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Edward River Council

Community Satisfaction Survey 2021 Executive Summary

October 2021



Introduction

This report outlines the results of the 2021 Community Satisfaction Survey for Edward River Council.

Edward River Council had conducted two previous projects of this type; one in 2016 and another in 2019. Both were undertaken by research firm JWS Research. For the original survey (in 2016), the Department of Premier and Cabinet NSW (DPC) coordinated delivery of a Community Satisfaction Survey amongst newly established (amalgamated) councils in NSW. The 2019 survey built on the data collected from the inaugural project in 2016.

For the 2021 project, Insync was able to re-engineer and adopt the 'index score' developed and used in years 2016 and 2019 allowing for longitudinal analysis over the years and into the current project.

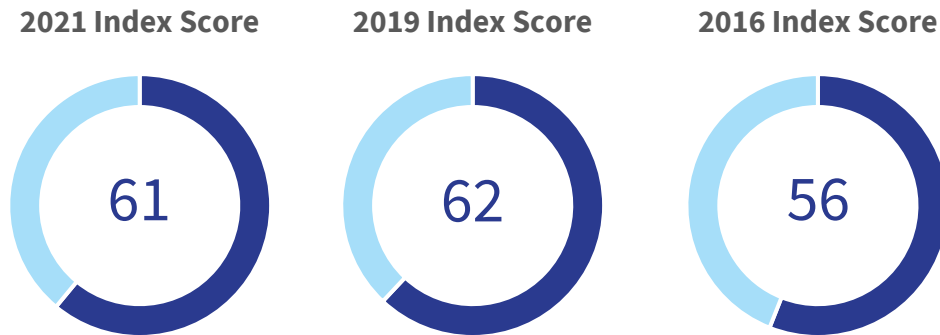
In this current year, the survey was telephone based and the data collection was outsourced to TKW Research. TKW's call centre is based in Seaford, Victoria. However, due to Covid-19 restrictions, TKW staff worked from home. Despite this, calls were still able to be audited, and all the usual privacy provisions still applied.

The survey launched on 16 September and closed on 29 September 2021. A total of 360 completed responses were received. A summary of the high-level results are shown on the following page.

Edward River Council – Results at a glance

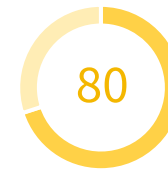
Overall council performance:

Results shown are Index Scores out of 100.

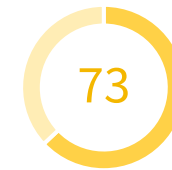


Top 3 performing areas for 2021:

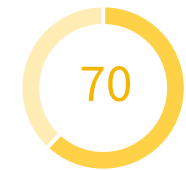
The appearance of public areas



Customer service



Recreational facilities



Top 3 areas for improvement for 2021:



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Note: Net differentials are calculated based on the un-rounded importance and performance scores, then rounded to the nearest whole number.

Overall performance

The overall performance index score of 61 for Edward River Council represents a one-point decrease on the 2019 result.

Overall performance is rated highest for women (index score of 65) compared to men (index score of 56).

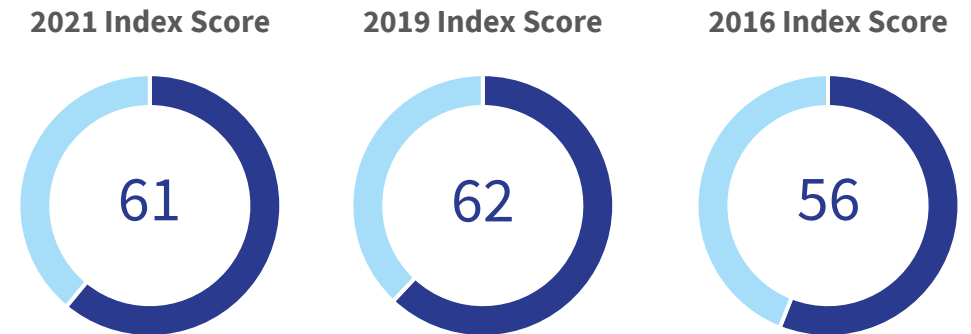
Overall performance is also rated highest for residents aged 30-34 years (index score of 70) and lowest for residents aged 35-39 years (index score of 48).

In addition, residents who are 'very high' users of Council services provided the highest overall performance rating (index score of 82), compared to residents who are 'very low' users of Council services (index score of 42).

Lastly, approximately three times as many residents rate Edward River Council's overall performance as 'very good' or 'good' (51%) than those who rate it as 'very poor' or 'poor' (16%). A further 32% sit mid-scale, rating Council's overall performance as 'average'.

Overall council performance:

Results shown are Index Scores out of 100.



Recent contact and customer service

Contact with Council

Almost half of Edward River Council residents (47%) have had recent contact with Council. Rate of contact is slightly higher than in 2019 (46%) and slightly lower than in 2016 (49%).

- Residents aged 55 to 59 years had the most contact with Council in 2021 (68%). Conversely, residents aged 25 to 29 years had the least contact with Council (25%).
- Female and male residents had relatively equal contact with Council in 2021 (46% and 48% respectively).

The most common method of recent contact is 'by telephone' (37%, up 22 percentage points since 2019) and 'in person' (29%, down three percentage points).

Overall, newsletters sent via mail (24%, down one percentage point from 2021) and advertising in local newspapers (21%, down one percentage point) are considered the best way for Council to inform residents about news, information and upcoming events.

Customer service

Edward River Council's customer service index of 73 is a slight decrease on the 2019 result (two points lower).

Residents who have contacted Council in writing provided the highest customer service rating (index score of 88), followed by those who have contacted council by social media (index score of 86). On the other hand, residents who have contacted Council by email provided the lowest customer service rating (index score of 67).

Perceptions of customer service decreased among residents aged 65+ years (index score of 76, down three points since 2019) and women (index score of 76, down three points).

Customer service is one of Edward River Council's top performing service areas in 2021.

Top performing areas and areas for improvement

Top performing areas

Outside of customer service, the top three performing service areas for Edward River Council are:

- The appearance of public areas (index score of 80)
- Recreational facilities (index score of 70)
- Emergency and disaster management (index score of 65)

Although recreational facilities is one of the top performing service areas, it also had the second biggest decrease in index scores from 2019 (down by three points). Ease of access to services also performed well, but had the biggest decrease in scores from 2019 (index score of 63, down by four points).

Other areas that performed well in 2021 include:

- Enforcement of local laws (index score of 64)
- Community and culture activities (index score of 64)
- Tourism development (index score of 64)

Areas for improvement

Council's lowest performing measures are:

- Planning and building permits (index score of 36)
- Maintenance of unsealed local roads (index score of 40)
- Business development (index score of 46)
- Providing value for money for my rates (index score of 48)
- Condition of sealed local roads (index score of 50)

Providing value for money for my rates and the condition of local streets and footpaths stand out as two areas potentially in need of immediate attention. In both areas, rated importance exceeds perceived performance by a wide margin.



Focus areas for coming 12 months

In line with recommendations from previous years, Edward River Council should focus on maintaining and improving performance in the individual service areas that most influence perception of overall performance:

- Being a well-run and managed council
- Community consultation
- Providing value for money for my rates
- Working with State and Federal Government to deliver local priorities and services.

Council may also want to focus on service areas that are currently performing lowest relative to other service areas:

- Condition of sealed local roads (index score of 50)
- Providing value for money for my rates (index score of 48)
- Business development (index score of 46)
- Maintenance of unsealed local roads (index score of 40)

- Planning and building permits (index score of 36).

Some of the aforementioned areas also suffer from a perception gap where stated importance exceeds perceived performance by a relatively wide margin:

- Providing value for money for my rates (margin of 38 points)
- The condition of local streets and footpaths (margin of 34 points)
- Being a well-run and managed council (margin of 27 points)
- Decisions made in the interest of the community (margin of 26 points)
- Community consultation and engagement (margin of 24 points).

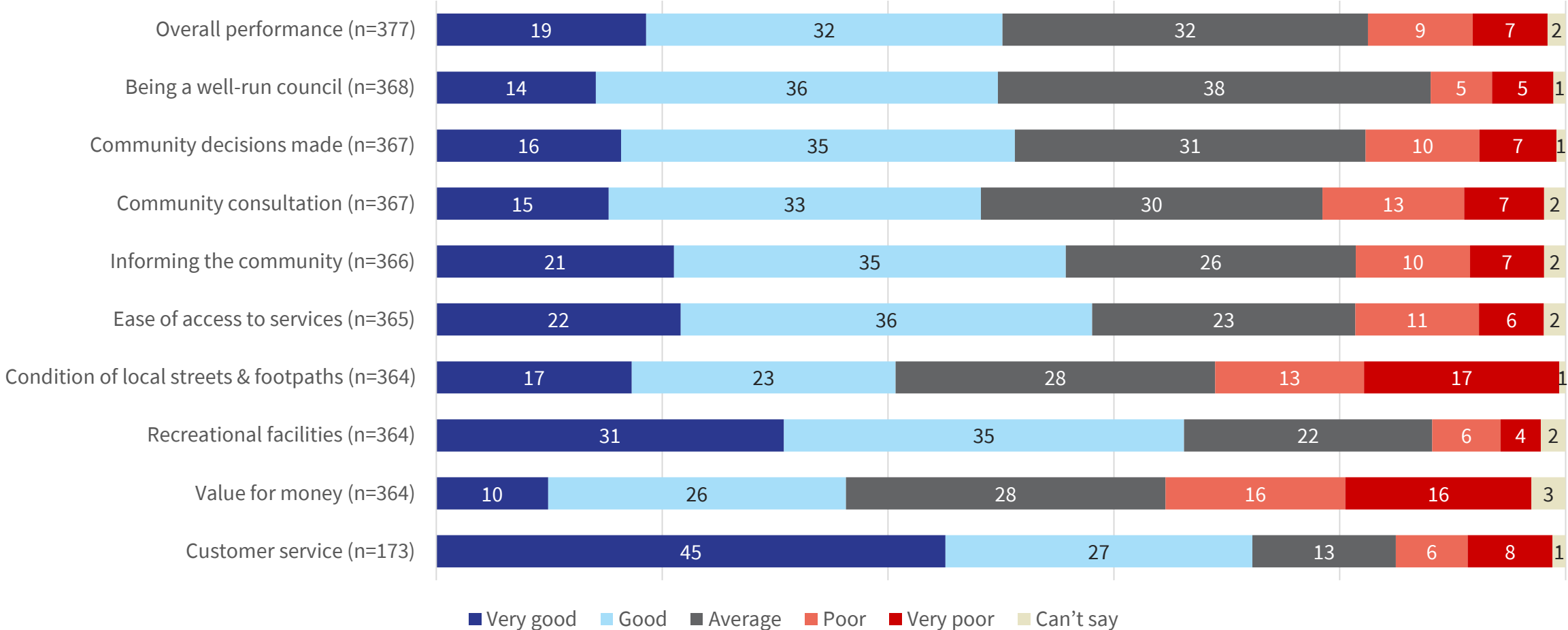


Summary of key satisfaction measures

Performance Measures	Edward River 2021		Edward River 2019		Edward River 2016	Edward River 2021 Highest Score	Edward River 2021 Lowest Score
	Index Score	Change from 2019	Index Score	Change from 2016	Index Score	Demographic (Index Score)	Demographic (Index Score)
Overall performance	61	-1	62	+6	56	30-34 years (70)	35-39 years (48)
Being a well-run council	61	-2	63	+13	50	18-24 years (71)	35-39 years (46)
Community decisions made	61	+2	59	+5	54	30-34 years (67)	35-39 years (46)
Community consultation	58	-3	61	+4	57	30-34 years (72)	35-39 years (52)
Informing the community	62	-1	63	+4	59	50-54 years (66)	35-39 years (54)
Ease of access to services	63	-4	67	+5	62	18-24 years (79)	60-64 years (53)
Condition of local streets and footpaths	52	+2	50	+9	41	55-59 years (57)	18-24 years (38)
Recreational facilities	70	-3	73	+4	69	65+ (73)	25-29 years (58)
Value for money	48	-1	49	+6	43	18-24 years (63)	50-54 years (33)
Customer service	73	-2	75	+8	67	18-24 years (100)	60-64 years (55)

Summary of key satisfaction measures (continued)

Core Performance Items (%)

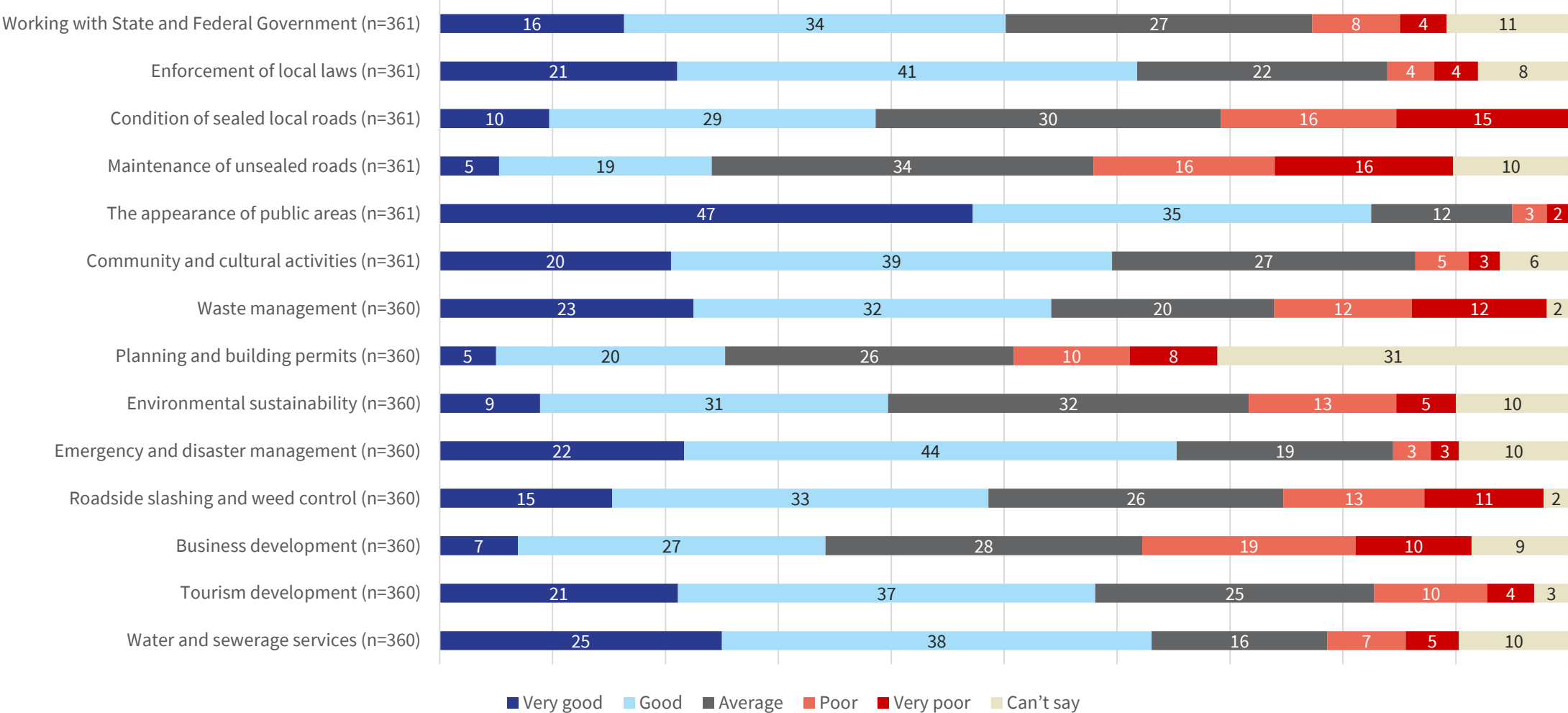


Summary of other satisfaction measures

Performance Measures	Edward River 2021	Edward River 2021 Highest Score	Edward River 2021 Lowest Score
	Index Score	Demographic (Index Score)	Demographic (Index Score)
Working with State and Federal Government	57	18-24 years (67)	25-29 years (50)
Enforcement of local laws	64	18-24 years (83)	25-29 years (52)
Condition of sealed local roads	50	55-59 years (56)	25-29 years (29)
Maintenance of unsealed local roads	40	60-64 years (49)	18-24 years (25)
The appearance of public areas	80	35-39 years (85)	25-29 years (65)
Community and culture activities	64	35-39 years (69) and 55-59 years (69)	18-24 years (58) and 25-29 years (58)
Waste management	59	35-39 years (69)	50-54 years (42)
Planning and building permits	36	55-59 years (52)	30-34 years (28)
Environmental sustainability	51	18-24 years (63) and 35-39 years (63)	50-54 years (45)
Emergency and disaster management	65	18-24 years (67) and 45-49 years (67)	35-39 years (58)
Roadside slashing and weed control	56	35-39 years (62)	30-34 years (44)
Business development	46	18-24 years (54)	35-39 years (37)
Tourism development	64	18-24 years (79)	25-29 years (48)
Water and sewerage services	63	18-24 years (75)	50-54 years (54)

Summary of other satisfaction measures (continued)

Other Performance Items (%)





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