

Waratah-Wynyard Council Community Survey Report

December 2016



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1. Detailed report

Introduction

Survey objectives

Insync was engaged by Waratah-Wynyard Council to conduct a Community Survey in September/October 2016, with the purpose of measuring community members' views, ideas and suggestions. This is the second survey of its kind conducted by Council, the first was conducted in 2014.

The objectives of the Community Survey are to:

- Provide the community with the opportunity to communicate openly and candidly with the Management Team & Council staff of Waratah-Wynyard Council
- Identify key issues for Waratah-Wynyard Council's residents
- Measure performance across key areas for Waratah-Wynyard Council
- Use the information from the community survey in a meaningful way to build a stronger and more satisfied community

Survey Process

Waratah-Wynyard community members were given the opportunity to participate in the survey in late 2016. Participation in the survey was completely anonymous thus improving the potential for community member's concerns to be captured and identified. The survey was distributed in a number of ways with the following aims:

- to reach as many community members as possible during a defined time period, to maximise the reliability of the data
- to reflect the diversity of the community members that Waratah Wynyard Council serves - across a range of demographics

*The survey was emailed to respondents, shared via an open link and distributed in hard copy format.

Overall, 273 responses were received which represents a very slight drop since the last survey (290 in 2014.) With an overall population size of just over 14,000 this is a satisfactory sample which allows for confidence in interpreting the results; the reader can have a 90% level of confidence (with a 10% margin of error) that results in this survey can be generalised to the overall population.

The survey was comprised of eight sections:

Section 1, 3 and 5 asked community members to rate how **important** each of the items is to them, on a scale of 1 to 7, where 1=Low and 7=High. Community members were then asked to rate (on the same scale) how they felt Waratah-Wynyard Council was **performing** with regard to each item.

Section 2 asked community members to respond to questions in relation to how they interact with the Council.

Section 4 asked community members to respond to questions in regard to themselves and their community.

Section 6 asked community members about their preferred source of information.

Section 7 asked community members to provide open (free-text) comments regarding Waratah-Wynyard Council and to highlight any general concerns and suggestions for improvement that they might have for Council, along with any commendations.

Section 8 asked community members to provide some broad demographic information; including locality, gender, age, internet access and employment status.

Response information

The following table details the number of responses received from each demographic group. A number of community members did not specify their demographic information, and these forms have consequently been classified as 'unspecified'.

Insync received a total of 273 completed forms. Readers of this report should be mindful of the characteristics of the respondent profile when interpreting data:

- The majority of the respondents were from Wynyard (51%)
- Approximately 52% of respondents were in the 50-69 years old age bracket while 25% of respondents were aged 69 years and over
- The gender ratio of respondents appeared about equal with 45% female and 48% male (7% unspecified)
- With regard to employment status, a significant proportion of respondents were retired (40%) or working full time (30%)
- Just under half of the residents indicated having internet access at home (49%)

Waratah Wynyard Council Community Survey Results, October 2016	
Response statistics	
Total	273
Suburb/Locality/Village	
Wynyard	138
Somerset	46
Sisters Beach	13
Boat Harbour Beach	6
Yolla	8
Waratah	9
Other rural	33
Unspecified	20
Employment status	
Full time	83
Part time	35
Student	2
Household	8
Retired	110
Other	12
Unemployed	5
Unspecified	18
Gender	
Female	123
Male	130
Unspecified	20
Do you have access to the internet?	
At home	134
At work	10
At home and work	76
None	38
Unspecified	15
Age	
less than 19 years old	0
19-24 years old	4
25-34 years old	8
35-49 years old	36
50-69 years old	143
Over 69 years old	67

Executive summary

Below is an outline of some key findings from the 2016 survey:

- Overall, 273 responses were captured with the majority of responses being from Wynyard (51%) and Somerset (17%)
- Areas of high importance to residents relate to *Council's financial management, Friendliness of Council staff, Appearance of your neighbourhood/district, and Consistency of information provided by Council staff (survey section 1).*
- However, the areas in which Council are perceived to be performing most strongly are a little different and include *Friendliness of staff at the council, Appearance of Wynyard CBD, Appearance of Somerset CBD, Traffic movement through the municipal area and Knowledge and experience of staff at the council.*
- No significant gap scores were found in this section, this indicates that there are no significant differences between what community members feel is important and council's performance in those areas. A positive result for Council. *Council's management of the environment* is an area with a relatively high gap score which residents view as important.
- The majority of respondents indicated that they are satisfied with Council (59%).
- A high proportion of community members contact the Council in person or by phone (75% & 60% respectively). Over a third indicated that they have used the Visitor Information Centre in the last 12 months, at 38% this represents a significant increase from 2014 (19%).
- With regards to council services and facilities Waratah Wynyard residents prioritise *Public toilets and amenities, the Waste transfer station, Roadside management – rural (e.g. trees, slashing, litter), Stormwater drainage system, and Urban Roads.* Of these *Roadside Management* was one of the lowest performing items. There were no significant gap scores relating to council services and facilities - which indicates that there are no widely held areas of frustration.
- Regarding Waratah-Wynyard's 8 key roles for their 10 year strategic plan, residents expressed that the 3 issues of greatest importance are *Representation and cooperation, Legislation and by-laws and Service delivery and asset management.* *Residents think that they are performing well with regards to Representation and operation.*
- With regards to communications the majority of respondents prefer to receive information from the Council through newsletters (62%) and a monthly page in The Advocate, Coast to Coast or via the Mayors Message (56%). Only 2% of responses perceive media coverage of Council activities to be very negative.
- The comments provided by the Waratah-Wynyard community added context and depth to the survey data.

Section 1: What is on your mind and how are we doing?

What the community feel is important

The five highest ranked importance variables for Waratah-Wynyard community members (listed in descending priority order) for **Section 1** are reported in the table below, alongside a comparison from 2014.

October 2016 Top 5 importance	2016	September-October 2014 Top 5 importance	2014
Council's financial management	6.27	Council's financial management	6.19
Friendliness of staff at the Council	6.18	Friendliness of staff at the Council	6.19
Appearance of your neighbourhood/district	6.16	Appearance of your neighbourhood/district	6.13
Consistency of information provided by Council staff	6.10	Knowledge and experience of staff at the Council	6.11
Council management of the environment	6.09	Appearance of Wynyard CBD	6.09

Items shaded in grey are common to both surveys

Areas of high importance for Waratah-Wynyard community members relate to *Council's financial management*, *Friendliness of staff at the Council*, *Appearance of your neighbourhood/district*, *Consistency of information provided by Council staff*, and *Council management of the environment*. Three of the five Top 5 importance scores were the same as in 2014.

All five items attracted mean importance scores above six from a possible score of seven.

How the community feel Waratah-Wynyard Council is performing

The table below reports, in descending order, the five variables ranked highest in performance by Waratah-Wynyard community members for **Section 1** of the survey.

October 2016 Top 5 performance	2016	September-October 2014 Top 5 performance	2014
Friendliness of staff at the Council*	5.39	Friendliness of staff at the Council*	5.40
Appearance of Wynyard CBD	5.35	Appearance of Wynyard CBD*	5.29
Appearance of Somerset CBD	4.71	Traffic movement throughout the municipal area	4.87
Traffic movement throughout the municipal area	4.70	Appearance of your neighbourhood/district*	4.68
Knowledge and experience of staff at the Council	4.64	Continuity of Council staff (Same Council officer handling your issue)	4.60

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The top five performance list contains one item from the top five importance list, *Friendliness of staff at the Council*, with community members identifying this item as both important **and** performing better than the remaining items. Furthermore, scores of five and above on a seven-point scales identify areas of particularly high performance.

At the other end of the scale are the lowest performing variables. The below table shows the five variables given the lowest rankings by Waratah-Wynyard community members in 2016, alongside the results from 2014 for **Section 1**. Please note that the lowest performing variable appears first on the list.

October 2016 Lowest 5 performance	2016	September-October 2014 Lowest 5 performance	2014
Urban and rural land use planning	3.85	Urban and rural land use planning	3.69
Elected member (councillor) representation of community issues	4.04	Opportunities for the community to participate in decision-making	3.93
After hours service provision by Council	4.10	Elected member (councillor) representation of community issues	4.08
Opportunities for the community to participate in decision-making	4.25	After hours service provision by Council	4.11
Council support of local industry and business	4.26	Council support of local industry and business	4.14

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The lowest five performing areas are diverse in terms of subject area. They are also consistent with low performing areas in 2014; as detailed above the worst scores pertain to *Urban and rural land use planning*, *Elected member (councillor) representation of community issues* and *After hours service provision by Council*.

As can be noted from the above table, none of the lowest performing variables are common to the top five importance list, which is a positive result for Council.

Where community members feel Waratah-Wynyard Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or “gap” – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant, with a gap score of 3.00 or higher generally pointing to widespread dissatisfaction. For the purpose of business improvement, it is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

October 2016 Top 5 gaps	2016	September-October 2014 Top 5 gaps	2014
Urban and rural land use planning	1.92	Urban and rural land use planning	2.05
Council's financial management*	1.85	Council's financial management*	1.90
Council management of the environment *	1.71	Council support of local industry and business	1.75
Timeliness/responsiveness to customer enquiries or requests	1.71	Opportunities for the community to participate in decision-making	1.72
Elected member (councillor) representation of community issues	1.70	Consistency of information provided by Council staff	1.65

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

A review of the results across all items found that there were no gap scores of 2.00 or higher. Two items were however found in the top five importance list.

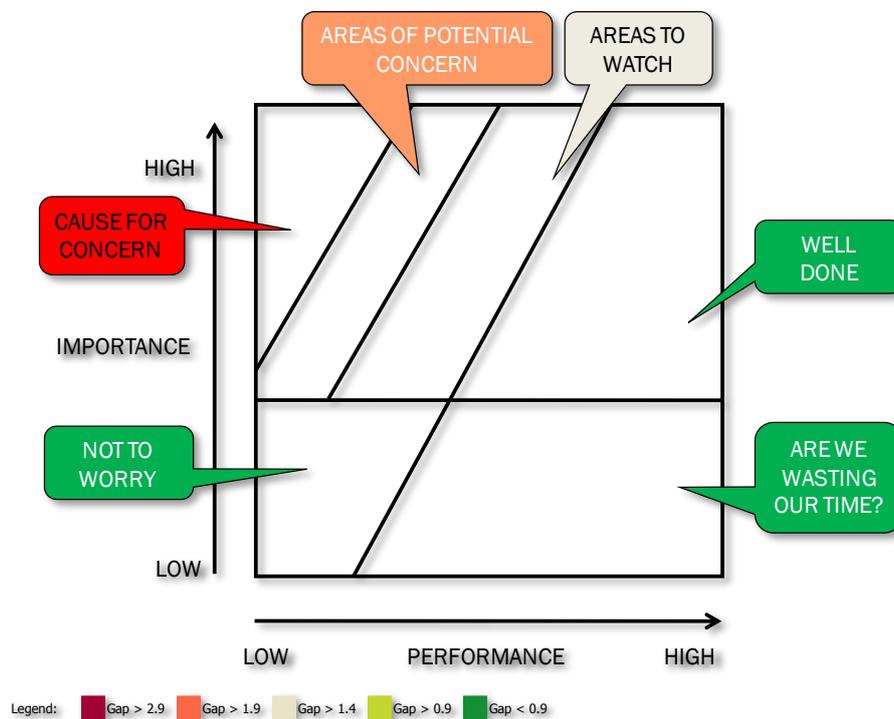
Prioritising improvement opportunities – gap grid analysis

Analysis of these gaps enables Waratah-Wynyard Council to prioritise strategies for improvement, in terms of those areas considered most pressing by community members.

For an issue to be considered in need of attention, it must have both a gap score above 2.00 and be of high importance. A significant gap score together with a low importance score does not indicate an issue for community members. Conversely, a significant gap score together with a high importance score suggests an area of concern.

It is important to note that a larger gap does not indicate a larger problem. It rather indicates an increase in certainty that the variable is indeed of some level of concern.

This information is calculated by and reported in the gap grid. It is a unique visual tool that allows you to see several key pieces of information within the one diagram. For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

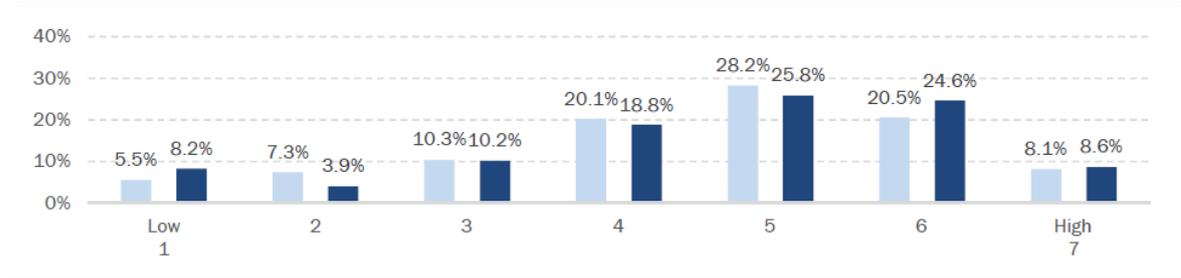


Using this information, the factors that should be prioritised as improvement opportunities can be identified. The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level. Please see the detailed data report.

Overall satisfaction with Council

The following graph illustrates the community’s overall satisfaction with the Council, where 1 = Low, and 7 = High.

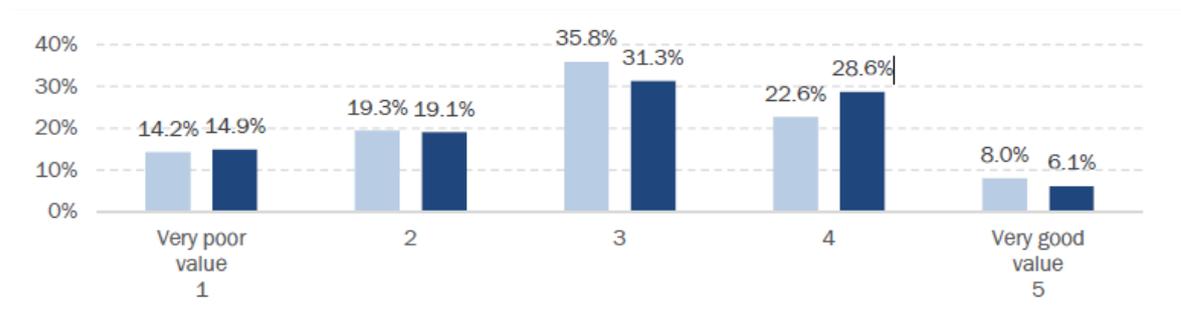
Approximately 59% of respondents indicated that they are satisfied overall, providing ratings between five and seven, compared to 57% in 2014.



Thinking about what your household pays on rates and other Council charges, how would you rate the services provided by Council in terms of value for money?

Community members were asked to indicate whether the services and amenities provided by the Council were good value for the rates paid, where 1= very poor value, and 5 = very good value.

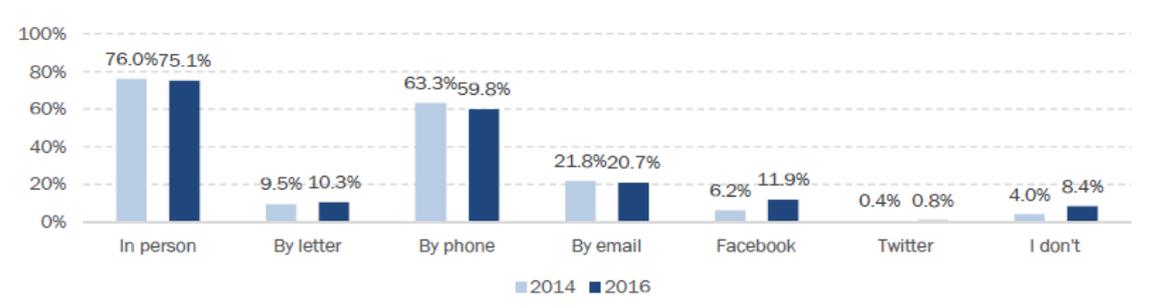
As can be observed from the graph below, the scores are quite spread, with about a third lying in the middle, or neutral zone (31%).



Section 2: How do you interact with Council?

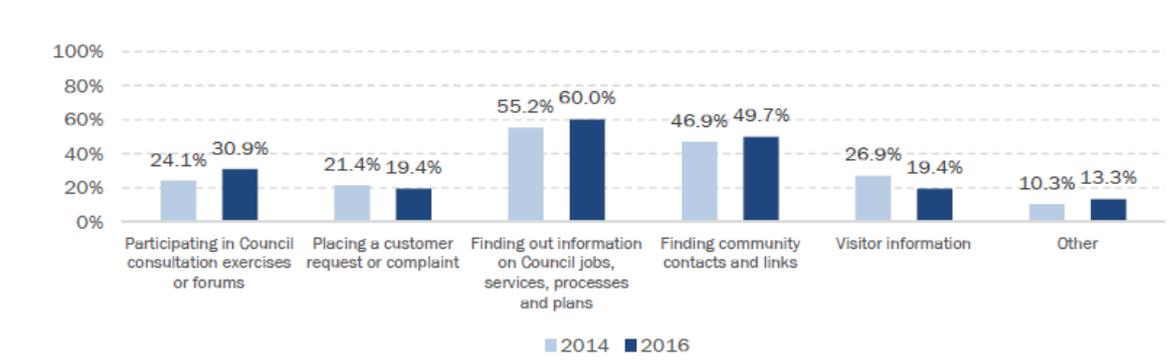
How do you currently contact Council?

Community members were asked to identify which mode(s) of contact were currently utilised to contact the Council. As can be seen from the below graph, most community members contact the Council in person (75%), or by phone (60%).



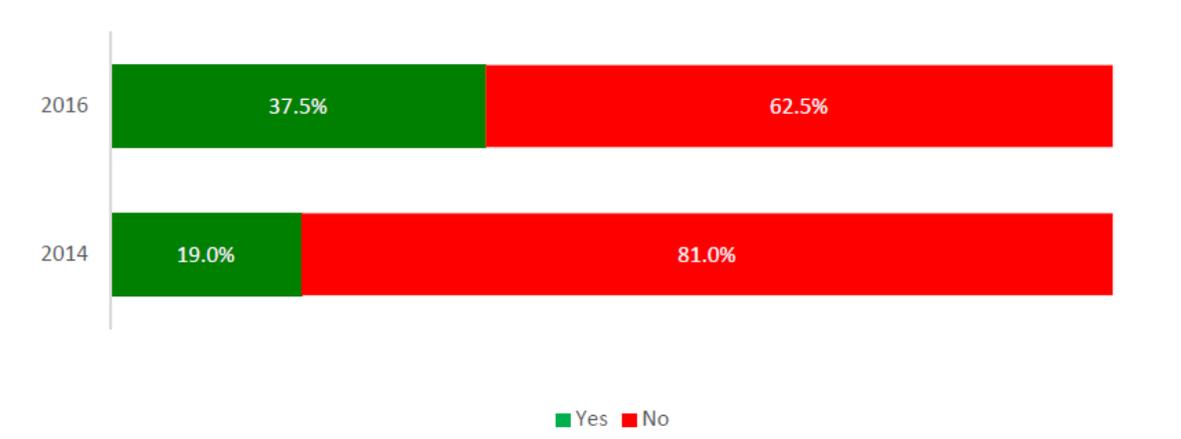
Would you use Council's website for any of the following services?

Approximately 60% of responses indicated that community members would use the Council website for information on Council jobs, services, processes and plans. To a lesser extent it is also utilised for finding community contacts and links (50%).



Have you used Visitor Information Centre within Waratah-Wynyard in the last 12 months?

Community members were asked to indicate whether they had used the Visitor Information Centre in the last year. A great deal more residents indicated that they have not used the Visitor Information Centre in the last 12 months compared to those who have (63% and 38% respectively). There was however, quite an increase of community members using the Visitor Information Centre compared to 2014 (19%).



Section 3: Council facilities and services

What the community feel is important

The five highest ranked **importance** items for Waratah-Wynyard residents for **Section 3** (listed in descending priority order) are reported in the table below, and shown alongside the 2014 results.

October 2016 Top 5 importance	2016	September-October 2014 Top 5 importance	2014
Public toilets / amenities	6.05	Public toilets / amenities	6.01
Waste transfer station	6.02	Parks & Reserves including foreshore areas	5.99
Roadside management – rural (e.g. trees, slashing, litter)	5.98	Kerbside garbage & recycling collection service	5.92
Stormwater drainage system	5.98	Footpaths	5.92
Urban Roads	5.94	Waste transfer station	5.90

Items shaded in grey are common to both surveys

Ongoing areas of high importance related to *Public toilets / amenities* and facilities at the *Waste transfer station*.

All five items attracted mean importance scores above five from a possible score of seven, indicating high levels of importance for community members.

How the community feel Waratah-Wynyard Council is performing

The table below reports, in descending order, the five facilities and services ranked highest in performance by Waratah-Wynyard community members (**Section 3**), against those highest ranked items in 2014.

October 2016 Top 5 performance	2016	September-October 2014 Top 5 performance	2014
Tulip Festival	5.42	Tulip Festival	5.48
Physical access to Council buildings (ramps, stairs, handrails)	5.38	Urban gardens, flowers & trees	5.38
Urban gardens, flowers & trees	5.27	Kerbside garbage & recycling collection service*	5.34
Tourism services, facilities & museums, including the Wonder of Wynyard	5.23	Physical access to Council buildings (ramps, stairs, handrails)	5.33
Cemeteries	5.12	Boat ramps & wharf	5.21

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

The highest performing areas relate to *The Tulip Festival*, *Physical access to Council buildings (ramps, stairs, handrails)* and *Urban gardens, flowers & trees*. These three areas continue to be the highest performing areas over the two survey periods, indicating consistently high delivery. Strong performance in these areas is backed up by the fact that they have all consistently scored above 5 on the 7 point rating scale.

The top five performance list contains no items from the top five importance list.

At the other end of the scale are the lowest performing variables. This table shows the five variables given the lowest rankings by Waratah-Wynyard community members in 2016, alongside those from 2014.

October 2016 Lowest 5 performance	2016	September-October 2014 Lowest 5 performance	2014
Rural unsealed roads	4.11	Building, land use planning & environmental health services	4.15
Roadside management – rural (e.g. trees, slashing, litter) *	4.16	Rural unsealed roads	4.32
Weed control	4.20	Youth programs & events including skate park (e.g. Tryskills)	4.38
Monitoring of environmental issues (e.g. water, air quality, noise, fire hazard)	4.24	Weed control	4.44
Building, land use planning & environmental health services	4.32	Monitoring of environmental issues (e.g. water, air quality, noise, fire hazard)	4.45

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

Four of the top 5 lowest performing items have remained the same since 2014, and their scores have further decreased, indicating that residents are even less satisfied with these areas now than previously.

Roadside management – rural (e.g. water, air quality, noise, fire hazard) - is very important to community members, but not performing as well as it should. This is ascertained as it appears on the lowest 5 performance list and the top five importance list.

Where community members feel Waratah-Wynyard Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or “gap” – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant, with a gap score of 3.00 or higher generally pointing to widespread dissatisfaction. For the purpose of business improvement, then it is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

The table below reports the five variables with the highest gap scores for **Section 3** of the 2016 survey, with a comparison alongside the 2014 survey.

October 2016 Top 5 gaps	2016	September-October 2014 Top 5 gaps	2014
Roadside management – rural (e.g. trees, slashing, litter) *	1.82	Building, land use planning & environmental health services	1.40
Monitoring of environmental issues (e.g. water, air quality, noise, fire hazard)	1.63	Roadside management – rural (e.g. trees, slashing litter)	1.32
Public toilets / amenities*	1.61	Footpaths	1.24
Stormwater drainage system*	1.61	Public toilets amenities	1.20
Footpaths	1.55	Monitoring of environmental issues (e.g. water, air quality, noise, fire hazard)	1.20

Items shaded in grey are common to both surveys

Items marked (*) were also found in the top 5 importance list

No variables recorded a gap score of 2.00 or greater, which is a positive finding for Waratah-Wynyard Council, although there has been an overall increase across the gap scores generally for 2016 compared to 2014.

However, three of the top five improvement opportunities list contains statements from the top five importance list. These areas present the Council with improvement opportunities as they are important to community members, but are not perceived to be performing as well as other areas.

Please note: Although these areas are listed in the top five gap scores as well as the top five importance, they are not considered areas of concern due to having a gap scores well below 2.00.

Section 4: You and your community

Items in relation to Waratah-Wynyard community

The table below shows community members responses to twelve items about their community. The percentages of Yes and No responses to each question were recorded.

Survey Variables	Yes	No	Yes	No
	2016	2016	2014	2014
Do you consider Waratah-Wynyard to be a progressive municipal area?	68%	32%	72%	28%
Do you think land and housing in Waratah-Wynyard is affordable?	89%	11%	81%	19%
Do you think public transport is adequate to meet your needs?	62%	38%	65%	35%
Do you think Waratah-Wynyard is a safe place to live and work?	94%	6%	96%	4%
Do you think Waratah-Wynyard is a healthy community?	74%	26%	76%	24%
Do you think there are enough jobs available in Waratah-Wynyard?	10%	90%	7%	93%
Do you think there is a good choice and availability of housing options in Waratah-Wynyard?	73%	27%	70%	30%
Do you feel that you are a part of your local community?	81%	19%	84%	16%
Are you a member of a community group?	52%	48%	53%	47%
Would you recommend Waratah-Wynyard as a place to live?	95%	5%	94%	6%

Many Waratah-Wynyard community members agreed with the items - with nine of the ten items receiving greater than 50% Yes responses. Significantly more respondents now perceive land and housing to be affordable than in the last survey (89% v 81%). This is generally a very positive result for Council.

Conversely, the majority of respondents disagreed with the following item '*Do you think there are enough jobs available in Waratah-Wynyard?*' with a resounding 90% saying No compared to 93% in 2014.

Section 5: About our strategies and goals

What the community feel is important for Waratah-Wynyard Council

Council identified 8 key roles for Local Government in the Waratah-Wynyard Strategic Plan (over the next 10 years). The **importance** rating of each factor is reported in the table below alongside the comparison from 2014. In 2014, *Service delivery and asset management* was most important to residents, which is now in third place, with the most important key role to residents this year being *Representation and cooperation*, followed by *Legislation and by-laws*.

Importance	2016	2014
Representation and cooperation	6.18	5.84
Legislation and by-laws	6.02	5.52
Service delivery and asset management	5.86	5.99
Land-use planning	5.79	5.80
Strategic leadership	5.75	5.68
Community engagement	5.74	5.80
Sense of place	5.74	5.63
Economic development	5.72	5.79

All 8 key roles received an importance rating of over 5.00 out of a possible 7.00, the same result that was seen in 2014. This is a positive result for Council as it suggests that all 8 key roles identified by Council are also considered to be important by residents, and still remain so.

How the community feel Waratah-Wynyard Council are performing in regards to their strategies and goals

The table below reports in descending order, the **performance** of the 8 key roles as outlined by Waratah-Wynyard Council, alongside the comparison from 2014.

Performance	2016	2014
Representation and cooperation	5.39	4.38
Economic development	4.60	3.78
Land-use planning	4.48	3.93
Legislation and by-laws	4.42	4.26
Community engagement	4.30	4.10
Service delivery and asset management	4.26	4.17
Strategic leadership	4.25	4.08
Sense of place	4.04	4.32

Representation and cooperation recorded the highest performance ranking with a score of 5.4 out of seven, it was also the highest ranking role in 2014. The lowest performance score was 4.0; obtained by *Sense of place*.

No scores were found to be below 4.00, which again, like in 2014, indicated average performance for the roles.

Where the community feel Waratah-Wynyard Council can improve

In identifying factors for improvement, Insync analyses the perceived difference – or ‘gap’ – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for community members and thus represent improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant. It is important to keep in mind that a larger gap does not indicate a larger problem, rather it indicates an increase in certainty that the variable is indeed of some level of concern.

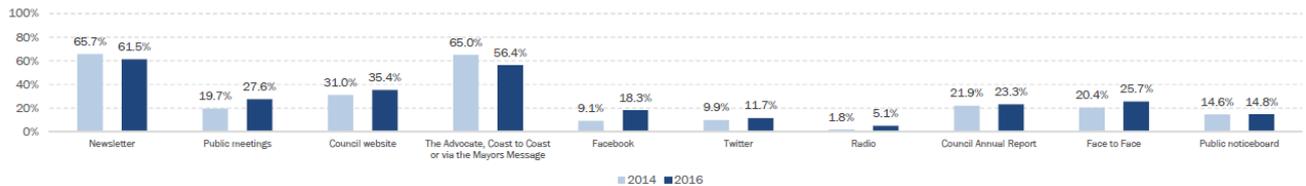
The table below reports the 8 key roles and their respective gap scores.

Gaps	2016	2014
Sense of place	1.70	1.31
Service delivery and asset management	1.60	1.82
Legislation and by-laws	1.60	1.26
Strategic leadership	1.51	1.61
Community engagement	1.44	1.70
Land-use planning	1.32	1.87
Economic development	1.12	2.01
Representation and cooperation	0.80	1.46

No gap scores of above 2.00 were found, a positive result for Council.

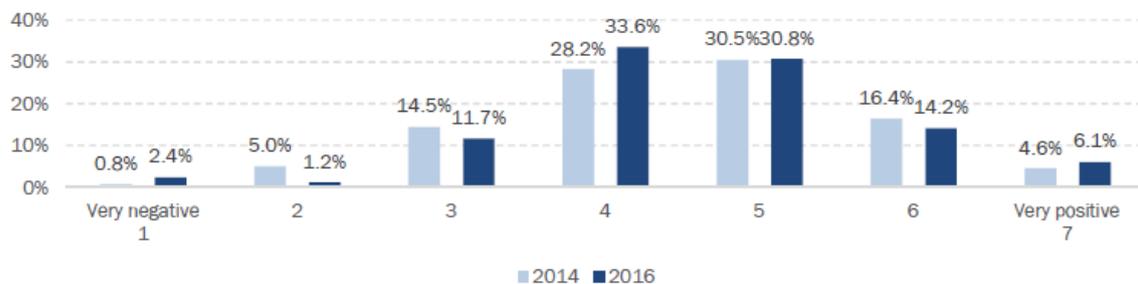
Section 6: Source of information

What is your preferred method of receiving information through Waratah-Wynyard Council?



The majority of residents identified Council Newsletters as their preferred method of receiving information through the Council (62%), and a similar result to 2014, closely followed by The Advocate, Coast to Coast or via the Mayors Message (56%).

How do you perceive coverage of Council activities in the media?



Overall, as in 2014 the majority of responses suggested that Council activities in the media are perceived positively. Pleasingly, relatively few rate media coverage negatively (1, 2 or 3), at 15% this is a decrease since 2014, and is therefore a good result for Council.

Section 7: Written comments

A large number of residents who completed the survey also provided written comments about at least one of the questions posed. Despite the qualitative comments being potentially biased and subjective, the quantitative results are largely supported by the comments received. A sample of the comments are enclosed for review. A full transcript of comments can be found in the data report.

What could Council do to improve?

Respondents identified a variety of issues when asked what council could do to improve. One of the most common themes was ongoing maintenance in the area. There were also many suggestions relating amongst other things to infrastructure upgrades, implementation of the strategic plan, and for some people, communicating with community members.

Maintenance

“Sprinkler systems, drainage, slipperiness of footpaths in Gutteridge Gardens. They are major slip hazards with possible cause of future litigation....”

“Seal old mount Hicks Road.”

“Drainage in Somerset & Wynyard.”

“Footpaths are terrible, not just in the main street but surrounding areas...makes it hard when pushing a pram.”

Infrastructure upgrades

“Improvements to Cam River park area.”

“We need to work on providing outdoor recreation activity areas...”

“Better footpaths and more use of them and fix the towns stormwater systems.”

Implementation of the strategic plan and communication with community members

“Improve announcements of expenditure for the current year.”

“Spend the rate payers money more wisely.”

“Merge with all NW councils to lower depreciation of equipment..”

Listen to residents

“Start listening to residents – people’s complaints, issues and look past Wynyard township.”

“...People’s concerns in the rural area are not listened to or acted upon. Too much money spent on CB.”

“Slow to respond and listen on occasions.”

Thinking of the list we have just gone through, and anything else that comes to mind, what is ONE area of Council activity where you think improvement is MOST NEEDED?

Apart from maintenance and improvement to facilities/infrastructure, many comments suggested there needs to be engagement with and support for local businesses. Other comments mentioned the need for more adequate youth services - to keep younger people engaged and involved in meaningful activities. There were also many comments relating to land use.

Support for local business / economic stimulation

“Supporting small business and creating a friendly shopping experience for the shopper in Goldie Street....”

“More encouragement of economic activity within towns related to attracting fit tourism e.g. cyclists, walkers, yachties etc.”

“Council need to have more consultation in regard to the type of businesses moving into town. There are far too many 2nd hand businesses...”

Need for adequate youth services

“More things for the kids to do”

“Youth – is there even a youth development officer there??”

“More for youth includes engagement for planning services”

Land use

“Allow owners of double blocks to unadhere titles, just revenue raising to invoke sub-division. Only council that does this.”

“Land use planning.”

“Planning and development of roads etc.”

What TWO areas of activity do you think Council should make a priority over the next two years?

The comments in this section raised several of the issues that were covered in the previous question. However, for the most part, these were discussed on a broader level. Again, the most common themes were centered on environmental maintenance and upgrades. Priority areas focused on themes such as building and tidying footpaths, improving roads, increasing safety and tidying vegetation. A recurring theme was that of an increased focus on community engagement, some believe that this needs to be extended beyond Wynyard to rural towns.

Improving the environment

“Protect Somerset foreshore and the foreshore for now and future generations.”

“Environmental protection.”

“Retain natural vegetation, open more walking paths, stop logging trucks destroying our roads.”

“Development of the coastal walk bike track....”

“Walking path along Cam track to Back Cam road.”

Roads - safety

*“Improve safety (Goldie Street second zebra crossing and forcibly slow down drivers in built up areas.)
Pressure on police to fine speeding drivers.”*

“Rural road safety through scheduled maintenance...”

“Highway safety”

“Serious control of suburban hoon traffic – particularly Martin street and Dods street...”

Community engagement

“Listening to the community and taking the needs of everyone on board including Somerset and not just Wynyard.”

“Getting a lot of feedback and input from the community before doing foreshore improvements...”

“Get out and spend some time and money in rural towns...”

“Contact all businesses in the area – not just retail...”

What is ONE thing you think Council are currently doing well?

Generally community members were most positive about the work Council is undertaking with regards to the appearance of the area and are keen for this to be maintained. SOME residents feel that council is doing good work in communicating with them. There were very favourable reports pertaining to the Tulip festival. Some reported favourably on the financial management undertaken by Council.

Appearance of the region

“Gutteridge gardens is beautifully maintained”

“Parks and gardens and Wynyard town planting beds”

“Maintenance on all parks and gardens has improved ten fold”

Communicating with residents

“Public involvement in decision making”

“Communication with rate payers”

“Communicating through Facebook, council website, The Advocate”

“Engaging with schools, becoming community aware, looking forward and asking public feedback.”

“Communicating with rate payers and the community”

Tulip festival

“Tulip festival. Congratulations on your award.”

“Blooming tulip festival”

Financial management

“Financial management.”

“Being financially responsible.”

Next steps for Council

It is important that Waratah-Wynyard Council involve the community in discussing the results of this study to update their actions for improvement. Furthermore, Council should use these discussions to highlight positive aspects of Waratah-Wynyard, help identify and understand key community issues, and celebrate what the Council is doing well. This also provides the Council with an opportunity to improve community engagement and improve community perception in the process. Planning for improvement is not limited to the findings and methods discussed above. A number of other areas also require consideration. For instance, there may be areas that the community have identified as low in importance but are high priority in the Council's strategy. As well as examining the overall results, it is also important to consider issues unique to different demographics, e.g. location, age, employment status etc. When prioritising issues for action, it is recommended that a combination of the provided analyses, comments and focus groups be used to gain a more in-depth understanding of that which underpins or drives community concerns. This study has highlighted some key areas that the council is currently performing well in and also areas that the council can definitely improve on.

Report glossary

Gap Grid: The gap grid is a unique visual tool that allows you to see several key pieces of information within the one diagram. For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

Mean: The mean is the term used to describe the average. The mean is defined as the total of the scores divided by the number of scores.

Median: Defined as the value that lies in the middle of the distribution when the data is arranged in numerical order – in other words, it is the value that divides the distribution in half.

Significance: Refers to a gap score above 2.00, yet does not dictate true statistical 'significance'.