

Introduction

Kempsey Shire is situated on the Mid North Coast of New South Wales with the town of Kempsey strategically placed on the Macleay River.

The Shire is administered from the Council Administrative Centre in West Kempsey.

In response to the 1993 Local Government Act's requirement for greater community input into the planning process of Councils, Kempsey Shire Council aims to carry out an annual community survey of residents.

The aim of the survey is to involve the community in planning and to evaluate Council's performance over a period of time on several key issues.

This report presents the results of the 2004 survey.

Aims of the study

The primary aims of the 2004 Kempsey Shire Council Community Survey were to gauge community attitudes in three main areas:

- Importance of, and satisfaction with, the services provided by Kempsey Shire Council
- Service and communication between Kempsey Shire Council and the Community
- Planning for the future

It is intended that the results from this survey will be incorporated into Council's Strategic Plan.

Methodology

Data collection

The 2004 survey was based on the guidelines as outlined in the Common Report for Local Government and the National Agenda (ALGA).

The main survey, using a structured questionnaire, was administered on a computer aided telephone system.

A copy of the questionnaire is provided in Appendix A.

Data collection period

The survey was conducted during the period 18th February to 1st March 2004 from 5.00pm to 8:30pm, Monday to Thursday.

Survey area

Kempsey Local Government Area.

Methodology (Cont'd)

Sample selection

The sample consisted of a total of 300 residents. The selection of respondents was by means of a computer based random selection process.

Participants

Individuals in the household, 16 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home the callbacks were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

On completion of the survey additional interviews were conducted where certain sections were underrepresented. A quota sampling procedure was used to eliminate the need for heavily weighting the survey.

The compliance rate achieved was 56%, which represents a good cross section of the community and provides a sound basis for gauging community opinion.

Sampling error

A sample size of 300 residents provides a maximum sampling error of plus or minus 5.8% at 95% confidence.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Where applicable, the issues in each question were systematically rearranged for each respondent.

Prequalification

Participants in this survey were prequalified as having lived in the Kempsey area for a minimum of six months.

Executive Summary

Respondents were asked to rate the importance and satisfaction of each of 34 different services or facilities on a scale of 1 to 5 where 1 = low importance and 5 = high importance and 1 = low satisfaction and 5 = high satisfaction.

In Section 1 the results of these ratings, which include the means, quadrant and gap analysis and the combined priority ranking, are given for all 34 services or facilities.

This enables the reader to look at all these services and facilities relative to each other and the priorities from a Council wide viewpoint.

In Section 2 these results have been separated into specific 'service or facility' groups, such as 'Sport, Recreation and Culture' or 'Caring for the Community' etc. This enables the reader to look at the means, quadrant and gap analysis and priority ranking within each of the groups.

Notes:

It is also important to note that a particular service or facility position within the quadrant analysis may change when comparing Section 1 with Section 2. This is because in Section 1 it is relative to all 34 services or facilities, whereas in Section 2 it is compared only to the services or facilities within that group.

For example, 'playgrounds' in Section 1's quadrant analysis is considered as 'low importance/high satisfaction' (relative to all 34 services and facilities), whereas in Section 2, where it is reported in comparison to the other services or facilities within the Sport, Recreation and Culture group, the quadrant analysis shows playgrounds as high importance/low satisfaction.

From this we would interpret that 'playgrounds' from a total Council perspective is of low importance, however, within the Sport, Recreation and Culture group, it is of high importance.

Summary of results

Key points

- The highest importance rating was for 'maintaining road surface'
- The lowest importance rating was for 'services for Aboriginal and Torres Strait Islander communities'
- The highest satisfaction ratings were for 'libraries' and 'garbage services'
- The lowest satisfaction rating was for 'provision of recycling services'
- A high degree of satisfaction was reported by those who had face to face or telephone contact with Council
- A high degree of dissatisfaction with those who had written contact with Council
- The most important issues in planning for the future were 'community safety', 'provision of an operational airport', 'selling surplus Council assets to generate income to fund high priority services and facilities' and 'a bridge link between South West Rocks and Stuart Point'

Executive Summary (Cont'd)

Summary

PART A

Respondents were asked to rate the importance of, and their satisfaction with, each of 34 different services or facilities on a scale of 1 to 5 where 1 = low importance or satisfaction and 5 = high importance or satisfaction. Table 1.1 and 1.2 represent the results ranked in order of importance and satisfaction for each group.

Importance ratings

The importance mean ratings ranged from a high of 4.9 for 'maintaining road surface' and 4.8 for 'reliable water and sewerage systems', 'improving the overall conditions of roads', 'generating local employment opportunities' and 'garbage services' where more than 90% of the respondents rated them as important to very important, to a low of 3.7 for 'services for Aboriginal and Torres Strait Islander communities' and 3.8 for 'boat ramps' where less than 70% of the respondents rated them as important to very important.

The results also show that all 34 services or facilities were rated by the majority of respondents to be important to very important, although this ranged from 68% for the 'boat ramps' and 'services for Aboriginal and Torres Strait Islander communities' to 99% for 'maintaining road surface'.

Satisfaction ratings

The satisfaction mean ratings ranged from a high of 4.1 for 'libraries' to a low of 2.2 for the 'provision of recycling services'.

Section 1

In Section 1 the importance ratings and satisfaction ratings were analysed for all services and facilities and comparisons were made with each other from a whole of Council perspective.

Those areas in the quadrant analysis (high importance/low satisfaction) and gap analysis (large performance gap) that require attention, in priority ranking, were:

- Provision of recycling facilities
- Maintaining road surface
- Generating local employment opportunities
- Improving the overall condition of roads
- Noxious Weed control
- Youth services and facilities
- Planning for an ageing community
- Provision of services and facilities for an ageing community
- Council's response time to requests
- Managing development in the Shire
- Consultation with the community
- Services and facilities for people with disabilities
- Image of Kempsey Shire in the eyes of people who do not live in the area

Executive Summary (Cont'd)

Section 2

In Section 2 the importance and satisfaction ratings were divided into specific groups. In this section comparisons were only made with other services or facilities within that group.

Sport, Recreation and Culture

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

- Parks, Picnic & BBQ areas
- Swimming pools
- Playgrounds

Those services or facilities that scored high importance and high satisfaction ratings were:

- Beach patrol
- Libraries

When we look at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order were:

- Swimming pools
- Playgrounds
- Beach patrols
- Parks, Picnic & BBQ areas
- Community beautification projects

In a follow-on prompted question respondents were asked to indicate their preference for either of the two following options:

- The four pools that are currently provided at Kempsey, Crescent Head, South West Rocks and Gladstone which operate for a six month period only
- An all year round covered aquatic centre in one central location featuring heated pools

The majority preferred the option of the four pools that are currently provided.

In a further question in this group, respondents were asked whether they believed there was a need to provide swimming pools at beach resort areas.

We found that 59% of the respondents do not believe that public swimming pools should be provided at beach resort areas.

Caring for the Community

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

- Youth services and facilities
- Planning for an ageing community
- Provision of services and facilities for an ageing community

The service that scored a high importance and a high satisfaction rating was:

- Services and facilities for people with disabilities

Executive Summary (Cont'd)

Caring for the Community (Cont'd)

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Youth services and facilities
- Planning for an ageing community
- Provision of services and facilities for an ageing community

In an additional question in this group respondents were asked which of four prompted services or facilities they felt Council should support or lobby to achieve.

A significant majority supported all four of the services or facilities with 'additional health services' attracting the most support.

In a follow up question respondents were asked if there were any other services or facilities for older people that should be provided.

There were 54 different responses with the most significant being a 'better transport system'.

Caring for the environment

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

- Provision of recycling facilities
- Noxious Weed control

The services that scored a high importance and a high satisfaction rating were:

- Reliable water and sewerage systems
- Garbage services
- Litter control

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Provision of recycling facilities
- Noxious Weed control
- Litter control

Roads

Within this group the service or facility that was rated high in importance and low in satisfaction (quadrant analysis) was:

- Maintaining road surface

The service that scored a high importance and a high satisfaction rating was:

- Improving the overall condition of the roads

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Maintaining road surface
- Improving the overall condition of the roads

Executive Summary (Cont'd)

Urban and Economic development

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

- Managing development in the Shire
- Generating local employment opportunities
- Image of Kempsey Shire in the eyes of people who do not live in the area

When we look at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Generating local employment opportunities
- Managing development in the Shire

As a follow up question we attempted to establish ideas that would help project a favourable image of the Shire to the outside world.

Of the total of 109 comments, three specific groups of issues arose that were the most significant.

These were:

- Cleaning up of the area
- Beautification
- Safety and security

Communication and customer service

Within this group the service or facility that was rated high in importance and low in satisfaction (quadrant analysis) was:

- Council's response time to requests
- Consultation with the community

The services that scored a high importance and a high satisfaction rating were:

- Provision of information on Council's activities

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that the service with the greatest gap was:

- Council's response time to requests
- Consultation with the community

With this follow up question we attempted to establish where residents found most of their information on Council's activities.

The most significant source of information was through Council's weekly advertisements in the Argus or Happynings.

Executive Summary (Cont'd)

Dealing with Council staff

In this series of questions respondents were asked if they had had any contact with Council staff face-to-face, by telephone or in writing.

Those who had face-to-face or telephone contact, were then asked to indicate the words that best described Council staff who dealt with them during that contact. The descriptors were prompted.

Face-to-face contact

42% of respondents had face-to-face contact with Council staff.

More than 85%, as their first descriptor, described the Council staff as being 'professional', 'courteous' or 'helpful'. 7% were negative in their opinion.

Telephone contact

34% of respondents had telephone contact with Council staff.

More than 78%, as their first descriptor, described the Council staff as being 'professional', 'courteous' or 'helpful'. 11% were negative in their opinion.

Written contact

15% of respondents had written contact with Council staff.

Those who had written contact with Council were asked to indicate their satisfaction with the way the contact was handled.

56% were 'satisfied' to 'very satisfied' while 36% were 'dissatisfied' to 'very dissatisfied'.

Council's website

13% of respondents had visited Council's website.

Of these, 88% found it to be 'important' to 'very important'.

There was a high degree of satisfaction with the website with 68% of those who had visited it rating in the range 'satisfied' to 'very satisfied'.

PART B

Planning for the future

In this prompted question respondents were asked to rate the importance to them of eleven issues that related to Council's planning for the future.

The most important issues were:

- Community safety
- Provision of an operational airport

The least important issue was:

- Encouraging vibrant active town centres

Conclusion

All of the 34 services or facilities covered in this survey were rated in the range 'quite important' to 'very important' showing that the community considered all areas, in varying degrees, as being important.

The satisfaction ratings show that there were some services or facilities where the majority were 'quite satisfied' to 'very satisfied', such as libraries, garbage services and beach patrols.

There was low satisfaction in a number of areas such as provision of recycling services, Noxious Weed control, maintaining road surface, roadside vegetation mowing, youth services and facilities and generating local employment opportunities.

The gap analysis shows that the priority issues to be addressed are:

- Provision of recycling facilities
- Maintaining road surface
- Generating local employment opportunities
- Improving the overall condition of the roads
- Noxious Weed control

In planning for the future the priority issues are:

- Community safety
- Airport
- Selling of surplus Council assets to generate income to fund high priority services and facilities
- A bridge link between South West Rocks and Stuart Point

In dealing with Council in writing, there is a concern that more than one third of respondents expressed some degree of dissatisfaction in the way the written contact was handled.

This is in contrast to telephone and face-to-face contact where there was a high degree of satisfaction.

Report

Part A. Importance and satisfaction ratings on services and facilities

Section 1

In this section we look at all services and facilities individually, and by calculating means, their importance and satisfaction relative to each other.

Respondents were asked to rate the importance of, and their satisfaction with, each of 34 different services or facilities on a scale of 1 to 5 where 1 = low importance or satisfaction and 5 = high importance or satisfaction. Table 1.1 and 1.2 represent the results ranked in order of importance, and satisfaction, for each group.

Importance ratings

The importance mean ratings ranged from a high of 4.9 for 'maintaining road surface' and 4.8 for 'reliable water and sewerage systems', 'improving the overall conditions of roads', 'generating local employment opportunities' and 'garbage services' where more than 90% of the respondents rated them as important to very important, to a low of 3.7 for 'services for Aboriginal and Torres Strait Islander communities' and 3.8 for 'boat ramps' where less than 70% of the respondents rated them as important to very important.

The results also show that all 34 services or facilities were rated by the majority of respondents to be important to very important, although this ranged from 68% for the 'boat ramps' and 'services for Aboriginal and Torres Strait Islander communities' to 99% for 'maintaining road surface'.

Satisfaction ratings

The satisfaction mean ratings ranged from a high of 4.1 for 'libraries' to a low of 2.2 for the 'provision of recycling services'.

Section 1 (Cont'd)

Importance ratings

Table 1.1 represents the results ranked in order of importance for each group.

Table 1.1 Service / facility	Importance rating %			Mean Rating (Out of 5) 2004
	High (4-5)	Medium (3)	Low (1-2)	
Sport, Recreation & Culture				
Beach patrols	92.4	3.4	4.1	4.7
Libraries	84.4	8.8	6.8	4.4
Parks, Picnic & BBQ areas	80.0	14.3	5.8	4.2
Swimming pools	75.7	11.5	12.8	4.1
Playgrounds	72.4	15.4	12.2	4.0
Ovals and sporting facilities	71.6	18.1	10.4	4.0
Community beautification projects	72.2	15.8	12.0	3.9
Boat ramps	67.7	16.3	16.0	3.8
Caring for the Community				
Services and facilities for people with disabilities	93.4	4.1	2.4	4.7
Planning for an ageing community	93.9	3.8	2.4	4.7
Provision of services and facilities for an ageing community	93.9	3.1	3.0	4.7
Youth services and facilities	88.0	8.9	3.1	4.5
Services for Aboriginal and Torres Strait Islander communities	67.7	14.1	18.3	3.7
Caring for our Environment				
Reliable water and sewerage systems	97.6	1.4	1.0	4.8
Garbage services	97.0	2.3	0.7	4.8
Provision of recycling facilities	94.5	3.1	2.4	4.7
Litter control	93.5	5.1	1.4	4.7
Noxious Weed control	89.7	7.5	2.8	4.6
Council's role in the conservation of the environment	89.3	6.7	4.0	4.5
Tree preservation	80.6	13.0	6.4	4.3
Roads				
Maintaining road surface	99.0	0.7	0.3	4.9
Improving the overall condition of roads	97.3	2.4	0.3	4.8
Roadside vegetation mowing	84.8	12.2	3.1	4.4
Provision of cycleways & walking paths	85.2	8.1	6.8	4.3
Kerb and guttering	75.0	15.3	9.7	4.2
Urban & Economic Development				
Generating local employment opportunities	94.6	2.7	2.8	4.8
Managing development in the Shire	92.0	5.9	2.0	4.7
Image of Kempsey Shire in the eyes of people who do not live in the area	89.9	6.3	3.8	4.6
Provision of tourism facilities	88.5	6.5	5.1	4.5
Protecting heritage values and buildings	81.9	10.9	7.2	4.3
Communication and Customer Service				
Consultation with the community	93.3	6.4	0.3	4.7
Council's response time to requests	92.2	6.4	1.4	4.6
Provision of information on Council's activities	91.8	6.5	1.7	4.6
Contact with Councillors	88.0	8.6	3.4	4.5

Section 1 (Cont'd)

Satisfaction ratings

Table 1.2 represents the results ranked in order of satisfaction for each group.

Table 1.2 Service / facility	Satisfaction rating %			Mean Rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	
Sport, Recreation & Culture				2004
Libraries	73.8	16.1	10.2	4.1
Beach patrols	66.3	19.2	14.5	3.8
Ovals and sporting facilities	51.5	32.9	15.4	3.5
Parks, Picnic & BBQ areas	43.8	38.1	18.2	3.3
Boat ramps	37.5	41.1	21.4	3.2
Swimming pools	37.8	34.5	27.6	3.1
Community beautification projects	37.8	37.5	24.7	3.1
Playgrounds	33.4	37.9	28.8	3.0
Caring for the Community				
Services for Aboriginal and Torres Strait Islander communities	51.6	23.3	25.2	3.3
Services and facilities for people with disabilities	25.9	36.8	37.2	2.9
Planning for an ageing community	23.5	36.9	39.6	2.8
Provision of services and facilities for an ageing community	25.0	35.5	39.4	2.8
Youth services and facilities	16.4	41.4	42.2	2.6
Caring for our Environment				
Garbage services	70.7	15.9	13.5	4.0
Reliable water and sewerage systems	51.8	27.8	20.3	3.5
Tree preservation	38.2	33.5	28.3	3.1
Council's role in the conservation of the environment	31.4	38.3	30.3	3.0
Litter control	35.8	31.3	33.0	3.0
Noxious Weed control	18.5	32.1	49.5	2.5
Provision of recycling facilities	17.9	16.5	65.6	2.2
Roads				
Kerb and guttering	26.5	34.8	38.7	2.8
Provision of cycleways & walking paths	28.4	30.8	40.9	2.8
Improving the overall condition of roads	19.8	42.5	37.7	2.7
Roadside vegetation mowing	22.0	32.0	46.1	2.6
Maintaining road surface	20.6	34.1	45.3	2.6
Urban & Economic Development				
Protecting heritage values and buildings	49.6	34.8	15.6	3.4
Provision of tourism facilities	49.8	30.3	19.9	3.3
Image of Kempsey Shire in the eyes of people who do not live in the area	34.7	28.0	37.3	2.9
Managing development in the Shire	24.8	44.6	30.6	2.9
Generating local employment opportunities	18.9	36.4	44.7	2.6
Communication and Customer Service				
Provision of information on Council's activities	46.7	33.1	20.2	3.3
Contact with Councillors	34.8	37.9	27.4	3.1
Consultation with the community	32.2	35.3	32.6	2.9
Council's response time to requests	25.1	36.0	38.9	2.7

Section 1 (Cont'd)

Prioritising services and facilities

Quadrant analysis

Utilising quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for all of the 34 services or facilities and plotting them against each other in a higher or lower quadrant.

- The services or facilities in the upper left quadrant are those that were rated high in importance but low in satisfaction.
- The upper right quadrant represents Council's strengths.
- The lower right quadrant represents, to the community, areas of high satisfaction but low importance.
- The lower left quadrant represents low priority services or facilities.

Table 1.3

High importance Low satisfaction	High importance High satisfaction
Maintaining road surface Provision of recycling facilities Improving the overall condition of roads Generating local employment opportunities Noxious Weed control Managing development in the Shire Youth services and facilities Planning for an ageing community Provision of services and facilities for an ageing community Image of Kempsey Shire in the eyes of people who do not live in the area Consultation with the community Services and facilities for people with disabilities Council's response time to requests	Beach patrols Reliable water and sewerage systems Garbage services Provision of tourism facilities Provision of information on Council's activities Contact with Councillors Council's role in the conservation of the environment Litter control
Low importance Low satisfaction	Low importance High satisfaction
Roadside vegetation mowing Provision of cycleways & walking paths Kerb and guttering	Parks, Picnic & BBQ areas Swimming pools Playgrounds Ovals and sporting facilities Boat ramps Services for Aboriginal and Torres Strait Islander communities Protecting heritage values and buildings Tree preservation Community beautification projects Libraries

Section 1 (Cont'd)

Gap Analysis

Gap analysis establishes the gap between importance and satisfaction and is calculated by subtracting the mean satisfaction score from the mean importance score.

The higher the differential in this score, the greater the difference between the provision of that service by Council and the expectation by the community.

Table 1.4

Council services and facilities	Importance score	Satisfaction score	Performance gap
Provision of recycling facilities	4.7	2.2	2.5
Maintaining road surface	4.9	2.6	2.3
Generating local employment opportunities	4.8	2.6	2.2
Improving the overall condition of roads	4.8	2.7	2.1
Noxious Weed control	4.6	2.5	2.1
Youth services and facilities	4.5	2.6	1.9
Planning for an ageing community	4.7	2.8	1.9
Provision of services and facilities for an ageing community	4.7	2.8	1.9
Council's response time to requests	4.6	2.7	1.9
Roadside vegetation mowing	4.4	2.6	1.8
Managing development in the Shire	4.7	2.9	1.8
Consultation with the community	4.7	2.9	1.8
Services and facilities for people with disabilities	4.7	2.9	1.8
Litter control	4.7	3.0	1.7
Image of Kempsey Shire in the eyes of people who do not live in the area	4.6	2.9	1.7
Council's role in the conservation of the environment	4.5	3.0	1.5
Provision of cycleways & walking paths	4.3	2.8	1.5
Kerb and guttering	4.2	2.8	1.4
Contact with Councillors	4.5	3.1	1.4
Provision of information on Council's activities	4.6	3.3	1.3
Reliable water and sewerage systems	4.8	3.5	1.3
Tree preservation	4.3	3.1	1.2
Provision of tourism facilities	4.5	3.3	1.2
Swimming pools	4.1	3.1	1.0
Playgrounds	4.0	3.0	1.0
Parks, Picnic & BBQ areas	4.2	3.3	0.9
Protecting heritage values and buildings	4.3	3.4	0.9
Beach patrols	4.7	3.8	0.9
Community beautification projects	3.9	3.1	0.8
Garbage services	4.8	4.0	0.8
Boat ramps	3.8	3.2	0.6
Ovals and sporting facilities	4.0	3.5	0.5
Services for Aboriginal and Torres Strait Islander communities	3.7	3.3	0.4
Libraries	4.4	4.1	0.3

Section 1 (Cont'd)

Combined priority ranking

By combining the results of the quadrant analysis and the gap analysis, priority scores have been developed for the 34 Council services or facilities. Table 1.5 lists the services and facilities in ranked order and identifies those services or facilities as high priorities in both the quadrant and gap analysis.

Table 1.5		Quadrant analysis	Gap analysis	Priority score
Priority ranking	Service/facility	High importance/ low satisfaction	Large performance gap	
1	Provision of recycling facilities	X	X	10.0
2	Maintaining road surface	X	X	9.2
3	Generating local employment opportunities	X	X	8.8
4	Improving the overall condition of roads	X	X	8.4
5	Noxious Weed control	X	X	8.4
6	Youth services and facilities	X	X	7.6
7	Planning for an ageing community	X	X	7.6
8	Provision of services and facilities for an ageing community	X	X	7.6
9	Council's response time to requests	X	X	7.6
10	Managing development in the Shire	X	X	7.2
11	Consultation with the community	X	X	7.2
12	Services and facilities for people with disabilities	X	X	7.2
13	Image of Kempsey Shire in the eyes of people who do not live in the area	X	X	6.8
14	Litter control		X	5.1
15	Council's role in the conservation of the environment		X	4.5
16	Contact with Councillors		X	4.2
17	Provision of information on Council's activities		X	3.9
18	Reliable water and sewerage systems		X	3.9
19	Provision of tourism facilities			3.6
20	Beach patrols			2.7
21	Garbage services			2.4
22	Tree preservation			2.4
23	Swimming pools			2.0
24	Playgrounds			2.0
25	Roadside vegetation mowing			1.8
26	Parks, Picnic & BBQ areas			1.8
27	Protecting heritage values and buildings			1.8
28	Community beautification projects			1.6
29	Provision of cycleways & walking paths			1.5
30	Kerb and guttering			1.4
31	Boat ramps			1.2
32	Ovals and sporting facilities			1.0
33	Services for Aboriginal and Torres Strait Islander communities			0.8
34	Libraries			0.6

Section 2 In this section the importance and satisfaction ratings of the 34 services or facilities are analysed by specific groups.

The scale is from 1 – 5 where 1 = low importance and 5 = high importance and where 1 = low satisfaction and 5 = high satisfaction

Note: It is important to note that the analysis of the services or facilities in Section 2 is only relative to those within the same group. We therefore find that the Quadrant Analysis might give a different outcome when compared to Section 1 where all 34 services and facilities were taken into consideration.

Sport, Recreation and Culture

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

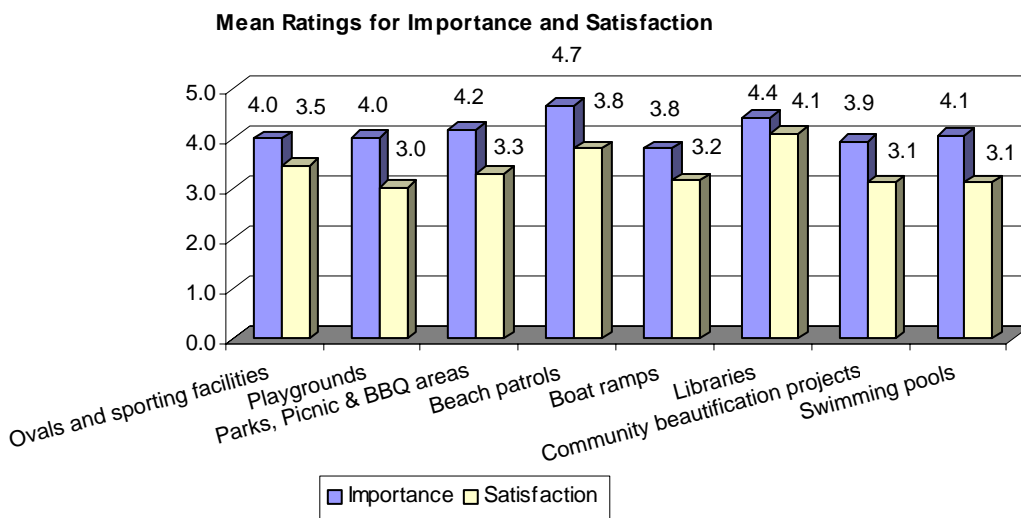
- Parks, Picnic & BBQ areas
- Swimming pools
- Playgrounds

Those services or facilities that scored high importance and high satisfaction ratings were:

- Beach patrols
- Libraries

When we look at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order were:

- Swimming pools
- Playgrounds
- Beach patrols
- Parks, Picnic & BBQ areas
- Community beautification projects



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Sport, Recreation and Culture (Cont'd)

Table 2.1

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	135	46.9%	71	24.7%	52	18.1%	9	3.1%	21	7.3%	288	100.0%
Playgrounds	138	49.5%	64	22.9%	43	15.4%	13	4.7%	21	7.5%	279	100.0%
Parks, Picnic & BBQ areas	139	47.3%	96	32.7%	42	14.3%	5	1.7%	12	4.1%	294	100.0%
Beach patrols	233	80.3%	35	12.1%	10	3.4%	2	.7%	10	3.4%	290	100.0%
Boat ramps	106	38.4%	81	29.3%	45	16.3%	14	5.1%	30	10.9%	276	100.0%
Libraries	206	70.1%	42	14.3%	26	8.8%	4	1.4%	16	5.4%	294	100.0%
Community beautification projects	117	40.2%	93	32.0%	46	15.8%	18	6.2%	17	5.8%	291	100.0%
Swimming pools	153	53.1%	65	22.6%	33	11.5%	7	2.4%	30	10.4%	288	100.0%

Table 2.2

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ovals and sporting facilities	49	19.4%	81	32.1%	83	32.9%	16	6.3%	23	9.1%	252	100.0%
Playgrounds	21	8.8%	59	24.6%	91	37.9%	41	17.1%	28	11.7%	240	100.0%
Parks, Picnic & BBQ areas	37	13.2%	86	30.6%	107	38.1%	26	9.3%	25	8.9%	281	100.0%
Beach patrols	88	33.7%	85	32.6%	50	19.2%	22	8.4%	16	6.1%	261	100.0%
Boat ramps	23	10.3%	61	27.2%	92	41.1%	24	10.7%	24	10.7%	224	100.0%
Libraries	144	52.6%	58	21.2%	44	16.1%	11	4.0%	17	6.2%	274	100.0%
Community beautification projects	26	9.2%	81	28.6%	106	37.5%	42	14.8%	28	9.9%	283	100.0%
Swimming pools	36	13.6%	64	24.2%	91	34.5%	41	15.5%	32	12.1%	264	100.0%

Nb: Some respondents did not answer

Continued on the following page

Sport, Recreation and Culture (Cont'd)

Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Parks, Picnic & BBQ areas Swimming pools Playgrounds	Beach patrols Libraries
Lower importance Lower satisfaction	Lower importance Higher satisfaction
Playgrounds Community beautification projects Boat ramps	Ovals and sporting facilities

Gap analysis

Service/facility	Importance score	Satisfaction score	Performance gap
Swimming pools	4.1	3.1	1.0
Playgrounds	4.0	3.0	1.0
Beach patrols	4.7	3.8	0.9
Parks, Picnic & BBQ areas	4.2	3.3	0.9
Community beautification projects	3.9	3.1	0.8
Boat ramps	3.8	3.2	0.6
Ovals and sporting facilities	4.0	3.5	0.5
Libraries	4.4	4.1	0.3

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Swimming pools' and 'Playgrounds' are ranked the highest and 'Libraries' the lowest.

Participants were asked to give their preference for two swimming pool options.

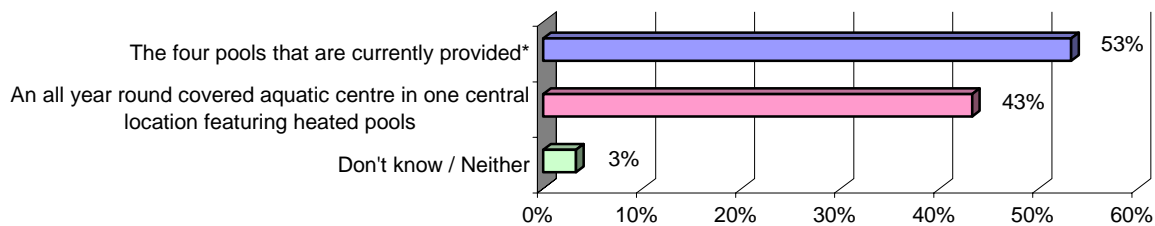
In this prompted question respondents were asked to indicate their preference for either of the two following options:

- The four pools that are currently provided at Kempsey, Crescent Head, South West Rocks and Gladstone which operate for a six month period only
- An all year round covered aquatic centre in one central location featuring heated pools.

The majority preferred the option of the four pools that are currently provided.

When we analysed this further we found:

- A similar percentage of females had a preference for either option whereas with males, there was a 20% preference for the four pools option.
- There was a significant preference (25% margin) for the covered aquatic centre by the 16 – 34 year olds; however, with the other (older) age groups the preference was for the four pools option. The margin in favour of the four pools option for 35 – 54 year olds was 28% and for the 55+ age group 16%.



* Full description in the table below

	Count	Column %
The four pools that are currently provided at Kempsey, Crescent Head, South West Rocks and Gladstone which operate for a six month period only	160	53.3%
An all year round covered aquatic centre in one central location featuring heated pools	130	43.3%
Don't know / Neither	10	3.3%
Total	300	100.0%

Participants were asked whether they believe there is a need to provide public swimming pools at beach resort areas.

In this question we found that the majority do not believe that public swimming pools should be provided at beach resort areas.

	Count	Column %
No	176	58.7%
Yes	124	41.3%
Total	300	100.0%

Caring for the Community

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

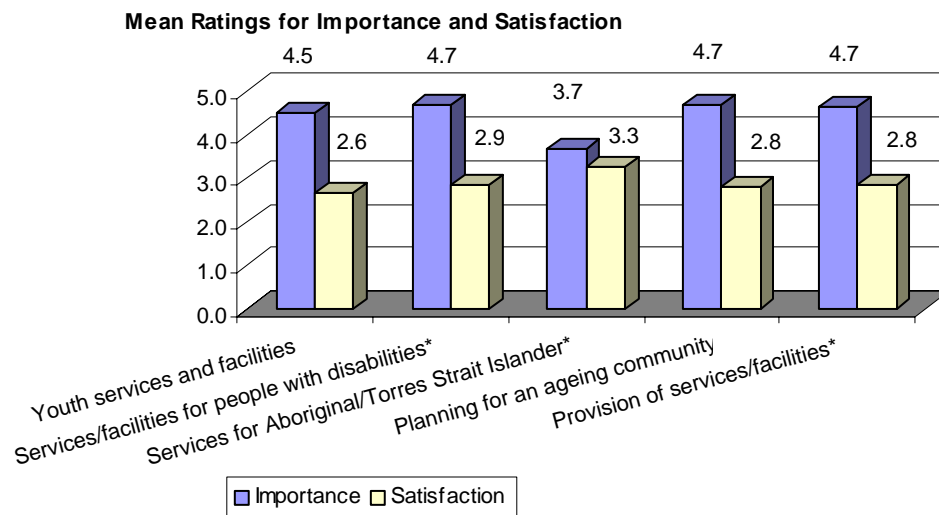
- Youth services and facilities
- Planning for an ageing community
- Provision of services and facilities for an ageing community

The service that scored a high importance and a high satisfaction rating was:

- Services and facilities for people with disabilities

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Youth services and facilities
- Planning for an ageing community
- Provision of services and facilities for an ageing community



***Full description in table on the next page**

Continued on the following page

Caring for the Community (Cont'd)
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Table 2.3

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Youth services and facilities	203	69.8%	53	18.2%	26	8.9%	3	1.0%	6	2.1%	291	100.0%
Services and facilities for people with disabilities	224	77.2%	47	16.2%	12	4.1%	3	1.0%	4	1.4%	290	100.0%
Services for Aboriginal and Torres Strait Islander communities	78	29.7%	100	38.0%	37	14.1%	17	6.5%	31	11.8%	263	100.0%
Planning for an ageing community	230	78.8%	44	15.1%	11	3.8%	1	.3%	6	2.1%	292	100.0%
Provision of services and facilities for an ageing community	228	77.6%	48	16.3%	9	3.1%	3	1.0%	6	2.0%	294	100.0%

Table 2.4

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Youth services and facilities	14	5.6%	27	10.8%	103	41.4%	67	26.9%	38	15.3%	249	100.0%
Services and facilities for people with disabilities	22	9.2%	40	16.7%	88	36.8%	62	25.9%	27	11.3%	239	100.0%
Services for Aboriginal and Torres Strait Islander communities	23	10.7%	88	40.9%	50	23.3%	30	14.0%	24	11.2%	215	100.0%
Planning for an ageing community	22	8.6%	38	14.9%	94	36.9%	71	27.8%	30	11.8%	255	100.0%
Provision of services and facilities for an ageing community	24	9.4%	40	15.6%	91	35.5%	71	27.7%	30	11.7%	256	100.0%

Nb: Some respondents did not answer

Continued on the following page

Caring for the Community (Cont'd)

Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Youth services and facilities Planning for an ageing community Provision of services and facilities for an ageing community	Services and facilities for people with disabilities
Lower importance Lower satisfaction	Lower importance Higher satisfaction
	Services for Aboriginal and Torres Strait Islander communities

Gap analysis

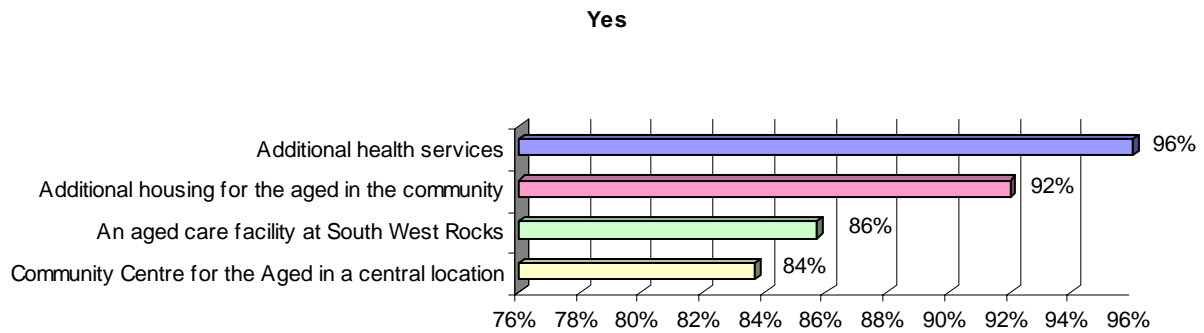
Service/facility	Importance score	Satisfaction score	Performance gap
Youth services and facilities	4.5	2.6	1.9
Planning for an ageing community	4.7	2.8	1.9
Provision of services/facilities for an ageing community	4.7	2.8	1.9
Services/facilities for people with disabilities	4.7	2.9	1.8
Services for Aboriginal and Torres Strait Islander Communities	3.7	3.3	0.4

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Youth services and facilities', 'Planning for an ageing community' and 'Provision of services and facilities for an ageing community' are ranked the highest and 'Services for Aboriginal and Torres Strait Islander communities' the lowest.

Participants were asked which of the following facilities or services for older community members they believe Council should support or lobby to achieve.

In this additional question on age and health services or facilities respondents were asked which they felt Council should support or lobby to achieve.

A significant majority supported all four of the services or facilities although, as illustrated in the chart below, 'additional health services' attracted the most support.



	Yes		No		Don't know		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Additional health services	288	96.0%	12	4.0%	0	.0%	300	100.0%
Additional housing for the aged in the community	276	92.0%	24	8.0%	0	.0%	300	100.0%
An aged care facility at South West Rocks	257	85.7%	40	13.3%	3	1.0%	300	100.0%
Community Centre for the Aged in a central location	251	83.7%	46	15.3%	3	1.0%	300	100.0%

In a follow up question respondents were asked if there were any other services or facilities for older people that should be provided.

There were 54 different responses with the most significant being a 'better transport system'.

The following table lists all the responses to this question.

Continued on the following page

Participants were asked whether there are any other services or facilities for older people that should be provided.

❖ Better transport system	24
❖ Doctors	5
❖ More home care	5
❖ Dental services	4
❖ Upgrade medical services	4
❖ Chemists	3
❖ More hostels and units for people to retire in	3
❖ More nursing homes	3
❖ Days out for the aged	2
❖ Entertainment	2
❖ Hospital needs Dementia Ward	2
❖ Low cost housekeeping and garden services	2
❖ More mobile services (home nurses etc.)	2
❖ More social activities	2
❖ Need help, support and protection to stay in their own homes	2
❖ A community centre for the aged in their own areas - to be more accessible	1
❖ A hall where craft exhibitions and meetings can be held. We have nowhere to show our craft work	1
❖ A retirement village built in town near the hospital	1
❖ A transport system for patients who can't drive or travel to Port Macquarie or Kempsey for specialist visits	1
❖ Access to places such as disabled parking, especially at the RTA	1
❖ Activities for women at South West Rocks	1
❖ Aged centres in outer suburbs	1
❖ Air-conditioning in nursing homes and more comfort for the elderly	1
❖ An all purpose centre	1
❖ Buses for older people in outer areas	1
❖ Centre to hold old time singing and dancing	1
❖ Decent footpaths	1
❖ Easier access to chemist shops	1
❖ Easier access to health services	1
❖ Get them playing music - music soothes the soul and cheers them up	1
❖ Improved bed facilities	1
❖ Meals on Wheels	1
❖ More bus shelters	1
❖ Increased support and facilities for mental health problems	1
❖ More involvement with childcare	1
❖ More rehabilitation facilities	1
❖ More respite centres	1
❖ More specialist services	1
❖ More transport to be made available and particularly if the Community Centre is centrally located	1
❖ Movie theatre closer than Nambucca or Port Macquarie	1
❖ Need crematorium	1
❖ Need garbage collection at Fisherman's Ridge	1
❖ Not enough beds for the elderly and they have had to move away because of this	1
❖ Pedestrian islands for safety should be provided	1
❖ Permanent doctor at Stuarts Point	1
❖ Plant more trees around town for shade	1
❖ Provide natural healing therapies	1
❖ Safe and secure exercise facility	1
❖ Should be a doctor on hand just for the elderly	1
❖ Specialised medical equipment for the elderly	1
❖ Therapeutic pool / hydrotherapy pool	1
❖ Toilet facilities in the town	1

Caring for our Environment

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

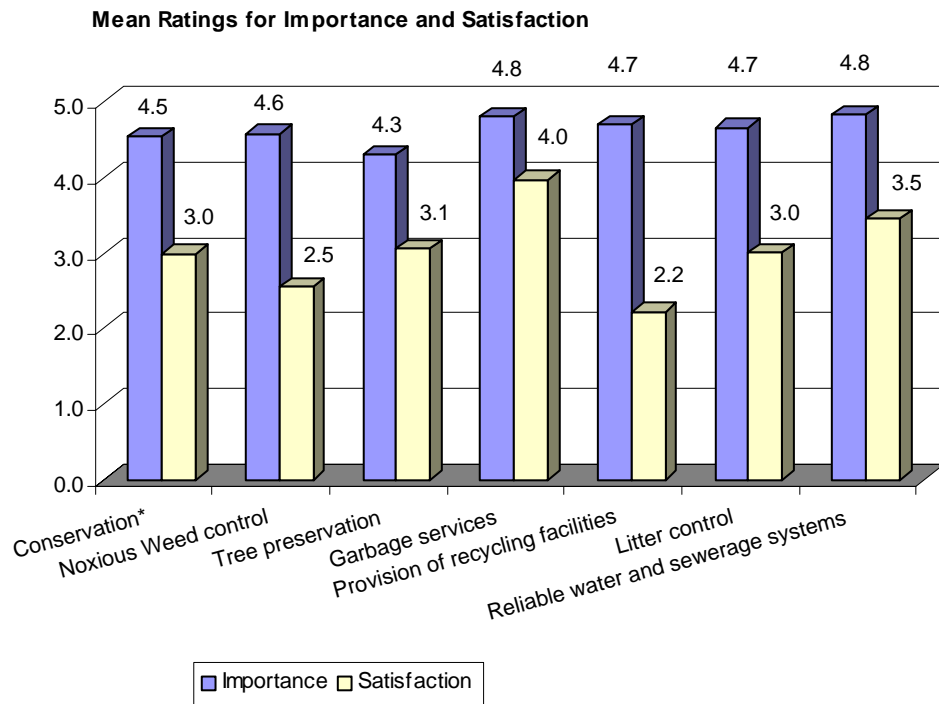
- Provision of recycling facilities
- Noxious Weed control

The services that scored a high importance and a high satisfaction rating were:

- Reliable water and sewerage systems
- Garbage services
- Litter control

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Provision of recycling facilities
- Noxious Weed control
- Litter control



Continued on the following page

Caring for our Environment (Cont'd)
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Table 2.5

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's role in the conservation of the environment	207	69.5%	59	19.8%	20	6.7%	8	2.7%	4	1.3%	298	100.0%
Noxious Weed control	212	72.6%	50	17.1%	22	7.5%	2	.7%	6	2.1%	292	100.0%
Tree preservation	176	60.1%	60	20.5%	38	13.0%	6	2.0%	13	4.4%	293	100.0%
Garbage services	252	84.6%	37	12.4%	7	2.3%	0	.0%	2	.7%	298	100.0%
Provision of recycling facilities	227	77.7%	49	16.8%	9	3.1%	4	1.4%	3	1.0%	292	100.0%
Litter control	217	73.8%	58	19.7%	15	5.1%	2	.7%	2	.7%	294	100.0%
Reliable water and sewerage systems	251	86.6%	32	11.0%	4	1.4%	0	.0%	3	1.0%	290	100.0%

Table 2.6

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Council's role in the conservation of the environment	24	8.7%	63	22.7%	106	38.3%	54	19.5%	30	10.8%	277	100.0%
Noxious Weed control	16	6.0%	33	12.5%	85	32.1%	77	29.1%	54	20.4%	265	100.0%
Tree preservation	22	8.1%	82	30.1%	91	33.5%	45	16.5%	32	11.8%	272	100.0%
Garbage services	135	46.6%	70	24.1%	46	15.9%	19	6.6%	20	6.9%	290	100.0%
Provision of recycling facilities	26	9.3%	24	8.6%	46	16.5%	73	26.2%	110	39.4%	279	100.0%
Litter control	27	9.3%	77	26.5%	91	31.3%	61	21.0%	35	12.0%	291	100.0%
Reliable water and sewerage systems	57	21.1%	83	30.7%	75	27.8%	36	13.3%	19	7.0%	270	100.0%

Nb: Some respondents did not answer

Continued on the following page

Caring for our Environment (Cont'd)

Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Provision of recycling facilities Noxious Weed control	Reliable water and sewerage systems Garbage services Litter control
Lower importance Lower satisfaction	Lower importance Higher satisfaction
	Tree preservation Council's role in the conservation of the environment

Gap analysis

Service/facility	Importance score	Satisfaction score	Performance gap
Provision of recycling facilities	4.7	2.2	2.5
Noxious Weed control	4.6	2.5	2.1
Litter control	4.7	3.0	1.7
Council's role in the conservation of the environment	4.5	3.0	1.5
Reliable water and sewerage systems	4.8	3.5	1.3
Tree preservation	4.3	3.1	1.2
Garbage services	4.8	4.0	0.8

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Provision of recycling facilities' is ranked the highest and 'Garbage services' the lowest.

Roads

Within this group the service or facility that was rated high in importance and low in satisfaction (quadrant analysis) was:

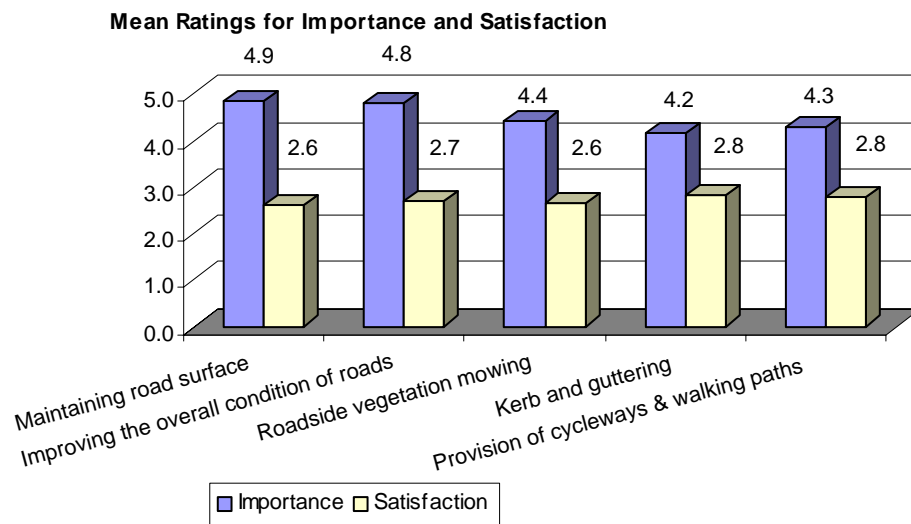
- Maintaining road surface

The service that scored a high importance and a high satisfaction rating was:

- Improving the overall condition of the roads

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Maintaining road surface
- Improving the overall condition of the roads



Continued on the following page

Roads (Cont'd)

Table 2.7

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining road surface	258	86.6%	37	12.4%	2	.7%	1	.3%	0	.0%	298	100.0%
Improving the overall condition of roads	245	82.8%	43	14.5%	7	2.4%	1	.3%	0	.0%	296	100.0%
Roadside vegetation mowing	179	60.7%	71	24.1%	36	12.2%	4	1.4%	5	1.7%	295	100.0%
Kerb and guttering	155	53.8%	61	21.2%	44	15.3%	17	5.9%	11	3.8%	288	100.0%
Provision of cycleways & walking paths	157	52.9%	96	32.3%	24	8.1%	10	3.4%	10	3.4%	297	100.0%

Table 2.8

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Maintaining road surface	10	3.4%	51	17.2%	101	34.1%	76	25.7%	58	19.6%	296	100.0%
Improving the overall condition of roads	8	2.7%	50	17.1%	124	42.5%	63	21.6%	47	16.1%	292	100.0%
Roadside vegetation mowing	20	6.9%	44	15.1%	93	32.0%	80	27.5%	54	18.6%	291	100.0%
Kerb and guttering	22	8.0%	51	18.5%	96	34.8%	68	24.6%	39	14.1%	276	100.0%
Provision of cycleways & walking paths	19	6.6%	63	21.8%	89	30.8%	71	24.6%	47	16.3%	289	100.0%

Nb: Some respondents did not answer

Continued on the following page

Roads (Cont'd)

Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Maintaining road surface	Improving the overall condition of roads
Lower importance Lower satisfaction	Lower importance Higher satisfaction
Roadside vegetation mowing	Kerb and guttering Provision of cycleways & walking paths

Gap analysis

Service/facility	Importance score	Satisfaction score	Performance gap
Maintaining road surface	4.9	2.6	2.3
Improving the overall condition of roads	4.8	2.7	2.1
Roadside vegetation mowing	4.4	2.6	1.8
Provision of cycleways & walking paths	4.3	2.8	1.5
Kerb and guttering	4.2	2.8	1.4

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Maintaining road surface' is ranked the highest and 'Kerb and guttering' the lowest.

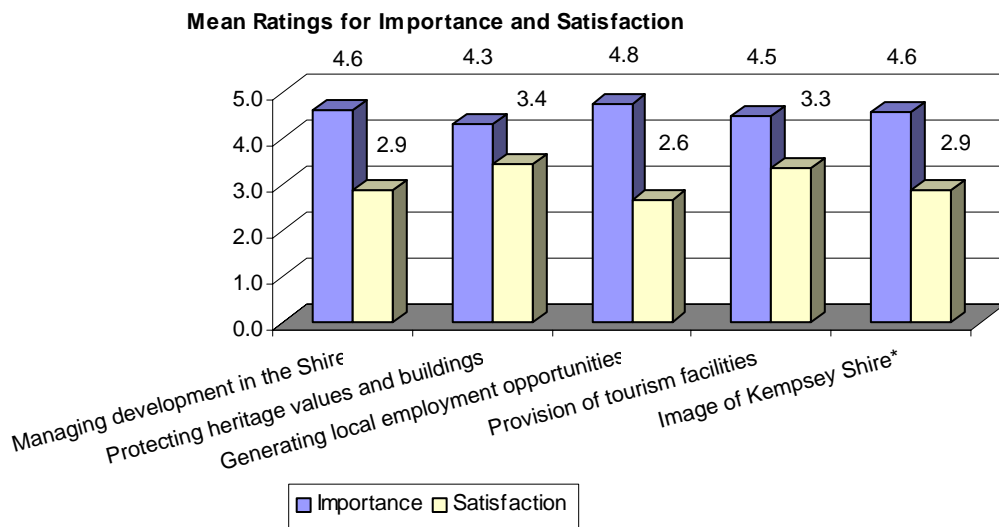
Urban and Economic Development

Within this group the services or facilities that were rated high in importance and low in satisfaction (quadrant analysis) were:

- Managing development in the Shire
- Generating local employment opportunities
- Image of Kempsey Shire in the eyes of people who do not live in the area

When we look at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that those services or facilities with the greatest gap, in order, were:

- Generating local employment opportunities
- Managing development in the Shire



* Full description in the table on the next page

Continued on the following page

Urban and Economic Development (Cont'd)
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Table 2.11

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Managing development in the Shire	212	73.9%	52	18.1%	17	5.9%	1	.3%	5	1.7%	287	100.0%
Protecting heritage values and buildings	169	57.7%	71	24.2%	32	10.9%	14	4.8%	7	2.4%	293	100.0%
Generating local employment opportunities	249	85.0%	28	9.6%	8	2.7%	4	1.4%	4	1.4%	293	100.0%
Provision of tourism facilities	196	66.7%	64	21.8%	19	6.5%	5	1.7%	10	3.4%	294	100.0%
Image of Kempsey Shire in the eyes of people who do not live in the area	211	73.5%	47	16.4%	18	6.3%	4	1.4%	7	2.4%	287	100.0%

Table 2.12

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Managing development in the Shire	17	6.1%	52	18.7%	124	44.6%	43	15.5%	42	15.1%	278	100.0%
Protecting heritage values and buildings	39	14.4%	95	35.2%	94	34.8%	27	10.0%	15	5.6%	270	100.0%
Generating local employment opportunities	17	6.2%	35	12.7%	100	36.4%	80	29.1%	43	15.6%	275	100.0%
Provision of tourism facilities	32	11.1%	111	38.7%	87	30.3%	37	12.9%	20	7.0%	287	100.0%
Image of Kempsey Shire in the eyes of people who do not live in the area	18	6.7%	75	28.0%	75	28.0%	57	21.3%	43	16.0%	268	100.0%

Nb: Some respondents did not answer

Continued on the following page

Urban and Economic Development (Cont'd)

Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Managing development in the Shire Generating local employment opportunities Image of Kempsey Shire in the eyes of people who do not live in the area	
Lower importance Lower satisfaction	Lower importance Higher satisfaction
	Protecting heritage values and buildings Provision of tourism facilities

Gap analysis

Service/facility	Importance score	Satisfaction score	Performance gap
Generating local employment opportunities	4.8	2.6	2.2
Managing development in the Shire	4.6	2.9	1.7
Image of Kempsey Shire in the eyes of people who do not live in the area	4.6	2.9	1.7
Provision of tourism facilities	4.5	3.3	1.2
Protecting heritage values and buildings	4.3	3.4	0.9

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Generating local employment opportunities' is ranked the highest and 'Protecting heritage values and buildings' the lowest.

Participants were asked for ideas to help project a favourable image of the Shire to the outside world.

In this question we attempted to establish ideas that would help project a favourable image of the Shire to the outside world.

Of the total 109 comments, three specific groups of issues arose that were the most significant.

These were:

- Cleaning up of the area
- Beautification
- Safety and security

Cleaning related issues	(25)
❖ Clean up the town	9
❖ Clean up the entrances into the town	3
❖ Clean up main roads	2
❖ Clean up the rivers	2
❖ Campaigns to stop littering	1
❖ Clean up parks and public facilities	1
❖ Clean up the beaches	1
❖ Clean up the bridge	1
❖ Clean up the outskirts of town	1
❖ Clean up the Tourist Park and maybe have a security person there to improve the image	1
❖ Litter control needs improvement	1
❖ More litter bins around Kempsey	1
❖ Policing of littering	1
Beautification	(9)
❖ Beautification of the town area	2
❖ More trees around (Jacarandas etc.) to beautify the town	2
❖ Beautification is very important. We have a huge iron bridge but it is so terribly lit. We need our bridge to be inviting. The bridge at Taree looks great	1
❖ Plant some more trees and let them grow - it will improve the image and provide more shade	1
❖ Get rid of some of the old shops in Town and get some more modern looking ones	1
❖ Have a huge flower display in the centre of town	1
❖ The foreshores and riverbanks need to be beautified from a landscaping point of view	1
Security/safety issues	(9)
❖ More policing of area	4
❖ More security	3
❖ Try to control crime rate, more policing or security	1
❖ Reduce crime	1
Other	
❖ Improve local roads	5
❖ More promotion of the area	5
❖ More proactive in advertising	3
❖ Once the bypass goes through it'll be great	3
❖ Listen to the people more	2
❖ More activities for the younger generation	2
❖ More car parking areas	2
❖ Promote the positive qualities of Kempsey, such as what a pretty place it is	2

Continued on the following page

Participants were asked for ideas to help project a favourable image of the Shire to the outside world. (Cont'd)

❖ Aquaculture should be looked at	1
❖ Be more open with people. Act when someone phones and if you say you are going to ring back do so	1
❖ Be professional and accountable for what services Council says they are going to do	1
❖ Better liaison between the cultural groups that live in the area	1
❖ Bring back the youth	1
❖ Change the name 'Kempsey' to Macleay Valley or something similar, a name that recognises the coastal fringe	1
❖ Council allowing development in accordance with area	1
❖ Council shouldn't have taken geese out of the lake	1
❖ Council to monitor unmown blocks of vacant land	1
❖ Decrease high density development and vacant shops	1
❖ Do something to attract younger families to the area	1
❖ Employment options	1
❖ Fair treatment for people who do not do the right thing	1
❖ First impressions are lasting, so trains and buses need to be improved along with the overall cleanliness and tidiness of the town	1
❖ Fix up the tourist information area, there is not enough work being done	1
❖ Focus on future not past, look toward what Kempsey can provide, not what it already has	1
❖ Focus on river not beaches	1
❖ Get new councillors	1
❖ Get rid of the name 'Kempsey'	1
❖ Get the administrative systems for development applications working properly to be faster, more consistent and efficient	1
❖ Give people grants to promote the area	1
❖ Give us a flood free highway	1
❖ Have our youth looked after better and give them some pride in doing better	1
❖ Historic buildings in the main street should be displayed	1
❖ I would like to see the Council protecting the character of our area, maintaining native planting etc	1
❖ Improve traffic flow	1
❖ Improve website	1
❖ Improved appearance of public housing	1
❖ Is the Shire being broadcast enough?	1
❖ Keep working together and keep a firmer hand on the control of the funds	1
❖ Lower the speed limit on country roads so people can slow down and look around	1
❖ Make business centre more vibrant	1
❖ More amenities for travellers	1
❖ More central points	1
❖ More control of youth in town centres	1
❖ More effective community consultation so as to allow for sustained development consistent with good ecological practices rather than the patchwork of shoddy decisions that have been the norm	1
❖ More entertainment	1
❖ More favourable press	1
❖ More food outlets	1
❖ More mowing in the cemetery near the river	1
❖ More places for people to sit	1
❖ More regulations on developers building houses	1
❖ More selling of the good things about the area	1
❖ More use made of the river	1
❖ More website advertising	1
❖ Mow all side roads thoroughly	1
❖ Newsletter sent to outside residents	1
❖ Promote the areas and what beaches have to offer	1

Continued on the following page

Participants were asked for ideas to help project a favourable image of the Shire to the outside world. (Cont'd)

❖ Promote the scenic area	1
❖ Promoting greyhound racing in the area and maybe having a huge golden oven instead of golden guitar	1
❖ Provide car parking for beach users	1
❖ Provide more seating around town	1
❖ Publicise amenities and services on offer and also encourage major sporting competitions in the Shire	1
❖ Put more time and effort into business enterprise centres in the Kempsey Shire	1
❖ Remove the roundabout in front of Woolworths	1
❖ Separate walking paths from cycleways	1
❖ Shopping centres need looking at	1
❖ Social problems need looking into	1
❖ Something for people to do when it's raining	1
❖ Speed humps	1
❖ Stop copying other councils and use original ideas	1
❖ Stop discouraging industries from coming to the area	1
❖ Stop dogs running freely on beaches. Rangers need to be more pro-active	1
❖ Stop negativity	1
❖ Street lights	1
❖ Take more notice of locals' requests, in particular in regards to tourism	1
❖ Take toll gates away from beaches	1
❖ There is no sign of a Municipal Park - that would be very nice	1
❖ Tolerance between communities	1
❖ Too many negative comments in the papers. Need more positive information promoted	1
❖ Tourist facilities need improving	1
❖ Update our logo, it doesn't stand out against other areas	1
❖ Upgrade town centre	1
❖ Upper Macleay not put out as a tourist area	1
❖ When new sub-divisions are created, there should be more consideration into keeping existing vegetation wherever possible	1
❖ Work harder to get more employment in the area	1
❖ Would like to suggest that they make our Councillors responsible for different areas and that we be able to approach them and ask them different questions	1

Communication and Customer Service

Within this group the service or facility that was rated high in importance and low in satisfaction (quadrant analysis) was:

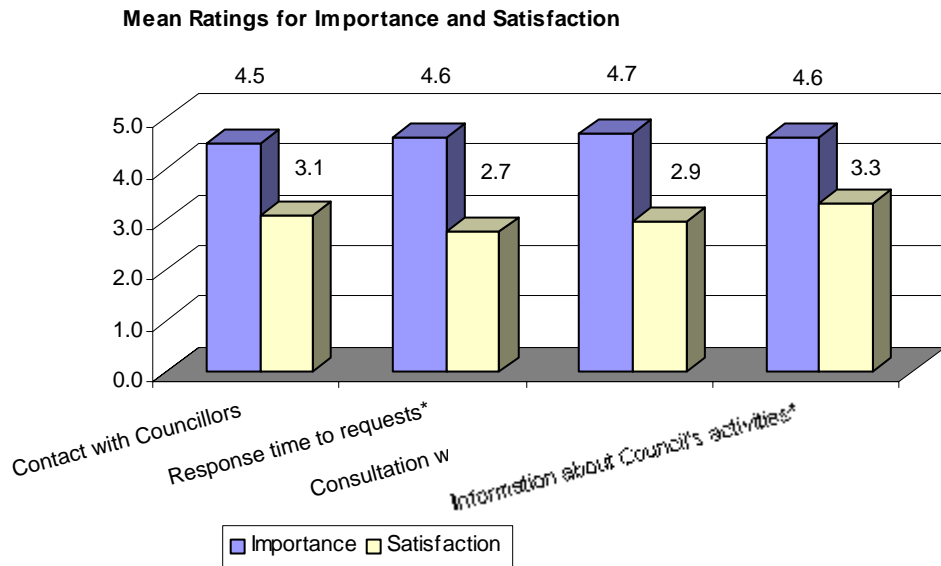
- Council’s response time to requests
- Consultation with the community

The services that scored a high importance and a high satisfaction rating were:

- Provision of information on Council’s activities

When we looked at the gap analysis, which is a measure of the difference between importance and satisfaction, we found that the service with the greatest gap was:

- Council’s response time to requests
- Consultation with the community



*** Full description in the table on the next page**

Continued on the following page

Communication and Customer Service (Cont'd)
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Table 2.13

Importance

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Contact with Councillors	189	64.7%	68	23.3%	25	8.6%	8	2.7%	2	.7%	292	100.0%
Council's response time to requests	201	71.8%	57	20.4%	18	6.4%	2	.7%	2	.7%	280	100.0%
Consultation with the community	222	75.3%	53	18.0%	19	6.4%	1	.3%	0	.0%	295	100.0%
Provision of information on Council's activities	211	72.0%	58	19.8%	19	6.5%	5	1.7%	0	.0%	293	100.0%

Table 2.14

Satisfaction

	Very satisfied		Satisfied		Neither		Dissatisfied		Very dissatisfied		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Contact with Councillors	24	9.4%	65	25.4%	97	37.9%	45	17.6%	25	9.8%	256	100.0%
Council's response time to requests	18	7.5%	42	17.6%	86	36.0%	48	20.1%	45	18.8%	239	100.0%
Consultation with the community	19	7.4%	64	24.8%	91	35.3%	52	20.2%	32	12.4%	258	100.0%
Provision of information on Council's activities	33	11.5%	101	35.2%	95	33.1%	34	11.8%	24	8.4%	287	100.0%

Nb: Some respondents did not answer

Continued on the following page

Communication and Customer Service (Cont'd)
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Quadrant analysis

Higher importance Lower satisfaction	Higher importance Higher satisfaction
Council's response time to requests Consultation with the community	Provision of information on Council's activities
Lower importance Lower satisfaction	Lower importance Higher satisfaction
	Contact with Councillors

Gap analysis

Service/facility	Importance score	Satisfaction score	Performance gap
Council's response time to requests	4.6	2.7	1.9
Consultation with the community	4.7	2.9	1.8
Contact with Councillors	4.5	3.1	1.4
Provision of information on Council's activities	4.6	3.3	1.3

Although these figures are for indicative purposes only, the gap analysis illustrates the priority ranking for this set of services/facilities. 'Council's response time to requests' is ranked the highest and 'Provision of information on Council's activities' the lowest.

Nb: Some respondents did not answer

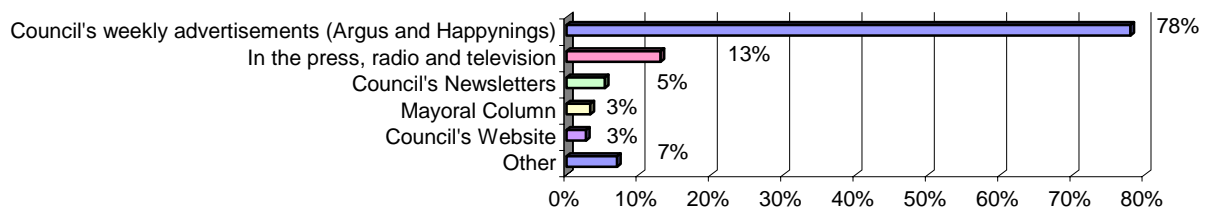
Participants were asked where they found most of their information on Council’s activities.

With this question we attempted to establish where residents found most of their information on Council’s activities.

The most significant source of information was through Council’s weekly advertisements in the Argus or Happynings.

In the Kempsey Shire Community Satisfaction Survey (April 2003) conducted by the Council and analysed by Micromex, respondents were asked which, of a number of prompted methods, they thought was most useful for Council to communicate.

In that survey 91% of the respondents nominated weekly advertisements in the Argus or Happynings. (Note: A different methodology was used in the 2003 survey).



	Count	Column %
Council's weekly advertisements (Argus and Happynings)	234	78.0%
In the press, radio and television	39	13.0%
Council's Newsletters	16	5.3%
Mayoral Column	10	3.3%
Council's Website	8	2.7%
Other	20	6.7%
Total	300	100.0%

Other

The Observer	7	Staff Newsletter	2
Word of mouth	6	Newspaper	1
Library	3	The Pub	1

Dealing with Council staff

In this series of questions respondents were asked if they had had any contact with Council staff face-to-face, by telephone or in writing.

Those who had face-to-face or telephone contact, were then asked to indicate the words that best described Council staff who dealt with them during that contact. The descriptors were prompted.

Face-to-face contact

42% of respondents had face-to-face contact with Council staff.

More than 85%, as their first descriptor, described the Council staff as being 'professional', 'courteous' or 'helpful'. 7% were negative in their opinion.

Telephone contact

34% of respondents had telephone contact with Council staff.

More than 78%, as their first descriptor, described the Council staff as being 'professional', 'courteous' or 'helpful'. 11% were negative in their opinion.

Written contact

15% of respondents had written contact with Council staff.

Those who had written contact with Council were asked to indicate their satisfaction with the way the contact was handled.

56% were 'satisfied' to 'very satisfied' while 36% were 'dissatisfied' to 'very dissatisfied'.

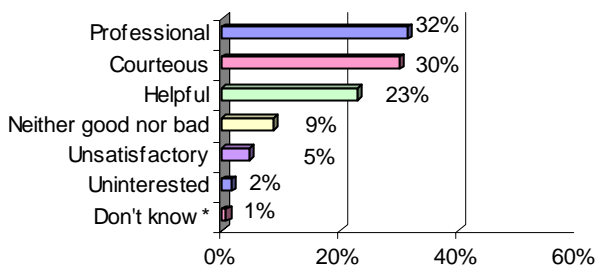
Dealing with Council staff (Cont'd)

Participants were asked whether they had any face-to-face contact with Council staff over the last year.

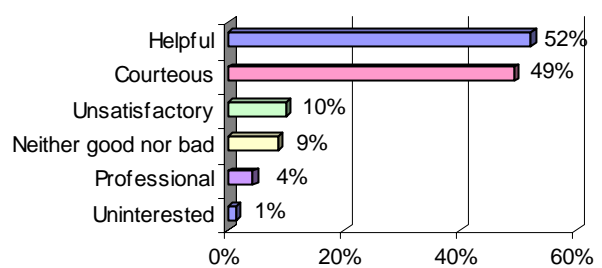
	Count	Column %
No	173	57.7%
Yes	127	42.3%
Total	300	100.0%

Participants who had face-to-face contact with Council staff over the last year were then asked to indicate the words that best described Council staff who dealt with them during that contact.

First Descriptor



Further Descriptors



* Full description in the table below

	Count	Column %
Professional	40	31.5%
Courteous	38	29.9%
Helpful	29	22.8%
Neither good nor bad	11	8.7%
Unsatisfactory	6	4.7%
Uninterested	2	1.6%
Don't know/can't remember/not sure	1	.8%
Total	127	100.0%

	Count	Column %
Helpful	36	52.2%
Courteous	34	49.3%
Unsatisfactory	7	10.1%
Neither good nor bad	6	8.7%
Uninterested	1	1.4%
Professional	3	4.3%
Total	69	100.0%

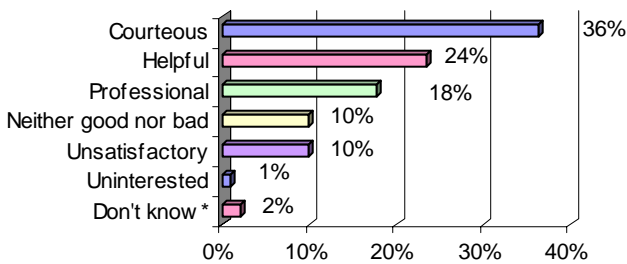
Dealing with Council staff (Cont'd)

Participants were asked whether they had any telephone contact with Council staff over the last year.

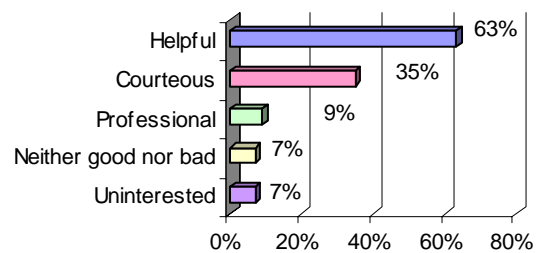
	Count	Column %
No	198	66.0%
Yes	102	34.0%
Total	300	100.0%

Participants who had telephone contact with Council staff over the last year were then asked to indicate the words that best described Council staff who dealt with them during that contact.

First Descriptor



Further Descriptors



* Full description in the table below

	Count	Column %
Courteous	37	36.3%
Helpful	24	23.5%
Professional	18	17.6%
Neither good nor bad	10	9.8%
Unsatisfactory	10	9.8%
Uninterested	1	1.0%
Don't know/can't remember/not sure	2	2.0%
Total	102	100.0%

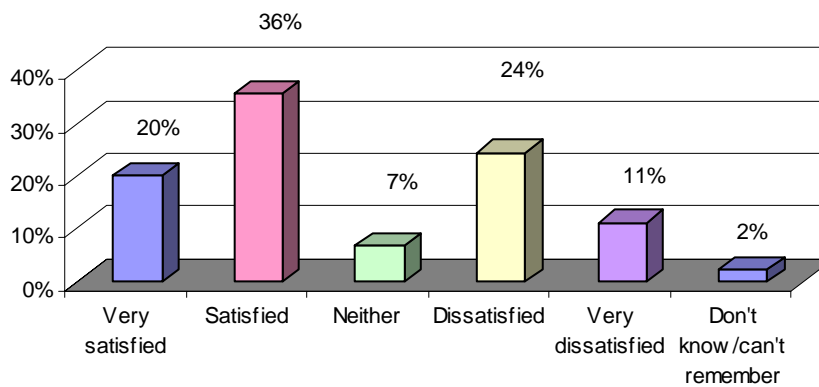
	Count	Column %
Helpful	29	63.0%
Courteous	16	34.8%
Professional	4	8.7%
Neither good nor bad	3	6.5%
Uninterested	3	6.5%
Total	46	100.0%

Dealing with Council staff (Cont'd)

Participants were asked whether they had written contact with Council staff over the last year.

	Count	Column %
No	255	85.0%
Yes	45	15.0%
Total	300	100.0%

Participants who had written contact with Council staff over the last year were then asked to indicate their satisfaction with the way the contact was handled.



	Count	Column %
Very satisfied	9	20.0%
Satisfied	16	35.6%
Neither	3	6.7%
Dissatisfied	11	24.4%
Very dissatisfied	5	11.1%
Don't know/can't remember	1	2.2%
Total	45	100.0%

Mean Rating: 3.3

Council's website

Participants were asked whether they had visited the Council's website.

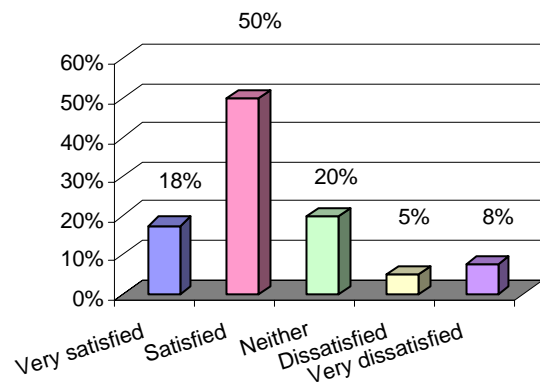
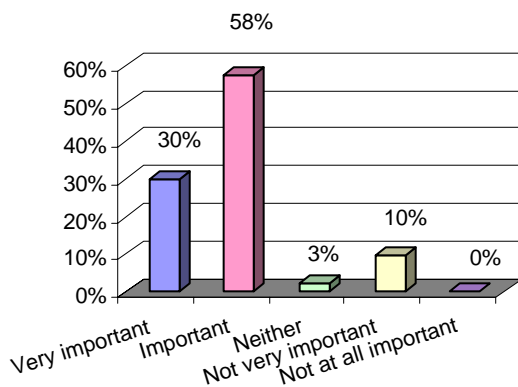
	Count	Column %
No	260	86.7%
Yes	40	13.3%
Total	300	100.0%

Participants who had visited the Council's website were asked how important it was to them and their satisfaction with it.

13% of the respondents had visited Council's website.

Of these 88% found it to be 'important' to 'very important'.

There was a high degree of satisfaction with the website with 68% of those who had visited it rating in the range 'satisfied' to 'very satisfied'.



	Count	Column %
Very important	12	30.0%
Important	23	57.5%
Neither	1	2.5%
Not very important	4	10.0%
Not at all important	0	.0%
Total	40	100.0%

	Count	Column %
Very satisfied	7	17.5%
Satisfied	20	50.0%
Neither	8	20.0%
Dissatisfied	2	5.0%
Very dissatisfied	3	7.5%
Total	40	100.0%

Mean Rating 4.1

Mean Rating 3.7

Part B. Planning for the future

Participants were asked how important specific issues were to them.

The scale is from 1 – 5 where 1 = low importance and 5 = high importance

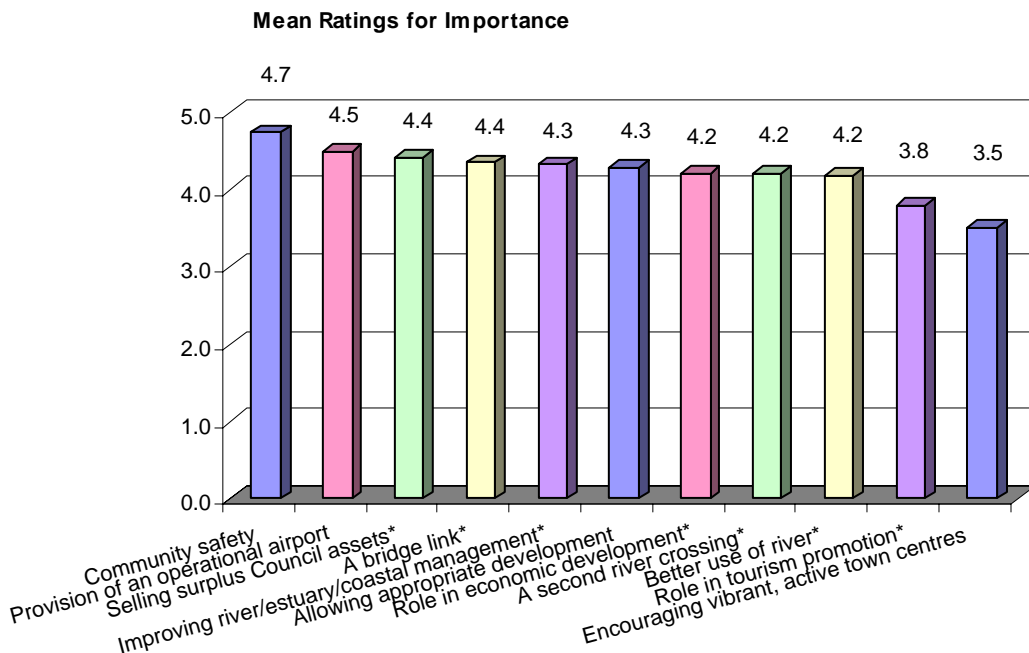
In this prompted question respondents were asked to rate the importance to them of eleven issues that related to Council’s planning for the future.

The most important issues were:

- Community safety
- Provision of an operational airport
- Selling surplus Council assets to generate income to fund high priority services and facilities
- A bridge link between South West Rocks and Stuart Point

The least important issue was:

- Encouraging vibrant, active town centres



*** Full description in table on the following page**

In the Kempsey Shire Community Satisfaction Survey (April 2003) conducted by the Council and analysed by Micromex, respondents were asked which of a number of prompted methods they thought was most important to them.

In the 2003 survey ‘community safety’ was rated the highest with 4.3.

Continued on the following page

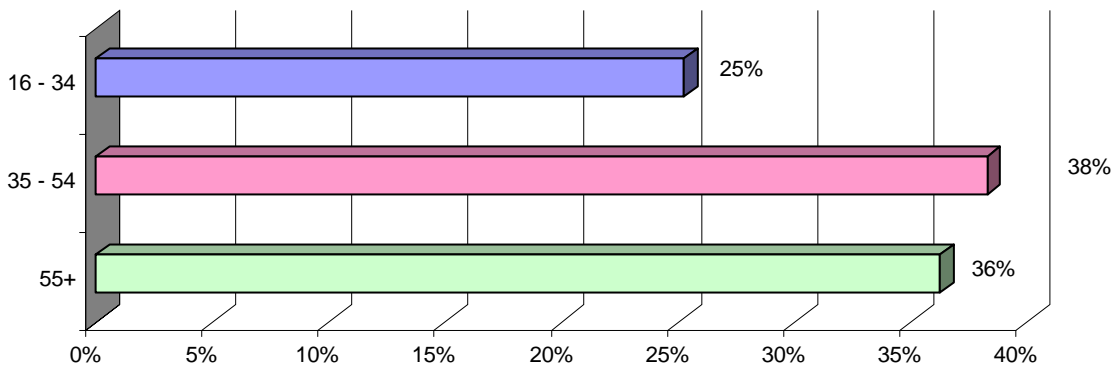
Planning for the future (Cont'd)

	Very important		Important		Neither		Unimportant		Very unimportant		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Community safety	244	81.6%	37	12.4%	14	4.7%	4	1.3%	0	.0%	299	100.0%
Better use of river and riverside facilities	168	57.7%	67	23.0%	44	15.1%	7	2.4%	5	1.7%	291	100.0%
A second river crossing in Kempsey	193	66.1%	33	11.3%	36	12.3%	15	5.1%	15	5.1%	292	100.0%
A bridge link between South West Rocks and Stuarts Point	111	39.4%	45	16.0%	51	18.1%	29	10.3%	46	16.3%	282	100.0%
Council's role in economic development	136	48.1%	87	30.7%	44	15.5%	8	2.8%	8	2.8%	283	100.0%
Council's role in tourism promotion	144	49.1%	94	32.1%	35	11.9%	13	4.4%	7	2.4%	293	100.0%
Provision of an operational airport	176	60.1%	49	16.7%	40	13.7%	12	4.1%	16	5.5%	293	100.0%
Improving river, estuary and coastal management	192	65.8%	69	23.6%	22	7.5%	4	1.4%	5	1.7%	292	100.0%
Selling surplus Council assets to generate income to fund high priority services and facilities	98	35.6%	76	27.6%	64	23.3%	21	7.6%	16	5.8%	275	100.0%
Allowing appropriate development	168	58.5%	81	28.2%	31	10.8%	4	1.4%	3	1.0%	287	100.0%
Encouraging vibrant, active town centres	168	57.5%	73	25.0%	42	14.4%	4	1.4%	5	1.7%	292	100.0%

Nb: Some respondents did not answer

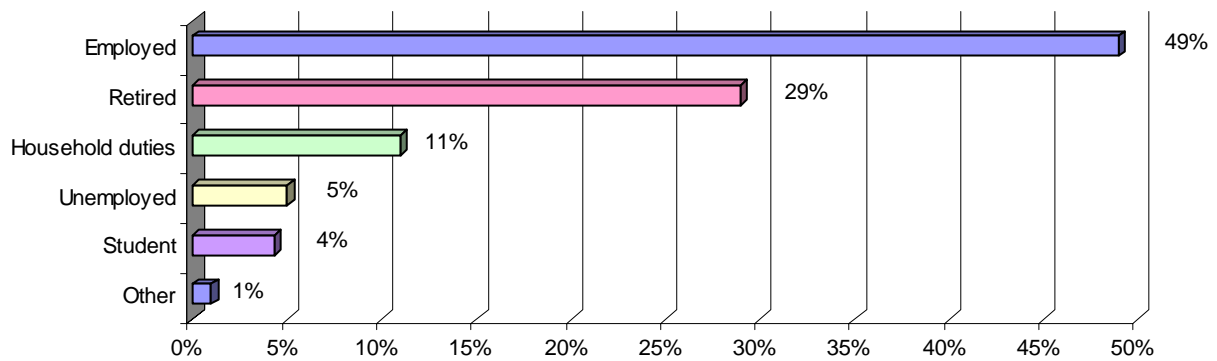
Part C Demographic information

Age Group



	Count	Column %
16 - 34	76	25.3%
35 - 54	115	38.3%
55+	109	36.3%
Total	300	100.0%

Employment Status



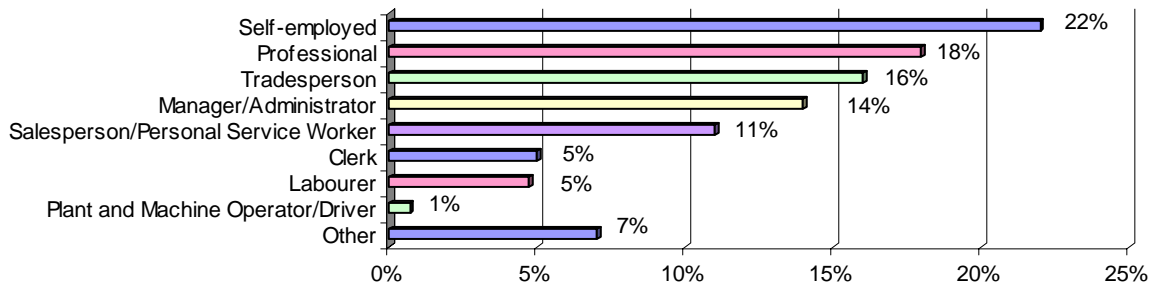
	Count	Column %
Employed	148	49.3%
Retired	87	29.0%
Household duties	33	11.0%
Unemployed	16	5.3%
Student	13	4.3%
Other	3	1.0%
Total	300	100.0%

Other

Maternity Leave	1
No answer	1
Voluntary Work	1

Part C Demographic information (Cont'd)

Occupation



	Count	Column %
Self-employed	33	22.3%
Professional	27	18.2%
Tradesperson	24	16.2%
Manager/Administrator	21	14.2%
Salesperson/Personal Service Worker	16	10.8%
Clerk	8	5.4%
Labourer	7	4.7%
Plant and Machine Operator/Driver	2	1.4%
Other	10	6.8%
Total	148	100.0%

Other

Farmer	3	Private Investigator	1
Coach Driver	1	Purchasing Officer	1
Food Processor	1	Warehouse Supervisor	1
Missionary	1		

Nb: Some respondents did not answer

Part C Demographic information (Cont'd)

Suburb

	Count	Column %
Kempsey	97	32.3%
South West Rocks	55	18.3%
Stuarts Point	21	7.0%
Frederickton	14	4.7%
Smithtown/Gladstone	17	5.7%
Aldavilla	11	3.7%
West Kempsey	10	3.3%
Crescent Head	9	3.0%
Kundabung	8	2.7%
Willawarrin/Bellbrook	6	2.0%
Hat Head	3	1.0%
Other	49	16.3%
Total	300	100.0%

Other

Collombatti	6	Yarravel	2	Millbank	1
Dondingalong	5	Arakoon	1	Moparrabah	1
Green Hills	4	Bellbrook	1	Mungay Flat	1
Kinchela Creek	3	Clybucca	1	Rainbow Reach	1
Turners Flat	3	Euroka	1	South Kempsey	1
East Kempsey	2	Gladstone	1	Toorooka	1
Pola Creek	2	Grassy Head	1	Verges Creek	1
Temagog	2	Hickeys Creek	1	Willawarrin	1
Yarrahapinni	2	Jerseyville	1	Yarraville	1

Gender

	Count	Column %
Female	156	52.0%
Male	144	48.0%
Total	300	100.0%