



# Northern Beaches Council

## Community Satisfaction Research

Prepared by: Micromex Research

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northern  
beaches  
council

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# **Background and Methodology**

# Background and Methodology

Northern Beaches Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance, and the performance of council staff
- Identifying the community's level of agreement with prompted statements surrounding community pride/connectedness
- Identifying the importance of Council's role in progressing digital solutions in the future
- Identifying top priority areas for Council to focus on
- Identifying priority areas that the community would like funding to be allocated to
- Comparing results to research conducted in 2017 in order to identify changes/trends

To facilitate this, Micromex Research was contracted to develop a survey that enabled Council to effectively analyse attitudes and trends within the community.

## Questionnaire

Micromex Research, together with Northern Beaches Council, developed the questionnaire.

A copy of the questionnaire is provided in Appendix C.

## Data collection

The survey was conducted during the period 4<sup>th</sup> – 16<sup>th</sup> June 2018 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

## Survey area

Northern Beaches Local Government Area, with 5 wards. Suburbs allocated to each ward are listed in the questionnaire at Appendix C.

## Sample selection and error

A total of 757 resident interviews were completed across the 5 wards. 651 of the 757 respondents were selected by means of a computer based random selection process, 567 using SamplePages and 84 using the electronic White Pages. The remaining 106 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Northern Beaches LGA, i.e. Manly Food Festival, Warringah Mall/bus stop, Forestville Shopping Centre and Bungah St/Waratah St, Mona Vale.

A sample size of 757 residents provides a maximum sampling error of plus or minus 3.6% at 95% confidence. This means that if the survey was replicated with a new universe of N=757 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 3.6%.

For the survey under discussion the greatest margin of error is 3.6%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 54% to 46%.

The sample was weighted by age and gender to reflect the 2016 ABS census data.

## Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.



# Background and Methodology

## Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, nor having an immediate family member working for, Northern Beaches Council.

## Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

## Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

## Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

## Micromex Benchmarks

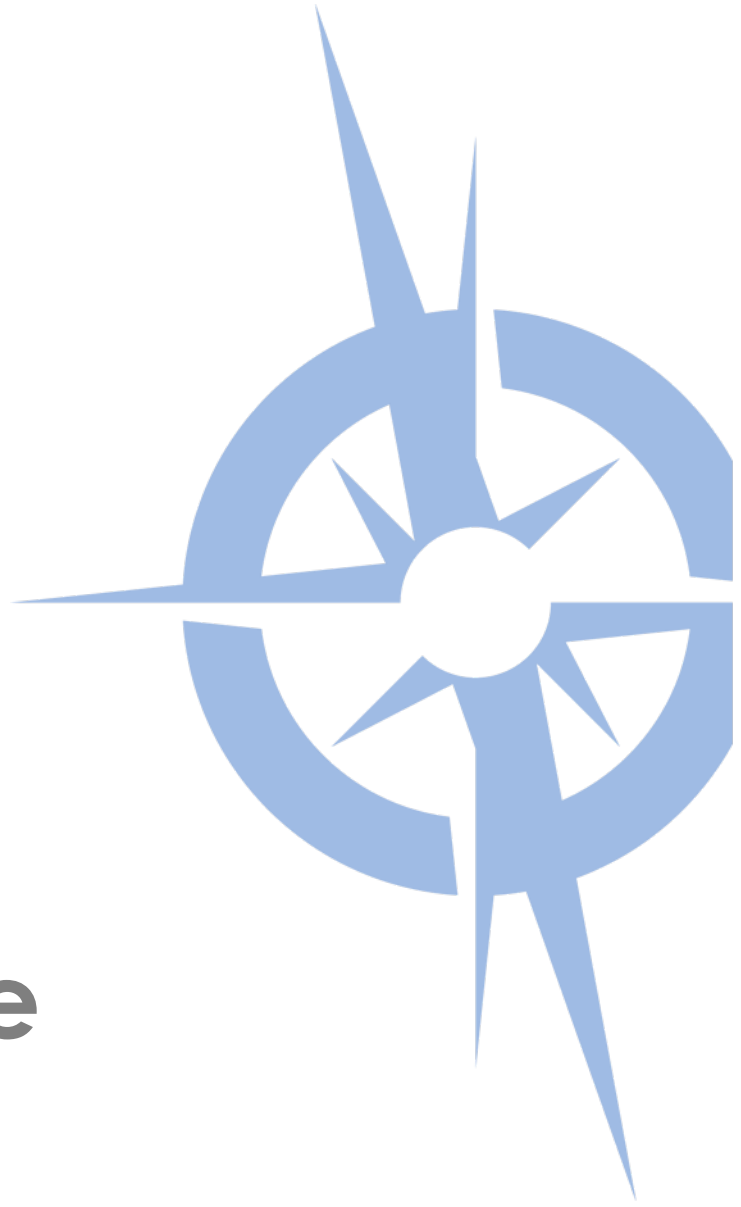
These benchmarks are based on 60 LGAs that we have conducted community research for and were revised in 2016 to ensure the most recent comparable data. Since 2008, Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW.

These benchmarks include overall satisfaction with Council, staff, consultation and information, as well as a range of services and facilities.

## NSW LGA Brand Scores Benchmark

These benchmarks are based on a branding research study conducted by Micromex in 2012, in which residents from all 152 LGAs were interviewed in order to establish a normative score.

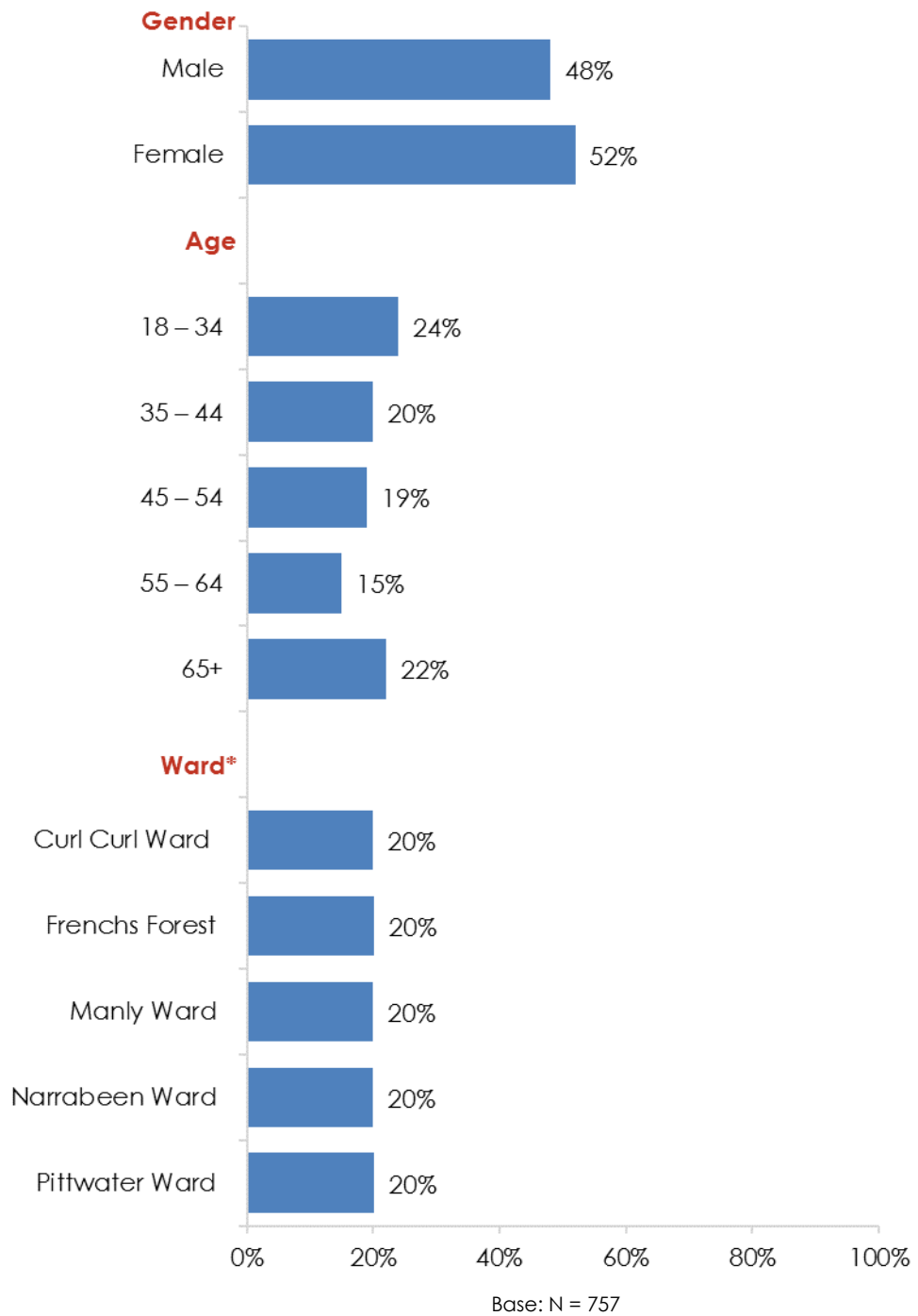




# Sample Profile



# Sample Profile



A sample size of 757 residents provides a maximum sampling error of plus or minus 3.6% at 95% confidence. The sample has been weighted by age and gender to reflect the 2016 ABS community profile of Northern Beaches Council.

\*The data presented for 'Ward', is unweighted to show the actual distribution of survey responses across the LGA.





# Key Findings

# Key Findings

## Overview (Overall Satisfaction)

### Summary

Overall, 86% of residents were at least 'somewhat satisfied' with the performance of Council over the past 12 months.

Overall resident satisfaction with the performance of Council has declined (3.38 cf. 3.56) over the last 12 months. Particularly due to a softening of satisfaction amongst the more northerly residents.

Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	3.38▼	3.56▲	3.35	3.41	3.60▲	3.55▲	3.25	3.19▼	3.22▼

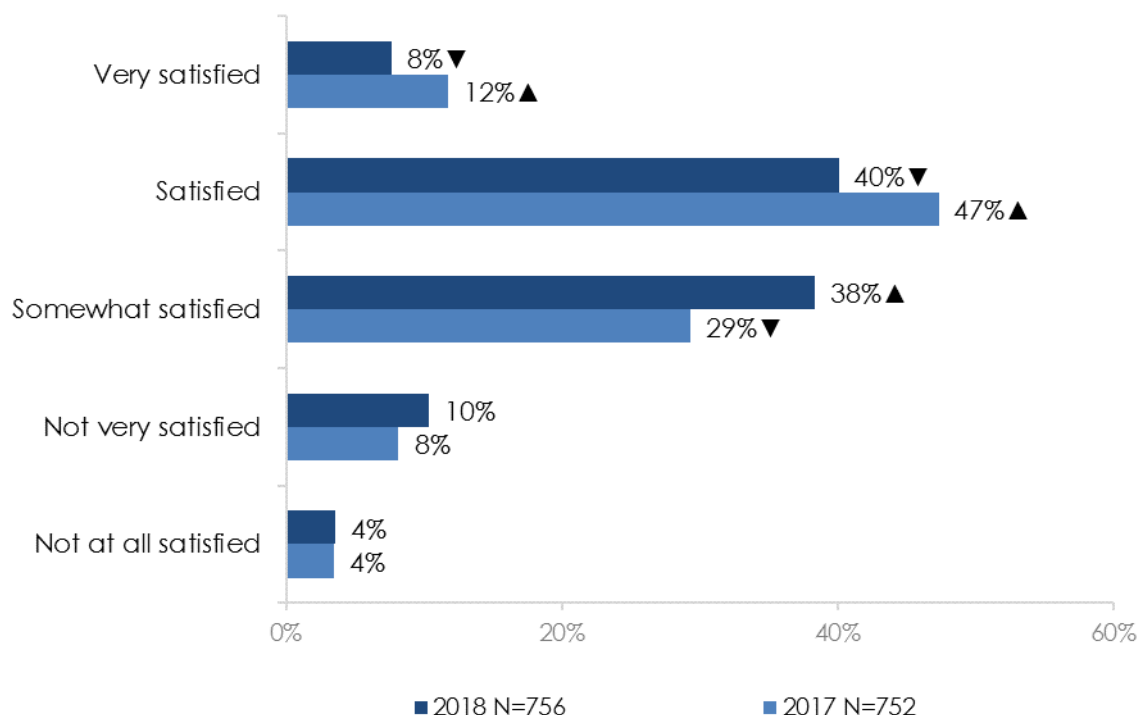
	Manly Ward		Curl Curl Ward		Frenchs Forest		Narrabeen Ward		Pittwater Ward	
	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017
Mean ratings	3.43	3.50	3.52▲	3.84↑	3.52▲	3.53	3.28↓	3.58	3.09▼↓	3.30

▲▼ = A significantly higher/lower satisfaction (by group)

↑↓ = A significantly higher/lower satisfaction (by year)

NSW LGA Brand Scores	Northern Beaches Council	All of NSW	Metro	Regional
Mean ratings	3.38	3.31	3.45	3.22

Scale: 1 = not at all satisfied, 5 = very satisfied



Note: 1 respondent refused to answer this question





# Key Findings

## Overview (Quality of Life in the Northern Beaches)

### Summary

Residents rated their 'quality of life' living on the Northern Beaches extremely highly, with 98% of respondents reporting it to be 'good' or better.

Whilst the results have remained strong, comparisons with the research conducted in 2017 has seen a decline in residents' satisfaction with their 'quality of life' (5.42 cf. 5.53), with significantly fewer residents stating their quality of life is 'excellent'.

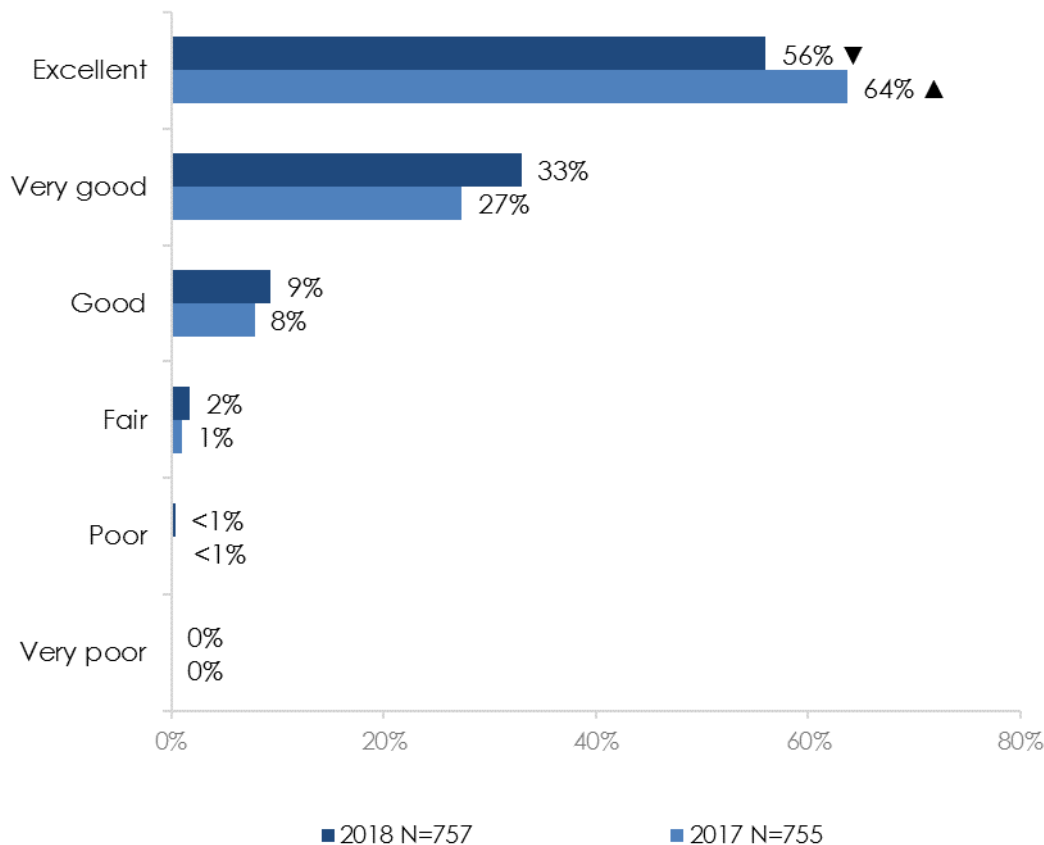
Q6b. Overall, how would you rate the quality of life you have living on the Northern Beaches?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	5.42▼	5.53▲	5.38	5.45	5.36	5.56▲	5.34	5.40	5.44

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Mean ratings	5.52	5.32	5.34	5.53	5.40

▲▼ = A significantly higher/lower rating (by group)

Scale: 1 = very poor, 6 = excellent



# Key Findings

## Overview (Agreement with Specific Statements)

### Summary

Agreement with all statements is 'moderately high' to 'extremely high' and has remained similar to the results from 2017.

Residents expressed an 'extremely high' level of pride in the area, with 93% agreeing with the statement 'people on the Northern Beaches are generally proud of their area'.

Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

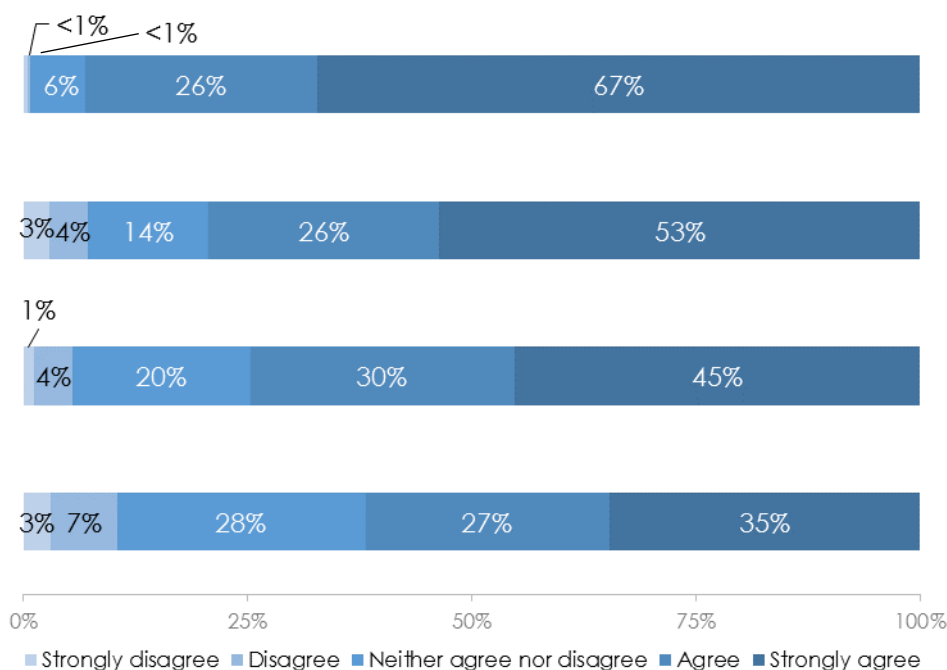
	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
People on the Northern Beaches are generally proud of their area	4.59	4.64	4.51▼	4.65▲	4.59	4.64	4.66	4.51	4.56
I have people I can call on if I need assistance	4.23	4.32	4.10▼	4.34▲	4.26	4.30	4.20	4.09	4.27
I feel I belong to the community I live in	4.13	4.24	4.08	4.22	4.04	4.24	4.10	4.07	4.22
I make a contribution to the community I live in	3.83	3.83	3.71▼	3.96▲	3.73	3.97	3.88	3.72	3.86

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
People on the Northern Beaches are generally proud of their area	4.65	4.43▼	4.59	4.68▲	4.57
I have people I can call on if I need assistance	4.15	4.20	4.18	4.38▲	4.25
I feel I belong to the community I live in	4.14	4.07	4.20	4.23	4.14
I make a contribution to the community I live in	3.74	3.74	3.80	4.09▲	3.84

Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = A significantly higher/lower level of agreement (by group)

People on the Northern Beaches are generally proud of their area



I have people I can call on if I need assistance

I feel I belong to the community I live in

I make a contribution to the community I live in

# Key Findings

## Overview (Satisfaction with the Performance of Council Staff)

### Summary

Of those residents who had contact with Council in the previous 12 months, 84% were at least 'somewhat satisfied' with the performance of staff in dealing with their enquiry.

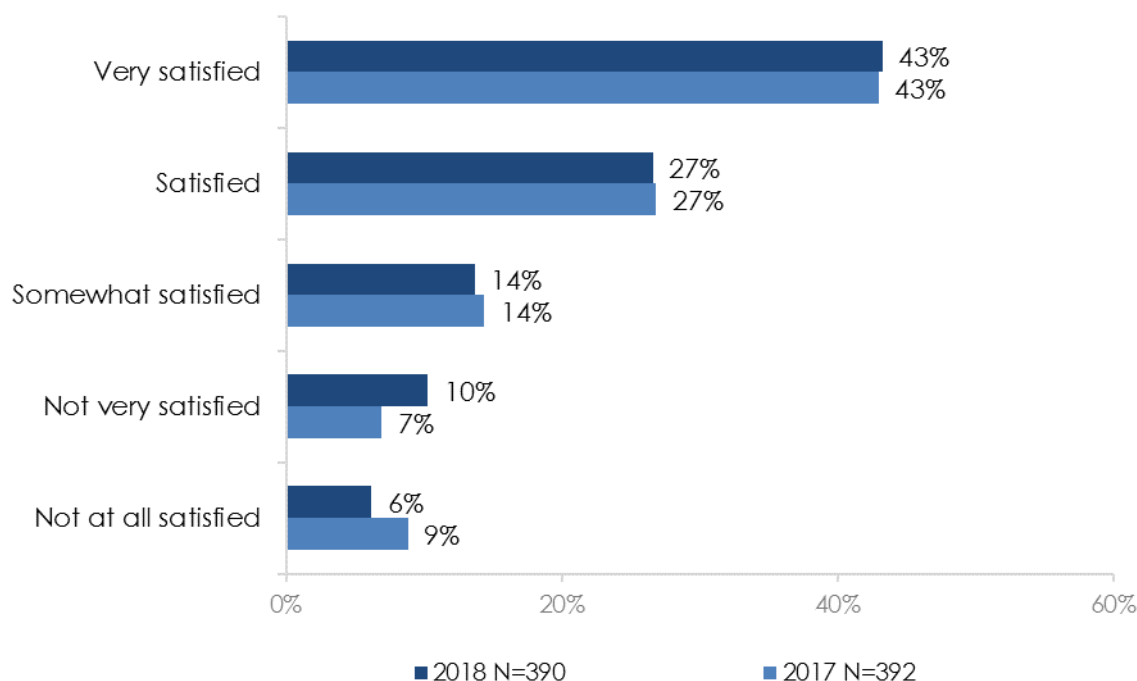
Q3b. How satisfied were you with the performance of staff in dealing with your enquiry?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	3.91	3.88	3.88	3.93	4.13	3.88	3.92	3.85	3.79

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Mean ratings	3.95	4.21▲	3.98	3.91	3.48▼

▲▼ = A significantly higher/lower satisfaction (by group)

Scale: 1 = not at all satisfied, 5 = very satisfied



# Key Findings

## Importance

The following services/facilities received the highest importance ratings:

<b>Top 10 for Importance</b>	
Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)	4.80
Provision of lifeguards on beaches	4.78
Litter control and rubbish dumping	4.73
Maintenance of beaches, headlands and rock pools	4.72
Managing and protecting creeks, lagoons and waterways	4.70
Condition of local roads	4.63
Traffic management	4.59
Parking	4.58
Food safety standards of retail food outlets	4.57
Parks and recreation areas (including playgrounds)	4.56

The following services/facilities received the lowest importance ratings:

<b>Bottom 10 for Importance</b>	
Wharves and boat ramps	3.34
Provision of childcare services	3.63
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)	3.71
Bike paths	3.75
Warringah and Manly Aquatic Centres	3.86
Companion animal management (including dogs)	3.90
Community events and festivals	3.97
Lobbying on behalf of the community	4.05
Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment Centre)	4.09
Community centres	4.14

Scale: 1 = not at all important, 5 = very important





# Key Findings

## Satisfaction

The following services/facilities received the highest satisfaction ratings:

<b>Top 10 Satisfaction</b>	
Provision of lifeguards on beaches	4.46
Library services	3.95
Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)	3.92
Maintenance of beaches, headlands and rock pools	3.91
Food safety standards of retail food outlets	3.84
Parks and recreation areas (including playgrounds)	3.78
Cleaning of villages and town centres	3.70
Sporting fields and amenities	3.70
Warringah and Manly Aquatic Centres	3.70
Household bulky items collections	3.67

The following services/facilities received the lowest satisfaction ratings:

<b>Bottom 10 Satisfaction</b>	
Development approvals process	2.74
Traffic management	2.75
Managing development (land use planning)	2.82
Bike paths	2.88
Parking	2.90
Condition of local roads	2.92
Condition of public toilets	2.96
Footpaths	3.00
Lobbying on behalf of the community	3.09
Consultation with the community by Council	3.12

Scale: 1 = not at all satisfied, 5 = very satisfied



# Key Findings

## Comparisons with the 2017 Research Results

	Importance		Satisfaction	
	2018	2017	2018	2017
<b>Community and Belonging</b>				
Provision of childcare services	3.63▼	3.86▲	3.23	3.32
Facilities and services for youth	4.18	4.20	3.22	3.21
Facilities and services for older people	4.34	4.26	3.33	3.36
Facilities and services for people with disabilities	4.45▲	4.30▼	3.22▼	3.36▲
Community centres	4.14▲	3.99▼	3.50	3.49
Community events and festivals	3.97	3.99	3.63▼	3.79▲
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)	3.71	3.75	3.37	3.34
Library services	4.18	4.16	3.95	4.06
Provision of lifeguards on beaches	4.78▲	4.67▼	4.46	4.43
<b>Environment and Sustainability</b>				
Litter control and rubbish dumping	4.73▲	4.59▼	3.50	3.47
Cleaning of villages and town centres	4.53	4.48	3.70	3.63
Council operates in an environmentally friendly way	4.48	4.45	3.54	3.51
Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment Centre)	4.09	4.04	3.33	3.32
Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)	4.80	4.75	3.92▼	4.15▲
Household bulky items collections	4.43	4.35	3.67	3.67
<b>Good Governance, Participation and Partnerships</b>				
Consultation with the community by Council	4.31	4.28	3.12	3.04
Information on Council services	4.30▲	4.16▼	3.41	3.43
Lobbying on behalf of the community	4.05	4.01	3.09	2.98
<b>Places for People</b>				
Food safety standards of retail food outlets	4.57	4.49	3.84	3.81
Companion animal management (including dogs)	3.90▲	3.64▼	3.46▲	3.30▼
Condition of public toilets	4.50▲	4.39▼	2.96	2.90
Parks and recreation areas (including playgrounds)	4.56	4.62	3.78	3.87
Sporting fields and amenities	4.30	4.32	3.70▲	3.58▼
Warringah and Manly Aquatic Centres	3.86	3.79	3.70	3.62
Managing development (land use planning)	4.53▲	4.32▼	2.82	2.83
Development approvals process	4.22▲	4.04▼	2.74	2.82

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

▲ ▼ = A significantly higher/lower rating (by year)

# Key Findings

## Comparisons with the 2017 research results (Cont'd)

	Importance		Satisfaction	
	2018	2017	2018	2017
<b>Protection of the Environment</b>				
Protecting native plants & animals	4.43	4.40	3.62	3.57
Restoring natural bushland (removing weeds, bush regeneration programs)	4.39▲	4.28▼	3.47	3.42
Controlling feral animals	4.34▲	4.08▼	3.27	3.32
Managing and protecting creeks, lagoons and waterways	4.70▲	4.57▼	3.41	3.33
Management of local flooding	4.32	4.31	3.41▲	3.23▼
Environmental protection & regulation	4.47	4.40	3.44	3.34
Management of trees	4.36▲	4.24▼	3.28	3.30
Trails and tracks	4.16	4.09	3.62	3.69
Maintenance of beaches, headlands and rock pools	4.72	4.67	3.91	3.96
<b>Transport, Infrastructure and Connectivity</b>				
Condition of local roads	4.63▲	4.52▼	2.92	3.04
Footpaths	4.50	4.49	3.00▼	3.16▲
Bike paths	3.75	3.86	2.88▼	3.03▲
Bus shelters	4.14▲	3.97▼	3.55	3.45
Parking	4.58▲	4.47▼	2.90	2.77
Traffic management	4.59	4.54	2.75	2.87
Wharves and boat ramps	3.34	3.27	3.37	3.38
<b>Vibrant Local Economy</b>				
Encouraging local industry and business	4.33	4.32	3.30	3.27
Keeping town centres and villages vibrant (e.g. activities, mixed uses, landscaping)	4.44	4.37	3.35	3.43

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

▲ ▼ = A significantly higher/lower rating (by year)

## Comparison to Micromex LGA Benchmarks – Key Areas

Benchmark Comparisons for Overall Satisfaction	Overall satisfaction	Staff	Consultation with the community	Information on Council services
Northern Beaches Council 2018	3.4	3.9	3.1	3.4
<b>Micromex LGA NSW average</b>	<b>3.3</b>	<b>3.9</b>	<b>3.0</b>	<b>3.4</b>
NSW best	4.2	4.4	3.5	3.9
NSW worst	2.4	3.4	2.5	2.6

# Key Findings

## Comparison to LGA Benchmarks – Overall

Service/Facility	Northern Beaches Council 2018 Satisfaction Scores	NSW LGA Benchmark Variances
Trails and tracks	3.62	0.39▲
Cleaning of villages and town centres	3.70	0.28▲
Protecting native plants & animals	3.62	0.19▲
Council operates in an environmentally friendly way	3.54	0.18▲
Encouraging local industry and business	3.30	0.12
Consultation with the community by Council	3.12	0.10
Environmental protection & regulation	3.44	0.08
Information on Council services	3.41	0.06
Management of local flooding	3.41	0.04
Restoring natural bushland	3.47	0.03
Condition of local roads	2.92	0.02
Parks and recreation areas	3.78	0.01
Facilities and services for youth	3.22	0.00
Environmental education programs and facilities	3.33	-0.03
Warringah and Manly Aquatic Centres	3.70	-0.07
Footpaths	3.00	-0.08
Domestic waste collection service	3.92	-0.10
Sporting fields and amenities	3.70	-0.12
Parking	2.90	-0.15
Condition of public toilets	2.96	-0.15
Community centres	3.50	-0.16▼
Facilities and services for people with disabilities	3.22	-0.16▼
Library services	3.95	-0.19▼
Facilities and services for older people	3.33	-0.27▼
Managing development	2.82	-0.31▼
Bike paths	2.88	-0.35▼
Arts and cultural facilities	3.37	-0.37▼

Benchmarks were obtained from 60 LGAs that we have conducted community research for and were revised in 2016 to ensure the most recent comparable data.

Scale: 1 = not at all satisfied, 5 = very satisfied

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

**Note:** Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant



# Key Findings

## Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis, we have been able to:

1. Identify and understand the hierarchy of community priorities
2. Inform the deployment of Council resources in line with community aspirations

### Step 1. Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by Northern Beaches Council and the expectation of the community for that service/facility.

In the table on the following page, we can see the 44 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'extremely high' importance and that the satisfaction they have with Northern Beaches Council's performance on that same measure is 'moderate' to 'moderately high'.

For example, 'lobbying on behalf of the community' was given an importance score of 4.05, which indicates that it is considered an area of 'high' importance by residents. At the same time, it was given a satisfaction score of 3.09, which indicates that residents have a 'moderate' level of satisfaction with Northern Beaches Council's performance and focus on that measure.

In the case of a performance gap such as for 'wharves and boat ramps' (3.34 importance vs. 3.37 satisfaction), we can identify that the facility/service has 'moderate' importance to the broader community, and it is providing a 'moderate' level of satisfaction.



# Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

## Performance Gap Ranking

Ranking 2017	Ranking 2018	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
2	1	Traffic management	4.59	2.75	1.84
5	2	Condition of local roads	4.63	2.92	1.71
3		Managing development (land use planning)	4.53	2.82	1.71
1	4	Parking	4.58	2.90	1.68
3	5	Condition of public toilets	4.50	2.96	1.54
6	6	Footpaths	4.50	3.00	1.50
9	7	Development approvals process	4.22	2.74	1.48
7	8	Managing and protecting creeks, lagoons and waterways	4.70	3.41	1.29
10	9	Litter control and rubbish dumping	4.73	3.50	1.23
16		Facilities and services for people with disabilities	4.45	3.22	1.23
7	11	Consultation with the community by Council	4.31	3.12	1.19
16	12	Keeping town centres and villages vibrant	4.44	3.35	1.09
16	13	Management of trees	4.36	3.28	1.08
25	14	Controlling feral animals	4.34	3.27	1.07
12	15	Environmental protection & regulation	4.47	3.44	1.03
13		Encouraging local industry and business	4.33	3.30	1.03
20	17	Facilities and services for older people	4.34	3.33	1.01
15	18	Facilities and services for youth	4.18	3.22	0.96
14		Lobbying on behalf of the community	4.05	3.09	0.96
16	20	Council operates in an environmentally friendly way	4.48	3.54	0.94
21	21	Restoring natural bushland	4.39	3.47	0.92
11	22	Management of local flooding	4.32	3.41	0.91
28	23	Information on Council services	4.30	3.41	0.89
33	24	Domestic waste collection service	4.80	3.92	0.88
23	25	Bike paths	3.75	2.88	0.87
22	26	Cleaning of villages and town centres	4.53	3.70	0.83
30	27	Maintenance of beaches, headlands and rock pools	4.72	3.91	0.81
23		Protecting native plants & animals	4.43	3.62	0.81
26	29	Parks and recreation areas	4.56	3.78	0.78
31	30	Household bulky items collections	4.43	3.67	0.76
29		Environmental education programs and facilities	4.09	3.33	0.76
31	32	Food safety standards of retail food outlets	4.57	3.84	0.73
36	33	Community centres	4.14	3.50	0.64
27	34	Sporting fields and amenities	4.30	3.70	0.60
35	35	Bus shelters	4.14	3.55	0.59
38	36	Trails and tracks	4.16	3.62	0.54
39	37	Companion animal management	3.90	3.46	0.44
34	38	Provision of childcare services	3.63	3.23	0.40
41	39	Community events and festivals	3.97	3.63	0.34
37		Arts and cultural facilities	3.71	3.37	0.34
40	41	Provision of lifeguards on beaches	4.78	4.46	0.32
43	42	Library services	4.18	3.95	0.23
42	43	Warringah and Manly Aquatic Centres	3.86	3.70	0.16
44	44	Wharves and boat ramps	3.34	3.37	-0.03

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

# Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as 'very high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.74 and 3.50, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Traffic management	4.59	2.75	1.84
2	Condition of local roads	4.63	2.92	1.71
	Managing development (land use planning)	4.53	2.82	1.71
4	Parking	4.58	2.90	1.68
5	Condition of public toilets	4.50	2.96	1.54
6	Footpaths	4.50	3.00	1.50
7	Development approvals process	4.22	2.74	1.48
8	Managing and protecting creeks, lagoons and waterways	4.70	3.41	1.29
9	Litter control and rubbish dumping	4.73	3.50	1.23
	Facilities and services for people with disabilities	4.45	3.22	1.23

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'traffic management' is the area of least relative satisfaction.

**Note:** Performance gap is the first step in the process. Secondly, we identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.



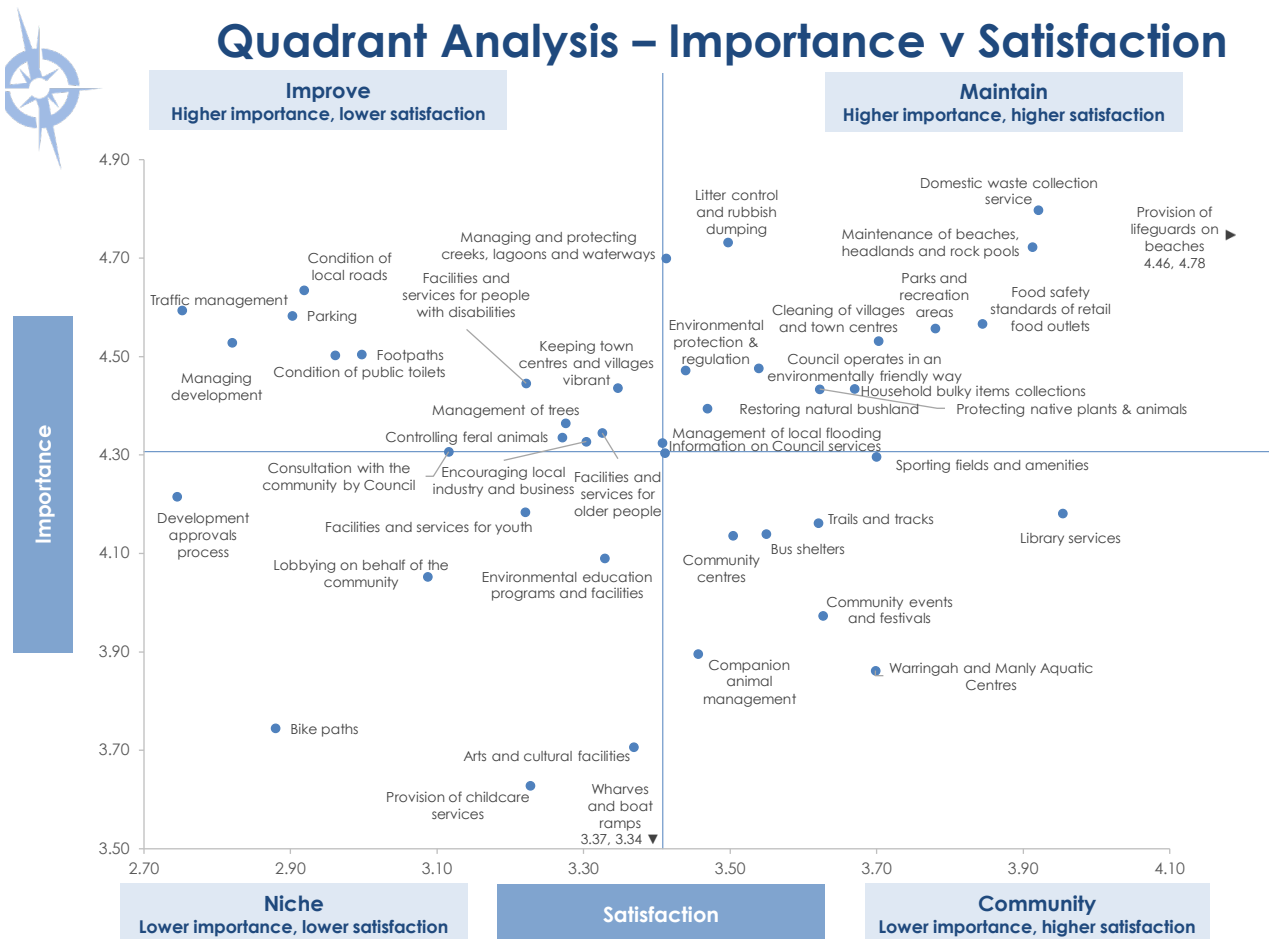
# Key Findings

## Quadrant Analysis

### Step 2. Quadrant Analysis

Quadrant analysis is helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.31 and the average rated satisfaction score was 3.40. Therefore, any facility or service that received a mean stated importance score of  $\geq 4.31$  would be plotted in the higher importance section and, conversely, any that scored  $< 4.31$  would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.40. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.





# Key Findings

## Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN**, such as 'domestic waste collection service', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE**, such as 'condition of local roads' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'wharves and boat ramps', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Warringah and Manly Aquatic Centre', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to the 'condition of local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of a Council's overall performance.

Therefore, in order to identify how the Northern Beaches Council can actively drive overall community satisfaction, we conducted further analysis.

## The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with a Council's overall performance, a model that can be applied across all Councils.

## What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis, we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.



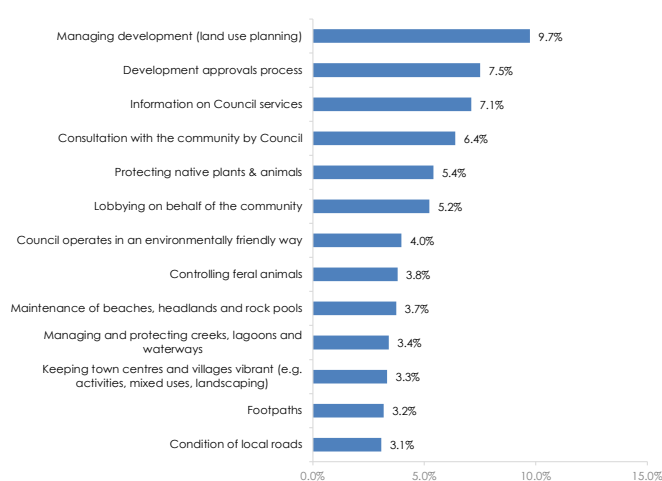
# Key Findings

## Key Drivers of Satisfaction with Northern Beaches Council

The results in the chart below provide the Northern Beaches Council with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 13 services/facilities account for over 65% of overall satisfaction with Council. This indicates that the remaining 31 attributes we obtained measures on have only a limited impact on the community's satisfaction with Northern Beaches Council's performance. Therefore, whilst all 44 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

### These Top 13 Indicators Contribute to over 65% of Overall Satisfaction with Council



The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 13 services/facilities are the key community priorities and by addressing these, Northern Beaches Council will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, the 'condition of local roads' contributes 3.1% towards overall satisfaction, while 'managing development' (9.7%) is a far stronger driver, contributing over three times as much to overall satisfaction with Council.



# Key Findings

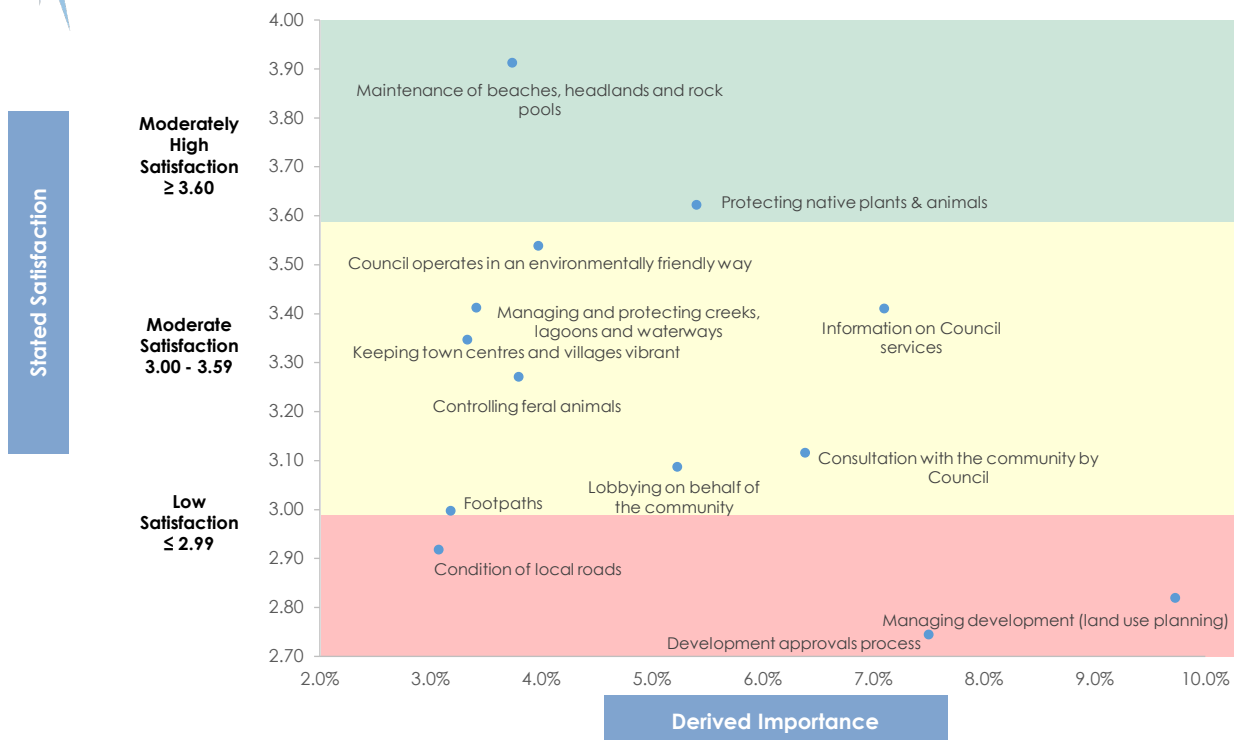
## Clarifying Priorities

By mapping satisfaction against derived importance, we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'maintenance of beaches, headlands and rockpools' and 'protecting native plants & animals'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If Northern Beaches Council can address these core drivers, they will be able to improve resident satisfaction with their performance.



## Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas



This analysis indicates that areas such as 'Council operates in an environmentally friendly way', 'managing and protecting creeks, lagoons and waterways', 'information on Council services', 'keeping town centres and villages vibrant', 'controlling feral animals', 'consultation with the community by Council', 'lobbying on behalf of the community' and 'footpaths' could possibly be targeted for optimisation.

Furthermore, areas such as the 'condition of local roads', 'managing development' and the 'development approvals process' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.

# Key Findings

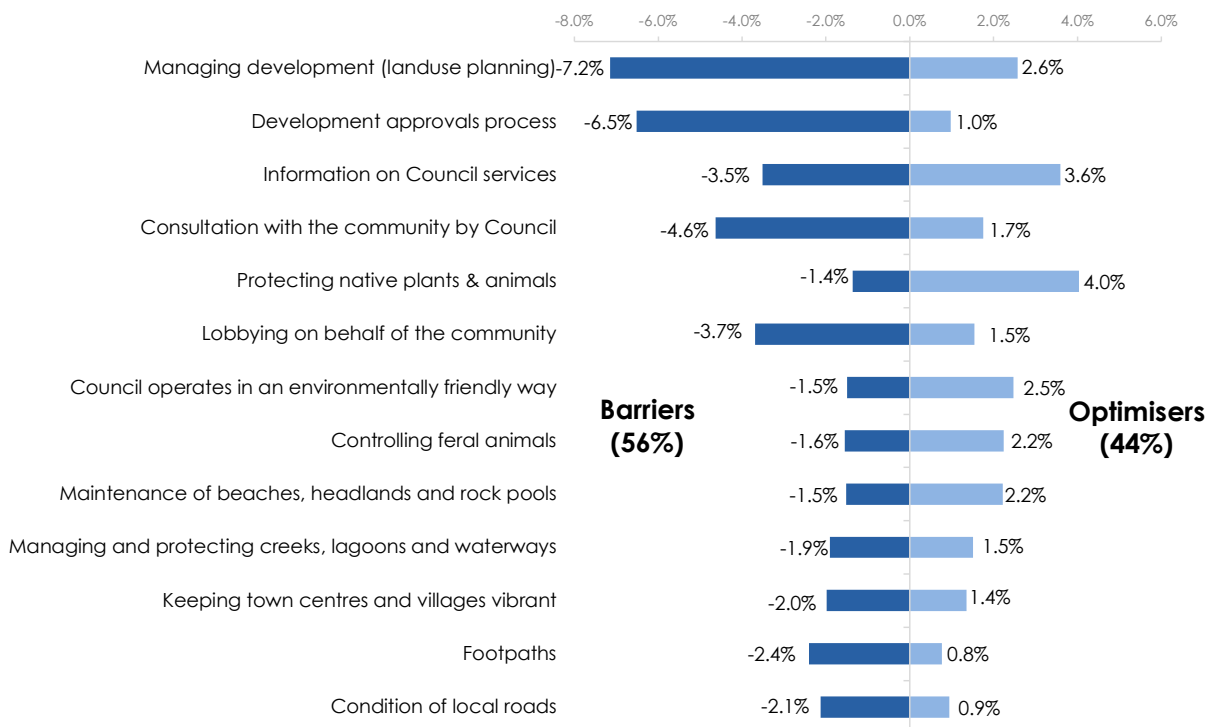
## Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

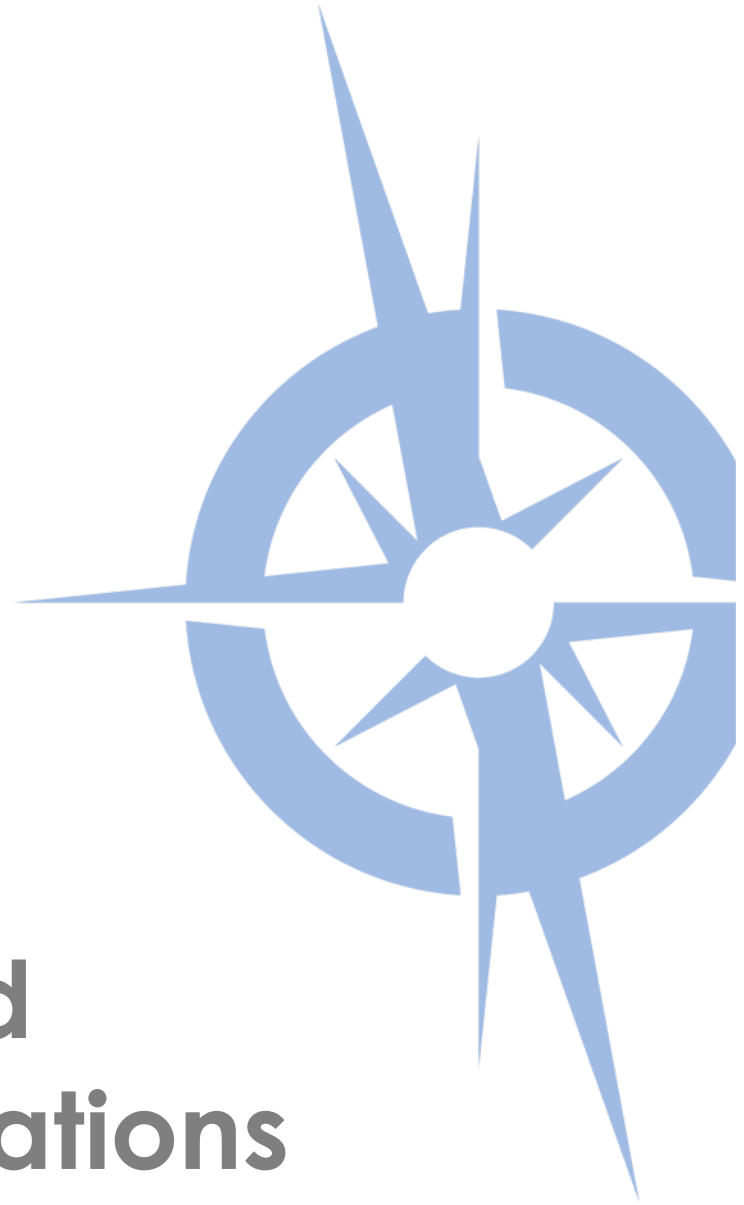
The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

## Key Contributors to Barriers/Optimisers



**Different levers address the different levels of satisfaction across the community**



# **Summary and Recommendations**

# Summary and Recommendations

## Summary

Overall, 86% of residents were at least 'somewhat satisfied' with the performance of Council over the past 12 months.

Residents on the Northern Beaches feel that they have a 'good' to 'excellent' quality of life and feel proud and connected to the area.

Even while Council is providing at least a moderate level of satisfaction with 37 of the 44 service areas, over the past 12 months there has been a softening in residents' satisfaction with the performance of Council. This appears to be partly related to the former local entities and partly related to concerns regarding current and future development.

Analysis by Ward has found residents of the Pittwater Ward are significantly less satisfied across a number of key measures, including:

- Significantly less satisfied with the overall performance of Council as an organisation
- Significantly higher proportion of residents who believe that specific issues have negatively influenced their overall satisfaction with Council
- Significantly less satisfied with the performance the Councillors and Mayor
- Significantly more likely to have had contact with Council but were significantly less satisfied with their contact
- Significantly less satisfied with 'consultation with the community by Council' and 'lobbying on behalf of the community'

Analysis of the Shapley Regression highlights that 'managing development' and 'the development approvals process' are the two top drivers of overall satisfaction with Council.

Since 2017 there has been a significant rating increase in the importance of the development measures, but satisfaction with them has remained unchanged. So, even while many of the issues surrounding development are outside of Council's direct control, Council needs to continue to engage and inform the community with regard to planning, Council advocacy and how the community can help shape outcomes.

## Recommendations

It is clear that development and its impact on the LGA remain a critical challenge for the area – Council needs to continue to engage and inform the community with regard to planning, Council advocacy and how the community can help shape outcomes.



# **Section A – Overall Performance**

# Overall Satisfaction

## Summary

Overall, 86% of residents were at least 'somewhat satisfied' with the performance of Council over the past 12 months.

Resident satisfaction with the performance of Council, has declined (3.38 cf. 3.56) over the last 12 months. Particularly due to a softening of satisfaction amongst the more northerly residents.

When viewing the results by key demographics, residents aged 18-44 expressed significantly higher levels of satisfaction with Council's performance, whilst those aged 55+ expressed significantly lower levels of satisfaction.

Residents from the Curl Curl and Frenchs Forest Wards were also significantly more satisfied with Council, overall, whilst those from Pittwater Ward were significantly less satisfied.

Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	3.38▼	3.56▲	3.35	3.41	3.60▲	3.55▲	3.25	3.19▼	3.22▼

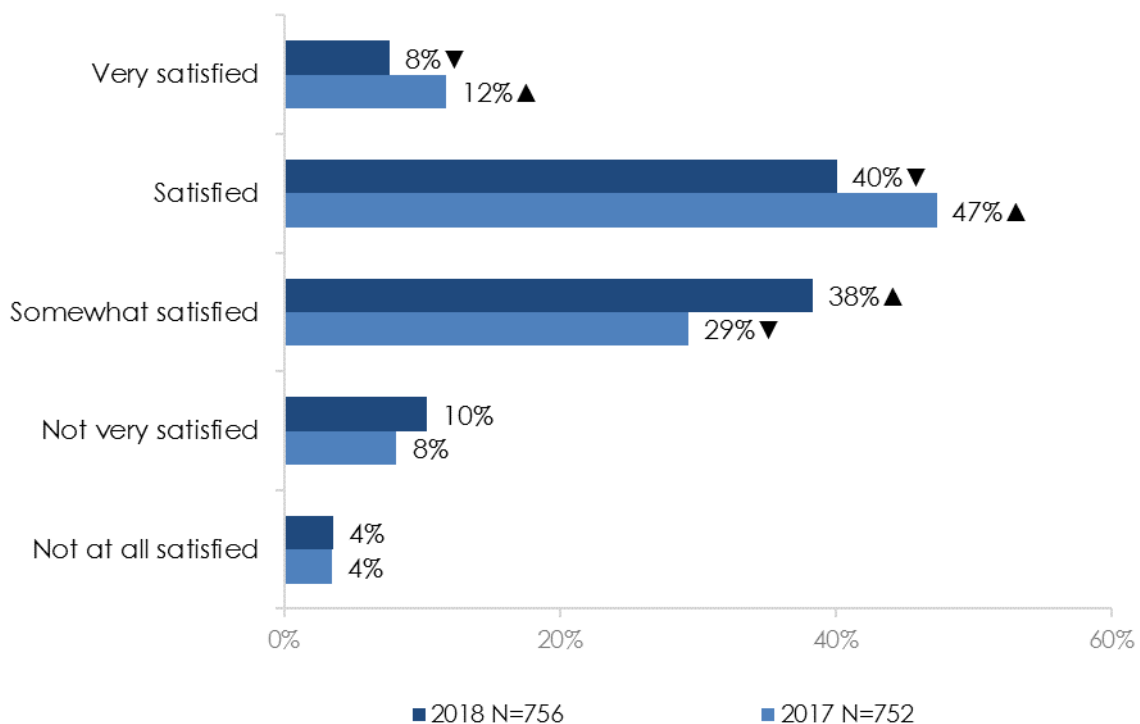
	Manly Ward		Curl Curl Ward		Frenchs Forest		Narrabeen Ward		Pittwater Ward	
	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017
Mean ratings	3.43	3.50	3.52▲	3.84↑	3.52▲	3.53	3.28↓	3.58	3.09▼↓	3.30

▲▼ = A significantly higher/lower satisfaction (by group)

↑↓ = A significantly higher/lower satisfaction (by year)

NSW LGA Brand Scores	Northern Beaches Council	All of NSW	Metro	Regional
Mean ratings	3.38	3.31	3.45	3.22

Scale: 1 = not at all satisfied, 5 = very satisfied



Note: 1 respondent refused to answer this question



# Issues Influencing Overall Satisfaction

## Summary

49% of residents indicated that a specific issue had strongly influenced their view of Council. 11% believed an issue had influenced their opinion in a positive way, whilst for 38% their opinion had been influenced in a negative way.

Compared to the 2017 results, significantly fewer residents had been influenced positively in 2018.

Male respondents were significantly more likely to state they had not been influenced by a particular issue.

Residents aged 18-34 were also significantly more likely to state that no issue had influenced their opinion of Council and for those that were influenced, they were significantly less likely to have been impacted negatively. Conversely, those aged 55+ were significantly more likely to have been affected by an issue and significantly more likely to feel this issue had influenced them in a negative way.

Residents from Curl Curl Ward were significantly more likely to have indicated that no issue/s had influenced their overall rating of Council, whilst those from Narrabeen Ward were significantly more likely to have been affected by a specific issue.

Those who reside in Pittwater and Narrabeen Wards were significantly more likely to have experienced an issue that negatively informed their rating, whilst those residing in Manly and Curl Curl Wards were significantly less likely.

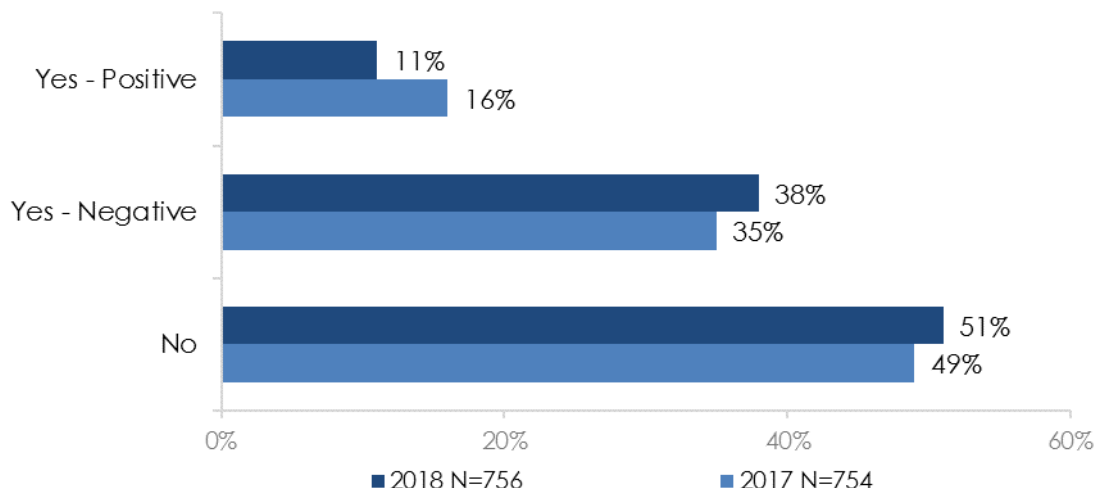
Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?

Q5b. In giving your rating, has any particular issue/s strongly influenced your view, either in a positive or a negative way?

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Yes – Positive N=80	11%▼	16%▲	9%	13%	13%	12%	10%	10%	8%
Yes – Negative N=290	38%	35%	36%	41%	22%▼	32%	44%	54%▲	48%▲
No N=386	51%	49%	56%▲	47%▼	65%▲	57%	46%	36%▼	45%▼

	Curl Curl Ward	Frenchs Forest Ward	Manly Ward	Narrabeen Ward	Pittwater Ward
Yes – Positive N=80	10%	15%▲	11%	10%	6%
Yes – Negative N=290	31%▼	34%	31%▼	50%▲	50%▲
No N=386	59%▲	51%	58%	40%▼	44%

▲▼ = A significantly higher/lower percentage (by group)



# Issues that Positively Influenced Satisfaction

## Summary

For the 11% of residents who believe their opinion of Council has been positively impacted, primary issues cited relate to improved infrastructure/services/facilities and positive customer service experiences.

Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?

Q5b. In giving your rating, has any particular issue/s strongly influenced your view, either in a positive or a negative way?

Q5c. (If yes), please describe the major issue/s that strongly influenced your rating?

## Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned



Issue that positively influenced their rating	% of respondents with a positive influence N=80	% of all respondents N=757
Improved infrastructure/services/facilities	27%	3%
Customer service/response to requests	21%	2%
Management of development is handled well	18%	2%
The amalgamation of Councils has been positive	14%	2%
Cleanliness/maintenance of the environment	13%	1%
Good communication/consultation with the community	12%	1%
Cost of rates/service are reasonable	3%	<1%
Council gives good support to community programs	3%	<1%
Don't know/unsure	1%	<1%
Local economy seems to be improving	1%	<1%
The current traffic management has the potential to improve all of the traffic congestion for the entire area	1%	<1%

# Issues that Negatively Influenced Satisfaction

## Summary

For the 38% of residents who believe their opinion of Council has been negatively impacted, key issues centre on themes regarding development and issues regarding the inability of infrastructure to cater for new developments, parking issues and issues with traffic and congestion.

Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?

Q5b. In giving your rating, has any particular issue/s strongly influenced your view, either in a positive or a negative way?

Q5c. (If yes), please describe the major issue/s that strongly influenced your rating?

## Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.



Issue that negatively influenced their rating	% of respondents with a negative influence N=290	% of all respondents N=757
Development/infrastructure is not keeping up with new development	27%	10%
Parking issues	10%	4%
Issues with traffic/congestion	10%	4%
Poor/lack of communication/consultation with the community	8%	3%
Poor/lack of services and facilities/maintenance of service and facilities	8%	3%
Council not acting on requests/resolving issues	7%	3%
Disagree with amalgamation/negative experience since the amalgamation	7%	3%
Lack of footpaths/maintenance of footpaths/pedestrian access	6%	2%
Road maintenance	6%	2%
Waste collection issues	6%	2%
Poor environmental management	5%	2%
Poor financial management/funding	5%	2%
Rate increase/increase in the cost of Council provided services	5%	2%

Note: For a full list of comments please see Appendix A



# **Section B – Community Pride and Connectedness**

# Agreement with Specific Statements

## Summary

Agreement with all statements is 'moderately high' to 'extremely high' and has remained similar to the results from 2017.

Overall, residents expressed an 'extremely high' level of pride in the area, with 93% agreeing with the statement 'people on the Northern Beaches are generally proud of their area'.

With the exception of the statement 'I feel I belong to the community I live in', female respondents were significantly more likely to agree with statements.

Residents of the Curl Curl Ward were significantly less likely to agree with the statement, 'people on the Northern Beaches are generally proud of their area', whilst residents of the Narrabeen Ward were significantly more likely to agree with this statement.

Residents of the Narrabeen Ward were also significantly more likely to agree with the statements, 'I have people I can call on if I need assistance' and 'I make a contribution to the community I live in'.

Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
People on the Northern Beaches are generally proud of their area	4.59	4.64	4.51▼	4.65▲	4.59	4.64	4.66	4.51	4.56
I have people I can call on if I need assistance	4.23	4.32	4.10▼	4.34▲	4.26	4.30	4.20	4.09	4.27
I feel I belong to the community I live in	4.13	4.24	4.08	4.22	4.04	4.24	4.10	4.07	4.22
I make a contribution to the community I live in	3.83	3.83	3.71▼	3.96▲	3.73	3.97	3.88	3.72	3.86

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
People on the Northern Beaches are generally proud of their area	4.65	4.43▼	4.59	4.68▲	4.57
I have people I can call on if I need assistance	4.15	4.20	4.18	4.38▲	4.25
I feel I belong to the community I live in	4.14	4.07	4.20	4.23	4.14
I make a contribution to the community I live in	3.74	3.74	3.80	4.09▲	3.84

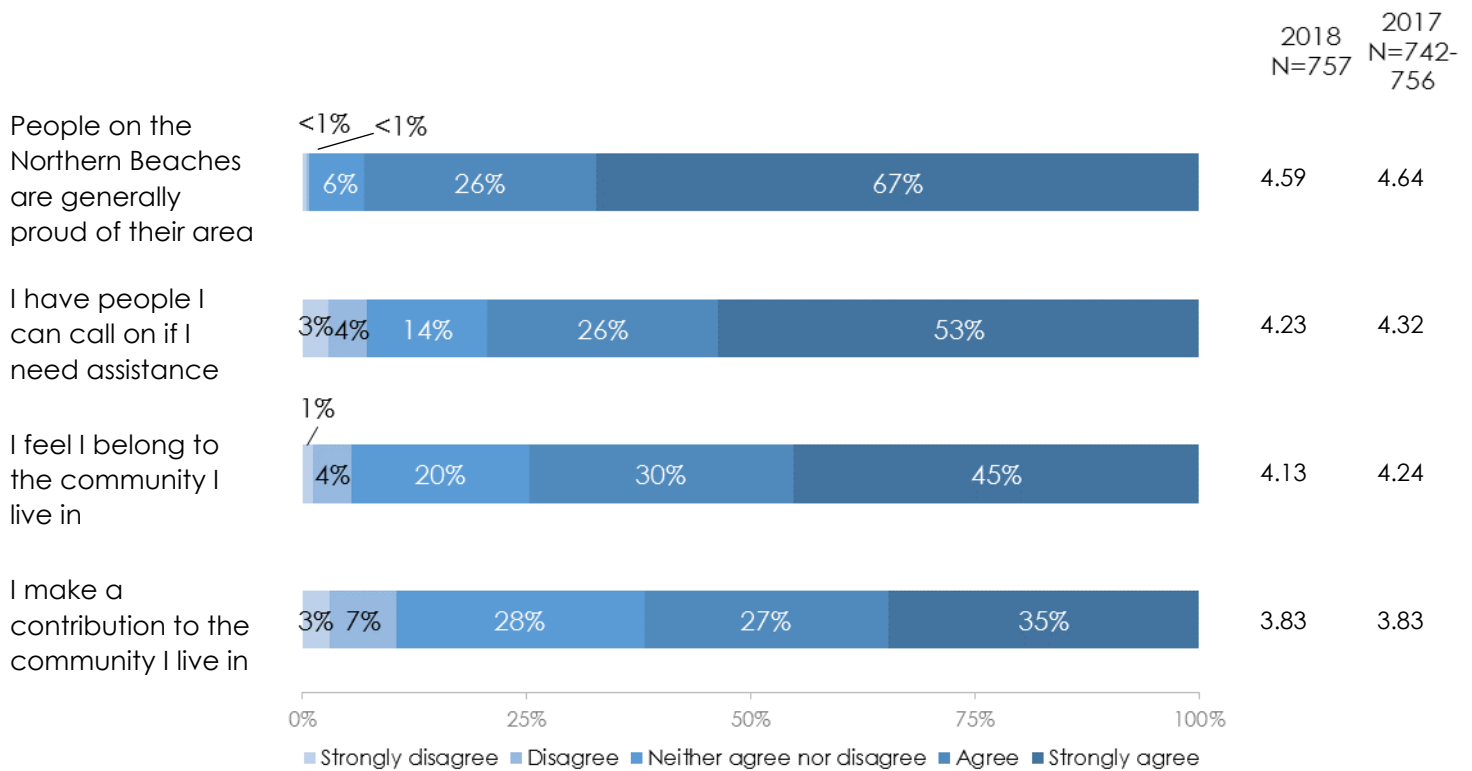
Scale: 1 = strongly disagree, 5 = strongly agree

▲▼ = A significantly higher/lower level of agreement (by group)



# Agreement With Specific Statements

Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. (Cont'd)



# Quality of Life in the Northern Beaches

## Summary

Residents rated their 'quality of life' living on the Northern Beaches extremely highly, with 98% of respondents reporting it to be 'good' or better.

Whilst the results have remained strong, comparisons with the research conducted in 2017 have seen a decline in residents' satisfaction with their 'quality of life' (5.42 cf. 5.53), with significantly fewer residents stating their quality of life is 'excellent'.

Comparisons by demographics have found those aged 35-54 are significantly more likely to rate their quality of life higher.

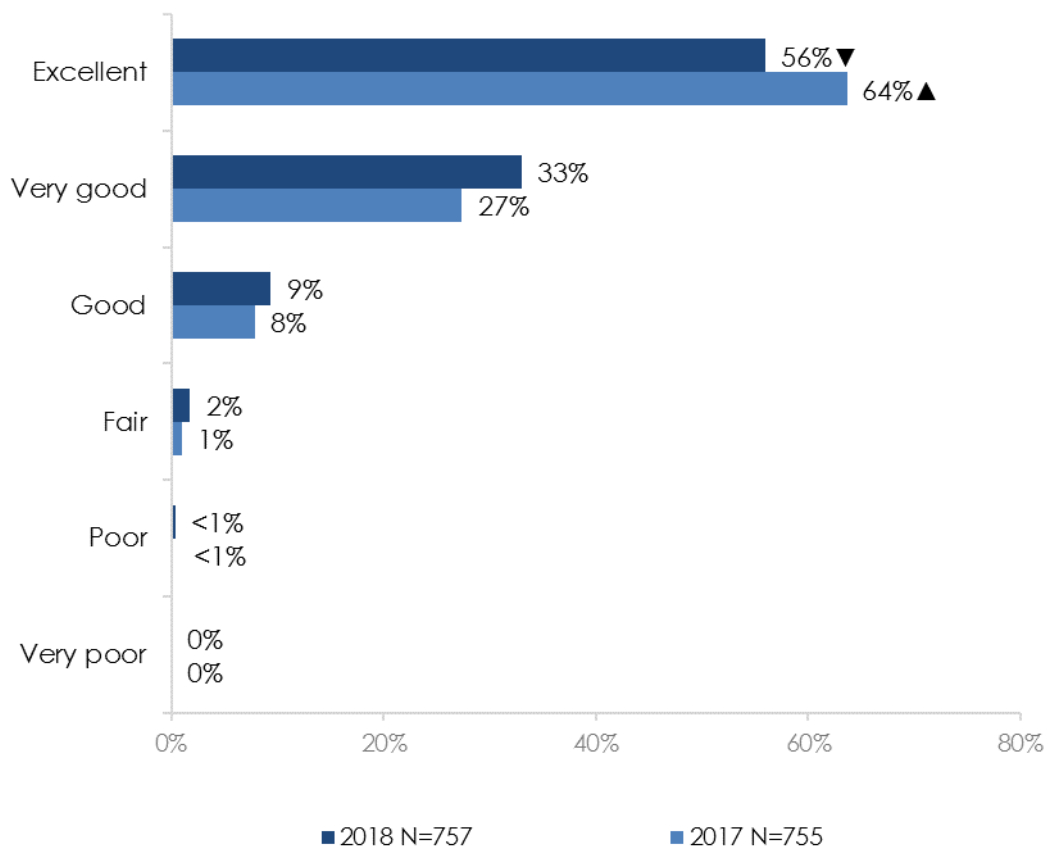
Q6b. Overall, how would you rate the quality of life you have living on the Northern Beaches?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	5.42▼	5.53▲	5.38	5.45	5.36	5.56▲	5.34	5.40	5.44

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Mean ratings	5.52	5.32	5.34	5.53	5.40

▲▼ = A significantly higher/lower rating (by group)

Scale: 1 = very poor, 6 = excellent





# **Section C – Performance of Staff and Councillors**



# Contact with Staff in the Past 12 Months

## Summary

51% of residents have had contact with a Council staff member in the past 12 months.

Residents aged 45-54 were significantly more likely to have had contact with Council, whilst those aged 18-34 were significantly less likely to have had contact with Council.

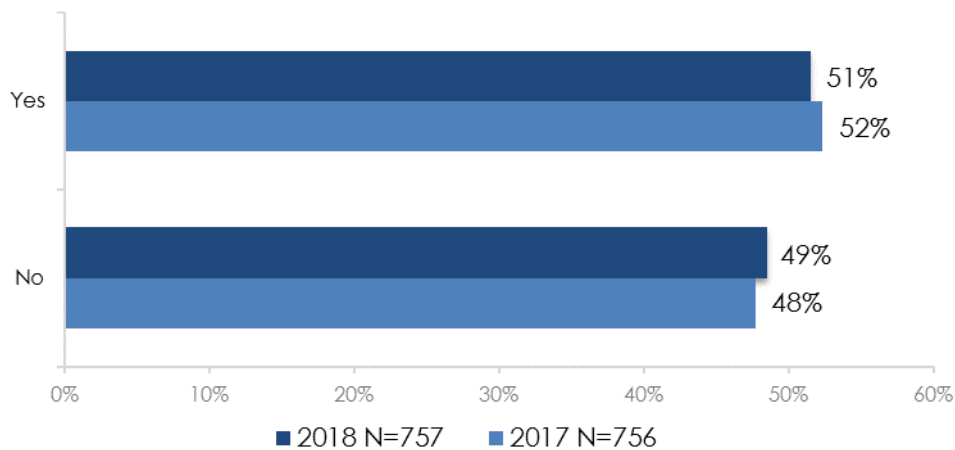
Residents from the Pittwater Ward were significantly more likely to have had contact with Council in the past 12 months, whilst those from the Frenchs Forest Ward were significantly less likely.

Q3a. Have you had contact with a Council staff member in the past 12 months?

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Yes	51%	52%	52%	51%	34%▼	57%	60%▲	59%	53%
No	49%	48%	48%	49%	66%▲	43%	40%▼	41%	47%

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Yes	49%	49%	43%▼	59%	60%▲
No	51%	51%	57%▲	41%	40%▼

▲▼ = A significantly higher/lower percentage (by group)



# Satisfaction with the Performance of Council Staff

## Summary

Of those residents who had contact with Council in the previous 12 months, 84% were at least 'somewhat satisfied' with the performance of staff in dealing with their enquiry.

Residents from the Curl Curl Ward expressed a significantly higher degree of satisfaction with the performance of Council staff, whilst those from the Pittwater Ward were significantly less satisfied with their dealings.

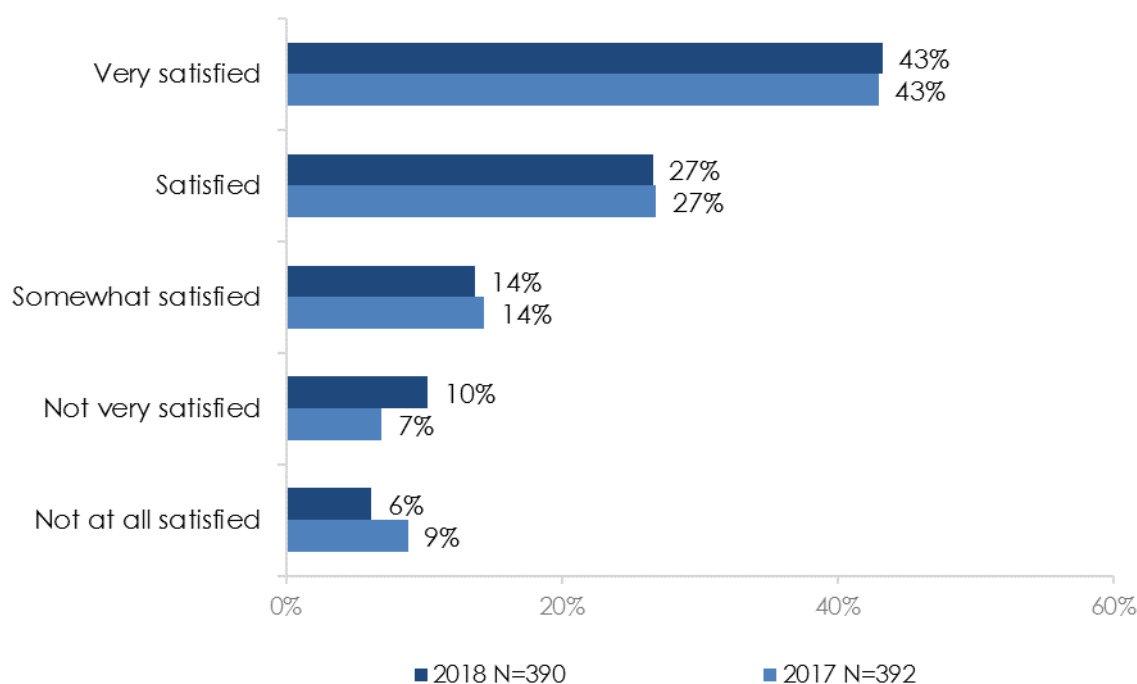
Q3b. How satisfied were you with the performance of staff in dealing with your enquiry?

	Overall 2018	Overall 2017	Male	Female	18 – 34	35 – 44	45 – 54	55 – 64	65+
Mean ratings	3.91	3.88	3.88	3.93	4.13	3.88	3.92	3.85	3.79

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Mean ratings	3.95	4.21▲	3.98	3.91	3.48▼

▲▼ = A significantly higher/lower satisfaction (by group)

Scale: 1 = not at all satisfied, 5 = very satisfied



# Satisfaction with the Performance of the Mayor and Councillors

## Summary

Satisfaction with the Mayor and Councillors was 'moderate', with 85% of residents indicating they are 'somewhat satisfied' to 'very satisfied' with their overall performance.

Residents aged 18-34 indicated a significantly higher level of satisfaction with the performance of the Mayor and Councillors, whilst those aged 65+ rated their performance significantly lower.

Residents from the Curl Curl and Frenchs Forest Wards rated the Mayor and Councillors significantly higher, whilst those from the Narrabeen and Pittwater Wards were significantly less satisfied with their performance.

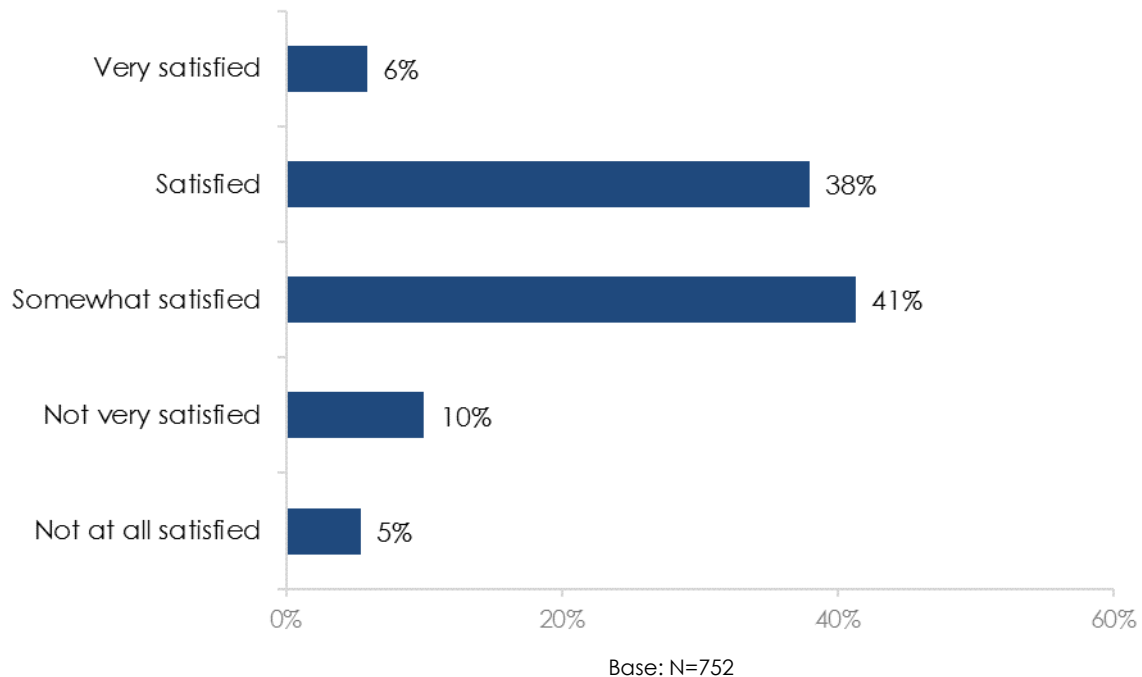
Q4. How satisfied are you with the overall performance of the Mayor and Councillors?

	Overall 2018	Male	Female	18-34	35-44	45-54	55-64	65+
Mean rating	3.29	3.27	3.31	3.51▲	3.35	3.23	3.15	3.15▼

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Mean rating	3.32	3.47▲	3.47▲	3.10▼	3.04▼

▲ ▼ = A significantly higher/lower satisfaction (by group)

Scale: 1 = not at all satisfied, 5 = very satisfied



Note: 4 respondents refused to provide an answer for this question.



# **Section D – Council’s Role in Progressing Digital Solutions**

# Progressing Digital Solutions in the Future

## Summary

Residents indicated that 'improving online and digital services for our customers', 'providing services to help our community become more digitally savvy' and 'providing a range of technologies to interact with Council' as important considerations for the future.

Residents considered the importance of 'providing services to help our community become more digitally savvy' significantly higher in 2018.

Residents aged 18-34 were significantly more likely to deem all digital solutions higher in importance, whilst those aged 45-54 placed significantly less importance on all suggested options.

Female residents were significantly more likely to rate 'providing services to help our community become more digitally savvy' as important, whereas male residents and those aged 55-64 were significantly less likely.

Residents aged 65+ were significantly less likely to rate 'providing a range of technologies, i.e. mobile apps, to interact with Council' and 'improving online and digital services for our customers' as important.

Q2. *Thinking about the role of Council in progressing digital solutions in the future how important are the following?*

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Improving online and digital services for our customers	4.09	4.04	4.07	4.11	4.46▲	4.21	3.88▼	4.08	3.76▼
Providing services to help our community become more digitally savvy	3.87▲	3.71▼	3.77▼	3.97▲	4.35▲	3.78	3.51▼	3.64▼	3.89
Providing a range of technologies, i.e. mobile apps to interact with Council	3.65	3.54	3.57	3.72	4.14▲	3.71	3.37▼	3.55	3.34▼

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Improving online and digital services for our customers	4.20	4.12	4.01	4.07	4.05
Providing services to help our community become more digitally savvy (i.e. capable)	3.85	3.97	3.79	3.89	3.87
Providing a range of technologies, i.e. mobile apps to interact with Council	3.75	3.71	3.61	3.63	3.48

▲▼ = A significantly higher/lower importance (by group)

Scale: 1=not at all important, 5=very important



# Progressing Digital Solutions in the Future

Q2. Thinking about the role of Council in progressing digital solutions in the future how important are the following?

2018  
N=757

2017  
N=756

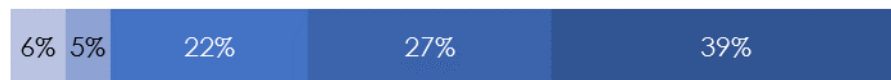
4.09

Improving online and digital services for our customers



4.04

Providing services to help our community become more digitally savvy (i.e. capable)



3.87▲ 3.71▼

Providing a range of technologies, (i.e. mobile apps to interact with Council)



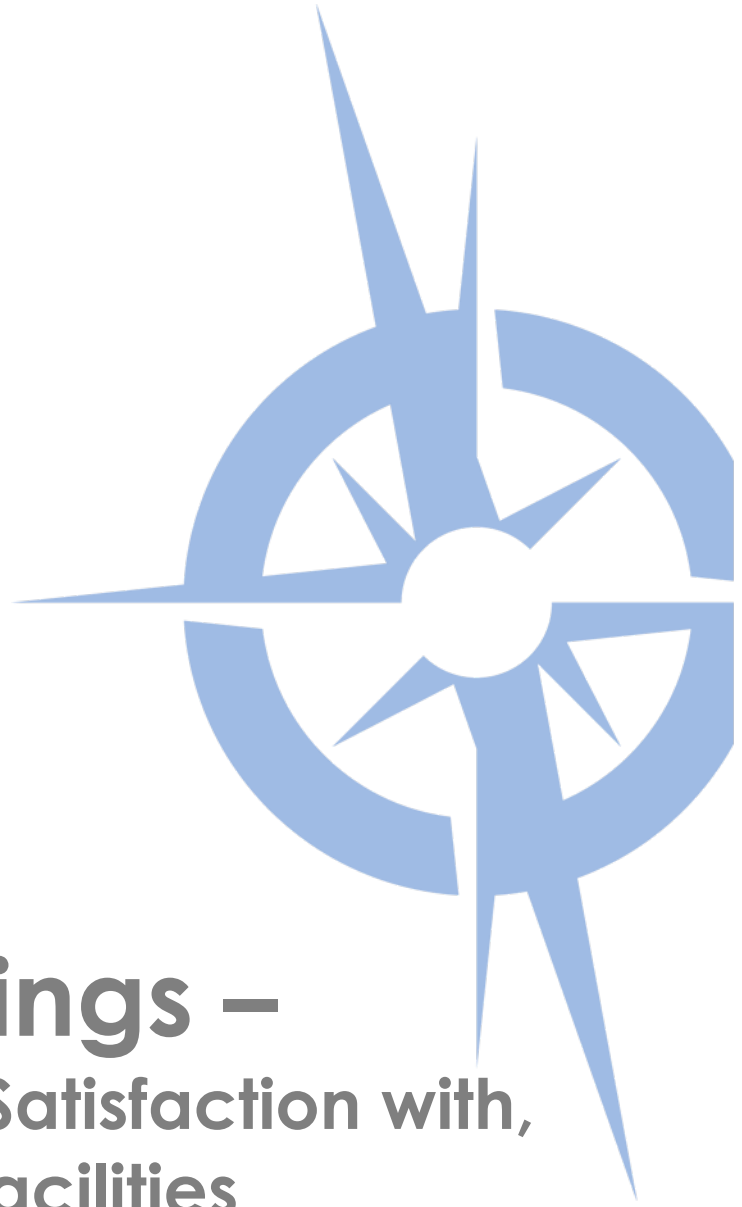
3.65 3.54

0% 25% 50% 75% 100%

■ Not at all important ■ Not very important ■ Somewhat important  
■ Important ■ Very important

▲ ▼ = A significantly higher/lower importance (by year)

Scale: 1=not at all important, 5=very important

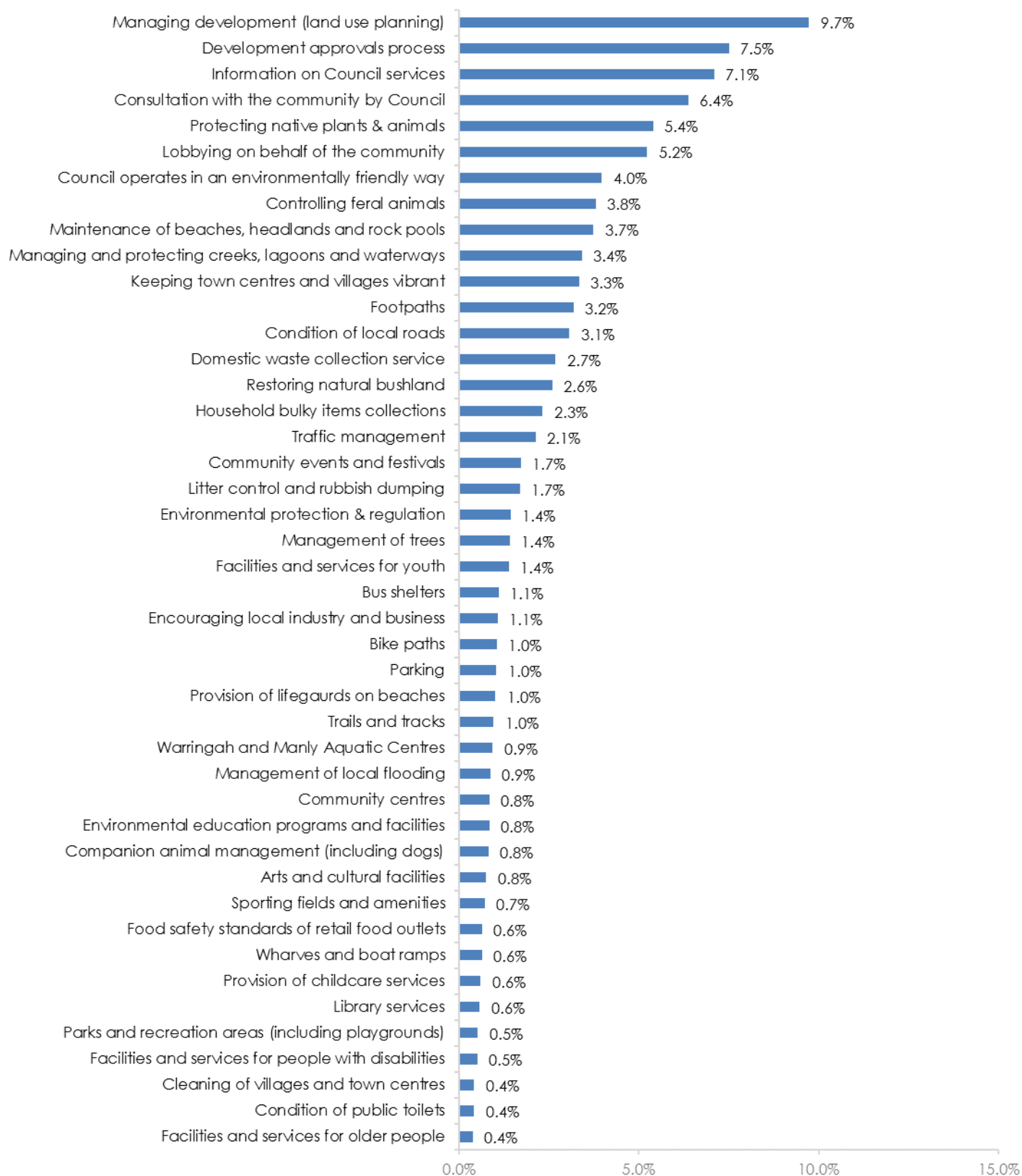


# **Detailed Findings –** **Importance of, and Satisfaction with,** **Council Services & Facilities**

# Influence on Overall Satisfaction

A core element of this community survey was the rating of 44 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 44 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

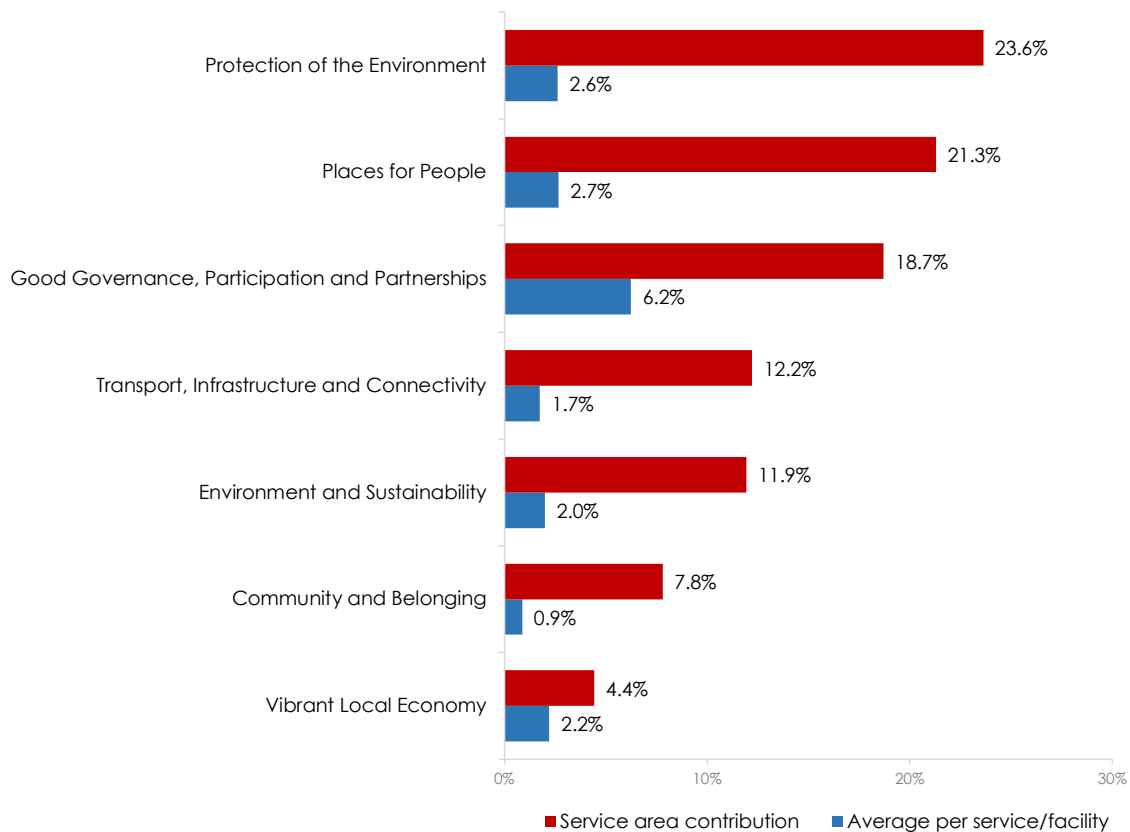




# Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Service Areas

## Contribution to Overall Satisfaction with Council's Performance



'Protection of the Environment' (24%) is the key contributor toward overall satisfaction with Council's performance, however, each of the services/facilities grouped under this area average 2.6%, whereas the services/facilities in the area of 'Good Governance, Participation and Partnerships' average 6.2%.

# Service Areas

Each of the 44 facilities/services were grouped into service areas as detailed below

## **Community and Belonging**

Provision of childcare services  
Facilities and services for youth  
Facilities and services for older people  
Facilities and services for people with disabilities  
Community centres  
Community events and festivals  
Arts and cultural facilities  
Library services  
Provision of lifeguards on beaches

## **Environment and Sustainability**

Litter control and rubbish dumping  
Cleaning of villages and town centres  
Council operates in an environmentally friendly way  
Environmental education programs and facilities  
Domestic waste collection service  
Household bulky items collections

## **Good Governance, Participation and Partnerships**

Consultation with the community by Council  
Information on Council services  
Lobbying on behalf of the community

## **Places for People**

Food safety standards of retail food outlets  
Companion animal management (including dogs)  
Condition of public toilets  
Parks and recreation areas  
Sporting fields and amenities  
Warringah and Manly Aquatic Centres  
Managing development (land use planning)  
Development approvals process

## **Protection of the Environment**

Protecting native plants & animals  
Restoring natural bushland  
Controlling feral animals  
Managing and protecting creeks, lagoons and waterways  
Management of local flooding  
Environmental protection & regulation  
Management of trees  
Trails and tracks  
Maintenance of beaches, headlands and rock pools

## **Transport, Infrastructure and Connectivity**

Condition of local roads  
Footpaths  
Bike paths  
Bus shelters  
Parking  
Traffic management  
Wharves and boat ramps

## **Vibrant Local Economy**

Encouraging local industry and business  
Keeping town centres and villages vibrant

## **An Explanation**

The following pages detail the Shapley findings for each service area and summarise the stated importance and satisfaction ratings by key demographics.

### *Importance*

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.

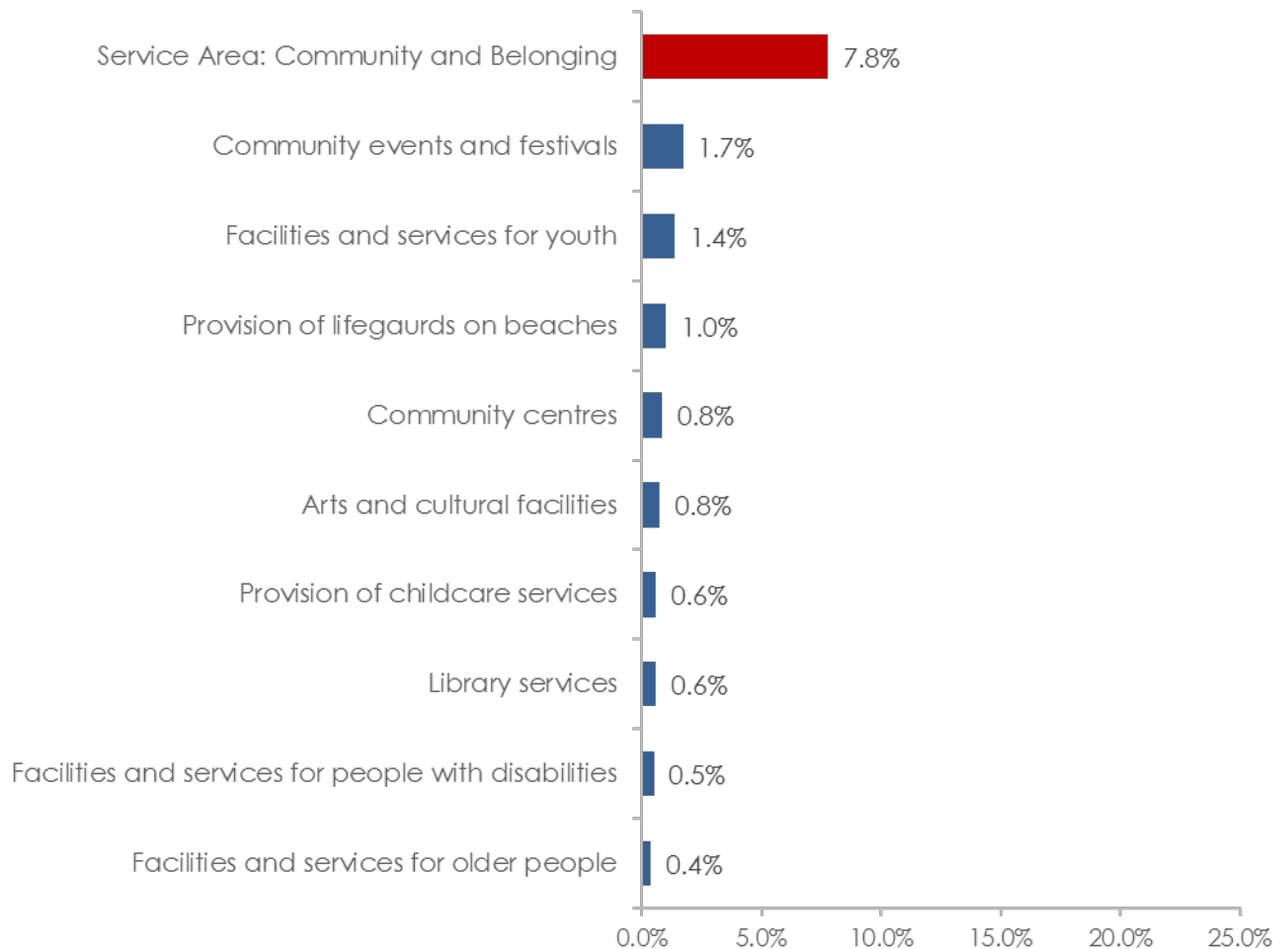
### *Satisfaction*

Residents were then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

# Service Area 1: Community and Belonging

Shapley Regression

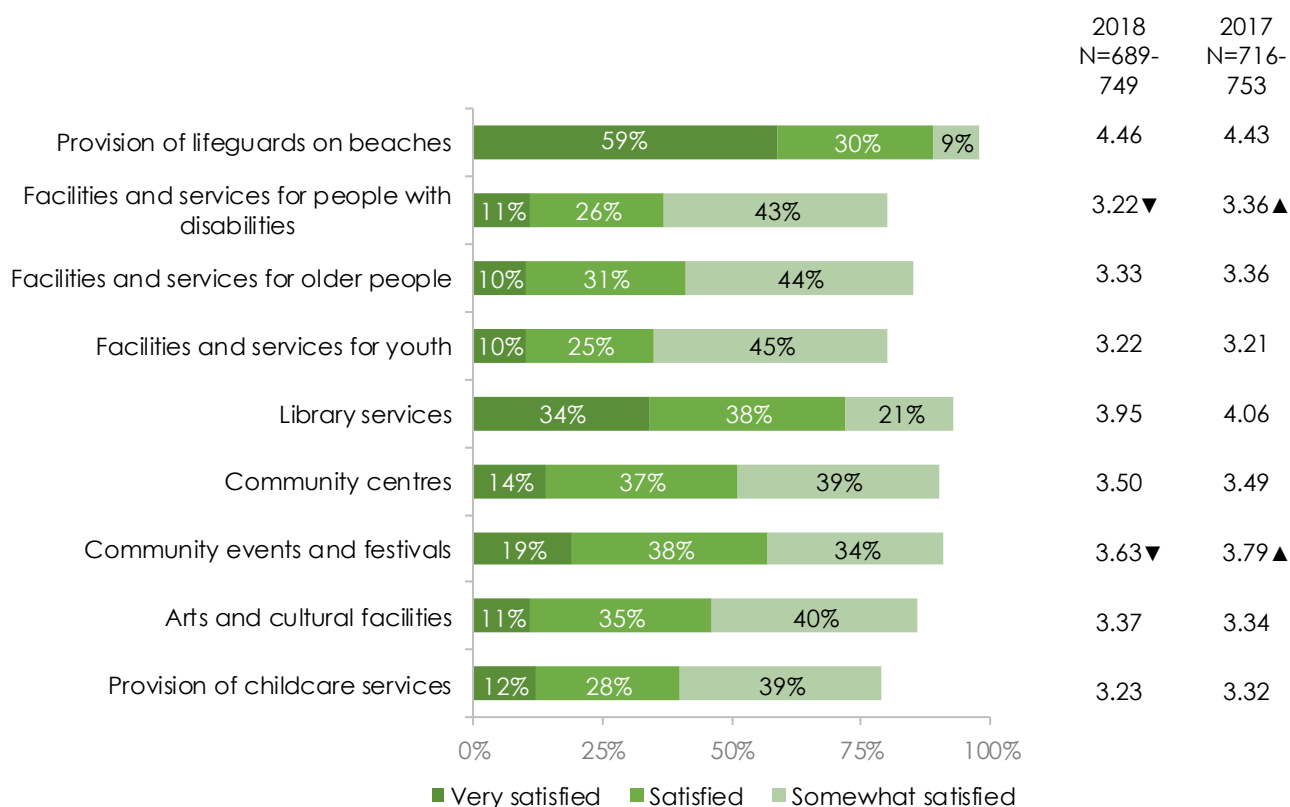
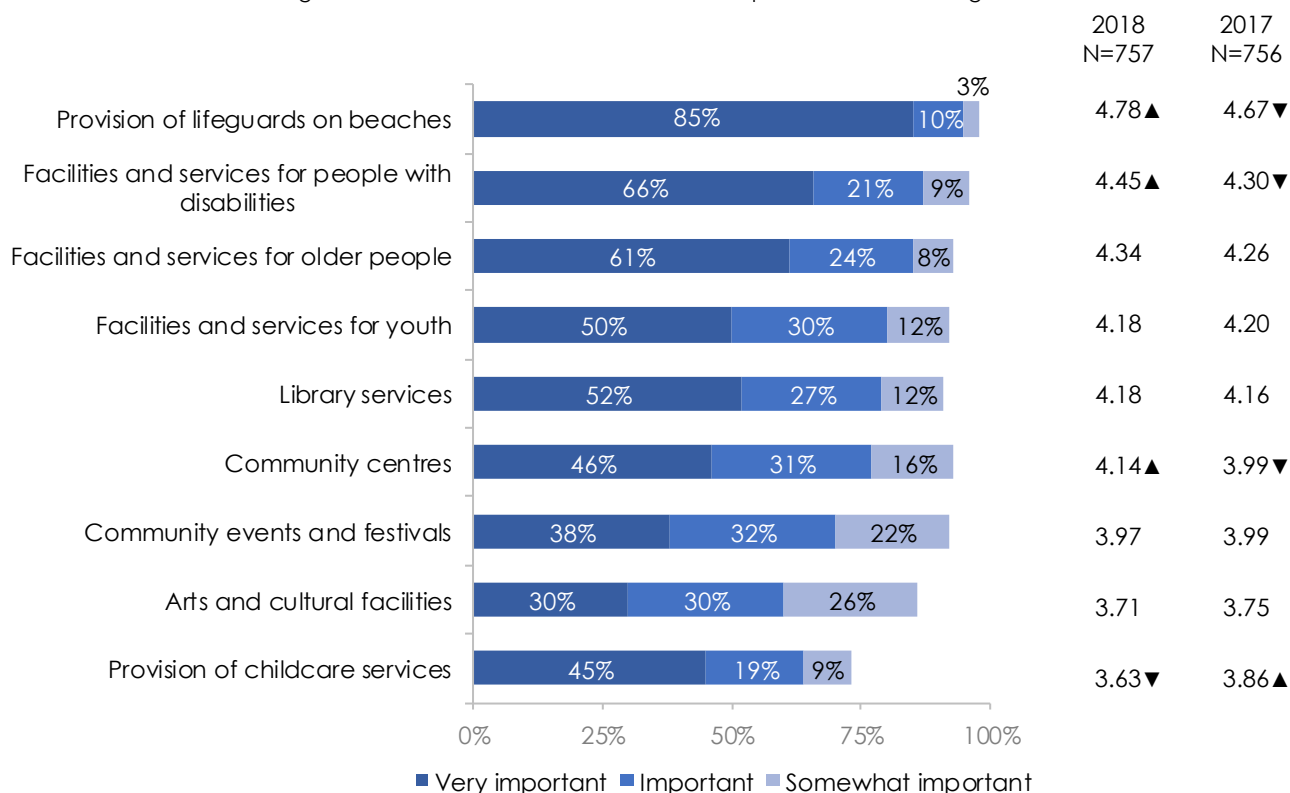
Contributes to Almost 8% of Overall Satisfaction with Council



# Service Area 1: Community and Belonging

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied  
 ▲ ▼ = A significantly higher/lower rating (by year)

# Service Area 1: Community and Belonging

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Provision of lifeguards on beaches
Very high	Facilities and services for people with disabilities
	Facilities and services for older people
High	Facilities and services for youth
	Library services
	Community centres
	Community events and festivals
Moderately high	Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)
	Provision of childcare services

### Importance – by gender

Females rated the following services and facilities as significantly more important:

- Facilities and services for youth
- Facilities and services for older people
- Facilities and services for people with disabilities
- Community centres
- Community events and festivals
- Arts and cultural facilities
- Library services

### Importance – by age

Residents aged 18-44 considered the 'provision of childcare services' to be significantly more important, whilst those over 44 rated it as significantly less important.

Residents aged 18-34 deemed the importance 'community events and festivals' significantly more important.

Those aged 35-44 rated 'facilities and services for older people' significantly less important.

Residents aged 45-54 rated the importance of 'facilities and services for youth' significantly higher but the importance of 'facilities and services for people with disabilities', 'community centres' and 'arts and cultural facilities' significantly less important.

Residents aged 65+ rated the importance of 'facilities and services for older people', 'facilities and services for people with disabilities' and 'library services' significantly higher but 'community events and festivals' significantly less important.

### Importance – by ward

Residents of the Manly Ward viewed 'community events and festivals' as significantly more important.

### Importance – by year

Residents in 2018 placed a significantly greater degree of importance on the 'provision of lifeguards on beaches', 'facilities and services for people with disabilities' and 'community centres', but significantly lower importance on the 'provision of childcare services'.



# Service Area 1: Community and Belonging

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Provision of childcare services	3.63▼	3.86▲	3.51	3.74	4.05▲	3.95▲	3.34▼	3.29▼	3.34▼
Facilities and services for youth	4.18	4.20	4.02▼	4.34▲	4.16	4.25	4.35▲	4.02	4.11
Facilities and services for older people	4.34	4.26	4.21▼	4.46▲	4.27	3.96▼	4.43	4.41	4.66▲
Facilities and services for people with disabilities	4.45▲	4.30▼	4.36▼	4.53▲	4.51	4.49	4.29▼	4.30	4.56▲
Community centres	4.14▲	3.99▼	3.97▼	4.29▲	4.21	4.13	3.93▼	4.19	4.21
Community events and festivals	3.97	3.99	3.84▼	4.10▲	4.22▲	4.11	3.83	3.82	3.79▼
Arts and cultural facilities	3.71	3.75	3.49▼	3.90▲	3.86	3.68	3.50▼	3.61	3.82
Library services	4.18	4.16	3.96▼	4.38▲	4.29	4.02	4.03	4.09	4.39▲
Provision of lifeguards on beaches	4.78▲	4.67▼	4.73	4.82	4.84	4.83	4.72	4.77	4.70

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Provision of childcare services	3.68	3.64	3.74	3.54	3.51
Facilities and services for youth	4.19	4.09	4.17	4.25	4.24
Facilities and services for older people	4.32	4.31	4.28	4.43	4.41
Facilities and services for people with disabilities	4.49	4.35	4.43	4.49	4.48
Community centres	4.14	4.11	4.06	4.16	4.23
Community events and festivals	4.16▲	3.91	3.89	3.97	3.91
Arts and cultural facilities	3.84	3.73	3.54	3.62	3.81
Library services	4.30	4.11	4.15	4.10	4.24
Provision of lifeguards on beaches	4.81	4.83	4.75	4.80	4.67

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Provision of childcare services	20%	7%	9%	19%	45%	757
Facilities and services for youth	5%	3%	12%	30%	50%	757
Facilities and services for older people	4%	4%	8%	24%	61%	757
Facilities and services for people with disabilities	3%	2%	9%	21%	66%	757
Community centres	3%	5%	16%	31%	46%	757
Community events and festivals	3%	5%	22%	32%	38%	757
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)	7%	7%	26%	30%	30%	757
Library services	4%	5%	12%	27%	52%	757
Provision of lifeguards on beaches	1%	1%	3%	10%	85%	757



# Service Area 1: Community and Belonging

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Very high	Provision of lifeguards on beaches
High	Library services
Moderately high	Community events and festivals
Moderate	Community centres
	Arts and cultural facilities
	Facilities and services for older people
	Provision of childcare services
	Facilities and services for people with disabilities
	Facilities and services for youth

### Satisfaction – by gender

Females were significantly more satisfied with 'community events and festivals', 'arts and cultural facilities' and 'library services'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with the 'provision of childcare services', 'facilities and services for youth', 'community centres', 'community events and festivals' and 'arts and cultural facilities'.

Residents aged 35-54 were significantly more satisfied with 'community events and festivals'.

Residents aged 55-64 were significantly less satisfied with 'facilities and services for youth', 'facilities and services for older people', 'facilities and services for people with disabilities' and 'community centres'.

Residents aged 65+ were significantly less satisfied with the 'provision of childcare services' and 'community events and festivals'.

### Satisfaction – by ward

Residents of the Narrabeen Ward were significantly more satisfied with 'facilities and services for older people' and 'community centres'.

Residents of the Manly Ward were significantly more satisfied with 'community events and festivals' but significantly less satisfied with 'community centres'.

Residents of the Curl Curl Ward expressed a significantly lower level of satisfaction with 'facilities and services for older people'.

### Satisfaction – by year

Residents in 2018 expressed a significantly lower level of satisfaction with 'facilities and services for people with disabilities' and 'community events and festivals'.



# Service Area 1: Community and Belonging

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Provision of childcare services	3.23	3.32	3.22	3.23	3.48▲	3.21	3.21	3.13	3.02▼
Facilities and services for youth	3.22	3.21	3.24	3.20	3.46▲	3.23	3.18	2.98▼	3.13
Facilities and services for older people	3.33	3.36	3.31	3.34	3.46	3.39	3.33	3.00▼	3.33
Facilities and services for people with disabilities	3.22▼	3.36▲	3.27	3.17	3.33	3.27	3.34	2.87▼	3.19
Community centres	3.50	3.49	3.46	3.54	3.67▲	3.52	3.55	3.30▼	3.40
Community events and festivals	3.63▼	3.79▲	3.50▼	3.74▲	3.78▲	3.80▲	3.63	3.47	3.39▼
Arts and cultural facilities	3.37	3.34	3.27▼	3.46▲	3.64▲	3.28	3.33	3.23	3.27
Library services	3.95	4.06	3.84▼	4.06▲	4.06	3.86	3.91	3.83	4.04
Provision of lifeguards on beaches	4.46	4.43	4.40	4.51	4.45	4.56	4.38	4.41	4.47

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Provision of childcare services	3.21	3.17	3.36	3.21	3.16
Facilities and services for youth	3.21	3.12	3.31	3.35	3.11
Facilities and services for older people	3.32	3.06▼	3.38	3.55▲	3.36
Facilities and services for people with disabilities	3.12	3.11	3.34	3.35	3.22
Community centres	3.36▼	3.40	3.55	3.67▲	3.56
Community events and festivals	3.82▲	3.59	3.56	3.64	3.50
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum),	3.46	3.32	3.40	3.32	3.33
Library services	3.87	3.86	4.05	3.99	4.01
Provision of lifeguards on beaches	4.49	4.40	4.48	4.56	4.36

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

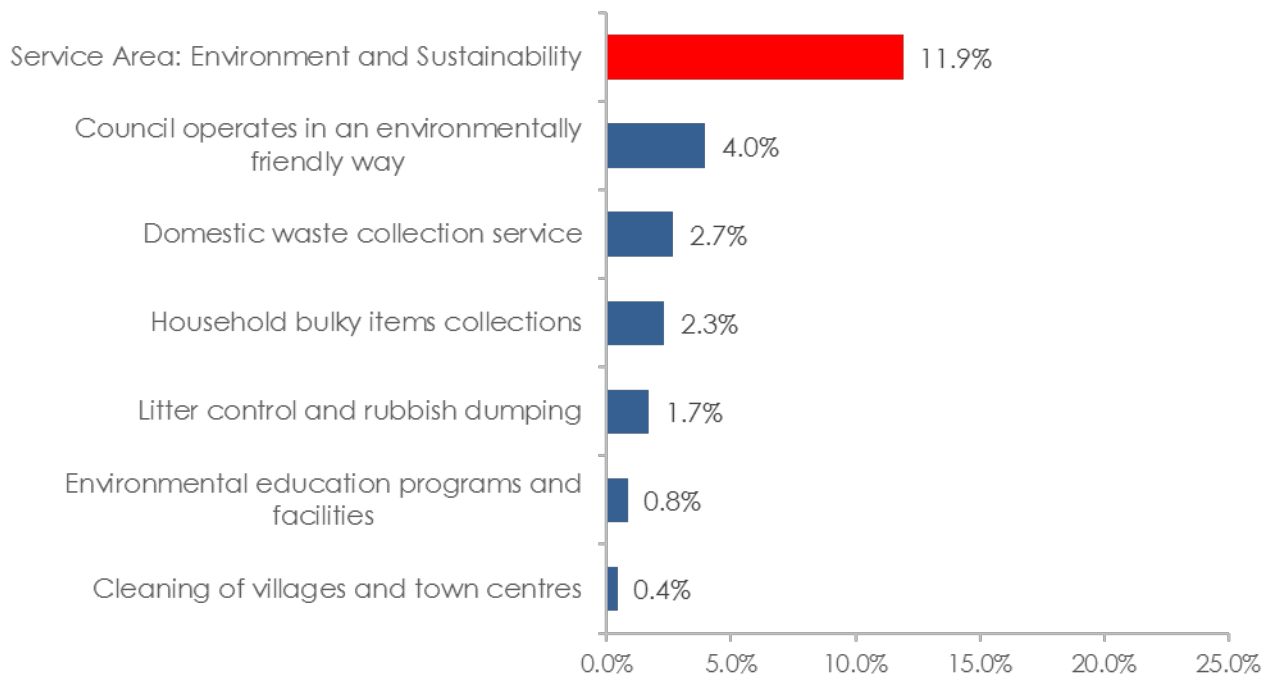
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Provision of childcare services	10%	11%	39%	28%	12%	689
Facilities and services for youth	5%	15%	45%	25%	10%	729
Facilities and services for older people	4%	10%	44%	31%	10%	738
Facilities and services for people with disabilities	6%	14%	43%	26%	11%	727
Community centres	3%	7%	39%	37%	14%	737
Community events and festivals	3%	7%	34%	38%	19%	738
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum),	6%	9%	40%	35%	11%	730
Library services	2%	5%	21%	38%	34%	747
Provision of lifeguards on beaches	1%	1%	9%	30%	59%	749



# Service Area 2: Environment Sustainability

## Shapley Regression

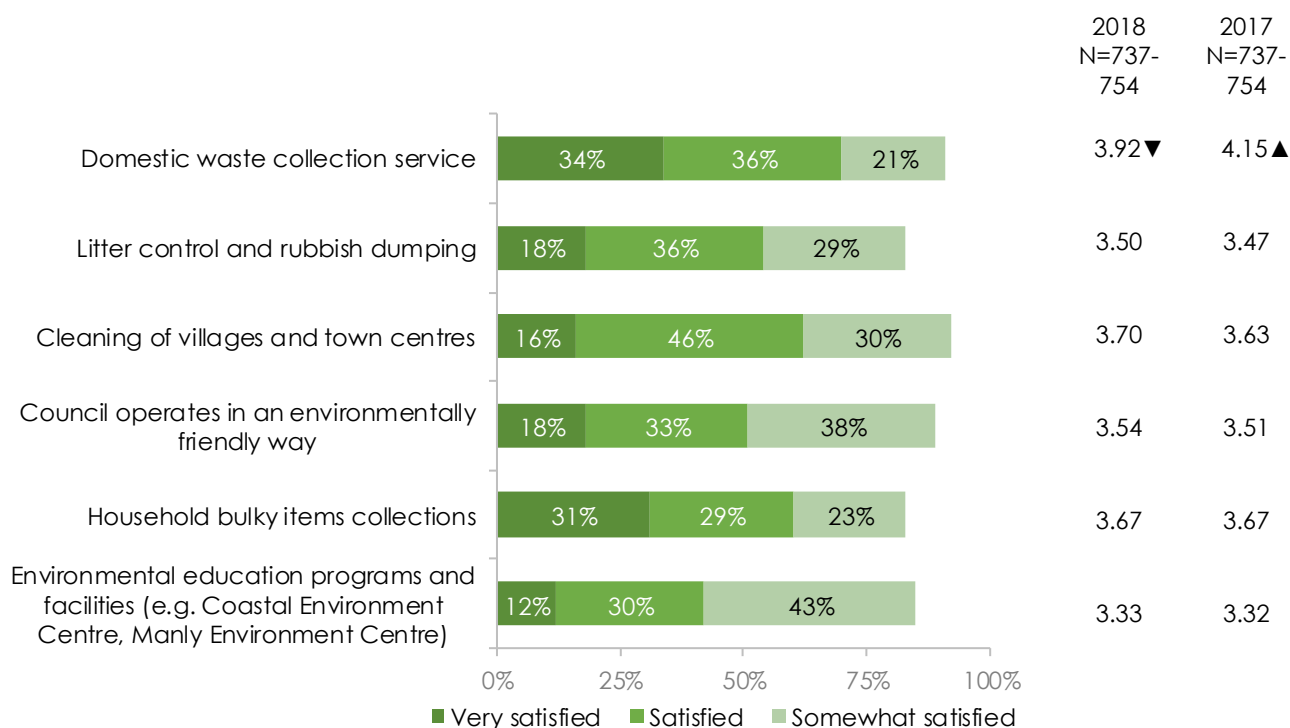
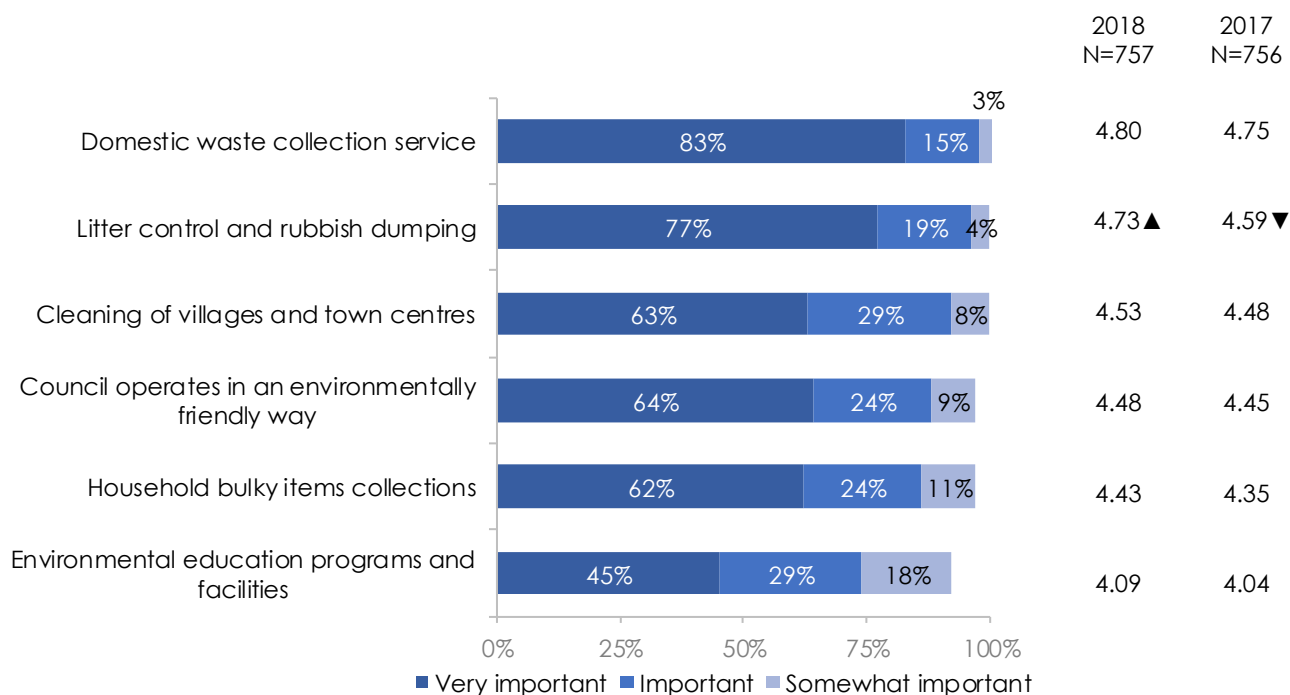
Contributes to Almost 12% of Overall Satisfaction with Council



# Service Area 2: Environment Sustainability

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲▼ = A significantly higher/lower rating (by year)



# Service Area 2: Environment Sustainability

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Domestic waste collection service Litter control and rubbish dumping Cleaning of villages and town centres
Very high	Council operates in an environmentally friendly way Household bulky items collections
High	Environmental education programs and facilities

### Importance – by gender

Females rated the following services/facilities significantly higher in importance:

- Cleaning of villages and town centres
- Council operates in an environmentally friendly way
- Environmental education programs and facilities
- Domestic waste collection service

### Importance – by age

Residents aged 35-44 rated the importance of 'Council operates in an environmentally friendly way' significantly higher.

Residents aged 45-54 rated the importance of 'cleaning of villages and town centres' 'Council operates in an environmentally friendly way' and 'environmental education programs and facilities' significantly lower.

Residents aged 65+ placed a higher degree of importance on the 'household bulky items collections'.

### Importance – by ward

There were no significant differences by ward.

### Importance – by year

Respondents in 2018 rated the importance of 'litter control and rubbish dumping' significantly higher.



# Service Area 2: Environment Sustainability

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Litter control and rubbish dumping	4.73▲	4.59▼	4.69	4.77	4.74	4.69	4.72	4.72	4.77
Cleaning of villages and town centres	4.53	4.48	4.47▼	4.59▲	4.50	4.58	4.41▼	4.64	4.56
Council operates in an environmentally friendly way	4.48	4.45	4.32▼	4.62▲	4.59	4.59▲	4.29▼	4.40	4.46
Environmental education programs and facilities	4.09	4.04	3.89▼	4.28▲	4.23	4.15	3.90▼	4.06	4.06
Domestic waste collection service	4.80	4.75	4.73▼	4.86▲	4.78	4.78	4.82	4.80	4.82
Household bulky items collections	4.43	4.35	4.40	4.46	4.30	4.36	4.46	4.53	4.57▲

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Litter control and rubbish dumping	4.73	4.78	4.70	4.73	4.72
Cleaning of villages and town centres	4.54	4.58	4.48	4.54	4.50
Council operates in an environmentally friendly way	4.48	4.56	4.36	4.52	4.47
Environmental education programs and facilities	4.22	4.15	3.95	4.00	4.11
Domestic waste collection service	4.73	4.85	4.82	4.80	4.80
Household bulky items collections	4.30	4.51	4.47	4.55	4.34

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Litter control and rubbish dumping	<1%	<1%	4%	19%	77%	757
Cleaning of villages and town centres	<1%	<1%	8%	29%	63%	757
Council operates in an environmentally friendly way	1%	2%	9%	24%	64%	757
Environmental education programs and facilities	2%	5%	18%	29%	45%	757
Domestic waste collection service	<1%	0%	3%	15%	83%	757
Household bulky items collections	1%	2%	11%	24%	62%	757



# Service Area 2: Environment Sustainability

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

High	Domestic waste collection service
Moderately high	Cleaning of villages and town centres
	Household bulky items collections
Moderate	Council operates in an environmentally friendly way
	Litter control and rubbish dumping
	Environmental education programs and facilities

### Satisfaction – by gender

There were no significant differences by gender.

### Satisfaction – by age

Residents aged 35-44 were significantly more satisfied with the 'household bulky items collections'.

Residents aged 65+ were significantly more satisfied with the 'domestic waste collection service' but significantly less satisfied with 'litter control and rubbish dumping' and the 'cleaning of villages and town centres'.

### Satisfaction – by ward

Residents of the Manly Ward were significantly less satisfied with the 'domestic waste collection service' and 'household bulky items collections'.

Residents of the Curl Curl Ward were significantly more satisfied with 'household bulky items collections' but significantly less satisfied with 'litter control and rubbish dumping' and 'environmental education programs and facilities'.

Residents of the Narrabeen Ward were significantly more satisfied with 'litter control and rubbish dumping' and the 'domestic waste collection service'.

Residents from the Pittwater Ward were significantly less satisfied with 'household bulky items collections'.

### Satisfaction – by year

Compared to 2017, residents were significantly less satisfied with the 'domestic waste collection service'.



# Service Area 2: Environment Sustainability

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Litter control and rubbish dumping	3.50	3.47	3.48	3.52	3.50	3.65	3.62	3.38	3.34▼
Cleaning of villages and town centres	3.70	3.63	3.66	3.74	3.73	3.80	3.76	3.75	3.51▼
Council operates in an environmentally friendly way	3.54	3.51	3.54	3.54	3.68	3.53	3.56	3.41	3.47
Environmental education programs and facilities	3.33	3.32	3.31	3.35	3.34	3.34	3.31	3.45	3.24
Domestic waste collection service	3.92▼	4.15▲	3.84	3.99	3.79	4.03	3.78	3.98	4.06▲
Household bulky items collections	3.67	3.67	3.63	3.70	3.52	3.92▲	3.57	3.69	3.69

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Litter control and rubbish dumping	3.47	3.30▼	3.61	3.69▲	3.43
Cleaning of villages and town centres	3.72	3.60	3.63	3.80	3.80
Council operates in an environmentally friendly way	3.44	3.55	3.60	3.65	3.46
Environmental education programs and facilities	3.27	3.15	3.48	3.43	3.33
Domestic waste collection service	3.71▼	3.99	3.99	4.08▲	3.84
Household bulky items collections	3.37▼	3.88▲	3.82	3.84	3.43▼

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

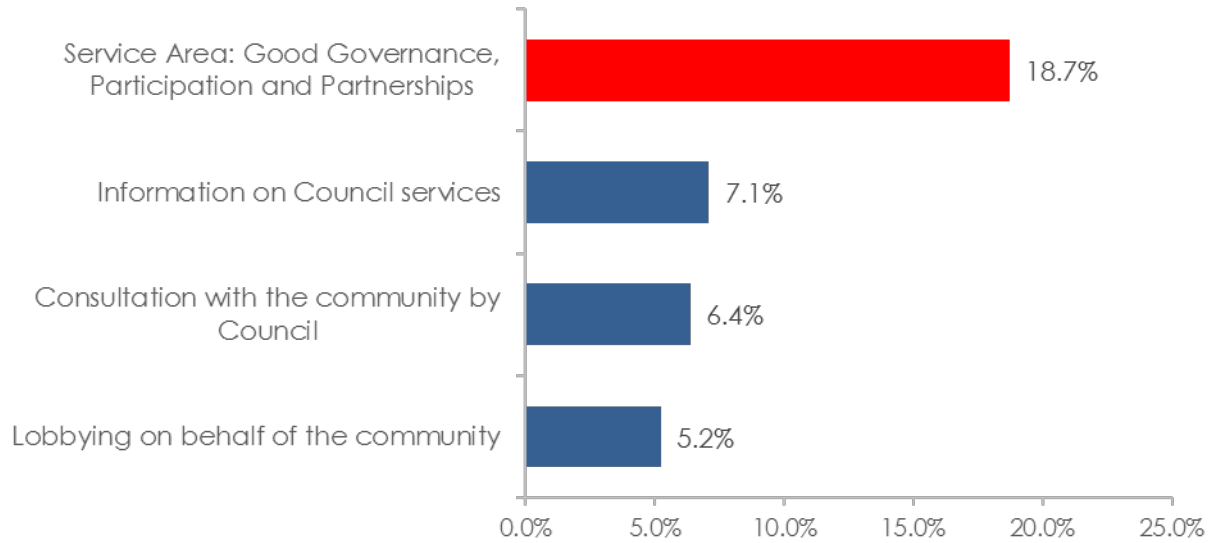
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Litter control and rubbish dumping	5%	12%	29%	36%	18%	754
Cleaning of villages and town centres	1%	6%	30%	46%	16%	751
Council operates in an environmentally friendly way	4%	7%	38%	33%	18%	746
Environmental education programs and facilities	5%	11%	43%	30%	12%	737
Domestic waste collection service	2%	7%	21%	36%	34%	754
Household bulky items collections	7%	10%	23%	29%	31%	752



# Service Area 3: Good Governance, Participation and Partnerships

Shapley Regression

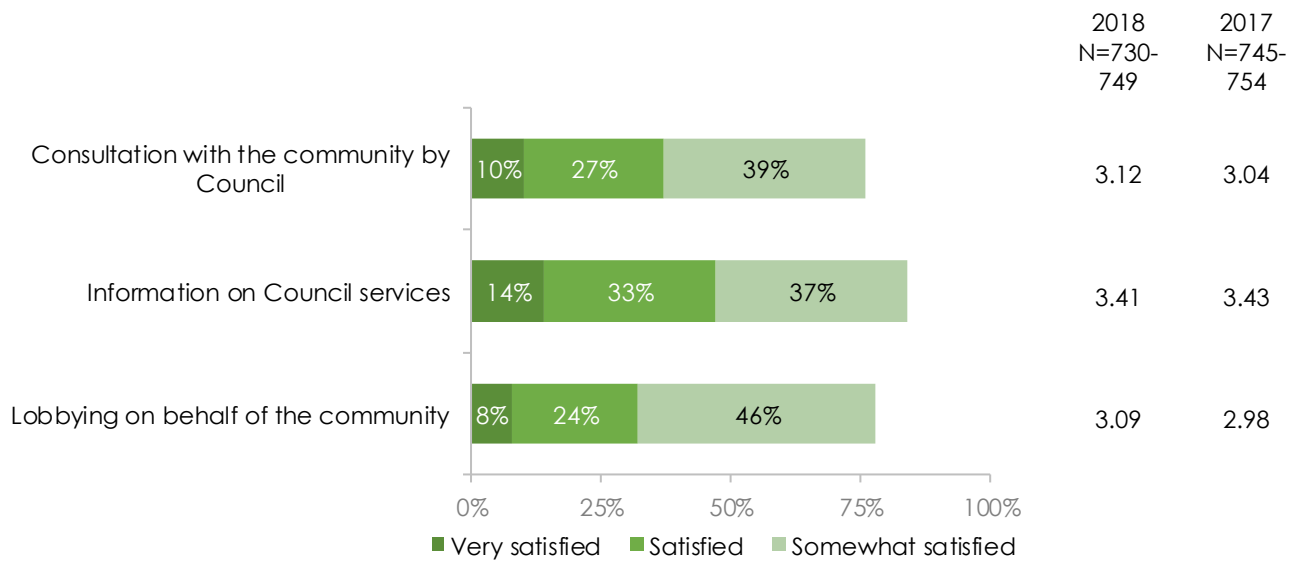
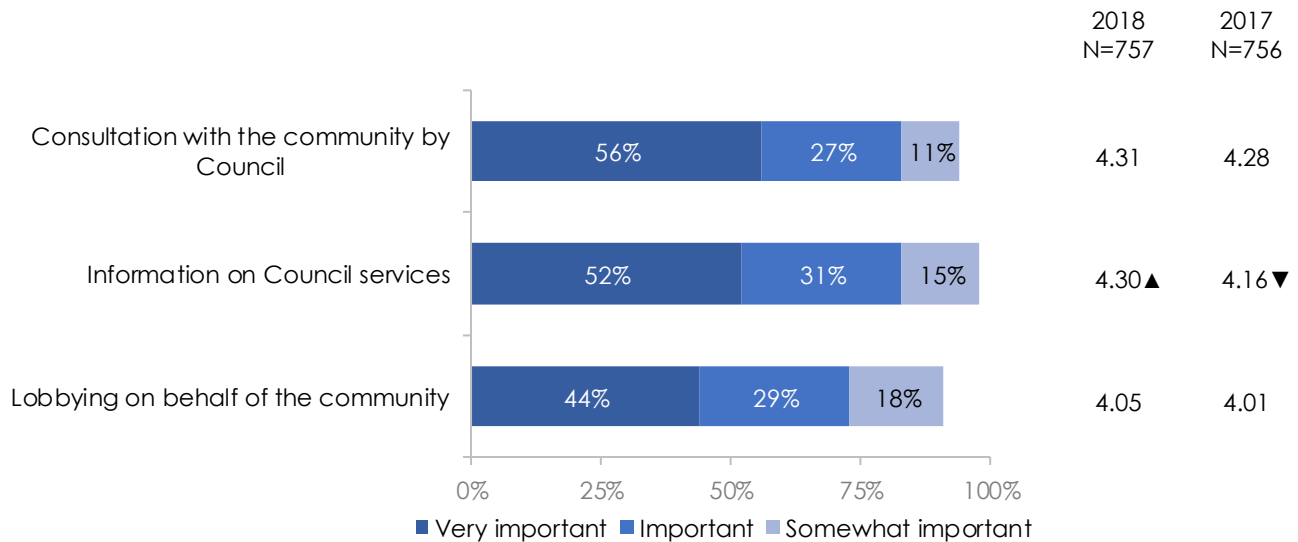
Contributes to Over 18% of Overall Satisfaction with Council



# Service Area 3: Good Governance, Participation and Partnerships

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲▼ = A significantly higher/lower rating (by year)



# Service Area 3: Good Governance, Participation and Partnerships

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Very high	Consultation with the community by Council Information on Council services
High	Lobbying on behalf of the community

### Importance – by gender

Females rated all criteria significantly more important.

### Importance – by age

Residents aged 35-44 deemed 'consultation with the community by Council' and 'information on Council services' significantly less important.

Residents aged 45-54 rated 'information on Council services' and 'lobbying on behalf of the community' significantly less important.

Residents aged 55-64 rated all criteria significantly more important.

Residents aged 65+ rated the importance of 'consultation with the community by Council' and 'information on Council services' significantly higher.

### Importance – by ward

Residents of the Frenchs Forest Ward rated the importance of 'consultation with the community by Council' and 'lobbying on behalf of the community' significantly lower.

### Importance – by year

Residents rated the importance of 'information on Council services' significantly higher in 2018.

# Service Area 3: Good Governance, Participation and Partnerships

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Consultation with the community by Council	4.31	4.28	4.22▼	4.39▲	4.26	4.01▼	4.16	4.65▲	4.51▲
Information on Council services	4.30▲	4.16▼	4.19▼	4.41▲	4.41	4.14▼	4.04▼	4.46▲	4.46▲
Lobbying on behalf of the community	4.05	4.01	3.88▼	4.21▲	4.04	3.94	3.87▼	4.32▲	4.16

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Consultation with the community by Council	4.34	4.30	4.09▼	4.44	4.39
Information on Council services	4.31	4.34	4.25	4.35	4.27
Lobbying on behalf of the community	4.12	4.03	3.79▼	4.15	4.21

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Consultation with the community by Council	2%	4%	11%	27%	56%	757
Information on Council services	1%	2%	15%	31%	52%	757
Lobbying on behalf of the community	3%	5%	18%	29%	44%	757



# Service Area 3: Good Governance, Participation and Partnerships

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Moderate                      Consultation with the community by Council  
Information on Council services  
Lobbying on behalf of the community

### Satisfaction – by gender

Females were significantly more satisfied with 'consultation with the community by Council' and 'lobbying on behalf of the community'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'consultation with the community by Council' and 'lobbying on behalf of the community'.

Residents aged 35-44 were also significantly more satisfied with 'lobbying on behalf of the community'.

Residents aged 65+ were significantly less satisfied with 'consultation with the community by Council'.

### Satisfaction – by ward

Residents of the Pittwater Ward were significantly less satisfied with 'consultation with the community by Council' and 'lobbying on behalf of the community'.

Residents of the Frenchs Forest Ward were significantly more satisfied with 'consultation with the community by Council'.

### Satisfaction – by year

There were no significant differences compared to the 2017 results.

# Service Area 3: Good Governance, Participation and Partnerships

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Consultation with the community by Council	3.12	3.04	2.98▼	3.25▲	3.34▲	3.24	2.95	3.00	2.98▼
Information on Council services	3.41	3.43	3.35	3.47	3.50	3.40	3.34	3.47	3.35
Lobbying on behalf of the community	3.09	2.98	2.97▼	3.19▲	3.26▲	3.30▲	2.92	2.91	2.96

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Consultation with the community by Council	3.23	3.15	3.30▲	3.03	2.80▼
Information on Council services	3.30	3.51	3.52	3.38	3.33
Lobbying on behalf of the community	3.10	3.12	3.19	3.08	2.91▼

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

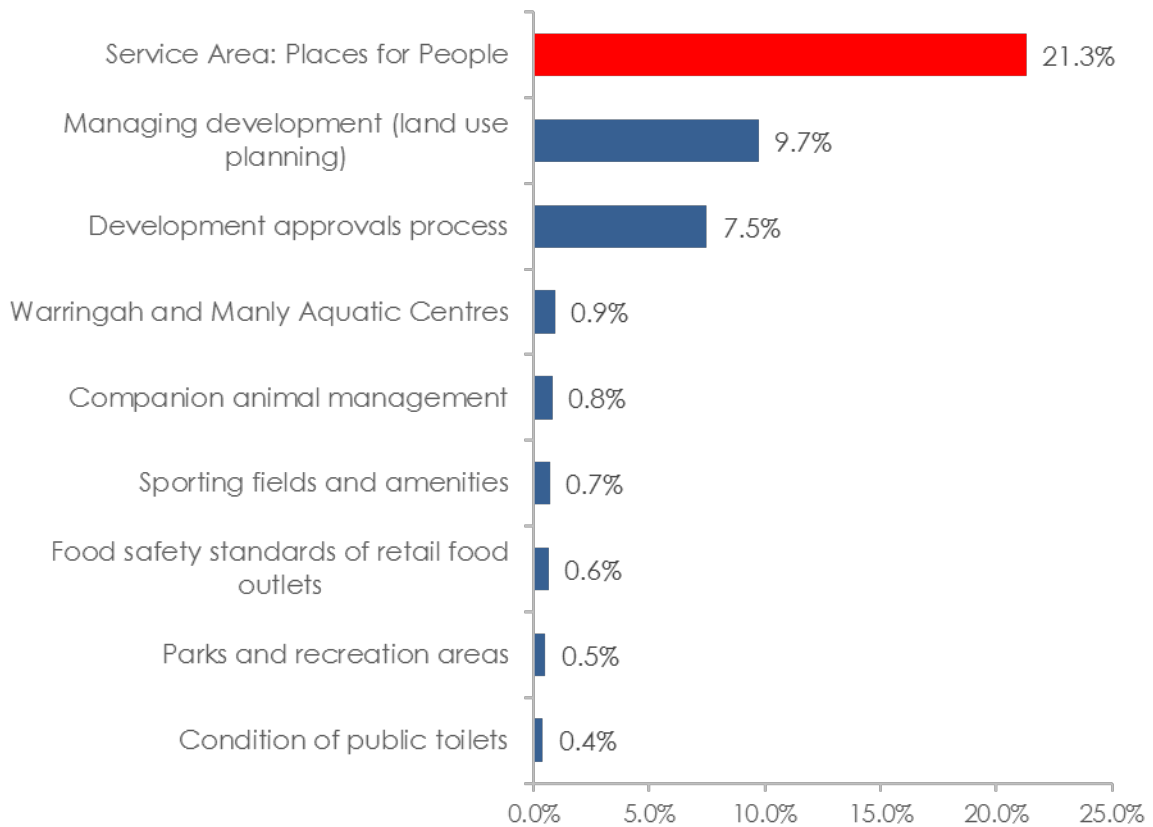
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Consultation with the community by Council	10%	14%	39%	27%	10%	741
Information on Council services	4%	12%	37%	33%	14%	749
Lobbying on behalf of the community	8%	14%	46%	24%	8%	730



# Service Area 4: Places for People

## Shapley Regression

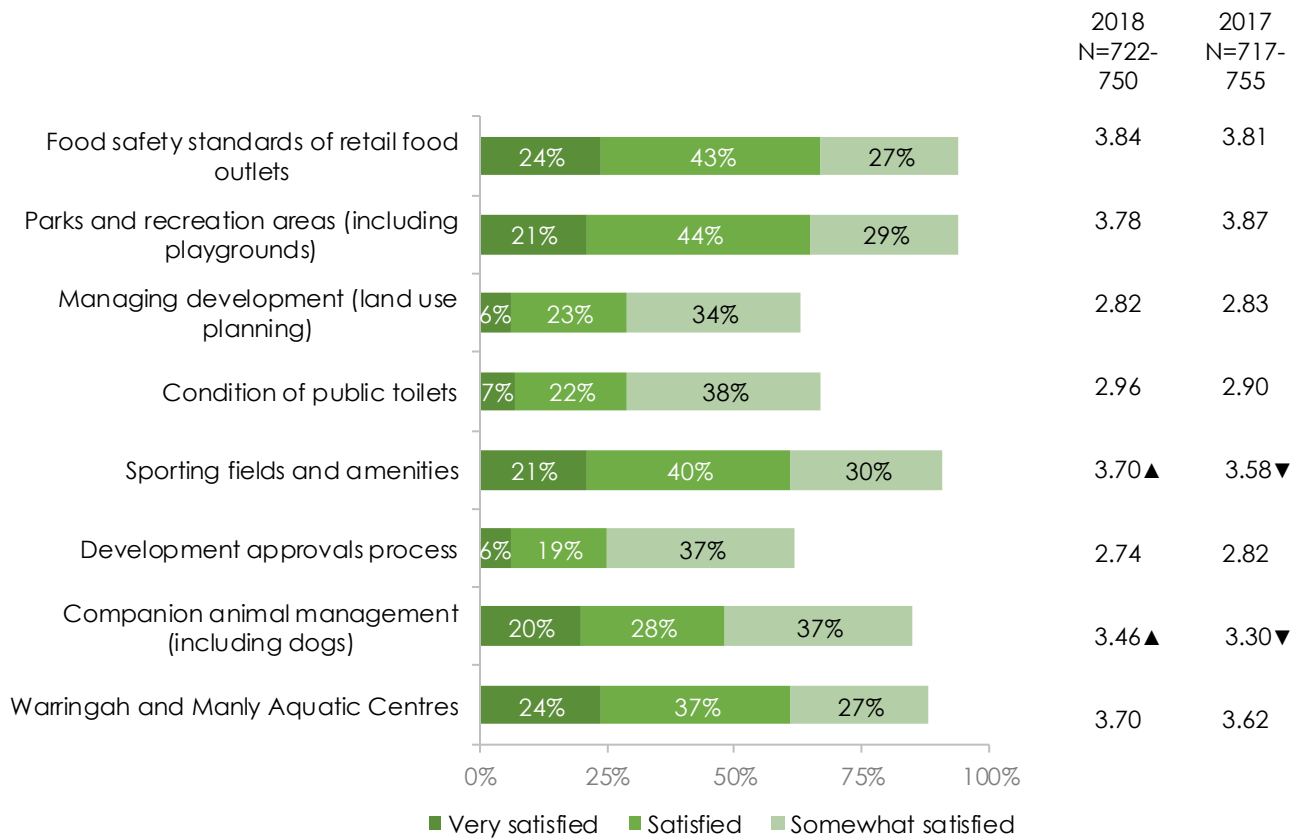
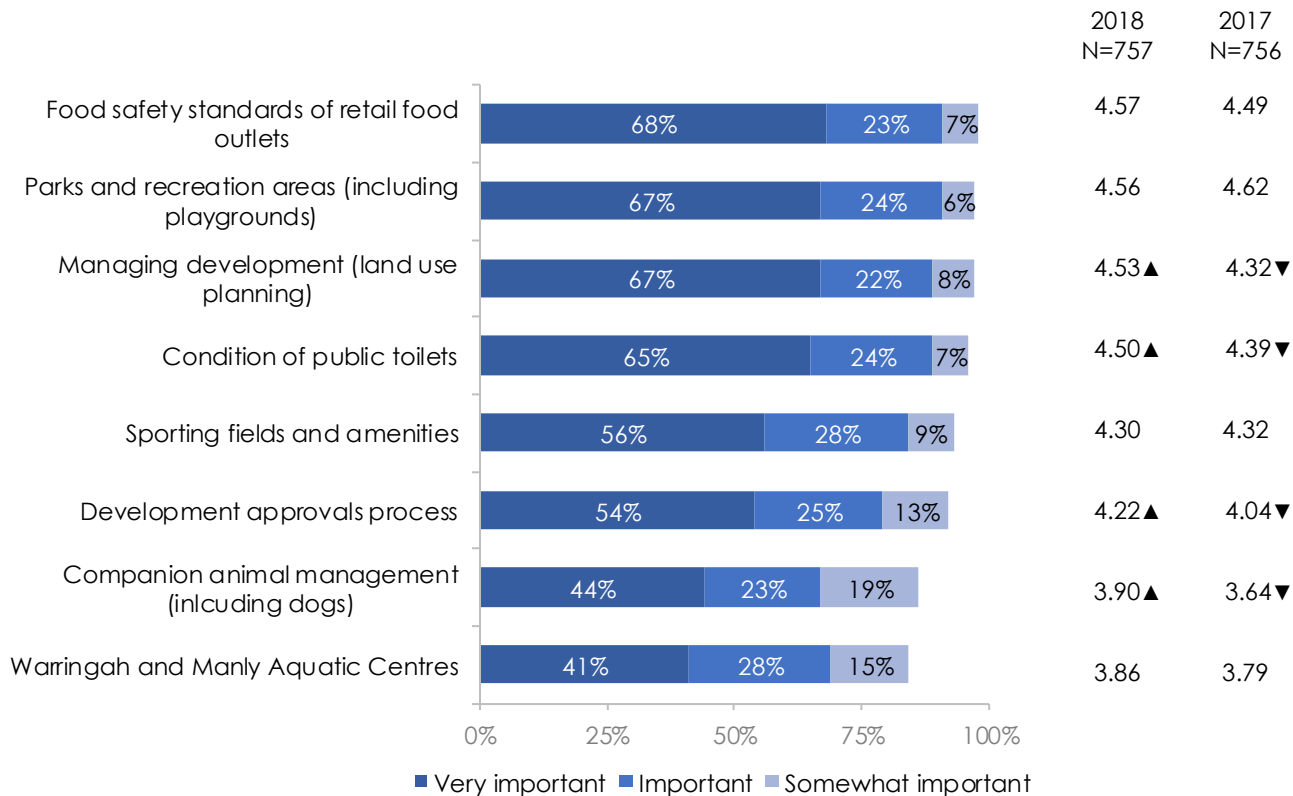
Contributes to Over 21% of Overall Satisfaction with Council



# Service Area 4: Places for People

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲▼ = A significantly higher/lower rating (by year)

# Service Area 4: Places for People

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Food safety standards of retail food outlets Parks and recreation areas (including playgrounds) Managing development (land use planning)
Very high	Condition of public toilets Sporting fields and amenities Development approvals process
Moderately high	Companion animal management (including dogs) Warringah and Manly Aquatic Centres

### Importance – by gender

Females rated 'food safety standards of retail food outlets', 'companion animal management', the 'condition of public toilets', 'parks and recreation areas' and the 'Warringah and Manly Aquatic Centres' significantly more important.

### Importance – by age

Residents aged 18-34 rated the importance of 'sporting fields and amenities' significantly lower.

Those aged 35-44 rated the importance of 'parks and recreation areas' and 'sporting fields and amenities' significantly more important but 'companion animal management' and 'managing development' significantly less important.

Residents aged 45-54 rated the importance of 'sporting fields and amenities' significantly higher but rated 'food safety standards of retail food outlets' significantly lower in importance.

Residents aged 55-64 rated the importance of 'managing development' significantly higher.

Residents aged 65+ considered the importance of 'companion animal management' and the 'development approvals process' significantly higher but the importance of 'sporting fields and amenities' significantly lower.

### Importance – by ward

Residents of the Manly Ward rated the importance of 'sporting fields and amenities' significantly lower.

Residents of the Frenchs Forest Ward rated the importance of 'sporting fields and amenities' and 'Warringah and Manly Aquatic Centres' significantly higher but rated 'managing development' significantly lower.

Residents of the Narrabeen Ward rated the importance of 'managing development' significantly higher.

Residents of the Pittwater Ward rated 'managing development' and the 'development approvals process' with significantly higher importance but rated the 'Warringah and Manly Aquatic Centres' significantly lower.

### Importance – by year

Residents in 2018 rated 'companion animal management', the 'condition of public toilets', 'managing development' and the 'development approvals process' significantly more important.



# Service Area 4: Places for People

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Food safety standards of retail food outlets	4.57	4.49	4.48▼	4.65▲	4.67	4.52	4.40▼	4.64	4.60
Companion animal management (including dogs)	3.90▲	3.64▼	3.70▼	4.08▲	3.97	3.64▼	3.76	4.03	4.08▲
Condition of public toilets	4.50▲	4.39▼	4.36▼	4.63▲	4.53	4.45	4.47	4.55	4.52
Parks and recreation areas	4.56	4.62	4.49▼	4.62▲	4.54	4.70▲	4.48	4.54	4.52
Sporting fields and amenities	4.30	4.32	4.27	4.32	4.12▼	4.49▲	4.50▲	4.26	4.17▼
Warringah and Manly Aquatic Centres	3.86	3.79	3.66▼	4.05▲	3.85	3.90	3.98	3.75	3.82
Managing development (land use planning)	4.53▲	4.32▼	4.52	4.54	4.43	4.37▼	4.58	4.71▲	4.61
Development approvals process	4.22▲	4.04▼	4.22	4.21	4.05	4.06	4.25	4.32	4.44▲

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Food safety standards of retail food outlets	4.56	4.55	4.57	4.61	4.55
Companion animal management (including dogs)	4.00	3.77	3.81	3.88	4.03
Condition of public toilets	4.44	4.50	4.54	4.54	4.49
Parks and recreation areas	4.52	4.62	4.58	4.52	4.55
Sporting fields and amenities	4.14▼	4.29	4.46▲	4.34	4.26
Warringah and Manly Aquatic Centres	3.88	3.86	4.10▲	3.84	3.58▼
Managing development (land use planning)	4.52	4.47	4.38▼	4.68▲	4.64▲
Development approvals process	4.32	4.18	4.07	4.13	4.39▲

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

### Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Food safety standards of retail food outlets	1%	1%	7%	23%	68%	757
Companion animal management (including dogs)	8%	6%	19%	23%	44%	757
Condition of public toilets	1%	2%	7%	24%	65%	757
Parks and recreation areas (including playgrounds)	1%	1%	6%	24%	67%	757
Sporting fields and amenities	3%	4%	9%	28%	56%	757
Warringah and Manly Aquatic Centres	8%	8%	15%	28%	41%	757
Managing development (land use planning)	2%	1%	8%	22%	67%	757
Development approvals process	4%	4%	13%	25%	54%	757





# Service Area 4: Places for People

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Moderately high	Food safety standards of retail food outlets Parks and recreation areas (including playgrounds) Sporting fields and amenities Warringah and Manly Aquatic Centres
Moderate	Companion animal management (including dogs)
Moderately low	Condition of public toilets Managing development (land use planning) Development approvals process

### Satisfaction – by gender

Females were significantly more satisfied with 'companion animal management'.

Males were significantly more satisfied with the 'condition of public toilets'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'food safety standards of retail food outlets', 'companion animal management', the 'Warringah and Manly Aquatic Centres', 'managing development' and the 'development approvals process'.

Residents aged 35-44 expressed a significantly higher degree of satisfaction with 'sporting fields and amenities' and 'managing development'.

Residents aged 45+ were significantly less satisfied with 'managing development' and the 'development approvals process'.

Residents aged 65+ were additionally significantly less satisfied with 'food safety standards of retail food outlets' and the 'Warringah and Manly Aquatic Centres' and those aged 55-64 were significantly less satisfied with 'companion management'.

### Satisfaction – by ward

Residents from the Manly Ward were significantly more satisfied with 'managing development' and the 'development approvals process'.

Residents from the Frenchs Forest Ward expressed a significantly higher degree of satisfaction with 'sporting fields and amenities' and 'managing development'.

Residents from the Narrabeen Ward were significantly less satisfied with 'managing development'.

Residents from the Pittwater Ward were significantly less satisfied with 'companion animal management' and the 'Warringah and Manly Aquatic Centres'.

### Satisfaction – by year

Compared to 2017, residents were significantly less satisfied with 'companion animal management' and 'sporting fields and amenities'.



# Service Area 4: Places for People

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Food safety standards of retail food outlets	3.84	3.81	3.78	3.90	4.01▲	3.95	3.76	3.77	3.69▼
Companion animal management (including dogs)	3.46▲	3.30▼	3.36▼	3.55▲	3.72▲	3.51	3.39	3.19▼	3.36
Condition of public toilets	2.96	2.90	3.06▲	2.87▼	2.97	3.05	2.95	2.84	2.96
Parks and recreation areas	3.78	3.87	3.80	3.76	3.83	3.86	3.69	3.75	3.75
Sporting fields and amenities	3.70▲	3.58▼	3.71	3.69	3.81	3.86▲	3.59	3.61	3.59
Warringah and Manly Aquatic Centres	3.70	3.62	3.68	3.72	3.96▲	3.77	3.57	3.68	3.45▼
Managing development (land use planning)	2.82	2.83	2.79	2.85	3.19▲	3.01▲	2.55▼	2.53▼	2.67▼
Development approvals process	2.74	2.82	2.68	2.81	3.19▲	2.88	2.47▼	2.44▼	2.56▼

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Food safety standards of retail food outlets	3.97	3.82	3.80	3.88	3.73
Companion animal management (including dogs)	3.49	3.44	3.51	3.57	3.25▼
Condition of public toilets	2.96	2.88	2.90	3.01	3.09
Parks and recreation areas	3.81	3.76	3.80	3.76	3.77
Sporting fields and amenities	3.72	3.62	3.88▲	3.64	3.62
Warringah and Manly Aquatic Centres	3.69	3.82	3.72	3.76	3.44▼
Managing development (land use planning)	3.08▲	2.69	3.05▲	2.56▼	2.66
Development approvals process	2.91▲	2.63	2.90	2.63	2.61

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

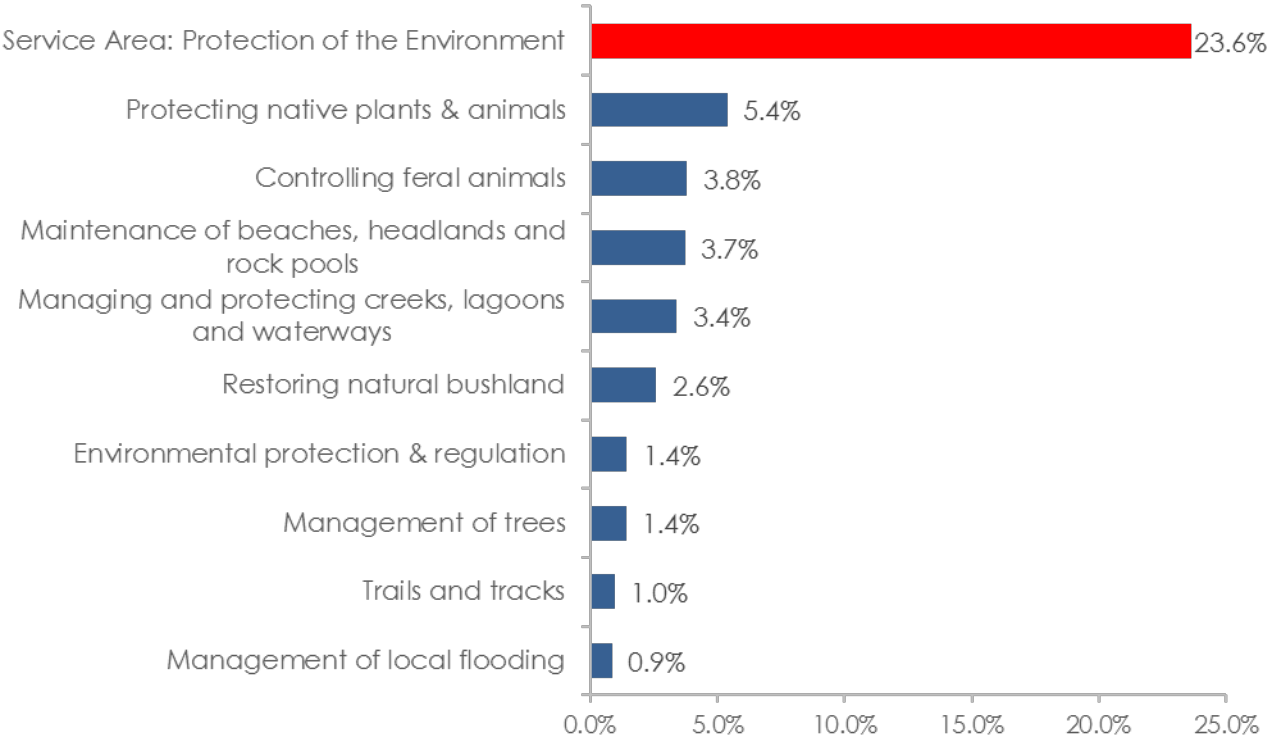
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Food safety standards of retail food outlets	2%	4%	27%	43%	24%	742
Companion animal management (including dogs)	6%	9%	37%	28%	20%	736
Condition of public toilets	9%	24%	38%	22%	7%	746
Parks and recreation areas	2%	5%	29%	44%	21%	750
Sporting fields and amenities	3%	6%	30%	40%	21%	742
Warringah and Manly Aquatic Centres	4%	7%	27%	37%	24%	722
Managing development (land use planning)	16%	22%	34%	23%	6%	749
Development approvals process	17%	21%	37%	19%	6%	736



# Service Area 5: Protection of the Environment

Shapley Regression

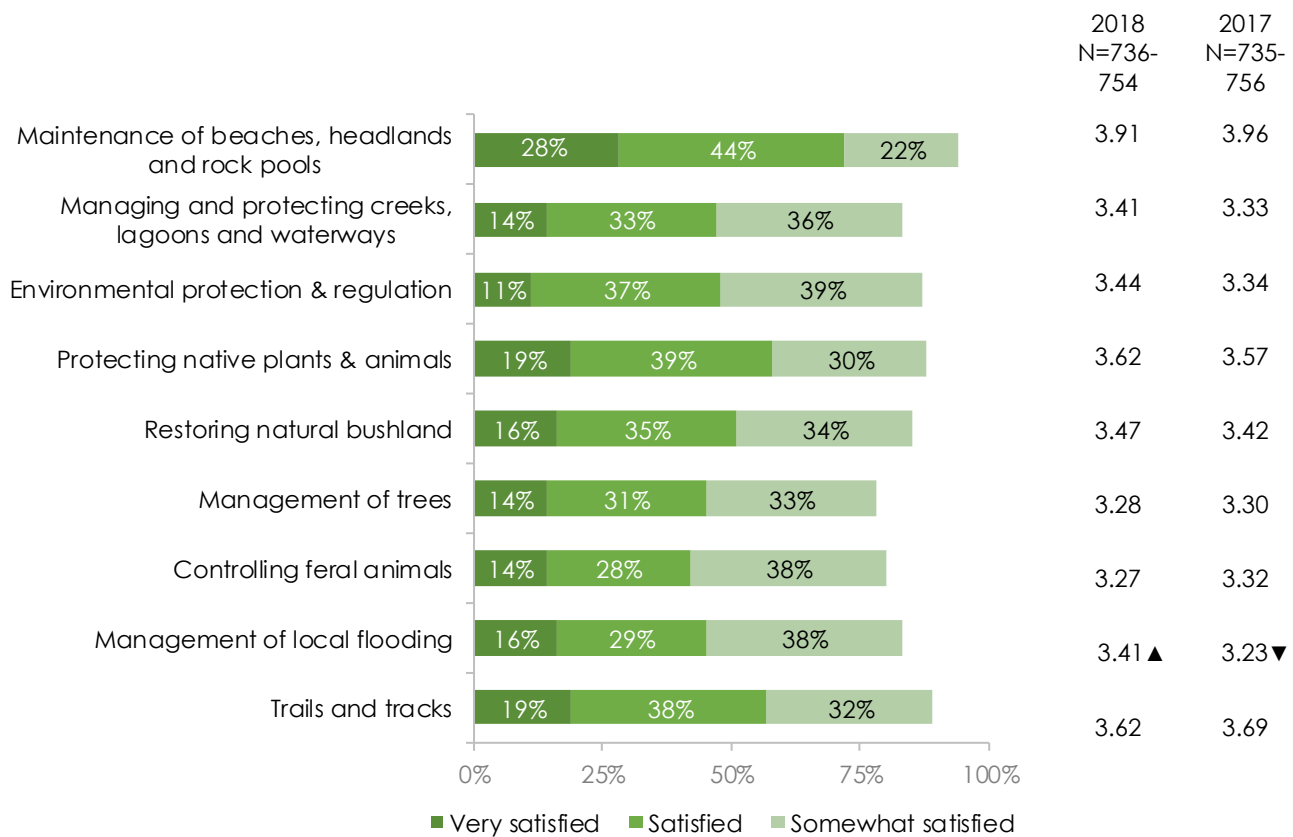
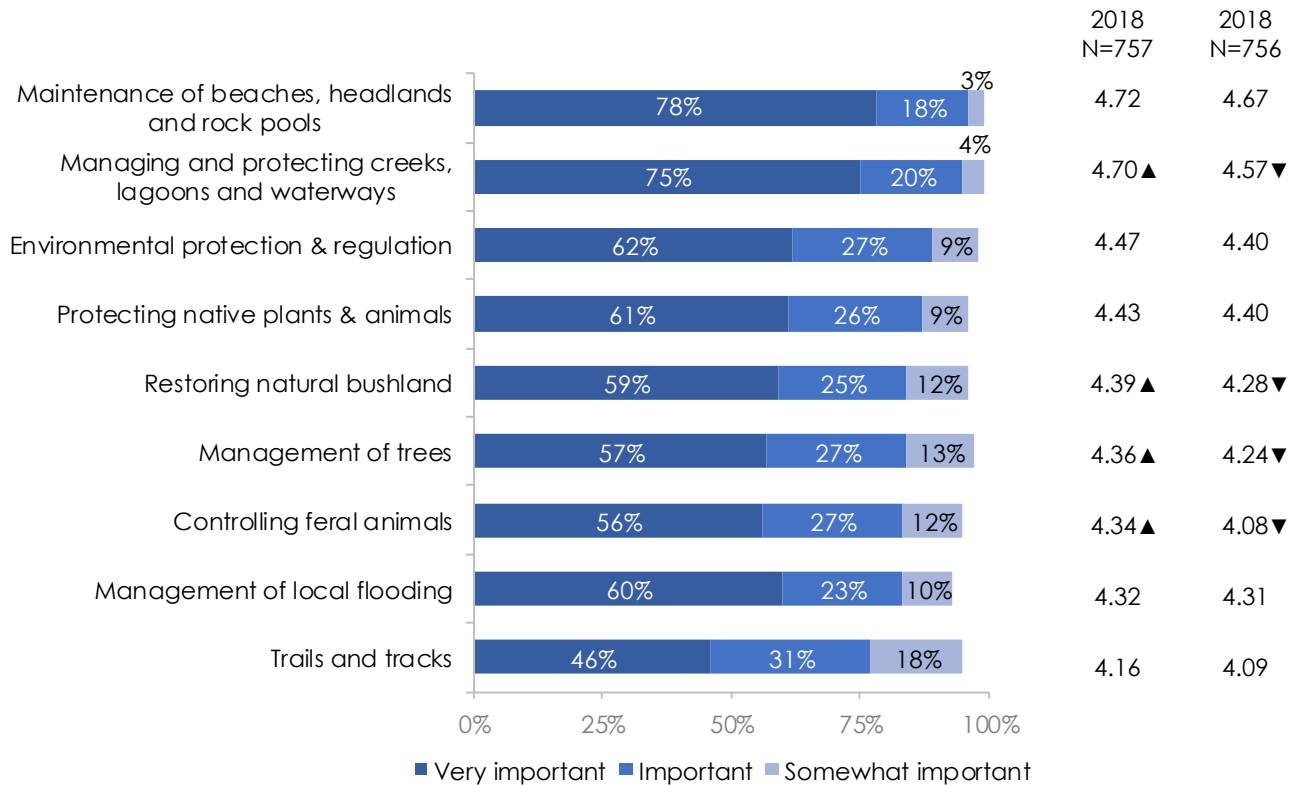
Contributes to Nearly 24% of Overall Satisfaction with Council



# Service Area 5: Protection of the Environment

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲ ▼ = A significantly higher/lower rating (by year)

# Service Area 5: Protection of the Environment

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Maintenance of beaches, headlands and rock pools
Very high	Managing and protecting creeks, lagoons and waterways
	Environmental protection & regulation
	Protecting native plants & animals
	Restoring natural bushland
	Management of trees
	Controlling feral animals
High	Management of local flooding
	Trails and tracks

### Importance – by gender

Females rated the importance of the following services/facilities significantly higher:

- Protecting native plants & animals
- Restoring natural bushland
- Management of local flooding
- Environmental protection & regulation
- Management of trees
- Trails and tracks
- Maintenance of beaches, headlands and rock pools

### Importance – by age

Residents aged 18-34 rated the importance of 'protecting native plants & animals', 'restoring natural bushland', 'environmental protection & regulation' and 'trails and tracks' significantly higher.

Residents aged 45-54 rated the importance of 'restoring natural bushland', the 'management of local flooding', 'environmental protection & regulation' and the 'management of trees' significantly lower.

Residents aged 65+ considered 'controlling feral animals' significantly more important, whilst those aged 35-54 rated it with significantly less importance.

Residents aged 55-64 rated the importance of 'managing and protecting creeks, lagoons and waterways' significantly higher.

### Importance – by ward

Residents of the Manly Ward rated the importance of 'environmental protection & regulation' significantly higher, whilst those from the Frenchs Forest Ward rated it significantly less important.

Residents from the Curl Curl Ward placed a significantly higher degree of importance on 'protecting native plants & animals'.

Residents from the Frenchs Forest Ward rated 'managing and protecting creeks, lagoons and waterways' with significantly less importance.

### Importance – by year

Residents in 2018 rated 'restoring natural bushland', 'controlling feral animals', 'managing and protecting creeks, lagoons and waterways' and 'management of trees' significantly more important.



# Service Area 5: Protection of the Environment

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Protecting native plants & animals	4.43	4.40	4.27▼	4.59▲	4.61▲	4.44	4.30	4.36	4.40
Restoring natural bushland	4.39▲	4.28▼	4.30▼	4.48▲	4.60▲	4.31	4.24▼	4.39	4.38
Controlling feral animals	4.34▲	4.08▼	4.27	4.39	4.45	4.07▼	4.18▼	4.43	4.52▲
Managing and protecting creeks, lagoons and waterways	4.70▲	4.57▼	4.67	4.73	4.69	4.65	4.66	4.83▲	4.70
Management of local flooding	4.32	4.31	4.18▼	4.45▲	4.36	4.37	4.09▼	4.41	4.40
Environmental protection & regulation	4.47	4.40	4.39▼	4.55▲	4.65▲	4.52	4.30▼	4.46	4.39
Management of trees	4.36▲	4.24▼	4.21▼	4.51▲	4.47	4.26	4.18▼	4.47	4.44
Trails and tracks	4.16	4.09	4.05▼	4.27▲	4.35▲	4.24	4.03	4.10	4.05
Maintenance of beaches, headlands and rock pools	4.72	4.67	4.67▼	4.77▲	4.69	4.73	4.74	4.74	4.73

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Protecting native plants & animals	4.48	4.56▲	4.31	4.40	4.40
Restoring natural bushland	4.45	4.49	4.28	4.39	4.36
Controlling feral animals	4.35	4.40	4.34	4.20	4.37
Managing and protecting creeks, lagoons and waterways	4.67	4.75	4.60▼	4.75	4.75
Management of local flooding	4.31	4.34	4.26	4.41	4.32
Environmental protection & regulation	4.62▲	4.55	4.32▼	4.41	4.45
Management of trees	4.45	4.41	4.39	4.28	4.26
Trails and tracks	4.19	4.23	4.10	4.12	4.16
Maintenance of beaches, headlands and rock pools	4.78	4.76	4.66	4.71	4.69

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Protecting native plants & animals	1%	2%	9%	26%	61%	757
Restoring natural bushland	1%	3%	12%	25%	59%	757
Controlling feral animals	2%	3%	12%	27%	56%	757
Managing and protecting creeks, lagoons and waterways	<1%	1%	4%	20%	75%	757
Management of local flooding	3%	4%	10%	23%	60%	757
Environmental protection & regulation	1%	1%	9%	27%	62%	757
Management of trees	1%	3%	13%	27%	57%	757
Trails and tracks	1%	4%	18%	31%	46%	757
Maintenance of beaches, headlands and rock pools	<1%	1%	3%	18%	78%	757



# Service Area 5: Protection of the Environment

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

High	Maintenance of beaches, headlands and rock pools
Moderately high	Protecting native plants & animals
	Trails and tracks
Moderate	Restoring natural bushland
	Environmental protection & regulation
	Managing and protecting creeks, lagoons and waterways
	Management of local flooding
	Management of trees
	Controlling feral animals

### Satisfaction – by gender

Females were significantly more satisfied with 'protecting native plants & animals'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'controlling feral animals', 'management of local flooding' and the 'management of trees'.

Residents aged 35-44 were significantly more satisfied with 'protecting native plants & animals', 'restoring natural bushland', 'environmental protection & regulation', 'trails and tracks' and the 'maintenance of beaches, headlands and rock pools'.

Residents aged 55-64 expressed a significantly lower level of satisfaction with 'protecting native plants & animals', 'controlling feral animals' and 'environmental protection & regulation'.

Residents aged 65+ were significantly less satisfied with 'protecting native plants & animals', 'controlling feral animals', 'management of local flooding', 'environmental protection & regulation', 'management of trees', 'trails and tracks' and the 'maintenance of beaches, headlands and rock pools'.

### Satisfaction – by ward

Residents of the Frenchs Forest Ward were significantly more satisfied with 'protecting native plants & animals', 'managing and protecting creeks, lagoons and waterways', 'environmental protection & regulation' and the 'management of trees'.

Residents of the Pittwater Ward expressed a significantly lower level of satisfaction with 'protecting native plants & animals', 'restoring natural bushland', 'controlling feral animals' and the 'maintenance of beaches, headlands and rock pools'.

### Satisfaction – by year

Residents in 2018 were significantly more satisfied with the 'management of local flooding'.



# Service Area 5: Protection of the Environment

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Protecting native plants & animals	3.62	3.57	3.54▼	3.70▲	3.77	3.83▲	3.56	3.38▼	3.48▼
Restoring natural bushland	3.47	3.42	3.39	3.54	3.52	3.75▲	3.34	3.33	3.37
Controlling feral animals	3.27	3.32	3.24	3.30	3.51▲	3.40	3.32	3.00▼	3.03▼
Managing and protecting creeks, lagoons and waterways	3.41	3.33	3.36	3.46	3.53	3.47	3.34	3.30	3.36
Management of local flooding	3.41▲	3.23▼	3.38	3.43	3.73▲	3.43	3.32	3.26	3.20▼
Environmental protection & regulation	3.44	3.34	3.43	3.45	3.53	3.59▲	3.48	3.24▼	3.30▼
Management of trees	3.28	3.30	3.26	3.29	3.51▲	3.43	3.24	3.15	2.99▼
Trails and tracks	3.62	3.69	3.58	3.66	3.74	3.81▲	3.63	3.48	3.40▼
Maintenance of beaches, headlands and rock pools	3.91	3.96	3.89	3.93	4.02	4.08▲	3.86	3.80	3.75▼

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Protecting native plants & animals	3.58	3.59	3.77▲	3.76	3.41▼
Restoring natural bushland	3.47	3.43	3.59	3.56	3.27▼
Controlling feral animals	3.34	3.35	3.26	3.41	2.95▼
Managing and protecting creeks, lagoons and waterways	3.45	3.29	3.62▲	3.39	3.29
Management of local flooding	3.46	3.47	3.44	3.34	3.29
Environmental protection & regulation	3.44	3.39	3.62▲	3.41	3.30
Management of trees	3.29	3.20	3.48▲	3.23	3.15
Trails and tracks	3.66	3.66	3.63	3.66	3.48
Maintenance of beaches, headlands and rock pools	4.02	3.91	3.98	3.86	3.75▼

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Protecting native plants & animals	4%	8%	30%	39%	19%	747
Restoring natural bushland	5%	10%	34%	35%	16%	744
Controlling feral animals	7%	13%	38%	28%	14%	743
Managing and protecting creeks, lagoons and waterways	3%	14%	36%	33%	14%	749
Management of local flooding	4%	12%	38%	29%	16%	741
Environmental protection & regulation	4%	9%	39%	37%	11%	744
Management of trees	8%	14%	33%	31%	14%	747
Trails and tracks	3%	8%	32%	38%	19%	736
Maintenance of beaches, headlands and rock pools	1%	5%	22%	44%	28%	754

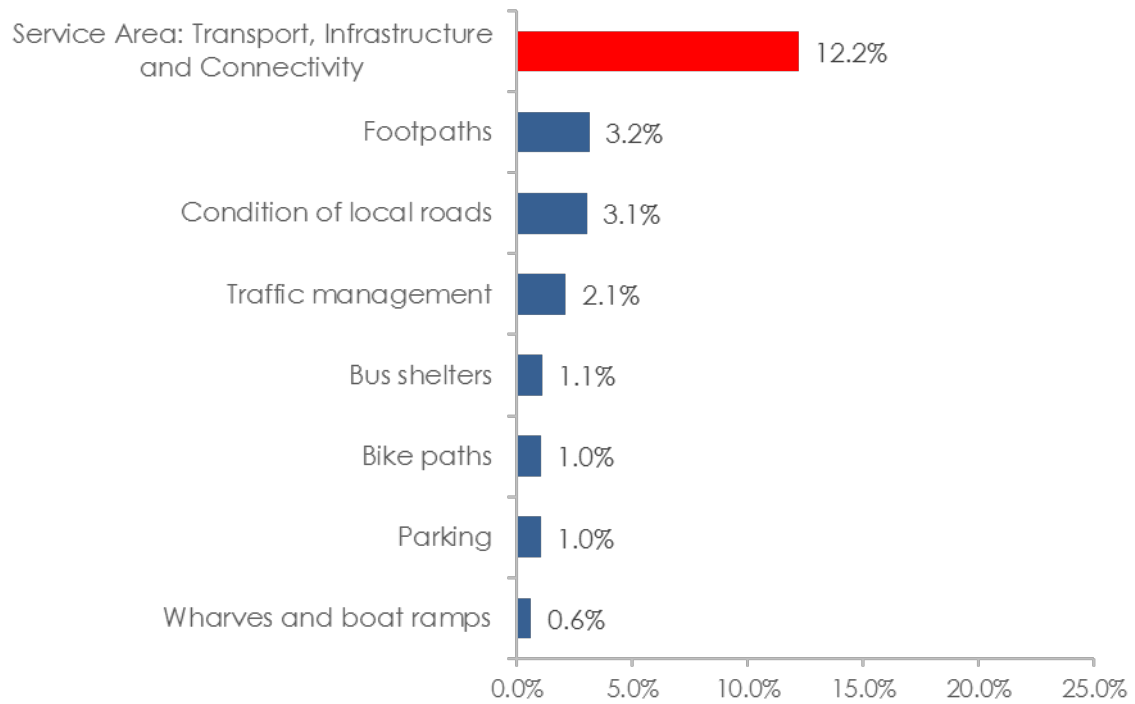




# Service Area 6: Transport, Infrastructure and Connectivity

Shapley Regression

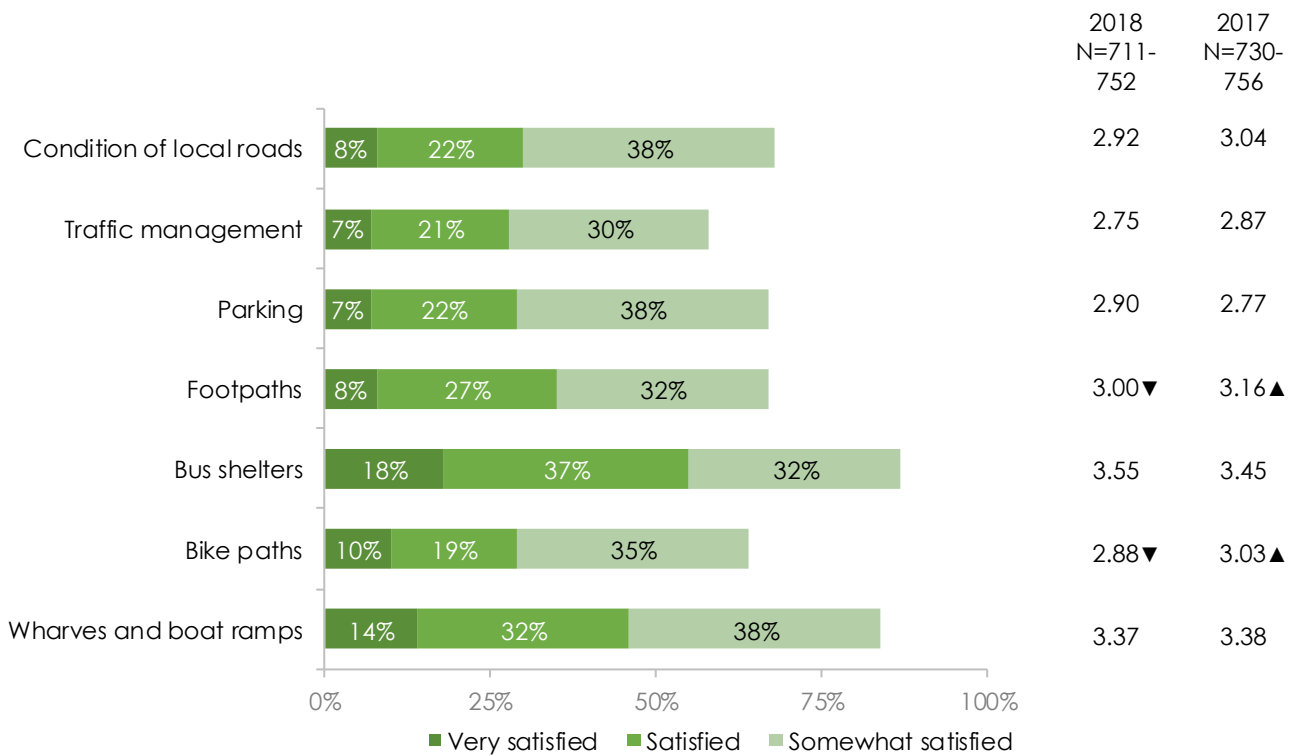
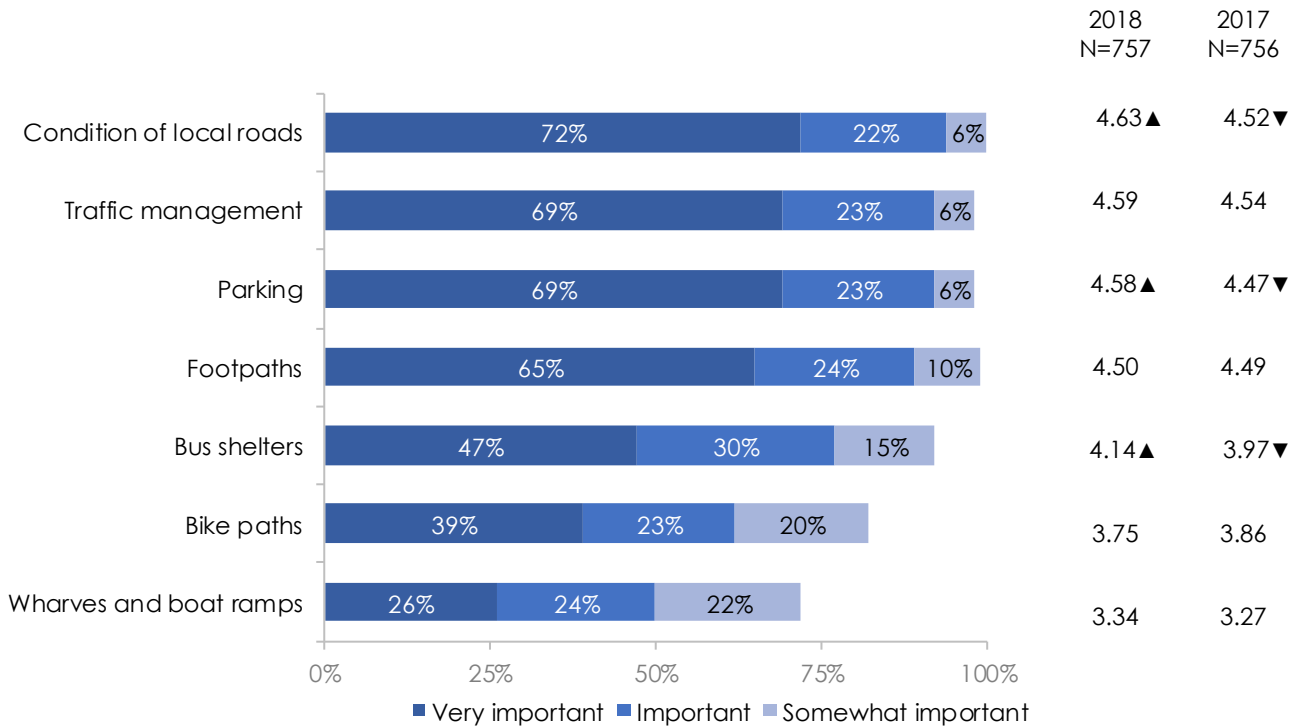
Contributes to Over 12% of Overall Satisfaction with Council



# Service Area 6: Transport, Infrastructure and Connectivity

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲▼ = A significantly higher/lower rating (by year)

# Service Area 6: Transport, Infrastructure and Connectivity

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### Importance – overall

Extremely high	Condition of local roads
	Traffic management
	Parking
	Footpaths
High	Bus shelters
Moderately high	Bike paths
Moderate	Wharves and boat ramps

### Importance – by gender

With the exception of 'wharves and boat ramps', females rated all remaining services/facilities significantly higher in importance.

### Importance – by age

Residents aged 35-44 rated the importance of 'bike paths' significantly higher but 'bus shelters' and 'wharves and boat ramps' significantly lower.

Residents aged 45-54 rated the importance of 'footpaths' significantly lower, whilst those aged 65+ rated it significantly higher.

Residents aged 65+ also rated the importance of 'bus shelters', 'parking', 'traffic management' and 'wharves and boat ramps' significantly higher but the importance of 'bike paths' significantly lower.

### Importance – by ward

Residents of the Frenchs Forest Ward rated the importance of the 'condition of local roads' significantly more important, whilst those of the Manly Ward rated it significantly less important.

Residents of the Frenchs Forest Ward also rated 'traffic management' significantly higher in importance.

Residents of the Narrabeen Ward rated the importance of 'traffic management' significantly higher but the importance of 'wharves and boat ramps' significantly lower.

Residents of the Pittwater Ward rated the importance of 'parking' and 'wharves and boat ramps' significantly higher.

### Importance – by year

Residents in 2018 rated the importance of the 'condition of local roads', 'bus shelters' and 'parking' significantly higher.



# Service Area 6: Transport, Infrastructure and Connectivity

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Condition of local roads	4.63▲	4.52▼	4.56▼	4.70▲	4.60	4.57	4.64	4.68	4.70
Footpaths	4.50	4.49	4.35▼	4.65▲	4.55	4.47	4.32▼	4.56	4.60▲
Bike paths	3.75	3.86	3.60▼	3.88▲	3.83	3.98▲	3.81	3.60	3.48▼
Bus shelters	4.14▲	3.97▼	4.04▼	4.23▲	4.25	3.82▼	4.06	4.21	4.34▲
Parking	4.58▲	4.47▼	4.51▼	4.65▲	4.48	4.61	4.54	4.63	4.67▲
Traffic management	4.59	4.54	4.50▼	4.68▲	4.58	4.48	4.60	4.63	4.68▲
Wharves and boat ramps	3.34	3.27	3.42	3.26	3.51	2.94▼	3.31	3.27	3.57▲

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Condition of local roads	4.46▼	4.67	4.78▲	4.69	4.59
Footpaths	4.53	4.54	4.46	4.56	4.43
Bike paths	3.89	3.82	3.69	3.67	3.62
Bus shelters	4.10	4.20	4.08	4.10	4.23
Parking	4.53	4.57	4.54	4.61	4.70▲
Traffic management	4.52	4.55	4.72▲	4.71▲	4.47
Wharves and boat ramps	3.47	3.39	3.17	3.12▼	3.54▲

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of local roads	<1%	1%	6%	22%	72%	757
Footpaths	<1%	2%	10%	24%	65%	757
Bike paths	9%	9%	20%	23%	39%	757
Bus shelters	3%	5%	15%	30%	47%	757
Parking	1%	1%	6%	23%	69%	757
Traffic management	<1%	1%	6%	23%	69%	757
Wharves and boat ramps	14%	14%	22%	24%	26%	757



# Service Area 6: Transport, Infrastructure and Connectivity

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Moderate	Bus shelters
	Wharves and boat ramps
	Footpaths
Moderately low	Condition of local roads
	Parking
	Bike paths
	Traffic management

### Satisfaction – by gender

Males were significantly more satisfied with 'footpaths'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'footpaths', 'bike paths' and 'wharves and boat ramps'.

Residents aged 55-64 were significantly less satisfied with 'footpaths', 'bike paths' and 'bus shelters'.

### Satisfaction – by ward

Residents of the Manly Ward were significantly more satisfied with the 'condition of local roads' and 'traffic management'.

Residents of the Frenchs Forest Ward were significantly more satisfied with 'parking' but significantly less satisfied with 'footpaths' and 'traffic management'.

Residents of the Pittwater Ward expressed a significantly lower level of satisfaction with the 'condition of local roads' and 'bike paths'.

### Satisfaction – by year

Compared to the 2017 results, residents were significantly less satisfied with 'footpaths' and 'bike paths'.



# Service Area 6: Transport, Infrastructure and Connectivity

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Condition of local roads	2.92	3.04	2.91	2.92	3.06	3.00	2.88	2.77	2.82
Footpaths	3.00▼	3.16▲	3.09▲	2.91▼	3.32▲	3.01	3.12	2.78▼	2.66▼
Bike paths	2.88▼	3.03▲	2.95	2.82	3.12▲	2.94	2.90	2.69▼	2.66▼
Bus shelters	3.55	3.45	3.56	3.54	3.68	3.54	3.56	3.32▼	3.55
Parking	2.90	2.77	2.86	2.94	2.99	3.03	2.93	2.77	2.75▼
Traffic management	2.75	2.87	2.70	2.80	2.92	2.72	2.68	2.60	2.75
Wharves and boat ramps	3.37	3.38	3.37	3.36	3.69▲	3.35	3.32	3.27	3.13▼

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Condition of local roads	3.18▲	2.89	2.87	2.88	2.72▼
Footpaths	3.16	3.15	2.83▼	3.00	2.81
Bike paths	2.88	2.97	2.83	3.05	2.66▼
Bus shelters	3.54	3.54	3.49	3.60	3.60
Parking	2.80	2.81	3.15▲	3.01	2.73
Traffic management	3.03▲	2.81	2.49▼	2.70	2.72
Wharves and boat ramps	3.45	3.29	3.45	3.37	3.25

Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

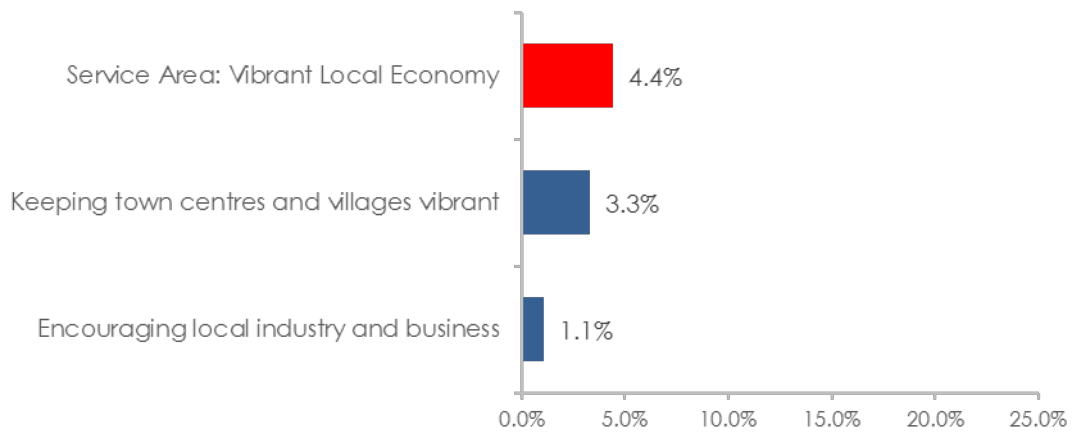
	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Condition of local roads	13%	19%	38%	22%	8%	753
Footpaths	13%	19%	32%	27%	8%	752
Bike paths	15%	21%	35%	19%	10%	731
Bus shelters	4%	9%	32%	37%	18%	747
Parking	12%	21%	38%	22%	7%	751
Traffic management	19%	23%	30%	21%	7%	752
Wharves and boat ramps	7%	9%	38%	32%	14%	711



# Service Area 7: Vibrant Local Economy

Shapley Regression

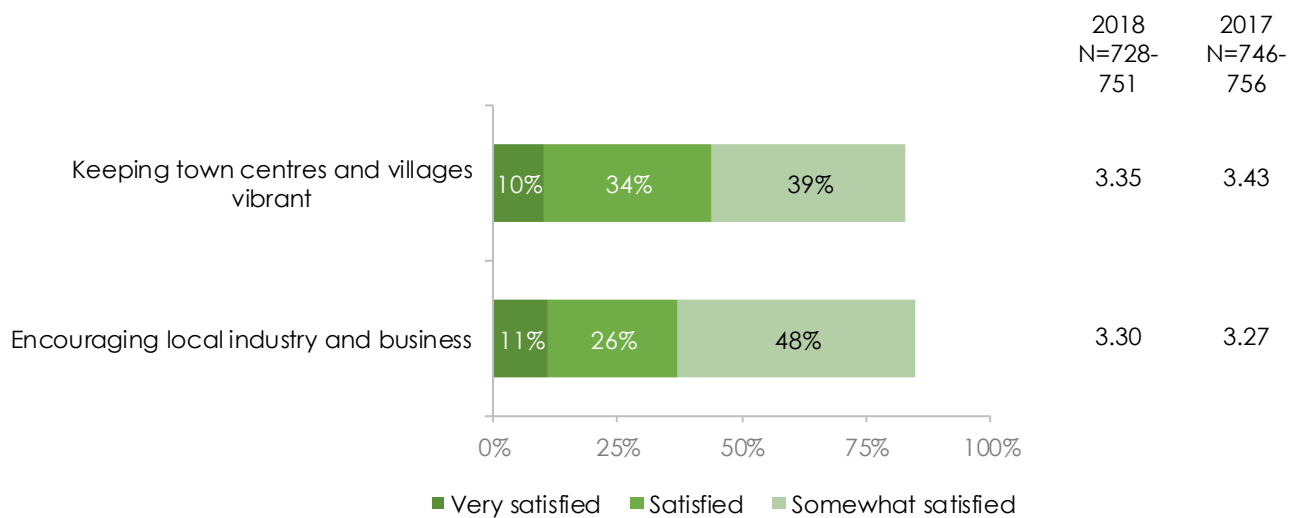
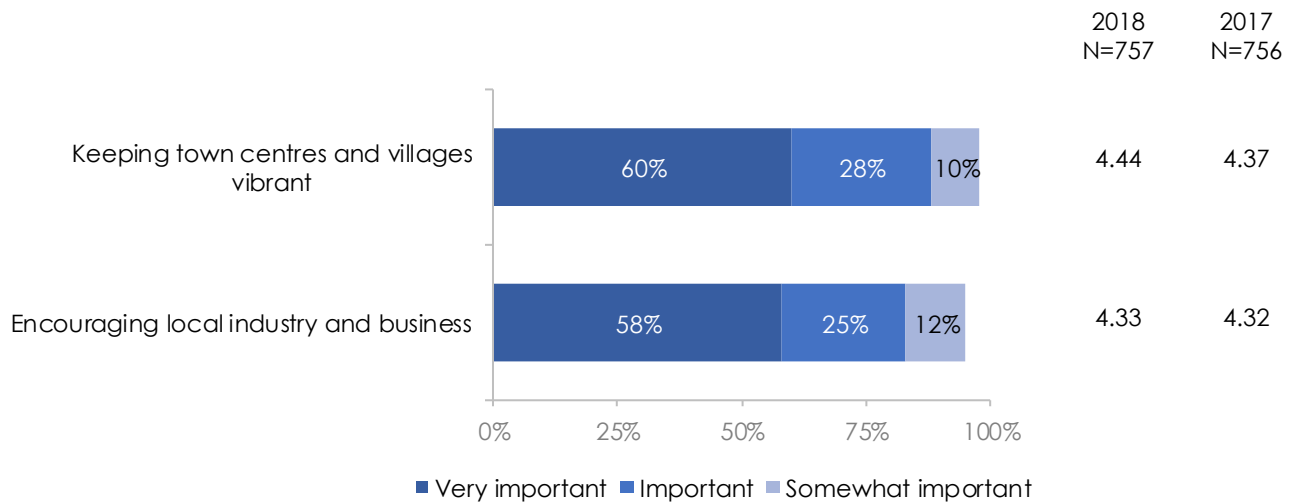
Contributes to Over 4% of Overall Satisfaction with Council



# Service Area 7: Vibrant Local Economy

## Top 3 Boxes: Importance and Satisfaction

**Note:** The hierarchal sorting of each chart is relative to the criteria's importance mean ratings.



Scale: 1=not at all important/not at all satisfied, 5=very important/very satisfied

▲ ▼ = A significantly higher/lower rating (by year)



# Service Area 7: Vibrant Local Economy

## Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

### **Importance – overall**

Very high                      Keeping town centres and villages vibrant  
Encouraging local industry and business

### **Importance – by gender**

Females rated the importance of both criteria significantly higher.

### **Importance – by age**

There were no significant differences by age.

### **Importance – by ward**

There were no significant differences by ward.

### **Importance – by year**

There were no significant differences compared to the 2017 results.



# Service Area 7: Vibrant Local Economy

## Importance Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Encouraging local industry and business	4.33	4.32	4.22▼	4.43▲	4.40	4.28	4.26	4.30	4.38
Keeping town centres and villages vibrant	4.44	4.37	4.31▼	4.53▲	4.46	4.49	4.40	4.48	4.38

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Encouraging local industry and business	4.32	4.42	4.20	4.42	4.30
Keeping town centres and villages vibrant	4.49	4.43	4.34	4.36	4.52

Scale: 1 = not at all important, 5 = very important

▲▼ = Significantly higher/lower level of importance (by group)

## Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Encouraging local industry and business	2%	4%	12%	25%	58%	757
Keeping town centres and villages vibrant	1%	2%	10%	28%	60%	757



# Service Area 7: Vibrant Local Economy

## Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

### Satisfaction – overall

Moderate                      Keeping town centres and villages vibrant  
Encouraging local industry and business

### Satisfaction – by gender

Females expressed a significantly higher degree of satisfaction with 'encouraging local industry and business'.

### Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'keeping town centres and villages vibrant', whilst those aged 55-64 were significantly less satisfied.

### Satisfaction – by ward

There were no significant differences by ward.

### Satisfaction – by year

There were no significant differences compared to the 2017 results.



# Service Area 7: Vibrant Local Economy

## Satisfaction Mean Scores by Key Demographics

	Overall 2018	Overall 2017	Male	Female	18-34	35-44	45-54	55-64	65+
Encouraging local industry and business	3.30	3.27	3.16▼	3.41▲	3.45	3.28	3.25	3.17	3.33
Keeping town centres and villages vibrant	3.35	3.43	3.25	3.38	3.54▲	3.41	3.28	3.03▼	3.36

	Manly Ward	Curl Curl Ward	Frenchs Forest	Narrabeen Ward	Pittwater Ward
Encouraging local industry and business	3.28	3.39	3.31	3.32	3.17
Keeping town centres and villages vibrant	3.45	3.35	3.28	3.27	3.26

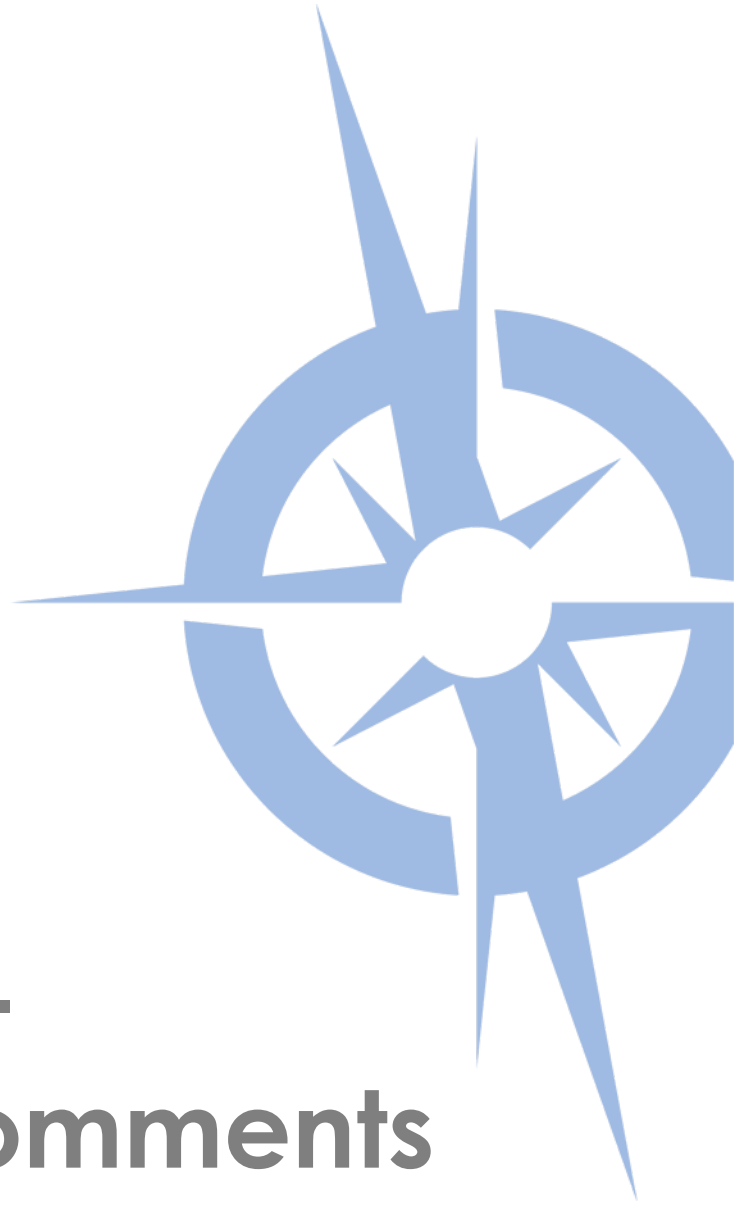
Scale: 1 = not at all satisfied, 5 = very satisfied

▲▼ = Significantly higher/lower level of satisfaction (by group)

## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Encouraging local industry and business	3%	12%	48%	26%	11%	728
Keeping town centres and villages vibrant	3%	14%	39%	34%	10%	751





# **Appendix A – Additional Comments**

# Issues that Negatively Influenced Satisfaction

- Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months?  
 Q5b. In giving your rating, has any particular issue/s strongly influenced your view, either in a positive or a negative way?  
 Q5c. (If yes), please describe the major issue/s that strongly influenced your rating?

Issue that negatively influenced their rating – Complete list	% of respondents with a negative influence N=290	% of all respondents N=757
Development/infrastructure is not keeping up with new development	27%	10%
Parking issues	10%	4%
Issues with traffic/congestion	10%	4%
Poor/lack of communication/consultation with the community	8%	3%
Poor/lack of services and facilities/maintenance of service and facilities	8%	3%
Council not acting on requests/resolving issues	7%	3%
Disagree with amalgamation/negative experience since the amalgamation	7%	3%
Lack of footpaths/maintenance of footpaths/pedestrian access	6%	2%
Road maintenance	6%	2%
Waste collection issues	6%	2%
Poor environmental management	5%	2%
Poor financial management/funding	5%	2%
Rate increase/increase in the cost of Council provided services	5%	2%
Poor/inefficient customer service	4%	2%
Management of street trees/weeds	3%	1%
Development approvals process	2%	1%
Inadequate public transport	2%	1%
Issues regarding the closure/downsize of the Warringah Golf Club	2%	1%
Lack of/inconsistent regulation	2%	1%
Management of Council	2%	1%
Priorities of Council are not community focused	1%	1%
Reduction/closure of services/facilities	2%	1%
Issue too many fines	1%	<1%
Lack of/poor infrastructure	1%	<1%





# Appendix B – Demographics

# Demographics

QS2. Which suburb do you live in?

	%
Dee Why	9%
Manly	7%
Mona Vale	6%
Forestville	5%
Balgowlah	4%
Frenchs Forest	4%
Freshwater	4%
Manly Vale	4%
Newport	4%
Allambie/Allambie Heights	3%
Beacon Hill	3%
Collaroy	3%
Cromer	3%
Fairlight	3%
Narrabeen	3%
Warriewood	3%
Avalon	2%
Bayview	2%
Belrose	2%
Elanora Heights	2%
Killarney Heights	2%
Narraweena	2%
North Curl Curl	2%

	%
North Narrabeen	2%
Queenscliff	2%
Seaforth	2%
Balgowlah Heights	1%
Bilgola Plateau	1%
Brookvale	1%
Collaroy Plateau	1%
Curl Curl/South Curl Curl	1%
Davidson	1%
North Balgowlah	1%
North Manly	1%
Palm Beach	1%
Terrey Hills	1%
Wheeler Heights	1%
Bilgola	<1%
Church Point	<1%
Clareville	<1%
Clontarf	<1%
Duffy's Forest	<1%
Elvina Bay	<1%
Great Mackerel Beach	<1%
Ingleside	<1%
Scotland Island	<1%

Base: N = 757





# Demographics

Q7. Please stop me when I read out your age group.

	%
18 – 34	24%
35 – 44	20%
45 – 54	19%
55 – 64	15%
65+	22%

Base: N = 757

Q10. Gender.

	%
Male	48%
Female	52%

Base: N = 757

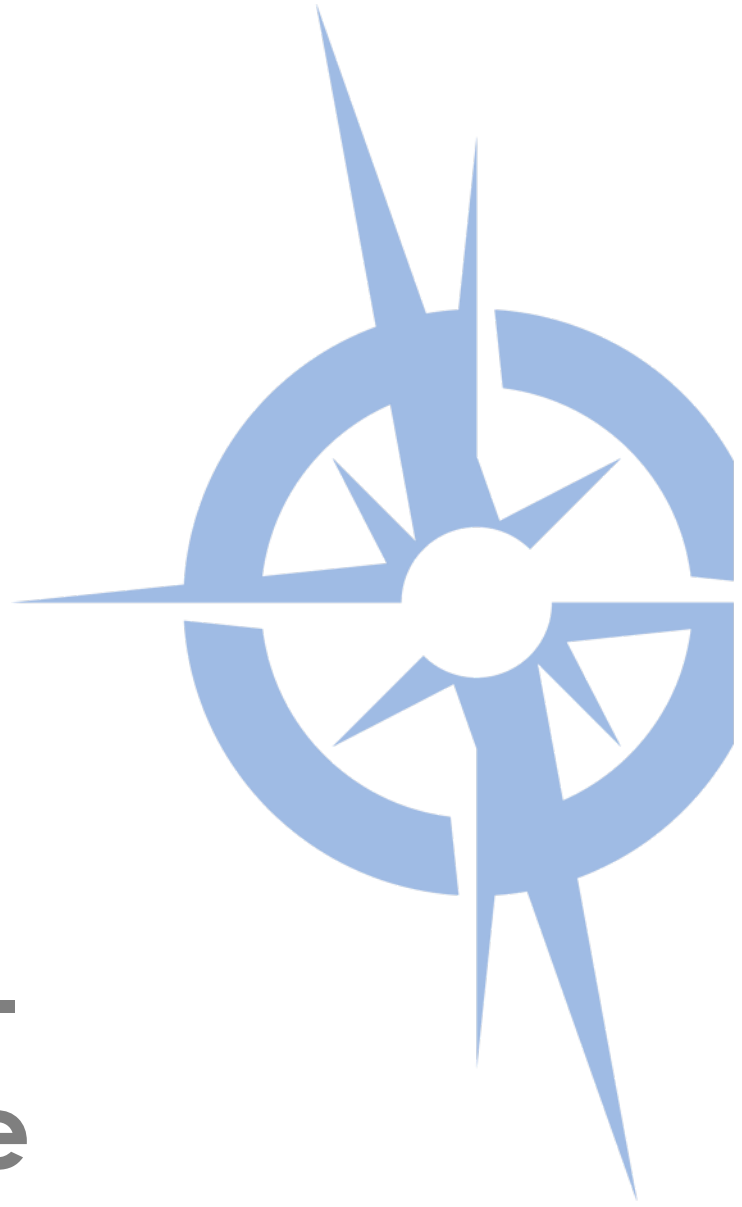
**Errors:** Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of Northern Beaches Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases, this effective sample size may be smaller than the true number of surveys conducted.





# Appendix C – Questionnaire

**Northern Beaches Council  
Community Survey  
June 2018**

Good morning/afternoon/evening, my name is \_\_\_\_\_ from Micromex Research and we are conducting a survey on behalf of Northern Beaches Council on services and facilities they provide. May I speak to the person in your household who is 18 years or older and had the most recent birthday?

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

**QS1. Before we start, I would like to check whether you work for Council?**

- Yes                   **(If yes, terminate survey)**  
 No

**QS2. Which suburb do you live in? (terminate if outside area)  
This ward listing is from south to north:**

**Manly Ward – Quota 150**

- Balgowlah
- Balgowlah Heights
- Clontarf
- Fairlight
- Manly
- Manly Vale
- North Balgowlah
- Seaforth

**Curl Curl Ward – Quota 150**

- Brookvale
- Curl Curl/south Curl Curl
- Dee Why
- Freshwater
- Narraweena
- North Curl Curl
- North Manly
- Queenscliff

**Frenchs Forest – Quota 150**

- Allambie/Allambie Heights
- Beacon Hill
- Belrose
- Davidson
- Forestville
- Frenchs Forest
- Killarney Heights



### **Narrabeen Ward – Quota 150**

- Collaroy
- Collaroy Plateau
- Cromer
- Elanora Heights
- Ingleside
- Narrabeen
- North Narrabeen
- Oxford Falls
- Warriewood
- Wheeler Heights

### **Pittwater Ward – Quota 150**

- Avalon
- Bayview
- Bilgola
- Bilgola Plateau
- Careel Bay
- Church Point
- Clareville
- Coasters Retreat
- Cottage Point
- Currawong Beach
- Duffy's Forest
- Elvina Bay
- Great Mackerel Beach
- Lovett Bay
- McCarrs Creek
- Mona Vale
- Morning Bay
- Newport
- Palm Beach
- Scotland Island
- Terrey Hills
- The Basin
- Whale Beach



## Section 1 – Council Services and Facilities

**Q1.** In this first section I will read out a list of services and facilities provided by Council. For each of these could you please rate the importance of the following services/facilities to you, and in the second part, your level of satisfaction with the performance of that service/facility? The scale is from 1 to 5, where 1 is not at all important and not at all satisfied and 5 is very important or very satisfied.

(Note: These criteria will be randomised – ASK BOTH IMP AND SAT FOR ALL)

### Community and Belonging Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Provision of childcare services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for older people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and services for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and cultural facilities (e.g. Glen St Theatre, Manly Art Gallery and Museum)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provision of lifeguards on beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Environment Sustainability Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Litter control and rubbish dumping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaning of villages and town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council operates in an environmentally friendly way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental education programs and facilities (e.g. Coastal Environment Centre, Manly Environment Centre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic waste collection service (e.g. garbage removal, recycling, vegetation and electronic waste)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household bulky items collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Good Governance, Participation and Partnerships Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Consultation with the community by Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on Council services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lobbying on behalf of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Places for People Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Food safety standards of retail food outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companion animal management (including dogs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and recreation areas (including playgrounds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting fields and amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warringah and Manly Aquatic Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing development (land use planning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development approvals process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Protection of the Environment Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Protecting native plants & animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restoring natural bushland (removing weeds, bush regeneration programs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Controlling feral animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing and protecting creeks, lagoons and waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of local flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental protection & regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management of trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails and tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of beaches, headlands and rock pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Transport, Infrastructure and Connectivity Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Condition of local roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus shelters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wharves and boat ramps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Vibrant Local Economy Prompt

	Importance					Satisfaction					DK
	1	2	3	4	5	1	2	3	4	5	
Encouraging local industry and business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping town centres and villages vibrant (e.g. activities, mixed uses, landscaping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## **Section 2**

**Q2. Thinking about the role of Council in progressing digital solutions in the future how important are the following? *Prompt***

	Not at all important			Very important	
	1	2	3	4	5
Providing a range of technologies, i.e. mobile apps to interact with Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving online and digital services for our customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing services to help our community become more digitally savvy (i.e. capable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## **Section 3 – Performance of staff and Councillors**

**Q3a. Have you had contact with a Council staff member in the past 12 months?**

- Yes
- No **(If no, go to Q4)**

**Q3b. How satisfied were you with the performance of staff in dealing with your enquiry? *Prompt***

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q4. This next question is about the Mayor and Councillors, who are responsible for all policy making decisions and the strategic direction of Council. How satisfied are you with the overall performance of the Mayor and Councillors? *Prompt***

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied



## **Section 4 – Overall Performance**

**Q5a. How would you rate the overall performance of Council as an organisation over the past 12 months? Prompt**

- Very satisfied
- Satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**Q5b. In giving your rating, has any particular issue/s strongly influenced your view, either in a positive or a negative way?**

- Yes - Positive
- Yes - Negative
- No (If no, go to Q6a)

**Q5c. (If yes), please describe the major issue/s that strongly influenced your rating? (Up to 2)**

.....

## **Section 6 – Community Pride and Connectedness**

In this section I'd like to ask you a number of questions about your perceptions of your neighbourhood and your area as a place to live.

**Q6a. I'm going to read out some statements and I'd like you to rate them on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt**

	Strongly disagree			Strongly agree	
	1	2	3	4	5
I feel I belong to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have people I can call on if I need assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a contribution to the community I live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People on the Northern Beaches are generally proud of their area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q6b. Overall, how would you rate the quality of life you have living on the Northern Beaches? Prompt**

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor





## **Section 7 – Demographics**

**Q7. Please stop me when I read out your age group. Prompt**

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Refused

**As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage we are developing a register of interest in this and other consultation coming up in the future.**

**Q8. Would you be interested in registering your interest?**

- Yes
- No **(If no, go to end)**

**Q9. (If yes), May I please confirm your contact details?**

Title (Mr/Mrs/Ms etc) .....

First name .....

Surname .....

Email .....

Mobile .....

Home telephone .....

Street address .....

Suburb .....

Postcode .....

**Thank you. You will receive a regular update from Council.**

**That completes our interview. Thank you very much for your time, enjoy the rest of your day/evening.**

**Q10. Gender (determine by voice):**

- Male
- Female

**Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (02 4352 2388) on behalf of Northern Beaches Council (Michael McDermid 02 9942 2111).**

