



Community Survey 2005

A research report prepared for

Kempsey Shire Council

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Background

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 2005 survey.

Aims of the study

To achieve the primary purpose of this study, Council wished to assess community perceptions and opinions of:

- Lifestyle and development within the Shire
- Council's performance
- Council communication, consultation and customer service

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

Methodology

Data collection

The 2005 survey, using a structured questionnaire, was administered on a computer aided telephone system.

A copy of the questionnaire is provided in Appendix B.

Data collection period

The survey was conducted during the period 14th February to 1st March 2004 from 5.00pm to 8:30pm, Monday to Thursday.

Survey area

Kempsey Local Government Area.

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.

Methodology (Cont'd)

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 call backs 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 58%, 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 pre-qualified as having lived in the Kempsey area for a minimum of six months.

Foreword

Kempsey Shire Council commissioned a random community survey of residents in an effort to assess the priorities of the community and their attitude to the Council's performance.

This survey, administered by Micromex Research in February 2005, provides a good assessment of where Council is performing well and meeting the priorities of its residents and also identifies areas that require improvement.

Kempsey Shire Council is in the business of serving a population in excess of 27,000 with a wide diversity of needs, priorities and expectations for service, many of which are competing needs, priorities and expectations. The challenge for Kempsey Shire Council is to ensure a good balance of meeting the majority of needs, the majority of priorities and the majority of expectations for service, most of the time, with a limited budget.

A community survey such as this helps keep an organisation on track; it serves to focus energy, funding, decisions on the important issues, services and facilities and lets Council know what the community expects in planning for the future.

The growing Shire

The research indicates that the growth of Kempsey Shire has the support of the large majority of the community, with residents believing that it is beneficial to the Shire and is improving the quality of life within the Shire.

Attracting more industry and business was viewed as a major priority in ensuring the Shire grows in a positive way and was also stated as a major 'driver' in encouraging young people to stay within the Shire.

The town of Kempsey

The community identifies crime as a major issue with regards to the town of Kempsey, and sees reducing the level of crime as the major step in improving the town.

The majority of the community believes that the town of Kempsey is a good place to shop, however, an analysis of the results by age indicates that shopping in Kempsey is more suited to the older demographics with a significant proportion of the younger community members (16-34 years) stating that Kempsey is not a good place to shop.

Suggestions for improving Kempsey's retail area are led by beautifying and cleaning up the area.

Council's performance

Overall, the community is satisfied with Council's performance in relation to 6 of the 7 services and facilities prompted. These include:

- Sewerage supply
- Garbage services
- Sporting facilities
- Parks and gardens
- Water supply
- Community facilities

Roads was the only service/facility that did not receive an overall rating of 'satisfied' with the community's opinion instead rating it as 'neutral'.

Council's income restraints

The majority of the community understand the income restraints placed on Council's ability to provide services. Yet aside from improving efficiencies, the results contain no predominant themes of where services could be reduced to save money.

3% of the total sample did suggest an increase in rates/levies as a means of Council increasing income. This theme was also reflected in the fact that almost half of the respondents stated that they would or might be prepared to support the cost of constructing a new multipurpose indoor sports stadium through an increase in rates.

This potential requires further research and consultation.

Council's consultation with the community

Throughout the research the theme of community consultation is predominant. Awareness of, and satisfaction with, Council's consultation methods is 'medium' to 'high'.

Consistent throughout the report is the requirement by respondents of further community consultation, and almost half of the respondents believe Council can improve their methods of consulting simply by communicating more with residents.

When this result is viewed in conjunction with the community's awareness of Council's consultation methods, it is apparent that significant improvements could be made by improving awareness of Council's actual methods of consultation. Further qualitative research into improving awareness and consultation is required.

Approximately half of the respondents had contact with Council staff either by telephone or face to face. The community's perception of Council staff, with regard to this contact, was very high.

A smaller percentage of respondents had contact with Council by writing, with almost one-third expressing a level of dissatisfaction with the way this contact was handled. In Micromex's experience with Local Government and community research this higher level of dissatisfaction with contact by writing is not unusual. Further research is required to identify why this is the case and how this can be improved.

Summary

We can conclude that your community places a very high level of importance on the beauty and lifestyle offered in Kempsey Shire and believes that the Shire's growth is beneficial to both of these. There is community concern that residents do not value highly enough this beauty and lifestyle and in turn there are broad concerns about crime and safety within the local community.

As you can appreciate, the survey presents an abundance of information. I hope you find the feedback useful in guiding future decisions and representing the needs of your community.

Executive Summary

Benefit to Kempsey Shire from the development of the local economy

89% of respondents stated that the development of the local economy was beneficial to Kempsey Shire.

Of the respondents who stated that development of the local economy was beneficial, 21% suggested this was because development 'creates more employment', 12% because 'new industries and businesses are improving the Shire' and 11% because it brings 'more money into Kempsey'.

Nature of development improving the quality of life

83% of respondents stated that the nature of development was improving the quality of life within the Shire.

When asked how the quality of life was improving the main responses concentrated on the creation of further employment and the improvement and introduction of new amenities/facilities and services.

Support for Kempsey Shire growth trends

50% of respondents were fully supportive and 43% partially supportive of the growth trends that are occurring in the Shire. 6% of respondents were not supportive at all.

What Council should be doing to ensure the Shire grows in a positive way

When asked what Council should do to ensure the Shire grows in a positive way, the most common responses were:

- | | |
|--|-----|
| ▪ Attract more industry and business | 18% |
| ▪ Improved maintenance of current infrastructure | 13% |
| ▪ Be open minded and listen to the people - community consultation | 13% |
| ▪ Avoid overdevelopment/ensure quality development | 10% |

Steps that can be taken to encourage young people to stay within the Shire

When asked what steps can be taken to encourage young people to stay within the Shire the most common responses were:

- | | |
|---|-----|
| ▪ Attract more industry and business/employment | 86% |
| ▪ Improve/create services, facilities, activities | 23% |
| ▪ Better education/training | 9% |

Belief that the town of Kempsey is welcoming and a good place to visit

In this prompted question 75% of respondents stated that the town of Kempsey was welcoming and a good place to visit.

In analysing the responses as to why they believed this, it was apparent that for many respondents there was no differentiation between the town of Kempsey and the Shire of Kempsey.

Of the respondents who stated that the town of Kempsey was welcoming and a good place to visit, 50% of respondents stated that it was due to 'friendly people/place' and 33% stated that it was due to the 'beautiful area/beaches/countryside'.

25% of respondents stated that the town of Kempsey was not welcoming and a good place to visit with 28% of these respondents stating that this was due to 'crime'.

Suggestions to make the town of Kempsey a safer and more relaxed place

When asked what suggestions respondents had to make the town of Kempsey a safer and more relaxed place 67% of responses related to more/better policing and reducing crime.

Shopping in Kempsey

In this prompted question, 77% of respondents stated that Kempsey was a good place to shop. When asked why the main reasons centred on the variety, presence of big retailers and having everything they needed.

When analysed by age the responses to this question differed significantly.

- 55 years or older 84% agreed
- 35-54 years 74% agreed
- 16-34 years 58% agreed

It is important to note that 42% of respondents in the 16 - 34 years demographic stated that the town of Kempsey was not a good place to shop. When asked why, a lack of variety was the reason given by 81% of respondents.

Ideas for improving Kempsey's retail area

When asked what ideas respondents had for improving Kempsey's retail area the most common responses were:

- Beautify and clean up the area 16%
- More competition/variety 13%
- Need bigger retailers 8%
- Better parking 8%
- Fewer empty shops 7%

Importance of specific road safety issues

In this prompted question respondents were asked to rate the importance of 9 specific road safety issues. Rating was on a scale of 1 to 5 with 5 being very important and 1 being not at all important.

Mean rating results were as follows:

- Drug driving 4.8
- School road safety 4.8
- Drink driving 4.8
- Young driver behaviour 4.7
- Use of seatbelts/occupant restraints 4.7
- Speeding 4.6
- Bicycle safety 4.6
- Driver fatigue 4.6
- Pedestrian safety 4.5

The results indicate that, overall, all road safety issues specified were rated by respondents as 'very important'.

Beauty and lifestyle within Kempsey Shire

In this prompted question respondents were asked to rate the importance of, and how highly residents valued the 'beauty of Kempsey Shire' and the 'lifestyle within Kempsey Shire'.

The results indicate that whilst respondents considered beauty and lifestyle within Kempsey Shire very important they believed that insufficient value was placed on this. This was reflected in a gap of 0.7 within the mean ratings:

- The beauty and lifestyle within the Shire Importance 4.5 Value 3.8

Importance of specific environmental projects that could be funded by an environmental levy

In this prompted question respondents were asked to rate the importance of 7 specific environmental projects that could be funded by an environmental levy. Rating was on a scale of 1 to 5 with 5 being very important and 1 being not at all important.

Mean rating results were as follows:

- Water quality monitoring programs 4.7
- Flood mitigation 4.5
- Riverbank stabilisation and stream bank erosion 4.5
- Environmental sustainability programs 4.4
- Stormwater quality improvements 4.4
- Acid sulphate soil remediation 4.2
- Wetland restoration 4.2

Overall, all environmental projects were rated in the range 'important' to 'very important' with water quality monitoring programs rated by respondents to be of the highest importance.

Other environmental projects Council should consider

In this unprompted question respondents were asked to specify other environmental projects Council should consider for funding with the environmental levy.

30% of respondents stated that there were other environmental projects they would like Council to consider for future funding. When asked to specify what projects, the most common responses were 'environmental protection and beautification', 'recycling service', 'control of weeds' and 'river maintenance'.

Awareness of Council's dependence on income for the level of service that Council can provide

In this prompted question 85% of respondents stated that they were aware that the level of service Council could provide depended on the amount of income that Council obtained.

Suggestions for increasing this level of income

Of the respondents who were aware of Council's reliance on income, 23% had suggestions on how Council could increase this level of income. The most common responses were:

- Reduce costs/improve efficiency/utilise funds better 43% (8% of total sample)
- Increase rates/levies 17% (3% of total sample)

Council services that could be reduced to save money

In this unprompted question respondents were asked what Council services they believed could be reduced to save money. Whilst 53% of respondents were unable to answer, 114 responses were given with 'administration', 'reduce Council staff' and 'parks and gardens' the most predominant.

Satisfaction with Council's overall performance

In this prompted question respondents were asked to rate their satisfaction with Council's overall performance with regard to 7 specific services/facilities. Rating was on a scale of 1 to 5 with 5 being very satisfied and 1 being not at all satisfied.

Mean rating results were as follows:

▪ Sewerage supply	4.1
▪ Garbage services	4.1
▪ Sporting facilities	4.1
▪ Parks and gardens	4.0
▪ Water supply	3.9
▪ Community facilities	3.7
▪ Roads	3.1

Overall, respondents rated their level of satisfaction with all Council services/facilities as 'satisfied' with the exception of roads where there was a significant level of dissatisfaction and the overall rating was 'neutral'.

Satisfaction with Council's objective of supporting cultural events and activities

55% of respondents stated that they were 'satisfied' and 9% that they were 'very satisfied' that Council were achieving their objective of supporting cultural events and activities within the community that fostered strong community relationships.

6% of respondents stated that they were 'dissatisfied' and 2% that they were 'very dissatisfied'.

Possible use of a multipurpose indoor sports stadium if it were to be constructed

In this prompted question respondents were asked if they or members of their family would utilise a multipurpose indoor sports stadium were it to be constructed.

37% of respondents stated that they 'would' and 23% that they 'might' use the new stadium. 40% stated that they 'would not'.

Preparedness to financially support the cost of the building through an increase in rates

13% of respondents stated that they 'would' and 35% that they 'might' be prepared to support the cost of the building through an increase in rates. 52% stated that they 'would not' support it.

Of the respondents who stated that they or members of their family would utilise the multipurpose indoor sports stadium, 21% stated that they 'would' and 41% that they 'might' be prepared to financially support the cost of building the structure.

Executive Summary (Cont'd)

Awareness of Council's consultation methods

In this prompted question respondents were asked to indicate whether they were aware of 8 specific methods Council utilises to consult with the community. The percentage of respondents who were aware was:

- | | |
|---------------------------------------|-----|
| ▪ Public meetings | 77% |
| ▪ The Mayoral Column | 76% |
| ▪ Weekly advertisements | 66% |
| ▪ Media releases | 62% |
| ▪ Six community newsletters each year | 61% |
| ▪ Council's website | 39% |
| ▪ On line polls | 16% |

Satisfaction with the way Council consults with the community

61% of respondents were 'satisfied' and 4% were 'very satisfied' with the way Council consults with the community. 12% of respondents were 'dissatisfied' and 4% were 'very dissatisfied'.

How Council can improve their methods of consulting

In this unprompted question respondents were asked how they believed Council could improve their methods of consulting with the community. 160 responses were given with the majority relating to Council communicating more with residents.

Very few specific methods of consulting with the community were suggested with the exception of 'Council meetings to be more accessible' and 'conduct more polls/research'.

Preferred method of contacting or conducting a transaction with Council

In this prompted question respondents were asked their preferred method of contacting or conducting a transaction with Council. Responses were as follows:

- | | |
|-------------|-----|
| ▪ In person | 58% |
| ▪ Phone | 31% |
| ▪ Mail | 7% |
| ▪ Website | 5% |

Face to face contact with Council staff

51% of respondents stated that they had face to face contact with Council staff over the last year.

Of the respondents who had face to face contact:

- 53% described staff as courteous
- 44% described staff as helpful
- 32% described staff as professional
- 4% described staff as unsatisfactory
- 1% described staff as uninterested

Suitability of Council's office hours

92% of respondents stated that Council's normal office hours were suitable for their needs.

Of the 8% of respondents who stated that the hours were not suitable, the majority suggested that the office should be open on Saturday mornings or till 5pm weekdays.

Executive Summary (Cont'd)

Contact with Council staff by telephone

42% of respondents stated that they had telephone contact with Council staff over the last year.

Of the respondents who had telephone contact:

- 51% described staff as helpful
- 48% described staff as courteous
- 30% described staff as professional
- 3% described staff as unsatisfactory
- 3% described staff as uninterested

Suitability of Council's switchboard hours

95% of respondents stated that Council's normal switchboard hours were suitable for their needs.

Usage of Council's after hours 1300-phone number

7% (21) of respondents stated that they had needed to use Council's after hours 1300 phone number.

Of these respondents 67% (14) found the number satisfactory and 33% (7) did not.

Contact with Council staff by writing

12% of respondents stated that they had written contact with Council staff over the last year.

Of the respondents who had written contact:

- 9% were 'very satisfied' with the way the contact was handled
- 51% were 'satisfied'
- 20% were 'dissatisfied'
- 11% were 'very dissatisfied'

Ownership or access to a computer/the Internet

52% of respondents stated that they had ownership of, or regular access to a computer.

In 83% of cases the computer was connected to the Internet. This represents 43% of the total sample.

Of the respondents who owned or had regular access to a computer connected to the Internet, 72% stated that they would like access to broadband services. This represents 31% of the total sample.

Council's website

Of the respondents who owned or had regular access to a computer connected to the Internet, 42% stated that they had accessed Council's website. This represents 18% of the total sample.

When analysing access to Council's website by age we find that respondents aged 16-34 years are almost 50% more likely to have accessed Council's website than those respondents in the older age demographics. This is despite these respondents all having regular access to the Internet.

93% of respondents who had accessed Council's website found that it provided useful information.

Executive Summary (Cont'd)

Where most of the information on Council's activities is found

In this prompted question respondents were asked where they found most of their information on Council's activities.

- | | |
|--|-----|
| ▪ Council's weekly advertisements (Argus and Happynings) | 86% |
| ▪ Mayoral Column | 29% |
| ▪ Council's website | 29% |
| ▪ Council's newsletters | 17% |
| ▪ Council's program on Tank FM | 9% |
| ▪ In the press, radio and television | 5% |

Section 1. Lifestyle and Development

As you are aware Kempsey Shire is growing:

Q1a. Do you think that the development of the local economy is beneficial to Kempsey Shire?

89% of respondents stated that the development of the local economy was beneficial to Kempsey Shire.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	31	86.1%	106	90.6%	129	87.8%	266	88.7%
No	5	13.9%	11	9.4%	18	12.2%	34	11.3%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Q1b. (If yes), how?

Of the respondents who stated that development of the local economy was beneficial, 21% suggested this was because development 'creates more employment', 12% because 'new industries and businesses are improving the Shire' and 11% because it brings 'more money into Kempsey'.

▪ Creates more employment	57	21%
▪ New industries and businesses are improving the Shire	31	12%
▪ More money into Kempsey	30	11%
▪ Population growth	24	9%
▪ Economy is growing and good for local people	16	6%
▪ Brings improved services	16	6%
▪ Council will have more income to spend on infrastructure	9	3%
▪ More shops, parking and businesses means our money would stay here	8	3%
▪ Everything is progressing	7	3%
▪ Any development is good for Kempsey	5	2%
▪ Creates work and employment for the youth	5	2%
▪ New developments	4	2%
▪ Other	44	17%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Continued on the following page

Q1a. Do you think that the development of the local economy is beneficial to Kempsey Shire? (Cont'd)

Q1c. (If no), why?

▪ Not enough being done to attract new business and industry	7
▪ Attitude will have to change. Trying to get too much out of the people	1
▪ Council doesn't encourage enough people to move here and isn't doing enough to keep people here	1
▪ Council is spending too much money on road works in Frederickton	1
▪ Council's forward planning is going backwards	1
▪ Development has spoilt our area	1
▪ Don't believe in development without sewerage	1
▪ I don't see how a skate park is improving the economy	1
▪ I haven't seen any development anywhere. The town is dead	1
▪ If you're 50 it's easy to pick up a job but the young ones are finding it very hard at the present time	1
▪ It is a nice place to live now, don't want it to be overdeveloped	1
▪ Just not keen on development	1
▪ More people have come to live and employment is low	1
▪ Need to go over to Port Macquarie for most services	1
▪ Need more work available to cope with the amount of people present in the area	1
▪ Not developing to cater for the locals only developing to cater for the visitors	1
▪ Not enough economic growth	1
▪ Nothing seems to be done here	1
▪ Should be more jobs available for young children	1
▪ Too many empty shops about the place	1
▪ Too many houses and doing away with all the trees	1

Nb: Some respondents did not answer

Q2a. Do you believe that the nature of development in the Shire will improve the quality of life within the Shire?

83% of respondents stated that the nature of development was improving the quality of life within the Shire.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	30	83.3%	96	82.8%	119	82.6%	245	82.8%
No	6	16.7%	20	17.2%	25	17.4%	51	17.2%
Total	36	100.0%	116	100.0%	144	100.0%	296	100.0%

Q2b. (If yes), how?

Of the respondents who stated that the nature of development in the Shire would improve the quality of life, 17% suggested this was because 'more employment means an improved quality of life' and 9% suggested this was because of 'improvements and introduction of new amenities/facilities and services provided'.

▪ More employment means an improved quality of life	41	17%
▪ Improvement and introduction of new amenities/facilities and services provided	21	9%
▪ Improvements/developments will better the economy	10	4%
▪ Increase of residents	6	2%
▪ More money coming in which means more opportunities	6	2%
▪ More activities	5	2%
▪ More shops	5	2%
▪ We need new and modern affordable housing to encourage young people to move here	5	2%
▪ Other	71	29%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Continued on the following page

Q2a. Do you believe that the nature of development in the Shire will improve the quality of life within the Shire? (Cont'd)

Q2c. (If no), why?

▪ The way they are building is similar to the cities with small blocks and dual occupancy	4
▪ I don't feel that there is enough thought going into the development that is happening now	3
▪ We are on a farm and like this life, we don't want to be overcrowded	3
▪ Development will only cause more unemployment unless industry is increased	2
▪ More crime comes to the area	2
▪ Not sure if enough is being done to service the growth	2
▪ Not sure what the nature of the development is	2
▪ Overdeveloped without thought for the future	2
▪ As soon as students finish Year 12, they leave town	1
▪ Changing the Shire from what it was to something completely new. I am not happy with the way they are doing Point Plomer Road, I think that they are losing a unique area	1
▪ Depends on planning	1
▪ Going backwards instead of forwards	1
▪ Has become a concrete jungle at South West Rocks	1
▪ Have a fair bit of trouble in the area already and this may increase with population growth	1
▪ I don't think it could be improved	1
▪ I don't think they are developing the right areas. They are developing areas that are already overdeveloped and neglecting the places that need development, e.g. Kempsey itself	1
▪ It does make everything a bit more hectic and not so relaxed	1
▪ It is developer driven, not planning driven	1
▪ It might improve some people's ability to make money, but possibly that money won't be spent in the Shire anyhow	1
▪ Most people go out of town to shop	1
▪ Moving away because of racial discrimination against whites	1
▪ No parking	1
▪ Not unless the attitudes of the people in Kempsey change	1
▪ Nothing is getting done	1
▪ Overdevelopment is not a good thing to the extent that they have ruined South West Rocks	1
▪ Takes away beauty of the land	1
▪ They have to take notice of the community	1
▪ They need recycling	1
▪ Trees replaced with buildings	1

Nb: Some respondents did not answer

Q3a. As you are aware Kempsey Shire is growing, do you support the positive growth trends that are occurring?

50% of respondents were fully supportive and 43% partially supportive of the growth trends that are occurring in the Shire. 6% of respondents were not supportive at all.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes, fully supportive	20	55.6%	63	53.8%	68	46.3%	151	50.3%
Yes, partially supportive	16	44.4%	44	37.6%	70	47.6%	130	43.3%
Not supportive at all	0	.0%	10	8.5%	9	6.1%	19	6.3%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Q3b. What should Council do to ensure that the Shire grows in a positive way?

▪ Attract more industry and business	53	18%
▪ Improved maintenance of current infrastructure (e.g. roads, parks etc)	40	13%
▪ Be open minded and listen to the people - community consultation	38	13%
▪ Avoid overdevelopment/ensure quality development	30	10%
▪ Don't know	17	6%
▪ Look after the environment	7	2%
▪ Other	115	38%

Please see Appendix A for a full list of comments

Q4. What steps do you think we can take to encourage young people to stay within our Shire?

86% of all respondents stated that 'attracting more industry and business/employment' was a step that should be taken to encourage young people to stay within Kempsey Shire.

▪ Attract more industry and business/employment	257	86%
▪ Improve/create services, facilities, activities	69	23%
▪ Better education/training	27	9%
▪ Other	40	13%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q5a. Do you believe that the town of Kempsey is welcoming and a good place to visit?

75% of respondents stated that the town of Kempsey was welcoming and a good place to visit.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	27	75.0%	83	70.9%	114	77.6%	224	74.7%
No	9	25.0%	34	29.1%	33	22.4%	76	25.3%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Q5b. (If yes), why?

In analysing the responses as to why they believed this, it was apparent that for many respondents there was no differentiation between the town of Kempsey and the Shire of Kempsey.

▪ Friendly people/place	112	50%
▪ Beautiful area/beaches/countryside	75	33%
▪ Other	82	37%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q5c. (If no), why?

28% of respondents who stated that the town of Kempsey was not welcoming and a good place to visit suggested that this was due to 'crime'.

▪ Crime	21	28%
▪ Other	49	64%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Q6. What suggestions do you have that would make the town of Kempsey a safer and more relaxed place for locals and visitors?

When asked what suggestions respondents had to make the town of Kempsey a safer and more relaxed place 67% of responses related to ‘more/better policing and reducing crime’.

▪ More/better policing/reduce crime	200	67%
▪ Youth issues, activities and facilities	40	13%
▪ Beautification and cleaning of the area	11	4%
▪ Better street lighting	7	2%
▪ Other	64	21%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q7a. Is the town of Kempsey a good place to shop?

In this prompted question, 77% of respondents stated that Kempsey was a good place to shop. When asked why, the main reasons centred on the variety, presence of big retailers and having everything they needed.

When analysed by age the responses to this question differed significantly.

- 55 years or older 84% agreed
- 35-54 years 74% agreed
- 16-34 years 58% agreed

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	21	58.3%	86	73.5%	123	83.7%	230	76.7%
No	15	41.7%	31	26.5%	24	16.3%	70	23.3%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Q7b. (If yes), why?

▪ Good variety/big retailers/everything you need	177	77%
▪ Other	67	29%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q7c. (If no), why not?

It is important to note that 42% of respondents in the 16 - 34 age demographic stated that the town of Kempsey was not a good place to shop. When asked why, a lack of variety was the reason given by 81% of all respondents.

▪ Not enough variety	60	86%
▪ Other	14	20%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q8. Do you have any ideas for improving Kempsey's retail area?

16% of all respondents suggested that 'beautifying and cleaning up the area' would improve Kempsey's retail area, whilst 13% suggested 'more competition/variety'.

▪ Beautify and clean up the area	47	16%
▪ More competition/variety	39	13%
▪ Need bigger retailers	24	8%
▪ Better parking	23	8%
▪ Fewer empty shops	22	7%
▪ Other	84	28%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Q9. Please rate how important you consider the following road safety issues in Kempsey Shire on a scale of 1-5 where 5 = very important and 1 = not at all important.

The results indicate that, overall, all road safety issues specified were rated by respondents as 'very important'.

Importance ratings

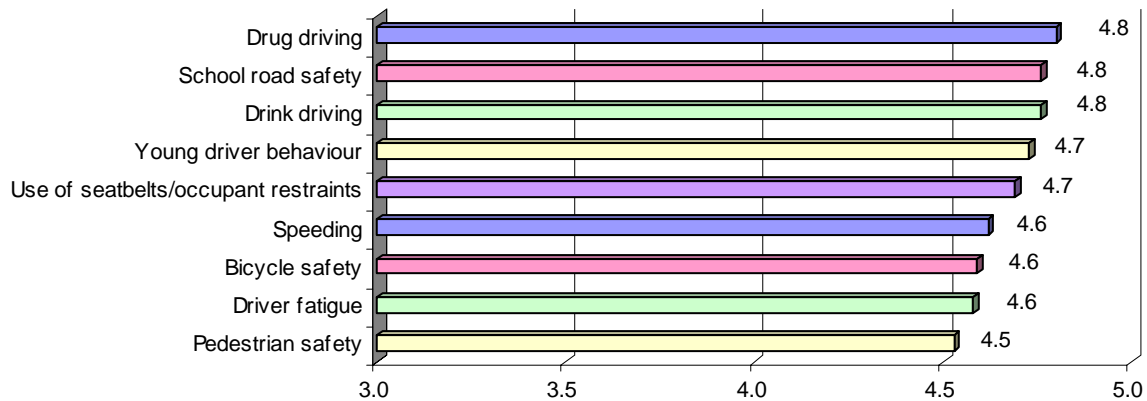


Table 1.1 represents the results ranked in order of importance for each group.

Road safety	Importance rating %			Mean rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	2005
Drug driving	93.0	6.0	1.0	4.8
School road safety	93.6	4.0	2.3	4.8
Drink driving	92.3	5.7	2.0	4.8
Young driver behaviour	92.0	6.7	1.4	4.7
Use of seatbelts/occupant restraints	90.4	6.0	3.7	4.7
Speeding	87.7	7.7	4.7	4.6
Bicycle safety	88.4	7.3	4.4	4.6
Driver fatigue	86.6	8.3	5.0	4.6
Pedestrian safety	86.3	9.3	4.3	4.5

Continued on the following page

Q9. Please rate how important you consider the following road safety issues in Kempsey Shire on a scale of 1-5 where 5 = very important and 1 = not at all important. (Cont'd)

		16 - 34 years		35 - 54 years		55 years or older		Total	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Speeding	Very important	31	86.1%	92	78.6%	120	81.6%	243	81.0%
	Important	3	8.3%	5	4.3%	12	8.2%	20	6.7%
	Neutral	0	.0%	12	10.3%	11	7.5%	23	7.7%
	Not very important	2	5.6%	5	4.3%	2	1.4%	9	3.0%
	Not at all important	0	.0%	3	2.6%	2	1.4%	5	1.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Drink driving	Very important	32	88.9%	101	86.3%	126	85.7%	259	86.3%
	Important	1	2.8%	7	6.0%	10	6.8%	18	6.0%
	Neutral	1	2.8%	7	6.0%	9	6.1%	17	5.7%
	Not very important	2	5.6%	1	.9%	1	.7%	4	1.3%
	Not at all important	0	.0%	1	.9%	1	.7%	2	.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Pedestrian safety	Very important	25	69.4%	89	76.1%	103	70.1%	217	72.3%
	Important	7	19.4%	10	8.5%	25	17.0%	42	14.0%
	Neutral	3	8.3%	11	9.4%	14	9.5%	28	9.3%
	Not very important	1	2.8%	6	5.1%	3	2.0%	10	3.3%
	Not at all important	0	.0%	1	.9%	2	1.4%	3	1.0%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Use of seatbelts/occupant restraints	Very important	29	80.6%	98	83.8%	124	84.4%	251	83.7%
	Important	3	8.3%	5	4.3%	12	8.2%	20	6.7%
	Neutral	1	2.8%	7	6.0%	10	6.8%	18	6.0%
	Not very important	1	2.8%	5	4.3%	0	.0%	6	2.0%
	Not at all important	2	5.6%	2	1.7%	1	.7%	5	1.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Bicycle safety	Very important	25	69.4%	90	76.9%	115	78.2%	230	76.7%
	Important	6	16.7%	11	9.4%	18	12.2%	35	11.7%
	Neutral	2	5.6%	10	8.5%	10	6.8%	22	7.3%
	Not very important	3	8.3%	3	2.6%	2	1.4%	8	2.7%
	Not at all important	0	.0%	3	2.6%	2	1.4%	5	1.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Continued on the following page

Q9. Please rate how important you consider the following road safety issues in Kempsey Shire on a scale of 1-5 where 5 = very important and 1 = not at all important. (Cont'd)

		16 - 34 years		35 - 54 years		55 years or older		Total	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Driver fatigue	Very important	27	75.0%	87	74.4%	121	82.3%	235	78.3%
	Important	4	11.1%	9	7.7%	12	8.2%	25	8.3%
	Neutral	3	8.3%	15	12.8%	7	4.8%	25	8.3%
	Not very important	1	2.8%	4	3.4%	5	3.4%	10	3.3%
	Not at all important	1	2.8%	2	1.7%	2	1.4%	5	1.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
School road safety	Very important	28	77.8%	104	88.9%	127	86.4%	259	86.3%
	Important	5	13.9%	6	5.1%	11	7.5%	22	7.3%
	Neutral	2	5.6%	5	4.3%	5	3.4%	12	4.0%
	Not very important	0	.0%	1	.9%	2	1.4%	3	1.0%
	Not at all important	1	2.8%	1	.9%	2	1.4%	4	1.3%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Drug driving	Very important	30	83.3%	102	87.2%	133	90.5%	265	88.3%
	Important	5	13.9%	6	5.1%	3	2.0%	14	4.7%
	Neutral	1	2.8%	8	6.8%	9	6.1%	18	6.0%
	Not very important	0	.0%	1	.9%	2	1.4%	3	1.0%
	Not at all important	0	.0%	0	.0%	0	.0%	0	.0%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Young driver behaviour	Very important	30	83.3%	92	78.6%	128	87.1%	250	83.3%
	Important	3	8.3%	14	12.0%	9	6.1%	26	8.7%
	Neutral	2	5.6%	9	7.7%	9	6.1%	20	6.7%
	Not very important	0	.0%	1	.9%	1	.7%	2	.7%
	Not at all important	1	2.8%	1	.9%	0	.0%	2	.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Importance and value ratings on the beauty and lifestyle within Kempsey Shire

Respondents were asked to rate the importance of, and how highly residents value the ‘beauty of Kempsey Shire’ and the ‘lifestyle within Kempsey Shire’ on a scale of 1 to 5 where 1 = very low importance or value and 5 = very high importance or value.

Importance ratings

The importance mean ratings of 4.5 indicate that the respondents believe the ‘beauty of Kempsey Shire’ and the ‘lifestyle within Kempsey Shire’ is very important. Over 90% of respondents rated these in the high importance band (4-5).

Value ratings

The value mean ratings of 3.8 indicate that the respondents believe the ‘beauty of Kempsey Shire’ and the ‘lifestyle within Kempsey Shire’ is currently only being valued by the community as medium to high. This is reflected in the fact that over 28% of respondents rated the level of value that the community places on the two criteria in the medium band (3).

	Importance rating %			Mean rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	2005
The Beauty of Kempsey Shire	90.3	8.3	1.3	4.5
Lifestyle within Kempsey Shire	90.3	7.0	2.7	4.5

	Value rating %			Mean rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	2005
The Beauty of the Shire	63.6	28.3	8.0	3.8
Lifestyle within the Shire	65.7	28.3	6.0	3.8

Gap analysis

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

The higher the differential in this score, the greater the difference between the importance of the criteria for the community and the value placed on those criteria by the community.

The gap analysis essentially shows that respondents believe that the community does not place enough value on the beauty and lifestyle within Kempsey Shire when considering the high importance of these.

Table 1.4

Council services and facilities	Importance score	Value score	Performance gap
The Beauty of Kempsey Shire	4.5	3.8	0.7
Lifestyle within Kempsey Shire	4.5	3.8	0.7

Continued on the following page

Q10. Please rate how important you consider the following to be on a scale of 1-5 where 5 = very important and 1 = not at all important.

	Very important		Important		Neutral		Not very important		Not at all important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The Beauty of Kempsey Shire	183	61.0%	88	29.3%	25	8.3%	4	1.3%	0	.0%	300	100.0%
Lifestyle within Kempsey Shire	174	58.0%	97	32.3%	21	7.0%	6	2.0%	2	.7%	300	100.0%

Q11. Please rate how highly you believe the beauty of the Shire is currently being valued. Rating is on a scale of 1-5 where 5 = valued very highly and 1 = not valued at all.

	Very highly valued		Highly valued		Neutral		Not highly valued		Not valued at all		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Beauty of the Shire	85	28.3%	106	35.3%	85	28.3%	19	6.3%	5	1.7%	300	100.0%

Q12a. Using the same scale please rate how highly you believe the lifestyle offered within the Shire is being valued.

	Very highly valued		Highly valued		Neutral		Not highly valued		Not valued at all		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Lifestyle within the Shire	75	25.0%	122	40.7%	85	28.3%	13	4.3%	5	1.7%	300	100.0%

Q12a. Using the same scale please rate how highly you believe the lifestyle offered within the Shire is being valued.

Q12b. (If rated 4 or 5), what steps do you believe can be taken to ensure that both beauty and lifestyle are valued more highly within our Shire?

Very highly valued
<ul style="list-style-type: none"> ▪ Put the trees back that they have been cut down in the streets and the parks. These should be replaced. Council should start planting again as it gives the place character
Highly valued
<ul style="list-style-type: none"> ▪ Better Council manager ▪ Council could do a better job at planning and spending the money they have ▪ More local resident input before development
Neutral
<ul style="list-style-type: none"> ▪ Council to get onto the jobs a little bit faster ▪ Develop only where development is needed and not where it is not needed ▪ I know the Tourist Information Centre do a lot but they could do more. It requires money ▪ Make the place safe for people. The highest priority for Kempsey is personal safety ▪ Police walking the beat will ensure not as much vandalism is done which will help the beauty of the Shire ▪ The river needs to be respected more ▪ The town area needs to be beautified
Not highly valued
<ul style="list-style-type: none"> ▪ Council to mow grass ▪ Having to pay to use the rubbish tip for garbage disposal encourages people to dump rubbish on roads and up dirt tracks ▪ Kempsey needs more educational facilities ▪ Look at the tourist industry with publicity and advertising to address the lack of knowledge that visitors and locals have about the Shire ▪ Make sure people cover their rubbish with a tarp when going to the rubbish tip ▪ More activities for people that don't want to go to clubs ▪ More police patrols ▪ More policing of the alcohol free area ▪ Not enough work here ▪ Only allow development in certain areas ▪ Organise a more agreeable way of the doing subdivisions, e.g. South West Rocks ▪ PCYC is good as it increases the activities for people to do

Continued on the following page

Q12a. Using the same scale please rate how highly you believe the lifestyle offered within the Shire is being valued.

**Q12b. (If rated 4 or 5), what steps do you believe can be taken to ensure that both beauty and lifestyle are valued more highly within our Shire?
(Cont'd)**

Not highly valued (Cont'd)
▪ People to look after and care more for environment
▪ Plant more small trees along road sides
▪ Preserving the natural beauty
▪ Public awareness of what is here
▪ Put in a cinema
▪ Talk about it more in Council meetings and papers
▪ The parking lot could have the huge gum tree taken down because of the leaves. They get everywhere and Council don't clean the leaves up
▪ There is no lifestyle
▪ Try to attract more people who are more cautious with the natural beauty of the area
Not valued at all
▪ Council should do more about advertising the local area
▪ Demographics of Kempsey needed to be drastically changed
▪ More liaison with the community
▪ They could give them more work. Too many are driving round in cars and sitting in offices
▪ We could talk the town up a lot more and fix the bad things in the town so we can move on

Q13. As you may be aware Council generates funds from an environmental levy enabling these funds to be spent on environmental improvements. With this in mind please rate the importance of the following environmental projects that could be funded by a levy on a scale of 1 to 5 where 5 = very important and 1 = not at all important.

Overall, all environmental projects were rated in the range 'important' to 'very important' with water quality monitoring programs rated by respondents to be of the highest importance.

Mean ratings

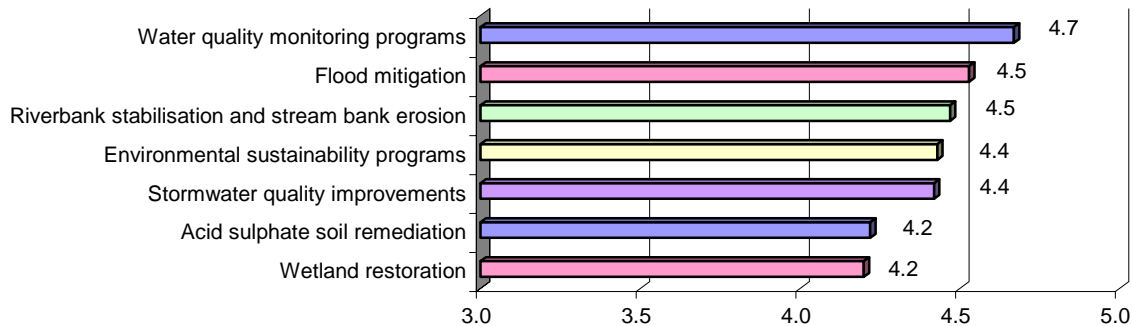


Table 1.5 represents the results ranked in order of importance for each group.

Environmental projects	Importance rating %			Mean rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	2005
Water quality monitoring programs	92.3	6.3	1.4	4.7
Flood mitigation	89.3	6.7	4.0	4.5
Riverbank stabilisation and stream bank erosion	87.6	10.4	2.0	4.5
Environmental sustainability programs	87.0	10.3	2.7	4.4
Stormwater quality improvements	84.9	11.7	3.3	4.4
Acid sulphate soil remediation	78.2	17.1	4.8	4.2
Wetland restoration	77.3	17.4	5.4	4.2

	Very important		Important		Neutral		Not very important		Not at all important		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Water quality monitoring programs	231	77.0%	46	15.3%	19	6.3%	2	.7%	2	.7%	300	100.0%
Flood mitigation	205	68.6%	62	20.7%	20	6.7%	8	2.7%	4	1.3%	299	100.0%
Riverbank stabilisation and stream bank erosion	186	62.2%	76	25.4%	31	10.4%	4	1.3%	2	.7%	299	100.0%
Environmental sustainability programs	179	59.7%	82	27.3%	31	10.3%	6	2.0%	2	.7%	300	100.0%
Stormwater quality improvements	186	62.2%	68	22.7%	35	11.7%	6	2.0%	4	1.3%	299	100.0%
Acid sulphate soil remediation	145	49.5%	84	28.7%	50	17.1%	10	3.4%	4	1.4%	293	100.0%
Wetland restoration	150	50.2%	81	27.1%	52	17.4%	11	3.7%	5	1.7%	299	100.0%

Nb: Some respondents did not answer

Q14a. Are there any other environmental projects that you would like Council to consider in utilising the environmental levy for?

30% of respondents stated that there were other environmental projects they would like Council to consider for future funding.

	Count	Column %
No	210	70.0%
Yes	90	30.0%
Total	300	100.0%

Q14b. (If yes), please specify.

When asked to specify what environmental projects they would like Council to consider utilising the environmental levy for, the most common responses were 'environmental protection and beautification', 'recycling service', 'control of weeds' and 'river maintenance'.

Environmental protection and beautification	37	41%
Recycling service	23	26%
Control of weeds	13	14%
River maintenance	11	12%
Other	23	26%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Council's income is limited by rate capping, the level of charges that the community can pay, grants that can be sourced and loans that Council can arrange and service.

Q15a. Were you aware that the level of service that Council can provide depends on the amount of income that Council obtains?

85% of respondents stated that they were aware that the level of service Council could provide depended on the amount of income that Council obtained.

	Count	Column %
Yes	256	85.3%
No	44	14.7%
Total	300	100.0%

Q15b. Do you have any suggestions on how Council can increase this level of income so that more services could be provided?

Of the respondents who were aware of Council's reliance on income, 23% had suggestions on how Council could increase this level of income.

	Count	Column %
No	198	77.3%
Yes	58	22.7%
Total	256	100.0%

Q15c. (If yes), please specify.

Of the respondents who had suggestions on how Council could increase their level of income, 43% related to 'reducing costs/improve efficiency/utilise funds better' and 17% to 'increase rates/levies'.

Reduce costs/improve efficiency/utilise funds better	25	43%
Increase rates/levies	10	17%
Government funding	8	14%
Contract more work out	4	7%
Other	24	41%

Please see Appendix A for a full list of comments

Nb: Some respondents gave more than one answer

Q16. What Council services do you believe could be reduced to save money?

Whilst 53% of respondents were unable to answer, 114 responses were given with 'administration', 'reduce Council staff' and 'parks and gardens' the most predominant.

Don't know	158	53%
None	44	15%
Administration	21	7%
Reduce Council staff	12	4%
Parks and gardens	10	3%
Other	25	8%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Section 2. Council's Performance

Q17a. Please rate your satisfaction with Council's overall performance in servicing the following. (Rating is on a scale of 1 to 5 where 5 = very satisfied and 1 = very dissatisfied)

Overall, respondents rated their level of satisfaction with all Council services/facilities as 'satisfied' with the exception of roads where there was a significant level of dissatisfaction and the overall rating was 'neutral'.

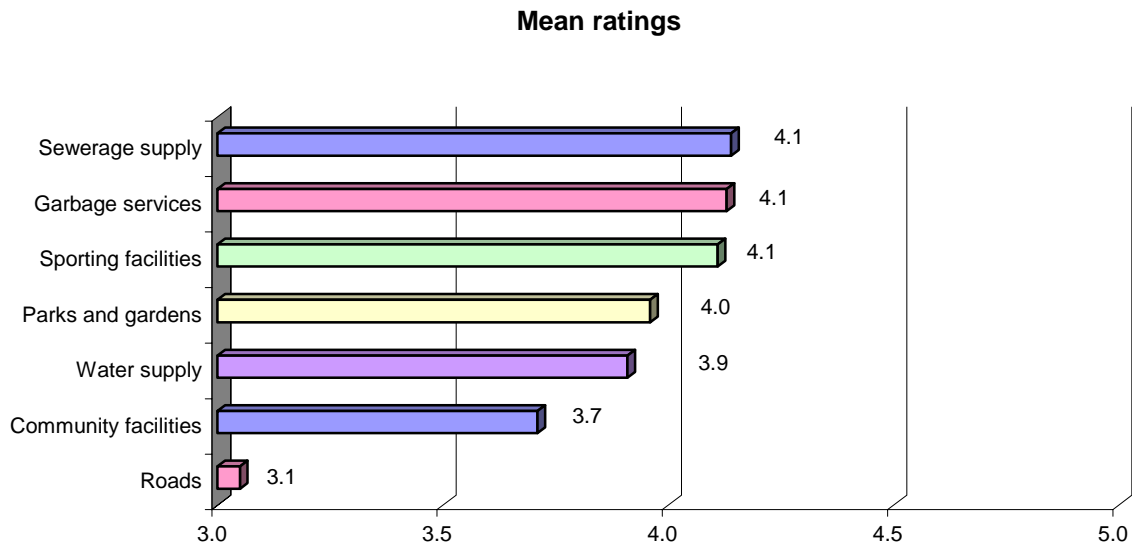


Table 1.6 represents the results ranked in order of satisfaction for each group.

Council's overall performance	Satisfaction rating %			Mean rating (Out of 5)
	High (4-5)	Medium (3)	Low (1-2)	2005
Sewerage supply	78.5	17.3	4.4	4.1
Garbage services	83.2	7.6	9.3	4.1
Sporting facilities	81.3	13.9	4.8	4.1
Parks and gardens	76.6	15.1	8.4	4.0
Water supply	70.9	16.5	12.5	3.9
Community facilities	63.4	26.2	10.4	3.7
Roads	32.0	43.0	25.0	3.1

Continued on the following page

Q17a. Please rate your satisfaction with Council's overall performance in servicing the following. (Rating is on a scale of 1 to 5 where 5 = very satisfied and 1 = very dissatisfied) (Cont'd)

		16 - 34 years		35 - 54 years		55 years or older		Total	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Roads	Very satisfied	2	5.6%	5	4.3%	14	9.5%	21	7.0%
	Satisfied	8	22.2%	26	22.2%	41	27.9%	75	25.0%
	Neither	17	47.2%	55	47.0%	57	38.8%	129	43.0%
	Dissatisfied	8	22.2%	21	17.9%	20	13.6%	49	16.3%
	Very dissatisfied	1	2.8%	10	8.5%	15	10.2%	26	8.7%
	Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%
Garbage services	Very satisfied	18	51.4%	41	37.3%	67	45.9%	126	43.3%
	Satisfied	14	40.0%	44	40.0%	58	39.7%	116	39.9%
	Neither	1	2.9%	14	12.7%	7	4.8%	22	7.6%
	Dissatisfied	2	5.7%	6	5.5%	7	4.8%	15	5.2%
	Very dissatisfied	0	.0%	5	4.5%	7	4.8%	12	4.1%
	Total	35	100.0%	110	100.0%	146	100.0%	291	100.0%
Water supply	Very satisfied	14	41.2%	38	36.9%	52	38.5%	104	38.2%
	Satisfied	11	32.4%	32	31.1%	46	34.1%	89	32.7%
	Neither	6	17.6%	19	18.4%	20	14.8%	45	16.5%
	Dissatisfied	2	5.9%	5	4.9%	11	8.1%	18	6.6%
	Very dissatisfied	1	2.9%	9	8.7%	6	4.4%	16	5.9%
	Total	34	100.0%	103	100.0%	135	100.0%	272	100.0%
Sewerage supply	Very satisfied	16	48.5%	37	39.4%	55	43.0%	108	42.4%
	Satisfied	11	33.3%	31	33.0%	50	39.1%	92	36.1%
	Neither	4	12.1%	21	22.3%	19	14.8%	44	17.3%
	Dissatisfied	1	3.0%	2	2.1%	2	1.6%	5	2.0%
	Very dissatisfied	1	3.0%	3	3.2%	2	1.6%	6	2.4%
	Total	33	100.0%	94	100.0%	128	100.0%	255	100.0%
Community facilities	Very satisfied	4	11.1%	19	16.4%	41	28.1%	64	21.5%
	Satisfied	16	44.4%	45	38.8%	64	43.8%	125	41.9%
	Neither	12	33.3%	32	27.6%	34	23.3%	78	26.2%
	Dissatisfied	3	8.3%	13	11.2%	4	2.7%	20	6.7%
	Very dissatisfied	1	2.8%	7	6.0%	3	2.1%	11	3.7%
	Total	36	100.0%	116	100.0%	146	100.0%	298	100.0%

Continued on the following page

Q17a. Please rate your satisfaction with Council's overall performance in servicing the following. (Rating is on a scale of 1 to 5 where 5 = very satisfied and 1 = very dissatisfied) (Cont'd)

		16 - 34 years		35 - 54 years		55 years or older		Total	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Parks and gardens	Very satisfied	9	25.0%	35	30.2%	48	32.7%	92	30.8%
	Satisfied	17	47.2%	50	43.1%	70	47.6%	137	45.8%
	Neither	5	13.9%	21	18.1%	19	12.9%	45	15.1%
	Dissatisfied	4	11.1%	5	4.3%	8	5.4%	17	5.7%
	Very dissatisfied	1	2.8%	5	4.3%	2	1.4%	8	2.7%
	Total	36	100.0%	116	100.0%	147	100.0%	299	100.0%
Sporting facilities	Very satisfied	10	27.8%	41	36.0%	55	37.9%	106	35.9%
	Satisfied	18	50.0%	48	42.1%	68	46.9%	134	45.4%
	Neither	3	8.3%	21	18.4%	17	11.7%	41	13.9%
	Dissatisfied	2	5.6%	3	2.6%	4	2.8%	9	3.1%
	Very dissatisfied	3	8.3%	1	.9%	1	.7%	5	1.7%
	Total	36	100.0%	114	100.0%	145	100.0%	295	100.0%

Nb: Some respondents did not answer

Q17b. Council has an objective of supporting cultural events and activities within the community that foster strong community relationships, particularly among community groups who may feel alienated. These events and activities may include the arts, multicultural events, indigenous activities and sporting events.

How satisfied are you that Council is achieving this objective?

55% of respondents stated that they were 'satisfied' and 9% that they were 'very satisfied' that Council were achieving their objective of supporting cultural events and activities within the community that foster strong community relationships.

6% of respondents stated that they were 'dissatisfied' and 2% that they were 'very dissatisfied'.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Very satisfied	2	5.6%	8	6.8%	17	11.6%	27	9.0%
Satisfied	19	52.8%	60	51.3%	85	57.8%	164	54.7%
Neither	13	36.1%	37	31.6%	35	23.8%	85	28.3%
Dissatisfied	2	5.6%	10	8.5%	7	4.8%	19	6.3%
Very dissatisfied	0	.0%	2	1.7%	3	2.0%	5	1.7%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Members of the community have indicated that a multipurpose indoor sports stadium would be a valuable recreational and sporting facility for the Shire.

Q18a. Would you or members of your family use this facility if constructed?

37% of respondents stated that they would and 23% that they might use the new stadium. 40% stated that they would not.

	Count	Column %
No	119	39.7%
Yes	112	37.3%
Maybe	69	23.0%
Total	300	100.0%

Q18b. Would you be prepared to financially support the cost of building this infrastructure through an increase in rates?

13% of respondents stated that they would and 35% that they may be prepared to support the cost of the building through an increase in rates. 52% stated that they would not.

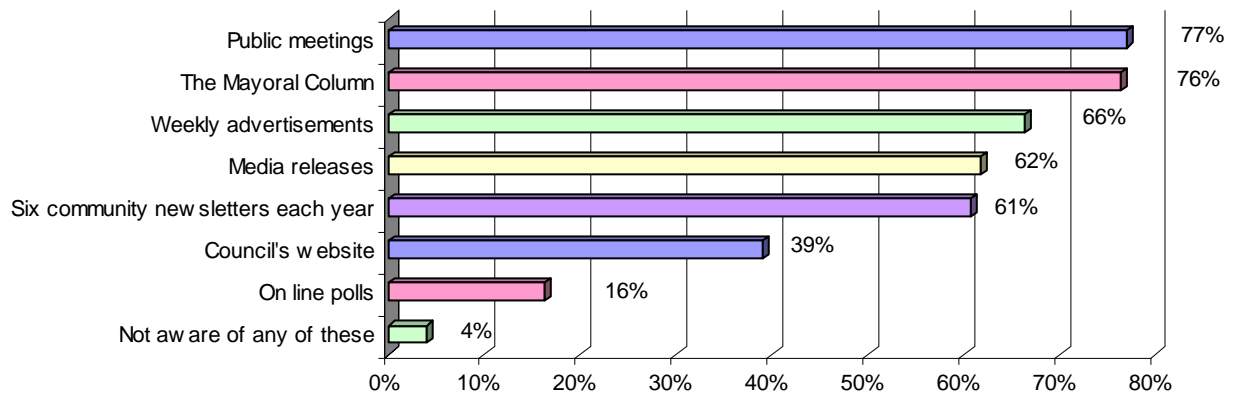
	Count	Column %
No	155	51.7%
Maybe	105	35.0%
Yes	40	13.3%
Total	300	100.0%

Of the respondents who stated that they or members of their family would utilise the multipurpose indoor sports stadium, 21% stated that they would and 41% that they may be prepared to financially support the cost of building the infrastructure.

	Of the respondents who would use the facility		Of the respondents who would NOT use the facility		Of the respondents who might use the facility	
	Count	Column %	Count	Column %	Count	Column %
Would be prepared to financially support the cost of building the infrastructure	24	21.4%	13	10.9%	3	4.3%
Would NOT be prepared to financially support the cost of building the infrastructure	42	37.5%	93	78.2%	20	29.0%
Might be prepared to financially support the cost of building the infrastructure	46	41.1%	13	10.9%	46	66.7%
Total	112	100.0%	119	100.0%	69	100.0%

Section 3. Communication, consultation and customer service

Q19. Council consults with the community in a variety of ways. Please specify which of these methods of consultation you are aware of.

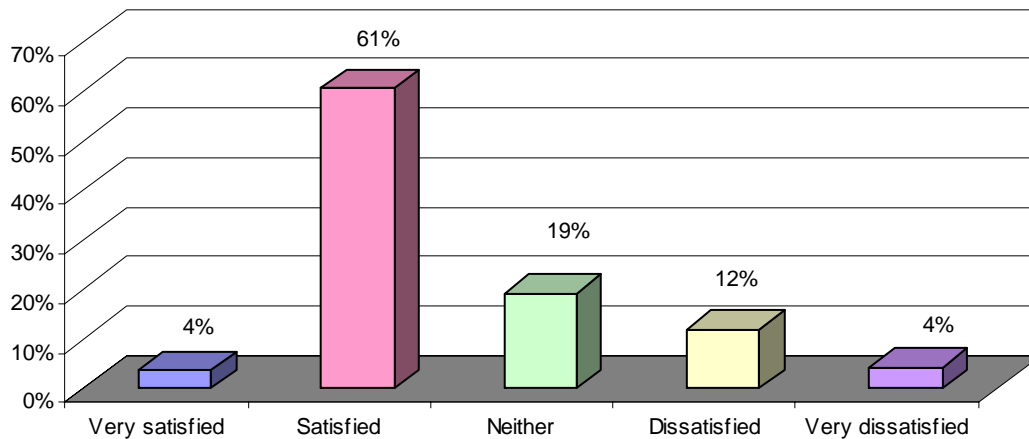


	Count	Column %
Public meetings	231	77.0%
The Mayoral Column	229	76.3%
Weekly advertisements	199	66.3%
Media releases	185	61.7%
Six community newsletters each year	182	60.7%
Council's website	117	39.0%
On line polls	49	16.3%
Not aware of any of these	12	4.0%
Total	300	100.0%

Nb: Some respondents gave more than one answer

Q20. How satisfied are you with the way Council consults with the community?

61% of respondents were 'satisfied' and 4% were 'very satisfied' with the way Council consults with the community. 12% of respondents were 'dissatisfied' and 4% were 'very dissatisfied'.



	Count	Column %
Very satisfied	11	3.7%
Satisfied	182	60.7%
Neither	58	19.3%
Dissatisfied	36	12.0%
Very dissatisfied	13	4.3%
Total	300	100.0%

Q21. How do you believe Council can improve their methods of consulting with the community?

Whilst 47% of respondents were unable to answer, 160 responses were given with the majority relating to Council communicating more with residents.

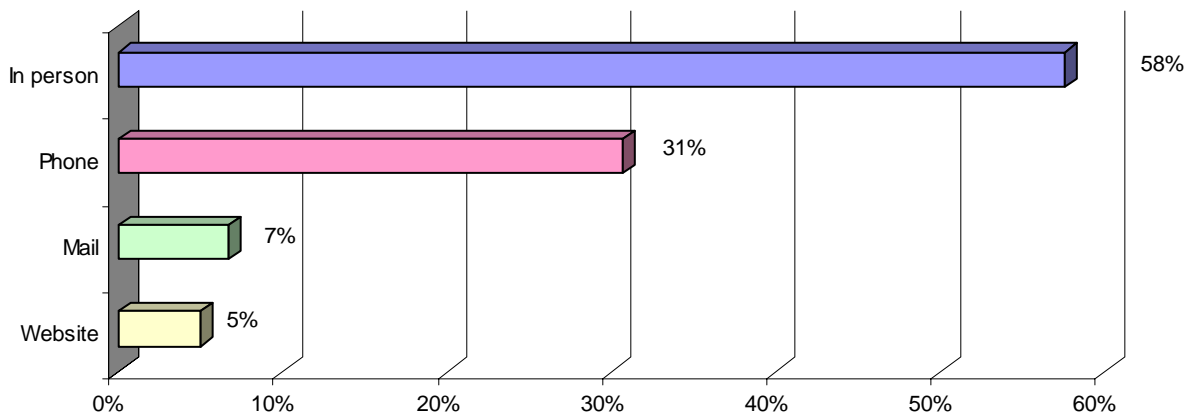
Very few specific methods of consulting with the community were suggested with the exception of 'Council meetings to be more accessible' and 'conduct more polls/research'.

Don't know	140	47%
Informing residents more	47	16%
More face-to-face contact	29	10%
Consult with/listen to the community more (unspecified how)	24	8%
Council meetings to be more accessible	14	5%
Conduct more polls/research	8	3%
Other	25	8%

Please see Appendix A for a full list of comments

Nb: Some respondents did not answer

Q22. Which is your preferred method of contacting or conducting a transaction with Council?



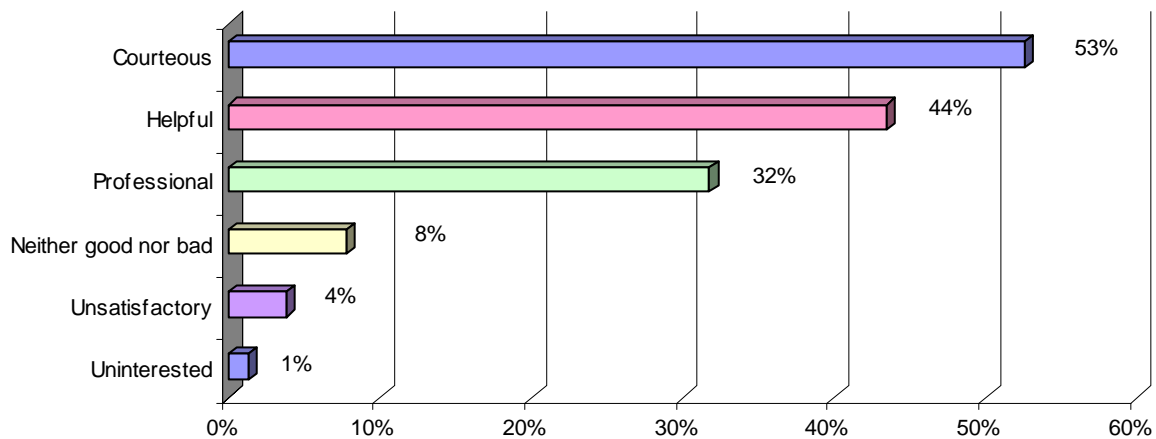
	Count	Column %
In person	173	57.7%
Phone	92	30.7%
Mail	20	6.7%
Website	15	5.0%
Total	300	100.0%

Q23a. Did you have any face to face contact with Council staff over the last year?

51% of respondents stated that they had face to face contact with Council staff over the last year.

	Count	Column %
Yes	154	51.3%
No	146	48.7%
Total	300	100.0%

Q23b. Which of the following words best describe Council staff who dealt with you during that contact?



	Count	Column %
Courteous	81	52.6%
Helpful	67	43.5%
Professional	49	31.8%
Neither good nor bad	12	7.8%
Unsatisfactory	6	3.9%
Uninterested	2	1.3%
Total	154	100.0%

Nb: Some respondents gave more than one answer

Q24a. Council’s normal office hours are Monday to Friday from 8.30am to 4.30pm. Do these hours suit your needs?

92% of respondents stated that Council’s normal office hours were suitable for their needs.

	Count	Column %
Yes	275	91.7%
No	25	8.3%
Total	300	100.0%

Q24b. (If no), what hours would you prefer?

Of the 8% of respondents who stated that the hours were not suitable the majority suggested that the office should be open on Saturday mornings or till 5pm weekdays.

Saturday mornings	8	Weekend hours	2
Until 5pm weeknights	6	7.30am to 6pm	1
Longer hours	3	Could use an after hours service	1
One afternoon a week open after 5pm	3	Depends on the job I’m doing at the time	1
8am to 5pm	2	More consideration to working people	1

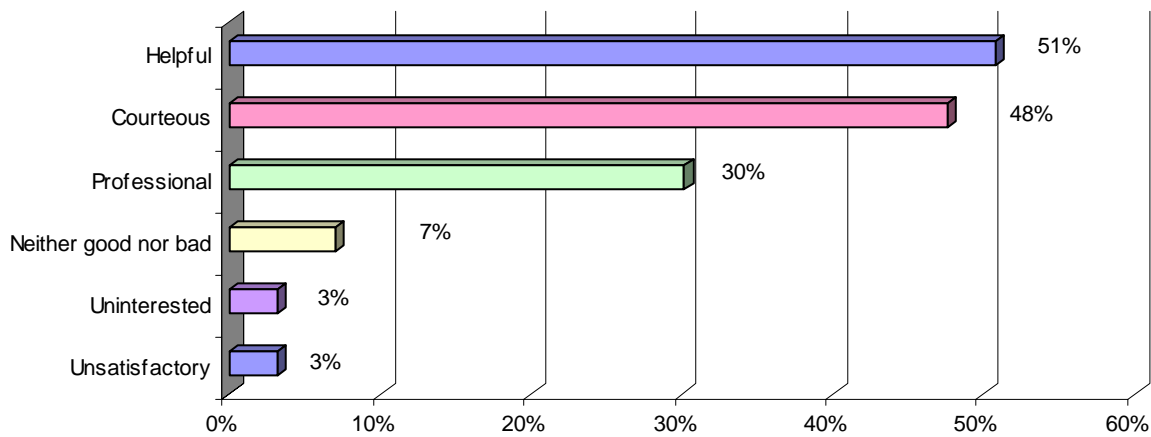
Nb: Some respondents gave more than one answer

Q25a. Did you have any contact by telephone with Council staff over the last year?

42% of respondents stated that they had telephone contact with Council staff over the last year.

	Count	Column %
No	174	58.0%
Yes	126	42.0%
Total	300	100.0%

Q25b. Which of the following words best describe Council staff who dealt with you during that contact?



	Count	Column %
Helpful	64	50.8%
Courteous	60	47.6%
Professional	38	30.2%
Neither good nor bad	9	7.1%
Uninterested	4	3.2%
Unsatisfactory	4	3.2%
Total	126	100.0%

Nb: Some respondents gave more than one answer

Q26a. Council's normal switchboard hours are Monday to Friday from 8.30am to 4.30pm. Do these hours suit your needs?

95% of respondents stated that Council's normal switchboard hours were suitable for their needs.

	Count	Column %
Yes	285	95.0%
No	15	5.0%
Total	300	100.0%

Q26b. (If no), what hours would you prefer?

After hours	4	8.00am to 5pm	1
Weekend access	4	8.30am to 5pm	1
Longer hours	3	8.30am to 6pm	1
24 hours a day	2	Later switch hours with credit card payment system	1
7.30am to 6pm	1	One late afternoon after 5pm	1

Nb: Some respondents gave more than one answer

Q27a. Have you needed to use Council's after hours 1300 phone number?

7% (21) of respondents stated that they had needed to use Council's after hours 1300 phone number.

	Count	Column %
No	279	93.0%
Yes	21	7.0%
Total	300	100.0%

Q27b. (If yes), did you find it satisfactory?

	Count	Column %
Yes	14	66.7%
No	7	33.3%
Total	21	100.0%

Q27c. (If no), why not?

It was a recorded message	2
Couldn't find the phone number in the phone book	1
I couldn't get an answer at first and then no response when answered	1
It diverted to another number which then went back to the original number and could not get anyone	1
Reported a broken water main. Council did not fix the problem	1

Nb: Some respondents did not answer

Q28a. Did you have any contact by writing with Council staff over the last year?

12% of respondents stated that they had written contact with Council staff over the last year.

	Count	Column %
No	265	88.3%
Yes	35	11.7%
Total	300	100.0%

Q28b. How satisfied were you with the way the contact was handled?

Of the respondents who had written contact, 51% were 'satisfied' and 9% were 'very satisfied' with the way the contact was handled. 20% were 'dissatisfied' and 11% were 'very dissatisfied'.

	Count	Column %
Very satisfied	3	8.6%
Satisfied	18	51.4%
Neither	3	8.6%
Dissatisfied	7	20.0%
Very dissatisfied	4	11.4%
Total	35	100.0%

Q29a. Do you own or have regular access to a computer?

52% of respondents stated that they had ownership of, or regular access to a computer.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	26	72.2%	78	66.7%	53	36.1%	157	52.3%
No	10	27.8%	39	33.3%	94	63.9%	143	47.7%
Total	36	100.0%	117	100.0%	147	100.0%	300	100.0%

Q29b. Is this computer currently connected to the Internet?

In 83% of cases the computer was connected to the Internet. This represents 43% of the total sample.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	21	80.8%	68	87.2%	41	77.4%	130	82.8%
No	5	19.2%	10	12.8%	12	22.6%	27	17.2%
Total	26	100.0%	78	100.0%	53	100.0%	157	100.0%

Q29c. Would you like this computer to have access to broadband (faster network speed) services?

Of the respondents who owned or had regular access to a computer connected to the Internet, 72% stated that they would like access to broadband services. This represents 31% of the total sample.

	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	19	90.5%	46	67.6%	28	68.3%	93	71.5%
No	2	9.5%	22	32.4%	13	31.7%	37	28.5%
Total	21	100.0%	68	100.0%	41	100.0%	130	100.0%

Q30a. Have you visited Council's website (www.kempsey.nsw.gov.au)?

Of the respondents who owned or had regular access to a computer connected to the Internet, 42% stated that they had accessed Council's website. This represents 18% of the total sample.

When analysing access to Council's website by age we find that respondents aged 16-34 years are almost 50% more likely to have accessed Council's website than those respondents in the older age demographics. This is despite these respondents all having regular access to the Internet.

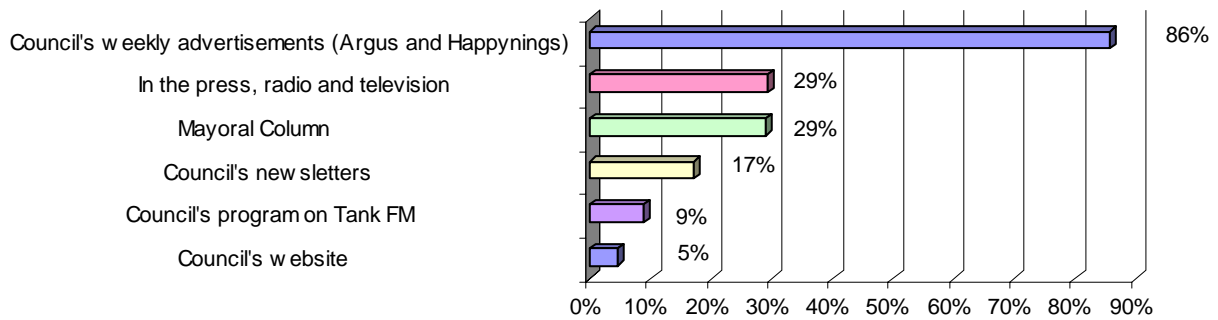
	16 - 34 years		35 - 54 years		55 years or older		Total	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	13	61.9%	26	38.2%	15	36.6%	54	41.5%
No	8	38.1%	42	61.8%	26	63.4%	76	58.5%
Total	21	100.0%	68	100.0%	41	100.0%	130	100.0%

Q30b. Do you find it provides useful information?

93% of respondents who had accessed Council's website found that it provided useful information.

	Count	Column %
Yes	50	92.6%
No	4	7.4%
Total	54	100.0%

Q31. Through which of the following do you find most of your information on Council's activities?



	Count	Column %
Council's weekly advertisements (Argus and Happynings)	257	85.7%
In the press, radio and television	88	29.3%
Mayoral Column	87	29.0%
Council's newsletters	51	17.0%
Council's program on Tank FM	26	8.7%
Council's website	14	4.7%
Total	300	100.0%

Nb: Some respondents gave more than one answer

Section 4. Demographic information

Q32. Age group:

	Count	Column %
16 - 34 years	36	12.0%
35 - 54 years	117	39.0%
55 years or older	147	49.0%
Total	300	100.0%

Q33. Employment status:

	Count	Column %
Employed	123	41.0%
Retired	99	33.0%
Household duties	42	14.0%
Unemployed	14	4.7%
Self employed	9	3.0%
Disability pension/worker's compensation	6	2.0%
Student	6	2.0%
Voluntary work	1	.3%
Total	300	100.0%

Q34. In which area of the Shire do you live?

	Count	Column %
Kempsey	94	31.3%
South West Rocks	35	11.7%
Stuarts Point	23	7.7%
Rural	18	6.0%
Crescent Head	13	4.3%
Smithtown/Gladstone	13	4.3%
Aldavilla	11	3.7%
Frederickton	10	3.3%
South Kempsey	8	2.7%
Collombatti	7	2.3%
Dondingalong	6	2.0%
Temagog	6	2.0%
Willawarrin/Bellbrook	6	2.0%
West Kempsey	5	1.7%
Other	45	15.0%
Total	300	100.0%

Other

Clybucca	4	Yessabah	2
Euroka	4	Arakoon	1
Yarravel	4	Bellimbopinni	1
Kinchela	3	Gladstone	1
Yarrahapinni	3	Greenhill	1
Belmore River	2	Hampden Hall	1
East Kempsey	2	Hickeys Creek	1
Mungay Creek	2	Kundabung	1
Toorooka	2	Lower Maclean	1
Upper Belmore River	2	Millbank	1
Upper McLean	2	Moparrabah	1
Wittitrin	2	Sherwood	1

Q35. Are you a ratepayer in the Kempsey Shire?

	Count	Column %
Yes	252	84.0%
No	48	16.0%
Total	300	100.0%

Q36. Are you of:

	Count	Column %
Aboriginal/Torres Strait Islander background	30	10.0%
Non English Speaking background	5	1.7%
Other	265	88.3%
Total	300	100.0%

Q37. Gender:

	Count	Column %
Female	172	57.3%
Male	128	42.7%
Total	300	100.0%

Appendix B

Kempsey Shire Council Community Survey (2005)

Prequalifying question: Have you lived in the Kempsey Shire area for more than six months?

Yes No (If NO, terminate interview)

Kempsey Shire Council is conducting a random survey of local residents to enable Councillors and Management to better plan for the future and to understand the views of the community. All individual responses are kept fully confidential and no personal details are recorded.

LIFESTYLE AND DEVELOPMENT

As you are aware Kempsey Shire is growing:

Q1a. Do you think that the development of the local economy is beneficial to Kempsey Shire?

Yes No

Q1b. (If yes), how?

Q1c. (If no), why?

Q2a. Do you believe that the nature of development in the Shire will improve the quality of life within the Shire?

Yes No

Q2b. (If yes), how?

Q2c. (If no), why?

Q3a. As you are aware Kempsey Shire is growing, do you support the positive growth trends that are occurring?

Yes, fully supportive
Yes, partially supportive
Not supportive at all

Q3b. What should Council do to ensure that the Shire grows in a positive way?

.....

Q4. What steps do you think we can take to encourage young people to stay within our Shire?

.....

Q5a. Do you believe that the town of Kempsey is welcoming and a good place to visit?

Yes No

Q5b. Why?

.....

Q6. What suggestions do you have that would make the town of Kempsey a safer and more relaxed place for locals and visitors?

.....

Q7a. Is the town of Kempsey a good place to shop?

Yes No

Q7b. Why?

.....

Q8. Do you have any ideas for improving Kempsey's retail area?

.....

...

Q9. Please rate how important you consider the following road safety issues in Kempsey Shire on a scale of 1-5 where 5 = very important and 1 = not at all important

	Very important		→	Not at all important	
	5	4	3	2	1
Speeding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of seatbelts/occupant restraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driver fatigue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School road safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drug driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young driver behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. Please rate how important you consider the following to be on a scale of 1-5 where 5 = very important and 1 = not at all important

	Very important		→	Not at all important	
	5	4	3	2	1
The Beauty of Kempsey Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lifestyle within Kempsey Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. Please rate how highly you believe the beauty of the Shire is currently being valued. Rating is on a scale of 1-5 where 5 = valued very highly and 1 = not valued at all

	Very highly valued		→	Not valued at all	
	5	4	3	2	1
Beauty of the Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12a. Using the same scale please rate how highly you believe the lifestyle offered within the Shire is being valued.

	Very highly valued		→	Not valued at all	
	5	4	3	2	1
Lifestyle within the Shire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12b. (If rated 4 or 5), what steps do you believe can be taken to ensure that both beauty and lifestyle are valued more highly within our Shire?

.....

Q13. As you may be aware Council generates funds from an environmental levy enabling these funds to be spent on environmental improvements. With this in mind please rate the importance of the following environmental projects that could be funded by a levy on a scale of 1 to 5 where 5 = very important and 1 = not at all important.

	Very important		→	Not at all important	
	5	4	3	2	1
Stormwater quality improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wetland restoration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acid Sulphate Soil remediation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Quality Monitoring programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Sustainability Programs (i.e. promotion, training and education)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riverbank Stabilisation and Stream Bank Erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flood mitigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14a. Are there any other environmental projects that you would like Council to consider in utilising the environmental levy for?

Yes No (If no, go to Q15)

Q14b. (If yes), please specify.

Council's income is limited by rate capping, the level of charges that the community can pay, grants that can be sourced and loans that Council can arrange and service.

Q15a. Were you aware that the level of service that Council can provide depends on the amount of income that Council obtains?

Yes No (If no, go to Q16)

Q15b. Do you have any suggestions on how Council can increase this level of income so that more services could be provided?

Yes No (If no, go to Q16)

Q15c. (If yes), please specify.

Q16. What Council services do you believe could be reduced to save money?

.....

...

COUNCIL'S PERFORMANCE

Q17a. Please rate your satisfaction with Council's overall performance in servicing the following. (Rating is on a scale of 1 to 5 where 5 = very satisfied and 1 = very dissatisfied)

	Very satisfied		→	Very dissatisfied	
	5	4	3	2	1
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewerage supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17b. Council has an objective of supporting cultural events and activities within the community that foster strong community relationships, particularly among community groups who may feel alienated. These events and activities may include the arts, multicultural events, indigenous activities and sporting events.

How satisfied are you that Council is achieving this objective?

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

Members of the community have indicated that a multipurpose indoor sports stadium would be a valuable recreational and sporting facility for the Shire.

Q18a. Would you or members of your family use this facility if constructed?

Yes No Maybe

Q18b. Would you be prepared to financially support the cost of building this infrastructure through an increase in rates?

Yes No Maybe

COMMUNICATION, CONSULTATION AND CUSTOMER SERVICE

Q19. Council consults with the community in a variety of ways. Please specify which of these methods of consultation you are aware of.

Public meetings	<input type="radio"/>	Six community newsletters each year	<input type="radio"/>
Media releases	<input type="radio"/>	Council's website	<input type="radio"/>
Weekly advertisements	<input type="radio"/>	On line polls	<input type="radio"/>
The Mayoral Column	<input type="radio"/>	Not aware of any of these	<input type="radio"/>

Q20. How satisfied are you with the way Council consults with the community?

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

Q21. How do you believe Council can improve their methods of consulting with the community?

.....
...

**Q22. Which is your preferred method of contacting or conducting a transaction with Council?
(Prompt)**

Phone In person Website Mail

Q23a. Did you have any face to face contact with Council staff over the last year?

Yes No (If no, go to Q24)

Q23b. Which of the following words best describe Council staff who dealt with you during that contact?

Professional
Courteous
Helpful
Neither good nor bad
Uninterested
Unsatisfactory

Q24a. Council's normal office hours are Monday to Friday from 8.30am to 4.30pm. Do these hours suit your needs?

Yes No (If yes, go to Q25)

Q24b. (If no), what hours would you prefer?

.....

...

Q25a. Did you have any contact by telephone with Council staff over the last year?

Yes No (If no, go to Q26)

Q25b. Which of the following words best describe Council staff who dealt with you during that contact?

Professional
Courteous
Helpful
Neither good nor bad
Uninterested
Unsatisfactory

Q26a. Council's normal switchboard hours are Monday to Friday from 8.30am to 4.30pm. Do these hours suit your needs?

Yes No (If yes, go to Q27)

Q26b. (If no), what hours would you prefer?

.....

...

Q27a. Have you needed to use Council's after hours 1300 phone number?

Yes No (If no, go to Q28)

Q27b. (If yes), did you find it satisfactory?

Yes No (If yes, go to Q28)

Q27c. (If no), why not?

.....

...

Q28a. Did you have any contact by writing with Council staff over the last year?

Yes No (If no, go to Q29)

Q28b. How satisfied were you with the way the contact was handled?

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied

Q29a. Do you own or have regular access to a computer?

Yes No (If no, go to Q31)

Q29b. Is this computer currently connected to the Internet?

Yes No (If no, go to Q31)

Q29c. Would you like this computer to have access to broadband (faster network speed) services?

Yes No

Q30a. Have you visited Council's website (www.kempsey.nsw.gov.au)?

Yes No (If no, go to Q31)

Q30b. Do you find it provides useful information?

Yes No

Q31. Through which of the following do you find most of your information on Council's activities?

- Council's weekly advertisements (Argus and Happynings)
- Mayoral Column
- Council's website
- Council's newsletters
- Council's program on Tank FM
- In the press, radio and television

DEMOGRAPHIC INFORMATION

Could you please assist with the following information?

Q32. Please stop me when I read out your age group:

- 16 – 34
- 35 – 54
- 55 +

Q33. Employment status:

- Employed
- Retired
- Student
- Unemployed
- Household duties
- Other (specify)

Q34. In which area of the Shire do you live?

- Kempsey South West Rocks Crescent Head
- Hat Head Stuarts Point Smithtown/Gladstone
- Frederickton Willawarrin/Bellbrook Kundabung
- Rural

Other (please specify)

Q35. Are you a ratepayer in the Kempsey Shire? Yes No

Q36. Are you of:

- Aboriginal/Torres Strait Islander background
- Non English Speaking background

Q37. Gender: Male Female