



Tamworth Regional Council

Community Research

Prepared by: Micromex Research

Date: February 2022

Background & Methodology

Objectives (Why?)

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services, and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying methods of communication and engagement with Council
- Identifying top priority areas for Council to focus on
- Identifying community levels of importance for key directions for the CSP

Sample (How?)

- Telephone survey (landline and mobile) to N = 600 residents
- We use a 5 point scale (e.g. 1 = not at all satisfied, 5 = very satisfied)
- Greatest margin of error +/- 4.0%

Timing (When?)

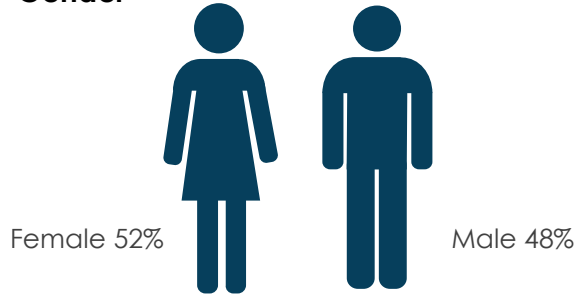
- Implementation 16th December 2021 – 11th January 2022



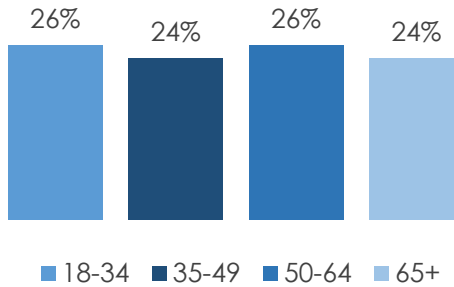
Sample Profile

The sample was weighted by age and gender to reflect the 2016 ABS community profile of Tamworth Regional Council.

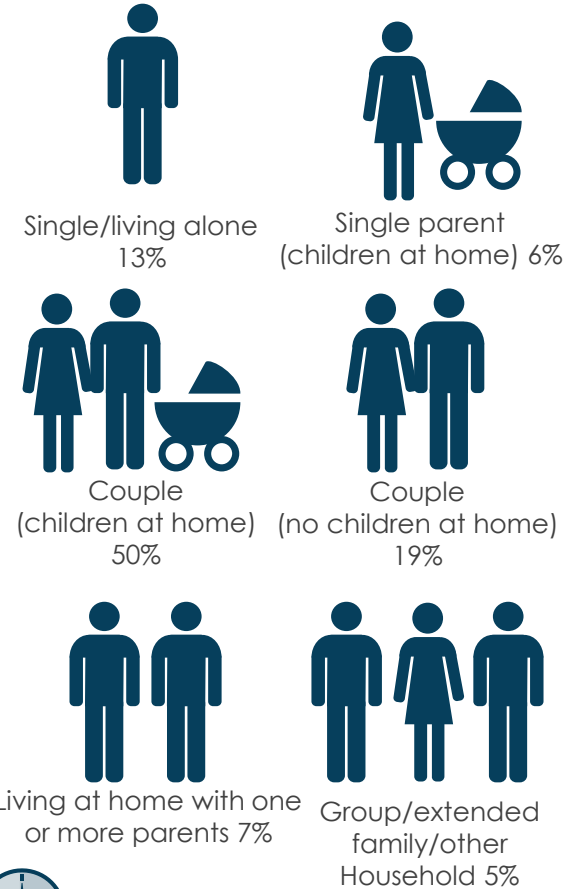
Gender



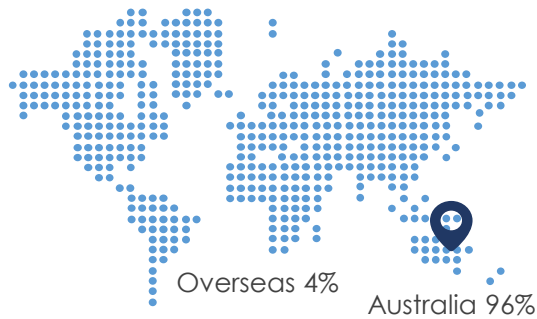
Age



Household type

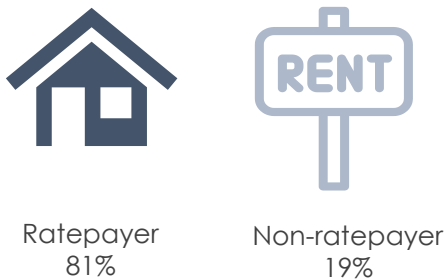


Country of birth

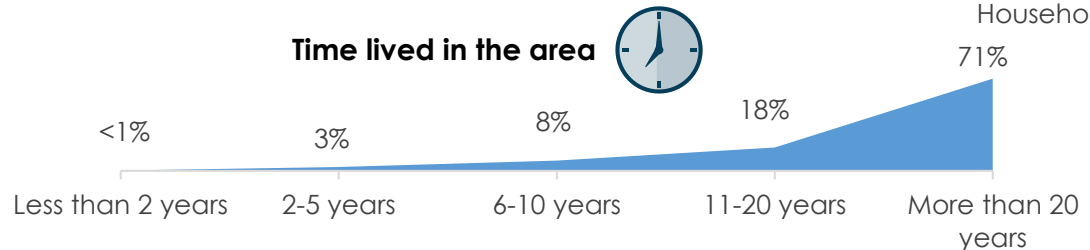


Employment status	N=600
Work in the Tamworth LGA	59%
Retired	22%
Work outside the Tamworth LGA	7%
Unemployed/pensioner	5%
Home duties	1%
Student	1%
Other	3%

Ratepayer status



Time lived in the area



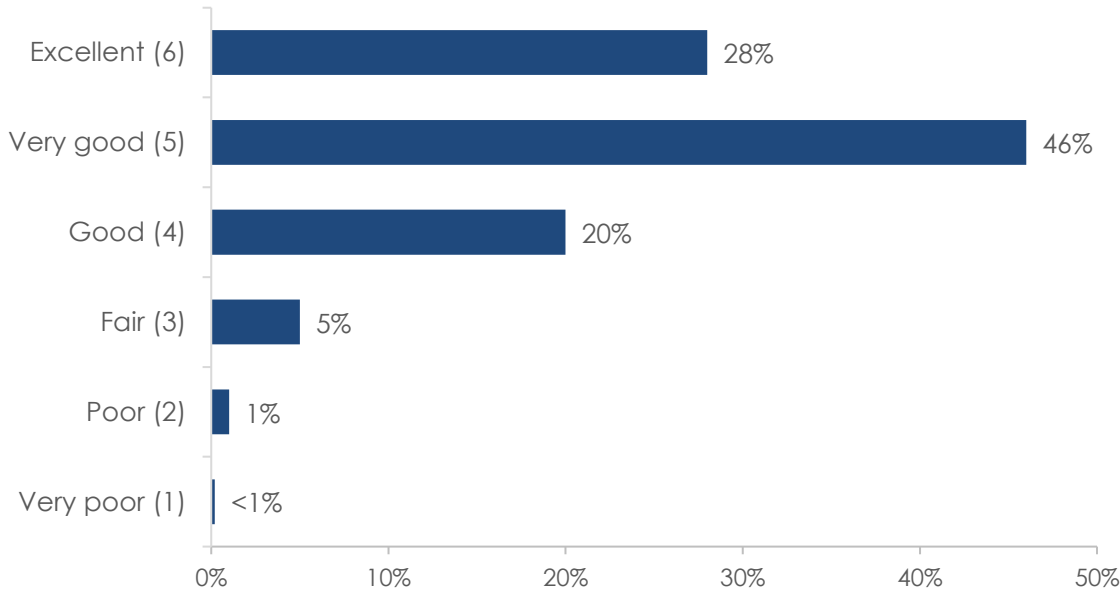


Living in the Region

Quality of Life

Q2c. Overall, how would you rate the quality of life you have living in the Tamworth Region?

	Overall	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	4.95	4.95	4.96	4.98	4.89	4.99	4.95	4.93	4.97	5.02▲	4.69
Base	600	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	4.95	4.96
T3 Box	94%	96%
Base	600	4,861

Scale: 1 = very poor, 6 = excellent
 ▲ ▼ = A significantly higher/lower rating (by group)

94% of residents living in the Tamworth Region rated their quality of life as good to excellent. Results are on par with our Regional benchmark.

What Do You Love Most?

Q2a. What do you love most about living in the Tamworth Region?

Verbatim Comments:

"Easy to get around and everything is nice and calm - community and traffic and ease of movement"

"Freedom to access services, facilities and entertainment"

"Country atmosphere"

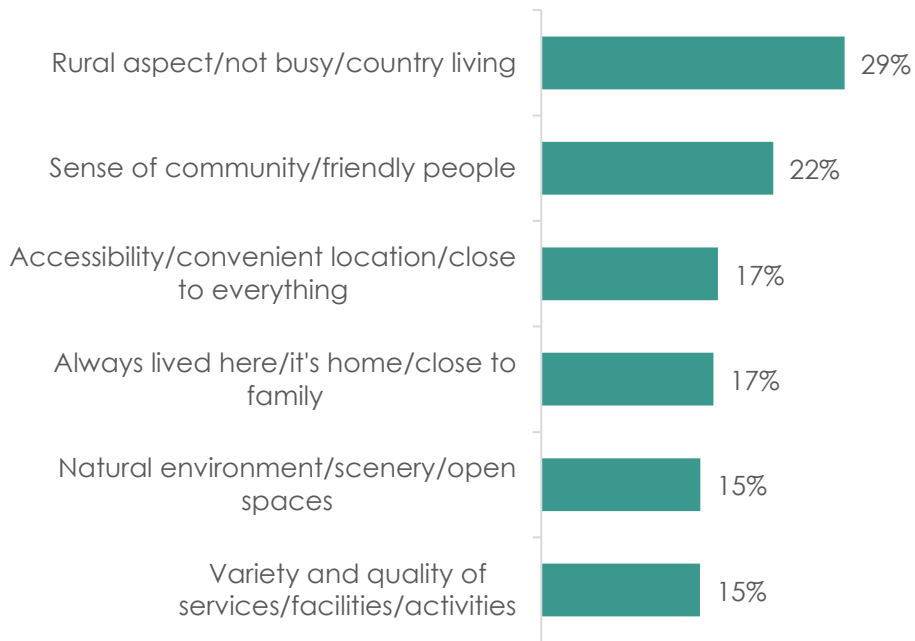
"Rural lifestyle"

"Friendly community"

"Good sporting facilities"

"Beautiful area"

"Very progressive town always building new infrastructure rates spent well"



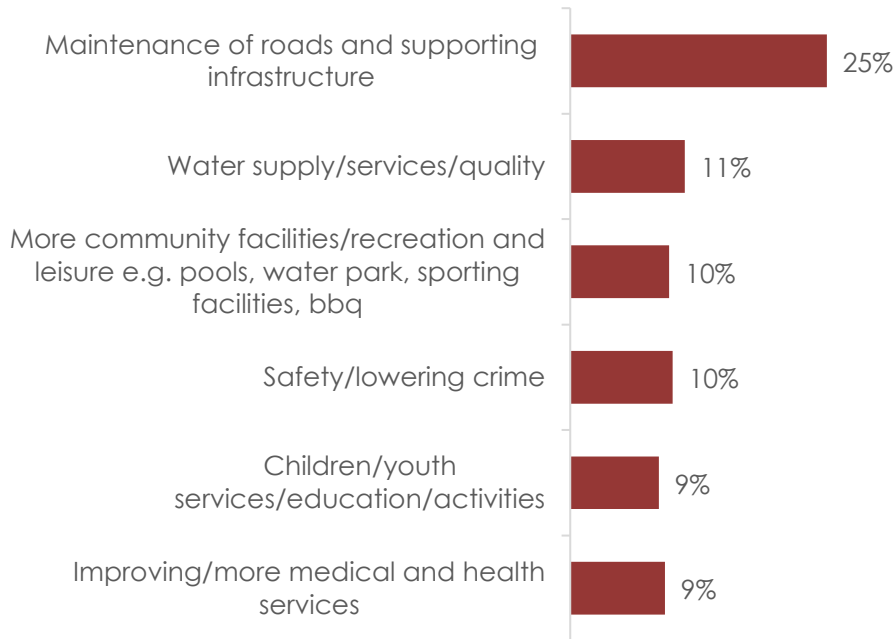
Base: N = 600

Please see Appendix A complete list

The rural aspect, access to everything and the sense of community are the most commonly mentioned aspects that are valued living in the Tamworth Region.

What Would You Change?

Q2b. And what would you like to change about living in the Tamworth Region?



Verbatim Comments:

"Road upgrades required as there are lots of potholes in the Kootingal area and are quite dangerous"

"Public transport in more areas"

"Speed control, need more signs signaling speed"

"Need more doctors and nurses"

"More specialists in the area so we don't have to travel to Sydney quarterly"

"Water security - long term that belongs to Tamworth and isn't dependent on the state"

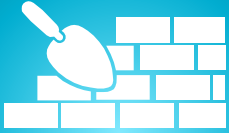
"Add another dam in a different area e.g. collecting water"

"New swimming facility e.g. current one is sub-standard, deteriorating"

Base: N = 600

Please see Appendix A complete list

A quarter of residents stated improving local roads was the main area they would like to change. Other areas include water supply, community facilities/recreation and reducing crime.



96% believe delivering durable infrastructure is important/very important

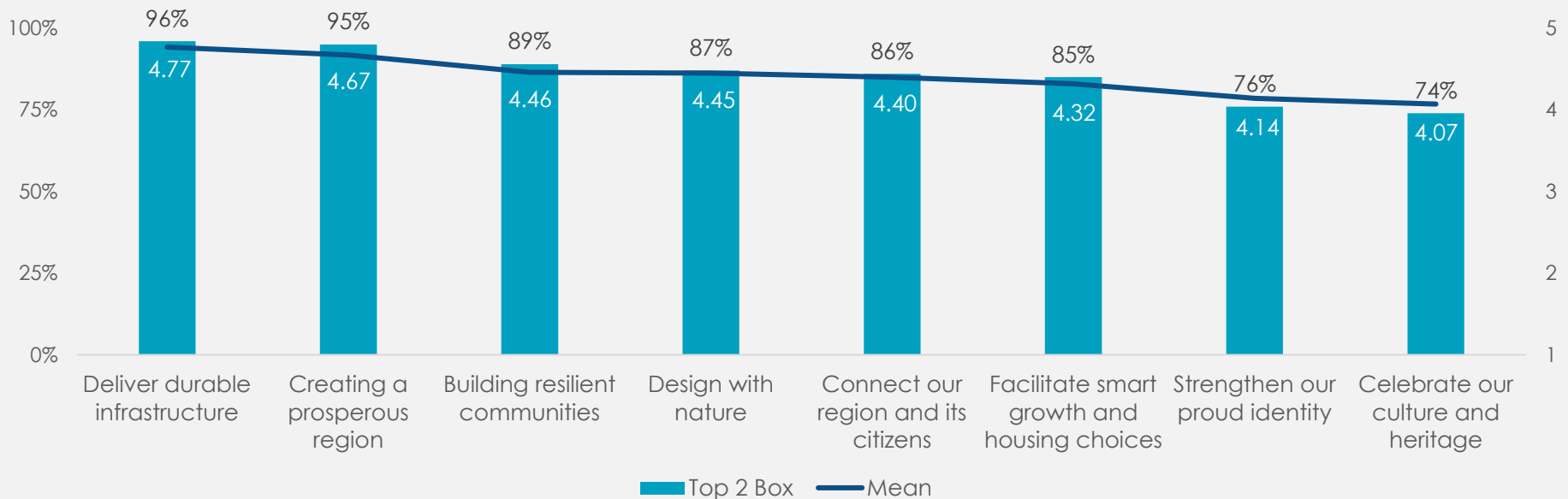


Creating a prosperous region is seen to be important/very important by 95% of residents



Summary of Priorities

The below chart ranks community priorities for the CSP by level of importance based on the mean rating (1-5 scale). Detailed breakdown is shown on the following slides.



■ Top 2 Box — Mean

Top 2 Box: Very important/important

Support for Increasing Rates for Specific Delivery Areas

Tamworth Regional Council's rates are on average cheaper than Orange, Wagga Wagga and Albury as comparable councils and stated on the NSW Government's Your Council webpage.

- Q8a. How supportive are you of an increase to your rates in order to develop and invest in new facilities and to develop and maintain infrastructure?
- Q8b. How supportive are you of an increase to your rates in order to deliver more community programs and community services?
- Q8c. How supportive are you of an increase to your rates in order to improve and drive economic outcomes? E.g. jobs, new businesses.

Invest in new facilities and develop/maintain infrastructure

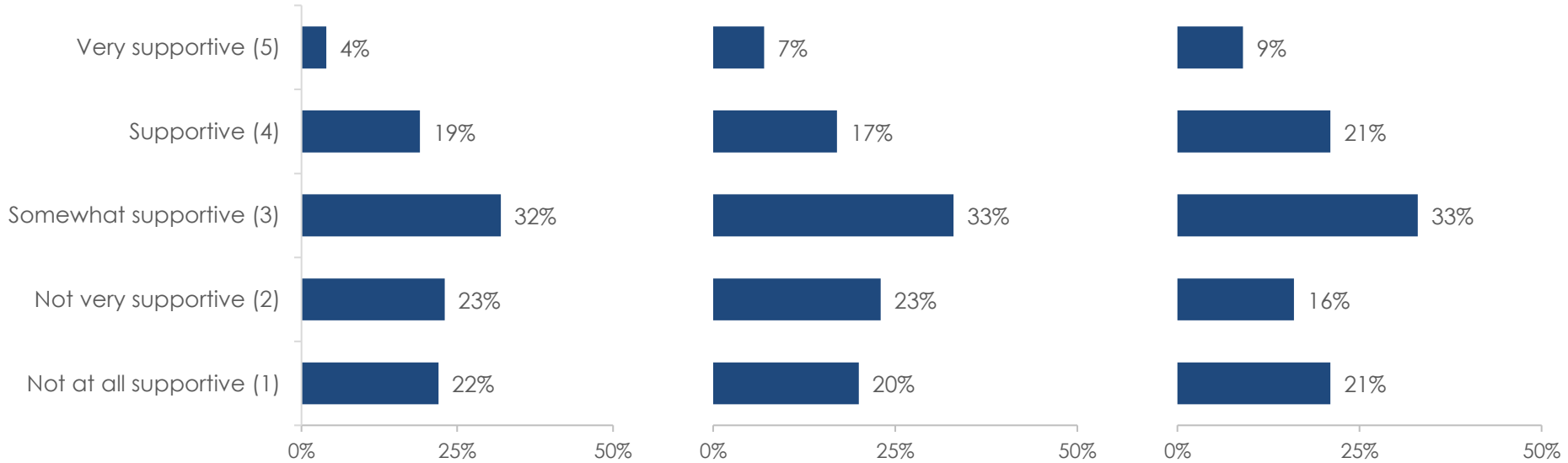
Top 3 Box: 55%
Mean: 2.62

Deliver more community programs and services

Top 3 Box: 57%
Mean: 2.68

Improve and drive economic outcomes

Top 3 Box: 63%
Mean: 2.81



Base: N = 600

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

Support was greater for increasing rates to improve and drive economic outcomes, with 63% stating they are at least somewhat supportive. Lower levels of support for infrastructure and community services/programs.

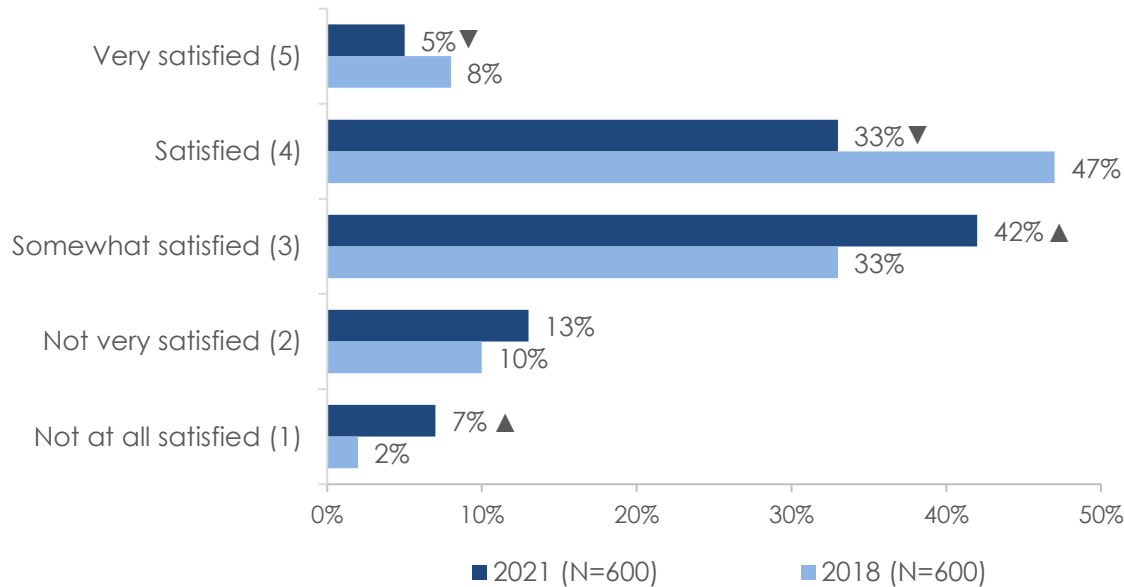


Council Performance

Overall Satisfaction

Q5. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?

	2021	2018	2014	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	3.16▼	3.49	3.55	3.10	3.21	2.86▼	3.24	3.28	3.27	3.20	3.12	3.19	3.02
Base	600	600	609	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	3.16↓	3.35
T3 Box	80%	83%
Base	600	37,746

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

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

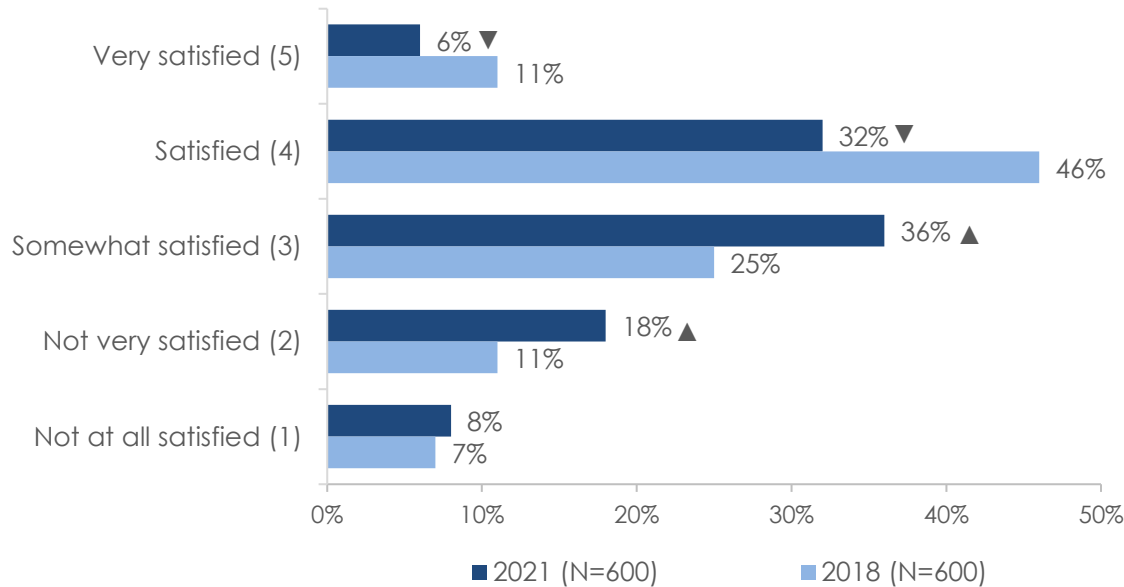
▲▼ = A significantly higher/lower level of satisfaction (by group/year)

Overall satisfaction has softened from previous years, with 80% of residents at least somewhat satisfied with the performance of Council over the last 12 months.

Satisfaction with the Level of Communication

Q4a. How satisfied are you with the level of communication Council currently has with the community?

	2021	2018	2014	Male	Female	18-34	35-49	50-64	65+	Tamworth	Other location	Ratepayer	Non-ratepayer
Mean rating	3.10▼	3.42	3.60	3.11	3.09	3.07	3.04	3.16	3.11	3.10	3.09	3.12	3.01
Base	600	600	609	287	313	157	142	153	147	261	339	488	112



	Tamworth Regional Council	Micromex LGA Benchmark - Regional
Mean rating	3.10↓	3.32
T3 Box	74%	80%
Base	600	14,365

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

↑↓ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

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

Satisfaction continues to soften with 74% of residents satisfied with the level of communication Council currently has with the community.

2.1. Importance & Satisfaction – Highest/Lowest Rated Services/Facilities

Importance

The following services/facilities received the highest T2 box importance ratings:

Higher importance	T2 Box	Mean
Maintaining local roads	96%	4.78
Water management	95%	4.76
Supporting local jobs and businesses	93%	4.69
Recycling/waste minimisation	90%	4.56
Council is transparent and accountable	90%	4.63

The following services/facilities received the lowest T2 box importance ratings:

Lower importance	T2 Box	Mean
Art Gallery/cultural opportunities	57%	3.64
Performing Arts/entertainment opportunities	58%	3.72
Graffiti removal	61%	3.86
Pet adoption/animal rehoming	63%	3.84
Growing airport capacity	64%	3.86

Satisfaction

The following services/facilities received the highest T3 box satisfaction ratings:

Higher satisfaction	T3 Box	Mean
Library services	98%	4.26
Ovals and sportsgrounds	93%	4.13
Parks and playgrounds	92%	3.96
Community buildings/halls	91%	3.70
Performing Arts/entertainment opportunities	89%	3.73

The following services/facilities received the lowest T3 box satisfaction ratings:

Lower satisfaction	T3 Box	Mean
Maintaining local roads	43%	2.34
Overall condition of local road network	57%	2.67
Council is transparent and accountable	57%	2.67
Council provides inclusive opportunities for community to get actively-involved in decision making	59%	2.75
Availability of car parking	61%	2.78

T2B = important/very important
Scale: 1 = not at all important, 5 = very important

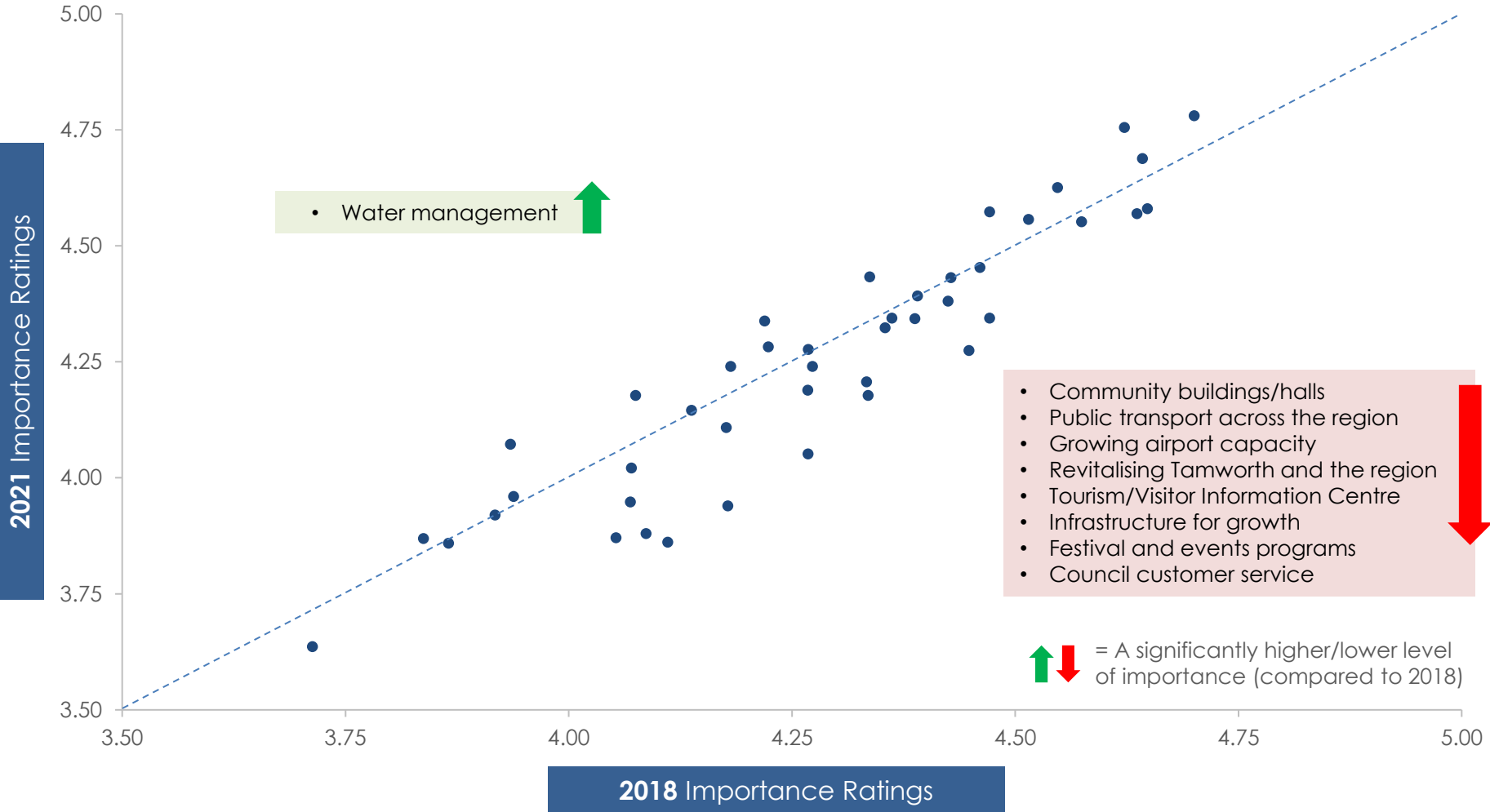
T3B = somewhat satisfied/satisfied/very satisfied
Scale: 1 = not at all satisfied, 5 = very satisfied

A core element of this community survey was the rating of 47 facilities/services in terms of Importance and Satisfaction. The above analysis identifies the highest and lowest rated services/facilities in terms of importance and satisfaction. Satisfaction is higher for recreation and leisure services and lower for roads/parking and council transparency and community engagement.

2.1 Services and Facilities – Importance

– Comparison by Year

Q3. Please indicate your level of importance with the following over the last 12 months.

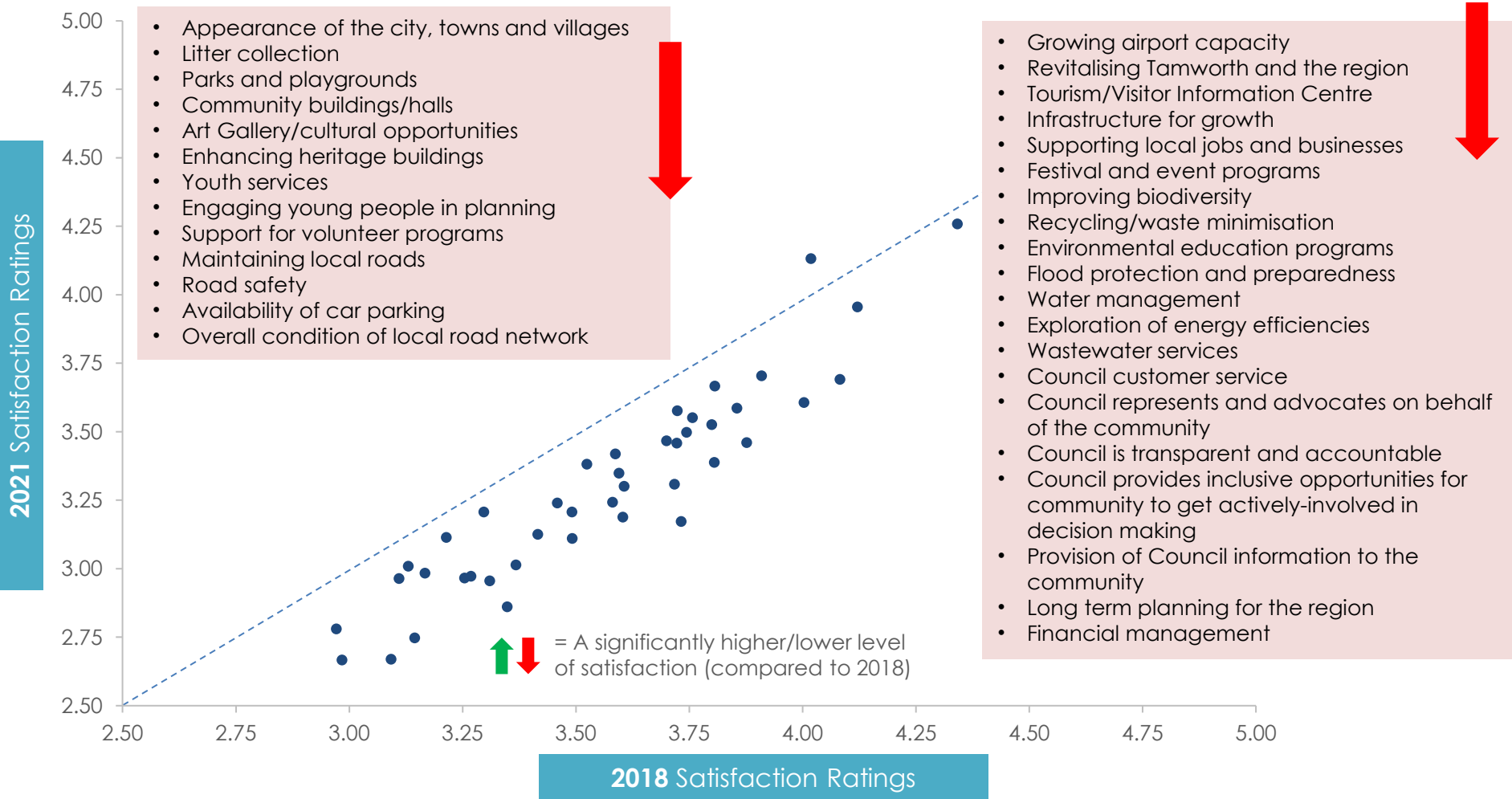


The above chart compares the mean importance ratings for 2021 vs 2018.

2.1 Services and Facilities – Satisfaction

– Comparison by Year

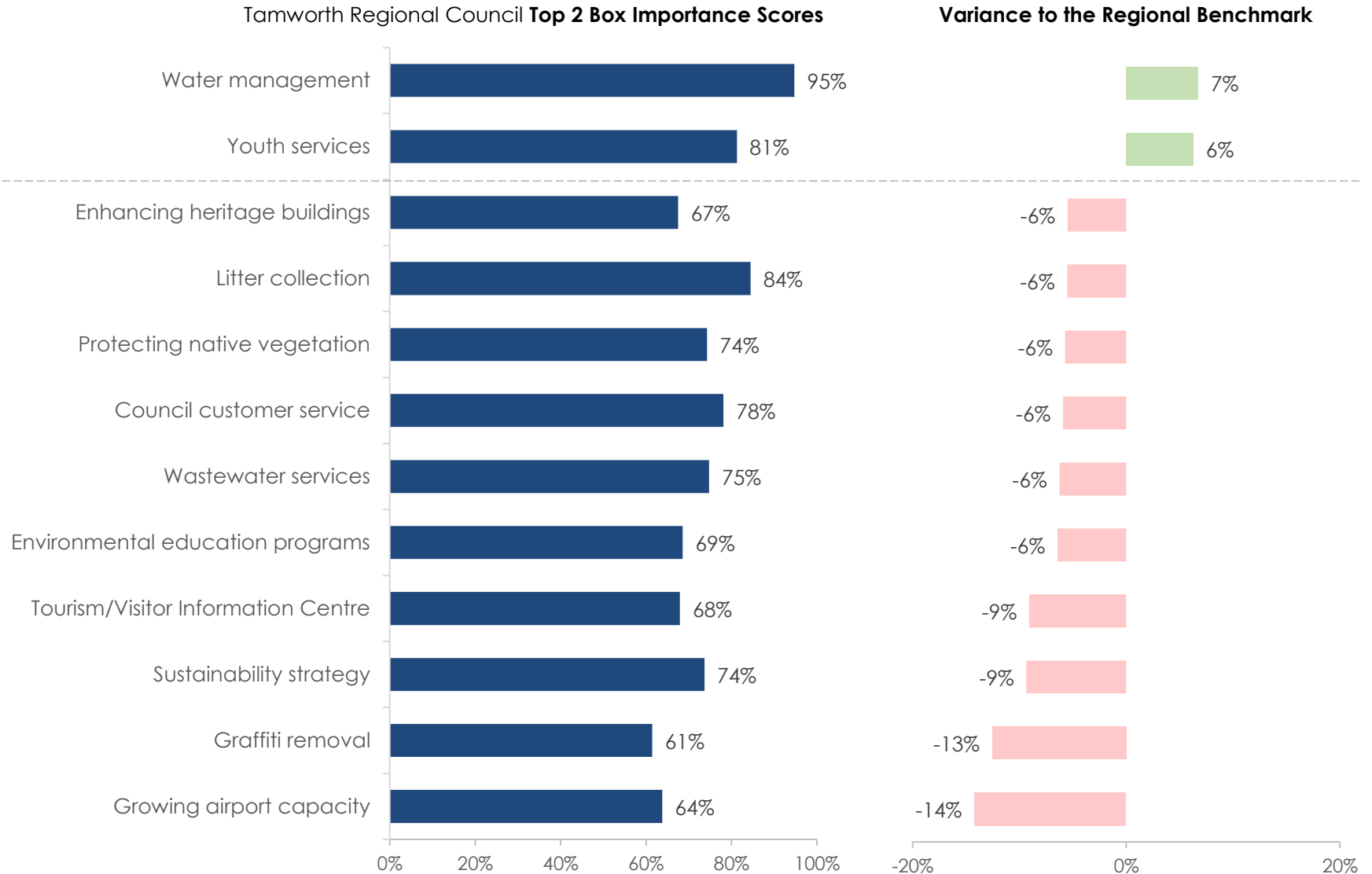
Q3. Please indicate your level of satisfaction with the following over the last 12 months.



Satisfaction decreased for 33 of the 43 comparable services and facilities.

2.2 Importance Compared to the Micromex Benchmark

The chart below shows the variance between Tamworth Regional Council top 2 box importance scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.



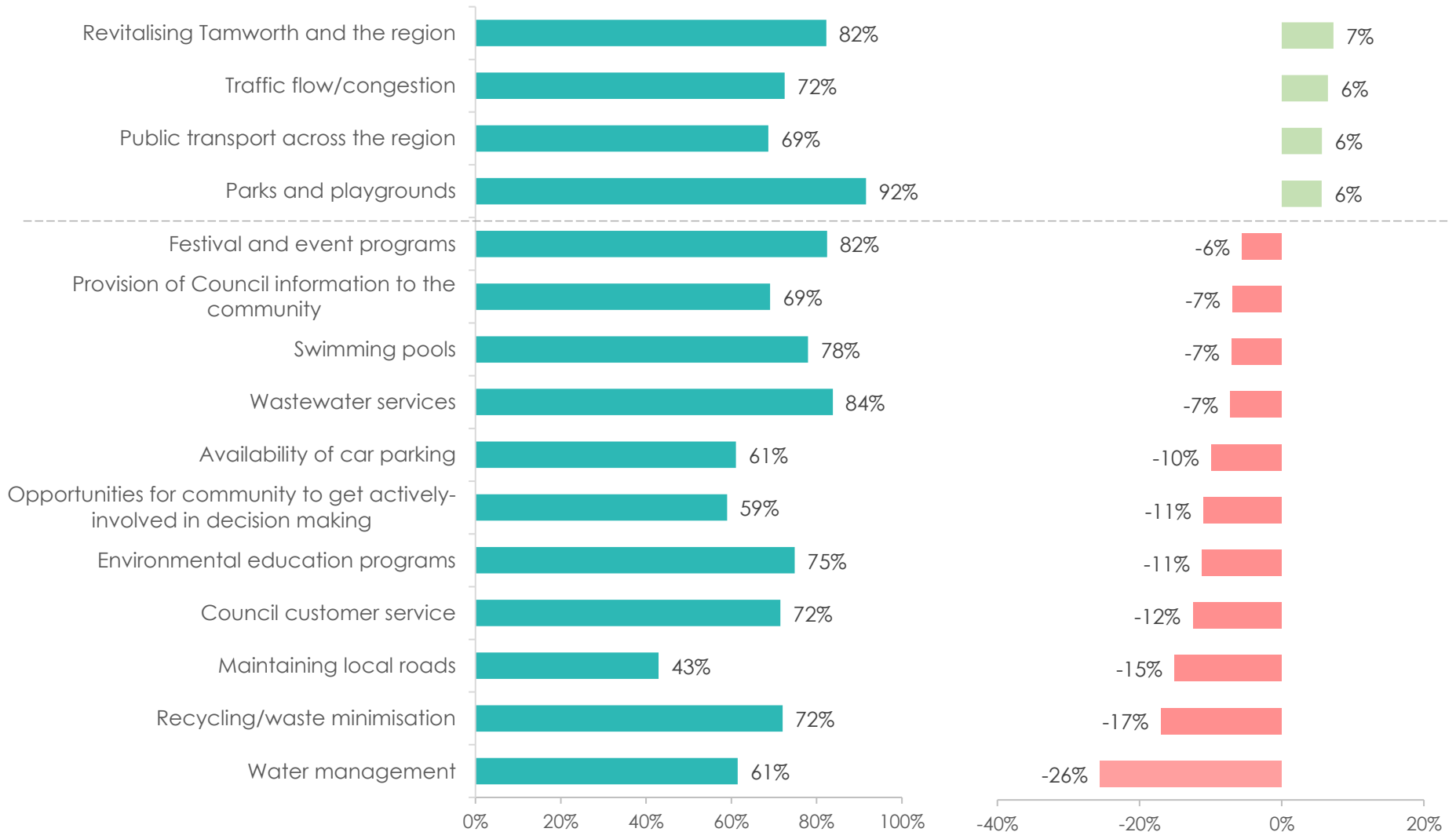
Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix A for detailed list

2.2 Satisfaction Compared to the Micromex Benchmark

The chart below shows the variance between Tamworth Regional Council top 3 box satisfaction scores and the Micromex Benchmark. Services/facilities shown in the below chart highlight larger positive and negative gaps.

Tamworth Regional Council Top 3 Box Satisfaction Scores

Variance to the Regional Benchmark



Note: Only services/facilities with a variance of +/- 6% to the Benchmark have been shown above. Please see Appendix A for detailed list

2.3. Performance Gap Analysis

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as high/very high in importance, whilst resident satisfaction for all of these areas is between 43% and 72%.

Connectivity, water, waste and civic leadership are area with the greatest performance gaps.

Service Area	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance – Satisfaction)
Social	Maintaining local roads	96%	43%	53%
Environmental	Water management	95%	61%	33%
Social	Overall condition of local road network	89%	57%	32%
Civic	Council is transparent and accountable	90%	57%	32%
Social	Availability of car parking	86%	61%	25%
Civic	Council provides inclusive opportunities for community to get actively-involved in decision making	81%	59%	22%
Environmental	Recycling/waste minimisation	90%	72%	18%
Civic	Financial management	87%	70%	17%
Social	Maintaining footpaths	82%	67%	16%
Civic	Provision of Council information to the community	84%	69%	15%

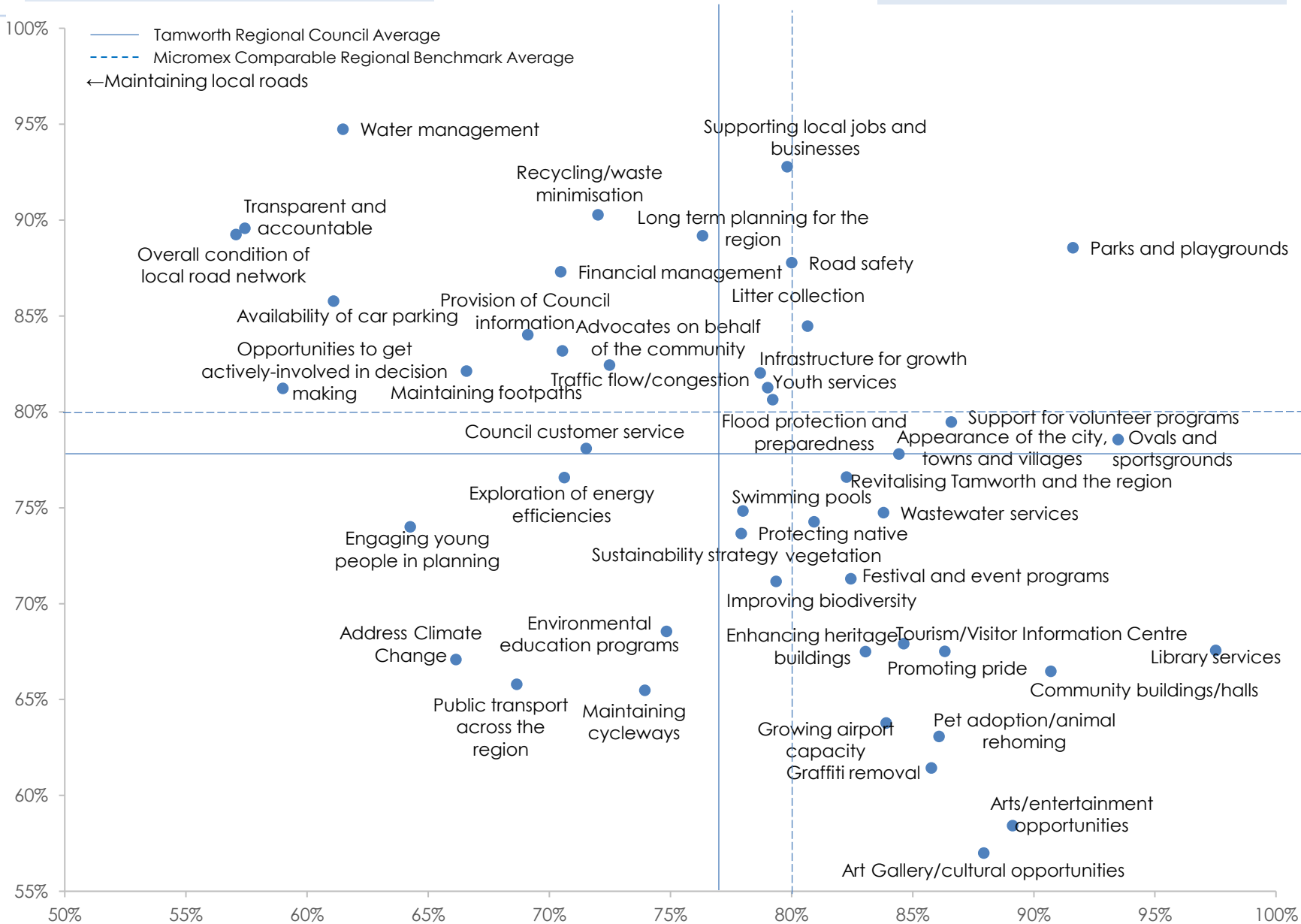
Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.



Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction

Importance



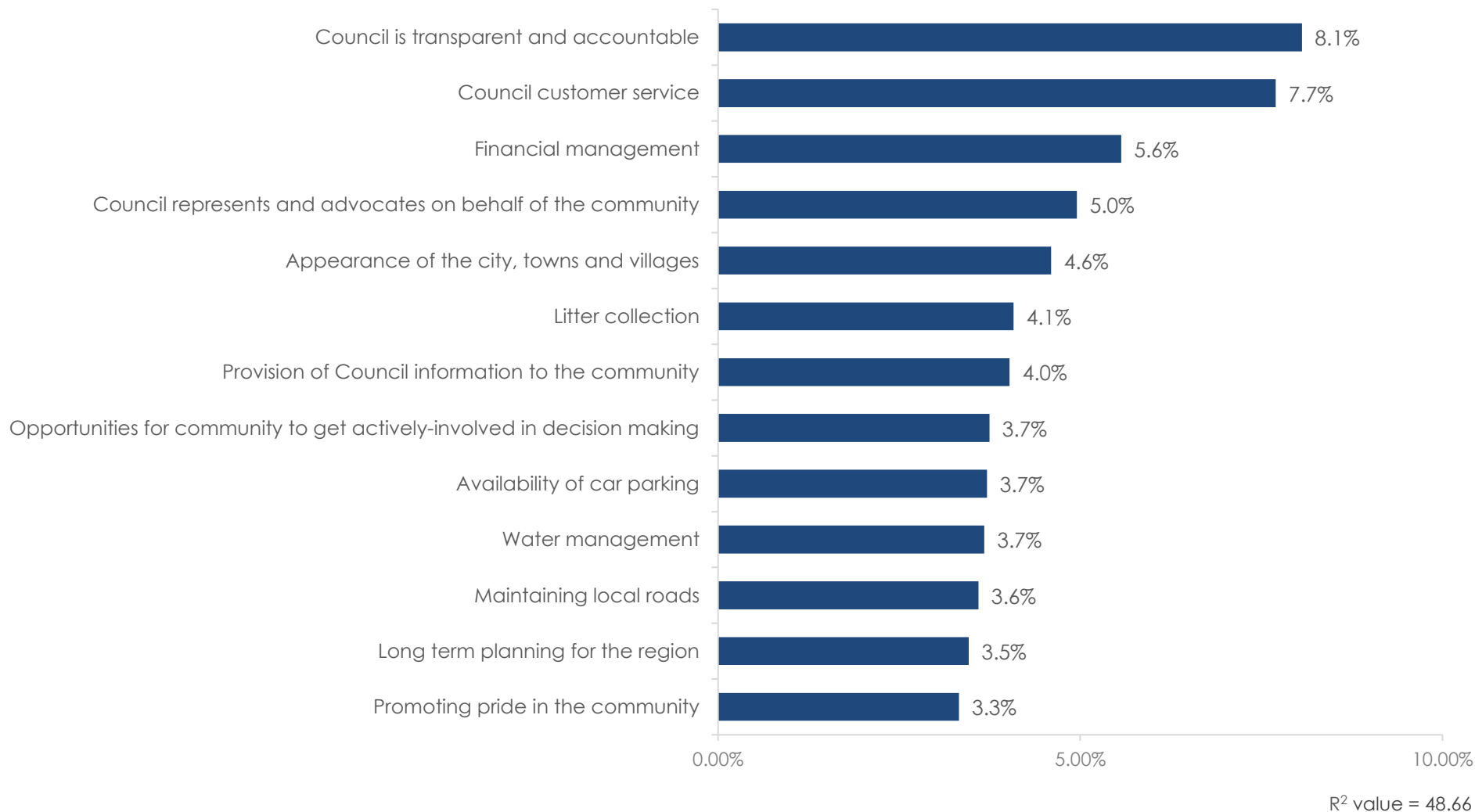
Niche
Lower importance, lower satisfaction

Satisfaction

Social Capital
Lower importance, higher satisfaction

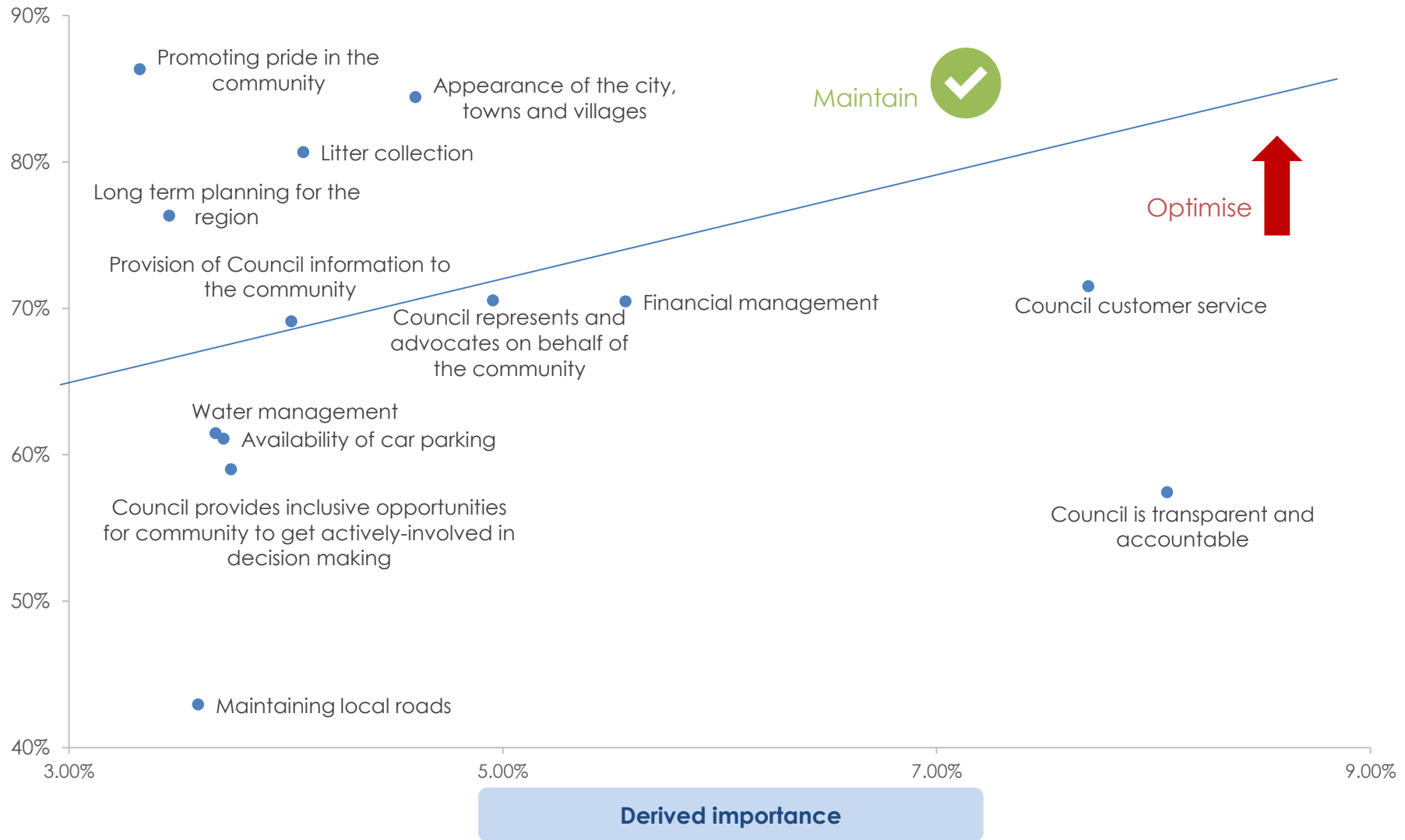
2.5. Key Drivers of Overall Satisfaction with Council

Dependent variable: Q5. Overall for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues but across all responsibility areas?



The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council. If Council can increase satisfaction in these areas it will improve overall community satisfaction.

2.5. Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas

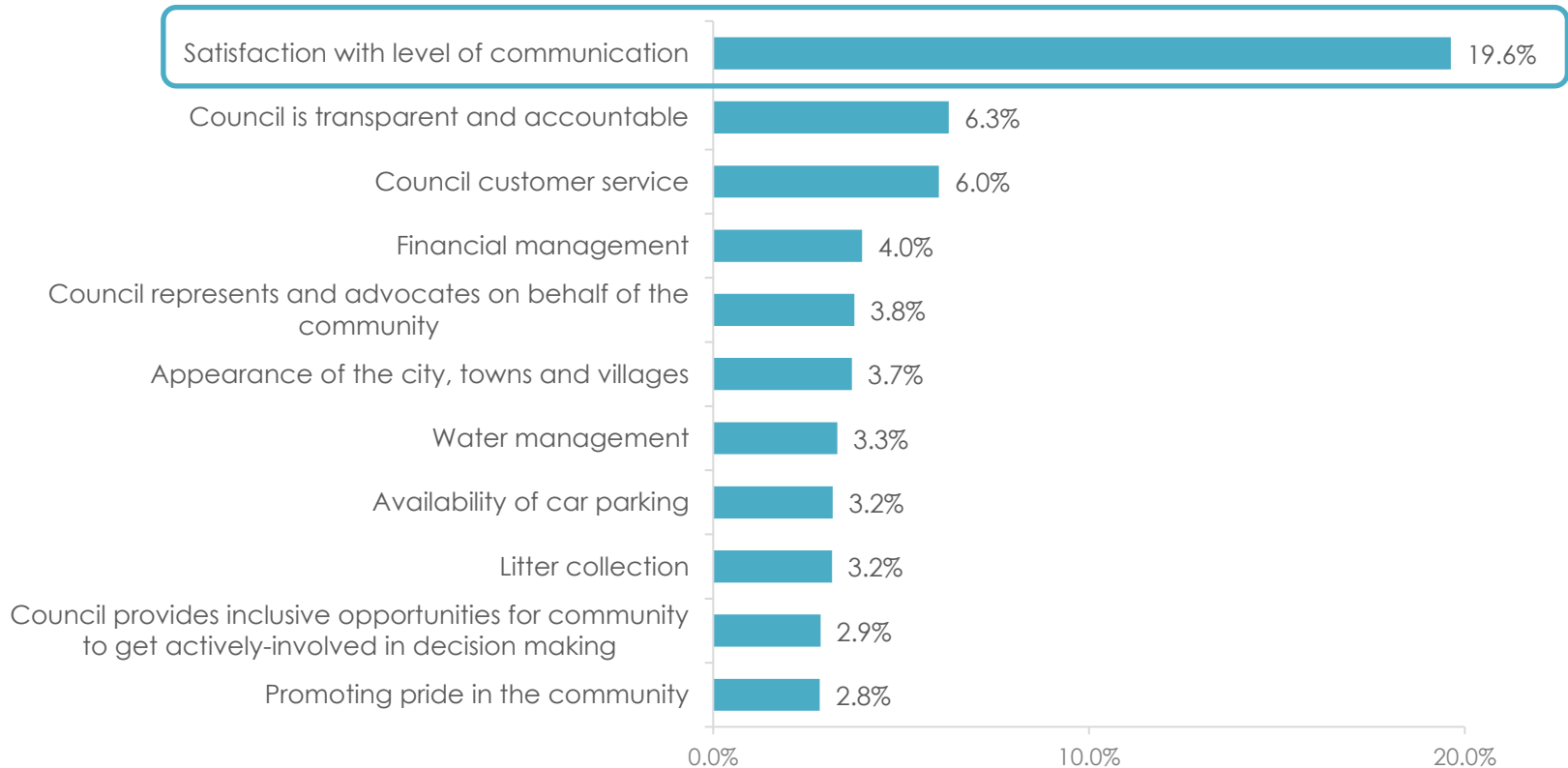


The above chart looks at the relationship between stated satisfaction (top 3 box) and derived importance (Regression result) to identify the level of contribution of each measure. Any services/facilities below the blue line (shown above) could potentially be benchmarked to target in future research to elevate satisfaction levels in these areas.

Re-Run of the Key Drivers of Overall Satisfaction with Council

Dependent variable: Q5. Overall, for the last 12 months, how satisfied are you with the performance of Council, not just on one or two issues, but across all responsibility areas?

The below chart is a re-run of the key drivers contributing to overall satisfaction, but with the inclusion of the question 'how satisfied are you with the level of communication Council currently has with the community?'

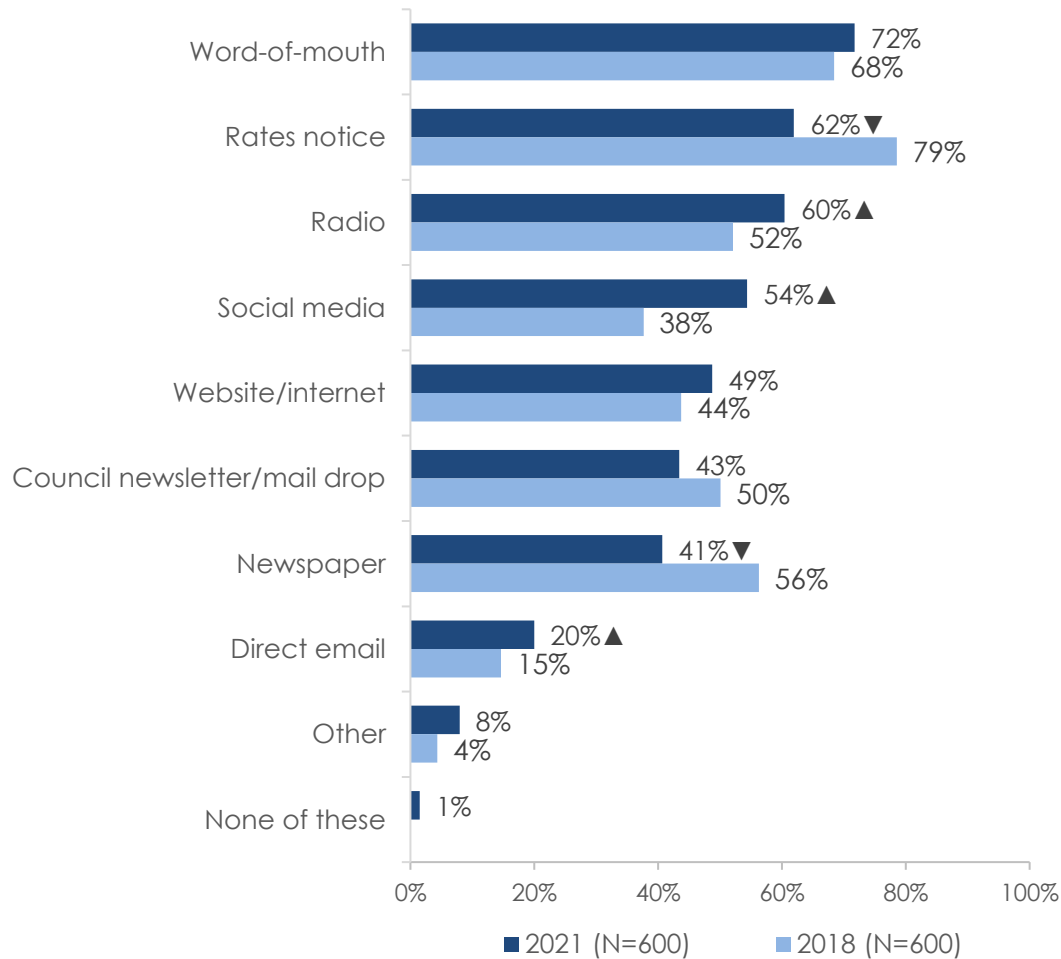


R² value = 57.56

This analysis enables us to further understand the drivers of overall satisfaction and highlights the importance of all aspects of communication with the community.

Receiving Information about Council

Q4b. Through which of the following means do you receive information about Council?



Other specified	Count
TV	28
Community consultation with Councilors	5
Signs and banners	4
Phone	4
Council meetings	2
Local MPs	2
Community meetings	2
Disability Access Working Group	1
TRC app	1
Council customer service desk	1
Other comments	1

Word-of-mouth is the most common way for residents to receive information about Council, followed by rates notices. Information received through rates notices and newspapers appear to have decreased from 2018, whilst radio and social media has increased.



Summary and Next Steps

Summary Findings

94% Of residents rate their quality of life as good, very good or excellent

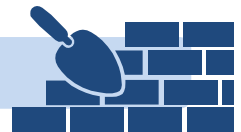
Residents value the rural aspect, sense of community, closeness to everything and it being home to them



Improving local roads is the key area to change, followed by water supply, more community facilities/recreational opportunities and safety in the area



All key directions of the Blueprint 100 resonates strongly with the community



Summary Findings

80%



Satisfaction with Performance

80% of residents at least somewhat satisfied with Council's performance over the last 12 months

74%

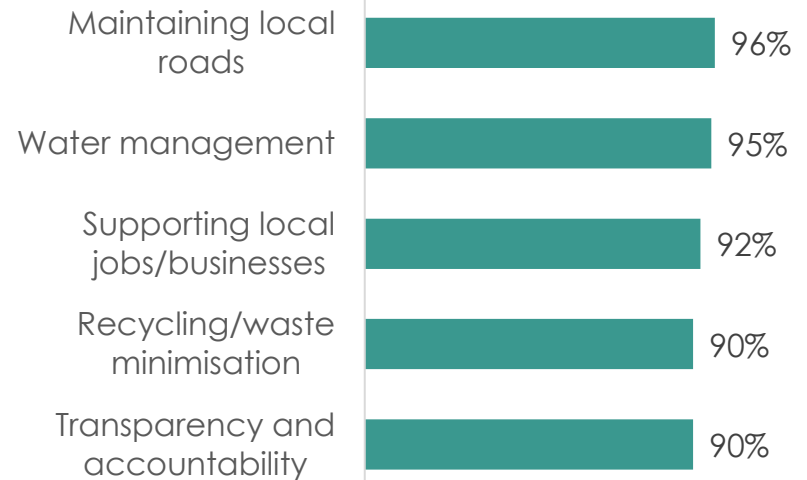


Satisfaction with Communication

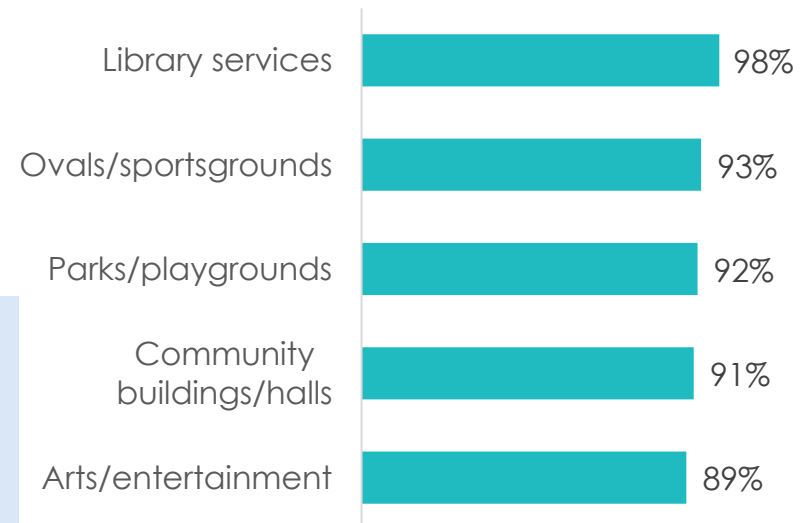
74% of residents at least somewhat satisfied with the level of communication Council currently has with the community

Word-of-mouth, rates notice and radio are the most common ways to receive information about Council

Highest rated in Importance:



Highest rated in Satisfaction:



Drivers of Overall Satisfaction:



Level of communication



Transparency & accountability



Customer service



Financial management



Telephone: (02) 4352 2388

Web: www.micromex.com.au

Email: stu@micromex.com.au