



RESEARCH REPORT

Community Satisfaction Survey

Nambucca Valley Council

April 2024



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1. EXECUTIVE SUMMARY

Nambucca Valley Council (NVC) commissioned Taverner Research Group (TRG) to conduct its 2024 Community Satisfaction Survey, as a random and representative telephone survey of 400 adult residents.

Among the key findings:

Overall Satisfaction

The 2024 NVC mean for overall satisfaction (3.12) was significantly lower than for 2021 (3.30) but was well ahead of the average regional NSW result in recent years (3.01).

The decline reflects a wider fall of +/- 10% experienced across most NSW LGAs since the floods of March 2022 – which we believe were driven by concerns over the post-flood condition of road surfaces.

Facilities & Services

18 of the 26 facilities and services studied had 2024 satisfaction means above the 3.00 neutral score. Residents aged 60+ had consistently higher satisfaction ratings (see **Table 2**). Female residents attached higher importance to more facilities and services (see **Table 4**).

The highest rated satisfaction means in 2024 were for Libraries (4.28) and Water supply (4.06), and the lowest were Unsealed roads (2.48) and Development applications (2.50). The highest rated importance means in 2024 were for River water quality (4.49) and Sealed roads (4.47), and the lowest were Online services (2.87) and Community halls (3.25).

Drivers of Satisfaction

There was a very large increase from 2021 to 2024 in how much Economic development and attracting new investment was valued by residents (see **Table 7**).

Customer Service

Significantly more customers in 2024 rated their most recent interaction as a 4 or 5 out of 5 (56%) compared to 2021 (44%) (see **Figure 12**).

Council Communications

Social media was the most preferred method for finding out about Council activities or policies in 2024 (33%, 31% in 2021).

In 2024, the preferred mode for Making a payment was online (71%, 66% in 2021). The preferred mode for Requesting Council to do something was phone (49%, 40% in 2021). The preferred mode for Completing or lodging applications or forms was face-to-face (43%, 41% in 2021). The preferred mode for Providing feedback on important or topical issues was online (30%, 36% in 2021). The preferred mode for Getting updates on road closures etc during floods was phone (40%, 33% in 2021).

Medium density housing

Significantly more respondents felt there should be more medium-density housing in Nambucca/Macksville than in 2021 (**Figure 16**)

Paths and Rangers

71% of respondents felt it was very or quite important for Council to spend more to improve the network of walking and cycling paths. And 70% felt it was very or quite important for Council to allocate additional resources to ranger services – with a specific focus on parking, illegal camping, animal control and dumping (**Figure 17**).



2. BACKGROUND

2.1. OBJECTIVES

Nambucca Valley Council (NVC) commissioned Taverner Research to conduct a random and representative telephone survey of 400 adult residents to measure their satisfaction with Council service levels. The survey was also designed to provide for longitudinal (i.e. time-based) comparisons with similar telephone polls conducted by Taverner (or its predecessor, Jetty Research) approximately triennially since 2007.

In this instance, Council additionally sought community feedback on provision of social housing, increased density in urban areas, walking/cycling paths, and additional resources for rangers.

2.2. METHODOLOGY

The survey was conducted using a random fixed line and mobile telephone poll of 400 residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 9455 residential landline and mobile telephone numbers within the Local Government Area (LGA) - with approximately 70% of numbers sourced being mobiles. A survey form was constructed collaboratively between Council management and Taverner Research (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between February 14th and 23rd 2024 from Taverner Research's Coffs Harbour and Wollongong CATI call centres. A team of eighteen researchers called Nambucca Valley residents on weekday evenings (excluding Friday) from 3.30 to 8pm, and on weekends from 10am-4pm. Where phones went unanswered, were engaged, or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a random basis, other than ensuring an adequate mix of respondents across different sub-regions. Respondents were screened to ensure they were aged 18 or over, had lived within the Nambucca Valley for at least 12 months, and were not councillors or permanent Council employees.

Survey duration average was 21.6 minutes.

Results have been post-weighted to reflect the age and gender profile of the Nambucca Valley area as per the 2020 ABS LGA estimates.

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone.

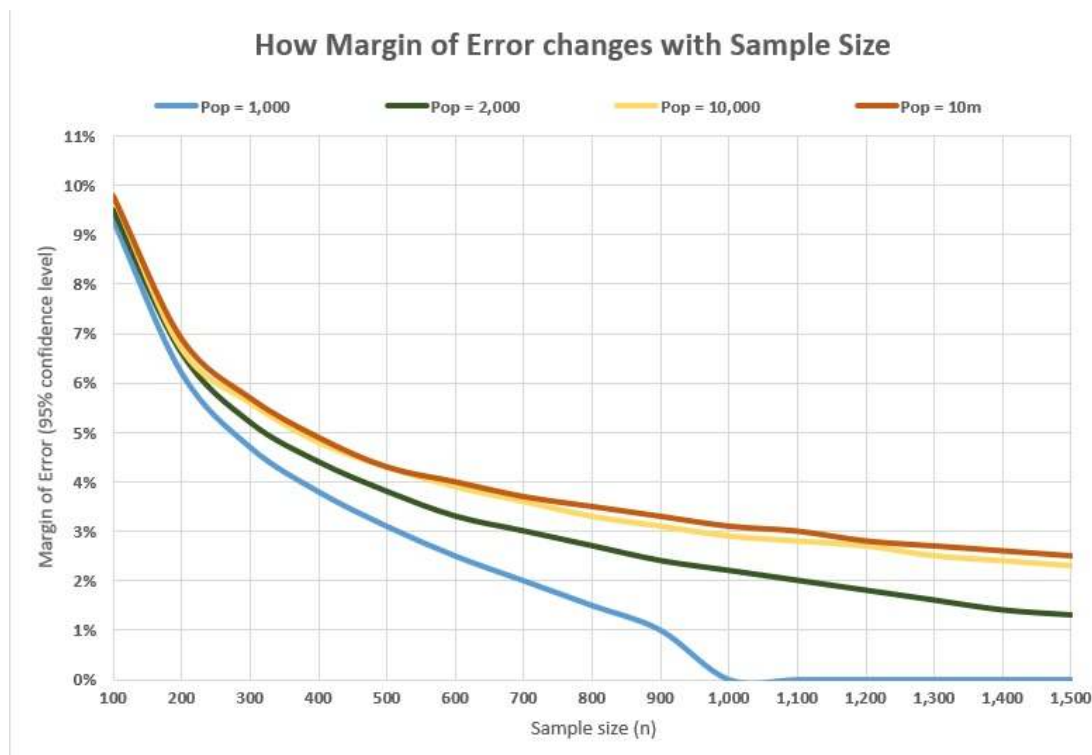


2. BACKGROUND

2.3. SAMPLING ERROR

According to the 2020 ABS LGA estimates, the adult population of the Nambucca Valley LGA was 15,889. Based on this population, a random sample of 400 adult residents implies a margin for error of +/- 4.8% at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.8% margin in 19 of those 20 surveys.)

As the graph below shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example, using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8% (again at the 95% confidence level).



In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include residents without known phone numbers, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However, steps have been taken at each stage of the research process to minimise non-random error wherever possible.



3. SAMPLE CHARACTERISTICS

Respondents showed the following (unweighted) characteristics:

		2016	2019	2021	2024
Age	18-39	9%	14%	9%	6%
	40-59	43%	35%	32%	21%
	60+	48%	51%	59%	73%
Gender	Male	48%	43%	39%	38%
	Female	52%	57%	61%	63%
Setting	Urban	47%	48%	42%	47%
	Rural	34%	36%	37%	31%
	Village	18%	16%	21%	23%
Area	Bowraville	21%	19%	12%	10%
	Nambucca	30%	30%	37%	38%
	Macksville	30%	32%	35%	34%
	Scotts Head	8%	6%	5%	5%
	Taylor's Arm	3%	2%	1%	3%
	Valla Beach/Valla	3%	11%	9%	11%
Length of time lived in LGA	Less than 5 years	8%	-	5%	1%
	5-10 years	12%	-	16%	13%
	11-20 years	23%	-	20%	24%
	More than 20 years	58%	-	60%	63%



4. RATINGS OF FACILITIES/SERVICES

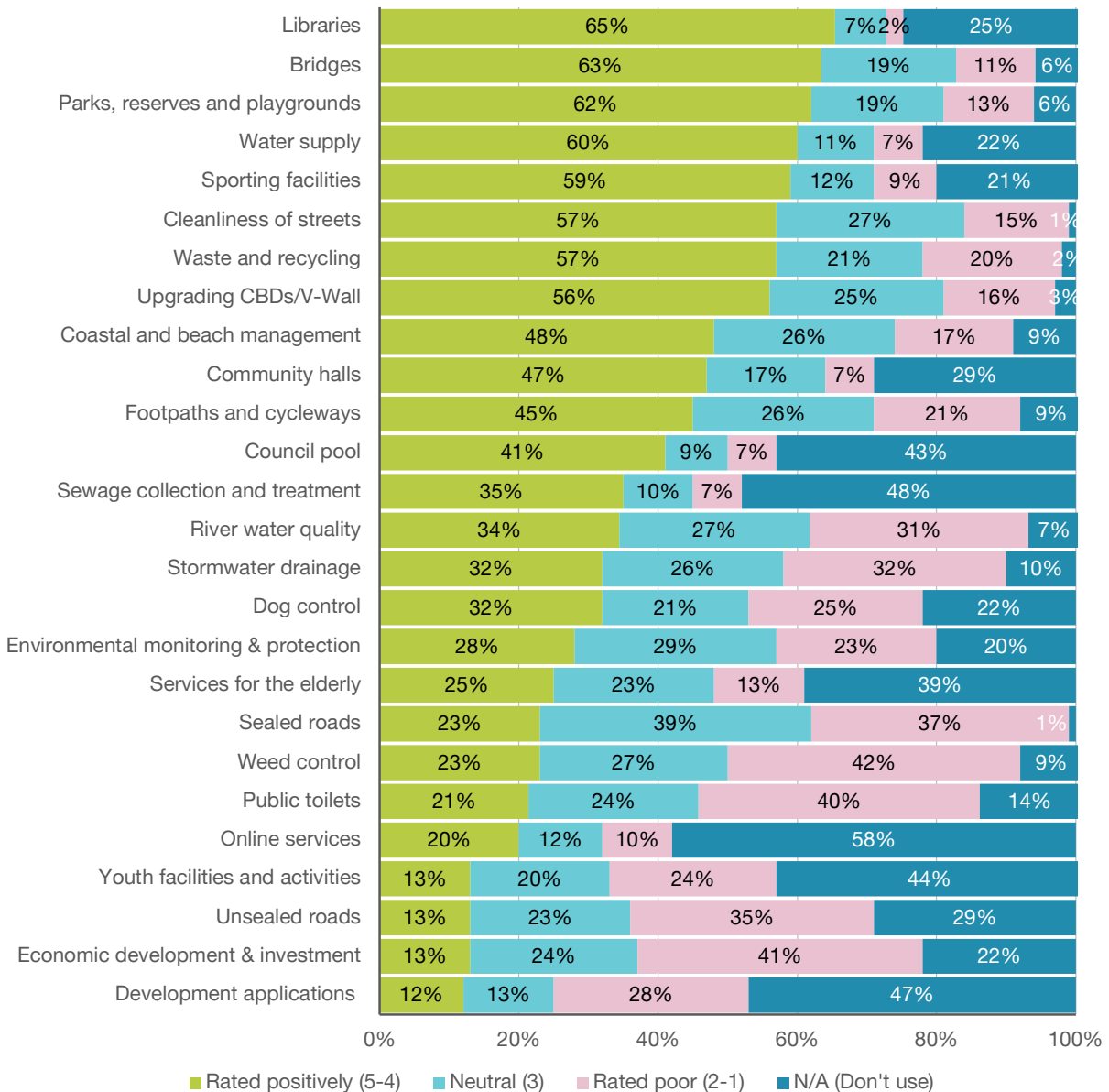
The core of this study is gauging residents’ perceptions of satisfaction and importance towards 26 Council facilities and services.

4.1. SATISFACTION

The survey proper began with residents being asked to rate their satisfaction with Council-managed facilities and services. As shown in **Figure 1** (below), around half of 2024 respondents did not have experience of Online services, Sewage collection and treatment, and Development applications.

Figure 1 Satisfaction with Council Facilities and Services

Q8. To get us underway, can you please rate your satisfaction with the following Council facilities or services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you don't use the service, just say so and I'll move to the next one. Firstly, how satisfied are you with...
Base: All respondents 2024 n=400





4. RATINGS OF FACILITIES/SERVICES

Top-ranked facilities and services included Libraries (mean score 4.28 on a 1-5 satisfaction scale), Water supply (4.06), Sporting facilities (3.84), and Council pool (3.83).

As in the 2021 study, in 2024 18 of the 26 touch points rated above the “neutral” score of 3.0. Those falling below included Unsealed roads (2.48), Economic development and attracting new investment (2.50), and Development applications (2.50).

Table 1, below, shows the change in satisfaction scores from 2021 to 2024. The means that were significantly higher over that period are shown in green and those lower shown in red.

Table 1 Satisfaction Mean Scores 2024 against 2021

Facility or Service	2021 mean	2024 mean	Difference
Libraries	3.99	4.28	+0.29
Council pool	3.63	3.83	+0.20
Community halls	3.56	3.72	+0.16
Youth facilities and activities	2.60	2.70	+0.10
Bridges	3.62	3.69	+0.07
Sporting facilities	3.79	3.84	+0.05
Online services	3.20	3.25	+0.05
Footpaths and cycleways	3.28	3.32	+0.04
Stormwater drainage	2.86	2.89	+0.03
Services for the elderly	3.23	3.25	+0.02
Environmental monitoring and protection	3.03	3.02	-0.01
Unsealed roads	2.50	2.48	-0.02
Water supply	4.11	4.06	-0.05
Upgrading CBD's and destinations such as the V-Wall	3.62	3.56	-0.06
Coastal and beach management	3.38	3.32	-0.06
Waste and recycling	3.59	3.46	-0.13
Parks, reserves, and playgrounds	3.80	3.67	-0.13
Development applications (DA's)	2.67	2.50	-0.17
Cleanliness of streets	3.69	3.49	-0.20
Sealed roads	2.94	2.74	-0.20
Economic development and attracting new investment	2.78	2.50	-0.28
Sewage collection and treatment	4.05	3.77	-0.28
Public toilets	2.84	2.56	-0.28
Dog control	3.29	3.01	-0.28
Weed control	2.91	2.63	-0.28
River water quality	3.40	3.01	-0.39



4. RATINGS OF FACILITIES/SERVICES

Table 2 below shows the significant differences of 2024 satisfaction means between demographic subgroups. “Setting” compares those who said they lived in an urban area versus those who lived in either a rural area or village (combined).

Table 2 Satisfaction Mean Scores – Subgroup Analysis

Subgroup	Significant differences
Gender	<p>The means for males were significantly higher for:</p> <ul style="list-style-type: none"> • Sporting facilities (4.01, compared to 3.69 for females) • Parks, reserves, and playgrounds (3.90, compared to 3.45 for females) • Dog control (3.23, compared to 2.85 for females) • Public toilets (2.83, compared to 2.33 for females)
Age	<p>The means for those aged 60+ were significantly higher than those aged 40-59 for:</p> <ul style="list-style-type: none"> • Water supply (4.24, versus 3.80 for those aged 40-59) • Council pool (4.06, versus 3.63 for those aged 40-59) • Parks, reserves, and playgrounds (3.89, versus 3.62 for those aged 40-59) • Waste and recycling (3.72, versus 3.12 for those aged 40-59) • Sealed roads (2.95, versus 2.42 for those aged 40-59) • Youth facilities and activities (2.94, versus 2.45 for those aged 40-59) • Public toilets (2.84, versus 2.30 for those aged 40-59)
Setting	Nil.
Length of time lived in LGA	Residents surveyed in 2024 who had lived in the LGA for more than 20 years had a higher satisfaction mean for Libraries (4.44, compared to 4.08 for those who had lived in the LGA less than 20 years).
Town	<p>The mean of those in Nambucca for Cleanliness of streets (3.12) was significantly lower than other towns.</p> <p>The mean of those in Macksville for Dog control (3.39) was significantly higher than other towns.</p>



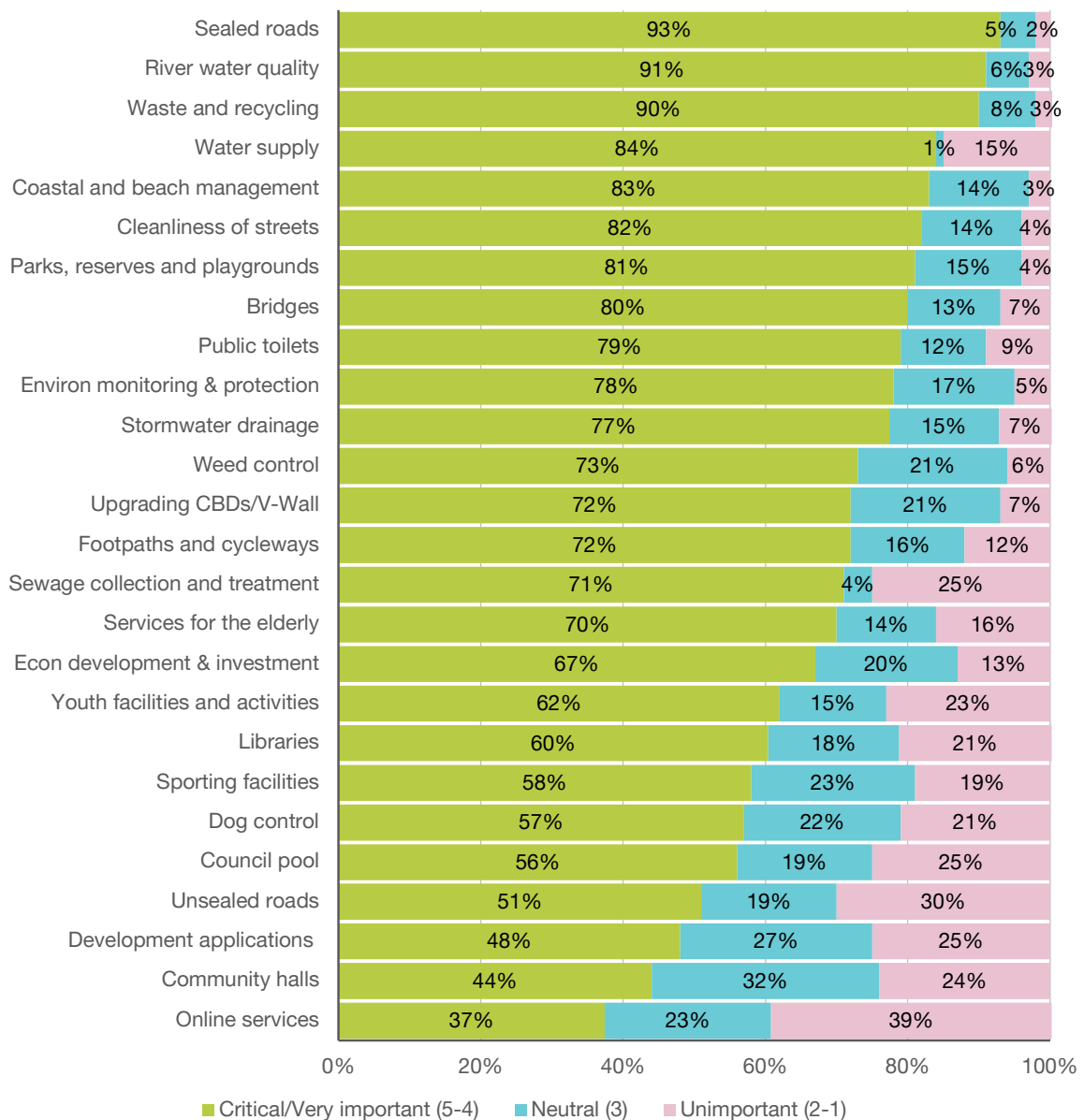
4. RATINGS OF FACILITIES/SERVICES

4.2. IMPORTANCE

Respondents were then asked to rate the importance they attached to each facility/service. In absolute terms, it is usual for most facilities and services to attract high ratings. The top three responses for 2024 shown in **Figure 2** below (Sealed roads, River water quality, Waste and recycling) were also the top three responses in 2021.

Figure 2 Importance of Council Facilities and Services

Q9. I'm now going to read the list to you again, but this time please rate how important these Council facilities or services are to you or your family. We'll use a scale of 1-5, where 1 means you think it's unimportant, 4 is very important and 5 is critical. So firstly, how important to you or your family?
 Base: All respondents 2024 n=400





4. RATINGS OF FACILITIES/SERVICES

Table 3 below, shows the change in importance scores from 2021 to 2024. The means that were significantly lower over that period are shown in **red**. The largest increase in importance was for the Council pool, and the largest decreases were for Environmental monitoring and protection, and Cleanliness of streets.

Table 3 Importance Mean Scores 2024 against 2021

Facility or service	2021 mean	2024 mean	Difference
Council pool	3.21	3.39	+0.18
Weed control	3.77	3.89	+0.12
Economic development and attracting new investment	3.71	3.83	+0.12
Youth facilities and activities	3.43	3.55	+0.12
Development applications (DA's)	3.21	3.29	+0.08
Sporting facilities	3.45	3.53	+0.08
Libraries	3.49	3.55	+0.06
Community halls	3.24	3.25	+0.01
Stormwater drainage	4.06	4.06	0.00
Water supply	4.19	4.19	0.00
Sewage collection and treatment	3.73	3.73	0.00
Public toilets	4.05	4.04	-0.01
Upgrading CBD's and destinations such as the V-Wall	3.95	3.94	-0.01
River water quality	4.51	4.49	-0.02
Waste and recycling	4.39	4.36	-0.03
Sealed roads	4.51	4.47	-0.04
Parks, reserves, and playgrounds	4.14	4.07	-0.07
Bridges	4.21	4.14	-0.07
Unsealed roads	3.35	3.28	-0.07
Coastal and beach management	4.28	4.18	-0.10
Footpaths and cycleways	4.00	3.89	-0.11
Dog control	3.57	3.46	-0.11
Services for the elderly	3.97	3.86	-0.11
Online services	2.99	2.87	-0.12
Cleanliness of streets	4.27	4.11	-0.16
Environmental monitoring and protection	4.27	4.11	-0.16



4. RATINGS OF FACILITIES/SERVICES

Table 4 below shows the significant differences of 2024 importance means between demographic subgroups.

Table 4 Importance Mean Scores – Subgroup Analysis

Subgroup	Significant differences
Gender	<p>The means for females were significantly higher for:</p> <ul style="list-style-type: none"> • Cleanliness of streets (4.30, compared to 3.90 for males) • Environmental monitoring and protection (4.22, compared to 3.98 for males) • Stormwater drainage (4.21, compared to 3.90 for males) • Public toilets (4.22, compared to 3.85 for males) • Footpaths and cycleways (4.16, compared to 3.59 for males) • Services for the elderly (4.13, compared to 3.56 for males) • Dog control (3.77, compared to 3.12 for males) • Council pool (3.61, compared to 3.15 for males)
Age	<p>The means for those aged 60+ were significantly higher for:</p> <ul style="list-style-type: none"> • Services for the elderly (4.22, versus 3.27 for those aged 18-39 and 3.70 for those aged 40-59) • Libraries (3.83, versus 3.20 for those aged 40-59) • Community halls (3.50, versus 2.79 for those aged 18-39) <p>Respondents aged 18-39 had a significantly higher mean for Sporting facilities (3.94, versus 3.36 for those aged 60+).</p>
Setting	<p>The means for residents surveyed who lived in urban areas were significantly higher for:</p> <ul style="list-style-type: none"> • Water supply (4.76, compared to 3.58 for those in rural/village settings) • Stormwater drainage (4.28, compared to 3.83 for those in rural/village settings) • Footpaths and cycleways (4.13, compared to 3.62 for those in rural/village settings) • Sewage collection and treatment (4.21, compared to 3.22 for those in rural/village settings) • Dog control (3.72, compared to 3.17 for those in rural/village settings)
Length of time lived in LGA	<p>Those who had lived in the LGA for more than 20 years had higher satisfaction means for:</p> <ul style="list-style-type: none"> • Services for the elderly (4.02, versus 3.63 for those who had lived in the LGA less than 20 years) • Community halls (3.40, versus 3.04 for those who had lived in the LGA less than 20 years)
Town	<p>Residents surveyed in Nambucca had higher means for:</p> <ul style="list-style-type: none"> • Water supply (4.60, compared to 3.87 for those in Macksville) • Upgrading CBDs and destinations such as the V-Wall (4.17, compared to 3.79 for those in Macksville) • Coastal and beach management (4.31, compared to 3.90 for those in Macksville) <p>Residents surveyed in Macksville had a significantly higher mean for Council pool (3.79, compared to 3.27 for those in Nambucca).</p>



4. RATINGS OF FACILITIES/SERVICES

Gap Analysis

Table 5 below shows the gap between 2024 mean scores of importance versus satisfaction. Given that importance (or expectations) generally outweigh satisfaction, most “gaps” (i.e. satisfaction less importance) are negative.

The greatest gap in 2024 was for Sealed roads, followed by River water quality and Public toilets.

Table 5 Satisfaction/Importance Gap scores 2024

Service or facility	Importance	Satisfaction	Gap
Sealed roads	4.47	2.74	-1.73
River water quality	4.49	3.01	-1.48
Public toilets	4.04	2.56	-1.48
Economic development and attracting new investment	3.83	2.50	-1.33
Weed control	3.89	2.63	-1.26
Stormwater drainage	4.06	2.89	-1.17
Environmental monitoring and protection	4.11	3.02	-1.09
Waste and recycling	4.36	3.46	-0.90
Coastal and beach management	4.18	3.32	-0.86
Youth facilities and activities	3.55	2.70	-0.85
Unsealed roads	3.28	2.48	-0.80
Development applications (DA's)	3.29	2.5	-0.79
Cleanliness of streets	4.11	3.49	-0.62
Services for the elderly	3.86	3.25	-0.61
Footpaths and cycleways	3.89	3.32	-0.57
Dog control	3.46	3.01	-0.45
Bridges	4.14	3.69	-0.45
Parks, reserves, and playgrounds	4.07	3.67	-0.40
Upgrading CBD's and destinations such as the V-Wall	3.94	3.56	-0.38
Water supply	4.19	4.06	-0.13
Sewage collection and treatment	3.73	3.77	0.04
Sporting facilities	3.53	3.84	0.31
Online services	2.87	3.25	0.38
Council pool	3.39	3.83	0.44
Community halls	3.25	3.72	0.47
Libraries	3.55	4.28	0.73



4. RATINGS OF FACILITIES/SERVICES

Table 6 below shows the difference between the gap that occurred in 2021 and the gap that occurred in 2024.

The greatest downward movement in gaps between 2021 and 2024 was for Weed control and Economic development and attracting new investment (both had a decrease of -0.40). The greatest upward movement in gaps was for Libraries (an increase of +0.23).

Table 6 Differences in 2021 and 2024 Gap scores

Service or facility	2021 Gap	2024 Gap	Difference
Weed control	-0.86	-1.26	-0.40
Economic development and attracting new investment	-0.93	-1.33	-0.40
River water quality	-1.11	-1.48	-0.37
Sewage collection and treatment	+0.32	+0.04	-0.28
Public toilets	-1.21	-1.48	-0.27
Development applications (DA's)	-0.54	-0.79	-0.25
Dog control	-0.28	-0.45	-0.17
Sealed roads	-1.57	-1.73	-0.16
Waste and recycling	-0.80	-0.90	-0.10
Parks, reserves, and playgrounds	-0.34	-0.40	-0.06
Upgrading CBD's and destinations such as the V-Wall	-0.33	-0.38	-0.05
Water supply	-0.08	-0.13	-0.05
Cleanliness of streets	-0.58	-0.62	-0.04
Sporting facilities	+0.34	+0.31	-0.03
Youth facilities and activities	-0.83	-0.85	-0.02
Council pool	+0.42	+0.44	+0.02
Stormwater drainage	-1.20	-1.17	+0.03
Coastal and beach management	-0.90	-0.86	+0.04
Unsealed roads	-0.85	-0.80	+0.05
Services for the elderly	-0.74	-0.61	+0.13
Bridges	-0.59	-0.45	+0.14
Environmental monitoring and protection	-1.24	-1.09	+0.15
Community halls	+0.32	+0.47	+0.15
Footpaths and cycleways	-0.72	-0.57	+0.15
Online services	+0.21	+0.38	+0.17
Libraries	+0.50	+0.73	+0.23



4. RATINGS OF FACILITIES/SERVICES

4.3. DRIVERS OF SATISFACTION

When correlating¹ the satisfaction with each facility and service against satisfaction with Overall Performance, **Table 7** below shows the highest coefficients achieved (it expresses as a decimal between 0 and 1, with a score above 0.6 considered a good indication of correlation). The higher the correlation, the more these touchpoints are likely to “drive” changes in overall satisfaction.

Table 7 below has the facilities/services that had the highest correlations in 2024. Online services were the only facility/service that was present in the top five drivers of satisfaction in both 2021 and 2024.

There was a very large increase in how much Economic development and attracting new investment was **valued by residents** between 2021 and 2024. There were smaller increases for Youth facilities and activities, and Environmental monitoring and protection. There were decreases (negatives in the ‘Difference’ column of **Table 7** below), but none anywhere near the size of the increases.

Table 7 Driver analysis- Strongest Relationships

Facility or Service	2021	2024	Difference
Economic development and attracting new investment	.356	.653	+0.297
Development applications (DA's)	.402	.500	+0.098
Environmental monitoring and protection	.388	.490	+0.102
Youth facilities and activities	.340	.469	+0.129
Online services	.471	.466	-0.005
Upgrading CBD's and destinations such as the V-Wall	.513	.465	-0.048
Parks, reserves, and playgrounds	.426	.453	+0.027
Water supply	.392	.451	+0.059
Footpaths and cycleways	.465	.445	-0.020
Sewage collection and treatment	.452	.442	-0.010
Stormwater drainage	.383	.438	+0.055
River water quality	.401	.423	+0.022
Waste and recycling	.484	.422	-0.062
Weed control	.411	.408	-0.003

¹ Pearson's correlation https://wiki.q-researchsoftware.com/wiki/Pearson%27s_Product_Moment_Correlation



4. RATINGS OF FACILITIES/SERVICES

4.4. QUADRANTS

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 Nambucca Valley Council and satisfaction with facilities and services (as reported earlier in this section).

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 importance scores for each Council service.

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

These scores do not suggest the facility or service is not important in the personal lives of residents. It strictly relates to *relative* importance in creating overall satisfaction with Council.

Figure 3, (over-page) is Council's performance/importance quadrant.

1. The upper right quadrant ('**Higher Importance/Higher Satisfaction**') represents current service strengths.
2. The upper left quadrant ('**Higher Importance/Lower Satisfaction**') denotes services where satisfaction should be improved.
3. The lower left quadrant ('**Lower Importance/Lower Satisfaction**') represents lower priority service dimensions.
4. The lower right quadrant ('**Lower Importance/Higher Satisfaction**') are higher performing services that are not yet having a strong impact on creating overall satisfaction with Council.

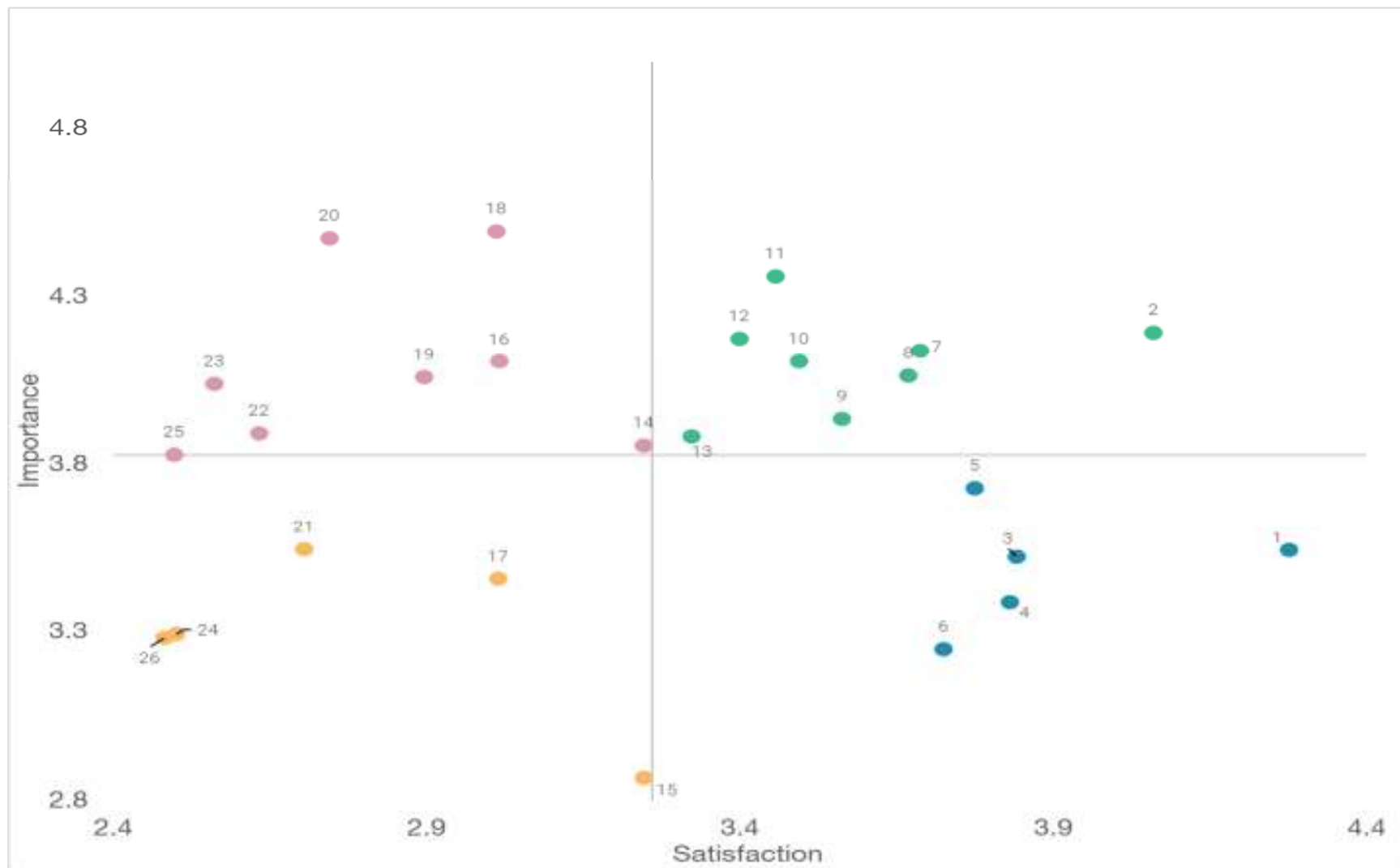
The numbers shown in **Figure 3** match the facilities and services shown in **Table 8** on the following page.





4. RATINGS OF FACILITIES/SERVICES

Figure 3 Quadrant Matrix (2024)





4. RATINGS OF FACILITIES/SERVICES

As shown in **Figure 3** (previous page), in 2024 an arc of Sealed roads, Public toilets, and Economic development and attracting new investment formed across the top left (the interaction of the highest importance and lowest satisfaction).

Libraries had both the highest satisfaction and the lowest importance. Water supply was at high importance and high satisfaction (something that also occurred in 2021).

Table 8 Summary of Quadrant Analysis (2024)

Higher Importance/Lower Satisfaction	Higher Importance/Higher Satisfaction
14 Services for the elderly	2 Water supply
16 Environmental monitoring and protection	7 Bridges
18 River water quality	8 Parks, reserves and playgrounds
19 Stormwater drainage	9 Upgrading CBD's and destinations such as the V-Wall
20 Sealed roads	10 Cleanliness of streets
22 Weed control	11 Waste and recycling
23 Public toilets	12 Coastal and beach management
25 Economic development and attracting new investment	13 Footpaths and cycleways
Lower Importance/Lower Satisfaction	Lower Importance/Higher Satisfaction
15 Online services	1 Libraries
17 Dog control	3 Sporting facilities
21 Youth facilities and activities	4 Council pool
24 Development applications (DA's)	5 Sewage collection and treatment
26 Unsealed roads	6 Community halls

To show which quadrant each service/facility appeared in 2021, see **Table 9** below. Note that Coastal and beach management, Weed control, and Economic development and attracting new investment were in different quadrants in 2021 than they were in 2024.

Table 9 Summary of Quadrant Analysis (2021)

Higher Importance/Lower Satisfaction	Higher Importance/Higher Satisfaction
Services for the elderly	Water supply
Environmental monitoring and protection	Bridges
Footpaths and cycleways	Cleanliness of streets
Coastal and beach management	Waste and recycling
River water quality	Parks, reserves and playgrounds
Stormwater drainage	Upgrading CBD's and destinations such as the V-Wall
Sealed roads	
Public toilets	
Lower Importance/Lower Satisfaction	Lower Importance/Higher Satisfaction
Online services	Libraries
Dog control	Sporting facilities
Youth facilities and activities	Council pool
Development applications (DA's)	Sewage collection and treatment
Unsealed roads	Community halls
Weed control	
Economic development and attracting new investment	



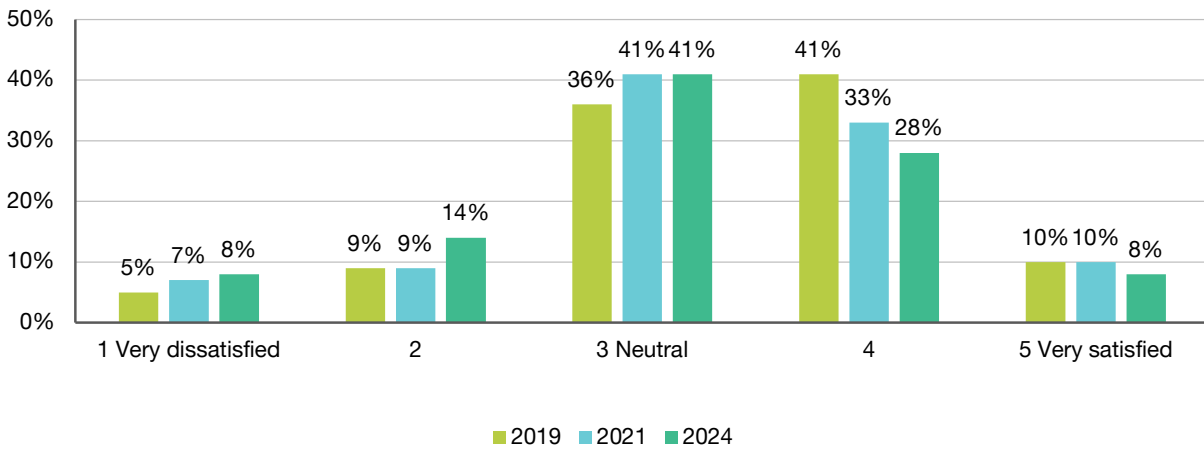


5. OVERALL SATISFACTION

Survey respondents were asked to rate their satisfaction with Council’s overall performance using a five-point scale, where 1 = very dissatisfied and 5 = very satisfied. As shown in **Figure 4** below, 43% satisfied (rating 4-5) in 2021 dropped to 36% satisfied in 2024. The proportion dissatisfied (rating 1-2) grew from 16% to 22%, leaving net satisfaction (percentage satisfied minus percentage dissatisfied) decreasing from +27 in 2021 to +14 in 2024.

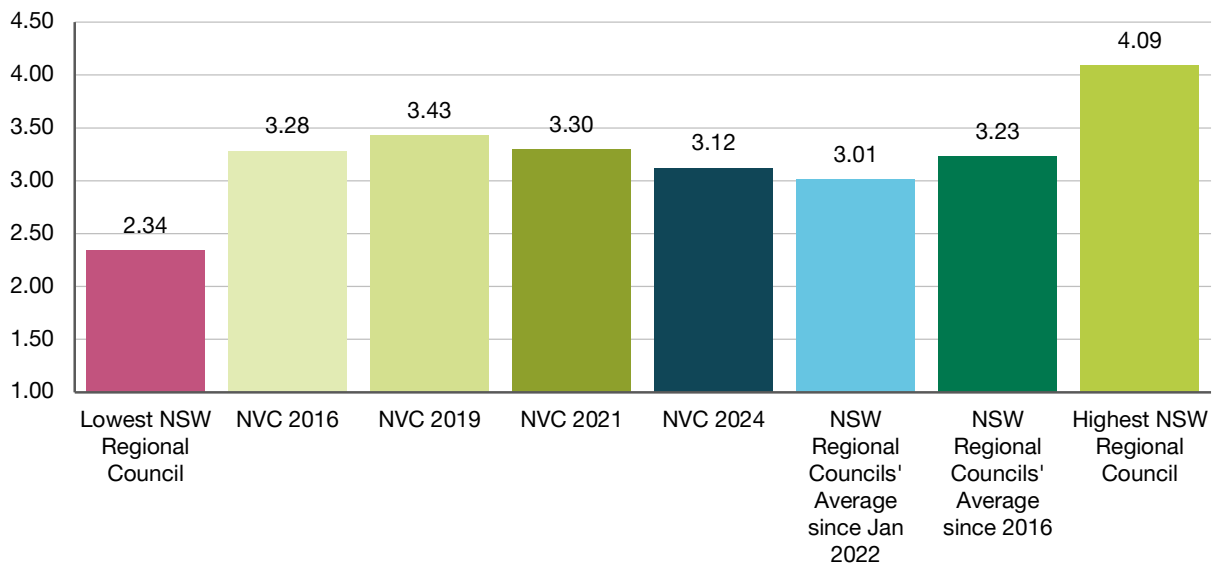
Figure 4 Satisfaction with Council’s Overall Performance

Q10. Please rate your satisfaction with Council’s overall performance on a scale of 1-5, where 1 is very dissatisfied and 5 is very satisfied?
Base: All respondents 2019-2024



The 2024 Nambucca Valley Council mean for overall satisfaction (3.12) was significantly lower than the result in 2021 (3.30) but was well ahead of the average regional NSW result observed in recent years (see **Figure 5** below). A significantly higher mean was recorded for residents aged 60+ (3.33) compared to those aged 40-59 (2.99).

Figure 5 Overall Satisfaction – Benchmarks



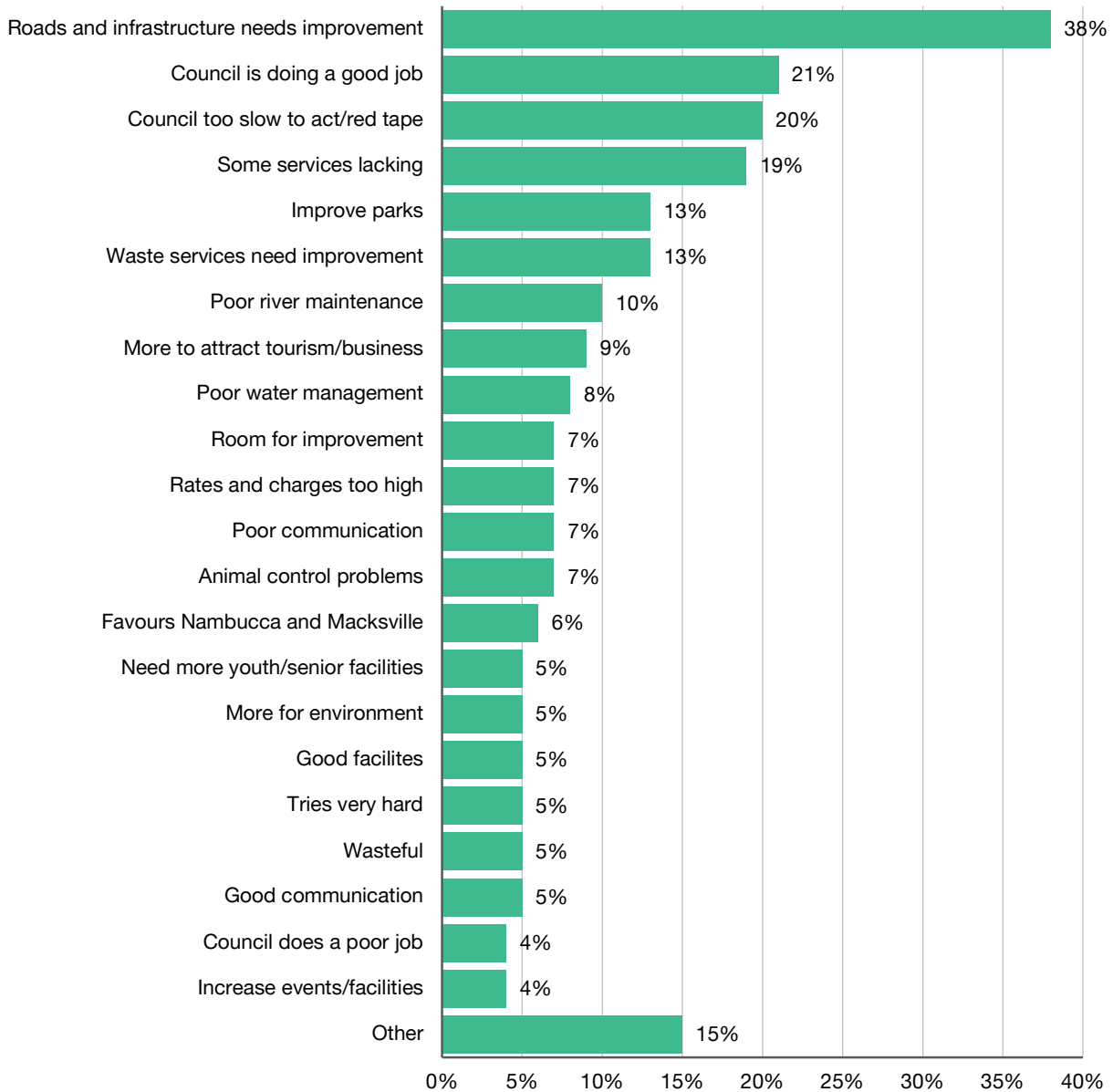


5. OVERALL SATISFACTION

Respondents were asked, unprompted, the reasons for their satisfaction score, as shown in **Figure 6** below. More than a third of respondents (38%) in 2024 referred to roads and infrastructure.

Figure 6 Reasons for Satisfaction Score

Q11. Can you briefly explain why you gave that rating?
Base: All respondents 2024 n=400





5. OVERALL SATISFACTION

Table 10 (below) and **Table 11** (next page) show the significant differences of 2024 responses between demographic subgroups.

Table 10 Reasons for Satisfaction Score – Subgroup Analysis 1

Subgroup	Significant differences
Gender	<p>Male respondents were significantly more likely to say:</p> <ul style="list-style-type: none"> • Council too slow to act/red tape (28%, compared to 12% for females) • Council favours Nambucca/Macksville over the remainder of the LGA (9%, compared to 3% for females) • Wasteful (8%, compared to 2% for females) <p>Female respondents were significantly more likely to say:</p> <ul style="list-style-type: none"> • Improve parks and park facilities (toilets, equipment, etc) (19%, compared to 7% for males) • Room for improvement (11%, compared to 2% for males) • Increase facilities/events (6%, compared to 2% for males)
Age	<p>Respondents aged 18-39 were significantly more likely to say:</p> <ul style="list-style-type: none"> • Roads and infrastructure need improvement (56%, versus 38% of those 40-59 and 30% of those aged 60+) • Some services lacking (31%, versus 8% of those aged 40-59) • Improve parks and park facilities (toilets, equipment, etc) (32%, versus 11% of those 40-59 and 8% of those aged 60+) • Waste services need improvement (28%, versus 11% of those 40-59 and 11% of those aged 60+) • Need more youth/senior facilities (15%, versus 3% of those 40-59 and 2% of those aged 60+) <p>Respondents aged 60+ were significantly more likely to say:</p> <ul style="list-style-type: none"> • Council is doing a good job (30%, versus 3% of those 18-39 and 18% of those aged 40-59) • More needs to be done for environmental issues (7%, versus 0% of those aged 18-39) • Good communication (8%, versus 1% of those aged 40-59)
Setting	<p>Respondents in an urban setting were significantly more likely to say:</p> <ul style="list-style-type: none"> • Improve parks and park facilities (toilets, equipment, etc) (22%, versus 4% of those in a rural/village setting) • Waste services need improvement (18%, versus 8% of those in a rural/village setting) • Poor river maintenance (15%, versus 4% of those in a rural/village setting) • Animal control problems (10%, versus 3% of those in a rural/village setting) • Need more youth/senior facilities (9%, versus 1% of those in a rural/village setting)



5. OVERALL SATISFACTION

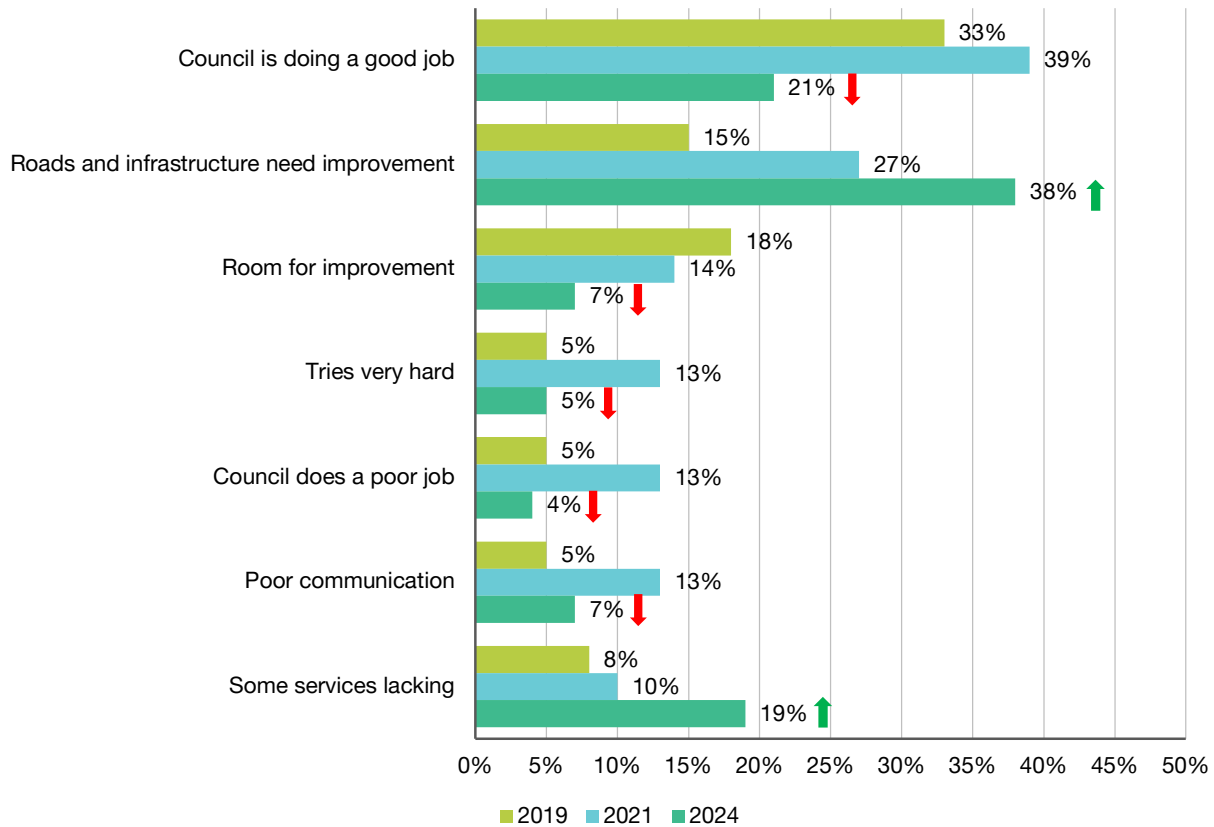
Table 11 Reasons for Satisfaction Score – Subgroup Analysis 2

Subgroup	Significant differences
Length of time lived in LGA	Residents surveyed in 2024 who had lived in the LGA for less than 20 years were significantly more likely to say Waste services need improvement (20%, compared to 8% for those who had lived in the LGA more than 20 years).
Town	<p>Respondents in Nambucca were significantly more likely to say:</p> <ul style="list-style-type: none"> Improve parks and park facilities (17%, versus 5% of those outside Nambucca/Macksville) Poor river maintenance (16%, versus 2% of those outside Nambucca/Macksville) More needs to be done for attracting tourism/business/improve the local economy (15%, versus 5% of those outside Nambucca/Macksville) <p>Respondents in Macksville were significantly more likely to say Wasteful (9%, versus 1% of those outside Nambucca/Macksville).</p>

Figure 7 below shows the changes since 2019. As indicated by the arrows, all 2024 responses were significantly different to 2021. In particular, the proportion of respondents mentioning road and other infrastructure improvements has trended upwards in each of the past three studies.

Figure 7 Reasons for Satisfaction Score over Time

Q11. Can you briefly explain why you gave that rating?
Base: All respondents 2019-2024





5. OVERALL SATISFACTION

Table 12 below shows the reasons for overall satisfaction rating grouped into those who were satisfied or dissatisfied. In 2024, a new tag was added for Improve parks and park facilities.

Table 12 Reasons for Satisfaction Score by Overall Satisfaction Rating

	2021		2024	
	Dissatisfied	Satisfied	Dissatisfied	Satisfied
Council does a good job	0%	72%	0%	44%
Roads and infrastructure need improvement	48%	13%	52%	17%
Room for improvement	8%	11%	4%	9%
Tries very hard	2%	20%	0%	12%
Council does a poor job	27%	3%	13%	1%
Poor communication	30%	4%	10%	3%
Some services lacking	27%	3%	31%	8%
Good communication	2%	15%	3%	10%
Council too slow to act/red tape	17%	3%	33%	6%
Wasteful	13%	1%	10%	1%
More needs to be done for environmental issues	16%	1%	7%	2%
Waste services need improvement	6%	1%	17%	2%
Favour Nambucca and Macksville over remainder of LGA	5%	1%	10%	1%
Need more youth/senior facilities	8%	2%	5%	3%
Rates and charges too high	6%	1%	17%	1%
Animal control problems	6%	2%	5%	3%
More needs to be done for attracting tourism/business	5%	2%	14%	5%
Poor river maintenance	5%	1%	16%	5%
Poor water management	2%	1%	16%	2%
Increase community facilities/events	10%	1%	2%	8%
Improve inclusivity	3%	0%	1%	0%
Improve local economy	2%	1%	Merged with "attracting tourism/business"	
Improve parks and park facilities	-	-	9%	6%
Good facilities	0%	1%	1%	9%

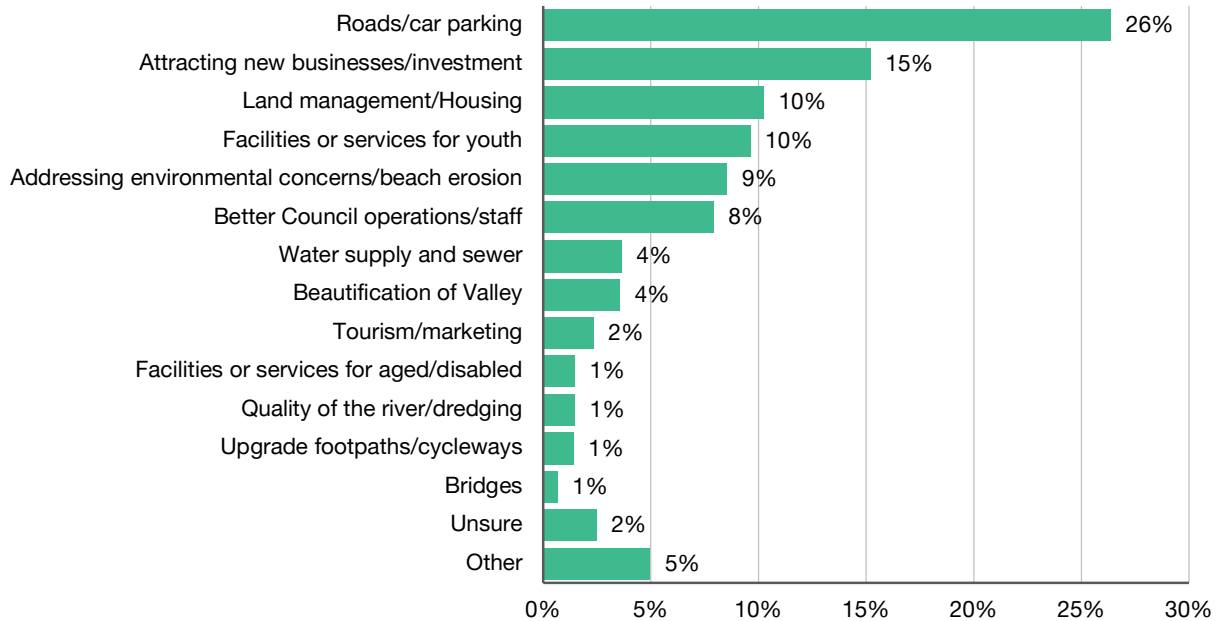


5. OVERALL SATISFACTION

Respondents were then asked what they think should be Council’s number one priority over the next ten years. As shown in **Figure 8** below, Roads (including parking) was the highest response (26%), nearly twice the next highest (Attracting new business/investment, 15%).

Figure 8 Major Priority for Spending (2024)

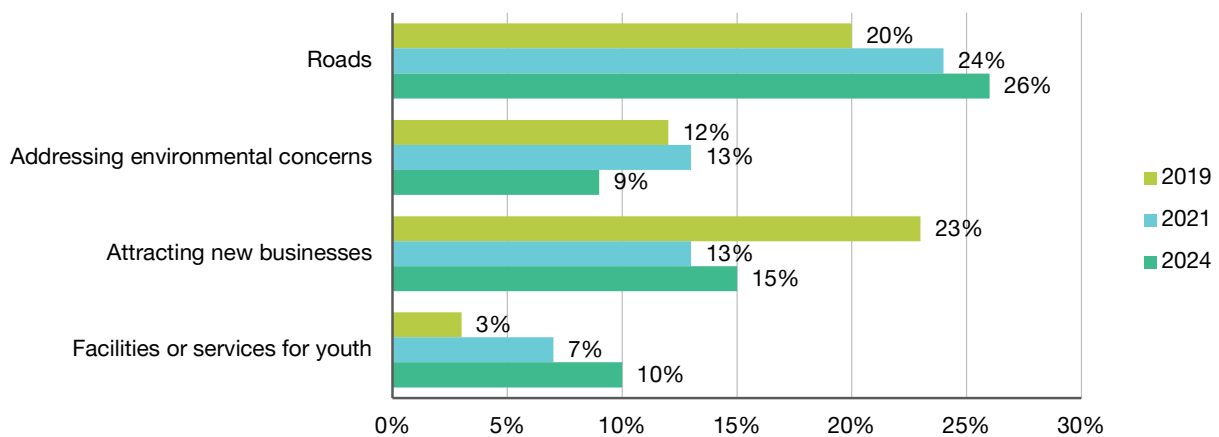
Q12. Thinking about Council services and infrastructure as a whole, what do you think Council's number one priority should be over the next ten years?
Base: All respondents 2024 n=400



The top responses from 2021 showed largely similar results in 2024 (no significant differences), as shown in **Figure 9** below.

Figure 9 Major Priority for Spending over Time

Q12. Thinking about council services and infrastructure as a whole, what do you think Council's number one priority should be over the next ten years?
Base: all respondents 2019-2024





5. OVERALL SATISFACTION

Table 13 below shows the significant differences between demographic subgroups.

Table 13 Major Priority for Spending (2024) – Subgroup Analysis

Subgroup	Significant differences
Gender	<p>Male respondents were significantly more likely to mention Land management/housing (15%, compared to 6% for females).</p> <p>Female respondents were significantly more likely to mention:</p> <ul style="list-style-type: none"> Roads/car parking (32%, compared to 20% for males) Beautification of the Valley (5%, compared to 2% for males)
Age	<p>Respondents aged 18-39 years old were significantly more likely to say Facilities for youth (22%, versus 10% of 40-59 year olds and 4% of those aged 60+).</p> <p>Respondents aged 40-59 years olds were significantly more likely to say Attracting new businesses/investment (25%, versus 3% of 18-39 year olds and 15% of those 60+).</p>
Setting	<p>Respondents who lived in an urban setting were significantly more likely to mention Quality of the river (3%, compared to 0% of those in a rural/village setting).</p> <p>Respondents who lived in a rural/village setting were significantly more likely to mention Addressing environmental concerns/beach erosion (13%, compared to 5% of those who lived in an urban setting).</p>
Length of time lived in LGA	Nil.
Town	<p>Respondents in Nambucca were significantly more likely to mention Better Council operations/staff (13%, compared to 5% in both Macksville and those outside Nambucca/Macksville).</p> <p>Respondents who lived outside Nambucca/Macksville were significantly more likely to mention Addressing environmental concerns/beach erosion (15%, compared to 5% in Nambucca and 8% in Macksville).</p>

As so much of what was recorded at this question was captured as other-specify verbatims, some respondents' comments are shown in **Table 14** below and **Table 15** next page.

Table 14 Verbatims from Major Priority for Spending 1

Code applied	Respondent's comment
Water supply and sewer	<p>Town water for those properties that don't have it.</p> <p>Stop sewerage going into the Nambucca river.</p> <p>A sewerage system in Macksville so doesn't flood into the river.</p> <p>Fix sewage up, in relation to the Nambucca river. During heavy rain, it drains into the river.</p>
Quality of the river	<p>Storm water drainage regarding flow off to the river.</p> <p>Dredging the river.</p> <p>Cleanliness of river, and maintenance of it, e.g. protecting mangroves and managing sand build up.</p> <p>The blueberry farms are not policed enough. Poison going into the waterways and causing concerns to the waterways.</p> <p>People are turning away from the town because it's a water town and the river has nothing to offer anymore. No-one's going to come here with their boats, the river is silting up that much from sand, there's plenty of towns are cleaning up their rivers.</p>



5. OVERALL SATISFACTION

Table 15 Verbatims from Major Priority for Spending 2

Code applied	Respondent's comment
Land management/housing	<p>Affordable housing in towns.</p> <p>Subdividing more blocks so the young people can afford more blocks of land.</p> <p>Bigger industrial estate.</p> <p>Development of infrastructure of housing and transport.</p> <p>Encouraging more housing, particularly low income housing.</p> <p>Improving quantity of rentals, cheaper accommodation for pensioners.</p> <p>Leave some vacant land and not overcrowd the area.</p> <p>On the whole managing the natural resources in the Nambucca Valley.</p>
Attracting new business/investment	<p>Developing the CBD, providing things for the tourists - the v wall and the new pathway is fantastic I've got to say.</p> <p>Do something about the main street in Nambucca, businesses closing down. Make it more attractive - Nambucca has missed out and not Macksville.</p> <p>Development to bring in more dollar into the town, we don't want to get stagnant.</p> <p>Attracting small business into the town for employment opportunities.</p> <p>Lack of wonderful restaurants, there's nowhere good to go and eat its dreadful only pub type food.</p> <p>Put up more take away shops like Red Rooster or Porto's, no more McDonalds.</p>
Addressing environmental concerns	<p>Protecting the environment right across the board, we have no tree preservation order, and we should have.</p> <p>Recycling and environmental - do plastic recycle - have more recycling services - plastic made into chips, have it melted and made into something else. Have a major recycling centre to export to break down plastic and make possible reusing of plastics and alloys, bottles etc.</p> <p>Sustainable development and looking after the environmentally sustainable farming.</p> <p>Environmental protection - our native environment, forests, koalas, flying foxes.</p>
Beautification of Valley	<p>Maintenance of the V wall and the rest areas.</p> <p>Litter on the Tourist Road to Bowraville, cleaning of road signs.</p> <p>Maintaining the safety and the beauty of the shore and maybe encouraging young people to move here to settle here because we've got a lot of old folks.</p>
Better Council operations/staff	<p>The basic issues within the shire, budget management, employment of professional staff.</p> <p>Take more of an interest in the residents, e.g. better response from those working in the Council.</p> <p>Replacements, repairs, and upgrades with view to longevity and therefore cost less.</p> <p>Qualified staffing, professional educated staff.</p> <p>Provide services for the rate-paying people and stay out of politics.</p> <p>Promoting more people outdoors than indoors, the way it used to be.</p> <p>More support for their constituents, less outsourcing.</p> <p>Make the process easier for residents to develop their land, subdivisions especially.</p> <p>Maintenance of existing infrastructure.</p> <p>Don't charge so much rates.</p> <p>Customer service should be improved.</p> <p>Development application, it needs looking into. Can't just allow things to happen without notifying people and the impacts on them.</p> <p>Streamlining development and building applications.</p>



6. BENCHMARKS TO OTHER COUNCILS

Taverner Research Group maintains a database of satisfaction scores for 35 regional NSW councils. The next two pages show how NVC's performance compares to its regional peers. At each facility/service that could be compared, the bar shows the mean scores of these councils on the 1 to 5 scale, best through to the worst performing, and the dot shows where Nambucca Valley Council 2024 sat in comparison. The longer bars are facilities/services that were asked about by more regional NSW councils, and hence tended to have larger variations in responses.

As shown in **Figure 10** and **Figure 11**, Nambucca Valley Council in 2024 was among the highest scoring for Community halls, Coastal and beach management, and Water supply, and among the lowest scoring for River water quality and Public toilets.

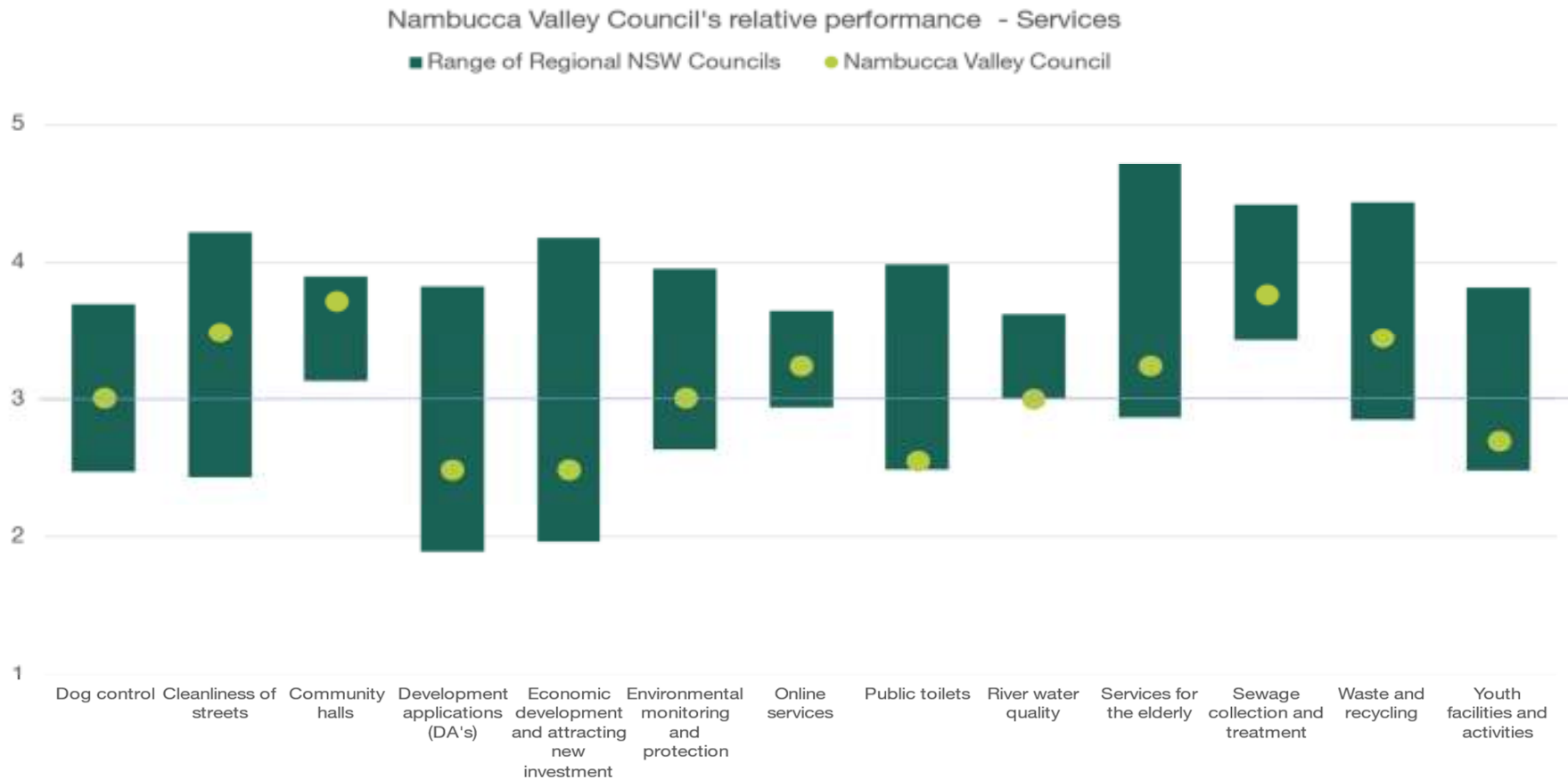




6. BENCHMARKS TO OTHER COUNCILS

Figure 10 Facilities and Services – Comparison to Regional NSW Benchmarks (Services)

Q8. To get us underway, can you please rate your satisfaction with the following Council facilities or services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you don't use the service, just say so and I'll move to the next one. Firstly, how satisfied are you with...
Base: All respondents 2024 n=400

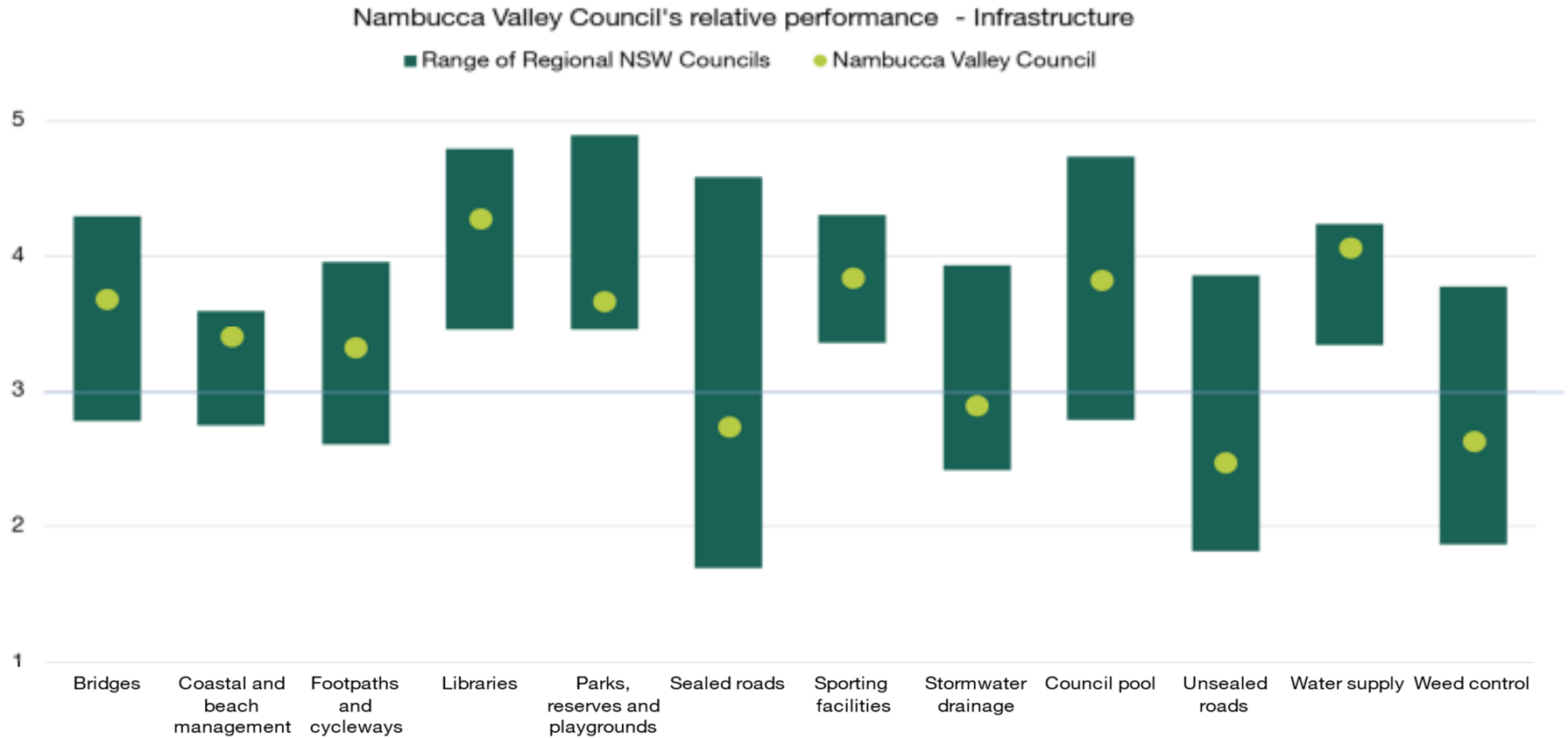




6. BENCHMARKS TO OTHER COUNCILS

Figure 11 Facilities and Services – Comparison to Regional NSW Benchmarks (Infrastructure)

Q8. To get us underway, can you please rate your satisfaction with the following Council facilities or services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you don't use the service, just say so and I'll move to the next one. Firstly, how satisfied are you with...
 Base: All respondents 2024 n=400





7. CUSTOMER SERVICE AND COMMUNICATION

This section of the report covers respondent contact with Council, both as broad communications and individual customer service interaction.

Forty-seven percent (47%) of 2024 respondents contacted Council in the past 12 months, in line with the results in 2016 and 2019 (both 46%) but significantly lower than the proportion of respondents in 2021 (54%). There were no significant differences between demographic subgroups in 2024.

Respondents who had made contact in the past 12 months were then asked to rate that latest enquiry (see **Figure 12** and **Figure 13** below). There were no significant differences between demographic subgroups in 2024.

Figure 12 Satisfaction with Customer Service over Time

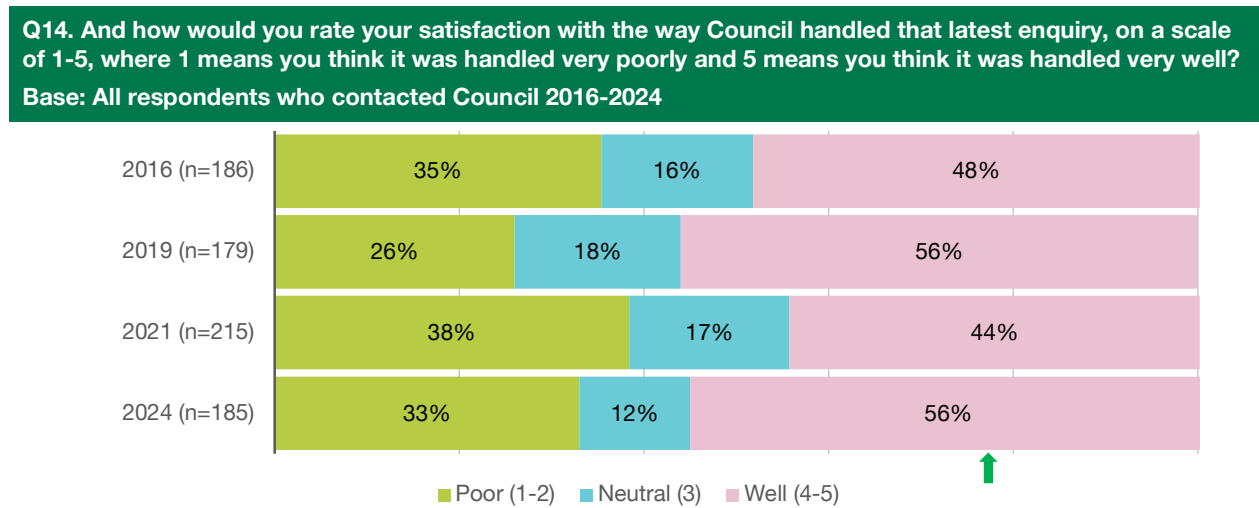
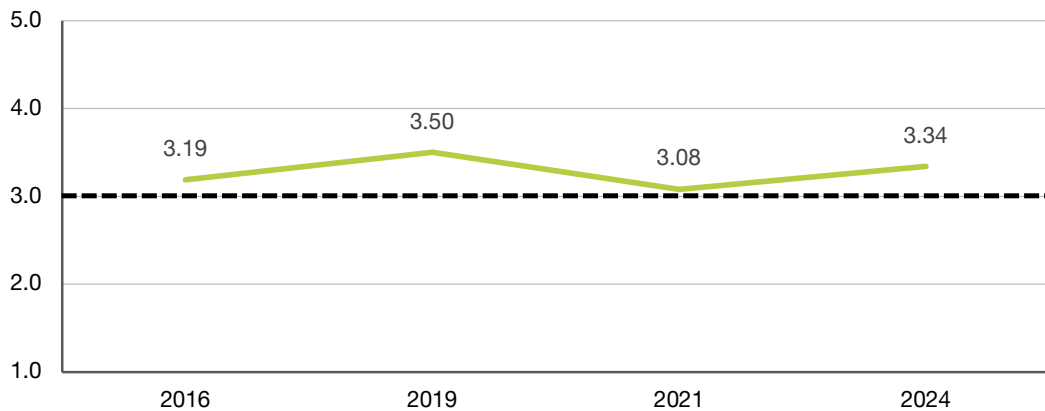


Figure 13 Satisfaction with Customer Service Mean Scores over Time



Customer service scores rose sharply in 2024, driven by 56% of respondents thinking their most recent query was handled very well – up from 44% in 2021. That in turn saw the mean satisfaction rating rise from 3.08 to 3.34 – a statistically significant increase.



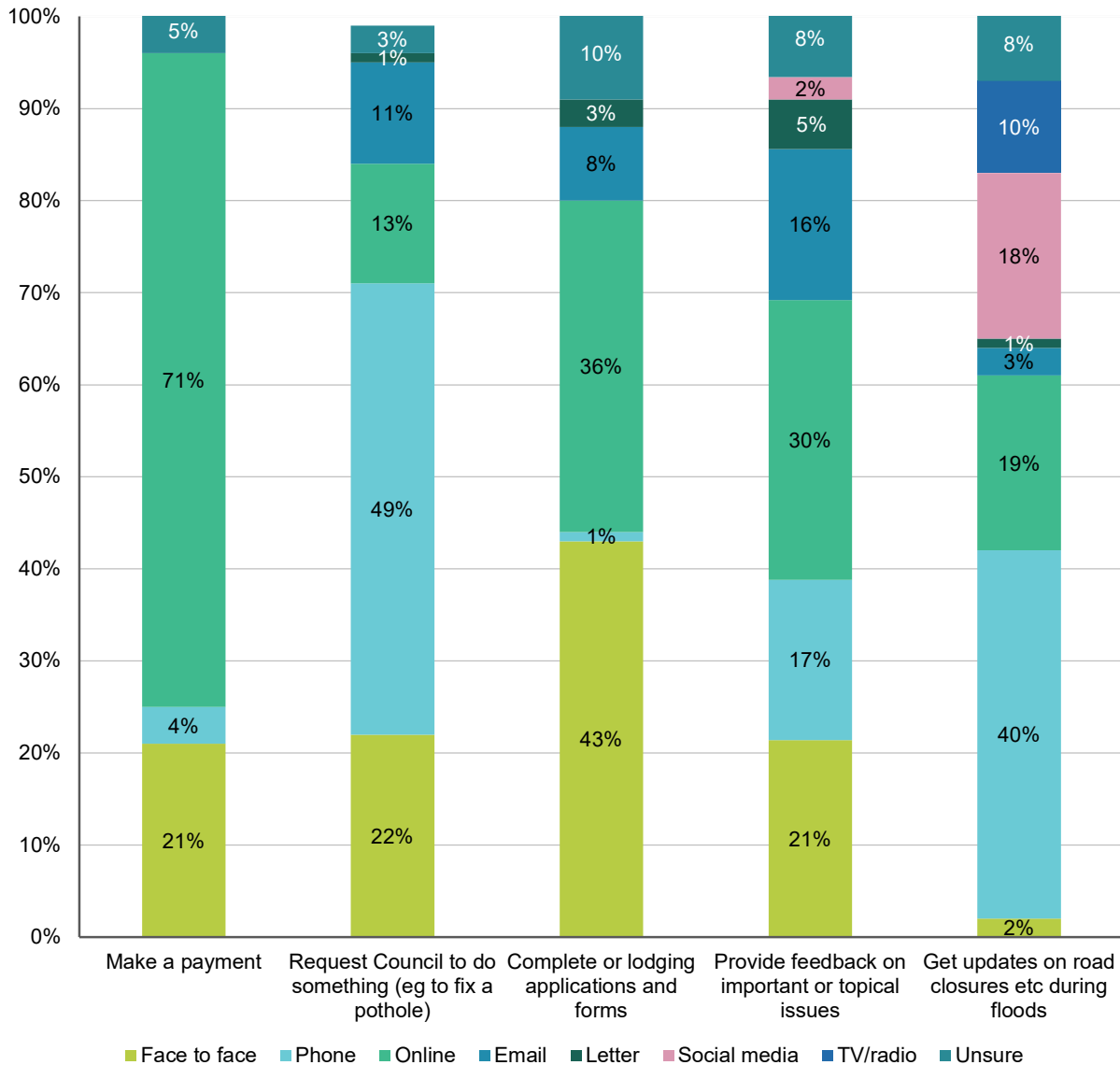
7. CUSTOMER SERVICE AND COMMUNICATION

Residents were next asked their preferred method for conducting five different types of business with Council.

As shown in **Figure 14** below, Online was the highest response for two of the five types of interaction (Making a payment; and Providing feedback on important or topical issues). Phone was preferred by 49% when Requesting Council to do something e.g., fix a pothole, and by 40% for Getting updates on road closures etc during floods (“SMS” was not a separate response on the 2024 questionnaire, so Phone may include these). Face to face was the most popular way of Completing or lodging applications or forms. The response “TV/radio” was only available for Getting updates on road closures etc during floods, as it could not be applicable to other interactions.

Figure 14 Channel Prefer

Q15. In your dealings with Council, how would you prefer to conduct the following?
 Base: All respondents 2024 (n=400)





7. CUSTOMER SERVICE AND COMMUNICATION

As shown in **Table 16** below, there was a significant decrease in preference to **make a payment** over the phone between 2021 and 2024.

In 2024, respondents who were significantly more likely to prefer to make a payment face to face:

- Were aged 60+ (29%), or
- Had lived in the LGA for 20+ years (26%).

Those significantly more likely to prefer over the phone were outside Nambucca/Macksville (9%) or in Nambucca (4%), compared to 0% of those in Macksville.

Table 16 How Prefer to Make a Payment over Time

	2021	2024
Face to face	19%	21%
Phone	8%	4%
Online/via website	66%	71%
Email	1%	0%
Letter	1%	0%
Social media	0%	0%
Unsure	4%	5%





7. CUSTOMER SERVICE AND COMMUNICATION

As shown in **Table 17** below, there was a significant increase in preference to **request Council to do something** over the phone between 2021 and 2024.

In 2024, respondents who were significantly more likely to prefer to request Council to do something face to face:

- Were aged 60+ (31%) or 40-59 (25%), versus 0% of those aged 18-39, or
- Were in Macksville (36%), versus 13% of those in Nambucca and 17% of those outside Nambucca/Macksville

Those significantly more likely to prefer Phone were those in Nambucca (54%) or outside Nambucca/Macksville (59%), versus 36% of those in Macksville.

Those significantly more likely to prefer Online or through Council website:

- Were aged under 40 years (34%) or 40-59 (11%), versus 4% of those aged 60+, or
- Had lived in the LGA less than 20 years (19%), versus 8% of those who had lived in the LGA 20+ years.

Table 17 How Prefer to Request Council do something over Time

	2021	2024
Face to face	27%	22%
Phone	40%	49%
Online/via website	12%	13%
Email	13%	11%
Letter	4%	1%
Social media	0%	0%
Unsure	3%	3%





7. CUSTOMER SERVICE AND COMMUNICATION

As shown in **Table 18** below, there was a significant increase in preference to **complete or lodge applications and forms** via email between 2021 and 2024.

In 2024, respondents who were significantly more likely to prefer to complete or lodge applications and forms face to face:

- Were aged 60+ (56%), compared to 22% of those aged 18-39 and 36% of those aged 40-59, or
- Had lived in the LGA for 20+ years (49%), compared to 34% of those had lived in the LGA less than 20 years, or
- Lived in Macksville (45%) or outside Nambucca/Macksville (45%), compared to 30% of those who lived in Macksville.

Those significantly more likely to prefer online or through Council website:

- Were aged under 40 years (53%) or aged 40-59 years (47%), compared to 21% of those aged 60+, or
- Had lived in the LGA less than 20 years (47%), compared to 28% of those who had lived in the LGA for 20+ years, or
- Lived in Nambucca (48%), compared to 25% of those who lived in Macksville.

Males were significantly more likely to prefer email (11%, compared to 4% of females).

Table 18 How Prefer to Complete or Lodge Applications and Forms over Time

	2021	2024
Face to face	41%	43%
Phone	2%	1%
Online/via website	40%	36%
Email	4%	8%
Letter	4%	3%
Social media	0%	0%
Unsure	8%	10%



7. CUSTOMER SERVICE AND COMMUNICATION

As shown in **Table 19** below, there was a significant decrease in preference to **provide feedback on important or topical issues** Online/via website between 2021 and 2024.

In 2024, respondents who were significantly more likely to prefer to provide feedback on important or topical issues face to face were:

- Aged 40-59 (28%) or 60+ (27%), versus 0% of those aged 18-39, or
- Lived in Macksville (29%), versus 14% of those who lived in Nambucca.

Female respondents were significantly more likely to prefer over the phone (23%, versus 11% of males).

Respondents aged 18-39 (53%) or 40-59 (35%) were significantly more likely to prefer online/via website than those aged 60+ (17%).

Respondents aged 60+ (9%) were significantly more likely to prefer a letter than those aged 18-39 (0%).

Table 19 How Prefer to Provide Feedback on Important or Topical Issues over Time

	2021	2024
Face to face	22%	21%
Phone	14%	17%
Online/via website	36%	30%
Email	13%	16%
Letter	9%	5%
Social media	2%	2%
Unsure	5%	8%



7. CUSTOMER SERVICE AND COMMUNICATION

As shown in **Table 20** below, there was a significant increase in preference to **get updates on road closures etc during floods** via Phone between 2021 and 2024. There were significant decreases in preference for Online/via website, and Email.

In 2024, respondents who were significantly more likely to prefer to get updates on road closures etc during floods face to face lived in a rural/village setting (3%, compared to 0% of those in an urban setting).

Respondents aged 18-39 (28%) and 40-59 (27%) were significantly more likely to prefer via social media, compared to 8% of those aged 60+.

Table 20 How Prefer to Get Updates on Road Closures etc during Floods, etc over Time

	2021	2024
Face to face	2%	2%
Phone	33%	40%
Online/via website	27%	19%
Email	8%	3%
Letter	2%	1%
Social media	17%	18%
Radio/TV	NA	10%
Unsure	11%	8%

Respondents were then asked (unprompted) for their preferred methods of broadcast information. As shown in **Figure 15** (next page), there were significant decreases between 2021 and 2024 for Council website and Council emails, and a significant increase in Word of mouth. The Antenno app was added in 2024.



7. CUSTOMER SERVICE AND COMMUNICATION

Figure 15 Preferred Methods for Finding out about Council Policies or Activities

Q16. And what are your preferred ways of finding out about Nambucca Valley Council activities or policies, or changes in council activities?
Base: All respondents 2021-2024

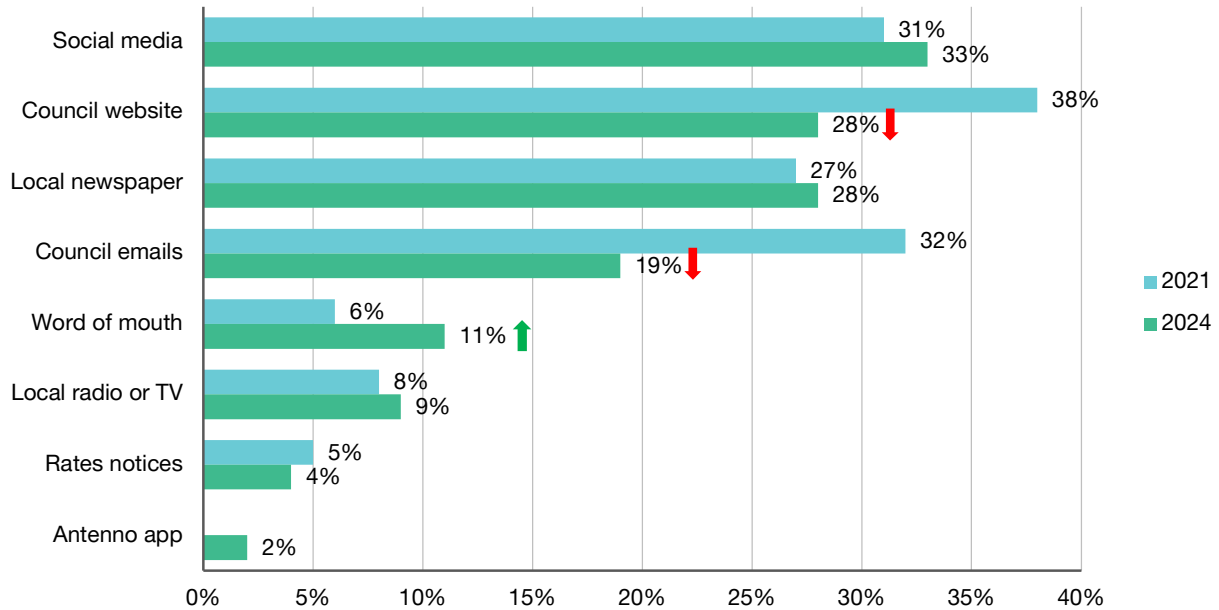


Table 21 Preferred Methods for Finding out about Council Policies or Activities – Subgroup Analysis

Subgroup	Significant differences
Gender	Nil.
Age	<p>Respondents aged 18-39 (72%) and 40-59 (40%) had significantly higher responses of Social media, compared to those aged 60+ (11%).</p> <p>Respondents aged 40-59 (38%) had significantly higher responses of Council website, compared to 25% of those aged 18-39 and 24% of those aged 60+.</p> <p>Respondents aged 60+ had a significantly higher response of Local newspaper (40%), compared to 6% of those aged 18-39 and 23% of those aged 40-59.</p>
Setting	<p>Respondents in an urban setting (40%) had a significantly higher response of Social media, versus 26% of those who lived in a rural/village setting.</p> <p>Respondents in an urban setting (23%) had a significantly higher response of Council emails, versus 14% of those who lived in a rural/village setting.</p> <p>Respondents in a rural/village setting (16%) had a significantly higher response of Word of mouth, versus 7% of those in an urban setting.</p>
Length of time lived in LGA	Nil.
Town	Nil.



8. OTHER ISSUES

Finally, residents were asked their views on a range of issues chosen by Councillors.

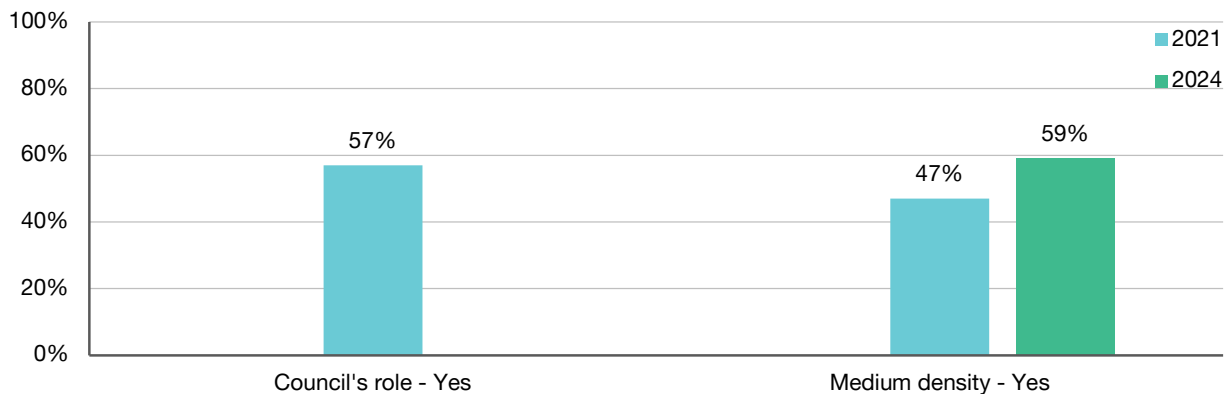
Two questions were posed to respondents in 2021 about Housing, and one question in 2024:

Figure 16 Desire for Council Action on Affordable Housing

Q16a (2021). There's a lot of discussion at the moment about the need for more affordable housing. Do you believe it's Council's role to seek ways of increasing the amount of affordable housing in the Nambucca Valley?

Q17. (2021 and 2024) One aspect of affordable housing is increasing residential density in urban areas. Do you feel there should be more medium density housing (such as townhouses or apartments) in Nambucca Heads and Macksville?

Base: All respondents 2021 and 2024



Support rose significantly for increased residential density in urban areas, from 47% in 2021 to 59% in 2024. This almost certainly reflects the rising cost of housing in intervening years – and perhaps a desire by some residents to downsize while remaining in their local area.

(Note that due to time constraints the “role of Council in increasing affordable housing” question was omitted in 2024.)

There were no significant differences between demographic subgroups in 2024 for support for more medium-density housing in Nambucca Heads and Macksville.



8. OTHER ISSUES

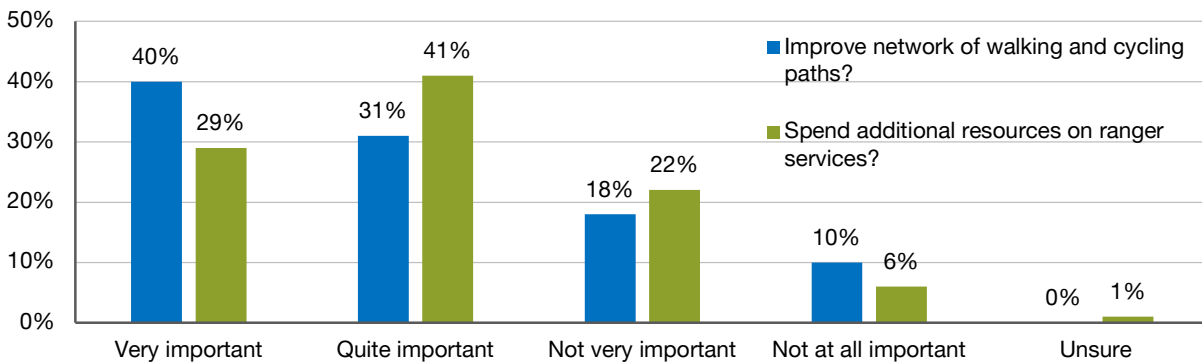
In 2024, survey respondents were then asked to rate the importance of two specific spending areas (see **Figure 17** below), using a four-point scale, where 1 = very important and 4 = not at all important.

Figure 17 Importance of Improving Paths and Rangers

Q18. Among its many spending priorities, how important do you think it is for Council to improve its network of walking and cycling paths within the Nambucca Valley?

Q19. Likewise, how important do you think it is for Council to spend additional resources on ranger services – specifically around parking infringements, illegal camping, animal control and illegal dumping?

Base: All respondents 2024 (n=400)



There was strong support for both measures. In the case of improving the Nambucca Valley’s network of walking and cycling paths, 71% felt it was either very or quite important – with two in five residents believing it to be very important.

In the case of increasing spending on ranger services “specifically around parking infringements, illegal camping, animal control and illegal dumping”, 70% felt this was very or quite important – with 29% saying it was very important.

Respondents in 2024 were finally asked, unprompted, for examples of things they had seen elsewhere they would like to see in the Nambucca Valley. The open-ended responses have been coded, with the major themes shown in **Figure 18**, next page.

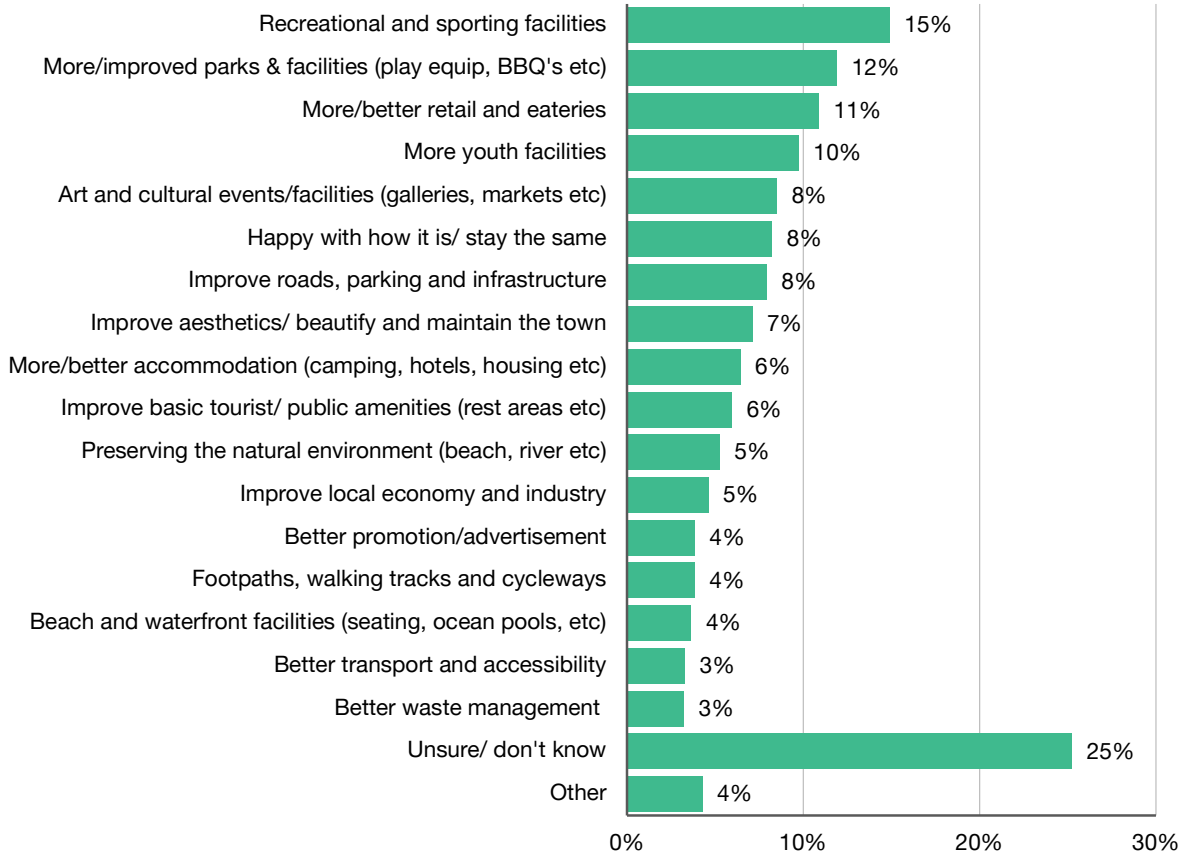




8. OTHER ISSUES

Figure 18 Like to see in the Nambucca Valley

Q19a. On a different topic, have you seen anything in your travels that you would like to see in the Nambucca Valley? (Open answer – if they don't travel, they can answer more generally for anything new or different they would like to see in the Nambucca Valley.)
Base: All respondents 2024 n=400



The highest response (Recreational and sporting facilities, 15%) included mention of basketball courts, while the second highest (More parks and facilities, 12%) included mention of BBQs and dog facilities.

Other popular items on the wish list included retail, restaurants, and cafes, improved cultural facilities and events, and more facilities for the region's youth.



9. APPENDIX 1: QUESTIONNAIRE

Q1. Hi, my name is (name) and I'm calling from Taverner Research on behalf of Nambucca Valley Council. Council is conducting a customer satisfaction survey of its residents aged 18 and over, and you have been randomly selected to participate in this.

This survey takes around 12 minutes, we're not trying to sell anything, and all answers will remain confidential. Would you be willing to assist Council this afternoon/evening?

Offer CALL BACK if inconvenient time. Council contact is Matthew Sykes. Phone 6568 2555 during business hours and arrange Callback.

1. Yes
2. No THANK AND TERMINATE

Q4. Do you live in the Nambucca Valley local government area? Where would you go if you had to speak to Council?

1. Yes
2. No Thank and terminate

Q5. Have you lived in the area for at least 1 year?

1. Must have lived in Valley for more than 12 months
2. Yes
3. No Thank and terminate

Q6. And are you or an immediate family member a councillor or permanent employee of Nambucca Valley Council?

1. Yes Thank and terminate
2. No

Q7. May I have your first name for the survey?

Only so we can refer to you by name

9. APPENDIX 1: QUESTIONNAIRE

Q20. **Would your age range be between?**

PROMPTED

1. 18-39
2. 40-59
3. 60+

Q21. **Gender**

DON'T ASK

1. Male
2. Female

Q8. **Thanks [Q7]. To get us underway, can you please rate your satisfaction with the following Council facilities or services. We'll use a scale of 1-5, where 1 means you think it's very poor and 5 is excellent. If you don't use the service, just say so and I'll move to the next one. Firstly, how satisfied are you with?**

PROMPTED SINGLE RESPONSE - You may need to remind respondent to only rate services they use

COLUMNS

1. 1 Very poor
2. 2
3. 3
4. 4
5. 5 Excellent

N/A

ROWS

1. Sealed roads
2. Unsealed roads
3. Bridges
4. Footpaths and cycleways
5. Cleanliness of streets
6. Online services

9. APPENDIX 1: QUESTIONNAIRE

7. Dog control
8. Stormwater drainage
9. Public toilets
10. Weed control
11. Waste and recycling
12. Water supply
13. Sewage collection and treatment
14. Sporting facilities
15. Parks, reserves, and playgrounds
16. Council pool
17. Libraries
18. Community halls
19. Youth facilities and activities
20. Services for the elderly
21. Economic development and attracting new investment
22. Upgrading CBD's and destinations such as the V-Wall
23. Development applications (DA's)
24. Coastal and beach management
25. Environmental monitoring and protection
26. River water quality

Q10. Please rate your satisfaction with Council's overall performance on a scale of 1-5, where 1 is very dissatisfied and 5 is very satisfied?

1. 1 Very Dissatisfied
2. 2
3. 3
4. 4
5. 5 Very Satisfied

9. APPENDIX 1: QUESTIONNAIRE

Q11. Can you briefly explain why you gave that rating?

PROBE

Q12. And [Q7], thinking about Council services and infrastructure as a whole, what do you think Council's number one priority should be over the next ten years?

UNPROMPTED SINGLE RESPONSE If respondent is unsure: Say this may be a recurring expenditure item, a new piece of infrastructure, or anything else Council should make its number one spending priority for the next ten years

1. Roads
2. Bridges
3. Attracting new businesses/investment
4. Facilities or services for youth
5. Facilities or services for aged/disabled
6. Addressing environmental concerns/beach erosion
7. Upgrade footpaths/cycleways
8. Beautification of Valley
9. Unsure
10. OTHER (Specify)

Q13. Now [Q7], have you contacted Council within the past 12 months?

UNPROMPTED

1. Yes
2. No
3. Unsure

IF NO OR UNSURE (Q13=2 or 3) SKIP TO Q15

9. APPENDIX 1: QUESTIONNAIRE

Q14. (If Q13=1) **And how would you rate your satisfaction with the way Council handled that latest enquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well?**

UNPROMPTED SINGLE RESPONSE

1. 1 Very Poorly
2. 2
3. 3
4. 4
5. Very Well

Q15. **In your dealings with Council, how would you prefer to conduct the following?**

UNPROMPTED (Unless absolutely necessary) SINGLE RESPONSE

COLUMNS

1. Face to face
2. Phone
3. Online/via website
4. Email
5. Letter
6. Social media (Facebook etc.)
8. TV/radio [ONLY FOR UPDATES ON CLOSURES ETC DURING FLOODS]
7. Unsure

ROWS

Making a payment

Requesting Council to do something (e.g. fix a pothole)

Completing or lodging applications and forms

Providing feedback on important or topical issues

Getting updates on road closures etc. during floods

9. APPENDIX 1: QUESTIONNAIRE

Q16. And what are your preferred ways of finding out about Nambucca Valley Council activities or policies, or changes in Council activities? (Unprompted – probe for up to three)

1. Local newspaper
2. Rates notices
3. Council website
4. Local radio or TV
5. Word-of-mouth (friends, neighbours etc)
6. Antenno (app)
7. Other social media (Facebook, Instagram etc)
8. Council emails
9. Unsure
10. Other

Q17. There's a lot of discussion at the moment about the need for more affordable housing. One aspect of affordable housing is increasing residential density in urban areas. Do you feel there should be more medium density housing (such as townhouses or apartments) in Nambucca Heads and Macksville?

1. Yes
2. No
3. Unsure

Q18. Among its many spending priorities, how important do you think it is for Council to improve its network of walking and cycling paths within the Nambucca Valley? (Prompted)

1. Very important
2. Quite important
3. Not very important
4. Not at all important
5. Unsure

9. APPENDIX 1: QUESTIONNAIRE

Q19. Likewise, how important do you think it is for Council to spend additional resources on ranger services – specifically around parking infringements, illegal camping, animal control and illegal dumping? (Prompted)

1. Very important
2. Quite important
3. Not very important
4. Not at all important
5. Unsure

Q19a. And [Q7], on a different topic, have you seen anything in your travels that you would like to see in the Nambucca Valley? (Open answer – if they don't travel, they can answer more generally for anything new or different they would like to see in the Nambucca Valley.)

Q22. Thanks [Q7], we are almost at the end of the survey. Just a few demographic questions to finish off. Is your residence in an urban, rural or village location?

1. Urban
2. Rural
3. Village

Q23. And which area do you live in?

UNPROMPTED. If not listed ask which town closest town

1. Bowraville
2. Nambucca
3. Macksville
4. Scotts Head
5. Taylors Arm
6. Valla Beach/Valla

9. APPENDIX 1: QUESTIONNAIRE

Q24. And finally, how long have you lived in the Nambucca Valley?

1. Less than 5 years
2. 5-10 years
3. 11-20 years
4. More than 20 years

Q25. Thanks so much [Q7], that's the end of the survey. Nambucca Valley Council greatly appreciates your feedback.

(ISO and conclude)

END





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