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COMMUNITY SATISFACTION BENCHMARKING

RESEARCH REPORT

FOR

NOOSA SHIRE COUNCIL

June 2017

TABLE OF CONTENTS

INTRODUCTION	3
Objectives of Survey	3
Themes of Council Responsibility	4
Structured Sample Survey	9
Briefing Material Supplied to Participants	9
Data Processing and Analysis	9
Reliability of the Findings	10
RESPONDENT PROFILE	11
OVERALL PERFORMANCE RATINGS	14
The Unweighted Overall Performance Rating	14
The Sample as a Whole – Direct Questioning	15
‘Non-participants’ in the Survey	16
The Weighted Aggregated Total Performance Rating	16
COMPARISON OF PERFORMANCE INDICES	17
ANALYSIS OF KEY POINTS	18
Areas of Lowest Performance Relative to Importance	18
Areas of Highest Performance Relative to Importance	19
Areas of Average Performance	20
Areas of Least Importance	21
EVALUATIONS OF TOTAL PERFORMANCE	22
Weighted Performance Indicators	22
Basic Services & Infrastructure	23
Community Lifestyle Services	24
Managing the Shire	25
Customer Service and Communications	26
Qualities of Council	27
COMMUNITY RATINGS OF COUNCIL RESPONSIBILITY AREAS (THEMES)	28
IMPORTANCE	29
Theme 1: Basic Services & Infrastructure IMPORTANCE	29
Theme 2: Community Lifestyle Services IMPORTANCE	35
Theme 3: Managing the Shire IMPORTANCE	42
Theme 4: Customer Service and Communication IMPORTANCE	47
Theme 5: Quality of Council IMPORTANCE	51
PERFORMANCE	55
Theme 1: Basic Services & Infrastructure PERFORMANCE	55
Theme 2: Community Lifestyle Services PERFORMANCE	61
Theme 3: Managing the Shire PERFORMANCE	68
Theme 4: Customer Service and Communication PERFORMANCE	74
Theme 5: Quality of Council PERFORMANCE	78
PUBLIC OPINION QUESTIONS – KEY FINDINGS	82
SUMMARY	90
APPENDIX	97

INTRODUCTION

Market Facts, was commissioned by the Noosa Shire Council in May 2017 to conduct a benchmark survey of community attitudes measuring levels of satisfaction with the services provided by Council.

This survey also included 'supplementary questions' - public opinion measures of a number of other current issues that the Council requires community feedback on.

Objectives of Survey

The objectives are to:

(a) Survey relevant categories of the members of the Noosa Shire Council community, in order to:

- (i) provide measurements of residents' attitudes and opinions, and
- (ii) provide diagnostic information and analyses,

regarding the extent to which the Council's provision of works, facilities and relevant administrative services meets the community's perceived priorities.

(b) Compare the results against the most recent (July 2015) *Provincial LGA* 'norms' established by the LGAQ's biennial surveys.

(c) Provide number-based detail which can be used to calculate relative priorities between the 41* primary policy areas for which Council is responsible according to the "weighted averages" of community perceptions, after taking into account both existing Council Performance as well as basic community priorities (i.e. ratings for Importance).

**For LGAQ biennial surveys include 42 responsibility/primary policy areas. Noosa CSS deleted responsibility areas: 'water supply' and 'sewerage' (activities not undertaken by Noosa Shire Council) and included additional responsibility area – 'disaster management'.*

Themes of Council Responsibility

At the core of the benchmarking process is the evaluation by residents in the community of the broad array of council responsibilities (services and activities), divided into five Themes.

These Themes are:

Areas of Council Responsibility

THEME (1) Basic Services and Infrastructure

Function/Responsibility	Examples/Clarification
Road Construction	Constructing new or upgrading existing roads
Road Maintenance	Repairing potholes and damaged road shoulders; street sweeping and verge mowing
Footpaths, Kerbing & Guttering	Construction and maintenance of safe footpaths, kerbs and gutters
Street Lighting	Funding the provision and upkeep of lights on Council streets/roads
Traffic Management	Traffic planning, traffic lights, roundabouts, traffic 'calming' and directional signage
Parking Facilities	Establishing parking policies, parking control, provision of or assessment of requirement for on and off-street parking
Public Transport	Either providing or ensuring the provision of an adequate system of public transport
Drainage & Flood Mitigation	Construction and maintenance of open and underground stormwater drains, levee banks, division channels etc
Waste Management	Garbage collection and disposal, waste minimisation (recycling and composting), street bins
Community Health	Inspection of restaurants/cafés/shops, mosquito/midge spraying, cemeteries

THEME (2) Community Lifestyle Services

Function/Responsibility	Examples/Clarification
Parks, Playgrounds & Public Amenities	Development and maintenance of open space areas, parks, children's play-grounds and public toilets
Environmental Controls	Enforcement of regulations on air, water and noise pollution
Environmental Protection & Conservation	Tree planting, bushland acquisition, noxious weeds eradication, foreshore protection, preservation of natural areas.
Heritage Protection	Preservation of historic buildings, monuments, facilities, artefacts, and indigenous & other records
Sporting & Recreational Facilities	Public swimming pools, sports-fields, land and/or support for clubs & their facilities
Cultural & Entertainment Facilities	Civic centre, public halls, art gallery/museum, community arts programs, community festivals
Libraries & Other Information Access	Public library, Internet access, CD ROM's
Community Safety	Safety action plans, safety audits, signage, security patrols & cameras, beach & pool lifeguards, community education & awareness programs
Community Services	Programs and facilities that meet the needs of a range of stakeholder groups (such as senior citizens, young people, families, indigenous, disabled, non-English speaking background)
Pet / Animal Control	Registration, impounding of strays, control of feral animals
Shopping Centres	Ensuring the provision of adequate shopping facilities to meet the needs and convenience of local residents
Community Development	Working with (& supporting) community organisations and special-interest groups to develop strong, sustainable & self-reliant communities

THEME (3) Managing the Shire

Function/Responsibility	Examples/Clarification
Town Planning	Planning and zoning for the purposes of residential, rural, commercial, industrial, recreational, open space & public infrastructure development including urban renewal & CBD redevelopment, rules regarding land usage
Building Control	Development and building approvals & controls, building & plumbing inspections, swimming pool fencing
Economic Development & Local Employment	Promoting/supporting increased economic activity and increased local employment opportunities, attracting investment
Development of Tourism	Area promotion, tourist information facilities, visitor care programs, caravan parks, promoting/supporting additional tourism activities
Financial Management	Responsible, open and accountable management of the Council's finances
Revenue Raising	Establishing fair and equitable rating for residential, rural, commercial and other sectors; applying a fair and reasonable balance between income from rates and from user-pays fees and charges
Staff Management	Selection of skilled and qualified staff and ongoing training and personal development for Council employees
Disaster Management	How Council will undertake recovery operations during and following a disaster - planning for the management and coordination of recovery.

THEME (4) Customer Services and Communication

Function/Responsibility	Examples/Clarification
Customer Service	Accessible & adequate facilities for dealing with and responding to contacts from stakeholders and the general public, handling enquiries / requests / complaints
Information Services	Maintaining and updating databases on Council facilities & services including rates & property information, water/sewerage/drainage networks, community services, etc
Informing the Community	Keeping the community informed of Council policies, plans, programs & activities through newsletters & other means, advising of community issues to be debated
Consulting the Community	Ensuring community input into Council policies, plans & programs by regularly canvassing residents' opinions & priorities and by maintaining effective relationships with the broad range of community groups
Responding to the Community	Providing feedback on community input, taking action where appropriate to implement community priorities, being accessible to all members of the community including minority groups
Providing Leadership & Advocacy	Representing local community needs & interests to other spheres of government (including government authorities) and to other outside organisations whenever relevant, supporting civic pride & local identity, promoting accountability & best practice

THEME (5) Qualities of Council

Function/Responsibility	Examples/Clarification
Elected Council (as a whole)	Provides leadership & direction for the community, even-handed, responsive, open & honest
Councillor(s) you deal with	Reliable, dedicated, knowledgeable, helpful, readily accessible
Managerial & Supervisory Officers	Skilled & capable leaders and managers in control of their responsibilities and their staff
Outdoor Workers	Competent, effective, efficient, get things done
Indoor Staff	Accessible, courteous, helpful, believe in achieving solutions, effective, efficient, knowledgeable

OVERALL COUNCIL PERFORMANCE	Delivering a level of services and displaying a quality of performance in fulfilling all responsibilities, regarded as 'value for money' for the rates and charges you pay
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Structured Sample Survey

Random telephone calls were made to resident households throughout the Shire, using the Electronic White Pages. These calls identified 400 residents aged 18 years and over who indicated that they were *'interested in discussing local government issues and expressing an opinion about them'* and who were prepared to participate in the survey.

In order to enrol the sample of 400 respondents a total of 4202 attempted and 1592 connected telephone calls were made.

Of the people we initially actually spoke to 46 were insufficiently interested in local government or were prevented by other constraints from participating but did answer the ratings question.

Briefing Material Supplied to Participants

After despatching preliminary prompt material to those people who had agreed to participate, follow-up telephone interviews were conducted by appointment. The material sent included the explanation of the 'Themes of Council Responsibility' set out on the previous pages, the method of rating for Importance and Performance, and also described the methods of rating. A copy of this questionnaire is included in the Appendix of this report.

Data Processing and Analysis

The data has not been weighted. As a matter of course the data, after input, was cleaned and logic-checked to ensure error-free detailed tables. All percentages in the tabular output have been rounded to one decimal point. Significance tests have been applied to identify those differences in response among the various subgroups which were highly unlikely to have occurred due to chance.

All responses were coded and computer-analysed by the standard breaks of:

- Gender
- Age Group
- Household Situation
- Neighbourhood
- Home Ownership
- Present Work Status

These breaks were established to enable the identification of significant differences in response patterns among the various community sectors represented by the sub-samples. For all analysis of these standard demographic breaks, and for the local issues tables, we have applied significance tests to the differences between the sub-samples and the total sample. These appear in the tables as:

- +++ significantly greater than the sample result at the 99% level of confidence
- ++ significantly greater than the sample result at the 95% level of confidence
- + significantly greater than the sample result at the 90% level of confidence
- significantly lower than the sample result at the 99% level of confidence
- significantly lower than the sample result at the 95% level of confidence
- significantly lower than the sample result at the 90% level of confidence

Tables included in this Report only show results for the Total Sample. However, a comprehensive printout of all analyses has been closely examined in compiling the commentary.

Average ratings for Importance and Performance were calculated - from which Weighted Performance Indicators were derived for each parameter being rated. These were then combined to provide a Weighted Performance Index for each of the five Themes of Council Responsibility and for Overall Performance on all 41 Areas as a whole.

Reliability of the Findings

The findings of the survey are obviously subject to Sampling Error. The maximum Probable Error of our total sample is $\pm 3.1\%$ at the 90% level of confidence. Comparisons between categories and subgroups are subject to varying error depending on respondent frequencies and the relative percentages of respondents falling in different response codes.

This survey is not designed to deliver definitive findings for individual Council areas.

By continuing to use the basic survey instrument and reporting methodology over an extended period of time, data accumulated in the form of 'norms' permit ever more accurate and reliable benchmarks to be established.

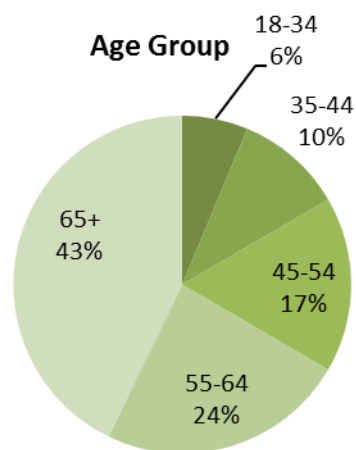
RESPONDENT PROFILE

The following section of the report provides a graphical summary of the demographic profile of the respondents who participated in the survey. The sample averages for the following demographic characteristics are reported, as follows by:

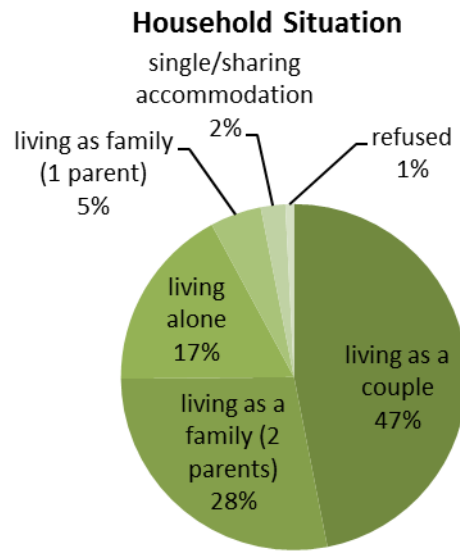
- Gender
- Age Group
- Household Situation
- Neighbourhood
- Home Ownership
- Present Work Status

The following profile of the survey respondents in Noosa Shire Council is important as it provides an overview of the community members who have provided their opinion and perceptions about Council in the following sections of this report.

In terms of gender, the screened sample of 'interested' respondents comprised (49.3%) males and (50.7%) females.

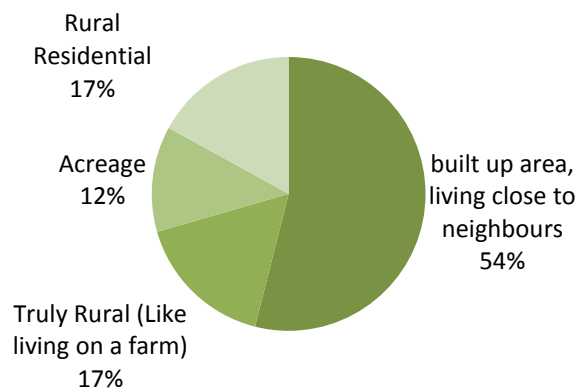


Due to the low incidence of the youngest age group (18-24 age group), it has been added to the 25-34 years age group for the analysis in this report. This low response is typical and indicates a much lower interest in local government matters.

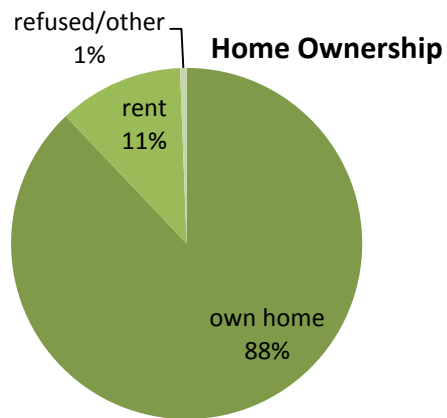


- The majority (47%) of respondents were 'living as a couple' households.

Neighbourhood

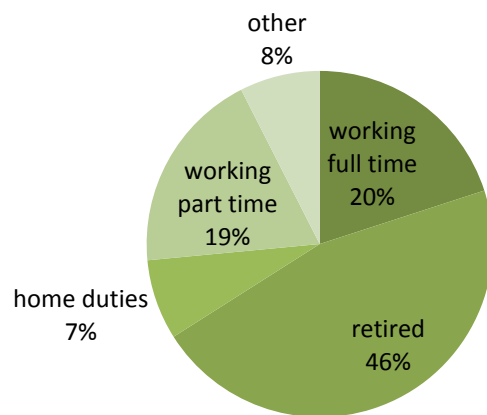


- Just over half (54%) of the respondents live in built up areas, close to neighbours.



- Renters account for 11% of respondents.
- 88% of respondents were home-owners.

Present Work Status



- 39% of the sample are either working in full or part time employment.
- 46% of respondents were retired.

OVERALL PERFORMANCE RATINGS

This Survey Method uses two different measurements of community perceptions of their level of satisfaction with current Council performance – ‘direct’ and ‘calculated’.

The Unweighted Overall Performance Rating

This is obtained from a direct question to all survey participants. This question is the final one in the rating procedure, and comes after having obtained respondents’ ratings for both the Importance of each of the 41 Responsibility Areas the survey is about, and for Council Performance in delivering each one of these Areas

In this final question, we ask our survey sample to give a rating of Overall Council Performance, using as a basis for judgement the criterion of whether Council is:

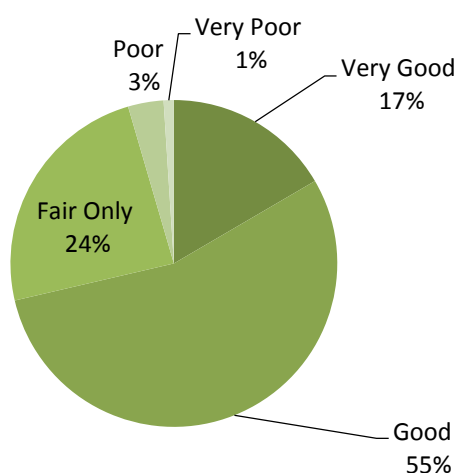
‘delivering a level of services and displaying a quality of performance in fulfilling all responsibilities, regarded as ‘value for money’ for the rates and charges you pay’.

During the initial enrolment process for the survey, we contact a number of residents who - for one reason or another - are not prepared to undertake the main survey. We also ask all these contacts - if we can start a conversation with them, and if they qualify as respondents - to give a similar overall judgement before the contact is terminated. There were 46 of these contacts in the process of enrolling our sample of 400.

The ratings of the two groups are presented together in the table below and then graphically (overleaf) for this benchmark survey. A comparison with LGAQ 2015 survey results is also provided in the table below and will be updated when results are available for LGAQ 2017 (approximately August 2017).

	TOTAL	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not App.	Mean
Total Queensland (LGAQ 2015)	700	3.6%	47.9%	43.3%	3.7%	1.6%	0.0%	0.0%	3.48
FIRST CONTACT Noosa 2017	46	26.1%	41.3%	13.0%	6.5%	4.3%	8.7%	0.0%	3.86
Overall Rating Noosa 2017	400	16.5%	54.5%	24.0%	3.5%	1.0%	0.5%	0.0%	3.82
Provincial (LGAQ 2015)	280	2.9%	50.4%	41.4%	3.9%	1.4%	0.0%	0.0%	3.49

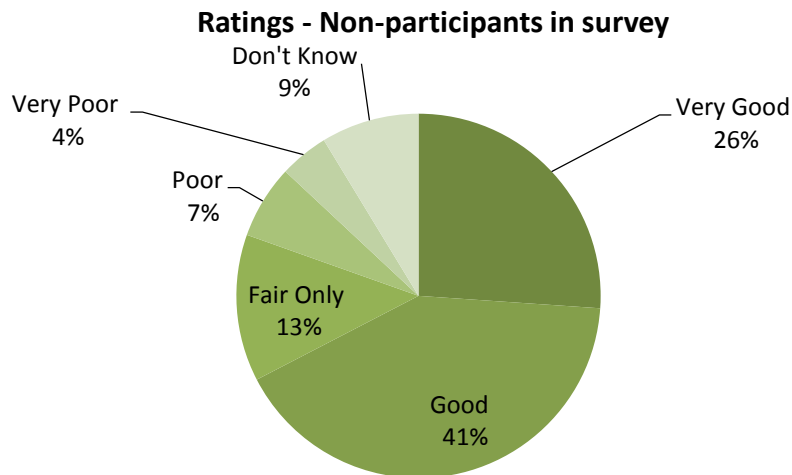
Overall Performance - Direct Questioning



The Sample as a Whole – Direct Questioning

The result for this survey is **3.82**, which is higher than that for Queensland - 3.48 and Provincial Councils – 3.49, as measured in the LGAQ 2015 State-wide Survey.

A mean score of 3.82, translates to almost three quarters of respondents viewing Council's performance as 'good' (55%) and 'very good' (17%). ***It is also 76.4% of the 'Optimum' score of 5 which means that Council is generally viewed as being effective in delivering services to the community.***



‘Non-participants’ in the Survey

Those not prepared / unable to do the survey, but prepared to give a rating, have given a higher rating of 3.86.

The Weighted Aggregated Total Performance Rating

This second measurement of overall satisfaction is calculated by summarising all Performance ratings of each of the 41 Responsibility Areas into one (1) number, weighted by the relative Importance of each Area. It is computed by using all Importance scores, all Performance scores and all weighted Performance Indicators for all 41 Responsibility Areas and then calculating the weighted Total Performance Index from the resultant totals, using the standard formula. It is close to, but not the same as, the average of all Performance means expressed as a share of the Optimum performance score.

This ‘summary number’ is called the ‘Average Total Performance Index’ or the Aggregated Overall Performance (Weighted).

Despite being calculated from 84 different mean ratings, the resultant Average TPI has a value that is quite close to that obtained from the Direct Question given above.

Average Total Performance Index (TPI) for the survey was calculated at 73.24%

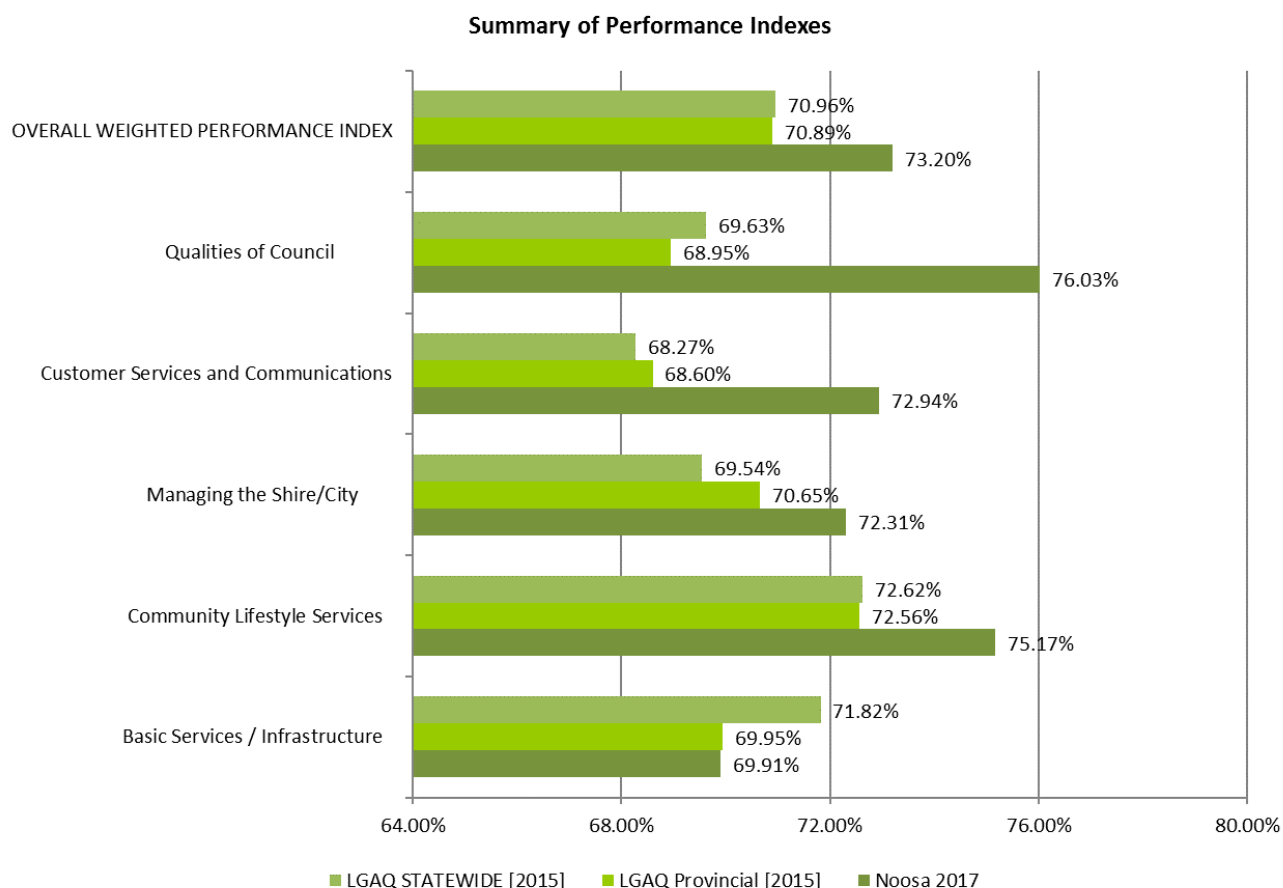
By comparison, with LGAQ State-wide survey Provincial averages in 2015, TPIs of 70.96% and 70.89% were achieved, so Noosa’s TPI of 73.24% for 2017 is tracking above both Queensland wide and Provincial TPIs. (A further comparison with LGAQ 2017 State-wide survey will be provided in an updated report, when these results are released in August 2017).

Such a high degree of correspondence between the two measurements (Direct Questioning and Average TPI) suggests that both methods are successfully measuring the same thing.

Total Performance Indexes can be examined from two general perspectives - the composition (i.e. the average scores for the individual Importance and Performance scores for each of the Responsibility Areas in each of the Themes) and a comparison of the overall index scores over time (for future ongoing tracking surveys).

COMPARISON OF PERFORMANCE INDICES

The following charts show comparison of the Total Performance Index (TPI) for Noosa 2017 with LGAQ 2015. *(This chart will be updated with Queensland wide and Provincial TPI's from the LGAQ 2017 State-wide survey when available).*



The chart above, shows the Noosa TPI (73.2%) for 2017 compared to TPI for the 5 key themes. As can be seen from the chart above, Noosa is well exceeding overall average TPI in 4 out of the 5 areas namely:

- Qualities of Council (76.03%)
- Customer Service and Communication (72.94%)
- Managing the Shire (72.31%)
- Community Lifestyle Services (75.17%)

For Noosa's Basic Services and Infrastructure TPI (69.91%), it is only just below Provincial TPI (69.95)% and LGAQ State-wide (71.82%).

ANALYSIS OF KEY POINTS

Areas of Lowest Performance Relative to Importance

The Table shows the 7 Responsibility Areas where there are the greatest gaps between Performance and Importance - ranked inversely by the level of rated Performance.

Responsibility Area	Importance		Performance		Share of Optimum
	Mean	Rank	Mean	Rank	
Providing Leadership & Advocacy	4.25	18	3.54	22	70.7%
Road Construction	4.32	14=	3.49	23=	69.8%
Responding to the Community	4.42	6=	3.49	23=	69.7%
Consulting the community	4.39	8=	3.48	24	69.6%
Road Maintenance	4.53	3	3.43	26	68.7%
Economic Development/Local Employment	4.36	10	3.20	27	63.9%
Parking Facilities	4.22	21	2.99	29	59.7%

*Responsibility Areas shown in shading were rated in 'top ten' in overall importance

These 7 Responsibility Areas have been selected on the basis that

- their Importance rating is at least 3.96 (on the border-line of '4'= 'Important'), and
- their Performance is more than 1.5% below Average (where Average Total Performance Index is 73.2%).

The size of the job to be done can be defined in two ways:

- Move the Performance Mean from the current rating up to the Optimum level ('a score of '5'). Current Performance as a share of Optimum is shown in the Share of Optimum column. The difference between 'Share of Optimum' and 100.0% shows how actual performance has to improve to achieve a score of '5'.
- Achieve Equilibrium between Performance and Importance by closing the 'gap' between their respective Mean scores. If the gap between the average ratings for Importance and Performance were to close, there would be a significant improvement in community perceptions of Overall Performance.

Areas of Highest Performance Relative to Importance

There are 15 Responsibility Areas (out of the total of 41) on which Council performed best in relation to their judged importance. In this case, 'best' is defined as having:

- an Importance rating of at least 3.96 (on the border-line of '4' = 'Important'), and
- Performance more than 1.5% above Average (where Average Performance is 73.2% - the (calculated) Average Total Performance Index).

Responsibility Area	Importance		Performance		Share of Optimum
	Mean	Rank	Mean	Rank	
Libraries & Other Information Access	4.20	22	4.15	1	83.0%
Waste Management	4.49	4	4.06	2	81.2%
Sporting & Recreational Facilities	3.98	28	3.94	3	78.8%
Customer Service	4.37	9=	3.93	4=	78.6%
Quality & Performance of Outdoor Workers	4.32	14=	3.93	4=	78.5%
Quality & Performance of Indoor Staff	4.32	14=	3.92	5=	78.4%
Parks, Playgrounds & Public Amenities	4.23	20	3.92	5=	78.3%
Disaster Management	4.45	5	3.91	6	78.3%
Development of Tourism	4.01	27	3.83	7	76.6%
Community Safety	4.37	9=	3.81	8	76.1%
Managerial & Supervisory Officers	4.41	7	3.80	9	76.0%
Information services	4.24	19	3.78	10	75.7%
Quality of Elected Council	4.60	1	3.75	11=	75.1%
Environment Protection & Conservation	4.35	11	3.75	11=	74.9%
Financial Management	4.56	2	3.74	12	74.8%

*Responsibility Areas shown in shading were rated in 'top ten' in overall importance

Areas of Average Performance

There are only 12 Responsibility Areas (out of the total of 41) on which Council has received an average score which is defined as having;

- an Importance rating of at least 3.96 (on the border-line of '4'= 'Important'), and
- Performance not more than 1.5% below or above Average (where Average Performance 73.2% - the (calculated) Average Total Performance Index).

Responsibility Area	Importance		Performance		Share of Optimum
	Mean	Rank	Mean	Rank	
Environmental Controls	4.33	13	3.71	13	74.3%
Building Control	4.39	8=	3.68	14=	73.7%
Community Services	4.29	17	3.68	14=	73.6%
Informing the Community	4.34	12	3.67	15	73.4%
Revenue-raising	4.13	24	3.65	16	73.0%
Town Planning	4.39	8=	3.62	19=	72.5%
Community Health	4.31	15	3.62	19=	72.4%
Pet/Animal Control	4.07	26	3.62	19=	72.3%
Quality of Councillor(s) Dealt with	4.42	6=	3.62	19=	72.3%
Human Resources Management	4.14	23	3.60	20=	71.9%
Traffic Management	4.09	25	3.60	20=	71.9%
Drainage & Flood Mitigation	4.30	16	3.59	21=	71.7%

*Responsibility Areas shown in shading were rated in 'top ten' in overall importance

Areas of Least Importance

Only 7 of the 41 Responsibility Areas have not been considered in formulating the previous three lists (Highest Performers, Lowest Performers and Average Performers) because they did not have an Importance rating greater than 3.96, or 4 when rounded (i.e.= 'Important').

Nevertheless, they do exist, and are listed below - ranked by their Performance score, as used in the previous three tables.

Despite their Importance rating being regarded as fairly low, by the Community at large, Councils cannot avoid expending resources upon them, as they are *very Important* to some members of the community (e.g. Community Development is rated as '*important*' by 43.3% of respondents). Hence, the detailed data on these particular areas has to be examined, to formulate priorities - as these show the proportions of the community who have varying priorities.

Responsibility Area	Importance		Performance		Share of Optimum
	Mean	Rank	Mean	Rank	
Heritage Protection	3.93	30	3.64	17=	72.7%
Cultural & Entertainment Facilities	3.82	33	3.64	17=	72.7%
Shopping Facilities	3.79	34	3.63	18	72.7%
Community Development	3.92	31	3.59	21=	71.8%
Street Lighting	3.76	35	3.59	21=	71.8%
Footpaths, Kerbing, Guttering	3.87	32	3.46	25	69.2%
Public Transport	3.94	29	3.07	28	61.5%

EVALUATIONS OF TOTAL PERFORMANCE

The following pages present tables showing performance indices (used to benchmark successive measures of performance). These can be used to guide plans and policies in order to improve the levels of satisfaction of the residents of Noosa Shire Council.

Weighted Performance Indicators

The tabular calculations give the results for each Responsibility Area within each Theme as a Weighted Performance Indicator (WPI). The table then combines these individual Weighted Performance Indicators to produce an overall Total Performance Index (TPI) for each Theme.

Individual Weighted Performance Indicators are produced by multiplying the average Performance Rating awarded to a council for each Responsibility Area within a particular Theme by the average Importance Rating given to it. This 'weights' each individual Performance score by the level of community priority for that specific Area.

To obtain the Total Performance Index (TPI) for each Theme, the individual Weighted Performance Indicators are summed, as an Achieved Score, and percentaged against a Possible Score - which could be achieved only if all respondents gave their council a '5' rating ('Very Good') for Performance on all the Responsibility Areas in that Theme.

These TPI's become a **benchmark** against which Council can track, over individual and successive surveys, the effectiveness with which they have addressed community expectations. They also provide objective numerical data which can be used to crystallise - from the viewpoint of residents - Objectives set out in council Strategic or Corporate Plans. They describe 'what is' - actual performance, adjusted for relative importance priorities.

Basic Services & Infrastructure

Weighted Performance Index (in order of Importance)

Theme 1 Basic Services/Infrastructure	2017 Survey		
	Importance Means	Performance Means	Performance Indexes
Road Maintenance	4.53	3.43	68.7%
Waste Management	4.49	4.06	81.2%
Road Construction	4.32	3.49	69.8%
Community Health	4.31	3.62	72.4%
Drainage & Flood Mitigation	4.30	3.59	71.7%
Parking Facilities	4.22	2.99	59.7%
Traffic Management	4.09	3.60	71.9%
Public Transport	3.94	3.07	61.5%
Footpaths, Kerbing, Guttering	3.87	3.46	69.2%
Street Lighting	3.76	3.59	71.8%
Means	4.18	3.49	
Total Performance Index			69.91%

The weighted Total Performance Index (TPI) for Basic Services & Infrastructure is one number, which sums up the whole interaction between Performance and Priorities for this particular Theme.

In 2017, the actuality of the interaction between these two forces gives a result of **69.91%** of what might have been achieved if Noosa were to achieve perfect performance for every Responsibility Area.

The table shows a comparison of how the community actually judges Council performance, as it makes allowance for the relative Importance of each of the Activity Areas judged. This 'reality' is shown in the Weighted Performance Indicator numbers. However, the rank order of these WPIs is clearly at variance with the priorities with which the community wants matters to be handled (the table is formatted in the rank order of Importance scores).

Community Lifestyle Services

Weighted Performance Index (in order of Importance)

Theme 2 Community Lifestyle Services	2017 Survey		
	Importance Means	Performance Means	Performance Indexes
Community Safety	4.37	3.81	76.1%
Environment Protection & Conservation	4.35	3.75	74.9%
Environmental Controls	4.33	3.71	74.3%
Community Services	4.29	3.68	73.6%
Parks, Playgrounds & Public Amenities	4.23	3.92	78.3%
Libraries & other Information Access	4.20	4.15	83.0%
Pet/Animal Control	4.07	3.62	72.3%
Sporting & Recreational Facilities	3.98	3.94	78.8%
Heritage Protection	3.93	3.64	72.7%
Community Development	3.92	3.59	71.8%
Cultural & Entertainment Facilities	3.82	3.64	72.7%
Shopping Facilities	3.79	3.63	76.1%
Means	4.11	3.76	
Total Performance Index			75.2%

The weighted Total Performance Index (TPI) for Community Lifestyle Services in 2017 is **75.2%** of the Optimum.

Weighted Performance Indicator scores vary from survey to survey, as they are affected by changes to Importance scores as well as Performance scores. Therefore, they can be used as a way of ensuring that planning targets for both Importance and Performance are kept within realistic achievable ranges.

They also clearly show where the community's resources should be allocated to achieve planning objectives

Managing the Shire

Weighted Performance Index (in order of Importance)

Theme 3 Managing the Shire	2017 Survey		
	Importance Means	Performance Means	Performance Indexes
Financial Management	4.6	3.7	74.8%
Disaster Management	4.5	3.9	78.3%
Building Control	4.4	3.7	73.7%
Town Planning	4.4	3.6	72.5%
Economic Development/Local Employment	4.4	3.2	63.9%
Human Resources Management	4.1	3.6	71.9%
Revenue-raising	4.1	3.7	73.0%
Development of Tourism	4.0	3.8	76.6%
Means	4.34	3.63	
Total Performance Index			72.62%

The weighted Total Performance Index (TPI) for Managing the Shire in 2017 is **72.62%** of the Optimum.

The table shows a comparison of how the community actually judges the performance of council as it makes allowance for the relative Importance of each of the Activity Areas judged. This 'reality' is shown in the Weighted Performance Indicator numbers.

Customer Service and Communications

Weighted Performance Index (in order of Importance)

Theme 4 Customer Service and Communication	2017 Survey		
	Importance Means	Performance Means	Performance Indexes
Responding to the Community	4.42	3.49	69.7%
Consulting the community	4.39	3.48	69.6%
Customer Service	4.37	3.93	78.6%
Informing the Community	4.34	3.67	73.4%
Providing Leadership & Advocacy	4.25	3.54	70.7%
Information services	4.24	3.78	75.7%
Means	4.33	3.65	
Total Performance Index			72.94%

The weighted Total Performance Index (TPI) for *Customer Service & Communications* for 2017 is **72.94%**.

The table shows a comparison of how the community actually judges Council performance for this theme, as it makes allowance for the relative Importance of each of the Activity Areas judged. This 'reality' is shown in the Weighted Performance Indicator numbers. However, the rank order of these WPIs is clearly at variance with the priorities with which the community wants matters to be handled (shown by the rank order of Importance scores).

Qualities of Council

Weighted Performance Index (in order of Importance)

Theme 5 Qualities of Council	2017 Survey		
	Importance Means	Performance Means	Performance Indexes
Quality of Elected Council	4.60	3.75	75.1%
Quality of Councillor(s) Dealt with	4.42	3.62	72.3%
Managerial & Supervisory Officers	4.41	3.80	76.0%
Quality & Performance of Outdoor Workers	4.32	3.93	78.5%
Quality & Performance of Indoor Staff	4.32	3.92	78.4%
Means	4.42	3.80	75.1%
Total Performance Index			76.03%

The 2017 weighted Total Performance Index (TPI) for *Qualities of Council* is **76.03%**.

The table shows how the community actually judges Council performance, as it makes allowance for the relative Importance of each of the Activity Areas judged. This 'reality' is shown in the Weighted Performance Indicator numbers. However, the rank order of these WPIs is again at variance with Importance priorities (shown by the rank order of Importance scores).

COMMUNITY RATINGS OF COUNCIL RESPONSIBILITY AREAS (THEMES)

This section comprises two sets of tables and commentary:

- the first set of tables deals with the community's priorities - the IMPORTANCE of each Area of Responsibility/Service;
- the second set of tables deals with the community's perceptions of what is actually the case - the ratings for COUNCIL PERFORMANCE in each Area of Responsibility / Service.

N.B. In the following tables, the Responsibility Areas being rated are presented in the order of consideration by respondents, not in rank order of Importance or Performance.

Explanation of Importance & Performance Ratings

In the tables, the MEAN column or row is an average of the IMPORTANCE or PERFORMANCE ratings given by all respondents, using 5-point scales with clarifying semantic differentials as follows:

IMPORTANCE		PERFORMANCE	
Crucial	(5)	Very Good	(5)
Important	(4)	Good	(4)
Nice to Have	(3)	Fair Only	(3)
Unimportant	(2)	Poor	(2)
Quite Unimportant	(1)	Very Poor	(1)

In both measurements, provision was also made for unprompted '**Don't Know**' or '**Not Applicable**' responses. These were factored out of the calculations by giving them a value = 0.

While the words used in the **Performance Scales** each have an obvious meaning, those used in the **Importance Scales** were explained in detail to all respondents by the interviewers:

- 'Crucial' means that it is a service or activity that the community must have and that it is vital for the council either to do or to get involved in to make sure that it is done by someone.
- 'Important' is for something that you certainly expect your council to do, provide or make sure that somebody else provides it.
- 'Nice To Have' means just that, as does 'Not Very Important'.
- 'Quite Unimportant' means unnecessary - something that in any council cutbacks would be the first to go.

Achieved MEAN scores should thus be considered in relation to the scale being applied. For example:

- a MEAN of 4.5 on Importance indicates that the particular responsibility/quality is adjudged mid-way between Important and Crucial.
- a MEAN of 3.5 for Performance means that the Council is seen as mid-way between Fair Only and Good in being effective/delivering service on that particular criterion.

IMPORTANCE

Theme 1: Basic Services & Infrastructure *IMPORTANCE*

	Sample Size	Rank	Crucial	Import-ant	Nice to have	Un-important	Quite Un-important	Don't Know	Not App.	Mean 2017	LGAQ 2015
Road Construction	400	3	48.0%	37.5%	12.3%	1.0%	0.8%	0.5%	0.0%	4.32	4.01
Road Maintenance	400	1	59.3%	35.3%	4.5%	0.8%	0.0%	0.3%	0.0%	4.53	4.05
Footpaths, Kerbing & Guttering	400	9	32.8%	36.0%	15.5%	6.8%	5.5%	3.5%	0.0%	3.87	3.85
Street Lighting	400	10	33.0%	31.3%	15.3%	7.8%	8.3%	4.5%	0.0%	3.76	3.92
Traffic Management	400	7	39.0%	37.8%	15.0%	1.8%	4.0%	2.5%	0.0%	4.09	3.87
Parking Facilities	400	6	41.8%	40.0%	11.0%	2.5%	1.5%	3.3%	0.0%	4.22	3.87
Public Transport	400	8	38.3%	27.0%	13.3%	3.3%	8.0%	10.3%	0.0%	3.94	3.88
Drainage & Flood Mitigation	400	5	52.0%	33.3%	8.0%	2.3%	3.3%	1.3%	0.0%	4.30	4.01
Waste Management	400	2	58.5%	33.0%	6.3%	1.5%	0.3%	0.5%	0.0%	4.49	4.05
Community Health	400	4	47.5%	36.3%	12.5%	1.8%	0.3%	1.8%	0.0%	4.31	4.00
AVERAGE FOR THEME AS A WHOLE										4.18	3.97

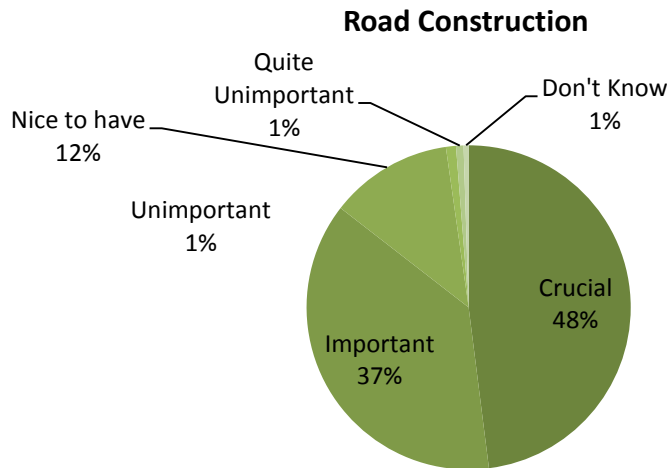
The average level of Importance for the responsibilities in this Theme is **4.18**. 7 out of the 10 responsibility areas judged as 'important' (a mean rating of 4.00 or better).

The top 2 priorities are:

- Road Maintenance (4.53)
- Waste Management (4.49)

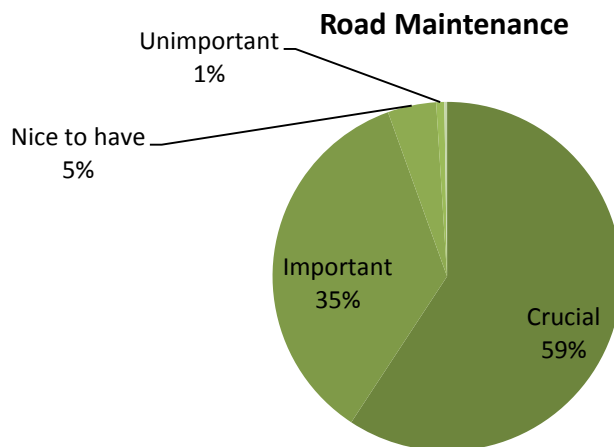
Those regarded as least important, were Street Lighting (3.76) and Footpaths, Kerb & Guttering (3.87).

Significant variances (by age, gender, home ownership) from the sample averages are also shown, below each graph, for each responsibility area.



Significant variances were by:
Gender

- 2% of females – Unimportant

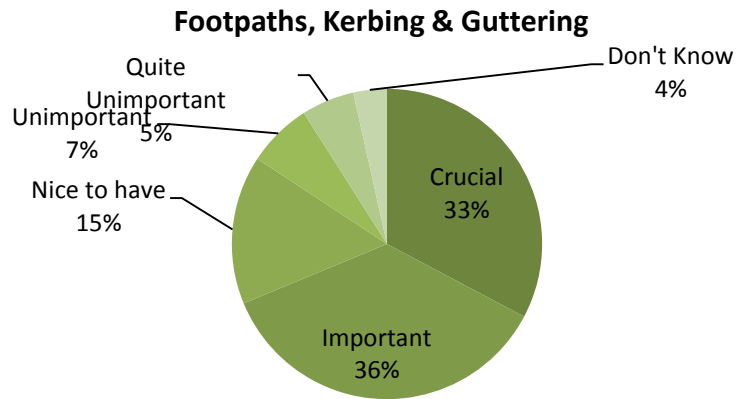


Significant variances were by:
Gender

- 7% of males – Nice to have

Age

- 2% aged 65 years and over – Unimportant



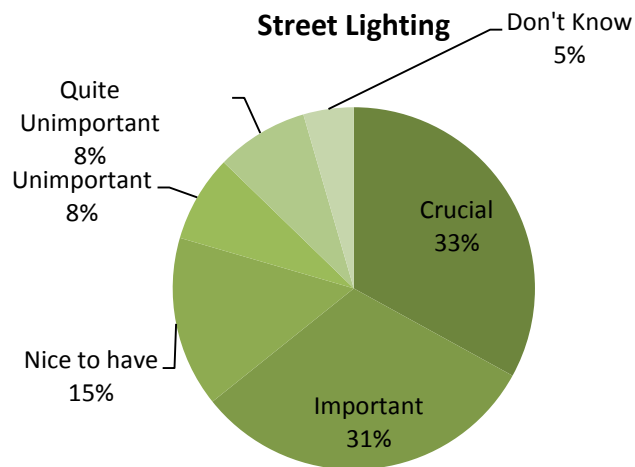
Significant variances were by:

Gender

- 22% of males – Nice to have
- 8% of males – Quite unimportant
- 45% of females - important

Age

- 13% of 45-54 years – Unimportant



Significant variances were by:

Gender

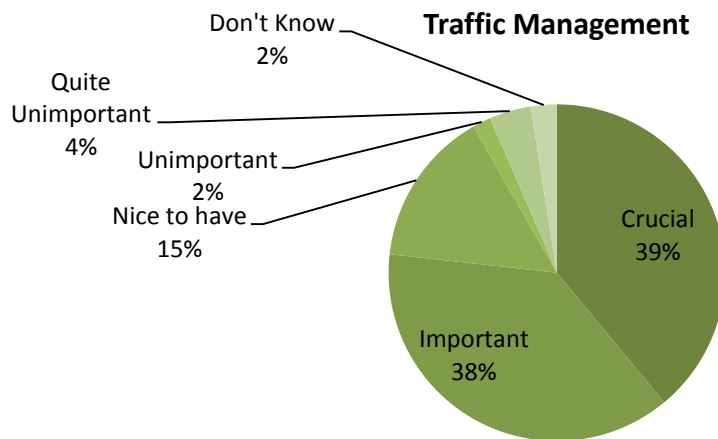
- 20% of males – Nice to have
- 11% of females – Quite unimportant

Age

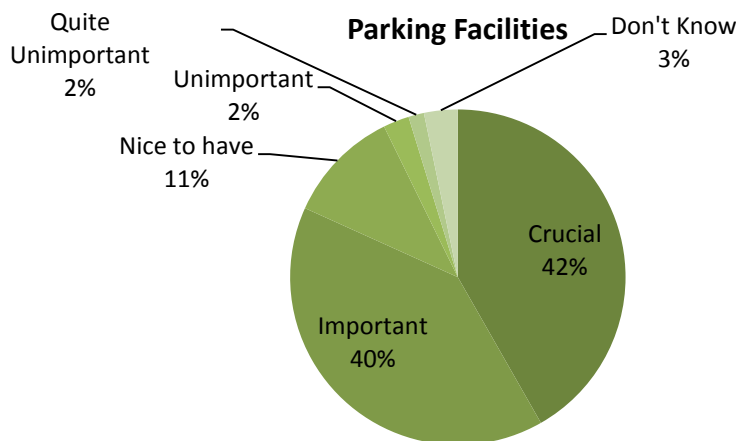
- 46% aged 35-44 years - Important
- 15% aged 45-54 years - Unimportant
- 22% aged 55-64 years – Nice to have
- 39% aged 65 years and over - Crucial

Home Ownership

- 48% renting - Crucial



- *There were no significant variances*



Significant variances were by:

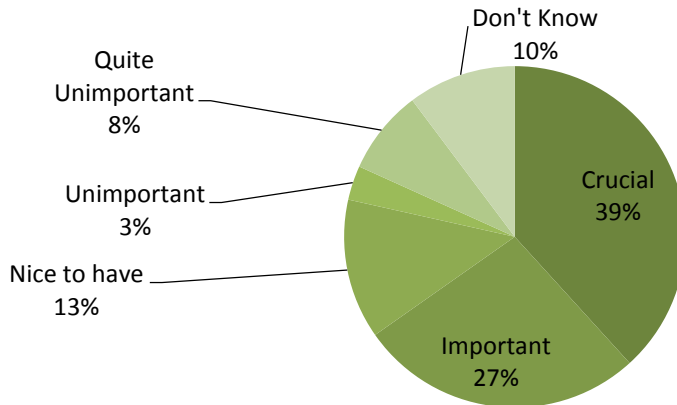
Gender

- *4% of males – Unimportant*
- *46% of females - Important*

Age

- *4% aged 55-64 years – Quite unimportant*

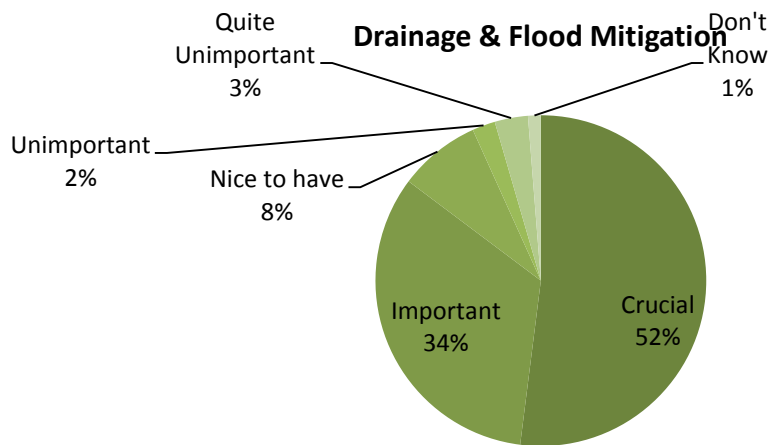
Public Transport



Significant variances were by:

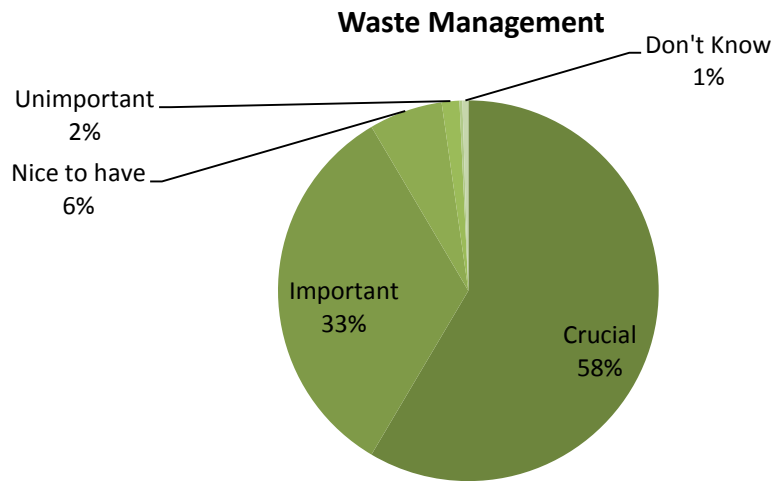
Age

- 8% aged 45-54 years – Unimportant
- 15% aged 45-54 years – Quite unimportant



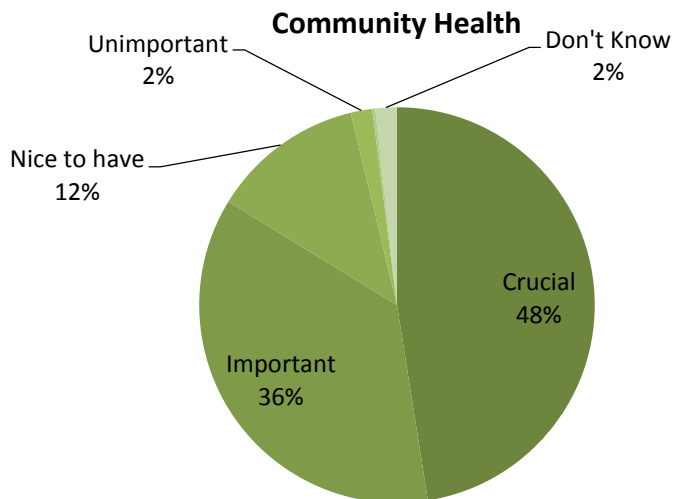
Age

- 8% aged 45-54 years – Unimportant



Age

- 71% aged 55-64 years – Crucial



Home Ownership

- 67% of renters – Crucial

Theme 2: Community Lifestyle Services **IMPORTANCE**

	TOTAL	RANK	Crucial	Import	Nice to have	Un-important	Quite Un-important	Don't Know	Not App	Mean 2017	LGAQ 2015
Parks, Playgrounds & Public Amenities	400	5	42.0%	40.0%	14.3%	1.8%	0.5%	1.5%	0.0%	4.23	3.85
Environmental Controls	400	3	50.8%	34.0%	11.0%	2.8%	0.5%	1.0%	0.0%	4.33	3.91
Environmental Protection & Conservation	400	2	52.5%	34.0%	9.0%	3.8%	0.5%	0.3%	0.0%	4.35	3.88
Heritage Protection	400	9	32.8%	36.5%	21.3%	6.8%	1.5%	1.3%	0.0%	3.93	3.82
Sporting & Recreational Facilities	400	8	34.0%	37.0%	21.5%	2.5%	3.0%	2.0%	0.0%	3.98	3.89
Cultural & Entertainment Facilities	400	11	25.8%	38.5%	26.3%	6.5%	1.3%	1.8%	0.0%	3.82	3.88
Libraries & Other Information Access	400	6	44.3%	36.3%	13.3%	4.3%	1.0%	1.0%	0.0%	4.20	3.95
Community Safety	400	1	54.8%	31.5%	9.5%	2.8%	1.0%	0.5%	0.0%	4.37	3.96
Community Service	400	4	44.5%	41.0%	12.8%	0.5%	0.5%	0.8%	0.0%	4.29	3.88
Pet/Animal Control	400	7	33.3%	45.0%	16.8%	2.8%	1.5%	0.8%	0.0%	4.07	3.80
Shopping Facilities	400	12	24.3%	44.0%	21.8%	5.5%	4.0%	0.5%	0.0%	3.79	3.84
Community Development	400	10	27.8%	43.3%	20.8%	6.5%	0.5%	1.3%	0.0%	3.92	3.84
AVERAGE FOR THEME AS A WHOLE										4.11	3.88

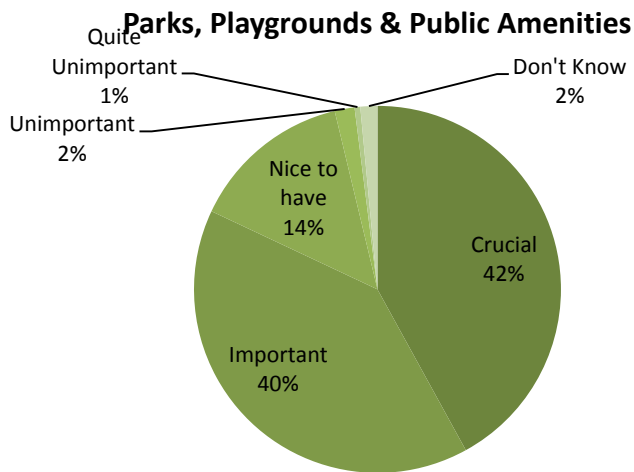
The average level of Importance for the responsibilities in this Theme is **4.11**.

The following three responsibility areas were rated most important:

- Community Safety (4.37)
- Environmental Protection & Conservation (4.35)
- Environmental Controls (4.33)

Shopping Facilities (3.79) was awarded the lowest priority.

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.



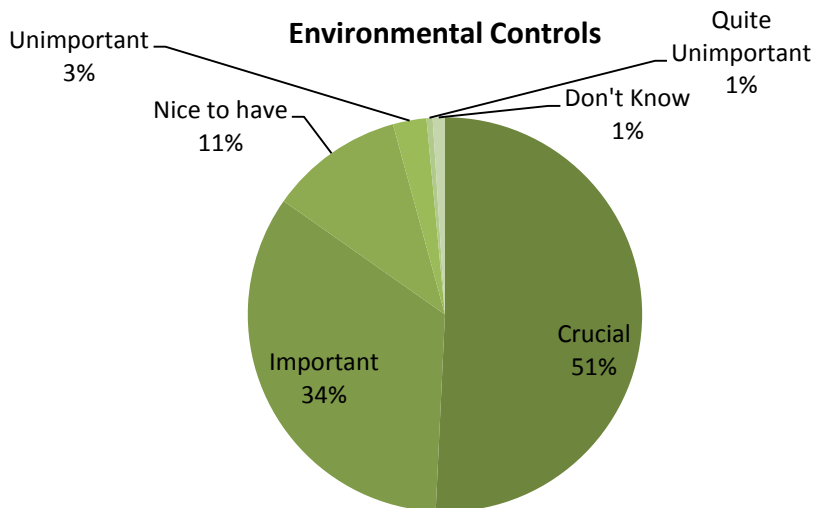
Significant variances were by:

Gender

- 18% of males – Nice to have
- 48% of females - Crucial

Age

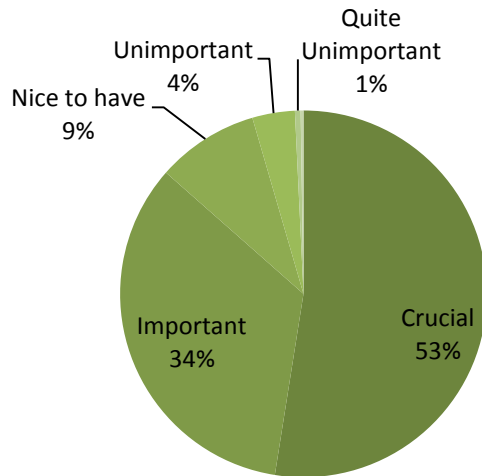
- 7% aged 35-44 years - Unimportant
- 22% aged 45-54 years – Nice to have
- 54% aged 55-64 years - Crucial



Age

- 66% aged 55-64 years - Crucial
- 5% aged 65 years and over - Unimportant

Environmental Protection & Conservation



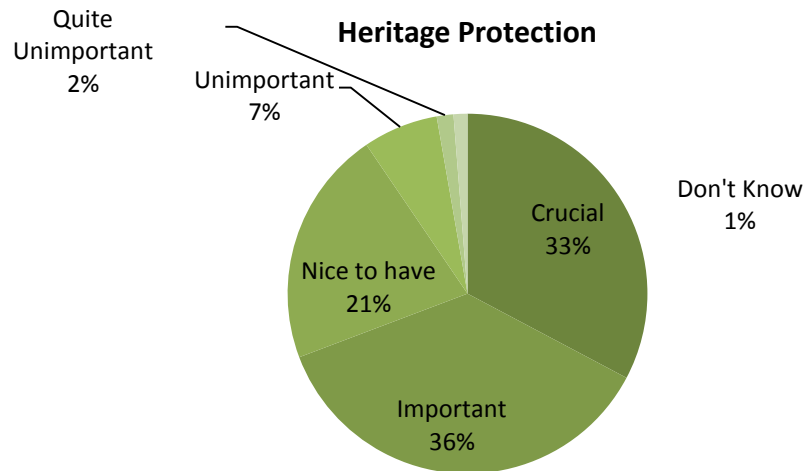
Significant variances were by:

Gender

- 13% of males – Nice to have

Age

- 10% aged 35-44 years - Unimportant
- 71% aged 55-64 years - Crucial
- 44% aged 65 years and over – Important



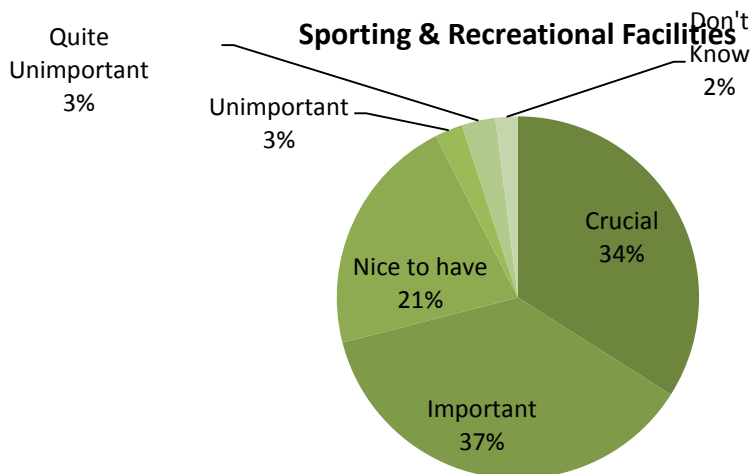
Significant variances were by:

Gender

- 11% of males – Unimportant
- 38% of females - Crucial

Home Ownership

- 54% of renters – Crucial
- 23% of home owners – Nice to have

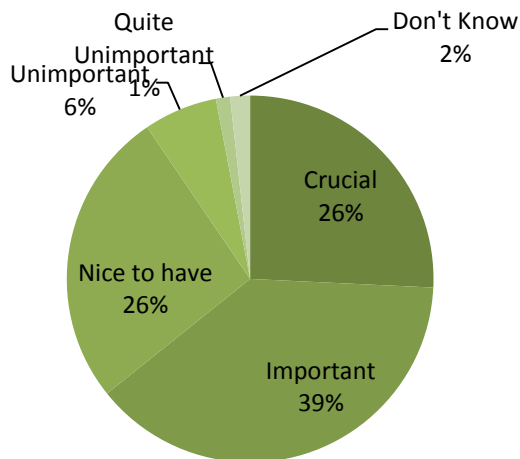


Significant variances were by:

Age

- 10% aged 35-44 years - Unimportant
- 9% aged 45-54 years – Quite unimportant
- 45% aged 55-64 years -Crucial

Cultural & Entertainment Facilities



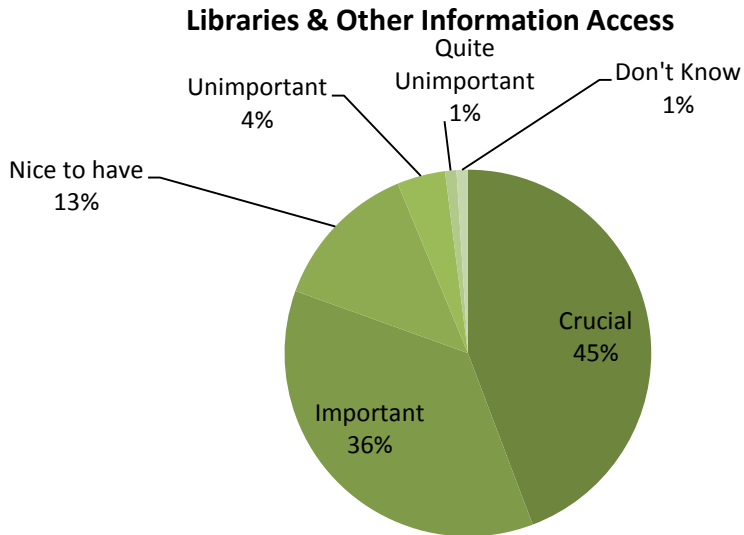
Significant variances were by:

Gender

- 46% of females – Important
- 38% of males – Nice to have

Age

- 34% aged 55-64 years - Crucial



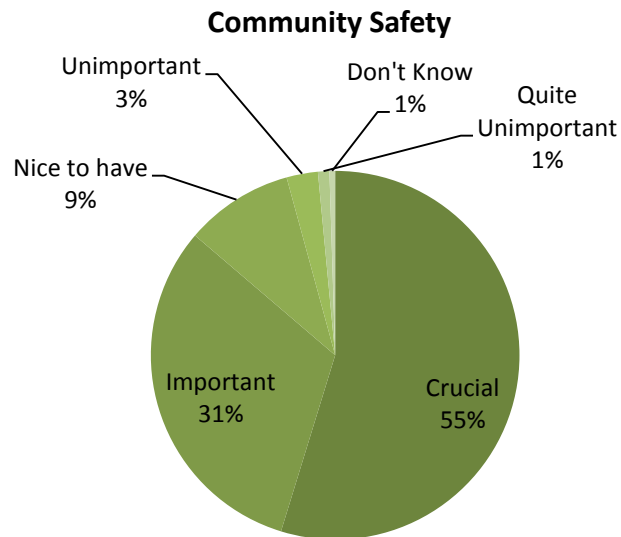
Significant variances were by:

Gender

- 2% of males – Quite unimportant

Age

- 12% aged 35-44 years –Unimportant
- 51% aged 45-54 years - Important



Significant variances were by:

Gender

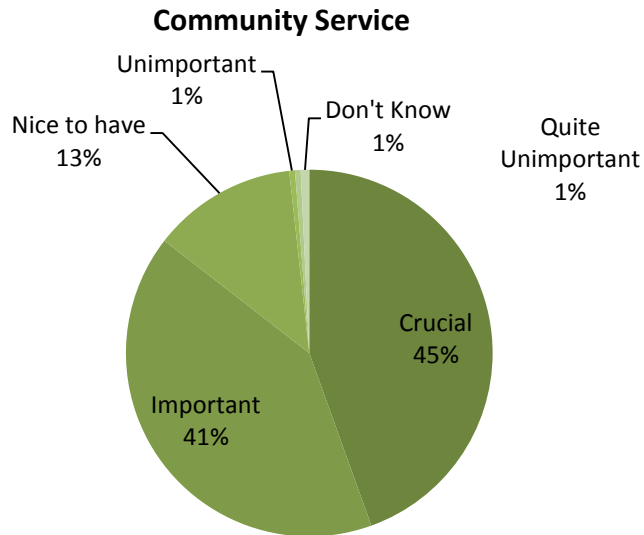
- 2% of males – Quite unimportant

Age

- 5% aged 65 years and over - Unimportant

Home Ownership

- 70% of renters – Crucial



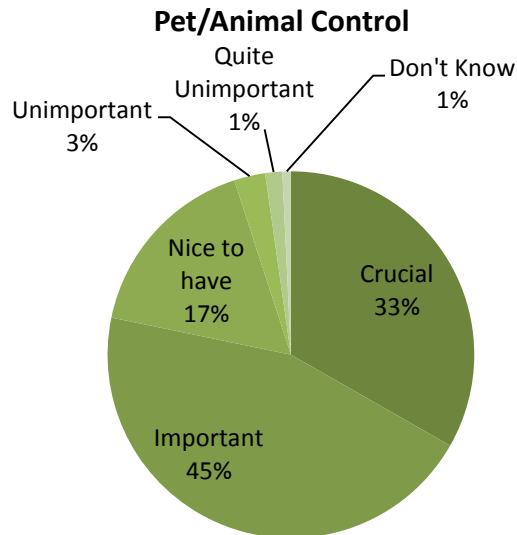
Significant variances were by:

Age

- 50% aged 65 years and over - Important

Home Ownership

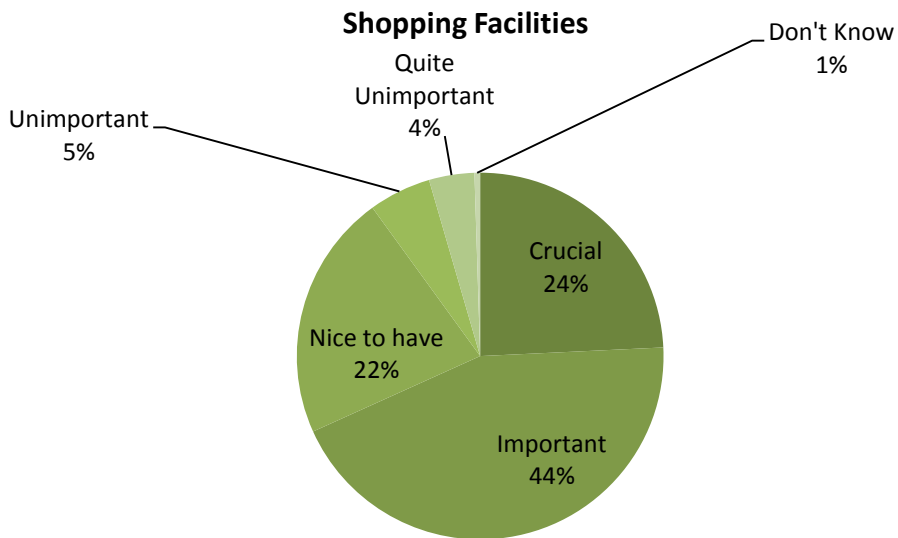
- 59% of renters – Crucial



Significant variances were by:

Age

- 29% aged 35-44 years – Nice to have
- 51% aged 65 years and over - Important
- 3% aged 65 years and over – Quite unimportant



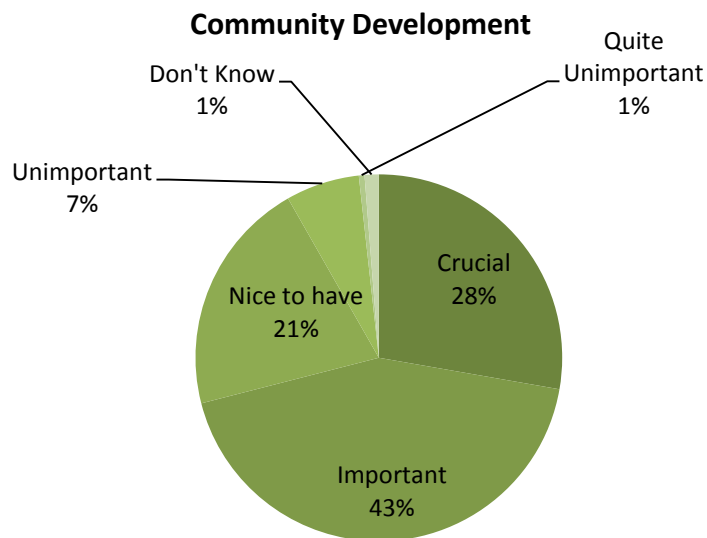
Significant variances were by:

Gender

- *7% of males – Quite Unimportant*

Age

- *9% aged 65 years and over - Unimportant*



There were no significant variances.

Theme 3: Managing the Shire *IMPORTANCE*

	TOTAL	RANK	Crucial	Import.	Nice to have	Un-important	Quite Un-important	Don't Know	Not App.	Mean 2017	LGAQ 2017
Town Planning	400	3=	55.0%	30.0%	11.8%	2.5%	0.0%	0.8%	0.0%	4.39	3.98
Building Control	400	3=	54.3%	32.8%	10.5%	2.0%	0.3%	0.3%	0.0%	4.39	3.94
Economic Development & Local Employment	400	4	51.8%	32.3%	12.0%	2.0%	0.3%	1.8%	0.0%	4.36	4.01
Development of Tourism	400	7	34.3%	42.0%	15.3%	6.5%	1.8%	0.3%	0.0%	4.01	4.05
Financial Management	400	1	63.0%	28.5%	5.5%	1.3%	0.0%	1.8%	0.0%	4.56	4.05
Revenue-raising	400	6	37.5%	42.3%	12.5%	3.8%	1.8%	2.3%	0.0%	4.13	4.01
Staff Management	400	5	33.5%	45.3%	13.5%	2.8%	0.3%	4.8%	0.0%	4.14	3.93
Disaster Management	400	2	55.3%	34.5%	8.3%	0.8%	0.3%	1.0%	0.0%	4.45	3.93
AVERAGE FOR THEME AS A WHOLE										4.30	4.00

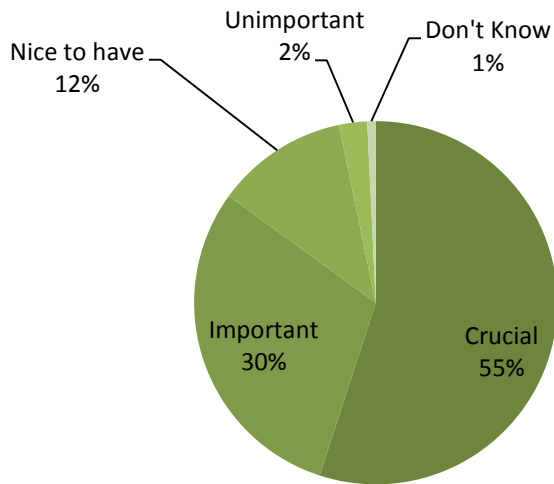
The average level of Importance for the responsibilities in this Theme is **4.30**.

Financial Management (4.56) was accorded the highest priority and Disaster Management second highest (4.45). Town Planning and Building Control, equal third highest priority (4.39).

Development of Tourism was the lowest priority (4.01).

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.

Town Planning



Significant variances were by:

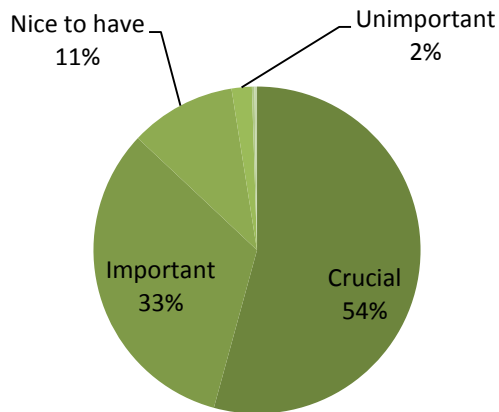
Age

- 21% aged 45-54 years – Nice to have
- 5% aged 55-64 years - Unimportant

Home Ownership

- 72% of renters – Crucial

Building Control



Significant variances were by:

Gender

- 37% of females - Important

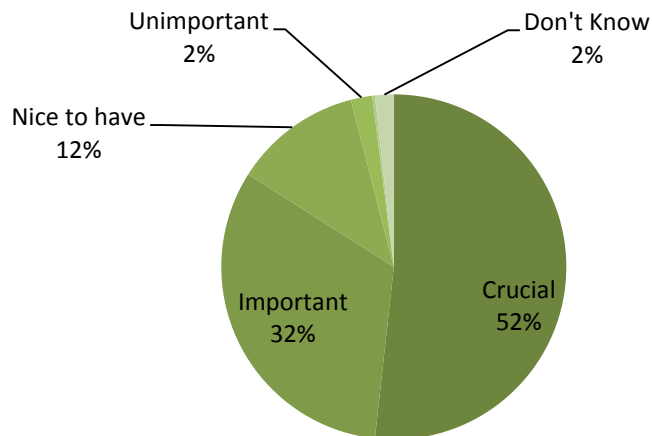
Age

- 20% aged 35-44 years – Nice to have
- 18% aged 45-54 years - Nice to have

Home Ownership

- 76% of renters – Crucial
- 35% of home owners – Important

Economic Development & Local Employment



Significant variances were by:

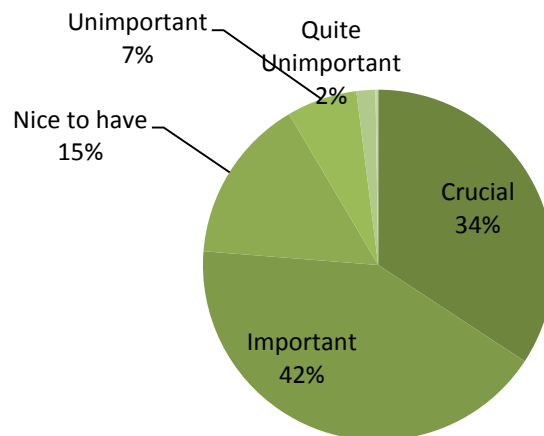
Age

- 64% aged 45-54 years - Crucial
- 61% aged 55-64 years - Crucial
- 39% aged 65 years and over - Important

Home Ownership

- 22% of renters – Nice to have

Development of Tourism

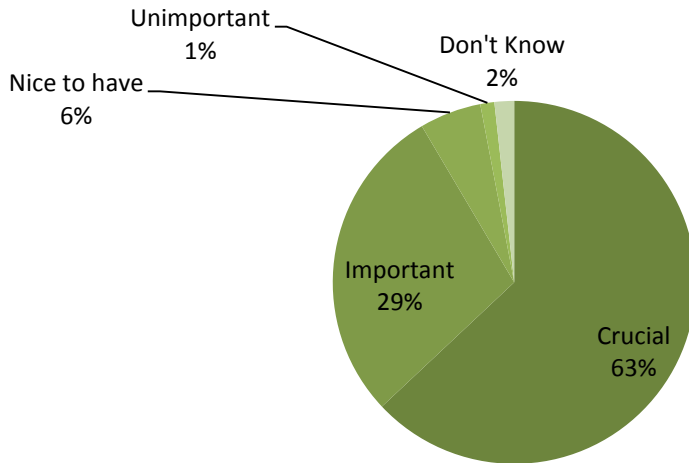


Significant variances were by:

Gender

- 48% of females – Important

Financial Management

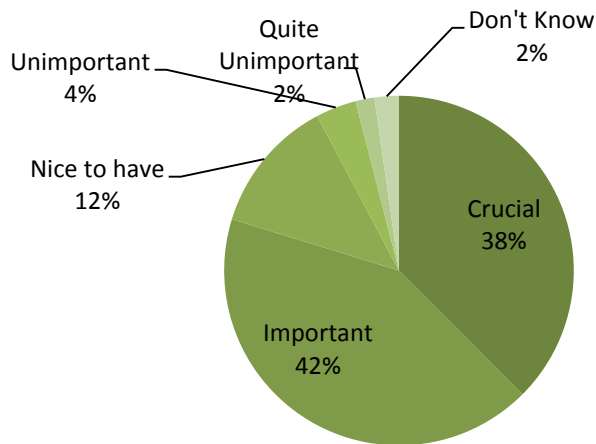


Significant variances were by:

Age

- 12% aged 35-44 years – Nice to have
- 5% aged 35-44 years - Unimportant
- 12% aged 45-54 years – Nice to have

Revenue-raising

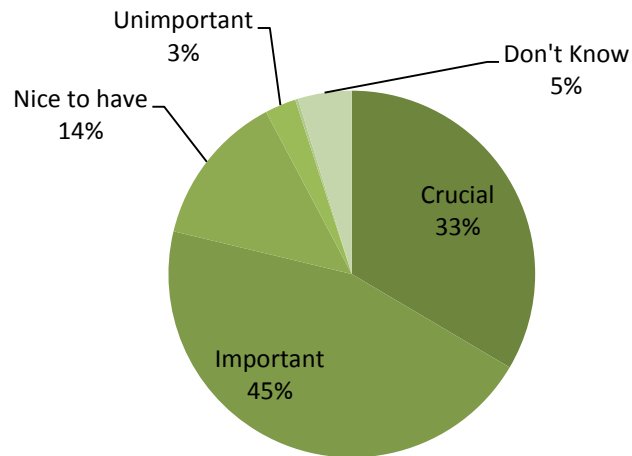


Significant variances were by:

Age

- 10% aged 35-44 years - Unimportant
- 24% aged 45-54 years – Nice to have
- 8% aged 45-54 years – Quite Unimportant
- 44% aged 65 years and over - Crucial

Staff Management

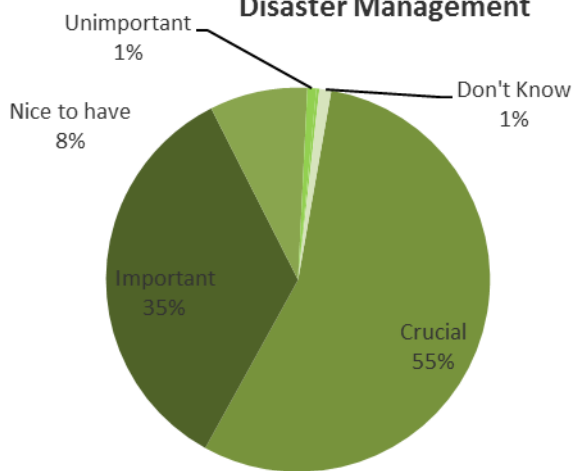


Significant variances were by:

Age

- 10% aged 35-44 years - Unimportant

Disaster Management



Significant variances were by:

Age

- 71% aged 35-44 years - Crucial
- 40% aged 65 years and over - Important

Theme 4: Customer Service and Communication *IMPORTANCE*

	TOTAL	RANK	Crucial	Import- -ant	Nice to have	Un- important	Quite Un- important	Don't Know	Not App.	Mean 2017	LGAQ 2015
Customer Service	400	3	49.0%	39.0%	11.0%	0.8%	0.0%	0.3%	0.0%	4.37	4.03
Information Services	400	6	39.8%	46.3%	12.3%	1.3%	0.3%	0.3%	0.0%	4.24	3.96
Informing the Community	400	4	45.8%	43.5%	9.3%	1.5%	0.0%	0.0%	0.0%	4.34	3.98
Consulting the Community	400	2	50.5%	39.0%	8.0%	1.8%	0.0%	0.8%	0.0%	4.39	4.03
Responding to the Community	400	1	50.3%	40.0%	8.3%	0.3%	0.0%	1.3%	0.0%	4.42	3.99
Providing Leadership & Advocacy	400	5	41.3%	41.5%	13.8%	0.8%	0.5%	2.3%	0.0%	4.25	3.96
AVERAGE FOR THEME AS A WHOLE										4.33	3.99

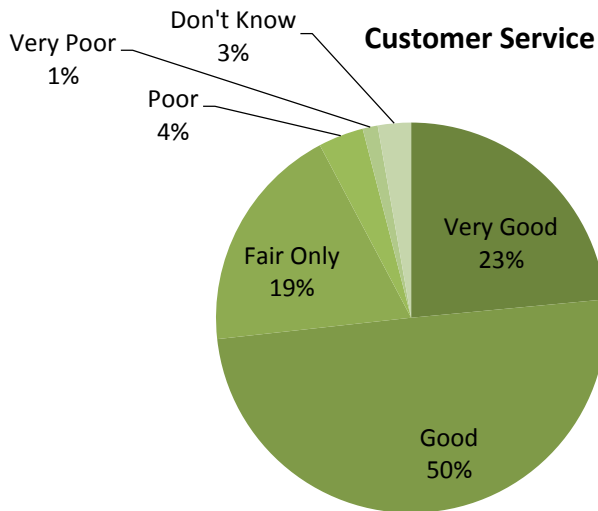
The average level of Importance for the responsibilities in this Theme is **4.33**.

The top scores were:

- Responding to the Community (4.42)
- Consulting the Community (4.39)

Information Services (4.24) was given lowest priority. However, all responsibility areas were judged as high, with a mean of 4 or more.

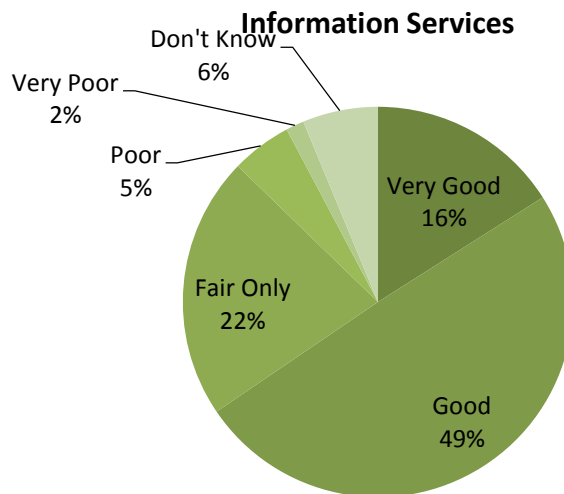
Significant variances from the sample averages are also shown, below each graph, for each responsibility area.



Significant variances were by:

Age

- 18% aged 45-54 years – Nice to have



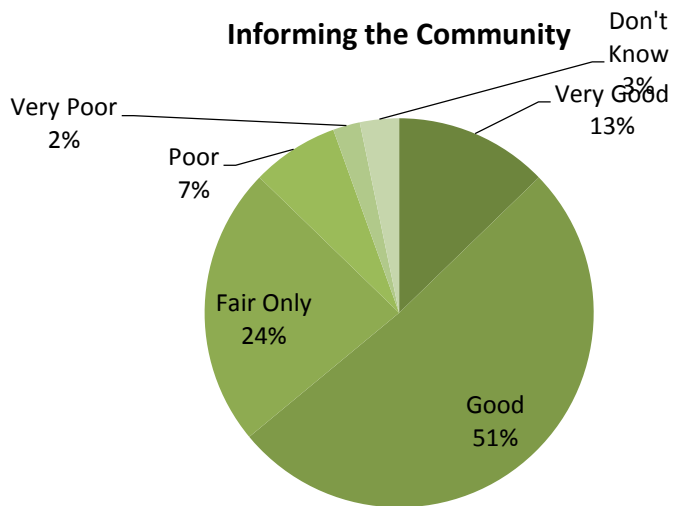
Significant variances were by:

Gender

- 45% of females – Crucial

Age

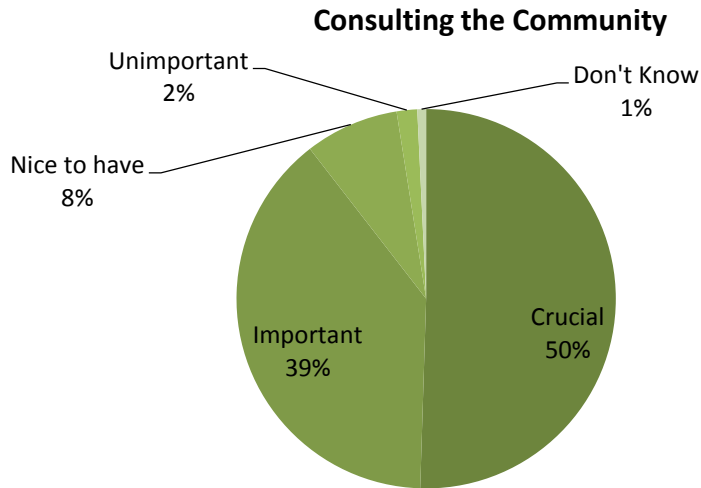
- 29% aged 35-44 years – Nice to have
- 60% aged 45-54 years - Important



Significant variances were by:

Age

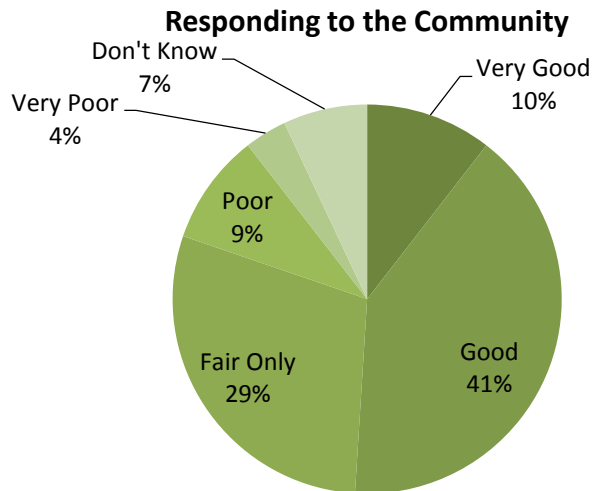
- 7% aged 35-44 years - Unimportant
- 55% aged 55-64 years – Crucial



Significant variances were by:

Age

- 7% aged 35-44 years - Unimportant

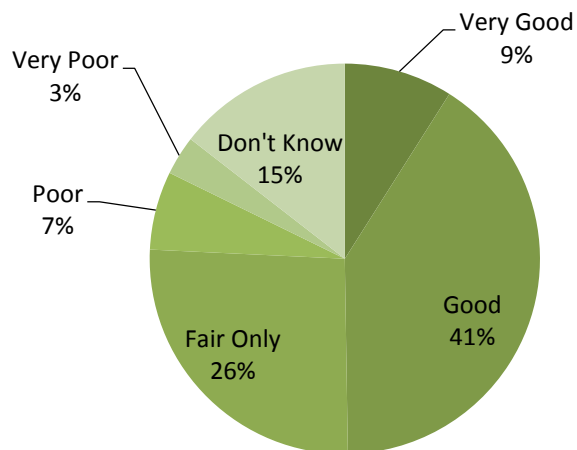


Significant variances were by:

Age

- 2% aged 35-44 years - Unimportant
- 62% aged 55-64 years - Crucial

Providing Leadership & Advocacy



Significant variances were by:

Gender

- 18% of males – Nice to have

Theme 5: Quality of Council **IMPORTANCE**

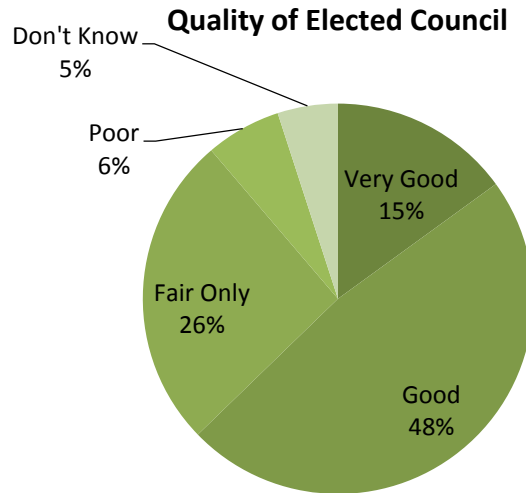
	TOTAL	RANK	Crucial	Import.	Nice to have	Un-important	Quite Un-important	Don't Know	Not App.	Mean 2017	LGAQ 2015
Quality of Elected Council	400	1	66.3%	27.8%	4.8%	0.5%	0.3%	0.5%	0.0%	4.60	4.05
Quality of Councillor(s) Dealt with	400	3	38.8%	28.0%	5.8%	1.0%	0.3%	26.3%	0.0%	4.41	4.01
Managerial & Supervisory Officers	400	2	49.3%	37.8%	7.0%	0.8%	0.3%	5.0%	0.0%	4.42	3.96
Quality/Performance of Outdoor Workers	400	4=	41.8%	47.3%	8.3%	0.5%	0.3%	2.0%	0.0%	4.32	3.94
Quality/Performance of Indoor Staff	400	4=	41.3%	44.8%	9.8%	0.0%	0.3%	4.0%	0.0%	4.32	3.93
AVERAGE FOR THEME AS A WHOLE										4.42	3.98

The average level of Importance for the responsibilities in this Theme is **4.42**.

Quality of Elected Council (4.60) was accorded the highest priority.

The Quality and Performance of Indoor Staff and Quality and Performance of Outdoor Staff was given equal lowest priority, with a mean score of 4.32. However, all responsibility areas rated between important and crucial for this theme.

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.

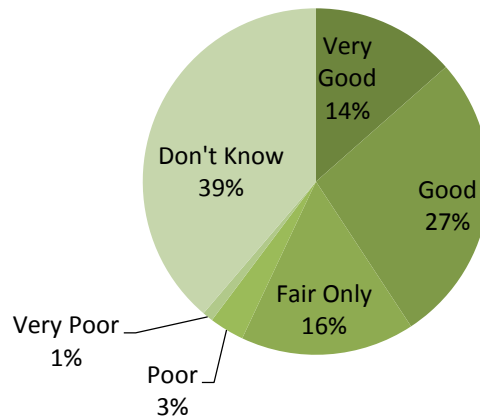


Significant variances were by:

Age

- 2% aged 45-54 years – Quite Unimportant

Quality of Councillor(s) Dealt with



Significant variances were by:

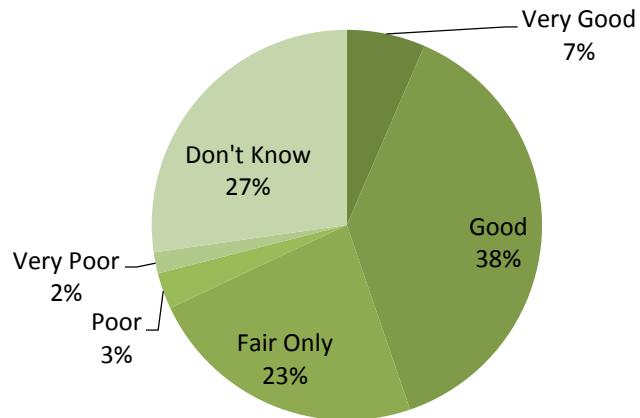
Gender

- 33% of males – Important
- 2% of males - Unimportant
- 44% of females – Crucial

Age

- 5% aged 35-44 years – Unimportant
- 2% aged 45-54 years – Quite unimportant

Managerial & Supervisory Officers

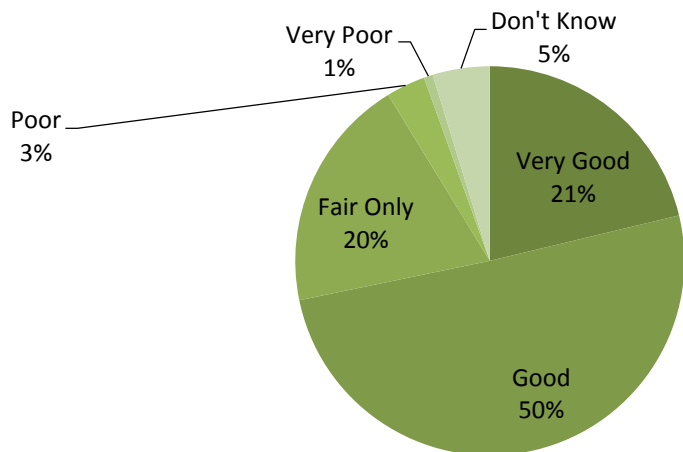


Significant variances were by:

Age

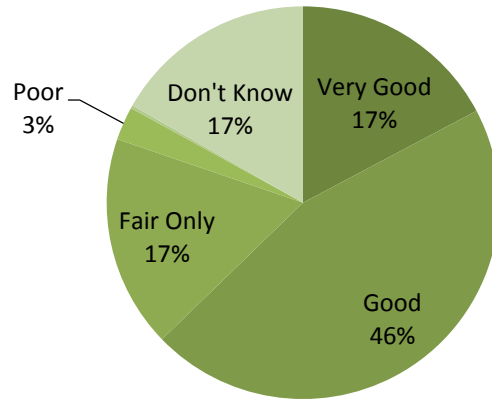
- 5% aged 35-44 years – Unimportant
- 2% aged 45-54 years – Quite Unimportant

Quality/Performance of Outdoor Workers



- There were no significant variances

Quality/Performance of Indoor Staff



Significant variances were by:

Age

- *57% aged 45-54 Years – Important*

PERFORMANCE

Theme 1: Basic Services & Infrastructure *PERFORMANCE*

	Sample Size	RANK	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not App.	Mean 2017	LGAQ 2015
Road Construction	400	5	11.5%	43.8%	28.5%	8.8%	5.0%	2.5%	0.0%	3.49	3.54
Road Maintenance	400	7	11.0%	40.0%	32.0%	12.3%	3.5%	1.3%	0.0%	3.43	3.52
Footpaths, Kerbing & Guttering	400	6	11.3%	38.0%	31.5%	6.3%	5.8%	7.3%	0.0%	3.46	3.49
Street Lighting	400	4=	14.3%	36.5%	30.0%	4.0%	4.3%	11.0%	0.0%	3.59	3.57
Traffic Management	400	3	18.0%	39.3%	25.3%	9.0%	4.5%	4.0%	0.0%	3.60	3.71
Parking Facilities	400	9	6.3%	25.3%	33.8%	22.0%	8.5%	4.3%	0.0%	2.99	3.72
Public Transport	400	8	6.8%	25.3%	22.8%	15.0%	9.0%	21.3%	0.0%	3.07	3.79
Drainage & Flood Mitigation	400	4=	12.8%	47.8%	22.8%	6.0%	5.8%	5.0%	0.0%	3.59	3.54
Waste Management	400	1	31.8%	46.8%	16.8%	2.3%	1.5%	1.0%	0.0%	4.06	3.60
Community Health	400	2	9.3%	42.5%	25.3%	4.5%	2.3%	16.3%	0.0%	3.62	3.61
AVERAGE FOR THEME AS A WHOLE										3.49	3.63

The average performance rating for this Theme is **3.49**.

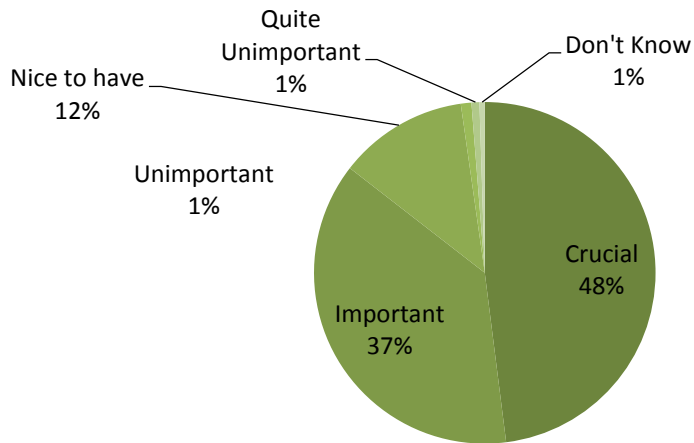
The top performers were:

- Waste Management (4.06)
- Community Health (3.62)

The poorest performing area was Parking Facilities (2.99).

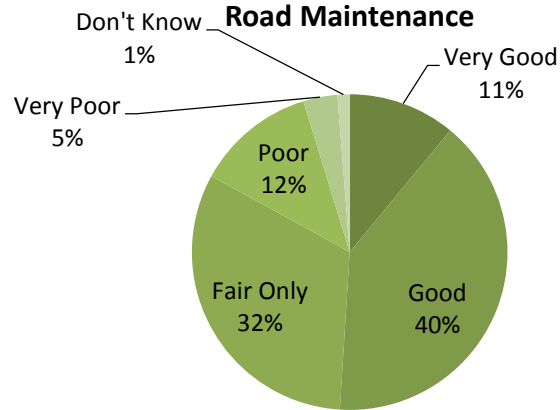
Significant variances from the sample averages are also shown, below each graph, for each responsibility area.

Road Construction

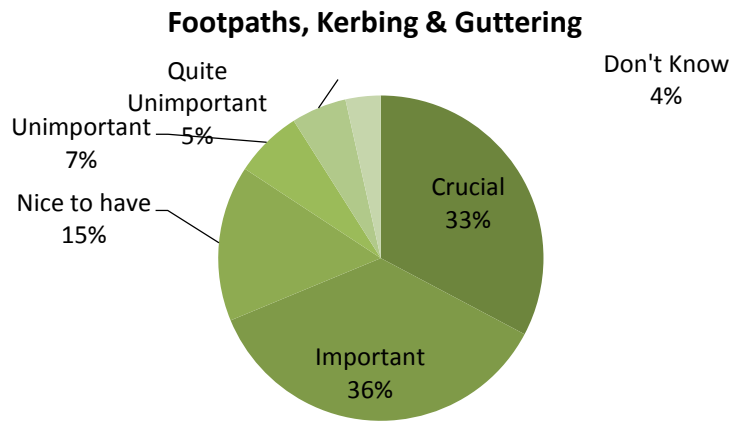


- *There were no significant variances*

Road Maintenance

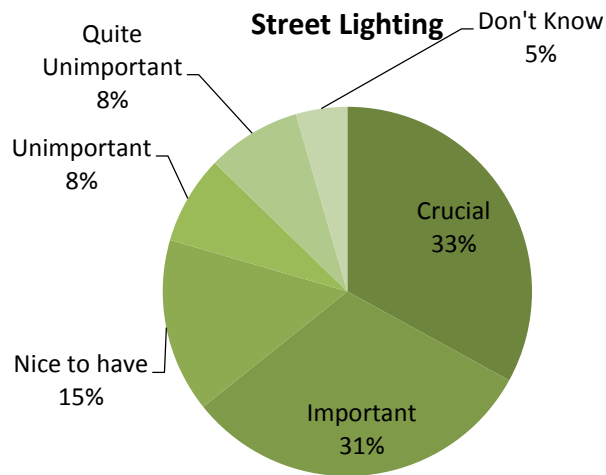


- *There were no significant variances*



Significant variances were by:
Gender

- 9% of males – Poor
- 44% of females - Good



Significant variances were by:

Age

- 42% aged 45-54 years – Fair only



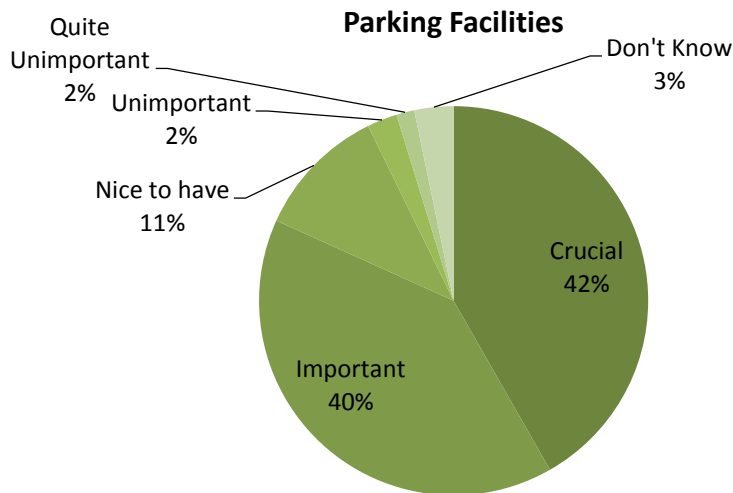
Significant variances were by:

Age

- 10% aged 45-54 years – Very poor

Home Ownership

- 39% of renters – Fair only



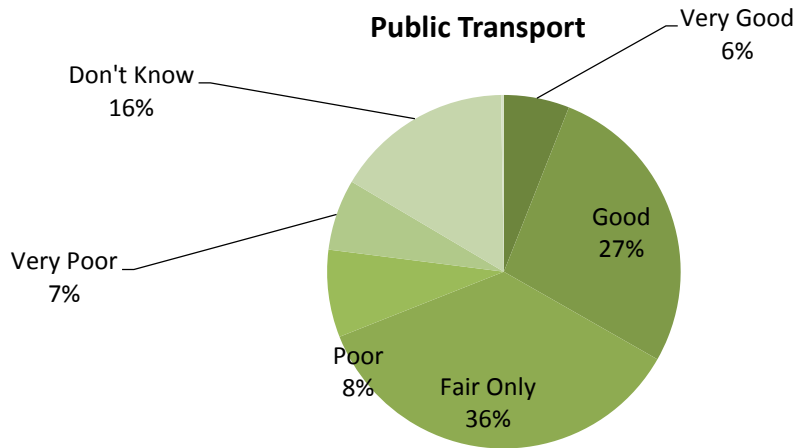
Significant variances were by:

Age

- 48% aged 45-54 years – Fair only

Home Ownership

- 48% of renters – Fair only



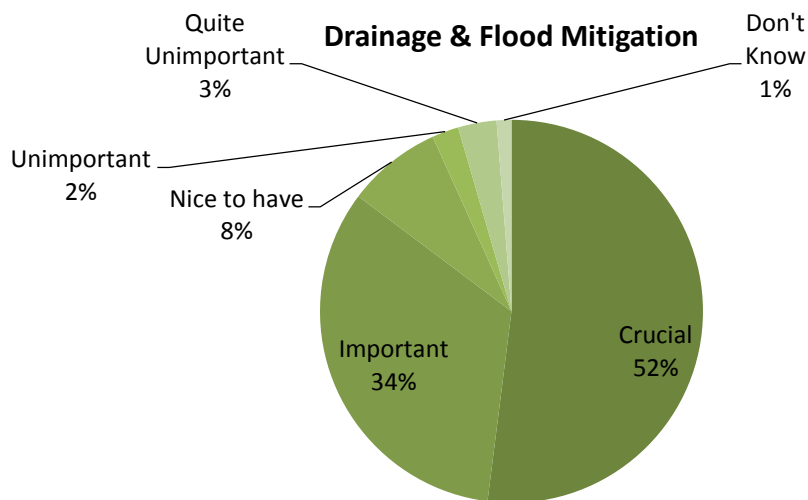
Significant variances were by:

Age

- 17% aged 35-44 years – Very good
- 25% aged 55-64 - Poor
- 30% aged 45-54 years - Fair only

Home Ownership

- 15% of renters – Very good



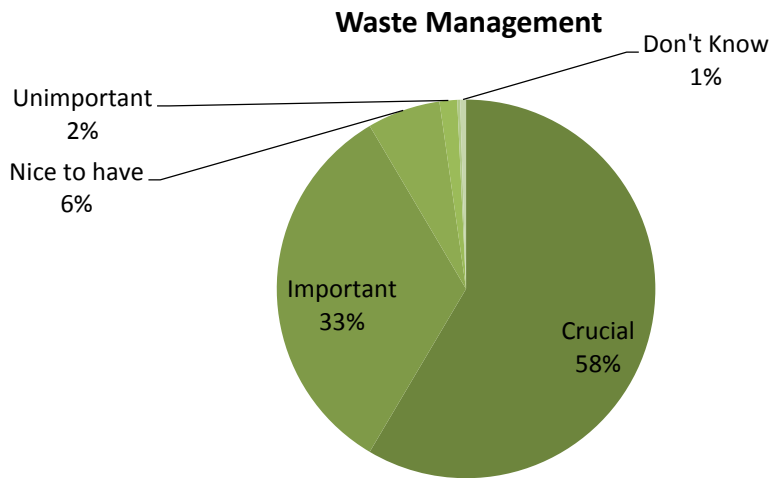
Significant variances were by:

Gender

- 8% of males – Very poor
- 54% of females - Good

Age

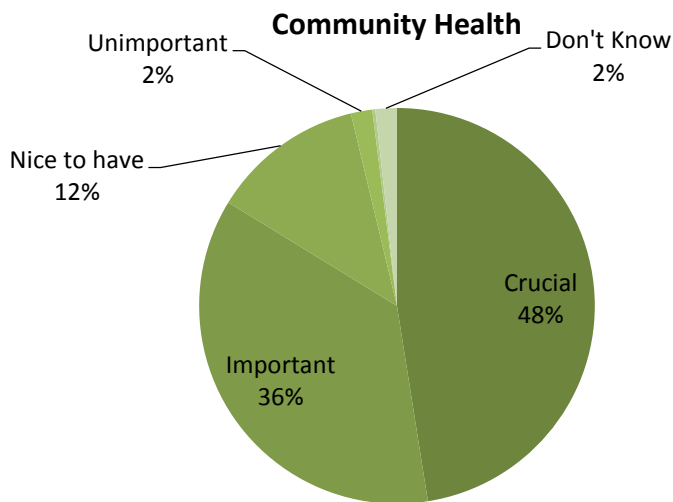
- 15% aged 35-44 years - Poor
- 13% aged 45-54 years - Poor
- 11% aged 55-64 years – Very poor



Significant variances were by:

Age

- 27% aged 45-54 years – Fair only
- 8% aged 45-54 years - Poor



Significant variances were by:

Age

- 6% aged 55-64 years – Very poor

Theme 2: Community Lifestyle Services PERFORMANCE

	TOTAL	RANK	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not App.	Mean 2017	LGAQ Mean 2015
Parks, Playgrounds & Public Amenities	400	3	20.5%	52.0%	20.0%	2.8%	1.0%	3.8%	0.0%	3.92	3.72
Environmental Controls	400	6	17.0%	42.5%	24.5%	5.8%	2.5%	7.8%	0.0%	3.71	3.23
Environmental Protection & Conservation	400	5	19.5%	42.8%	24.8%	5.3%	2.8%	5.0%	0.0%	3.75	3.24
Heritage Protection	400	8=	10.5%	40.0%	28.8%	5.3%	0.8%	14.8%	0.0%	3.64	3.28
Sporting & Recreational Facilities	400	2	16.8%	54.3%	18.3%	1.5%	0.3%	9.0%	0.0%	3.94	3.78
Cultural & Entertainment Facilities	400	8=	11.3%	45.8%	28.5%	7.3%	0.8%	6.5%	0.0%	3.64	3.66
Libraries & Other Information Access	400	1	34.0%	45.0%	13.8%	2.3%	0.5%	4.5%	0.0%	4.15	4.04
Community Safety	400	4	13.3%	50.8%	24.5%	3.3%	0.0%	8.3%	0.0%	3.81	3.37
Community Service	400	7	11.8%	43.3%	31.5%	2.8%	1.3%	9.5%	0.0%	3.68	3.39
Pet/Animal Control	400	10	10.8%	50.5%	25.8%	6.5%	3.0%	3.5%	0.0%	3.62	3.07
Shopping Facilities	400	9	13.8%	47.8%	25.3%	6.8%	3.5%	3.0%	0.0%	3.63	3.21
Community Development	400	11	9.0%	42.5%	34.5%	4.5%	1.0%	8.5%	0.0%	3.59	3.31
										3.76	3.44

The average performance rating for this Theme is **3.76**.

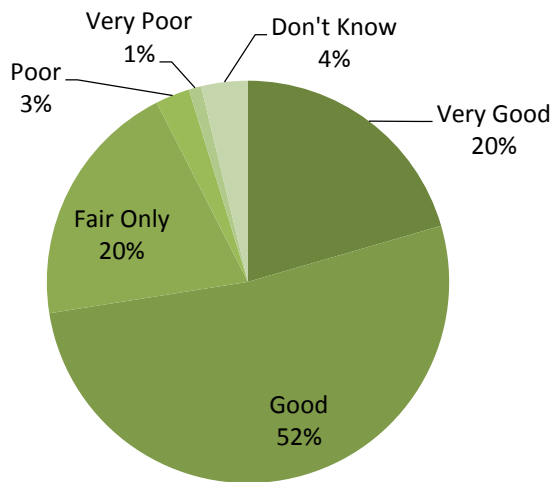
The top performers were:

- Libraries & Other Information Access (4.15)
- Parks, Playgrounds & Public Amenities (3.92)

The poorest performing area was Pet and Animal Control (3.62).

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.

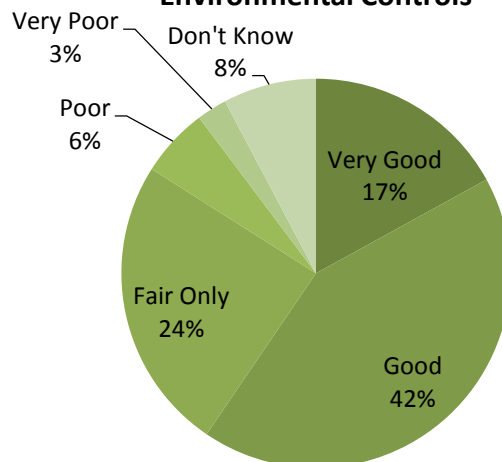
Parks, Playgrounds & Public Amenities



Significant variances were by:
Gender

- 25% of females – Very good

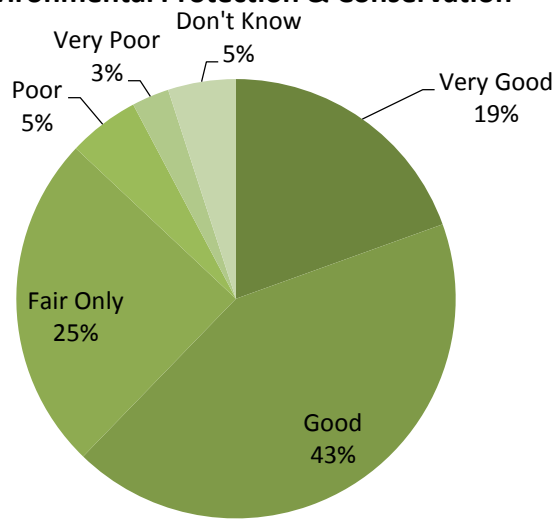
Environmental Controls



Significant variances were by:
Gender

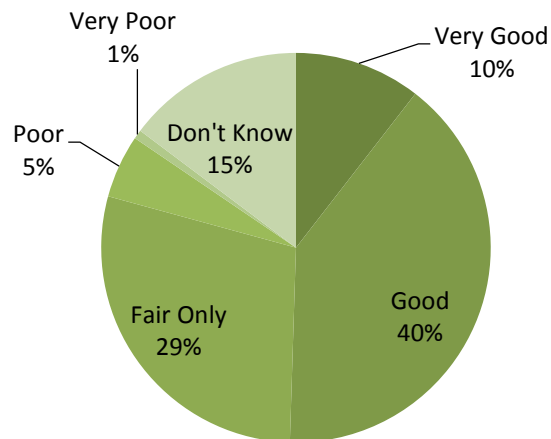
- 29% of males – Fair only

Environmental Protection & Conservation



- *There were no significant variances*

Heritage Protection



Significant variances were by:

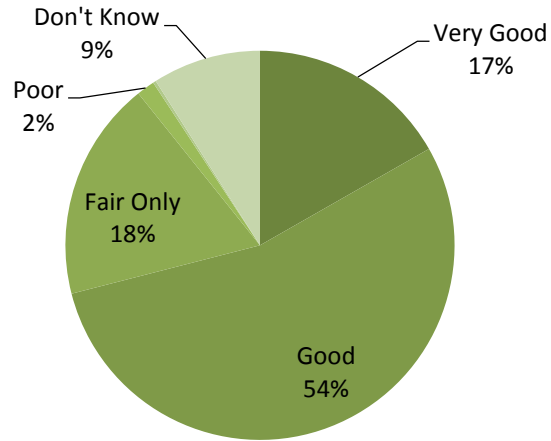
Age

- *46% aged 35-44 years - Fair only*
- *22% aged 35-44 years – Very good*
- *15% aged 45-54 years - Poor*

Home Ownership

- *22% of renters – Very good*

Sporting & Recreational Facilities

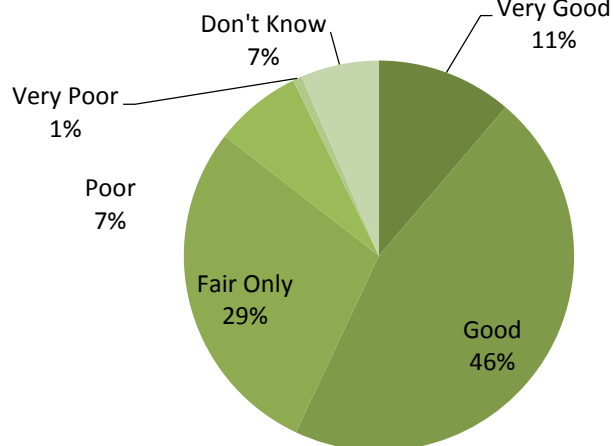


Significant variances were by:

Age

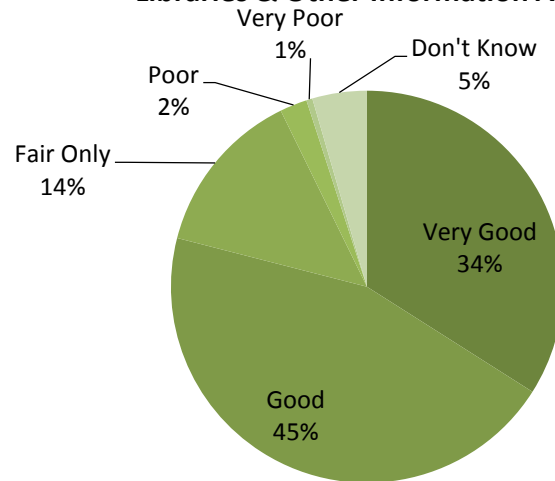
- 37% aged 35-44 years – Fair only
- 2% aged 35-44 years – Very poor

Cultural & Entertainment Facilities



- There were no significant variances

Libraries & Other Information Access

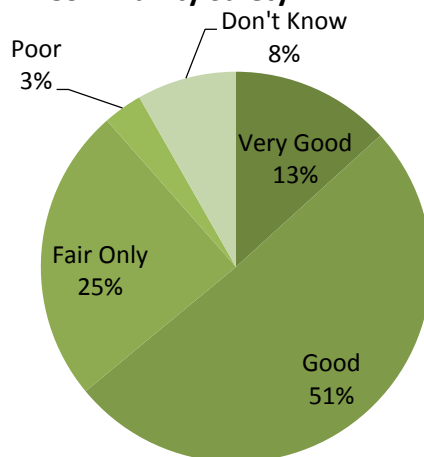


Significant variances were by:

Home Ownership

- 26% of renters – Fair only

Community Safety



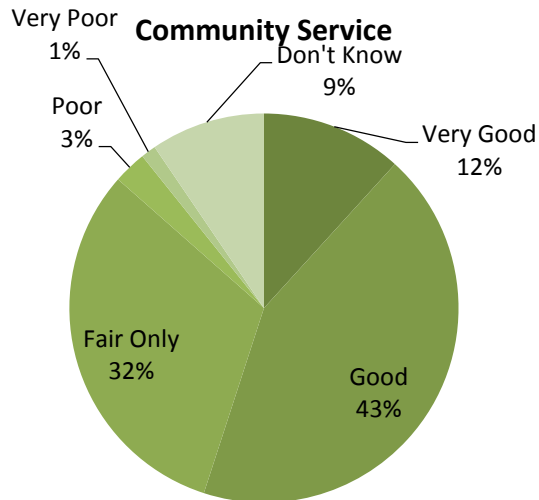
Significant variances were by:

Gender

- 17% of males – Very good

Age

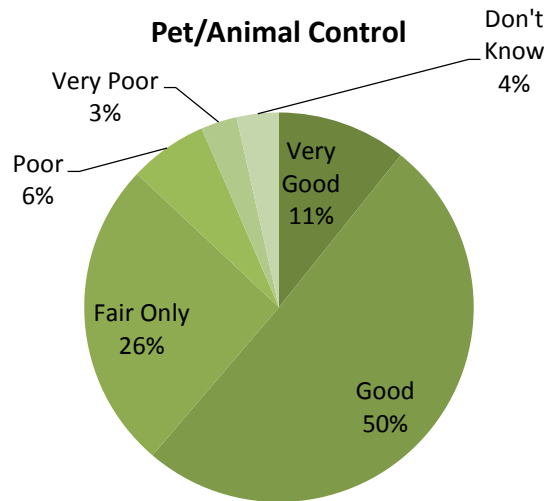
- 37% aged 45-54 years – Fair only
- 10% aged 55-64 years - Poor



Significant variances were by:

Age

- 49% aged 35-44 years – Fair only
- 5% aged 45-54 years – Very poor
- 6% aged 55-64 years - Poor



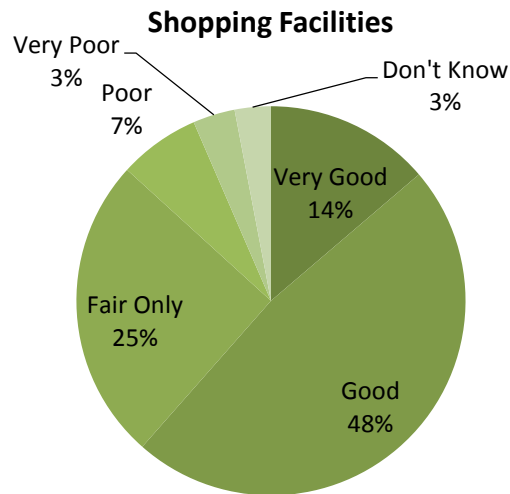
Significant variances were by:

Age

- 8% aged 45-54 years – Very poor

Home Ownership

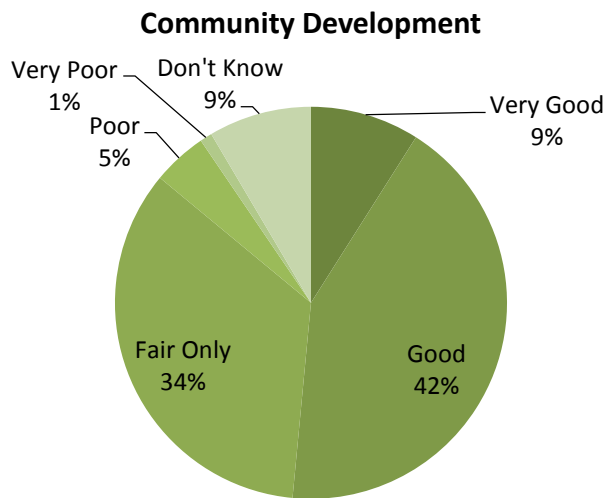
- 39% of renters – Fair only



Significant variances were by:

Age

- 7% aged 55-64 years – Very poor



Significant variances were by:

Gender

- 2% of males – Very poor

Age

- 49% aged 35-44 years – Fair only
- 10% aged 45-54 years - Poor
- 4% aged 55-64 years – Very Poor

Home Ownership

- 54% of renters – Fair only

Theme 3: Managing the Shire PERFORMANCE

	TOTAL	RANK	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not Applicable	Mean 2017	LGAQ 2015
Town Planning	400	6	15.3%	41.3%	24.5%	11.5%	1.0%	6.5%	0.0%	3.62	3.54
Building Control	400	4	16.3%	42.8%	23.0%	9.8%	1.0%	7.3%	0.0%	3.68	3.57
Economic Development & Local Employment	400	8	4.3%	28.3%	40.0%	13.3%	3.0%	11.3%	0.0%	3.20	3.46
Development of Tourism	400	2	18.8%	49.5%	22.3%	3.5%	2.0%	4.0%	0.0%	3.83	3.46
Financial Management	401	3	16.3%	35.5%	28.0%	2.5%	1.8%	16.0%	0.3%	3.74	3.56
Revenue-raising	400	5	11.0%	43.0%	27.3%	4.5%	1.8%	12.5%	0.0%	3.65	3.57
Staff Management	400	7	7.0%	37.3%	21.5%	4.3%	2.0%	28.0%	0.0%	3.60	3.57
Disaster Management	400	1	18.8%	48.3%	18.5%	1.8%	1.5%	11.3%	0.0%	3.91	3.57
										3.65	3.53

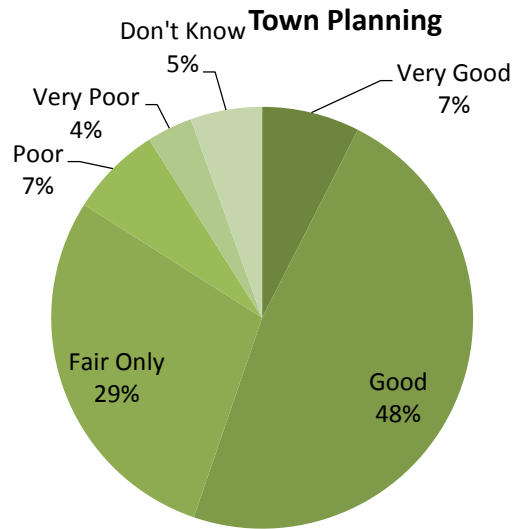
The average performance rating for this Theme is **3.65**.

The top performers were:

- Disaster Management (3.91)
- Development of Tourism (3.83)
- Financial Management (3.74)

The poorest performing areas were Economic Development & Local Employment (3.20).

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.



Significant variances were by:

Gender

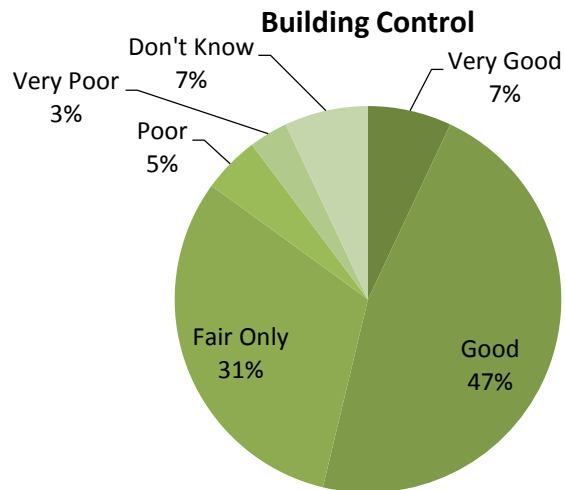
- 15% of males – Poor

Age

- 22% aged 45-54 years - Poor

Home Ownership

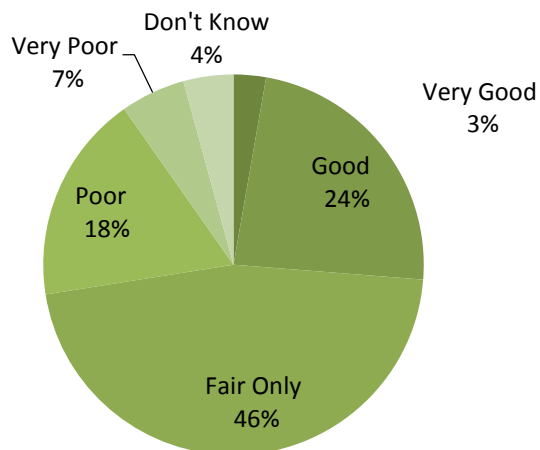
- 13% of home owners – Poor



Significant variances were by:
Gender

- 13% of males – Poor
- 2% of males – Very poor
- 48% of females – Good

Economic Development & Local Employment



Significant variances were by:
Gender

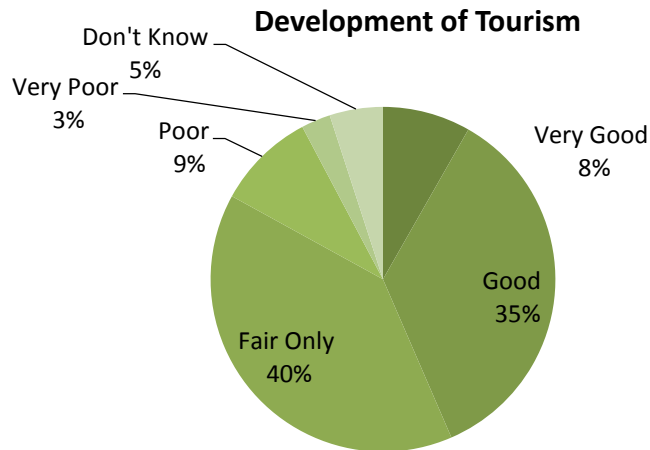
- 18% of males – Poor
- 6% of females – Very good

Age

- 24% aged 45-54 years - Poor

Home Ownership

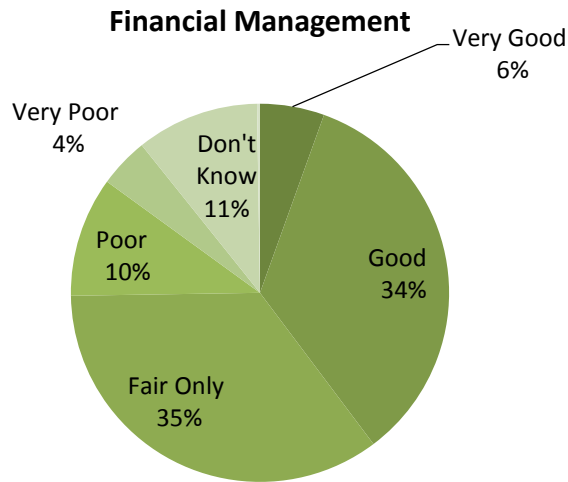
- 57% of renters – Fair only



Significant variances were by:

Age

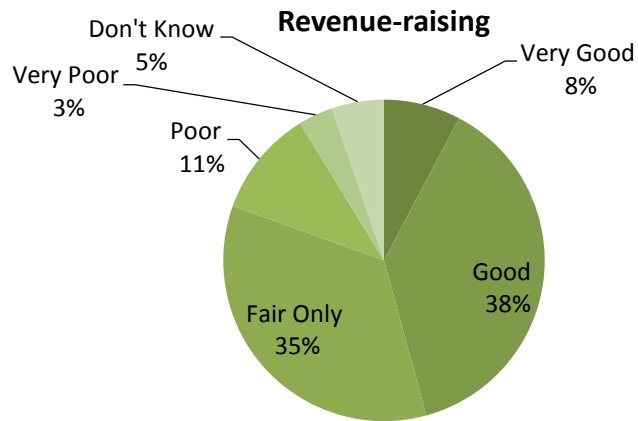
- 9% aged 45-54 years - Poor



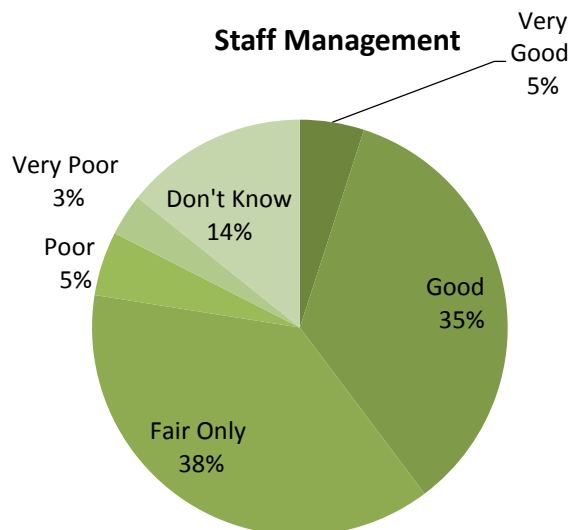
Significant variances were by:

Age

- 42% aged 35-44 years – Fair only
- 9% aged 45-54 years - Poor
- 4% aged 55-64 years – Very Poor
- 42% aged 65 years and over – Good
- 23% aged 65 years and over – Very good



- *There were no significant variances*



Significant variances were by:

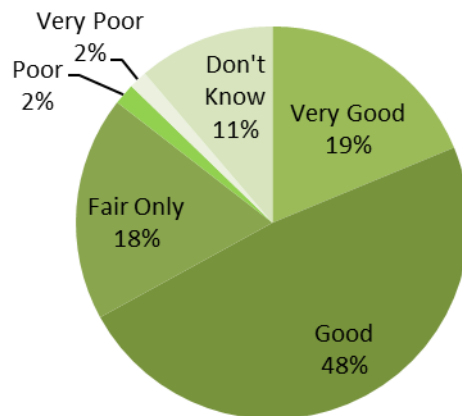
Age

- 9% aged 45-54 years - Poor
- 7% aged 55-64 years – Very poor

Home Ownership

- 35% of renters – Fair only

Disaster Management



Significant variances were by:

Gender

3% of males – Very poor

Age

- 4% aged 55-64 years - Poor

Theme 4: Customer Service and Communication *PERFORMANCE*

	TOTAL	RANK	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not App.	Mean 2017	LGAQ 2015	
Customer Service	400	1	23.5%	49.8%	19.0%	3.8%	1.3%	2.8%	0.0%	3.93	3.55	
Information Services	400	2	16.0%	49.5%	21.8%	5.0%	1.5%	6.3%	0.0%	3.78	3.50	
Informing the Community	400	3	12.8%	51.3%	23.3%	7.3%	2.3%	3.3%	0.0%	3.67	3.47	
Consulting the Community	400	6	9.3%	43.3%	29.3%	10.8%	2.8%	4.8%	0.0%	3.48	3.32	
Responding to the Community	400	5	10.5%	40.5%	29.3%	9.3%	3.5%	7.0%	0.0%	3.49	3.36	
Providing Leadership & Advocacy	400	4	9.0%	40.8%	26.0%	6.5%	3.3%	14.5%	0.0%	3.54	3.38	
										AVERAGE FOR THEME AS A WHOLE	3.65	3.43

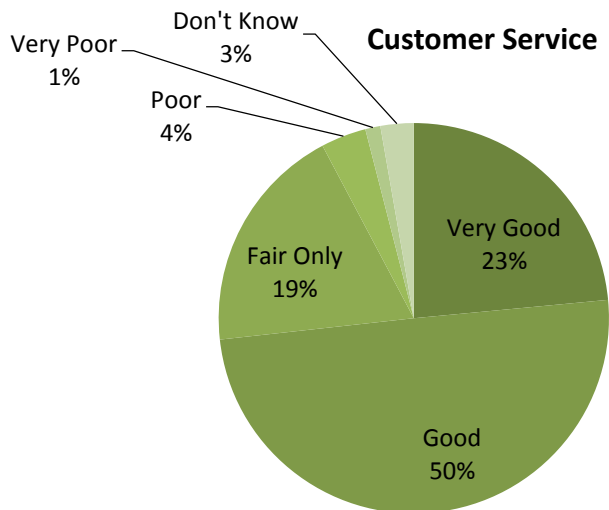
The average performance rating for this Theme is **3.65**.

The top performers were:

- Customer Service (3.93)
- Information Services (3.78)

The poorest performing areas were Consulting the Community (3.48) and Responding to the Community (3.49).

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.



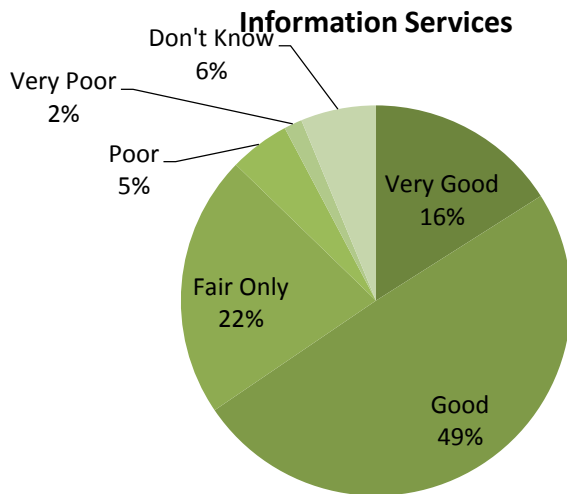
Significant variances were by:

Age

- 4% aged 55-64 years – Very poor

Home Ownership

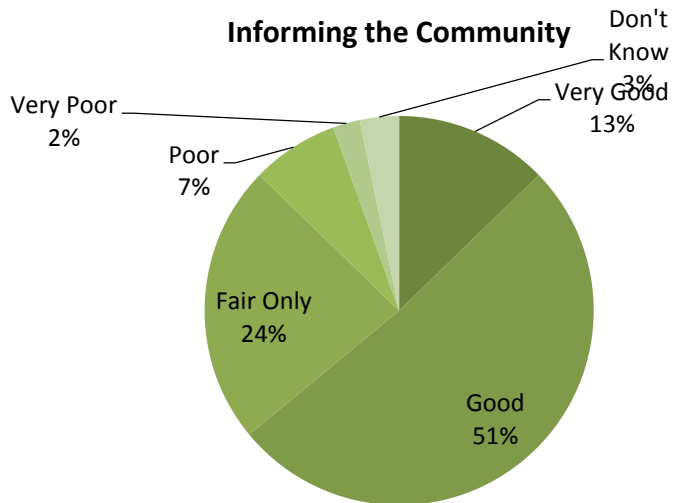
- 35% of renters – Fair only



Significant variances were by:

Age

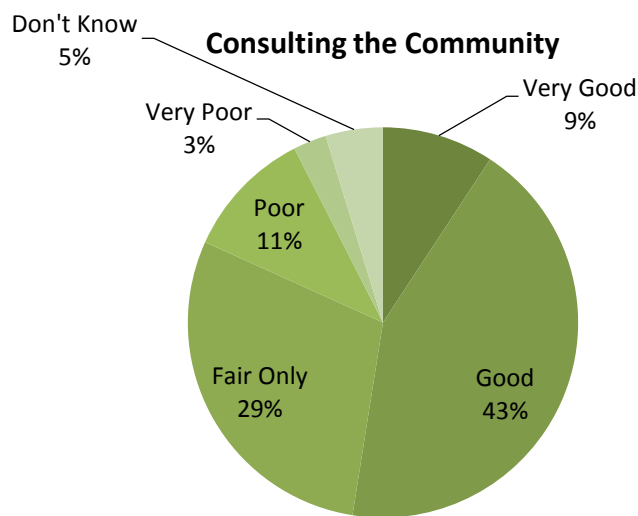
- 17% aged 35-44 years - Poor
- 6% aged 55-64 years – Very poor



Significant variances were by:

Age

- 16% aged 45-54 years - Poor
- 7% aged 55-64 years – Very Poor



Significant variances were by:

Gender

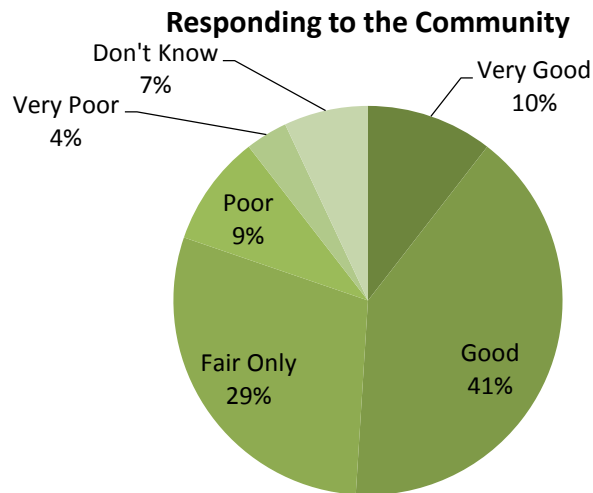
- 12% of males – Very good

Age

- 21% aged 45-54 years - Poor
- 8% aged 55-64 years – Very poor

Home Ownership

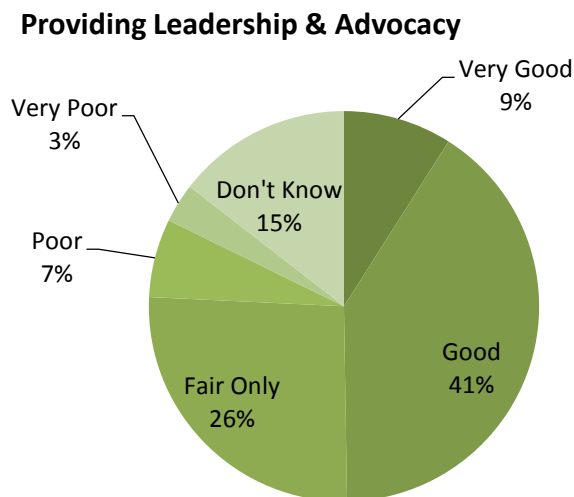
- 12% of home owners – Poor



Significant variances were by:

Age

- 22% aged 45-54 years - Poor
- 8% aged 55-64 years – Very Poor



Significant variances were by:

Age

- 13% aged 45-54 years - Poor
- 8% aged 55-64 years – Very poor

Theme 5: Quality of Council **PERFORMANCE**

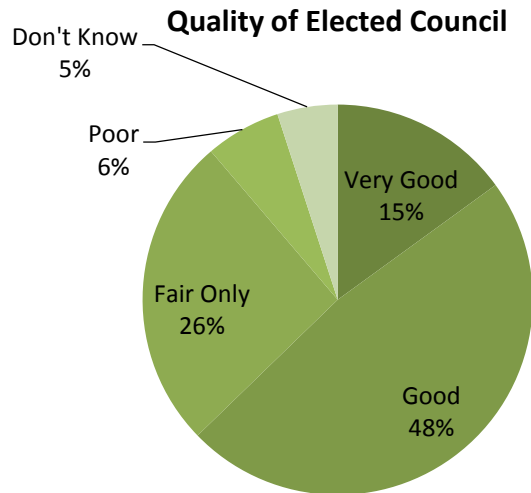
	TOTAL	RANK	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not App.	Mean 2017	LGAQ 2015
Quality of Elected Council	400	4	15.0%	47.8%	26.0%	6.3%	0.0%	5.0%	0.0%	3.75	3.40
Quality of Councillor(s) Dealt with	400	3	13.5%	27.3%	16.3%	3.3%	1.0%	38.8%	0.0%	3.80	3.42
Managerial & Supervisory Officers	400	5	6.5%	38.3%	23.3%	3.0%	1.8%	27.3%	0.0%	3.62	3.44
Quality/Performance of Outdoor Workers	400	1	21.3%	50.5%	19.5%	3.3%	0.8%	4.8%	0.0%	3.93	3.49
Quality/Performance of Indoor Staff	400	2	17.3%	45.5%	17.5%	2.8%	0.3%	16.8%	0.0%	3.92	3.49
AVERAGE FOR THEME AS A WHOLE										3.80	3.45

The average performance rating for this Theme is **3.80**.

The top performers were Quality/Performance of Outdoor Staff and Indoor Staff with 3.93 and 3.92 respectively.

The poorest performing area for this theme was the Managerial & Supervisory Officers (3.62).

Significant variances from the sample averages are also shown, below each graph, for each responsibility area.



Significant variances were by:

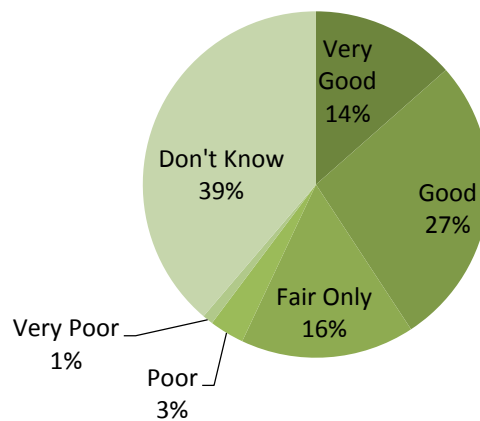
Age

- 39% aged 35-44 years – Fair only
- 15% aged 45-54 years - Poor
- 11% aged 55-64 years - Poor
- 19% aged 65 years and over – Very good

Home Ownership

- 41% of renters – Fair only
- 50% of home owners – Good

Quality of Councillor(s) Dealt with



Significant variances were by:

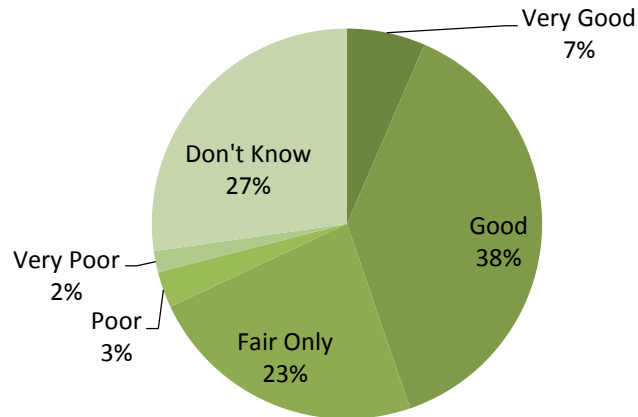
Age

- 15% aged 35-44 years - Poor
- 34% aged 65 years and over - Good

Home Ownership

- 9% of renters – Poor

Managerial & Supervisory Officers



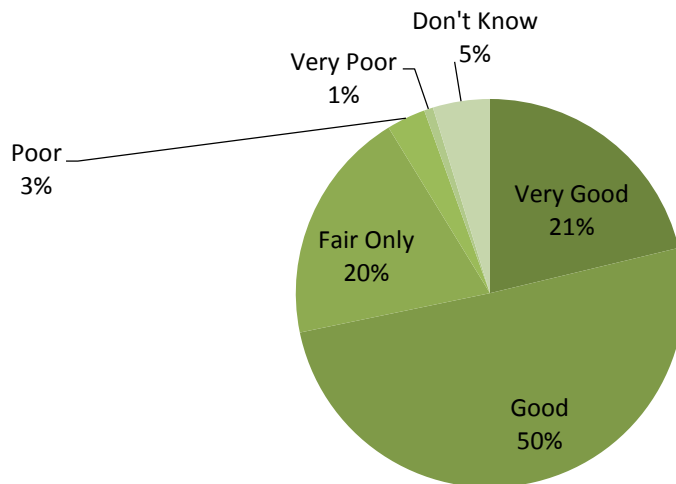
Significant variances were by:
Gender

- 44% of males – Good

Age

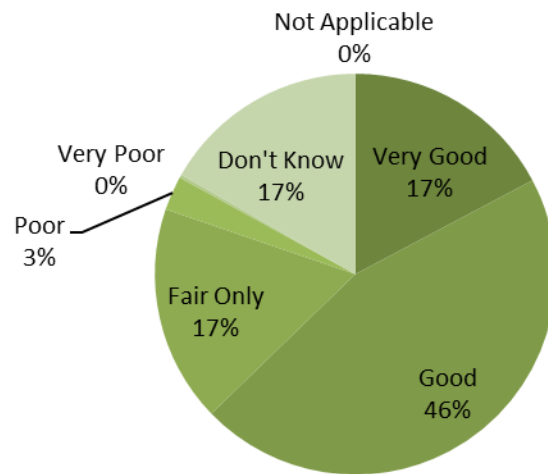
- 32% aged 55-64 years – Fair only
- 6% aged 55-64 years – Very poor

Quality/Performance of Outdoor Workers



- There were no significant variances

Quality/Performance of Indoor Staff



Significant variances were by:

Age

- *8% aged 45-54 years – Poor*

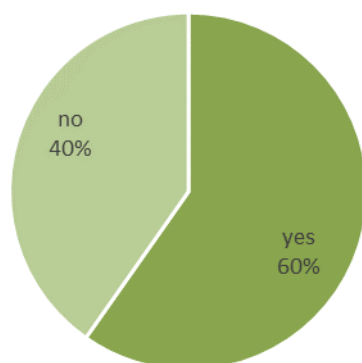
PUBLIC OPINION QUESTIONS – KEY FINDINGS

This section of the report presents the key findings of the two public opinion questions. They were asked as 'open ended questions' in the survey. However, in order to give a snapshot summary, they are also graphically presented.

In this survey, all questions were included in the briefing mail-out sent to each respondent prior to the main telephone interview. Consequently, respondents had time to think about the question, and give a 'considered' opinion. They were requested to do just this – even discuss the question with friends and relations – in the briefing letter.

1. *Do you or your family have a disaster management plan for a flood or a fire?*

- Almost a third (60%), as shown graphically below, of respondents have disaster management plan for a flood or fire.



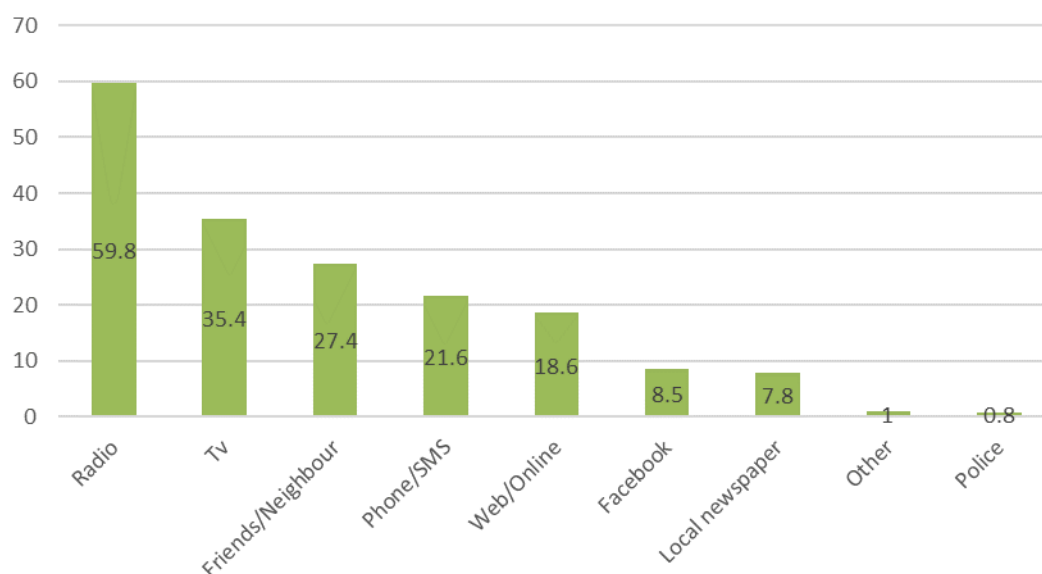
There were no significant variances.

2. During a disaster event, how will you access information?

By far, accessing information from the radio, was the most common response with 60% of respondents mentioning this medium.

The other most common ways respondents access information during a disaster event were:

- TV (35.4%)
- Friends/neighbours (27.4%)
- Phone / SMS (21.6%)



Significant variances were by:

Gender

- 11% of females – Facebook

Age

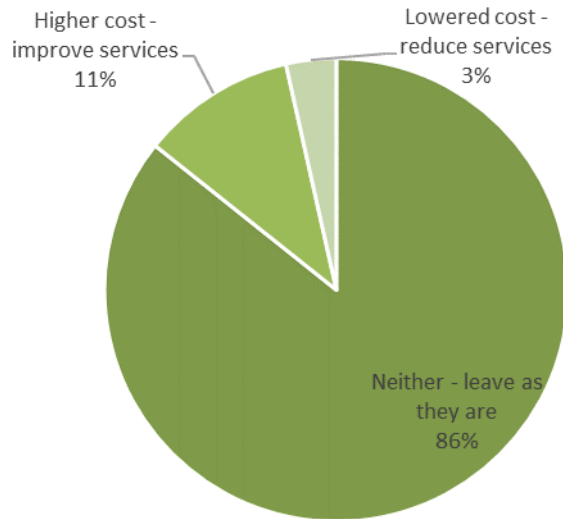
- 49% aged 35-44 years – web/online
- 68% aged 65 years and over - Radio
- 37% aged 65 years and over – Friends/Neighbours
- 12%% aged 65 years and over – Local Newspaper

Home Ownership

- 24% of renters – Facebook
- 15% of renters – Local newspaper

3. Council consistently strives to strike the right balance between providing the best possible services and operating within its financial means. Would you prefer that Council...

- The majority (86%) of respondents preferred to 'leave as is', when trying to strike a balance between providing the best possible service and operating within its financial means.



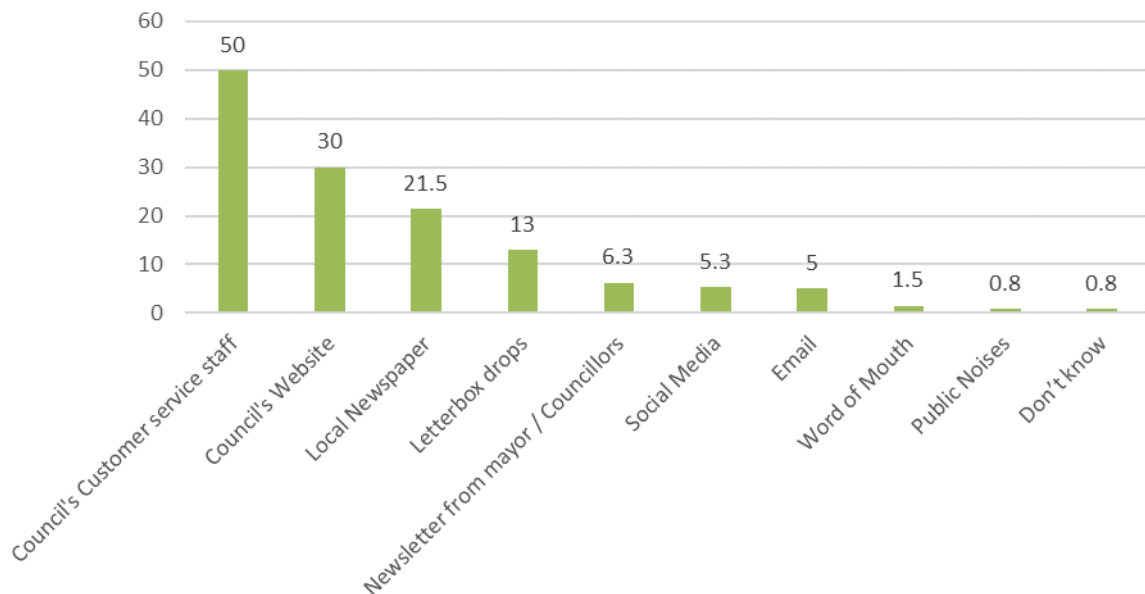
There were no significant variances

4. Council is constantly striving to communicate well with residents. What would be the method you would choose to seek information from council about a project or an issue?

The most common ways respondents seek information is through:

- Council's Customer service staff (50%),
- Council's web (30%),
- Local Newspaper (21.5%)

All other responses are graphically summarised below.



Significant variances were by:

Gender

- 10% of Males – Newsletter from mayor/councillors
- 16% of Females – Letterbox drops

Age

- 15% aged 35-44 years – Newsletter from Mayor/Councillors
- 40% aged 55-64 years – Council's website

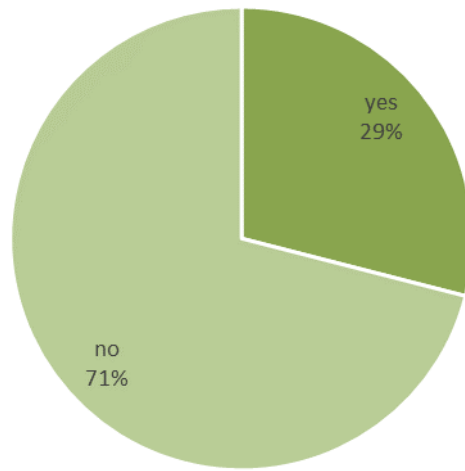
Home Ownership

- 13% of renters – Newsletter from Mayor/Councillors
- 7% of renters – Word of mouth

5. Would you like to register to receive important Council updates using any of the following methods?

a) Online community engagement portal on Council's website

- 29% of respondents advised they would like to receive important council updates via the online community engagement portal, as shown graphically below.



Significant variances were by:

Gender

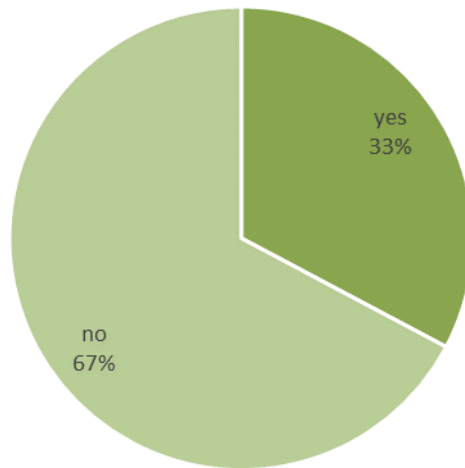
- 35% of males - Yes
- 77% of females – No

Age

- 45% aged 45-54 years - yes
- 81% aged 65 years and over - no

b) Email

- 33% of respondents advised they would like to receive important council updates via email communication, as shown graphically below.



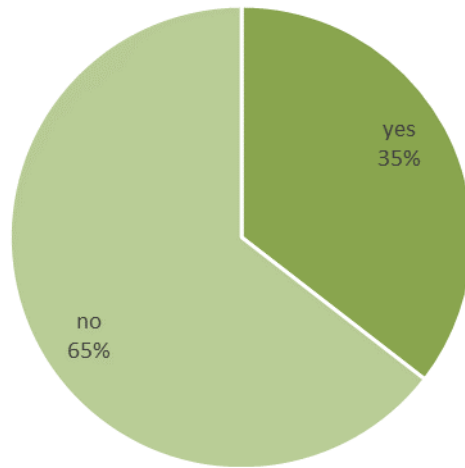
Significant variances were by:

Age

- 43% aged 45-54 years - yes
- 42% aged 55-64 years - yes
- 74% aged 65 years and over - no

c) E-Newsletter

- 35% of respondents advised they would like to receive important council updates via E- Newsletter, as shown graphically below.



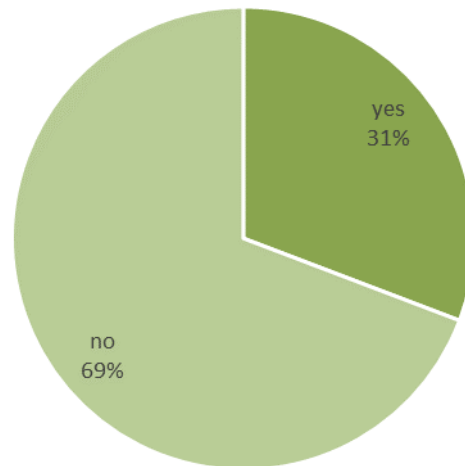
Significant variances were by:

Age

- 48% of 55-64 years - yes
- 73% of 65 years and over - no

d) **Rate notice via email**

- 31% of respondents advised they wished to receive important council updates through Rate notice via email, as shown graphically *below*.



Significant variances were by:

Age

- 43% aged 55-64 years – yes
- 77% aged 65 years and over - no

Home Ownership

- 89% of renters – no
- 33% of home owners - yes

SUMMARY

This 2017 benchmark study for Noosa Shire Council clearly shows the extent to which Council is currently performing and is perceived to be meeting expectations of the community it serves.

While this study can be used as a stand-alone report on the situation in Noosa Shire Council, as the community sees it, it can also be compared against an external standard - the 2015 LGAQ State-wide Report of results for Queensland, and Provincial Councils. An update report will provide a comparison to Noosa 2017 results, when the results of the LGAQ 2017 survey results, are released (due August 2017).

Obviously, for reviewing performance, up-dating the Corporate Plan, and determining priorities, the most important information is the actual detail in Noosa's own study. However, taking account of an external measurement criterion is important, as it provides Council with a relative comparison measure of its performance.

Overall Performance

An assessment of the overall performance of Council, is obtained at the end of the survey, after all the ratings for Importance and Performance for the 41 individual Areas of Council Responsibility have been obtained – a process which gives respondents plenty of time to review and assess just how well its Council has actually performed, on the 'things that matter'. In this final question, respondents are asked to provide ratings for 'Overall Council Performance'. The average of these ratings provides a single number which sums up their attitudes on the whole subject.

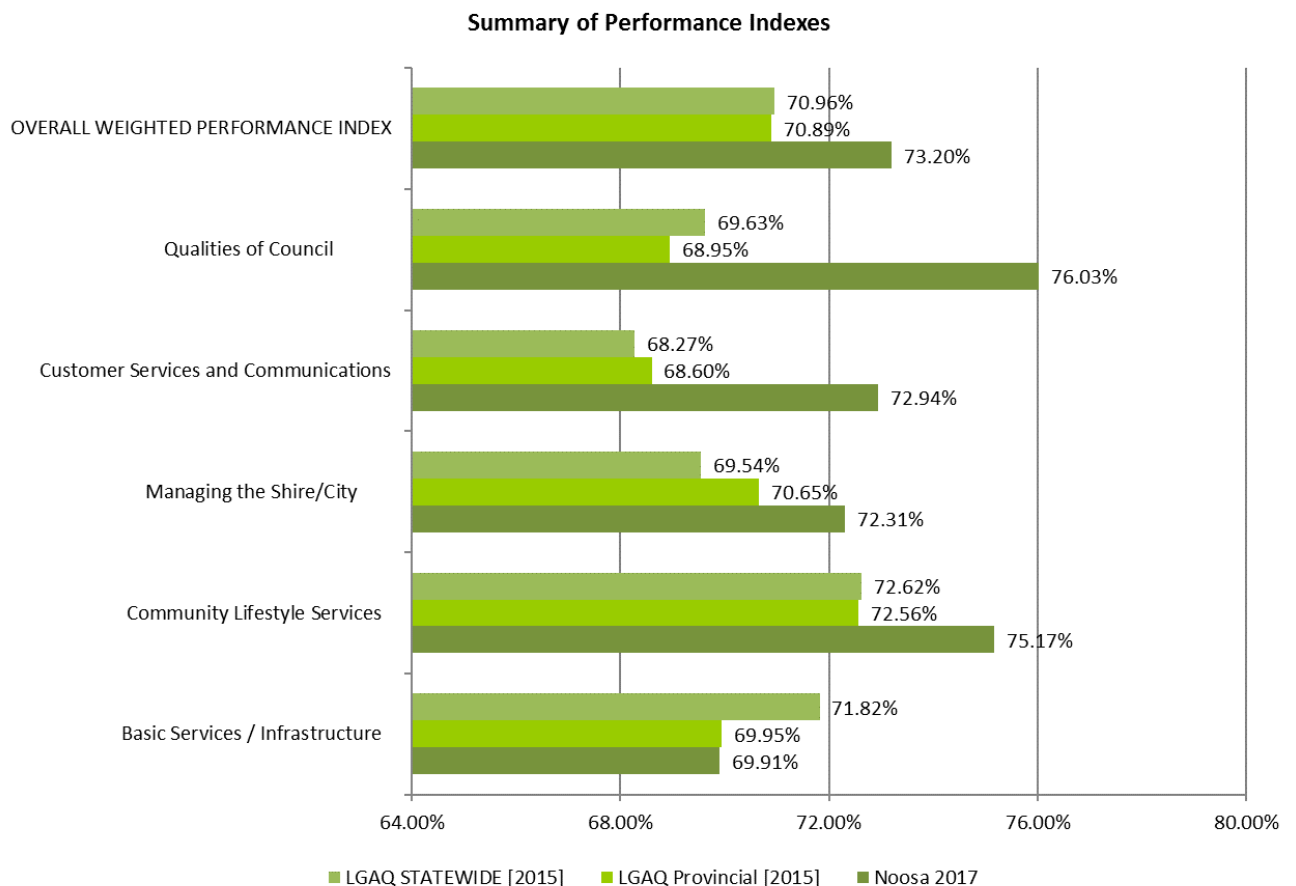
The result for this survey is **3.82**, which translates to almost three quarters of respondents viewing Council's performance as 'good' (55%) and 'very good' (17%). ***It is also 76.4% of the 'Optimum' score of 5 which means that Council is generally viewed as being effective in delivering services to the community.***

A second way of measuring "Overall Performance" is to take the individual Performance ratings for each of the 41 Council Responsibility Areas, add them up after allowing for the relative "perceived Importance" of each of the Areas, and then calculate the result as a percentage of the possible optimum. On this basis (called the Average Total Performance Index), Noosa Shire Council is rated as achieving **73.2%**.

COMPARISON OF PERFORMANCE INDICES

Total Performance Index (TPI) for Noosa is 73.2%, and is compared graphically with LGAQ State-wide and Provincial TPis.

(This chart will updated with Queensland wide and Provincial TPI's from the LGAQ 2017 State-wide survey when available).



The chart above, shows the Noosa TPI (73.2%) for 2017 compared to TPI for the 5 key themes. As can be seen from the chart above, Noosa is well exceeding overall average TPI in 4 out of the 5 areas namely:

- Qualities of Council (76.03%)
- Customer Service and Communication (72.94%)
- Community Lifestyle Services (75.17%)
- Managing the Shire (72.31%)

For Noosa's Basic Services and Infrastructure TPI (69.91%), it is only just below Provincial TPI (69.95%) and LGAQ State-wide (71.82%).

Areas Rated as Being 'Poor' on Performance

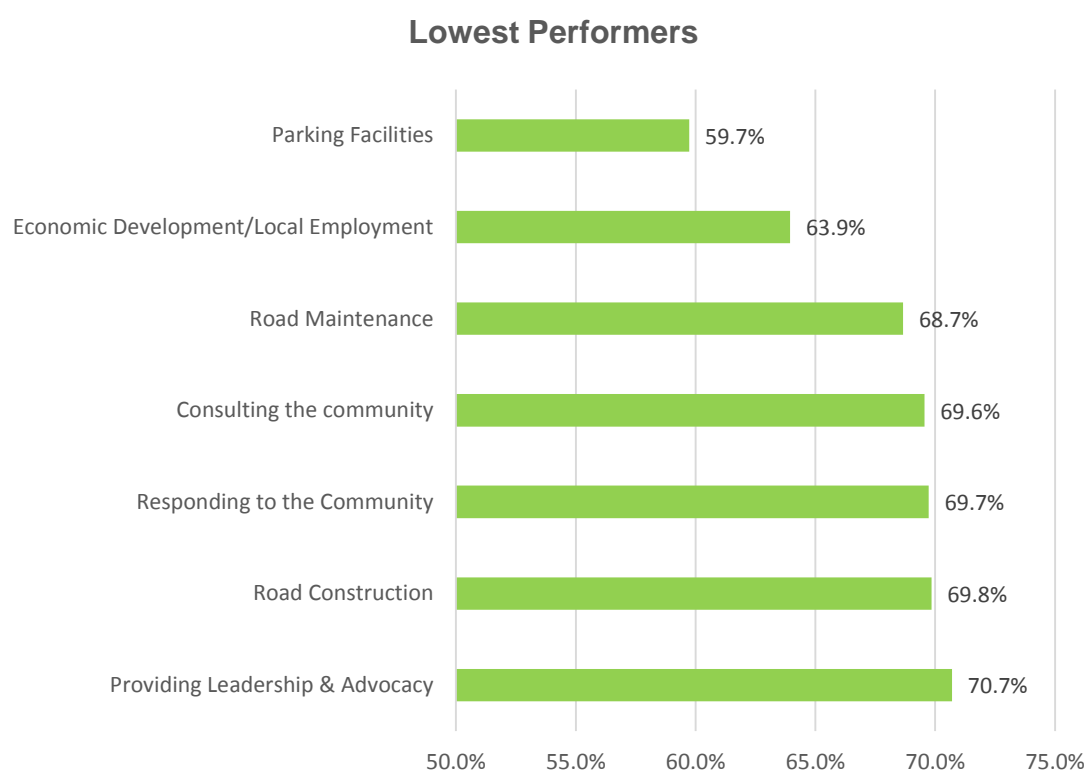
Market Facts believes that Corporate Planning and Continuous Improvement initiatives in Noosa Shire Council should focus on and prioritise those areas of responsibility, which are more important to residents and where Council is seen as being further away from fulfilling expectations (performance ratings). The objective should be to 'close those gaps'.

This can be done by closing the gap between actual Performance and what it would be if it achieved the Optimum Score of '5' (which is not the same as the Importance score)

These 7 Responsibility Areas have been selected on the basis that

- their Importance rating is at least 3.96 (on the border-line of '4'= 'Important'), and
- their Performance is more than 1.5% below Average (where Average Total Performance Index is 73.2%).

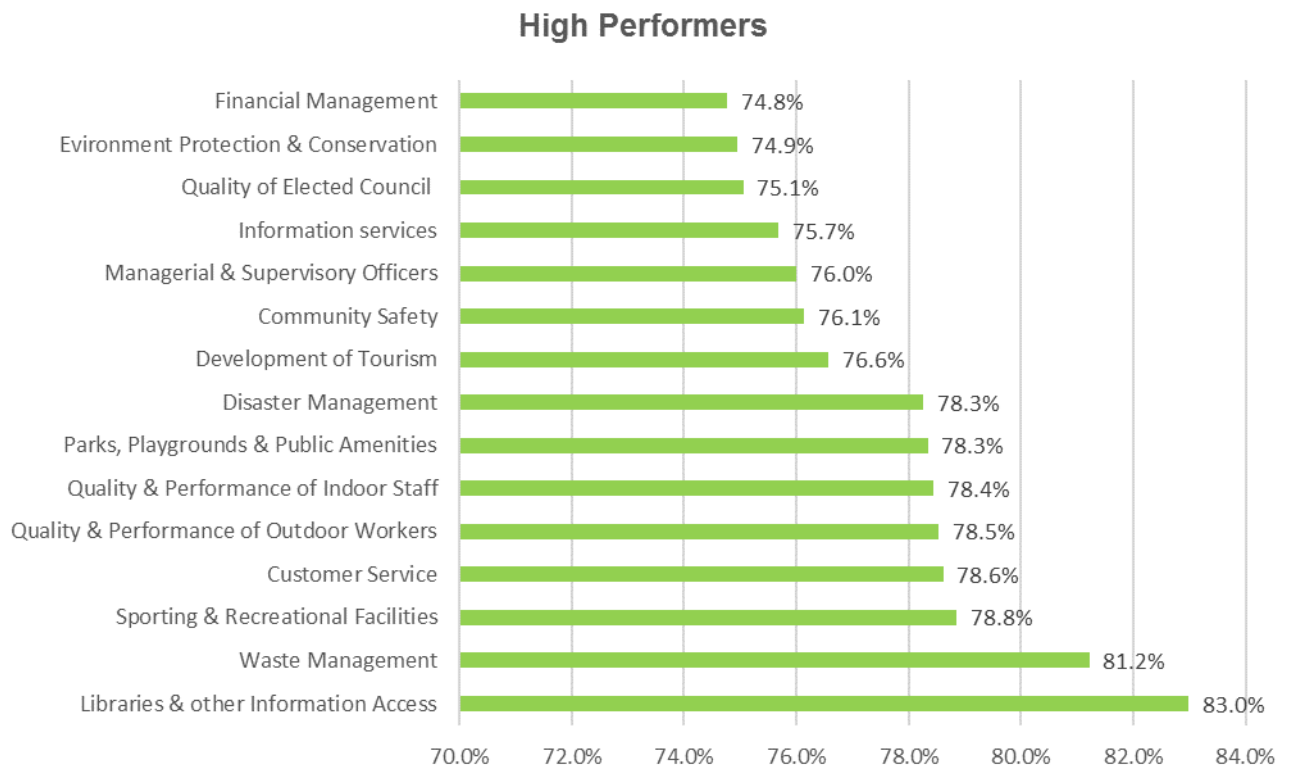
These are shown graphically below.



Areas Rated as Being 'High' on Performance

There are 15 Responsibility Areas (out of the total of 41) on which Council performed best in relation to their judged importance.

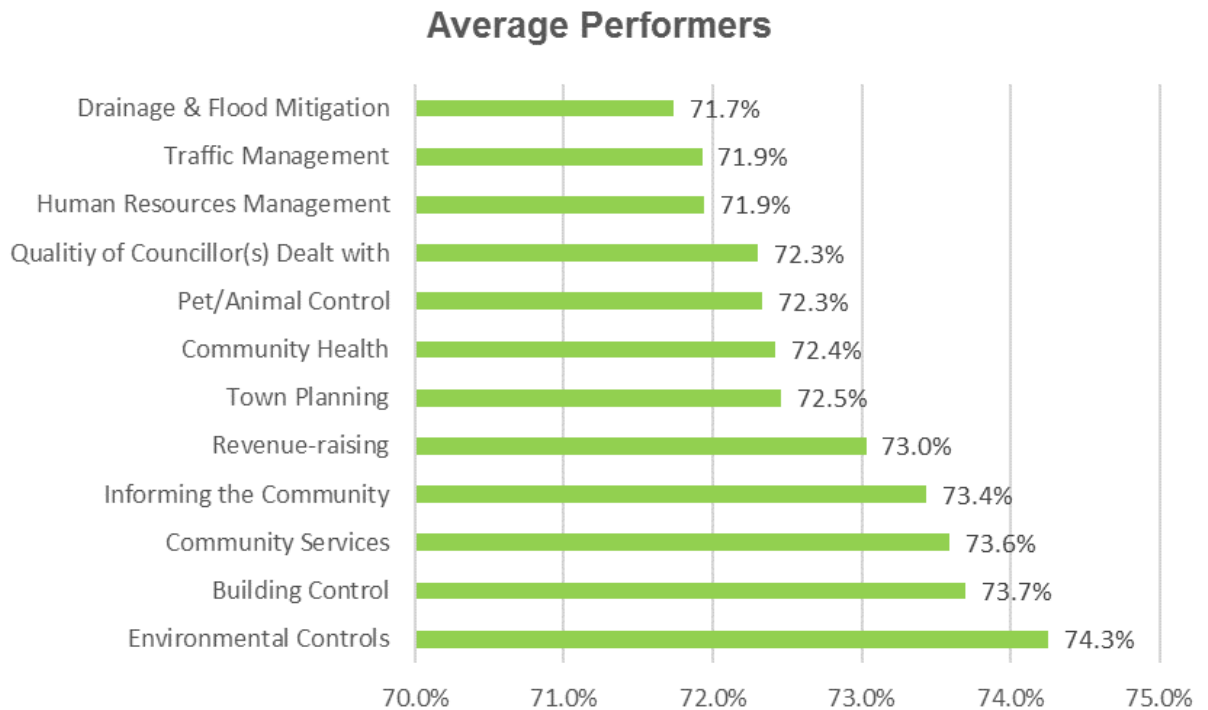
In this case, 'best' is defined as having an Importance rating of at least 3.96, and Performance more than 1.5% above Average (73.2%). This list does not include all the Areas where the "gaps are smallest", as most of these do not have an Importance score above '4' (the border-line between 'Important' and 'Nice to Have').



Areas of Average Performance

There are only 12 Responsibility Areas (out of the total of 41) on which Council has received an average score which is defined as having:

- an Importance rating of at least 3.96 (on the border-line of '4' = 'Important'), and
- Performance not more than 1.5% below or above Average (where Average Performance 73.2% - the (calculated) Average Total Performance Index).

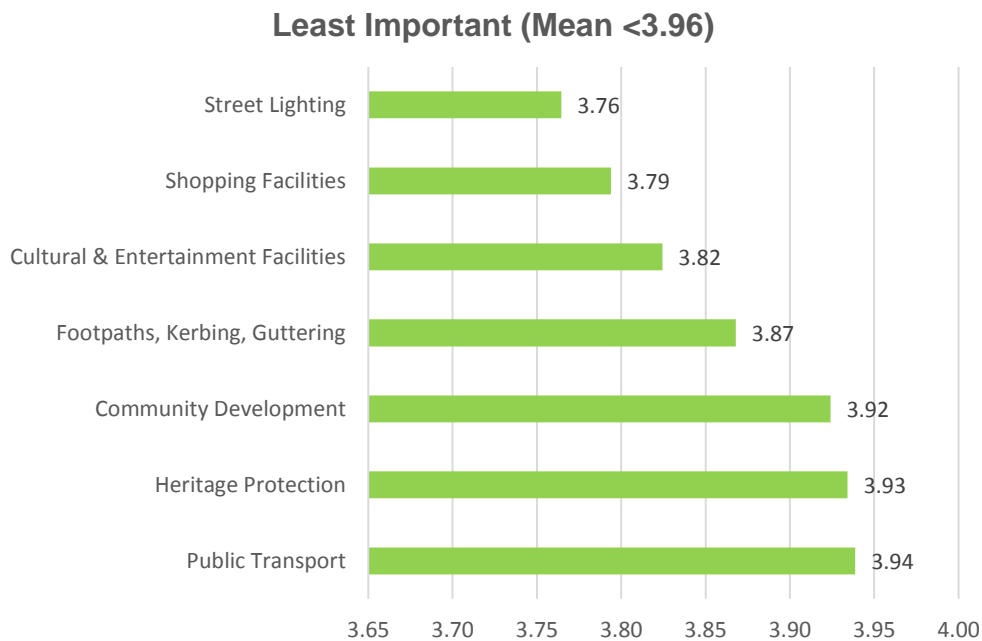


Areas of Least Importance

Only 7 of the 41 Responsibility Areas have not been considered in formulating the previous three lists (Highest Performers, Lowest Performers and Average Performers) because they did not have an Importance rating greater than 3.96, or 4 when rounded (i.e. = 'Important').

Nevertheless they do exist, and are listed below - ranked by their Performance score, as used in the previous three tables.

Despite their Importance rating being regarded as fairly low by the Community at large, Councils cannot avoid expending resources upon them, as they are *very Important* to some members of the community (e.g. Sporting & Recreational Facilities is rated as *'important'* by 55.5% of respondents). Hence, the detailed data on these particular areas has to be examined to formulate priorities - as these show the proportions of the community who have varying priorities.



The High Priority Areas

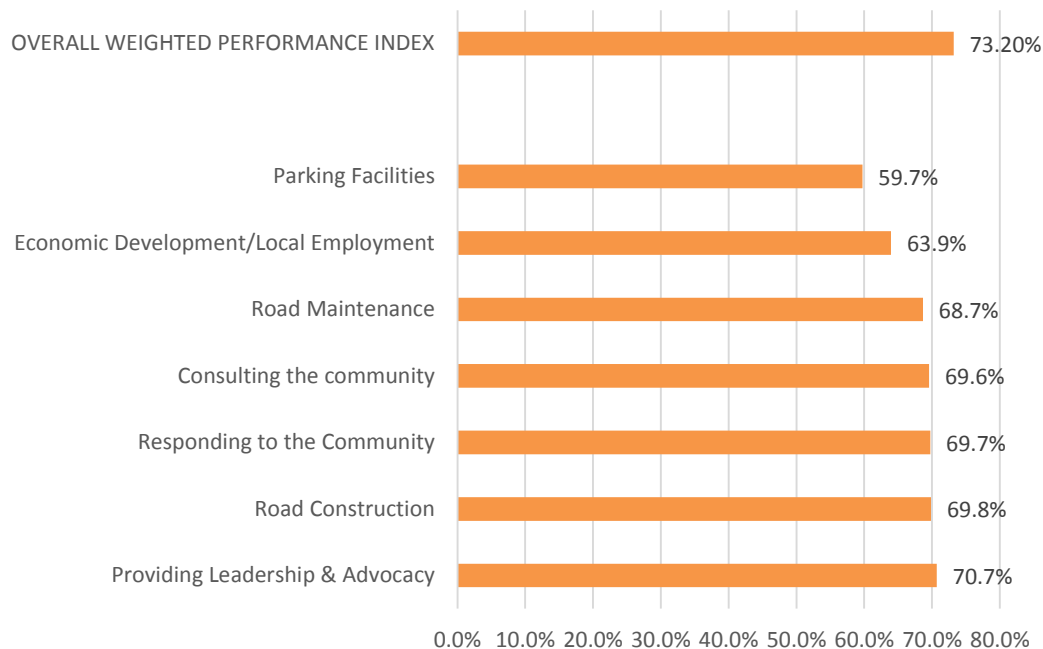
The Responsibility Areas, that have the largest 'gaps' between their scores for Performance and their scores for Importance, also appear near the top of the Importance ranking and at the bottom of the Performance ranking.

These are the Areas where residents are expressing high levels of dissatisfaction with Performance levels and are awarding strong 'should try harder' scores.

Performance Improvement Targets

The chart overleaf shows a list of targets for improvement where elements have performance ratings 1.5% or more below the average performance assessment of 73.2%, but which also have relatively high (≥ 4) levels of importance. There are others close to the cut-off not shown in this figure, although these are noted in the detailed findings.

Performance Improvement Targets



These elements can be considered as priorities for enhancement of overall performance. Attention to these elements will lead to the greatest overall increase in the weighted performance indices.

This 2017 benchmark customer satisfaction survey provides a solid foundation for Noosa Shire Council to review its targets for improving its performance ratings. The results show that Noosa Shire Council is tracking well above its Provincial counterparts, and also for Queensland, in terms of overall performance when compared with LGAQ 2015 survey results. This will be further compared later in 2017, when LGAQ State-wide 2017 is available.

However, this research will enable future ongoing tracking studies to be undertaken by Noosa Shire Council, to monitor the degree of success it is having in reaching their performance improvement targets.

APPENDIX

- Survey Questionnaire



Market Facts (Qld.) Pty. Ltd.

Market Research Consultants ABN 40 009 940 265

60-68 Byng Road Birkdale Q 4159 Telephone (07) 3822-9588

PO Box 3196 Birkdale Q 4159 Facsimile (07) 3822-9577

Email: marketfacts@ozemail.com.au



NOOSA SHIRE COUNCIL

COMMUNITY SATISFACTION & ATTITUDES SURVEY

2017

Interviewers' Instructions

&

Respondent Contact

Market Facts Ref: J2402

Total Sample n=400

Stage I

FIRST CONTACT

Good morning/ afternoon/ evening, my name is from Market Facts, the Queensland Market Research Company, and I'm ringing on behalf of the NOOSA SHIRE COUNCIL. We're conducting a survey about the sorts of services people expect from their local council and how well they feel the council is doing its job... Are you a permanent resident of your local area, aged 18 years or over? **(IF NO, ASK FOR SOMEONE ELSE WHO IS)**

1(a) Are you normally fairly interested in discussing local government issues and expressing an opinion about them?

- Yes 1 **[GO TO 2]**
- No 2 **[GO TO 1(b)]**
- Maybe / Don't Know/ Not Sure 3 **[GO TO 1(b)]**

Refuses interview **(TERMINATE, TALLY BELOW AND RECORD ON CALL SHEET):**

(b) Would you be prepared to express an opinion about the sorts of services you expect from your local council?
Yes 1 **[GO TO 2]** No 2 **[GO TO 4]**

2(a) Are you an employee of your local council?

- Yes 1
- No 2 **[GO TO 4]**

(b) Do you feel able to judge how well the local council is doing its job?

- Yes 1
- No 2 **[GO TO 4]**

(c) Have you been living in this area for at least a year?

- Yes 1
- No 2 **[GO TO 5]**

Well, we'd be grateful if you would take part in our survey... It involves our posting to you some information on the different types of Council services and then ringing you again to get your opinions of your Council's performance...

3 Are you prepared to take part?

- Yes 1 **[GO TO Page 2 of this Questionnaire]**
- No 2 **[GO TO 5]**

4 Have you been living in this area for at least a year?

- Yes 1
- No 2

5 Well if you were asked to give your local council a rating on how well they are carrying out their responsibilities and delivering the services they are supposed to, would you give them a 5 for 'very good', a 4 for 'good', a 3 for 'fair only', a 2 for 'poor' or a 1 for 'very poor'? **(TALLY STROKE THE RATING IN THE RELEVANT BOX) THANK AND TERMINATE CONTACT**

5	
4	
3	
2	
1	
Cannot Judge	

THANK, AND TERMINATE CONTACT

SCREENING QUESTIONNAIRE - Page 2

And just to make sure we are covering a cross-section of people in our survey

6. Thinking about your neighbourhood, could it be described as....
- | | |
|---|---|
| A built-up area, living close to your neighbours? | 1 |
| Park residential (½-1 hectare / 1-2½ acres) | 2 |
| Rural residential (more than 1-2 hectare/ 2½-5 acres) | 3 |
| A truly rural area, like living on a farm? | 4 |
7. RECORD GENDER
- | | |
|--------|---|
| Male | 1 |
| Female | 2 |
8. What age group are you in? Would you be
- | | | | |
|-----------|---|-----------------|---|
| 18 - 24 ? | 1 | 45 - 54 ? | 4 |
| 25 - 34 ? | 2 | 55 - 64 ? | 5 |
| 35 - 44 ? | 3 | 65 yrs and over | 6 |
9. What is your present work status? Are you...
- | | | | |
|--------------------|---|----------------|---|
| Working full-time? | 1 | Home duties? | 4 |
| Working part-time? | 2 | Retired? | 5 |
| Unemployed? | 3 | Incapacitated? | 6 |
10. Are you renting, or living in your own home?
- | | |
|----------|---|
| Renting | 1 |
| Own home | 2 |

ENROL RESPONDENTS FOR MAIN SURVEY

- Write name, address, phone or fax number and preferred re-contact arrangements on “contact sheet’ for use in re-contacting
- Organise posting / faxing / emailing of letter and attachments.

Thank you for your help.

I will be sending your information packet shortly. Please read it through very carefully as our second interview will be all about the conclusions you reach after reading this material. The material we are sending you is not confidential - you can discuss it with any one you like - family, neighbours, friends

The opinions that you give us **are** confidential, and only I and Market Facts will know what you have said.

Goodbye. I'll talk to you again on the**[INSERT DATE]**



Market Facts (Qld.) Pty. Ltd.

Market Research Consultants ABN 40 009 940 265

60-68 Byng Road Birkdale Q 4159 Telephone (07) 3822-9588
PO Box 3196 Birkdale Q 4159 Facsimile (07) 3822-9577
Email: marketfacts@ozemail.com.au



April 2017

Dear

Thank you for taking part in our survey on behalf of the NOOSA SHIRE COUNCIL. It is expected to provide valuable input to Council's review of their Corporate Plans, and their long term Corporate Goals. The primary aim of the survey is to provide information to assist in improving their delivery of services to your local community.

The first two attached sheets list the various Areas of Council Responsibility for you to read and consider - even discuss with family or friends - in preparation for a further phone contact, in which our interviewer will ask you to rate Council's performance on all areas where you feel able to form a judgement. Don't worry if there are some areas you are not familiar with - the interviewer will clarify things further if necessary.

In the interview, we will cover:

- 1 **How important** you consider each of those services or responsibilities to be - using a five-point scale, with the ratings being:

Crucial (5), Important (4), Nice to Have (3), Not Very Important (2), Quite Unimportant (1)

[For some of the Areas or Services, Council shares responsibility with State and/or Federal Governments (e.g. Roads) or private operators (e.g. Public Transport). You need to decide how important it is for your Council to get involved to some extent to ensure the service is provided, whether it does the job itself, or organises and/or pressures other levels of government or private enterprise to do it.]

- 2 **How well** you believe your Council **is performing** in those aspects - the five-point scale being:

Very Good (5), Good (4), Fair Only (3), Poor (2), Very Poor (1)

If you were to put your own ratings for each area in the margins before we phone you, it might save some time.

- 3 The third page of the attachment provides details of most of the final questions we will ask you, right at the end of the interview. It would be helpful if you would have a think about them, so that you can give us your opinions and feelings about them.

Thank you for your interest and we look forward to receiving your input at the forthcoming **telephone** interview, which I understand has been tentatively arranged for...

.....day, the of at am/pm.

Interviewer's Name & Phone Number

If you have any queries, please feel free to contact me personally.

Yours sincerely

LESLEY GIBBS
General Manager

AREAS OF COUNCIL RESPONSIBILITY

THEME (1) Basic Services and Infrastructure

Performance	Function/Responsibility	Examples/Clarification	Importance
	Road Construction	Constructing new OR upgrading existing roads	
	Road Maintenance	Repairing potholes and damaged road shoulders; street sweeping and verge mowing	
	Footpaths, Kerbing & Guttering	Construction and maintenance of safe footpaths, kerbs and gutters	
	Street Lighting	Funding the provision and upkeep of lights on Council streets/roads	
	Traffic Management	Traffic planning, traffic lights, roundabouts, traffic 'calming' and directional signage	
	Parking Facilities	Establishing parking policies, parking control, provision of or assessment of requirement for on and off-street parking	
	Public Transport	Ensuring the provision of an adequate system of public transport	
	Drainage & Flood Mitigation	Construction and maintenance of open and underground stormwater drains, levee banks, diversion channels etc	
	Waste Management	Garbage collection and disposal, waste minimisation (recycling and composting), street bins	
	Community Health	Inspection of restaurants/café's/shops, mosquito/midge spraying, cemeteries	

THEME (2) Community Lifestyle Services

Performance	Function/Responsibility	Examples/Clarification	Importance
	Parks, Playgrounds & Public Amenities	Development and maintenance of open space areas, parks, children's playgrounds and public toilets	
	Environmental Controls	Enforcement of regulations on air, water and noise pollution	
	Environmental Protection & Conservation	Tree planting, bushland acquisition, noxious weeds eradication, foreshore protection, preservation of natural areas	
	Heritage Protection	Preservation of historic buildings, monuments, facilities, artefacts, and indigenous & other records	
	Sporting & Recreational Facilities	Public swimming pools, sports-fields, land and/or support for clubs & their facilities	
	Cultural & Entertainment Facilities	Civic centre, public halls, art gallery/museum, sound shell, community arts programs, community festivals	
	Libraries & Other Information Access	Public libraries (incl. mobiles), Internet access, CD ROM's	
	Community Safety	Safety action plans, safety audits, signage, security patrols & cameras, beach & pool lifeguards, community education & awareness programs	
	Community Services	Programs and facilities which meet the needs of a range of stakeholder groups (such as senior citizens, young people, families, indigenous, disabled, non-English speaking background)	
	Pet / Animal Control	Registration, impounding of strays, control of feral animals	
	Shopping Centres	Ensuring the provision of adequate shopping facilities to meet the needs and convenience of local residents	
	Community Development	Working with (& supporting) community organisations and special-interest groups to develop strong, sustainable & self-reliant communities	

THEME (3) Managing the Shire

Performance	<i>Function/Responsibility</i>	<i>Examples/Clarification</i>	Importance
	Town Planning	Planning and zoning for the purposes of residential, rural, commercial, industrial, recreational, open space & public infrastructure development, rules regarding land usage	
	Building Control	Development and building approvals & controls, building & plumbing inspections, swimming pool fencing	
	Economic Development & Local Employment	Promoting/supporting increased economic activity and increased local employment opportunities, attracting investment	
	Development of Tourism	Area promotion, tourist information facilities, visitor care programs, caravan parks, promoting/supporting additional tourism activities	
	Financial Management	Responsible, open and accountable management of the Council's finances	
	Revenue Raising	Establishing fair and equitable rating for residential, rural, commercial and other sectors; applying a fair and reasonable balance between income from rates and from user-pays fees and charges	
	Staff Management	Selection of skilled and qualified staff and ongoing training and personal development for Council employees	
	Disaster Management		

THEME (4) Customer Services and Communication

Performance	<i>Function/Responsibility</i>	<i>Examples/Clarification</i>	Importance
	Customer Service	Accessible & adequate facilities for dealing with and responding to contacts from stakeholders and the general public, handling enquiries / requests / complaints	
	Information Services	Maintaining and updating databases on Council facilities & services including rates & property information, drainage networks, community services, etc	
	Informing the Community	Keeping the community informed of Council policies, plans, programs & activities thru newsletters & other means, advising of community issues to be debated	
	Consulting the Community	Ensuring community input into Council policies, plans & programs by regularly canvassing residents' opinions & priorities and by maintaining effective relationships with the broad range of community groups	
	Responding to the Community	Providing feedback on community input, taking action where appropriate to implement community priorities, being accessible to all members of the community including minority groups	
	Providing Leadership & Advocacy	Representing local community needs & interests to other spheres of government (including government authorities) and to other outside organisations whenever relevant, supporting civic pride & local identity, promoting accountability & best practice	

THEME (5) Qualities of Council

Performance	<i>Function/Responsibility</i>	<i>Examples/Clarification</i>	Importance
	Elected Council (as a whole)	Provides leadership & direction for the community, even-handed, responsive, open & honest	
	Councillor(s) you deal with	Reliable, dedicated, knowledgeable, helpful, readily accessible	
	Managerial & Supervisory Officers	Skilled & capable leaders and managers in control of their responsibilities and their staff	
	Outdoor Workers	Competent, effective, efficient, get things done	
	Indoor Staff	Accessible, courteous, helpful, believe in achieving solutions, effective, efficient, knowledgeable	

<u>OVERALL COUNCIL PERFORMANCE</u>	Delivering a level of services and displaying a quality of performance in fulfilling all responsibilities, regarded as 'value for money' for the rates and charges you pay	
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SUPPLEMENTARY QUESTIONS

1. Do you or your family have a disaster management plan for a flood or a fire?

Yes 1 No 2

2. During a disaster event, how will you access information?

Local newspaper 1 Facebook 4
 Radio 2 Friends/neighbours 5
 TV 3 Other (Specify) *

6. Council consistently strives to strike the right balance between providing the best possible services and operating within its financial means. Would you prefer that Council...

Provided improved or increased services, at a higher cost to ratepayers (that is, funded through an increase in rates).	1
Reduced services and lowered the cost to ratepayers.	2
Neither a) nor b) - leave things as they are.	3

7. Council is constantly striving to communicate well with residents. What would be the method you would choose to seek information from council about a project or an issue?

Local newspaper	01
Council's website	02
Social media (Facebook, Twitter etc)	03
Council's customer service staff	04
E-Newsletters	05
Letterbox drops	06
Email	07
Other (specify)	*

5. Would you like to register to receive important Council updates using any of the following methods?

	Yes	No
On line community engagement portal on Council's website (Your Say Noosa)	1	2
Email	1	2
E newsletter	1	2
Rate notice via email	1	2

If Yes to Email or E Newsletter, you can go to Noosa Council's website mail@noosa.qld.gov.au to leave your information.

(NOTE: EACH SUCCESSIVE QUESTIONNAIRE IS TO START THE INTERVIEW SEQUENCE WITH A

DIFFERENT THEME. THEN

- ROTATE THROUGH ALL THEMES IN SEQUENCE.
- MARK THEME START POINT ON CONTACT SHEET.
- USE SAME PRESENTATION, BUT ADAPT THE FUNCTION NAMES AND DESCRIPTIONS ACCORDINGLY.)

Stage III - INTERVIEW

INTRODUCTION AND PRESENTATION DOCUMENT FOR USE WITH QUESTIONNAIRE

Good morning/ afternoon/ evening, my name is , of Market Facts, the Queensland market research company, ringing on behalf of the NOOSA SHIRE COUNCIL. Could I please speak to? **[RE-INTRODUCE]** I want to ask you some questions now, based on the material we sent you... Have you got it handy? **[WAIT OR RING BACK AS APPROPRIATE. IF MATERIAL NOT READ, STILL PROCEED. IF NOT RECEIVED, CONFIRM CORRECT ADDRESS/FAX, MAKE NOTATION IN CALL SHEET AND SAY]** Alright, my Supervisor will no doubt be in touch with you about that. **[THANK AND TERMINATE]**

Importance Rankings

The first task is to decide how important are the various responsibilities we listed in the material we posted or faxed to you. Would you mind looking at the sheet headed AREAS OF COUNCIL RESPONSIBILITY?

Now, in some cases, the Council will have a shared responsibility with State and/or Federal Governments - like for Roads; or you may think something should be left to Private Enterprise - for example, Public Transport. What you have to decide, however, is how important it is for your council to get involved to some extent to ensure the service is provided, whether it does the job itself or arranges that some other level of government or private enterprise does it. Should the council at least be taking the initiative in that area, if necessary, to see that the service is provided?

To explain the levels of Importance which we've shown in the letter we sent you, 'crucial' means that it is a service or activity that the community *must have* and *that it is vital for the council either to do or to get involved in* to make sure that it is done by someone. 'Important' is for *something that you certainly expect your council to do or provide*, or else *make sure that somebody else provides it*. 'Nice to have' means just that, as does 'not very important'. 'Quite unimportant' means unnecessary - *something that in any council cut-backs would be the first to go*.

Why we say that is because, as you would appreciate, a council, like other forms of government, doesn't have enough money to do everything that everybody would like it to do. *It has to set priorities*; so please spread your importance rankings across the range, having regard to resource limitations.

[START THEME HERE]

Now let's take the first group of responsibilities on your list – BASIC SERVICES AND INFRASTRUCTURE. How important is it for the Council to be involved here? First of all, 'Road Construction'... Just looking again at the explanation alongside that on your sheet - '*Constructing new or upgrading existing roads*' - just give me its level of importance in your view... Is it 'crucial', 'important', 'nice to have', 'not very important' or 'quite unimportant'?

[WORK THROUGH ALL ITEMS UNDER 'Basic Services and Infrastructure', READING OUT THE 'Examples/Clarification' TO THE RIGHT OF EACH RESPONSIBILITY, THEN CIRCLING THE LEVEL OF IMPORTANCE FROM 5 TO 1 FOR EACH ON THE QUESTIONNAIRE.]

Now let's move on to COMMUNITY LIFESTYLE SERVICES... first of all, 'Parks, Playgrounds and Public Amenities' - how important is it for your Council to accept responsibility for that area? Would it be 'crucial', 'important', 'nice to have', 'not very important' or 'quite unimportant'?

[WORK THROUGH ALL ITEMS UNDER 'Community Lifestyle Services', READING OUT THE 'Examples/Clarification' TO THE RIGHT OF EACH RESPONSIBILITY, THEN CIRCLING THE LEVEL OF IMPORTANCE FROM 5 TO 1 FOR EACH ON THE QUESTIONNAIRE.]

Now, moving on to MANAGING THE SHIRE... first of all, 'Town Planning' - how important is it for your Council to accept responsibility for that area? Would it be 'crucial', 'important', 'nice to have', 'not very important' or 'quite unimportant'?

[WORK THROUGH ALL ITEMS UNDER 'Managing the Shire', READING OUT THE 'Examples/ Clarification' TO THE RIGHT OF EACH RESPONSIBILITY, THEN CIRCLING THE LEVEL OF IMPORTANCE FROM 5 TO 1 FOR EACH ON THE QUESTIONNAIRE.]

The next aspect of Council Responsibilities relates to its CUSTOMER SERVICES and its COMMUNICATION with the community... first of all, the responsibility area of 'Customer Service' itself - how important is it for your Council to have accessible & adequate facilities for dealing with and responding to contacts from stakeholders and the general public, for handling enquiries, requests or complaints? Would it be 'crucial', 'important', 'nice to have', 'not very important' or 'quite unimportant'?

[WORK THROUGH ALL ITEMS UNDER 'Customer Services and Communication', READING OUT THE 'Examples/Clarification' TO THE RIGHT OF EACH RESPONSIBILITY, THEN CIRCLING THE LEVEL OF IMPORTANCE FROM 5 TO 1 ON THE QUESTIONNAIRE.]

Now when it comes to the QUALITIES OF COUNCIL, you should decide how important it is that the Council has those qualities or adopts that approach... first of all, the 'Quality of the Elected Council (as a whole)' - how important is it that they provide leadership & direction for the community, be even-handed, responsive, open and honest? Would it be 'crucial', 'important', 'nice to have', 'not very important' or 'quite unimportant'?

[WORK THROUGH ALL ITEMS UNDER 'Qualities of Council', READING OUT THE 'Examples/Clarification' TO THE RIGHT OF EACH RESPONSIBILITY, THEN CIRCLING THE LEVEL OF IMPORTANCE FROM 5 TO 1 FOR EACH ON THE QUESTIONNAIRE.]

Performance Ratings

Now we come to the important task of rating your council on its Performance of the responsibilities, which you've just considered from the point of view of their Importance.

To explain the Rating Points that we've shown in the letter we sent you, please rate the Council on each area of performance by giving them a 'very good' or a 'good' or a 'fair only' or a 'poor' or a 'very poor'. If you have no idea of how they are performing in a particular area - either from your own experience or from what you've heard about them - just say 'don't know'.

It doesn't matter how important you felt each responsibility was. Now we're thinking about how good a job you think they're doing in that area.

[NOTE TO INTERVIEWER:]

- **START WITH SAME THEME AS YOU USED FOR 'Importance' AND THEN ROTATE THROUGH ALL THEMES IN SEQUENCE.**
- **USE SAME PRESENTATION, BUT ADAPT THE FUNCTION NAMES AND DESCRIPTIONS ACCORDINGLY.]**

Now let's start with the BASIC SERVICES AND INFRASTRUCTURE, taking first of all, 'Road Construction'. Just looking again at the sheet we sent you headed 'AREAS OF COUNCIL RESPONSIBILITY', how good a job do you think the Council is doing in constructing new roads and streets or upgrading existing ones - say, by sealing them? Just give them a rating from 'very good' to 'very poor'.

[WORK THROUGH ALL ITEMS UNDER 'Basic Services and Infrastructure', ONLY READING OUT THE 'Examples/Clarification' FOR EACH IF NECESSARY, GETTING RATINGS AND CIRCLING FROM 5 TO 1 FOR EACH ON THE QUESTIONNAIRE. FOR A 'Don't Know' RATING CIRCLE A 'nought / zero'.

[THEN DO THE SAME FOR EACH OF THE RESPONSIBILITY AREAS IN EACH ONE OF THE OTHER THEMES.]
OVERALL PERFORMANCE

Now we need to make an 'OVERALL PERFORMANCE' rating... Just looking at the bottom of the second sheet we sent you and considering the Council as a whole - both the elected councillors and the employed staff - how would you rate them for delivering a level of services and displaying a quality of performance in fulfilling all responsibilities, which you would regard as 'value for money' - would you give them a 'Very Good', 'Good', 'Fair only', 'Poor' or 'Very Poor' for their Overall Performance? **[CIRCLE THE QUESTIONNAIRE FROM 5 TO 1.]**

DEMOGRAPHICS & SUPPLEMENTARY QUESTIONS

[FINALLY, MOVE TO PAGE #16 OF THE QUESTIONNAIRE AND ASK THE REMAINING QUESTIONS DIRECTLY FROM THAT DOCUMENT. CIRCLE / WRITE IN THE RELEVANT ANSWERS.]

CONTACT SHEET - RESPONDENT IDENTIFICATION PAGE

NAME:

NUMBER, STREET:

SUBURB:

POST CODE:.....

PHONE NO:

FAX NO:

EMAIL ADDRESS:

LOCALITY.....

DATE FIRST CONTACTED:

RE-CONTACT ARRANGEMENTS:

DATE INTERVIEWED:

THEME START [circle] 1 2 3 4 5

Field Manager (checked):

(validated):

Data Manager (checked):

(entered):

**NOOSA SHIRE COUNCIL COMMUNITY SATISFACTION & ATTITUDES SURVEY QUESTIONNAIRE
RATING SHEET- IMPORTANCE OF SERVICES**

RANKING

	Crucial	Important	Nice to Have	Un-important	Quite Un-important	Don't Know	Not App.
1. Basic Services & Infrastructure							
Road Construction	5	4	3	2	1	9	7
Road Maintenance	5	4	3	2	1	9	7
Footpaths, Kerbing and Guttering	5	4	3	2	1	9	7
Street Lighting	5	4	3	2	1	9	7
Traffic Management	5	4	3	2	1	9	7
Parking Facilities	5	4	3	2	1	9	7
Public Transport	5	4	3	2	1	9	7
Drainage and Flood Mitigation	5	4	3	2	1	9	7
Waste Management	5	4	3	2	1	9	7
Community Health	5	4	3	2	1	9	7
2. Community Lifestyle Services							
Parks, Playgrounds and Public Amenities	5	4	3	2	1	9	7
Environmental Controls	5	4	3	2	1	9	7
Environmental Protection and Conservation	5	4	3	2	1	9	7
Heritage Protection	5	4	3	2	1	9	7
Sporting and Recreational Facilities	5	4	3	2	1	9	7
Cultural and Entertainment Facilities	5	4	3	2	1	9	7
Libraries and other Information Access	5	4	3	2	1	9	7
Community Safety	5	4	3	2	1	9	7
Community Service	5	4	3	2	1	9	7
Pet/Animal Control	5	4	3	2	1	9	7
Shopping Facilities	5	4	3	2	1	9	7
Community Development	5	4	3	2	1	9	7

RATING SHEET- IMPORTANCE OF SERVICES

	Crucial	Important	RANKING				
			Nice to Have	Un-important	Quite Un-important	Don't Know	Not App.
3. Managing the Region							
Town Planning	5	4	3	2	1	9	7
Building Control	5	4	3	2	1	9	7
Economic Development/Local Employment	5	4	3	2	1	9	7
Development of Tourism	5	4	3	2	1	9	7
Financial Management	5	4	3	2	1	9	7
Revenue Raising	5	4	3	2	1	9	7
Staff Management	5	4	3	2	1	9	7
Disaster Management	5	4	3	2	1	9	7
4. Customer Services and Communication							
Customer Service	5	4	3	2	1	9	7
Information Services	5	4	3	2	1	9	7
Informing the Community	5	4	3	2	1	9	7
Consulting the Community	5	4	3	2	1	9	7
Responding to the Community	5	4	3	2	1	9	7
Providing Leadership & Advocacy	5	4	3	2	1	9	7
5. Qualities of Council							
Quality of Elected Council (as a whole)	5	4	3	2	1	9	7
Quality of Councillor(s) Dealt with	5	4	3	2	1	9	7
Managerial and Supervisory Efficiency	5	4	3	2	1	9	7
Quality and Performance of Outdoor Workers	5	4	3	2	1	9	7
Quality and Performance of Indoor Staff	5	4	3	2	1	9	7

RATING SHEET - COUNCIL PERFORMANCE

RATING

1. Basic Services & Infrastructure	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not Applic.
Road Construction	5	4	3	2	1	9	7
Road Maintenance	5	4	3	2	1	9	7
Footpaths, Kerbing and Guttering	5	4	3	2	1	9	7
Street Lighting	5	4	3	2	1	9	7
Traffic Management	5	4	3	2	1	9	7
Parking Facilities	5	4	3	2	1	9	7
Public Transport	5	4	3	2	1	9	7
Drainage and Flood Mitigation	5	4	3	2	1	9	7
Waste Management	5	4	3	2	1	9	7
Community Health	5	4	3	2	1	9	7
2. Community Lifestyle Services							
Parks, Playgrounds and Public Amenities	5	4	3	2	1	9	7
Environmental Controls	5	4	3	2	1	9	7
Environmental Protection and Conservation	5	4	3	2	1	9	7
Heritage Protection	5	4	3	2	1	9	7
Sporting and Recreational Facilities	5	4	3	2	1	9	7
Cultural and Entertainment Facilities	5	4	3	2	1	9	7
Libraries and other Information Access	5	4	3	2	1	9	7
Community Safety	5	4	3	2	1	9	7
Community Service	5	4	3	2	1	9	7
Pet/Animal Control	5	4	3	2	1	9	7
Shopping Facilities	5	4	3	2	1	9	7
Community Development	5	4	3	2	1	9	7

RATING SHEET - COUNCIL PERFORMANCE

	RATING						
	Very Good	Good	Fair Only	Poor	Very Poor	Don't Know	Not Applic.
3. Managing the Shire							
Town Planning	5	4	3	2	1	9	7
Building Control	5	4	3	2	1	9	7
Economic Development/Local Employment	5	4	3	2	1	9	7
Development of Tourism	5	4	3	2	1	9	7
Financial Management	5	4	3	2	1	9	7
Revenue Raising	5	4	3	2	1	9	7
Staff Management	5	4	3	2	1	9	7
Disaster Management	5	4	3	2	1	9	7
4. Customer Services and Communication							
Customer Service	5	4	3	2	1	9	7
Information Services	5	4	3	2	1	9	7
Informing the Community	5	4	3	2	1	9	7
Consulting the Community	5	4	3	2	1	9	7
Responding to the Community	5	4	3	2	1	9	7
Providing Leadership & Advocacy	5	4	3	2	1	9	7
5. Qualities of Council							
Quality of Elected Council (as a whole)	5	4	3	2	1	9	7
Quality of Councillor(s) Dealt with	5	4	3	2	1	9	7
Managerial and Supervisory Efficiency	5	4	3	2	1	9	7
Quality and Performance of Outdoor Workers	5	4	3	2	1	9	7
Quality and Performance of Indoor Staff	5	4	3	2	1	9	7
OVERALL PERFORMANCE RATING	5	4	3	2	1	9	7

SUPPLEMENTARY QUESTIONS

1. Do you or your family have a disaster management plan for a flood or a fire?

Yes	1	No	2
-----	---	----	---

2. During a disaster event, how will you access information?

Local newspaper	1
Radio	2
TV	3
Facebook	4
Friends/neighbours	5
Other (Specify)	*

3. Council consistently strives to strike the right balance between providing the best possible services and operating within its financial means. Would you prefer that Council...

Provided improved or increased services, at a higher cost to ratepayers (that is, funded through an increase in rates).	1
Reduced services and lowered the cost to ratepayers.	2
Neither a) nor b) - leave things as they are.	3

4. Council is constantly striving to communicate well with residents. What would be the method you would choose to seek information from council about a project or an issue?

Local newspaper	01
Council's website	02
Social media (Facebook, Twitter etc)	03
Council's customer service staff	04
Newsletters from Mayor / Councillors	05
Letterbox drops	06
Email	07
Other (specify)	*

5. Would you like to register to receive important Council updates using any of the following methods?

	Yes	No
On line community engagement portal on Council's website (Your Say Noosa)	1	2
Email	1	2
E newsletter	1	2
Rate notice via email	1	2

If Yes to Email or E Newsletter, explain they can go to Noosa Council's website mail@noosa.qld.gov.au to leave their information. Or if they prefer write details below.

Name: _____ Address: _____

Email address: _____ (Read back carefully to confirm)

And just to double check that we are covering a cross-section of people in our survey

- a) What is the present occupation of the main income-earner of your household?
(PROBE, WRITE ON THE LINE AND THEN CODE BELOW)

.....

Manager/Administrator/Professional	1
Para-professional/Trades person	2
Clerical worker/ Sales or Personal Service worker	3
Plant or machine operator/ Driver/ Labourer/ Farm worker	4
Main income-earner not working / No breadwinner	5

- b) What is your household situation? Are you...

Living alone	1
A single person, sharing accommodation	2
Living as a couple	3
Living as a family (2 parent)	4
Living as a family (1 parent)	5

Thank you very much for assistance.