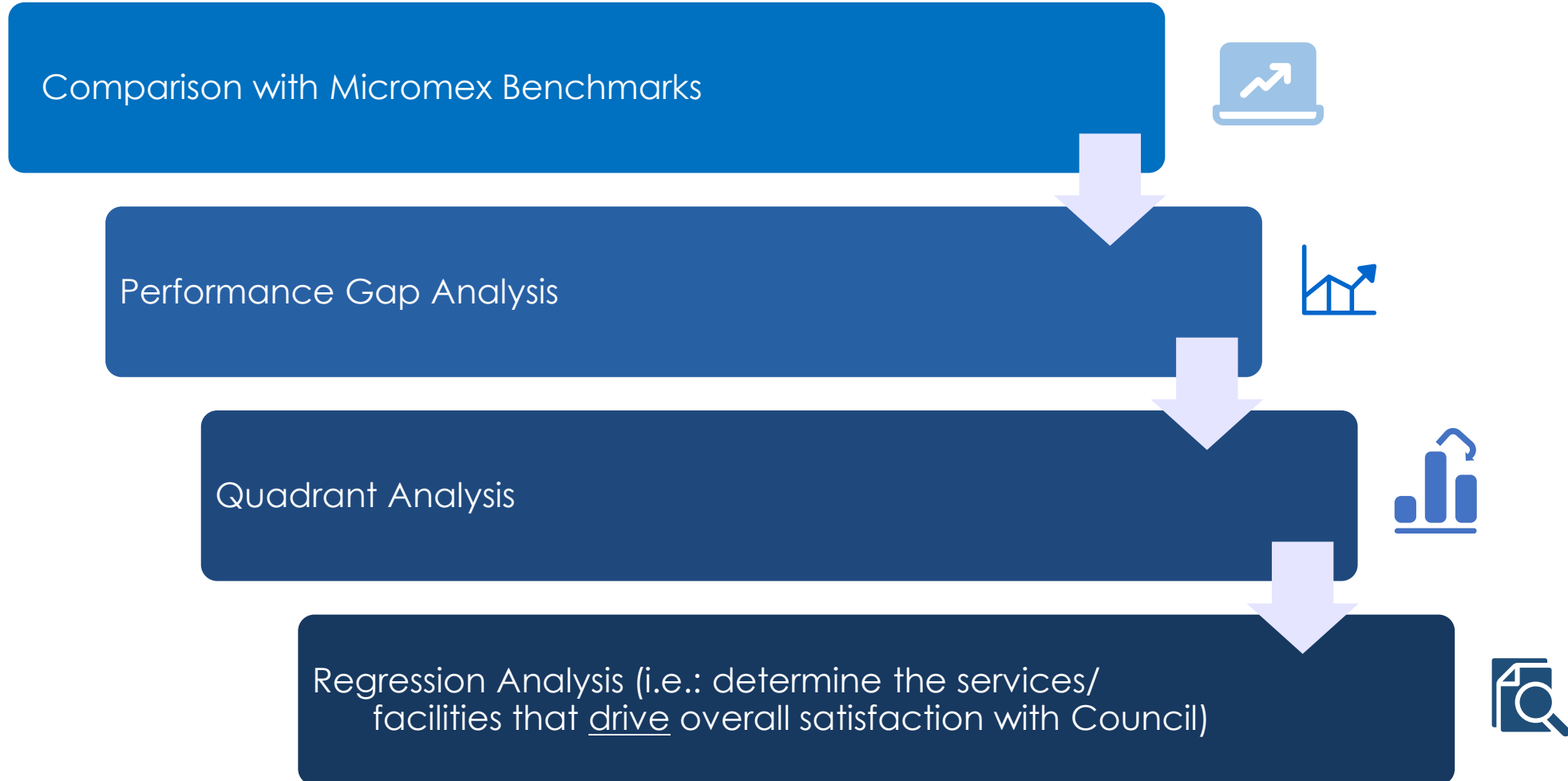
By demographic, females are significantly more likely to be satisfied with the Council's customer service overall.



# Council Services and Facilities

A major component of the 2024 Community Survey was to assess perceived Importance of, and Satisfaction with 42 Council-provided services and facilities – the equivalent of 84 separate questions!

We have utilised the following techniques to summarise and analyse these 84 questions:



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

The analysis below identifies the highest and lowest rated services/facilities in terms of importance and satisfaction.

## Importance

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

Higher importance	T2 Box	Mean
Condition/maintenance of local roads (sealed)	94%	4.74
Domestic garbage collection	91%	4.68
Sewerage services	91%	4.60
Long term planning for our area	90%	4.64
Water supply	90%	4.60
Sporting facilities and grounds	90%	4.46

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

Lower importance	T2 Box	Mean
Support for arts and culture	51%	3.42
Sustainable/renewable energy programs	51%	3.44
Support for indigenous and multicultural communities	56%	3.55
Bike paths/cycleways	56%	3.57
Tourism	63%	3.80

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

## Satisfaction

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

Higher satisfaction	T3 Box	Mean
Libraries	94%	4.18
Cemeteries	93%	4.09
Parks and playgrounds	93%	3.84
Sporting facilities and grounds	91%	3.85
Protecting the natural environment	91%	3.66

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

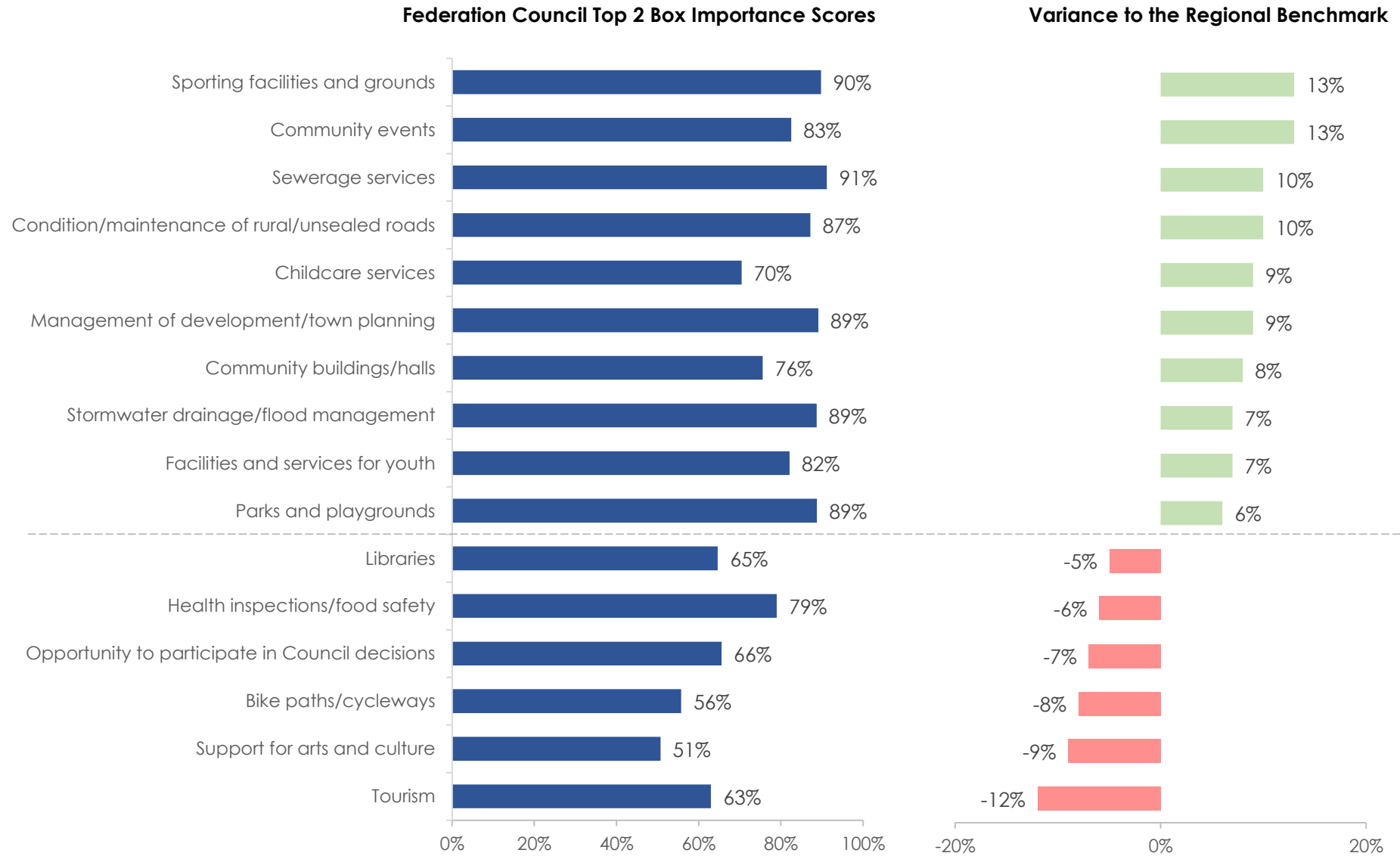
Lower satisfaction	T3 Box	Mean
Condition/maintenance of rural/unsealed roads	32%	2.04
Condition/maintenance of local roads (sealed)	32%	2.05
Opportunity to participate in Council decisions	46%	2.45
Stormwater drainage/flood management	49%	2.50
Council communication with the community	49%	2.52

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

# Summary Importance Comparison to the Micromex Benchmark

The chart to the right shows the variance between Federation Council top 2 box importance scores and the Micromex Benchmark.

Services/facilities shown in the chart highlight larger positive and negative gaps.

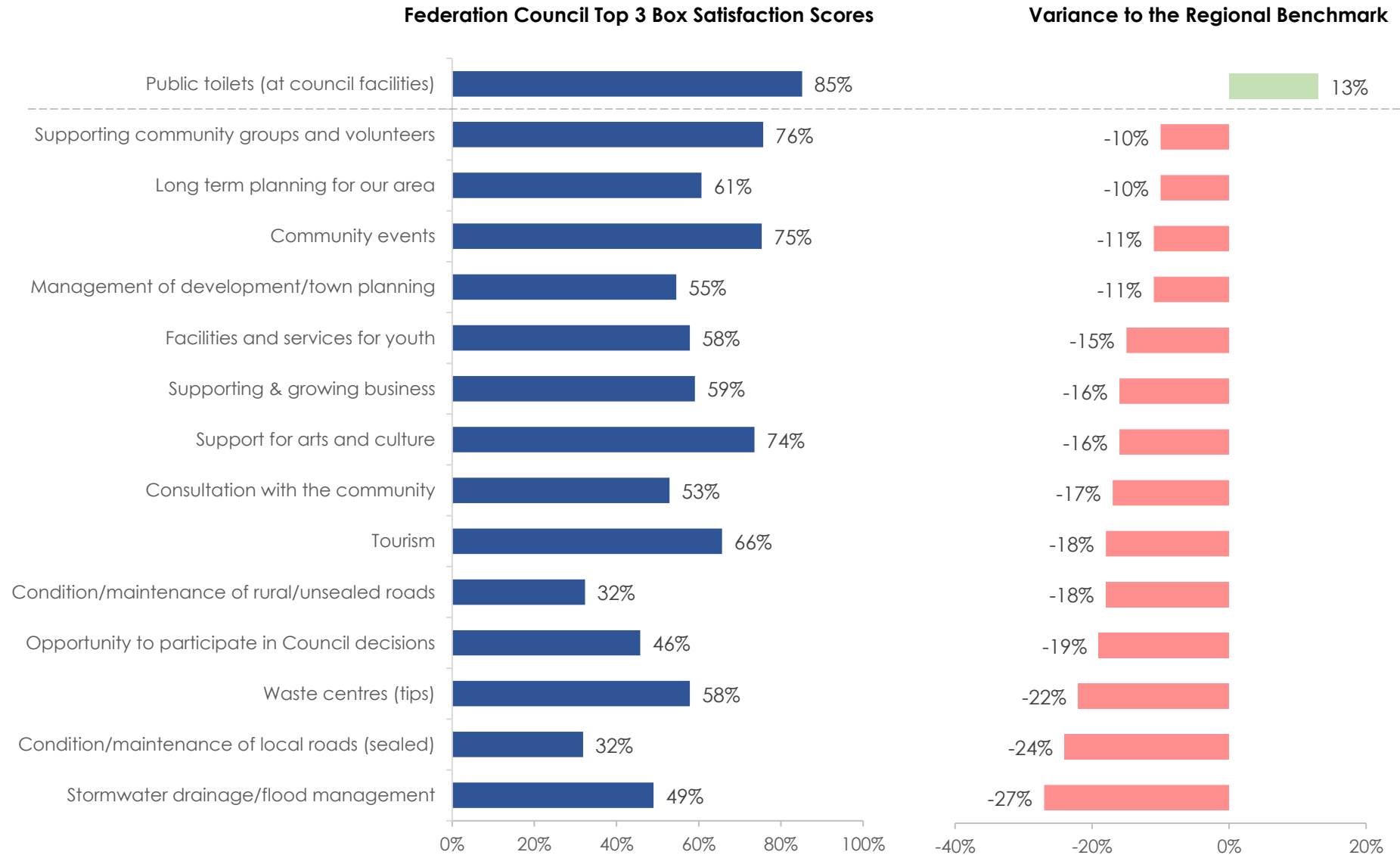


Note: Only services/facilities with a variance of +/- 5% to the Benchmark have been shown above. Please see Appendix 1 for detailed list  
 Top 2 box = important/very important

# Summary Satisfaction Comparison to the Micromex Benchmark

The chart to the right shows the variance between Federation Council top 3 box satisfaction scores and the Micromex Benchmark.

Services/facilities shown in the chart to the right highlight larger positive and negative gaps.



Note: Only services/facilities with a variance of +/- 10% to the Benchmark have been shown above. Please see Appendix 1 for detailed list  
 Top 3 box = at least somewhat satisfied

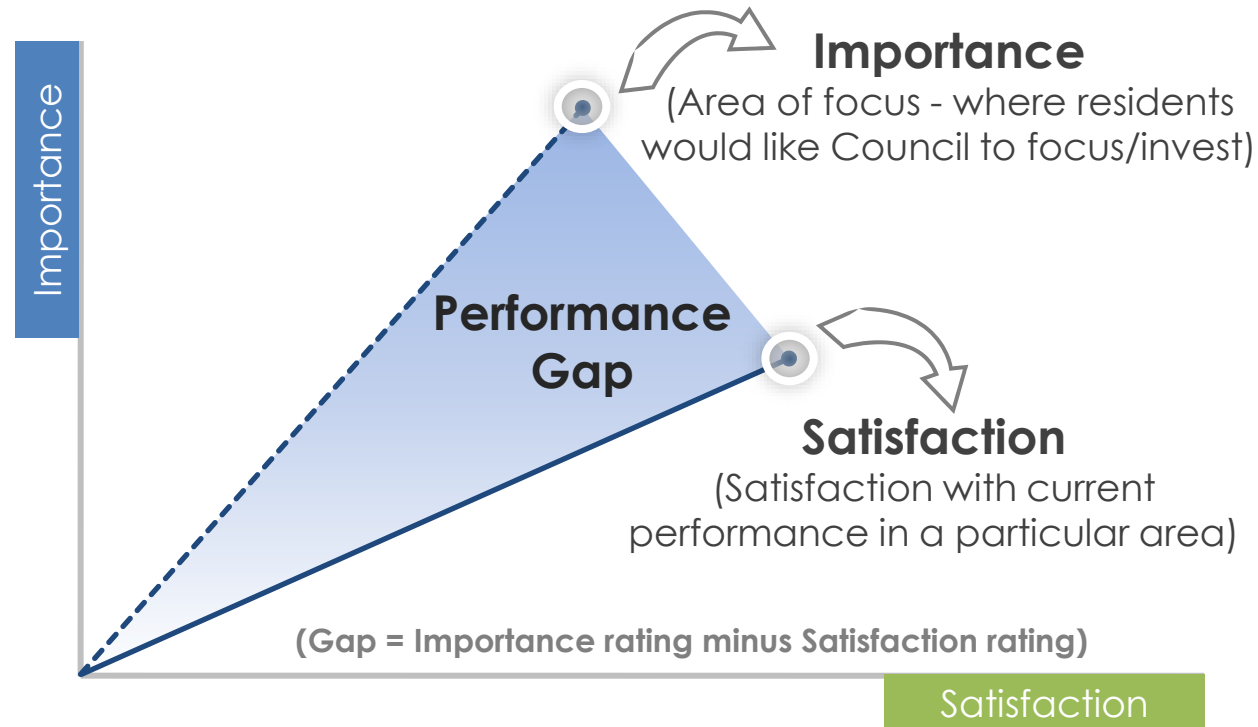
# Performance Gap Analysis

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

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Federation Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the services and facilities with the largest performance gaps.

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



# Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high in importance, whilst resident satisfaction for all of these areas is between 32% and 68%. Roads, drainage, communication and planning all had a performance gap greater than 30%.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Transport Infrastructure	Condition/maintenance of local roads (sealed)	94%	32%	62%
Transport Infrastructure	Condition/maintenance of rural/unsealed roads	87%	32%	55%
Transport Infrastructure	Stormwater drainage/flood management	89%	49%	40%
Community & Economy	Council communication with the community	87%	49%	38%
Development Services	Management of development/town planning	89%	55%	34%
Community & Economy	Supporting & growing business	89%	59%	30%
Community & Economy	Long term planning for our area	90%	61%	29%
Community & Economy	Consultation with the community	82%	53%	29%
Community Services	Facilities and services for youth	82%	58%	24%
Environmental Services	Waste centres (tips)	82%	58%	24%
Community & Economy	Opportunity to participate in Council decisions	66%	46%	20%
Community Services	Healthcare/disability services	88%	68%	20%

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



# Quadrant Analysis

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

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

On average, Federation Council residents rated services/facilities on par with our Benchmark, and their satisfaction was, on average, lower.

	Federation Council	Micromex Comparable Regional Benchmark
Average Importance	79%	78%
Average Satisfaction	73%	79%

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

## Explaining the 4 quadrants (overleaf)

Attributes in the top right quadrant, **CELEBRATE**, such as 'sporting facilities and grounds', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'condition/maintenance of local roads (sealed)' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

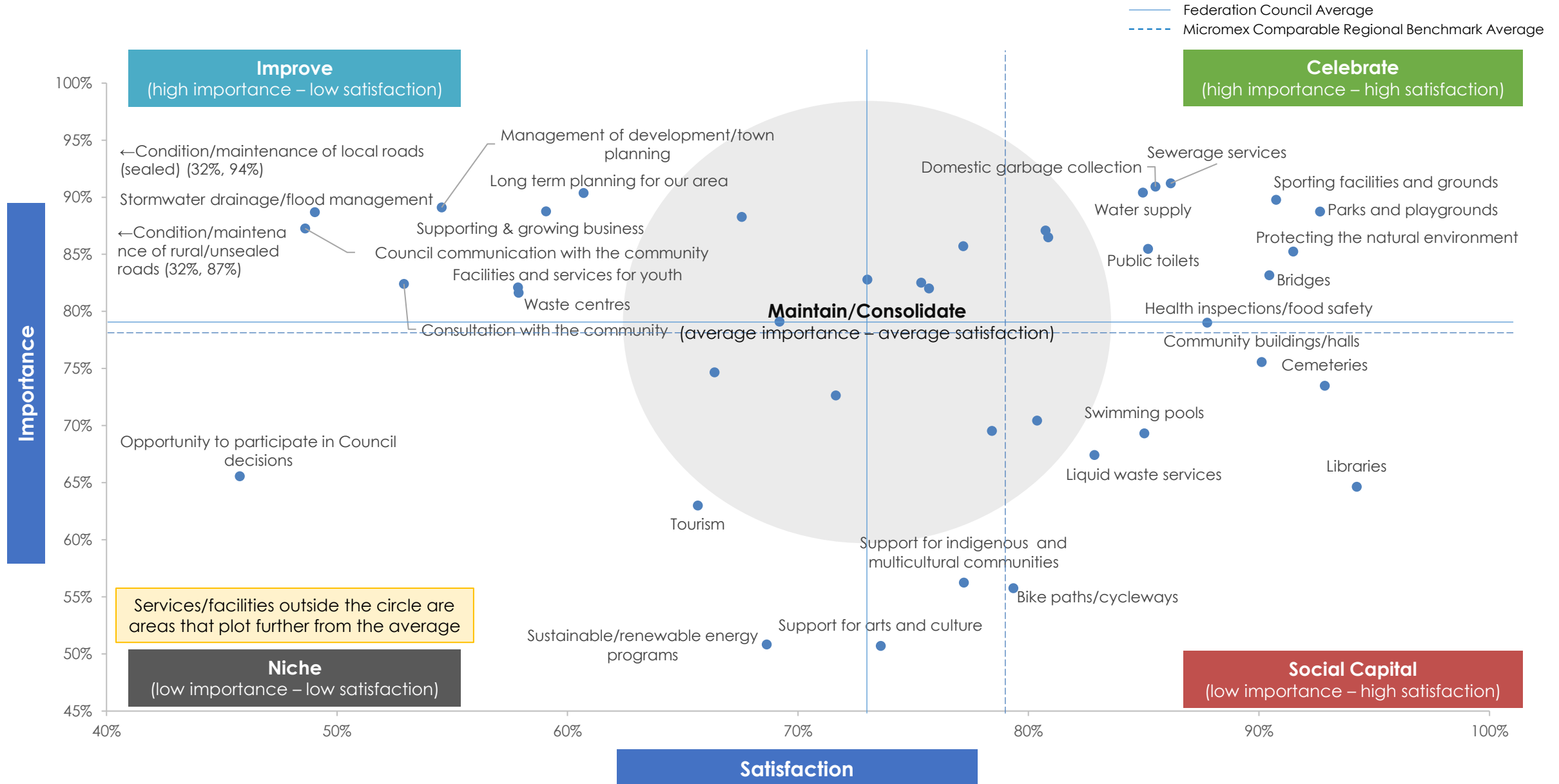
Attributes in the bottom left quadrant, **NICHE**, such as 'sustainable/renewable energy programs', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

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

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

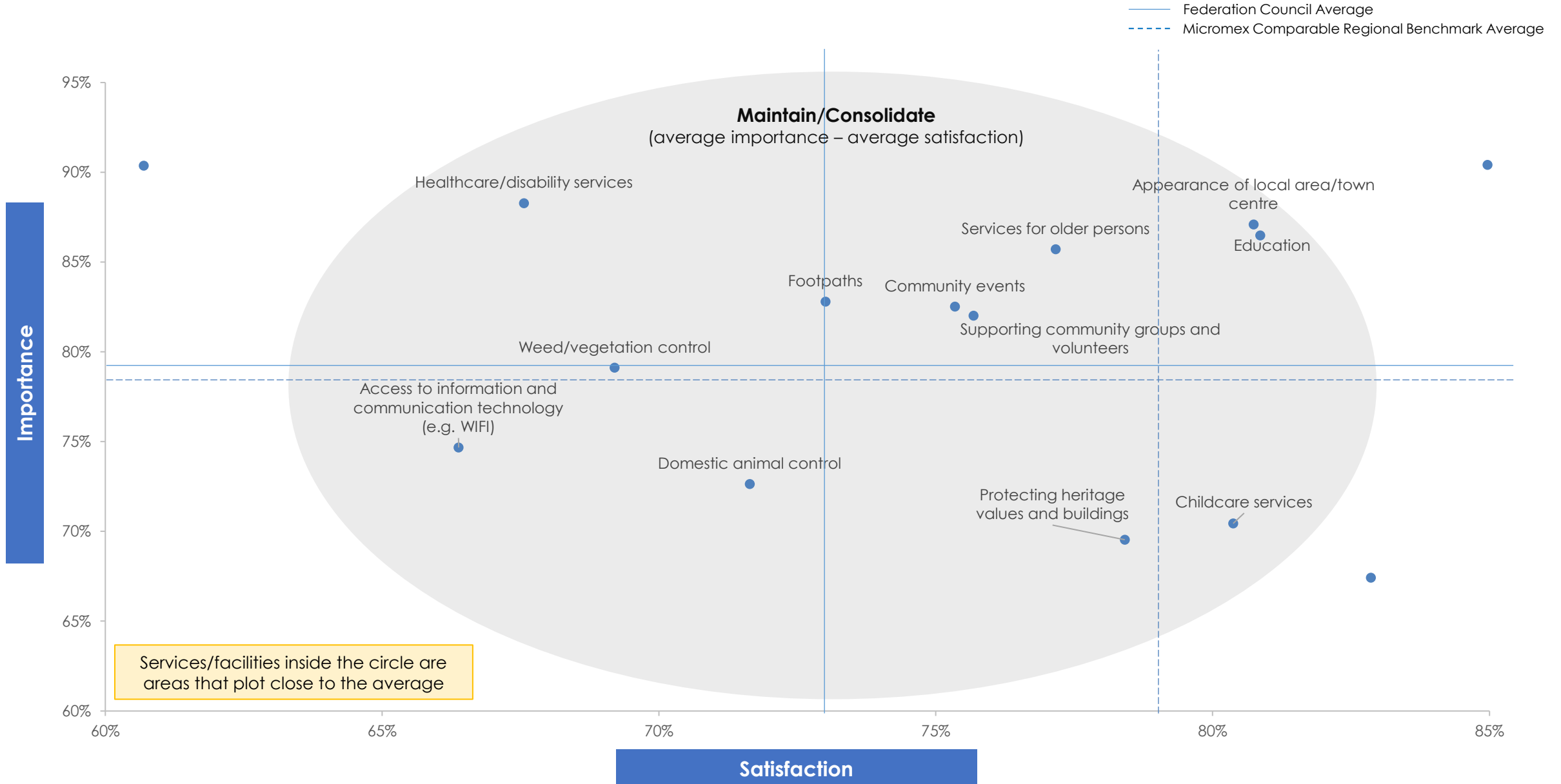
# Quadrant Analysis – Mapping Priority Against Delivery

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



# Quadrant Analysis – Mapping Priority Against Delivery

Following on the previous Slide, the chart below shows the measures in the 'maintain/consolidate' area.



# Regression Analysis

The outcomes identified in stated importance/satisfaction analysis often tend to be obvious and challenging. No matter how much focus a council dedicates to 'condition/maintenance of local roads (sealed)', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

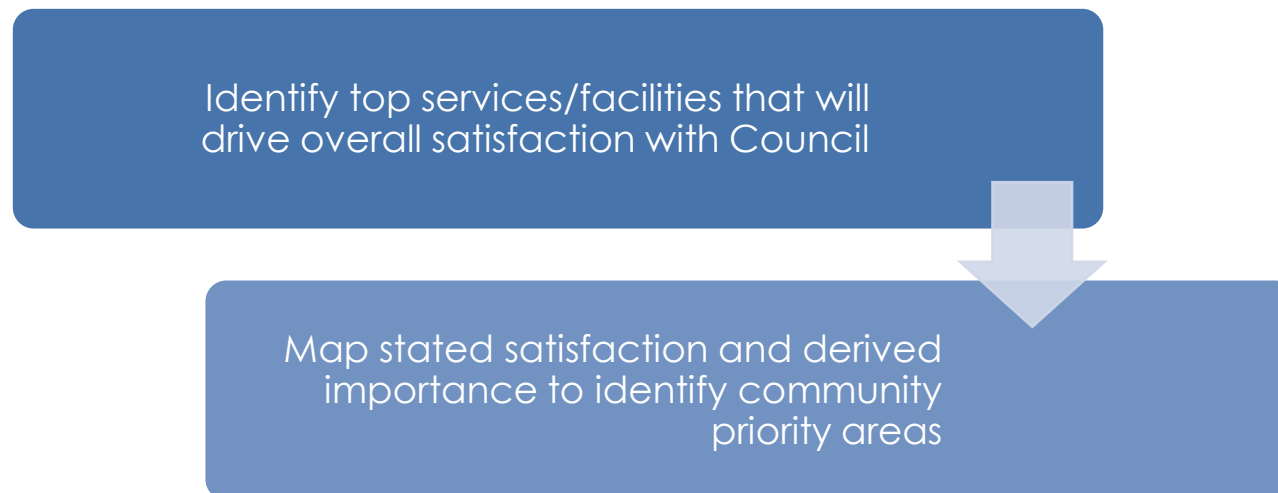
Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance. Therefore, in order to identify how Federation Council can actively drive overall community satisfaction, we conducted further analysis

## Explanation of Analysis

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

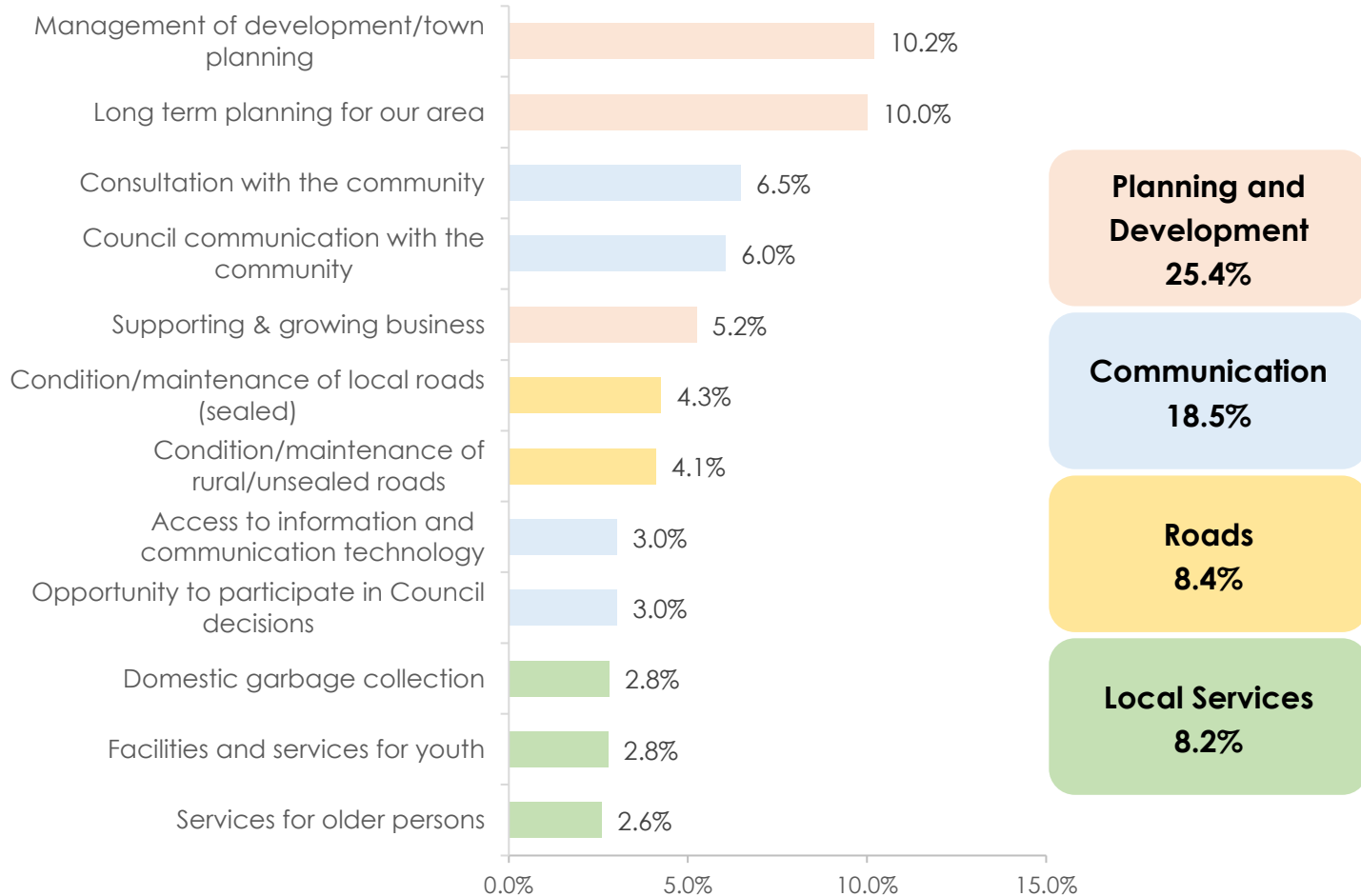
## What Does This Mean?

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



# Key Drivers of Overall Satisfaction with Council

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



These top 12 services/facilities (so 29% of the 42 services/facilities) account for over 60% of the variation in overall satisfaction.

Investigating the measures separately, management of development/town planning and long-term planning for our area have the greatest influence on overall satisfaction.

However, after summarising them into their thematical groups, planning and development is the most important driver category.

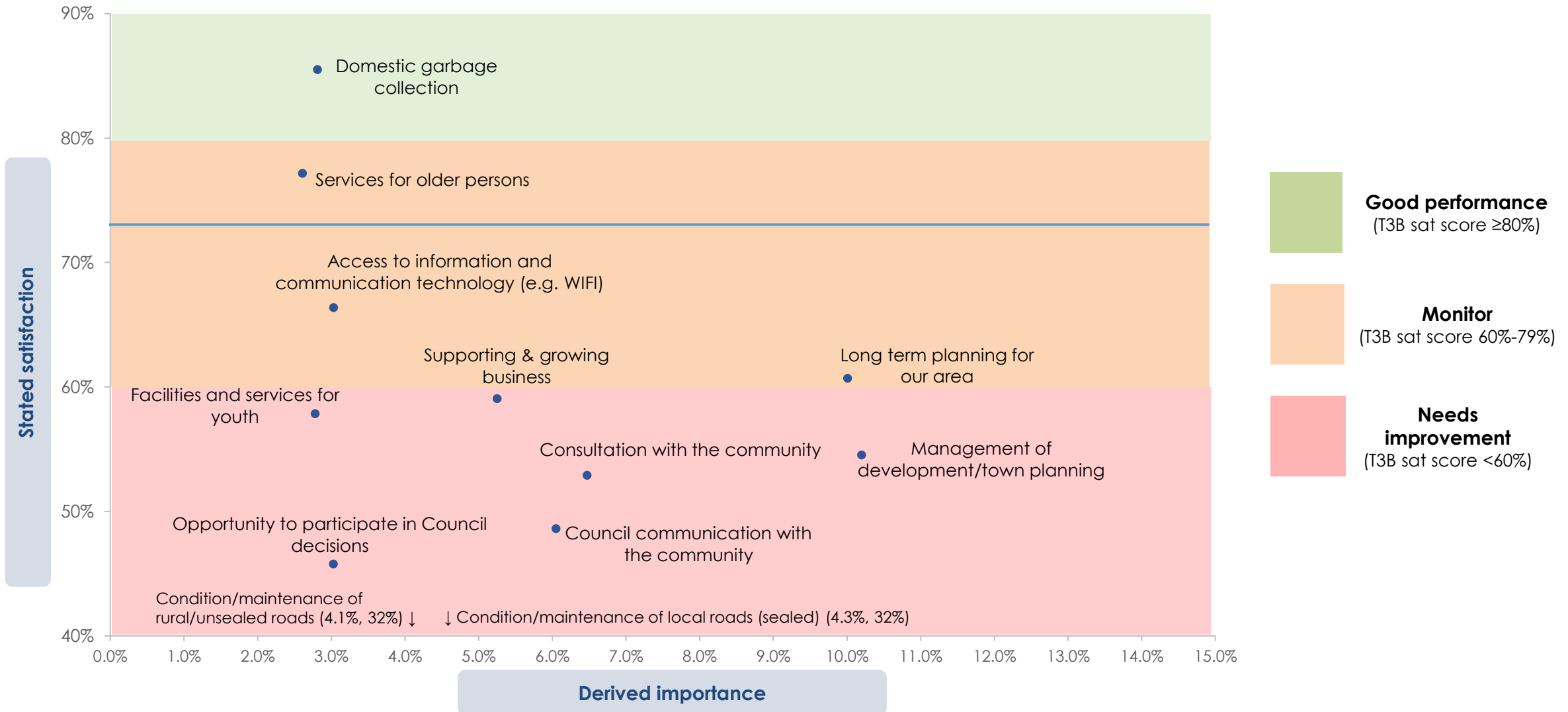
R<sup>2</sup> value = 0.55

**Dependent Variable: Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?**

Note: Please see Appendix 1 for complete list

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

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



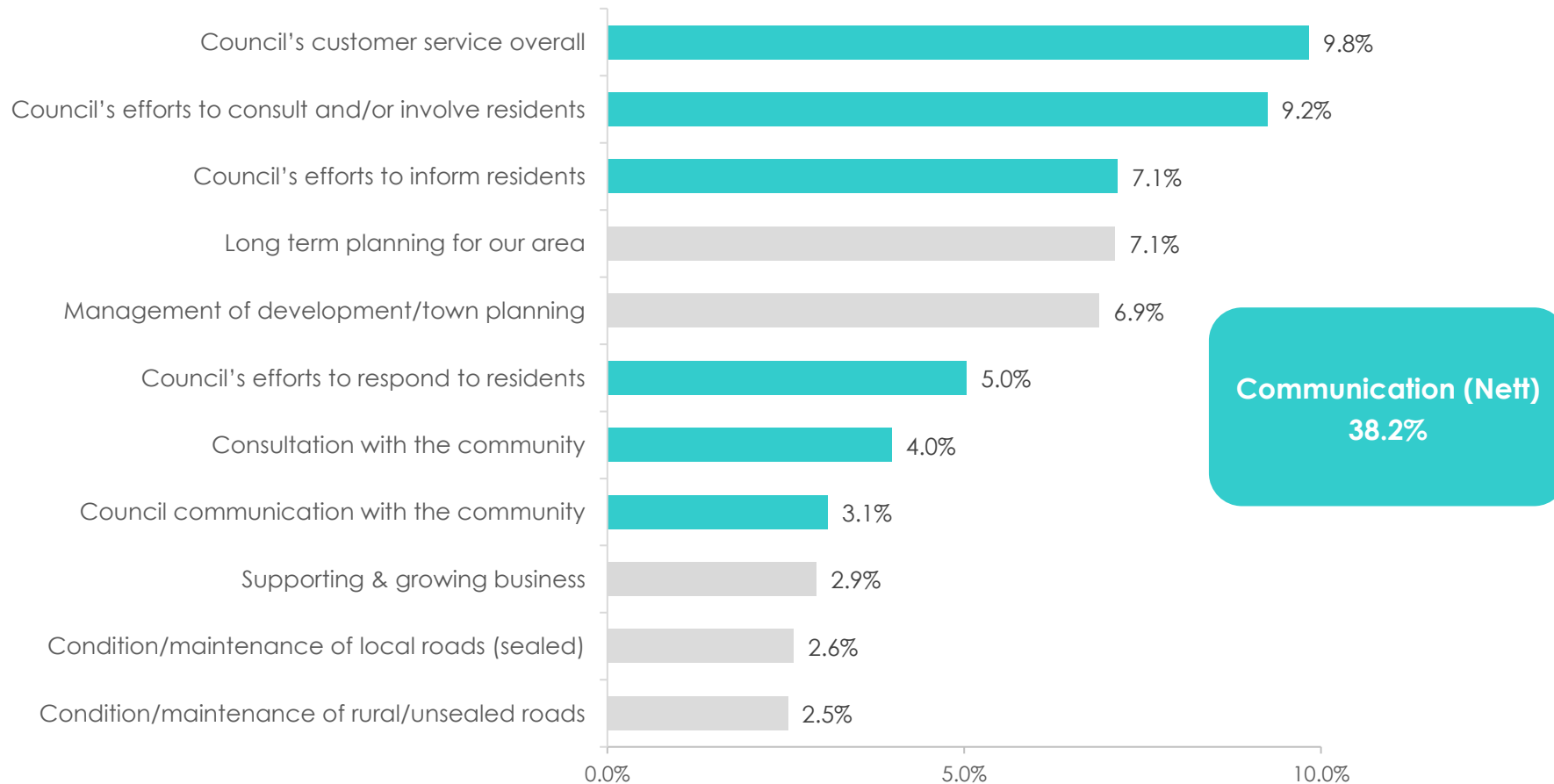
Note: Blue line represents the average top 3 box (at least somewhat satisfied) of all 42 measures

# Key Drivers of Overall Satisfaction with Council – Expanded Model

The previous regression model is based on the 42 services/facilities tested (Q3). The results of this slide show an expanded model of the key drivers contributing to overall satisfaction with Council. This analysis includes 4 additional measures (model now totalling 46 measures) from Q5:

- Council's efforts to inform residents**
- Council's efforts to consult and/or involve residents**
- Council's efforts to respond to residents**
- Council's customer service overall**

**Drivers of Overall Satisfaction (Re-run)**



Looking at our expanded regression result, satisfaction with contact/consultation measures now account for nearly 40% of the variation in overall satisfaction.

Similar to our original regression model, planning and development, and roads are also important drivers.

R<sup>2</sup> value = 0.65

**Dependent Variable: Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?**



## Contact from Council

This section explores resident preferred communication methods from Council and their awareness of rate increases.

### Section Three



# Summary: Contact from Council

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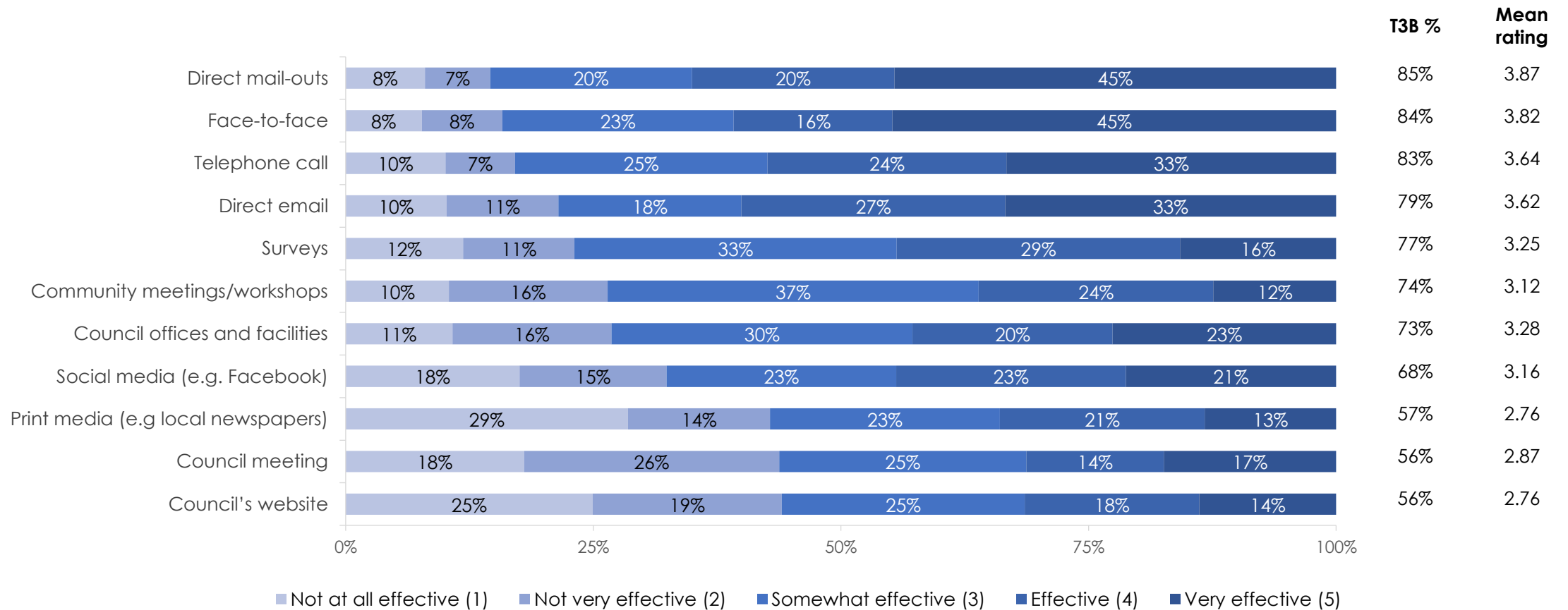
- Direct mail-outs, face-to-face and telephone call are the most effective methods for Council to engage and communicate with the community.
- Email newsletters and letters are perceived as the best communication methods from Council.
- 73% of residents were aware that Council was considering applying for a large increase to rates, from IPART.
  - Over half of the residents who were informed about the rate increase learned through community discussions or mail-outs.
  - Similarly, those who were unaware of the rate increase application indicated that they would prefer to be communicated with via mail-outs (78%) and community discussions (71%).



# Effectiveness of Communication Methods

From the residents' perspective, direct mail-outs, face-to-face and telephone call are the most effective methods for Council to engage and communicate with the community. However, lower effectiveness scores were observed for Council's website, Council meetings and print media.

By demographic, older residents are significantly more likely to rate print media as at least somewhat effective, while younger residents are more likely to rate social media as at least somewhat effective.



Base: N = 201

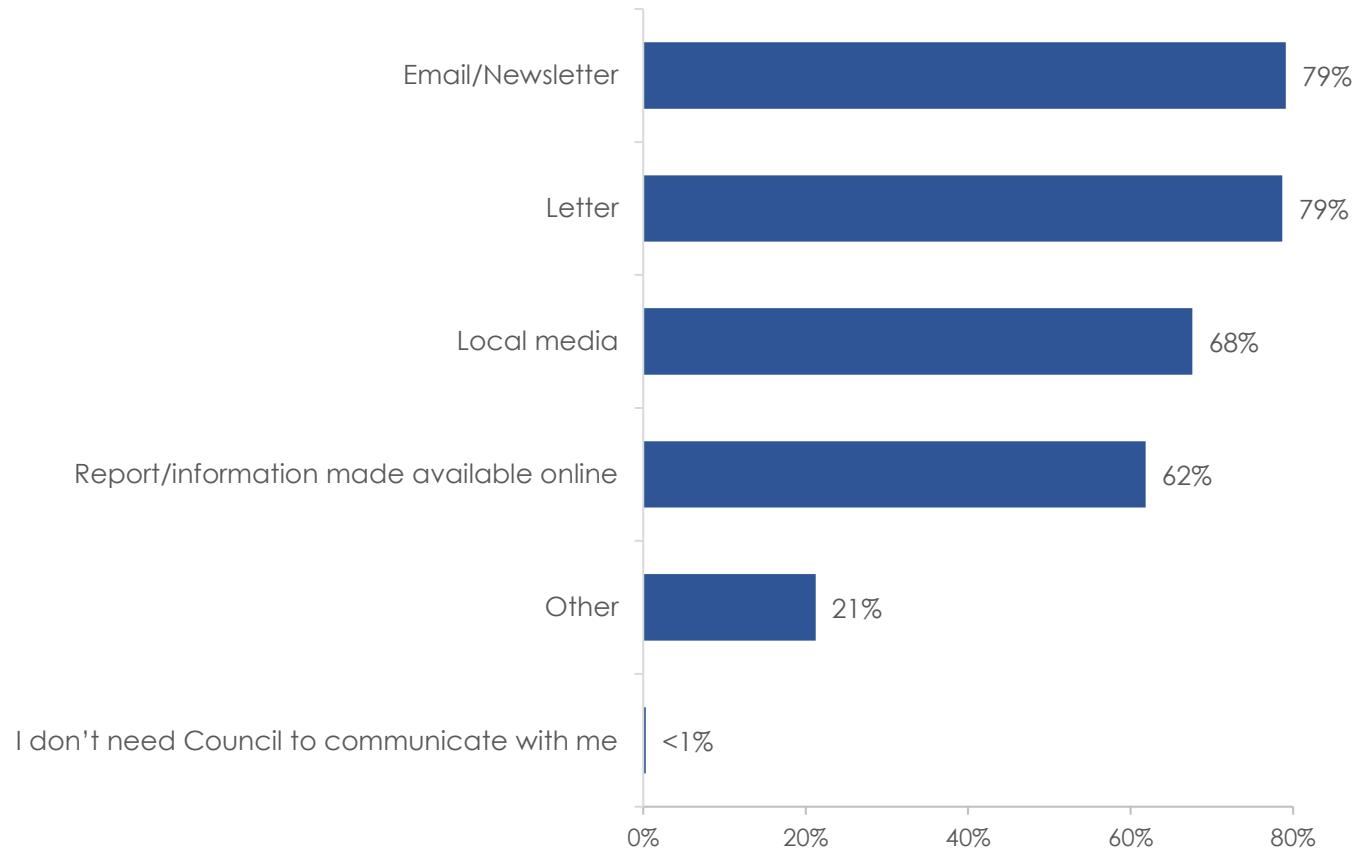
Q6. If Council wants to get your opinion on an issue, how effective would the following methods be in engaging and communicating with you, on a scale of 1-5 where 1 is not at all effective and 5 is very effective?

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

Please see Appendix 1 for results by demographics and other specified 34

# Best Methods for Council to Communicate

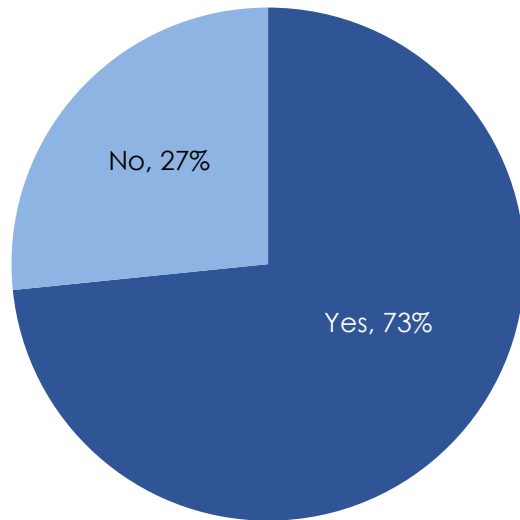
Email/newsletters and letters are the most preferred communication methods from Council. Younger residents prefer using report/information made available online, while long-term residents are significantly more likely to perceive letter as the best communication method from Council.



Other Specified	Count
Social media (e.g. Facebook)	17
Telephone call	13
Face-to-face	12
SMS/text messages	6
Pop-ups/forums in public areas	6
Notices in public areas (e.g. supermarket)	2

# Awareness of Rate Increase

73% of residents were aware that Council was considering applying for a large increase to rates, from IPART. Those who have lived in the Federation LGA for up to 20 years and those who identify as having a disability are significantly less likely to be aware of this. Notably, although not statistically significant, residents who were aware of the large rate increase are significantly less likely to be satisfied with the performance of Council. This indicates a potential impact of rate increase on residents' overall satisfaction.



Base: N = 201

	Overall	Gender		Age		Ratepayer status	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer
Yes %	73%	73%	74%	65%	78%	74%	69%
Base	201	99	102	73	128	178	21

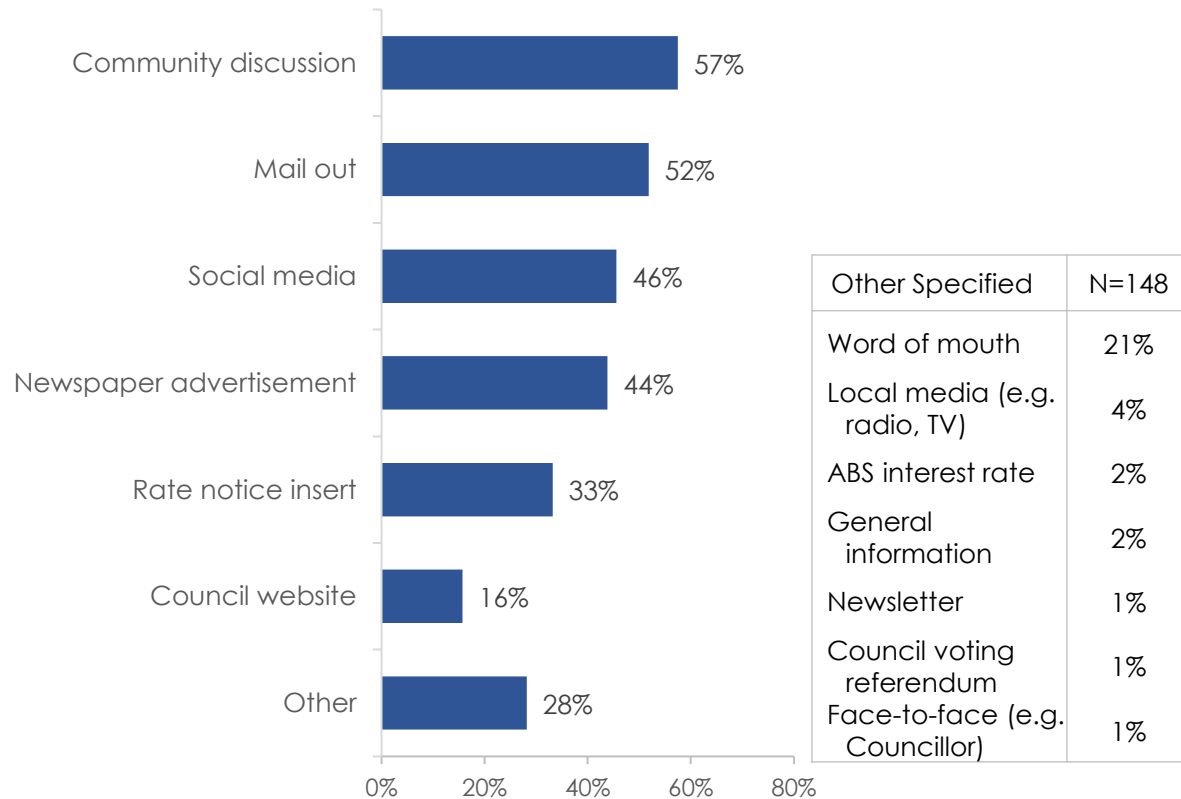
Overall Satisfaction	Overall	Awareness of Rate Increase	
		Yes	No
Top 3 box %	67%	65%	76%
Mean rating	2.82	2.75	3.00
Base	201	148	53

	Time lived in area		Identify as having a disability	
	Up to 20 years	More than 20 years	Yes	No
Yes %	62%	81%	57%	76%
Base	77	124	30	171

# Methods of Being Informed

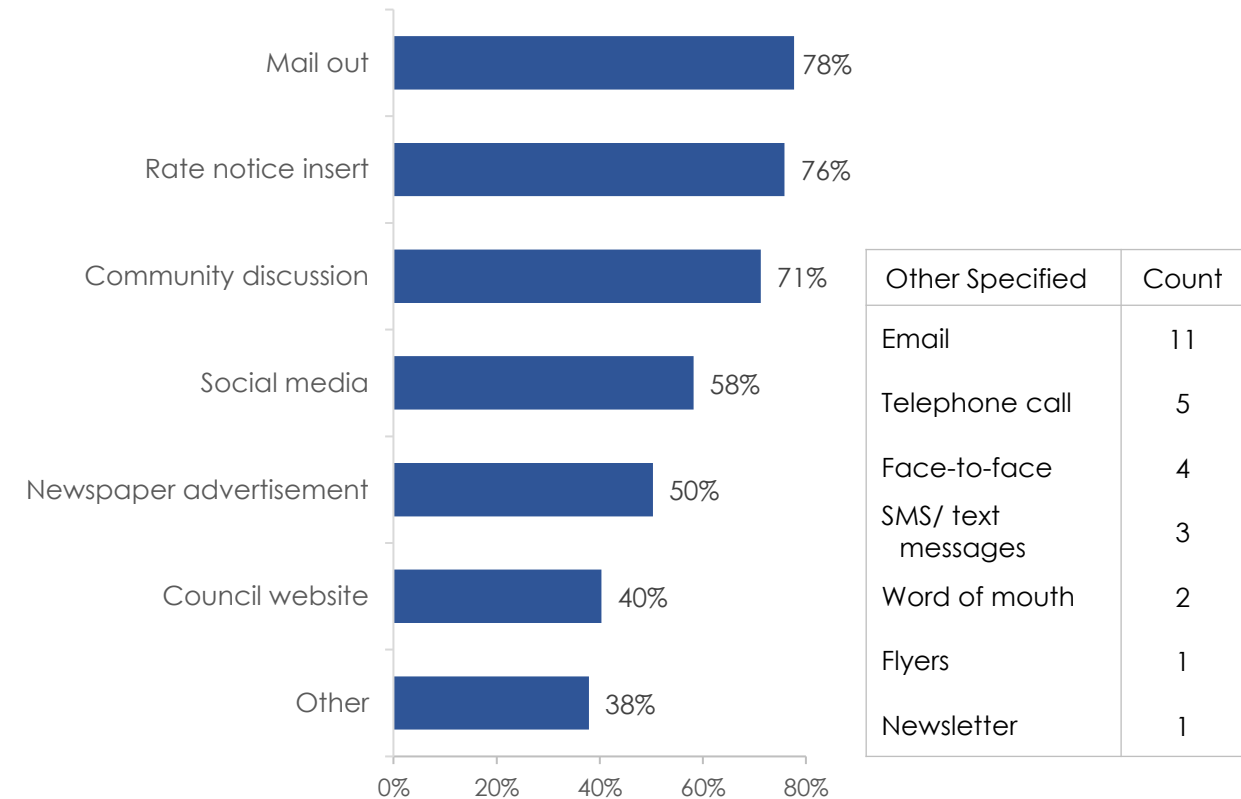
Community discussions and mail outs were main methods of being informed of Council applying for a rate increase with IPART. Of those not currently aware, preference of being informed is greater for mail out, rates insert and community discussion.

How were you informed of this?



Base: N = 148 (only respondents who answered "Yes" in Q12a)

If you are not aware, how would you like Council to inform you of information like this in the future?



Base: N = 53 (only respondents who answered "No" in Q12a)



## Vision Statement and Future Resources

This section explores resident support for the current vision statement and their attitudes toward the priority and level of investment in future resources.

### Section Four

# Summary: Vision Statement and Future Resources



- Encouragingly, 92% of residents are at least somewhat supportive of the current Vision Statement.
  - The main reason for supporting the statement is a sense that it is beneficial/important and reflects the area.
  - Lower levels of support stem from a lack of practical outcomes/evidence and the belief that Council could perform better.
- Resources that are a higher priority and require more investment:
  - Roads, bridges and transport
  - Community engagement and communication
  - Stormwater and drainage
  - Economic development
  - Outreach services
- Regarding infrastructure, 63% of residents stated that they prefer for Council to focus more on maintaining current assets rather than providing new assets. In terms of facilities, 41% of residents stated that they would like Council to focus on providing a greater number of more basic facilities.

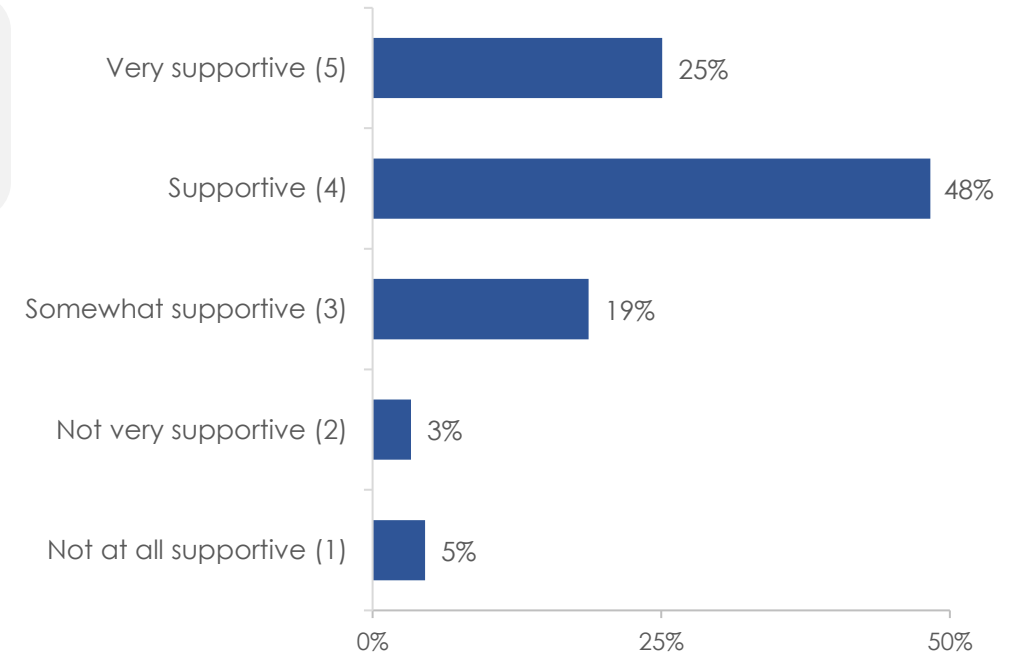
# Vision Statement: Support

Federation Council's Vision Statement is:

**“Federation Council will be home to a community rich in spirit, thriving through the opportunities of our unique history, rural landscapes and waterways.”**

Encouragingly, 92% of residents are at least somewhat supportive of the current Vision Statement, with 73% being very supportive/ supportive.

Non-ratepayers and younger residents are significantly more likely to be supportive.



	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Top 3 Box %	92%	89%	95%	94%	91%	91%	100%	93%	91%	88%	93%
Top 2 Box %	73%	69%	78%	85%	67%	72%	87%	77%	71%	67%	75%
Mean rating	3.86	3.76	3.96	4.01	3.78	3.81	4.28	3.89	3.84	3.70	3.89
Base	201	99	102	73	128	178	21	77	124	30	171

Base: N = 201

Q8a. How supportive are you of this community vision?

Scale: 1 = not at all supportive, 5 = very supportive  
A significantly higher/lower level of support (by group) 40



# Vision Statement: Reasons for the Level of Support

The main reasons for supporting the statement are a sense that it is beneficial/important and reflects the area.

Lower levels of support stem from a lack of practical outcomes/evidence (not measurable) and the belief that the Council could perform better.

## Example verbatims: **In support**

“Embrace everything that is important to this community”

“The rural landscapes, waterways and heritage are all major components here”

“It is a good expression of the area”

“It makes sense and puts belief in the town”

“Council does a fairly good job looking after residents”

“I’m part of the community”

“We live in a nice, pretty area, the vision encapsulate that”

## Example verbatims: **Not supportive**

“Need to focus on more practical outcomes”

“It sounds very Corowa-centric”

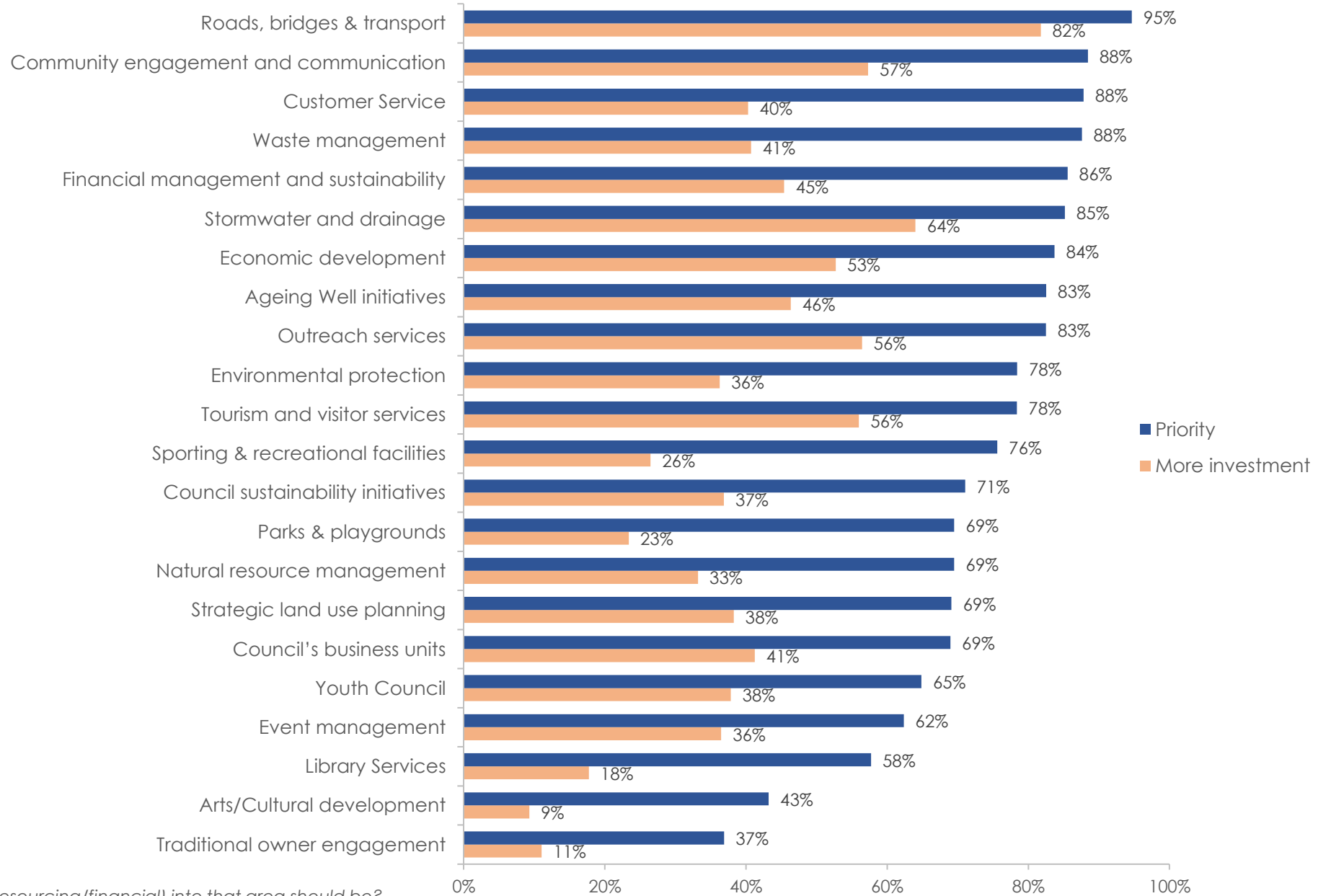
“Need to involve the entire community in the consultations and not just consultants”

Reason	N = 201
<b>Supportive/ Very supportive (73%)</b>	
It will benefit the community/it is important to the area	27%
It describes the area accurately/covers important aspects	22%
Agree with the vision/it is what Council needs to aim for	13%
Need to focus on other areas (e.g. tourism, jobs)	6%
Council is doing a good job/trying their best	5%
Need more practical outcomes/evidence	3%
I am a part of the community	2%
Support Council	2%
Council needs to do better (e.g. equity across all areas, deliver on promises)	2%
Need a more suitable vision statement	1%
Other	3%
Don't know/nothing	3%
<b>Somewhat supportive (19%)</b>	
Need to focus on other areas (e.g. tourism, jobs)	7%
Need a more suitable vision statement	4%
Council needs to do better (e.g. equity across all areas, deliver on promises)	3%
Need more practical outcomes/evidence	3%
Lack of communication/engagement from Council	2%
Vague statement/need more information	1%
Other	1%
Don't know/nothing	2%
<b>Not at all supportive/ Not very supportive (8%)</b>	
Need more practical outcomes/evidence	3%
Council needs to do better (e.g. equity across all areas, deliver on promises)	3%
Don't think it is achievable/realistic	2%
Lack of communication/engagement from Council	1%
Not interested	1%

# Future Resourcing – Summary

Looking across priority and level of investment, 'roads, bridges and transport', 'community engagement and communication', 'stormwater and drainage', 'economic development' and 'outreach services' received both high priority scores and high levels of investment.

Further, although 'tourism and visitor services' received a moderate level of priority (78%), 56% of residents stated that it needs more investment.



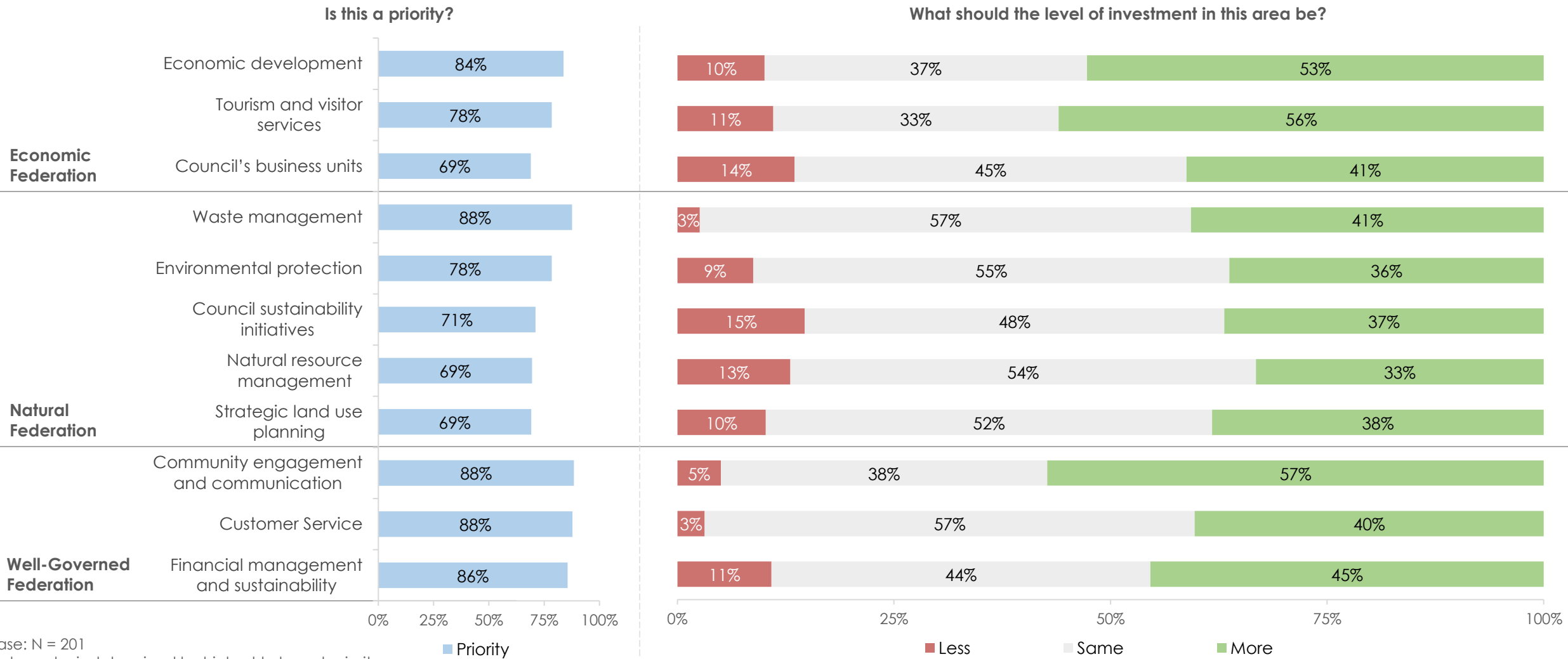
Base: N = 201

Note: Order is determined by highest to lowest priority

Q9. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

# Future Resourcing

All measures under the 'well-governed Federation' pillar received high priority scores (over 85%), with 57% of residents stating that community engagement and communication from Council need more investment. Meanwhile, economic development, tourism and visitor centre are also important resources in the eyes of residents.

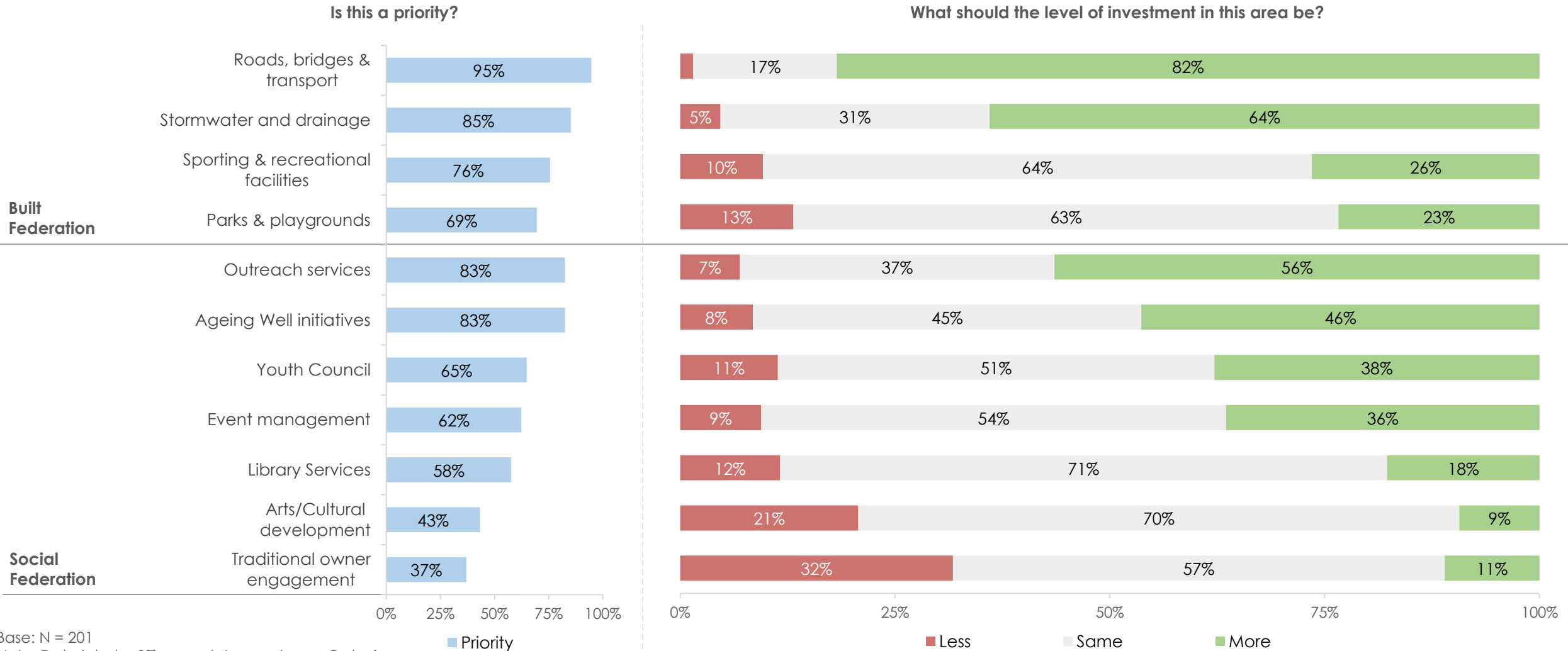


Base: N = 201  
 Note: order is determined by highest to lowest priority in each pillar

Q9. Is this a priority? Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

# Future Resourcing

95% of residents stated that 'roads, bridges, and transport' is a priority area, with 82% mentioning that it needs more investment. Stormwater and drainage are also priorities, with 64% stating that they need more investment. In the 'Social Federation' pillar, outreach services and Ageing Well initiatives received relatively higher priority scores and perceived levels of investment.



Base: N = 201

Note: Data labels <3% are not shown above, Order is determined by highest to lowest priority in each pillar

Q9. Is this a priority? Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be?

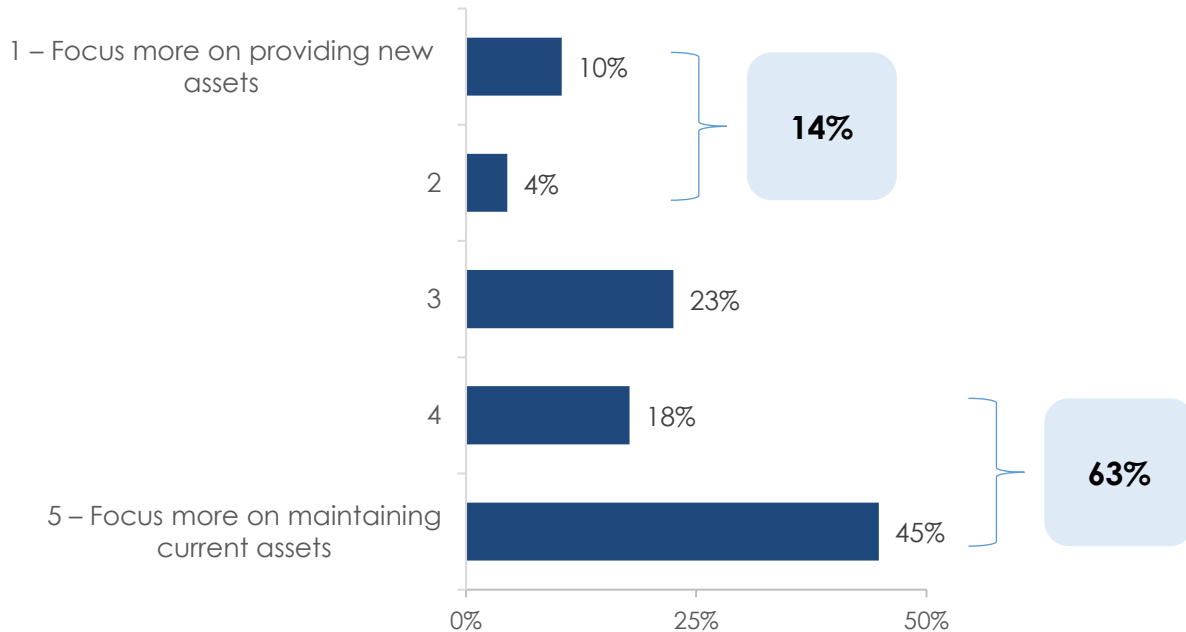
Please see Appendix 1 for results by demographics 44

# Infrastructure and Facilities

Regarding infrastructure, 63% of residents stated that they prefer for Council to focus more on maintaining current assets rather than providing new assets. In terms of facilities, 41% of residents stated that they would like Council to focus on providing a greater number of more basic facilities.

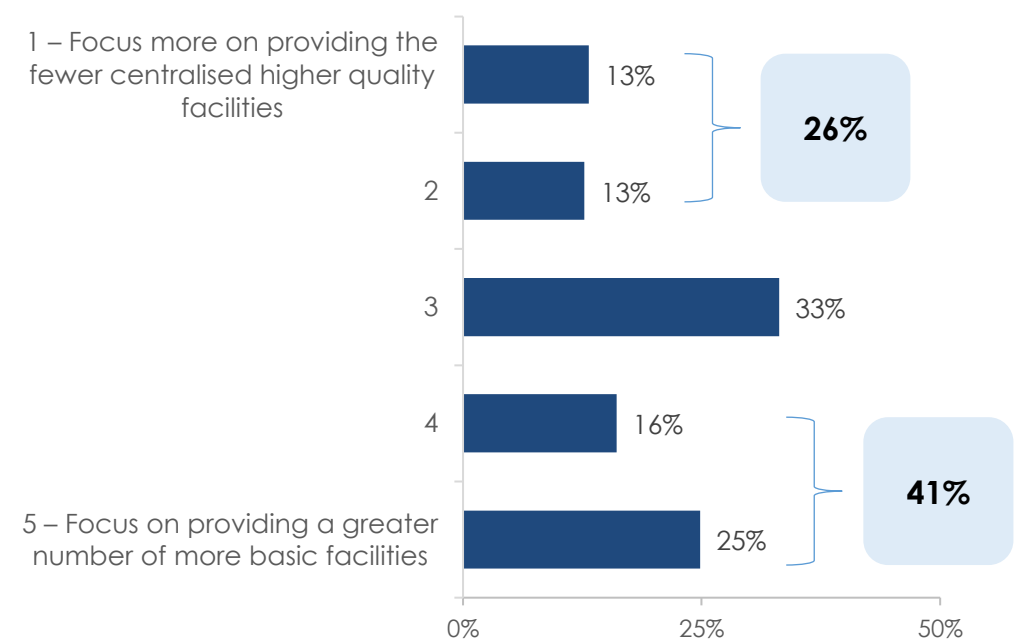
## Infrastructure

(such as roads, bridges and drainage)



## Facilities

(such as recreation facilities)



Base: N = 201

Please see results by demographic in Appendix 1

Q10. Thinking generally about infrastructure, such as roads, bridges and drainage. On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

Q11. Thinking generally about facilities, such as recreation facilities. On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?



## Additional Analyses

### Appendix 1

# Most Valued Aspects

Most Valued Aspects	N = 201	Most Valued Aspects	N = 201
Convenient location (e.g. proximity to services/facilities, river and work etc)	33%	Not busy/not over-crowded/less traffic	9%
Natural environment/wildlife/climate	26%	Safe area	7%
Country/rural lifestyle	23%	Outdoor activities (e.g. fishing, camping)	3%
Atmosphere e.g. relaxing, peaceful, quiet	22%	Employment opportunities	2%
Friendly community/people	17%	Community activities and events	2%
Good place to live/bring up children	14%	Tourism	2%
Lived here my whole life/friends and family are here	14%	Other	2%
Great services/facilities in the LGA	9%	Don't know	2%

# Highest Priority Issues Over the Last 5 Years

Highest Priority Issues Over the Last 5 Years	N = 201	Highest Priority Issues Over the Last 5 Years	N = 201
Road maintenance	35%	DA process	4%
Better/more services and facilities(e.g. health services, tip)	22%	Population decrease/aging population	3%
Council management (e.g. financial management, amalgamation)	19%	Availability of land and housing	3%
Cost of living/rate increases	15%	Bike paths and footpaths	2%
General maintenance of the area/cleanliness/renovation	12%	Safety and crime management	2%
Economic development/retaining businesses	11%	Public transport	1%
Tourism	10%	Covid 19	1%
Flooding management	7%	Maintaining the peaceful area	1%
Water supply	5%	Domestic animal management	<1%
Family issues/private businesses	5%	Other	5%
Employment opportunities	5%	Don't know/nothing	6%
Lack of communication/engagement from Council	4%		



# Highest Priority Issues For the Next 5 Years

Highest Priority Issues For the Next 5 Years	N = 201	Highest Priority Issues For the Next 5 Years	N = 201
Better/more services and facilities (e.g. health services, tip)	35%	Communication/engagement from Council	4%
Road maintenance	29%	Footpaths and bike paths	3%
Cost of living/rate increase	22%	Safety/police	3%
Council management (e.g. financial management)	17%	Flooding management	2%
Population decrease/aging population	14%	Planning and development	2%
General maintenance of the area/cleanliness/renovation	12%	Traffic management	1%
Economic growth/retaining more businesses	12%	DA process	1%
Tourism	11%	Public transport	1%
Availability and affordability of housing	8%	Animal management	1%
More events and activities	8%	Other	4%
Water supply	7%	Don't know/nothing	3%
Employment opportunities	6%		

# Satisfaction with Communication Efforts

Top 3 box % (at least somewhat satisfied)	Overall	Gender		Age		Ratepayer status	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer
Council's customer service overall	72%	59%	85%	63%	77%	75%	50%
Council's efforts to inform residents	68%	67%	69%	68%	68%	66%	82%
Council's efforts to consult and/or involve residents	58%	57%	58%	49%	62%	55%	73%
Council's efforts to respond to residents	50%	46%	54%	44%	53%	51%	40%
Base	201	99	102	73	128	178	21

Top 3 box % (at least somewhat satisfied)	Time lived in area		Identify as having a disability	
	Up to 20 years	More than 20 years	Yes	No
Council's customer service overall	75%	70%	73%	72%
Council's efforts to inform residents	67%	68%	62%	69%
Council's efforts to consult and/or involve residents	56%	59%	54%	58%
Council's efforts to respond to residents	51%	49%	44%	51%
Base	77	124	30	171

# Importance Compared to the Micromex Benchmark

Service/Facility	Federation Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Community events	83%▲	70%	13%
Sporting facilities and grounds	90%▲	77%	13%
Condition/maintenance of rural/unsealed roads	87%▲	77%	10%
Sewerage services	91%▲	81%	10%
Childcare services	70%	61%	9%
Management of development/town planning	89%	80%	9%
Community buildings/halls	76%	68%	8%
Stormwater drainage/flood management	89%	82%	7%
Facilities and services for youth	82%	75%	7%
Parks and playgrounds	89%	83%	6%
Protecting the natural environment	85%	81%	4%
Services for older persons	86%	83%	3%
Public toilets (at council facilities)	85%	82%	3%
Domestic animal control	73%	70%	3%
Supporting community groups and volunteers	82%	79%	3%
Water supply	90%	88%	2%
Footpaths	83%	81%	2%
Waste centres (tips)	82%	80%	2%

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

**Note:** T2 = important/very important 51

# Importance Compared to the Micromex Benchmark

Service/Facility	Federation Council T2 box importance score	Micromex LGA Benchmark – Regional T2 box importance score	Variance
Supporting & growing business	89%	88%	1%
Long term planning for our area	90%	89%	1%
Weed/vegetation control	79%	78%	1%
Condition/maintenance of local roads (sealed)	94%	93%	1%
Domestic garbage collection	91%	91%	0%
Bridges	83%	84%	-1%
Cemeteries	73%	74%	-1%
Consultation with the community	82%	84%	-2%
Protecting heritage values and buildings	70%	72%	-2%
Appearance of local area/town centre	87%	89%	-2%
Swimming pools	69%	71%	-2%
Libraries	65%	70%	-5%
Health inspections/food safety	79%	85%	-6%
Opportunity to participate in Council decisions	66%	73%	-7%
Bike paths/cycleways	56%	64%	-8%
Support for arts and culture	51%	60%	-9%
Tourism	63%▼	75%	-12%

# Satisfaction Compared to the Micromex Benchmark

Service/Facility	Federation Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Public toilets (at council facilities)	85%	72%	13%▲
Bike paths/cycleways	79%	71%	8%
Parks and playgrounds	93%	86%	7%
Protecting the natural environment	91%	84%	7%
Bridges	90%	84%	6%
Footpaths	73%	68%	5%
Cemeteries	93%	90%	3%
Sporting facilities and grounds	91%	89%	2%
Community buildings/halls	90%	88%	2%
Water supply	85%	85%	0%
Swimming pools	85%	85%	0%
Libraries	94%	94%	0%
Domestic garbage collection	86%	88%	-2%
Health inspections/food safety	88%	90%	-2%
Appearance of local area/town centre	81%	85%	-4%
Sewerage services	86%	90%	-4%
Childcare services	80%	85%	-5%
Weed/vegetation control	69%	74%	-5%

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

**Note:** T3 = at least somewhat satisfied 53

# Satisfaction Compared to the Micromex Benchmark

Service/Facility	Federation Council T3 box satisfaction score	Micromex LGA Benchmark – Regional T3 box satisfaction score	Variance
Protecting heritage values and buildings	78%	85%	-7%
Services for older persons	77%	85%	-8%
Domestic animal control	72%	80%	-8%
Supporting community groups and volunteers	76%▼	86%	-10%
Long term planning for our area	61%▼	71%	-10%
Community events	75%▼	86%	-11%
Management of development/town planning	55%▼	66%	-11%
Facilities and services for youth	58%▼	73%	-15%
Supporting & growing business	59%▼	75%	-16%
Support for arts and culture	74%▼	90%	-16%
Consultation with the community	53%▼	70%	-17%
Tourism	66%▼	84%	-18%
Condition/maintenance of rural/unsealed roads	32%▼	50%	-18%
Opportunity to participate in Council decisions	46%▼	65%	-19%
Waste centres (tips)	58%▼	80%	-22%
Condition/maintenance of local roads (sealed)	32%▼	56%	-24%
Stormwater drainage/flood management	49%▼	76%	-27%

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

# Performance Gap Analysis

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

## Performance Gap Ranking

Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Condition/maintenance of local roads (sealed)	94%	32%	62%
Condition/maintenance of rural/unsealed roads	87%	32%	55%
Stormwater drainage/flood management	89%	49%	40%
Council communication with the community	87%	49%	38%
Management of development/town planning	89%	55%	34%
Supporting & growing business	89%	59%	30%
Long term planning for our area	90%	61%	29%
Consultation with the community	82%	53%	29%
Facilities and services for youth	82%	58%	24%
Waste centres (tips)	82%	58%	24%
Opportunity to participate in Council decisions	66%	46%	20%
Healthcare/disability services	88%	68%	20%
Weed/vegetation control	79%	69%	10%
Footpaths	83%	73%	10%
Services for older persons	86%	77%	9%
Access to information and communication technology (e.g. WIFI)	75%	66%	9%
Community events	83%	75%	8%
Supporting community groups and volunteers	82%	76%	6%
Appearance of local area/town centre	87%	81%	6%
Water supply	90%	85%	5%
Sewerage services	91%	86%	5%

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

# Performance Gap Analysis

## Performance Gap Ranking (Continued...)

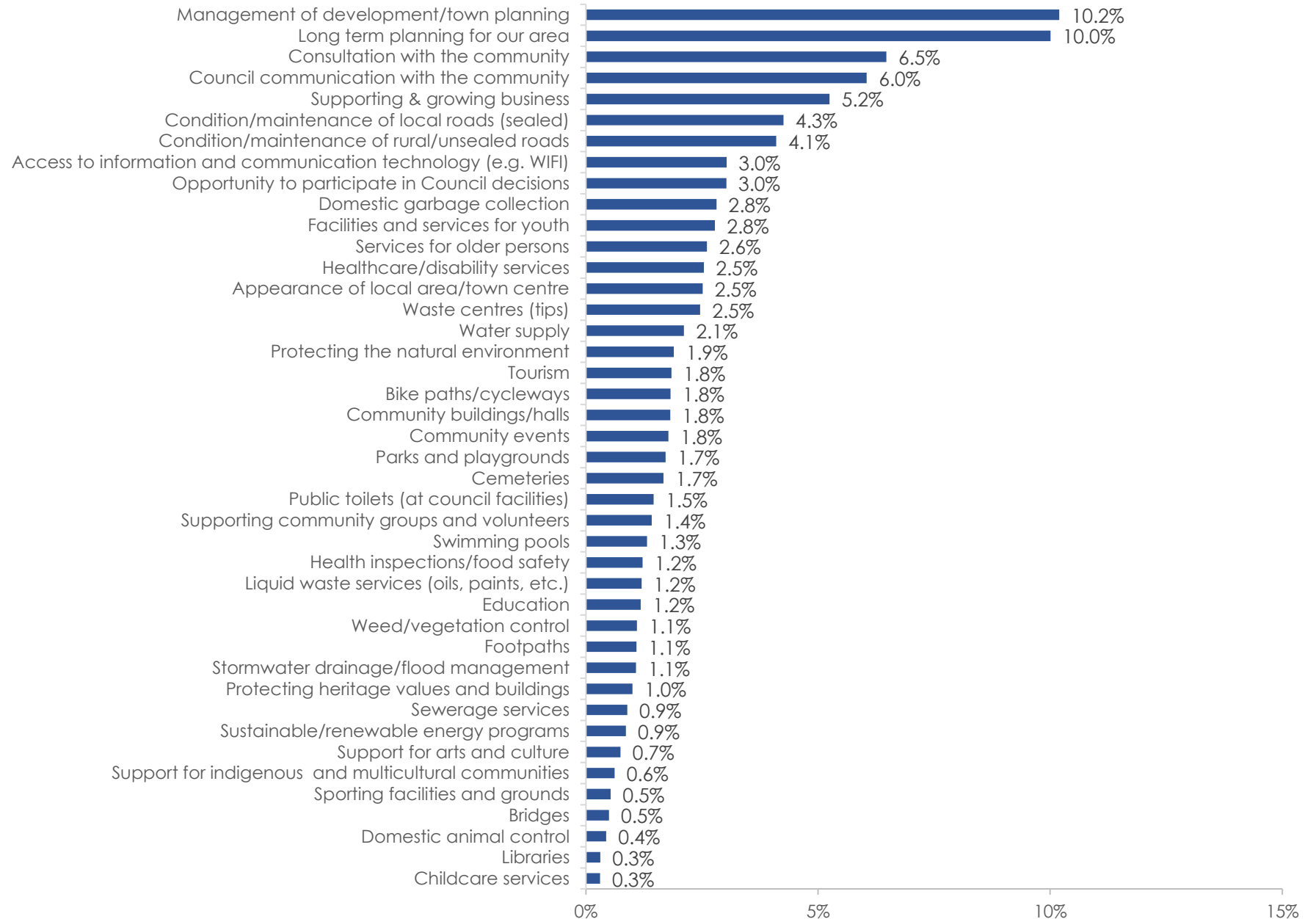
Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Domestic garbage collection	91%	86%	5%
Education	86%	81%	5%
Domestic animal control	73%	72%	1%
Public toilets (at council facilities)	85%	85%	0%
Sporting facilities and grounds	90%	91%	-1%
Tourism	63%	66%	-3%
Parks and playgrounds	89%	93%	-4%
Protecting the natural environment	85%	91%	-6%
Bridges	83%	90%	-7%
Protecting heritage values and buildings	70%	78%	-8%
Health inspections/food safety	79%	88%	-9%
Childcare services	70%	80%	-10%
Community buildings/halls	76%	90%	-14%
Liquid waste services (oils, paints, etc.)	67%	83%	-16%
Swimming pools	69%	85%	-16%
Sustainable/renewable energy programs	51%	69%	-18%
Cemeteries	73%	93%	-20%
Support for indigenous and multicultural communities	56%	77%	-21%
Support for arts and culture	51%	74%	-23%
Bike paths/cycleways	56%	79%	-23%
Libraries	65%	94%	-29%

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



# Regression Analysis – Influence on Overall Satisfaction

The chart to the right summarises the influence of the 42 facilities/ services on overall satisfaction with Council's performance, based on the Regression analysis.



# Effectiveness of Communication Methods by Demographic

Top 3 box % (at least somewhat effective)	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Direct mail-outs	85%	85%	86%	88%	84%	86%	78%	86%	85%	79%	87%
Face-to-face	84%	84%	84%	87%	83%	85%	78%	84%	85%	78%	85%
Telephone call	83%	79%	86%	81%	84%	85%	62%	80%	85%	77%	84%
Direct email	79%	76%	81%	80%	78%	80%	68%	86%	74%	62%	81%
Surveys	77%	72%	82%	78%	76%	79%	62%	71%	81%	70%	78%
Community meetings/workshops	74%	77%	70%	77%	72%	73%	80%	68%	77%	62%	76%
Council offices and facilities	73%	72%	74%	67%	77%	75%	59%	75%	72%	71%	74%
Social media (e.g. Facebook)	68%	62%	73%	84%	58%	65%	89%	70%	66%	58%	69%
Print media (e.g. local newspapers)	57%	55%	60%	44%	65%	57%	58%	46%	64%	55%	58%
Council meeting	56%	57%	56%	56%	56%	55%	62%	53%	58%	47%	58%
Council's website	56%	45%	67%	51%	59%	58%	34%	55%	57%	58%	56%
Base	201	99	102	73	128	178	21	77	124	30	171

Q6. If Council wants to get your opinion on an issue, how effective would the following methods be in engaging and communicating with you, on a scale of 1-5 where 1 is not at all effective and 5 is very effective?

A significantly higher/lower level of effectiveness (by group) 58

# Effectiveness of Communication Methods (Other Specified)

Other Specified	Total Counts	Not at all effective (1)	Not very effective (2)	Somewhat effective (3)	Effective (4)	Very effective (5)
SMS/text message	7	0	0	0	2	5
Pop-ups/forums in public areas	5	0	0	0	0	5
Notices in public areas (e.g. supermarket)	4	0	0	0	4	0
Events not run by Council	1	0	0	0	0	1
APP	1	0	0	0	0	1
TV	1	0	0	0	0	1

# Best Methods for Council to Communicate

	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Email/Newsletter	79%	76%	82%	75%	81%	79%	81%	81%	78%	67%	81%
Letter	79%	80%	77%	73%	82%	78%	84%	68%	85%	82%	78%
Local media	68%	67%	68%	68%	67%	67%	80%	66%	69%	59%	69%
Report/information made available online	62%	60%	64%	70%	57%	62%	62%	69%	57%	51%	64%
Other	21%	24%	18%	36%	13%	19%	37%	27%	18%	19%	22%
I don't need Council to communicate with me	<1%	1%	0%	0%	<1%	<1%	0%	0%	<1%	2%	0%
Base	201	99	102	73	128	178	21	77	124	30	171

# Methods of Being Informed

	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Community discussion	57%	50%	65%	63%	55%	60%	33%	63%	55%	48%	59%
Mail out	52%	57%	47%	54%	51%	51%	65%	59%	48%	53%	52%
Social media	46%	42%	49%	54%	41%	50%	14%	35%	50%	52%	45%
Newspaper advertisement	44%	49%	39%	30%	50%	47%	18%	26%	52%	40%	44%
Rate notice insert	33%	32%	34%	30%	35%	36%	7%	32%	34%	51%	31%
Council website	16%	21%	11%	2%	22%	15%	14%	8%	20%	25%	14%
Other	28%	38%	19%	31%	27%	28%	30%	12%	36%	44%	26%
Base	148	72	75	47	100	132	15	48	100	17	130

# Preferred Methods of Being Informed

	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Mail out	78%	68%	88%	62%	92%	77%	84%	66%	92%	81%	77%
Rate notice insert	76%	73%	78%	75%	76%	76%	74%	72%	80%	64%	80%
Community discussion	71%	87%	56%	70%	72%	69%	85%	67%	77%	64%	74%
Social media	58%	49%	68%	61%	55%	56%	77%	66%	48%	44%	63%
Newspaper advertisement	50%	62%	39%	45%	55%	47%	74%	45%	56%	66%	45%
Council website	40%	51%	29%	34%	46%	38%	53%	46%	33%	56%	35%
Other	38%	35%	41%	51%	26%	36%	53%	48%	25%	32%	40%
Base	53	27	27	25	28	47	7	29	24	13	41

# Future Resourcing – Priority

Yes, it is a priority %		Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
			Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Economic	Economic development	84%	88%	80%	92%	79%	83%	91%	84%	83%	79%	84%
	Tourism and visitor services	78%	78%	78%	83%	76%	77%	89%	80%	77%	77%	79%
	Council's business units	69%	67%	71%	79%	63%	67%	84%	78%	63%	65%	70%
Nature	Waste management	88%	86%	89%	90%	86%	87%	93%	88%	87%	91%	87%
	Environmental protection	78%	76%	81%	75%	80%	78%	84%	87%	73%	84%	77%
	Council sustainability initiatives	71%	70%	72%	77%	68%	70%	82%	72%	71%	61%	73%
	Natural resource management	69%	65%	74%	74%	67%	68%	76%	85%	60%	70%	69%
	Strategic land use planning	69%	64%	74%	75%	66%	70%	56%	80%	62%	67%	69%
Well-governed	Community engagement and communication	88%	87%	90%	92%	86%	88%	93%	89%	88%	84%	89%
	Customer Service	88%	88%	88%	88%	88%	87%	92%	87%	88%	92%	87%
	Financial management and sustainability	86%	80%	91%	82%	88%	84%	100%	85%	86%	79%	87%
Base		201	99	102	73	128	178	21	77	124	30	171

# Future Resourcing – Priority

Yes, it is a priority %	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability		
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No	
Built	Roads, bridges & transport	95%	95%	95%	92%	96%	95%	92%	92%	96%	93%	95%
	Stormwater and drainage	85%	83%	87%	84%	86%	84%	96%	89%	83%	84%	85%
	Sporting & recreational facilities	76%	77%	74%	82%	72%	74%	89%	84%	71%	63%	78%
	Parks & playgrounds	69%	77%	62%	79%	64%	67%	85%	79%	64%	64%	70%
Social	Outreach services	83%	76%	89%	84%	82%	82%	88%	81%	84%	85%	82%
	Ageing Well initiatives	83%	72%	92%	80%	84%	82%	87%	88%	79%	94%	81%
	Youth Council	65%	57%	72%	62%	66%	65%	61%	75%	58%	71%	64%
	Event management	62%	59%	65%	66%	60%	63%	57%	76%	54%	65%	62%
	Library Services	58%	46%	69%	50%	62%	58%	55%	64%	54%	65%	56%
	Arts/Cultural development	43%	33%	53%	35%	48%	45%	22%	49%	40%	57%	41%
	Traditional owner engagement	37%	33%	41%	41%	35%	35%	52%	47%	31%	38%	37%
Base	201	99	102	73	128	178	21	77	124	30	171	



# Future Resourcing – Level of Investment

'More' Investment %		Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
			Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Economic	Economic development	53%	66%	40%	57%	50%	49%	79%	56%	51%	45%	54%
	Tourism and visitor services	56%	58%	54%	63%	52%	55%	63%	57%	55%	48%	57%
	Council's business units	41%	46%	36%	54%	34%	38%	68%	48%	37%	36%	42%
Nature	Waste management	41%	42%	40%	40%	41%	43%	20%	44%	38%	41%	41%
	Environmental protection	36%	34%	38%	35%	37%	36%	37%	46%	30%	46%	35%
	Council sustainability initiatives	37%	37%	36%	45%	33%	36%	40%	40%	35%	27%	39%
	Natural resource management	33%	36%	31%	43%	28%	32%	46%	48%	24%	30%	34%
	Strategic land use planning	38%	35%	42%	45%	35%	40%	26%	39%	38%	42%	38%
Well-governed	Community engagement and communication	57%	56%	58%	62%	55%	55%	77%	65%	53%	58%	57%
	Customer Service	40%	42%	38%	36%	43%	38%	58%	37%	42%	54%	38%
	Financial management and sustainability	45%	49%	42%	56%	39%	42%	75%	48%	44%	44%	46%
Base		201	99	102	73	128	178	21	77	124	30	171

# Future Resourcing – Level of Investment

'More' Investment %	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability		
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No	
Built	Roads, bridges & transport	82%	86%	78%	85%	80%	81%	87%	80%	83%	81%	82%
	Stormwater and drainage	64%	64%	64%	63%	64%	64%	63%	73%	58%	69%	63%
	Sporting & recreational facilities	26%	27%	26%	28%	25%	26%	26%	25%	27%	28%	26%
	Parks & playgrounds	23%	28%	19%	20%	25%	22%	33%	23%	24%	40%	21%
Social	Outreach services	56%	49%	63%	63%	53%	56%	60%	63%	53%	57%	56%
	Ageing Well initiatives	46%	41%	52%	40%	50%	46%	49%	52%	43%	60%	44%
	Youth Council	38%	35%	41%	33%	41%	37%	38%	43%	34%	49%	36%
	Event management	36%	30%	43%	49%	30%	36%	37%	43%	32%	30%	38%
	Library Services	18%	19%	16%	16%	19%	17%	20%	16%	19%	31%	15%
	Arts/Cultural development	9%	8%	11%	6%	11%	8%	13%	9%	10%	22%	7%
	Traditional owner engagement	11%	13%	10%	10%	12%	11%	8%	6%	14%	16%	10%
Base	201	99	102	73	128	178	21	77	124	30	171	

# Infrastructure and Facilities

Q10. Infrastructure, such as roads, bridges and drainage	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Focus more on maintaining and renewing current assets (rated 4 or 5)	63%	63%	63%	56%	66%	61%	71%	61%	64%	46%	65%
Focus more on providing new assets (rated 1 or 2)	14%	17%	13%	14%	16%	15%	11%	15%	15%	21%	14%
Base	201	99	102	73	128	178	21	77	124	30	171

Q11. Facilities, such as recreation facilities	Overall	Gender		Age		Ratepayer status		Time lived in area		Identify as having a disability	
		Male	Female	Under 50	50+	Ratepayer	Non-ratepayer	Up to 20 years	More than 20 years	Yes	No
Focus on providing a greater number of more basic facilities (rated 4 or 5)	41%	36%	46%	28%	48%	42%	37%	47%	37%	67%	36%
Focus more on providing the fewer centralised higher quality facilities (rated 1 or 2)	26%	31%	21%	32%	22%	26%	24%	25%	26%	22%	27%
Base	201	99	102	73	128	178	21	77	124	30	171

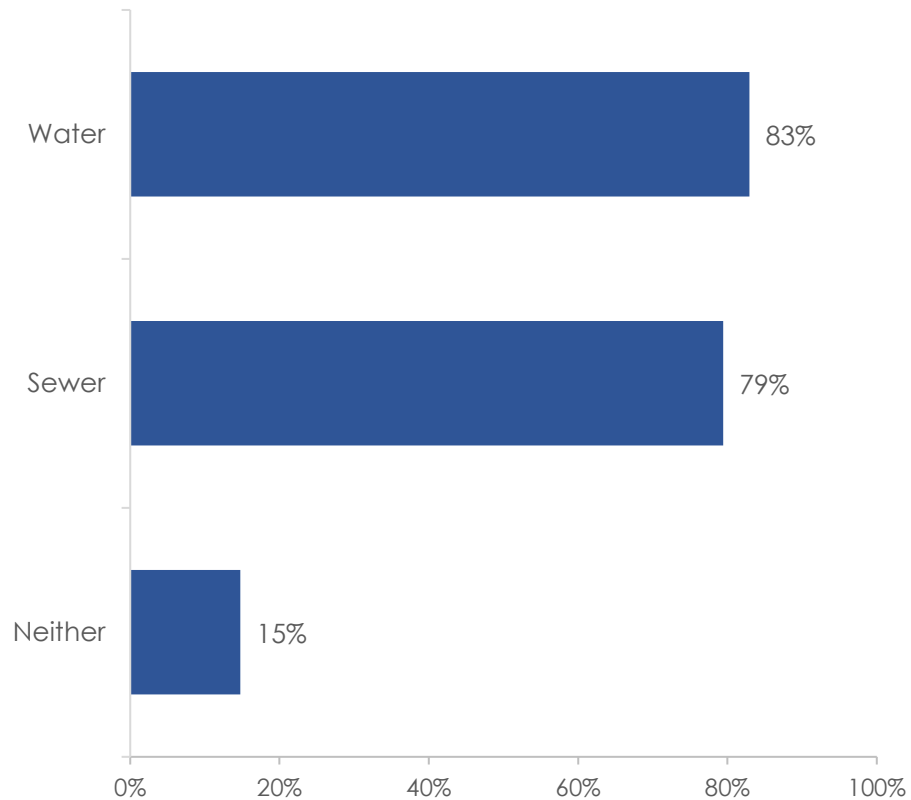
A significantly higher/lower percentage (by group)

Q10. Thinking generally about infrastructure, such as roads, bridges and drainage. On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area?

Q11. Thinking generally about facilities, such as recreation facilities. On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area?

# Water and Sewer Service from Council

A vast majority of residents receive water and sewer services from Council (83% and 79%, respectively). Notably, after cross-analysed with satisfaction of water and sewerage services, those receiving sewer services from Council are significantly more likely to be satisfied with their sewerage services.



Satisfaction with water supply	Overall	Do you receive a water service from Council?	
		Yes	No
Top 3 box %	85%	85%	85%
Mean rating	3.71	3.70	3.79
Base	180	158	23

Satisfaction with sewerage services	Overall	Do you receive a sewer service from Council?	
		Yes	No
Top 3 box %	86%	88%	76%
Mean rating	3.86	3.96	3.34
Base	183	155	28

# Council's Used to Create the Micromex Regional Benchmark

## The Regional Benchmark was composed from the Council areas listed below:

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



## Questionnaire

## Appendix 2

Federation Council  
Community Survey  
2024

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I'm calling on behalf of Federation Council from a company called Micromex. We are conducting a survey on a range of local issues – would now be a good time to share your opinions?

D1. In which suburb do you live? (SR)

Position	Answers	Notes
1:	Balldale	
2	Baree Creek	
3	Buraja	
4	Coreen	
5	Corowa	
6	Daysdale	
7	Hopefield	
8	Howlong	
9	Lowesdale	
10	Morundah	
11	Mulwala	
12	Oaklands	
13	Rand	
14	Rennie	
15	Savernake	
16	Urana	
17	Other (please specify)	Terminate

D2. Please stop me when I read out your age bracket: Prompt (SR)

Position	Answers	Notes
1	Under 18	Terminate
2	18-34	
3	35-49	
4	50-64	
5	65+	

**Section A – Priority Issues**

Q1a. What do you value most about living in the Federation region? (TEXT)

Position	Answers	Notes
1		5 lines

Q1b. What do you believe have been the highest priority issues for the local area over the last 5-years? (TEXT)

Position	Answers	Notes
1		5 lines

Q1c. Thinking of the next 5 years and beyond, what do you believe will be the highest priority issues within the local area? (TEXT)

Position	Answers	Notes
1		5 lines

Q2. Overall, how would you rate the quality of life you have living in the Federation Council area? Prompt (SR)

Value	Answers	Notes
6	Excellent	
5	Very good	
4	Good	
3	Fair	
2	Poor	
1	Very poor	

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

Q3. In this section I will read out different services or facilities that Council provides or supports. For each of these could you please indicate that which best describes your opinion of the importance of the service/facility to you, and in the second part, your level of satisfaction with the performance of that service/facility. The scale is from 1 to 5, where 1 is low importance and 5 is high importance and where 1 is low satisfaction and 5 is high satisfaction. Prompt

Note: All attributes rated on importance, attributes rated a 4 or 5 in importance they are then rated on satisfaction. (SCALE)

**Community & Economy**

Position	Answers	Importance					Satisfaction					NA
		Low	High			Low	High					
		1	2	3	4	5	1	2	3	4	5	
1	Tourism											
2	Sustainable/renewable energy programs											
3	Consultation with the community											
4	Council communication with the community											
5	Opportunity to participate in Council decisions											
6	Supporting & growing business											
7	Community events											
8	Support for arts and culture											
9	Long term planning for our area											

### Community Services

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Education										
2	Healthcare/disability services										
3	Services for older persons										
4	Childcare services										
5	Facilities and services for youth										
6	Supporting community groups and volunteers										
7	Support for indigenous and multicultural communities										
8	Access to information and communication technology (e.g. WIFI)										
9	Libraries										

### Transport Infrastructure

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Bike paths/cycleways										
2	Condition/maintenance of local roads (sealed)										
3	Condition/maintenance of rural/unsealed roads										
4	Footpaths										
5	Bridges										
6	Stormwater drainage/flood management										

### Development Services

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Management of development/town planning										
2	Protecting heritage values and buildings										
3	Health inspections/food safety										

### Urban Infrastructure

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Liquid waste services (oils, paints, etc.)										
2	Sporting facilities and grounds										
3	Parks and playgrounds										
4	Community buildings/halls										
5	Public toilets (at council facilities)										
6	Appearance of local area/town centre										
7	Water supply										
8	Sewerage services										
9	Swimming pools										

### Environmental Services

Position	Answers	Importance					Satisfaction				
		Low	High			Low	High			NA	
		1	2	3	4	5	1	2	3	4	5
1	Cemeteries										
2	Protecting the natural environment										
3	Domestic animal control										
4	Weed/vegetation control										
5	Domestic garbage collection										
6	Waste centres (tips)										

**Q4. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas? Prompt (SR)**

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



**Q5. Can you please rate the following criteria regarding Council's efforts to communicate with residents? Please rate on a scale of 1 to 5, where 1 is not at all satisfied, and 5 is very satisfied. Prompt (SCALE)**

Value	Answers	Notes
5	5 - Very satisfied	
4	4	
3	3	
2	2	
1	1 - Not at all satisfied	

Position	Answers	Notes
1	Council's efforts to inform residents	
2	Council's efforts to consult and/or involve residents	
3	Council's efforts to respond to residents	
4	Council's customer service overall	

**Q6. If Council wants to get your opinion on an issue, how effective would the following methods be in engaging and communicating with you, on a scale of 1-5 where 1 is not at all effective and 5 is very effective? Prompt (SCALE)**

Value	Answers	Notes
5	5 - Very effective	
4	4	
3	3	
2	2	
1	1 - Not at all effective	

Position	Answers	Notes
1	Print media (e.g Local Newspapers)	
2	Social media (e.g. Facebook)	
3	Direct mail-outs	
4	Direct email	
5	Face-to-face	
6	Council meeting	
7	Surveys	
8	Council's website	
9	Council offices and facilities, i.e. pools, community centres, etc.	
10	Telephone call	
11	Community meetings/workshops	
12	Other (Please specify)	

**Q6i. Other (Please specify). (TEXT)**

Position	Answers	Notes
1		

**Q7. How best would you like for Council to communicate with you? Please answer yes or no as I read each one. Prompt (MR)**

Position	Answers	Notes
1	Email/Newsletter	
2	Letter	
3	Report/information made available online	
4	Local media	
5	I don't need Council to communicate with me	Exclusive
6	Other (please specify)	

**Q7i. Other (Please specify). (TEXT)**

Position	Answers	Notes
1		

### Section C

Federation Council's Vision Statement is: "Federation Council will be home to a community rich in spirit, thriving through the opportunities of our unique history, rural landscapes and waterways."

**Q8a. How supportive are you of this community vision? Prompt (SR)**

Value	Answers	Notes
5	Very supportive	
4	Supportive	
3	Somewhat supportive	
2	Not very supportive	
1	Not at all supportive	

**Q8b. Why do you say that? (TEXT)**

Position	Answers	Notes
1		5 lines

### PART C - Future Resourcing

In order to develop a delivery program that addresses current community needs and meets expectations within the resources available, Council is looking to understand what the community perceives to be the priority areas for the local area. I will read out a list of different topic areas and would like you to nominate the ones you think should be prioritised by Council, you can say as many or a few as you like.

#### **RANDOMISE PILLARS**

**Q9. Do you believe Council's level of investment (i.e. resourcing/financial) into that area should be? Prompt (SCALE)**

Position	Answers	Notes
1	Priority	

#### **Investment**

Position	Answers	Notes
1	More	
2	Same	
3	Less	

#### **Economic Federation**

Position	Answers	Notes
1	Economic development	
2	Tourism and visitor services	
3	Council's business units – Corowa Saleyards Agricultural Hub, Corowa Aerodrome and Ball Park and Urana Caravan Parks	

#### **Natural Federation**

Position	Answers	Notes
1	Natural resource management	
2	Waste management	
3	Strategic land use planning	
4	Council sustainability initiatives	
5	Environmental protection	

#### **Built Federation**

Position	Answers	Notes
1	Stormwater and drainage	
2	Roads, bridges & transport	
3	Parks & playgrounds	
4	Sporting & recreational facilities	

**Social Federation – Close knit, welcoming and empowered communities where people come together and support each other and improve community outcomes.**

Position	Answers	Notes
1	Youth Council	
2	Ageing Well initiatives	
3	Traditional owner engagement	
4	Event management	
5	Arts/Cultural development	
6	Library Services	
7	Outreach services (mobile preschool and health services)	

#### **Well-Governed Federation**

Position	Answers	Notes
1	Financial management and sustainability	
2	Community engagement and communication	
3	Customer Service	

**Q10. Thinking generally about infrastructure, such as roads, bridges and drainage.**

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing new assets and 5 means you would prefer for Council to focus more on maintaining current assets, how would you rate your position on this area? (SR)

Position	Answers	Notes
1	1 – Focus more on providing new assets	
2	2	
3	3	
4	4	
5	5 – Focus more on maintaining and renewing current assets	

**Q11. Thinking generally about facilities, such as recreation facilities.**

On a scale of 1 to 5 where 1 means you prefer to see Council focus more on providing the community fewer centralised higher quality facilities and 5 means you would prefer for Council to focus on providing the community a greater number of more basic facilities, how would you rate your position on this area? (SR)

Position	Answers	Notes
1	1 – Focus more on providing the fewer centralised higher quality facilities	
2	2	
3	3	
4	4	
5	5 – Focus on providing a greater number of more basic facilities	

**Q12a. Prior to this call, were you aware that Council is considering applying for a large increase to rates, from IPART?**

Position	Answers	Notes
1	Yes	
2	No	Go to Q12c
3	Not sure	Go to Q12c

**Q12b. How were you informed of this? Please answer yes or no as I read each one. Prompt (MR)**

Position	Answers	Notes
1	Mail out	
2	Council website	
3	Newspaper advertisement	
4	Community discussion	
5	Social media	
6	Rate notice insert	
7	Other (Please specify)	Go to Q13

**Q12c. If you are not aware, how would you like Council to inform you of information like this in the future? Please answer yes or no as I read each one. (MR)**

Position	Answers	Notes
1	Mail out	
2	Council website	
3	Newspaper advertisement	
4	Community discussion	
5	Social media	
6	Rate notice insert	
7	Other (Please specify)	

**Q13. Do you receive a water and/or sewer service from Council? (MR)**

Position	Answers	Notes
1	Water	
2	Sewer	
3	Neither	Exclusive

**Q14. Which of the following best describes the dwelling where you are currently living? Prompt (SR)**

Position	Answers	Notes
1	I/We own/are currently buying this property	
2	I/We currently rent this property	
3	I/We are currently in temporary housing due to flood event	

**Q15. How long have you lived in the Federation area? Prompt (SR)**

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

**Q16. Do you identify as having a disability? (SR)**

Position	Answers	Notes
1	Yes	
2	No	

**Q17. Gender (determine by voice): (SR)**

Position	Answers	Notes
1	Male	
2	Female	

**As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues.**

**At this stage we are developing a register of interest for future consultations.**

**Q18a. Would you be interested in registering your interest? (SR)**

Position	Answers	Notes
1	Yes	
2	No	Go to end

**Q18b. May I please confirm your contact details? (TEXT)**

Position	Answers	Notes
1	First name	1 Line
2	Surname	1 Line
3	Phone number	1 Line
4	Email address	1 Line

**Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. Just to remind you, I am calling from Micromex Research on behalf of Federation Council (if respondent wants our number (02) 6033 8999)**

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micromex  
research

Telephone: (02) 4352 2388

Web: [www.micromex.com.au](http://www.micromex.com.au)

Email: [stu@micromex.com.au](mailto:stu@micromex.com.au)