



**FINAL REPORT**

# **Community Satisfaction Survey** **Bundaberg Regional Council**

December 2021



## FINAL REPORT

# Community Satisfaction Survey Bundaberg Regional Council

December 2021

Prepared by: Crystal Le & James Parker

Document Reference: 6126

Version: 06 (Final)



**Taverner Research Group** | T +61 2 9212 2900 | W [www.taverner.com.au](http://www.taverner.com.au)

A Level 2, 88 Foveaux Street, Surry Hills, NSW 2010, Australia |

Taverner Research Group is wholly owned by Tobumo Pty Ltd | ABN 93 003 080 500

### Confidential/Disclaimer

Notice The information contained herein is confidential and has been supplied under a confidentiality agreement. If you are not authorised to view or be in possession of this document you are hereby notified that any dissemination, distribution or duplication of this document is expressly prohibited. If you receive this document in error, please notify Taverner Research Group immediately on +61 2 9212 2900.

### Limitations/Liability

While all care and diligence has been exercised in the preparation of this report, Taverner Research Group does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Taverner Research Group or its employees.

## CONTENTS

<b>1. EXECUTIVE SUMMARY</b>	<b>6</b>
<b>2. INTRODUCTION</b>	<b>8</b>
2.1. Background & Objectives	8
2.2. Methodology	8
2.3. Sample Characteristics	9
2.4. Sampling Error	9
<b>3. SATISFACTION WITH FACILITIES AND SERVICES</b>	<b>11</b>
<b>4. OVERALL SATISFACTION WITH COUNCIL</b>	<b>22</b>
<b>5. SATISFACTION WITH COUNCIL CONTACT</b>	<b>26</b>
<b>6. RESIDENT FEEDBACK AND FUTURE PRIORITIES</b>	<b>36</b>
<b>7. BONUS: BENCHMARKING</b>	<b>39</b>
<b>8. APPENDICES</b>	<b>41</b>
8.1. Appendix A: CATI Survey Questionnaire	41
8.2. Appendix B: Online Survey Questionnaire	48
8.3. Appendix C: Weighting BRC data (calculations)	54
8.4. Appendix D: Detailed Location of surveyed residents	55
8.5. Appendix E: Data tables	56

## FIGURES

Figure 1 Relationship between the margin of error and sample size	10
Figure 2 Satisfaction with facilities and services	11
Figure 3 Mean satisfaction with Council facilities and services	12
Figure 4 Perceived importance of Council facilities and services	15
Figure 5 Mean importance of Council facilities and services	16
Figure 6 Driver Analysis – satisfaction with facilities and services	19
Figure 7 Overall satisfaction with Council	22
Figure 8 Drivers of overall satisfaction	23
Figure 9 Reasons for overall satisfaction score	24
Figure 10 Contact with Council in the previous 12 months	26
Figure 11 Reasons for most recent contact with Council	27
Figure 12 Number of contacts with Council before issue resolved	29
Figure 13 Reason issue considered unresolved	30
Figure 14 How contact with Council was made	31
Figure 15 Satisfaction with Council handling of the inquiry	32
Figure 16 Preferred mode of contact for different inquiries (2021 only)	33
Figure 17 Important use of resources	36
Figure 18 Resident's preference regarding divisions	38
Figure 19 Council's relative performance scores	39
Figure 20 Randomly selected survey respondents by age and gender	54
Figure 21 Bundaberg adult population by age and gender	54
Figure 22 Weighting factor by age and gender	54
Figure 23 Location distribution of residents surveyed	55

## TABLES

Table 1 Demographic profiles	9
Table 2 Difference between CATI and Online mean satisfaction scores	13
Table 3 Difference in mean satisfaction scores by demographic group (CATI)	14
Table 4 Difference between CATI and Online mean importance scores	17
Table 5 Mean importance scores by demographic group (CATI)	18
Table 6 Summary of satisfaction and importance quadrants	19
Table 7 Gap Analysis	20
Table 8 Overall satisfaction with Council – mean and net satisfaction scores	22
Table 9 Overall satisfaction with Council performance – CATI and Online	23
Table 10 Reasons for overall satisfaction score – CATI and Online	25
Table 11 Reasons for contact with Council	28
Table 12 Number of contacts with Council before issue resolved – CATI and Online	29
Table 13 How contact with Council was made – CATI and Online	31
Table 14 Mean satisfaction scores for handling of the inquiry	32
Table 15 Satisfaction with handling of the inquiry – CATI and Online	33
Table 16 Preferred mode of contact for different inquiries (2021 only)	35
Table 17 Important use of resources – CATI and Online	37
Table 18 Resident's preferences regarding divisions CATI and Online	38



## 1. EXECUTIVE SUMMARY

Bundaberg Regional Council (BRC) commissioned Taverner Research Group to conduct its 2021 Community Satisfaction Survey, as a random telephone and self-selecting online survey of residents living within the Bundaberg LGA. Telephone surveying was conducted from the 13<sup>th</sup> to 28<sup>th</sup> October and the online survey was open from the 17<sup>th</sup> to 31<sup>st</sup> of October. The margin of error for CATI and online results are  $\pm 4.61\%$  and  $\pm 5.38\%$  respectively.

### Community Satisfaction

- In relation to satisfaction with specific Council facilities and services, satisfaction was highest for parks and gardens (68% satisfied vs. 7% dissatisfied), cleanliness of streets (64% vs. 8%), waste management (55% vs. 14%), libraries (53% vs. 3%) and customer service (47% vs. 16%).
- Those facilities that rated most poorly included maintenance of roads (29% satisfied vs. 33% dissatisfied), communication with residents (32% vs. 30%), drainage (31% vs. 23%), planning and development (24% vs 21%) and developing the regional economy (30% vs. 20%).
- Apart from planning and development there were no other increases in mean scores (2.99 on a five-point scale, up by 0.17 since 2019).
- Several facilities and services showed significant decreases in mean satisfaction scores: waste management (3.59, down by 0.20 since 2019), animal management (3.23, down by 0.20) and water supply (3.63, down by 0.16).

### Importance Scores

- All facilities and services were to some degree considered important to respondents. Those facilities and

services that were considered of critical importance (rated 5) among respondents were: maintenance of roads (61%), water supply (50%), waste management (49%), developing the regional economy (43%) and drainage (42%).

- Those facilities that were considered less important (rated 1-2) were the Bundaberg Now (26%), Council pools (22%), support for the arts, culture, and events (20%), libraries (15%) and animal management (12%).
- Mean importance scores fell across all facilities and services in this survey. Excluding 'Bundaberg Now' (not previously measured), the largest declines were seen for support for local sports (3.68 down by 0.46 since 2019), planning and development (4.02 down by 0.41), drainage (4.17 down by 0.38), maintenance of public toilets (3.97 down by 0.34), flood plain and coastline management (3.92 down by 0.29) and animal management (3.61 down by 0.28).

### Driver Analysis

- When satisfaction scores were mapped against perceived importance (the degree to which satisfaction with specific facilities and services influences overall satisfaction), some key priorities for Council emerged:
  - Developing the regional economy



## 1. EXECUTIVE SUMMARY

- Drainage
- Planning and development
- Flood plain and coastline management
- Communication with residents
- Maintenance of roads

### Overall Satisfaction with Council

- In terms of overall satisfaction, 44% of respondents were satisfied with the Council's overall performance – a decrease of 8% since 2019. However, the mean satisfaction score was virtually unchanged (3.36, vs. 3.40 in 2019), as was the net satisfaction rating of 37% (down by 5%).
- The strongest drivers of perception of overall satisfaction with Council service were found to be respondent satisfaction with its customer service, planning and development and developing the regional economy.

### Satisfaction with Council Contact

- Over half of residents (56%) indicated that they had contacted BRC in the past twelve months for reasons other than paying rates. Reasons for contact were mostly to do with ranger matters (18% down by 5% since 2019), followed by a road or footpath improvements matter (11%, down by 1%), development application (10% up by 5%), waste management issue (8% up by 4%) and a rates inquiry (8% down by 3%).
- Of those who had contacted Council, 28% had done so more than once and

over two thirds (63%) indicated that they first contacted Council via telephone, with a further 19% coming face-to-face via the Council customer centre. Some 11% contacted Council via email but just 2% by letter or fax. This suggests that even in an era of online communication and social media, phone and face-to-face remain critical forms of contact.

- Over half (58% up by 6% since 2019) indicated that their most recent enquiry was handled well (rating of 4 or 5) while just over a quarter (29%, down by 1%) said it was handled poorly (rating of 1 or 2). This suggests that more residents are satisfied with their interaction with Council than those who feel disappointed by their contact experience.

### Resident feedback & future priorities

- The facilities and services respondents considered the most important use of BRC's resources were, developing the regional economy (30%, down by 17% since 2019), flood plain and coastline management (28%, down by 3%), drainage (23% down by 4%), planning and development (20% down by 5%) and communication with residents (17% down by 4%).
- On the matter of Council divisions, more than half of respondents indicated a preference for retaining the 10 existing divisions. Almost a quarter (24%) preferred an undivided Council and the remainder were unsure (19%).



## 2. INTRODUCTION

### 2.1. BACKGROUND & OBJECTIVES

Bundaberg Regional Council (BRC) has engaged Taverner Research Group (TRG) to conduct benchmarking research on residents living in the Bundaberg municipality, following similar research undertaken in 2019. This latest study aimed to assess satisfaction with, and priorities towards different Council-managed facilities and services, satisfaction with its customer service, and other issues that may affect residents in future (such as the implementation of Council divisions).

The questionnaire used as a baseline measurement tool was slightly adjusted to include current issues relevant to residents and similar to the previous study sought to understand: (a) movements in satisfaction over time; and (b) the impact of changes in Council service levels, strategies and focus. Please see Section 8.1, Appendix A and Section 8.2, Appendix B for CATI and Online questionnaires respectively.

As per the agreed project brief, the survey addressed the following objectives:

1. Measure perceived importance of and satisfaction with Council-provided services
2. Measure satisfaction with direct contact with Council staff and;
3. Measure preferred methods for dealing with Council

### 2.2. METHODOLOGY

The survey was conducted using a random fixed-line and mobile telephone poll of 450 BRC LGA residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 4200+ residential and mobile telephone numbers within the LGA. A survey form was constructed collaboratively between Council management and Taverner representatives based on satisfying the above objectives.

Fieldwork was conducted between October 13<sup>th</sup> to 28<sup>th</sup> inclusive. A team of 12 researchers called residents on weekday evenings (excluding Friday) from 3.30 to 8 pm and weekends 10am-4pm. Where phones went unanswered, were engaged, or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a purely random basis, though ensuring an adequate mix of respondents by age and gender and across different sub-regions. Respondents were screened to ensure they were aged 18 or over, lived in the Bundaberg Region and were not councillors or permanent Council employees.

Interview time varied from 8-35 minutes, with a median interview duration of 17.0 minutes.

In addition to the CATI survey, an online survey was also made available to respondents and publicised via Council's website and Facebook page. The online survey launched on October 17<sup>th</sup>, and 333 respondents had completed this version of the survey by the October 31<sup>st</sup> closing date.

Results of the CATI survey have been post-weighted by age and gender to match the demographic profile of the BRC LGA based on the 2016 ABS Census. (Please see Section 8.3, Appendix C for





## 2. INTRODUCTION

details of weighting calculation.) Results of the online survey were not weighted, as this was not a random sample.

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as “n = XXX” in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

**All graphed responses depict CATI-only respondents.** The online results are reported alongside the CATI results to show differences between the two samples where relevant, with commentary in italics.

### 2.3. SAMPLE CHARACTERISTICS

Respondents to the random telephone survey and online survey showed the following characteristics:<sup>1</sup>

Table 1 Demographic profiles

DEMOGRAPHIC PROFILE		2019 (N=453)	2021 (N=450)
<b>Gender</b>	Male	44%	43%
	Female	56%	57%
<b>Age</b>	18-39	10%	12%
	40-59	41%	32%
	60+	49%	57%
<b>Time lived in region</b>	Less than 1 year	0%	1%
	1-5 years	10%	5%
	6-10 years	9%	13%
	More than 10 years	81%	81%
<b>Ratepayer</b>	Yes	80%	84%
	No	20%	16%
<b>Location<sup>2</sup></b>	Bundaberg	96%	94%
	Other	5%	6%
<b>Employment status</b>	Employed full-time	33%	38%
	Employed part-time	12%	11%
	Other	56%	51%

### 2.4. SAMPLING ERROR

According to the 2016 ABS Census (Bundaberg LGA resident profile), there are 84,719 residential dwellings in the Bundaberg LGA. Based on this population, a random sample of 450 adult residents implies a margin for error of  $\pm 4.61\%$  at the 95% confidence level. This means in effect that if we

<sup>1</sup> Please note that results shown for demographic questions are unweighted

<sup>2</sup> Please see Section 8.4, Appendix D for a detailed breakdown of resident locations



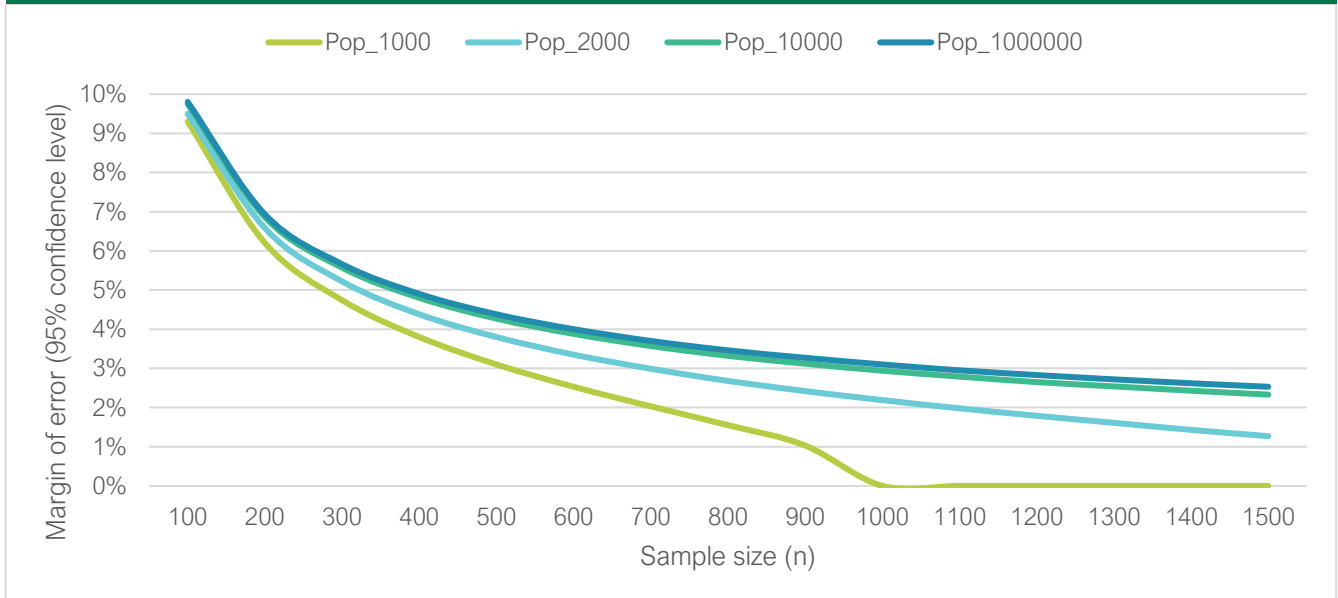
## 2. INTRODUCTION

conducted a similar poll 20 times, results should reflect the views and behaviour of the overall survey population to within a  $\pm 4.61\%$  margin in 19 of those 20 surveys.

As Figure 1 (below) shows, the margin for error falls as the sample size rises. Hence cross-tabulations of subgroups within the overall sample will typically create much higher margins for error than the overall sample. For example, within the Bundaberg adult population a sample size of 100 exhibits a margin for error of  $\pm 9.8\%$ , compared to a sample size of 500 which exhibits a margin for error of  $\pm 5.6\%$  (both expressed at 95% confidence level).

Figure 1 Relationship between the margin of error and sample size

**N.B. ONCE THE TARGET POPULATION PASSES 10,000, POPULATION SIZE BECOMES LARGELY IRRELEVANT IN DETERMINING SAMPLING ERROR – THE YELLOW AND TURQUOISE LINES BELOW DEMONSTRATE THIS**



### Statistical Significance

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone.

### Effect of COVID on results

This is the first satisfaction survey Council has conducted since the outbreak of COVID-19 in early 2020. While impossible to quantify, it is likely that some of the following results have been influenced by behaviours, attitudes and community-government interactions related to the COVID outbreak.



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Similar to the 2019 survey, the 2021 survey commenced with a series of scale-based questions to understand the satisfaction and importance attributed by residents to 19 Council-managed facilities and services<sup>3</sup>. For satisfaction ratings, a five-point scale was used where a rating of 1 = very poor and 5 = excellent.

Figure 2 Satisfaction with facilities and services

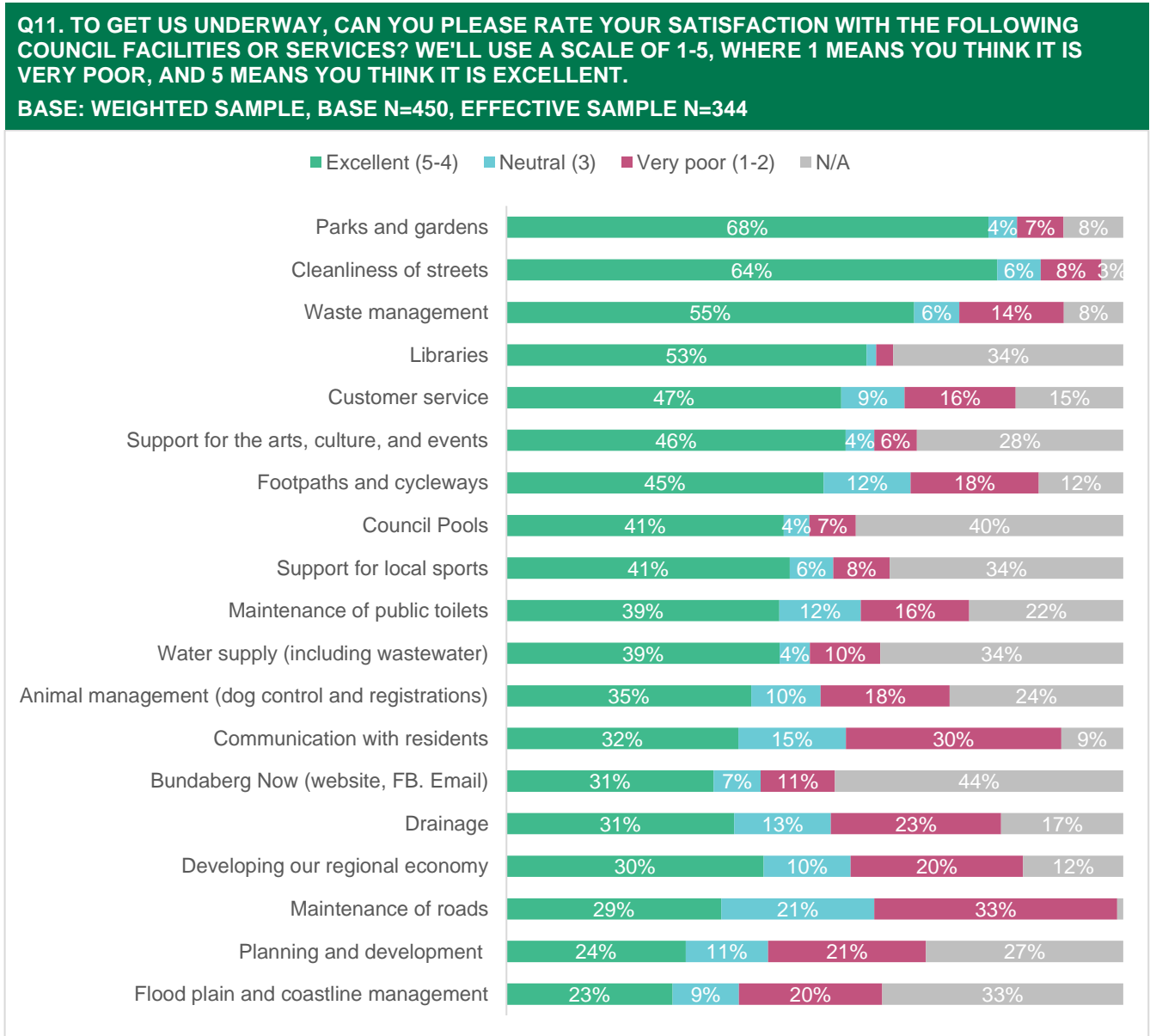


Figure 2 indicates high community satisfaction with many of the local Council-managed facilities and services. Parks and gardens (68%), cleanliness of streets (64%), waste management (55%), libraries (53%) and customer service (47%) were ranked in the top 5.

<sup>3</sup> The number of facilities and services for evaluation increased by one item to include 'Bundaberg Now' the community good news service in 2021



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Figure 3 Mean satisfaction with Council facilities and services

**Q11. TO GET US UNDERWAY, CAN YOU PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING COUNCIL FACILITIES OR SERVICES? WE'LL USE A SCALE OF 1-5, WHERE 1 MEANS YOU THINK IT IS VERY POOR, AND 5 MEANS YOU THINK IT IS EXCELLENT.**

**BASE: WEIGHTED SAMPLE, BASE N=450, EFFECTIVE SAMPLE N=344**

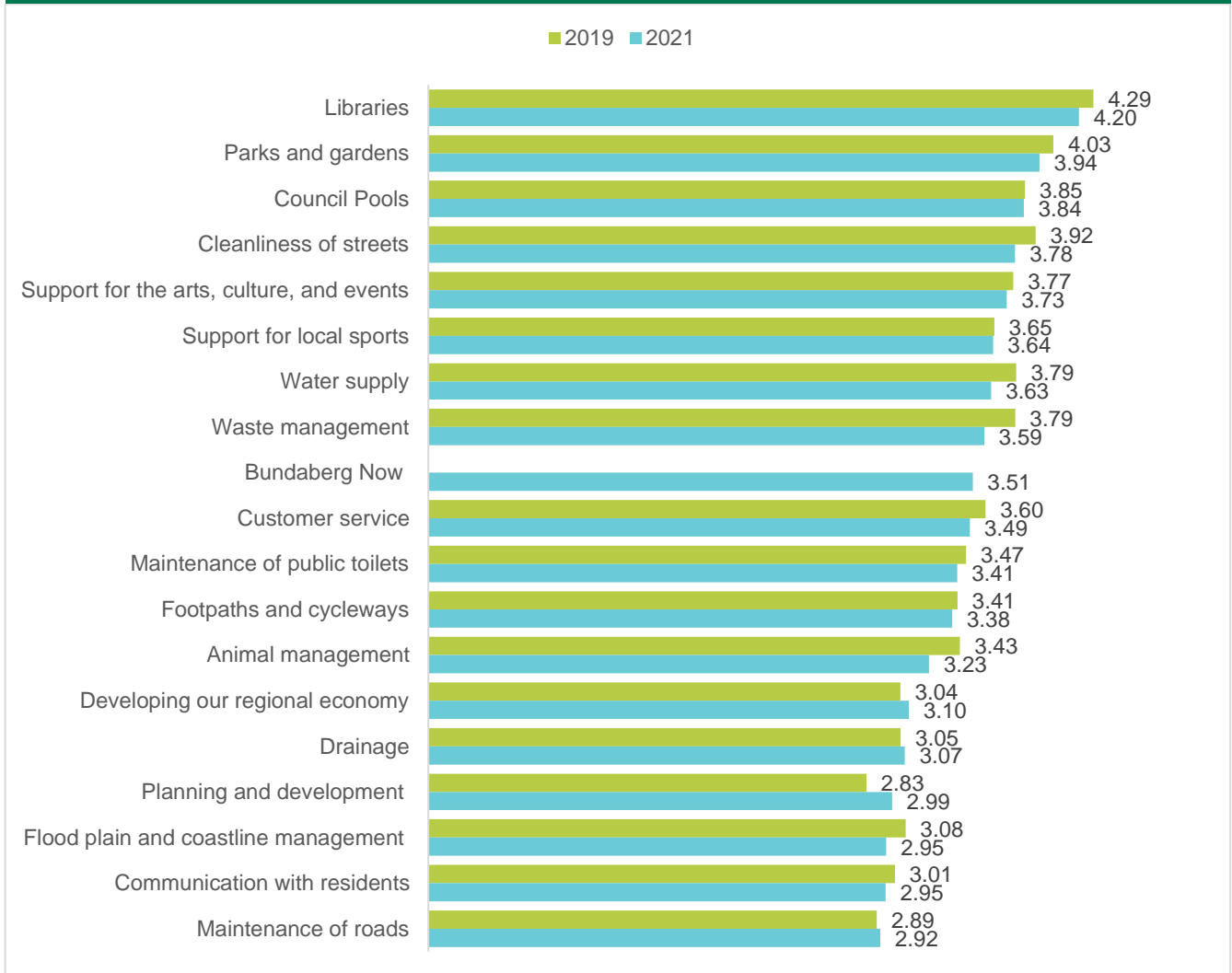


Figure 3 shows how 2021 mean satisfaction scores follow a similar trend to 2019 results.

The average level of satisfaction across the 19 key facilities and services was 3.44 out of a possible 5. Ten out of the 19 facilities and services scored more than the average satisfaction rating. Satisfaction was highest with libraries (4.20 out of 5), parks and gardens, council pools (3.84), cleanliness of streets (3.78), support for the arts, culture, and events (3.73), support for local sports (3.64), water supply (3.63), waste management (3.59), Bundaberg Now (3.51) and customer service (3.49).

Services and facilities receiving below-average ratings of satisfaction were maintenance of roads (2.92 out of 5), communication with residents (2.95), flood plain and coastline management (2.95), planning and development (2.99), drainage (3.07), developing the regional economy (3.10), animal management (3.23), footpaths and cycleways (3.38) and maintenance of public toilets (3.41).



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Table 2 Difference between CATI and Online mean satisfaction scores

	CATI (N=450)	ONLINE (N=333)	DIFFERENCE (%)
Footpaths and cycleways	3.38	3.10	0.28
Council Pools	3.84	3.58	0.26
Waste management	3.59	3.35	0.24
Water supply	3.63	3.40	0.23
Planning and development	2.99	2.77	0.22
Communication with residents	2.95	2.82	0.14
Cleanliness of streets	3.78	3.66	0.13
Parks and gardens	3.94	3.83	0.11
Drainage	3.07	2.97	0.11
Developing our regional economy	3.10	3.02	0.08
Flood plain and coastline management	2.95	2.88	0.07
Support for local sports	3.64	3.59	0.05
Animal management	3.23	3.19	0.04
Customer service	3.49	3.46	0.04
Support for the arts, culture, and events	3.73	3.71	0.02
Libraries	4.20	4.19	0.01
Bundaberg Now	3.51	3.53	-0.02
Maintenance of public toilets	3.41	3.46	-0.05
Maintenance of roads	2.92	2.97	-0.05

Comparison between CATI and online results show marginal differences (taking into consideration a  $\pm 4.61\%$  margin of error) (Table 2). However the difference between CATI and Online results for footpaths and cycleways was statistically significant.



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Table 3 Difference in mean satisfaction scores by demographic group (CATI)

AVERAGE	AGE			GENDER		LOCATION		Total
Average	18-39	40-59	60+	Male	Female	Bundaberg	Other	Total
<b>Libraries</b>	4.05	4.15	4.36	4.06	4.32	3.96	4.38	<b>4.20</b>
<b>Parks and gardens</b>	3.88	3.87	4.06	3.90	3.98	3.85	4.01	<b>3.94</b>
<b>Council Pools</b>	3.77	3.86	3.92	3.84	3.84	3.58	4.06	<b>3.84</b>
<b>Cleanliness of streets</b>	3.71	3.72	3.89	3.69	3.87	3.67	3.87	<b>3.78</b>
<b>Support for the arts, culture, and events</b>	3.74	3.68	3.77	3.60	3.86	3.64	3.80	<b>3.73</b>
<b>Support for local sports</b>	3.68	3.43	3.82	3.55	3.75	3.59	3.68	<b>3.64</b>
<b>Water supply</b>	3.58	3.48	3.79	3.62	3.64	3.65	3.62	<b>3.63</b>
<b>Waste management</b>	3.37	3.43	3.87	3.46	3.70	3.66	3.53	<b>3.59</b>
<b>Bundaberg Now</b>	3.63	3.40	3.51	3.33	3.65	3.49	3.54	<b>3.51</b>
<b>Customer service</b>	3.41	3.38	3.65	3.33	3.65	3.38	3.58	<b>3.49</b>
<b>Maintenance of public toilets</b>	3.15	3.45	3.60	3.38	3.44	3.05	3.66	<b>3.41</b>
<b>Footpaths and cycleways</b>	3.39	3.26	3.47	3.37	3.39	3.27	3.47	<b>3.38</b>
<b>Animal management</b>	3.12	3.29	3.27	3.05	3.40	3.26	3.20	<b>3.23</b>
<b>Developing our regional economy</b>	3.18	2.86	3.27	3.06	3.14	3.12	3.09	<b>3.10</b>
<b>Drainage</b>	3.05	2.90	3.26	3.17	2.98	2.99	3.14	<b>3.07</b>
<b>Planning and development</b>	3.08	2.88	3.02	2.83	3.16	3.04	2.96	<b>2.99</b>
<b>Flood plain and coastline management (including erosion and sea level rise)</b>	3.12	2.89	2.89	3.03	2.87	2.84	3.05	<b>2.95</b>
<b>Communication with residents</b>	2.81	2.88	3.11	2.79	3.11	2.90	2.99	<b>2.95</b>
<b>Maintenance of roads</b>	2.85	2.71	3.15	2.94	2.89	2.90	2.93	<b>2.92</b>



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Table 3 (above) shows those aged 60 years and older were significantly more satisfied than their younger counterparts about facilities such as roads and waste management. There were also two differences (libraries and public toilets) among those residing in or outside Bundaberg.<sup>4</sup>

Figure 4 Perceived importance of Council facilities and services

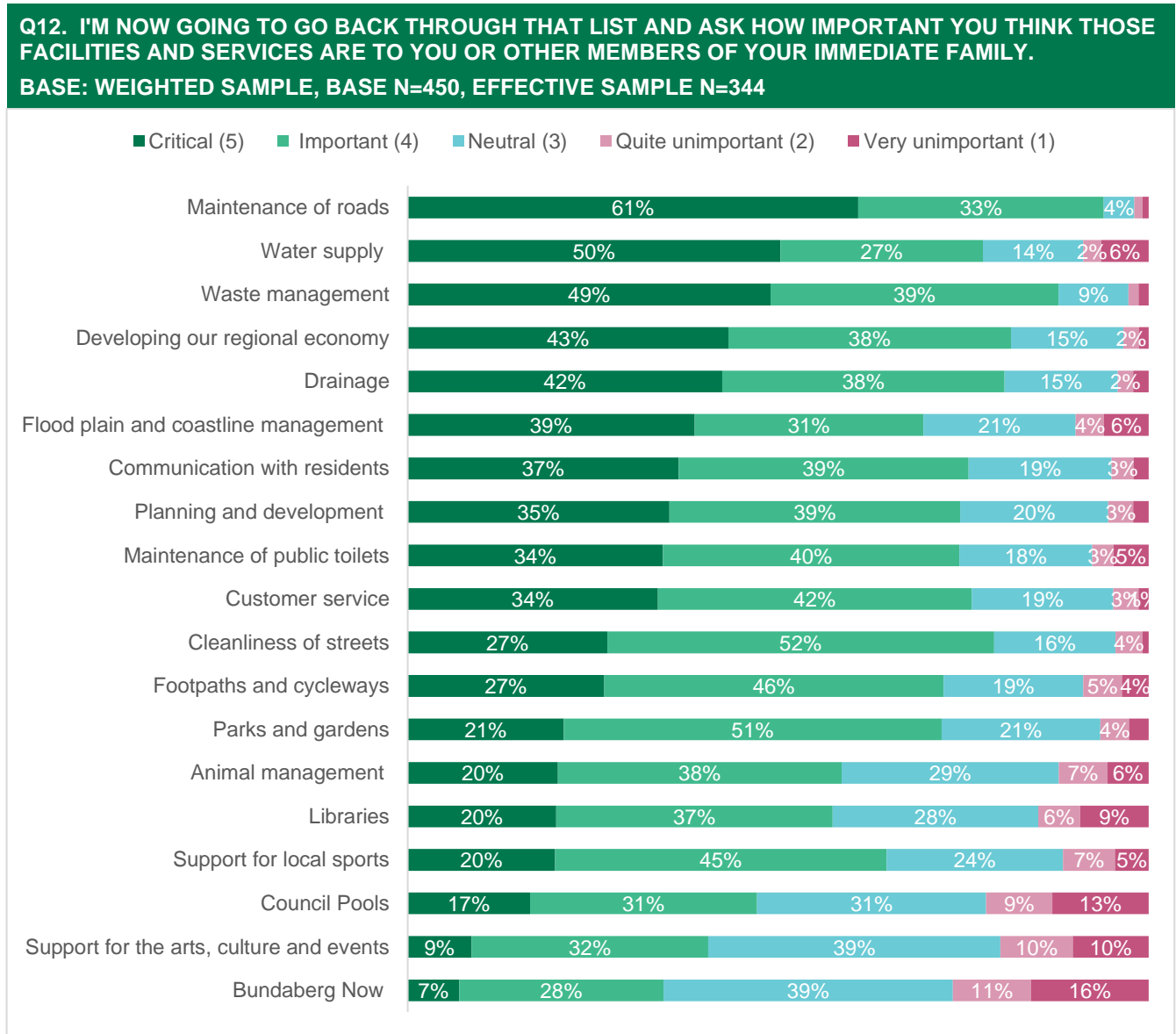


Figure 4 shows that all facilities and services are highly valued (rated highly 5 – critical or 4 – important) among the Bundaberg community.

Maintenance of roads (61%), water supply (50%), waste management (49%), developing the regional economy (43%) and drainage (42%) were the top five most critical facilities and services provided by Council.

<sup>4</sup> Significant differences are shown in blue (above overall average) or red (below overall average).



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Figure 5 Mean importance of Council facilities and services

**Q12. THANKS VERY MUCH [Q10]. I'M NOW GOING TO GO BACK THROUGH THAT LIST AND ASK HOW IMPORTANT YOU THINK THOSE FACILITIES AND SERVICES ARE TO YOU OR OTHER MEMBERS OF YOUR IMMEDIATE FAMILY.**

**BASE: WEIGHTED SAMPLE, BASE N=450, EFFECTIVE SAMPLE N=344**

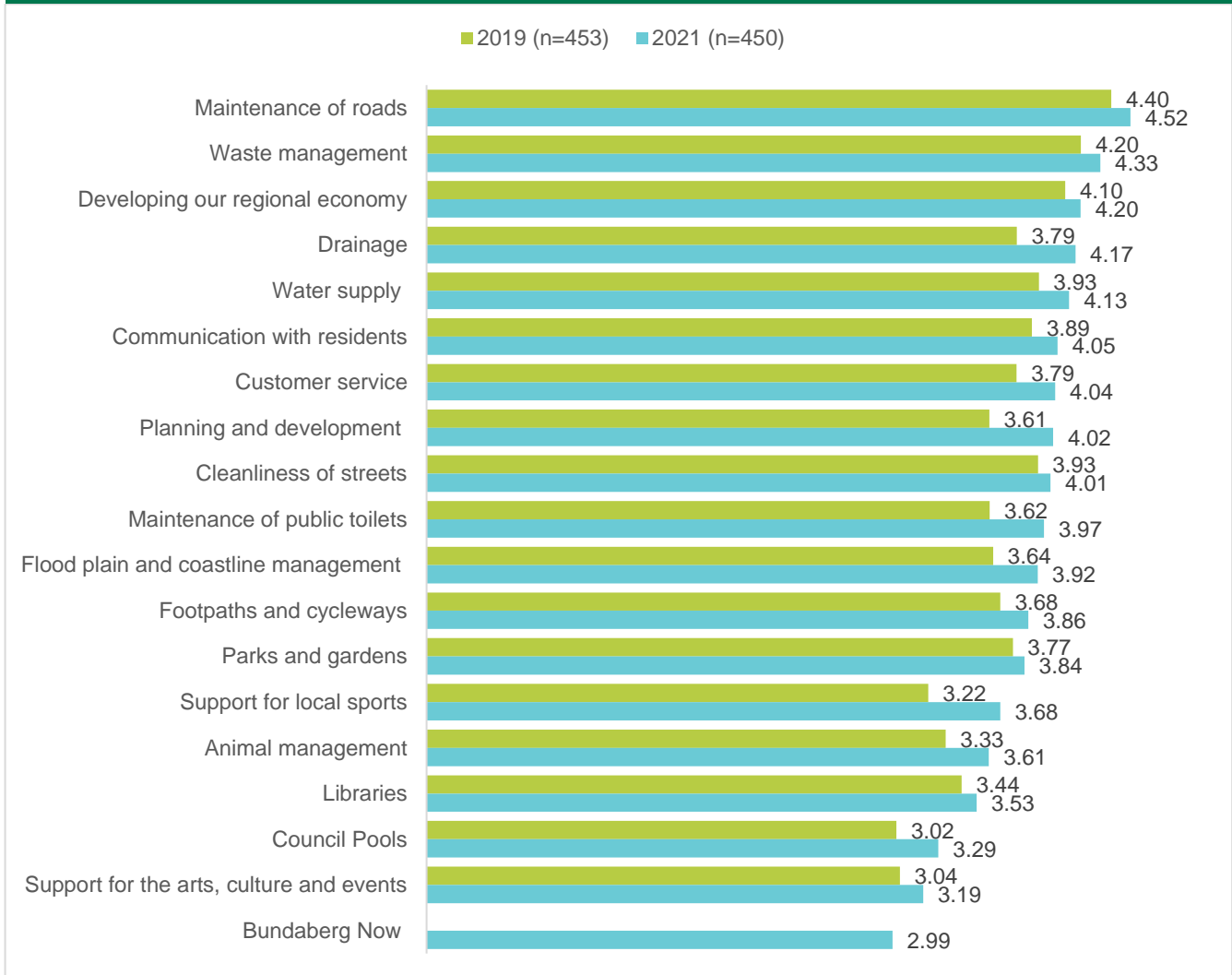


Figure 5 show slight variations between 2019 and 2021 results and indicate that residents consider all facilities and services provided to be important.

The average importance score is 3.69 out of 5. A total of 13 out of 19 of the facilities and services scored more than the average importance rating. Importance was above average for all but six facilities and services: Bundaberg Now (2.99), support for the arts, culture and events (3.19), council pools (3.29), libraries (3.53), animal management (3.61) and support for local sports (3.68).





### 3. SATISFACTION WITH FACILITIES AND SERVICES

Table 4 Difference between CATI and Online mean importance scores

	CATI (N=450)	ONLINE (N=333)	DIFFERENCE (%)
Maintenance of roads	4.52	3.01	1.51
Water supply	4.13	3.89	0.24
Waste management	4.33	4.14	0.18
Cleanliness of streets	4.01	3.83	0.17
Planning and development	4.02	3.85	0.17
Developing our regional economy	4.20	4.09	0.11
Maintenance of public toilets	3.97	3.92	0.05
Parks and gardens	3.84	3.80	0.03
Animal management	3.61	3.58	0.03
Libraries	3.53	3.53	0.01
Footpaths and cycleways	3.86	3.88	-0.01
Customer service	4.04	4.10	-0.07
Communication with residents	4.05	4.15	-0.10
Council Pools	3.29	3.39	-0.10
Drainage	4.17	4.29	-0.12
Flood plain and coastline management	3.92	4.05	-0.13
Support for the arts, culture and events	3.19	3.37	-0.18
Bundaberg Now	2.99	3.40	-0.41
Support for local sports	3.68	4.17	-0.49

Comparison between CATI and online results show marginal differences (taking into consideration a  $\pm 4.61\%$  margin of error) (Table 4). However differences seen for the following facilities and services are statistically significant: Maintenance of roads, water supply, waste management, cleanliness of streets, Bundaberg Now and support for local sports.

Table 5 show some differences by location. Residents of Bundaberg consider drainage (4.4), water supply (4.4) and the Bundaberg Now (3.2) to be of higher importance compared to people living in other areas of the Bundaberg LGA.



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Table 5 Mean importance scores by demographic group (CATI)

AVERAGE	AGE			GENDER		LOCATION		
Average	18-39	40-59	60+	Male	Female	Bundaberg	Other	Total
Waste management	4.32	4.26	4.21	4.24	4.27	4.26	4.24	4.2
Drainage	4.26	4.30	4.12	4.12	4.29	4.29	4.16	4.2
Developing our regional economy	4.25	4.23	4.05	4.15	4.16	4.14	4.16	4.2
Communication with residents	3.96	4.16	4.09	4.03	4.14	4.11	4.08	4.1
Customer service	3.93	4.12	4.07	3.98	4.13	4.05	4.08	4.1
Water supply (including wastewater)	4.22	4.03	3.94	4.05	4.01	4.15	3.92	4.0
Flood plain and coastline management	3.89	4.02	3.99	3.90	4.05	4.02	3.94	4.0
Planning and development	3.98	4.01	3.90	4.01	3.91	3.92	3.98	4.0
Maintenance of public toilets	4.00	3.94	3.92	3.90	3.99	3.98	3.91	3.9
Cleanliness of streets	3.94	3.93	3.94	3.93	3.95	3.92	3.95	3.9
Support for local sports	3.85	3.92	3.87	3.83	3.94	3.93	3.86	3.9
Maintenance of roads	4.25	3.83	3.79	3.85	3.93	3.80	3.94	3.9
Footpaths and cycleways	3.76	3.88	3.91	3.76	3.97	3.86	3.87	3.9
Parks and gardens	3.82	3.79	3.84	3.72	3.91	3.77	3.87	3.8
Animal management	3.67	3.58	3.58	3.46	3.72	3.61	3.59	3.6
Libraries	3.35	3.55	3.61	3.39	3.66	3.48	3.57	3.5
Council Pools	3.44	3.33	3.28	3.17	3.48	3.38	3.29	3.3
Support for the arts, culture and events	3.16	3.37	3.25	3.14	3.39	3.29	3.25	3.3
Bundaberg Now	3.23	3.07	3.24	3.08	3.26	3.34	3.02	3.2



### 3. SATISFACTION WITH FACILITIES AND SERVICES

Figure 6 Driver Analysis – satisfaction with facilities and services

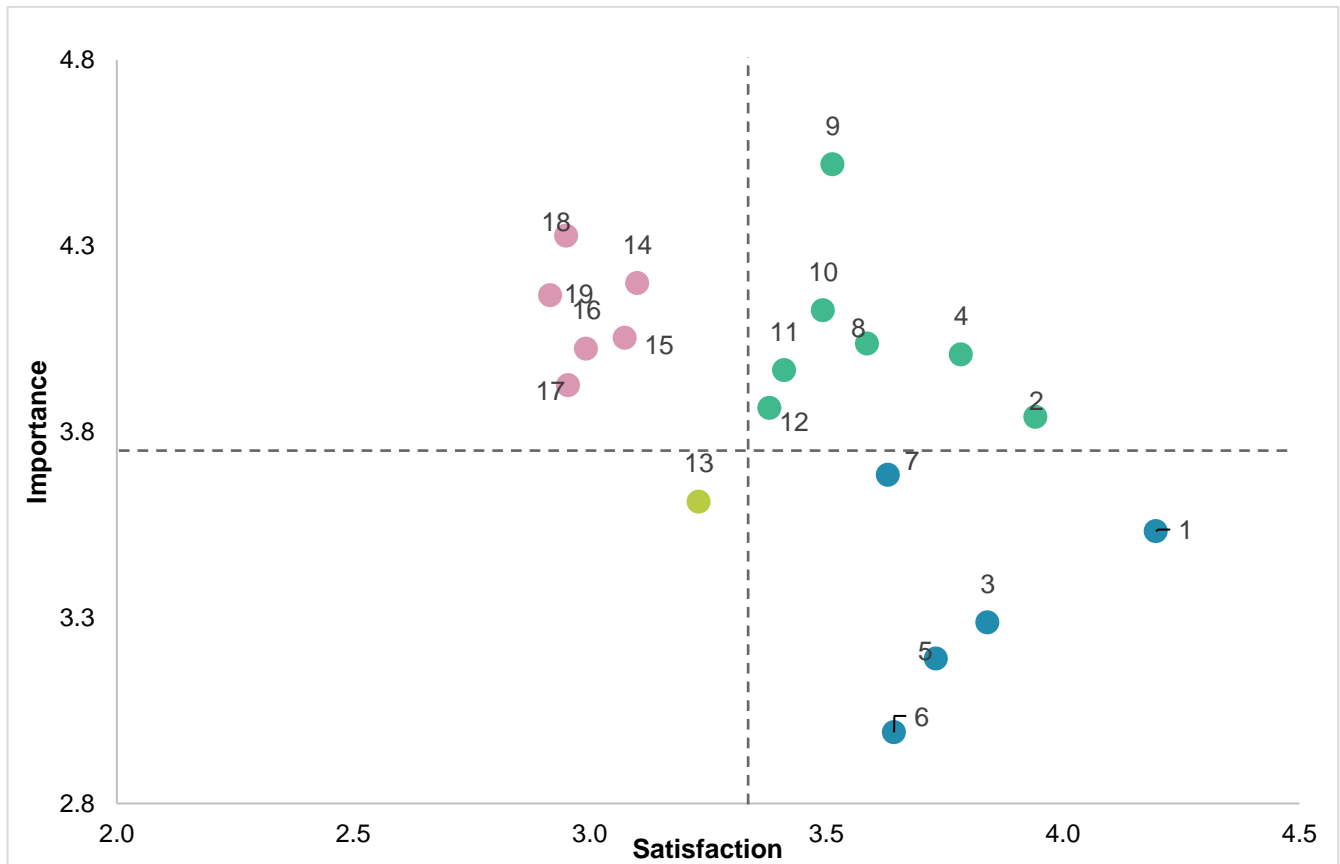


Table 6 Summary of satisfaction and importance quadrants

PRIORITIES FOR COUNCIL	STRENGTHS TO MAINTAIN
14 Developing our regional economy	2 Parks and gardens
15 Drainage	4 Cleanliness of streets
16 Planning and development	8 Waste management
17 Flood plain and coastline management	9 Bundaberg Now good news service
18 Communication with residents	10 Customer service
19 Maintenance of roads	11 Maintenance of public toilets
	12 Footpaths and cycleways
SECOND ORDER ISSUES	OPPORTUNITIES
13 Animal management	1 Libraries
	3 Council Pools
	5 Support for the arts, culture, and events
	6 Support for local sports
	7 Water supply

Results for the quadrant analysis shown in Figure 6 and Table 6 can be interpreted as the points below:

- The upper right quadrant (high importance and high satisfaction) represents current service strengths or ‘Strengths to Maintain’.



### 3. SATISFACTION WITH FACILITIES AND SERVICES

- The upper left quadrant (high importance but low satisfaction) denotes services where satisfaction should be improved or ‘Priorities for Council’.
- The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority service dimensions or ‘Second Order Issues’.
- The lower right quadrant (relatively lower importance and high satisfaction) represents Council’s ‘Opportunities’. These are services with higher satisfaction, but which are not currently driving overall satisfaction. By highlighting achievements in these areas, Council may be able to increase the link between the two.

Both charts indicate that BRC requires additional focus (be this activity or promotion, or both) in the six “priority” areas such as listed: developing the regional economy, drainage, planning and development, flood plain and coastline management, communications with residents and maintenance of roads.

However, neither should it ignore or take for granted the good reputation it already enjoys in the six “strengths to maintain” quadrant.

Table 7 Gap Analysis

COUNCIL SERVICE	SATISFACTION SCORES 2021	IMPORTANCE SCORES 2021	DIFFERENCE (%)
Libraries	4.20	3.53	0.66
Council Pools	3.84	3.29	0.55
Support for the arts, culture, and events	3.73	3.19	0.54
Bundaberg Now	3.51	2.99	0.52
Parks and gardens	3.94	3.84	0.10
Support for local sports	3.64	3.68	-0.04
Cleanliness of streets	3.78	4.01	-0.22
Animal management	3.23	3.61	-0.38
Footpaths and cycleways	3.38	3.86	-0.48
Water supply	3.63	4.13	-0.50
Customer service	3.49	4.04	-0.54
Maintenance of public toilets	3.41	3.97	-0.55
Waste management	3.59	4.33	-0.74
Flood plain and coastline management	2.95	3.92	-0.97
Planning and development	2.99	4.02	-1.03
Drainage	3.07	4.17	-1.09
Developing our regional economy	3.10	4.20	-1.10
Communication with residents	2.95	4.05	-1.10
Maintenance of roads	2.92	4.52	-1.60

Results in Table 7 in the gap analysis shows confirms that the areas requiring further attention (as they are experiencing the largest gaps in importance and performance in terms of magnitude) were



### 3. SATISFACTION WITH FACILITIES AND SERVICES

developing the regional economy (1.10), drainage (1.09), planning and development (1.03), flood plain and coastline management (0.97), communications with residents (1.10) and maintenance of roads (1.60).

Additionally, satisfaction outweighed importance for five out of the 19 facilities and services evaluated, namely libraries (0.66), Council pools (0.55), support for the arts, culture and events (0.54), Bundaberg Now (0.52) and parks and gardens (0.10).



## 4. OVERALL SATISFACTION WITH COUNCIL

After respondents had been asked to rate their satisfaction with the individual facilities and services, they were asked to rate their overall satisfaction with BRC’s performance using a five-point scale where 1 = very dissatisfied and 5 = very satisfied.

Figure 7 Overall satisfaction with Council

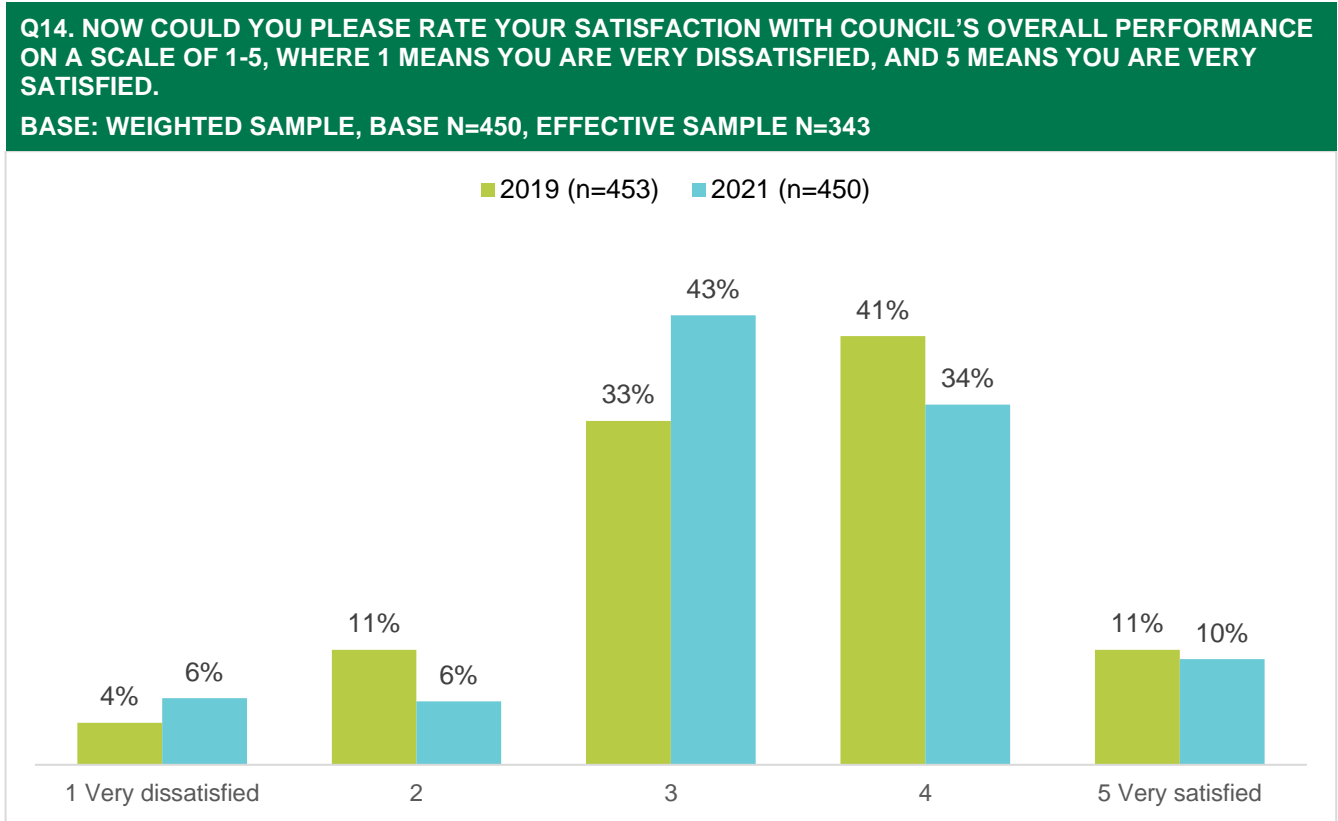


Figure 7 shows satisfaction with BRC’s overall service following a similar trend to 2019.

In all, 44% of telephone respondents were satisfied with Council’s overall performance and 12% were dissatisfied. Net satisfaction rating (NSR) was hence +32% (i.e., more residents felt satisfied than dissatisfied) and the mean overall satisfaction score was 3.36 out of five – a slight decrease of 0.08 since 2019 (Table 8).

Table 8 Overall satisfaction with Council – mean and net satisfaction scores

	2019 (N=453)	2021 (N=450)
Mean	3.44	3.36
Net satisfaction rate	37%	32%



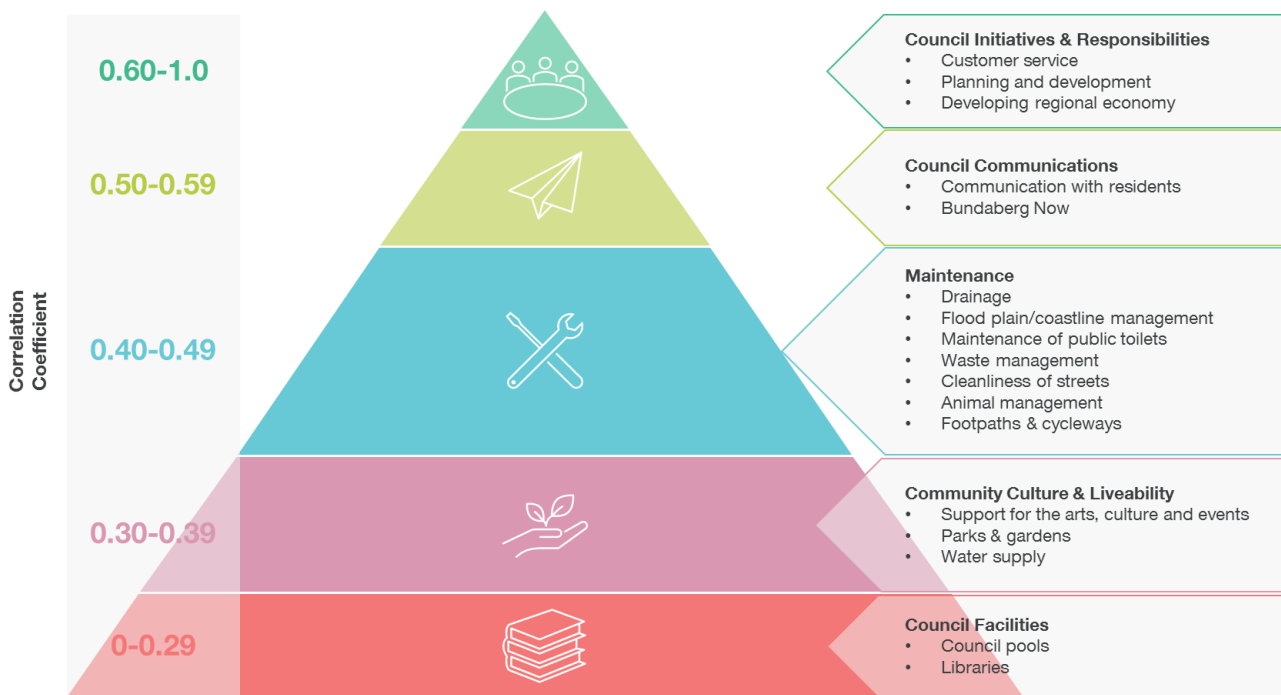
## 4. OVERALL SATISFACTION WITH COUNCIL

Table 9 Overall satisfaction with Council performance – CATI and Online

	CATI (N=450)	ONLINE (N=333)	DIFFERENCES %
Dissatisfied (1-2)	12%	38%	-26%
Neutral (3)	43%	28%	15%
Satisfied (4-5)	45%	34%	10%
Average	3.4	2.9	0.4

Despite rating each facility and services similarly in satisfaction, when it came to overall satisfaction with Council's service, online survey respondents have lower overall satisfaction compared to CATI where dissatisfaction was much higher (12% CATI vs 38% Online), leading to a lower mean score of 2.9 (Table 9). It is important to note here that these differences are statistically significant.

Figure 8 Drivers of overall satisfaction



A visualisation of the results from additional analysis in Figure 8 indicates that the strongest drivers of perception regarding overall satisfaction with Council services are satisfied with its customer service, planning and development and developing the regional economy. Additionally, to a lesser extent, communication with residents include things such as the Bundaberg Now.



## 4. OVERALL SATISFACTION WITH COUNCIL

Figure 9 Reasons for overall satisfaction score

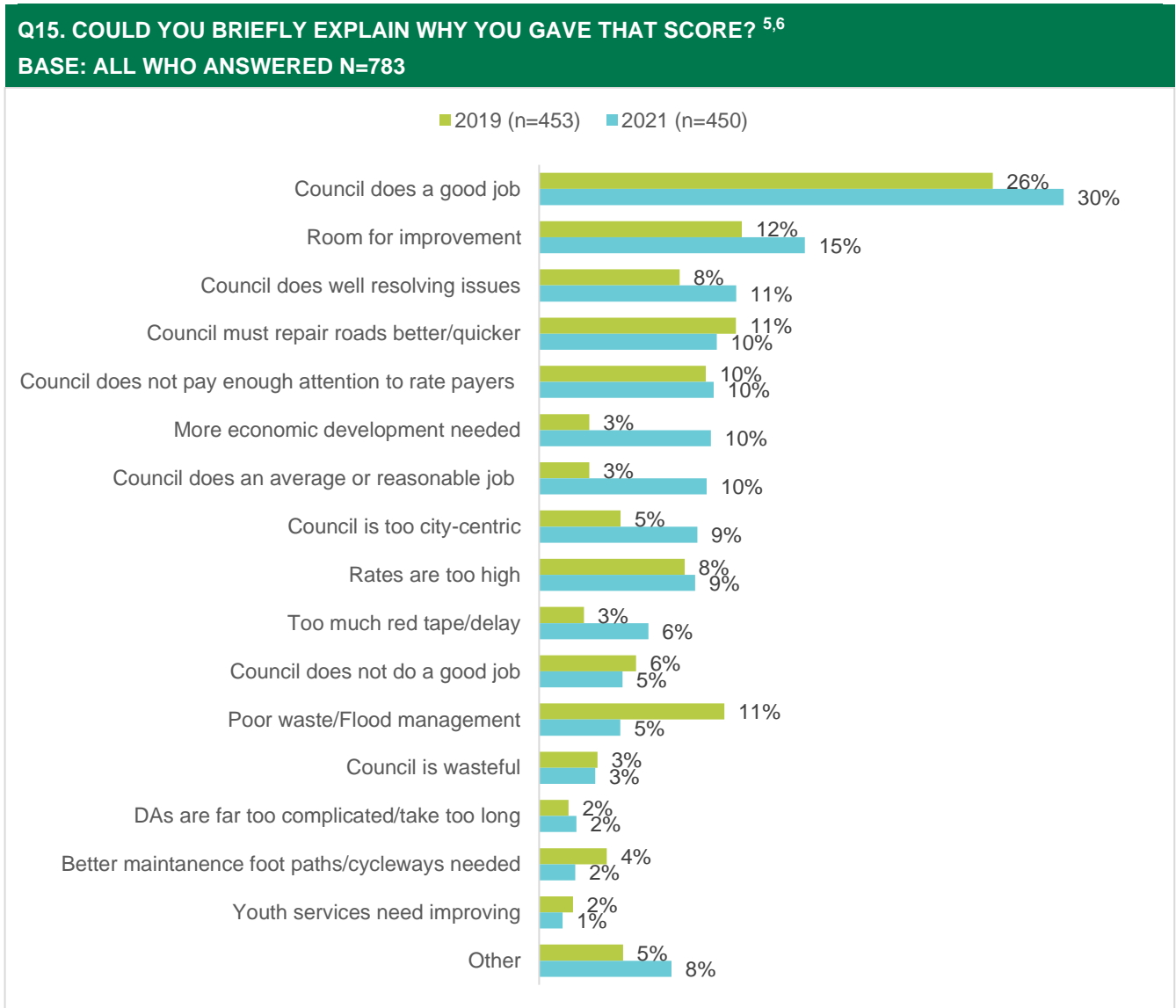


Figure 9 show some differences between the 2019 and 2021 results.

Respondents who gave positive comments were not overly specific when it came to justifying their satisfaction scores, noting instead that Council did a good job generally (30%), did well at resolving issues (15%) or does an average or reasonable job (10%).

Respondents who gave negative comments tended to be more specific. Among the top reasons provided were room to improve (15%), the need for Council to repair roads better or quickly (11%), attention to given to ratepayers (10%), the level of economic development (10%), Council being too city-centric (9%) and rates being too high (9%).

<sup>5</sup> Results shown here are CATI only.

<sup>6</sup> This question was unprompted and allowed for the collection of verbatim responses.





## 4. OVERALL SATISFACTION WITH COUNCIL

Table 10 Reasons for overall satisfaction score – CATI and Online

	CATI (N=450)	ONLINE (N=333)	DIFFERENCE
Council does a good job	30%	19%	11%
Council does well-resolving issues	11%	2%	9%
Council does an average or reasonable job	10%	5%	5%
Room for improvement	15%	12%	3%
Too much red tape/delay	6%	3%	3%
Council is too city-centric	9%	7%	2%
Poor waste/Flood management	5%	3%	2%
DAs are far too complicated/take too long	2%	1%	2%
More economic development needed	10%	8%	1%
Youth services need improving	1%	1%	1%
Other	8%	8%	0%
Council must repair roads better/quicker	10%	11%	0%
Council do not do a good job	5%	8%	-3%
Better maintenance foot paths/cycleways needed	2%	5%	-3%
More regular rubbish collection needed	0%	4%	-4%
Council is wasteful	3%	10%	-6%
Rates are too high	9%	17%	-8%
Council does not pay enough attention to rate payers	10%	20%	-10%

CATI respondents were more likely to respond with positive comments than online respondents (Table 10). They were more likely to say that Council does a good job (30% CATI vs. 19% Online), does well-resolving issues (11% vs. 2%), does an average or reasonable job (10% vs. 5%).

Online respondents were particularly negative compared to CATI respondents and were likely be critical of Councils' lack of attention given to ratepayers (20% Online vs 10% CATI), rates being too high (17% vs. 9%), Council being wasteful (10% vs. 3%) and the frequency of rubbish collection (4% vs. 0%).



## 5. SATISFACTION WITH COUNCIL CONTACT

Following questions on overall satisfaction with Council, respondents were asked a series of questions about their personal dealings with BRC. Residents were first asked whether they had contacted Council in the past twelve months for any reasons other than paying their rates:

Figure 10 Contact with Council in the previous 12 months

**Q17. HAVE YOU CONTACTED THE COUNCIL WITHIN THE PAST 12 MONTHS, OTHER THAN TO MAKE A PAYMENT.**

**BASE: WEIGHTED SAMPLE, BASE N=450, EFFECTIVE SAMPLE N=343**

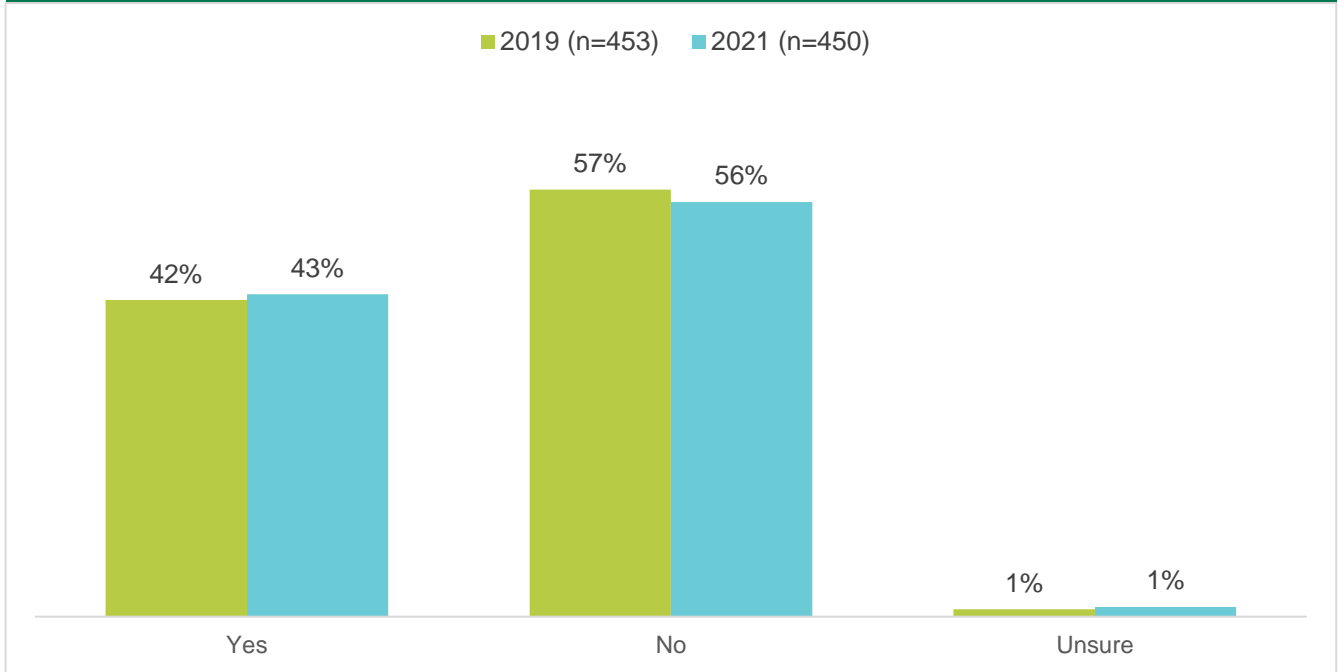
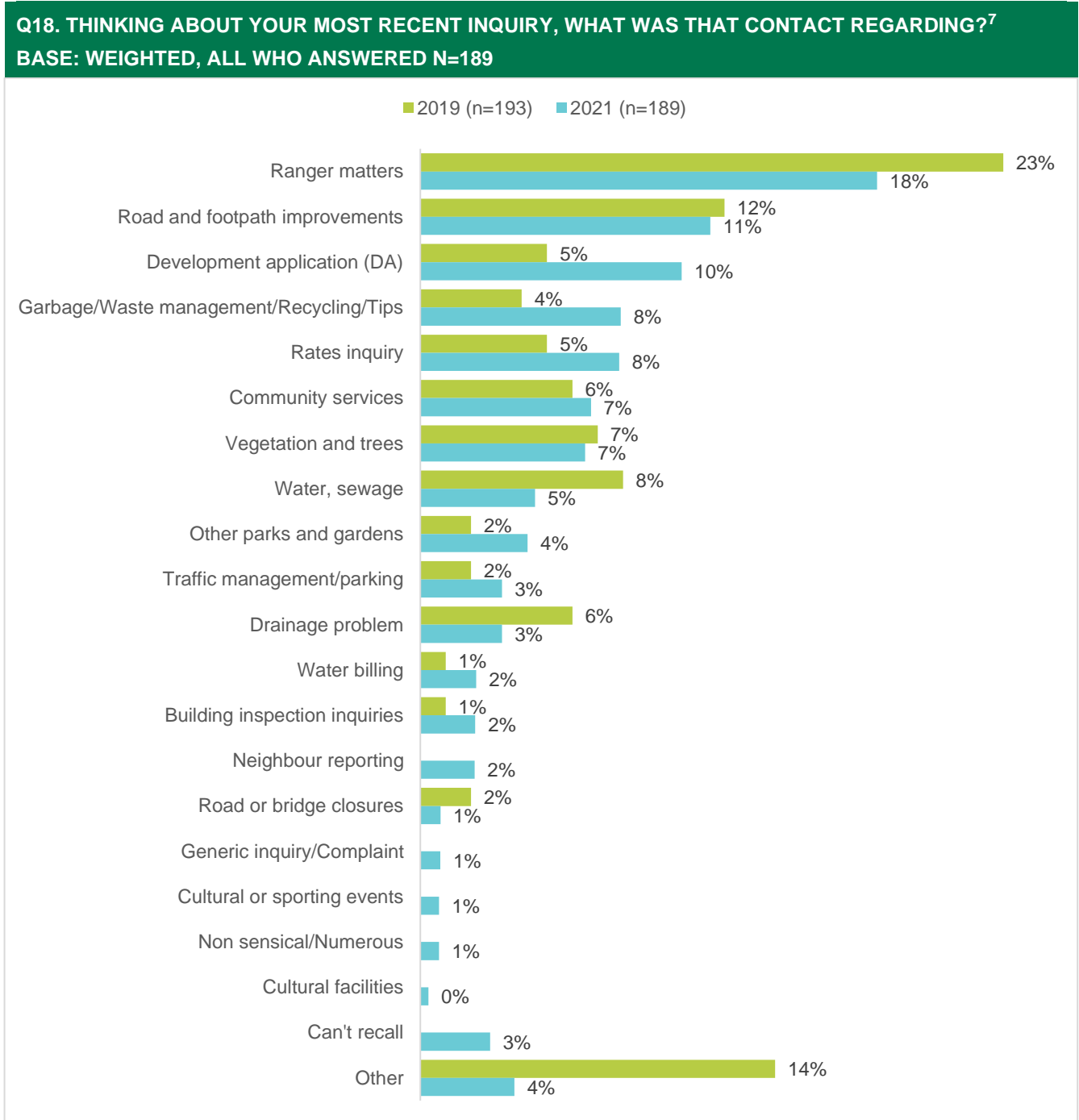


Figure 10 shows a similar proportion of residents had contacted Council across both survey years (43% in 2019 vs. 43% in 2021).



## 5. SATISFACTION WITH COUNCIL CONTACT

Figure 11 Reasons for most recent contact with Council



Comparison between 2019 and 2021 results in Figure 11, show marked differences in reasons for contacting the council.

The most frequently mentioned reason for contacting BRC was as in the 2019 ranger matters (19%), followed by road and footpath improvements (11%), development applications (10%), waste management issues (8%) and rate inquiries (8%).

<sup>7</sup> Other issues (14%) shown in 2019 results were considered highly specific to the individual.



## 5. SATISFACTION WITH COUNCIL CONTACT

Table 11 Reasons for contact with Council

	CATI (N=450)	ONLINE (N=333)	DIFFERENCES %
Development application	14%	7%	8%
Neighbour reporting	4%	0%	4%
Other	6%	2%	4%
Can't recall	4%	1%	3%
Community services	8%	6%	2%
Ranger matters - barking dogs, livestock, etc.	19%	17%	1%
Traffic management/parking	4%	3%	1%
Drainage problem	4%	3%	1%
Road or bridge closures	1%	0%	1%
Water billing	3%	2%	1%
Generic inquiry/Complaint	1%	0%	0%
Cultural facilities	0%	0%	0%
Septic tanks	0%	0%	0%
Library	0%	0%	0%
Vegetation and trees	6%	7%	0%
Building inspection inquiries	2%	2%	0%
Water, sewage	4%	5%	0%
Cultural or sporting events	0%	1%	-1%
Non sensical/Numerous	0%	1%	-1%
Rates inquiry	7%	9%	-2%
Waste management	6%	10%	-4%
Other parks and gardens	1%	8%	-7%
Road and footpath improvements	7%	16%	-9%

By magnitude, large differences were seen between CATI and Online respondents in terms of those respondents contacting the Council about developing development applications (14% CATI vs. 7% Online), and road and footpath improvements (7% vs. 16%) and other parks and gardens (7% vs. 8%)

Significant differences were seen among CATI and Online respondents regarding neighbour reporting (4% CATI vs 0%) and other parks and gardens (1% vs. 8%) (Table 11).



## 5. SATISFACTION WITH COUNCIL CONTACT

Figure 12 Number of contacts with Council before issue resolved

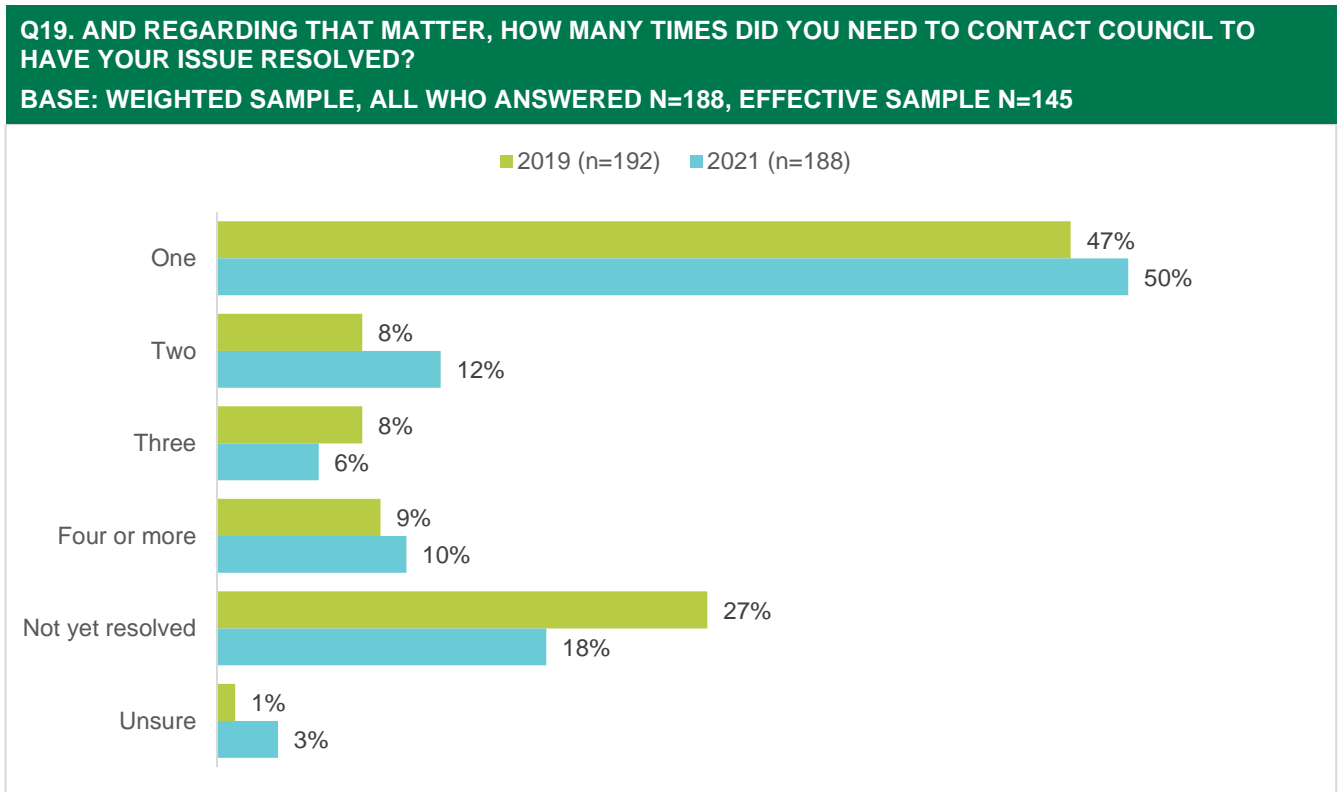


Figure 12 show 2019 results follow a similar trend to results in 2021.

Exactly half of the respondents surveyed who'd contacted BRC, only one contact regarding their most recent issues, while a further 28% contact Council two or more times and 18% had not had their issues resolved yet.

Table 12 Number of contacts with Council before issue resolved – CATI and Online

	CATI (N=450)	ONLINE (N=333)	DIFFERENCE %
<b>One</b>	50%	44%	6%
<b>Two</b>	12%	17%	-5%
<b>Three</b>	6%	8%	-2%
<b>Four or more</b>	10%	8%	3%
<b>Not yet resolved</b>	18%	22%	-4%
<b>Unsure</b>	3%	1%	2%

Table 12 show that slight differences between CATI and Online respondents (taking into consideration a margin of error of  $\pm 4.61\%$ ) the largest differences by magnitude between the surveys was the seen between respondents who had reported one (50% CATI vs. 44% Online) contact versus two (12% vs. 17%).



## 5. SATISFACTION WITH COUNCIL CONTACT

Figure 13 Reason issue considered unresolved

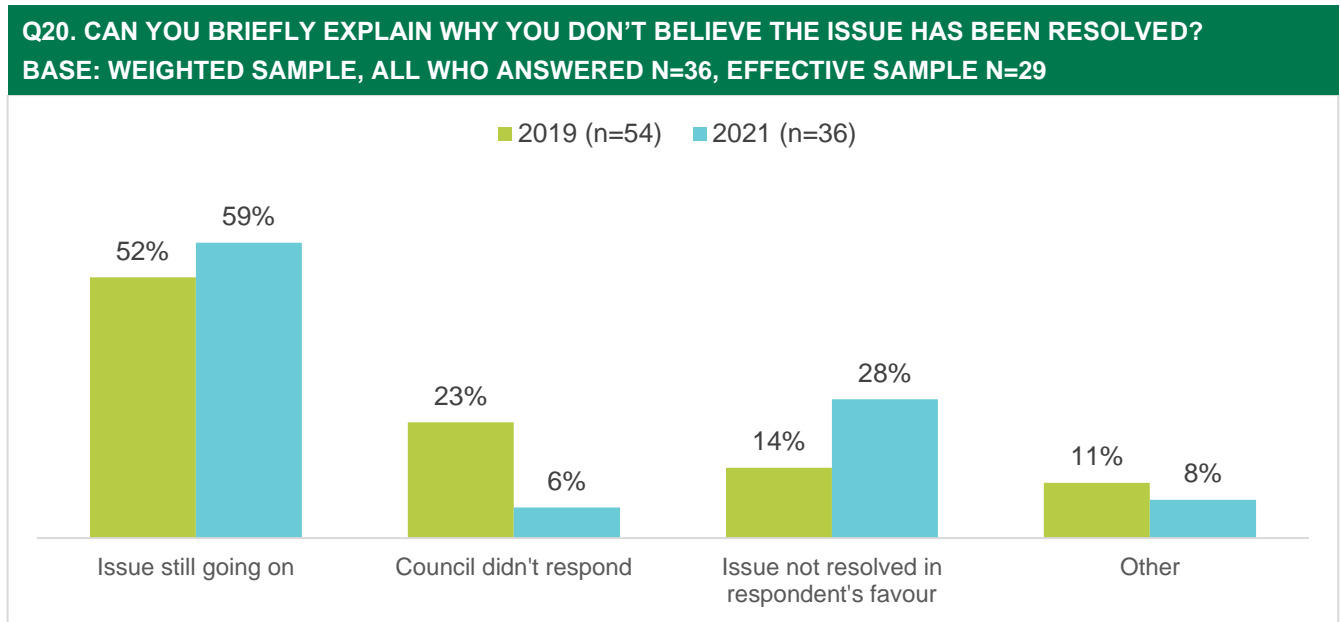


Figure 13 shows the responses from respondents who indicated that their issue was still not resolved, which follow a similar trend to 2019 results.

Over half (59%) of survey respondents indicated that their issue was ongoing and over a quarter (28%) indicated that the issue was not resolved in their favour. Notably, only 6% claimed that Council did not respond to their enquiry – a 17% decrease since 2019.



## 5. SATISFACTION WITH COUNCIL CONTACT

Figure 14 How contact with Council was made

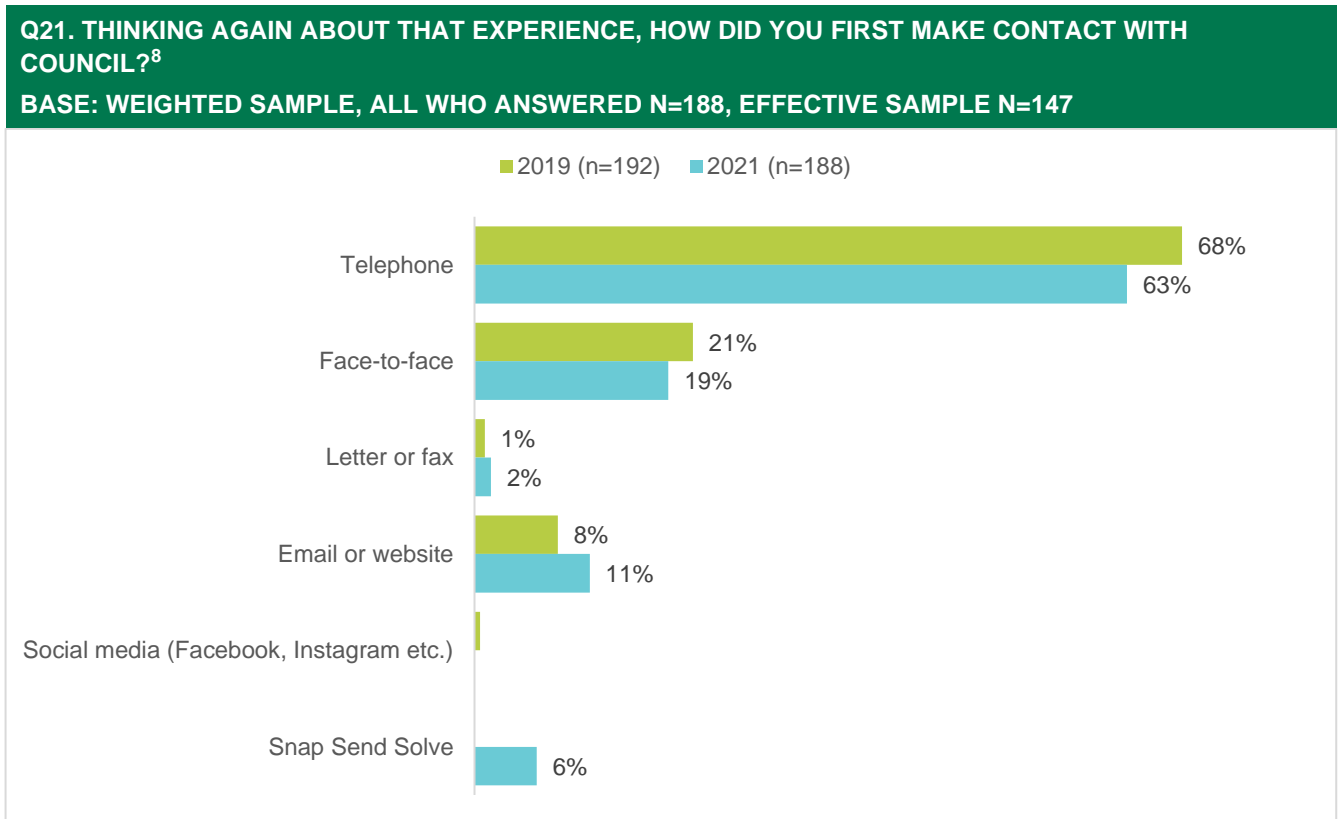


Figure 14 show that modes used to contact BRC have remained essentially the same since 2019.

Telephone continues to be the dominant mode of contact, even with a 5% decrease since 2019. This was followed by face-to-face which also saw a decrease of 2% since 2019. Corresponding increases were seen in the proportion of respondents using the BRC email or website (11% up by 3%) and the Snap, Send, Solve app (6% up by 6%) to reach BRC.

Table 13 How contact with Council was made – CATI and Online

	CATI (N=450)	ONLINE (N=278)	DIFFERENCE (%)
Telephone	63%	48%	15%
Face-to-face	19%	10%	9%
Letter or fax	2%	0%	1%
Social media (Facebook, Instagram etc.)	0%	1%	-1%
Snap Send Solve	6%	10%	-4%
Email or website	11%	18%	-7%
Unsure	0%	12%	-12%

<sup>8</sup> Please that no data label provided for social media, which returned result less than 1%.



## 5. SATISFACTION WITH COUNCIL CONTACT

Comparison between CATI and Online results in Table 13 show significant differences between those who contacted Council by telephone (63% CATI vs. 48% Online), face-to-face (19% vs. 10%) and those who were unsure (0% vs. 12%).

Figure 15 Satisfaction with Council handling of the inquiry

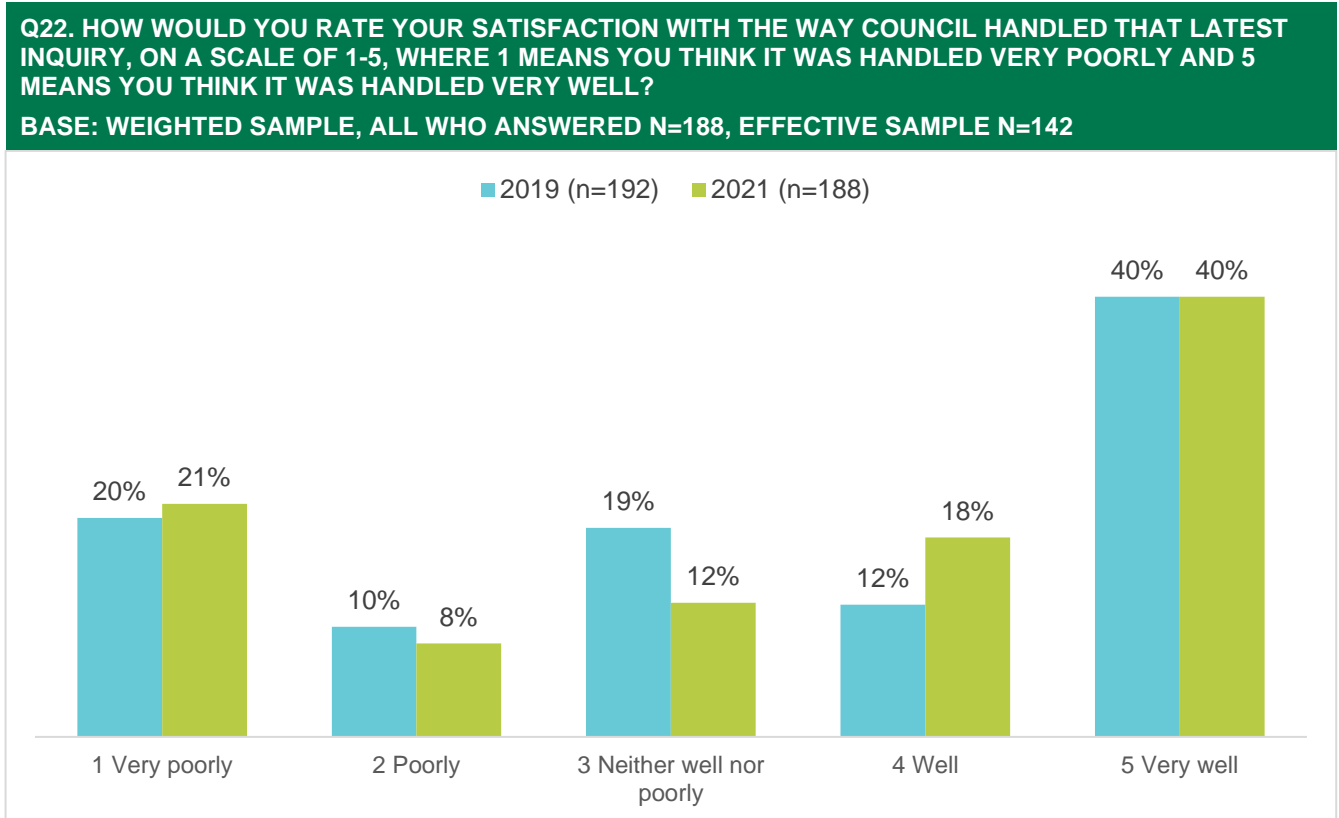


Figure 15 show results for satisfaction with the Council’s handling of the inquiry follows a similar trend to 2019 results.

Over half (58%) indicated that their most recent enquiry was handled well (rating of 4 or 5) and 29% poorly (rating of 1 or 2). The corresponding Net Satisfaction Rating (handled poorly total subtracted from handled well total) was +28% and mean satisfaction rating of 3.47 (an increase of 0.05 since 2019)(Table 14). This suggests that more residents are satisfied with their interaction with Council than those who feel disappointed by their contact experience.

Table 14 Mean satisfaction scores for handling of the inquiry

	2019 (N=192)	2021 (N=188)
<b>Mean</b>	3.42	3.47
<b>NSR</b>	22%	28%





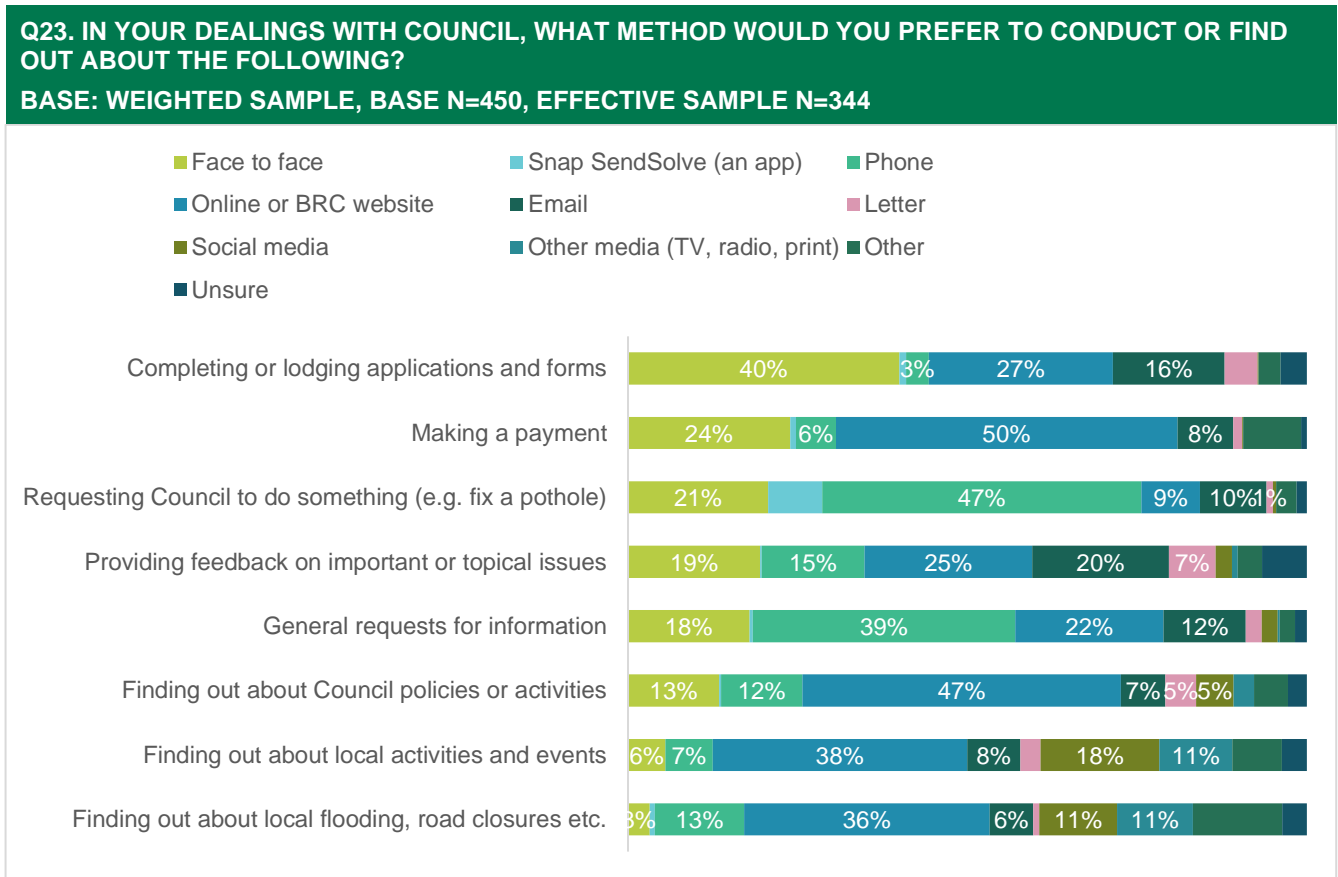
## 5. SATISFACTION WITH COUNCIL CONTACT

Table 15 Satisfaction with handling of the inquiry – CATI and Online

	CATI (N=188)	ONLINE (N=278)	DIFFERENCES (%)
Poorly	30%	29%	6%
Neutral	12%	24%	-6%
Well	58%	47%	-12%
Average	3.47	3.28	0.19

A comparison between CATI and Online results show significant differences between those who gave a rating of ‘well’ (58% CATI vs. 47% Online) and ‘neutral’ (12% vs. 24%).

Figure 16 Preferred mode of contact for different inquiries (2021 only)



The top three most popular ways to reach BRC are face-to-face, online or via the BRC website and the phone (Figure 16).

Face-to-face is preferred for completing or lodging applications and forms (40%), when making a payment (24%) or requesting Council to do something (21%). Online or via the BRC website is preferred for making a payment (50%), finding out about policies or activities (47%) and finding out about local activities and events (38%). The phone is favoured for requesting Council to do something (47%) and making general requests for information (39%).



## 5. SATISFACTION WITH COUNCIL CONTACT

Significant differences are present among some of the different demographic groups for the top three most popular modes of contact (Table 16).

Face-to-face was preferred for almost all types of inquiries for those 60+ and males to request for Council to do something or for information.

Online and via the BRC website was preferred by people 18-39 for requesting Council to do something or for information. People 40-59 were more likely compared to other groups to use the website for finding out about Council policies and activities.

The phone was also popular among people 60+ for things finding out information on policies and activities, local events and activities and things like flooding and road closures. It was also popular among females who were likely to phone Council for information.



## 5. SATISFACTION WITH COUNCIL CONTACT

Table 16 Preferred mode of contact for different inquiries (2021 only)

	AGE			GENDER		LOCATION	
	18-39	40-59	60+	MALE	Female	Bundaberg	Other
<b>Face to face</b>							
Making a payment	14%	31%	56%	50%	50%	44%	56%
Requesting Council to do something (e.g. fix a pothole)	12%	26%	62%	65%	35%	34%	66%
Completing or lodging applications and forms	13%	34%	53%	50%	50%	37%	63%
Providing feedback on important or topical issues	8%	31%	61%	57%	43%	39%	61%
General requests for information	10%	26%	64%	65%	35%	34%	66%
Finding out about Council policies or activities	21%	15%	65%	62%	38%	39%	61%
Finding out about local activities and events	11%	14%	76%	64%	36%	28%	72%
Finding out about local flooding, road closures etc.	0%	32%	68%	68%	32%	28%	72%
<b>Online or BRC website</b>							
Making a payment	31%	39%	30%	47%	53%	39%	61%
Requesting Council to do something (e.g. fix a pothole)	62%	26%	12%	41%	59%	43%	57%
Completing or lodging applications and forms	38%	41%	22%	44%	56%	45%	55%
Providing feedback on important or topical issues	39%	43%	19%	40%	60%	43%	57%
General requests for information	46%	33%	21%	54%	46%	45%	55%
Finding out about Council policies or activities	35%	43%	22%	47%	53%	42%	58%
Finding out about local activities and events	33%	42%	25%	46%	54%	43%	57%
Finding out about local flooding, road closures etc.	34%	38%	28%	43%	57%	42%	58%
<b>Phone</b>							
Making a payment	19%	38%	43%	41%	59%	50%	50%
Requesting Council to do something (e.g. fix a pothole)	21%	38%	41%	40%	60%	42%	58%
Completing or lodging applications and forms	15%	22%	63%	46%	54%	37%	63%
Providing feedback on important or topical issues	25%	28%	47%	50%	50%	32%	68%
General requests for information	20%	37%	43%	35%	65%	42%	58%
Finding out about Council policies or activities	4%	27%	69%	35%	65%	46%	54%
Finding out about local activities and events	14%	14%	72%	32%	68%	50%	50%
Finding out about local flooding, road closures etc.	13%	21%	66%	45%	55%	42%	58%



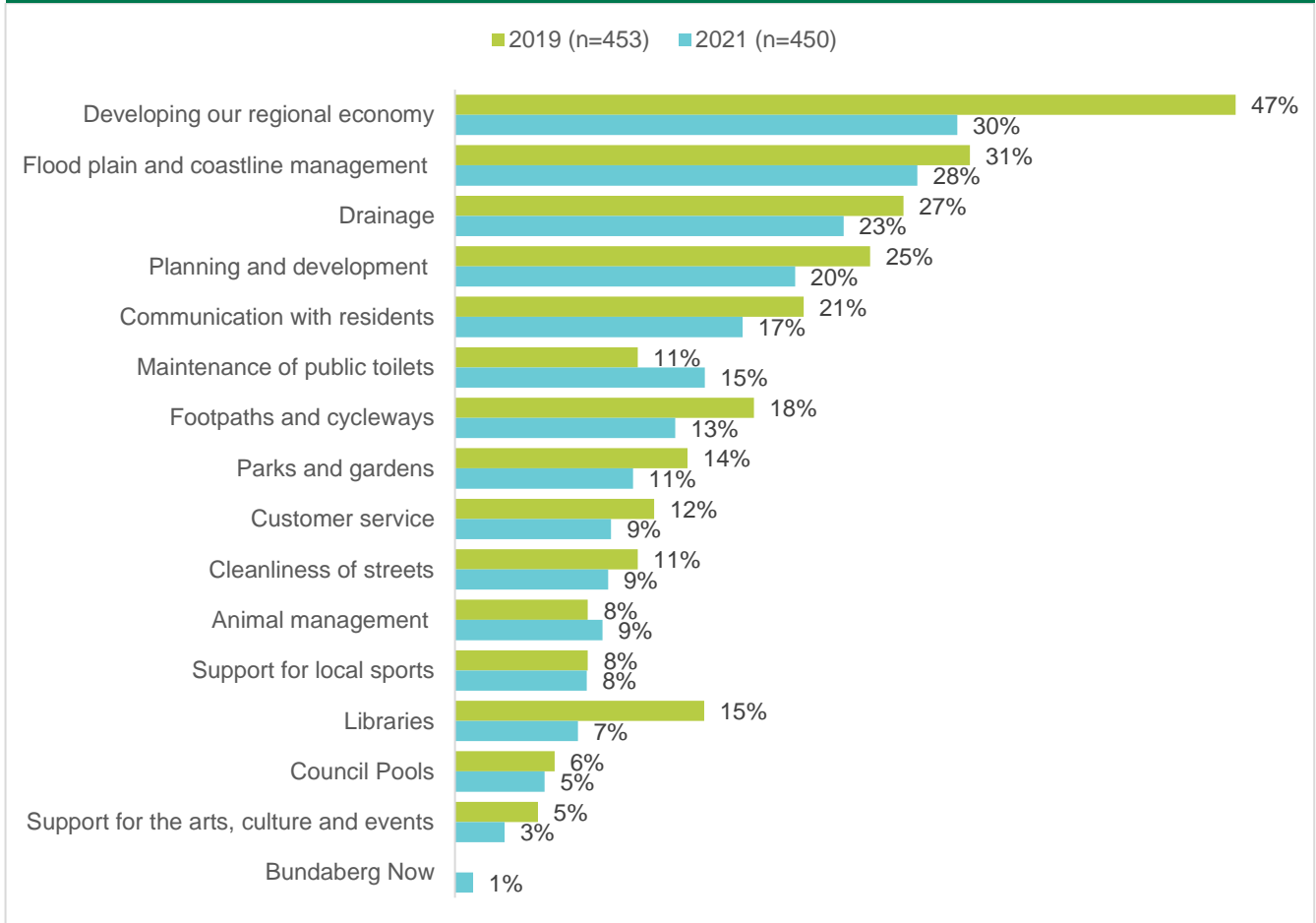
## 6. RESIDENT FEEDBACK AND FUTURE PRIORITIES

In contrast to the 2019 survey, where the final series of questions explored ideas for adding to residents' quality of life, the 2021 survey explored residents' priorities and preferences regarding divisions within the Bundaberg municipality.

Figure 17 Important use of resources

**Q16. YOU RATED THE FOLLOWING SERVICES AS BEING OF CRITICAL IMPORTANCE. ONCE I READ THE LIST BACK TO YOU, COULD YOU TELL ME WHICH YOU SEE AS BEING THE 3 MOST IMPORTANT USES OF COUNCIL RESOURCES?**

**BASE: WEIGHTED SAMPLE, BASE N=450, EFFECTIVE SAMPLE N=348**



Except for libraries, the results in Figure 17 show that 2021 results follow a similar trend to 2019 results.

Notably, the facilities and services considered a high priority among the respondents remained the same as in 2019. They were, developing the regional economy (30%), flood plain and coastline management (28%), drainage (23%), planning development (20%) and communication with residents (17%).



## 6. RESIDENT FEEDBACK AND FUTURE PRIORITIES

Table 17 Important use of resources – CATI and Online

	CATI (N=450)	ONLINE (N=333)	DIFFERENCES %
Council Pools	5%	0%	5%
Support for local sports	8%	4%	4%
Maintenance of public toilets	15%	12%	3%
Libraries	7%	8%	0%
Animal management	9%	9%	0%
Cleanliness of streets	9%	13%	-3%
Customer service	9%	14%	-4%
Bundaberg Now	1%	7%	-6%
Support for the arts, culture and events	3%	10%	-7%
Flood plain and coastline management	28%	35%	-8%
Planning and development	20%	29%	-8%
Footpaths and cycleways	13%	22%	-9%
Drainage	23%	35%	-12%
Communication with residents	17%	30%	-12%
Parks and gardens	11%	24%	-13%
Developing our regional economy	30%	50%	-19%

Table 17 shows some significant differences between CATI and Online responses and show that the top five priorities remained the same and we much more pronounced among Online respondents.



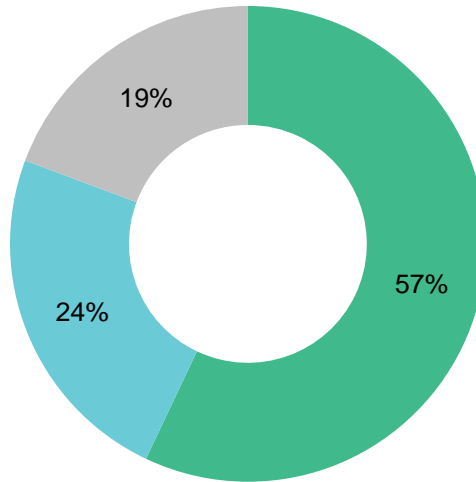
## 6. RESIDENT FEEDBACK AND FUTURE PRIORITIES

Figure 18 Resident’s preference regarding divisions

**Q25. THE BUNDABERG REGION CURRENTLY HAS 10 COUNCILLORS REPRESENTING 10 DIVISIONS AND A MAYOR ELECTED BY THE ENTIRE REGION. DO YOU THINK BUNDABERG REGIONAL COUNCIL SHOULD CONTINUE WITH DIVISIONS OR BECOME AN UNDIVIDED COUNCIL?<sup>9</sup>**

**BASE: WEIGHTED SAMPLE, BASE N=450, EFFECTIVE SAMPLE N=329**

■ Continue with divisions   ■ Undivided Council (i.e. remove divisions)   ■ Unsure



More than half of respondents indicated a preference for retaining the 10 existing divisions (57%) (Figure 18). A further 24% preferred an undivided Council and the remaining 19% were unsure.

Table 18 Resident's preferences regarding divisions CATI and Online

COLUMN %	CATI (N=450)	ONLINE (N=333)	DIFFERENCES %
Continue with divisions	57%	44%	14%
Undivided Council (i.e. remove divisions)	24%	32%	-8%
Unsure	19%	25%	-5%

Comparison between CATI and Online surveys show significant differences (Table 18). CATI respondents were more likely to indicate a preference compared to Online respondents.

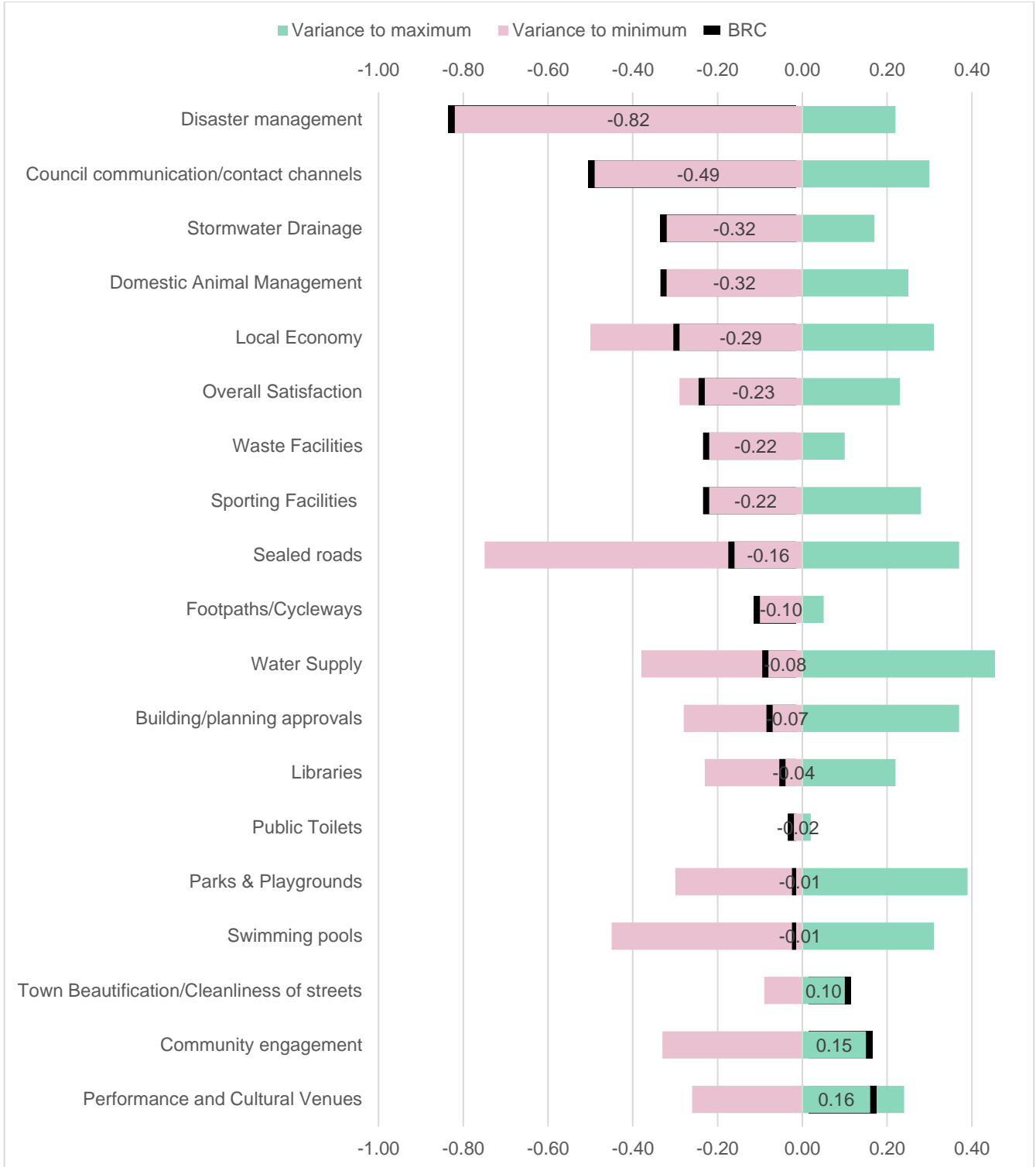
<sup>9</sup> No historical data available for this question, which was introduced in this most recent survey.



## 7. BENCHMARKING

Taverner Research Group maintain a database of satisfaction scores for eight regional QLD councils. Figure 19 shows how Bundaberg Regional Council's performance compares to its regional peers.

Figure 19 Council's relative performance scores



In each case, the length of green and red bars shows the degree of the variance in satisfaction scores between the different councils. For example, there is much higher variation in Council-wide scores for water supply than there is for footpaths and cycleways.



## 7. BENCHMARKING

BRC's relative performance scores for each facility and service included in this survey is marked in black, relative to the overall mean for that facility or service. So again, as an example, on the provision of maintenance for public toilets, BRC's mean score mirrors that of the mean for all councils combined.

Results indicate BRC's mean satisfaction rating was lower than some other councils on most measures. However, it was above the overall mean for facilities and services such as support for town beautification/cleanliness of streets, community engagement and performance and Cultural Venues (this confirms the positive satisfaction results BRC received for handling inquiries seen in Figure 15).



## 8. APPENDICES

### 8.1. APPENDIX A: CATI SURVEY QUESTIONNAIRE

**NB ALL QUESTIONS SINGLE RESPONSE UNLESS NOTED OTHERWISE**

**Q1. Good afternoon/evening, my name is (name) and I am calling from Taverner Research on behalf of the Bundaberg Regional Council. Council has commissioned us to conduct a short telephone survey to help them understand residents' priorities and satisfaction with a number of Council services.**

**For this survey, I need to speak with a resident aged 18 years or over. The survey takes around no more than 15 minutes, all information you provide would be confidential, and we are not trying to sell anything. Would you be willing to assist us by completing a brief survey for Council this afternoon/evening?**

*INTERVIEWER NOTE: Offer a CALL BACK if inconvenient time. If still NO, ask if there is any other adult's home who may be willing to do the survey. If they wish to check the validity of the poll, ask them to call Council's Customer Service Centre on 1300 883 699.*

**Q3. Before we commence I just have a few quick qualifying questions. Firstly can you confirm that you live in the Bundaberg Regional Council area?**

*INTERVIEWER NOTE: If unsure ask which is their local Council.*

1. Yes
2. No, I'm sorry but you have to be living in the Bundaberg Regional Council area to participate in this survey. Thank you for your time.

**Q5. Are you currently a Bundaberg Regional Council councillor, or employed by Bundaberg Regional Council?**

1. Yes, I'm sorry, but Councilors and Council staff do not qualify to participate in this survey. Thank you for your time.
2. No

**Q7. Would your age be between **READOUT****

1. 18-39
2. 40-59
3. 60+

**Q26. Gender?**

*INTERVIEWER NOTE: DO NOT READ*

1. Male
2. Female

**Q8. How long have you lived in the Bundaberg Regional Council area? **AID IF NECESSARY****

1. Less than 1 year
2. 1-5 years
3. 6-10 years

## 8. APPENDICES

4. More than 10 years

### Q9. Which town or village do you live in or nearest to?

*INTERVIEWER NOTE: Bundaberg has numerous suburbs, which should be ticked as Bundaberg. These include Kepnock, Kalkie, Bundaberg North, Bundaberg East, Bundaberg South, Milbank, Svensson Heights, Norville, Branyan, Ashfield and Avenell Heights.*

*IF NOT SURE, ASK IF IT IS A SUBURB OF BUNDABERG*

*DO NOT USE OTHER SPECIFY OPTION UNLESS ABSOLUTELY NECESSARY*

1. Bundaberg
2. Childers
3. Gin Gin
4. Bargara
5. Moore Park Beach
6. Coral Cove
7. Elliott Heads
8. Burnett Heads
9. Woodgate
10. Buxton
11. Other (specify)

### Q10. May I have your first name for the survey?

*INTERVIEWER NOTE: If respondent uneasy, assure that this is only so we can refer to them by name.*

1. Answer

**Q11. To get us underway [Q10], can you please rate your satisfaction with the following Council facilities or services? we'll use a scale of 1-5, where 1 means you think it is very poor, and 5 means you think it is excellent. We only want you to rate the services you use, so if not just say "not applicable". And please only answer with a number from 1-5 as we can't take any comments here. So first we have: **READOUT****

1. Flood plain and coastline management (including erosion and sea-level rise)
2. Cleanliness of streets
3. Maintenance of public toilets
4. Footpaths and cycleways
5. Libraries
6. Parks and gardens
7. Support for the arts, culture, and events
8. Developing our regional economy
9. Animal management (dog control and registrations)
10. Council Pools
11. Planning and development (e.g., processing and approvals)
12. Support for local sports

## 8. APPENDICES

13. Water supply (including wastewater)
14. Maintenance of roads
15. Waste management
16. Drainage
17. Bundaberg Now (website, FB. Email)
18. Customer service
19. Communication with residents

1. Very poor
2. 2
3. 3
4. 4
5. 5 Excellent
6. NA

**Q12. Thanks very much [Q10]. I'm now going to go back through that list, and ask how IMPORTANT you think those facilities and services are to you or other members of your immediate family. Again we'll use a 5-point scale, where 1 is unimportant, 4 is very important and 5 is critical.**

*INTERVIEWER NOTE: Encourage 1 to 5 answers only. Critical is something they definitely cannot live without, remind them of this if all 5's are being given on answers.*

1. Flood plain and coastline management (including erosion and sea-level rise)
2. Cleanliness of streets
3. Maintenance of public toilets
4. Footpaths and cycleways
5. Libraries
6. Parks and gardens
7. Support for the arts, culture and events
8. Developing our regional economy
9. Animal management (dog control and registrations)
10. Council Pools
11. Planning and development (e.g. processing and approvals)
12. Bundaberg Now (website, FB. Email)
13. Support for local sports
14. Drainage
15. Customer service
16. Communication with residents
17. Maintenance of roads
18. Water supply (including wastewater)
19. Waste management

1. Very unimportant
2. Quite unimportant
3. Neither important nor unimportant

## 8. APPENDICES

4. Important
5. Critical

**Q14. Thanks [Q10], now could you please rate your satisfaction with Council's overall performance on a scale of 1-5, where 1 means you are very dissatisfied, and 5 means you are very satisfied.**

*INTERVIEWER NOTE: Confirm rating if necessary*

1. 1 Very dissatisfied
2. 2
3. 3
4. 4
5. 5 Very satisfied

**Q15. Could you briefly explain why you gave that score?**

*PROBE FULLY RECORD VERBATIM*

*FOR ANY SERVICES RATED AS CRITICAL IMPORTANCE (CODE 5 Q12) ASK Q16*

**Q16. You rated the following services as being of critical importance. Once I read the list back to you, could you tell me which you see as being the 3 most important uses of council resources?**

*DP: EXCLUDE road maintenance, water supply, and waste management regardless of rating*

*INTERVIEWER NOTE: IF ASKED WHY ROAD MAINTENANCE, WATER SUPPLY AND WASTE MANAGEMENT WERE NOT READ OUT SAY: We know from previous surveys that these are always critical and would like to see what else is important.*

1. Flood plain and coastline management (including erosion and sea-level rise)
2. Cleanliness of streets
3. Maintenance of public toilets
4. Footpaths and cycleways
5. Libraries
6. Parks and gardens
7. Support for the arts, culture and events
8. Developing our regional economy
9. Animal management (dog control and registrations)
10. Council Pools
11. Planning and development (e.g. processing and approvals)
12. Support for local sports
13. Drainage
14. Customer service
15. Bundaberg Now
16. Communication with residents

## 8. APPENDICES

**Q17. Now [Q10], have you contacted Council within the past 12 months, other than to make a payment.**

1. Yes
2. No
3. Unsure

*IF YES (Q17=1) ASK Q18. REST SKIP TO Q23*

**Q18. Thinking about your most recent inquiry, what was that contact regarding?**

*DO NOT AID*

*INTERVIEWER NOTE: If they say 'Chatting to a councillor' or similar, note this in OTHER and briefly record what it was concerning.*

1. Garbage/Waste management/Recycling/Tips
2. Development application (DA)
3. Building inspection inquiries
4. Rates inquiry
5. Water billing
6. Water, sewage
7. Septic tanks
8. Drainage problem
9. Community services (availability of facilities, grants for projects, community events, aged and disabled services etc.)
10. Ranger matters - barking dogs, livestock, etc.
11. Vegetation and trees - e.g. requesting council to clear vegetation or mow grass
12. Other parks and gardens
13. Road and footpath improvements
14. Library
15. Cultural facilities
16. Cultural or sporting events
17. Traffic management/parking
18. Road or bridge closures
19. Can't recall
20. OTHER (specify)

**Q19. And regarding that matter, how many times did you need to contact Council to have your issue resolved? *DO NOT AID***

1. One
2. Two
3. Three
4. Four or more
5. Not yet resolved
6. Unsure

## 8. APPENDICES

*IF NOT YET RESOLVED (Q19=5) ASK Q20. REST TO Q21*

**Q20. Can you briefly explain why you don't believe the issue has been resolved?**

*DO NOT AID ACCEPT MULTIPLES*

1. Issue still ongoing
2. Council didn't respond
3. Issue not resolved in respondent's favour
4. OTHER

**Q21. Thinking again about that experience, how did you first make contact with Council?**

*DO NOT AID SINGLE RESPONSE*

1. Telephone
2. Face-to-face
3. Letter or fax
4. Email or website
5. Unsure
6. Social media (Facebook, Instagram etc.)
7. Snap Send Solve

**Q22. And how would you rate your satisfaction with the way Council handled that latest inquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well? DO NOT AID**

1. Very poorly
2. Poorly
3. Neither well nor poorly
4. Well
5. Very well

*ASK ALL*

**Q23. In your dealings with Council, what method would you prefer to conduct or find out about the following? READOUT**

1. Making a payment
2. Requesting Council to do something (e.g. fix a pothole)
3. Completing or lodging applications and forms
4. Providing feedback on important or topical issues
5. General requests for information
6. Finding out about Council policies or activities
7. Finding out about local activities and events
8. Finding out about local flooding, road closures etc.

1. Face to face
2. Snap SendSolve (an app)
3. Phone

## 8. APPENDICES

4. Online or BRC website
5. Email
6. Letter
7. Social media (Facebook, Insta etc)
8. Other media (TV, radio, newspapers)
9. Other
10. Unsure

**Q24. [Q10], have you seen anything when travelling to other places that you think would work well in the Bundaberg region, or add to the quality of life in your region?**

*INTERVIEWER NOTE: IF RESPONDENT IS NOT SURE WHAT WE MEAN SAY: It could be a facility or venue etc. Can be anything at all*

*PROBE FULLY RECORD VERBATIM*

1. Answer

**Q25. The Bundaberg Region currently has 10 Councillors representing 10 divisions and a Mayor elected by the entire region. Do you think Bundaberg Regional Council should continue with Divisions or become an undivided Council? DO NOT AID**

*SINGLE RESPONSE*

1. Continue with divisions
2. Undivided Council (i.e. remove divisions)
3. Unsure

**Q27. And finally, a couple of demographic questions to finish off. Firstly, Are you a ratepayer in the Bundaberg Regional Council area?**

1. Yes
2. No

**Q28. And finally, what is your current employment status?**

*INTERVIEWER NOTE: If respondent has more than one, pick the main one*

1. Employed full-time
2. Employed part-time
3. Seeking work
4. Not seeking work (retired, student etc.)
5. OTHER

**Q29. Thank you [Q10], that's the end of the survey. Just to let you know a manager from our office may contact you to confirm this survey was conducted correctly. Thank you again, Council greatly appreciates your feedback. Have a great afternoon/evening.**

SURVEY END

## 8. APPENDICES

### 8.2. APPENDIX B: ONLINE SURVEY QUESTIONNAIRE

**NB ALL QUESTIONS ARE SINGLE RESPONSE UNLESS NOTED OTHERWISE**

**Q1. Thank you for assisting Bundaberg Regional Council with your views. This survey will help Council understand residents' priorities and satisfaction with a range of different Council services.**

**The survey is for residents living in the Bundaberg Regional Council area only, and all answers are confidential. The survey takes less than 10 minutes to complete. Deadline for completion is Monday, October 25<sup>th</sup> at 10 am.**

**To start the survey now please click on the NEXT button below.**

1. Next

**Q9. Which town or village do you live in or nearest to?**

1. Bundaberg (including suburbs)
2. Childers
3. Gin Gin
4. Bargara
5. Moore Park Beach
6. Coral Cove
7. Elliott Heads
8. Burnett Heads
9. Woodgate
10. Buxton
11. Other

**Q7. Into which of the following age ranges would you fall?**

1. 18-39
2. 40-59
3. 60+
4. Prefer not to say

**Q26. With which gender would you identify?**

3. Male
4. Female
5. Non-binary/other
6. Prefer not to say

**Q8. How long have you lived in the Bundaberg Regional Council Area?**

1. Less than 1 year
2. 1-5 years
3. 6-10 years
4. More than 10 years
5. Not a resident



## 8. APPENDICES

6. Prefer not to say

### *SINGLE CHOICE GRID*

**Q11. Please rate your satisfaction with the following Council facilities or services. (NOTE: Please only rate the services you use. For the others, tick “not applicable”).**

***NB PLEASE RANDOMISE THE ORDER OF SERVICES***

### *COLUMNS*

1. Very poor
2. Poor
3. Neither good nor poor
4. Good
5. Excellent
6. Not applicable

### *ROWS*

1. Flood plain and coastline management (including erosion and sea-level rise)
2. Cleanliness of streets
3. Maintenance of public toilets
4. Footpaths and cycleways
5. Libraries
6. Parks and gardens
7. Support for the arts, culture and events
8. Developing our regional economy
9. Animal management (dog control and registrations)
10. Council Pools
11. Planning and development (e.g. processing and approvals)
12. Support for local sports
13. Water supply (including wastewater)
14. Maintenance of roads
15. Waste management
16. Drainage
17. Bundaberg Now
18. Customer service
19. Communication with residents

### *SINGLE CHOICE GRID*

**Q12. Using the same list again, please rate how IMPORTANT you think those same facilities and services are to you or other members of your family.**

***NB PLEASE RANDOMISE THE ORDER OF SERVICES***

### *COLUMNS*

6. Very unimportant
7. Quite unimportant
8. Neither important nor unimportant

## 8. APPENDICES

9. Important
10. Critical

### *ROWS*

20. Flood plain and coastline management (including erosion and sea-level rise)
21. Cleanliness of streets
22. Maintenance of public toilets
23. Footpaths and cycleways
24. Libraries
25. Parks and gardens
26. Support for the arts, culture and events
27. Developing our regional economy
28. Animal management (dog control and registrations)
29. Council Pools
30. Planning and development (e.g. processing and approvals)
31. Bundaberg Now
32. Support for local sports
33. Drainage
34. Customer service
35. Communication with residents
36. Maintenance of roads
37. Water supply (including wastewater)
38. Waste management

### *MULTIPLE RESPONSE*

**Q13. Please select which of the following THREE services you feel are the most important uses of Council resources?**

(NOTE: The list excludes maintenance of roads, water supply and waste management, as Council knows these are of critical importance to the community and would like to know what OTHER THREE services are of greatest importance).

### *PLEASE RANDOMISE AND ALLOW THREE CHOICES ONLY*

1. Flood plain and coastline management (including erosion and sea-level rise)
2. Cleanliness of streets
3. Maintenance of public toilets
4. Footpaths and cycleways
5. Libraries
6. Parks and gardens
7. Support for the arts, culture and events
8. Developing our regional economy
9. Animal management (dog control and registrations)
10. Planning and development (e.g. processing and approvals)
11. Support for local sports
12. Drainage
13. Customer service

## 8. APPENDICES

14. Communication with residents
15. Bundaberg Now news service

**Q14. Please rate your satisfaction with Council's overall performance.**

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied

**OPEN-ENDED**

**Q15. Can you briefly explain why you gave that score?**

1. Answer

**Q17. Have you contacted Council within the past 12 months, other than to make a payment?**

1. Yes
2. No
3. Unsure

**ASK IF Q17=1, REST TO Q23**

**Q18. Thinking about your most recent inquiry, what was that contact regarding?**

21. Garbage/Waste management/Recycling/Tips
22. Development application (DA)
23. Building inspection inquiries
24. Rates inquiry
25. Water billing
26. Water, sewage
27. Septic tanks
28. Drainage problem
29. Community services (availability of facilities, grants for projects, community events, aged and disabled services etc.)
30. Ranger matters - barking dogs, livestock, etc.
31. Vegetation and trees - e.g. requesting council to clear vegetation or mow grass
32. Other parks and gardens
33. Road and footpath improvements
34. Library
35. Cultural facilities
36. Cultural or sporting events
37. Traffic management/parking
38. Road or bridge closures
39. Can't recall
40. Other

## 8. APPENDICES

**Q19. And regarding that matter, how many times did you need to contact Council to have your issue resolved?**

1. One
2. Two
3. Three
4. Four or more
5. Not yet resolved
6. Unsure

*OPEN-ENDED*

*ASK IF Q19=5*

**Q20. Can you briefly explain why you don't believe the issue has been resolved?**

1. Answer

**Q21. Regarding this experience, how did you first make contact with Council?**

1. Telephone
2. Face-to-face
3. Letter or fax
4. Email or website
5. Social media (Facebook, Instagram etc.)
6. Snap Send Solve
7. Unsure

**Q22. And how would you rate your satisfaction with the way Council handled that latest inquiry?**

6. Very poorly
7. Poorly
8. Neither well nor poorly
9. Well
10. Very well

**Q23. In your dealings with Council, what method would you prefer to conduct or find out about the following?**

*SINGLE RESPONSE PER LINE*

*COLUMN*

1. Face to face
2. Snap Send Solve
3. Phone Online or BRC website
4. Email
5. Letter
6. Social media (Facebook, Insta etc)
7. Other media (TV, radio, newspapers)

## 8. APPENDICES

8. Other
9. Unsure

### *ROW*

1. Making a payment
2. Requesting Council to do something (e.g. fix a pothole)
3. Completing or lodging applications and forms
4. Providing feedback on important or topical issues
5. General requests for information
6. Finding out about Council policies or activities
7. Finding out about local activities and events
8. Finding out about local flooding, road closures etc.

### *OPEN-ENDED*

**Q24. Have you seen anything when travelling to other places that you think would work well in the Bundaberg region, or add to the quality of life in your region? (open answer)**

1. Answer

**Q25. The Bundaberg Region currently has 10 Councillors representing 10 divisions and a Mayor elected by the entire region. Do you think Bundaberg Regional Council should continue with Divisions or become an undivided Council?**

4. Continue with divisions
5. Undivided Council (i.e. remove divisions)
6. Unsure

**Q27. Are you a ratepayer in the Bundaberg Regional Council area?**

3. Yes
4. No

**Q28. And what is your current employment status?**

6. Employed full-time
7. Employed part-time
8. Seeking work
9. Not seeking work (retired, student etc.)
10. OTHER

**Q29. Thank you, that's the end of the survey. Council greatly appreciates your feedback.**

**END**

## 8. APPENDICES

### 8.3. APPENDIX C: WEIGHTING BRC DATA (CALCULATIONS)

Figure 20 Randomly selected survey respondents by age and gender

AGE	MALE	FEMALE
18-39	5.1%	6.4%
40-59	13.1%	18.7%
60+	24.7%	32.0%

Figure 21 Bundaberg adult population by age and gender

AGE	MALE	FEMALE
18-39	13.7%	14.4%
40-59	16.1%	17.2%
60+	18.8%	19.9%
<b>TOTAL</b>	<b>48.51%</b>	<b>51.49%</b>

Source: ABS 2016 Census Data

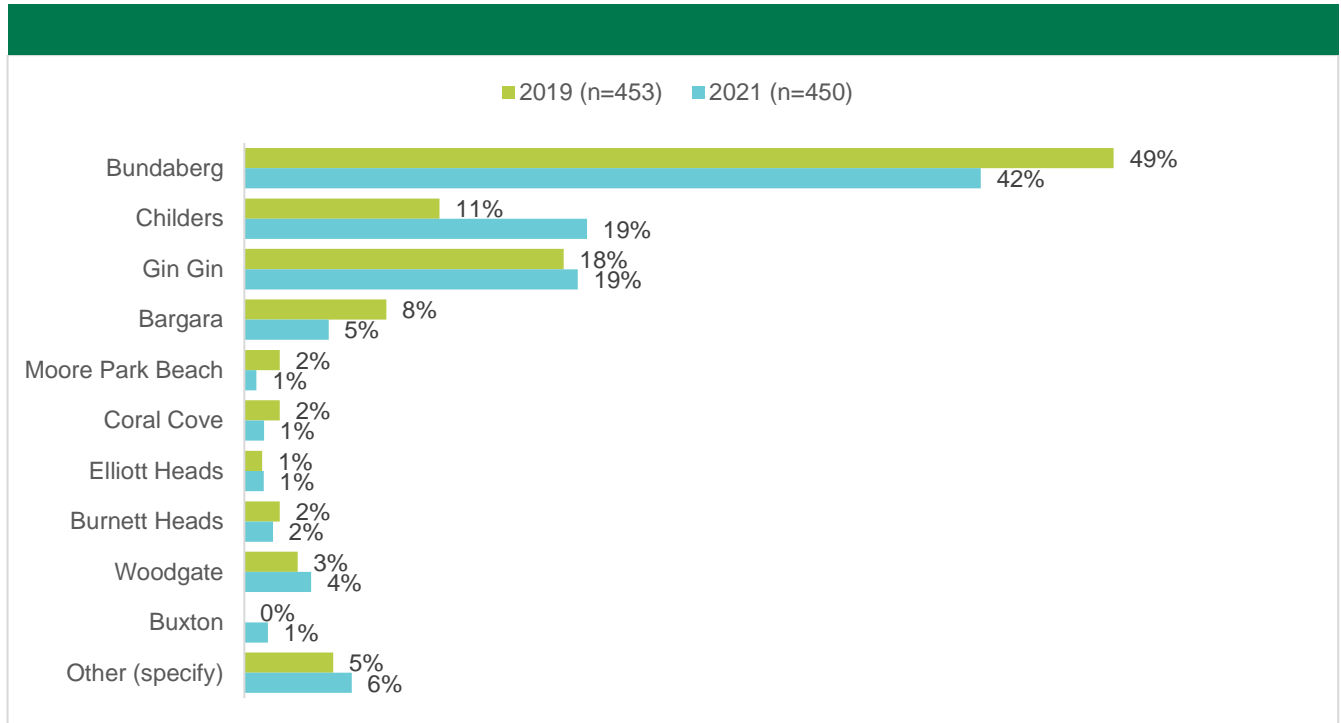
Figure 22 Weighting factor by age and gender

WEIGHTING FACTOR BY AGE AND GENDER		
Age	Male	Female
18-39	2.68	2.23
40-59	1.22	0.92
60+	0.76	0.62

## 8. APPENDICES

### 8.4. APPENDIX D: DETAILED LOCATION OF SURVEYED RESIDENTS

Figure 23 Location distribution of residents surveyed



## 8. APPENDICES

### 8.5. APPENDIX E: DATA TABLES

Q1. Would your age be between

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
18-39	12%	100%	0%	0%	12%	11%	0%	23%	9%	17%	8%	8%	35%
40-59	32%	0%	100%	0%	31%	33%	33%	32%	32%	35%	30%	33%	22%
60+	57%	0%	0%	100%	58%	56%	67%	45%	59%	48%	62%	59%	43%
Prefer not to say (DO NOT READ OUT)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Filter: CATI; Unweighted; base n = 450; 43% filtered out

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q26. [interviewer only] RECORD GENDER

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Male	43%	44%	41%	44%	100%	0%	67%	55%	40%	46%	41%	44%	37%
Female	57%	56%	59%	56%	0%	100%	33%	45%	60%	54%	59%	56%	63%

Filter: CATI; Unweighted; base n = 450; 43% filtered out

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q8. How long have you lived in the Bundaberg Regional Council area?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Less than 1 year	1%	0%	1%	1%	1%	0%	100%	0%	0%	1%	1%	0%	1%
1-5 years	8%	18%	4%	4%	10%	6%	0%	34%	0%	10%	6%	5%	24%
6-10 years	15%	20%	15%	12%	18%	12%	0%	66%	0%	15%	15%	16%	12%
More than 10 years	77%	63%	80%	84%	71%	82%	0%	0%	100%	75%	78%	79%	63%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 344 (76%); 43% filtered out

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



## 8. APPENDICES

Q9. Which town or village do you live in or nearest to?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Bundaberg	42%	56%	42%	31%	44%	39%	47%	44%	41%	100%	0%	38%	60%
Childers	19%	17%	18%	22%	21%	18%	24%	19%	19%	0%	33%	21%	11%
Gin Gin	19%	9%	23%	22%	18%	20%	29%	19%	19%	0%	32%	19%	16%
Bargara	5%	7%	2%	5%	4%	6%	0%	8%	4%	0%	8%	5%	4%
Moore Park Beach	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Coral Cove	1%	2%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%
Elliott Heads	1%	0%	3%	0%	1%	1%	0%	1%	1%	0%	2%	1%	2%
Burnett Heads	2%	2%	1%	2%	2%	1%	0%	0%	2%	0%	3%	2%	0%
Woodgate	4%	0%	1%	9%	3%	4%	0%	1%	4%	0%	6%	4%	1%
Buxton	1%	0%	1%	2%	1%	2%	0%	2%	1%	0%	2%	1%	2%
Other (specify)	6%	7%	6%	5%	4%	8%	0%	4%	7%	0%	10%	6%	4%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 344 (76%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q11. To get us underway [Q10], can you please rate your satisfaction with the following Council facilities or services? we'll use a scale of 1-5, where 1 means you think it is very poor, and 5 means you think it is excellent.

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Flood plain and coastline management (including erosion and s	3.0	3.1	2.9	2.9	3.0	2.9	3.0	2.9	3.0	2.8	3.0	2.9	3.1
Cleanliness of streets	3.8	3.7	3.7	3.9	3.7	3.9	4.4	3.8	3.8	3.7	3.9	3.8	3.8
Maintenance of public toilets	3.4	3.2	3.5	3.6	3.4	3.4	3.4	3.2	3.5	3.1	3.7	3.5	3.2
Footpaths and cycleways	3.4	3.4	3.3	3.5	3.4	3.4	4.8	3.1	3.5	3.3	3.5	3.4	3.3
Libraries	4.2	4.1	4.1	4.4	4.1	4.3	5.0	4.0	4.2	4.0	4.4	4.3	3.9
Parks and gardens	3.9	3.9	3.9	4.1	3.9	4.0	4.3	3.8	4.0	3.9	4.0	3.9	4.0
Support for the arts, culture, and events	3.7	3.7	3.7	3.8	3.6	3.9	4.6	3.6	3.8	3.6	3.8	3.7	3.9
Developing our regional economy	3.1	3.2	2.9	3.3	3.1	3.1	5.0	3.3	3.0	3.1	3.1	3.1	3.3
Animal management (dog control and registrations)	3.2	3.1	3.3	3.3	3.0	3.4	4.0	3.2	3.2	3.3	3.2	3.2	3.4
Council Pools	3.8	3.8	3.9	3.9	3.8	3.8	5.0	3.7	3.9	3.6	4.1	3.8	3.8
Planning and development (e.g., processing and approvals)	3.0	3.1	2.9	3.0	2.8	3.2		3.0	3.0	3.0	3.0	2.9	3.3
Support for local sports	3.6	3.7	3.4	3.8	3.5	3.7		3.6	3.7	3.6	3.7	3.6	3.7
Water supply (including wastewater)	3.6	3.6	3.5	3.8	3.6	3.6	4.7	3.5	3.7	3.6	3.6	3.6	3.9
Maintenance of roads	2.9	2.8	2.7	3.1	2.9	2.9	4.2	3.1	2.9	2.9	2.9	2.9	2.9
Waste management	3.6	3.4	3.4	3.9	3.5	3.7	5.0	3.6	3.6	3.7	3.5	3.6	3.8
Drainage	3.1	3.0	2.9	3.3	3.2	3.0	4.7	2.9	3.1	3.0	3.1	3.1	3.1
Bundaberg Now good news service (website, FB, Email)	3.5	3.6	3.4	3.5	3.3	3.7		3.6	3.5	3.5	3.5	3.5	3.5
Customer service	3.5	3.4	3.4	3.7	3.3	3.7	4.0	3.6	3.5	3.4	3.6	3.4	3.8
Communication with residents	3.0	2.8	2.9	3.1	2.8	3.1	5.0	3.0	2.9	2.9	3.0	2.9	3.2

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = from 41 to 445; total n = 450; 409 missing; effective sample size = 361 (81%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

## 8. APPENDICES

Q12. Thanks very much [Q10]. I'm now going to go back through that list, and ask how IMPORTANT you think those facilities and services are to you or other members of your immediate family.

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Flood plain and coastline management (including erosion and sediment control)	3.9	3.9	4.0	3.9	3.8	4.0	4.0	4.0	3.9	4.0	3.8	4.0	3.7
Cleanliness of streets	4.0	4.0	3.9	4.1	4.0	4.0	3.8	4.1	4.0	4.0	4.0	4.0	4.0
Maintenance of public toilets	4.0	4.0	3.9	4.0	3.9	4.0	3.3	4.0	4.0	4.0	3.9	4.0	3.9
Footpaths and cycleways	3.9	3.8	3.9	3.9	3.7	4.0	4.3	3.9	3.8	3.9	3.8	3.9	3.8
Libraries	3.5	3.4	3.6	3.6	3.4	3.7	3.3	3.4	3.6	3.5	3.6	3.6	3.4
Parks and gardens	3.8	3.9	3.8	3.9	3.7	4.0	4.0	3.8	3.8	3.8	3.9	3.8	4.0
Support for the arts, culture, and events	3.2	3.1	3.3	3.1	3.1	3.3	3.3	3.4	3.1	3.2	3.2	3.2	3.2
Developing our regional economy	4.2	4.3	4.2	4.1	4.2	4.2	4.0	4.1	4.2	4.2	4.2	4.2	4.1
Animal management (dog control and registrations)	3.6	3.7	3.6	3.5	3.5	3.7	3.0	3.8	3.6	3.6	3.6	3.6	3.7
Council Pools	3.3	3.5	3.3	3.2	3.1	3.4	3.0	3.3	3.3	3.3	3.3	3.3	3.3
Planning and development (e.g., processing and approvals)	4.0	4.1	4.1	3.9	4.0	4.0	3.6	3.8	4.1	4.1	4.0	4.1	3.7
Support for local sports	3.0	3.2	2.8	3.0	2.9	3.1	3.0	3.2	2.9	3.2	2.8	2.9	3.2
Water supply (including wastewater)	3.7	3.8	3.7	3.6	3.7	3.7	3.3	3.7	3.7	3.7	3.6	3.7	3.8
Maintenance of roads	4.2	4.3	4.2	4.1	4.1	4.2	4.0	4.1	4.2	4.4	4.0	4.2	4.1
Waste management	4.0	3.9	4.1	4.1	4.0	4.1	3.7	3.8	4.1	4.0	4.1	4.1	3.9
Drainage	4.1	3.9	4.1	4.1	4.0	4.1	3.7	4.0	4.1	4.1	4.0	4.1	3.9
Bundaberg Now good news service (website, FB, Email)	4.5	4.6	4.6	4.4	4.5	4.6	4.0	4.4	4.6	4.5	4.5	4.5	4.4
Customer service	4.1	4.3	4.1	4.0	4.1	4.1	4.8	4.2	4.1	4.4	3.9	4.1	4.1
Communication with residents	4.3	4.3	4.3	4.3	4.3	4.4	4.3	4.3	4.3	4.4	4.3	4.4	4.2

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 372 (83%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q13. Thanks , now could you please rate your satisfaction with Council's overall performance on a scale of 1-5, where 1 means you are very dissatisfied, and 5 means you are very satisfied.

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
1 Very dissatisfied	6.4%	6.4%	6.8%	6.1%	10.2%	2.8%	0.0%	2.6%	7.6%	7.0%	6.0%	6.2%	7.3%
2	6.1%	3.5%	7.0%	7.2%	5.4%	6.7%	0.0%	5.3%	6.4%	6.1%	6.1%	7.3%	0.0%
3	43.0%	42.1%	52.0%	35.9%	43.6%	42.4%	29.2%	48.6%	41.4%	47.2%	40.0%	44.1%	37.5%
4	34.4%	42.4%	27.5%	34.7%	32.7%	36.1%	47.0%	30.6%	35.5%	31.4%	36.6%	31.8%	48.0%
5 Very satisfied	10.1%	5.7%	6.8%	16.2%	8.1%	12.0%	23.8%	12.9%	9.2%	8.3%	11.4%	10.7%	7.3%
Average	3.36	3.37	3.21	3.48	3.23	3.48	3.95	3.46	3.32	3.28	3.41	3.33	3.48

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 349 (78%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

## 8. APPENDICES

Q16. You rated the following services as being of critical importance. Once I read the list back to you, could you tell me which you see as being the 3 most important uses of council resources?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Flood plain and coastline management (including e	28%	28%	26%	29%	24%	32%	0%	35%	26%	26%	29%	29%	23%
Cleanliness of streets	9%	8%	7%	12%	9%	9%	0%	8%	10%	10%	9%	9%	8%
Maintenance of public toilets	15%	15%	11%	19%	15%	16%	0%	11%	16%	16%	14%	15%	17%
Footpaths and cycleways	13%	10%	10%	18%	14%	12%	29%	16%	12%	12%	14%	14%	11%
Libraries	7%	5%	4%	12%	4%	10%	0%	6%	8%	4%	10%	7%	11%
Parks and gardens	11%	11%	9%	12%	9%	13%	0%	7%	12%	11%	10%	10%	14%
Support for the arts, culture and events	3%	2%	4%	3%	3%	3%	0%	4%	3%	3%	3%	3%	3%
Developing our regional economy	30%	36%	32%	24%	31%	30%	0%	33%	30%	33%	28%	31%	25%
Animal management (dog control and registrations)	9%	11%	5%	11%	7%	11%	0%	12%	8%	5%	12%	9%	11%
Council Pools	5%	8%	3%	5%	5%	6%	0%	5%	6%	5%	6%	5%	8%
Planning and development (e.g. processing and app	20%	27%	21%	16%	19%	21%	29%	14%	22%	20%	21%	22%	13%
Bundaberg Now	1%	4%	0%	0%	1%	1%	0%	5%	0%	1%	1%	0%	7%
Support for local sports	8%	10%	11%	4%	8%	7%	0%	12%	7%	9%	7%	6%	16%
Drainage	23%	25%	25%	21%	22%	25%	0%	28%	22%	30%	18%	24%	22%
Customer service	9%	2%	13%	11%	12%	7%	0%	6%	10%	10%	9%	11%	1%
Communication with residents	17%	16%	17%	19%	19%	16%	0%	19%	17%	15%	19%	19%	10%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 344 (77%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q17. Now, have you contacted Council within the past 12 months, other than to make a payment.

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Yes	43%	46%	46%	38%	43%	44%	0%	49%	42%	41%	45%	44%	39%
No	56%	54%	51%	61%	56%	55%	100%	49%	57%	58%	54%	55%	59%
Unsure	1%	0%	3%	1%	2%	1%	0%	1%	1%	1%	2%	1%	2%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 349 (78%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

## 8. APPENDICES

Q18. Thinking about your most recent inquiry, what was that contact regarding?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Garbage/Waste management/Recycling/Tips	5%	8%	4%	4%	3%	7%		9%	4%	9%	3%	6%	0%
Development application (DA)	11%	18%	9%	7%	12%	10%		11%	11%	7%	14%	11%	9%
Building inspection inquiries	2%	0%	1%	4%	2%	2%		1%	2%	1%	2%	2%	3%
Rates inquiry	6%	8%	6%	6%	2%	10%		4%	7%	11%	3%	6%	8%
Water billing	1%	0%	0%	2%	2%	0%		0%	1%	2%	0%	1%	0%
Water, sewage	4%	0%	5%	6%	6%	2%		6%	3%	4%	4%	5%	0%
Septic tanks	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Drainage problem	2%	0%	1%	3%	2%	2%		1%	2%	2%	1%	2%	0%
Community services (availability of facilities, grants for projects, Ranger matters - barking dogs, livestock, etc.	9%	12%	8%	8%	8%	10%		7%	10%	7%	10%	6%	27%
Vegetation and trees - e.g. requesting council to clear vegetation	6%	5%	6%	8%	9%	3%		3%	7%	9%	4%	7%	2%
Other parks and gardens	1%	0%	0%	2%	0%	1%		0%	1%	0%	1%	1%	0%
Road and footpath improvements	7%	5%	9%	7%	8%	6%		5%	8%	9%	6%	8%	3%
Library	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Cultural facilities	0%	0%	0%	1%	0%	1%		0%	0%	0%	1%	0%	0%
Cultural or sporting events	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Traffic management/parking	1%	5%	0%	0%	3%	0%		5%	0%	3%	0%	0%	9%
Road or bridge closures	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Can't recall	4%	4%	7%	2%	5%	4%		4%	4%	0%	7%	5%	0%
OTHER (specify)	37%	33%	42%	35%	36%	39%		39%	36%	30%	42%	38%	31%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 189; total n = 450; 261 missing; effective sample size = 146 (77%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q19. And regarding that matter, how many times did you need to contact Council to have your issue resolved?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
One	50%	51%	51%	48%	50%	50%		72%	43%	52%	49%	52%	41%
Two	12%	16%	11%	11%	9%	16%		10%	13%	13%	12%	8%	38%
Three	6%	0%	6%	10%	8%	3%		3%	6%	2%	8%	7%	0%
Four or more	10%	17%	7%	8%	10%	11%		0%	14%	8%	12%	10%	15%
Not yet resolved	18%	12%	22%	20%	19%	17%		13%	20%	26%	13%	20%	6%
Unsure	3%	4%	3%	3%	3%	4%		2%	4%	0%	6%	4%	0%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 188; total n = 450; 262 missing; effective sample size = 145 (77%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q20. Can you briefly explain why you don't believe the issue has been resolved?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Issue still going on	59%	31%	69%	61%	44%	74%		47%	61%	47%	74%	57%	100%
Council didn't respond	6%	0%	0%	16%	8%	4%		23%	2%	8%	4%	6%	0%
Issue not resolved in respondent's favour	28%	31%	31%	22%	33%	22%		30%	27%	32%	22%	29%	0%
Other	8%	37%	0%	0%	15%	0%		0%	9%	13%	0%	8%	0%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 36; total n = 450; 414 missing; effective sample size = 29 (81%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

## 8. APPENDICES

Q21. Thinking again about that experience, how did you first make contact with Council?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Telephone	63%	75%	50%	66%	59%	66%	48%	68%	58%	66%	62%	65%	
Face-to-face	19%	8%	23%	24%	8%	15%	23%	17%	16%	20%	21%	5%	
Letter or fax	2%	0%	3%	2%	0%	3%	2%	2%	0%	3%	2%	0%	
Email or website	11%	8%	17%	7%	8%	14%	14%	10%	18%	7%	9%	25%	
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Social media (Facebook, Instagram etc.)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Snap Send Solve	6%	9%	8%	1%	10%	2%	13%	4%	9%	4%	6%	4%	

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 188; total n = 450; 262 missing; effective sample size = 145 (77%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q22. And how would you rate your satisfaction with the way Council handled that latest inquiry, on a scale of 1-5, where 1 means you think it was handled very poorly and 5 means you think it was handled very well?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
1 Very poorly	21%	22%	22%	20%	28%	15%	15%	23%	27%	17%	24%	8%	
2 Poorly	8%	12%	8%	6%	8%	9%	9%	8%	6%	10%	9%	8%	
3 Neither well nor poorly	12%	8%	15%	13%	5%	18%	9%	13%	11%	13%	12%	11%	
4 Well	18%	21%	20%	14%	17%	19%	21%	17%	18%	18%	14%	44%	
5 Very well	40%	38%	35%	47%	42%	39%	47%	38%	38%	41%	42%	30%	
Average	3.47	3.41	3.39	3.61	3.36	3.58	3.76	3.37	3.33	3.56	3.41	3.80	

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 188; total n = 450; 262 missing; effective sample size = 144 (77%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q25. The Bundaberg Region currently has 10 Councillors representing 10 divisions and a Mayor elected by the entire region. Do you think Bundaberg Regional Council should continue with Divisions or become an undivided Council?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Continue with divisions	57%	43%	65%	61%	59%	55%	0%	53%	59%	45%	66%	60%	41%
Undivided Council (i.e. remove divisions)	24%	29%	20%	23%	27%	20%	29%	30%	22%	32%	18%	23%	28%
Unsure	19%	28%	15%	17%	13%	25%	71%	17%	20%	23%	16%	17%	31%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 338 (75%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q27. And finally a couple of demographic questions to finish off. Firstly, Are you a ratepayer in the Bundaberg Regional Council area?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Yes	84%	64%	91%	91%	86%	82%	71%	74%	87%	76%	89%	100%	0%
No	16%	36%	9%	9%	14%	18%	29%	26%	13%	24%	11%	0%	100%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 330 (73%); 43% filtered out  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

## 8. APPENDICES

Q28. And finally, what is your current employment status?

	Total	Age			Gender		Length lived in the Shire?			Location		Ratepayer?	
		18-39	40-59	60+	Male	Female	Less than 1 year	1-10 years	More than 10 years	Bundaberg	Other	Yes	No
Employed full-time	38%	61%	52%	9%	44%	32%	47%	40%	37%	45%	33%	37%	40%
Employed part-time	11%	17%	14%	4%	8%	14%	0%	16%	10%	10%	12%	10%	15%
Seeking work	2%	2%	3%	0%	2%	1%	0%	5%	1%	3%	1%	2%	0%
Not seeking work (retired, student etc.)	35%	6%	14%	75%	32%	38%	53%	28%	37%	26%	42%	38%	23%
OTHER	14%	13%	17%	12%	14%	14%	0%	12%	15%	16%	13%	12%	22%

Filter: CATI; Weight: Weight to match ABS 2016 Bundaberg LGA; base n = 450; effective sample size = 338 (75%); 43% filtered out  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



Taverner Research Group

T +61 2 9212 2900 | W [www.taverner.com.au](http://www.taverner.com.au)

A Level 2, 88 Foveaux Street, Surry Hills, NSW 2010 |

Taverner Research Group is wholly owned by Tobumo Pty Ltd | ABN 93 003 080 500

**Taverner**

