

ORDINARY COUNCIL MEETING

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ATTACHMENT BOOKLET 4

Attachment No. 7

Customer Satisfaction Survey 2020



Tenterfield Shire Council Customer Satisfaction Survey 2020

Final Report

Prepared for
Tenterfield Shire Council

Prepared by
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KEY FINDINGS

Tenterfield Shire Council's overall performance

- ▶ **Forty-three percent [43%]** of residents are satisfied overall with the services and facilities provided by Tenterfield Shire Council.
- ▶ The average overall satisfaction rating is **3.31** out of 5. This is a medium-level satisfaction score and is statistically in-line with the result from 2018 [3.29].
- ▶ Five of 25 services recorded statistically significant improvement in average satisfaction, including all services related to the **maintenance of the road network**.
- ▶ Two services [water supply and sewerage services] recorded declines in average satisfaction.

Key Strengths, Improvements and Community Priorities for Council

- ▶ **Community buildings/halls, School of Arts Theatre/Cinema, tourism and cemeteries** are Council's **Strategic Advantages**. These services and facilities are above-average performers and are key drivers of overall satisfaction with Council.
- ▶ According to open-ended responses, **roads** remain the top priority for Council over the next ten years. However, fewer residents cited roads compared to 2018, indicating that other issues such as tourism and economic development are growing in importance given improvements to roads over the past two years.
- ▶ Residents have positive perceptions of Council's management of the water and fire crises of 2019. More communication and provision of information was the key improvement among residents.
- ▶ Residents who have contacted Council in the past 12 months ('customers') are less satisfied with customer services compared to 2018 results. Customers that visit Council in person generally have a better experience compared to those that contact Council over the phone or online. However, customers are increasingly contacting Council over the phone or online rather than visiting in person.



INTRODUCTION

IRIS Research was commissioned by Tenterfield Shire Council to conduct a Customer Satisfaction Survey in 2020 which tracks Council's performance in service delivery, identifies priority areas and evaluates Council's customer services, communication, community engagement, disaster management and leadership.

The objectives for the Customer Satisfaction Survey process were to:

1. Measure and track the performance of Council in delivering services and facilities.
2. Uncover Council's areas of improvement and priorities for the near future.
3. Understand community perceptions regarding Council's customer services and communications.
4. Understand community perceptions regarding Council's community engagement, disaster management and leadership.

*This project was carried out in compliance with
ISO 20252 – Market and Social Research Management.*

Certification MSR 701303

SUMMARY OF FINDINGS

The Customer Satisfaction Survey 2020 collected 402 completed responses from residents of the Tenterfield Shire Council area aged 18 years and over.

Overall satisfaction with Tenterfield Shire Council

- ▶ Overall satisfaction with the services and facilities provided by Council is **3.31** out of 5.
- ▶ This result is statistically in-line with 2018.
- ▶ **Forty-three percent [43%] of residents are satisfied** with the performance of Council while 16 percent are dissatisfied.
- ▶ Residents aged 65 plus years are more satisfied overall compared to other residents.

Performance of Key Service Areas

Respondents were asked to rate their satisfaction with 25 Council services and facilities across five service areas using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

The summary tables for Council services and facilities contain several measures:

- ▶ **Satisfied** refers to the proportion of residents who provided a satisfaction rating of 4 or 5.
- ▶ **Average** refers to the average satisfaction rating from the Customer Satisfaction Survey 2020.
- ▶ **Internal Benchmark** refers to whether there was a statistically significant change in average satisfaction since 2018.
- ▶ **Strategic Location** refers to the location in the performance / importance quadrant (see Section 3.1).

Community Services

The performances of all community services are statistically in-line with 2018. **Library services** and **cemeteries** are Council's best-performing services within this category and are key drivers of overall satisfaction.

Table 1 Summary of Community Services

Community Services	Satisfied	Average	Internal Benchmark	Strategic Location
Library services	65%	4.2	↔	Strategic Advantage
Cemeteries	57%	4.0	↔	Strategic Advantage
Ovals and sportsgrounds	65%	4.0	↔	Differentiator
Parks and playgrounds	68%	3.9	↔	Differentiator
Community buildings/halls	60%	3.8	↔	Differentiator
Swimming pools	42%	3.5	↔	Potential Vulnerability
Public amenities	47%	3.4	↔	Key Vulnerability

Economy Services

All economy services have maintained their level of performance since 2018. **School of Arts Museum** and **School of Arts Theatre/Cinema** are the best performing facilities and are key drivers of overall satisfaction with Council.

Table 2 Summary of Economy Services

Economy Services	Satisfied	Average	Internal Benchmark	Strategic Location
School of Arts Museum	69%	4.2	↔	Strategic Advantage
School of Arts Theatre/Cinema	70%	4.2	↔	Strategic Advantage
Livestock Saleyards	45%	3.8	↔	Differentiator
Visitor Information Centre	48%	3.8	↔	Differentiator
Tourism	56%	3.7	↔	Differentiator
Tenterfield Industrial Estate	38%	3.4	↔	Potential Vulnerability
Planning and development	25%	2.9	↔	Potential Vulnerability

Environmental Services

Average satisfaction with **sewerage services** and **water supply** have declined since 2018. It is important to properly contextualise these results given the water crisis faced in the Tenterfield Shire over the past two years. The performance of **weeds control** has recorded significant improvement since 2018.

Table 3 Summary of Environmental Services

Environmental Services	Satisfied	Average	Internal Benchmark	Strategic Location
Sewerage services	40%	3.7	↓	Differentiator
Ranger services	42%	3.4	↔	Potential Vulnerability
Water supply	38%	3.3	↓	Key Vulnerability
Weeds control	33%	3.2	↑	Key Vulnerability
Waste management	38%	3.1	↔	Key Vulnerability

Transport Services

While transport services remain the lowest performing service category, four of the six services have recorded significant improvement in performance since 2018. This includes all services related to the road network.

Accordingly, fewer residents identified roads as Council's top priority for the next ten years compared to 2018 [see Section 3.2].

Table 4 Summary of Transport Services

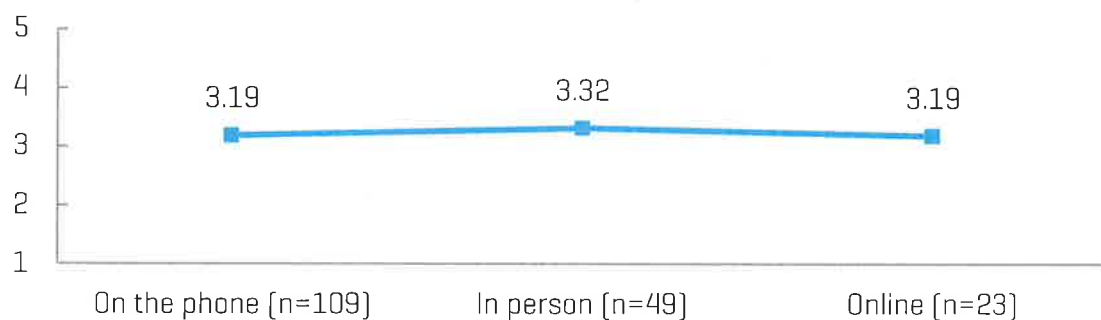
Transport Services	Satisfied	Average	Internal Benchmark	Strategic Location
Bike paths	49%	3.8	↔	Differentiator
Car parking	37%	3.1	↑	Potential Vulnerability
Overall condition of the local sealed road network	34%	3.0	↑	Key Vulnerability
Maintaining local bridges	33%	3.0	↔	Key Vulnerability
Maintaining local roads	28%	2.8	↑	Key Vulnerability
Overall condition of the local unsealed road network	18%	2.5	↑	Key Vulnerability

Customer Services

Residents who have contacted Council in the past 12 months (i.e. 'customers') are generally less satisfied with Council's customer services compared to 2018. Trends in method of contact show customers are increasingly opting to contact Council over the phone or online. However, customers who visit Council in person generally have a better experience. Replicating this experience for customers that contact over the phone and online is key as these trends are likely to continue.

- ▶ Forty-five percent (45%) of residents have contacted Council in the past 12 months. This result is in-line with 2018 (45%).
- ▶ Average overall satisfaction with the way their enquiry was handled has declined 0.2 pts to 3.2 pts. **This is a statistically significant decline in average satisfaction.**
- ▶ Over half (60%) of customers contacted Council **on the phone**. Contacting via phone and **online** is becoming more common instead of visiting in person (down 7% pts since 2018).
- ▶ Average satisfaction with five of the seven statements relating to Council's customer services recorded statistically significant declines since 2018.
- ▶ Average satisfaction with eight of the nine attributes relating to Council's staff recorded statistically significant declines since 2018.
- ▶ Customers are most satisfied with the **friendliness** and **approachability** of staff and least satisfied with their ability to be **solution focused**.
- ▶ The main reasons residents contact Council include **roads, rates, waste management** and **development application and building enquiries**.

Figure 1 Overall satisfaction with customer services by method of contact



Communication

Council is generally meeting the preferences of residents regarding communication as the **Your Local News fortnightly news brochure** is the most used [81%] and most preferred [61%] source of Council information. The proportion that prefer **social media** has increased 6% pts since 2018, indicating that this is an increasingly important method of receiving information, particularly among younger residents.

The five most **used** sources of information include:

1. **Your Local News fortnightly news brochure** [81%]
2. **Word of mouth** [60%]
3. **Rates notice** [51%]
4. **Ten FM Community Radio** [36%]
5. **Council website** [32%]

The five most **preferred** sources of information include:

1. **Your Local News fortnightly news brochure** [61%]
2. **Social media (e.g. Facebook, Twitter)** [7%]
3. **Email** [5%]
4. **Mail** [4%]
5. **Website/Internet** [3%]

Community Engagement

- ▶ Thirty-five percent [35%] percent of residents agreed that they are satisfied with the way Council interacts with them. Twenty-eight percent [28%] disagreed.
- ▶ The average rating for overall satisfaction with community engagement is 3.0 which is statistically in-line with 2018 [2.9].
- ▶ Statements relating to Council's decision-making recorded lower ratings. The highest level of disagreement concerned Council's decision-making reflecting community opinion [39%].
- ▶ The average agreement ratings for all statements are in-line with 2018.



Disaster Management

- ▶ Perceptions of Council's management of the water and fire crises were generally positive.
- ▶ Sixty-five percent (65%) agreed they were satisfied overall with Council's response to the natural disasters in 2019.
- ▶ Sixty-four percent (64%) agreed Council responded to the fire emergencies as best they could.
- ▶ Fifty-eight percent (58%) agreed Council responded to the water crisis as best they could.
- ▶ Fifty-five percent (55%) agreed they were properly informed by Council during the water crisis.
- ▶ **A need for improved communication and provision of information was the key theme among residents that provided a further comment on Council's disaster management.**

Leadership Goals

- ▶ Thirty-eight percent (38%) of residents agreed they are satisfied overall with Council's leadership.
- ▶ The average rating for overall satisfaction with Council's is 3.1. This result is in-line with 2018.
- ▶ Seventy-nine percent (79%) of residents are proud to tell people they live in the Tenterfield Shire.
- ▶ Residents aged 65 plus years tend to have higher perceptions of Council's leadership compared to other residents.

RESEARCH DESIGN

The Tenterfield Shire Council Customer Satisfaction Survey 2020 aimed to collect 400 completed responses from a random sample of residents in the Tenterfield Shire Council local government area. The reported results have a margin of error of ± 4.7 percent at the 95 percent confidence level. This means that if we repeated the survey 100 times, in 95 times the results will be within 4.7 percent of the true population value.

Computer-Aided Telephone Interviews

A telephone based [CATI] survey was used to secure a response from 402 residents throughout the local government area. 117 responses were collected from mobile phones [29 percent of the total telephone interviews]. The survey unit was residents of the Tenterfield Shire Council local government area. In order to qualify for an interview, respondents had to be permanent residents aged 18 years or older and not be an employee or Councillor with Tenterfield Shire Council. The 2016 Census was used to establish quotas to ensure a good distribution of responses by age and gender.

Interviews were conducted between 20 May and 27 May 2020. Calls were made between 4.30pm and 8.30pm during weekdays. Eighteen interviewers conducted interviews over the course of the data collection period. The survey was implemented under Interviewer Quality Control Australia [IQCA] quality guidelines. Continuous interviewer monitoring was used, and post-interview validations were conducted within five days of the close of the survey. Ten percent [10%] of all respondents were contacted after data collection was complete in order to verify and validate their data.

Table 5 Final Telephony Sample

Telephony	#
Landlines	285
Mobiles	117
Total	402

Online Survey

A version of the survey was made available online for all residents to complete. The survey was available from 20 May to 3 June 2020 and **7 completed responses were collected.**

Survey Weighting

The collected data often cannot mirror the exact age/sex distribution of a region. To allow for this, the collected data set is weighted to bring it back to the ideal age/sex distribution.

Table 6 reports the weighting factors for the sample. Using a high number of mobile phone numbers resulted in better access to young respondents and weighting factors that are within acceptable standards for community surveys.

Table 6 Data Weighting Factors – Age/Sex

Age	Population		Ideal		Actual		Weights	
	Male	Female	Male	Female	Male	Female	Male	Female
18 to 34	359	390	27	29	5	9	5.37	3.24
35 to 49	490	560	36	42	10	22	3.67	1.90
50 to 64	882	868	66	65	36	77	1.83	0.84
65 plus	898	925	67	69	110	133	0.61	0.52
Total	2,629	2,743	196	204	161	241		

Sample Profile

In order to obtain a clear view of the sample's profile and to conduct comparison tests, demographic characteristics including gender, age, postcode and time lived in the area were collected. Table 7 details the weighted sample profile for this survey.

Table 7 Sample Profile

Age	%	#	Length of time lived in area	%	#
18 to 34	14%	56	1 to 5 years	11%	43
35 to 49	20%	79	Six to 10 years	13%	53
50 to 64	33%	131	11 to 15 years	9%	38
65 plus	34%	136	More than 15 years	67%	268
Gender	%	#			
Male	49%	197			
Female	51%	205			

Base: All respondents [n=402]

Table 8 Postcode & Area

Postcode	%	#	Area	%	#
2372	87%	351	Tenterfield	87%	351
4884	3%	11			
2469	2%	9			
2371	2%	7	Other areas	13%	51
2476	1%	6			
2475	1%	5			
Other	3%	13			

Base: All respondents [n=402]

Subgroups

Comparison tests are used to test whether there are statistically significant differences in survey results based on the demographic profile of respondents. Appendix 1 (pp. 50-61) contains full subgroup analysis for all questions contained in the Customer Satisfaction Survey 2020.

1 OVERALL SATISFACTION

This section of the report covers overall satisfaction with the services and facilities provided by Tenterfield Shire Council. It includes subgroup analysis and comparisons with previous results [internal benchmarks].

1.1 Overall satisfaction with Tenterfield Shire Council

Residents were asked to rate their overall satisfaction with the services and facilities provided by Tenterfield Shire Council using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

In total, 39 percent of residents are satisfied overall with the services and facilities provided by Council, with eight percent [8%] providing the highest rating of 5. Sixteen percent [16%] are dissatisfied while 39 percent provided a neutral rating of 3.

These results combined for a medium average satisfaction score of 3.31.

Figure 1.1 Overall satisfaction with Tenterfield Shire Council

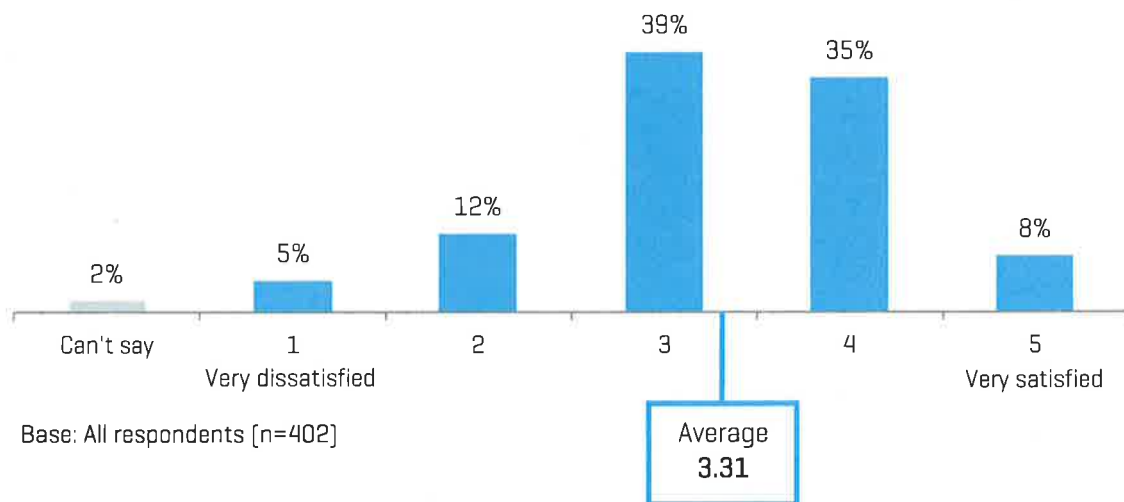


Table 1.1 lists significant differences in overall satisfaction with Tenterfield Shire Council among subgroups.

Residents aged 65 plus years are significantly more satisfied with Council's service provision compared to other age groups.

Table 1.1 Overall satisfaction with Tenterfield Shire Council – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years are significantly more satisfied (3.6) compared to all other age groups.
Area	Nil
Length of time lived in area	Nil

1.2 Internal Benchmarks

Figure 1.2 compares the breakdown of satisfaction ratings with previous results from 2018. There has been an increase of eight percent (8%) in the proportion of residents that provided a neutral rating. This contributed to declines in both the proportion of dissatisfied residents (5% pts) and satisfied residents (4% pts) from two years ago.

Figure 1.2 Overall satisfaction with Tenterfield Shire Council – Comparison of Ratings

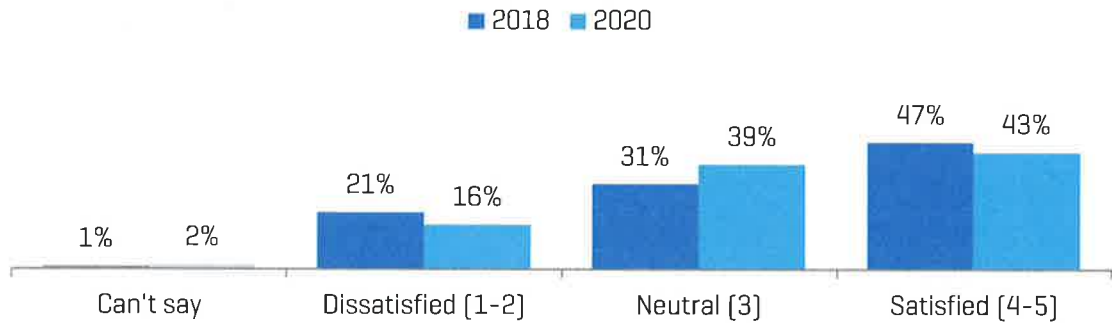
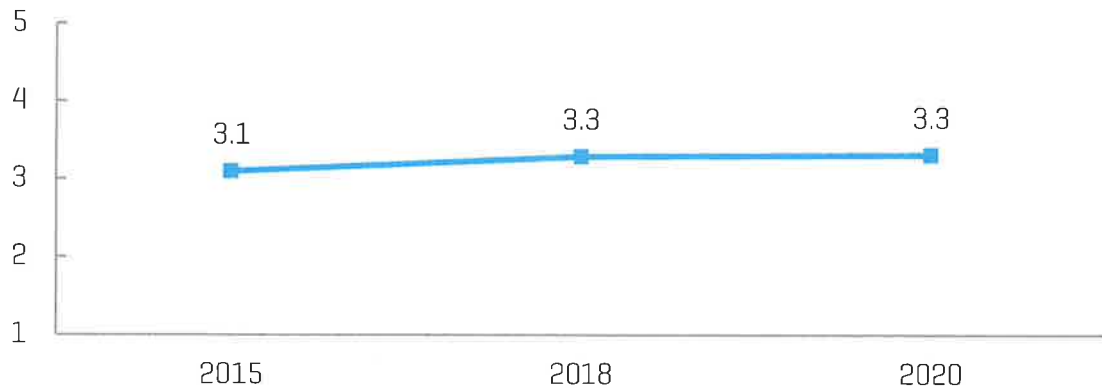


Figure 1.3 compares the average overall satisfaction with previous results. Average overall satisfaction is in-line with 2018. There has been no statistically significant change in average overall satisfaction since 2018.

Figure 1.3 Overall satisfaction with Tenterfield Shire Council – Internal Benchmarks



2 COUNCIL SERVICES & FACILITIES

This section reports on the services and facilities provided by Tenterfield Shire Council.

Respondents were asked to rate their satisfaction with 25 services and facilities provided by Council. These services and facilities were classified into four service areas.

Table 2.1 Council Goals & Services

COMMUNITY GOALS		COMMUNITY SERVICES
COMM 1	Tenterfield Shire is a vibrant, welcoming and safe community.	<ul style="list-style-type: none"> ▶ Cemeteries ▶ Community buildings/halls ▶ Library services ▶ Ovals and sportsgrounds ▶ Parks and playgrounds ▶ Public amenities ▶ Swimming pools
COMM 2	Health and quality of life are supported by a wide range of recreation and leisure opportunities.	
COMM 3	Our range of services and facilities support accessibility for all in our community.	
COMM 4	The community is welcoming, friendly, and inclusive where diverse backgrounds are respected and celebrated.	
COMM 5	The community learns and grows together and fosters an involved community and creative environment.	
ECONOMY GOALS		ECONOMY SERVICES
ECON 6	Tenterfield Shire's economic base is robust, growing and supports the creation of a variety of employment and business opportunities.	<ul style="list-style-type: none"> ▶ Livestock saleyards ▶ Planning and development ▶ School of Arts Museum ▶ School of Arts Theatre/Cinema ▶ Tenterfield Industrial Estate ▶ Tourism ▶ Visitor information centre
ECON 7	Tourism is valued, promoted and tourists are welcomed for the positive contribution they make to the community and economy.	
ECON 8	Our existing businesses and industry are supported to reach their full potential and provide quality goods and services both locally and to a wider market.	
ENVIRONMENTAL GOALS		ENVIRONMENTAL SERVICES
ENVO 9	Our natural environment will be protected, enhanced and promoted for future generations.	<ul style="list-style-type: none"> ▶ Ranger services ▶ Sewerage services ▶ Waste management ▶ Water supply ▶ Weeds control
ENVO 10	Environmental risks and impacts are strategically managed.	
ENVO 11	Secure, sustainable and environmentally sound infrastructure and services underpin Council service delivery.	
TRANSPORT GOALS		TRANSPORT SERVICES
TRSP 15	We have an effective interconnected transport system that is safe, efficient and affordable for us as a community.	<ul style="list-style-type: none"> ▶ Bike paths ▶ Car parking ▶ Maintaining local bridges network ▶ Maintaining local roads ▶ Overall condition of the local sealed road network
TRSP 16	Our quality of life is enhanced by transport options to access services that are not available in our community and enable us to connect with people visiting and accessing the services we provide.	

2.1 COMMUNITY SERVICES

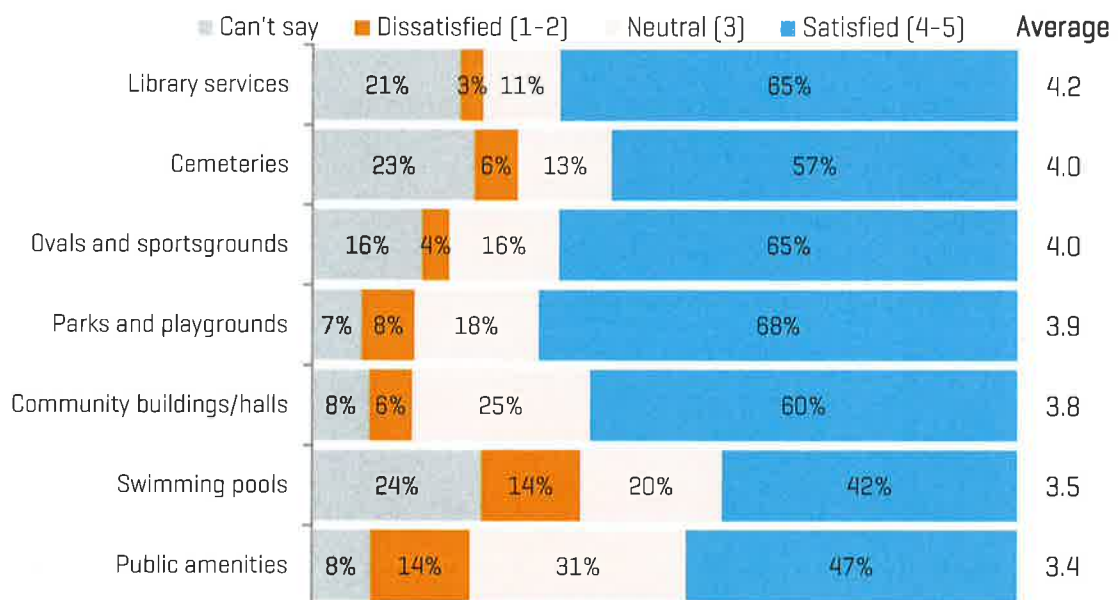
Residents were asked to rate their satisfaction with seven services within this category using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

Five of the seven services within this category recorded high average satisfaction ratings (above 3.75). The service which recorded the highest average satisfaction rating is **library services** at 4.2. Sixty-five percent [65%] of residents are satisfied with library services while only three percent [3%] are dissatisfied.

Other services which recorded high ratings include **cemeteries** [4.0], **ovals and sportsgrounds** [4.0], **parks and playgrounds** [3.9] and **community buildings/halls** [3.8].

Swimming pools [3.5] and **public amenities** recorded medium-level satisfaction scores. These services saw the higher proportions of dissatisfied residents compared to other community services. Four residents identified swimming pools as their top priority for Council in an open-ended response [see Section 3.2].

Figure 2.1 Community Services – Satisfaction



Base: All respondents (n=402)

Table 2.2 lists significant differences among subgroups for this category of services. There are no significant differences by gender or length of time lived in the area.

Most significant differences are related to age. Residents aged 65 plus years are generally more satisfied with community services compared to other residents.

Table 2.2 Community Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years are significantly more satisfied than residents aged 50 to 64 years with the following services: <ul style="list-style-type: none"> - Library services - Parks and playgrounds - Community buildings/halls - Public amenities - Residents in the 18 to 34 years and 65 plus years age groups are more satisfied with ovals and sportsgrounds compared to other residents. - Residents aged 65 plus years are significantly more satisfied with swimming pools compared to all other age groups.
Area	<ul style="list-style-type: none"> - Residents from Tenterfield are significantly more satisfied with cemeteries and parks and playgrounds compared to residents from other areas.
Length of time lived in area	Nil

Table 2.3 compares the average satisfaction ratings for 2020 with previous results from 2015 and 2018.

The average satisfaction ratings for all community services are in-line with 2018.

Table 2.3 Community Services – Internal Benchmarks

Community Services	2015	2018	2020	Significant change since 2018
Library services	4.4	4.1	4.2	↔
Cemeteries	4.0	4.0	4.0	↔
Ovals and sportsgrounds	3.7	3.9	4.0	↔
Parks and playgrounds	4.0	3.9	3.9	↔
Community buildings/halls	3.7	3.8	3.8	↔
Swimming pools	3.6	3.5	3.5	↔

2.2 ECONOMY SERVICES

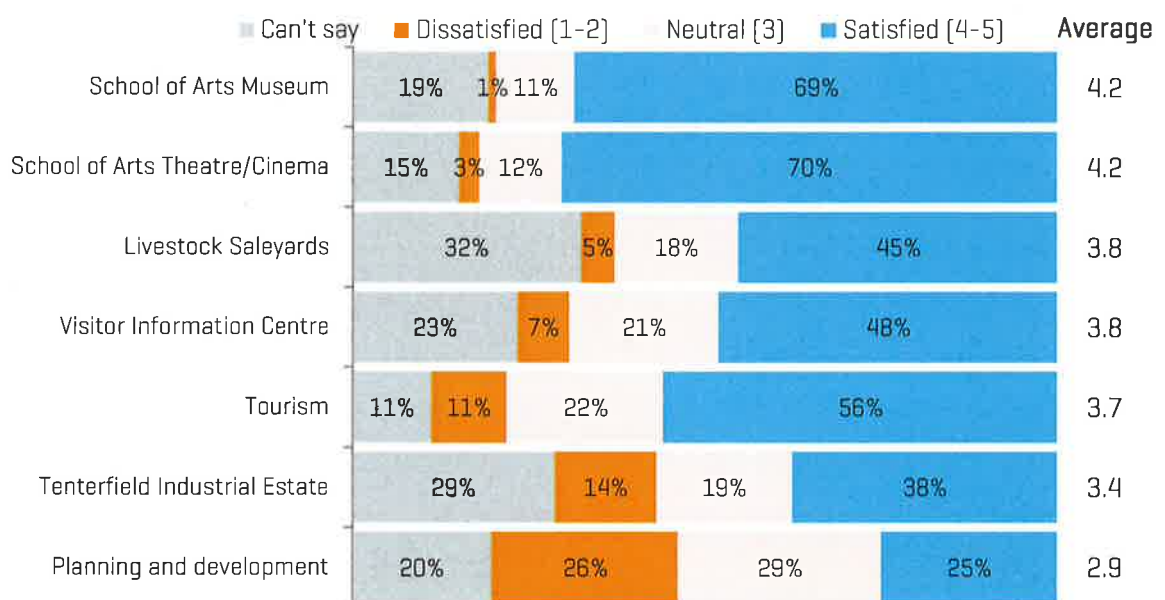
Residents were asked to rate their satisfaction with seven services within this category using a five-point scale.

Four of the seven services within this category recorded high average satisfaction ratings (above 3.75). **School of Arts Museum** [4.2] and **School of Arts Theatre/Cinema** [4.2] recorded the highest average ratings.

Livestock Saleyards [3.8] and **Visitor Information Centre** [3.8] also recorded high average satisfaction ratings. **Tourism** [3.7] and **Tenterfield Industrial Estate** [3.4] recorded medium-level ratings.

Planning and development was the only service within this category that recorded a low average rating (below 3.00). Twenty-six percent [26%] of residents are dissatisfied with planning and development while 25 percent are satisfied.

Figure 2.2 Economy Services – Satisfaction



Base: All respondents (n=402)

Table 2.4 lists significant differences among subgroups for this category of services. There are no significant differences by gender, area or length of time lived in the area.

All significant differences in satisfaction are related to age. Generally, residents aged 65 plus years are more satisfied with economy services compared to other residents. **Tourism** is an exception where residents aged 18 to 34 years are significantly more satisfied [4.2] compared to all other residents.

Table 2.4 Economy Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years are more satisfied with School of Arts Museum compared to all other age groups. - Residents aged 65 plus years are more satisfied than those aged 50 to 64 years with School of Arts Theatre/Cinema and Tenterfield Industrial Estate. - Residents aged 18 to 34 years are more satisfied with tourism compared to all other residents. - Residents aged 65 plus years are more satisfied with planning and development compared to those in the 18 to 34 years and 50 to 64 years age groups.
Area	Nil
Length of time lived in area	Nil

Table 2.5 compares the average satisfaction ratings for 2020 with previous results from 2015 and 2018.

The average satisfaction ratings for all community services are in-line with 2018.

Table 2.5 Economy Services – Internal Benchmarks

Economy Services	2015	2018	2020	Significant change since 2018
School of Arts Museum	-	4.2	4.2	↔
School of Arts Theatre/Cinema	-	4.3	4.2	↔
Livestock Saleyards	-	3.8	3.8	↔
Visitor Information Centre	-	3.7	3.8	↔
Tourism	-	3.6	3.7	↔
Tenterfield Industrial Estate	-	3.3	3.4	↔
Planning and development	2.8	2.8	2.9	↔

2.3 ENVIRONMENTAL SERVICES

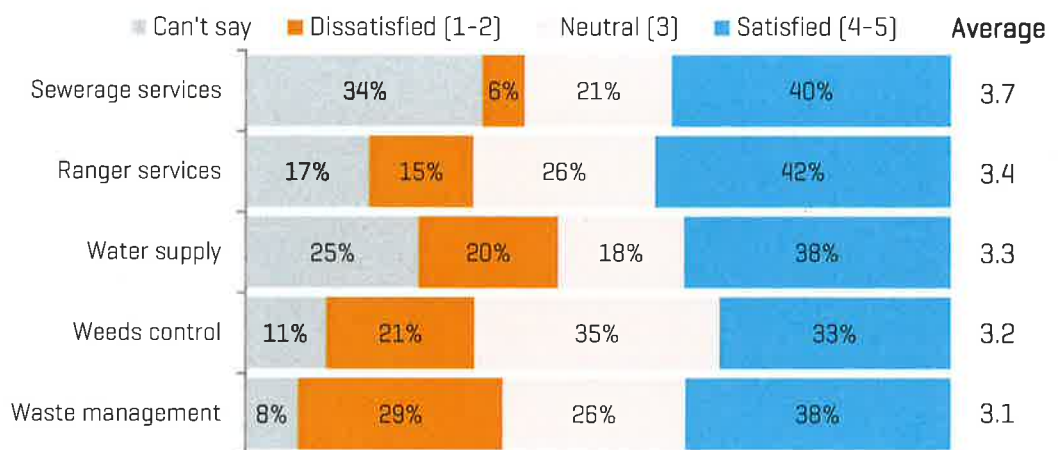
Residents were asked to rate their satisfaction with five services within this category using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

All five environmental services recorded medium average satisfaction ratings. Residents are most satisfied with **sewerage services** (3.7). Forty percent (40%) of residents are satisfied while six percent (6%) are dissatisfied.

This is followed by **ranger services** (3.4), **water supply** (3.3) and **weeds control** (3.2).

Within environmental services, residents are least satisfied with **waste management** (3.1). Twenty-nine percent (29%) of residents are dissatisfied with this service while 38 percent are satisfied. In an open-ended response seven respondents identified waste management as the top priority for Council over the next ten years.

Figure 2.3 Environmental Services – Satisfaction



Base: All respondents (n=402)

Table 2.6 lists significant differences among subgroups for this category of services. There are no significant differences by length of time lived in the area.

Most significant differences are related to age. Residents aged 65 plus years are generally more satisfied with environmental services compared to other residents.

Residents from Tenterfield are more satisfied with **waste management** [3.2] compared to residents from other areas [2.5].

Table 2.6 Environmental Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	- Male residents are significantly more satisfied with sewerage services compared to female residents.
Age	- Residents aged 65 plus years are significantly more satisfied with sewerage services compared to residents in the 35 to 49 years and 50 to 64 years age groups. - Residents aged 65 plus years are more satisfied than those in the 50 to 64 years age group with ranger services . - Residents aged 65 plus years are more satisfied with water supply and waste management compared to all other residents. - Residents aged 50 to 64 years are less satisfied with weeds control compared to all other residents.
Area	- Residents from Tenterfield are more satisfied with waste management compared to residents from other areas.
Length of time lived in area	Nil

Table 2.7 compares the average satisfaction ratings for 2020 with previous results from 2015 and 2018.

The performance of **weeds control** has seen statistically significant improvement since 2018, up 0.4 pts to 3.2.

Average satisfaction with **sewerage services** [down 0.2 pts] and **water supply** [down 0.2 pts] has declined over the past two years.

Table 2.7 Environmental Services – Internal Benchmarks

Environmental Services	2015	2018	2020	Significant change since 2018
Sewerage services	4.0	3.9	3.7	↓
Ranger services	-	3.5	3.4	↔
Water supply	3.4	3.5	3.3	↓
Weeds control	-	2.8	3.2	↑
Waste management	3.2	3.2	3.1	↔

2.4 TRANSPORT SERVICES

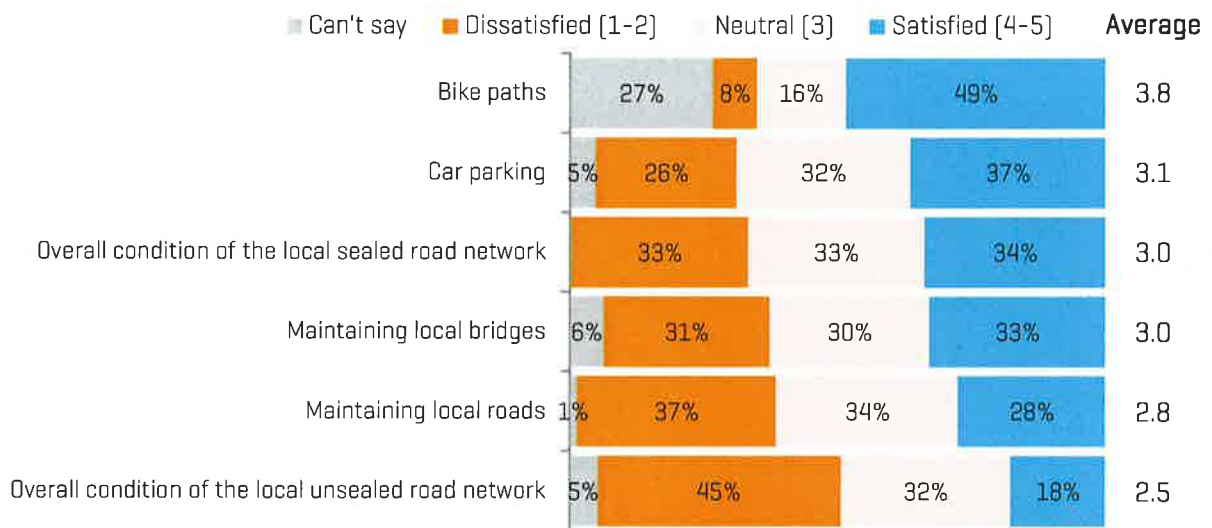
Residents were asked to rate their satisfaction with six services within this category using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

Results for transport were mixed with services recording low to high average satisfaction ratings. Residents are most satisfied with **bike paths** (3.8). Forty-nine percent (49%) of residents are satisfied with bike paths while eight percent (8%) are dissatisfied.

Car parking (3.1), **overall condition of the local sealed road network** (3.0) and **maintaining local bridges** (3.0) recorded medium-level average satisfaction scores.

Overall condition of the local unsealed road network (2.5) and **maintaining local roads** (2.8) recorded low average ratings. These results coincide with the open-ended responses which cited maintenance of the road network as the key priority for Council over the next ten years.

Figure 2.4 Transport Services – Satisfaction



Base: All respondents (n=402)

Table 2.8 lists significant differences among subgroups for this category of services.

Most significant differences are related to age and area. Residents aged 65 plus years are generally more satisfied with transport services compared to other residents.

Residents from Tenterfield are more satisfied with most transport services, including all services related to the condition of roads, compared to residents from other areas. The exception is car parking, where residents from Tenterfield are comparatively less satisfied.

Table 2.8 Transport Services – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - Female residents are most satisfied with the overall condition of the local sealed road network compared to male residents.
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years are more satisfied with the overall condition of the local sealed road network compared to residents in 35 to 49 years and 50 to 64 years age groups. - Residents aged 65 plus years are more satisfied with the following services compared to those aged 50 to 64 years: <ul style="list-style-type: none"> - Maintaining local bridges - Maintaining local roads - Overall condition of the local unsealed road network
Area	<ul style="list-style-type: none"> - Residents from Tenterfield are more satisfied than residents from other areas with the following transport services: <ul style="list-style-type: none"> - Bike paths - Overall condition of the local sealed road network - Maintaining local roads - Overall condition of the local unsealed road network - Residents from Tenterfield are less satisfied with car parking compared to residents from other areas.
Length of time lived in area	<ul style="list-style-type: none"> - Residents who have lived in the area for less than 10 years are more satisfied with car parking compared to those who have lived in the area for more than 10 years.

Table 2.9 compares the average satisfaction ratings for 2020 with previous results from 2015 and 2018.

All services related to the maintenance of roads and the condition of the road network have recorded statistically significant improvement in satisfaction over the past two years. The biggest increase was **maintaining local roads**, up 0.4 pts to 2.8.

Car parking also recorded statistically significant improvement, up 0.3 pts 3.1.

Table 2.9 Transport Services – Internal Benchmarks

Transport Services	2015	2018	2020	Significant change since 2018
Bike paths	3.3	3.7	3.8	↔
Car parking	2.9	2.8	3.1	↑
Overall condition of the local sealed road network	2.9	2.7	3.0	↑
Maintaining local bridges	3.3	3.1	3.0	↔
Maintaining local roads	2.5	2.4	2.8	↑
Overall condition of the local unsealed road network	2.3	2.2	2.5	↑

3 PRIORITISING SERVICES & FACILITIES

This section of the report aims to identify the key drivers of resident satisfaction via a deeper analysis of the relationship between overall satisfaction with Tenterfield Shire Council and satisfaction with services and facilities as reported in the previous section.

3.1 Quadrant Analysis

Quadrant analysis simultaneously analyses the importance of a service in terms of driving overall satisfaction and the performance of services in terms of resident satisfaction. To do this, mean satisfaction scores are plotted against derived importance scores for each Council service. Importance scores are derived from regression analysis.

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

These scores do not suggest the service or facility is not important in the personal lives of residents. It strictly relates to importance in creating overall satisfaction with Council. Areas of personal importance are analysed in Section 4.2 'Top Priorities for Council – Open-Ended Responses'.

Figure 3.1 (over-page) is Council's performance/importance quadrant.

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths or 'Strategic Advantages'.
2. The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or 'Key Vulnerabilities'.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or 'Potential Vulnerabilities'.
4. The lower right quadrant (relatively lower importance and high satisfaction) represent Council's 'Differentiators'.

Figure 3.1 Quadrant Analysis - Full View

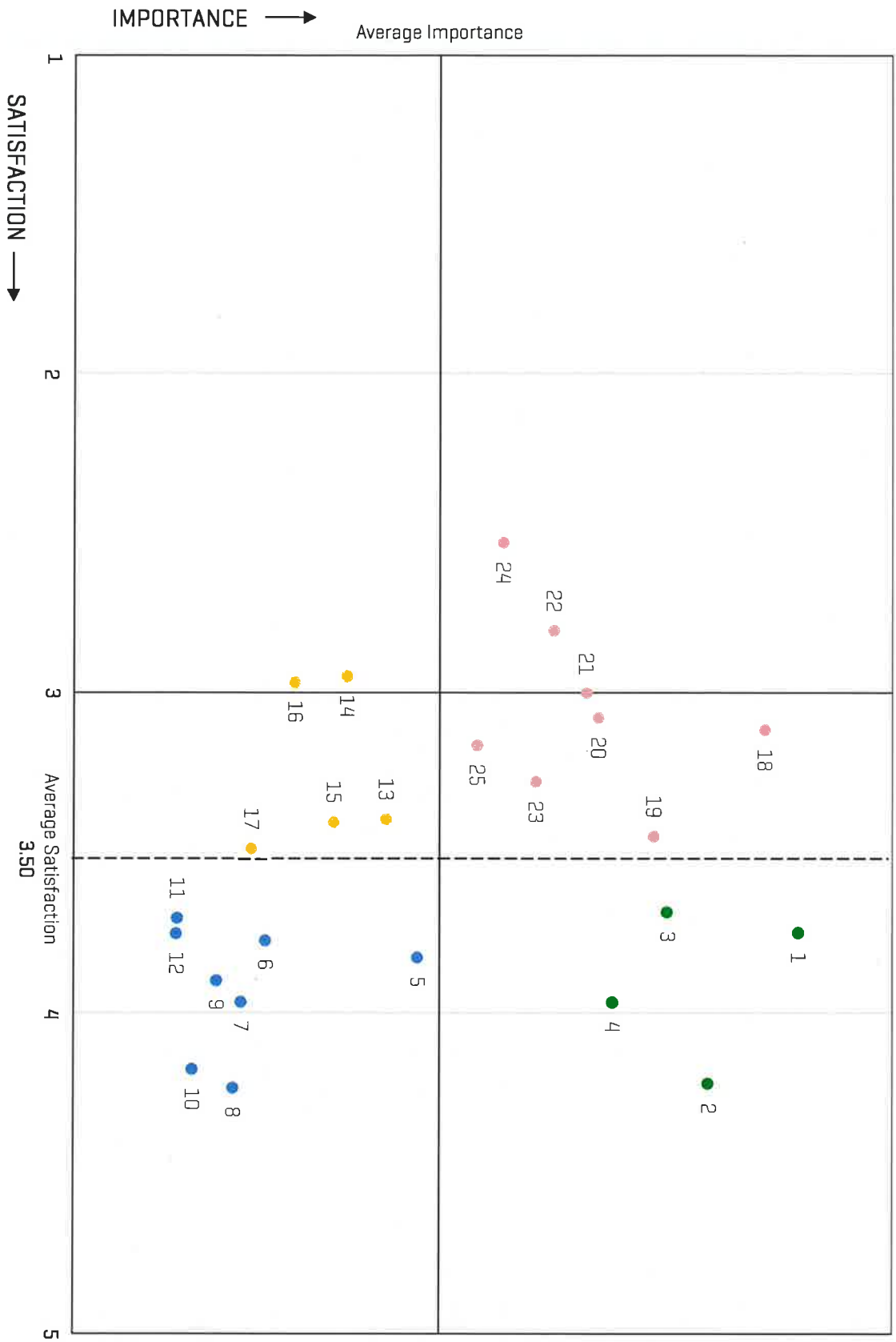


Figure 3.2 Quadrant Analysis

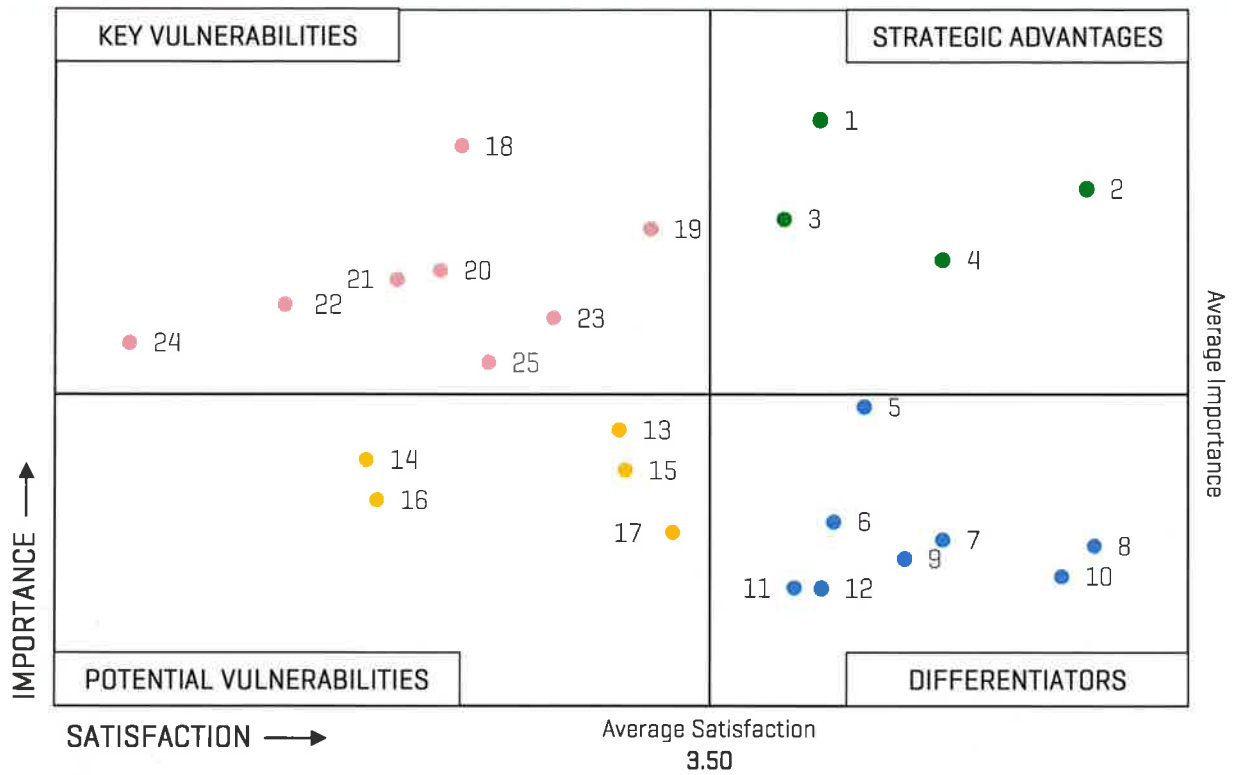


Table 3.1 Quadrant Analysis

KEY VULNERABILITIES	STRATEGIC ADVANTAGES
18 - Waste management 19 - Public amenities 20 - Car parking 21 - Overall condition of the local sealed road network 22 - Maintaining local roads 23 - Water supply 24 - Overall condition of the local unsealed road network 25 - Weeds control	1 - Community buildings/halls 2 - School of Arts Theatre/Cinema 3 - Tourism 4 - Cemeteries
POTENTIAL VULNERABILITIES	DIFFERENTIATORS
13 - Ranger services 14 - Planning and development 15 - Tenterfield Industrial Estate 16 - Maintaining local bridges 17 - Swimming pools	5 - Livestock Saleyards 6 - Bike paths 7 - Ovals and sportsgrounds 8 - School of Arts Museum 9 - Parks and playgrounds 10 - Library services 11 - Sewerage services 12 - Visitor Information Centre



Services in the upper right quadrant are **Strategic Advantages** – these have an important impact on creating overall satisfaction with Tenterfield Shire Council and their performance is above average.

Council's four **Strategic Advantages** include:

- ▶ Community buildings/halls
- ▶ School of Arts Theatre/Cinema
- ▶ Tourism
- ▶ Cemeteries

Services in the upper left quadrant are **Key Vulnerabilities** – services which have an important impact on creating overall satisfaction but are performing below average. These services are regarded as Council's **foremost** priorities.

Council's eight **Key Vulnerabilities** include:

- ▶ Waste management
- ▶ Public amenities
- ▶ Car parking
- ▶ Overall condition of the local sealed road network
- ▶ Maintaining local roads
- ▶ Water supply
- ▶ Overall condition of the local unsealed road network
- ▶ Weeds control

All other services are classified as **Differentiators** or **Potential Vulnerabilities** based on whether they are performing above or below average, respectively. Improvement in the performance of these services will not have a large, significant impact on overall satisfaction with Council.

Table 3.2 reports quadrant analysis by service category. Council's **Strategic Advantages** are shared between **community services** and **economy services**. Council's **Differentiators** are also mostly concentrated in these two service areas but are shared across all service categories.

Council's **Key Vulnerabilities** are spread three of the four service categories but are concentrated in **environmental services** and **transport services**.

All four transport services which are classified as Key Vulnerabilities have recorded statistically significant increases in average satisfaction since 2018. While remaining below-average services in the context of Council's wider service provision, these services have improved over the past two years.

Table 3.2 Quadrant Analysis by Service Category

Community Services	Economy Services
Community buildings/halls	School of Arts Theatre/Cinema
Cemeteries	Tourism
Ovals and sportsgrounds	Livestock saleyards
Parks and playgrounds	School of Arts Museum
Library services	Visitor Information Centre
Swimming pools	Planning and development
Public amenities	Tenterfield Industrial Estate
Environmental Services	Transport Services
Sewerage services	Bike paths
Ranger services	Maintaining local bridges
Waste management	Car parking
Water supply	Overall condition of the local sealed road network
Weeds control	Maintaining local roads
	Overall condition of the local unsealed road network

3.2 Top Priorities for Council – Open-Ended Responses

Residents were asked what should be Council's top priority for the region over the next ten years. A full list of open-ended responses has been provided to Council in a separate report. Thematic analysis was used to categorise responses into key themes.

Figure 3.3 [over page] lists these key themes by number of responses.

1. Roads [n=83]

Of the 83 responses related to roads, 57 related to the maintenance and improvement of the road network. Fourteen responses related to unsealed country roads while twelve responses related to the bypass.

The total number of responses related to roads has almost halved compared to 2018 [153 responses]. It remains the top priority for Council among residents but other issues such as tourism and water management have increased in importance.

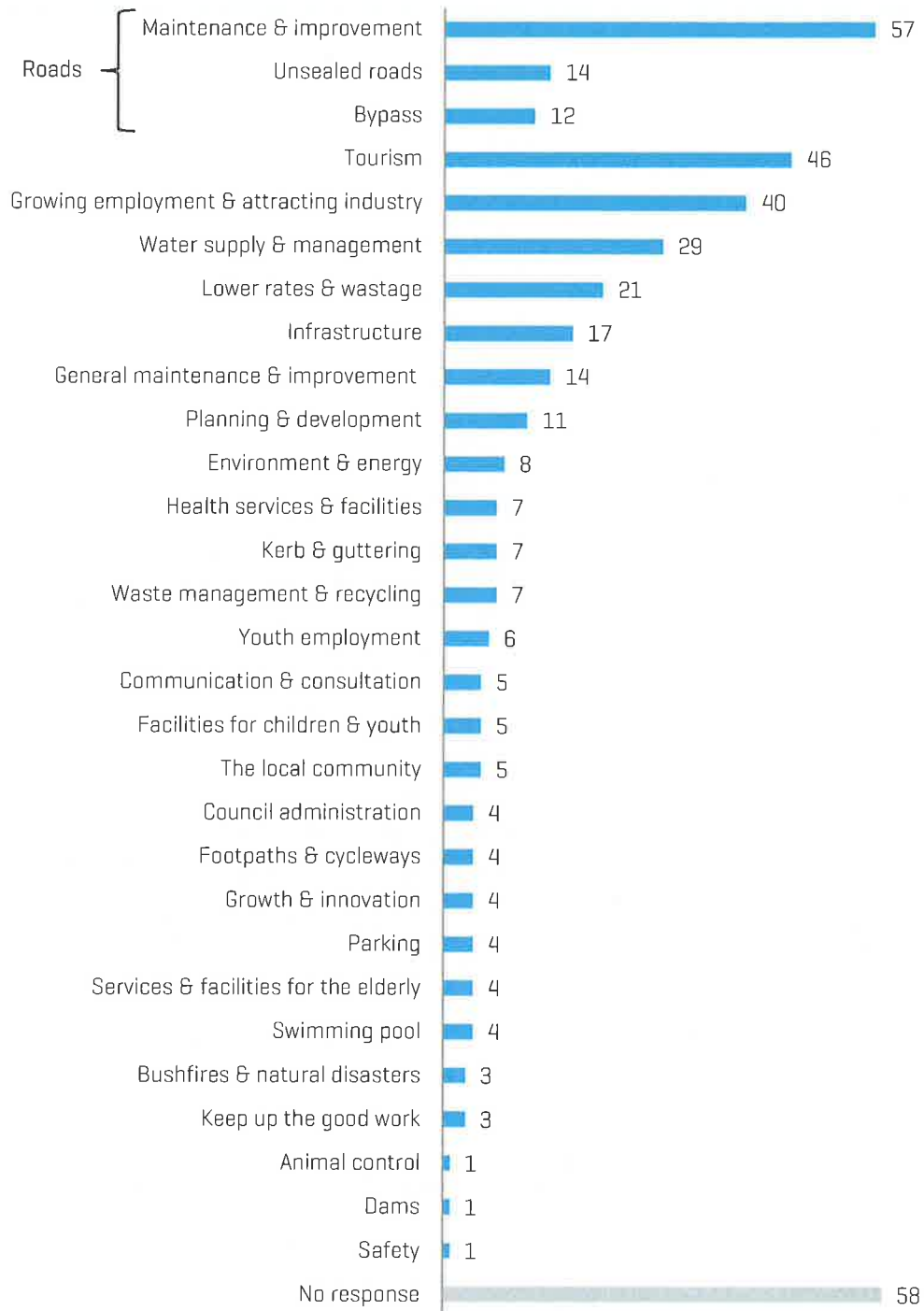
2. Tourism [n=46]

Forty-six responses were related to tourism. These residents would like to see Council increase its promotion of tourism and the region.

3. Growing employment & attracting industry [n=40]

Forty responses related to economic development and attracting industry to the region. These residents want Council to assist in creating new employment opportunities by attracting new industry and businesses to the Tenterfield Shire.

Figure 3.3 Top Priorities for Council



Base: All respondents (n=402)

4 CUSTOMER SERVICES

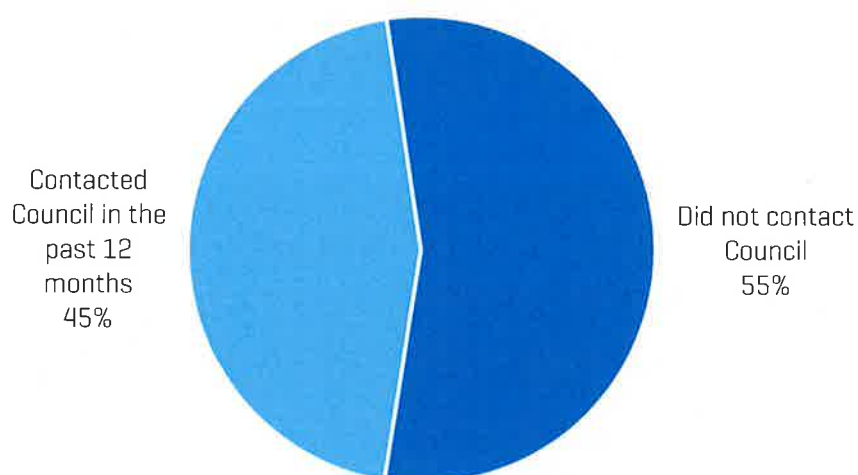
This section of the report covers Tenterfield Shire Council's customer services. It includes recent contact with Council, the nature of the enquiry, method of contact, perceptions of customer services and Council staff and overall satisfaction with the handling of their enquiry.

4.1 Recent contact with Council

Forty-five percent [45%] of residents have contacted Tenterfield Shire Council in the past 12 months. This is in-line with the result from the Customer Satisfaction Survey 2018 [45%].

A significantly higher proportion of respondents aged 50 to 64 years contacted Council [61%]. There were no significant differences by gender, area of the length of time lived in the area.

Figure 4.1 Recent contact with Council



Base: All respondents (n=402)

Table 4.1 Recent contact with Council – Subgroup Analysis

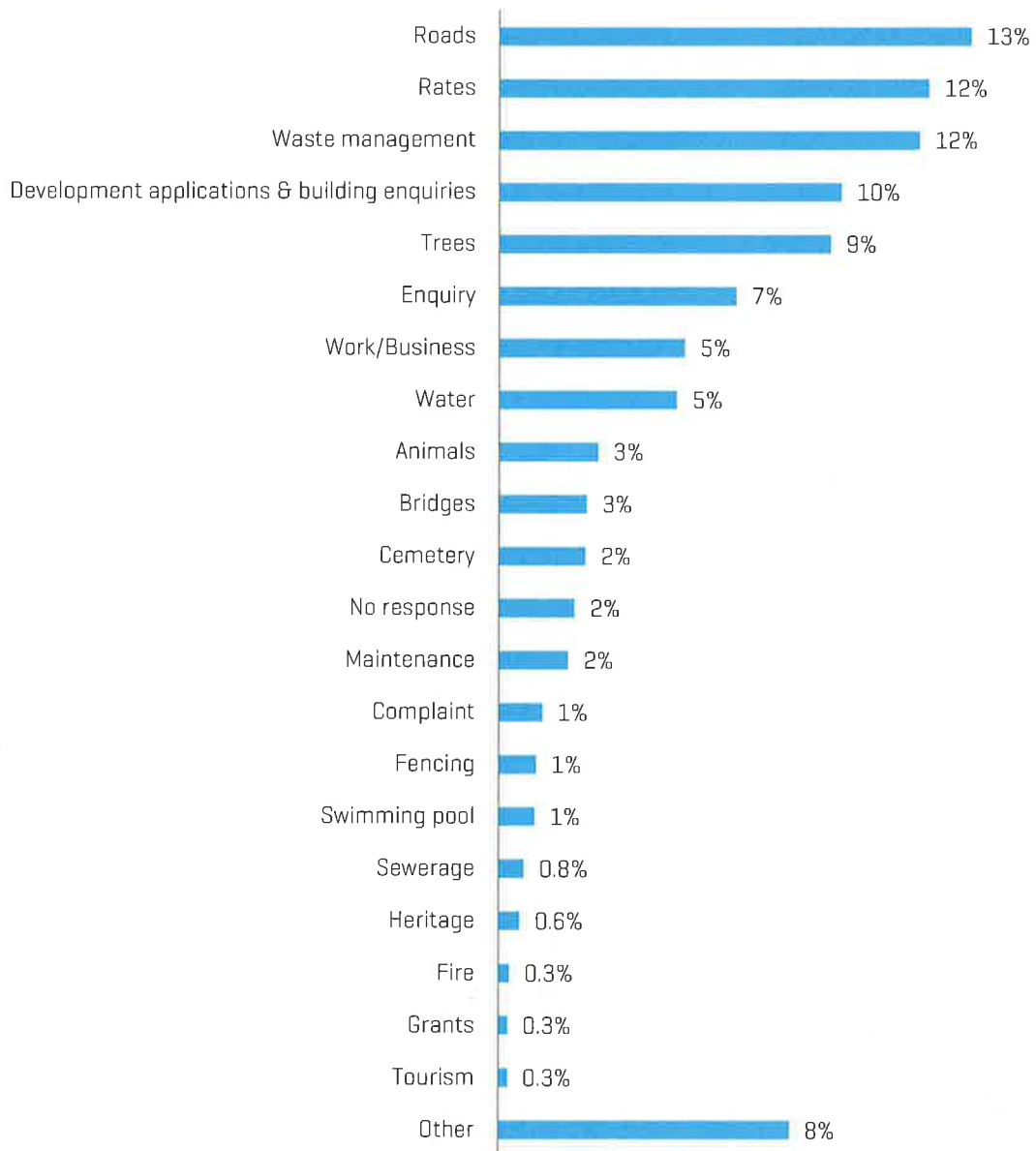
Subgroup	Significant Differences
Gender	Nil
Age	- A significantly higher proportion of respondents aged 50 to 64 years have contacted Council compared to the 18 to 34 years and 65 plus years age groups.
Area	Nil
Length of time lived in area	Nil

4.2 Nature of Enquiry

Residents who had contacted Council in the past 12 months ['customers'] were asked to indicate the nature of their enquiry.

The most common reasons for contacting Council included roads [13%], rates [12%], waste management [12%], and development applications and building enquiries [10%].

Figure 4.2 Nature of enquiry



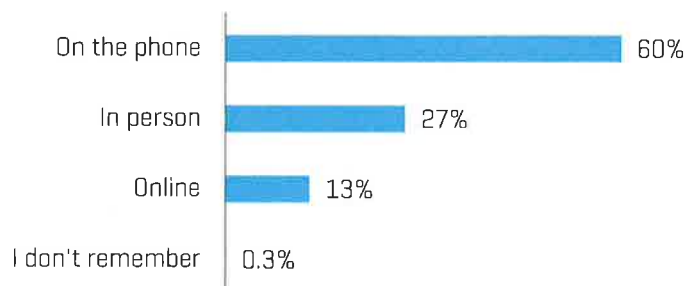
Base: Contacted in the last 12 months [n=181]

4.3 Method of Contact

Customers were asked which method they most recently used to contact Council.

Sixty percent [60%] of customers contacted Council **on the phone**. About one in four [27%] visited **in person** while 13 percent contacted Council **online**.

Figure 4.3 Method of Contact



Base: Contacted in the last 12 months (n=181)

Table 4.2 Method of Contact – Subgroup Analysis

Subgroup	Significant Differences
Gender	- A significantly higher proportion of male customers contacted Council in person compared to female customers.
Age	- A significantly higher proportion of customers aged 18 to 34 years contacted Council online compared to those aged 50 to 64 years.
Area	- A significantly higher proportion of residents from Tenterfield visited in person compared to residents of other areas.
Length of time lived in area	Nil

Customers are increasingly contacting Council **on the phone** [up 5% pts] and **online** [up 4% pts].

Table 4.3 Method of Contact – Comparison with 2018

Method of Contact	2018	2020
On the phone	55%	60%
In person	34%	27%
Online	9%	13%
I don't remember	3%	0.3%

4.4 Customer perceptions of Council's customer services

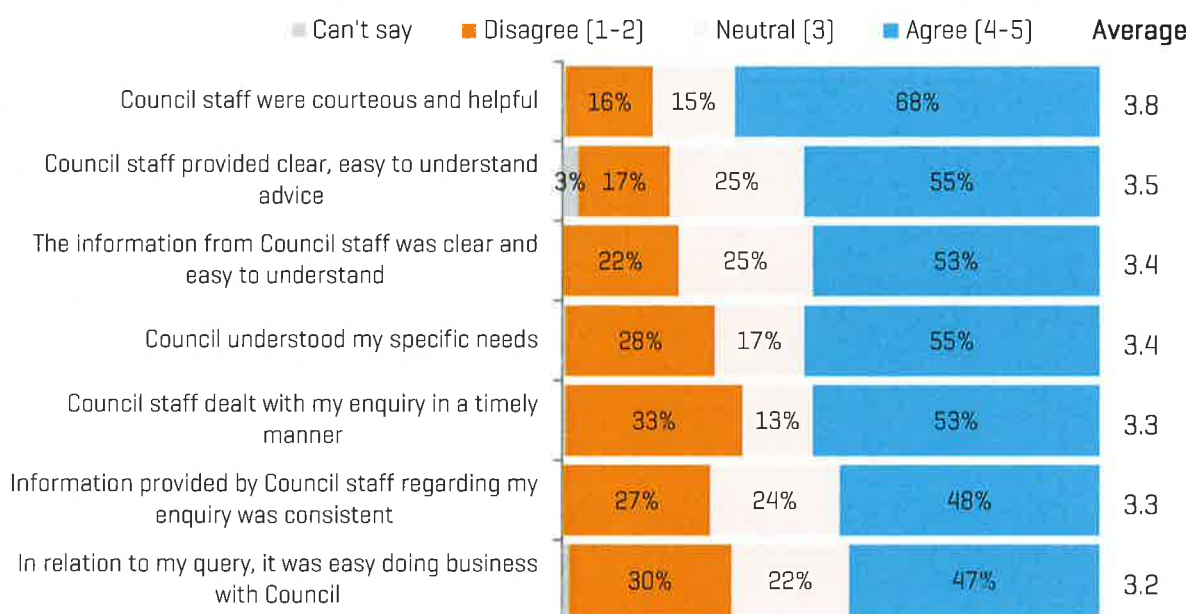
Customers were asked to rate their agreement with seven statements related to Council's customer services using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

All statements recorded medium-level average agreement ratings. Sixty-eight percent [68%] of customers agreed **Council staff were courteous and helpful**, resulting in an average rating of 3.8.

One third [33%] of customers disagreed that **Council staff dealt with their enquiry in a timely manner** [3.3].

Among customers who disagreed it was easy doing business with Council, timeliness and staff understanding of specific needs were the key drivers of negative perceptions of customer services.

Figure 4.4 Perceptions of community engagement



Base: Contacted Council in last 12 months (n=181)

Table 4.4 Customer perceptions of customer services – Significant Differences

Subgroup	Significant Differences
Gender	Nil
Age	Nil
Area	- Customers from Tenterfield agreed with the statement Council staff were courteous and helpful significantly less compared to residents from other areas.
Length of time lived in area	Nil

Table 4.5 compares average agreement ratings for 2020 with previous survey results from 2018.

Five of the seven statements relating to customer services have recorded statistically significant declines in average agreement since 2018.

Table 4.5 Customer perceptions of customer services – Internal Benchmarks

Customer perceptions of customer services	2018	2020	Significant change since 2018
Council staff were courteous and helpful	3.9	3.8	↔
Council staff provided clear, easy to understand advice	3.7	3.5	↓
The information from Council staff was clear and easy to understand	3.7	3.4	↓
Council understood my specific needs	3.7	3.4	↓
Council staff dealt with my enquiry in a timely manner	3.5	3.3	↓
Information provided by Council staff regarding my enquiry was consistent	3.4	3.3	↔
In relation to my query, it was easy doing business with Council	3.5	3.2	↓

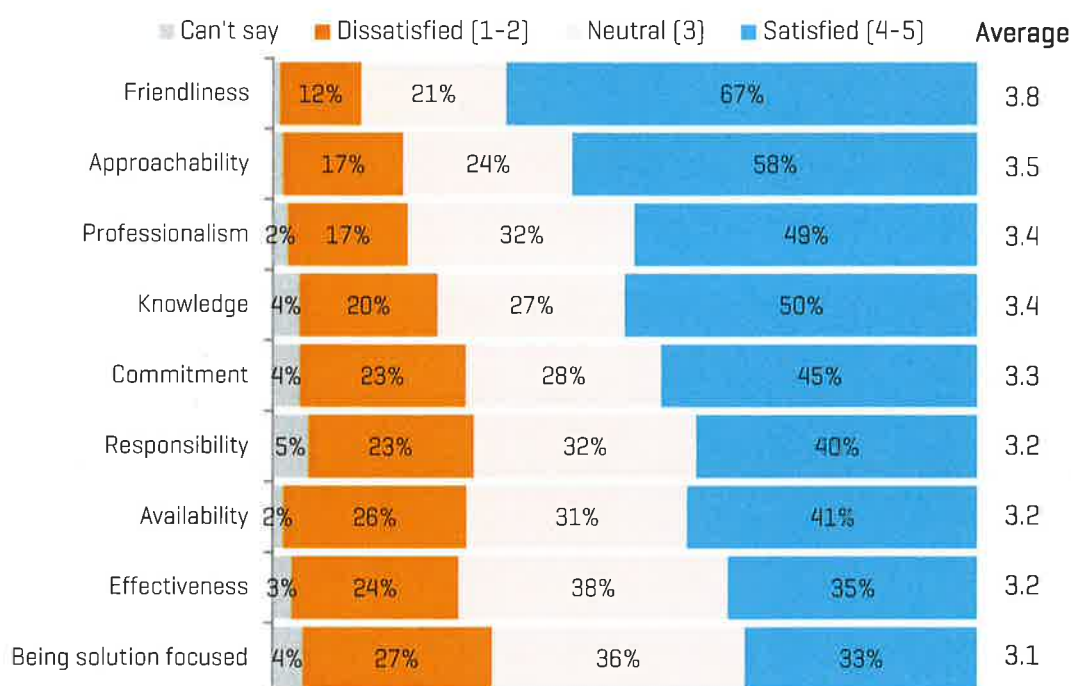
4.5 Customer perceptions of Council staff

Customers were asked to rate their satisfaction with nine attributes of Council's staff using a five-point scale where 1 meant 'very dissatisfied' and 5 meant 'very satisfied'.

Eight of the nine attributes recorded medium-level average satisfaction ratings. Customers were most satisfied with the **friendliness** of staff. This attribute recorded a high average rating of 3.8.

Customers were least satisfied with Council staff's ability to be **solution focused** [3.1]. Aligning with the results in Section 4.4, customers are generally satisfied with the disposition of staff. Effectiveness and timeliness are factors which drive negative perceptions of customer services.

Figure 4.5 Customer perceptions of Council staff



Base: Contacted Council in last 12 months (n=181)

Table 4.6 Customer perceptions of Council staff – Significant Differences

Subgroup	Significant Differences
Gender	- Male customers were significantly more satisfied than female customers with Council staff's friendliness and approachability .
Age	Nil
Area	- Customers from Tenterfield were less satisfied than customers from other areas with Council staff's friendliness , approachability and commitment .
Length of time lived in area	Nil

Table 4.7 compares average satisfaction ratings for 2020 with previous survey results from 2018.

Average satisfaction with eight of the nine attributes related to Council staff have recorded statistically significant declines over the past two years. Average satisfaction with the **knowledge** of Council staff is in-line with 2018.

Table 4.7 Customer perceptions of Council staff – Internal Benchmarks

Customer perceptions of Council staff	2018	2020	Significant change since 2018
Friendliness	4.0	3.8	↓
Approachability	3.8	3.5	↓
Professionalism	3.7	3.4	↓
Knowledge	3.5	3.4	↔
Commitment	3.6	3.3	↓
Responsibility	3.4	3.2	↓
Availability	3.5	3.2	↓
Effectiveness	3.5	3.2	↓
Being solution focused	3.3	3.1	↓

4.6 Overall satisfaction with Council's customer services

Customers were asked to rate their agreement with the statement 'Overall, I was satisfied with the way my enquiry with Council was handled.' using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

In total, 47 percent of customers are satisfied with the way their enquiry was handled with 24 percent giving the highest rating of 5. Thirty-three percent [33%] of customers were dissatisfied while 18 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.23.

There were no significant differences in average agreement among subgroups.

Figure 4.6 Overall satisfaction with Council's customer services

'Overall, I was satisfied with the way my enquiry with Council was handled.'

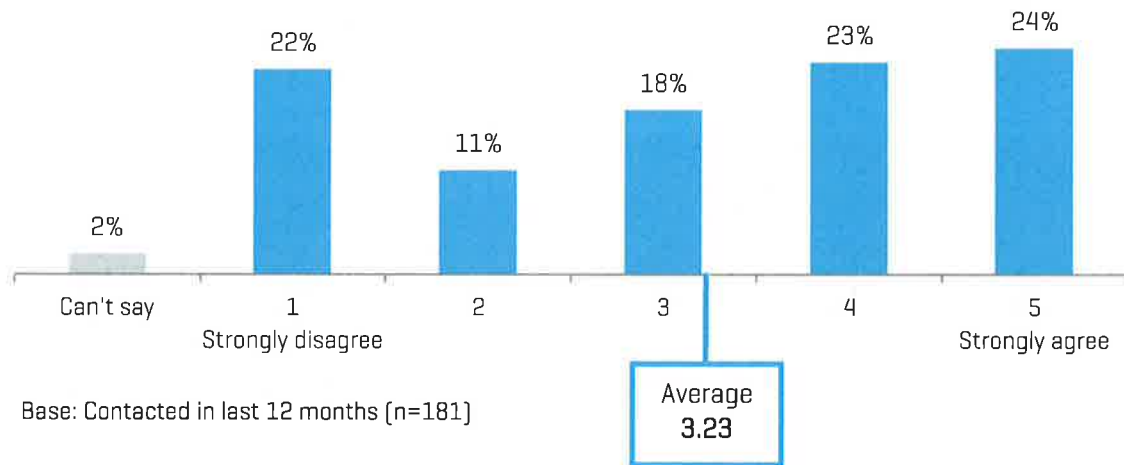


Figure 4.7 compares average agreement with previous results from 2018. There has been a statistically significant decline [0.2 pts] in average agreement over the past two years.

Figure 4.7 Overall satisfaction with customer services – Comparison of Ratings

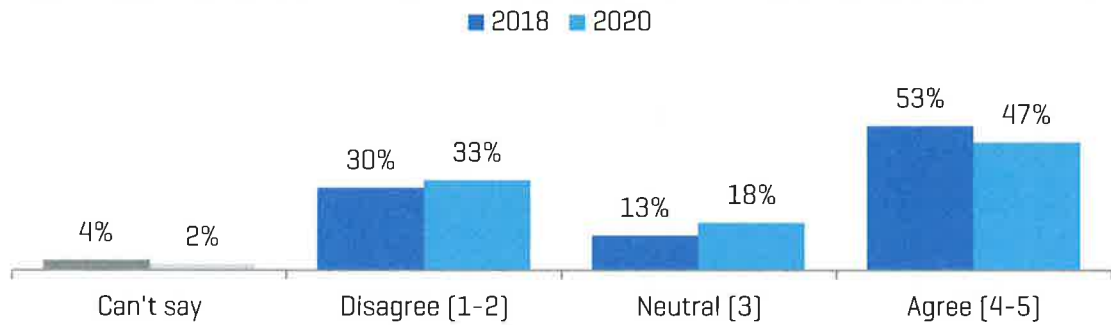
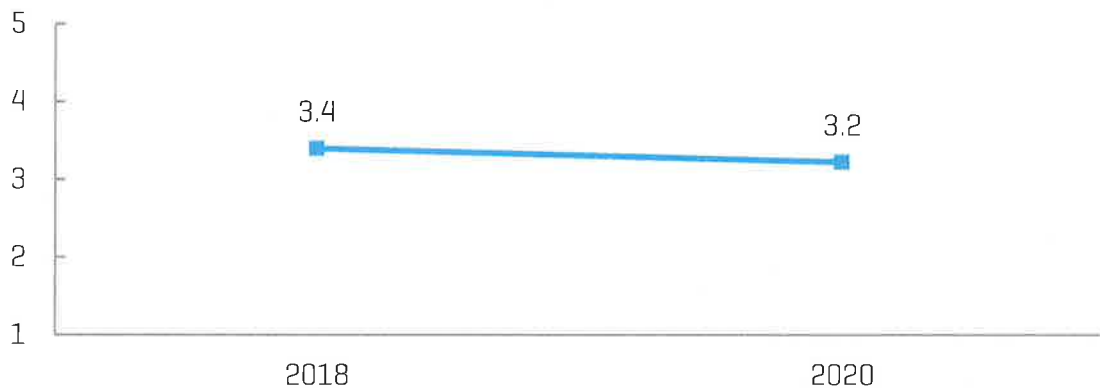


Figure 4.8 Overall satisfaction with customer services – Internal Benchmarks



5 COMMUNICATION

This section of the report examines the most used and the most preferred sources of receiving information about Council services, events and activities.

5.1 Sources of receiving information about Council

Respondents were read a list of sources and were asked to indicate which they usually use to receive information regarding. They were able to select multiple responses. Respondents were asked to select only **one** preferred source from that list.

Figure 6.1 [over page] shows the most used and most preferred sources of receiving information about Council, ranked from most used to least used.

The five most **used** sources of information include:

1. **Your Local News fortnightly news brochure** [81%]
2. **Word of mouth** [60%]
3. **Rates notice** [51%]
4. **Ten FM Community Radio** [36%]
5. **Council website** [32%]

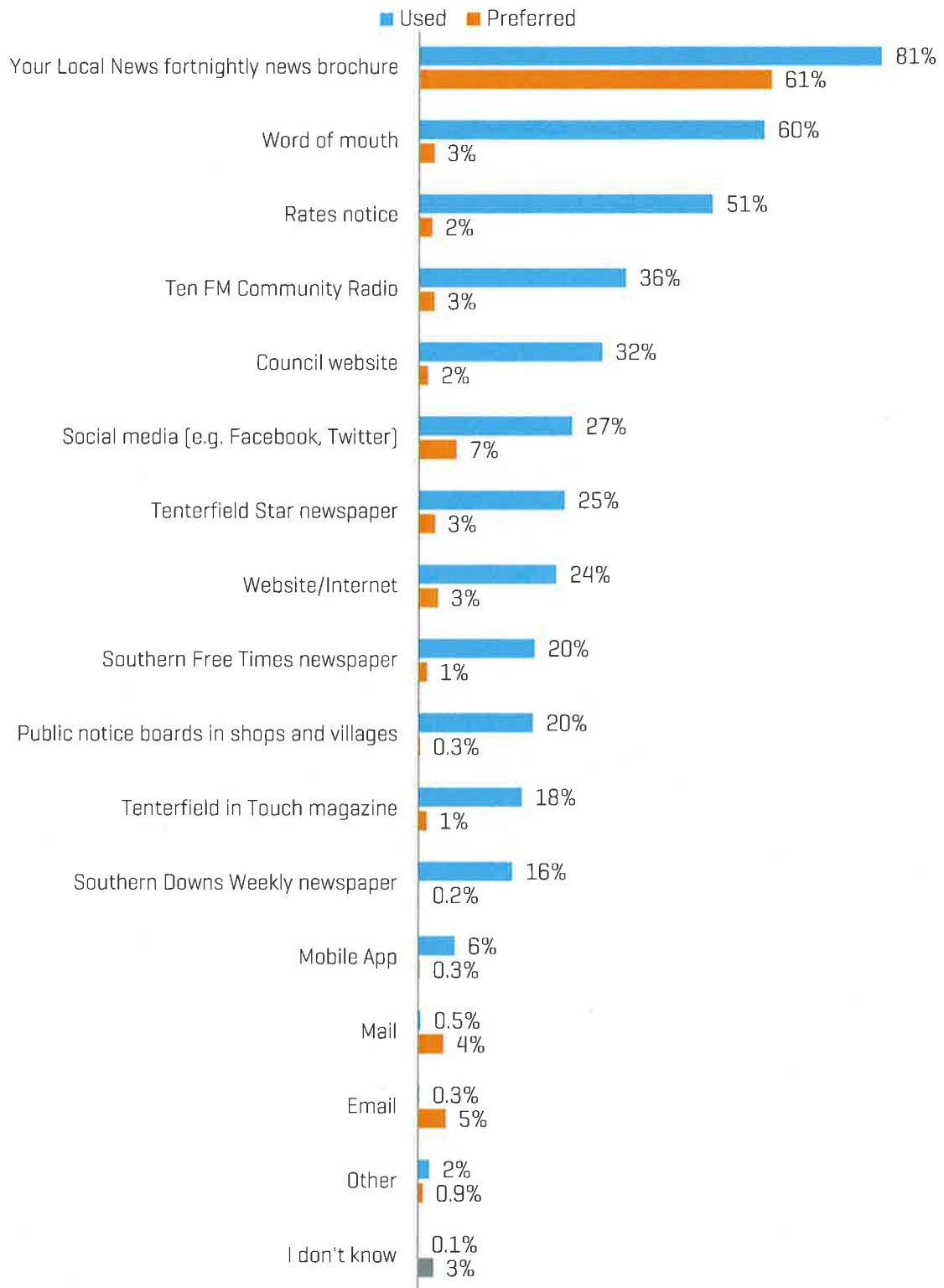
The five most **preferred** sources of information include:

1. **Your Local News fortnightly news brochure** [61%]
2. **Social media [e.g. Facebook, Twitter]** [7%]
3. **Email** [5%]
4. **Mail** [4%]
5. **Website/Internet** [3%]

Council is generally meeting the preferences of residents as the **Your Local News fortnightly news brochure** is the most used [81%] and most preferred [61%] source of Council information.

Social media [e.g. Facebook, Twitter] is the second most preferred source [7%] but is the sixth most used method of receiving information [27%]. This is an increasingly popular information source as proportion that selected social media as their most preferred method has increased since 2018 [up from 0.3%].

Figure 5.1 Most used and preferred sources of receiving Council information



Base: All respondents (n=402)

Note: 'Used' figures do not total 100% as respondents could select multiple sources.

Tables 5.1 and 5.2 report subgroup analysis for the most used and most preferred sources of information.

Table 5.1 Most used sources of information – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - A significantly higher proportion of male residents use the Southern Free Times newspaper compared to female residents. - A significantly higher proportion of female residents use the Mobile App compared to male respondents.
Age	<ul style="list-style-type: none"> - A significantly higher proportion of respondents aged 18 to 34 years use social media compared to all other age groups.
Area	<ul style="list-style-type: none"> - A significantly higher proportion of Tenterfield residents use the Tenterfield Star newspaper compared to residents of other areas.
Length of time lived in area	<ul style="list-style-type: none"> - Residents who have lived in the area for more than 15 years use the website/internet significantly more than those who have lived in the area for 11 to 15 years.

Table 5.2 Most preferred sources of information – Subgroup Analysis

Subgroup	Significant Differences
Gender	<ul style="list-style-type: none"> - A significantly higher proportion of male residents prefer email compared to female residents. - A significantly higher proportion of female residents prefer the Council website.
Age	<ul style="list-style-type: none"> - The proportion of residents aged 18 to 34 years that prefer social media is significantly higher compared to those aged 50 years and over. - A significantly higher proportion of residents aged 65 plus years prefer the Tenterfield Star newspaper compared to those in the 18 to 34 years and 35 to 49 years age groups.
Area	<ul style="list-style-type: none"> - Residents from other areas prefer the following sources significantly more compared to residents of Tenterfield: <ul style="list-style-type: none"> - Mail - Rates notice - Southern Times Free newspaper
Length of time lived in area	<ul style="list-style-type: none"> - A significantly higher proportion of residents that have lived in the area for 11 to 15 years prefer email compared to those who have lived in the area for more than 15 years. - A significantly higher proportion of residents that have lived in the area for less than five years prefer the website/internet compared to all other residents. - A significantly higher proportion of residents that have lived in the area for less than ten years prefer Tenterfield in Touch magazine compared to those who have lived in the area for more than 10 years. - A significantly higher proportion of residents that have lived in the area for 1 to 5 years prefer Southern Free Times newspaper compared to those who have lived in the area for more than 15 years.

5.2 Further Segmentation

Table 5.3 lists the most used and most preferred sources for different types of residents.

Table 5.3 Sources of Information – Further Segmentation

Gender	Age	Usual Methods	Preferred Methods
Male	18 to 34	<ol style="list-style-type: none"> 1. Word of mouth 2. Your Local News fortnightly news brochure 3. Ten FM Community Radio 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Social media 3. No preference
	35 to 49	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Word of mouth 3. Rates notice 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Email 3. Social media
	50 to 64	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Word of mouth 3. Rates notice 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Word of mouth 3. Website/internet
	65+	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Word of mouth 3. Rates notice 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Email 3. Mail

Gender	Age	Usual Methods	Preferred Methods
Female	18 to 34	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Council website 3. Word of mouth 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Social media 3. Ten FM Community Radio
	35 to 49	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Rates notice 3. Word of mouth 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Social media 3. Email
	50 to 64	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Rates notice 3. Word of mouth 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Mail 3. Council website
	65+	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Rates notice 3. Word of mouth 	<ol style="list-style-type: none"> 1. Your Local News fortnightly news brochure 2. Mail 3. Tenterfield Star newspaper

6 COMMUNITY ENGAGEMENT

This section of the report covers the perceptions of residents regarding Tenterfield Shire Council's community engagement.

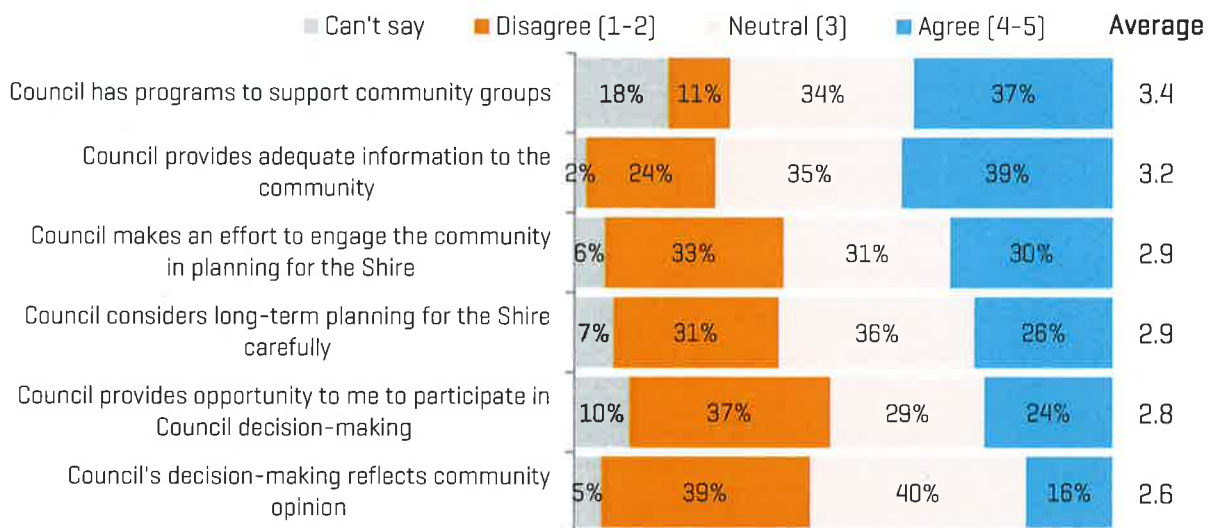
6.1 Perceptions of community engagement

Residents were asked to rate their agreement with six statements relating to Council's community engagement using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

Two of the six statements recorded medium-level average agreement ratings. Residents generally agreed that **Council has programs to support community groups** [3.4] and **Council provides adequate information to the community** [3.2].

Four statements recorded low average ratings, all of which relate to planning and decision-making. The statement which recorded the lowest rating was **Council's decision-making reflects community opinion** [2.6]. Sixteen percent [16%] agreed with this statement while 39 percent disagreed.

Figure 6.1 Perceptions of community engagement



Base: All respondents (n=402)

Table 6.1 lists significant difference in perceptions of community engagement among subgroups. There are no significant differences by gender, area and length of time lived in the area.

All significant differences are related to age. Residents aged 65 plus years are generally more satisfied with Council's community engagement compared to other residents.

Table 6.1 Perceptions of community engagement – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years agreed with the following statements significantly more than those in the 35 to 49 years and 50 to 64 years age groups: <ul style="list-style-type: none"> - Council provides adequate information to the community - Council considers long-term planning for the Shire carefully - Residents aged 65 plus years agreed with the statement Council's decision-making reflects community opinion significantly more than those in the 50 to 64 years age group.
Area	Nil
Length of time lived in area	Nil

Table 6.2 compares the average satisfaction ratings for 2020 with previous results from 2018. The average agreement ratings for all statements are in-line with 2018.

Table 6.2 Perceptions of community engagement – Internal Benchmarks

Perceptions of community engagement	2018	2020	Significant change since 2018
Council has programs to support community groups	3.3	3.4	↔
Council provides adequate information to the community	3.2	3.2	↔
Council makes an effort to engage the community in planning for the Shire	2.9	2.9	↔
Council considers long-term planning for the Shire carefully	2.8	2.9	↔
Council provides opportunity to me to participate in Council decision-making	2.7	2.8	↔
Council's decision-making reflects community opinion	2.7	2.6	↔

6.2 Overall satisfaction with community engagement

Respondents were asked to rate their agreement with the statement 'Overall, I am satisfied with the way Council interacts with me,' using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

In total, 35 percent of residents agreed with the statement, with eight percent [8%] providing the highest rating of 5. Twenty-eight percent [28%] disagreed while 35 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.04.

Figure 6.2 Overall satisfaction with community engagement

'Overall, I am satisfied with the way Council interacts me with.'

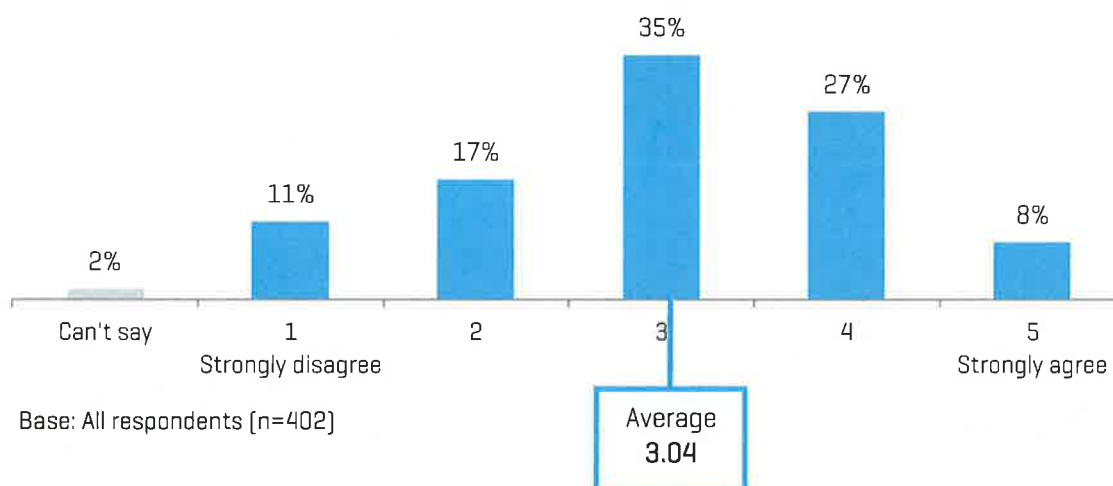


Table 6.3 Overall satisfaction with community engagement – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- Residents aged 65 plus years agreed with the statement significantly more than all other residents.
Area	Nil
Length of time lived in area	- Residents that have lived in the area for less than 10 years agreed with the statement significantly more than those that have lived in the area for 11 to 15 years.

Figure 6.3 compares the average agreement with previous results from 2018.

Average agreement is in-line with 2018. There has been no statistically significant change in average agreement since 2018.

Figure 6.3 Overall satisfaction with community engagement – Comparison of Ratings

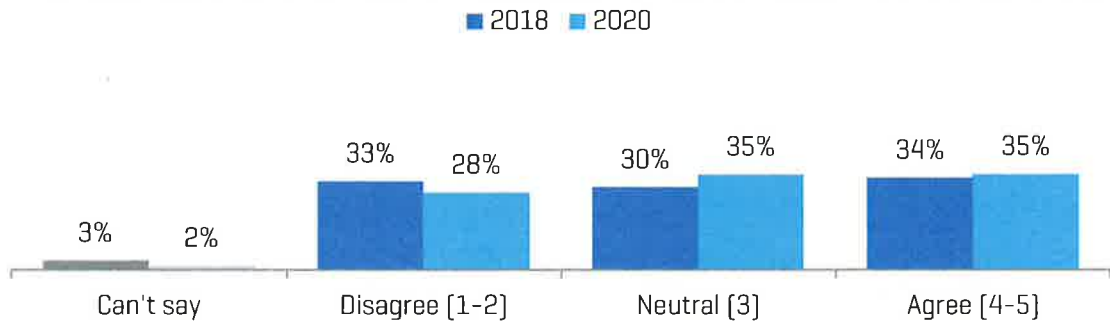
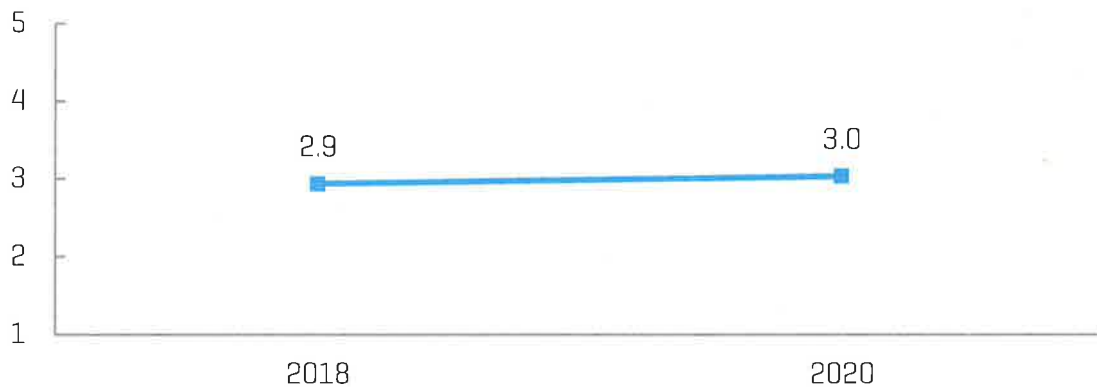


Figure 6.4 Overall satisfaction with community engagement – Internal Benchmarks



7 DISASTER MANAGEMENT

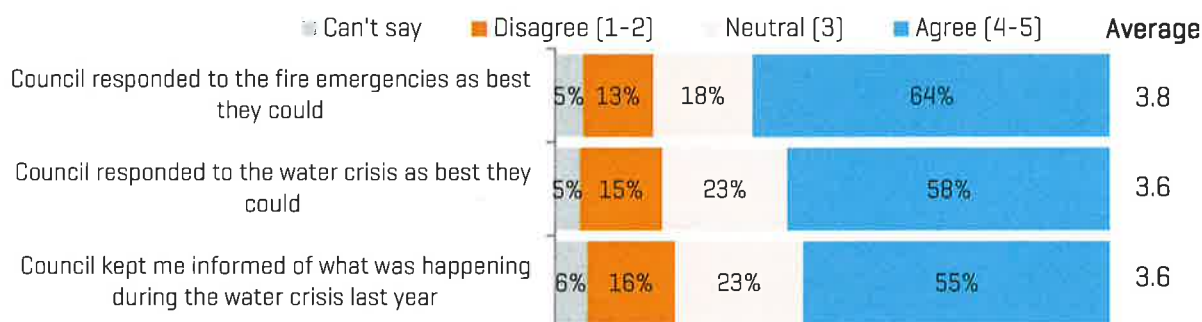
This section of the report covers perceptions of Tenterfield Shire Council's management of the bushfire and water crises.

7.1 Perceptions of disaster management

Respondents were asked to rate their agreement with three statements relating to Council's handling of the bushfire and water crises of 2019.

All statements recorded medium-level average agreement ratings. Most residents agreed with the three statements relating to disaster management. Residents were more positive towards the response to the fire emergencies compared to the water crises.

Figure 7.1 Perceptions of disaster management



Base: All respondents (n=402)

Table 7.1 Perceptions of disaster management – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years agreed with the following statements significantly more than all other residents: <ul style="list-style-type: none"> - Council responded to the fire emergencies as best they could - Council responded to the water crises as best they could - Residents aged 65 plus years agreed that Council kept me informed of what was happening during the water crises last year significantly more than those in the 35 to 49 years age group.
Area	Nil
Length of time lived in area	Nil

7.2 Overall satisfaction with disaster management

Respondents were asked to rate their agreement with the statement 'Overall, I am satisfied with the way Council responded to the natural disasters in 2019.' using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

In total, 65 percent of residents agreed with the statement, with 27 percent providing the highest rating of 5. Eleven percent [11%] disagreed while 21 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.80.

Figure 7.2 Overall satisfaction with disaster management

'Overall, I am satisfied with the way Council responded to the natural disasters in 2019.'

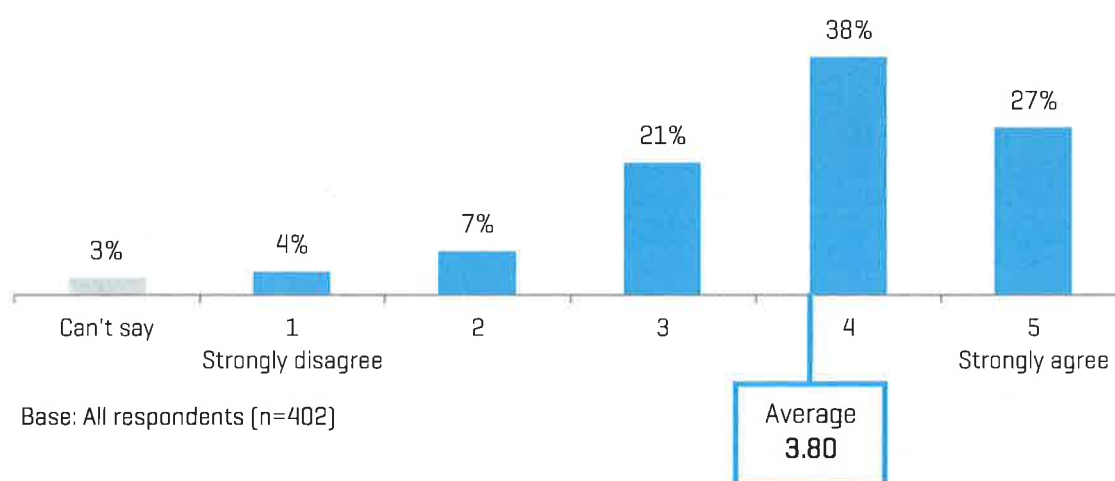


Figure 7.3 Overall satisfaction with disaster management – Subgroup Analysis

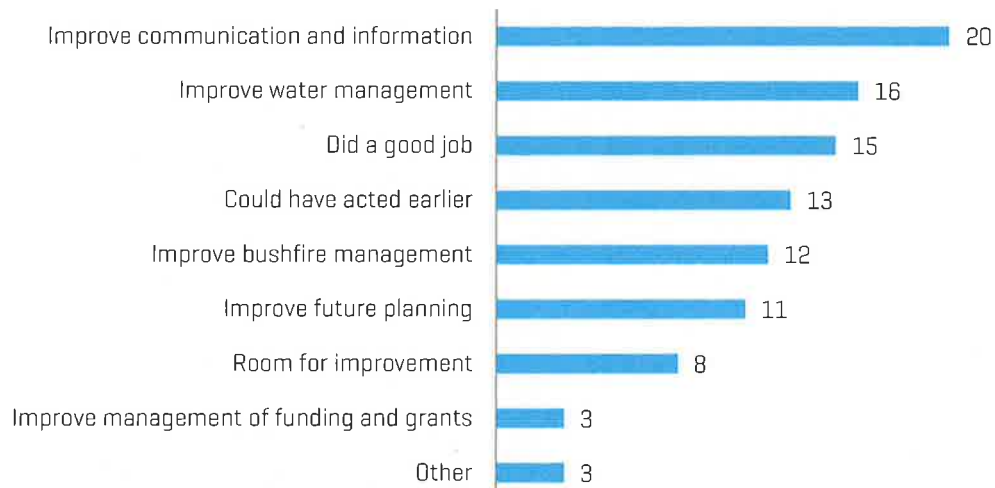
Subgroup	Significant Differences
Gender	- Male residents are significantly more satisfied (4.0) compared to female residents.
Age	- Residents aged 65 plus years are significantly more satisfied (4.0) compared to those aged 35 to 49 years.
Area	Nil
Length of time lived in area	Nil

7.3 Further comments on Council's disaster management

Respondents were offered the opportunity to provide a further comment on Council's disaster management of the fire and water crises. 101 respondents provided a response. These responses were analysed and categorised into themes (see Figure 7.4). A full list of responses has been provided to Council in a separate report.

20 responses identified communication and the provision of information as a key improvement for future disaster management. Fifteen residents felt Council did a good job to the best of their ability during the crises.

Figure 7.4 Further comments on Council's disaster management



Base: All respondents (n=101) (301 respondents provided no comment)

8 LEADERSHIP GOALS

This section of the report covers Tenterfield Shire Council's leadership goals as defined in the Tenterfield Community Strategic Plan 2017 – 2027.

- LEAD 12 We are a well engaged community that is actively involved in decision making processes and informed about services and activities.
- LEAD 13 Council recognises the diversity of the communities that make up the Tenterfield Shire Council Local Government Area.
- LEAD 14 Resources and advocacy of Council are aligned and support the delivery of community vision outlined in the Community Strategic Plan.

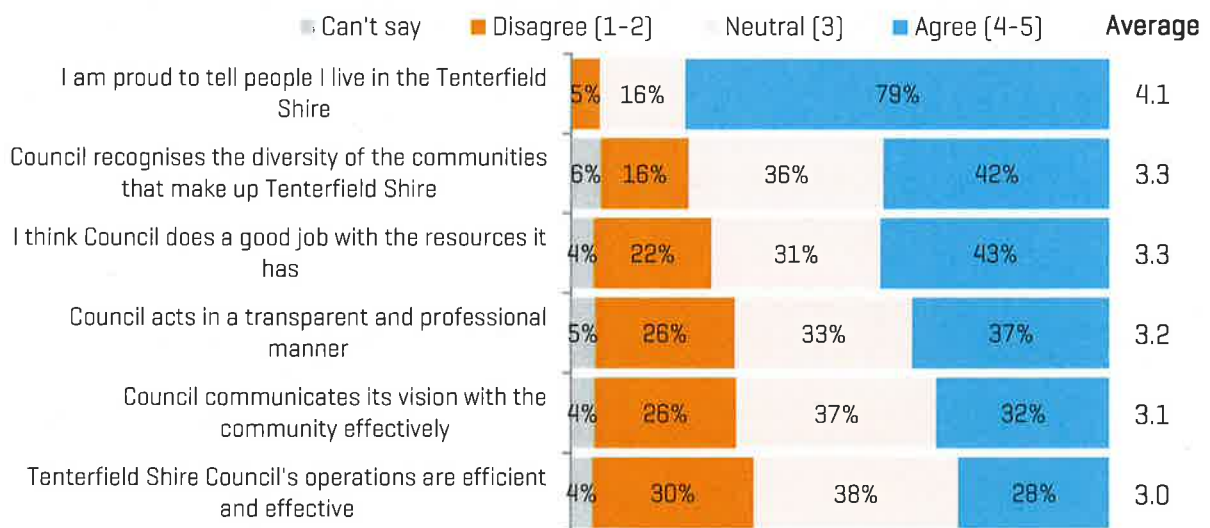
8.1 Perceptions of Council's leadership

Respondents were asked to rate their agreement with six statements relating to Council's leadership using a five-point scale where 1 meant 'strongly disagree' and 5 meant 'strongly agree'.

Most residents [79%] agreed they are proud to tell people they live in the Tenterfield Shire. This statement recorded a high average agreement rating [4.1].

All other statements recorded medium-level average agreement ratings. **Tenterfield Shire Council's operations are efficient and effective** is the only statement where the proportion of residents that disagreed [30%] was higher than the proportion that agreed [28%].

Figure 8.1 Perceptions of community engagement



Base: All respondents (n=402)

Table 8.1 lists significant differences perceptions of Council’s leadership among subgroups. There are no significant differences by gender or length of time lived in the area.

Most significant difference are related to age. Residents aged 65 plus years recorded higher agreement ratings compared to at least one other age group for all statements. Residents of Tenterfield agreed they feel proud to tell people they live in the Tenterfield Shire significantly more compared to residents of other areas.

Table 8.1 Perceptions of Council’s leadership – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	<ul style="list-style-type: none"> - Residents aged 65 plus years agreed with the following statements significantly more than those in the 50 to 64 years age group: <ul style="list-style-type: none"> - I am proud to tell people I live in the Tenterfield Shire - Council acts in a transparent and professional manner - Residents aged 65 plus years agreed with the following statements significantly more than all other residents: <ul style="list-style-type: none"> - Council recognises the diversity of the communities that make up the Tenterfield Shire - I think Council does a good job with the resources it has - Council communicates its vision with the community effectively - Residents aged 65 plus years agreed with the statement Tenterfield Shire Council’s operations are efficient and effective significantly more than those in the 35 to 49 years and 50 to 64 years age groups.
Area	- Residents of Tenterfield agreed with the statement I am proud to tell people I live in the Tenterfield Shire significantly more than residents of other areas.
Length of time lived in area	Nil

The average agreement ratings for all statements are in-line with 2018.

Table 8.2 Perceptions of Council’s leadership – Internal Benchmarks

Perceptions of Council’s leadership	2015	2018	2020	Significant change since 2018
I am proud to tell people I live in the Tenterfield Shire	4.2	4.1	4.1	↔
Council recognises the diversity of the communities that make up Tenterfield Shire	-	3.4	3.3	↔
I think Council does a good job with the resources it has	3.2	3.4	3.3	↔
Council acts in a transparent and professional manner	3.0	3.2	3.2	↔
Council communicates its vision with the community effectively	-	3.1	3.1	↔
Tenterfield Shire Council's operations are efficient and effective	3.0	3.1	3.0	↔

8.2 Overall satisfaction with Council’s leadership

Residents were asked to rate their agreement with the statement ‘Overall, I am satisfied with Council’s leadership.’ using a five-point scale where 1 meant ‘strongly disagree’ and 5 meant ‘strongly agree’.

In total, 38 percent of residents agreed with the statement, with 13 percent providing the highest rating of 5. Twenty-six percent [26%] of residents are dissatisfied while 34 percent provided a neutral rating of 3.

These results combined for a medium average agreement score of 3.14.

Figure 8.2 Overall satisfaction with Council’s leadership

‘Overall, I am satisfied Council’s leadership.’

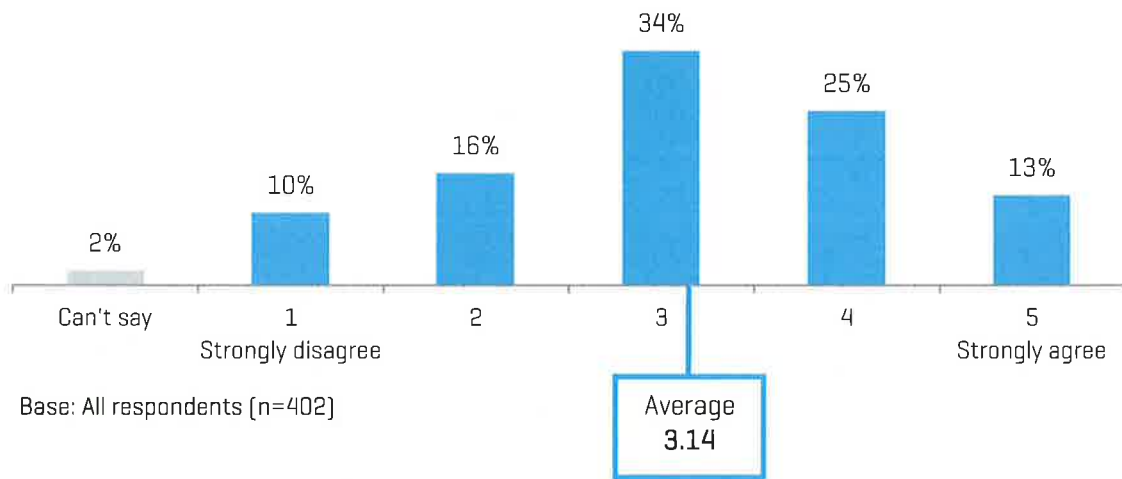


Table 8.3 Overall satisfaction with Council’s leadership – Subgroup Analysis

Subgroup	Significant Differences
Gender	Nil
Age	- The average agreement rating for residents aged 65 plus years (3.5) is significantly higher compared to all other age groups.
Area	Nil
Length of time lived in area	Nil

Figure 8.3 compares average agreement with previous results from 2018.

Average agreement is in-line with 2018. There has been no statistically significant change in average agreement since 2018.

Figure 8.3 Overall satisfaction with Council's leadership – Comparison of Ratings

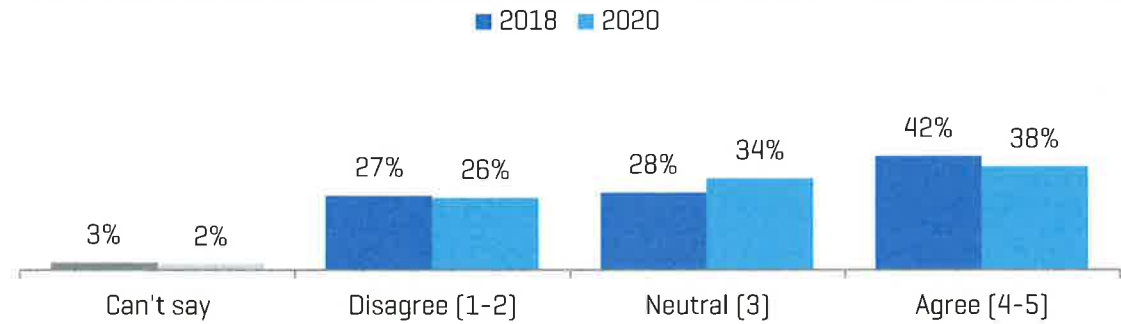
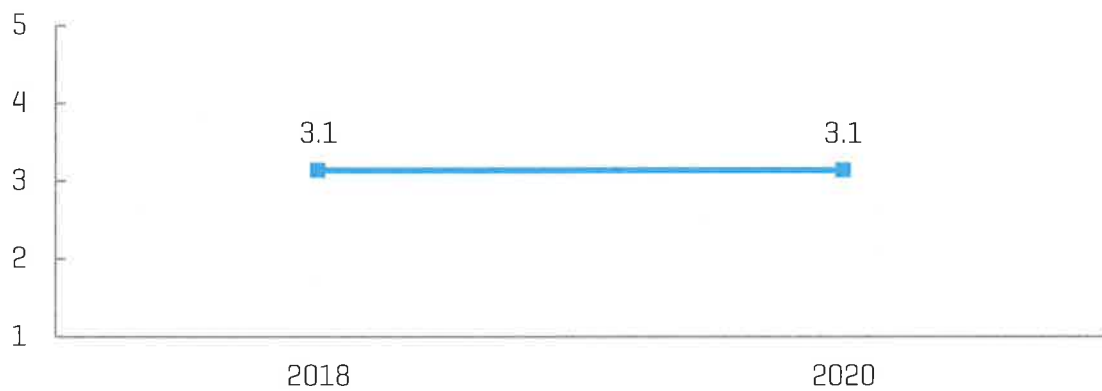


Figure 8.4 Overall satisfaction with Council's leadership – Internal Benchmarks



APPENDIX 1 – SUBGROUP ANALYSIS

Overall Satisfaction

Overall satisfaction with the services and facilities provided by Tenterfield Shire Council

Overall Satisfaction	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Dissatisfied [1-2]	16%	15%	18%	15%	17%	19%	14%
Neutral [3]	39%	43%	34%	42%	47%	47%	24%
Satisfied [4-5]	43%	39%	47%	33%	36%	33%	62%
Can't say	2%	3%	0.4%	10%	-	0.6%	0.4%
Average Satisfaction	3.3	3.3	3.3	3.1	3.2	3.1	3.6

Overall Satisfaction	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Dissatisfied [1-2]	16%	17%	16%	10%	18%	29%	15%
Neutral [3]	39%	35%	61%	27%	32%	42%	41%
Satisfied [4-5]	43%	46%	22%	64%	49%	28%	41%
Can't say	2%	2%	1%	-	-	-	3%
Average Satisfaction	3.3	3.3	3.1	3.5	3.3	3.0	3.3

Council Services & Facilities

Community Services

Community Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Library services	4.2	4.1	4.2	4.0	4.1	4.0	4.4
Cemeteries	4.0	4.0	4.0	4.4	3.7	3.8	4.1
Ovals and sportsgrounds	4.0	4.0	3.9	4.2	3.7	3.8	4.2
Parks and playgrounds	3.9	3.9	3.9	3.7	3.9	3.7	4.2
Community buildings/halls	3.8	3.8	3.7	3.6	3.6	3.6	4.0
Swimming pools	3.5	3.6	3.3	3.3	3.1	3.5	3.9
Public amenities	3.4	3.5	3.4	3.5	3.4	3.2	3.7

Community Services	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Library services	4.2	4.3	3.5	4.1	4.4	4.1	4.2
Cemeteries	4.0	4.0	3.5	3.5	4.1	3.8	4.0
Ovals and sportsgrounds	4.0	4.0	3.7	3.5	4.1	4.1	4.0
Parks and playgrounds	3.9	4.0	3.4	3.8	4.0	4.1	3.9
Community buildings/halls	3.8	3.7	3.8	3.5	4.0	3.6	3.8
Swimming pools	3.5	3.5	3.7	2.9	3.7	3.4	3.5
Public amenities	3.4	3.5	3.3	3.4	3.5	3.1	3.5

Economy Services

Economy Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
School of Arts Museum	4.2	4.2	4.3	4.0	4.1	4.2	4.5
School of Arts Theatre/Cinema	4.2	4.2	4.2	3.9	4.2	4.1	4.5
Livestock Saleyards	3.8	3.9	3.8	4.1	3.7	3.7	3.9
Visitor Information Centre	3.8	3.7	3.8	4.2	3.6	3.6	3.8
Tourism	3.7	3.6	3.8	4.2	3.6	3.4	3.8
Tenterfield Industrial Estate	3.4	3.4	3.4	3.7	3.3	3.1	3.6
Planning and development	2.9	2.9	3.0	2.5	2.9	2.8	3.3

Economy Services	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
School of Arts Museum	4.2	4.3	4.0	4.2	4.4	3.8	4.3
School of Arts Theatre/Cinema	4.2	4.3	3.7	3.8	4.3	4.0	4.3
Livestock Saleyards	3.8	3.9	3.4	3.2	3.7	3.6	3.9
Visitor Information Centre	3.8	3.8	3.6	3.9	3.9	4.0	3.7
Tourism	3.7	3.7	3.5	3.5	3.7	3.8	3.7
Tenterfield Industrial Estate	3.4	3.4	3.5	3.6	3.7	3.3	3.4
Planning and development	2.9	3.0	2.8	2.9	2.9	3.0	3.0

Environmental Services

Environmental Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Sewerage services	3.7	3.9	3.5	3.7	3.4	3.4	4.1
Ranger services	3.4	3.4	3.4	3.5	3.6	3.1	3.5
Water supply	3.3	3.2	3.4	3.1	2.9	3.1	3.8
Weeds control	3.2	3.1	3.2	3.3	3.5	2.8	3.2
Waste management	3.1	3.1	3.2	2.9	2.9	2.8	3.6

Environmental Services	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Sewerage services	3.7	3.7	3.3	3.5	3.7	3.5	3.8
Ranger services	3.4	3.4	3.1	3.3	3.4	3.6	3.4
Water supply	3.3	3.3	3.0	3.5	3.5	2.6	3.3
Weeds control	3.2	3.2	2.9	3.0	3.1	3.4	3.2
Waste management	3.1	3.2	2.5	3.1	3.3	2.7	3.1

Transport Services

Transport Services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Bike paths	3.8	3.8	3.8	4.3	3.8	3.5	3.8
Car parking	3.1	3.2	3.0	3.1	2.8	3.0	3.3
Overall condition of the local sealed road network	3.0	2.9	3.1	2.9	2.7	2.8	3.4
Maintaining local bridges	3.0	2.9	3.0	3.2	2.8	2.6	3.3
Maintaining local roads	2.8	2.8	2.8	2.7	2.8	2.5	3.1
Overall condition of the local unsealed road network	2.5	2.6	2.5	2.7	2.4	2.3	2.8

Transport Services	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Bike paths	3.8	3.8	3.1	3.7	3.8	3.9	3.8
Car parking	3.1	3.0	3.7	3.8	3.4	2.9	2.9
Overall condition of the local sealed road network	3.0	3.1	2.1	2.9	3.0	2.9	3.0
Maintaining local bridges	3.0	3.0	2.7	3.2	2.9	3.3	2.9
Maintaining local roads	2.8	2.9	2.2	2.9	2.7	3.1	2.8
Overall condition of the local unsealed road network	2.5	2.6	2.0	2.3	2.8	2.5	2.5

Council Customer Services

Recent Contact with Council

Recent contact with Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Contacted Council in the last 12 months	45%	44%	46%	27%	50%	61%	35%

Recent contact with Council	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Contacted Council in the last 12 months	45%	46%	38%	62%	36%	38%	45%

Method of Contact

Method of Contact	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
On the phone	60%	54%	65%	21%	57%	72%	53%
In person	27%	36%	19%	36%	24%	23%	33%
Online	13%	10%	16%	43%	19%	4%	12%
I don't remember	0.3%	-	0.6%	-	-	-	1%

Method of Contact	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
On the phone	60%	57%	80%	54%	73%	53%	60%
In person	27%	30%	3%	30%	10%	21%	30%
Online	13%	12%	17%	17%	17%	26%	10%
I don't remember	0.3%	0.3%	-	-	-	-	0.4%

Customer perceptions of customer services

Customer perceptions of customer services	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council staff were courteous and helpful	3.8	3.8	3.7	2.6	3.8	3.8	4.0
Council staff provided clear, easy to understand advice	3.5	3.5	3.5	2.1	3.5	3.6	3.8
The information from Council staff was clear and easy to understand	3.4	3.4	3.5	2.1	3.6	3.5	3.6
Council understood my specific needs	3.4	3.3	3.4	2.3	3.3	3.5	3.5
Council staff dealt with my enquiry in a timely manner	3.3	3.4	3.2	2.9	3.5	3.3	3.3
Information provided by Council staff regarding my enquiry was consistent	3.3	3.2	3.3	2.5	3.4	3.2	3.5
In relation to my query, it was easy doing business with Council	3.2	3.2	3.2	2.1	3.3	3.3	3.4

Customer perceptions of customer services	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Council staff were courteous and helpful	3.8	3.7	4.2	3.8	3.7	3.3	3.8
Council staff provided clear, easy to understand advice	3.5	3.5	3.7	3.6	3.8	3.1	3.5
The information from Council staff was clear and easy to understand	3.4	3.4	3.8	3.8	3.4	3.1	3.4
Council understood my specific needs	3.4	3.3	3.7	3.3	3.1	3.2	3.4
Council staff dealt with my enquiry in a timely manner	3.3	3.3	3.5	3.9	3.3	3.2	3.2
Information provided by Council staff regarding my enquiry was consistent	3.3	3.2	3.4	3.5	3.1	3.0	3.3
In relation to my query, it was easy doing business with Council	3.2	3.2	3.3	3.6	3.4	2.9	3.1

Customer perceptions of Council staff

Customer perceptions of Council staff	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Friendliness	3.8	4.0	3.6	3.0	3.7	3.8	3.9
Approachability	3.5	3.7	3.3	2.8	3.2	3.7	3.6
Professionalism	3.4	3.4	3.4	3.0	3.6	3.4	3.6
Knowledge	3.4	3.5	3.3	3.0	3.3	3.4	3.5
Commitment	3.3	3.3	3.3	3.0	3.1	3.3	3.5
Responsibility	3.2	3.2	3.2	3.0	3.2	3.2	3.4
Availability	3.2	3.2	3.2	2.8	3.1	3.2	3.3
Effectiveness	3.2	3.2	3.1	2.8	3.2	3.2	3.3
Being solution focused	3.1	3.2	3.0	2.6	2.8	3.2	3.3

Customer perceptions of Council staff	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Friendliness	3.8	3.7	4.2	3.7	4.0	2.9	3.8
Approachability	3.5	3.4	4.0	3.5	3.5	2.7	3.6
Professionalism	3.4	3.4	3.9	3.7	3.5	3.1	3.4
Knowledge	3.4	3.4	3.6	3.3	3.8	2.7	3.4
Commitment	3.3	3.2	3.9	3.1	3.7	2.6	3.3
Responsibility	3.2	3.2	3.2	3.0	3.4	2.8	3.3
Availability	3.2	3.1	3.5	3.1	3.5	2.5	3.3
Effectiveness	3.2	3.1	3.6	3.2	3.5	2.9	3.2
Being solution focused	3.1	3.0	3.4	2.8	3.0	2.7	3.2

'Overall, I was satisfied with the way my enquiry with Council was handled.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	33%	36%	30%	57%	24%	37%	27%
Neutral [3]	18%	12%	23%	21%	19%	19%	13%
Agree [4-5]	47%	50%	44%	21%	52%	43%	58%
Can't say	2%	1%	3%	-	5%	1%	3%
Average Agreement	3.2	3.2	3.3	2.1	3.5	3.1	3.5

Agreement	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	33%	34%	25%	23%	33%	41%	35%
Neutral [3]	18%	17%	19%	10%	20%	6%	20%
Agree [4-5]	47%	46%	57%	67%	44%	53%	42%
Can't say	2%	2%	-	-	3%	-	3%
Average Agreement	3.2	3.2	3.5	3.6	3.2	3.0	3.2

Communication

Usual methods of receiving information about Council

Usual methods of receiving information about Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Your Local News fortnightly news brochure	81%	80%	82%	69%	90%	76%	84%
Word of mouth	60%	67%	54%	67%	52%	62%	60%
Rates notice	51%	52%	51%	21%	55%	59%	54%
Ten FM Community Radio	36%	39%	33%	52%	38%	33%	31%
Council website	32%	31%	33%	54%	26%	34%	24%
Social media (e.g. Facebook, Twitter)	27%	24%	29%	42%	29%	29%	16%
Tenterfield Star newspaper	25%	23%	28%	21%	24%	22%	31%
Website/Internet	24%	25%	23%	31%	17%	27%	22%
Southern Free Times newspaper	20%	26%	15%	10%	17%	25%	22%
Public notice boards in shops and villages	20%	21%	19%	31%	19%	15%	20%
Tenterfield in Touch magazine	18%	17%	19%	15%	14%	16%	23%
Southern Downs Weekly newspaper	16%	20%	13%	15%	14%	16%	18%
Mobile App	6%	1%	11%	12%	7%	6%	4%
Mail	0.5%	0.3%	0.7%	-	-	0.6%	0.8%
Email	0.3%	0.3%	0.3%	-	-	-	0.8%
Other	2%	2%	2%	-	2%	2%	3%
I don't know	0.1%	-	0.3%	-	-	-	0.4%

Usual methods of receiving information about Council	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Your Local News fortnightly news brochure	81%	81%	78%	76%	80%	94%	80%
Word of mouth	60%	61%	54%	66%	61%	40%	62%
Rates notice	51%	51%	53%	38%	54%	50%	53%
Ten FM Community Radio	36%	38%	22%	40%	30%	24%	38%
Council website	32%	31%	38%	45%	27%	18%	33%
Social media (e.g. Facebook, Twitter)	27%	27%	23%	19%	40%	21%	26%
Tenterfield Star newspaper	25%	28%	4%	36%	22%	18%	25%
Website/Internet	24%	24%	21%	15%	25%	8%	27%
Southern Free Times newspaper	20%	20%	24%	15%	24%	12%	21%
Public notice boards in shops and villages	20%	19%	23%	24%	15%	7%	22%
Tenterfield in Touch magazine	18%	19%	9%	24%	15%	23%	17%
Southern Downs Weekly newspaper	16%	16%	19%	24%	22%	9%	15%
Mobile App	6%	7%	2%	8%	4%	-	7%
Mail	0.5%	0.6%	-	-	-	2%	0.5%
Email	0.3%	0.3%	-	-	-	1%	0.2%
Other	2%	2%	-	1%	2%	-	2%
I don't know	0.1%	0.1%	-	-	-	-	0.2%

Preferred methods of receiving information about Council

Preferred methods of receiving information about Council	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Your Local News fortnightly news brochure	61%	57%	66%	54%	76%	55%	62%
Social media [e.g. Facebook, Twitter]	7%	9%	4%	25%	7%	4%	1%
Email	5%	7%	2%	-	12%	2%	6%
Mail	4%	4%	5%	-	2%	6%	6%
Website/Internet	3%	4%	3%	-	-	6%	4%
Tenterfield Star newspaper	3%	2%	3%	-	-	3%	6%
Ten FM Community Radio	3%	2%	3%	6%	-	4%	2%
Word of mouth	3%	4%	2%	-	-	6%	2%
Rates notice	2%	3%	2%	-	-	5%	2%
Council website	2%	0.3%	3%	-	-	3%	2%
Tenterfield in Touch magazine	1%	0.6%	2%	-	2%	1%	2%
Southern Free Times newspaper	1%	0.6%	2%	6%	-	0.6%	1%
Public notice boards in shops and villages	0.3%	0.3%	0.3%	-	-	-	0.8%
Mobile App	0.3%	-	0.5%	-	-	-	0.8%
Southern Downs Weekly newspaper	0.2%	0.3%	-	-	-	-	0.4%
Other	0.9%	0.6%	1%	-	-	1%	1%
No preference	3%	5%	0.9%	10%	-	2%	2%

Preferred methods of receiving information about Council	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Your Local News fortnightly news brochure	61%	62%	60%	44%	64%	56%	65%
Social media [e.g. Facebook, Twitter]	7%	8%	-	2%	4%	-	9%
Email	5%	5%	5%	9%	5%	21%	2%
Mail	4%	3%	11%	7%	-	11%	4%
Website/Internet	3%	3%	4%	12%	2%	1%	3%
Tenterfield Star newspaper	3%	3%	-	1%	-	1%	4%
Ten FM Community Radio	3%	3%	-	4%	1%	-	3%
Word of mouth	3%	3%	4%	2%	3%	1%	3%
Rates notice	2%	1%	9%	-	4%	1%	2%
Council website	2%	2%	1%	2%	1%	1%	2%
Tenterfield in Touch magazine	1%	2%	-	4%	4%	-	0.6%
Southern Free Times newspaper	1%	0.7%	6%	9%	-	-	0.7%
Public notice boards in shops and villages	0.3%	0.3%	-	-	-	-	0.4%
Mobile App	0.3%	0.3%	-	-	-	-	0.4%
Southern Downs Weekly newspaper	0.2%	0.2%	-	-	-	-	0.2%
Other	0.9%	1%	-	2%	1%	-	0.8%
No preference	3%	3%	-	1%	10%	5%	1%

Community Engagement

Perceptions of community engagement

Perceptions of community engagement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council has programs to support community groups	3.4	3.5	3.3	3.2	3.3	3.4	3.5
Council provides adequate information to the community	3.2	3.3	3.2	3.3	2.8	3.2	3.5
Council makes an effort to engage the community in planning for the Shire	2.9	2.9	2.9	2.8	2.6	2.9	3.2
Council considers long-term planning for the Shire carefully	2.9	2.9	2.8	2.9	2.6	2.8	3.2
Council provides opportunity to me to participate in Council decision-making	2.8	2.8	2.7	2.8	2.5	2.8	3.0
Council's decision-making reflects community opinion	2.6	2.6	2.6	2.5	2.4	2.5	2.9

Perceptions of community engagement	Total	Area		Length of Time Lived in Area			
		Tanterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Council has programs to support community groups	3.4	3.4	3.5	3.6	3.7	3.0	3.4
Council provides adequate information to the community	3.2	3.2	3.2	3.0	3.5	2.8	3.2
Council makes an effort to engage the community in planning for the Shire	2.9	2.9	3.1	3.0	2.9	2.5	3.0
Council considers long-term planning for the Shire carefully	2.9	2.9	2.9	2.9	3.0	2.6	2.9
Council provides opportunity to me to participate in Council decision-making	2.8	2.7	3.1	2.8	2.9	2.4	2.8
Council's decision-making reflects community opinion	2.6	2.6	2.8	2.6	2.6	2.4	2.7

'Overall, I am satisfied with the way Council interacts with me.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	28%	29%	27%	31%	36%	32%	20%
Neutral (3)	35%	32%	38%	42%	41%	36%	28%
Agree (4-5)	35%	38%	33%	27%	24%	32%	48%
Can't say	2%	1%	2%	-	-	-	4%
Average Agreement	3.0	3.1	3.0	2.9	2.8	2.9	3.3

Agreement	Total	Area		Length of Time Lived in Area			
		Tanterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Disagree (1-2)	28%	29%	25%	19%	18%	55%	28%
Neutral (3)	35%	35%	37%	22%	32%	20%	40%
Agree (4-5)	35%	35%	38%	57%	48%	25%	30%
Can't say	2%	2%	-	3%	3%	-	1%
Average Agreement	3.0	3.0	3.1	3.4	3.4	2.5	3.0

Disaster Management

Perceptions of Council's disaster management

Perceptions of Council's disaster management	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Council responded to the fire emergencies as best they could	3.8	3.9	3.7	3.6	3.4	3.8	4.1
Council responded to the water crisis as best they could	3.6	3.8	3.5	3.6	3.2	3.6	4.0
Council kept me informed of what was happening during the water crisis last year	3.6	3.6	3.5	3.7	3.1	3.6	3.9

Perceptions of Council's disaster management	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Council responded to the fire emergencies as best they could	3.8	3.8	3.6	3.8	3.9	3.3	3.8
Council responded to the water crisis as best they could	3.6	3.6	3.7	3.5	3.8	3.2	3.7
Council kept me informed of what was happening during the water crisis last year	3.6	3.6	3.4	3.0	3.8	3.3	3.7

'Overall, I am satisfied with the way Council responded to the natural disasters in 2019.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree [1-2]	11%	6%	16%	12%	17%	11%	7%
Neutral [3]	21%	19%	23%	15%	34%	23%	15%
Agree [4-5]	65%	71%	60%	63%	50%	64%	76%
Can't say	3%	4%	1%	10%	-	3%	2%
Average Agreement	3.8	4.0	3.6	3.7	3.5	3.8	4.0

Agreement	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Disagree [1-2]	11%	11%	6%	6%	3%	25%	11%
Neutral [3]	21%	21%	22%	34%	24%	28%	18%
Agree [4-5]	65%	65%	66%	60%	69%	47%	68%
Can't say	3%	2%	6%	-	4%	-	3%
Average Agreement	3.8	3.8	3.8	3.8	4.0	3.3	3.8

Leadership Goals

Perceptions of Council's leadership

Perceptions of Council's leadership	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
I am proud to tell people I live in the Tenterfield Shire	4.1	4.1	4.1	4.2	4.0	4.0	4.3
Council recognises the diversity of the communities that make up Tenterfield Shire	3.3	3.4	3.3	3.3	2.8	3.3	3.7
I think Council does a good job with the resources it has	3.3	3.3	3.2	2.9	3.0	3.2	3.7
Council acts in a transparent and professional manner	3.2	3.1	3.2	3.1	3.0	3.0	3.5
Council communicates its vision with the community effectively	3.1	3.1	3.1	2.9	2.7	3.0	3.4
Tenterfield Shire Council's operations are efficient and effective	3.0	2.9	3.1	2.8	2.7	2.9	3.4

Perceptions of Council's leadership	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
I am proud to tell people I live in the Tenterfield Shire	4.1	4.2	3.6	4.0	4.0	3.9	4.2
Council recognises the diversity of the communities that make up Tenterfield Shire	3.3	3.4	3.1	3.3	3.5	2.9	3.3
I think Council does a good job with the resources it has	3.3	3.3	3.4	3.4	3.6	2.9	3.3
Council acts in a transparent and professional manner	3.2	3.1	3.4	3.2	3.1	2.7	3.2
Council communicates its vision with the community effectively	3.1	3.1	3.2	3.2	3.2	2.8	3.1
Tenterfield Shire Council's operations are efficient and effective	3.0	3.0	2.8	3.1	3.1	2.8	3.0

'Overall, I am satisfied with Council's leadership.'

Agreement	Total	Gender		Age			
		Male	Female	18 to 34	35 to 49	50 to 64	65+
Disagree (1-2)	26%	32%	22%	25%	40%	27%	19%
Neutral (3)	34%	30%	37%	48%	31%	39%	24%
Agree (4-5)	38%	37%	39%	27%	26%	34%	53%
Can't say	2%	2%	3%	-	2%	-	5%
Average Agreement	3.1	3.1	3.2	2.9	2.8	3.1	3.5

Agreement	Total	Area		Length of Time Lived in Area			
		Tenterfield	Other	1 to 5	6 to 10	11 to 15	More than 15
Disagree (1-2)	26%	27%	24%	29%	16%	36%	27%
Neutral (3)	34%	31%	53%	32%	33%	36%	34%
Agree (4-5)	38%	40%	22%	36%	46%	22%	39%
Can't say	2%	2%	1%	3%	5%	7%	0.8%
Average Agreement	3.1	3.2	2.9	3.1	3.4	2.8	3.1